INTERNATIONAL FRESH PRODUCE ASSOCIATION

# 2024 Consumer Perception of the Produce & Floral Industries

**Who we are:**

International Fresh Produce Association (IFPA) is the leading global trade association representing companies in the fresh produce and floral supply chain.

**We are here to:**

- advocates for members and industry;
- connects individuals and organizations with ideas, data and with each other;
- guides with education, insight, expertise, and solutions.

## Produce Industry Branding

In today's fast-paced world, people turn to quick, convenient meals and snacks. But where will they look tomorrow? The fruit and vegetable industry's brand is vital in capturing consumers' attention and preference.

**Why it matters:** Understanding our brand is crucial. By resonating with consumers, we can increase our share of stomach and compete against other grocery store products.

**The big picture:** A brand is shaped by consumer perception and every aspect of the industry. And to win the food fight, fruits and vegetables must compete with various grocery store sections.

**The bottom line:** Consumer feedback helps us understand brand perception and increases our share of stomach.

## Understanding Brand Perception

Brand perception is crucial in developing relationships with customers and winning their loyalty.

**Why it matters:** Consumers always consider their emotional connection when choosing between items that fulfil a similar purpose whether it be hunger in the produce category or indulgence in the floral category.

**The big picture:** Understanding the personality and attributes of our industries helps us connect with consumers.

**The bottom line:** Leverage industry personality and attributes to help shape your brand perception with consumers.

# A guide for marketers

# What this research tell us:

- While the reputation of the produce industry is stronger than the benchmarked industry. This is good for businesses to build their messaging.

- The produce industry is seen as dynamic but we can still benefit by demonstrating innovations in breeding and growing as well as showing produce in modern settings.

- Produce marketing can build off the industry's personality of being exotic and classic – "fruits and vegetables should be the highlight of every meal."

- There is an opportunity to build on produce is mindful of the environment. This matters to consumers, yet the produce industry is not leveraging it.

- To attract the best talent, is important that consumers have understands that it treats it employees fairly.

# Our Research Methodology

The study was conducted using an online methodology, with all fieldwork conducted on the Russell Research survey website.

A total of 4,533 interviews were conducted from February 9 – 28, 2024.

To qualify for study inclusion, respondents were screened to meet the following qualifications:

- Age 18 - 78
- Primary or shared responsibility for purchasing groceries for household
- Purchase groceries once a month or more often
- Typically purchase groceries at a supermarket/grocery store or online retailer
- Reside within the United States, Brazil, the United Kingdom, Germany, China or Australia
- Does not work in a competitive industry

All research was carried out in compliance with all relevant legal and ethical requirements within the United States and in compliance with ISO 20252:2019.

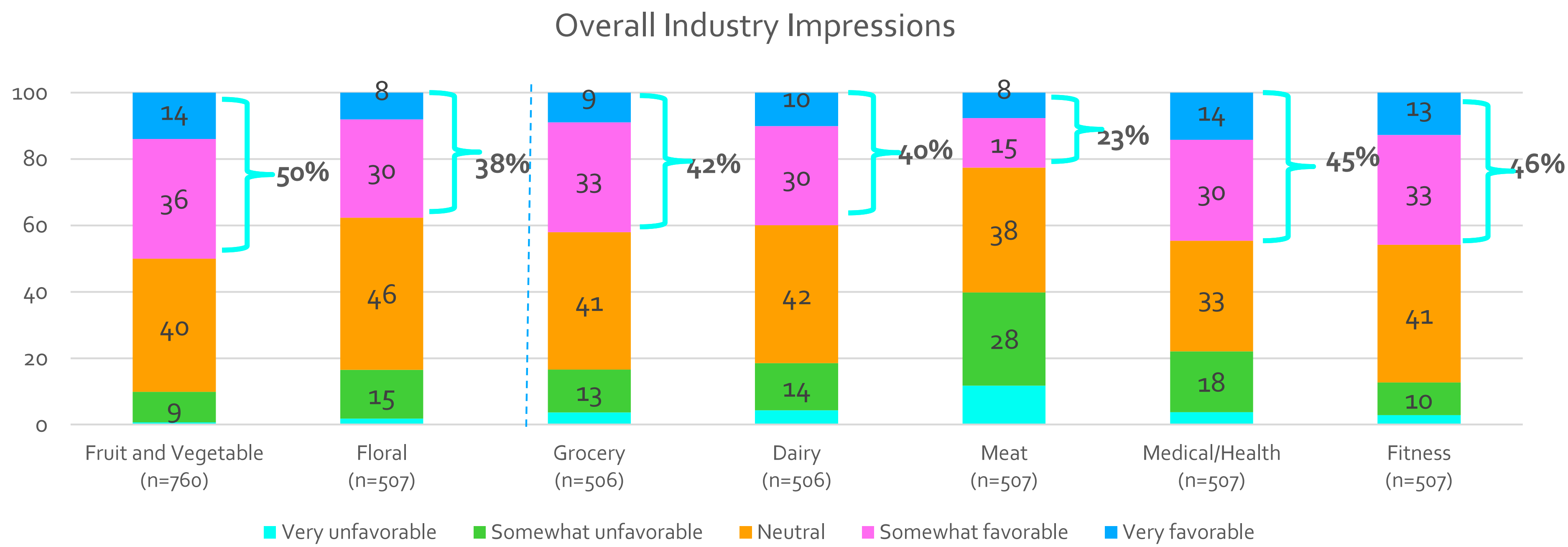
# Germany Consumer Perception

- Consumer impressions of the fruit and vegetable industry are very good compared to benchmarks.
  - Half of all German consumers have a favorable impression (significantly higher or at parity to all other industries).
  - Nearly half of all consumers believe the industry is ‘on its way up’ while close to the balance believe its ‘holding its ground’.  These industry Momentum ratings are above Floral, Dairy, and Meat.
  - Just over half of all consumers describe the fruit and vegetable industry as very/somewhat favorable – superior to most competitive benchmarks.

