

Avocados Consumer Tracking 2022: Hispanic Acculturation Report

Prepared By:

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cooper roberts research

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Introduction

Background and Objectives

Background:

HAB has completed consumer tracking studies with Cooper Roberts Research since the creation of HAB.

HAB has recently focused marketing efforts specifically against four key health pillars (listed under objectives). Given this focus, and the fact that the tracking study was due to be refreshed, the survey was revamped in 2019. It now utilizes some research tools that were not common when this tracking study was first established.



Objectives:

The primary purpose of this research is to identify and measure the relative importance of various attitudes and behaviors of U.S. shoppers' purchase and usage of fresh Hass avocados and how these attitudes and behaviors correlate to (i) avocado purchase levels, and (ii) four key health pillar segments. The data and insights will be used to help HAB drive consumer demand by better targeting specific health messages to receptive audiences and as a benchmark to evaluate future progress against HAB's marketing goals.

Specifically:

- Purchase driver and barrier rankings: Identify and quantify the relative importance of purchase drivers and barriers across a spectrum of potential influences (retail, taste/usage, key health pillars, and food safety/sustainability/GMO) among total purchasers, total non-purchasers, and in each of the key sub-groups in these three areas:
 - Purchase level sub-groups (S, H, M, L, Non-User)
 - Four key health pillar sub-groups
 - For Hispanic study – level of acculturation
- Segment valuation: Identify how each purchase level segment breaks out (%) by key health pillar sub-group, and conversely, how each key health pillar sub-group breaks out (%) by purchase level segment
- Usage dynamics: Identify and quantify usage dynamics: e.g. who is consuming, on which meal/other occasions, how consumed, etc.

What We Did

Who:

- 33% Male & 67% Female split
- Age 18+ (change from 25+ in recent years)
- Continental U.S. resident
- Must at least share in grocery shopping responsibility
- Must be aware of avocados
- **Must identify as Hispanic**

Notes:

- This report explores Hispanic acculturation levels. The survey was offered in both English and Spanish, 67% completed it in Spanish.
- The final sample consisted of the following acculturation levels:
 - 13% High
 - 53% Medium
 - 34% Low
- Selected measures are contrasted with the non-Hispanic sample from the general study.

How Many and When:

1,200 surveys completed per wave

2018: July 6th – 17th, 2018

2019: May 8th – 22nd, 2019

2021: May 26th – Jun 9th, 2021

2022: March 23rd – April 27th, 2022

How:

Self-administered web-based survey with respondents recruited from an online research panel

Report Notes

Statistical differences between key groups, at a 95% Confidence Level, are indicated by an upper-case letter. Directional differences, at an 80% Confidence Level, are denoted by a lower-case letter.

Some charts/tables may not add to 100% due to rounding, exclusion of don't know/refused answers or multiple mentions.

Executive Summary

What's new in 2022

While most results are similar to 2021, there were some changes:

The high acculturation group is older than we have seen in the past. 89% were U.S. born – the highest level we have seen.

The higher the acculturation, the more likely Hispanics are to use avocados as a snack or for parties/special events. We also see dinner becoming more mainstream for medium and high acculturation than for the low acculturation group.

Avocados continue to perform well against the important health and nutrition attributes except for helping to The score for helping with blood pressure had slipped below the minimally acceptable level. It is now at or above the minimal level for all acculturation groups.

Frequently being too expensive, remains a top purchase barrier. Pesticide and sustainability concerns are back down after seeing an uptick as a barrier last year.

Awareness of the “love one today” logo, which had increased in 2021, is back to 2019 levels – driven by the high and medium acculturation groups.

Avocado Purchase and Usage

90% of the Hispanic sample are avocado purchasers – compared to 74% of the general sample non-Hispanics).

- Avocado purchase levels do skew higher among the medium and low acculturation groups.

Avocado usage occasions generally skew higher among the Hispanic sample except for snacking, which is higher among the general sample. Usage for breakfast continues a slight trend up among Hispanics.

As with the general sample, guacamole/dip, salads and sandwiches/wraps/burger are the top ways avocados are used. Eaten plain is also a top use among Hispanics.

Agreement with the various reasons for purchasing avocados is strong. Top reasons are being healthy, liking the taste, good fats, the family loves them, liking the texture, and helping to provide nutritious meals.

- The low acculturation group generally agrees with more reasons for purchasing avocados and the high acculturation group agrees with less reasons.

Purchase Drivers and Avocado Delivery/Barriers

The top two purchase decision drivers are being nutrient dense with a lot of vitamins and minerals and being a source of many important nutrients – the same as seen in recent years and as seen among the general sample.

- These are the top two drivers across all acculturation levels.

Avocados have strong perceived delivery against all of the most important attributes.

Top barriers to purchasing avocados are similar to the general sample: frequently too expensive, turning brown too quickly, and pesticide concerns.

- The top barriers are consistent across acculturation groups except pesticide concerns drop to being a moderate barriers for the high acculturation group.

Communication

39% (down from 45% in 2021 and now more in line with 2019) of all respondents claim to have seen “Love One Today” within the past year – much stronger than the 29% seen among the general sample.

- Message communication associated with the logo is strongest among the low acculturation group and weakest among the high acculturation group.

There have been some declines among Hispanics in terms of recalling health related information about avocados. Most notable are declines for having many uses, providing a healthy mealtime or snack option, boosting immunity, helping to lose weight and sustainably grown.

Most Hispanics seek health and nutrition information.

- As seen with the general sample, friends and family, the news media and social media are top sources of information.

High Acculturation: 13% of Sample

86% (similar to 89% 2021) of high acculturation Hispanics purchase avocados, and three-fifths of them are heavy to super heavy purchasers.

- Large portions of them fall into the heart health and healthy living pillars.

Their use of avocados across meal occasions is similar to total Hispanics, except for somewhat lower use for lunch and higher use for dinner. They use avocados many different ways, but not as much as seen for the other acculturation groups.

They generally agree with most of the reasons for purchasing avocados, but less so than seen among the other two groups. Top reasons are being healthy, liking the taste and texture, “good” fats and the family loves them.

Nutrient dense and a good source of nutrients are the most important benefits when deciding to purchase fresh fruits and vegetables.

- Avocados perform well against the most important attributes for this pillar.

Top barriers to avocado purchases are being too expensive and turning brown too quickly. Pesticide concerns have moved back down to being a moderate barrier.

84% of them seek health and nutrition information.

Medium Acculturation: 53% of Sample

92% of medium acculturation Hispanics purchase avocados, and over two-fifths of them are heavy to super heavy purchasers.

- Large portions of them fall into each of the health pillars.

Their use of avocados across meal occasions is almost identical to total Hispanics. They continue to be the most likely group to embrace avocados for breakfast and they use avocados in more different ways than seen for the other acculturation groups.

They generally agree with most of the reasons for purchasing avocados. Top reasons are being healthy, liking the taste and texture, my family loves them, “good” fats, and helps me provide nutritious meals.

They consider many of the attributes to be important when deciding to purchase fresh fruits & vegetables. The two nutrient attributes lead.

- Avocados perform well against the most important attributes for this pillar.

Top barriers to avocado purchases are being too expensive, turning brown too quickly and pesticide concerns.

92% of them seek health and nutrition information.

Low Acculturation: 34% of Sample

89% of low acculturation Hispanics purchase avocados, and two-thirds of them are heavy to super heavy purchasers.

- Large portions of them fall into each of the health pillars, and generally more so than seen for the other acculturation groups.

Their use of avocados across meal occasions is similar to total Hispanics, but they do fall short for dinner, snacks and parties/special events. They use avocados in more ways than seen among the high acculturation group but less ways than seen with the medium acculturation group.

They generally agree with most of the reasons for purchasing avocados – in fact, they tend to be more emphatic than seen for the other acculturation groups. Top reasons are being healthy, liking the taste and texture, my family loves them, “good” fats, and helps me provide nutritious meals.

They consider many of the attributes to be important when deciding to purchase fresh fruits & vegetables, with the two nutrient attributes of the most importance.

- Avocados perform well against the most important attributes for this pillar.

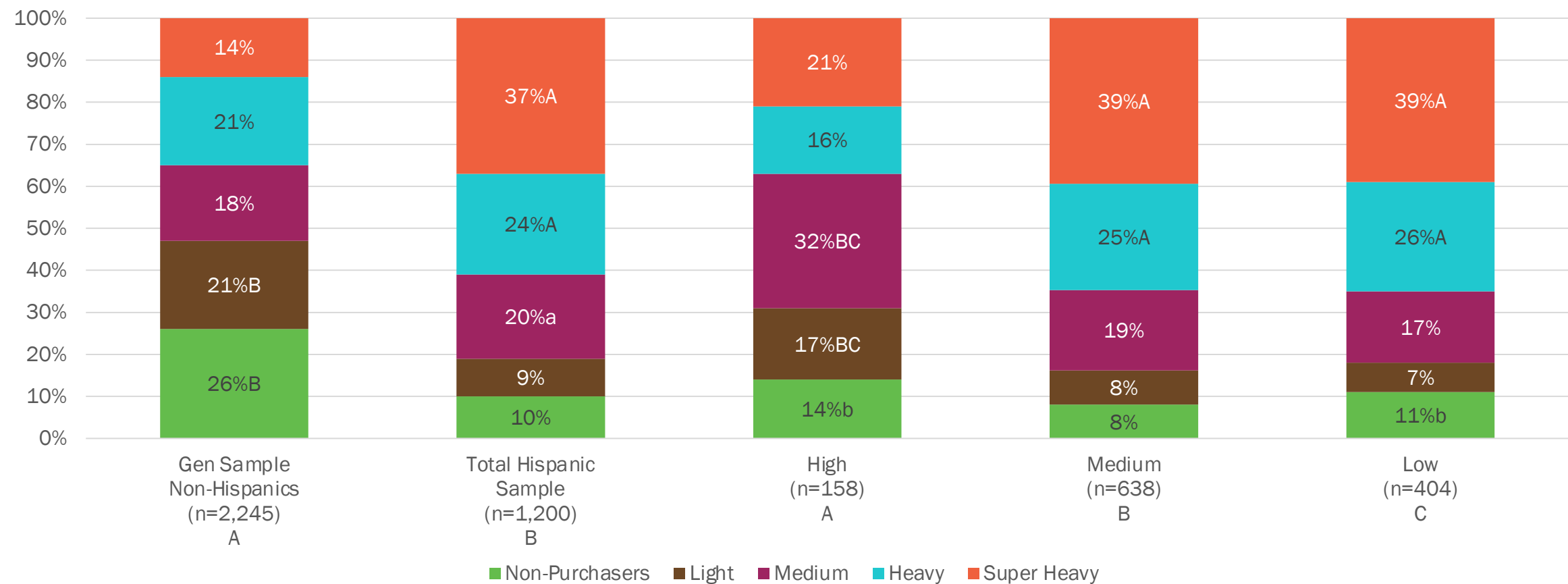
Top barriers to avocado purchases are being too expensive, turning brown too quickly and pesticide concerns.

95% of them seek health and nutrition information.

Avocado Purchaser Segments

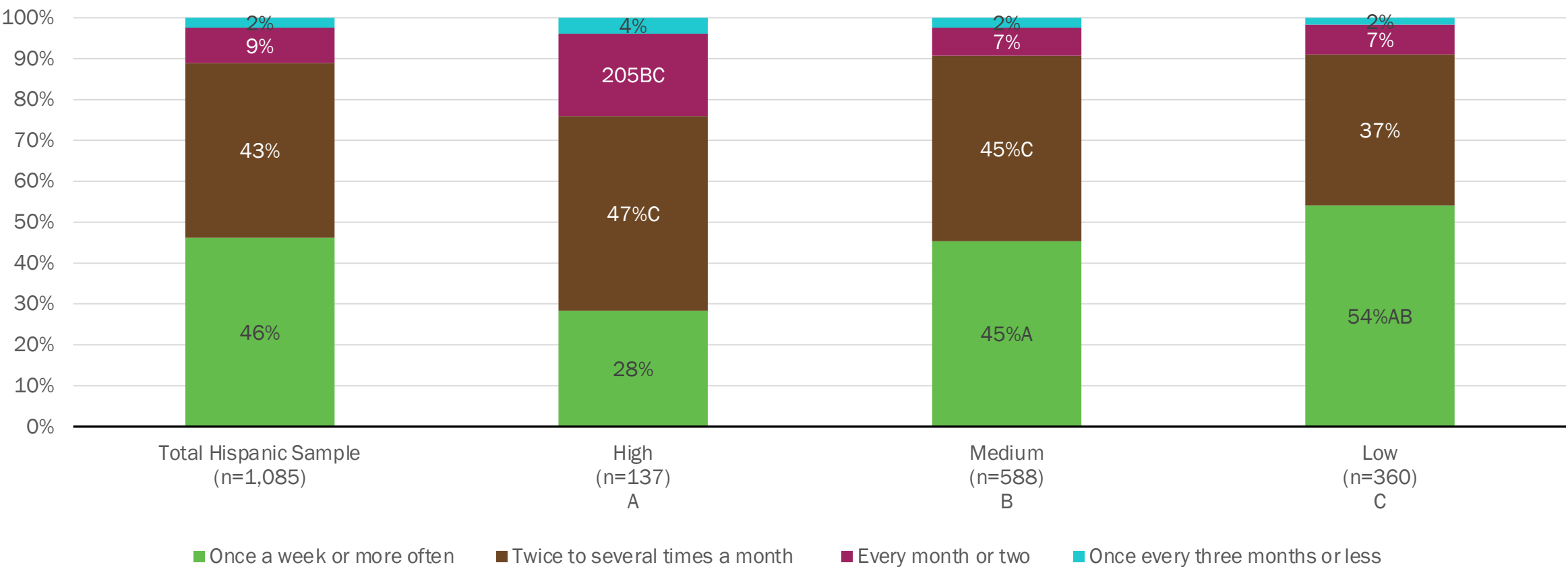
Avocado Segment Composition

90% of the Hispanic sample are avocado purchasers (compared to 74% of general sample Non-Hispanics). Total avocado purchases are higher among the medium and low acculturation groups.



Frequency Of Buying Avocados To Eat Or Serve At Home

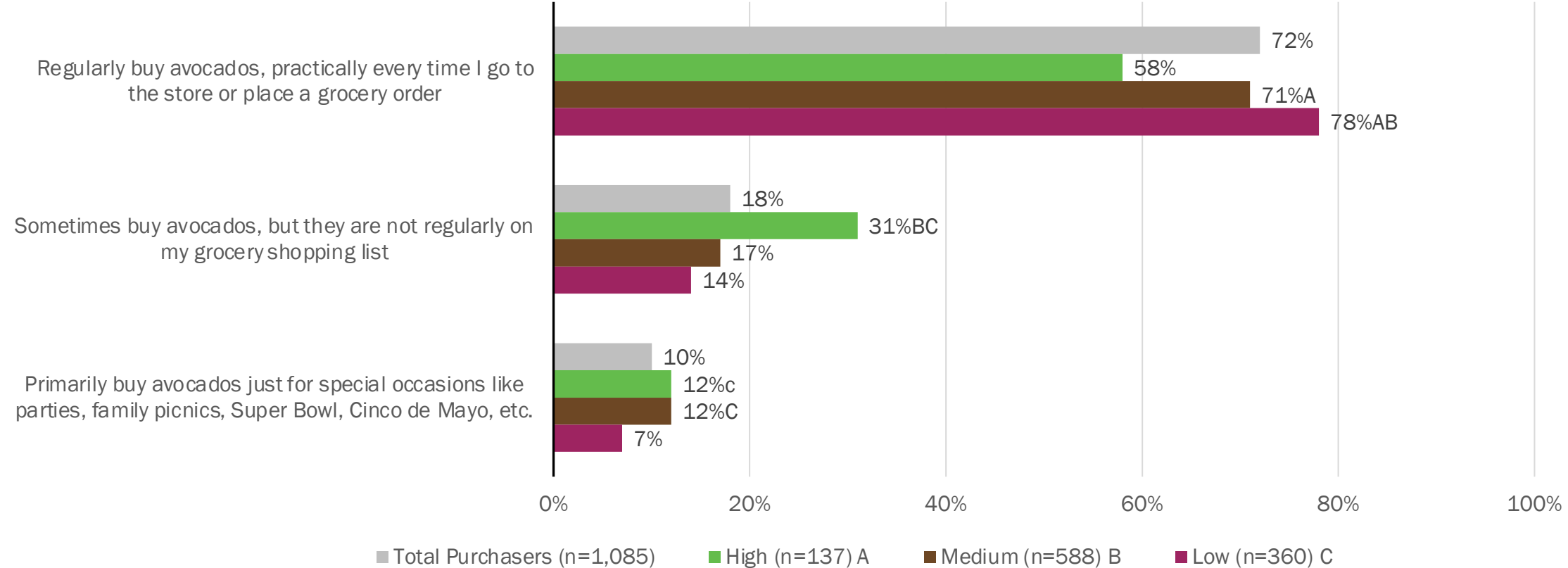
Hispanics are frequent avocado purchasers, and as seen last year, the frequency skews higher among the medium and low acculturation groups



Q120 – Over the course of a year, how often do you buy avocados to eat or serve at home?

Avocado Purchase Pattern

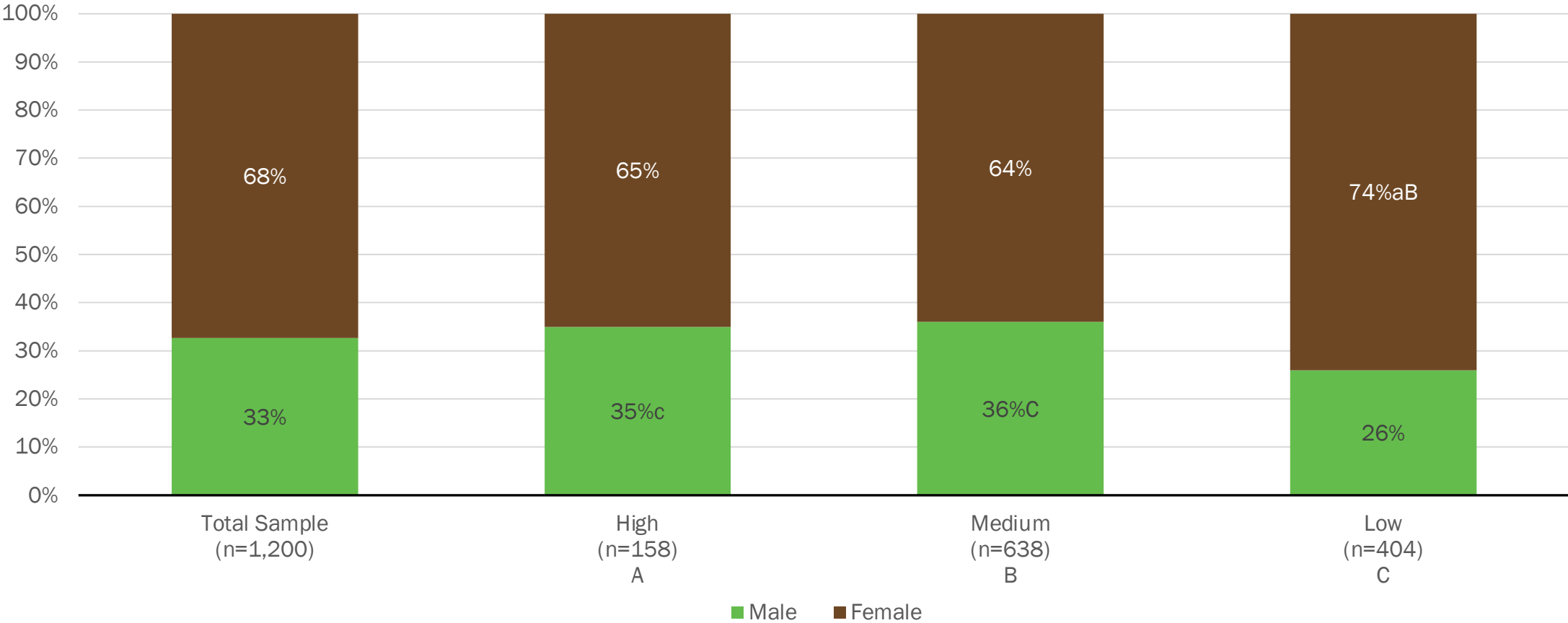
- Hispanics predominately purchase avocados as part of their regular shopping routine.



