

Safetrak 9 - Island of Ireland

A Presentation of Findings by



November 2007

41106112 BMAC/VB



Overview of Methodology for Safetrak 9

Total number of interviews:



796



495



301

Sample: Nationally representative adults aged 15-74

Fieldwork: In home face-to-face interviews

64 sampling points in ROI

42 sampling points in NI

Interviewing was from the 24th September to the 11th October 2007

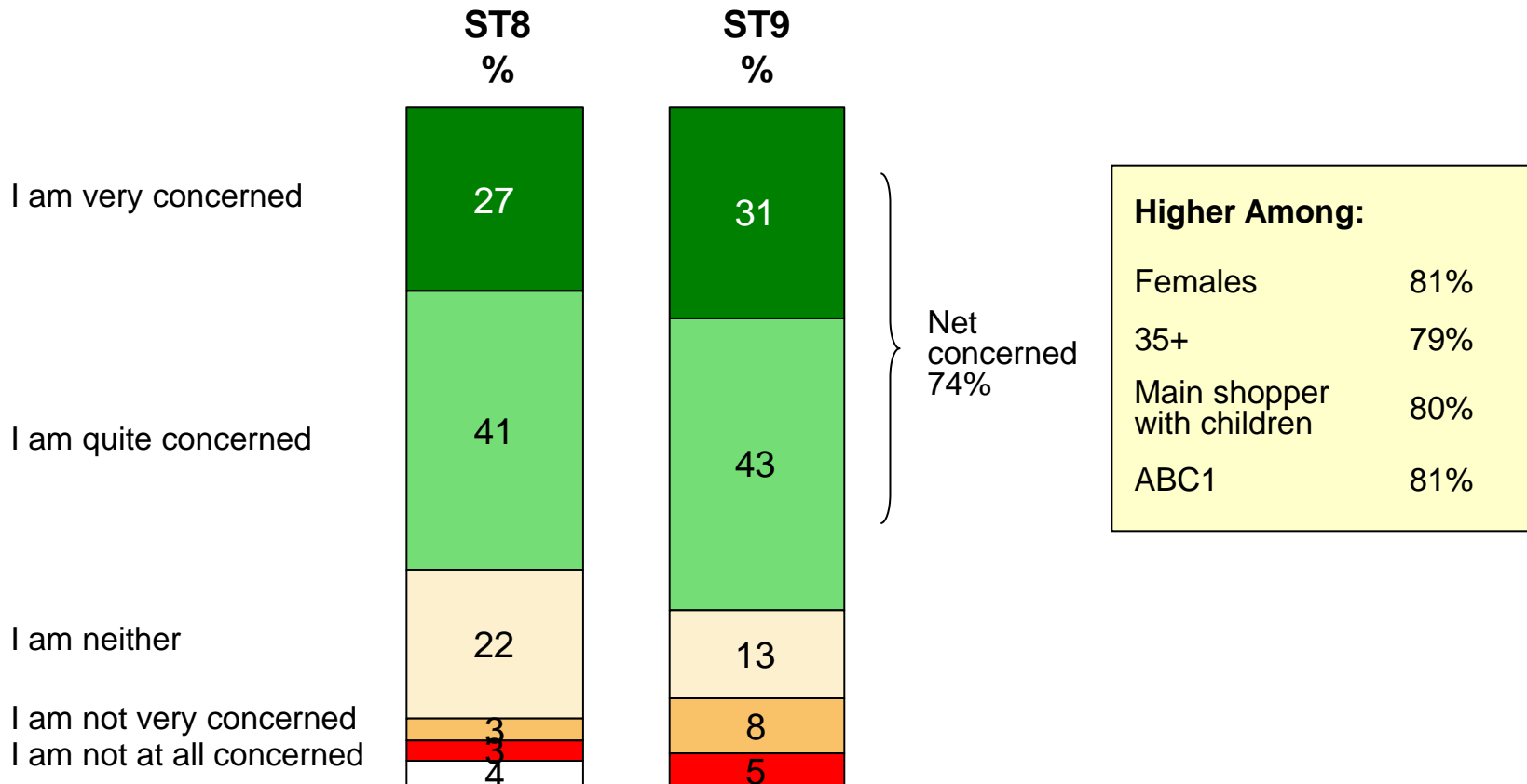
Food Safety Concerns



Increase in Food Safety Concerns

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

Base: All Respondents (796)