| Fruit & Veggie Industry | Fruit & Veggie Industry Personality Traits |
|---|---|
| • Promotes both individual and public health<br>• Adapts quickly<br>• Offers affordable options | • Exotic<br>• Friendly<br>• Classic |

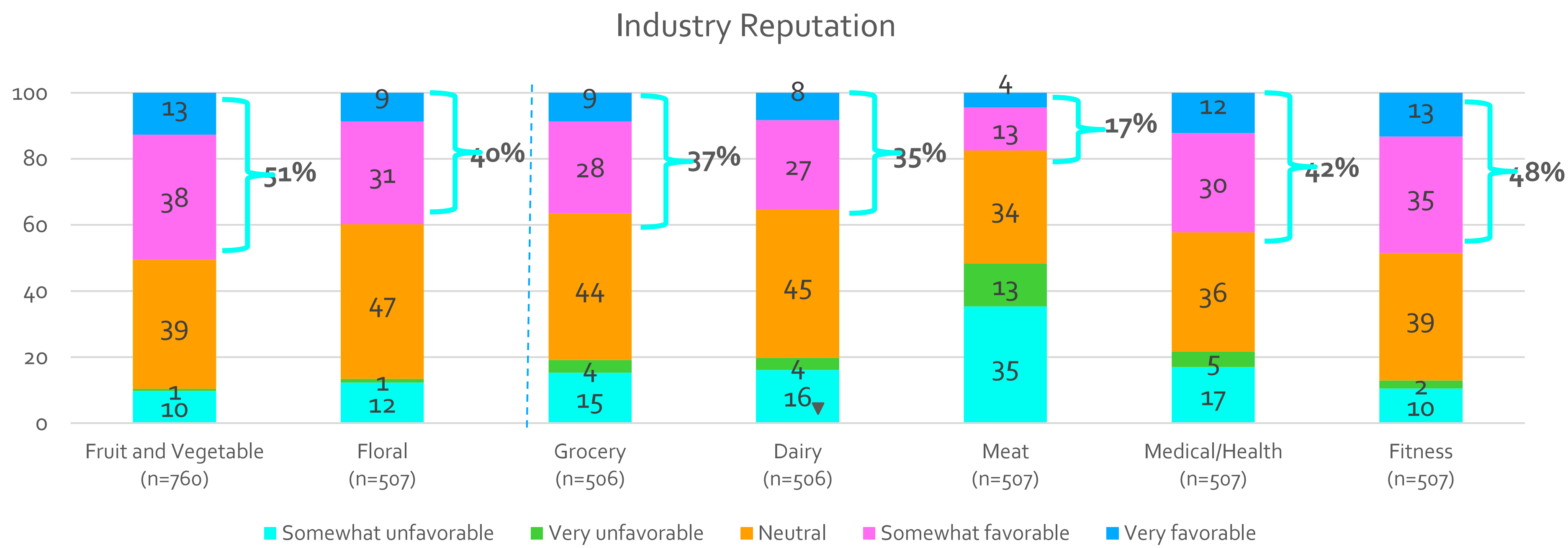
- A relative importance analysis indicates it would be beneficial to communicate that the industry is *Mindful of the environment*.

# Half of consumers have a favorable impression of the fruit & veggie industry. This impression is significantly more favorable than grocery, dairy, meat, and floral allowing industry to use this positive foundation for marketing.



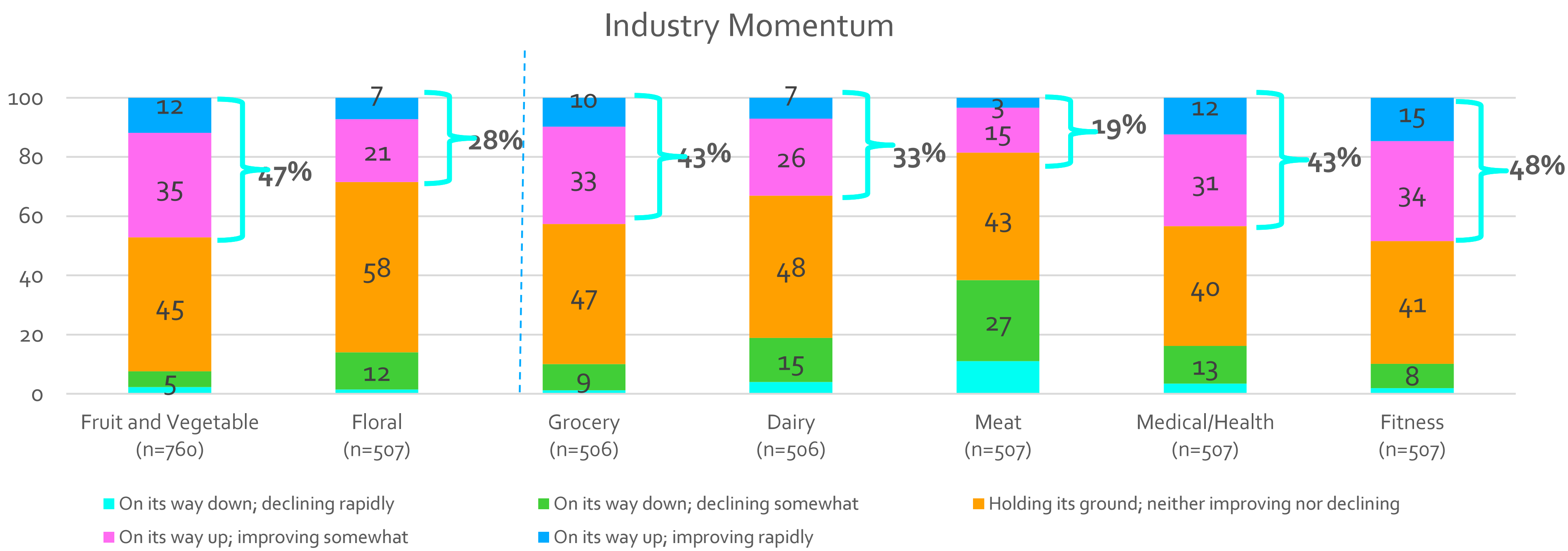

Base: Total Germany Respondents Evaluating Industry
3. What is your overall impression of the [INSERT INDUSTRY]?

