



BREAD BAROMETER 2011

Summary All four Countries
February 2011

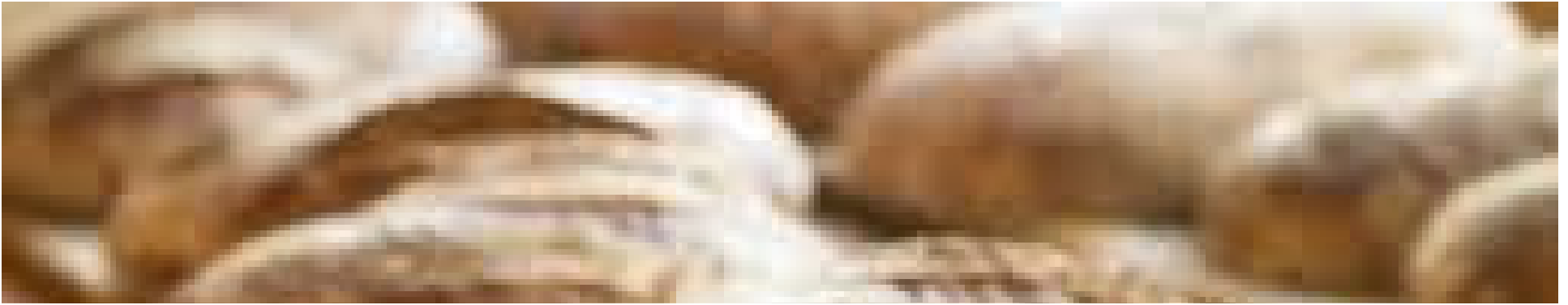


gersdorff research

BREAD BAROMETER 2011

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- Criteria when eating breakfast "on the go"
- Statements about bread and the purchase of bread
- Statements about the development in eating and purchasing habits



ABOUT THE SURVEY



ABOUT THE SURVEY

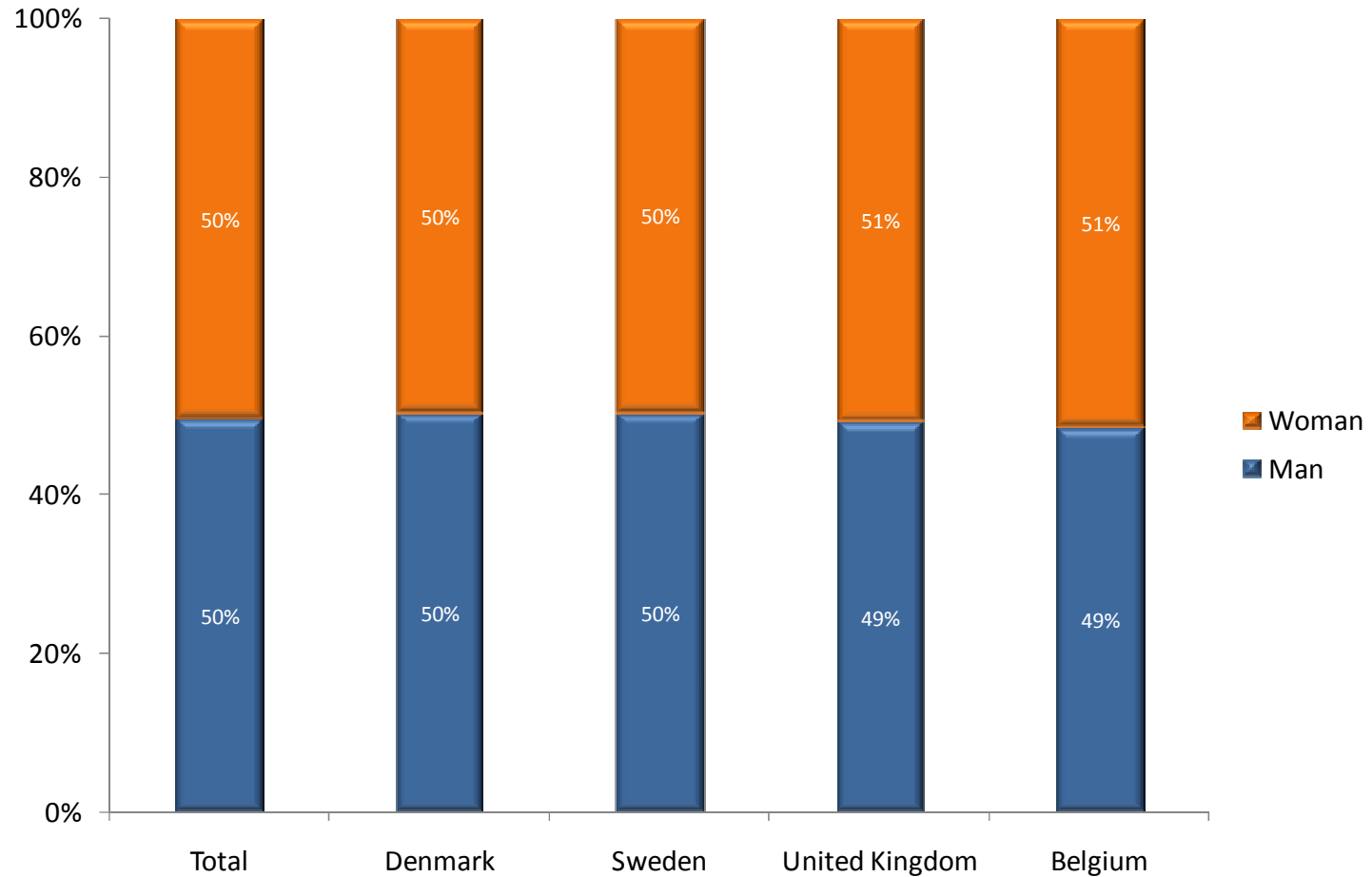
- **Countries:** Denmark, Sweden, United Kingdom and Belgium
- **Target group:** Persons aged 18 years or older
- **Method:** CAWI (Computer Assisted Web Interview)
- **Data supplier:** M3 Research
- **Field work period:** January 2011
- **Number of interviews:** 2.002 interview



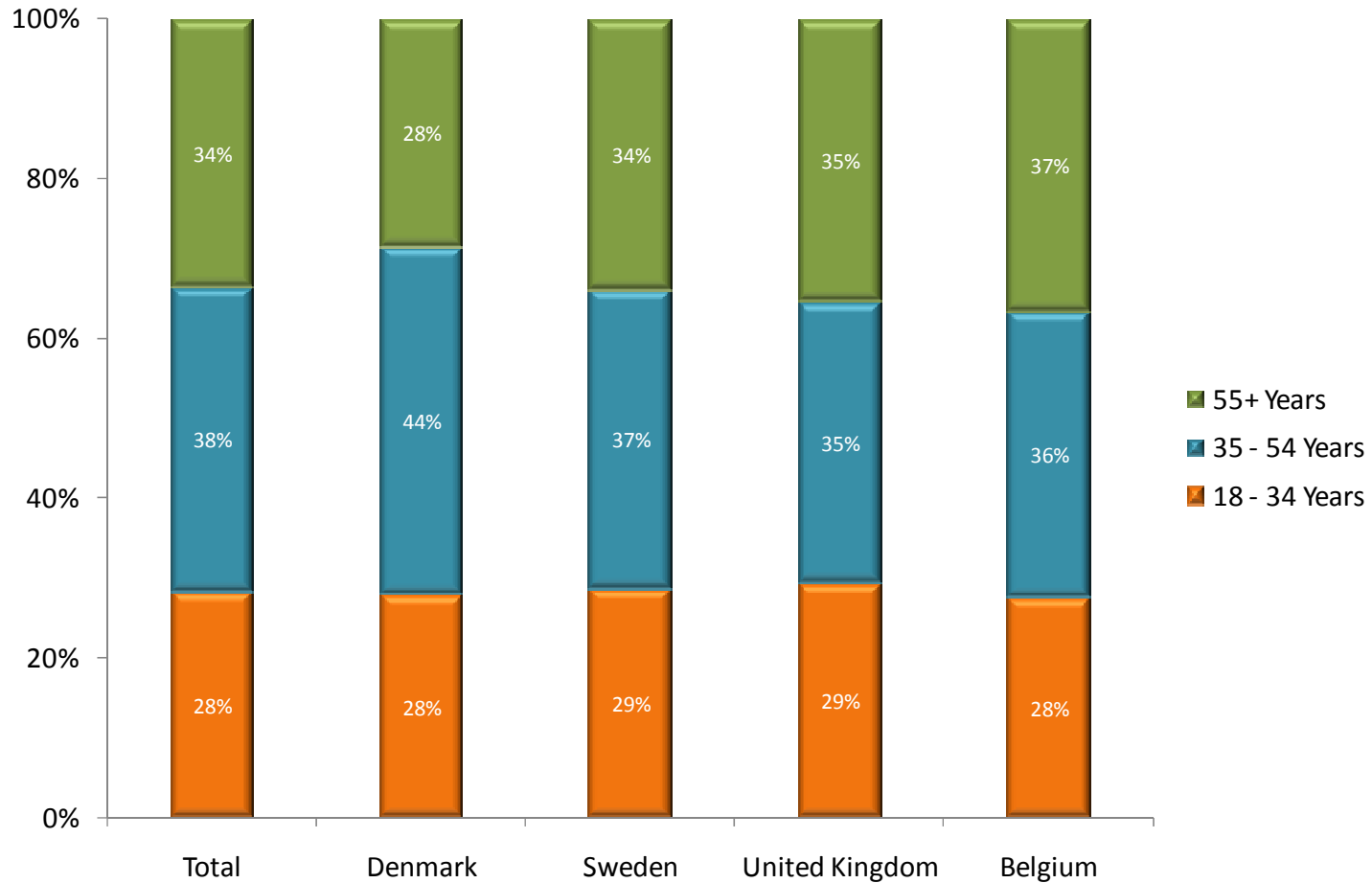
PROFILE OF THE PARTICIPANTS IN THE "EUROPEAN" SURVEY



