SHOPPER Watch in association with B&A
The Inside Track on Irish Shoppers

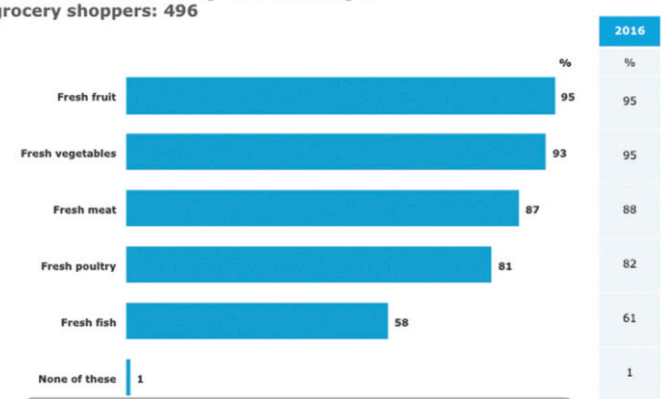
Fresh Approaches

This month's ShopperWatch study, produced in association with Behaviour & Attitudes, examines issues grocery shoppers take into account when buying fresh produce.

As this month's ShopperWatch from Behaviour & Attitudes illustrates, from a survey of 496 grocery shoppers, majority of respondents have expressed a preference for fresh produce as 95% confirmed. It appears that fruit and vegetables top the list as the items most people will only buy fresh nowadays. It is interesting to note that grocery shoppers aren't as concerned when it comes to buying fish as only 58% agreed that this is an issue for them before they make a purchase. It appears that carrying the Bord Bia Quality Mark matters to quite a few of those surveyed as 32% agreed that they look out for this stamp of approval before buying meat and the same applies to 23% of respondent before purchasing fish.

Products ever buy nowadays

All grocery shoppers: 496



When it comes down to buying fresh food, it appears that almost all consumers only ever buy most perishables fresh nowadays. Research shows that 95% of respondents purchase fresh fruit and 93% purchase fresh vegetables. 87% are inclined towards fresh meat and 81% have a preference for fresh poultry. It is interesting to note, in contrast to majority of respondents purchasing of fresh fruit, vegetables and meat, only 58% of grocery shoppers buy fresh fish. Interestingly, the older we get the more inclined we are to purchase fresh food. Looking at fruit for example, research indicates that 90% of those under 35 are more inclined towards the fresh options which compared with 97% of the 55+ age group. Again looking within the same age brackets 86% of under 35s are more likely to purchase fresh vegetables, where almost all (99%) of those aged 55+ have expressed a preference for fresh vegetables. The survey also indicates that those aged between 35-54 are more likely to purchase fresh meat

Products ever buy nowadays x Gender, Age & Class

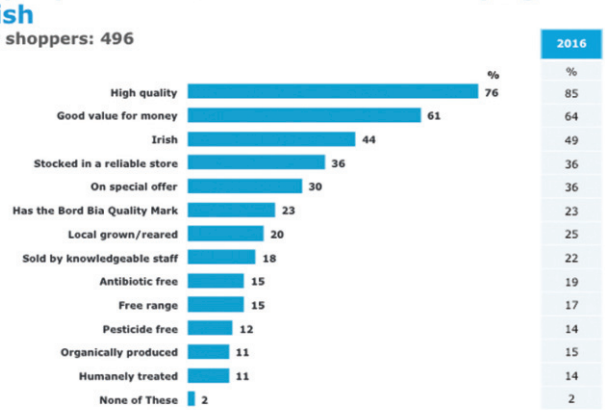
All grocery shoppers: 496

	Total	Age		
		U35	35-54	55+
Base:	*496*	*152*	*193*	*151*
	%	%	%	%
Fresh fruit	95	90	96	97
Fresh vegetables	93	86	93	99
Fresh meat	87	79	91	88
Fresh poultry	81	72	85	84
Fresh fish	58	41	57	72
None of these	1	1	1	-

as 91% agreed. 85% of those within the same age bracket are more inclined to purchase fresh poultry and 84% of the 55+ feel the same way. Purchasing of fresh fish drops to 41% and fresh poultry drops to 72% among under 35s.

Issues people take into account when buying fresh fish

All grocery shoppers: 496



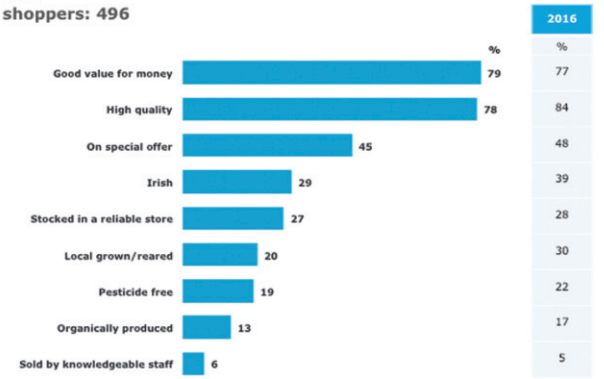
As the previous graphs illustrated, shoppers are a bit more relaxed when it comes to buying fish as only 58% of grocery shoppers buy fresh. So what do these shoppers take into account when buying fresh fish? Research shows that high quality is their top priority when it comes down to purchasing fish as 76% of respondents agreed to this. Secondly 61% of grocery shoppers look for good value for money when it comes down to buying fresh fish. 44% believe that Irish provenance is a key issue and 36% highlighted that having the fresh fish stocked in a reliable store matters. 30% are drawn to special offers and interestingly 23% are attracted to fresh fish which carries the Bord Bia Quality Mark. It appears that 11% are concerned with the welfare of the fish and take whether the fresh fish was humanly treated into consideration, before making a purchase.