## Half of German consumers believe the fruit & veggie industry has a favorable reputation providing marketers with a great foundation on which to message.




Base: Total Germany Respondents Evaluating Industry
6. Which of the following best describes what you feel is the current **reputation** of the [INSERT INDUSTRY]?

**Nearly half of consumers believe the fruit & veggie industry is dynamic - on its way up/gaining momentum. This is a great foundation on which to build communications about innovation, technology, and sustainability efforts.**




Base: Total Germany Respondents Evaluating Industry

5. When you think about certain industries, some seem to be on their way up and have a lot going for them, while others don't. Which of these statements best describes how you feel about the [INSERT INDUSTRY]?

# Industry Drivers Germany

**Relative Importance**

**What is it?**

It is an extension of regression analysis that allows us to assess which attributes are most important and exactly how much more important one is than another.

**The most important factors to German consumers when evaluating the produce industry are:**
Creates products worth paying extra for
Promotes individual health
Is mindful of the environment

## Relative Importance for Produce Industry

| | Relative Importance | Rank Order |
|---|---|---|
| Total Germany Respondents | (760) | |
| | | |
| Creates products or services worth paying extra for | 12.86 | 1 |
| Promotes individual health | 11.27 | 2 |
| Is mindful of the environment | 11.13 | 3 |
| Is trustworthy | 10.87 | 4 |
| Promotes public health | 10.61 | 5 |
| Attracts top talent | 5.80 | 6 |
| Treats employees fairly | 5.77 | 7 |
| Offers affordable options | 5.06 | 8 |
| Values diversity, equity and inclusion | 4.98 | 9 |
| Is transparent in its production/service methods | 4.62 | 10 |
| Helps solve some of society's most pressing problems | 4.05 | 11 |
| Adapts quickly to meet the needs of consumers | 3.63 | 12 |
| Is innovative | 3.10 | 13 |
| Makes room for a wide variety of brands | 2.48 | 14 |
| Uses technology wisely | 1.90 | 15 |
| Offers unique products and experiences | 1.86 | 16 |

## Stated vs. Relative Importance

**The results of the Relative Importance Analysis are compared to what consumers state is important to them and plotted on a quadrant map. From this map, three important groupings of attributes are defined as follows:**

### Critically Important

(High Relative / High Stated Importance)

- **These are strong positioning attributes if an industry can deliver in these areas.**

  - ✓ Is trustworthy
  - ✓ Is mindful of the environment
  - ✓ Promotes individual health

### Hidden Opportunities

(High Relative / Low Stated Importance)

- **These drivers may not be expressed but are important positioning attributes.**

  - ✓ Promotes public health
  - ✓ Creates products or services worth paying extra for

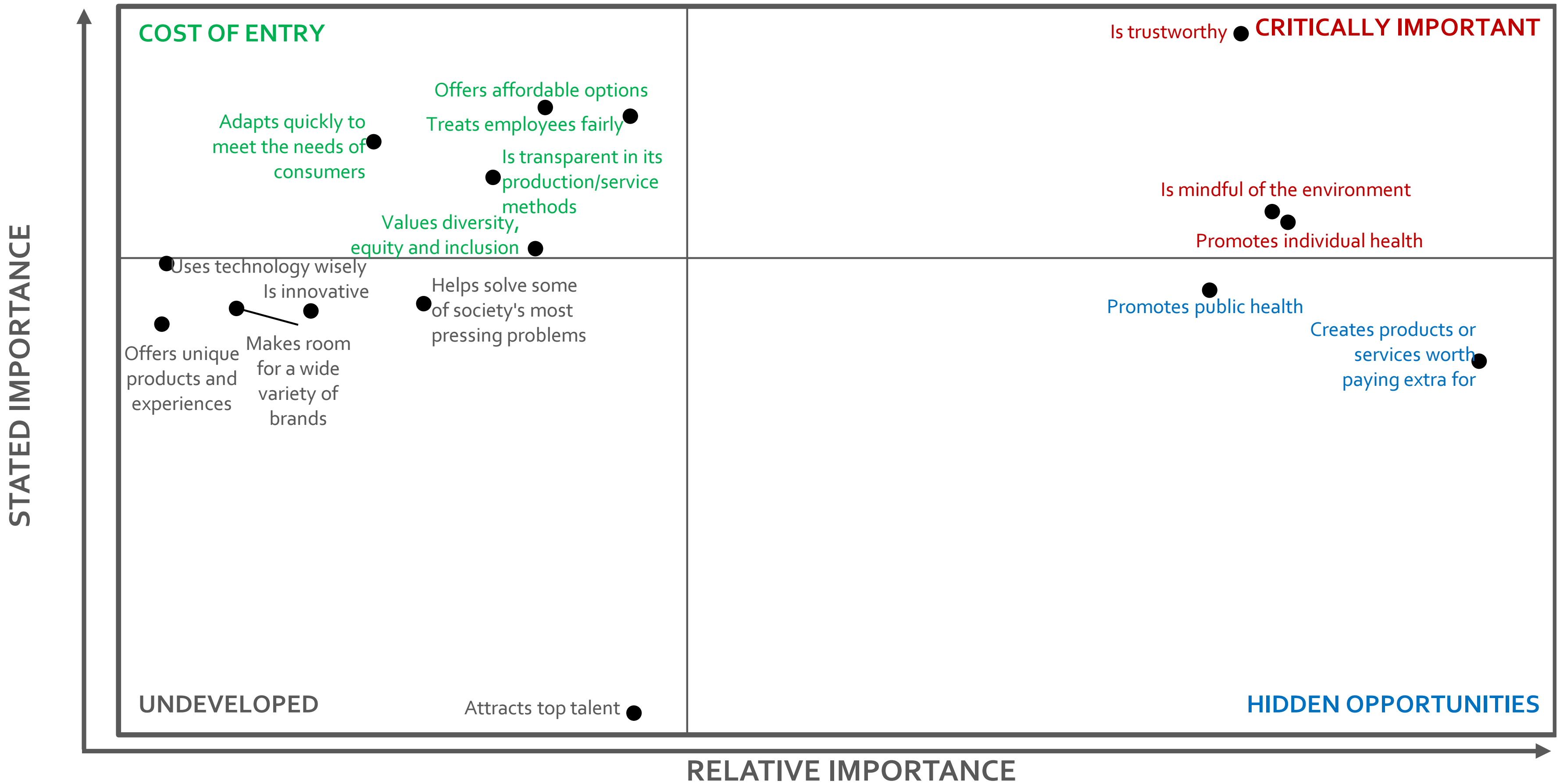
### Cost of Entry

(Low Relative / High Stated Importance)

