NATIONAL MANGO BOARD
2017 A&U SURVEY

Research conducted January 31 – February 8, 2017

Report delivered March 3, 2017

RESEARCH OBJECTIVES AND METHODOLOGY

METHODOLOGY

This survey was conducted online, by FleishmanHillard on behalf of the National Mango Board, between January 31 and February 8, 2017. A total of 1,300 American consumers aged 18 to 69 were interviewed nationwide, including:

- 1,000 Americans aged 18 to 69, regardless of mango purchasing behavior
- 300 Americans aged 18 to 69 who had purchased fresh mango in the past two weeks at the time of their interview

The data have been weighted to reflect the composition of this population according to data obtained from the Census Bureau of the United States in terms of gender, age, region, ethnicity and race. Additionally, data were weighted by recent mango purchasers to account for the oversample of recent purchasers when examining the total sample of 1,300. All base sizes, displayed in the report using the standard notation "n," reflect this weighting.

Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

Answers may not sum to 100% due to rounding.

Small sample sizes for subgroups are flagged with an "*" on slides where they appear. Findings associated with small sample sizes should be regarded as directional only.

The survey was designed to meet the following objectives:

- Continue to track levels of mango awareness and usage
- More deeply understand perceptions of mangos
- Identify and explore beliefs and behaviors that impact purchase intent and decision making

DEFINING THE AUDIENCE

AUDIENCE DEFINITIONS

- Total: all respondents to the survey, each of whom is a primary grocery shopper aged 18 to 69 years.
- Non-purchasers: respondents who have never purchased fresh whole or sliced mango.
- Past Purchasers: respondents who have purchased fresh whole or sliced mango, but not within the past six months.
- Purchasers: respondents who have purchased fresh whole or sliced mango within the past six months.
- Recent purchasers: respondents who have purchased fresh whole or sliced mango within the past two weeks.

BREAKING DOWN THE AUDIENCE

Showing percentages as a proportion of all respondents.

We surveyed primary grocery shoppers aged 18-69, plus an oversample of recent fresh mango purchasers

"**Total**" (n=1,300)

67% have purchased a mango

(2013: 60%)

33% have *never* purchased a mango

"**Non-Purchasers**" (n=427)

(2013: 40%)

50% have purchased fresh mango (whole or sliced) in the past six months

"**Current Purchasers**" (n=655)

(2013: 44%)

17% have *not* purchased fresh mango (whole or sliced) in the past six months

"**Past Purchasers**" (n=218)

(2013: (16%)

17% have purchased fresh mango in the past two weeks

"**Recent Purchasers**"

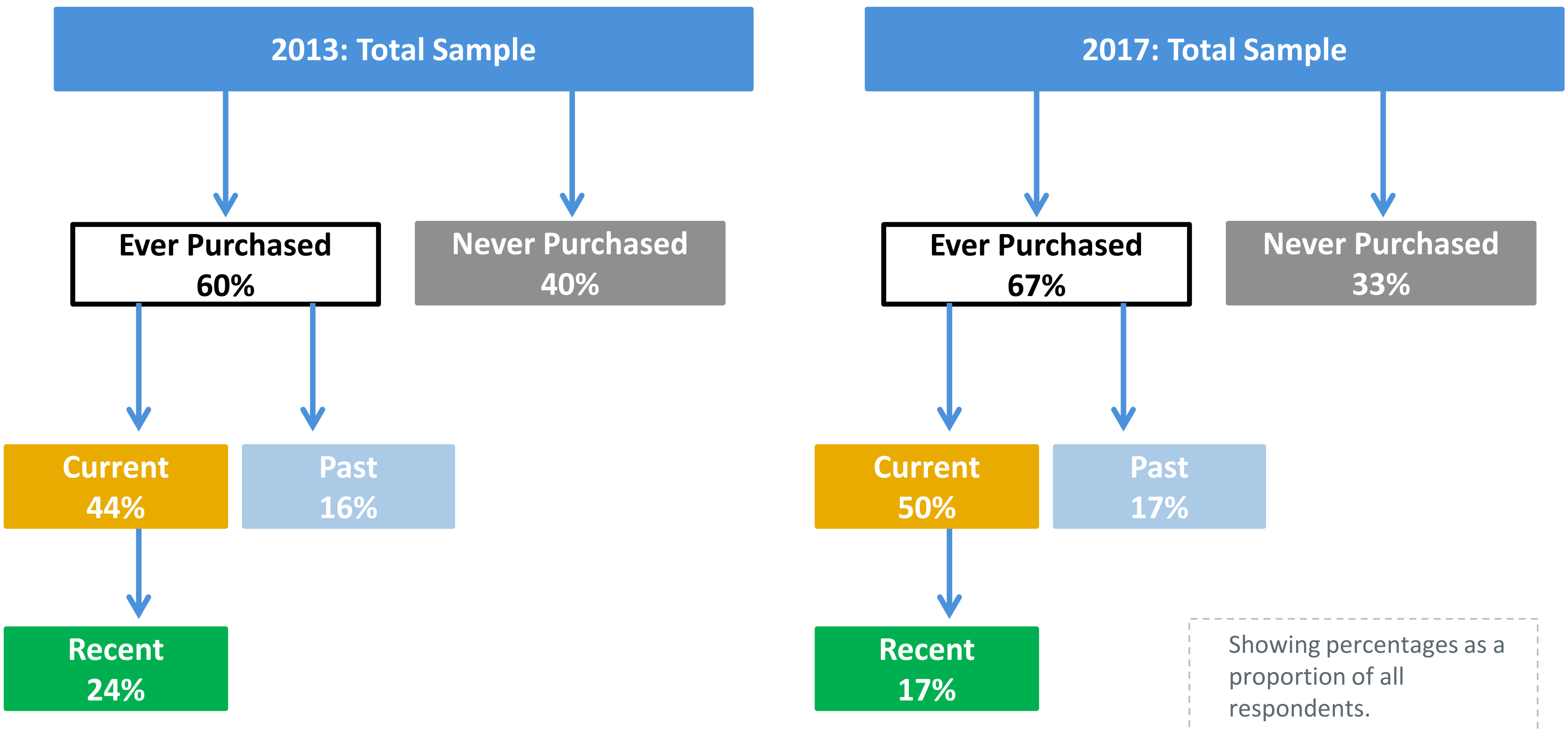
(n=base sample (166) + oversample (300)=466)

(2013: 24%)

About the oversample:
"Total" includes the oversample, statistically adjusted to reflect the true proportion of Recent Purchasers in population. This is reflected in the Total sample size (n=1300)) displayed throughout the report.

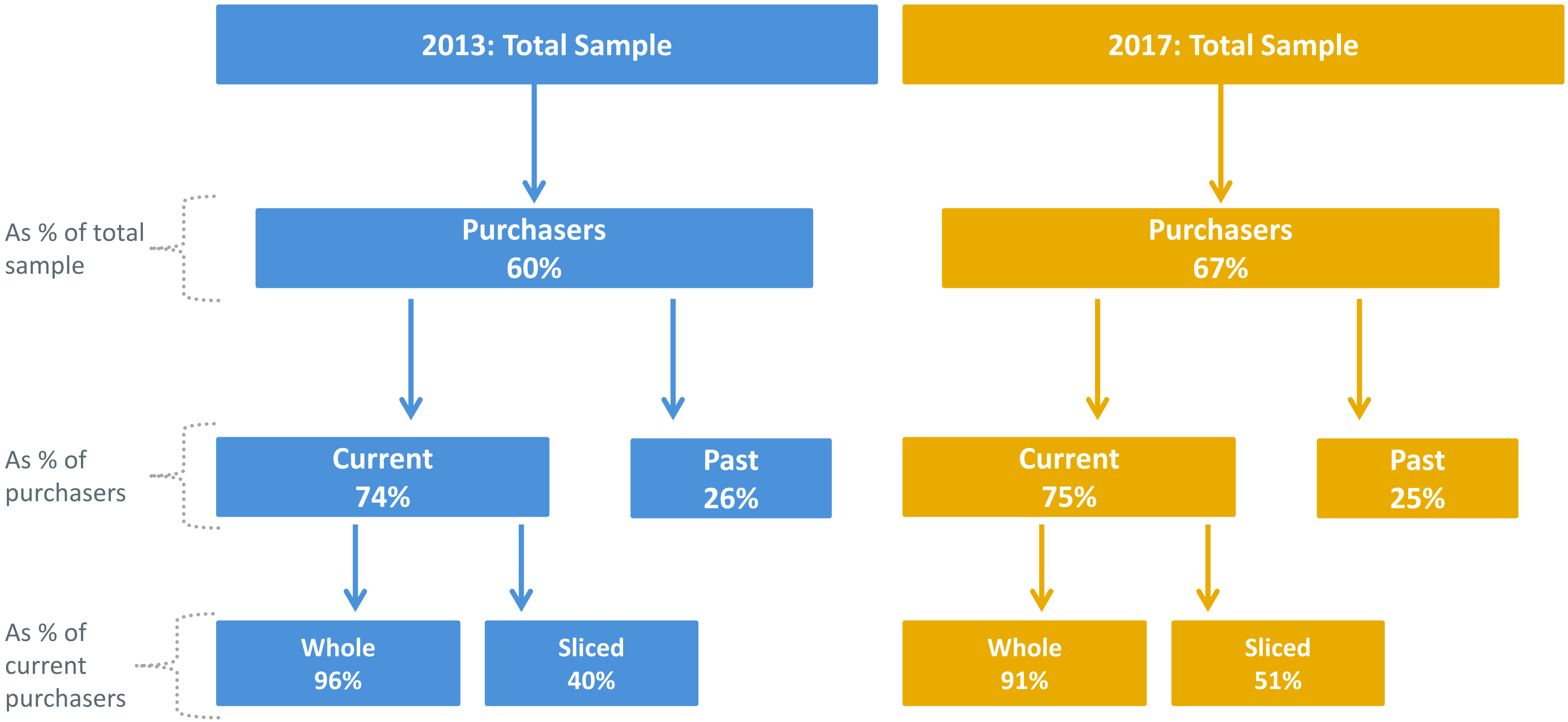
SAMPLE: 2017 VERSUS 2013

Mango purchasing has increased since 2013, and these gains have largely been consolidated, with new purchasers remaining current purchasers. The drop in recent purchasers is likely a seasonal effect tied to the survey field periods.



CURRENT PURCHASERS: 2017 VERSUS 2013

Current purchasers are buying more sliced mango.



CURRENT PURCHASERS: 2017 (2013 DATA)

Total Sample
n=1,300

Current Purchaser
50%

Past six months

Whole
91% (96%)

Sliced
51% (33%)

Frozen
31%

Fruit cup
28%

Pureed
13%

Dried
27%

Buys during spring/ summer
95% (97%)

Buys during fall/ winter
66% (65%)

Eaten mango in the past six months
95%

Purchase Intent

Next six months

Whole
Top-2 box
89% (87%)

Sliced
Top-2 box
65% (57%)

Frozen
Top-2 box
50%

Fruit cup
Top-2 box
48%

Pureed
Top-2 box
34%

Packaged
Top-2 box
55%

Fresh products
Top-2 box
63%

In restaurants
Top-2 box
55%

CURRENT PURCHASER SUMMARY: 2017 (2013 DATA)

Consumption

Who consumes mangos (Q30):
- Self: 78% (93%)
- Other adult male: 44% (44%)
- Other adult female: 36% (35%)
- Children 12 and under: 34% (24%)
- Teens: 24% (18%)

First time buying a mango (Q22):
- Less than 6 months ago: 13%
- 6 months to less than a year: 8%
- 1 year to less than 3 years: 11%
- 3 years to less than 5 years: 12%
- 5 or more years: 57%

Grew up eating mangos (D9):
- Yes: 59%
- No: 41%

How/where consumed last 10 mangos (Q33):
- Home: 7.1
- Restaurant: 1.1
- At friend's place: 1.0
- Somewhere else: 0.8

Ways last 10 mangos were eaten (Q34):
- By itself: 5.6
- With other fruit: 2.4
- Smoothie: 2.0

Preparation

- **Have a preferred way to cut a mango (Q39): 35%**
- **Learned to cut a mango … (Q40):**
- Family: 41%
- Cooking show: 22%
- Online: 21%
- Friends: 21%

Information Flow

- **Heard something about mango (Q51): 26%**
- **Saw a mango image (Q56): 41%**
- **Familiar with mango message (Q66): 90%**

Attitudes and Enticements

Mangos are … (top-2 box) (Q38):
- Tropical: 92% (90%)
- Tastes great: 92% (88%)
- Healthy/nutritious: 91% (89%)
- Special treat: 80% (64%)
- Everyday fruit: 78%
- Have a special mystique: 66% (52%)
- Are typically expensive: 48%
- Difficult to slice: 40%

Would lead to more purchases:
- Sample (Q26): 84% (64%)
- Knowing they are healthy and nutritious (Q49): 83% (84%)
- Ripe mangos in winter (Q19): 87% (81%)

Mango is healthier than (Q47):
- Melons: 27%
- Common fruits: 23%
- Berries: 17%
- Other tropical fruits: 15%

- **Aware of health benefits (Q48): 40% (56%)**

CURRENT PURCHASER DEMOGRAPHICS: 2017 (2013 DATA)

Demographic Profile

- Male: 31% (30%)
- Female: 69% (70%)

- 18-29: 27%
- 30-44: 33%
- 45-69: 40%

- Hispanic: 22% (20%)
- Non-Hispanic White: 57% (64%)
- Non-Hispanic African-American: 10% (13%)
- Non-Hispanic Asian: 8%
- Non-Hispanic other race: 1%

- < $30K: 27%
- $30K-49,999: 19%
- $50K-84,999: 28%
- $85K-100,000: 7%
- >$100K: 15%

- South region: 37% (34%)
- West region: 26% (25%)
- Northeast region: 19% (21%)
- Midwest region: 18% (19%)

- Non-parent: 42%
- Parent: 58%

Psychographic Profile

- All the grocery decision making: 76%
- Shares grocery decision making: 24%

- Nutrition influencer: 27%

- Foodie: 37%
- On-the go: 31%
- Outdoorsy: 26%
- Couch potato: 15%
- Busy professional: 18%
- Super-parent: 16%
- Athletic: 15%
- Health nut: 15%
- Exercise fanatic: 10%
- Chef: 11%
- Vegetarian/vegan: 7%

Most fruit purchased in:

- Conventional grocery store: 39%
- Supercenter: 27%
- Natural grocery store: 11%
- Farmers' market: 8%
- Discount store: 5%
- Warehouse club: 5%
- Online: 1%

PAST PURCHASERS: 2017 (2013 DATA)

Total Sample
n=1,300

Past Purchaser
17%

Eaten mango I the past 6 months
52%

Purchased some form of mango in past six months
9%

Whole Top-2 box 0%	Sliced Top-2 box 0%
Frozen Top-2 box 9%	Fruit cup Top-2 box 8%
Pureed Top-2 box 3%	Packaged Top-2 box 12%

Purchase Intent

Next six months

Whole Top-2 box 43% (34%)	Sliced Top-2 box 22% (30%)
Frozen Top-2 box 20%	Fruit cup Top-2 box 23%
Pureed Top-2 box 10%	Packaged Top-2 box 28%
Fresh products Top-2 box 30%	In restaurants Top-2 box 32%

PAST PURCHASER SUMMARY: 2017 (2013 DATA)

Consumption

Who consumes mangos (Q30):
- Self: 64% (84%)
- Other adult male: 39% (32%)
- Children 12 and under: 17%
- Other adult female: 15% (25%)
- Teens: 10%

First time buying a mango (Q22):
- Less than 6 months ago: 5%
- 6 months to less than a year: 10%
- 1 year to less than 3 years: 16%
- 3 years to less than 5 years: 18%
- 5 or more years: 51%

Grew up eating mangos (D9):
- Yes: 42%
- No: 58%

How/where consumed last 10 mangos (Q33):
- Home: 5.8
- Restaurant: 1.8
- At friend's place: 1.2
- Somewhere else: 1.2

Ways last 10 mangos were eaten (Q34):
- By itself: 4.9
- With other fruit: 2.4
- Smoothie: 2.7

Preparation

- **Have a preferred way to cut a mango (Q39): 18%**
- **Learned to cut a mango … (Q40):**
- Family: 45%
- Friends: 24%
- Online: 17%
- Cooking show: 14%

Information Flow

- **Heard something about mango (Q51): 11%**
- **Saw a mango image (Q56): 16%**
- **Familiar with mango message (Q66): 67%**

Attitudes and Enticements

Mangos are … (top-2 box) (Q38):
- Tropical: 89% (87%)
- Tastes great: 73% (68%)
- Healthy/nutritious: 83% (75%)
- Special treat: 58% (52%)
- Everyday fruit: 52%
- Have a special mystique: 52%
- Are typically expensive: 55%
- Difficult to slice: 42%

Would lead to more purchases:
- Sample (Q26): 67% (52%)
- Knowing they are healthy and nutritious (Q49): 56% (53%)
- Ripe mangos in winter (Q19): 51% (48%)

Mango is healthier than (Q47):
- Melons: 20%
- Common fruits: 14%
- Berries: 7%
- Other tropical fruits: 7%

- **Aware of health benefits (Q48): 23% (36%)**

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PAST PURCHASER DEMOGRAPHICS: 2017 (2013 DATA)

Demographic Profile

- Male: 21% (23%)
- Female: 79% (77%)

- 18-29: 20%
- 30-44: 28%
- 45-69: 52%

- Hispanic: 14% (17%)
- Non-Hispanic White: 64% (66%)
- Non-Hispanic African-American: 13% (15%)
- Non-Hispanic Asian: 5%
- Non-Hispanic other race: 1%

- < $30K: 31%
- $30K-49,999: 25%
- $50K-84,999: 22%
- $85K-100,000: 6%
- >$100K: 8%

- South region: 37% (36%)
- West region: 23% (29%)
- Northeast region: 17% (12%)
- Midwest region: 24% (23%)

- Non-parent: 64%
- Parent: 36%

Psychographic Profile

- All the grocery decision making: 62%
- Shares grocery decision making: 38%

- Nutrition influencer: 11%

- Foodie: 28%
- On-the go: 34%
- Outdoorsy: 22%
- Couch potato: 25%
- Busy professional: 18%
- Super-parent: 9%
- Athletic: 12%
- Health nut: 10%
- Exercise fanatic: 8%
- Chef: 5%
- Vegetarian/vegan: 7%

Most fruit purchased in:

- Conventional grocery store: 55%
- Supercenter: 20%
- Natural grocery store: 7%
- Farmers' market: 7%
- Discount store: 5%
- Warehouse club: 4%
- Online: 0%

NON-PURCHASERS: 2017 (2013 DATA)

Total Sample
n=1,300

Non-Purchaser
33%

Past six months

Whole 0%	Sliced 0%
Frozen 10%	Fruit cup 12%
Pureed 3%	Dried 8%

Eaten mango in the past six months 44%

Purchase Intent

Next six months

Whole Top-2 box 14% (11%)	Sliced Top-2 box 18% (21%)
Frozen Top-2 box 17%	Fruit cup Top-2 box 17%
Pureed Top-2 box 8%	Packaged Top-2 box 21%
Fresh products Top-2 box 23%	In restaurants Top-2 box 20%

NON-PURCHASER SUMMARY: 2017 (2013 DATA)

Consumption

Grew up eating mangos (D9)
- Yes: 21%
- No: 79%

Reasons for not purchasing mangos (Q4)
- Don't know how to pick a ripe one: 31% (27%)
- Don't think about them: 29% (35%)
- Don't like them: 24% (21%)
- Do not know what to do with it: 24% (21%)
- Too expensive: 16% (16%)

Preparation

- **N/A**

Information Flow

- **Heard something about mango (Q51): 10%**
- **Saw a mango image (Q56): 15%**
- **Familiar with mango message (Q66): 44%**

Attitudes and Enticements

Mangos are … (top-2 box) (Q38):
- Tropical: 71% (74%)
- Tastes great: 34% (34%)
- Healthy/nutritious: 63% (58%)
- Special treat: 30%
- Everyday fruit: 34%
- Have a special mystique: 29%
- Are typically expensive: 34% (38%)
- Difficult to slice: 21%

Would lead to more purchases:
- Sample (Q26): 62% (49%)
- Knowing best way to cut one (Q43): 46% (43%)
- Knowing they are healthy and nutritious (Q49): 46% (39%)
- Ripe mangos in winter (Q19): 22%

Mango is healthier than (Q47):
- Melons: 14%
- Berries: 9%
- Common fruits: 8%
- Other tropical fruits: 4%

- **Aware of health benefits (Q48): 16% (18%)**

NON-PURCHASER DEMOGRAPHICS: 2017 (2013 DATA)

Demographic Profile

- Male: 33% (33%)
- Female: 67% (67%)

- 18-29: 20%
- 30-44: 25%
- 45-69: 55%

- Hispanic: 8% (7%)
- Non-Hispanic White: 72% (81%)
- Non-Hispanic African American: 14% (10%)
- Non-Hispanic Asian: 3%
- Non-Hispanic other race: <.5%

- < $30K: 38%
- $30K-49,999: 24%
- $50K-84,999: 20%
- $85K-100,000: 4%
- >$100K: 9%

- South region: 36% (35%)
- West region: 22% (21%)
- Northeast region: 17% (19%)
- Midwest region: 24% (25%)

- Non-parent: 57%
- Parent: 43%

Psychographic Profile

- All the grocery decision making: 68%
- Shares grocery decision making: 32%

- Nutrition influencer: 10%

- Foodie: 23%
- On-the go: 28%
- Outdoorsy: 22%
- Couch potato: 29%
- Busy professional: 15%
- Super-parent: 13%
- Athletic: 10%
- Health nut: 9%
- Exercise fanatic: 7%
- Chef: 6%
- Vegetarian/vegan: 4%

Most fruit purchased in:

- Conventional grocery store: 45%
- Supercenter: 27%
- Natural grocery store: 4%
- Farmers' market: 4%
- Discount store: 7%
- Warehouse club: 5%
- Online: 1%

PURCHASE BEHAVIOR

- Though the number of people who have ever tried mango increased by seven percentage points since 2013, the number of current purchasers as a percentage of all purchasers has increased by just one percentage point.
    - This is likely driven by the rise in past purchasers. While some of those who tried mango did not continuing eating it, shifting them into the past purchaser category, many could be warm-month purchasers who would have been counted as such if the survey were fielded again in spring or summer.
- The percent of recent purchasers fell, likely also due to the timing of the survey.
- Reasons for not purchasing include not thinking about mangos, not knowing how to select one and not knowing they are available year-round.
- Purchasing is driven largely by flavor.
- Purchase intensity has grown (4.9 mangos in the past two weeks in 2013, to 5.6 in 2017), but this could be due to the timing of the survey.
- Mango products, other than fresh whole or sliced mangos, are popular with current purchasers and with past and non-purchasers. Thirty percent of past purchasers and 25% of non-purchasers bought some other form of mango.
- Past and non-purchasers may not have bought a fresh mango in the past six months, but many of them have eaten mango in the past six months (52% of past purchasers and 44% of non-purchasers).

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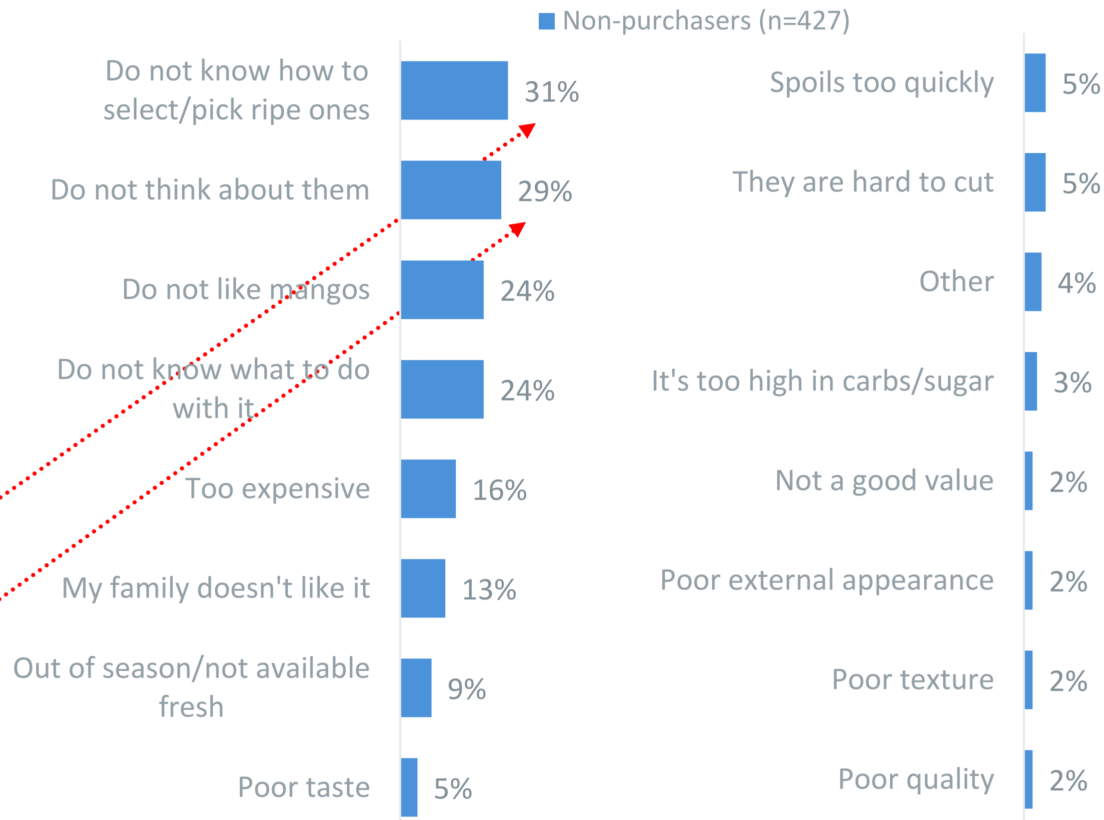
NON-PURCHASERS

Since 2013, the proportion of American consumers who have never purchased a mango has fallen from 40% to 33%. Among those who have still never purchased one, lack of awareness about how to pick one and not thinking about them are the leading reasons why.

% of respondents have *never* purchased fresh mango for themselves or their family	
2013	2017
40%	33%

Reasons for *never* purchasing fresh mango (Base: Non-purchasers)	
2013	
Do not know how to select/pick ripe ones	27%
Do not think about them	35%

Reasons for *never* purchasing fresh mango



Q3. Have you ever purchased fresh mango for yourself or your family?

Q4. IF NEVER PURCHASED MANGO: You indicated that you have never purchased a fresh mango. What are the reasons why you have never purchased a fresh mango? Select all that apply.

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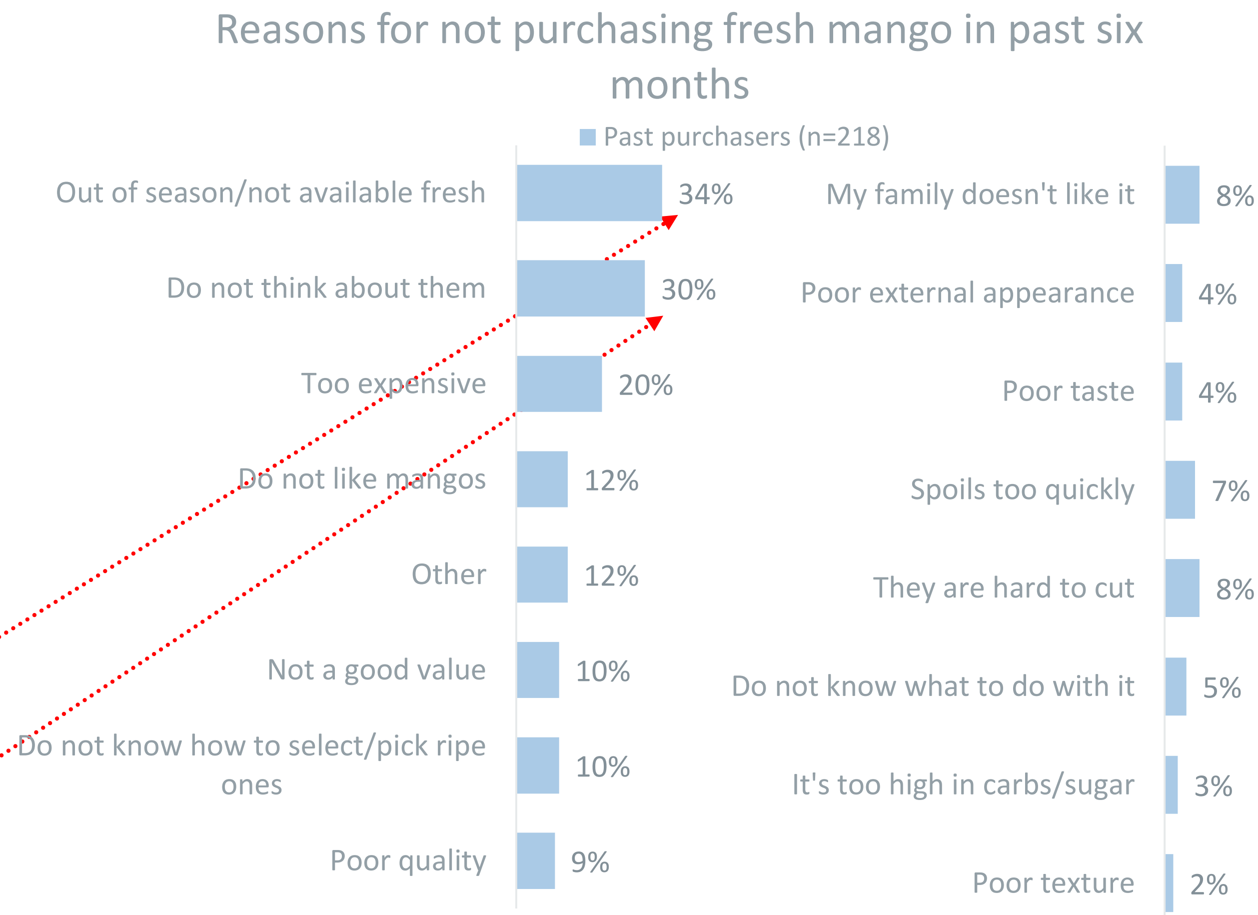
PAST PURCHASERS

The past purchasing proportion has increased, but this may be due to the different seasons in which the surveys were fielded. This seems likely given that seasonality is the leading reason why these consumers have not purchased in the past six months.

% of respondents have purchased mango, *but not in the past six months*	
2013	2017
15%	31%

Reasons for not purchasing fresh mango in the past six months (Base: Past purchasers)	
2013	
Out of season/not available fresh	34%
Do not think about them	28%



Q5. IF PURCHASED MANGO EVER: Have you purchased fresh mango for yourself or your family during the past six months?

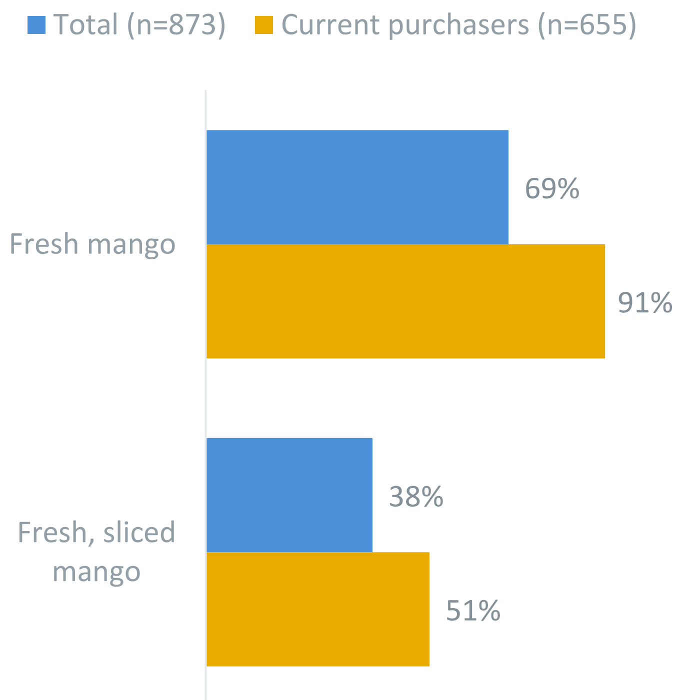
Q6. IF PURCHASED MANGO EVER BUT NOT IN PAST SIX MONTHS: You indicated that you have not purchased a fresh mango in the past six months. What are the reasons why you have not purchased a fresh mango in the past six months? Select all that apply.

CURRENT PURCHASERS

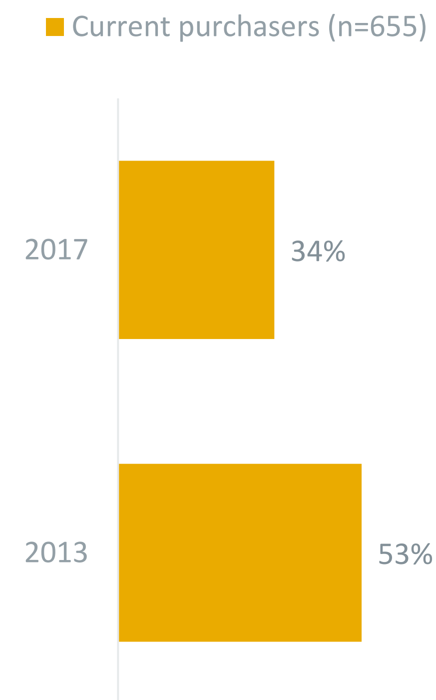
A slight dip in whole mango purchases, which may be due to the seasonal effects of the survey period, is made up for by the 11 percentage point increase in sliced mango purchases since 2013.

% of respondents have purchased mango, *but not in the past six months*	
2013	2017
Any fresh mango (Base: Ever Purchased)	
74%	75%
Whole mango (Base: Current Purchasers)	
96%	91%
Sliced mango (Base: Current Purchasers)	
40%	51%

Purchased fresh mango during past SIX MONTHS



Purchased fresh mango during past TWO WEEKS



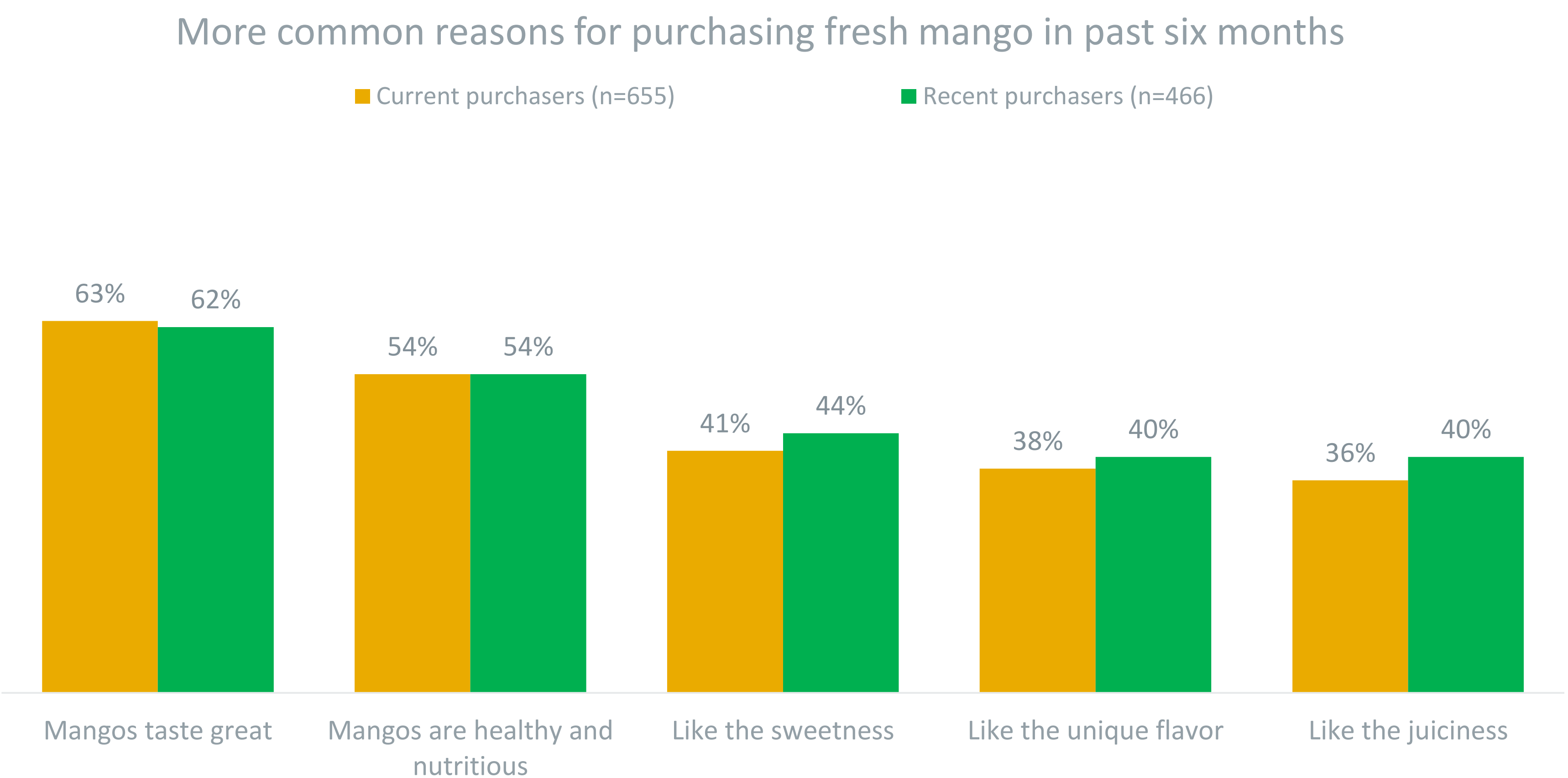
Q5. IF PURCHASED MANGO EVER: Have you purchased fresh mango for yourself or your family during the past six months?

Q7. IF PURCHASED MANGO EVER: Have you purchased fresh-cut mango during the past six months that were sold pre-sliced and packaged?

Q9. IF PURCHASED WHOLE OR SLICED MANGO IN PAST SIX MONTHS: Have you purchased fresh mango during the past two weeks?

CURRENT PURCHASE DRIVERS

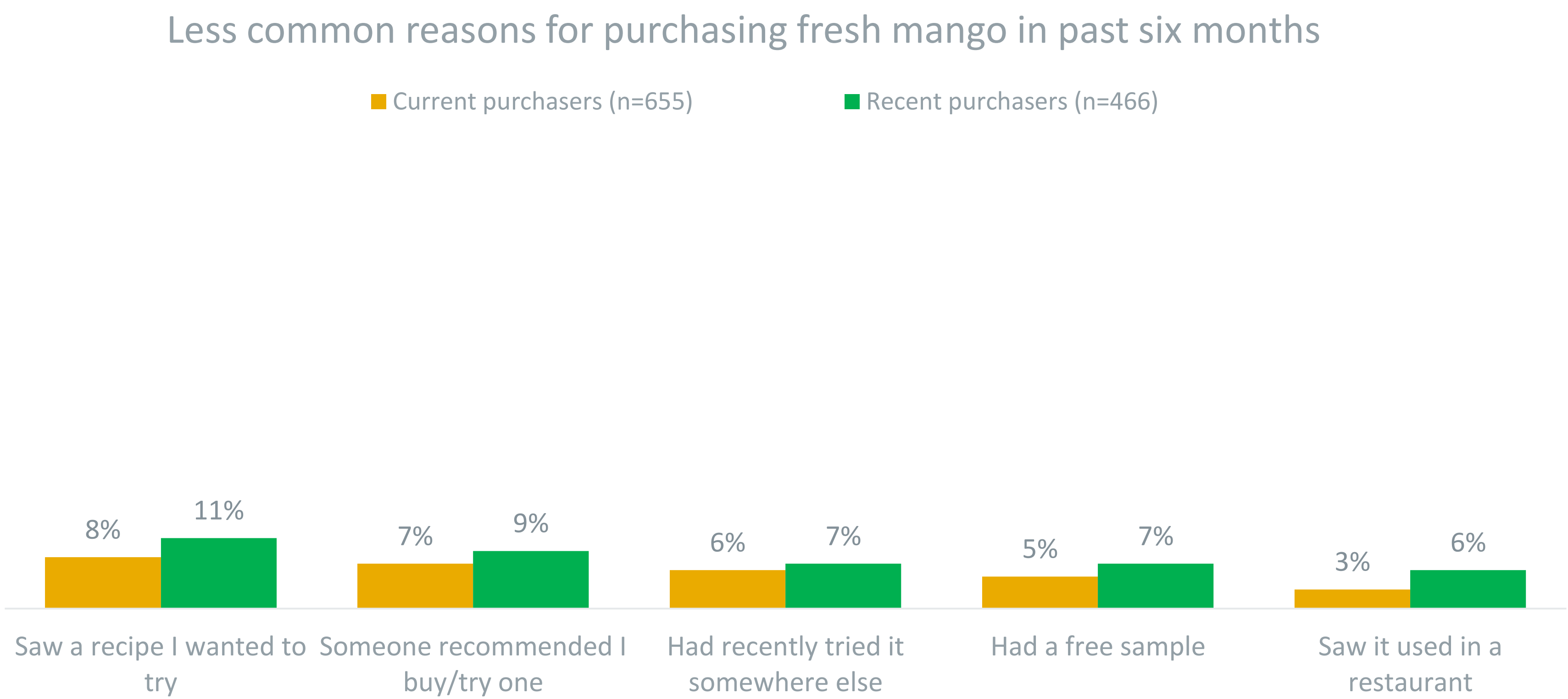
Physical attributes of the mango, most importantly its taste, are the leading drivers of purchasers.



Q8. IF PURCHASED WHOLE OR SLICED MANGO IN PAST SIX MONTHS: You indicated that you purchased fresh mango, whole or sliced, in the past six months. What are the reasons why you purchased fresh mango in the past six months? Select all that apply.

CURRENT PURCHASE DRIVERS

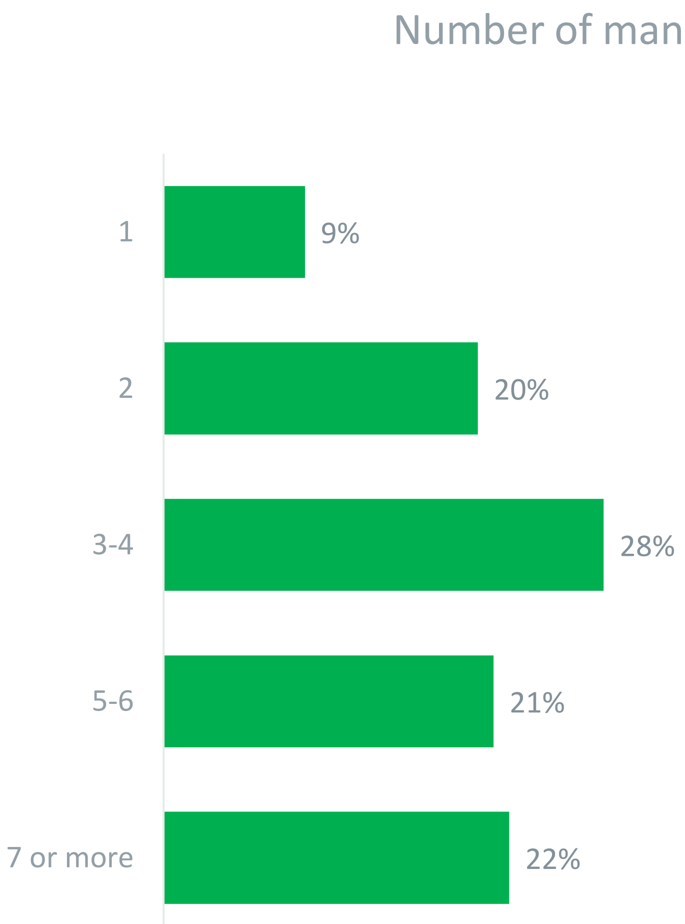
Exposure to mangos from some other source, such as a restaurant or recipe, are the least common purchase drivers.



Q8. IF PURCHASED WHOLE OR SLICED MANGO IN PAST SIX MONTHS: You indicated that you purchased fresh mango, whole or sliced, in the past six months. What are the reasons why you purchased fresh mango in the past six months? Select all that apply.