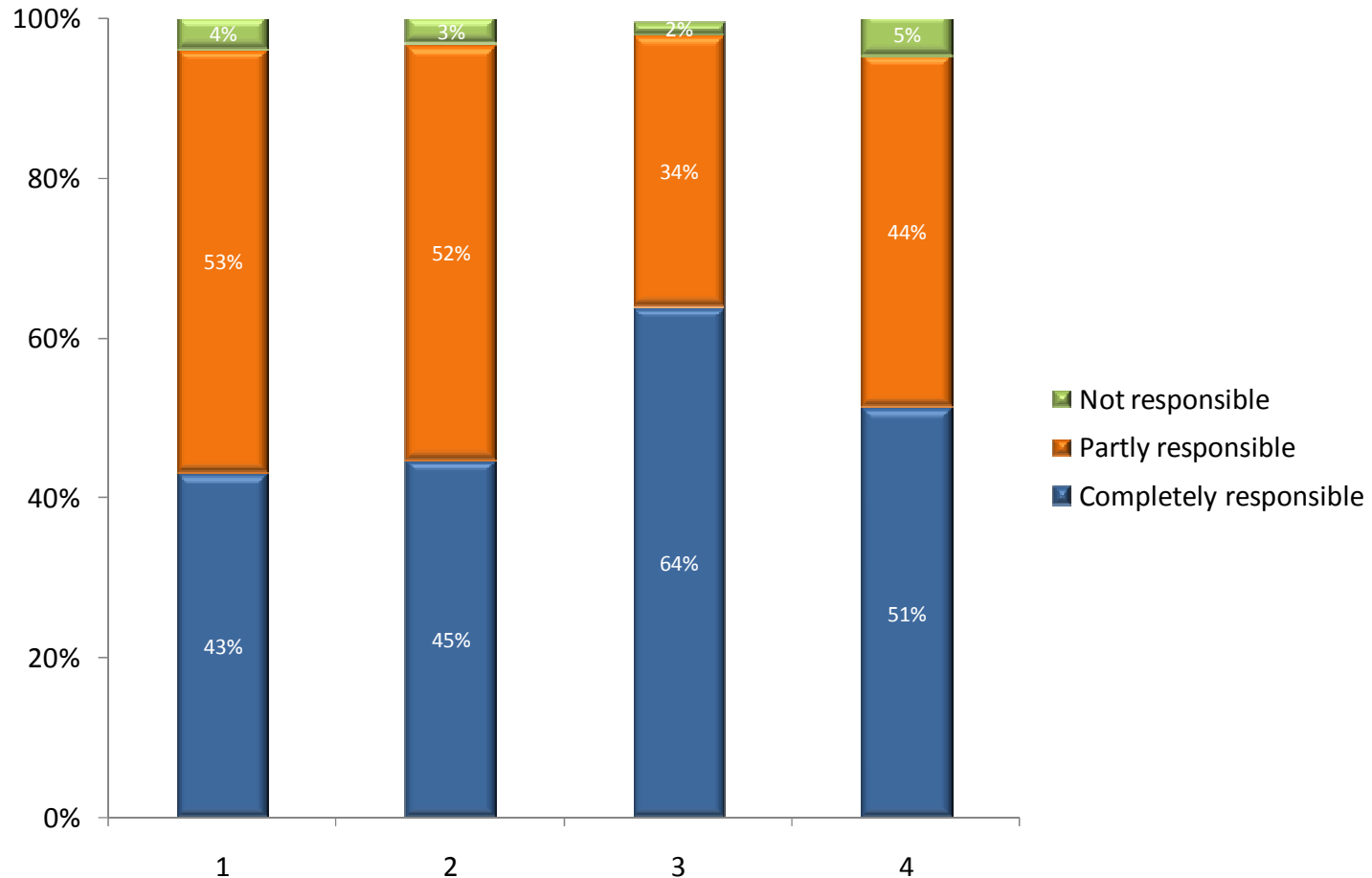
PROFILE - GENDER



PROFILE - AGE



PROFILE – SHOPPING RESPONSIBLE

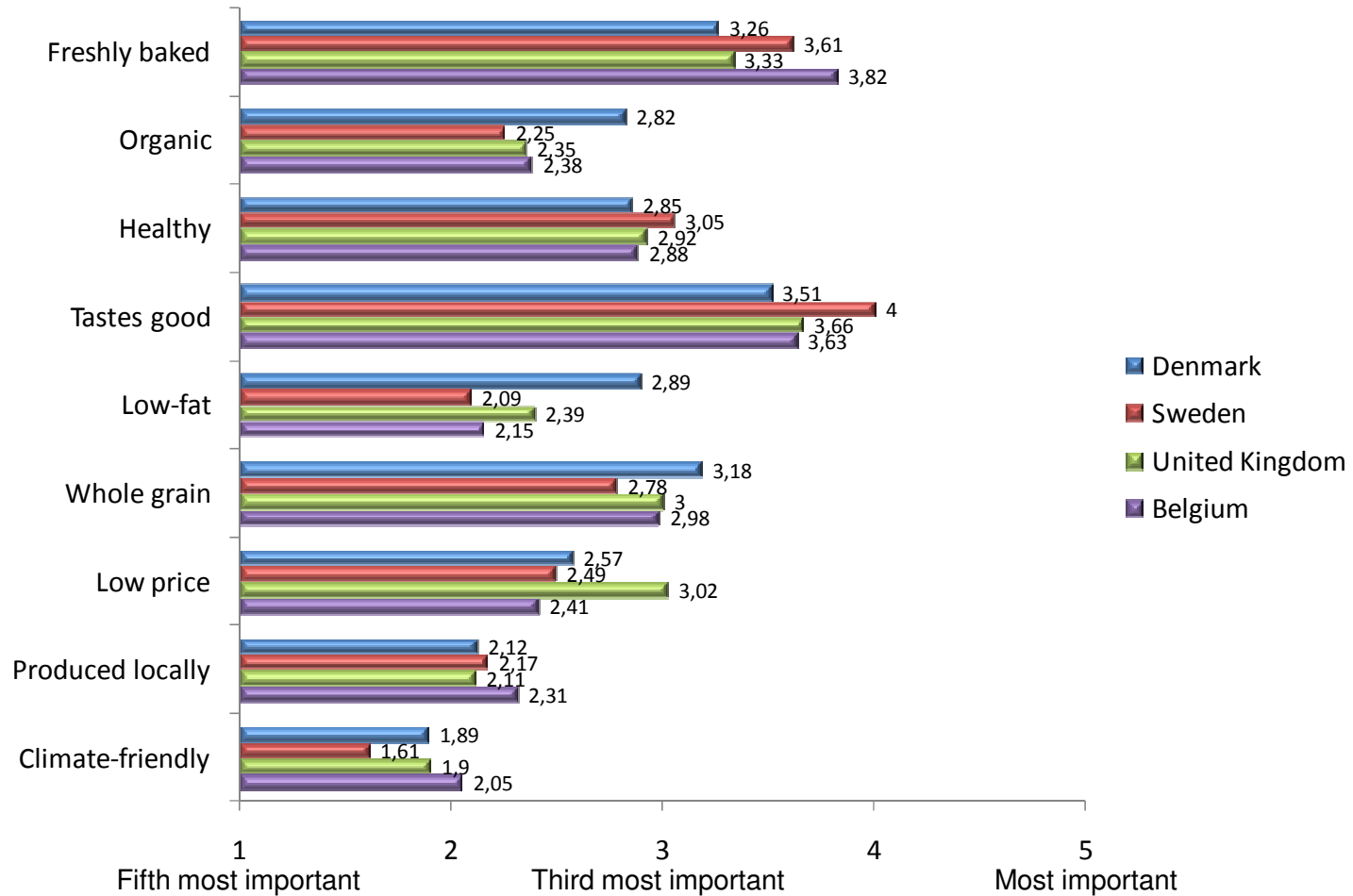




CRITERIA WHEN BUYING AND EATING BREAD IN GENERAL

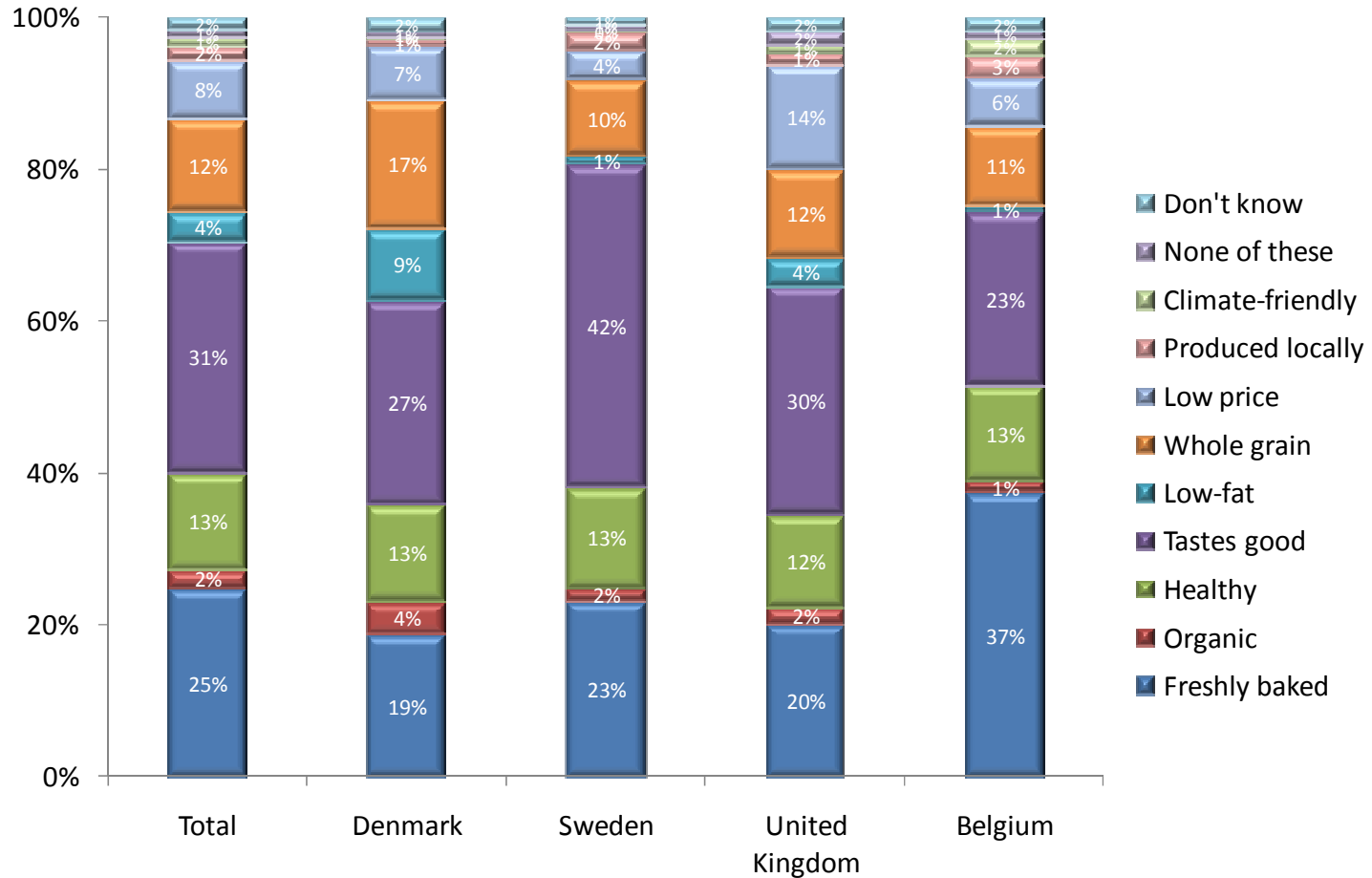


IMPORTANCE WHEN YOU BUY AND EAT BREAD



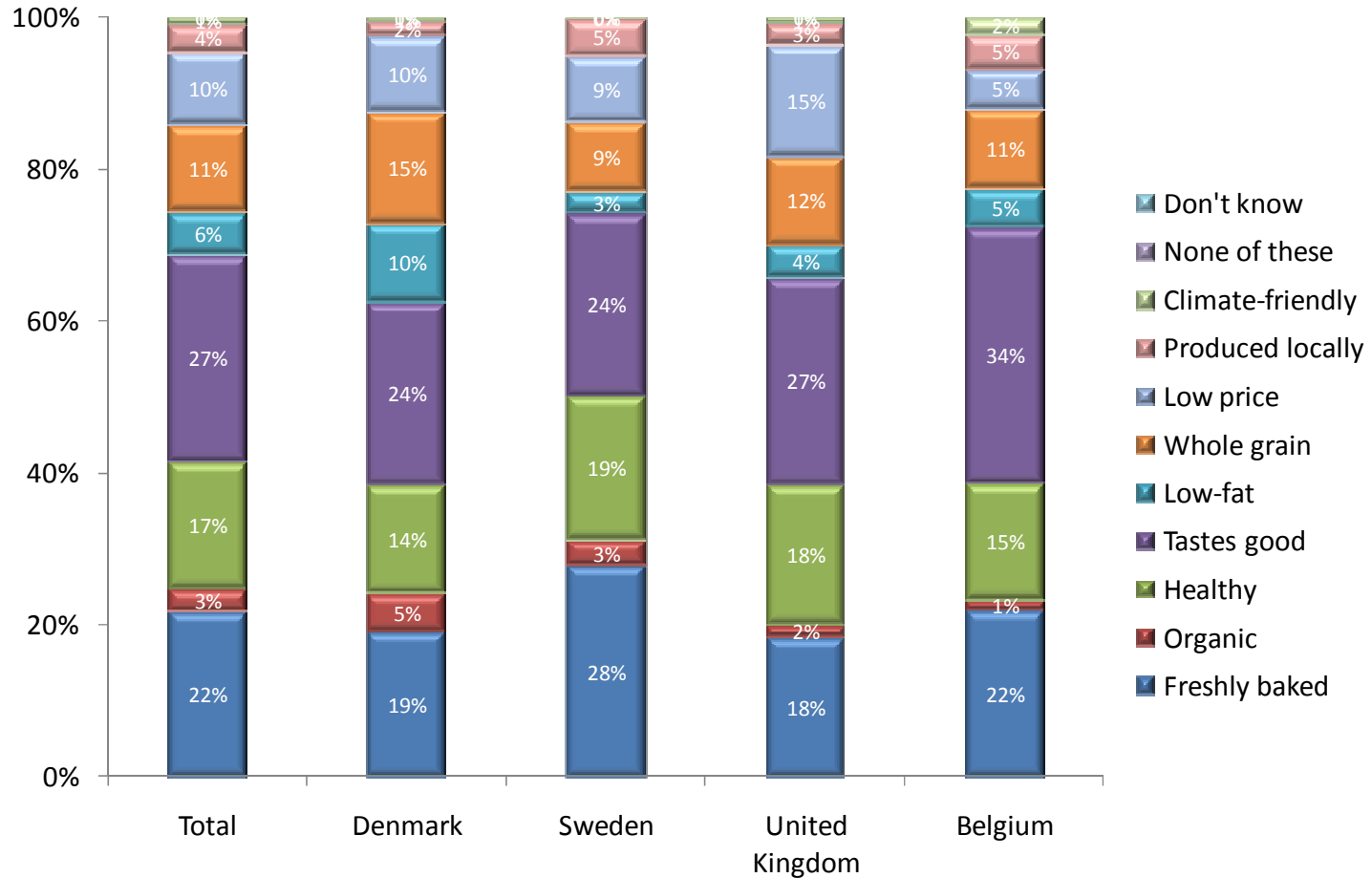
IMPORTANCE WHEN YOU BUY AND EAT BREAD

Most important



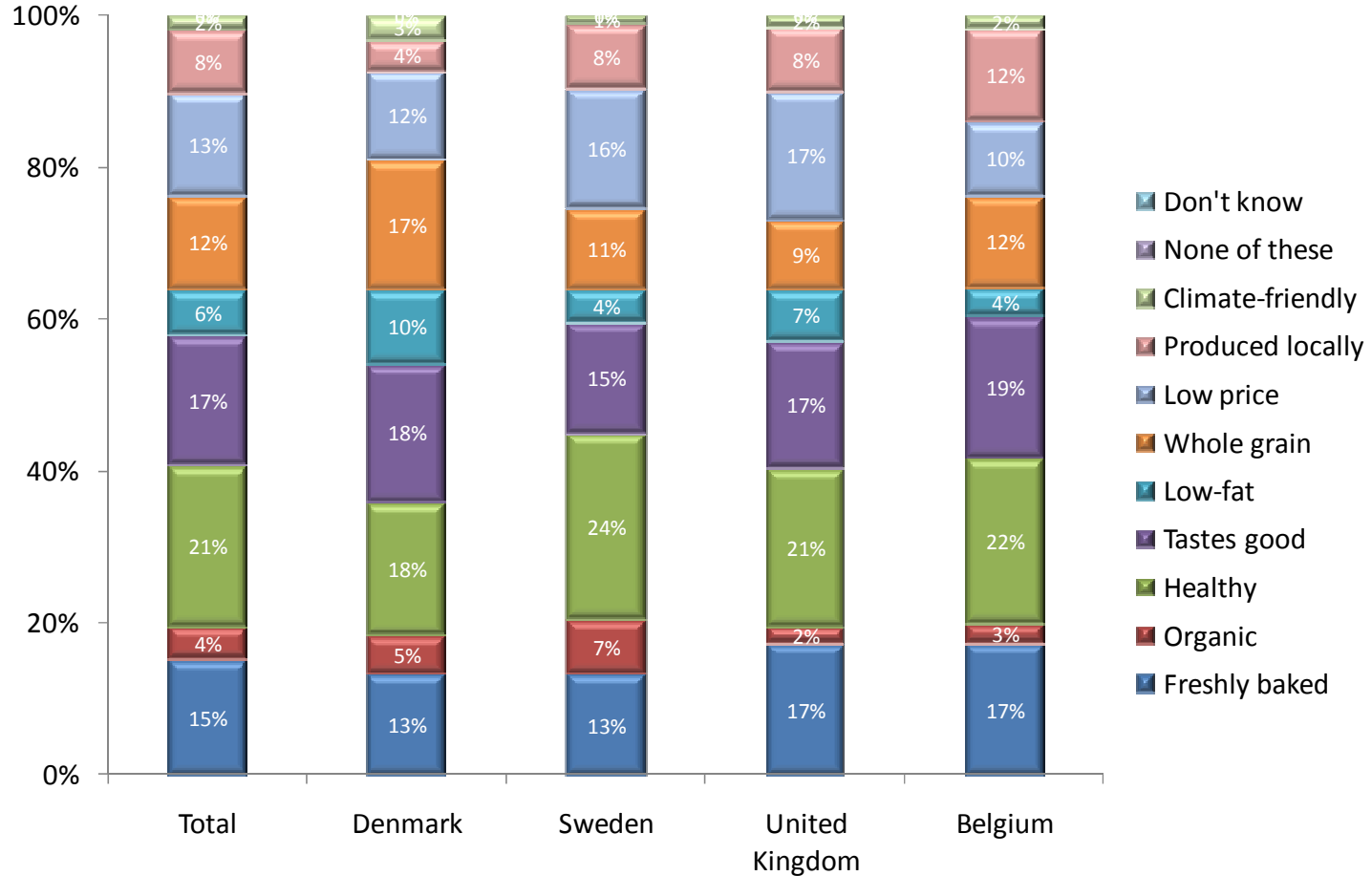
IMPORTANCE WHEN YOU BUY AND EAT BREAD

2nd most important



