



# HASS AVOCADOS

## ABSTRACT

### Fall 2010 Consumer Research Tracking Report

**Type:** *Consumer Research Survey*

**Purpose:**

*To monitor changes in avocado advertising awareness, avocado purchases, consumption, usage and variety awareness.*

**Key Benefits/Attributes:**

*This study tracks consumer awareness and purchasing/usage habits of the Avocado category by region during Fall 2010 for:*

- *Category advertising*
- *Household purchasing frequency*
- *Usage Occasions*
- *Hass Avocado awareness*
- *Regional awareness*
- *Nutrition reasons for purchasing*

*It also shows comparisons of U.S. averages for the above year-to-year from 2007 through Fall 2010 so that the variations from year-to-year can be evaluated.*

**Results / Conclusion:**

- *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.*
- *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.*
    - *The Southwest led with 79 followed by Pacific/Mountain with 73.*
  - *More claim they are eating more avocados this year up to 32% from 25%.*
- *Avocados are used in association with many sporting events, holidays and summer gatherings.*
  - *The Big Game and professional football games led the sporting event occasions for using avocados.*
  - *Independence Day in July led the holiday celebrations for when avocados were purchased.*
- *Awareness and purchases of Hass Avocados has increased significantly over time.*
  - *The U.S. average awareness of Hass Avocados was 32% in 2007 increasing to 62% in Fall 2010.*
    - *The Southwest region led with 78%.*
  - *The U.S. average purchase of Hass Avocados was 26% in 2007 increasing to 49% in Fall 2010.*
    - *The Southwest region led with 67%.*



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- *Awareness of the different growing regions has increased.*
  - *“California Avocados” awareness increased from 55% in 2007 to 61% in Fall 2010; an increase of +6 points.*
  - *“Mexican Avocados” awareness increased from 45% in 2007 to 51% in Fall 2010; an increase of +6 points.*
  - *“Chilean Avocados” awareness increased from 24% in 2007 to 28% in Fall 2010; an increase of +4 points.*
- *When asked to rank the top reasons for purchase, nutritional benefits/“good for you” and taste are the top 2 reasons where both have increased from Fall 2009 to Fall 2010.*
  - *Nutritional benefits / “Good for you” went from 16% in Fall 2009 to 21% in Fall 2010.*
  - *Taste went from 19% in Fall 2009 to 22% in Fall 2010.*
- *The Top 5 Avocado Characteristics were:*
  - *Contain good fats (56% up from 42% in prior year)*
  - *Are good for heart health (47% up from 39% in prior year)*
  - *Are high in calories (33% up from 28% in prior year)*
  - *Can help maintain healthy cholesterol levels (33% up from 28% in prior year)*
  - *Can be part of a weight loss program (32% up from 27% in prior year)*

#### Usage:

*This in-depth study offers insights into what preferences shoppers have for buying, when shoppers prefer avocados and for what occasions as well as why they buy (nutrition).*

*This report can be used as a planning tool to decide where additional focus on distribution might drive further awareness and sales.*

*It can also be used as a marketing tool for evaluating and deciding:*

- *Which region needs to be further developed or which region will be the most receptive*
- *Where to target for further education for nutrition or growing region*
- *Which sporting event will be most receptive to avocado usage*
- *Which event may be an opportunity to target because they may not be fully aware of the usages of avocados*
- *What message will resonate with the consumer*

#### Time Frame / Frequency:

*This study was conducted in mid- to late-September 2010, and is periodically updated (approximately every 6 months.)*

#### Sources:

*Report prepared by - Cooper Roberts Research*