<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Method &amp; Sample</td>
<td>3</td>
</tr>
<tr>
<td>Summary of Key Findings</td>
<td>7</td>
</tr>
<tr>
<td>Detailed Findings</td>
<td></td>
</tr>
<tr>
<td>- Avocado Consumption Survey</td>
<td>11</td>
</tr>
<tr>
<td>- Food Diary Summary</td>
<td>23</td>
</tr>
<tr>
<td>- Favorite Recipe Submissions</td>
<td>32</td>
</tr>
<tr>
<td>Demographics</td>
<td>42</td>
</tr>
</tbody>
</table>
Research Objectives & Method

• Objectives: through a qualitative, deep-dive approach
  – Understand how avocado consumers currently eat and use avocados
  – Identify opportunities to expand consumption by pairing avocados with commonly eaten food items
  – Provide input and inspiration to recipe development that is borne of avocado consumers’ commonly eaten foods and favorite recipes

• Method: Two week goJournal activity conducted September 12-26, 2012
  – A total of 75 female heads of household were recruited to participate in the goJournal activity
    • Respondents were segmented into one of three groups based on avocado consumption: Moderate (consume 1-3 avocados per month), Heavy (consume 4-9 avocados per month) and Super Heavy (consume 10 or more avocados per month)
    • Each group included 25 initial participants
  – The research included three activities and was frequently moderated
  – Respondents who completed all activities and answered all questions were paid an incentive of $75 (n=58)
All participants were recruited through Gongos Research’s Consumer Village.

Consumer Village is Gongos Research’s proprietary research community – a growing platform that blends the dynamics of online social networking with the added precision that accompanies large-scale quantitative research. There are currently 27,000 members in the Village.

Since launching Consumer Village in July of 2007, Gongos Research has maintained an extensive consumer profile on each Villager. The social and personal elements of the community, along with fastidious management by the Consumer Village team, culminate in a range of unique consumer research benefits.
The Gongos Consumer Village Panel provided a widely dispersed qualitative sample of 58 respondents from 24 states (shaded below) representing the major geographic regions of the US and a range of avocado market development. Note that the southwestern region of the US is slightly under-represented in this qualitative sample due to sample size.
How to Use This Information

• This qualitative exploration of eating behaviors was designed to be used for ideation and directional purposes in avocado recipe, tip and usage idea development among Moderate, Heavy and Super Heavy avocado users.

• This is not a definitive quantitative assessment of eating behaviors due to the small sample size.
SUMMARY OF KEY FINDINGS & OPPORTUNITIES
Summary of Key Findings & Opportunities

- Develop a tip, usage and recipe strategy for increasing avocado consumption. Heavy avocado users have more simple everyday uses for avocados.

- Encourage the addition of avocado to favorite recipes that don’t contain them now. Expand the usage of avocados by developing and promoting recipes and tips that incorporate avocados into easy-to-prepare, commonly eaten dishes where avocados are not currently used. These favorite “non-avocado” dishes include:

- Promote avocado users favorite avocado recipes and usage ideas and tips.

- Promote avocado snacking as a meal occasion. Leverage the growth of snacking and the “4th meal” by promoting avocados as a naturally satisfying, healthy and indulgent snack that can be eaten alone. Super Heavy users of the fruit are already embracing this behavior, suggesting it could be adopted by other heavy, moderate and lighter users of the fruit.
Summary of Key Findings & Opportunities

• Promote avocado consumption throughout the day by positioning them as a:
  – Healthy, fulfilling food to start the day when eaten with or for breakfast
  – Easy to transport and prepare as or with lunch
  – Tasty, satisfying snack anytime of the day
  – Delicious and healthy part of favorite dinner recipes

• Promote avocados as a meal. Develop a diet or eating plan that is based in the use of avocados as a natural, healthy, indulgent and satisfying “meal replacement” strategy. About 20% to 25% of the avocado consumers report eating and avocado as their meal for breakfast, lunch, dinner and snacking eating occasions. Developing an eating plan (much as cereal brands have done) with avocados as the “calorie/hunger” management tool leverages an existing behavior.
Summary of Key Findings & Opportunities

• Create kid-friendly meal suggestions to help increase the consumption of avocados among children under 18 in the household.

• Continue to promote health/nutrition messages; they are driving avocado user consumption. Continue to promote the physical benefits and emotional rewards of avocados as reports of increased consumption appear to be driven both by avocados indulgent characteristics and “permission to consume” supported by increased awareness of the presence of avocados’ healthy fat and nutritional value.

• Help consumers better understand how to purchase and store ripe avocados in the refrigerator.
Avocados are primarily consumed by the adults in the household. Moms will often mix avocados into dishes for their children.  

- The primary shopper will often try to include avocados in the meals and snacks of others in her household.

“No one else in my family likes avocados besides me, so I am free to make them however I choose.”

“I am the primary eater of avocados and eat them on sandwiches, salads, burritos, quesadillas or in tortilla soup for dinner or lunch. My husband will eat it in the tortilla soup or if I put some in a burrito or quesadilla.”

“The kids aren’t as big of a fan of it, normally for them to consume it I have to put it into meals, or add it into spreads/on items or not remind them what I’m trying to force into them, as they will turn their noses up. But the nutrition makes it worth getting them to take in.”
When are you/your family eating Avocados?

Encouraging the use of avocados with breakfast and providing moms with kid-friendly meal suggestions could lead to increased household consumption. (n=64)

The primary shopper in the household eats avocados throughout the day - most commonly with lunch and dinner.
- They are also a frequent snack selection (either as a dip or alone).

Note: Small sample sizes; Information should be used for directional purposes only.

Encouraging the use of avocados with breakfast and providing moms with kid-friendly meal suggestions could lead to increased household consumption.
Many consumers enjoy avocados alone as a snack or meal. Often they will add a little extra seasoning or bread/chips to enhance the flavor.

- Many will add additional seasoning – such as salt and pepper – or other dips (ranch, salsa, olive oil and lime juice) to their avocado to enhance the flavor. Bread and chips are also frequently eaten with an avocado.
- Moderate users are more likely to eat avocados incorporated into their meal (as a spread, on a salad, etc.) or as a snack; Heavy/Super Heavy users are most likely to also eat them as their meal or alone.

“**If I am snacking on an avocado, it is usually eaten naked with some sea salt and ground pepper.”**

“I will sometimes peel, remove pit, slice and eat avocado all by itself as a mid-morning snack, as a lunch by itself, anytime of day (just not morning).”