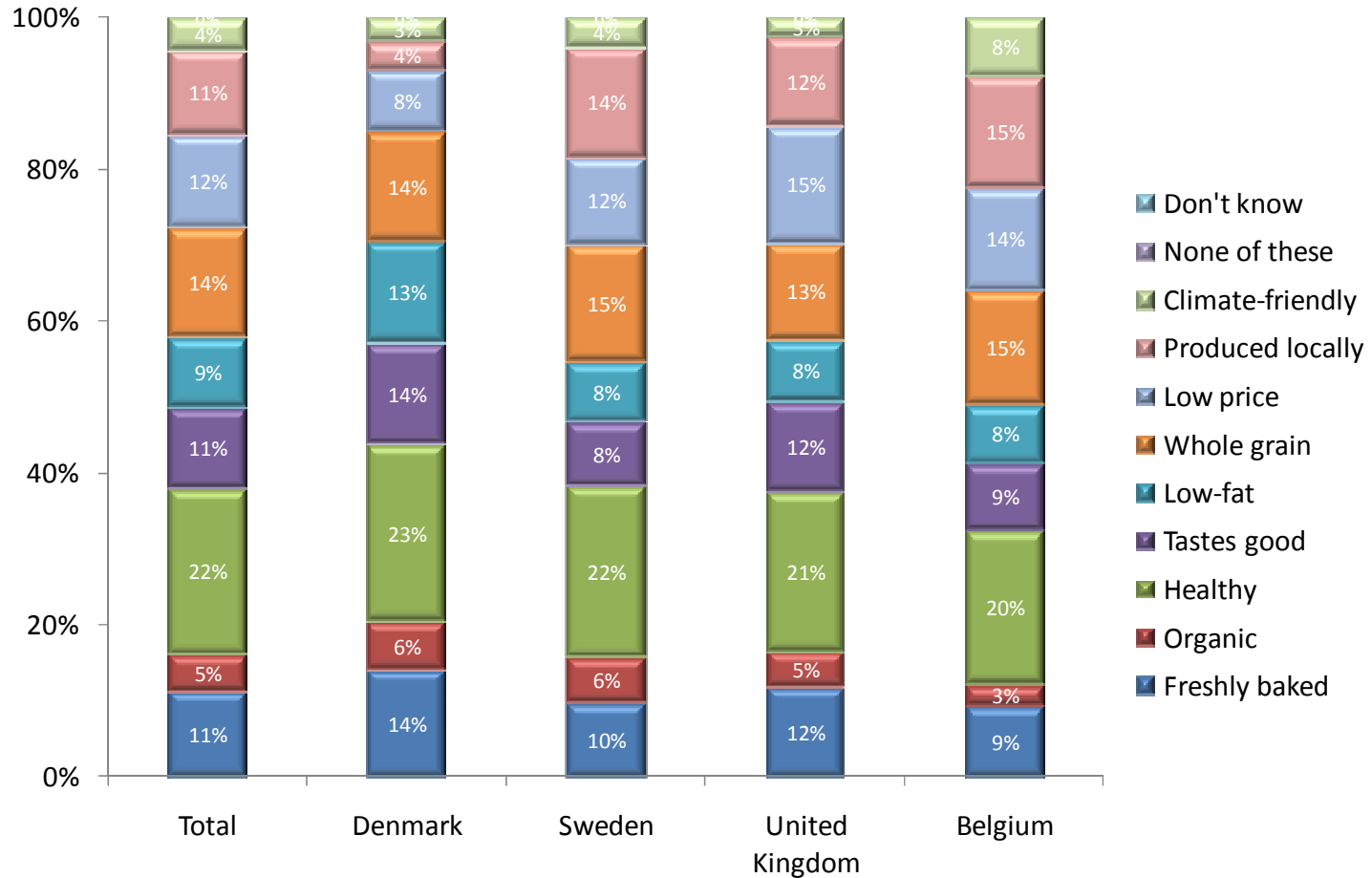
IMPORTANCE WHEN YOU BUY AND EAT BREAD

3rd most important



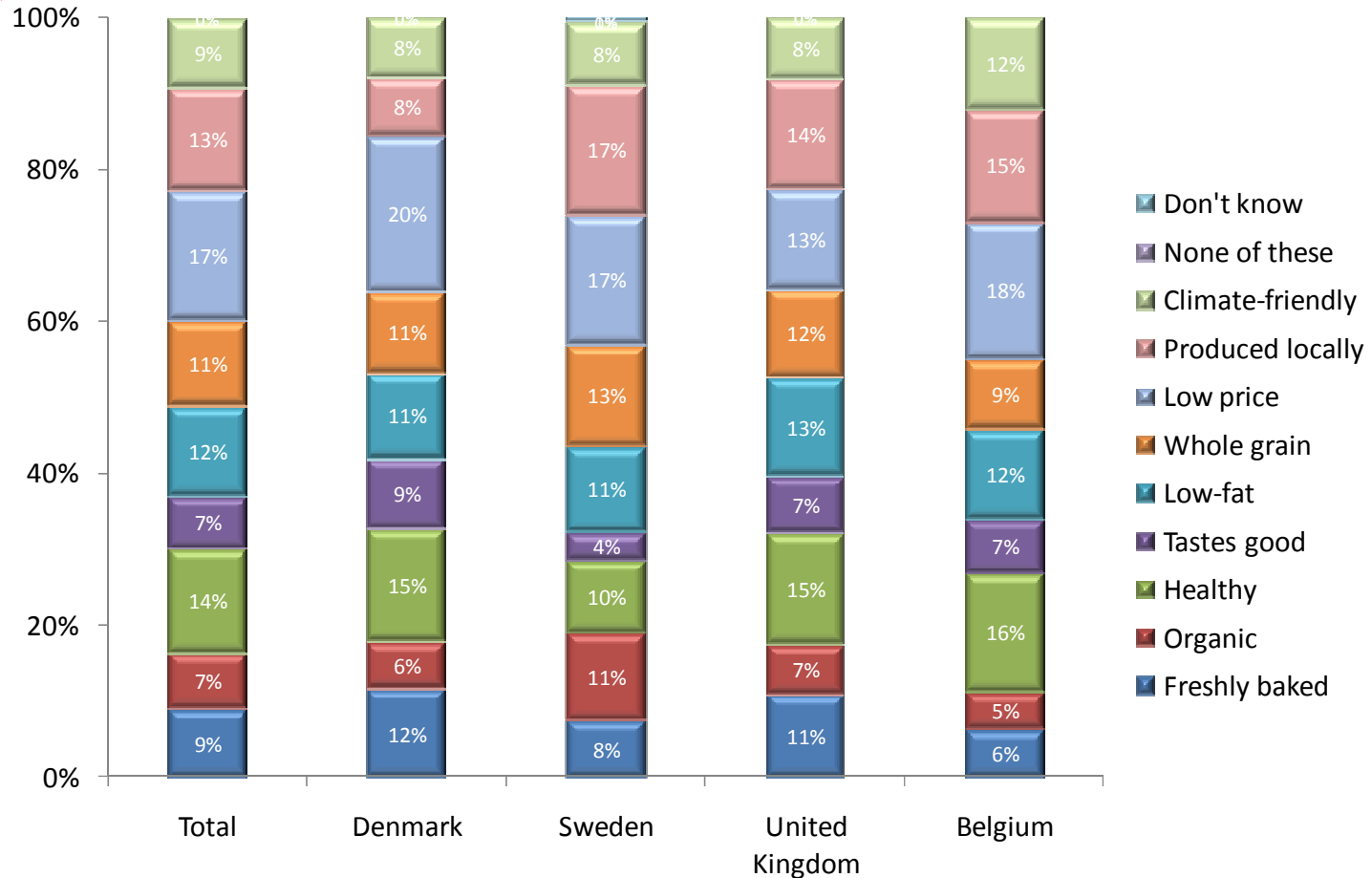
IMPORTANCE WHEN YOU BUY AND EAT BREAD

4th most important



IMPORTANCE WHEN YOU BUY AND EAT BREAD

5th most important

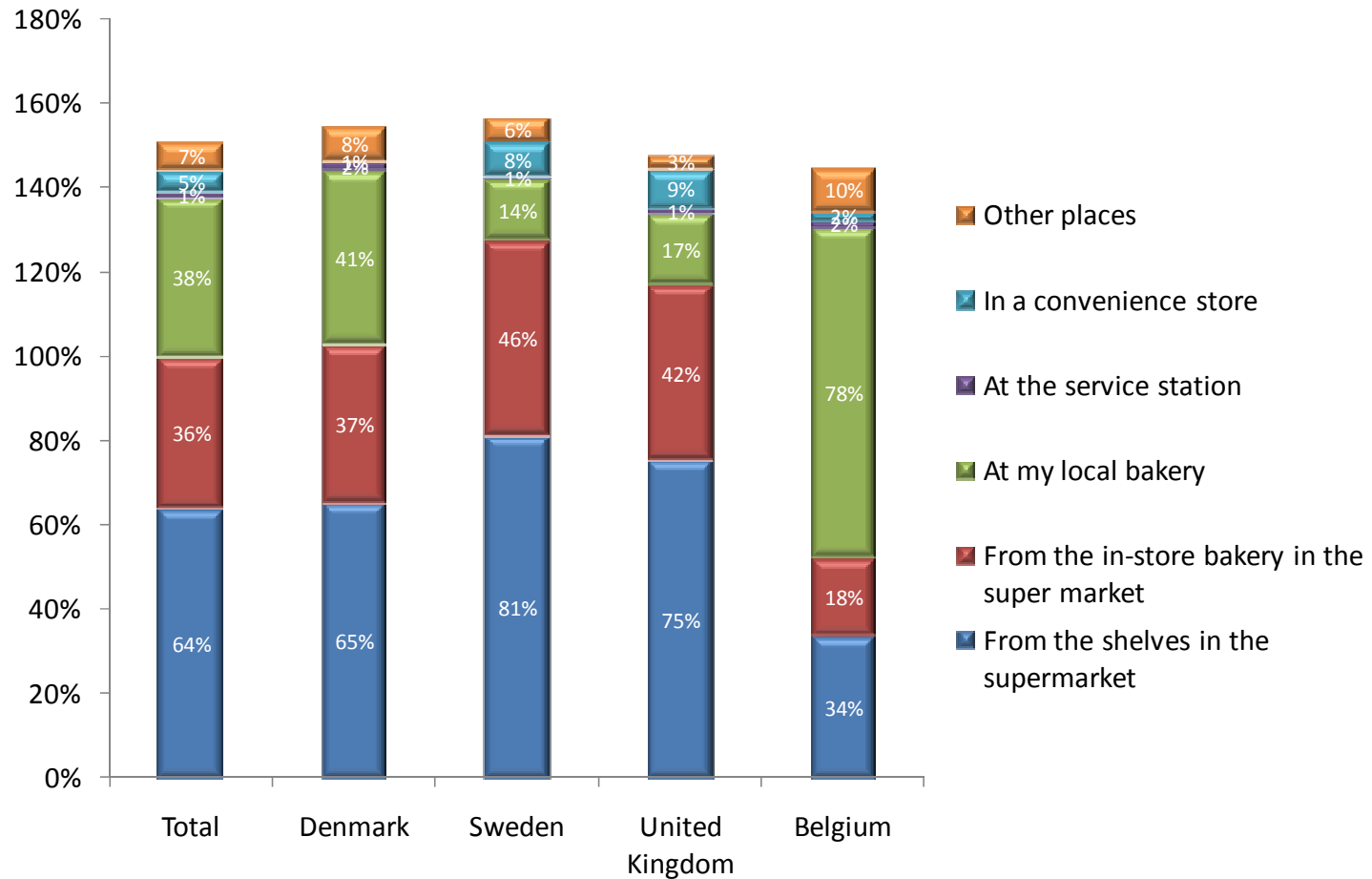




SHOPPING PLACES WHEN BUYING BREAD IN GENERAL



SHOPPING PLACES

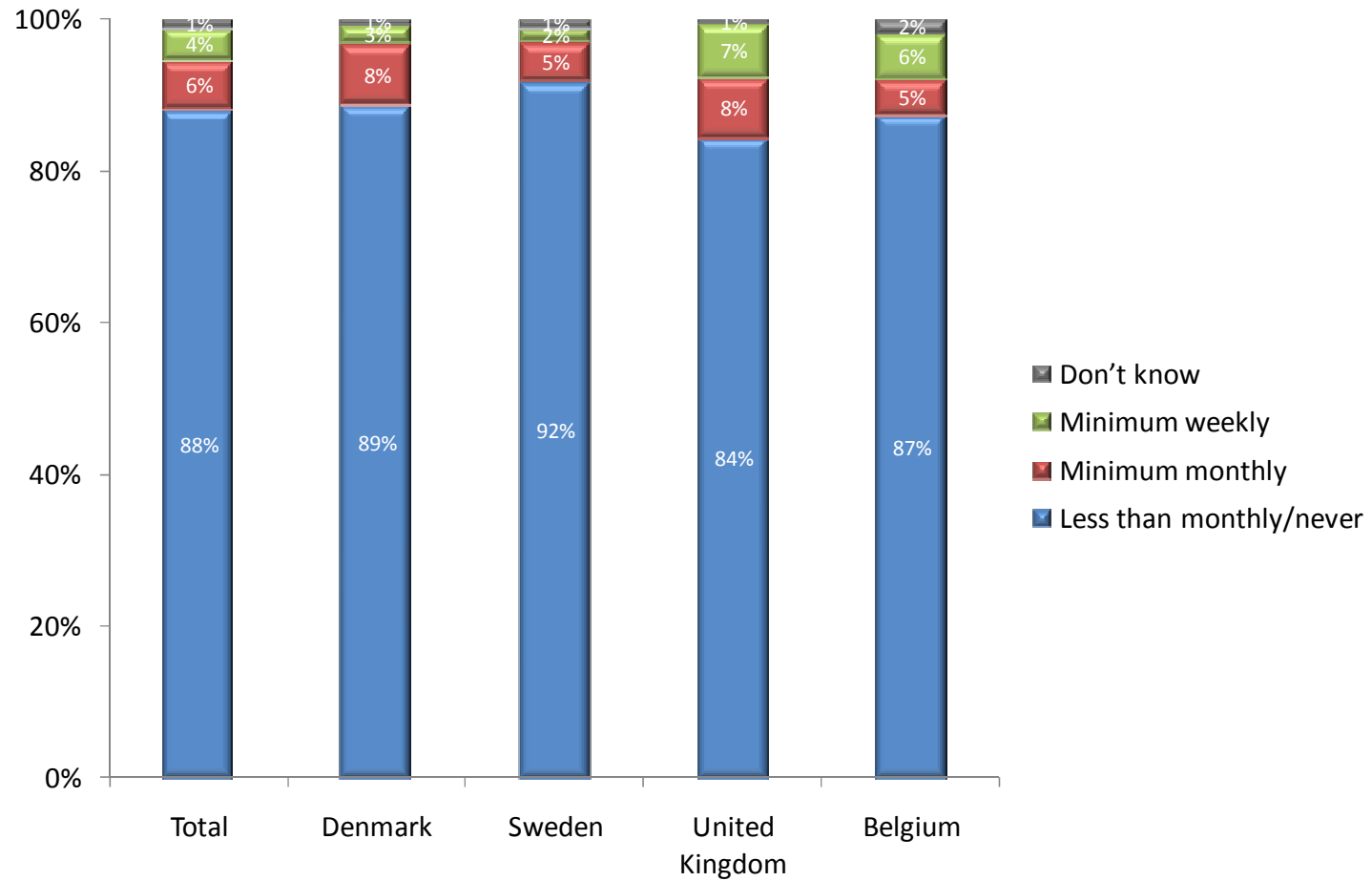




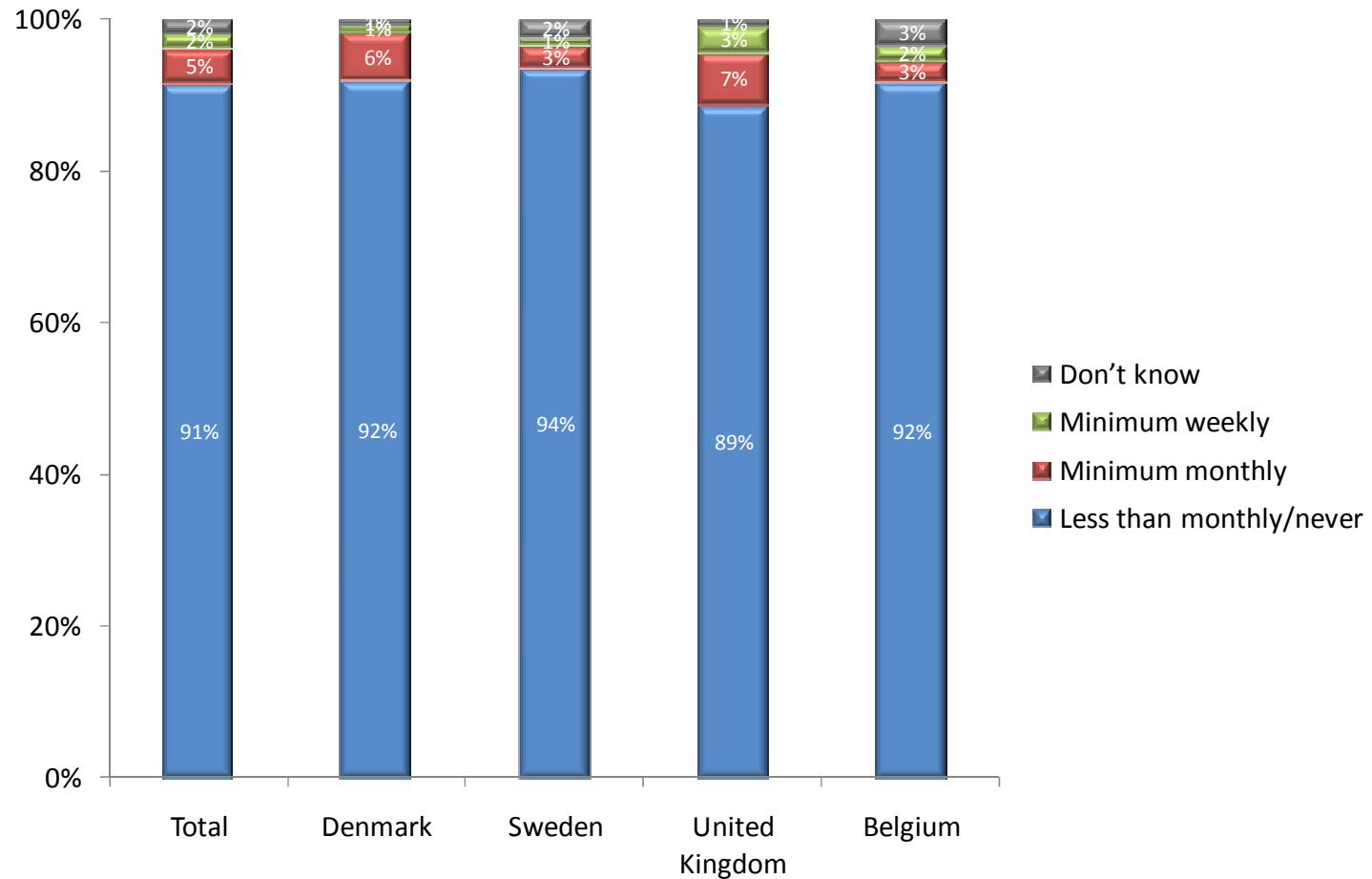
HOW OFTEN YOU EAT BREAD/PASTRY IN DIFFERENT SITUATIONS?



