



# Avocado Tracking Study Fall 2010



## HASS Board Presentation

Prepared by:



cooper roberts research





# Background

<p><b>Purpose</b></p> <p>Monitor changes in Avocado advertising awareness, consumption, and variety awareness, usage and imagery</p>	<p><b>When</b></p> <p>Mid/late September 2010</p>
<p><b>Who</b></p> <p>1,996 grocery shoppers, representing all regions of the U.S.</p>	<p><b>How</b></p> <p>Self administered web based survey</p>



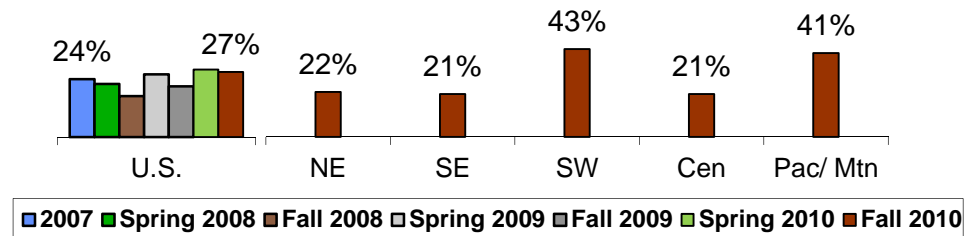
# Advertising



- Advertising awareness for avocados typically peaks in the spring, then decreases in the fall. But this fall, national advertising awareness remained at the higher spring level.

There was a significant increase this fall in restaurants as a source of avocado advertising awareness.

## Advertising Awareness in Past 6 Months



## Top 4 Sources of Advertising Awareness

	US 2007 %	US Spring 2008 %	US Fall 2008 %	US Spring 2009 %	US Fall 2009 %	US Spring 2010 %	US Fall 2010 %
Television	58	70	48	69	66	61	62
In-Store	53	42	50	51	40	42	42
Magazine/ News/Print	38	37	39	40	36	44	37
Restaurant	N/A	N/A	29	25	25	21	30



# Avocado Purchasing



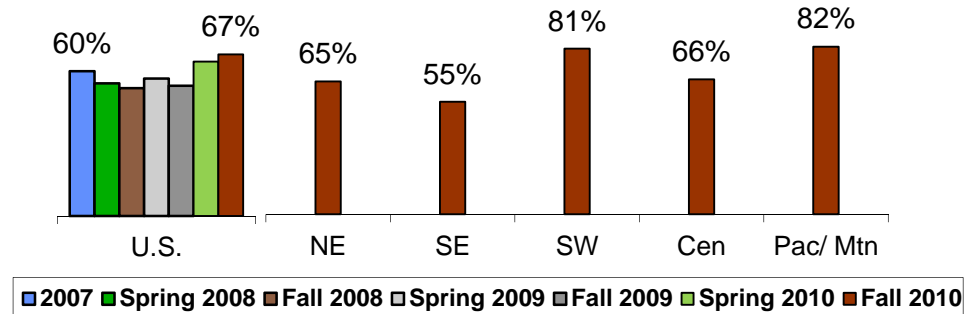
- Household penetration has increased significantly over time.

While penetration remains higher in the Southwest and Pacific/Mountain regions, it has grown significantly in the other regions.

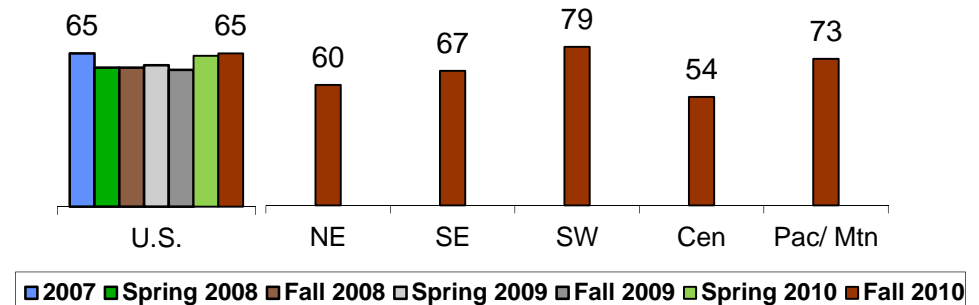
- The average avocado consuming household purchases 65 avocados per year. This jumps to 79 in the Southwest and 73 in the Pacific/Mountain region. There has been strong growth in the Southeast (only 42 in 2007).

- Almost one-third of U.S. avocado consuming households claim they are eating more avocados this year. This has typically been about 25%.

