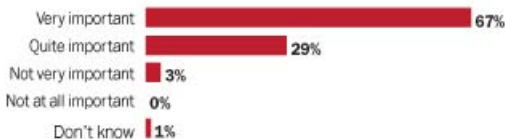


# ICM CONSUMER POLL

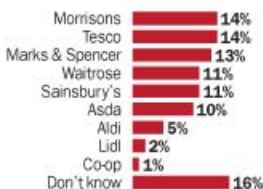
## FRESH FOOD

**Q** How important is the quality of fresh food (fruit and veg, dairy products etc) when deciding where to do your food shopping?



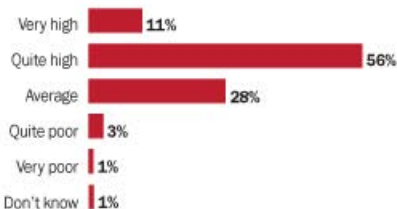
The majority of consumers (96%) believe quality of fresh food is important when deciding where to shop. Women are more likely to put greater importance on the quality of fresh food (75% "very important" versus 58% for men).

**Q** Which grocer do you think offers the best fresh food?



Morrisons and Tesco top the list. There is, however, some uncertainty on what is the best grocer for fresh food. Younger shoppers are more likely to champion Tesco, while older consumers are more likely to choose M&S.

**Q** In general, how would you rate the quality of fresh food in supermarkets?



In general, two in three consumers feel that the quality of fresh food in UK supermarkets is high. DEs are more positive about the quality of fresh food (73% "high"). Positivity is also seen more in older consumers (55+ 72% "high").

**Q** Which of the following best describes your priorities when it comes to buying fresh food? When I am buying fresh food...



While quality and price are both important when buying fresh food, quality tends to be more important than price (48%). This priority of quality over price is strongest in the older age groups (55 to 64: 54%) and ABC1s (52%).