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PRESENTATION

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INTRODUCTION

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RESEARCH METHODOLOGY

- Stratified Random Sample approach.
- Interviews conducted face-to-face, in-home, amongst a nationally representative, quota controlled sample of Irish adults.
- Data weighted to Census estimates at the analysis stage.
- Total number of interviews achieved 803 (502 ROI and 301 NI).
- Fieldwork was conducted between mid November 2019 and early January 2020.

FINDINGS

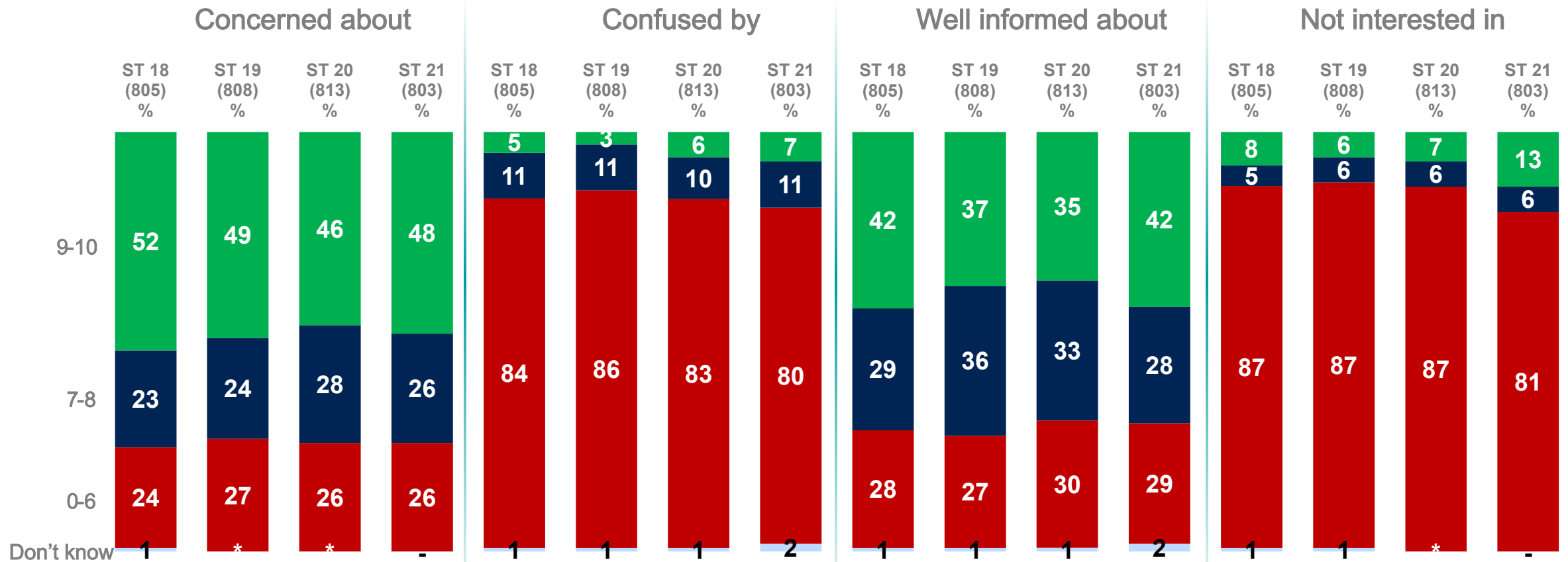
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FOOD SAFETY CONCERNS



LEVEL OF AGREEMENT WITH STATEMENTS ABOUT FOOD SAFETY

Overall concern levels remain unchanged at 74%. Just over 4 in 10 (42%) completely agree that they are well informed about food safety, up by 7 points.



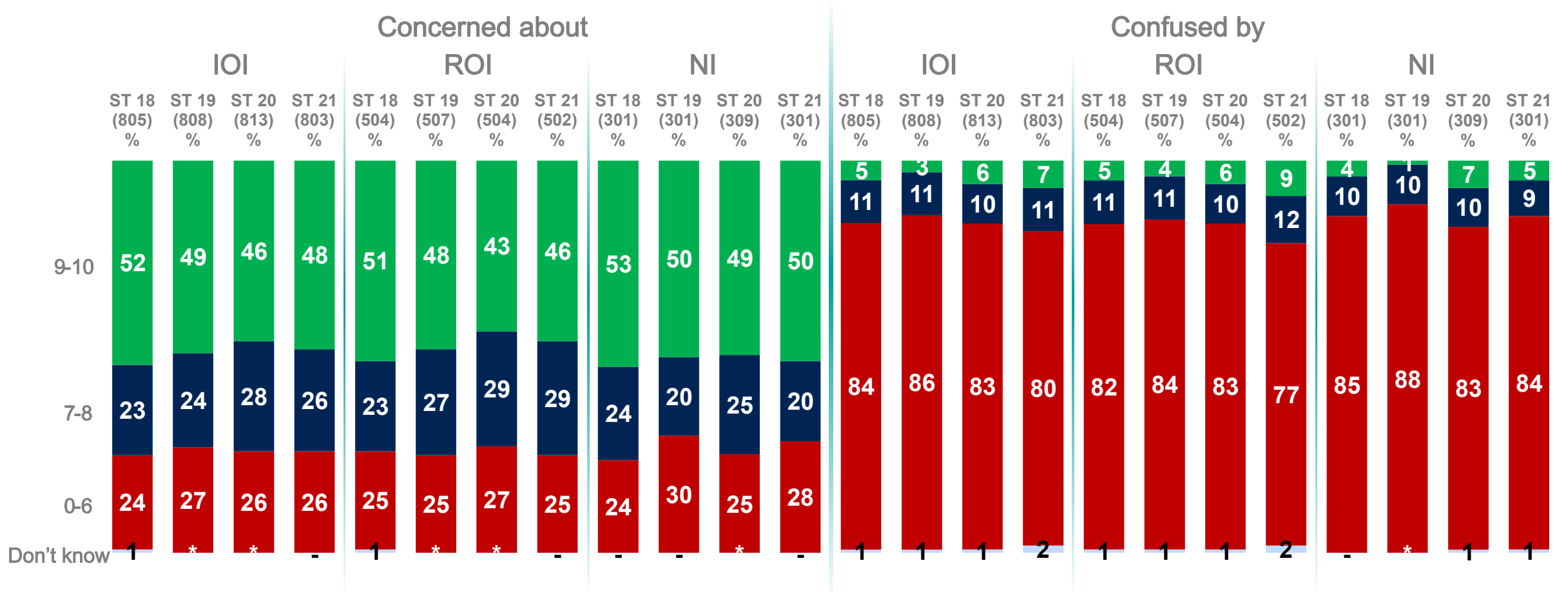
Q.11 I'm now going to read out four statements about food safety, if you could please tell me how much you agree or disagree with each statement using a scale of 0 to 10. 0 means you completely disagree with the statement and 10 means you completely agree.

Base: All Respondents: 803

10=Completely Agree
0=Completely Disagree

LEVEL OF AGREEMENT WITH STATEMENTS ABOUT FOOD SAFETY

Higher levels of concern recorded in ROI (75%) than in NI (70%) in ST21.



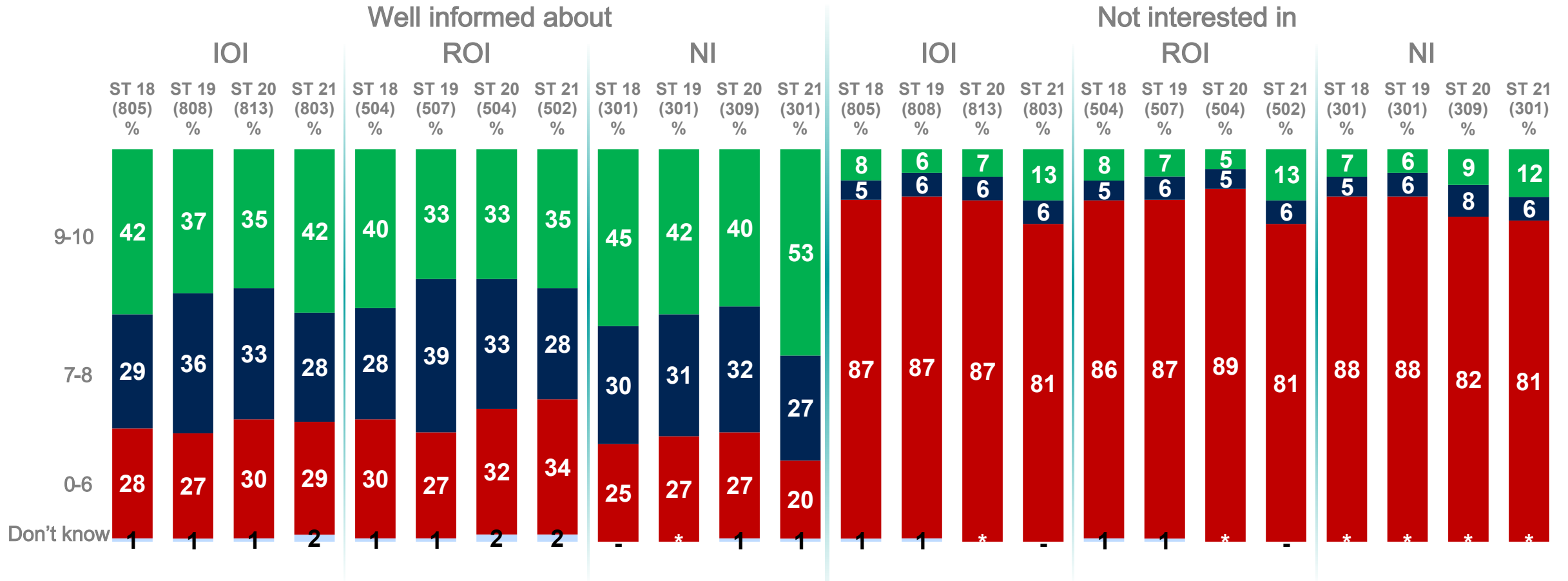
Q.11 I'm now going to read out four statements about food safety, if you could please tell me how much you agree or disagree with each statement using a scale of 0 to 10. 0 means you completely disagree with the statement and 10 means you completely agree.

Base: All Respondents: 803 (IOI), 502 (ROI), 301 (NI)

10=Complete Agree
0=Completely Disagree

LEVEL OF AGREEMENT WITH STATEMENTS ABOUT FOOD SAFETY

Adults in NI are more likely to feel well informed (80%) than those in ROI (63%).



Q.11 I'm now going to read out four statements about food safety, 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: 803 (IOI), 502 (ROI), 301 (NI)

10=Completely Agree
0=Completely Disagree

FOOD SAFETY CONCERNS BY DEMOGRAPHICS (TOP 2 BOXES)

In ROI, those aged 45 and ABC1s are most likely to be concerned about food safety.

		Gender		Age				Social Class	
	Total (502) %	Male (252) %	Female (252) %	15-34 (158) %	35-49 (156) %	50-64 (104) %	65+ (84) %	ABC1 (221) %	C2DEF (281) %
Concerned about food safety	46	42	49	40	52	48	43	51	42
Confused about food safety	9	7	10	8	10	9	7	9	8
Well informed about food safety	35	26	43	28	40	41	31	42	30
Not interested in food safety	13	10	15	14	12	16	6	14	12

Q.11 I'm now going to read out three statements about food safety, 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 ROI Respondents: 502

FOOD SAFETY CONCERNS BY DEMOGRAPHICS (TOP 2 BOXES)

In NI, almost 6 in 10 ABC1s (58%) claim to be well informed about food safety.

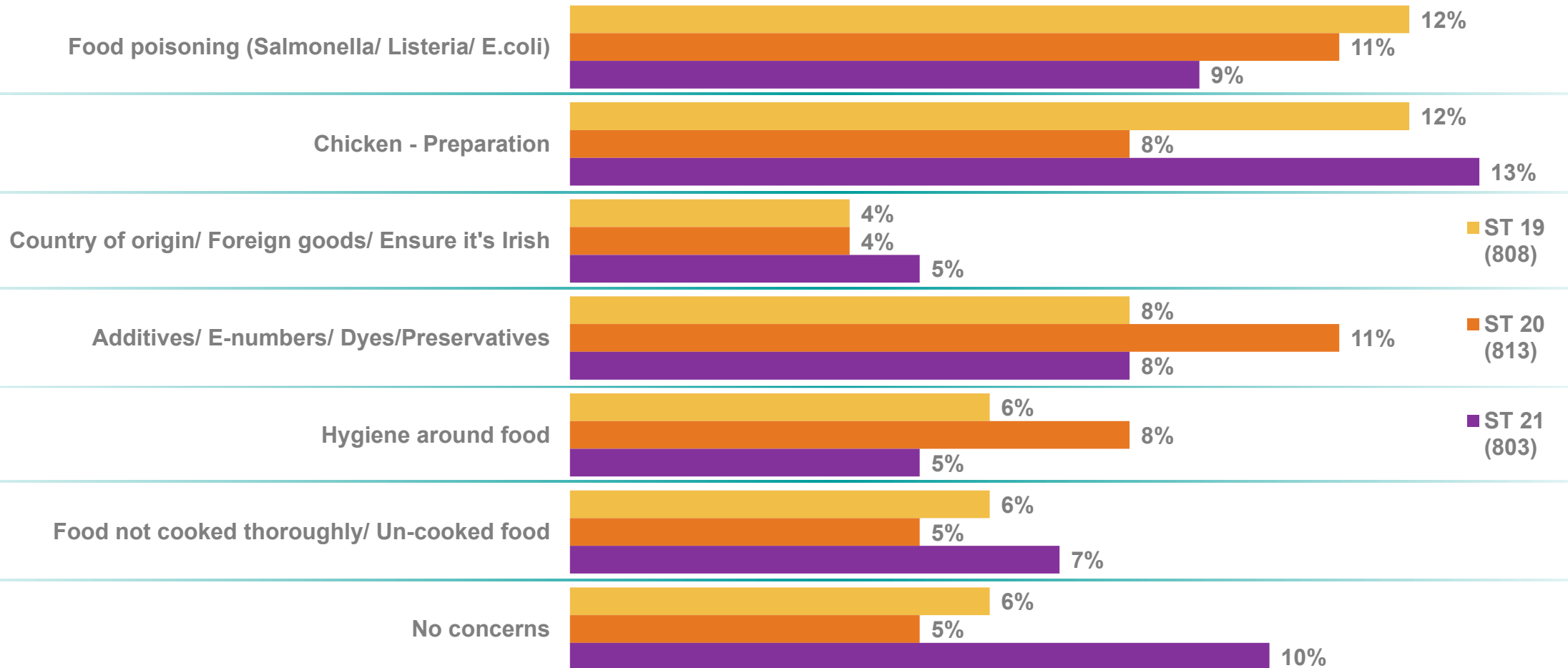
	Total (301) %	Gender		Age				Social Class	
		Male (148) %	Female (153) %	15-34 (89) %	35-49 (76) %	50-64 (83) %	65+ (51) %	ABC1 (135) %	C2DEF (162) %
Concerned about food safety	52	51	54	54	58	47	49	56	51
Confused about food safety	5	5	5	2	8	6	6	6	5
Well informed about food safety	53	50	55	48	58	54	51	58	49
Not interested in food safety	12	13	12	14	17	12	-	11	14

Q.11 I'm now going to read out three statements about food safety, 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 NI Respondents: 301

FOOD RELATED ISSUE OF MOST CONCERN

Concerns around chicken preparation have increased by 6=5 points to 13%.



