

Safetrak 14

February 2013



be **safe** be **healthy** be **well**

Presentation Outline

✓ Background and Methodology

✓ Project Context

✓ The Findings

- ✓ Food Safety Concerns
- ✓ Cleaning in the Context of Food Safety
- ✓ Healthy Eating Concerns
- ✓ Issues affecting children
- ✓ Lunch Behaviour
- ✓ Cooking Behaviour
- ✓ Demographics of respondents

Background & Methodology – Safetrak 14

Total number of interviews:



808



508



300

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: 5th December '12 – 3rd January '13 (ROI)
10th December '12 – 3rd January '13 (NI)

Context of Research – What has happened since Safetrak 13

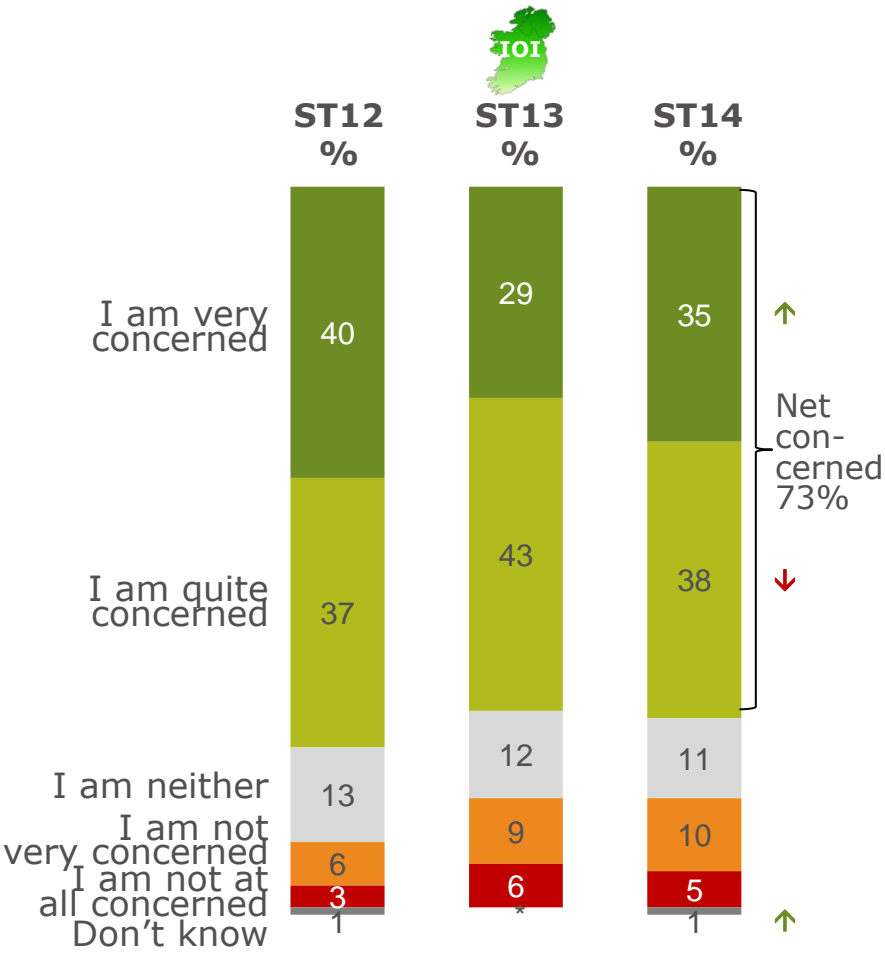
- ✓ In ROI, the start of 2012 saw multiple “sit-in’s” in many organisations that closed operations and ceased trading in the ROI (e.g. Vita Cortex in Cork and La Senza nationwide). However while the latter quarter of the year still highlights a financial struggle to endure in the year to come, Richard Bruton said that Ireland is an economy in transition and exports are the way to go – “best performing year since 2006”.
- ✓ Dail Eireann passed a bill which allowed Government to charge rural dwellers for their septic tanks in ROI.
- ✓ Sugar tax ruled out in Budget 2013 by Minister Noonan because of the 23% VAT already attributed to soft drinks. The use of a sugar tax is being kept under review for now.
- ✓ Irish Children’s Right referendum was passed in ROI in November 2012.
- ✓ In NI, April saw the 100th Anniversary of the sinking of the Titanic and related commemorative events culminating in the opening of the long awaited visitor dedicated attraction in Belfast’s Titanic Quarter.
- ✓ In June, the Queen visited Belfast as part of her Diamond Jubilee tour symbolically shaking hands with deputy First Minister Martin McGuinness.
- ✓ The year ended with a political row over the decision by the city council to remove the union flag from Belfast City Hall on all but designated days. The decision was followed by eight weeks of protests that have raised questions about the political and social alienation of working class unionists.

Food Safety Concerns



Food Safety Concerns

Base: All Respondents (808)



- Consumers claim similar levels of concern re food safety as in 2011, but a stronger incidence of those saying they are 'very concerned'. This Top Box increase evident in both regions with NI having a significant increase.
- Women and parents tend to be more concerned.



↑ = Significant increase vs. ST '13
↓ = Significant decrease vs. ST '13
() Bracketed figure denote ST13

Food Related Issues of Most Concern

Base: All Respondents (808)

- Chicken/Pork preparation remains of most concern, also additives/e-numbers. Positive to see date marks increasing marginally in ST14 (cut waste?)
- Food poisoning is more prominent in Top of Mind now than it previously was – driven by ‘if you could see germs spread’? .

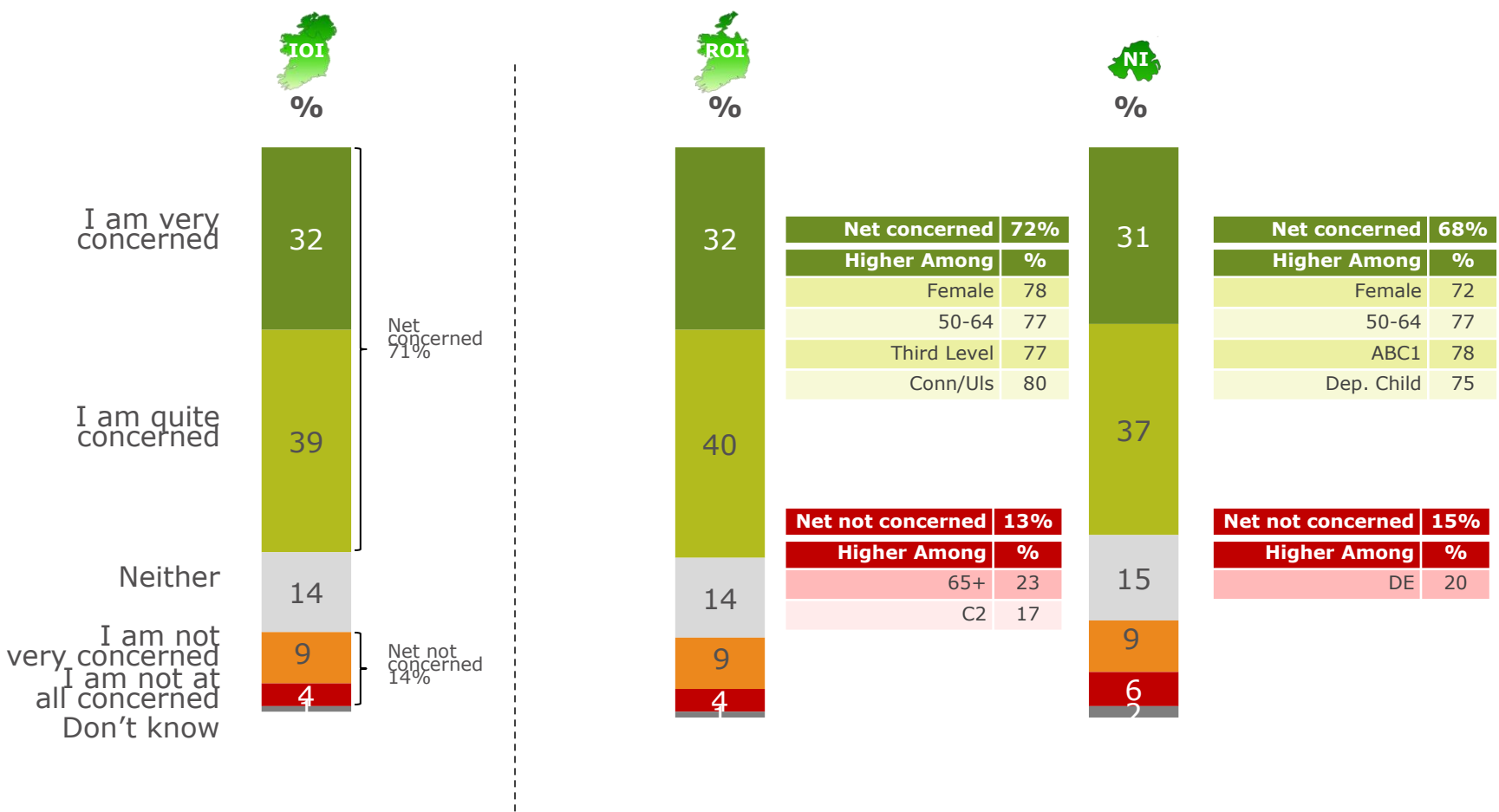
	ST12 %	ST13 %	ST14 %	ROI %	NI %
Chicken/ Pork – Preparation	17	15	15	13	19
Additives/ E-numbers/ Dyes*	13	14	14	12	17
Date marks – Best before date/Use by date/ Freshness	10	10	12	13	10
Food poisoning (Salmonella/Listeria/ E.coli)	10	7	12↑	13	11
Country of origin/Foreign goods/Ensure it's Irish	8	9	8	10	4
Food not cooked thoroughly/Uncooked food	10	7	8	9	5
Fat content/ Fatty acids/ Saturated fat	6	8	7	6	9
Ensuring balanced/healthy diet	5	7	5	5	4
Hygiene around food	5	4	4	4	3
Handling/ Cross - Contamination	3	2	2	2	2
Salt content	1	1	2	1	3
Food storage	2	1	1	1	1
Hygiene in your kitchen	1	1	1	1	*
Salmonella/ Eggs	-	1	1	2	-
Genetically modified foods	-	-	1	2	*
Price of food	1	2	* ↓	1	*
Red meat/ BSE/Brazilian beef	1	1	* ↓	-	*
Pesticide	-	1	* ↓	*	1
Sugar content	-	-	*	*	-
Pollution	-	-	*	*	*
Other	3	3	2	2	3
Don't know	4	5	4	2	8

*ST10 *& ST11: Pesticides also included in code

↑ = Significant increase vs. ST '13
↓ = Significant decrease vs. ST '13

Environmental Pollution: majority of adults concerned about the negative effects of pollution; highest concern among females and 50-64's in both regions.

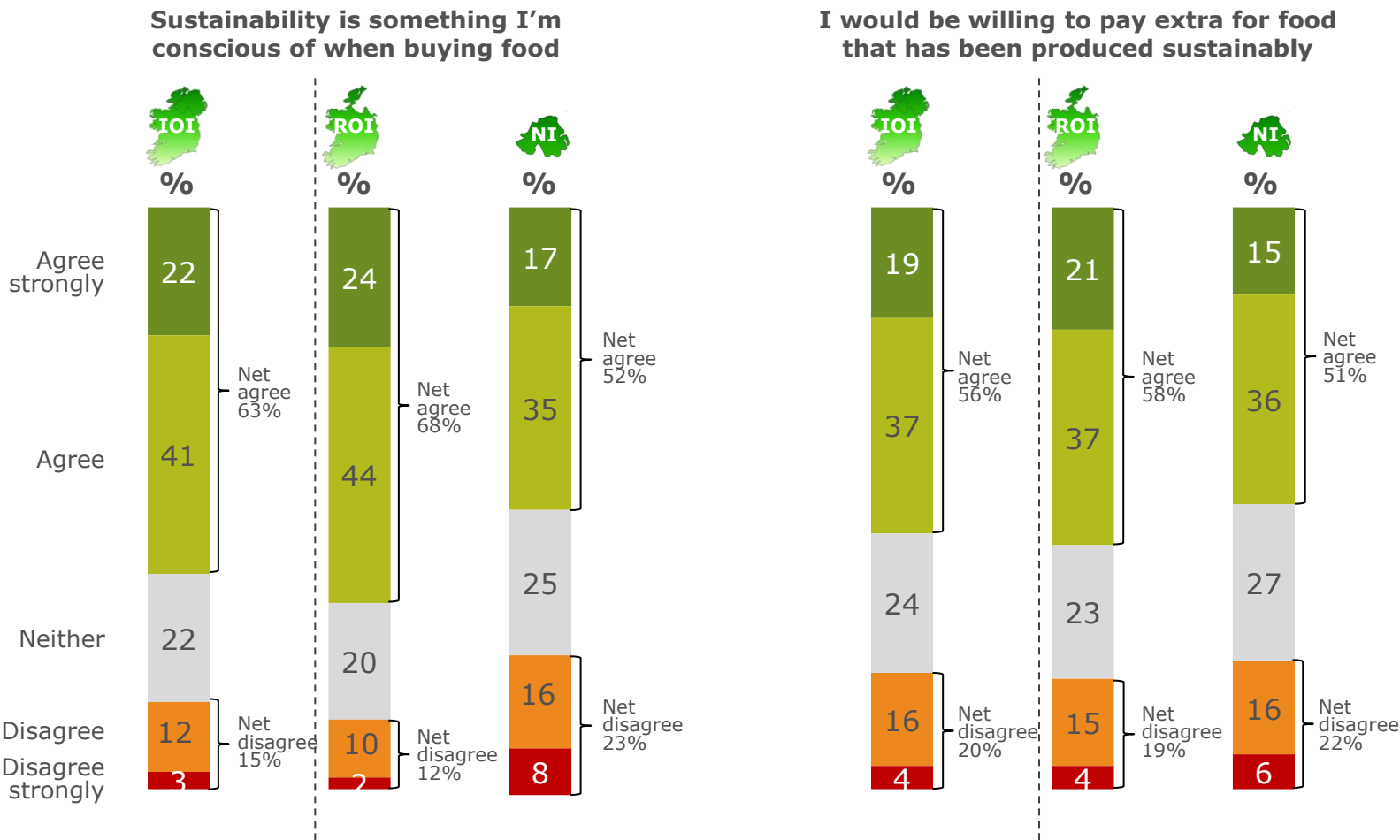
Base: All Respondents



Sustainability is high on people's radar but more so in ROI. Over 1 in 2 claim willingness to pay extra for sustainably produced food.

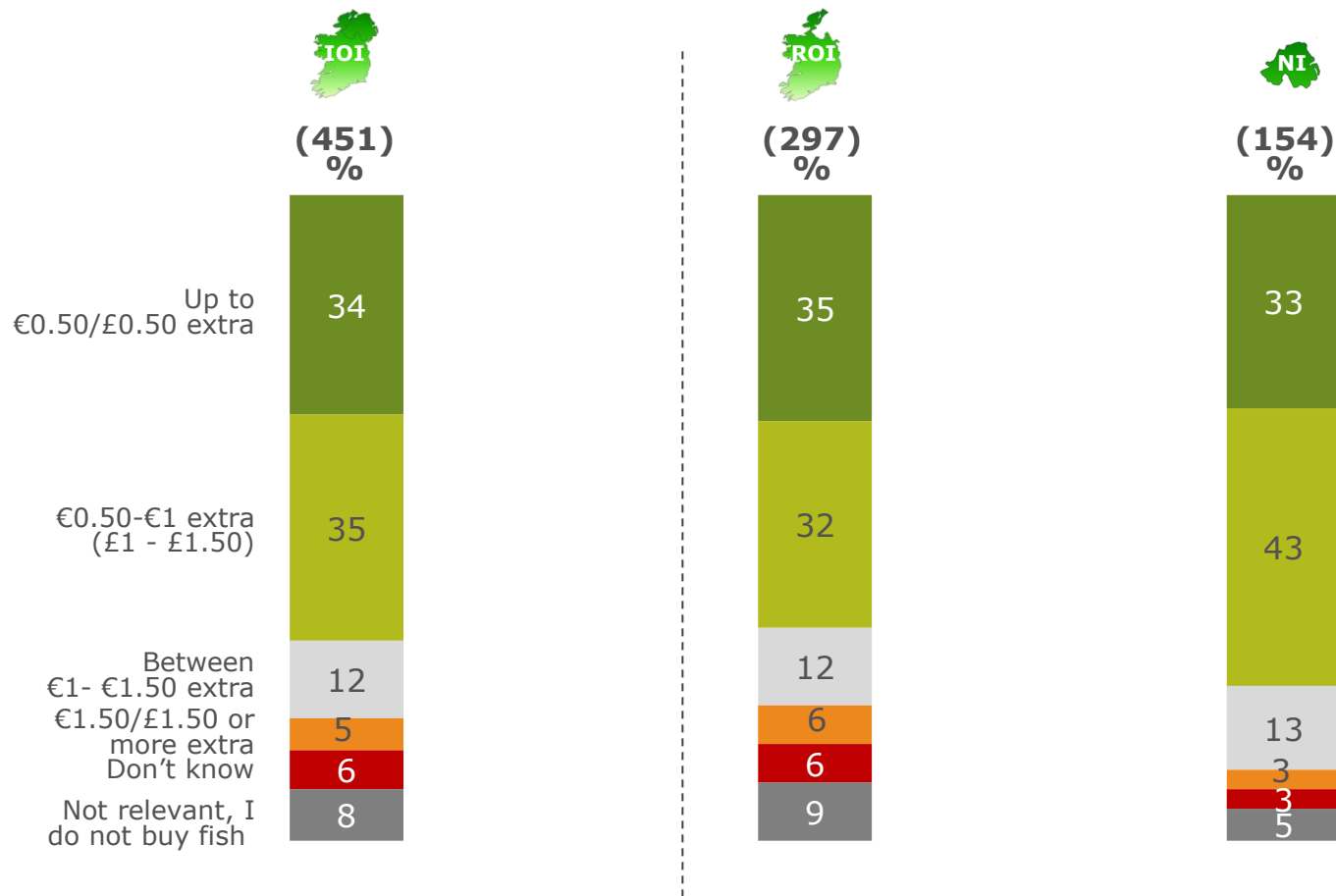
Base: All Respondents

'Sustainability is the principle of taking food from the natural environment in a way that does not harm the environment and allows continued production of this food for future generations.'



