Regional Avocado Shopper Insights

Regional profiles and national comparisons for household demographics and key purchase metrics

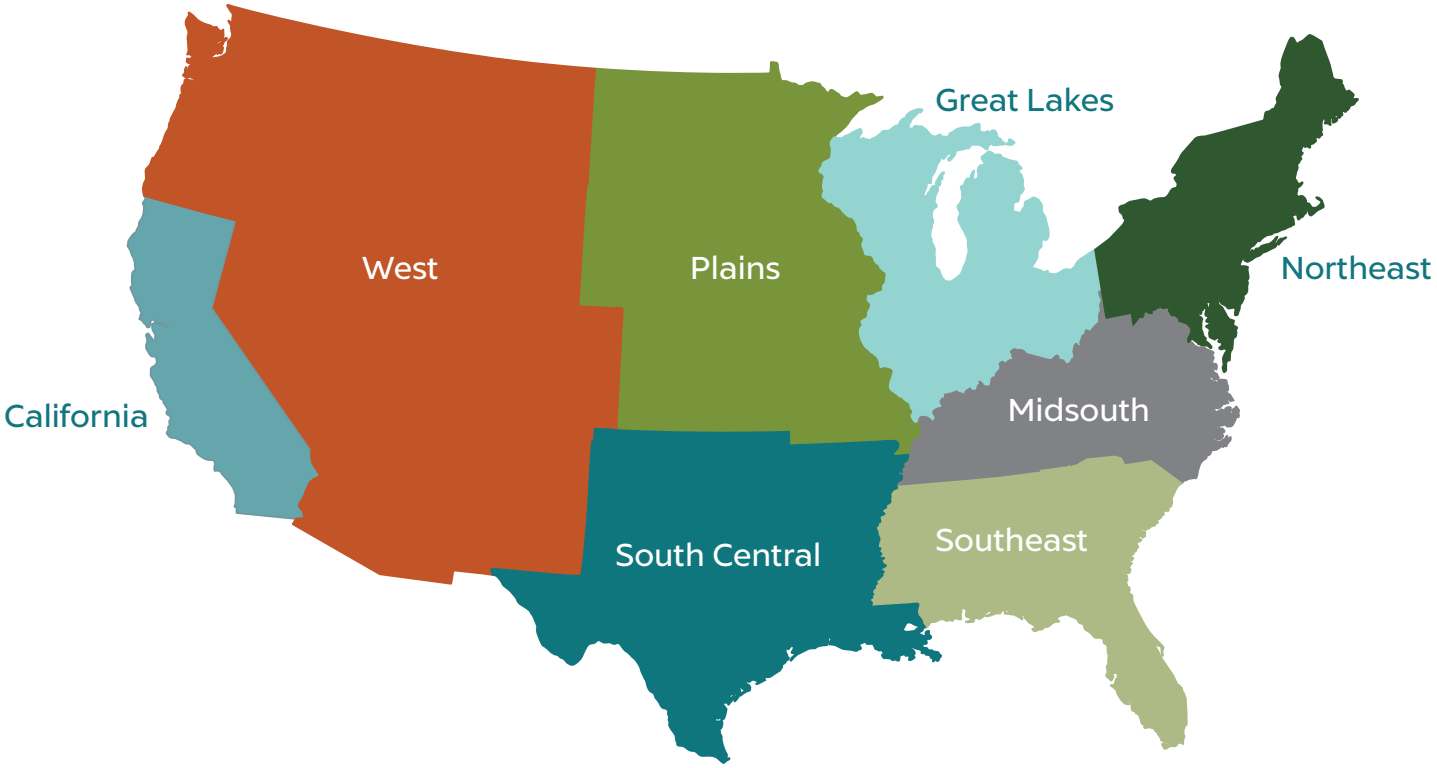
ACTION GUIDE

Regional Avocado Shopper Insights Action Guide

2018

HASS AVOCADO BOARD

The demographics and purchase trends of avocado shoppers vary by region, and shape a unique shopper profile in each region.



These profiles can help retailers and marketers tailor their communications to a particular region by detailing the "who" behind the household purchase trends in each region.

This study gives deeper insight into avocado-purchasing households across the U.S. by analyzing the regional differences in their demographics and key purchase trends.

