cluster personas
Produce for Better Health Foundation
March 2013 Annual Conference
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

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

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

<table>
<thead>
<tr>
<th>Fruit or Veggie</th>
<th>Type</th>
<th>Top or Opp</th>
<th>Name</th>
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<tbody>
<tr>
<td>Fruit</td>
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<td>Top</td>
<td>Balanced Seniors</td>
<td>3-4</td>
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<tr>
<td>Fruit</td>
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<td>Opp</td>
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Prepared by DGWB BalancedHealthy™ practice for The Produce for Better Health Foundation
For more information contact Mark Weinfeld at mweinfeld@dgwb.com or 714-881-2300
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.

### 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)

### 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**
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)

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)

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)

Social Media

Websites Visited Past 30 Days
- AOL Mail (118)
- WhitePages.com (117)
- TripAdvisor.com (116)
- CBSNews.com (116)
- Bankrate.com (114)
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
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
- 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)
  - Albertsons: 11% (120)
  - Whole Foods: 10% (147)
  - 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**

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**Frozen Top**

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### 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% [II] (122)
- 25% [III] (126)

### 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)
### 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)

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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

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### 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)
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**

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)
### 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)

#### 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)
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

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)
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

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 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

DGWB Advertising on behalf of
Produce for Better Health Foundation
©2013
### Media Usage

<table>
<thead>
<tr>
<th>Magazine – Heavy-medium users</th>
<th>24% [I (Heavy)] (118)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>21% [II] (103)</td>
</tr>
<tr>
<td>Newspaper – Light-medium users</td>
<td>23% [III] (113)</td>
</tr>
<tr>
<td></td>
<td>21% [IV] (107)</td>
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<tr>
<td>Radio – Medium users</td>
<td>22% [II] (109)</td>
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<tr>
<td></td>
<td>22% [III] (108)</td>
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<tr>
<td></td>
<td>21% [IV] (105)</td>
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<tr>
<td>TV – Light users</td>
<td>20% [IV] (102)</td>
</tr>
<tr>
<td>Internet – Heavy-medium users</td>
<td>(Most trusted media source)</td>
</tr>
<tr>
<td></td>
<td>24% [II] (121)</td>
</tr>
<tr>
<td></td>
<td>23% [III] (115)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Magazine Categories</th>
<th>Women (122)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Parenthood (221)</td>
</tr>
<tr>
<td></td>
<td>Epicurean (119)</td>
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<tr>
<td></td>
<td>News and Entertainment Weeklies (114)</td>
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<tr>
<td>Magazine Titles</td>
<td>National Geographic Kids (269)</td>
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<tr>
<td></td>
<td>Parents (241)</td>
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<tr>
<td></td>
<td>People (133)</td>
</tr>
<tr>
<td></td>
<td>Better Homes &amp; Gardens (127)</td>
</tr>
<tr>
<td>Newspaper Sections</td>
<td>Sunday Classifieds (104)</td>
</tr>
<tr>
<td>Radio Formats</td>
<td>Contemporary Hit Radio (145)</td>
</tr>
<tr>
<td></td>
<td>Urban (141)</td>
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<td></td>
<td>Adult Contemporary (128)</td>
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<tr>
<td></td>
<td>Country (110)</td>
</tr>
<tr>
<td>Cable TV Services Watched/Past 7 Days</td>
<td>Nickelodeon (181)</td>
</tr>
<tr>
<td></td>
<td>The Disney Channel (174)</td>
</tr>
<tr>
<td></td>
<td>Cartoon Network (166)</td>
</tr>
<tr>
<td></td>
<td>ABC Family (134)</td>
</tr>
<tr>
<td>Websites Visited/Past 30 Days</td>
<td>Facebook.com (127)</td>
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<tr>
<td></td>
<td>Monster.com (176)</td>
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<tr>
<td></td>
<td>Yahoo! Mail (127)</td>
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<td></td>
<td>WebMD.com (128)</td>
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<td>YouTube.com (122)</td>
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<td>Ticketmaster.com (127)</td>
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<td></td>
<td>Yahoo! News (122)</td>
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<tr>
<td></td>
<td>NBA.com (118)</td>
</tr>
</tbody>
</table>

**Social Media**

- Creator
- Curator
- Observer
- Straggler
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.