The majority of those willing to pay extra for sustainably produced food cite €1/£1.50 as a tolerable premium

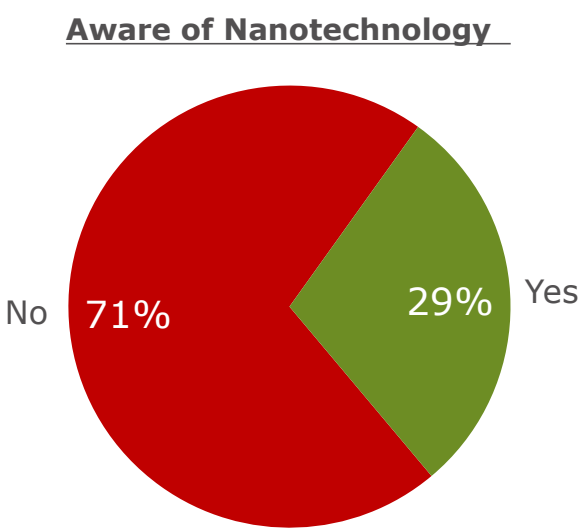
Base: All willing to pay extra for sustainably produced food



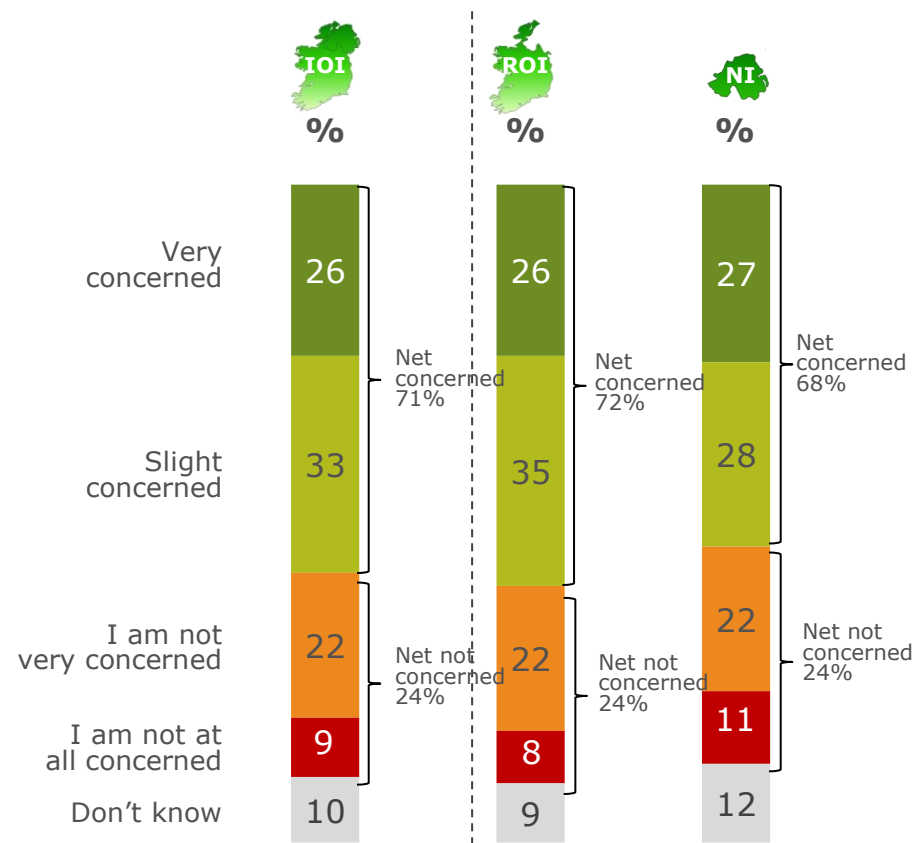
Low public awareness of nanotechnology in context of food production, but upon explanation of concept, it is widely acknowledged as a concern

Base: All Respondents

‘Nanotechnology is the addition of ingredients in the form of tiny nanoparticles to food products, which can be used (for example) to improve flavour and make processed foods healthier.’



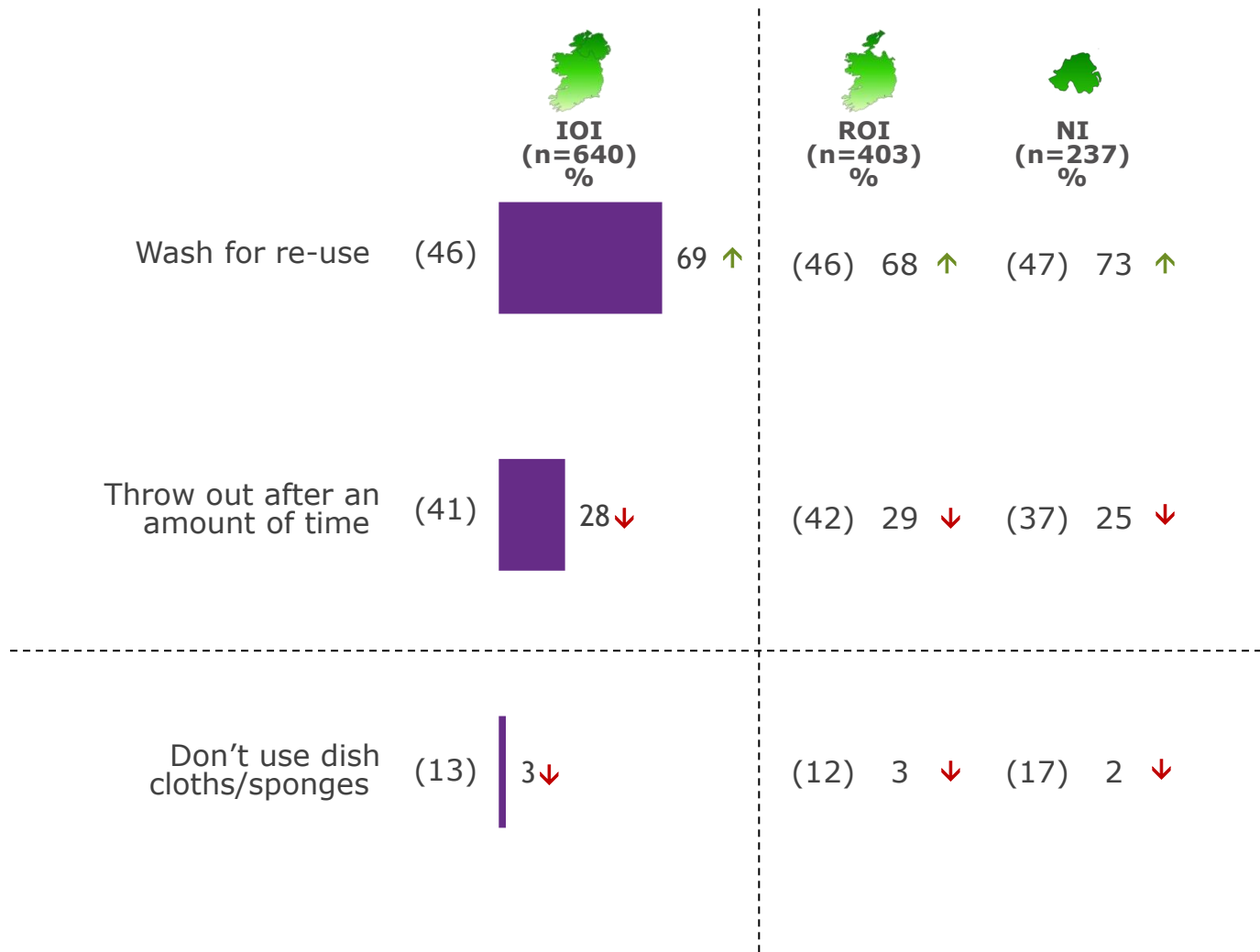
Level of Concerns (after explanation of concept)



Cleaning in Context of Food Safety

Disposal of dishcloths; a higher incidence of washing for re-use emerges since 2011

Base: All Respondents (640)

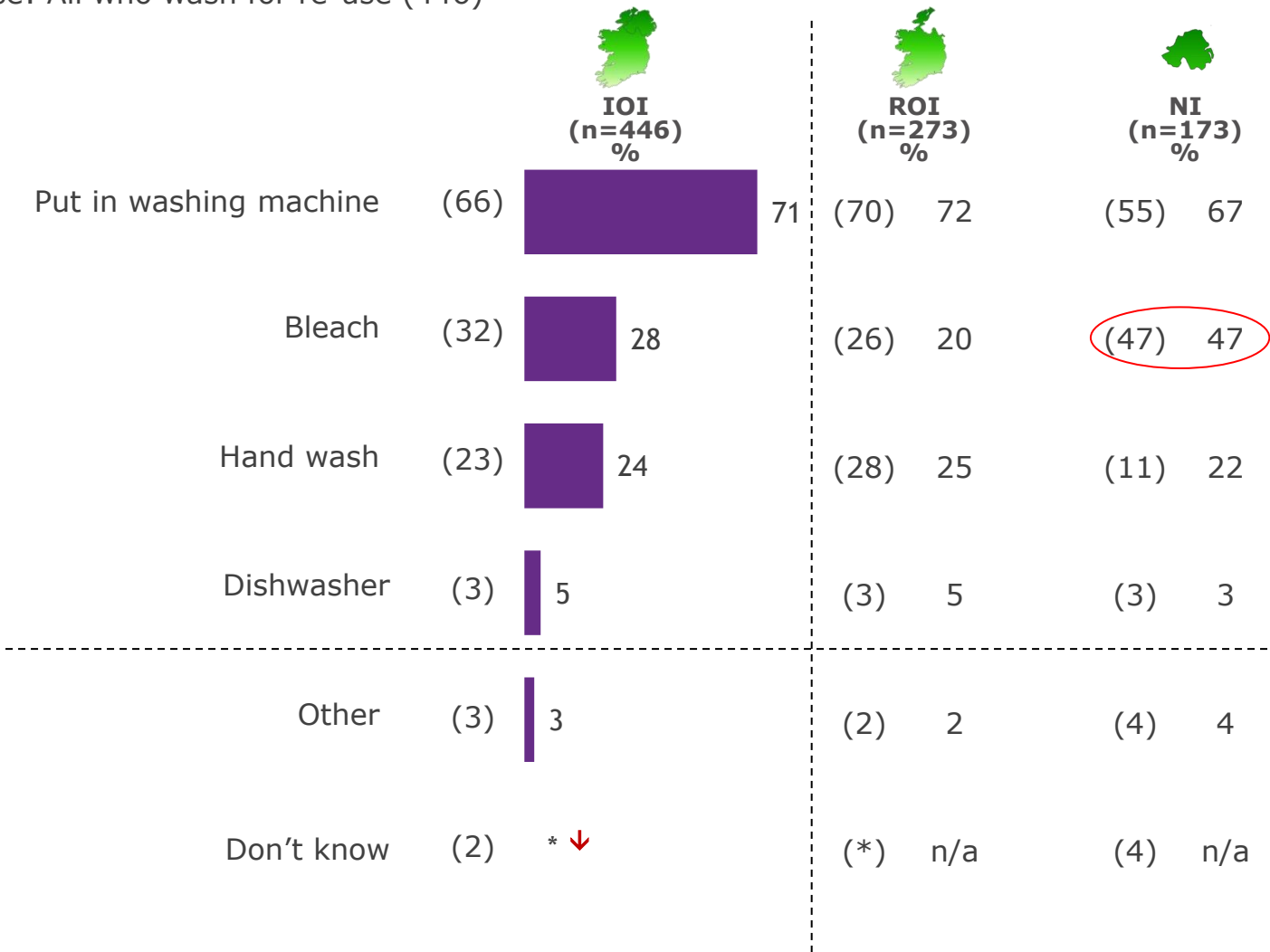


- Increased incidence in washing for re-use of dishcloths throughout Ireland.
- Wash for re-use in ROI is highest among males (71%) and 50-64's (74%). In NI wash for re-use is higher among those aged 35+ (76%).
- In ROI, those aged 25-34's more likely to throw out rather than wash for re-use (37%) and those living in Munster (33%). In NI those under 35 are more likely to throw out (32%) rather than wash for re-use.

↑ = Significant increase vs. ST '13
↓ = Significant decrease vs. ST '13
() Bracketed figure denote ST12

Method used to wash dishcloths

Base: All who wash for re-use (446)

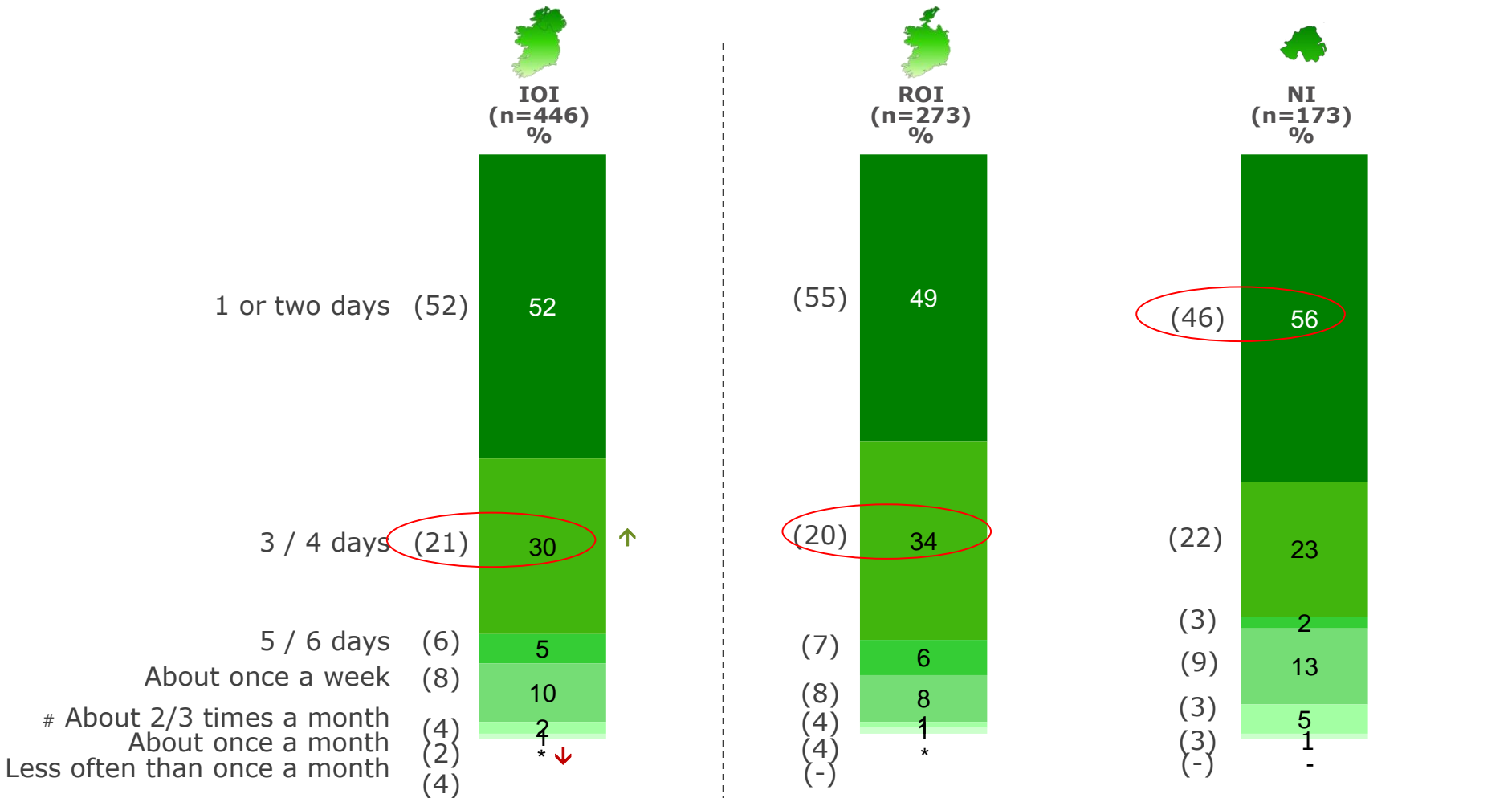


- Washing machine used by most adults in both regions – therefore best practice.
- Bleaching much more commonly used in NI (a cultural trend), however safefood research reveals that this does not always remove all bacteria.
- Hand washing more common in ROI.

↑ = Significant increase vs. ST '13
↓ = Significant decrease vs. ST '13
() Bracketed figure denote ST12

How often are dishcloths washed?