Data Source: IRI Consumer Network 2017 – A continuous household purchasing panel. The panel consists of a representative sample of U.S. households, balanced to the general U.S. population, who electronically record all retail purchases. For the fresh avocado category, purchases are captured in dollars, not volume (eaches or pounds). To read the full report, CLICK HERE or visit www.hassavocadoboard.com

Regional Profiles – Avocado Purchase Trends

The Chart below shows key purchase trends for Total U.S. and the eight IRI regions. Three regions generally rank above the Total U.S. averages, while the rest of the regions generally rank below the Total U.S. averages.

Above Total U.S. Average

Below Total U.S. Average

Penetration

Average Annual Spend per Household

# of Trips

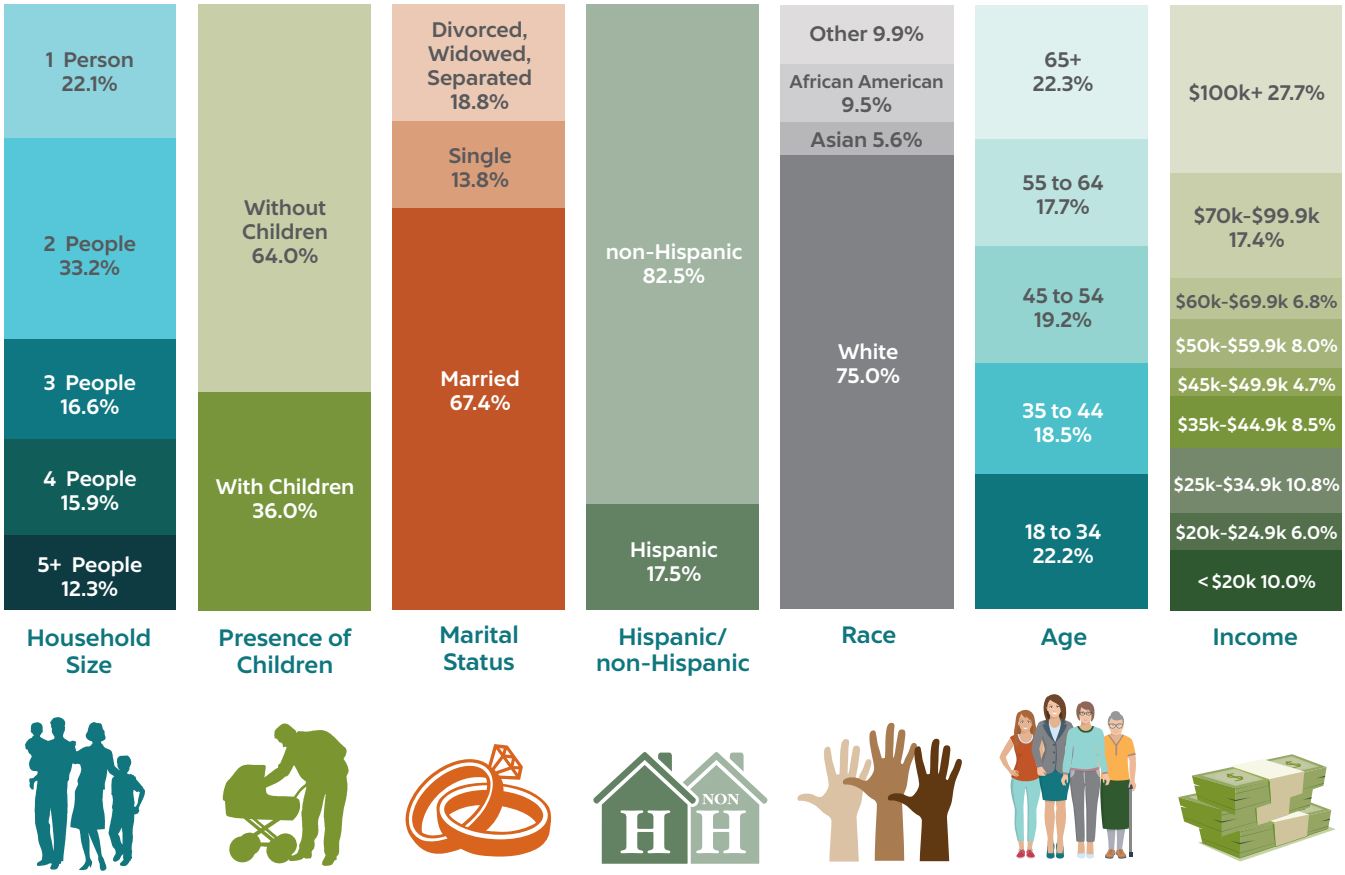
Spend per Trip

Total U.S.	51.0%	$24.50	6.19	$3.96
California	69.4%	$30.01	7.29	$4.12
West	65.9%	$28.62	6.96	$4.11
South Central	61.2%	$26.86	7.27	$3.70
Northeast	44.8%	$25.08	5.69	$4.41
Southeast	43.1%	$22.57	5.52	$4.09
Great Lakes	44.7%	$19.98	5.41	$3.69
Midsouth	41.8%	$19.41	5.29	$3.67
Plains	44.0%	$16.47	4.95	$3.33

