



Safetrak 11

Island of Ireland

A Presentation of Findings by



February 2010

41109546 VB/DMC



Presentation Outline

- **Project Context**
- **Background and Methodology**
- **The Findings**
 - Food safety - attitudes & behaviour
 - Healthy eating – attitudes & behaviour
 - Allergies & Intolerances
 - Food Shopping Behaviour

Project Context



Background & Methodology – Safetrak 11

Total number of interviews:



804



504



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: 23rd November – 8th December 2009

Context of Research – what was occupying consumers' minds from 23rd November – 8th December 2009

5.

- Pre Budget 2010
- Threat of strikes in the public sector
- Irish Banks still under pressure
- Establishment of NAMA
- Focus on price in media; ROI Consumers travelling to North for grocery shopping
- Ireland still in recession, though some slight signs of recovery

The Findings



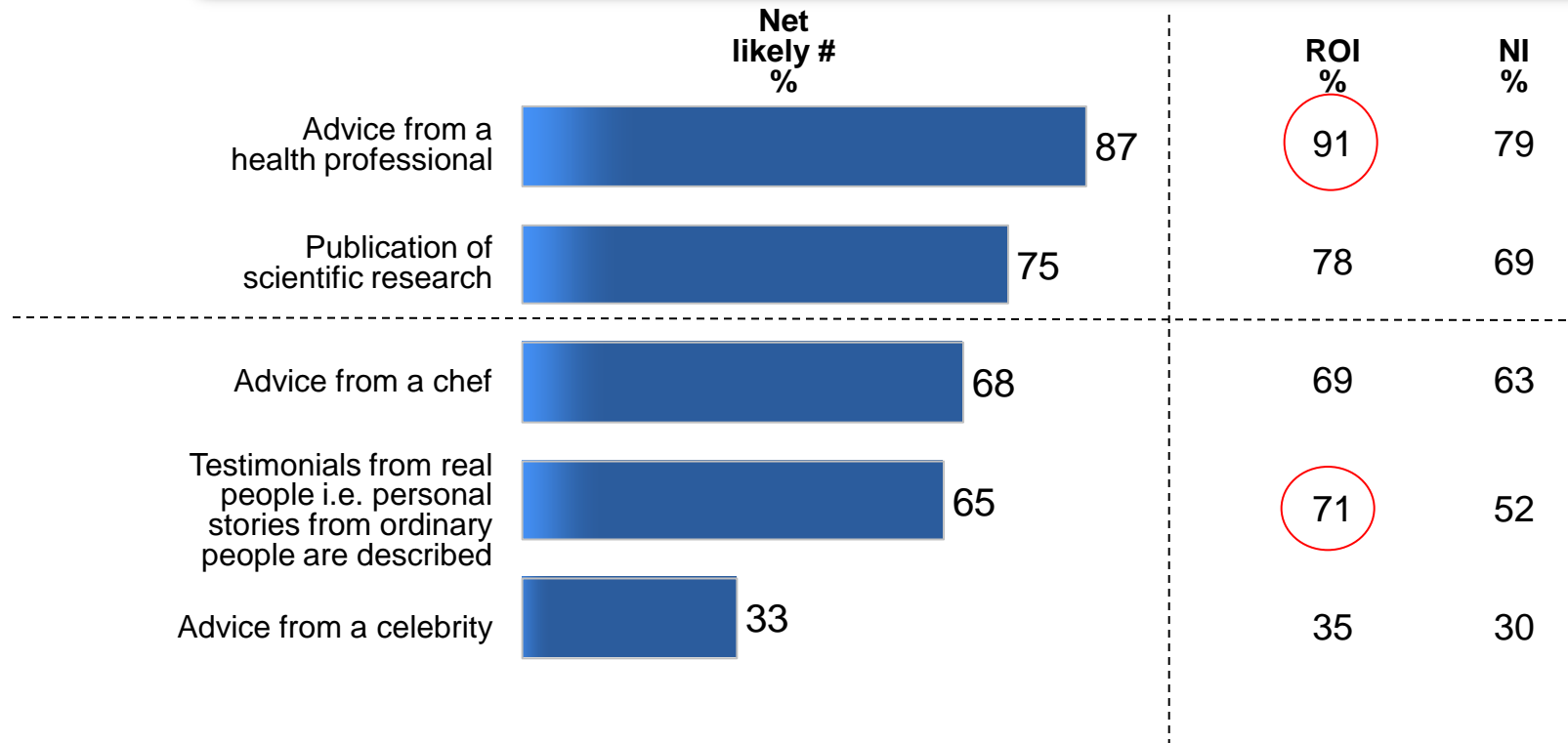
Communication and sources of information – food safety and healthy eating



Impact of specific communication strategies on changing behaviour re healthy eating/food safety (Summary) 8.

Q. Thinking about how healthy eating and food safety messages are communicated on TV, radio and in the newspapers, how likely or not are you to change your behaviour if the messages are communicated using each of the following?

More scientific based communication strategies appear to carry more weight generally. ROI adults appear more open to change on foot of all types of targeted communication, and they favour testimonials considerably more so than their NI counterparts.



Combines 'very' and 'quite' likely

Attitudes to Food Safety and Healthy Eating Information from the Media (Summary)