Uncooked Food & Food Poisoning Issue of Most Concern

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

Base: All Respondents (796)

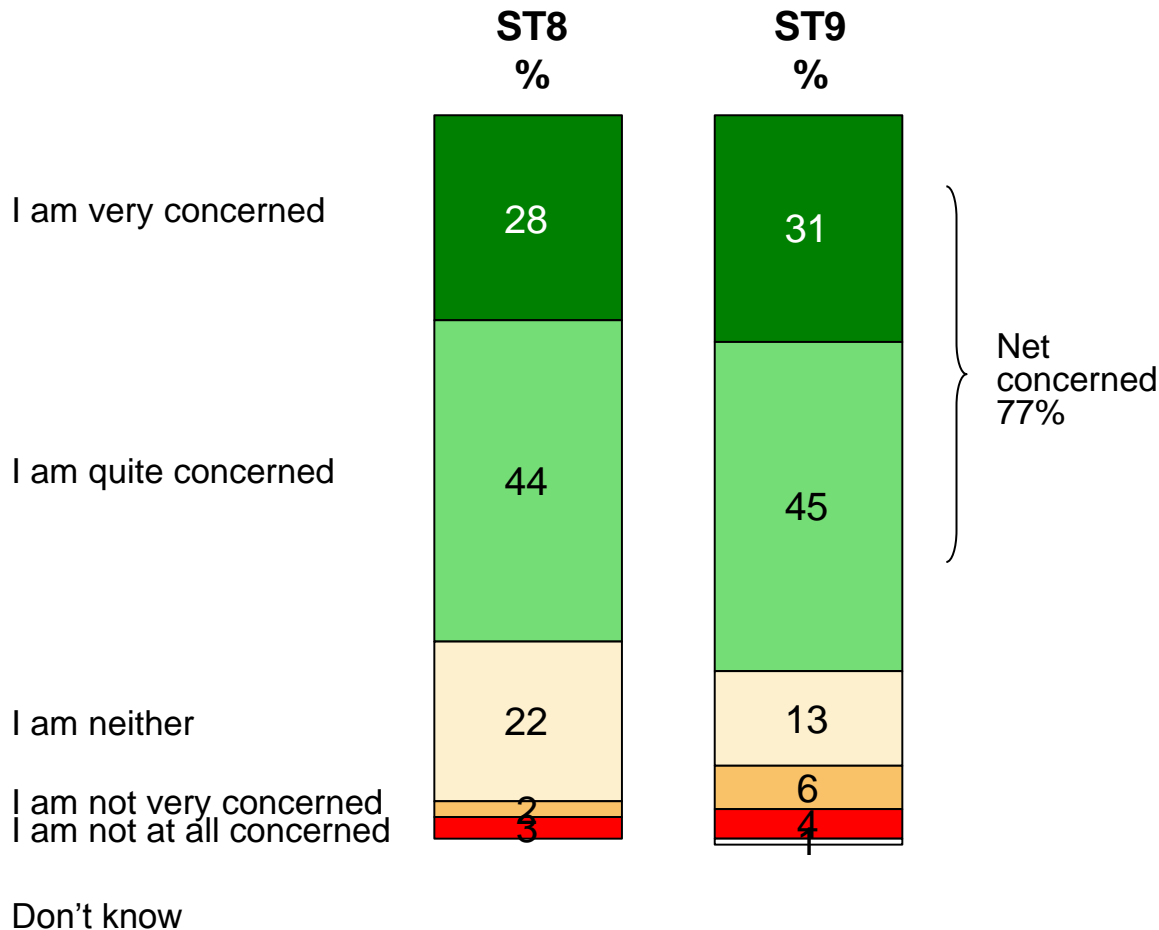
	ST8 %	ST9 %
Food not cooked thoroughly/Uncooked food	21	26
Food poisoning (Salmonella/Listeria/ E.coli)	22	24
Date marks – Best before date/Use by date/ Freshness	8	12
Country of origin/Foreign goods/Ensure it's Irish	7	8
Hygiene around food	5	7
Additives/ E-numbers/ Dyes/Pesticides	5	7
Fat content/ Fatty acids/ Saturated fat	4	6
Salt content	3	6
Chicken/ Pork – Preparation	3	5
Red meat/ BSE/Brazilian beef	2	5
Handling/ Cross - Contamination	6	5
Ensuring balanced/healthy diet	2	4
Salmonella/ Eggs	2	4
Food storage	*	3
Other	2	6
Don't know	1	9