Data Source: IRI Consumer Network™ 2017 (All figures are rounded)

TOTAL U.S. DEMOGRAPHIC PROFILE

This study looks at seven demographic variables for avocado-purchasing households. Here is the demographic profile for Total U.S. avocado-purchasing households. The regional slides that follow are indexed* to these national household shares for each of the seven demographic variables.



***Demographic Index –** Measures a demographic's share of households and purchases within a region relative to the share in Total U.S.

- Indices that are 120 and above are considered high
- Indices below 80 are considered low
- Indices between 80 and 120 are considered to be on par with the Total U.S.
- Example: 12.3% of Total U.S. avocado-purchasing households have five or more occupants. And 15.4% of California avocado-purchasing households have five or more occupants. The share of avocado-purchasing households in California is 25% greater than the share in Total U.S. This gives California an index of 125. (15.4% / 12.3%) * 100 = 125

Data Source: IRI Consumer Network™ 2017 (All figures are rounded)

CALIFORNIA PROFILE

California indexes high on avocado-purchasing households that are:

High Index (120+) vs. Total U. S.*

(5+)

Hispanic

Asian and Other

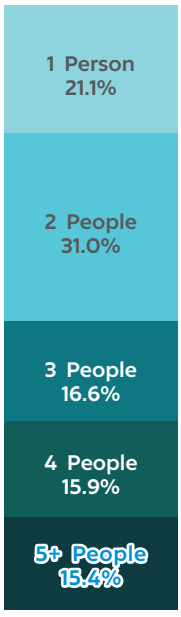
$100k+

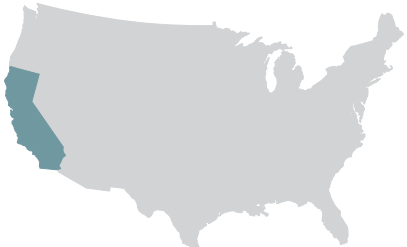
California indexes low on avocado-purchasing households that are:

Low Index (<80) vs. Total U. S.*

African American

18 to 34





*For index methodology, see Page 4

Data Source: IRI Consumer Network™ 2017 (All figures are rounded)

WEST PROFILE

West indexes high on avocado-purchasing households that are:

High Index (120+) vs. Total U. S.*

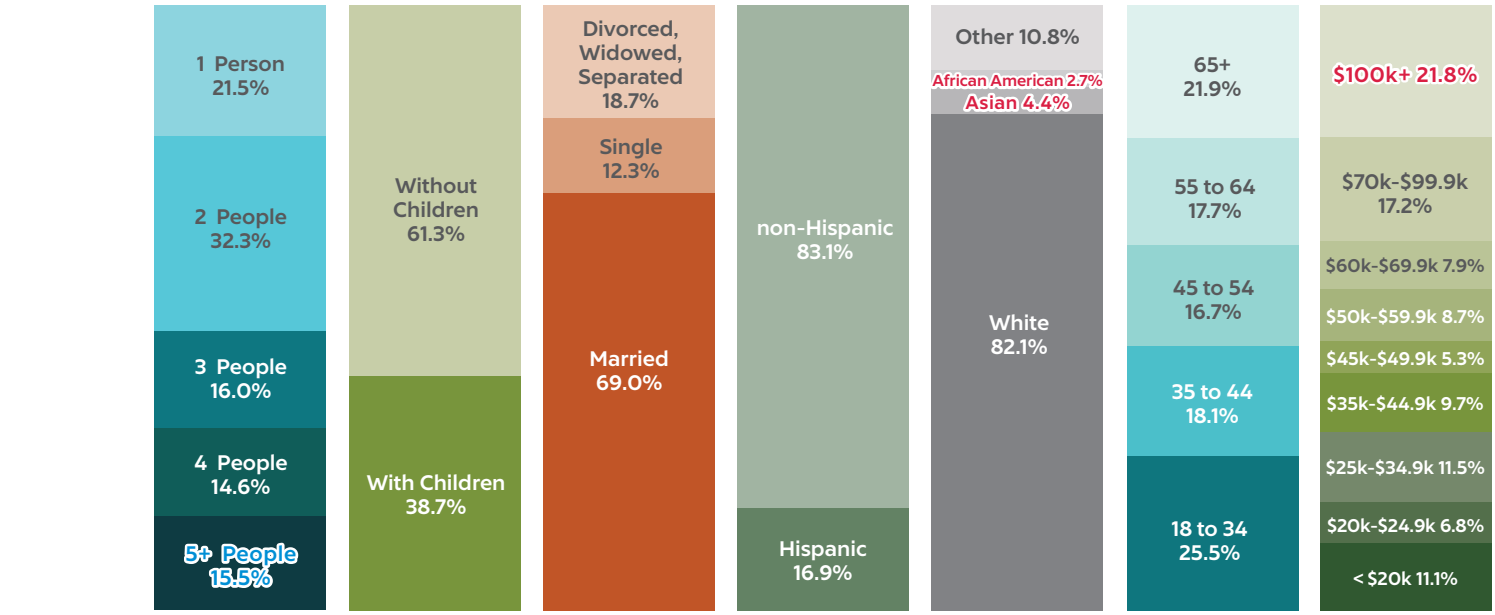
(5+)

