



Mindset Media.

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***For Immediate Release***

## **YOU ARE WHAT YOU EAT**

*People who purchase organic products regularly  
have a distinct personality profile, according to a Mindset Media study*

NEW YORK, May 6, 2008 – Mindset Media ([www.mindset-media.com](http://www.mindset-media.com)), an online ad network that enables brand advertisers to reach millions of people with the personality traits that fit their brands, released today a Mindset Profile™ of devoted organics consumers, which the company generated from a recent study conducted using Nielsen’s Online panel ([www.nielsen-online.com](http://www.nielsen-online.com)).

If you prefer to do your grocery shopping at Whole Foods, chances are you’re wired differently than people who favor traditional supermarkets. A recent study conducted by Mindset Media revealed that people who buy organic products regularly are 153 percent more likely than the general population to be highly open to new and different experiences, or in Mindset Media parlance, “Openness 5’s.” The study confirmed that buying organics is a state of mind, not a state of wallet.

“This correlation is not driven by age, income or gender,” said Sarah Welch, COO and co-founder of Mindset Media. “Openness 5’s look demographically like the rest of us. They aren’t any wealthier or older, and they’re just as likely to be female as male.”

Mindset Media defines Openness 5’s as those who seek rich, varied and novel experiences, believing that imagination and intellectual curiosity contribute to a life well lived. They are receptive to their own inner feelings and may feel both happiness and unhappiness more intensely than others.

Organic devotees are also 105 percent more likely than the general population to have the decisive and inclusive qualities of a modern leader – “Leadership 5’s,” – and are also

more likely to be more creative, more spontaneous, and more altruistic than the population at large.

“With over 50 percent of the population choosing to buy organic at least some of the time, marketers now need to look beyond alternative lifestyle magazines to reach organics consumers,” continued Welch. “A Mindset Media Buy enables marketers to reach millions of people with the personalities that buy organic.”

**About Mindset Media**

Mindset Media is the internet ad network for brands. Using its proprietary psychographic standard, Mindset Media enables brand advertisers to target millions of people with the personality traits that fit their brands in online media buys. The company works in partnership with Nielsen Online to develop consumer profiles that help brand marketers specify their psychographic targets. For more information, visit [www.mindset-media.com](http://www.mindset-media.com).

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