



AIKLING  
CORCORAN  
DIRECTOR

SAFETRAK  
RESEARCH  
PRESENTATION

12th February 2019

REBECCA  
PORTER  
ASSOCIATE  
DIRECTOR

# Contents

## INTRODUCTION

## FINDINGS

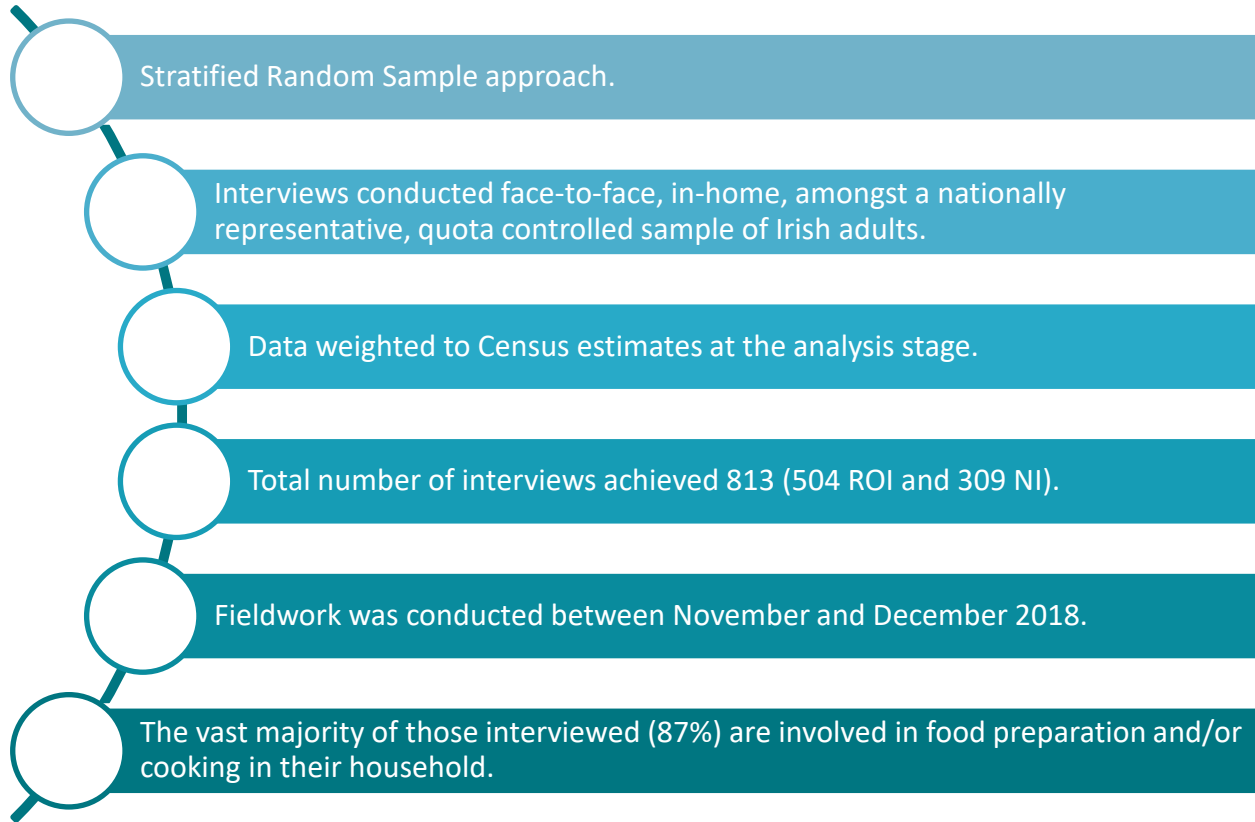
- Food Safety Concerns
- Healthy Eating
- Barriers to Healthy Eating
- Views On Own Weight
- Food Allergies & Intolerances
- Handwashing
- Sources Of Information On Healthy Eating & Nutrition





# INTRODUCTION

# Research Methodology





# FINDINGS





# Food Safety Concerns

# Food Safety Concerns – Key Take Outs

*There are no significant changes in the data versus ST 19 when it comes to being concerned, confused, well informed about or interested in food safety.*