- **These are important for all category industries to deliver. They are necessary but provide no leverage.**

  - ✓ Offers affordable options
  - ✓ Treats employees fairly
  - ✓ Is transparent in its production/service methods
  - ✓ Adapts quickly to meet the needs of consumers
  - ✓ Values diversity, equity and inclusion

# Stated vs. Relative Importance



**Relative Importance**

**What is it?**

It is an extension of regression analysis that allows us to assess which attributes are most important and exactly how much more important one is than another.

**The most important factors to German consumers when evaluating the produce industry are:**
Promotes individual & public health
Adapts quickly to meet the needs of consumers
Offers affordable options

## Industry Descriptor Agreement Ratings

*(Top-Two Box Ratings: Agree Completely/Somewhat)*

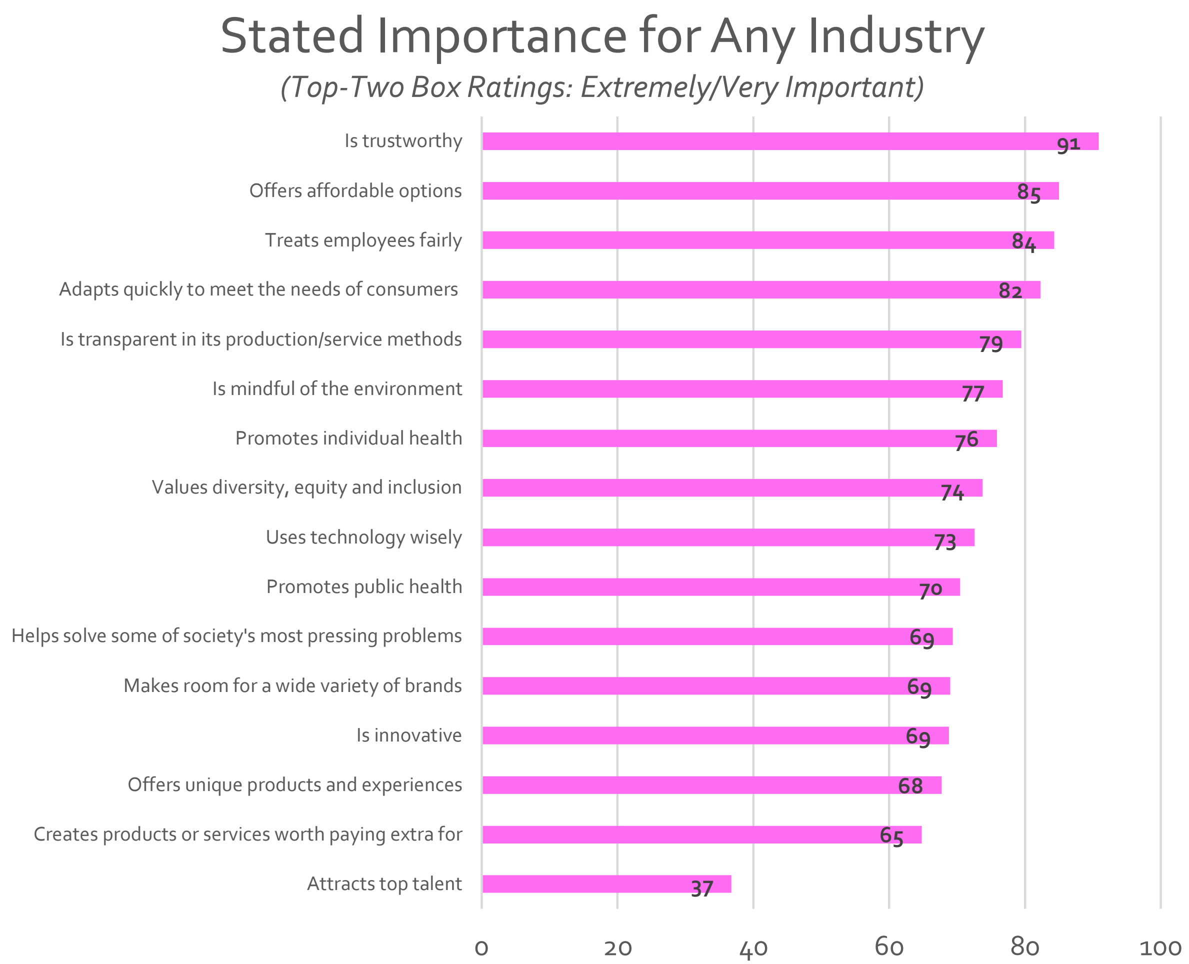
| | Fruit and Vegetable | Floral | Grocery | Dairy | Meat | Medical/ Healthcare | Fitness |
|---|---|---|---|---|---|---|---|
| Total Germany Respondents Evaluating Industry | (760) | (507) | (506) | (506) | (507) | (507) | (507) |
| | % | % | % | % | % | % | % |
| | | | | | | | |
| Promotes individual health | 74 | 31 | 49 | 59 | 34 | 76 | 78 |
| Promotes public health | 72 | 30 | 49 | 57 | 28 | 76 | 75 |
| Adapts quickly to meet the needs of consumers | 66 | 54 | 74 | 61 | 46 | 61 | 68 |
| Offers affordable options | 66 | 53 | 67 | 61 | 51 | 49 | 54 |
| Makes room for a wide variety of brands | 64 | 44 | 73 | 59 | 45 | 52 | 48 |
| Is trustworthy | 62 | 53 | 56 | 57 | 37 | 59 | 58 |
| Offers unique products and experiences | 62 | 57 | 62 | 55 | 46 | 56 | 57 |
| Creates products or services worth paying extra for | 60 | 43 | 52 | 54 | 44 | 50 | 48 |
| Is innovative | 56 | 45 | 60 | 54 | 39 | 68 | 65 |
| Is mindful of the environment | 56 | 47 | 47 | 51 | 30 | 44 | 39 |
| Values diversity, equity and inclusion | 55 | 44 | 50 | 47 | 33 | 49 | 54 |
| Is transparent in its production/service methods | 54 | 43 | 46 | 49 | 32 | 45 | 51 |
| Uses technology wisely | 54 | 38 | 55 | 55 | 38 | 74 | 63 |
| Helps solve some of society's most pressing problems | 51 | 31 | 48 | 41 | 29 | 64 | 46 |
| Treats employees fairly | 49 | 39 | 49 | 47 | 32 | 47 | 50 |
| Attracts top talent | 33 | 25 | 34 | 32 | 23 | 51 | 46 |

