

Safetrak 12

Island of Ireland

February 2010



Presentation Outline

✓ Project Context

✓ Background and Methodology

✓ The Findings

- ✓ Food Shopping Behaviour
- ✓ Attitudes towards food safety
- ✓ Chicken consumption – frequency, concerns, safety
- ✓ Fridges – checks & maintenance
- ✓ Attitudes towards healthy eating
- ✓ Dieting & weight loss
- ✓ Eating out – patterns and influencing factors
- ✓ Appendix

Project Context



Context of Research – what was occupying consumers’ minds from 29th November 2010 – 5th January 2011

- ✓ In ROI, the country was reeling from the announcement of the full cost (€85bn) of the IMU/EMF “bailout”, or financial aid package, announced at the end of November.
- ✓ Also in ROI, the government’s four year National Recovery Plan was published on November 24th, swiftly followed by Budget 2011 on 7th December which incorporated a number of changes to tax bands and social welfare payments.
- ✓ December was the coldest since records began in both ROI and NI with heavy snowfall causing massive disruption throughout the entire country.
- ✓ Political uncertainty continued in ROI with constant speculation about an early election in 2011 featuring prominently throughout December.
- ✓ In NI (and to a lesser extent ROI) a severe water shortage resulting from damage to pipes the cold snap caused severe problems to tens of thousands of households.
- ✓ NI also faced a rise in VAT rates from 17.5% to 20%, commencing in January 2011.

Background & Methodology



Background & Methodology - Safetrak 12

Total number of interviews:



807



500



307

Sample: Nationally representative sample of adults aged 15-74

Fieldwork: In home face-to-face interviews
63 sampling points in the Republic of Ireland
38 sampling points in Northern Ireland
Fieldwork dates: 29th November - 22nd December 2010 (NI)
24th November '10 - 5th January '11 (ROI)

The Findings

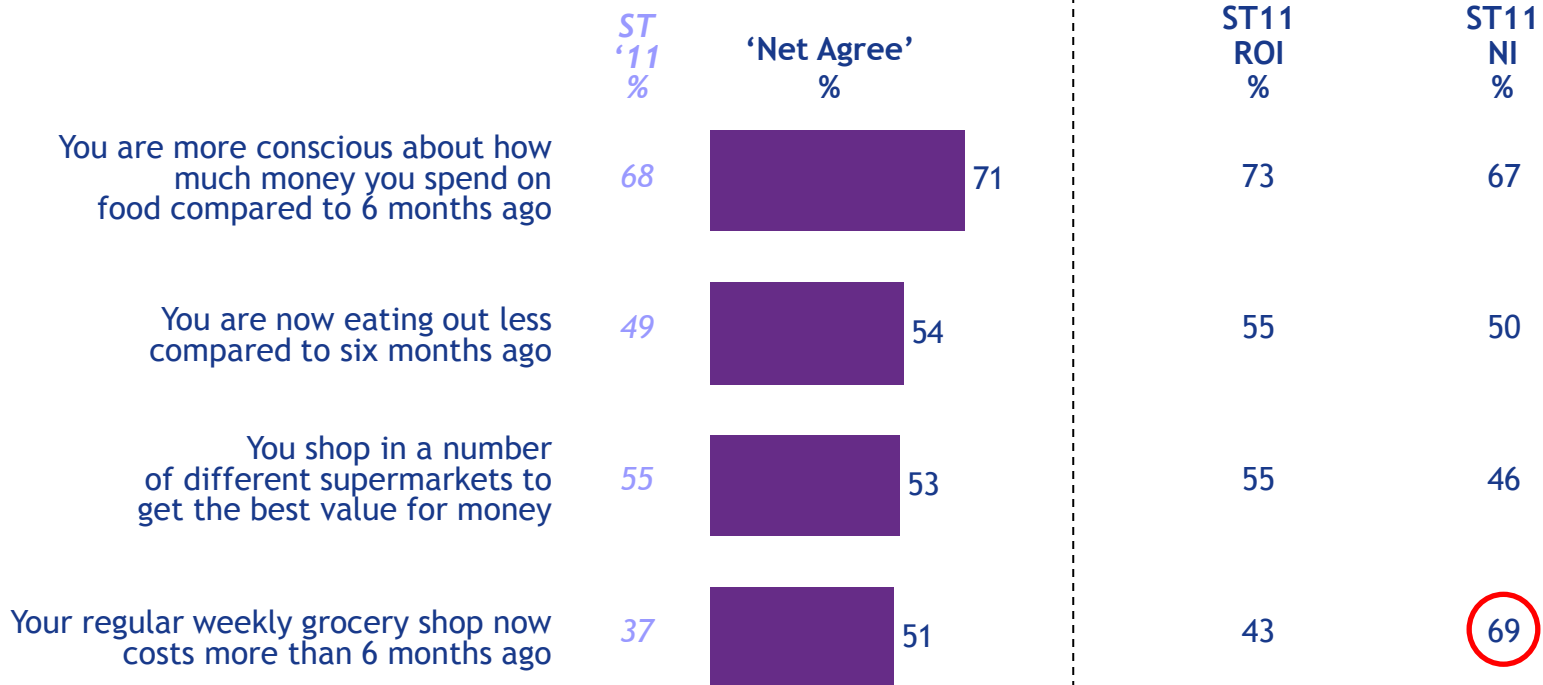


Food Shopping Behaviour



Price is a key concern for food shoppers

Base: All Respondents (807)



- The trend continues, with IOI adults more likely to be cost conscious when at the grocery till, also less eating out evident than 2009.
- Shopping around for best value is a tactic adopted by over half of ROI shoppers and less than half in NI.
- 7 in 10 NI shoppers say their weekly shop costs more than 6 months ago reflecting an increase in inflation seen in NI in the last 6 months.

Italics=ST 11

Q. Thinking about the food shopping habits of your household, to what extent do you agree or disagree with each of the statements I read out?

Reasons for eating out less

Base: All those who are eating out less (447)

	<i>ST</i> <i>'11</i> %	IOI (447) %	<i>ROI</i> <i>ST</i> <i>'11</i> %	<i>ROI</i> (282) %	<i>NI</i> <i>ST</i> <i>'11</i> %	<i>NI</i> (165) %
I want to save money	48	59	49	62	47	51
Restaurants are too expensive	51	44	50	42	52	51
I am trying to eat a healthier diet	14	8	17	9	5	5
I am trying to lose weight	5	5	5	6	6	5
I get takeaway instead	<i>n/a</i>	2	<i>n/a</i>	2	<i>n/a</i>	2
Other	<i>n/a</i>	6	<i>n/a</i>	6	<i>n/a</i>	7

Wanting to save, and expense are the main reasons for reducing eating out.

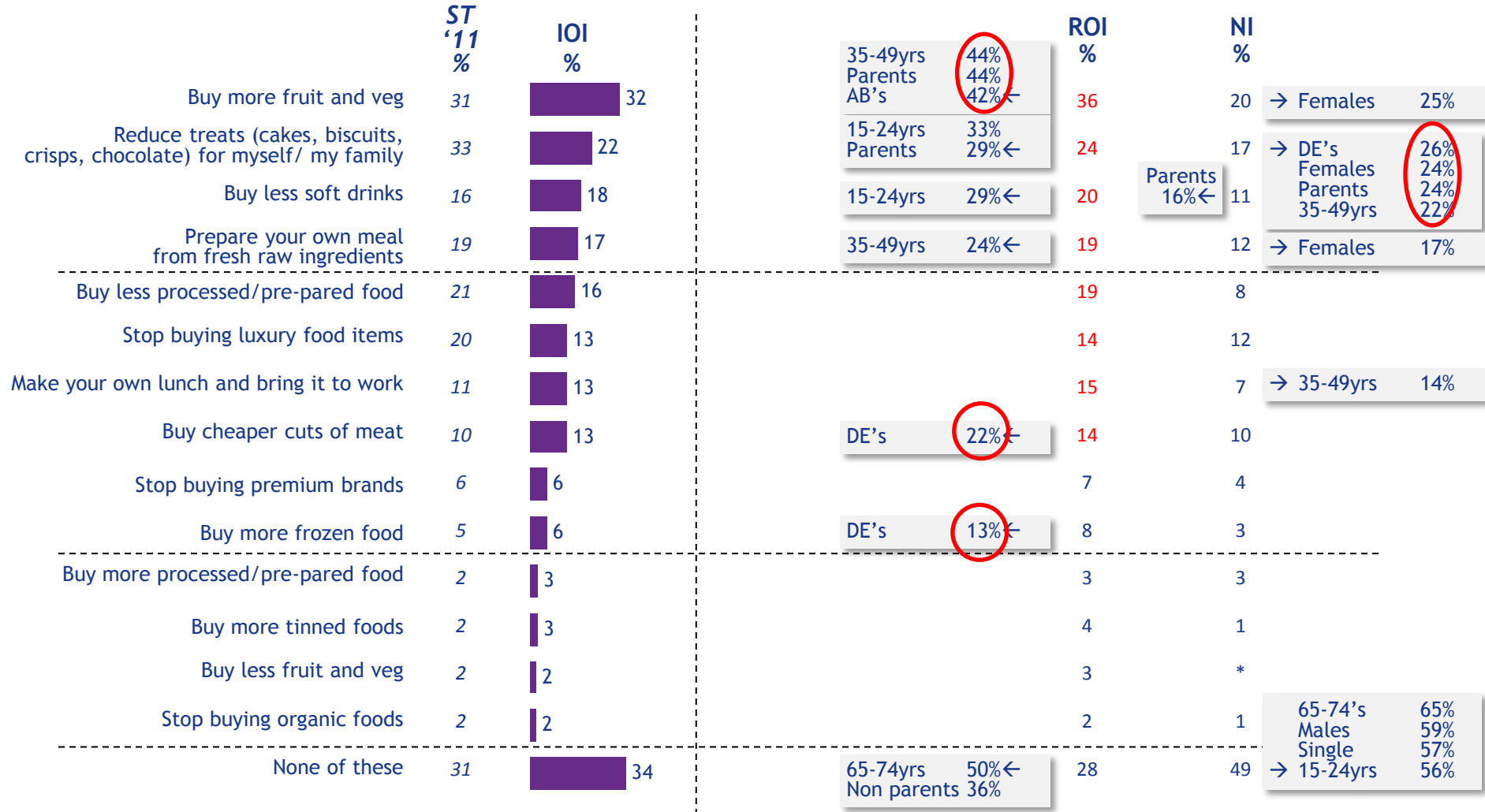
Italics=ST 11

Italics=ST 11

Q. Why do you say you now eat out less compared to six months ago?

Changes in food shopping behaviour

Base: All Respondents (807)



Italics=ST 11

Q. Thinking about your household food shopping behaviour in the past 6 months, have you introduced any of the changes shown on this card?

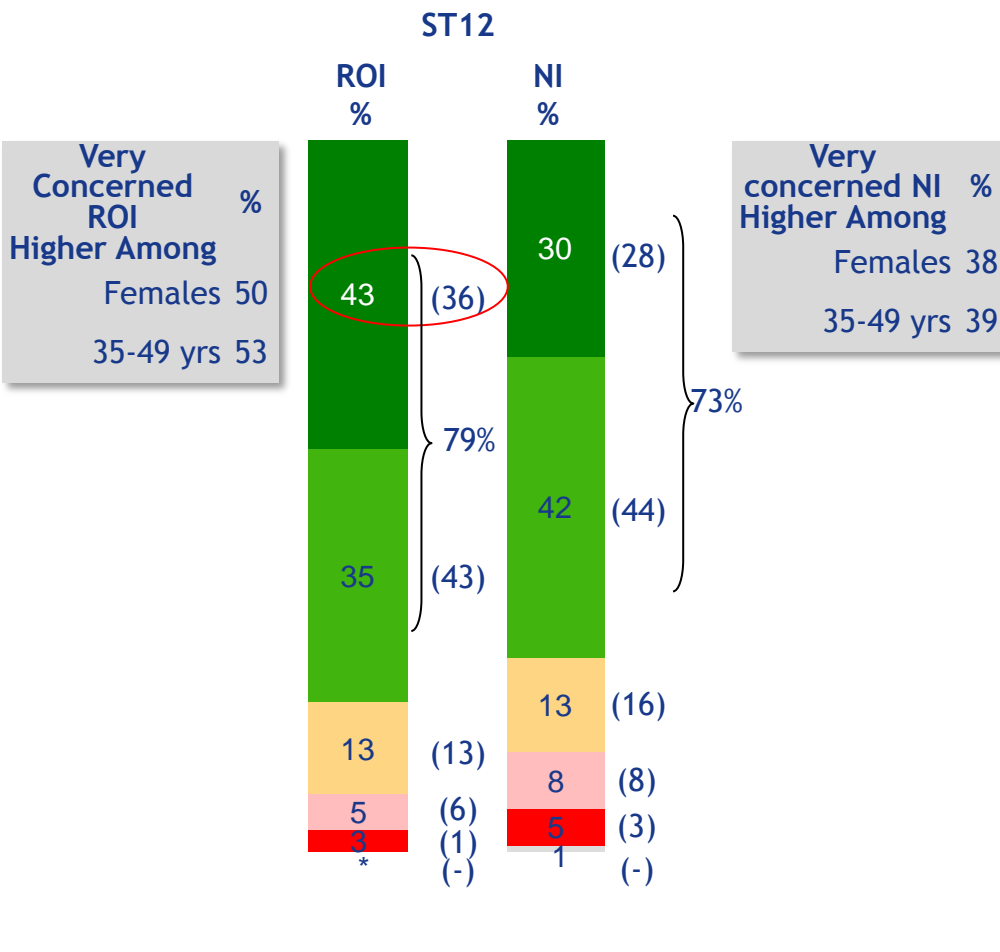
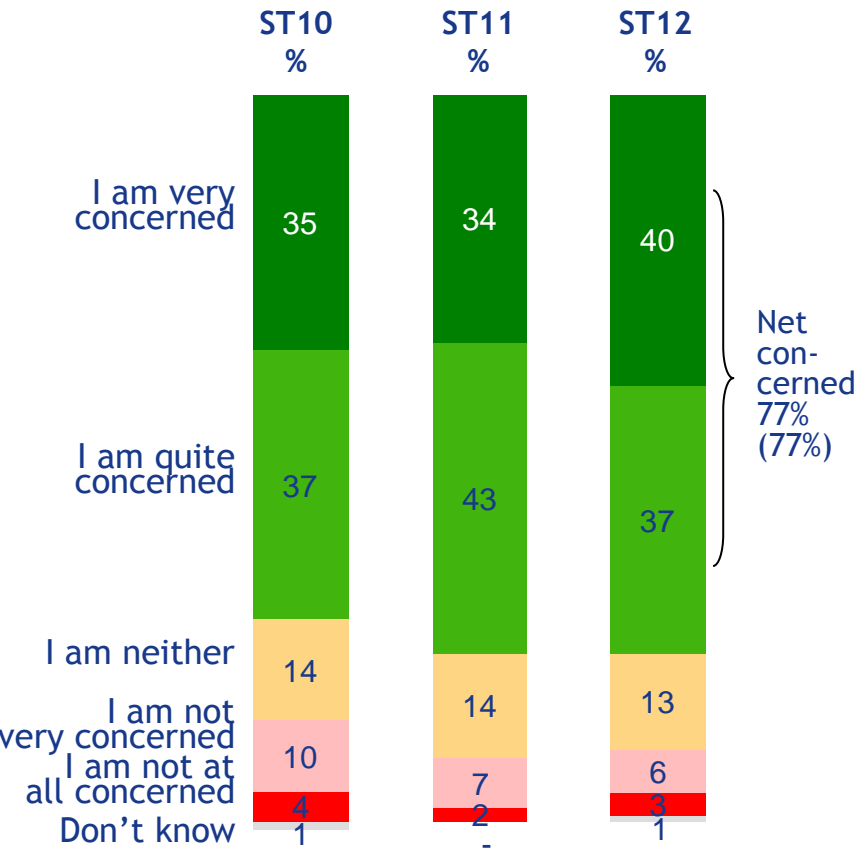
Attitudes towards food safety



Food Safety Concerns

Base: All Respondents (807)

Consumers profess greater levels of concern re food safety in 2010, reflected in a higher proportion of those saying they are 'very concerned'.



Very Concerned ROI Higher Among
 Females 50
 35-49 yrs 53

Very concerned NI Higher Among
 Females 38
 35-49 yrs 39

() Bracketed figure denote ST11

Q. Generally speaking which of these statements best describes your attitude to food safety issues?

Food Related Issues of Most Concern

Chicken/Pork preparation causing most concern now, also additives/e-numbers and country of origin. Food poisoning and uncooked food, also hygiene causing less concern.

Base: All Respondents (807)

	ST10 %	ST11 %	ST12 %	ROI %	NI %
Chicken/ Pork - Preparation	7	4	17	15	20
Additives/ E-numbers/ Dyes*	5	4	13	15	7
Food not cooked thoroughly/Uncooked food	20	25	10	10	9
Food poisoning (Salmonella/Listeria/ E.coli)	21	22	10	10	11
Date marks - Best before date/Use by date/ Freshness	12	6	10	10	11
Country of origin/Foreign goods/Ensure it's Irish	5	3	8	10	5
Fat content/ Fatty acids/ Saturated fat	2	4	6	5	8
Hygiene around food	10	9	5	4	5
Ensuring balanced/healthy diet	2	1	5	6	2
Handling/ Cross - Contamination	8	5	3	3	1
Food storage	3	1	2	1	2
Hygiene in your kitchen	n/a	3	1	1	2
Salt content	4	1	1	1	2
Red meat/ BSE/Brazilian beef	4	1	1	1	*
Price of food	6	1	1	1	1
Salmonella/ Eggs	4	1	*	*	1
Other	4	5	3	3	4
Don't know	8	4	4	3	8

*ST10 *& ST11: Pesticides also included in code

Q. What one food related issue are you most concerned about?

Foods Concerned About

Base: All Respondents (807)

- Cooked meat/poultry, raw chicken and preservatives/ additives/ colouring are most top of mind. At a total level, the same trend emerges.
- Cooked meat and preservatives/ additives/ colourings have grown as a concern, raw chicken is less significant.
- Bottled waters (9%), baby foods (8%) and duck eggs receive lower level of mention (6%).

	<i>ST '11 %</i>	IOI spontaneous %	<i>ST '11 %</i>	Total mentions IOI %	Total ROI %	Total NI %
Raw chicken	49	26	65	52	52	52
Cooked meat/poultry	12	36	23	47	49	41
Food with preservatives, additives or colouring	8	19	25	41	47	26
Processed meat (sausages, burgers)	9	10	23	34	37	27
Raw pork	27	14	45	30	31	30
Raw beef	17	10	30	26	25	27
Eggs	11	15	23	26	25	28
Foods with GM ingredients	4	10	15	25	29	17
Fish	10	11	24	20	20	20
Shellfish	12	6	31	19	20	16
Ready made meals	4	6	16	19	22	12
Raw lamb	12	7	23	15	15	15
Other raw meat	6	5	9	15	16	14
Frozen foods	4	6	10	13	15	11
Irradiated food	1	3	5	10	11	6

Italics=ST 11

- Q. Do you have concerns about the safety of any particular types of foods?
 Q. Do you have concerns about the safety of any of these types of food?

Food Safety Concerns

Base: All Respondents (807)

	ST '11 IOI %	ST12 IOI		ST '11 IOI %	ST12 ROI		ST12 NI	
		Spontaneous %	Total %		Spont %	Total %	Spont %	Total %
Chip/burger van	26	40	72	61	39	72	41	72
Take away/fastfood outlets	38	53	67	57	57	70	45	61
Market stalls	15	28	47	37	28	44	29	53
Garage forecourt	7	15	35	25	16	36	10	34
Delis	6	15	24	16	18	28	8	12
Sandwich bars	5	13	24	15	14	26	10	17
Restaurants	15	14	19	22	14	20	13	15
Pubs/winebars	3	10	18	11	10	19	11	18
Café	4	9	17	10	8	17	10	17
Supermarkets	6	9	16	10	10	18	6	11
Butcher	2	4	11	7	4	14	3	6
Workplace	2	2	6	5	2	7	3	5
Cinema	1	3	6	4	3	6	4	6
Friend's home	1	2	6	3	2	7	2	4
Home	1	1	2	1	*	2	*	1
Other	4	10	15	5	7	12	15	22

- Overall, chip vans and fast food outlets appear to worry consumers most when it comes to food safety - and even more so than was the case in 2009.
- In fact, there are higher levels of mention for the majority of outlets both at a spontaneous and prompted level indicating concerns have grown overall.
- ROI consumers show greater levels of concern about take away/fast food outlets, but NI consumers are more concerned about market stalls.
- At a total level, restaurants feature less strongly than delis or sandwich bars - a reverse of 2009.
- Concerns re the home are negligible.

Italics=ST 11

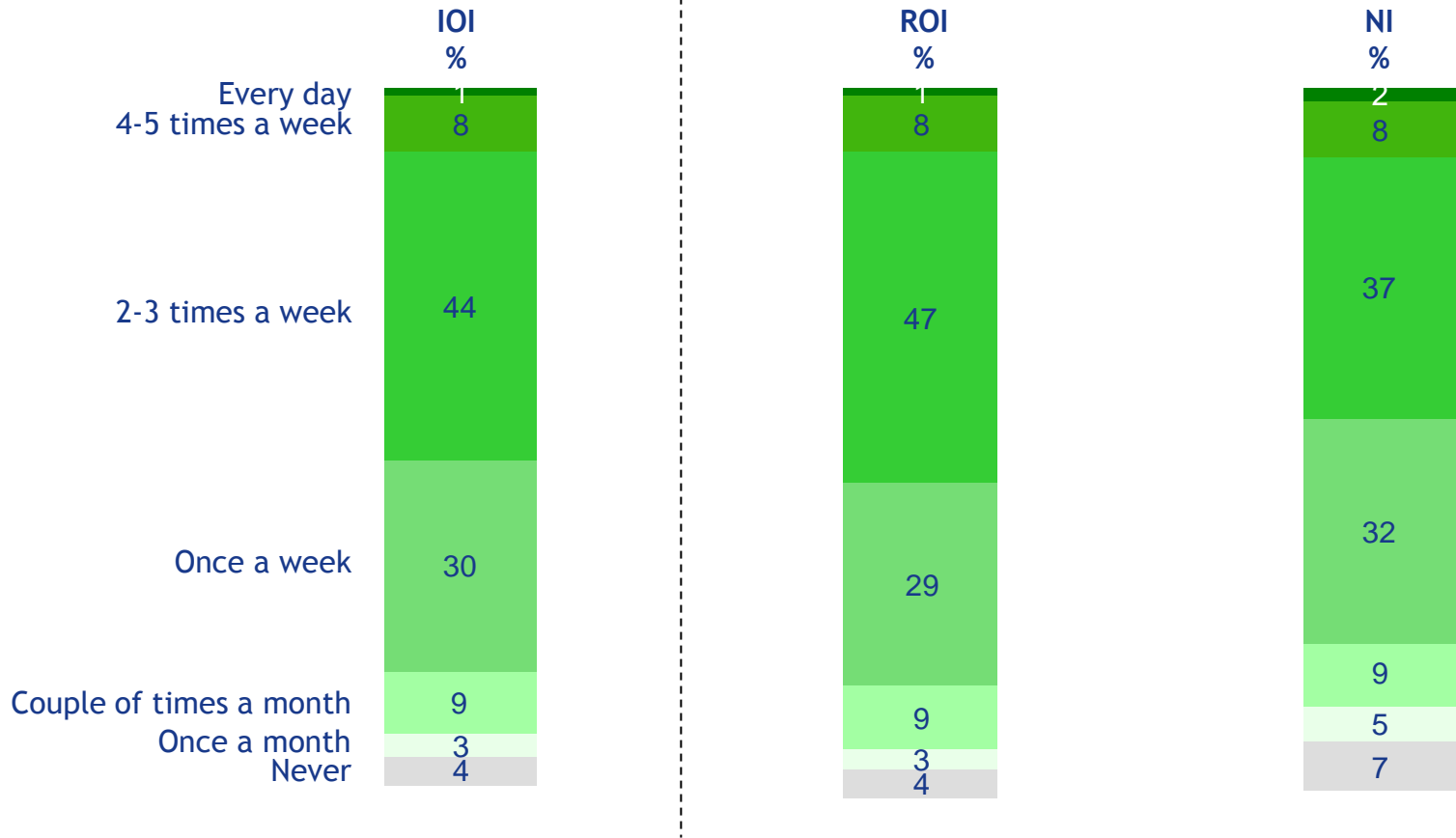
Q. Do you have any concerns about the safety of food bought or eaten in any particular places?
 Q. And what about any of these places?

Chicken consumption - frequency, concerns, safety

Frequency of Eating Chicken

Base: All Respondents (807)

Over 8 in 10 IOI adults eat chicken at least once a week.

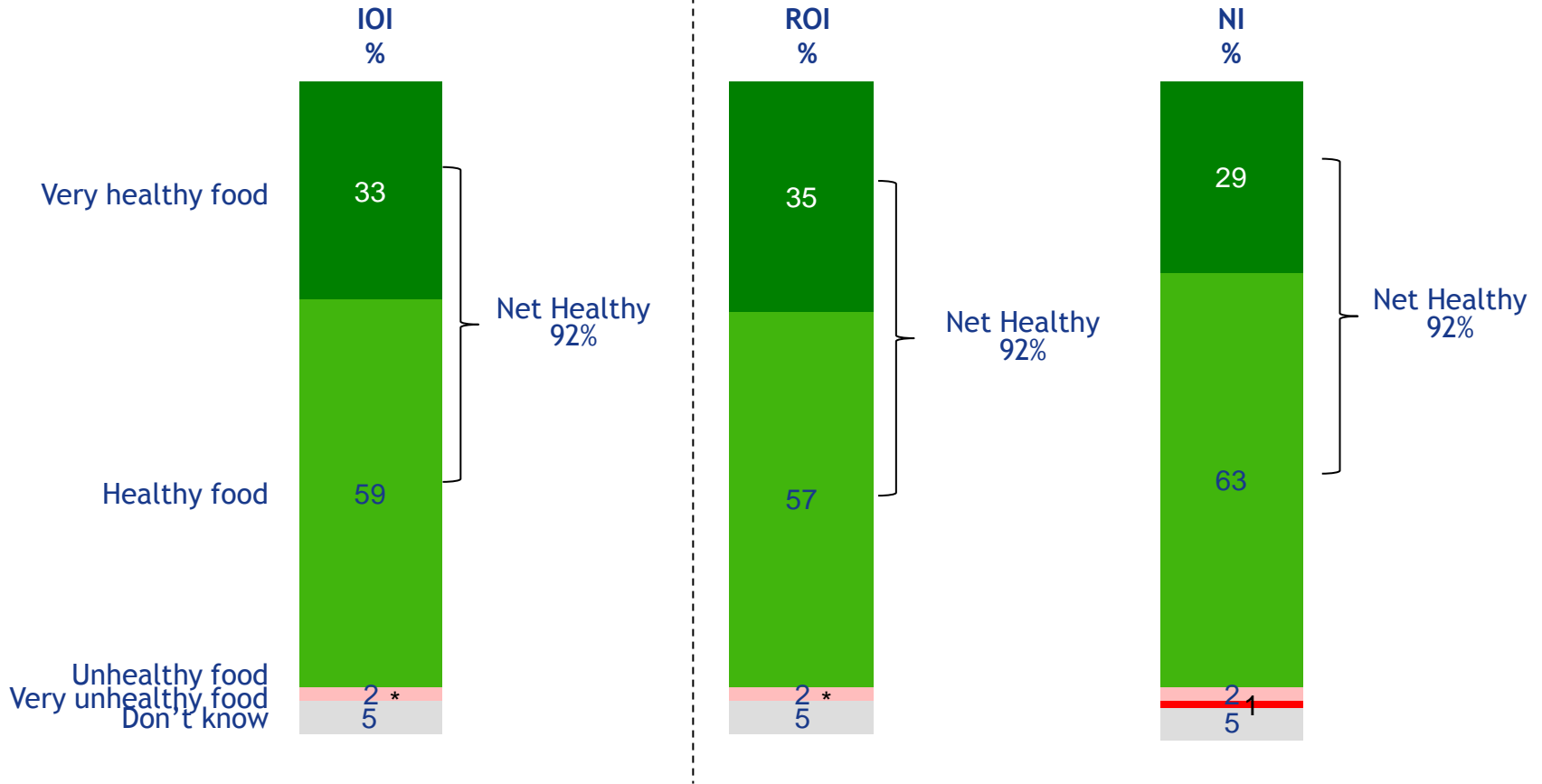


Q. How often would you eat chicken? By this I mean poultry, fresh chicken meat or chicken products.

Health Perceptions: Chicken

Base: All Respondents (807)

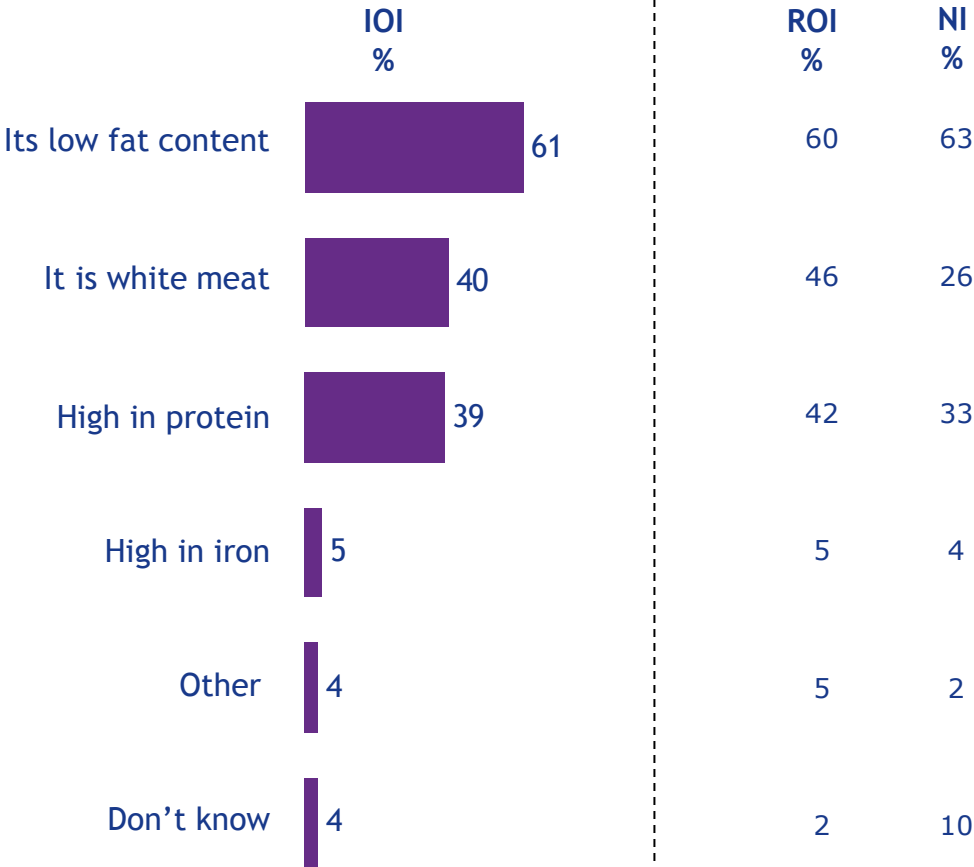
The majority agree that chicken is a healthy food.



