

READER BUYING HABITS



As one of the leading in-store magazines in the natural products industry, *Energy Times* generates more product purchases than any other publication, making it a tremendous advertising vehicle for natural product advertisers. Here is a snapshot look at the buying and shopping habits of the *ET* reader.

TOP 10 SUPPLEMENT PURCHASES

Vitamins.....	86%
Herbs/Herbal Remedies.....	52%
Cleansing/Detox Products.....	41%
Homeopathic Remedies.....	36%
Fish Oils.....	35%
Fiber Supplements.....	33%
Protein/Meal Replacement Shakes.....	32%
Green Foods.....	29%
Energy Drinks.....	28%
Weight Loss Products.....	26%

TOP 15 FOOD PURCHASES

Herbal Teas.....	57%
Breads/Grains.....	55%
Nutrition Bars.....	48%
Cereal.....	43%
Fruits.....	42%
Vegetables.....	40%
Juices/Natural Beverages.....	33%
Yogurt.....	32%
Soy Products.....	30%
Natural Sweeteners.....	29%
Chips.....	28%
Dairy Products.....	28%
Soups.....	27%
Dairy Alternatives.....	25%
Frozen Foods.....	24%

ORGANIC PRODUCTS

Bedding.....	51%
Fruits & Vegetables.....	48%
Beverages.....	38%
Skincare Products.....	33%
Eggs.....	32%
Haircare Products.....	26%
Milk.....	25%
Meat & Poultry.....	23%
Coffee.....	21%
Dairy Products.....	18%

ENVIRONMENT-CONSCIOUS CONSUMERS

Have or would purchase the following:

Recycled Products.....	89%
Energy-efficient Lighting.....	88%
Natural Cleaning Products.....	87%
Water Filtration.....	82%
Air Filters.....	79%

TOP SIX PERSONAL CARE PURCHASES

Personal Hygiene.....	40%
Facial Creams/Body Lotions.....	39%
Aromatherapy/Essential Oils.....	37%
Hair Care.....	31%
Oral Hygiene.....	30%
Cosmetics.....	25%



79%
of *Energy Times*
readers purchase
organic food

ET online survey

{ Based on August 2008-2010 consumer survey }

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