



# AVOCADOS TRACKING 2021 | GENERAL SAMPLE HEALTH PILLARS REPORT

# AGENDA

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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 five 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 2018. 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) five 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)
  - Five key health pillar sub-groups (Weigh Management, Type 2 Diabetes, Heart Health, Healthy Living and Prenatal/Birth-to-24 Months)
  - 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 (94% were)

## Notes:

- This report explores health and wellness pillars. Additional reports will be created to explore avocado purchaser segments, and Hispanic acculturation levels among a Hispanic sample.
- Health pillars are defined as follows:
  - Heart Health: Consciously taking steps to care for heart health or manage high cholesterol
  - Weight Management: Actively managing my own or a loved one's weight management goals
  - Diabetes: Actively managing Diabetes
  - Pre-natal/Newborn: Trying to get or currently pregnant or child 0-24 months in home
  - Healthy Living: Try to eat healthy, pay attention to nutrition or read labels to help choose food

## How Many and When:

2,400 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

## 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 2021 COMPARED TO 2019

- The proportion of consumers in each health pillar is larger than seen in 2019. This is particularly true for Heart Health and Diabetes.
- A larger portion of individuals in each pillar are avocado purchasers. While this increased for all pillars, the largest change was seen for Diabetes and Pre-Natal/Newborn.
- The Weight Loss and Healthy Living pillars were already stronger believers in reasons for purchasing avocados. Perhaps a real change, or a reflection of changing to Weight Management, scores are even higher among this group this year. Reasons to purchase avocados remain strong among the Health Living pillar.
- The importance of many health and nutrition attributes have increased across most healthy pillars.
- The top barriers to purchasing avocados are generally the same as before but other issues are becoming barriers across some of the pillars. In particular, pesticide and sustainability concerns have moved into being major barriers.
- Awareness of “Love One Today” has improved across all pillars.

# HEART HEALTH: 40% OF GENERAL SAMPLE

- 80% of the heart health pillar purchases avocados, and two-fifths of them are heavy to super heavy purchasers. This represents a slight shift to more avocado purchasers but less heavy/super purchasers.
  - They use avocados across meal occasions but less than seen for other pillars – especially for breakfast.
- They continue to be less committal than seen overall in terms of reasons for purchasing avocados. Top reasons are being healthy and “good” fats.
- They consider most attributes to be important when deciding to purchase fresh fruits & vegetables. They naturally have a higher score for “fits into my/my family member’s heart healthy diet” – but they are dwarfed by Weight Management and Healthy Living on this.
  - Avocados generally have strong performance against the most important attributes for this pillar.
- Top barriers to avocado purchases among the heart health pillar are being too expensive, turning brown too quickly, being perishable, inconsistent quality and not being at the desired ripeness level.



# WEIGHT MANAGEMENT: 27% OF GENERAL SAMPLE

- 82% of the weight management pillar purchases avocados, and about half of them are heavy to super heavy purchasers. This represents a slight to more avocado users but less heavy/super users.
  - Their use of avocados across meal occasions is stronger than seen for most other pillars.
- Along with healthy living, they give higher scores for reasons to purchase avocados than seen among the other pillars. Top reasons are being healthy and “good” fats.
- They consider all attributes to be important when deciding to purchase fresh fruits & vegetables. They naturally have a higher score for “good weight maintenance” and “fits into my/my family member’s weight loss diet”.
  - Avocados generally perform well against the most important attributes for this pillar.
- Top barriers to avocado purchases among the weight loss pillar are being too expensive, turning brown too quickly, being perishable, inconsistent quality and not being at the desired ripeness level. Sustainability issues also emerge as issues for this pillar.

# DIABETES: 24% OF GENERAL SAMPLE

- 75% of the diabetes pillar purchases avocados, and slightly less than half of them are heavy to super heavy purchasers. This is a notable increase in purchasers while maintaining the level of heavy/super purchasers.
  - Their use of avocados across meal occasions is lower than seen for some other pillars but they are one of the top groups in terms of the number of ways they use avocados.
- As seen before, they are less committal than seen overall in terms of reasons for purchasing avocados. Top reasons are being healthy and “good” fats.
- They consider most attributes to be important when deciding to purchase fresh fruits & vegetables. They naturally have a higher score for “good for diabetes management.”
  - Avocados generally have a strong performance against the most important attributes for this pillar.
- Top barriers to avocado purchases among the diabetes pillar are being too expensive, turning brown too quickly, being perishable, inconsistent quality and not being at the desired ripeness level. More importantly, they generally have more barriers than seen with other pillars.

# PRE-NATAL/NEWBORN: 7% OF GENERAL SAMPLE

- 91% (up from 78%) of the pre-natal/newborn pillar purchases avocados, and about three-fifths of them are heavy to super heavy purchasers. While the smallest pillar, they continue to be the strongest pillar in terms of avocado purchases.
  - Their use of avocados across meal occasions is similar to all avocado users, except they skew stronger for breakfast. Along with the Diabetes pillar, they use avocados in many more ways than seen for the other pillars.
- Top reasons for purchasing avocados are being healthy and “good” fats, but they have also shifted to having many more reasons for purchasing avocados than seen overall.
- They consider all attributes to be important when purchasing fresh fruits and vegetables. Avocados delivery against these attributes is very strong.
- Top barriers to avocado purchases among the pre-natal/newborn pillar are the same as for total avocado purchasers, plus feeling other fruits and vegetables are better for them and concern about pesticides.

# HEALTHY LIVING: 38% OF GENERAL SAMPLE

- 81% (representing a rebound from the slight dip to 76% in 2019) of the healthy living pillar purchases avocados, and about two-fifths of them are heavy to super heavy purchasers.
  - Their use of avocados across meal occasions is strong for dinner and lunch, but just average or lower for the other occasions. They do use avocados in a broader variety of ways than seen across total avocado users – but not as broadly as seen across some other pillars.
- They are one of the strongest pillars (generally tied with Weight Management) in terms of reasons why they eat avocados. Top reasons are being healthy and “good” fats.
- They consider all attributes except pre-natal related to be important when deciding to purchase fresh fruits & vegetables.
  - Avocados generally have strong performance against the most important attributes for this pillar.
- They have a few more barriers to avocado purchases than seen for total avocado purchasers. Notably, concerns about pesticides is a barrier for them.

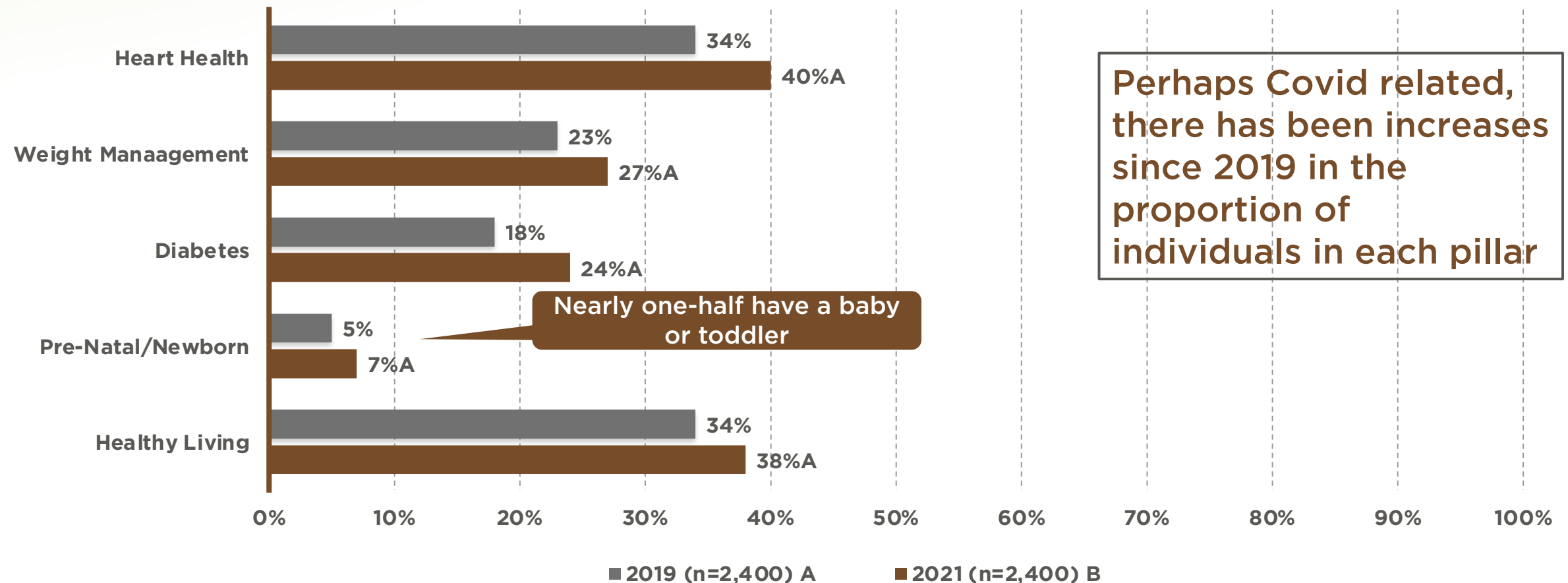
# HEALTH AND WELLNESS PILLARS





# HEALTH AND WELLNESS PILLARS (TOTAL SAMPLE)

THIS CHART SHOWS THE PROPORTION OF THE TOTAL SAMPLE THAT FALLS INTO EACH HEALTH AND WELLNESS PILLAR. NOTE THAT SOME PEOPLE FALL INTO MORE THAN ONE PILLAR.



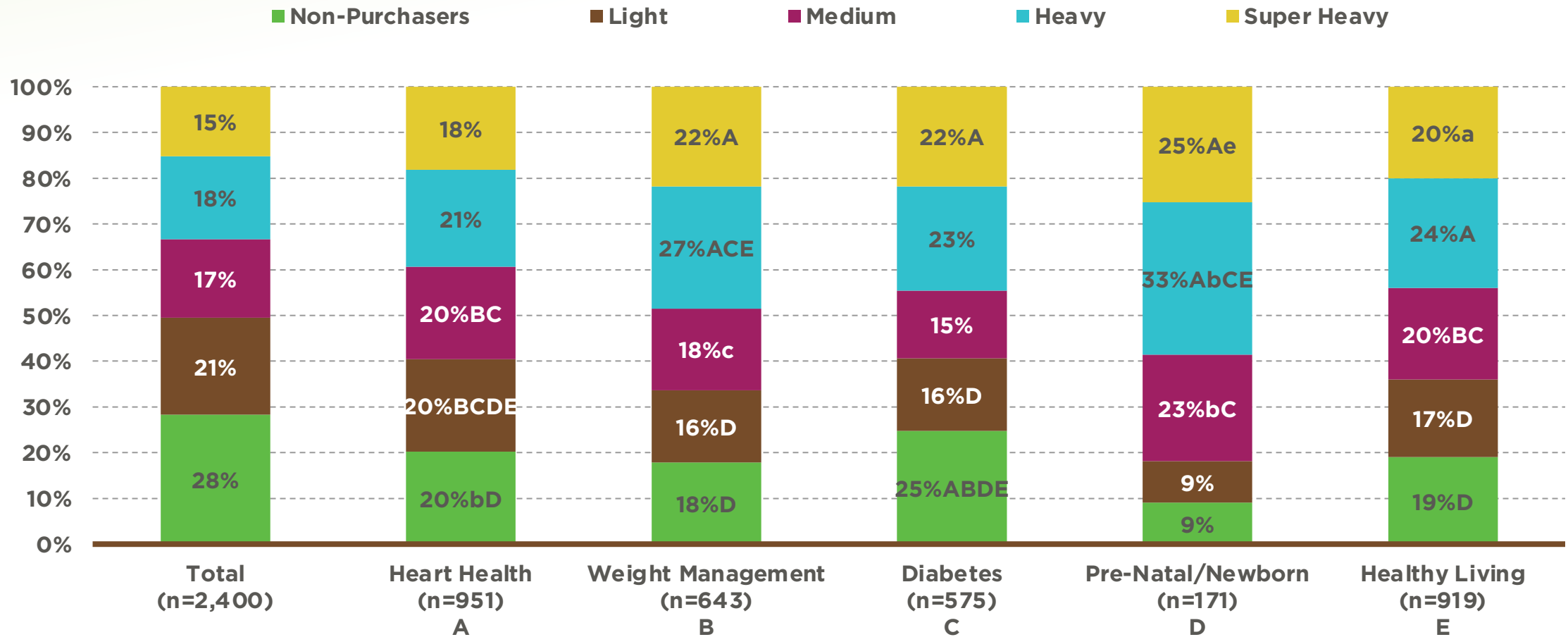
# HEALTH AND WELLNESS PILLAR CROSSOVER

THE HEALTH PILLARS ARE NOT UNIQUE GROUPS. RATHER, LARGE PORTIONS OF RESPONDENTS FALL INTO MORE THAN ONE PILLAR.

	Heart Health (n=951) % A	Weight Management (n=643) % B	Diabetes (n=575) % C	Pre-Natal/ Newborn (n=171) % D	Healthy Living (n=919) % E
Heart Health	100	55CDE	46	46	51Cd
Weight Management	37d	100	42aD	33	51ACD
Diabetes	28	37AE	100	39AE	29
Pre-Natal/Newborn	8	9	11ABE	100	8
Healthy Living	50cd	73ACD	46	44	100

# AVOCADO SEGMENT COMPOSITION WITHIN EACH HEALTH PILLAR

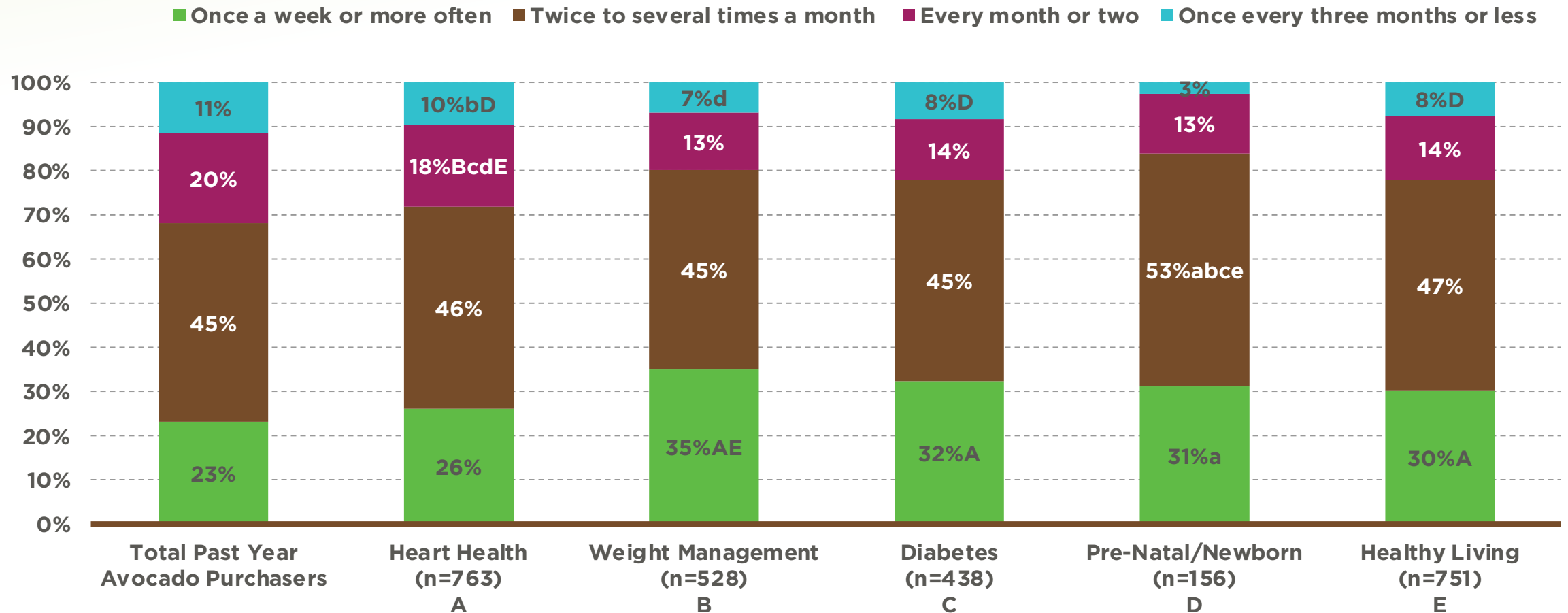
AS SEEN IN 2019, THE DIABETES PILLAR IS LEAST LIKELY TO PURCHASE AVOCADOS.  
ALSO AS SEEN IN 2019, PRE-NATAL/NEWBORN IN PARTICULAR SKEW HEAVIEST IN TERMS OF AVOCADO PURCHASES.



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

AS SEEN IN 2019, THE FREQUENCY OF PURCHASING AVOCADOS IS ELEVATED FOR ALL HEALTH PILLARS EXCEPT HEARTH HEALTH.



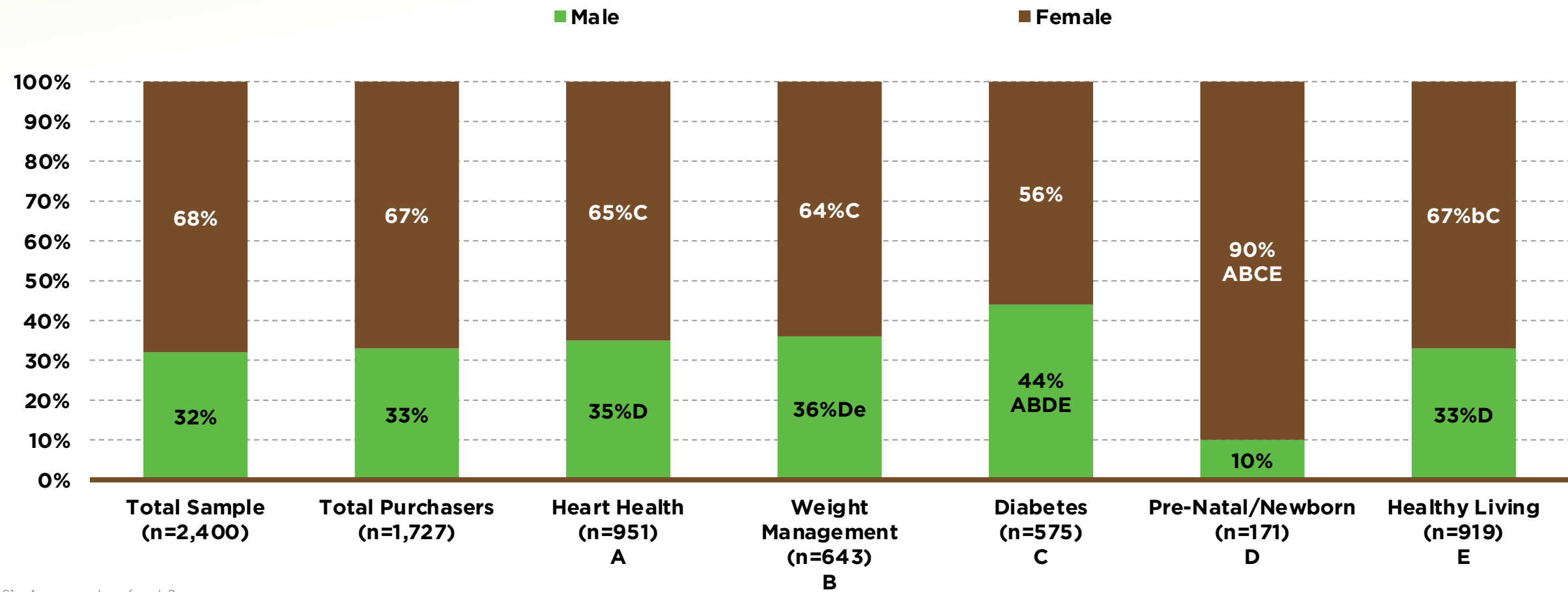
Q120 - Over the course of a year, how often do you buy avocados to eat or serve at home?

# PROFILE OF HEALTH PILLARS



# GENDER

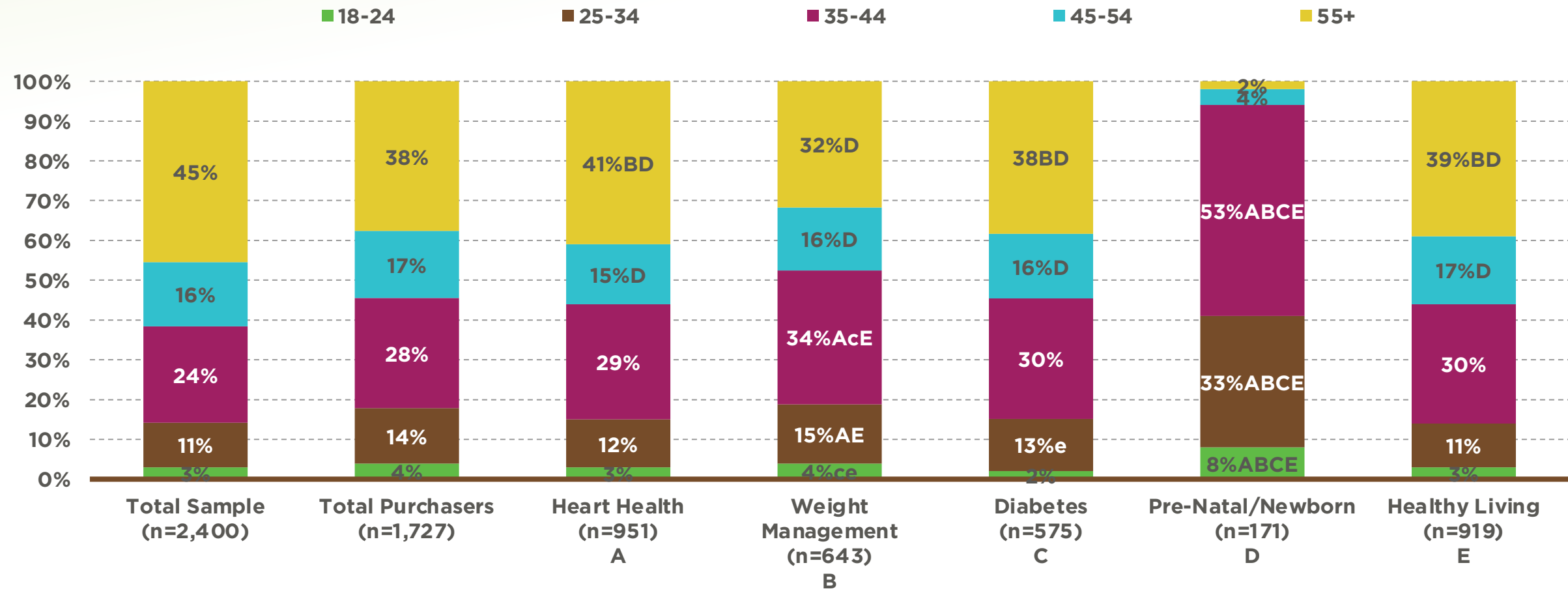
WE USE TO SEE A STRONG FEMALE SKEW FOR WEIGHT LOSS, BUT WITH THE SHIFT TO WEIGHT MANAGEMENT WE DO NOT SEE THIS SKEW. WE DO SEE A MALE SKEW FOR DIABETES AND THE PRE-NATAL/NEWBORN PILLAR HAS A NATURAL FEMALE SKEW.



S1 – Are you male or female?