Base: All who wash for re-use (446)



* Asked differently in ST14 # Merged codes 5&6 of ST12 for comparable purposes

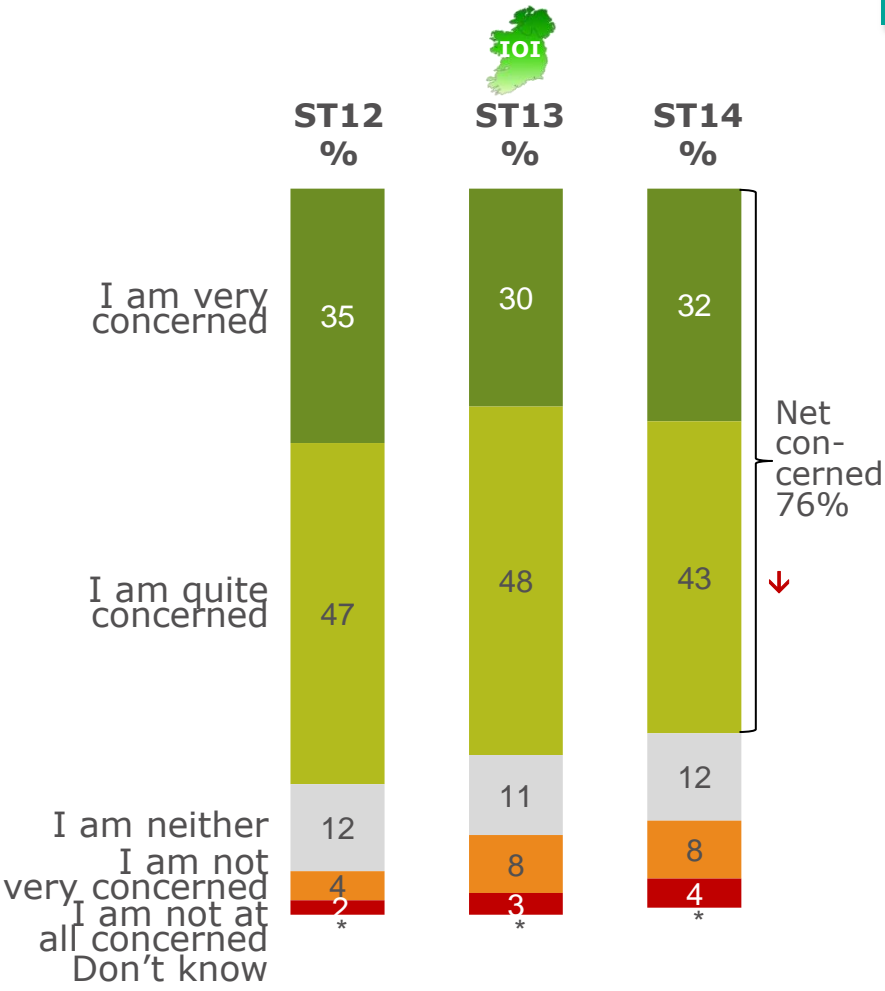
↑ = Significant increase vs. ST '13
↓ = Significant decrease vs. ST '13
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Healthy Eating Concerns



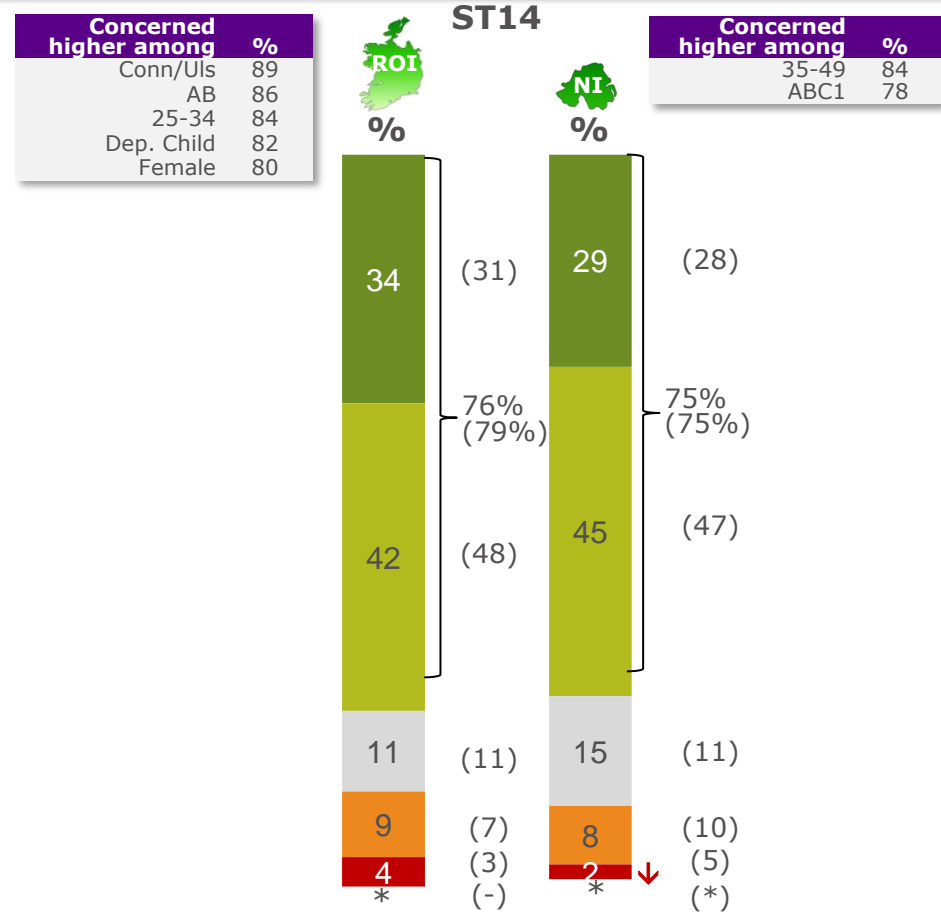
Healthy Eating Concerns

Base: All Respondents (808)



• Very similar trend to ST 13 with a slight positive uplift on those saying they are “very concerned” about healthy eating. However those ‘quite concerned’ have fallen back marginally.

• Looking at the bigger picture healthy eating is clearly a topic that commands the public’s attention as almost 8 in 10 IOI adults feel this topic is relevant to them.



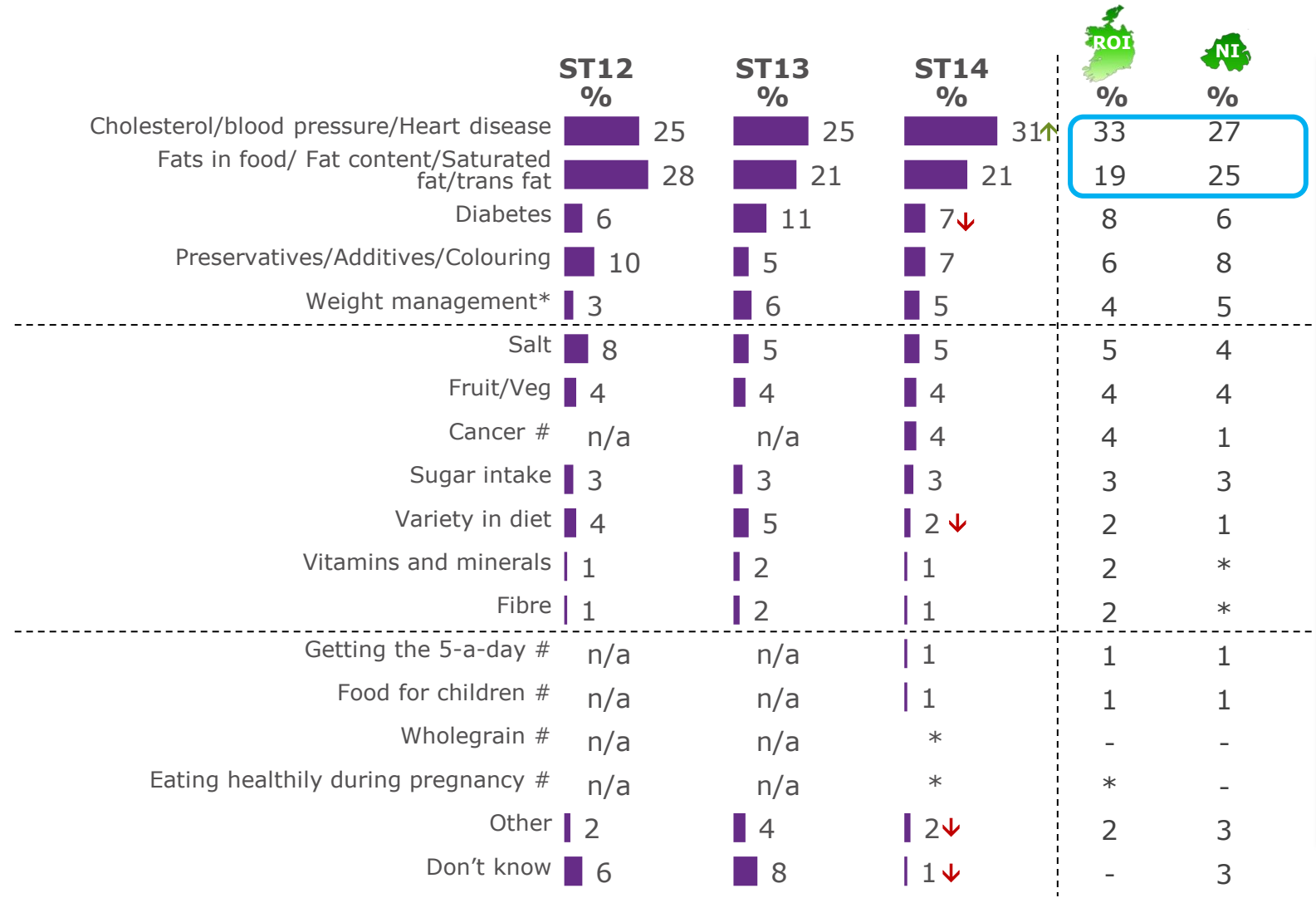
Concerned higher among	%
Conn/Uls	89
AB	86
25-34	84
Dep. Child	82
Female	80

Concerned higher among	%
35-49	84
ABC1	78

↑ = Significant increase vs. ST '13
↓ = Significant decrease vs. ST '13
() Bracketed figure denote ST13

Healthy Eating – Issue of Most Concern

Base: All Respondents (808)



- Cholesterol increases +6pts overall and remains as top of mind, driven by ROI. Higher among 50-64 (45%) and 65+ (55%) in ROI. In NI also higher among 50-64 (36%) and those living in Belfast city (34%).
- Concerns about fat, sugar and salt intake hold steady. Unsurprisingly concerns over Fat content higher among 15-24 more so in ROI than NI and among AB's in both.

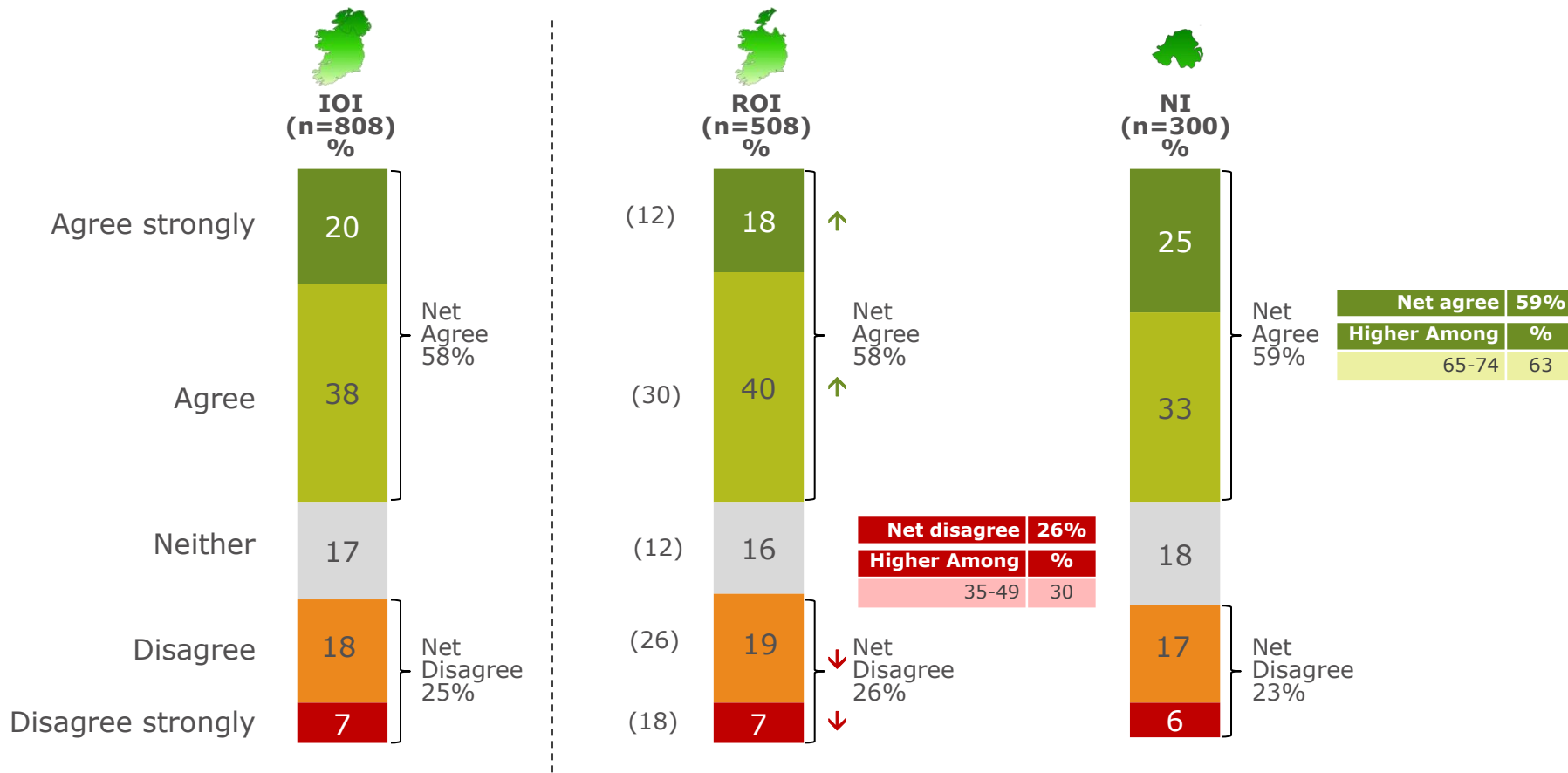
denotes new code added in 2012

↑= Significant increase vs. ST '13
↓= Significant decrease vs. ST '13

Attitudes to Food Tax in ROI – 3 in 5 agree that an additional tax on foods with high sugar content is appropriate. Growing support since last measured in ROI.

Base: All ROI Respondents (808)

Foods with high sugar content should have an additional tax on them in order to encourage people to eat less of these

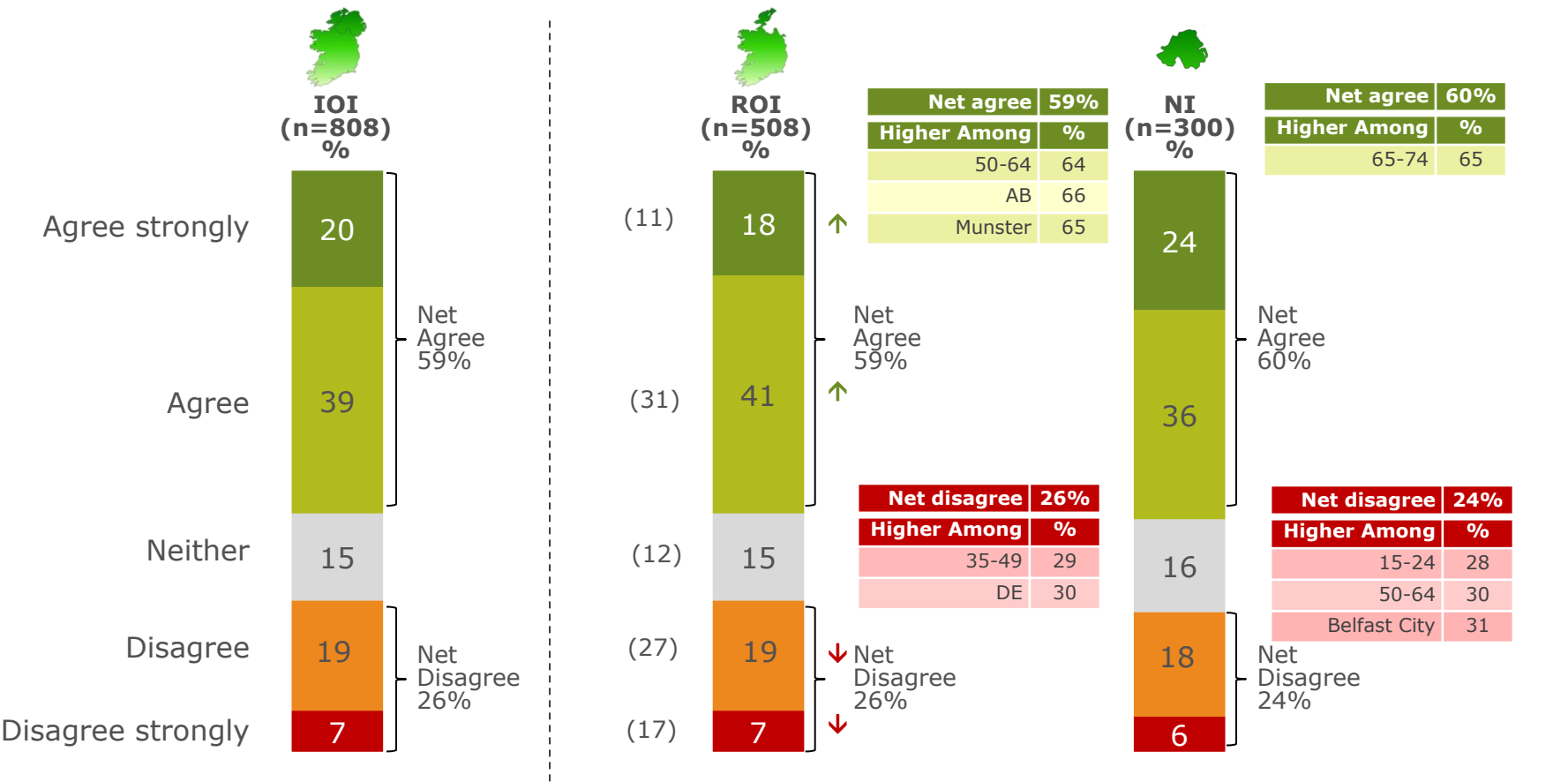


↑ = Significant increase vs. ST '12
↓ = Significant decrease vs. ST '12
() Bracketed figure denote ST12

Attitudes to Food Tax in ROI – support for tax on sugary drinks as strong as for sugary foods. Again, higher support evident in ROI two years on.

Base: All ROI Respondents (808)

Sugary drinks should have an additional tax on them in order to encourage people to drink less of these

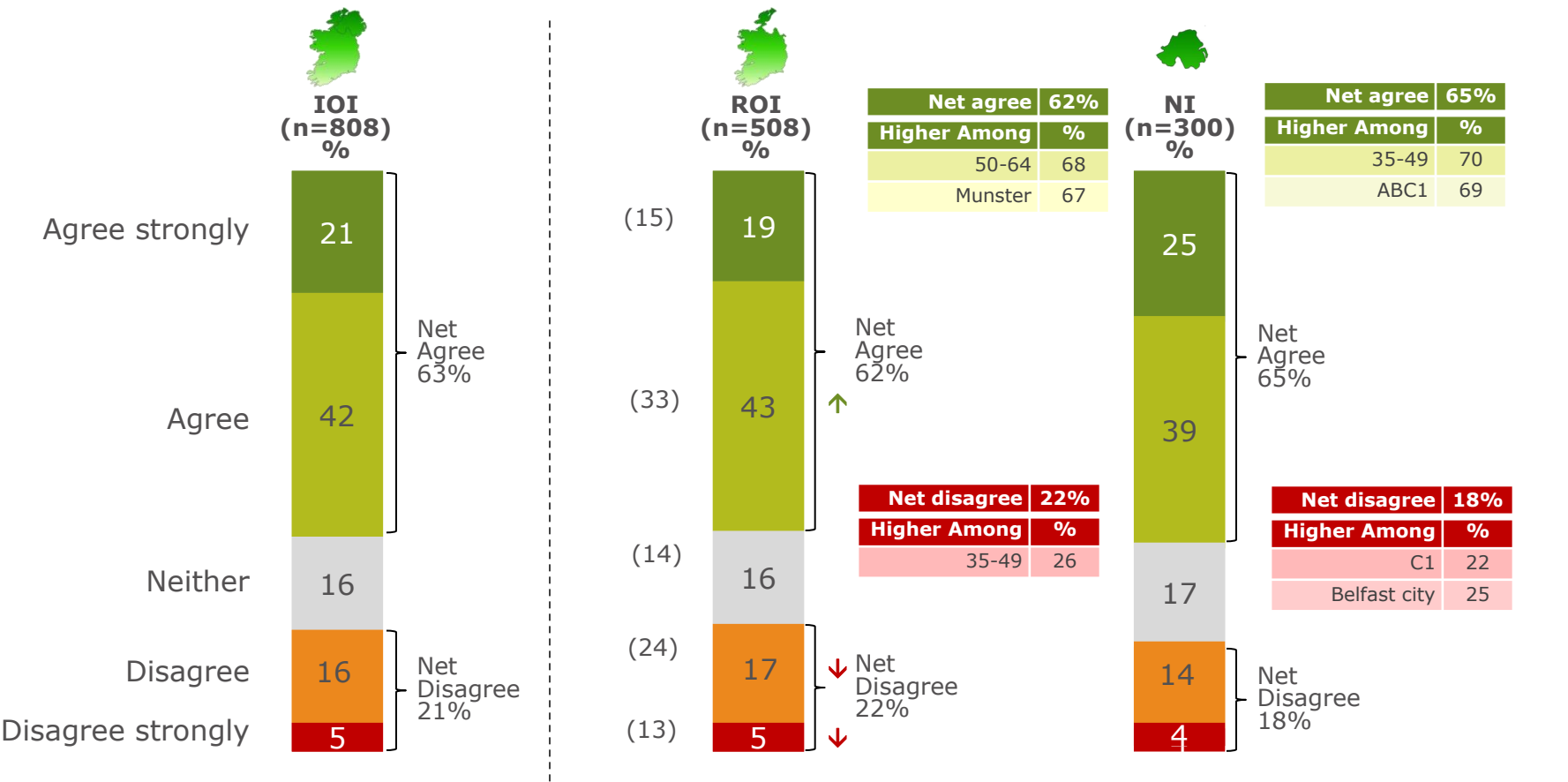


↑ = Significant increase vs. ST '12
↓ = Significant decrease vs. ST '12
() Bracketed figure denote ST12

Attitudes to Food Tax in ROI – At least six in ten agree that manufacturers should pay an additional tax for high sugar content in foods/drinks. Again, greater support for this motion evident in ROI.