2. Thinking about the [INSERT INDUSTRY], how much do you agree or disagree that the following attribute describes this industry?

**When thinking about any type of industry…**

German consumers place the highest importance on

*Trustworthiness*
Offers affordable products
*Treats employees fairly*




Base: Total Germany Respondents (n=760)
1. How important is it to you that any type of industry …?

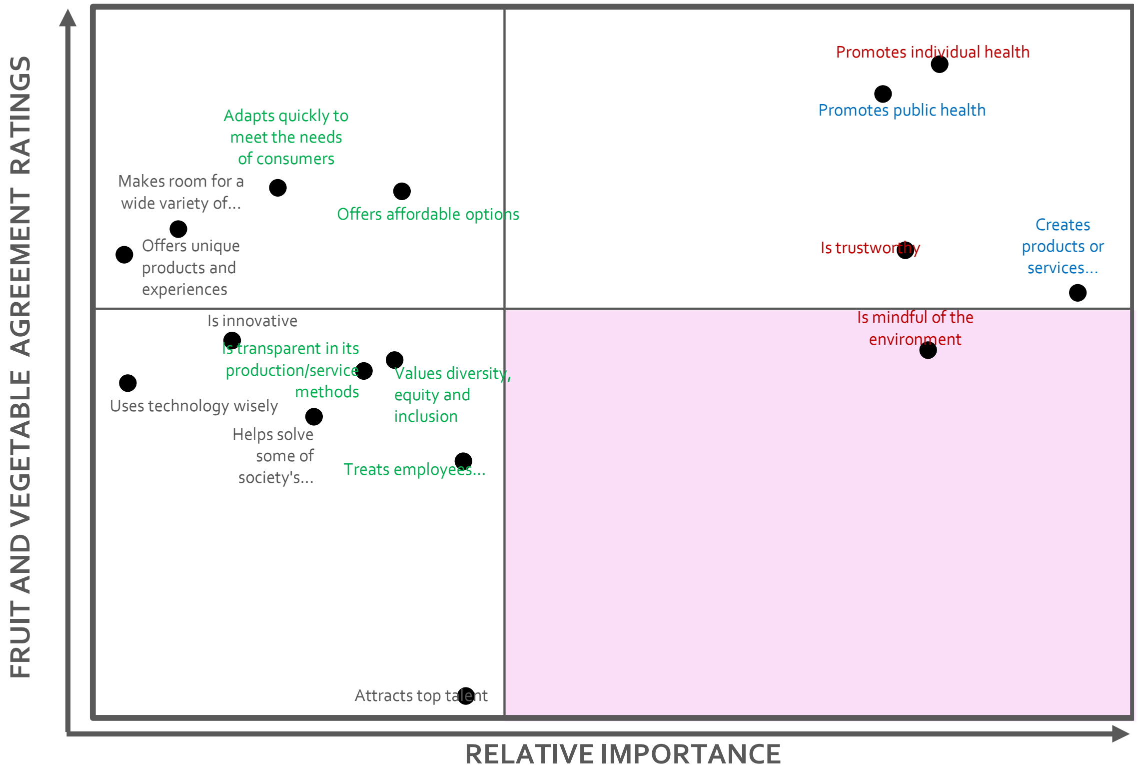
The relative importance of each statement and respondents' agreement that the industry portrays that statement was plotted on this map.

Attributes on the right side are most important to respondents.

Attributes appearing in the lower right quadrant need the greatest attention—they are high in relative importance but rated low for the industry.

**The German produce industry has an opportunity to communicate it as being mindful of the environment.**

## Relative Importance vs. Produce Agreement Ratings



# Produce Industry Personality


AI Chosen Image to Depict Produce Industry

| | Fruit and Vegetable | Floral | Grocery | Dairy | Meat | Medical/ Healthcare | Fitness |
|---|---|---|---|---|---|---|---|
| Total Germany Respondents Evaluating Industry | (760) | (507) | (506) | (506) | (507) | (507) | (507) |
| | % | % | % | % | % | % | % |
| | | | | | | | |
| Exotic | 31 | 28 | 7 | 4 | 5 | 3 | 4 |
| Friendly | 31 | 44 | 32 | 24 | 13 | 19 | 32 |
| Classic | 30 | 35 | 30 | 37 | 35 | 25 | 14 |
| Confident | 26 | 19 | 22 | 24 | 14 | 25 | 22 |
| Trustworthy | 23 | 20 | 25 | 23 | 13 | 31 | 17 |
| Simple | 23 | 20 | 23 | 21 | 20 | 10 | 14 |
| Modern | 22 | 24 | 25 | 18 | 9 | 28 | 42 |
| Expert | 21 | 19 | 19 | 21 | 18 | 43 | 29 |
| Approachable | 20 | 23 | 23 | 18 | 11 | 15 | 26 |
| Trendy | 20 | 27 | 20 | 13 | 7 | 6 | 47 |
| Honest | 19 | 17 | 15 | 22 | 11 | 20 | 13 |
| Budget-Conscious | 16 | 10 | 24 | 17 | 16 | 17 | 8 |
| Fun | 15 | 24 | 10 | 13 | 4 | 4 | 45 |
| Uptight | 14 | 8 | 13 | 13 | 11 | 15 | 12 |
| Accepting | 14 | 12 | 18 | 13 | 11 | 18 | 14 |
| Consistent | 12 | 8 | 16 | 12 | 14 | 17 | 9 |
| Adventurous | 8 | 9 | 16 | 8 | 7 | 6 | 21 |
| Casual | 7 | 10 | 7 | 5 | 7 | 4 | 23 |
| Formal | 6 | 7 | 8 | 8 | 8 | 18 | 5 |
| Outdated | 6 | 7 | 8 | 10 | 24 | 12 | 3 |
| Boring | 3 | 6 | 6 | 6 | 8 | 4 | 4 |