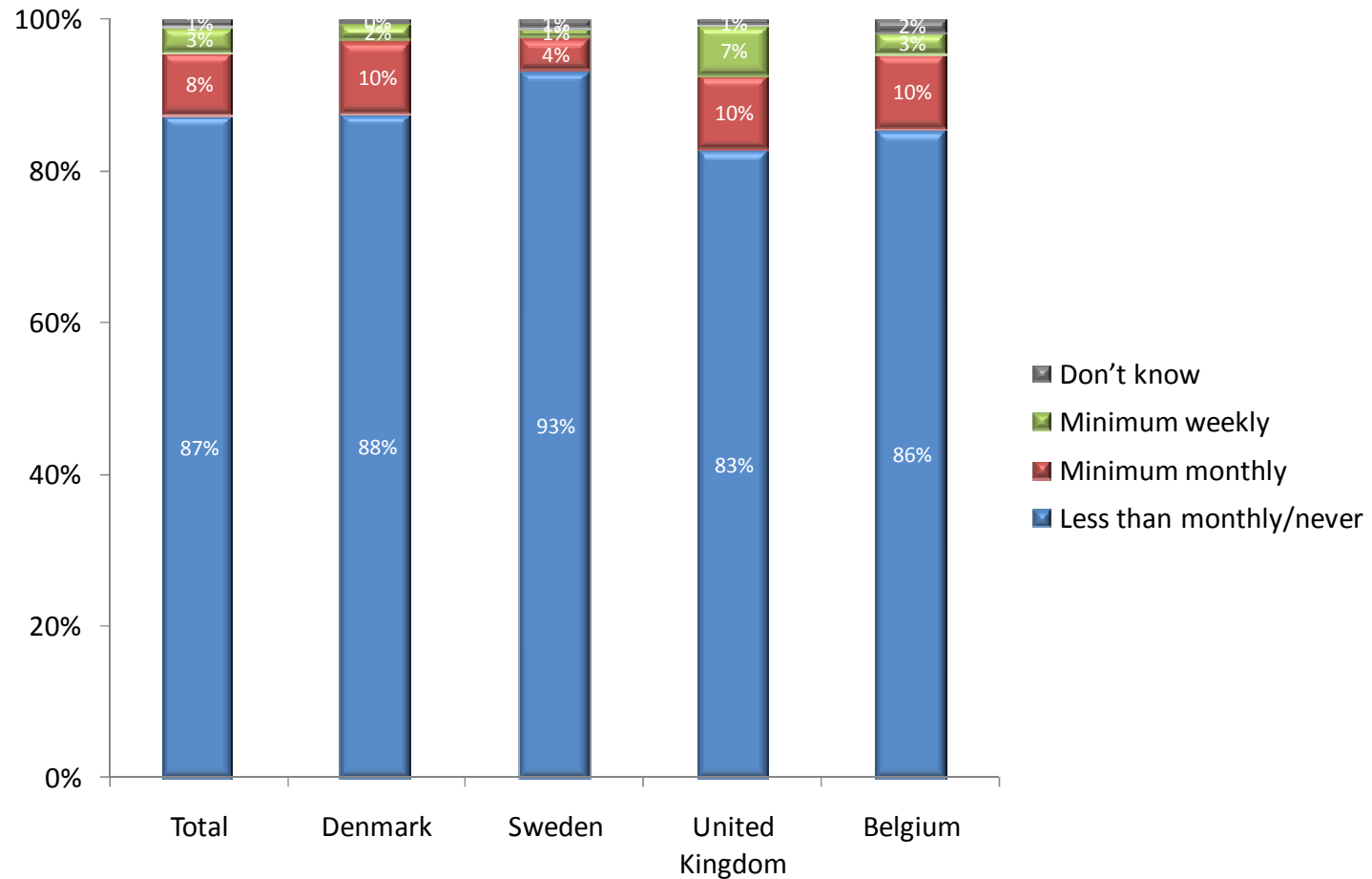
...IN YOUR CAR



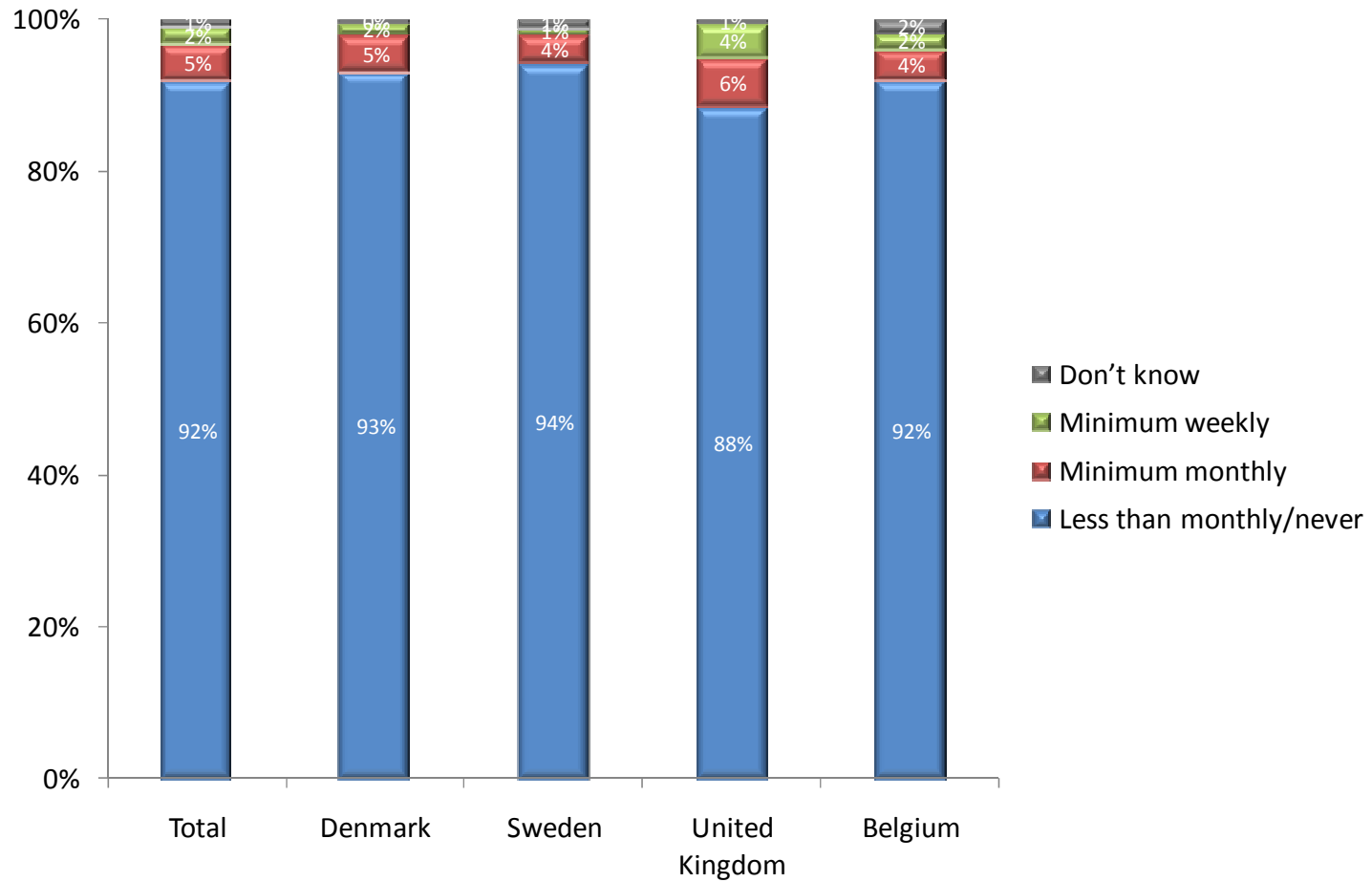
...ON THE TRAIN



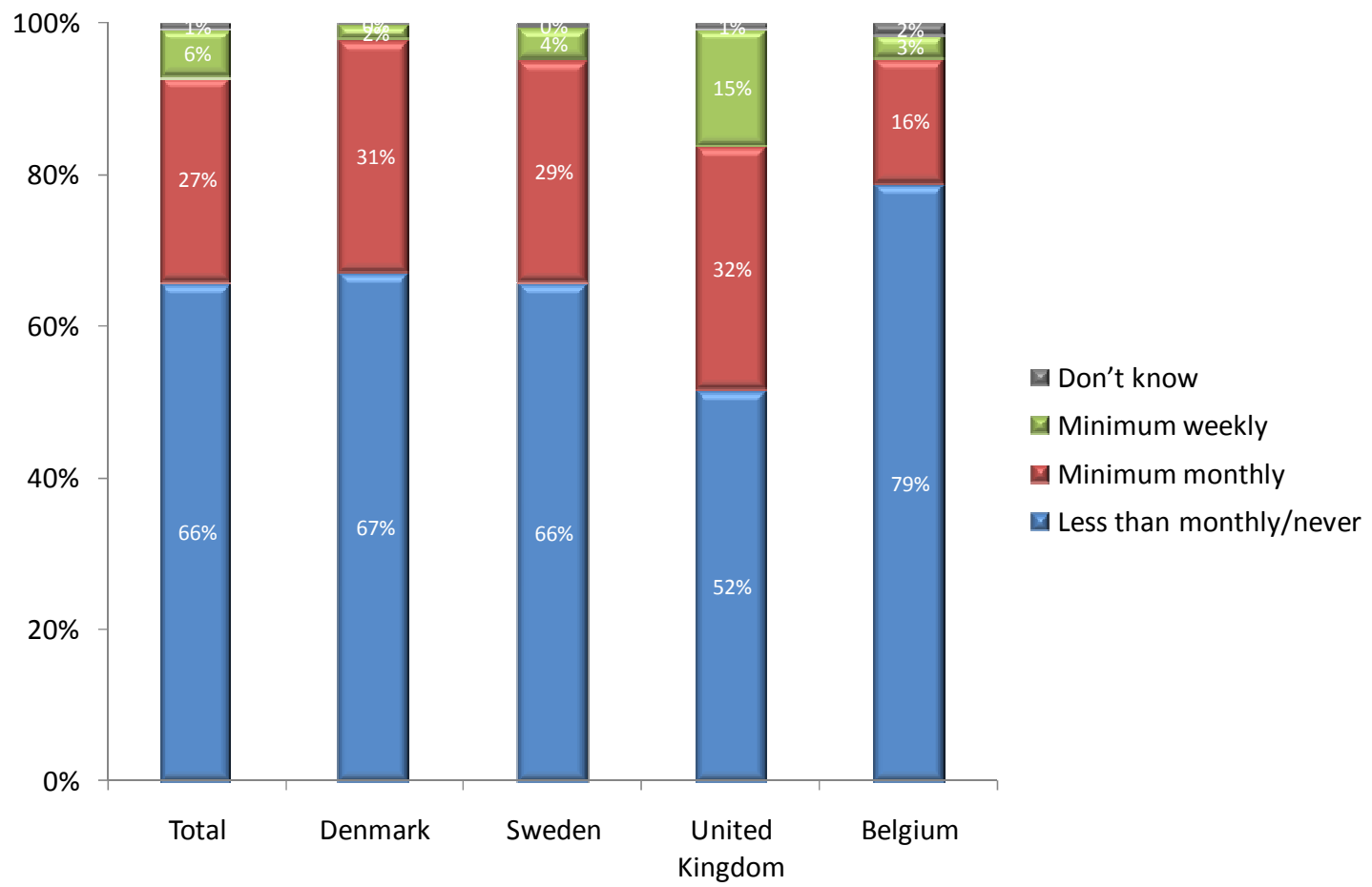
...WHILE WALKING



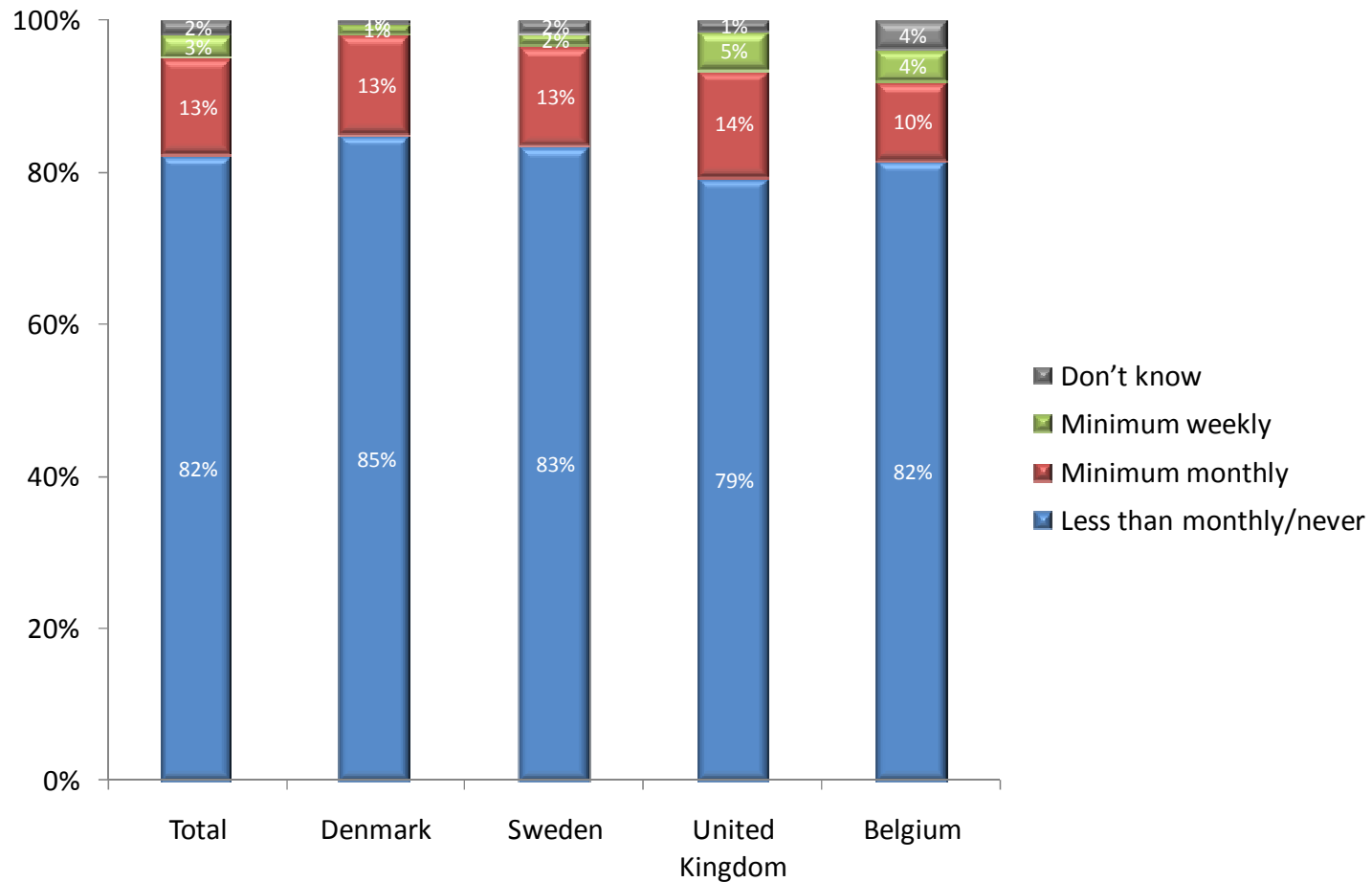
...AT THE STATION



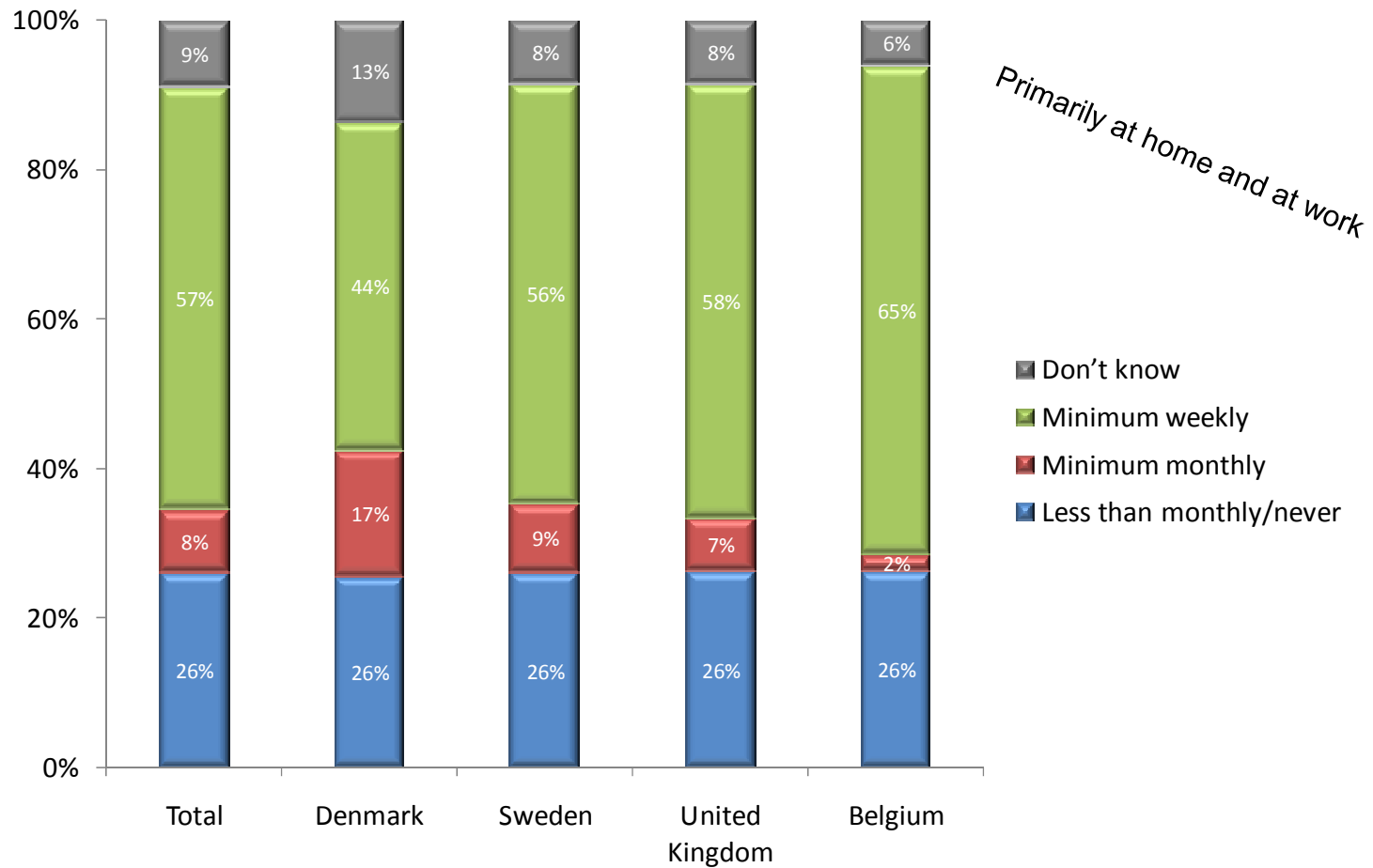
...IN A CAFÉ



...AT AN EVENT (SPORTS, CONCERTS, FESTIVALS ETC.)



...OTHER PLACES

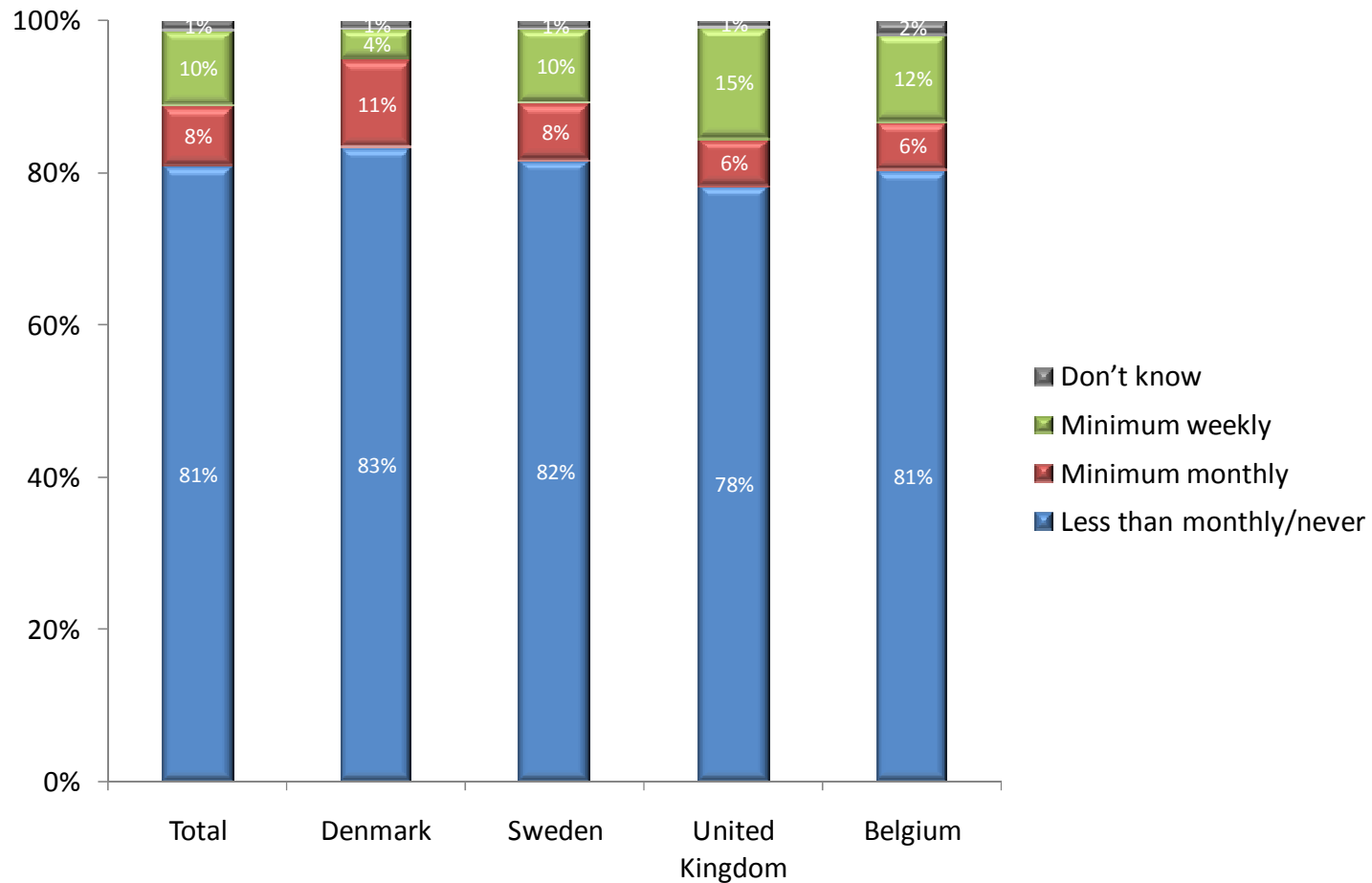




HOW OFTEN YOU EAT BREAKFAST "ON THE GO?"



EATING BREAKFAST "ON THE GO"

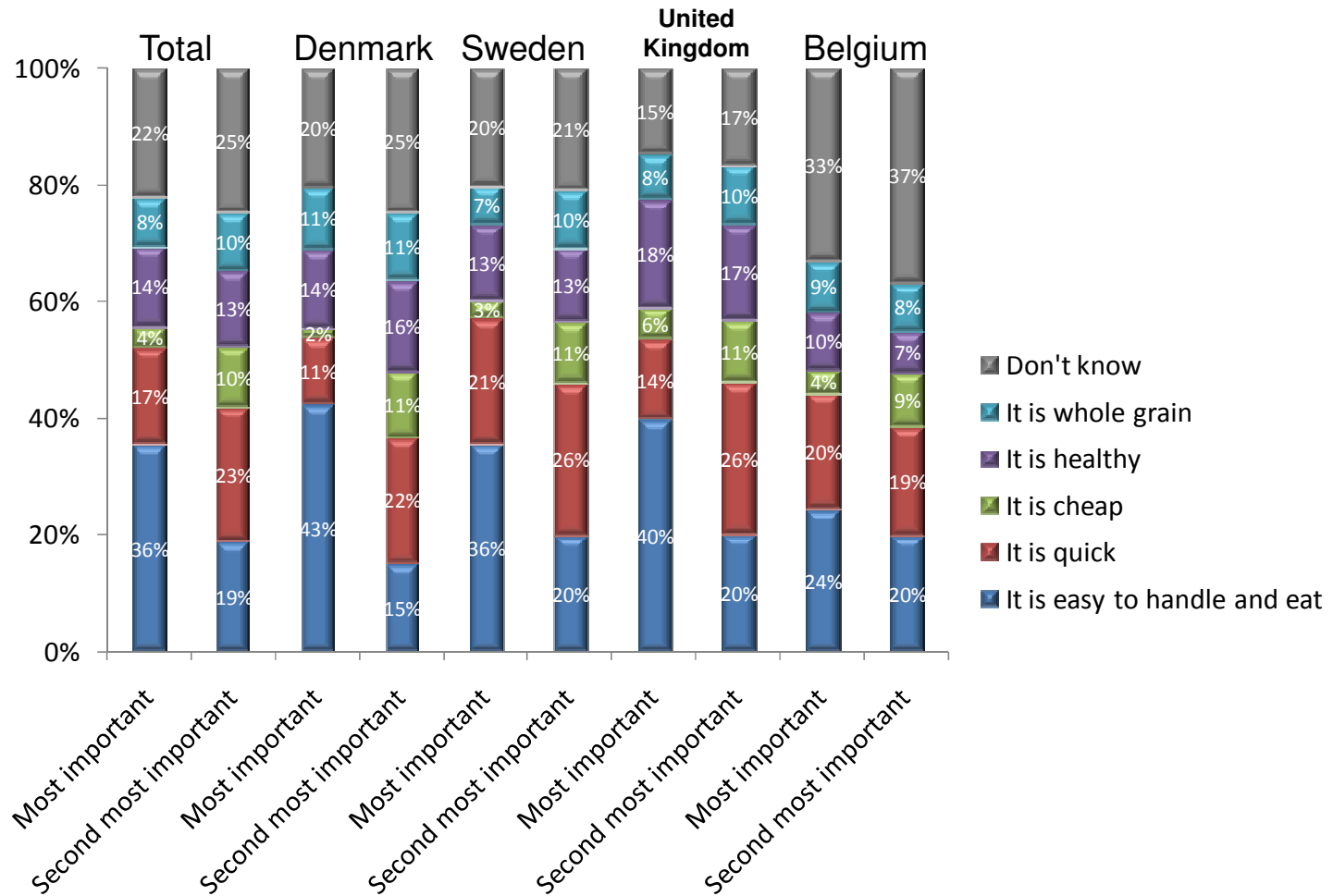




CRITERIA WHEN EATING BREAKFAST "ON THE GO?"



IMPORTANCE WHEN EATING BREAKFAST "ON THE GO"

