



AHEAD OF WHAT'S NEXT.

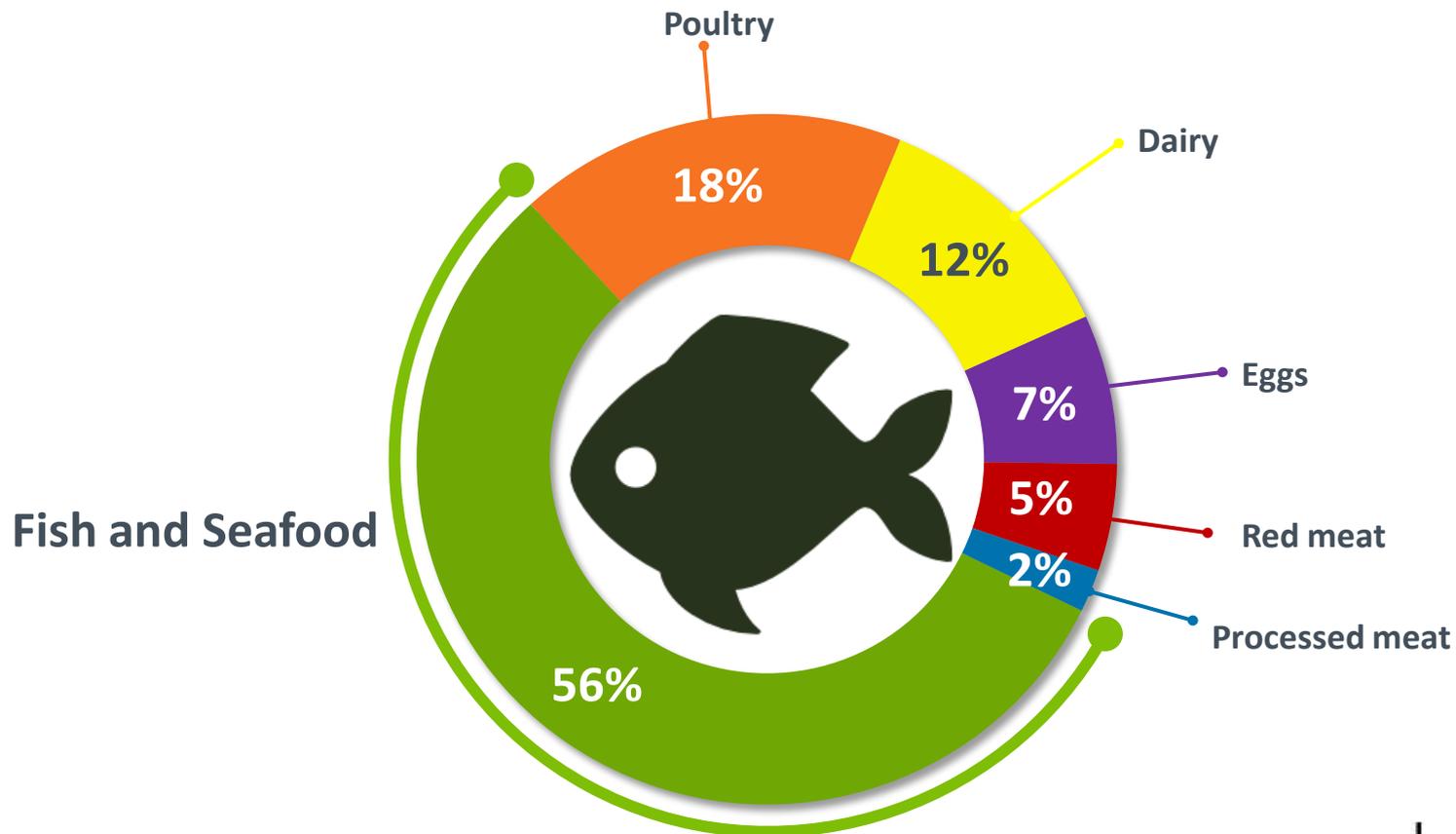
Fish Is Good For Your Health, But Not Your Wallet:

50% Would Eat More Fish & Seafood if it were Cheaper



Fish and Seafood Perceived to be Healthiest Food Group

Over half of the British Public (56%) rank fish and seafood as the healthiest of all the foods shown. This is over three times as high as the next highest ranking food type, Poultry.