PURCHASE INTENSITY

Purchase intensity has increased since 2013 and is especially high among nutrition influencers. The increase, however, may be related to the season in which the survey was fielded.



On average, recent purchasers bought 5.6 mangos in the past two weeks. In 2013, recent purchasers bought an average of 4.9 mangos in the preceding two weeks.

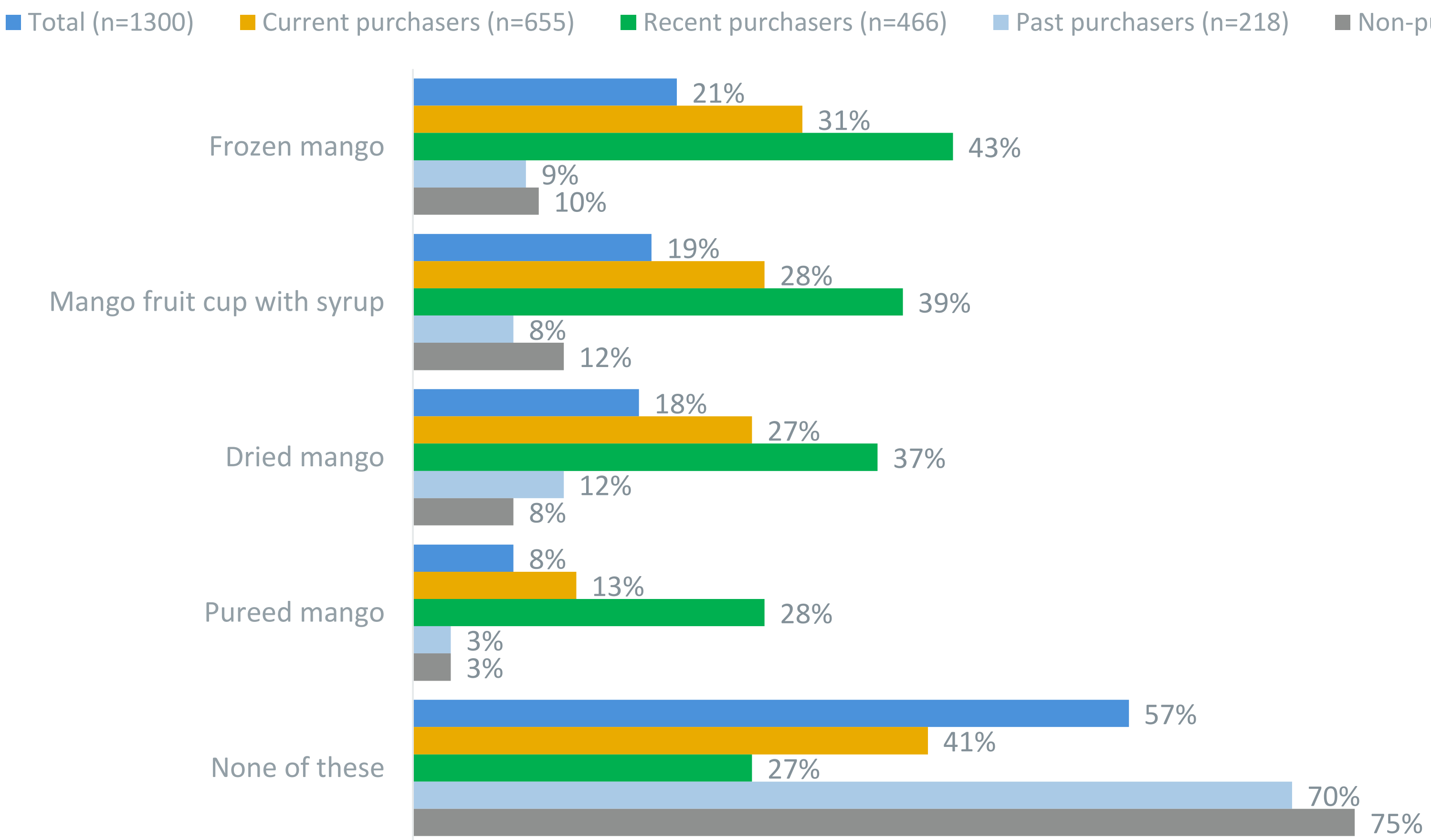
Among nutrition influencers who are also recent purchasers, the average purchase intensity in the past two weeks is 6.9 mangos.

Q10. IF CURRENT PURCHASER: How many fresh mangos have you purchased in the past two weeks?

TYPES OF MANGO PURCHASED

A small minority of non-purchasers of fresh mango have bought other mango products in the past six months, and recent purchasers do not limit themselves to fresh mango.

Types of mango purchased in past six months



Q11. Have you purchased any of the following types of mango during the past six months? Please select all that apply.

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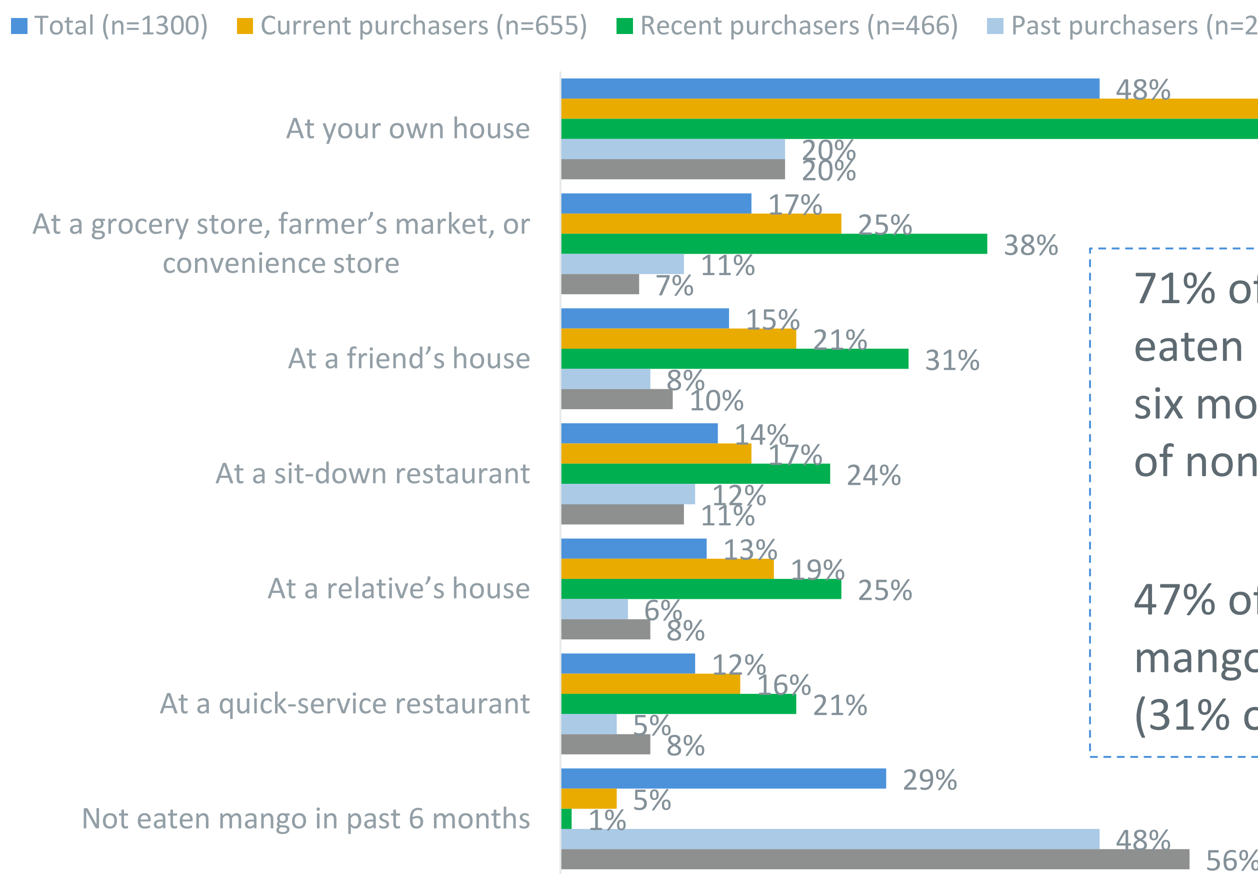
PLACES MANGO IS CONSUMED

Looking beyond whole mango purchases provides a more accurate picture of mango demand, as 44% of non-purchasers have eaten mango in the past six months, mostly outside the home.

Places where mango has been eaten or drunk in past six months



71% of consumers have eaten mango in the past six months, including 44% of non-purchasers.

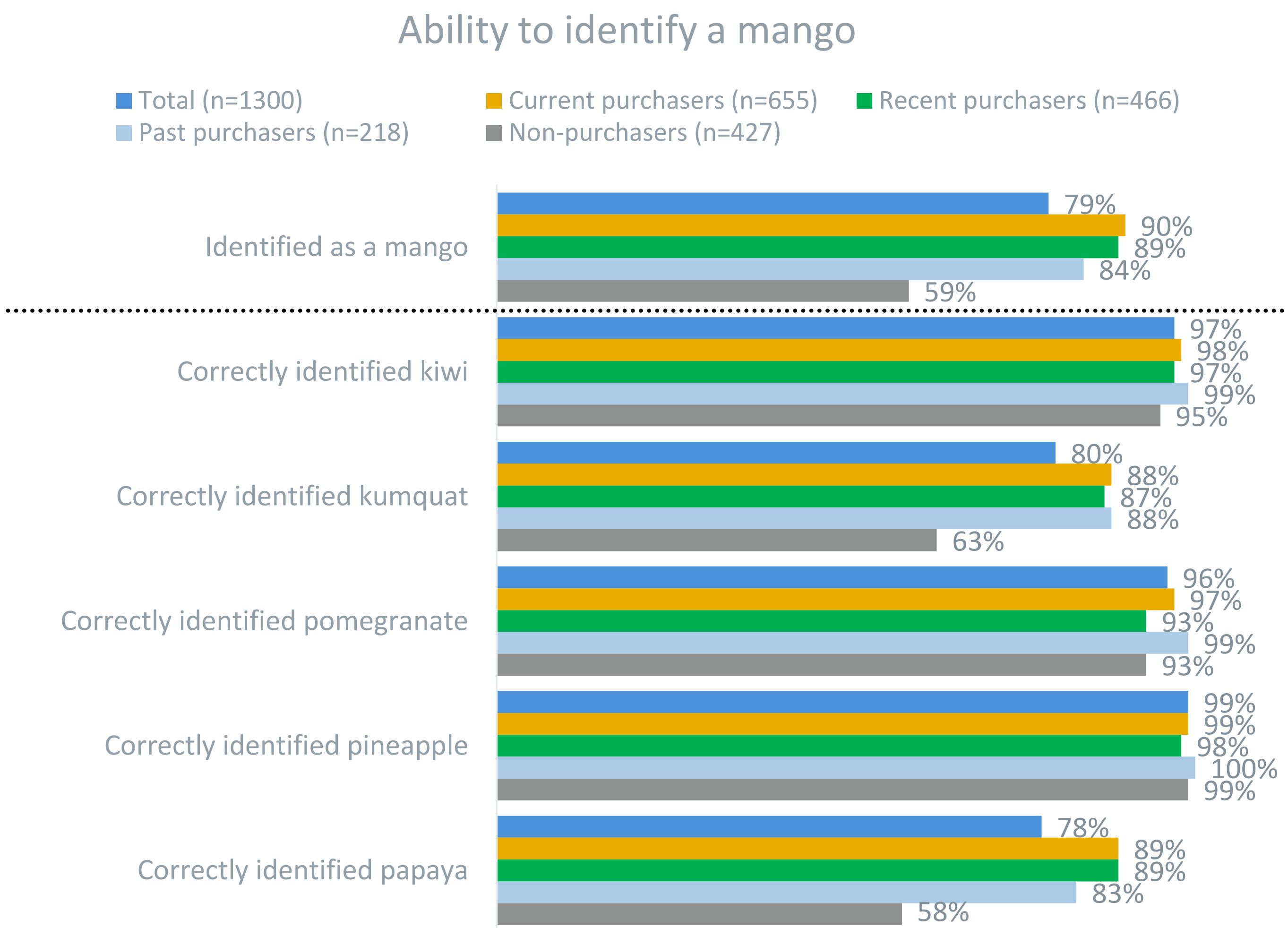
47% of consumers eat mango outside the home (31% of non-purchasers).

Q12. Regardless of whether you or someone else purchased it, have you eaten a mango or any dish or drink containing mangos at any of the following in the past six months? Select all that apply.

PRODUCT RECOGNITION

MANGO IDENTIFICATION

Seventy-nine percent (79%) of consumers can accurately identify a mango, but just 59% of non-purchasers can. This makes generating new customers more difficult.



Mango was misidentified as:

- Kiwi: 1%
- Kumquat: 8%
- Pomegranate: 1%
- Pineapple: 0%
- Papaya: 12%

Q2. Please drag the images of fruit on the left to the box containing each fruit's name. If you're not sure, just do your best.

FUTURE PURCHASE INTENT

- Future purchase intent for whole and sliced mango is up in 2017. The increase is larger for whole mangos.
- Intent to purchase other forms of mango ranges from 44% (fresh products with mango) to 22% (pureed mango).
- Past and non-purchasers express some limited intent to purchase mango and mango products in the future. Forty-three percent of past purchasers intend to purchase a whole mango in the next six months. Non-purchasers express greater intent to buy mango products than a whole mango or sliced mango.
- The leading reasons to purchase fresh mango in the next six months cover the physical traits of the fruit, from flavor to smell. Many also credit their intent to a desire for more variety. Though not as much of a driver for existing purchasers, 30% of the small number of non-purchasers expressing future intent do so because they've seen a mango used recently.
- Those who do not intend to purchase a mango in the next six months say it is because they do not think of them. This indicates a need to increase mango share-of-mind.
- Some current recent purchasers are not likely to purchase a mango in the future. Though few in number, these purchasers cite expense, the difficulty of cutting a mango and seasonality. The latter issues can be addressed via communications.

Mango.org

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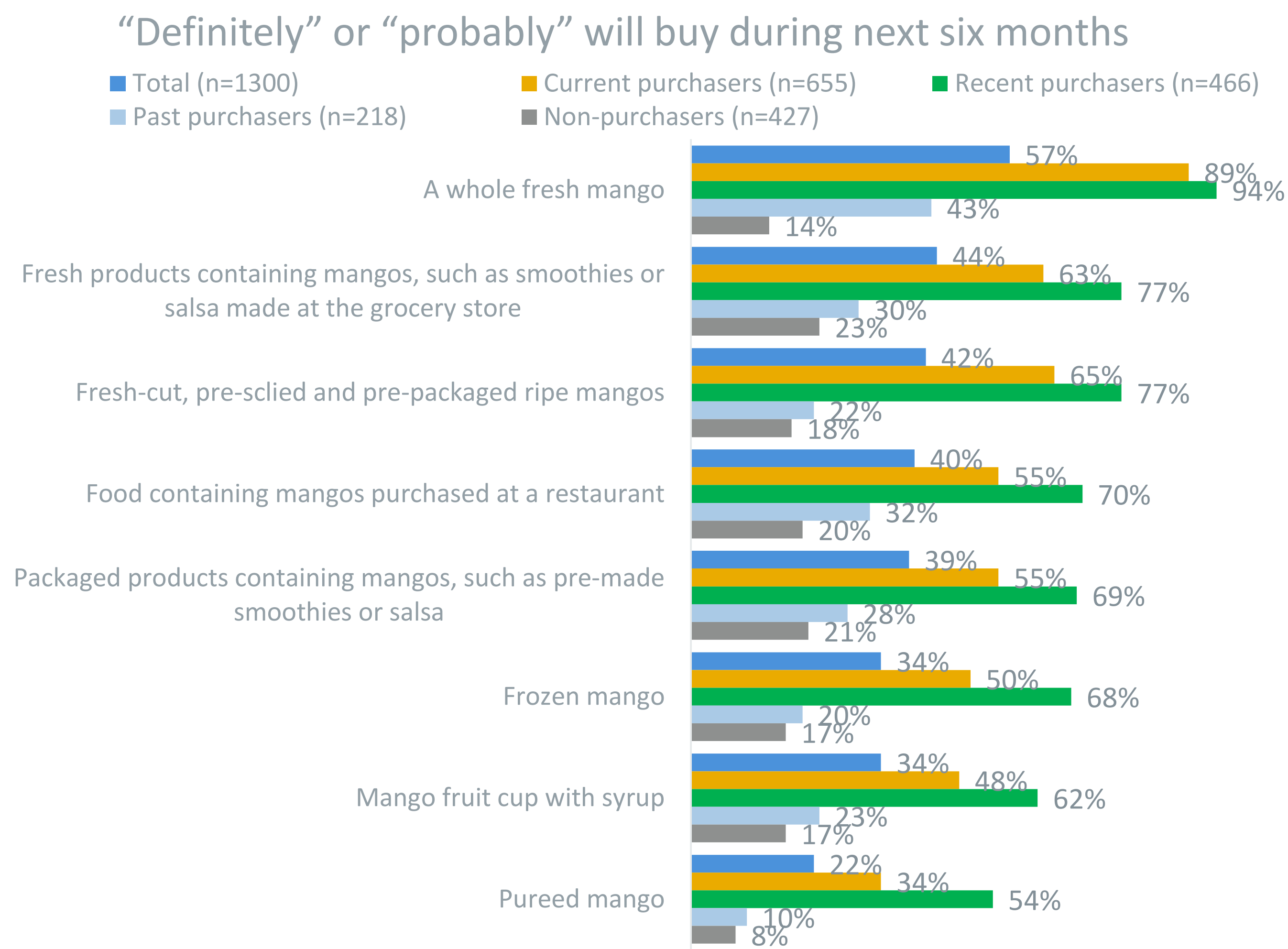
PURCHASE INTENT OF MANGO TYPES

Future purchase intent increased since 2013, most notably for whole mangos. Among non-purchasers, intent for whole mangos is lower than for products containing mangos and restaurant purchases.

% of respondents likely to purchase sliced mango (Base: Total respondents)	
2013	2017
38%	42%

% of respondents likely to purchase a whole mango (Base: Total respondents)	
2013	2017
48%	57%



Q13. How likely are you to purchase the following during the next six months? Would you say you …?

FUTURE PURCHASE DRIVERS

As they do for purchasing behavior, the physical traits of mangos drive future purchase intent, but these traits are collectively tied with using the mango in a dish for non-purchasers.

	More Common Future Purchase Drivers				
	Total (n=737)	Current purchasers (n=583)	Recent purchasers (n=437)	Past purchasers (n=95*)	Non-purchasers (n=59*)
Physical attribute	80%	84%	85%	72%	54%
Mangos taste great	59%	63%	57%	55%	30%
Mangos are healthy and nutritious	53%	54%	53%	56%	38%
Like the sweetness	45%	46%	45%	44%	31%
To use it in a dish	42%	42%	49%	34%	54%
To add variety	39%	39%	36%	46%	36%
Like the juiciness	38%	42%	43%	31%	20%
Like the unique flavor	37%	40%	43%	35%	13%
Mangos are a special treat	31%	32%	30%	31%	19%
To make a smoothie	29%	29%	35%	30%	30%
To add some variety to my diet	28%	27%	22%	29%	28%
Mangos are tropical	27%	28%	35%	20%	26%
Smells good	25%	25%	29%	24%	22%
Regularly buy mangos	25%	29%	40%	7%	11%

Q14. IF LIKELY TO PURCHASE WHOLE FRESH MANGO IN NEXT SIX MONTHS: Which of the following reasons describe why you are likely to purchase a whole fresh mango during the next six months? Select all that apply.

FUTURE PURCHASE DRIVERS

Though a directional finding, having seen or tried mango elsewhere is a substantial driver for non-purchasers.

	Less Common Future Purchase Drivers				
	Total (n=737)	Current purchasers (n=583)	Recent purchasers (n=437)	Past purchasers (n=95*)	Non-purchasers (n=59*)
To eat something different	23%	21%	24%	32%	26%
To make a dish that includes mango	19%	20%	21%	7%	31%
It was on sale	17%	18%	16%	15%	11%
Like the color	13%	13%	15%	10%	22%
Saw/tried it somewhere else	13%	11%	20%	13%	30%
To try something new	12%	9%	13%	11%	38%
Just saw it in the store	12%	11%	12%	18%	10%
Mangos have a special mystique	11%	11%	16%	11%	9%
Survey made me want one/want to try one	10%	8%	11%	21%	13%
Saw a recipe I wanted to try	9%	10%	12%	5%	15%
Had a free sample	7%	6%	10%	8%	19%
Saw it used in a restaurant	5%	5%	9%	4%	9%
Someone recommended I buy/try one	5%	4%	9%	3%	13%
Recently tried it somewhere else	4%	4%	8%	1%	11%

Q14. IF LIKELY TO PURCHASE WHOLE FRESH MANGO IN NEXT SIX MONTHS: Which of the following reasons describe why you are likely to purchase a whole fresh mango during the next six months? Select all that apply.

FUTURE PURCHASE BARRIER

Of those who are unlikely to purchase a mango in the next six months, the absence of share-of-mind is the leading barrier.

	More Common Future Purchase Barriers				
	Total (n=563)	Current purchasers (n=72*)	Recent purchasers (n=29*)	Past purchasers (n=124)	Non-purchasers (n=367)
Do not think about them	30%	20%	17%	32%	31%
Do not know how to select/pick ripe ones	24%	12%	7%	12%	31%
Do not like mangos	24%	8%	7%	24%	27%
Do not know what to do with them	20%	5%	7%	8%	27%
Too expensive	18%	20%	10%	23%	16%
My family doesn't like it	15%	13%	7%	16%	15%
Out of season/not available fresh	11%	26%	14%	23%	4%
They are hard to cut	7%	19%	17%	10%	4%

Common future purchase drivers in 2013:
(Base: Respondents who are unlikely to purchase a mango in the next six months)

- Do not think about them (32%)
- Do not know how to select/pick ripe ones (29%)

Q15. IF UNLIKELY TO PURCHASE WHOLE MANGO IN NEXT SIX MONTHS: Which of the following reasons describe why you are unlikely to purchase a whole fresh mango during the next six months? Select all that apply.

FUTURE PURCHASE BARRIERS

Quality is not often a barrier for unlikely future purchasers.

	Less Common Future Purchase Barriers				
	Total (n=563)	Current purchasers (n=72*)	Recent purchasers (n=29*)	Past purchasers (n=124)	Non-purchasers (n=367)
Other	6%	5%	0%	5%	6%
Poor taste	5%	6%	14%	4%	5%
Not a good value	5%	8%	17%	7%	4%
Spoils too quickly	5%	12%	14%	4%	4%
It's too high in carbs/sugar	4%	5%	14%	4%	3%
Poor quality	3%	7%	14%	5%	1%
Poor texture	2%	6%	3%	3%	1%
Poor external appearance	2%	9%	7%	0%	1%

Q15. IF UNLIKELY TO PURCHASE WHOLE MANGO IN NEXT SIX MONTHS: Which of the following reasons describe why you are unlikely to purchase a whole fresh mango during the next six months? Select all that apply.

SEASONALITY

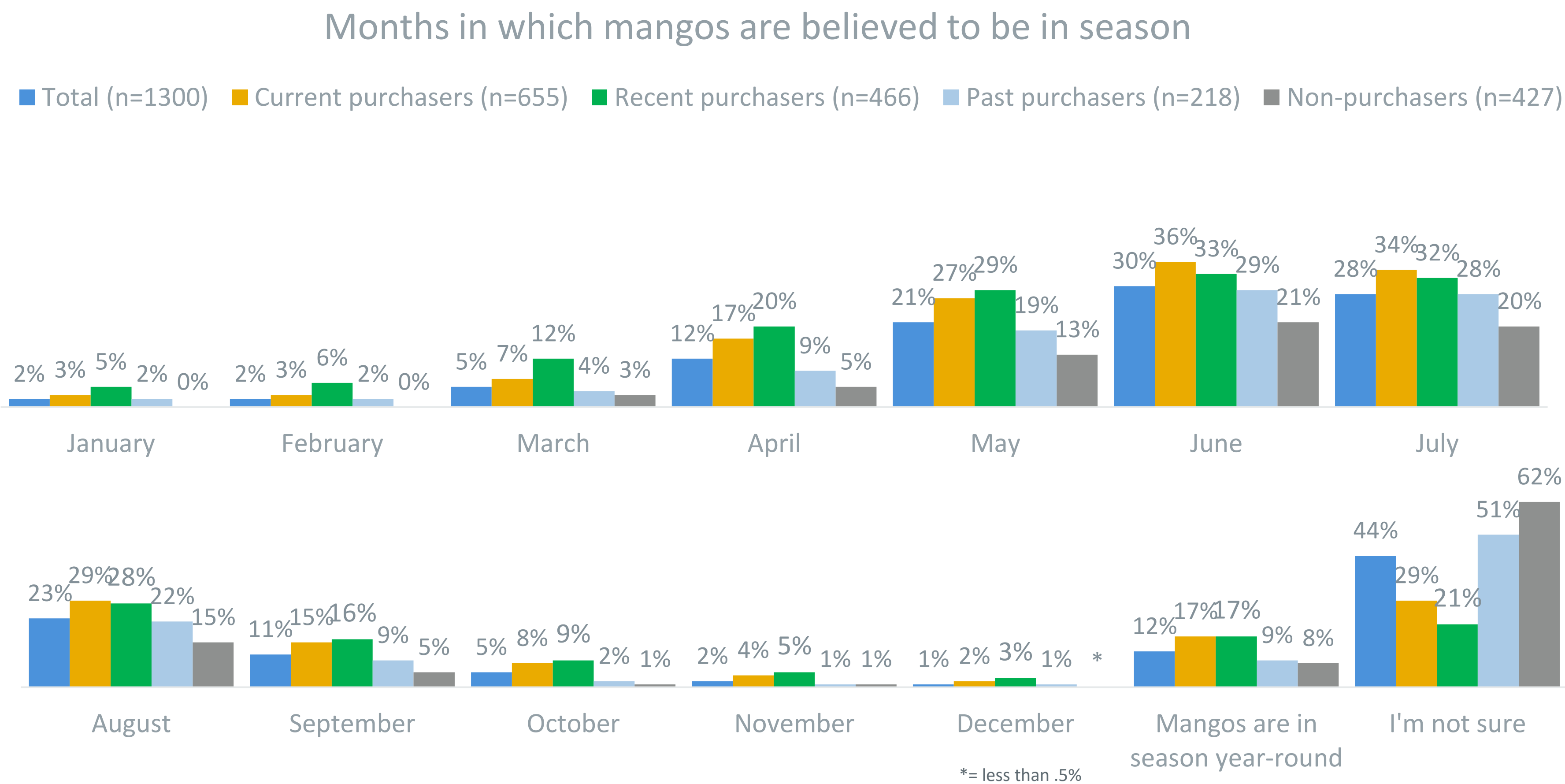
- Few know that mangos are in season year-round, and many, including 51% of past purchasers and 62% of non-purchasers, do not feel comfortable even guessing when mangos are in season.
    - This issue translates directly into decreased demand. Two-thirds (67%) of those who know mangos are in season year-round are current purchasers; 57% of those who believe mangos are only available in warm months are current purchasers; 34% of those who are not sure are current purchasers. Among past purchasers, believing mangos are not in season is the leading reason why they have not purchased a mango in the past six months.
- Sixty-six percent of current purchasers buy mangos in cold months, while 95% buy them in warm months.
    - Of those who only buy mangos in warm months, 24% do so because they believe the flavor is better in summer; 22% say they don't see mangos as often in winter; 20% say it is because that is when mangos are in season.
- Despite the low awareness of the actual mango season, a majority of consumers, including 87% of current purchasers and 22% of non-purchasers, would definitely or probably buy ripe mangos in the winter.
- Other forms of mangos are also of interest in the winter.

Mango.org

FLEISHMANHILLARD

MONTHS OF MANGO SEASON

Just 12% of consumers and a mere 17% of purchasers know that mangos are in season year round. The high degree of uncertainty on seasonality and the amount of incorrect information are major barriers to purchasing and purchase intensity.



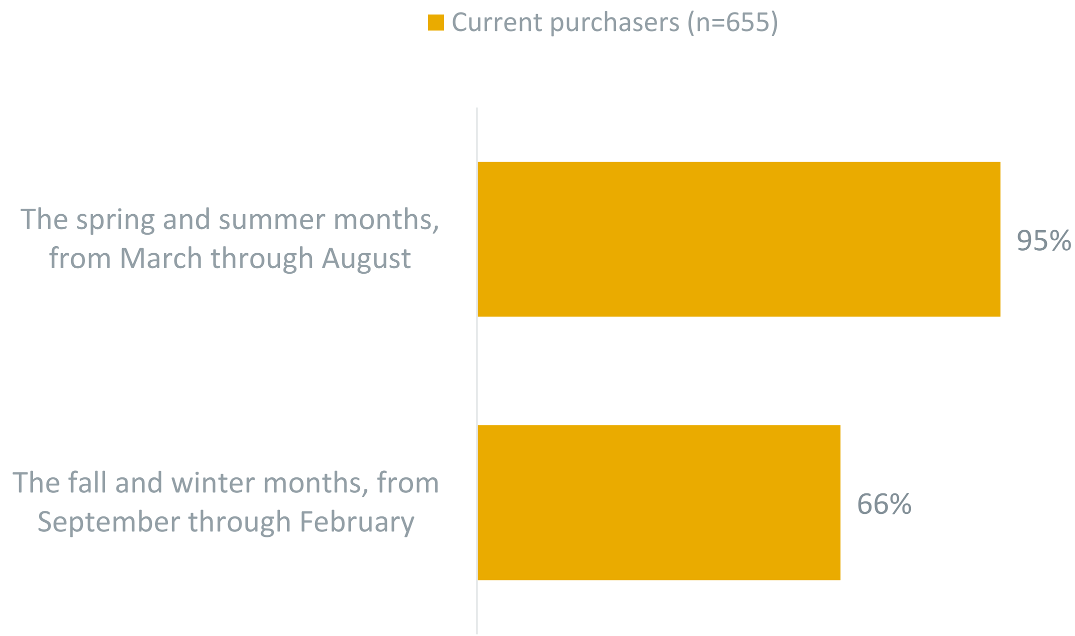
Q16. IF LIKELY TO PURCHASE WHOLE FRESH MANGO IN NEXT SIX MONTHS: To the best of your knowledge, during what months are mangos in season? Select all that apply.

MANGO PURCHASE SEASONS

Purchasing seasons remain essentially unchanged since 2013.

% of respondents purchase mangos during spring/summer (Base: Current Purchasers)	
2013	
Spring/ Summer	**Fall/Winter**
97%	65%

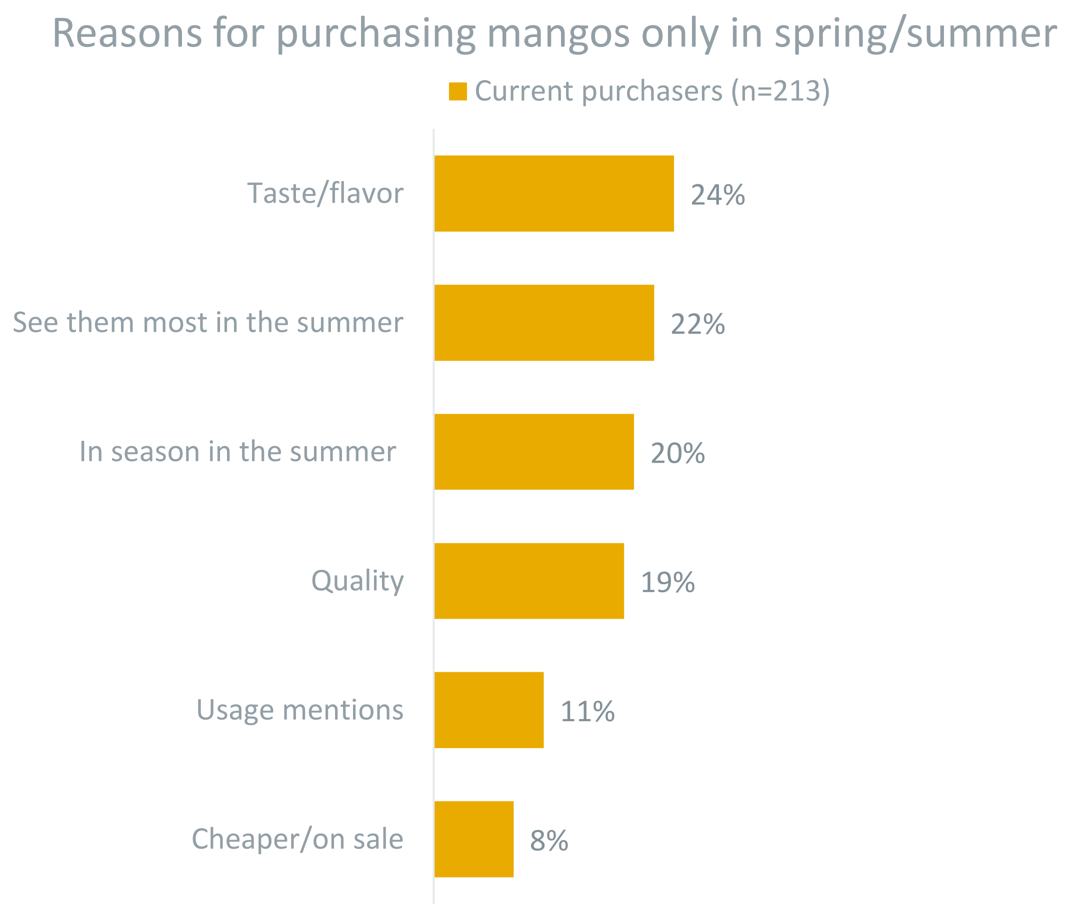
Seasons in which mangos are purchased



Q17. IF CURRENT PURCHASER: Do you purchase mangos during …?

REASONS TO PURCHASE IN SPRING/SUMMER

The perception that mangos taste better in warm months and greater availability are the leading reasons why some purchasers only buy mangos in the warm months.

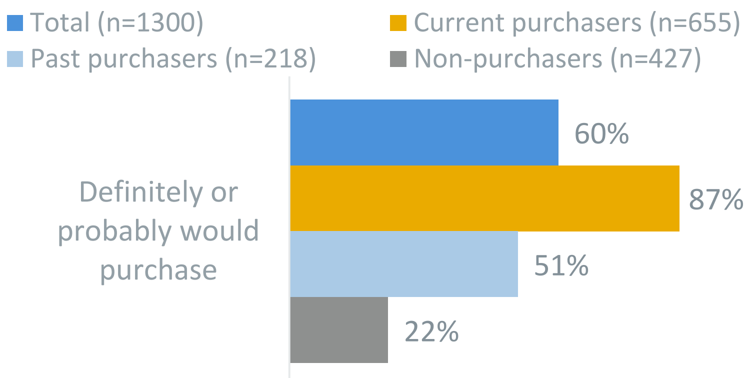


Q18. IF PURCHASED DURING SPRING/SUMMER BUT NOT FALL/WINTER: Why do you purchase mangos during the spring and summer but not during the fall or winter?

FALL/WINTER PURCHASE CONSIDERATION

Availability of ripe mango in the cold months or greater awareness of existing availability could increase purchase intent. Among purchasers, thinking of mango as a warm month flavor is the main barrier to cold month purchasing.

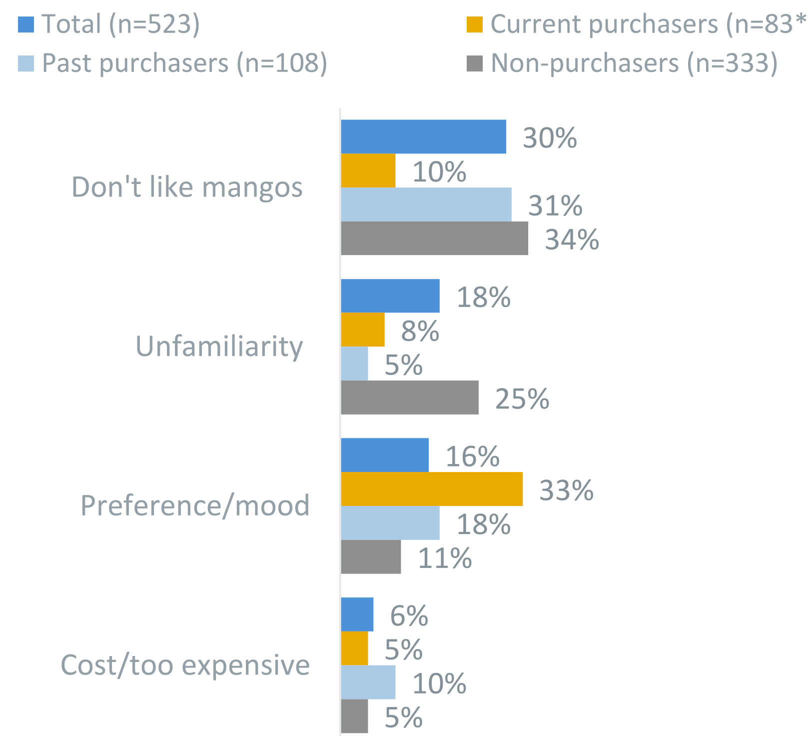
"Definitely" or "probably" would purchase during fall/winter



Definitely or probably would purchase during fall/winter in 2013:
(Base: Current and past purchasers)

- Total: 73%
- Current purchasers: 81%
- Past purchasers: 48%

Reasons for not purchasing mangos in fall/winter

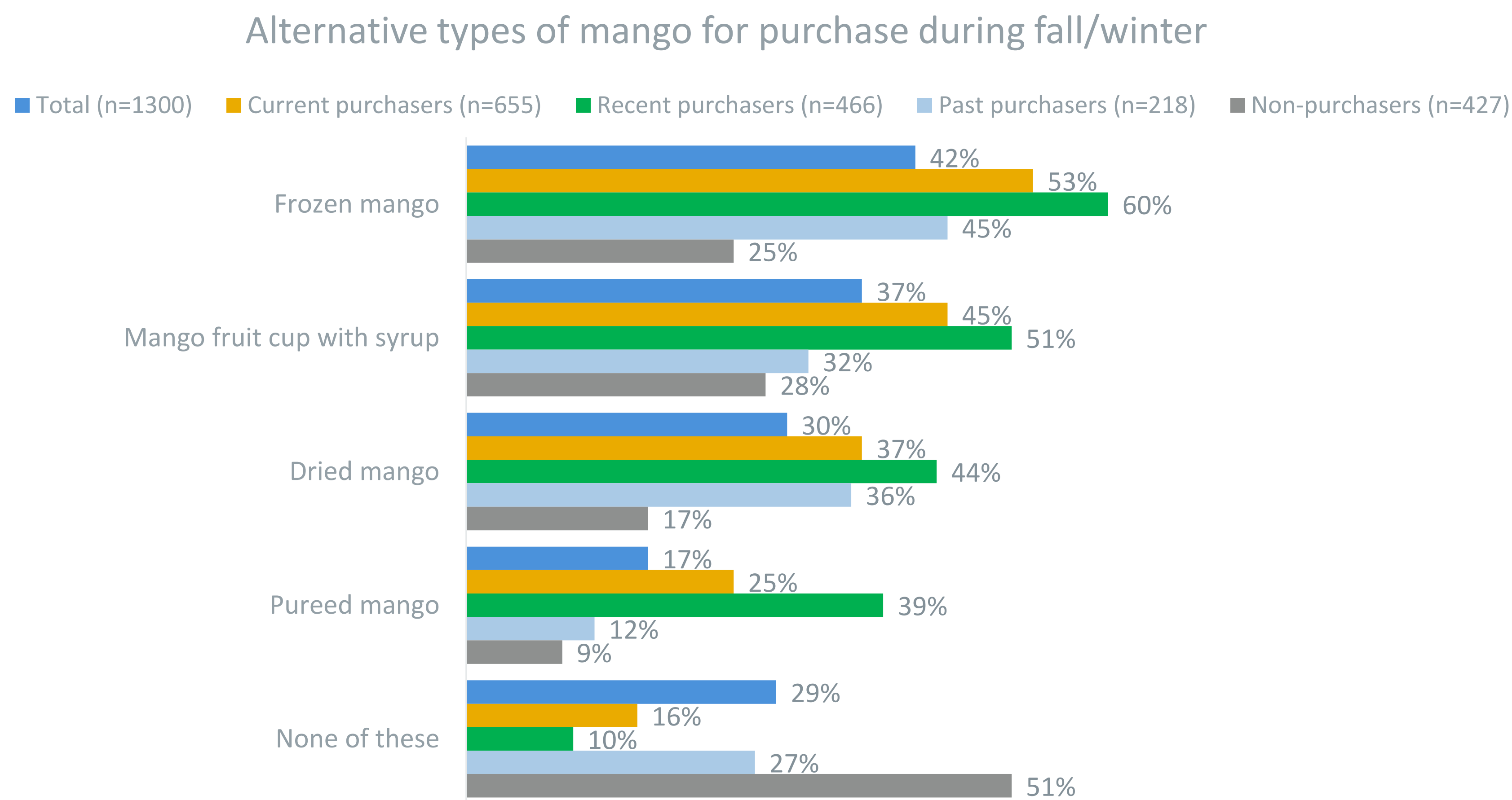


Q19. If mangos were available that are ripe and ready for purchase during the fall and winter months at a store where you normally shop at an acceptable price, would you say you would …?

Q20. IF WOULD NOT PURCHASE: Why would you not purchase ripe and ready mangos during the fall and winter months?

MANGO TYPE PURCHASE CONSIDERATION

Mango products are of interest to many during the cold months. These could be seen as alternatives to fresh mango and could be a gateway to fresh mango. Forty-nine percent (49%) of non-purchasers would consider one of these products.



Q21. Would you consider purchasing any of the following types of mango during the fall and winter months? Select all that apply.

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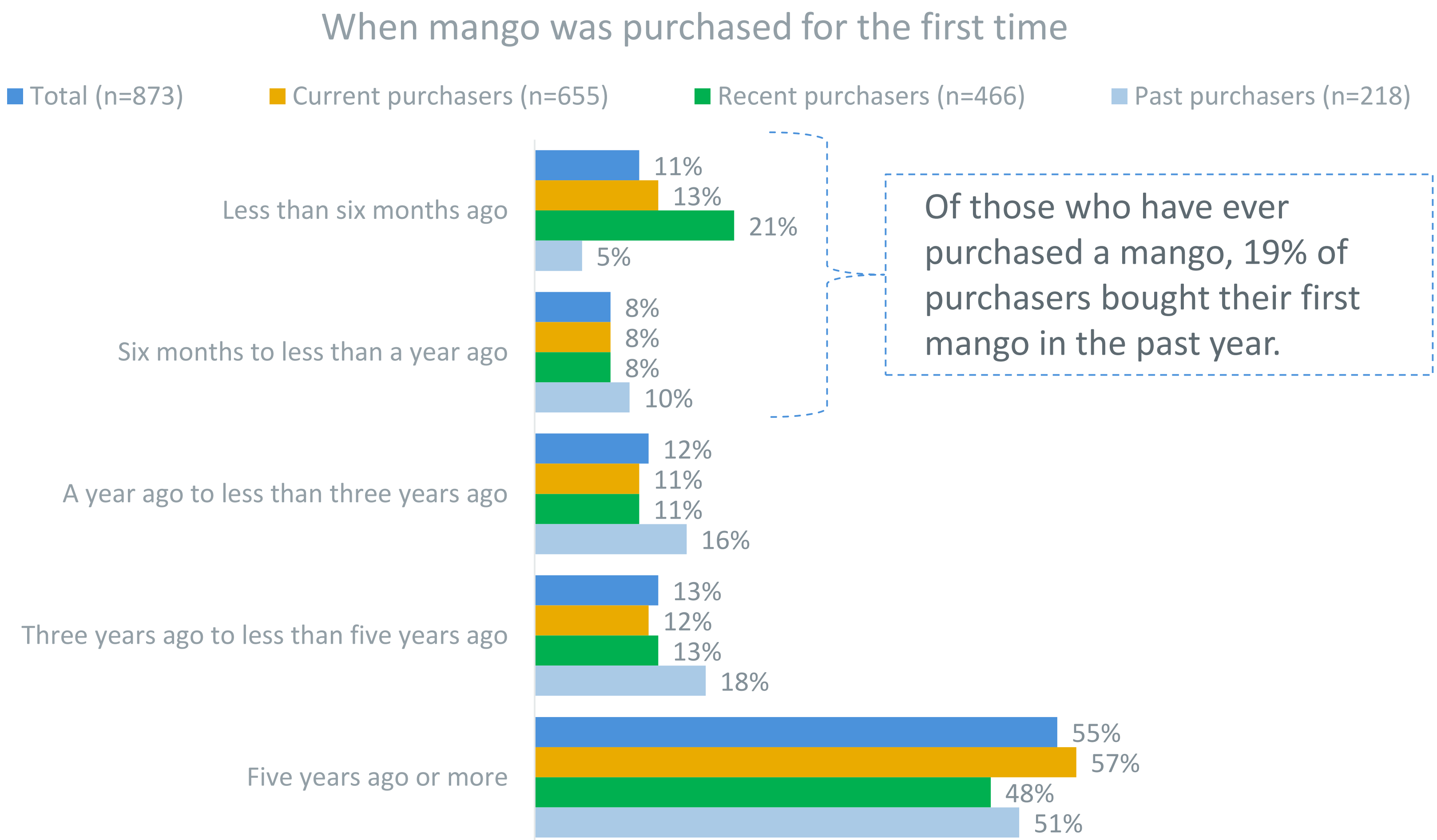
PURCHASE DRIVERS

- Nineteen percent (19%) of current purchasers began buying mango in just the past year. This may be indicative of a growing trend for mango and should be re-examined in future research.
    - No single reason led these recent converts to try mango, but recommendations, curiosity, a desire for something different and having tried mango somewhere else are all things that led to new first-time purchases.
- Over half of mango purchases are unplanned, including among current purchasers. Increasing planned buying should be seen as a component of increasing mango's share-of-mind and driving down the number who do not purchase mango because they do not think about it.
    - Coupons, recipes and exposure to mangos via television could all increase planned buying.
- Samples of mango hold great potential for increasing purchasing. Even among non-purchasers, 62% say a mango sample would make them more likely to purchase mango.