Q. And can you tell me to what extent you agree or disagree with each of the following statements?

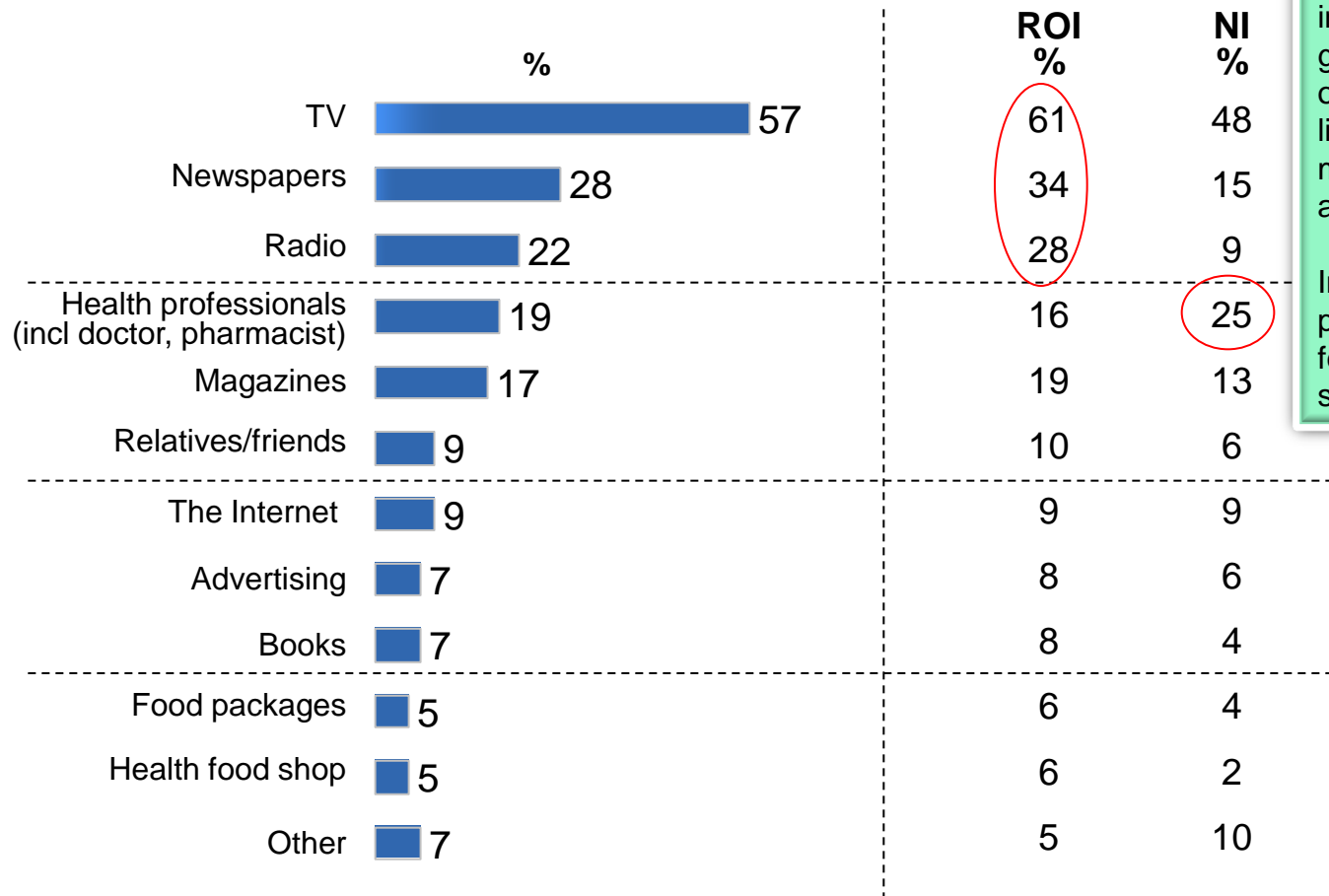
Most believe that food hygiene and healthy eating messages in the media are of value. There is some confusion re conflicting messages among one in every two adults, and this sense is felt more acutely in NI. One in four adults feel there is information overload, this rises to one in three adults in NI.

	Net Agree # %	ROI %	NI %
I can learn a lot from food hygiene messages communicated in the media	80	83	74
I can learn a lot from healthy eating messages communicated in the media	80	83	74
There are often conflicting messages in the media about healthy eating	51	49	54
There are often conflicting messages in the media about food safety	45	42	53
There are too many messages in the media about food safety	27	26	29
There are too many messages in the media about healthy eating	27	24	34

Combines 'agree strongly' and 'agree'

Sources of Health Information

Q. What are your main sources of health information?



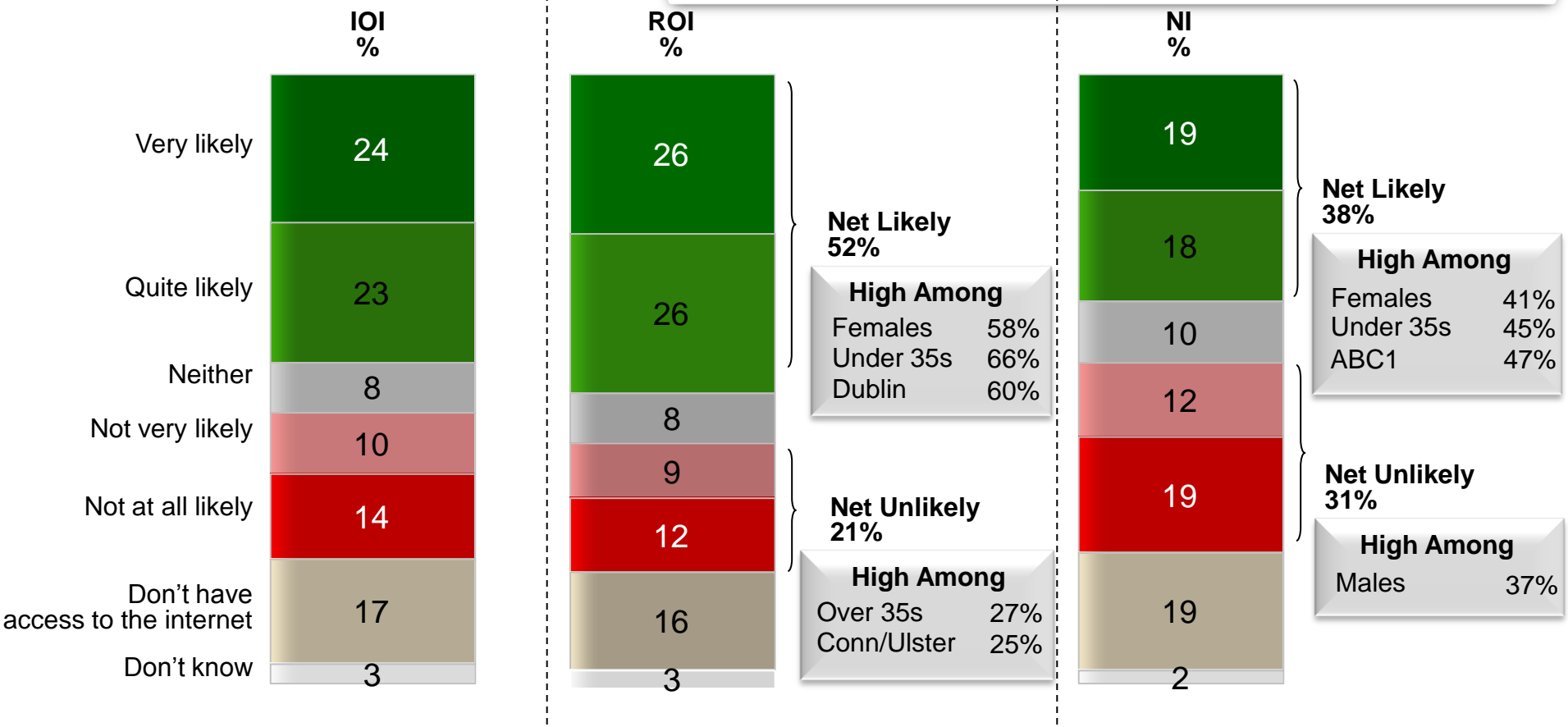
TV, the press and radio are the key sources of health information for the general public. All of these are more likely to be mentioned by ROI adults.

