



online research solutions

**Consumer Intelligence
w/c 15th December 2008
Free range Turkeys**



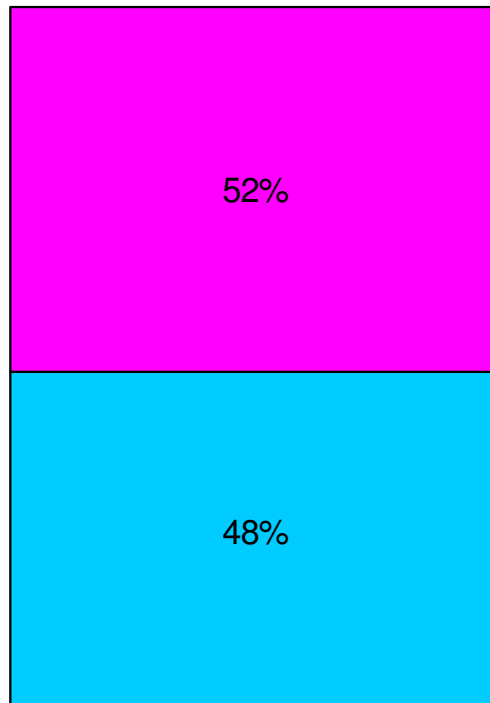
online research solutions

Sample Profile



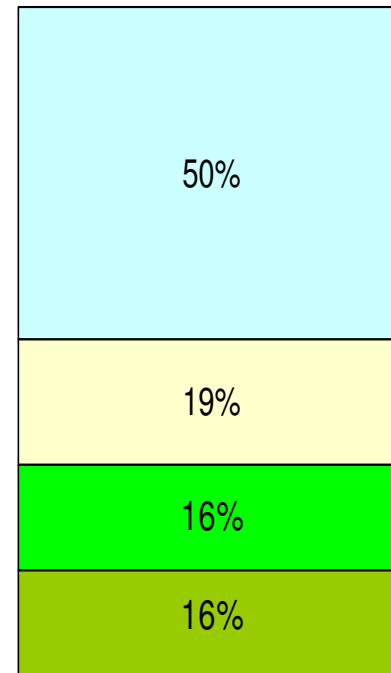
Gender

- Female
- Male



Age

- 45+ years
- 35-44 years
- 25-34 years