# AGE

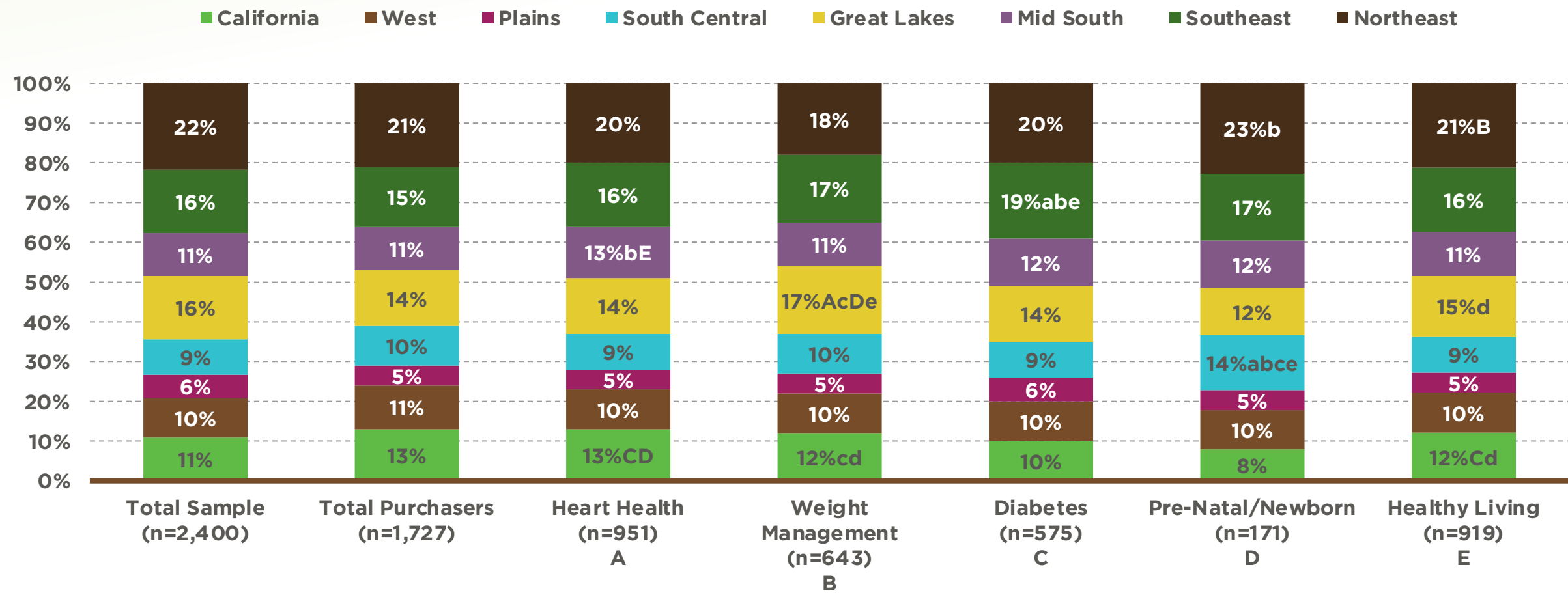
AS SEEN BEFORE, THERE IS QUITE A BIT OF VARIATION IN THE AGE DISTRIBUTION ACROSS THE PILLARS, WITH WEIGHT MANAGEMENT AND PRE-NATAL/NEWBORN BEING THE YOUNGEST GROUPS.



S2 – Please indicate into which of the following age ranges you fall?

# REGION OF RESIDENCE

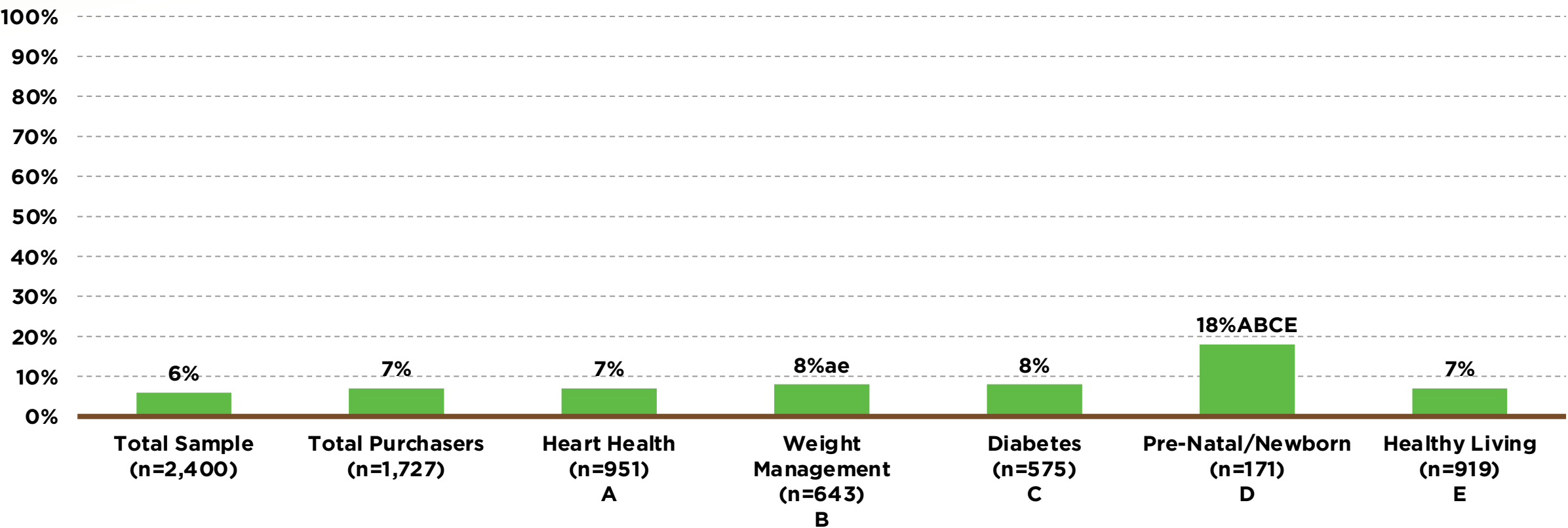
WHILE THERE ARE SOME GEOGRAPHIC DIFFERENCES ACROSS THE HEALTH PILLARS, THE GROUPS ARE GENERALLY IN LINE WITH THE TOTAL SAMPLE.



S3 – In what state do you currently reside?

# OF HISPANIC ORIGIN (GENERAL SURVEY IN ENGLISH ONLY)

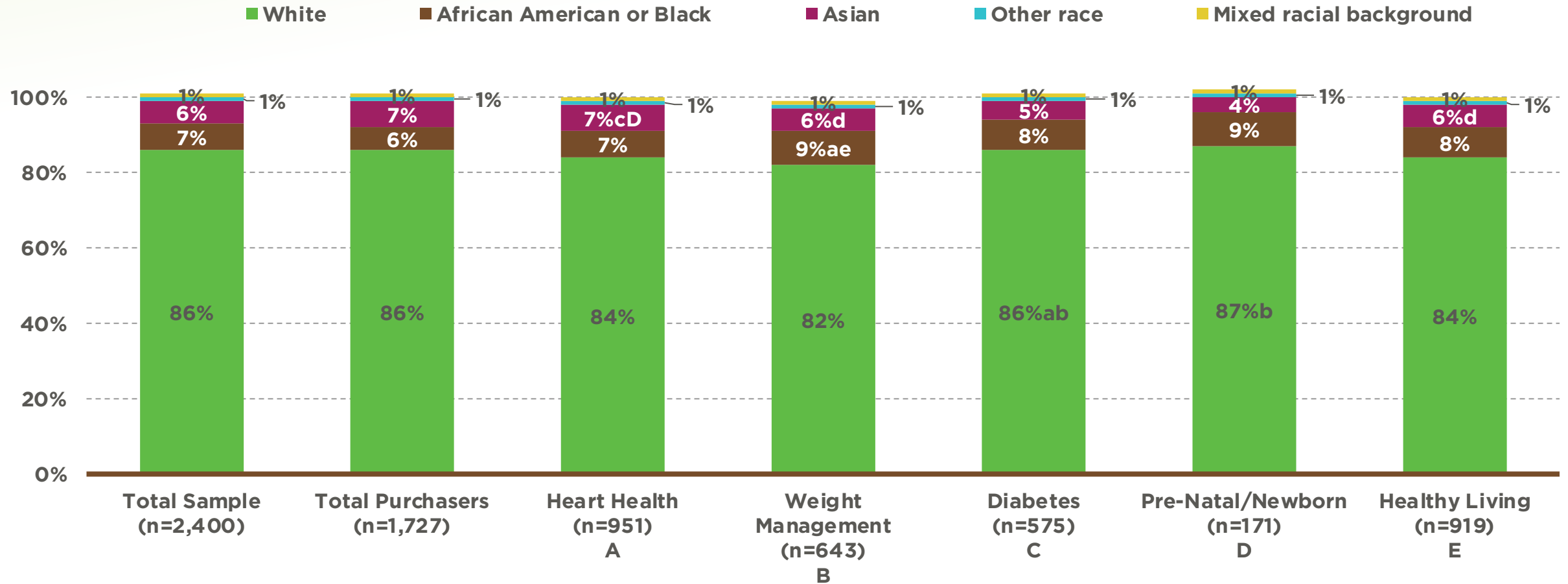
AS SEEN BEFORE, THE PRE-NATAL/NEWBORN GROUP SKEWS MORE HISPANIC THAN SEEN FOR MANY OTHER GROUPS.



S5 – Are you of Hispanic origin, such as Latin American, Mexican, Puerto Rican, or Cuban?

# RACE

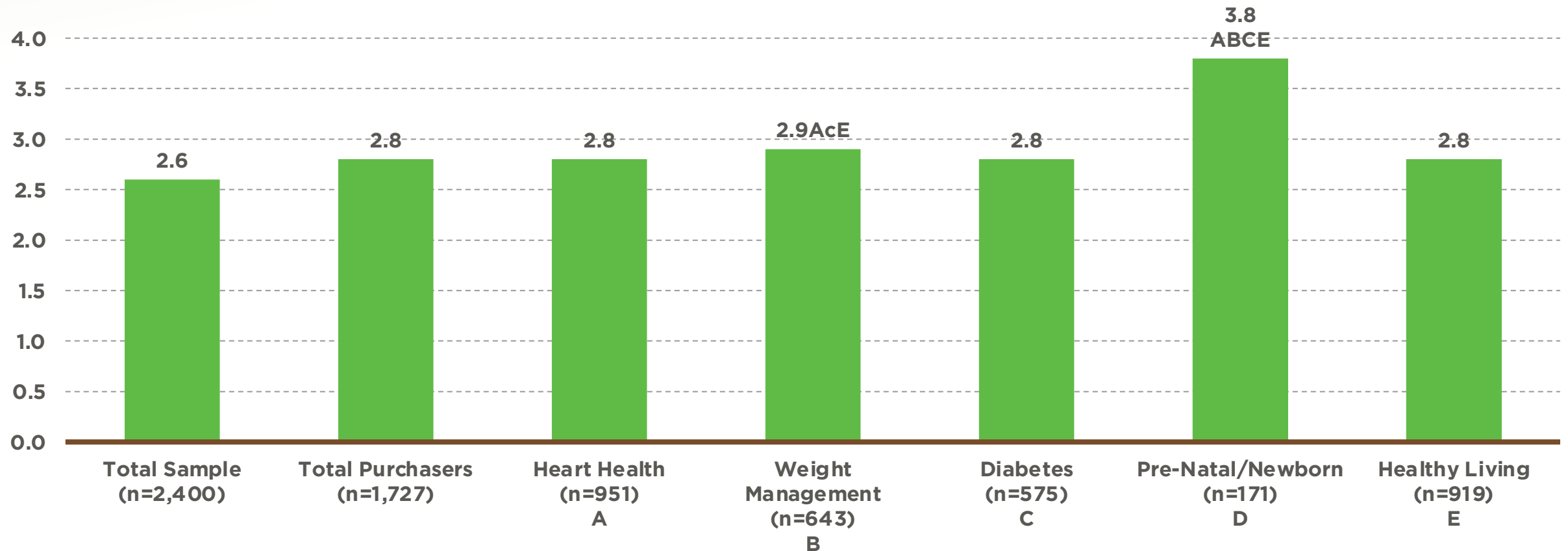
AS SEEN BEFORE, WHILE THERE ARE SOME DIFFERENCES IN RACE ACROSS THE PILLARS, THEY ARE GENERALLY MINOR.





# AVERAGE NUMBER OF PEOPLE IN HOUSEHOLD

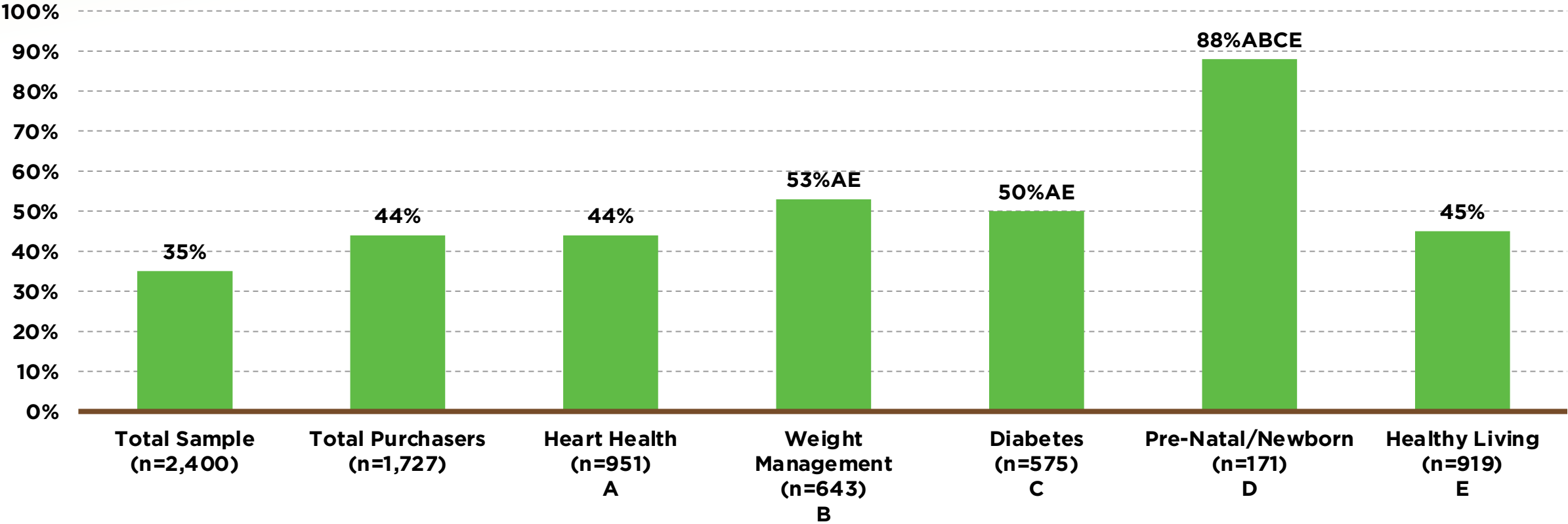
AS SEEN BEFORE, THERE IS LITTLE VARIANCE IN HOUSEHOLD SIZE EXCEPT FOR LARGER HOUSEHOLDS FOR THE PRE-NATAL/NEWBORN PILLAR.



D1 – How many persons, including yourself, are currently living in your household?

# CHILDREN UNDER 18 LIVING IN HOUSEHOLD

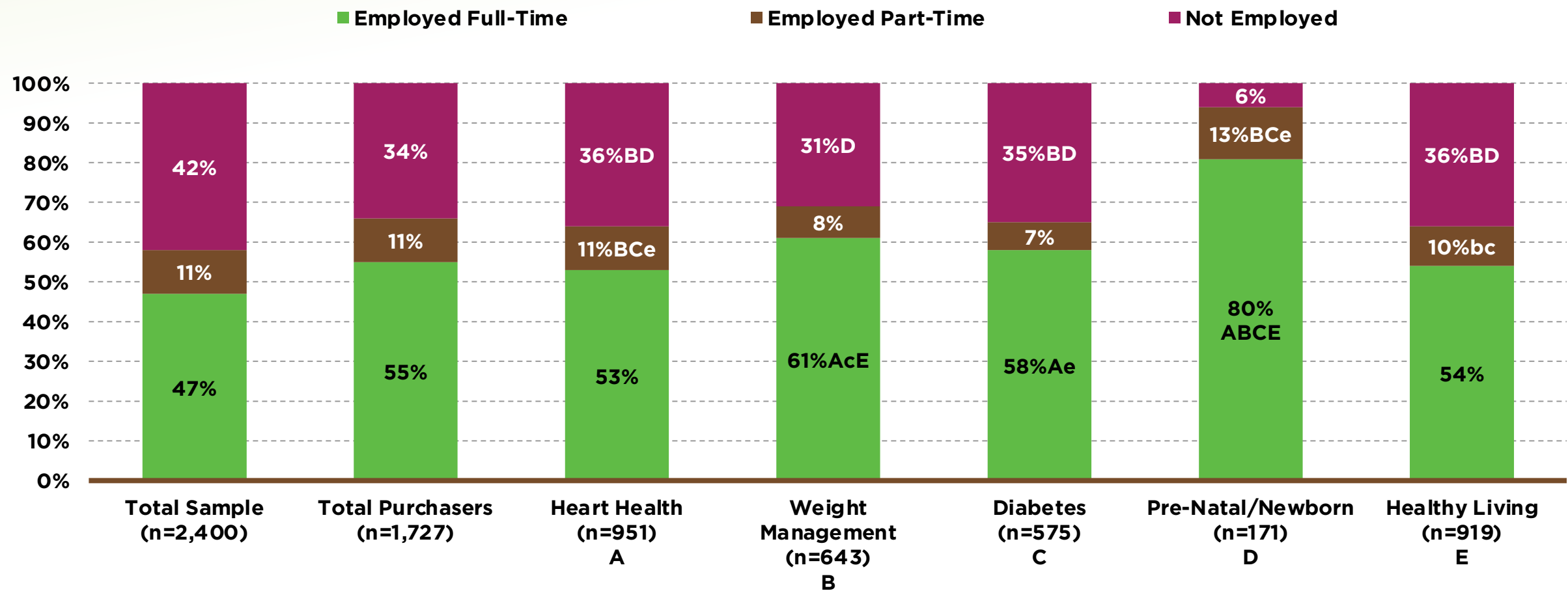
BY DEFINITION, A LARGE PORTION OF THE PRE-NATAL/NEWBORN PILLAR HAS CHILDREN IN THE HOUSEHOLD.



D3 - Do you have children in any of the following age groups currently living in your household?

# EMPLOYMENT STATUS

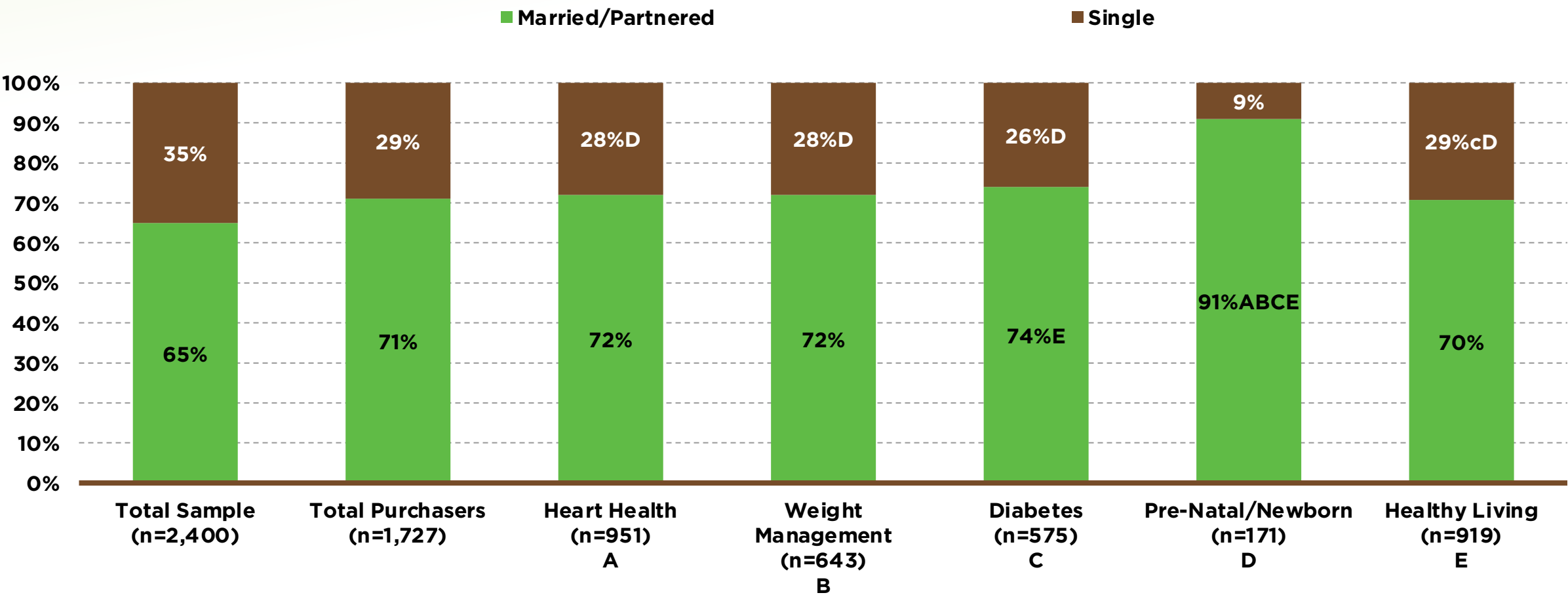
AS SEEN LAST YEAR, THERE IS SOME VARIANCE IN EMPLOYMENT STATUS.



D4 - Please indicate your employment status?

# MARITAL STATUS

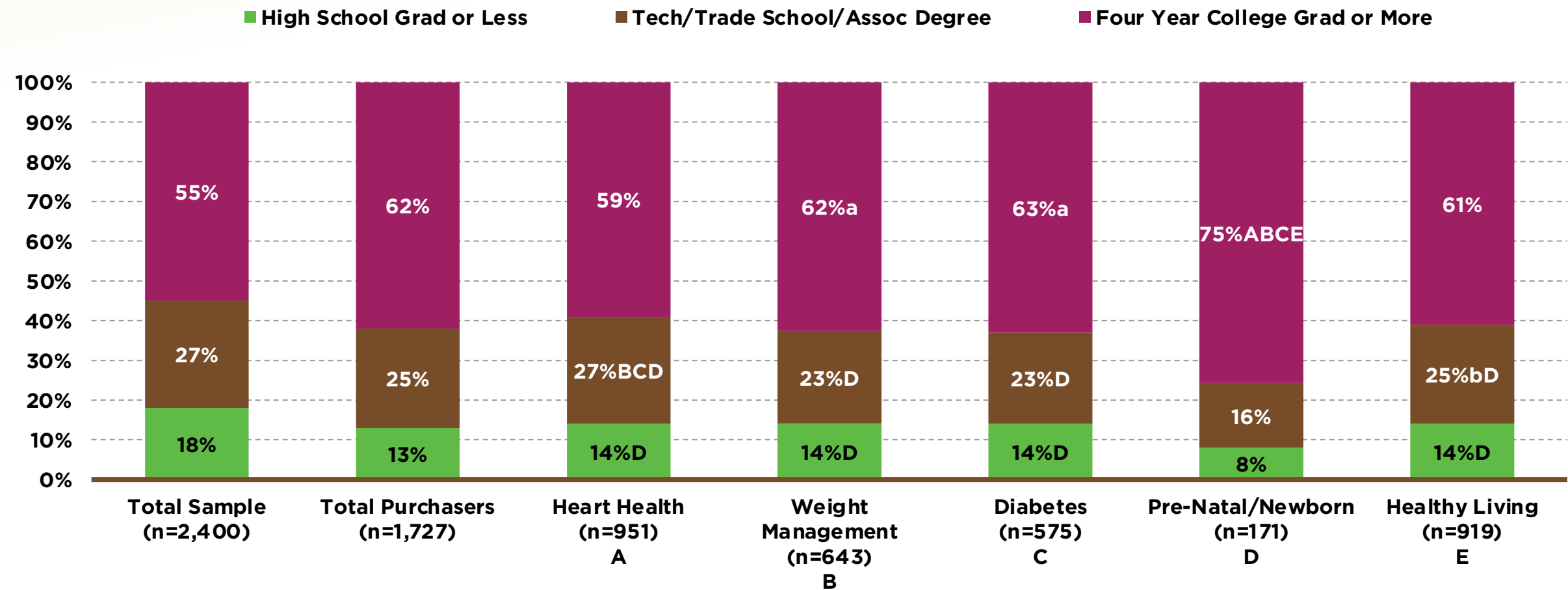
WHILE THERE IS SOME VARIATION IN MARITAL STATUS, MOST NOTABLE IS THE NATURAL SKEW TOWARD PRE-NATAL/NEWBORN BEING MARRIED.