Base: All ROI Respondents (808)

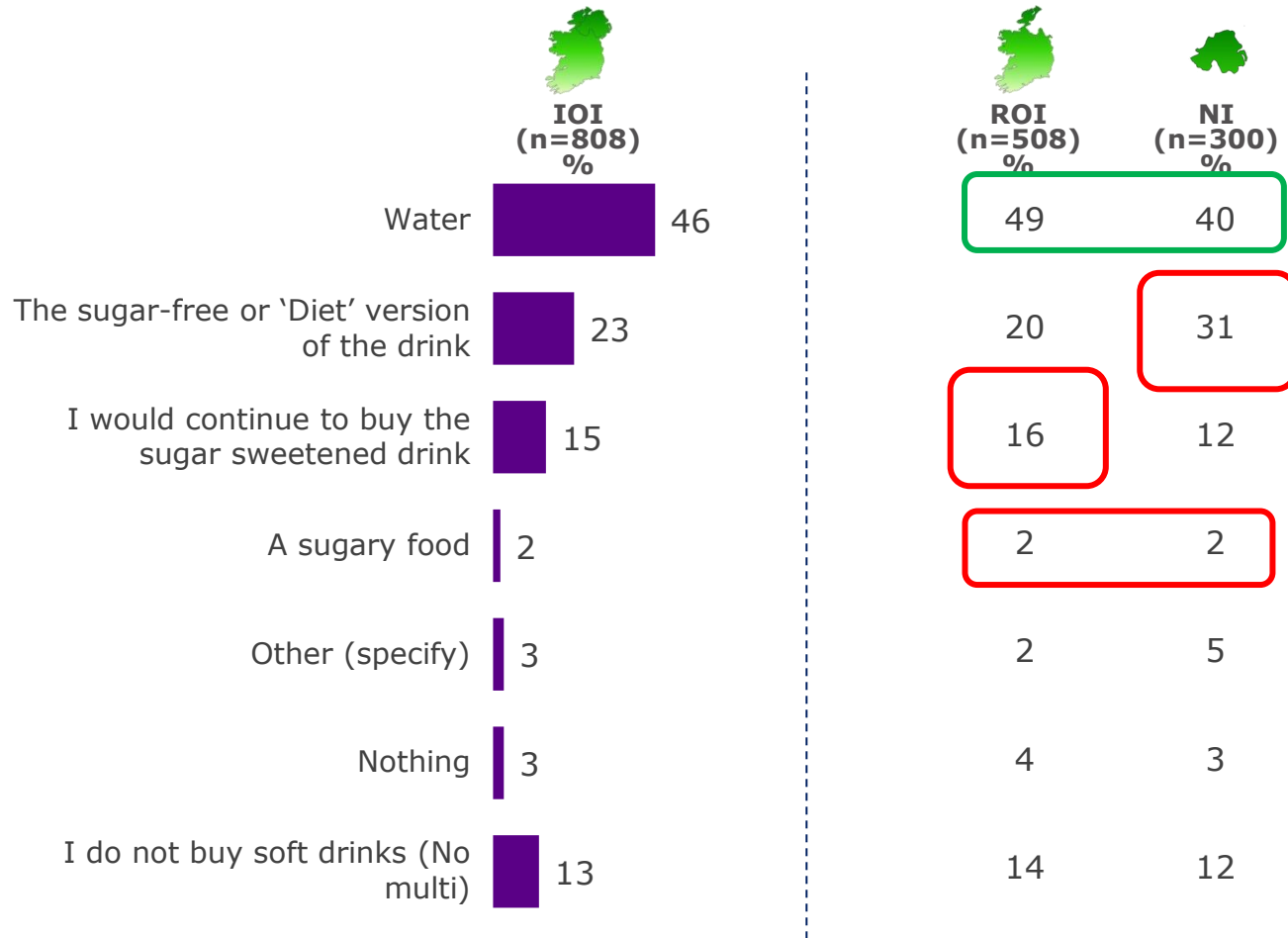
Food and drink manufacturers whose products are deemed high in sugar should pay an additional tax on these products



↑ = Significant increase vs. ST '12
↓ = Significant decrease vs. ST '12
() Bracketed figure denote ST12

Water is viewed by almost half as the preferred alternative to a sugary drink

Base: All Respondents



- Almost half in ROI would switch to healthier alternative i.e. water, suggesting a beneficial outcome to a sugar tax from a public health perspective for these people.

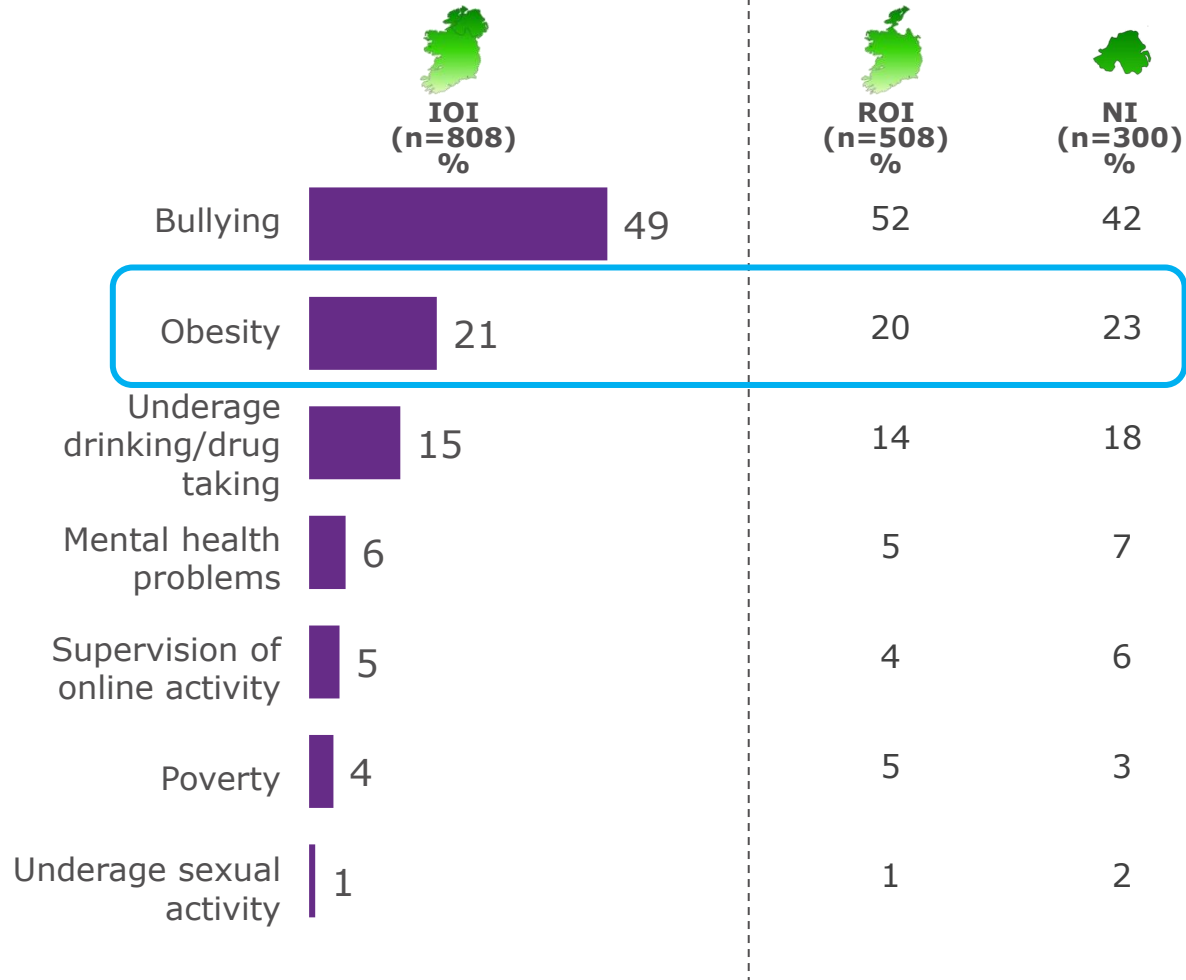
- A significant proportion would either go for a diet version or continue to buy the sugary drink – approx 4 in 10 in each region, so this would dilute the effectiveness of the tax.

Issues affecting children



Issues most concerned about: Bullying is key concern for one in every two parents. High incidence of concern possibly linked to the recent coverage of cyber bullying reported in media. Obesity ranks second as a worrying issue.

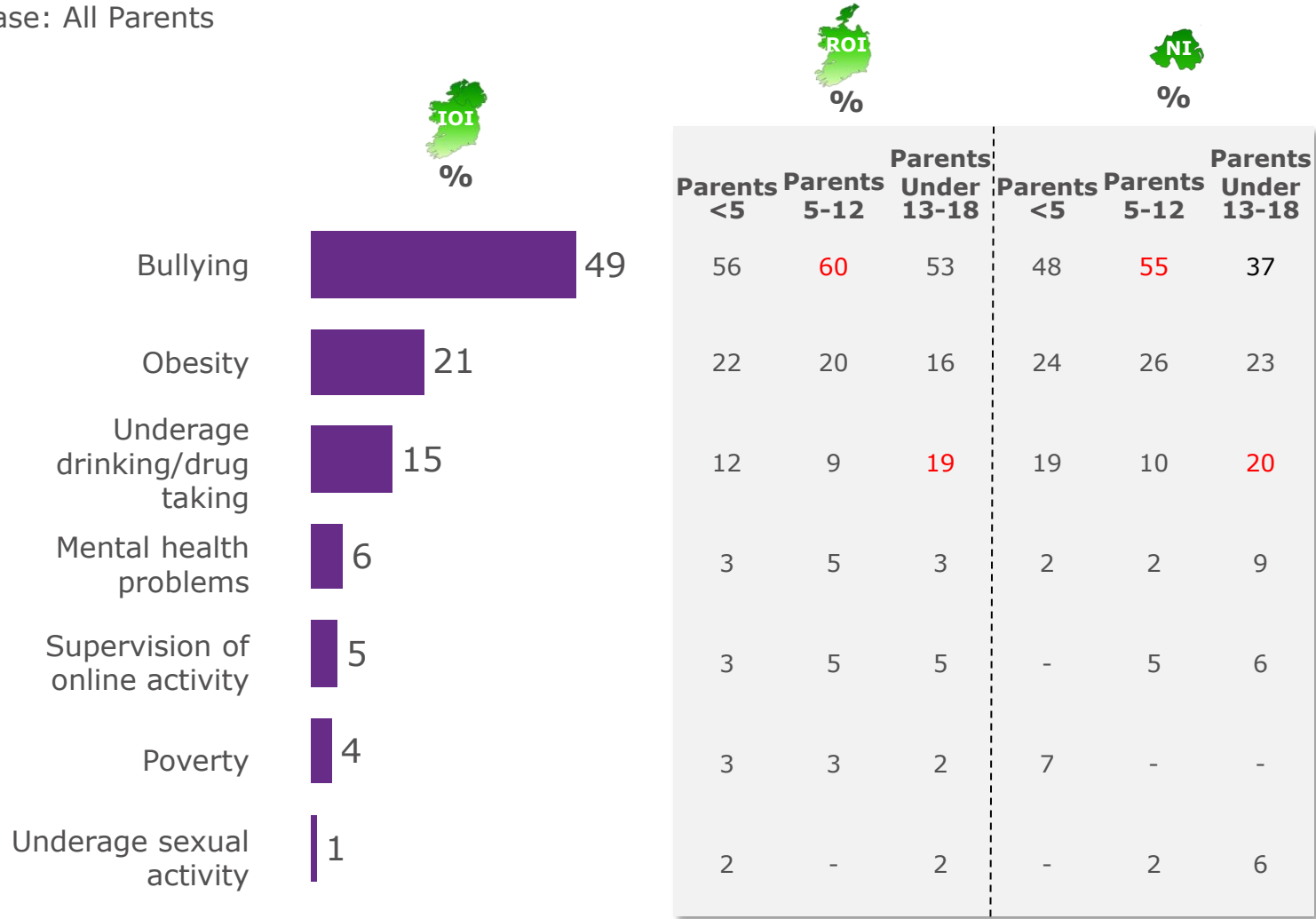
Base: All Respondents (808)



- Bullying is by far the primary area of concern for parents – higher incidence recorded in ROI. Perhaps no surprise in light of a number of high profile bullying cases reported in the media in 2012.
- Obesity, although less of a concern but still troubles 1 in every 5 parents and ranks in second position. Higher among those living in Dublin (25%) and among males (27%) and those aged 35-49 (29%) in NI.

Issues of concern to parents X age of child/children

Base: All Parents

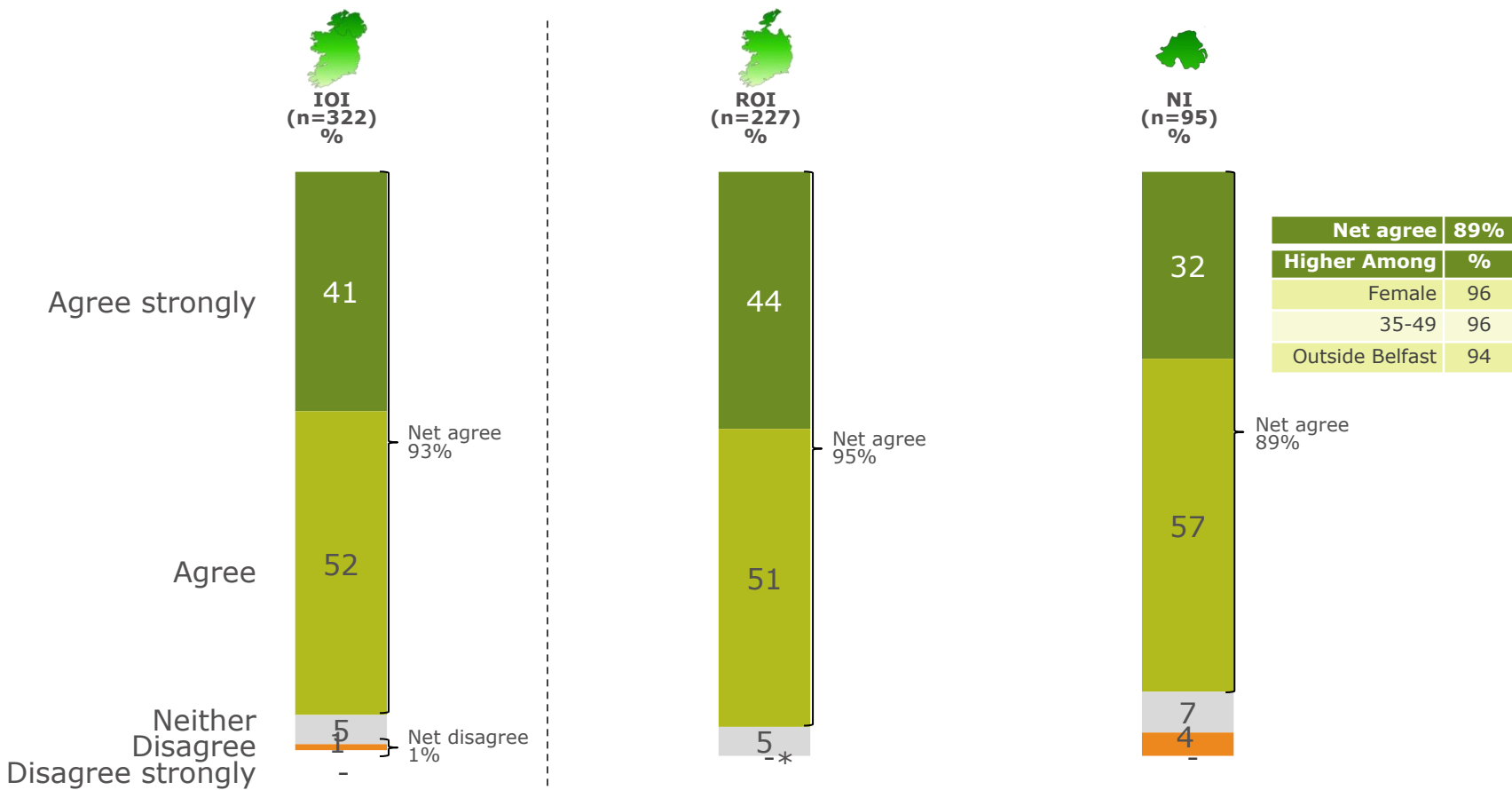


- Parents of younger children are slightly more likely to be concerned about obesity.
- Bullying peaks among parents of 5-12 year olds.

Very strong endorsement that childhood obesity is an issue that affects Irish children today; slightly higher among those living in ROI.