In NI, health professionals feature more strongly.

Likelihood of Looking for Health Information on the Internet

Q. If you had a health query, how likely are you to look for information about it on the internet?

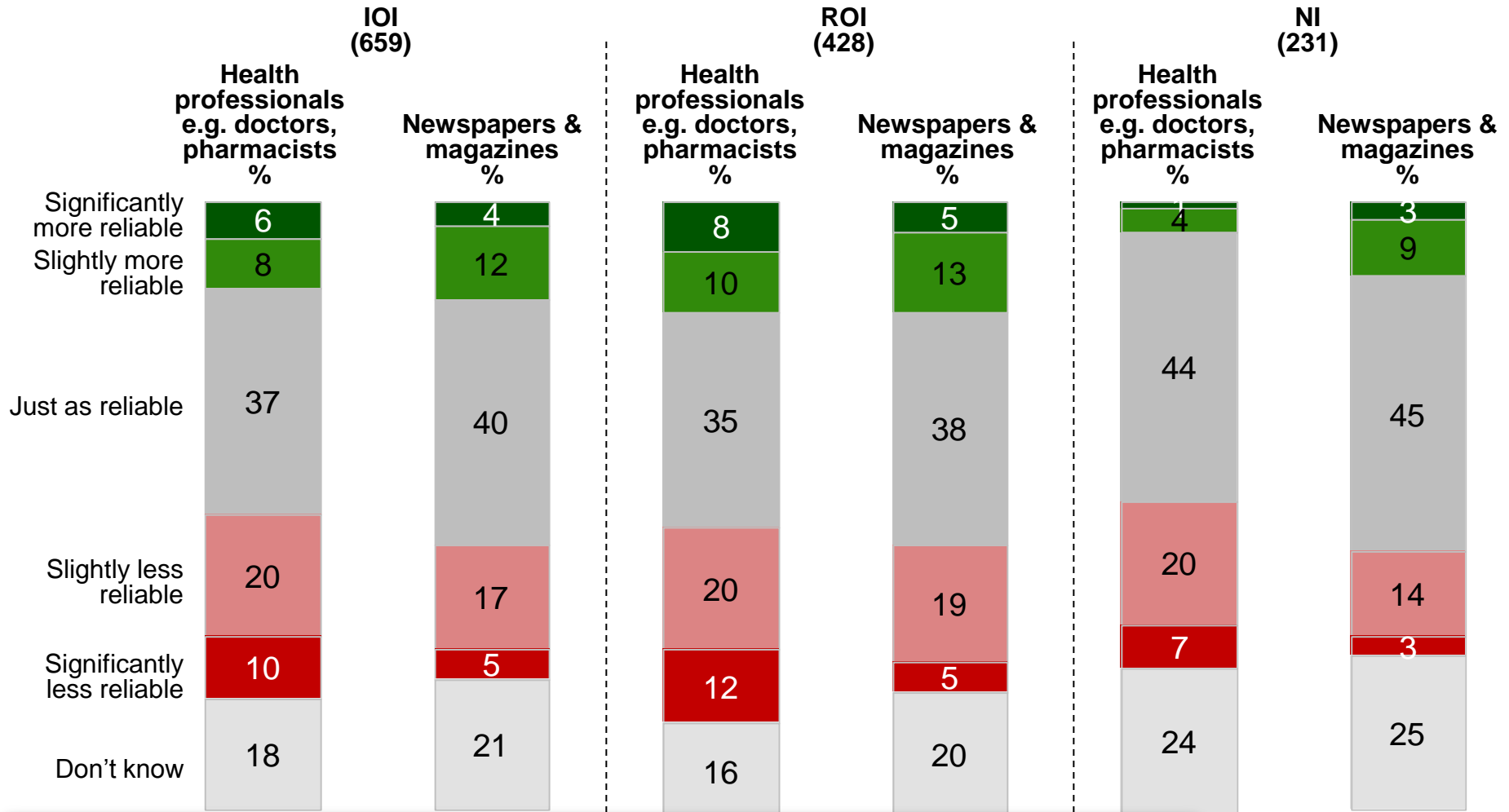
Almost one in two adults would look online for health information. ROI adults are more likely than NI adults to look online. Women and the <35's are more likely to look online in both ROI and NI.



Reliability of Health Information on the Internet ^{12.}

Q. How reliable do you think online health information is compared to health information available in other sources such as:

Base: All those with access to the Internet



About one in every two adults see online health information as being either more reliable or just as reliable as health professionals' advice or newspapers & magazine. A significant third of adults see online information as less reliable than health professionals, and about one in five rate online below newspapers & magazines.

Key Points - Communication & Sources of Information

- There is a clear appetite among the general public for information on food safety and healthy eating to be available in the public domain, though about one in every two adults acknowledge that some of the information in the media is ‘conflicting.’
- More scientific based communication (e.g. from health professional/research) is seen as more impactful generally, rather than testimonials from real people or advice from celebrities. ROI and NI adults tend to have slightly differing preferences, however. Using testimonials as a communications strategy is likely to be more effective in ROI rather than in NI, for example.
- TV is by far the most prominent source of health information for adults on the Island of Ireland. ROI adults are more likely to rate TV, press and radio as key, whereas NI adults have a much stronger preference for referring to health professionals, as per the traditional model. Consistent with this finding, ROI adults are also more likely to favour searching online for health information than is the case in NI, and there is a greater tendency in ROI to think that online information is “more reliable” than information in the written media and from health professionals themselves.