Q. How healthy do you consider chicken to be?

Reasons Chicken is Considered Healthy

Base: All who consider chicken to be healthy (747)



Low fat is by far the most cited reason for thinking chicken is 'healthy', followed by 'white meat' and its high protein content.

Concerns re Chicken production, preparation and consumption

Base: All Respondents (807)

	ST 4 %	IOI %	ST 4 %	ROI %	ST 4 %	NI %
Making sure it's cooked properly		30		28		32
How they are reared/conditions they're kept in		15		17		12
County of origin	13	9	13	11	12	4
Hygiene, washing hands, spreading germs etc		9		9		7
Preparation		8		9		6
Salmonella, food poisoning	12	7	13	8	11	6
Its freshness/best before date		7		6	8	10
Production		3		3		4
If it has been treated (with artificial additives, water, steroids etc)		3		4		3
I don't eat chicken		1		1		1
Storage and packaging		1		1		2
Consumption		*		1		-
Other		4		3		7
Don't know		3		2		5
I have no concerns		6	13	6	27	9

*Note: IOI ST 4 figures:

Farmed chickens/battery chickens/what they were fed: 13%

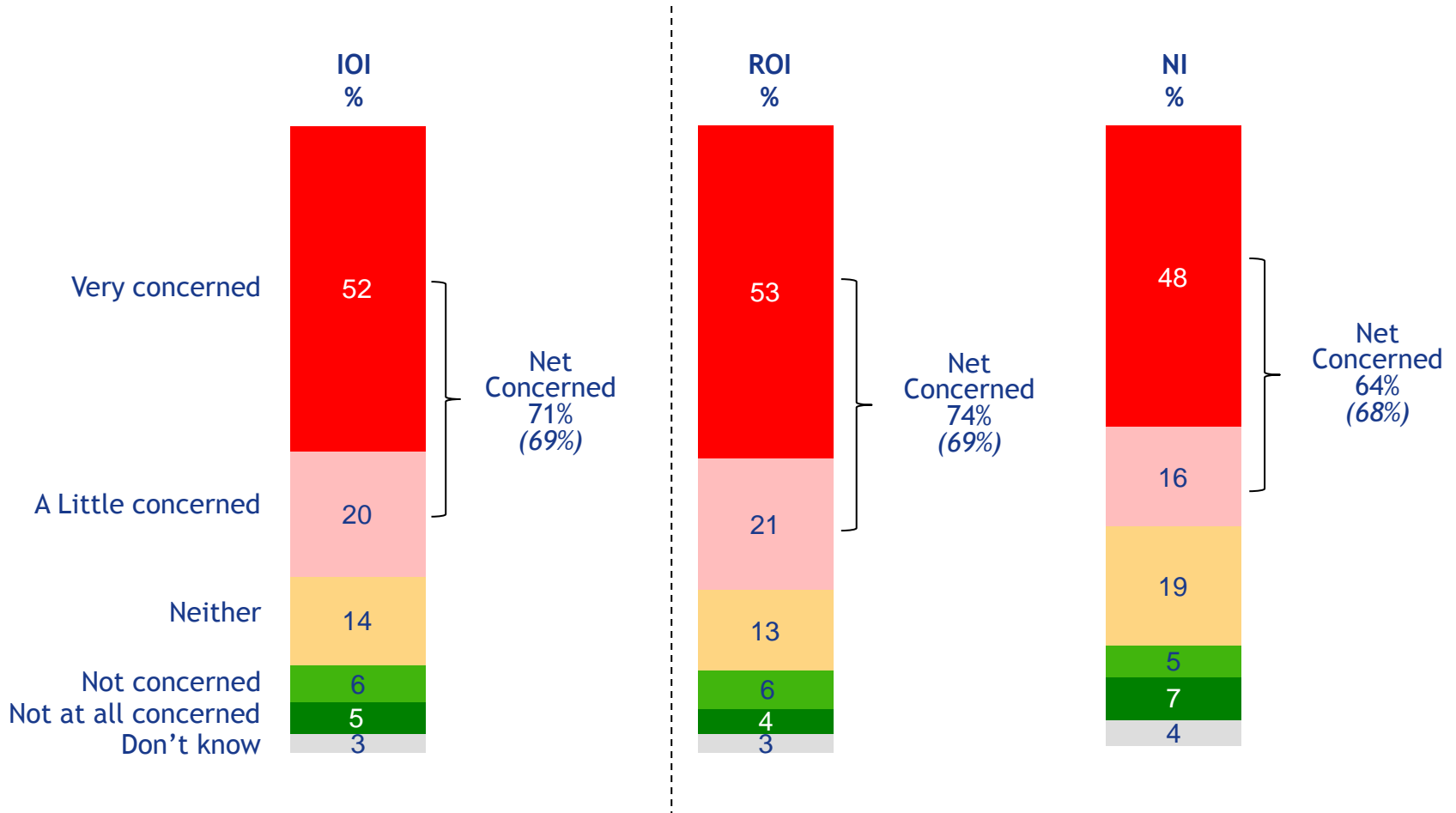
Preparing and cooking properly: 17%

Q. Thinking about chicken production, preparation and consumption, what ONE issue are you most concerned about?

Concerns about chicken - I

Base: All Respondents (807)

THE PRESENCE OF ANTIBIOTICS IN CHICKEN MEAT/CHICKEN PRODUCTS



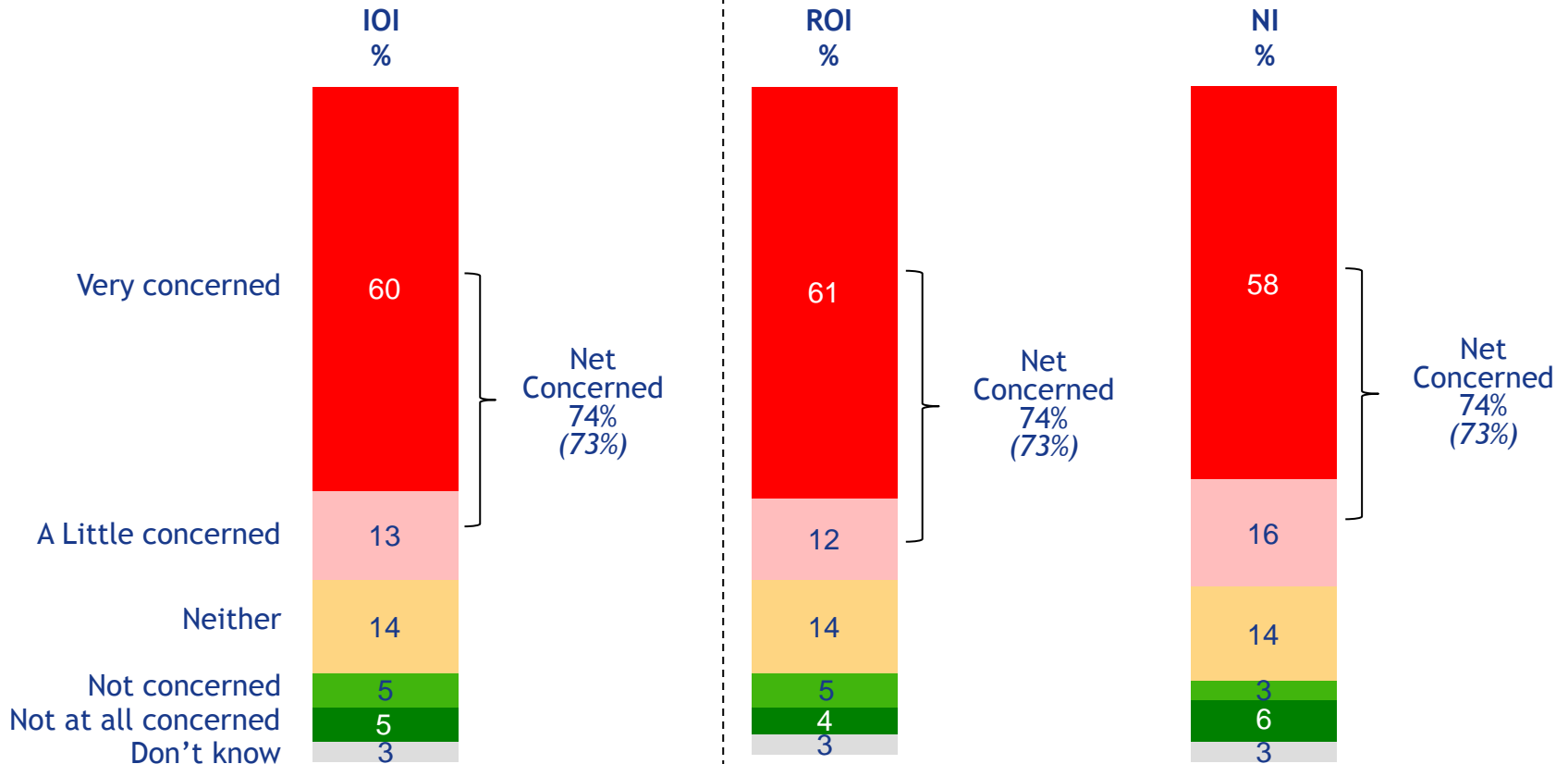
Italics=ST 4

Q. To what extent are you concerned about the following aspects of chicken production and preparation using a scale from 1 to 5, where 1 is not at all concerned and 5 is very concerned?

Concerns about chicken - II

Base: All Respondents (807)

THE PRESENCE OF CAMPYLOBACTER, A BACTERIA THAT CAUSES FOOD POISONING IN CHICKEN, CHICKEN MEAT / CHICKEN PRODUCTS



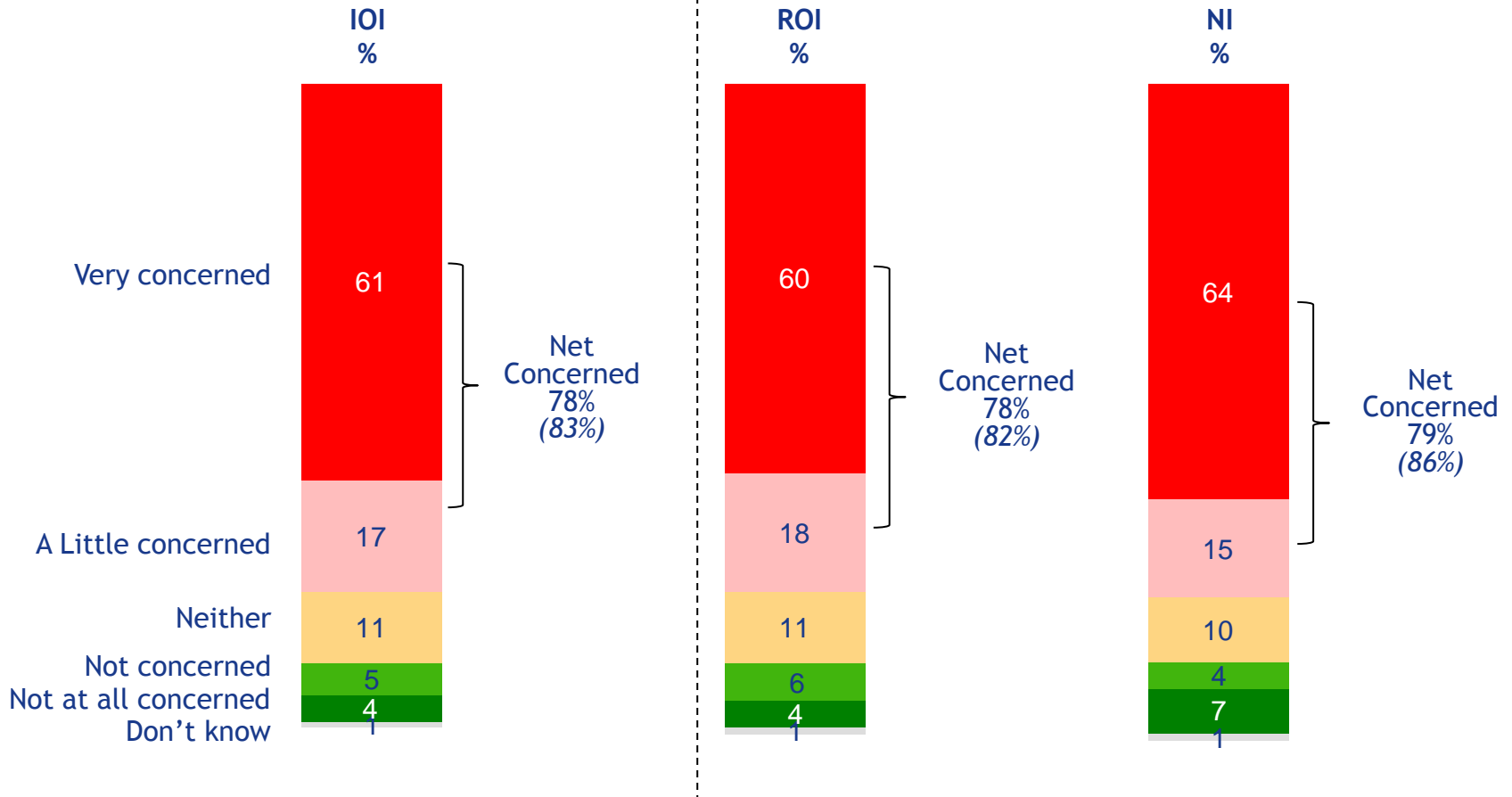
Italics=ST 4

Q. To what extent are you concerned about the following aspects of chicken production and preparation using a scale from 1 to 5, where 1 is not at all concerned and 5 is very concerned?

Concerns about chicken - III

Base: All Respondents (807)

GETTING FOOD POISONING FROM CHICKEN MEAT/CHICKEN PRODUCTS



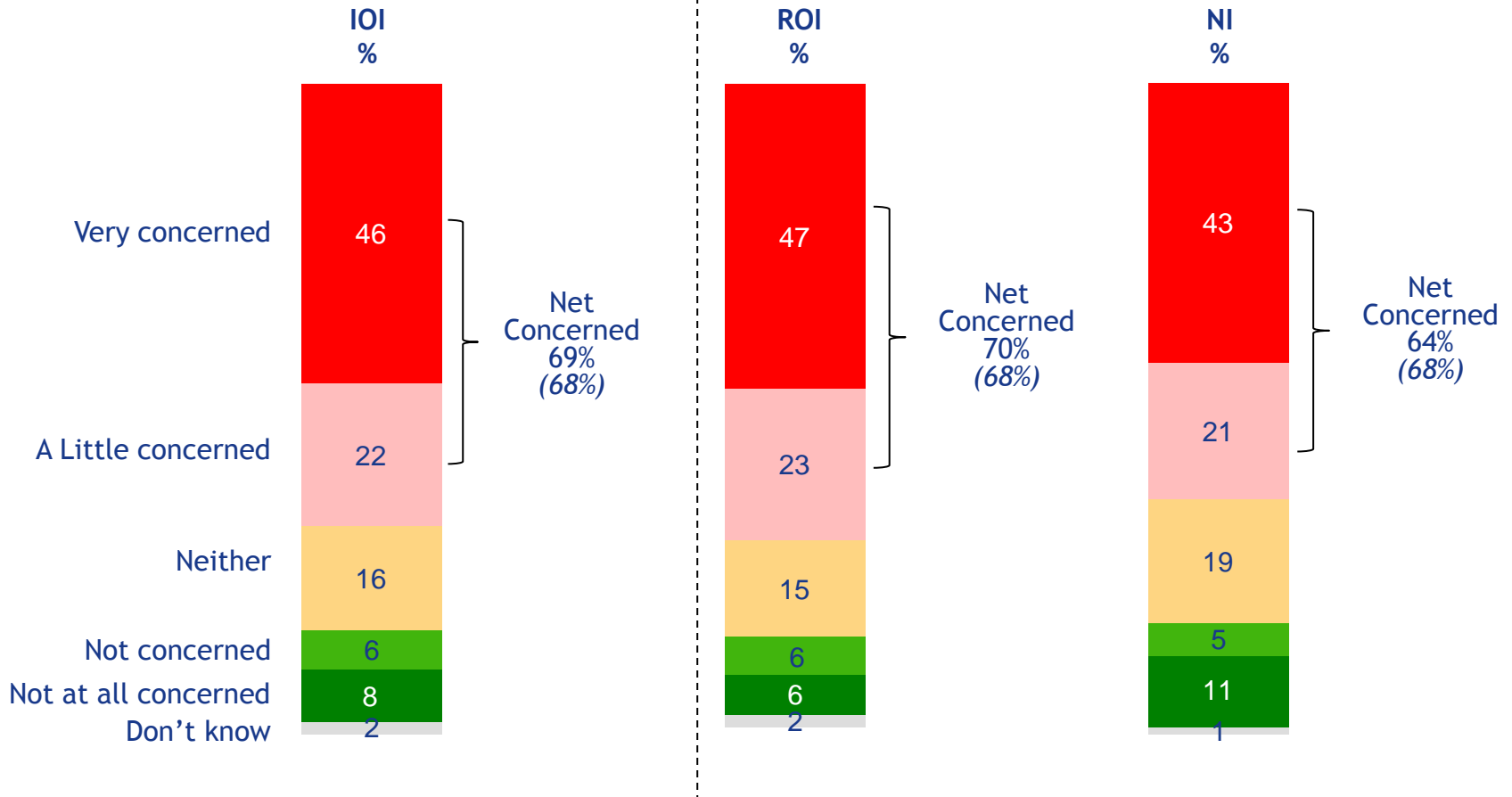
Italics=ST 4

Q. To what extent are you concerned about the following aspects of chicken production and preparation using a scale from 1 to 5, where 1 is not at all concerned and 5 is very concerned?

Concerns about chicken - IV

Base: All Respondents (807)

THE WAY CHICKENS ARE REARED AND PRODUCED



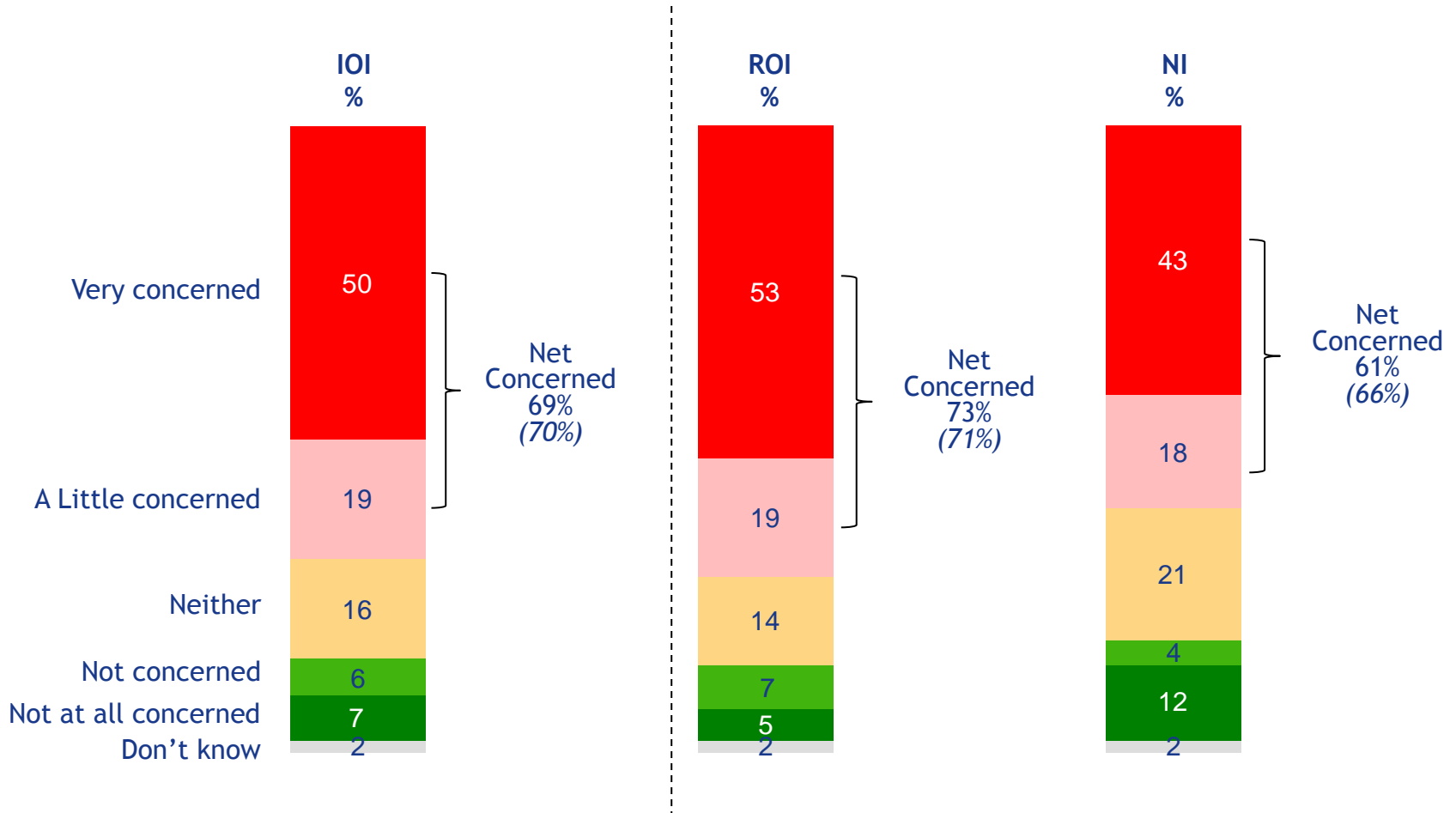
Italics=ST 4

Q. To what extent are you concerned about the following aspects of chicken production and preparation using a scale from 1 to 5, where 1 is not at all concerned and 5 is very concerned?

Concerns about chicken - V

Base: All Respondents (807)

THE COUNTRY OF ORIGIN/TRACEABILITY OF CHICKEN MEAT/CHICKEN PRODUCTS



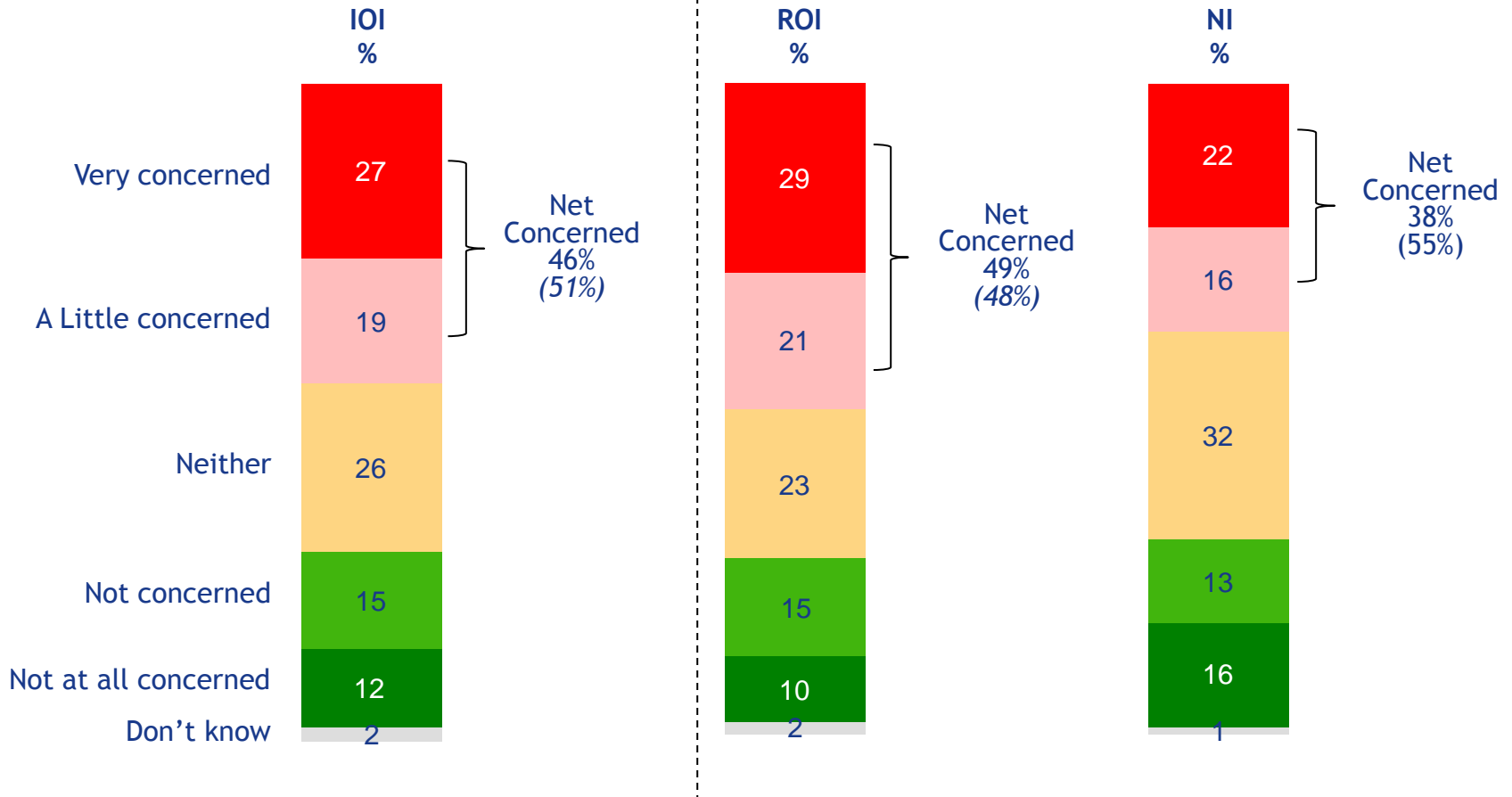
Italics=ST 4

Q. To what extent are you concerned about the following aspects of chicken production and preparation using a scale from 1 to 5, where 1 is not at all concerned and 5 is very concerned?

Concerns about chicken - VI

Base: All Respondents (807)

THE WAY CHICKEN MEAT/CHICKEN PRODUCTS ARE PACKAGED



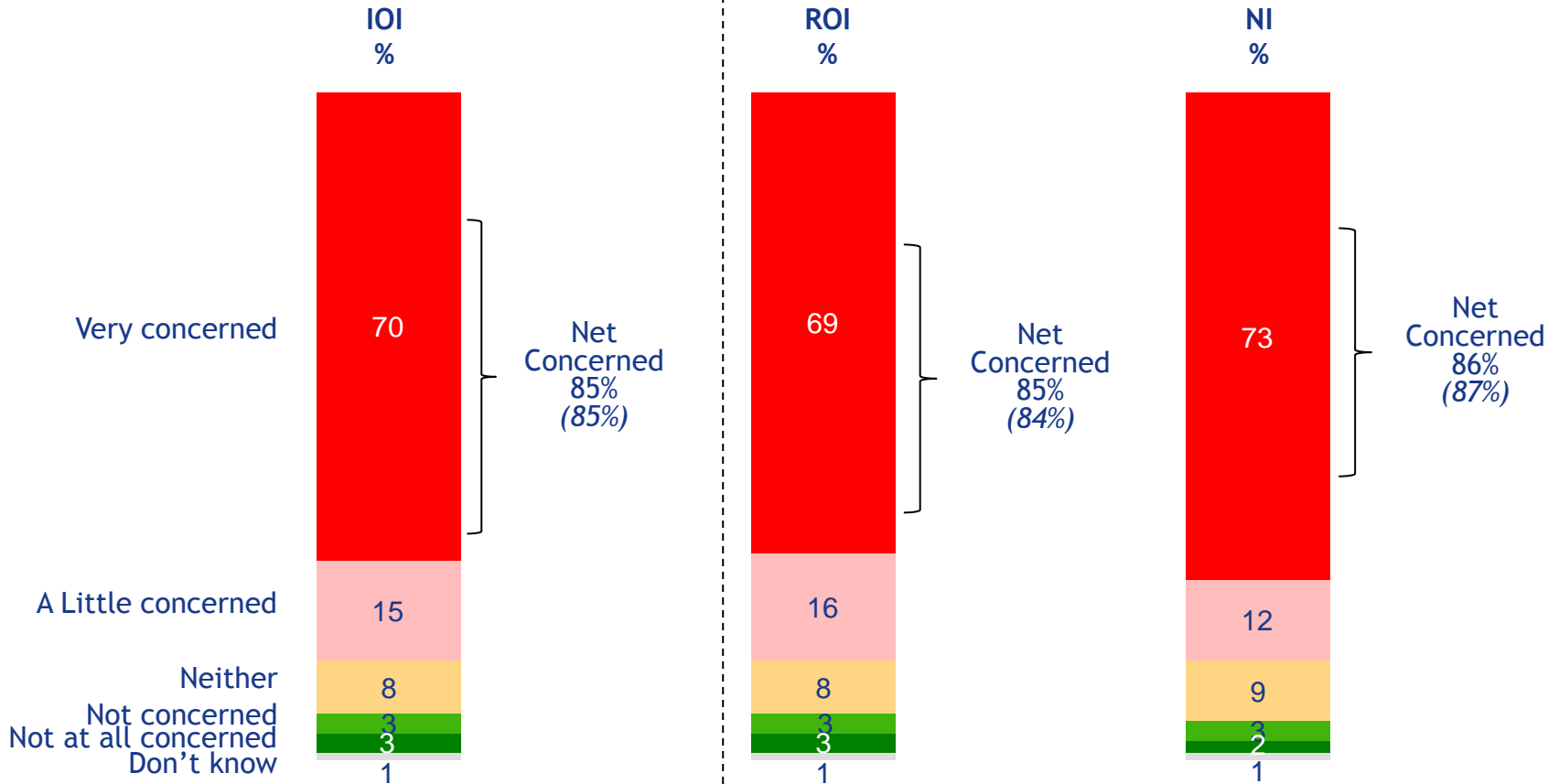
Italics=ST 4

Q. To what extent are you concerned about the following aspects of chicken production and preparation using a scale from 1 to 5, where 1 is not at all concerned and 5 is very concerned?

