



SAFETRAK RESEARCH

February 2022

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INTRODUCTION

1

RESEARCH METHODOLOGY

- The ~~sa~~trak research was conducted using a CAPi method for all years with the exception of 2020 when the research was undertaken using a telephone methodology due to the COVID-19 pandemic. This difference in approach should be in mind when considering the 2020 results in comparison with other years.
- The total number of interviews achieved for ST23 was 834 (512 ROI and 322 NI).
- Fieldwork was conducted between November 2021 and January 2022.
- Data was weighted to Census estimates at the analysis stage.

SAMPLE PROFILE



84%

Involved in Food Preparation and/
or Cooking

Q.B Are you involved in food preparation and/or cooking in your household?
Base: All IOI Respondents: 834

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Ipsos MRBI
GAME CHANGERS

FINDINGS

2

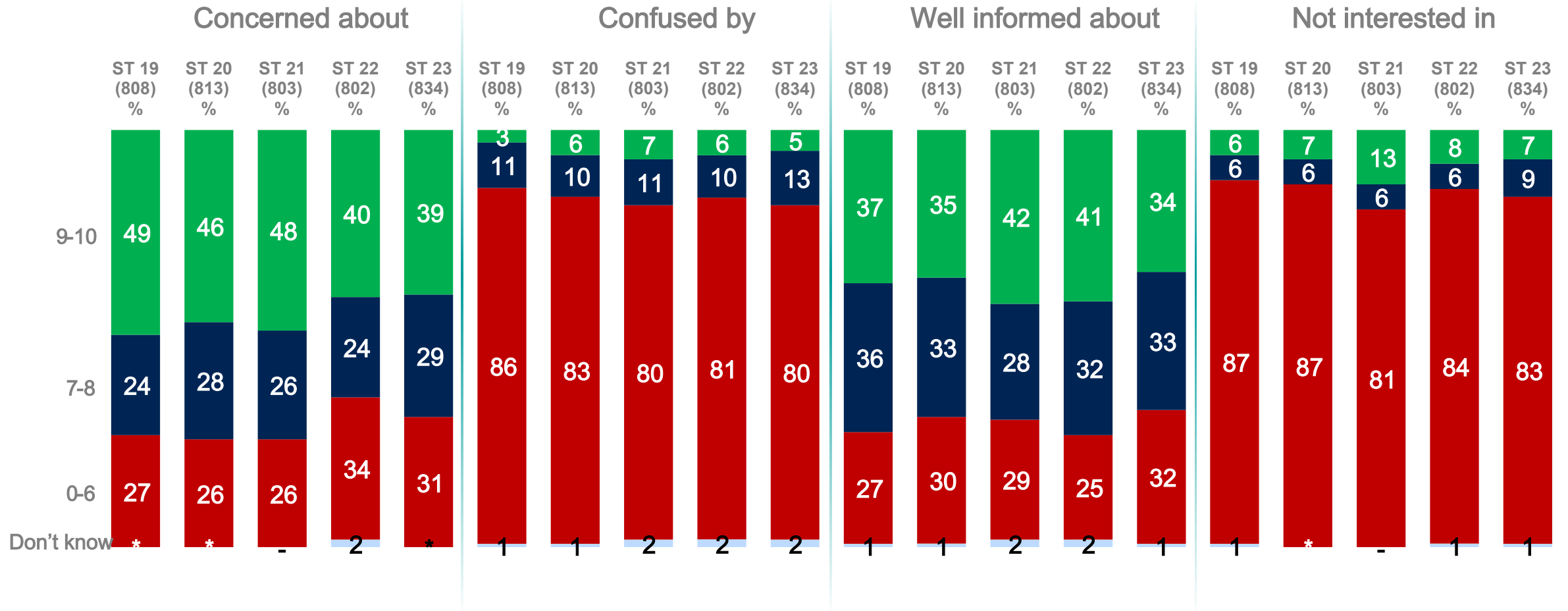
FOOD SAFETY CONCERNS

FOOD SAFETY



LEVEL OF AGREEMENT WITH STATEMENTS ABOUT FOOD SAFETY

Overall concern about food safety stands at 68%. Almost one third (32%) completely disagree that they are well informed about food safety.



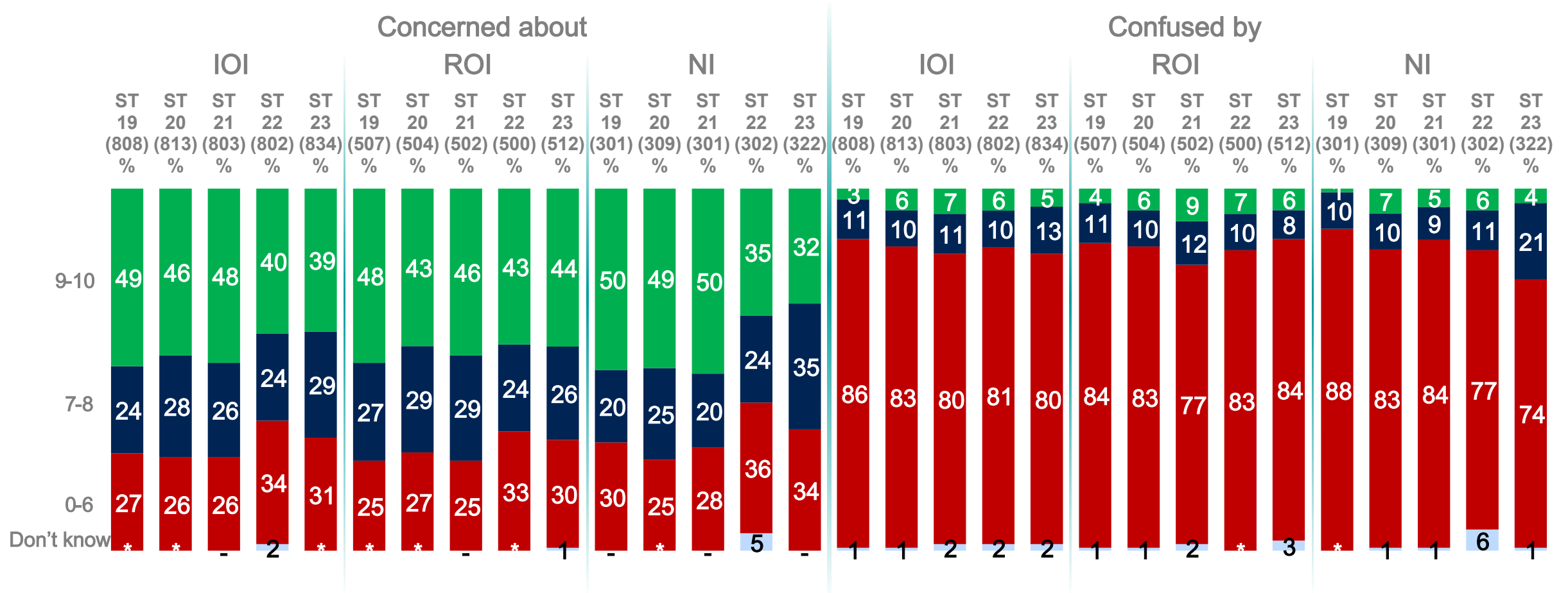
Q.11 On a scale of 0 to 10 please tell me how much you agree or disagree with the following. 0 means you completely disagree 10 means you completely agree.
 Base: All IOI Respondents: 834

10=Completely Agree
 0=Completely Disagree



LEVEL OF AGREEMENT WITH STATEMENTS ABOUT FOOD SAFETY

Similar levels of concern about food safety are recorded in ROI (70%) and NI (67%).



Q.11 On a scale of 0 to 10 please tell me how much you agree or disagree with the following. 0 means you completely disagree 10 means you completely agree.

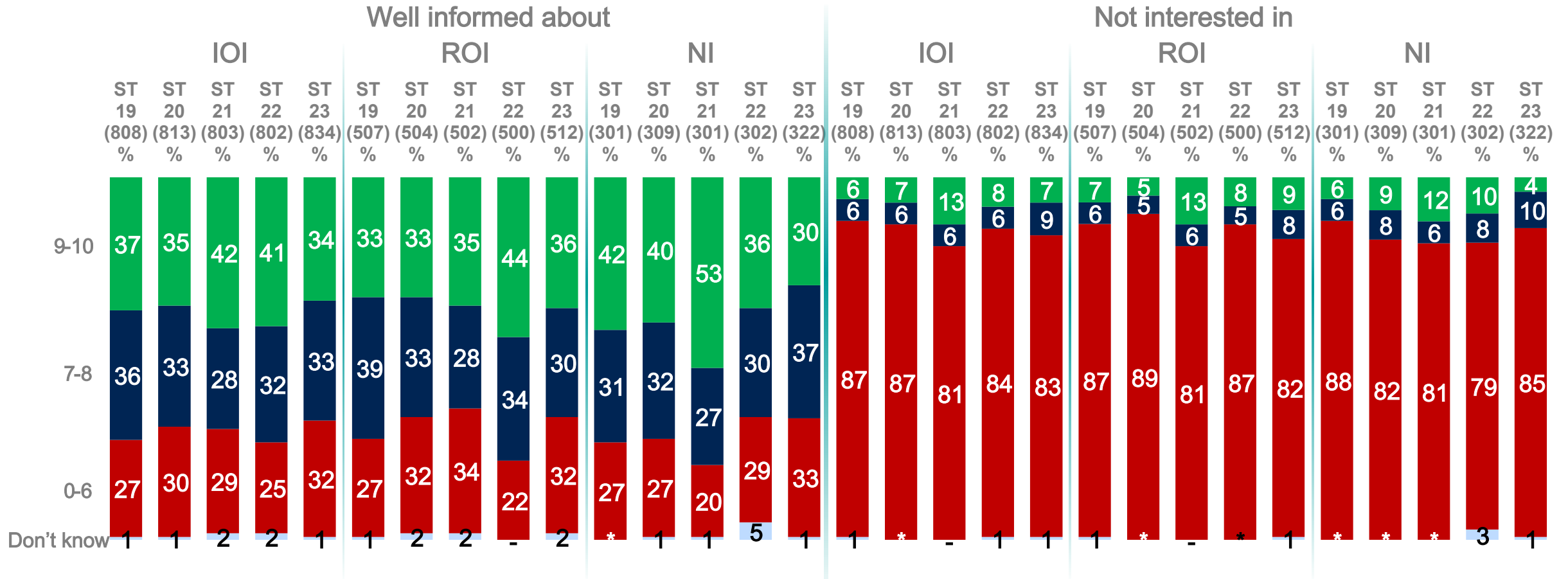
Base: All Respondents: 834 (IOI), 512 (ROI), 322 (NI)

10=Completely Agree
0=Completely Disagree



LEVEL OF AGREEMENT WITH STATEMENTS ABOUT FOOD

Adults in ROI and NI feel almost equally 'Well informed' about food safety, at 66% and 67% respectively.



Q.11 On a scale of 0 to 10 please tell me how much you agree or disagree with the following. 0 means you completely disagree 10 means you completely agree.