FIRST-TIME MANGO PURCHASE

For 19% of purchasers, buying mangos is a recent development, and 45% overall began buying mangos in just the past five years.



Q22. IF PAST OR CURRENT PURCHASER: As best as you can remember, when did you purchase a mango for the first time?

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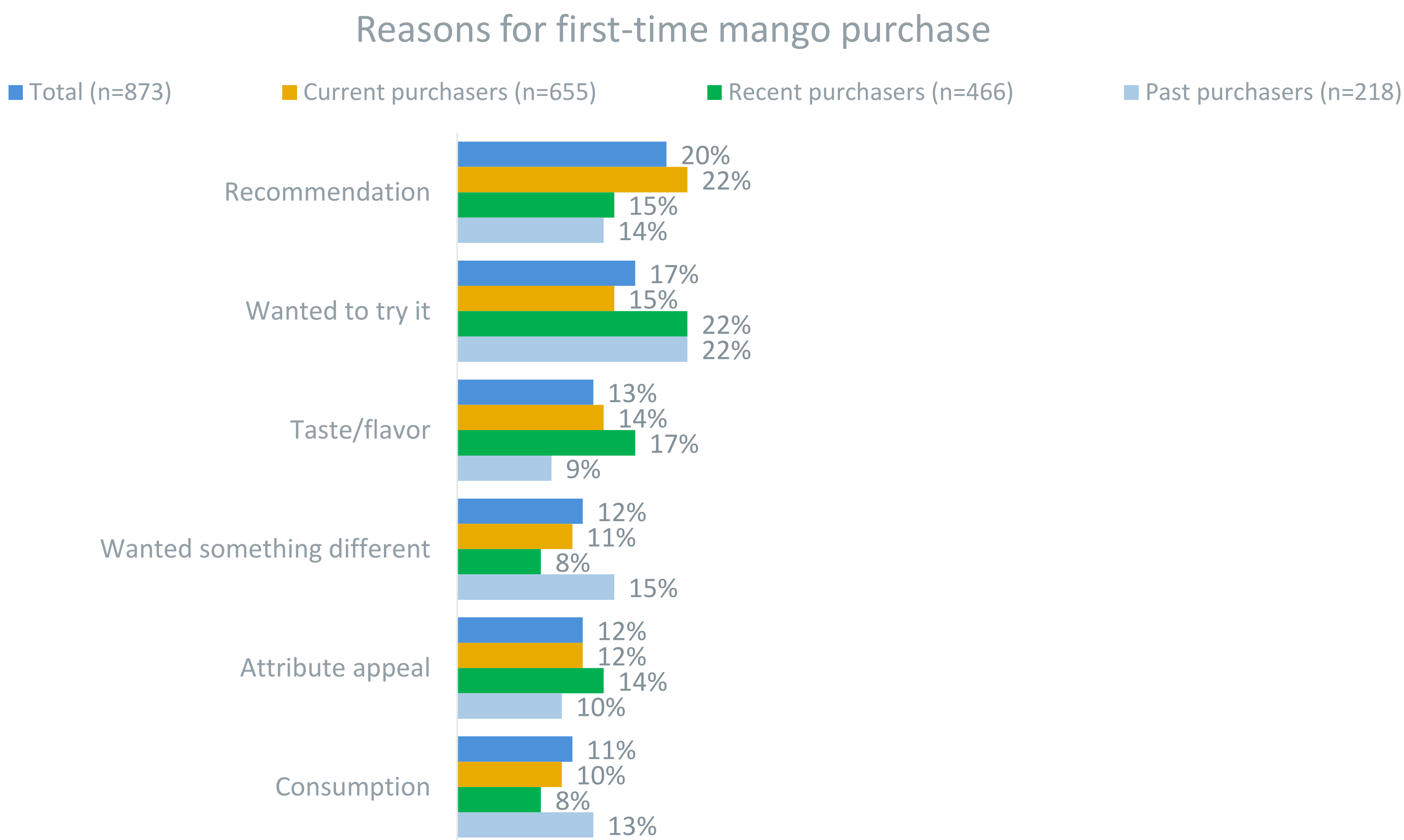
REASONS FOR FIRST MANGO PURCHASE

No single reason dominates the decision to purchase a mango for the first time, but recommendations from a friend and curiosity to try it lead.



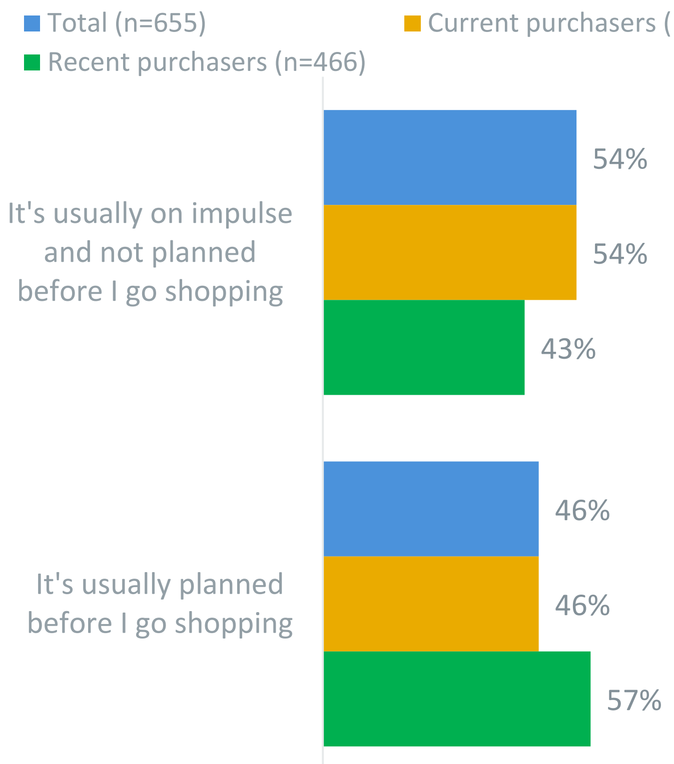
Q23. IF PAST OR CURRENT PURCHASER: What made you decide to purchase a mango for the first time?

FLEISHMANHILLARD Mango.org

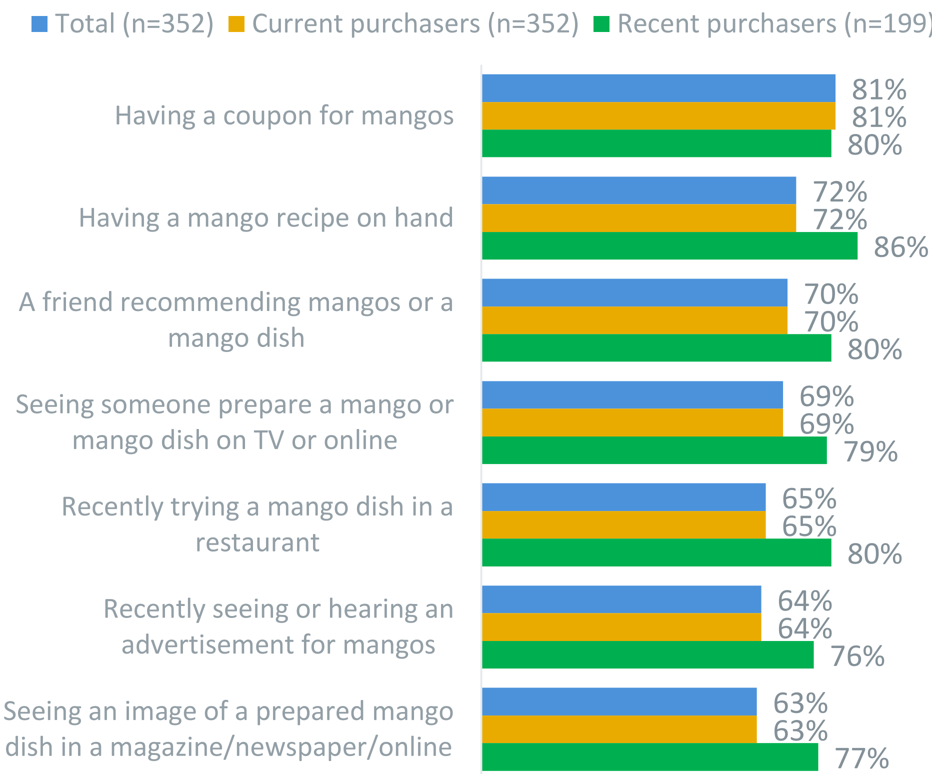
IMPULSE VS. PLANNED PURCHASE

A slim majority of mango purchases are unplanned, except among recent purchasers. Coupons and recipes are most likely to increase planned buying.

"When I buy mango …"



Make "much" or "somewhat" more likely to plan to purchase mango



Q24. IF PAST OR CURRENT PURCHASER: Which one of the following best describes you?

Q25. IF USUALLY UNPLANNED: Would each of the following make it more likely you would plan to purchase a mango before you go shopping or not?

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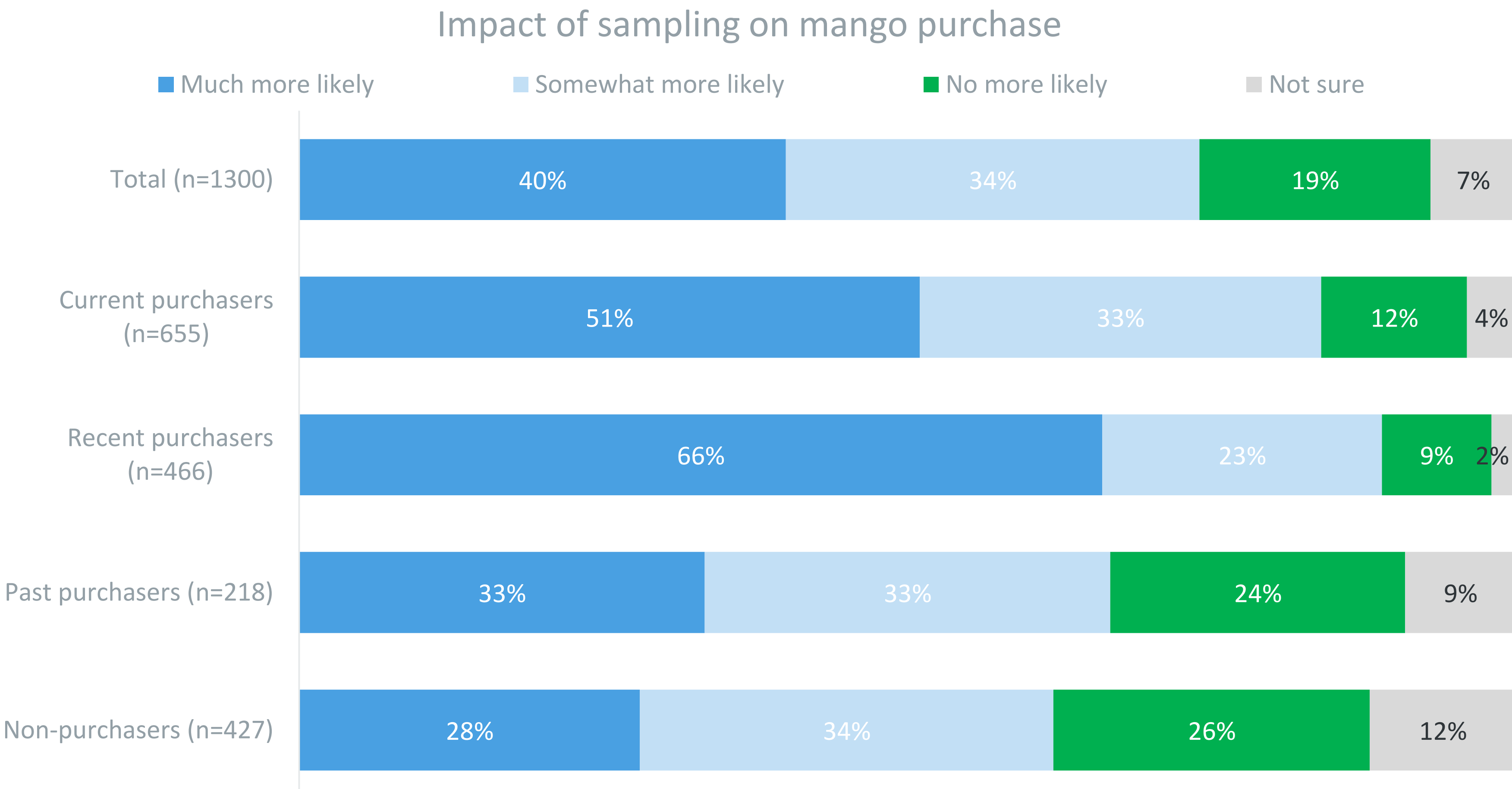
MANGO SAMPLING

Sampling could have a substantial impact on purchasing, including among non-purchasers and past purchasers.



Q26. Would having a sample in the store make you more likely to purchase a mango on your next shopping trip?

FRESH VERSUS FROZEN

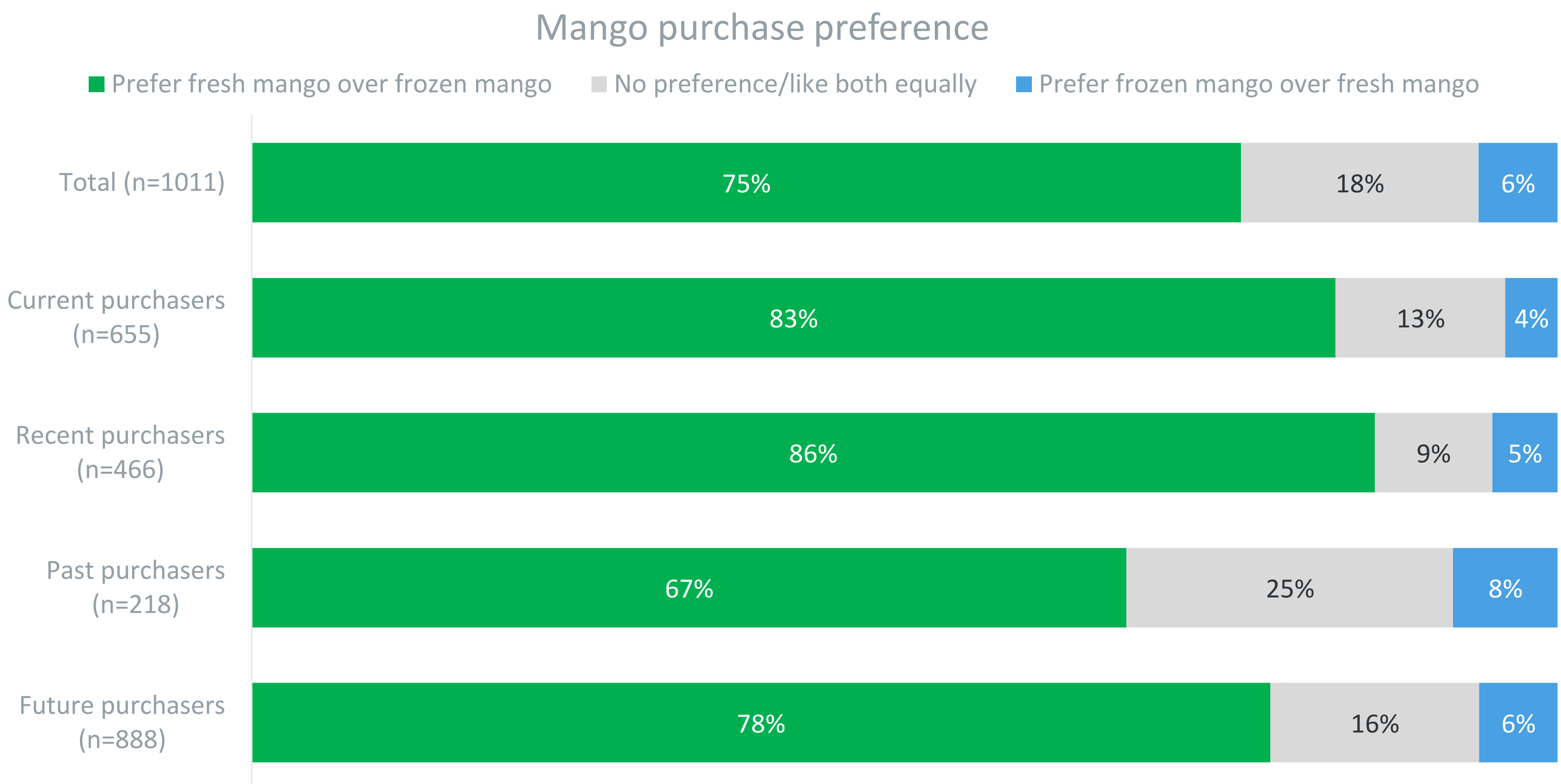
- Consumers prefer fresh mango over frozen by a ratio of more than twelve to one.
- The flavor of fresh mango is responsible for the preference for fresh mango. Some also perceive it as being healthier.
- Those few who prefer frozen mango do so because it is more convenient for how they use it.
- Frozen mango is seen as convenient, and 56% say it is more readily available where they shop, but clearly these do not translate into a broad preference for frozen over fresh.
- By contrast, fresh mango is seen as healthier, better tasting and better for how consumers eat mango.

Mango .org

FLEISHMANHILLARD

MANGO PURCHASE PREFERENCE

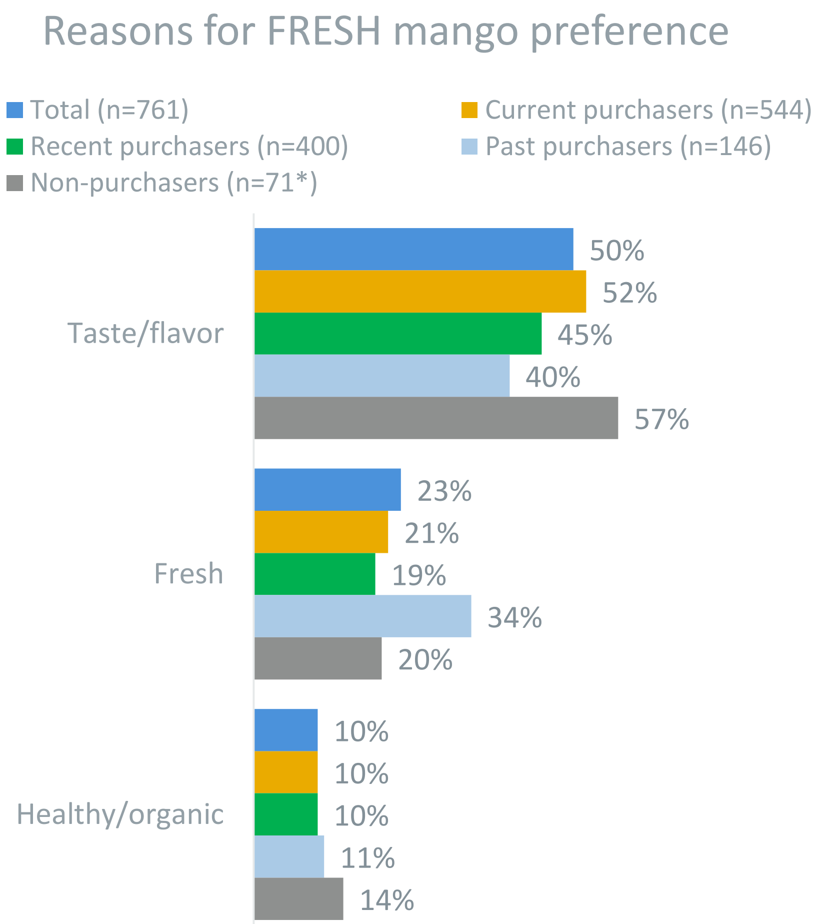
Consumers prefer fresh mango over frozen by a ratio of more than 12 to 1. Past purchasers are slightly more likely than current purchasers to express a preference for frozen mango, suggesting that some of them have not abandoned mango entirely but moved away from fresh.

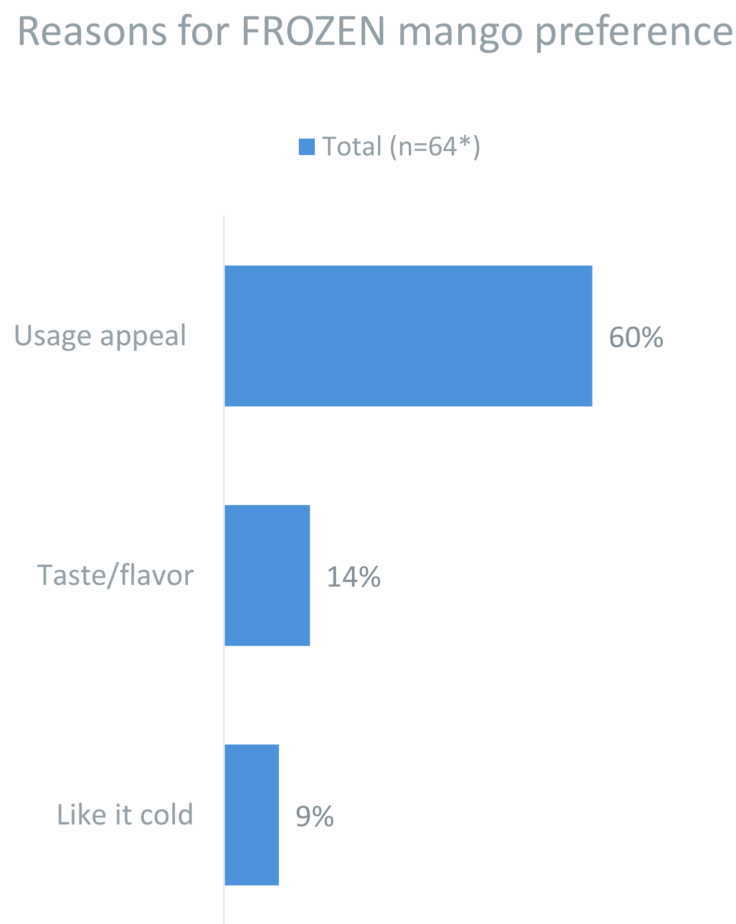


Q27. IF PAST, CURRENT OR FUTURE PURCHASER: When you buy mango, do you prefer fresh mango, either whole or pre-sliced, or do you prefer frozen mango?

REASONS FOR MANGO PURCHASE PREFERENCE

Taste is the leading reason why people prefer fresh mango over frozen. For the small number who prefer frozen, it is because of how they intend to eat the fruit.



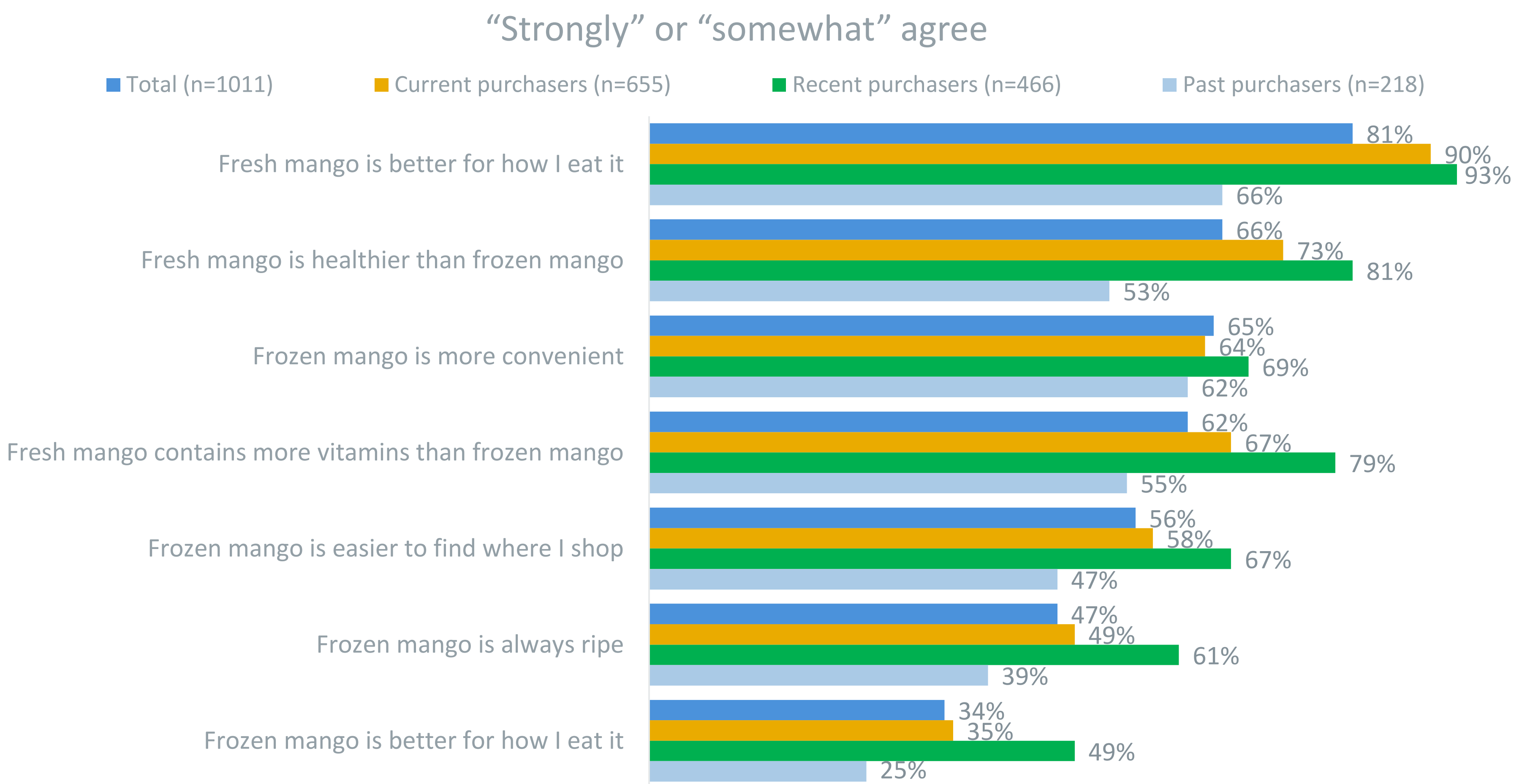


Q28 A/B. IF PREFERENCE: Why do you prefer [FRESH/FROZEN] mango over [FROZEN/FRESH] mango?

FLEISHMANHILLARD Mango.org

FRESH VS. FROZEN MANGO PERCEPTIONS

Fresh mango is seen as healthier and better for how respondents eat it, but frozen mango does have a convenience halo – but not enough to drive a preference.



Q29. IF PAST OR CURRENT PURCHASER, OR LIKELY TO BUY WHOLE FRESH MANGO, PRE-SLICED MANGO, FROZEN MANGO, MANGO FRUIT CUP WITH SYRUP OR PUREED MANGO: Do you agree or disagree with the following statements about fresh and frozen mango?

CONSUMPTION BEHAVIOR

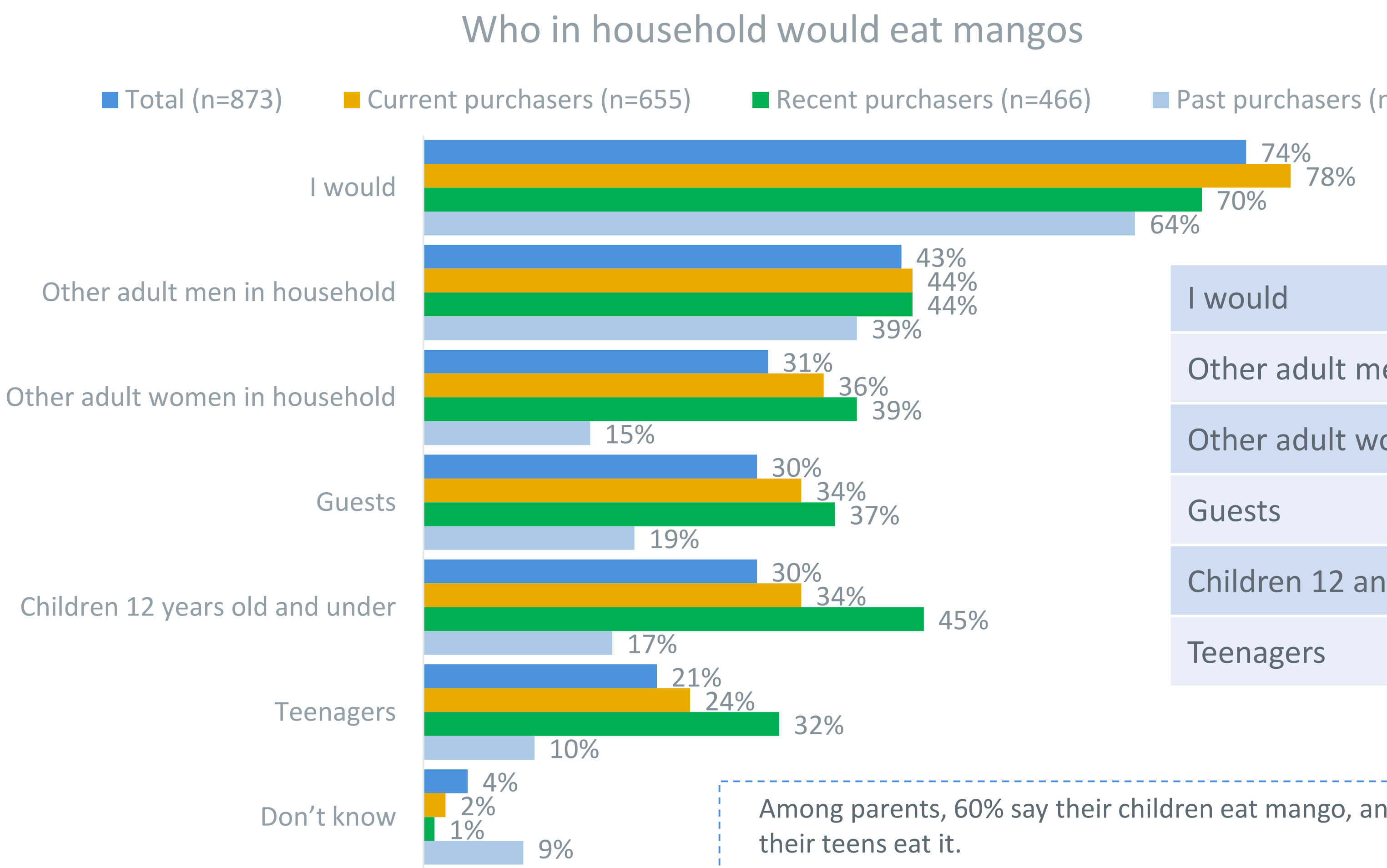
- Purchasers themselves remain the biggest consumers of mangos. Consumption by children and teens is disappointingly low – even among parents, children are less likely than the parents themselves to eat mango.
- Mango continues to predominantly be eaten on its own, but many more are eating it as part of a salad or smoothie than in 2013. Most mangos are eaten at the purchaser's home, but more are being eaten outside the home than in 2013. On average, one fewer mangos are being eaten at home than in 2013, with that additional mango spread between restaurants and other people's homes.
- There has been a considerable increase since 2013 in the number of people using it as an ingredient. Recommendations from friends and exposure to mango dishes via television and restaurants may continue to grow the number of mangos eaten as an ingredient among those who rarely eat them that way.

Mango.org

FLEISHMANHILLARD

MANGO CONSUMERS IN HOUSEHOLD

Most purchasers eat the mango themselves, while just a third of purchasers say children in their households would eat mango. While an increase over 2013, this should be considered a target for additional purchasing.



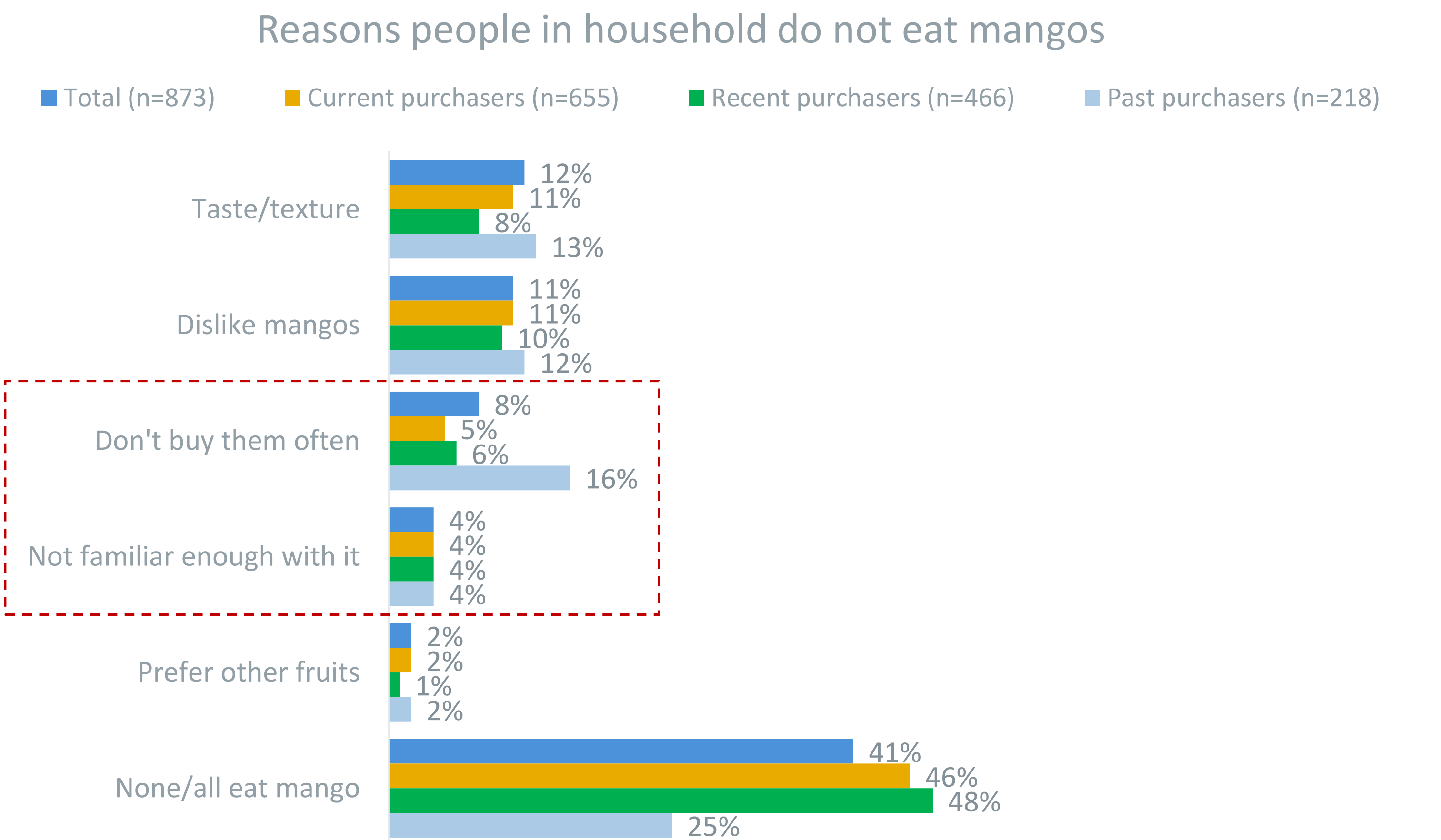
	2013
I would	93%
Other adult men	44%
Other adult women	36%
Guests	30%
Children 12 and under	24%
Teenagers	18%

Among parents, 60% say their children eat mango, and 38% say their teens eat it.

Q30. IF PAST OR CURRENT PURCHASER: Who in your household would eat mangos?

REASONS FOR NOT CONSUMING MANGOS

A general dislike of the flavor drives some away from eating mangos, likely not something that the NMB can influence, but it can work to drive greater purchasing and familiarity.



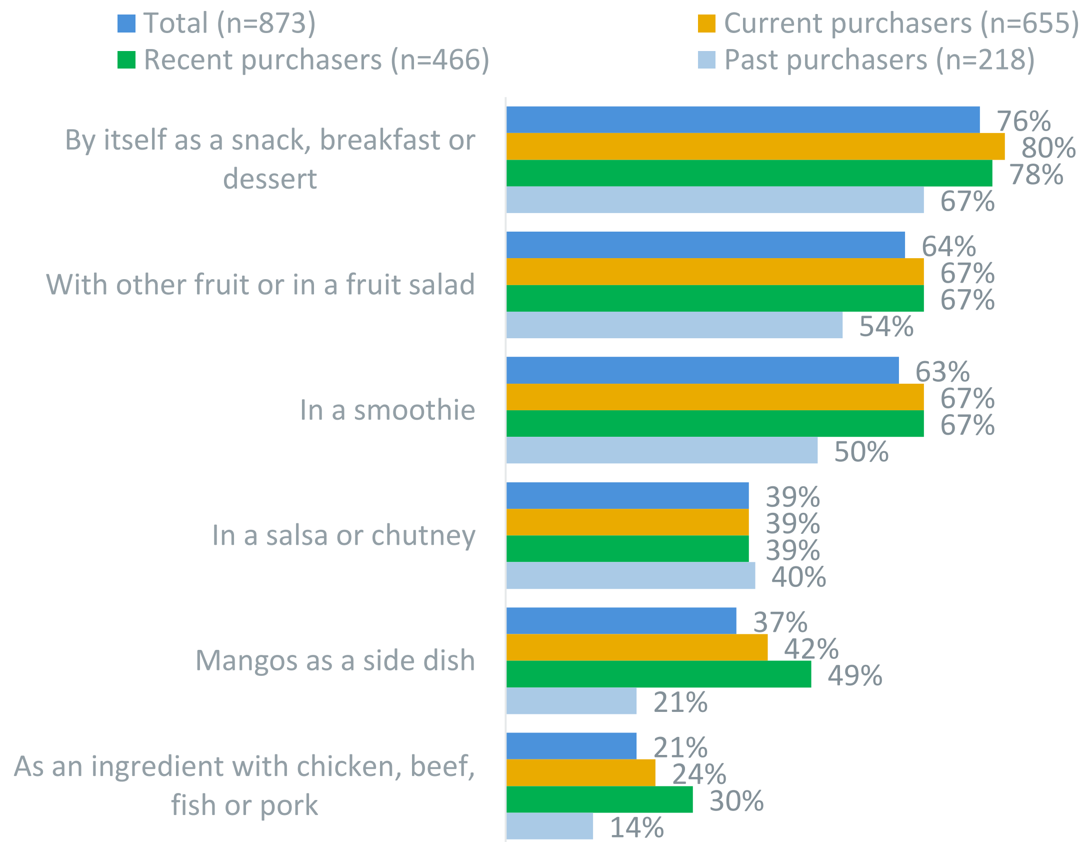
Q31. IF PAST OR CURRENT PURCHASER: For what reasons do other people in your household, if any, not eat mangos?

WAYS MANGOS HAVE BEEN CONSUMED

Many purchasers use mangos in multiple ways. Use in a dish is comparatively low, but it is more common among recent purchasers.

Ways mangos were eaten (Base: All Respondents*)	
2013	
By itself as a snack, breakfast or dessert	55%
With other fruit or in a fruit salad	44%
In a smoothie	43%

Ways mangos have been eaten



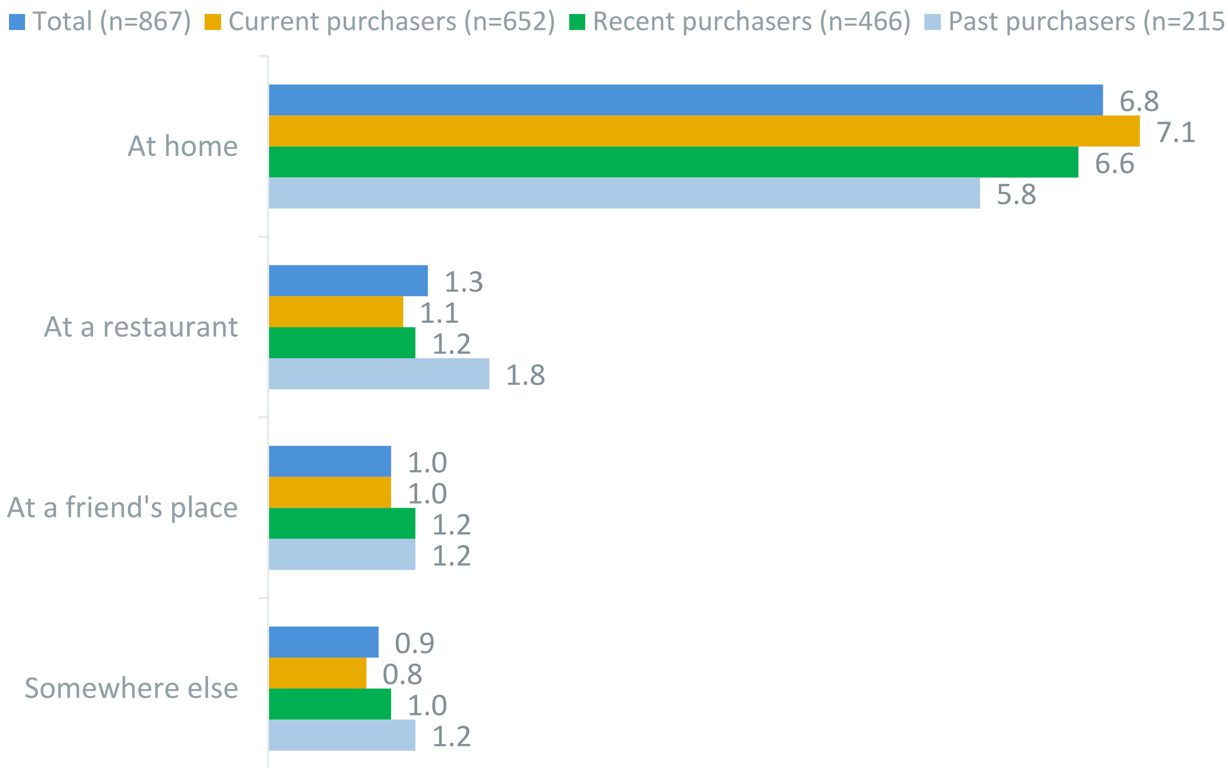
Q32. IF PAST OR CURRENT PURCHASER: Which of the following describes the ways you have eaten a mango?
*Due to differences in the base audiences, 2013 data cannot be directly compared.

PLACES WHERE MANGOS WERE SERVED

The average number of mangos consumed in the home has declined since 2013, but the average number consumed in other places has increased. Restaurant purchase, among those who no longer buy fresh mango, is especially notable.