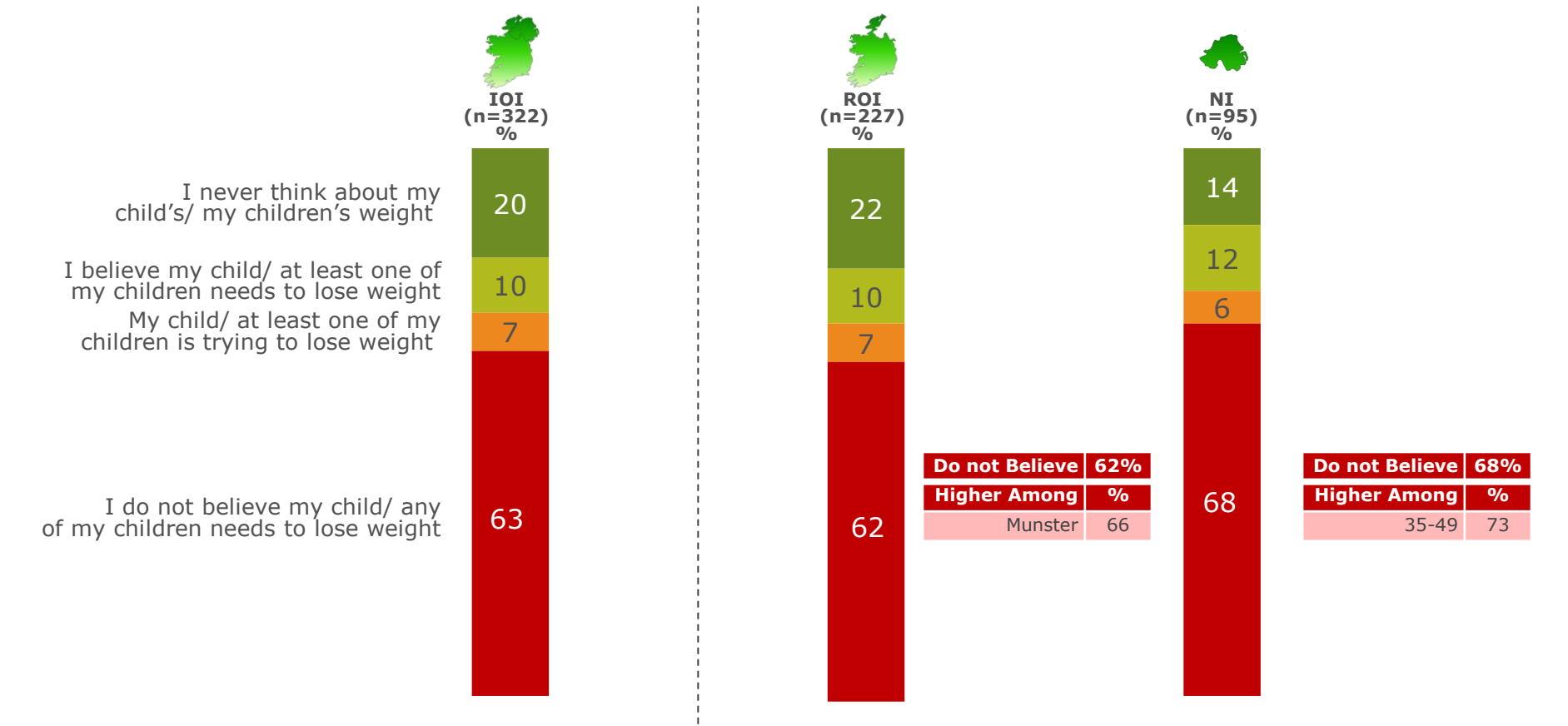
Base: All Parents

Childhood obesity is an issue that affects Irish children today



Majority of parents throughout IOI do not believe that their child needs to lose weight/or never think of their child's weight.

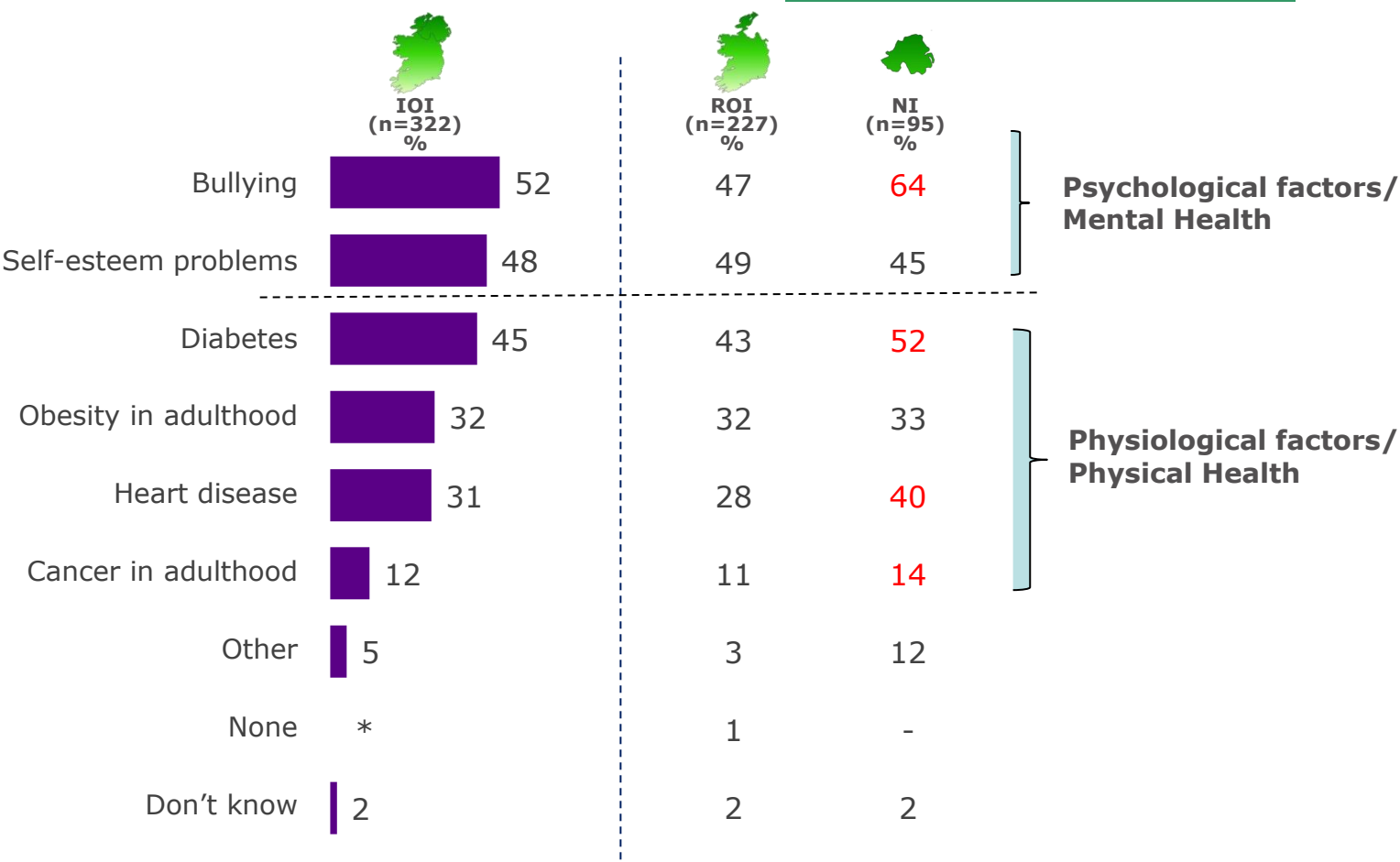
Base: All Parents with at least one child <18 at home



1 in 2 parents associate bullying and self-esteem issues with childhood obesity. Diabetes is also a strong concern.

Base: All Parents

Greater sensitivity to effects of childhood obesity in NI.

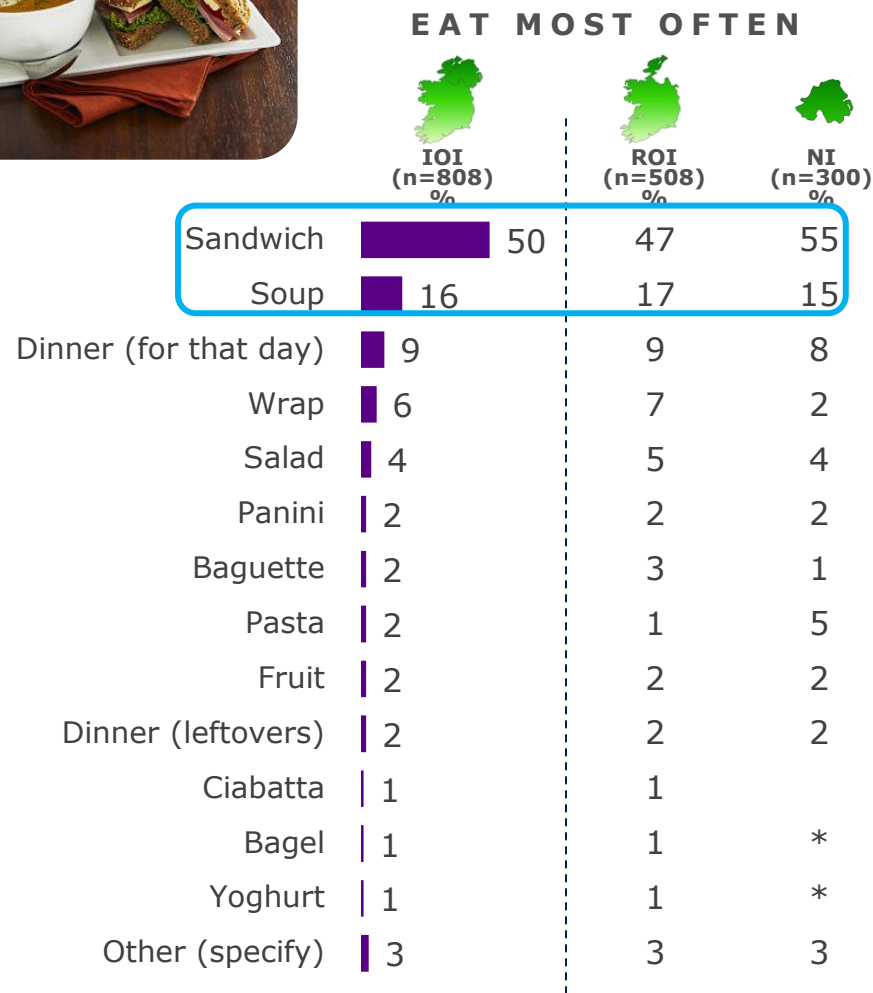
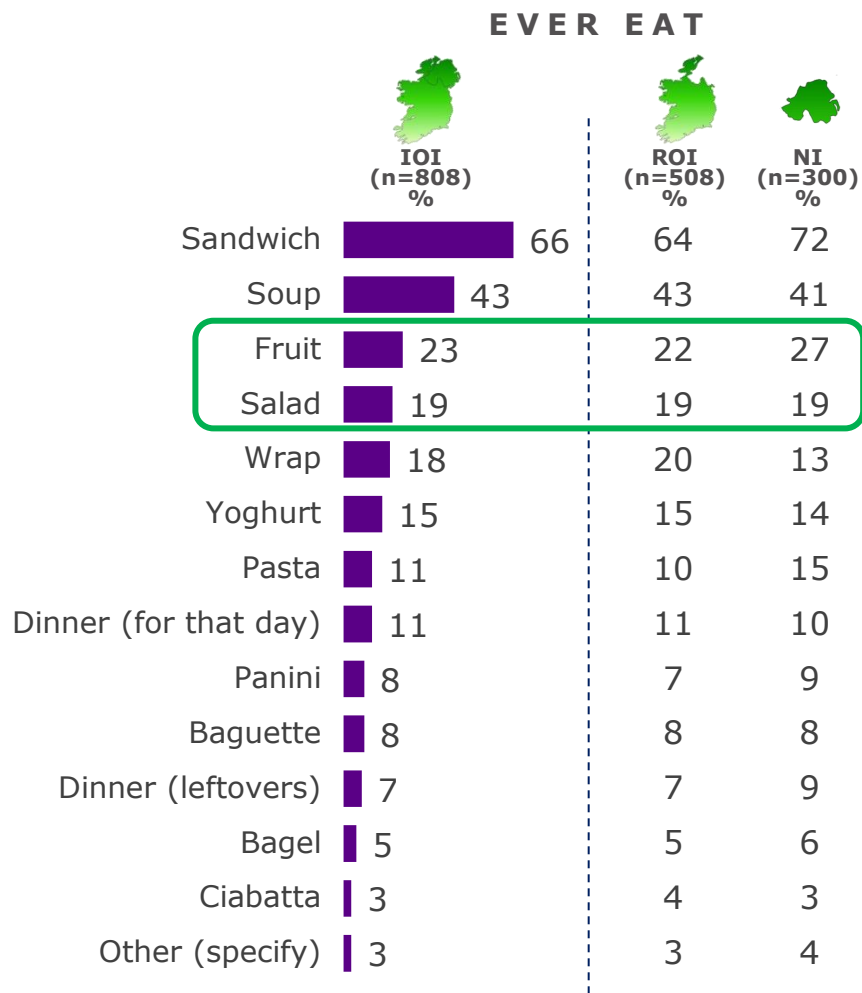


Lunch Behaviour



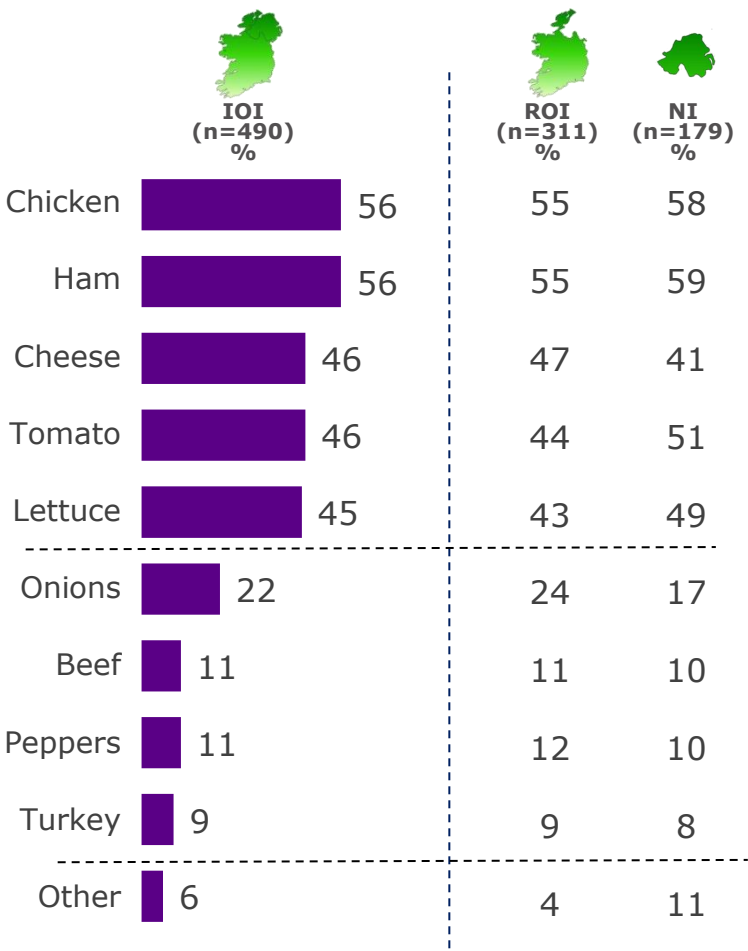
Sandwiches & Soup remain the most popular lunch options in both regions

Base: All Respondents



Chicken & ham emerge as favoured meat based fillings, while cheese, tomato and lettuce are preferred vegetable staples

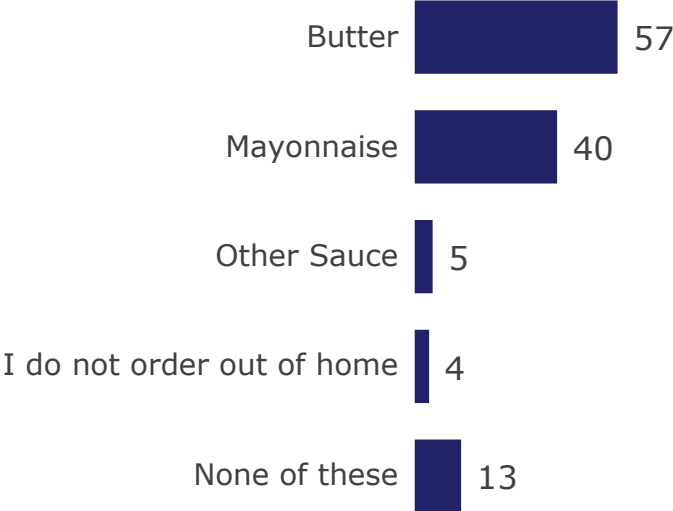
Base: All who eat sandwich/wrap/panini/baguette/bagel/ciabatta most often for lunch



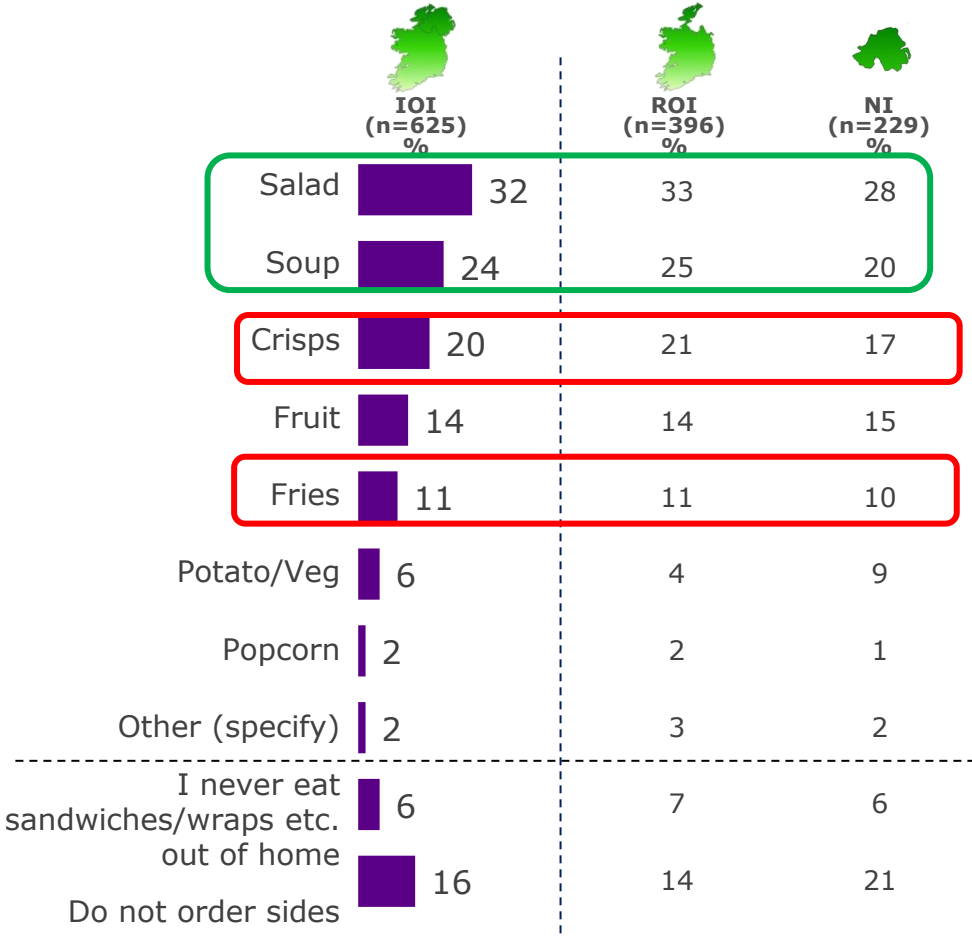
Butter or mayonnaise is the spread of choice for out of home consumption, but healthier sides such as salad & soup are preferred slightly ahead of the unhealthier options – crisps/fries