*Food poisoning and additives/preservatives/E-numbers are the top food related issues of concern at 11% each.*

*Chicken continues to be the top mentioned food of concern at 72% in ROI and 64% in NI, significantly ahead of all other foods.*

# Food Related Issue Of Most Concern



Top 5 Issues Of Most Concern		
	ROI	
	(504)	
	%	
Additives/ E-numbers/ Dyes/Preservatives	15	(+6)
Food poisoning (Salmonella/ Listeria/E.coli)	11	(-2)
Hygiene around food	11	(+4)
Date marks – Use by date/ Freshness	9	(=)
Food not cooked thoroughly/ Un-cooked food	5	(-1)

Top 5 Issues Of Most Concern		
	NI	
	(309)	
	%	
Chicken - Preparation	12	(-6)
Food poisoning (Salmonella/ Listeria/E.coli)	10	(-1)
Date marks – Use by date/ Freshness	8	(=)
Additives/ E-numbers/ Dyes/Preservatives	5	(=)
Handling/ Cross - Contamination	5	(+2)

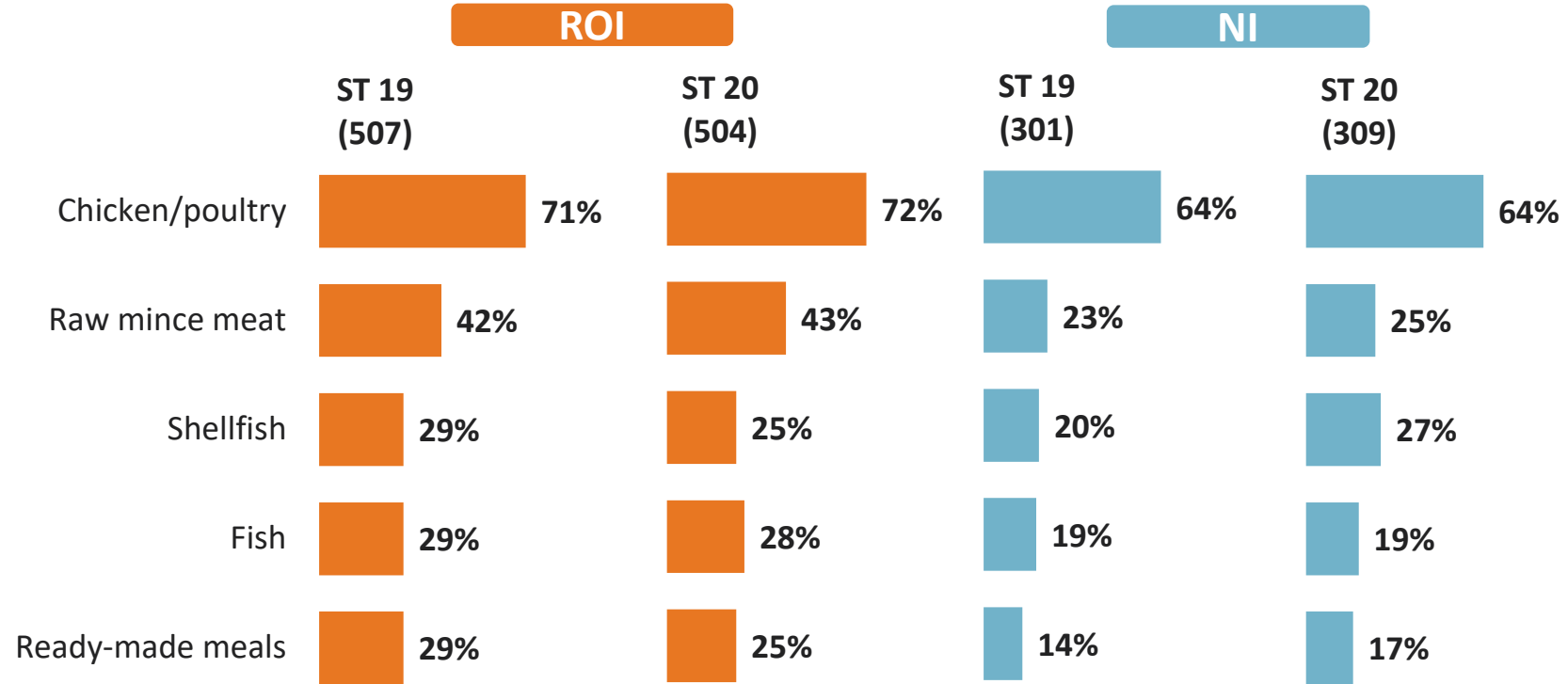
Q.12 What one food related issue are you most concerned about?

