

squash

SQUASH PURCHASING TRENDS held steady from last year, with 26% of respondents saying they purchased the vegetable over the past two years.

Age plays a role in squash purchases. Consumers age 50 and older were the most likely to buy the hearty vegetable overall and, in fact, those age 58 and older were nearly twice as likely to buy squash as those age 18-39.

Women were more than twice as likely to buy squash as their male counterparts.

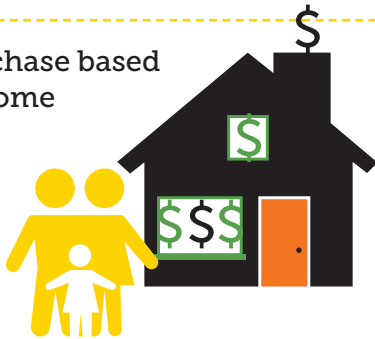
The likelihood of a purchase increased according to income for the sixth consecutive year.

As was the case last year, Midwestern shoppers comprised the region least likely to buy squash.

More than two-thirds of squash buyers purchased conventionally grown product, as was the case last year. Ten percent of buyers said they always bought organic squash, a number down three percentage points from last year. ¹⁷

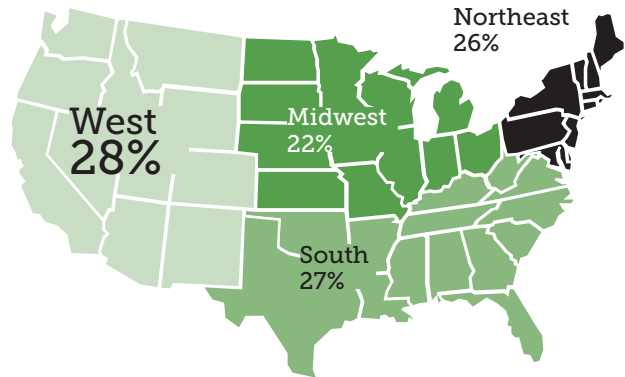
26% of customers purchased squash within the past 12 months

Likelihood of purchase based on household income

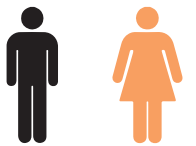


*Figures in thousands; Annual household income

Likelihood of purchase based on region

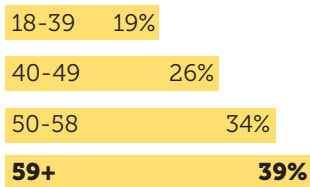


Likelihood of purchase based on gender



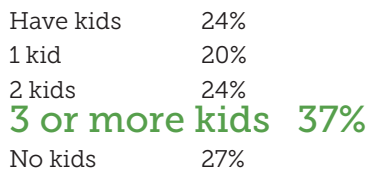
17% 36%

Likelihood of purchase based on age*

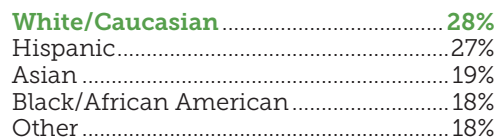


*Considering primary household buyers

Likelihood of purchase based on presence of children



Likelihood of purchase based on ethnicity



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