Amount of times mangos were served at each place (Base: Current and Past Purchasers)	
2013	
Home	7.8
Restaurant	0.9
Friend's place	0.6
Somewhere else	0.7

Amount of times mangos were served at each place



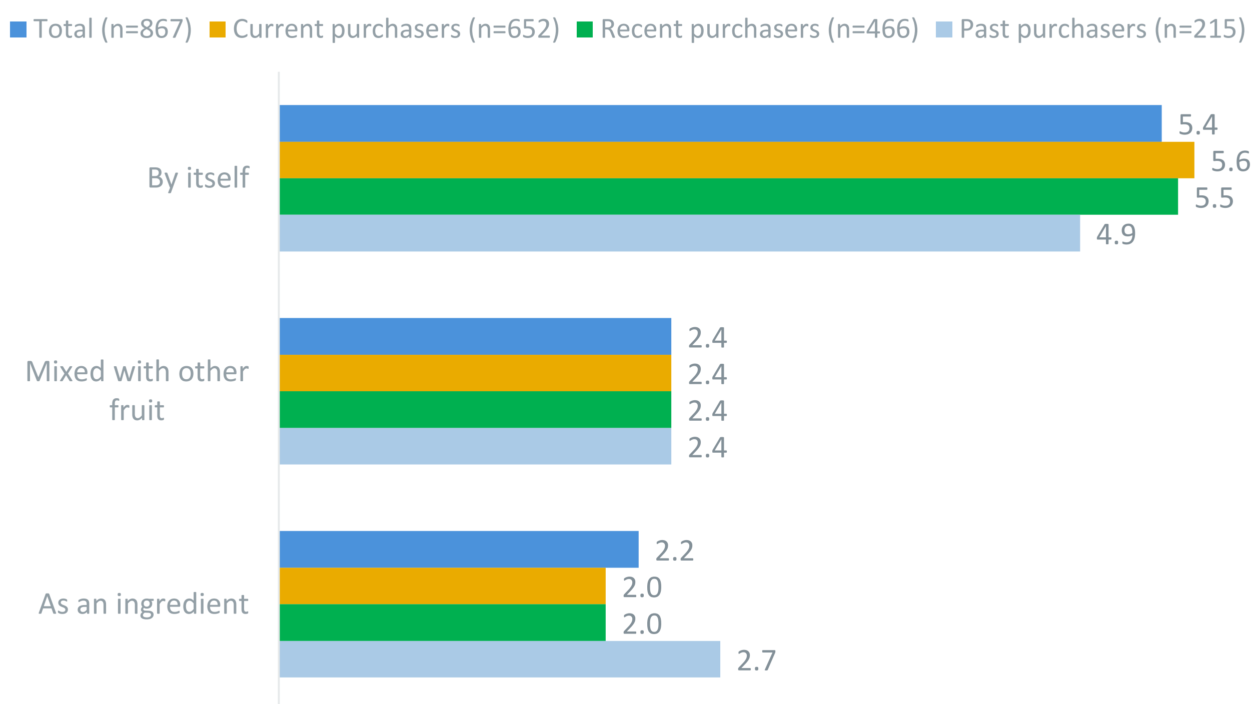
Q33. IF PAST OR CURRENT PURCHASER: Thinking about the last 10 times you ate mango, whether as a food or drink ingredient, by itself or mixed with other fruit, how many times were mangos served at each of the following?

HOW MANGOS WERE CONSUMED

Eating mangos on their own has also declined slightly since 2013, but there has been a corresponding increase in the number eaten as an ingredient.

Amount of times mangos were eaten (Base: Current and Past Purchasers)	
2013	
By itself	6.4
Mixed with other fruit	2.2
As an ingredient	1.3

Amount of times mangos were eaten

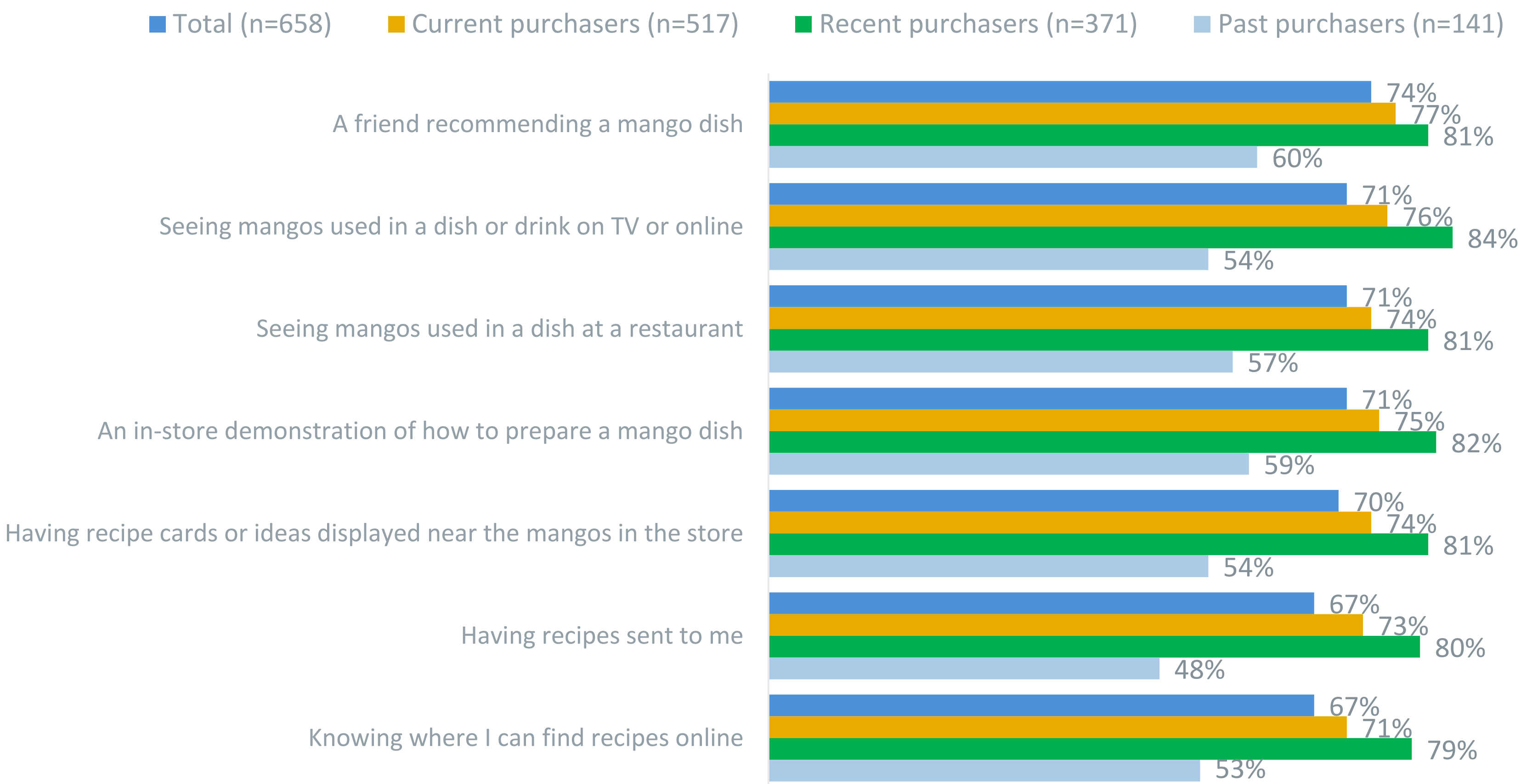


Q34. IF PAST OR CURRENT PURCHASER: Still thinking about the last 10 times you ate mango, whether as a food or drink ingredient, by itself or mixed with other fruit, how many times were mangos eaten the following ways?

USING MANGO AS AN INGREDIENT

Recommendations from friends and seeing mangos used in a dish on TV have the potential to drive use as an ingredient.

Make “much” or “somewhat” more likely to use mango as an ingredient



Q35. IF THREE OR FEWER USES AS AN INGREDIENT: Which of the following would make you more likely to try using mangos as an ingredient in a dish or drink?

FLEISHMANHILLARD

MANGO TRAITS

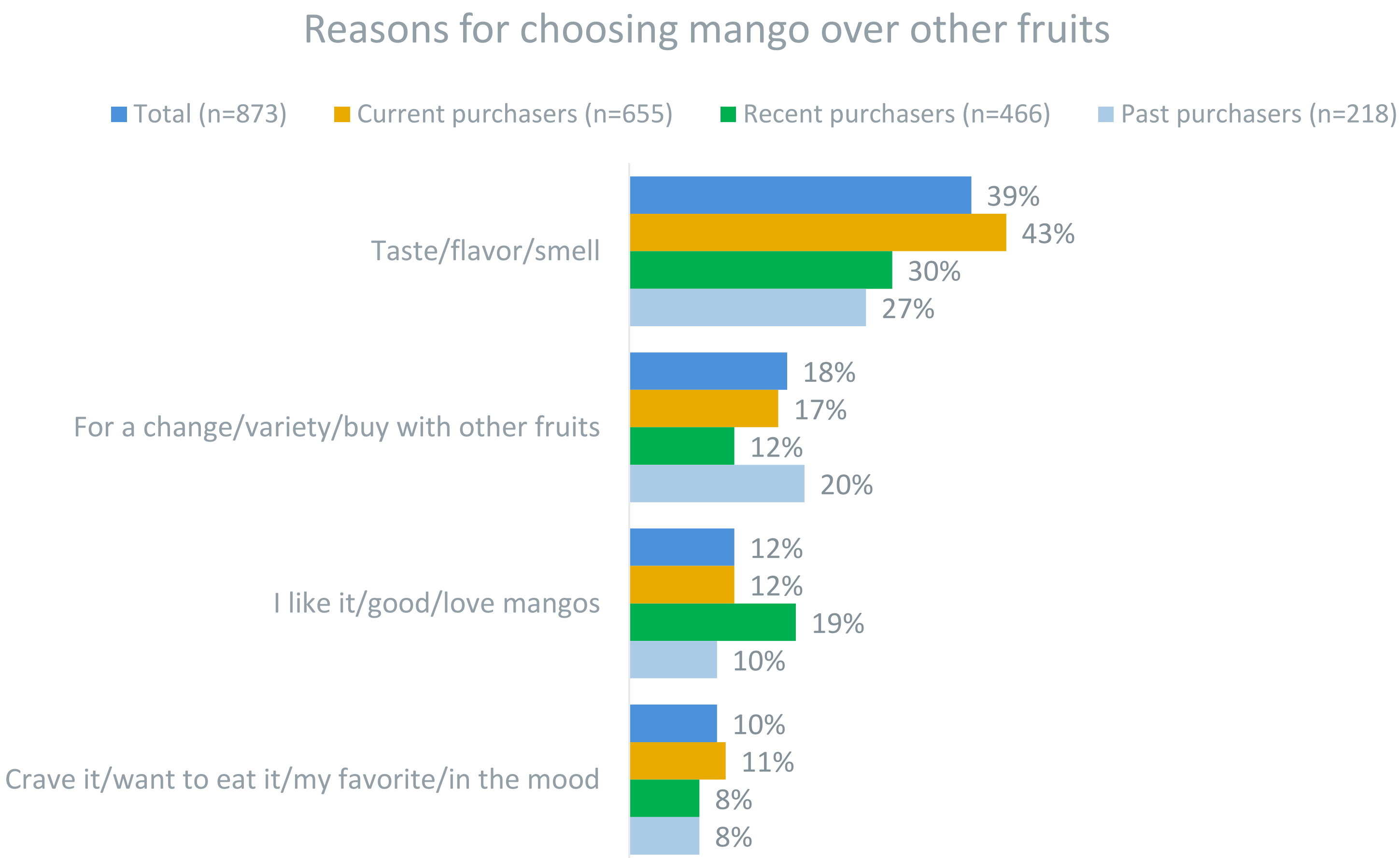
- The unique flavor is the leading reason why people choose mango over other fruits, followed by a desire to add some variety to their diet. Flavor is also the primary differentiator for the mango compared to other fruits.
- Consumers, including non-purchasers, agree that the mango is tropical and nutritious, but beyond those basic traits, purchasers and non-purchasers diverge.
    - Strong majorities of purchasers, ranging from 66% to 92%, agree that the positive tested traits apply to mangos.
    - By contrast, a minority of non-purchasers agrees with those same traits, driven largely by a high number of non-purchasers saying they don't know if the trait applies or not.

Mango.org

FLEISHMANHILLARD

REASONS FOR CHOOSING MANGO

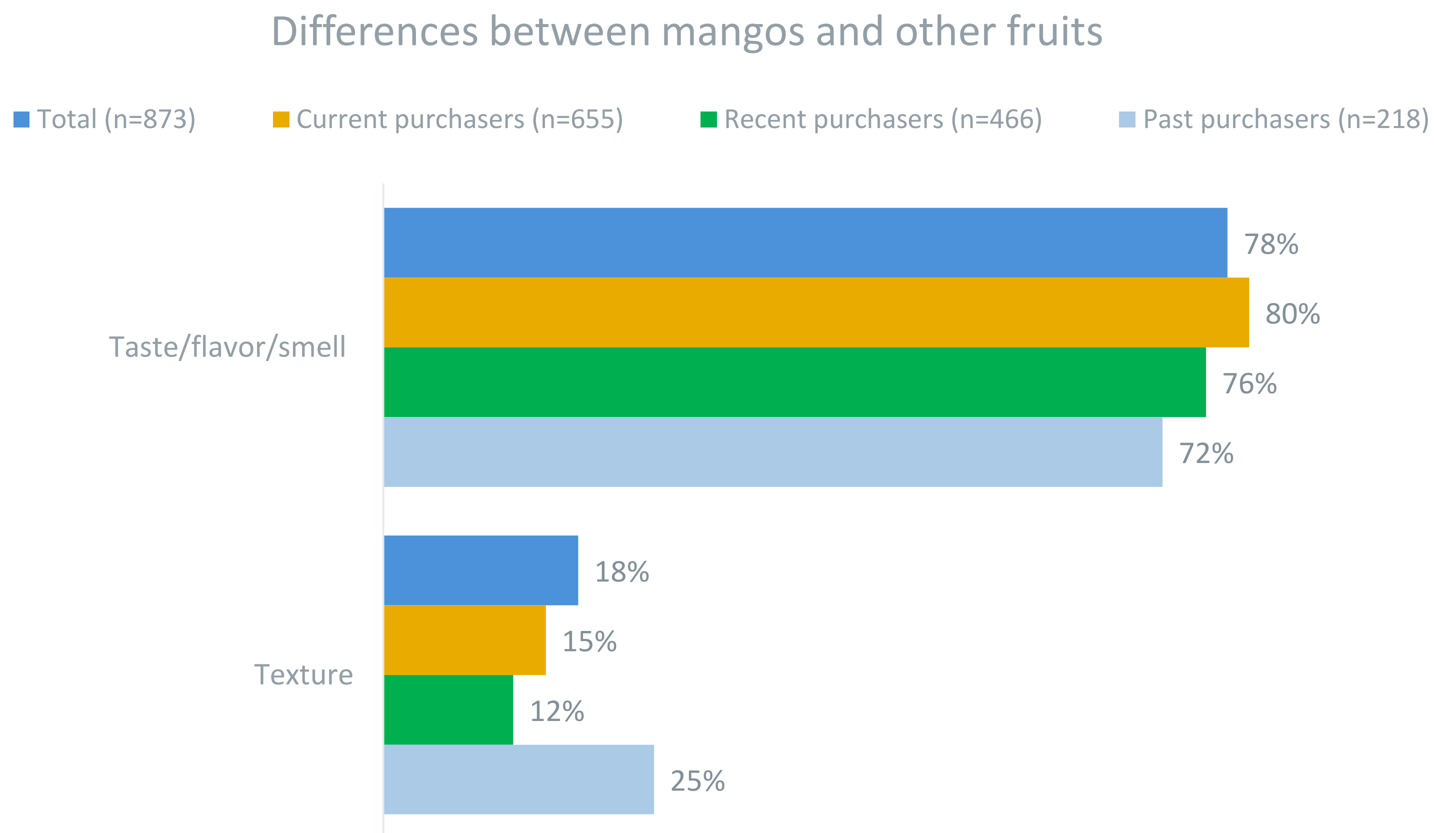
The flavor is the leading reason why people choose a mango over other fruit.



Q36. IF PAST OR CURRENT PURCHASER: When you buy a mango, why do you choose a mango over other fruits?

DIFFERENCES BETWEEN MANGOS AND OTHER FRUIT

Flavor is also the major differentiator compared to other fruits.

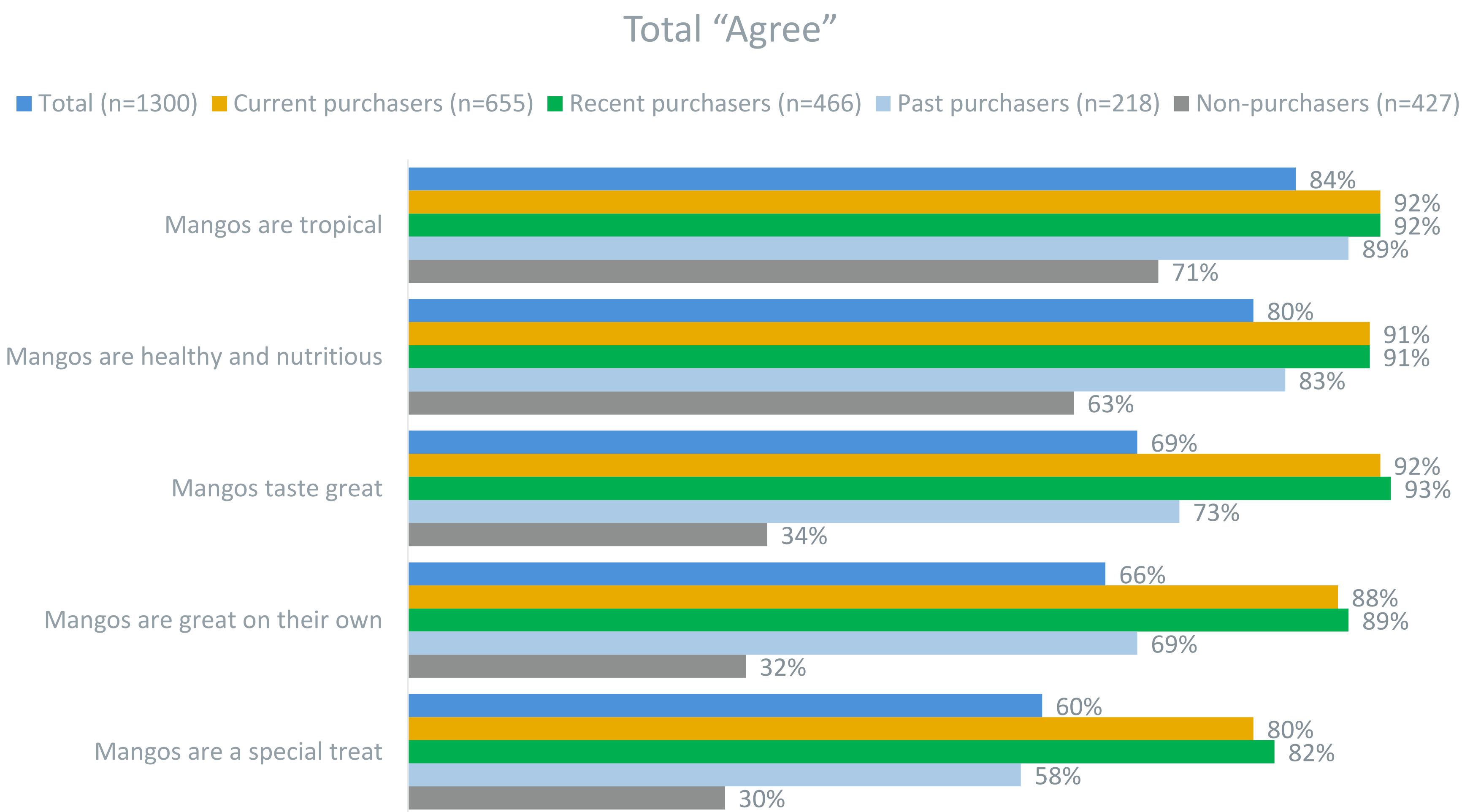


Q37. IF PAST OR CURRENT PURCHASER: What makes mangos different from other fruits?

FLEISHMANHILLARD Mango.org

FRESH MANGO PERCEPTIONS

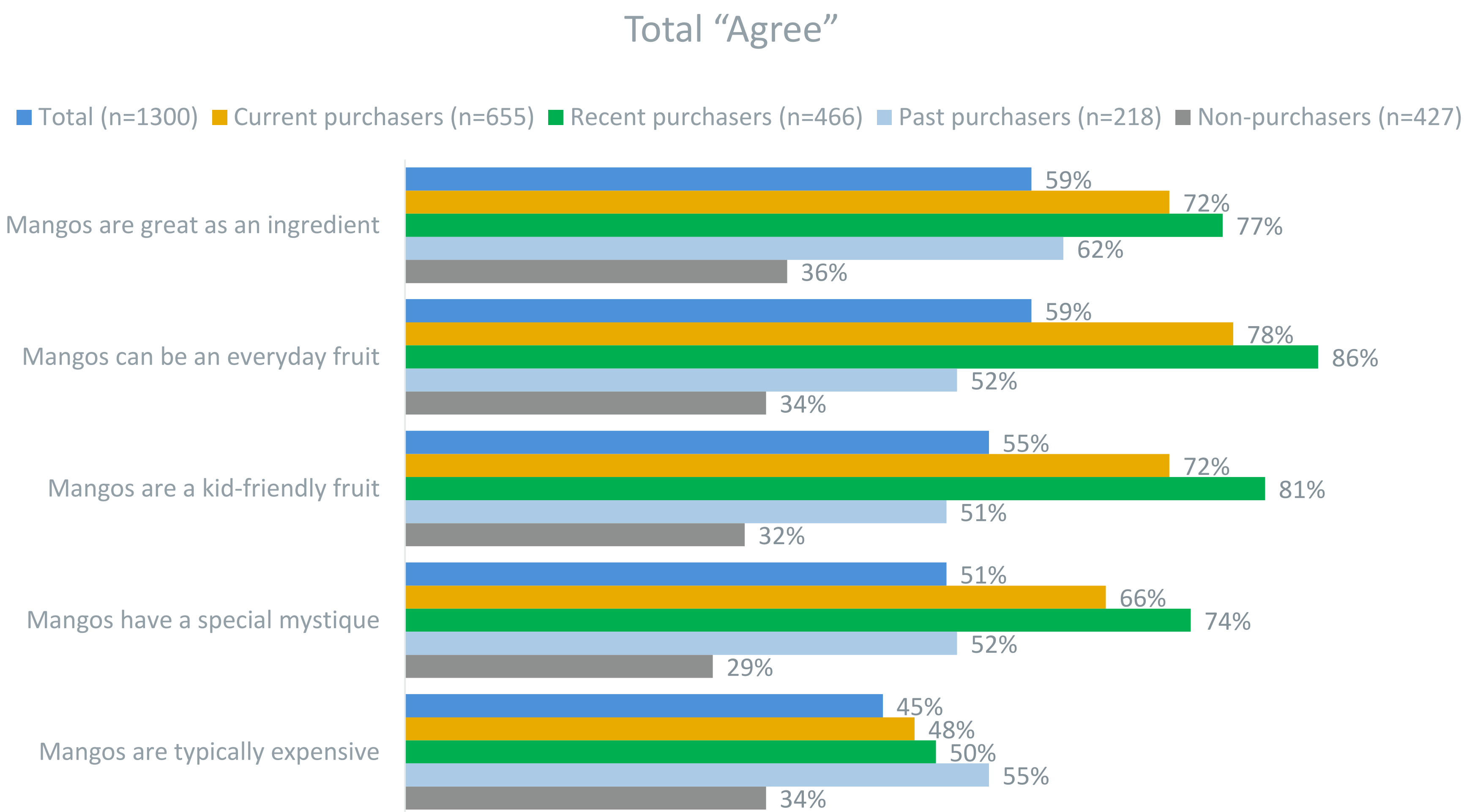
The tropical nature of mangos and their health profile are the leading traits of the fruit, but 60% also agree that it's a special treat.



Q38. How much do you agree with each statement when thinking about fresh mangos?

FRESH MANGO PERCEPTIONS

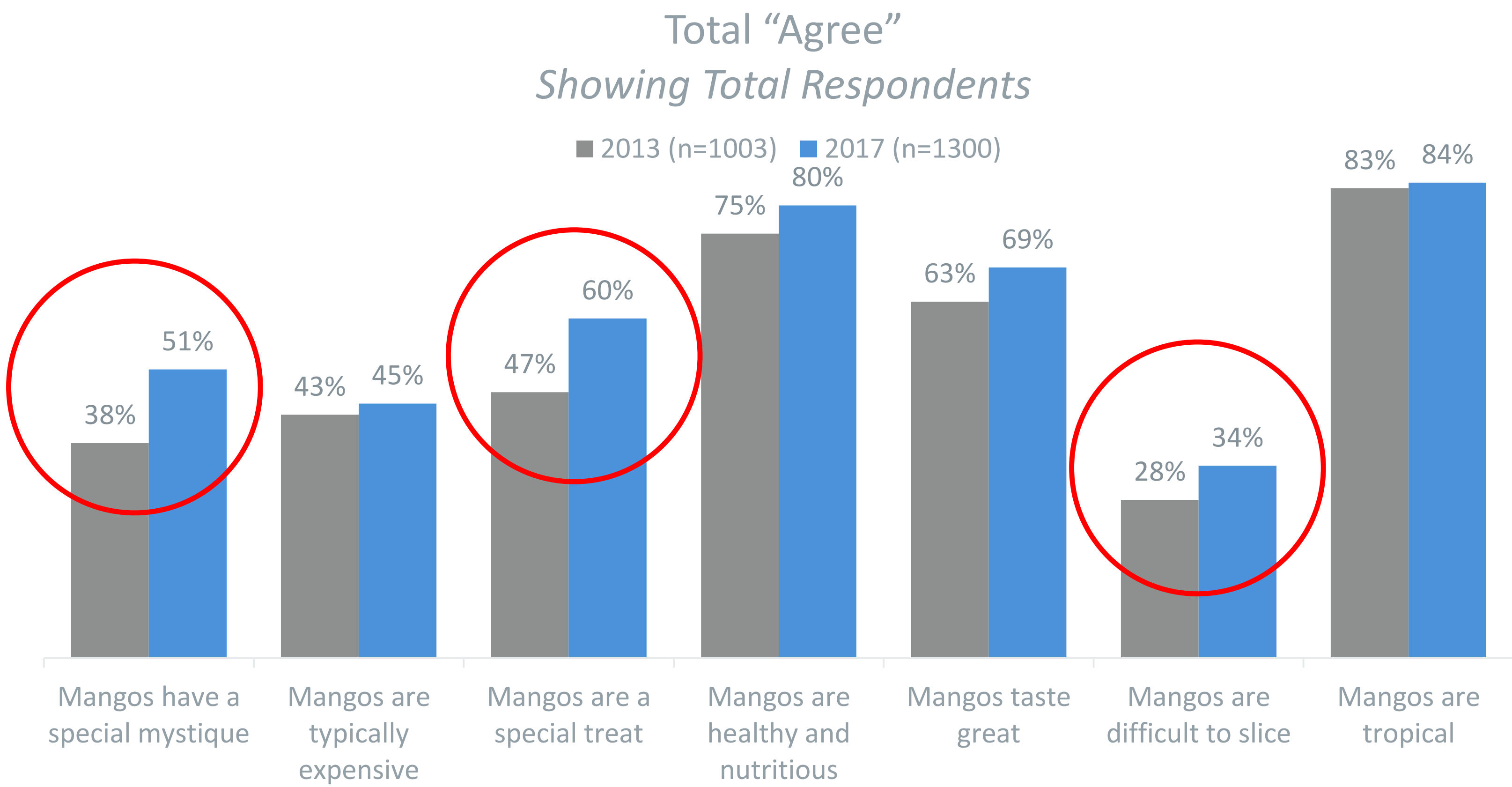
Purchasers view mangos as a kid-friendly and everyday fruit, but non-purchasers do not. Aside from seeing them as tropical and healthy, only a minority of non-purchasers agrees with any tested trait, reflecting a low degree of awareness.



Q38. How much do you agree with each statement when thinking about fresh mangos?

FRESH MANGO PERCEPTIONS

There has been a sizeable increase in the number of consumers saying mangos have a special mystique and a 6-point increase in those saying they are difficult to slice.



Q38. How much do you agree with each statement when thinking about fresh mangos?

MANGO PREPARATION

- Forty percent (40%) of current purchasers agree that mangos are difficult to slice.
  - 21% of non-purchasers, who have never purchased a mango, still hold this perception.
  - Past purchasers are no more likely than current or recent purchasers to say mangos are difficult to slice, indicating this is not a prime cause of lapsed purchasing behavior.
  - However, more than two in five past and non-purchasers say that they would be more likely to purchase mangos if they knew how to cut them.
- Less than a third of purchasers, past or current, have a preferred way to slice a mango. Family is the leading source of this knowledge.
- Compared to four other fruits with a reputation for being hard to prepare, more consumers think mangos are easier to cut than harder to cut.
- Most people would turn to the internet if they had trouble cutting a mango.

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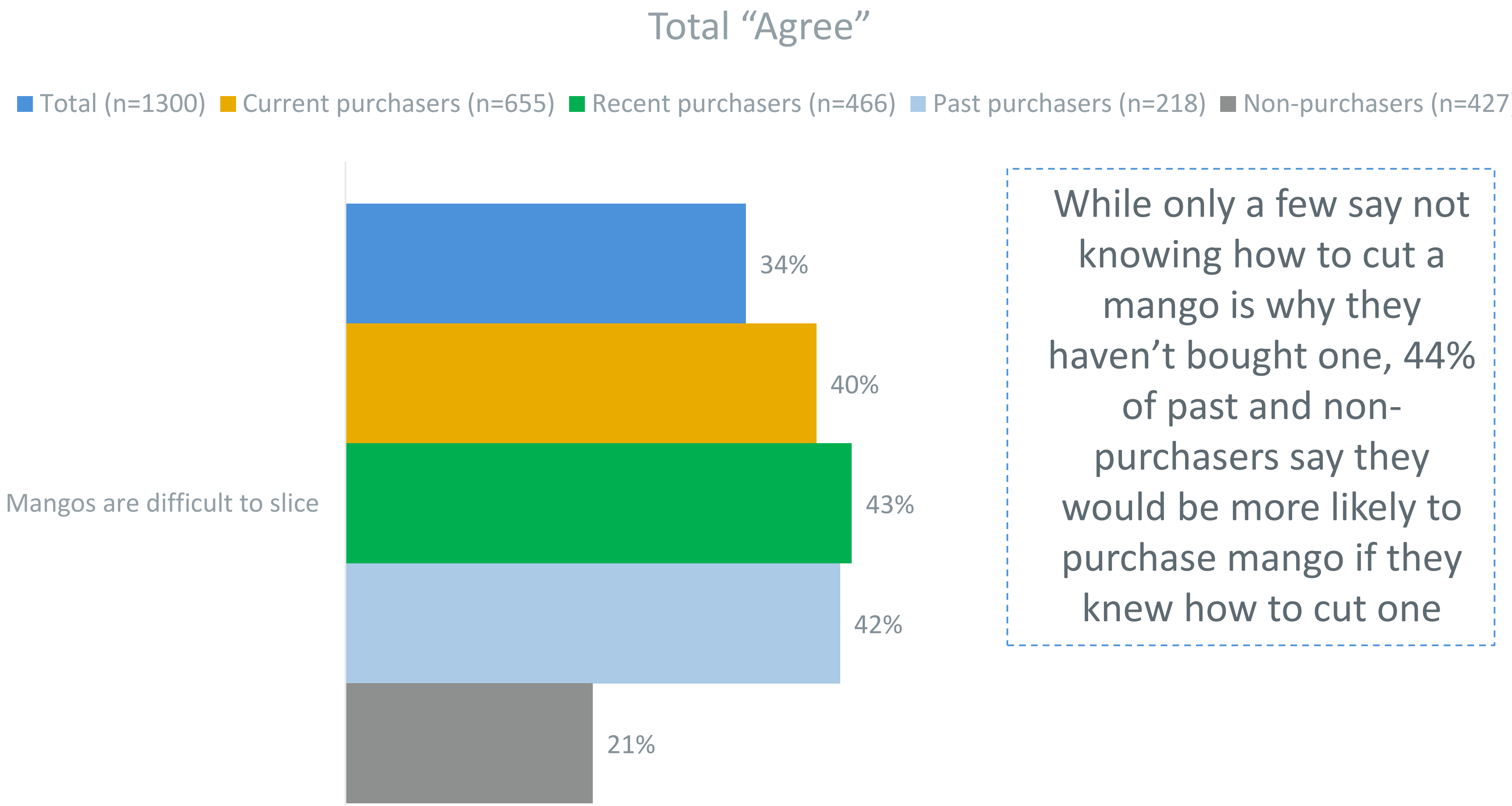
SLICING A MANGO

Two in five current purchasers agree that mangos are difficult to slice.



While only a few say not knowing how to cut a mango is why they haven't bought one, 44% of past and non-purchasers say they would be more likely to purchase mango if they knew how to cut one

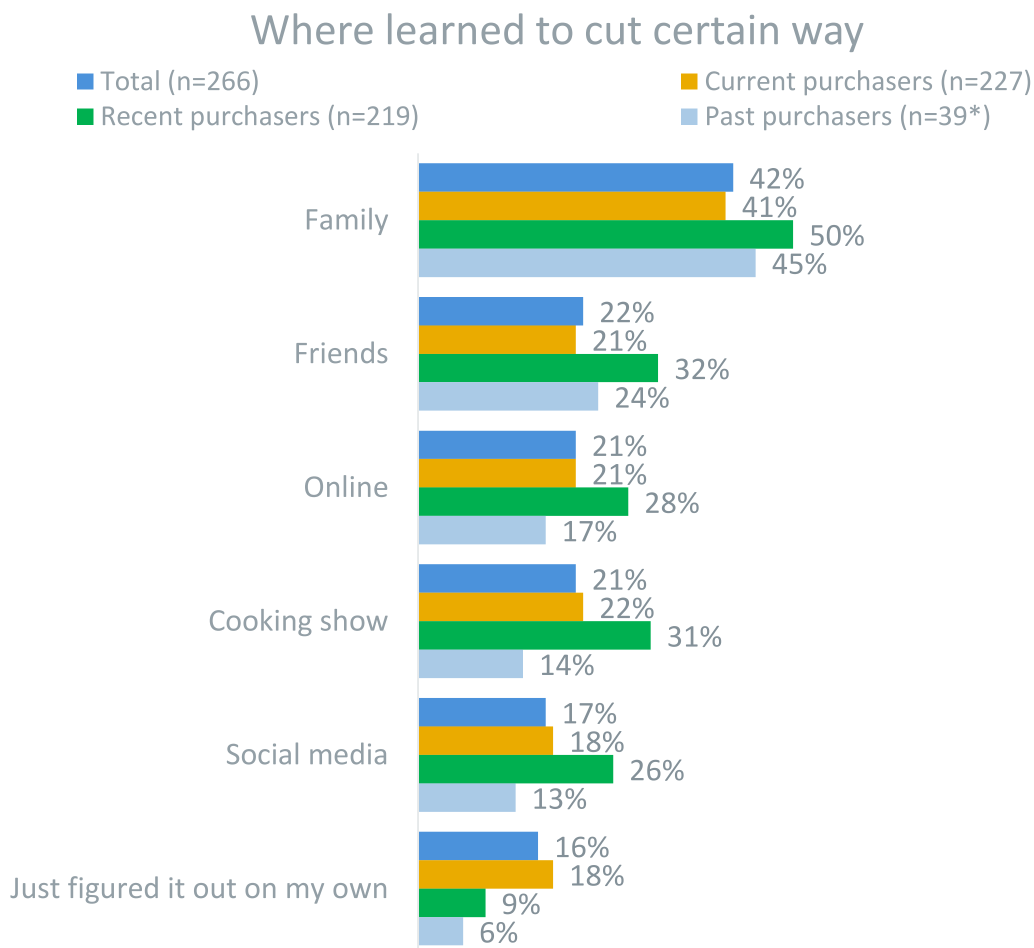
Q38. How much do you agree with each statement when thinking about fresh mangos?

Q43. IF PAST OR NON-PURCHASER: Would you be more likely to purchase mangos if you knew the best way to cut one, or would it make no difference?

PREFERRED MANGO CUTTING METHOD

Less than a third of past and current purchasers have a preferred way to cut a mango, and most of those that do learned it from a person they know.

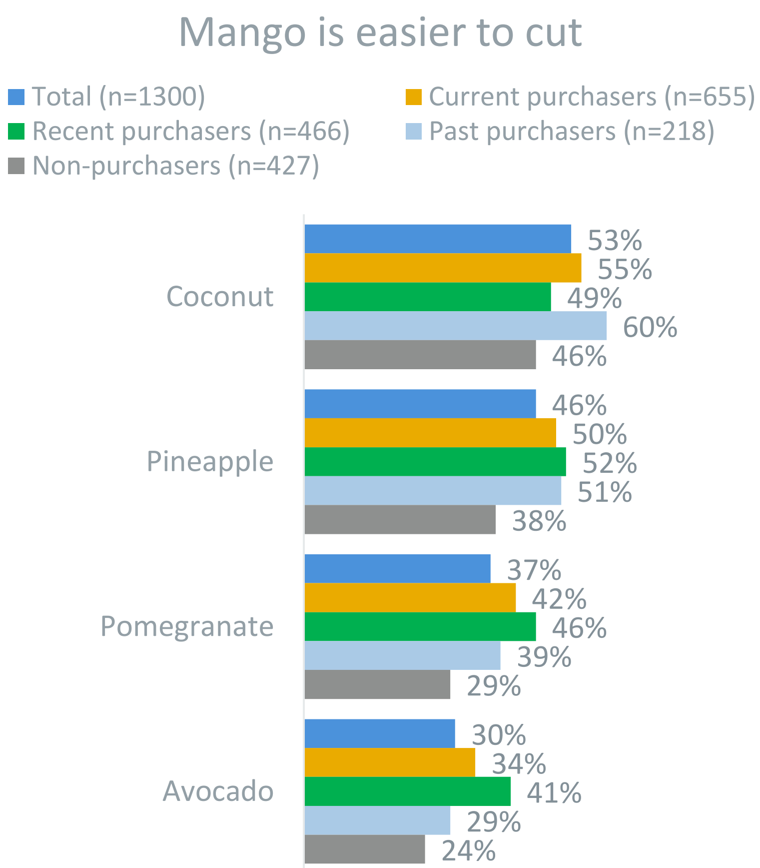
30% of respondents have a preferred way to cut a mango

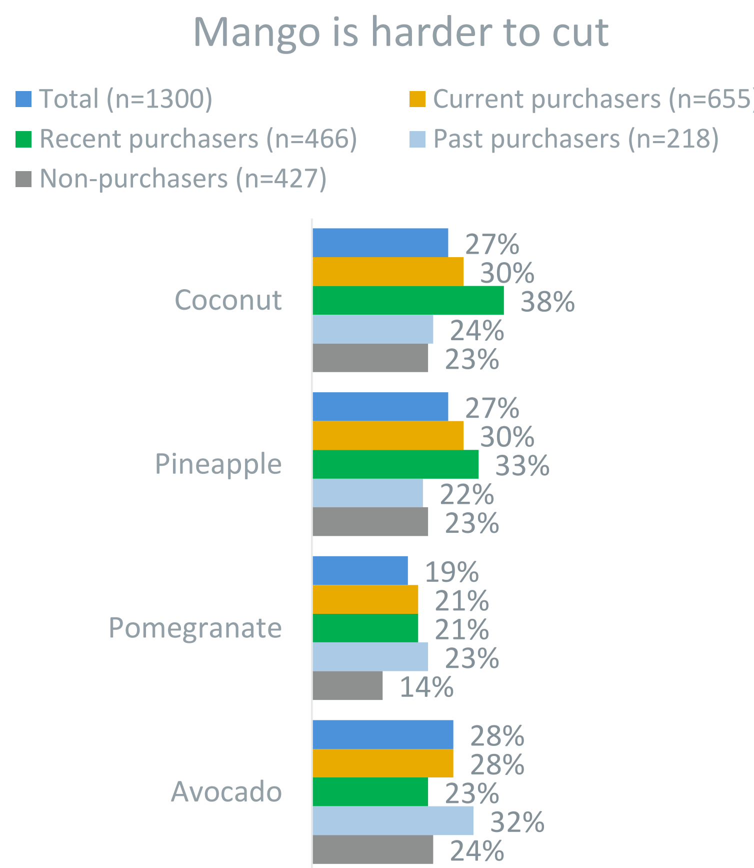


Q39. IF PAST OR CURRENT PURCHASER: Do you have a preferred way to cut a mango?
Q40. IF YES: Where did you learn that way?

CUTTING MANGOS VS. OTHER FRUITS

Mangos are generally seen as easier to cut than these other difficult fruits, but the avocado comes close. A number of recent purchasers see the mango as more difficult to cut than a coconut.





Q41. In your opinion, is a mango easier to cut or harder to cut than each of the following?

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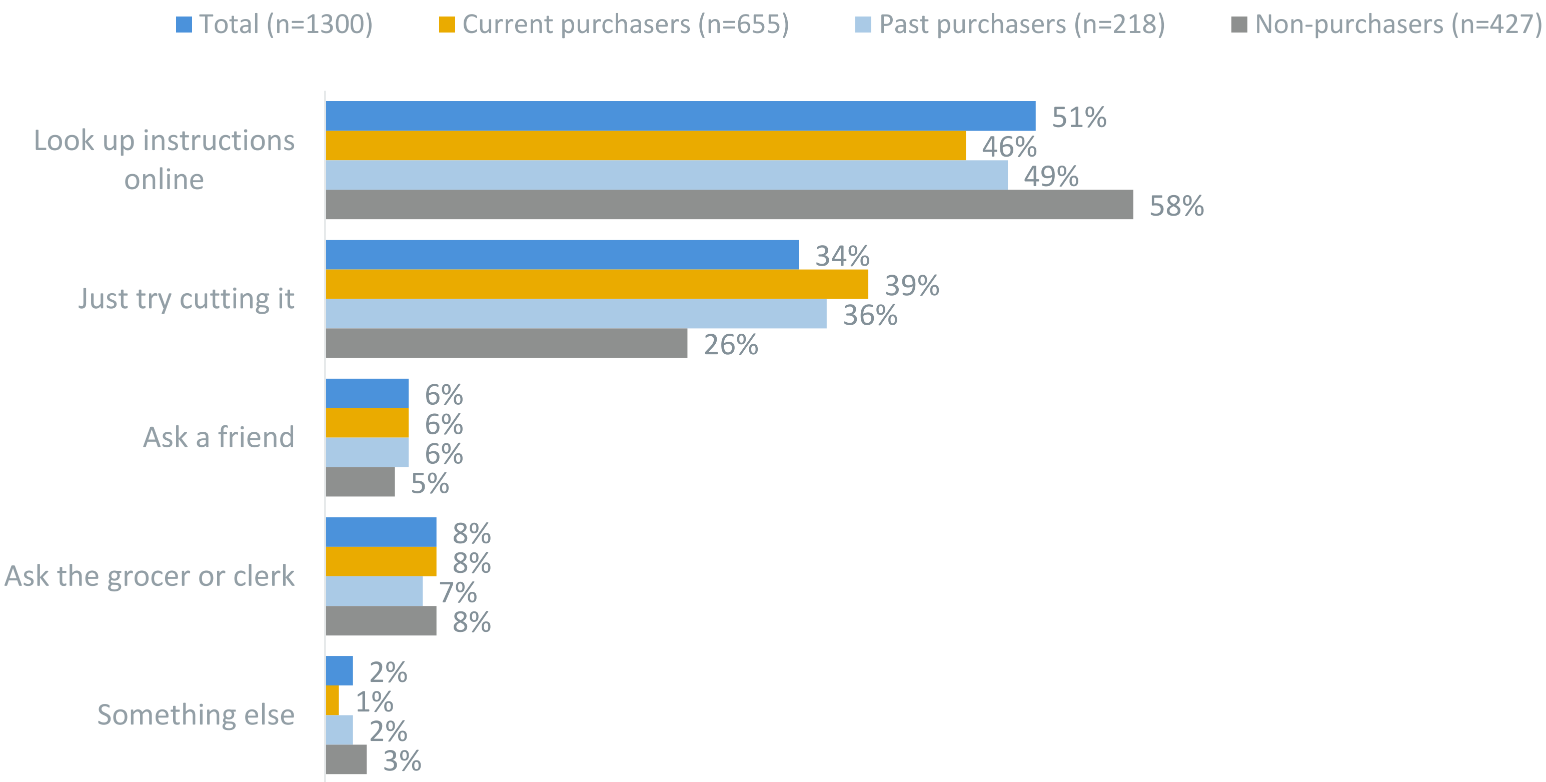
SOLUTIONS TO MANGO CUTTING PROBLEMS

If they were having difficulty cutting a mango, half of respondents would look up instructions online, while one-third would just try to cut it themselves.