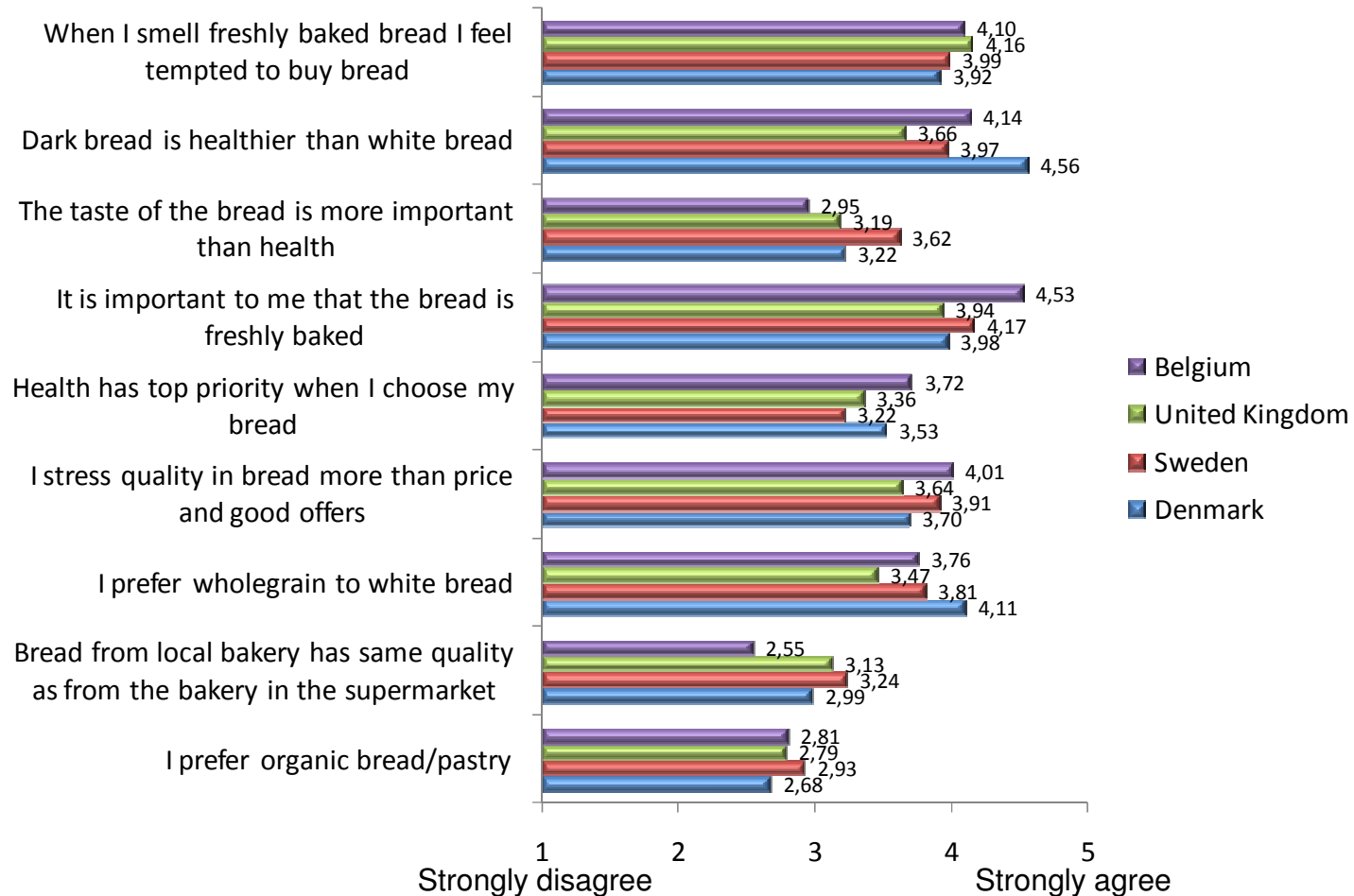




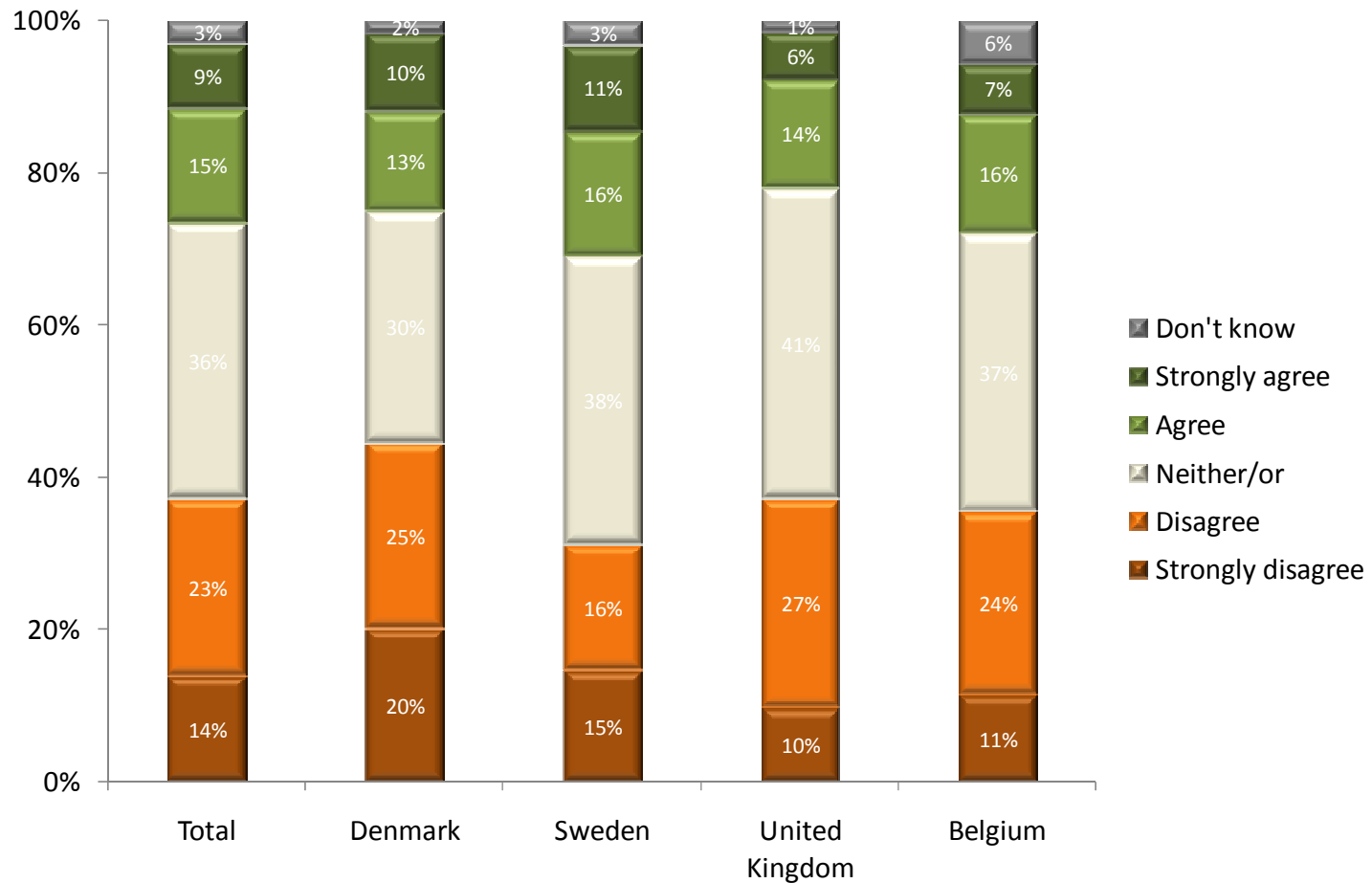
STATEMENTS ABOUT BREAD AND THE PURCHASE OF BREAD



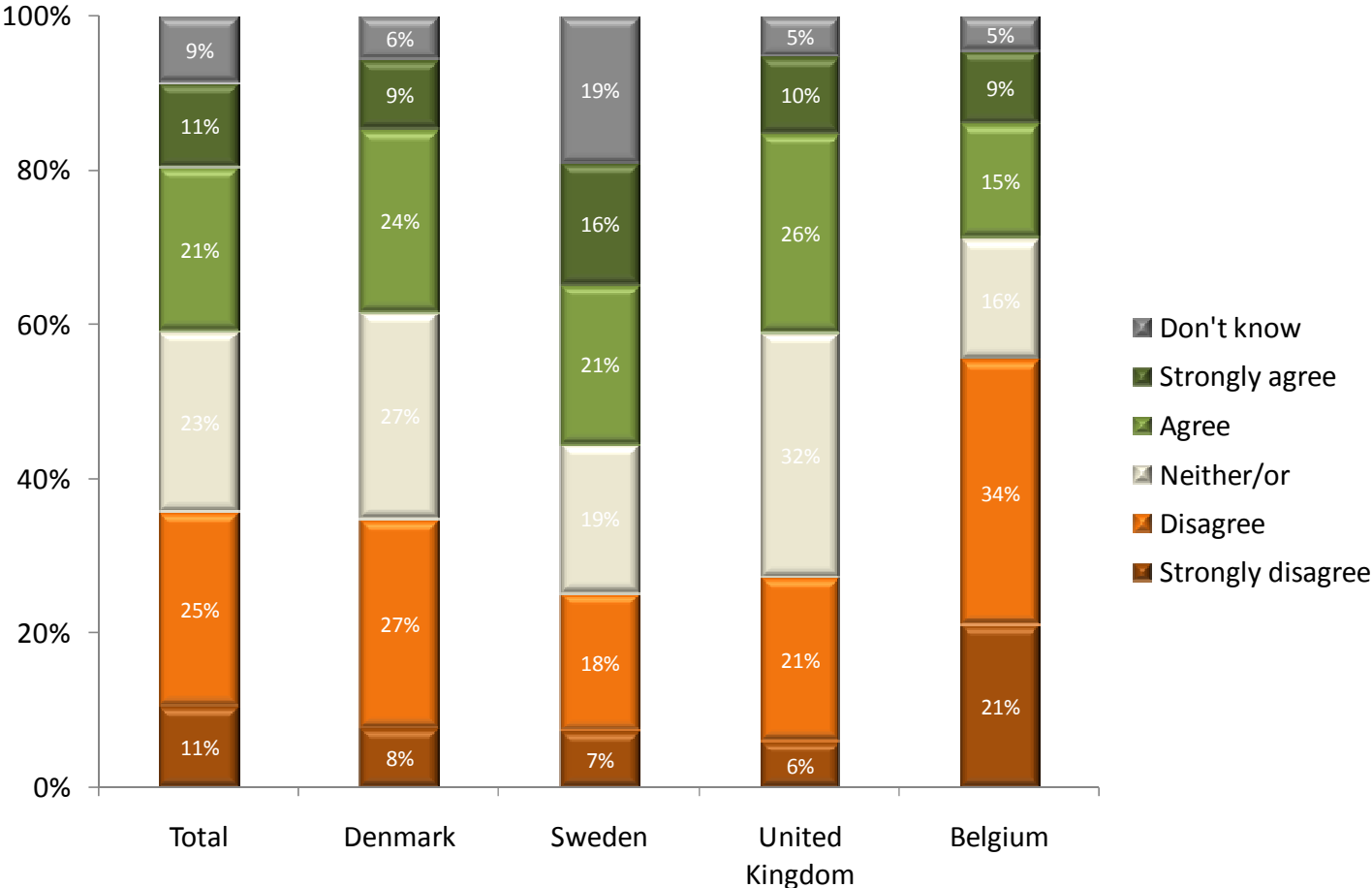
STATEMENTS ABOUT BREAD AND THE PURCHASE OF BREAD



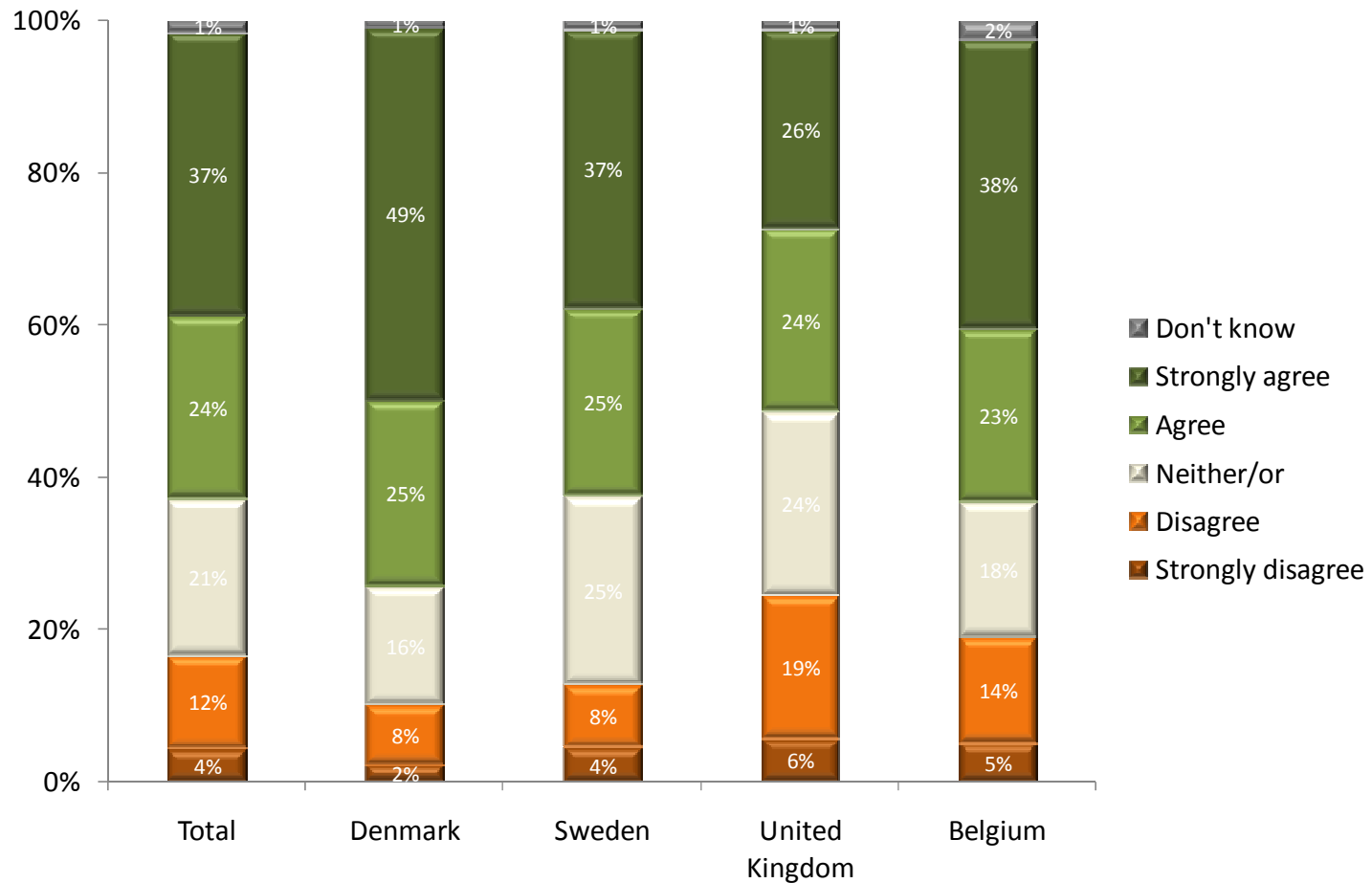
”I PREFER ORGANIC BREAD/PASTRY”



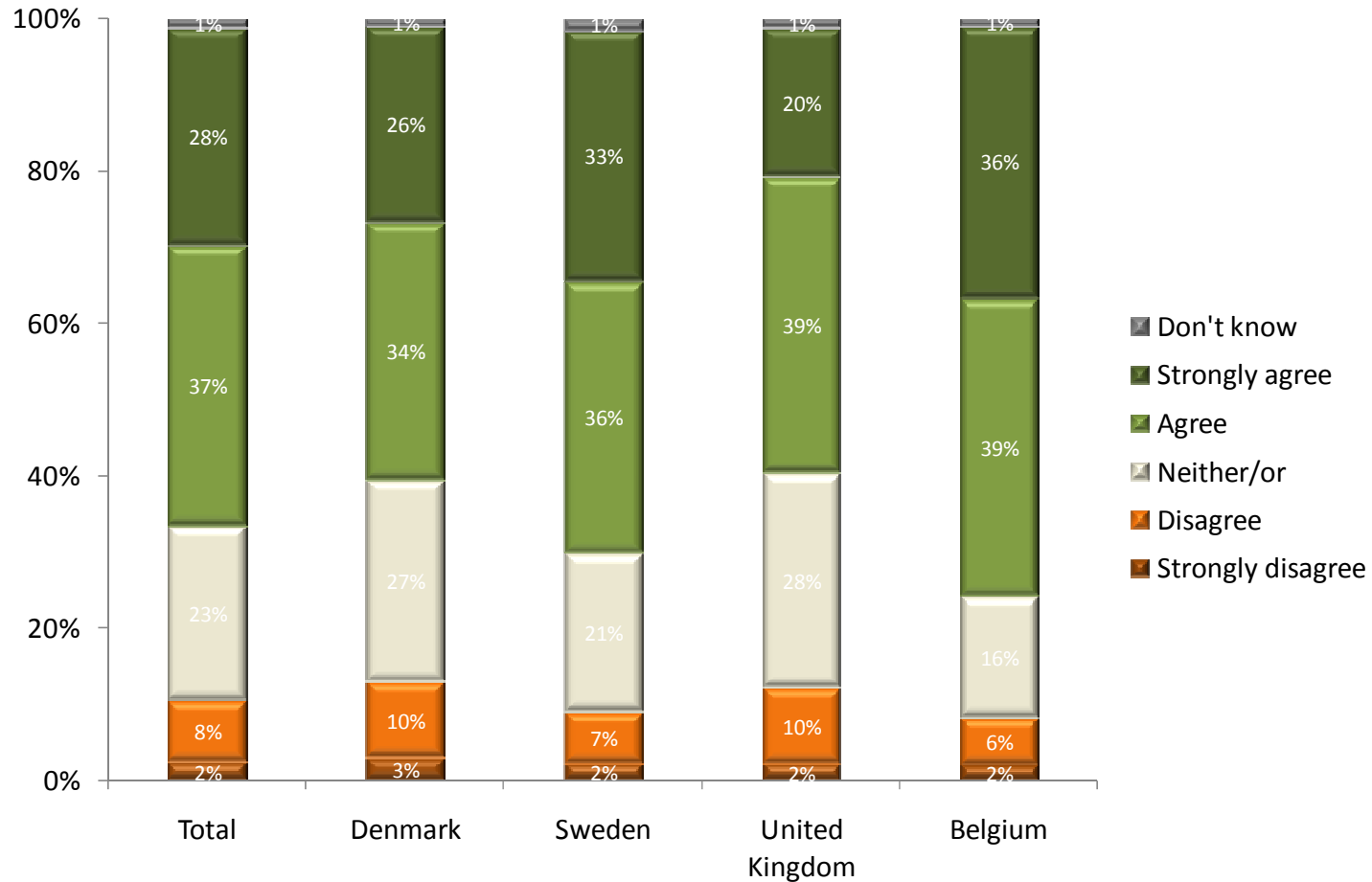
"THE BREAD IN MY LOCAL BAKERY HAS THE SAME QUALITY AS THE BREAD FROM THE BAKERY IN THE SUPERMARKET"



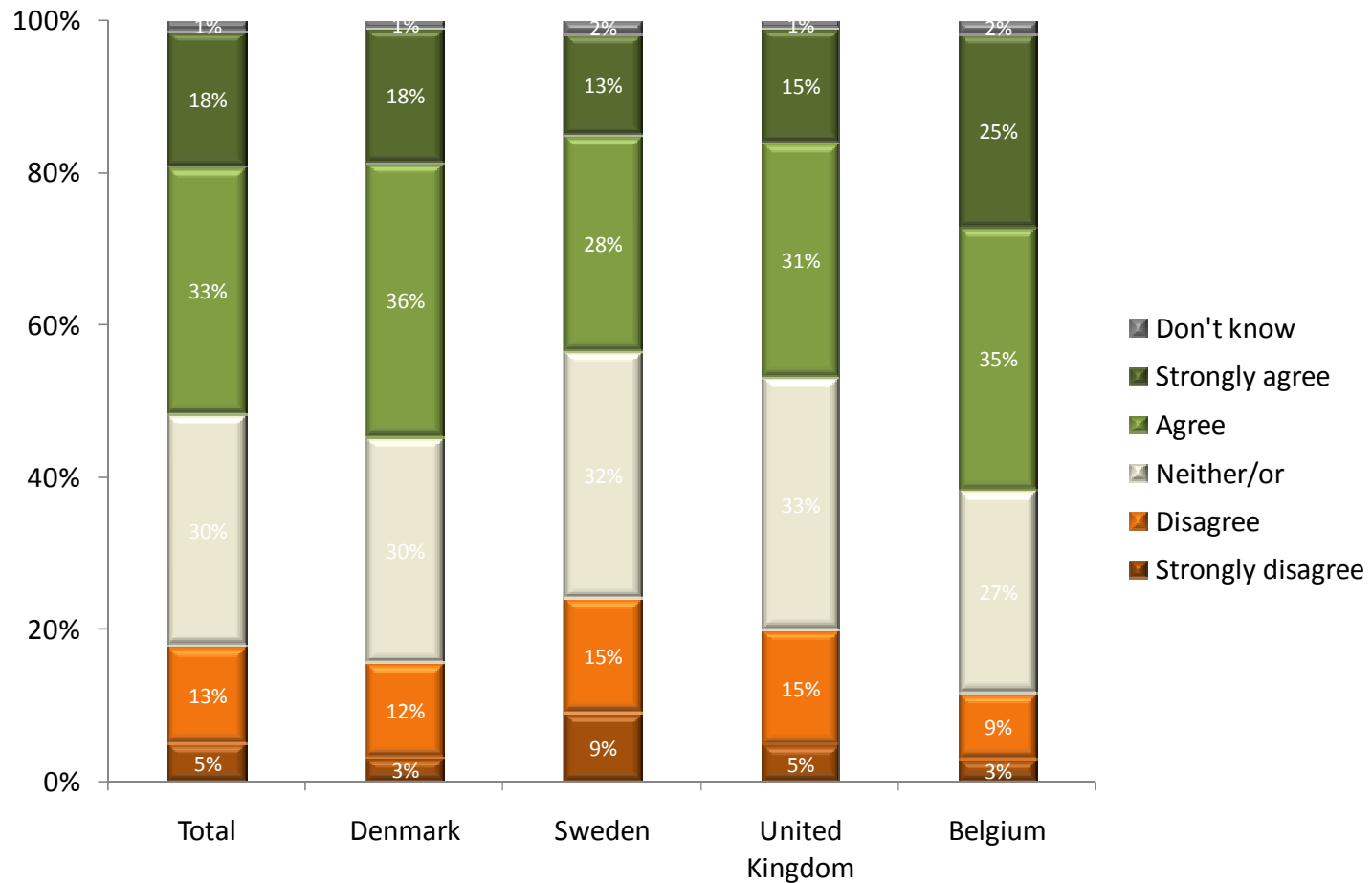
"I PREFER WHOLEGRAIN TO WHITE BREAD"



