



**Part II: Consumer Food Safety
Survey Results**

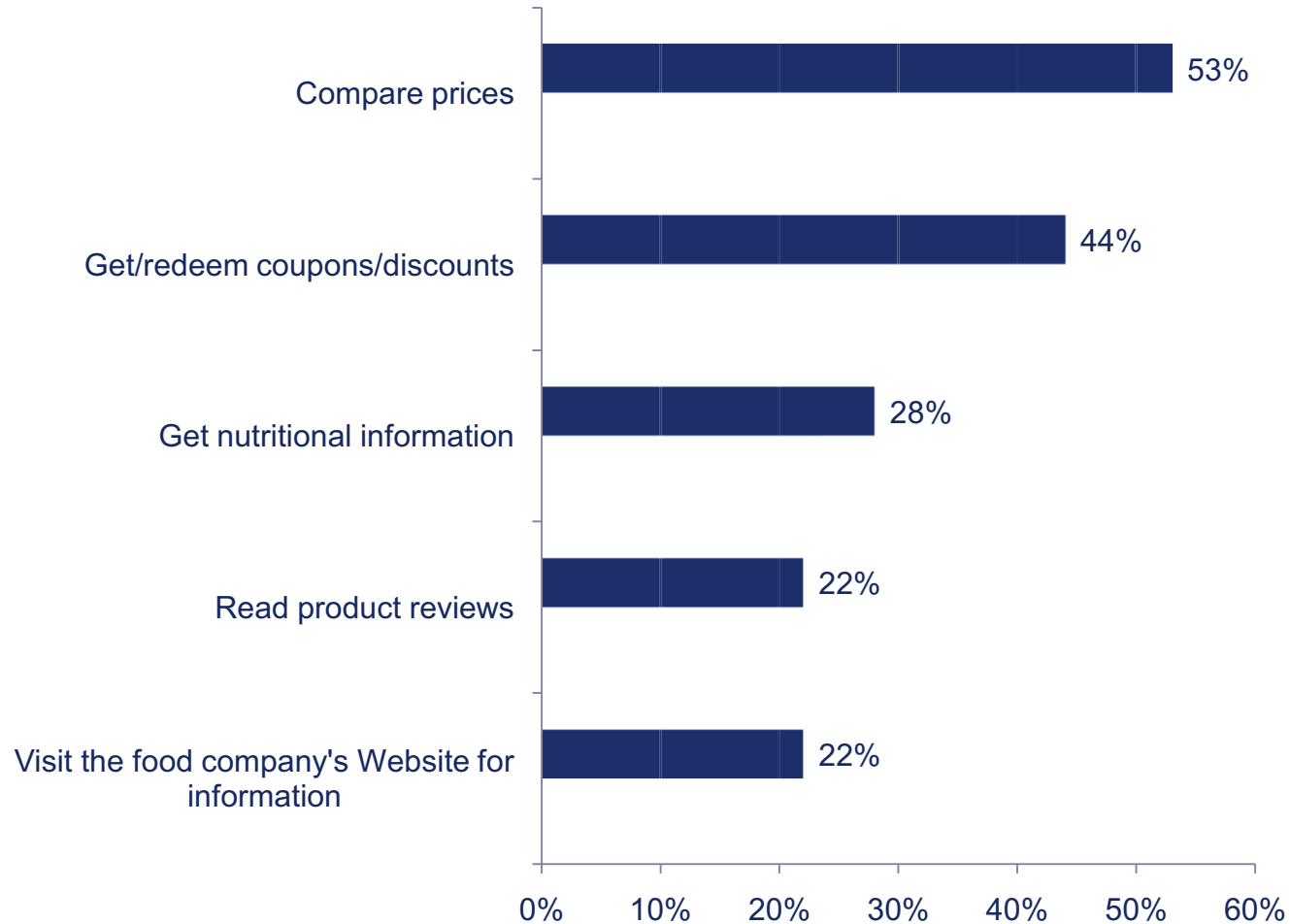
Consumer Buying Behaviors

May 2010

Consumers are increasingly turning to online tools:



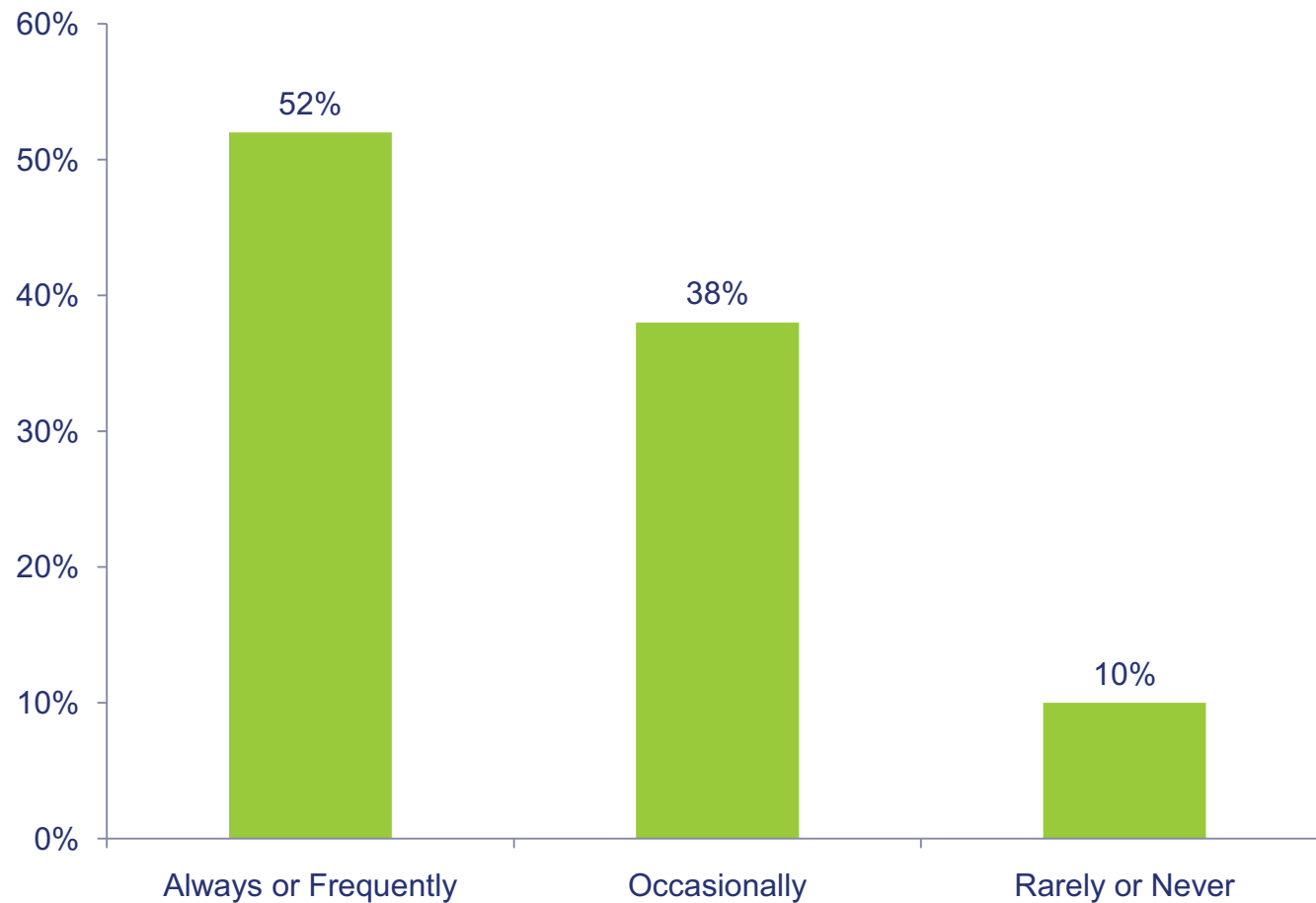
Seven percent of people use their mobile/smart phone while in the store to:



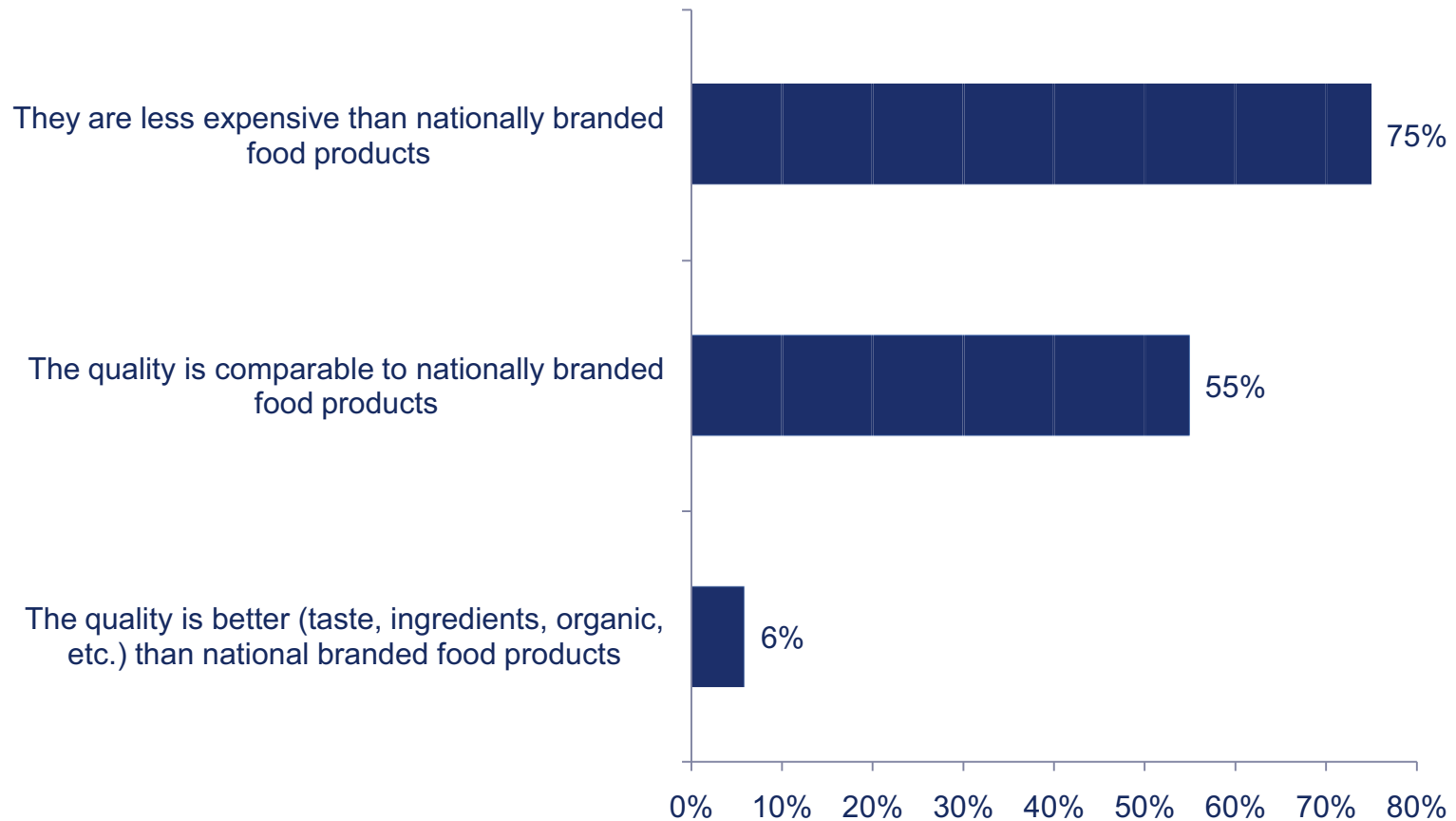
Mobile phone use – men vs. women



