

blackberries

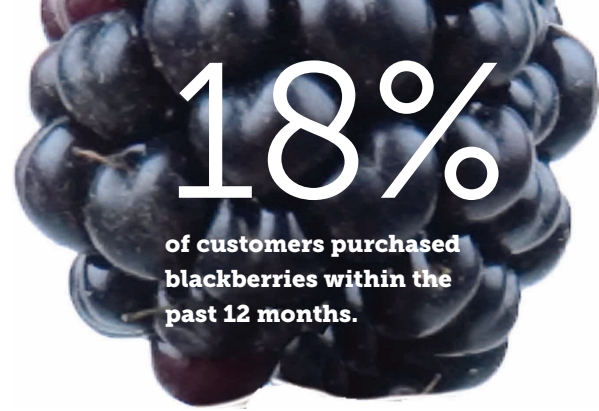
BLACKBERRY PURCHASES ARE AFFECTED by income. For the sixth straight year, shoppers in the highest income bracket were more than twice as likely to buy the dark berries than those earning less than \$25,000 annually. In fact, this group was the most likely to buy blackberries overall.

Blackberries are popular in all regions; this year Midwesterners were the most likely to buy, but regional popularity seems to vary from year to year.

The likelihood of a blackberry purchase increased according to age, as was the case last year. Shoppers age 59+ were among the most likely overall to buy blackberries. 🍷

Likelihood of purchase based on ethnicity

White/Caucasian	21%
Black/African American	11%
Hispanic	12%
Asian	16%
Other	17%



18%

of customers purchased blackberries within the past 12 months.

Types of produce purchased (among those who bought this item)