Profile of Hispanic Acculturation Groups

Gender

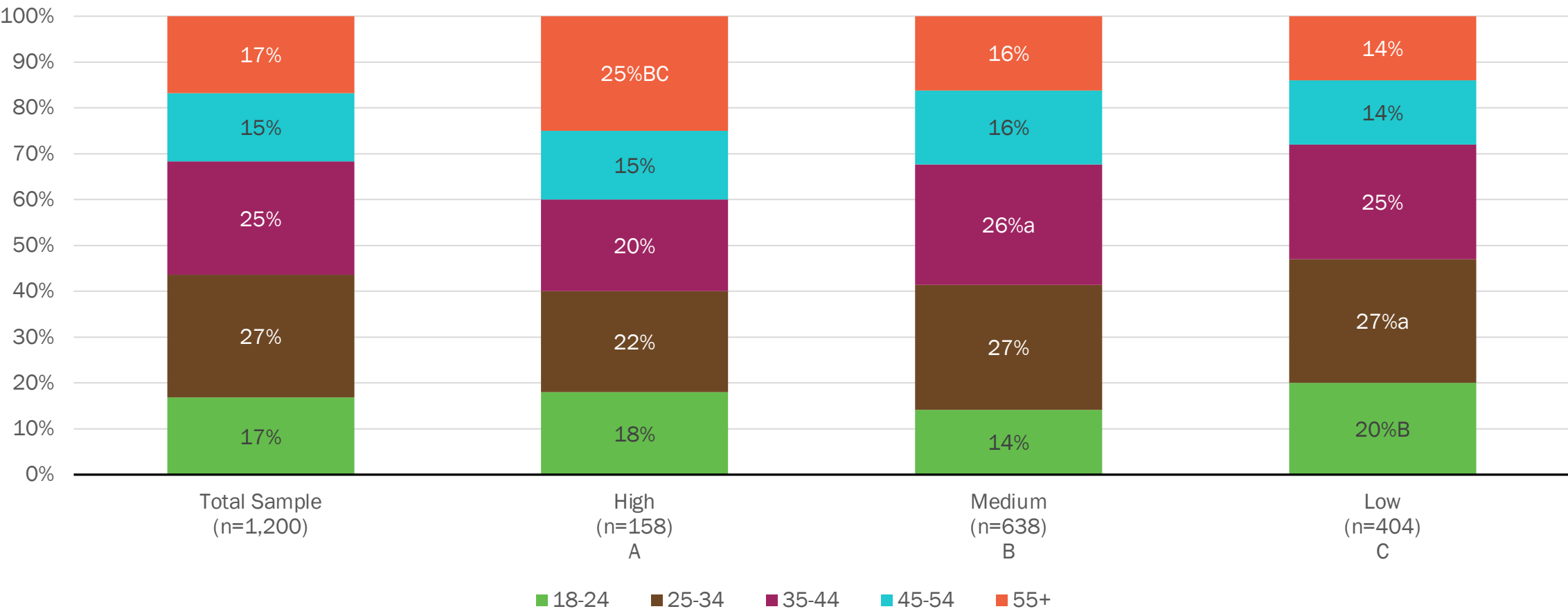
As seen before, The low acculturation group skews more female than seen for the other groups. This appears to reflect different household grocery shopping responsibilities.



Profile of Hispanic Acculturation Groups

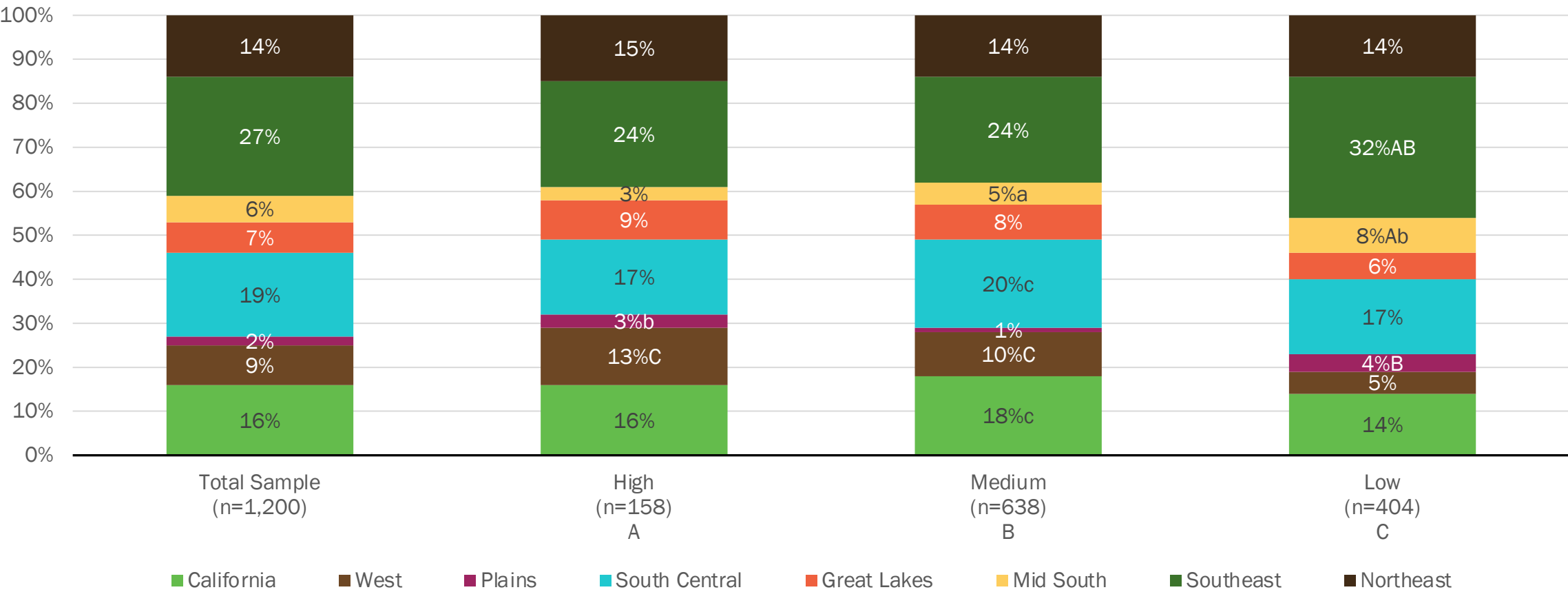
Age

The high acculturation group skews older than the other two groups.



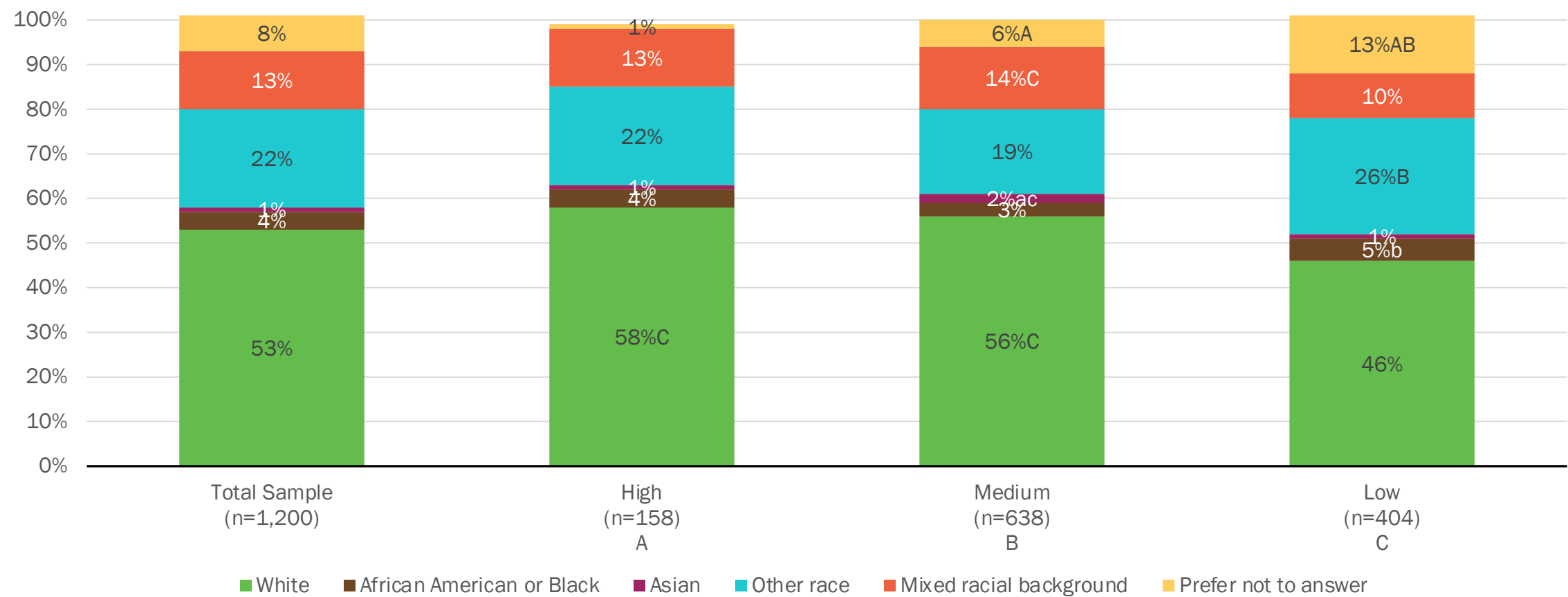
Region of Residence

There are some geographic variances, primarily driven by a skew to the Southeast among the low acculturation group.



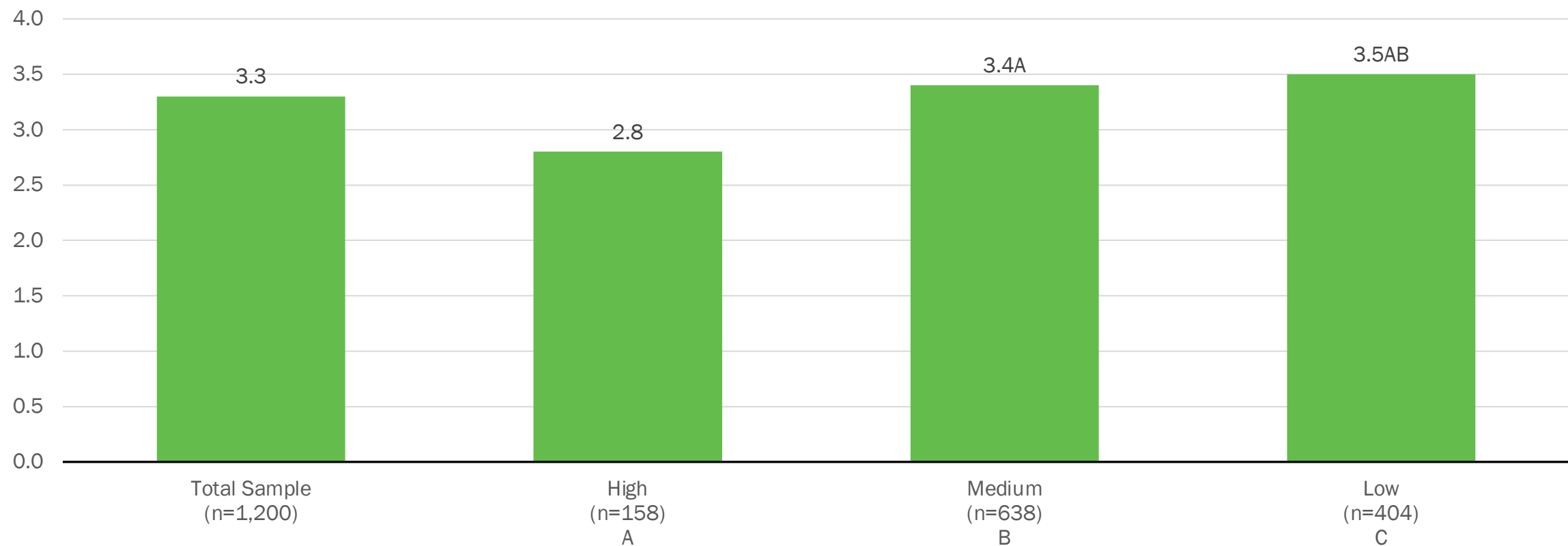
Race

There are some racial differences across groups, but likely a reflection of hesitancy in answering this question.



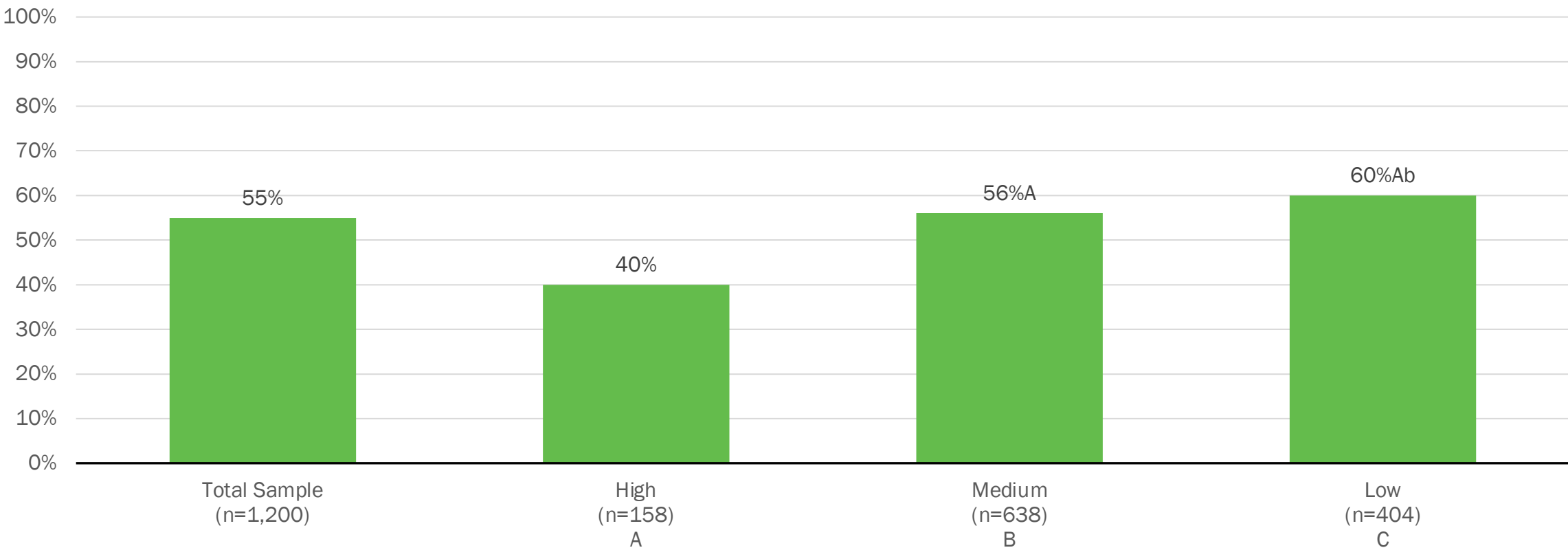
Average Number of People In Household

The average Hispanic Household is larger than we saw in the general sample (3.3 vs. 2.6) and it increases slightly with less acculturation.



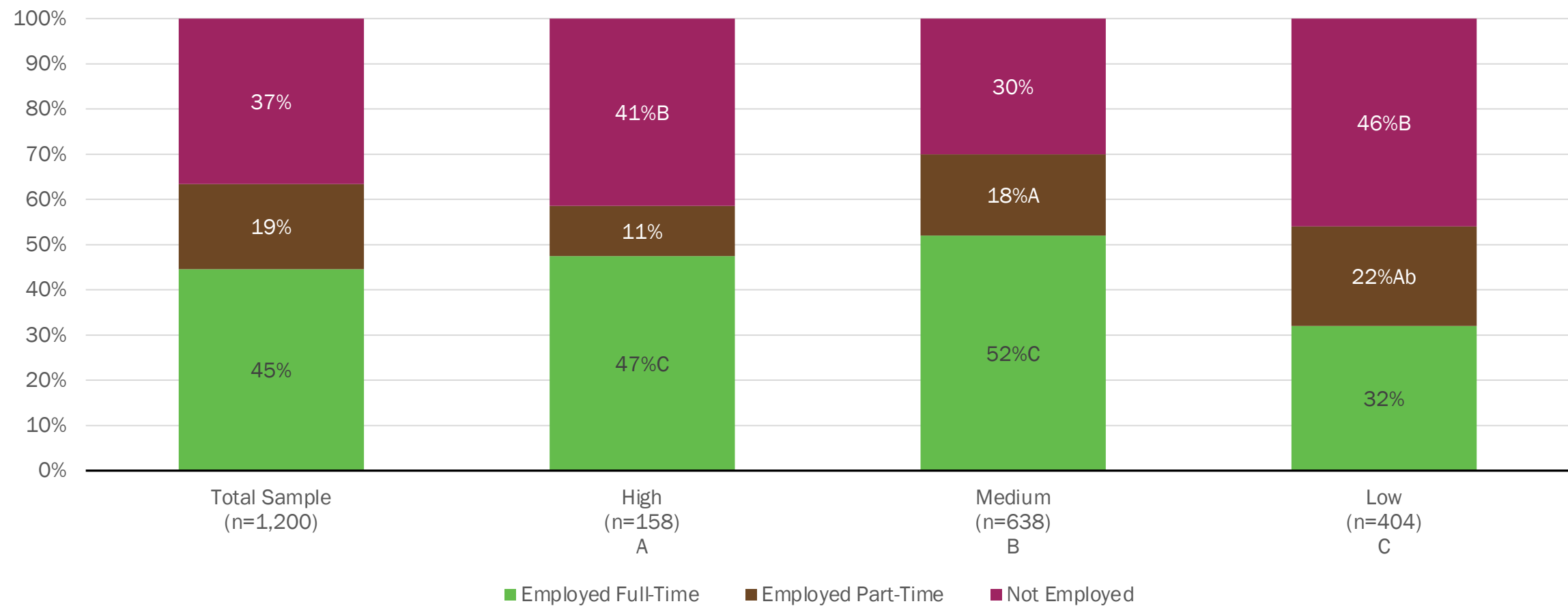
Children Under 18 Living in Household

Hispanic households are much more than the general sample to have children in their home (55% vs. 37%).



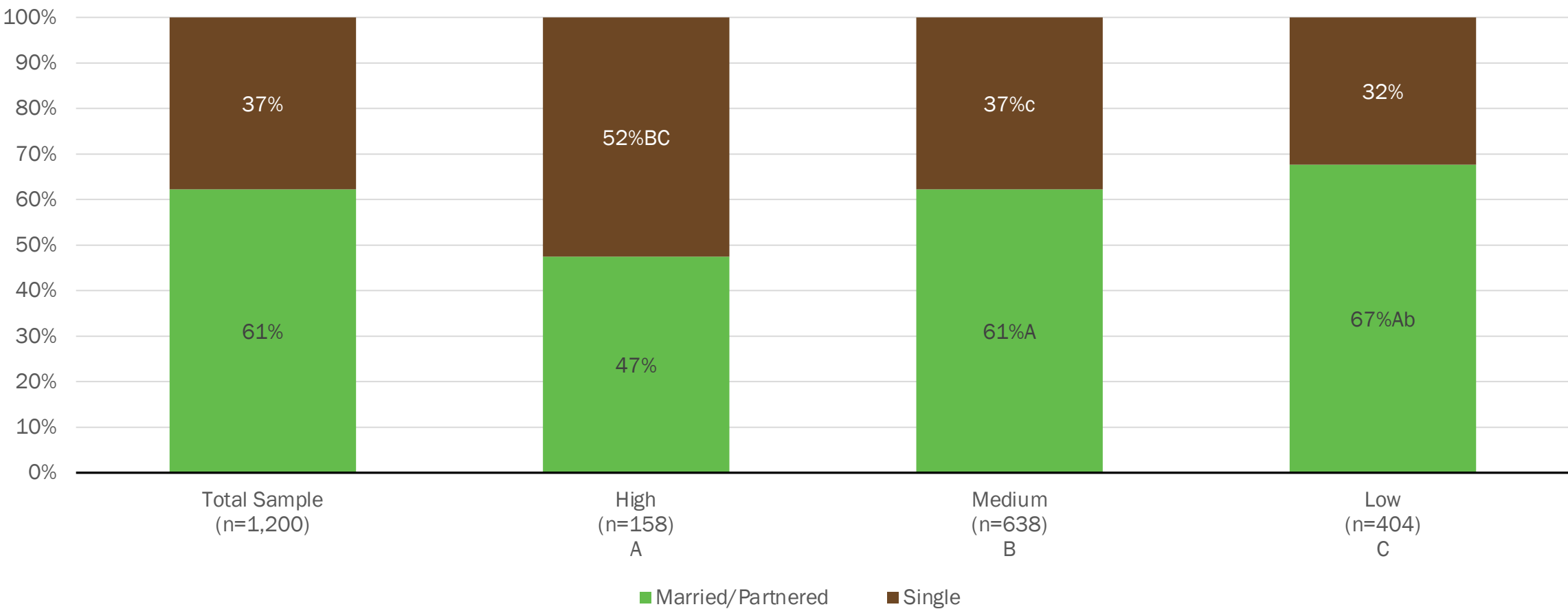
Employment Status

The Hispanic sample is similar to the general sample in terms of being employed (64% Vs. 58%), but employment skews lower among the low acculturation group.