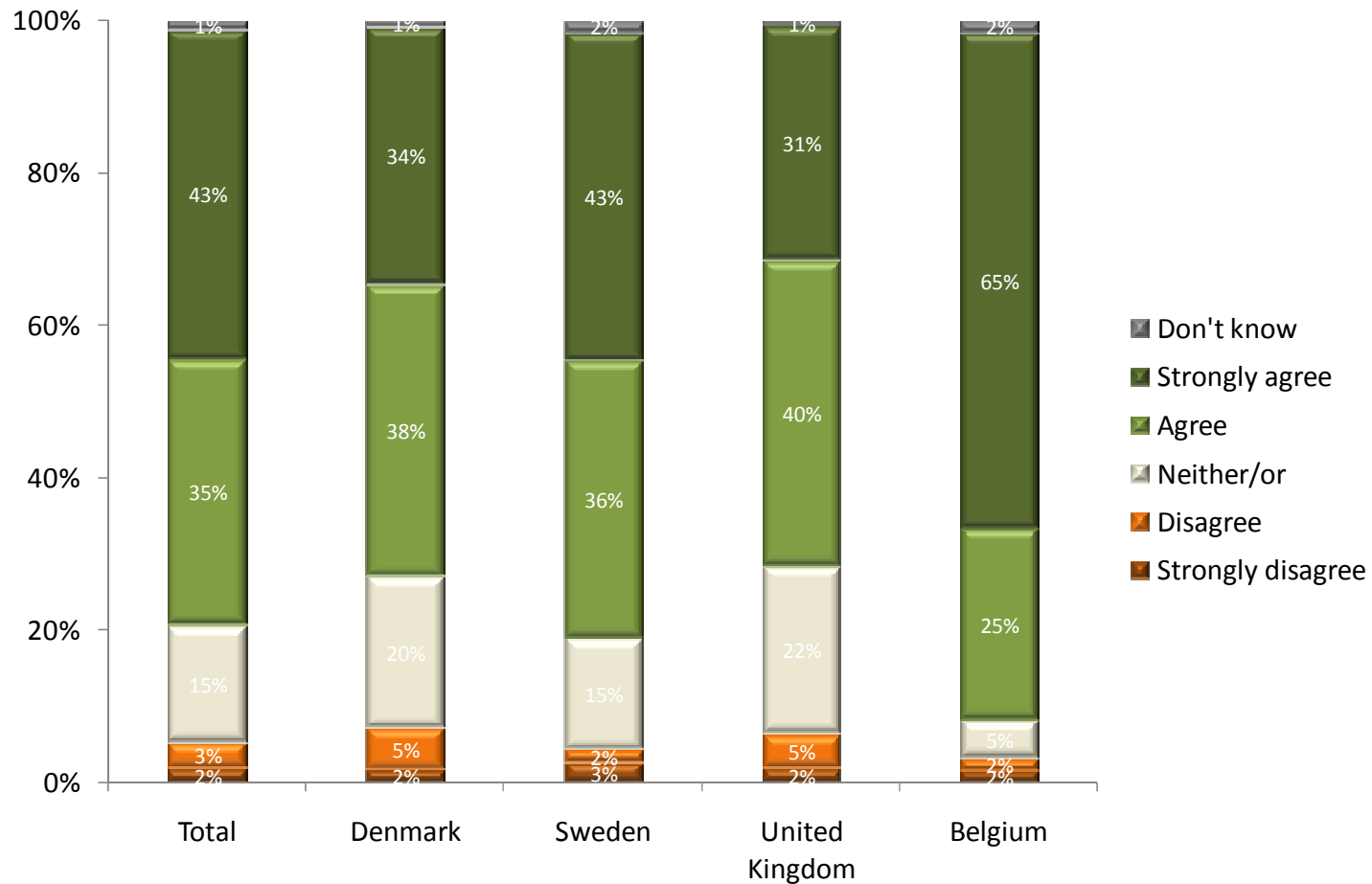
”I STRESS QUALITY IN BREAD MORE THAN PRICE AND GOOD OFFERS”



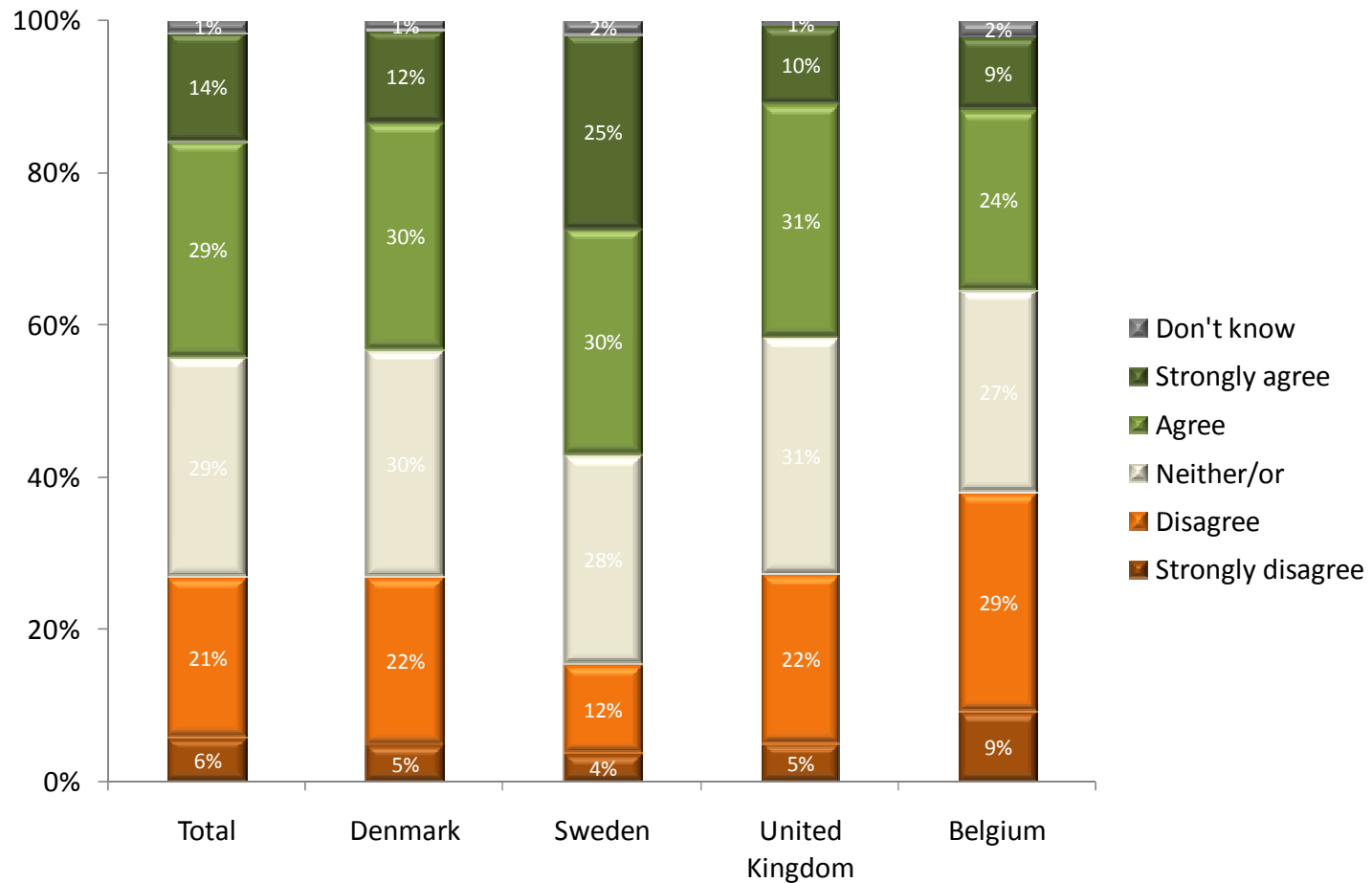
"HEALTH HAS TOP PRIORITY WHEN I CHOOSE MY BREAD"



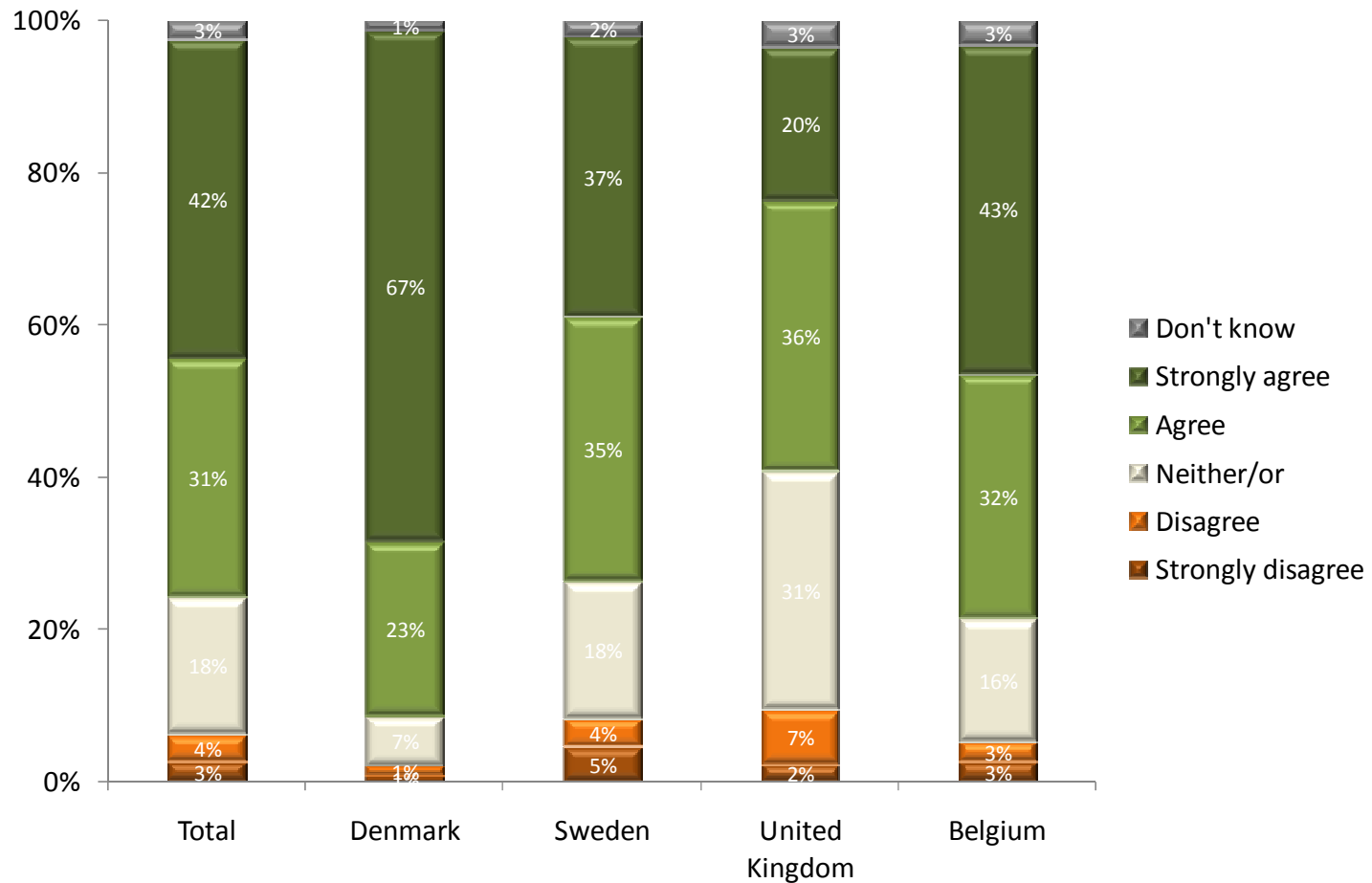
”IT IS IMPORTANT TO ME THAT THE BREAD IS FRESHLY BAKED”



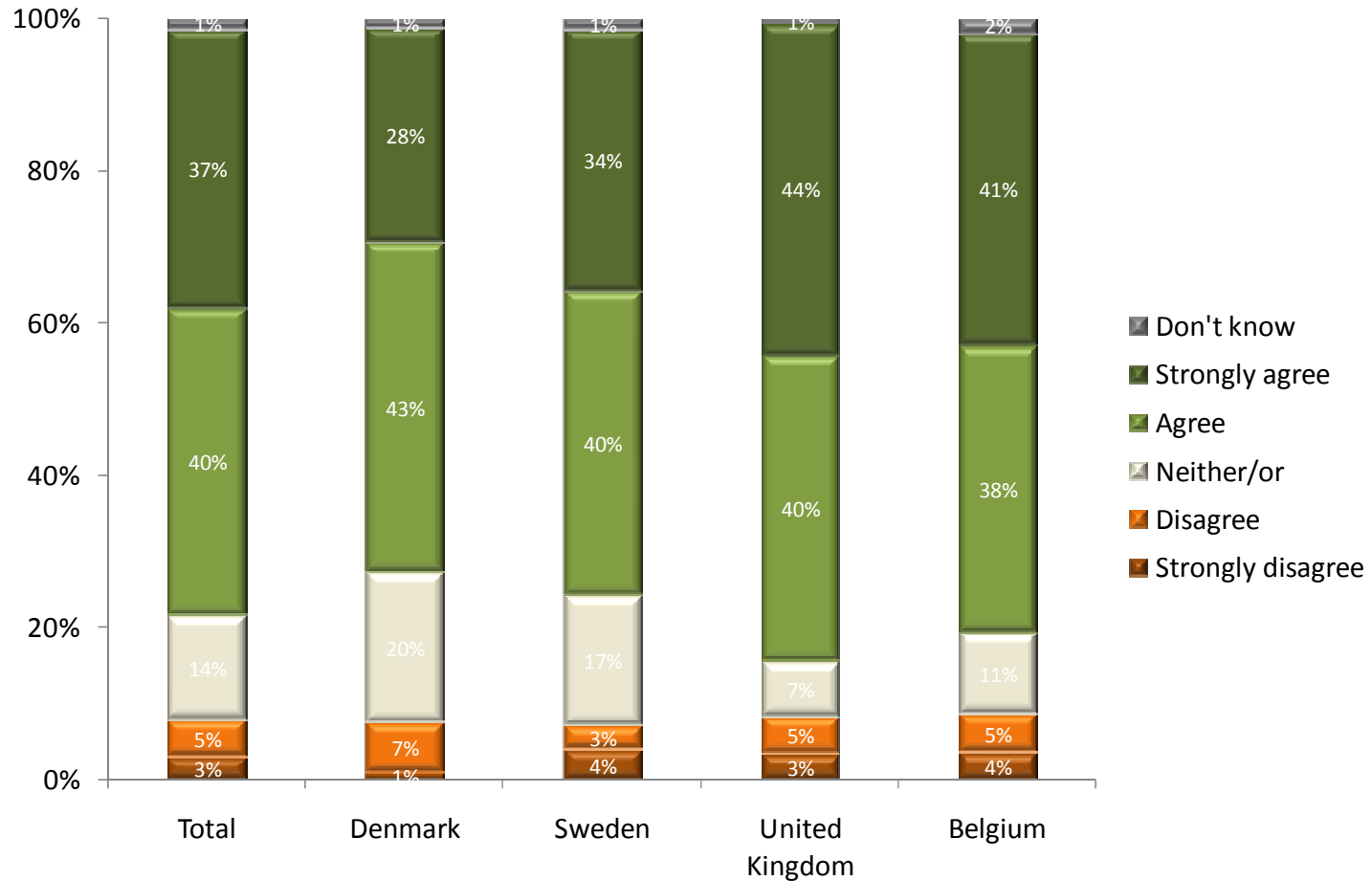
”THE TASTE OF THE BREAD IS MORE IMPORTANT THAN HEALTH”



"DARK BREAD IS HEALTHIER THAN WHITE BREAD"



”WHEN I SMELL FRESHLY BAKED BREAD I FEEL TEMPTED TO BUY BREAD”