Attitudes towards food safety



Consumers perception of “food safety” – unprompted

Q. Can you tell me what food safety means to you?

	%	ROI %	NI %
Be careful when preparing food/wash your hands	52	51	57
To cook food/meat thoroughly	32	33	31
Sterilise equipment/utensils	29	27	33
Food is stored at the right temperature	14	14	14
Not to get food poisoning	13	13	13
To eat healthily	10	12	7
Not out of date	7	6	10
Food is fresh	7	8	5
Keep raw meat away from cooked meat	7	8	5
Keep my family safe	5	5	3
It is traceable	3	4	1
It is good quality	3	4	1
Country of Origin	1	2	*
Not reheating cooked food	1	1	1
Meat is well thawed out	1	*	2
Other	1	1	2

When probed to articulate what food safety means, it appears that adults have high awareness of a wide range of food hygiene practices, as well as the consequences of poor adherence to these e.g. Food poisoning.

Many of the key messages of the current campaign “Don’t take risks” feature strongly in top of mind responses – e.g. washing hands and cooking meat thoroughly.

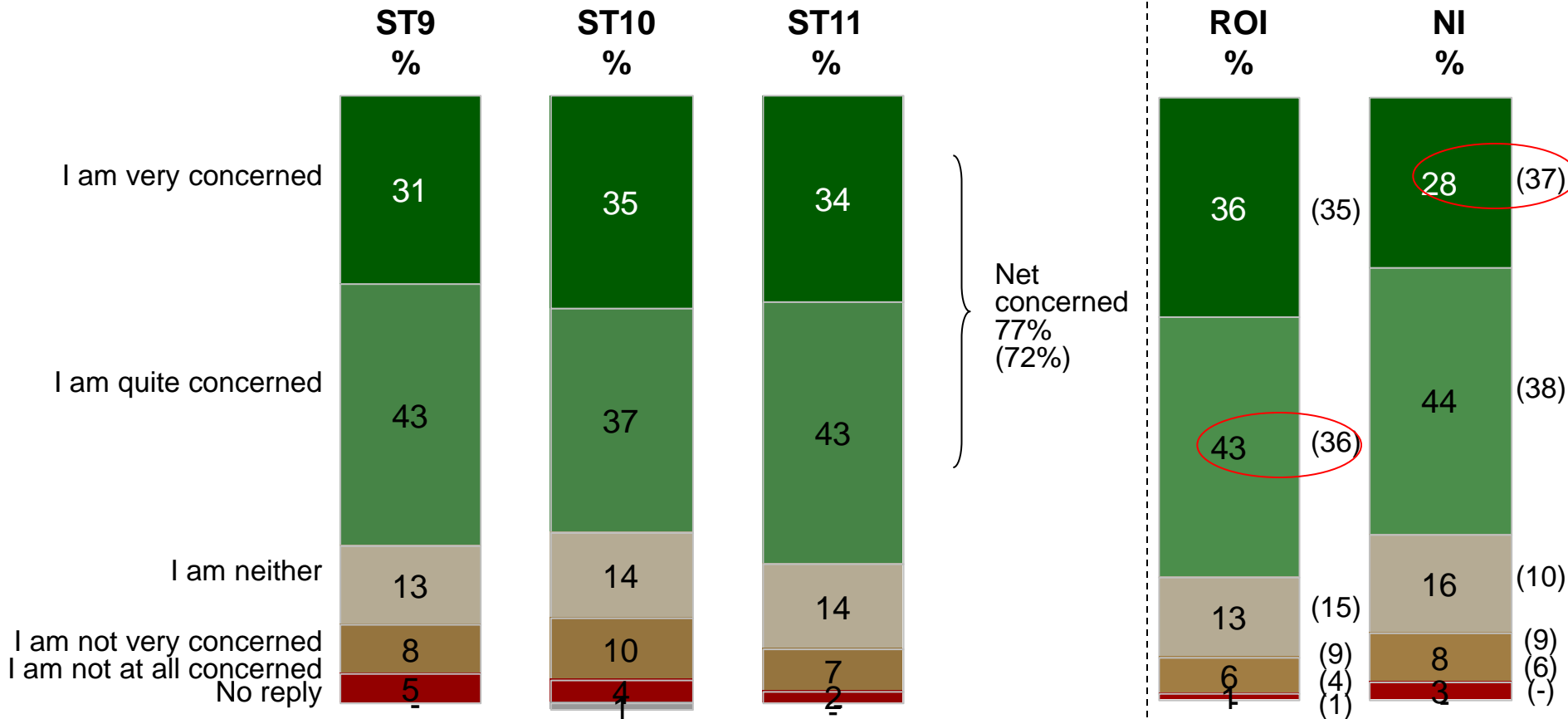
Answers <1% not shown

Food Safety Concerns

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

Consumers profess greater levels of concern re food safety in 2009; ROI adults are considerably more concerned than NI adults. Concerns in ROI have increased, but they have diminished in NI.

Base: All Respondents (804)



(ST 10)

Importance of Food Safety Practices – Summary

Q. Please tell me how important each of the following food safety practices are to you?

Universal acknowledgement that all of the core food safety practices are important

	Net important # %	ROI %	NI %
Washing your hands before preparing food	98	98	98
Making sure that bacteria are not spread from uncooked/raw food to kitchen surfaces and utensils	97	98	94
Storing left-over meat/poultry correctly	96	96	96
Correctly checking that meat is thoroughly cooked	96	97	96
Making sure that the restaurant you are eating in looks clean	96	96	96
Washing your hands during food preparation	95	94	97
Using food by its use by date	93	95	90
Making sure your fridge is operating at the correct temperature	92	92	93
Storing raw meat on the correct shelf in the refrigerator	91	91	93
How you transport chilled/frozen food home from the supermarket	87	86	91

Combines very and somewhat important

Food Related Issues of Most Concern

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

Base: All Respondents (804)

Little change in rank order of food issues that cause most concern. Uncooked food is rated more highly in 2009, possibly linked to Safefood's recent campaign. Date marks are viewed as less worrying.