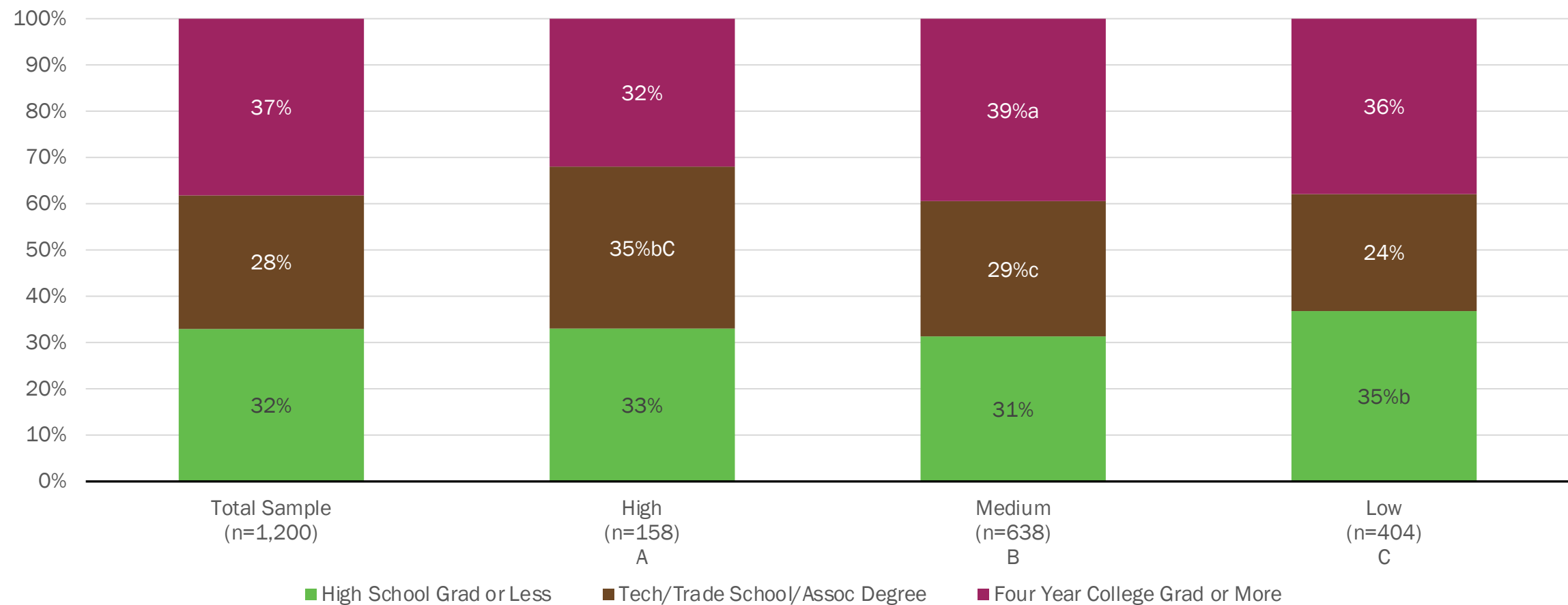
Marital Status

The Hispanic sample is somewhat behind general sample in terms of being married/partnered (61% vs. 66%).



Education Level

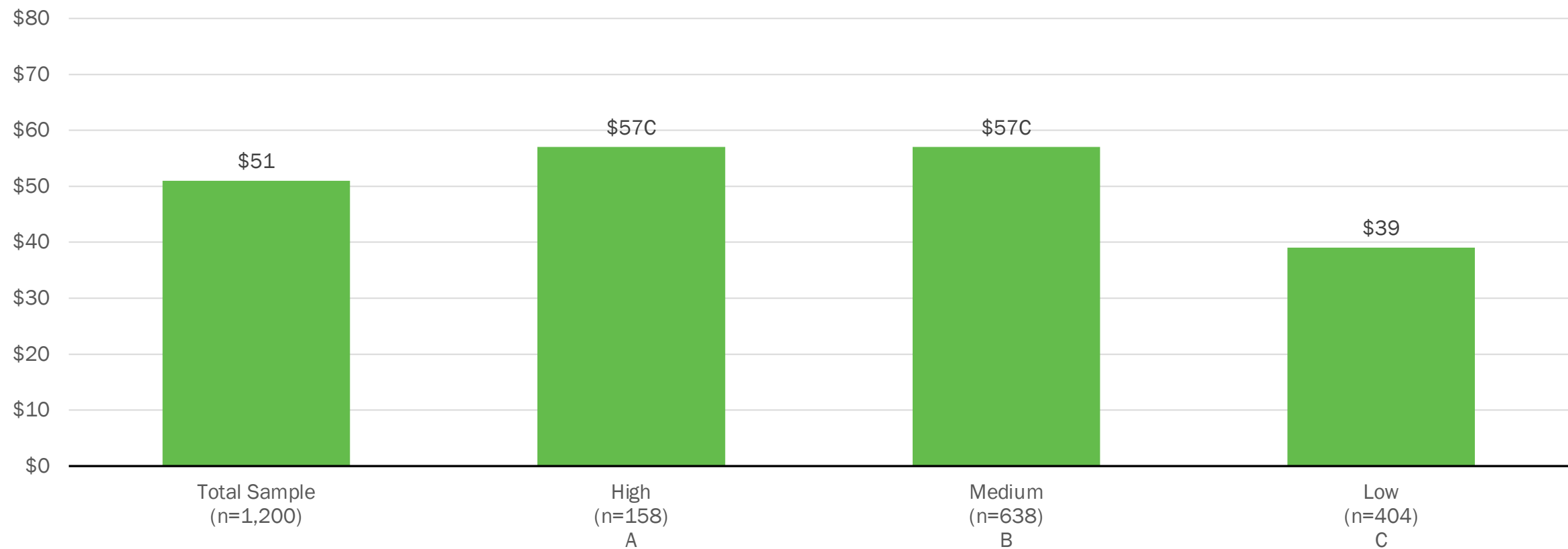
Educational levels skew slightly lower among the low acculturation group.



Total Average Annual Household Income

(in 000's)

Household income is highest among the high and medium acculturation levels.

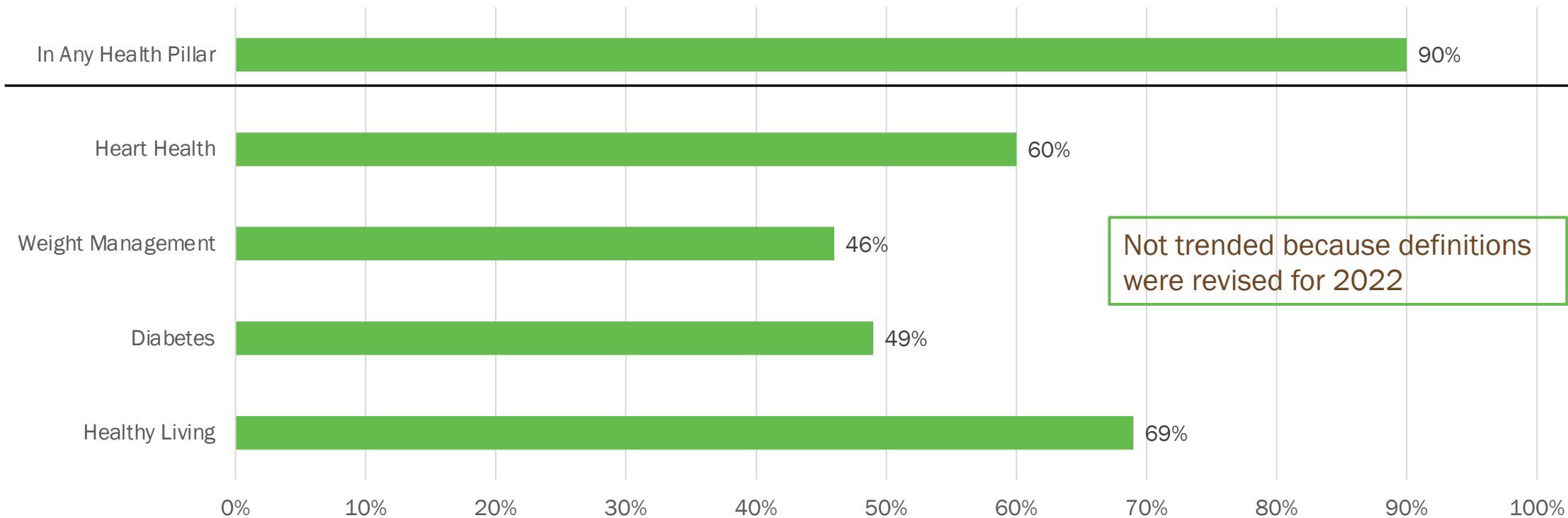


Full details for the Health & Wellness pillars for the general sample are in a separate report

Health And Wellness Pillars

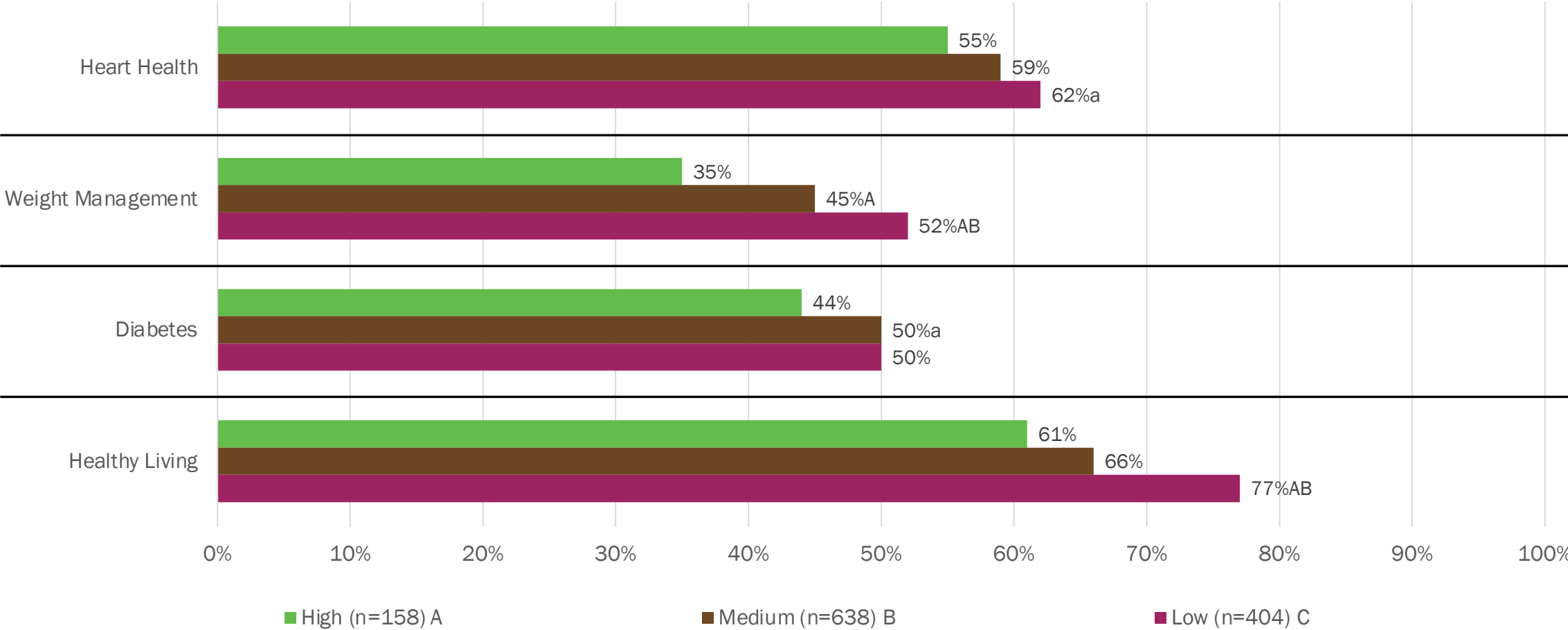
(Total Sample)

This chart shows the proportion of the total Hispanic sample that falls into each health and wellness pillar. Note that some people fall into more than one pillar.



Health And Wellness Pillars

As seen before, the high acculturation level generally falls lower in each of the health pillars.



Health And Wellness Pillar Crossover

The health pillars are not unique groups. Rather, large portions of respondents fall into more than one pillar.

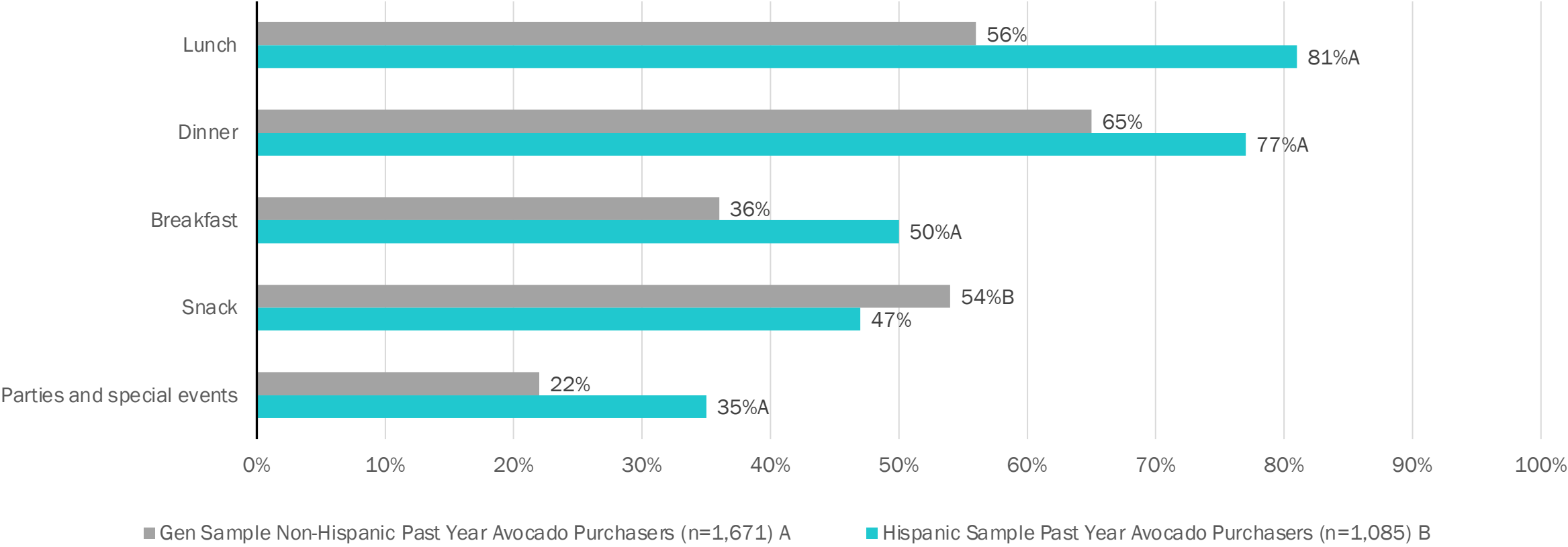
	Heart Health (n=714) % A	Weight Management (n=551) % B	Diabetes (n=592) % C	Healthy Living (n=831) % D
Heart Health	100	70CD	65	65
Weight Management	54	100	53	63AC
Diabetes	54	57AD	100	53
Healthy Living	76	95AC	75	100

Avocado Usage

Meal Occasions Household Typically Use Avocados

(Past Year Avocado Purchasers)

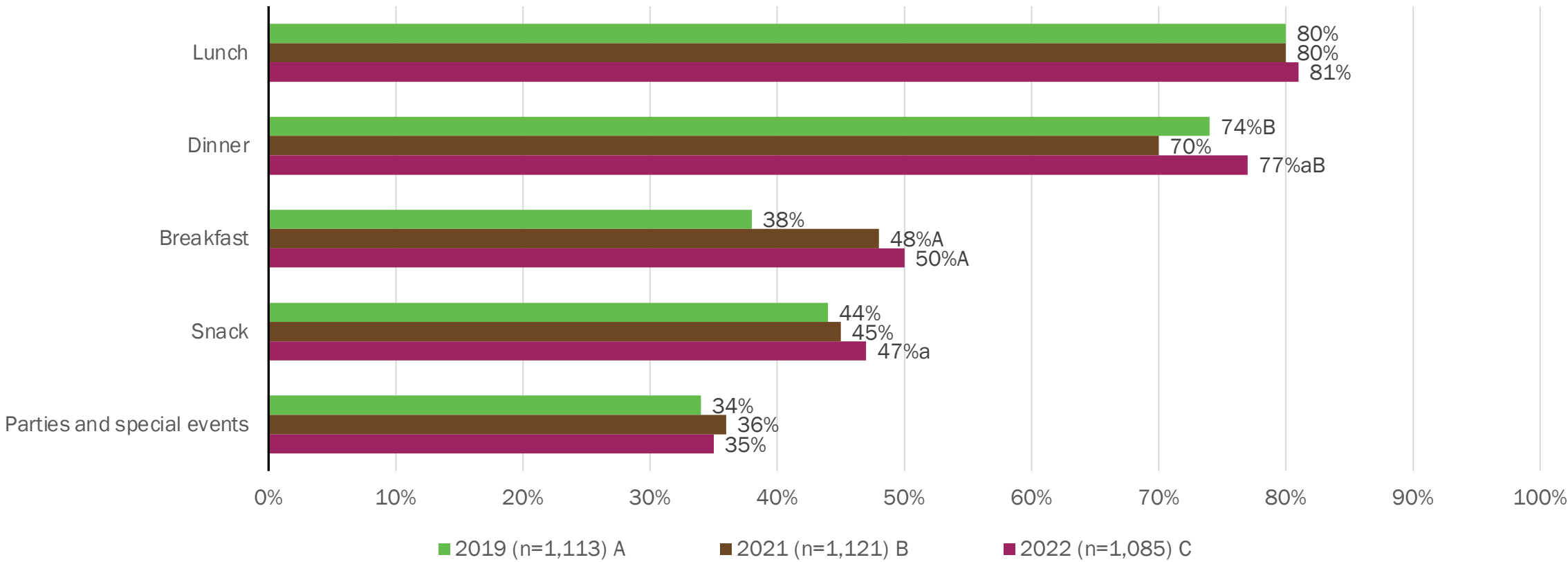
Avocado usage occasions general skew higher than seen for general sample non-Hispanics, except for as a snack, where it is still lower among Hispanics (we also saw this in 2019 and 2021).



Meal Occasions Household Typically Use Avocados

(Total Hispanic Sample Past Year Avocado Purchasers)

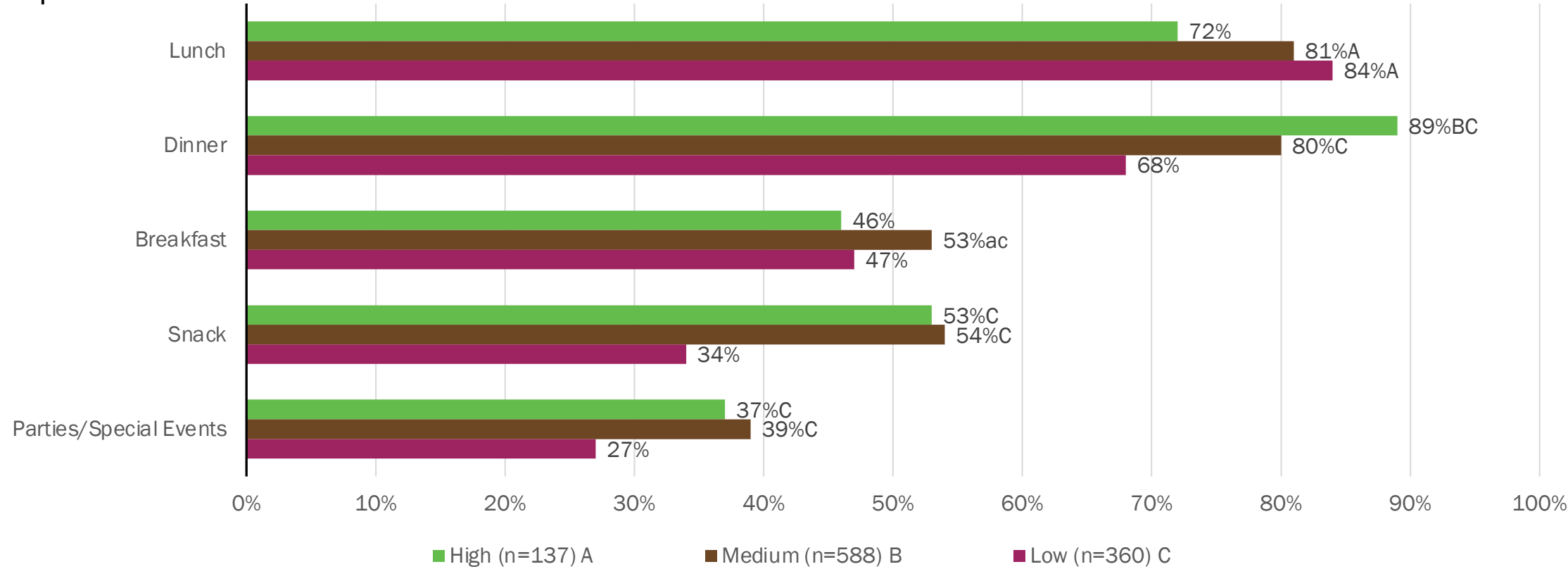
We saw a bounce back from the slight decrease seen last year among Hispanics for using avocados at dinner. Usage at breakfast continues to be higher, and it is slowly improving for a snack.