4. Imagine for a moment the [INSERT INDUSTRY] was a person. What types of words and/or descriptions would you use to describe that person? Please select as many or as few adjectives and/or descriptors you'd like.

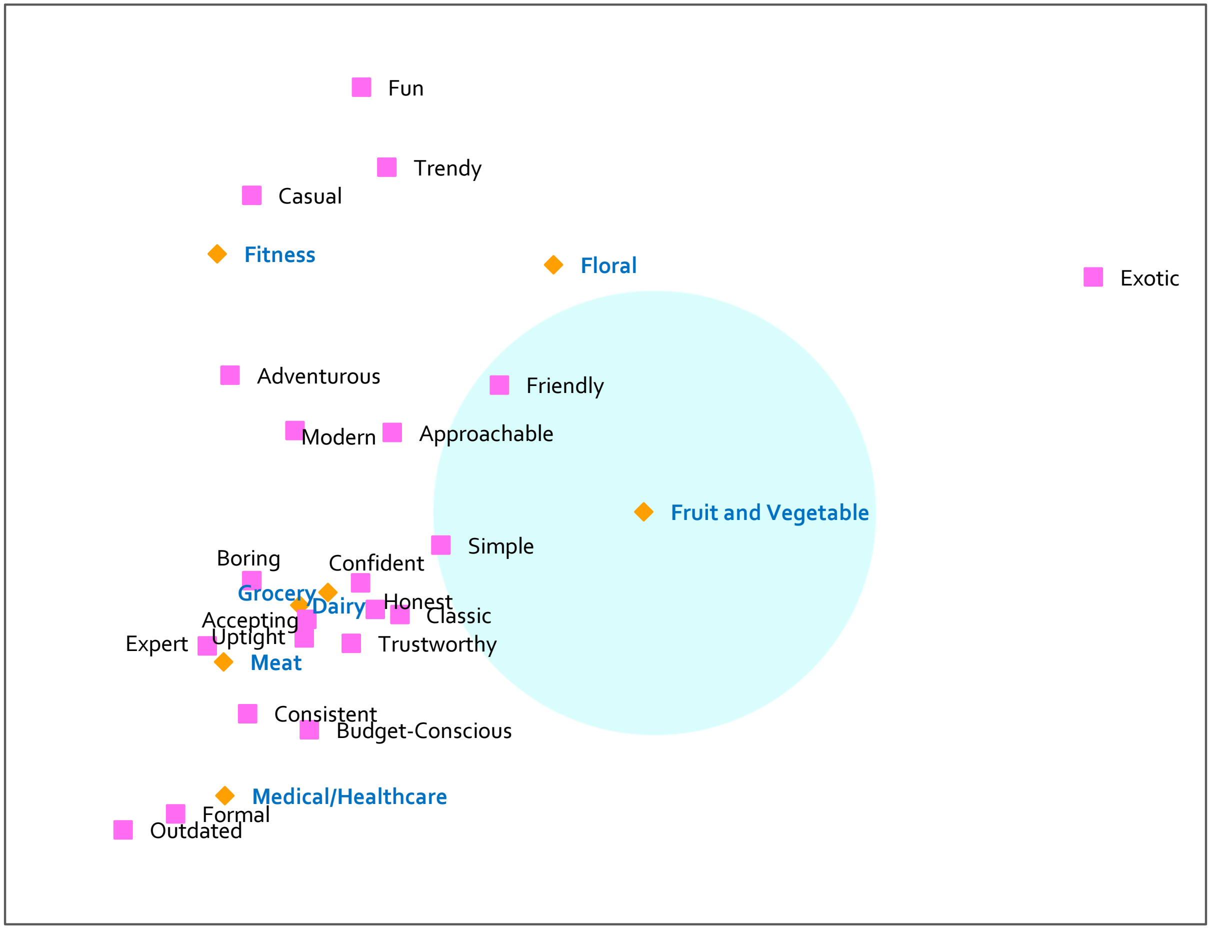
**Correspondence analysis**

**What it is:**

A mapping technique that allows us to determine which industry attributes are most differentiating for and which attributes would need to be changed to move industry perceptions closer or farther from another industry.

Industries and attributes that are rated similarly are placed close to each other on the map, while those that are rated differently will appear in a different area of the map.