“I like cutting the avocado in half, taking out the seed and putting raspberry vinaigrette dressing in the hole left by the missing seed. It is easy to prepare and tasty as a snack.”

“For dinner, I might make some guacamole or cut them in half, remove the seed, and pour salad dressing in the hole left by the missing seed.”

Rest of the family normally will not just snack on them such as I will so I'm known to cut them up and eat them or dip them in ranch or other salsa if I have it on hand from time to time.”

“Many times are eaten alone – with salt, or lime juice.”

“Sometimes, they are delicious alone with just salt and pepper, sometimes in a dip, sometimes with a great chewy bread. It is a personal preference - The best way to experience an avocado is very much what you are in the mood to eat!”
Process of Purchasing an Avocado

Opportunity exists to educate consumers that they can purchase and store a ripe avocado for up to a week rather than at various stages of ripeness.

- If the need is immediate, consumers will seek an avocado that is dark green to black in color, unblemished and soft.
- If it will not be used for a few days, they will seek a greater firmness as they have the time to allow it to ripen.

**Timing of Need**

How quickly the avocado will be used plays heavily in the selection process.

"It truly is about your preference and whether you want to purchase them for consumption right away (get them ripper, darker, softer) or wait a couple days before eating them (lighter green, softer)."

"If I don't plan on using them in a few days time, I'll pick ones that aren't quite yet fully ripened."

"Never buy them all ripe unless you are using them right away."

**Look**

Consumers seek an avocado that is dark in color with an unblemished skin.

"Avocado are great when they are dark/hunter green"

"Check the outer skin of the avocado for any large indentations as this may be a sign that the fruit has been bruised."

"When looking for an avocado, keep an eye out for the darker ones! Once you see a darker one, pick it up and GENTLY squeeze it; if it gives a little, congratulations! You've found a good one."

"I select them based on their outer appearance, looking for the least blemished, and by their softness and color to determine ripeness."

**Feel**

The sooner the need, the riper the avocado should be. A “mushy” avocado is never acceptable.

"It's ripe if you feel like there's a little give between the skin and the flesh beneath."

"When choosing an avocado, you want a firm texture that will give just a little with pressure."

"You can't guarantee a great tasting anything! However, I suggest one that gives to the touch."

"The fruit should feel heavy and firm, with no obvious smooshy parts or flat areas to it."

"If I am buying more than one, I'll stagger the ripeness, buying one that is less ripe, harder, and one that is a bit softer."

"I like having avocados at different levels of ripeness so that they are always available to cook with."
Consumers tend to use one of two processes to open their avocado for consumption – “Split and Twist” or “Peel and Slice.”

**“Split and Twist”**

Consumers who “Split and Twist” will cut an avocado length-wise, twist it apart to expose and remove the pit, then scoop the fruit from the peel.

“I think the best way to prepare an avocado is to slice it all the way around, twist it so it opens up and then hit the pit with a knife to slowly twist it out.”

“First I hold it firmly in my left hand, then I take a chef’s knife and move the avocado through the knife, vertically (not the knife through the fruit) until it’s been halved (lengthwise). Then, still holding the half with the pit, I carefully tap it with my knife until it sticks into the pit and I give a little twist and the pit comes cleanly out (using a towel to remove it from the knife). Next, I use a spoon to scoop out the meat, unless I want nice slices, in which case, I slice the avocado in the rind, without slicing through it, then just peel it back when the slices have been made.”

**“Peel and Slice”**

There are some that prefer to peel the skin from the avocado before removing the pit.

“I cut off one end. Then cut off a chunk that I may be using. Then I gently remove the skin using a knife and slice or dice the avocado.”

“I usually peel mine before cutting into it. If you cut in half and then start to peel, the pit usually slides out and that can make the avocado crumble in your hand. The pit gives the avocado some reinforcement until you are ready to slice. After peeling, I cut in half and then slice.”

Most consumers use the “Split and Twist” approach to open their avocado.
Education efforts on the “good fat” provided by avocados have been successful. Continued awareness will increase the quantity and diversity of consumption.

As consumers have become more aware of the health benefits of avocados, their consumption has increased – particularly among Heavy users.

- The high price has previously deterred consumption, but its taste and health benefits now justify the purchase.

### Avocado Consumption Compared to Last Year

<table>
<thead>
<tr>
<th>Users Type</th>
<th>Percentage</th>
<th>Comments</th>
</tr>
</thead>
</table>
| Moderate Users        | 35%        | “I have read that avocados provide a very healthy fat to the diet. I have become less afraid of "fat" that is natural and healthy.”
|                       |            | “I previously avoided avocados because of the fat content. I have since discovered that the fat in avocados is good and healthy for you. Knowing this has freed me to eat them more often. The health properties of the avocado far outweighs the calories.” |
| Heavy Users           | 55%        | “Being that I’ve been learning a lot more on how healthy they can be I try to add them into foods and meals for everyone in the family.” |
|                       |            | “I am more apt to grab an avocado or two when shopping because I know my family loves them, they are so healthy for them, and they are great tasting.” |
| Super Heavy Users     | 37%        | “I’ve always liked avocados, but thought the calorie count was so high, they were just for special occasions. Now, I am reading the research about how healthy avocados are for you - good fat - I eat them all the time.” |
|                       |            | “Dr Oz has revealed many benefits to eating avocados and I live in a community that tries to cater to the large Hispanic in our area so it is much easier to find avocados and they are much more abundant than they used to be and also at a much more affordable price because of the demand.” |

(n=64)
Avocados are most frequently eaten as:
- Guacamole
- A dip
- Sliced or cubed onto an entrée, sandwich, salad or soup
- Alone

Everyone has their personal preference when it comes to eating avocados. Its soft texture and mild taste allows them to easily blend with other flavors.

**In a dip**

“I like to eat avocado in guacamole form with some heart chips...I love the omega-3 chips from Trader Joe’s with guac.”

“One of our favorite munchie snacks are tortilla chips with salsa, guacamole and sour cream.”

“We love to make guacamole with Mexican dinners that we make at home; I make fresh guacamole with avos, lime juice, diced tomatoes, cumin, salt pepper, cilantro and a little cayenne pepper. It is so good and is great to accompany tacos, enchiladas, tostados, etc.”

**In a sandwich**

“Will eat avocados in a sandwich once or twice a week - I like making turkey roll-ups with avocado.”