As this graph indicates 79% of grocery shoppers said that this good value for money into account when it comes down to purchasing fresh fruit. 78% of those surveyed take high quality into consideration when buying fresh fruit. 45% said that they are more inclined to purchase fresh fruit that is on special offer. It appears that how the fruit is stored is a concern for a number of grocery shoppers as research shows, this would influence whether or not they would make a purchase. It appears that buying from a fruit connoisseur matters to some as 6% would prefer to buy fruit from knowledgeable staff.

Research shows that the quality of fresh meat is of great importance to grocery shoppers as 80% of those surveyed take this into account before they make a purchase. Almost three quarters of respondents look for good value before buying fresh meat and provenance is an issue people take into account before buying as 66% of shoppers expressed a preference for Irish meat. 36% of grocery shoppers look

Issues people take into account when buying fresh fruit

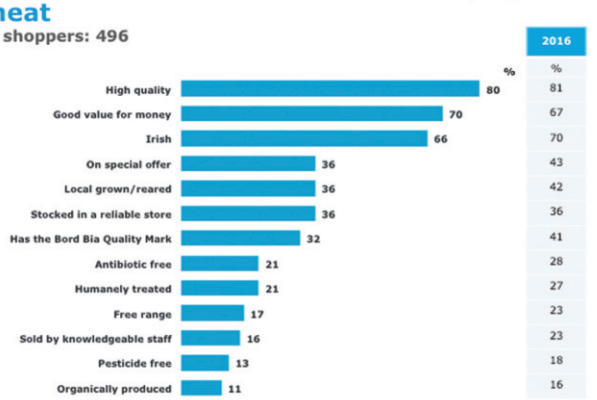
All grocery shoppers: 496



out for fresh meat that is on special offer, reared or grown locally and also is stocked in a reliable store. Again 32% of respondents take the Bord Bia Quality Mark into consideration before buying fresh meat. How the animal is treated is a cause for concern for many grocery shoppers are 21% said they prefer to purchase meat from an animal that was humanely treated and 17% care if the meat is from an animal that is free range.

Issues people take into account when buying fresh meat

All grocery shoppers: 496



Plenty Of Fish

BY DONNA AHERN, NEWS EDITOR, *CHECKOUT* MAGAZINE

One of the most interesting findings in this month's ShopperWatch is in contrast to the majority of those surveyed admitting that they only purchase fresh fruit (95%), vegetables (93%) and meat (87%), only 58% of grocery shoppers buy fresh fish. It appears that grocery shoppers have a more relaxed attitude towards whether or not they are buying the catch of the day or yesterday or perhaps the day before that.

Research also shows that high quality is consumers top priority when it comes down to purchasing fish as 76% of respondents agreed to this. This may indicate that shoppers could be willing to pay a little bit extra for quality fresh fish. It appears that overall, across all categories quality is a top priority for many shoppers surveyed as 32% agreed that they look out for the Bord Bia Quality Mark before buying meat and 23% are attracted to fresh fish which carries this stamp of approval.

This month's ShopperWatch also highlighted that Irish consumers shop with a conscience. Interestingly, 11% of the respondents said that they take the welfare of the fish into consideration as it appears that they care whether the fresh fish was humanely treated when caught. The same applies to meat as 21% care about the welfare of the animal and how it was treated and 17% said that care if the meat is from an animal that is free range, before making a purchase.

Also, it is interesting to see that provenance and freshness of produce becomes more of a deciding factor the older we get. The survey indicates that 97% of the 55+ grocery shoppers only buy fresh produce, which compares to 90% of the under 35 age group.

The Seafood Challenge

BY JOHN O'MAHONY, DIRECTOR, BEHAVIOUR & ATTITUDES

What is it about the Irish and fish? In contrast to the near ubiquitous purchasing of fresh fruit, veg and meat, only 58% of grocery shoppers buy fresh fish. And the pattern is getting worse, this 58% drops to 41% of those under the age of 35 years.

The survey results clearly illustrate our cultural food bias towards meat and farmers and away from fish and fisherman.

Our agrarian roots are on display as we strongly agree that farmers should be fairly treated and paid by retailers; and local provenance and other quality cues remain key issues when purchasing fresh meat.

But with fish, it's hard to find a coherent set of issues to help push fish sales – albeit, one suspects lowering prices wouldn't hurt.