## Industry Personality Correspondence Map



# Produce Industry Findings By Key Segments

| | Total Germany | Gender | | Generation | | | | Income | |
|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | Gen Z | Millennials | Gen X | Boomers | Less Than €43.000 | €43.000 or More |
| Total Germany Respondents | (760) | (355) | (405) | (44) | (213) | (250) | (253) | (430) | (292) |
| | % | % | % | % | % | % | % | % | % |
| | | | | | | | | | |
| **Overall Impression of Industry** | | | | | | | | | |
| Very Favorable | 14 | 16 | 12 | 14 | 13 | 17 | 11 | 13 | 16 |
| Very/Somewhat Favorable | 50 | 53 | 47 | 51 | 51 | 50 | 49 | 46 | 57 |
| | | | | | | | | | |
| **Industry Momentum** | | | | | | | | | |
| On its way up /Improving rapidly | 12 | 12 | 11 | 12 | 11 | 14 | 10 | 12 | 13 |
| On its way up /Improving rapidly or somewhat | 47 | 51 | 44 | 49 | 46 | 45 | 50 | 48 | 47 |
| | | | | | | | | | |
| **Industry Reputation** | | | | | | | | | |
| Very Favorable | 13 | 13 | 13 | 13 | 12 | 15 | 10 | 11 | 16 |
| Very/Somewhat Favorable | 51 | 55 | 46 | 60 | 48 | 49 | 50 | 48 | 57 |

# Produce Industry Findings By Key Segments

| | | Gender | | Generation | | | | Income | |
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| | % | % | % | % | % | % | % | % | % |
| | | | | | | | | | |
| Promotes individual health | 74 | 74 | 74 | 79 | 75 | 75 | 71 | 74 | 75 |
| Promotes public health | 72 | 74 | 71 | 87 | 72 | 70 | 68 | 72 | 74 |
| Adapts quickly to meet the needs of consumers | 66 | 65 | 68 | 66 | 64 | 66 | 70 | 66 | 66 |
| Offers affordable options | 66 | 65 | 67 | 78 | 62 | 66 | 65 | 65 | 69 |
| Makes room for a wide variety of brands | 64 | 62 | 65 | 61 | 64 | 66 | 62 | 64 | 64 |
| Is trustworthy | 62 | 62 | 63 | 56 | 66 | 61 | 63 | 62 | 66 |
| Offers unique products and experiences | 62 | 61 | 63 | 57 | 65 | 61 | 62 | 60 | 66 |
| Creates products or services worth paying extra for | 60 | 59 | 60 | 62 | 67 | 60 | 50 | 55 | 67 |
| Is innovative | 56 | 57 | 56 | 60 | 52 | 54 | 62 | 58 | 57 |
| Is mindful of the environment | 56 | 56 | 56 | 55 | 58 | 54 | 56 | 58 | 55 |
| Values diversity, equity and inclusion | 55 | 55 | 55 | 59 | 59 | 52 | 53 | 54 | 59 |
| Is transparent in its production/service methods | 54 | 56 | 53 | 62 | 55 | 51 | 54 | 56 | 55 |
| Uses technology wisely | 54 | 56 | 51 | 48 | 55 | 51 | 58 | 54 | 55 |
| Helps solve some of society's most pressing problems | 51 | 53 | 50 | 55 | 55 | 53 | 44 | 49 | 56 |
| Treats employees fairly | 49 | 45 | 52 | 63 | 51 | 44 | 44 | 49 | 49 |
| Attracts top talent | 33 | 34 | 33 | 51 | 39 | 30 | 23 | 31 | 38 |

# Produce Industry Findings By Key Segments

| | | Gender | | Generation | | | | Income | |
|---|---|---|---|---|---|---|---|---|---|
| | Total Germany | Male | Female | Gen Z | Millennials | Gen X | Boomers | Less Than €43.000 | €43.000 or More |
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| | % | % | % | % | % | % | % | % | % |
| | | | | | | | | | |
| Exotic | 31 | 28 | 35 | 34 | 37 | 31 | 25 | 32 | 32 |
| Friendly | 31 | 30 | 31 | 32 | 29 | 30 | 31 | 31 | 31 |
| Classic | 30 | 35 | 25 | 34 | 30 | 28 | 31 | 33 | 28 |
| Confident | 26 | 27 | 25 | 28 | 20 | 28 | 29 | 27 | 26 |
| Trustworthy | 23 | 27 | 20 | 14 | 22 | 23 | 30 | 24 | 23 |
| Simple | 23 | 27 | 19 | 35 | 21 | 25 | 17 | 25 | 22 |
| Modern | 22 | 20 | 24 | 18 | 23 | 24 | 21 | 24 | 20 |
| Expert | 21 | 23 | 18 | 15 | 14 | 26 | 23 | 20 | 22 |
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| Trendy | 20 | 20 | 20 | 15 | 20 | 21 | 21 | 22 | 17 |
| Honest | 19 | 19 | 18 | 14 | 22 | 20 | 16 | 21 | 16 |
| Budget-Conscious | 16 | 17 | 15 | 11 | 16 | 16 | 19 | 17 | 16 |
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| Uptight | 14 | 15 | 14 | 15 | 17 | 14 | 13 | 15 | 15 |
| Accepting | 14 | 14 | 14 | 18 | 14 | 14 | 12 | 15 | 13 |
| Consistent | 12 | 12 | 12 | 13 | 11 | 12 | 11 | 12 | 12 |
| Adventurous | 8 | 9 | 7 | 7 | 6 | 8 | 10 | 9 | 6 |
| Casual | 7 | 5 | 9 | 11 | 6 | 7 | 5 | 7 | 6 |
| Formal | 6 | 6 | 5 | 6 | 5 | 7 | 4 | 6 | 5 |
| Outdated | 6 | 5 | 6 | 9 | 7 | 5 | 3 | 5 | 6 |
| Boring | 3 | 4 | 2 | 4 | 4 | 3 | 2 | 4 | 1 |