ROI 30%
NI 14%

Small Increase in Healthy Eating Concerns

Q. Generally speaking which of these statements best describes your attitude to eating healthily?

Base: All Respondents (796)

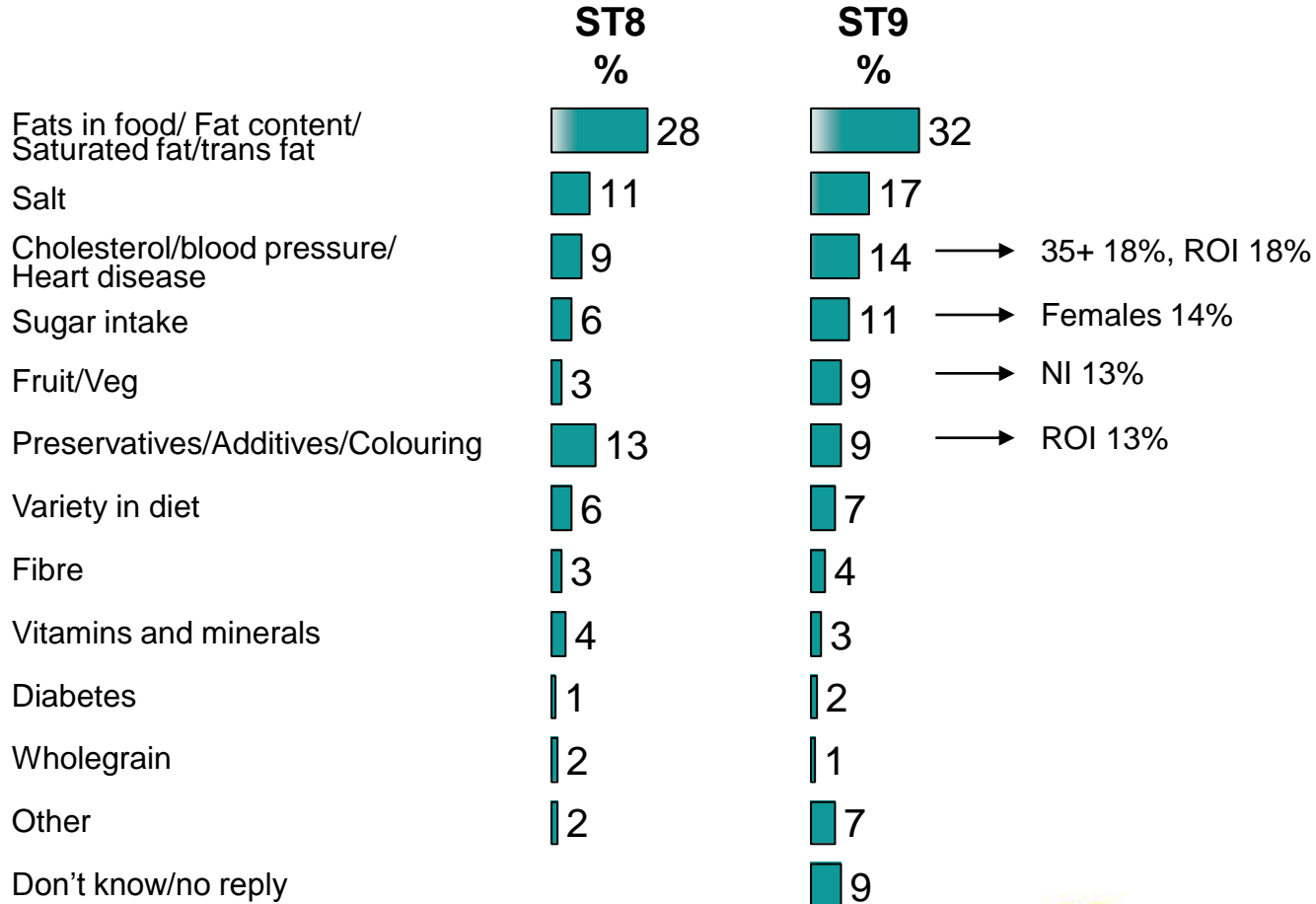


Higher Among:	
Females	85%
35+	80%
ROI	79%
ABC1	83%
Main shopper with children	83%