D5 - What is your marital status?

# EDUCATION LEVEL

EDUCATIONAL LEVEL VARIES SOMEWHAT ACROSS THE DIFFERENT PILLARS.

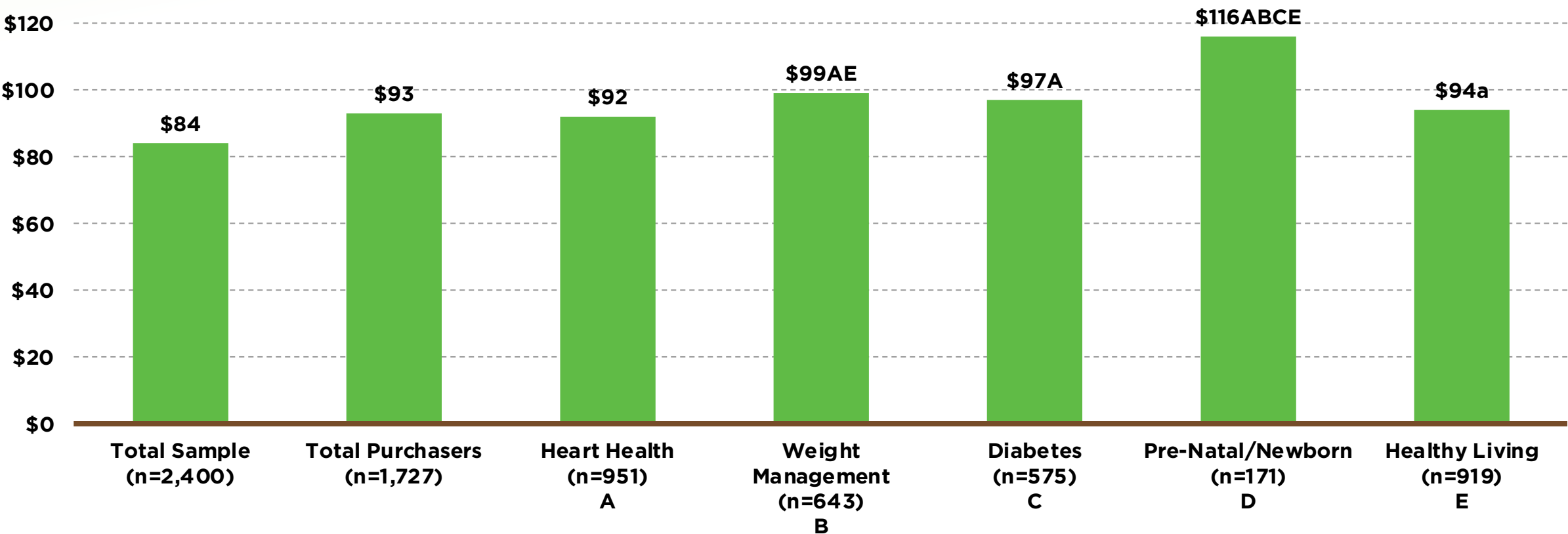


D6 - What is the highest level of education you have completed or the highest degree you have received?



# TOTAL AVERAGE ANNUAL HOUSEHOLD INCOME (IN 000'S)

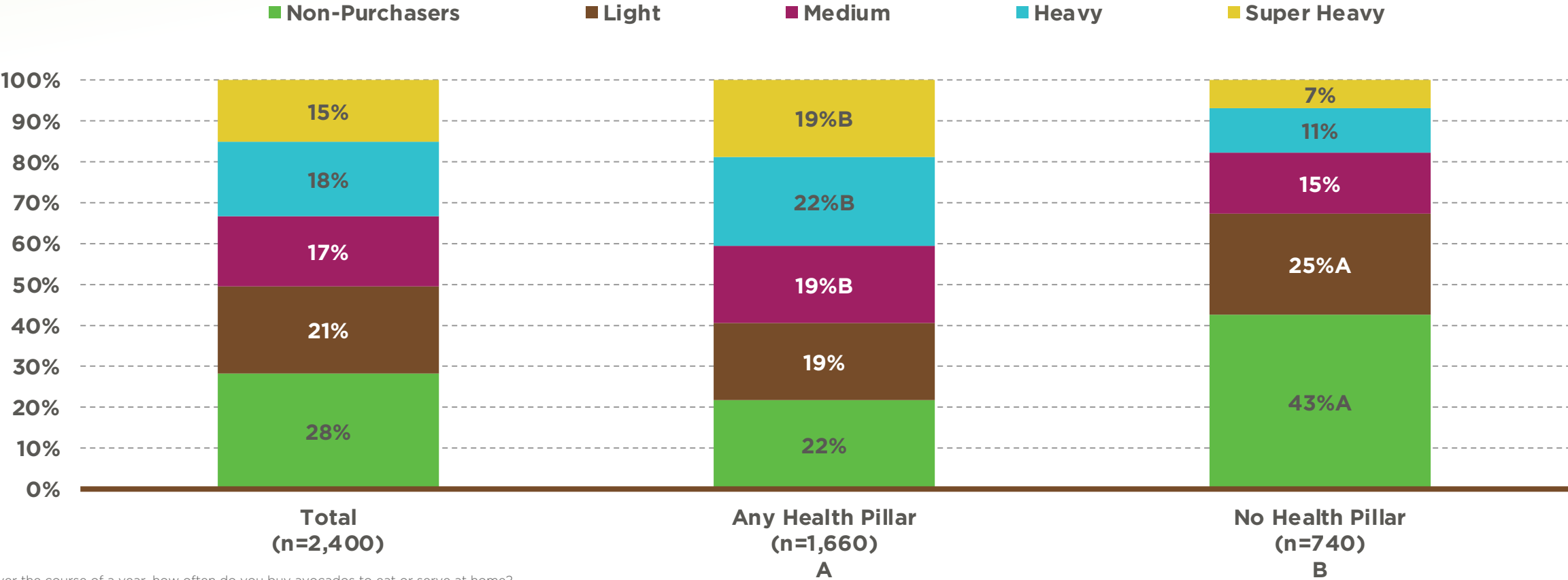
THERE IS MINIMAL VARIATION IN HOUSEHOLD INCOME EXCEPT FOR PRE-NATAL/NEWBORN SKEWING TO A HIGHER INCOME. IN THE PAST WE HAVE SEEN A LOWER INCOME AMONG DIABETES, BUT WE DID NOT THIS YEAR.



D7 - Which of the following income categories best describes your total [INSERT LAST YEAR] household income before taxes?

# AVOCADO SEGMENT COMPOSITION WITHIN ANY HEALTH PILLAR

INDIVIDUALS WHO FALL INTO AT LEAST ONE HEALTH PILLAR ARE SIGNIFICANTLY MORE LIKELY TO PURCHASE AVOCADOS, AND ABOUT TWO-FIFTHS OF THEM ARE HEAVY OR SUPER HEAVY PURCHASERS.

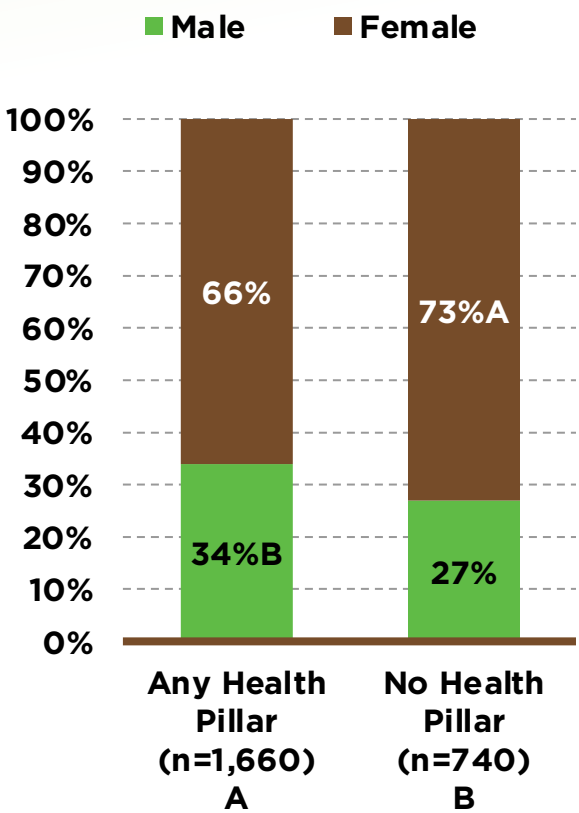


Q120 - Over the course of a year, how often do you buy avocados to eat or serve at home?  
Q130 - On average, how many avocados do you usually buy at one time?

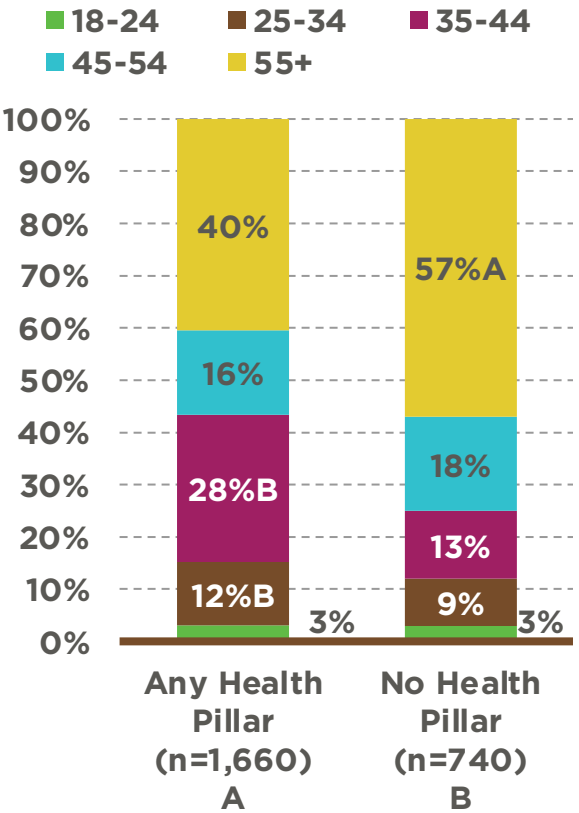
# DEMOGRAPHICS

THOSE FALLING INTO AT LEAST ONE HEALTH PILLAR SKEW MORE MALE (IN 2019 WE HAD MORE OF A FEMALE SKEW), ARE YOUNGER, AND ARE SOMEWHAT MORE RACIALLY DIVERSE.

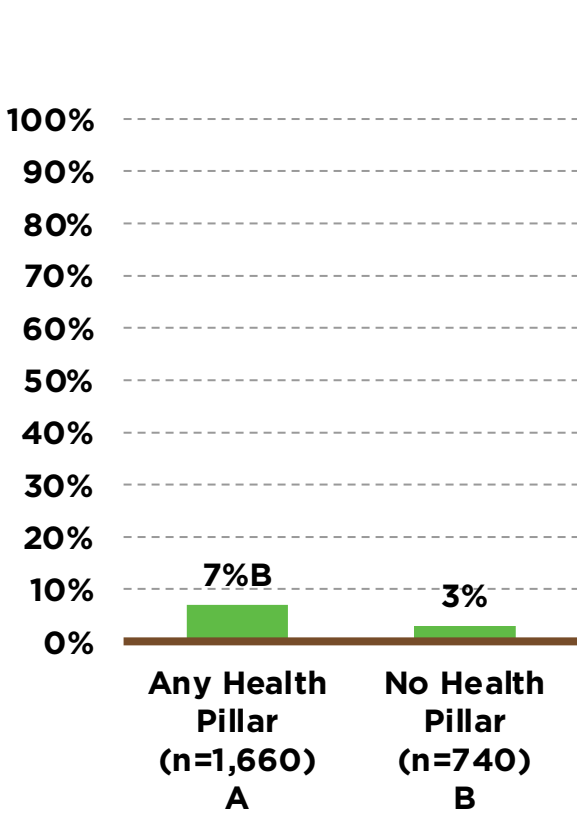
GENDER



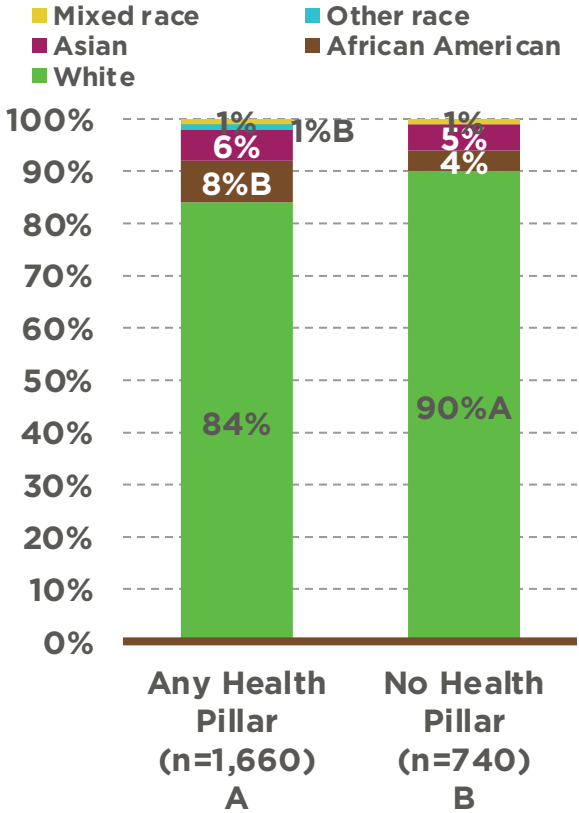
AGE



HISPANIC ORIGIN



RACE

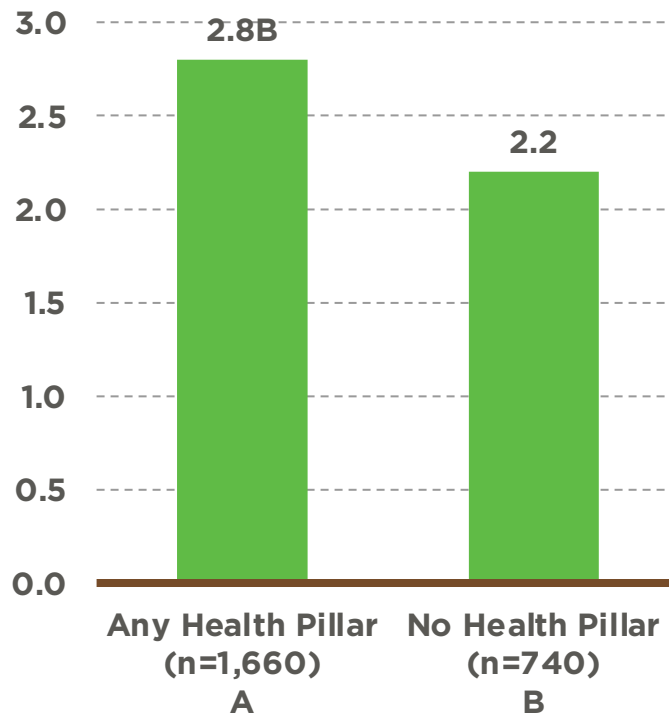


S1, S2, S5, S7

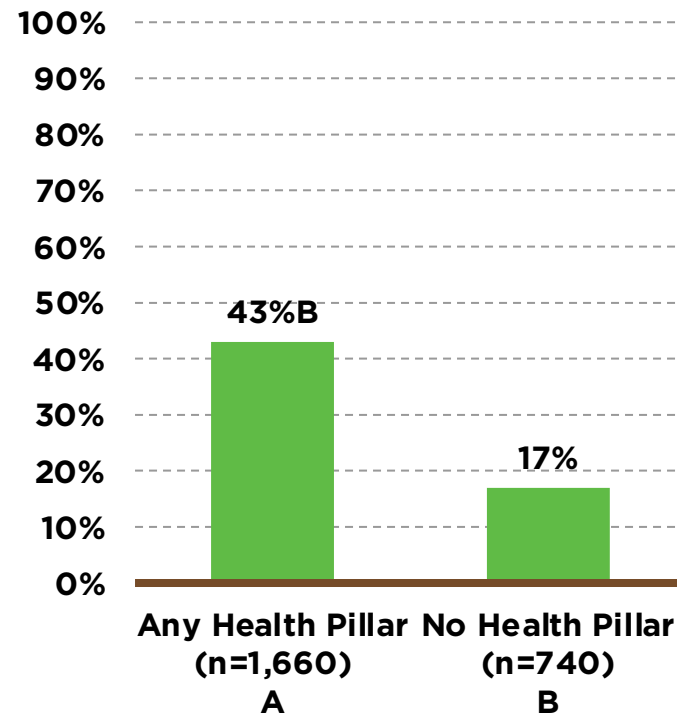
# DEMOGRAPHICS (CONT.)

THOSE FALLING INTO AT LEAST ONE HEALTH PILLAR ARE IN LARGER HOUSEHOLDS, ARE MORE LIKELY TO HAVE CHILDREN AT HOME, AND ARE MORE LIKELY TO BE EMPLOYED.

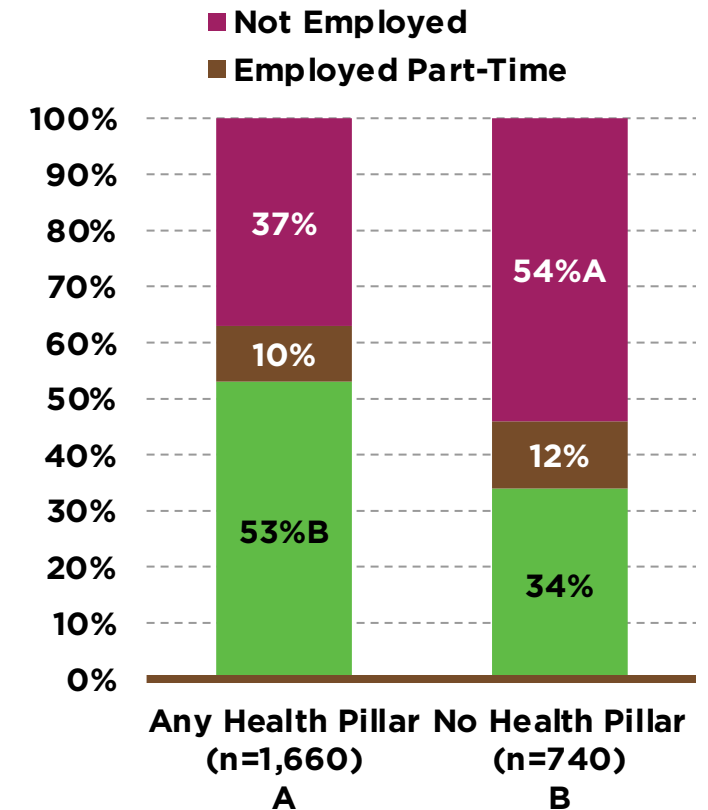
AVERAGE NUMBER OF  
PEOPLE IN HOUSEHOLD



CHILDREN UNDER 18 IN  
HOUSEHOLD



EMPLOYMENT STATUS

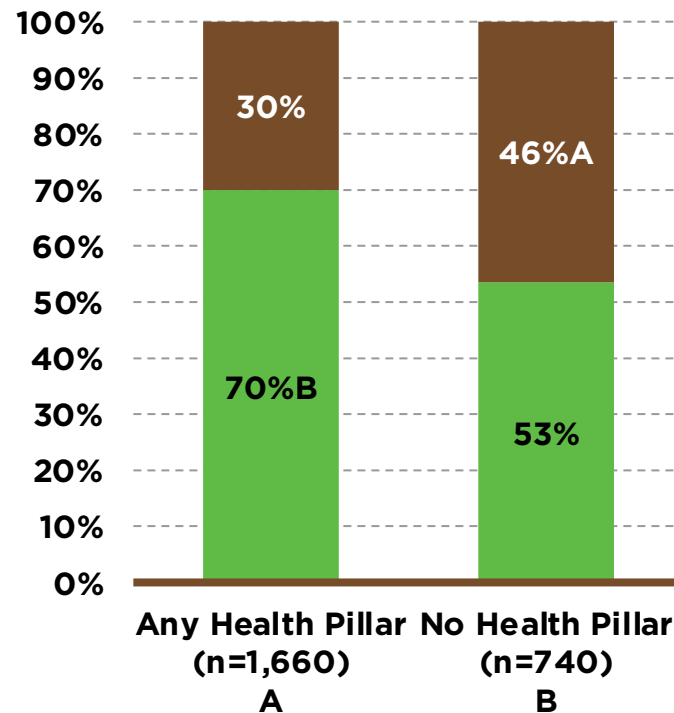


# DEMOGRAPHICS (CONT.)

THOSE IN AT LEAST ONE HEALTH PILLAR ARE MORE LIKELY TO BE MARRIED, BETTER EDUCATION, AND HAVE A HIGHER HOUSEHOLD INCOME.