Base: All ever eating sandwich/wrap/panini/baguette/bagel/ciabatta for lunch

SPREAD CHOSEN (625)



SIDES CHOSEN

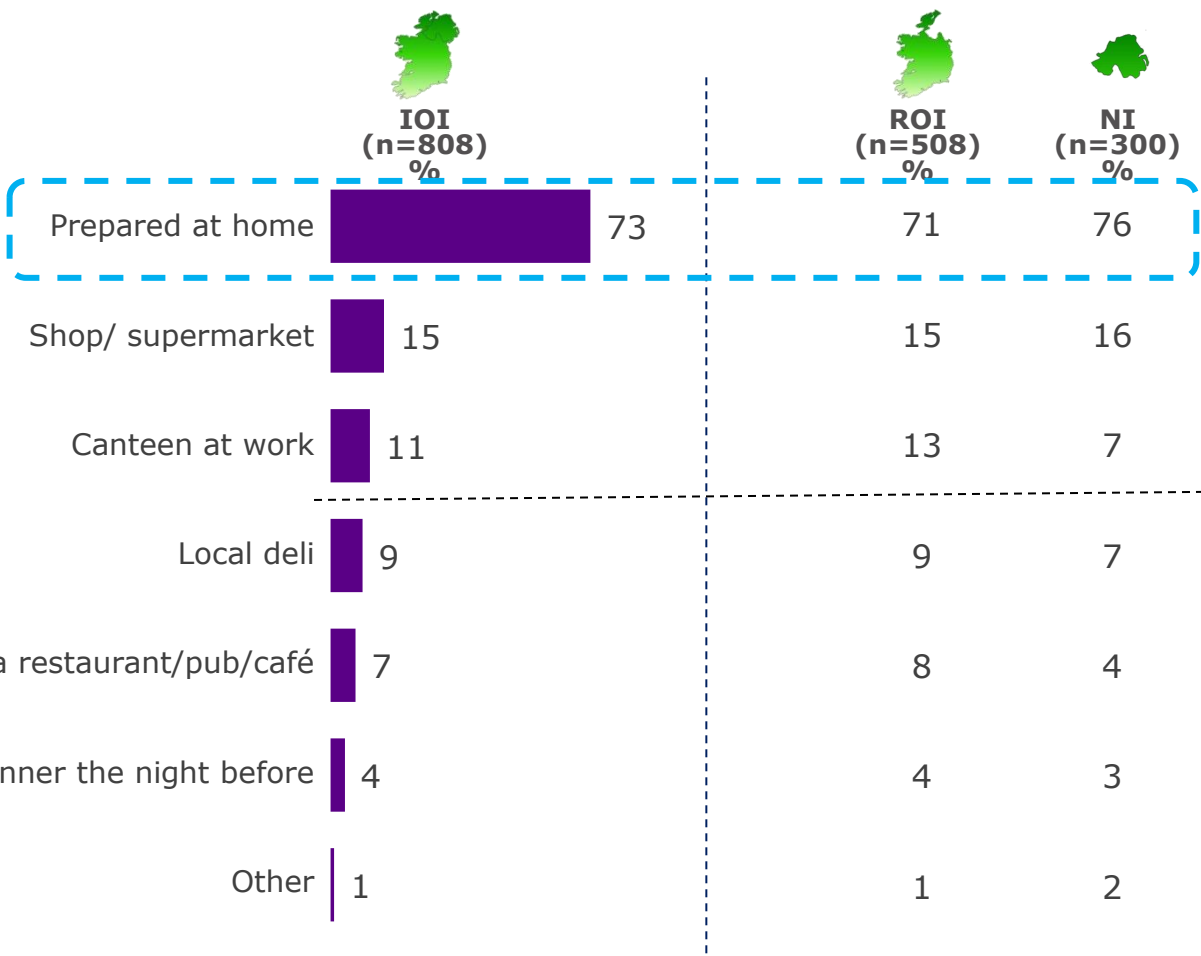


Vast majority claim to prepare their lunch at home: recession has most likely boosted this trend, it may lead to healthier sandwiches than shop bought varieties

Base: All Respondents

ROI – female (79%), aged 65+ (86%), Conn/UIs (75%).

NI – female (81%), aged 35+ (84%), DE (82%), Dep. Child (82%).

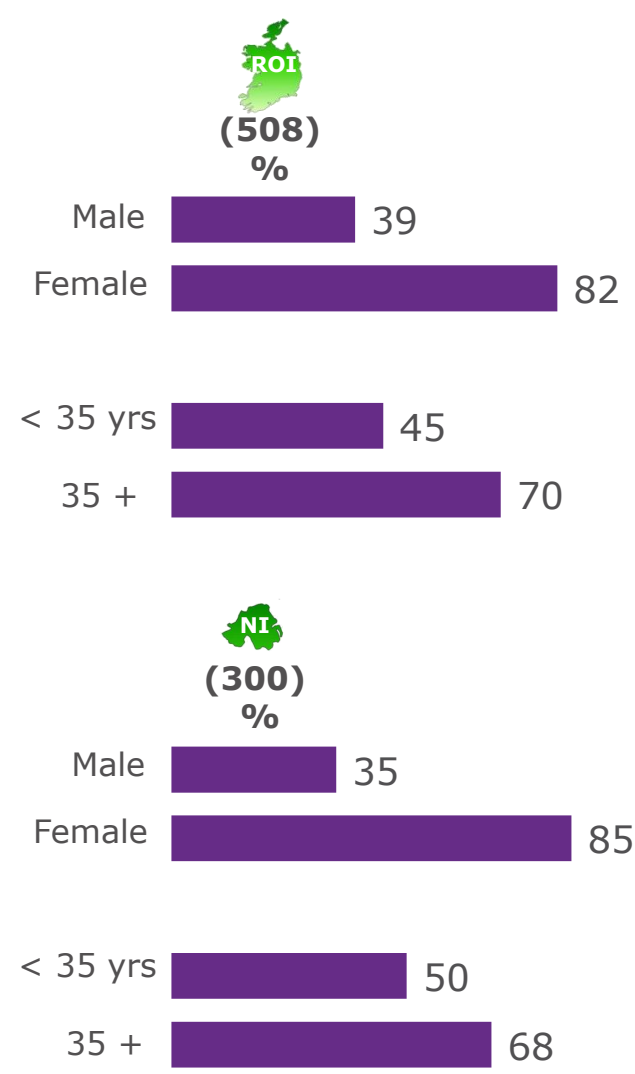
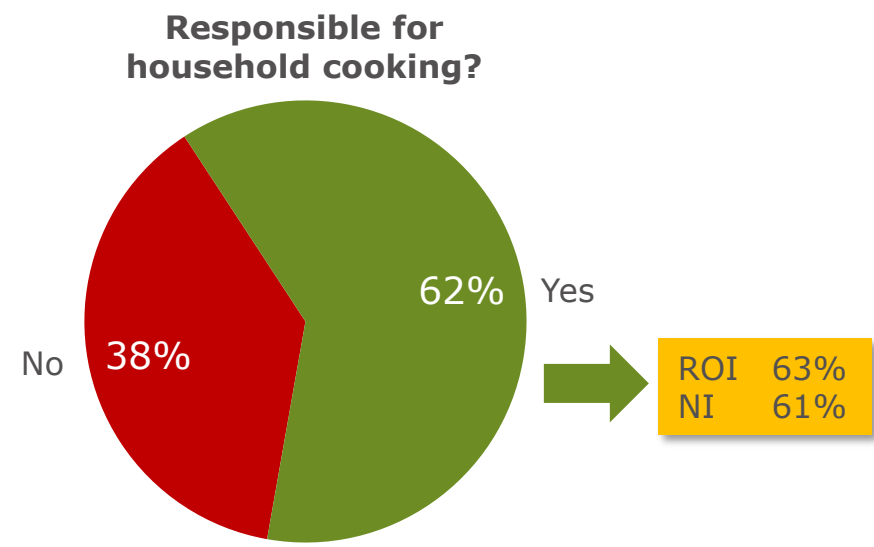


Cooking Behaviour



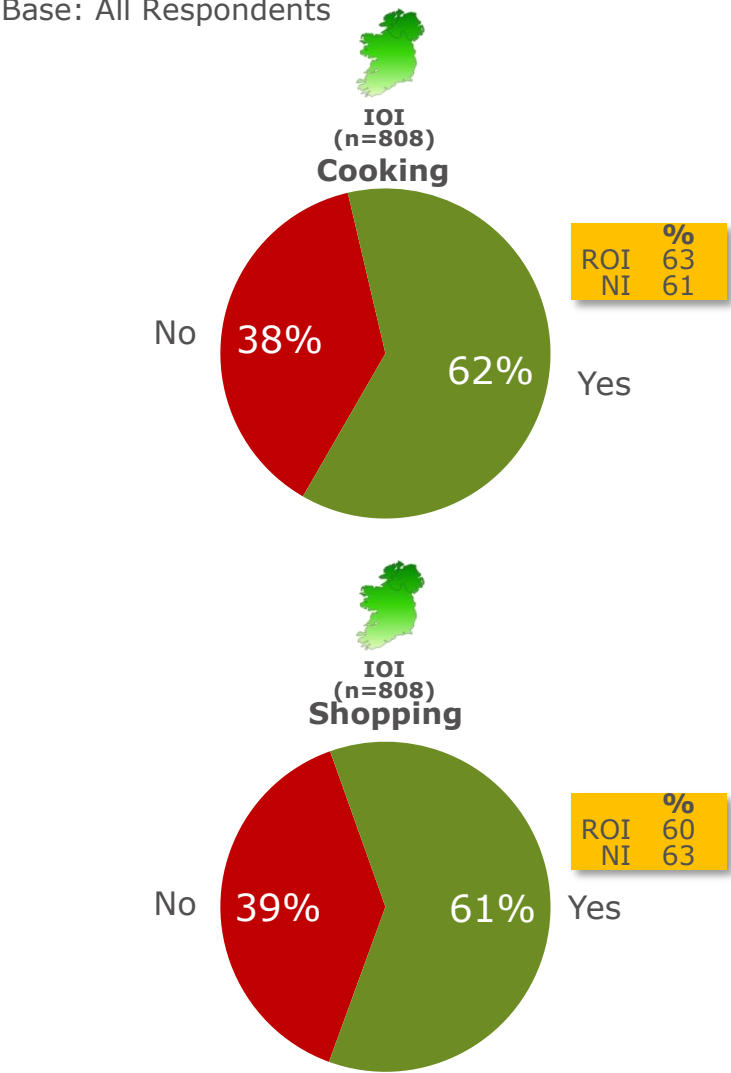
Household cooking – remains the preserve of females

Base: All Respondents (808)

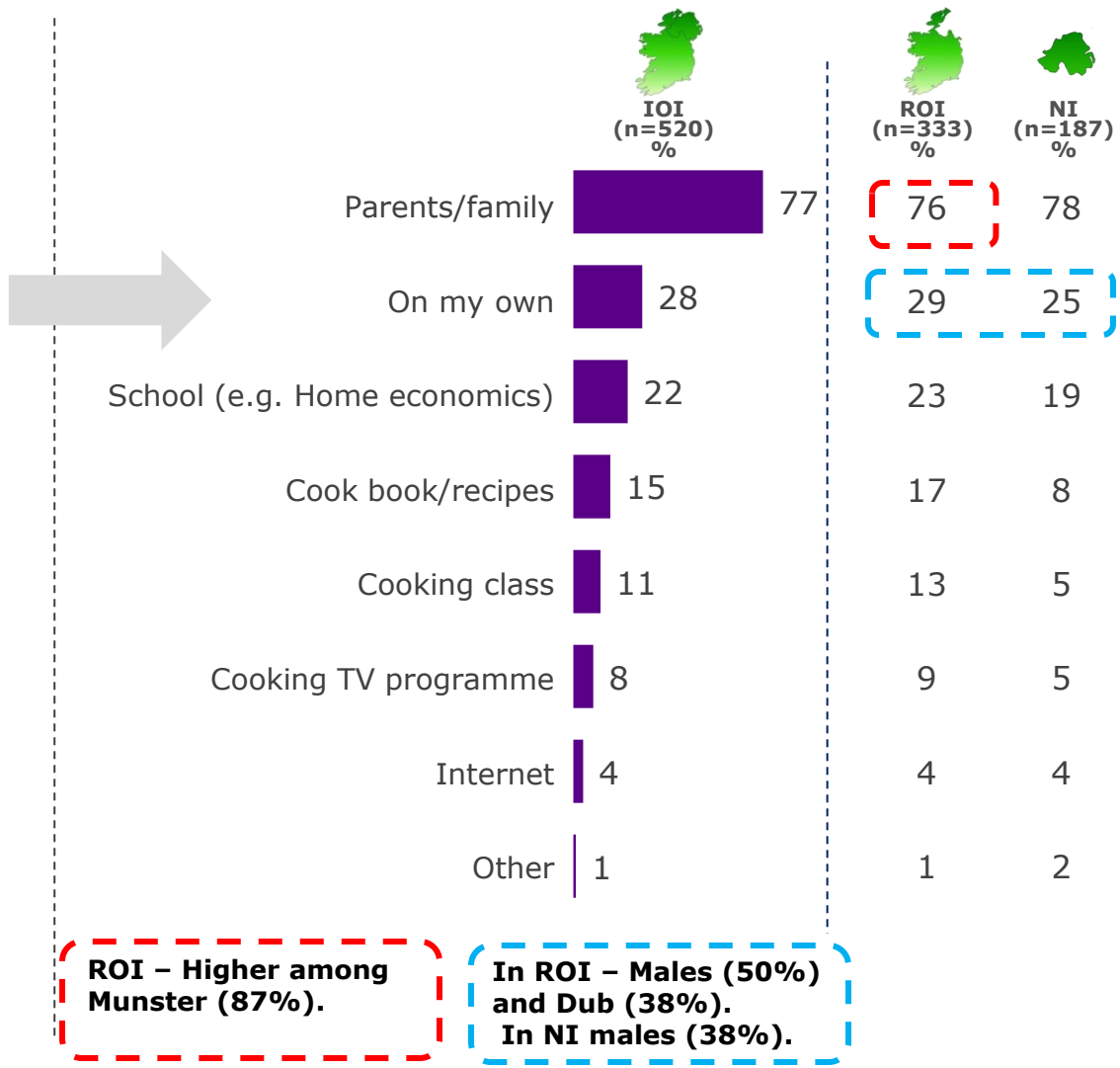


6 in 10 have some responsibility for cooking/shopping; parents/family is the greater source of developing cooking skills

