

# Avocados Consumer Tracking 2023: Hispanic Acculturation Report

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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, 75% completed it in Spanish.
- The final sample consisted of the following acculturation levels:
  - 8% High (13% in 2022)
  - 53% Medium (53% in 2022)
  - 39% Low (34% in 2022)
- 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 6<sup>th</sup> – 17<sup>th</sup>, 2018

2019: May 8<sup>th</sup> – 22<sup>nd</sup>, 2019

2021: May 26<sup>th</sup> – Jun 9<sup>th</sup>, 2021

2022: March 23<sup>rd</sup> – April 27<sup>th</sup>, 2022

2023: April 4<sup>th</sup> – 25<sup>th</sup>, 2023

## 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 2023

**While most results are similar to 2022, there were some changes:**

As seen in 2022, the high acculturation group is older than we have seen in the past. 86% were U.S. born – tied with 2022 for the highest level we have seen.

Using avocados for breakfast continues to trend up slightly among Hispanics. The medium acculturation group now leads as the most diverse in avocado usage across meal occasions.

Avocados continue to perform well against the important health and nutrition attributes except for helping to reduce cancer risk.

Frequently being too expensive remains the top purchase barrier. Pesticide concerns are back up after seeing a decrease in 2022. This is true across all acculturation levels.

Overall awareness of the “Saborea Uno Hoy” logo is similar to last year. We saw increases among the high and medium acculturation groups and a decrease among the low acculturation group.

# Avocado Purchase and Usage

93% (90% last year) of the Hispanic sample are avocado purchasers – compared to 66% (74% last year) 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 dinner where they are tied, and 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 medium 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 except helps reduce cancer risk.

Top barriers to purchasing avocados are similar to the general sample: frequently too expensive, turning brown too quickly, and not desired ripeness level. Hispanics also have heightened pesticide concerns.

# Communication

**40% (similar to 39% last year) of all respondents claim to have seen “Saborea Uno Hoy” within the past year – much stronger than the 23% (29% last year) seen among the general sample.**

- **Message communication associated with the logo is strongest among the medium and low acculturation groups.**

**The proportion of Hispanics recalling any health related information about avocados is back up after a decline last year.**

**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: 8% (13% last year) of Sample

90% (86% last year) of high acculturation Hispanics purchase avocados, and over half of them are heavy to super heavy purchasers.

Their use of avocados across meal occasions varies from total Hispanics, with higher usage for breakfast and snacking and lower usage for lunch and parties/special events.

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 except helps reduce cancer risk.

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

87% of them seek health and nutrition information.

# Medium Acculturation: 53% (same as last year) of Sample

93% (92% last year) of medium acculturation Hispanics purchase avocados, and over two-thirds of them are heavy to super heavy purchasers.

Their use of avocados across meal occasions is similar to total Hispanics. They continue to 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.

93% of them seek health and nutrition information.

# Low Acculturation: 39% (34% last year) of Sample

93% (89% last year) of low acculturation Hispanics purchase avocados, and two-thirds of them are heavy to super heavy purchasers.

Their use of avocados across meal occasions is similar to total Hispanics, but they do fall short for breakfast, snacks and parties/special events.

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, but less than seen among the medium acculturation group. The two nutrient attributes are the most importance.

- Avocados perform well against the most important attributes for this pillar except reducing cancer risk and managing blood pressure.

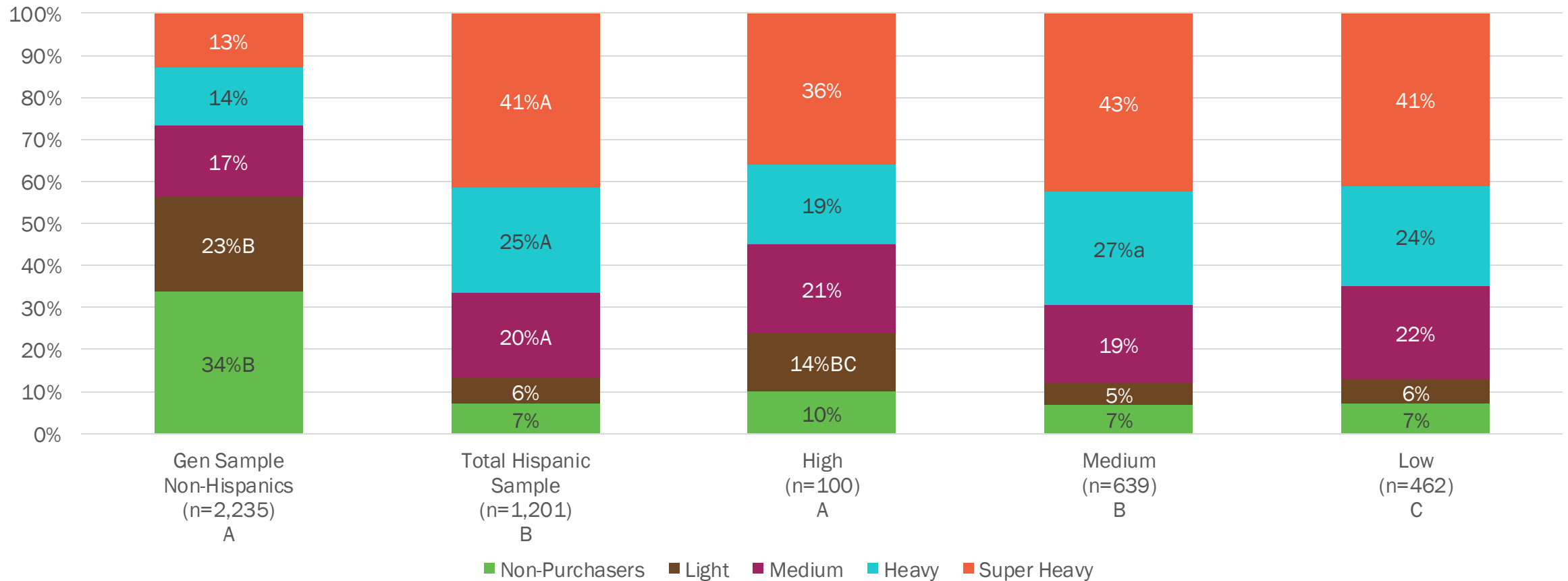
Top barriers to avocado purchases are being too expensive, turning brown too quickly, pesticide concerns, rarely at desired ripeness level, too perishable and inconsistent quality.

94% of them seek health and nutrition information.

# Avocado Purchaser Segments

# Avocado Segment Composition

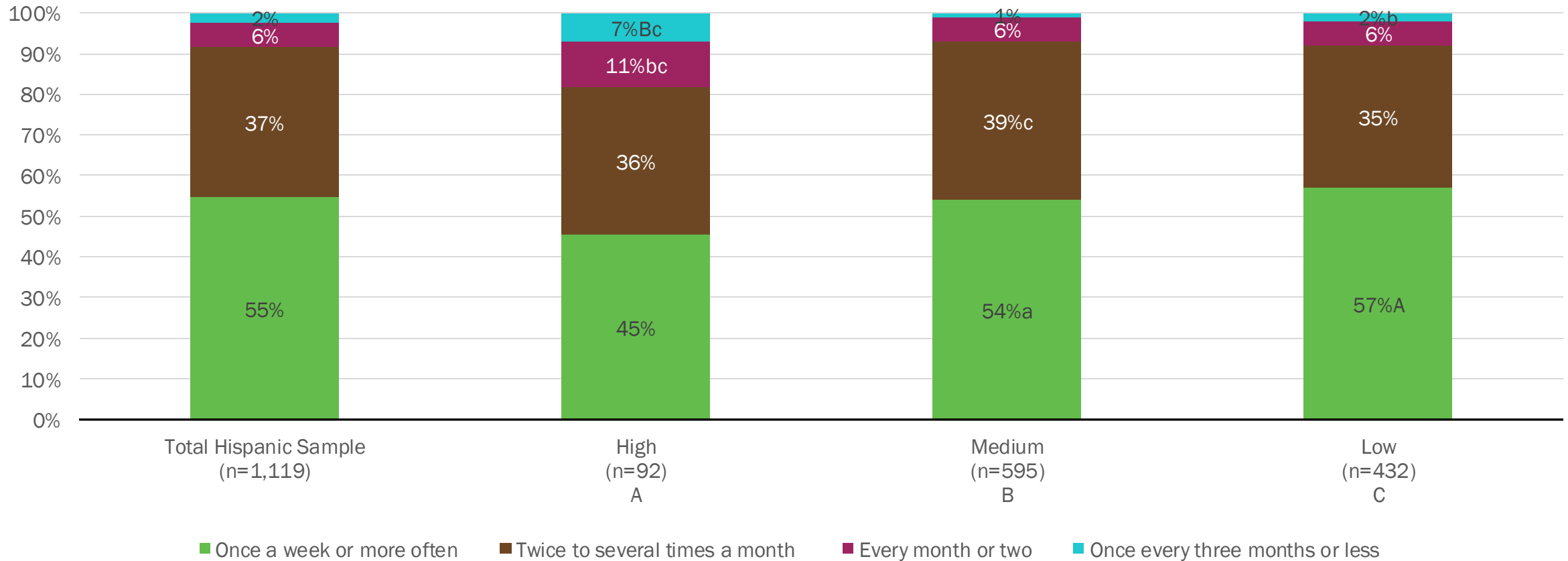
93% (90% last year) of the Hispanic sample are avocado purchasers (compared to 66% (74% last year) of general sample Non-Hispanics). As seen before, total avocado purchases are higher among the medium and low acculturation groups.



Q120 – Over the course of a year, how often do you buy avocados to eat or serve at home?  
 Q130 – On average, how many avocados do you usually buy at one time?

# Frequency Of Buying Avocados To Eat Or Serve At Home

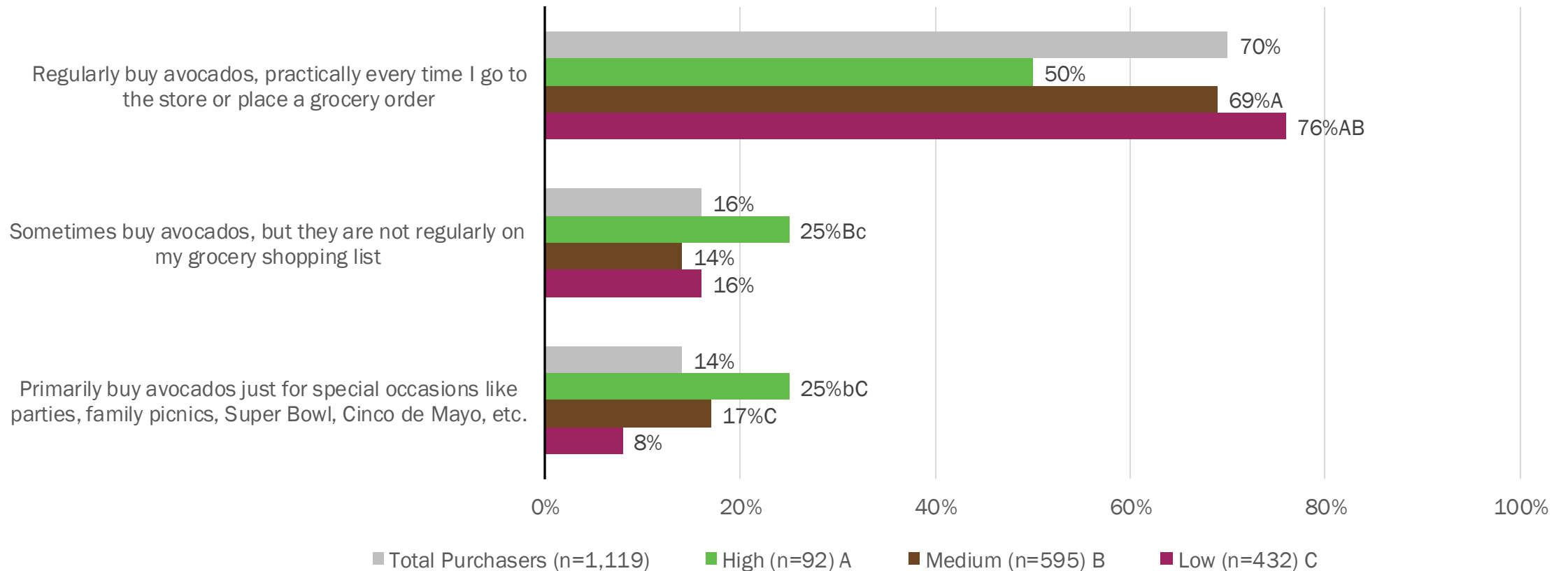
Hispanics are frequent avocado purchasers, and as seen last year, the frequency skews higher among the medium and low acculturation groups





# Avocado Purchase Pattern

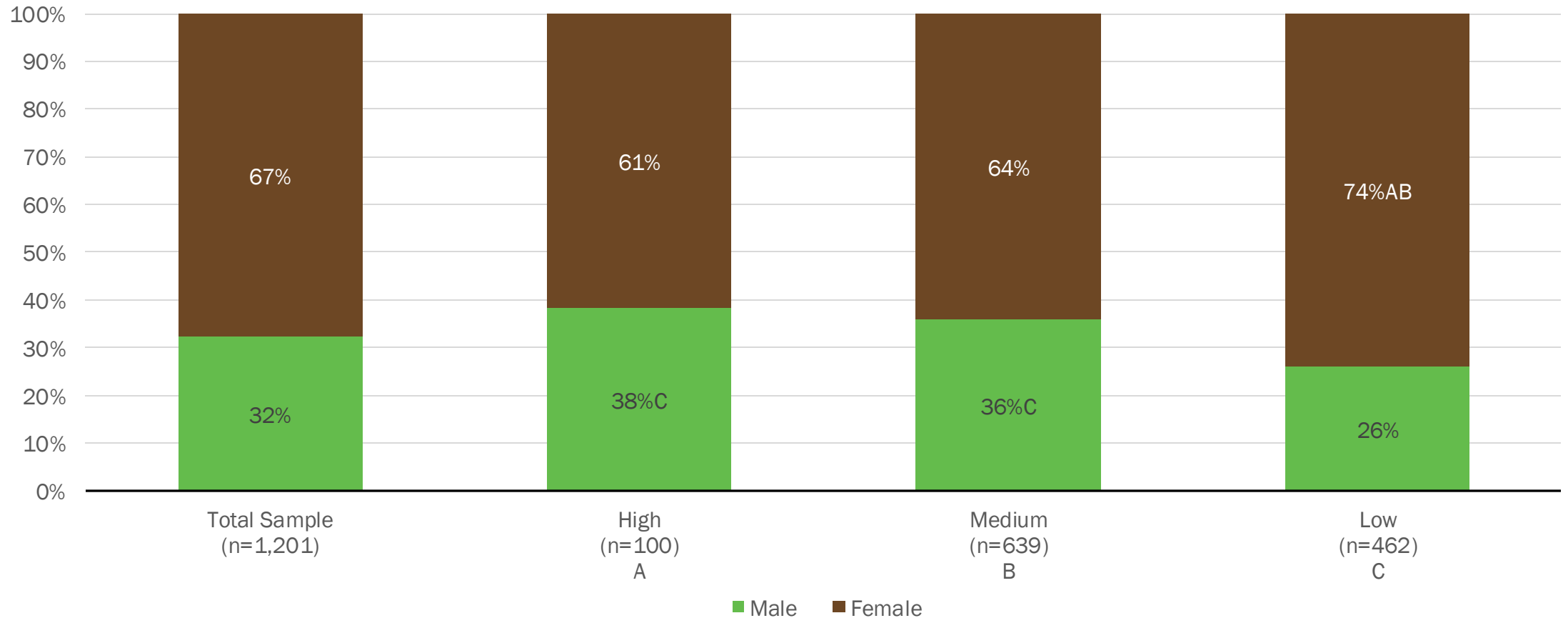
- Hispanics predominately purchase avocados as part of their regular shopping routine. The high acculturation group varies somewhat.



# Profile of Hispanic Acculturation Groups

# Gender

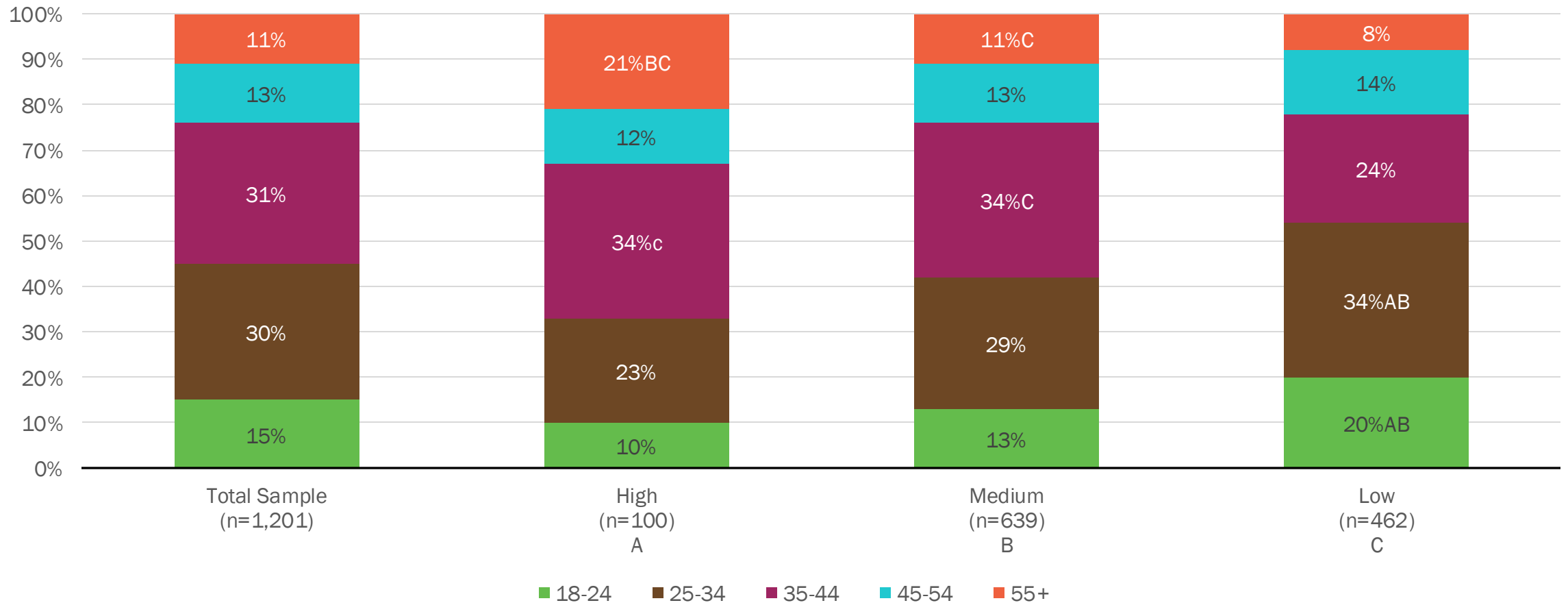
As seen before, The low acculturation group skews more female than seen for the other groups. This appears to reflect different household grocery shopping responsibilities.



