



Attitudes & Usage Habits of Olive Oil Users in the U.S.

A national online survey conducted in February 2014 shows that **more than half (56%) of all olive oil users are Primary Users**, meaning they use olive oil more than any other cooking oil. By contrast, Secondary Users do use olive oil but use a different oil more often – usually vegetable oil (45%) or canola oil (39%) - although olive oil is usually the next most used oil. Overall, once users enter the category they tend to use olive oil a lot!

User Profiles

Primary Users better understand both the benefits and versatility of olive oil. They are more likely to answer knowledge questions correctly, and are more comfortable using olive oil for myriad cooking styles and a broad range of foods. **Primary Users rely on Extra Virgin Olive Oil most often (78%)** and are more likely to be long term and frequent users. They cite health benefits as a key driver of use, and are very likely to say their family eats healthy.

Secondary Users are less confident making substitutions, with 85% reporting they use the type of oil called for in a recipe. Forty-four percent of Secondary Users use regular Olive Oil and 21% say it is the type of olive oil they use most often. **Secondary Users are more likely (37%) to have started using olive oil in the last 3 years.** They rely on recommendations and are less likely to say their family eats healthy.

Knowledge

Only 25% of all users feel very or extremely knowledgeable about olive oil. Users want more information, especially about:

- The difference between grades/types (44%)
- Which types are best for certain uses or cooking methods (46%)
- What to look for when buying (40%)
- How to spot poor quality olive oils (46%)



Reported Uses
(all users, unaided, all types)

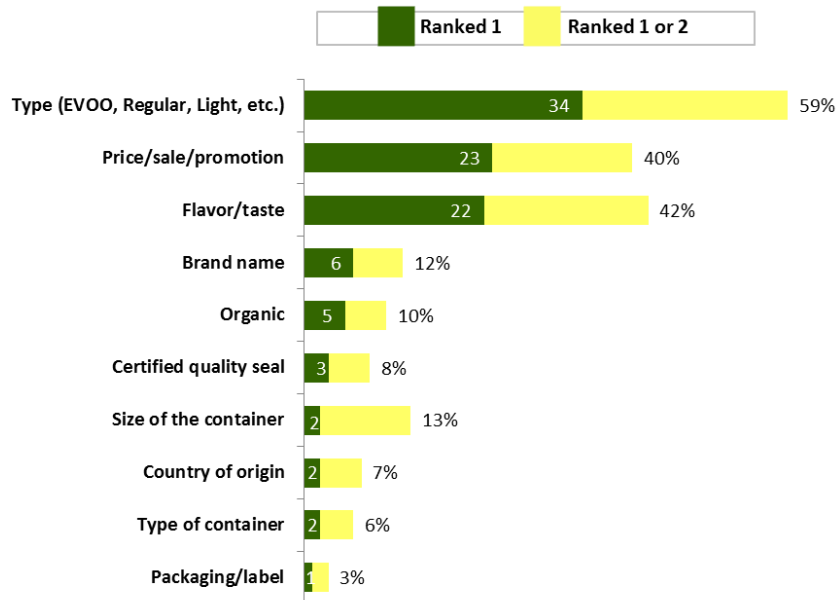
frying
salad dressing
dipping
meats fish eggs
sautéing baking marinating drizzle
to add flavor roasting to grease pans substitute for other oils stir fry cooking recipe ingredient
vegetables sauces with potatoes or other in pasta skin or hair care

Usage Frequency

More than half (51%) of all users say their **usage of olive oil has increased** in the past year, and **one-third (33%) started using olive oil in just the last 3 years.**

Additionally, **83% of all users say they used olive oil within the past week** and more than half (53%) say they used it in the last day or two.

Important Aspects to Purchasing Decision



Biggest Misconceptions:

1. The color of olive oil is related to its quality (*only 6% of users know this is false*)
2. Light-tasting olive oil has fewer calories than other olive oils (*only 16% of users know this is false*)
3. Like wine, olive oil gets better with age (*only 24% of users know this is false*)
4. Extra virgin olive oil is for cold or raw use only (*only 30% of users know this is false*)