



# cluster personas

Produce for Better Health Foundation  
March 2013 Annual Conference

**DGWB**



# Methodology and Sources



Clusters defined by demos and usage

Run through the values filter using Quant Analyzer



Matched to database to determine media usage



Aligned with segmentation for messaging strategy

## Anatomy of a Persona

**healthy parents**

**Demis**

- Average age: 39
- 55% men (24) - 42% women (120)
- College degree: 26% (120), graduate degree: 12% (122)
- 72% rent (121)
- 13% rent home (120), 64% own home (94)
- Married (100)
- 50% employed full time (120)
- 100% are parents (108)

**Fruit/Vegetable Usage**

- Fresh fruit/vegetables used in last 6 months: 89% (101)
- heavy usage - 41% use fresh fruit/vegetables in last 3 days: 28% (131)

**Psychographics**

- Not price sensitive - Willing to pay more for high-quality items: 86% (107)
- Tech enthusiasts and exploiters (32%, index 28)
- Feel more environmentally conscious than most (36%, index 124)

**Food Attitudes**

- Spend 30+ hours/week cooking (12%, index 111)
- Rely on product labels to make food decisions (77%, index 121)
- Buy foods grown/practiced locally (21%, index 110)
- Regularly eat organic foods (21%, index 121)
- Prefer cooking with fresh food rather than canned/frozen (37%, index 115)

**Healthy Habits**

- Follow a regular exercise routine (70%, index 122)
- Always looking for new ways to live healthy (86%, index 111)

**Grocery Shopping**

- Household income: \$120k per year on groceries (25%, index 123)
- Most likely to shop at:
  - Whole Foods: 11% (120)
  - Albertsons: 11% (120)
  - Whole Foods: 10% (147)
  - CVS: 5% (147)

**Values**

- Established - Spending the last from income/and/or in the past
- Self-Examination - Source of your worth is also self-worth
- Healthy - Health is the most important thing in your life
- Happiness - You find the greatest joy in your life
- Adventure - The drive, energy, excitement and unpredictability that get you when you want to go
- Environmentalism - Processing and creating our own food, growing plants, using reusable and other eco-friendly in the wellbeing of earth's resources
- Purpose - The determination and resolution to protect the globe, but with a bit of hedonistic fun in our lives

**Balanced Healthy**

- Endorphin Junkies

Description

Values

Demos

Fruit Veggie Usage  
Psychographics  
Food Attitudes  
Healthy Habits  
Grocery Shopping

### Media Usage Indexes

#### Usage Quintiles

- Magazines
- Newspapers
- Radio
- TV
- Internet

Key Publications  
Key Networks  
Websites Visited

**healthy parents**

**Media Usage**

**Magazines - Heavy-medium users**

- 25% (10) (108)
- 21% (9) (103)

**Magazines**

- Parents (121)
- Women's Fashion (129)

**Magazine Titles**

- National Geographic Kids (25)
- Parents (121)
- Cooking Light (177)
- Compassion (124)

**Newspaper - Light users**

- 22% (9) (110)
- 21% (9) (102)

**Newspaper Publications**

- NY Times Daily (121)
- NY Times Sunday (105)
- Wall Street Journal (102)
- Sunday Health (104)
- Sunday Fashion (103)

**Radio - Medium users**

- 24% (10) (111)
- 22% (10) (111)

**Radio Formats**

- Religious (138)
- Contemporary Hits (123)
- Adult Contemporary (123)

**TV - Light users**

- 25% (10) (126)
- 24% (9) (110)

**Cable TV Services Watched Past 7 Days**

- Nickelodeon (126)
- Disney Channel/Disney XD (139)
- Cartoon Network (142)

**Internet - Medium-heavy users**

- 24% (10) (122)
- 25% (10) (126)

**Websites Visited Past 30 Days**

- iTunes.com (134)
- Weather.com (120)
- MapQuest.com (127)
- Yahoo! News (128)
- invision.com (121)
- Disney.com (101)
- MS-ORG (145)
- CheapTickets.com (129)

### Social Media

Creator Curator Observer Straggler

**Creator** - Highly engaged in Twitter, Pinterest, Vine, etc. Always posting, incl. video, mobile is primary platform. Many are bloggers

**Curator** - Active social media users that connect people and push content reflecting their styles and sensibilities. They have a larger following.

**Observer** - Curious participants in social media, exploring for value add to their lives. Maintaining relationships but rarely express opinions or share comments.

**Straggler** - May have a FB account, but seldom visits. Sees social media as gimmick. Not a mobile user.



# Cluster Personas



Fruit or Veggie	Type	Top or Opp	Name	Page
Fruit	Fresh	Top	Balanced Seniors	3-4
Fruit	Fresh	Opp	Finickies	5-6
Fruit	Frozen	Top	Healthy Parents	7-8
Fruit	Frozen	Opp	Stay Home Moms	9-10
Fruit	Canned	Top	Mrs. Waltons	11-12
Fruit	Canned	Opp	Working Affluents	13-14
Fruit	Juice	Top	Armchair Homeopaths	15-16
Fruit	Juice	Opp	Stingy Moms	17-18
Fruit	Dried	Top	Mother Gooses	19-20
Fruit	Dried	Opp	Midwest Affluents	21-22
Veggie	Fresh	Top	Senior Healthies	23-24
Veggie	Fresh	Opp	Young On-the-Gos	25-26
Veggie	Frozen	Top	Older Satisfied Homemakers	27-28
Veggie	Frozen	Opp	Guilties	29-30
Veggie	Canned	Top	Older Less Educated	31-32
Veggie	Canned	Opp	Wealthy Healthies	33-34
Veggie	Juice	Top	Working Balanced	35-36
Veggie	Juice	Opp	Average Guilty Moms	37-38



# balanced seniors

Pulled: Respondent Age [45-54 or 55-64 or 65+] and I buy based on quality, not price [Any Agree] and Psychographics-Food-Any Agree [Prefer cooking with fresh food rather than canned or frozen]

## Demos

- Age 45+
- 46% men (94) – 54% women (106)
- Bachelor's degree 30% (112), any college 55%
- 67% married (121)
- HHI \$45k+
- 81% own home (119)
- 50% employed, 50% unemployed (123)

## Fruit/Vegetable Usage

- Fresh fruit/vegetables used in last 6 months: 91%
  - Heavy (41+ pounds/30 days): 25% (120)
  - Med-Heavy (21+ pounds/30 days): 47% (116)

## Psychographics

- Not price sensitive - buy based off of quality, not price (153) and are willing to pay more for high-quality items (70%, index 114)
- Pay more for product by company they trust (81%, index 112)
- Buying American products is important (87%, index 112)

## Food Attitudes

- Try to buy foods grown/produced locally (77%, index 112)
- Buy natural products, concerned about environment (65%, index 125)
- Always check ingredients/nutrition content food products before buying (69%, index 119)
- Rely on product labels to make food shopping decisions (72%, index 112)

## Healthy Habits

- Eat healthy and pay attention to nutrition (91%, index 112)
- Prefer cooking with fresh food rather than canned/frozen (133)
- Goes to the doctor regularly for check-ups (84%, index 115)
- Follow a regular exercise routine (64%, index 111)

## Grocery Shopping

- Household spends \$60-150/wk. on groceries
- Most likely to shop at
  - Trader Joe's: 12% (119)
  - Publix: 10% (119)
  - Whole Foods: 8% (115)

The Balanced Seniors are a group of older environmentally conscious homeowners that are willing to pay more for quality products that they have a connection to, whether it be something that makes them feel patriotic or just from a brand they know and trust.

## Values

- **Nature** - Get close to the great outdoors in active pursuits or quiet contemplation
- **Purity** - Totally clean and free of physical, spiritual or mental pollutants
- **Compassion** - Feeling for others and wanting to reach out to comfort and help
- **Spirituality** - The pursuit of and interest in a heightened sense of meaning and purpose, from personal to universal, mainstream to fringe
- **Tradition** - Traditions connect us to cultural and familial realities beyond our own time and place
- **Equality** - Whether equal opportunity or equal access, a level playing field gets more people in the game

## Balanced Healthy

- Balanced Spirits



# balanced seniors

Pulled: Respondent Age [45-54 or 55-64 or 65+] and I buy based on quality, not price [Any Agree] and Psychographics-Food-Any Agree [Prefer cooking with fresh food rather than canned or frozen]

## Media Usage

### Magazine – Medium-light users

- 20% [II] (103)
- 20% [III] (103)
- 21% [V (Light)] (106)

### Newspaper – Heavy users

- 30% [I Heavy] (152)
- 21% [II] (108)
- Daily vs. Sunday
  - 44% read any daily newspaper (133)
  - 53% read any Sunday newspaper (128)
  - 12% read any 2+ daily or Sunday newspapers (140)

### Radio – Light users

- 20% [IV] (102)
- 24% [V (Light)] (118)

### TV – Heavy-medium users

- 25% [I (Heavy)] (123)
- 22% [II] (110)
- 20% [III] (103)

### Internet – Light users

- 23% [IV] (114)
- 27% [V (Light)] (133)

### Social Media



### Magazine Categories

- Home Service (125)
- Business/Finance (124)
- Epicurean (110)

### Magazine Titles

- Good Housekeeping (133)
- Woman's Day (129)
- Family Circle (127)
- Reader's Digest (125)

### Newspaper Publications

- NY Times Daily (137)
- NY Times Sunday (157)
- USA Today (109)
- Wall Street Journal (160)

### Newspaper Sections

- Weekday Editorial (179)
- Sunday Editorial (178)
- Sunday TV Listings (164)
- Sunday Business (163)

### Radio Formats

- News/talk (142)
- Oldies (123)

### Cable TV Services Watched Past 7 Days

- Hallmark Channel (146)
- MSNBC News (129)
- Fox News (128)
- Weather Channel (126)
- AMC (120)
- National Geographic (111)

### Websites Visited Past 30 Days

- AOL Mail (118)
- WhitePages.com (117)
- TripAdvisor.com (116)
- CBSNews.com (116)
- Bankrate.com (114)



**Fresh**



**Opp**

**finickies**

Pulled: Food Attitudes Segmentations [Eating/Nutrition-Convenience Over Health] OR Fresh Fruit & Vegetables # Pounds/Last 30 Days (Principal Shopper) [L None] OR Fresh Fruit & Vegetables # Pounds/Last 30 Days (Principal Shopper) [L 1 - 2] OR Fresh Fruit & Vegetables # Pounds/Last 30 Days (Principal Shopper) [L 3 - 10] OR Fresh Fruit & Vegetables # Pounds/Last 30 Days (Principal Shopper) [L 11 - 20] AND I'm a creature of habit, and stick to the food I know I like [Any Agree] AND Respondent Age [30-34 or 35-39 or 40-44 or 45-49]

### Demos

- Average age 39
- 47% men (97) – 53% women (103)
- College degree 31% (117), any college 58% (105)
- 62% married (115), 16% separated/widowed/divorced
- 63% own home (91), 36% rent home (120)
- HHI \$50k+
- 65% employed full time (135), 25% unemployed
- 62% are parents (190)

### Fruit/Vegetable Usage

- Fresh fruit/vegetables used in last 6 months: 90% (102)
  - Light usage – 0-20 lbs. fresh fruit/vegetables in last 30 days: 59% (125)

### Psychographics

- Somewhat price sensitive – Price and quality play equal roles in purchase decisions (78%, index 107)
- Tend to make impulse purchases (44%, index 118)
- Their children have a significant impact on brands they choose (48%, index 124)
- Like to live a lifestyle that impresses others (34%, index 116)

### Food Attitudes

- Stick to the foods they know they like (81%, index 118)
- Light home cooking – 1-2 hours/week (27%, index 112)

### Healthy Habits

- Ambivalent towards regular exercise routine (66%, index 107)
- Ambivalent towards healthy eating and nutrition (72%, index 116)

### Grocery Shopping

- Household spends \$150+/week at grocery store (44%, index 118)
- In last 6 months, most likely to have grocery shopped at:
  - Kroger: 18% (118)
  - Publix: 10% (112)
  - Save-A-Lot: 9% (110)
  - 7-Eleven: 15% (109)
  - Walmart: 59% (107)

The Finickies tend to be working parents who look out for their family's nutrition but are staid in their ways and lack the patience to get their children to try new things.

