



FINDINGS FROM AN ONLINE SURVEY ON SINGAPORE'S FRUIT-EATING HABITS



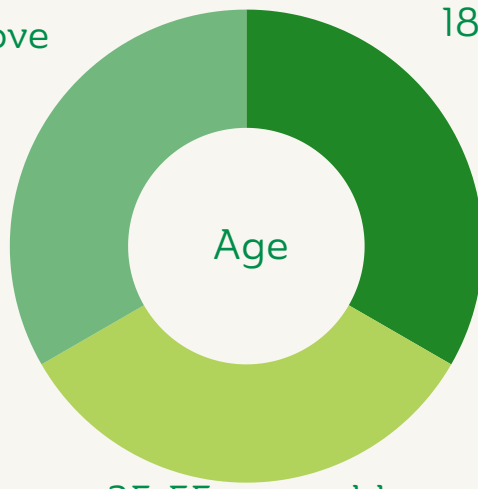
DEMOGRAPHIC OVERVIEW

*Sample weighted based on median household income (MHI) in Singapore, as per census data.



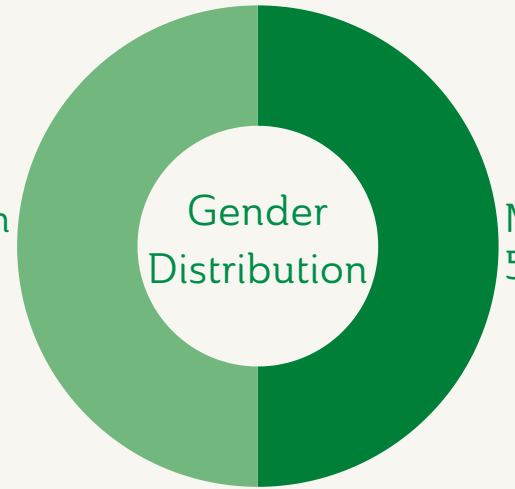
504 Respondents

55 and above
33.3%



18-34 years old
33.3%

Woman
50%



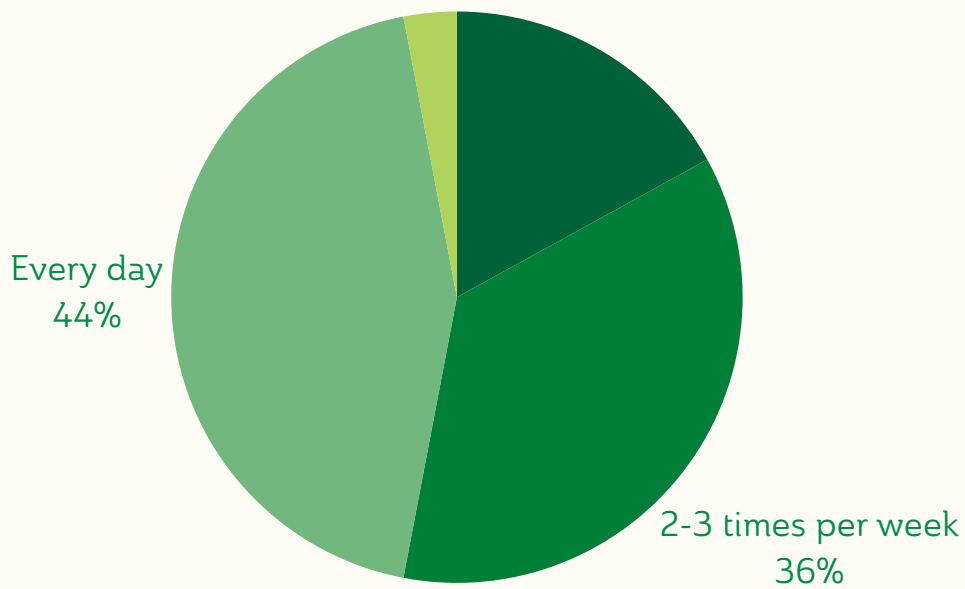
