Consumers are paying closer attention to food and beverage labels, scrutinizing what’s on the label more today than ever before. While much of the actual label reading occurs at the shelf in a store, the cultural forces behind reading labels are heavily influenced by what is happening in consumers’ home lives and where they are positioned in the core, mid-level or periphery in terms of the World of Wellness. A broad range of influences drives consumers to carefully analyze labels that include the effects of the media, consumer life stage, health conditions, food safety and freshness concerns, as well as diet and weight management programs.

### TOP 5 INFORMATION SOURCES
**CONSUMERS USE TO LEARN ABOUT HEALTH & WELLNESS**

<table>
<thead>
<tr>
<th>Source</th>
<th>2015</th>
<th>2013</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online (net all sources)</td>
<td>49%</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>Doctor</td>
<td>41%</td>
<td>37%</td>
<td></td>
</tr>
<tr>
<td>Family/Friend</td>
<td>29%</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Books/Magazine</td>
<td>20%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Product Label</td>
<td>19%</td>
<td>15%</td>
<td>4 pts increase over 2013</td>
</tr>
</tbody>
</table>

**3.2**
Avg. number of information sources used in past 3 months

### WHEN SHOPPING, I LOOK FOR FOODS AND BEVERAGES:

- That are good for my heart: 74% in 2015, 74% in 2010
- That are locally grown or produced: 67% in 2015, 60% in 2010
- That are minimally processed: 65% in 2015, 53% in 2010
- That contain only ingredients I recognize: 65% in 2015, 60% in 2010
- With added vitamins and minerals: 64% in 2015, 73% in 2010
- That help lower my cholesterol: 62% in 2015, 49% in 2010
- With the shortest list of ingredients: 50% in 2015, 50% in 2010
- Endorsed by health organizations I recognize: 52% in 2015, 52% in 2010
- That are labeled “organic”: 50% in 2015, 45% in 2010

**Consumers want simple, clean labels with fewer ingredients that they know and understand**

Source: Health & Wellness 2015 report, The Hartman Group

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