



40% of customers purchased spinach within the past 12 months

HALF OF ALL ASIAN SHOPPERS SURVEYED said they selected spinach this year, making them among the most likely to buy (along with those in the top income bracket, those in the Northeast and those age 50-58). The likelihood of a purchase increased according to income and age. In fact, for the second year in a row, consumers earning more than

\$100,000 annually were more than twice as likely to buy spinach as those in the lowest income bracket (who, coincidentally, were the least likely to buy the salad vegetable overall).

Spinach has a strong organic following. Forty-three percent of buyers said they bought organic spinach at least some of the time (38% said the same last year). Families with three or more kids at home and those in the "all other" ethnic group were the most likely to make a periodic organic spinach purchase. Sixteen percent said they always bought organic product. 🌱

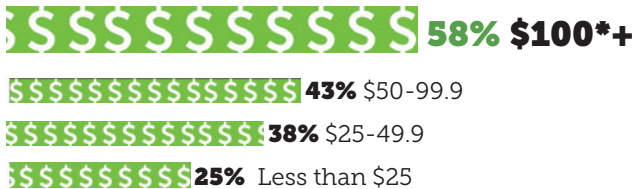
Ways consumers use spinach

As a salad	71%
As an ingredient in a recipe	55%
As a side dish	40%
As a main dish	19%
As an appetizer	14%
As a snack	11%

Varieties consumers prefer to purchase

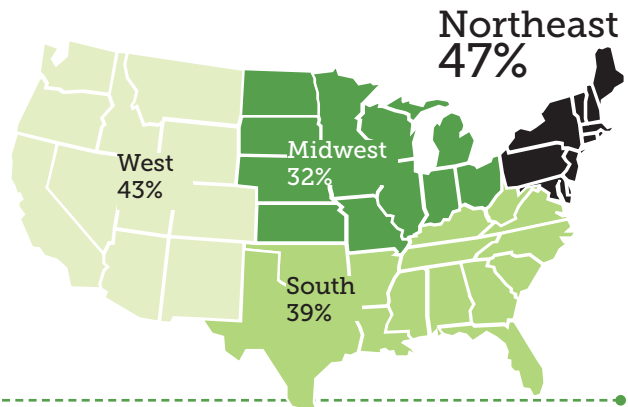
Baby	50%
Regular	25%
No preference	25%

Likelihood of purchase based on household income

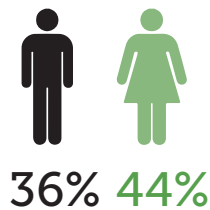


*Figures in thousands; Annual household income

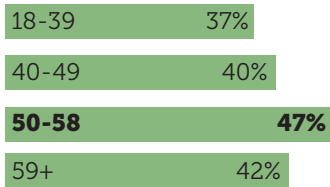
Likelihood of purchase based on region



Likelihood of purchase based on gender



Likelihood of purchase based on age*



*Considering primary household buyers

Likelihood of purchase based on ethnicity

Asian	50%
White/Caucasian	41%
Hispanic	41%
Black/African American	31%
Other	30%

Likelihood of purchase based on presence of children

Have kids	40%
1 kid	40%
2 kids	36%
3 or more kids	46%
No kids	40%

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