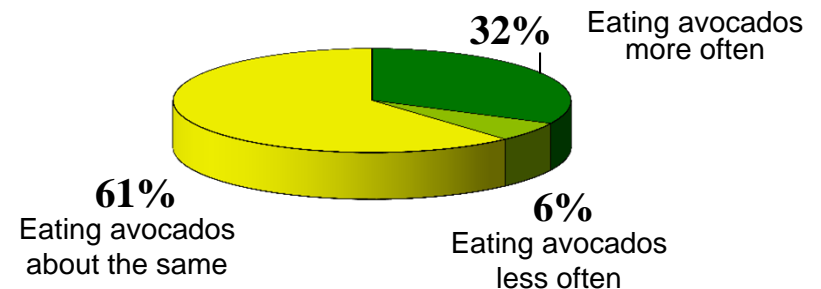
**Avocados Purchased to Eat or Serve at Home in The Past Year**



**Average Number of Avocados Purchased in the Past Year**



**Change in Consumption**

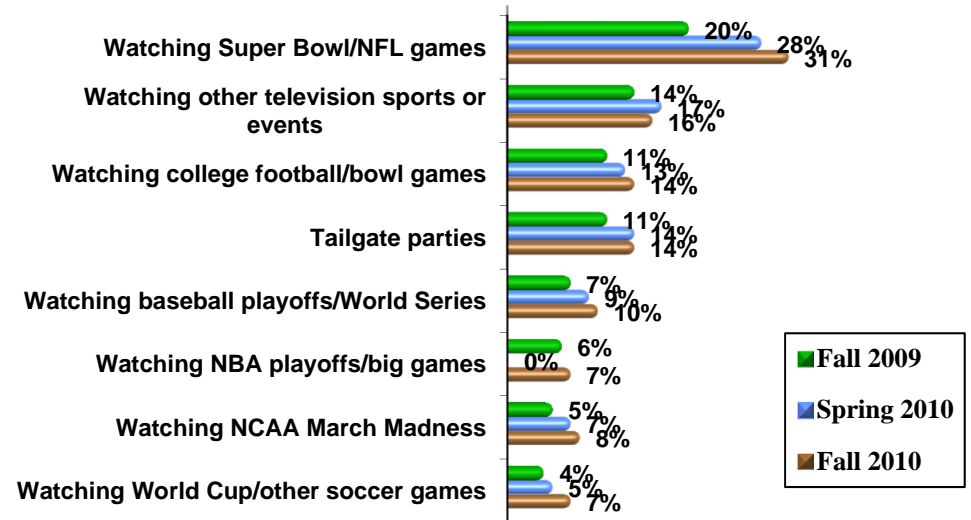


# Usage Occasions



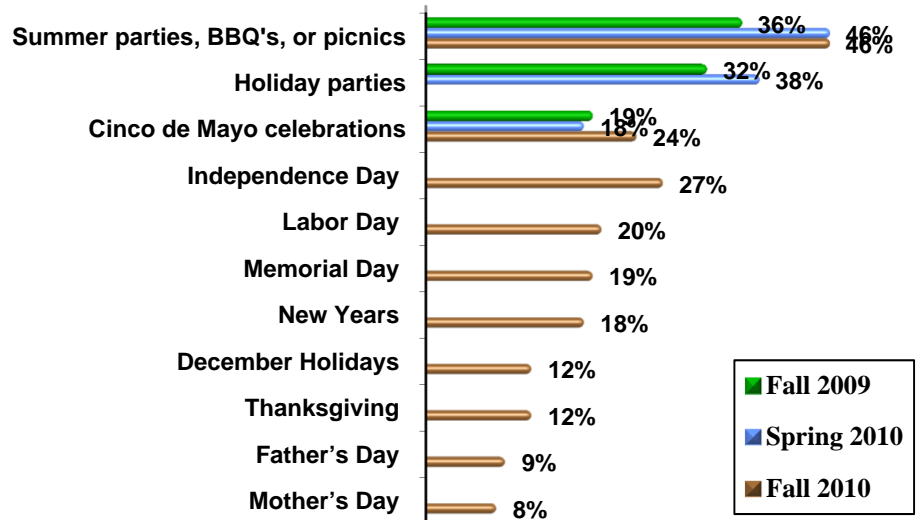
- Avocados are used in association with many sporting events – especially football.

## Sports Events Avocados Purchased For



- Avocados are also used for many holidays and summer gatherings.