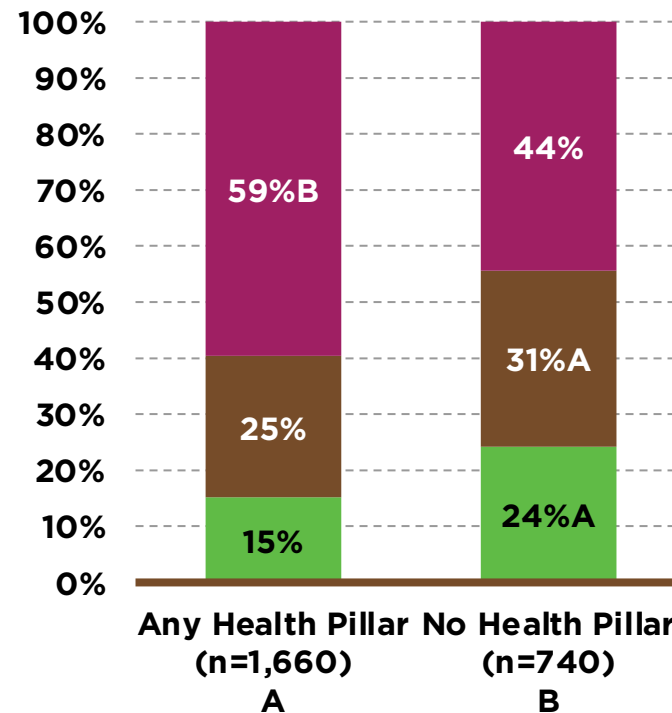
## MARITAL STATUS

■ Married/Partnered ■ Single

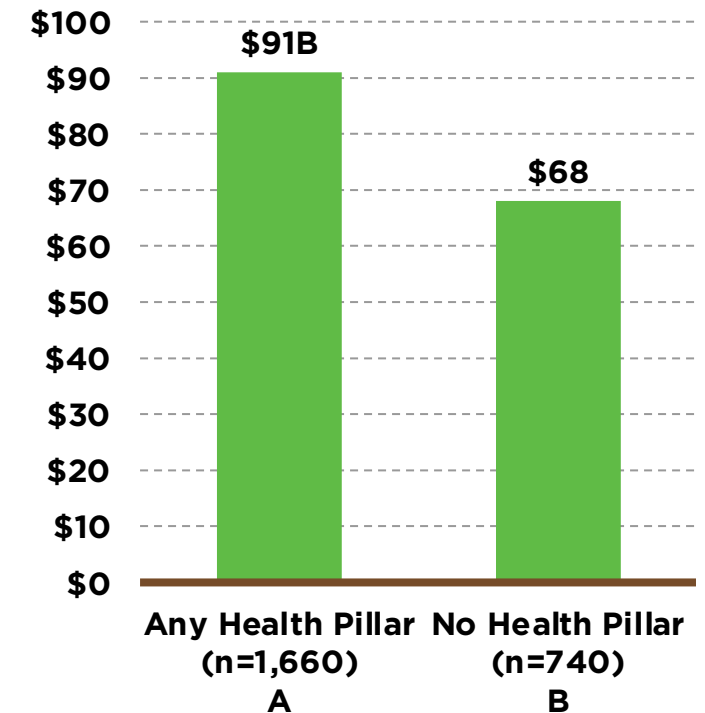


## EDUCATION LEVEL

■ Four Year College Grad or More  
■ Tech/Trade School/Assoc Degree  
■ High School Grad or Less



## TOTAL AVERAGE ANNUAL HOUSEHOLD INCOME (in 000's)

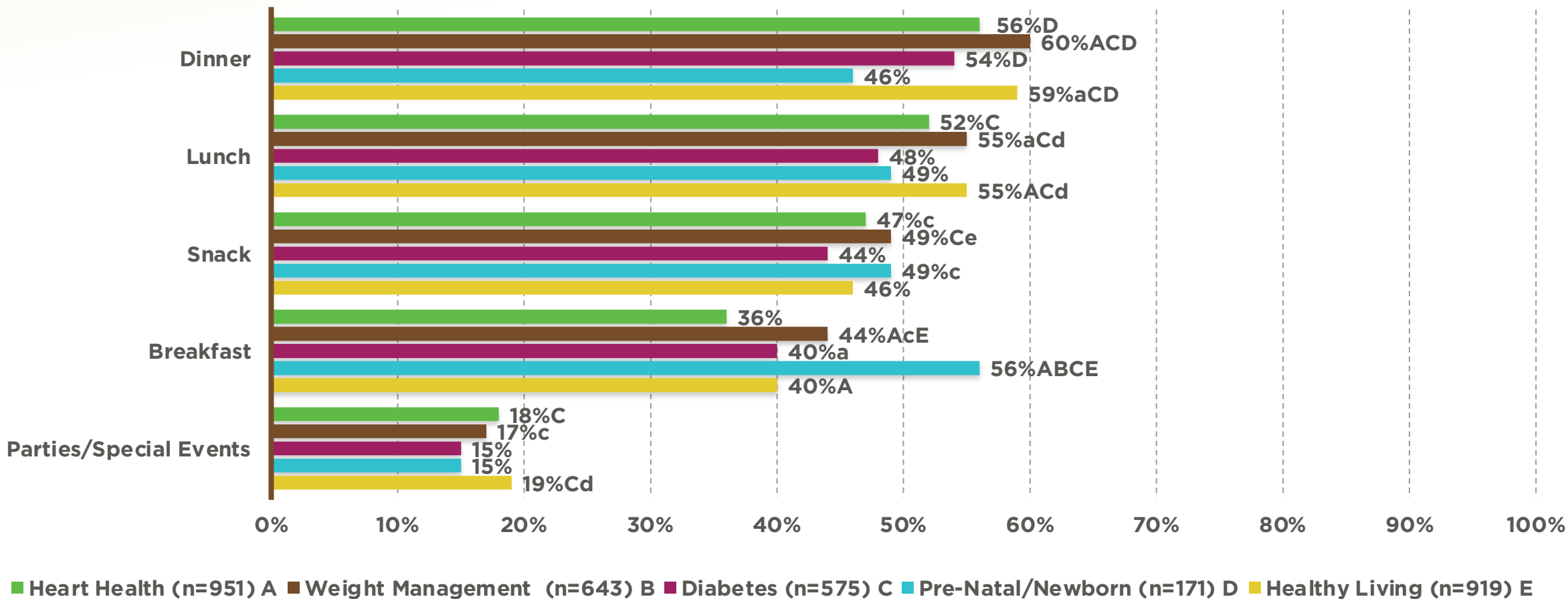


# AVOCADO USAGE



# MEAL OCCASIONS HOUSEHOLD TYPICALLY USE AVOCADOS (PAST YEAR AVOCADO PURCHASERS)

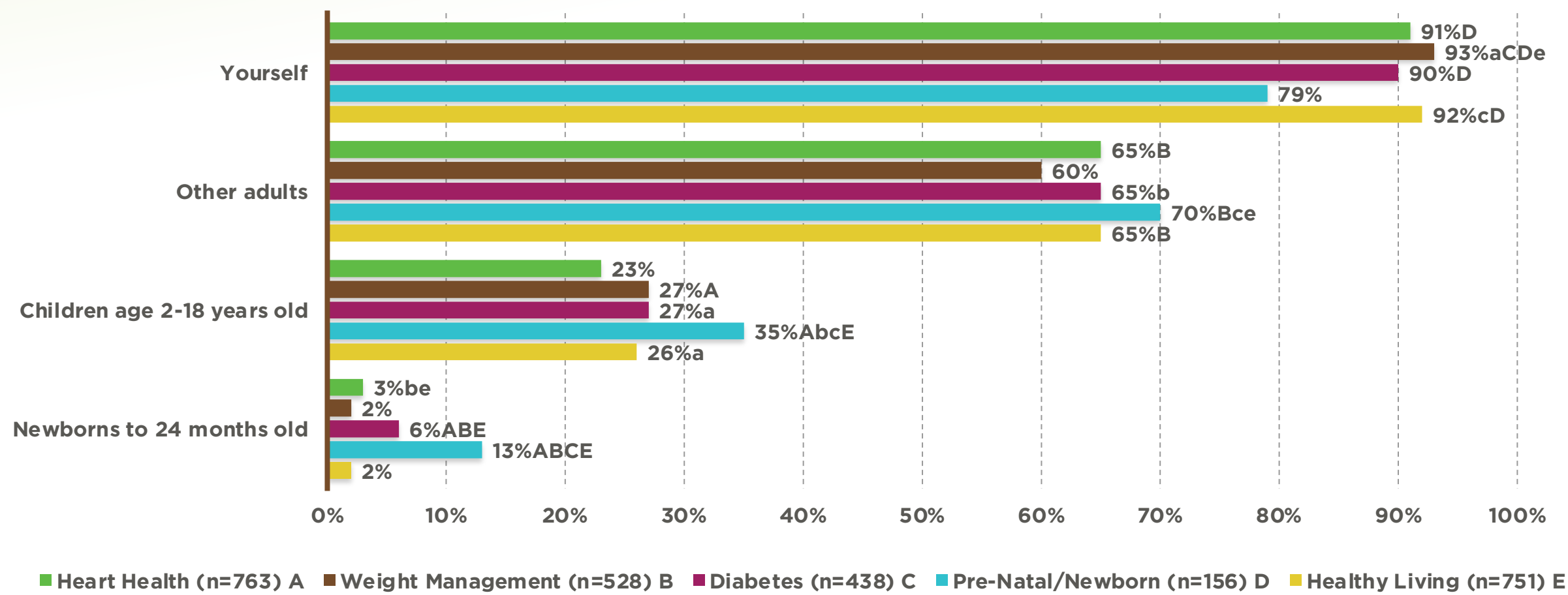
ALL PILLARS USE AVOCADOS ACROSS A WIDE VARIETY OF MEAL OCCASIONS. DINNER AND LUNCH ARE THE TWO MOST COMMON OCCASIONS ACROSS PILLARS EXCEPT FOR PRE-NATAL/NEWBORN WHERE BREAKFAST TOPS THE LIST.



Q140 – For which meal occasions at home do you or others in your household typically use avocados?

# HOUSEHOLD MEMBERS CONSUMING AVOCADOS

THERE IS A NATURAL SKEW TOWARD AVOCADO CONSUMPTION AMONG THE PRE-NATAL/NEWBORN PILLAR TOWARD HOUSEHOLDS WITH CHILDREN AND WITH NEWBORNS TO 24 MONTHS.



Q160 – Who in your household eats avocados or dishes made at home with avocados?

# WAYS EVER CONSUMED AVOCADOS

THERE ARE MANY DIFFERENCES IN HOW AVOCADOS ARE EVER CONSUMED. THE MOST NOTABLE DIFFERENCES ARE HIGHLIGHTED BELOW.

	Heart Health (n=763) % A	Weight Management (n=528) % B	Diabetes (n=438) % C	Pre-Natal/ Newborn (n=156) % D	Healthy Living (n=751) % E
In guacamole, other dips, sauces or spreads	95e	95	95	96	94
In salads	93	95ae	96Ae	97AbE	94
On sandwiches, wraps or burgers	92	93e	94E	94	91
On their own (plain or with salt/pepper or a squeeze of lemon/lime)	88	90E	92AbE	92aE	87
As an ingredient or topping on soups, casseroles or chili	81e	82E	85AbE	92ABCE	79
As a cooking ingredient or topping in dishes other than those listed above	80E	83aE	88ABE	94ABCE	77
In smoothies or other beverages	66	73AE	77AbE	92ABCE	66
In desserts and baked goods, such as puddings and cakes	62e	68AE	74ABE	87ABCE	60
In baby mash-ups or kid- friendly dishes	53	62AE	67ABE	88ABCE	52

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

# WAYS FREQUENTLY CONSUME AVOCADOS

THERE ARE ALSO MANY DIFFERENCES IN HOW AVOCADOS ARE FREQUENTLY CONSUMED. THE MOST NOTABLE DIFFERENCES ARE HIGHLIGHTED BELOW.

	Heart Health (n=763) % A	Weight Management (n=528) % B	Diabetes (n=438) % C	Pre-Natal/ Newborn (n=156) % D	Healthy Living (n=751) % E
In guacamole, other dips, sauces or spreads	54CD	57aCDe	49d	42	54CD
In salads	52D	58ACD	50D	40	58ACD
On sandwiches, wraps or burgers	45	54ACdE	45	47	48ac
On their own (plain or with salt/pepper or a squeeze of lemon/lime)	43	51AdE	47a	43	46a
As an ingredient or topping on soups, casseroles or chili	32	41AE	41AE	47AbcE	35a
As a cooking ingredient or topping in dishes other than those listed above	29	38AE	37AE	38Ae	31a
In smoothies or other beverages	29	36Ae	36A	46ABCE	33A
In desserts and baked goods, such as puddings and cakes	26	34AE	34AE	40AbcE	26
In baby mash-ups or kid- friendly dishes	22	30AE	32AE	35AE	23

# WAYS FREQUENTLY/OCCASIONALLY CONSUME AVOCADOS

THERE ARE ALSO MANY DIFFERENCES IN HOW AVOCADOS ARE FREQUENTLY/OCCASIONALLY CONSUMED. THE MOST NOTABLE DIFFERENCES ARE HIGHLIGHTED BELOW.

	Heart Health (n=763) % A	Weight Management (n=528) % B	Diabetes (n=438) % C	Pre-Natal/ Newborn (n=156) % D	Healthy Living (n=751) % E
In guacamole, other dips, sauces or spreads	84d	85d	85d	79	84
In salads	83D	88ADE	87ADe	76	85D
On sandwiches, wraps or burgers	80	84AE	82	80	80
On their own (plain or with salt/pepper or a squeeze of lemon/lime)	74	77aE	78AE	75	73
As an ingredient or topping on soups, casseroles or chili	62	71AE	71AE	74AE	63
As a cooking ingredient or topping in dishes other than those listed above	64	71AE	73AE	76AbE	62
In smoothies or other beverages	55	64AE	65AE	79ABCE	55
In desserts and baked goods, such as puddings and cakes	47	56AE	61ABE	67ABcE	46
In baby mash-ups or kid- friendly dishes	42	52AE	56AbE	72ABCE	42

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)

THE WEIGHT MANAGEMENT AND HEALTHY LIVING PILLARS EMBRACE MOST OF THE REASONS FOR PURCHASING AVOCADOS. WHILE THE DIABETES AND HEARTH HEALTH PILLARS HAVE REASONS TO PURCHASE AVOCADOS, THEY ARE GENERALLY NOT AS STRONG AS SEEN FOR THE OTHER PILLARS.

	Total Purchasers (n=1,727)	Heart Health (n=951) % A	Weight Management (n=643) % B	Diabetes (n=575) % C	Pre-Natal/Newborn (n=171) % D	Healthy Living (n=919) % E
I believe avocados are healthy	87	82C	89ACD	77	81	88ACD
I know that avocados contain "good" fats	83	79c	88ACDe	76	80	86ACD
I like the taste of avocados	82	74	83ACDe	74	75	80ACd
I like the texture of avocados	77	68	80ACE	68	79AC	77AC
Avocados give me a nice break from everyday foods	71	64	76ACE	64	74AC	71AC
I feel that avocados are a good value for the money	69	64	77ACde	65	72AC	75AC
Avocados help me provide my family with nutritious meals	69	65	76ACE	64	72AC	73AC
My family loves avocados	69	63	75ACE	63	75ACe	70AC
Avocados are my favorite food	59	67	100ACDE	70a	71	73Ac
Avocados are a staple in my household	61	55	69ACE	57	74ACE	64AC
I can substitute avocados for other foods/ ingredients	55	54	67ACE	57a	70ACE	59A
I have many recipes and ways to use avocados	56	53	70ACE	55a	71ACE	63AC
Avocados bring out my creativity in the kitchen	55	52	68ACE	55a	70ACE	61AC
Avocados are good for my baby or toddler to eat	45	44	58ACE	52A	73ABCE	50A

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".

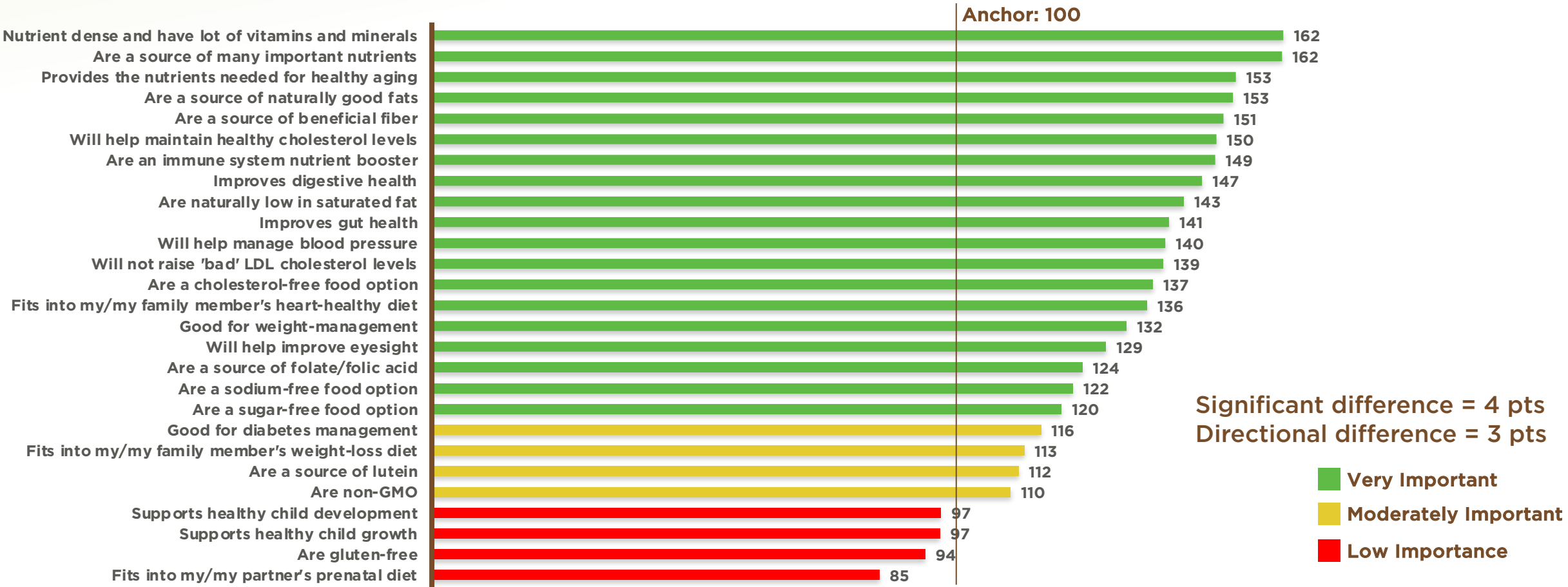
# MAXDIFF EXPLANATION

- 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”.

# ATTRIBUTES CONSIDERED IMPORTANT WHEN DECIDING TO PURCHASE FRESH FRUITS & VEGETABLES

TOTAL SAMPLE

AS SEEN LAST YEAR, THE TOP TWO DECISION DRIVERS WHEN PURCHASING FRESH PRODUCE ARE NUTRIENT DENSE AND HAVE A LOT OF VITAMINS AND MINERALS AND BEING A SOURCE OF MANY IMPORTANT NUTRIENTS. ANOTHER 17 ATTRIBUTES ARE ALSO VERY IMPORTANT. MOST OF THE REST ARE MODERATELY IMPORTANT.



# ATTRIBUTES CONSIDERED IMPORTANT WHEN DECIDING TO PURCHASE FRESH FRUITS & VEGETABLES

TOTAL PURCHASERS

AMONG TOTAL AVOCADO PURCHASERS, THE TOP TWO DECISION DRIVERS WHEN PURCHASING FRESH PRODUCT ARE NUTRIENT DENSE AND HAVE A LOT OF VITAMINS AND MINERALS AND BEING A SOURCE OF MANY IMPORTANT NUTRIENTS. ANOTHER 21 ATTRIBUTES ARE ALSO VERY IMPORTANT. MOST OF THE REST ARE MODERATELY IMPORTANT.



# ATTRIBUTES CONSIDERED MOST IMPORTANT WHEN DECIDING TO PURCHASE FRESH FRUITS & VEGETABLES

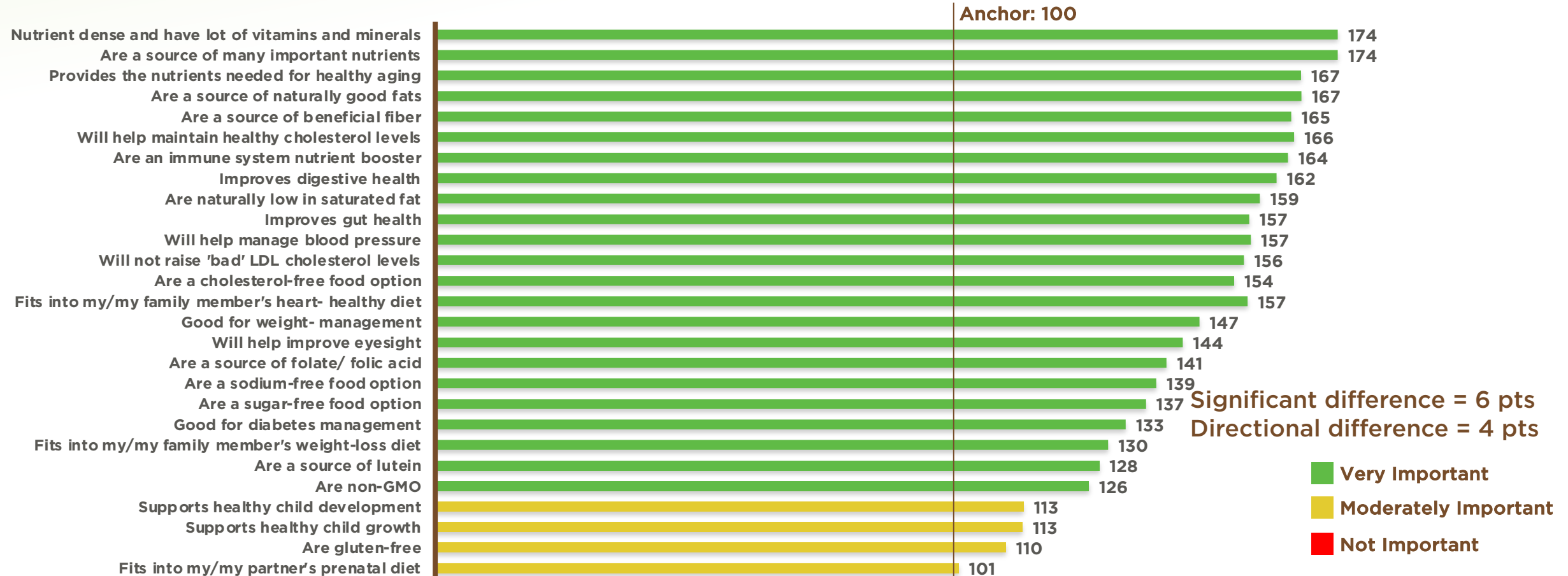
WHILE THE DEGREE OF IMPORTANCE VARIES, THE TOP TWO DECISION DRIVERS ARE THE SAME ACROSS ALL PILLARS. ALL OF THE HEALTH PILLARS GENERALLY PLACE MORE IMPORTANCE ON THE VARIOUS ATTRIBUTES THAN SEEN AMONG TOTAL AVOCADO PURCHASERS.

	Total Sample (n=2,400)	Total Purchasers (n=1,727)	Heart Health (n=951) A	Weight Management (n=643) B	Diabetes (n=575) C	Pre-Natal/ Newborn (n=171) D	Healthy Living (n=919) E
Are a source of many important nutrients	162	169	174CD	183ACD	169d	164	183ACD
Nutrient dense and have lot of vitamins and minerals	162	169	174CD	182ACD	169d	163	183ACD
Provides the nutrients needed for healthy aging	153	160	167D	177ACD	165D	154	175ACD
Are a source of naturally good fats	153	163	167cd	179ACDE	163	161	176ACD
Are a source of beneficial fiber	151	159	165cd	177ACDE	162	160	173ACD
Will help maintain healthy cholesterol levels	150	157	166D	177ACDE	165D	156	172ACD
Are an immune system nutrient booster	149	157	164cd	177ACDe	161	159	174ACD
Improves digestive health	147	155	162	175ACDE	160	159	170ACD
Are naturally low in saturated fat	143	153	159	173ACDE	158	156	168ACD
Improves gut health	141	149	157	172ACDE	156	158	165ACd
Will help manage blood pressure	140	148	157	171ACDE	162ad	154	164AD
Will not raise 'bad' LDL cholesterol levels	139	148	156D	169ACDE	156d	147	163ACD
Are a cholesterol-free food option	137	147	154	169ACDE	157	152	161AcD
Fits into my/my family member's heart- healthy diet	136	146	157	171ACDE	155	154	164ACD
Good for weight- management	132	141	147	171ACDE	154A	154a	155A
Will help improve eyesight	129	137	144	163ACDE	150A	149	155Acd
Are a source of folate/ folic acid	124	134	141	160ACDE	142	148ac	153AC
Are a sodium-free food option	122	131	139	159ACDE	147A	145a	148A
Are a sugar-free food option	120	129	137	158ACDE	151Ae	147A	146A
Good for diabetes management	116	125	133	157AdE	161AbDE	150Ae	141A
Fits into my/my family member's weight-loss diet	113	124	130	159ACDE	140A	148Ace	140A
Are a source of lutein	112	123	128	151ACDE	133a	139A	141AC
Are non-GMO	110	121	126	149ACdE	128	140AC	140AC
Supports healthy child development	97	109	113	139ACE	120a	155ABCE	125Ac
Supports healthy child growth	97	109	113	139ACE	121A	154ABCE	125A
Are gluten-free	94	106	110	138ACE	119A	136ACE	121A
Fits into my/my partner's prenatal diet	85	97	101	130ACE	114A	139AbCE	110A

# ATTRIBUTES CONSIDERED IMPORTANT WHEN DECIDING TO PURCHASE FRESH FRUITS & VEGETABLES

HEART HEALTH

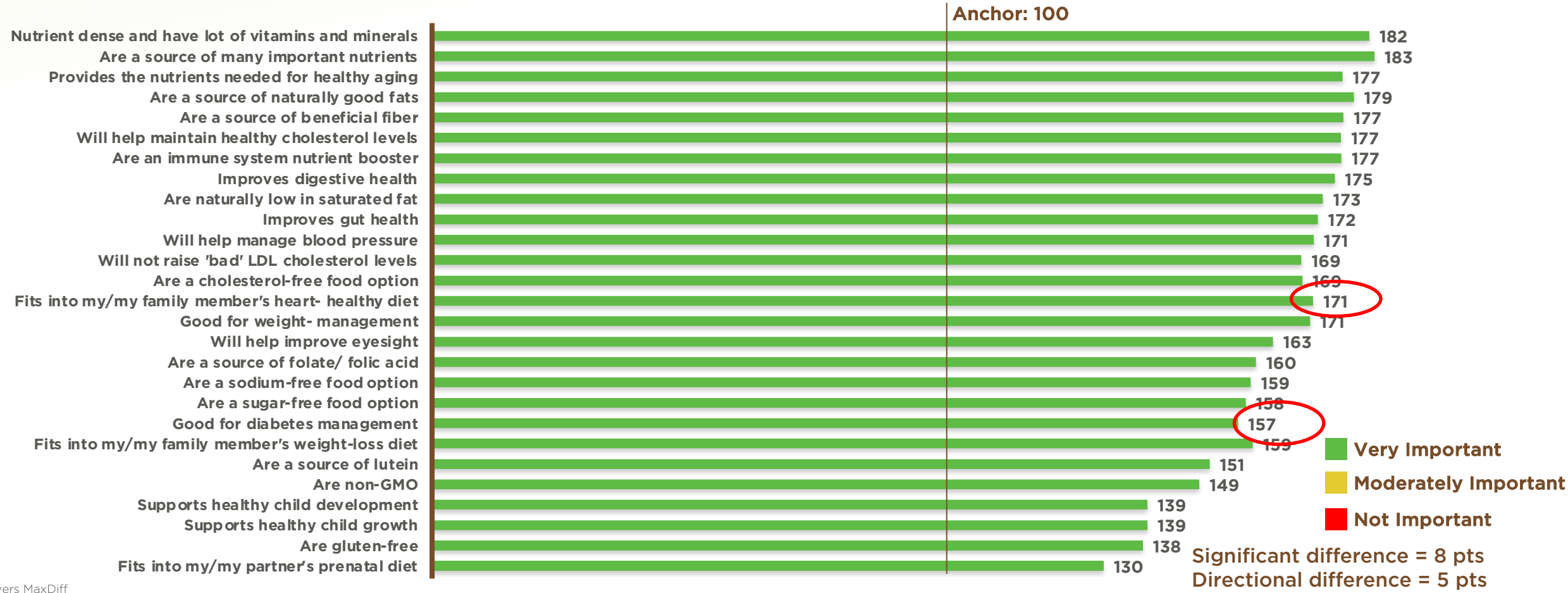
THE HEART HEALTH PILLAR FINDS 23 OF THE ATTRIBUTES TO BE VERY IMPORTANT – COMPARED TO 16 FOR THE TOTAL SAMPLE.