Concerns about chicken - VII

Base: All Respondents (807)

BEING GIVEN UNDERCOOKED CHICKEN WHEN EATING OUT



Italics=ST 4

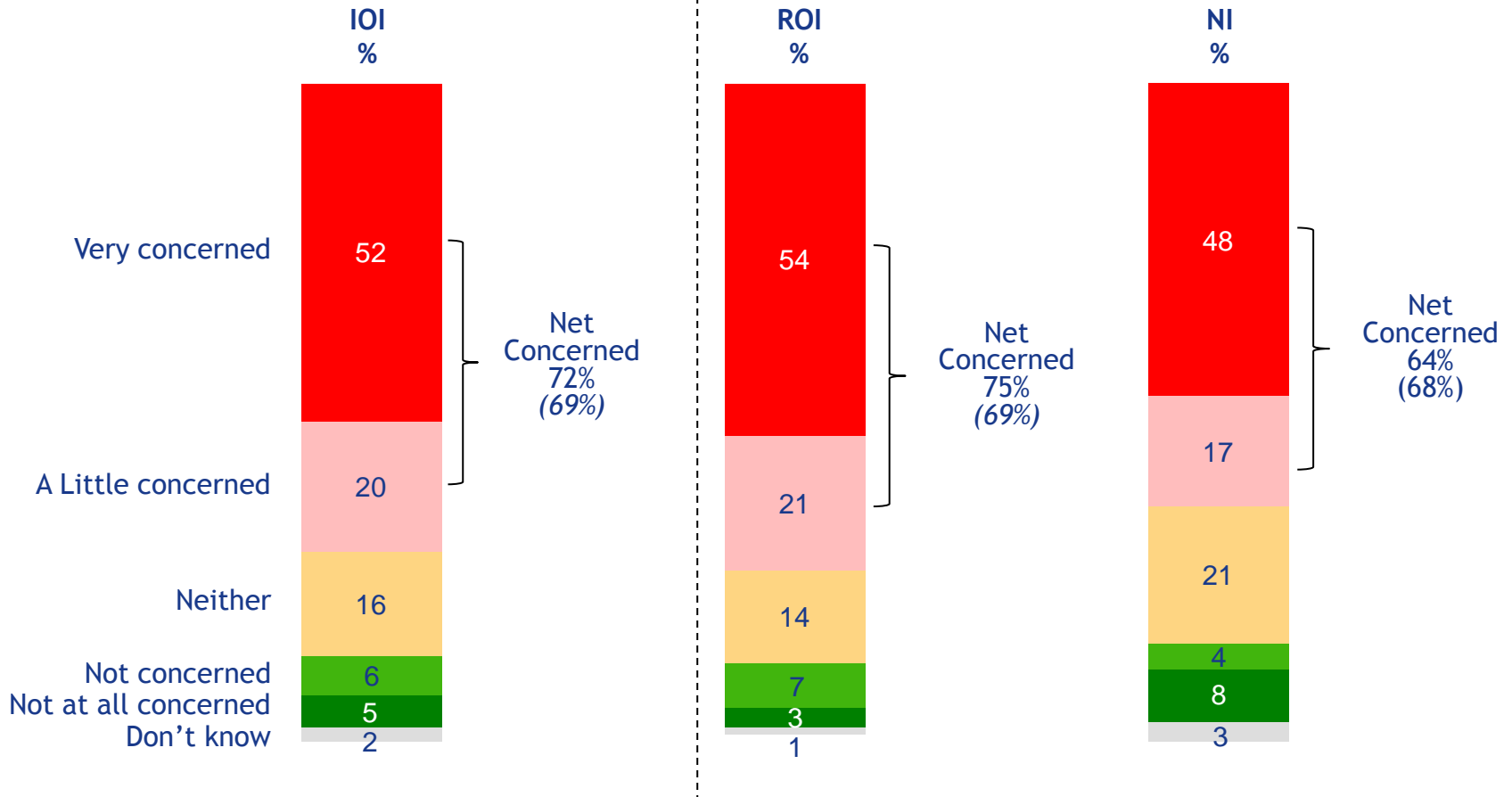
Italics=ST 4

Q. To what extent are you concerned about the following aspects of chicken production and preparation using a scale from 1 to 5, where 1 is not at all concerned and 5 is very concerned?

Concerns about chicken - VIII

Base: All Respondents (807)

WATER AND PROTEIN BEING ADDED TO ARTIFICIALLY INCREASE THE WEIGHT OF CHICKEN MEAT / CHICKEN PRODUCTS



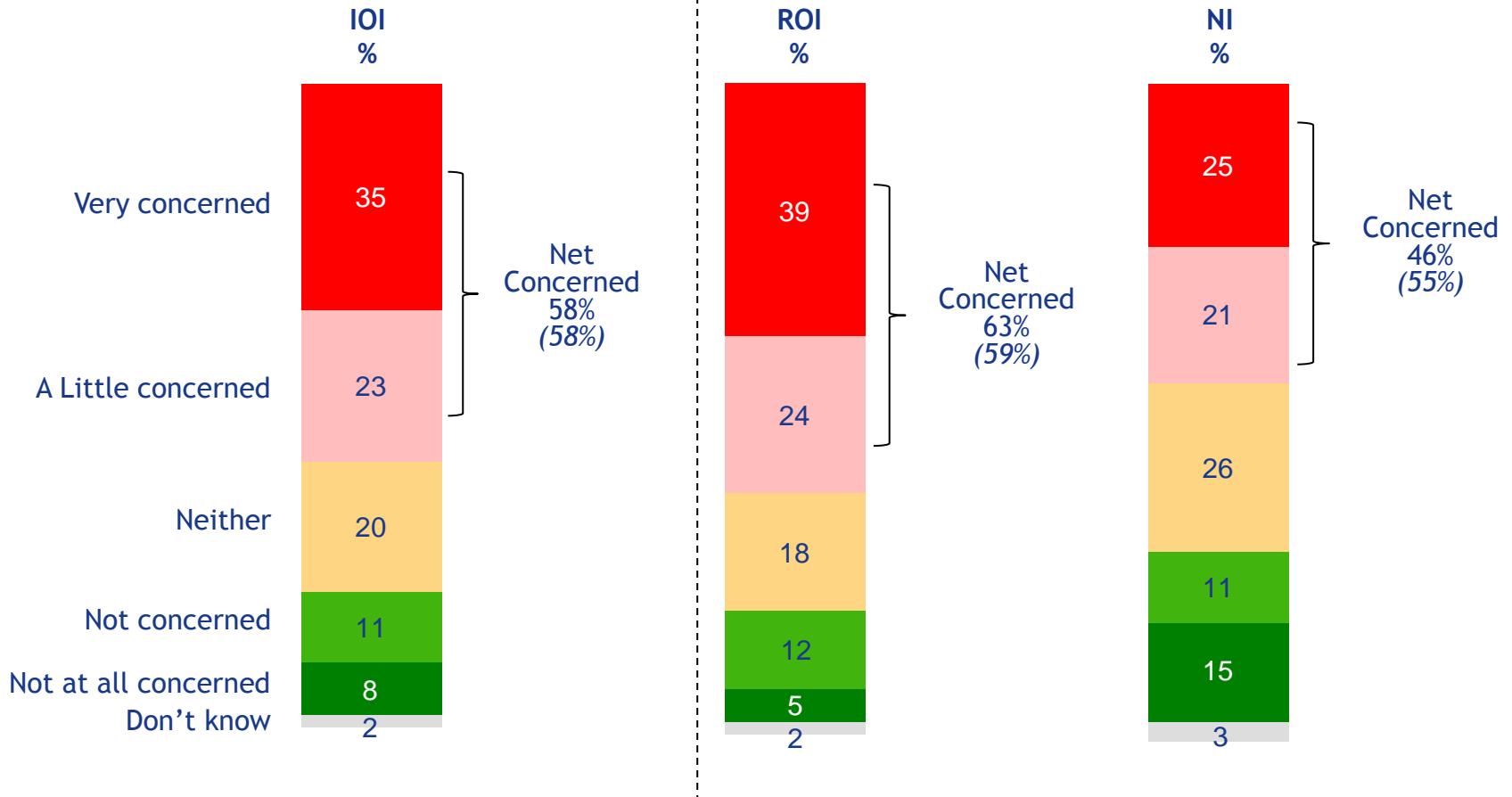
Italics=ST 4

Q. To what extent are you concerned about the following aspects of chicken production and preparation using a scale from 1 to 5, where 1 is not at all concerned and 5 is very concerned?

Concerns about chicken - IX

Base: All Respondents (807)

THE INFORMATION AVAILABLE ON LABELS OF CHICKEN MEAT/CHICKEN PRODUCTS



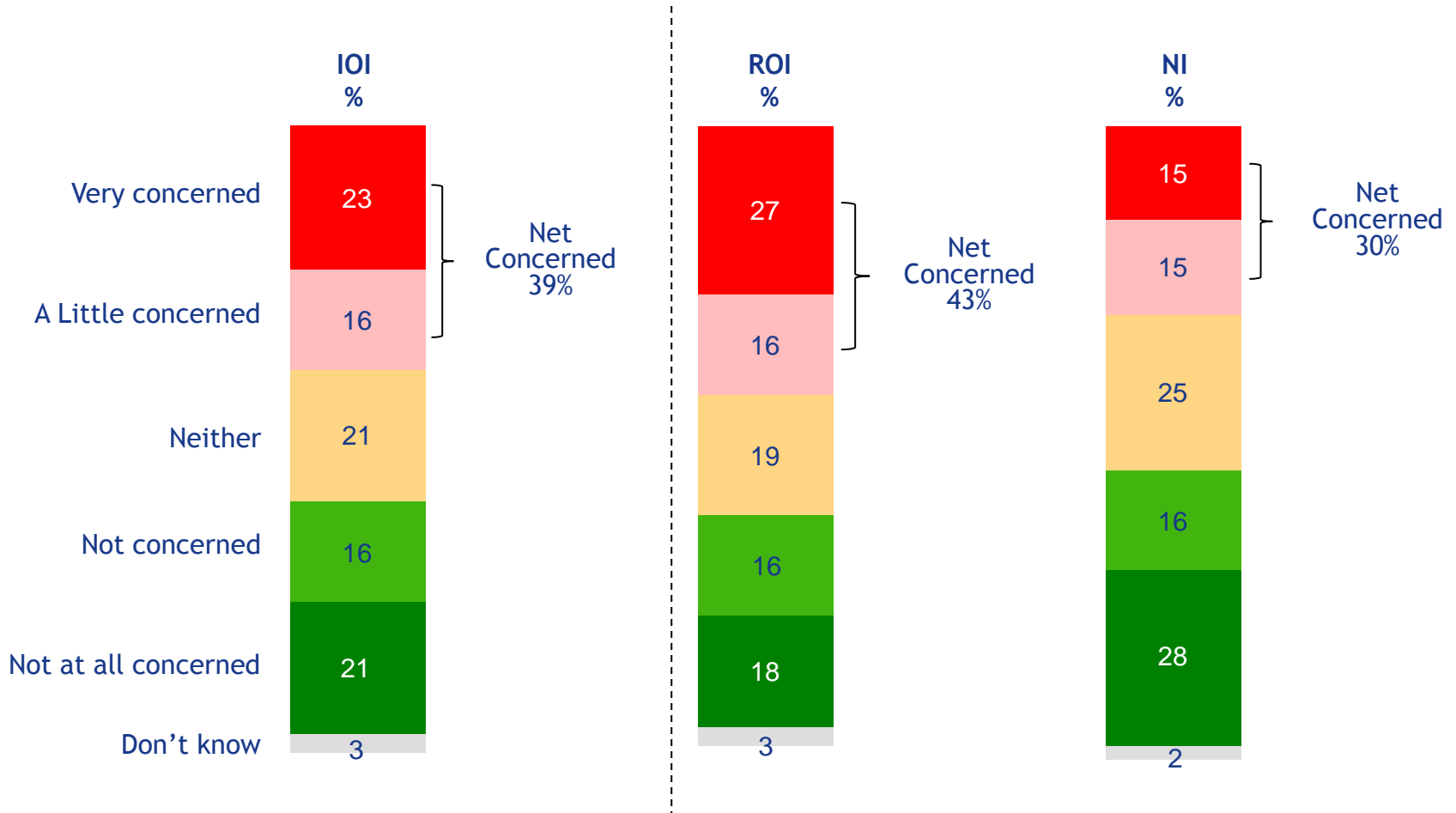
Italics=ST 4

Q. To what extent are you concerned about the following aspects of chicken production and preparation using a scale from 1 to 5, where 1 is not at all concerned and 5 is very concerned?

Concerns about chicken - X

Base: All Respondents (807)

ADDITIONAL INGREDIENTS ADDED TO CHICKEN PRODUCTS E.G. BREADCRUMBS AND BATTER



Q. To what extent are you concerned about the following aspects of chicken production and preparation using a scale from 1 to 5, where 1 is not at all concerned and 5 is very concerned?

Summary of concerns in relation to chicken production and preparation (prompted)

Base: All Respondents (807)

	Net Concerned %	ROI %	NI %
Being given undercooked chicken when eating out	85	85	86
Getting food poisoning from chicken meat/chicken products	78	78	79
The presence of campylobacter, a bacteria that causes food poisoning in chicken, chicken meat / chicken products	74	74	74
Water and protein being added to artificially increase the weight of chicken meat / chicken products	72	75	64
The presence of antibiotics in chicken meat/chicken products	71	74	64
The way chickens are reared and produced	69	70	64
The country of origin/traceability of chicken meat/chicken products	69	73	61
The information available on labels of chicken meat/chicken products	58	63	46
The way chicken meat/chicken products are packaged	46	49	38
Additional ingredients added to chicken products e.g. breadcrumbs and batter	39	43	30

- Consumers express significant levels of concern regarding most aspects of chicken production and preparation.
- Getting food poisoning is the most concerning factor, be it from undercooking or due to the presence of bacteria.
- Additives such as protein and antibiotics are next most important, followed by how and where they are reared.
- Packaging and labelling are relatively low on the list of concerns.

Q. To what extent are you concerned about the following aspects of chicken production and preparation using a scale from 1 to 5, where 1 is not at all concerned and 5 is very concerned?

Effectiveness of key factors in ensuring safety of chicken/ chicken products

Base: All who eat chicken (769)

	<i>ST 4</i>	%	<i>ST 4</i>	ROI	ROI	<i>ST 4</i>	NI
	%		%	%	%	%	%
Use by date	<i>n/a</i>	89	<i>n/a</i>	89	<i>n/a</i>	88	
Appearance of the chicken	<i>n/a</i>	82	<i>n/a</i>	83	<i>n/a</i>	80	
Colour	<i>n/a</i>	77	<i>n/a</i>	77	<i>n/a</i>	76	
Produce of Republic of Ireland / Northern Ireland	<i>n/a</i>	76	<i>n/a</i>	78	<i>n/a</i>	69	
Country of origin/traceability	63	70	62	74	67	60	
Quality assurance symbols	57	68	63	74	44	53	
Place of purchase, e.g. butcher, supermarket, local market	<i>n/a</i>	67	<i>n/a</i>	67	<i>n/a</i>	65	
Free Range	62	62	63	64	60	56	
Area in which the chicken is displayed	<i>n/a</i>	57	<i>n/a</i>	60	<i>n/a</i>	49	
Price	43	56	43	58	43	51	
Organic	51	48	55	52	43	38	
Packaging	30	47	27	53	38	31	
Brand name	48	44	51	46	41	38	

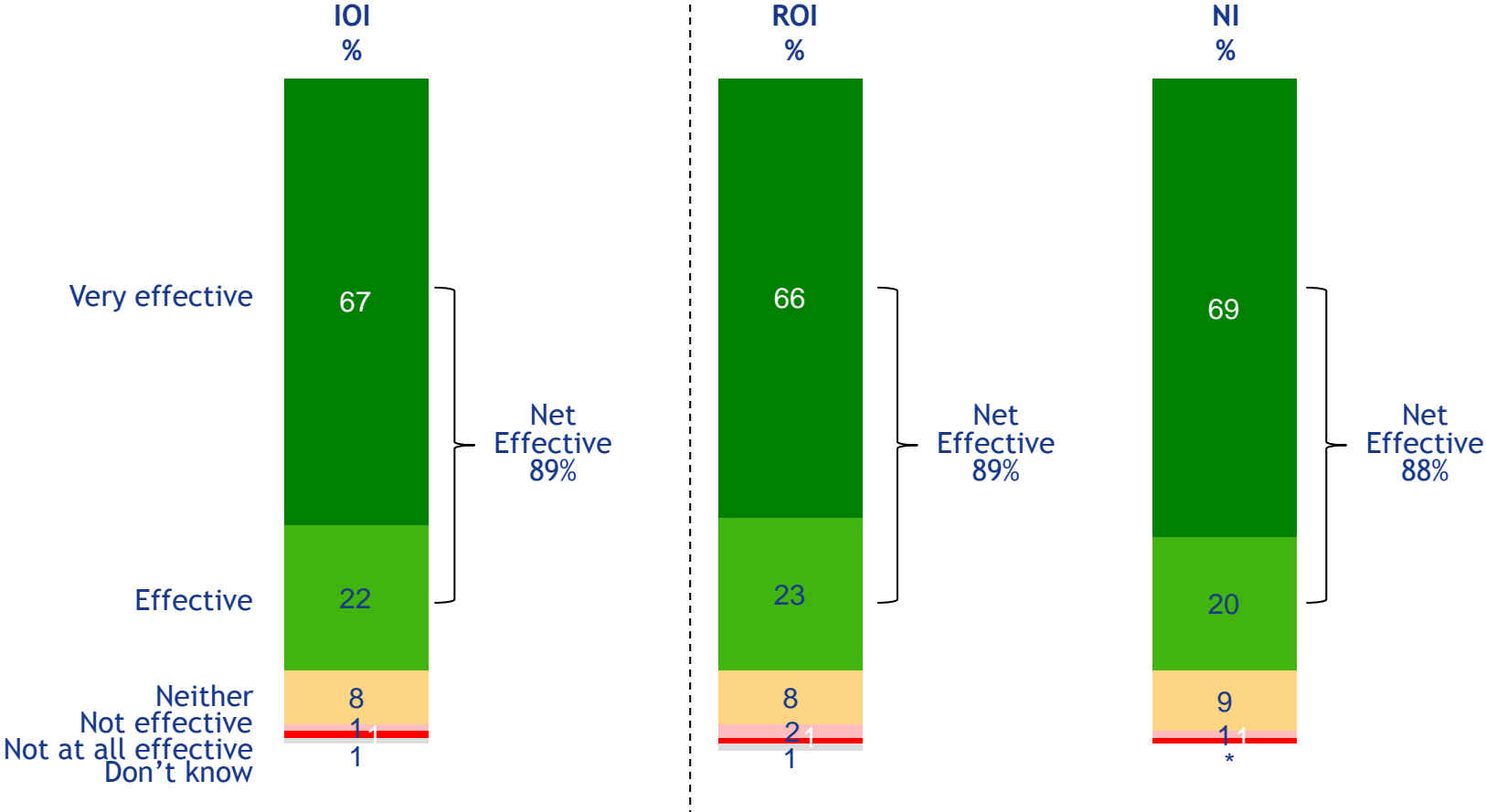
Italics=ST 4 (where available)

Q. When buying poultry, chicken meat or chicken products, how effective are the following at assuring you of the safety of the product, using a scale from 1 to 5, where 1 is not at all effective and 5 is very effective?

Effectiveness of factors in assuring of safety of chicken (I)

Base: All who eat chicken (769)

USE BY DATE

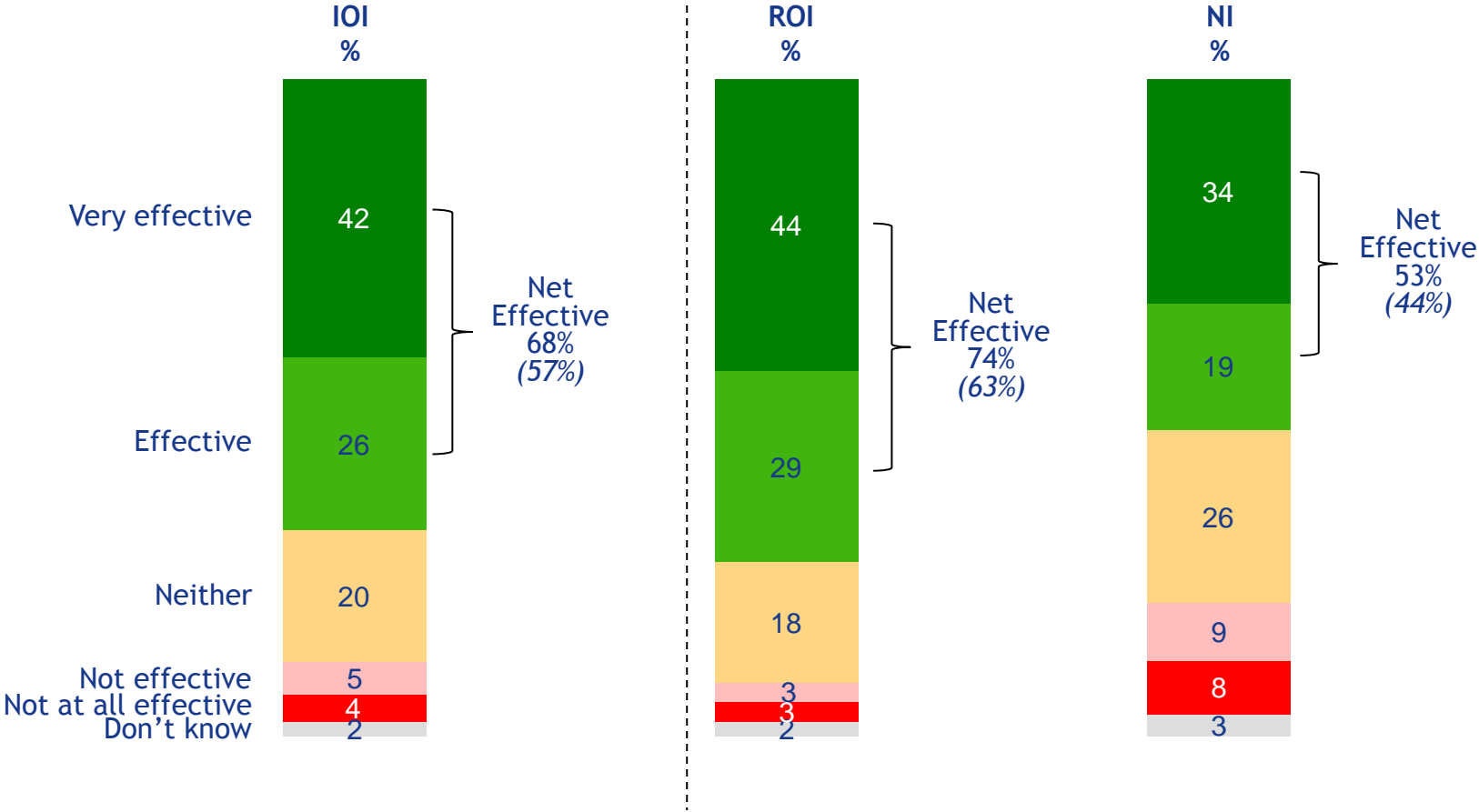


Q. When buying poultry, chicken meat or chicken products, how effective are the following at assuring you of the safety of the product, using a scale from 1 to 5, where 1 is not at all effective and 5 is very effective?

Effectiveness of factors in assuring of safety of chicken (II)

Base: All who eat chicken (769)

QUALITY ASSURANCE SYMBOLS



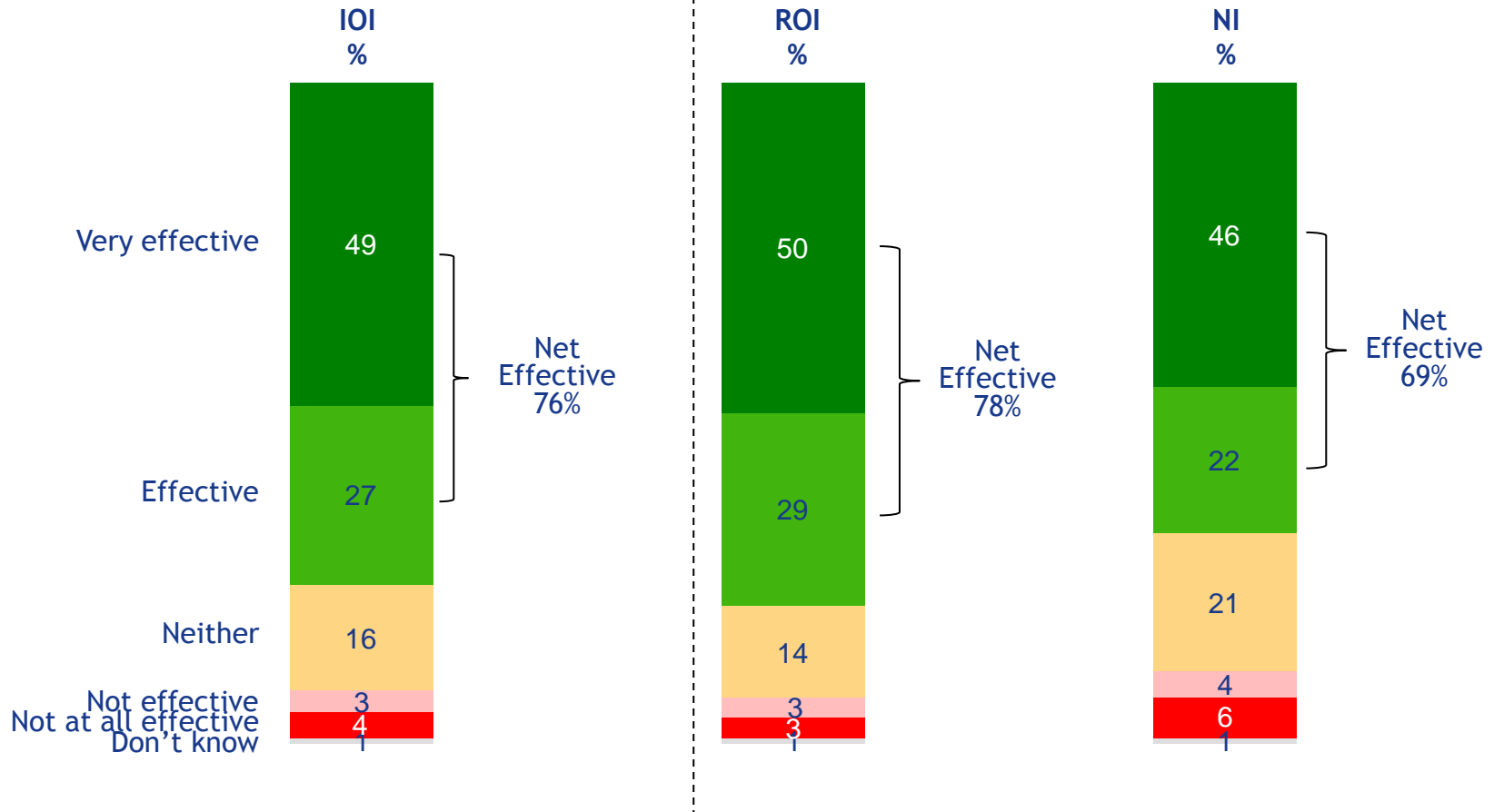
Italics=ST 4

Q. When buying poultry, chicken meat or chicken products, how effective are the following at assuring you of the safety of the product, using a scale from 1 to 5, where 1 is not at all effective and 5 is very effective?