## Holidays Avocados Purchased For

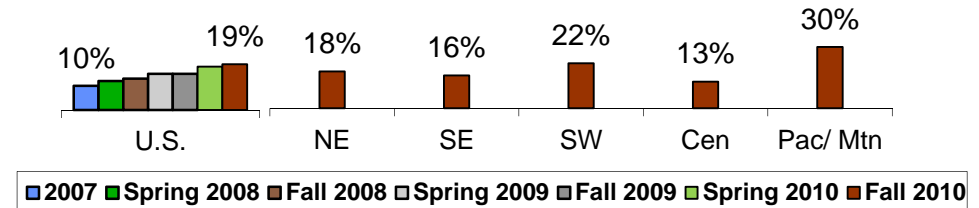


# Hass Avocados

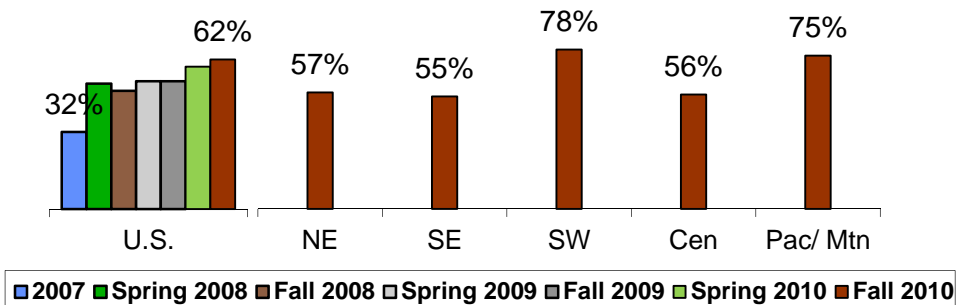


- Volunteered (unaided) awareness of Hass Avocados has increased significantly over time. This increase is driven by all regions.
- Total awareness of Hass Avocados has also increased significantly over time. This increase is also driven by all regions.
- The purchase of Hass Avocados has also increased significantly over time. Again, this increase is driven by all regions.

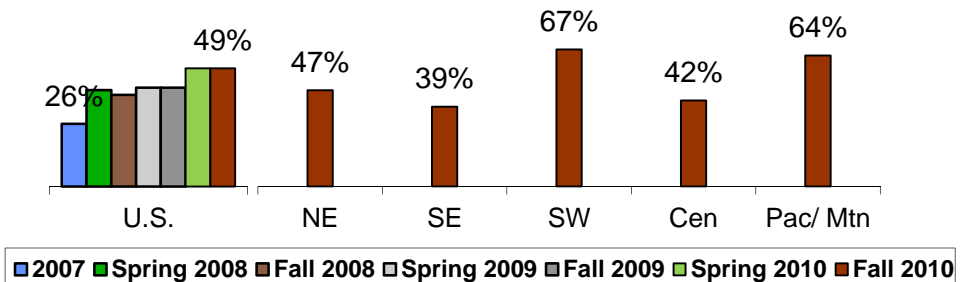
**Unaided Awareness of Avocado Varieties (Hass)**



**Total Awareness of Avocado Varieties (Hass)**



**Total Purchase of Avocado Varieties (Hass)**



# Growing Regions



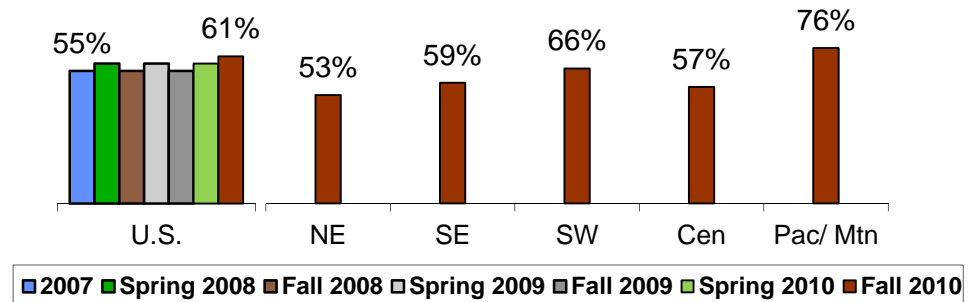
- Total awareness of California avocados has increased over time. This change is primarily driven by the Central and Southeast regions. Awareness has always been high in the Southwest and Pacific/Mountain regions.

- Total awareness of Mexican avocados has also increased over time. This change is primarily driven by the Southwest and Pacific/Mountain regions.