Q. We would like you to rank some foods by how healthy you believe they are for you and your family. Please drag and drop the one that is the most healthy.
Base: All respondents: 2,033

More Competitive Pricing Would Encourage Greater Consumption of Fish

Half of consumers say they would eat more fish and seafood if it was cheaper / better value for money. This view is most prevalent in Wales (56%) and East of England (55%).

One in five consumers highlight the smell of fish as a barrier to eating more of it. This rises to a quarter of 16-24 year olds.



If it were cheaper/ less expensive/
better value for money

50%



If it didn't make my house smell

19%



If it were more environmentally friendly/
there were no problems with over fishing

16%



If it were more exciting/ I had more recipe
ideas

15%



If it were easier/ less time-consuming

15%



If I knew a healthier way to prepare and
cook it

13%

Nothing

18%

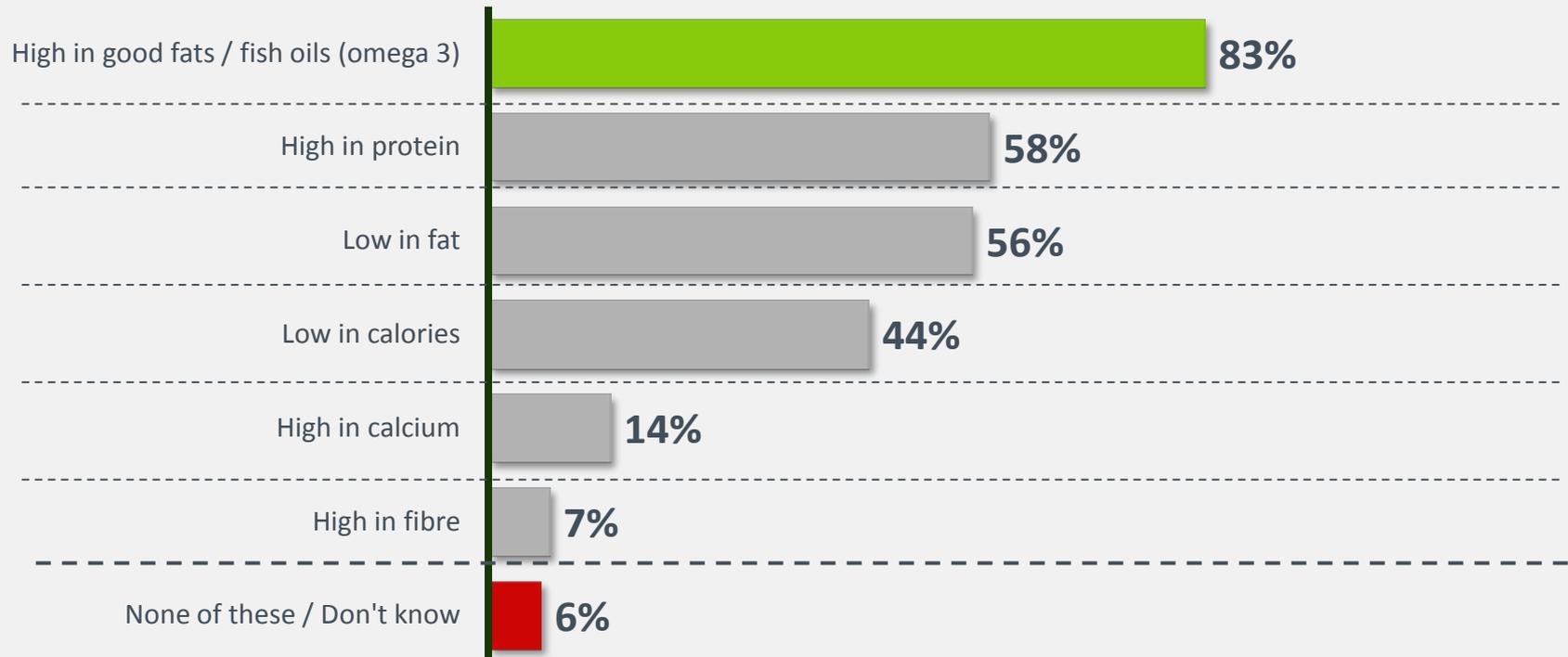
*N.B. All other mentions less than 10%

Marketing Messages Around Healthy Fish Oils Appear to have had an Impact

When asked about the health benefits of fish and seafood, good fats / fish oils is the most widely known benefit. This is particularly evident amongst females and those in social grades ABC1.

Around 2 in 5 consumers are aware fish is high in protein and low in fat.

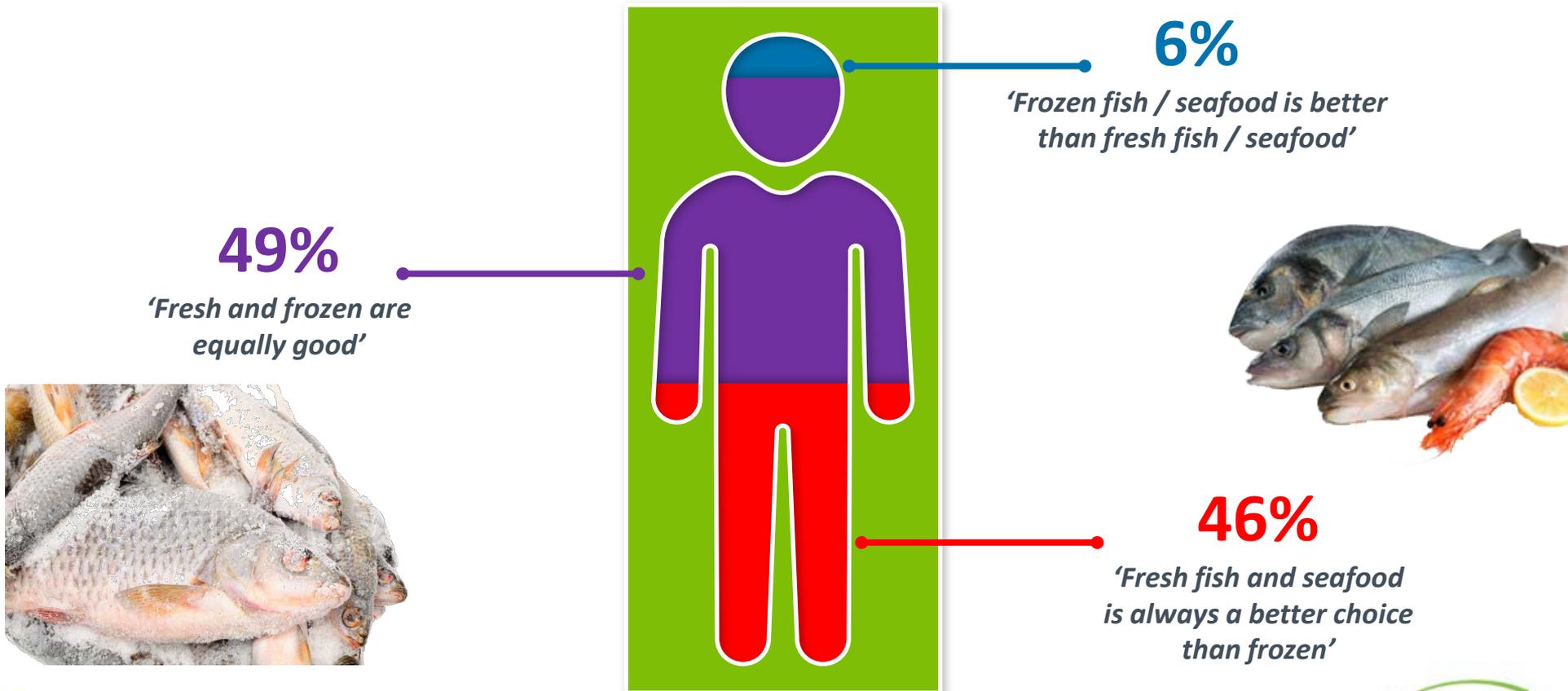
Over half of female consumers (54%) agree that fish and seafood is low in calories.