### Values

- **Confidence** - Self-assured attitude and strong belief in your ability to succeed gets you through good times and bad
- **Power** - The ability to persuade, direct or control — an often intensely satisfying experience
- **Tenacity** - Grabbing that goal and holding on until you make it your reality
- **Ambition** - The desire, energy, discipline and unstoppable drive to get you where you want to go
- **Romance** - The intoxicating state of whimsy, love, sensuality and adventure
- **Self-esteem** - Sense of your worth as a human being, balanced with self-respect and healthy regard for others.

### Balanced Healthy

- Actively Ambitious



**Fresh**



**Opp**

**finickies**

Pulled: Food Attitudes Segmentations [Eating/Nutrition-Convenience Over Health] OR Fresh Fruit & Vegetables # Pounds/Last 30 Days (Principal Shopper) [L None] OR Fresh Fruit & Vegetables # Pounds/Last 30 Days (Principal Shopper) [L 1 - 2] OR Fresh Fruit & Vegetables # Pounds/Last 30 Days (Principal Shopper) [L 3 - 10] OR Fresh Fruit & Vegetables # Pounds/Last 30 Days (Principal Shopper) [L 11 - 20] AND I'm a creature of habit, and stick to the food I know I like [Any Agree] AND Respondent Age [30-34 or 35-39 or 40-44 or 45-49]

## Media Usage

### Magazine – Heavy-medium users

- 23% [I (Heavy)] (115)
- 20% [II] (100)

### Newspaper – Medium users

- 20% [II] (101)
- 23% [III] (117)
- 21% [IV (light)] (108)

### Radio – Medium users

- 23% [I (Heavy)] (116)
- 22% [II] (109)
- 23% [III] (115)

### TV – Medium-light users

- 23% [III] (113)
- 22% [IV] (112)

### Internet – Heavy-medium users

- 22% [I (Heavy)] (108)
- 22% [II] (110)
- 22% [III] (111)

### Social Media

### Magazine Categories

- Parenthood (147)
- Motorcycle (143)
- Babies (135)
- Music (125)

### Magazine Titles

- Woman's Day (124)
- Sports Illustrated (124)
- Parents (135)
- Essence (167)

### Newspaper Publications

- USA Today (102)

### Newspaper Sections

- Sunday Classifieds (116)

### Radio Formats

- Adult Contemporary (132)
- Rock/Classic Rock (128)
- Contemporary Hits Radio (124)
- Religious (120)

### Cable TV Services Watched Past 7 Days

- Nickelodeon (136)
- Cartoon Network(136)
- Disney Channel/Disney XD (130)
- E! (129)
- FX (120)

### Websites Visited Past 30 Days

- Yahoo! Mail (119)
- Mapquest.com (112)
- Facebook.com (111)
- YouTube.com (109)
- Disney.com (133)
- Ticketmaster.com (131)
- WebMD.com (120)
- Weather.com (112)

Creator **Curator** **Observer** Straggler



# healthy parents

Pulled: Parent/Grandparent Status [Parent (of Child Currently Living with Respondent)]  
AND Try to eat healthy and pay attention to my nutrition [Agree completely]  
AND HHI \$0-199,999

## Demos

- Average age 39
- 38% men (79) – 62% women (120)
- College degree 26% (120), graduate degree 12% (128)
- 75% married (139)
- 35% rent home (120), 64% own home (94)
- HHI \$50k+
- 59% employed full time (120)
- 100% are parents (309)

## Fruit/Vegetable Usage

- Fresh fruit/vegetables used in last 6 months: 89% (101)
  - Heavy usage – 41+ lbs fresh fruit/vegetables in last 30 days: 28% (131)

## Psychographics

- Not price sensitive – Willing to pay more for high-quality items (66%, index 107)
- Tech enthusiasts and exploiters (52%, index 29)
- Feel more environmentally conscious than most (56%, index 124)

## Food Attitudes

- Spend 8+ hours/week cooking (32%, index 112)
- Rely on product labels to make food decisions (77%, index 121)
- Buy foods grown/produced locally (71%, index 110)
- Regularly eat organic foods (52%, index 151)
- Prefer cooking with fresh food rather than canned/frozen (87%, index 115)

## Healthy Habits

- Follow a regular exercise routine (70%, index 122)
- Always looking for new ways to live healthy (86%, index 112)

## Grocery Shopping

- Household spends \$120+ per week on groceries (55%, index 128)
- Most likely to shop at
  - Trader Joe's: 15% (143)
  - Whole Foods: 10% (147)
  - Albertsons: 11% (120)
  - GNC: 5% (167)

Healthy Parents tend to be wealthier homeowners who focus on health and wellness and are always pushing themselves to go the extra mile, whether that means buying organic or local or actually jogging another mile.

## Values

- **Excellence** - Expecting the best from yourself and/or what you purchase
- **Self-Esteem** - Sense of your worth as a human being, balanced with self-respect and healthy regard for others
- **Happiness** - We find that special mix of wellbeing, joy and contentment in myriad ways.
- **Ambition** - The desire, energy, discipline and unstoppable drive to get you where you want to go
- **Environmentalism** - Preserving and conserving irreplaceable plants, animals, places, energy sources and other resources vital to the wellbeing of Earth's ecosystems
- **Purpose** - The determination and resolution to pursue the goals we seek is a key motivating force in our lives

## Balanced Healthy

- Endorphin Junkies



# healthy parents

Pulled: Parent/Grandparent Status [Parent (of Child Currently Living with Respondent)]  
 AND Try to eat healthy and pay attention to my nutrition [Agree completely]  
 AND HHI \$0-199,999

## Media Usage

### Magazine – Heavy-medium users

- 22% [I (Heavy)] (108)
- 21% [II] (103)

### Newspaper – Light users

- 22% [IV] (110)
- 22 % [V (Light)] (102)

### Radio – Medium users

- 24% [II] (118)
- 22% [III] (111)

### TV – Light users

- 25% [IV] (126)
- 26% [V (Light)] (130)

### Internet – Medium-heavy users

- 24% [III] (122)
- 25% [III] (126)

### Social Media

Creator **Curator** Observer Straggler

### Magazine Categories

- Parenthood (224)
- Babies (217)
- Women's Fashion (129)

### Magazine Titles

- National Geographic Kids (252)
- Parents (232)
- Cooking Light (177)
- Cosmopolitan (124)

### Newspaper Publications

- NY Times Daily (128)
- NY Times Sunday (105)
- Wall Street Journal (102)

### Newspaper Sections

- Sunday Health (104)
- Sunday Fashion (103)

### Radio Formats

- Hispanic (194)
- Religious (138)
- Contemporary Hits (133)
- Adult Contemporary (129)

### Cable TV Services Watched Past 7 Days

- PBS KIDS Sprout (202)
- Nickelodeon (156)
- Disney Channel/Disney XD (153)
- Cartoon Network (145)

### Websites Visited Past 30 Days

- iTunes.com (134)
- Weather.com (120)
- MapQuest.com (127)
- Yahoo! News (126)
- Univision.com (231)
- Disney.com (201)
- PBS.org (163)
- CheapTickets.com (129)



**Frozen**



# stay home moms

Pulled: Respondent's Marital Status [Now Married or Widowed or Divorced or Separated (Legally)] AND # Hrs. Spend-Cooking [Heavy (8+) or Medium (4-7)]AND Household Income-HHI [Under \$5,000 or \$5,000 - \$99,999] AND # of People in Household [3+] AND Respondent Age [30+] OR Respondent Employment Status [If not Employed, Homemaker]

## Demos

- Median age 50
- 29% men (59) – 71% women (138)
- Did not finish high school 18% (128), high school grad 33% (107)
- 79% married (145), 14% divorced/separated (110)
- HHI \$50k-\$100k
- 72% own home (104)
- 53% unemployed (132)
- 60% parents of child 0-17 in the home (187)

## Fruit/Vegetable Usage

- Fresh fruit/vegetables used in last 6 months: 91% (103)
  - Heavy (41+ pounds/30 days): 37% (128)
- Canned/jarred vegetables used in last 6 months: 58% (110)
  - Heavy (11+ cans/jars in last 30 days): 13% (127)

## Psychographics

- Somewhat price sensitive - are not willing to pay more for high-quality items (44%, index 114)
- Children have significant impact on purchases(46%, index 118)
- Material possessions/money is not important (32%, index 113)
- Achieving higher social status is not important (56%, index 111)
- Seeking adventure and risk is not important (32%, index 113)

## Food Attitudes

- Home Cooking Virtuosos ( 48%, index 131)
- Spend 8+ hours/week cooking (52%, index 186)
- Try to eat healthy and pay attention to nutrition (85%, index 103)

## Healthy Habits

- Likely to prefer alternative medicine to traditional practices (111)
- A little less likely to exercise regularly (56%, index 98)
- Not happy with their weight (51%, index 112)

## Grocery Shopping

- Spend \$120+ on groceries/week (52%, index 122)
- Most likely to shop at
  - Walmart (62%, index 112)
  - Aldi (11%, index 128)
  - Albertsons (10%, index 110)
  - Save-A-Lot (9%, 121)

The Stay Home Mom tends to be a middle-aged mother whose frequent cooking is seasoned with a healthy dose of nutrition.