Effectiveness of factors in assuring of safety of chicken (III)

Base: All who eat chicken (769)

PRODUCE OF REPUBLIC OF IRELAND / NORTHERN IRELAND

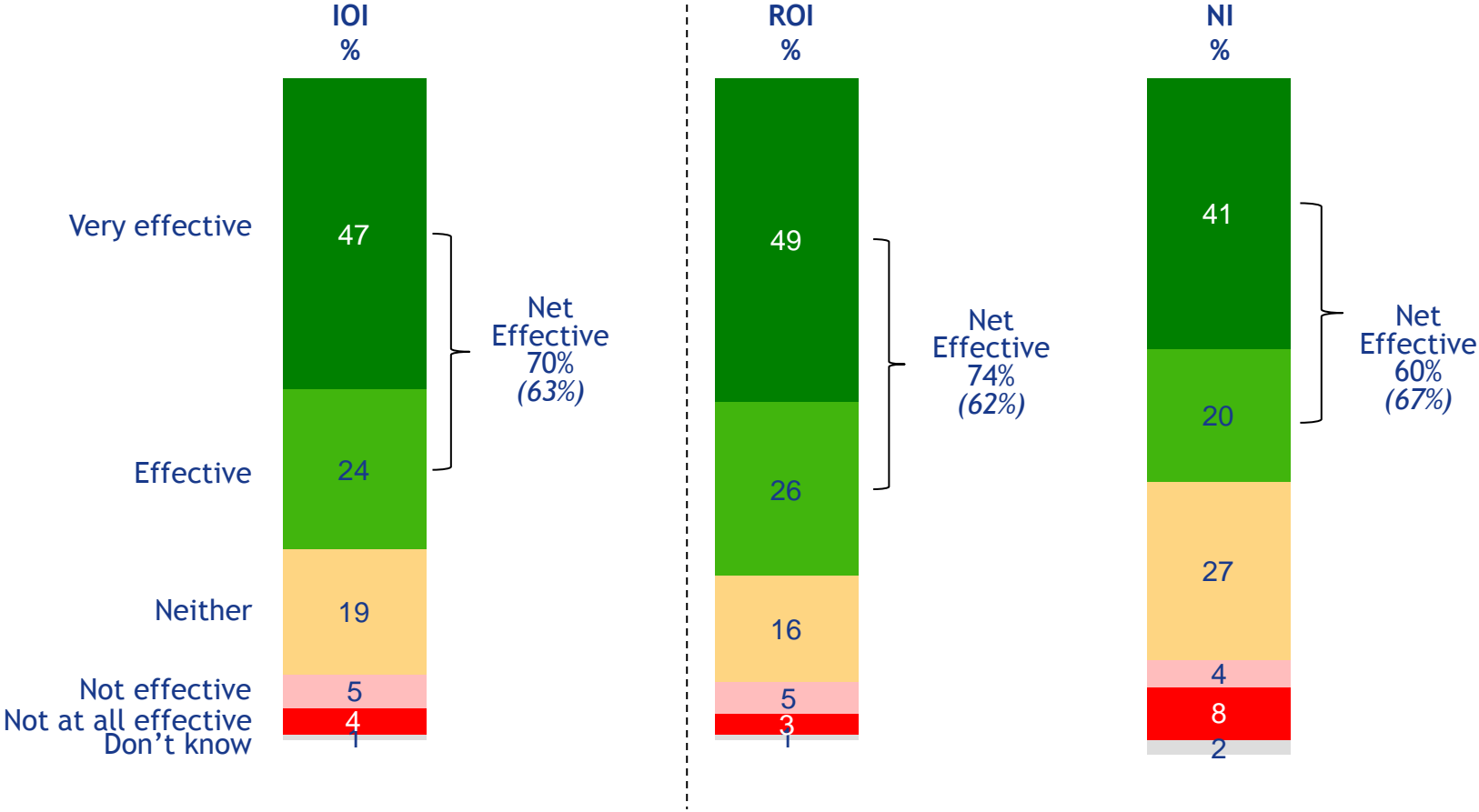


Q. When buying poultry, chicken meat or chicken products, how effective are the following at assuring you of the safety of the product, using a scale from 1 to 5, where 1 is not at all effective and 5 is very effective?

Effectiveness of factors in assuring of safety of chicken (IV)

Base: All who eat chicken (769)

COUNTRY OF ORIGIN/TRACEABILITY

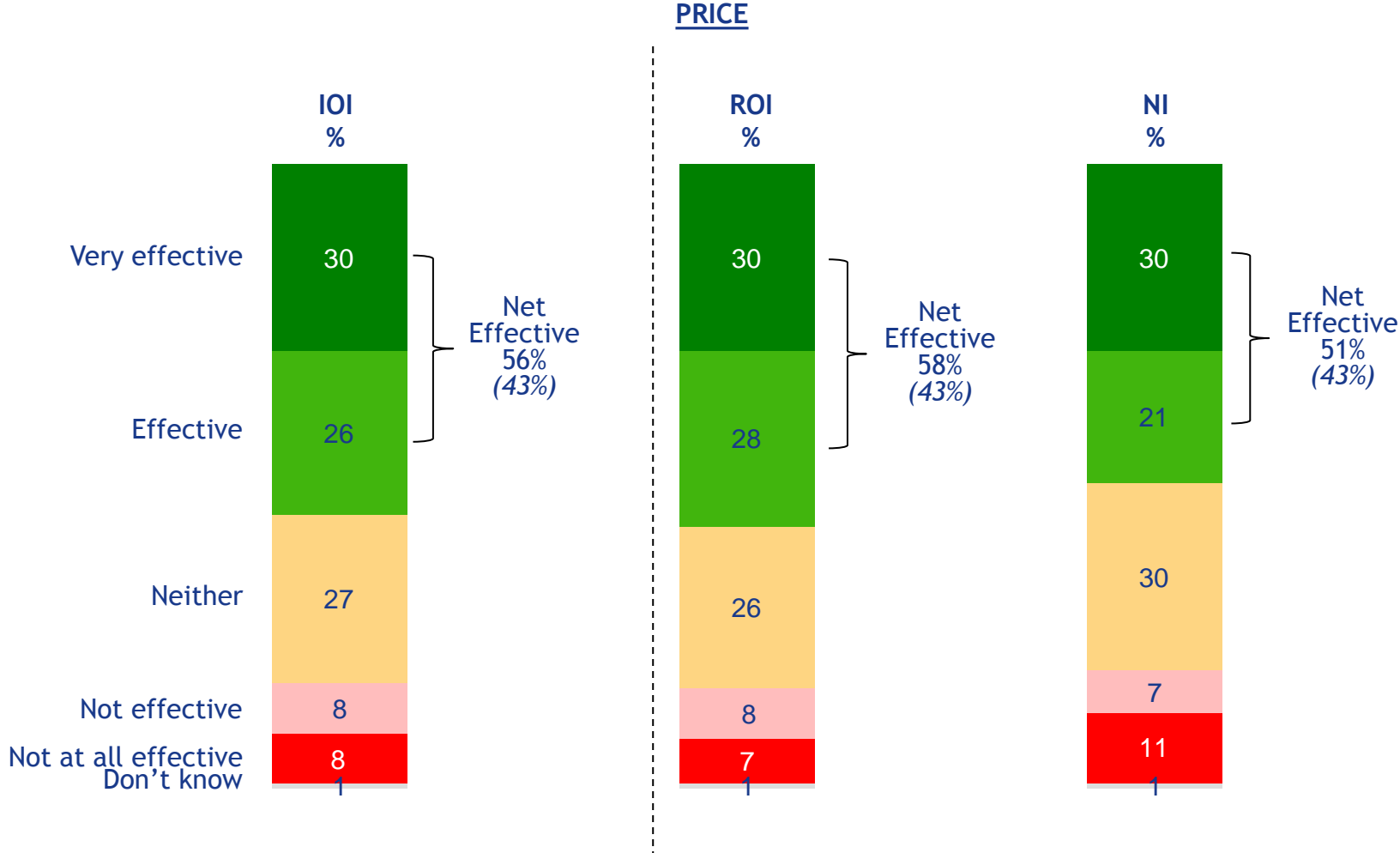


Italics=ST 4 (ST 4 refers to just 'Country of Origin')

Q. When buying poultry, chicken meat or chicken products, how effective are the following at assuring you of the safety of the product, using a scale from 1 to 5, where 1 is not at all effective and 5 is very effective?

Effectiveness of factors in assuring of safety of chicken (V)

Base: All who eat chicken (769)



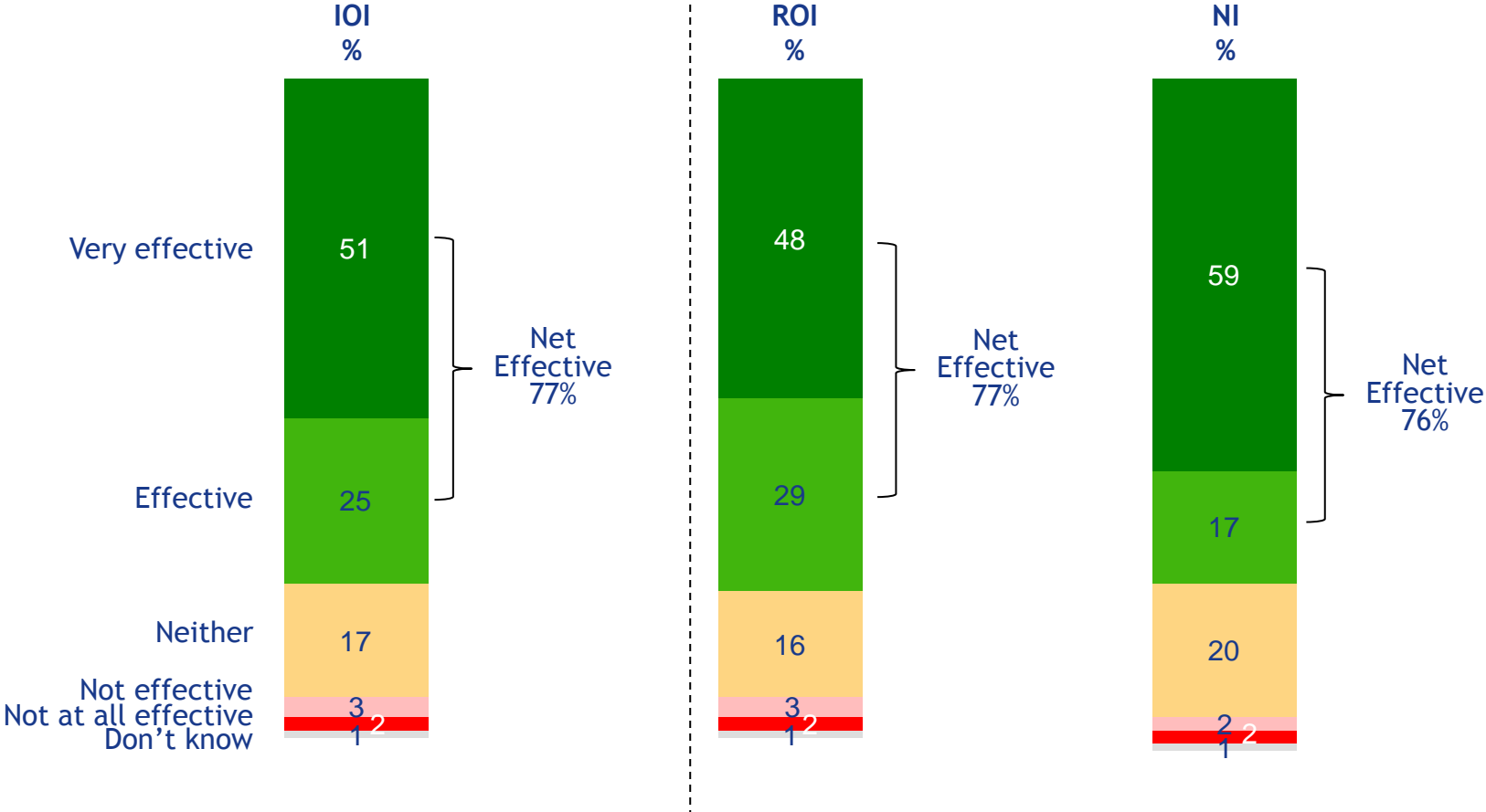
Italics=ST 4

Q. When buying poultry, chicken meat or chicken products, how effective are the following at assuring you of the safety of the product, using a scale from 1 to 5, where 1 is not at all effective and 5 is very effective?

Effectiveness of factors in assuring of safety of chicken (VI)

Base: All who eat chicken (769)

COLOUR

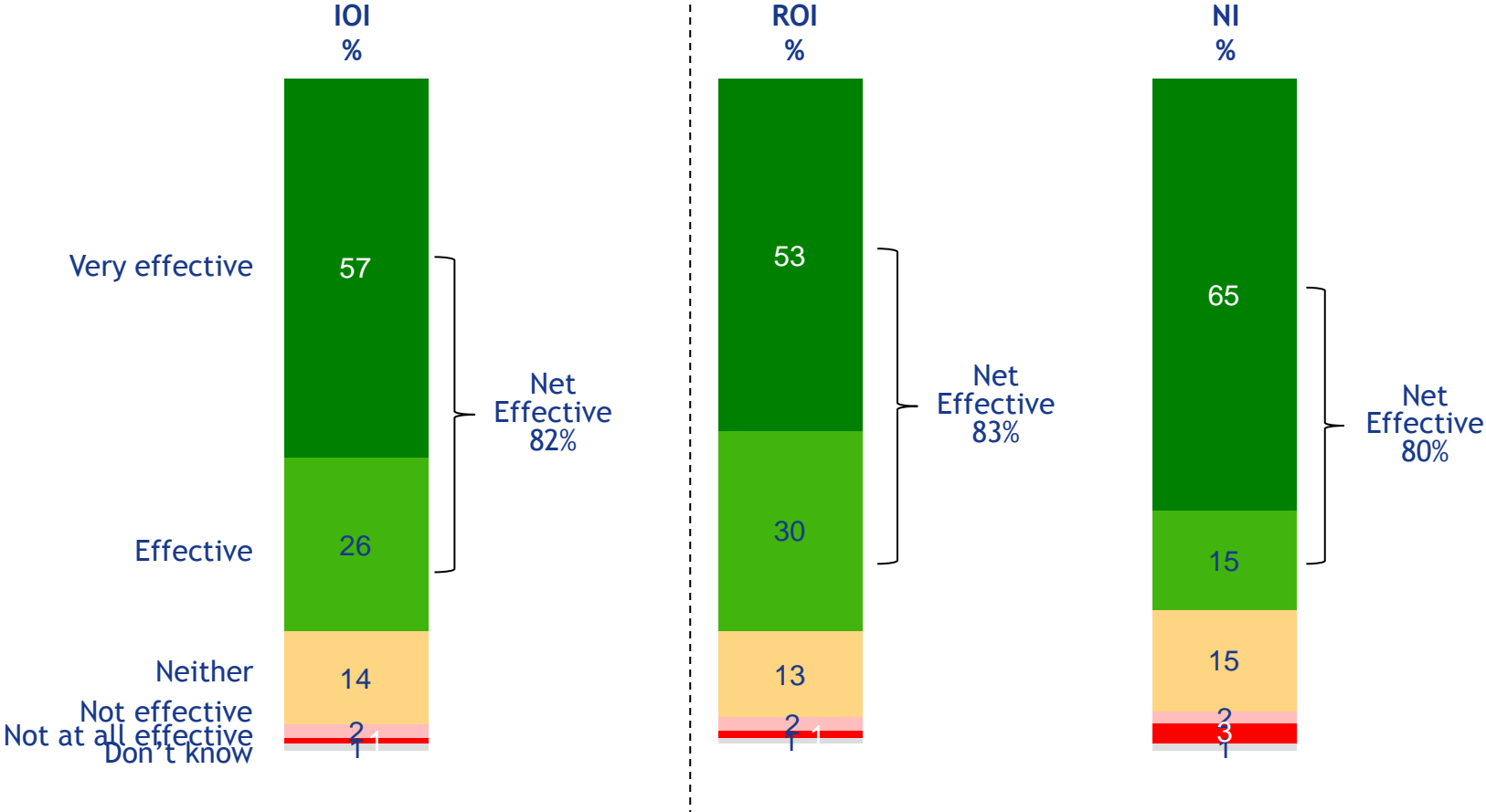


Q. When buying poultry, chicken meat or chicken products, how effective are the following at assuring you of the safety of the product, using a scale from 1 to 5, where 1 is not at all effective and 5 is very effective?

Effectiveness of factors in assuring of safety of chicken (VII)

Base: All who eat chicken (769)

APPEARANCE OF THE CHICKEN

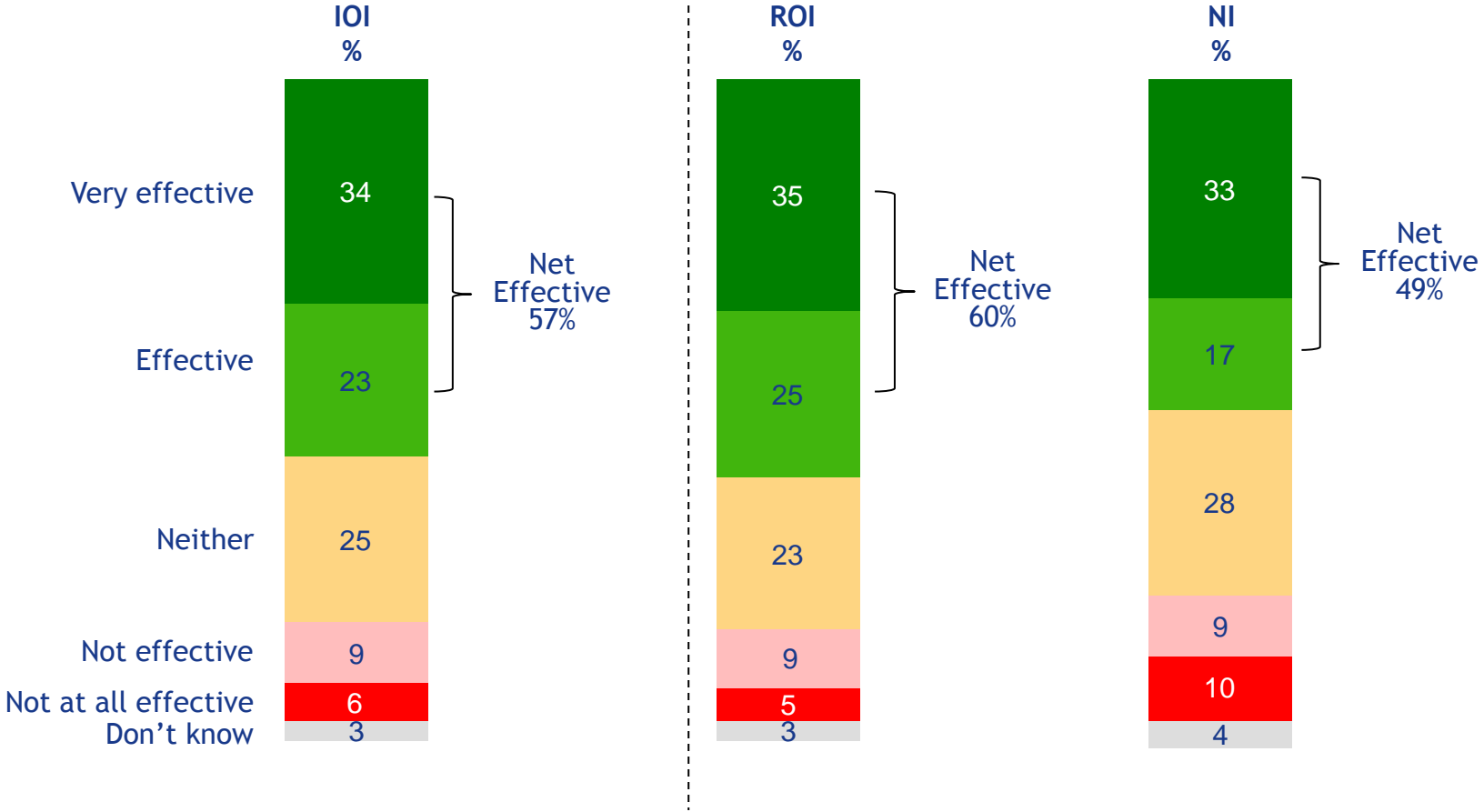


Q. When buying poultry, chicken meat or chicken products, how effective are the following at assuring you of the safety of the product, using a scale from 1 to 5, where 1 is not at all effective and 5 is very effective?

Effectiveness of factors in assuring of safety of chicken (VIII)

Base: All who eat chicken (769)

AREA IN WHICH THE CHICKEN IS DISPLAYED

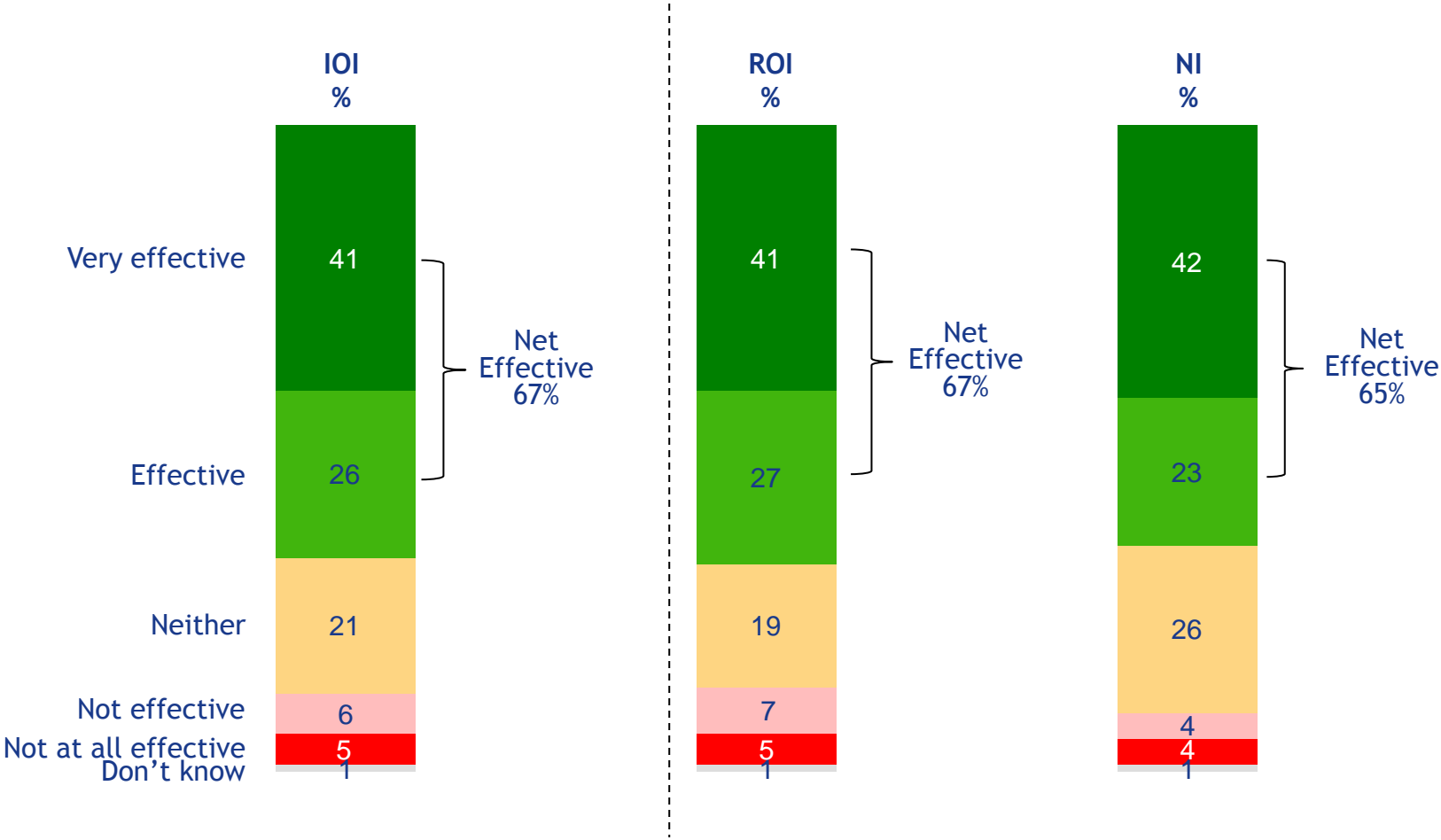


Q. When buying poultry, chicken meat or chicken products, how effective are the following at assuring you of the safety of the product, using a scale from 1 to 5, where 1 is not at all effective and 5 is very effective?

Effectiveness of factors in assuring of safety of chicken (IX)

Base: All who eat chicken (769)

PLACE OF PURCHASE, E.G. BUTCHER, SUPERMARKET, LOCAL MARKET

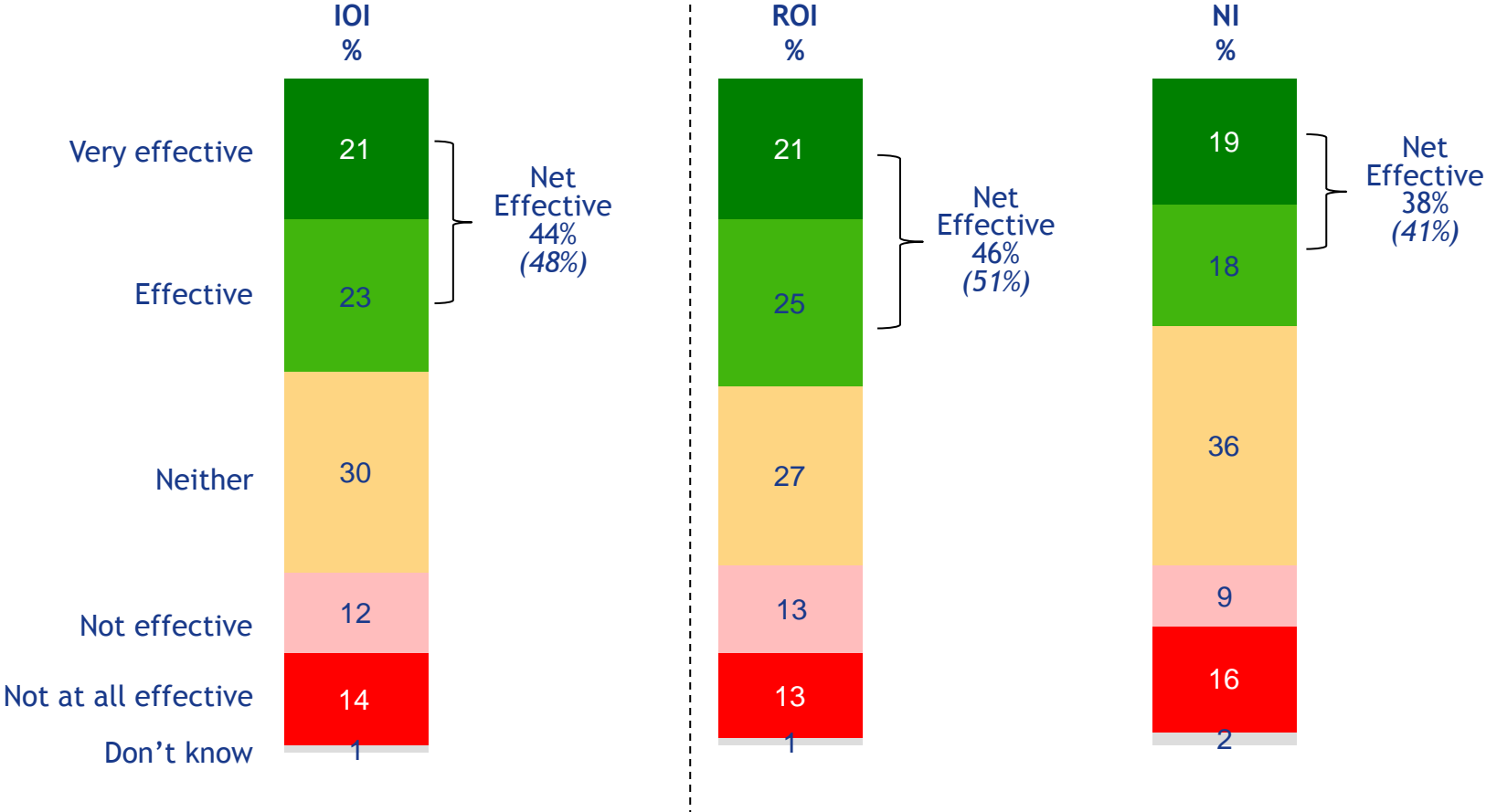


Q. When buying poultry, chicken meat or chicken products, how effective are the following at assuring you of the safety of the product, using a scale from 1 to 5, where 1 is not at all effective and 5 is very effective?

Effectiveness of factors in assuring of safety of chicken (X)

Base: All who eat chicken (769)

BRAND NAME

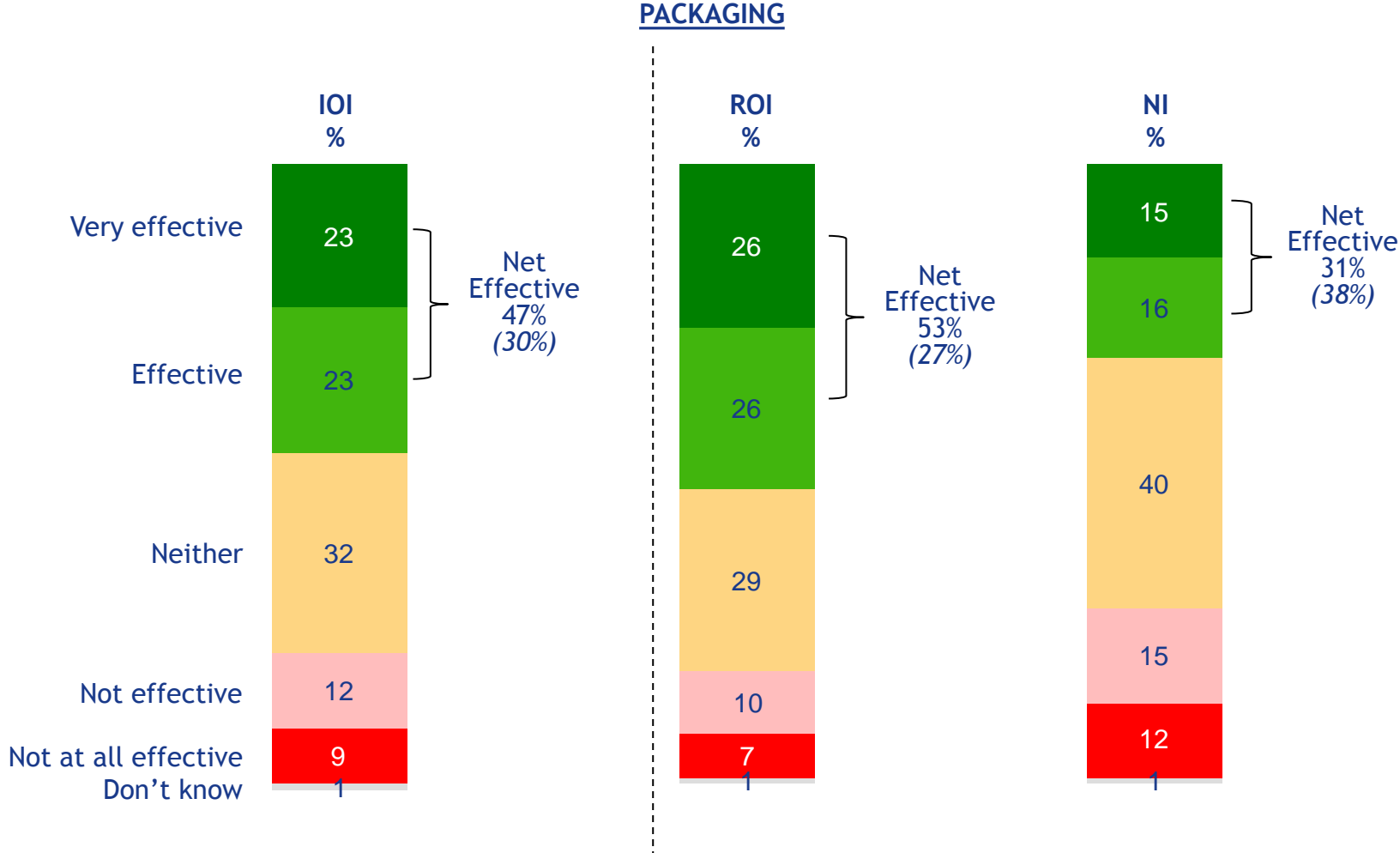


Italics=ST 4

Q. When buying poultry, chicken meat or chicken products, how effective are the following at assuring you of the safety of the product, using a scale from 1 to 5, where 1 is not at all effective and 5 is very effective?