“I will do them on toast, with a sandwich, chicken, burger or whatever I decide - I’ve even added it to ham and roast beef before with a sub bun.”

“I’ll put avocado slices in a sandwich, maybe with turkey or chicken and cheese. or a veggie sandwich, with roasted veggies and cream cheese.”

**In a salad**

“I throw a few slices of avocado onto my spinach salads, with some grape tomatoes, cucumbers, and balsamic dressing. It is great to have those extra vitamins/minerals in my salad!”

“We eat them in salads in recipes a little bit of everything.”

**Alone**

“We love them just plain...scooped out of the shell...plopped into a bowl...salted and peppered and eaten with a spoon!”

“I love the taste plain, but sometimes its even better with hot sauce or lemon or a pinch of cayenne pepper. it always tastes good with slivered and coped garlic as well.”

“They are even better with a few drops of olive oil...really good olive oil!”

*Note: Not shown in order of frequency. Multiple mentions of each option were recorded.*
Consumers eat avocados in various ways throughout the day. Chopped, sliced or mashed, they add flavor and texture to the meal.

**BREAKFAST**
- Mixed into eggs/omelets
- Sliced into breakfast sandwiches/on toast or English muffins
- Blended into smoothies

*I like to add avocados to my frittatas, egg dishes, etc. They are a great addition to any egg dish, they make it so fresh and delicious. Also it is great to make a English muffin egg sandwich and add a few slices of fresh, ripe avocado. Yum!*

*I have never before included avocados in my breakfast, I just never thought about it! I don't see why I couldn't, so I will be thinking about trying that some time!*

*For breakfast I use avocados in a veggie/fruit protein smoothie. Also I slice avocados on a breakfast sandwich."

**LUNCH**
- Sliced into sandwiches/wraps
- Cubed into salads
- Mashed into a spread (as a condiment substitute)
- As a dip
- Alone

*When I eat it for lunch it is either on a sandwich or a salad."

*For lunch we put them on a sandwich as a spread. Instead of using mayonnaise, we have a healthy alternative which is good for our health and use avocados with our lunch meats."

*We use them in dips, sandwiches, alone with salt and pepper (depends on how good the avocado actually is!) and a lot mixed in with other items."

**DINNER**
- As an appetizer
- Sliced/cubed as entrée topping
- Cubed into salads
- Alone/As a side dish
- As a dip

*At dinner, they are usually offered up as a topper for some type of sandwich/burger, or added to a salad. I may also make some guacamole to go with a Mexican style dinner I might have planned (like tacos or burritos)."

*We eat avocados in our salad and as a side dish with our main course."

*For Dinner, I use avocados layered in salads, rolled into sushi rolls, added to soups and stews, baked into crescent rolls and I put chunks of avocados on skewers and grill them."

**www.hassavocadoboard.com**
When consumed as a snack, or during a special event, avocados are typically eaten alone or in a dip/guacamole (including homemade and store-bought varieties). Some also use them as a beauty mask.

**SNACKS**

- As a dip (guacamole)
- Alone

“Eating them as a snack would be in the form of dip or guacamole, there would usually be no other way we eat them as a snack.”

“Avocados are a main ingredient in many of my snacks and appetizers. I use them in dips, just to munch on while watching TV or on the computer and to thicken vegetable smoothies.”

“I sometimes just eat a slice of it to fill me a little before going to bed”

“We make guacamole and keep it in the fridge and use it on crackers, tortilla chips, potato chips, I usually make a batch every week.”

**WEEKENDS / SPECIAL EVENTS**

- As an appetizer/dip

“Snack: On weekends for NFL football/Nascar racing days….In dip/guacamole & taco dip.”

“Hubby is home only weekends (truck driver) so I make my dips/veggie trays when he is home so we can enjoy a snack in the evening while watching TV.”

**NON-FOOD USE**

- As a beauty mask

“When my friends get into town once in a while and we do a girly night, we’ve even been known to spread it on our faces to pamper ourselves.”
Experience of eating an Avocado

Appeal to consumer interest by promoting the indulgent, satisfying and rewarding eating experience created by its smooth and creamy texture.

Many consumers also mentioned a “nutty” flavor adding to its overall appeal.

“I like the smooth creaminess. The taste is exotic - different than anything else. It makes a very good sandwich spread - adds creaminess to the sandwich. In a salad, it is a contrast to the crunchiness of the other ingredients.”

“The texture is very rich and velvety in the mouth, kind of like a really good, soft cheese has that sort of that “melt in the mouth” characteristic. Hard to describe, but singularly delicious.”

“I find the avocado to have an enjoyable creamy texture and a mild, nutty flavor.

“Pure bliss! I enjoy the smooth velvety texture. The taste is slightly nutty and just a little sweet.”

“The texture of an avocado is very creamy. It is unlike any other fruit/veggie because it is so creamy.”

“I love the richness of the flavor, the softness of the texture. They are very smooth to the palate and occasionally almost nutty tasting.”
Promoting the emotional and physical satisfaction that comes from eating an avocado could offer new consumption opportunities.

Consumers enjoy the great, indulgent taste of avocados as well as the guilt-free feeling that they are making a smart and healthy food choice.

“I feel I ate something healthy and I also feel like I spoiled myself by eating something tasty and indulgent.”

“I feel like I have had a little luxury in my meal. I can feel good about the nutritional value and the benefits of a heart healthy fat.”

“Healthier! I always feel more satisfied, too, since the avocado is filling and full of good-for-me fats.”

“I feel full and satisfied, like I have had a special, affordable treat.”

“I feel like I just did something wonderful for myself. No Guilt. No Worries. Only feeling well and healthy.”

“It is very satisfying – it is a healthy fat so you feel full and good about eating it.”

“I also experience a feeling of indulgence and well being. I’m satisfied that I have eaten something tasty, healthy, versatile and filling.”
Breakfast selections are often fast and simple, yet filling, as consumers start their day.

Common Breakfast Selections

- Cereal/Oatmeal
- Eggs
- Coffee
- Fruit
- Toast/Bagel
- Granola Bar

• Depending on the amount of time available, breakfast might be shared with a spouse/significant other or children.
  • Many will eat breakfast alone, on their way to, or at work.

• Avocados, although not frequently consumed with breakfast, might be paired with eggs, in a breakfast “wrap” or eaten alone.