## Values

- **Family** - Family is the unit bound together by love and commitment
- **Belief** - Belief in purpose and power beyond human limitations offers strength and solace
- **Tradition** - Traditions connect us to cultural and familial realities beyond our own time and place
- **Generosity** - Generosity puts action behind empathy for others
- **Purity** - Totally clean and free of physical, spiritual or mental pollutants
- **Simplicity** - As an antidote to stress, a return to a less complicated lifestyle

## Balanced Healthy

- Balanced Spirits



**Frozen**



# stay home moms

Pulled: Respondent's Marital Status [Now Married or Widowed or Divorced or Separated (Legally)] AND # Hrs. Spend-Cooking [Heavy (8+) or Medium (4-7)] AND Household Income-HHI [Under \$5,000 or \$5,000 - \$99,999] AND # of People in Household [3+] AND Respondent Age [30+] OR Respondent Employment Status [If not Employed, Homemaker]

## Media Usage

### Magazine – Light users

- 21% [IV] (104)
- 21% [V (Light)] (117)

### Newspaper – Light users

- 21% [IV] (106)
- 21% [V (Light)] (105)

### Radio – Medium-light users

- 20% [III] (101)
- 21% [IV] (103)

### TV – Heavy-medium users

- 22% [I Heavy] (109)
- 20% [III] (102)

### Internet – Light-medium users

- 21% [III] (105)
- 22% [IV] (108)
- 23% [V (Light)] (114)

- Social Media



### Magazine Categories

- Parenthood (165)
- Home Service (124)
- Epicurean (122)

### Magazine Titles

- Woman's Day (168)
- Parents (160)
- Family Circle (154)
- Good Housekeeping (151)

### Newspaper Sections

- Sunday Food/Cooking (123)
- Weekday Food/Cooking (123)
- Sunday Classifieds (122)

### Radio Formats

- Hispanic (146)
- Religious (132)
- Soft Adult Contemporary (120)

### Cable TV Services Watched Past 7 Days

- The Disney Channel (135)
- Nickelodeon (133)
- LMN (Lifetime Movie Network) (127)
- Hallmark Channel (125)
- Lifetime (119)
- HGTV (Home & Garden) (119)

### Websites Visited Past 30 Days

- Yahoo! en Español (170)
- Univision.com (147)
- Disney.com: 3% (127)
- Superpages.com (123)
- Yellowpages.com (108)
- Yahoo! Mail: 31% (104)
- NASCAR.com (103)



# mrs. waltons

Pulled: Respondent Employment Status [If not Employed, Homemaker or Part Time]  
AND Household Income-HHI [<\$5,000 - \$74,999]  
AND Respondent's Marital Status [Now Married]]

## Demos

- Median age 47
- 17% men (35) – 83% women (161)
- High school grad 35% (115 ), did not finish high school 24% (175)
- 100% married (184)
- HHI \$25k-\$75k
- 33% rent home (110), 66% own home (95)
- 53% unemployed (132), 47% employed part-time (393)
- Household 5+ people: 30% (181)

## Fruit/Vegetable Usage

- Canned or jarred fruit used in last 6 months: 60% (113)
  - Heavy usage – 7+ cans/jars in last 30 days: 13% (131)

## Psychographics

- Price sensitive – are not willing to pay more for high-quality items (48%, index 125)
- 55% attend religious services regularly (118)
- Believe material possessions/money is not important (36%, index 128)
- Making it to the top of their profession is not important (64%, index 117)

## Food Attitudes

- Home Cooking Virtuosos (46%, 126)
  - 43% spend 8+ hours/week cooking (154)
- 81% feel they eat right (101)

## Healthy Habits

- Regularly go in for check-ups (76%, index 103)
- More likely to prefer alternative medicine (44%, index 113)
- Always looking for new ways to live healthier (78%, index 102)
- Slightly less likely to exercise regularly (55%, index 95)
- Half are unhappy with their weight (50%, index 111)

## Grocery Shopping

- Most likely to shop at
  - Walmart (63%, index 114)
  - Save-A-Lot (11%, index 135)
  - Aldi (10%, index 121)

The Mrs. Walton tends to be an older, traditional mother who works part-time to keep herself occupied now as her nest begins to empty.

## Values

- **Family** - Family is the unit bound together by love and commitment
- **Belief** - Expressed in religious and humanistic terms, belief in purpose and power beyond human limitations offers strength and solace
- **Tradition** - Whether centuries old or invented anew, traditions connect us to cultural and familial realities beyond our own time and place
- **Generosity** - Generosity puts action behind empathy for others
- **Purity** - Totally clean and free of physical, spiritual or mental pollutants
- **Environmentalism** - Preserving and conserving irreplaceable plants, animals, places, energy sources and other resources vital to the wellbeing of Earth's ecosystems

## Balanced Healthy

- Balanced Spirits



# mrs. waltons

Pulled: Respondent Employment Status [If not Employed, Homemaker or Part Time]  
AND Household Income-HHI [<\$5,000 - \$74,999]  
AND Respondent's Marital Status [Now Married]]

## Media Usage

### Magazine – Light users

- 27% [V (Light)] (134)
- 23% [IV] (114)

### Newspaper – Light users

- 24% [IV] (120)
- 24% [V (Light)] (121)

### Radio – Medium-light users

- 22% [IV] (109)
- 23% [V (Light)] (116)

### TV – Medium users

- 22% [II] (110)
- 21% [III] (104)

### Internet – Medium users

- 22% [VI] (112)
- 27% [V (Light)] (134)

### Social Media



### Magazine Categories

- Babies (227)
- Parenthood (203)
- Women (122)

### Magazine Titles

- Parents (194)
- Country Living (180)
- Family Circle (159)
- Good Housekeeping (151)

### Newspaper Sections

- Weekday Food/Cooking (116)
- Sunday Food/Cooking (113)
- Sunday Classifieds (113)

### Radio Formats

- Hispanic (266)
- Religious (145)

### Cable TV Services Watched Past 7 Days

- Galavision (330)
- Disney XD (159)
- Disney Channel (147)
- Nickelodeon (141)
- Hallmark Channel (130)

### Websites Visited Past 30 Days

- Univision.com (249)
- Yahoo! En Español (223)
- Disney.com (169)
- PBS.org (120)
- Windows Live Hotmail (118)



**Canned**



# working affluents

Pulled: Household Income-HHI [\$25,000+] AND Highest Degree Received by Respondent [Some College, No Degree or Associate Degree or Bachelor's Degree or Post-Graduate Degree] AND Respondent's Marital Status [Now Married] AND Canned or Jarred Fruit Used in Last 6 Months (Principal Shopper) [Yes] AND Light/Medium Canned or Jarred Fruit # Cans or Jars/Last 30 Days (Principal Shopper)

## Demos

- Median age 44
- 48% men (100) – 52% women (100)
- College degree 37% (206), graduate degree 21% (223)
- 100% married (184)
- HHI \$100k+
- 89% own home (130)
- 58% employed full time (122)
- 49% parents of child 0-17 in the home (152)

## Fruit/Vegetable Usage

- Canned or jarred fruit used in last 6 months: 100% (190)
  - Light usage – 1-2 cans/jars in last 30 days: 42% (255)
  - Medium usage – 3-6 cans/jars in last 30 days: 37% (220)

## Psychographics

- Not price sensitive - are willing to pay more for high-quality items (67%, index 110)
- Don't take time for themselves each day (43%, index 120)
- Consider family a top priority (40%, index 115)

## Food Attitudes

- Spend 4-7 hours/week cooking (31%, index 110)
- Eat a healthy breakfast every morning (104)
- Rely on product labels to make food shopping decisions (68%, index 107)
- Try to eat healthy and pay attention to nutrition (88%, index 107)
- Try to buy foods grown/produced locally (67%, index 104)

## Healthy Habits

- Follow regular exercise routine (61%, index 106)
- Go to the doctor regularly for checkups (79%, index 107)
- Feel medication has improved their quality of life (66%, index 106)

## Grocery Shopping

- Spend \$120+ / week on groceries (56%, index 130)
- Most likely to shop at
  - Trader Joe's or Whole Foods (20%, 138)

The Working Affluent is a busy, married homeowner who puts family first but still manages to find time for a successful and fulfilling career and regular exercise.

## Values

- **Discovery** - Pursuit of and deep interest in the unknown
- **Tenacity** - Grabbing that goal and holding on until you make it your reality
- **Affluence** - More than money, affluence is bucks plus attitude
- **Enjoyment** - Enjoyment is that perfect high from a deeply connected feeling or experience
- **Confidence** - Self-assured attitude and strong belief in your ability to succeed gets you through good times and bad
- **Excellence** - Expecting the best from yourself and/or what you purchase

## Balanced Healthy

- Actively Ambitious



**Canned**



# working affluents

Pulled: Household Income-HHI [\$25,000+] AND Highest Degree Received by Respondent [Some College, No Degree or Associate Degree or Bachelor's Degree or Post-Graduate Degree] AND Respondent's Marital Status [Now Married] AND Canned or Jarred Fruit Used in Last 6 Months (Principal Shopper) [Yes] AND Light/Medium Canned or Jarred Fruit # Cans or Jars/Last 30 Days (Principal Shopper)

## Media Usage

### Magazine – Heavy-medium users

- 22% [I(Heavy)] (109)
- 24% [II] (119)

### Newspaper – Heavy users

- 28% [I (Heavy)] (140)
- 22% [II] (109)
- Daily vs. Sunday
  - 42% read any daily newspaper (130)
  - 53% read any Sunday newspaper (127)
  - 12% read any 2+ daily or Sunday newspapers

### Radio – Medium users

- 22% [II] (109)
- 25% [III] (125)
- 22% [IV] (107)

### TV – Medium-light users

- 23% [III] (113)
- 24% [IV] (120)

### Internet – Heavy-medium users

- 27% [II] (133)
- 27% [III] (137)

### Social Media



### Magazine Categories

- Airline (165)
- Business/Finance (150)
- Home Service (134)

### Magazine Titles

- Southern Living (150)
- Better Homes & Gardens (131)
- Reader's Digest (130)
- Parents (130)

### Newspaper Publications

- Wall Street Journal (199)
- USA Today (162)
- NY Times Sunday (148)
- NY Times Daily (139)

### Newspaper Sections

- Sunday Travel (169)
- Sunday Business/Finance (167)
- Weekday Business/Finance (161)

### Radio Formats

- Sports (174)
- News/Talk (172)
- Public (172)

### Cable TV Services Watched Past 7 Days

- HGTV (Home & Garden) (148)
- MSNBC News (131)
- BBC America (132)
- CBS Sports Network (124)
- Food Network (118)

### Websites Visited Past 30 Days

- LinkedIn.com (179)
- Expedia.com (160)
- Amazon.com (155)
- Weather.com (147)
- ESPN.com (127)
- WebMD.com (156)



**Juice**



**Top**

# armchair homeopaths

Pulled: Other Fruit Juices & Drinks Used in Last 6 Months (Principal Shopper) [Yes] AND I prefer alternative medicine to traditional practices [Any Agree] OR Respondent Employment Status [Not Employed] and # of Children Currently Living at Home 0-17 [Any Child] AND Resp.Education-Highest Level Completed/Highest Degree Received [High School Graduate-HS Diploma or Equivalent (GED) or Some College, No Degree or Associate Degree, Occupational/Vocational or Associate Degree, Academic or Bachelor's Degree or Master's Degree or Professional School Degree or Doctorate Degree]

## Demos

- Median age 43
- 47% men – 63% women
- Some college 35% (126), high school diploma 38% (124)
- 63% married (116)
- HHI \$50k+ (103)
- 33% rent home (110)
- 50% employed, 58% unemployed (148)

## Fruit/Vegetable Usage

- Fruit juices & drinks used in last 6 months: 83% (141)
  - Heavy (4+ glasses/day): 30% (180)
  - Med-Heavy (2+ glasses/day): 53% (161)

## Psychographics

- Somewhat price sensitive – not willing pay more for high-quality items (42%, index 108)
- Children have large impact on brands they buy (51%, index 131)

## Food Attitudes

- Heavy home cooking – 8+ hours/week cooking (37%, index 130)
- Majority feel they eat right (83%, index 103)

## Healthy Habits

- Prefer alternative medicine to traditional (65%, index 169)
  - Believe herbal supplements are generally effective (68%, index 116)
  - Likely to use a home/herbal remedy for illnesses (11%, index 144)
- Always looking for ways to live a healthier life (80%, index 105)
- Average likelihood to exercise regularly (58%, index 100)

## Grocery Shopping

- Household spends \$150+/week at grocery store (48%, index 127)
- In last 6 months, most likely to have grocery shopped at:
  - Walmart: 59% (108)                      Kroger: 15% (102)
  - Trader Joe's: 12% (112)                      Albertsons: 10% (115)

The Armchair Homeopath tends to be a mom who likes to cook and is always looking for ways to live healthier even if they are non-traditional.

