

## Gen X and Gen Y Moms' Attitudes and Beliefs Related to the Purchase and Consumption of Kale 2010-2011

Since 2007 Produce for Better Health Foundation (PBH) has conducted an annual in-depth survey of over 1,000 Moms as one way to continue to learn about their attitudes and beliefs, buying patterns, and preferences towards fruit and vegetables. In 2010 & 2011, the survey included questions about specific fruits and vegetables and purchasing behavior. In addition, PBH purchased National Eating Trends data in 2010 and there were some useful insights about specific fruits and vegetables.

This document summarizes research from these studies specific to kale.

### Definitions:

- Gen X Mom
  - Born between 1965 and 1979, has children under the age of 18 living at home.
- Gen Y Mom
  - Born between 1980 and 1990, has children under the age of 18 living at home.

### Results:

- When thinking of their (or their families') favorite fruit, about half of all Moms (Gen X and Gen Y) tend to be Bargain Shoppers. The characteristics of a Bargain Shopper are:
  - Likely to travel 15 or 30 minutes further away in order to obtain a discount (25% or 50%) on their favorite fruit.
  - Unlikely to pay a premium (25% or 50%) to purchase their favorite fruit at a store conveniently located near their home or workplace.
- 30% of Gen X Moms identified themselves as Convenience Shoppers. The percentage of Gen Y Mom identifying themselves as Convenience Shoppers was a little less (24%). The characteristics of a Convenience Shopper are:
  - Likely to pay a premium (25% or 50%) to purchase their favorite fruit at a store located close to their home or workplace.
  - Unlikely to travel 15 or 30 minutes further away for a discount (25% or 50%).
- Both Gen X and Gen Y Moms are more willing however to purchase the favorite fruit of their children regardless of price.
  - 45% of Gen X Moms and 42% of Gen Y Moms will often or always buy their child/children's favorite fruit even if it is only available at twice the cost of the normal price.
- When Gen X and Gen Y Moms were asked if they bought less, more or about the same amount of kale *in the past three months, compared to one year earlier*:
  - 7% reported buying more

- 65% reported buying about the same
  - 28% reported buying less
- The main drivers of the increased purchase were:
  - Nutrition (54%)
  - New ways to prepare (53%)
  - Ease of preparation (34%)
  - Family preference (29%)
  - Quality (27%)
- But the following reasons were also given for the increased purchases:
  - Healthy
  - Use in smoothies
- The main drivers of the decreased purchases were:
  - Family doesn't like (62%)
  - Taste (15%)
- 2% said they were decreasing purchases because of concern about pesticide residue and 1% because of concern about food-borne illness.
- Other reasons for buying less kale was taste and unfamiliarity, several didn't even know what it was.