# Profile of Hispanic Acculturation Groups

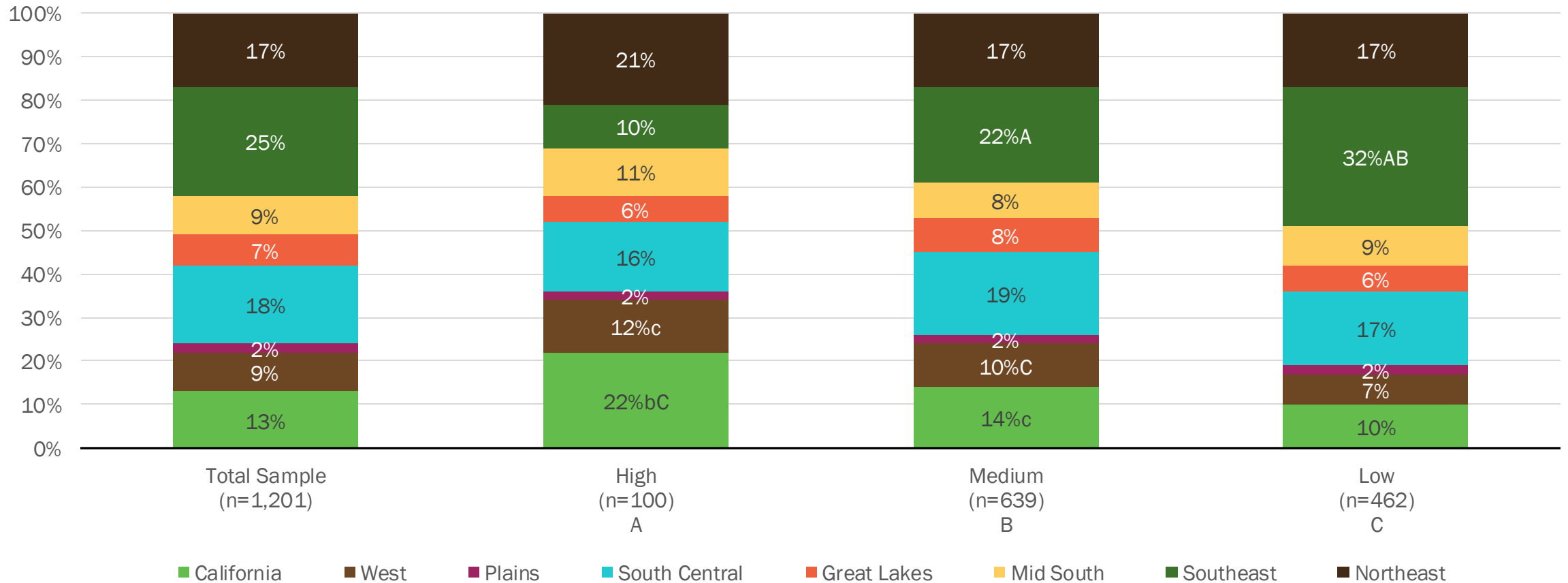
## Age

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



# Region of Residence

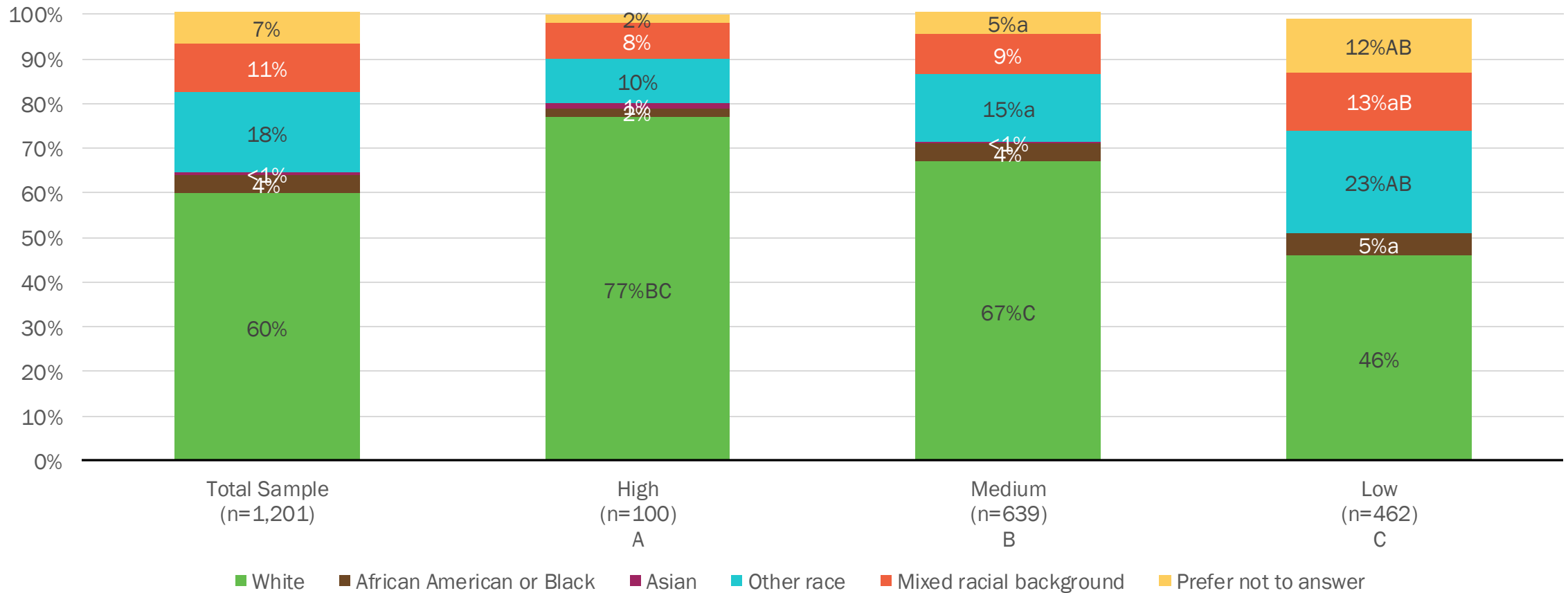
There continues to be some geographic variances, primarily driven by a skew to the Southeast among the low acculturation group.



## Profile of Hispanic Acculturation Groups

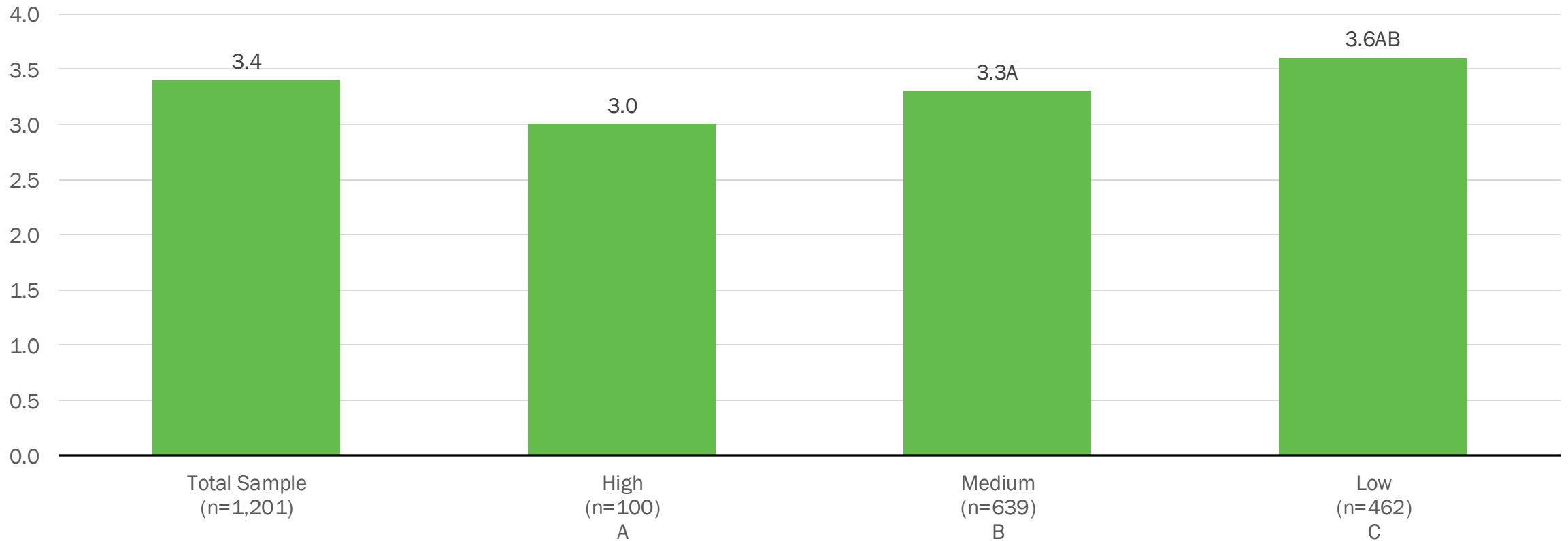
# Race

As seen before, there are some racial differences across groups, but possibly a reflection of hesitancy in answering this question.



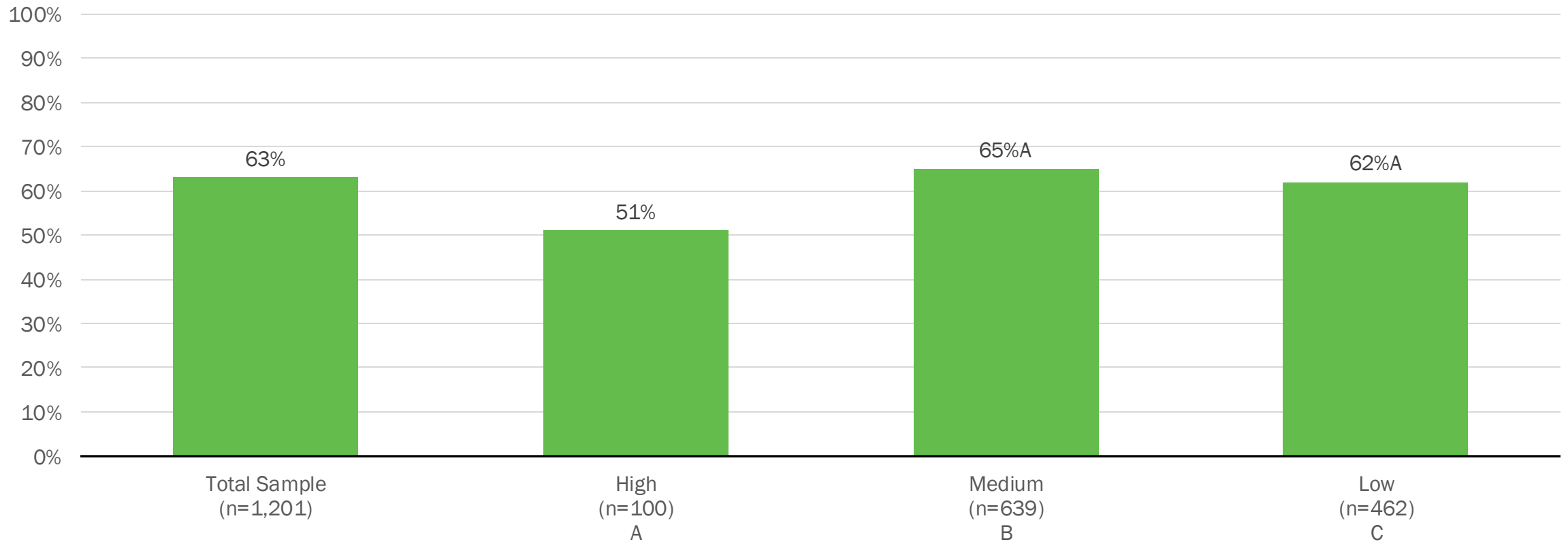
# Average Number of People In Household

The average Hispanic Household is larger than we saw in the general sample (3.4 vs. 2.5) and it increases slightly with less acculturation.



# Children Under 18 Living in Household

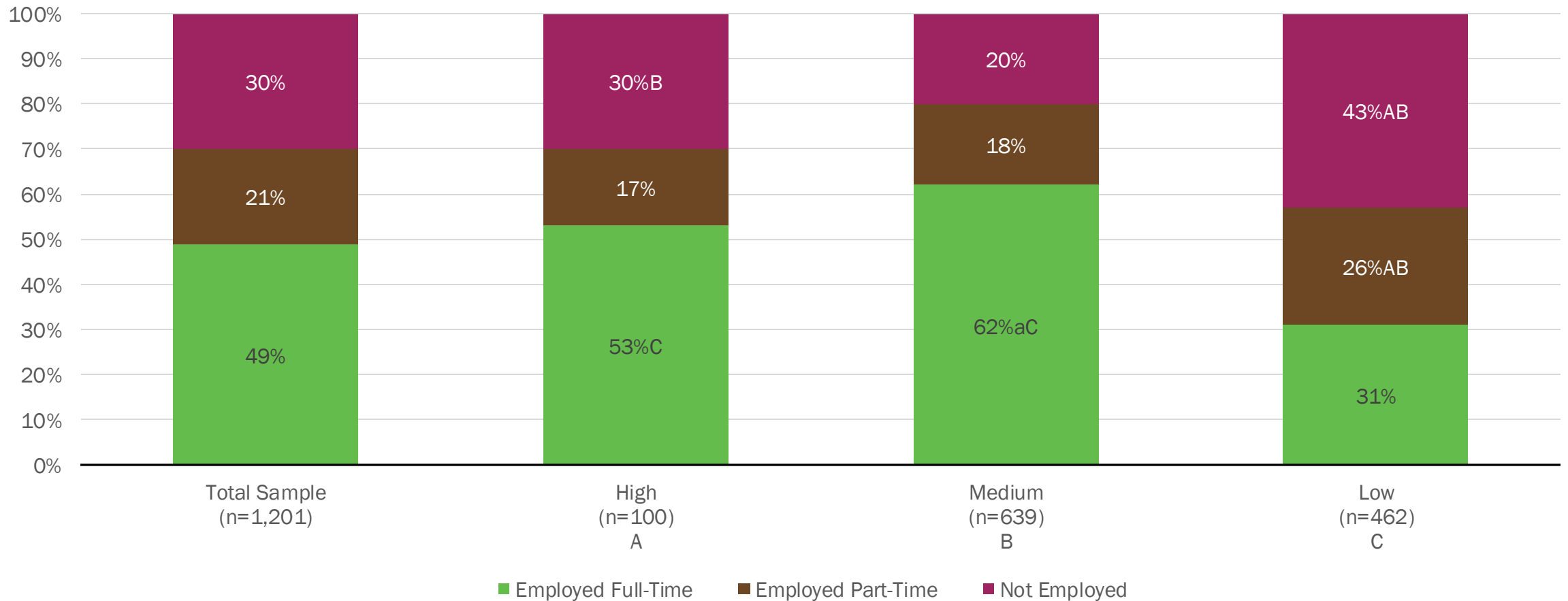
Hispanic households are much more likely than the general sample to have children in their home (63% vs. 31%).





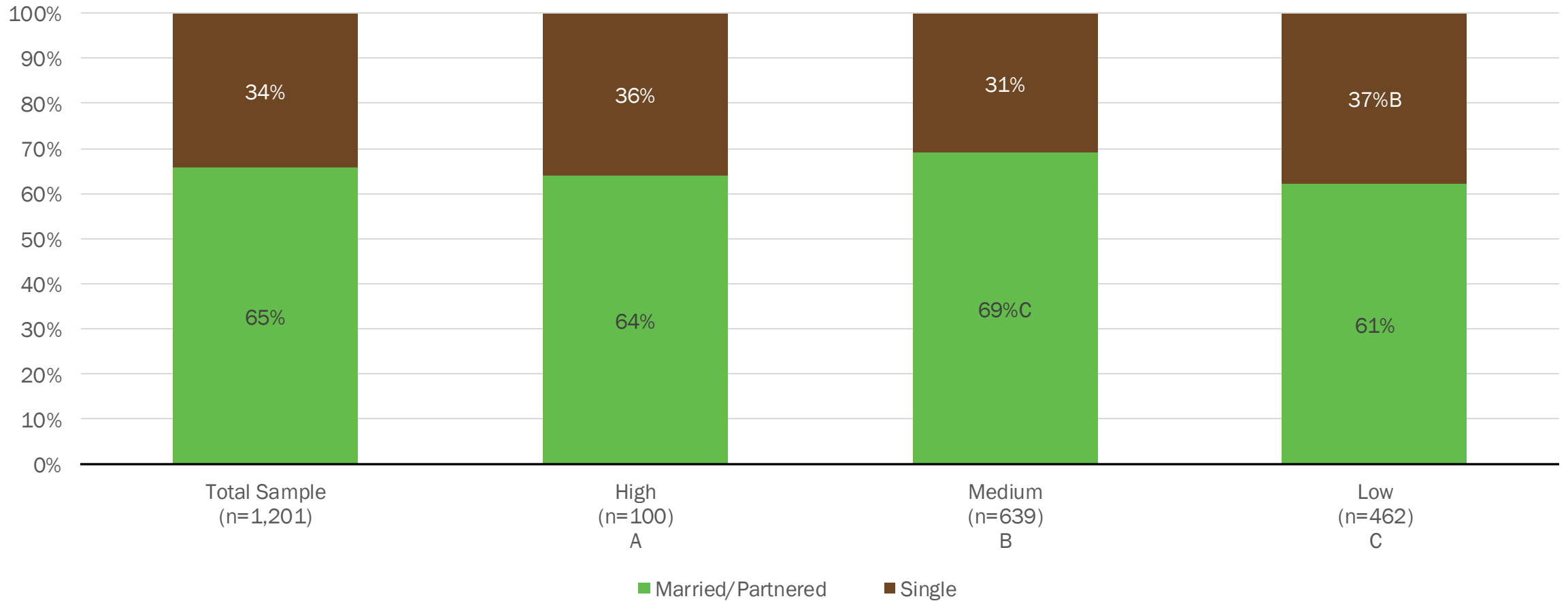
# Employment Status

The Hispanic sample is much more likely than the general sample to be employed (70% vs. 51%), but employment skews lower among the low acculturation group.



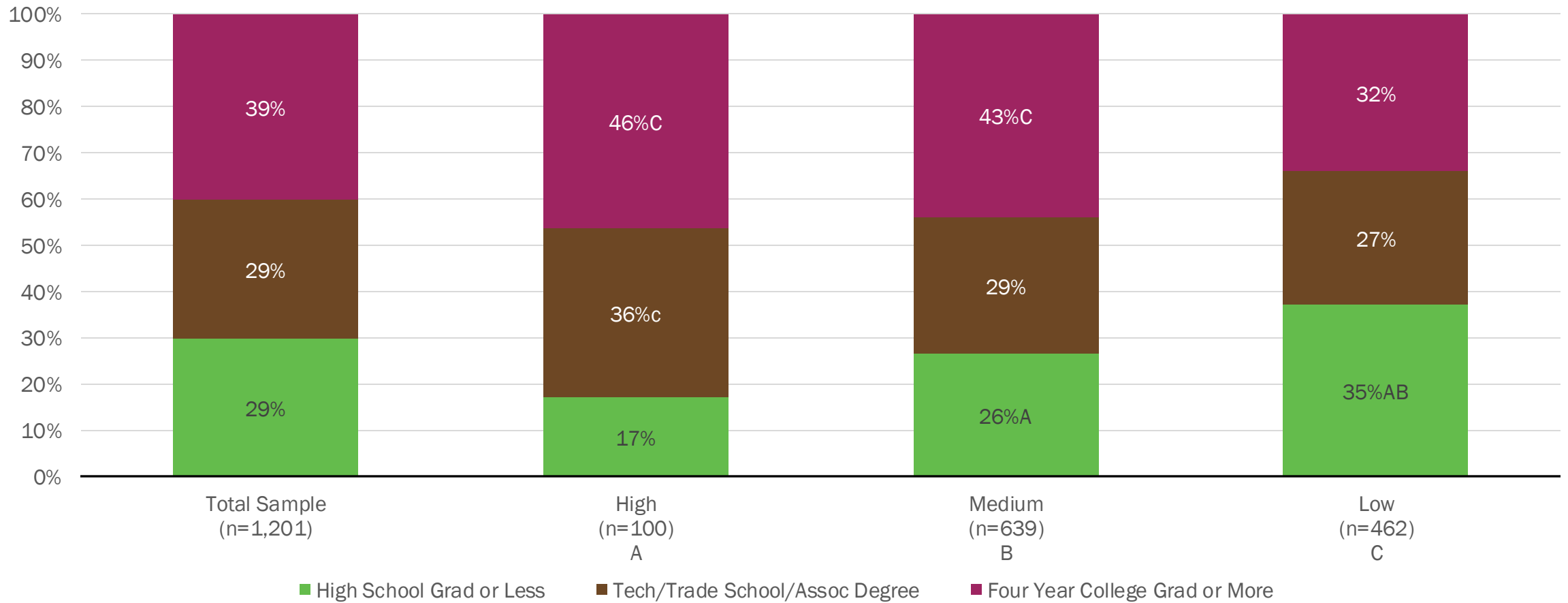
# Marital Status

The Hispanic sample is ahead of the general sample in terms of being married/partnered (65% vs. 54%).