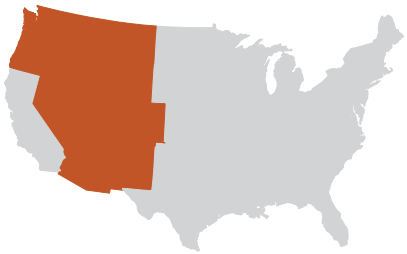
West indexes low on avocado-purchasing households that are:

Low Index (<80) vs. Total U. S.*

Asian and African American

$100k+





*For index methodology, see Page 4

Data Source: IRI Consumer Network™ 2017 (All figures are rounded)

SOUTH CENTRAL PROFILE

South Central indexes high on avocado-purchasing households that are:

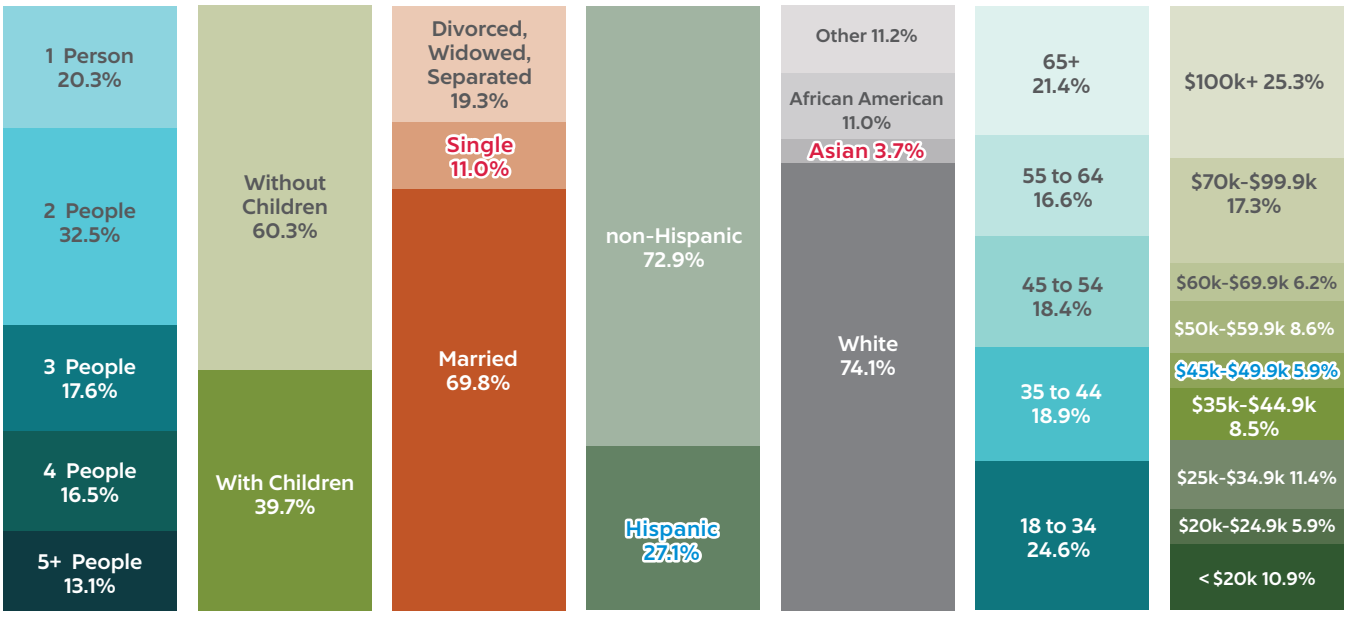
High Index (120+) vs. Total U. S.*

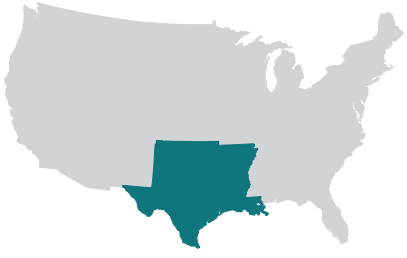
- Hispanic
- $45k – $49.9k

