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**Consumer Intelligence
w/c 2nd February 2009
Purchase of Own Label Products**



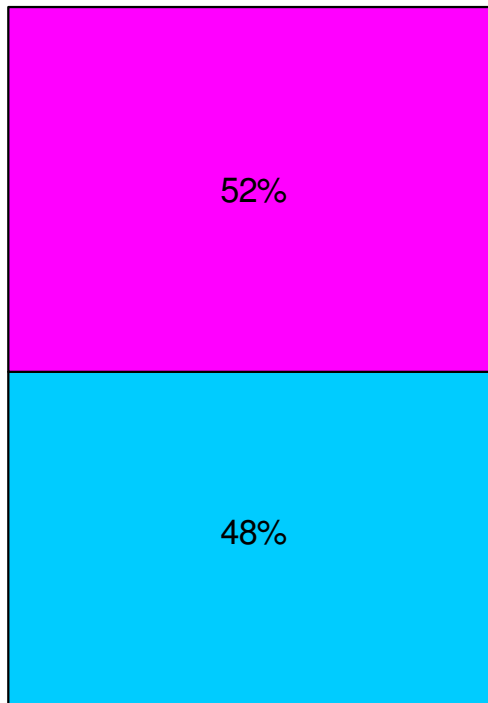
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Sample Profile