Q. Thinking now about the health benefits of fish and seafood, which of the following do you think apply to fish and seafood?

Frozen and Fresh Fish Deemed Equally Good by Half

The majority of women and those aged 35+ believe fresh and frozen fish are equally good. Almost two-thirds of under 25's (63%) think fresh fish and seafood is a better choice than frozen vs. 46% across all consumers.



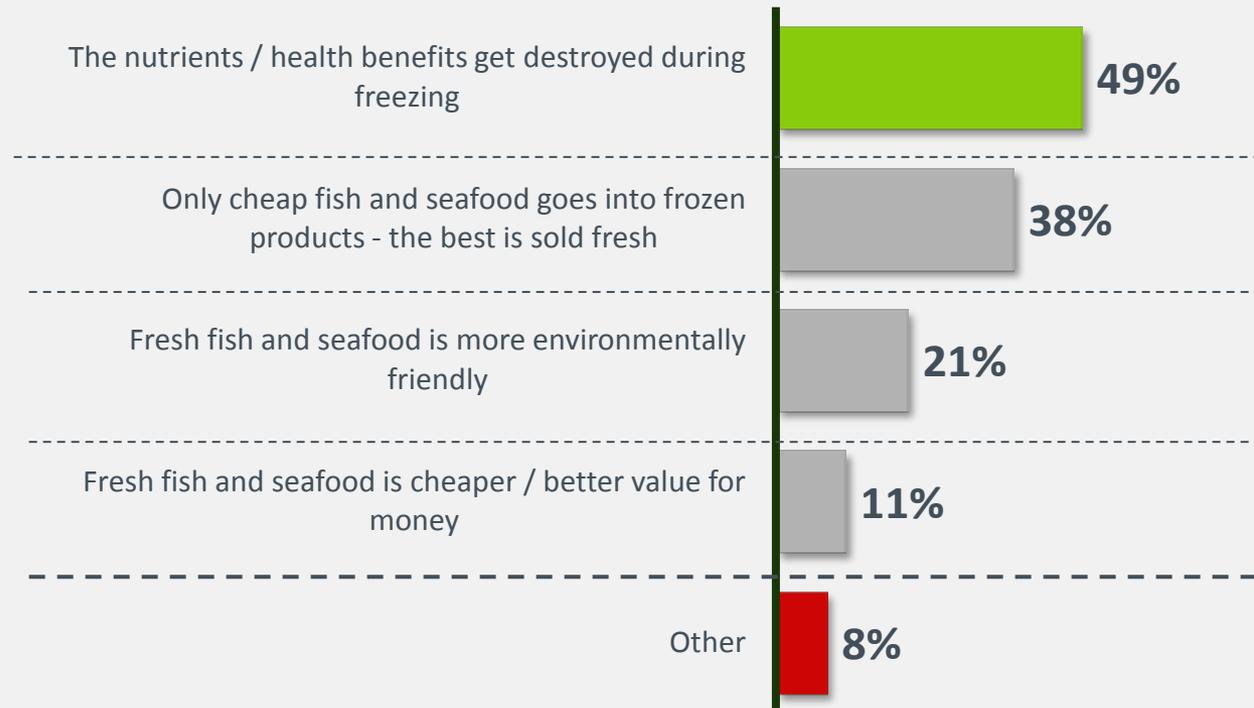
Q. Thinking now about fresh and frozen fish and seafood, which one of these do you agree with?

Base: All respondents: 2,033

Half Believe Freezing Destroys Nutrients / Health Benefits of Fish

The main reason for consumers believing that fresh fish /seafood is better than frozen centres on a perceived lack of quality & health benefits in frozen fish.

Half think freezing fish /seafood destroys its nutrients / health benefits, with 2 in 5 consumers believing only cheap fish and seafood goes into frozen products.

