

U.S. HISPANICS AND THEIR PURCHASE, CONSUMPTION AND BRAND PREFERENCES WITH REGARD TO AVOCADOS

J. L. Obregon,

Managing Director/ Information Technology 38 Discovery, Irvine California USA, E-mail:
jobregon@avohq.com

In January 2007, the Hass Avocado Board, commissioned a research study based on Hispanic consumption patterns of avocados.

Objectives:

The objectives of this research are:

- To understand perceptions, purchase, usage, and consumption of avocados among various Key Hispanic segments.
- To measure awareness, consumption and perception of the Hass avocado brand, and its ad awareness among Hispanics.

The survey was conducted in February 2007. Prior to the survey, there had been some advertising for Hass avocados as well as, Chilean and Mexican avocados. A second wave of research will be conducted in August 2007, following the Hispanic targeted advertising for Mexican Hass avocados, and General market advertising for California avocados.

Methodology:

- 1,150 interviews were conducted in February 2007 among Hispanics who do at least half of the grocery shopping for their household.
- Interviewing was conducted in Spanish or English, based on respondents' preference.
- 150 interviews were conducted in each of the following Designated Market Areas: Chicago, NY, LA, Atlanta, Miami and Dallas; 250 interviews were conducted nationally.
- The data were weighted by markets so that they are representative of the Hispanic universe.

Results of the first wave of research reveal very interesting results that benefit all HAB associations in the development of their marketing strategies for the U.S. market place.