Meal Occasions Household Typically Use Avocados

(Past Year Avocado Purchasers)

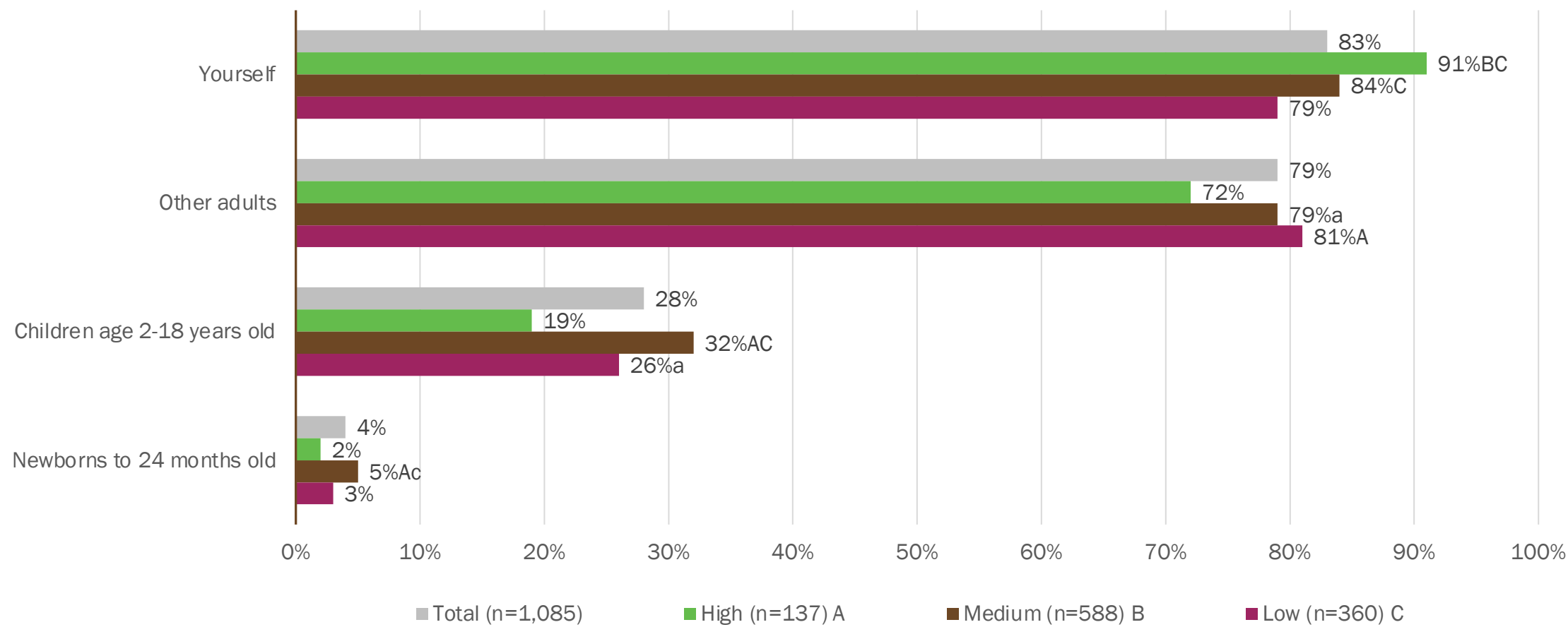
There are many differences across acculturation levels in terms of when avocados are used. The higher the acculturation, the more likely Hispanics are to use avocados as a snack or for parties/special events. We also see dinner becoming more mainstream for medium and high acculturation than for the low acculturation group.



Household Members Consuming Avocados

(Past Year Avocado Purchasers)

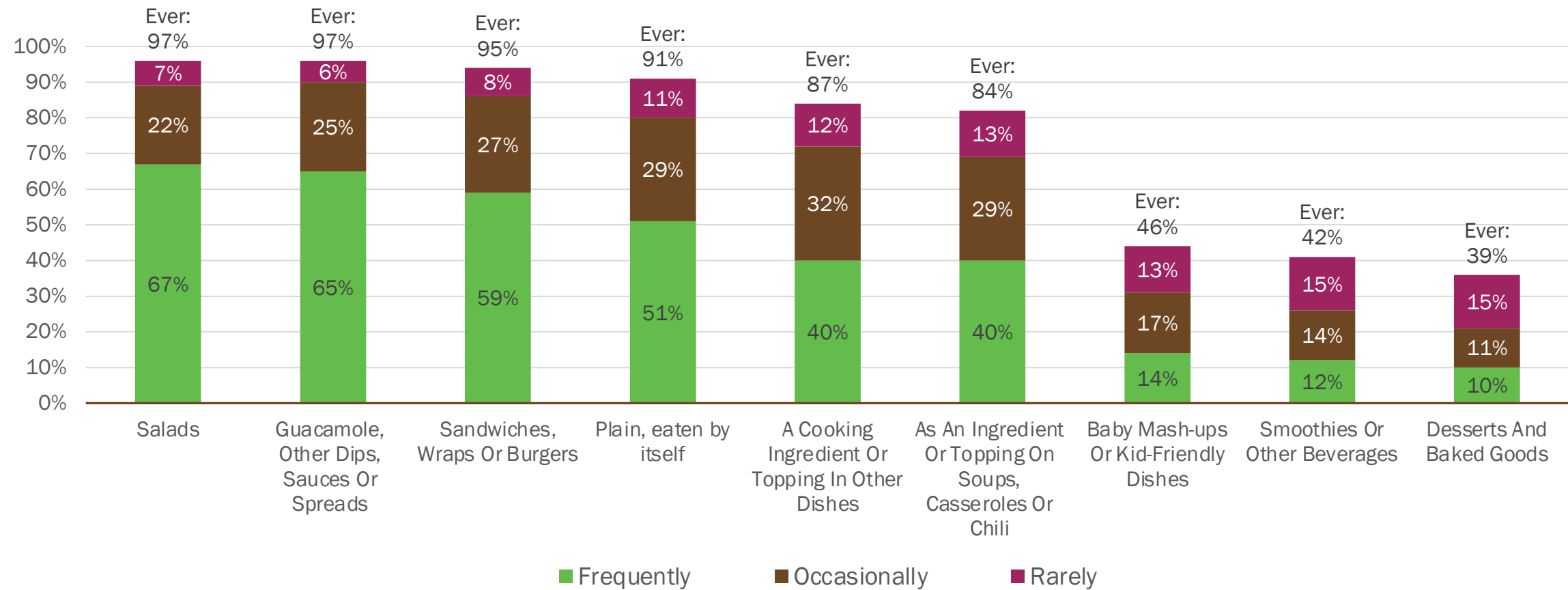
Household members’ avocado consumption, which has typically been similar across acculturation levels, differs more this year. Some of this is driven by household composition.



How Avocados Are Consumed

(Total Past Year Avocado Purchasers)

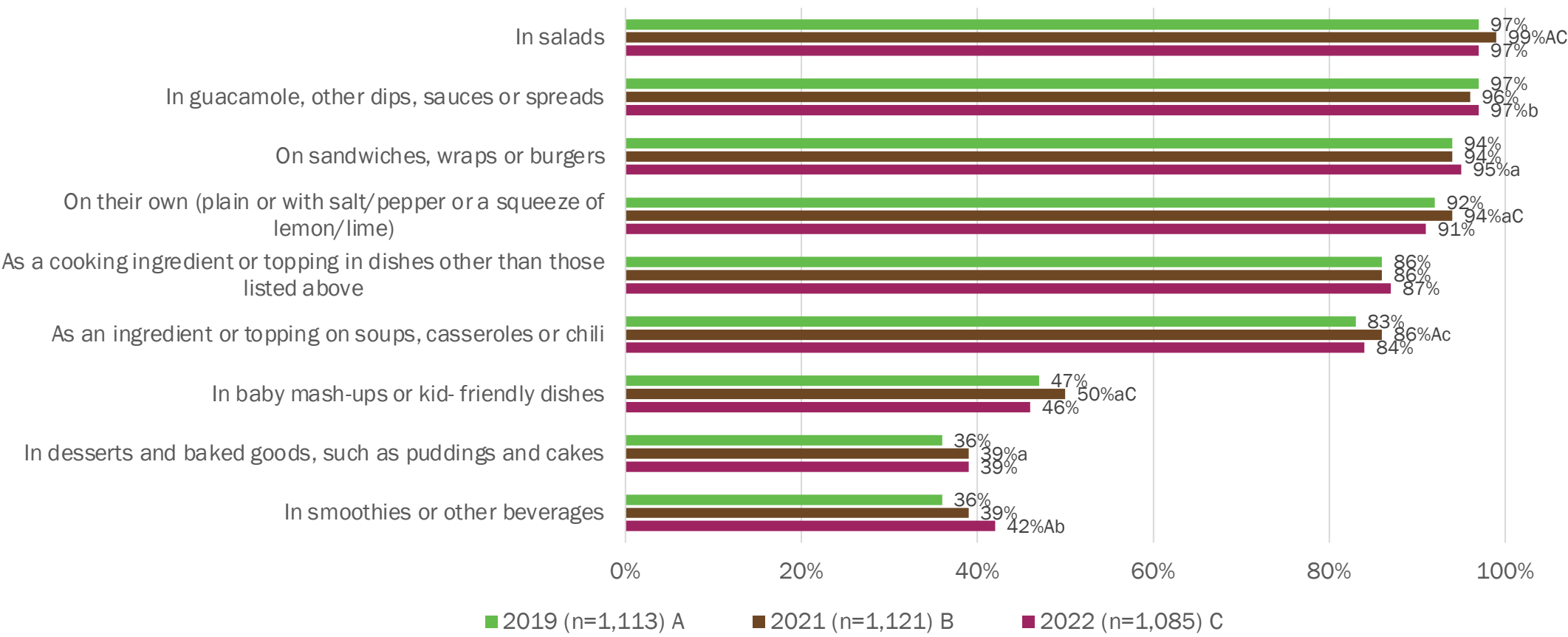
As seen before, salads, guacamole/dips, sandwiches/wraps/burgers and plain are the most common ways Hispanics are using avocados.



How Avocados Are Ever Consumed

(Past Year Avocado Purchasers)

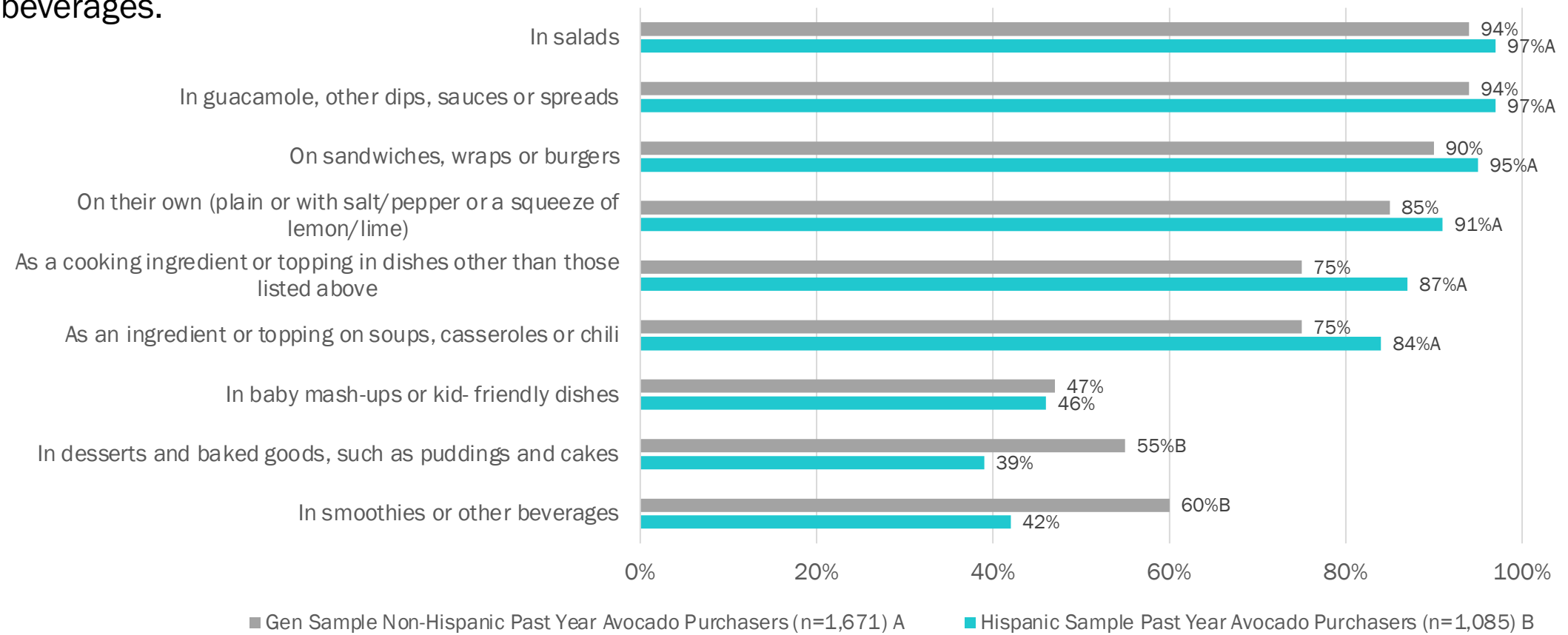
There have been minimal changes since 2019 in how Hispanics are using avocados.



How Avocados Are Ever Consumed

(Total Past Year Avocado Purchasers)

The Hispanic sample consumes avocados in more ways than seen among the non-Hispanic sample. Non-Hispanics are more likely to use avocados in desserts and baked goods, as well as smoothies and other beverages.



Ways Ever Consumed Avocados

(Past Year Avocado Purchasers)

There is quite a bit of variance in the way avocados are consumed. The medium acculturation group is the most adventurous.

	High (n=137) % A	Medium (n=588) % B	Low (n=360) % C
In guacamole, other dips, sauces or spreads	97	98c	96
In salads	95	96	99aB
On sandwiches, wraps or burgers	95	95	96
On their own (plain or with salt/pepper or a squeeze of lemon/lime)	88	91	93a
As a cooking ingredient or topping in dishes other than those listed above	77	89Ac	86A
As an ingredient or topping on soups, casseroles or chili	77	87AC	82
In baby mash-ups or kid- friendly dishes	36	48A	45a
In smoothies or other beverages	44C	49C	30
In desserts and baked goods, such as puddings and cakes	25	46AC	32a

Ways Frequently Consume Avocados

(Past Year Avocado Purchasers)

The medium acculturation group also skews higher in terms of the ways they frequently use avocados.

	High (n=137) % A	Medium (n=588) % B	Low (n=360) % C
In guacamole, other dips, sauces or spreads	69C	68C	60
On sandwiches, wraps or burgers	61	61c	56
In salads	46	68A	74AB
On their own (plain or with salt/pepper or a squeeze of lemon/lime)	44	52a	53a
As an ingredient or topping on soups, casseroles or chili	34	42a	39
As a cooking ingredient or topping in dishes other than those listed above	28	44Ac	39A
In baby mash-ups or kid- friendly dishes	10	15a	13
In smoothies or other beverages	9	14aC	9
In desserts and baked goods, such as puddings and cakes	7	13AC	8

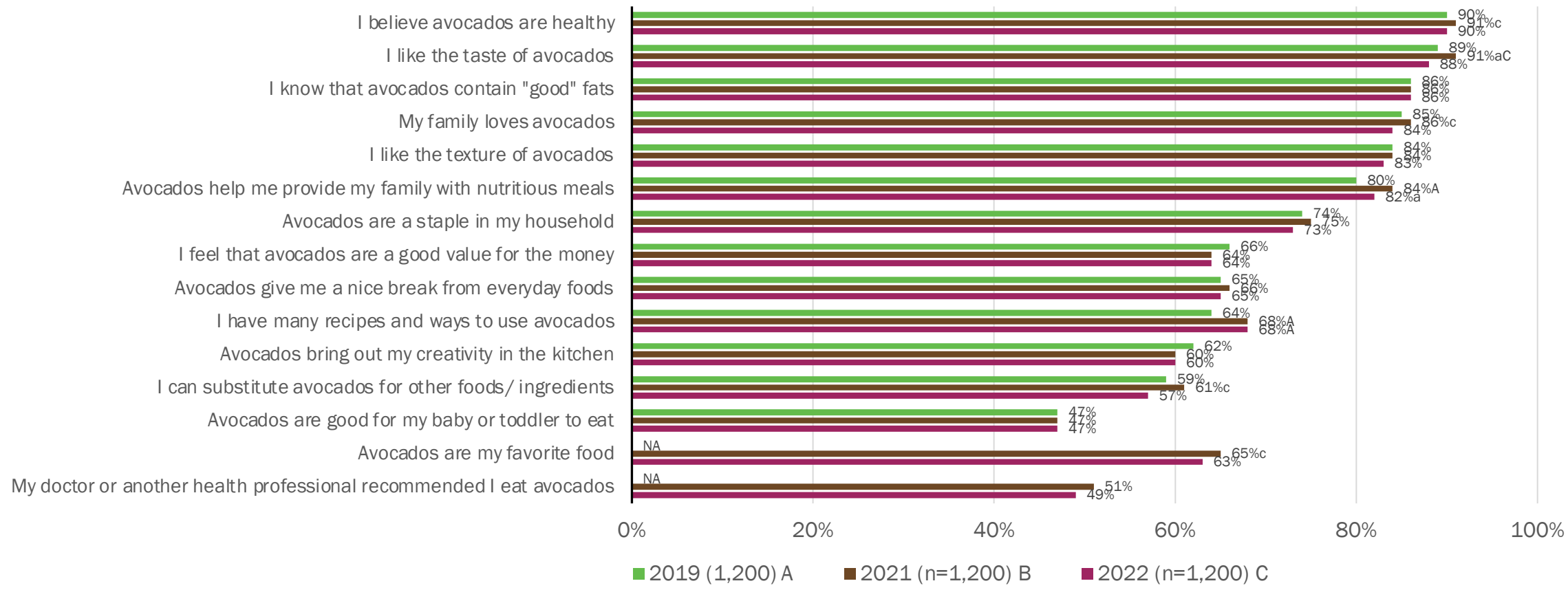
Q170 – How are avocados consumed in your household and how often?

Avocado Purchase Drivers and Barriers

Reasons For Purchasing Avocados

(5 or 4 On a 5-point Scale) (Total Sample)

Hispanics agree that there are many reasons to purchase avocados. Top reasons are being healthy, liking the taste, good fats, the family loves them, liking the texture and helping to provide nutritious meals. Scores for most of these are similar to recent years.



Reasons For Purchasing Avocados

(5 or 4 On a 5-point Scale)

As seen before, both the medium and low acculturation groups generally agree with more reasons for buying avocados than seen among the high acculturation group. However, many scores are strong among the high acculturation group.