Base: All Respondents: 834 (IOI), 512 (ROI), 322 (NI)

10=Completely Agree
0=Completely Disagree



FOOD SAFETY CONCERNS BY DEMOGRAPHICS (TOP 2 BOXES)

Those aged 50 or over are most likely to be concerned about food safety in ROI

		Gender		Age				Social Class	
	Total (512) %	Male (243) %	Female (269) %	15-34 (163) %	35-49 (152) %	50-64 (128) %	65-74 (69) %	ABC1 (234) %	C2DEF (278) %
Concerned about food safety	44	37	50	40	44	47	47	44	43
Confused about food safety	6	6	6	8	4	4	10	5	6
Well informed about food safety	36	29	42	31	38	38	37	41	31
Not interested in food safety	9	7	11	5	10	12	13	9	9

Q.11 On a scale of 0 to 10 please tell me how much you agree or disagree with the following. 0 means you completely disagree 10 means you completely agree.

Base: All ROI Respondents: 512

FOOD SAFETY CONCERNS BY DEMOGRAPHICS (TOP 2 BOXES)

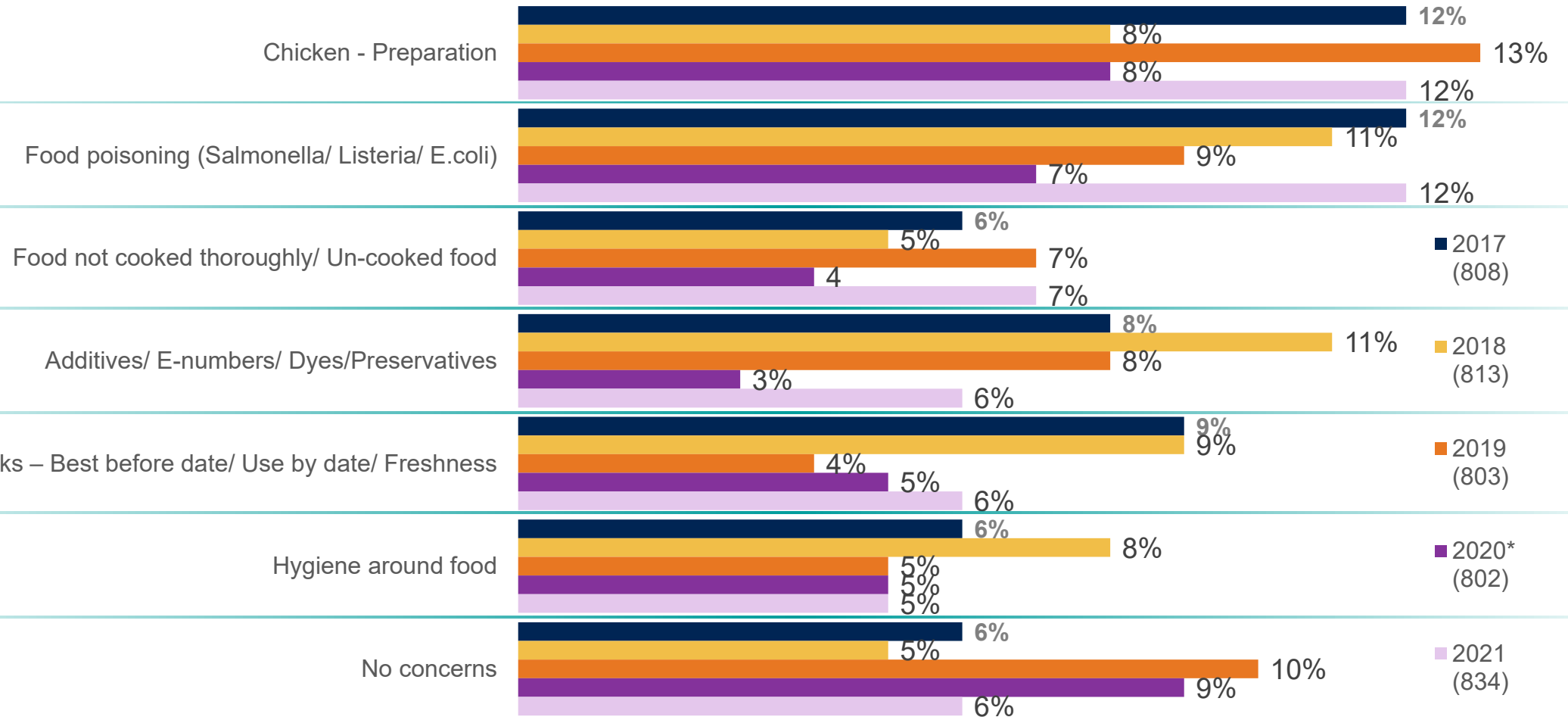
In NI, those aged 65+ are most likely to be concerned about food safety (39%) but least likely to feel well informed about food safety (24%).

	Total (322) %	Gender		Age				Social Class	
		Male (164) %	Female (158) %	16-34 (103) %	35-49 (79) %	50-64 (99) %	65-74 (41) %	ABC1 (158) %	C2DEF (164) %
Concerned about food safety	32	24	38	24	33	39	34	34	29
Confused about food safety	4	4	3	2	4	4	7	6	2
Well informed about food safety	30	24	36	26	40	24	34	32	29
Not interested in food safety	4	4	5	5	5	1	9	6	3

Q.11 On a scale of 0 to 10 please tell me how much you agree or disagree with the following. 0 means you completely disagree 10 means you completely agree.
Base: All NI Respondents: 322

FOOD RELATED ISSUE OF MOST CONCERN

Chicken preparation and food poisoning are the most common food related concerns on the island of Ireland



Q.12 What one food related issue are you most concerned about?
 Base: All IOI Respondents: 834

Only responses 5% or above from 2021 shown
 Others 4% or less not shown



FOOD RELATED ISSUE OF MOST CONCERN

Chicken preparation (14%) is the top food related issue of most concern in ROI and food poisoning the top issue in NI

Top 5 Issues Of Most Concern	
	ROI (512) %
Chicken Preparation	14
Food poisoning (Salmonella/ Listeria/ E.coli)	9
Additives/Flavours/ Dyes/Preservatives	7
Food not cooked thoroughly/Unlabeled food	6
Date marks/Best before date/ Use by date/ Freshness	6

Top 5 Issues Of Most Concern	
	NI (322) %
Food poisoning (Salmonella/ Listeria/ E.coli)	17
Chicken Preparation	10
Food not cooked thoroughly/Unlabeled food	8
Hygiene around food	6
Date marks/Best before date/ Use by date/ Freshness	5

Q.12 What one food related issue are you most concerned about?
 Base: All most concerned about one food related issue: 512 (ROI), 322 (NI)



FOODS OF MOST CONCERN (1ST MENTION TRENDED)

Chicken is the top first mention 'food of most concern' (36%), followed by shellfish (13%) and raw mince meat

	2017	2018	2019	2020	2021
	(808)	(813)	(803)	(802)	(775)
	%	%	%	%	%
Chicken/poultry	43	44	33	37	36
Shellfish	7	9	9	17	13
Raw mince meat	11	8	12	8	10
Ready-made meals	6	6	7	13	8
Fish	8	5	7	6	7
Eggs	4	5	4	2	6
Dairy products (e.g. milk yoghurt)	2	2	2	2	5
Raw steak	4	6	6	3	5
Frozen foods	2	5	4	5	3
Salad vegetables	-	*	*	-	2
Other	2	*	1	*	1
Do not have concern about any of these foods	9	6	11	2	-

Q.13 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 most concerned about one food related issue: 775

Others less than 2% in 2021 not shown

FOODS OF MOST CONCERN (ALL MENTIONS)

Chicken/poultry (57%), raw mince meat (33%) and shellfish (31%) are the foods of most concern overall on the

	IOI					ROI					NI				
	2017 (808) %	2018 (813) %	2019 (803) %	2020 (802) %	2021 (834) %	2017 (507) %	2018 (504) %	2019 (502) %	2020 (500) %	2021 (512) %	2017 (301) %	2018 (309) %	2019 (301) %	2020 (302) %	2021 (322) %
Chicken/poultry	68	69	60	62	57	71	72	61	62	58	64	64	57	61	56
Raw mince meat	35	36	34	39	33	42	43	40	42	37	23	25	24	34	27
Shellfish	26	26	25	37	31	29	25	30	38	35	20	27	17	35	26
Eggs	21	20	20	19	25	20	19	22	17	18	23	23	17	24	36
Fish	25	24	24	25	23	29	28	28	26	23	19	19	16	22	23
Ready-made meals	23	22	22	27	23	29	25	26	31	25	14	17	14	21	19
Raw steak	17	21	19	13	20	18	20	17	12	16	16	23	23	15	25
Frozen foods	12	17	12	17	11	16	19	15	17	15	6	13	9	15	5
Dairy products (e.g. milk, yoghurt)	10	14	11	17	11	10	12	12	16	9	10	17	10	18	15
Breaded chicken products	-	-	-	-	8	-	-	-	-	10	-	-	-	-	6
Cooked rice/pasta	7	8	9	10	7	5	6	9	7	8	10	11	8	15	7
Salad vegetables	-	1	*	-	5	-	1	*	-	4	-	1	*	-	6
Other	4	1	1	2	-	5	1	1	2	-	2	*	2	3	-
Do not have concern about any of t	9	6	11	2	16	3	4	6	1	15	19	9	19	3	19

Q.13 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: 834 (IOI), ROI (512), 322 (NI)

Others less than 4% in 2021 not shown

FOODS OF MOST CONCERN (UNPROMPTED)

Chicken (33%) is also the most common food of concern when participants gave a spontaneous answer.

	IOI					ROI					NI				
	2017 (808) %	2018 (813) %	2019 (803) %	2020 (802) %	2021 (834) %	2017 (507) %	2018 (504) %	2019 (502) %	2020 (500) %	2021 (512) %	2017 (301) %	2018 (309) %	2019 (301) %	2020 (302) %	2021 (322) %
Chicken/poultry	36	42	33	39	33	39	41	35	41	36	31	44	30	36	28
All meats	14	15	15	23	14	15	14	14	28	15	12	17	16	14	11
Fish	9	7	7	10	8	12	9	10	11	11	3	3	3	6	3
Pork/ham	6	8	7	5	6	7	8	7	5	7	5	7	6	5	5
Raw meat/ food	3	6	5	9	5	3	6	4	6	6	2	6	6	16	5
Fast food/ convenience food	3	2	1	6	5	4	2	1	6	6	1	1	1	6	5
Eggs	4	4	4	3	5	5	4	5	3	5	2	3	2	2	6
Dairy	1	2	2	3	2	2	2	2	4	2	1	2	1	1	2
Other	5	2	2	5	8	4	3	1	3	6	7	2	3	7	10
None/not concerned about any food	8	5	8	6	7	3	2	2	5	6	17	8	18	7	8

Q.13a Which foods, if any, would you be MOST concerned about when thinking about food safety?
Base: All Respondents: 834 (IOI), 512 (ROI), 322 (NI)

