

READERSHIP PROFILE

DEMOGRAPHICS

Female.....	88%
Male.....	12%
Married	69%
Average Age	48
College Educated.....	83%
Have Children Under 18	25%
Median Household Income.....	\$56,000
Average Household Income.....	\$62,000

ET READERS' MOST IMPORTANT HEALTH CONCERNS/AILMENTS

Nutrition.....	82%
Arthritis.....	71%
Fatigue.....	68%
Exercise.....	63%
Anti-Aging.....	62%
Weight Loss	59%
Stress.....	58%
Heart/Circulation.....	56%
Allergies.....	55%
Digestion.....	54%
Immunity.....	54%
Cancer.....	51%
Cholesterol.....	49%
Memory Loss	44%
Sleep	43%
Diabetes	38%
Menopause	31%
Osteoporosis	30%
Irregularity.....	27%
Migraines	23%
Parkinsons	10%

ET READERS ARE ADVERTISING RECEPTIVE

Have purchased products based on an ad seen in <i>Energy Times</i>	84%
Saved an article or ad for reference	71%
Use product coupons found in <i>Energy Times</i> ads.....	63%
Purchase products in response to a feature or department	62%
Used a recipe found in an issue	50%
Made a change in lifestyle to improve health.....	44%

ET READERS' LIFESTYLE INTERESTS

Weekly Exercise.....	94%
Walking	83%
Reading.....	83%
Cooking.....	69%
Own a Cat or Dog.....	69%
Gardening.....	58%
Bicycling/Spinning.....	53%
Weight Training	49%
Aerobics.....	33%
Dancing.....	32%
Swimming.....	30%
Yoga.....	24%
Running	20%

ET READERS LOVE THE MAGAZINE

Spend an hour or more reading <i>Energy Times</i>	70%
Have been reading <i>Energy Times</i> for two or more years	70%
Only read <i>Energy Times</i>	60%
Pass along their <i>Energy Times</i> to someone else	58%

ET READERS ARE AVID NATURAL PRODUCT STORE SHOPPERS

Shop in natural product stores.....	100%
Have been shopping for two years or more in a natural product store	97%
Spend \$50 or more per month in a natural product store	74%
Shop two or more times per month in a natural product store	49%

ET READERS ENJOY COMPLEMENTARY HEALTHCARE

Chiropractic	47%
Homeopathy.....	46%
Massage Therapy.....	44%
Naturopathy	39%
Aromatherapy.....	38%
Herbalism.....	37%
Meditation.....	28%
Acupuncture.....	18%
Ayurveda.....	6%



60%
of readers say
Energy Times is
the **only** health &
nutrition magazine
they read

ET online survey

{ Based on August 2008-2010 consumer survey }

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