Would "most likely" do to solve problem



Q42. If you purchased a mango and were unsure how to cut one, which of the following would you be most likely to do?

FLEISHMANHILLARD Mango.org

MANGO HEALTH AND NUTRITION

- Ninety-one percent (91%) of consumers believe mango is healthy, while just 2% disagree.
  - Those who believe it is healthy cite the general belief that all fruit is healthy or point to specific nutritional benefits.
  - Among the few who say mango is not healthy, most cite sugar concerns.
- Mango is seen as being at least as healthy as other kinds of fruit.
- Awareness of mango health benefits declined slightly from 2013, from 38% to 29%. Among recent purchasers, however, 57% report being aware of health benefits.
  - Two-thirds of consumers, including 56% of past purchasers and 46% of non-purchasers, say they would be more likely to buy mangos if they knew of its health benefits.
- Organic, sustainable, non-GMO, fair trade and worker-friendly mangos are all of interest to most current purchasers. Around half of past purchasers are interested.
  - Non-purchasers express less interest in these types of mangos, suggesting these would not be purchase drivers on their own for those who have never bought a mango.

Mango.org

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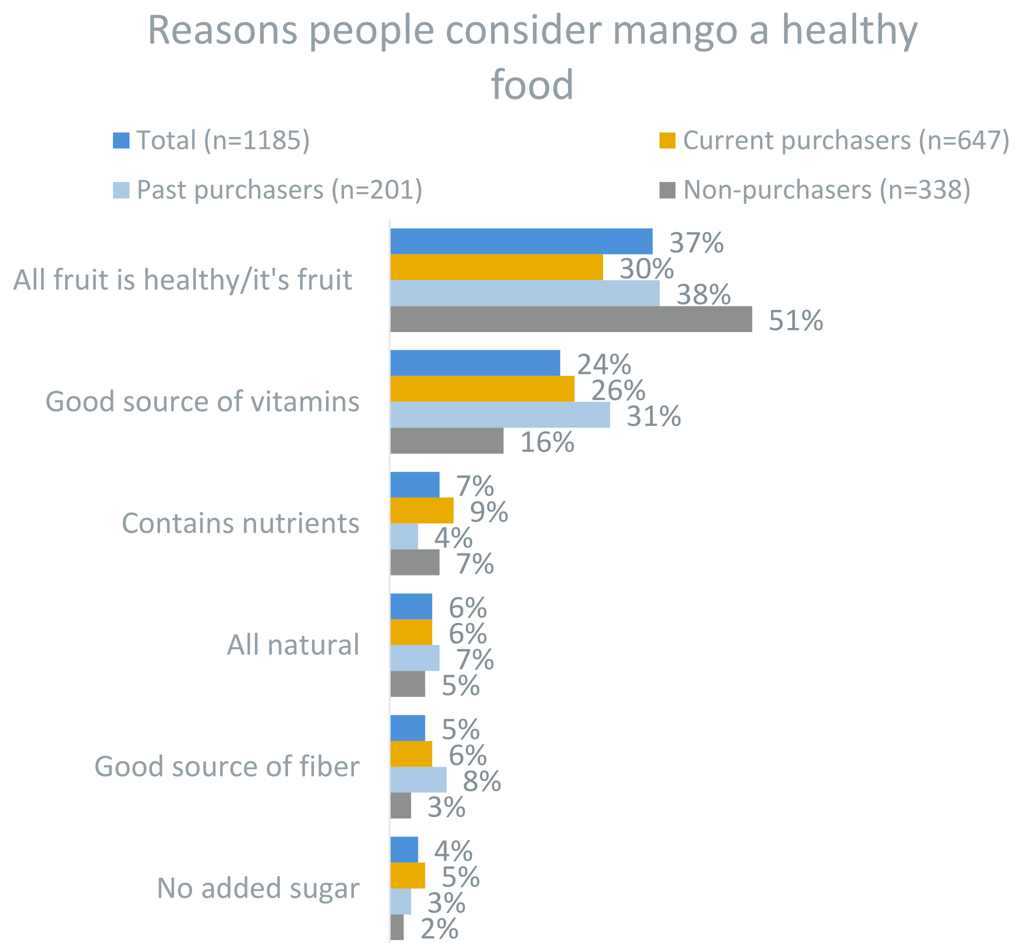
REASONS MANGOS ARE HEALTHY

The vast majority of consumers believe mangos are healthy, citing specific nutritional benefits or arguing that all fruit is healthy.

91% of respondents consider mangos to be a healthy fruit.

Just 2% consider mango unhealthy, of whom most cite sugar levels.



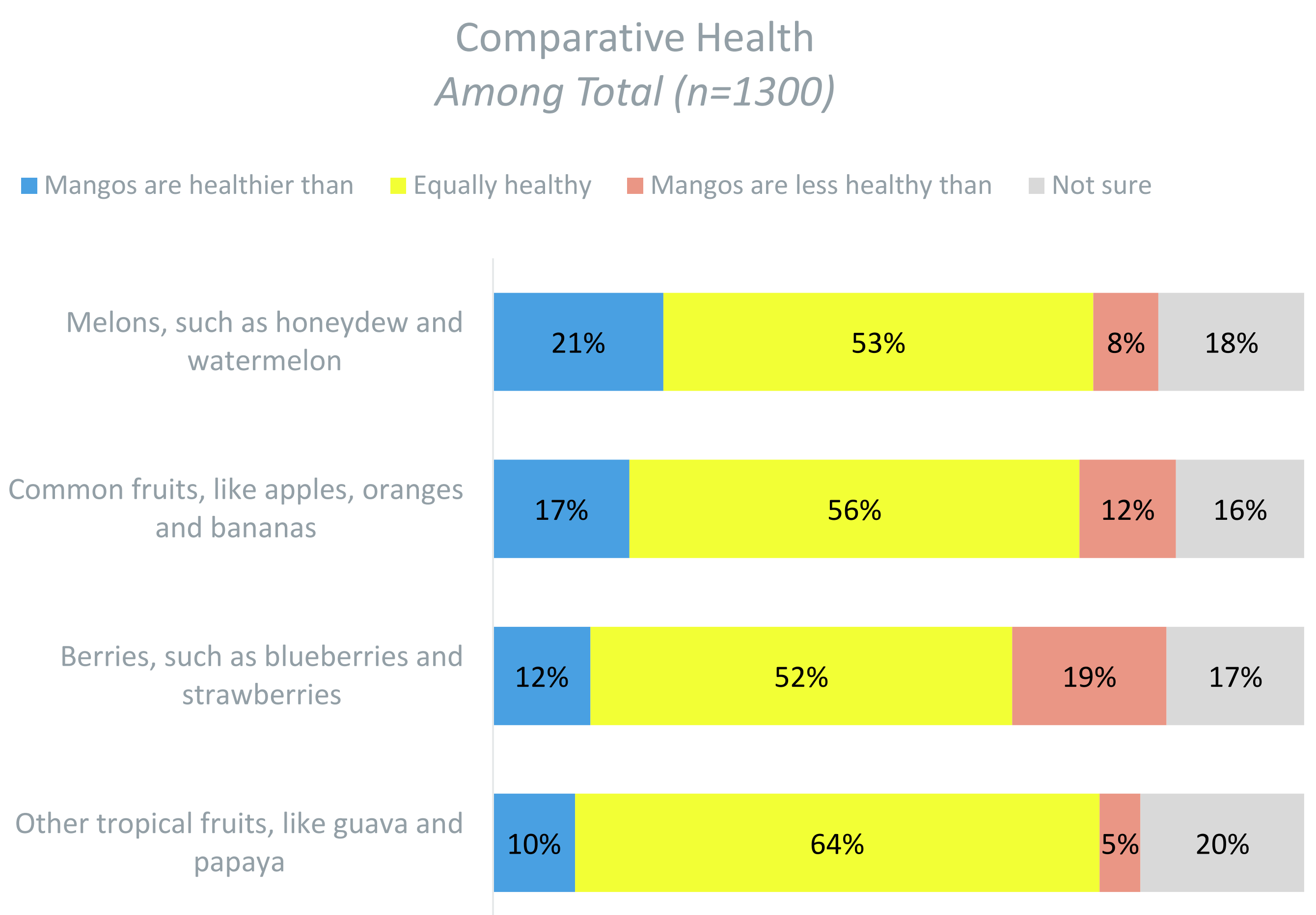
Q44: Do you consider mangos to be a healthy fruit?

Q45. IF CONSIDERS MANGO HEALTHY: Why do you consider mango a healthy food?

Q46. IF DOES NOT CONSIDER MANGO HEALTHY: Why do you do you not consider mango a healthy food?

WHAT FRUITS ARE THE HEALTHIEST

Majorities believe mangos are equally as healthy as these other fruit categories, and many don't feel they know enough to express an opinion. This could present an opportunity to educate the public about the comparative advantages of mango.



Nutrition influencers see these fruits as equally healthy, but those influencers who do choose a side consider mango healthier than each of these.

Q47. How about compared to the following fruits? Is mango healthier than, less healthy than or equally healthy as the following types of fruits?

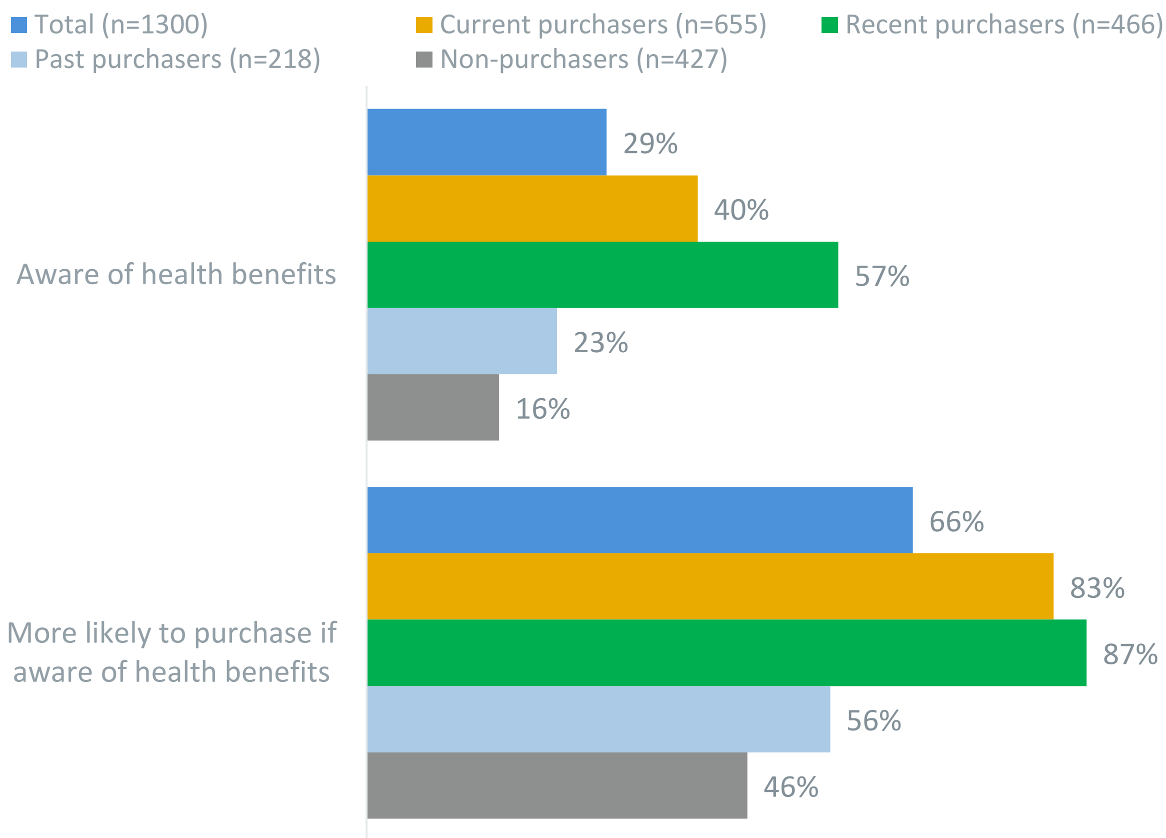
HEALTH FACTORS REGARDING MANGOS

Awareness of health benefits declined since 2013. Increasing this awareness may lead to increased consumption, including among non-purchasers.

% of respondents aware of any health benefits that mangos provide (Base: Total respondents)	
2013	2017
38%	29%

% of respondents think knowing mangos are healthy and nutritious makes them more likely to purchase mangos in the future (Base: Total respondents)	
2013	2017
61%	66%

Awareness of health benefits and their purchase impact



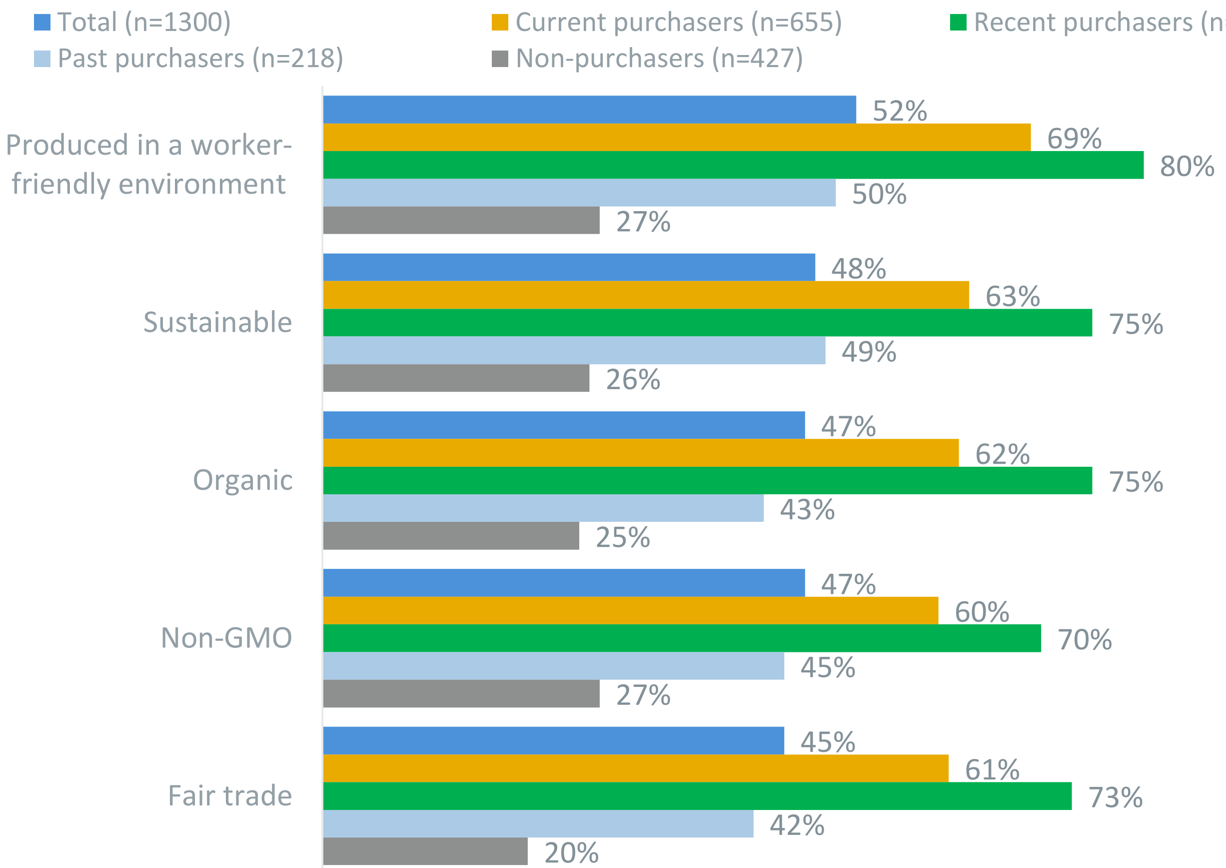
Q48. Are you aware of any health benefits that mangos provide?

Q49. Does/would knowing that mangos are healthy and nutritious make you more likely to purchase them in the future?

HEALTH FACTORS REGARDING MANGOS

Each of these descriptors carries a halo, so the high number saying they would be interested is to be expected. Notably, however, these descriptors do not translate into purchase drivers for non-purchasers, meaning these categories are more appealing to existing purchasers and could drive purchase intensity.

“Extremely” or “very” interested in purchasing types of mango



Each of these descriptors elicits a greater level of interest among nutrition influencers, people who describe their lifestyles in health-related ways, parents and year-round purchasers.

Total interested in 2013: (Base: Total respondents)

- Organic (30%)
- Sustainable (35%)

Q50. How interested are you in purchasing the following types of mangos?

UNAIDED COMMUNICATIONS RECALL

- Eighteen percent (18%) of consumers have seen, read or heard something about mangos in the past year.
  - There is a clear recency effect, with recent purchasers having been more likely to see something, and over half of recent purchasers saying they saw it in the past month.
- Though consumers overall cite social media, magazines and cooking shows as the leading sources of the information they have received, recent purchasers received their information from a greater variety of sources, most notably personal interactions via family, friends and nutritionists.
- The content most often seen was recipes and health information.
- The content that consumers saw had an overwhelmingly positive impact on their purchase intent. Seventy-eight percent (78%) of consumers say what they saw made them more likely to purchase mangos. Though a very small base size, even 56% of non-purchasers who saw something say it made them more likely to buy mangos.

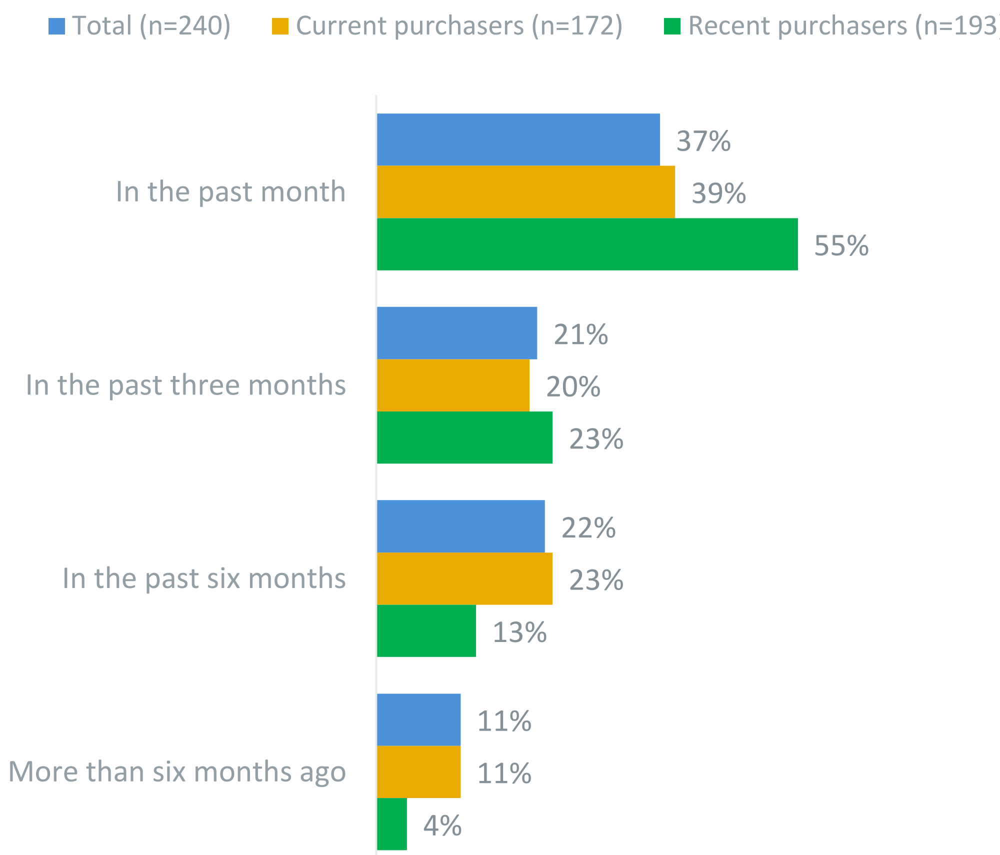
SEEN, READ OR HEARD MANGO INFORMATION

Fewer than one in five consumers have seen, read or heard anything about mangos in the past year, but 41% of recent purchasers have, more than half of whom saw something in the past month.

18% of respondents have seen, read or heard something about mangos in the past year, including 26% of current purchasers and 41% of recent purchasers.

Just 10% of non-purchasers (11% of past purchasers) have seen something.

When saw, read or heard information



Q51. In the past year, have you seen, read or heard anything about mangos?
Q52. IF SAW, READ OR HEARD ANYTHING: When did you see, read or hear that?

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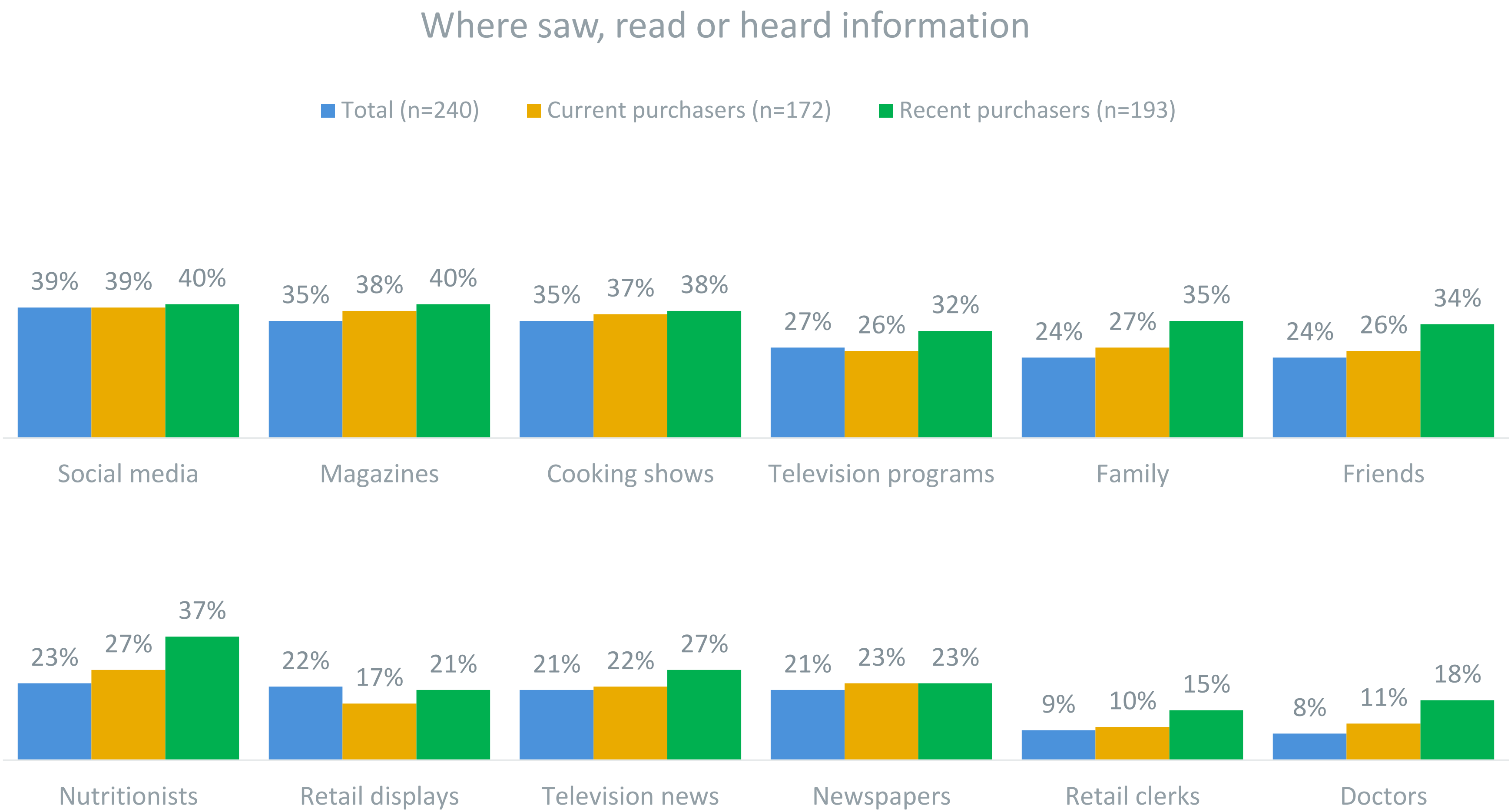
WHERE SAW, READ OR HEARD MANGO INFORMATION

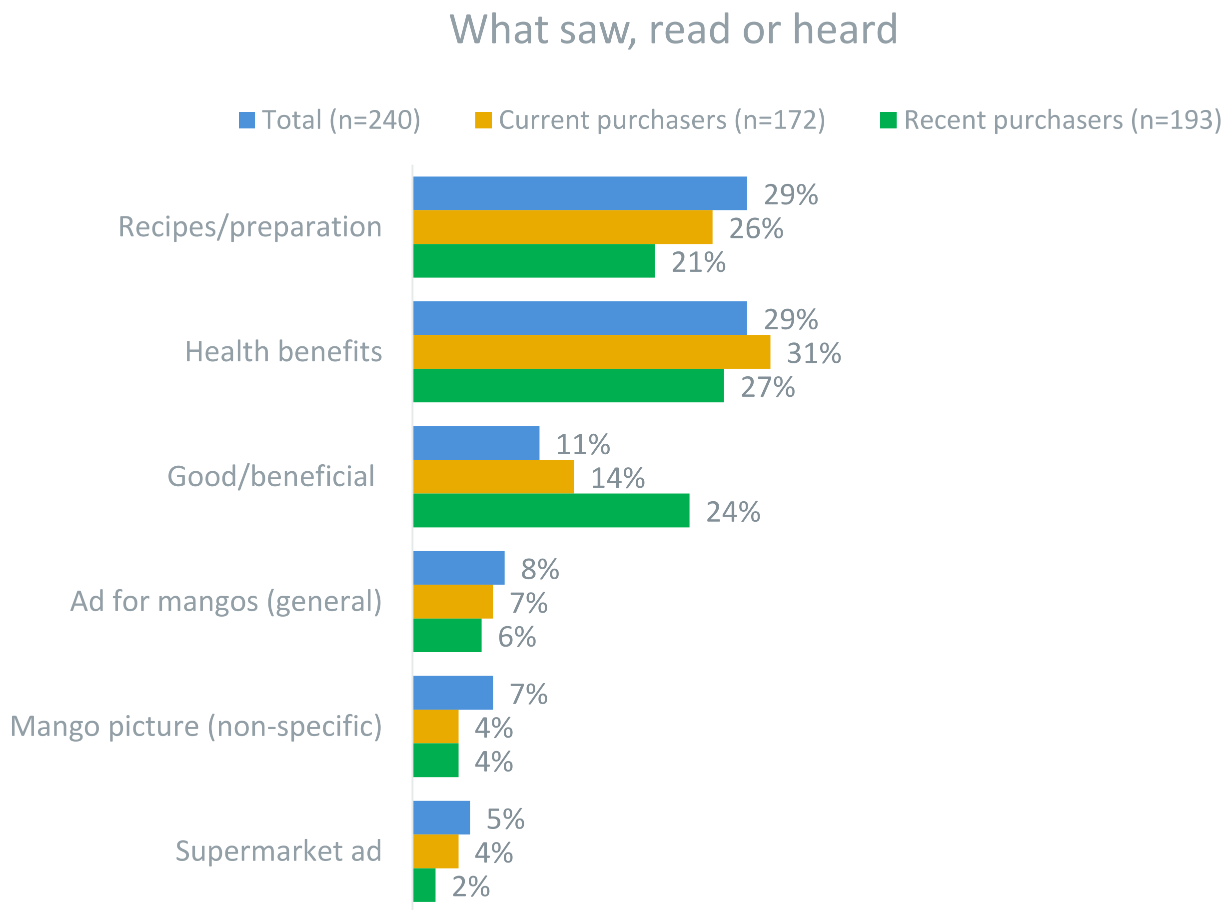
Social media, magazines and cooking shows are the leading sources that consumers recall.



Q54. IF SAW, READ OR HEARD ANYTHING: Where did you see, read or hear something about mangos?

WHAT SAW, READ OR HEARD ABOUT MANGOS

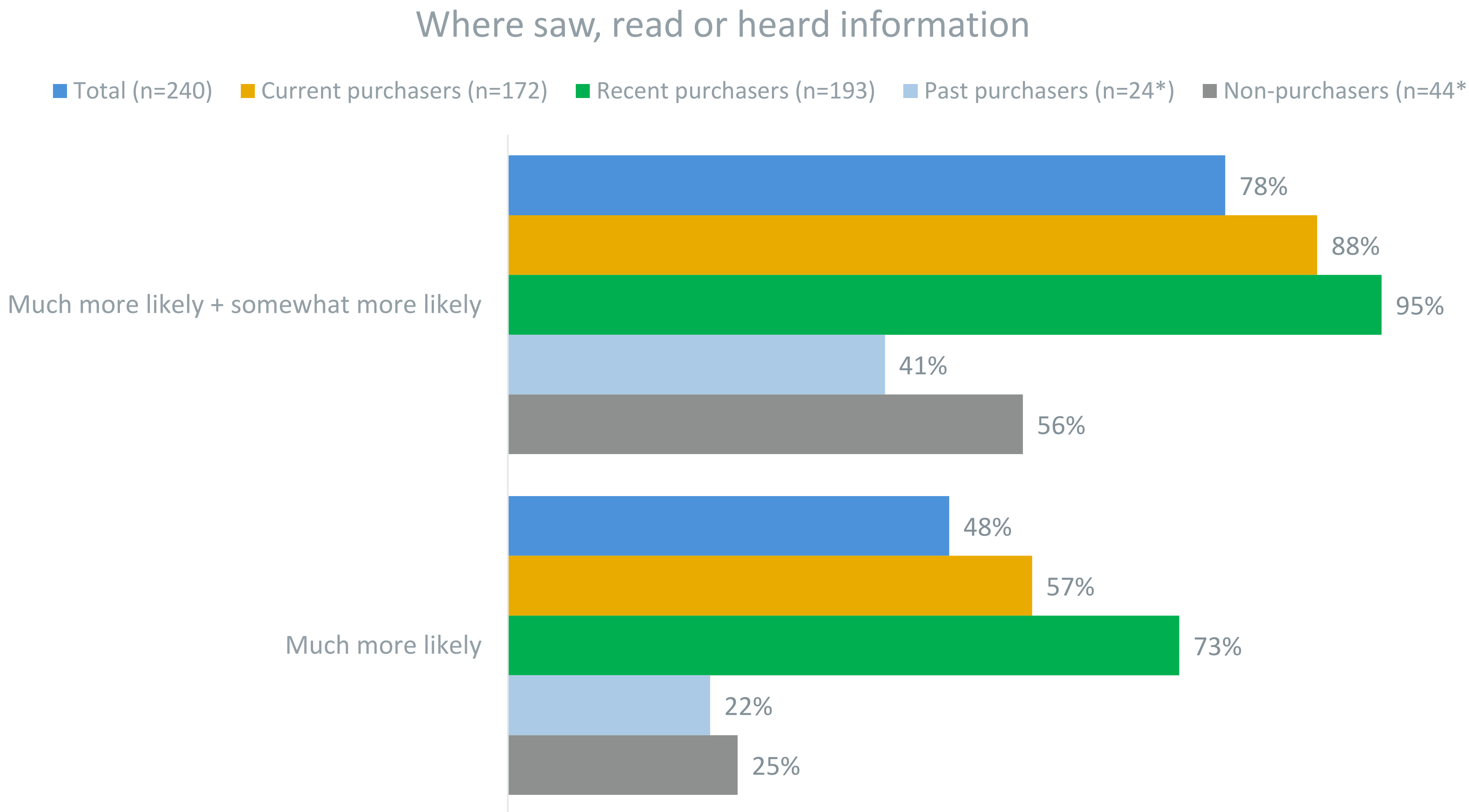
Of those who have seen something about mangos in the past year, recipes and health benefits were most commonly seen. Some recall advertising, but not in a specific way.



Q53. IF SAW, READ OR HEARD ANYTHING: Please describe what you saw, read or heard?

WHERE SAW, READ OR HEARD MANGO INFORMATION

Though few saw anything about mangos, what they did see had a strong, positive impact, making consumers more likely to purchase mangos.



Q55. IF SAW, READ OR HEARD ANYTHING: Did what you see, read or hear make you more likely or less likely to purchase mangos?

IMAGES

- Twenty eight percent (28%) of consumers have seen one of the images we included in the survey.
  - 17% saw the cutting instructions
  - 11% saw the NMB logo
  - 9% saw the nutrition infographic
  - 7% saw the retail bin
- Recent purchasers were more likely to have seen these images.
- Social media, retail displays and magazines are the leading places where these images were seen.
- The nutrition infographic and cutting instructions had the strongest impact on purchase intent, with nearly half of past purchasers responding well to them. Non-purchasers are not as moved by these images, but a third still say those two images make them more likely to buy mangos.

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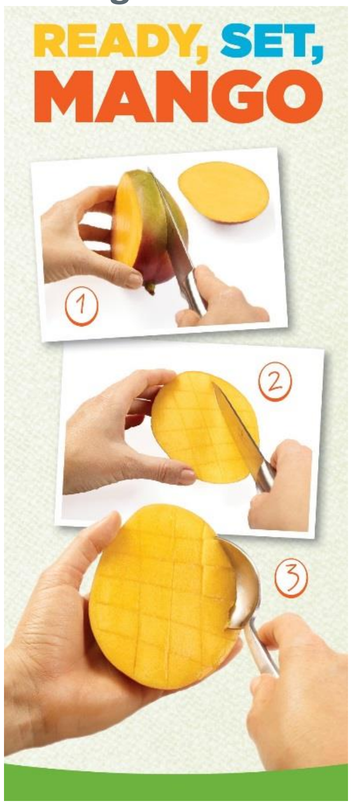
IMAGES TESTED

Cutting instructions



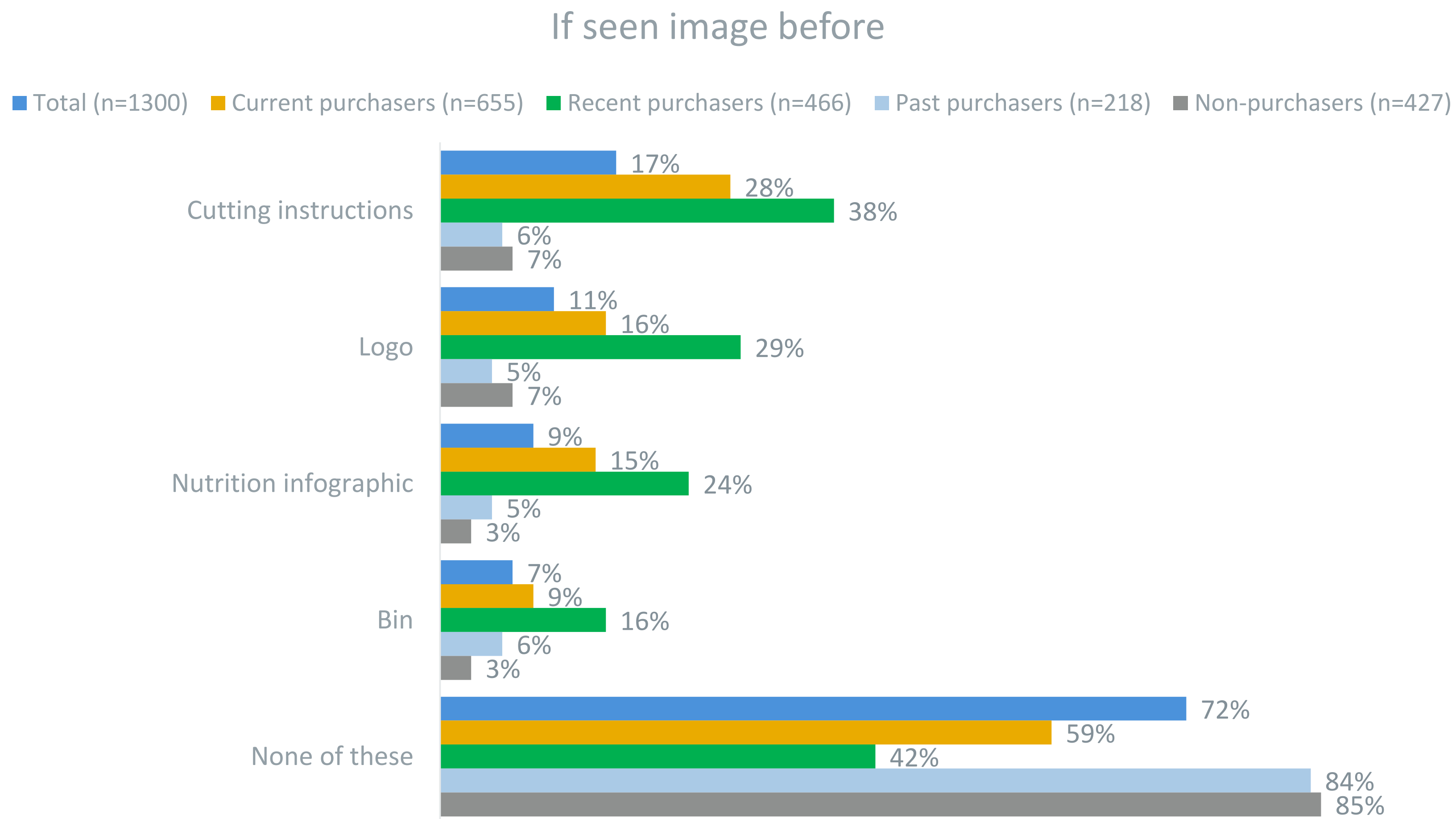
Nutrition infographic

Bin

Logo

IMAGE RECOGNITION

Most consumers have not been exposed to the images we included in the survey, but quite a few purchasers, and a majority of recent purchasers, saw at least one of them.



Q56. Please select each image that you have seen prior to today.

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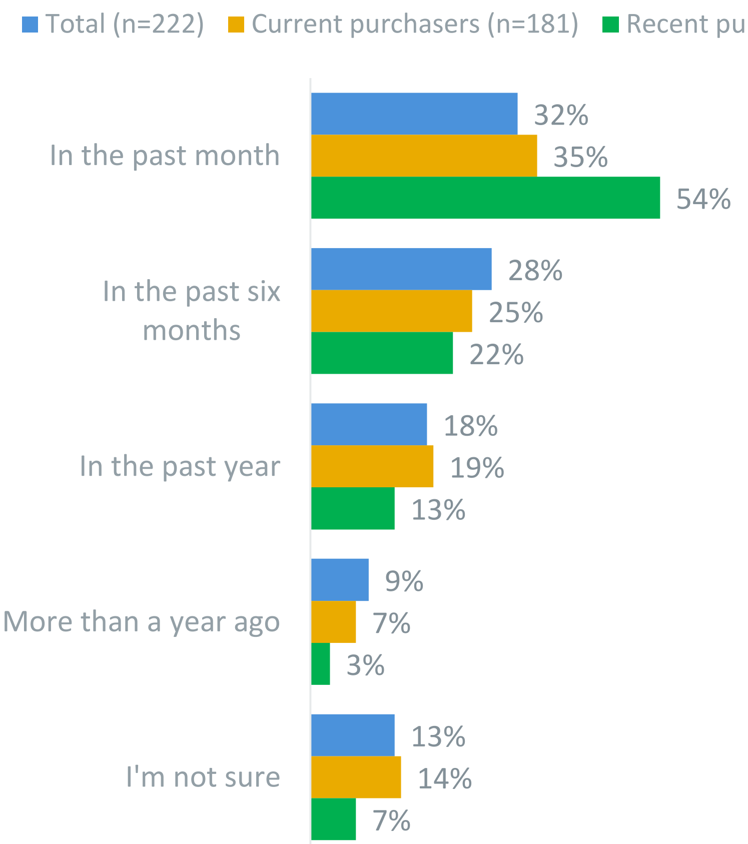
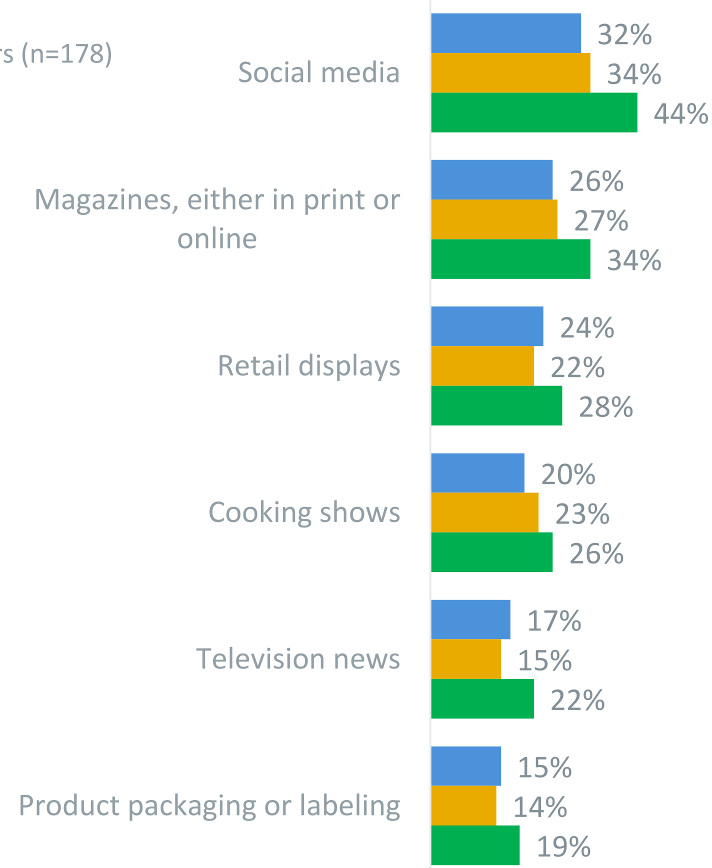
WHEN AND WHERE THE CUTTING INSTRUCTIONS WERE SEEN

Cutting instructions were most frequently seen on social media and in magazines, and within the past month.