Effectiveness of factors in assuring of safety of chicken (XI)

Base: All who eat chicken (769)



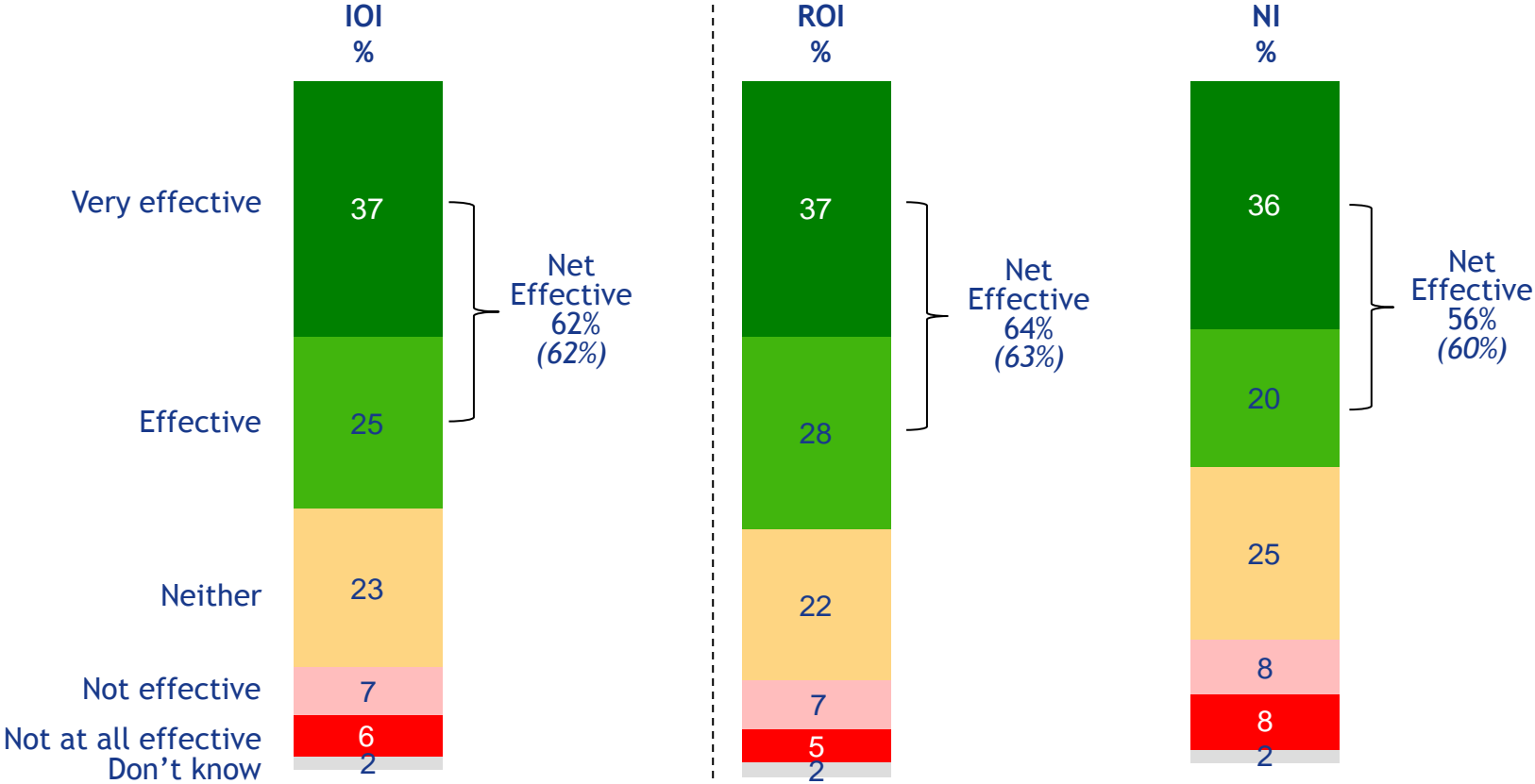
Italics=ST 4

Q. When buying poultry, chicken meat or chicken products, how effective are the following at assuring you of the safety of the product, using a scale from 1 to 5, where 1 is not at all effective and 5 is very effective?

Effectiveness of factors in assuring of safety of chicken (XII)

Base: All who eat chicken (769)

FREE RANGE

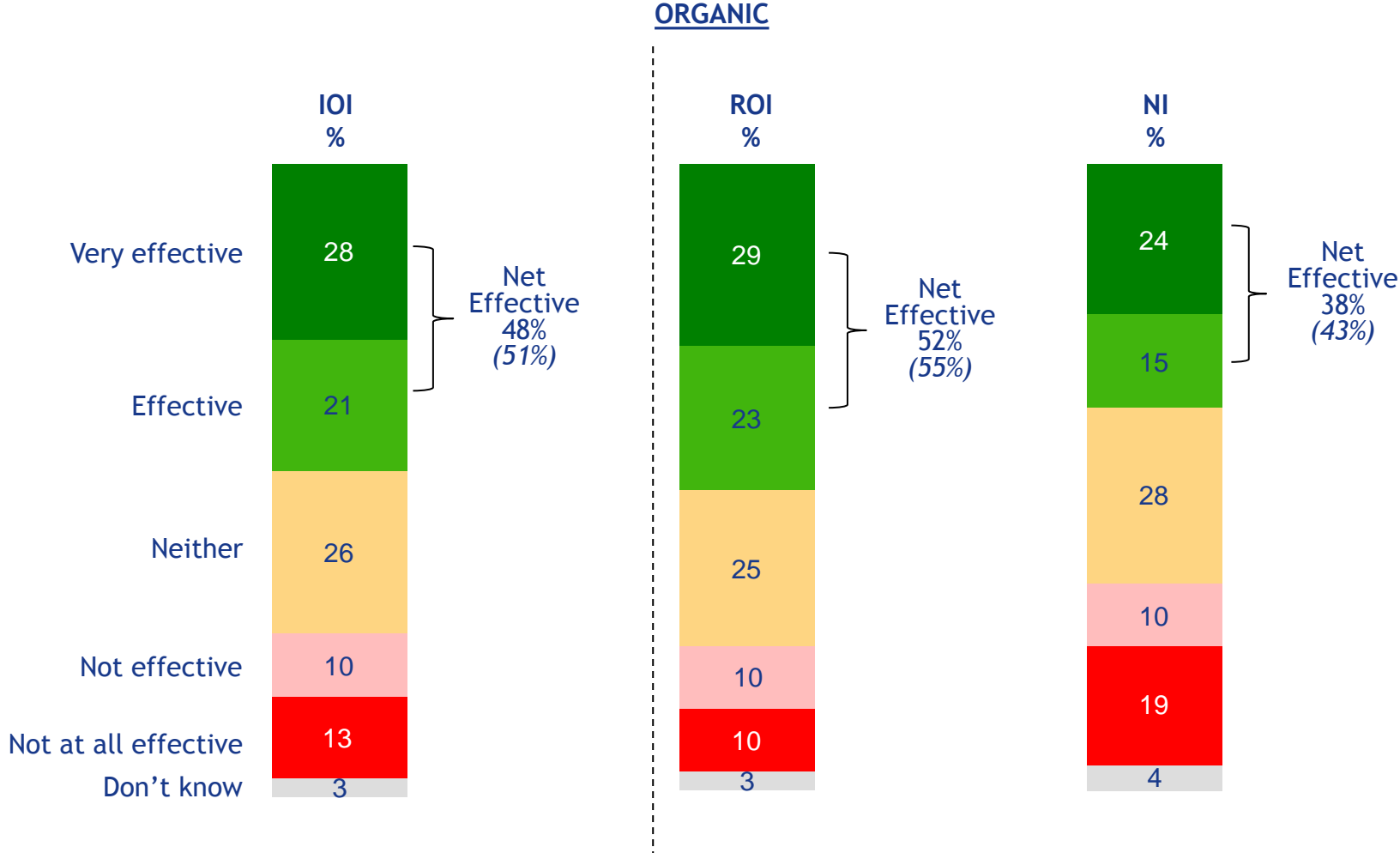


Italics=ST 4

Q. When buying poultry, chicken meat or chicken products, how effective are the following at assuring you of the safety of the product, using a scale from 1 to 5, where 1 is not at all effective and 5 is very effective?

Effectiveness of factors in assuring of safety of chicken (XIII)

Base: All who eat chicken (769)



Italics=ST 4

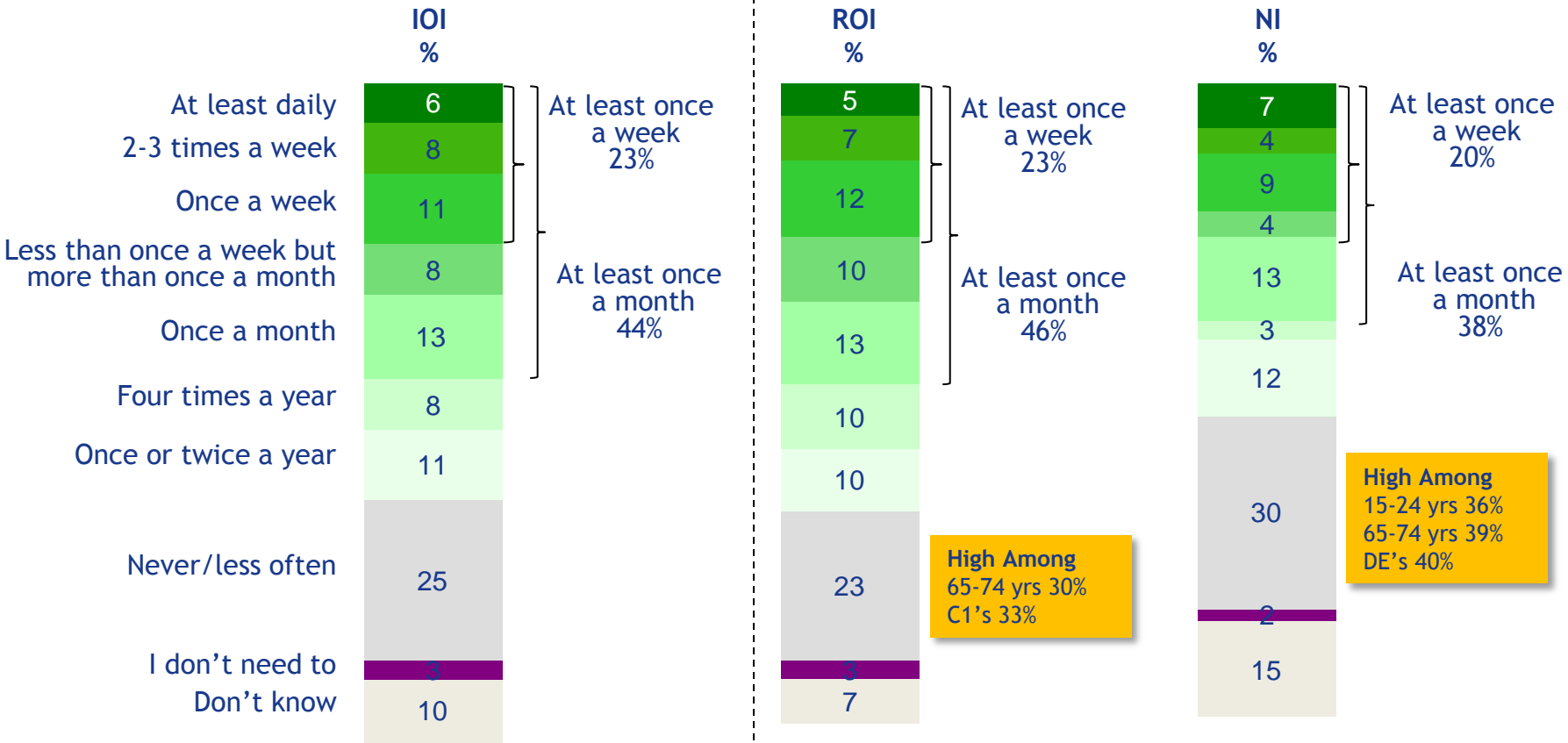
Q. When buying poultry, chicken meat or chicken products, how effective are the following at assuring you of the safety of the product, using a scale from 1 to 5, where 1 is not at all effective and 5 is very effective?

Fridges - checks & maintenance

Frequency of checking fridge temperature

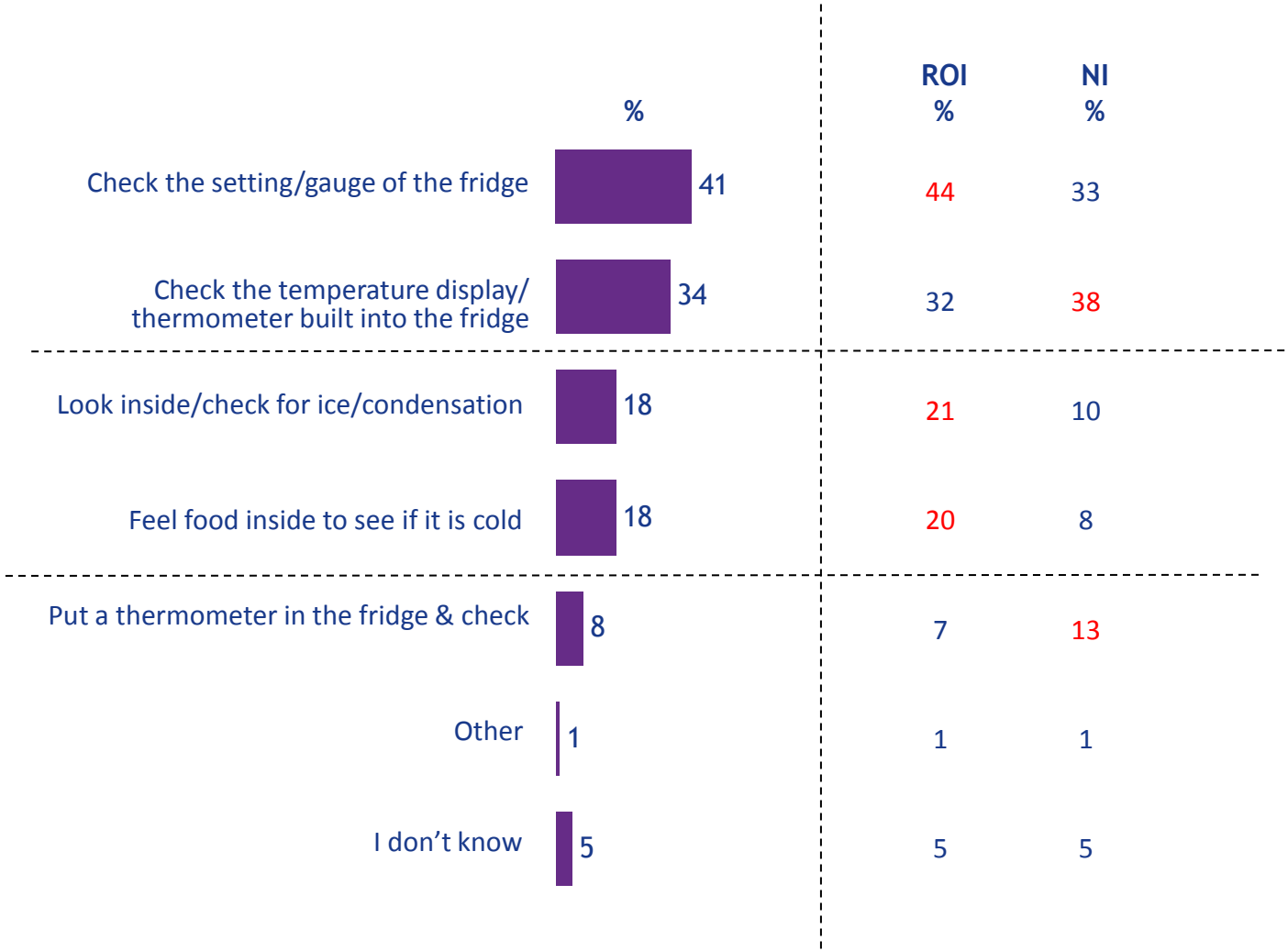
Base: All Respondents (807)

One in four ROI adults (23%), and one in five NI adults (20%) check their fridge at least once a week.



How the temperature is checked in practice

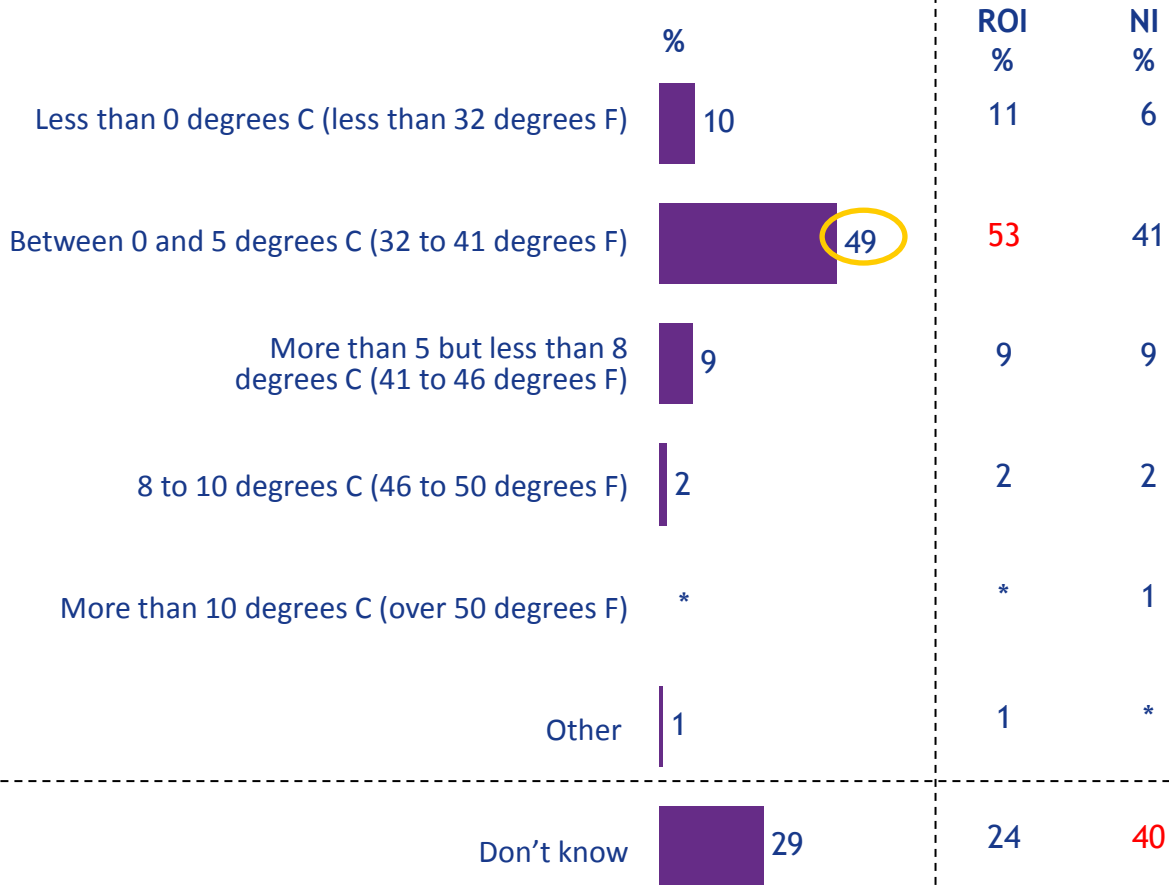
Base: All who check the temperature of their fridge (501)



Most adhere to standard practice of checking the gauge or temperature display.

Correct temperature of fridge

Base: All Respondents (807)

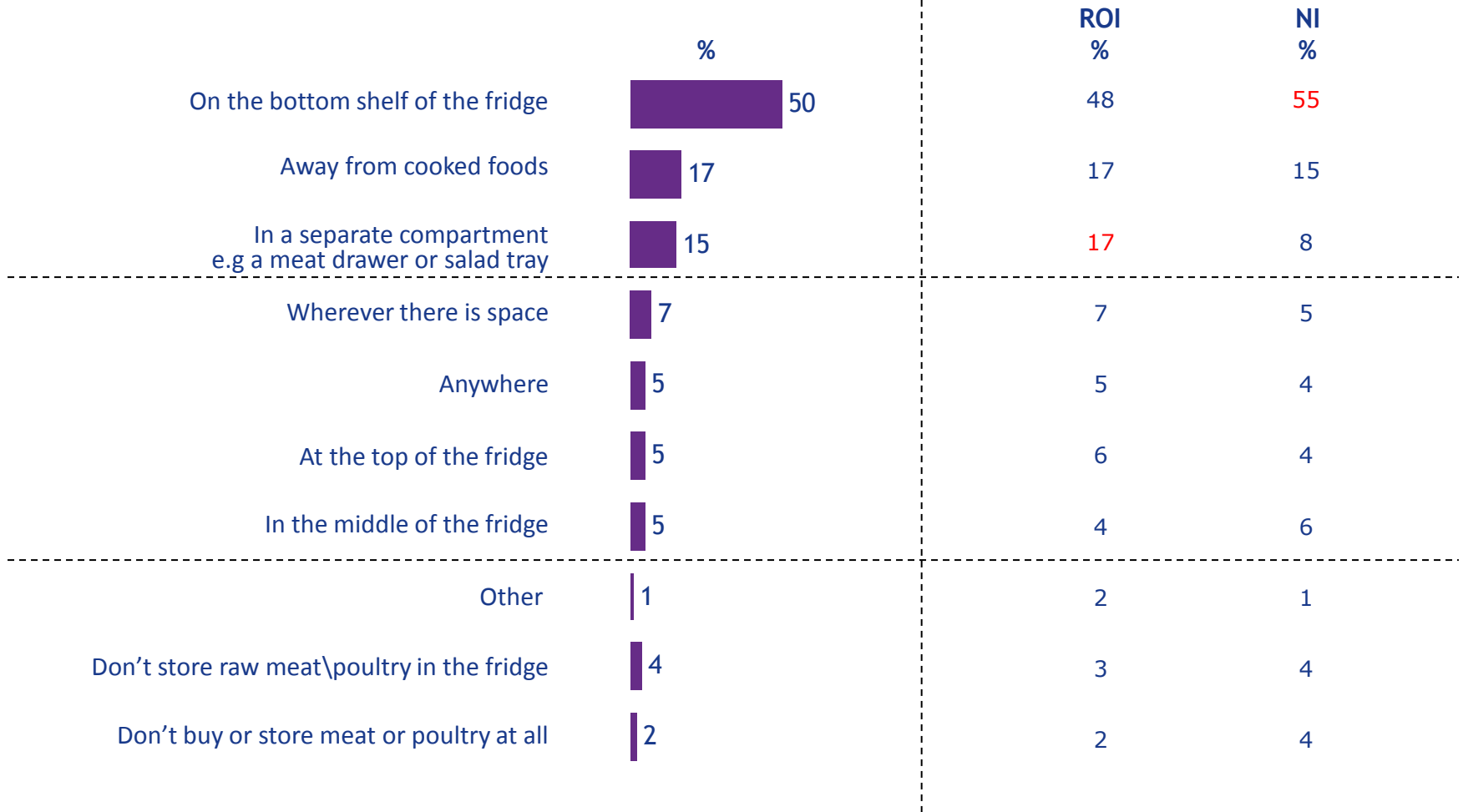


- In NI, ABC1's (47%), parents (49%) and married couples (46%) are more likely to get this right.
- In ROI, those aged 25-34 (61%) and 35-49 (58%), as well as married people (58%) and AB's (63%) are more likely to get it right.

Storage of raw meat and poultry

Base: All Respondents (807)

- High level of mention of correct storage behaviour.
- NI adults more likely to favour the bottom shelf, whereas ROI adults more likely to use a separate compartment.



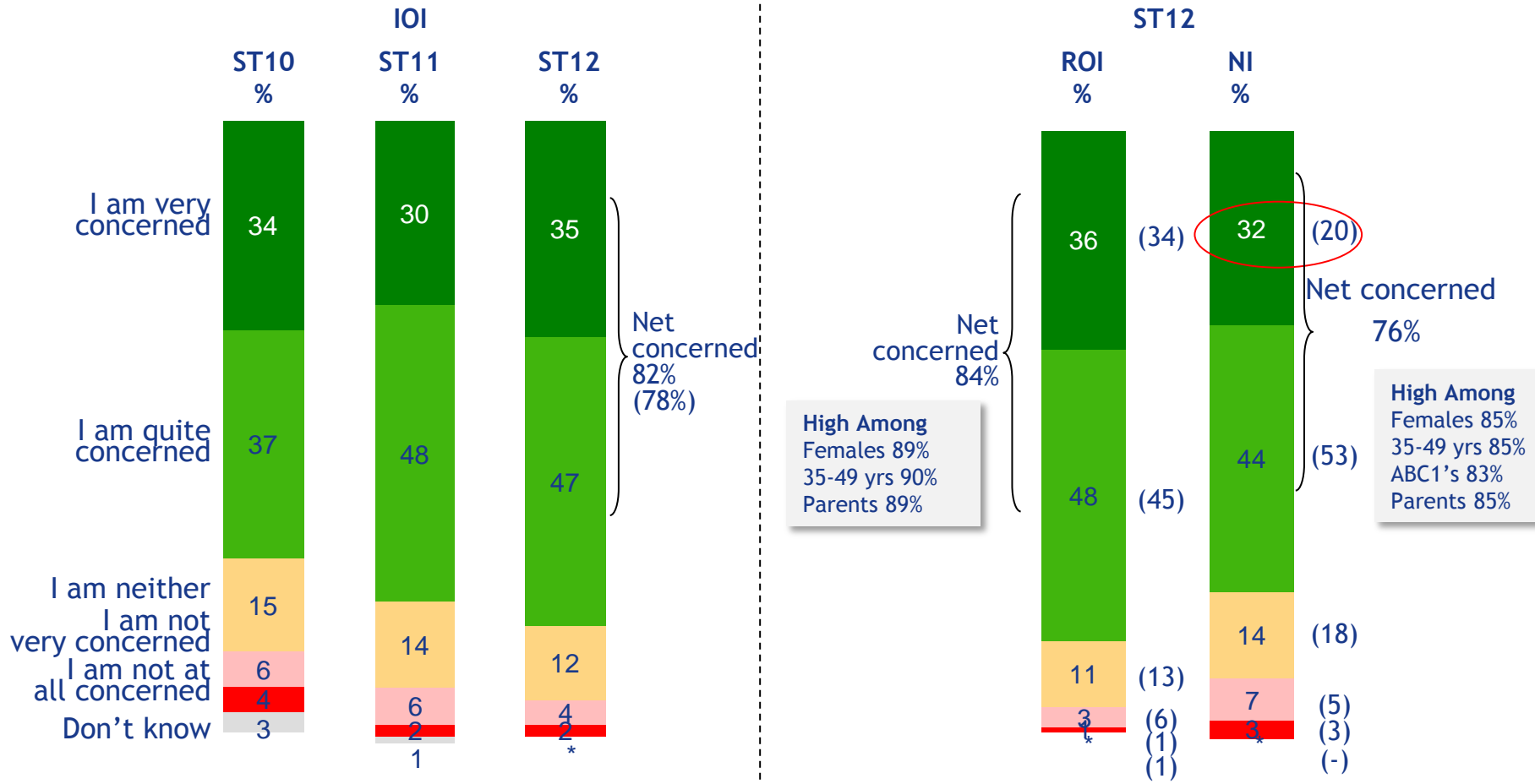
Attitudes towards Healthy Eating



Healthy Eating Concerns

Base: All Respondents (807)

Concerns about healthy eating have increased in ROI overall, and in NI they have remained static at an overall level, but the proportion of those “very concerned” has increased.

