

# Methodology & Question 1

We carried out a quantitative survey with **1082** individuals who were **representative** of the UK population.

All respondents had **tried both standard broccoli and Tenderstem** within the past 12 months.

The survey contained three questions:

**Q1) Which of these are most important to you when considering types of broccoli?**

- Taste
- Presentation on plate
- Texture & mouth feel
- Ease of preparation
- Versatility
- None of these



# Question 2

**Q2. We would like you to compare Tenderstem Broccoli with Standard Broccoli. For each of the following attributes, which is better?**

	Tenderstem Broccoli is much better	Tenderstem Broccoli is slightly better	There is no perceived difference	Standard Broccoli is slightly better	Standard Broccoli is much better
When taste is considered					
When presentation on the plate is considered					
When texture and mouth feel is considered					
When ease of preparation is considered					
When versatility is considered					
When everything is considered					



# Question 3

**Q3. To what extent do you agree that Tenderstem is broccoli but better?**

- Strongly agree
- Agree
- No perceived difference
- Disagree
- Strongly disagree



# Tenderstem can confidently use the strapline *'broccoli but better'* in its advertising

The **majority** of consumers agree that Tenderstem is **broccoli but better**, with **63.1%** stating they either 'strongly agree' or 'agree' with the statement.

Q: To what extent do you agree that Tenderstem is broccoli but better?