Q.12 What one food related issue are you most concerned about?
 Base: All Respondents: 803

Only responses 5% or above from ST 21 shown

FOOD RELATED ISSUE OF MOST CONCERN

Chicken preparation, food poisoning and additives/Flavors/Dyes/Preservatives remain in the top 5 issues of most concern for both ROI and NI. However food not being cooked thoroughly is the top issue in NI at 8%.

Top 5 Issues Of Most Concern		
	ROI (502) %	
Chicken - preparation	16	(+11)
Food poisoning (Salmonella/Listeria/E.coli)	10	(-1)
Additives/Flavors/Dyes/Preservatives	9	(-6)
Country of origin/foreign food	7	(+2)
Hygiene around food	6	(-5)

Top 5 Issues Of Most Concern		
	NI (301) %	
Food not cooked thoroughly	8	(+3)
Chicken Preparation	7	(-5)
Food poisoning (Salmonella/ Listeria/E.coli)	7	(-3)
Additives/Flavors/Dyes/Preservatives	7	(+2)
Sugar content	5	(+1)

Q.12 What one food related issue are you most concerned about?
Base: All Respondents: 803

() = denotes change vs. Safetrak 20

FOODS OF MOST CONCERN (1ST MENTION TRENDED)

Chicken remains the food of most concern (33%) followed by raw mince meat at 12% (up 4 points).

	ST 17	ST 18	ST 19	ST 20	ST 21
	(805)	(805)	(808)	(813)	(803)
	%	%	%	%	%
Chicken/poultry	39	41	43	44	33
Shellfish	13	12	7	9	9
Ready-made meals	6	10	6	6	7
Fish	5	5	8	5	7
Frozen foods	4	5	2	5	4
Eggs	10	3	4	5	4
Cooked rice/pasta	1	2	1	1	2
Dairy products (e.g. milk yoghurt)	3	2	2	2	2
Pork	-	*	1	1	1
Raw steak	n/a	n/a	4	6	6
Raw mince meat	n/a	n/a	11	8	12
Other	1	1	2	*	1
Do not have concern about any of these foods	3	7	9	6	11

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: 803

Others less than 1% in ST 21 not shown

FOODS OF MOST CONCERN (ALL MENTIONS)

11% of adults on the island of Ireland don't have any concerns about foods, increasing to 19% in NI.

	IOI				ROI				NI			
	ST 18	ST 19	ST 20	ST 21	ST 18	ST 19	ST 20	ST 21	ST 18	ST 19	ST 20	ST 21
	(805)	(808)	(813)	(803)	(504)	(507)	(504)	(502)	(301)	(301)	(309)	(301)
	%	%	%	%	%	%	%	%	%	%	%	%
Chicken/poultry	70	68	69	60	69	71	72	61	71	64	64	57
Raw mince meat	n/a	35	36	34	n/a	42	43	40	n/a	23	25	24
Shellfish	35	26	26	25	33	29	25	30	37	20	27	17
Fish	26	25	24	24	29	29	28	28	22	19	19	16
Ready-made meals	28	23	22	22	31	29	25	26	23	14	17	14
Eggs	23	21	20	20	22	20	19	22	26	23	23	17
Raw steak	n/a	17	21	19	n/a	18	20	17	n/a	16	23	23
Frozen foods	17	12	17	12	20	16	19	15	13	6	13	9
Dairy products (e.g. milk, yoghurt)	14	10	14	11	10	10	12	12	21	10	17	10
Cooked rice/pasta	10	7	8	9	8	5	6	9	12	10	11	8
Berries	1	1	2	4	2	2	1	5	*	1	2	1
Duck eggs	4	3	2	2	3	3	2	3	4	2	2	1
Pork	1	4	4	1	2	3	4	1	1	4	4	1
Other	1	4	1	1	1	5	1	1	1	2	*	2
Do not have concern about any of these foods	7	9	6	11	7	3	4	6	7	19	9	19

n/a – not asked in ST 18

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: 803 (IOI), 502 (ROI), 301 (NI)

FOODS OF MOST CONCERN (UNPROMPTED)

Chicken is also food of most concern when participants provided a spontaneous answer.

	IOI			ROI			NI		
	ST 19 (808) %	ST 20 (813) %	ST 21 (803) %	ST 19 (507) %	ST 20 (504) %	ST 21 (502) %	ST 19 (301) %	ST 20 (309) %	ST 21 (301) %
Chicken/poultry	36	42	33	39	41	35	31	44	30
All meats	14	15	15	15	14	14	12	17	16
Fish	9	7	7	12	9	10	3	3	3
Pork/ham	6	8	7	7	8	7	5	7	6
Raw meat	3	6	5	3	6	4	2	6	6
Eggs	4	4	4	5	4	5	2	3	2
Properly cooked/prepared food	3	4	4	2	4	4	5	3	4
Food from other countries	1	-	4	2	-	5	*	1	1
Out of date food/that it's fresh	3	4	3	3	4	3	3	4	2
Other	5	2	2	4	3	1	7	2	3
None/not concerned about any food	8	5	8	3	2	2	17	8	18

Q.13a Which foods, if any, would you be MOST concerned about when thinking about food safety?
Base: All Respondents: 803 (IOI), 502 (ROI), 301 (NI)

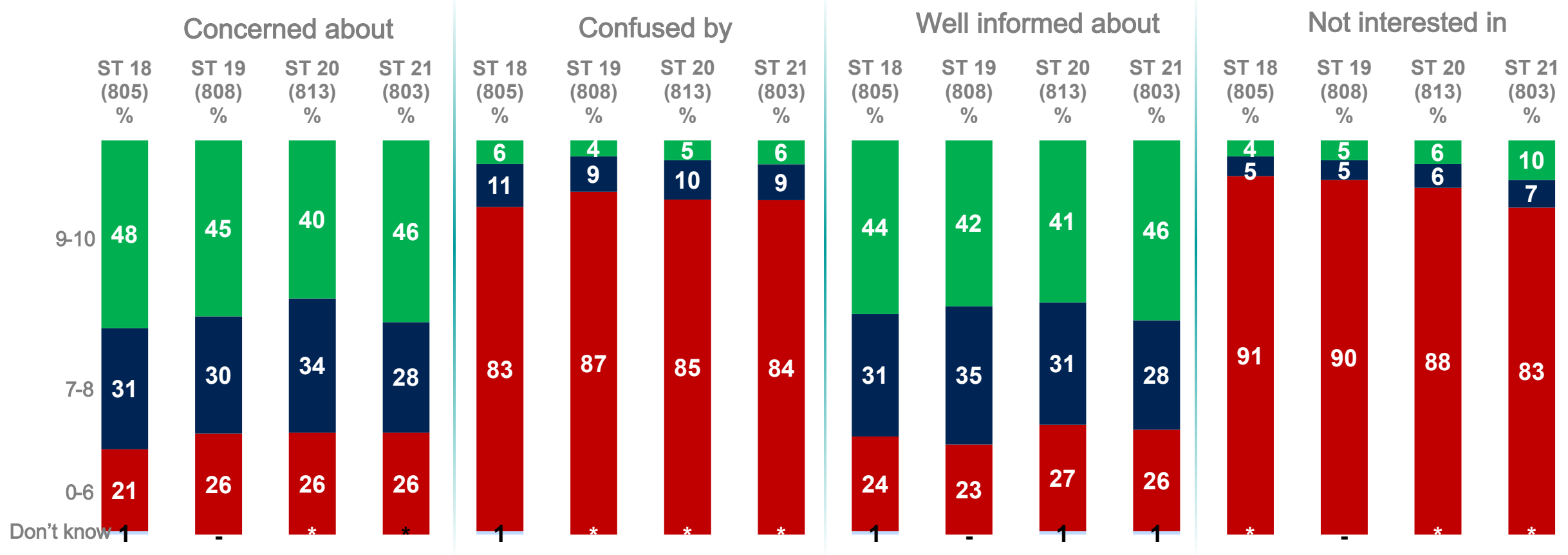
* Others 2% or less of total not shown

HEALTHY EATING



LEVEL OF AGREEMENT WITH STATEMENTS ABOUT HEALTHY EATING

ST 21 recorded an increase of 6 points in the proportion of adults completely agreeing that they are very healthy eating which now stands at 46%.



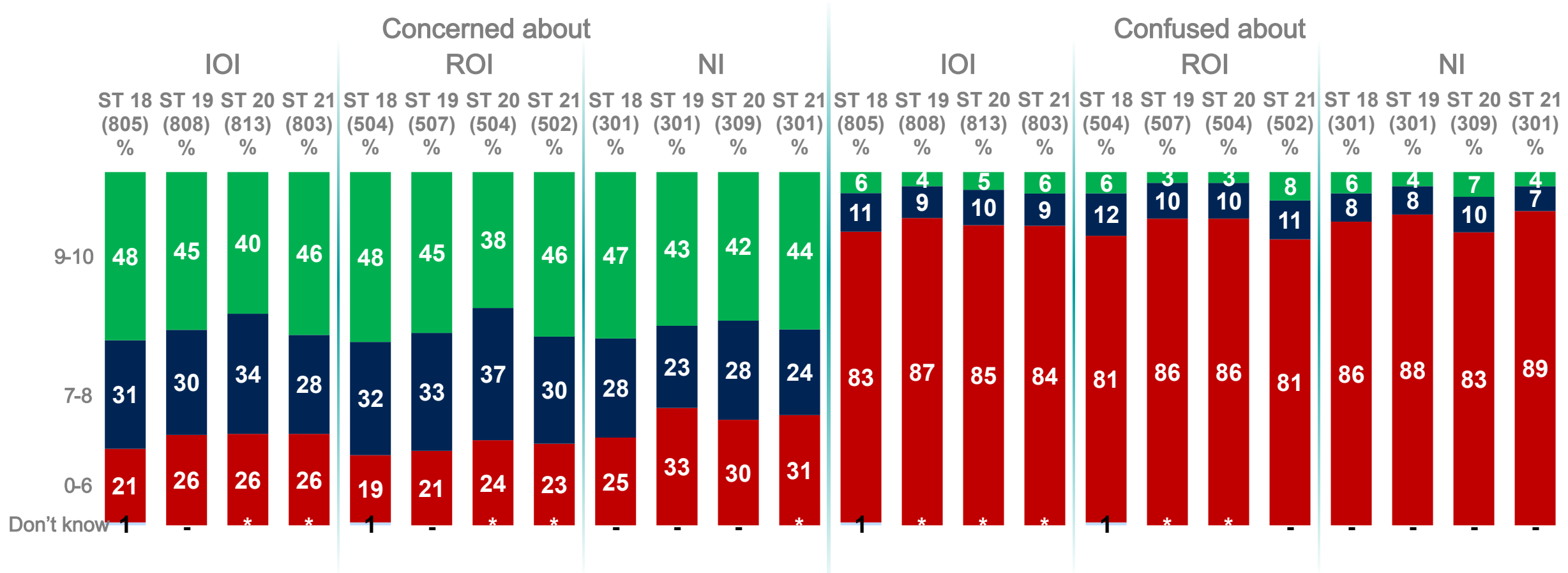
Q.18 I'm now going to read out four statements about eating healthily, if you could please tell me how much you agree or disagree with each statement using a scale of 0 to 10. 0 means you completely disagree with the statement and 10 means you completely agree.

Base: All Respondents: 803

10=Completely Agree
0=Completely Disagree

LEVEL OF AGREEMENT WITH STATEMENTS ABOUT HEALTHY EATING

Those in ROI are more likely to completely agree that that are confused about healthy eating (19%) than



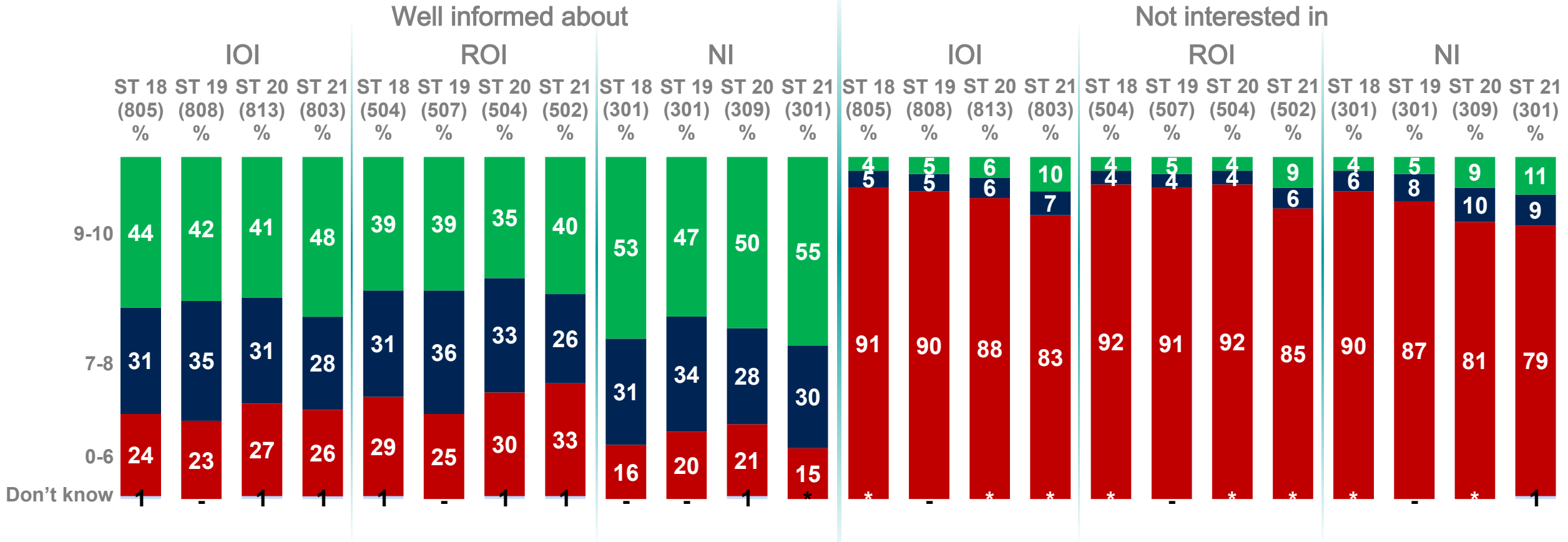
Q.18 I'm now going to read out four statements about eating healthily, if you could please tell me how much you agree or disagree with each statement using a scale of 0 to 10. 0 means you completely disagree with the statement and 10 means you completely agree.