*With the exception of coffee and granola bars, images were submitted by respondents.*
Consumers will often choose the same breakfast options throughout the week. Particularly when busy or on-the-go. Breakfast is also the most likely meal to be “skipped.”

**Additional Breakfast Selections**

- Bacon/Sausage
- Bagels (with and without butter, cream cheese or jam)
- Biscuits,
- Bread - banana, zucchini, from a mix, etc.
- Cheese
- Coffee
- Cold Cereal
- Donuts/Danish/Croissants
- Eggs – scrambled, fried, soft-boiled, in an omelet, etc.
- English muffins
- Fruit – banana, apples, grapes, strawberries, cantaloupe, etc.
- Granola/Fiber bars
- Hot Cereal – Oatmeal, grits
- Juice – orange, apple, cranberry, etc.
- Milk
- Pancakes/Waffles (homemade and store bought)
- Pop tarts
- Smoothies/Shakes
- Specialty Coffees – including cappuccinos, mochas, lattes
- Tea
- Toast (with and without butter or jam)
- Yogurt

All images shown were submitted by respondents.
Lunch selections are simple and easy to eat “on-the-go.” Lunch is most commonly eaten away from home, alone.

- As others in the household are likely at work or school, the consumer does not typically eat with family at lunch.
  - When lunch is shared with others, it is typically with co-workers or friends.

- Avocados are often included with lunch. They can be found sliced or chopped on a salad or in a sandwich, or as a spread instead of mayonnaise.
  - Many consumers also enjoy getting avocados from their favorite take out restaurants to add to their lunch - such as at Subway.

*All images shown were submitted by respondents.*
Lunch selections are most frequently salads and sandwiches. They offer a versatile venue to create endless taste combinations to accommodate personal preference and availability.

### Additional Lunch Selections

- Canned meal options – Chef Boyardees
- Cheese and Crackers
- Chips and Salsa
- Chips/Pretzels,
- Frozen meals – Lean Cuisines, Stouffers, Hot Pockets, etc.
- Fruit – bananas, apples, melon, berries, etc.
- Hot dog
- Leftovers from previous dinner
- Peanut butter and crackers
- Pizza
- Salads – mixed green as well as mixed (tuna, egg, chicken, etc.)
- Sandwiches – peanut butter, lunchmeat, tuna, etc.
- Soups/Chili
- Take out – burgers and fries, tacos, subs, Chinese, etc.
- Vegetables – Raw or warm
- Yogurt

If lunch will be eaten away from home, portability also impacts the selection.

All images shown were submitted by respondents.
Evening/weekend meals are often spent together as a family. As such, they require more time to prepare and offer greater variety.

- Dinner/weekend meals are typically shared with the spouse/family members and selected based on their input/requests.
  - Due to the additional preparation time and the desire to provide a more complete meal, dinner is the most thought-out meal. Shopping lists, coupons/sales and recipes are often included in the planning process.

- Avocados are a frequent part of dinner. They might be offered within a salad, sliced on their own, or added as a topping (particularly for tacos, quesadillas, etc.).

All images shown were submitted by respondents.
Dinner selections are most diverse and typically include multiple components. These meal selections are usually plated and eaten while seated at home or at a restaurant.

**Additional Dinner Selections**

- Beef – tacos, burgers*, meatloaf, etc.
- Bread – corn bread, Italian, rolls, biscuits, etc.
- Casseroles – beef, chicken and vegetable, etc.
- Chicken – enchiladas, grilled, baked, chopped, BBQ, etc.
- Crock Pot
- Ethnic – Mexican, Chinese, Thai, etc.
- Fish – salmon, shrimp, tuna, etc.
- Fruit
- Hot dogs/Sausage
- Pasta – spaghetti, lasagna, ravioli, macaroni and cheese, alfredo, etc.
- Pizza – homemade and carry out
- Pork – chops, BBQ, Ribs, ham steaks, etc.
- Potatoes - fries, mashed, casserole, baked, etc.
- Rice – white, brown, fried, mixed, etc.
- Salads – mixed green, antipasto, Greek, etc.
- Soup/Chili – homemade and store bought
- Steak
- Restaurant/Take out - burgers, tacos, subs, etc.
- Vegetables - broccoli, green beans, peas, carrots, corn, etc.

While many like a complete “meal” for dinner, they also seek options that are easy to prepare. Consumers particularly enjoy the ability to grill/cook outside during the warmer months.

* number of “with avocado” mentions: hamburger (7), turkey burger (1)

All images shown were submitted by respondents.
Snack food selections are typically driven by “craving” and a desire for immediate satisfaction.

- Time of day has a strong influence as to whether a snack is shared.
  - Daytime snacks are more likely eaten alone, while evening snacks are often more dessert-like and shared with the family.

- As a snack, avocados can most frequently be found as a dip (guacamole/Mexican), eaten with chips.

*All images shown were submitted by respondents.*
Snacks are eaten at various times throughout the day and include a variety of possibilities depending on craving and access.

**Additional Snack Selections**

- 100 Calorie packets – chips, cookies, etc.
- Avocados – as a dip, alone, with bread/chips, etc.
- Cake/Pie (homemade and store bought)
- Candy (chocolate and non-chocolate)
- Carbonated Soda
- Chips and Salsa
- Chips/pretzels
- Cookies (homemade and store bought)
- Cut up fresh vegetables
- Fruit - apple, banana, grapes, melon, berries, etc.
- Guacamole
- Hummus
- Ice cream/Sherbet
- Non-Carbonated Beverage – lemonade, iced tea, etc.
- Nuts
- Trail Mix

*All images shown were submitted by respondents.*
FAVORITE RECIPE SUBMISSIONS

DETAILED FINDINGS
As most submissions did not include avocados, opportunity exists to provide consumers with new avocado recipes and tips, and new ways to add avocados to favorite recipes.