## Values

- **Self-actualization** - Desire to maximize personal potential and realize dreams
- **Discovery** - Pursuit of and deep interest in the unknown
- **Enjoyment** - Two parts bliss, one part fun, enjoyment is that perfect high from a deeply connected feeling or experience
- **Ambition** - The desire, energy, discipline and unstoppable drive to get you where you want to go
- **Fun** - Fun objects and experiences deliver a here-and-now rush that puts worry on the back burner
- **Sharing** - Letting others in on the moment boosts the satisfaction of all

## Balanced Healthy

- Well Accomplished



**Juice**



**Top**

# armchair homeopaths

Pulled: Other Fruit Juices & Drinks Used in Last 6 Months (Principal Shopper) [Yes] AND I prefer alternative medicine to traditional practices [Any Agree] OR Respondent Employment Status [Not Employed] and # of Children Currently Living at Home 0-17 [Any Child] AND Resp.Education-Highest Level Completed/Highest Degree Received [High School Graduate-HS Diploma or Equivalent(GED) or Some College, No Degree or Associate Degree, Occupational/Vocational or Associate Degree, Academic or Bachelor's Degree or Master's Degree or Professional School Degree or Doctorate Degree]

## Media Usage

### Magazine – Heavy-medium users

- 24% [I (Heavy)] (118)
- 21% [II] (103)

### Newspaper – Light-medium users

- 23% [III] (113)
- 21% [IV] (107)

### Radio – Medium users

- 22% [II] (109)
- 22% [III] (108)
- 21% [IV] (105)

### TV – Light users

- 20% [IV] (102)
- 23% [V] (115)

### Internet – Heavy-medium users

(Most trusted media source)

- 24% [II] (121)
- 23% [III] (115)

### Social Media

### Magazine Categories

- Women (122)
- Parenthood (221)
- Epicurean (119)
- News and Entertainment Weeklies (114)

### Magazine Titles

- National Geographic Kids (269)
- Parents (241)
- People (133)
- Better Homes & Gardens (127)

### Newspaper Sections

- Sunday Classifieds (104)

### Radio Formats

- Contemporary Hit Radio (145)
- Urban (141)
- Adult Contemporary (128)
- Country (110)

### Cable TV Services Watched/Past 7 Days

- Nickelodeon (181)
- The Disney Channel (174)
- Cartoon Network (166)
- ABC Family (134)

### Websites Visited/Past 30 Days

- Facebook.com (127)
- Yahoo! Mail (127)
- YouTube.com (122)
- Yahoo! News (122)
- Monster.com (176)
- WebMD.com (128)
- Ticketmaster.com (127)
- NBA.com (118)





# stingy moms

Pulled: {Bases [Women] AND Other Fruit Juices & Drinks Used in Last 6 Months (Principal Shopper) [Yes] AND # of Children Currently Living at Home 0-17 [Any Child] AND Resp. Education-Highest Level Completed/Highest Degree Received [Master's Degree or Professional School Degree or Doctorate Degree]}

## Demos

- Median age 42
- 100% women (194)
- Some college 36% (128), college diploma 22% (125)
- 64% married (118)
- HHI \$60k+
- 18% employed part time (152), 45% employed full time (94)
- 31% rent home (104), 68% own home (99)
- 86% are parents (265)

## Fruit/Vegetable Usage

- Fruit juices & drinks used in last 6 months: 100% (170)
  - Heavy usage – 4+ glasses/day: 36% (213)
  - Medium usage – 2+ glasses/day: 65% (197)

## Psychographics

- Price sensitive - Not willing to pay more for high-quality items (43%, index 110)
- Hold family above other interests (54%, index 115)
- Juggling family/work demands is very stressful (59%, index 118)
- Don't take time for themselves each day (44%, index 125)
- See themselves as sociable, not loners (64%, index 119)

## Food Attitudes

- Home Cooking Virtuosos: 46% (126)
- 39% spend 8+ hours/week cooking (140)
  - 73% spend 4+ hours/week cooking (130)

## Healthy Habits

- Go to doctor regularly for check-ups (78%, index 107)
- Less likely to follow regular exercise routine (55%, index 95)
- Over half are not happy with their weight (55%, index 120)

## Grocery Shopping

- Spend \$120+/week on groceries (58%, index 134)
- Most likely to shop at:
 

• Walmart: 62% (113)	Kroger: 18% (119)
• Trader Joe's: 12% (119)	Aldi: 10% (121)

The Stingy Mom tends to be an educated mother who struggles to balance a part-time job with frequent family responsibilities. She also has the unenviable role of being the frugal gatekeeper of the family budget.

## Values

- **Beauty** - An appreciation for and pursuit of all that beauty (classic or otherwise) has to offer
- **Romance** - The intoxicating state of whimsy, love, sensuality and adventure
- **Belonging** - Desire to feel connected with people who share our interests and orientation
- **Image** - The outer face you project to the world through choice of clothes, accessories, body art, car, cellphone, etc.
- **Youth** - the age, attitude, freshness, naïveté and wisdom of the years between childhood and maturity.
- **Thrift** - A frugal approach to money, time and resources

## Balanced Healthy

- Forever Youngers



**Juice**



# stingy moms

Pulled: {Bases [Women] AND Other Fruit Juices & Drinks Used in Last 6 Months (Principal Shopper) [Yes] AND # of Children Currently Living at Home 0-17 [Any Child] AND Resp. Education-Highest Level Completed/Highest Degree Received [Master's Degree or Professional School Degree or Doctorate Degree]}

## Media Usage

### Magazine – Heavy-medium users

- 24% [I (Heavy)] (117)
- 22% [II] (112)

### Newspaper – Medium users

- 22% [II] (109)
- 23% [III] (115)

### Radio – Heavy users

- 23% [II] (115)
- 24% [III] (122)

### TV – Medium-light users

- 22% [III] (108)
- 25% [IV] (123)
- 24% [V (Light)] (121)

### Internet – Heavy-medium users

- 26% [II] (132)
- 26% [III] (130)

### Social Media

### Magazine Categories

- Parenthood (294)
- Women (171)
- Epicurean (151)

### Magazine Titles

- Parents (334)
- National Geographic Kids (330)
- In Style (259)
- Cosmopolitan (203)
- Better Homes & Gardens (186)

### Newspaper Sections

- Sunday Fashion (137)
- Sunday Circulars/Inserts/Fliers (130)
- Sunday Classifieds (129)

### Radio Formats

- Contemporary Hit Radio (174)
- Adult Contemporary (160)
- Religious (147)
- Urban (143)
- Country (119)

### Cable TV Services Watched Past 7 Days

- Nickelodeon (209)
- The Disney Channel (201)
- ABC Family (155)
- E! Entertainment Television (153)
- TLC (152)

### Websites Visited Past 30 Days

- WebMD.com (171)
- Facebook (145)
- MapQuest (140)
- Yahoo! Mail (137)
- Overstock.com (172)
- Travelocity.com (154)
- PBS.org (153)
- Monster.com (151)

Creator Curator **Observer** Straggler



Top



# mother gooses

Pulled: # of Children Currently Living at Home 0-17 [Any Child] AND Respondent's Marital Status [Now Married] AND Bases [Women] AND Household Income-HHI [Under \$5,000 or \$5,000 - \$9,999 or \$10,000 - \$14,999 or \$15,000 - \$19,999 or \$20,000 - \$24,999 or \$25,000 - \$29,999 or \$30,000 - \$34,999 or \$35,000 - \$39,999 or \$40,000 - \$44,999 or \$45,000 - \$49,999 or \$50,000 - \$59,999 or \$60,000 - \$74,999 or \$75,000 - \$99,999]

## Demos

- Median age 44
- 100% women (194)
- Some college 32% (115), high school grad 30% (98)
- 100% married (184)
- HHI \$25k-\$100k
- 33% rent home (109), 67% own home (97)
- 44% unemployed (132), 17% employed part-time (142)
- Household 5+ people: 40% (243)

## Fruit/Vegetable Usage

- Dried fruit used in last 6 months: 33% (96)
  - Light usage – 1 lb. in last 6 months: 9% (106)

## Psychographics

- Price sensitive - are not willing to pay more for high-quality items (48%, index 125)
- Believe material possessions/money is not important (35%, index 125)
- Find juggling family/work very stressful (59%, index 117)
- Don't take time for themselves each day (43%, index 120)

## Food Attitudes

- Home Cooking Virtuosos (48%, index 131)
  - 44% spend 8+ hours/week cooking (155)
- A little less likely to feel they eat right (80%, index 99)
- Others ask their advice when it comes to food (45%, index 114)

## Healthy Habits

- Regularly go in for check-ups (76%, index 104)
- More likely to prefer alternative medicine (42%, index 109)
- Always looking for new ways to live healthier (76%, index 100)
- Slightly less likely to exercise regularly (53%, index 91)
- Unhappy with their weight (56%, index 124)

## Grocery Shopping

- Spend \$120+/week on groceries (55%, 128)
- Most likely to shop at
  - Walmart (66%, index 119)
  - Aldi (11%, index 126)
  - Albertsons (10%, index 115)

Mother Gooses tend to be moms of large families who put others' needs before their own. They have a dedication to cooking and providing for their children that trumps all.