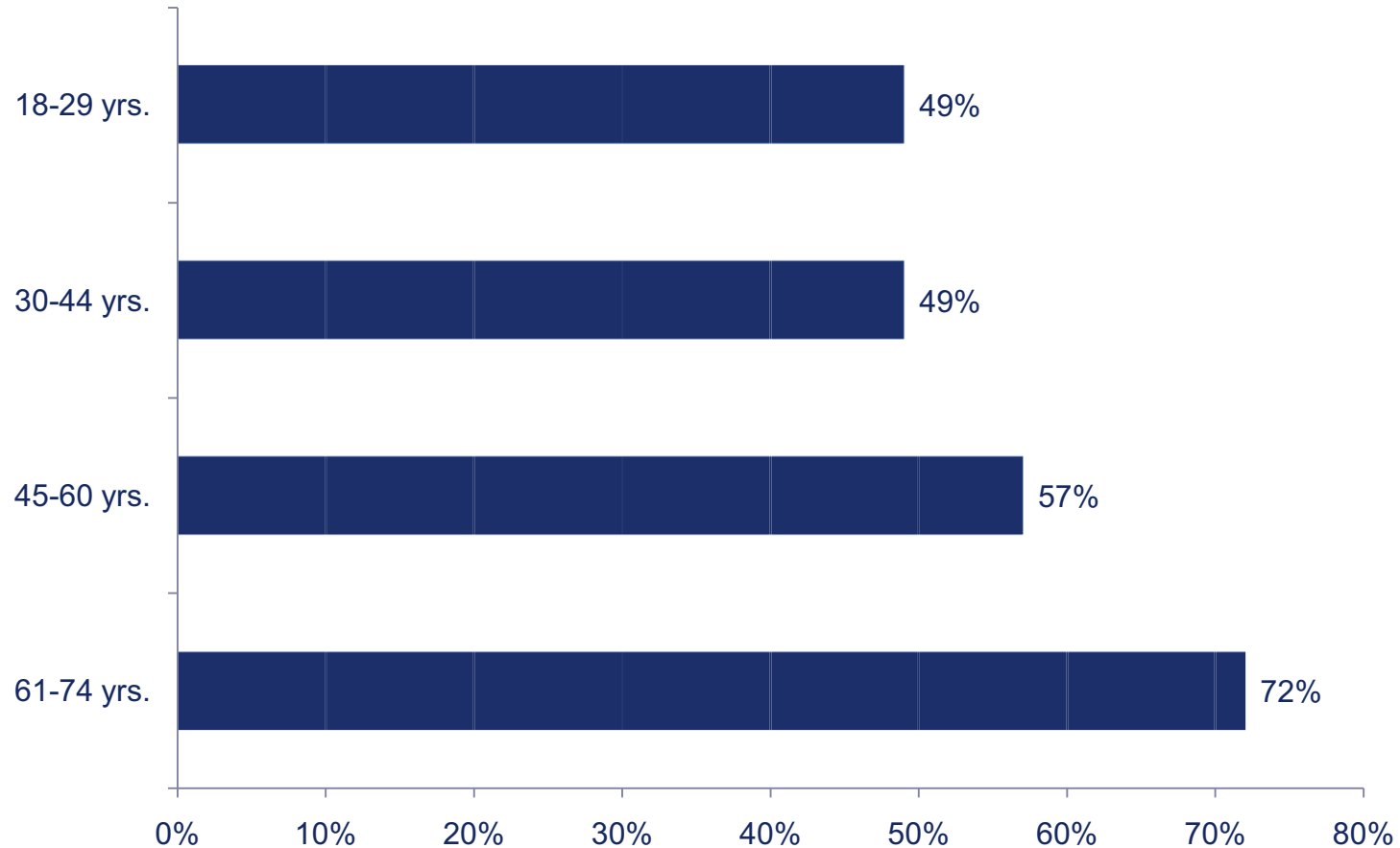
How frequently do you purchase store brands?