Base: All Respondents: 803 (IOI), 502 (ROI), 301 (NI)

10=Completely Agree
0=Completely Disagree

LEVEL OF AGREEMENT WITH STATEMENTS ABOUT HEALTHY EATING

Adults in NI continue to be more likely to completely agree that they are well informed about healthy eating than those in ROI (40%).



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: 803 (IOI), 502 (ROI), 301 (NI)

10=Completely Agree
0=Completely Disagree

HEALTHY EATING ISSUE OF CONCERN BY REGION

Cholesterol/blood pressure top concern at 16%, with double the proportion of ROI respondents concerned

	IOI				ROI				NI			
	ST 18	ST 19	ST 20	ST 21	ST 18	ST 19	ST 20	ST 21	ST 18	ST 19	ST 20	ST 21
	(805)	(808)	(813)	(803)	(504)	(507)	(504)	(502)	(301)	(301)	(309)	(301)
	%	%	%	%	%	%	%	%	%	%	%	%
Cholesterol/Blood pressure/Heart disease/Stroke	21	14	17	16	23	18	19	20	17	9	14	9
Fats in food/ Fat content/ Saturated fat/ Trans fat	14	12	13	12	16	12	15	12	12	12	10	13
Preservatives/Additives/Colouring	7	9	8	12	9	10	10	15	3	7	6	8
Sugar intake	12	12	12	12	11	13	10	12	14	10	16	11
Diabetes	5	7	5	8	5	6	4	9	4	8	5	7
Cancer	7	7	7	4	7	9	7	5	6	4	5	3
Salt	4	5	6	4	2	5	7	4	7	6	5	5
Weight management	8	8	5	4	6	6	5	5	12	11	5	3
Food for children	2	4	3	4	3	4	3	3	2	3	2	4
Getting the 5-a-day	2	1	3	2	1	2	2	3	3	1	3	1
Variety in diet	2	3	4	2	3	3	4	2	1	2	3	3
Vitamins and minerals	1	1	1	1	1	*	1	1	*	2	-	1
Fruit/Veg	2	1	1	1	2	1	1	*	2	1	2	1
Allergies/food intolerances	-	-	-	1	-	-	-	*	-	-	-	1
Other	4	3	2	1	3	3	2	1	5	2	3	1
Don't know/ can't remember	2	3	1	3	3	2	*	2	2	4	3	5
None	6	6	6	11	5	1	4	4	6	13	11	22

Q.19 What one healthy eating issue are you most concerned about? (Unprompted)
 Base: All Respondents: 803 (IOI), 502 (ROI), 301 (NI)

*Others less than 1% of ST21 total not shown

HEALTHY EATING ISSUE OF CONCERN BY AGE GROUP

Concern about weight management continues to decline in ST 21 to 4%. Sugar intake is the top concern

					Age						
	ST 18	ST 19	ST 20	ST 21	15-24	25-34	35-44	45-59	50-54	55-64	65-74
	(805) %	(808) %	(813) %	(803) %	(104) %	(143) %	(155) %	(77) %	(73) %	(116) %	(135) %
Cholesterol/Blood pressure/Heart disease/Stroke	21	14	17	16	7	10	15	21	19	22	24
Fats in food/ Fat content/ Saturated fat/ Trans fat	14	12	13	12	10	13	11	13	22	10	10
Preservatives/Additives/Colouring	7	9	8	12	8	14	14	21	10	11	7
Sugar intake	12	12	12	12	19	12	10	9	9	12	11
Diabetes	5	7	5	8	4	7	7	6	9	11	13
Cancer	7	7	7	4	5	3	7	7	2	3	3
Salt	4	5	5	4	2	3	7	1	4	5	5
Weight management	8	8	5	4	9	3	4	3	4	4	1
Food for children	2	4	2	4	3	5	9	2	1	-	-

Q.19 What one healthy eating issue are you most concerned about? (Unprompted)
Base: All Respondents: 803

*Mentions of 4% or more of ST 21 shown

BARRIERS TO HEALTHY EATING



CHALLENGES FACING HOUSEHOLDS

An increased number of adults claim that they do not have enough time to plan and prepare meals (25% for meals).

	ST 20 Applies ✓			ST 21 Applies ✓		
	IOI (813) %	ROI (504) %	NI (309) %	IOI (803) %	ROI (502) %	NI (301) %
We/I often eat out of the house	34	37	30	34	35	32
We/I don't have enough time to plan & prepare healthy meals	21	20	22	25	27	21
We/I do not have enough time to sit down for meals	15	15	15	23	26	17

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: 803 (IOI), 502 (ROI), 301 (NI)

STATEMENTS RELATING TO HEALTHY EATING

Support for restriction of advertising for unhealthy foods and for the number of fast food outlets has declined

	ST 20 Applies ✓			ST 21 Applies ✓		
	IOI (813) %	ROI (504) %	NI (309) %	IOI (803) %	ROI (502) %	NI (301) %
There are more special offers for unhealthy foods than there are for healthy foods	81	79	85	80	77	85
The amount of advertising for unhealthy food should be restricted	76	78	71	69	70	67
Children prefer to eat unhealthy foods rather than healthy foods*	74	75	72	71	71	70
The number of fast food outlets should be restricted	56	60	49	52	53	51
It is expensive to eat healthily	53	51	57	55	54	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.

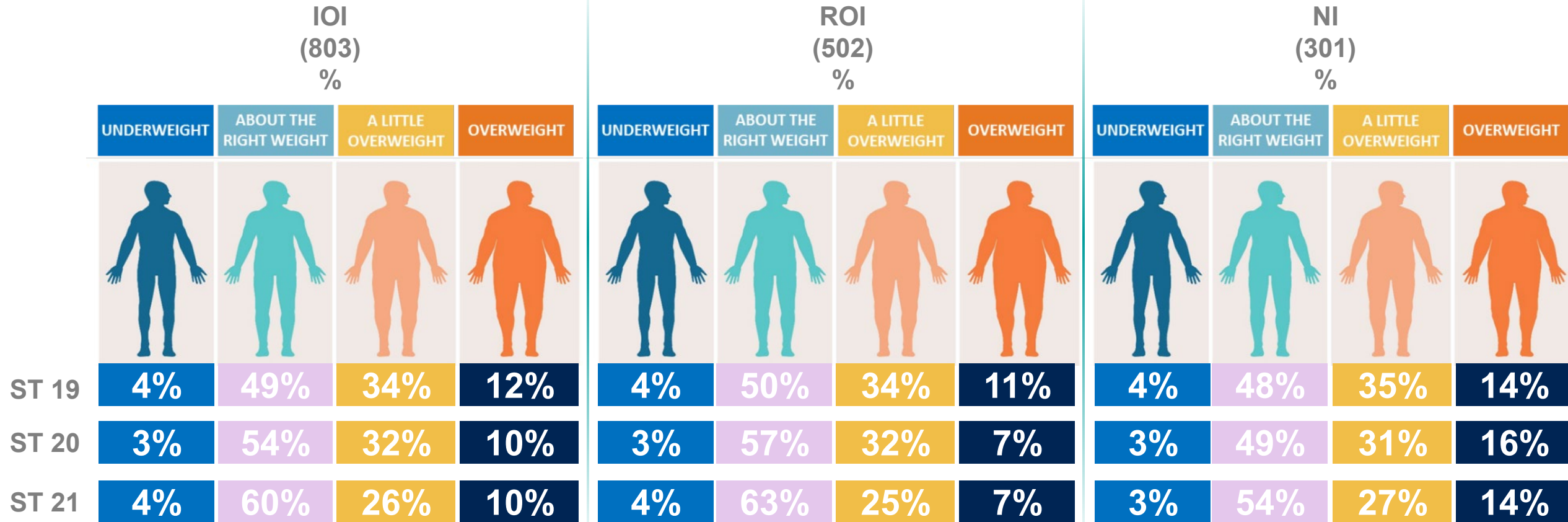
Base: All Respondents: 803 (IOI), 502 (ROI), 301 (NI) / All those with children*: 321 (IOI), 220 (ROI), 101 (NI)

VIEWS ON OWN WEIGHT



BEST DESCRIPTION ON OWN WEIGHT

6 in 10 adults on the island of Ireland believe that they are about the right weight



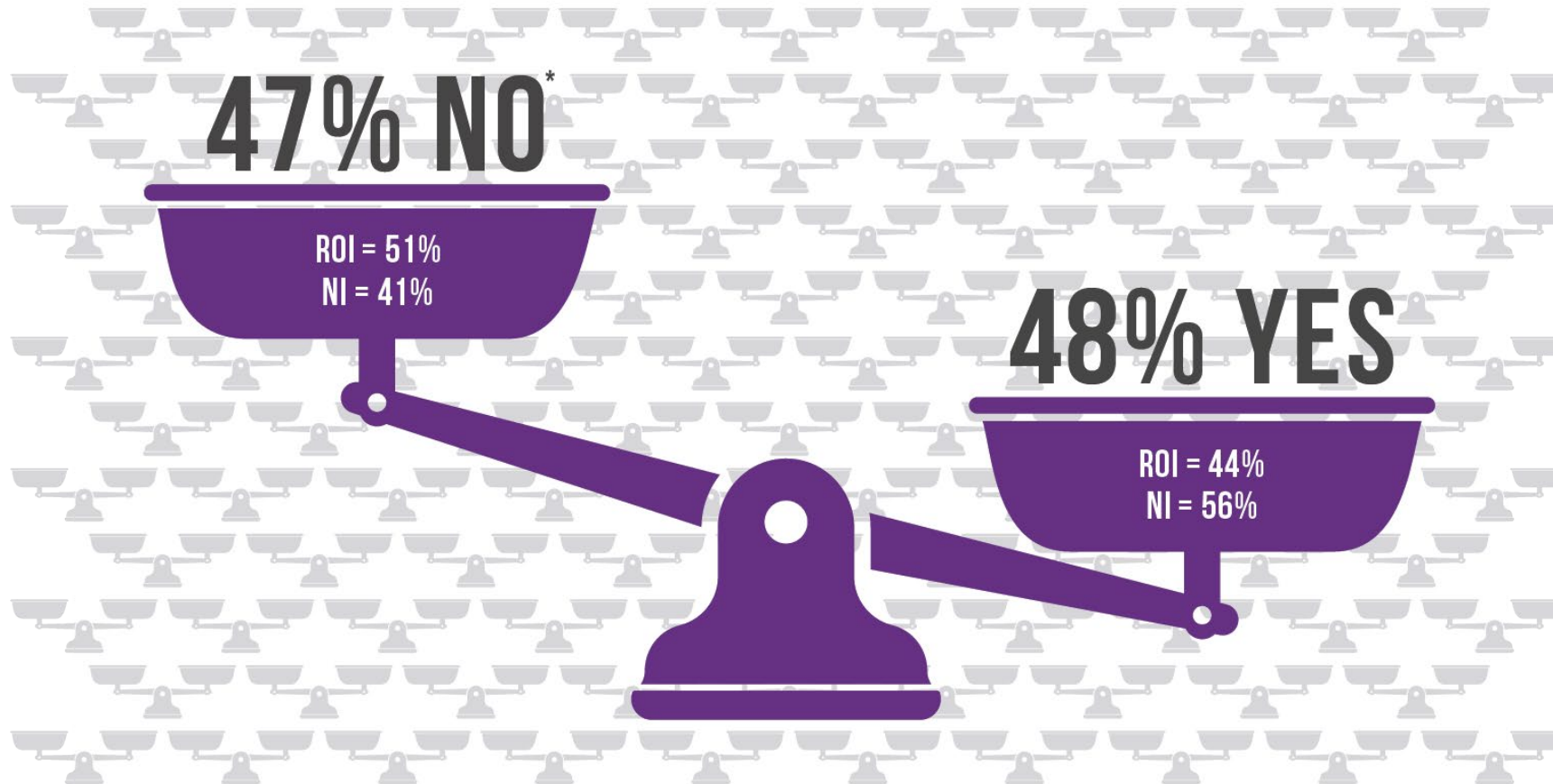
Note: images shown for presentation purposes only, respondents were shown text statements only during the interview.

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

Base: All Respondents: 803 (IOI), 502 (ROI), 301 (NI)

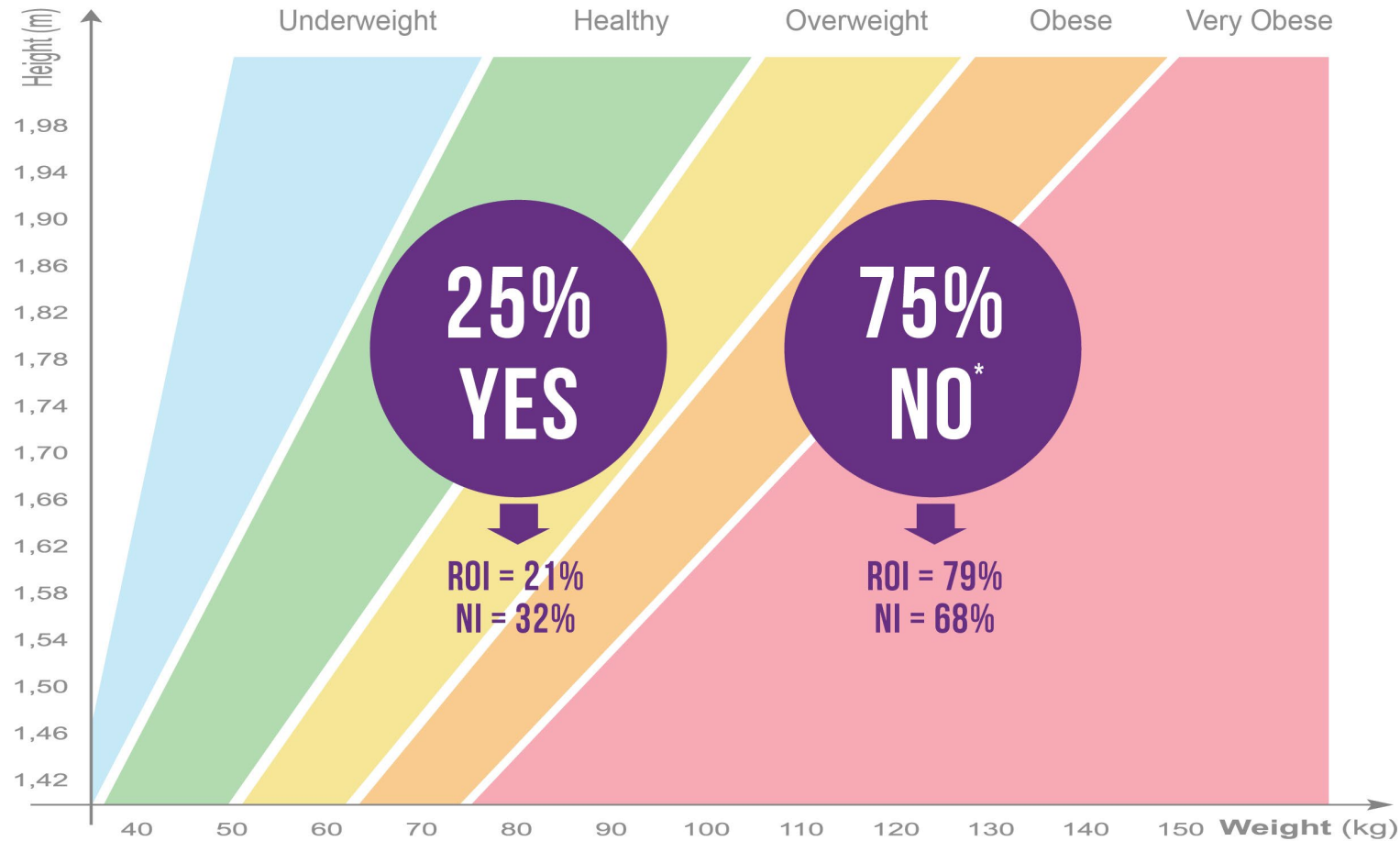
WEIGHED YOURSELF AT HOME IN PAST 3 MONTHS

Just under half of all adults on the island of Ireland have weighed themselves at home in the past three



CHECKED YOUR BMI IN PAST 3 MONTHS

A quarter have checked their BMI in the past 3 months, this was higher amongst those in NI vs ROI.