# Education Level

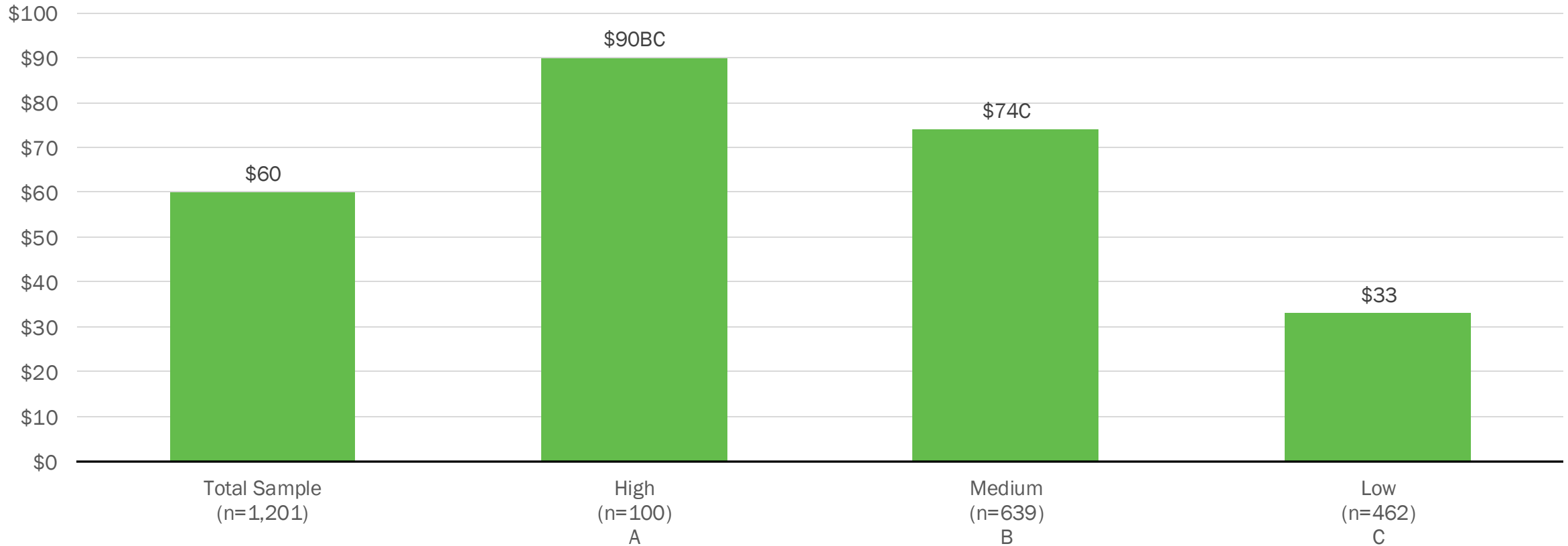
Educational levels skew lower among the lower acculturation groups.



# Total Average Annual Household Income

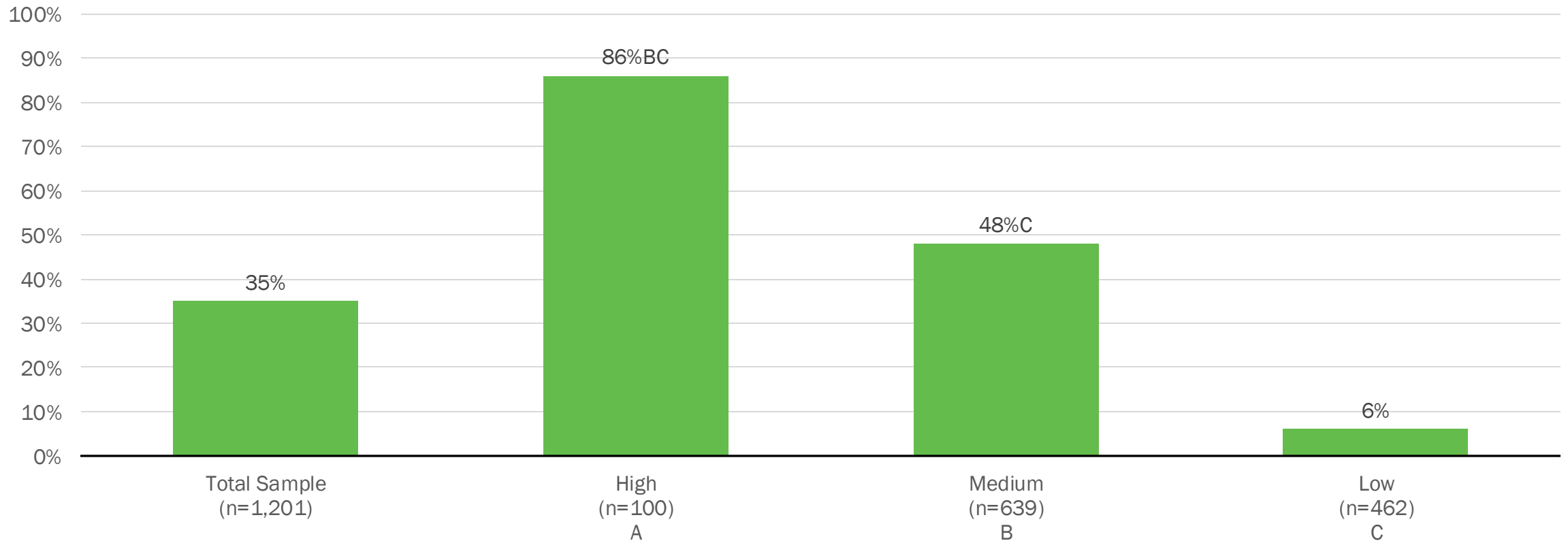
(in 000's)

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



# Born In The U.S.

The lower the acculturation level, the lower likelihood of being born in the U.S.



# Family Heritage or Background

Family heritage differs by acculturation level. Most notably, the low acculturation group is less likely to be from Mexico or Spaniard.

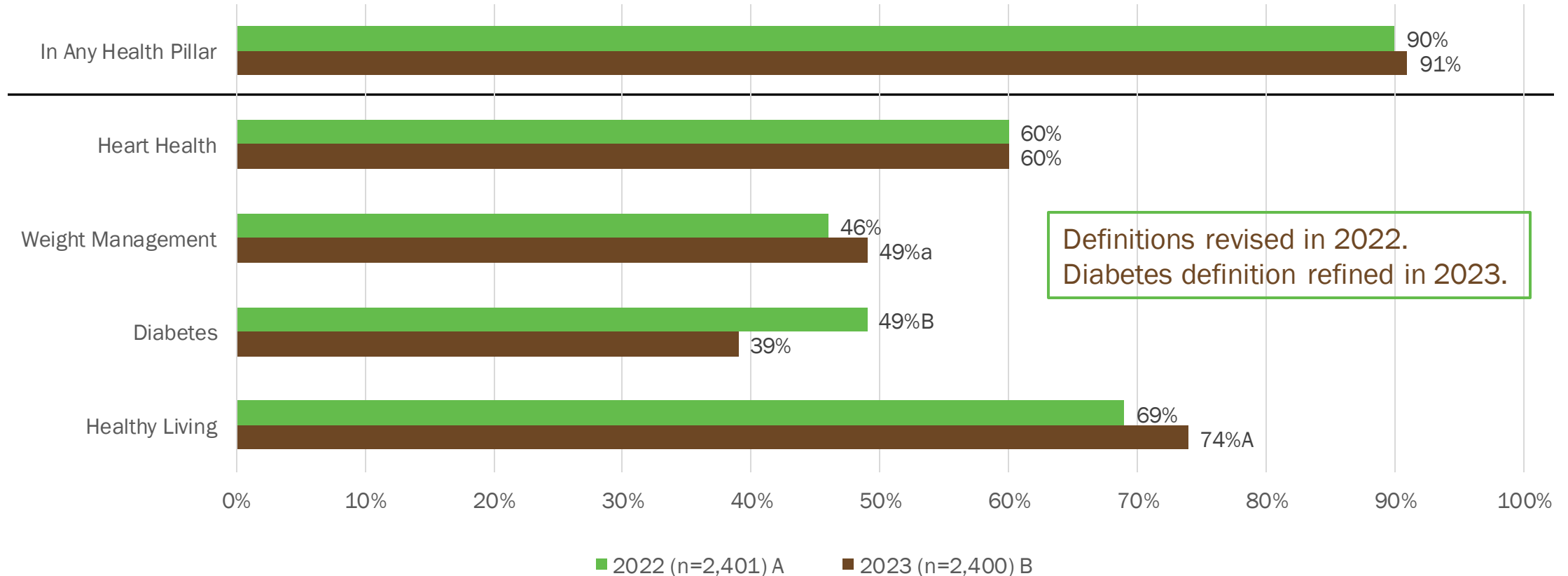
	Total Sample (n=1,201) %	High (n=100) % A	Medium (n=639) % B	Low (n=462) % C
Mexican	34	40C	40C	24
Cuban	11	6	9	16AB
Spaniard	11	27BC	14C	2
Puerto Rican	8	13c	9c	6
Venezuela	8	1	6A	11AB
Colombian	6	1	4A	10AB
Dominican	4	-	4	5
Honduran	3	-	2	6B
Salvadoran	3	2	3	4b
Guatemalan	2	2	1	3B
Some other Hispanic culture or origin	8	6	6	10aB
Don't know/Not sure	<1	-	<1	1

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

# Health And Wellness Pillars

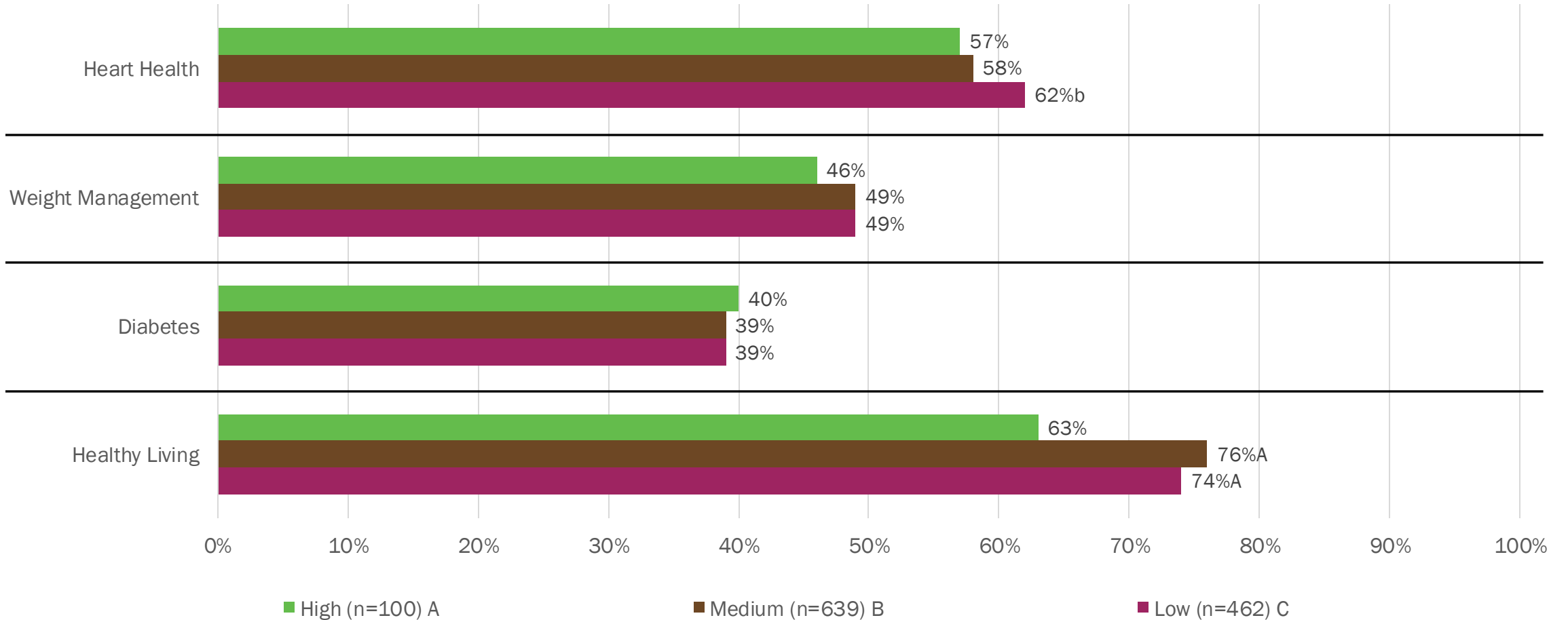
## (Total Sample)

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. The main exception is diabetes.





# Health And Wellness Pillar Crossover

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

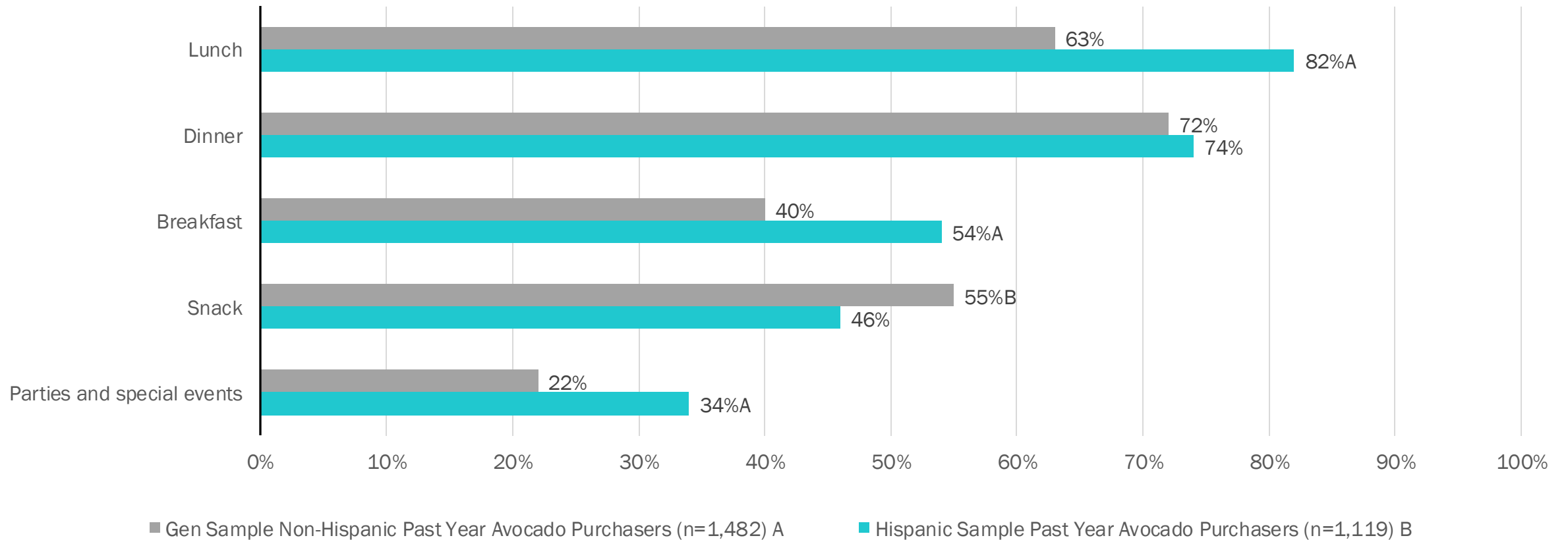
	Heart Health (n=715) % A	Weight Management (n=588) % B	Diabetes (n=472) % C	Healthy Living (n=892) % D
Heart Health	100	64	71BD	64
Weight Management	52	100	55a	62AC
Diabetes	47bD	44d	100	42
Healthy Living	80	94AC	79	100

# Avocado Usage

# Meal Occasions Household Typically Use Avocados

## (Past Year Avocado Purchasers)

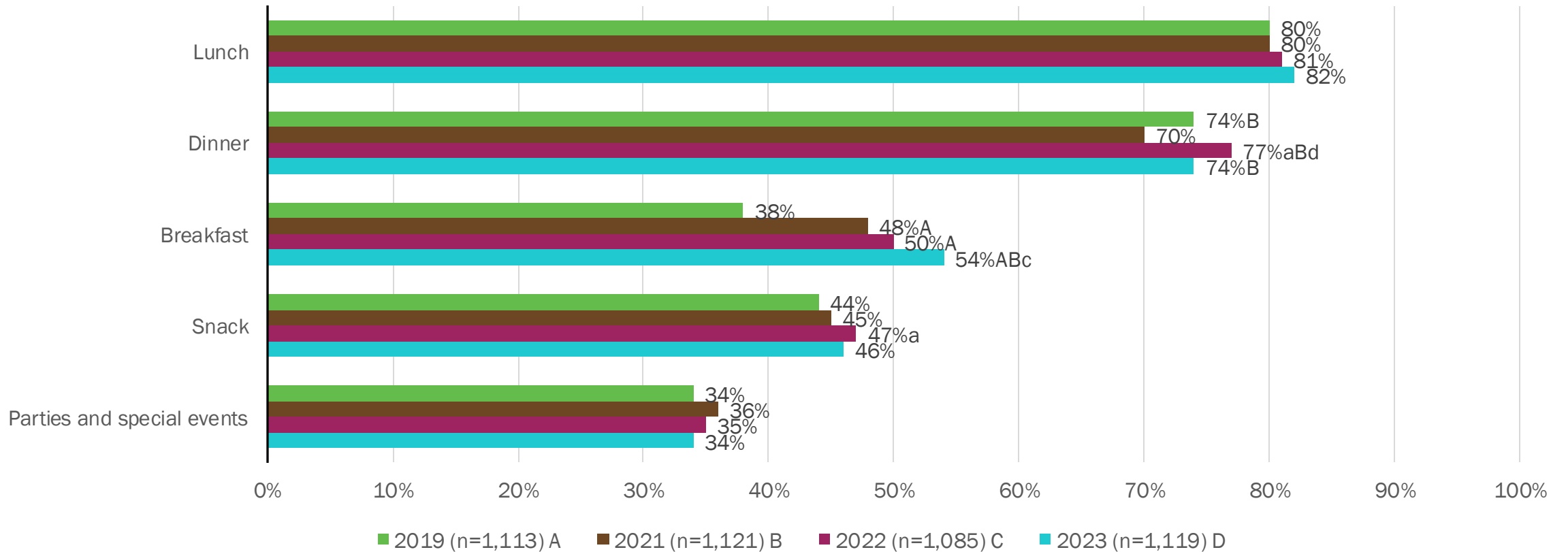
As seen before, avocado usage occasions general skew higher than seen for general sample non-Hispanics, except for as a snack, where it is still lower among Hispanics (we also saw this in 2021 and 2022).



# Meal Occasions Household Typically Use Avocados

(Total Hispanic Sample Past Year Avocado Purchasers)

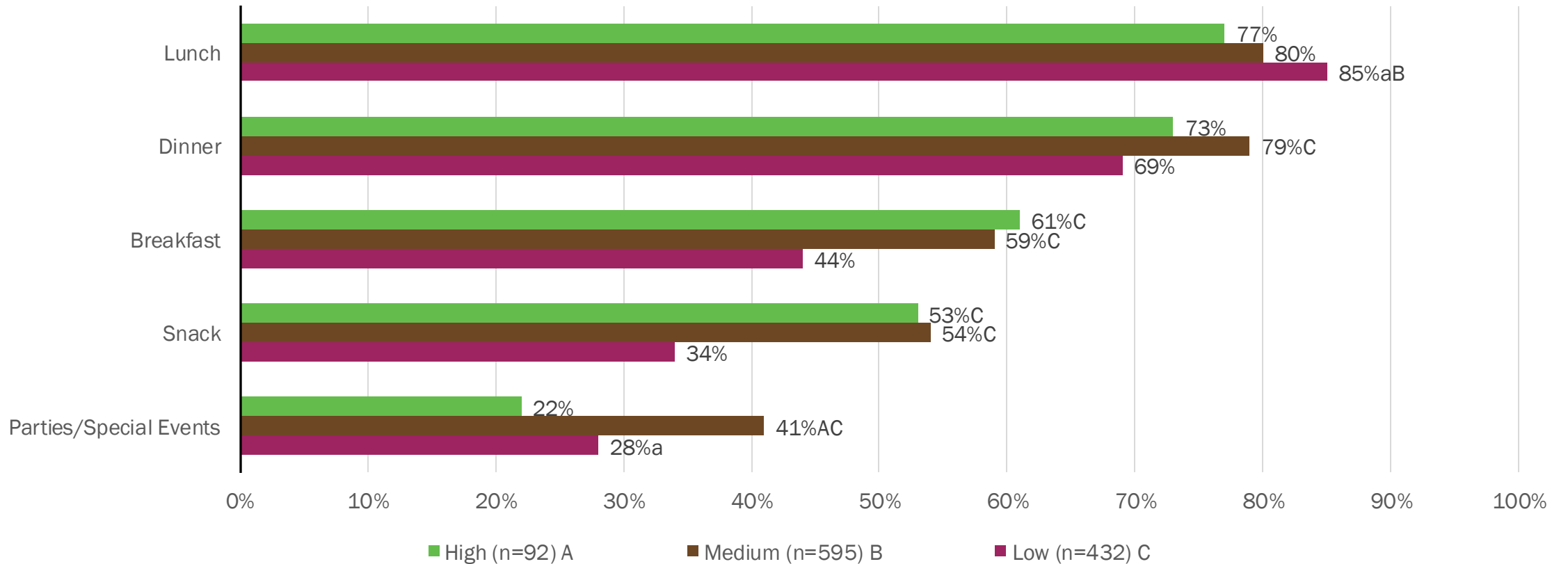
Meal occasions for using avocados are mostly the same as last year. Breakfast saw a slight increase.