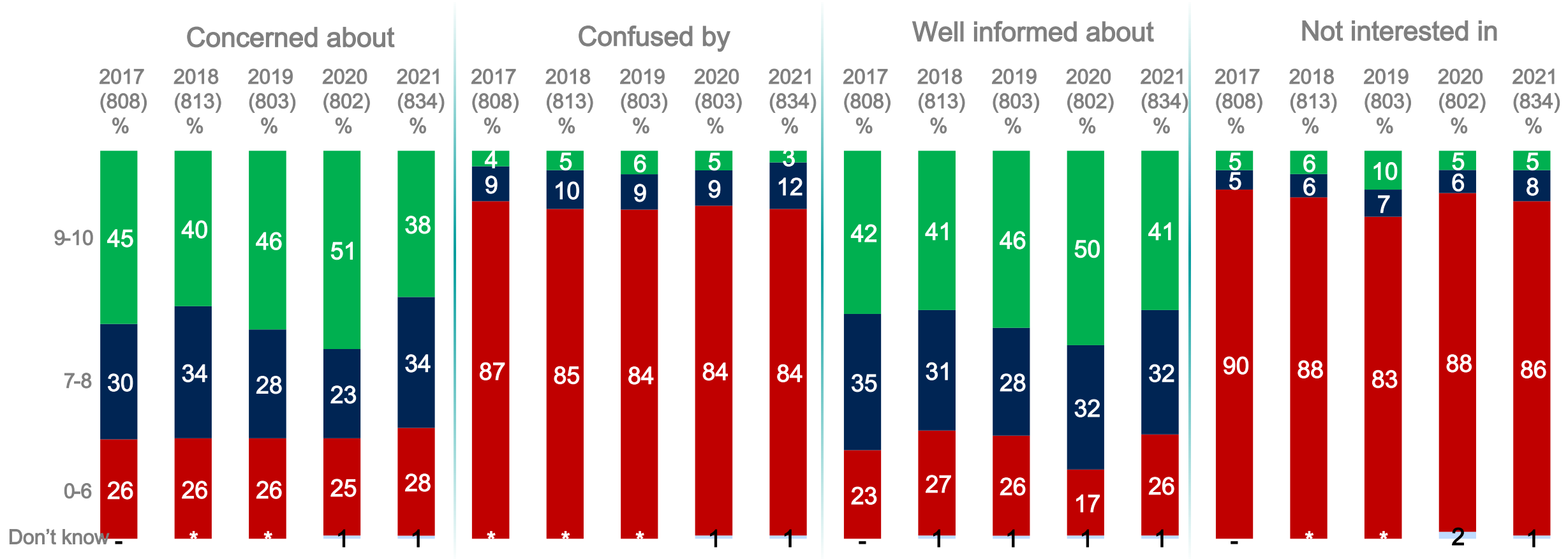
Others 3% or less of total not shown

HEALTHY EATING



LEVEL OF AGREEMENT WITH STATEMENTS ABOUT HEALTHY EATING

72% of adults are concerned about eating healthy, however Top 2 Box (9 & 10) agreement levels have declined



Q.18 On a scale of 0 to 10 please tell me how much you agree or disagree with the following. 0 means you completely disagree 10 means you completely agree.

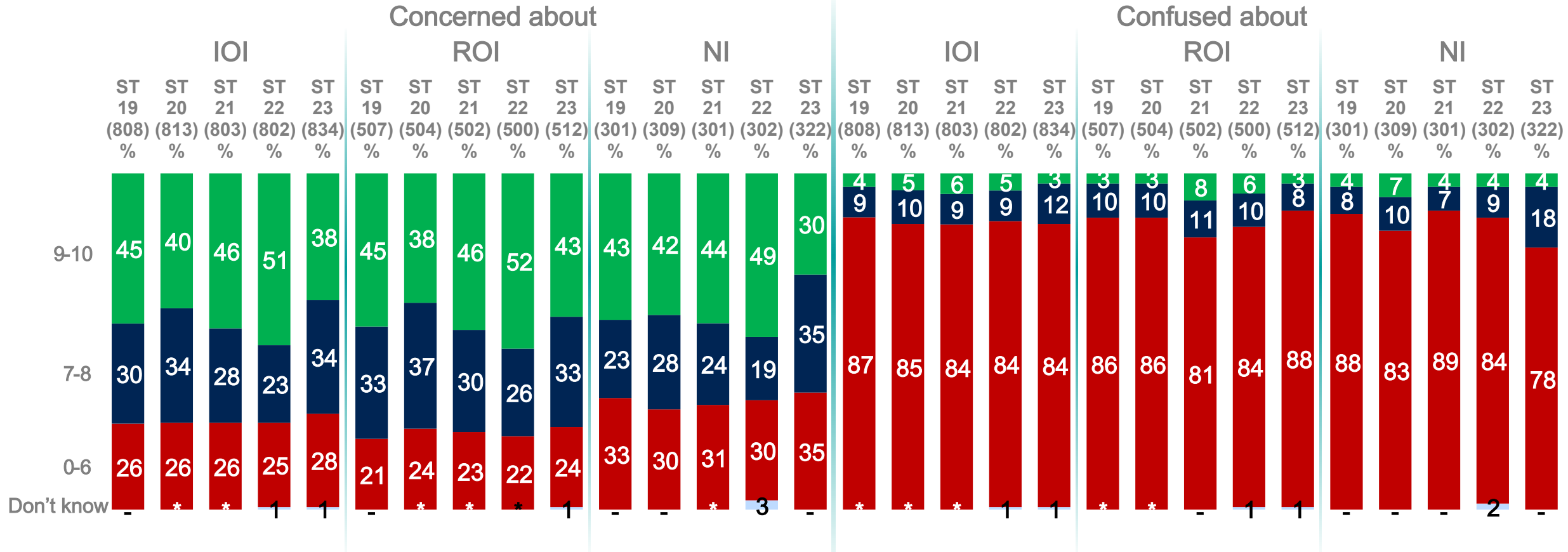
Base: All IOI Respondents: 834

10=Completely Agree
0=Completely Disagree



LEVEL OF AGREEMENT WITH STATEMENTS ABOUT HEALTHY EATING

Those in ROI are more likely to be concerned about healthy eating (76%) than those in NI (65%). Positively, 81% of those in ROI stated that they are not confused about healthy eating, this figure is 78% in NI.



Q.18 On a scale of 0 to 10 please tell me how much you agree or disagree with the following. 0 means you completely disagree 10 means you completely agree.

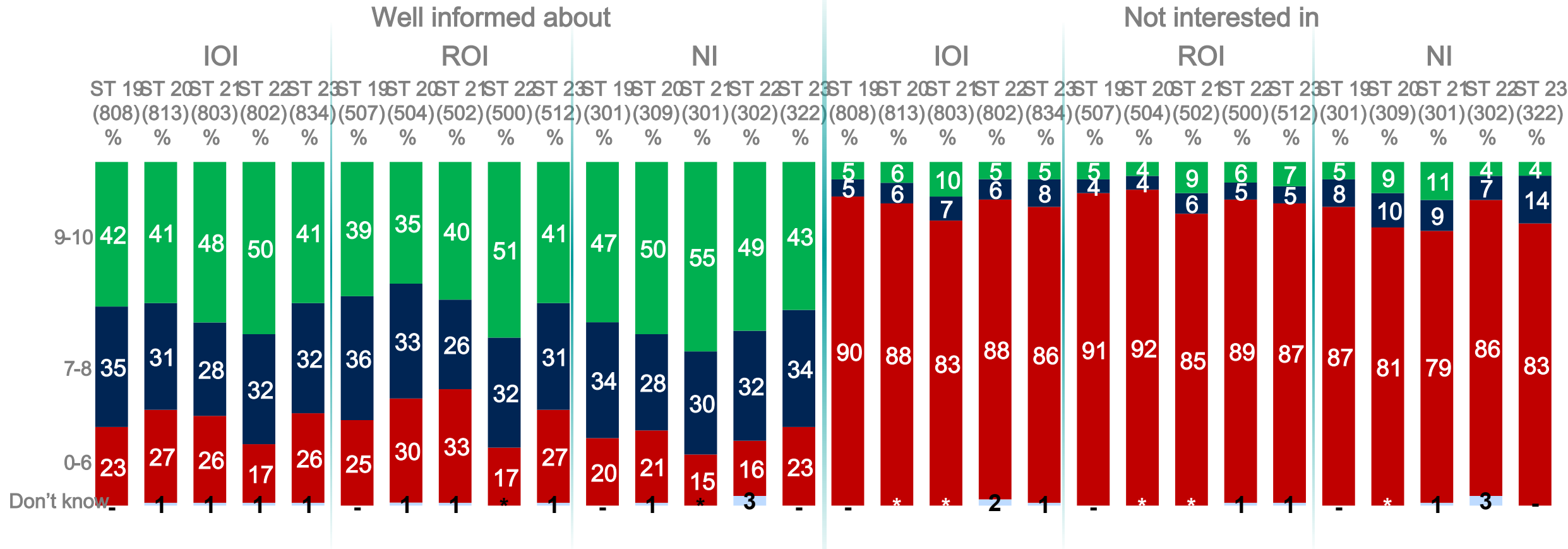
Base: All Respondents: 834 (IOI), 512 (ROI), 322 (NI)

10=Completely Agree
0=Completely Disagree



LEVEL OF AGREEMENT WITH STATEMENTS ABOUT HEALTHY EATING

Just over three quarters (77%) of adults in NI feel well informed about healthy eating (77%) compared to 72%



Q.18 On a scale of 0 to 10 please tell me how much you agree or disagree with the following. 0 means you completely disagree 10 means you completely agree.

Base: All Respondents: 834 (IOI), 512 (ROI), 322 (NI)

10=Completely Agree
0=Completely Disagree



HEALTHY EATING ISSUE OF CONCERN BY REGION

Cholesterol/blood pressure and sugar intake are the top concerns in ROI at 15%, while sugar intake and fat are the top concerns in NI at 11%.

	IOI					ROI					NI				
	2017 (808) %	2018 (813) %	2019 (803) %	2020 (802) %	2021 (834) %	2017 (507) %	2018 (504) %	2019 (502) %	2020 (500) %	2021 (512) %	2017 (301) %	2018 (309) %	2019 (301) %	2020 (302) %	2021 (322) %
Sugar intake	12	12	12	11	14	13	10	12	12	15	10	16	11	8	11
Cholesterol/Blood pressure/Heart disease	14	17	16	6	13	18	19	20	4	15	9	14	9	8	9
Fats in food/ Fat content/ Saturated fat/	12	13	12	6	11	12	15	12	6	11	12	10	13	6	11
Diabetes	7	5	8	2	10	6	4	9	1	10	8	5	7	3	10
Preservatives/Additives/Colouring	9	8	12	4	9	10	10	15	4	9	7	6	8	3	9
Weight management	8	5	4	6	7	6	5	5	4	7	11	5	3	10	7
Cancer	7	7	4	*	6	9	7	5	*	7	4	5	3	1	4
Salt	5	6	4	2	5	5	7	4	2	3	6	5	5	3	7
Variety in diet	3	4	2	8	4	3	4	2	10	3	2	3	3	4	5
Food for children	4	3	4	1	4	4	3	3	1	4	3	2	4	2	3
Vitamins and minerals	1	1	1	3	2	*	1	1	3	1	2	-	1	3	2
Fruit/Veg	1	1	1	3	2	1	1	*	4	1	1	2	1	2	2
Getting the 5 a day	1	3	2	1	2	2	2	3	2	3	1	3	1	1	2
Allergies/food intolerances	-	-	1	*	*	-	-	*	1	-	-	-	1	*	1
Fast Food/ processed food	1	1	NA	7	-	*	*	NA	7	-	1	1	NA	7	-
Other	3	2	1	3	2	3	2	1	4	2	2	3	1	2	2
Don't know/ can't remember	3	1	3	8	1	2	*	2	7	1	4	3	5	8	1
None	6	6	11	10	5	1	4	4	8	5	13	11	22	13	5

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

Base: All Respondents: 834 (IOI), 512 (ROI), 322 (NI)