Base: All Respondents: 813

( ) = denotes change vs. Safetrak 18



# Foods Of Most Concern (All Mentions)



*Top 5 mentions shown only*

Q.13b Which of these foods if any would you be MOST concerned about when thinking about food safety? And the second most concerned? And the third?

Base: All Respondents: 813



# Healthy Eating

# Healthy Eating – Key Take Outs

*The proportion of adults on the island of Ireland concerned about healthy eating has held steady at 74%, however the proportion who are very concerned has declined by 5 points to 40%. This decline is driven by those living in ROI, where the proportion who are very concerned has declined from 45% to 38%.*

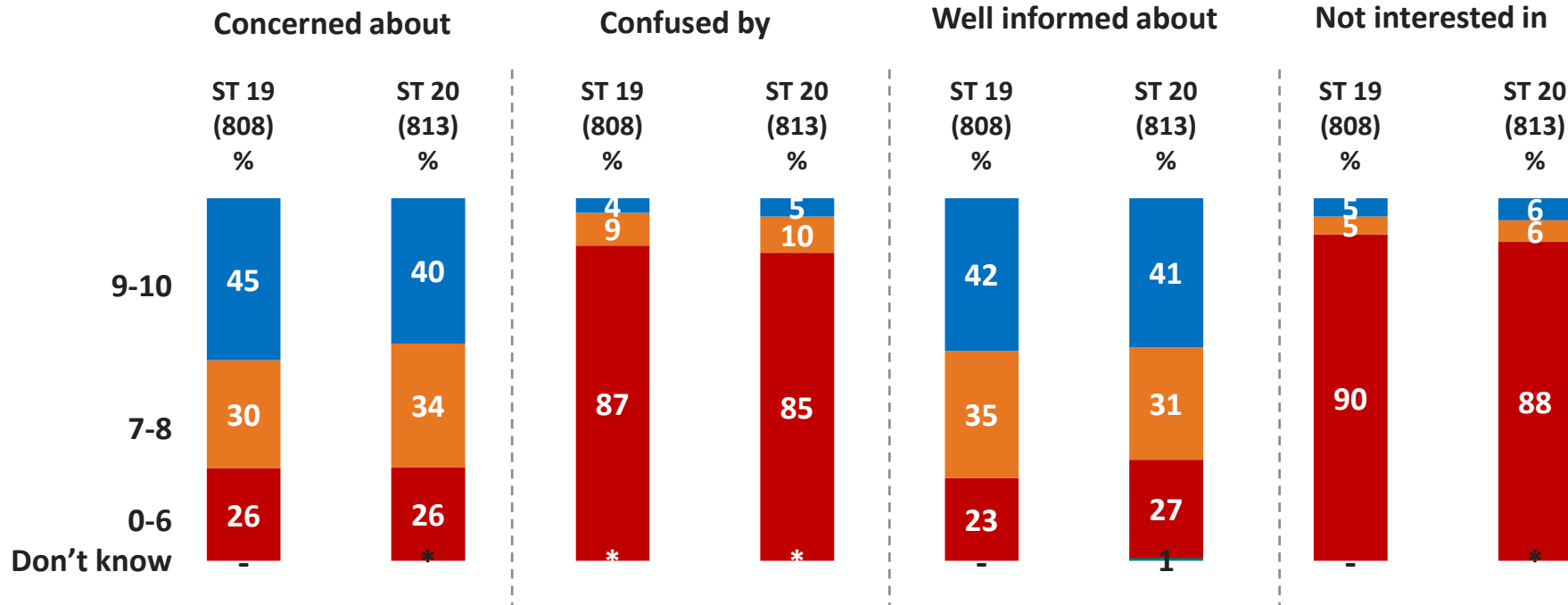
*30% of ROI respondents claim that they are not well informed about healthy eating, up 5 points since 2017.*