# Meal Occasions Household Typically Use Avocados

(Past Year Avocado Purchasers)

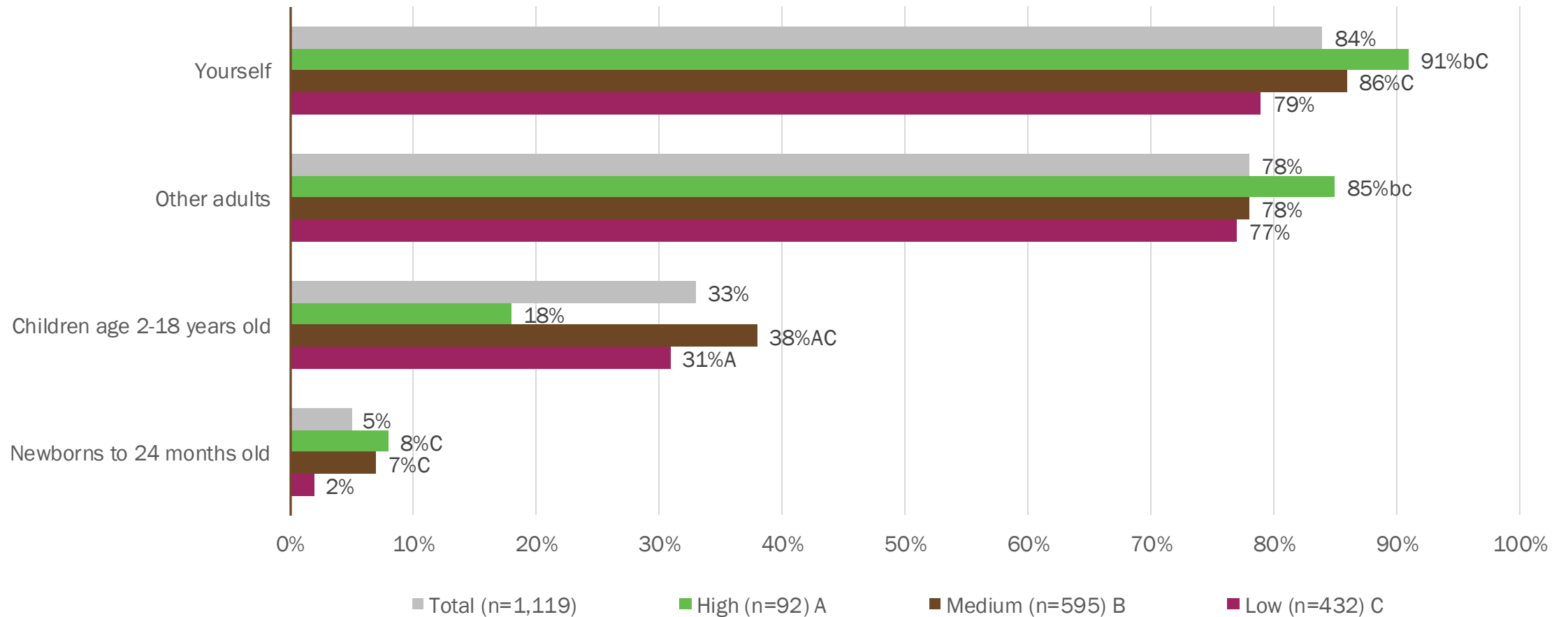
There are many differences across acculturation levels in terms of when avocados are used. The higher the acculturation, the more likely Hispanics are to use avocados as a snack. We had also seen this for parties/special events, but the high acculturation group is lowest this year.



# Household Members Consuming Avocados

## (Past Year Avocado Purchasers)

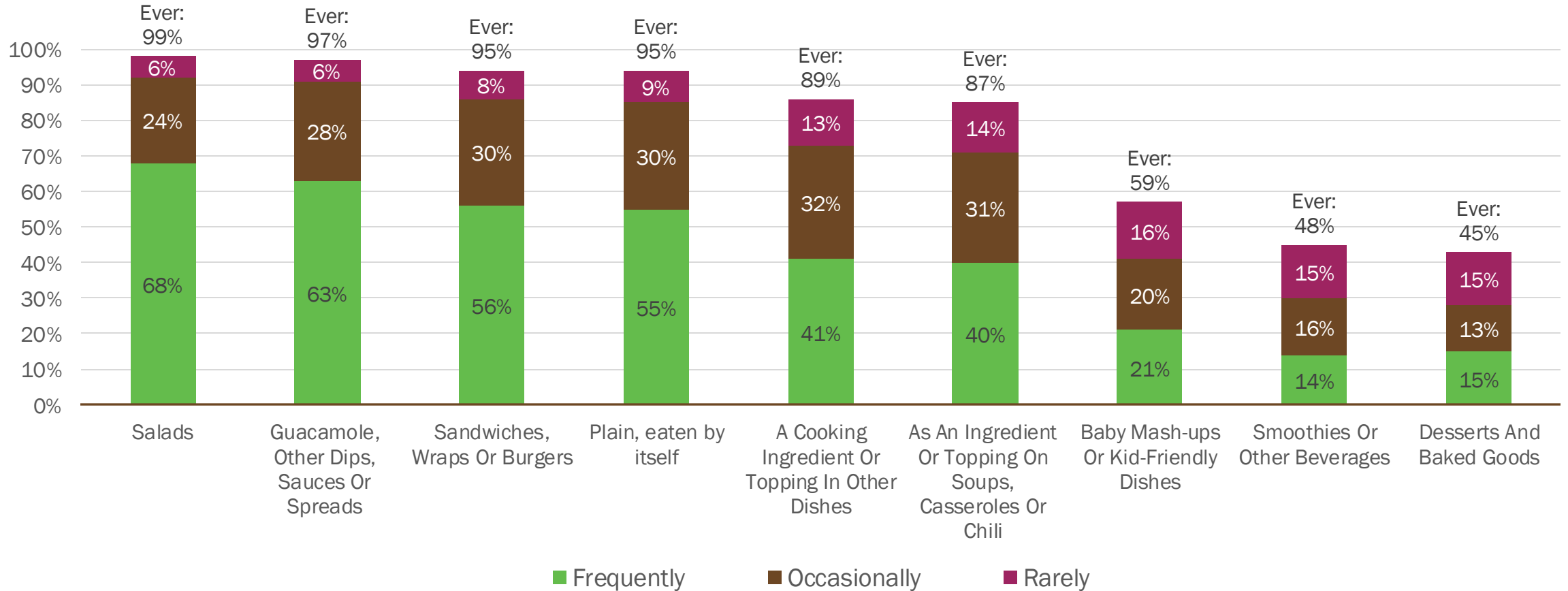
Household members' avocado consumption, which has typically been similar across acculturation levels, differed more last year and this year. Some of this is driven by household composition.



# 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 increases over time in how Hispanics are using avocados.

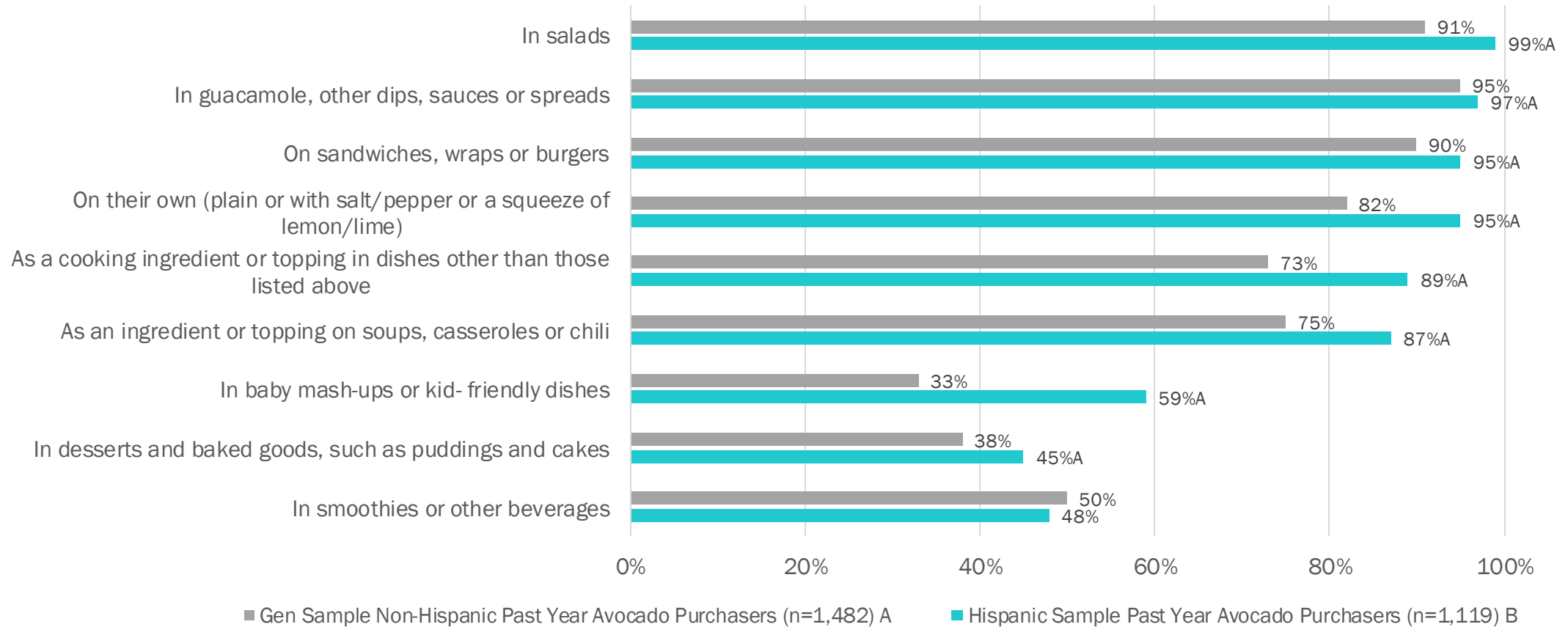
	2019 (n=1,113) % A	2021 (n=1,121) % B	2022 (n=1,085) % C	2023 (n=1,119) % D
In salads	97	99AC	97	99AC
In guacamole, other dips, sauces or spreads	97	96	97b	97b
On sandwiches, wraps or burgers	94	94	95a	95ab
On their own (plain or with salt/pepper or a squeeze of lemon/lime)	92	94aC	91	95AbC
As a cooking ingredient or topping in dishes other than those listed above	86	86	87	89ABc
As an ingredient or topping on soups, casseroles or chili	83	86Ac	84	87Ac
In baby mash-ups or kid- friendly dishes	47	50aC	46	59ABC
In desserts and baked goods, such as puddings and cakes	36	39a	39	45ABC
In smoothies or other beverages	36	39	42Ab	48ABC



# 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.



# 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=92) % A	Medium (n=595) % B	Low (n=432) % C
In salads	97	99	99
On sandwiches, wraps or burgers	97c	97C	92
On their own (plain or with salt/pepper or a squeeze of lemon/lime)	97	96	94
In guacamole, other dips, sauces or spreads	96	99aC	96
As a cooking ingredient or topping in dishes other than those listed above	91C	92C	84
As an ingredient or topping on soups, casseroles or chili	85	90C	83
In smoothies or other beverages	60C	59C	30
In baby mash-ups or kid- friendly dishes	49	66AC	51
In desserts and baked goods, such as puddings and cakes	47C	53C	33

# Ways Frequently Consume Avocados

## (Past Year Avocado Purchasers)

The medium acculturation group also skews higher in terms of the ways they frequently use avocados. The one exception is salads, which is highest among the low acculturation group.

	High (n=92) % A	Medium (n=595) % B	Low (n=432) % C
In guacamole, other dips, sauces or spreads	71bc	62	61
On their own (plain or with salt/pepper or a squeeze of lemon/lime)	54	55	56
On sandwiches, wraps or burgers	52	59c	53
In salads	51	67A	73AB
As a cooking ingredient or topping in dishes other than those listed above	36	45aC	38
As an ingredient or topping on soups, casseroles or chili	33	45AC	36
In smoothies or other beverages	23C	18C	6
In desserts and baked goods, such as puddings and cakes	20C	20C	6
In baby mash-ups or kid- friendly dishes	16	28AC	12

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 continue to be being healthy, liking the taste, good fats, the family loves them, liking the texture and helping to provide nutritious meals.

	2019 (n=1,200) %	2021 (n=1,200) %	2022 (n=1,200) %	2023 (n=1,201) %
	A	B	C	D
I believe avocados are healthy	90	91cd	90	90
I like the taste of avocados	89	91aCD	88	87
I know that avocados contain "good" fats	86	86	86	84
My family loves avocados	85	86cd	84	84
I like the texture of avocados	84	84	83	82
Avocados help me provide my family with nutritious meals	80	84Ad	82a	81
Avocados are a staple in my household	74	75	73	75
I feel that avocados are a good value for the money	66	64	64	66
Avocados give me a nice break from everyday foods	65	66	65	66
I have many recipes and ways to use avocados	64	68A	68A	68A
Avocados bring out my creativity in the kitchen	62	60	60	64bc
I can substitute avocados for other foods/ ingredients	59	61c	57	60c
Avocados are good for my baby or toddler to eat	47	47	47	53ABC
Avocados are my favorite food (added 2021)	NA	65cd	63	63
My doctor or another health professional recommended I eat avocados (added 2021)	NA	51	49	53C

Q180 – Below is a list of reasons why you personally [PIPE IF NEVER BOUGHT AVOCADOS (Q100/1=0)] might buy avocados for use in the home [PIPE IF BOUGHT AVOCADOS (Q100/1=1)] might buy avocados more often for use in the home. Please tell us how well each of these describe you on a scale from 1 to 5 where a “1” is “Does Not Describe Me at All” and a “5” is “Describes Me Very Well”.

# 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=100) % A	Medium (n=639) % B	Low (n=462) % C
I believe avocados are healthy	87	90	90
I like the taste of avocados	79	88A	88A
I know that avocados contain "good" fats	77	86A	84a
My family loves avocados	74	86A	84A
I like the texture of avocados	72	84A	83A
Avocados help me provide my family with nutritious meals	69	82A	82A
Avocados give me a nice break from everyday foods	68	69C	61
Avocados are a staple in my household	67	78AC	72
I feel that avocados are a good value for the money	63c	74AC	55
I have many recipes and ways to use avocados	56	75AC	61
Avocados bring out my creativity in the kitchen	56	71AC	55
Avocados are my favorite food	54	68AC	57
My doctor or another health professional recommended I eat avocados	52	57C	47
I can substitute avocados for other foods/ingredients	51	65AC	55
Avocados are good for my baby or toddler to eat	39	57AC	51A

Q180 – Below is a list of reasons why you personally [PIPE IF NEVER BOUGHT AVOCADOS (Q100/1=0)] might buy avocados for use in the home [PIPE IF BOUGHT AVOCADOS (Q100/1=1)] might buy avocados more often for use in the home. Please tell us how well each of these describe you on a scale from 1 to 5 where a “1” is “Does Not Describe Me at All” and a “5” is “Describes Me Very Well”.

# 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.

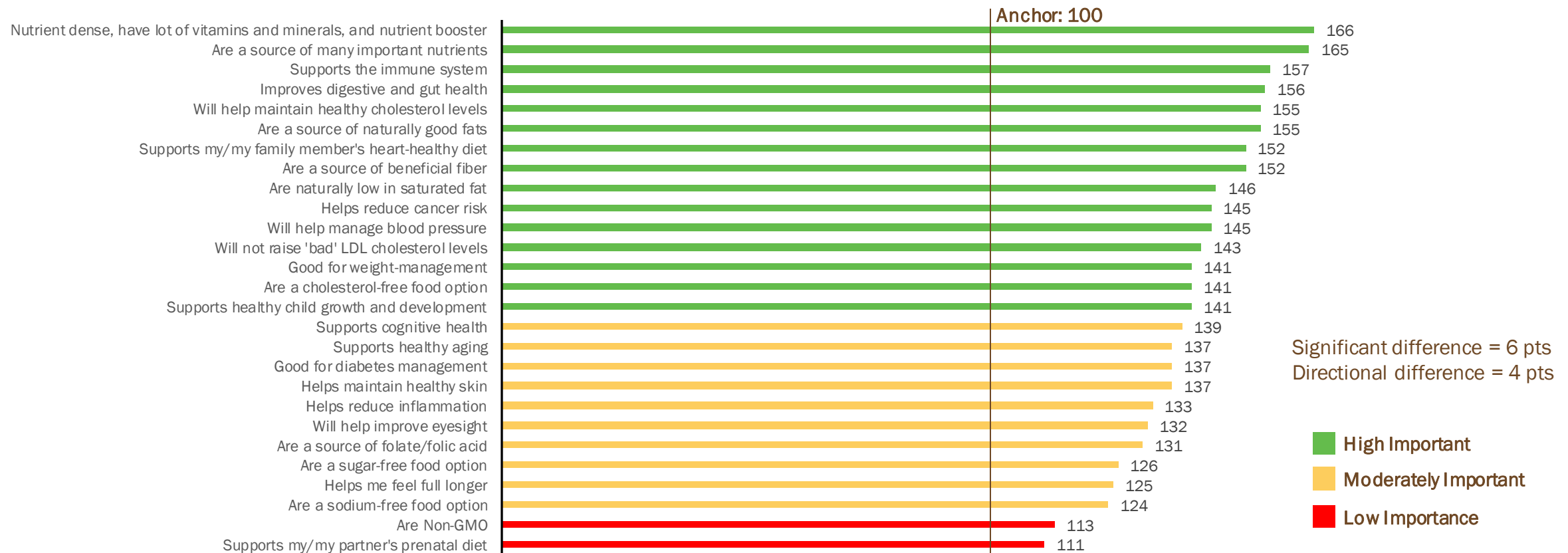
While MaxDiff addresses the issue of relative importance, it fails to tell you if anything is actually important. To address this, a second exercise, called “anchoring” is incorporated. It determines the score at which variables are indeed important. Anything well above this anchor is very important, 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 &amp; 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 13 attributes are also very important. Most of the rest are moderately important.





## Avocado Purchase Drivers and Barriers

# Attributes Considered Important When Deciding to Purchase Fresh Fruits & Vegetables

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

	Gen Sample Non-Hispanics (n=2,235) A	Total Hispanic Sample (n=1,201) B
Nutrient dense, have lot of vitamins and minerals, and nutrient booster	159	166A
Are a source of many important nutrients	159	165A
Supports the immune system	150	157A
Improves digestive and gut health	146	156A
Will help maintain healthy cholesterol levels	140	155A
Are a source of naturally good fats	141	155A
Supports my/my family member's heart-healthy diet	137	152A
Are a source of beneficial fiber	139	152A
Are naturally low in saturated fat	128	146A
Helps reduce cancer risk	135	145A
Will help manage blood pressure	133	145A
Will not raise 'bad' LDL cholesterol levels	127	143A
Good for weight-management	124	141A
Are a cholesterol-free food option	122	141A
Supports healthy child growth and development	93	141A
Supports cognitive health	132	139A
Supports healthy aging	133	137a
Good for diabetes management	104	137A
Helps maintain healthy skin	115	137A
Helps reduce inflammation	125	133A
Will help improve eyesight	115	132A
Are a source of folate/folic acid	107	131A
Are a sugar-free food option	101	126A
Helps me feel full longer	106	125A
Are a sodium-free food option	103	124A
Are Non-GMO	92	113A
Supports my/my partner's prenatal diet	68	111A

## Avocado Purchase Drivers and Barriers

# Attributes Considered Important When Deciding to Purchase Fresh Fruits & Vegetables

The importance of most attributes is higher among the medium acculturation group.