	High (n=158) % A	Medium (n=638) % B	Low (n=404) % C
I believe avocados are healthy	85	88	94AB
I like the taste of avocados	81	87a	92AB
I know that avocados contain "good" fats	78	85a	90AB
My family loves avocados	76	83A	88AB
I like the texture of avocados	72	82A	89AB
Avocados help me provide my family with nutritious meals	67	82A	88AB
Avocados are a staple in my household	55	75A	78A
I feel that avocados are a good value for the money	55	68AC	59
Avocados give me a nice break from everyday foods	58	66a	64
I have many recipes and ways to use avocados	53	71A	70A
Avocados bring out my creativity in the kitchen	44	64A	60A
I can substitute avocados for other foods/ ingredients	47	60A	56a
Avocados are good for my baby or toddler to eat	32	49A	50A
Avocados are my favorite food	47	66A	63A
My doctor or another health professional recommended I eat avocados	32	50A	52A

MaxDiff Explanation

A common concern with traditional marketing research importance ratings is that everything tends to be rated as fairly important. Even more of an issue is understanding the relative degree of importance between two variables. With ratings, you can determine what is most important, but you can not tell the relative degree of being more important.

Maximum Difference Scaling (MaxDiff) was developed to address this. It is a fairly simple trade-off exercise for respondents. The result is that you can tell relative difference in importance. For example, something with a score of 30 really is twice as important as something with a score of 15.

While MaxDiff addresses the issue of relative importance, it fails to tell you if anything is actually important. To address this, a second exercise, called “anchoring” is incorporated. It determines the score at which variables are indeed important. Anything well above this anchor is very important, anything within a limited range of the anchor is important, and anything below this range is deemed unimportant.

To simplify reporting, all scores are indexed against the “anchor”. The anchor is a variable determined within each study. For indexing, it is set to always equal 100. Therefore, you cannot compare absolute index scores from one study to another. All you can compare is how they fall relative to the “anchor”.

Avocado Purchase Drivers and Barriers

Attributes Considered Important When Deciding to Purchase Fresh Fruits & Vegetables

The top two decision drivers when purchasing fresh produce are nutrient dense with a lot of vitamins and minerals and being a source of many important nutrients – the same as seen among the general sample, and the same as seen in previous years. Another 11 attributes are also very important. Most of the rest are moderately important.



Attributes Considered Important When Deciding to Purchase Fresh Fruits & Vegetables

Many attributes are more important among the Hispanic sample than seen among the non-Hispanic sample.

	Gen Sample Non- Hispanics (n=2,245) A	Total Hispanic Sample (n=1,200) B
Nutrient dense, have lot of vitamins and minerals, and nutrient booster	165	169a
Are a source of many important nutrients	165	167
Supports the immune system	157	160a
Fits into my/my family member's heart-healthy diet	158	158
Are a source of naturally good fats	154	158A
Improves digestive health	149	154A
Will help maintain healthy cholesterol levels	151	154a
Are a source of beneficial fiber	150	150
Improves gut health	142	147A
Will help manage blood pressure	142	146a
Are naturally low in saturated fat	144	146
Are a cholesterol-free food option	139	142
Will not raise 'bad' LDL cholesterol levels	141	140
Supports healthy aging	148B	138
Supports cognitive health	141b	138
Helps maintain healthy skin	132	137A
Good for weight- management	132	136a
Supports healthy child development	100	134A
Supports healthy child growth	99	132A
Good for diabetes management	115	130A
Will help improve eyesight	129	128
Fits into my/my family member's weight-loss diet	119	126A
Are a source of folate/folic acid	123	125
Are a sugar-free food option	119	123a
Are a sodium-free food option	121	121
Are Non-GMO	114	113
Fits into my/my partner's prenatal diet	81	100A

Attributes Considered Important When Deciding to Purchase Fresh Fruits & Vegetables

The importance of most attributes is higher among the medium and low acculturation groups.

	High (n=158) A	Medium (n=638) B	Low (n=404) C
Nutrient dense, have lot of vitamins and minerals, and nutrient booster	158	168A	174Ab
Are a source of many important nutrients	158	167a	172Ab
Supports the immune system	151	162A	162A
Fits into my/my family member's heart-healthy diet	146	157A	164AB
Are a source of naturally good fats	143	158A	164Ab
Improves digestive health	143	154A	157A
Will help maintain healthy cholesterol levels	135	154A	161Ab
Are a source of beneficial fiber	134	151A	156Ab
Improves gut health	134	148A	151A
Will help manage blood pressure	131	147A	149A
Are naturally low in saturated fat	124	146A	154AB
Are a cholesterol-free food option	117	143A	150Ab
Will not raise 'bad' LDL cholesterol levels	119	140A	148Ab
Supports healthy aging	128	139a	140A
Supports cognitive health	127	141A	137a
Helps maintain healthy skin	118	139A	142A
Good for weight- management	128	136	140a
Supports healthy child development	101	133A	148AB
Supports healthy child growth	99	132A	146AB
Good for diabetes management	99	132A	138A
Will help improve eyesight	111	130A	130A
Fits into my/my family member's weight-loss diet	114	124a	132Ab
Are a source of folate/folic acid	100	126A	134Ab
Are a sugar-free food option	94	125A	132Ab
Are a sodium-free food option	97	123A	128A
Are Non-GMO	92	116A	116A
Fits into my/my partner's prenatal diet	72	99A	113AB

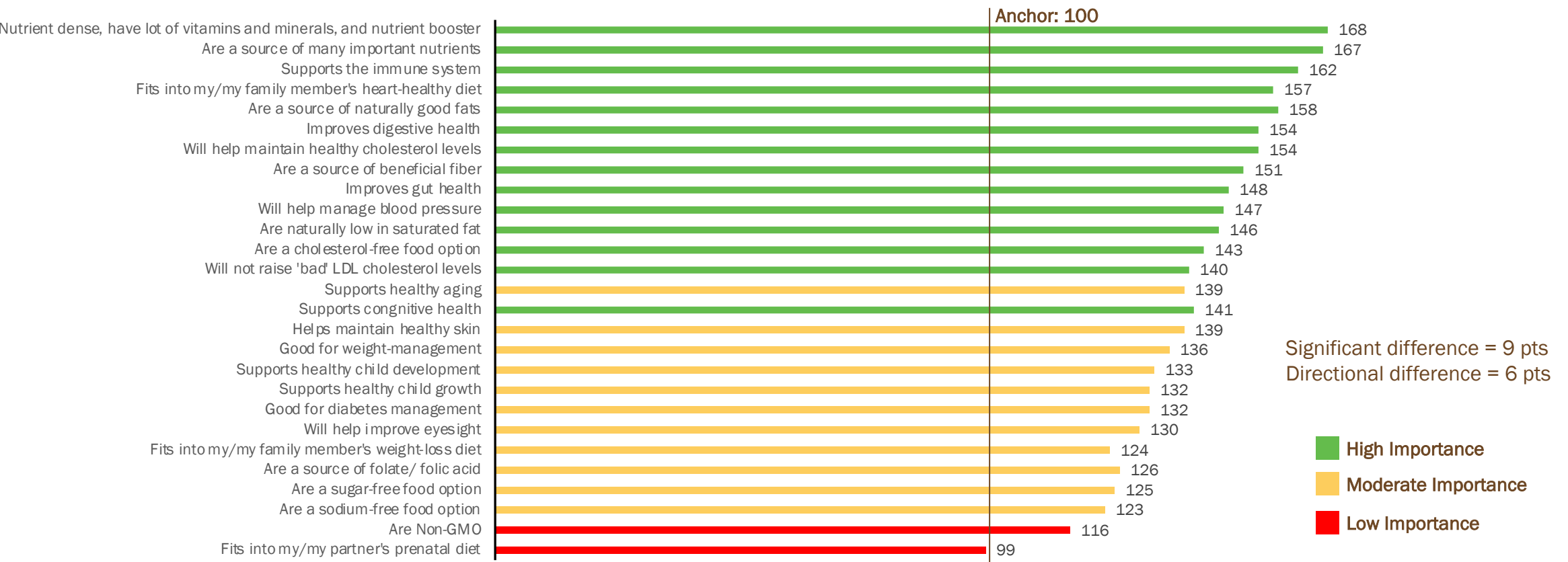
Attributes Considered Important When Deciding to Purchase Fresh Fruits & Vegetables

The high acculturation group finds 6 of the attributes of high importance (compared to 9 last year). The top attributes are the same as what we see overall.



Attributes Considered Important When Deciding to Purchase Fresh Fruits & Vegetables

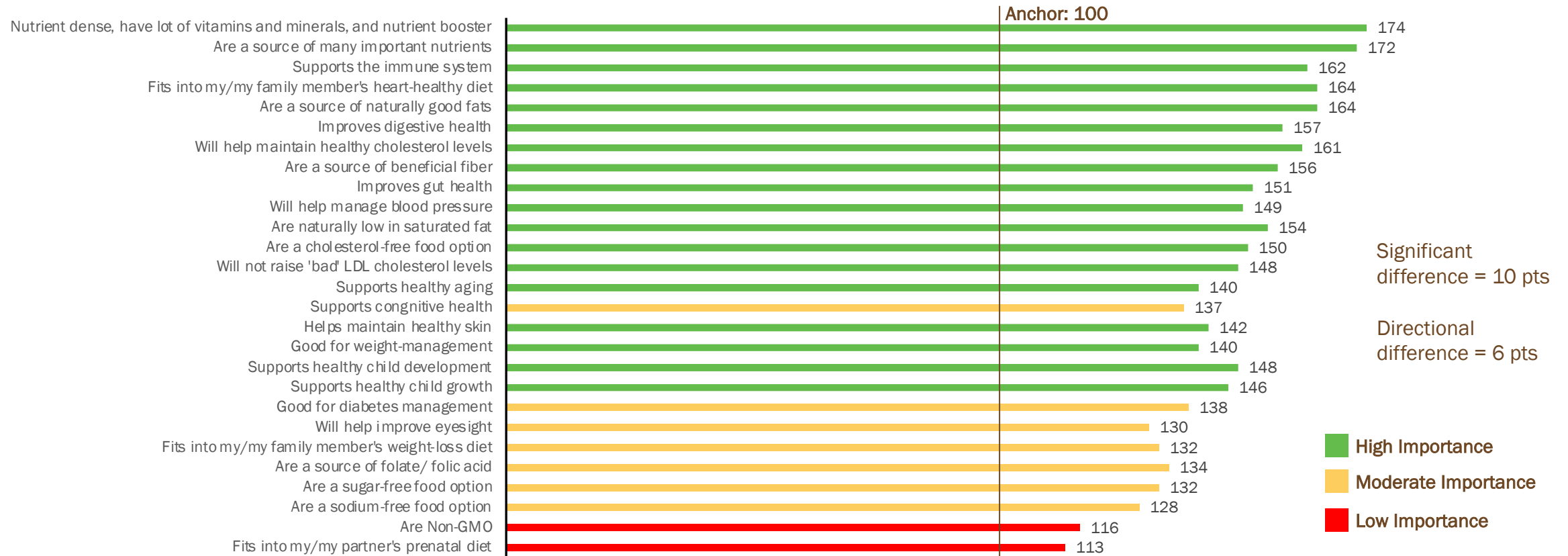
The medium acculturation group finds 14 of the attributes to be of high importance (compared to 20 last year).



Avocado Purchase Drivers and Barriers

Attributes Considered Important When Deciding to Purchase Fresh Fruits & Vegetables

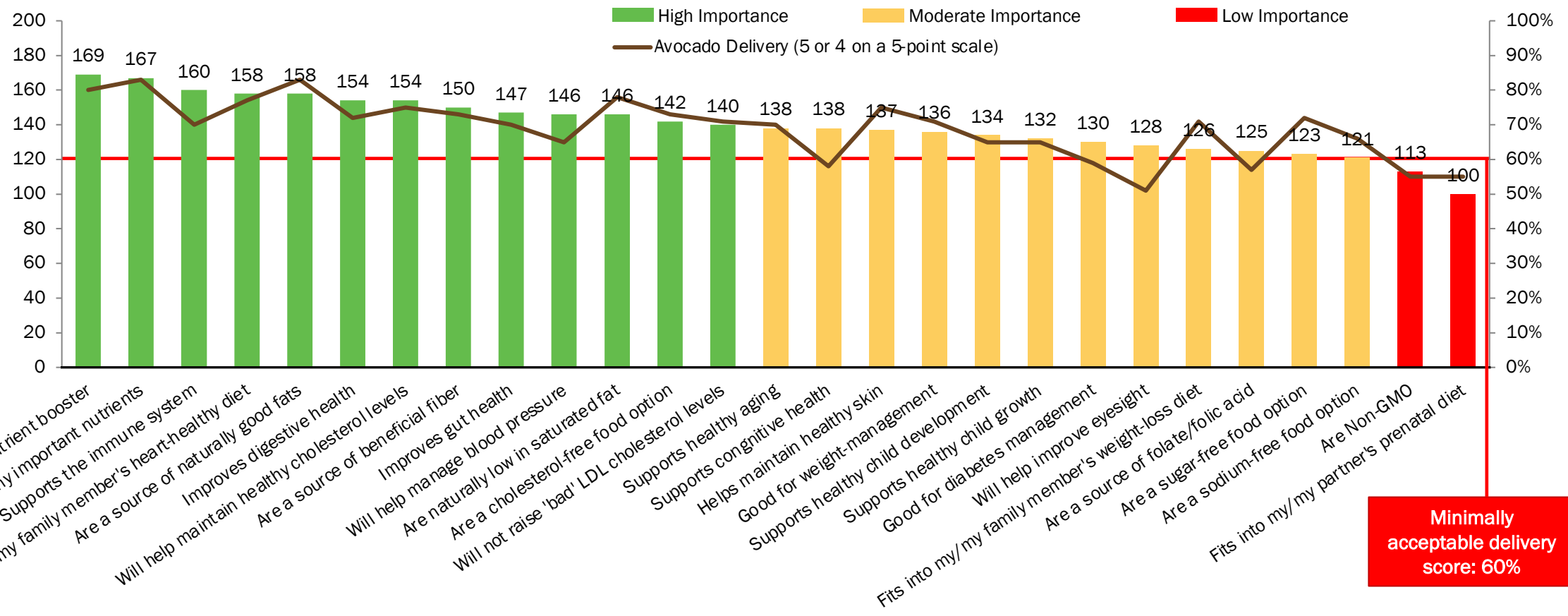
The low acculturation group finds 18 of the attributes to be of high importance (compared to 17 last year).



Avocado Purchase Drivers and Barriers

Attributes Considered Important When Deciding to Purchase Fresh Fruits & Vegetables vs. Avocado Delivery

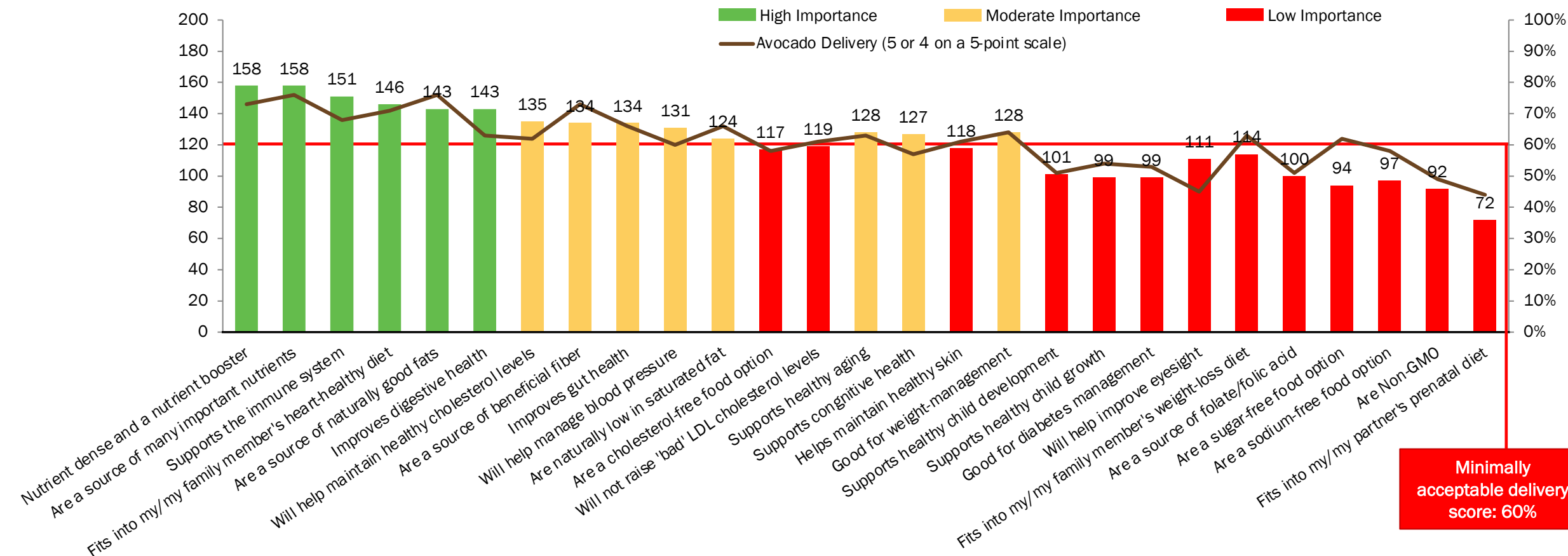
Avocados have strong perceived delivery against all of the most important attributes.



Avocado Purchase Drivers and Barriers

Attributes Considered Important When Deciding to Purchase Fresh Fruits & Vegetables vs. Avocado Delivery

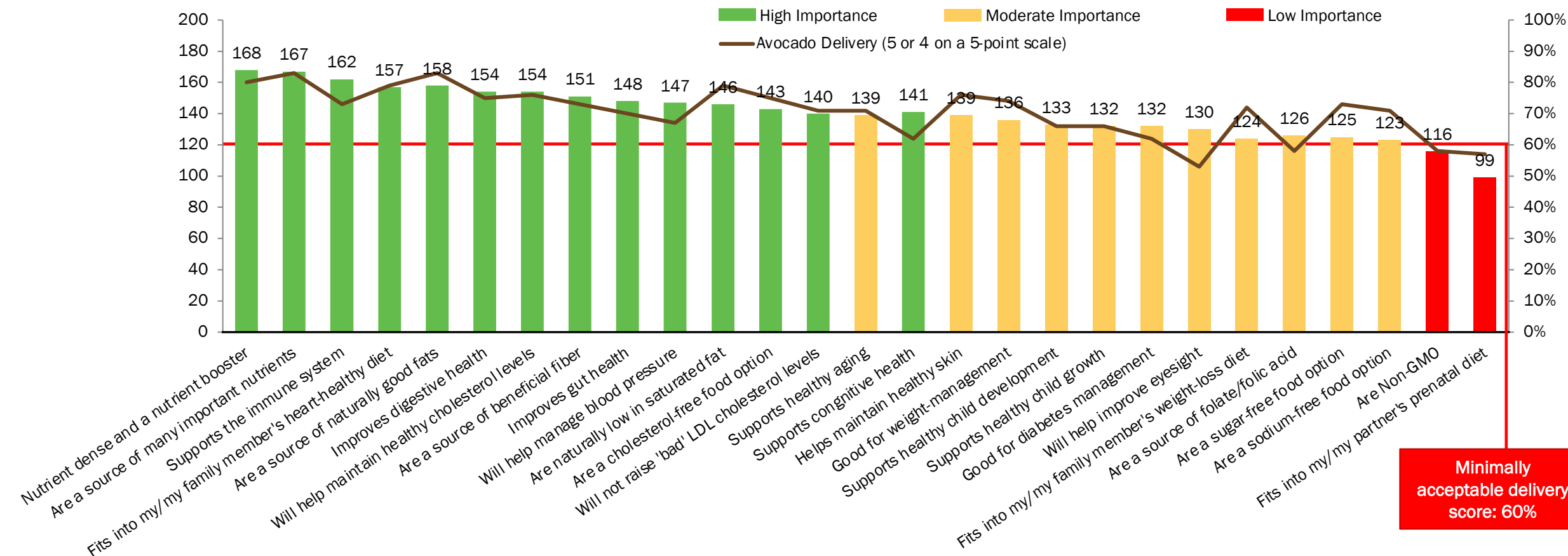
Avocados have strong perceived delivery against the most important attributes among the high acculturation group.