Base: All Respondents

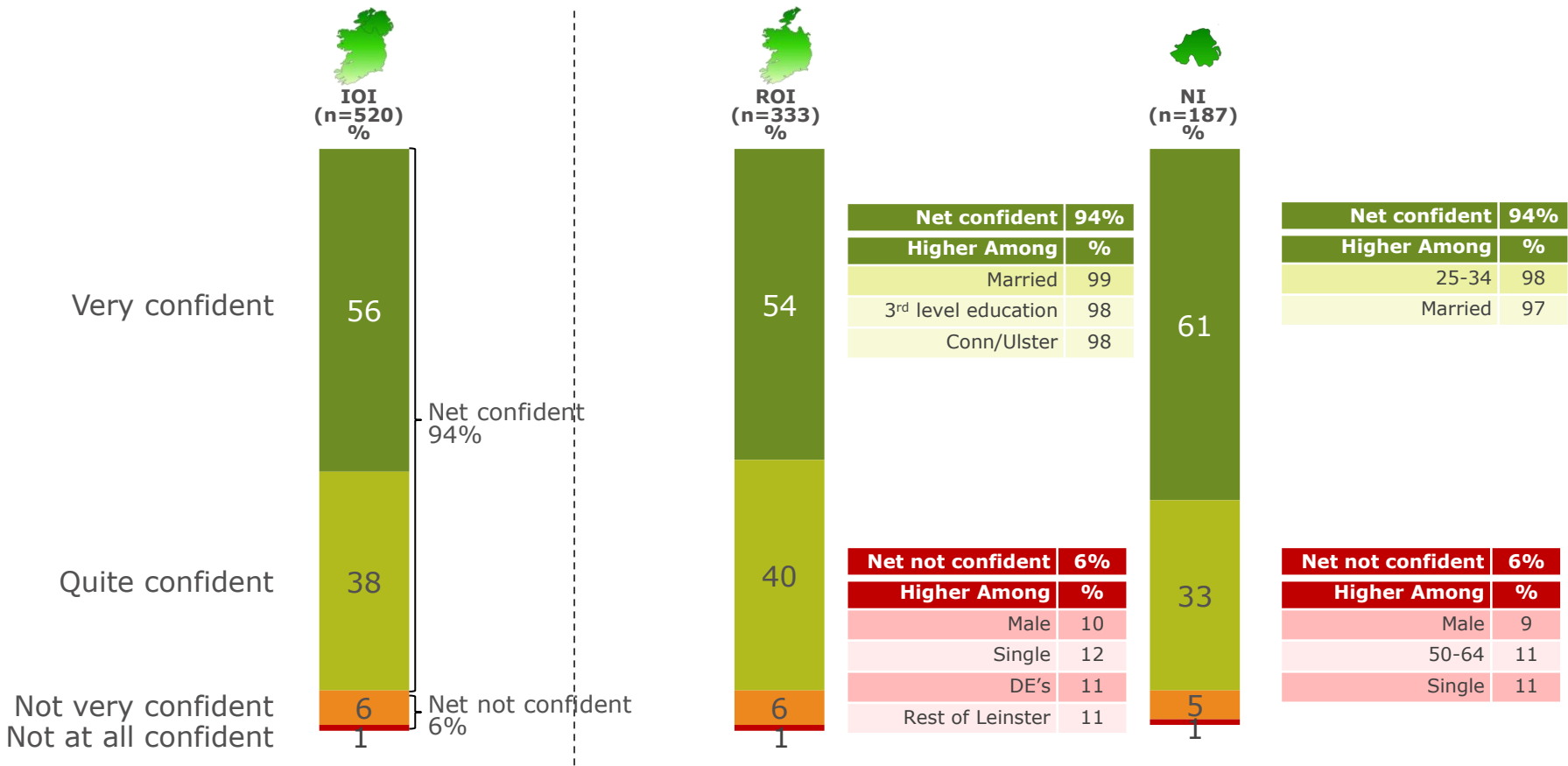


Base: All Responsible for cooking



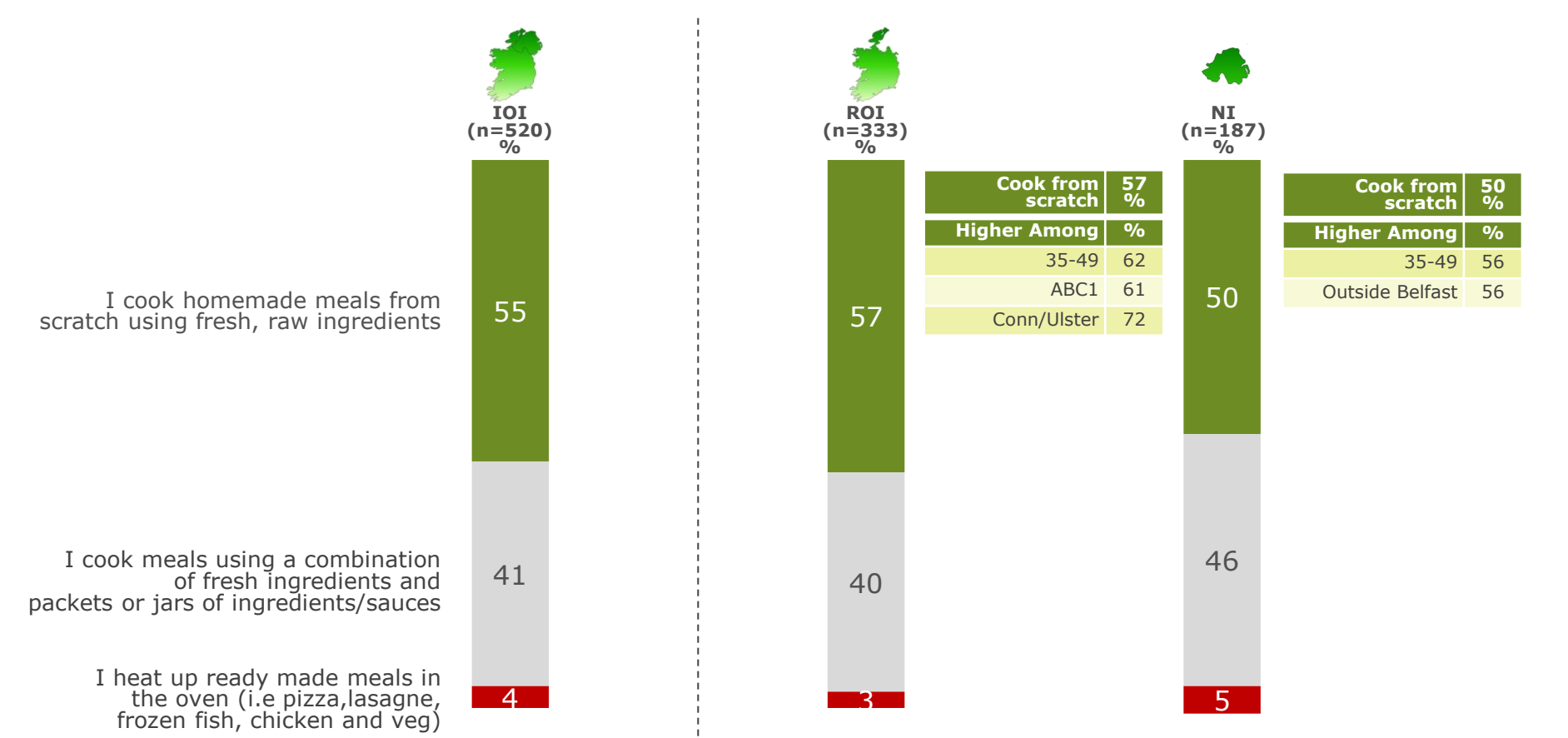
High degree of claimed confidence for the preparation of a main meal from scratch

Base: All responsible for cooking



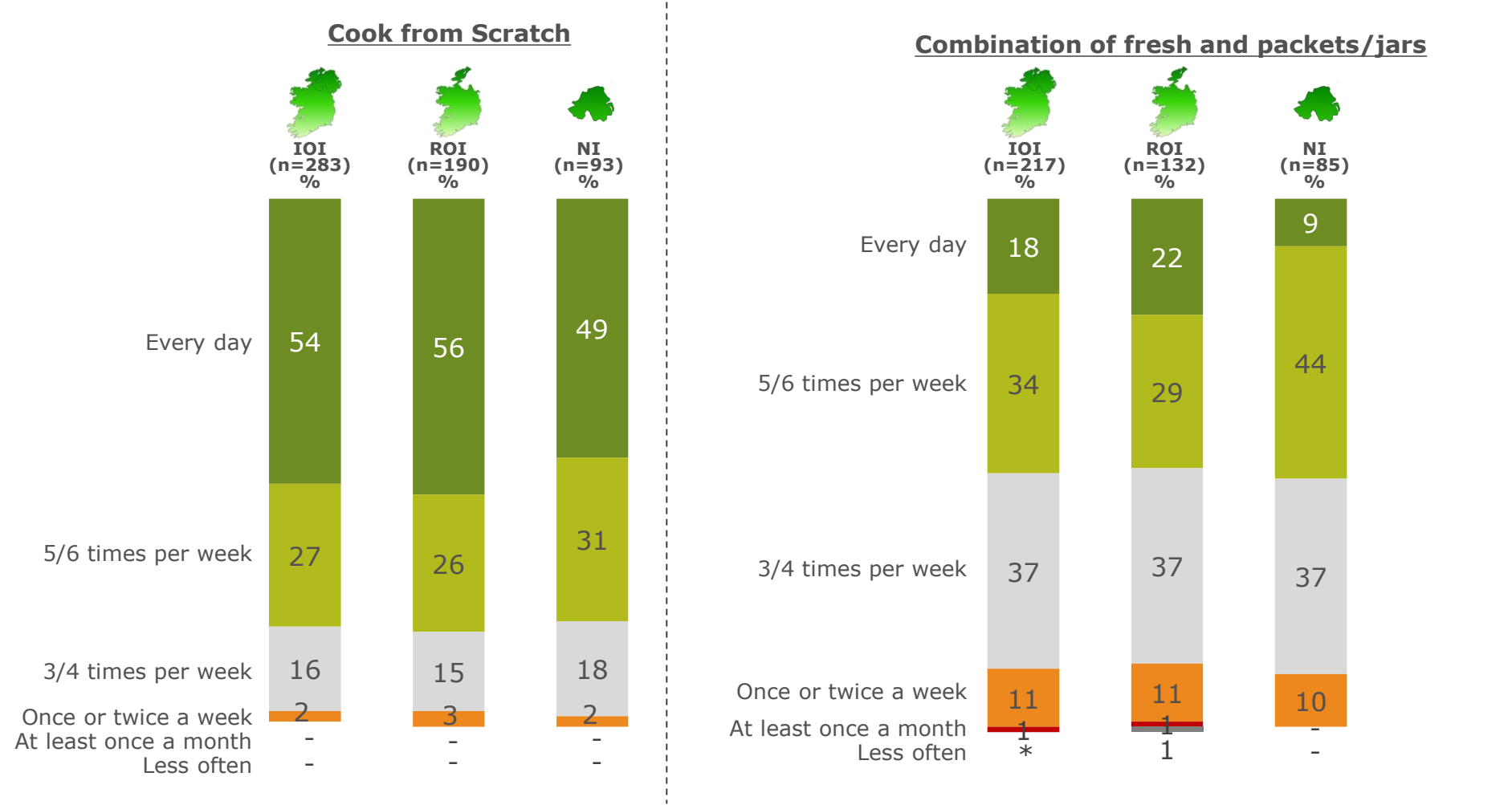
At least one in two claim to cook homemade meals from scratch most of the time, revealing low level of dependence on processed foods overall

Base: All responsible for cooking



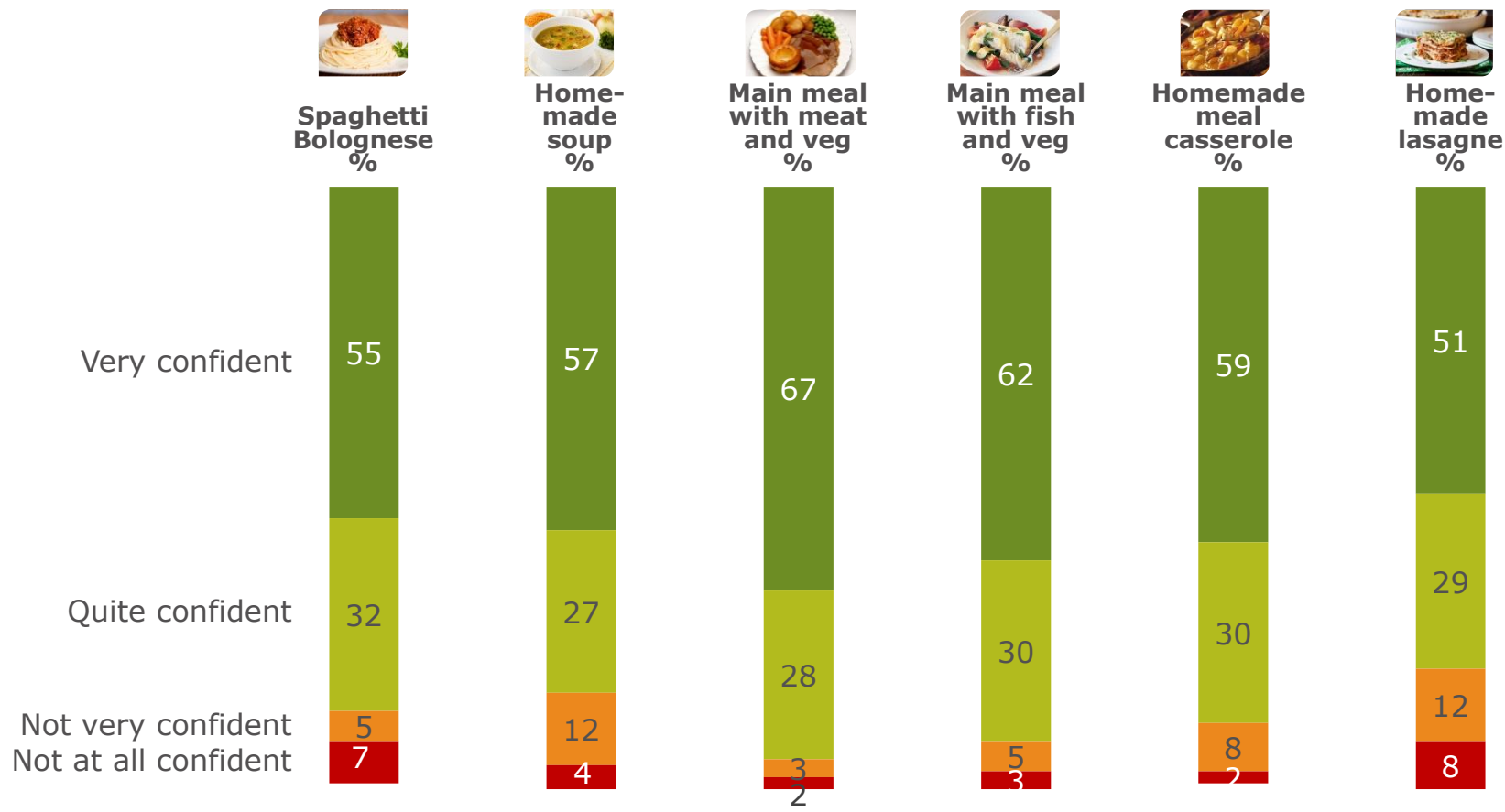
Those cooking from scratch tend to adopt this as an every day habit, those who mix fresh with packets/jars cook less frequently in this way.

Base: All Responsible for cooking



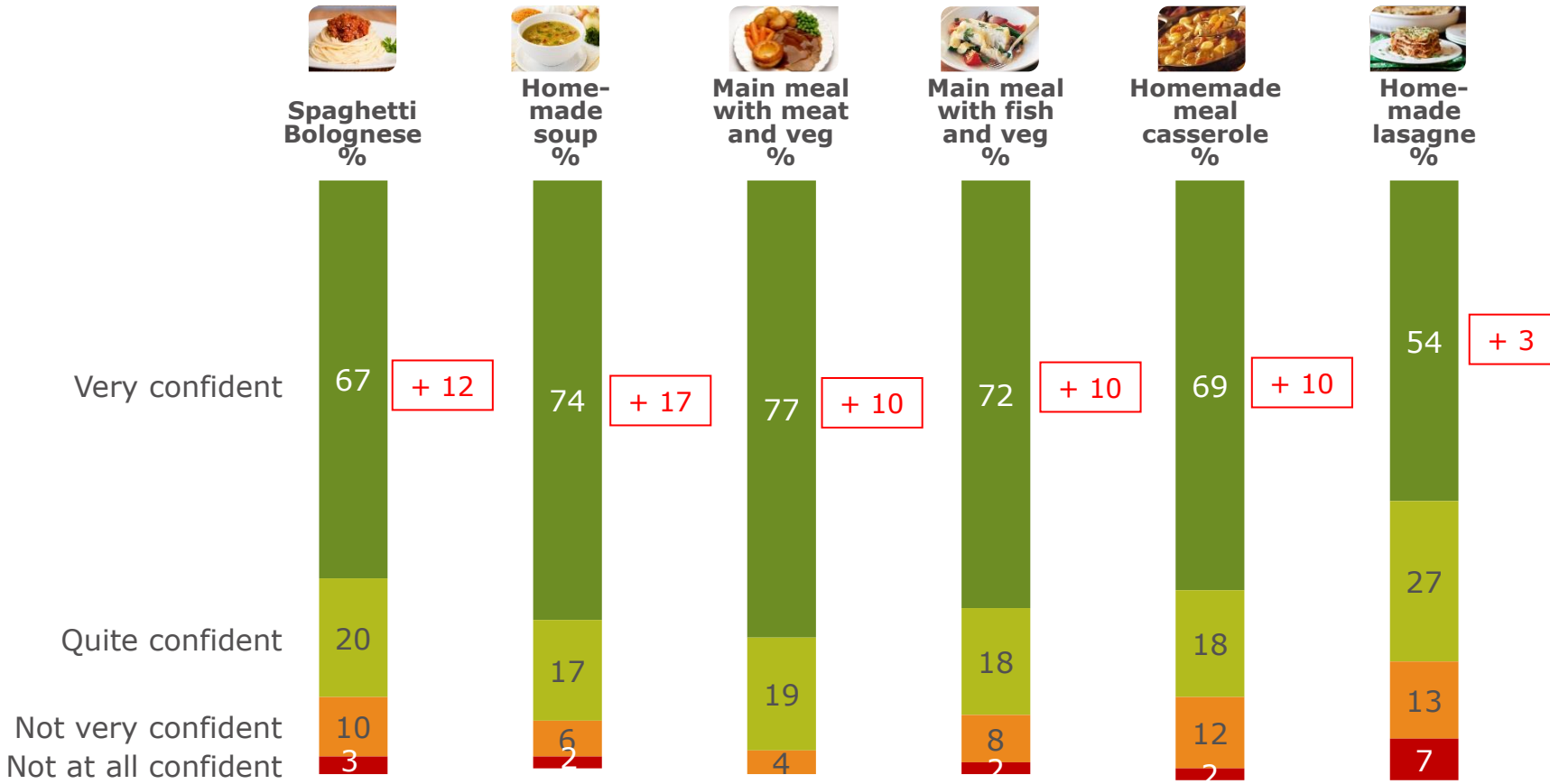
Confidence levels in ROI are high for most home-made meals, with highest confidence apparent for the typical Irish dinner 'main meal with meat & veg'

Base: All Responsible for cooking (333)



Confidence levels in NI are very high for most home-made meals, with more 'very confident' cooks apparent compared to ROI