- Submissions included a diverse mix of consumption occasions and varying levels of preparation and complexity. Of the 544 recipes, the most frequently mentioned include:

<table>
<thead>
<tr>
<th></th>
<th>With Avocados</th>
<th>Without Avocados</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Breakfast</strong></td>
<td>Total Submissions: 5</td>
<td>Total Submissions: 20</td>
</tr>
<tr>
<td></td>
<td>• Eggs (scrambled, as a frittata)</td>
<td>• Casseroles</td>
</tr>
<tr>
<td></td>
<td>• Muffin</td>
<td>• Pancakes</td>
</tr>
<tr>
<td></td>
<td>• Yogurt</td>
<td>• Muffins</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Breads</td>
</tr>
<tr>
<td><strong>Lunch</strong></td>
<td>Total Submissions: 7</td>
<td>Total Submissions: 9</td>
</tr>
<tr>
<td></td>
<td>• Sandwiches</td>
<td>• Sandwiches (turkey, tuna, egg salad)</td>
</tr>
<tr>
<td></td>
<td>• Roll-ups</td>
<td></td>
</tr>
<tr>
<td><strong>Dinner</strong></td>
<td>Total Submissions: 17</td>
<td>Total Submissions: 314</td>
</tr>
<tr>
<td></td>
<td>• Mexican Dishes (tacos, tortillas)</td>
<td>• Lasagna</td>
</tr>
<tr>
<td></td>
<td>• Avocado Stuffed Potatoes</td>
<td>• Chicken (parmesan, enchiladas, piccata)</td>
</tr>
<tr>
<td></td>
<td>• Salads</td>
<td>• Beef (steak, meatloaf, burgers)</td>
</tr>
<tr>
<td></td>
<td>• Side Dishes</td>
<td>• Pork (pulled, BBQ, Ribs)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Casseroles</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Fish (Salmon, Tilapia, Shrimp)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Pasta (Ravioli, Spaghetti)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Crock Pot Meals</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Soups/Chili/Stew</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Ethnic Meals (Mexican, Thai, Indian)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Salads</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Side Dishes</td>
</tr>
<tr>
<td><strong>Snacks/Other</strong></td>
<td>Total Submissions: 22</td>
<td>Total Submissions: 150</td>
</tr>
<tr>
<td></td>
<td>• Guacamole</td>
<td>• Cookies</td>
</tr>
<tr>
<td></td>
<td>• Dips</td>
<td>• Cakes/Pies</td>
</tr>
<tr>
<td></td>
<td>• Toppings to other dishes</td>
<td>• Smoothies</td>
</tr>
</tbody>
</table>
Meal Occasion: Breakfast Submission Examples – Without Avocados

**Healthier French Toast**

**INGREDIENTS:**
- 1 Slice bread -- preferably whole grain, with seeds and nuts
- 1 egg
- 1 TBSP cream or half and half
- slivered almonds
- 1/4 cup crushed granola cereal
- fresh fruit and honey for topping
- cooking oil (I prefer coconut)

**DIRECTIONS:**
Beat egg and cream in a shallow dish. Add almonds and granola. Place bread in mixture and turn to coat both sides. Add oil to skillet and preheat. Place toast in oil, turn over when the first side browns. Remove from heat, top with fruit and drizzle honey on top.

---

**SCRAMBLED EGGS WITH SPINACH & GOAT CHEESE**

- 3 large eggs
- 3/4 cup spinach
- 1/2 cup goat cheese butter

Heat butter in skillet. Beat eggs together until fluffy. Chop spinach. Add eggs to skillet. As eggs begin to harden, add spinach and goat cheese. Scramble ingredients together until desired texture. Serves 2

---

**Goat Cheese Please Scramble**

- 2 Eggs
- 1/4 Cup Tomatoes (freshly chopped or diced from a can)
- 2 Tbsp. Mushrooms sliced
- 2 Tbsp. Goat cheese
- Handful of spinach
- Cooking spray
- Salt & Pepper to taste
- Dash of milk

1. Heat a skillet sprayed with non-stick cooking spray on medium heat. Meanwhile, crack the 2 eggs in a bowl and whisk with just a one second pour of milk. This will make the eggs fluffier.
2. Toss the spinach, tomatoes and mushrooms into the skillet and stir until the spinach is wilted and the mushrooms and tomatoes are warmed up.
3. Add the eggs. Let it sit for a minute. Start stirring all the ingredients with your spatula without breaking up the eggs too much.
4. Once the eggs are almost set, add the goat cheese in crumbles. Stir until the goat cheese is slightly melted. Add S&P to taste. Enjoy!
AVOCADO FLAXSEED MUFFIN

5 tbsp. golden flax meal
1/2 tsp. baking powder
1 oz softened cream cheese
1 egg (slightly beaten)
1/2 tsp. ground ginger
splenda to taste (I use 1/2 tsp.)
1/2 avocado (smashed)

Mix dry ingredients, blend into wet ingredients. Spray small microwavable bowl. Pour mixture into bowl. Microwave approximately 3 1/2 minutes. Remove from bowl and serve.

Real Yummy for Breakfast

Frittata

3-7 Eggs
sea salt
ground pepper
milk
butter or EVOO
grated cheese
avocado

Mix the eggs, sea salt, ground pepper, in a bowl with a whisk until thoroughly mixed, add a splash of milk. Using a cast iron skillet add butter or EVOO and heat on med., add egg mixture, preheat broiler to high, sprinkle cheese into egg mixture, stir gently and cook 5-7 mins. or until mixture starts to brown on the bottom. Don't worry if the top is runny, remove the skillet from the stovetop heat, place under broiler, and broil until top is brown and bubbly. Remove skillet from broiler, cut, and serve with thin slices of avocado on the top.

Avocado yogurt

1 mango, peeled and diced
1 avocado, peeled, pitted, and diced
1 lime
1 cup yogurt
2 tablespoons honey
2 tablespoons chopped mint

Toss the mango and avocado together with juice from one lime. In a small bowl combine the yogurt, honey, and mint. Serve alongside the mango and avocado. Serve chilled.

Green Chili Eggs

INGREDIENTS:
2 eggs
3 TBSP green chili salsa
Shredded cheddar or Mexican blend cheese
Sliced avocado
Sour cream or plain yogurt
Salt and pepper to taste
Butter or cooking spray for frying

DIRECTIONS:
Coat frying pan with butter or spray, and preheat. Crack eggs into pan, and add the spoonfuls of green chili salsa to the whites. Scramble whites with salsa, adding salt and pepper. When whites are cooked but still soft, mix yolks in. Remove from pan as soon as eggs are set to desired texture, top with cheese, avocado, and a spoonful of sour cream or yogurt.
**Bacon Chicken Ranch Wrap**

- 2 cups of leftover cut up chicken (I like to use stir fry chicken)
- Lettuce
- Tomatoes
- 2 slices per wrap bacon
- Ranch dressing
- Shredded cheese for each wrap
- 6 wraps (burrito size)

Warm leftover chicken, bacon and cheese in microwave for 1 min warm wrap for 15 seconds, put the chicken, bacon and cheese on wrap, add as much lettuce as you like, ranch dressing and tomatoes add anything else that you would like.