Most scores are lower this year compared to 2022 for the low acculturation group.

	High (n=100) A	Medium (n=639) B	Low (n=462) C
Nutrient dense, have lot of vitamins and minerals, and nutrient booster	157	168a	166a
Are a source of many important nutrients	157	168ac	163
Supports the immune system	153	162aC	152
Improves digestive and gut health	150	160aC	153
Will help maintain healthy cholesterol levels	146	157ac	152
Are a source of naturally good fats	144	158A	155a
Supports my/my family member's heart-healthy diet	144	155ac	150
Are a source of beneficial fiber	143	156AC	148
Are naturally low in saturated fat	134	149Ac	144a
Helps reduce cancer risk	138	150aC	140
Will help manage blood pressure	137	150aC	140
Will not raise 'bad' LDL cholesterol levels	133	146ac	140
Good for weight-management	140	144C	136
Are a cholesterol-free food option	128	146AC	137
Supports healthy child growth and development	120	144A	141A
Supports cognitive health	137	145C	131
Supports healthy aging	134	143C	130
Good for diabetes management	128	142aC	132
Helps maintain healthy skin	125	144AC	129
Helps reduce inflammation	130	142aC	122
Will help improve eyesight	119	138AC	125
Are a source of folate/folic acid	119	138AC	124
Are a sugar-free food option	111	133AC	118
Helps me feel full longer	119	133aC	114
Are a sodium-free food option	114	132AC	116
Are Non-GMO	110	121C	101
Supports my/my partner's prenatal diet	96	119AC	103

## Avocado Purchase Drivers and Barriers

# Attributes Considered Important When Deciding to Purchase Fresh Fruits & Vegetables

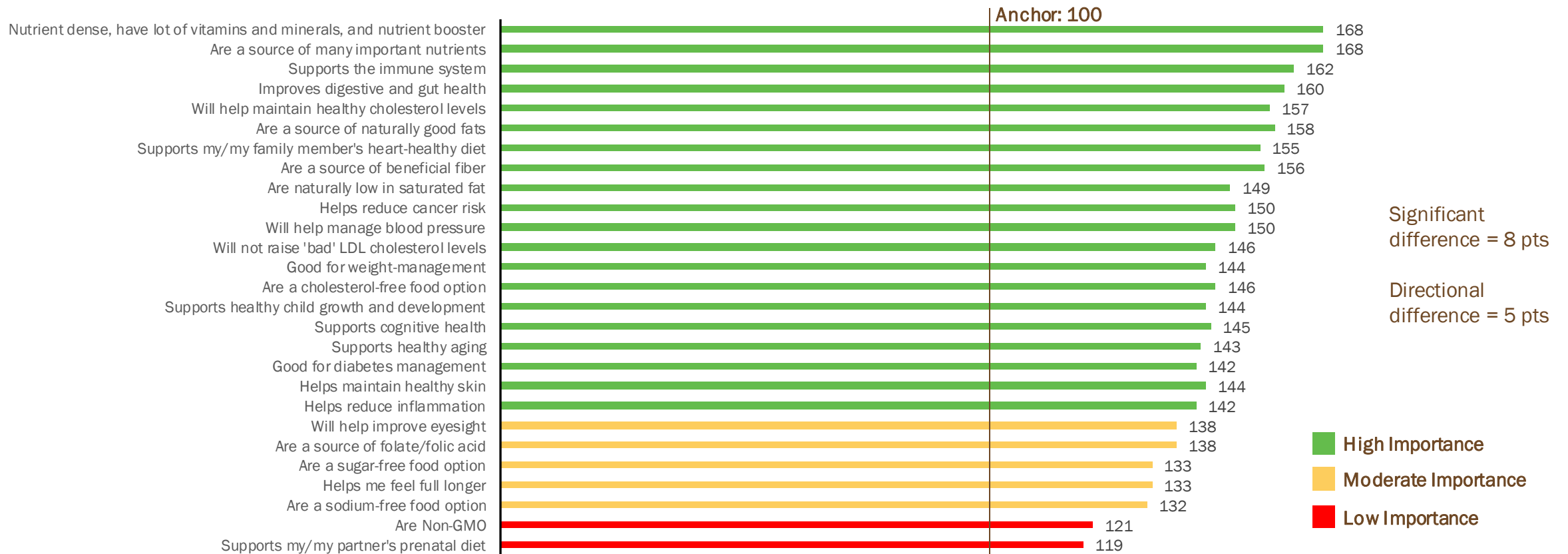
The high acculturation group finds 9 (up from 6 last year) of the attributes of high importance. The top attributes are the same as what we see overall.



## Avocado Purchase Drivers and Barriers

# Attributes Considered Important When Deciding to Purchase Fresh Fruits & Vegetables

The medium acculturation group finds 20 of the attributes to be of high importance (compared to 14 last year and back in line with 2021).



## Avocado Purchase Drivers and Barriers

# Attributes Considered Important When Deciding to Purchase Fresh Fruits & Vegetables

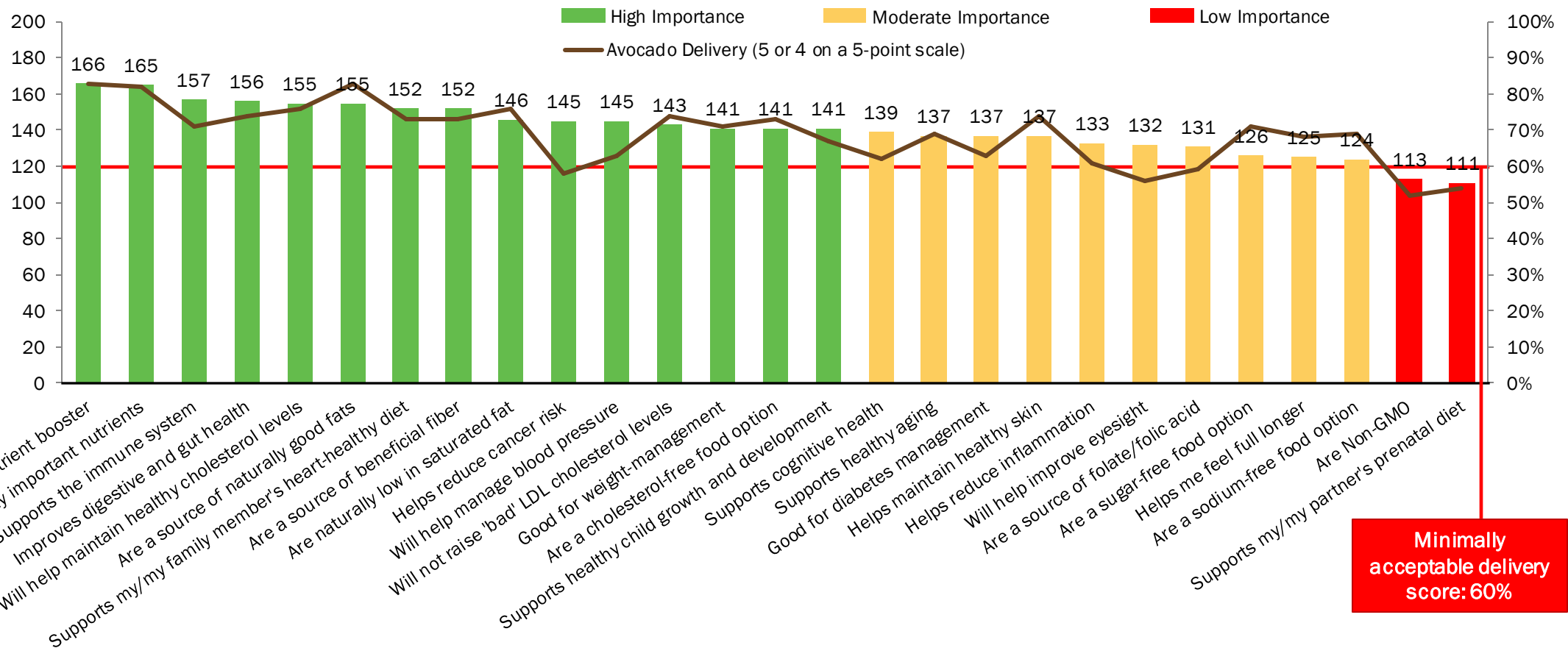
The low acculturation group finds 13 of the attributes to be of high importance (compared to 18 last year).



## 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 excepts helps reduce cancer risk.

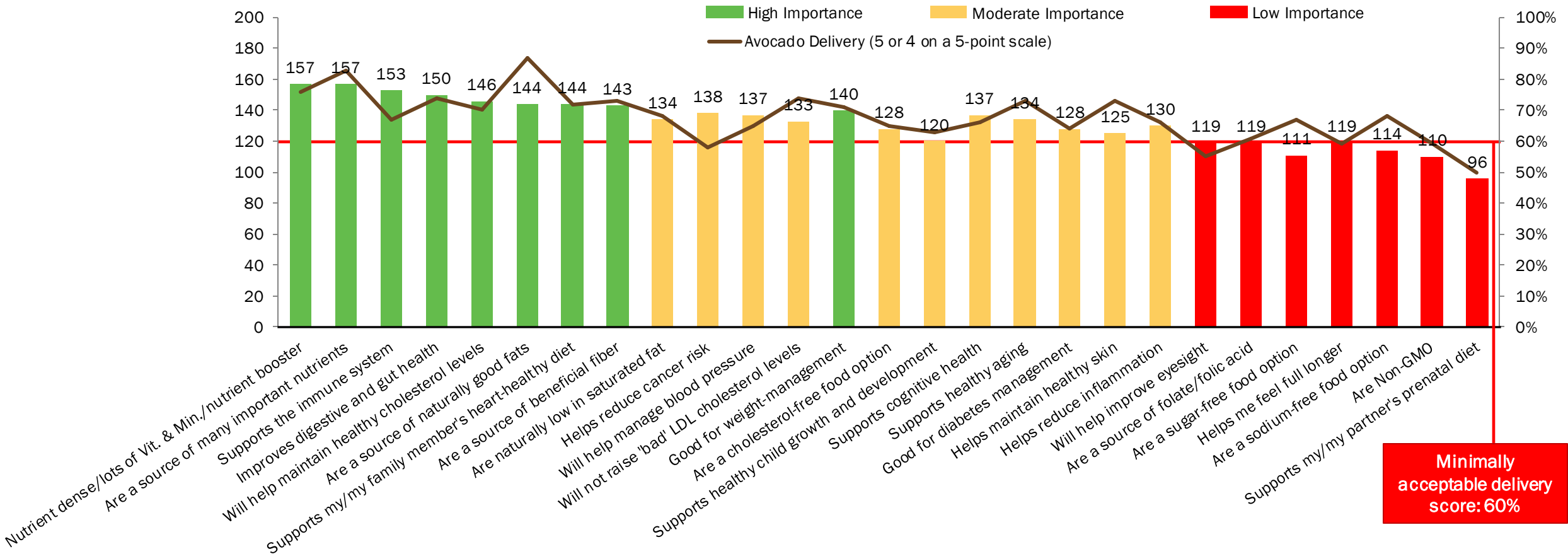


Minimally acceptable delivery score: 60%

## 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.

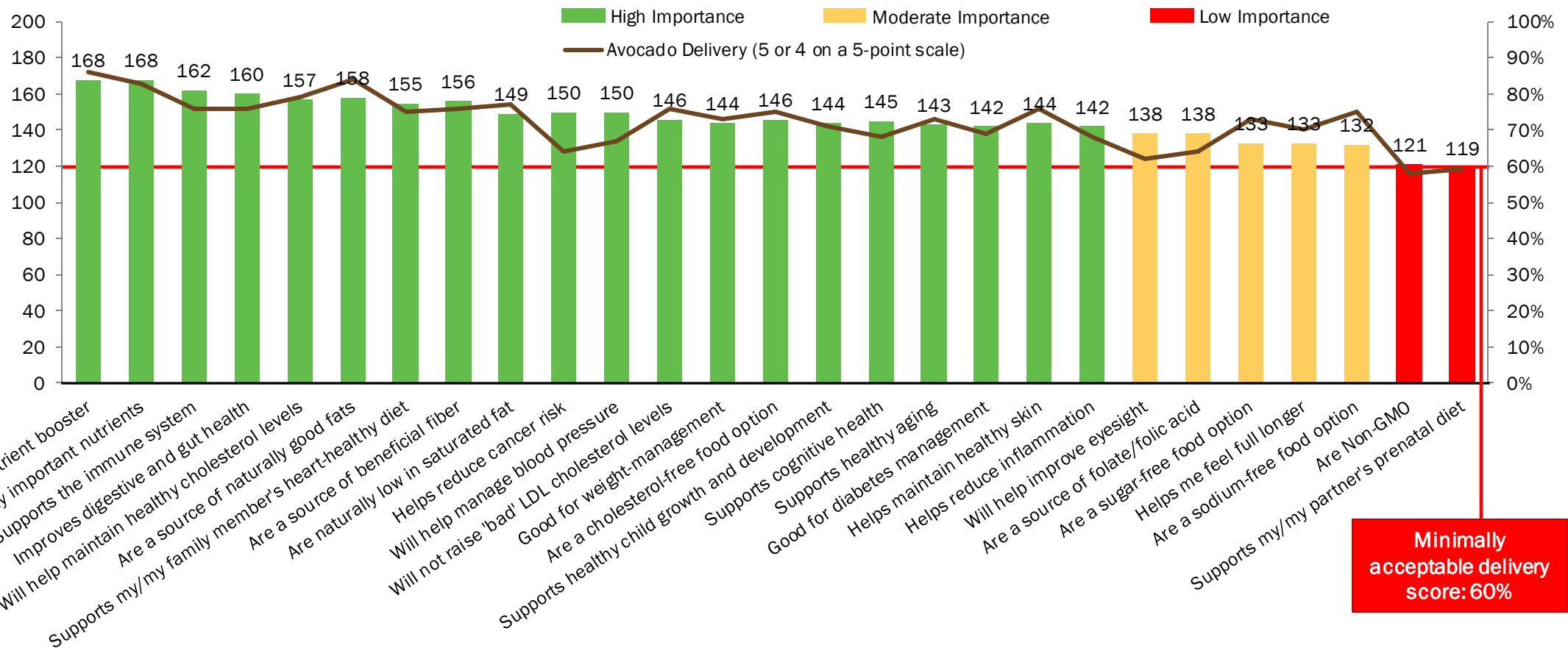


Minimally acceptable delivery score: 60%

## 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.



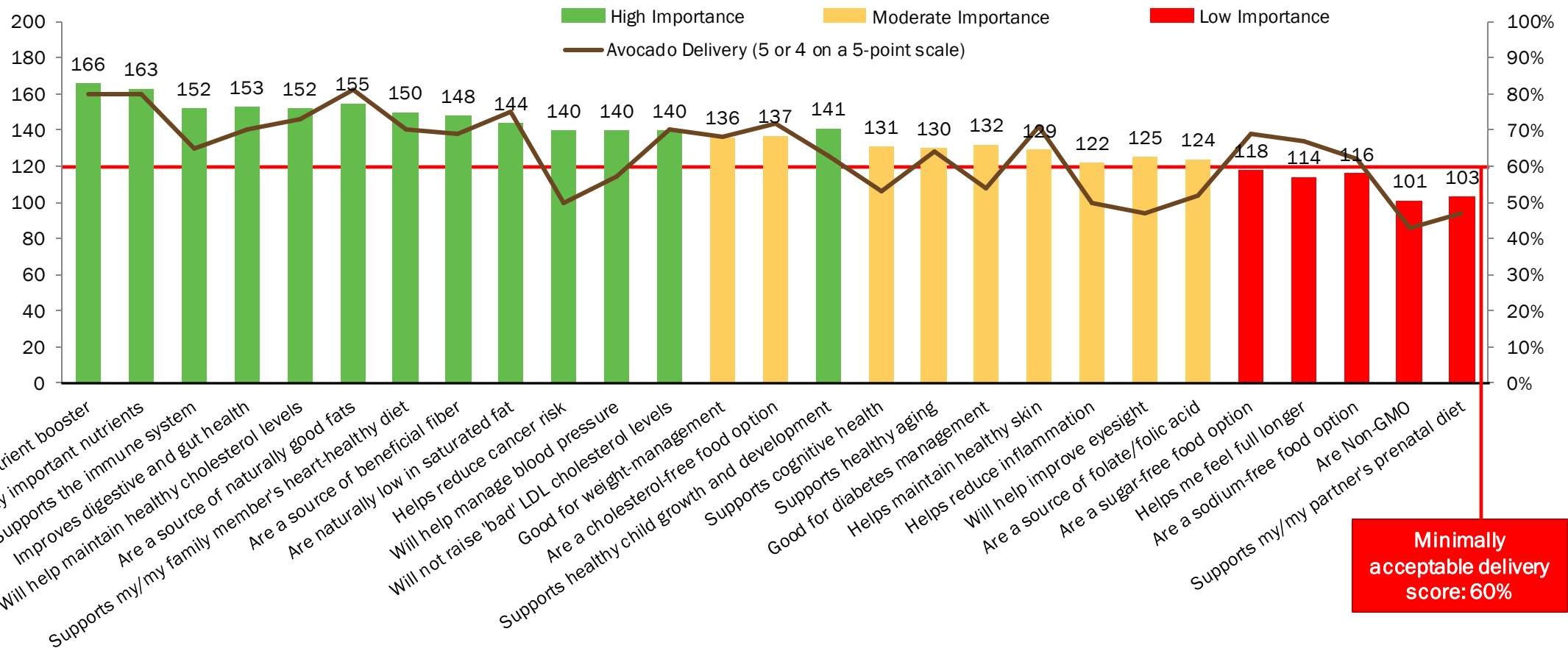
Minimally acceptable delivery score: 60%



## 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 most important attributes for the low acculturation group. They do fall short for reducing cancer risk and helping to manage blood pressure.



Minimally acceptable delivery score: 60%

## Avocado Purchase Drivers and Barriers

# 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 high acculturation group. This differs from last year where second best scores were among the low acculturation group.

	Total Sample (n=1,201) %	High (n=100) % A	Medium (n=639) % B	Low (n=462) % C
Nutrient dense, have lot of vitamins and minerals, and nutrient booster	83	76	86AC	80
Are a source of many important nutrients	82	83	83c	80
Supports the immune system	71	67	76aC	65
Improves digestive and gut health	74	74	76C	70
Will help maintain healthy cholesterol levels	76	70	79aC	73
Are a source of naturally good fats	83	87c	84	81
Supports my/my family member's heart-healthy diet	73	72	75c	70
Are a source of beneficial fiber	73	73	76C	69
Are naturally low in saturated fat	76	68	77a	75a
Helps reduce cancer risk	58	58c	64C	50
Will help manage blood pressure	63	65c	67C	57
Will not raise 'bad' LDL cholesterol levels	74	74	76C	70
Good for weight-management	71	71	73c	68
Are a cholesterol-free food option	73	65	75Ac	72a
Supports healthy child growth and development	67	63	71aC	63
Supports cognitive health	62	66C	68C	53
Supports healthy aging	69	73c	73C	64
Good for diabetes management	63	64c	69C	54
Helps maintain healthy skin	74	73	76c	71
Helps reduce inflammation	61	66C	68C	50
Will help improve eyesight	56	55c	62aC	47
Are a source of folate/folic acid	59	61c	64C	52
Are a sugar-free food option	71	67	73	69
Helps me feel full longer	68	59	70A	67a
Are a sodium-free food option	69	68	75aC	62
Are Non-GMO	52	59C	58C	43
Supports my/my partner's prenatal diet	54	50	59aC	47

## Avocado Purchase Drivers and Barriers

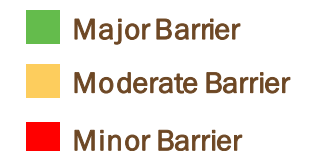
# Barriers to Purchasing Avocados (More Often)

Frequently being too expensive, turning brown too quickly, concern about pesticides (10th place among the general sample), and not being at the desired ripeness stage are the top barriers to avocado purchase. Being too perishable dropped from a major barrier to a moderate barrier this year.