*Almost one in five (19%) adults in NI claim not to be interested in healthy eating, an increase of 6 points since 2017 and 17% claim to be confused about healthy eating, up 5 points since 2017.*

# Level Of Agreement With Statements About Healthy Eating – IOI



10=Completely Agree  
0=Completely Disagree



Q.18 I'm now going to read out four statements about eating healthily, if you could please tell me how much you agree or disagree with each statement using a scale of 0 to 10. 0 means you completely disagree with the statement and 10 means you completely agree.

Base: All Respondents: 813

# Healthy Eating – Main Issue Of Concern\*



	ST 19	ST 20	15-24	25-34	35-44	45-59	50-54	55-64	65-74
	(808)	(813)	(120)	(153)	(168)	(77)	(73)	(104)	(117)
	%	%	%	%	%	%	%	%	%
Cholesterol/Blood pressure/Heart disease/Stroke	14	17	10	14	12	18	25	24	27
Sugar intake	12	12	14	15	12	8	8	9	18
Fats in food/ Fat content/ Saturated fat/ Trans fat	12	13	16	12	15	22	8	9	12
Preservatives/Additives/Colouring	9	8	6	10	11	5	11	7	5
Weight management	8	5	7	8	6	4	3	4	-
Cancer	7	7	6	7	9	7	8	3	4
Diabetes	7	5	5	3	5	-	5	6	9

Q.19 What one healthy eating issue are you most concerned about? (Unprompted)

Base: All Respondents: 813

\*Mentions of 7% or more shown





# Barriers to Healthy Eating

# Barriers to Healthy Eating – Key Take Outs

*Just over one third (34%) of adults on the island of Ireland claim to eat out often, rising to 37% in ROI.*

*The vast majority (81%), believe that there are more special offers for unhealthy foods than there are for healthy foods. This rises to 85% in NI, perhaps going some way to explaining why 57% of NI respondents believe that it is expensive to eat healthily compared to 51% in ROI.*

# Challenges Facing Households



	Applies ✓		
	IOI	ROI	NI
	<b>(813)</b>	<b>(504)</b>	<b>(309)</b>
	%	%	%
We/I often eat out of the house	34	<b>37</b>	30
We/I don't have enough time to plan & prepare healthy meals	21	20	22
We/I do not have enough time to sit down for meals	15	15	15

Q.19aa I am now going to read out some statements people have said in relation to the challenges they face for them and their household regarding healthy eating. For each of these statements could you please tell me if they apply, or do not apply to you and your household.

Base: All Respondents: 813

# Statements Relating To Healthy Eating



	Applies ✓		
	IOI	ROI	NI
	(813)	(504)	(309)
	%	%	%
There are more special offers for unhealthy foods than there are for healthy foods	81	79	85
The amount of advertising for unhealthy food should be restricted	76	78	71
Children prefer to eat unhealthy foods rather than healthy foods**	74	75	72
The number of fast food outlets should be restricted	56	60	49
It is expensive to eat healthily	53	51	57

Q.19ab Thinking now about access to different food types, for each of these statements could you please tell me if you agree or disagree with each of the below.

Base: All Respondents: 504 (ROI), 309 (NI) / \*\*All those with children: 250 (ROI), 123 (NI)



# Views on Own Weight



# Views on Own Weight – Key Take Outs

*The gap between weight perception and weight reality has widened to 23% (from 17%) in ROI. No significant increase was recorded in NI where the gap is 17% (compared to 14% last year).*

*Just over half (53%) of adults have weighed themselves in the past 3 months and just under one quarter (24%) have checked their BMI. Those living in NI are more likely to check their BMI (31%) than those living in ROI (21%).*

# Best Description Of Own Weight

IOI	UNDERWEIGHT	ABOUT THE RIGHT WEIGHT	A LITTLE OVERWEIGHT	OVERWEIGHT
ST 19	4%	49%	34%	12%
ST 20	3%	54%	32%	10%

*The increase in the proportion of people who feel that they are about the right weight is driven by those living in ROI (up from 50% to 57%). There are no significant changes in NI perceptions versus ST 20.*

Q.19a Which of these statements on this showcard do you feel best describes your weight?