# ATTRIBUTES CONSIDERED IMPORTANT WHEN DECIDING TO PURCHASE FRESH FRUITS & VEGETABLES

THE WEIGHT MANAGEMENT PILLAR FINDS ALL OF THE ATTRIBUTES TO BE VERY IMPORTANT. THE IMPORTANCE OF GOOD WEIGHT MANAGEMENT AND FITTING INTO A WEIGHT LOSS DIET ARE NATURALLY HIGHER AMONG THIS PILLAR THAN SEEN OVERALL.



# ATTRIBUTES CONSIDERED IMPORTANT WHEN DECIDING TO PURCHASE FRESH FRUITS & VEGETABLES

DIABETES

THE DIABETES PILLAR FINDS 25 OF THE ATTRIBUTES TO BE VERY IMPORTANT. THE IMPORTANCE OF BEING GOOD FOR DIABETES MANAGEMENT IS NATURALLY HIGHER AMONG THIS PILLAR THAN SEEN OVERALL.



# ATTRIBUTES CONSIDERED IMPORTANT WHEN DECIDING TO PURCHASE FRESH FRUITS & VEGETABLES

PRE-NATAL/NEWBORN

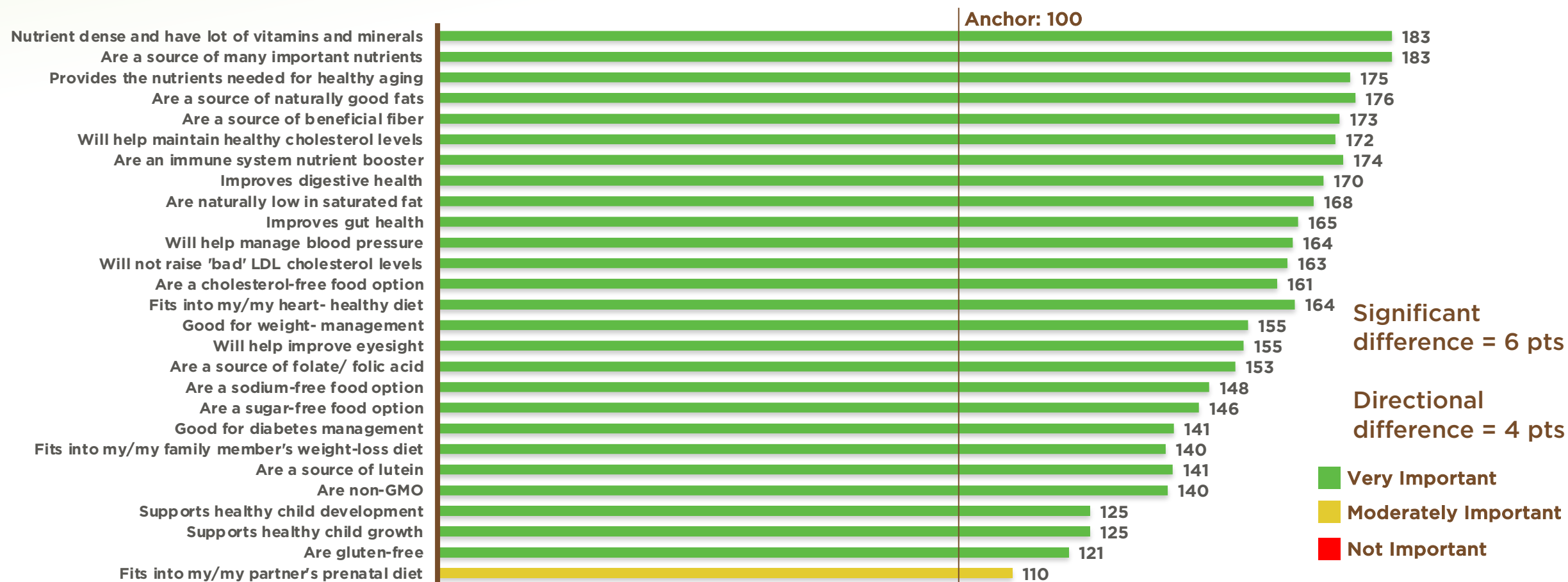
THE PRE-NATAL/NEWBORN PILLAR FINDS ALL OF THE ATTRIBUTES TO BE VERY IMPORTANT. THE IMPORTANCE OF SUPPORTING HEALTHY CHILD GROWTH AND HEALTHY CHILD DEVELOPMENT ARE NATURALLY HIGHER AMONG THIS PILLAR THAN SEEN OVERALL.



# ATTRIBUTES CONSIDERED IMPORTANT WHEN DECIDING TO PURCHASE FRESH FRUITS & VEGETABLES

HEALTHY LIVING

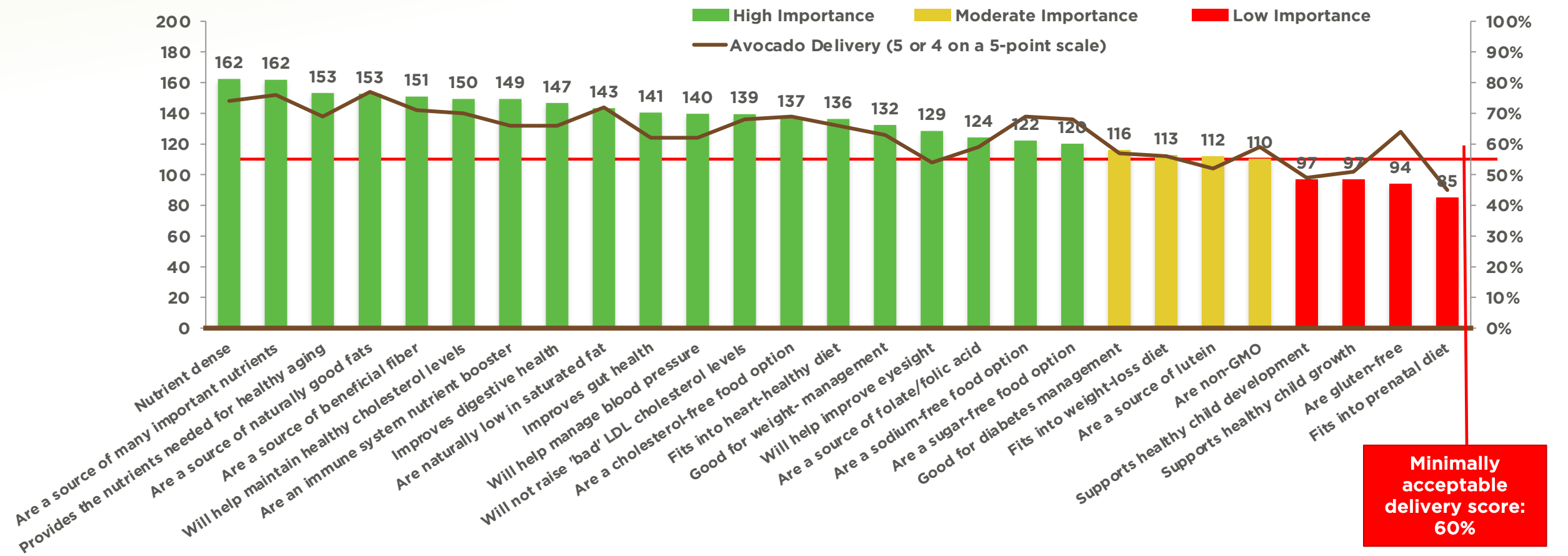
THE HEALTHY LIVING PILLAR FINDS ALL BUT THE PRENATAL ATTRIBUTE TO BE VERY IMPORTANT.



# ATTRIBUTES CONSIDERED IMPORTANT WHEN DECIDING TO PURCHASE FRESH FRUITS & VEGETABLES VS. AVOCADO DELIVERY

TOTAL SAMPLE

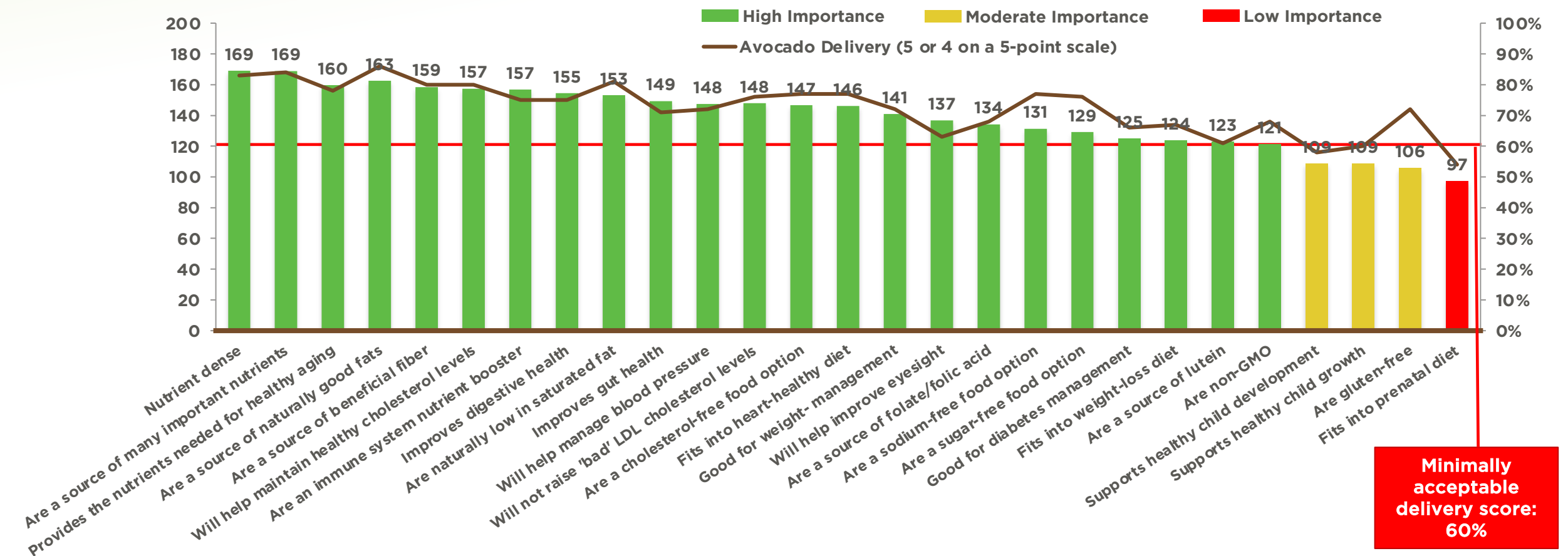
AVOCADOS CONTINUE TO HAVE REASONABLY STRONG PERCEIVED DELIVER AGAINST MANY, BUT NOT ALL OF THE MOST IMPORTANT ATTRIBUTES.



# ATTRIBUTES CONSIDERED IMPORTANT WHEN DECIDING TO PURCHASE FRESH FRUITS & VEGETABLES VS. AVOCADO DELIVERY

TOTAL PURCHASERS

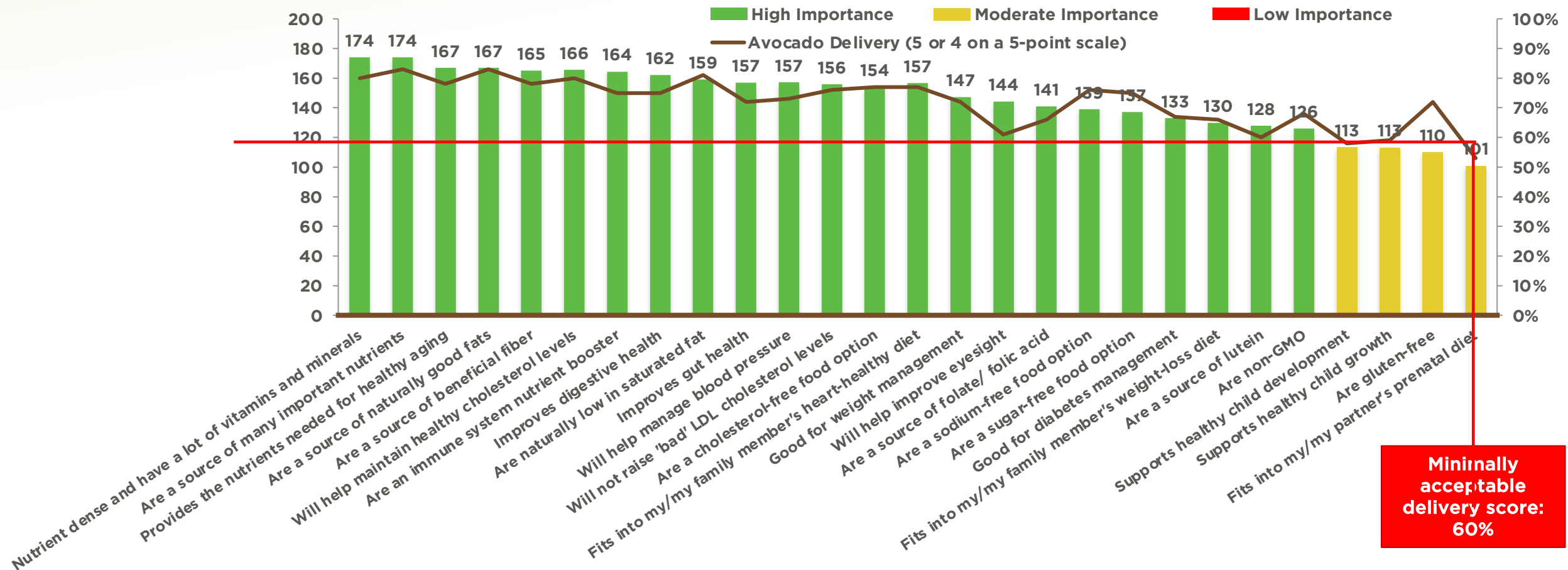
AMONG TOTAL AVOCADO PURCHASERS, AVOCADOS HAVE REASONABLY STRONG PERCEIVED DELIVER AGAINST ALL OF THE MOST IMPORTANT ATTRIBUTES.





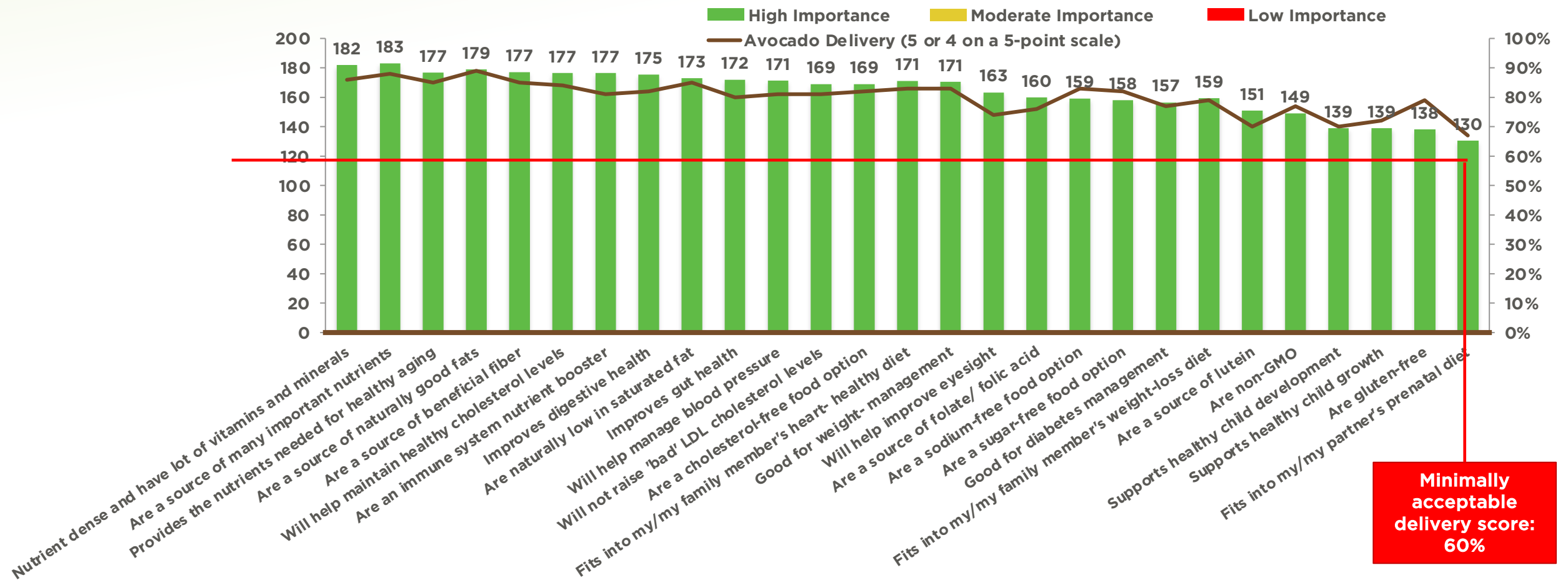
# ATTRIBUTES CONSIDERED IMPORTANT WHEN DECIDING TO PURCHASE FRESH FRUITS & VEGETABLES VS. AVOCADO DELIVERY

AVOCADOS GENERALLY HAVE STRONG PERFORMANCE AGAINST ALL OF THE ATTRIBUTES THAT ARE VERY IMPORTANT TO THE HEART HEALTH PILLAR.



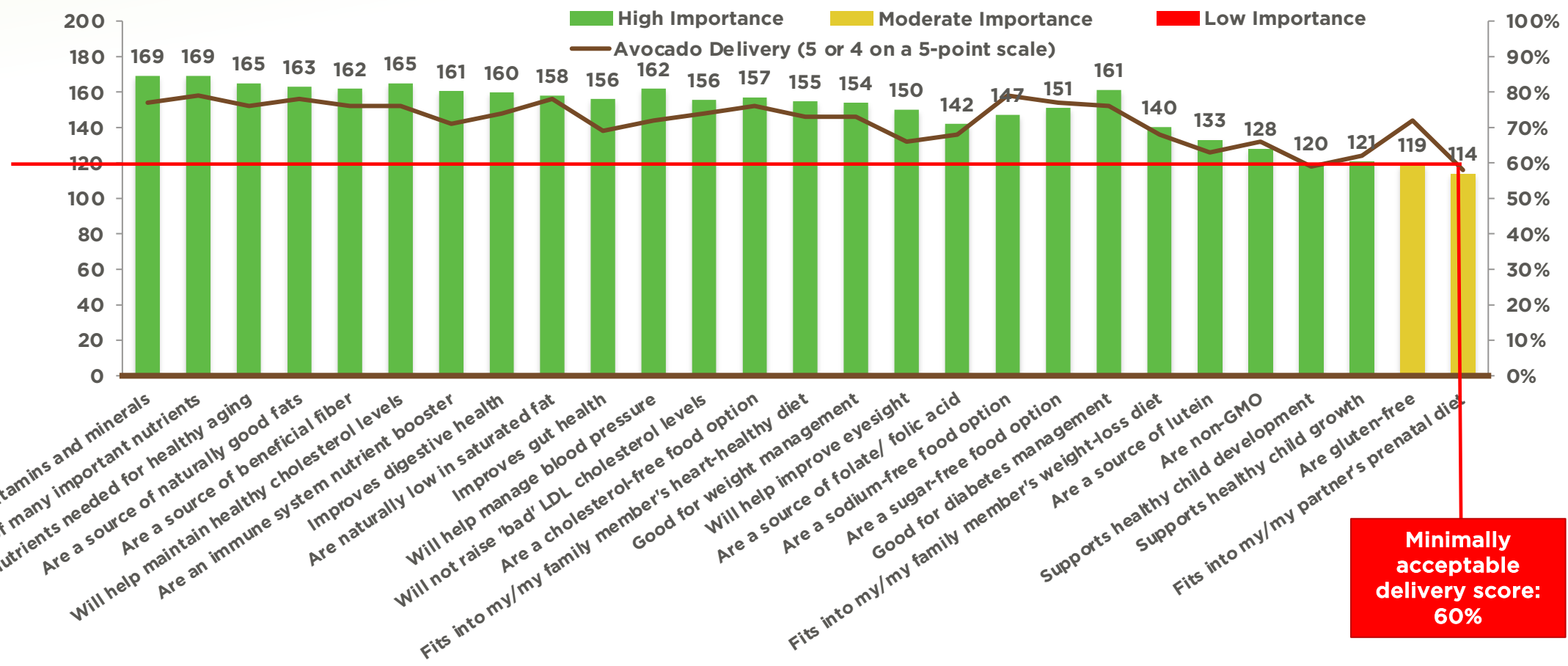
# ATTRIBUTES CONSIDERED IMPORTANT WHEN DECIDING TO PURCHASE FRESH FRUITS & VEGETABLES VS. AVOCADO DELIVERY

AVOCADOS GENERALLY HAVE VERY STRONG PERFORMANCE AGAINST ALL OF THE ATTRIBUTES THAT ARE VERY IMPORTANT TO THE WEIGHT MANAGEMENT PILLAR.