## Values

- **Spirituality** - The pursuit of and interest in a heightened sense of meaning and purpose, from personal to universal, mainstream to fringe
- **Compassion** - Feeling for others and wanting to reach out to comfort and help
- **Duty** - Doing what's right by fulfilling your moral and legal obligations to family, friends, community and others
- **Nature** - Get close to the great outdoors in active pursuits or quiet contemplation
- **Purity** - Totally clean and free of physical, spiritual or mental pollutants
- **Hope** - Wishes, desires, a better tomorrow — all within reach from the optimistic viewpoint of hope

## Balanced Healthy

- Balanced Spirits



Top



# mother gooses

Pulled: # of Children Currently Living at Home 0-17 [Any Child] AND Respondent's Marital Status [Now Married] AND Bases [Women] AND Household Income-HHI [Under \$5,000 or \$5,000 - \$9,999 or \$10,000 - \$14,999 or \$15,000 - \$19,999 or \$20,000 - \$24,999 or \$25,000 - \$29,999 or \$30,000 - \$34,999 or \$35,000 - \$39,999 or \$40,000 - \$44,999 or \$45,000 - \$49,999 or \$50,000 - \$59,999 or \$60,000 - \$74,999 or \$75,000 - \$99,999]

## Media Usage

### Magazine – Medium-light users

- 21% [III] (102)
- 21% [IV] (104)
- 21% [V(Light)] (104)

### Newspaper – Medium-light users

- 24% [III] (113)
- 22% [IV] (112)
- 24% [V (Light)] (121)

### Radio – Medium users

- 21% [II] (104)
- 25% [III] (123)
- 21% [IV] (102)

### TV – Medium-light users

- 22% [III] (111)
- 23% [IV] (113)
- 23% [V] (113)

### Internet – Medium users

- 23% [II] (116)
- 23% [III] (113)

### Social Media



### Magazine Categories

- Parenthood (307)
- Babies (306)
- Epicurean (146)

### Magazine Titles

- FamilyFun (340)
- Babytalk (334)
- Parents (311)
- National Geographic Kids (279)

### Newspaper Sections

- Sunday Classifieds (117)
- Sunday Circulars (114)
- Weekday Fashion (107)

### Radio Formats

- Hispanic: (208)
- Religious (156)
- Contemporary Hit Radio (CHR) (151)
- Country (123)

### Cable TV Services Watched Past 7 Days

- Nickelodeon (196)
- The Disney Channel (193)
- Cartoon Network (161)
- TLC (148)
- ABC Family (144)

### Websites Visited Past 30 Days

- WebMD.com (138)      Univision.com (259)
- Windows Live Hotmail (134)
- Facebook (128)      Disney.com (242)
- Yahoo! Mail (122)      PBS.org (142)



# midwest affluents

Pulled: Household Income-HHI [\$50,000+] AND Resp.Education-Highest Level Completed/Highest Degree Received [Some College, No Degree or Associate Degree, Occupational/Vocational or Associate Degree, Academic or Bachelor's Degree or Master's Degree or Professional School Degree or Doctorate Degree] AND # of Children Currently Living at Home 0-17 [Any Child] AND Dried Fruit Used in Last 6 Months

## Demos

- Median age 43
- 45% men (92) – 55% women (107)
- College degree 38% (215), graduate degree 22% (232)
- 84% married (155)
- 87% own home (126)
- HHI \$100k+
- 67% employed full time (140)

## Fruit/Vegetable Usage

- Fresh fruit/vegetables used in last 6 months: 98% (111)
  - Heavy usage – 41+ lbs. fresh fruit/vegetables in last 30 days: 37% (172)

## Psychographics

- Not price sensitive – Willing to pay more for high-quality items (68%, index 110)
- Don't take time for themselves each day (45%, index 127)

## Food Attitudes

- Spend 1-7 hours/week cooking (58%, index 112)
- Feel they eat right (83%, index 103)
- Try to eat healthy and pay attention to nutrition (87%, index 106)
- Prefer cooking with fresh food rather than canned/frozen (80%, index 106)
- Rely on product labels to make food decisions (68%, index 106)

## Healthy Habits

- More likely to use diet organization/club for diet control (12%, index 143)
- Go to the doctor regularly for check-ups (75%, index 103)
- Exercise regularly (61%, index 106)
- Always looking for new ways to live healthy (78%, index 102)

## Grocery Shopping

- Spend \$120+/week on groceries (65%, index 152)
- Most likely to shop at
  - Trader Joe's: 20% (188)
  - Whole Foods: 13% (182)

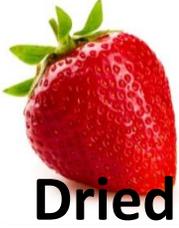
The Midwest Affluents tend to be wealthy, educated parents who eat a healthy amount of fruits and vegetables, but lead busy career-driven lives that don't leave enough time to really take care of themselves each day.

## Values

- **Ambition** - The desire, energy, discipline and unstoppable drive to get you where you want to go
- **Confidence** - Self-assured attitude and strong belief in your ability to succeed
- **Romance** - The intoxicating state of whimsy, love, sensuality and adventure
- **Youth** - The age, attitude, freshness, naïveté and wisdom of the years between childhood and maturity
- **Passion** - Fueled by mental, sensual and spiritual forces, it compels you to go for it in the most meaningful areas of life.
- **Enjoyment** - Enjoyment is that perfect high from a deeply connected feeling or experience

## Balanced Healthy

- Actively Ambitious



**Dried**



**Opp**

# midwest affluents

Pulled: Household Income-HHI [\$50,000+] AND Resp.Education-Highest Level Completed/Highest Degree Received [Some College, No Degree or Associate Degree, Occupational/Vocational or Associate Degree, Academic or Bachelor's Degree or Master's Degree or Professional School Degree or Doctorate Degree] AND # of Children Currently Living at Home 0-17 [Any Child] AND Dried Fruit Used in Last 6 Months

## Media Usage

### Magazine – Heavy users

- 23% [I (Heavy)] (117)
- 23% [II] (116)

### Newspaper – Medium users

- 22% [II] (109)
- 22% [III] (112)
- Daily vs. Sunday
  - 37% read one Sunday newspaper (104)
  - 10% read 2+ daily or Sunday newspapers (112)

### Radio – Medium-heavy users

- 23% [III] (114)
- 26% [III] (130)

### TV – Medium-light users

- 28% [IV] (142)
- 29% [V (Light)] (142)

### Internet – Heavy-medium users

- 24% [I (Heavy)] (122)
- 30% [II] (148)
- 29% [III] (142)

### Social Media

Creator Curator **Observer** Straggler

### Magazine Categories

- Business/Finance (139)
- Sports (130)
- Epicurean (126)

### Magazine Titles

- National Geographic Kids (327)
- Parents (220)
- In Style (204)
- Cooking Light (181)
- Men's Health (181)

### Newspaper Publications

- Wall Street Journal (175)
- NY Times Sunday (138)
- USA Today (127)
- NY Times Daily (123)

### Newspaper Sections

- Sunday Science & Technology (147)
- Sunday Travel (138)

### Radio Formats

- Sports (175)
- Alternative (167)
- News/Talk (153)
- Religious (155)

### Cable TV Services Watched Past 7 Days

- The Disney Channel (159)
- Nickelodeon (149)
- HGTV (Home & Garden) (147)

### Websites Visited Past 30 Days

- LinkedIn (235)
- Amazon.com (196)
- Expedia.com (190)
- Wikipedia.org (178)
- TripAdvisor.com (207)
- WSJ.com (207)
- MLB.com (156)
- ESPN.com (155)



**Fresh**



**Top**

Pulled: Respondent Age [45-54 or 55-64 or 65+] AND Fresh Fruit & Vegetables Used in Last 6 Months (Principal Shopper) [Yes] AND Try to eat healthy and pay attention to my nutrition [Agree completely] AND Household Income-HHI [Under \$5,000 or \$5,000 - \$9,999 or \$10,000 - \$14,999 or \$15,000 - \$19,999 or \$20,000 - \$24,999 or \$25,000 - \$29,999 or \$30,000 - \$34,999 or \$35,000 - \$39,999 or \$40,000 - \$44,999 or \$45,000 - \$49,999 or \$50,000 - \$59,999 or \$60,000 - \$74,999 or \$75,000 - \$99,999 or \$100,000 - \$149,999]

## Demos

- Median age 52
- 38% men (78) – 62% women (120)
- High school grads 33% (108), any college 53% (96)
- 61% married (113)
- HHI \$30k-\$75k
- 79% own home (115)
- 56% unemployed (140)
- 59% are grandparents (192)

## Fruit/Vegetable Usage

- Fresh fruit/vegetables used in last 6 months: 100%
- Heavy (41+ pounds/30 days): 29% (135)
  - Med-Heavy (21+ pounds/30 days): 52% (127)

## Psychographics

- Not price sensitive - buy based on quality, not price (71%, index 109)
- Are willing to pay more for high-quality items (65%, index 107)
- Will pay more for a product made by a company they trust (81%, index 112)
- Willing to pay more for environmentally safe product (63%, index 120)

## Food Attitudes

- Prefer cooking with fresh food rather than canned or frozen (86%, index 115)
- Try to eat healthy and pay attention to their nutrition (100%, index 122)
- Always check ingredients/nutritional content of food products (77%, index 133)
- Rarely eat frozen dinners (76%, index 113)
- Try to buy foods that are grown/made locally (78%, index 112)

## Healthy Habits

- Goes to the doctor regularly for check-ups (87%, index 119)
- Follow a regular exercise routine (74%, index 129)
- 57% spend at least 3+ hours working exercising (127)

## Grocery Shopping

- More likely to shop at Trader Joe's (124) and Whole Foods (119)

Senior Healthies tend to be active, optimistic and health-minded grandparents who want to be socially responsible and do the right thing – and that means they are willing to vote with their wallets for food that is fresh, natural, and sustainable.

## Values

- **Environmentalism** - Preserving and conserving irreplaceable plants, animals, places, energy sources and other resources vital to the Earth's ecosystems
- **Sharing** - Letting others in on the moment boosts the satisfaction of all
- **Enjoyment** - That perfect high from a deeply connected feeling or experience
- **Purpose** - The determination and resolution to pursue the goals we seek is a key motivating force in our lives
- **Self-actualization** - Desire to maximize personal potential. Realizing dreams is a priority
- **Wisdom** - Knowledge tempered by experience reflecting a depth of good judgment and a degree of enlightenment

## Balanced Healthy

- Well Accomplished

Pulled: Respondent Age [45-54 or 55-64 or 65+] AND Fresh Fruit & Vegetables Used in Last 6 Months (Principal Shopper) [Yes] AND Try to eat healthy and pay attention to my nutrition [Agree completely] AND Household Income-HHI [Under \$5,000 or \$5,000 - \$9,999 or \$10,000 - \$14,999 or \$15,000 - \$19,999 or \$20,000 - \$24,999 or \$25,000 - \$29,999 or \$30,000 - \$34,999 or \$35,000 - \$39,999 or \$40,000 - \$44,999 or \$45,000 - \$49,999 or \$50,000 - \$59,999 or \$60,000 - \$74,999 or \$75,000 - \$99,999 or \$100,000 - \$149,999]



**Fresh**



**Top**

## Media Usage

### Magazine – Light users

- 20% [III] (101)
- 23% [V light] (117)

### Newspaper – Heavy users

- 29% [I Heavy] (146)
- 22% [II] (108)
- Daily vs. Sunday
  - 44% read any daily newspaper (134)
  - 52% read any Sunday newspaper (126)
  - 11% read any 2+ daily or Sunday newspapers (130)

### Radio – Light users

- 20% [IV] (101)
- 25% [V Light] (128)

### TV – Heavy-medium users

- 24% [I Heavy] (119)
- 23% [II] (115)
- 20% [III] (102)

### Internet – Light users

- 23% [IV] (115)
- 30% [V (Light)] (149)

### Social Media



### Magazine Categories

- Health (133)
- Home Service (130)
- Newspaper Distributed (122)

### Magazine Titles

- Prevention (192)
- Woman's Day (146)
- Good Housekeeping (144)
- Family Circle (144)

### Newspaper Publications

- NY Times Daily (125)
- NY Times Sunday (126)
- Wall Street Journal (126)

### Newspaper Sections

- Weekday Health (184)
- Weekday Home/Gardening (183)
- Sunday Health (182)
- Sunday Editorial (176)

