

Popular wellness claims \$ Sales per 1000 households index

	Millennials FH Age < 35	Boomers FH Age 55 - 64	Caucasian	Hispanic (any race)	< \$20K HH income	< \$100K HH income
Ancient grains	●	●	●	●	●	●
Cage free	●	●	●	●	●	●
GMO free	●	●	●	●	●	●
Gluten free	●	●	●	●	●	●
Low glycemic	●	●	●	●	●	●
HFCS free	●	●	●	●	●	●
Hormone / antibiotic free	●	●	●	●	●	●
No MSG	●	●	●	●	●	●
Natural	●	●	●	●	●	●
Omega 3 type	●	●	●	●	●	●
Organic	●	●	●	●	●	●
Probiotic / prebiotic	●	●	●	●	●	●

Index: ● 120 or greater ● between 80 - 120 ● 80 or less