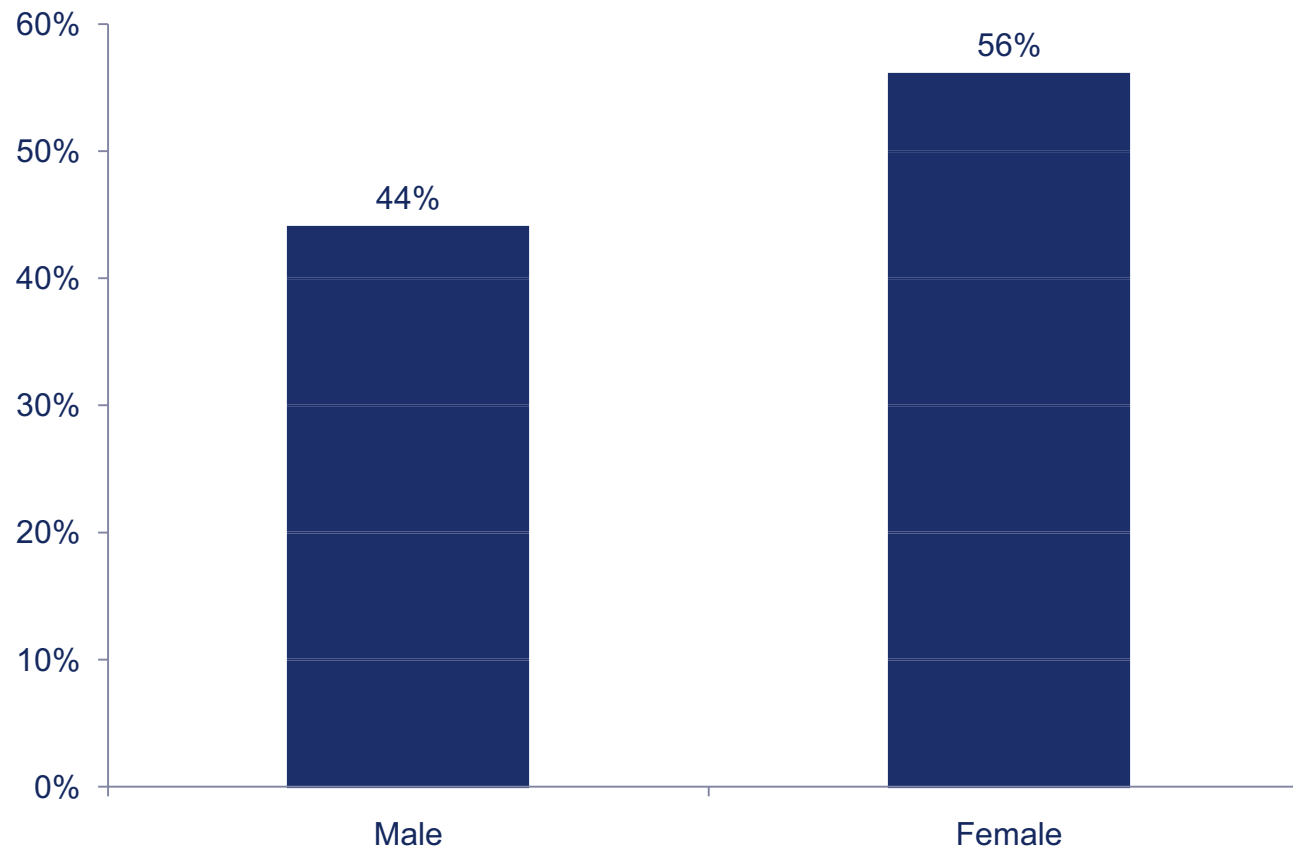
Why do you currently purchase store brands?



