

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% |
| (adults and children) | |
| Protein/Meal Shakes..... | 51% |
| Herbs/Herbal Remedies | 50% |
| Homeopathic Remedies..... | 44% |
| Green Foods..... | 36% |
| Omegas | 21% |
| Energy Drinks | 20% |
| Weight Loss Products | 18% |
| Fiber Supplements | 18% |

TOP 15 FOOD PURCHASES

| | |
|--------------------------------|-----|
| Vegetables | 65% |
| Nutrition Bars..... | 60% |
| Fruits | 53% |
| Juices/Natural Beverages | 49% |
| Sugar Substitutes | 48% |
| Soups | 47% |
| Meat/Poultry | 47% |
| Herbal Teas | 47% |
| Organic Food | 34% |
| Packaged Food | 34% |
| Dairy Products | 34% |
| Soy Products | 32% |
| Frozen Foods | 30% |
| Yogurt | 28% |
| Desserts..... | 27% |

{ Based on ET consumer survey }

ORGANIC PRODUCTS

| | |
|---------------------------|-----|
| Bedding | 51% |
| Fruits & Vegetables | 35% |
| 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% |



86%

*of Energy Times
readers purchase
vitamins*

Based on ET
consumer survey