### Radio Formats

- Public (137)
- News/Talk (132)
- Oldies (121)

### Cable TV Services Watched Past 7 Days

- Hallmark Channel (156)
- TCM (Turner Classic Movies) (145)
- CNN (123)
- CNBC (122)
- Fox News Channel (123)
- Lifetime (116)

### Websites Visited Past 30 Days

- PBS.org (106)
- WhitePages.com (106)
- AOL Mail (105)
- Bankrate.com (104)



# young on the go's

Pulled: Food Attitudes Segmentations [Eating/Nutrition-Convenience Over Health]  
 AND Respondent Age [22-24 or 25-29 or 30-34 or 35-39 or 40-44 or 45-49]  
 AND Light Fresh Fruit & Vegetables # Pounds/Last 30 Days (Principal Shopper)  
 AND Household Income-HHI [\$20,000+]

## Demos

- Median age 35
- 48% men (100) – 52% women (100)
- Some college 32% (113), college degree 23% (130)
- 34% single (128)
- 36% rent home (120)
- HHI \$25k-\$75k
- 70% employed full time (147)
- 52% are parents (161)

## Fruit/Vegetable Usage

- Fresh fruit/vegetables used in last 6 months: 100% (113)
  - Light usage – 0-20 lbs. fresh fruit/vegetables in last 30 days: 100% (213)

## Psychographics

- Somewhat price sensitive – average willingness to pay more for high-quality items (62%, index 101)
- Like their lifestyle to impress others (36%, index 121)
- Find risk-taking exciting (48%, index 118)
- Segment: Status Seekers (22%, index 132)

## Food Attitudes

- Spend 1-3 hours/week cooking (30%, index 122)
- Prefer picking up quick meals to cooking (48%, index 129)
- Prefer cooking with canned/frozen food (34%, 138)
- Frozen dinners are a convenient alternative (76%, index 158)

## Healthy Habits

- Don't go to the doctor regularly for checkups (34%, index 127)
- Don't feel that they eat right (24%, index 123)
- Don't follow regular exercise routine (45%, index 106)
- More likely to use a diet organization/club (10%, index 123)

## Grocery Shopping

- Spend \$120+/week on groceries (48%, index 111)
- Most likely to shop at:
  - Walmart: 60% (109)
  - Kroger: 19% (128)
  - 7-Eleven: 16% (118)

The Young On The Go tends to be a single, physically-active, upwardly mobile corporate type whose “dress to impress” lifestyle leaves them with convenience and speed dominating their always spur-of-the-moment food choices.

## Values

- **Status** - Rank or position in a community, peer group or family as determined by our actions, history or possessions
- **Tenacity** - Grabbing that goal and holding on until you make it your reality
- **Romance** - The intoxicating state of whimsy, love, sensuality and adventure
- **Ambition** - The desire, energy, discipline and unstoppable drive to get you where you want to go
- **Image** - The outer face you project to the world through choice of clothes, accessories, body art, car, cellphone, etc.
- **Vitality** - The state of being full to the brim with vigor, energy and love for life

## Balanced Healthy

- Actively Ambitious



# young on the go's

Pulled: Food Attitudes Segmentations [Eating/Nutrition-Convenience Over Health]  
 AND Respondent Age [22-24 or 25-29 or 30-34 or 35-39 or 40-44 or 45-49]  
 AND Light Fresh Fruit & Vegetables # Pounds/Last 30 Days (Principal Shopper)  
 AND Household Income-HHI [\$20,000+]

## Media Usage

### Magazine – Heavy-medium users

- 23% [I(Heavy)] (117)
- 21% [II] (104)

### Newspaper – Medium-light users

- 23% [III] (117)
- 23% [IV] (116)
- 21% [V (Light)] (103)

### Radio – Medium-heavy users

- 22% [I (Heavy)] (112)
- 22% [II] (112)
- 23% [III] (117)

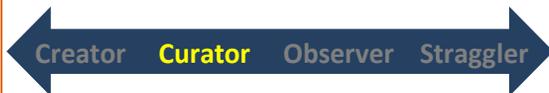
### TV – Medium-light users

- 23% [III] (113)
- 23% [IV] (116)
- 21% [V (Light)] (106)

### Internet – Heavy users

- 25% [I (Heavy)] (126)
- 25% [II] (124)

### Social Media



### Magazine Categories

- Parenthood (135)
- Women's Fashion (131)
- Men (120)

### Magazine Titles

- Vogue (158)
- Us Weekly (157)
- Parents (156)
- Cosmopolitan (149)

### Newspaper Sections

- Sunday Classifieds (115)

### Radio Formats

- CHR (Contemporary Hit Radio) (148)
- Rock (142)
- Adult Contemporary (129)
- Urban (128)

### Cable TV Services Watched Past 7 Days

- E! Entertainment Television (155)
- MTV (151)
- Comedy Central (138)
- TLC (136)

### Websites Visited Past 30 Days

- Facebook (135)
- Gmail (135)
- Amazon.com (133)
- YouTube (130)
- Ticketmaster.com (155)
- NFL.com (148)
- Monster.com (140)
- USAToday.com (140)



**Frozen Top**



# older satisfied homemakers

Pulled: Respondent Age [45-54 or 55-64 or 65+] AND Frozen Vegetables Used in Last 6 Months (Principal Shopper) [Yes] AND Psychographics-Food-Agree completely [Try to eat healthy and pay attention to my nutrition] AND Household Income-HHI [Under \$5,000 or \$5,000 - 149,999]

## Demos

- Age 45+
- 36% men (75) – 64% women (124)
- High school diploma 33% (107)
- 64% married (118), 13% widowed (217)
- HHI \$30k-\$75k
- 82% own home (119)
- 56% unemployed (140)

## Fruit/Vegetable Usage

- Frozen vegetables used in last 6 months: 100% (154)
  - Medium-light (1-6 packages/last 30 days): 63% (153)

## Psychographics

- Not price sensitive - buy based on quality, not price (72%, index 110)
- Slightly more likely to pay more for a product made by a company they trust (77%, index 106)
- Buying American products is important (86%, index 110)
- Try to buy foods that are grown/made locally (79%, index 124)
- Willing to pay more for environmentally safe product (64%, index 122)

## Food Attitudes

- Always check ingredients/nutritional content of food products (78%, index 134)
- Try to eat healthy and pay attention to their nutrition (100%, index 122)
- Rarely eat frozen dinners (76%, index 113)
- Prefer cooking with fresh food rather than canned or frozen (87%, index 116)

## Healthy Habits

- Goes to the doctor regularly for check-ups (88%, index 121)
- Follow a regular exercise routine (74%, index 128)
- Spend at least 3+ hours/week exercising (57%, index 128)

The Older Satisfied Homemaker tends to be a healthy senior who likes her values traditional, her food local, and her goods environmentally safe.

## Values

- **Nature** - Get close to the great outdoors in active pursuits or quiet contemplation
- **Generosity** - Generosity puts action behind empathy for others
- **Spirituality** - The pursuit of and interest in a heightened sense of meaning and purpose, from personal to universal, mainstream to fringe
- **Tradition** - Traditions connect us to cultural and familial realities beyond our own time and place
- **Purity** - Totally clean and free of physical, spiritual or mental pollutants
- **Simplicity** - As an antidote to stress, a return to a less complicated lifestyle.

## Balanced Healthy

- Balanced Spirits

# older satisfied homemakers

Pulled: Respondent Age [45-54 or 55-64 or 65+] AND Frozen Vegetables Used in Last 6 Months (Principal Shopper) [Yes] AND Psychographics-Food-Agree completely [Try to eat healthy and pay attention to my nutrition] AND Household Income-HHI [Under \$5,000 or \$5,000 - 149,999]



Frozen



Top

## Media Usage

### Magazine – Light users

- 20% [III] (101)
- 22% [V (Light)] (112)

### Newspaper – Heavy users

- 30% [I Heavy] (149)
- 22% [II] (110)
- Daily vs. Sunday
  - 44% read any daily newspaper (135)
  - 54% read any Sunday newspaper (131)
  - 11% read any 2+ daily or Sunday newspapers (129)

### Radio – Light users

- 20% [IV] (102)
- 25% [V (Light)] (124)

### TV – Heavy-medium users

- 24% [I (Heavy)] (118)
- 23% [II] (115)
- 21% [III] (104)

### Internet – Light users

- 23% [IV] (117)
- 29% [V (Light)] (144)

### Social Media



### Magazine Categories

- Home Service (137)
- Health (137)
- Newspaper Distributed (126)

### Magazine Titles

- Prevention (204)
- Woman's Day (162)
- Family Circle (155)
- Reader's Digest (142)
- Good Housekeeping (144)

### Newspaper Publications

- NY Times Daily (106)
- NY Times Sunday (104)
- Wall Street Journal (109)

### Newspaper Sections

- Weekday Home/Gardening (195)
- Weekday Health (191)
- Sunday Health (191)
- Sunday Home/Gardening (187)

### Radio Formats

- Public (139)
- News/talk (135)
- Oldies (128)

### Cable TV Services Watched Past 7 Days

- Hallmark Channel (163)
- TCM (Turner Classic Movies) (144)
- Fox News (127)
- Weather Channel (124)
- HGTV (Home & Garden) (122)

### Websites Visited Past 30 Days

- MapQuest.com (100) [highest value]

# guilties



Frozen



Opp

Pulled: {Highest Level Completed/Highest Degree Received [High School Graduate-HS Diploma or Equivalent(GED) or Some College, No Degree or Associate Degree, Occupational/Vocational or Associate Degree, Academic or Bachelor's Degree]

AND In general, I feel I eat right [Any Disagree] AND Light Frozen Vegetables # Packages/Last 30 Days (Principal Shopper) } OR {Resp.Education-Highest Level Completed/Highest Degree Received [High School Graduate-HS Diploma or Equivalent(GED) or Some College, No Degree or Associate Degree, Occupational/Vocational or Associate Degree, Academic or Bachelor's Degree] AND In general, I feel I eat right [Any Disagree] AND Food Attitudes Segmentations [Eating/Nutrition-Convenience Over Health]}

## Demos

- Median age 40
- 47% men (98) – 53% women (102)
- Some college 39% (138), high school diploma 42% (135)
- 33% single (122), 16% divorced/separated (125)
- HHI \$25k-\$75k
- 53% employed full time (110), 13% employed part time (107)
- 36% rent home (119), 63% own home (91)
- 44% have children under 18 living at home (108)

## Fruit/Vegetable Usage

- Frozen Vegetables used in last 6 months: 74% (114)
  - Light (0-2 packages in last 30 days): 49% (165)
  - 0 packages in last 30 days: 20% (178)

## Psychographics

- Somewhat price sensitive - Not willing to pay more for high-quality items (40%, index 104)
- Are Status Seekers (125) and Culturally Connected (124)

## Food Attitudes

- Value convenience over health (68%, index 181)
- Spend 1-3 hours/week cooking (30%, index 123)
- Prefer picking up quick meals to cooking (49%, index 131)
- Prefer cooking with canned/frozen food rather than fresh (38%, index 152)

## Healthy Habits

- Don't feel they eat right (100%, index 513)
- Don't follow a regular exercise routine (70%, index 166)
- Disagree that they are always looking for new ways to live a healthy life (40%, index 168)
- Not happy with their weight (72%, index 158)

## Grocery Shopping

- Spend \$100+ on groceries/week (56%, index 101)
- Most likely to shop at
  - Walmart: 61% (112)
  - Kroger: 18% (121)
  - 7-Eleven: 16% (120)

The Guilties tend to be single status seekers who are driven by convenience and constrained financially so that they don't have time or money to eat well or exercise.