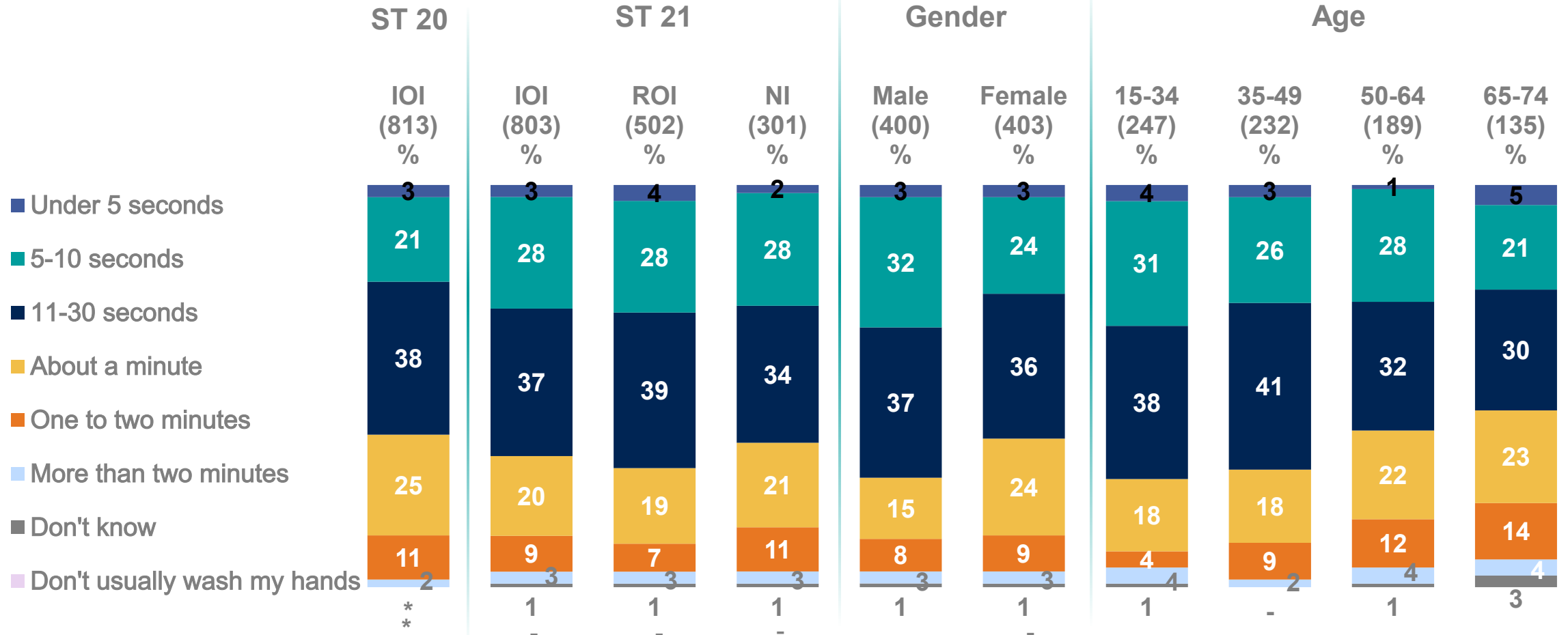


HANDWASHING



LENGTH OF TIME WASHING HANDS

Just over one third (34%) of adults wash their hands for 11-30 seconds.



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: 803 (IOI), 502 (ROI), 301 (NI)

FREQUENCY OF WASHING HANDS

95% of adults claim to always wash their hands after using the toilet.

		Always %	Sometimes %	Seldom %	Never %	Don't know %
After using the toilet	ST 20	93	5	1	1	1
	ST 21	95	4	*	*	*
After handling raw meat	ST 20	90	5	1	1	2
	ST 21	89	7	1	1	3
Before handling cooked meat	ST 20	75	15	4	4	2
	ST 21	77	14	4	2	2
After contact with pets/animals	ST 20	68	22	6	3	1
	ST 21	68	22	6	3	2
Before eating	ST 20	51	35	9	5	*
	ST 21	52	33	10	5	*
When you sneeze or blow your nose	ST 20	38	36	18	8	*
	ST 21	38	36	17	8	1
When you arrive home	ST 20	37	35	15	12	1
	ST 21	35	33	15	14	2
When you cough	ST 20	29	34	22	14	*
	ST 21	33	34	21	12	1
When you arrive in work	ST 20	32	21	14	21	12
	ST 21	30	20	14	21	16
After eating	ST 20	28	30	24	17	*
	ST 21	30	32	22	16	*

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: 803

FREQUENCY OF WASHING HANDS

		Always %	Sometimes %	Seldom %	Never %	Don't know %
After using the toilet	ST 20	92	6	*	*	1
	ST 21	93	6	*	*	*
After handling raw meat	ST 20	90	7	*	*	2
	ST 21	85	9	1	1	3
Before handling cooked meat	ST 20	76	16	3	3	2
	ST 21	74	17	5	2	3
After contact with pets/animals	ST 20	69	25	5	1	1
	ST 21	66	24	6	1	2
Before eating	ST 20	47	39	10	4	*
	ST 21	46	40	11	3	*
When you sneeze or blow your nose	ST 20	34	39	17	9	1
	ST 21	36	39	19	4	1
When you arrive home	ST 20	33	38	21	7	*
	ST 21	32	38	18	10	2
When you cough	ST 20	26	36	26	11	*
	ST 21	30	39	23	7	1
When you arrive in work	ST 20	27	25	17	21	11
	ST 21	26	25	15	19	16
After eating	ST 20	24	34	27	14	*
	ST 21	25	37	23	15	*

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 ROI Respondents: 502

FREQUENCY OF WASHING HANDS

		Always %	Sometimes %	Seldom %	Never %	Don't know %
After using the toilet	ST 20	94	3	1	1	*
	ST 21	98	1	*	*	*
After handling raw meat	ST 20	91	3	1	3	2
	ST 21	95	3	-	1	1
Before handling cooked meat	ST 20	74	14	5	5	1
	ST 21	83	10	3	3	1
After contact with pets/animals	ST 20	67	17	7	7	2
	ST 21	72	17	4	6	1
Before eating	ST 20	57	27	9	6	1
	ST 21	61	23	7	9	*
When you sneeze or blow your nose	ST 20	44	32	13	11	-
	ST 21	41	31	13	15	*
When you arrive home	ST 20	42	28	12	18	*
	ST 21	39	26	10	22	3
After eating	ST 20	35	31	15	19	*
	ST 21	38	25	20	17	*
When you cough	ST 20	39	15	10	21	14
	ST 21	37	24	18	19	1
When you arrive in work	ST 20	35	25	18	22	*
	ST 21	36	12	13	24	16

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 NI Respondents: 301

REASONS FOR NOT WASHING HANDS

‘No water’ remains as the top reason for not washing hands in IOI at 23%

	ST 21 %	ST 20 %
No water	27	23
Towel was very dirty	24	20
Sink was very dirty	23	16
Nothing available to dry my hands	18	15
No time	19	14
Inconvenience of waiting in a queue	18	14
No soap	19	12
Far from sink	17	11
Worried about side effect of handwashing e.g. hands getting dry	8	6

Q.48 I am now going to read you out some common reasons that people give for not always being able to wash their hands. Could you please tell me if any of these reasons prevented you from washing your hands in the past 3 months, or not.

Base: All Respondents: 803

REASONS FOR NOT WASHING HANDS

'No water' and 'towel was very dirty' are the joint top reasons for not washing hands in ROI at 23%.

	ST 21	ST 20
	%	%
No water	31	23
Towel was very dirty	29	23
Sink was very dirty	25	15
Nothing available to dry my hands	22	14
No soap	20	14
Inconvenience of waiting in a queue	22	13
No time	21	13
Far from sink	19	11
Worried about side effect of handwashing e.g. hands getting dry	10	8

Q.48 I am now going to read you out some common reasons that people give for not always being able to wash their hands. Could you please tell me if any of these reasons prevented you from washing your hands in the past 3 months, or not.

Base: All ROI Respondents: 502

REASONS FOR NOT WASHING HANDS

'No water' is the top reason for not washing hands in NI at 23%.

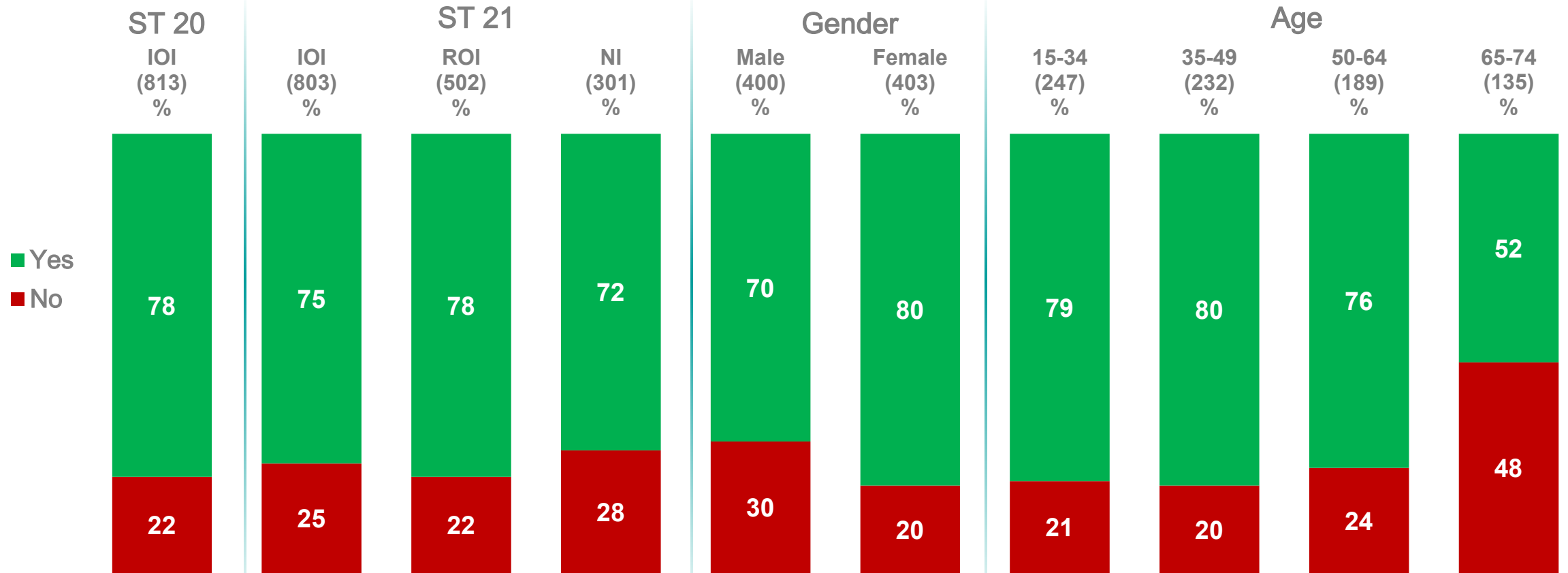
	ST 21 %	ST 20 %
No water	22	23
Sink was very dirty	19	17
No soap	16	17
Towel was very dirty	17	16
Inconvenience of waiting in a queue	13	15
Nothing available to dry my hands	11	13
No time	15	11
Far from sink	13	11
Worried about side effect of handwashing e.g. hands getting dry	5	4

Q.48 I am now going to read you out some common reasons that people give for not always being able to wash their hands. Could you please tell me if any of these reasons prevented you from washing your hands in the past 3 months, or not.

Base: All NI Respondents: 301

USE OF HAND SANITISERS IN PAST 3 MONTHS

Use of hand sanitisers is highest among females at 80%.



Q.49 Have you used hand sanitisers like gels or hand wipes to clean your hands in the past 3 months, or not?

Base: All Respondents: 803 (IOI), 502 (ROI), 301 (NI)

MOST EFFECTIVE WAYS TO CLEAN HANDS

Using soap and water is deemed to be more effective than using hand sanitisers overall.

	Using soap and water to wash hands %	Using hand sanitisers to wash hands %	Use either %	Neither/ would not clean hands %	Don't know %
To clean hands when visibly dirty or soiled	73	5	21	1	-
After using the bathroom at home	72	7	20	1	1
Before handling food	69	6	23	1	*
After using public restrooms	60	10	27	2	*
After changing a nappy	60	6	20	4	10
After petting a dog or cat	58	8	26	7	1
Before caring for a baby	50	9	26	5	9
Before having a meal at a restaurant	42	11	29	17	1
After touching money	31	14	29	23	2
After using public transport	28	18	31	20	3
In the office	28	16	29	13	13
After shaking hands	24	17	24	33	2

Q.50 Thinking about the following situations which do you think is the most effective way to clean your hands?

