

For immediate release

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Quarter of UK consumers would like to serve a wider variety of fish, but are unsure how to prepare it

Recent research by YouGov SixthSense has found that a quarter (24%) of UK consumers would like to serve a wider variety of fish, but are unsure how to prepare it.

Despite concerns about preparation, fish is an established part of the UK diet: under half of all UK consumer (42%) try to serve it at least weekly, and 37% regard fish dishes as part of their meal repertoire. 18% of consumers prefer prepared fish products and dishes, rather than cooking recipes from scratch and 15% do not cook fish at home but do buy and eat fish from fish & chip shops.

Seafood proves less popular with UK consumers: only 25% of consumers regard seafood dishes as an established part of their meal repertoire, and a significant minority of consumers seem to lack confidence in preparing seafood at home. 13% worry about overcooking or undercooking it and 12% find it too complicated to prepare and cook at home. However, 15% do not cook seafood at home but will order it from takeaways or in restaurants.

When shopping for fish and seafood, just under half of UK consumers (40%) tend to buy the same products each time. However, just under a third (32%) will try new varieties and products, if on offer. Supermarkets are the main retail source for chilled fish and seafood, whether the chilled counter (49%) or the fish counter (43%). 40% of consumers like to buy products at the supermarket fish counter as they do not have access to a fishmonger.

Commenting on the findings, YouGov SixthSense Research Director James McCoy said: "The fact that a significant minority of consumers would like to serve more fish but lack confidence in its use shows that there is potential for growth in this sector. As an increasing range of fish is becoming available in more prepared formats, both chilled and frozen, this may go some way to addressing the need for greater diversity. Although seafood is less popular it may simply be that seafood is not on the radar for many people to cook and eat at home."

-ENDS-

Notes to editors:

Figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online. YouGov SixthSense Fish & Seafood report. Total sample size was 2,014 UK adults aged 16+. Fieldwork was undertaken between the 25th and 30th April 2012.

[Click here to find out more about the Fish & Seafood report](#)

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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 350,000 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 and social media analysis tool SoMA, 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