Anchor: 100

Significant difference = 6 pts  
Directional difference = 4 pts



## Avocado Purchase Drivers and Barriers

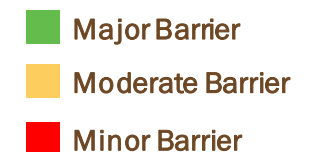
# Barriers to Purchasing Avocados

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



Anchor: 100

Significant difference = 14 pts  
Directional difference = 9 pts



Avocado Purchase Drivers and Barriers

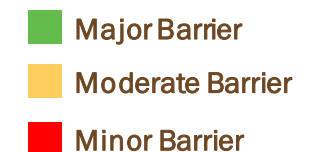
# Barriers to Purchasing Avocados More Often

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



Anchor: 100

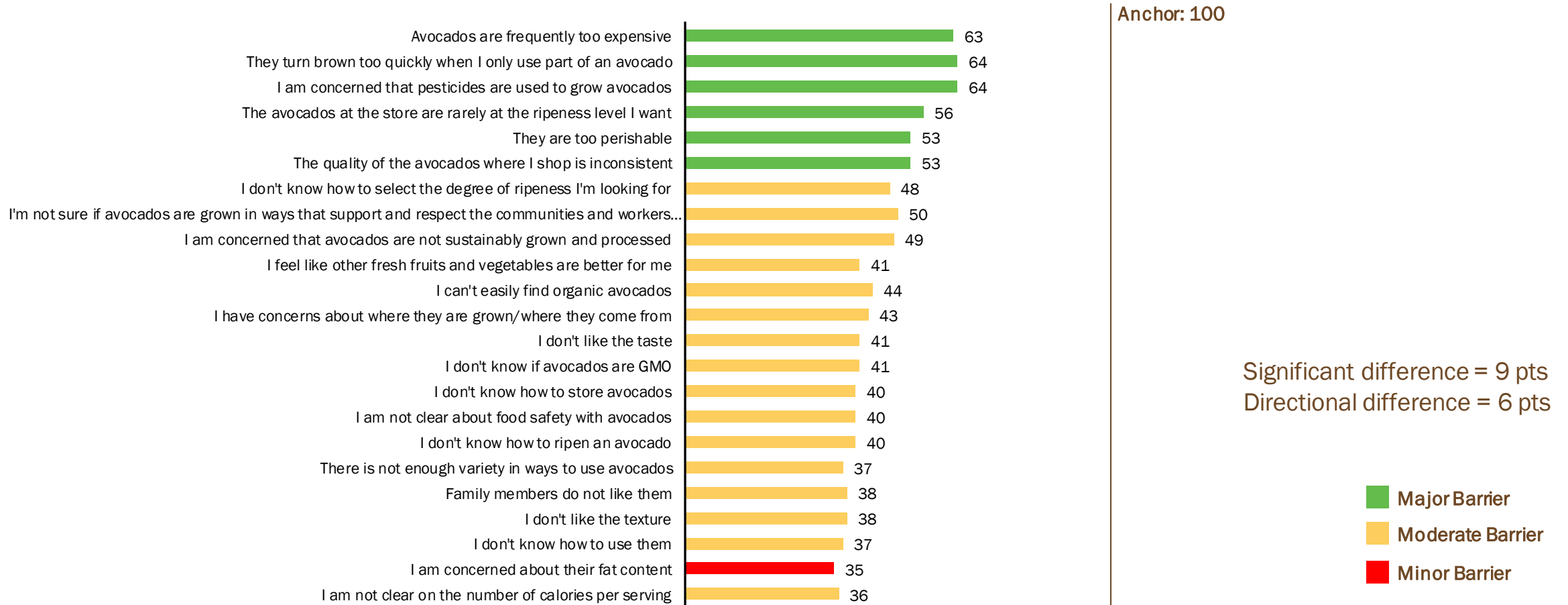
Significant difference = 8 pts  
Directional difference = 5 pts



Avocado Purchase Drivers and Barriers

# Barriers to Purchasing Avocados More Often

Top barriers for the low acculturation group are the same as seen overall, plus too perishable and 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=2,235) % A	Total Hispanic Sample (n=1,201) % B
Avocados are frequently too expensive	81B	61
They turn brown too quickly when I only use part of an avocado	73B	59
I am concerned that pesticides are used to grow avocados	49	57A
The avocados at the store are rarely at the ripeness level I want	59B	52
They are too perishable	67B	50
The quality of the avocados where I shop is inconsistent	57B	50
I don't know how to select the degree of ripeness I'm looking for	51B	44
I'm not sure if avocados are grown in ways that support and respect the communities and workers that produce them	36	43A
I am concerned that avocados are not sustainably grown and processed	37	43A
I feel like other fresh fruits and vegetables are better for me	55B	38
I can't easily find organic avocados	33	38A
I have concerns about where they are grown/ where they come from	33	37A
I don't like the taste	53B	36
I don't know if avocados are GMO	29	36A
I don't know how to store avocados	39B	36
I am not clear about food safety with avocados	35	36
I don't know how to ripen an avocado	42B	36
There is not enough variety in ways to use avocados	40B	34
Family members do not like them	51B	34
I don't like the texture	46B	33
I don't know how to use them	41B	32
I am concerned about their fat content	32	31
I am not clear on the number of calories per serving	30	31

# Barriers to Purchasing Avocados (More Often)

As seen before, the low acculturation group rates most of the barriers higher than seen for the other two groups. The medium acculturation group rates most of them higher than seen for the high acculturation group.

	High (n=100) % A	Medium (n=639) % B	Low (n=462) % C
Avocados are frequently too expensive	68	59	63
They turn brown too quickly when I only use part of an avocado	60	55	64B
I am concerned that pesticides are used to grow avocados	51	52	64AB
The avocados at the store are rarely at the ripeness level I want	47	50	56ab
They are too perishable	55	47	53b
The quality of the avocados where I shop is inconsistent	47	48	53b
I don't know how to select the degree of ripeness I'm looking for	32	43A	48Ab
I'm not sure if avocados are grown in ways that support and respect the communities and workers that produce them	38	39	50AB
I am concerned that avocados are not sustainably grown and processed	34	40	49AB
I feel like other fresh fruits and vegetables are better for me	32	36	41ab
I can't easily find organic avocados	26	36A	44AB
I have concerns about where they are grown/ where they come from	26	35A	43AB
I don't like the taste	25	35A	41AB
I don't know if avocados are GMO	25	33A	41AB
I don't know how to store avocados	24	34A	40AB
I am not clear about food safety with avocados	24	34A	40AB
I don't know how to ripen an avocado	23	35A	40Ab
There is not enough variety in ways to use avocados	24	33A	37Ab
Family members do not like them	22	32A	38AB
I don't like the texture	22	32A	38AB
I don't know how to use them	20	31A	37AB
I am concerned about their fat content	19	30A	35Ab
I am not clear on the number of calories per serving	18	30A	36AB

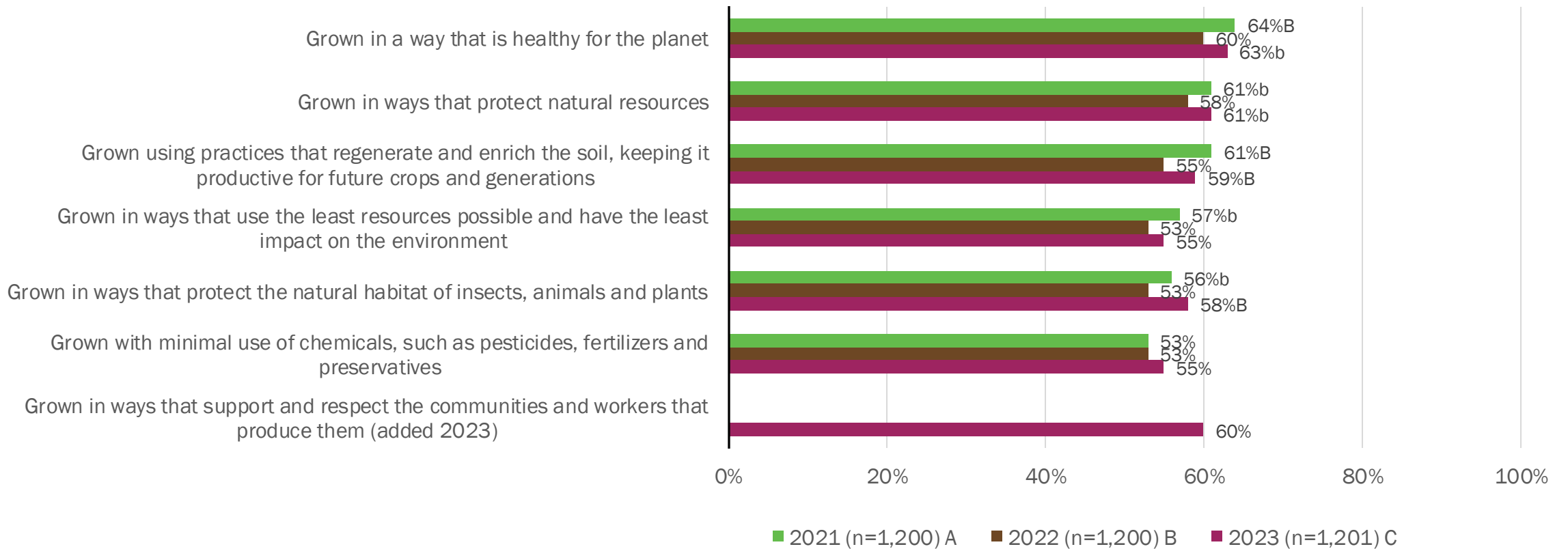


# Sustainability

# Sustainability Statements Associated With Avocados

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

Agreement with the sustainability issues relative to avocados are back up after some declines last year.



# Sustainability Statements Associated With Avocados

(5 or 4 On a 5-point Scale)

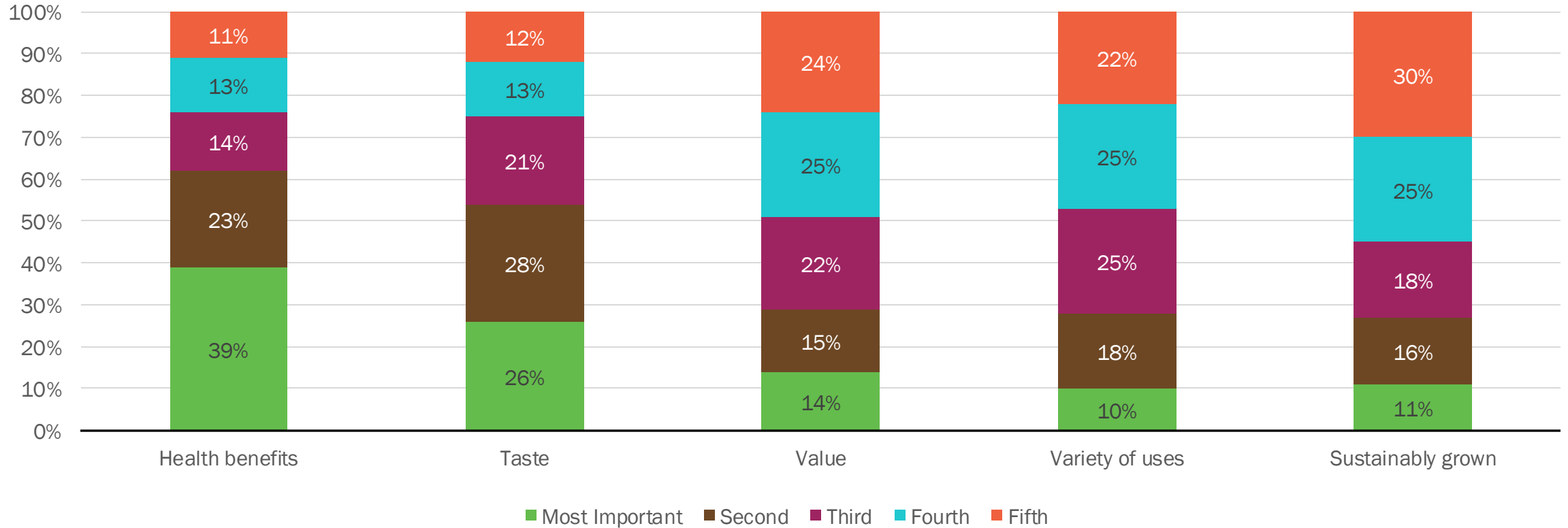
Avocados have much stronger association with good sustainability practices among the medium acculturation group.

	High (n=100) % A	Medium (n=639) % B	Low (n=462) % C
Grown in ways that protect natural resources	58	62	61
Grown in a way that is healthy for the planet	56	64a	63a
Grown using practices that regenerate and enrich the soil, keeping it productive for future crops and generations	56	61	58
Grown in ways that use the least resources possible and have the least impact on the environment	56	56	53
Grown in ways that protect the natural habitat of insects, animals and plants	51	61ac	56
Grown with minimal use of chemicals, such as pesticides, fertilizers and preservatives	51	58aC	51
Grown in ways that support and respect the communities and workers that produce them	50	63Ac	57a

# Importance Ranking of Avocado Attributes

(Total Hispanic Sample) (2023)

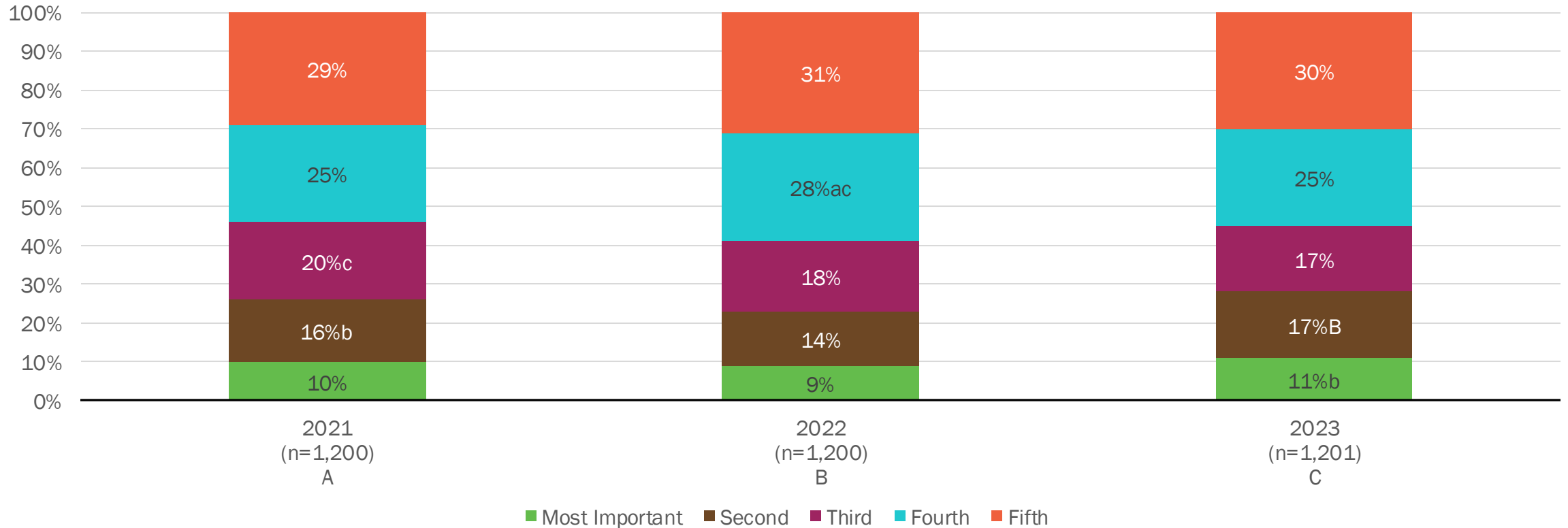
Health and taste benefits of avocados dominate overall. Sustainably grown is least important.



# Importance Ranking of Sustainably Grown

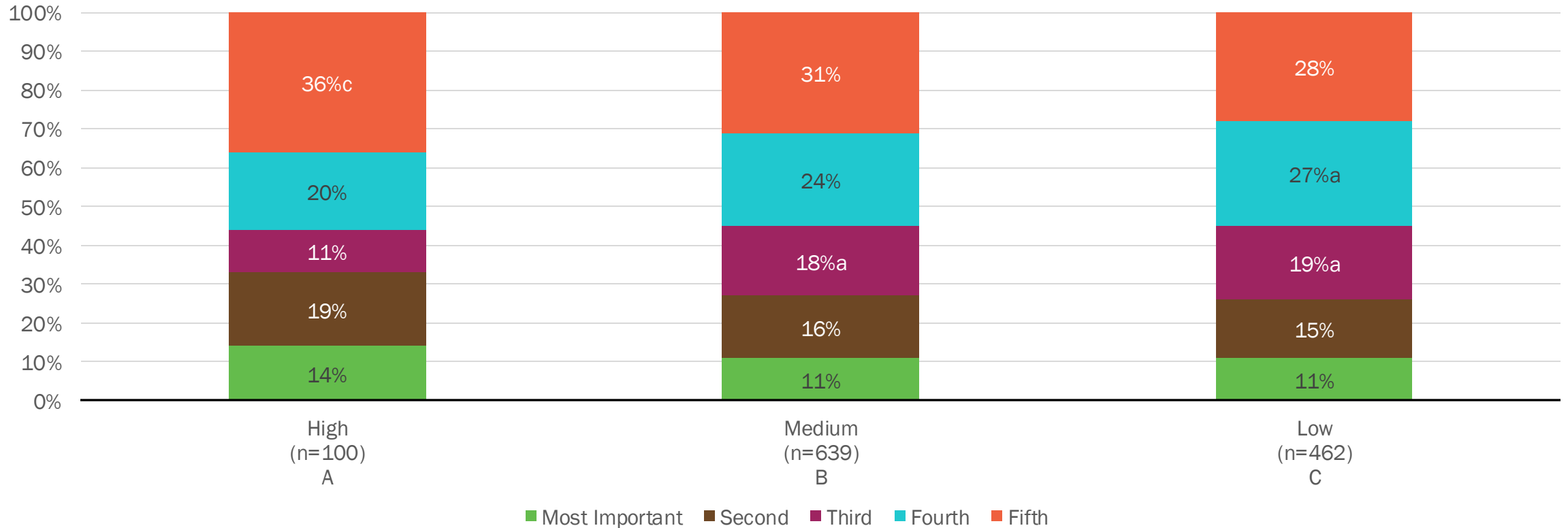
(Total Hispanic Sample)

The importance of avocados being sustainably grown is similar to recent years.



# Importance Ranking of Sustainably Grown

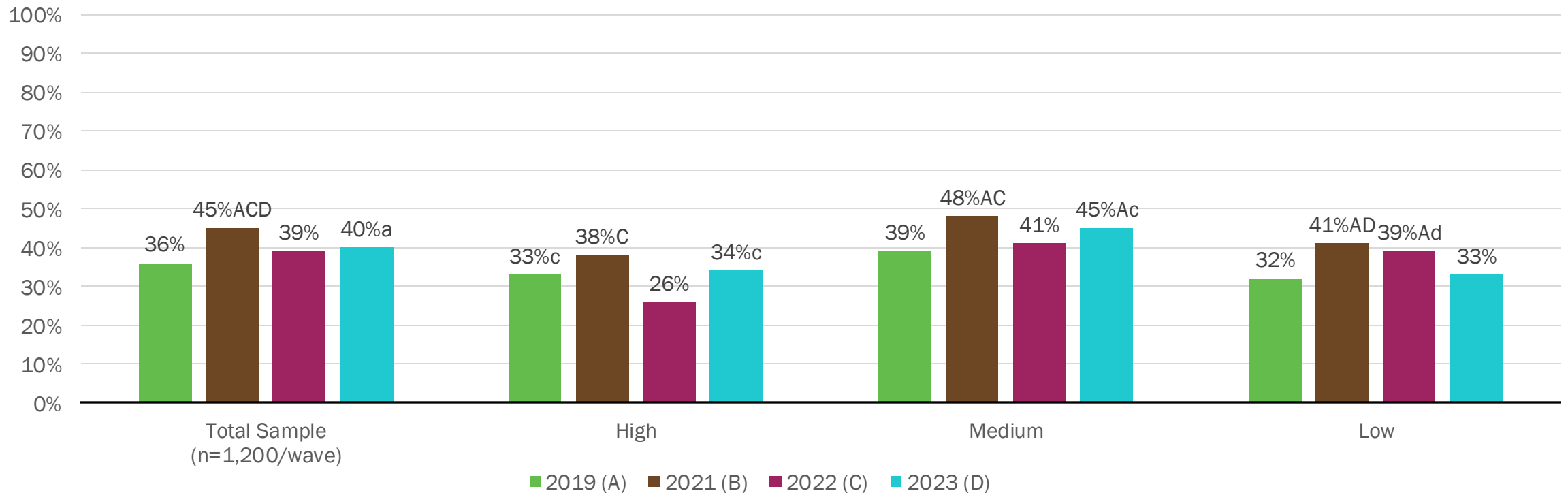
While still low, the importance of avocados being sustainably grown is somewhat stronger among the medium and low acculturation groups.