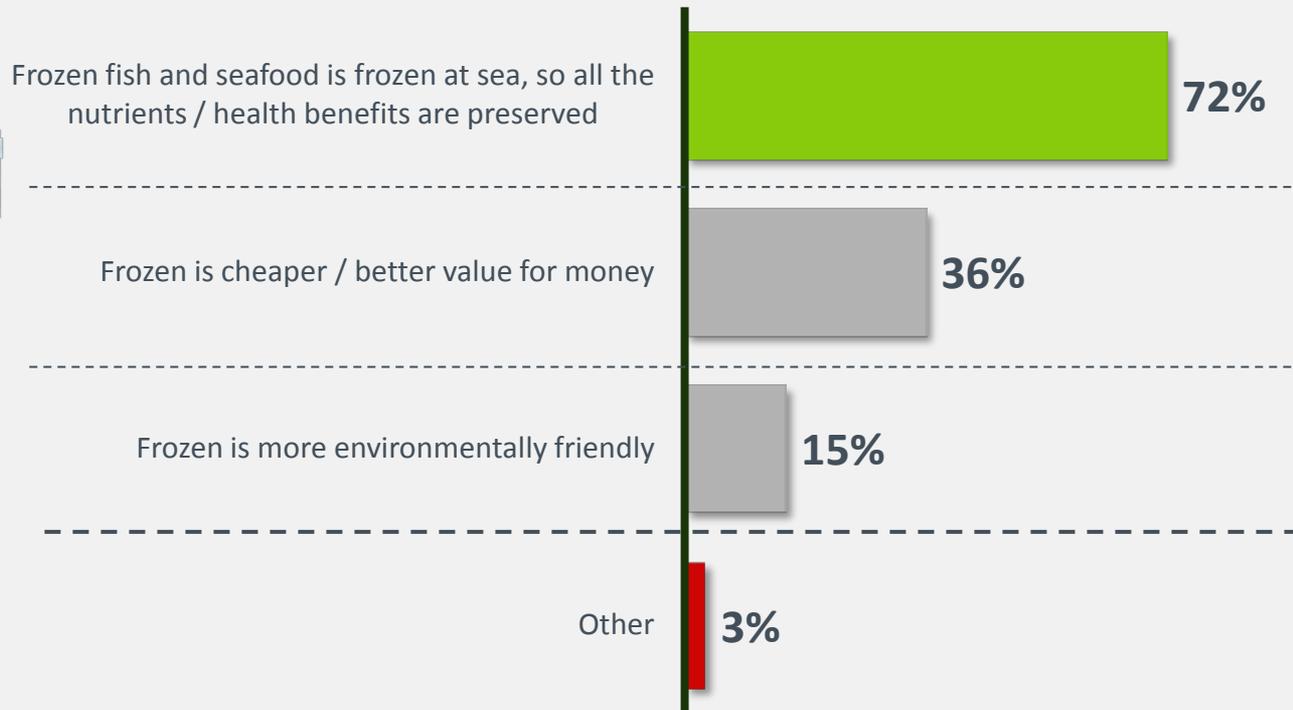
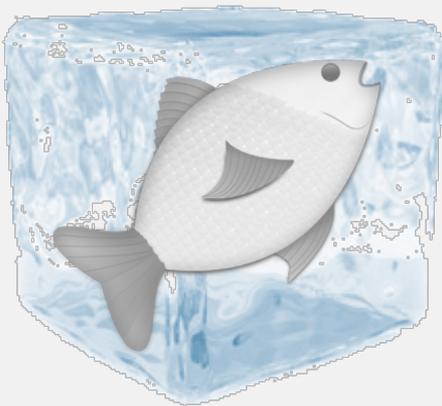


Q. Why do you say that?

Base: All respondents believing fresh fish is better: 927

Many Believe Freezing at Sea Preserves Nutrients / Health Benefits of Fish

The most common reason for consumers believing that frozen fish and seafood is better than fresh fish and seafood is that it is frozen at sea, so all the nutrients / health benefits are preserved. Over a third also highlight the fact that frozen fish and seafood offers better value for money.