Fat Content Issue of Most Concern

Q. What one healthy eating issue are you most concerned about?

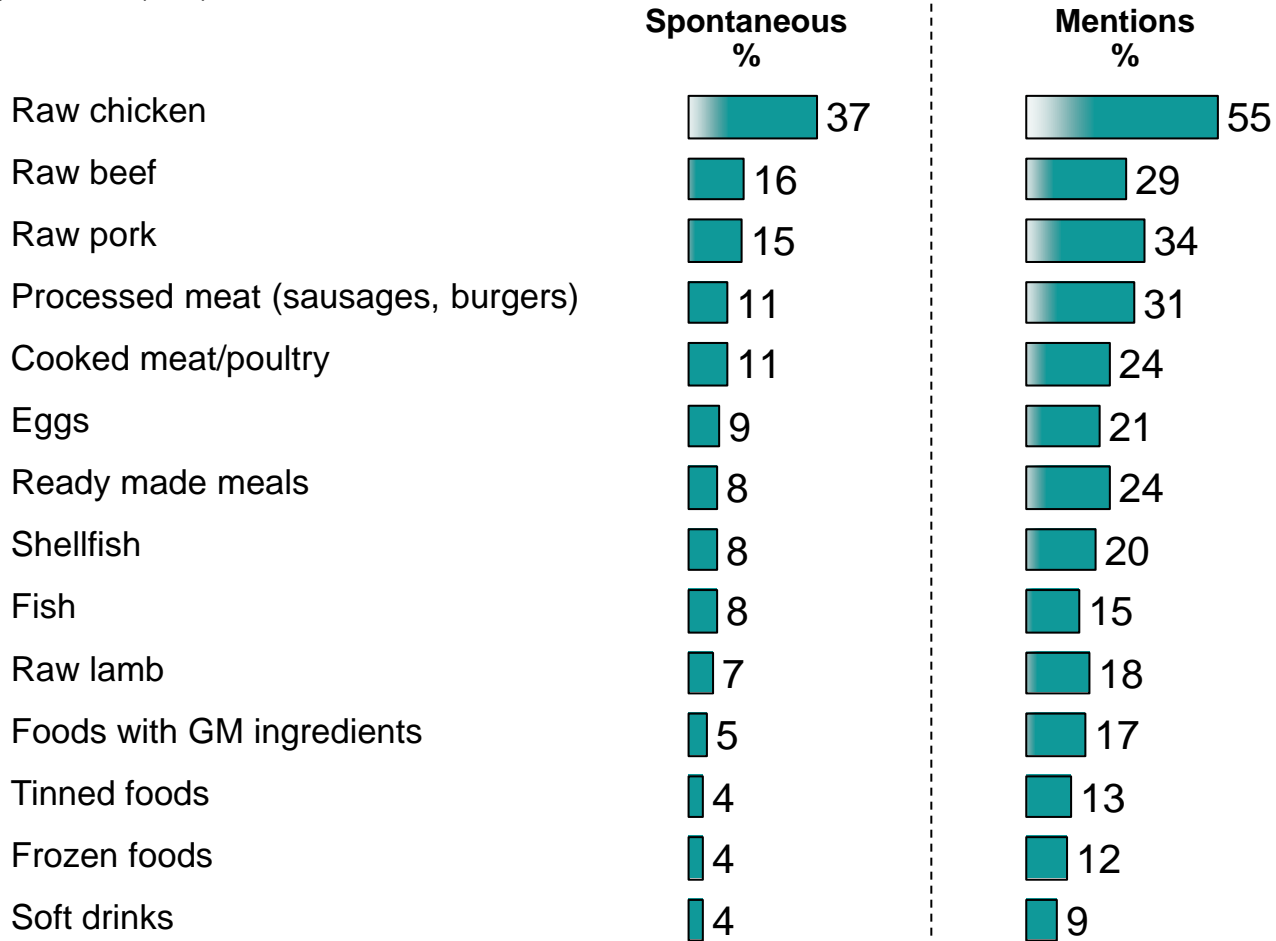
Base: All Respondents (796)



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?

