

Safety Over Everything: What Protein Supplement Users Are Really Thinking

Two independent consumer instruments reveal a protein supplement market where safety has displaced price, performance, and brand loyalty as the dominant purchase concern.

474
Total poll submissions

~350
Unique poll respondents

96
Quiz completions

Jan 23 – Feb 19, 2026
Collection window

FOR IMMEDIATE RELEASE

February 19, 2026

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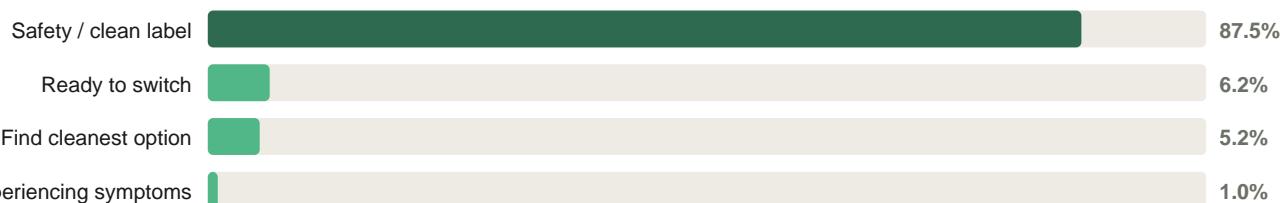
LONG BEACH, CA — CleanProteinList.com today released findings from two independent consumer research instruments collected between January 23 and February 19, 2026. The research — a brand interest poll and a nine-question behavioral quiz — captured data from an estimated 350+ unique respondents and 96 quiz completions drawn from visitors actively seeking protein supplement safety information.

The convergent finding across both instruments: **safety has become the dominant purchase concern for protein supplement consumers** — ahead of price, brand loyalty, taste, and performance. And most consumers are acting on that concern without the information they need to do so effectively.

KEY FINDINGS

1. Safety Dominates All Other Purchase Concerns

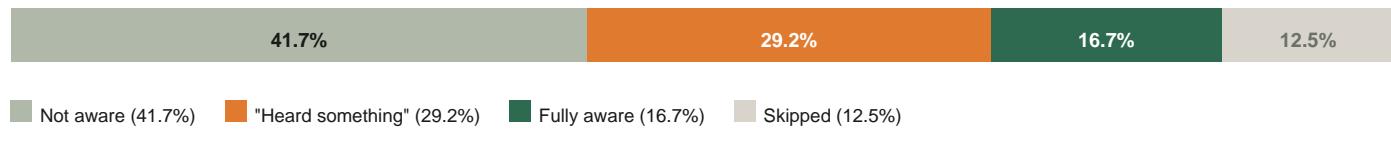
87.5% of quiz respondents named product safety as their primary concern when choosing a protein supplement — dwarfing "ready to switch brands" (6.2%), "find the cleanest option" (5.2%), and "experiencing symptoms" (1.0%). The finding held across all use cases: health, weight loss, athletic performance, and muscle building.



Source: Protein Safety Quiz · n=96

2. The Contamination Awareness Gap

Only 16.7% of quiz respondents were fully informed about heavy metal contamination risks in protein supplements — while 84.4% use these products daily or often. The largest single group (41.7%) had no new concerns, and 29.2% had "heard something" but lacked complete information.



Source: Protein Safety Quiz · n=96

3. The Awareness Delta: Partial Knowledge Drives Action

A cross-tabulation of awareness level against price engagement reveals that partially aware consumers — those who had "heard something" about contamination — engaged with purchase-intent questions at 61%, approximately **60% higher than fully aware (38%) or unaware (32%) consumers**. Subgroup sizes are small; the engagement rate finding is directional.

KEY INSIGHT

Consumers mid-discovery are maximally open to guidance. The information gap is not just a public health problem — it is a purchase funnel. The moment a consumer learns enough to be concerned but not enough to act, they become the most commercially active segment in the market.

Source: Protein Safety Quiz · n=96 · Cross-tabulation

4. Orgain Leads Safety Searches; Market Deeply Fragmented

The brand interest poll captured which brands visitors were actively researching for safety information. Orgain led at 39 unique respondents — nearly 2x second-place Premier Protein (25). Below the top two, 10+ brands tied with 4 responses each. In the quiz, 53.1% of respondents reported using a brand outside the major pre-listed options, with more than 40 distinct write-in brands named.

Source: Brand Interest Poll · n≈350 unique respondents

5. Price Is Secondary to Safety — Not an Obstacle

61.5% of quiz respondents skipped an optional question about acceptable per-serving price for verified-safe protein. Among the 37 who engaged, 74% selected \$1.50 or more per serving — consistent with current market-rate pricing for mainstream brands. The data suggests safety is treated as a baseline requirement rather than a premium feature.

Source: Protein Safety Quiz · n=96

METHODOLOGY

	Brand Interest Poll	Protein Safety Quiz
Type	Open-ended submission form	9-question behavioral quiz
Raw submissions	474	96

Unique respondents	~350 (est., after dedup)	96
Deduplication	5-min session window	N/A
Collection period	Jan 23 – Feb 19, 2026	Jan 23 – Feb 19, 2026
Incentive	None	None

Limitations: Self-selected visitors to CleanProteinList.com; skews toward safety-motivated consumers. Poll unique count is an estimate. Cross-tabulation subgroups are small; findings are directional. Data current as of February 19, 2026; collection ongoing.

About CleanProteinList.com

Independent consumer resource tracking heavy metal contamination, third-party testing results, and safety data for protein supplements. No advertising accepted from supplement brands. Not affiliated with any manufacturer.

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Full report:

[cleanproteinlist.com/research/
protein-safety-consumer-survey-2026/](https://cleanproteinlist.com/research/protein-safety-consumer-survey-2026/)

Data available to journalists on request.