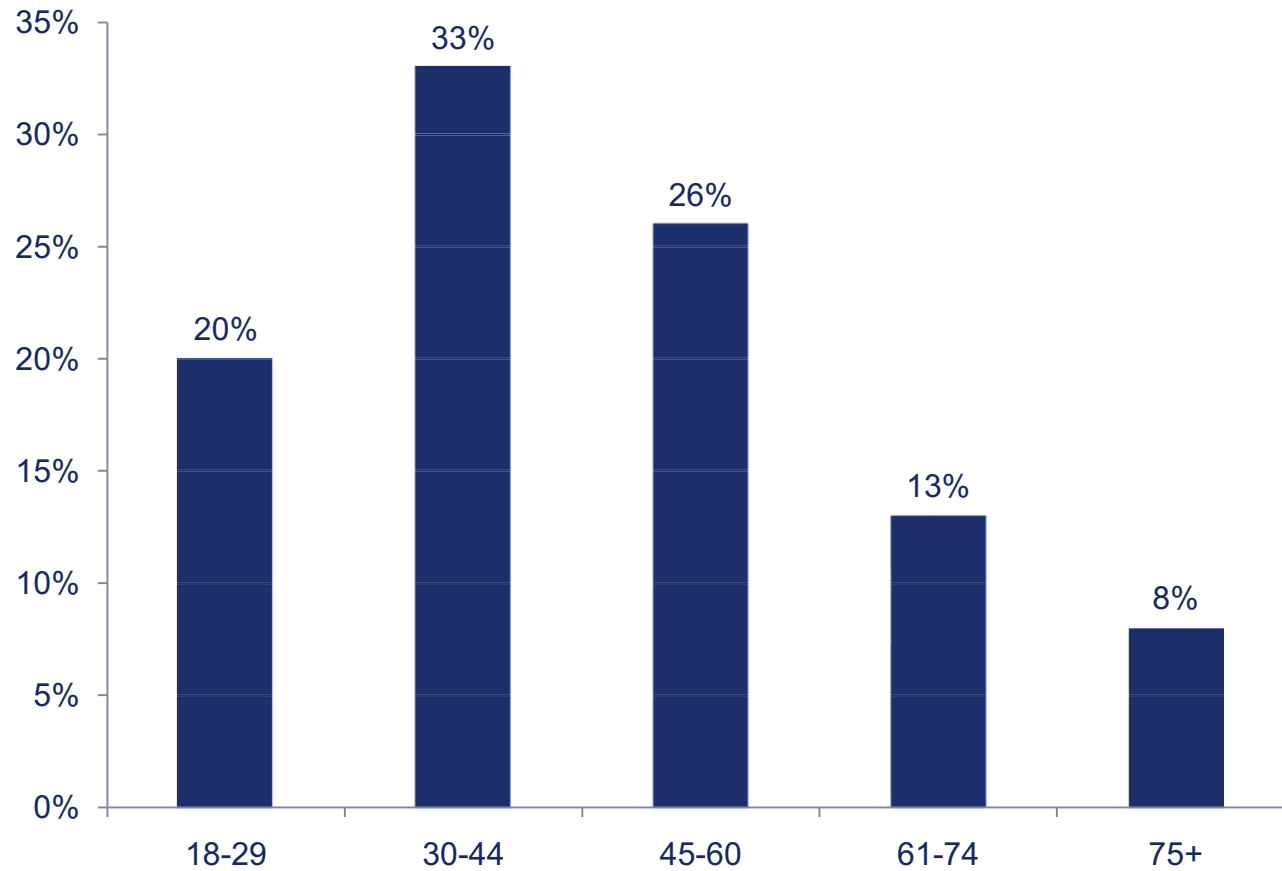
Older consumers find store branded products as comparable to nationally branded food



