



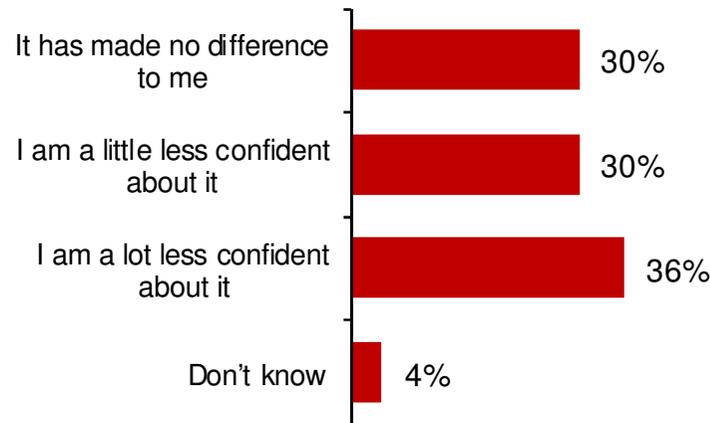
Retail Week - February 2013  
Horsemeat

Technical details: Sample size of 2002. F/W dates: 8<sup>th</sup>-10<sup>th</sup> February 2013  
This survey was conducted online

# Retail Week Poll - Horsemeat (February 2013)

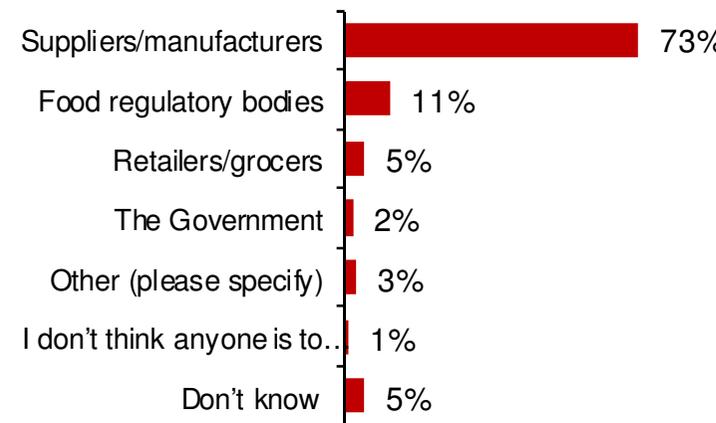


1. A couple of weeks ago it emerged that horsemeat had been found in some burgers sold in the UK. How much has this news affected your confidence about what goes into your food?



Around two-thirds (66%) of consumers feel less confident about what goes in to food. This is especially true of women aged 55-64 and C2DEs of whom 42%, and 40% said they felt a lot less confident about what goes in to food. Significantly more men feel that the recent news has made no change to their confidence levels when compared to women (36% vs. 24%)

2. Who do you think is most responsible, if anyone, for horsemeat entering food sold in the UK?

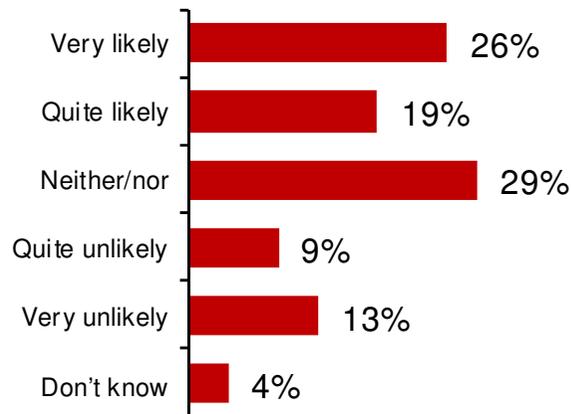


Almost three quarters of all consumers (73%) lay responsibility at the door of suppliers and manufacturers. It tends to be older consumers who blame the suppliers and manufacturers (45+ year olds- 80%) while significantly more 18-34 year olds lay the blame with food regulatory bodies (17%) and grocers (9%). Food regulatory bodies are also blamed by significantly more females than males (13% vs. 9%)

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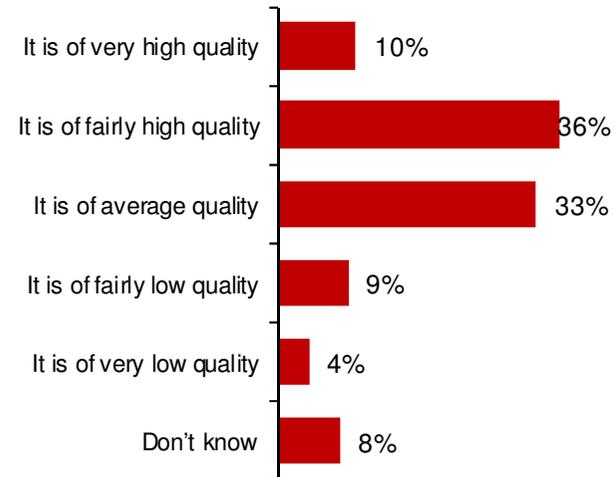


### 3. How likely, if at all, are you to avoid buying meat from retailers/grocers involved in the horsemeat issue?



Over 4 in 10 (45%) consumers believe they will avoid buying meat from retailers/grocers involved in the horsemeat issue. This is driven by those aged 25-34 where 51% are somewhat likely to go elsewhere. Significantly more women are also more likely to stop using grocers involved in the horsemeat issue when compared to men (53% vs. 36%). Over a quarter (27%) of men said they would be unlikely to avoid buying meat from the specific stores involved in the scandal

### 4. In general, which of the following statements reflects your view of meat sold in British supermarkets?



Despite the recent news around half (46%) of consumers still feel that meat sold in British supermarkets is of a somewhat high quality, particularly men (50%) and older age groups (45+ (51%), 55+ (53%) and 65+ (56%)). ABC1s are significantly more likely to feel meat quality is of a very high standard when compared with C2DE's (39% vs. 33%)