

# —green onions



**33% of customers purchased green onions within the past 12 months.**

**PROVIDING A SIMPLE POP OF FLAVOR**, green onions are popular among certain demographic groups, particularly older consumers. It's apparent that younger shoppers have not fully embraced the vegetable, as this is the second consecutive year that shoppers age 18-39 were much less likely to buy green onions than those age 40 and older. In fact, shoppers in the youngest demographic group were the least likely to buy overall, along with those in the "all other" ethnic group.

Consumers in families with kids were more likely to grab green onions — 35% said they did so in the past year — than those without kids at home, at 32%. Families with three or more kids at home showed the most favor for the vegetable. The likelihood of a purchase also increased according to income.

For the second year, Western shoppers were more likely to buy green onions than those in other regions.

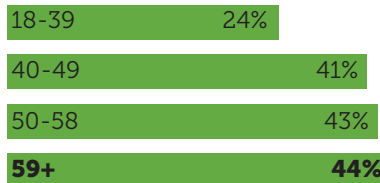
Eight percent of buyers said they always bought organic green onions. However, 29% said they bought organic at least some of the time, a number up eight percentage points from last year. Asian shoppers were the most likely group to make a periodic organic purchase, followed by those in the "all other" ethnic group and those age 18-39.

## Likelihood of purchase based on household income



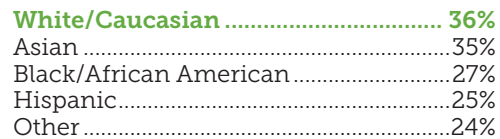
*\*Figures in thousands; Annual household income*

## Likelihood of purchase based on age\*

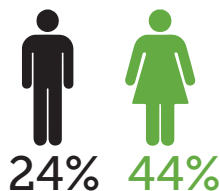


*\*Considering primary household buyers*

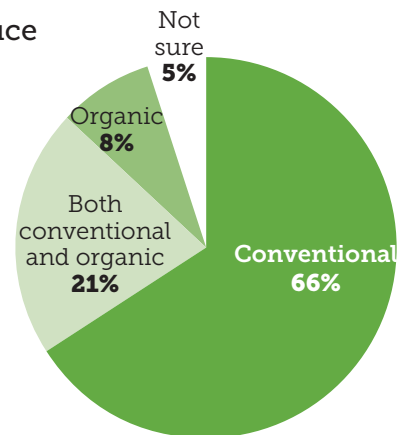
## Likelihood of purchase based on ethnicity



## Likelihood of purchase based on gender



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



## Likelihood of purchase based on presence of children