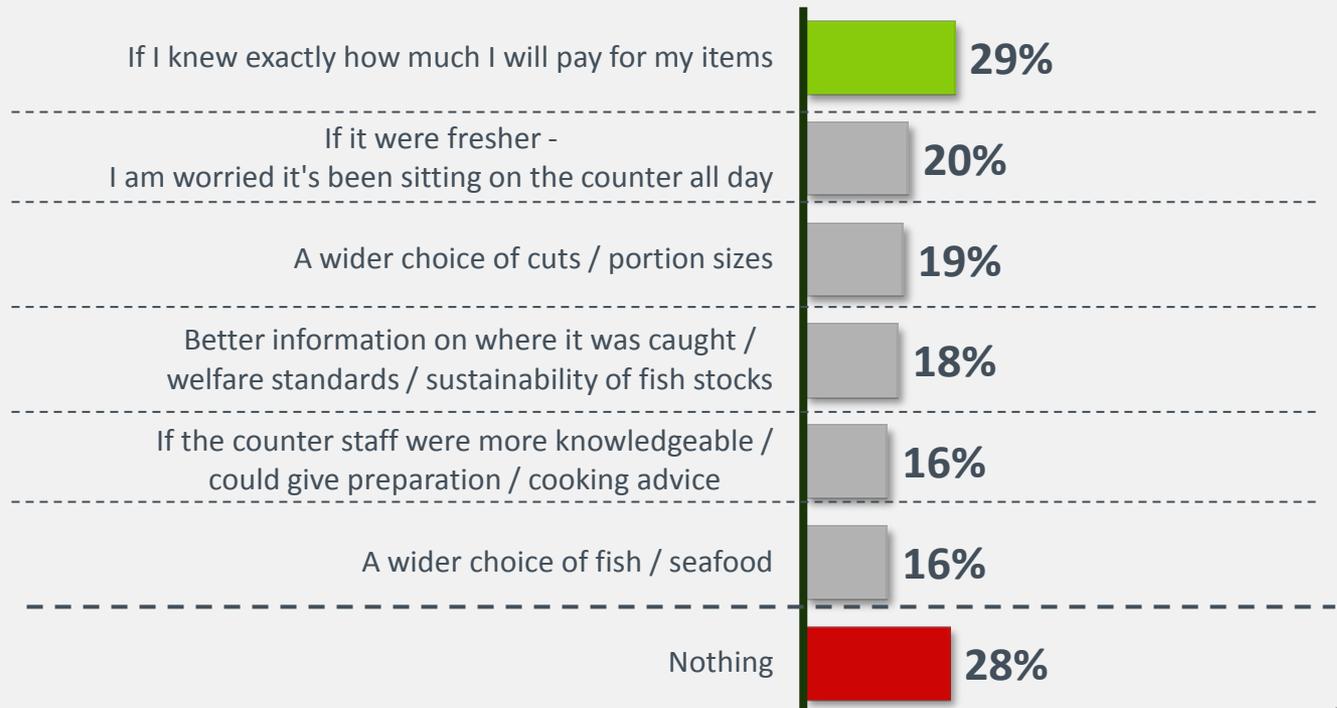
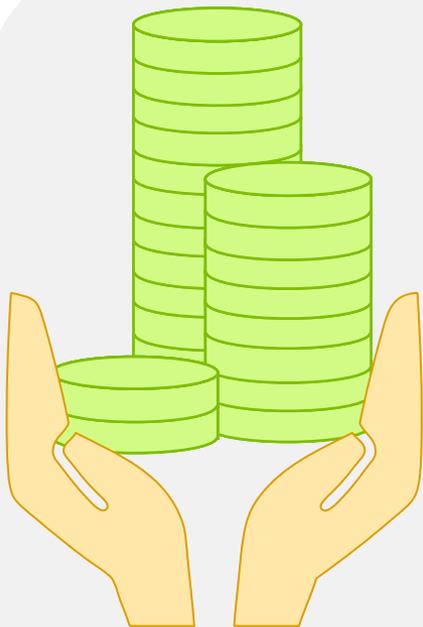
Q. Why do you say that?

