



# nectarines

**INCOME AND AGE BOTH PLAY A ROLE** in nectarine purchases. The likelihood of a purchase increased according to both factors.

Consumers age 59 and older comprised the most likely group to buy nectarines overall, followed by female shoppers, those age 50-58 and those with an annual income greater than \$100,000.

Shoppers in the center of the country (Midwest and South) were less likely to purchase the stone fruit than those in the West and Northeast. When it came to ethnicity, Caucasians and

**22% of customers purchased nectarines within the past 12 months.**

Hispanics were more likely to buy the smooth stone fruit than those from other backgrounds.

Most shoppers buy conventionally grown fruit, but one-quarter of buyers said they purchased organic nectarines at least some of the time, a number up three percentage points from last year. Seven percent of buyers said they always bought organic fruit.

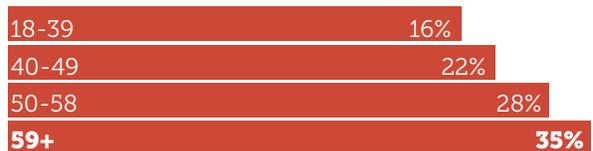
The likelihood of a nectarine purchase dipped three percentage points from last year. 🍑

## 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