Base: All Respondents: 813



# Food Allergies & Intolerances

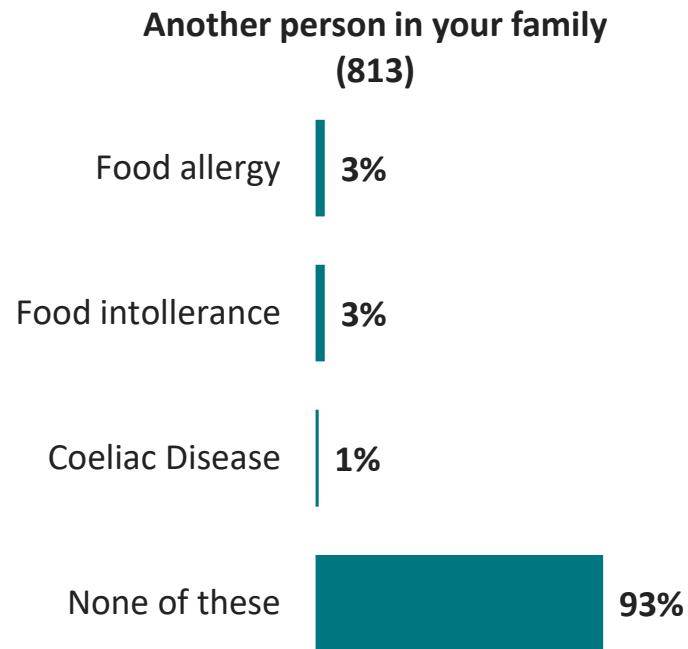
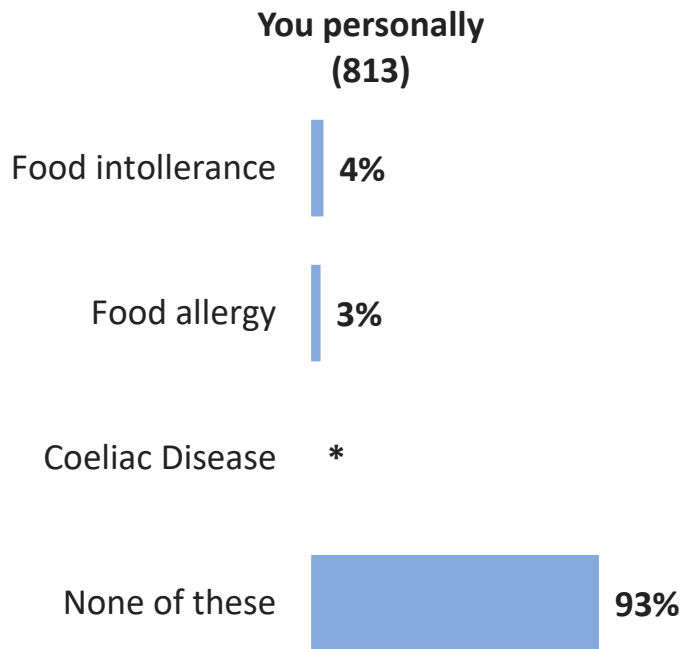
# Food Allergies and Intolerances – Key Take Outs

*4% of respondents reported that they personally have a food intolerance and 3% reported that they have an allergy.*

*Among this group Milk is the number one source of allergy/intolerance at 29%.*

*The research found that the majority of people never check food labelling for allergen information (58%), never review the 'may contain' listing (57%) and never purchase 'free from' products (62%).*