Base: All respondents believing frozen fish is better: 114

Knowing the Price in Advance is Most Likely to Increase Use of Fish Counters

Over a quarter of consumers say “nothing” would make them use a supermarket’s fish counter more. However, 29% (and particularly women) would do so if they knew in advance how much they would pay for their items.

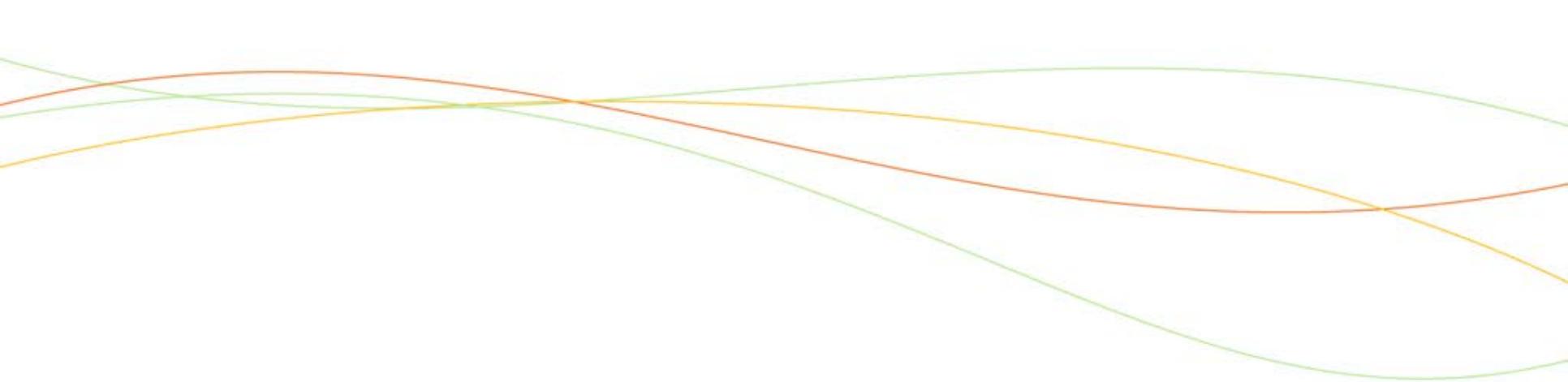
One in five would use the fish counter more if they knew the fish was fresh rather than sat out all day



*N.B. All other mentions 15% or less

Q. What, if anything, would make you use the supermarket fish counter more?

Base: All respondents: 2,033



Appendix – *Approach & Demographics*

Approach and Panel

- We conducted an *online omnibus survey* with **2,033 adults** aged **16+** across **England, Scotland,** and **Wales** between **1st and 8th April 2014**.
- The survey took place using the *Harris Interactive online panel*,the **Harris Poll**.
- The Harris Poll Global Omnibus consists of members of the *general public* who have opted in and voluntarily agreed to participate in online research studies. Through careful recruitment and management, **we are able to rapidly survey large numbers of the general population** and accurately **represent the views of the nation**.
- We have **over 100,000 active panellists** in the UK and our panel is used solely for market and opinion research. Members are **contacted at random and invited** to take part in a survey.



