

# cabbage

**FOR THE FIRST TIME IN YEARS,** shoppers in the lowest income bracket were more likely to buy cabbage than those earning more than \$100,000 annually.

Older consumers seek out cabbage. For the ninth straight year, consumers age 50 and older were among the most likely overall to buy the vegetable, while those age 18-39 were the least likely to buy overall.

Families without kids were more likely to buy cabbage, at 26%, than those with kids living at home, at 24%. When considering family size, shoppers with two kids at home were the most likely to look for the cruciferous vegetable.

Specific ethnicities crave cabbage. Asian consumers and those in the "other" ethnic category were some of the most likely groups overall to buy the vegetable, while Hispanic shoppers were among the least likely to buy overall. This year shoppers in the Northeast were less likely to buy cabbage than those in other regions; in fact, they were one of the least likely overall to buy the hearty vegetable.

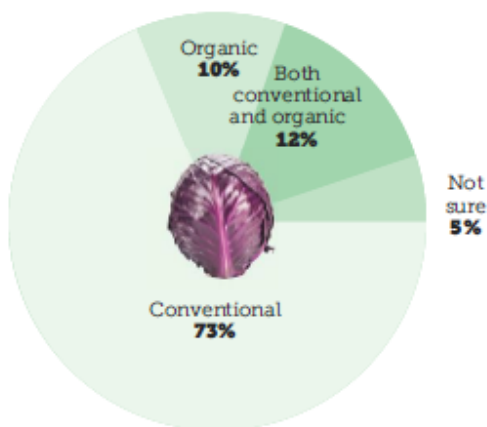
While most shoppers bought conventionally grown cabbage, one-tenth said they always grabbed organic product. Twenty-two percent said they opted for organic cabbage at least some of the time.



## Likelihood of purchase based on ethnicity

White/Caucasian	25%
Black/African American	27%
Hispanic	19%
Asian	31%
<b>Other</b>	<b>34%</b>

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

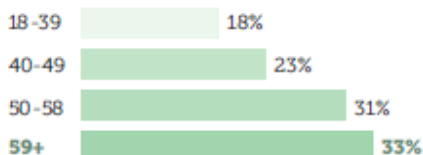


## Likelihood of purchase based on household income\*

Less than \$25	25%
<b>\$25-49.9</b>	<b>27%</b>
\$50-99.9	26%
\$100+	24%

\*Figures in thousands; Annual household income

## Likelihood of purchase based on age\*



\*Considering primary household buyers



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