	ST9 %	ST10 %	ST11 %	ROI %	NI %
Food not cooked thoroughly/Uncooked food	26	20	25	26	22
Food poisoning (Salmonella/Listeria/ E.coli)	24	21	22	24	18
Hygiene around food	7	10	9	8	9
Date marks – Best before date/Use by date/ Freshness	12	12	6	5	6
Handling/ Cross - Contamination	5	8	5	6	3
Chicken/ Pork – Preparation	5	7	4	3	8
Additives/ E-numbers/ Dyes/Pesticides	7	5	4	4	3
Fat content/ Fatty acids/ Saturated fat	6	2	4	3	4
Hygiene in your kitchen*	n/a	n/a	3	2	4
Country of origin/Foreign goods/Ensure it's Irish	8	5	3	3	2
Salt content	6	4	1	1	2
Red meat/ BSE/Brazilian beef	5	4	1	1	1
Ensuring balanced/healthy diet	4	2	1	2	1
Salmonella/ Eggs	2	4	1	1	2
Food storage	*	3	1	1	1
Price of food	*	6	1	1	*
Other	6	4	5	5	5
Don't know	9	8	4	3	7

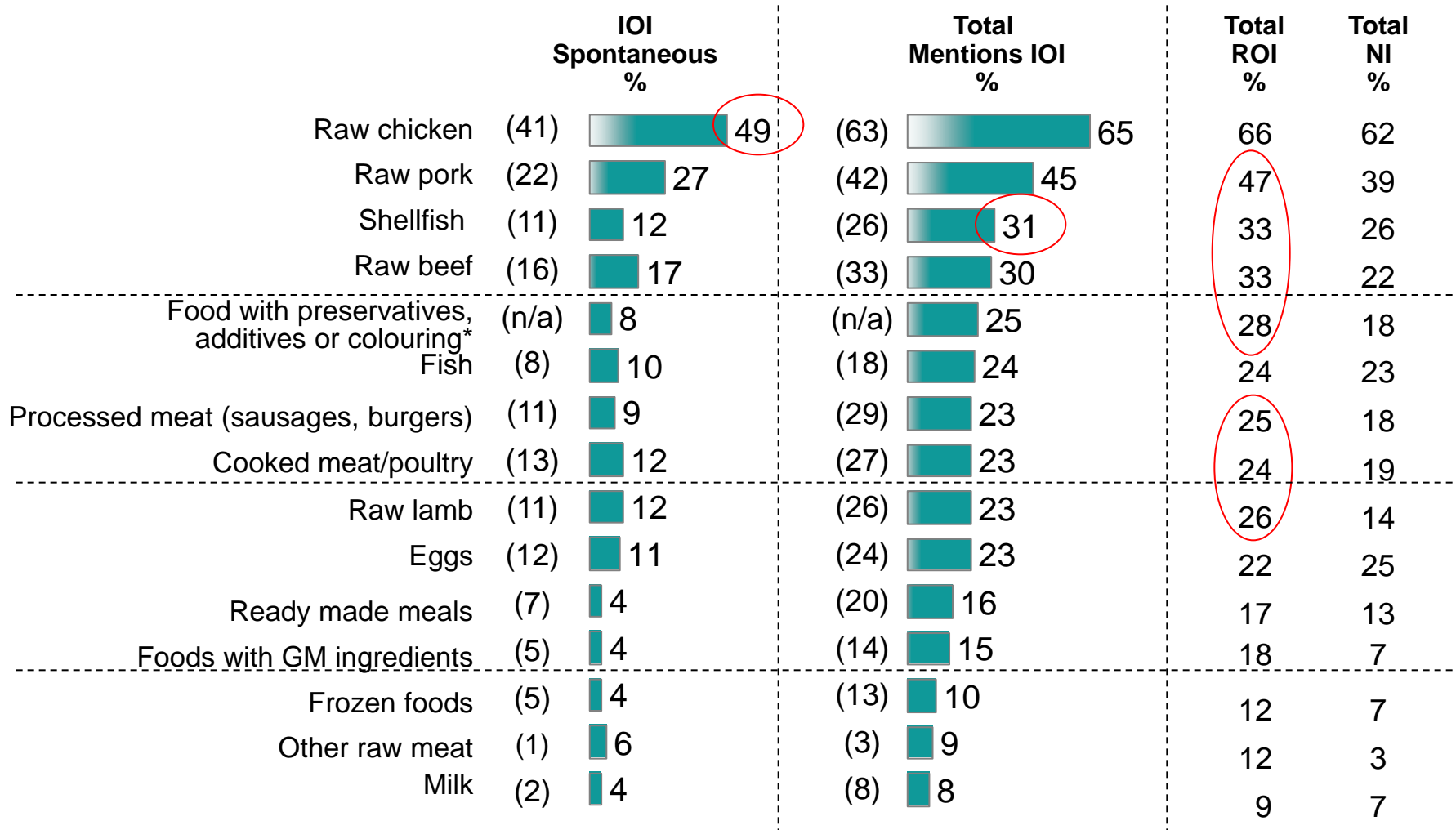
* New answer code added 2009

Foods Concerned About

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

Raw chicken continues to cause the most concern, followed by raw pork. Concerns re shellfish are growing. ROI adults in general appear to be more concerned about a number of types of food.

Base: All Respondents (804)



* New answer code added 2009

Locations Concerned About

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

	Spont		Total %	ROI		NI	
	%	%		%	%	%	%
Chip/burger van	26	61	26	62	26	58	
Take away/fastfood outlets	38	57	42	62	28	45	
Market stalls	15	37	17	35	11	42	
Garage forecourt	7	25	8	27	6	20	
Restaurants	15	22	17	23	12	22	
Delis	6	16	8	18	3	11	
Sandwich bars	5	15	5	14	4	17	
Pubs/winebars	3	11	3	10	3	12	
Café	4	10	3	8	4	16	
Supermarkets	6	10	6	10	5	8	
Butcher	2	7	3	8	1	3	
Workplace	2	5	2	5	2	6	
Cinema	1	4	1	5	*	2	
Friend's home	1	3	2	4	*	2	
Home	1	1	1	2	-	*	
Other	4	5	4	5	4	5	

Overall, chip vans and fast food outlets appear to worry consumers most when it comes to food safety.

ROI consumers show greater levels of concern about both of these food outlets.