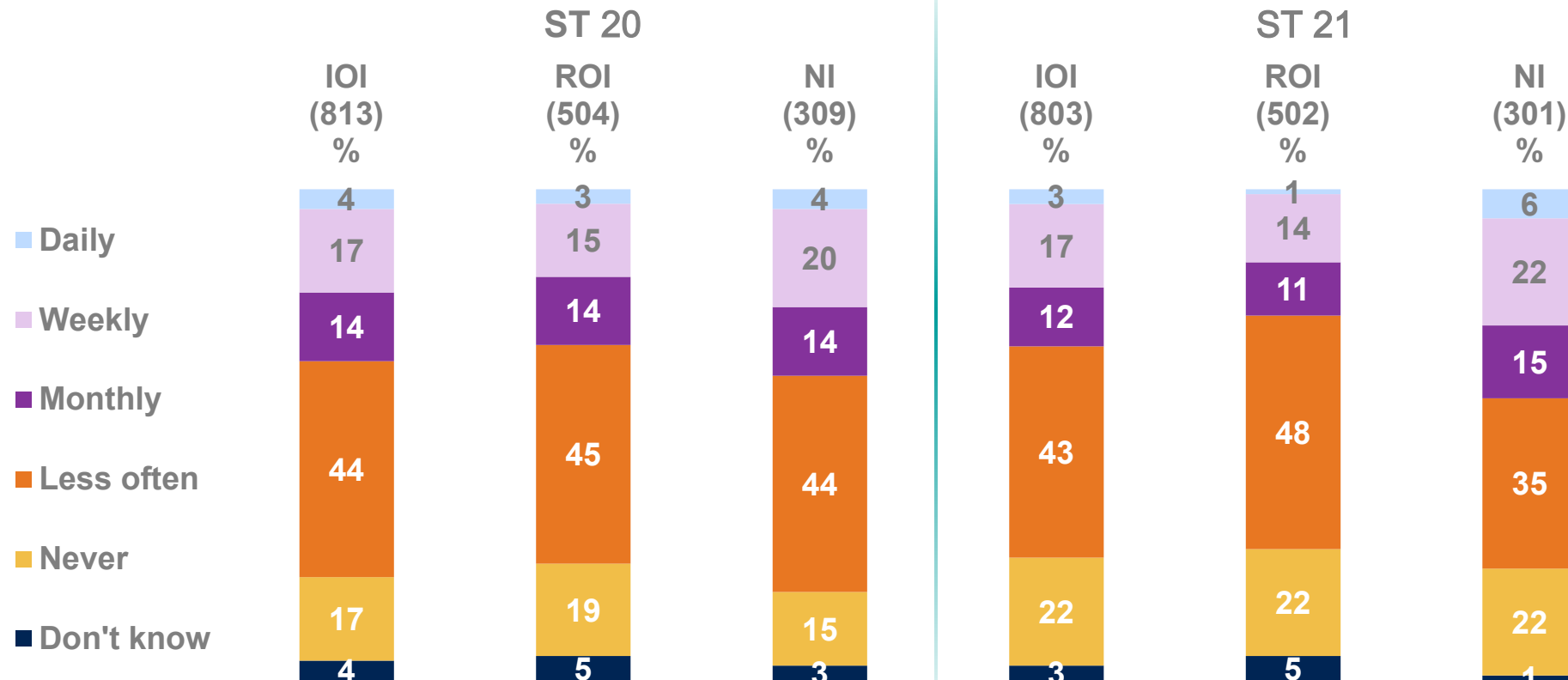
Base: All Respondents: 803

SOURCES OF INFORMATION ON HEALTHY EATING & NUTRITION



FREQUENCY OF SEEKING OUT NUTRITION/HEALTHY EATING INFO

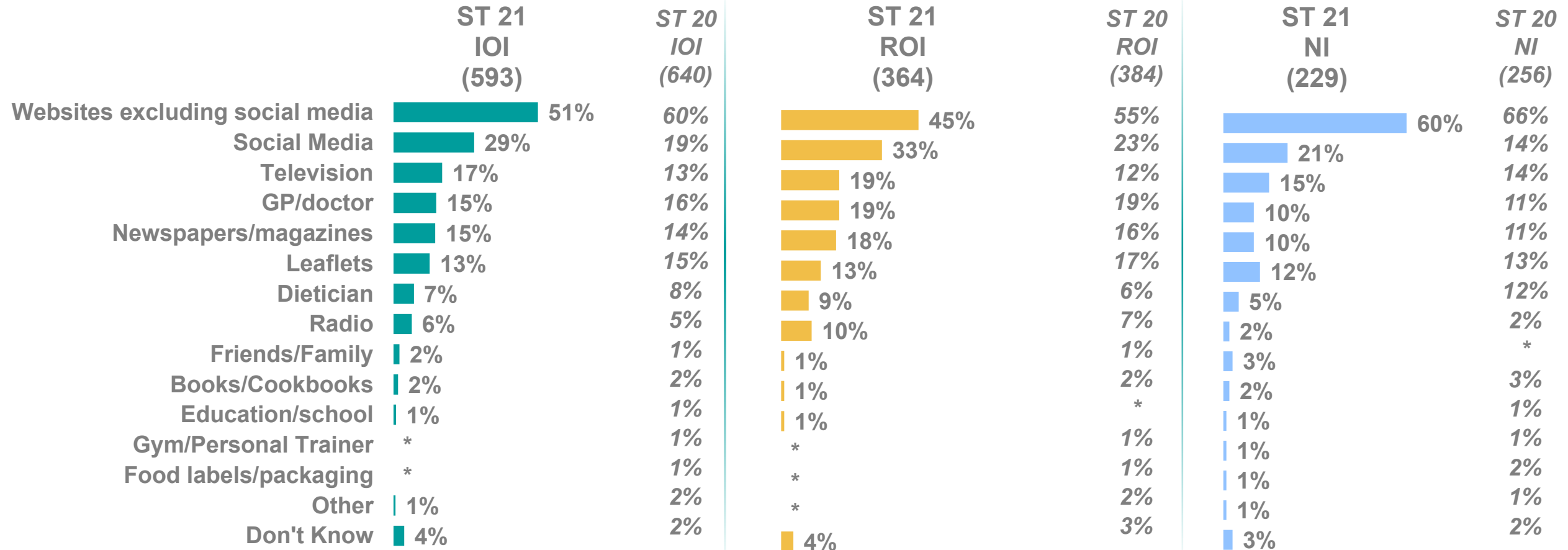
The proportion of adults who never seek out nutrition/healthy eating information has increased by 5 points



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: 803 (IOI), 502 (ROI), 301 (NI)

SOURCES OF INFORMATION (ALL MENTIONS)

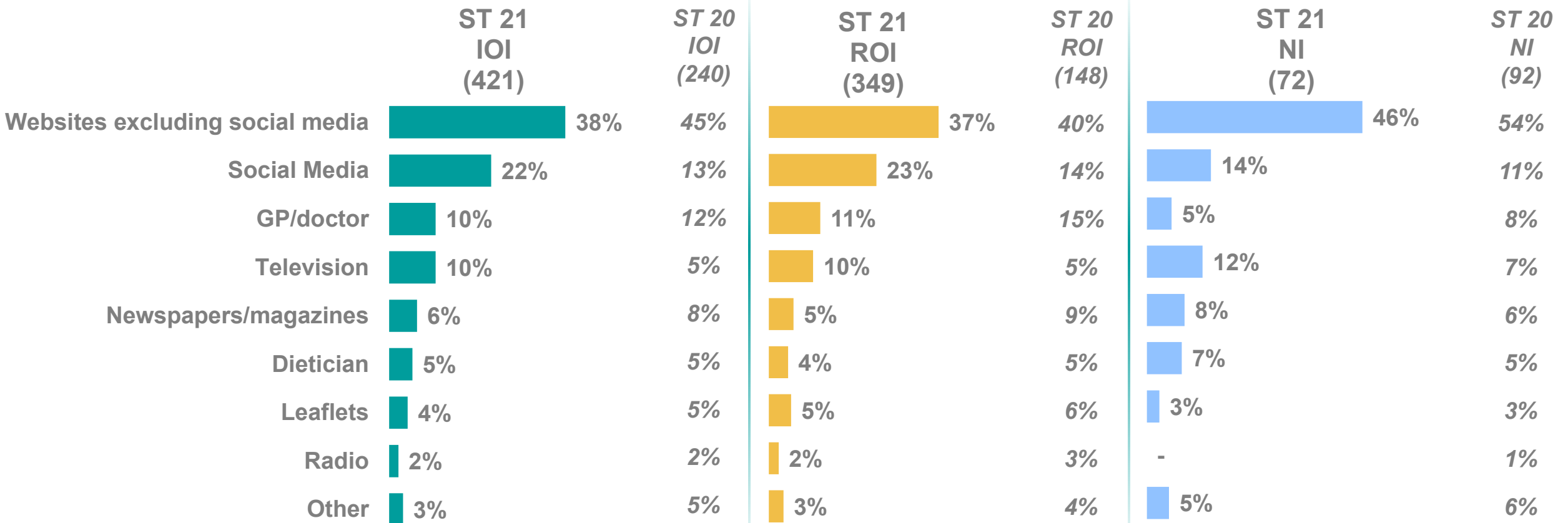
Use of social media for information on nutrition/healthy eating has increased from 19% to 29%.



Q.61 Where would you seek information in relation to food, nutrition or healthy eating?
 Base: All Respondents who sought information: 593 (IOI), 364 (ROI), 229 (NI)

MAIN SOURCE OF INFORMATION

Just under 4 in 10 (38%) use websites as their main source of information, rising to 46% in NI.



Q.62 And which of these would be your MAIN source of information in relation to food, nutrition or healthy eating?

Base: All who sought out multiple forms of information about nutrition/healthy eating: 421

TOP 3 SOURCES OF INFORMATION X DEMOGRAPHIC PROFILE

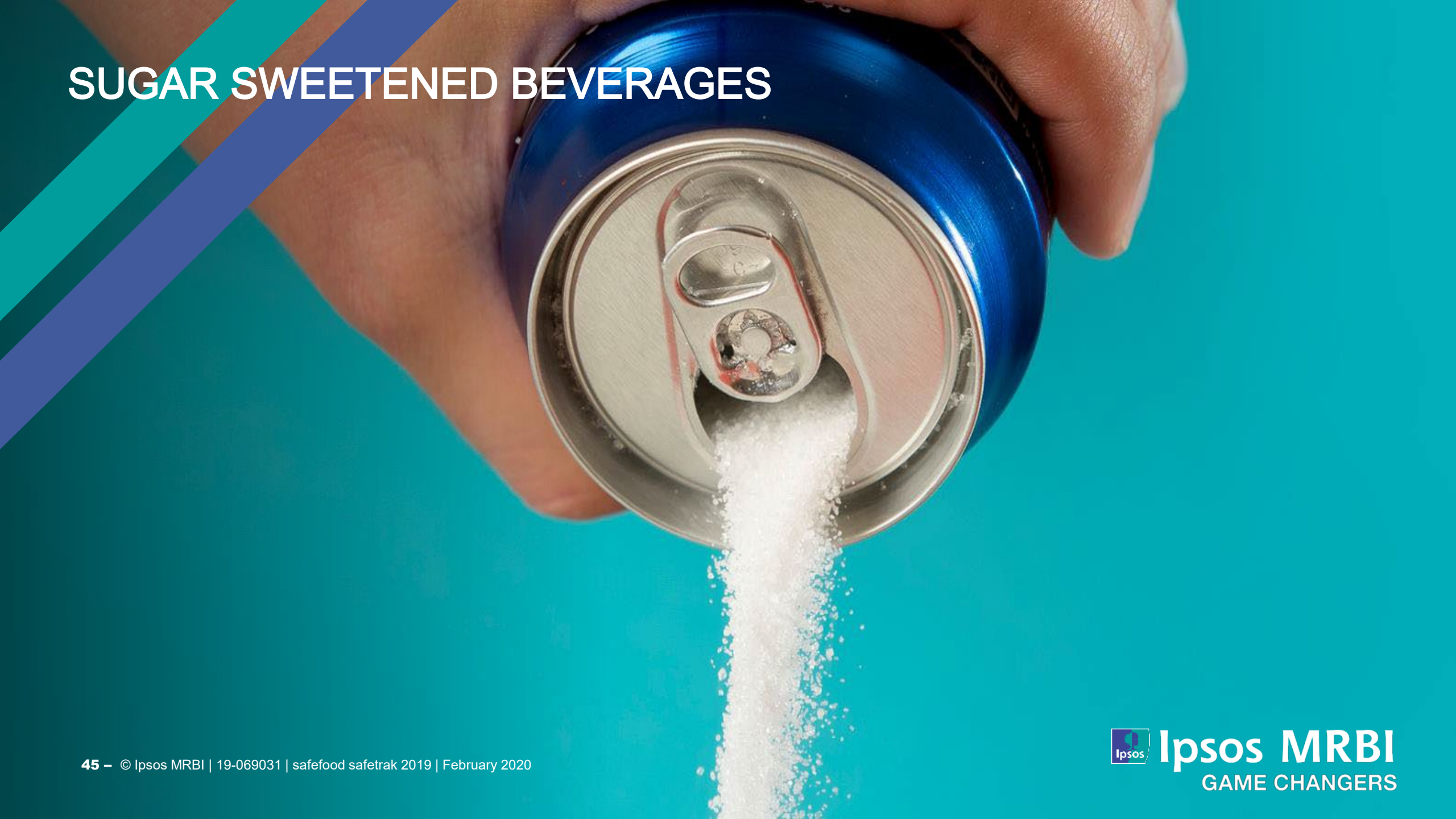
Use of social media is highest among 15-24s at 48%, use of GP/Doctor is highest among those aged 65+ at 27%

	ST 21 IOI (421) %	ST 20 IOI (240) %	Male (179) %	Female (242) %	15-24 (41) %	25-34 (80) %	35-44 (98) %	45-49 (51) %	50-54 (40) %	55-64 (53) %	65-74 (58) %	ABC1 (201) %	C2DEF (220) %
Websites (excluding social media)	38	45	37	39	27	50	46	47	28	28	21	43	34
Social Media	22	13	17	25	48	28	20	12	17	14	9	23	20
GP/Doctor	10	12	14	8	3	3	9	8	13	17	27	6	14

Q.62 And which of these would be your MAIN source of information in relation to food, nutrition or healthy eating?
 Base: All who sought out multiple forms of information about nutrition/healthy eating: 421

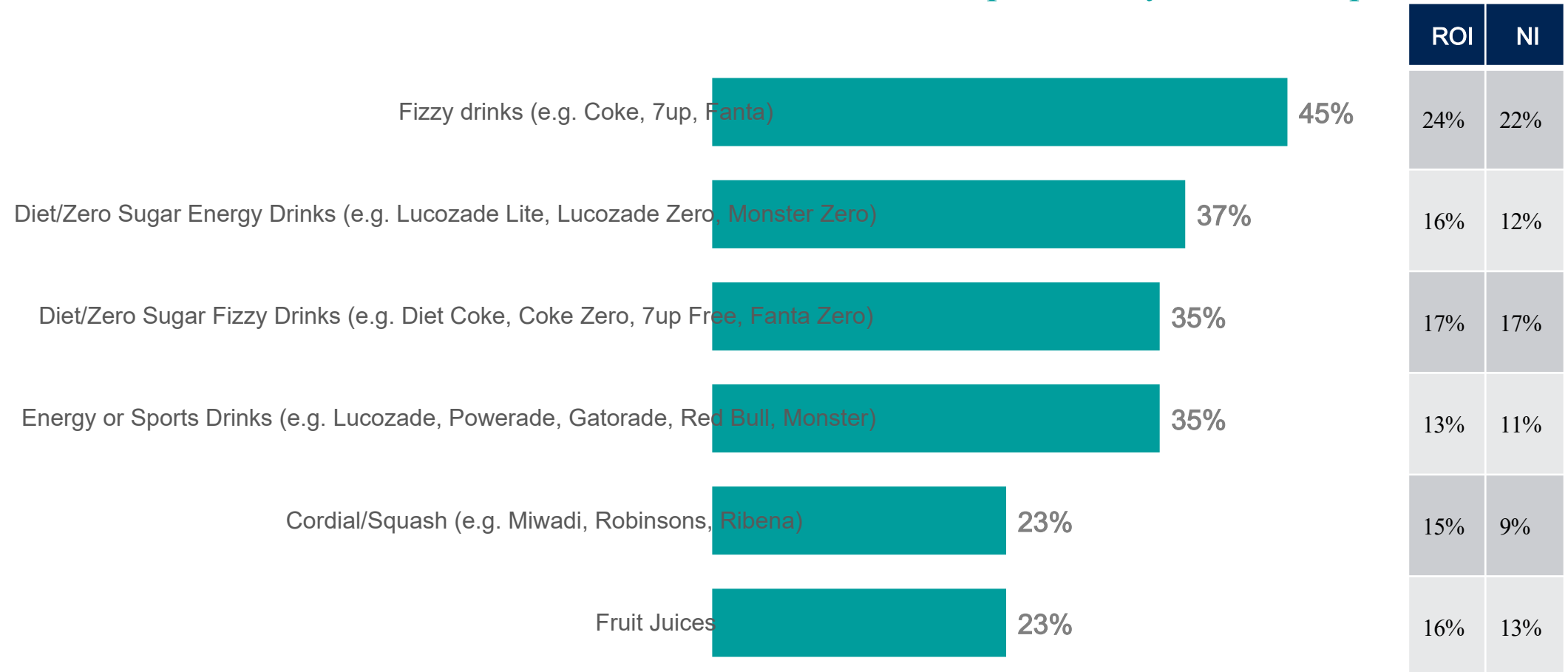
*Caution: Small Base Size

SUGAR SWEETENED BEVERAGES



REDUCTION IN CONSUMPTION OF DRINKS IN PAST 3 MONTHS

Just under half of adults on the island of Ireland claim to have reduced their consumption of fizzy drinks in the past 3 months.