When



Where

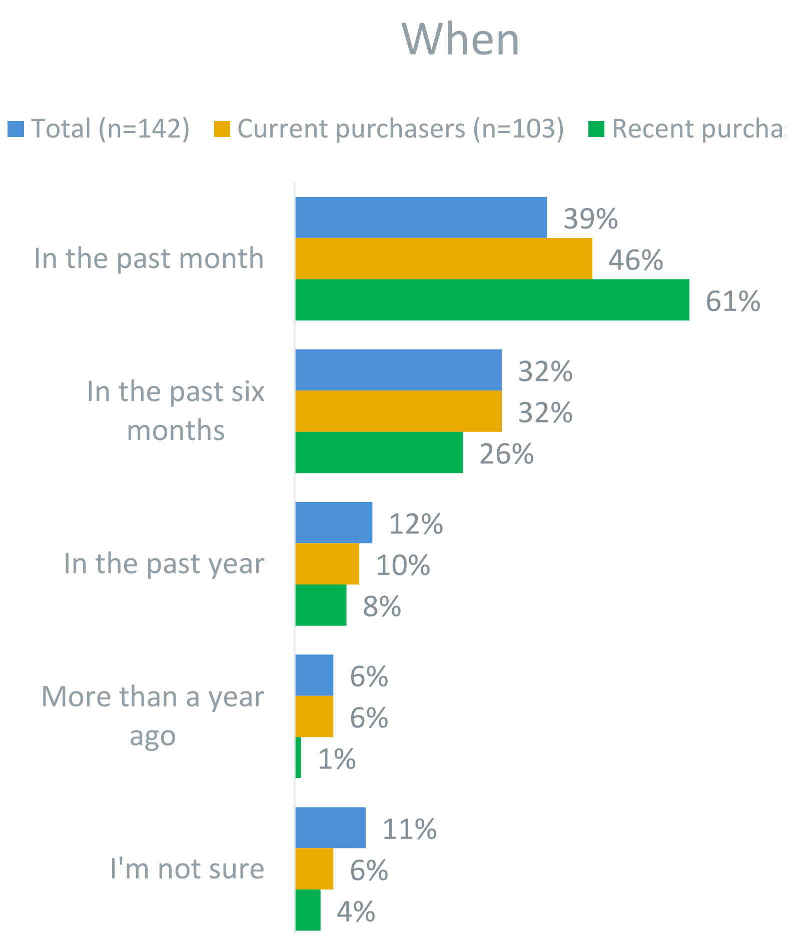


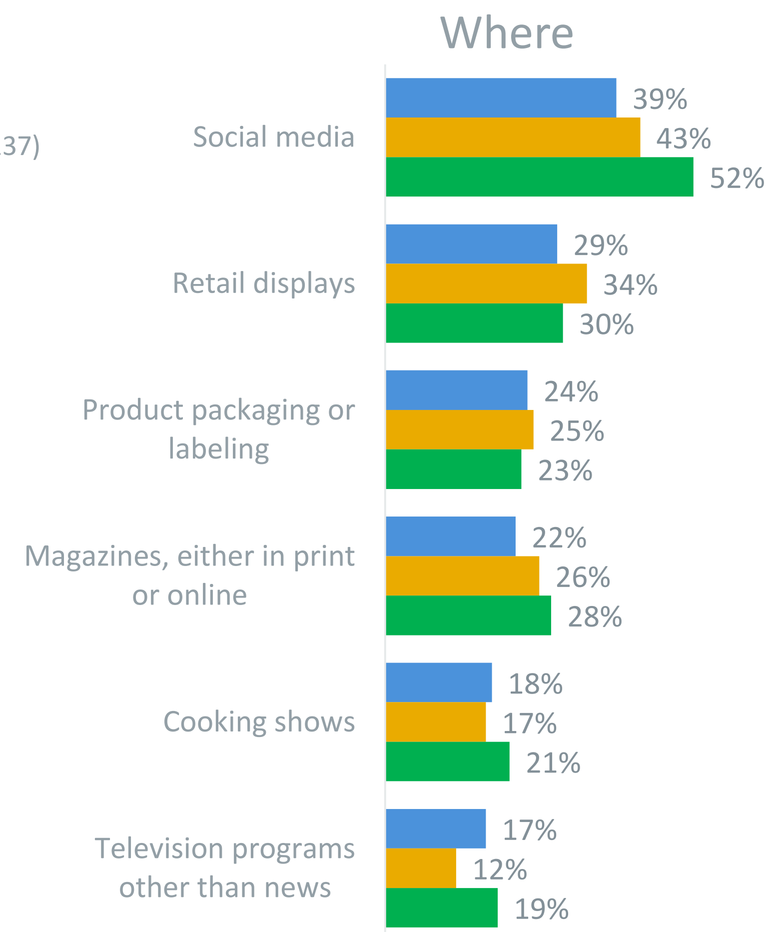
Q63. IF SAW CUTTING INSTRUCTIONS: When did you see this image?

Q64. IF SAW CUTTING INSTRUCTIONS : Where did you see this image?

WHEN AND WHERE THE LOGO WAS SEEN

Most of those who saw the NMB logo saw it within the past six months on social media, retail displays or packaging.



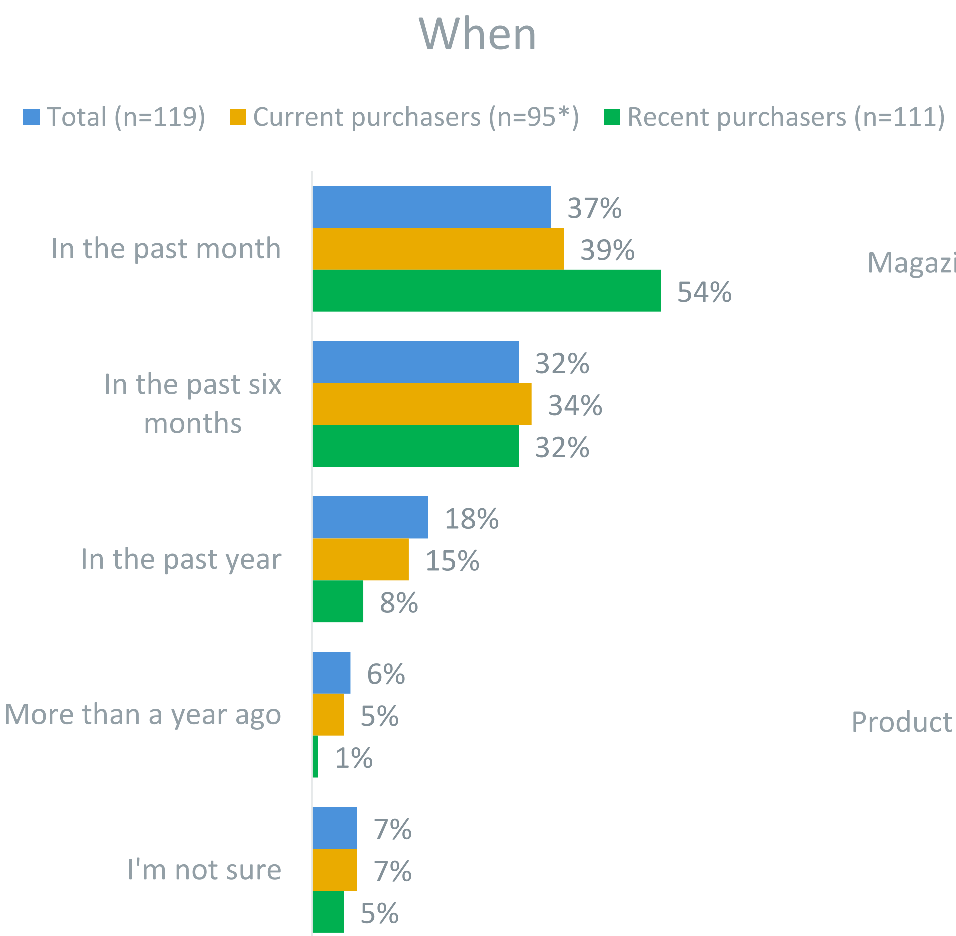


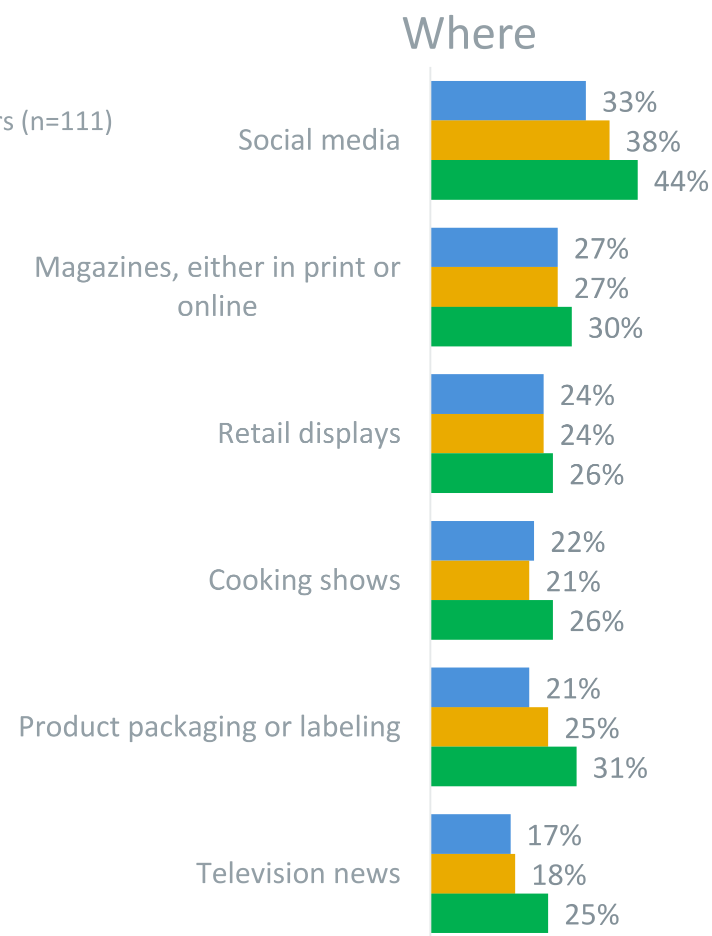
Q57. IF SAW LOGO: When did you see this image?

Q58. IF SAW LOGO: Where did you see this image?

WHEN AND WHERE THE NUTRITION INFOGRAPHIC WAS SEEN

The nutrition infographic was most frequently seen on social media and within the past month.



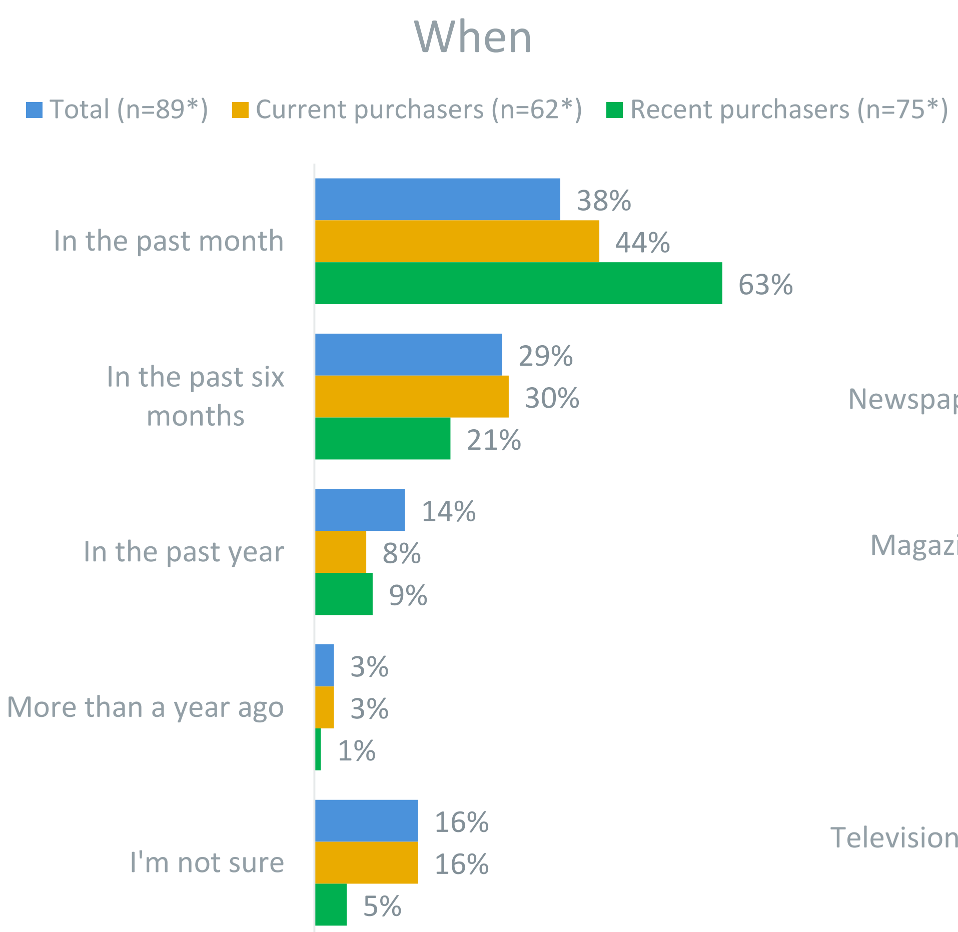


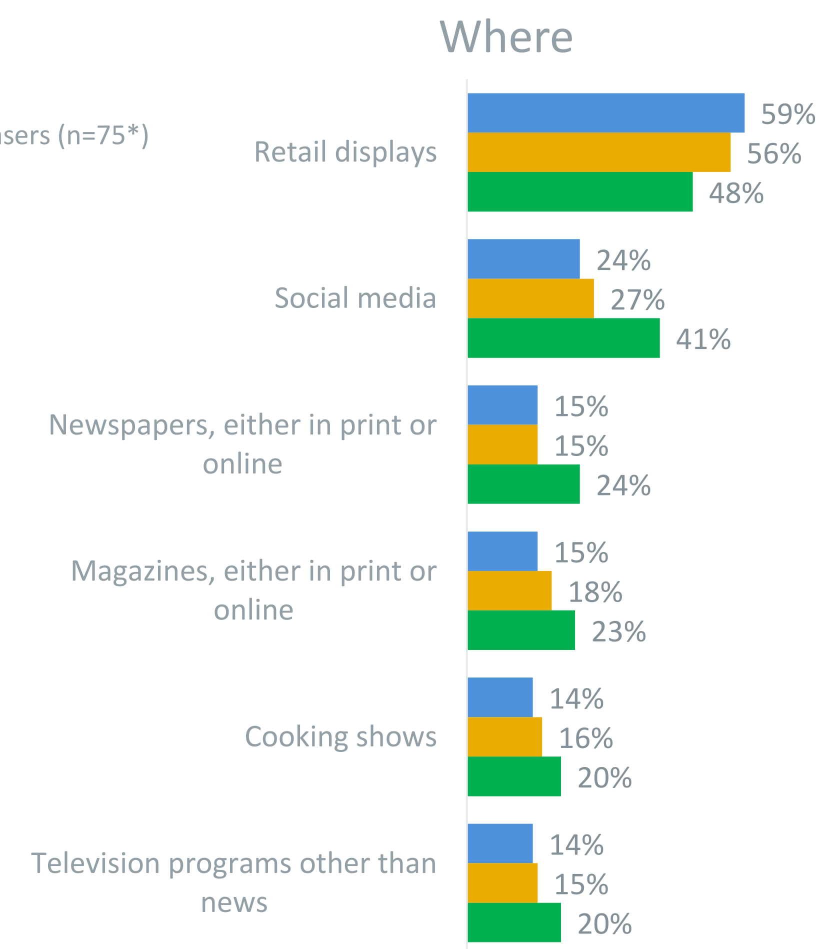
Q61. IF SAW NUTRITION INFOGRAPHIC: When did you see this image?

Q62. IF SAW NUTRITION INFOGRAPHIC : Where did you see this image?

WHEN AND WHERE THE BIN WAS SEEN

The bin was most frequently seen as part of retail displays, though 41% of recent purchasers say they saw it on social media.





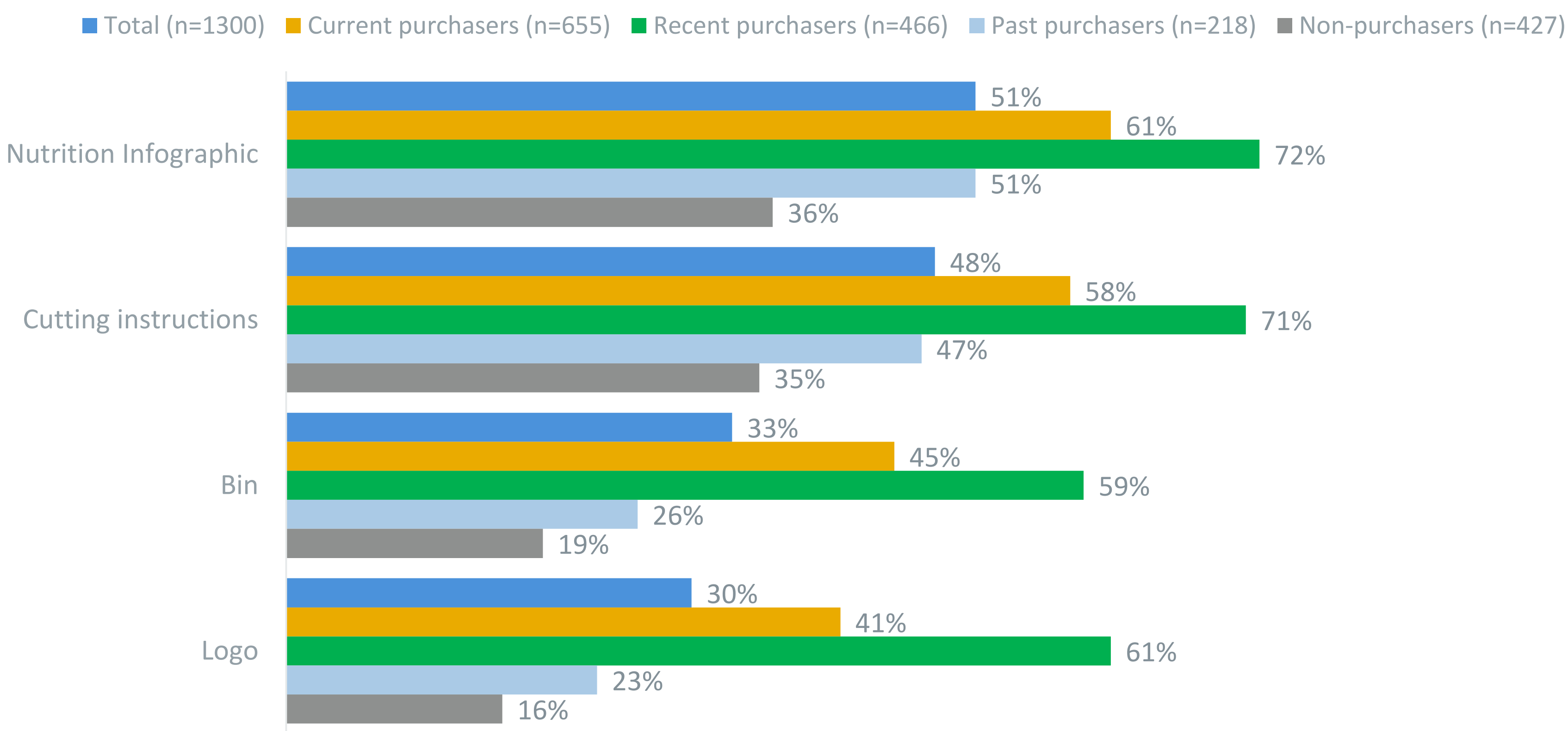
Q59. IF SAW BIN: When did you see this image?

Q60. IF SAW BIN: Where did you see this image?

IMAGE IMPACT ON PURCHASING

These images are more effective with purchasers than non-purchasers. If ads can drive purchase intensity, the impact of this discrepancy may be reduced, but ideally ads should elicit a higher level of interest from non-purchasers.

Make “much” or “somewhat” more likely to purchase mangos



Q65. For each image, please tell me whether it makes you more likely or less likely to purchase mangos?

MESSAGING

- Familiarity with the information we tested is low overall among consumers but much higher among current purchasers.
  - The low familiarity with this information among non-purchasers is, of course, due to their never having purchased a mango before, but it may also be part of the barrier to their purchasing one in the future.
- Cooking shows, family and friends are the main sources of this information, but nutritionists have played a surprising role in teaching people about the calorie and nutrient content of mangos.
- Consumers do not consider this information they need to know, meaning it is unlikely to be information they seek out on their own. This argues for an active communications plan that brings information to consumers rather than a plan that puts up information for consumers to find.
- The nutrition information leads in terms of driving purchase intent, while information on how to select a mango is seen as most useful.

Mango.org

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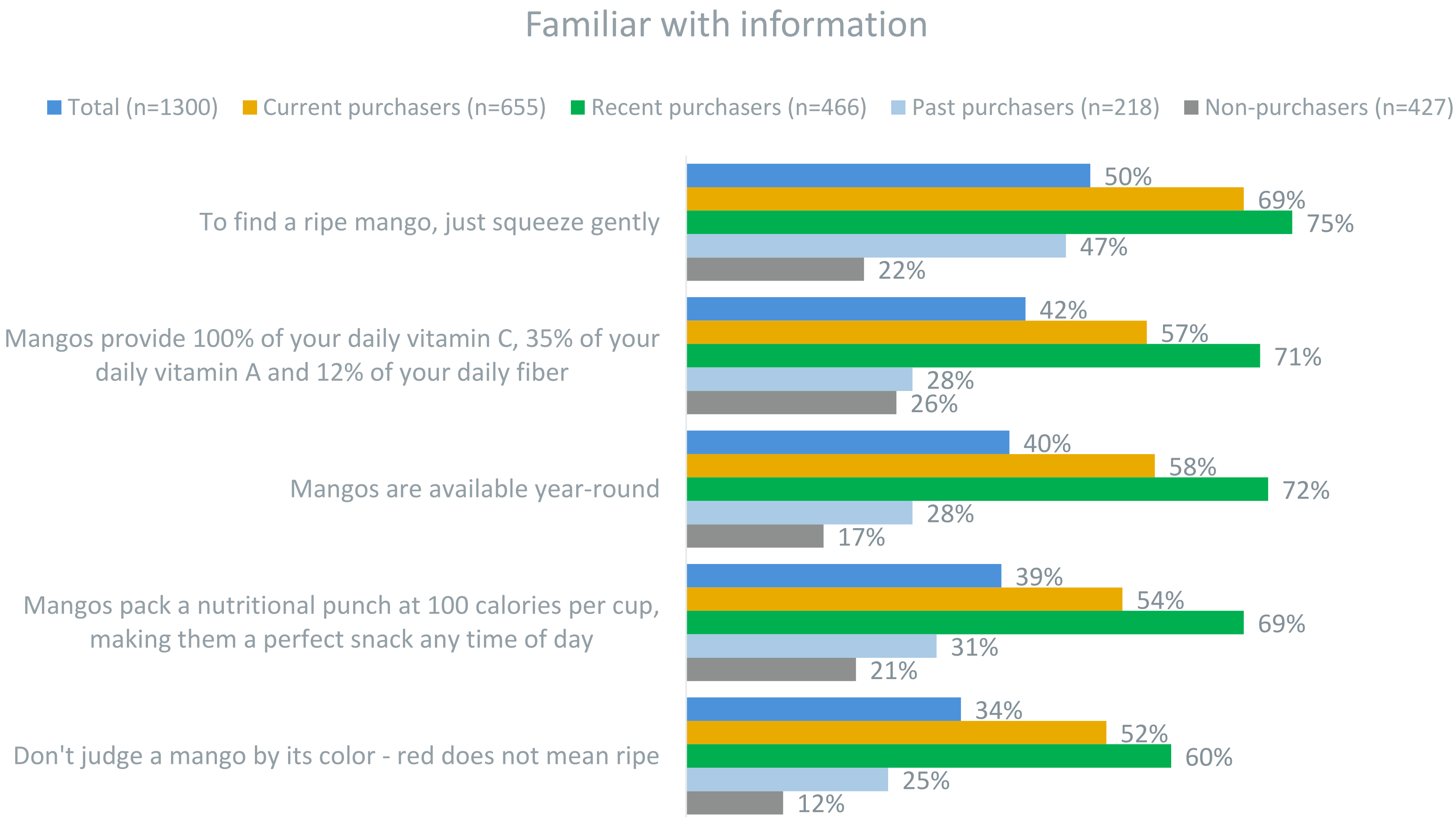
FAMILIARITY OF MANGO INFORMATION

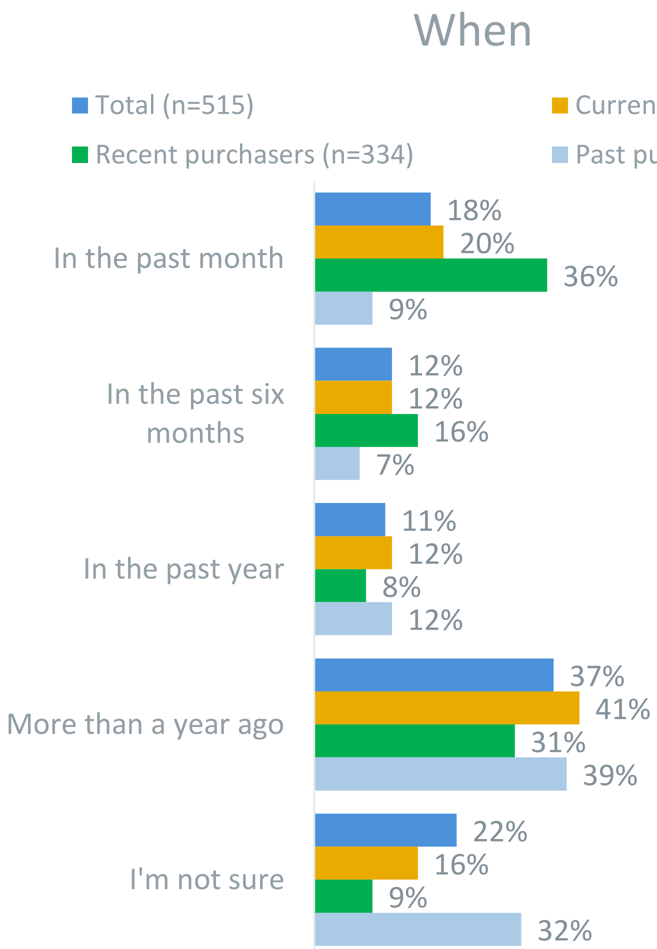
The information gap between purchasers and non-purchasers is apparent, but even among purchasers, awareness is arguably low, particularly on seasonality and color.

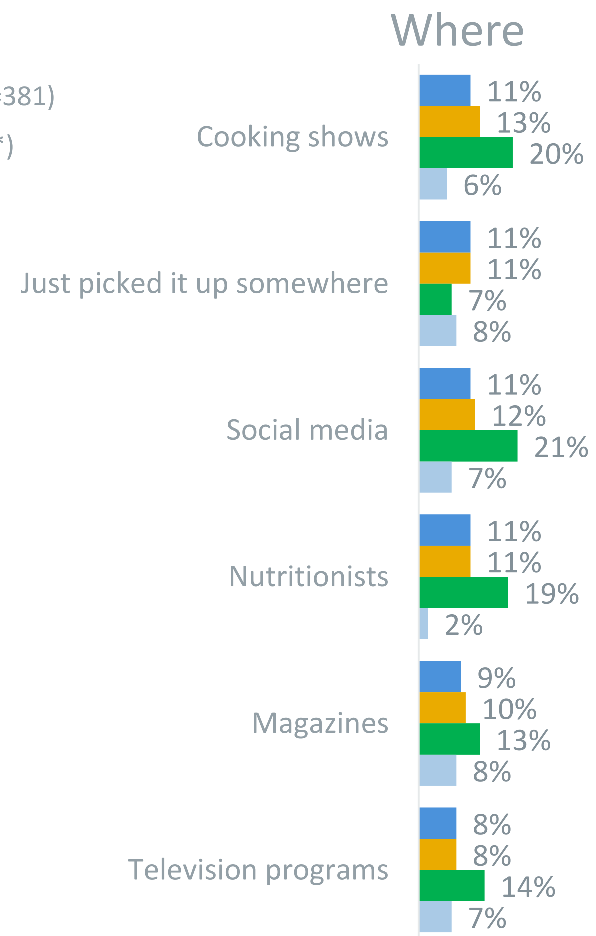


Q66. For each statement, please indicate whether this information is familiar to you or not?

WHEN AND WHERE "MANGOS ARE AVAILABLE YEAR-ROUND" WAS SEEN

People learn that mangos are in season year-round from many sources. Notably, 36% of recent purchasers only learned this information in the past month.





Q67. IF FAMILIAR WITH STATEMENT: When did you become familiar with each of the following?
Q68. IF FAMILIAR WITH STATEMENT: Where did you learn this information about mangos?

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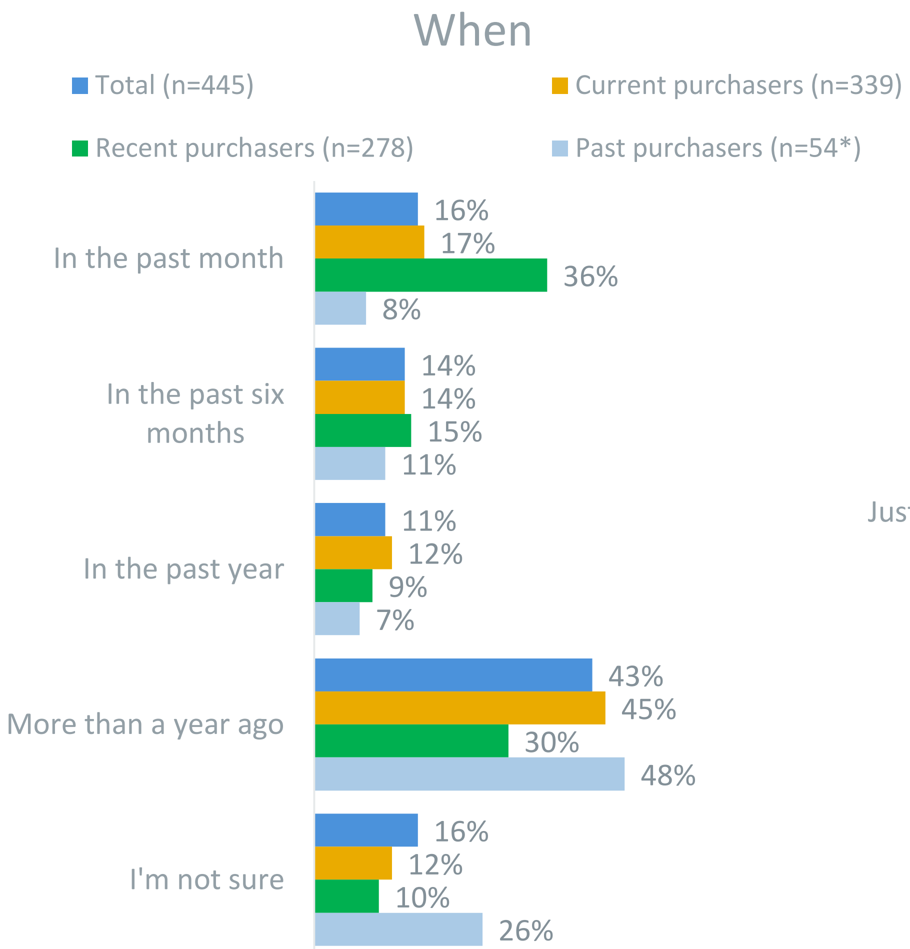
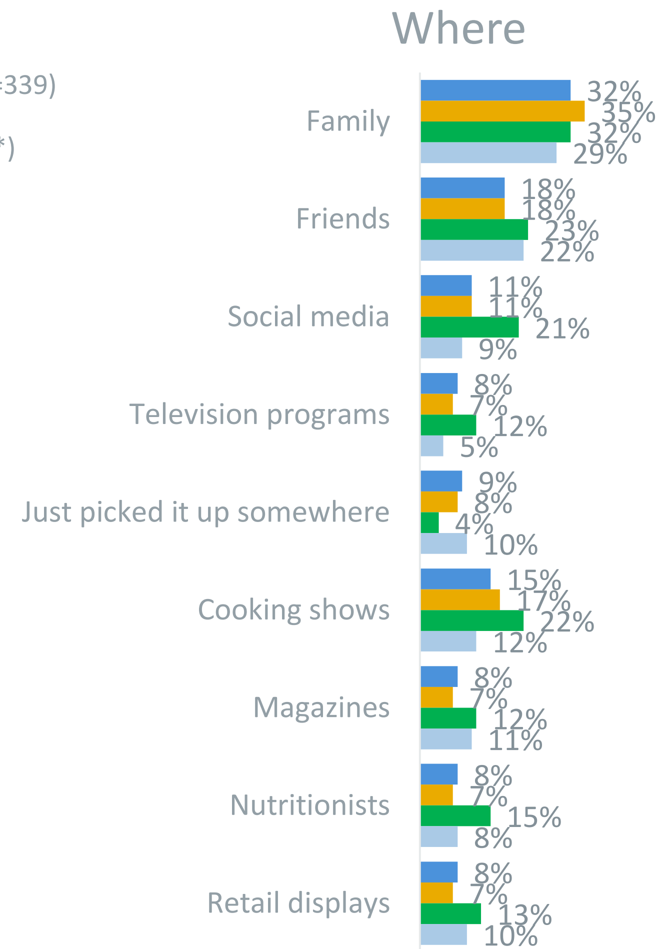
WHEN AND WHERE "DON'T JUDGE A MANGO BY ITS COLOR - RED DOES NOT MEAN RIPE" WAS SEEN

Most people learn that color is not related to ripeness from someone they know.





Q67. IF FAMILIAR WITH STATEMENT: When did you become familiar with each of the following?
Q68. IF FAMILIAR WITH STATEMENT: Where did you learn this information about mangos?

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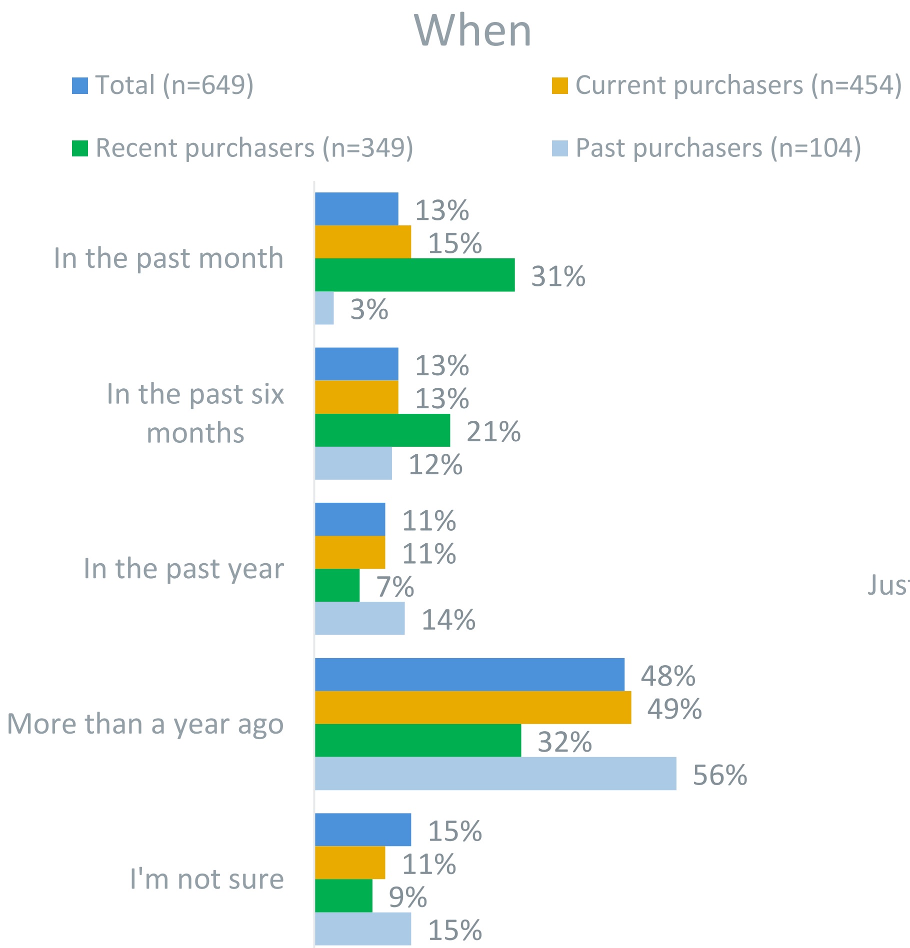
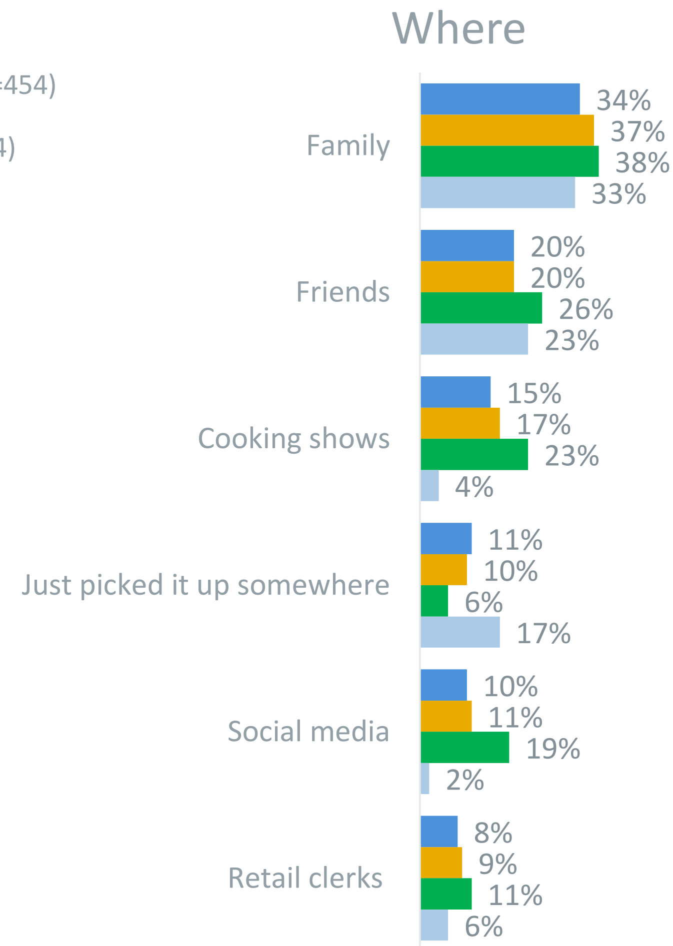
WHEN AND WHERE "TO FIND A RIPE MANGO, JUST SQUEEZE GENTLY" WAS SEEN

The ripeness test is mostly learned from personal acquaintances, but some learned this from a retail clerk.



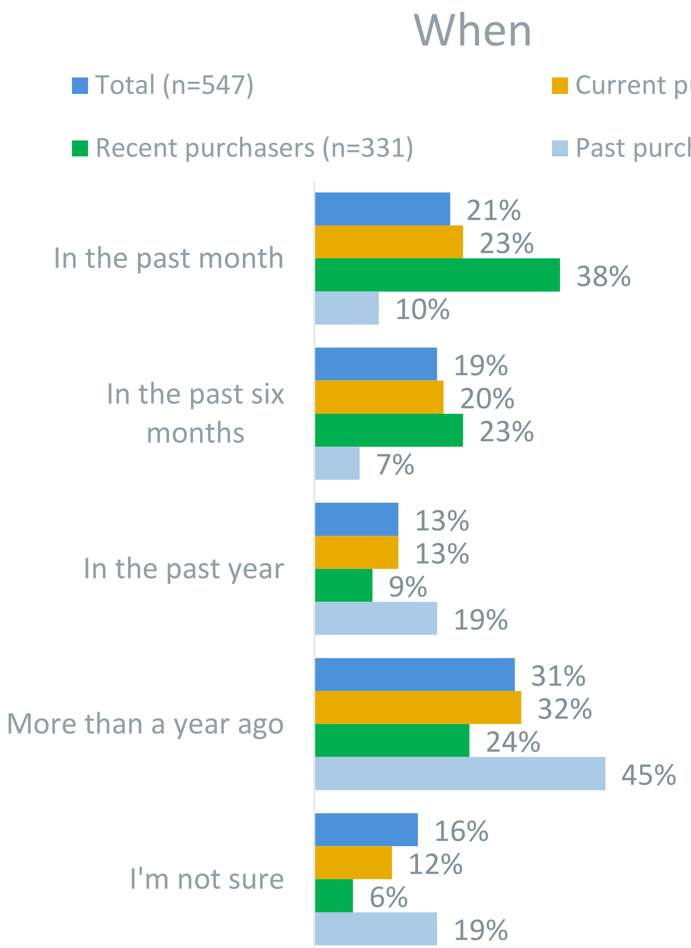


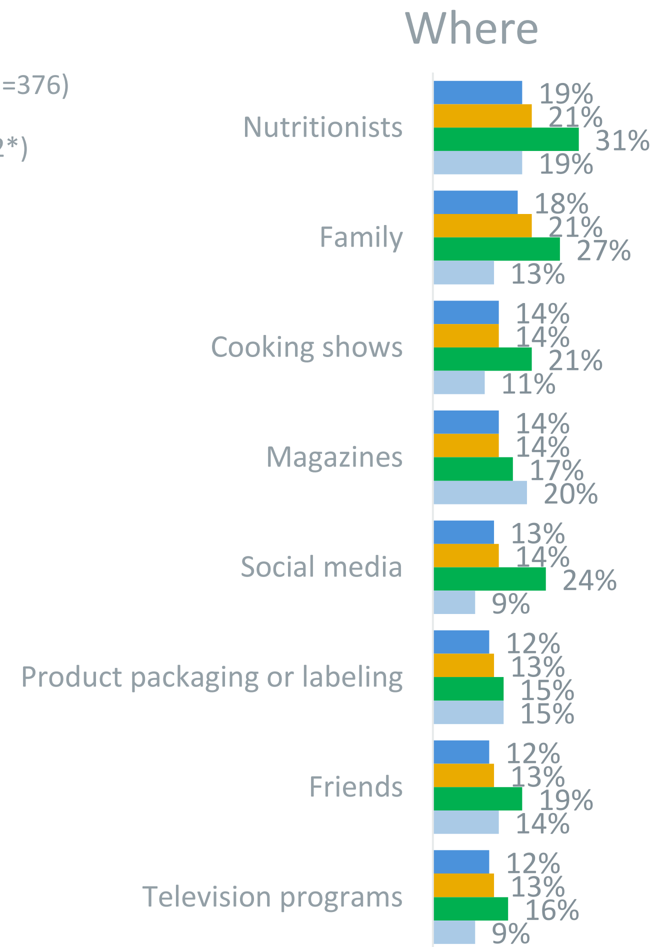
Q67. IF FAMILIAR WITH STATEMENT: When did you become familiar with each of the following?

Q68. IF FAMILIAR WITH STATEMENT: Where did you learn this information about mangos?

WHEN AND WHERE "MANGOS PROVIDE 100% OF YOUR DAILY VITAMIN C, 35% OF YOUR DAILY VITAMIN A AND 12% OF YOUR DAILY FIBER" WAS SEEN

Detailed nutrition information most frequently comes from nutritionists and families, but many other, smaller sources contribute much of this awareness.





Q67. IF FAMILIAR WITH STATEMENT: When did you become familiar with each of the following?

Q68. IF FAMILIAR WITH STATEMENT: Where did you learn this information about mangos?