HEALTHY EATING ISSUE OF CONCERN BY AGE GROUP

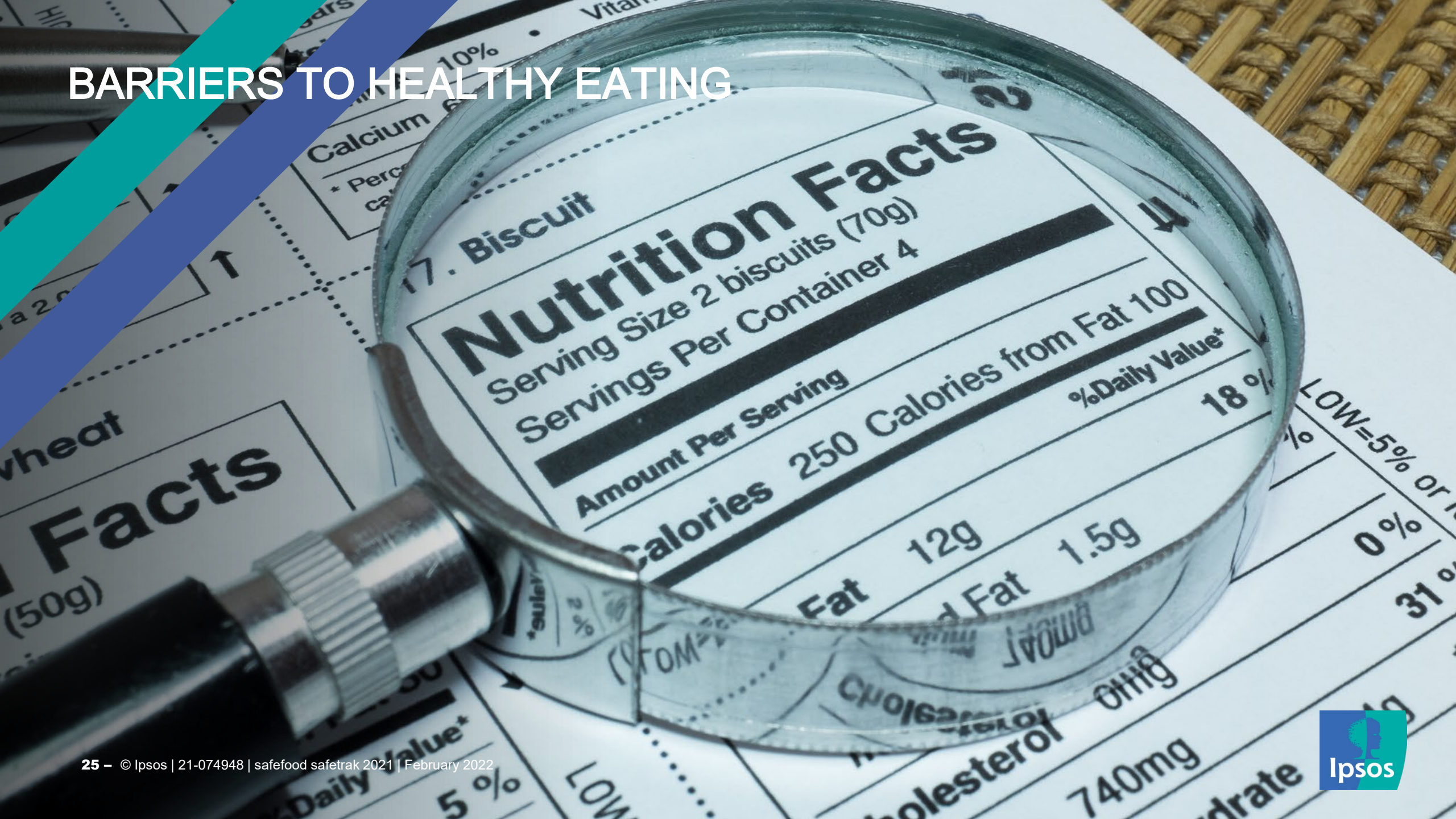
Those aged 15-24 are most concerned about Sugar intake at 23%.

						Age						
	2017	2018	2019	2020	2021	15-24	25-34	35-44	45-59	50-54	55-64	65-74
	(808)	(813)	(803)	(802)	(834)	(102)	(164)	(166)	(65)	(83)	(144)	(110)
	%	%	%	%	%	%	%	%	%	%	%	%
Sugar intake	12	12	12	11	14	23	13	14	12	14	11	8
Cholesterol/Blood pressure/Heart disease/Stroke	14	17	16	6	13	6	7	8	14	19	18	28
Fats in food/ Fat content/ Saturated fat/ Trans fat	12	13	12	6	11	9	11	16	12	9	11	8
Diabetes	7	5	8	2	10	6	10	10	6	15	12	13
Preservatives/Additives/Colouring	9	8	12	4	9	7	11	6	11	9	11	9
Weight management	8	5	4	6	7	8	8	8	9	6	3	4
Cancer	7	7	4	*	6	8	5	4	9	3	7	3

Q.19 What one healthy eating issue are you most concerned about? (Unprompted)
 Base: All IOI Respondents: 834



BARRIERS TO HEALTHY EATING



CHALLENGES FACING HOUSEHOLDS

Just over one in 4 (27%) adults on the island of Ireland feel that they do not have enough time to plan and prepare healthy meals, rising to 40% in NI.

	2018 Applies ✓			2019 Applies ✓			2020 Applies ✓			2021 Applies ✓		
	IOI (813) %	ROI (504) %	NI (309) %	IOI (803) %	ROI (502) %	NI (301) %	IOI (802) %	ROI (500) %	NI (302) %	IOI (834) %	ROI (512) %	NI (322) %
We/I often eat out of house	34	37	30	34	35	32	30	29	31	39	34	46
We/I don't have enough time to plan & prepare healthy meals	21	20	22	25	27	21	21	20	22	27	19	40
We/I do not have enough time to sit down for meals	15	15	15	23	26	17	15	12	20	23	16	33

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: 834 (IOI), 512 (ROI), 322 (NI)

STATEMENTS RELATING TO HEALTHY EATING

The vast majority (80%) agree that there are more special offers for unhealthy foods than there are for healthy foods. 10% feel it is expensive to eat healthily.

	2018 Applies ✓			2019 Applies ✓			2020 Applies ✓			2021 Applies ✓		
	IOI	ROI	NI	IOI	ROI	NI	IOI	ROI	NI	IOI	ROI	NI
	(813)	(504)	(309)	(803)	(502)	(301)	(802)	(500)	(302)	(834)	(512)	(322)
	%	%	%	%	%	%	%	%	%	%	%	%
There are more special offers for unhealthy foods than there are for healthy foods	81	79	85	80	77	85	84	82	88	80	76	85
The amount of advertising for unhealthy foods should be restricted	76	78	71	69	70	67	73	72	74	70	66	75
Children prefer to eat unhealthy foods rather than healthy foods*	74	75	72	71	71	70	72	69	76	74	71	78
The number of fast food outlets should be restricted	56	60	49	52	53	51	44	45	43	45	38	57
It is expensive to eat healthily	53	51	57	55	54	57	51	48	55	60	55	68

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.

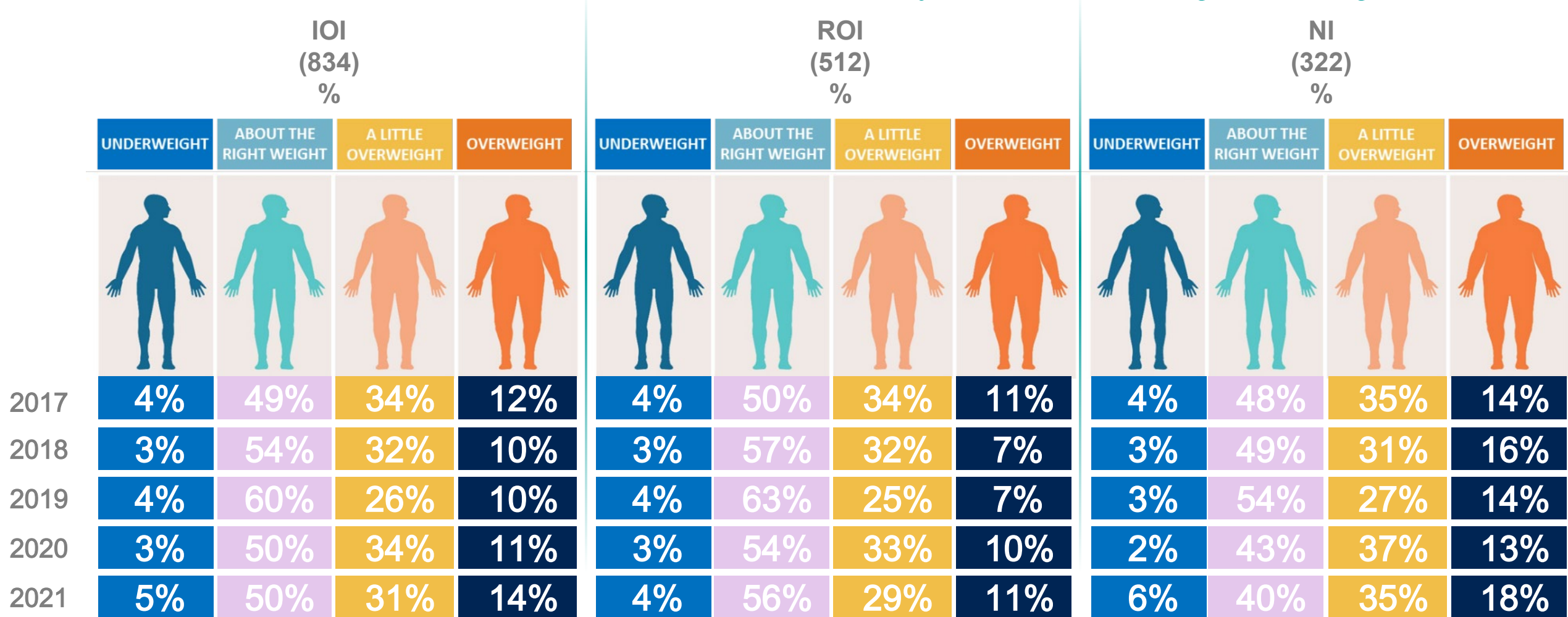
Base: All Respondents: 834 (IOI), 512 (ROI), 322 (NI) / All those with children*: 342 (IOI), 221 (ROI), 121 (NI)

VIEWS ON OWN WEIGHT



BEST DESCRIPTION OF OWN WEIGHT

In 2021, 45% of adults on the island of Ireland stated that they are a little overweight/overweight.