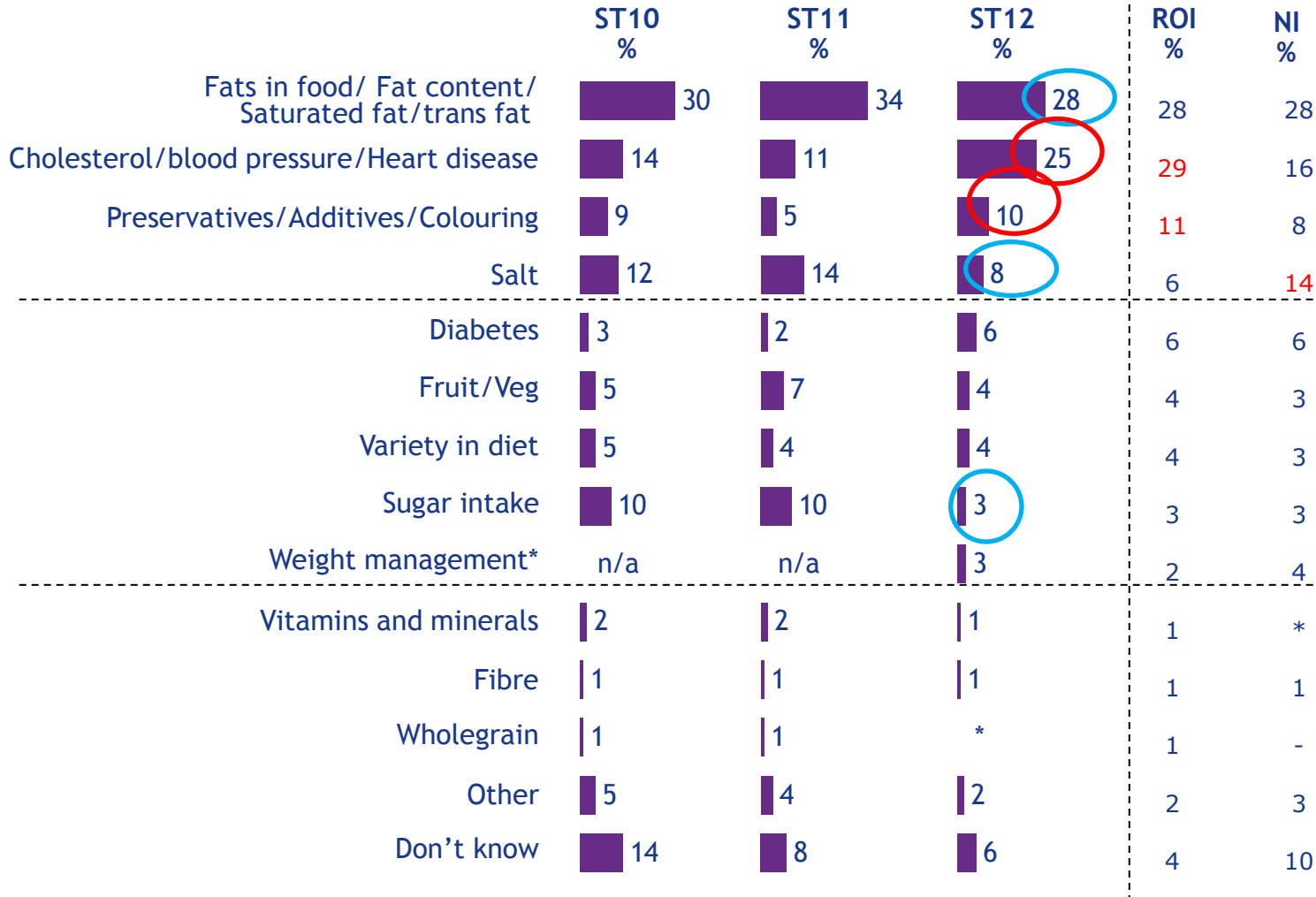


() Bracketed figure denote ST11

Q. Generally speaking which of these statements best describes your attitude to healthy eating?

Healthy Eating - Issue of Most Concern

Base: All Respondents (807)



- Concerns about fat, sugar and salt intake have declined overall, but cholesterol and preservatives have increased.
- In NI <24's are much more concerned about salt (20%).
- Cholesterol etc more of an issue for those aged 50-64 in ROI (42%) and NI (22%).

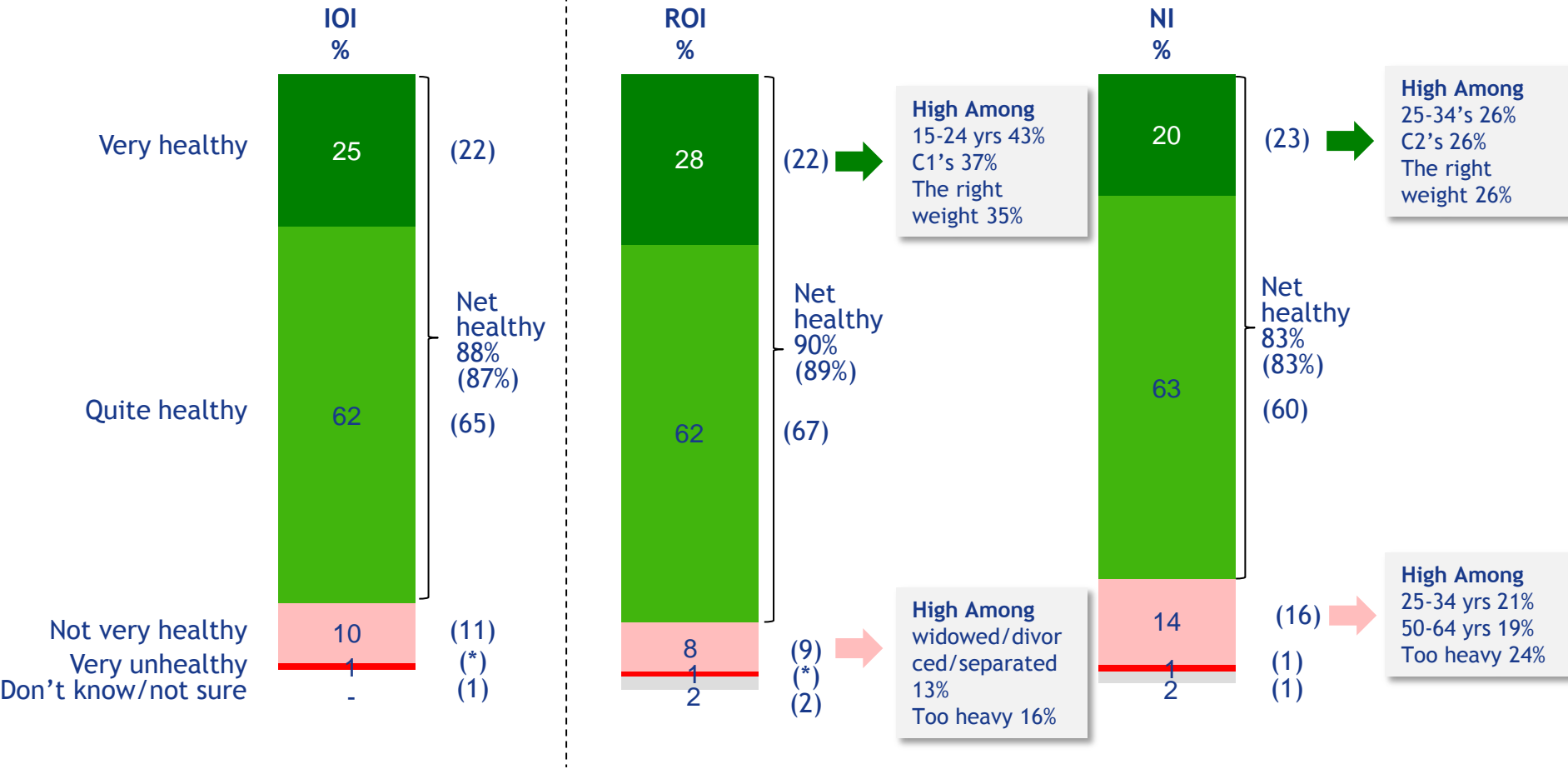
* New answer code added 2010

Q. What one food related issue are you most concerned about?

Perceptions of personal health

Base: All Respondents (807)

Similar ratings of own personal health since ST11.



() Bracketed figure denote ST11

Q. How healthy would you consider yourself to be?

Barriers to Healthy Eating

Base: All Respondents (807)

	ST11 IOI %	ST12 IOI %	ST12 ROI %	ST11 ROI %	ST12 NI %	ST11 NI %
Busy lifestyle/lack of time	30	27	30	32	21	24
I don't want to give up certain foods	16	17	19	17	22	14
Healthy food is too expensive	10	15	15	10	16	10
It's too difficult to change	9	8	9	8	5	9
Processed/take away food is a quick and tasty option	8	8	9	8	7	10
I don't want to change	3	8	8	3	9	5
No willpower	10	7	7	11	8	9
Difficult because I eat out a lot	3	4	5	4	2	2
Healthy food does not fill me up	3	3	4	3	1	3
I don't know how to cook	2	3	4	2	*	1
Don't like the taste of healthy food	3	2	2	3	3	3
Access to healthy food	n/a	1	1	n/a	1	n/a
None, I always eat healthy	26	26	27	26	24	34
Don't know/not sure	5	5	4	5	9	3
Other	6	3	2	6	4	6

- Busy lifestyle seen as the greatest barrier to eating healthily.
- In NI, parents (26%), ABC1's (27%) and those 35-49 yrs (31%) are most likely to say busy lifestyle, in ROI it is <35's (39%) and AB's (38%).
- Expense has grown in importance as a barrier in ST12 in both regions - in NI higher among DE's (27%) and C2's in ROI (20%).
- One in four say there are no barriers as they always eat healthily: most likely women in NI (29%), those 50+ (29%) and C1's (31%); also C1's in ROI (34%) and 35+ yrs (33%)
- Of those who admit they are 'too heavy' the main barriers in NI are busy lifestyle (30%) and don't want to give up certain foods (22%); the latter is 27% in ROI.
- 10% of 15-24's in ROI say they don't know how to cook.

*New code added 2010

Q. What do you feel are the main barriers that stop you from eating healthily?

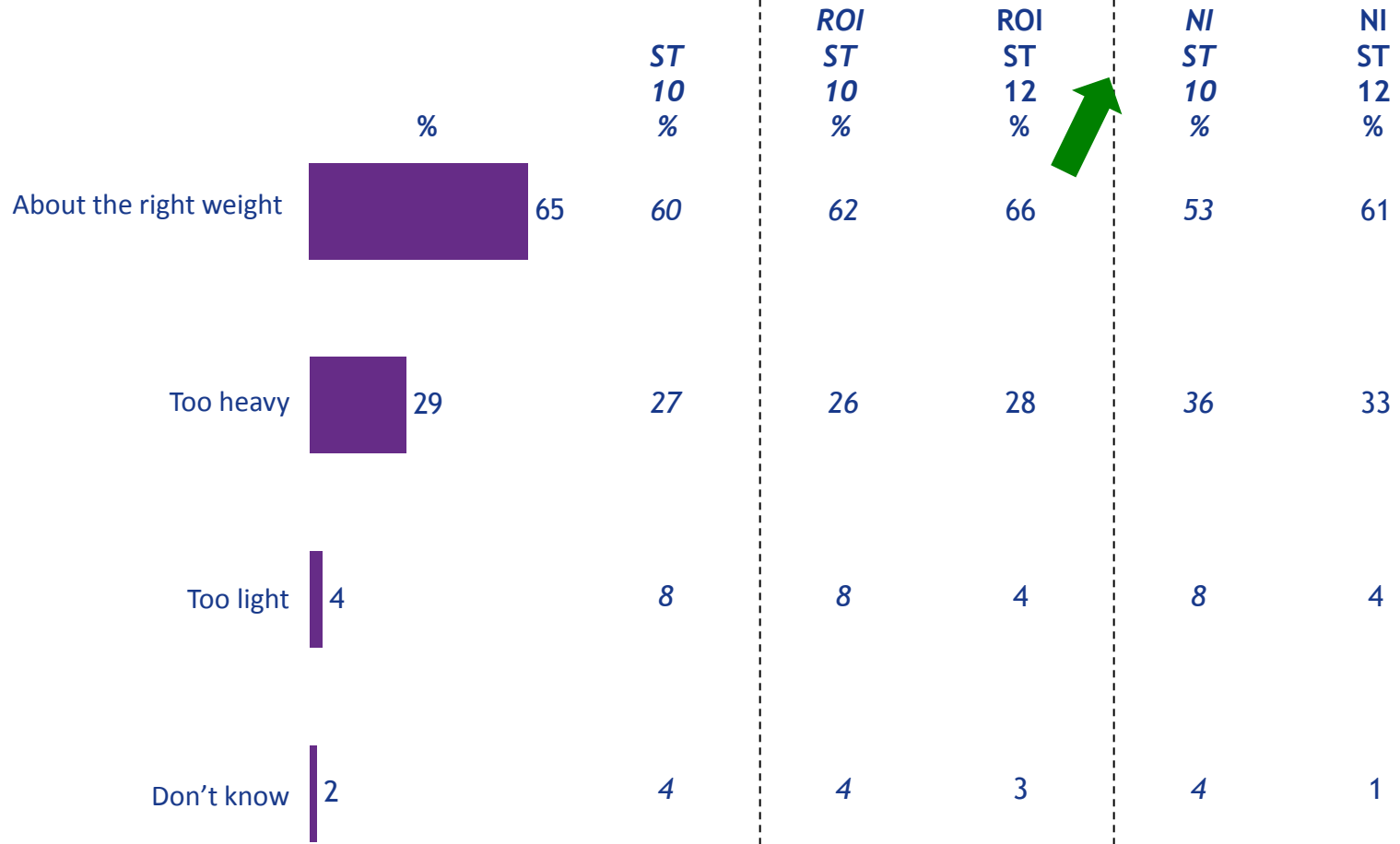
Dieting & weight loss

Perceptions of own weight

Base: All Respondents (807)

Higher Among	%
Males	71
U 35s	78
Single	74
C1s	73

Higher Among	%
16-24s	73
U 35s	67
Single	73



•Overall, women are less likely than men to feel that they are the right weight. (61% in ROI and 59% in NI).

•Under 35s and single people are more likely to feel that they are the right weight both in ROI and NI.

•In ROI, over 35s are more likely to say they are 'too heavy' (34%), with this trend echoed in NI (37%).

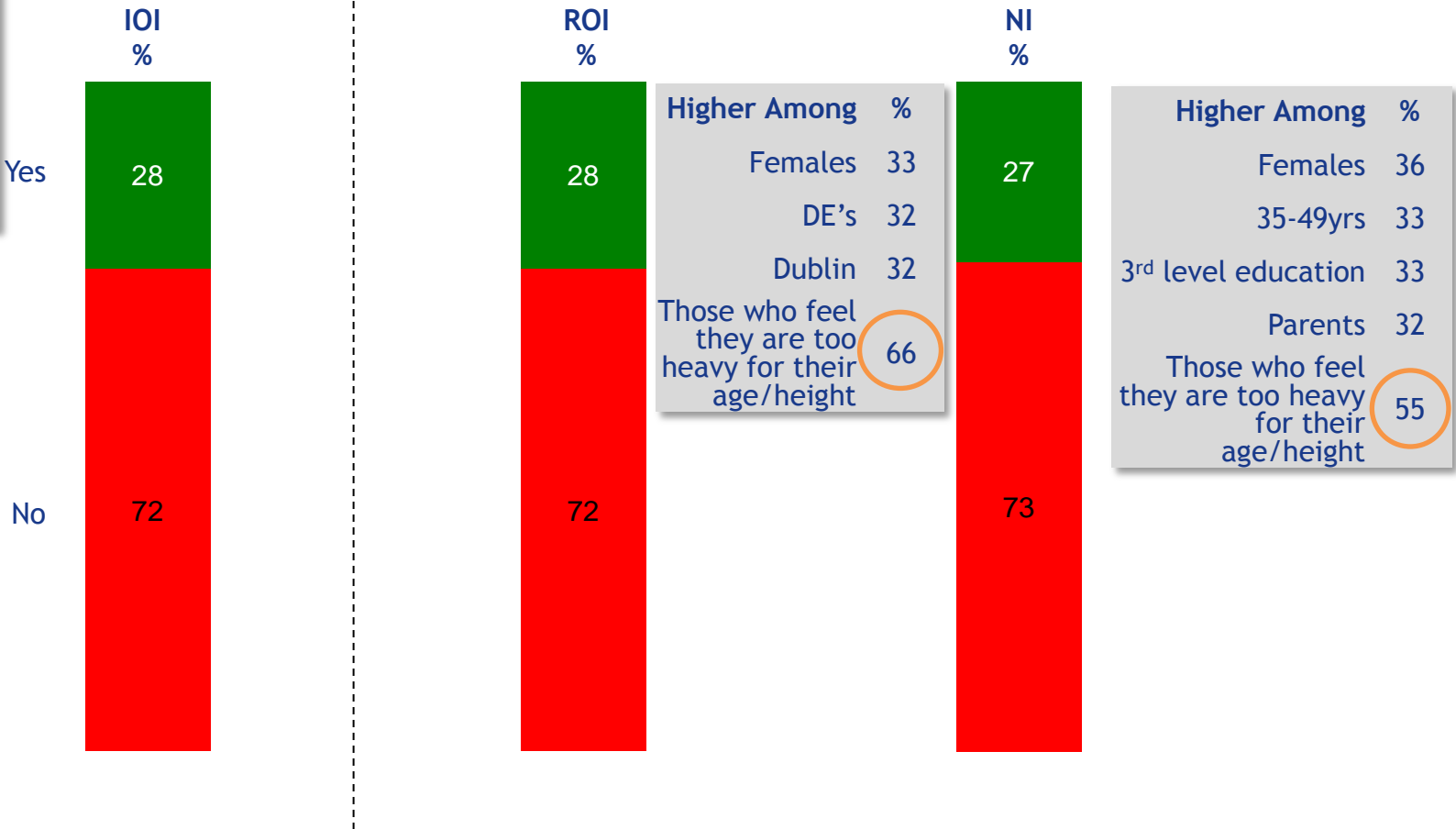


Q. Given your age and height, would you say you are about the right weight, too heavy or too light?

Attempts to lose weight in past twelve months

Base: All Respondents (807)

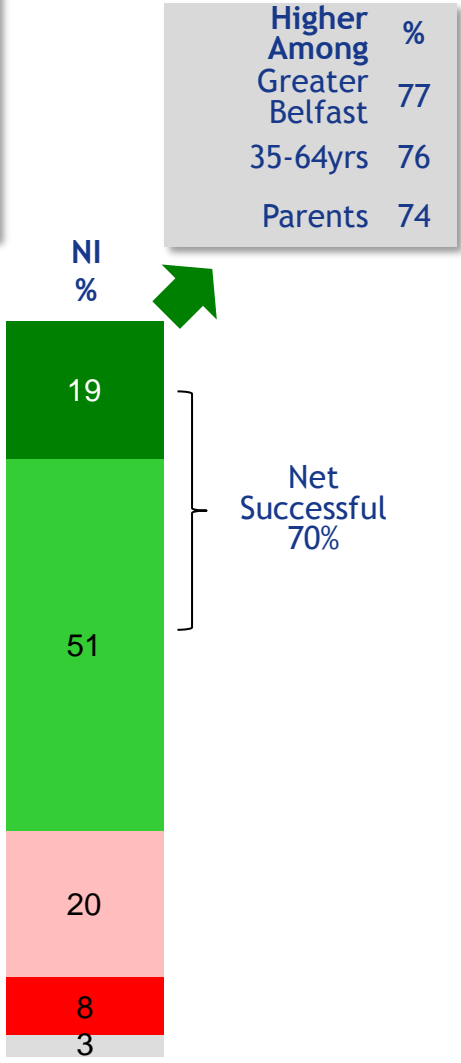
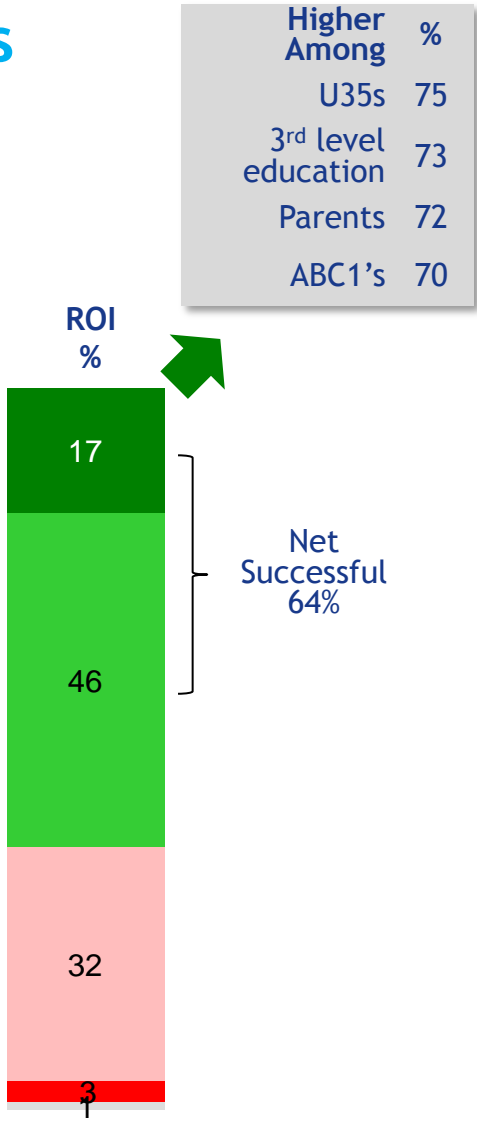
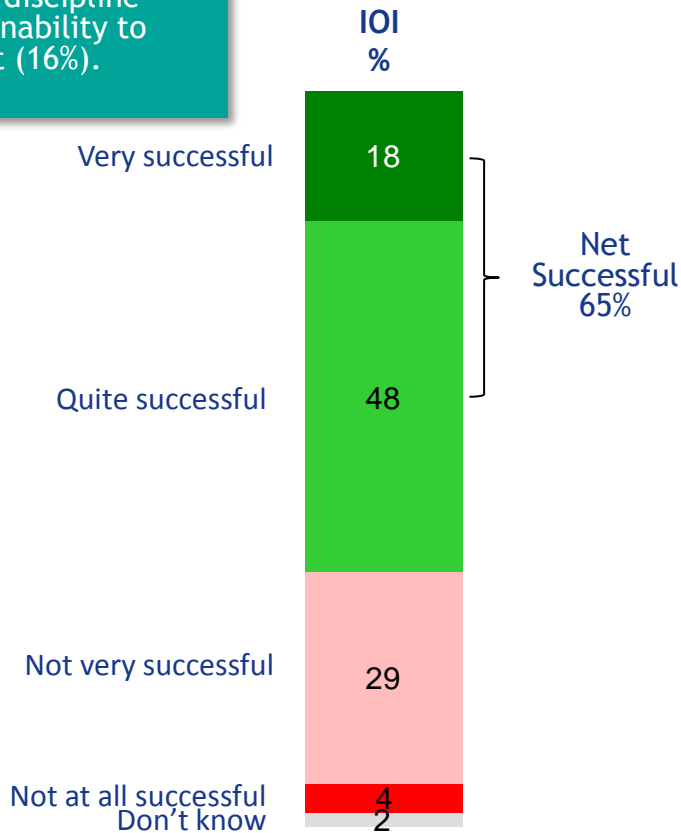
•The main methods used to lose weight were taking exercise (52%), cutting down on take-away/ sweet things (41%) and eating smaller portions (35%).



Success in weight loss attempts

Base: Those who tried to lose weight in last 12 months (232)

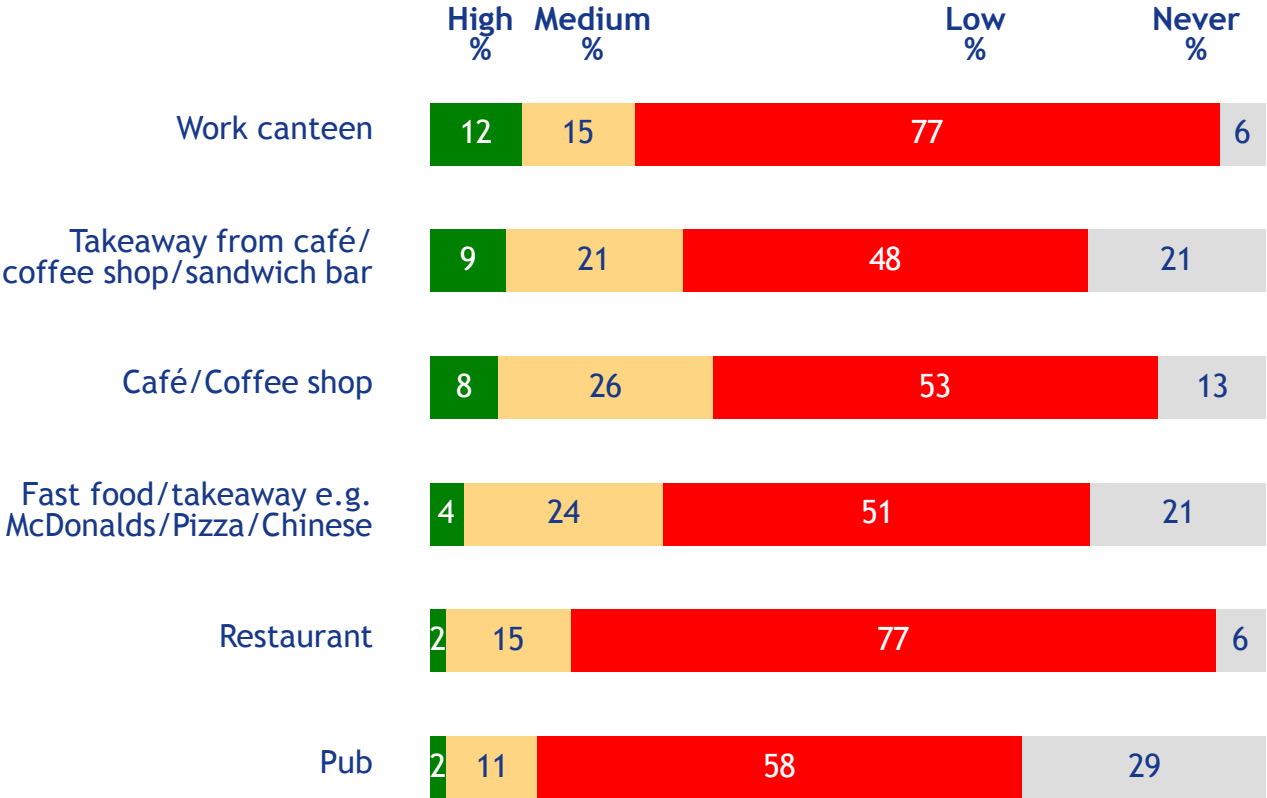
•The main reasons for not succeeding were lack of willpower (28%), laziness/no discipline (18%), and inability to stick to diet (16%).



Eating out - patterns & influencing factors

Frequency of Eating out by Location

Base: All Respondents (807)



•The frequency of eating out is low across IOI - perhaps something that can be attributed to the current economic climate.

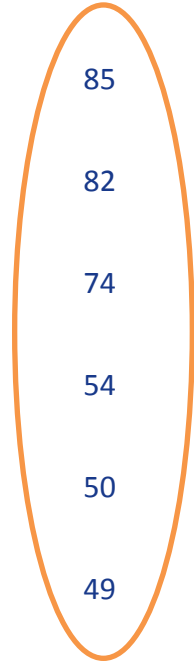
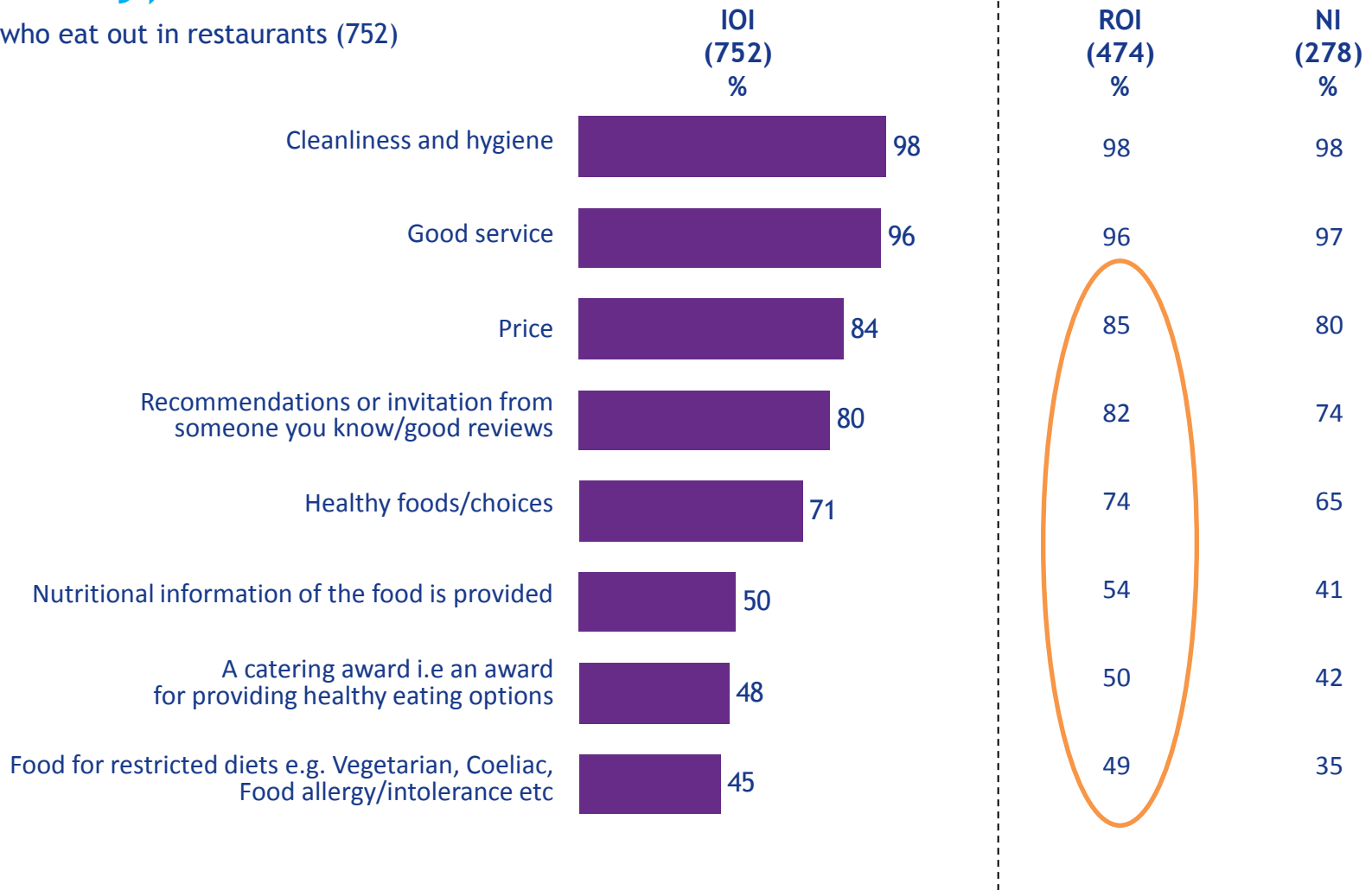
•The work canteen and café/sandwich bar takeaways are the places with the highest incidences of eating out, indicating that eating out is primarily a work-related activity.