---

**Grilled Cheese Sandwiches**

**INGREDIENTS & DIRECTIONS:**

Butter one side of each slice of bread (We use Country Crock margarine) place butter side down in skillet, add two slices of Kraft extra sharp cheddar, cover with other slice of bread cook on both sides till golden brown.

---

**Tuna Patty Melts**

**INGREDIENTS:**

- 2 slices seedless rye bread
- Homemade tuna salad
- 2 slices of provolone cheese

**DIRECTIONS:**

toast bread top one slice with tuna salad and provolone cheese top with other slice of bread cook in microwave about 20 to 30 seconds until cheese melts serve with pickles on side.

---

**French Dip Sandwiches**

**INGREDIENTS:**

- 1 lean beef roast (3-4 lbs)
- 1 c soy sauce
- 2 beef bouillon cubes
- 2 bay leaves
- 6-8 whole peppercorns
- 2 tsp dried, crushed rosemary
- 2 tsp dried thyme
- 2 tsp garlic powder

**DIRECTIONS:**

Hard rolls or French bread Place roast in slow cooker. Add remaining ingredients. Add water to almost cover the roast. Cover and cook over low heat for 12-15 hours or until meat is very tender. Remove meat from broth. Shred meat with a fork. Serve with bread or rolls using broth as a dipping sauce. Be sure to watch for the bay leaves and peppercorns and remove if possible!
Avocado Roll Up
(For one)

INGREDIENTS:
One rice flat tortilla
One avocado
3 ounces boiled turkey put tortilla on plate

DIRECTIONS:
Smooth avocado on the tortilla like a spread. Add reheated boiled turkey. Roll up to eat.

Avocado BLT sandwich

8 slices whole grain bread, toasted
8 tablespoons mayonnaise
12 slices bacon, cooked crisp
8 lettuce leaves 8 slices tomato
2 ripe avocados, peeled, pitted
sliced Black pepper, to taste

Directions: 1) Arrange each sandwich: top 1 slice bread with 2 tablespoons mayonnaise, 3 slices bacon, 2 lettuce leaves, 2 tomatoes, and a few slices avocado. Top with fresh black pepper. Place another slice of bread on top; cut in half and serve.

Roast beef and avocado wraps

1 (4 ounce) package cream cheese, softened
1 teaspoon ground cumin
1 clove garlic, minced
1/8 teaspoon dried red pepper flakes
6 tomato and oregano tortillas
6 lettuce leaves - rinsed and dried
12 slices deli sliced roast beef
1 avocado, cubed 1 tomato, seeded and chopped
1 cup shredded Colby-Monterey Jack cheese

Mix the cream cheese, cumin, garlic, and chili flakes in a bowl until well blended. Spread a thin layer of the cream cheese mixture over each tortilla, dividing evenly. Place a lettuce leaf on each tortilla, and top with two roast beef slices. Sprinkle evenly with avocado, tomatoes, and cheese. Starting at one end, gently roll up each tortilla into a tight tube. Slice in half diagonally and place two pieces on 6 serving plates.

Fresh Guacamole Salad

2 ripe avocados, in thick slices
1 red onion, sliced in half moons
A generous handful of cilantro
Cherry tomatoes, sliced in half
Salt and pepper to season
Dressing (zest of 1 lime, 1 teaspoon of Tabasco sauce, 3 tablespoons of extra virgin olive oil)

Whisk together the ingredients for the dressing in a bowl and set aside. Assemble the ingredients for the salad on a serving platter, start with the slices of avocado then top with the red onion slices and then the cherry tomatoes. Sprinkle cilantro all over the top of the salad. Drizzle over the dressing and then season with sea salt and a good grinding of black pepper. Serve straight away.
Meal Occasion: Dinner Submission Examples – Without Avocados

**Haluski**

Ingredients:
- 1 head chopped green cabbage
- 1 small onion chopped
- 2/3 bag egg noodles
- 1 stick butter
- 1 lb. bacon fried and crumbled
- garlic powder
- salt
- pepper
- 1 cup grated Swiss cheese

Directions:
1. Broil bacon and crumble.
2. Chop and par broil cabbage.
3. Cook and drain the noodles (al dente).
4. Sauté onions in butter, add cooked cabbage and noodles, seasoning and cheese.

---

**Chicken Enchiladas**

INGREDIENTS:
- 6 boneless, skinless chicken breasts (or a bunch of chicken tenders will work also)
- 3 cans cream of chicken soup
- 2 cups sour cream
- 1 small can chopped black olives
- 10 flour tortilla
- 1 bunch green onions cut in to small pieces
- 1 can (4 oz) diced green chilies
- 1 can (4 oz) diced jalapenos

Lightly spray a 9 X 13 pan with nonstick spray. Cook and dice chicken. Mix chicken, soup, sour cream, olives, chilies and jalapenos and a handful of the cheese. Mix well. Place 2 Tablespoons of the mixture on each tortilla. Roll and place seam side down in the pan. Pour any remaining chicken mixture over the top of tortilla rolls. Bake at 350 degree for 25 minutes. Top with half of remaining cheese. Bake until cheese melts, top with rest of cheese. Let that cheese melt. Top with chopped onions before serving.

---

**Layered Greek Salad**

Ingredients:
- 6 cups chopped romaine lettuce
- 2 cups tightly packed baby spinach leaves
- 2 cups whole wheat medium pasta shells, cooked, cooled
- 1 large tomato, chopped
- 1 cucumber, quartered lengthwise, sliced
- 1/2 cup Mayo with Olive Oil
- 1/2 cup Creamy Caesar Dressing
- 1 pkg. (3.5 oz.) Crumbled Feta Cheese
- 1/4 cup pitted kalamata olives

Refrigerated overnight before serving.