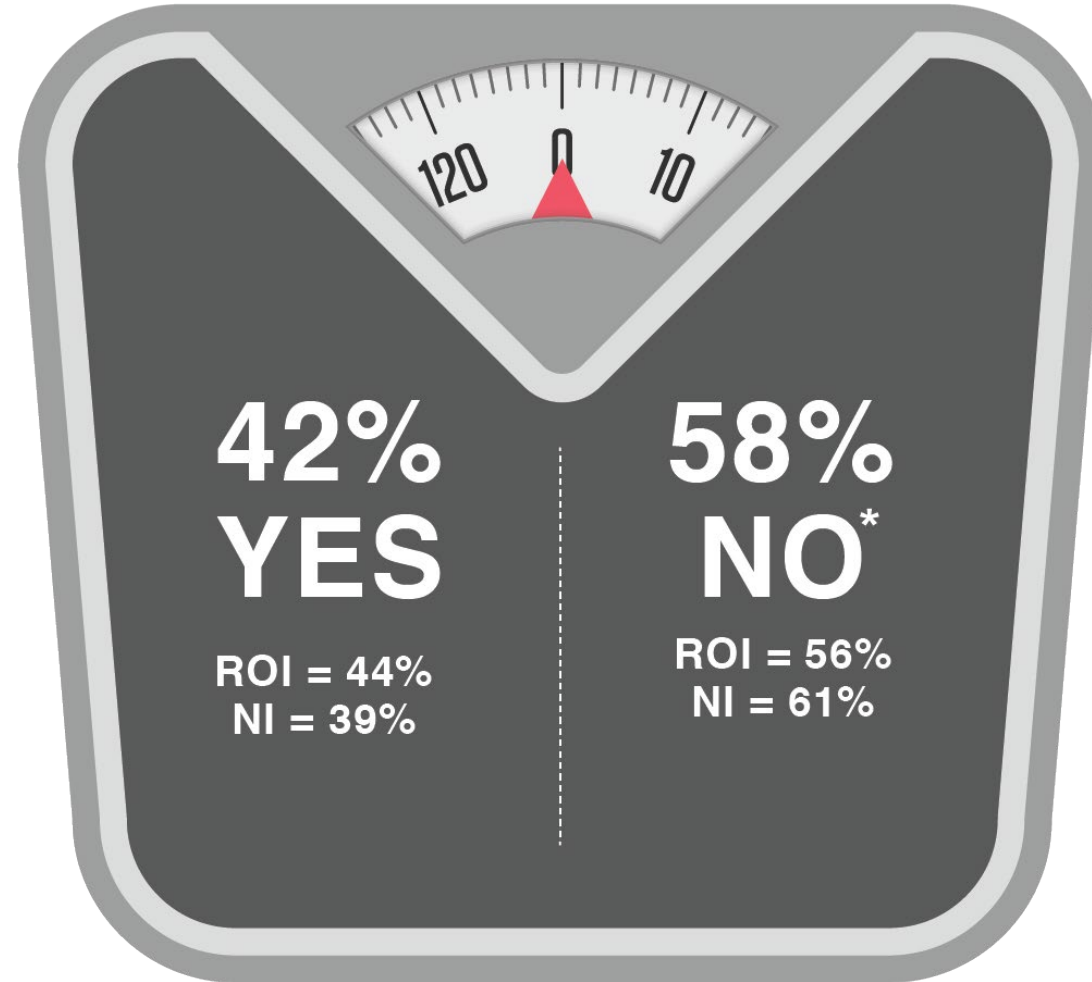


Q.19a Which of these statements on this showcard do you feel best describes your weight?

Base: All Respondents: 834 (IOI), 512 (ROI), 322 (NI)

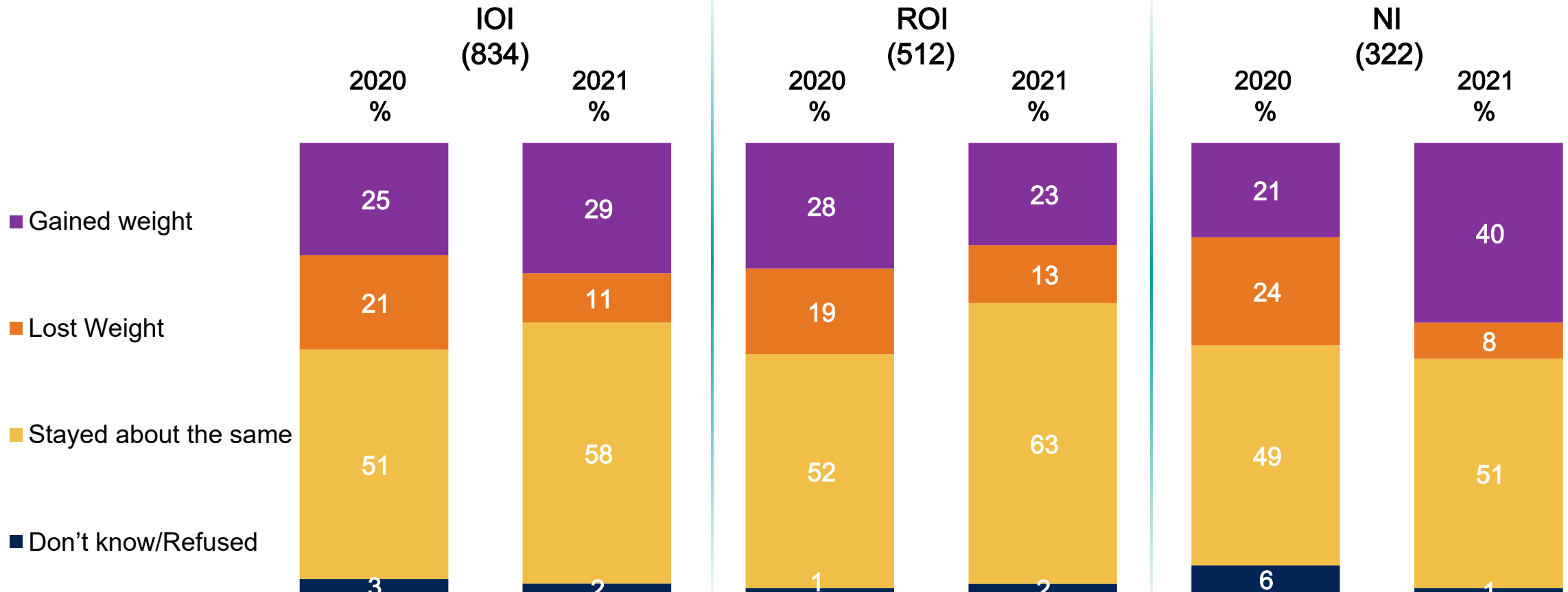
WEIGHED YOURSELF AT HOME IN PAST 3 MONTHS

Just over 4 in 10 adults weighed themselves at home in the past 3 months.



WEIGHT CHANGES

Just over 1 in 5 adults (23%) in ROI claim to have gained weight in the past year compared to 40% in NI. Just over 1 in 5 adults (23%) in ROI claim to have lost weight in the past year compared to 40% in NI. Just over 1 in 5 adults (23%) in ROI claim to have gained weight in the past year compared to 40% in NI. Just over 1 in 5 adults (23%) in ROI claim to have lost weight in the past year.



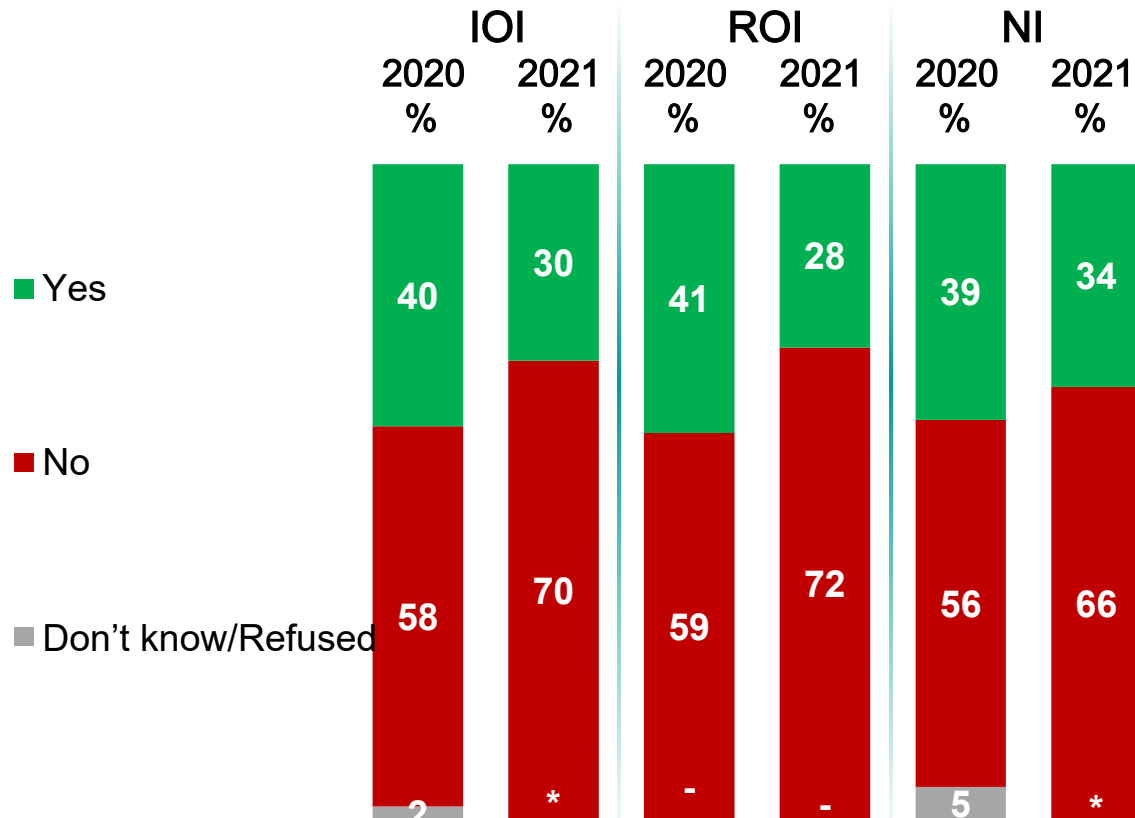
Q.17a In the past year, have you gained weight, lost weight or stayed about the same?
 Base: All Respondents: 834 (IOI), 512 (ROI), 322 (NI)



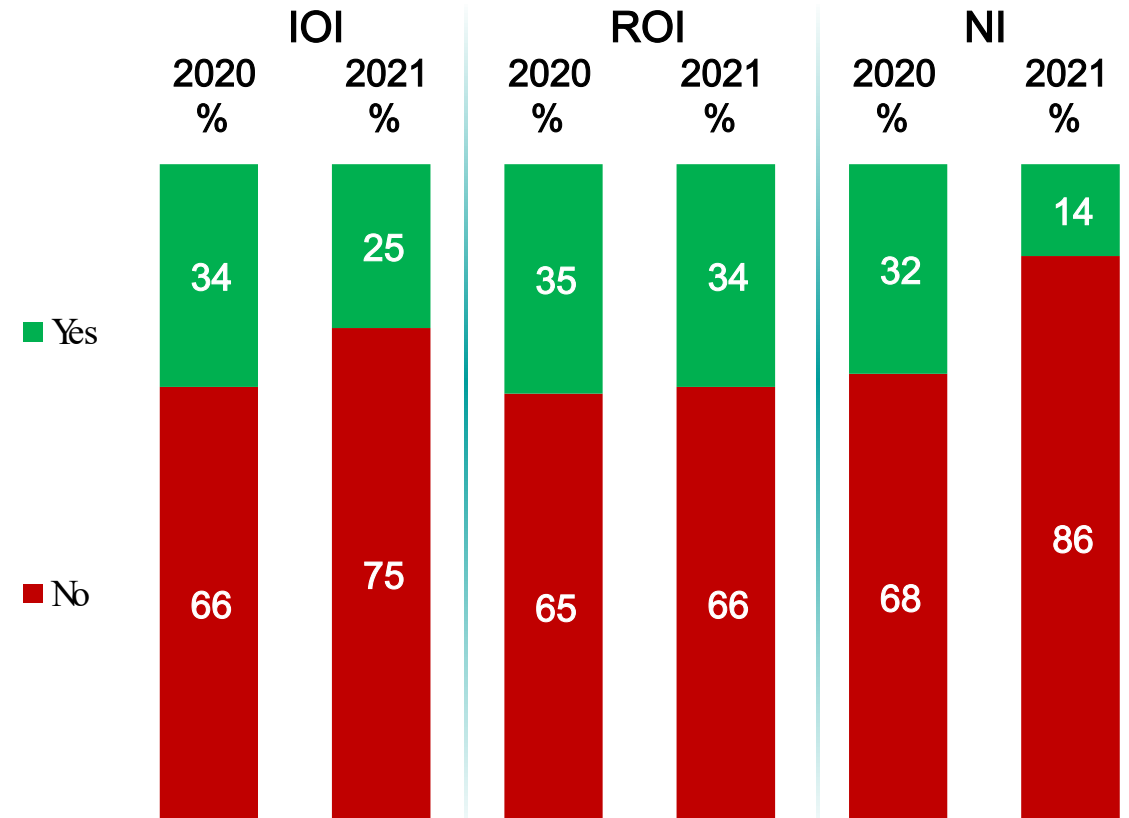
WEIGHT LOSS

3 in 10 adults in have tried to lose weight in the past year, 25% of whom used a weight loss app or website to

