

For immediate release

17 February 2012

King Edward reigns while Tesco is the spud buyer's choice

Recent findings from YouGov SixthSense reveal that the King Edward potato is familiar to 84% of UK adult potato eaters, making it the most recognised breed of potato. The Maris Piper (83%) and Jersey Royal (81%) closely follow. Meanwhile, potato varieties such as the Charlotte (55%), Rooster (55%) and Desiree (53%) are not as well-known with UK adult potato eaters.

UK consumers are also less enamoured with 'premium' brands of potato, and are willing to make do with the 'value' standard spud. While just over one in five (21%) YouGov respondents agreed with the statement 'I tend to buy premium potatoes because they taste a lot nicer', 35% disagreed, which suggests that unlike other products, the premium potato does not hold sway.

Findings also reveal that Tesco is the most popular supermarket for buying potatoes with 55% of UK adults. Sainsbury's and Asda lag behind, achieving 37% and 32% consumer penetration respectively.

- ENDS-

Notes to editors:

Figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online.

YouGov SixthSense Potatoes report. Total sample size was 2012 UK adults aged 16+. Fieldwork was undertaken 21st – 27th October 2011.

[Click here to find out more about the Potatoes report](#)

Enquiries:

James McCoy

Research Director, YouGov SixthSense

T: +44(0)20 7012 6063

E: sixthsense@yougov.com

W: www.yougovsixthsense.com

Giovanna Clark, PR Executive

T: +44(0)20 7012 6069

E: giovanna.clark@yougov.com

General YouGov enquiries:

T: +44(0)20 7012 6000

E: info@yougov.co.uk

W: yougov.co.uk

About SixthSense

SixthSense, part of YouGov plc, is a provider of comprehensive business intelligence. It offers a powerful type of consumer-driven market intelligence report and online information platform, designed to help businesses make better and quicker decisions.

Bespoke data is collected through YouGov's proprietary panel of over 280,000 UK consumers. Highly qualified analysts use this data to deliver insight, comment, opinion and advice on the latest market trends and conditions.

For further information, visit yougovsixthsense.com

About YouGov

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex, fast turnaround omnibus and comprehensive market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

For further information visit yougov.co.uk