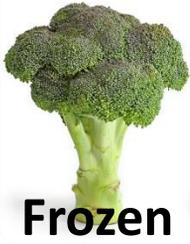
## Values

- **Beauty** - An appreciation for and pursuit of all that beauty (classic or otherwise) has to offer
- **Fun** - Fun objects and experiences deliver a here-and-now rush that puts worry on the back burner and a goofy smile up front
- **Youth** - The age, attitude, freshness, naïveté and wisdom of the years between childhood and maturity
- **Status** - Rank or position in a community, peer group or family as determined by our actions, history or possessions
- **Belonging** - Desire to feel connected with people who share our interests and orientation
- **Security** - The assurance that whatever fears and dangers threaten, they can be overcome
- **Freedom** - This fundamental motivator is the basis of our desire for maximum choice and self-determination

## Balanced Healthy

- Forever Younger

# guilties



Frozen



Pulled: {Highest Level Completed/Highest Degree Received [High School Graduate-HS Diploma or Equivalent(GED) or Some College, No Degree or Associate Degree, Occupational/Vocational or Associate Degree, Academic or Bachelor's Degree]  
AND In general, I feel I eat right [Any Disagree] AND Light Frozen Vegetables # Packages/Last 30 Days (Principal Shopper) } OR {Resp.Education-Highest Level Completed/Highest Degree Received [High School Graduate-HS Diploma or Equivalent(GED) or Some College, No Degree or Associate Degree, Occupational/Vocational or Associate Degree, Academic or Bachelor's Degree] AND In general, I feel I eat right [Any Disagree] AND Food Attitudes Segmentations [Eating/Nutrition-Convenience Over Health]}

## Media Usage

### Magazine – Heavy-medium users

- 22% [I (Heavy)] (108)
- 21% [II] (107)
- 21% [III] (103)

### Newspaper – Low-medium users

- 22% [II] (108)
- 22% [III] (111)
- 22% [IV] (112)

### Radio – Heavy users

- 23% [I (Heavy)] (114)
- 21% [II] (105)

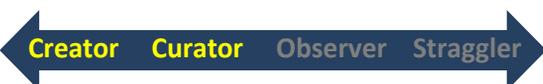
### TV – Heavy-medium users

- 23% [I (Heavy)] (114)
- 21% [II] (105)

### Internet – Heavy users

- 24% [I (Heavy)] (122)
- 22% [II] (111)

### Social Media



### Magazine Categories

- Video Games/PC & Console (138)
- Music (123)
- Parenthood (121)

### Magazine Titles

- Us Weekly (164)
- Weight Watchers (151)
- Parents (127)
- Cosmopolitan (126)
- People (117)

### Newspaper Sections

- Sunday Classifieds (118)
- Weekday Classifieds (111)

### Radio Formats

- Urban (132)
- Contemporary Hit Radio (126)
- Rock (120)
- Country (118)
- Adult Contemporary (115)

### Cable TV Services Watched Past 7 Days

- MTV (135)
- E! Entertainment Television (133)
- TLC (126)
- FX (126)
- Spike TV (125)

### Websites Visited Past 30 Days

- Twitter.com (140)                      IMDB.com (140)
- Yahoo! News (123)                      NFL.com (130)
- Facebook.com (119)
- CareerBuilder.com (128)



**Canned**



# older less educateds

Pulled: Respondent Age [40+] AND Resp. Education-Highest Level Completed/Highest Degree Received [11th Grade or Less or 12th Grade, No Diploma or High School Graduate-HS Diploma or Equivalent(GED) or Some College, No Degree or Associate Degree, Occupational/Vocational or Associate Degree, Academic or Bachelor's Degree] AND Medium/Heavy Canned or Jarred Vegetables # Cans/Jars/Last 30 Days (Principal Shopper)

## Demos

- Median age 48
- 47% men (97) – 53% women (102)
- High school diploma or below 57% (127)
- 66% married (122)
- HHI <50k
- 78% own home (113)
- 52% unemployed (131)
- 57% are grandparents (192)

## Fruit/Vegetable Usage

- Canned/jarred vegetables used in last 6 months: 100% (169)
  - Medium (5-10 cans/jars in last 30 days): 59% (336)
  - Heavy (11+ cans/jars in last 30 days): 41% (343)

## Psychographics

- Somewhat price sensitive - not willing to pay more for high-quality items (43%, index 110)
- Traditional roles for men and women are very important to them (58%, index 116)
- Buying American products is important (85%, index 109)
- Do not think of themselves as sophisticated (60%, index 118)

## Food Attitudes

- Spend 8+ hours/week cooking (36%, index 127)
- Partake in junk food in the home (116)
- Try to eat healthy and pay attention to nutrition (85%, index 103)

## Healthy Habits

- More likely to have a health condition (151)
- Go to the doctor regularly for check-ups (81%, index 111)
- A little less likely to exercise regularly (57%, index 98)

## Grocery Shopping

- Spend \$100+ on groceries/week (57%, index 103)
- Most likely to shop at
  - Walmart (113)
  - Save-A-Lot (158)
  - IGA (145)
  - Aldi (134)

The Older Less Educateds are price-sensitive, unsophisticated traditionalists who are very set in their ways when it comes to eating and taking care of themselves. They have an “I am what I am” attitude that has left them in less than ideal health.

## Values

- **Family** - Family is the unit bound together by love and commitment
- **Independence** - The ability, confidence and conviction to stand on your own - a sign of self-reliance
- **Belief** - Belief in purpose and power beyond human limitations offers strength and solace
- **Heritage** - The enduring roots from previous generations that help us build connections from past to future
- **Nature** - Get close to the great outdoors in active pursuits or contemplation
- **Freedom** - This fundamental motivator is the basis of our desire for maximum choice and self-determination
- **Patriotism** - The unabashed expression of national pride

## Balanced Healthy

- Pragmatic Outdoorsman



**Canned**



# older less educateds

Pulled: Respondent Age [40+] AND Resp. Education-Highest Level Completed/Highest Degree Received [11th Grade or Less or 12th Grade, No Diploma or High School Graduate-HS Diploma or Equivalent(GED) or Some College, No Degree or Associate Degree, Occupational/Vocational or Associate Degree, Academic or Bachelor's Degree] AND Medium/Heavy Canned or Jarred Vegetables # Cans/Jars/Last 30 Days (Principal Shopper)

## Media Usage

### Magazine – Light users

- 21% [IV] (103)
- 23% [V light] (117)

### Newspaper – Heavy users

- 24% [I Heavy] (118)
- 22% [II] (108)
- Daily vs. Sunday
  - 38% read any daily newspaper (115)
  - 48% read any Sunday newspaper (116)
  - 9% read any 2+ daily or Sunday newspapers (102)

### Radio – Light users

- 24% [V (Light)] (122)

### TV – Heavy-medium users

- 31% [I (Heavy)] (154)
- 23% [II] (114)

### Internet – Light users

- 23% [IV] (117)
- 31% [V (Light)] (157)

### Social Media



### Magazine Categories

- Home Service (124)
- Fishing/Hunting (121)
- Newspaper Distributed (113)

### Magazine Titles

- Good Housekeeping(159)
- Family Circle(158)
- Southern Living (145)
- Better Homes & Gardens (125)

### Newspaper Publications

- USA Today (112)

### Newspaper Sections

- Weekday Circulars/Inserts/Fliers (149)
- Weekday Advertisements (145)

### Radio Formats

- Oldies: 7% (134)
- Classic Hits: 7% (120)
- Country: 24% (118)

### Cable TV Services Watched Past 7 Days

- Hallmark Channel (165)
- TCM (Turner Classic Movies) (153)
- The Weather Channel (130)
- Lifetime (128)
- Fox News Channel (125)
- AMC (124)

### Websites Visited Past 30 Days

- Nascar.com (134) [only significant index]



**Canned**



**Opp**

# wealthy healthies

Pulled: HHI [\$150,000 - \$199,999 or \$200,000 - \$249,999 or \$250,000 or Over]  
AND Canned or Jarred Vegetables Used in Last 6 Months (Principal Shopper) [Yes] AND Try to eat healthy and pay attention to my nutrition [Any Agree] AND Respondent Age [25-29 or 30-34 or 35-39 or 40-44 or 45-49 or 50-54]

## Demos

- Age 25-54
- 47% men (98) – 53% women (102)
- College degree 28% (160), post-grad degree 14% (151)
- 76% married (140)
- 83% own home (120)
- HHI \$100k+
- 65% employed full time (135), 25% unemployed
- 58% are parents (179)

## Fruit/Vegetable Usage

- Canned/jarred vegetables used in last 6 months: 100% (169)
  - Light usage – 0-4 cans/jars in last 30 days: 54% (182)
  - Medium usage – 5-10 cans/jars in last 30 days: 29% (166)

## Psychographics

- Not price sensitive – willing to pay more for high-quality items (67%, index 109)
- Feel don't take time for themselves each day (42%, index 117)
- Other interests are not as important as family (54%, index 115)
- Often find themselves in a leadership position (71%, index 115)

## Food Attitudes

- Home Cooking Virtuosos (45%, index 122)
- Spend 4-7 hours/week cooking (34%, index 120)
- Try to eat healthy and pay attention to nutrition (100%, index 122)

## Healthy Habits

- More likely to use diet organization or club's exercise program (13%, index 157)
- Lifestyle is not limited by medical conditions (75%, index 118)
- Follow a regular exercise routine (63%, index 108)

## Grocery Shopping

- Spend \$150+/week on groceries (57%, index 133)
  - Most likely to grocery shop at Trader Joe's or Whole Foods (19%, index 129)

The Wealthy Healthy likes the regular regimen of hitting the gym each night after leaving their high-salaried, high status job and before getting home to their healthy, loving family in the suburbs.