TRIED TO LOSE WEIGHT



WEIGHT LOSS APP/WEBSITE



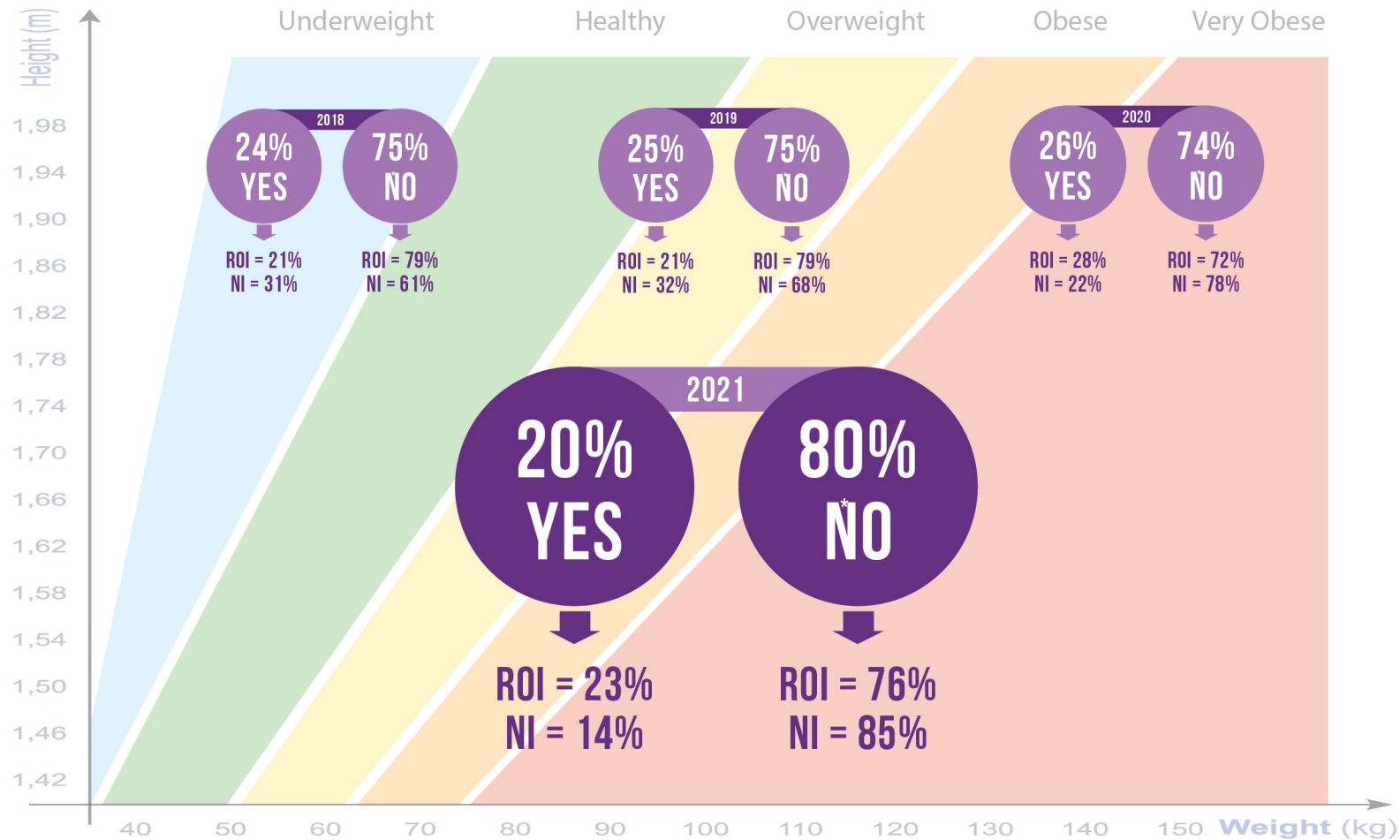
Q.18 Have you tried to lose weight in the past year?

Q.18a Did you use any online resources such as weight loss apps or websites when you were trying to lose weight?

Base: All Respondents: 834 (IOI), 512 (ROI), 322 (NI) / All who said Yes at Q.18: 258 (IOI), 252 (ROI), 107 (NI)

CHECKED YOUR BMI IN PAST 3 MONTHS

The vast majority of adults (80%) on the island of Ireland have not checked their BMI in the past 3 months.

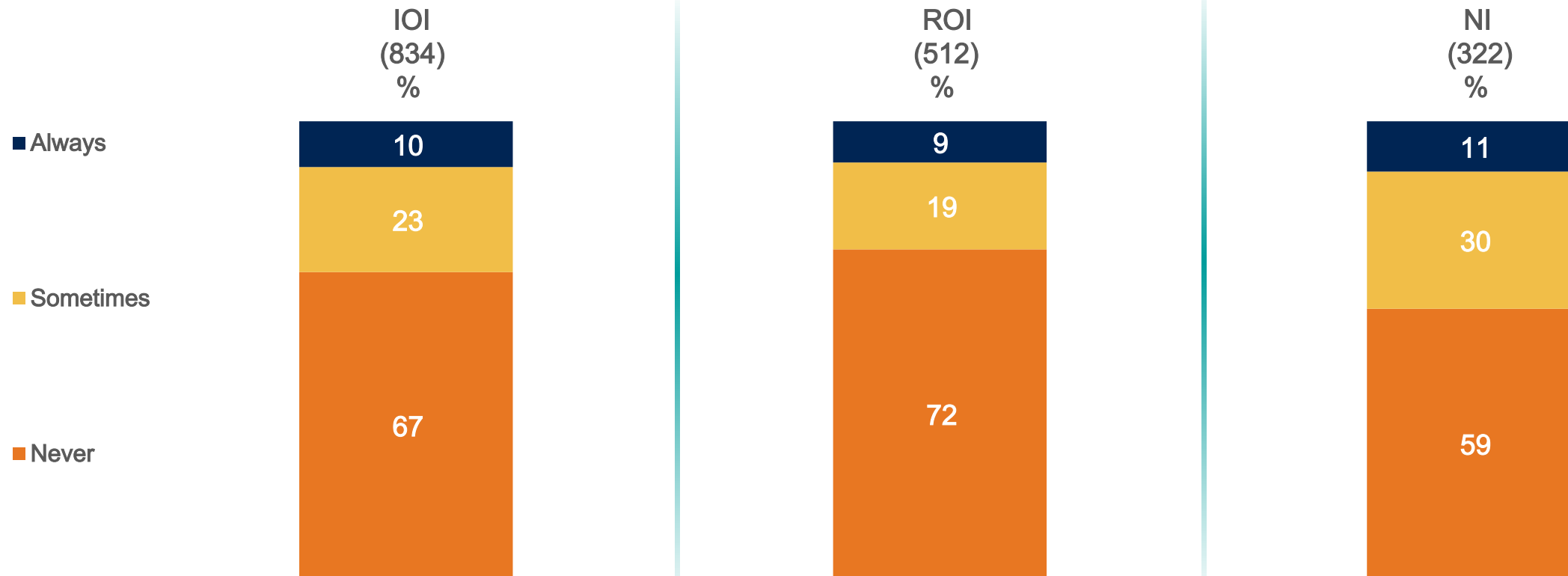


PLANT-BASED DAIRY ALTERNATIVES



CONSUMPTION OF PLANT-BASED DAIRY ALTERNATIVES

33% of adults in Ireland consume plant-based dairy alternatives, with those in NI (41%) significantly more likely to do those in ROI (28%).



Q.1a Do you ever consume plant-based dairy alternatives to milk, cheese or yoghurt?
Base: All Respondents: 834 (IOI), 512 (ROI), 322 (NI)

MAIN REASON FOR CHOOSING PLANT-BASED DAIRY ALTERNATIVES

The main reason for choosing plant based dairy alternatives is 'healthier/better for me' at 20%, marginally ahead of 'a change/variety' at 18%.

	IOI	ROI	NI
	(273)	(144)	(129)
	%	%	%
Healthier/better for me	20	19	22
A change/variety	18	17	21
I like the flavour/taste	15	11	18
Dairy intolerance/unable to have dairy (myself/family member)	14	16	12
Health reasons (myself/family member)	14	15	11
Recommend/influenced by friend/family	5	6	3
Better for the environment	3	3	3
Vegetarian (myself/family member)	3	4	2
Vegan (myself/family member)	2	1	3
Dairy allergy (myself/family member)	2	3	2
Animal welfare	1	1	-
Other	1	2	1
No reason/don't know	2	3	2

Q.2a What is your main reason for choosing plant-based dairy alternative products?
 Base: All who consume plant-based dairy alternatives 273 (IOI) 144 (ROI) 129 (NI)

FREQUENCY OF CONSUMPTION OF PLANT-BASED DAIRY ALTERNATIVES

One quarter of those who consume plant-based dairy alternatives do so on a daily basis.