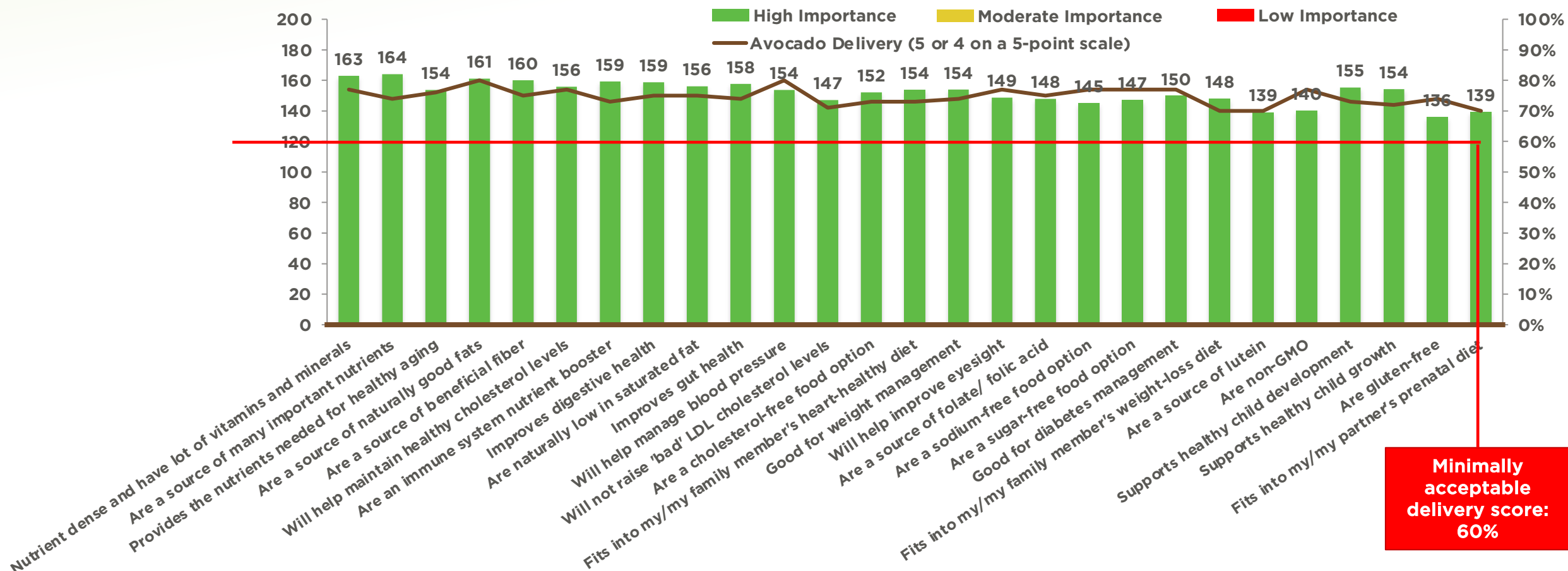
# ATTRIBUTES CONSIDERED IMPORTANT WHEN DECIDING TO PURCHASE FRESH FRUITS & VEGETABLES VS. AVOCADO DELIVERY

AVOCADOS GENERALLY HAVE STRONG PERFORMANCE AGAINST MOST OF THE ATTRIBUTES THAT ARE VERY IMPORTANT TO THE DIABETES PILLAR.



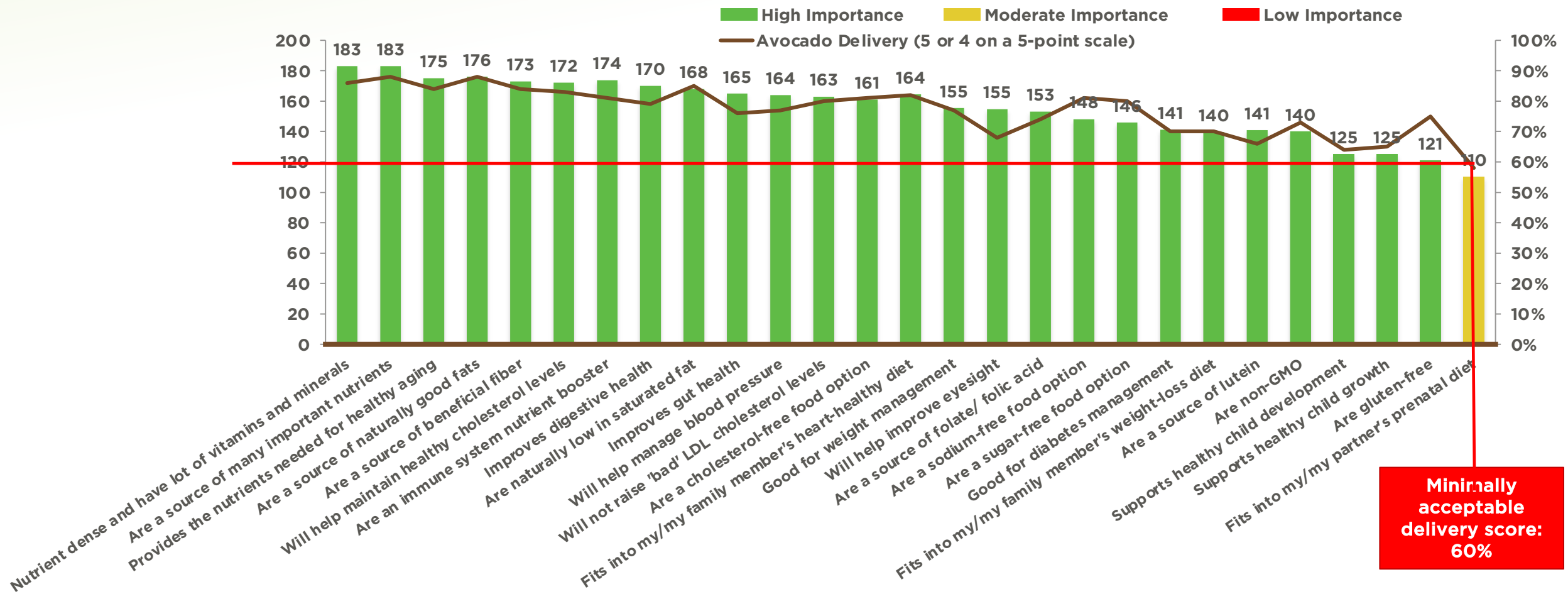
# ATTRIBUTES CONSIDERED IMPORTANT WHEN DECIDING TO PURCHASE FRESH FRUITS & VEGETABLES VS. AVOCADO DELIVERY

AVOCADOS GENERALLY HAVE VERY STRONG PERFORMANCE AGAINST MOST OF THE ATTRIBUTES THAT ARE VERY IMPORTANT TO THE PRE-NATAL/NEWBORN PILLAR. AVOCADOS DO ESPECIALLY WELL ON SUPPORTING HEALTHY CHILD GROWTH AND CHILD DEVELOPMENT.



# ATTRIBUTES CONSIDERED IMPORTANT WHEN DECIDING TO PURCHASE FRESH FRUITS & VEGETABLES VS. AVOCADO DELIVERY

AVOCADOS GENERALLY HAVE STRONG PERFORMANCE AGAINST ALL OF THE ATTRIBUTES THAT ARE VERY IMPORTANT TO THE HEALTHY LIVING PILLAR.





# AVOCADO DELIVERY

## ( 5 OR 4 ON A 5-POINT SCALE )

AVOCADOS GENERALLY PERFORM BEST AMONG THE WEIGHT MANAGEMENT AND HEALTHY LIVING PILLARS.

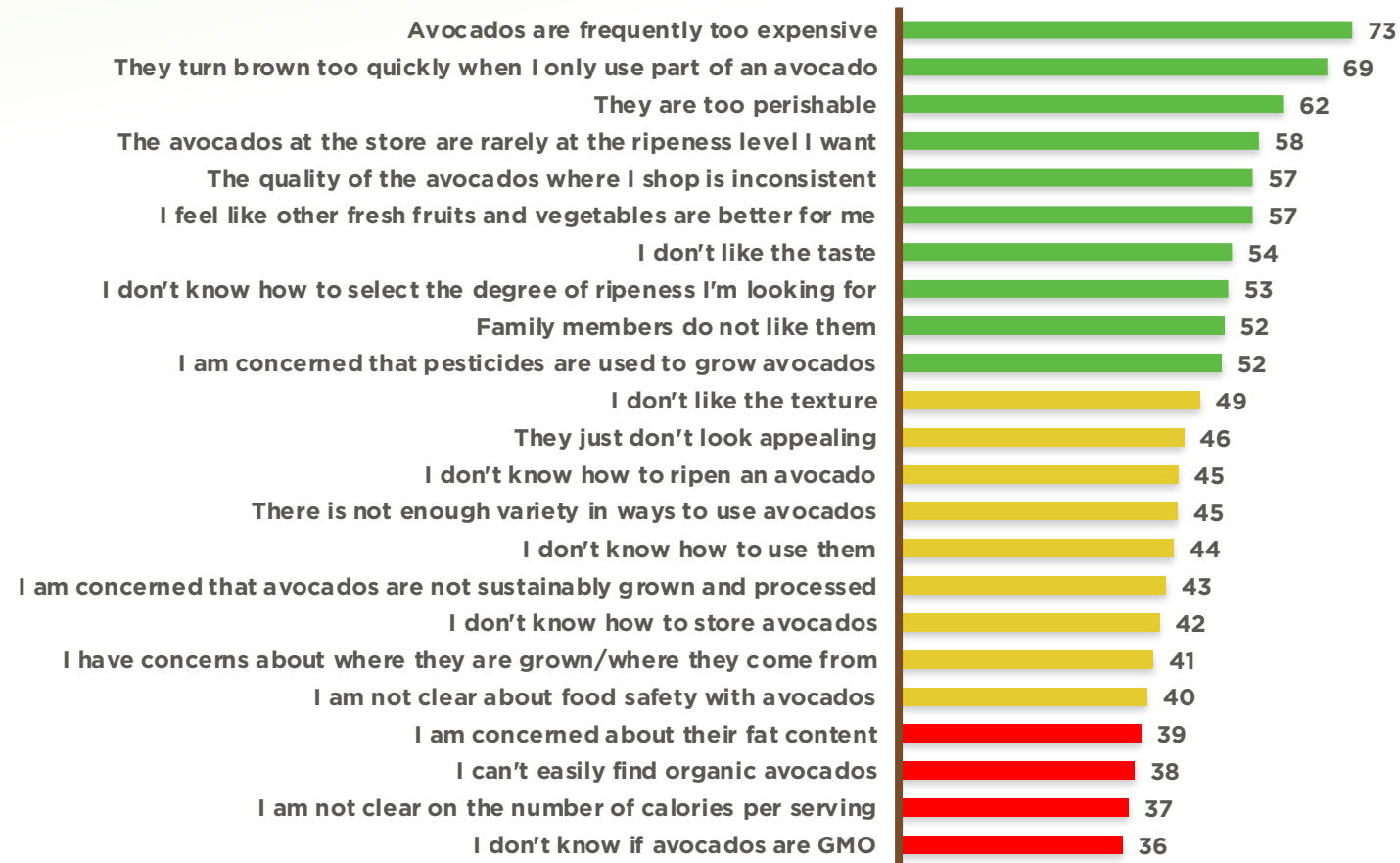
	Total Sample (n=2,400) %	Total Purchasers (n=1,727) %	Heart Health (n=951) % A	Weight Management (n=643) % B	Diabetes (n=575) % C	Pre-Natal/ Newborn (n=171) % D	Healthy Living (n=919) % E
Are a source of naturally good fats	77	86	83Cd	89ACD	78	80	88ACD
Are a source of many important nutrients	76	84	83CD	88ACD	79d	74	88ACD
Nutrient dense and have a lot of vitamins and minerals	74	83	80c	86ACD	77	77	86ACD
Are naturally low in saturated fat	72	81	81cd	85ACD	78	75	85ACD
Are a source of beneficial fiber	71	80	78	85ACD	76	75	84ACD
Will help maintain healthy cholesterol levels	70	80	80c	84ACDe	76	77	83ACd
Provides the nutrients needed for healthy aging	69	78	78c	85ACD	76	76	84ACD
Are a cholesterol-free food option	69	77	77	82ACD	76	73	81ACD
Are a sodium-free food option	69	77	76	83ACde	79a	77	81Ac
Are a sugar-free food option	68	76	75	82ACdE	77a	77	80A
Will not raise 'bad' LDL cholesterol levels	68	76	76cd	81ACD	74	71	80ACD
Fits into my/my family member's heart-healthy diet	66	77	77Cd	83ACD	73	73	82ACD
Improves digestive health	66	75	75	82ACDE	74	75	79ACd
Are an immune system nutrient booster	66	75	75c	81ACD	71	73	81ACD
Are gluten-free	64	72	72	79ACdE	72	74	75Ac
Good for weight management	63	72	72	83ACDE	73	74	77AC
Will help manage blood pressure	62	72	73	81ACE	72	80AC	77AC
Improves gut health	62	71	72c	80ACdE	69	74c	76AC
Are non-GMO	59	68	68	77ACE	66	77AC	73AC
Are a source of folate/ folic acid	59	68	66	76ACe	68	75Ac	74AC
Good for diabetes management	57	66	67	77AE	76AE	77AE	70a
Fits into my/my family member's weight-loss diet	56	67	66	79ACDE	68	70	70A
Will help improve eyesight	54	63	61	74ACE	66A	77ACE	68A
Are a source of lutein	52	61	60	70ACE	63a	70Ac	66A
Supports healthy child growth	51	60	59	72ACE	62a	72ACE	65Ac
Supports healthy child development	49	58	58	70ACE	59	73ACE	64AC
Fits into my/my partner's prenatal diet	45	54	53	67ACE	58A	70ACE	58A

Q220 - To the best of your knowledge, how well does each of the following describe avocados? Please answer using a scale from 1 to 5 where a "1" means "Does not describe avocados at all" and a "5" means "Describes avocados perfectly."



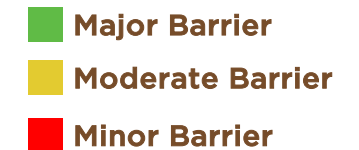
# BARRIERS TO PURCHASING AVOCADOS (MORE OFTEN)

FREQUENTLY BEING TOO EXPENSIVE IS THE TOP BARRIER TO PURCHASING AVOCADOS. TURNING BROWN TOO QUICKLY WHEN PARTIALLY USED IS A STRONG SECONDARY BARRIER. THE REMAINING MAJOR BARRIERS ARE SIMILAR TO 2019 WITH THE EXCEPTION OF CONCERN ABOUT PESTICIDES. THIS MOVED FROM MODERATE TO MAJOR IMPORTANCE..



Anchor: 100

Significant difference = 4 pts  
Directional difference = 3 pts



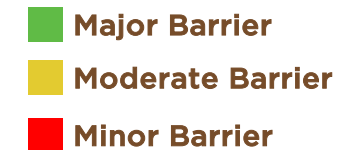
# BARRIERS TO PURCHASING AVOCADOS (MORE OFTEN)

FREQUENTLY BEING TOO EXPENSIVE IS THE TOP BARRIER AMONG TOTAL PURCHASERS. TURNING BROWN TOO QUICKLY WHEN PARTIALLY USED IS A STRONG SECONDARY BARRIER. BEING PERISHABLE, INCONSISTENT QUALITY AND UNDESIRABLE RIPENESS LEVELS ARE ALSO STRONG BARRIERS.



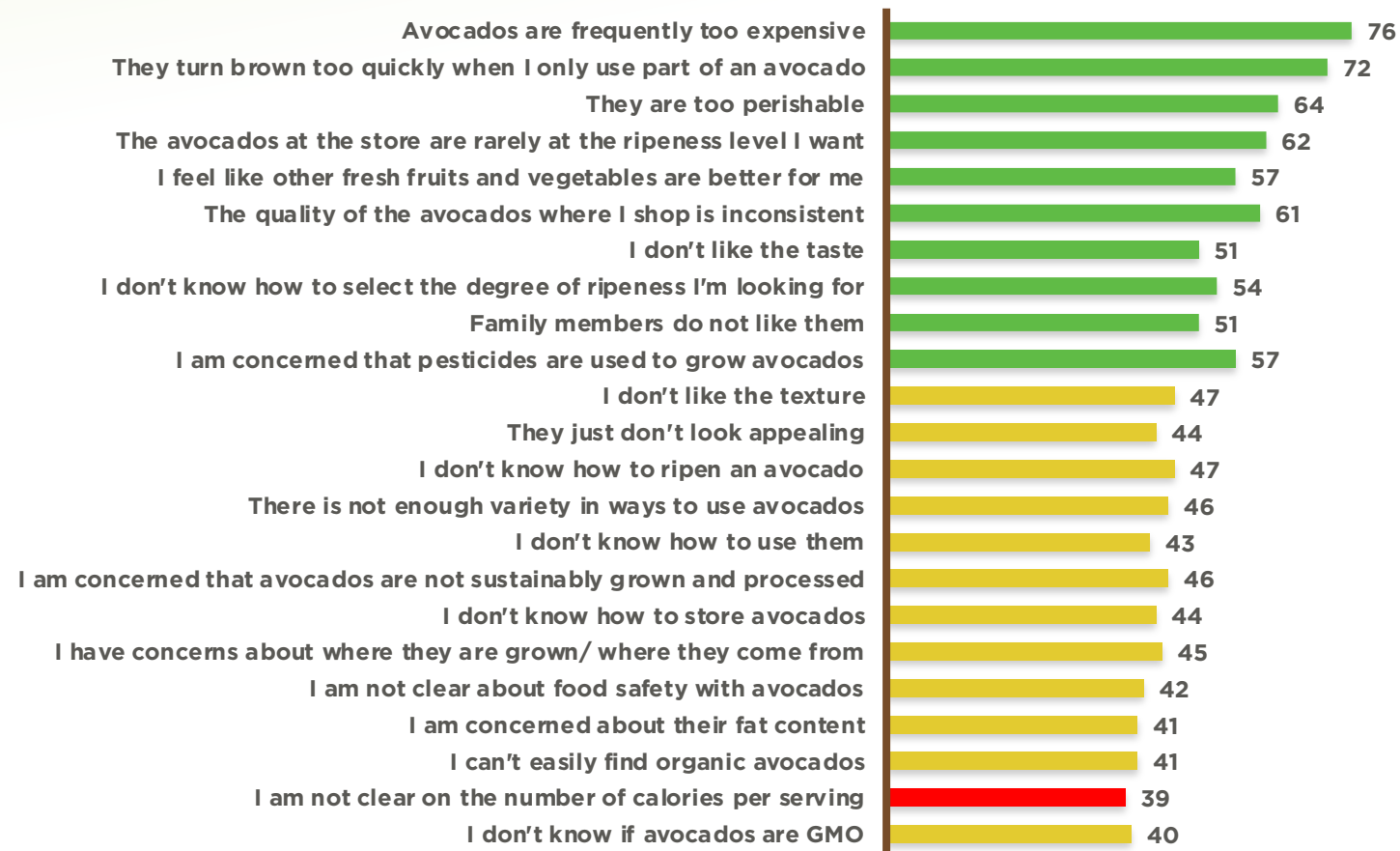
Anchor: 100

Significant difference = 5 pts  
Directional difference = 3 pts



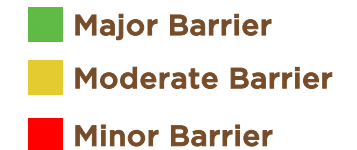
# BARRIERS TO PURCHASING AVOCADOS (MORE OFTEN)

TOP BARRIERS FOR THE HEART HEALTH PILLAR ARE BEING TOO EXPENSIVE AND TURNING BROWN TOO QUICKLY. WE ONLY HAD A TOTAL OF 5 MAJOR BARRIERS IN 2019 - NOW WE HAVE 10.



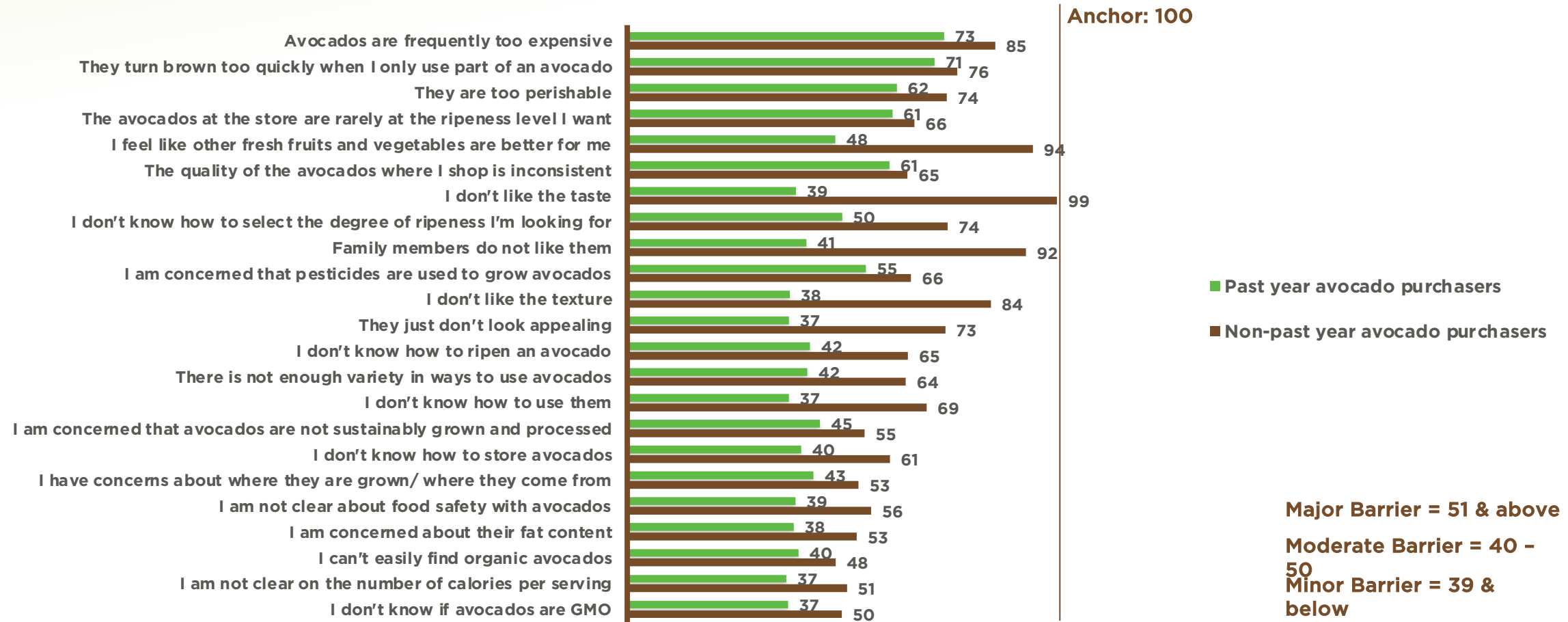
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Directional difference = 4 pts



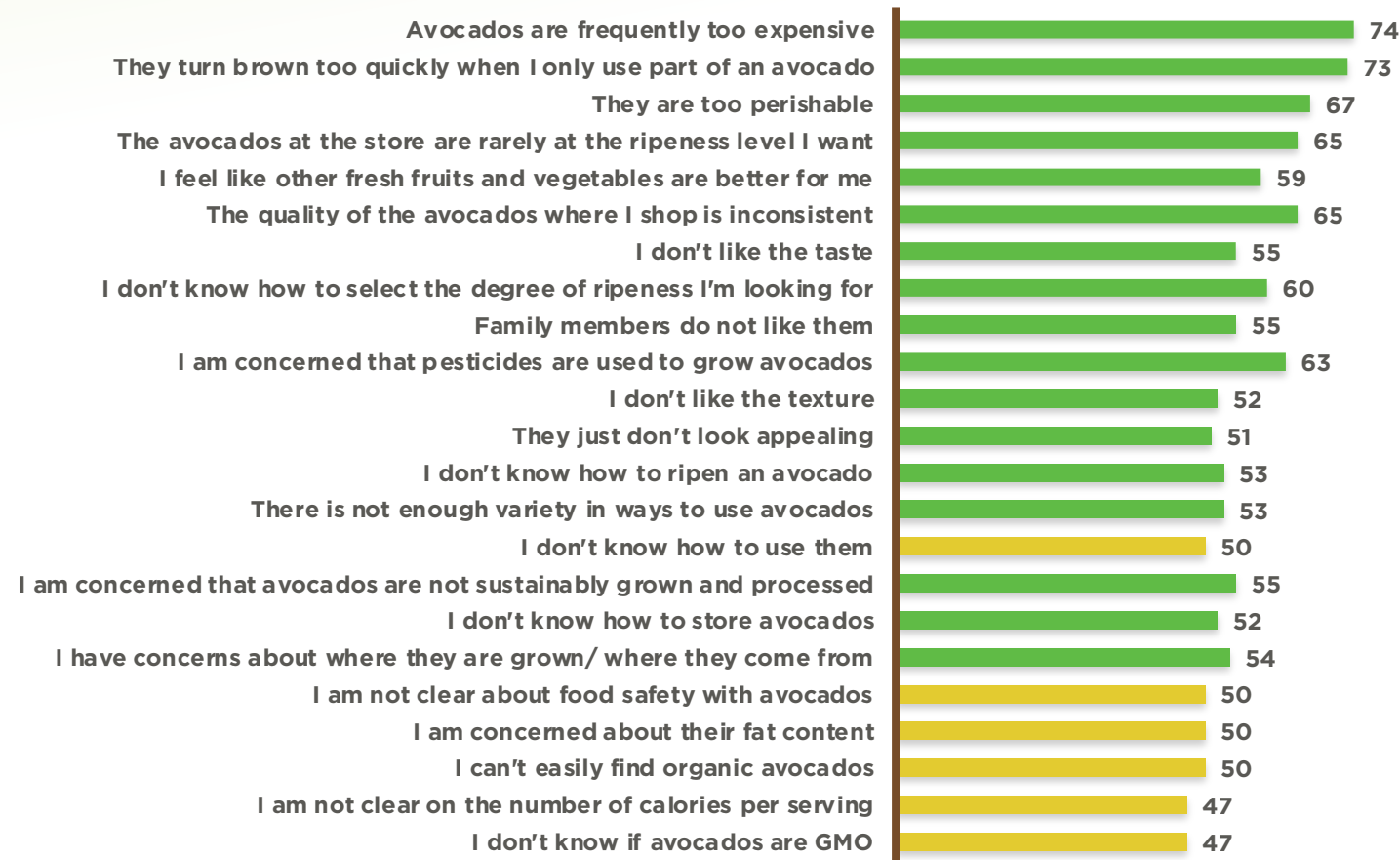
# BARRIERS TO PURCHASING AVOCADOS (MORE OFTEN)

ALMOST EVERYTHING IS MUCH MORE OF A BARRIER FOR NON-PURCHASERS AMONG THE HEART HEALTH PILLAR.