# Incidence Of Food Allergy/Intolerance



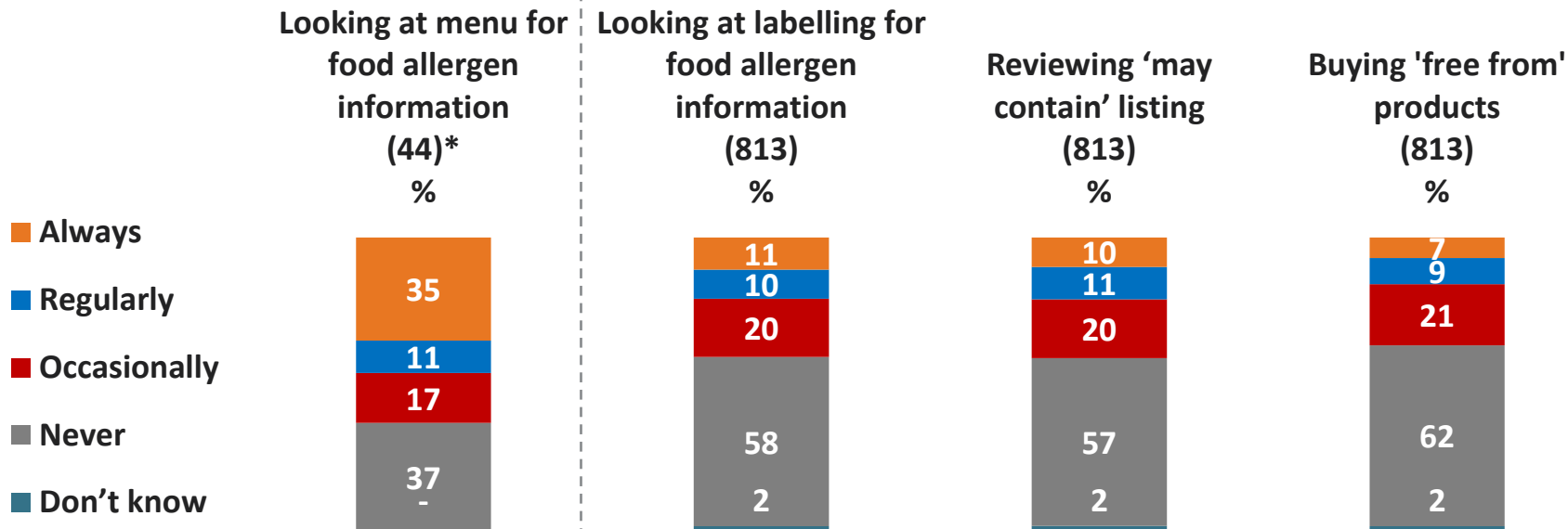
Q.51 Do you have any of the following...?

Q.52 Does any other member of your household have any of the following...?

Base: All Respondents: 813



# Frequency Of Reviewing Information & Purchasing 'Free From' Products



Q.55 And when you do eat outside the home, how often, if at all, do you look at the menu for food allergen information?

Q.56 When purchasing food products in convenience stores/supermarkets, how often, if at all, do you look at the labelling for food allergen information?

Q.57 How often, if at all, do you review food packaging to see if the food product has a 'may contain' listed. For example; may contain nuts.

Q.58 How often, if at all, do you buy 'free from' food products? By 'free from' products we mean food products that do not have allergens such as gluten, nuts, eggs etc.

Base: All Respondents: 813 / All with a food allergy/intolerance and who eat out once a month or more: 44\*