Q.63 I'm now going to read out different types of drinks that people consume, for each one I'd like you to tell me if you have reduced your consumption of this drink in the past three months, or not?
 Base: All respondents: 803

WAYS IN WHICH CONSUMPTION OF DRINKS HAS BEEN REDUCED

Just over half of adults who have reduced consumption of a sugar sweetened drink have done so by drinking less of it

	Fizzy drinks (e.g. Coke, 7up, Fanta) (177) %	Cordial/Squash (e.g. MiWadi, Robinsons, Ribena) (100) %	Fruit Juices (100) %	Energy or Sports Drinks (Lucozade, Powerade, Gatorade, Red Bull, Mon) (94) %
I am just drinking less of it	56	55	55	52
I am drinking water/milk instead	24	28	28	15
I have stopped drinking it completely	13	10	11	24
I am drinking diet/zero sugar version instead	11	9	6	9
Other	-	1	2	1
Don't know	3	1	3	1

Q.64 And how have you gone about reducing your consumption of (insert drink from Q.63)?

Base: All respondents who have reduced consumption

*Caution: Small Base Size

WAYS IN WHICH CONSUMPTION OF DRINKS HAS BEEN REDUCED

Similar to IOI, the top method of reducing consumption was just to drink less of it, this was higher in NI v

	Fizzy drinks (e.g. Coke, 7up, Fanta)		Cordial/Squash (e.g. MiWad, Robinsons, Ribena)		Fruit Juices		Energy or Sports Drinks (Lucozade, Powerade, Gatorade, Red Bull, Mon)	
	(115)	(62)	(73)	(27*)	(74)	(36*)	(64)	(30*)
	%		%		%		%	
	ROI	NI	ROI	NI	ROI	NI	ROI	NI
I am just drinking less of it	47	71	52	63	51	64	46	62
I am drinking water/milk instead	31	11	30	22	31	22	17	11
I have stopped drinking it completely	9	20	11	7	13	8	28	17
I am drinking diet/zero sugar version instead	14	4	8	12	7	3	8	10
Other	-	-	1	-	2	3	1	-
Don't know	4	2	2	-	3	3	2	-

Q.64 And how have you gone about reducing your consumption of (insert drink from Q.63)?
 Base: All respondents who have reduced consumption

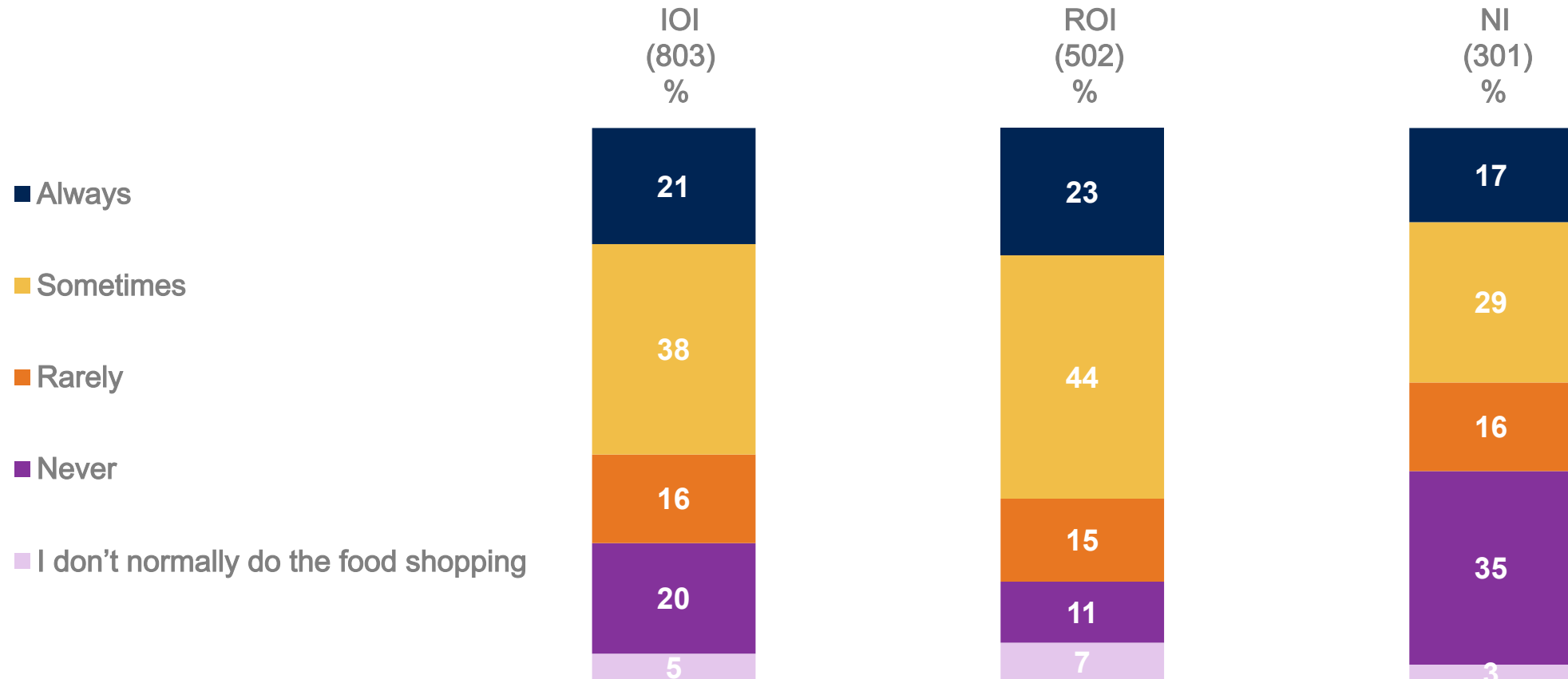
*Caution: Small Base Size

SUSTAINABLE DIETS



FREQUENCY OF CHECKING IF FOOD IS PRODUCED ON THE ISLAND

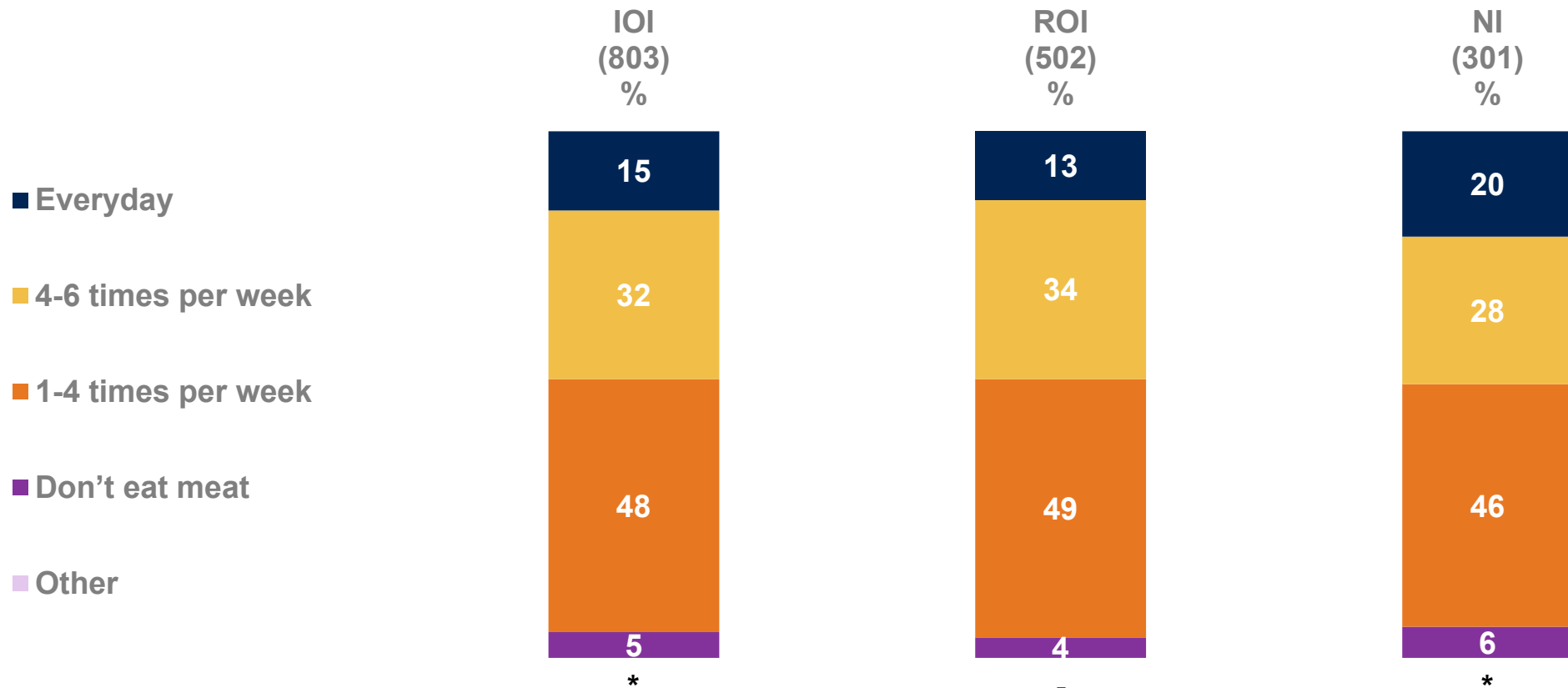
Adults in ROI are more likely to check if food is produced on the island of Ireland (82%) than those in NI



Q.65 When you are shopping, how often, if ever, do you check if the food is produced in the Island of Ireland?
Base: All respondents: 803 (IOI), 502 (ROI), 301 (NI)

FREQUENCY OF EATING MEAT

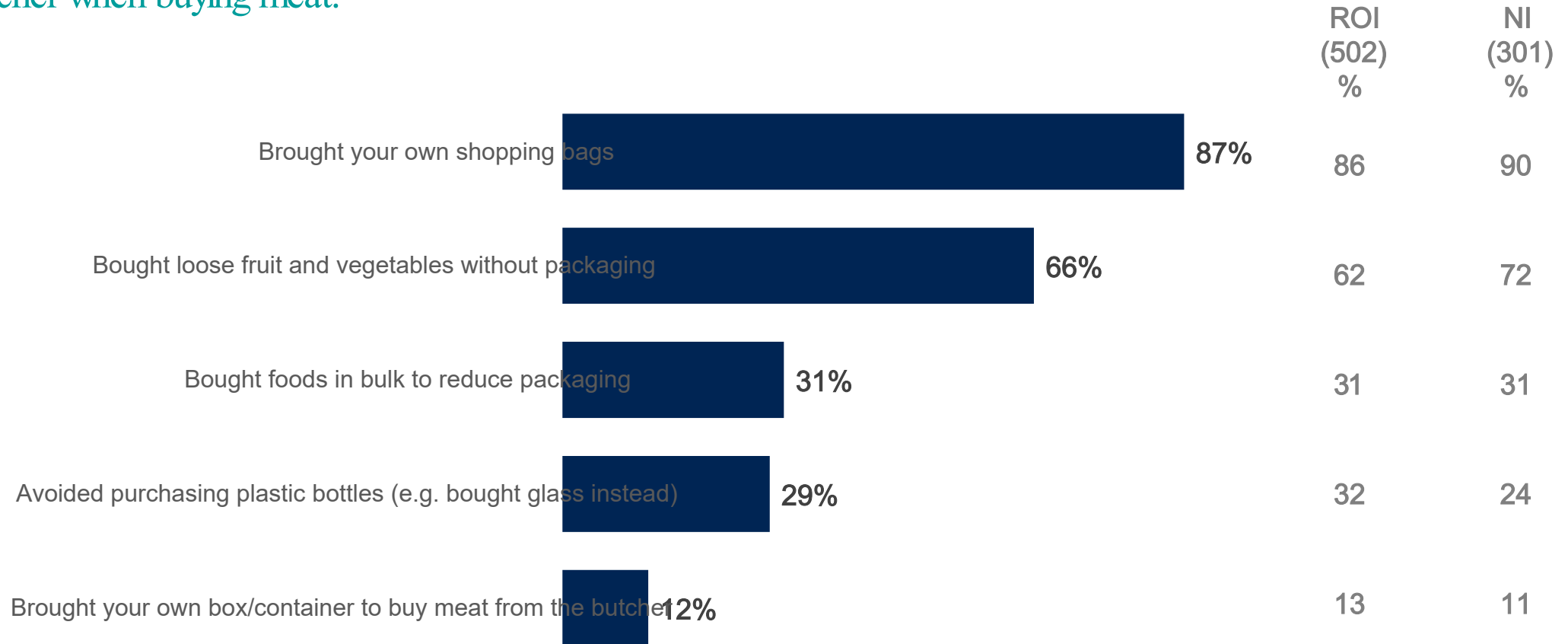
Almost half of adults on the island of Ireland eat meat 1 to 4 times per week. Daily consumption of meat is higher in NI (20%) than in ROI (13%).



