

READERSHIP PROFILE

DEMOGRAPHICS

Female	81%
Male	19%
Married.....	61%
Average Age	64.1
College Educated.....	83%
Families with Children	42%
Median Household Income	\$56,000
Average Household Income.....	\$62,000

ET READERS' MOST IMPORTANT HEALTH CONCERNS/AILMENTS

Nutrition	81%
Arthritis	63%
Fatigue	61%
Anti-Aging.....	53%
Exercise	50%
Allergies.....	49%
Stress.....	43%
Heart/Circulation.....	43%
Joint Pain	42%
Hypertension	38%
Sleep	38%
Weight Loss	35%
Diabetes.....	34%
Cholesterol	34%
Immunity	32%
Digestion.....	31%
Depression.....	28%
Cancer	25%
Menopause	25%
Osteoporosis	24%
Memory Loss	19%
Migraines.....	19%

ET READERS ARE ADVERTISING RECEPTIVE

Have purchased products based on an ad seen in <i>Energy Times</i>	85%
Saved an article or ad for reference.....	72%
Use product coupons found in <i>Energy Times</i> ads	61%
Purchase products in response to a feature or department	59%
Made a change in lifestyle to improve health	45%
Discussed products with others	40%

ET READERS' LIFESTYLE INTERESTS

Travel.....	70%
Running/Walking	64%
Reading	60%
Cooking	55%
Meditation	53%
Music	50%
Gardening	39%
Swimming.....	39%
Pilates	33%
Bicycling.....	30%
Yoga	26%
Aerobics	25%
Golf	21%
Camping/Hiking	19%

ET READERS LOVE THE MAGAZINE

Spend an hour or more reading <i>Energy Times</i>	71%
Have been reading <i>Energy Times</i> for two or more years.....	72%
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

Homeopathy.....	44%
Chiropractic.....	39%
Massage Therapy.....	38%
Aromatherapy	29%
Naturopathy	24%
Acupuncture.....	10%
Reiki	10%
Ayurveda	8%
Osteopathy.....	5%



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

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