## Values

- **Curiosity** - Curiosity is the desire to know, touch, taste, climb, reach and discover
- **Self-actualization** - Desire to maximize personal potential. Realizing dreams is a priority
- **Expertise** - The deepest knowledge and savviest understanding win the badge of expertise
- **Enjoyment** - Enjoyment is that perfect high from a deeply connected feeling or experience
- **Youth** - The age, attitude, freshness, naïveté and wisdom of the years between childhood and maturity
- **Fun** - Fun objects and experiences deliver a here-and-now rush that puts worry on the back burner

## Balanced Healthy

- Well Accomplished



**Canned**



**Opp**

# wealthy healthies

Pulled: HHI [\$150,000 - \$199,999 or \$200,000 - \$249,999 or \$250,000 or Over]  
AND Canned or Jarred Vegetables Used in Last 6 Months (Principal Shopper) [Yes] AND Try to eat healthy and pay attention to my nutrition [Any Agree] AND Respondent Age [25-29 or 30-34 or 35-39 or 40-44 or 45-49 or 50-54]

## Media Usage

### Magazine – Heavy-medium users

- 22% [I(Heavy)] (109)
- 21% [II] (107)
- 22% [III] (108)

### Newspaper – Medium users

- 21% [II] (104)
- 22% [III] (112)

### Radio – Medium-heavy users

- 21% [I (Heavy)] (105)
- 22% [II] (112)
- 25% [III] (125)

### TV – Medium-light users

- 23% [III] (115)
- 26% [IV] (128)
- 24% [V (Light)] (118)

### Internet – Heavy-medium users

- 23% [I (Heavy)] (115)
- 26% [II] (130)
- 27% [III] (132)

### Social Media

Creator **Curator** Observer Straggler

### Magazine Categories

- Epicurean (120)
- Sports (117)
- Home Service (115)
- Men (115)

### Magazine Titles

- Parents (144)
- Southern Living (140)
- Woman's Day (139)
- Family Circle (122)

### Newspaper Publications

- USA Today (137)
- Wall Street Journal (118)

### Newspaper Sections

- Sunday Circulars/Inserts/Fliers (129)
- Sunday Travel (128)

### Radio Formats

- Classic Rock (150)
- Adult Contemporary (144)
- Rock (140)
- Country (121)

### Cable TV Services Watched Past 7 Days

- HGTV (Home & Garden) (141)
- TLC (128)
- E! Entertainment Television (127)
- Food Network (123)
- ESPN2 (120)

### Websites Visited Past 30 Days

- Weather.com (149)
- MapQuest (149)
- eBay.com (144)
- Google Maps (142)
- Superpages.com (204)
- Priceline .com (170)
- Ticketmaster.com (158)
- WebMD.com (152)

# working balanced

Pulled: Tomato & Vegetable Juices Used in Last 6 Months (Principal Shopper) [Yes] AND Household Income-HHI [\$25,000+] AND Highest Degree Received by Respondent [Some College, No Degree or Associate Degree or Bachelor's Degree or Post-Graduate Degree or Some College (No Degree or Associate Degree)]OR Respondent Age [45-54]



## Demos

- Median age 45
- 49% men (101) – 51% women (99)
- Graduate degree 13% (138), any college 59% (128)
- 65% married (121)
- HHI \$75k+
- 78% own home (113)
- 58% employed full time (122)
- 33% are parents (101)

## Fruit/Vegetable Usage

- Tomato & Vegetable Juices used in last 6 months: 54% (194)
  - Light usage – 1 glass/day: 22% (195)
  - Medium usage – 2 glasses/day: 7% (184)

## Psychographics

- Not price sensitive – slightly more willing to pay more for high-quality items (63%, index 103)
- Don't take time for themselves each day (39%, index 109)
- Less likely to spend long hours out with friends (116)

## Food Attitudes

- Spend 4+ hours/week cooking (30%, index 106)
- Prefer cooking with fresh food rather than canned/frozen (77%, index 103)
- Try to eat healthy and pay attention to nutrition (85%, index 103)

## Healthy Habits

- Go to the doctor regularly for checkups (77%, index 105)
- Follow regular exercise routine (60%, index 103)

## Grocery Shopping

- Spend \$120+/week on groceries (48%, index 112)
- Most likely to shop at
  - Kroger (16%, index 107)
  - Trader Joe's (12%, index 119)
  - Meijer (7%, index 116)

The Working Balanced tends to be an older, college grads who enjoy a balance of working, spending time with friends and exercising out in the open air.

## Values

- **Belief** - Expressed in religious and humanistic terms, belief in purpose and power beyond human limitations offers strength and solace
- **Curiosity** - Curiosity is the desire to know, touch, taste, climb, reach and discover
- **Nature** - Get close to the great outdoors in active pursuits or quiet contemplation
- **Courage** - Bravery and stamina are only the beginning when it comes to saying what it really takes to face fears and challenges
- **Compassion** - Feeling for others and wanting to reach out to comfort and help
- **Responsibility** - Being accountable and answerable for your actions or the actions of others

## Balanced Healthy

- Balanced Spirits

# working balanced

Pulled: Tomato & Vegetable Juices Used in Last 6 Months (Principal Shopper) [Yes] AND Household Income-HHI [\$25,000+] AND Highest Degree Received by Respondent [Some College, No Degree or Associate Degree or Bachelor's Degree or Post-Graduate Degree or Some College (No Degree or Associate Degree)]OR Respondent Age [45-54]



## Media Usage

### Magazine – Heavy-medium users

- 21% [I(Heavy)] (106)
- 22% [II] (108)

### Newspaper – Heavy users

- 24% [I (Heavy)] (120)
- 21% [II] (105)
- Daily vs. Sunday
  - 37% read any daily newspaper (114)
  - 46% read any Sunday newspaper (111)
  - 11% read any 2+ daily or Sunday newspapers (127)

### Radio – Medium users

- 21% [II] (104)
- 22% [III] (109)
- 21% [IV] (103)

### TV – Medium users

- 20% [II] (101)
- 21% [III] (108)
- 21% [IV] (104)

### Internet – Heavy-medium users

- 22% [II] (110)
- 23% [III] (113)

### Social Media



### Magazine Categories

- Business/Finance (127)
- Home Service (119)
- Epicurean (112)

### Magazine Titles

- Reader's Digest (133)
- Time (133)
- Woman's Day (132)
- Good Housekeeping (128)

### Newspaper Publications

- USA Today (147)
- Wall Street Journal (144)
- New York Times Daily (131)
- New York Times Sunday (131)

### Newspaper Sections

- Sunday Travel (137)
- Sunday Business/Finance (133)

### Radio Formats

- Classic Rock (132)
- News/Talk (129)
- Religious (117)

### Cable TV Services Watched Past 7 Days

- TCM (Turner Classic Movies) (121)
- TV Land(121)
- MSNBC News (120)
- HGTV (Home & Garden) (119)

### Websites Visited Past 30 Days

- LinkedIn.com (135)
- MapQuest (128)
- FOXNews.com (128)
- AOL Mail (121)
- Travelocity.com (140)
- NASCAR.com (135)
- FOXSports.com (123)
- WSJ.com (121)



**Juice**



**Opp**

# average guilty janes

Pulled: {In general, I feel I eat right [Any Disagree] AND Light Tomato & Vegetable Juices # Glasses/Average Day (Principal Shopper) OR {In general, I feel I eat right [Any Disagree] AND Bases [Women] } AND Household Income-HHI [\$20,000 - \$24,999 or \$25,000 - \$29,999 or \$30,000 - \$34,999 or \$35,000 - \$39,999 or \$40,000 - \$44,999 or \$45,000 - \$49,999 or \$50,000 - \$59,999 or \$60,000 - \$74,999 or \$75,000 - \$99,999 or \$100,000 - \$149,999 or \$150,000 - \$199,999 or \$200,000 - \$249,999 or \$250,000 or Over]

## Demos

- Median age 41
- 15% men (32) – 85% women (164)
- Some college 33% (118), high school diploma 31% (101)
- 54% married (100)
- HHI \$25k-\$75k
- 15% employed part time (126), 50% employed full time (104)
- 70% own home (101)
- 44% have children under 18 living at home (108)

## Fruit/Vegetable Usage

- Tomato & Vegetable Juices used in last 6 months: 37% (134)
  - Light usage (0-1 glasses/day): 31% (153)

## Psychographics

- Not price sensitive - Willing to pay more for high-quality items (42%, index 109)
- Often feel like their life is slipping out of control (43%, index 121)
- Light sleep (1-6 hours/night): 39% (119)
- Culturally Connected (14%, index 112)

## Food Attitudes

- Don't feel they eat right (100%, index 513)
- Spend 1-3 hours/week cooking (26%, index 109)
- Don't eat healthy or pay attention to nutrition (29%, index 165)
- Prefer picking up quick meals to cooking (45%, index 119)

## Healthy Habits

- Don't follow regular exercise routine (73%, index 172)
- Not happy with their weight (76%, index 166)
- Not looking for new ways to live a healthier life (40%, index 169)
- Don't go to doctor regularly for checkups (32%, index 120)

## Grocery Shopping

- Spend \$100+ on groceries/wk. (61%, index 108)
- Most likely to shop at
  - Walmart: 62% (113)
  - Kroger: 18% (119)
  - 7-Eleven: 16% (121)

The Average Guilty Jane tends to be a working woman who is just too busy to get a full handle on her health or her life.

## Values

- **Belonging** - Desire to feel connected with people who share our interests and orientation
- **Fun** - Fun objects and experiences deliver a here-and-now rush that puts worry on the back burner
- **Enjoyment** - Enjoyment is that perfect high from a deeply connected feeling or experience
- **Freedom** - This fundamental motivator is the basis of our desire for maximum choice and self-determination
- **Relaxation** - Whatever it takes to de-stress physically and emotionally
- **Security** - The assurance that whatever fears and dangers threaten, they can be overcome

## Balanced Healthy

- Forever Younger



Juice



# average guilty janets

Pulled: {In general, I feel I eat right [Any Disagree] AND Light Tomato & Vegetable Juices # Glasses/Average Day (Principal Shopper) OR {In general, I feel I eat right [Any Disagree] AND Bases [Women] } AND Household Income-HHI [\$20,000 - \$24,999 or \$25,000 - \$29,999 or \$30,000 - \$34,999 or \$35,000 - \$39,999 or \$40,000 - \$44,999 or \$45,000 - \$49,999 or \$50,000 - \$59,999 or \$60,000 - \$74,999 or \$75,000 - \$99,999 or \$100,000 - \$149,999 or \$150,000 - \$199,999 or \$200,000 - \$249,999 or \$250,000 or Over]

## Media Usage

### Magazine – Heavy-medium users

- 21% [I (Heavy)] (106)
- 22% [II] (111)

### Newspaper – Medium users

- 21% [II] (106)
- 21% [III] (103)
- 21% [IV] (104)

### Radio – Heavy-medium users

- 22% [I (Heavy)] (109)
- 21% [II] (105)

### TV – Medium users

- 22% [II] (111)
- 20% [III] (103)

### Internet – Heavy users

- 24% [I (Heavy)] 118
- 23% [II] (115)

### Social Media

### Magazine Categories

- Women (144)
- Epicurean (126)
- Health (122)

### Magazine Titles

- Cosmopolitan (194)
- Woman's Day (169)
- Family Circle (152)
- People (149)

### Newspaper Sections

- Sunday Classifieds (126)
- Weekday Classifieds (122)
- Sunday Circulars (118)

### Radio Formats

- Contemporary Hit Radio (CHR) (128)
- Rhythmic (127)
- Adult Contemporary (124)
- Religious (119)
- Urban (116)

### Cable TV Services Watched Past 7 Days

- E! Entertainment Television (143)
- Lifetime (141)
- TLC (136)
- The Disney Channel (128)
- ABC Family (125)
- MTV (124)
- HGTV (Home & Garden) (120)

### Websites Visited Past 30 Days

- Yellowpages.com (128)
- WebMD.com (125)
- Facebook.com (121)
- Yahoo! Mail (121)
- Disney.com (137)
- MTV.com (132)
- CheapTickets.com (132)
- Univision.com (120)

Creator **Curator** Observer Straggler

