



HASS AVOCADOS

ABSTRACT

Spring 2010 Consumer Research Tracking Report

Type: *Consumer Research Survey*

Purpose:

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

Key Benefits/Attributes:

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

- *Category advertising*
- *Household purchasing frequency*
- *Usage and Preparation*
- *Hass Avocado awareness*
- *Regional / Country of Origin awareness*
- *Expectations for taste, freshness, quality*
- *Hispanic respondents versus national averages*

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, which saw a decrease in the fall of 2009, is back in line with the spring 2009 level.*
 - *This pattern is consistent across regions, except the Southeast, where advertising awareness is now significantly ahead of the spring of 2009.*
- *Advertising awareness of the different growing regions has remained relatively flat.*
 - *“California Avocados” advertising awareness remains steady overall. Awareness levels are naturally higher in the areas where CAC has concentrated their advertising such as the Pacific / Mountain region.*
 - *“Mexican Avocados” advertising awareness remained relatively flat nationally.*
 - *The Southwest region exhibited a significant upswing of +14 points in awareness in the Spring 2010 survey versus the Fall 2009 survey.*
 - *“Chilean Avocados” advertising awareness remained relatively flat nationally.*
 - *The Pacific/Mountain region exhibited the most change, an increase of +6 points in awareness in the Spring 2010 survey versus the Fall 2009 survey.*
- *The proportion of U.S. avocado purchasers who check on the origin of the fruit has grown somewhat over time, 28% in Spring 2010 which was up from 22% in 2007.*
 - *California led in growing region awareness – strong in all regions, but driven by consumers in the west.*
 - *Mexico has caught up with California in the Southwest.*
 - *Awareness is lowest for Chile.*
- *64% responded that they have purchased avocados in the past year – the highest level seen since the research was started in 2007.*



HASS AVOCADOS

ABSTRACT

Spring 2010 Consumer Research Tracking Report

- 85% of those in the Southwest and the Pacific/Mountain regions responded that they have purchased avocados in the past year. These 2 regions led the nation, and have increased their percentage of buyers since 2007.
- 30% responded that they are eating avocados more often.
- Salads have caught up with guacamole as the top ways for avocado usage.
- Avocado pricing still deters a large portion from buying, 64% said they don't buy when high priced (but this is down from 68% in 2007)
- Total awareness of Hass Avocados also experienced a significant increase, 59% responded they are aware of Hass Avocados which is up from 32% in 2007
 - "Hass" awareness in the Pacific/Mountain and South West regions remains significantly ahead of all other regions.
- National averages for the following expectations with respect to country of origin:
 - Taste Better: 70% said they taste about the or were not sure
 - Freshness: 36% said California; 57% said they taste about the or were not sure
 - Premium Quality: 63% said they taste about the or were not sure
- Hispanics are more likely than the general U.S. population to buy avocados monthly, buy more avocados annually, and use avocados in more ways.
 - 86% of Hispanics purchased avocados monthly to eat or serve at home versus a national average of 63%
 - Hispanics purchased an average of 92 avocados annually versus the national average of 61
 - Hispanics utilized avocados in 7 different preparations versus the national average of 4.8

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 late-February / early-March 2010, and is periodically updated (approximately every 6 months.)

Sources:

Report prepared by - Cooper Roberts Research