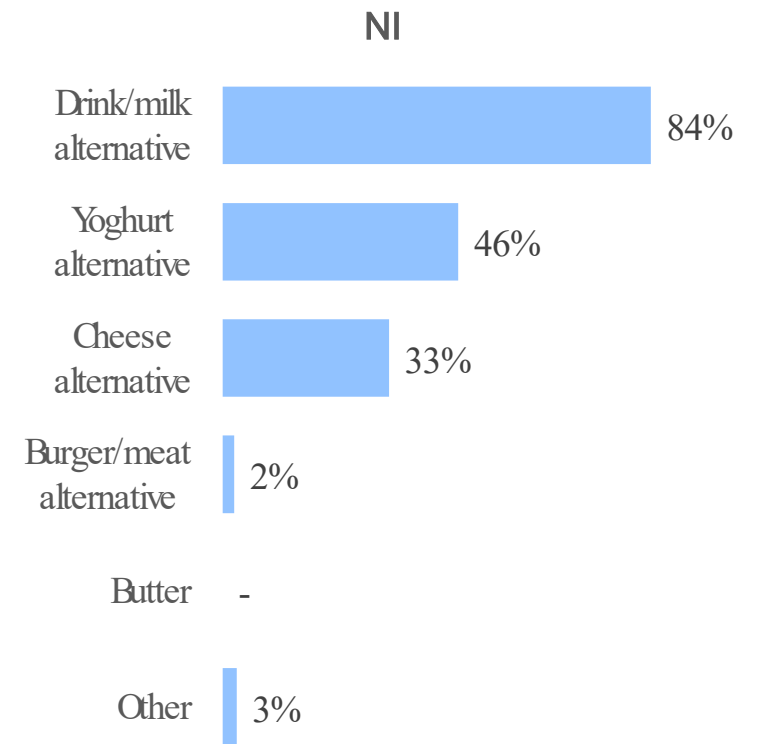
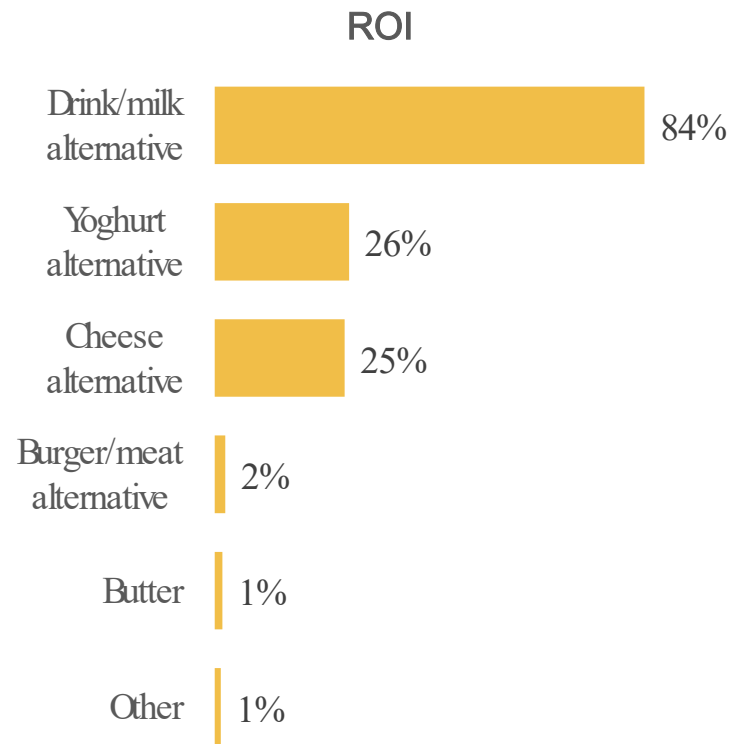
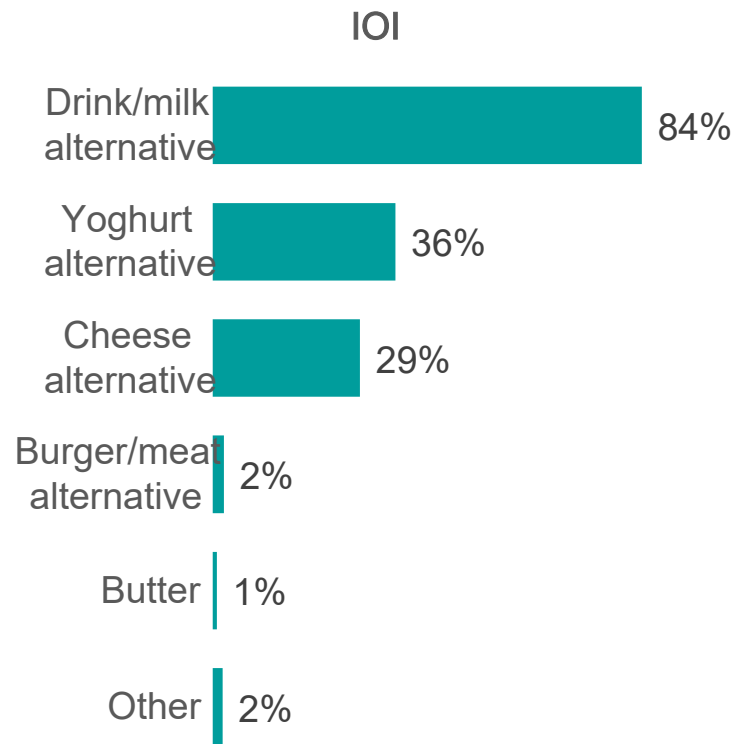
	IOI	ROI	NI
	(273)	(144)	(129)
	%	%	%
Daily	25	30	20
5-6 per week	12	10	14
2-4 per week	19	18	20
Once a week	15	21	9
1-3 per month	16	14	18
Less often than once/month	12	7	18

Q.4a How often do you consume plant-based dairy alternatives?

Base: All who consume plant-based dairy alternatives 273 (IOI) 144 (ROI) 129 (NI)

PLANT-BASED DAIRY ALTERNATIVES CONSUMED

Plant-based dairy alternatives are most commonly consumed as a drink/milk alternative (84%), with yoghurt alternative second most popular at 36%.



Q.3a What types of plant-based dairy alternative products do you consume?
 Base: All who consume plant-based dairy alternatives 273 (IOI) 144 (ROI) 129 (NI)



SOURCES OF INFORMATION ABOUT DAIRY ALTERNATIVES

Online/Internet and Family members are the primary sources of information at 26%.

	IOI	ROI	NI
	(273)	(144)	(129)
	%	%	%
Online/Internet	26	29	23
Family member	26	29	23
Supermarket/Supermarket app/in store	21	23	19
Own research/knowledge	21	21	20
A friend/colleague	20	18	22
Labels/packaging	11	12	11
Blogs/Instagram/YouTube/Facebook	2	4	-
Doctor	2	3	-
Dietician/nutritionist	1	1	2
Other	1	1	2
Did not research/nothing	7	9	4
Don't know	2	3	1

Q.5a When making the decision to try plant-based dairy alternative products, where did you source information about these products from? Or do you not receive any information?

Base: All who consume plant-based dairy alternatives 273 (IOI) 144 (ROI) 129 (NI)

ATTITUDES TO ~~BASED~~ DAIRY ALTERNATIVES

Almost two thirds (65%) of those who consume plant based dairy alternative feel healthier doing so

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
	%	%	%	%	%	%
I feel healthier eating plant based dairy alternatives*	26	39	17	9	5	3
Plant based dairy alternatives have improved my life*	21	33	24	8	7	6
Consuming plant based alternatives is a fad	9	20	23	15	16	18
Plant based dairy alternative products are lower in fat	15	27	19	7	4	30
Plant based dairy alternative products are better for the environment	19	32	18	5	3	24
Consuming plant based dairy alternatives is a healthy way to lose weight	12	23	22	7	5	30

Q.6a To what extent do you agree or disagree with each of the following statements using the following scale?

Base: All IOI Respondents: 834/*those who consume plant based alternatives: 273

ATTITUDES TO ~~BASED~~ DAIRY ALTERNATIVES

In ROI, 72% of those who consume plant-based dairy alternative feel healthier doing so.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
	%	%	%	%	%	%
I feel healthier eating plant-based dairy alternatives*	30	42	11	7	4	4
Plant-based dairy alternatives have improved my life*	24	39	20	5	4	6
Consuming plant-based alternatives is a fad	9	18	24	12	17	20
Plant-based dairy alternative products are lower in fat	13	25	18	5	5	34
Plant-based dairy alternative products are better for the environment	18	30	18	4	3	27
Consuming plant-based dairy alternatives is a healthy way to lose weight	10	23	20	7	7	33

Q.6a To what extent do you agree or disagree with each of the following statements using the following scale?
 Base: All ROI Respondents: 512/ * those who consume plant-based dairy alternatives144



ATTITUDES TO ~~BASED~~ DAIRY ALTERNATIVES

Nearly half of those in NI (47%) agree that plant-based dairy alternative products are lower in fat.

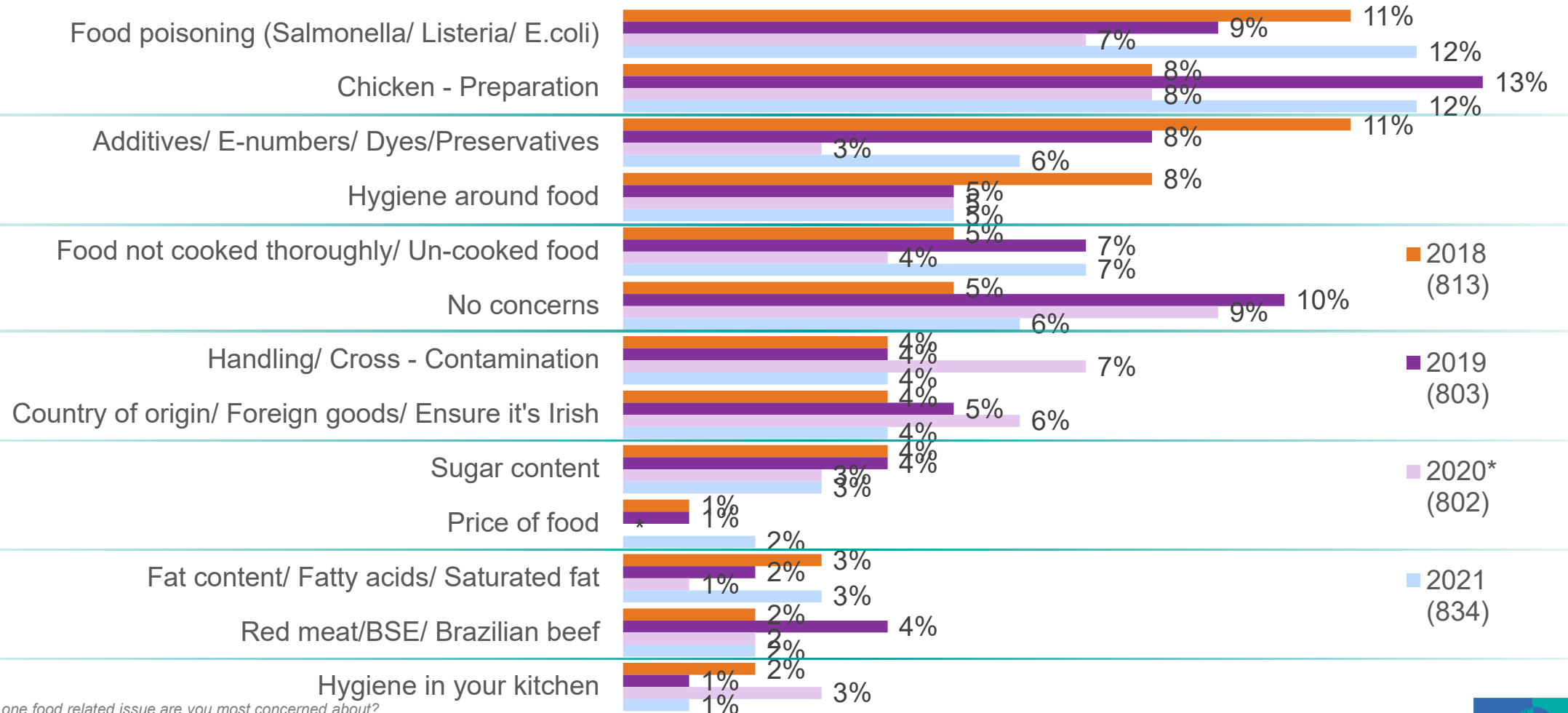
	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
	%	%	%	%	%	%
I feel healthier eating plant-based dairy alternatives*	22	35	23	12	6	2
Plant-based dairy alternatives have improved my life*	17	26	29	12	10	5
Consuming plant-based alternatives is a fad	8	24	20	18	13	16
Plant-based dairy alternative products are lower in fat	17	30	19	9	3	22
Plant-based dairy alternative products are better for the environment	19	35	18	7	3	19
Consuming plant-based dairy alternatives is a healthy way to lose weight	16	23	25	8	3	25

Q.6a To what extent do you agree or disagree with each of the following statements using the following scale?