Q.67 How many times per week do you eat meat?
Base: All Respondents: 803 (IOI), 502 (ROI), 301 (NI)

REDUCING PLASTIC WASTE WHEN FOOD SHOPPING

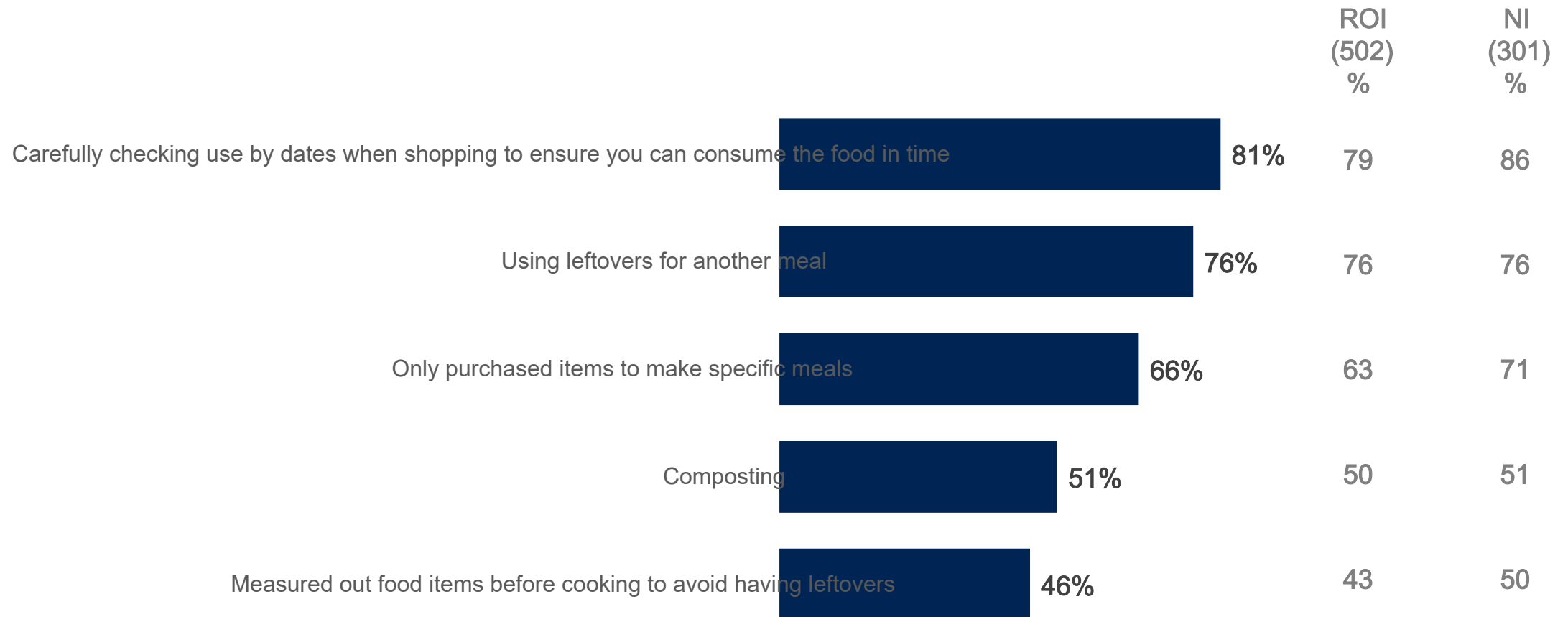
Most adults bring their own shopping bags when food shopping (87%). Just over 1 in 10 bring their own box/container to the butcher when buying meat.



Q.68 I'm now going to read out a few ways to reduce your use of plastic when food shopping, for each one could you tell me if you have done this in the past 3 months, or not.
 Base: All Respondents: 803 (IOI), 502 (ROI), 301 (NI)

REDUCING HOUSEHOLD FOOD WASTE

Adults in Northern Ireland are more likely to take steps to reduce food waste than those in ROI



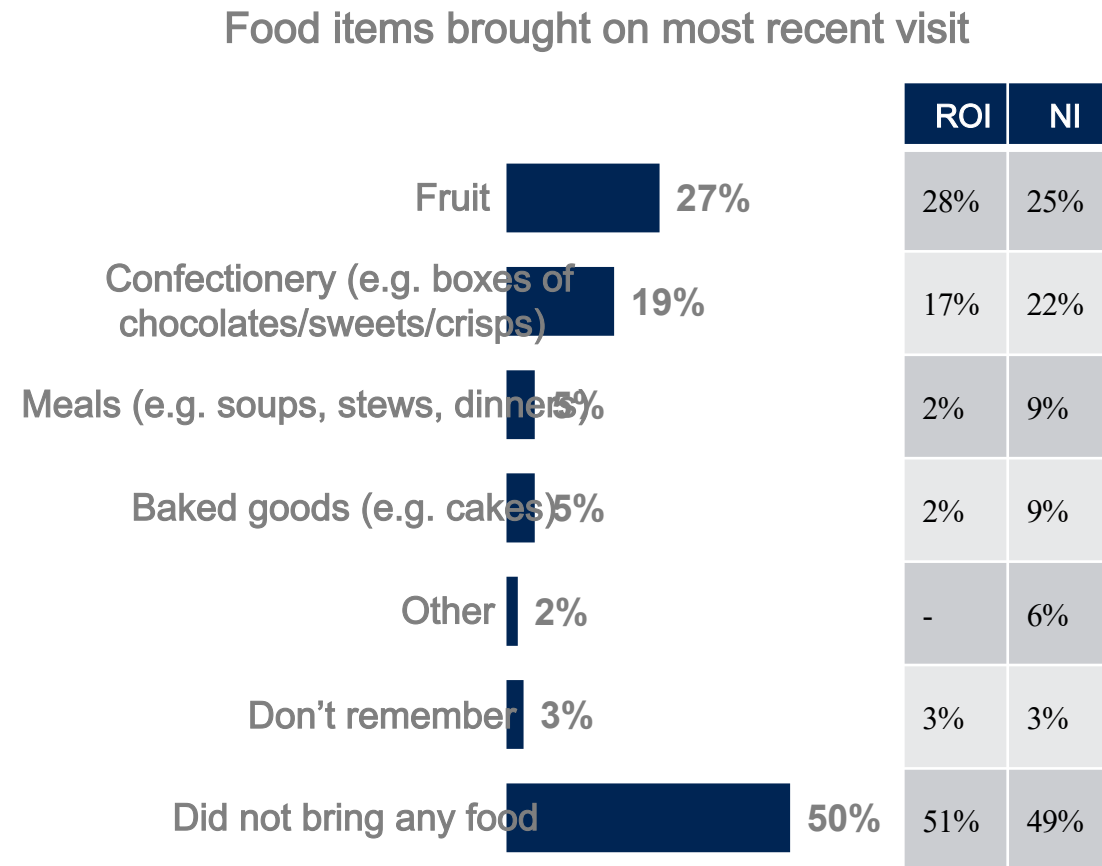
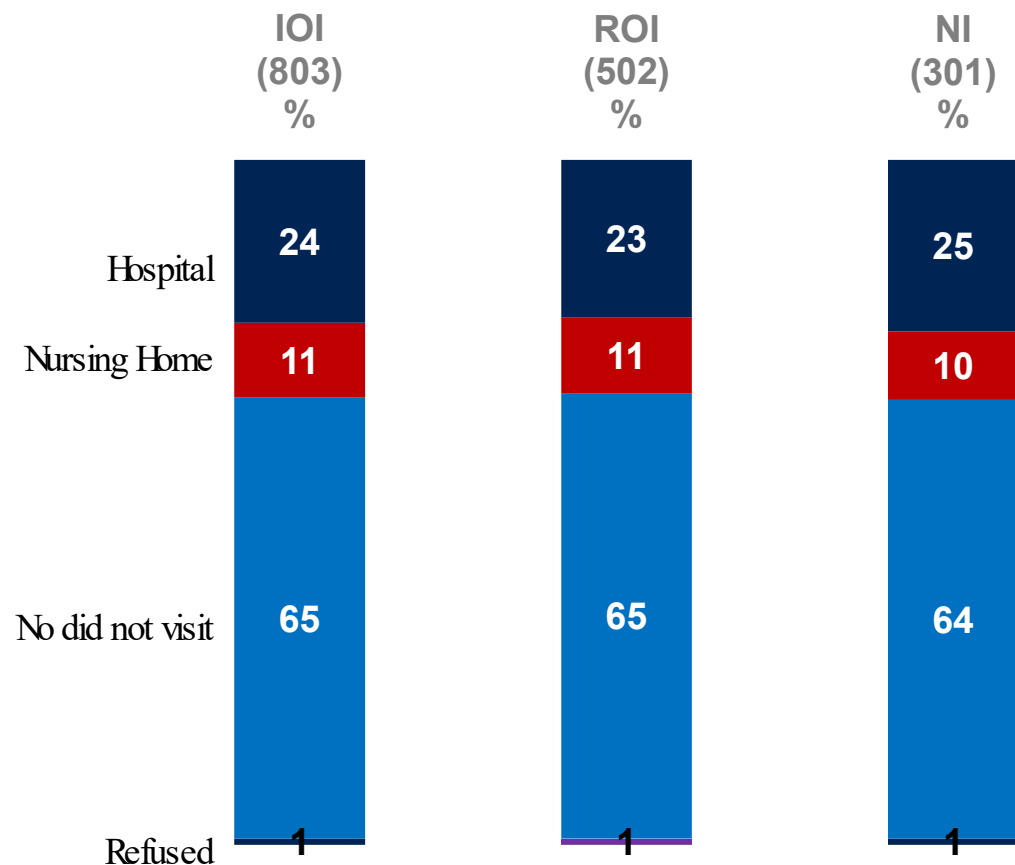
Q.69 I'm now going to read out a few ways to reduce household food waste, for each one could you tell me if you have done this in the past 3 months, or not.
 Base: All Respondents: 803 (IOI), 502 (ROI), 301 (NI)

FOOD SAFETY CONCERNS IN CARE SETTINGS



FOOD SAFETY CONCERNS IN CARE SETTINGS

35% visited a friend or family member aged 65+ in a care setting in the past 12 months of whom 50% brought food



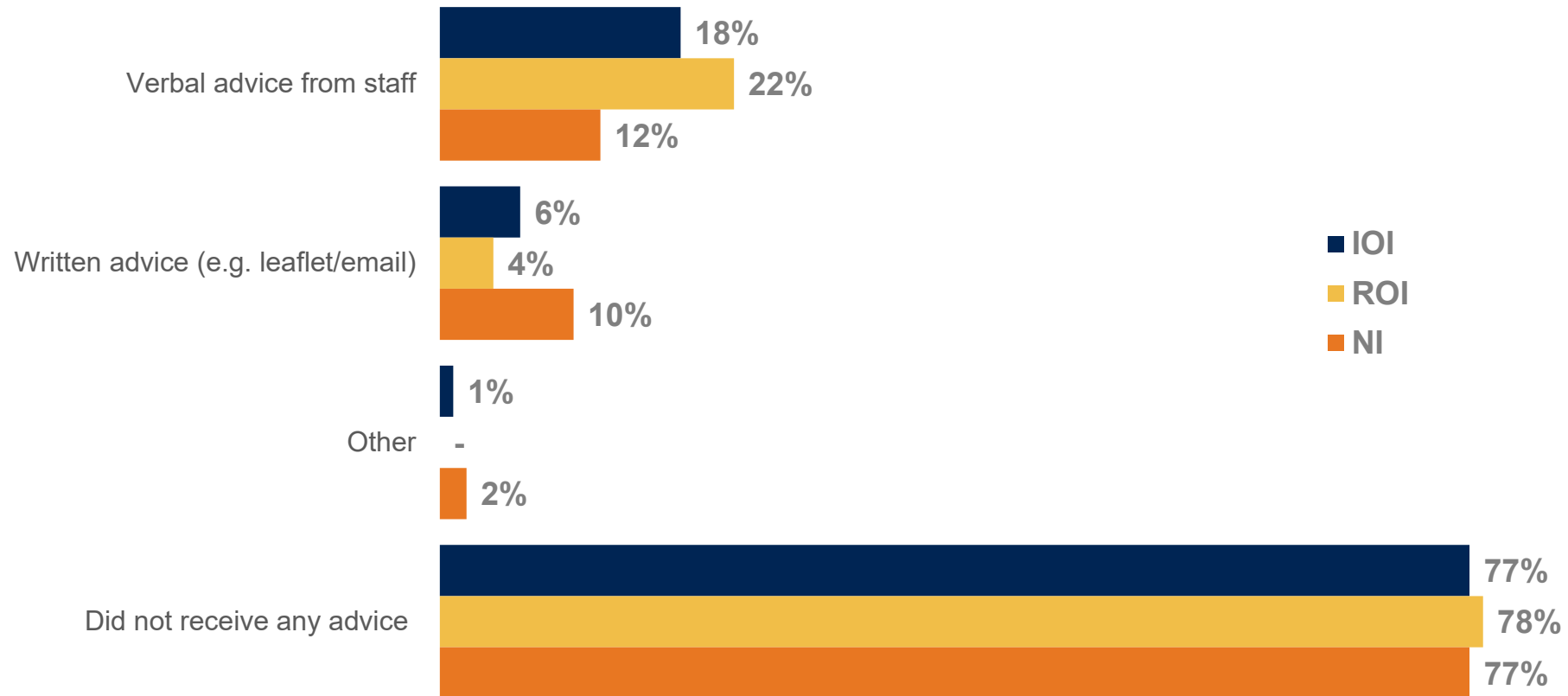
Q.70 In the past 12 months, have you visited a friend or family member over the age of 65, in a hospital or nursing home?

Q.71 What type of food items, if any, did you bring for them on your most recent visit?