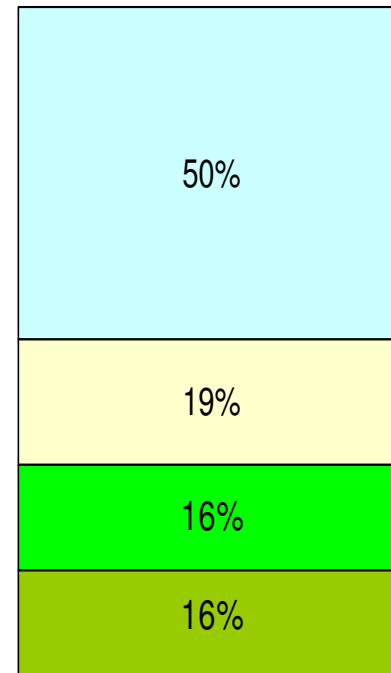
Gender

- Female
- Male



Age

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

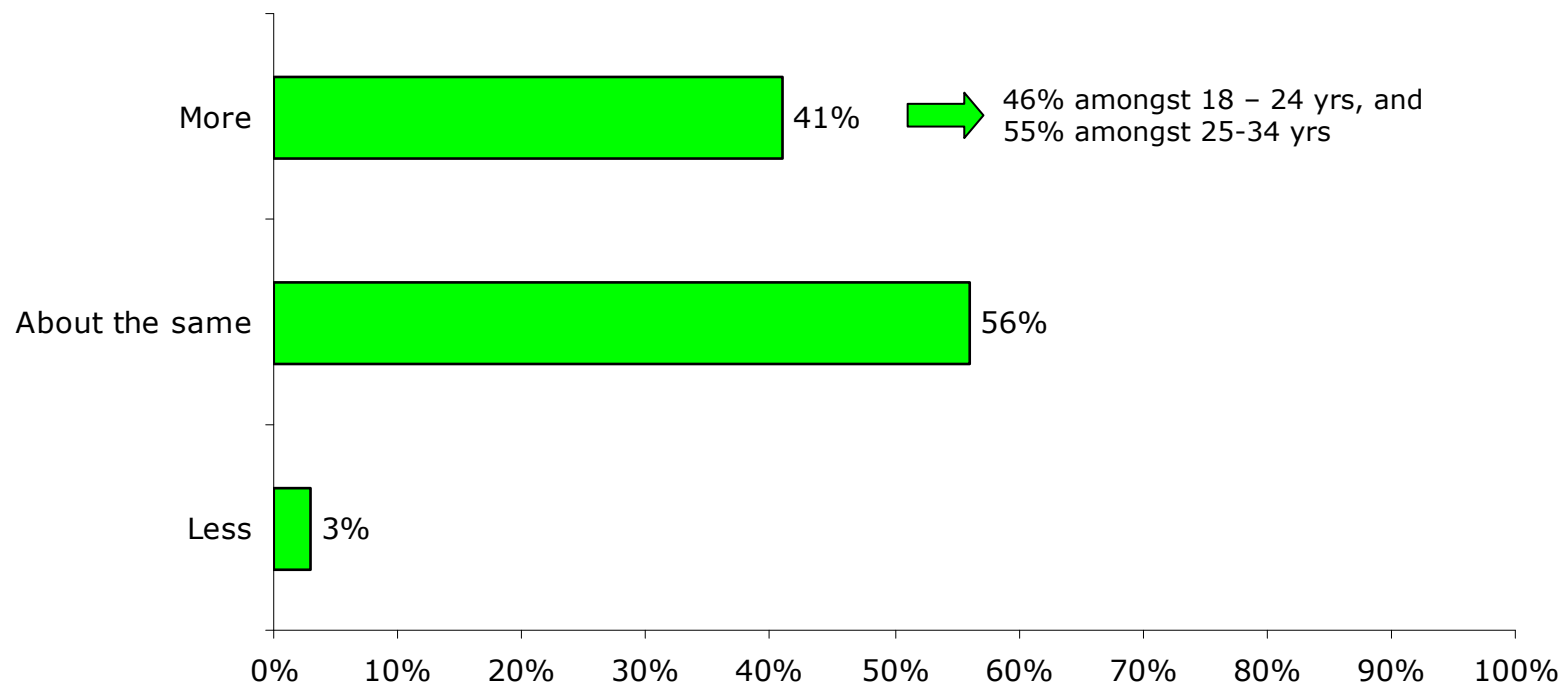


Q. What age/gender are you? N=1005



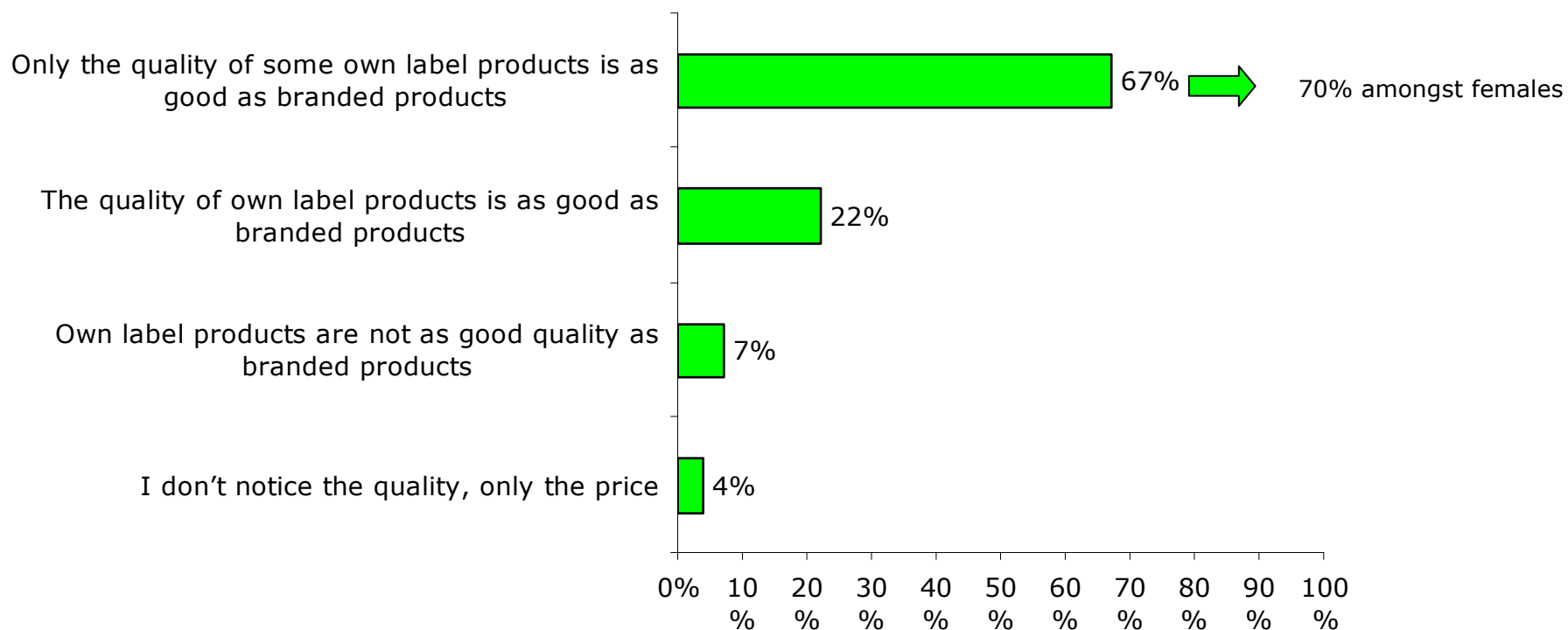
Survey Findings

Purchase of Own Label vs. Brands



Q: Have you purchased more or less own label products in the past 3 months? N = 1005

Opinions on Quality of Own Label vs. Brands



Q: Which of the following statements do you agree with the most? N = 1005



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