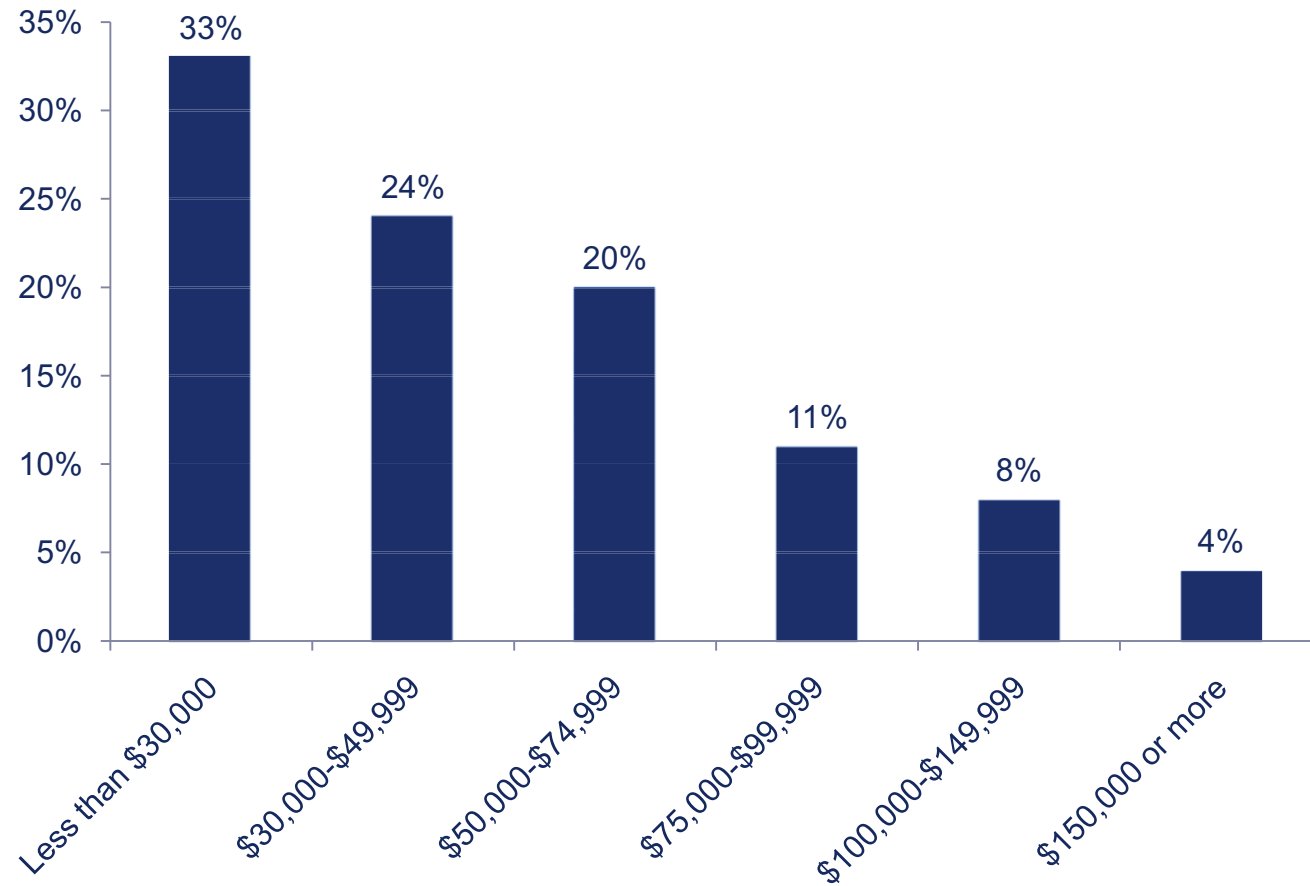
Survey demographics: gender



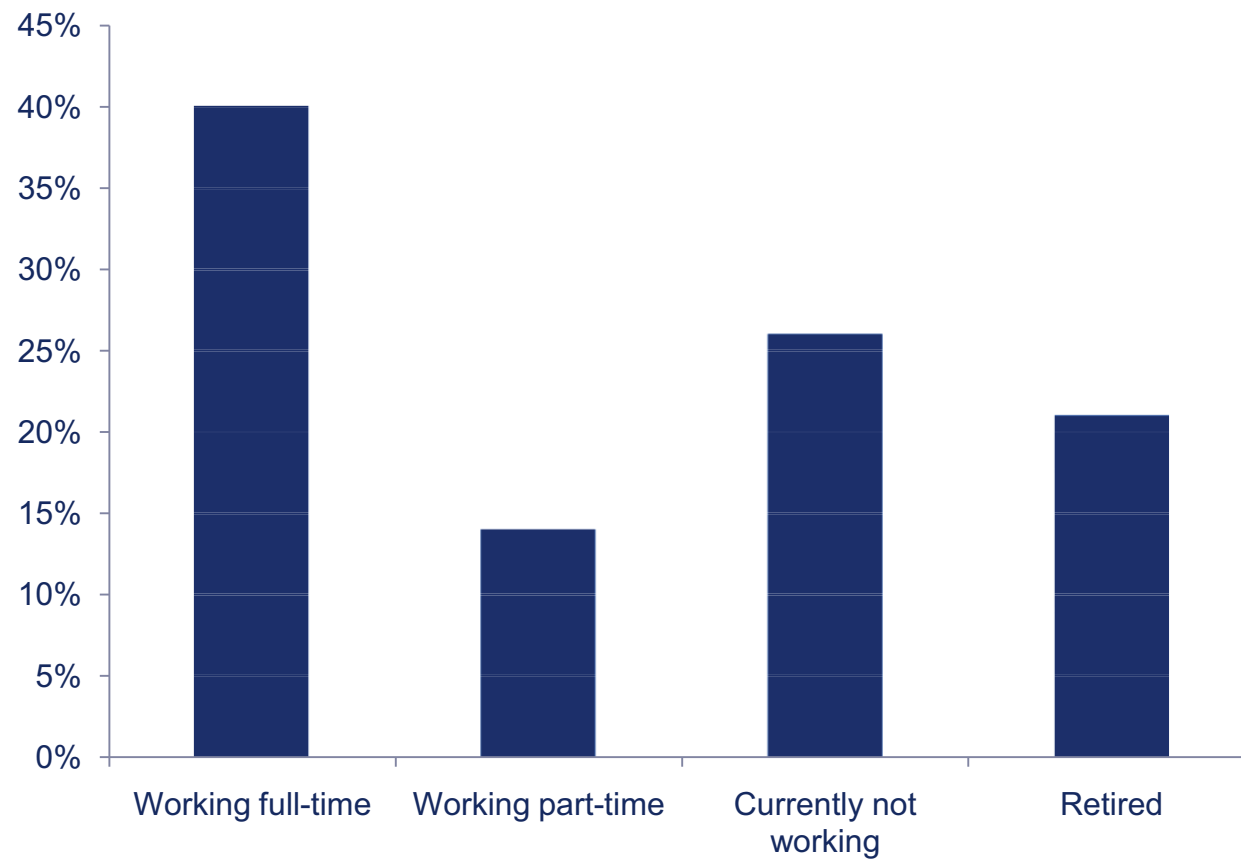
Survey demographics: age group



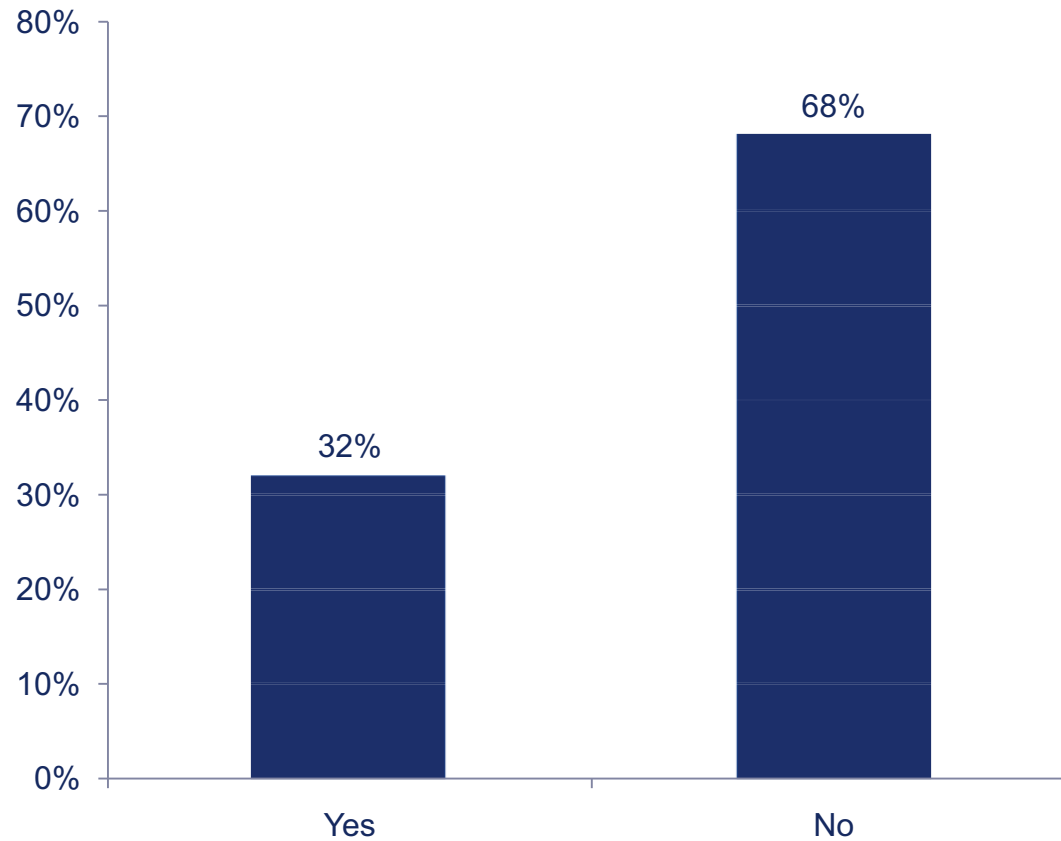
Survey demographics: HHI



Survey demographics: employment status



Survey demographics: children under 18 living at home



About the Deloitte survey

- The survey was commissioned by Deloitte and conducted online by an independent research company on March 22-24, 2010.
- The survey polled a nationally representative sample of 1,102 consumers.
- The survey has a margin of error of +/- three percentage points.

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