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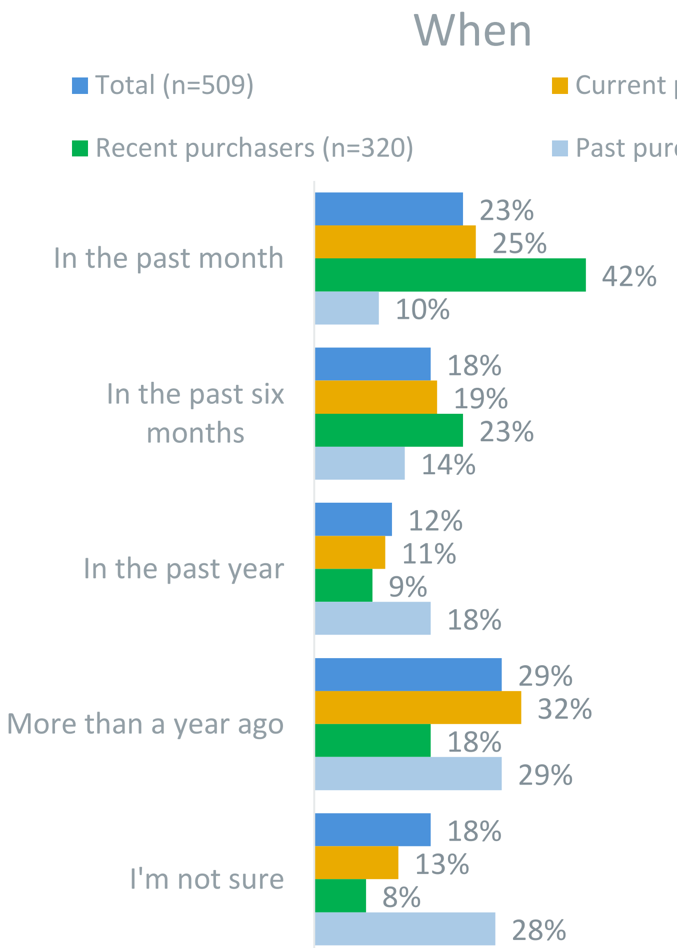
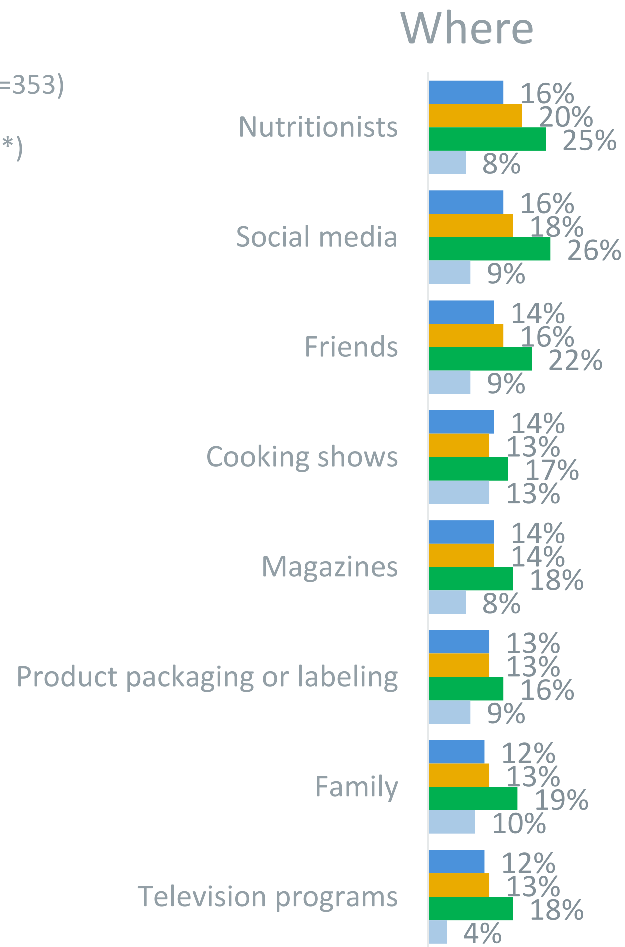
WHEN AND WHERE "MANGOS PACK A NUTRITIONAL PUNCH AT 100 CALORIES PER CUP, MAKING THEM A PERFECT SNACK ANY TIME OF DAY" WAS SEEN

As with the information about micro-nutrients, nutritionists are the most common source of this information, but many other sources exist as well.



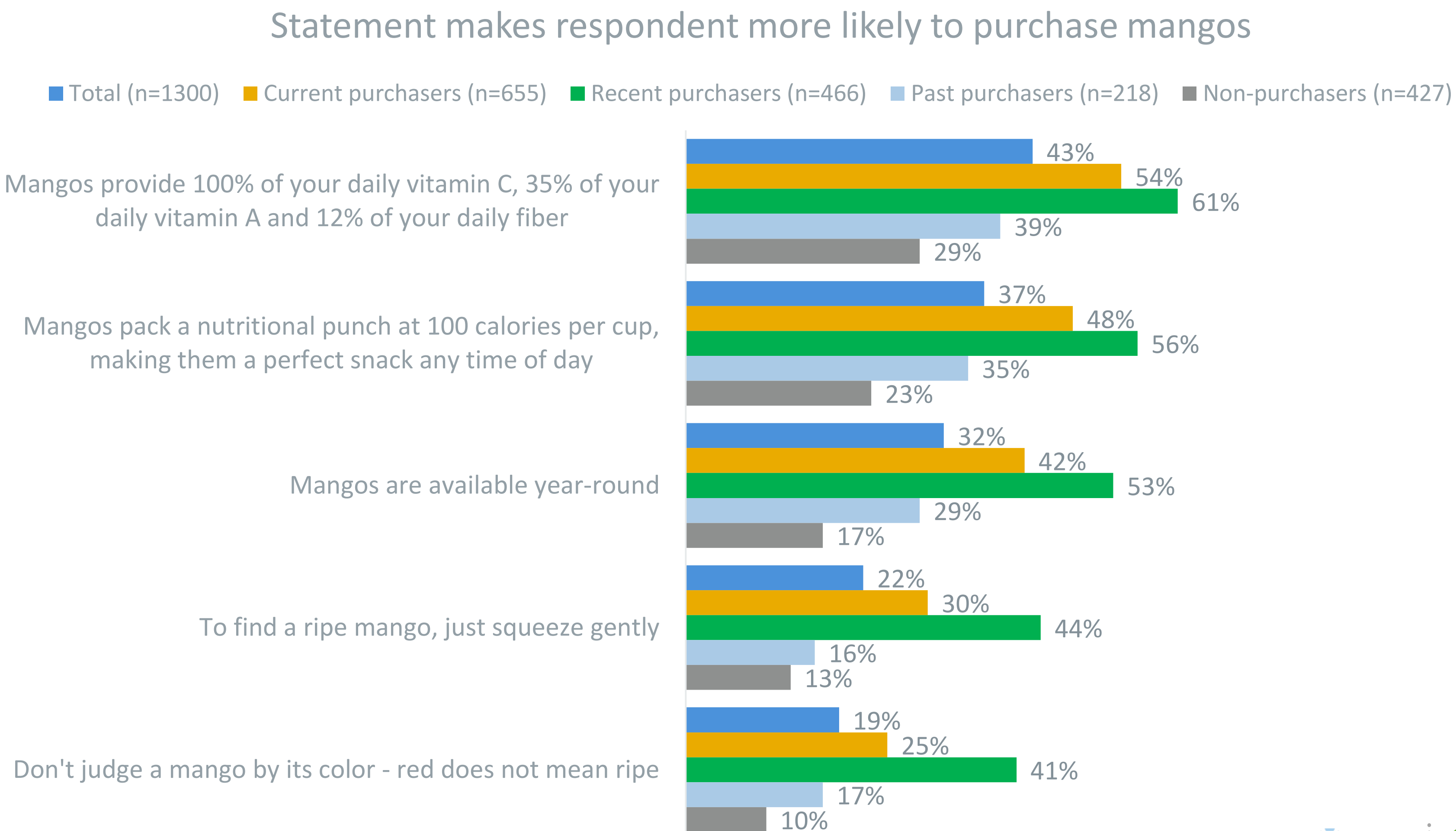


Q67. IF FAMILIAR WITH STATEMENT: When did you become familiar with each of the following?

Q68. IF FAMILIAR WITH STATEMENT: Where did you learn this information about mangos?

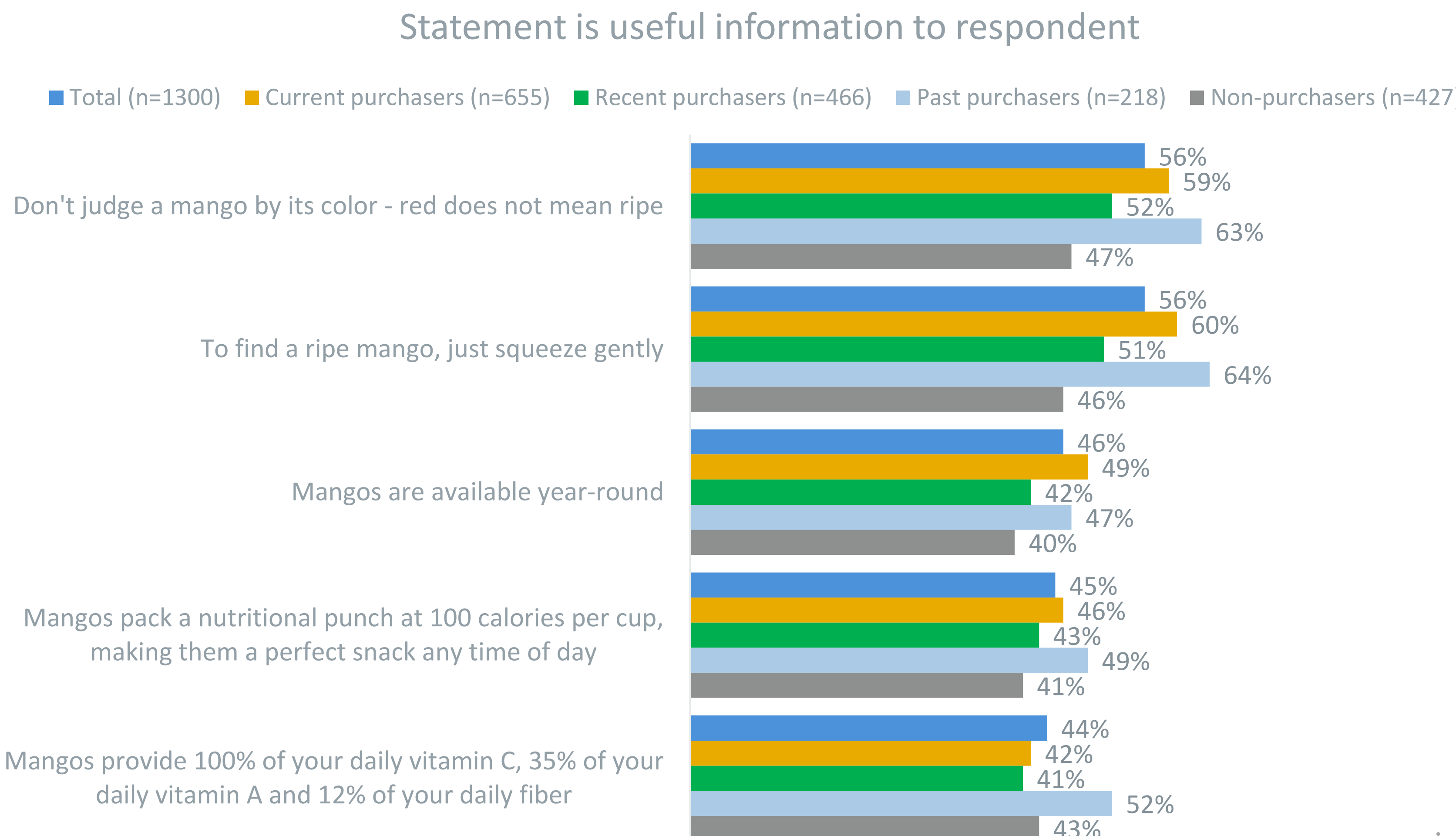
MAKES MORE LIKELY TO PURCHASE MANGOS

Nutrition information has the greatest potential impact on driving sales, but the effect is more muted among non-purchasers.



Q69. For each statement, please indicate the phrase that applies to the statement.

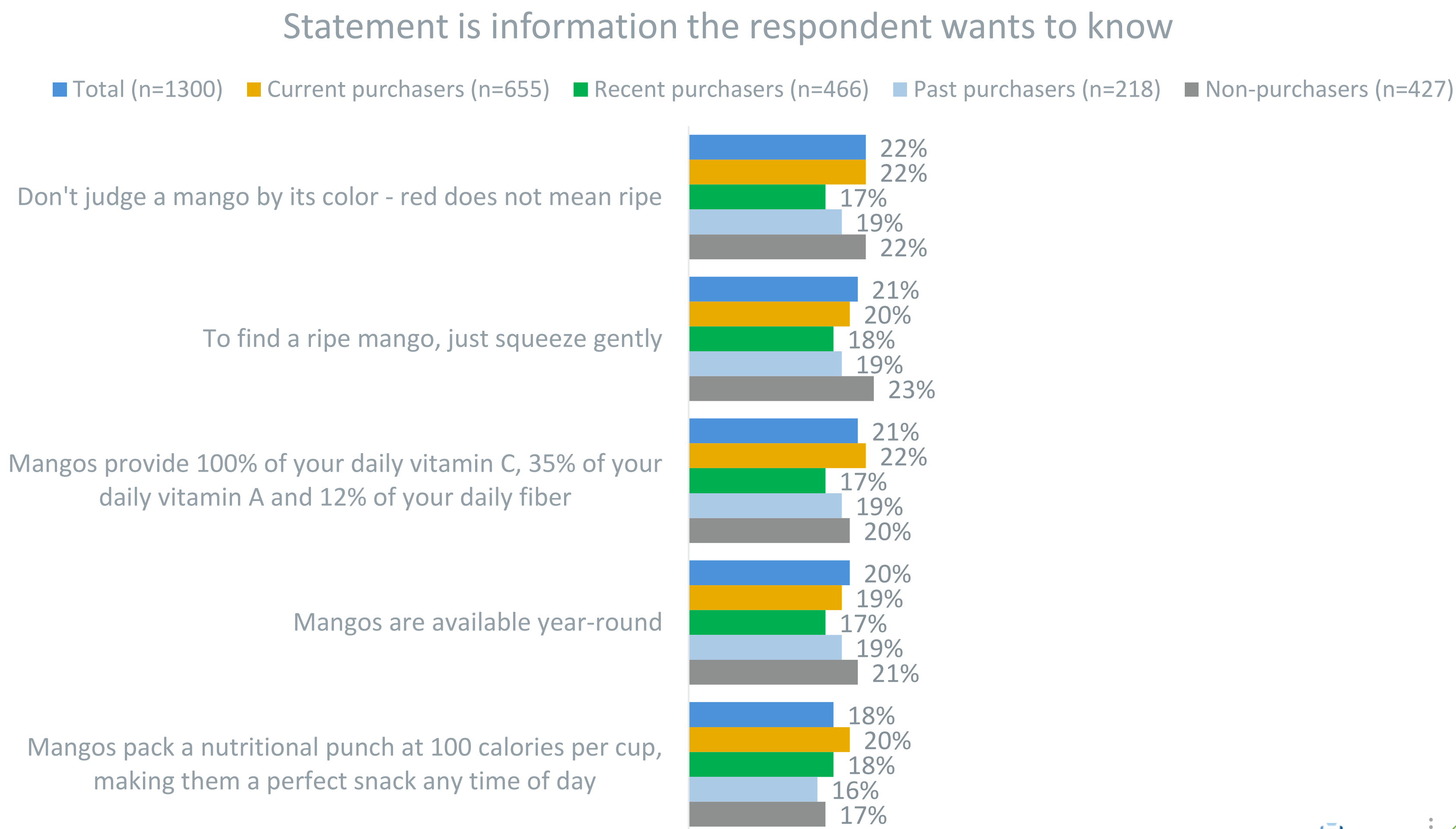
The information about how to select a ripe mango is useful, especially for past purchasers.



Q69. For each statement, please indicate the phrase that applies to the statement.

IS INFORMATION I WANT TO KNOW

This information is not seen as important to respondents and is thus likely not something they would seek out on their own.

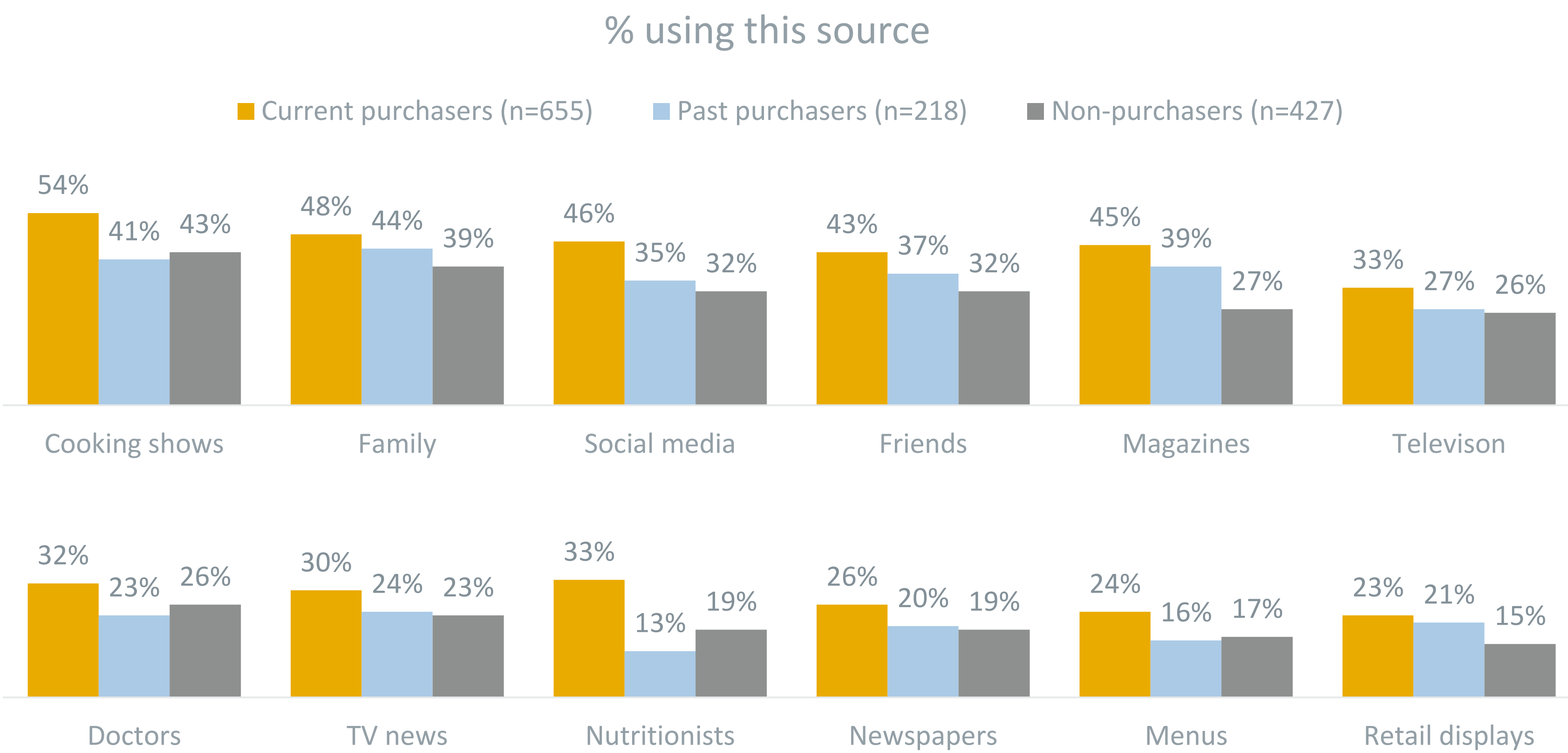


Q69. For each statement, please indicate the phrase that applies to the statement.

FRUIT INFOMATION SOURCES

SOURCE OF FOOD, FRUIT AND NUTRITION INFO

Cooking shows are the leading source of food and nutrition information among current purchasers.



Q1. What resources do you typically use to learn about food, fruit and nutrition?

IMPACT ON FUTURE PURCHASE INTENT

- Over the course of the survey, the information delivered to respondents led to an increase in purchase intent for whole, fresh mangos, from 57% to 65%.
  - The greatest gain was among non-purchasers, followed by past purchasers.
- No single message seems to be behind these increases.

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CHANGE IN PURCHASE CONSIDERATION: SHIFTERS AND CHANGERS

A "Shifter" is a respondent who moved rightward on the whole, fresh mango purchase intent scale over the course of the survey.

A "Changer" is a respondent who said they would not, or might not, purchase a whole, fresh mango at the beginning the survey and said they probably or definitely will buy one at the end of the survey.

Definitely will not buy	Probably will not buy	Might or might not buy	Probably will buy	Definitely will buy

A total of 29% of the consumers interviewed qualify as Shifters; 11% qualify as Changers.

	% of Shifters	% of Changers
Non-purchasers	45%	44%
Past-purchasers	23%	30%
Current purchasers	32%	26%
Recent purchasers	8%	6%

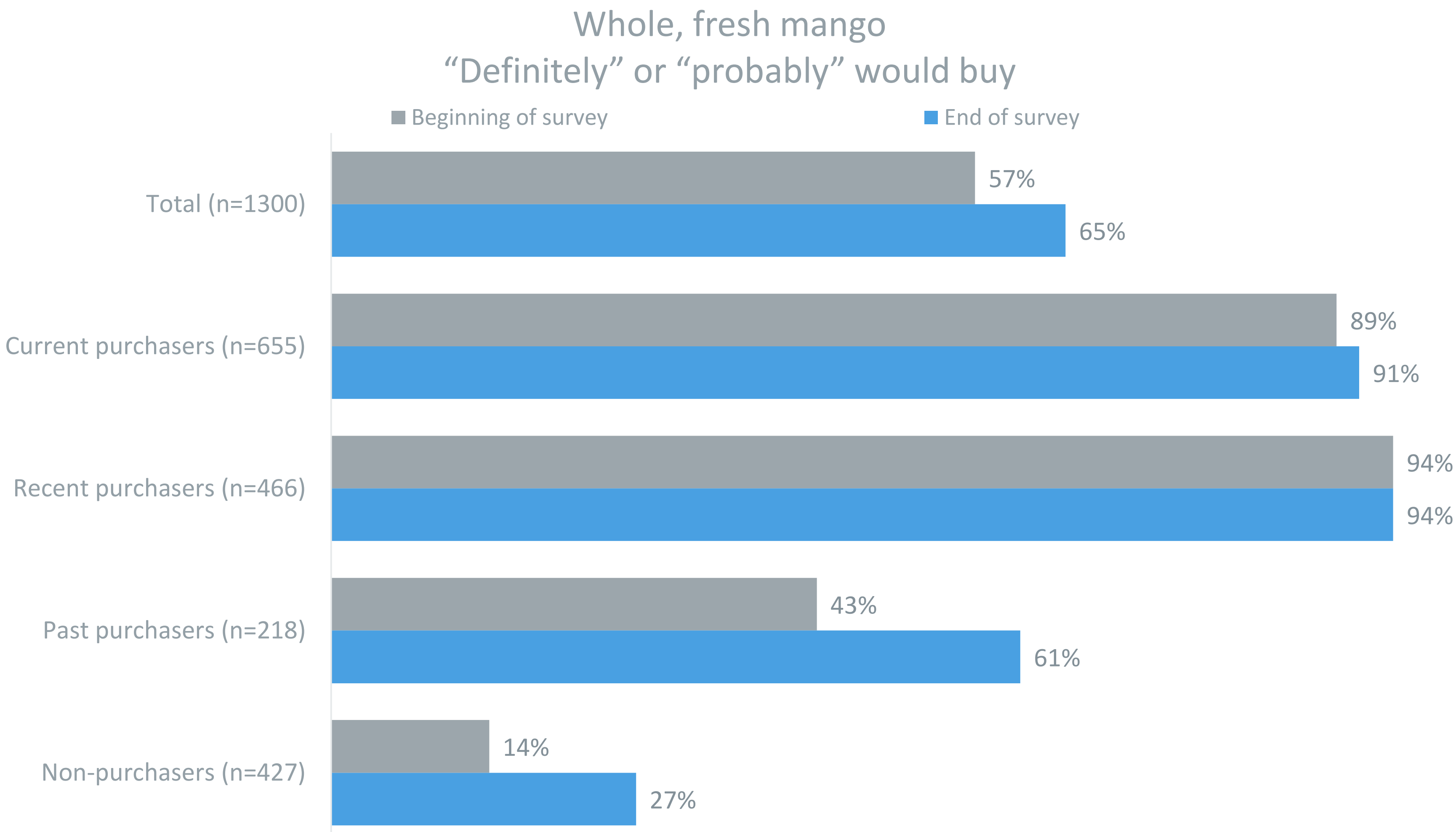
Fifty two percent (52%) of Shifters believe mangos are typically expensive (compared to 45% of all consumers), a potential barrier.

Shifters and Changers follow essentially the same trends in reacting to images and messages, suggesting that there was no single image or message that led to the change in their purchase intent. Rather they seem to respond to the survey as a whole.

Purchase intent would be increased by…	Total	Shifters	Changers
An in-store sample (Q26)	74%	80%	82%
Knowing that mangos are healthy (Q49)	66%	67%	71%
Cutting instructions image (Q65)	48%	55%	56%
Knowing how to cut a mango (Q43)	44%	50%	69%
Micro-nutrients information (Q69)	43%	46%	50%

CHANGE IN PURCHASE CONSIDERATION: WHOLE, FRESH MANGO

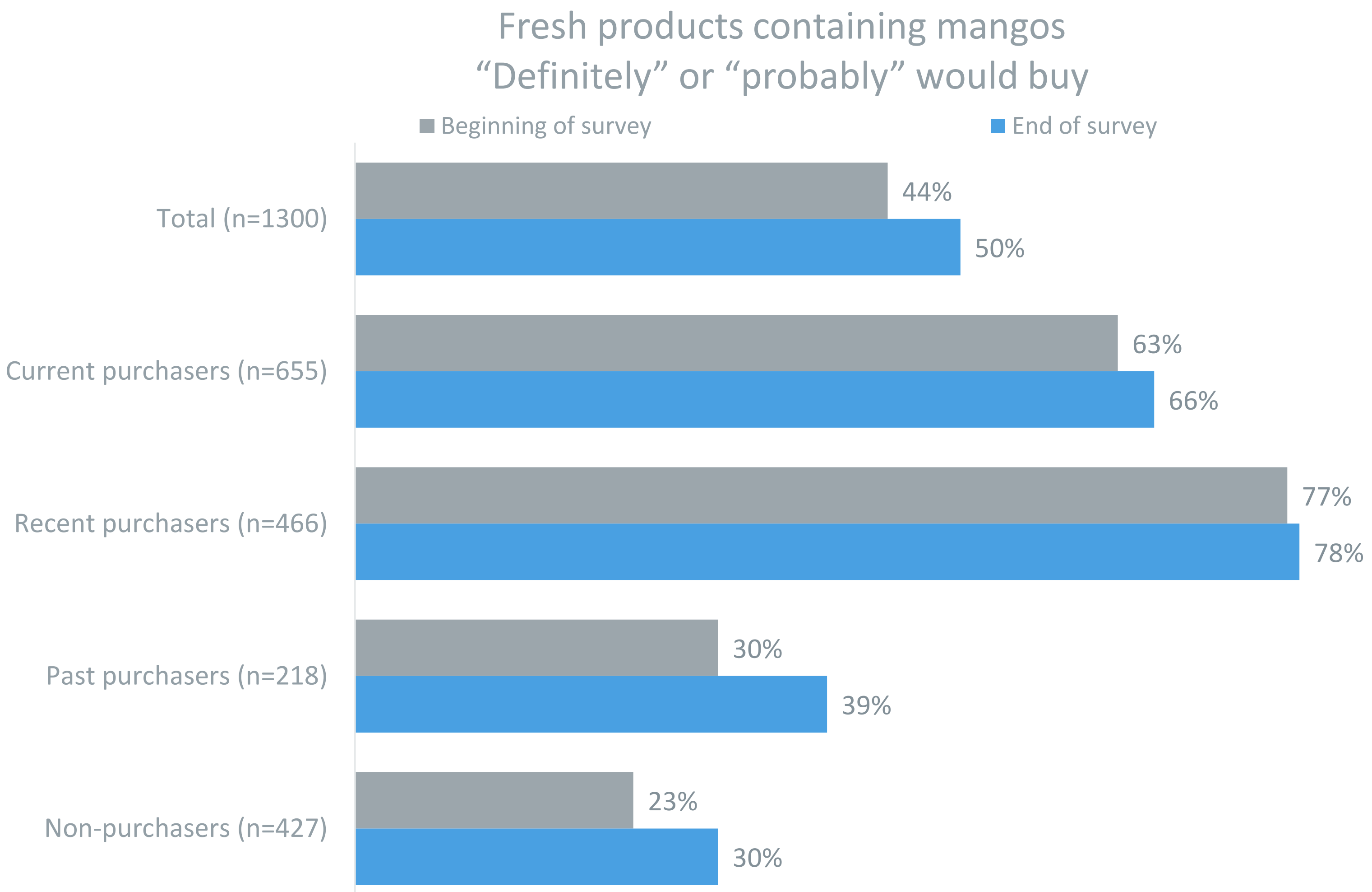
The survey stimulated greater purchase intent, especially with respect to past and non-purchasers.



Q70. How likely are you to purchase the following during the next six months? Would you say …?

CHANGE IN PURCHASE CONSIDERATION: FRESH PRODUCTS CONTAINING MANGOS

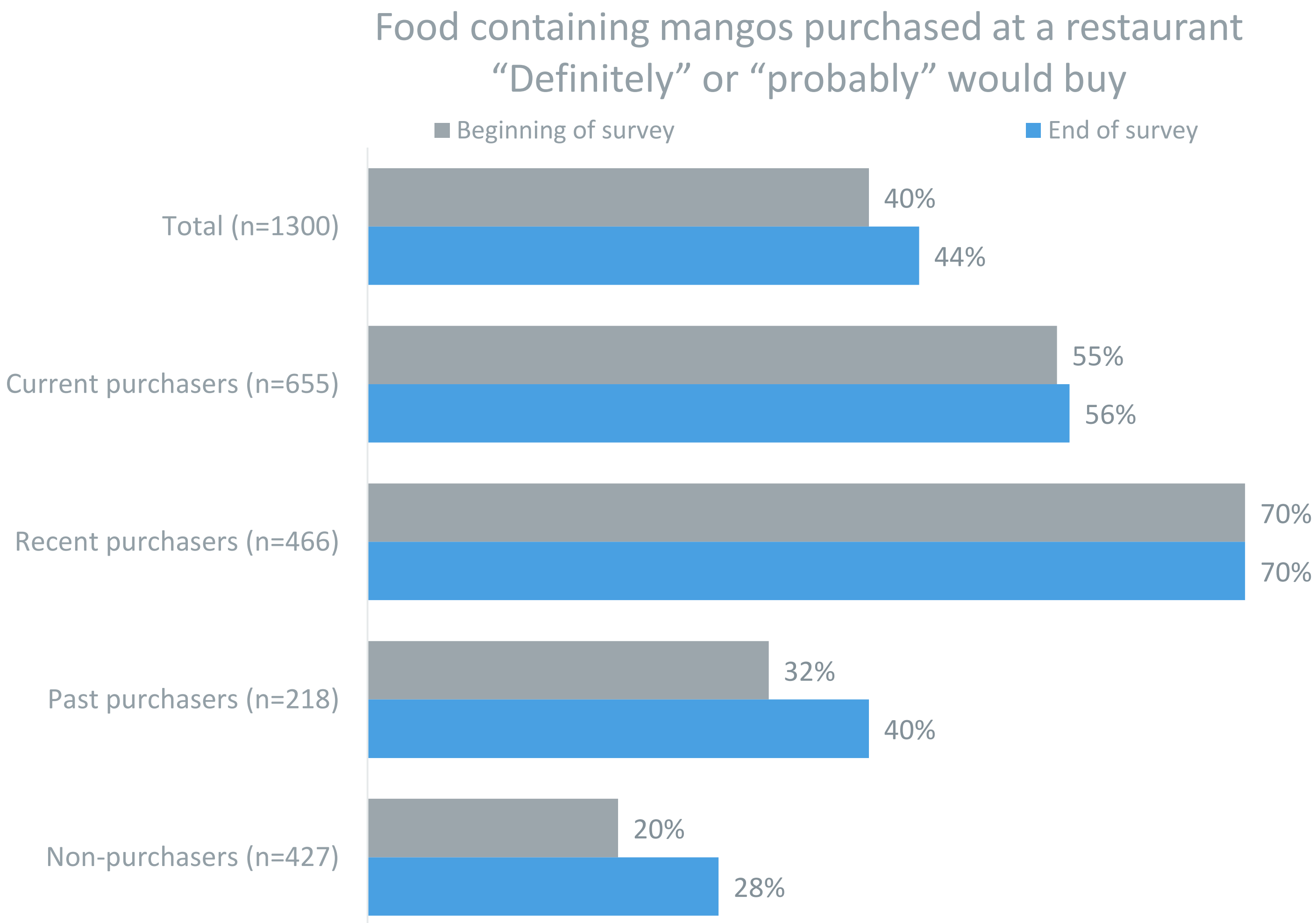
Interest in fresh products containing mangos grew by nine percentage points with past purchasers and seven percentage points with non-purchasers.



Q70. How likely are you to purchase the following during the next six months? Would you say …?

CHANGE IN PURCHASE CONSIDERATION: FOOD CONTAINING MANGOS PURCHASED AT A RESTAURANT

Interest in mango dishes purchased at a restaurant was flat with purchasers but grew by eight percentage points with past and non-purchasers.

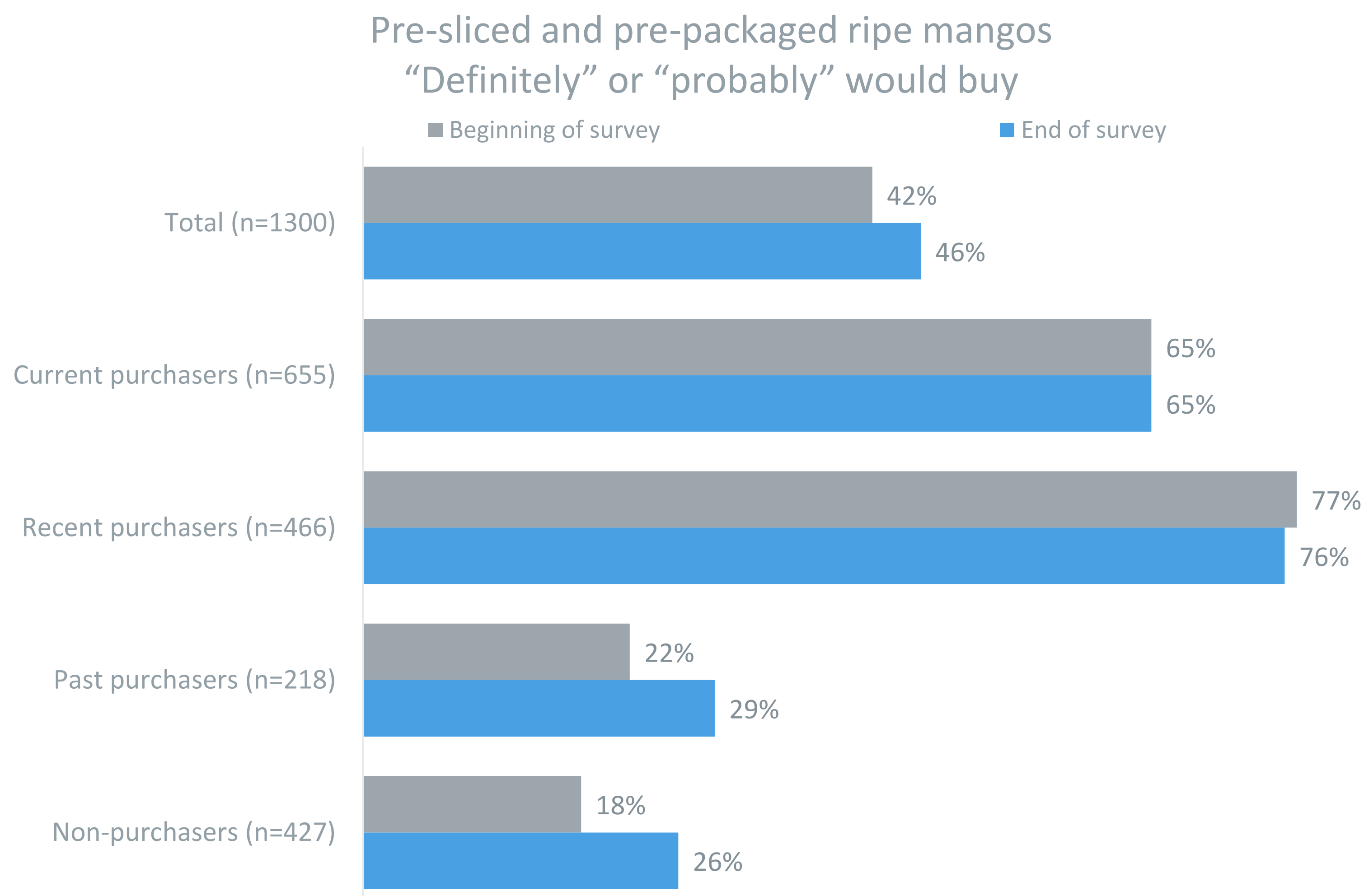


Q70. How likely are you to purchase the following during the next six months? Would you say …?

FLEISHMANHILLARD Mango.org

CHANGE IN PURCHASE CONSIDERATION: PRE-SLICED AND PRE-PACKAGED RIPE MANGOS

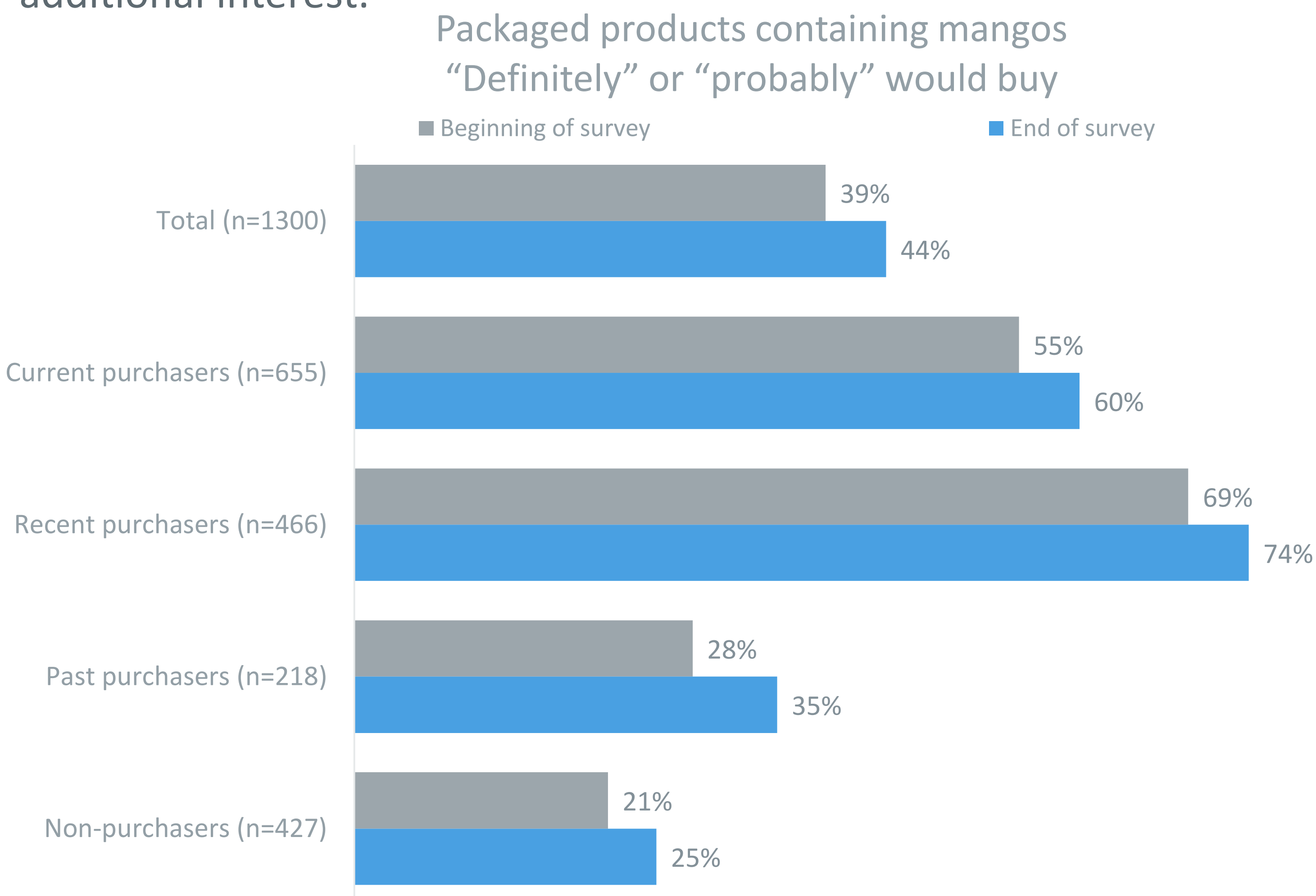
Interest in pre-sliced mango was stable among purchasers, but there was some positive movement among non-purchasers and past purchasers.



Q70. How likely are you to purchase the following during the next six months? Would you say …?

CHANGE IN PURCHASE CONSIDERATION: PACKAGED PRODUCTS CONTAINING MANGOS

Packaged mango products did not receive as much of an increase among non-purchasers as other mango products, but current purchasers did express some additional interest.

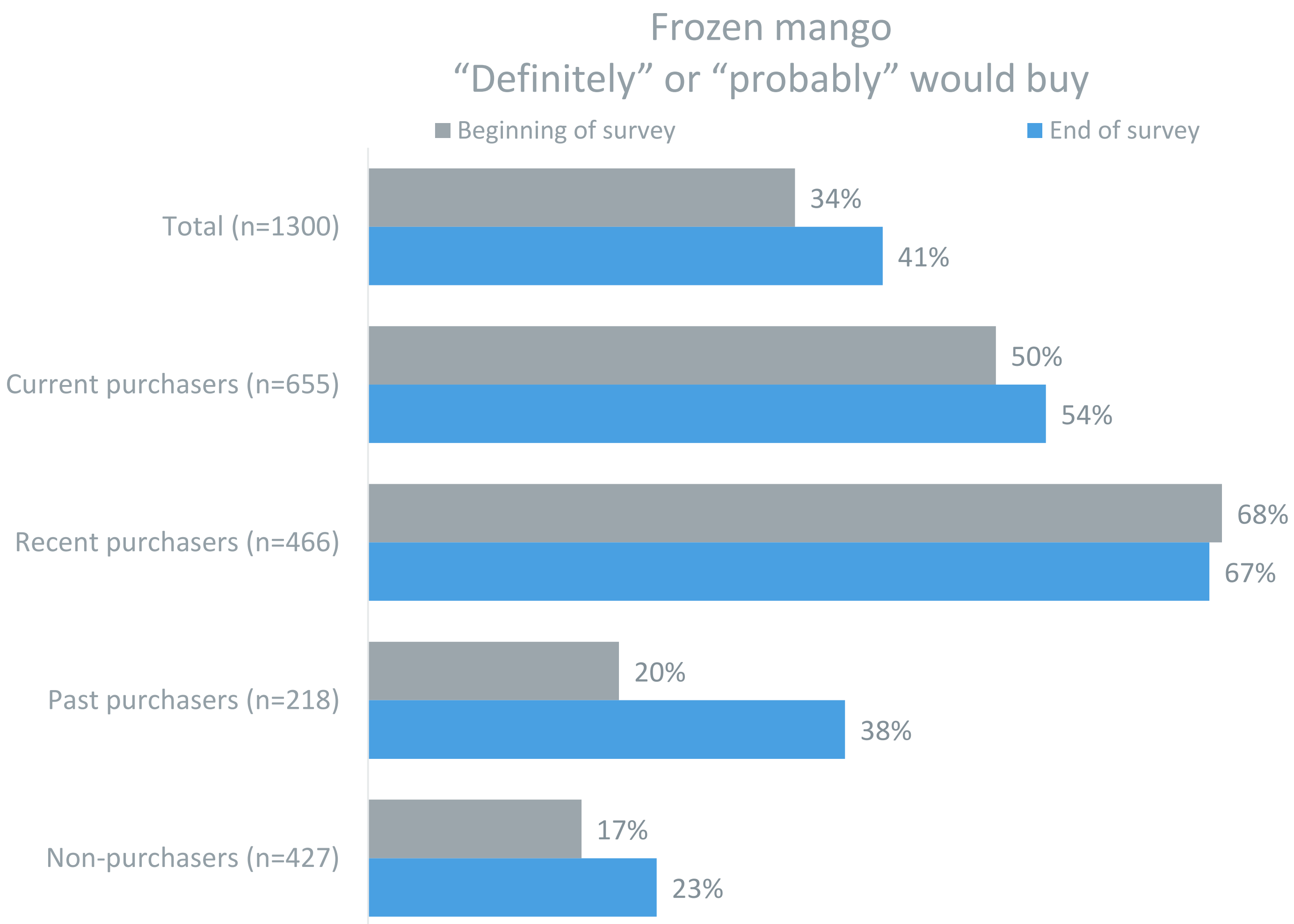


Q70. How likely are you to purchase the following during the next six months? Would you say …?

FLEISHMANHILLARD Mango.org

CHANGE IN PURCHASE CONSIDERATION: FROZEN MANGO

Interest in frozen mango among past purchasers nearly doubled over the course of the survey.