# Handwashing

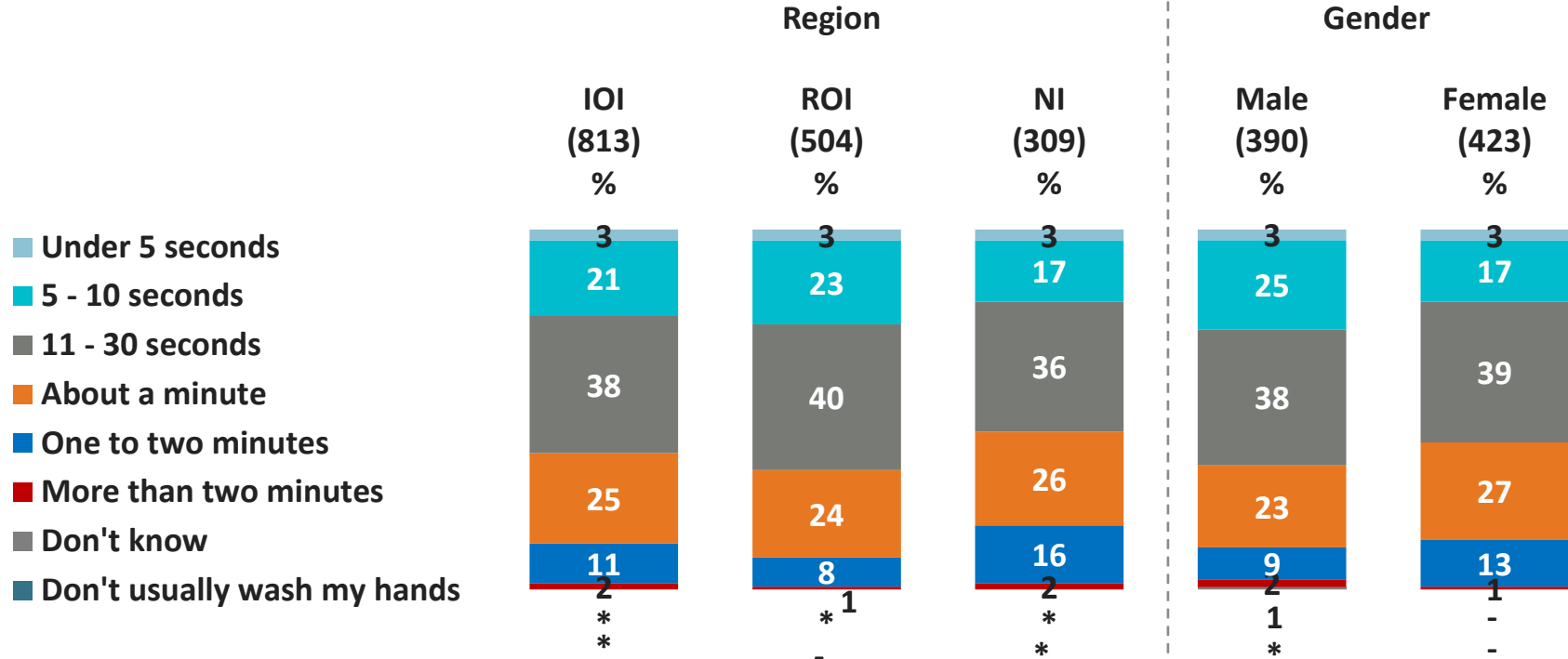
# Handwashing – Key Take Outs

*93% of adults claim to always wash their hands after using the toilet. The number one reason for not washing hands is because there was no water at 23%.*

*The vast majority (78%), have used hand sanitisers in the past 3 months with usage among females reaching 84%.*

*Using soap and water is believed to be the most effective way to wash your hands in all scenarios presented, with the exception of when ‘in the office’ and ‘after shaking hands’.*

# Length Of Time Washing Hands



Q.46 Thinking about the time you would typically spend washing your hands, which of the following statements on this showcard would best match the time spent?  
 Base: All Respondents: 813

# Frequency Of Washing Hands – IOI



	Always	Sometimes	Seldom	Never	Don't know
	%	%	%	%	%
After using the toilet	93	5	1	1	1
After handling raw meat	90	5	1	1	2
Before handling cooked meat	75	15	4	4	2
After contact with pets/animals	68	22	6	3	1
Before eating	51	35	9	5	*
When you sneeze or blow your nose	38	36	18	8	*
When you arrive home	37	35	15	12	1
When you arrive in work	32	21	14	21	12
When you cough	29	34	22	14	*
After eating	28	30	24	17	*

Q.47 I'm now going to read out some examples of when you may or may not wash your hands. Thinking of a typical day, how often, if at all, would you wash your hands.