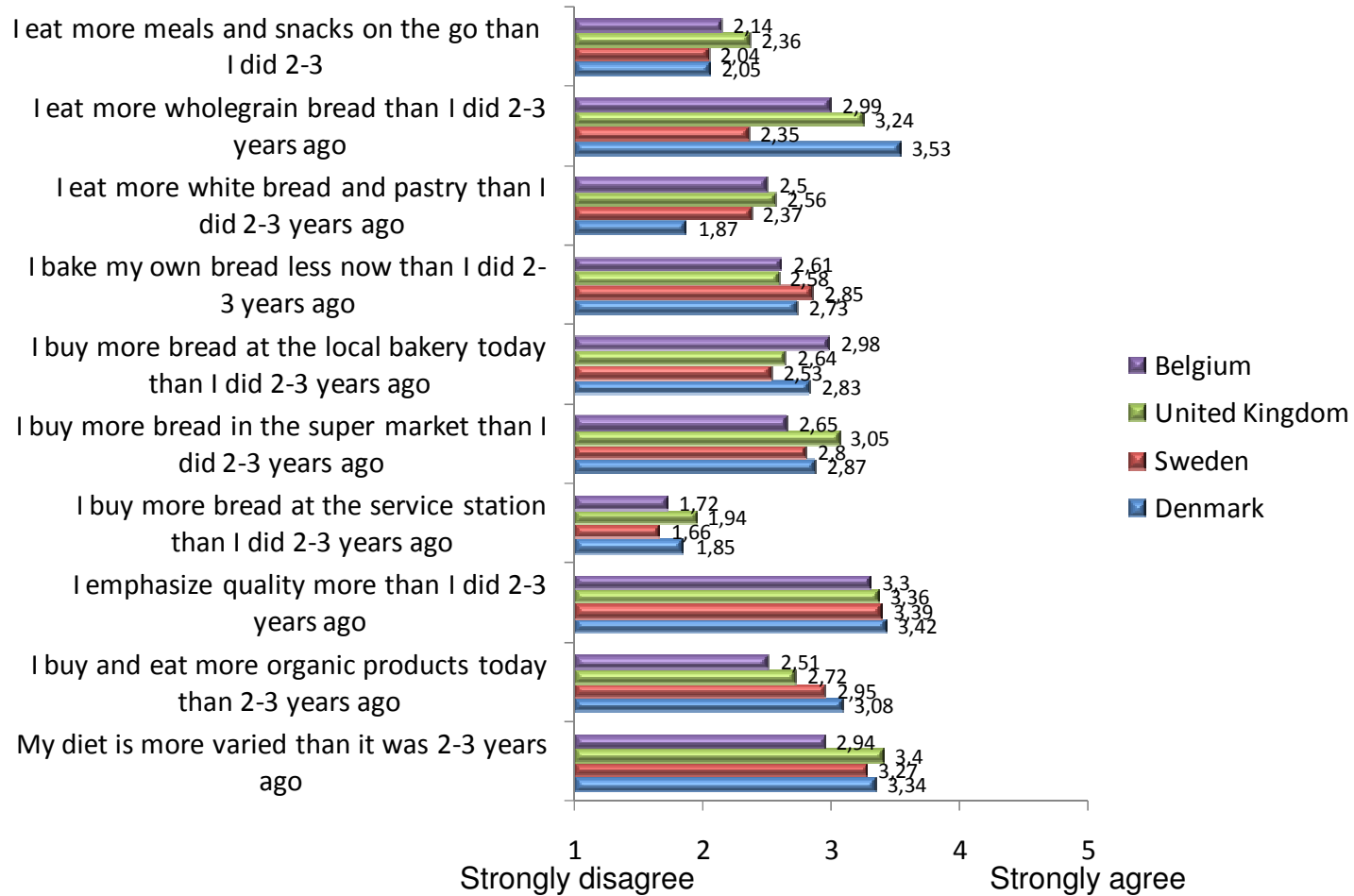




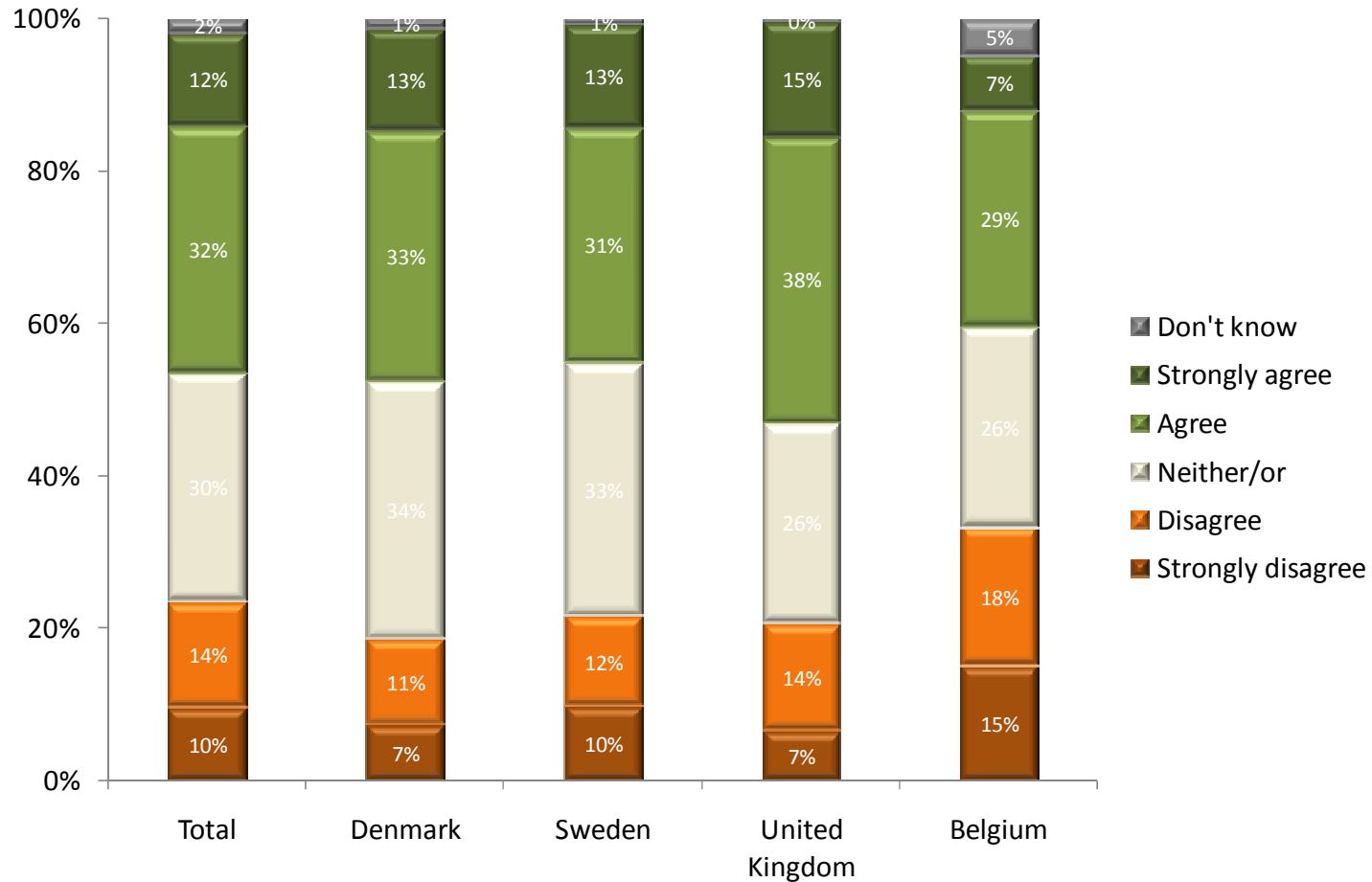
STATEMENTS ABOUT THE DEVELOPMENT IN EATING AND PURCHASING HABITS



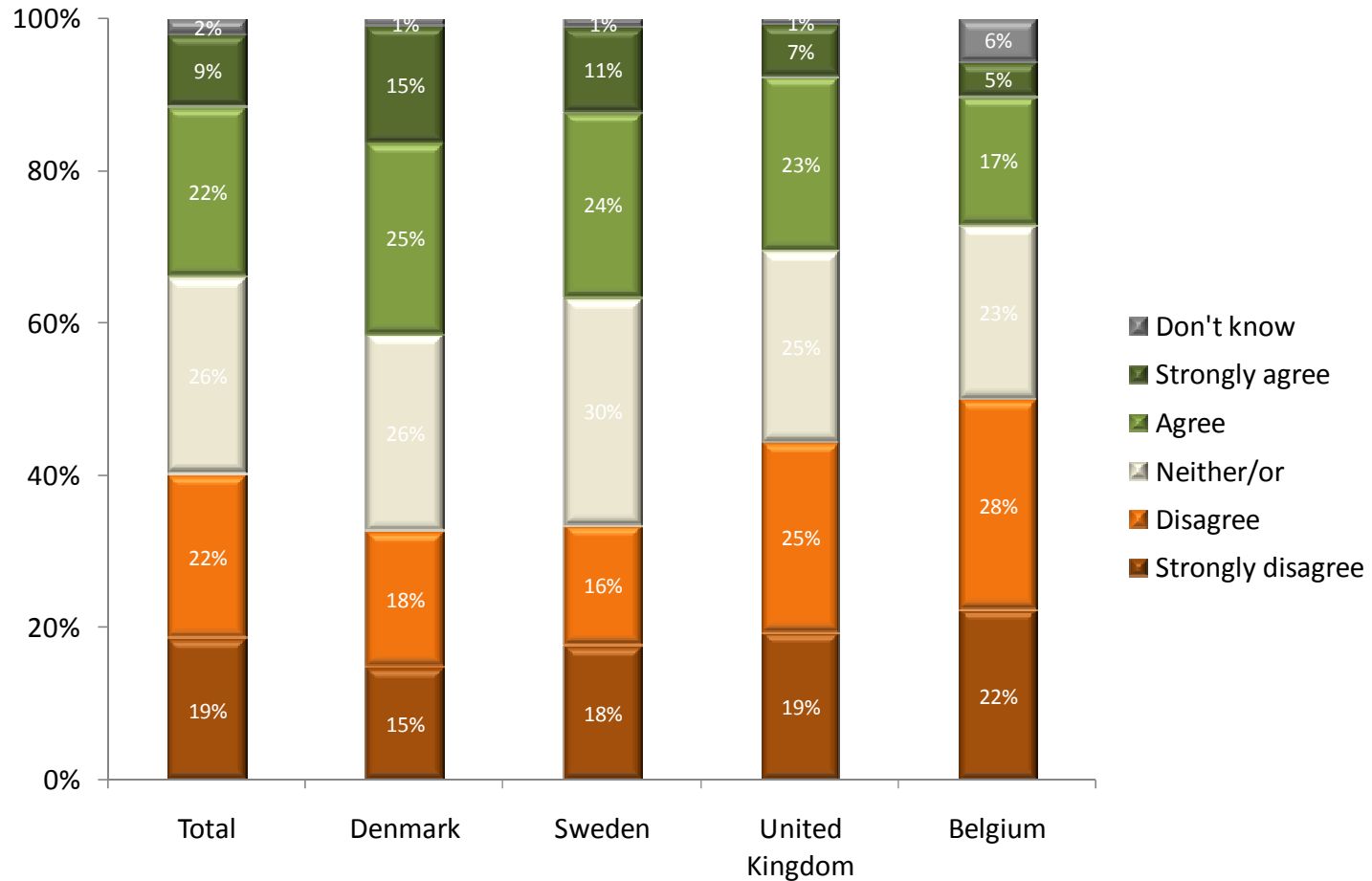
STATEMENTS ABOUT THE DEVELOPMENT IN EATING AND PURCHASING HABITS



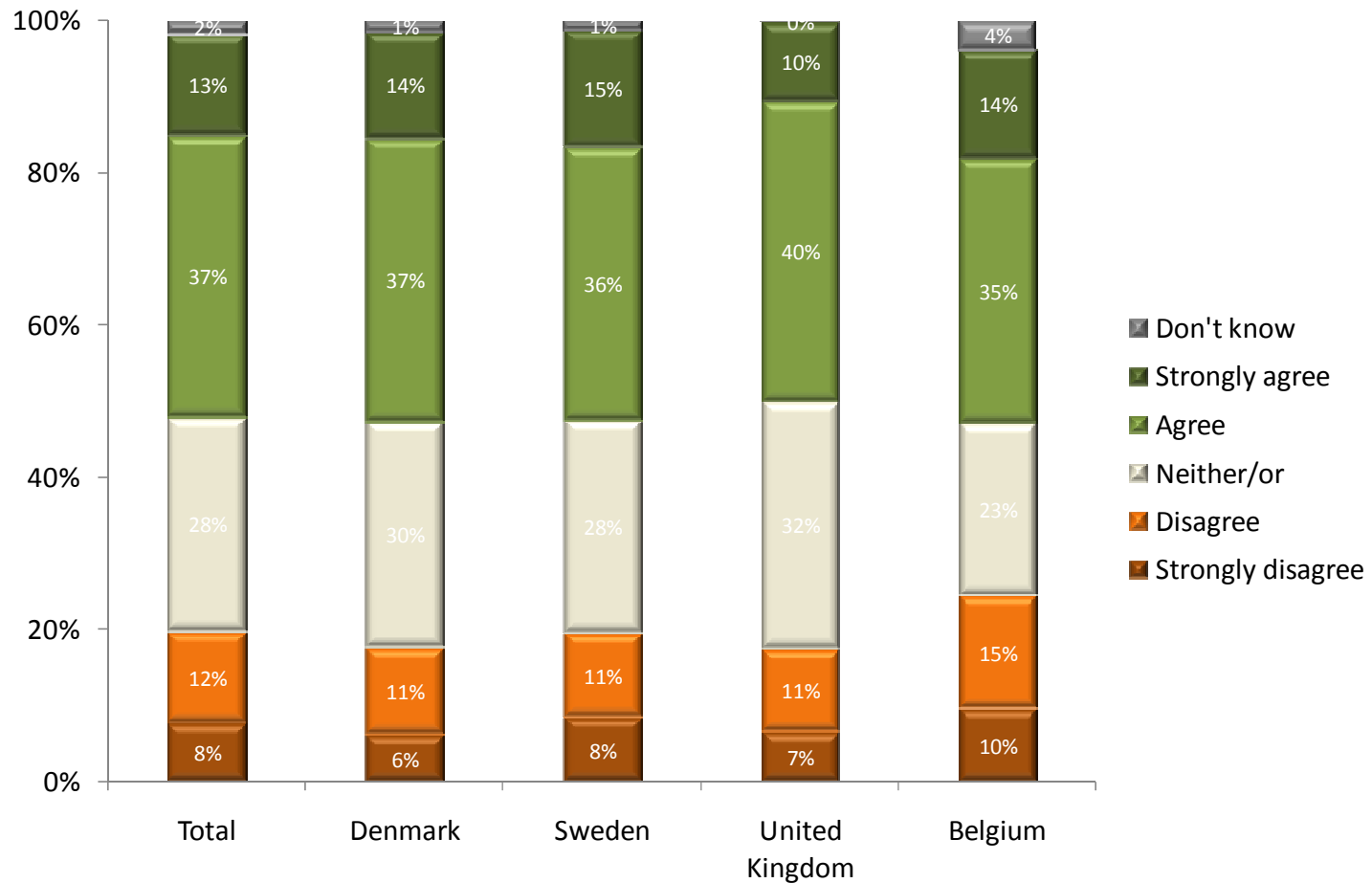
"MY DIET IS MORE VARIED THAN IT WAS 2-3 YEARS AGO"



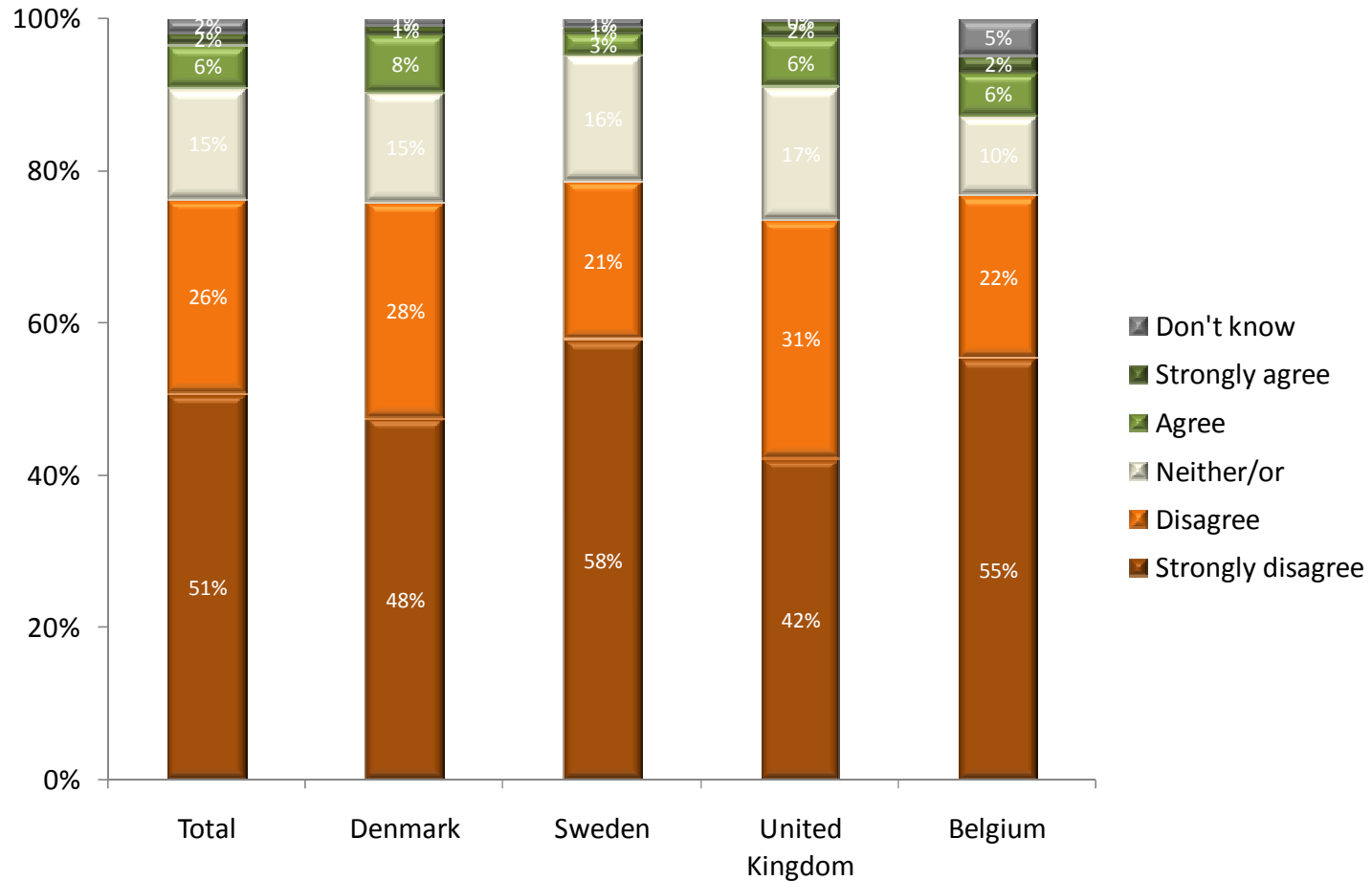
”I BUY AND EAT MORE ORGANIC PRODUCTS TODAY THAN 2-3 YEARS AGO”



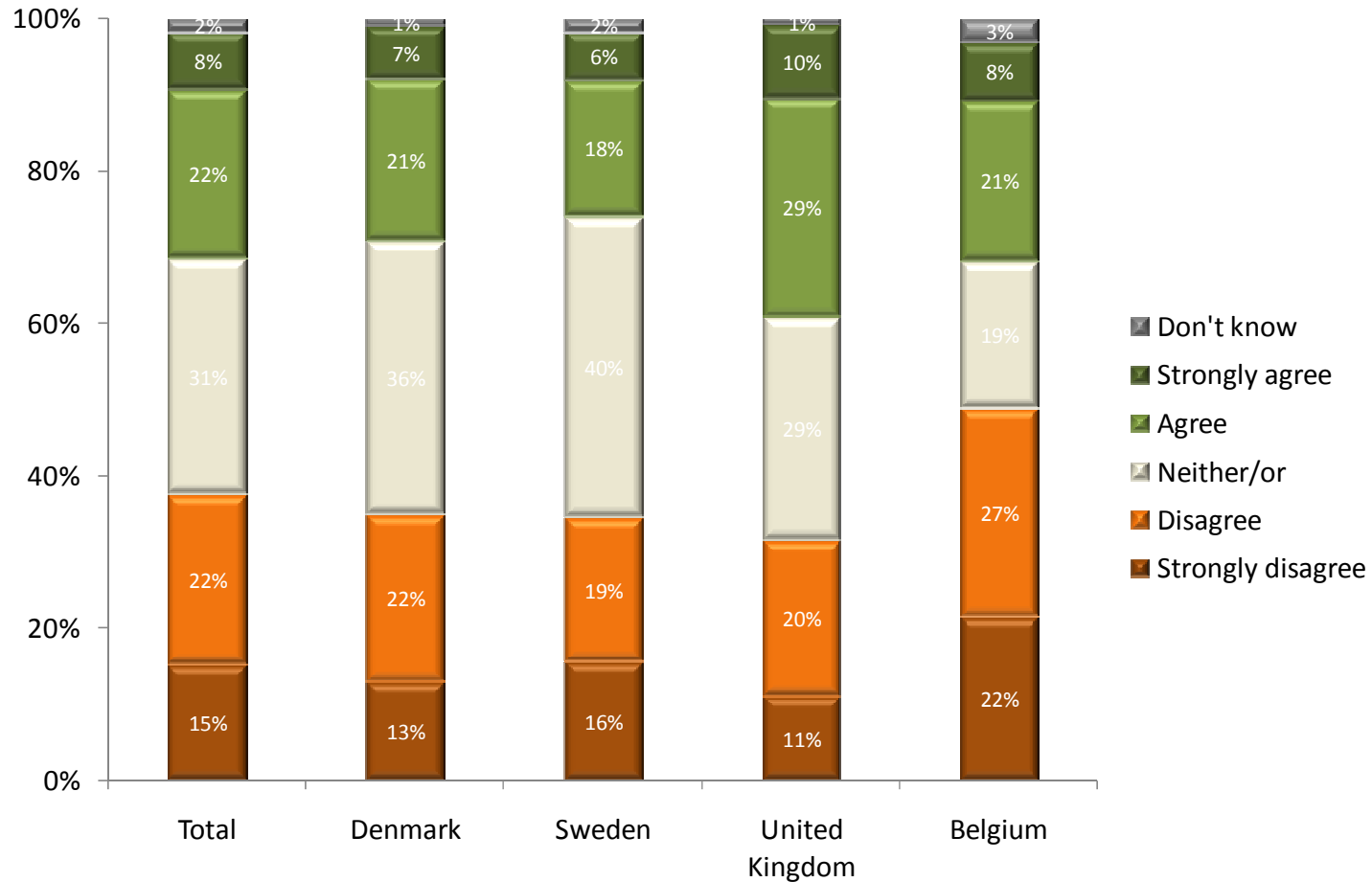
”I EMPHASIZE QUALITY MORE THAN I DID 2-3 YEARS AGO”