Avocado Purchase Drivers and Barriers

Attributes Considered Important When Deciding to Purchase Fresh Fruits & Vegetables vs. Avocado Delivery

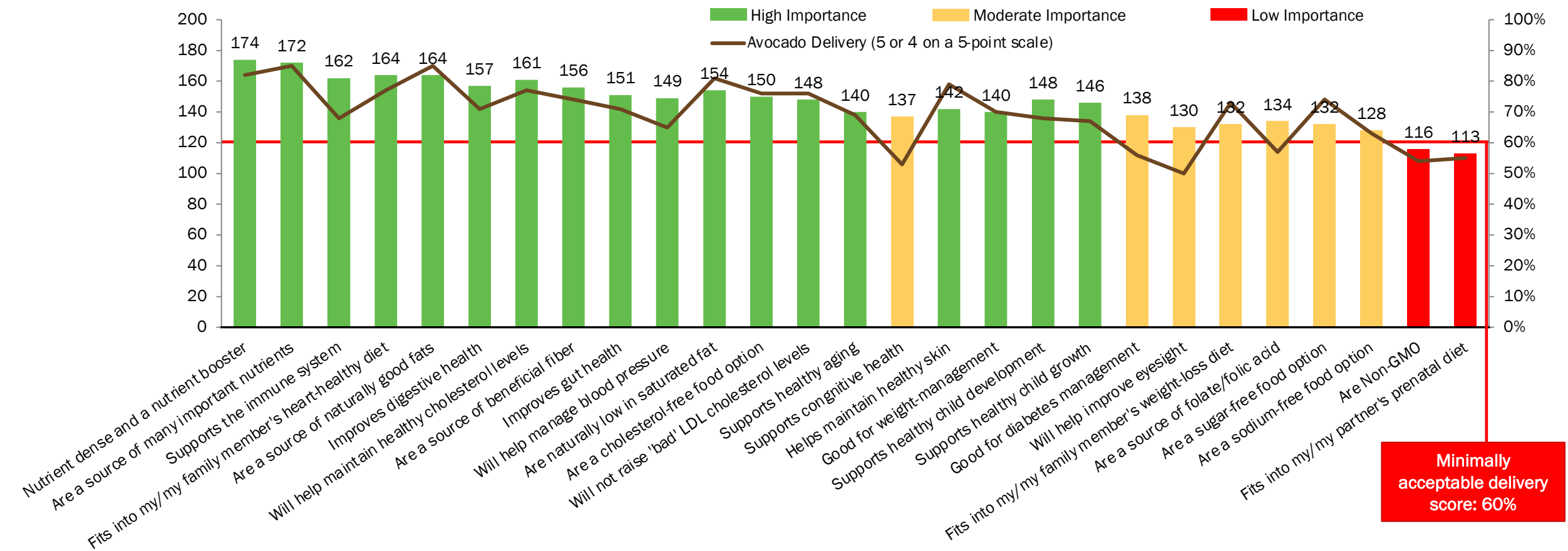
Avocados also have strong perceived delivery against the most important attributes for the medium acculturation group.



Avocado Purchase Drivers and Barriers

Attributes Considered Important When Deciding to Purchase Fresh Fruits & Vegetables vs. Avocado Delivery

Avocados also have strong perceived delivery against the most important attributes for the low acculturation group.



Avocado Delivery

(5 or 4 on a 5-point scale)

Avocados see the strongest ratings among the medium acculturation group and do second best among the low acculturation group.

	Total Sample (n=1,200) %	High (n=158) % A	Medium (n=638) % B	Low (n=404) % C
Nutrient dense, have a lot of vitamins and minerals, and a nutrient booster	80	73	80a	82A
Are a source of many important nutrients	83	76	83a	85A
Supports the immune system	70	68	73c	68
Fits into my/my family member's heart-healthy diet	77	71	79A	77a
Are a source of naturally good fats	83	76	83A	85A
Improves digestive health	72	63	75Ac	71a
Will help maintain healthy cholesterol levels	75	62	76A	77A
Are a source of beneficial fiber	73	73	73	74
Improves gut health	70	66	70	71
Will help manage blood pressure	65	60	67a	65
Are naturally low in saturated fat	78	66	79A	81A
Are a cholesterol-free food option	73	58	75A	76A
Will not raise 'bad' LDL cholesterol levels	71	61	71A	76Ab
Supports healthy aging	70	63	71A	69a
Supports cognitive health	58	57	62C	53
Helps maintain healthy Skin	75	61	76A	79Ab
Good for weight management	71	64	74Ac	70
Supports healthy child development	65	51	66A	68A
Supports healthy child growth	65	54	66A	67A
Good for diabetes management	59	53	62Ac	56
Will help improve eyesight	51	45	53a	50
Fits into my/my family member's weight-loss diet	71	63	72A	73A
Are a source of folate/ folic acid	57	51	58a	57a
Are a sugar-free food option	72	62	73A	74A
Are a sodium-free food option	66	58	71AC	63
Are non-GMO	55	49	58A	54
Fits into my/my partner's prenatal diet	55	44	57A	55A

Avocado Purchase Drivers and Barriers

Attributes Considered Important When Deciding to Purchase Fresh Fruits & Vegetables vs. Avocado Delivery

The relative importance of most attributes has increased since 2019 among the high acculturation group. While still higher than seen in 2019, many attributes are down relative to 2021.

Avocado delivery on the attributes has been fairly consistent over time among the high acculturation group. A few scores, highlighted in green, are down from 2021.

	HIGH ACCULTURATION					
	Importance			Avocado Delivery		
	2019 (n=164) A	2021 (n=125) B	2022 (n=158) C	2019 (n=164) % A	2021 (n=125) % B	2022 (n=158) % C
Nutrient dense, have lot of vitamins and minerals, and nutrient booster (word change 2022)	144	159A	158A	74	84AC	73
Are a source of many important nutrients	141	159A	158A	77	82	76
Supports the immune system (word change 2022)	115	149A	151A	66	69	68
Fits into my/my family member's heart-healthy diet	115	139A	146A	70	70	71
Are a source of naturally good fats	125	149A	143A	76	82ac	76
Improves digestive health	119	148A	143A	68	72c	63
Will help maintain healthy cholesterol levels	116	147Ac	135A	65	68	62
Are a source of beneficial fiber	112	145Ac	134A	67	72	73
Improves gut health	104	141A	134A	61	68	66
Will help manage blood pressure	104	136A	131A	59	54	60
Are naturally low in saturated fat	107	135Ac	124A	68	70	66
Are a cholesterol-free food option	96	132Ac	117A	61	65	58
Will not raise 'bad' LDL cholesterol levels	96	129A	119A	57	56	61
Supports healthy aging (word change 2022)	121	143Ac	128	70c	70c	63
Supports cognitive health (new 2022)	NA	NA	127AB	NA	NA	57
Helps maintain healthy skin (new 2022)	NA	NA	118AB	NA	NA	61
Good for weight- management	110	137A	128A	70	74c	64
Supports healthy child development	97	131AC	101	58c	57	51
Supports healthy child growth	95	129AC	99	60	60	54
Good for diabetes management	90	122AC	99	56	52	53
Will help improve eyesight	94	120A	111A	49	46	45
Fits into my/my family member's weight-loss diet	91	123A	114A	65	64	63
Are a source of folate/ folic acid	82	118AC	100A	46	49	51
Are a sugar-free food option	85	120AC	94	60	66	62
Are a sodium-free food option	80	114AC	97A	60	60	58
Are Non-GMO	77	100A	92a	51	44	49
Fits into my/my partner's prenatal diet (word change 2021)	58	96AC	72a	40	38	44

Avocado Purchase Drivers and Barriers

Attributes Considered Important When Deciding to Purchase Fresh Fruits & Vegetables vs. Avocado Delivery

The relative importance of most attributes has increased since 2019 among the medium acculturation group. While still higher than seen in 2019, most attributes are down relative to 2021.

Avocado delivery on the attributes has been fairly consistent over time among the medium acculturation group.

MEDIUM ACCULTURATION

	Importance			Avocado Delivery		
	2019 (n=720) A	2021 (n=633) B	2022 (n=638) C	2019 (n=720) % A	2021 (n=633) % B	2022 (n=638) % C
Nutrient dense, have lot of vitamins and minerals, and nutrient booster (word change 2022)	153	174AC	168A	78	84Ac	80
Are a source of many important nutrients	152	172Ac	167A	82	85a	83
Supports the immune system (word change 2022)	134	165A	162A	73	74	73
Fits into my/my family member's heart-healthy diet	138	156A	157A	74	74	79Ab
Are a source of naturally good fats	141	166AC	158A	81	87Ac	83
Improves digestive health	136	162AC	154A	71	76A	75a
Will help maintain healthy cholesterol levels	140	163AC	154A	76	78	76
Are a source of beneficial fiber	134	161AC	151A	73	74	73
Improves gut health	128	156AC	148A	65	73A	70A
Will help manage blood pressure	128	153Ac	147A	65	67	67
Are naturally low in saturated fat	130	158AC	146A	76	79a	79
Are a cholesterol-free food option	126	153AC	143A	73	78a	75
Will not raise 'bad' LDL cholesterol levels	125	154AC	140A	70	74Ac	71
Supports healthy aging (word change 2022)	131	158AC	139A	71	77AC	71
Supports cognitive health (new 2022)	NA	NA	141	NA	NA	62
Helps maintain healthy skin (new 2022)	NA	NA	139	NA	NA	76
Good for weight- management	122	149AC	136A	72	74	74
Supports healthy child development	125	146AC	133a	65	69a	66
Supports healthy child growth	124	146AC	132a	67	68	66
Good for diabetes management	119	144AC	132A	61	64	62
Will help improve eyesight	115	139AC	130A	54	56	53
Fits into my/my family member's weight-loss diet	112	141AC	124A	68	73A	72a
Are a source of folate/ folic acid	111	140AC	126A	54	59a	58a
Are a sugar-free food option	110	136AC	125A	71	75a	73
Are a sodium-free food option	105	134AC	123A	67	70	71a
Are Non-GMO	96	119A	116A	56	57	58
Fits into my/my partner's prenatal diet (word change 2021)	90	115AC	99A	56	57	57

Avocado Purchase Drivers and Barriers

Attributes Considered Important When Deciding to Purchase Fresh Fruits & Vegetables vs. Avocado Delivery

The relative importance of all attributes has increased since 2019 among the low acculturation group. Most of these scores remain higher in 2022.

Avocado delivery on the attributes has been fairly consistent over time among the low acculturation group.

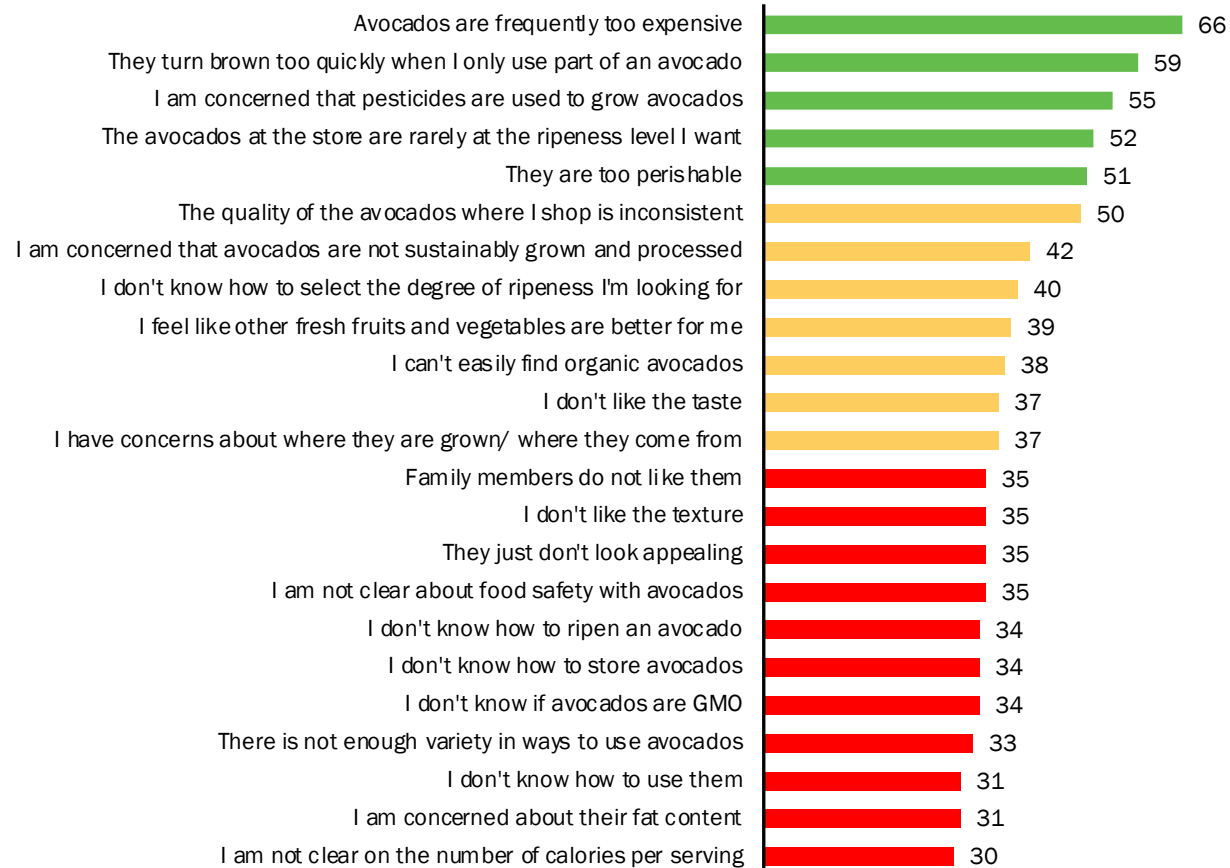
LOW ACCULTURATION

	Importance			Avocado Delivery		
	2019 (n=316) A	2021 (n=442) B	2022 (n=404) C	2019 (n=316) % A	2021 (n=442) % B	2022 (n=404) % C
Nutrient dense, have lot of vitamins and minerals, and nutrient booster (word change 2022)	157	170A	174A	81	84	82
Are a source of many important nutrients	155	168A	172A	81	83	85a
Supports the immune system (word change 2022)	138	158A	162A	75bC	70	68
Fits into my/my family member's heart-healthy diet	144	148	164AB	75	71	77b
Are a source of naturally good fats	145	161A	164A	86	85	85
Improves digestive health	142	154A	157A	72	72	71
Will help maintain healthy cholesterol levels	144	156A	161Ab	79	76	77
Are a source of beneficial fiber	139	152A	156A	71	71	74
Improves gut health	134	148A	151A	66	72a	71a
Will help manage blood pressure	130	142A	149Ab	63b	57	65B
Are naturally low in saturated fat	133	149A	154A	79	81	81
Are a cholesterol-free food option	127	143A	150Ab	77	76	76
Will not raise 'bad' LDL cholesterol levels	129	143A	148A	74	76	76
Supports healthy aging (word change 2022)	132	147Ac	140a	74bc	69	69
Supports cognitive health (new 2022)	NA	NA	137AB	NA	NA	53
Helps maintain healthy skin (new 2022)	NA	NA	142AB	NA	NA	79
Good for weight- management	124	140A	140A	71	73	70
Supports healthy child development	131	141a	148Ab	67	67	68
Supports healthy child growth	130	140A	146A	67	64	67
Good for diabetes management	117	131A	138Ab	57	53	56
Will help improve eyesight	115	129A	130A	49	45	50b
Fits into my/my family member's weight-loss diet	111	133A	132A	66	69	73a
Are a source of folate/ folic acid	112	129A	134A	54	53	57b
Are a sugar-free food option	111	127A	132A	74	70	74
Are a sodium-free food option	101	120A	128Ab	63	61	63
Are Non-GMO	87	105A	116AB	51b	45	54B
Fits into my/my partner's prenatal diet (word change 2021)	85	105A	113Ab	51	53	55a

Avocado Purchase Drivers and Barriers

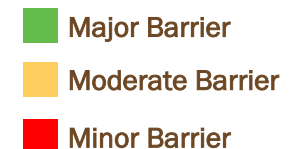
Barriers to Purchasing Avocados (More Often)

Frequently being too expensive, turning brown too quickly, concern about pesticides (7th place among the general sample), not being at the desired ripeness stage and being too perishable are the top barriers to avocado purchase.



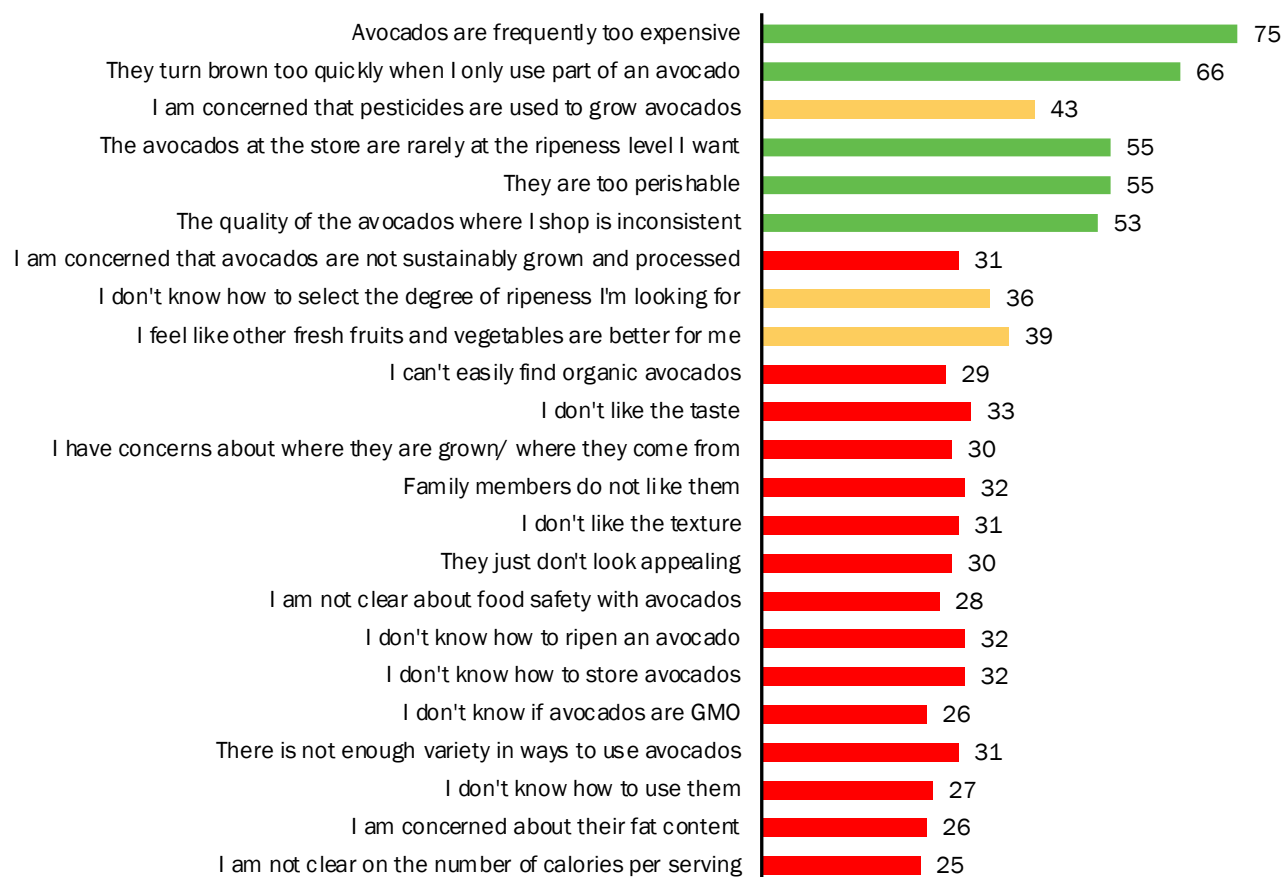
Anchor: 100

Significant difference = 4 pts
Directional difference = 3 pts



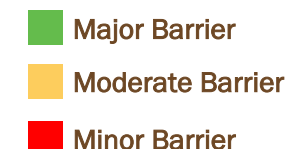
Barriers to Purchasing Avocados

Being too expensive is the top barrier among the high acculturation group, with turning brown too quickly in second place. Pesticide concerns drop to being a moderate barrier.