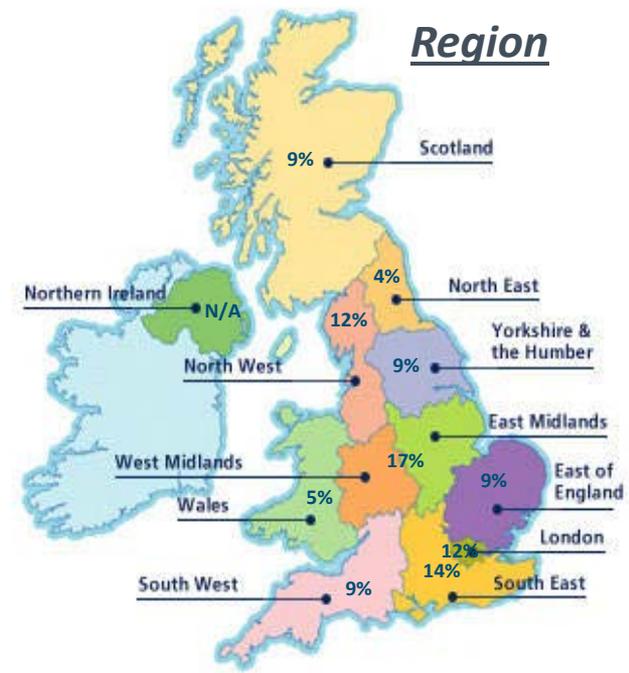
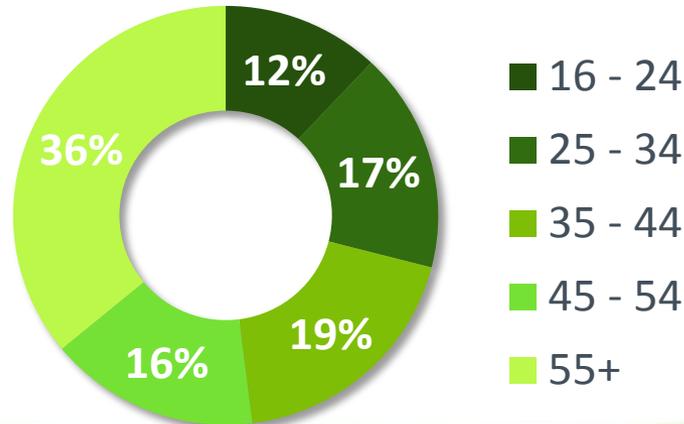
Omnibus Audience – a representative sample

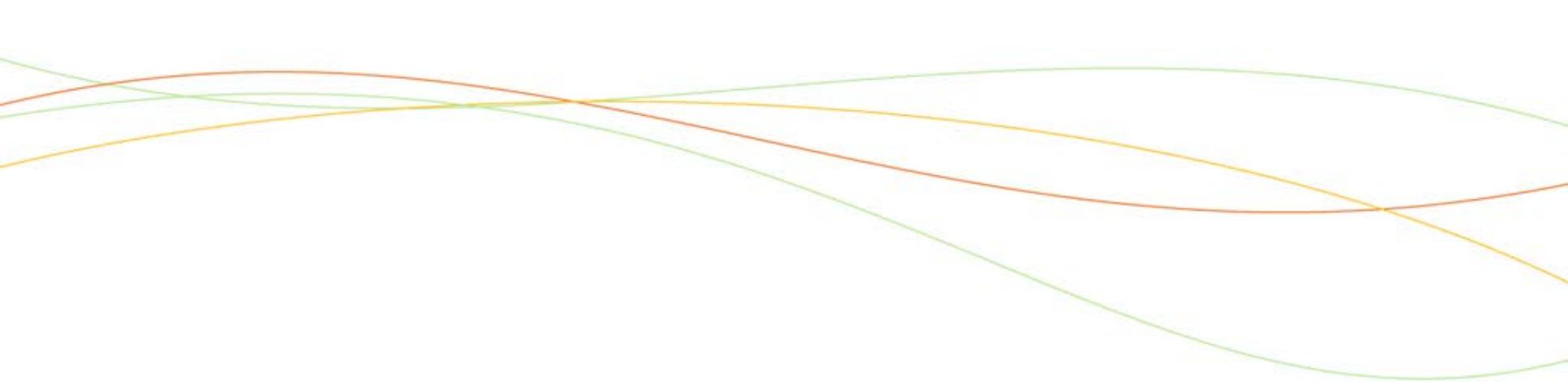
- The results of the study were weighted to best reflect the size and shape of the population of the UK
- This means that the results in this report reflect an audience that is as true as possible of the population with the same age, gender and regional profile. The audience profile is detailed below.
- Of course not everyone in GB has internet access, but online panel research results are considered to be extremely accurate. In fact, according to the British Polling Council, Harris Interactive was the most accurate *online* polling company during the last UK elections in 2010:
<http://www.britishpollingcouncil.org/press100508.html>

Gender



Age





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