# Communications

# Seen “Saborea Uno Hoy” Logo in Past Year

Awareness of the “Saborea Uno Hoy” logo is similar to last year. We saw increases among the high and medium acculturation groups and a decrease among the low acculturation group.

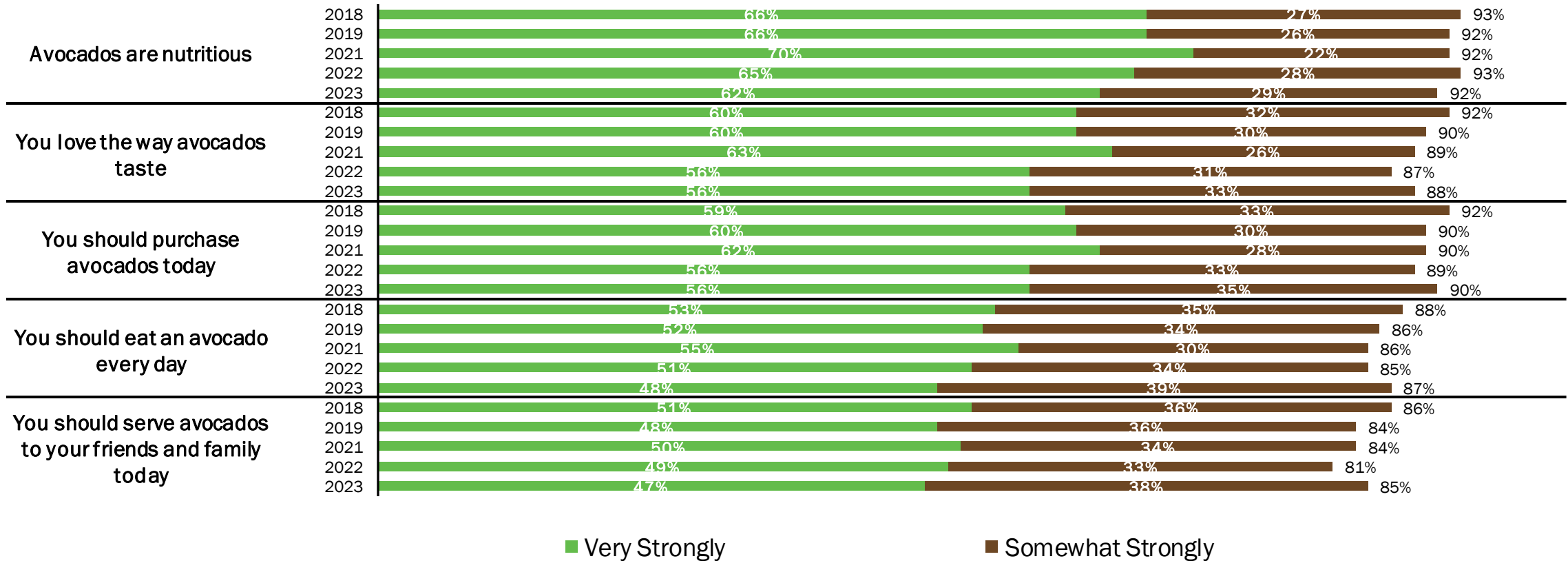




# Statements Logo Communicated

(Total Hispanic Sample)

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



Very Strongly

Somewhat Strongly

# Statements Logo Communicated (Very Strongly)

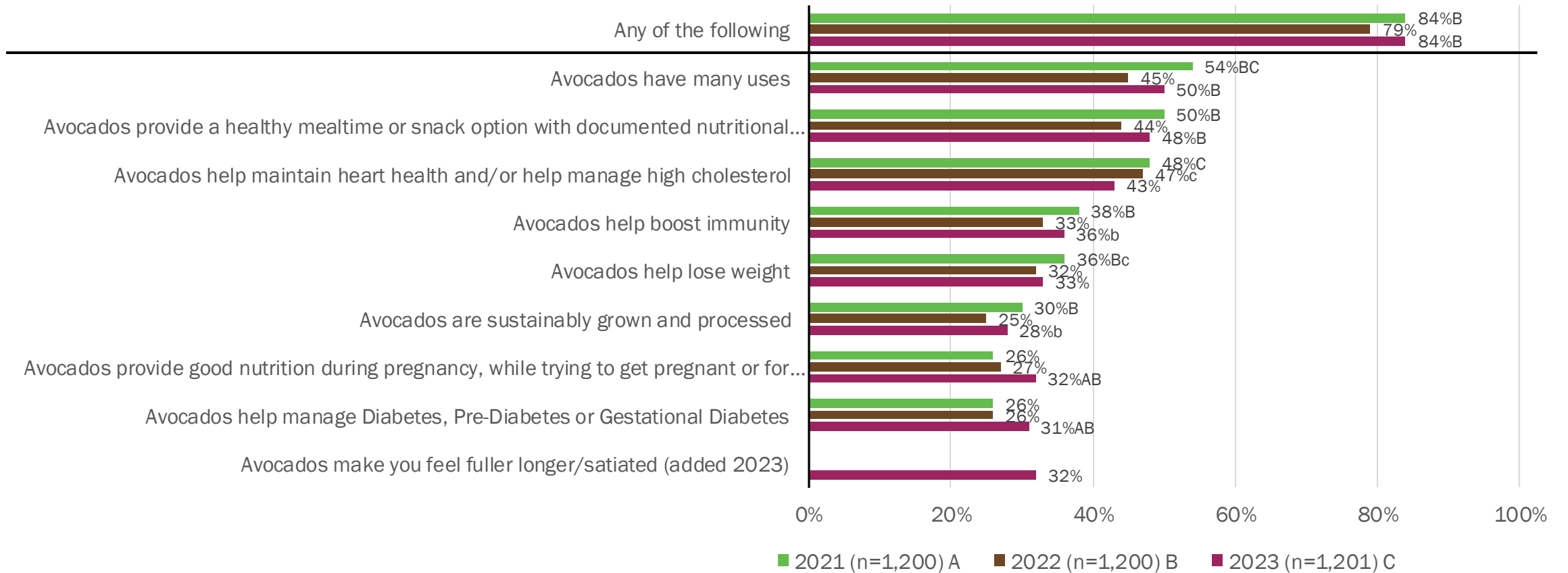
Messages communicated are highest among the medium and low acculturation groups.

	High (n=100) % A	Medium (n=639) % B	Low (n=462) % C
Avocados are nutritious	61	62	63
You should purchase avocados today	47	55a	58a
You love the way avocados taste	42	56A	58A
You should eat an avocado everyday	39	48a	50A
You should serve avocados to your friends and family today	36	48A	48A

# Statements About Avocado benefits Seen or Heard in Past Few Months

(Total Hispanic Sample)

The proportion of Hispanics recalling any health related information about avocados is back up after a decline last year.



# Statements About Avocado Benefits Seen or Heard in Past Few Months

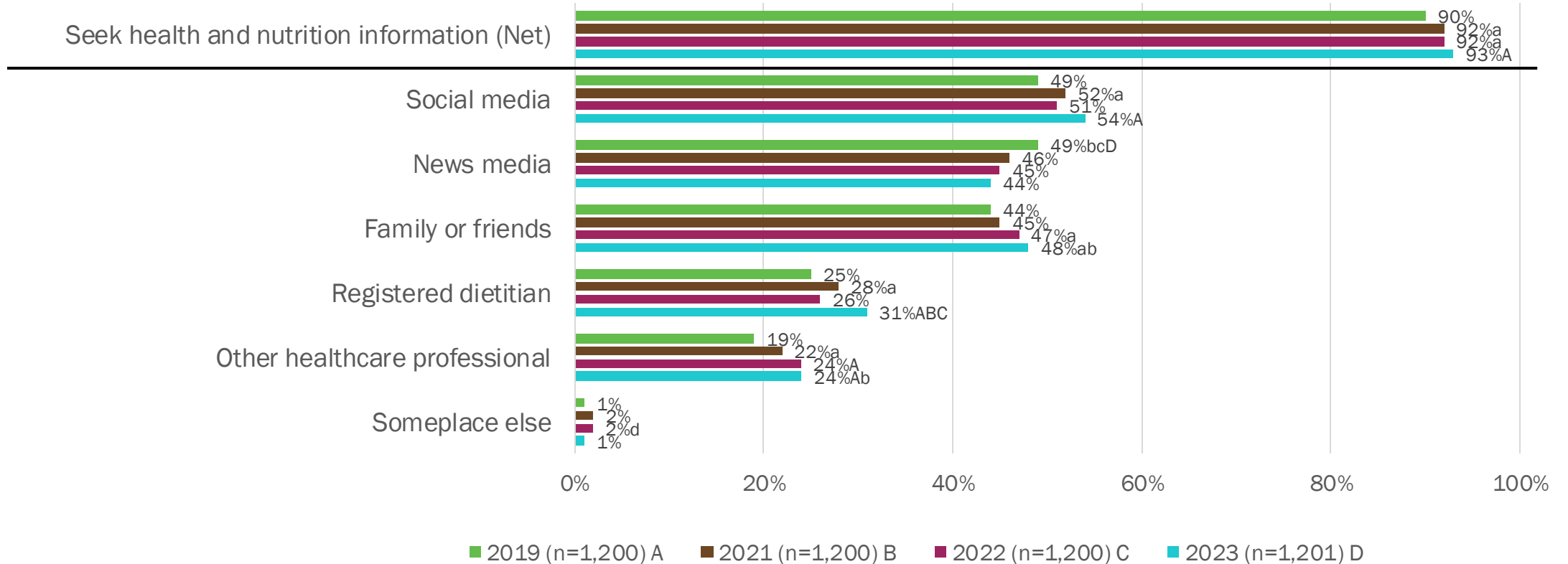
There are differences in statements recalled by acculturation level, with scores generally skewing lower for the high acculturation group.

	High (n=100) % A	Medium (n=639) % B	Low (n=462) % C
Any of the following:	68	85A	87A
Avocados have many uses	42	49	54Ab
Avocados provide a healthy mealtime or snack option with documented nutritional benefits	38	47a	51A
Avocados help boost immunity	34	38	35
Avocados help manage Diabetes, Pre-Diabetes or Gestational Diabetes	31	33c	29
Avocados help lose weight	30	33	34
Avocados help maintain heart health and/or help manage high cholesterol	29	43A	47Ab
Avocados make you feel fuller longer/satiated	27	34a	31
Avocados provide good nutrition during pregnancy, while trying to get pregnant or for newborns up to 24 months old	27	33	32
Avocados are sustainably grown and processed	24	28	29

# 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 continues to vary by acculturation level.

	High (n=100) % A	Medium (n=639) % B	Low (n=462) % C
Seek health and nutrition information (Net)	87	93a	94a
Family or friends	45	51c	45
News media	44	45	42
Social media	40	54A	56A
Registered dietitian	30	35C	27
Other healthcare professional	32C	28C	18
Someplace else	3	1	1

# 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=1,201) %	High (n=100) % A	Medium (n=639) % B	Low (n=462) % C
Use Social Networks (Net)	99	93	99A	100Ab
Less than 30 minutes	7	6	7	9
31-60 minutes	14	10	13	17AB
1-2 hours	15	13	15	16
2-3 hours	14	11	15a	14
3-4 hours	15	14	17C	12
More than 4 hours	32	39bc	32	32

# Social Media Network Use Most

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

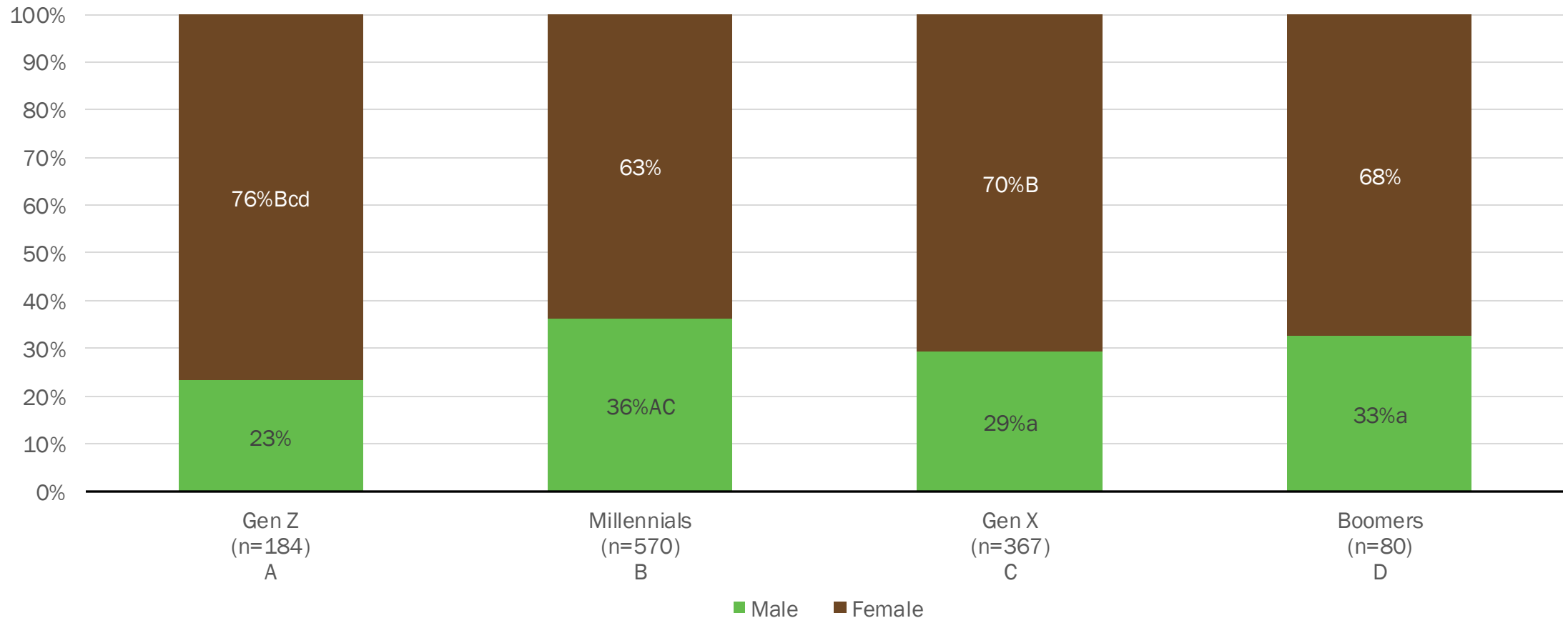
	Total Sample (n=1,201) %	High (n=100) % A	Medium (n=639) % B	Low (n=462) % C
Facebook	36	30	29	46AB
Instagram	19	24b	18	20
YouTube	19	18c	25aC	12
TikTok	16	11	15	19AB
Twitter	5	5c	7C	1
Pinterest	2	2	3C	1
LinkedIn	<1	1	1	-
Other	1	2	1c	<1



# Demographic Profile By Generation

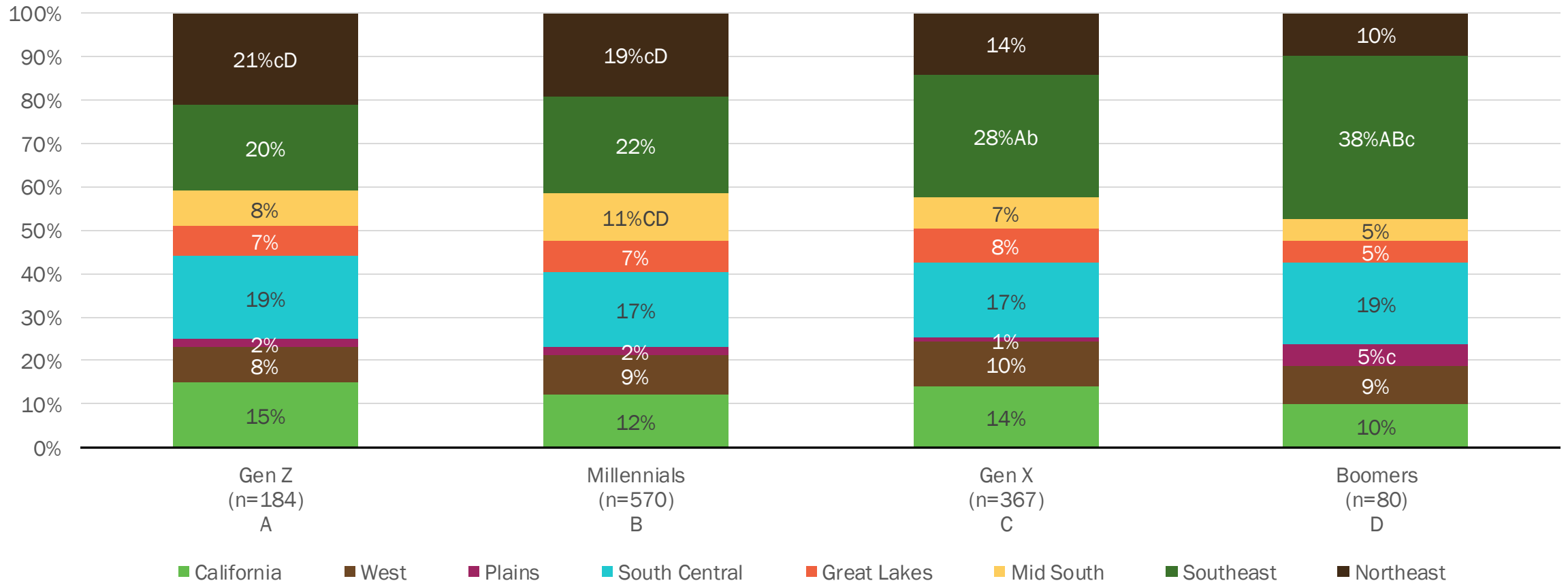
# Gender

While there are some gender differences across generations, this may reflect differences in grocery shopping responsibilities, or it may be an issue with response rates by gender.