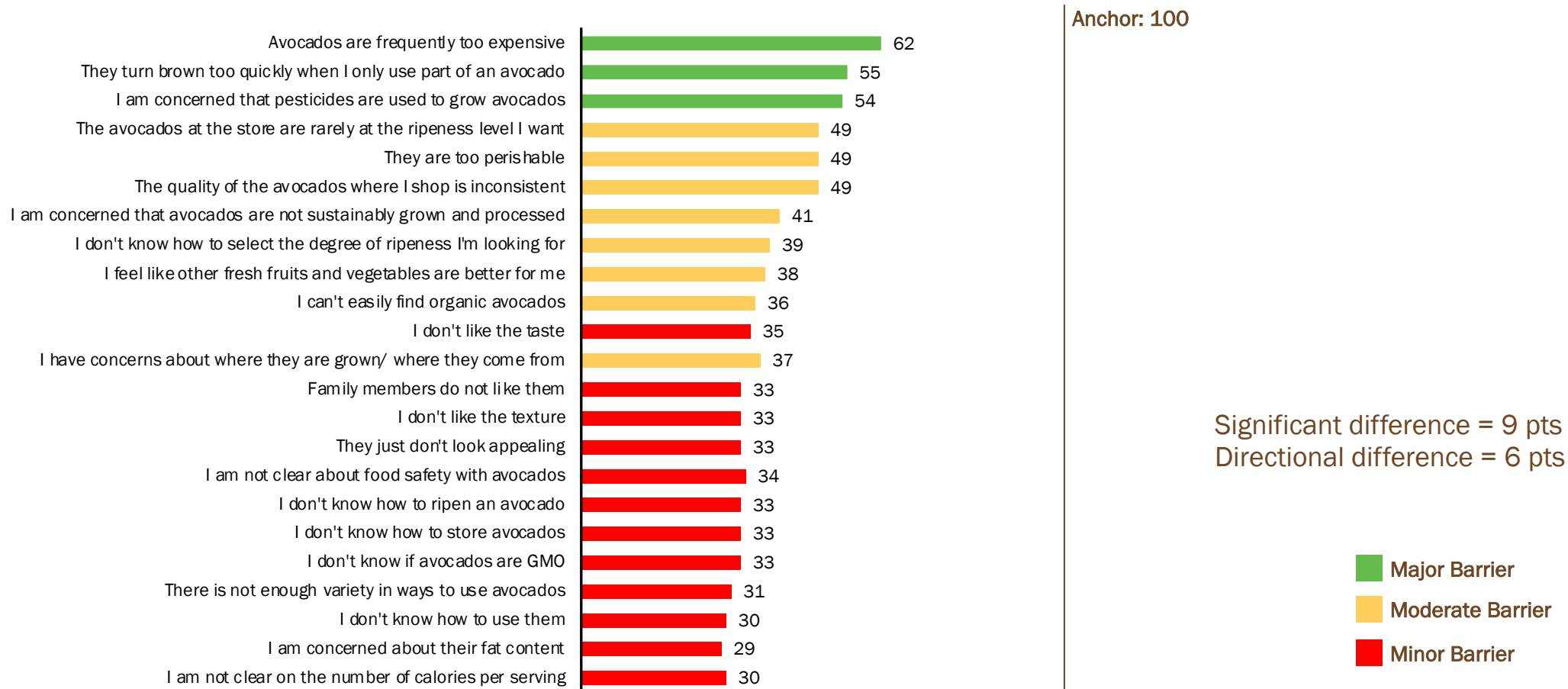
Anchor: 100

Significant difference = 8 pts
Directional difference = 5 pts



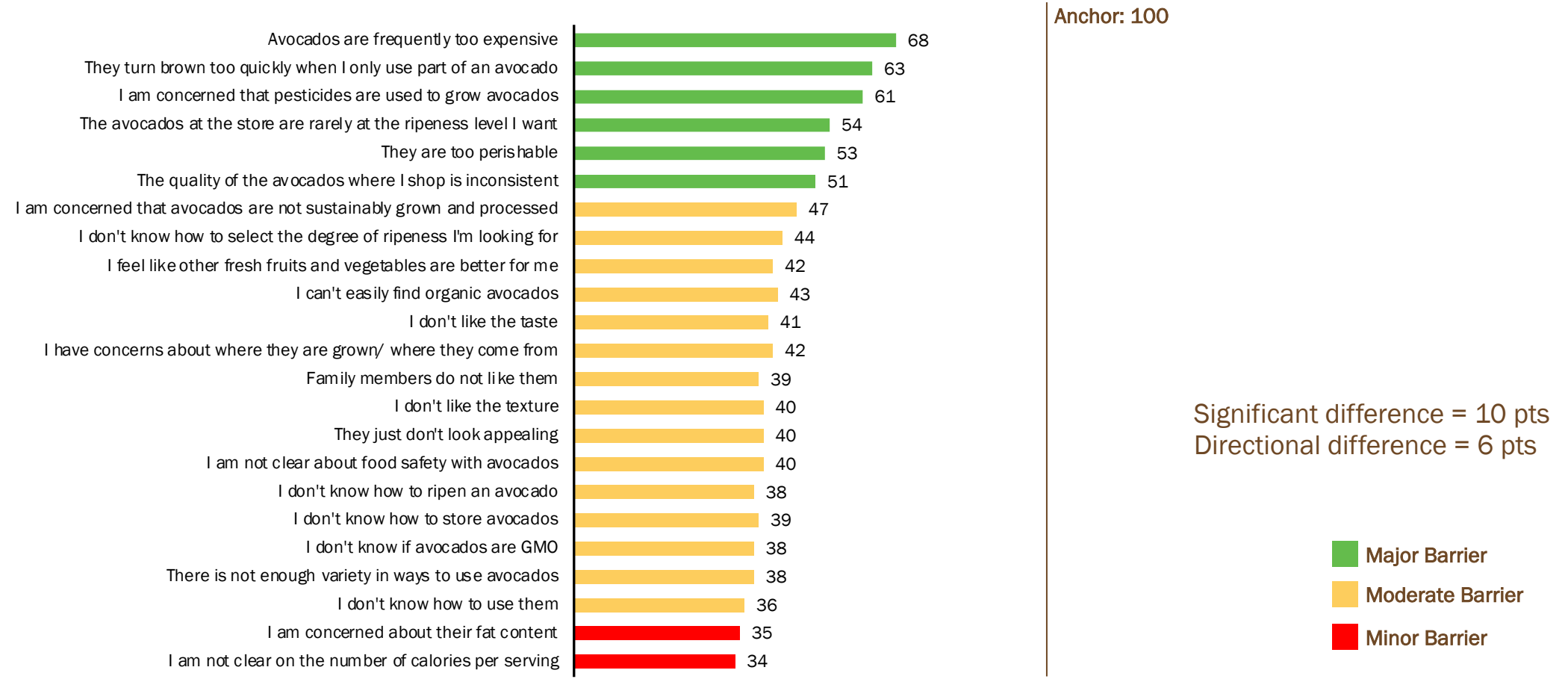
Barriers to Purchasing Avocados More Often

Being too expensive, turning brown too quickly, and pesticide concerns are top barriers among the medium acculturation group.



Barriers to Purchasing Avocados More Often

Top barriers for the low acculturation group are the same as seen overall, plus inconsistent quality.



Barriers to Purchasing Avocados (More Often)

Almost everything is a stronger barrier to purchasing avocados for the non-Hispanic sample than seen for the Hispanic sample.

	Gen Sample Non-Hispanics (n=2,245) % A	Total Hispanic Sample (n=1,200) % B
Avocados are frequently too expensive	75B	66
They turn brown too quickly when I only use part of an avocado	68B	59
I am concerned that pesticides are used to grow avocados	48	55A
The avocados at the store are rarely at the ripeness level I want	54	52
They are too perishable	62B	51
The quality of the avocados where I shop is inconsistent	54B	50
I am concerned that avocados are not sustainably grown and processed	40	42
I don't know how to select the degree of ripeness I'm looking for	49B	40
I feel like other fresh fruits and vegetables are better for me	52B	39
I can't easily find organic avocados	35	38a
I don't like the taste	49B	37
I have concerns about where they are grown/ where they come from	37	37
Family members do not like them	48B	35
I don't like the texture	46B	35
They just don't look appealing	41B	35
I am not clear about food safety with avocados	37	35
I don't know how to ripen an avocado	40B	34
I don't know how to store avocados	40B	34
I don't know if avocados are GMO	33	34
There is not enough variety in ways to use avocados	40B	33
I don't know how to use them	40B	31
I am concerned about their fat content	34B	31
I am not clear on the number of calories per serving	33b	30

Barriers to Purchasing Avocados (More Often)

The low acculturation group rates most of the barriers higher than seen for the other two groups.

	High (n=158) % A	Medium (n=638) % B	Low (n=404) % C
Avocados are frequently too expensive	75B	62	68b
They turn brown too quickly when I only use part of an avocado	66B	55	63B
I am concerned that pesticides are used to grow avocados	43	54A	61Ab
The avocados at the store are rarely at the ripeness level I want	55	49	54b
They are too perishable	55	49	53
The quality of the avocados where I shop is inconsistent	53	49	51
I am concerned that avocados are not sustainably grown and processed	31	41A	47Ab
I don't know how to select the degree of ripeness I'm looking for	36	39	44ab
I feel like other fresh fruits and vegetables are better for me	39	38	42b
I can't easily find organic avocados	29	36A	43AB
I don't like the taste	33	35	41aB
I have concerns about where they are grown/ where they come from	30	37a	42Ab
Family members do not like them	32	33	39aB
I don't like the texture	31	33	40aB
They just don't look appealing	30	33	40AB
I am not clear about food safety with avocados	28	34a	40Ab
I don't know how to ripen an avocado	32	33	38ab
I don't know how to store avocados	32	33	39aB
I don't know if avocados are GMO	26	33A	38Ab
There is not enough variety in ways to use avocados	31	31	38aB
I don't know how to use them	27	30	36AB
I am concerned about their fat content	26	29	35Ab
I am not clear on the number of calories per serving	25	30a	34Ab

Barriers to Purchasing Avocados (More Often)

Several of the barriers are down among the high acculturation group.

	2019 (n=164) A	2021 (n=125) B	2022 (n=158) C
Avocados are frequently too expensive	86c	77	75
They turn brown too quickly when I only use part of an avocado	60	72a	66
I am concerned that pesticides are used to grow avocados	56C	61C	43
The avocados at the store are rarely at the ripeness level I want	62	59	55
They are too perishable	53	58	55
The quality of the avocados where I shop is inconsistent	64bc	55	53
I am concerned that avocados are not sustainably grown and processed	35	46aC	31
I don't know how to select the degree of ripeness I'm looking for	41	48c	36
I feel like other fresh fruits and vegetables are better for me	42	41	39
I can't easily find organic avocados	34	41C	29
I don't like the taste	37	38	33
I have concerns about where they are grown/ where they come from	36	38c	30
Family members do not like them	38	37	32
I don't like the texture	36	36	31
They just don't look appealing	36	38c	30
I am not clear about food safety with avocados	37C	38c	28
I don't know how to ripen an avocado	36	40c	32
I don't know how to store avocados	35	37	32
I don't know if avocados are GMO	34c	38C	26
There is not enough variety in ways to use avocados	33	37	31
I don't know how to use them	33c	35c	27
I am concerned about their fat content	33c	33c	26
I am not clear on the number of calories per serving	32c	32c	25

Barriers to Purchasing Avocados (More Often)

Almost all of the barriers are down among the medium acculturation group.

	2019 (n=720) A	2021 (n=633) B	2022 (n=638) C
Avocados are frequently too expensive	69BC	60	62
They turn brown too quickly when I only use part of an avocado	60c	59	55
I am concerned that pesticides are used to grow avocados	57	62C	54
The avocados at the store are rarely at the ripeness level I want	55c	53	49
They are too perishable	52	52	49
The quality of the avocados where I shop is inconsistent	52	50	49
I am concerned that avocados are not sustainably grown and processed	39	49AC	41
I don't know how to select the degree of ripeness I'm looking for	44C	45C	39
I feel like other fresh fruits and vegetables are better for me	41c	43C	38
I can't easily find organic avocados	42C	43C	36
I don't like the taste	39c	40c	35
I have concerns about where they are grown/ where they come from	40	44aC	37
Family members do not like them	39C	39C	33
I don't like the texture	38c	38c	33
They just don't look appealing	38C	38c	33
I am not clear about food safety with avocados	40C	40C	34
I don't know how to ripen an avocado	39C	40C	33
I don't know how to store avocados	38C	38C	33
I don't know if avocados are GMO	41C	40C	33
There is not enough variety in ways to use avocados	38C	39C	31
I don't know how to use them	36C	36C	30
I am concerned about their fat content	36C	37C	29
I am not clear on the number of calories per serving	35C	37C	30

Barriers to Purchasing Avocados (More Often)

Agreement with most of the barriers is the same as seen in recent years among the low acculturation group.

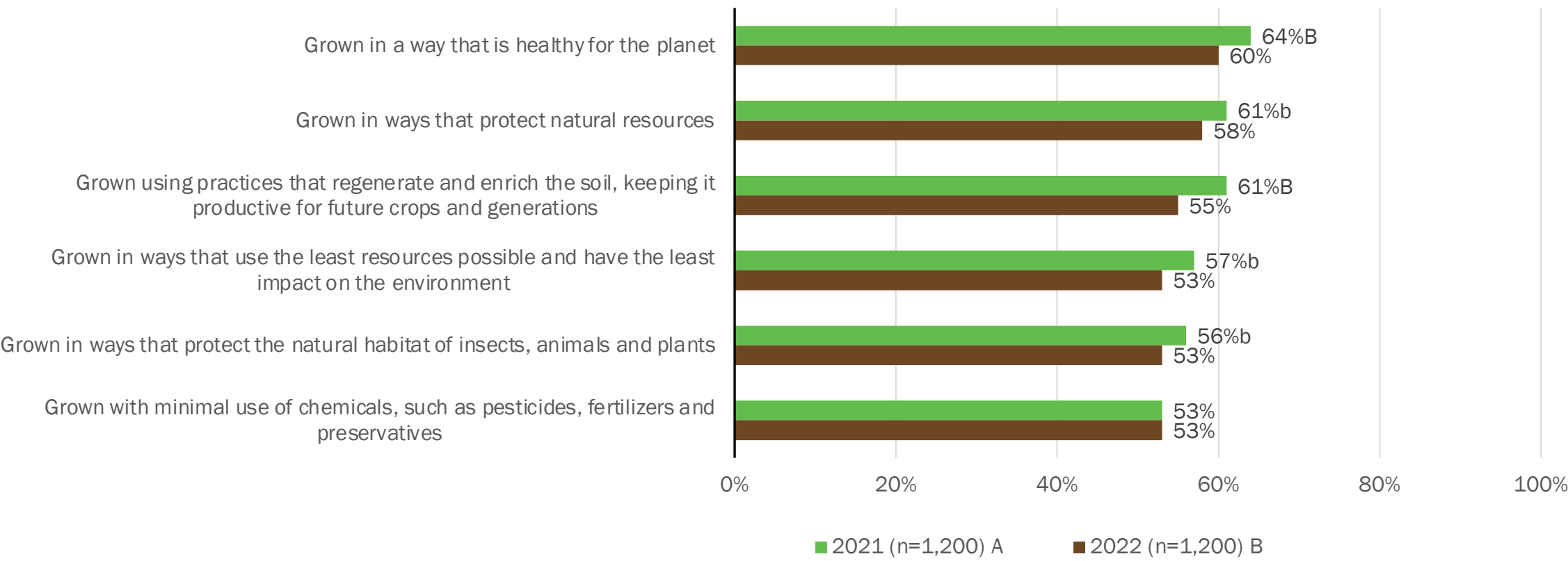
	2019 (n=316) A	2021 (n=442) B	2022 (n=404) C
Avocados are frequently too expensive	76Bc	66	68
They turn brown too quickly when I only use part of an avocado	63	64	63
I am concerned that pesticides are used to grow avocados	60	66ac	61
The avocados at the store are rarely at the ripeness level I want	59	57	54
They are too perishable	56	55	53
The quality of the avocados where I shop is inconsistent	55	54	51
I am concerned that avocados are not sustainably grown and processed	42	51A	47a
I don't know how to select the degree of ripeness I'm looking for	47	47	44
I feel like other fresh fruits and vegetables are better for me	45	46	42
I can't easily find organic avocados	45	47	43
I don't like the taste	42	42	41
I have concerns about where they are grown/ where they come from	43	46c	42
Family members do not like them	40	41	39
I don't like the texture	40	41	40
They just don't look appealing	41	41	40
I am not clear about food safety with avocados	44	43	40
I don't know how to ripen an avocado	42	42c	38
I don't know how to store avocados	42	40	39
I don't know if avocados are GMO	44c	43c	38
There is not enough variety in ways to use avocados	41	42c	38
I don't know how to use them	39	39	36
I am concerned about their fat content	39c	39c	35
I am not clear on the number of calories per serving	37	38	34

Sustainability

Sustainability Statements Associated With Avocados

(5 or 4 On a 5-point Scale) (Total Hispanic Sample)

Agreement with the sustainability issues relative to avocados is down compared to 2021.



Sustainability Statements Associated With Avocados

(5 or 4 On a 5-point Scale)

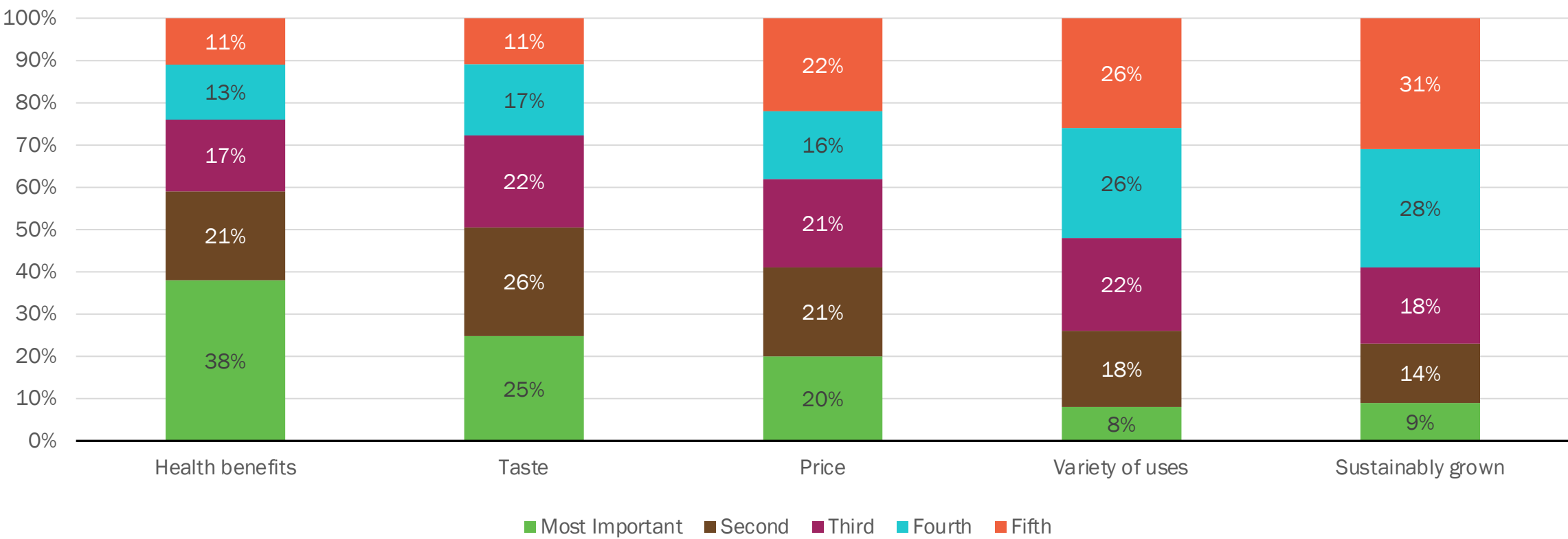
Avocados have much stronger association with good sustainability practices among the medium and low acculturation groups.

	High (n=158) % A	Medium (n=638) % B	Low (n=404) % C
Grown in a way that is healthy for the planet	49	59A	65Ab
Grown in ways that protect natural resources	47	57A	64AB
Grown using practices that regenerate and enrich the soil, keeping it productive for future crops and generations	46	54a	60Ab
Grown with minimal use of chemicals, such as pesticides, fertilizers and preservatives	43	55A	53A
Grown in ways that use the least resources possible and have the least impact on the environment	42	53A	57A
Grown in ways that protect the natural habitat of insects, animals and plants	41	54A	55A

Importance Ranking of Avocado Attributes

(Total Hispanic Sample) (2022)

Health and taste benefits of avocados dominate overall. Sustainably grown is least important.