Base: All Respondents: 803 / All respondents who visited a care setting: 283

ADVICE RECEIVED ON BRINGING FOOD TO HOSPITAL/ NURSING HOME

The majority (77%) of visitors did not receive any advice about bringing food into the relevant care setting

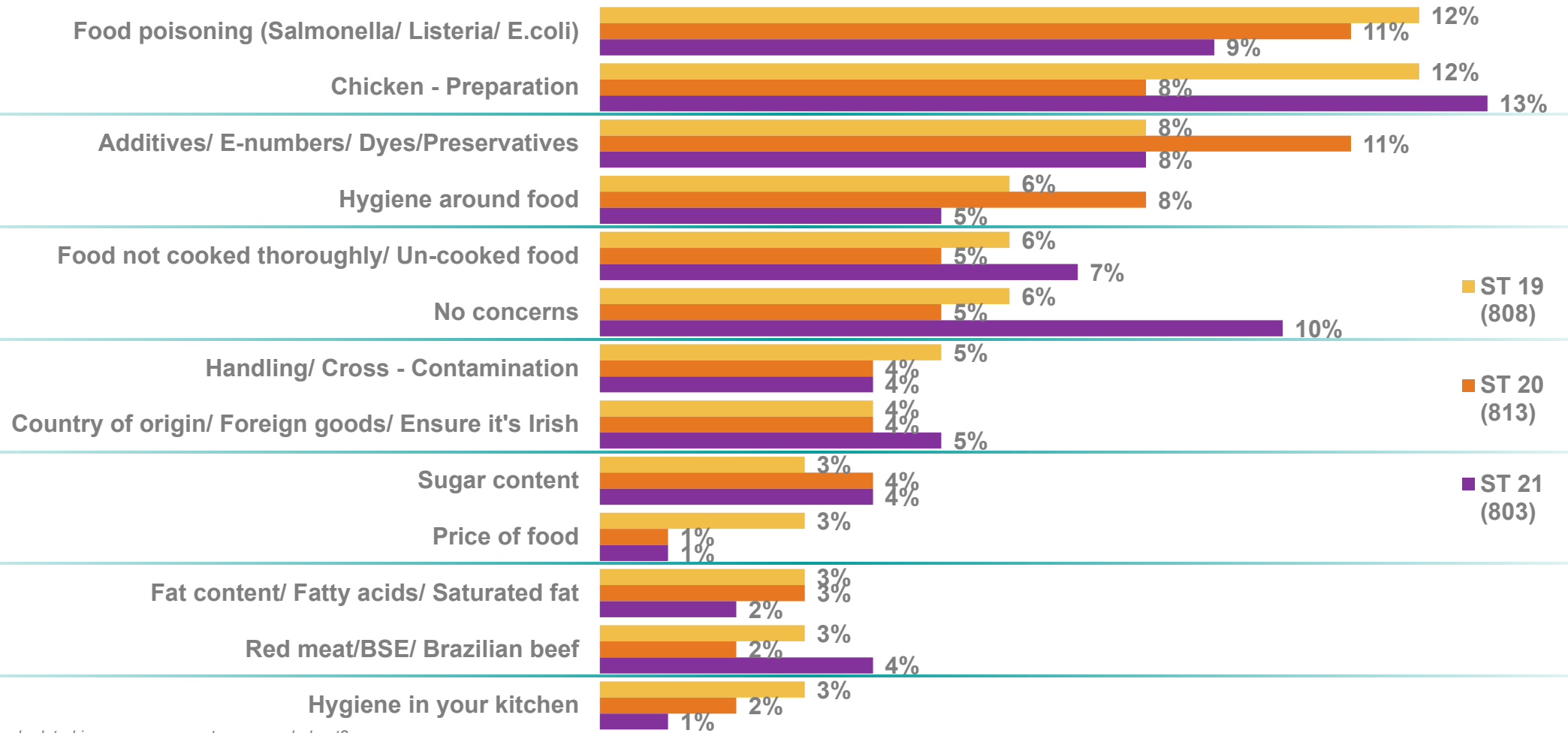


Q.72 What advice, if any, did you receive on bringing in food to the hospital or nursing home?

Base: All respondents who brought food to hospital/nursing home: 283

APPENDIX

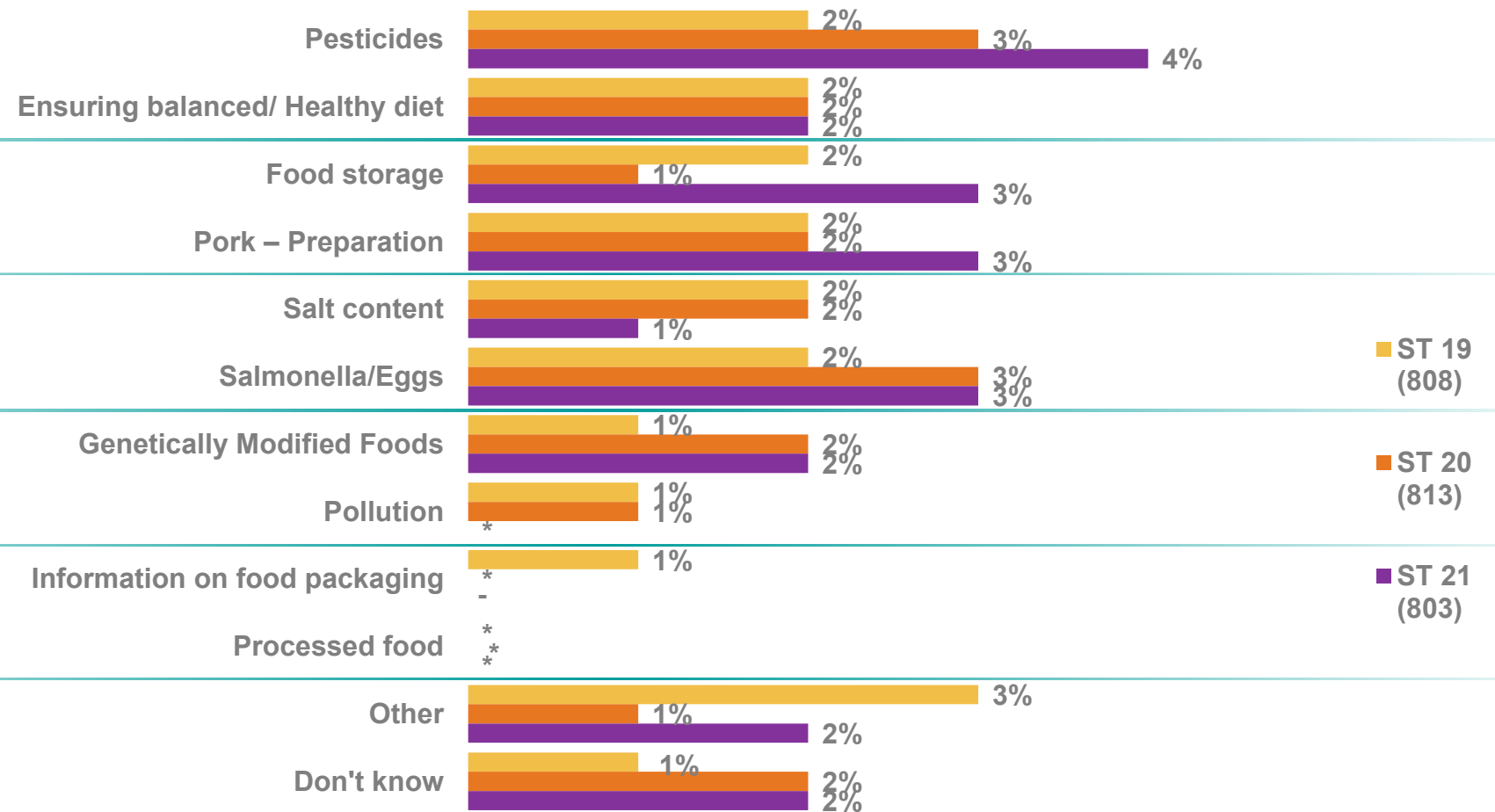
FOOD RELATED ISSUE OF MOST CONCERN



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

Base: All Respondents: 803

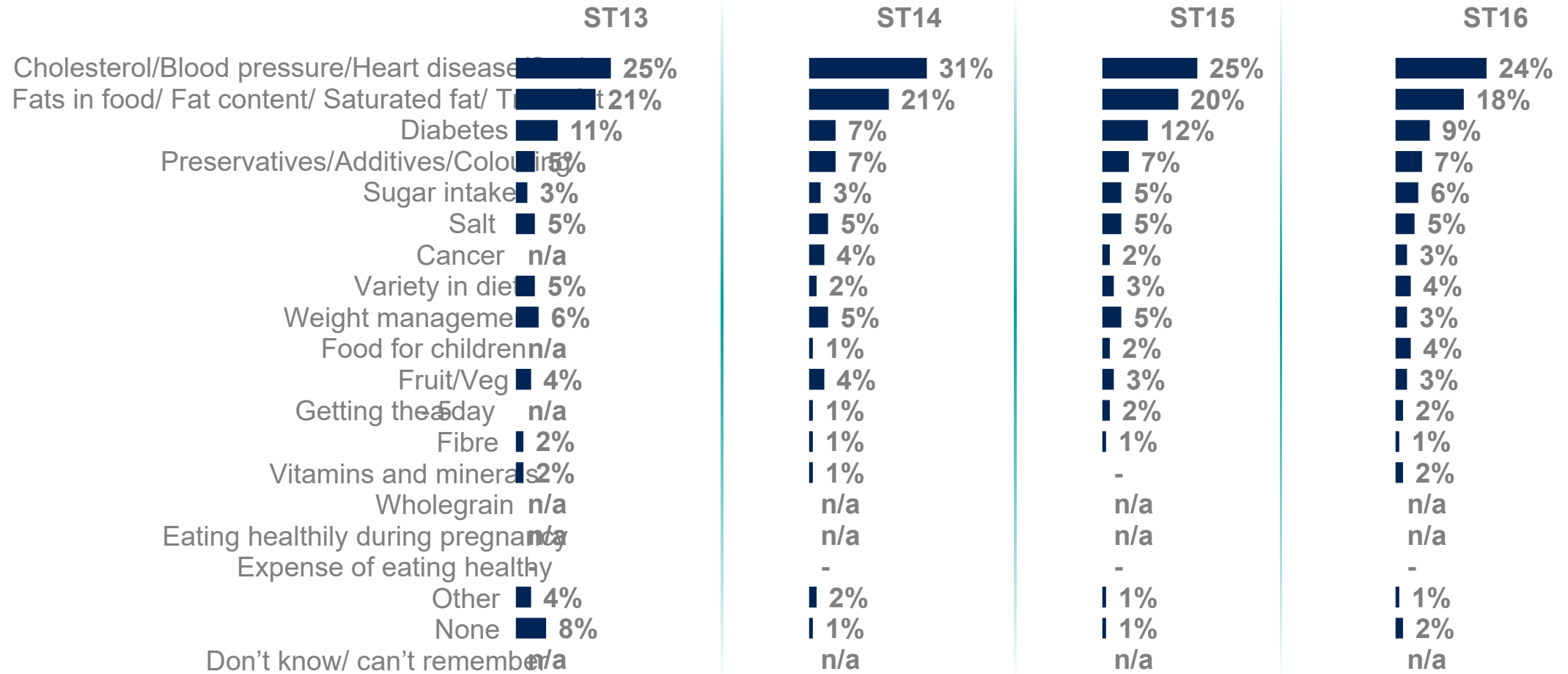
FOOD RELATED ISSUE OF MOST CONCERN



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

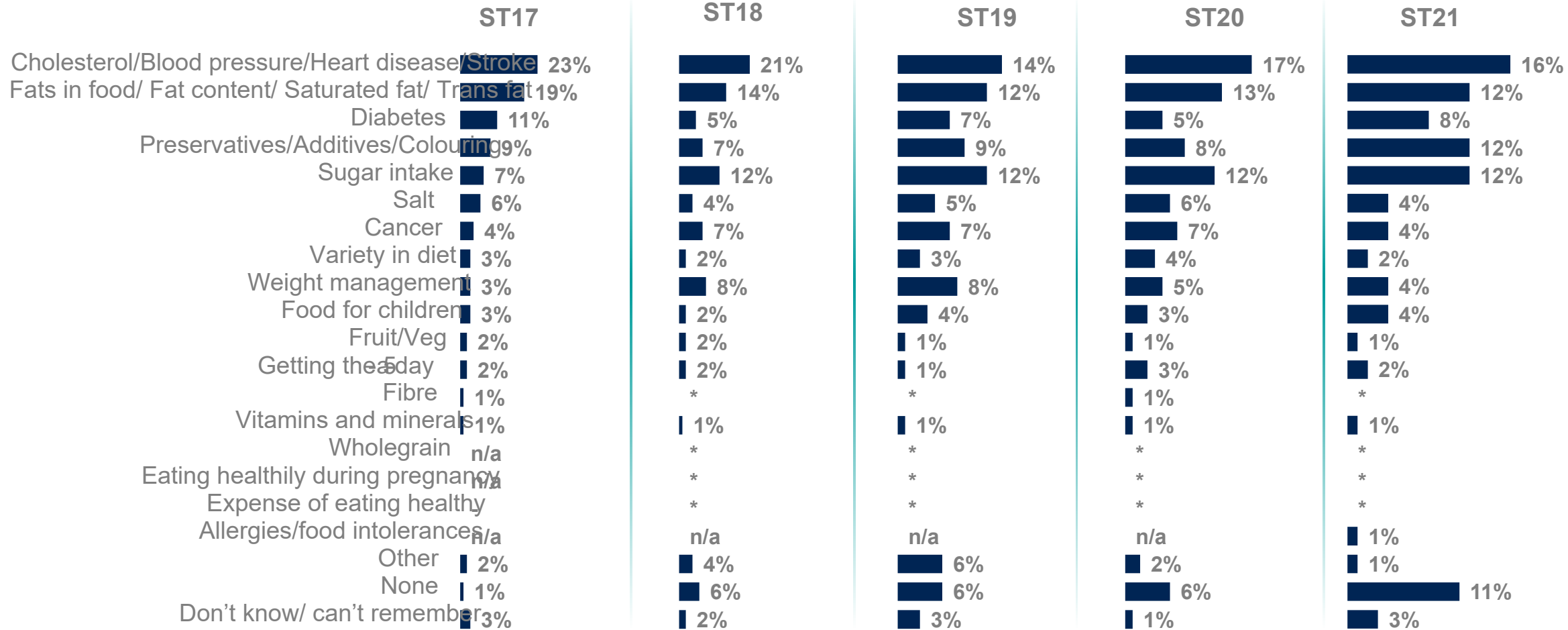
Base: All Respondents: 803

HEALTHY EATING ISSUE OF MOST CONCERN (TRENDED)



Q.19 What one healthy eating issue are you most concerned about? (Unprompted)
 Base: All Respondents: 803

HEALTHY EATING ISSUE OF MOST CONCERN (TRENDED)



Q.19 What one healthy eating issue are you most concerned about? (Unprompted)
 Base: All Respondents: 803

MOST EFFECTIVE WAYS TO CLEAN HANDS

	Using soap and water to wash hands %	Using hand sanitisers to wash hands %	Use either %	Neither/ would not clean hands %	Don't know %
To clean hands when visibly dirty or soiled	71	6	21	2	1
After using the bathroom at home	68	7	21	2	1
Before handling food	66	7	25	2	1
After using public restrooms	58	10	28	3	1
After changing a nappy	58	5	20	4	13
After petting a dog or cat	57	7	27	7	2
Before caring for a baby	48	9	27	5	12
Before having a meal at a restaurant	38	11	30	19	1
After touching money	26	14	31	27	3
After using public transport	25	16	35	21	3
In the office	23	14	34	13	16
After shaking hands	20	16	27	35	3

Q.50 Thinking about the following situations which do you think is the most effective way to clean your hands?

Base: All Respondents: 502

MOST EFFECTIVE WAYS TO CLEAN HANDS

	Using soap and water to wash hands %	Using hand sanitisers to wash hands %	Use either %	Neither/ would not clean hands %	Don't know %
After using the bathroom at home	77	5	18	-	-
To clean hands when visibly dirty or soiled	76	4	20	-	-
Before handling food	74	5	21	1	-
After using public restrooms	63	10	26	-	-
After changing a nappy	62	7	22	4	5
After petting a dog or cat	59	10	25	6	0
Before caring for a baby	55	10	24	5	5
Before having a meal at a restaurant	51	10	27	12	1
After touching money	39	16	26	18	2
In the office	37	20	22	13	8
After using public transport	33	20	25	16	4
After shaking hands	30	19	21	29	1

Q.50 Thinking about the following situations which do you think is the most effective way to clean your hands?

Base: All Respondents: 301

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