# Shopping Habits

| | Total Germany | Gender | | Generation | | | | Income | |
|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | Gen Z | Millennials | Gen X | Boomers | Less Than €43.000 | €43.000 or More |
| Total Germany Respondents | (760) | (355) | (405) | (44) | (213) | (250) | (253) | (430) | (292) |
| | % | % | % | % | % | % | % | % | % |
| **Responsibility for Grocery Purchases** | | | | | | | | | |
| Primarily responsible | 75 | 71 | 79 | 65 | 79 | 79 | 72 | 75 | 75 |
| Share responsibility | 25 | 29 | 21 | 35 | 21 | 21 | 28 | 25 | 25 |
| **Frequency of Purchasing Groceries** | | | | | | | | | |
| Several times per week | 55 | 55 | 55 | 52 | 62 | 58 | 46 | 52 | 59 |
| Once a week | 40 | 41 | 39 | 42 | 32 | 40 | 48 | 42 | 38 |
| 2 to 3 times per month | 5 | 4 | 5 | 6 | 5 | 3 | 6 | 6 | 3 |
| Once a month | 0.2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Mean times per month: | 6.4 | 6.4 | 6.4 | 6.2 | 6.7 | 6.6 | 5.9 | 6.3 | 6.6 |
| **Groceries Purchase on a Regular Basis** | | | | | | | | | |
| Fresh produce (fruits and vegetables) | 95 | 96 | 95 | 93 | 94 | 96 | 97 | 94 | 97 |
| Beef and/or poultry | 79 | 81 | 78 | 71 | 84 | 81 | 75 | 75 | 87 |
| Dairy milk | 79 | 80 | 78 | 72 | 80 | 80 | 78 | 74 | 86 |
| Fresh flowers | 33 | 32 | 35 | 36 | 34 | 30 | 36 | 29 | 41 |

# Shopping Habits

| | | Gender | | Generation | | | | Income | |
|---|---|---|---|---|---|---|---|---|---|
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| | % | % | % | % | % | % | % | % | % |
| | | | | | | | | | |
| **Typical Grocery Purchase Locations** * | | | | | | | | | |
| **Supermarket/Grocery Store** | 99 | 98 | 99 | 97 | 99 | 99 | 99 | 98 | 99 |
| Drug Store | 36 | 30 | 41 | 42 | 43 | 37 | 24 | 33 | 40 |
| **Online retailer** | 20 | 19 | 21 | 18 | 31 | 21 | 8 | 15 | 28 |
| Farmer's Market/Farm Store | 16 | 16 | 17 | 9 | 17 | 17 | 18 | 12 | 22 |
| Mass Merchandiser | 14 | 13 | 14 | 22 | 18 | 14 | 5 | 12 | 18 |
| Convenience Store | 12 | 14 | 9 | 18 | 16 | 10 | 7 | 12 | 13 |
| Dollar Store | 5 | 3 | 6 | 6 | 7 | 4 | 2 | 6 | 3 |
| Warehouse Club | 1 | 1 | 1 | 0 | 2 | 2 | 0 | 0 | 3 |

* Respondents had to purchase from a supermarket/grocery store and/or from an online retailer to qualify for this study.

# Demographic Summary

| | | Gender | | Generation | | | | Income | |
|---|---|---|---|---|---|---|---|---|---|
| | Total Germany | Male | Female | Gen Z | Millennials | Gen X | Boomers | Less Than €43.000 | €43.000 or More |
| Total Germany Respondents | (760) | (355) | (405) | (44) | (213) | (250) | (253) | (430) | (292) |
| | % | % | % | % | % | % | % | % | % |
| | | | | | | | | | |
| **Gender** | | | | | | | | | |
| Male | 49 | 100 | - | 33 | 45 | 50 | 59 | 44 | 59 |
| Female | 51 | - | 100 | 67 | 55 | 50 | 41 | 56 | 41 |
| | | | | | | | | | |
| **Generation** | | | | | | | | | |
| Gen Z (18 - 26) | 13 | 9 | 17 | 100 | - | - | - | 16 | 9 |
| Millennials (27 - 42) | 28 | 26 | 30 | - | 100 | - | - | 24 | 34 |
| Gen X (43 - 58) | 32 | 33 | 31 | - | - | 100 | - | 28 | 36 |
| Boomers (59 - 78) | 27 | 33 | 22 | - | - | - | 100 | 32 | 21 |
| | | | | | | | | | |
| Mean Age: | 47.0 | 49.4 | 44.6 | 23.2 | 35.1 | 50.8 | 66.2 | 47.7 | 45.9 |
| | | | | | | | | | |
| **Marital Status** | | | | | | | | | |
| Married | 39 | 41 | 37 | 9 | 39 | 43 | 49 | 26 | 59 |
| Not Married | 61 | 59 | 62 | 89 | 61 | 56 | 51 | 73 | 41 |
| | | | | | | | | | |
| **Employment Status** | | | | | | | | | |
| Employed | 63 | 64 | 62 | 68 | 85 | 70 | 30 | 49 | 85 |
| Not Employed | 36 | 35 | 38 | 32 | 14 | 29 | 70 | 50 | 15 |

# Demographic Summary

| | | Gender | | Generation | | | | Income | |
|---|---|---|---|---|---|---|---|---|---|
| | Total Germany | Male | Female | Gen Z | Millennials | Gen X | Boomers | Less Than €43.000 | €43.000 or More |
| Total Germany Respondents | (760) | (355) | (405) | (44) | (213) | (250) | (253) | (430) | (292) |
| | % | % | % | % | % | % | % | % | % |
| | | | | [Z] | [M] | [X] | [B] | | |
| **Education** | | | | | | | | | |
| Less than high school | 29 | 27 | 31 | 29 | 29 | 32 | 25 | 37 | 16 |
| High school | 35 | 33 | 38 | 37 | 30 | 34 | 42 | 37 | 33 |
| College | 35 | 40 | 31 | 34 | 40 | 34 | 33 | 26 | 50 |
| | | | | | | | | | |
| Median Annual Household Income: | €37.4K | €41.6K | €34.4K | €32.2K | €42.7K | €40.6K | €32.0K | €25.3K | €63.3K |
| | | | | | | | | | |
| **Region** | | | | | | | | | |
| South Regions | 27 | 27 | 27 | 52 | 25 | 24 | 20 | 24 | 31 |
| East Regions | 26 | 27 | 24 | 15 | 19 | 28 | 33 | 27 | 23 |
| West Region | 21 | 21 | 21 | 12 | 26 | 21 | 19 | 20 | 21 |
| North Regions | 14 | 13 | 16 | 14 | 16 | 14 | 14 | 15 | 14 |
| Center Regions | 13 | 13 | 12 | 8 | 14 | 12 | 14 | 13 | 11 |
| Another Area | 11 | 11 | 11 | 20 | 11 | 10 | 8 | 9 | 14 |