# Region of Residence

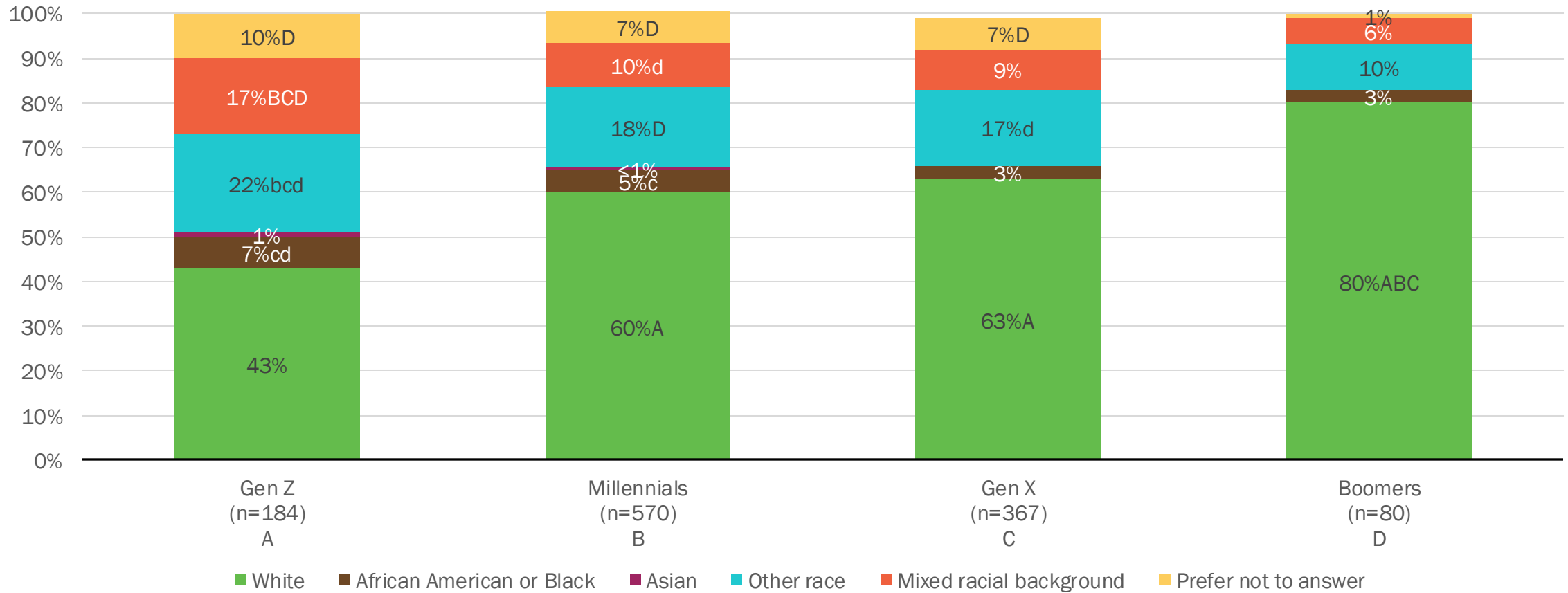
Boomers have a strong skew toward the southeast.



## Demographic Profile by Generation

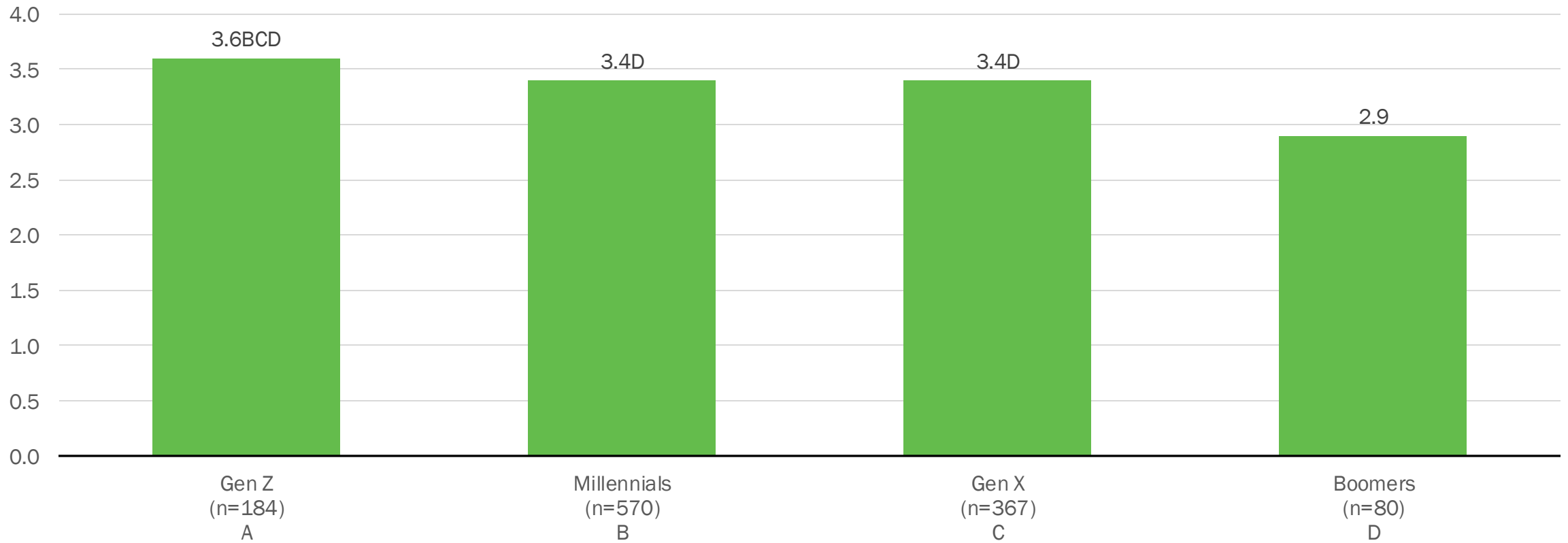
# Race

Boomers have a strong skew toward being white. Gen Z are most diverse.



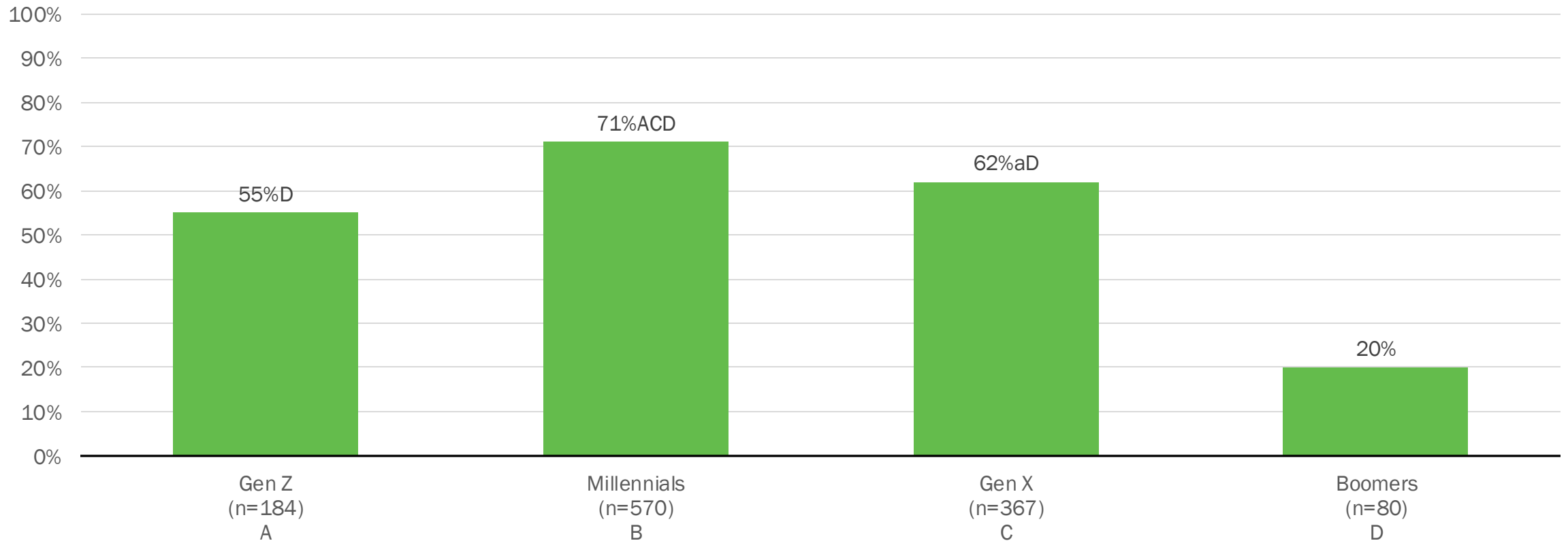
# Average Number of People In Household

Gen Z have larger households.



# Children Under 18 Living in Household

Millennials are most likely to have children in the household.



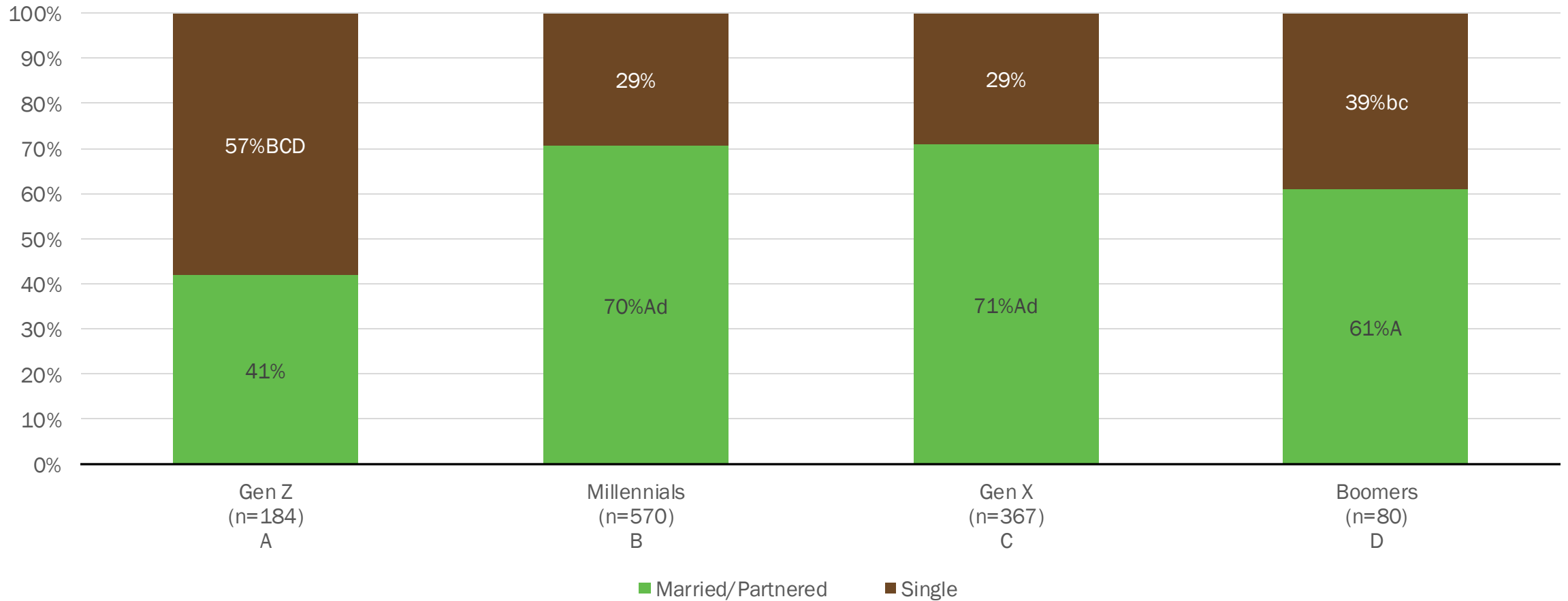
# Employment Status

Boomers are naturally less likely to be employed. Gen Z has a skew toward part-time employment.



# Marital Status

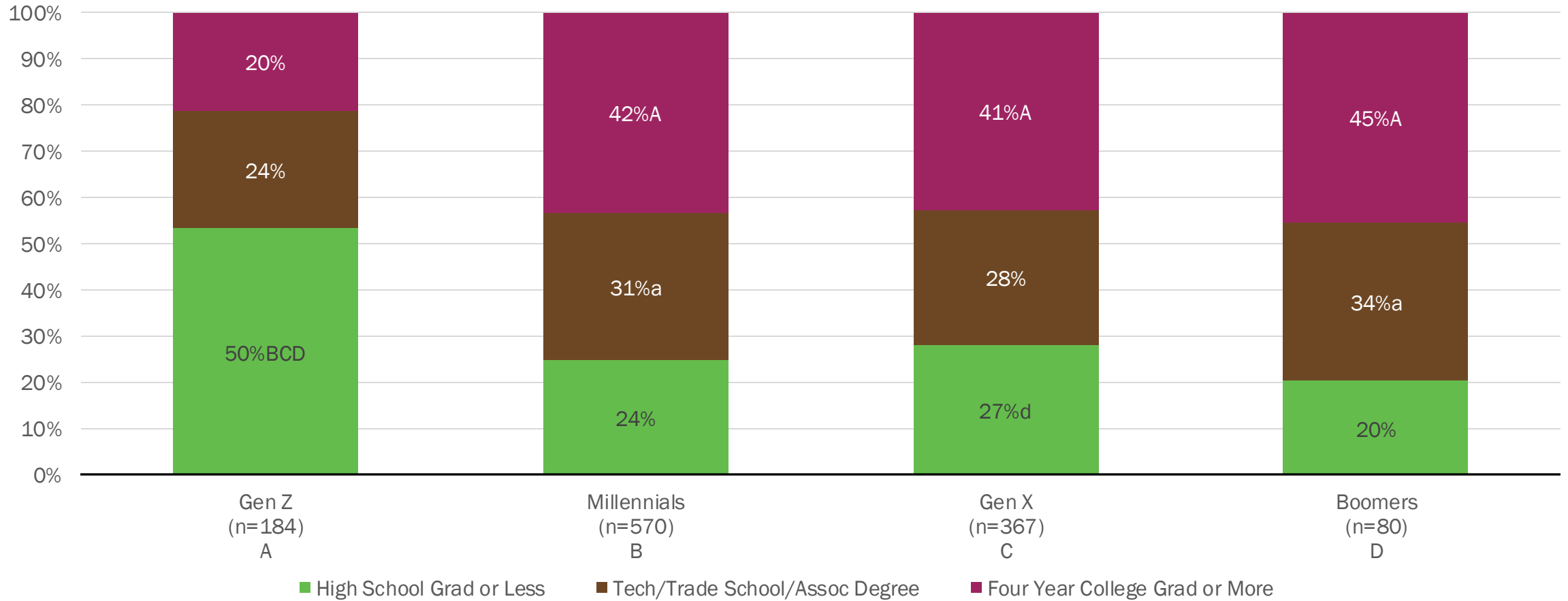
Gen Z are naturally least likely to be married/partnered.





# Education Level

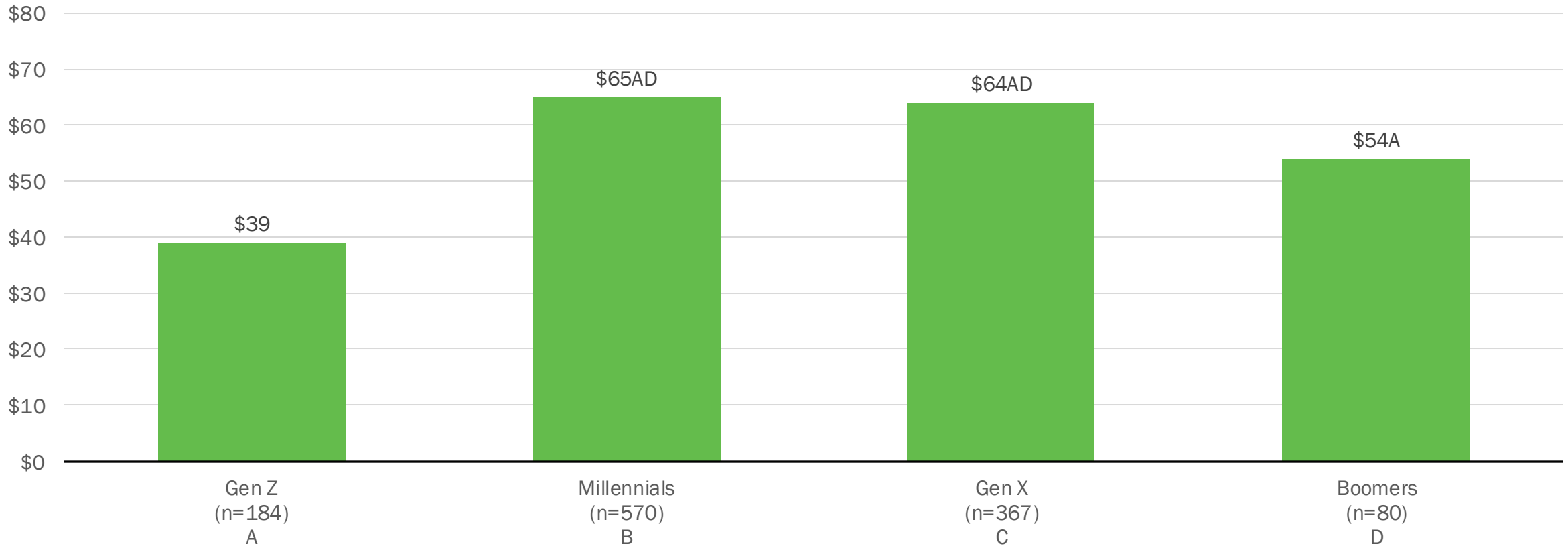
Educational levels naturally skew lower among Gen Z.



# Total Average Annual Household Income

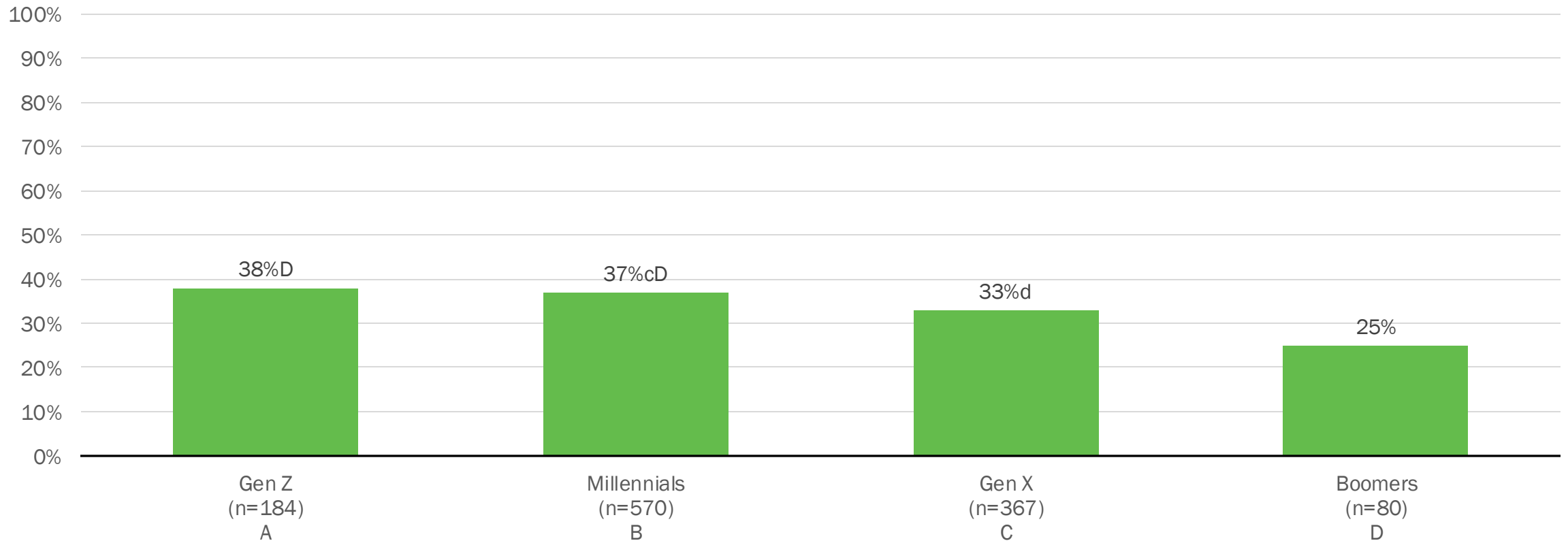
(in 000's)

Household income is highest for Millennials and Gen X.



# Born In The U.S.

Gen Z and Millennials are most likely to be born in the U.S. and Boomers are least likely.



# Family Heritage or Background

Gen Z, Millennials and Gen X skew toward a Mexican heritage. Boomers are the most diverse.

	Gen Z (n=184) A	Millennials (n=570) B	Gen X (n=367) C	Boomers (n=80) D
Mexican	35D	34D	35D	23
Cuban	7	11a	11a	25ABC
Spaniard	2	14AD	11AD	5
Puerto Rican	8	6	12aBD	5
Venezuela	9	6	8	16aBC
Colombian	4	6	8a	9a
Dominican	7c	5	3	
Honduran	6C	4C	2	
Salvadoran	8BCd	3c	1	3
Guatemalan	5bC	2c	1	
Some other Hispanic culture or origin	7	8	7	15abC
Don't know/Not sure	2b	*	1	



**Thank you!**

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