

# Profile of Primary OO Users

56%  
of sample

Primary Olive Oil Users are those who use Olive Oil more than any other oil



## DEMOGRAPHICS

- To have completed post graduate study
- To be employed full time
- To live alone or not have children living in their household
- To consider themselves white
- To have annual household incomes greater than \$50,000



More likely to say their **family diet is healthy**



## USAGE

- Tend to **use Extra Virgin Olive Oil for most purposes**
- And **use Extra Virgin Olive Oil most often**
- More likely to **cook with Olive Oil across the board**



## FREQUENCY & TREND

- More likely to have used Olive **within the last day or two** and to use on a **daily** basis
- More likely to say their **usage increased** a lot in the past year
- Say they **would use more** Olive Oil if they cooked at home more
- More likely to be **long term** Olive Oil users
- More likely to **cite health benefits as the reason for starting** to use Olive Oil



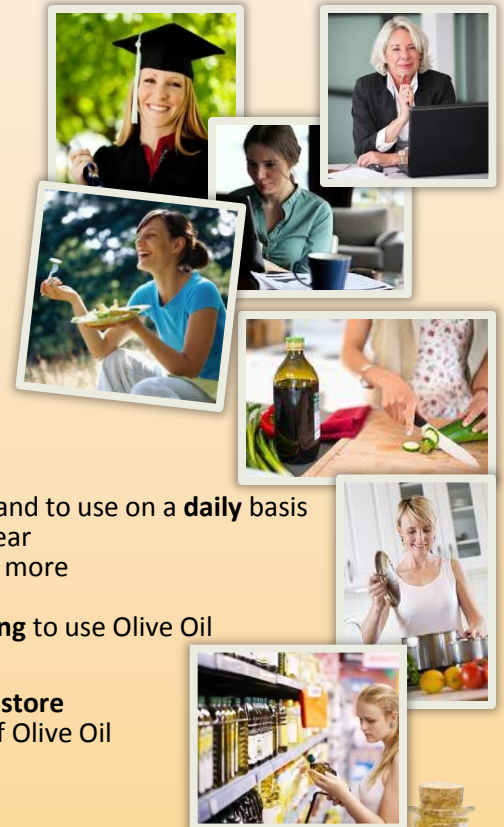
## CHANNELS

- More likely to purchase from a **specialty or gourmet food store**
- When buying Olive Oil - More likely to focus on the **type** of Olive Oil and pay attention to the **color** of the oil in the bottle



## KNOWLEDGE & UNDERSTANDING

- Have **greater confidence in their understanding** of the health benefits of Olive Oil and how to use as a substitution for butter or other oils in recipes
- More likely to say **"yes, I know" where my olive oil comes from**



Message Testing - More apt to believe the following statements



**"Olive Oil is the only oil I need in my kitchen, there's an Olive Oil for every type of dish and cooking,"**

**"When it comes to cooking, I trust Olive Oil more than I trust other oils...."**



# Profile of Secondary OO Users

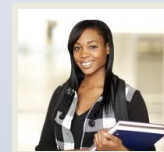
44%  
of sample

**Secondary Olive Oil Users** are those who use Olive Oil but use *another oil more often*



## DEMOGRAPHICS

- To be a high school graduate
- To be a homemaker or a student
- To not be married
- To have children living in their household
- To consider themselves non-white
- To have annual household incomes less than \$50,000



More likely to say their **family's diet is average to most Americans**



## USAGE

- **Use vegetable (45%) or canola oil (39%) most often**
- More likely to currently **use Classic/Regular Olive Oil** and to use it most often
- More likely to have **one bottle of Olive Oil** in their kitchen
- More likely to **prefer Olive Oil to taste buttery**



## FREQUENCY & TREND

- More likely to have last used Olive Oil a **few days ago or a week ago or more**
- More likely to **use Olive Oil monthly or less**
- More likely to say their Olive Oil **usage decreased** in the past year
- More likely to say they would use more Olive Oil more often **if it were priced more affordably or if their recipes called specifically for Olive Oil**
- More likely to have started using Olive Oil in the **last one to three years**
- More likely to say they started using Olive Oil **because it was called for in the recipe or it was recommended by friend or family**



## CHANNELS

- More likely to purchase from a **mass retailer**
- More likely to **pay attention to the best by date** and the **taste/flavor description on the label** when purchasing



## KNOWLEDGE & UNDERSTANDING

- **Want more information** on how to spot poor quality Olive Oils while shopping and on the difference between grades or types of Olive Oil
- More likely to say that a North American Olive Oil Association certification as well as other **seals and certifications on the label would be meaningful**
- More likely to say **"no, I'm not sure"** where my Olive Oil comes from