Combine lettuce and spinach; place half in 6-qt. serving bowl. Cover with layers of pasta, tomatoes, remaining lettuce, cucumbers and onions. Mix mayo and dressing; spread over salad. Top with cheese and olives. Refrigerate 1 hour. Toss just before serving. Salad

---

**Pulled Pork**

Ingredients:
- 1 (2 pound) pork tenderloin
- 1 (12 fluid ounce) can or bottle root beer
- 1 (18 ounce) bottle your favorite barbecue sauce
- 8 hamburger buns, split and lightly toasted

Directions:
Place the pork tenderloin in a slow cooker; pour the root beer over the meat. Cover and cook on low until well cooked and the pork shreds easily, 6 to 7 hours. Note: the actual length of time may vary according to individual slow cooker. Drain well. Stir in barbecue sauce. Serve over hamburger buns.
**Baked Potato and Avocado Turkey**

**INGREDIENTS:**
- One potato
- 3 ounces boiled turkey
- One avocado
- Pinch of cayenne pepper

**DIRECTIONS:**
Puncture potato with knife or fork. Bake potato in oven at 350 for 20 minutes. Serve with reheated turkey and slices of avocado. Dust with topping of spice.

---

**Avocado stuffed baked potatoes**

- 2 baked potatoes
- 1 whole avocado, peeled, pitted, and diced
- 1 small can rotel, 10 ounces
- 1 cup Monterrey jack cheese
- 1/4 cup sour cream
- 2 teaspoons cumin salt and pepper, to taste
- Chopped cilantro, as needed for garnish

**Directions:**
Cut open the baked potatoes and scoop out about half the cooked potato flesh. In a medium bowl mix together the potato flesh, avocado, rotel, Monterrey jack cheese, sour cream, and cumin. Season the filling with salt and pepper. Fill the potato skins with the filling and bake at 350F until cheese is melted and the potato is hot throughout. Garnish with cilantro and serve.

---

**Broccoli Noodles and Avocado**

(For two)

- One head chopped broccoli
- Two cups spiral rice noodles
- 2 avocados
- Teaspoon turmeric
- Teaspoon cayenne pepper
- 6 ounces boiled turkey steam broccoli

**Cook pasta. Mash avocado with garlic. Mix all ingredients in bowl to serve.**

---

**Cobb Salad**

- 2 bone-in, skin-on chicken breast halves (about 10 ounces total)
- 3 tablespoons extra-virgin olive oil
- Coarse salt and ground pepper
- 4 hard-cooked large eggs
- 2 plum tomatoes, roughly chopped
- 8 slices cooked bacon, crumbled
- 4 ounces blue cheese, crumbled (1 cup)
- 1 avocado, pitted, peeled, and diced medium

**Preheat oven to 425 degrees. On a rimmed baking sheet, drizzle chicken with 1 tablespoon oil and season with salt and pepper. Roast until cooked through, about 25 minutes. Transfer chicken to a cutting board and let sit until cool enough to handle. Remove skin and discard. With your hands or two forks, shred chicken. Reserve half (1 cup) for tomorrow’s lunch. Quarter 2 eggs and reserve 2 eggs for tomorrow’s lunch. In a large bowl, combine lettuce, lemon juice, and 2 tablespoons oil. Season with salt and pepper, toss to combine, and top with eggs, bacon, tomatoes, cheese, avocado, and remaining chicken.**

---

**Avocado stuffed baked potatoes**

- 2 baked potatoes
- 1 whole avocado, peeled, pitted, and diced
- 1 small can rotel, 10 ounces
- 1 cup Monterrey jack cheese
- 1/4 cup sour cream
- 2 teaspoons cumin salt and pepper, to taste
- Chopped cilantro, as needed for garnish

**Directions:**
Cut open the baked potatoes and scoop out about half the cooked potato flesh. In a medium bowl mix together the potato flesh, avocado, rotel, Monterrey jack cheese, sour cream, and cumin. Season the filling with salt and pepper. Fill the potato skins with the filling and bake at 350F until cheese is melted and the potato is hot throughout. Garnish with cilantro and serve.
Vegetable Ball

INGREDIENTS:
2- 8 oz pkg cream cheese (softened)
1 small can crushed pineapple (drained)
a handful each of chopped onion
Chopped green pepper
Diced cucumber

DIRECTIONS:
Mix cream cheese & pineapple together with a spoon. Add other ingredients and form into a ball. Roll in crushed pecans. Makes 1 large or 2 small. Serve with your favorite crackers.

Apple Pie

3/4 cup sugar
1 tbsp corn starch
1 tsp cinnamon
6 cups sliced, pared, cored apples
1 tbsp lemon juice
1 tbsp margarine
1 2-piece frozen pie crust, defrosted
Cinnamon-sugar (optional)

Mix together dry ingredients. Toss with fruit and lemon juice. Place in bottom crust. Dot with margarine. Cover with 2nd pie crust. Make three slits in top crust with a knife. Seal and flute edges. Sprinkle crust with a little cinnamon-sugar or just plain cinnamon (if desired) to give it some color. Bake in preheated 425 degree F oven for 50 minutes or until crust is browned. I like to use apples that have a more sour taste to them such as Cortland or even granny smith apples.

Artichoke Dip with Spinach

Mix Together 2 cups light mayo (not miracle whip, needs to be mayo) 4 cups shredded mozzarella cheese 2 cups grated Parmesan 2 can's artichoke hearts, drained and chopped coarsely 1 tablespoon roasted garlic 2 boxes frozen spinach, drained very well I use my clean hands to mix just to make sure everything is all mixed well. Put in an oven safe dish, 13 x9 pan works well, and cook in preheated 350 degree oven until top is brown around edges and bubbly, approximately 20 -30 minutes.

Cucumber Salad

2 cups thinly sliced cucumbers  (4 small or 2 large)
1/2 tsp salt
1 cup thinly sliced red onion
1/4 cup vinegar
1/4 cup water
1 tbs sugar
1/2 tsp dried dill weed
1/4 tsp coarse ground black pepper
pinch of ground red pepper

Place cucumber slices in medium bowl; sprinkle with salt; stir in onions. Mix remaining ingredients in a small bowl & pour over cucumbers & onions. toss lightly & cover. Refrigerate at least 1 hr or until ready to serve. Toss before serving.
Avocado, Tomato and Mango salsa

1 mango - peeled, seeded and diced
4 medium tomatoes - diced
1 jalapeno pepper - seeded and minced
1/2 cup chopped fresh cilantro
3 cloves garlic - minced
1 tsp. salt
2 Tbsp. fresh lime juice
1/4 cup chopped red onion
3 Tbsp. olive oil

In a medium bowl combine mango, avocado, tomatoes, jalapeno, cilantro and garlic. Stir in salt, lime juice, red onion and olive oil. To blend flavors refrigerate for about 30 minutes before serving. Serve with tortilla chips.