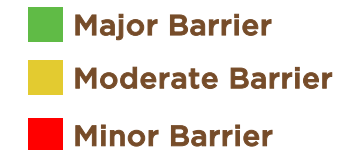
# BARRIERS TO PURCHASING AVOCADOS (MORE OFTEN)

THE WEIGHT MANAGEMENT PILLAR HAS THE SAME TOP CONCERNS. SUSTAINABILITY ISSUES ALSO EMERGE AS BARRIERS FOR THEM.



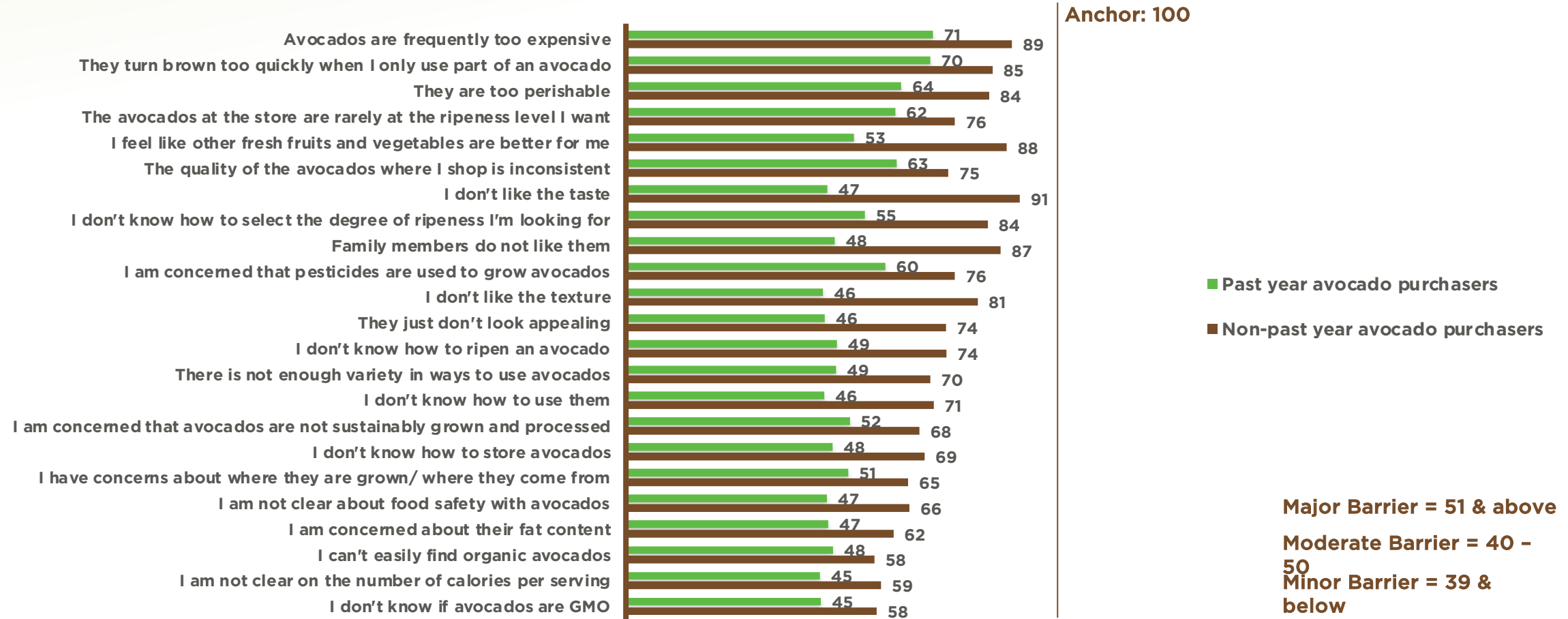
Anchor: 100

Significant difference = 8 pts  
Directional difference = 5 pts



# BARRIERS TO PURCHASING AVOCADOS (MORE OFTEN)

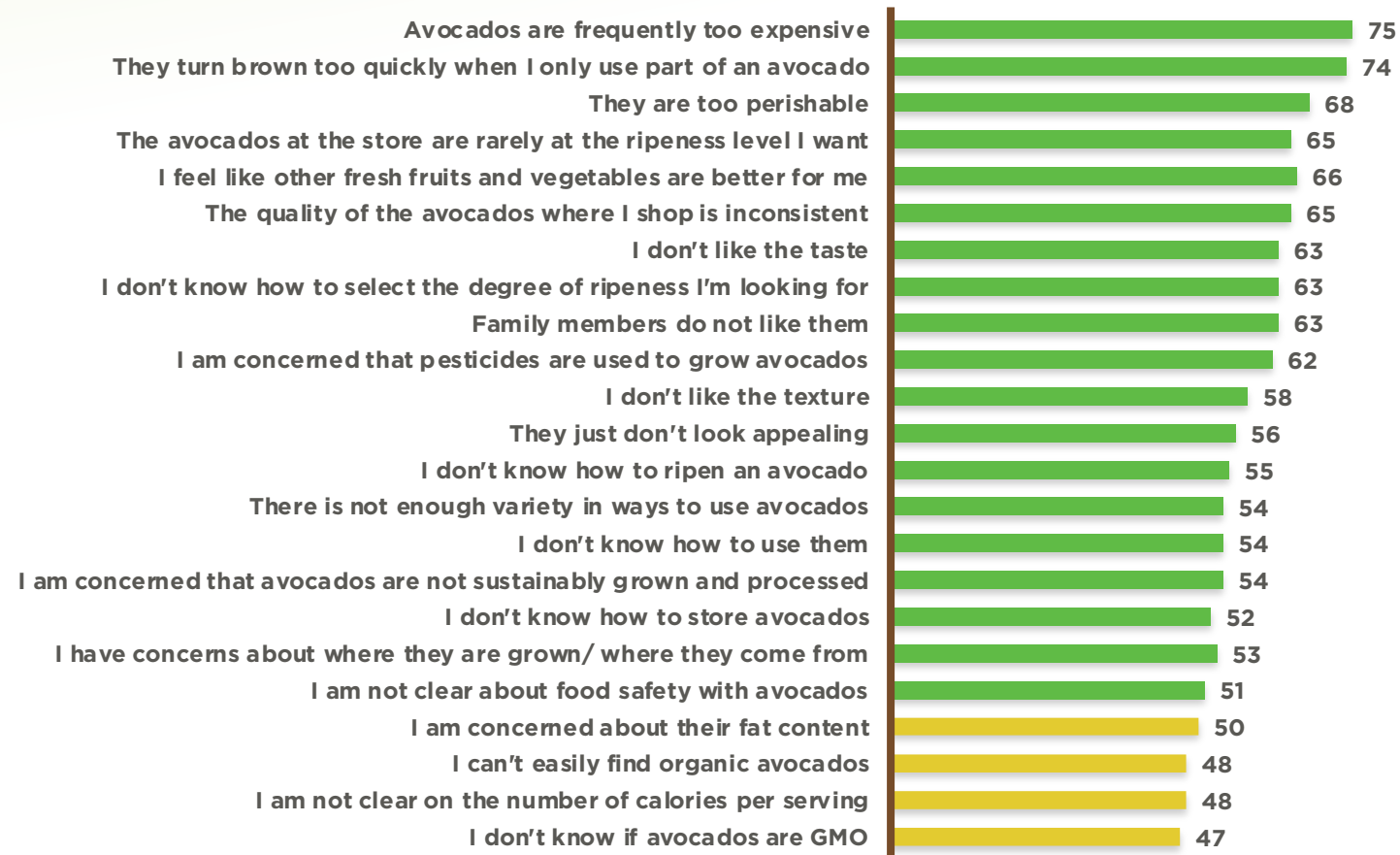
ALL OF THE ATTRIBUTES ARE STRONGER BARRIERS TO PURCHASE AMONG NON-PURCHASERS FROM THE WEIGHT MANAGEMENT PILLAR. HOWEVER, THERE ARE 9 MAJOR BARRIERS EVEN AMONG PURCHASERS.





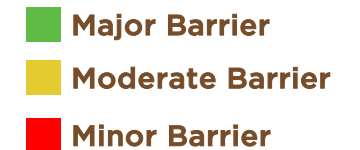
# BARRIERS TO PURCHASING AVOCADOS (MORE OFTEN)

THE DIABETES PILLAR HAS MANY MAJOR BARRIERS.



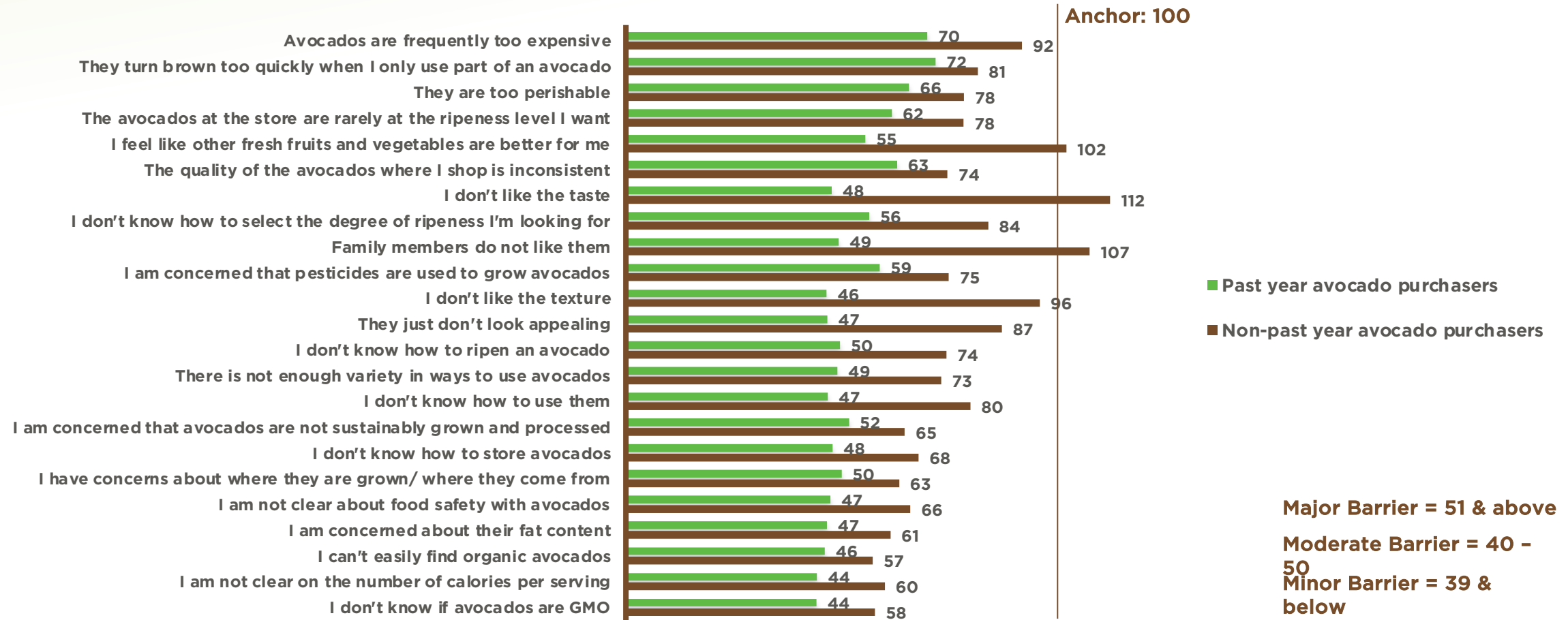
Anchor: 100

Significant difference = 8 pts  
Directional difference = 5 pts



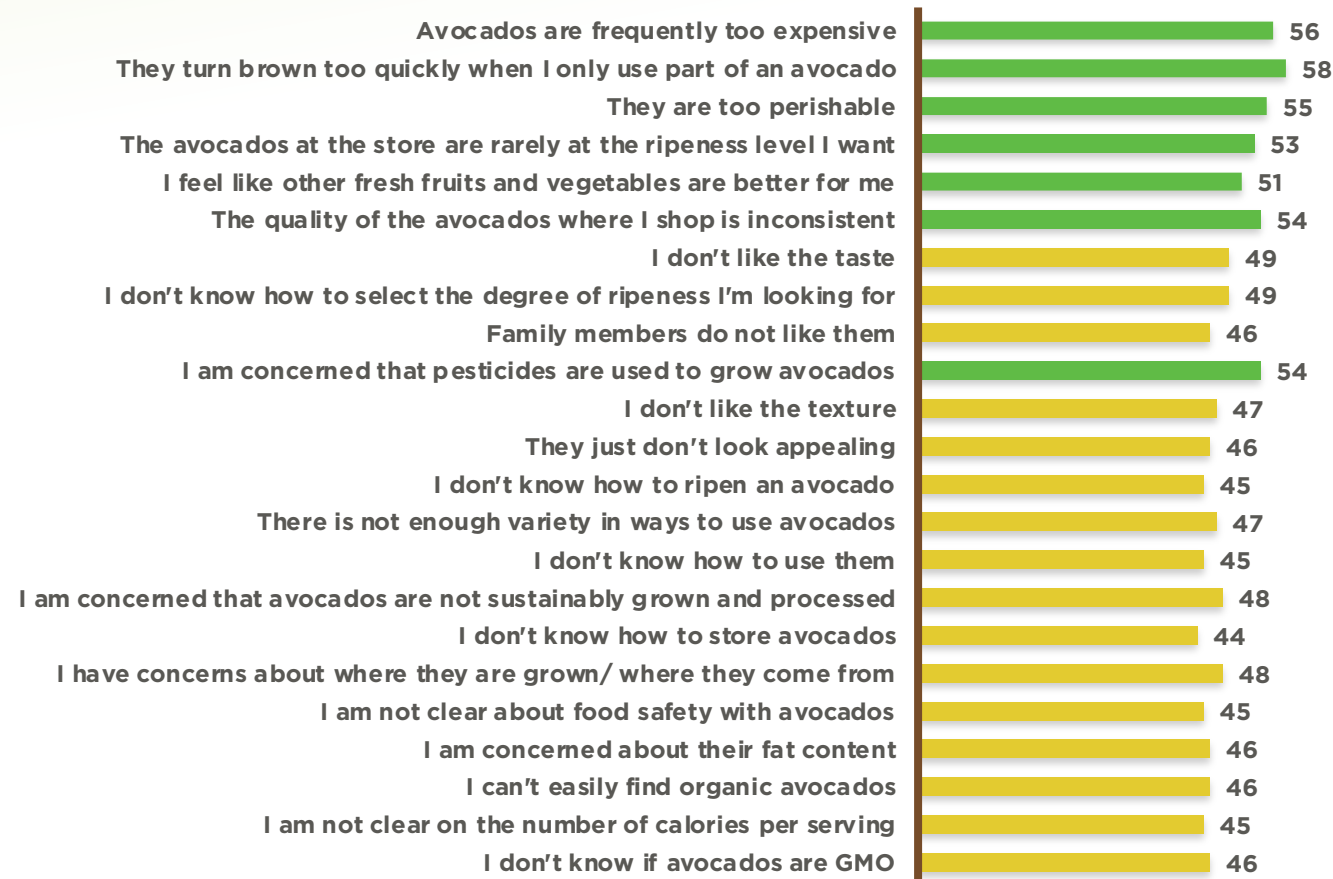
# BARRIERS TO PURCHASING AVOCADOS (MORE OFTEN)

ALL ATTRIBUTES ARE STRONGER BARRIERS TO PURCHASE AMONG NON-PURCHASERS FROM THE DIABETES PILLAR. HOWEVER, THERE ARE 9 MAJOR BARRIERS AMONG PURCHASERS.



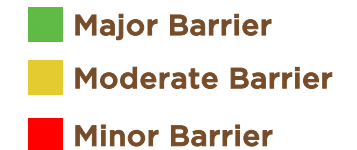
# BARRIERS TO PURCHASING AVOCADOS (MORE OFTEN)

ONLY BEING TOO EXPENSIVE, TURNING BROWN TOO QUICKLY AND NOT AT THE DESIRED RIPENESS LEVEL WERE STRONG BARRIERS IN 2019 FOR THE PRE-NATAL/NEWBORN PILLAR. NOW WE HAVE 7 MAJOR BARRIERS.



Anchor: 100

Significant difference = 15 pts  
Directional difference = 10 pts



# BARRIERS TO PURCHASING AVOCADOS (MORE OFTEN)

INTERESTINGLY, THIS IS THE ONLY PILLAR WHERE WE SEE MANY STRONGER OR SIMILAR BARRIERS AMONG PURCHASERS COMPARED TO NON-PURCHASERS.



Anchor: 100

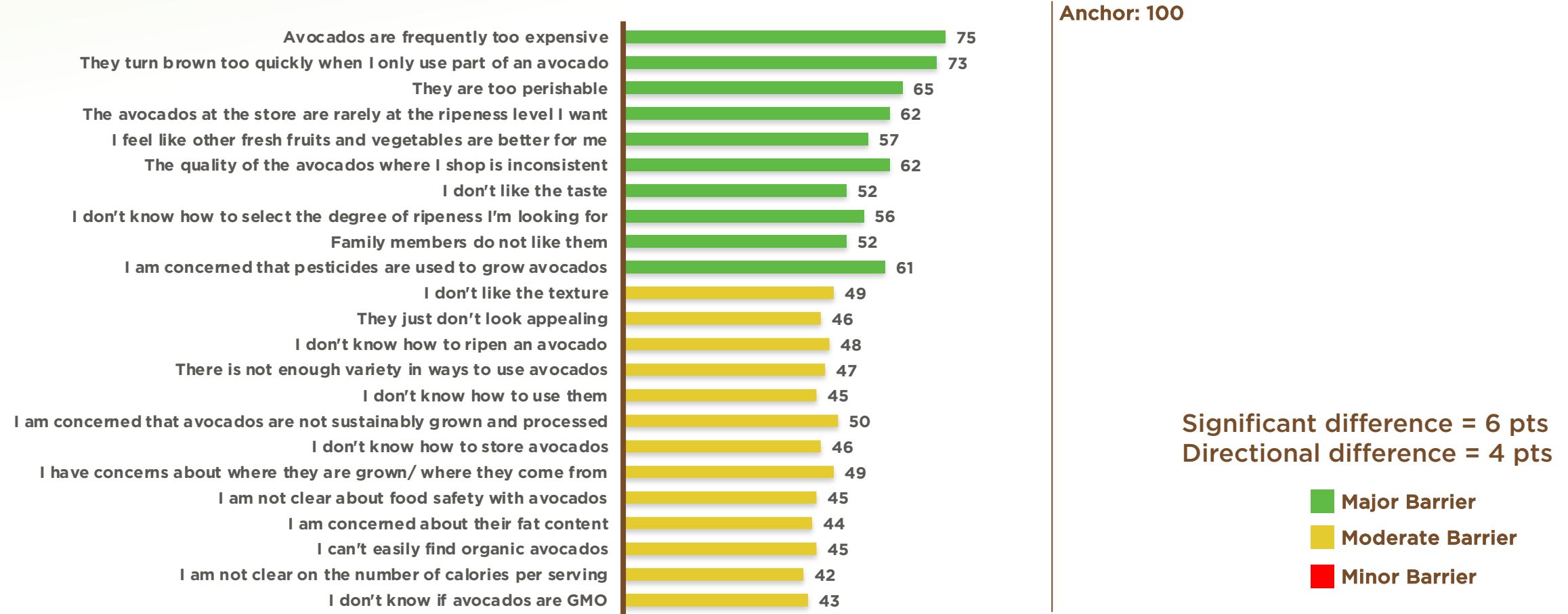
**CAUTION: Base for non-purchasers VERY small (n=15)**

■ Past year avocado purchasers  
■ Non-past year avocado purchasers

**Major Barrier = 51 & above**  
**Moderate Barrier = 40 - 50**  
**Minor Barrier = 39 & below**

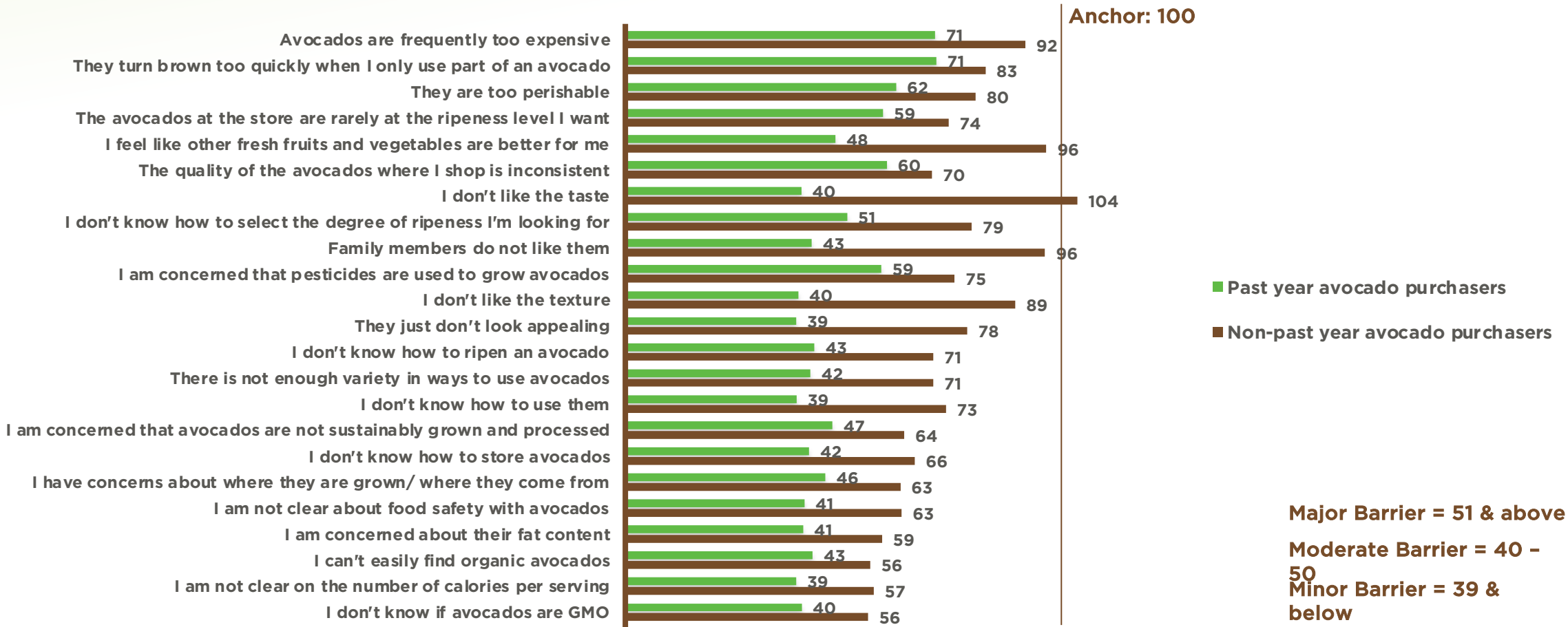
# BARRIERS TO PURCHASING AVOCADOS (MORE OFTEN)

THE HEALTHY LIVING PILLAR HAS 10 MAJOR BARRIERS - INCLUDING CONCERNS ABOUT PESTICIDES.