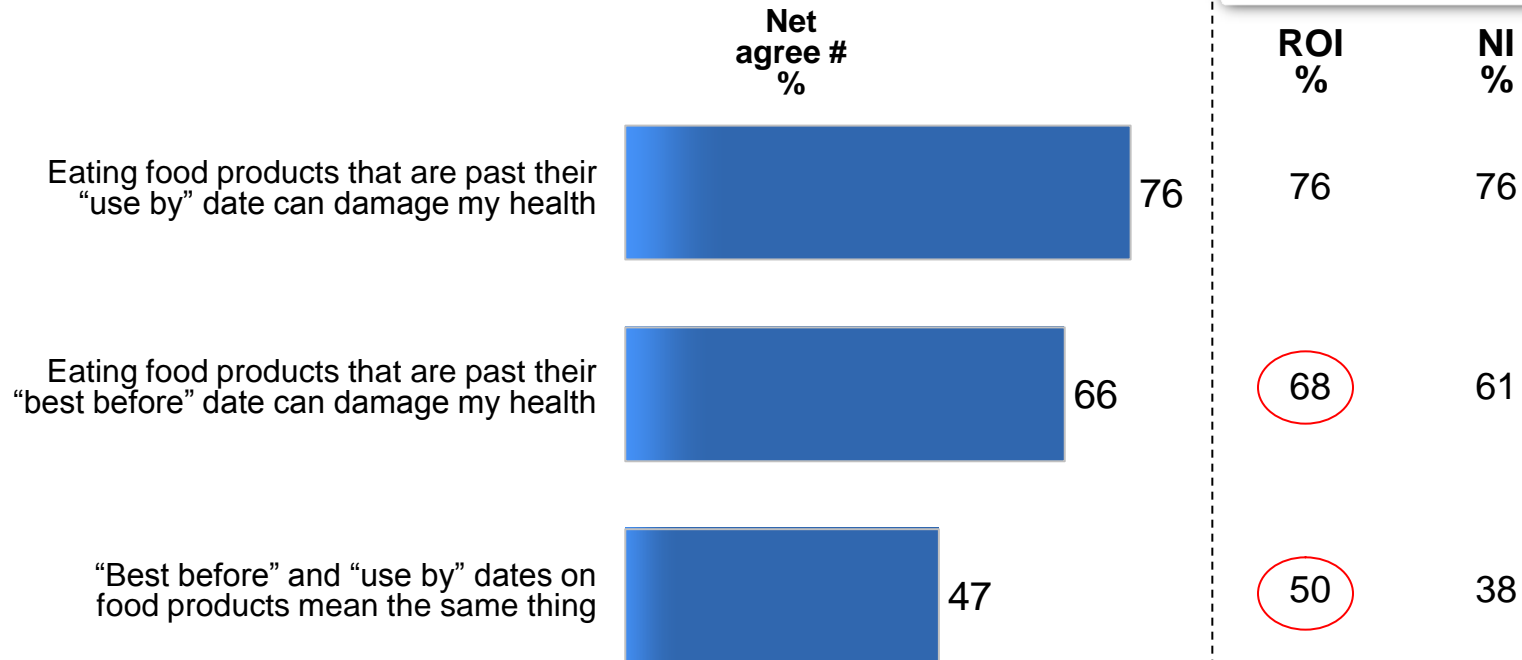
Restaurants feature more strongly than delis or sandwich bars in terms of top of mind responses.

Concerns re the home are negligible.

Perceptions of “use by” and “best before” dates ^{22.}

Q. Thinking about food labels on food products that you buy, can you tell me to what extent you agree or disagree with each statement that I read out?

There appears to be some confusion among the general public as to the difference between best before and use by dates.



Combines ‘agree strongly’ and ‘agree’

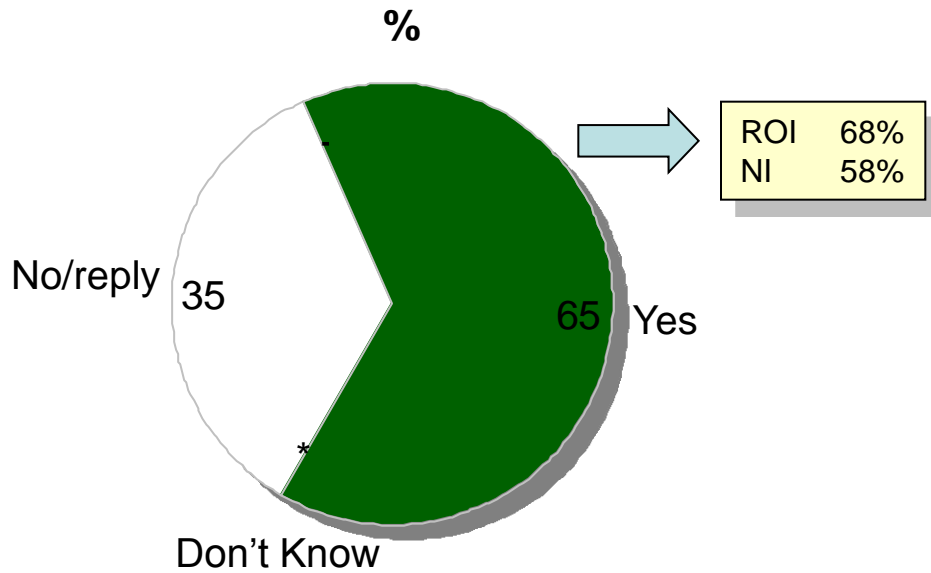
Food Shopping Behaviour



Shopping & Cooking Responsibility

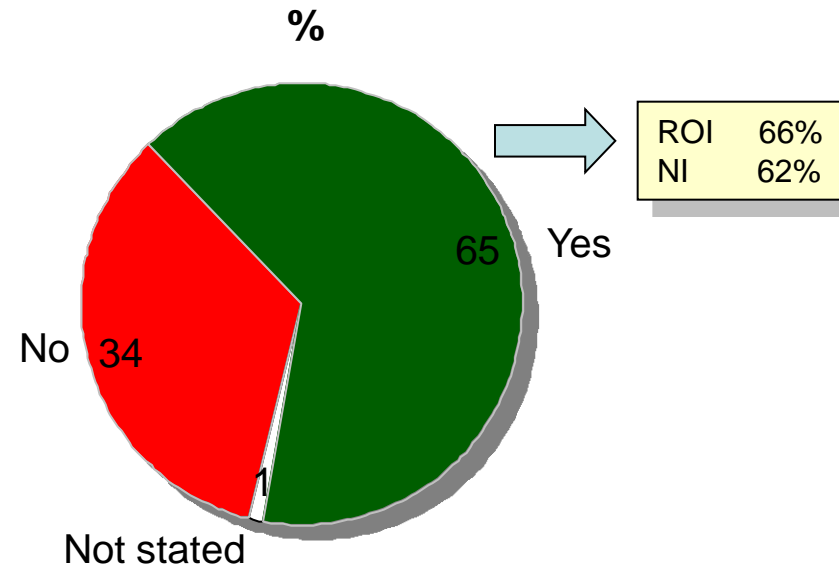
Q. Are you responsible for doing the main grocery shop in your household?