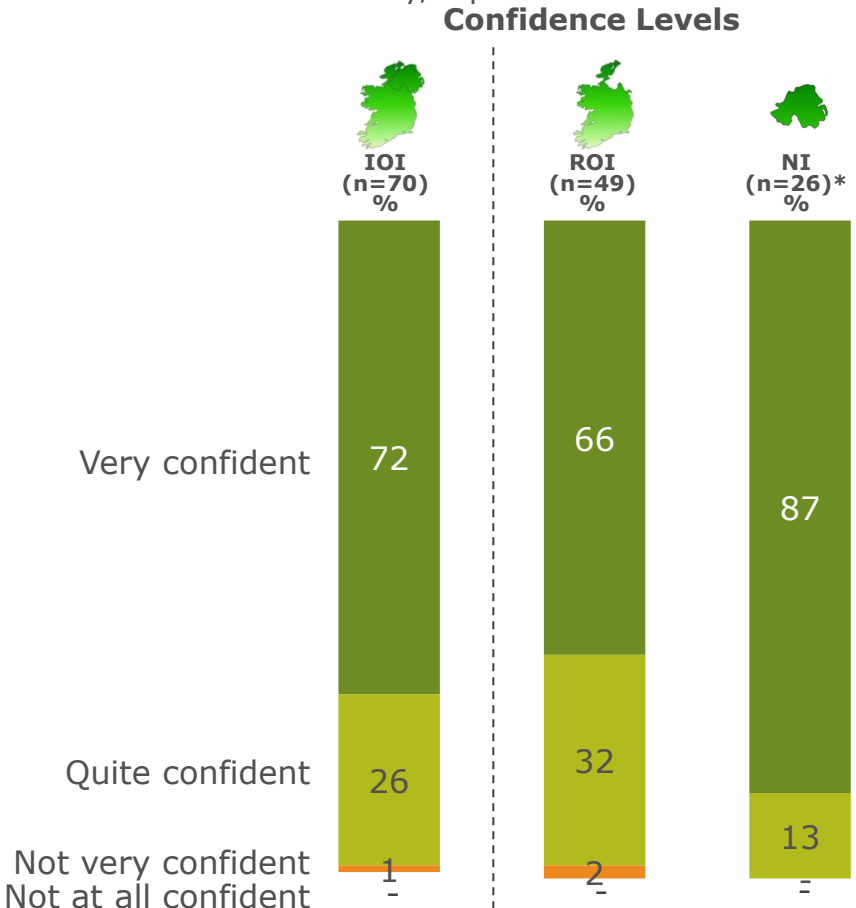
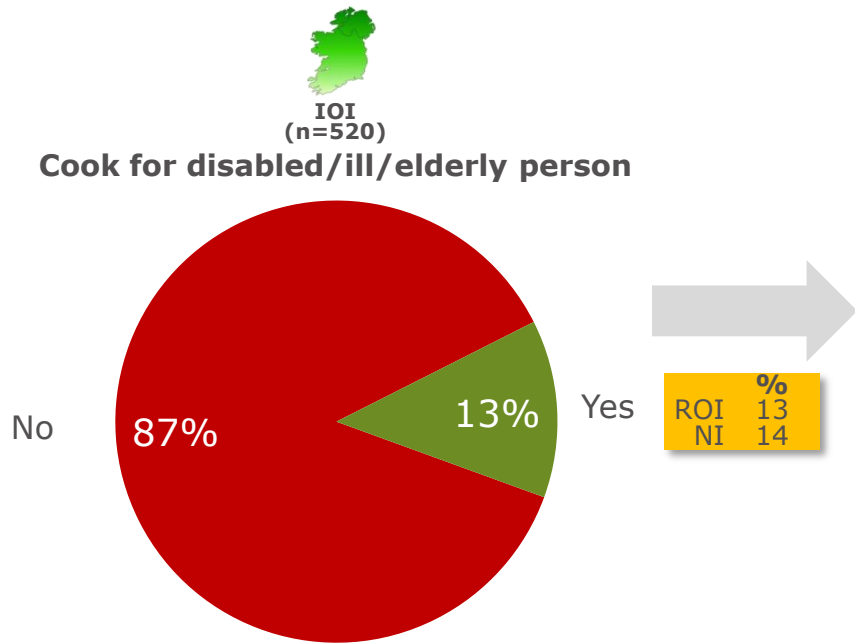
Base: All Responsible for cooking (187)



A minority have responsibility for cooking for a vulnerable person, but confidence remains high in terms of ability to cook for that person

Base: All Responsible for cooking

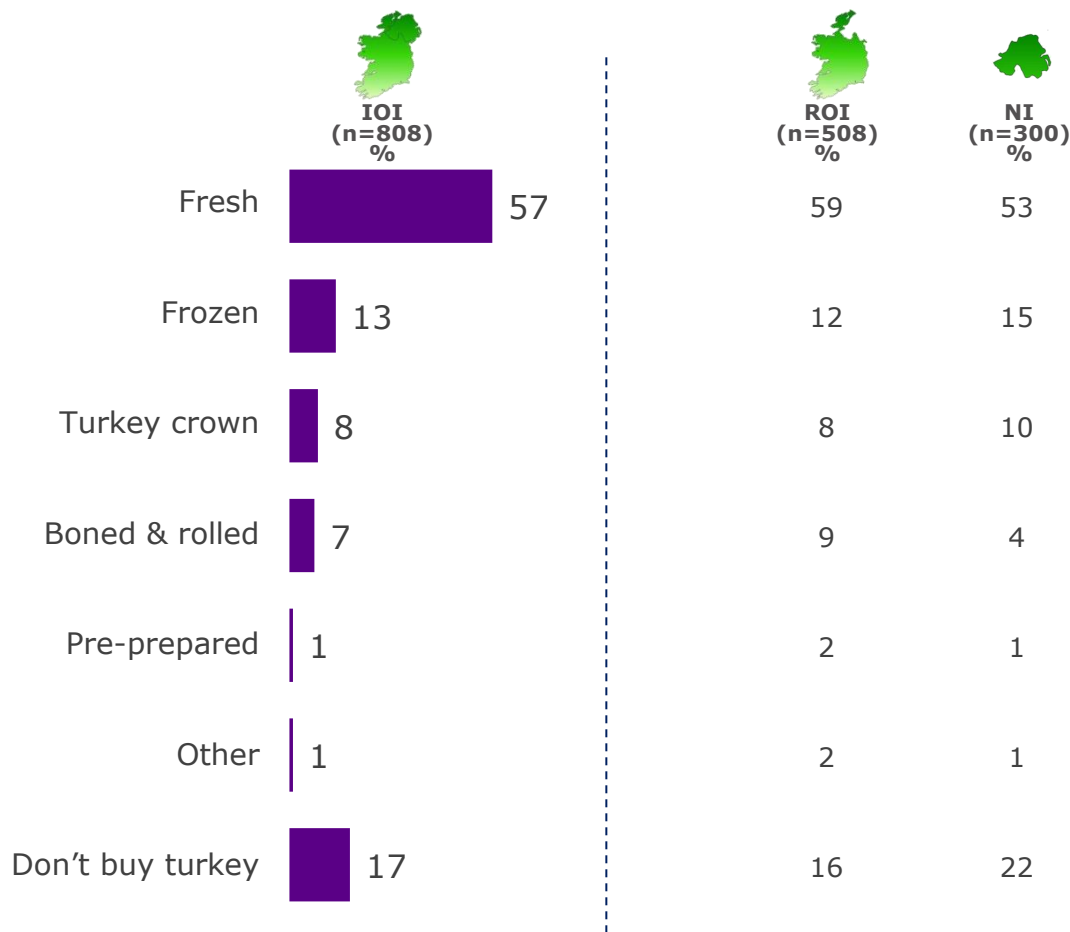
Base: All responsible for cooking for disabled/elderly/ill person



* Caution small base size

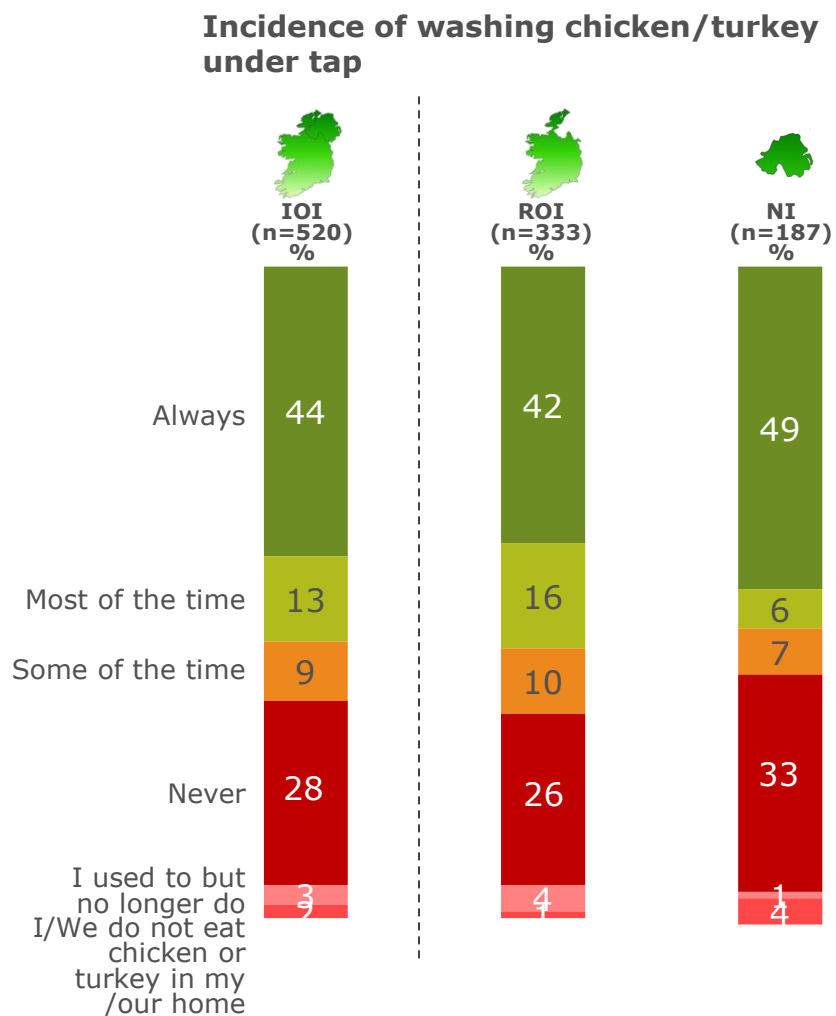
The vast majority opt for a fresh turkey

Base: All Respondents

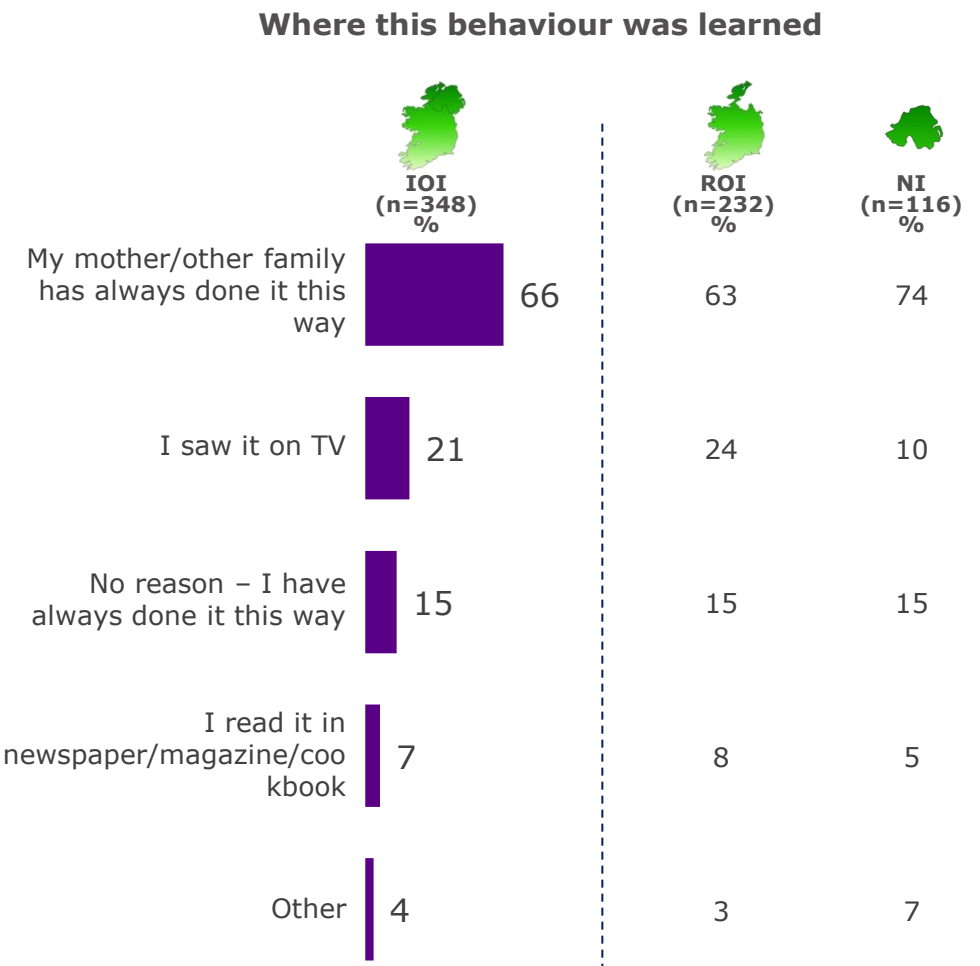


At least 6 in 10 wash chicken/turkey under the tap, following in the footsteps of family members. This behaviour must be challenged in communications.

Base: All responsible for cooking



Base: All who prepare chicken/turkey

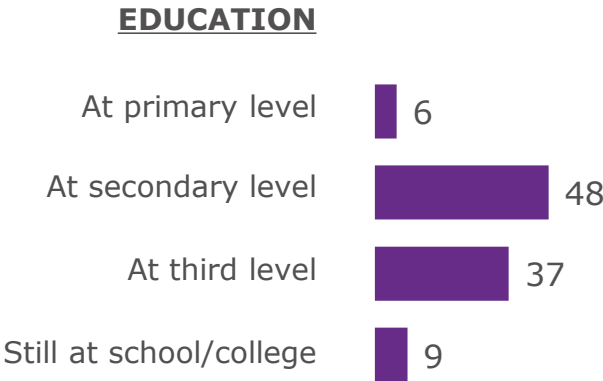
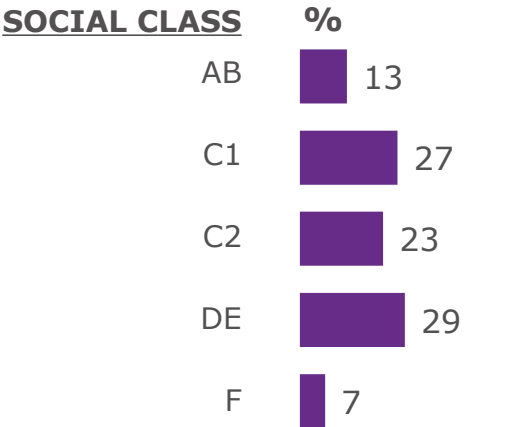
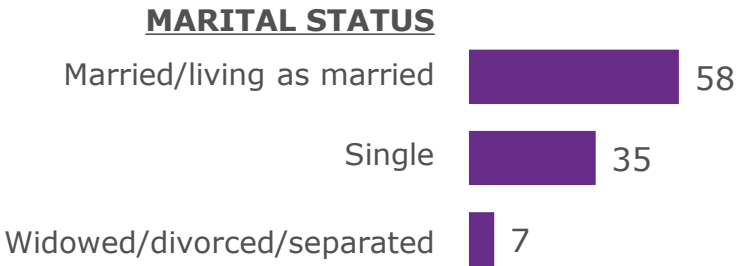
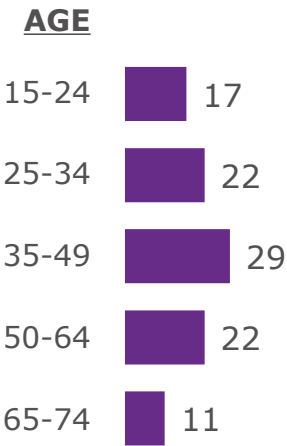
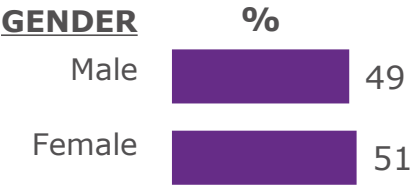


Demographics of Respondents

Demographics - ROI



Base: All Respondents (508)



Demographics - ROI



Base: All ROI Respondents (508)

LONG STANDING DISABILITY

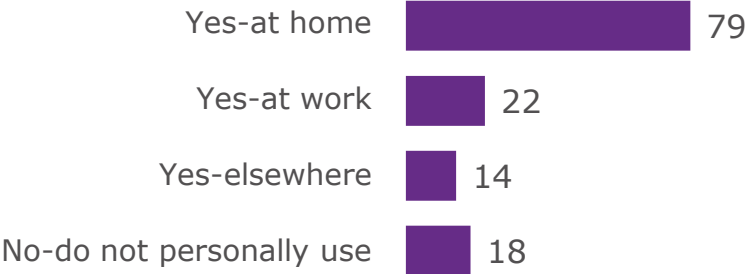
%



DISABILITY LIMIT ACTIVITY



INTERNET



MOBILE INTERNET (all who use internet)



IDENTITY

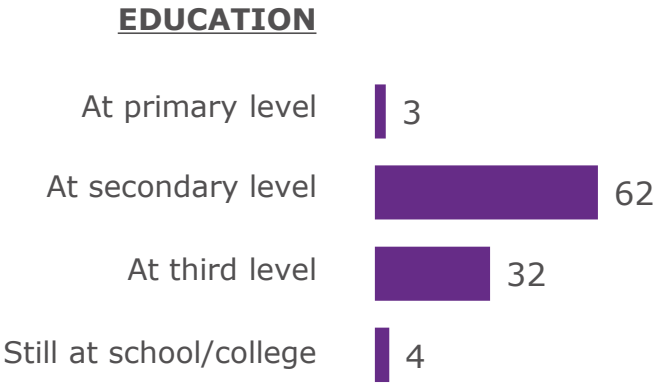
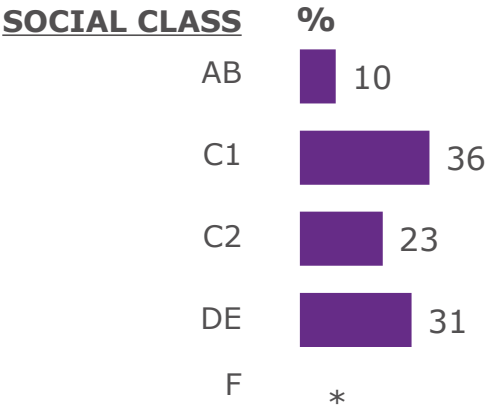
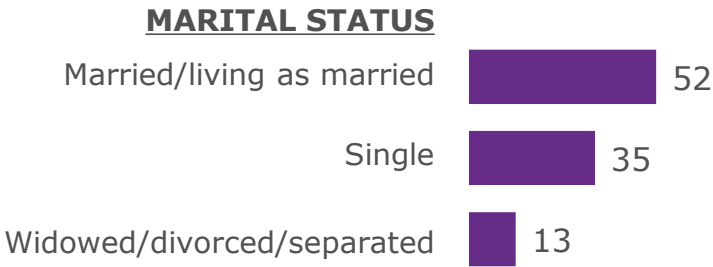
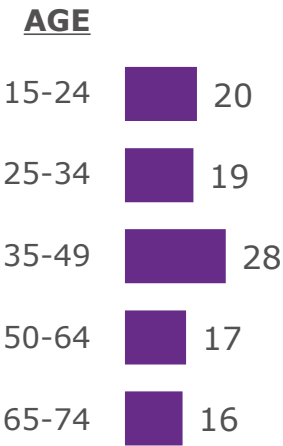
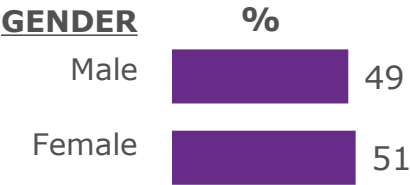
%



Demographics - NI



Base: All Respondents (300)



Base: All Respondents (300)