Base: All Respondents: 813



## Sources of Information On Healthy Eating & Nutrition



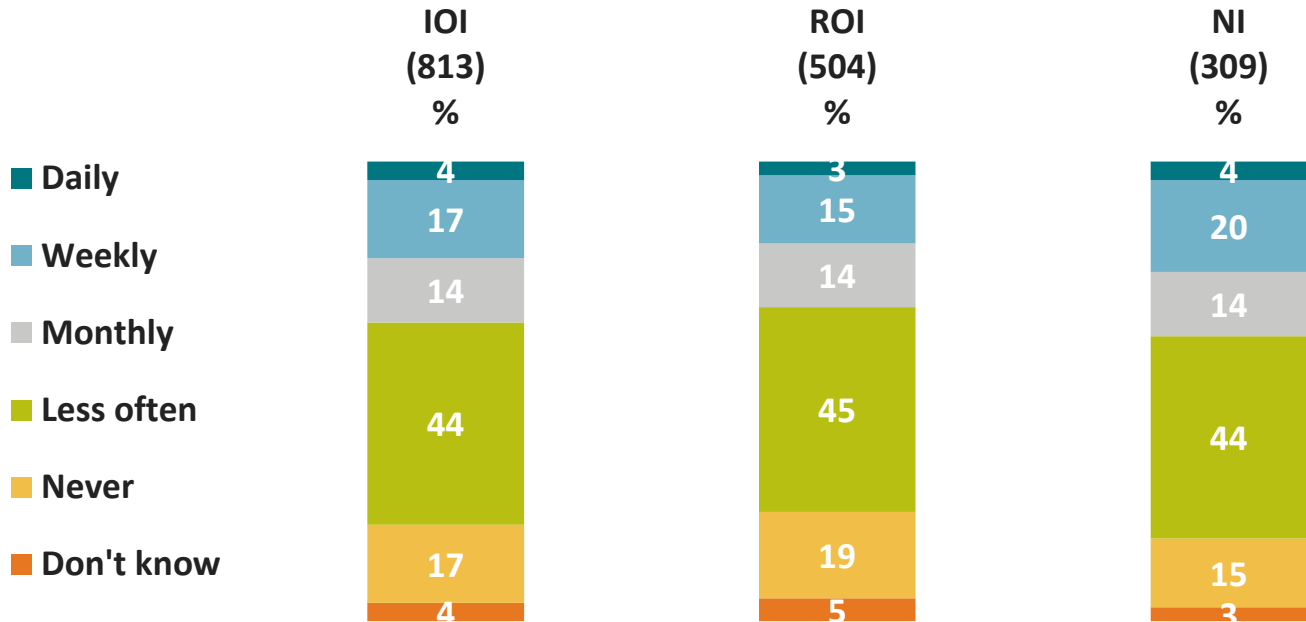
# Sources of Information – Key Take Outs

*Just over one third (35%) of adults on the island of Ireland seek out information about nutrition/healthy eating once per month or more often.*

*Websites (excluding social media) are cited as the main source of information by 45%, followed by social media at 13% and GP/Doctor at 12%.*

*As one would expect, the degree to which sources are used varies based on demographic profile.*

# Frequency Of Seeking Out Nutrition/Healthy Eating Information



Q.60 How often, if at all, would you seek out information about food, nutrition or healthy eating? By this we mean looking up or asking for information on general nutrition, food or healthy eating.

Base: All Respondents: 813

# Top 3 Sources of Information x Demographic

	IOI	Male	Female	15-24	25-34	35-44	45-49	50-54	55-64	65-74	ABC1	C2DEF
	(240)	(99)	(141)	(32)*	(54)	(53)	(16)*	(24)*	(35)*	(25)*	(118)	(121)
	%	%	%	%	%	%	%	%	%	%	%	%
Websites (excluding social media)	45	41	49	45	56	50	51	37	48	9	54	38
Social Media	13	13	13	18	25	10	19	9	2	-	12	14
GP/Doctor	12	20	7	10	7	9	18	12	15	25	12	12

Q.62 And which of these would be your MAIN source of information in relation to food, nutrition or healthy eating?  
 Base: All who seek out information about nutrition/healthy eating: 240

*\*Caution: Small Base Size*

# Contacts

---

## Aisling Corcoran

Director

✉ [aisling.corcoran@ipsos.com](mailto:aisling.corcoran@ipsos.com)

📞 +353 1 4389019

---

## Rebecca Porter

Associate Director

✉ [rebecca.porter@ipsos.com](mailto:rebecca.porter@ipsos.com)

📞 + 353 1 4389041