High = At least 3-4 times per week
 Medium = Once/twice a week
 Low = A couple times per month/less often

Q. How often would you typically eat out in each of the following locations?

Restaurants: Important factors in choosing where to eat (Summary)

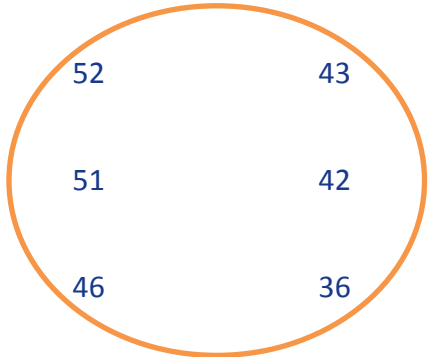
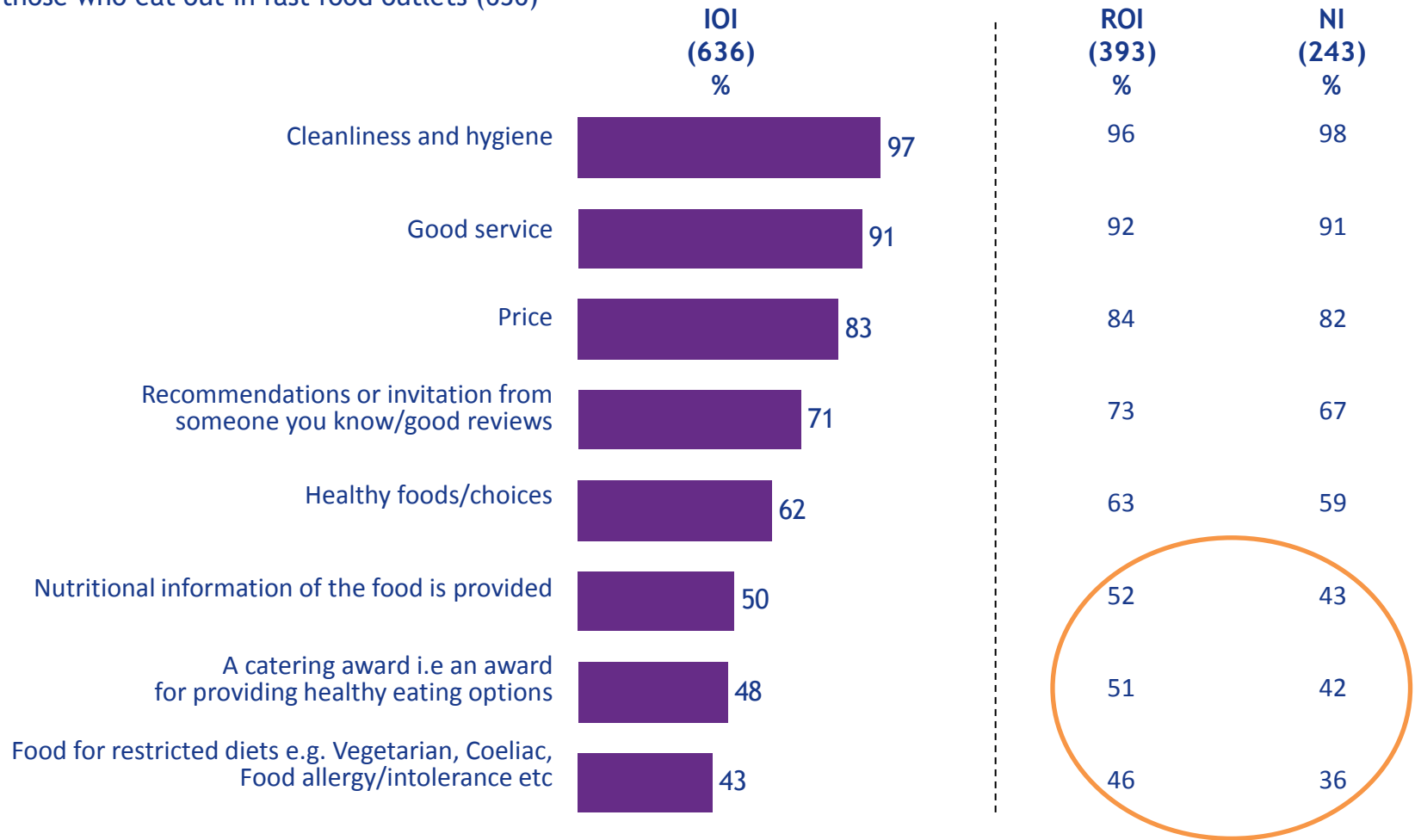
Base: All who eat out in restaurants (752)



•Cleanliness and hygiene unsurprisingly are the most important factors when choosing a restaurant to eat out in, closely followed by good service. ROI diners attach a higher level of significance to all of the other factors when choosing a restaurant compared to those in NI.

Cleanliness/hygiene is the most important factor to consider when choosing a fast food/takeaway restaurant

Base: All those who eat out in fast food outlets (636)

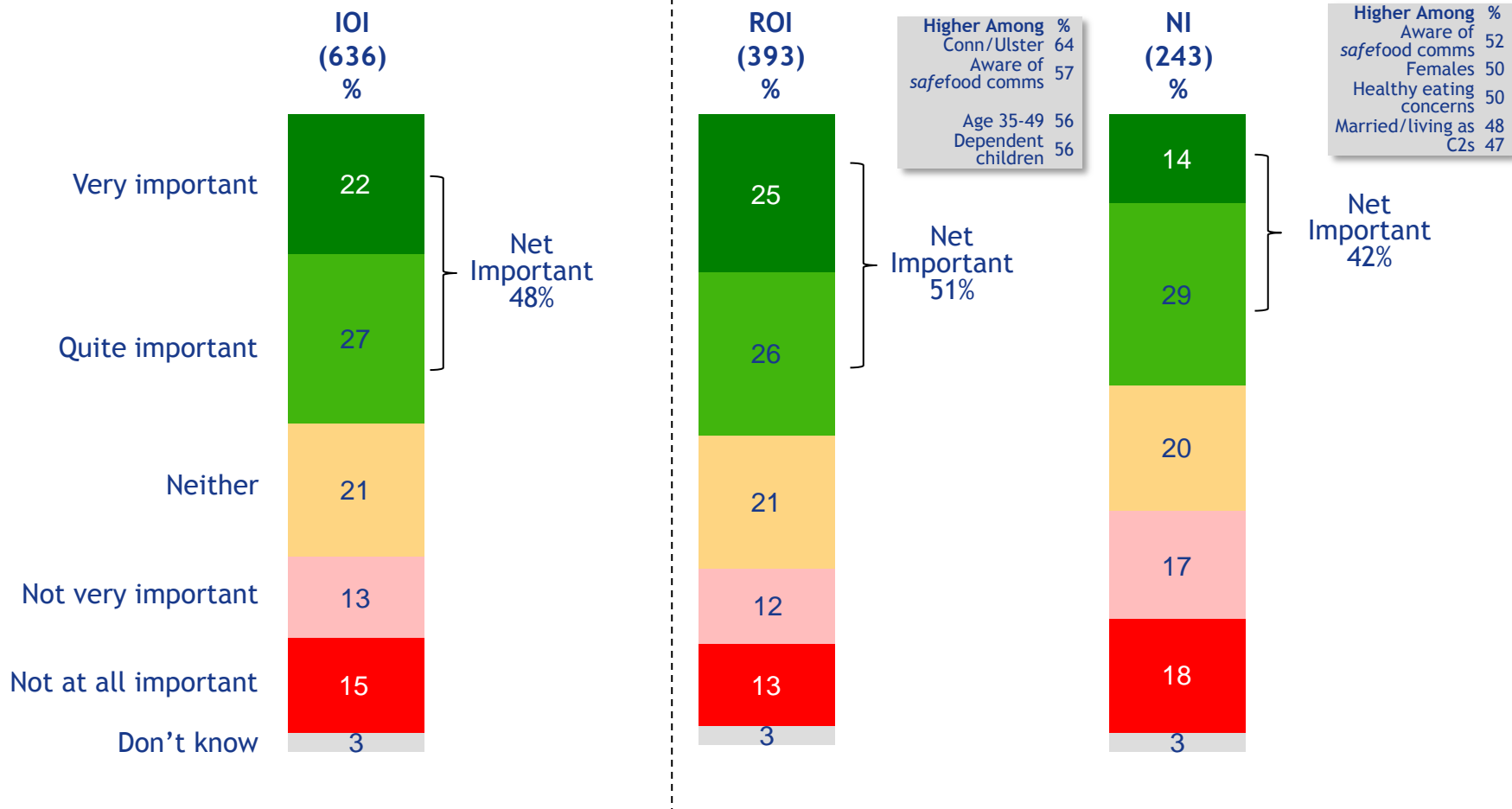


Similarly to choosing a restaurant, cleanliness, hygiene and good service are the key considerations for the consumer when selecting a fast food/takeaway restaurant.

Important factors in choosing a fast food/takeaway restaurant (VII)

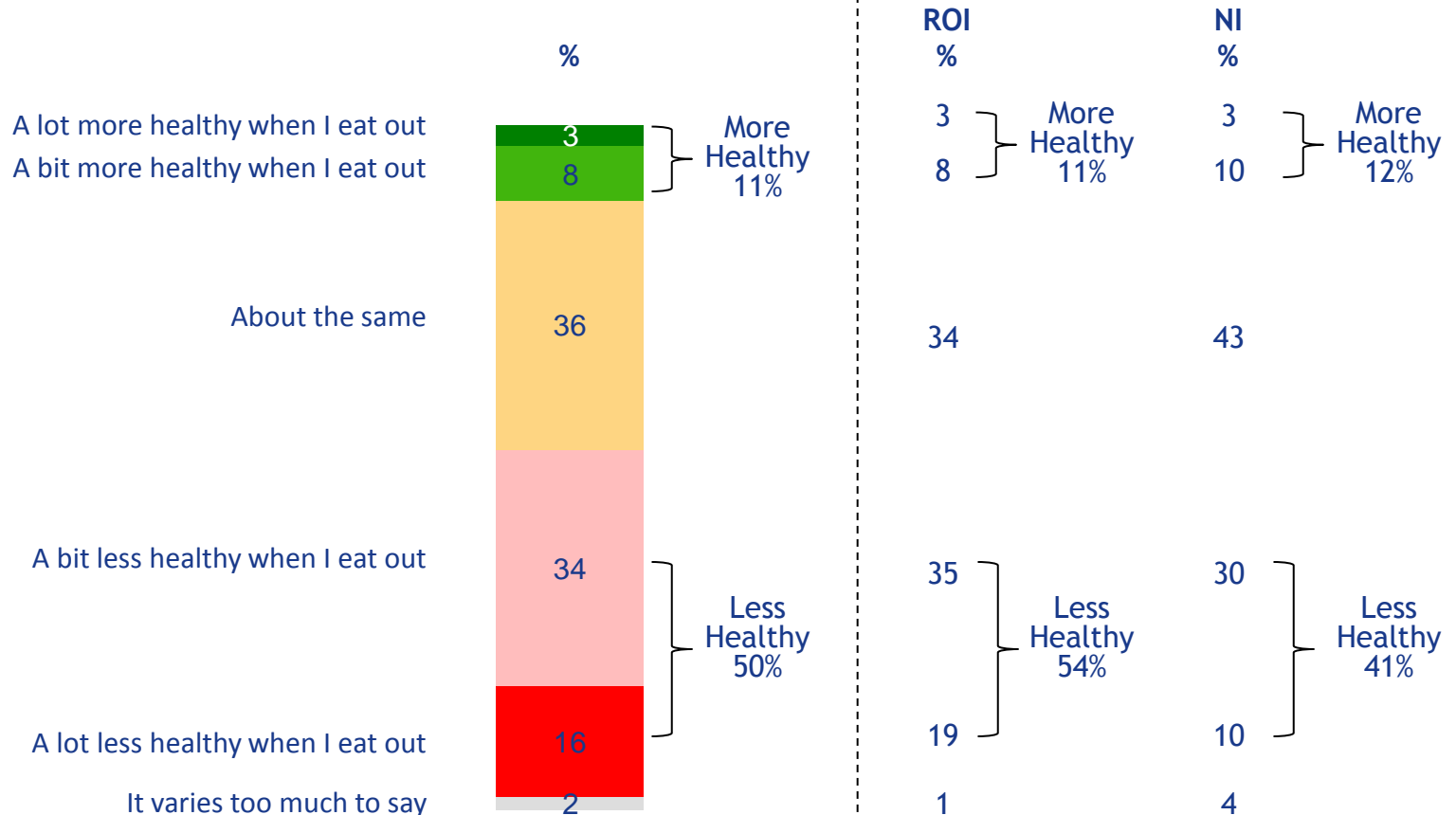
Base: All those who eat out in fast food outlets (636)

A CATERING AWARD I.E AN AWARD FOR PROVIDING HEALTHY EATING OPTIONS



How healthy is eating out of home compared to in-home?

Base: All those who eat out (795)

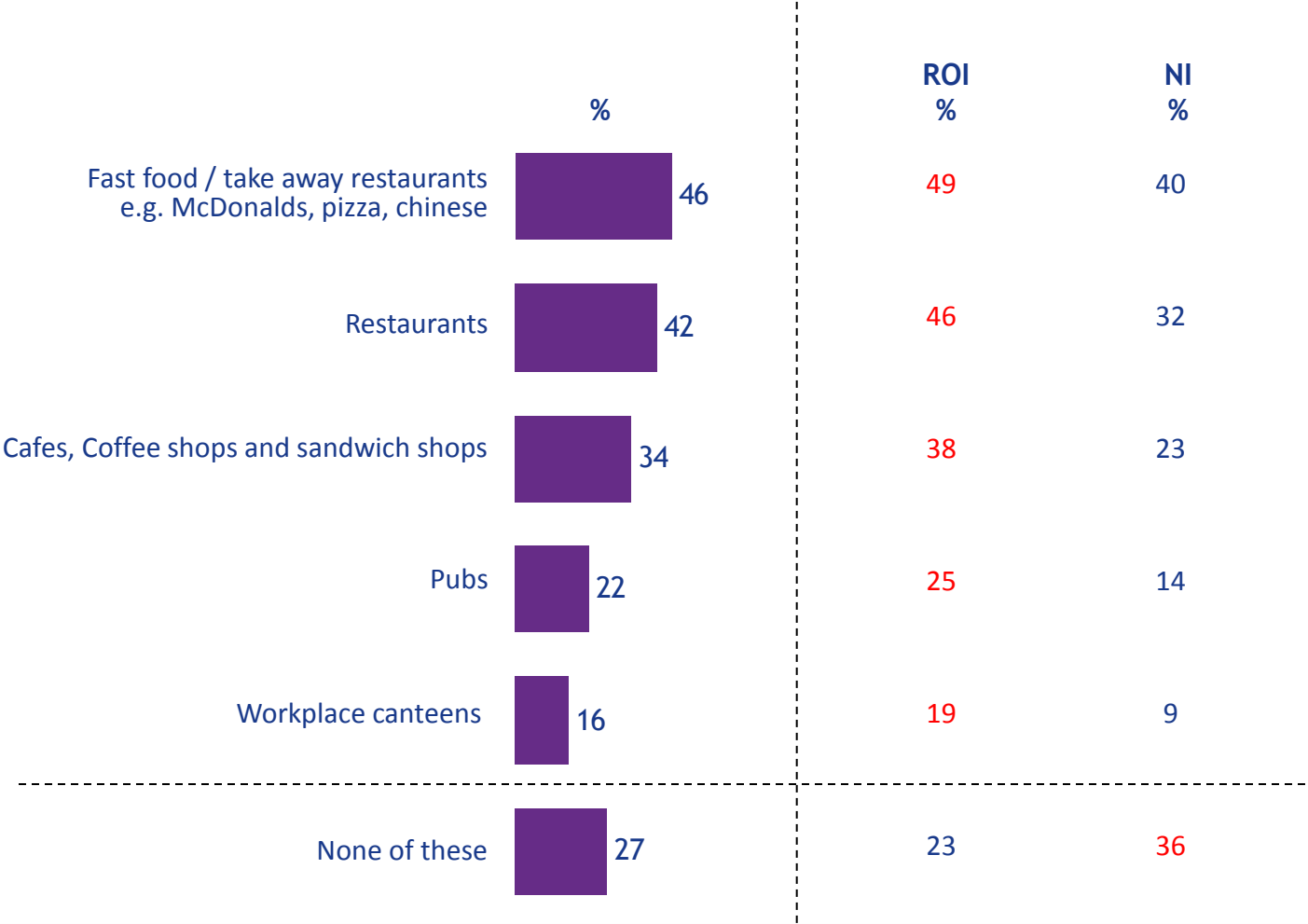


Just one in ten eat more healthily out of home, the majority say the food out of home is generally less healthy.

Q. In your opinion, when you eat out, how healthy would you say the food that you eat is, compared to when you eat at home?

Where info on healthy eating options would be welcomed

Base: All Respondents (807)

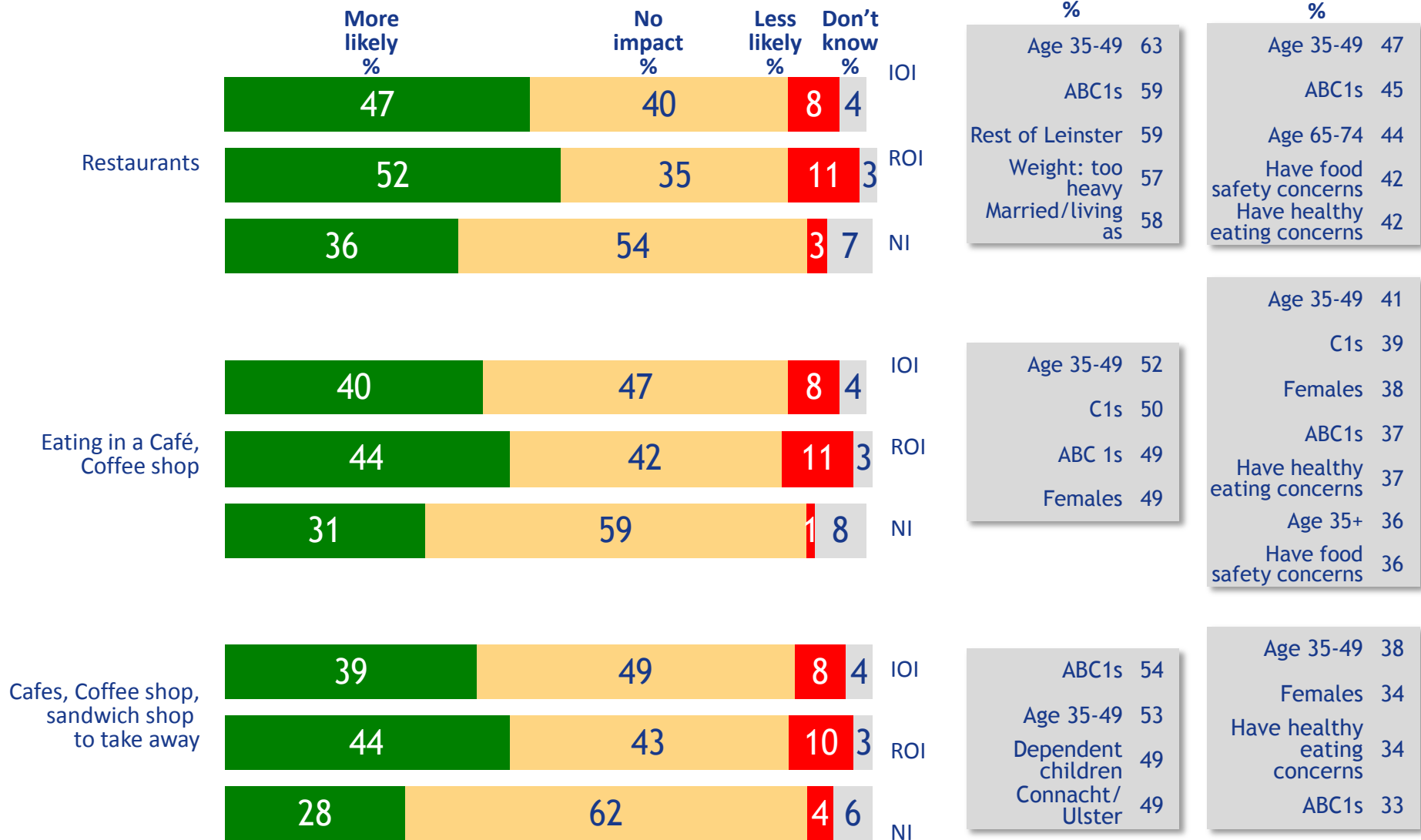


ROI consumers most eager to see info on healthy options displayed, fast-food and regular restaurants seen as most fitting place for this information.

Q. In which, if any, of these places would you like to see more information displayed about having healthy options available?

ROI diners most likely to be influenced by a catering award in all cases. Most impact likely in restaurants.

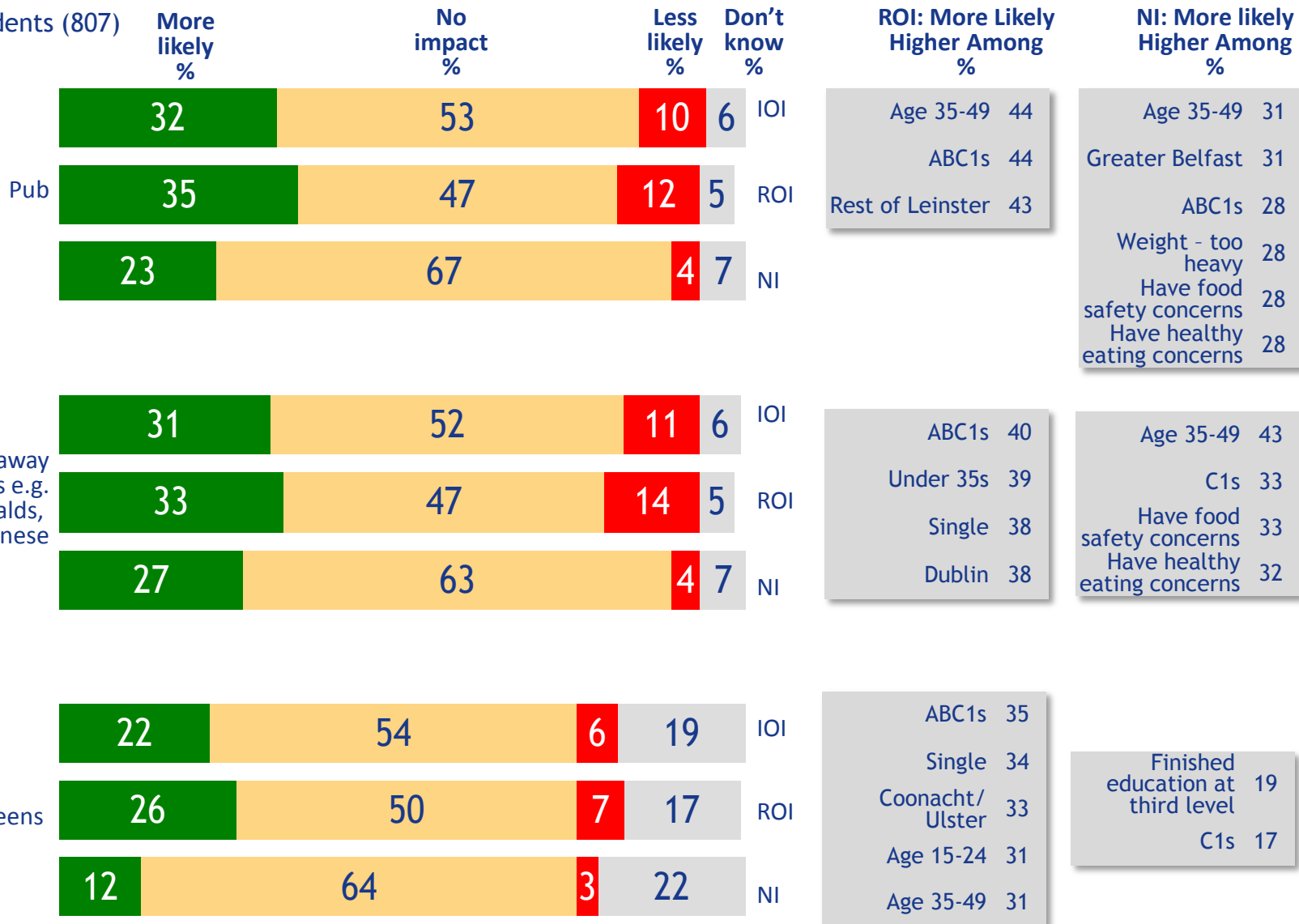
Base: All Respondents (807)



Q. If any of the following types of eateries had been given a healthy eating catering award for providing healthy options would it make you more or less likely to eat there or would it have no impact on your decision?

At least one in two say a catering award will have no impact on eating out in a pub/fast food restaurant or workplace canteen.

Base: All Respondents (807)

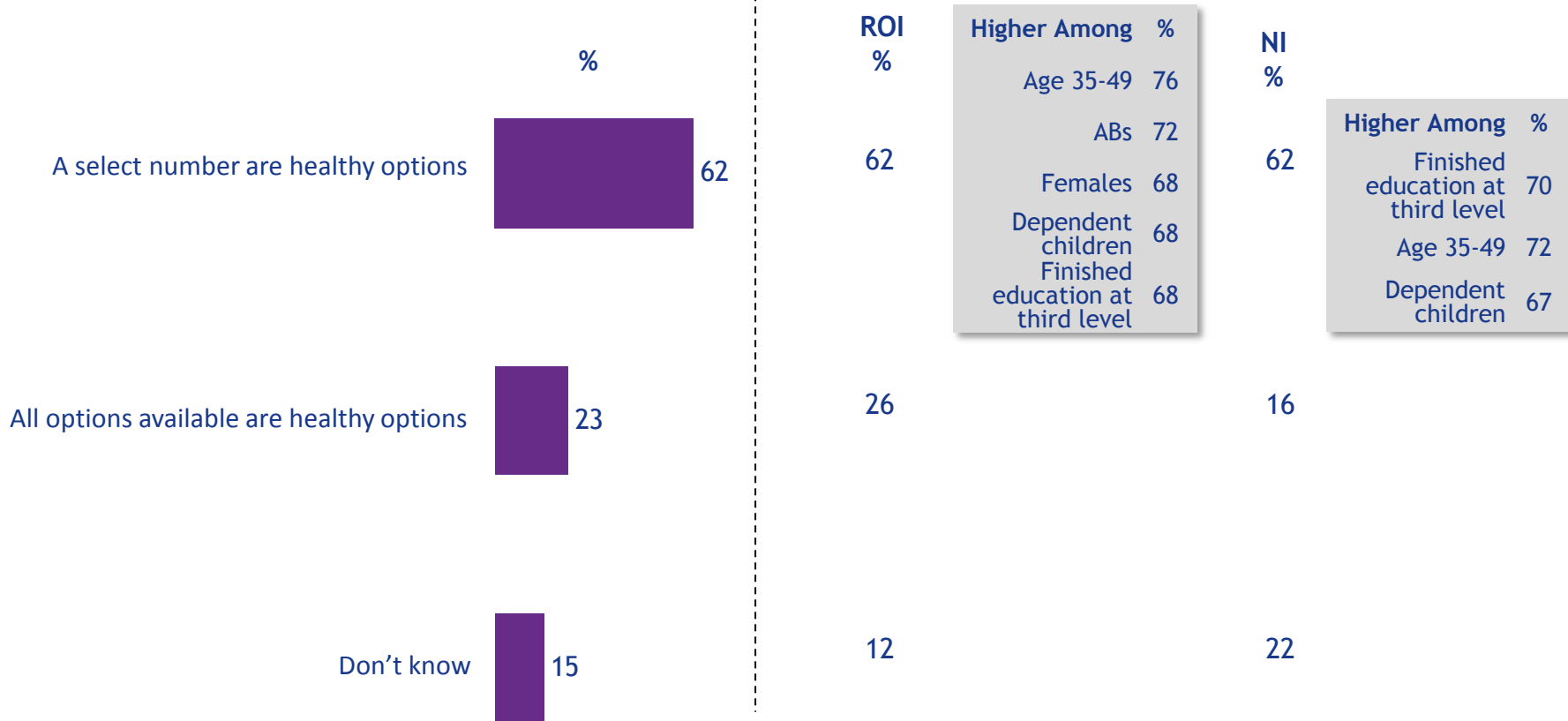


Q.

If any of the following types of eateries had been given a healthy eating catering award for providing healthy options would it make you more or less likely to eat there or would it have no impact on your decision?

Two-thirds of consumers think a healthy eating catering award would be as a result of some, not all, of the menu options being 'healthy options'

Base: All Respondents (807)



Across IOI, 2 in 3 consumers believe that if an eatery had won a healthy eating award, this would indicate that just a select number of options were healthy options.