### 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)

### 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**
<table>
<thead>
<tr>
<th>Magazine – Heavy-medium users</th>
<th>Magazine Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 24% [I (Heavy)] (117)</td>
<td>• Parenthood (294)</td>
</tr>
<tr>
<td>• 22% [II] (112)</td>
<td>• Women (171)</td>
</tr>
<tr>
<td></td>
<td>• Epicurean (151)</td>
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<tr>
<td>Newspaper – Medium users</td>
<td>Magazine Titles</td>
</tr>
<tr>
<td>• 22% [II] (109)</td>
<td>• Parents (334)</td>
</tr>
<tr>
<td>• 23% [III] (115)</td>
<td>• National Geographic Kids (330)</td>
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<tr>
<td></td>
<td>• In Style (259)</td>
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<td>• Cosmopolitan (203)</td>
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<td></td>
<td>• Better Homes &amp; Gardens (186)</td>
</tr>
<tr>
<td>Radio – Heavy users</td>
<td>Newspaper Sections</td>
</tr>
<tr>
<td>• 23% [II] (115)</td>
<td>• Sunday Fashion (137)</td>
</tr>
<tr>
<td>• 24% [III] (122)</td>
<td>• Sunday Circulars/Inserts/Fliers (130)</td>
</tr>
<tr>
<td>TV – Medium-light users</td>
<td>• Sunday Classifieds (129)</td>
</tr>
<tr>
<td>• 22% [III] (108)</td>
<td>Radio Formats</td>
</tr>
<tr>
<td>• 25% [IV] (123)</td>
<td>• Contemporary Hit Radio (174)</td>
</tr>
<tr>
<td>• 24% [V (Light)] (121)</td>
<td>• Adult Contemporary (160)</td>
</tr>
<tr>
<td>Internet – Heavy-medium users</td>
<td>Cable TV Services Watched Past 7 Days</td>
</tr>
<tr>
<td>• 26% [II] (132)</td>
<td>• Nickelodeon (209)</td>
</tr>
<tr>
<td>• 26% [III] (130)</td>
<td>• The Disney Channel (201)</td>
</tr>
<tr>
<td>Social Media</td>
<td>• ABC Family (155)</td>
</tr>
<tr>
<td>Creator Curator Observer</td>
<td>• E! Entertainment Television (153)</td>
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<tr>
<td>Straggler</td>
<td>• TLC (152)</td>
</tr>
<tr>
<td></td>
<td>Websites Visited Past 30 Days</td>
</tr>
<tr>
<td></td>
<td>• WebMD.com (171)</td>
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<td></td>
<td>• Overstock.com (172)</td>
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<td>• Facebook (145)</td>
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<td>• Travelocity.com (154)</td>
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<td>• MapQuest (140)</td>
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<td></td>
<td>• PBS.org (153)</td>
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<tr>
<td></td>
<td>• Yahoo! Mail (137)</td>
</tr>
<tr>
<td></td>
<td>• Monster.com (151)</td>
</tr>
</tbody>
</table>
### 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

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

### Social Media
- Creator
- Curator
- Observer
- Straggler

### Magazine Categories
- Parenthood (307)
- Babies (306)
- Epicurean (146)

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

### Newspaper Sections
- Sunday Classfieds (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)
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, naiveté 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
### 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% [II] (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)
- HGTVD (Home & Garden) (147)

### Websites Visited Past 30 Days
- LinkedIn (235) TripAdvisor.com (207)
- Amazon.com (196) WSJ.com (207)
- Expedia.com (190) MLB.com (156)
- Wikipedia.org (178) ESPN.com (155)
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**

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**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)
## Media Usage

### Magazine – Light users
- 20% [III] (101)
- 23% [V light] (117)

### Newspaper – Heavy users
- 29% [I Heavy] (146)
- 22% [III] (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% [III] (115)
- 20% [III] (102)

### Internet – Light users
- 23% [IV] (115)
- 30% [V (Light)] (149)

### 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

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.