Base: All Respondents (804)



Q. Are you responsible for household cooking?

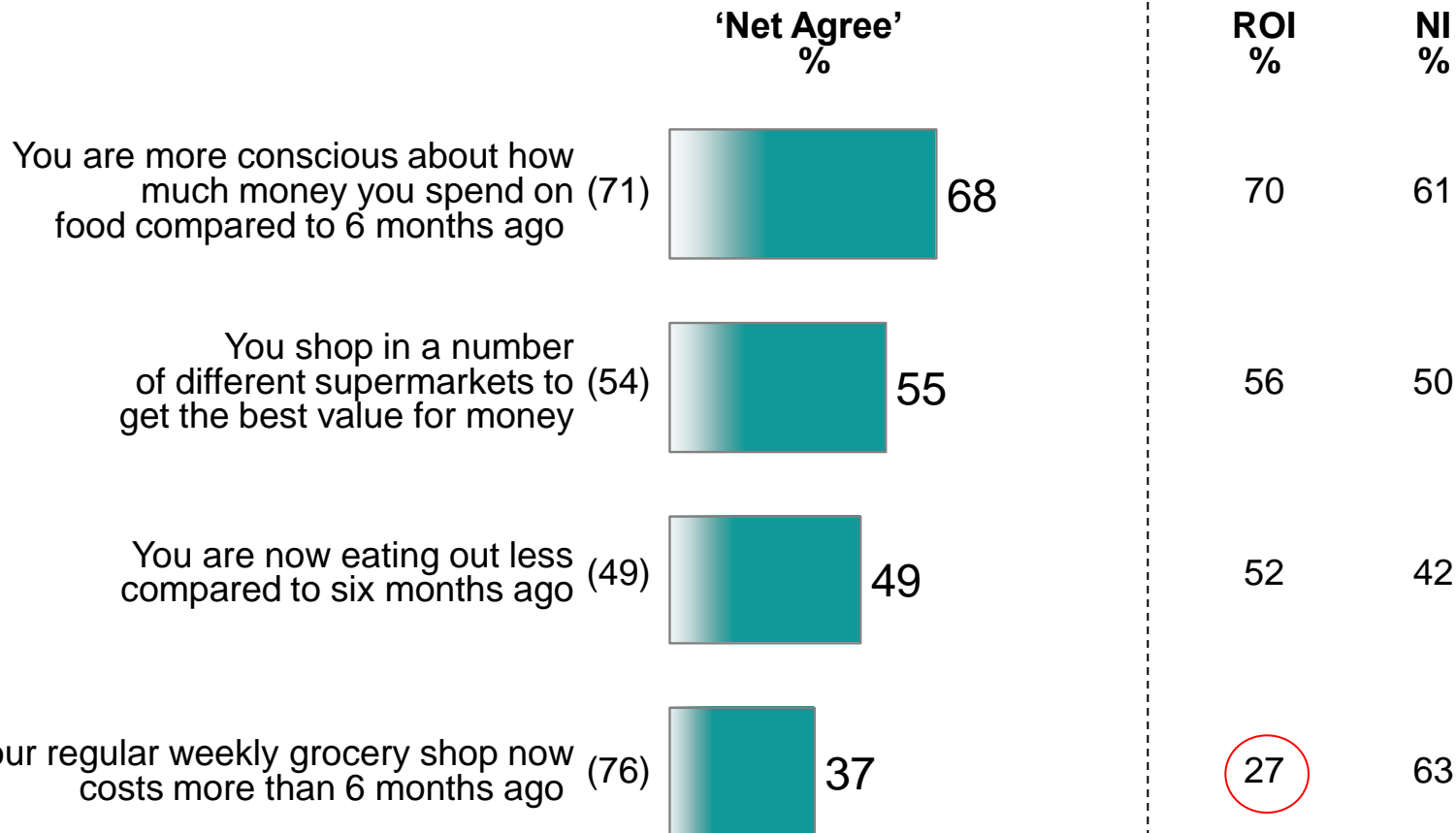
Base: All Respondents (804)



Price is a key concern for food shoppers

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

Base: Total Sample (804)