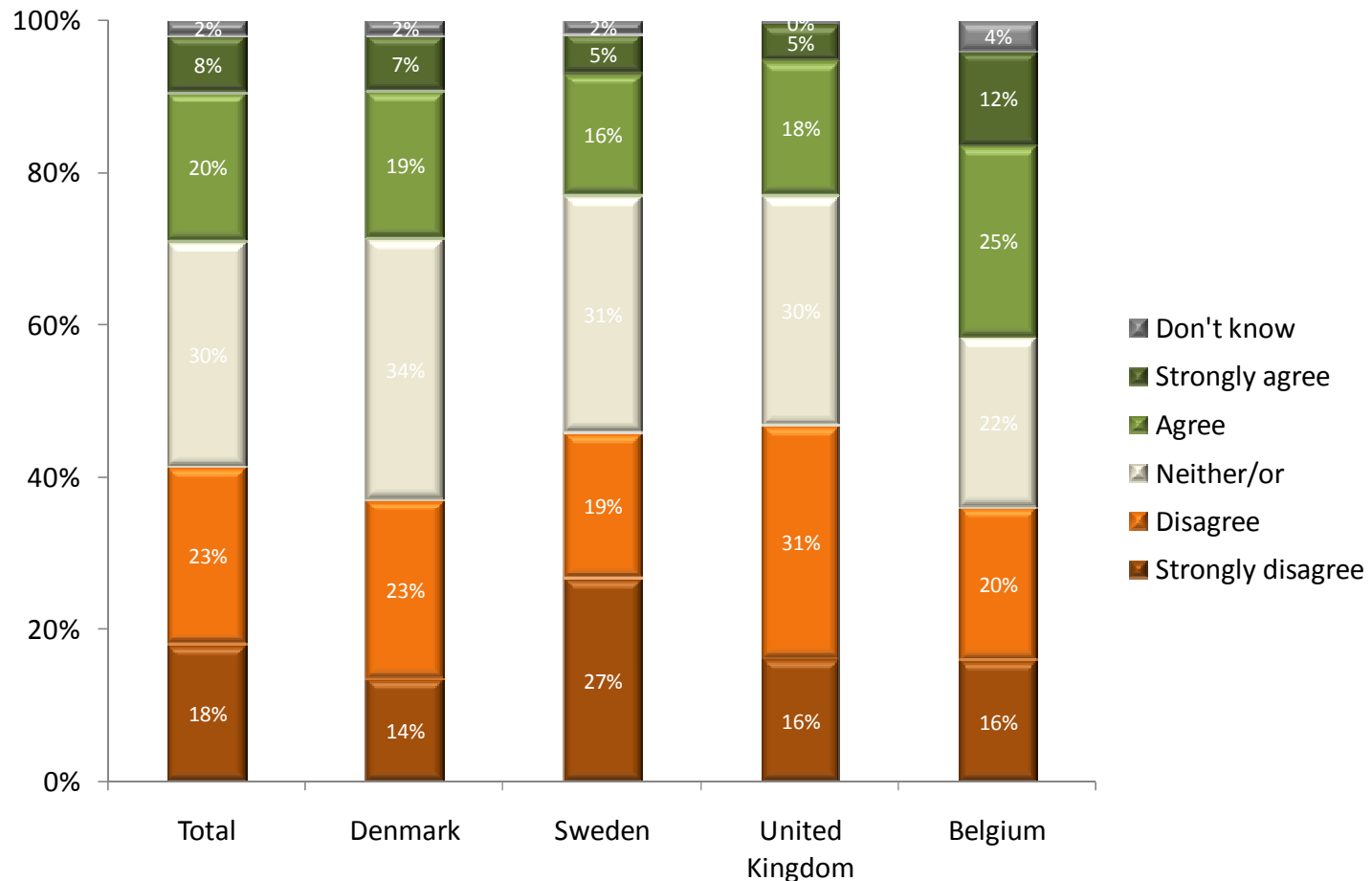
"I BUY MORE BREAD AT THE SERVICE STATION THAN I DID 2-3 YEARS AGO"



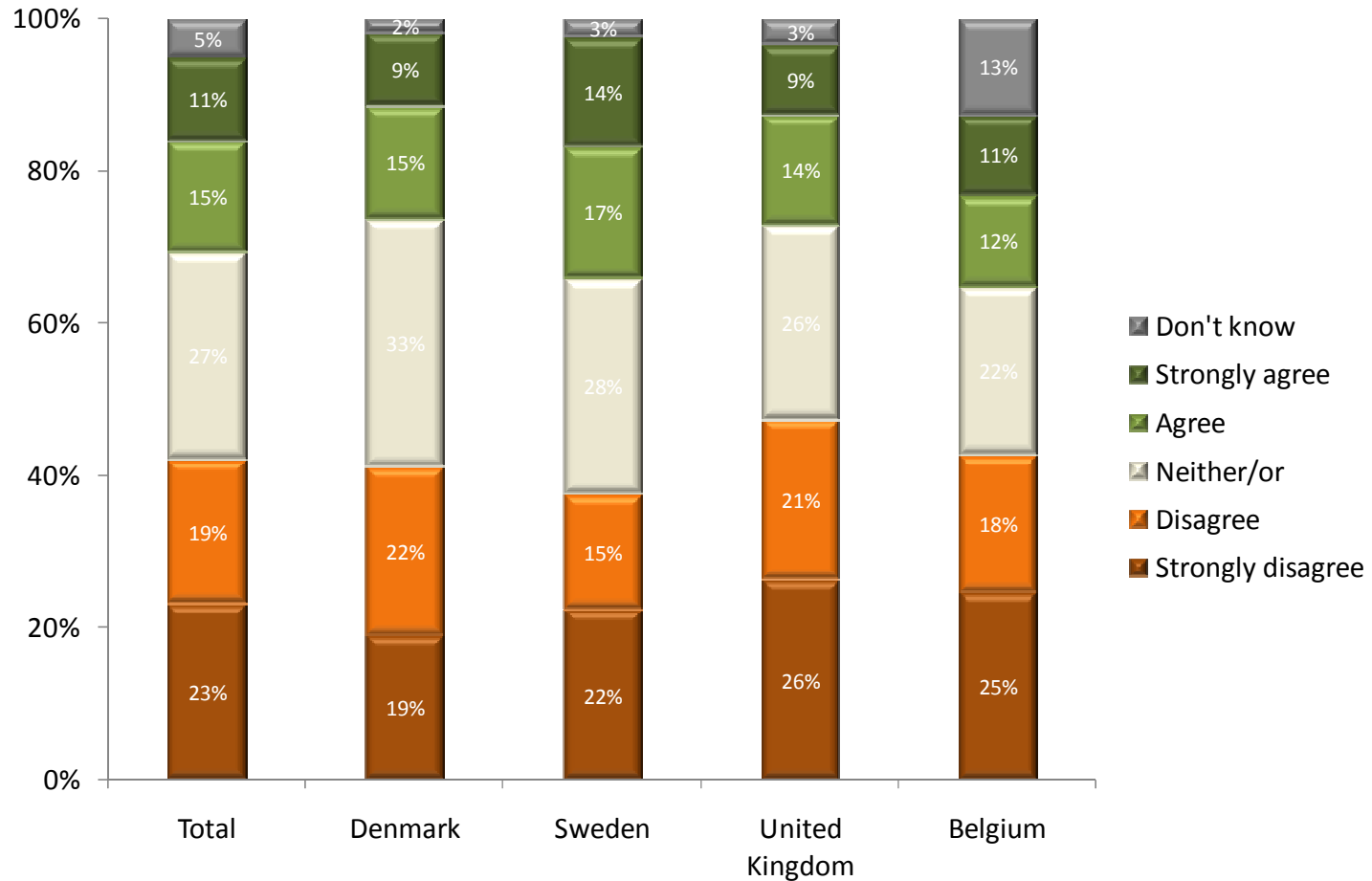
”I BUY MORE BREAD IN THE SUPER MARKET THAN I DID 2-3 YEARS AGO”



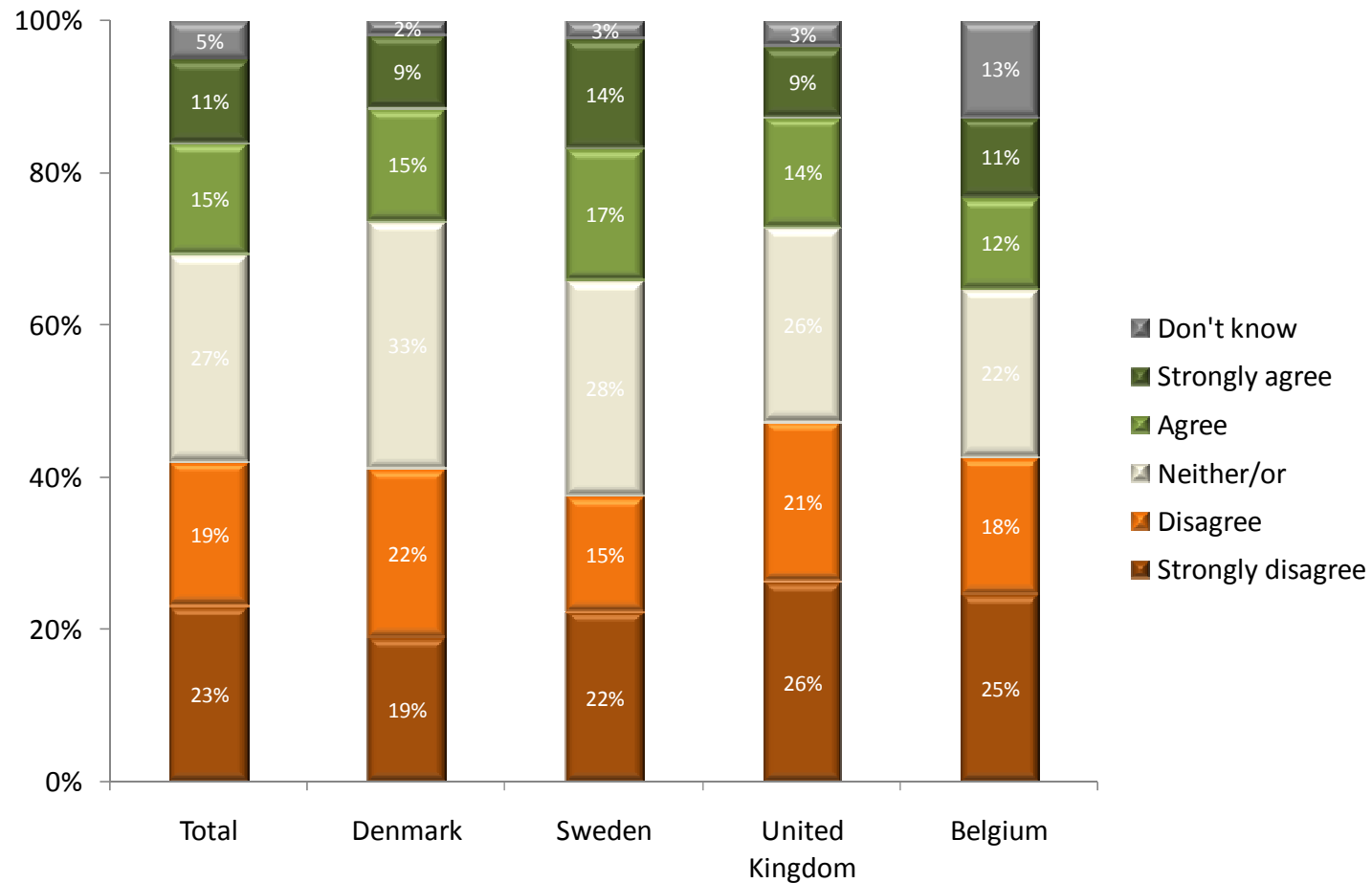
"I BUY MORE BREAD AT THE LOCAL BAKERY THAN I DID 2-3 YEARS AGO"



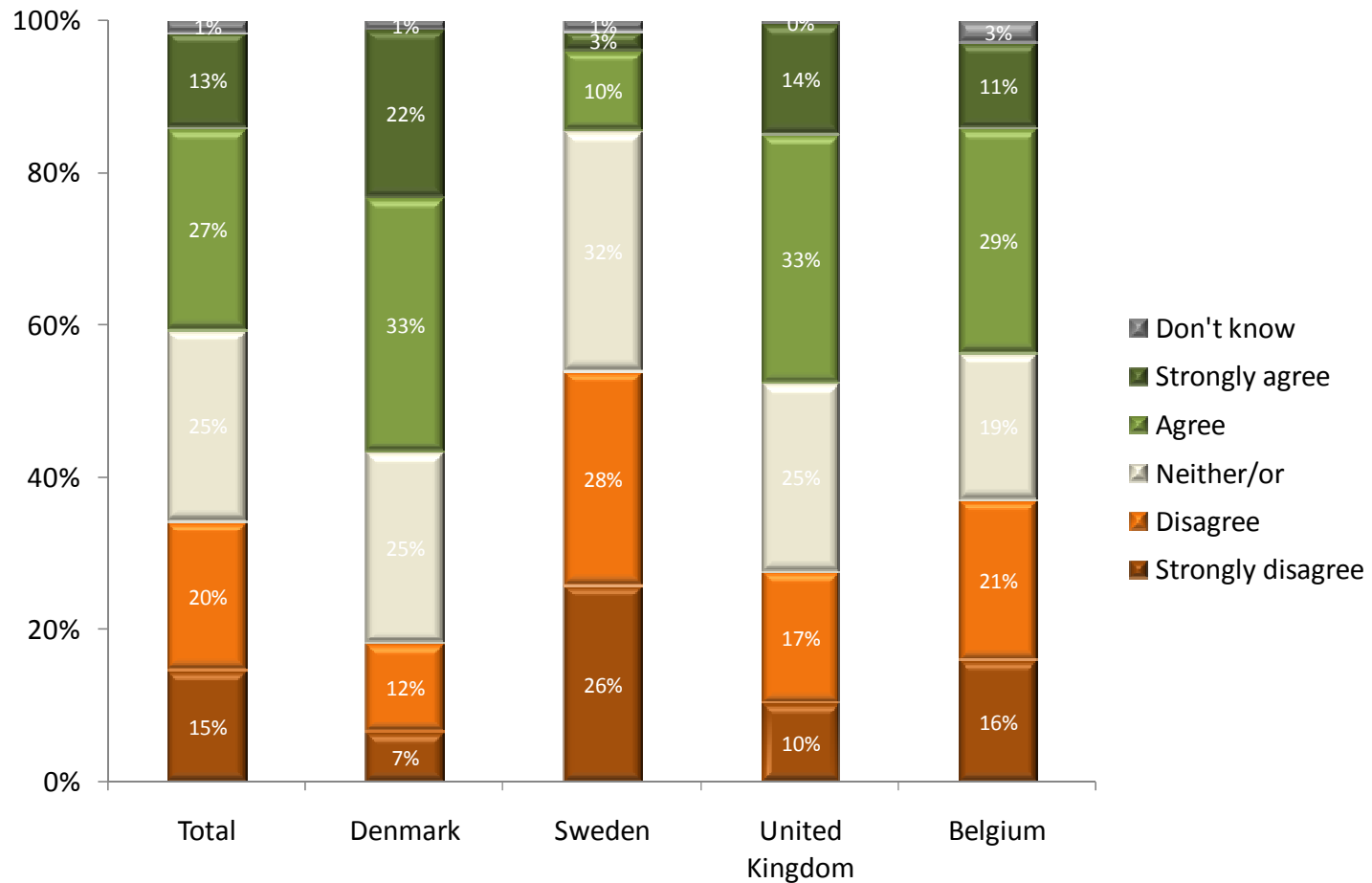
”I BAKE MY OWN BREAD LESS NOW THAN I DID 2-3 YEARS AGO”



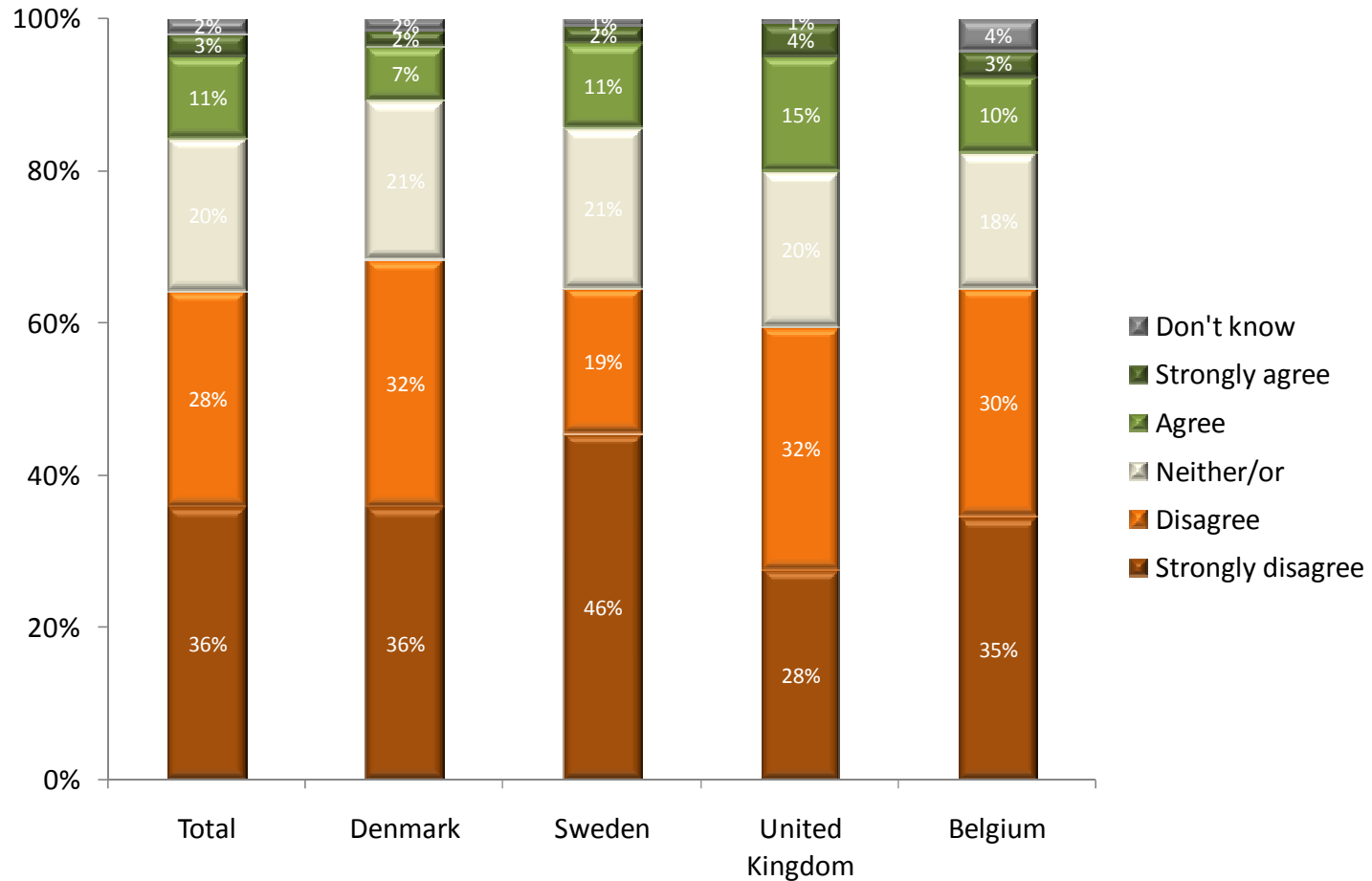
”I EAT MORE WHITE BREAD AND PASTRY THAN I DID 2-3 YEARS AGO”



”I EAT MORE WHOLEGRAIN BREAD THAN I DID 2-3 YEARS AGO”



"I EAT MORE MEALS AND SNACKS "ON THE GO" THAN I DID 2-3 YEARS AGO"





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