Guacamole

Tomatoes
avocados
onions
jalapenos
cilantro

Chop all of the above ingredients. Add: lime juice, salt.

Avocado Fries

Canola oil for frying
1/4 cup flour
About 1/4 tsp. kosher salt
2 large eggs, beaten to blend
1 1/4 cups panko (Japanese bread crumbs)
2 firm-ripe medium avocados, pitted, peeled, and sliced into 1/2-in. wedges

Preheat oven to 200°. In a medium saucepan, heat 1 1/2 in. oil until it registers 375&deg; on a deep-fry thermometer. Meanwhile, mix flour with 1/4 tsp. salt in a shallow plate. Put eggs and panko in separate shallow plates. Dip avocado in flour, shaking off excess. Dip in egg, then panko to coat. Set on 2 plates in a single layer. Fry a quarter of avocado slices at a time until deep golden, 30 to 60 seconds. Transfer slices to a plate lined with paper towels. Keep warm in oven while cooking remaining avocados. Sprinkle with salt to taste.

A simple sauce of onion, avocado, and lime juice is served over pan-fried chicken breasts for a spicy main course

INGREDIENTS:
1 teaspoon salt
1/4 teaspoon ground black pepper
1/4 teaspoon ground cayenne pepper
4 skinless, boneless chicken breast halves
2 tablespoons olive oil
1 red onion, minced
2 tablespoons lime juice
1 avocado, diced
Salt and ground black pepper to taste

DIRECTIONS:
1. Stir 1 teaspoon salt, 1/4 teaspoon black pepper, and cayenne pepper together in a small bowl; rub evenly into the chicken breasts.
2. Heat the olive oil in a skillet over medium heat; cook the chicken in the heated oil until no longer pink in the center and the juices run clear, 5 to 7 minutes per side. An instant-read thermometer inserted into the center should read at least 165 degrees F (74 degrees C).
3. Stir the onion, lime juice, and avocado together in a bowl; season with salt and pepper. Spoon over the chicken breasts to serve.
DEMOGRAPHICS
## Demographics

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Total</th>
<th>Super Heavy</th>
<th>Heavy</th>
<th>Moderate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(n=58)</td>
<td>(n=16)</td>
<td>(N=21)</td>
<td>(n=21)</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25-34</td>
<td>22%</td>
<td>24%</td>
<td>26%</td>
<td>16%</td>
</tr>
<tr>
<td>35-44</td>
<td>9%</td>
<td>20%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>45-54</td>
<td>33%</td>
<td>32%</td>
<td>30%</td>
<td>36%</td>
</tr>
<tr>
<td>55-65</td>
<td>36%</td>
<td>24%</td>
<td>44%</td>
<td>41%</td>
</tr>
<tr>
<td><strong>Mean</strong></td>
<td>48</td>
<td>46</td>
<td>48</td>
<td>50</td>
</tr>
<tr>
<td><strong>Median</strong></td>
<td>56</td>
<td>48</td>
<td>51</td>
<td>51</td>
</tr>
<tr>
<td><strong>Region</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Northeast (MA, RI, NH, ME, VT, CT, NJ, NY, PA)</td>
<td>22%</td>
<td>31%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>South (DE, DC, MD, VA, WV, NC, SC, GA, FL, AL, TN, MS, KY, LA, AR, OK, TX)</td>
<td>28%</td>
<td>12%</td>
<td>43%</td>
<td>24%</td>
</tr>
<tr>
<td>Midwest (OH, IN, MI, IA, WI, MN, SD, ND, IL, MO, KS, NE)</td>
<td>24%</td>
<td>13%</td>
<td>33%</td>
<td>24%</td>
</tr>
<tr>
<td>West (MT, CO, WY, ID, UT, AZ, NM, NV, CA, HI, OR, WA, AK)</td>
<td>26%</td>
<td>44%</td>
<td>5%</td>
<td>33%</td>
</tr>
<tr>
<td><strong>Ethnicity</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White/Caucasian</td>
<td>88%</td>
<td>81%</td>
<td>95%</td>
<td>86%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>4%</td>
<td>0%</td>
<td>0%</td>
<td>9%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>3%</td>
<td>13%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Asian American</td>
<td>3%</td>
<td>6%</td>
<td>0%</td>
<td>5%</td>
</tr>
<tr>
<td>Native American</td>
<td>2%</td>
<td>0%</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>HH Income</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$25,000 - $59,999</td>
<td>29%</td>
<td>31%</td>
<td>29%</td>
<td>28%</td>
</tr>
<tr>
<td>$60,000 - $99,999</td>
<td>45%</td>
<td>31%</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>19%</td>
<td>19%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>$150,000 or more</td>
<td>7%</td>
<td>19%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
### Demographics (cont.)

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Super Heavy</th>
<th>Heavy</th>
<th>Moderate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(n=58)</td>
<td>(n=16)</td>
<td>(N=21)</td>
<td>(n=21)</td>
</tr>
<tr>
<td><strong>Marital Status</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single</td>
<td>9%</td>
<td>19%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Married/Living with</td>
<td>79%</td>
<td>62%</td>
<td>90%</td>
<td>81%</td>
</tr>
<tr>
<td>Divorced</td>
<td>12%</td>
<td>19%</td>
<td>5%</td>
<td>14%</td>
</tr>
<tr>
<td>Widowed</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Children in Household</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>45%</td>
<td>50%</td>
<td>52%</td>
<td>33%</td>
</tr>
<tr>
<td>No</td>
<td>55%</td>
<td>50%</td>
<td>48%</td>
<td>67%</td>
</tr>
<tr>
<td><strong>Employment Status</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed full-time</td>
<td>52%</td>
<td>56%</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>Employed part-time</td>
<td>12%</td>
<td>13%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Homemaker</td>
<td>19%</td>
<td>19%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
<td>5%</td>
</tr>
<tr>
<td>Student</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Retired</td>
<td>15%</td>
<td>12%</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High School or GED</td>
<td>7%</td>
<td>13%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Some College or Tech School</td>
<td>24%</td>
<td>6%</td>
<td>33%</td>
<td>29%</td>
</tr>
<tr>
<td>College</td>
<td>48%</td>
<td>50%</td>
<td>38%</td>
<td>57%</td>
</tr>
<tr>
<td>Some Graduate School</td>
<td>11%</td>
<td>6%</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Graduate School</td>
<td>10%</td>
<td>25%</td>
<td>10%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>