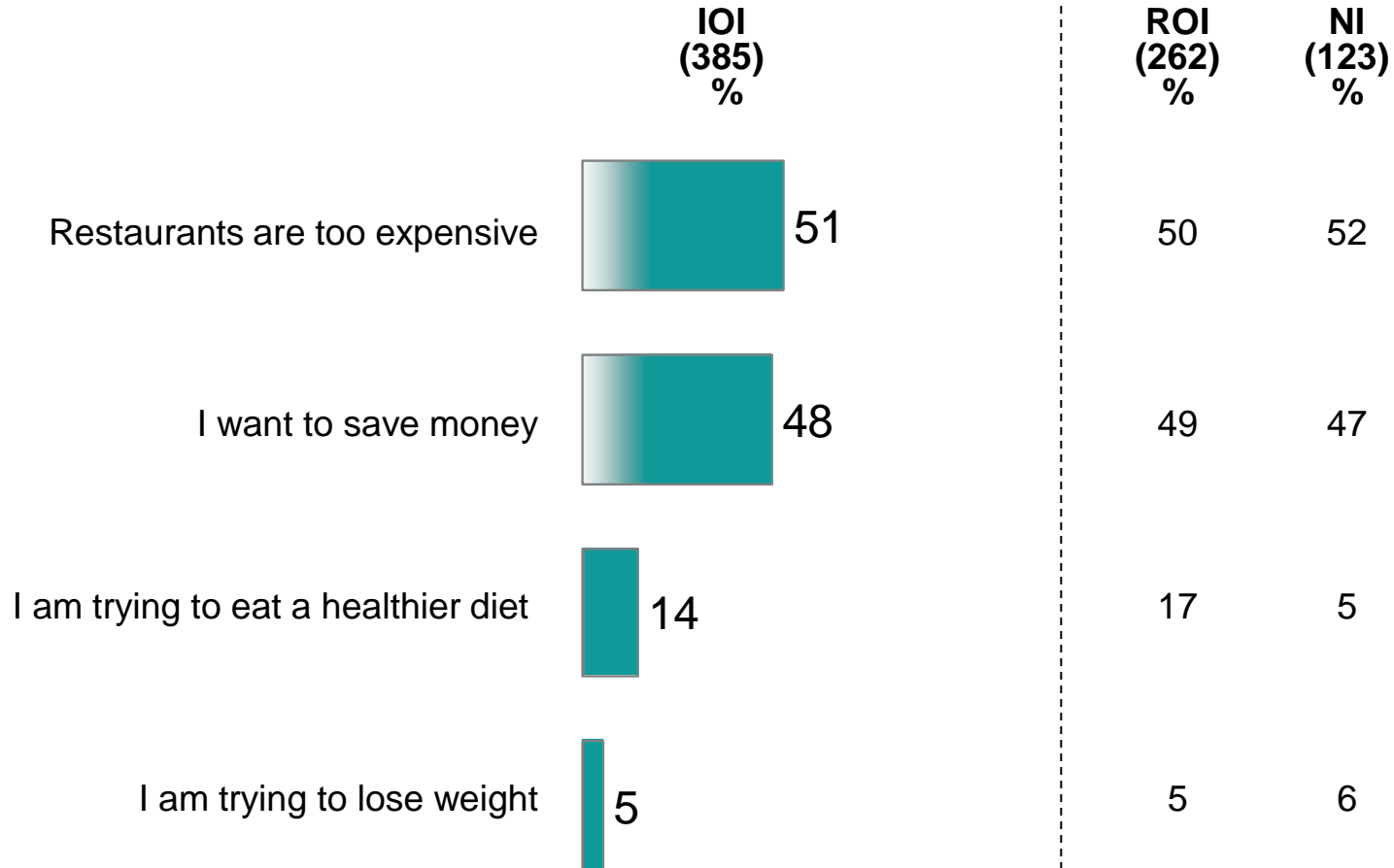


(ST 10)

Reasons for eating out less

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

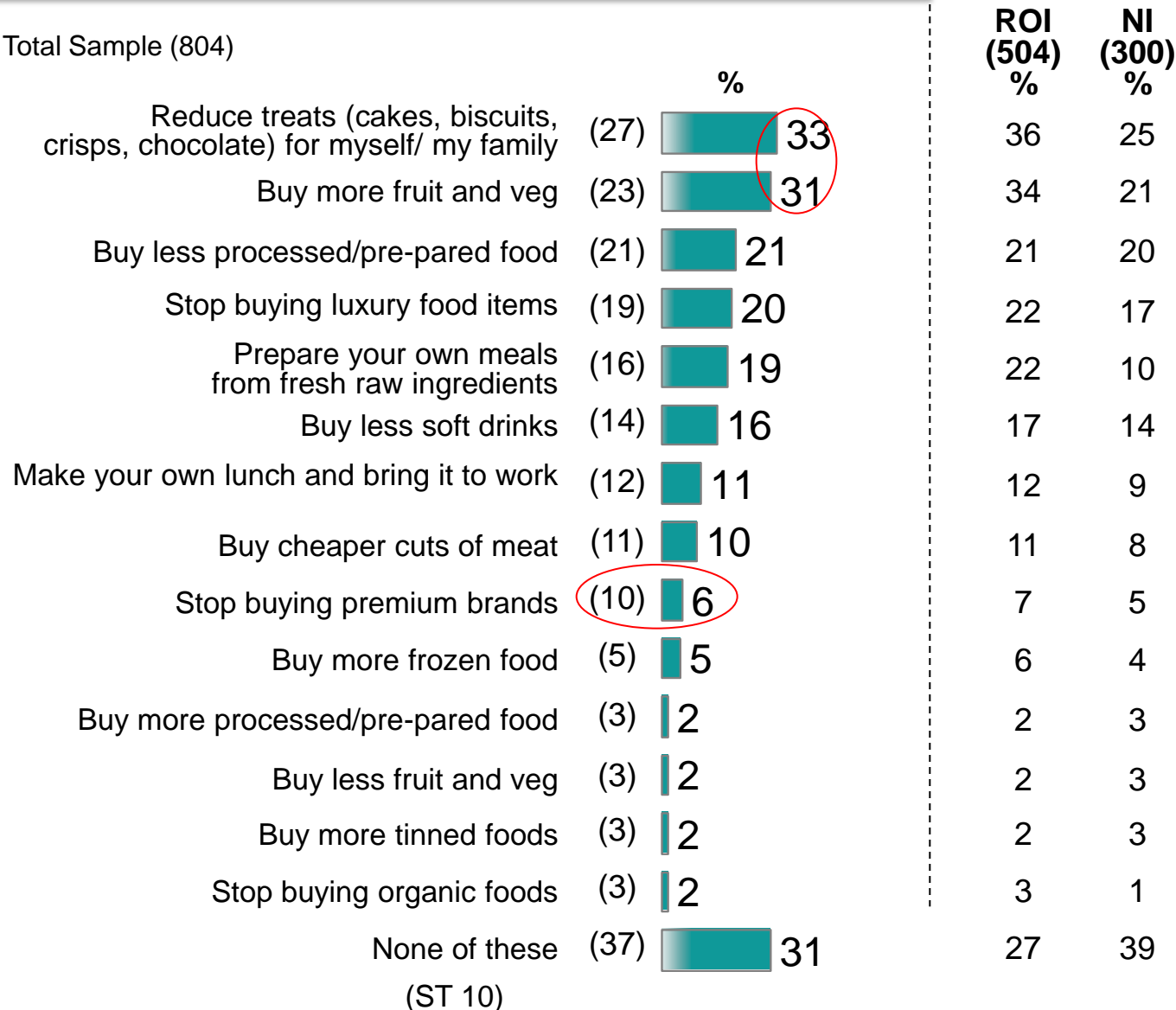
Base: All who eat out less than 6 months ago



Changes in food shopping behaviour

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

Base: Total Sample (804)



Key Points – Changes in food shopping behaviour.

- The impact of the economic downturn is still very evident in consumer's shopping behaviour. About seven in ten adults remain vigilant regarding money spent on food shopping and this is more marked in ROI rather than in NI.
- One in every two adults shop in a number of different supermarkets to get best value for money and a similar proportion claim to restrict their eating out-of-home.
- There is a significant difference in NI versus ROI on perceptions of the change in cost of the weekly grocery shop, as one in four ROI consumers feel their weekly shop has increased in cost in the last six months compared to six in ten consumers in NI. This may reflect the increased prevalence of “two for one” offers and heavy price competition across the major supermarkets, which could be more prominent in ROI.
- The recession may have had a positive impact on consumers diets, as many changes introduced in the last 6 months such as reducing treats, preparing own meals from scratch, bringing own lunch to work and buying more fruit & veg are both cost saving as well as health enhancing measures.



Thank you!

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