FRUIT AND VEGETABLE CONSUMPTION IN UTAH: IDENTIFYING LOW-CONSUMING MARKET SEGMENTS
Tera Clausen (Rebecca Utz)
Department of Sociology

It is already known that the state of Utah has a higher consumption rate of fruits and vegetables compared to the United States average (The Utah Department of Health 2014). However, when the state is broken down into smaller areas, some areas consume less fruits and vegetables than the state average. The main objective of this research was to identify the small areas within the state that have low-consuming patterns of fresh, frozen, and canned fruits and vegetables. There were eight small areas identified that have low-consumption rates for fresh, frozen, and canned fruits and vegetables. After identifying the small areas, the population composition was analyzed using Nielsen consumer data. This provided demographics on the consumer segments within the small areas, including socioeconomic status, marital status, and lifestyle behaviors. The consumer segments were then compared to media consumption behaviors to determine what the most effective forms of media would be for promoting nutritional programs that encourage fruit and vegetable consumption in the low-consuming areas. The hope for this research is to identify diet deficits in the population of Utah in order to improve overall health and wellbeing within the state.

Key words: Utah, fruits, vegetables, diet, health, wellbeing