



78% Prefer buying healthy or organic products

Natural Commitment

48%	Do not purchase products tested on animals
45%	Shop at a natural foods or health store at least once per week
43%	Prefer using alternative forms of medicine/healing
36%	Early adopters of new eco-friendly products
31%	Shop at a natural foods or health store at least once per month

Source: Harvey Research Study, 2011

Our readers will pay more for a product if it is:

75%	Environmentally friendly
63%	Made by a company they trust

Source: Harvey Research Study, 2011

86% consider healthy eating and good nutrition important

Average spent per year on organic or locally sourced food: Over \$4,000

Source: Harvey Research Study, 2011