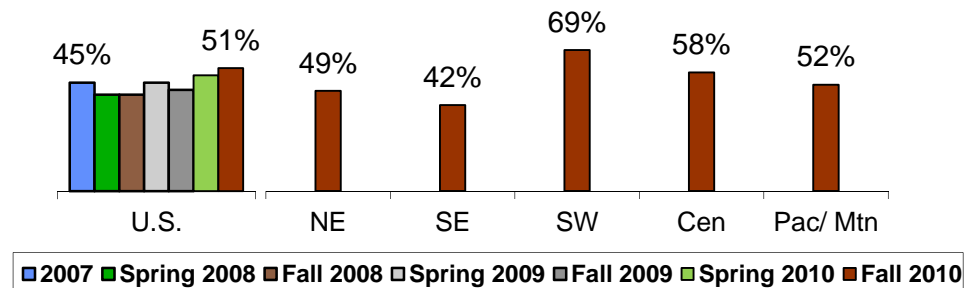
Mexico is now at a level equal to California in the Southwest.

- Total awareness of Chilean avocados has increased a bit over time. Awareness levels for Chile are typically somewhat higher in the spring than in the fall.

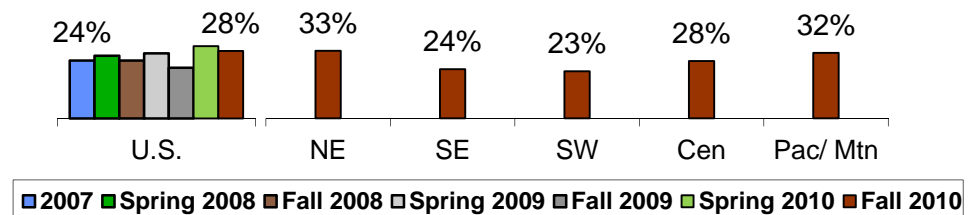
**Total Awareness of Californian Avocados**



**Total Awareness of Mexican Avocados**



**Total Awareness of Chilean Avocados**



# Nutrition

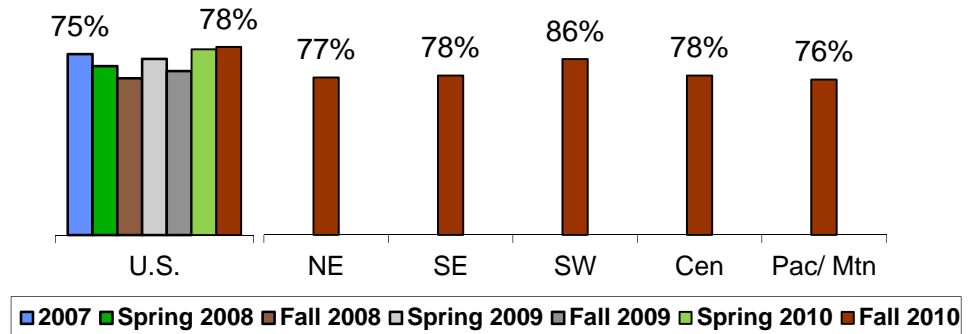


- “Good for you” remains the top reason for purchasing avocados.

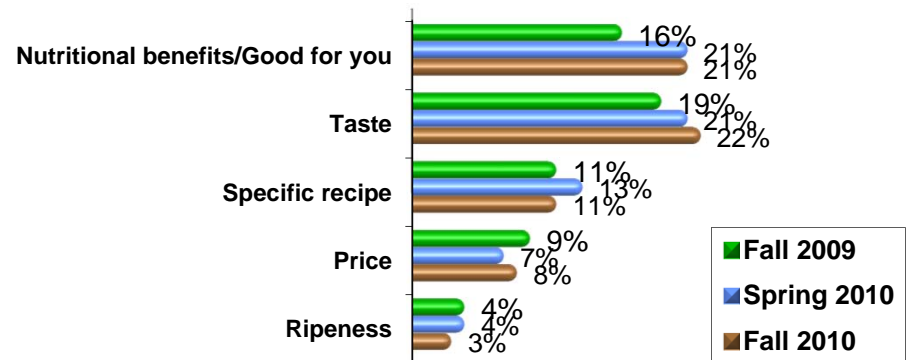
- When asked to rank the top reasons for purchase, nutritional benefits/good for you and taste are tied as the top reasons.

- There have been significant increases in consumer’s understanding of the many benefits of eating avocados - in particular that they contain good fats and they are good for heart health.

**“Good for you” as a Reason to Purchase Avocados**



**Top Reasons to Purchase Avocados (Ranked 1<sup>st</sup>) – Total U.S.**



**Top 5 Avocado Characteristics**