- 18-24 years

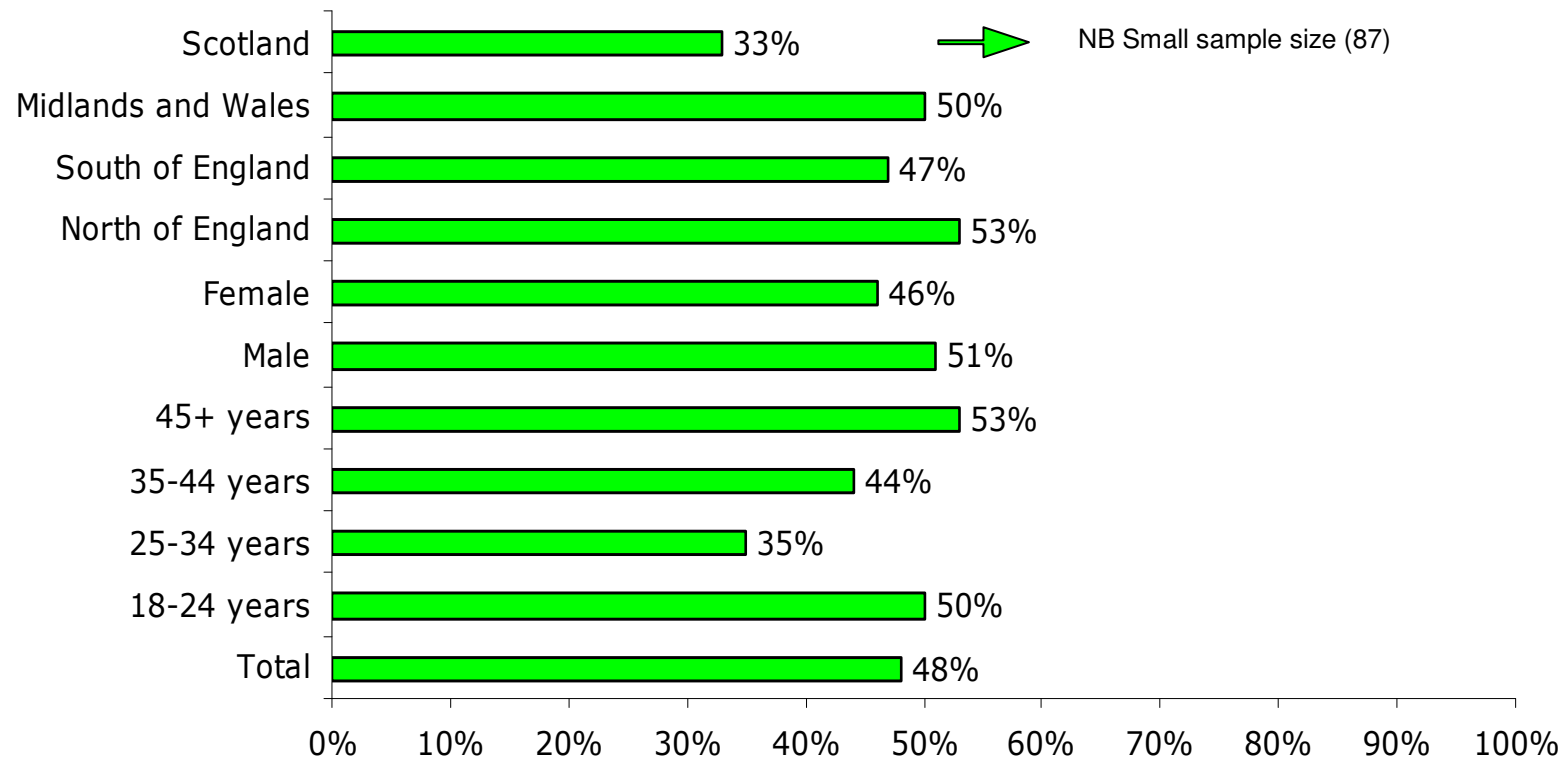


Q. What age/gender are you? N=1005



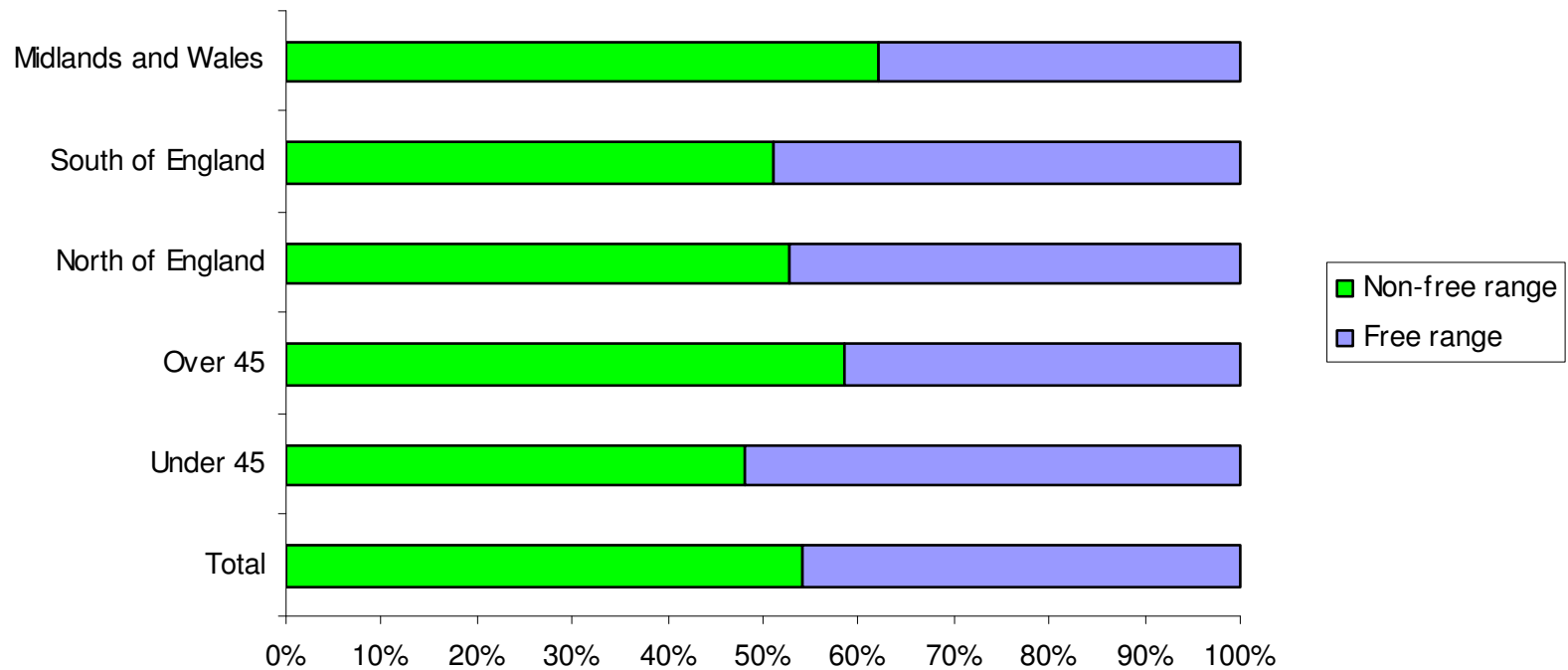
Survey Findings

Purchase of a Turkey in 2007



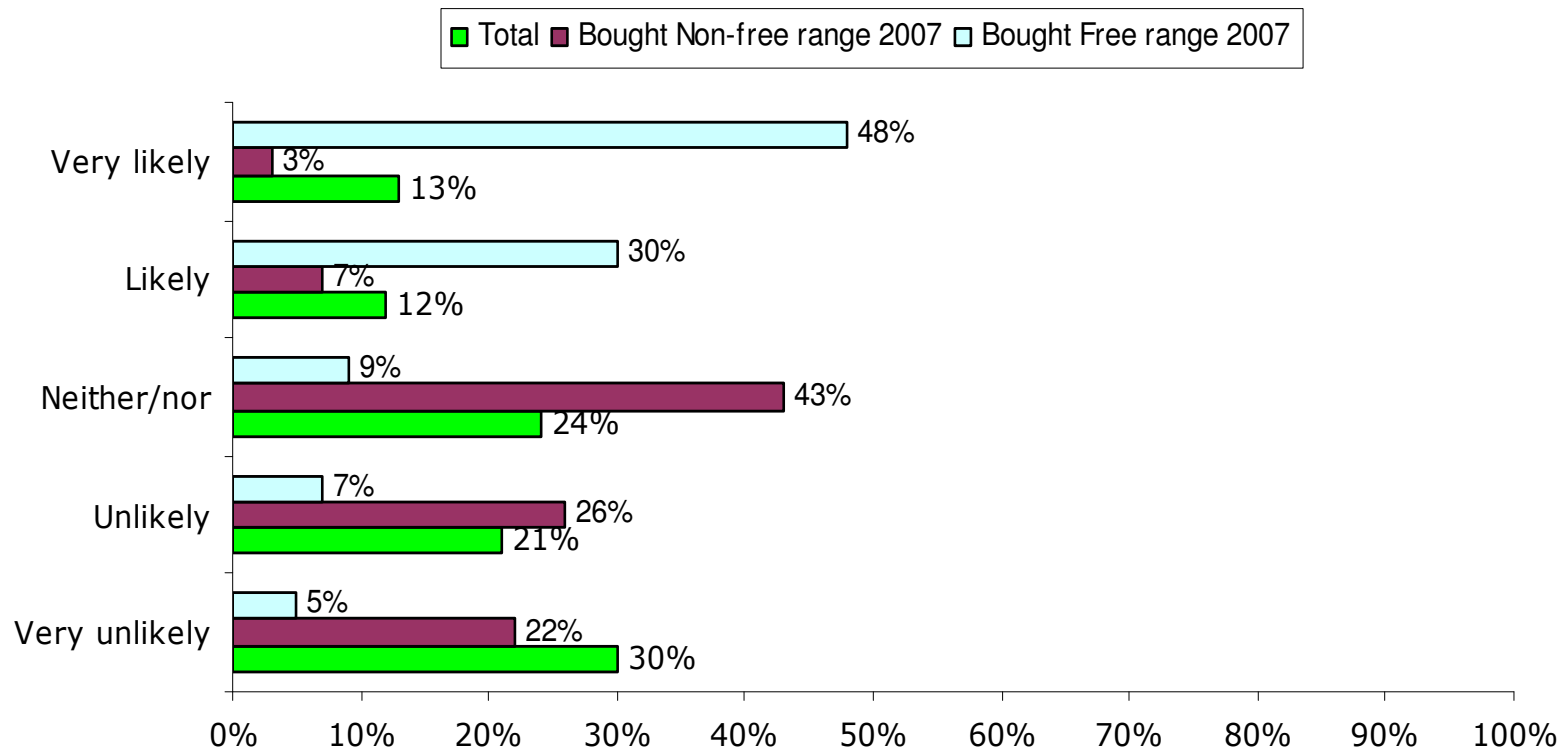
Q. Did you buy a free range turkey last year? N = 1005

Type of Turkey purchased in 2007



Q. Did you buy a free range turkey last year? N = 1005

Likelihood to buy free range Turkey in 2008



Q. How likely are you to buy a free range Turkey this Christmas? N = 1005



online research solutions

**Consumer Intelligence
w/c 15th December 2008
Free range Turkeys**



online research solutions