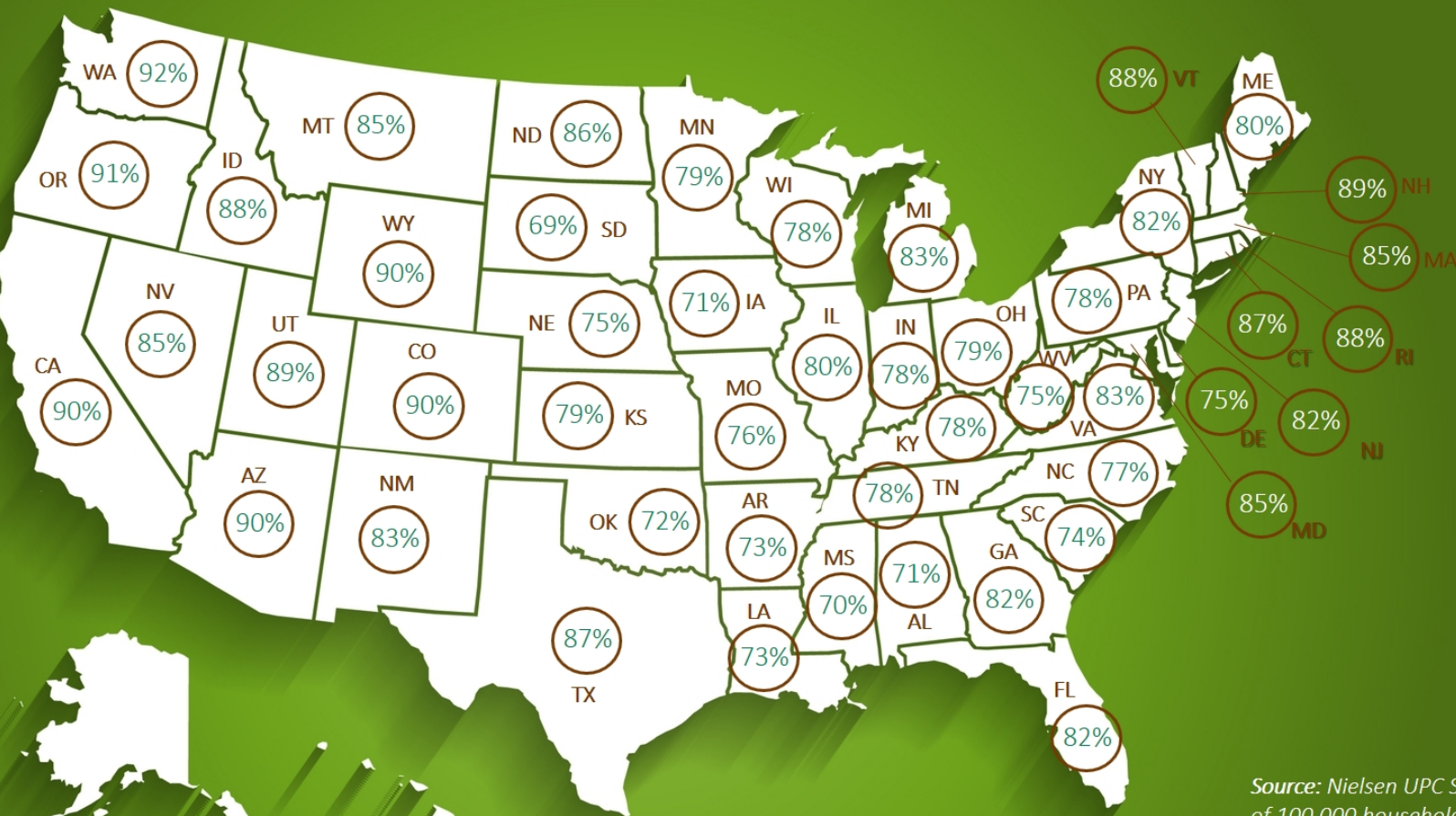


# Percentage of U.S. Households Purchasing Organic Products



**National Average**  
82%



Data not available for AK + HI

Source: Nielsen UPC Scan Data of 100,000 households, 2016  
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