Men
50%

35-55 years old
33.3%

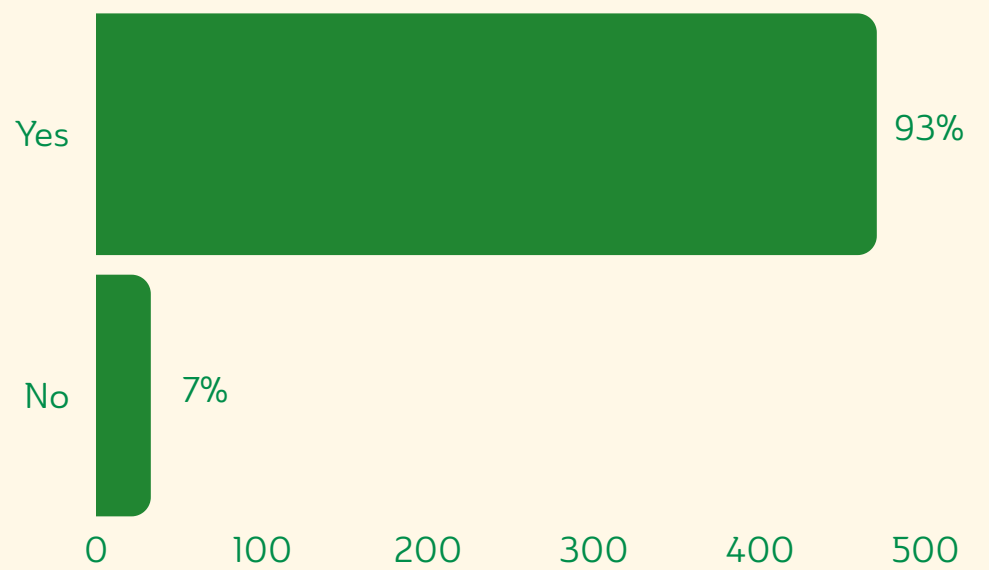
THE RESULTS

HOW OFTEN DO YOU EAT FRUIT?

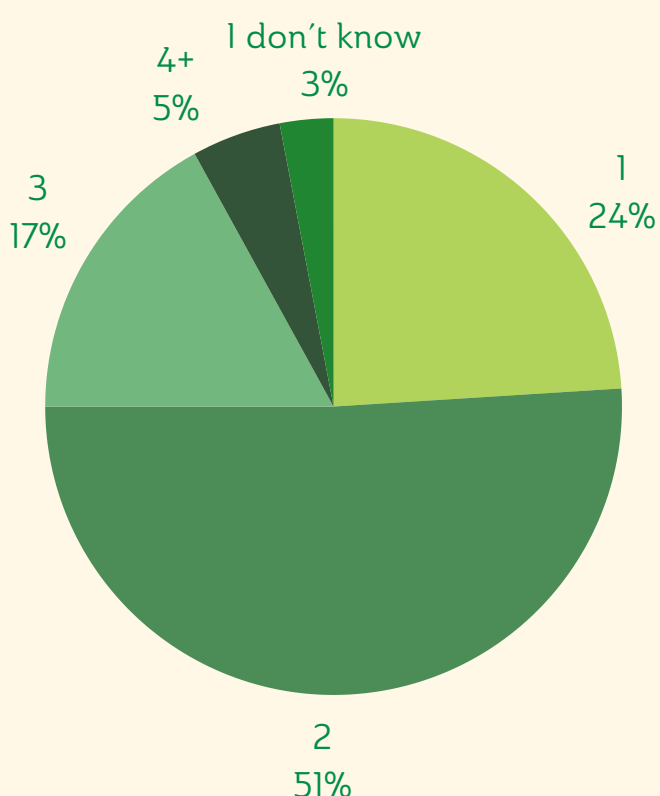
Almost never 3%
1-2 times per week 17%



DO YOU WANT TO, OR THINK YOU SHOULD, EAT MORE FRUIT?



HOW MANY SERVINGS OF FRUIT DO YOU THINK YOU SHOULD BE EATING A DAY?



WHAT IS THE MAIN THING THAT STOPS YOU FROM EATING MORE FRUIT?