# BARRIERS TO PURCHASING AVOCADOS (MORE OFTEN)

ALL ATTRIBUTES ARE STRONGER BARRIERS TO PURCHASE AMONG NON-PURCHASERS FROM THE HEALTHY LIVING PILLAR. HOWEVER, THERE ARE STILL 7 MAJOR BARRIERS AMONG PURCHASERS IN THIS PILLAR.





# MAJOR BARRIERS TO PURCHASING AVOCADOS (MORE OFTEN)

WE SEE STRONGER BARRIERS TO PURCHASING AVOCADOS AMONG THE WEIGHT MANAGEMENT AND DIABETES PILLARS THAN GENERALLY SEEN FOR THE OTHER PILLARS.

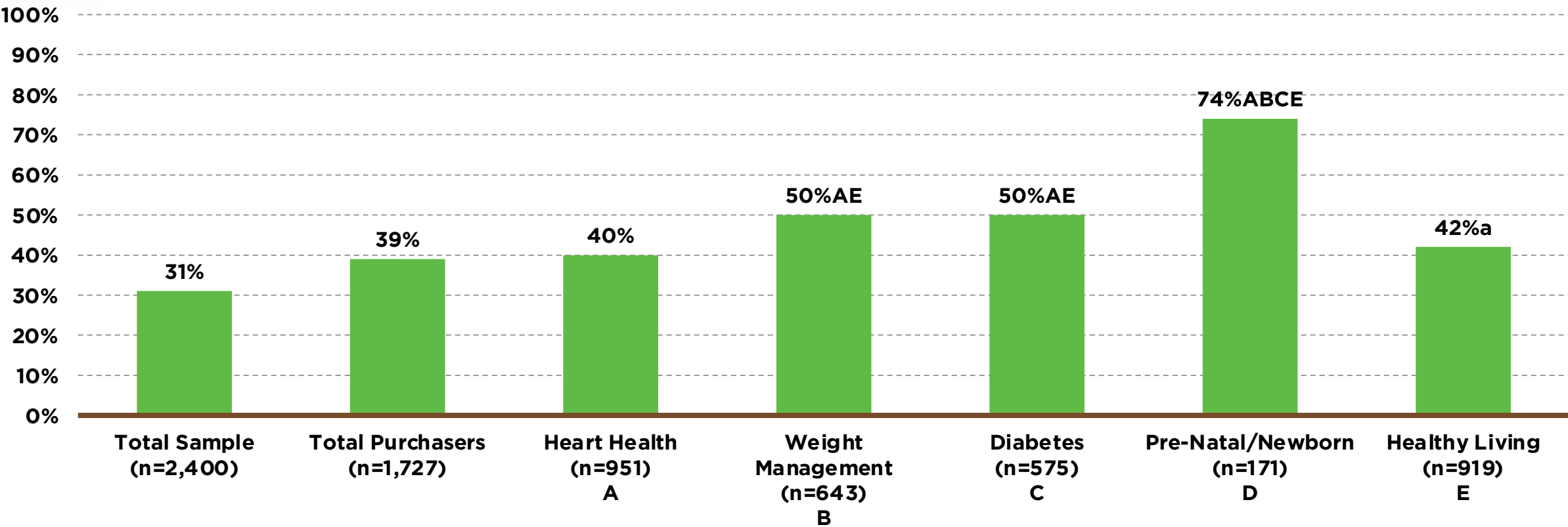
	Total Sample (n=2,400)	Total Purchasers (n=1,727)	Heart Health (n=951) A	Weight Management (n=643) B	Diabetes (n=575) C	Pre-Natal/ Newborn (n=171) D	Healthy Living (n=919) E
Avocados are frequently too expensive	73	70	76D	74D	75D	56	75D
They turn brown too quickly when I only use part of an avocado	69	67	72D	73D	74D	58	73D
They are too perishable	62	59	64d	67D	68aD	55	65D
The avocados at the store are rarely at the ripeness level I want	58	56	62d	65De	65De	53	62d
The quality of the avocados where I shop is inconsistent	57	56	61d	65aDe	65aDe	54	62d
I feel like other fresh fruits and vegetables are better for me	57	44	57	59d	66ABDE	51	57
I don't like the taste	54	36	51	55ae	63ABDE	49	52
I don't know how to select the degree of ripeness I'm looking for	53	46	54	60ADE	63ADE	49	56d
Family members do not like them	52	38	51	55ade	63ABDE	46	52
I am concerned that pesticides are used to grow avocados	52	49	57	63Ad	62ad	54	61Ad
I don't like the texture	49	34	47	52Ae	58ABDE	47	49
They just don't look appealing	46	34	44	51AE	56AbDE	46	46
There is not enough variety in ways to use avocados	45	38	46	53AE	54AdE	47	47
I don't know how to ripen an avocado	45	38	47	53AdE	55ADE	45	48
I don't know how to use them	44	35	43	50AE	54AbdE	45	45
I am concerned that avocados are not sustainably grown and processed	43	39	46	55AdE	54Ae	48	50a
I don't know how to store avocados	42	36	44	52AdE	52AdE	44	46
I have concerns about where they are grown/ where they come from	41	38	45	54AE	53Ae	48	49A
I am not clear about food safety with avocados	40	34	42	50AE	51AE	45	45a
I am concerned about their fat content	39	34	41	50AE	50AE	46	44a
I can't easily find organic avocados	38	35	41	50AE	48Ae	46	45A
I am not clear on the number of calories per serving	37	33	39	47AE	48AE	45	42a
I don't know if avocados are GMO	36	33	40	47AE	47Ae	46	43a

# COMMUNICATIONS



# SEEN “LOVE ONE TODAY” LOGO IN PAST YEAR

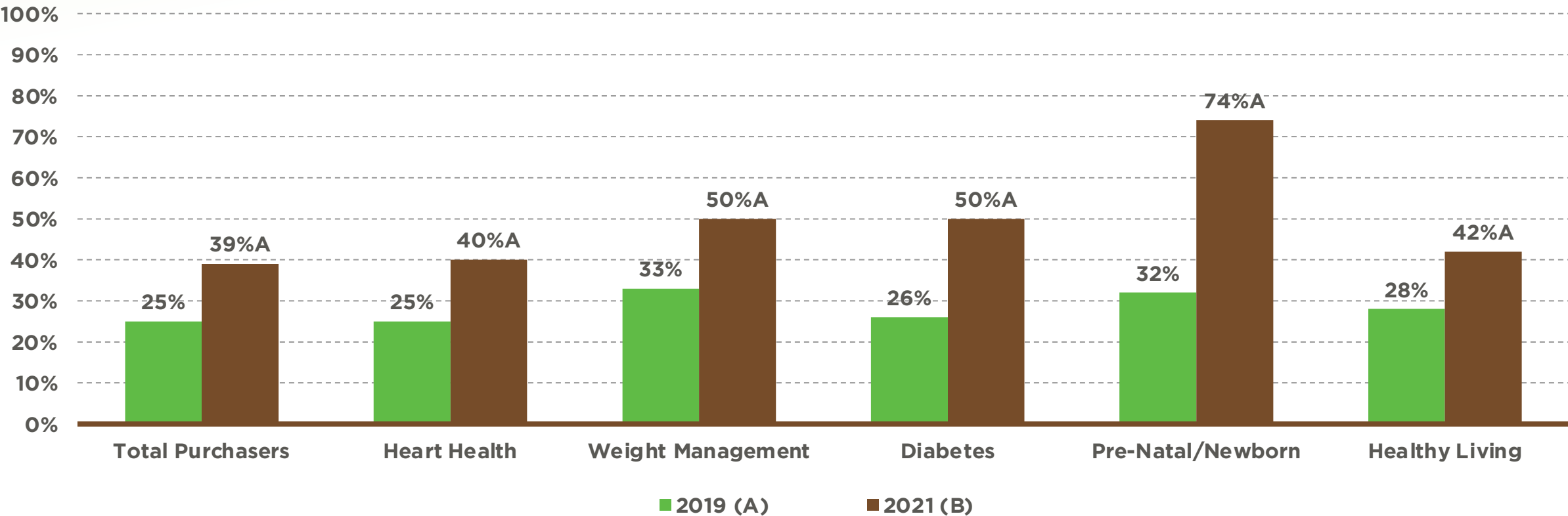
WHILE THERE IS AMPLE OPPORTUNITY TO GROW AWARENESS OF THE “LOVE ONE TODAY” LOGO, IT DOES VARY SOMEWHAT ACROSS THE HEALTH PILLARS, AND IS STRONGEST AMONG PRE-NATAL/NEWBORN.



Q400 - In the past year have you seen the following logo, for example, in grocery stores, magazines, newspapers, email or online/social media?

# SEEN “LOVE ONE TODAY” LOGO IN PAST YEAR

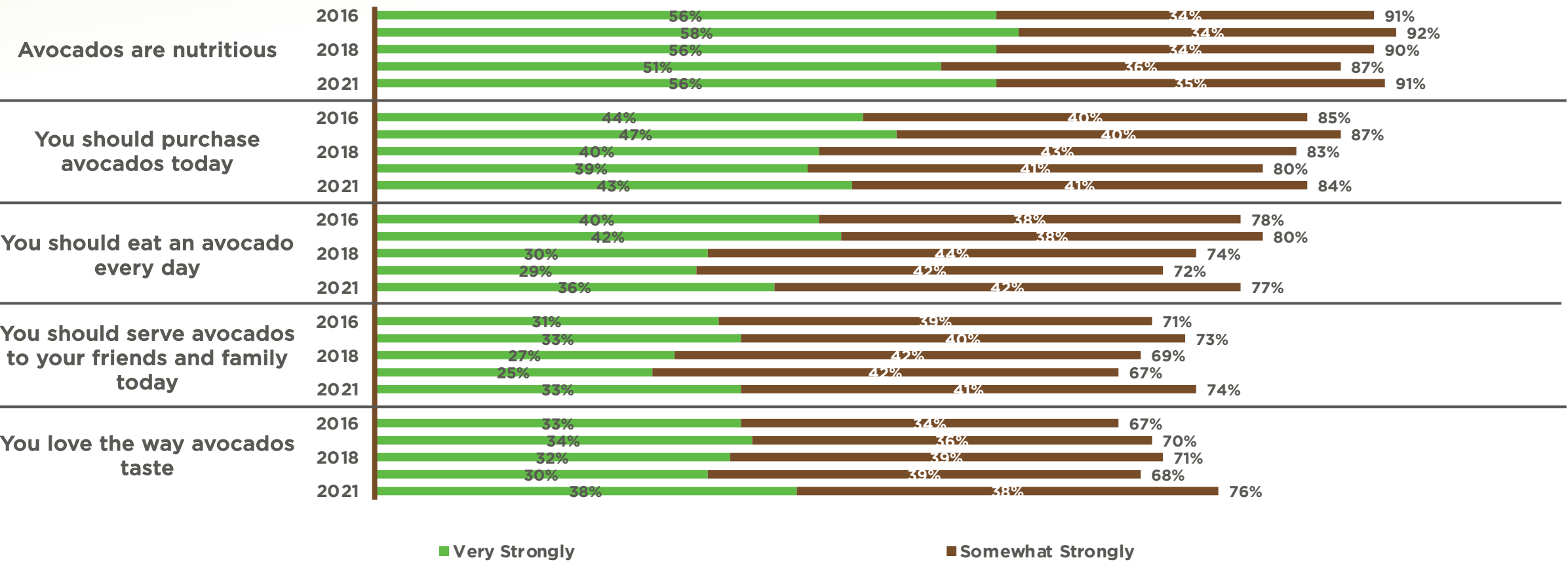
THERE HAS BEEN NICE GROWTH IN AWARENESS OF THE “LOVE ONE TODAY” LOGO SINCE 2019. WHILE SEEN ACROSS ALL PILLARS, THE BIGGEST INCREASE WAS SEEN AMONG PRE-NATAL/NEWBORN.



Q400 - 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 SAMPLE)

MESSAGES COMMUNICATED BY THE LOGO HAVE REMAINED FAIRLY CONSISTENT OVER TIME.



Q420 - How strongly does this logo [IF HISPANIC PANEL: "do these logos"] communicate to you personally that...?

# STATEMENTS LOGO COMMUNICATED (VERY/SOMEWHAT STRONGLY)

COMMUNICATION OF SPECIFIC STATEMENTS IS FAIRLY STRONG ACROSS ALL PILLARS. AS SEEN BEFORE, IT IS LOWEST FOR DIABETES.

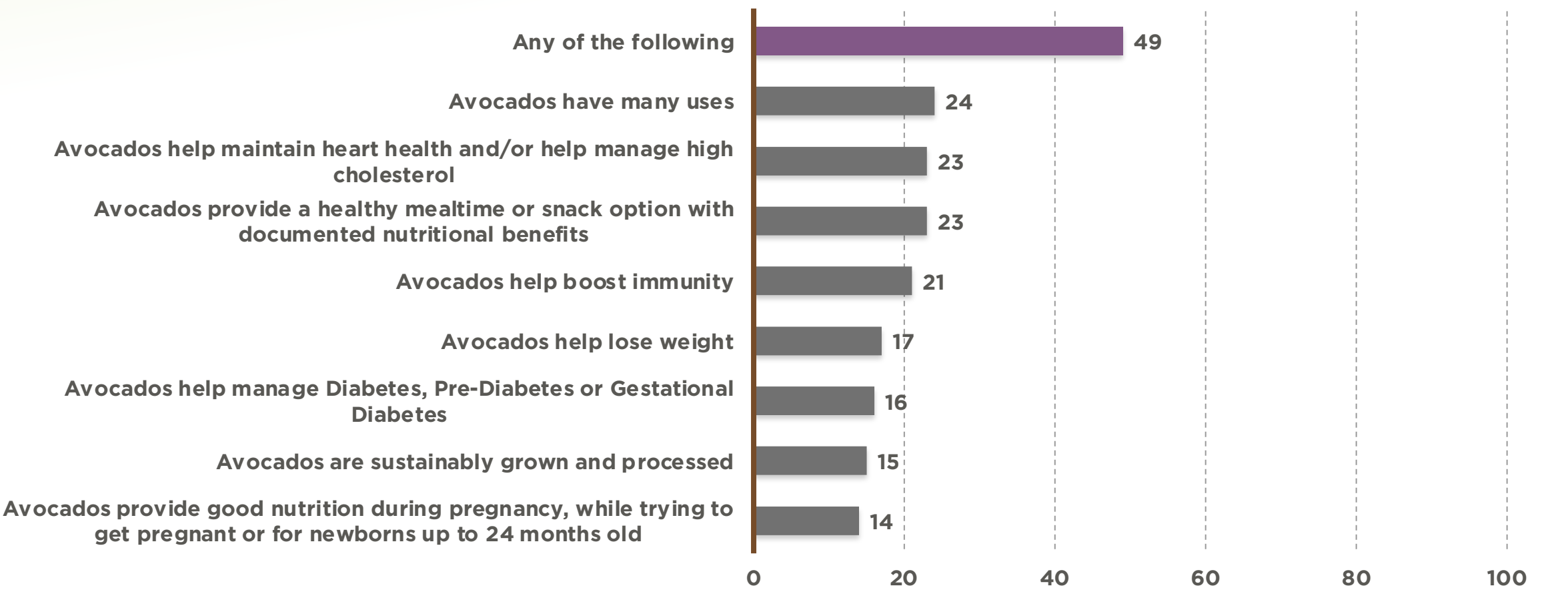
	Total Purchasers (n=1,727)	Heart Health (n=951) % A	Weight Management (n=643) % B	Diabetes (n=575) % C	Pre-Natal/ Newborn (n=171) % D	Healthy Living (n=919) % E
Avocados are nutritious	94	94C	95Cd	91	92	95Cd
You should purchase avocados today	90	89c	93ACde	87	89	91aC
You should eat an avocado every day	85	84	88ACe	82	87c	86aC
You love the way avocados taste	85	81	88ACE	82	88AC	85Ac
You should serve avocados to your friends and family today	82	82c	87ACE	80	92ABCE	83c

Q420 - How strongly does this logo [IF HISPANIC PANEL: "do these logos"] communicate to you personally that...?



# STATEMENTS ABOUT AVOCADO HEALTH BENEFITS SEEN OR HEARD IN PAST FEW MONTHS (TOTAL SAMPLE)

MESSAGES ABOUT HAVING MANY USES, HEART HEALTH, A HEALTHY MEALTIME OR SNACK OPTION AND BOOSTING IMMUNITY ARE MOST COMMONLY RECALLED 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 HEALTH BENEFITS SEEN OR HEARD IN PAST FEW MONTHS

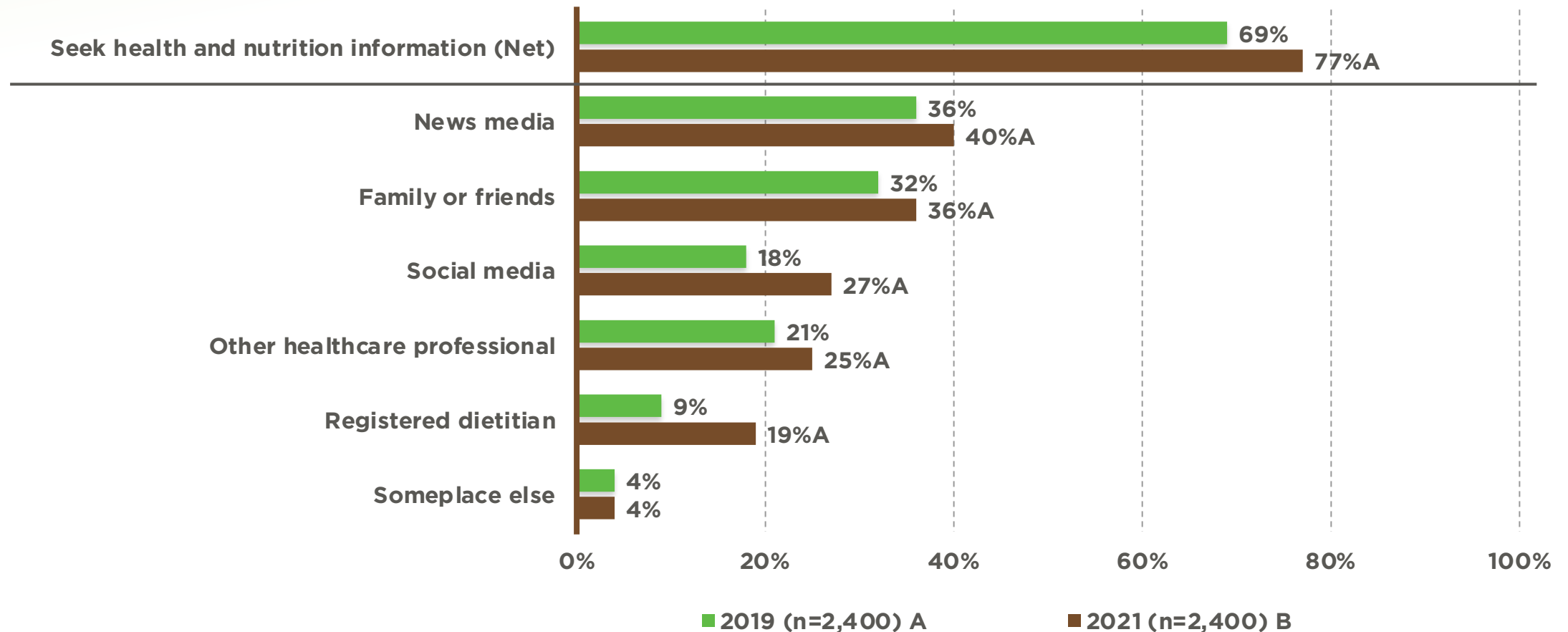
RECALL OF THE VARIOUS HEALTH MESSAGES ABOUT AVOCADOS IS STRONGEST AMONG THE WEIGHT MANAGEMENT AND PRE-NATAL/NEWBORN PILLARS.

	Total Purchasers (n=1,727)	Heart Health (n=951) % A	Weight Management (n=643) % B	Diabetes (n=575) % C	Pre-Natal/ Newborn (n=171) % D	Healthy Living (n=919) % E
Any of the following:	61	61	70AcE	67AE	91ABCE	63
Avocados have many uses	29	31	37ACE	32	37ac	34A
Avocados help maintain heart health and/or help manage high cholesterol	28	32	36ACdE	32	31	32
Avocados provide a healthy mealtime or snack option with documented nutritional benefits	28	31	35ACE	30	35c	32
Avocados help boost immunity	25	30	32aE	31	37AcE	29
Avocados help lose weight	21	23	28AcE	25	29ace	25a
Avocados help manage Diabetes, Pre-Diabetes or Gestational Diabetes	20	23	29AdE	29ADE	22	23
Avocados are sustainably grown and processed	19	21	26AE	24ae	30AcE	21
Avocados provide good nutrition during pregnancy, while trying to get pregnant or for newborns up to 24 months old	18	19	24AE	23Ae	26Ae	21

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?

# WHERE HEALTH AND NUTRITION INFORMATION IS TYPICALLY FOUND (TOTAL SAMPLE)

THE NEWS MEDIA AND FAMILY AND FRIENDS CONTINUE TO BE THE TOP SOURCES OF HEALTH AND NUTRITION INFORMATION.



Q440 - Where do you typically get your health and nutrition information about your diet and lifestyle?

# WHERE HEALTH AND NUTRITION INFORMATION IS TYPICALLY FOUND

LARGE PORTIONS OF ALL PILLARS SEEK HEALTH AND NUTRITION INFORMATION.

	Total Purchasers (n=1,727)	Heart Health (n=951) % A	Weight Management (n=643) % B	Diabetes (n=575) % C	Pre-Natal/ Newborn (n=171) % D	Healthy Living (n=919) % E
Seek health and nutrition information (Net)	83	89	90	89	97ABCE	89
News media	45	51	50	50	46	50
Family or friends	41	42	43e	42	54ABCE	40
Social media	33	35	40AE	39AE	47AbCE	35
Other healthcare professional	25	31d	29	32bd	25	30d
Registered dietitian	23	26	31AE	35ABE	40ABcE	26
Someplace else	4	5bcD	4D	4d	2	6aBCD
I don't seek health and nutrition information	17	11D	10D	11D	3	11D

Q440 - Where do you typically get your health and nutrition information about your diet and lifestyle?

Conclusions	Action Step
Perhaps Covid related, the proportion of individuals in each health pillar has increased. The importance of various health and nutrition attributes has also increased across pillars. We need to understand if this is a permanent change or not, and how HAB can take advantage of the change.	
The proportion of consumers in each health pillar who are avocado purchasers has increased – especially for Diabetes and Pre-Natal/Newborn. HAB needs to nurture these new customers and grow the number of avocados they purchase.	
The Diabetes and Health pillars are not as passionate about the reasons for consuming avocados. At the same time, avocados perform well among these pillars on the health and nutrition benefits, but not as well as seen for other pillars. Is there some important messaging about avocados that needs to be communicated to them?	
Again, possibly Covid related, there is heightened importance across most health and nutritional benefits of fresh fruits and vegetables across pillars.	
Concerns about pesticides is now a major pillar for each of the health pillars. Other sustainability issues have become issues for the Weight Management and Diabetes pillars, and to a lesser degree for Healthy Living. This must be monitored to be sure it does not continue to increase.	
The Pre-Natal/Newborn group have embraced avocados more than any other pillar. What this is great news, it is important to remember they represent a very small portion of households.	
Awareness of “Love One Today” continues to grow and related messaging is being communicated. However, recall of messaging is lower among the Diabetes pillar – possibly indicating lack of relevance. For them. This program should continue but adopt to relevant messaging as needed.	

fresh **avocados**  
**LOVE**  
**ONE TODAY®**  
nutrient-dense • heart-healthy

**THANK YOU**