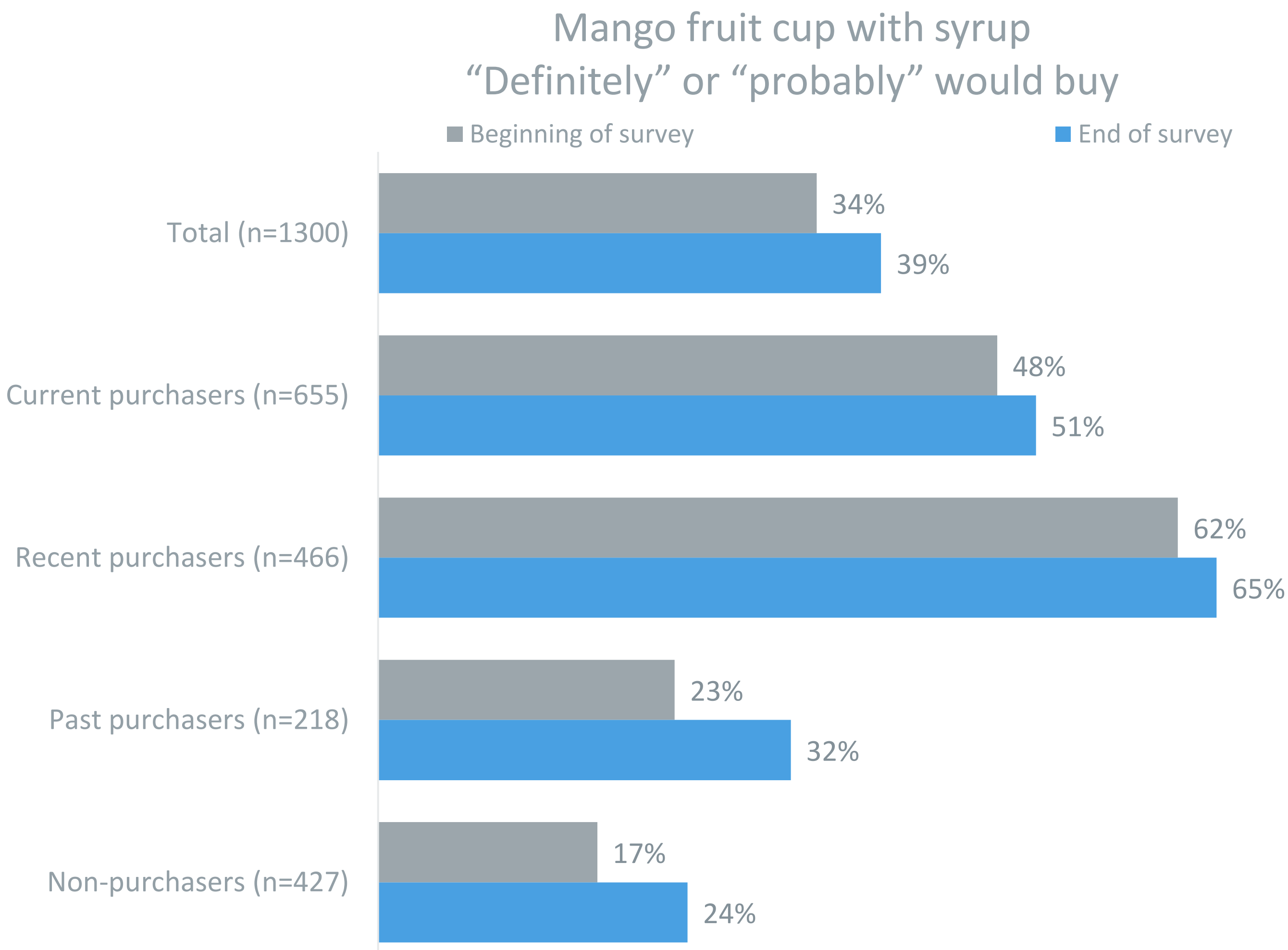


Q70. How likely are you to purchase the following during the next six months? Would you say …?

FLEISHMANHILLARD

CHANGE IN PURCHASE CONSIDERATION: MANGO FRUIT CUP WITH SYRUP

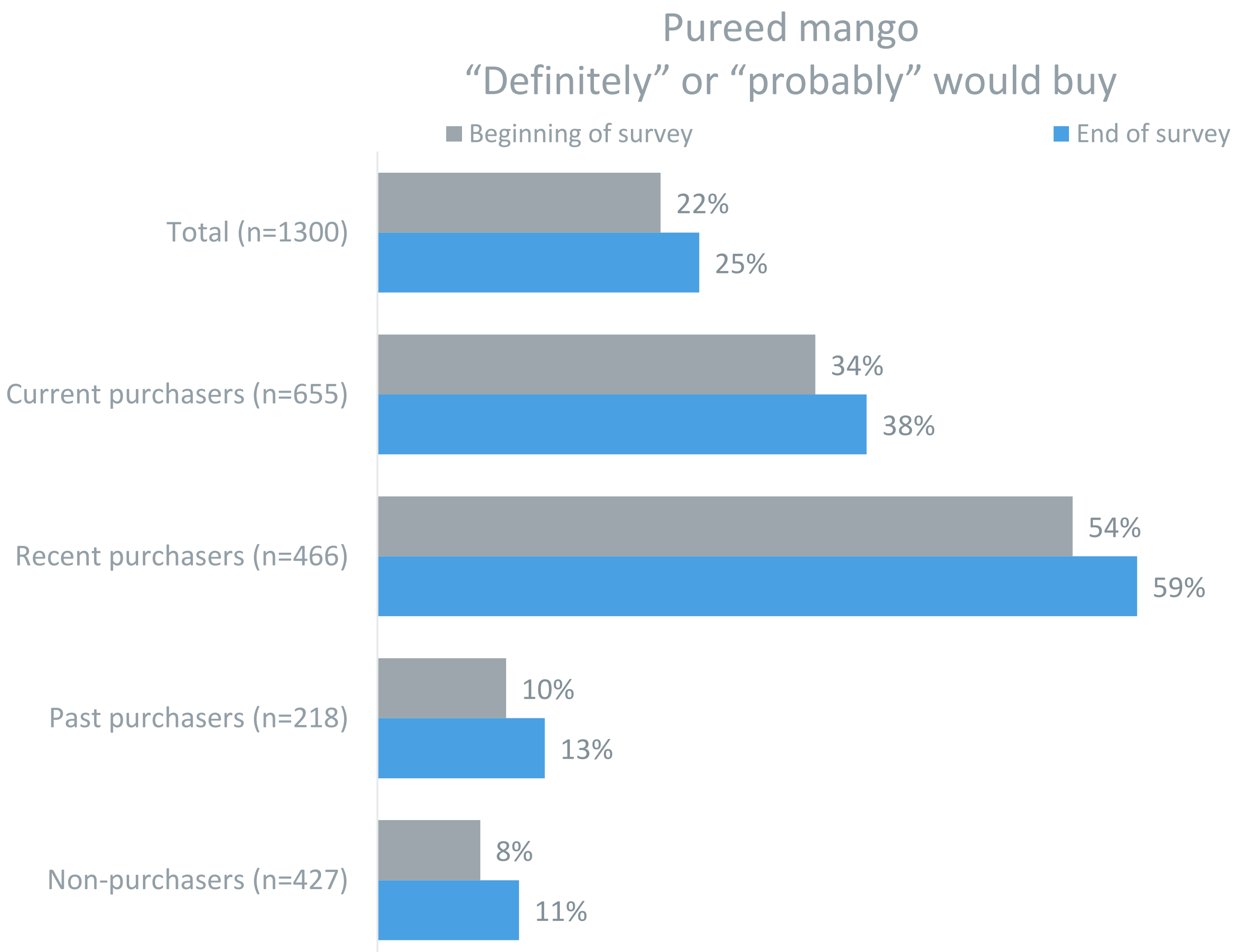
Future purchase intent for mango fruit cups grew five percentage points overall, with the largest increase among past purchasers.



Q70. How likely are you to purchase the following during the next six months? Would you say …?

CHANGE IN PURCHASE CONSIDERATION: PUREED MANGO

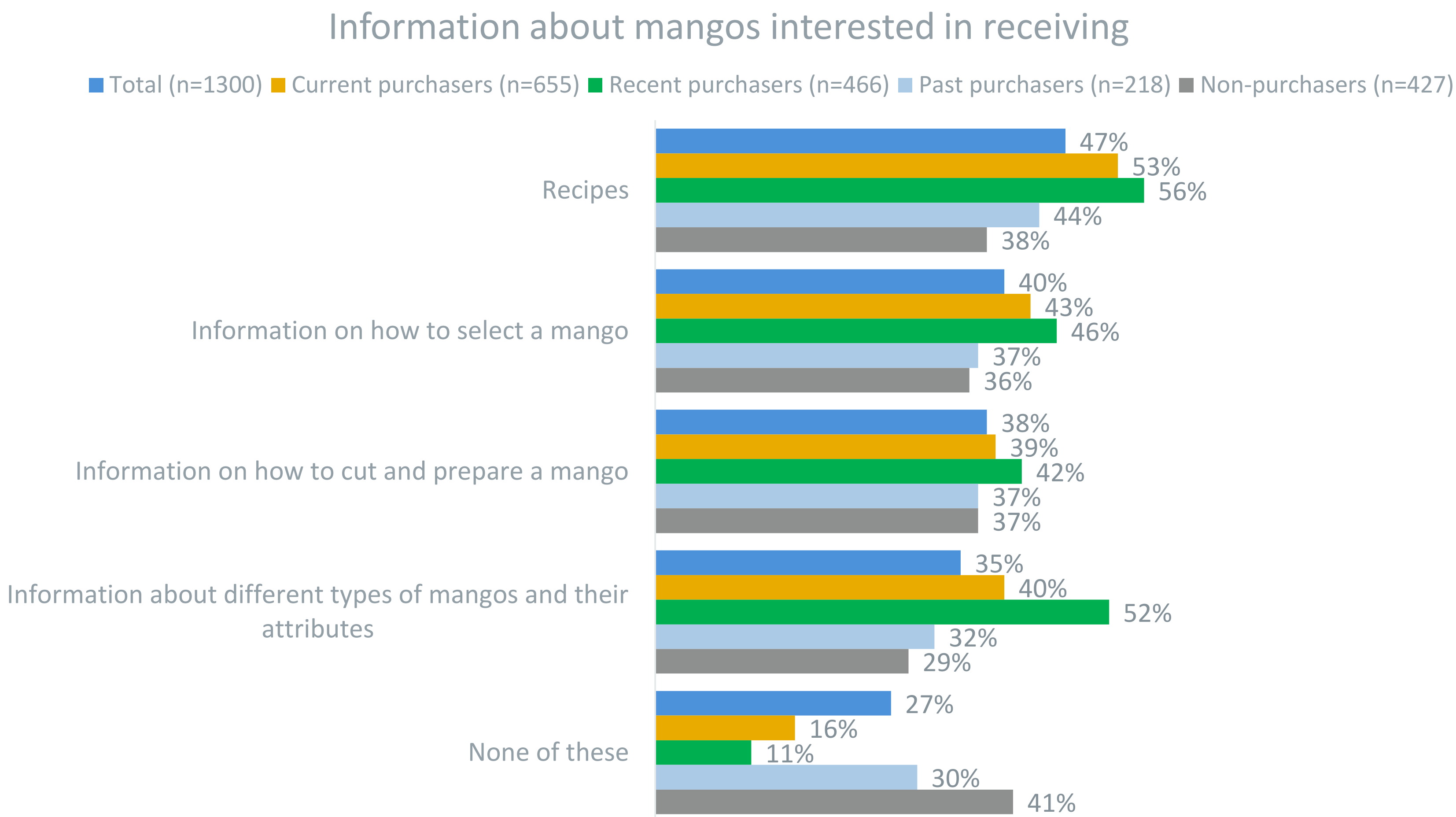
Pureed mango received about the same amount of increased interest across target audiences.



Q70. How likely are you to purchase the following during the next six months? Would you say …?

INFORMATION INTERESTED IN RECEIVING

Forty-seven percent (47%) of consumers would be interested in receiving recipes, including 38% of non-purchasers. However, 41% of non-purchasers are not interested in receiving any information.



Q71. Which of the following types of information about mangos would you be interested in receiving?

SUBGROUP APPENDIX

SCORECARD 1
TOTAL SAMPLE

Purchaser categorization (Base: Total)	
Non-purchaser (Q3)	33%
# 1 reason for never purchasing (Q4)	Don't know how to select
Past purchaser (Q5 & Q7)	17%
# 1 reason for not purchasing past 6 months (Q6)	Out of season
Current purchaser	50%
# 1 reason for purchasing (Q8)	Taste great
Recent purchaser (Q9)	17%
Purchasing non-fresh mangos (Q11)	21%
Correct identify a mango (Q2)	79%
First started buying mangos (Q22) (Base: Purchasers)	
Less than a year ago	19%
Year or more ago	81%

Purchase intent (Q13) (Base: Total)	
Whole fresh	57%
Pre-sliced	42%
Preferred way to cut a mango (Q39) (Base: Purchasers)	**30%**
Where they ate last 10 mangos (Q33) (Base: Purchasers)	
Home	6.8
Restaurant	1.3
Friend's place	1.0
Somewhere else	0.9
How they ate last 10 mangos (Q34) (Base: Purchasers)	
By itself	5.4
With other fruit	2.4
As ingredient	2.2

Seasons	
Know mangos are year-round (Q16) (Base: Total)	12%
Buy mangos in warm months (Q17) (Base: Current purchasers)	95%
Buy mangos in cold months (Q17) (Base: Purchasers)	66%
Traits (Q38) (Base: Total)	
Special mystique	51%
Typically expensive	45%
Special treat	60%
Healthy/nutritious	80%
Taste great	69%
Difficult to slice	34%
Great as ingredient	59%
Everyday fruit	59%

SCORECARD 2
TOTAL SAMPLE

Purchase impact (Top-2 Box)	
Having a sample (Q26) (Base: Total)	74%
Knowing how to cut one (Q43)	44%
Knowing about health/nutrition (Q49) (Base: Total)	66%
Unaided information	
# 1 source of food/nutrition info (Q1) (Base: Total)	Cooking shows
#2 source of food/nutrition info (Q1) (Base: Total)	Family
Heard something about mango (Q51) (Base: Total)	18%
#1 thing heard about mango (Q53) (Base: Heard about mango)	Recipes
More likely to purchase (Q55) (Base: Heard about mango)	78%

Images (Base: Total)	
Saw any (Q56)	28%
Cutting instructions	17%
Logo	11%
Nutrition infographic	9%
Bin	7%
Image with greatest impact (Q65)	Info graphic
Messages (Q66) (Base: Total)	
Familiar with any	71%
Squeeze gently	50%
Micro-nutrient info	42%
Year-round	40%
Calorie info	39%
Red does not mean ripe	34%
Message with greatest impact (Q69)	Micro-nutrients

Demographics and Psychographics (Base: Total)	
Male (S1)	30%
Female (S1)	70%
18-29 (S2)	24%
30-44 (S2)	**29%**
45-69 (S2)	47%
#1 lifestyle descriptor (D1)	Foodie
#2 lifestyle descriptor (D1)	On-the-go
#3 lifestyle descriptor (D1)	Out-doorsy
Primary grocery decision maker (S6)	71%
#1 fruit shopping venue (D8)	Grocery
#2 fruit shopping venue (D8)	Super-center
Parent (D4)	50%
Grew up eating mango regularly (D9)	22%
Grew up eating mango, not regularly (D9)	21%

SCORECARD 1
NUTRITION INFLUENCERS

Purchaser categorization (Base: Total)	
Non-purchaser (Q3)	18%
# 1 reason for never purchasing (Q4)	Don't know how to select
Past purchaser (Q5 & Q7)	10%
# 1 reason for not purchasing past 6 months (Q6)	Out of season
Current purchaser	73%
# 1 reason for purchasing (Q8)	Taste great
Recent purchaser (Q9)	40%
Purchasing non-fresh mangos (Q11)	40%
Correct identify a mango (Q2)	86%
First started buying mangos (Q22) (Base: Purchasers)	
Less than a year ago	33%
Year or more ago	67%

Purchase intent (Q13) (Base: Total)	
Whole fresh	82%
Pre-sliced	68%
Preferred way to cut a mango (Q39) (Base: Purchasers)	**44%**
Where they ate last 10 mangos (Q33) (Base: Purchasers)	
Home	6.0
Restaurant	1.5
Friend's place	1.2
Somewhere else	1.2
How they ate last 10 mangos (Q34) (Base: Purchasers)	
By itself	5.1
With other fruit	2.4
As ingredient	2.6

Seasons	
Know mangos are year-round (Q16) (Base: Total)	15%
Buy mangos in warm months (Q17) (Base: Current purchasers)	97%
Buy mangos in cold months (Q17) (Base: Purchasers)	74%
Traits (Q38) (Base: Total)	
Special mystique	74%
Typically expensive	57%
Special treat	83%
Healthy/nutritious	90%
Taste great	90%
Difficult to slice	48%
Great as ingredient	78%
Everyday fruit	86%

SCORECARD 2
NUTRITION INFLUENCERS

Purchase impact (Top-2 Box)	
Having a sample (Q26) (Base: Total)	85%
Knowing how to cut one (Q43)	51%
Knowing about health/nutrition (Q49) (Base: Total)	84%
Unaided information	
# 1 source of food/nutrition info (Q1) (Base: Total)	Cooking shows
#2 source of food/nutrition info (Q1) (Base: Total)	Social media
Heard something about mango (Q51) (Base: Total)	38%
#1 thing heard about mango (Q53) (Base: Heard about mango)	Beneficial
More likely to purchase (Q55) (Base: Heard about mango)	94%

Images (Base: Total)	
Saw any (Q56)	54%
Cutting instructions	36%
Logo	25%
Nutrition infographic	22%
Bin	14%
Image with greatest impact (Q65)	Info graphic
Messages (Q66) (Base: Total)	
Familiar with any	88%
Squeeze gently	70%
Micro-nutrient info	69%
Year-round	60%
Calorie info	68%
Red does not mean ripe	53%
Message with greatest impact (Q69)	Micro-nutrients

Demographics and Psychographics (Base: Total)	
Male (S1)	40%
Female (S1)	60%
18-29 (S2)	26%
30-44 (S2)	**43%**
45-69 (S2)	31%
#1 lifestyle descriptor (D1)	Foodie
#2 lifestyle descriptor (D1)	On-the-go
#3 lifestyle descriptor (D1)	Out-doorsy
Primary grocery decision maker (S6)	82%
#1 fruit shopping venue (D8)	Grocery
#2 fruit shopping venue (D8)	Super-center
Parent (D4)	63%
Grew up eating mango regularly (D9)	51%
Grew up eating mango, not regularly (D9)	18%

SCORECARD 1
PRIMARY SHOPPERS

Purchaser categorization (Base: Total)	
Non-purchaser (Q3)	31%
# 1 reason for never purchasing (Q4)	Don't know how to select
Past purchaser (Q5 & Q7)	15%
# 1 reason for not purchasing past 6 months (Q6)	Out of season
Current purchaser	54%
# 1 reason for purchasing (Q8)	Taste great
Recent purchaser (Q9)	20%
Purchasing non-fresh mangos (Q11)	23%
Correct identify a mango (Q2)	78%
First started buying mangos (Q22) (Base: Purchasers)	
Less than a year ago	20%
Year or more ago	80%

Purchase intent (Q13) (Base: Total)	
Whole fresh	60%
Pre-sliced	46%
Preferred way to cut a mango (Q39) (Base: Purchasers)	**31%**
Where they ate last 10 mangos (Q33) (Base: Purchasers)	
Home	6.8
Restaurant	1.3
Friend's place	1.0
Somewhere else	0.8
How they ate last 10 mangos (Q34) (Base: Purchasers)	
By itself	5.3
With other fruit	2.4
As ingredient	2.3

Seasons	
Know mangos are year-round (Q16) (Base: Total)	12%
Buy mangos in warm months (Q17) (Base: Current purchasers)	96%
Buy mangos in cold months (Q17) (Base: Purchasers)	66%
Traits (Q38) (Base: Total)	
Special mystique	53%
Typically expensive	46%
Special treat	61%
Healthy/nutritious	81%
Taste great	71%
Difficult to slice	35%
Great as ingredient	60%
Everyday fruit	61%

SCORECARD 2
PRIMARY SHOPPERS

Purchase impact (Top-2 Box) (Base: Total)	
Having a sample (Q26) (Base: Total)	76%
Knowing how to cut one (Q43)	43%
Knowing about health/nutrition (Q49) (Base: Total)	68%
Unaided information	
# 1 source of food/nutrition info (Q1) (Base: Total)	Cooking shows
#2 source of food/nutrition info (Q1) (Base: Total)	Family
Heard something about mango (Q51) (Base: Total)	20%
#1 thing heard about mango (Q53) (Base: Heard about mango)	Beneficial
More likely to purchase (Q55) (Base: Heard about mango)	80%

Images (Base: Total)	
Saw any (Q56)	29%
Cutting instructions	17%
Logo	12%
Nutrition infographic	10%
Bin	7%
Image with greatest impact (Q65)	Info graphic
Messages (Q66) (Base: Total)	
Familiar with any	72%
Squeeze gently	52%
Micro-nutrient info	45%
Year-round	40%
Calorie info	43%
Red does not mean ripe	36%
Message with greatest impact (Q69)	Micro-nutrients

Demographics and Psychographics (Base: Total)	
Male (S1)	29%
Female (S1)	71%
18-29 (S2)	19%
30-44 (S2)	**32%**
45-69 (S2)	49%
#1 lifestyle descriptor (D1)	Foodie
#2 lifestyle descriptor (D1)	On-the-go
#3 lifestyle descriptor (D1)	Out-doorsy
Primary grocery decision maker (S6)	100%
#1 fruit shopping venue (D8)	Grocery
#2 fruit shopping venue (D8)	Super-center
Parent (D4)	56%
Grew up eating mango regularly (D9)	23%
Grew up eating mango, not regularly (D9)	22%

SCORECARD 1
YEAR-ROUND BUYERS

Purchaser categorization (Base: Total)	
Non-purchaser (Q3)	0%
# 1 reason for never purchasing (Q4)	--
Past purchaser (Q5 & Q7)	0%
# 1 reason for not purchasing past 6 months (Q6)	Too expensive
Current purchaser	100%
# 1 reason for purchasing (Q8)	Taste great
Recent purchaser (Q9)	42%
Purchasing non-fresh mangos (Q11)	34%
Correct identify a mango (Q2)	91%
First started buying mangos (Q22) (Base: Purchasers)	
Less than a year ago	18%
Year or more ago	82%

Purchase intent (Q13) (Base: Total)	
Whole fresh	94%
Pre-sliced	67%
Preferred way to cut a mango (Q39) (Base: Purchasers)	**38%**
Where they ate last 10 mangos (Q33) (Base: Purchasers)	
Home	7.3
Restaurant	1.1
Friend's place	0.9
Somewhere else	0.8
How they ate last 10 mangos (Q34) (Base: Purchasers)	
By itself	5.7
With other fruit	2.3
As ingredient	2.0

Seasons	
Know mangos are year-round (Q16) (Base: Total)	22%
Buy mangos in warm months (Q17) (Base: Current purchasers)	100%
Buy mangos in cold months (Q17) (Base: Purchasers)	100%
Traits (Q38) (Base: Total)	
Special mystique	67%
Typically expensive	49%
Special treat	80%
Healthy/nutritious	93%
Taste great	92%
Difficult to slice	39%
Great as ingredient	77%
Everyday fruit	86%

SCORECARD 2
YEAR-ROUND BUYERS

Purchase impact (Top-2 Box)	
Having a sample (Q26) (Base: Total)	84%
Knowing how to cut one (Q43)	--
Knowing about health/nutrition (Q49) (Base: Total)	84%
Unaided information	
# 1 source of food/nutrition info (Q1) (Base: Total)	Cooking shows
#2 source of food/nutrition info (Q1) (Base: Total)	Family
Heard something about mango (Q51) (Base: Total)	26%
#1 thing heard about mango (Q53) (Base: Heard about mango)	Healthy
More likely to purchase (Q55) (Base: Heard about mango)	91%

Images (Base: Total)	
Saw any (Q56)	41%
Cutting instructions	27%
Logo	16%
Nutrition infographic	14%
Bin	11%
Image with greatest impact (Q65)	Info graphic
Messages (Q66) (Base: Total)	
Familiar with any	92%
Squeeze gently	73%
Micro-nutrient info	58%
Year-round	72%
Calorie info	55%
Red does not mean ripe	56%
Message with greatest impact (Q69)	Micro-nutrients

Demographics and Psychographics (Base: Total)	
Male (S1)	29%
Female (S1)	71%
18-29 (S2)	24%
30-44 (S2)	**33%**
45-69 (S2)	43%
#1 lifestyle descriptor (D1)	Foodie
#2 lifestyle descriptor (D1)	On-the-go
#3 lifestyle descriptor (D1)	Out-doorsy
Primary grocery decision maker (S6)	76%
#1 fruit shopping venue (D8)	Grocery
#2 fruit shopping venue (D8)	Super-center
Parent (D4)	57%
Grew up eating mango regularly (D9)	37%
Grew up eating mango, not regularly (D9)	21%

SCORECARD 1
WOULD BUY RIPE MANGO IN WINTER

Purchaser categorization (Base: Total)	
Non-purchaser (Q3)	12%
# 1 reason for never purchasing (Q4)	Don't know how to select
Past purchaser (Q5 & Q7)	14%
# 1 reason for not purchasing past 6 months (Q6)	Out of season
Current purchaser	74%
# 1 reason for purchasing (Q8)	Taste great
Recent purchaser (Q9)	27%
Purchasing non-fresh mangos (Q11)	29%
Correct identify a mango (Q2)	86%
First started buying mangos (Q22) (Base: Purchasers)	
Less than a year ago	20%
Year or more ago	80%

Purchase intent (Q13) (Base: Total)	
Whole fresh	84%
Pre-sliced	64%
Preferred way to cut a mango (Q39) (Base: Purchasers)	**32%**
Where they ate last 10 mangos (Q33) (Base: Purchasers)	
Home	7.0
Restaurant	1.2
Friend's place	1.0
Somewhere else	0.9
How they ate last 10 mangos (Q34) (Base: Purchasers)	
By itself	5.5
With other fruit	2.5
As ingredient	2.0

Seasons	
Know mangos are year-round (Q16) (Base: Total)	14%
Buy mangos in warm months (Q17) (Base: Current purchasers)	96%
Buy mangos in cold months (Q17) (Base: Purchasers)	71%
Traits (Q38) (Base: Total)	
Special mystique	66%
Typically expensive	51%
Special treat	79%
Healthy/nutritious	91%
Taste great	90%
Difficult to slice	39%
Great as ingredient	75%
Everyday fruit	78%

SCORECARD 2
WOULD BUY RIPE MANGO IN WINTER

Purchase impact (Top-2 Box)	
Having a sample (Q26) (Base: Total)	86%
Knowing how to cut one (Q43)	63%
Knowing about health/nutrition (Q49) (Base: Total)	83%
Unaided information	
# 1 source of food/nutrition info (Q1) (Base: Total)	Cooking shows
#2 source of food/nutrition info (Q1) (Base: Total)	Family
Heard something about mango (Q51) (Base: Total)	25%
#1 thing heard about mango (Q53) (Base: Heard about mango)	Healthy
More likely to purchase (Q55) (Base: Heard about mango)	86%

Images (Base: Total)	
Saw any (Q56)	38%
Cutting instructions	24%
Logo	15%
Nutrition infographic	14%
Bin	9%
Image with greatest impact (Q65)	Info graphic
Messages (Q66) (Base: Total)	
Familiar with any	87%
Squeeze gently	66%
Micro-nutrient info	55%
Year-round	52%
Calorie info	52%
Red does not mean ripe	46%
Message with greatest impact (Q69)	Micro-nutrients

Demographics and Psychographics (Base: Total)	
Male (S1)	31%
Female (S1)	69%
18-29 (S2)	25%
30-44 (S2)	**32%**
45-69 (S2)	43%
#1 lifestyle descriptor (D1)	Foodie
#2 lifestyle descriptor (D1)	On-the-go
#3 lifestyle descriptor (D1)	Out-doorsy
Primary grocery decision maker (S6)	76%
#1 fruit shopping venue (D8)	Grocery
#2 fruit shopping venue (D8)	Super-center
Parent (D4)	56%
Grew up eating mango regularly (D9)	32%
Grew up eating mango, not regularly (D9)	25%

SCORECARD 1
FOODIE LIFESTYLE

Purchaser categorization (Base: Total)	
Non-purchaser (Q3)	25%
# 1 reason for never purchasing (Q4)	Don't know how to select
Past purchaser (Q5 & Q7)	15%
# 1 reason for not purchasing past 6 months (Q6)	Out of season
Current purchaser	60%
# 1 reason for purchasing (Q8)	Taste great
Recent purchaser (Q9)	22%
Purchasing non-fresh mangos (Q11)	25%
Correct identify a mango (Q2)	85%

First started buying mangos (Q22) (Base: Purchasers)	
Less than a year ago	19%
Year or more ago	81%

Purchase intent (Q13) (Base: Total)	
Whole fresh	67%
Pre-sliced	46%
Preferred way to cut a mango (Q39) (Base: Purchasers)	**38%**

Where they ate last 10 mangos (Q33) (Base: Purchasers)	
Home	6.8
Restaurant	1.3
Friend's place	0.9
Somewhere else	1.0

How they ate last 10 mangos (Q34) (Base: Purchasers)	
By itself	5.3
With other fruit	2.3
As ingredient	2.4

Seasons	
Know mangos are year-round (Q16) (Base: Total)	15%
Buy mangos in warm months (Q17) (Base: Current purchasers)	98%
Buy mangos in cold months (Q17) (Base: Purchasers)	67%

Traits (Q38) (Base: Total)	
Special mystique	58%
Typically expensive	46%
Special treat	69%
Healthy/nutritious	86%
Taste great	78%
Difficult to slice	35%
Great as ingredient	66%
Everyday fruit	67%

SCORECARD 2
FOODIE LIFESTYLE

Purchase impact (Top-2 Box) (Base: Total)	
Having a sample (Q26) (Base: Total)	79%
Knowing how to cut one (Q43)	51%
Knowing about health/nutrition (Q49) (Base: Total)	74%
Unaided information	
# 1 source of food/nutrition info (Q1) (Base: Total)	Cooking shows
#2 source of food/nutrition info (Q1) (Base: Total)	Family
Heard something about mango (Q51) (Base: Total)	22%
#1 thing heard about mango (Q53) (Base: Heard about mango)	Healthy
More likely to purchase (Q55) (Base: Heard about mango)	80%

Images (Base: Total)	
Saw any (Q56)	34%
Cutting instructions	21%
Logo	12%
Nutrition infographic	11%
Bin	9%
Image with greatest impact (Q65)	Info graphic
Messages (Q66) (Base: Total)	
Familiar with any	81%
Squeeze gently	59%
Micro-nutrient info	48%
Year-round	45%
Calorie info	45%
Red does not mean ripe	41%
Message with greatest impact (Q69)	Micro-nutrients

Demographics and Psychographics (Base: Total)	
Male (S1)	26%
Female (S1)	74%
18-29 (S2)	30%
30-44 (S2)	**32%**
45-69 (S2)	38%
#1 lifestyle descriptor (D1)	Foodie
#2 lifestyle descriptor (D1)	On-the-go
#3 lifestyle descriptor (D1)	Chef
Primary grocery decision maker (S6)	73%
#1 fruit shopping venue (D8)	Grocery
#2 fruit shopping venue (D8)	Super-center
Parent (D4)	50%
Grew up eating mango regularly (D9)	26%
Grew up eating mango, not regularly (D9)	23%

SCORECARD 1
HEALTH-FOCUSED LIFESTYLE

Purchaser categorization (Base: Total)	
Non-purchaser (Q3)	25%
# 1 reason for never purchasing (Q4)	Don't know how to select
Past purchaser (Q5 & Q7)	16%
# 1 reason for not purchasing past 6 months (Q6)	Out of season
Current purchaser	60%
# 1 reason for purchasing (Q8)	Taste great
Recent purchaser (Q9)	27%
Purchasing non-fresh mangos (Q11)	31%
Correct identify a mango (Q2)	85%
First started buying mangos (Q22) (Base: Purchasers)	
Less than a year ago	25%
Year or more ago	75%

Purchase intent (Q13) (Base: Total)	
Whole fresh	67%
Pre-sliced	53%
Preferred way to cut a mango (Q39) (Base: Purchasers)	**38%**
Where they ate last 10 mangos (Q33) (Base: Purchasers)	
Home	6.3
Restaurant	1.4
Friend's place	1.2
Somewhere else	1.2
How they ate last 10 mangos (Q34) (Base: Purchasers)	
By itself	5.3
With other fruit	2.6
As ingredient	2.3

Seasons	
Know mangos are year-round (Q16) (Base: Total)	13%
Buy mangos in warm months (Q17) (Base: Current purchasers)	96%
Buy mangos in cold months (Q17) (Base: Purchasers)	64%
Traits (Q38) (Base: Total)	
Special mystique	60%
Typically expensive	51%
Special treat	66%
Healthy/nutritious	88%
Taste great	80%
Difficult to slice	36%
Great as ingredient	62%
Everyday fruit	66%

SCORECARD 2
HEALTH FOCUSED LIFESTYLE

Purchase impact (Top-2 Box) (Base: Total)	
Having a sample (Q26) (Base: Total)	80%
Knowing how to cut one (Q43)	52%
Knowing about health/nutrition (Q49) (Base: Total)	79%
Unaided information	
# 1 source of food/nutrition info (Q1) (Base: Total)	Social media
#2 source of food/nutrition info (Q1) (Base: Total)	Cooking shows
Heard something about mango (Q51) (Base: Total)	31%
#1 thing heard about mango (Q53) (Base: Heard about mango)	Healthy
More likely to purchase (Q55) (Base: Heard about mango)	83%

Images (Base: Total)	
Saw any (Q56)	43%
Cutting instructions	29%
Logo	19%
Nutrition infographic	17%
Bin	13%
Image with greatest impact (Q65)	Info graphic
Messages (Q66) (Base: Total)	
Familiar with any	81%
Squeeze gently	60%
Micro-nutrient info	55%
Year-round	51%
Calorie info	54%
Red does not mean ripe	41%
Message with greatest impact (Q69)	Micro-nutrients

Demographics and Psychographics (Base: Total)	
Male (S1)	42%
Female (S1)	58%
18-29 (S2)	31%
30-44 (S2)	**29%**
45-69 (S2)	40%
#1 lifestyle descriptor (D1)	Athletic
#2 lifestyle descriptor (D1)	Health nut
#3 lifestyle descriptor (D1)	Exercise fanatic
Primary grocery decision maker (S6)	73%
#1 fruit shopping venue (D8)	Grocery
#2 fruit shopping venue (D8)	Super-center
Parent (D4)	55%
Grew up eating mango regularly (D9)	33%
Grew up eating mango, not regularly (D9)	24%

SCORECARD 1
NEW PURCHASERS

Purchaser categorization (Base: Total)	
Non-purchaser (Q3)	0%
# 1 reason for never purchasing (Q4)	--
Past purchaser (Q5 & Q7)	19%
# 1 reason for not purchasing past 6 months (Q6)	Out of season
Current purchaser	81%
# 1 reason for purchasing (Q8)	Taste great Healthy (TIE)
Recent purchaser (Q9)	39%
Purchasing non-fresh mangos (Q11)	34%
Correct identify a mango (Q2)	86%
First started buying mangos (Q22) (Base: Purchasers)	
Less than a year ago	100%
Year or more ago	0%

Purchase intent (Q13) (Base: Total)	
Whole fresh	80%
Pre-sliced	73%
Preferred way to cut a mango (Q39) (Base: Purchasers)	**38%**
Where they ate last 10 mangos (Q33) (Base: Purchasers)	
Home	6.3
Restaurant	1.3
Friend’s place	1.2
Somewhere else	1.2
How they ate last 10 mangos (Q34) (Base: Purchasers)	
By itself	5.0
With other fruit	3.0
As ingredient	2.0

Seasons	
Know mangos are year-round (Q16) (Base: Total)	10%
Buy mangos in warm months (Q17) (Base: Current purchasers)	95%
Buy mangos in cold months (Q17) (Base: Purchasers)	59%
Traits (Q38) (Base: Total)	
Special mystique	65%
Typically expensive	54%
Special treat	78%
Healthy/nutritious	85%
Taste great	83%
Difficult to slice	47%
Great as ingredient	70%
Everyday fruit	75%

SCORECARD 2
NEW PURCHASERS

Purchase impact (Top-2 Box) (Base: Total)	
Having a sample (Q26) (Base: Total)	89%
Knowing how to cut one (Q43)	67%
Knowing about health/nutrition (Q49) (Base: Total)	82%
Unaided information	
# 1 source of food/nutrition info (Q1) (Base: Total)	Social media
#2 source of food/nutrition info (Q1) (Base: Total)	Cooking shows
Heard something about mango (Q51) (Base: Total)	42%
#1 thing heard about mango (Q53) (Base: Heard about mango)	Healthy
More likely to purchase (Q55) (Base: Heard about mango)	93%

Images (Base: Total)	
Saw any (Q56)	62%
Cutting instructions	40%
Logo	30%
Nutrition infographic	26%
Bin	18%
Image with greatest impact (Q65)	Instruct -ions
Messages (Q66) (Base: Total)	
Familiar with any	86%
Squeeze gently	61%
Micro-nutrient info	71%
Year-round	49%
Calorie info	68%
Red does not mean ripe	46%
Message with greatest impact (Q69)	Micro-nutrients

Demographics and Psychographics (Base: Total)	
Male (S1)	35%
Female (S1)	65%
18-29 (S2)	33%
30-44 (S2)	**38%**
45-69 (S2)	29%
#1 lifestyle descriptor (D1)	Foodie
#2 lifestyle descriptor (D1)	On-the-go
#3 lifestyle descriptor (D1)	Athletic
Primary grocery decision maker (S6)	77%
#1 fruit shopping venue (D8)	Super-center
#2 fruit shopping venue (D8)	Grocery
Parent (D4)	65%
Grew up eating mango regularly (D9)	46%
Grew up eating mango, not regularly (D9)	21%

SCORECARD 1
PARENTS

Purchaser categorization (Base: Total)	
Non-purchaser (Q3)	26%
# 1 reason for never purchasing (Q4)	Don't know how to select
Past purchaser (Q5 & Q7)	12%
# 1 reason for not purchasing past 6 months (Q6)	Out of season
Current purchaser	62%
# 1 reason for purchasing (Q8)	Taste great
Recent purchaser (Q9)	26%
Purchasing non-fresh mangos (Q11)	28%
Correct identify a mango (Q2)	82%
First started buying mangos (Q22) (Base: Purchasers)	
Less than a year ago	22%
Year or more ago	78%

Purchase intent (Q13) (Base: Total)	
Whole fresh	67%
Pre-sliced	55%
Preferred way to cut a mango (Q39) (Base: Purchasers)	**34%**
Where they ate last 10 mangos (Q33) (Base: Purchasers)	
Home	6.8
Restaurant	1.3
Friend's place	1.0
Somewhere else	1.0
How they ate last 10 mangos (Q34) (Base: Purchasers)	
By itself	5.3
With other fruit	2.5
As ingredient	2.2

Seasons	
Know mangos are year-round (Q16) (Base: Total)	13%
Buy mangos in warm months (Q17) (Base: Current purchasers)	95%
Buy mangos in cold months (Q17) (Base: Purchasers)	70%
Traits (Q38) (Base: Total)	
Special mystique	57%
Typically expensive	44%
Special treat	65%
Healthy/nutritious	86%
Taste great	74%
Difficult to slice	40%
Great as ingredient	64%
Everyday fruit	69%

SCORECARD 2
PARENTS

Purchase impact (Top-2 Box) (Base: Total)	
Having a sample (Q26) (Base: Total)	79%
Knowing how to cut one (Q43)	51%
Knowing about health/nutrition (Q49) (Base: Total)	71%
Unaided information	
# 1 source of food/nutrition info (Q1) (Base: Total)	Cooking shows
#2 source of food/nutrition info (Q1) (Base: Total)	Family
Heard something about mango (Q51) (Base: Total)	24%
#1 thing heard about mango (Q53) (Base: Heard about mango)	Healthy
More likely to purchase (Q55) (Base: Heard about mango)	86%

Images (Base: Total)	
Saw any (Q56)	38%
Cutting instructions	25%
Logo	15%
Nutrition infographic	15%
Bin	10%
Image with greatest impact (Q65)	Info graphic
Messages (Q66) (Base: Total)	
Familiar with any	77%
Squeeze gently	57%
Micro-nutrient info	50%
Year-round	45%
Calorie info	44%
Red does not mean ripe	40%
Message with greatest impact (Q69)	Micro-nutrients

Demographics and Psychographics (Base: Total)	
Male (S1)	26%
Female (S1)	74%
18-29 (S2)	27%
30-44 (S2)	49%
45-69 (S2)	25%
#1 lifestyle descriptor (D1)	On-the-go
#2 lifestyle descriptor (D1)	Foodie
#3 lifestyle descriptor (D1)	Super-parent
Primary grocery decision maker (S6)	73%
#1 fruit shopping venue (D8)	Grocery
#2 fruit shopping venue (D8)	Super-center
Parent (D4)	100%
Grew up eating mango regularly (D9)	31%
Grew up eating mango, not regularly (D9)	26%

SCORECARD 1
SHIFTERS

Purchaser categorization (Base: Total)	
Non-purchaser (Q3)	45%
# 1 reason for never purchasing (Q4)	Don't know how to select
Past purchaser (Q5 & Q7)	23%
# 1 reason for not purchasing past 6 months (Q6)	Do not think about them
Current purchaser	32%
# 1 reason for purchasing (Q8)	Taste great
Recent purchaser (Q9)	8%
Purchasing non-fresh mangos (Q11)	15%
Correct identify a mango (Q2)	73%
First started buying mangos (Q22) (Base: Purchasers)	
Less than a year ago	21%
Year or more ago	79%

Purchase intent (Q13) (Base: Total)	
Whole fresh	29%
Pre-sliced	30%
Preferred way to cut a mango (Q39) (Base: Purchasers)	**26%**
Where they ate last 10 mangos (Q33) (Base: Purchasers)	
Home	6.1
Restaurant	1.8
Friend's place	1.1
Somewhere else	1.0
How they ate last 10 mangos (Q34) (Base: Purchasers)	
By itself	4.9
With other fruit	2.8
As ingredient	2.3

Seasons	
Know mangos are year-round (Q16) (Base: Total)	10%
Buy mangos in warm months (Q17) (Base: Current purchasers)	93%
Buy mangos in cold months (Q17) (Base: Purchasers)	49%
Traits (Q38) (Base: Total)	
Special mystique	49%
Typically expensive	52%
Special treat	55%
Healthy/nutritious	80%
Taste great	63%
Difficult to slice	34%
Great as ingredient	57%
Everyday fruit	47%

SCORECARD 2
SHIFTERS

Purchase impact (Top-2 Box) (Base: Total)	
Having a sample (Q26) (Base: Total)	80%
Knowing how to cut one (Q43)	50%
Knowing about health/nutrition (Q49) (Base: Total)	67%
Unaided information	
# 1 source of food/nutrition info (Q1) (Base: Total)	Cooking shows
#2 source of food/nutrition info (Q1) (Base: Total)	Social media
Heard something about mango (Q51) (Base: Total)	14%
#1 thing heard about mango (Q53) (Base: Heard about mango)	Saw picture
More likely to purchase (Q55) (Base: Heard about mango)	64%

Images (Base: Total)	
Saw any (Q56)	20%
Cutting instructions	12%
Logo	8%
Nutrition infographic	6%
Bin	5%
Image with greatest impact (Q65)	Info graphic
Messages (Q66) (Base: Total)	
Familiar with any	62%
Squeeze gently	39%
Micro-nutrient info	31%
Year-round	29%
Calorie info	30%
Red does not mean ripe	23%
Message with greatest impact (Q69)	Micro-nutrients

Demographics and Psychographics (Base: Total)	
Male (S1)	30%
Female (S1)	70%
18-29 (S2)	21%
30-44 (S2)	27%
45-69 (S2)	52%
#1 lifestyle descriptor (D1)	On-the-go
#2 lifestyle descriptor (D1)	Foodie
#3 lifestyle descriptor (D1)	Out-doorsy
Primary grocery decision maker (S6)	66%
#1 fruit shopping venue (D8)	Grocery
#2 fruit shopping venue (D8)	Super-center
Parent (D4)	46%
Grew up eating mango regularly (D9)	13%
Grew up eating mango, not regularly (D9)	20%