South Central indexes low on avocado-purchasing households that are:

Low Index (<80) vs. Total U. S.*

- Single
- Asian





*For index methodology, see Page 4

Data Source: IRI Consumer Network™ 2017 (All figures are rounded)

NORTHEAST PROFILE

Northeast indexes high on avocado-purchasing households that are:

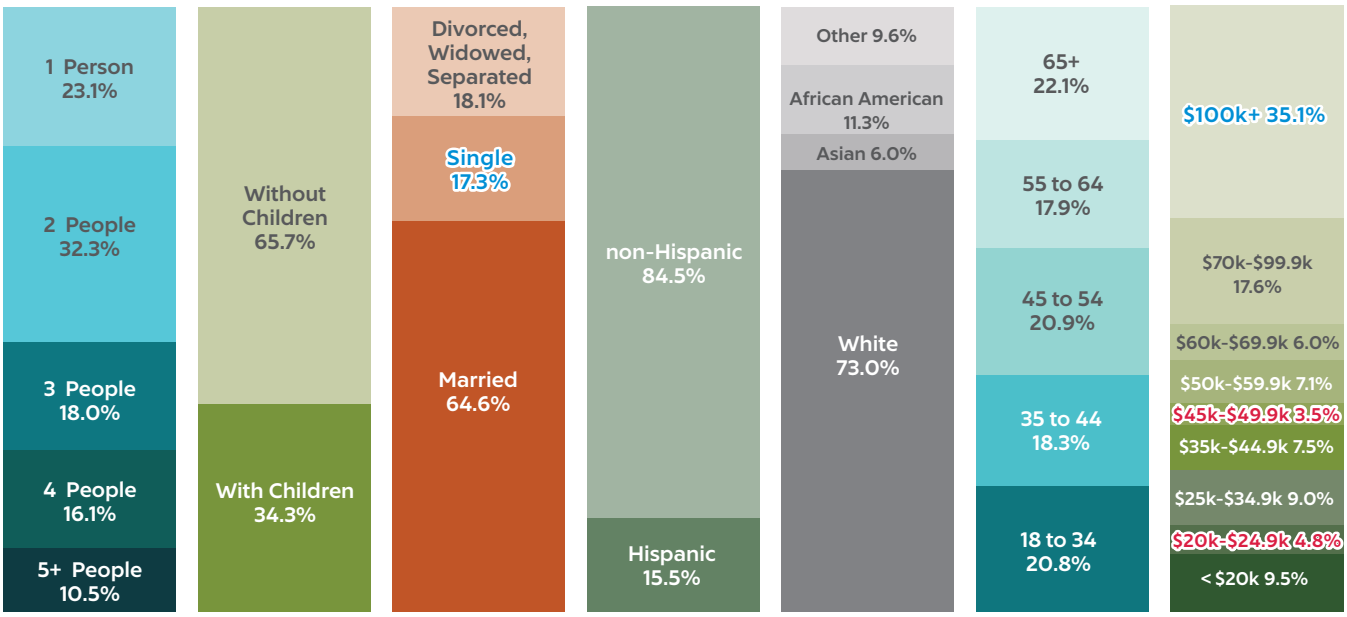
High Index (120+) vs. Total U. S.*

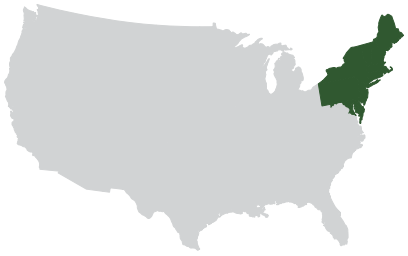
- Single
- $100k+

Northeast indexes low on avocado-purchasing households that are:

Low Index (<80) vs. Total U. S.*

- $45k – $49.9k
- $20k – $24.9k





*For index methodology, see Page 4

Data Source: IRI Consumer Network™ 2017 (All figures are rounded)

SOUTHEAST PROFILE

Southeast indexes high on avocado-purchasing households that are:

High Index (120+) vs. Total U. S.*

African American

$25k – $34.9k
$20k – $24.9k

Southeast indexes low on avocado-purchasing households that are:

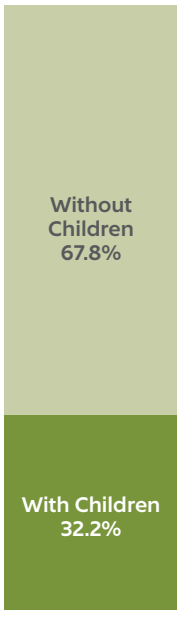
Low Index (<80) vs. Total U. S.*

(5+)

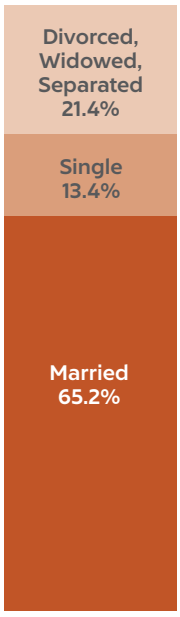
Asian

$100k+

Household Size

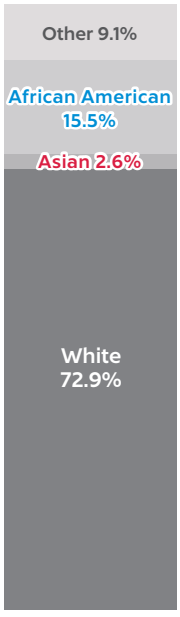


Presence of Children

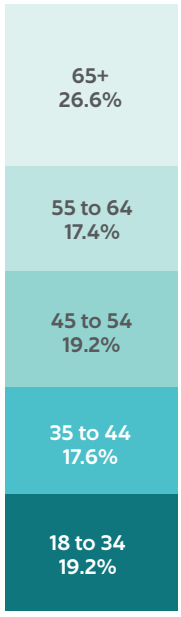


Marital Status

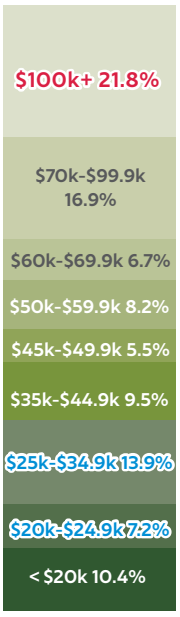
Hispanic/ non-Hispanic



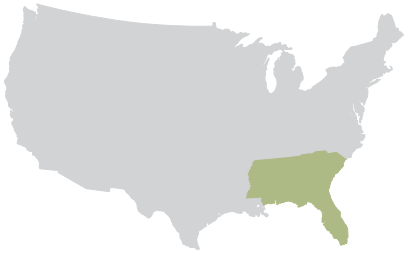
Race



Age



Income



*For index methodology, see Page 4

Data Source: IRI Consumer Network™ 2017 (All figures are rounded)

GREAT LAKES PROFILE

Great Lakes did not index high on any of the studied demographic variables:

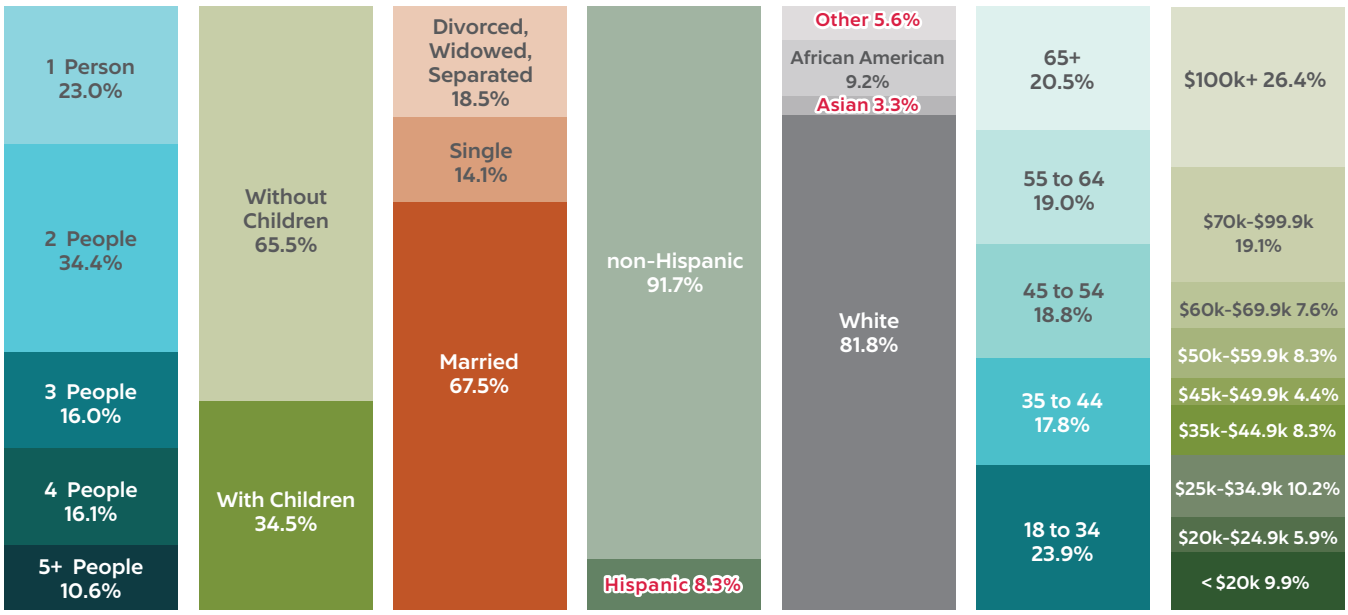
High Index (120+) vs. Total U. S.*

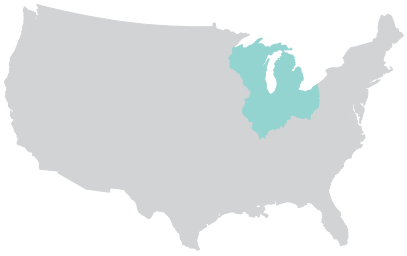
Great Lakes indexes low on avocado-purchasing households that are:

Low Index (<80) vs. Total U. S.*

Hispanic

Asian and Other





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MIDSOUTH PROFILE

Midsouth indexes high on avocado-purchasing households that are:

High Index (120+) vs. Total U. S.*

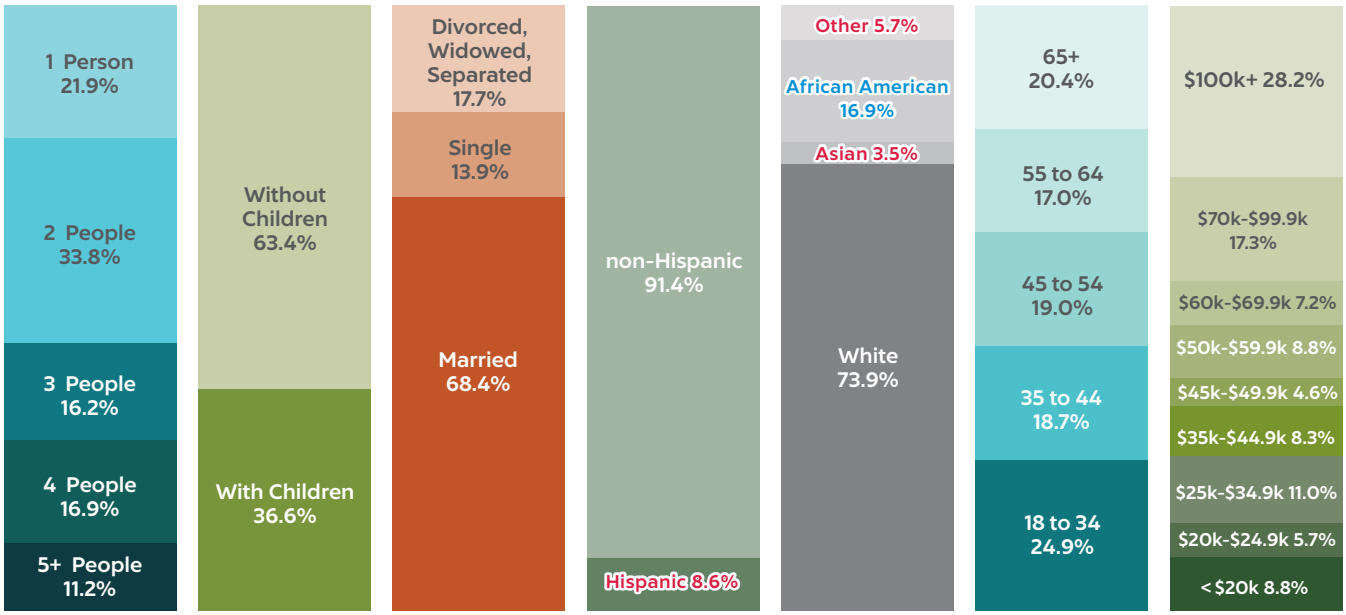
African American

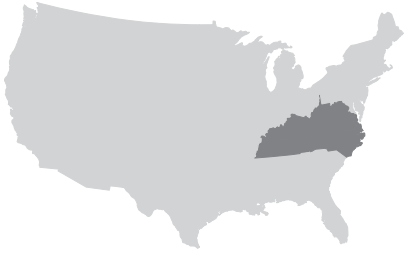
Midsouth indexes low on avocado-purchasing households that are:

Low Index (<80) vs. Total U. S.*

Hispanic

Asian and Other





*For index methodology, see Page 4

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PLAINS PROFILE

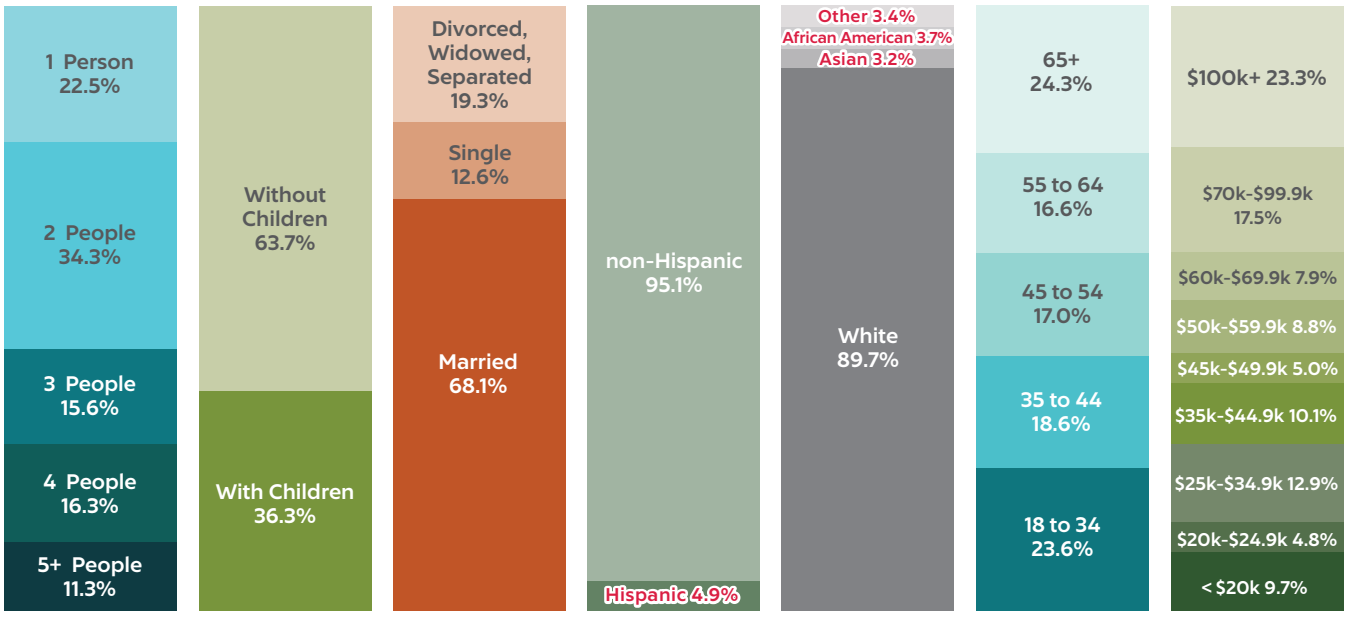
Plains did not index high on any of the studied demographic variables:

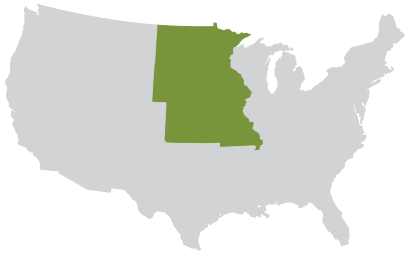
High Index (120+) vs. Total U. S.*

Plains indexes low on avocado-purchasing households that are:

Low Index (<80) vs. Total U. S.*

- Hispanic
- Asian, African American and Other





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