Base: All NI Respondents: 322, / * those who consume plant-based dairy : 129

APPENDIX

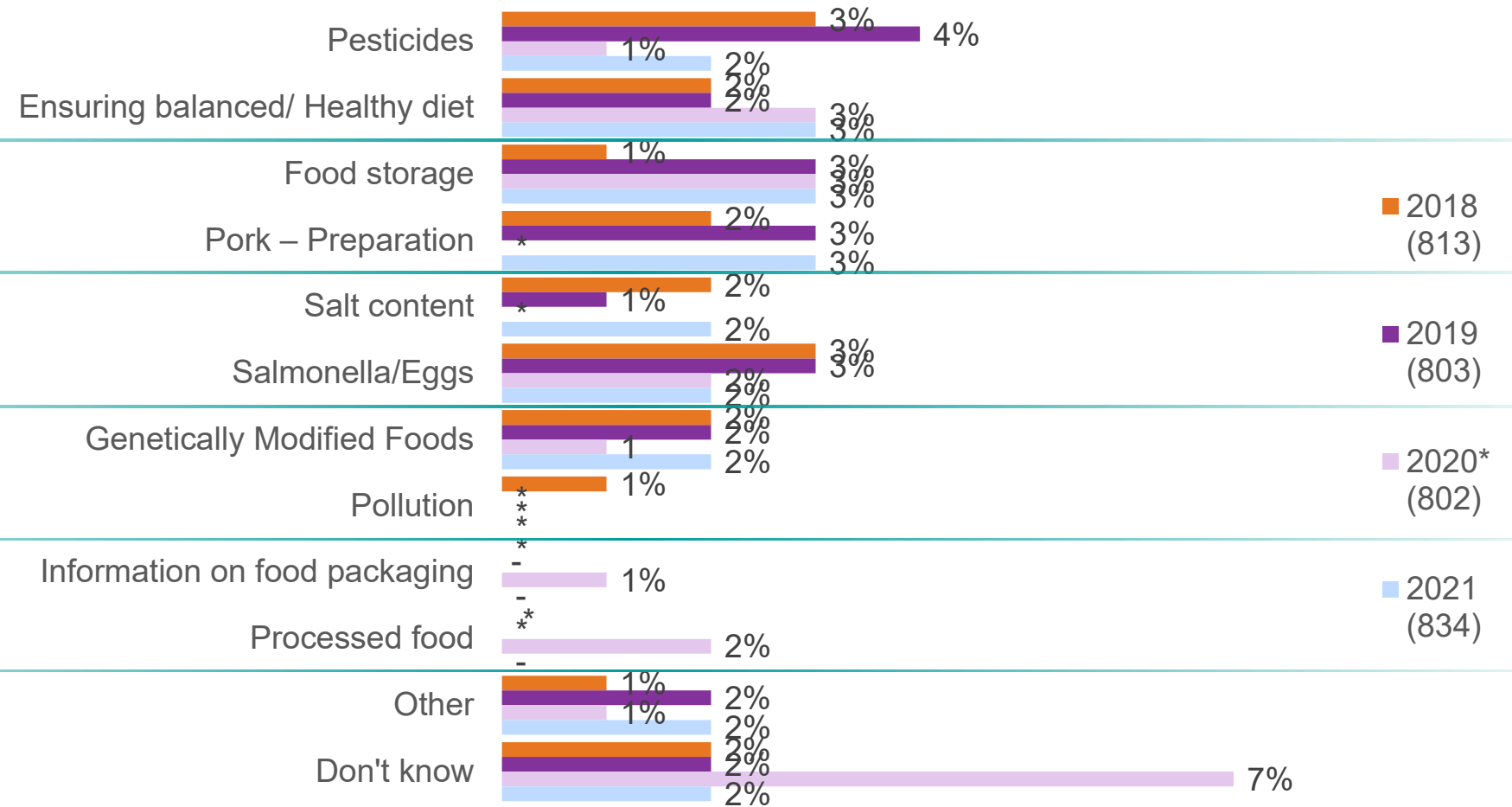
FOOD RELATED ISSUE OF MOST CONCERN



Q.12 What one food related issue are you most concerned about?
 Base: All IOI Respondents: 834



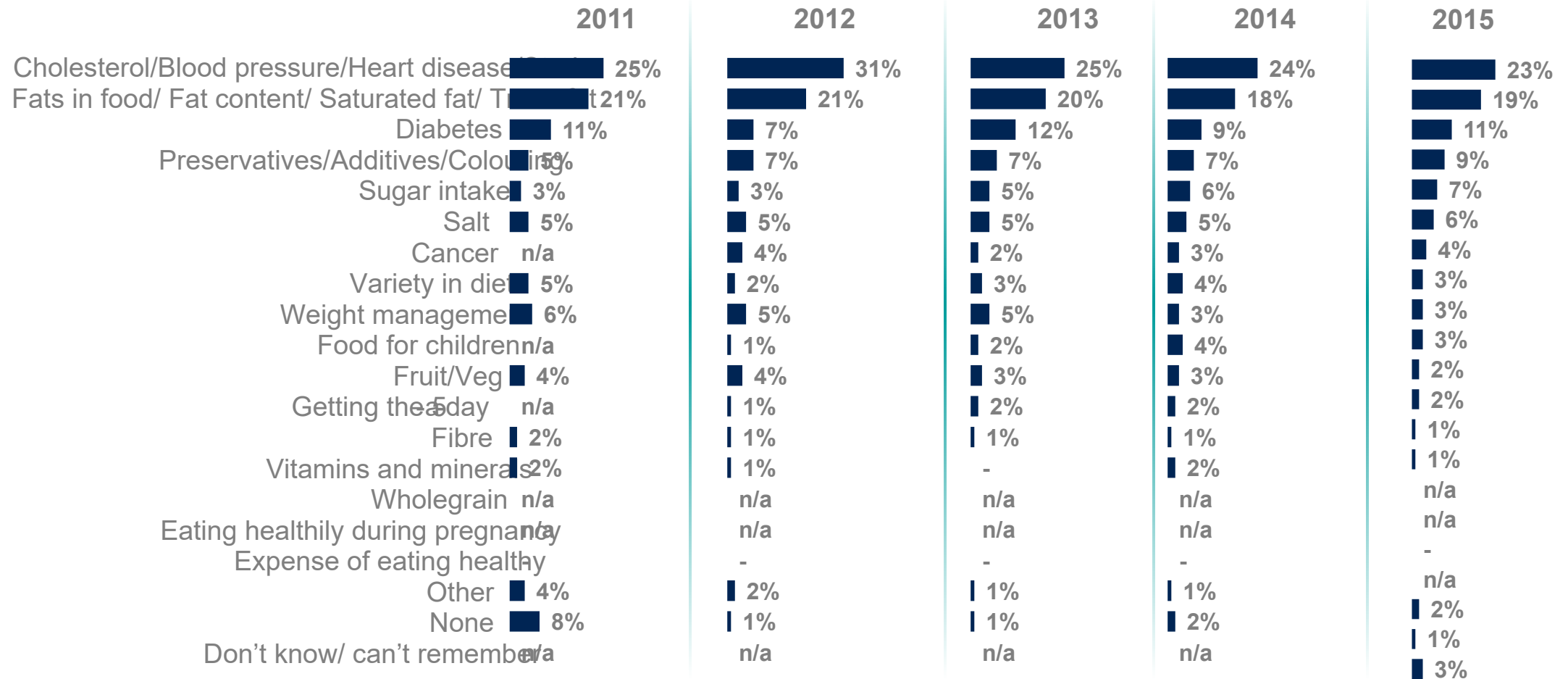
FOOD RELATED ISSUE OF MOST CONCERN



Q.12 What one food related issue are you most concerned about?
 Base: All IOI Respondents: 834



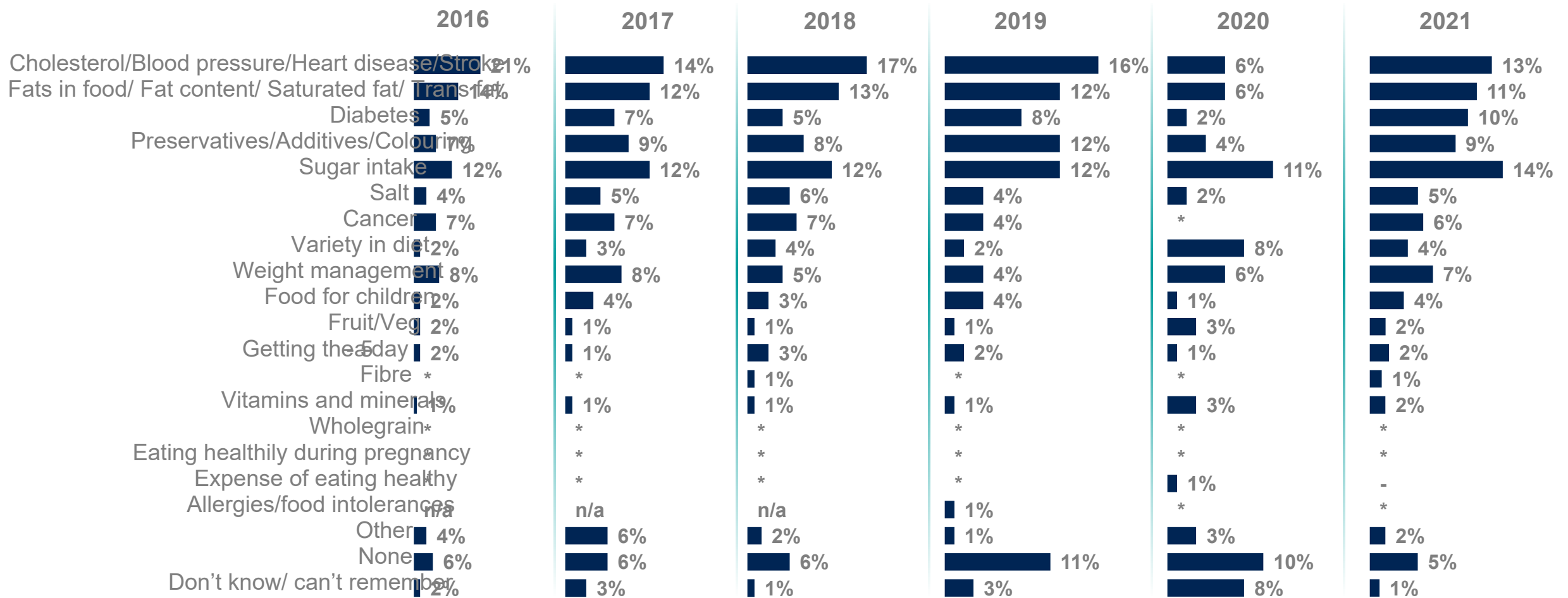
HEALTHY EATING ISSUE OF MOST CONCERN (TRENDED)



Q.19 What one healthy eating issue are you most concerned about? (Unprompted)
 Base: All IOI Respondents: 834



HEALTHY EATING ISSUE OF MOST CONCERN (TRENDED)



Q.19 What one healthy eating issue are you most concerned about? (Unprompted)
 Base: All IOI Respondents: 834



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