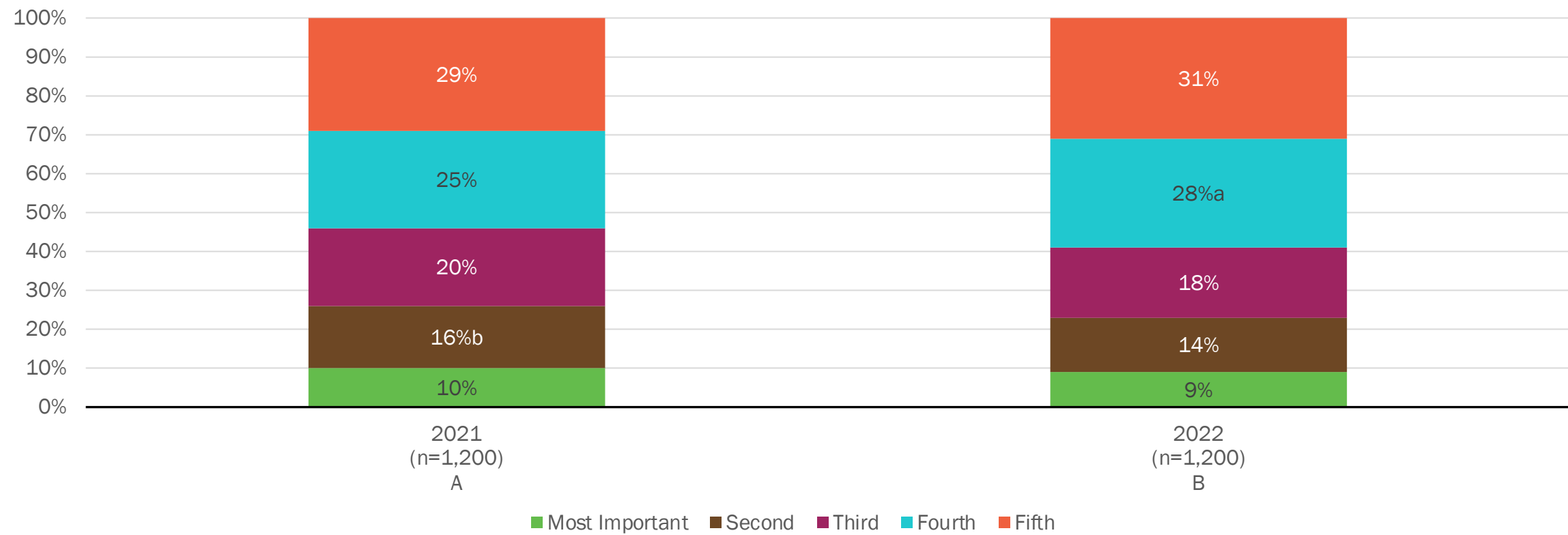


Q330 – Please rank how important the following are to you when it comes to avocados?

Importance Ranking of Sustainably Grown

(Total Hispanic Sample)

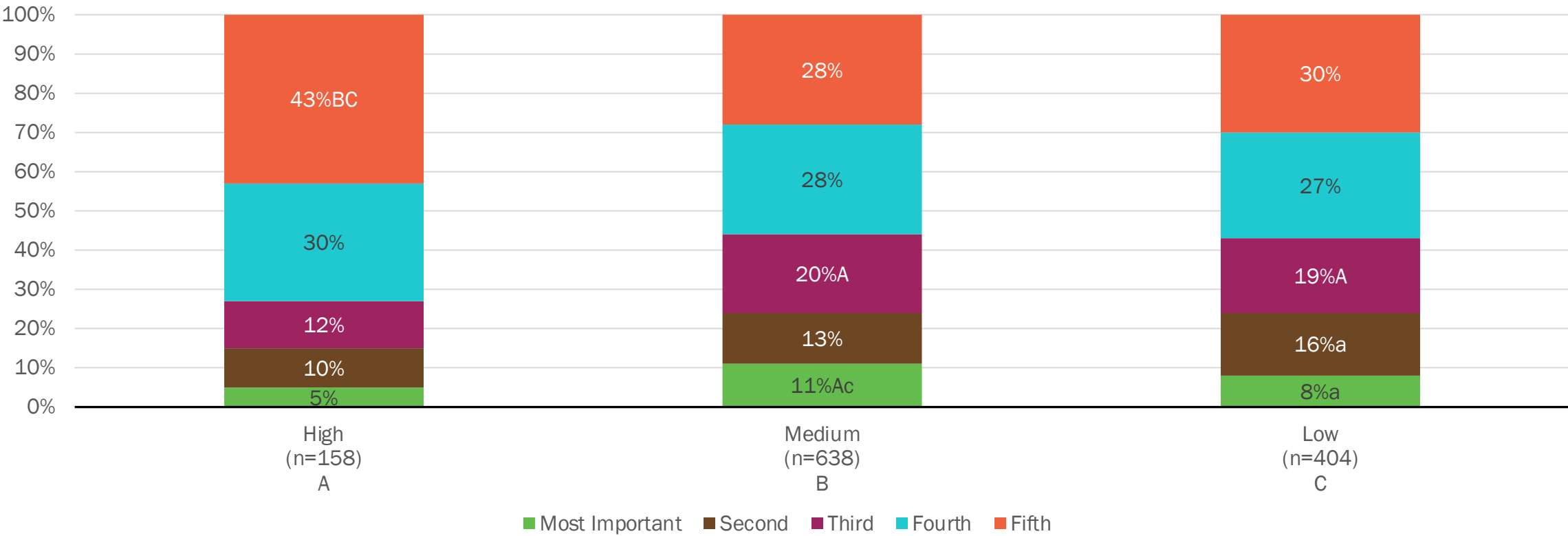
The importance of avocados being sustainably grown is similar to 2021.



Q330 – Please rank how important the following are to you when it comes to avocados?

Importance Ranking of Sustainably Grown

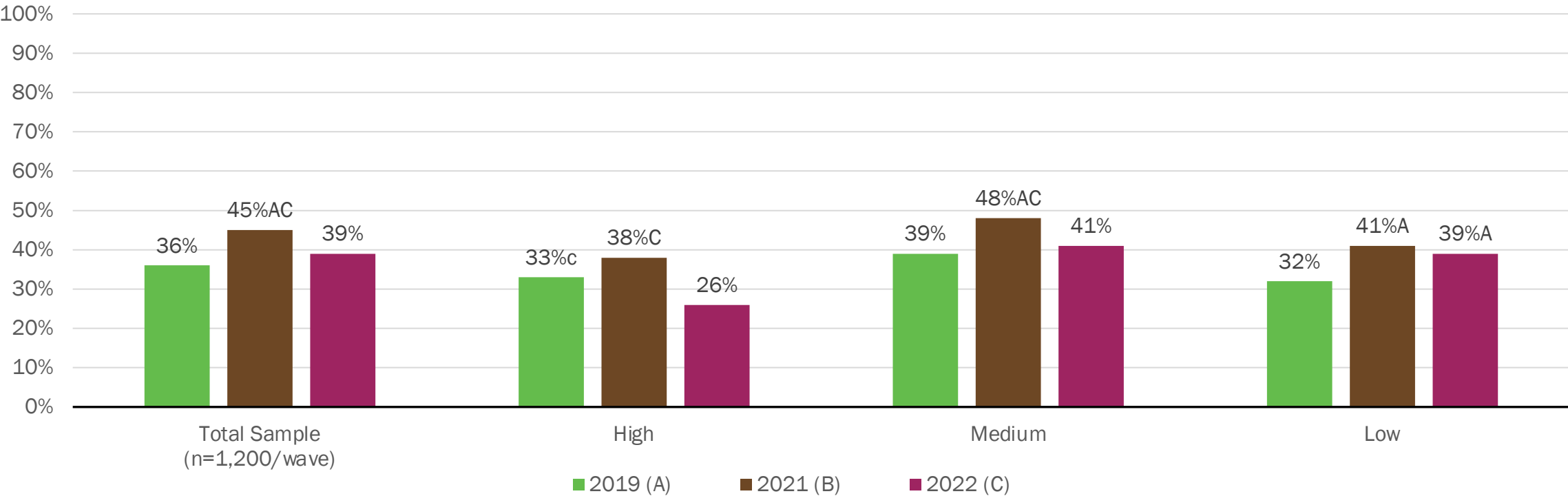
While still low, the importance of avocados being sustainably grown is somewhat stronger among the medium and low acculturation groups.



Communications

Seen “Love One Today” Logo in Past Year

Awareness of the “love one today” logo is back down after an increase in 2021. It remains much stronger than seen among the general sample (39% vs. 29%).

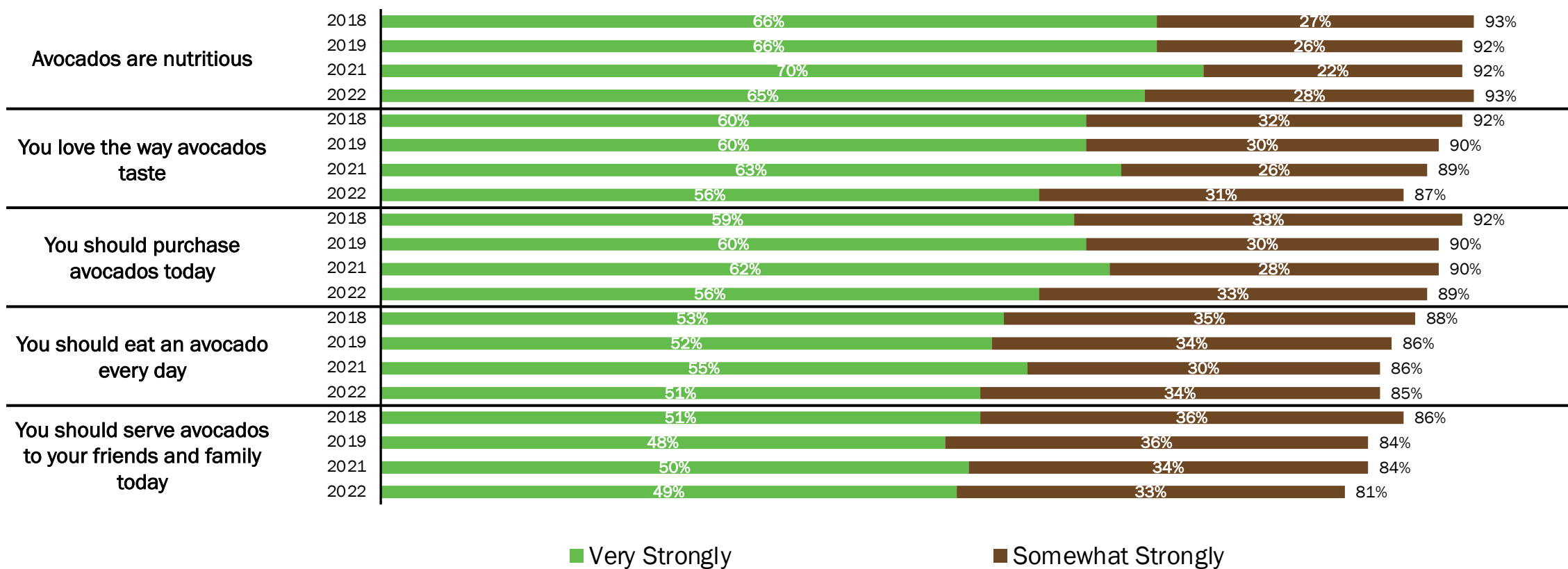


Q410 - In the past year have you seen the following logo, for example, in grocery stores, magazines, newspapers, email or online/social media?

Statements Logo Communicated

(Total Hispanic Sample)

Messages communicated by the logo have remained fairly consistent over time.



Statements Logo Communicated

(Very Strongly)

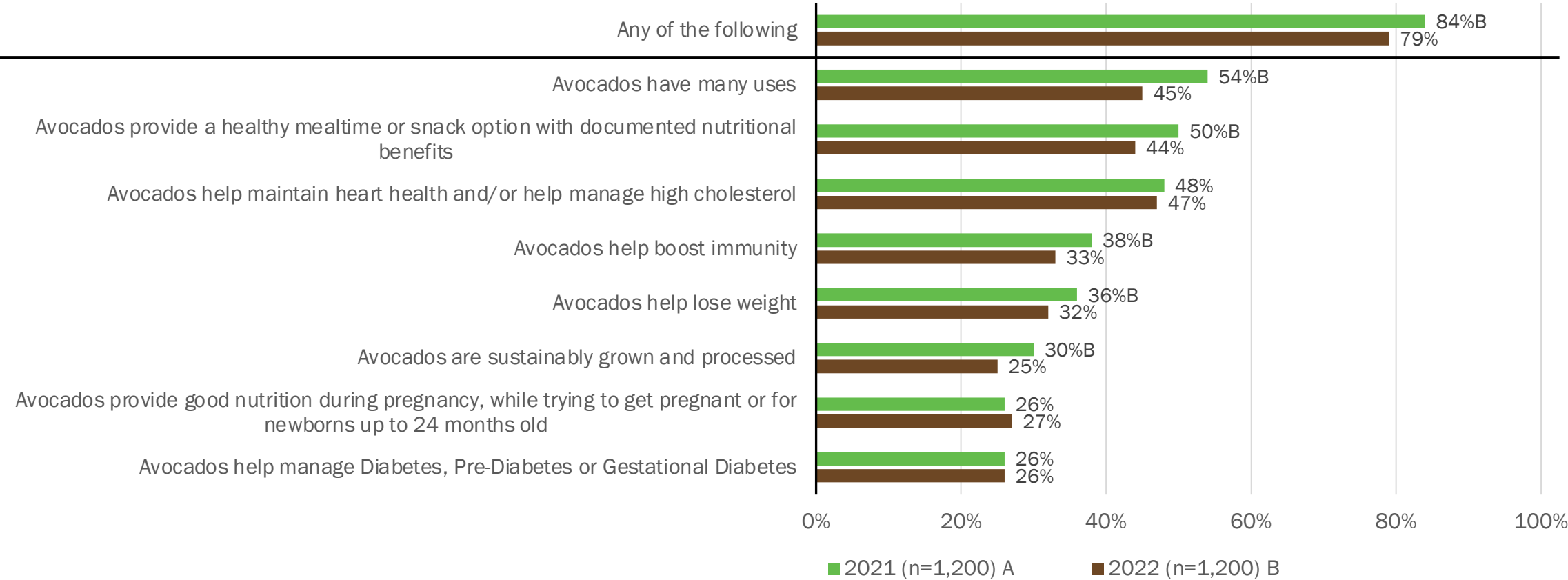
Messages communicated are highest among the low acculturation group and lowest among the high acculturation group.

	High (n=158) % A	Medium (n=638) % B	Low (n=404) % C
Avocados are nutritious	58	63	71AB
You should purchase avocados today	52	54	61aB
You love the way avocados taste	41	54A	66AB
You should eat an avocado every day	41	50A	56Ab
You should serve avocados to your friends and family today	38	45a	59AB

Statements About Avocado benefits Seen or Heard in Past Few Months

(Total Hispanic Sample)

There have been some declines among Hispanics in terms of recalling health related information about avocados.



Q430 - In the past few months, have you read a magazine, newspaper or website article and/or seen a segment on television related to the following health related benefits of eating avocados?

Statements About Avocado Benefits Seen or Heard in Past Few Months

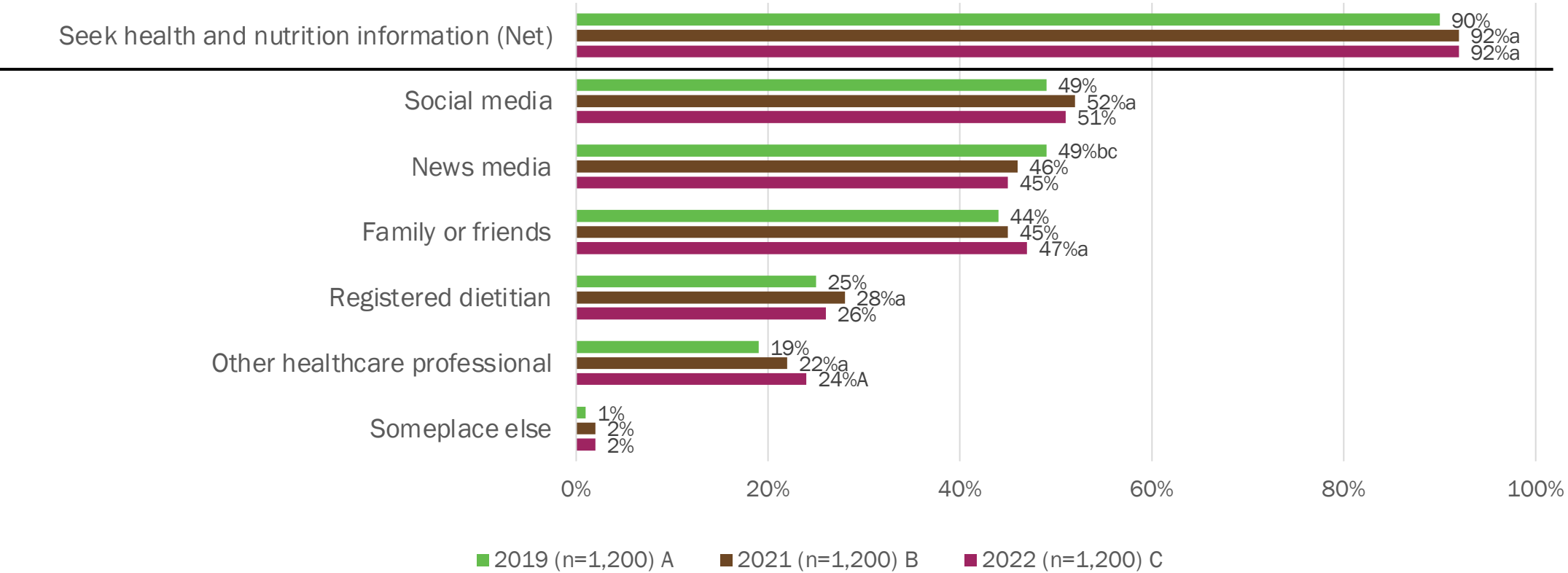
There are differences in statements recalled by acculturation level, with scores generally skewing lower for the high acculturation group and highest for the low acculturation group.

	High (n=158) % A	Medium (n=638) % B	Low (n=404) % C
Any of the following:	61	81A	84Ab
Avocados help maintain heart health and/or help manage high cholesterol	37	46a	53AB
Avocados provide a healthy mealtime or snack option with documented nutritional benefits	34	40a	53AB
Avocados have many uses	32	45A	51Ab
Avocados help lose weight	29	31	34
Avocados provide good nutrition during pregnancy, while trying to get pregnant or for newborns up to 24 months old	23	24	32AB
Avocados help boost immunity	22	35A	34A
Avocados help manage Diabetes, Pre-Diabetes or Gestational Diabetes	20	28A	26a
Avocados are sustainably grown and processed	16	26A	27A

Where Health and Nutrition Information is Typically Found

(Total Hispanic Sample)

Social media, family and friends, and the news media remain the top sources of health and nutrition information.



Where Health and Nutrition Information is Typically Found

The source of nutritional information varies by acculturation level.

	High (n=158) % A	Medium (n=638) % B	Low (n=404) % C
Seek health and nutrition information (Net)	84	92A	95AB
Family or friends	41	46	51Ab
News media	39	48A	44
Social media	36	50A	60AB
Other healthcare professional	30C	27C	17
Registered dietitian	13	27A	30A
Someplace else	4	2	2

Amount Of Time Spent Accessing Social Networks On A Weekly Basis

There are some, but not major differences, in the amount of time spent on social media across the acculturation levels.

	Total Sample (n=1,200) %	High (n=158) % A	Medium (n=638) % B	Low (n=404) % C
Use Social Networks (Net)	98	92	98A	99A
Less than 30 minutes	8	12Bc	7	7
31-60 minutes	13	11	13	15a
1-2 hours	14	13	16c	12
2-3 hours	14	13	14	13
3-4 hours	12	10	12	12
More than 4 hours	38	33	37	40a

Social Media Network Use Most

Facebook is most commonly used across all acculturation levels. There are large differences in the use of Instagram, YouTube and TikTok.

	Total Sample (n=1,200) %	High (n=158) % A	Medium (n=638) % B	Low (n=404) % C
Facebook	37	34	36	39
Instagram	22	14	21A	25Ab
YouTube	19	23C	21C	14
TikTok	13	10	11	17AB
Twitter	5	8C	6C	2
Pinterest	1	1	2	1
LinkedIn	<1	-	1	<1
Other	1	2c	1C	<1

Conclusions and Action Steps

Conclusions and Action Steps

Conclusions	Action Step
The U.S. Hispanic population is constantly evolving. While many Hispanics are avid avocado consumers, this is not something HAB can take for granted.	
There is continued opportunity to grow the use of avocados for breakfast, snacks and parties/special events – especially among the low acculturation group.	
Concerns about pesticides have moved back from a major barrier to a moderate barrier to purchasing avocados. While this is good news, it is something the HAB Sustainability Center must watch and be prepared to address.	
Perceptions of avocados helping with managing blood pressure, which had slipped overtime, are now at or above minimally acceptable levels for all acculturation groups. However, there is room for improvement	
Awareness of “Love One Today” is back in line with 2019, losing the improvement seen in 2021. Messaging communicated by LOT is strong. HAB must continue to leverage this asset.	



Thank you!

LoveOneToday.com