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)

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

Demos

Fruit/Vegetable Usage

Psychographics

Food Attitudes

Healthy Habits

Grocery Shopping

Values

Balanced Healthy
### 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)

**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)
- Ticketmaster.com (155)
- Gmail (135)
- NFL.com (148)
- Amazon.com (133)
- Monster.com (140)
- YouTube (130)
- USA Today.com (140)
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

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)
### Media Usage

<table>
<thead>
<tr>
<th>Magazine – Light users</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 20% [III]  (101)</td>
</tr>
<tr>
<td>• 22% [V (Light)]  (112)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Newspaper – Heavy users</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 30% [I Heavy]  (149)</td>
</tr>
<tr>
<td>• 22% [III]  (110)</td>
</tr>
<tr>
<td>• Daily vs. Sunday</td>
</tr>
<tr>
<td>44% read any daily newspaper (135)</td>
</tr>
<tr>
<td>54% read any Sunday newspaper (131)</td>
</tr>
<tr>
<td>11% read any 2+ daily or Sunday newspapers (129)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Radio – Light users</th>
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</thead>
<tbody>
<tr>
<td>• 20% [IV]  (102)</td>
</tr>
<tr>
<td>• 25% [V (Light)] (124)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>TV – Heavy-medium users</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 24% [I (Heavy)] (118)</td>
</tr>
<tr>
<td>• 23% [II]  (115)</td>
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<tr>
<td>• 21% [III] (104)</td>
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<table>
<thead>
<tr>
<th>Internet – Light users</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 23% [IV]  (117)</td>
</tr>
<tr>
<td>• 29% [V (Light)] (144)</td>
</tr>
</tbody>
</table>

### 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]
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

**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)
<table>
<thead>
<tr>
<th>Media Usage</th>
<th>Magazine – Heavy-medium users</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>22% [I (Heavy)] (108)</td>
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<tr>
<td></td>
<td>21% [II] (107)</td>
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<tr>
<td></td>
<td>21% [III] (103)</td>
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<thead>
<tr>
<th></th>
<th>Newspaper – Low-medium users</th>
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<tbody>
<tr>
<td></td>
<td>22% [II] (108)</td>
</tr>
<tr>
<td></td>
<td>22% [III] (111)</td>
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<td></td>
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<td></td>
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<tr>
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<tr>
<td></td>
<td>23% [I (Heavy)] (114)</td>
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<tr>
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<th>Internet – Heavy users</th>
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<tbody>
<tr>
<td></td>
<td>24% [I (Heavy)] (122)</td>
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<tr>
<td></td>
<td>22% [II] (111)</td>
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<th>Social Media</th>
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|             | Creator Curator Observer Straggler |

### 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)
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

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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)
### 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)

### 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]
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, naiveté 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**
### Magazine Usage

**Magazine – Heavy-medium users**
- 22% [I (Heavy)] (109)
- 21% [II] (107)
- 22% [III] (108)

**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 – Medium users**
- 21% [II] (104)
- 22% [III] (112)

**Newspaper Publications**
- USA Today (137)
- Wall Street Journal (118)

**Newspaper Sections**
- Sunday Circulars/Inserts/Fliers (129)
- Sunday Travel (128)

**Radio – Medium-heavy users**
- 21% [I (Heavy)] (105)
- 22% [II] (112)
- 25% [III] (125)

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

**TV – Medium-light users**
- 23% [III] (115)
- 26% [IV] (128)
- 24% [V (Light)] (118)

**Cable TV Services Watched Past 7 Days**
- HGTV (Home & Garden) (141)
- TLC (128)
- E! Entertainment Television (127)
- Food Network (123)
- ESPN2 (120)

**Internet – Heavy-medium users**
- 23% [I (Heavy)] (115)
- 26% [II] (130)
- 27% [III] (132)

**Websites Visited Past 30 Days**
- Weather.com (149)
- Superpages.com (204)
- MapQuest (149)
- Priceline.com (170)
- eBay.com (144)
- Ticketmaster.com (158)
- Google Maps (142)
- WebMD.com (152)
The Working Balanced tends to be an older, college grad who enjoys 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

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)

Balanced Healthy
- Balanced Spirits
### 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
- Creator
- Curator
- Observer
- Straggler

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

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**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]
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.

**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)

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