# **Demographic Profile of Organic Consumers**

Organic-product purchases are widespread, common choices today. The vast majority of U.S. consumers report using organic food and beverage products. About a third (31%) use them on at least a weekly basis. Here's a snapshot of the demographic composition of organic-consumer segments from The Hartman Group's Organic & Natural 2018 report.

Over 8 in 10 U.S. adults are users of organic food and beverages

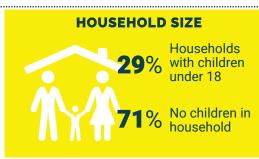
85%
ORGANIC USERS
(past 3 months)

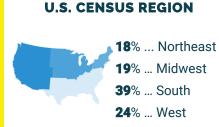


vs. 15% non-users

## PERCENTAGE OF ORGANIC USERS AS A SHARE OF $\dots$







# **36**% ... Large City **24**% ... Smaller City/Town

WHERE THEY LIVE

**29**% ... Suburbs **12**% ... Rural Area

# GENERATION 5% 38% 23% 33% Gen Z (18-20) (21-39) (21-39) (40-53) (54-72) Boomers (54-72)





Under \$35K

\$35K to \$99K

\$100K or more

### **MARITAL STATUS**

**48**% ... Married

10% ... Living Together

**29**% ... Single

13% ... Divorce/Separate/Widow

# ETHNICITY

70% ... Caucasian/Non-Hispanic

**30**% ... Hispanic/Other Race



# **EDUCATION**

15% ... High School or Less

26% ... Some College

32% ... College Graduate

27% ... Graduate School