Q. If you knew that an eatery had won a healthy eating catering award, would you think that all options available there were healthy options, or would you think that a select number of options were healthy options?

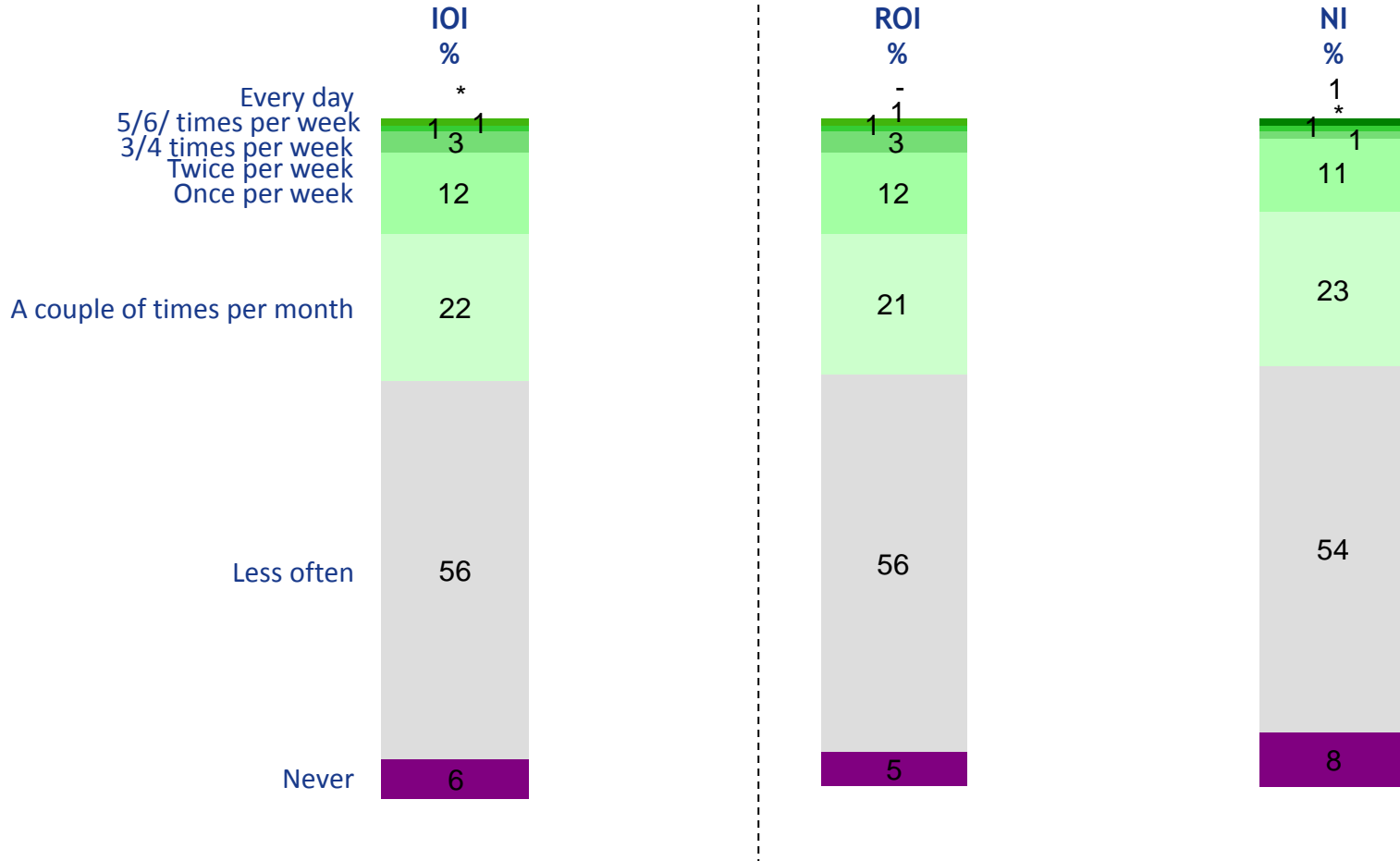
Eating Out - frequency



Frequency of eating out (I)

Base: All Respondents (807)

RESTAURANT

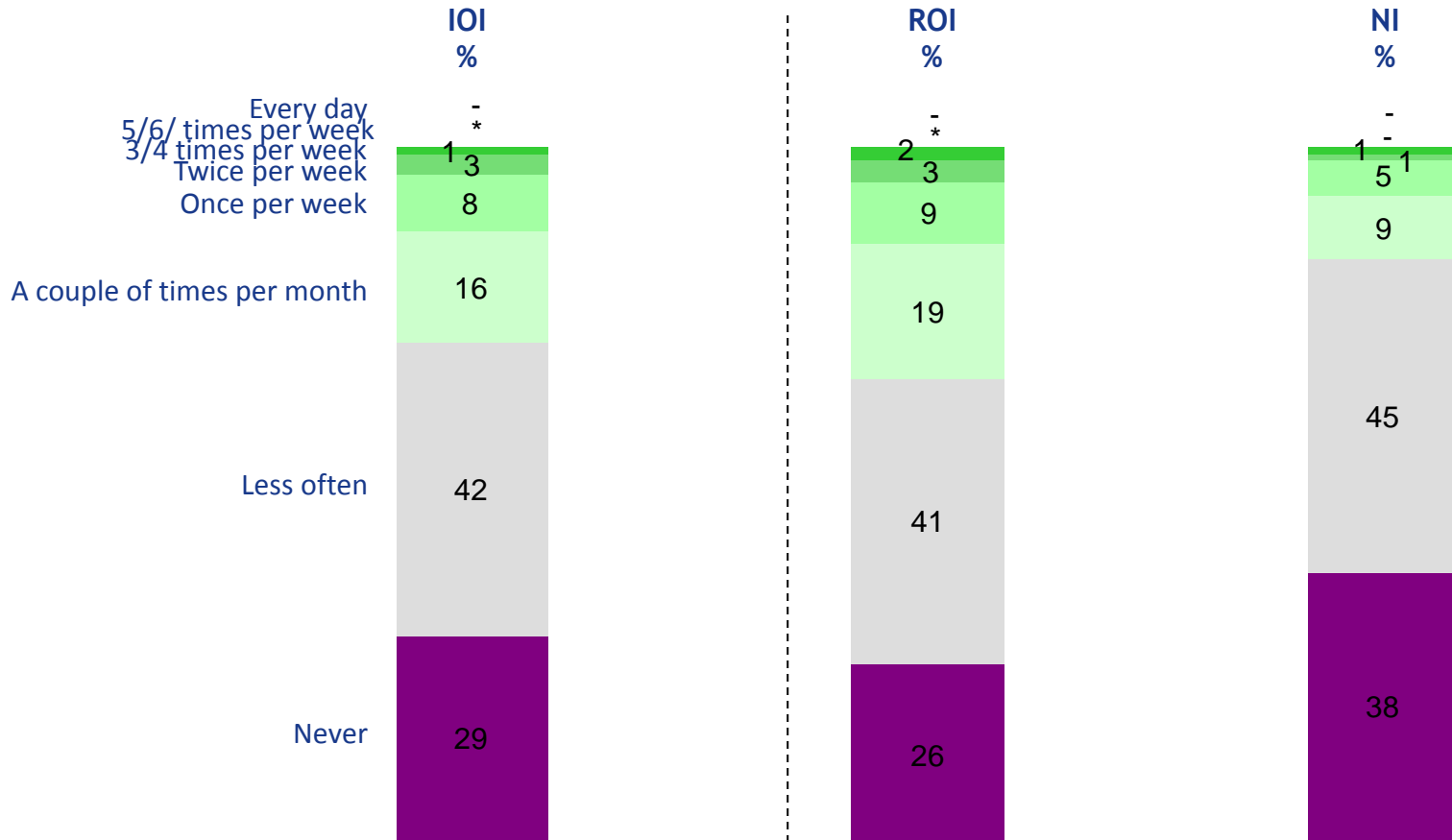


Q. How often would you typically eat out in each of the following locations?

Frequency of eating out (II)

Base: All Respondents (807)

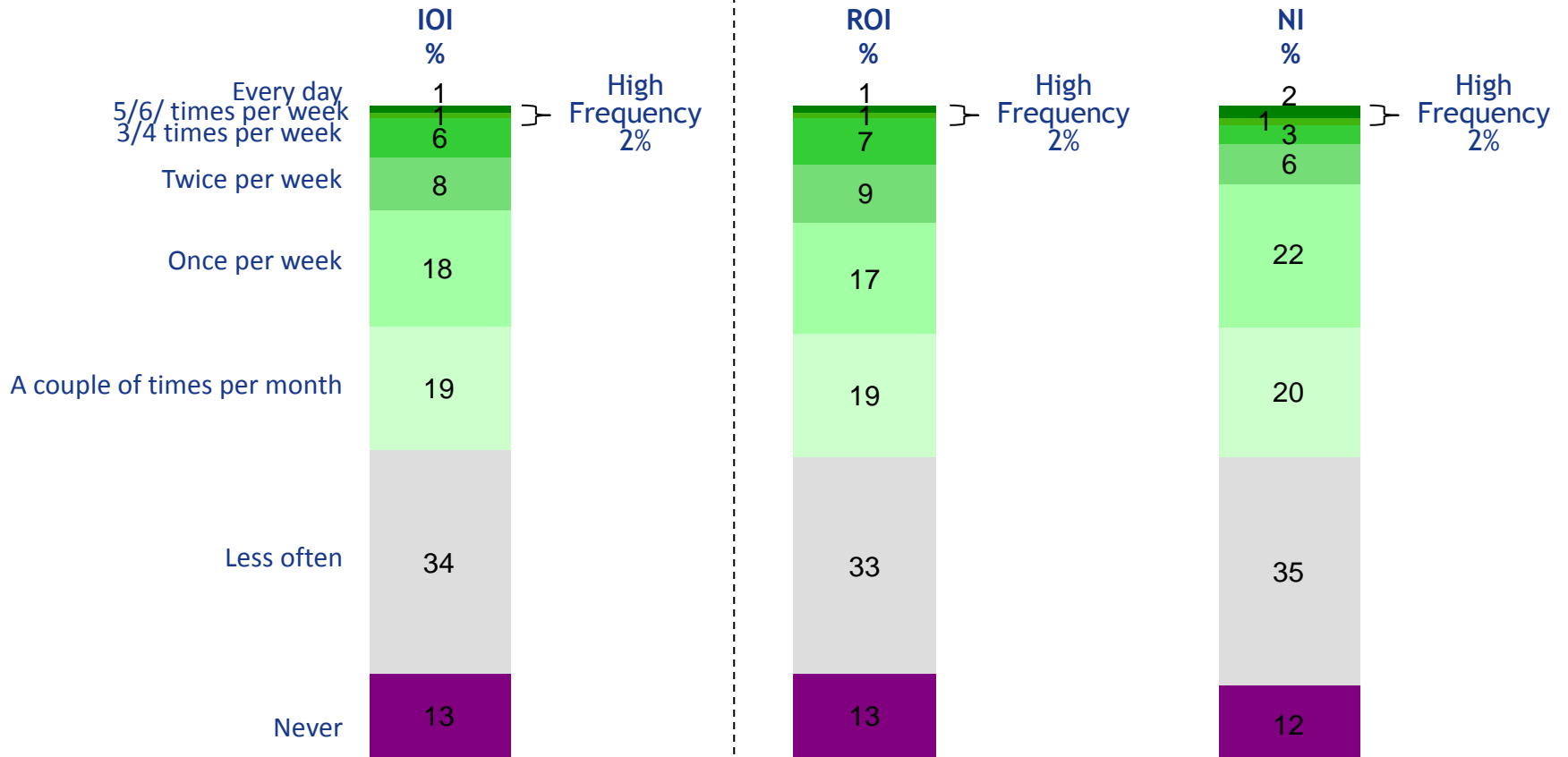
PUB



Frequency of eating out (III)

Base: All Respondents (807)

CAFÉ/COFFEE SHOP

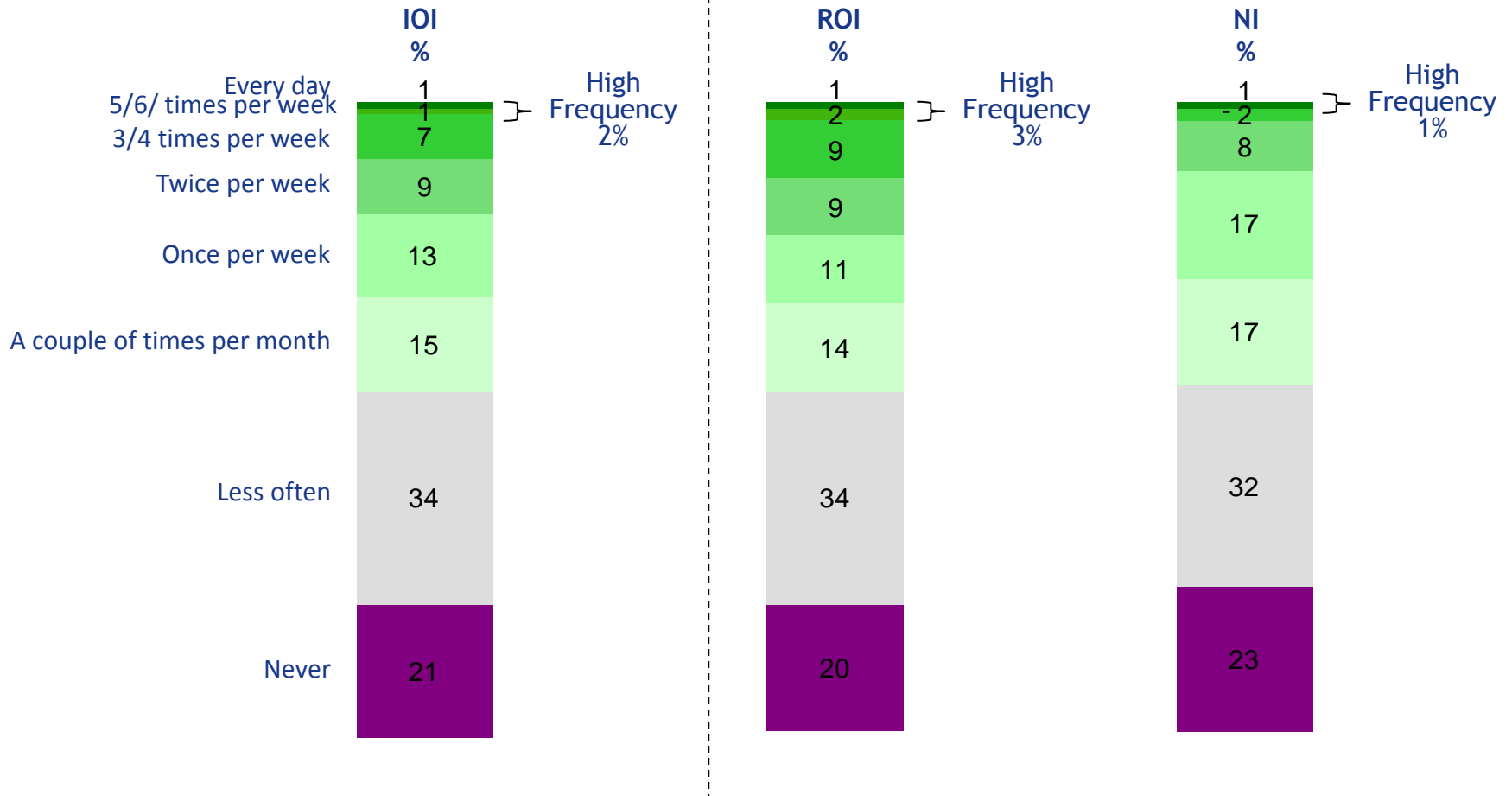


Q. How often would you typically eat out in each of the following locations?

Frequency of eating out (IV)

Base: All Respondents (807)

TAKE AWAY FROM CAFÉ/COFFEE SHOP OR SANDWICH BAR

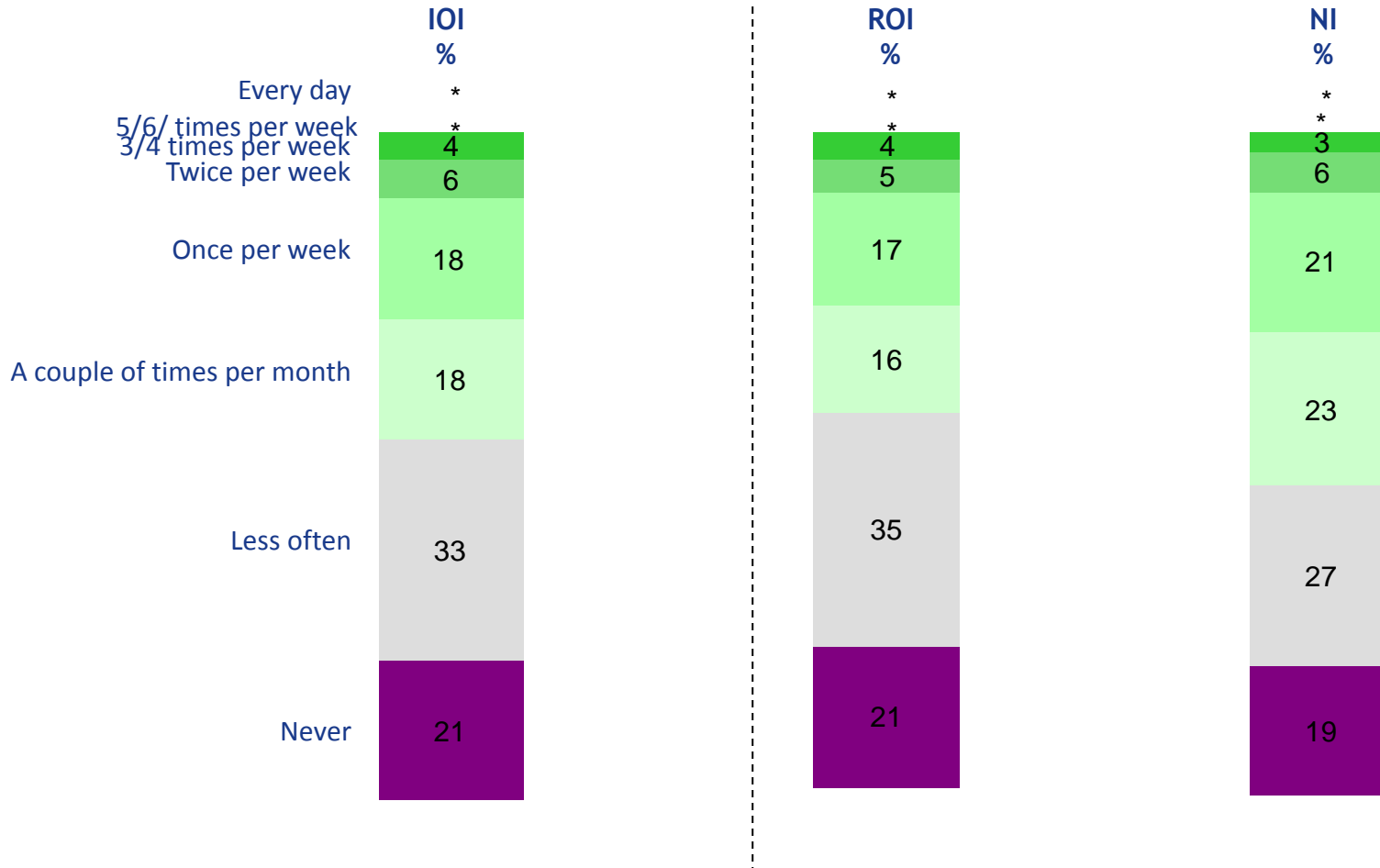


Q. How often would you typically eat out in each of the following locations?

Frequency of eating out (V)

Base: All Respondents (807)

FAST FOOD/TAKE AWAY E.G. MC DONALD'S, PIZZA, CHINESE

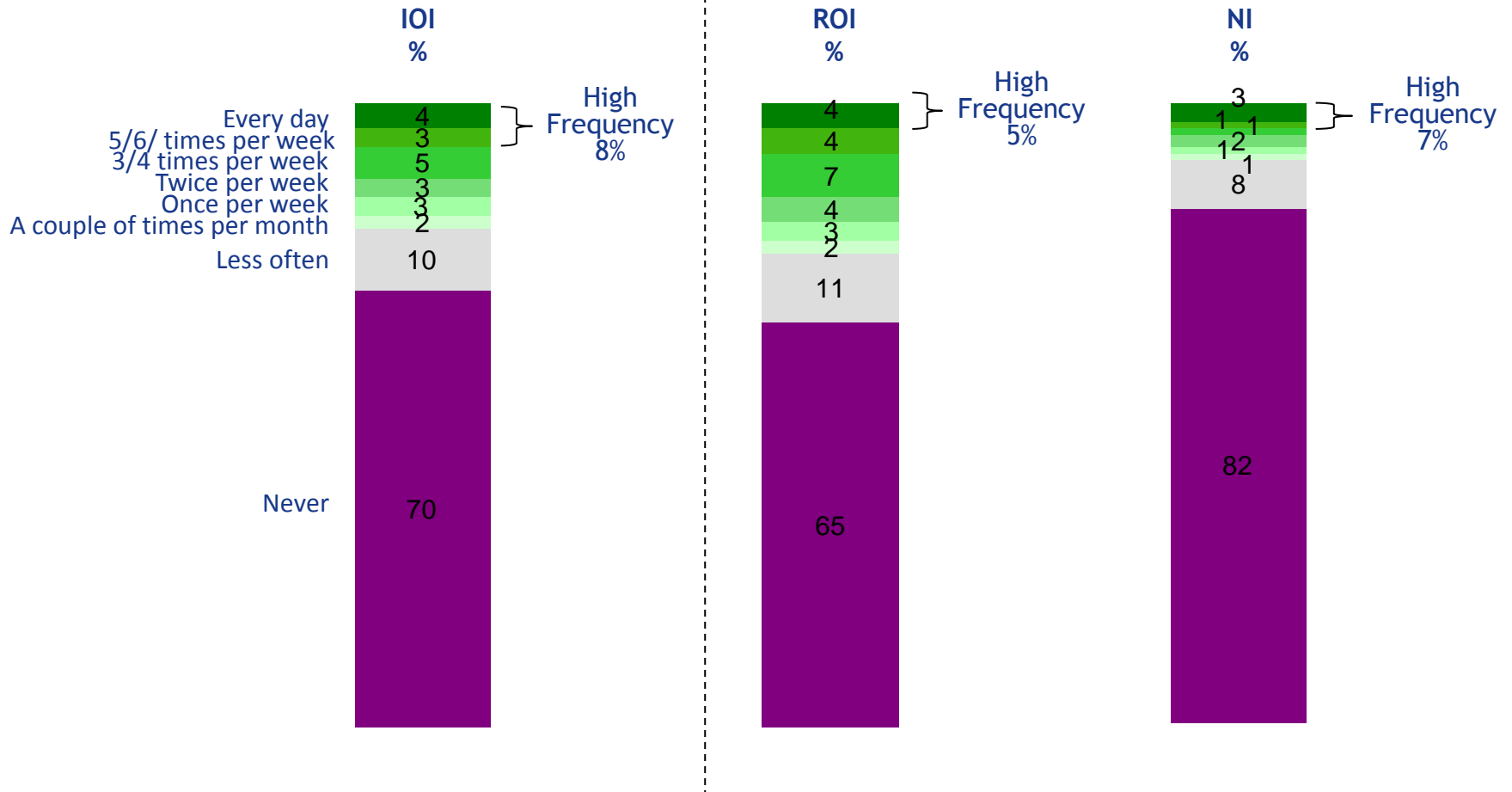


Q. How often would you typically eat out in each of the following locations?

Frequency of eating out (VI)

Base: All Respondents (807)

WORK CANTEEN



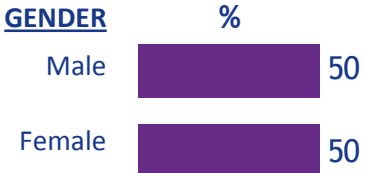
Q. How often would you typically eat out in each of the following locations?

Demographics of respondents

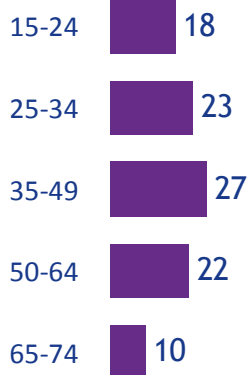


Demographics - ROI

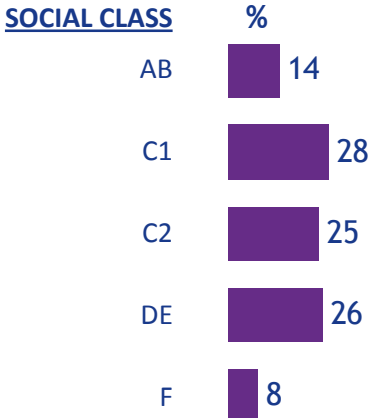
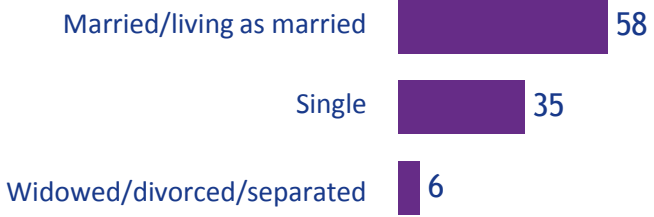
Base: All Respondents (500)



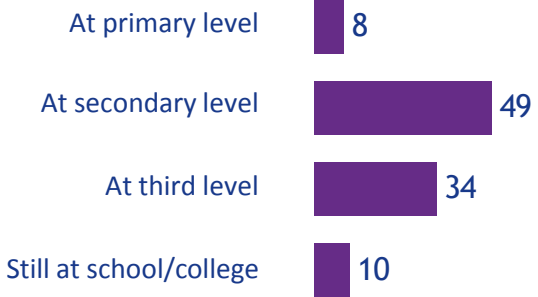
AGE



MARITAL STATUS



EDUCATION



Demographics - ROI

Base: All Respondents (500)

LONG STANDING DISABILITY

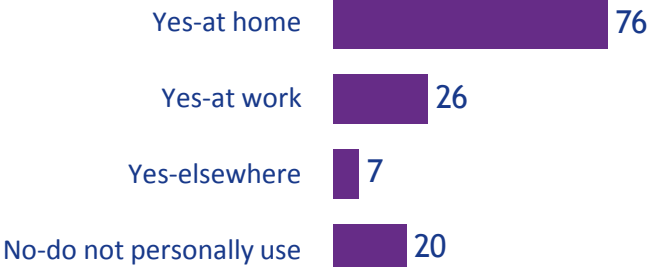
%



DISABILITY LIMIT ACTIVITY



INTERNET

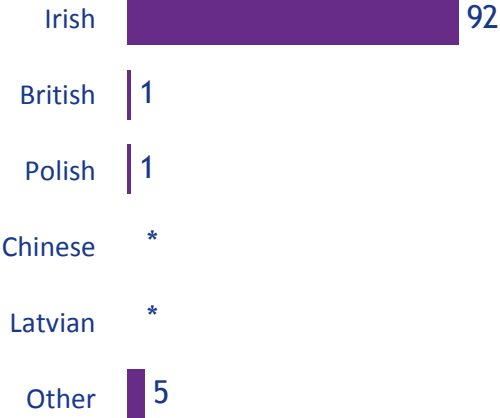


MOBILE INTERNET



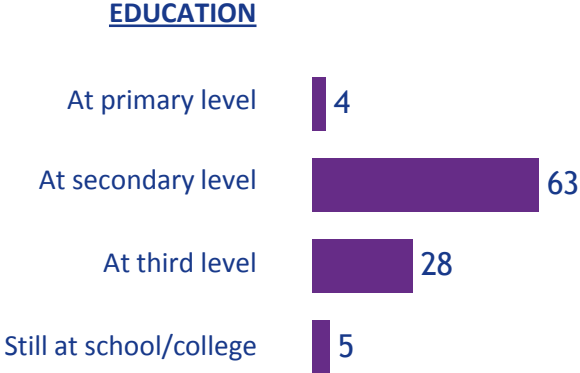
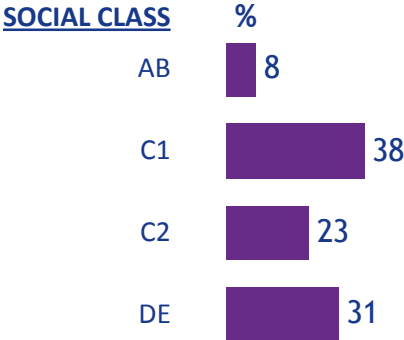
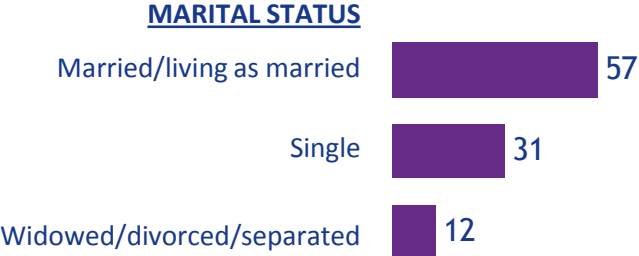
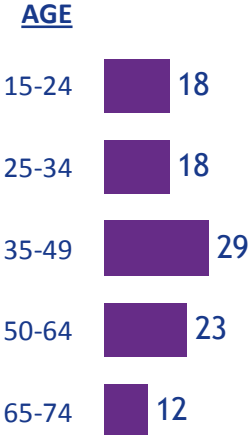
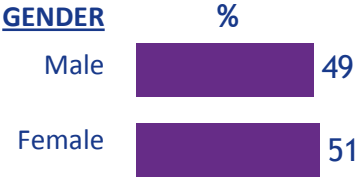
IDENTITY

%



Demographics - NI

Base: All Respondents (307)



Demographics - NI

Base: All Respondents (307)