Base: All Respondents (796)



Pork Products

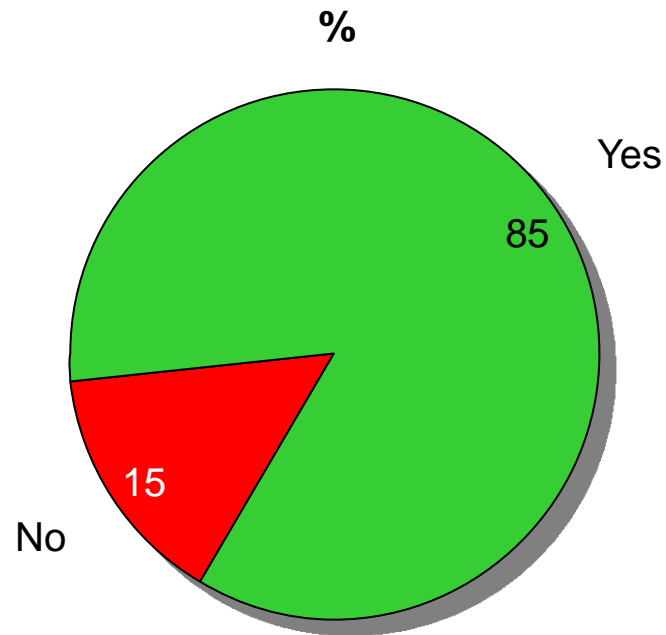


Pork Consumption

Q. Do you eat pork products such as Pork, Ham, Bacon?

Base: All Respondents (796)

Pork consumption in IOI is high, with over eight in ten adults claiming to eat pork products

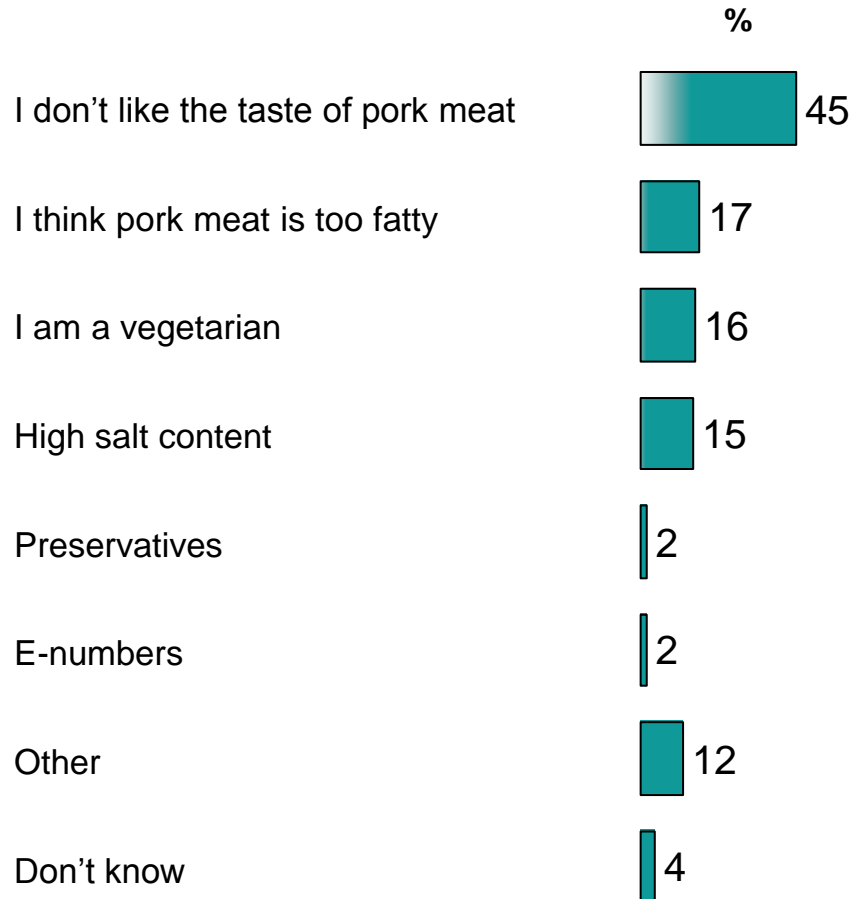


Reasons for not Eating Pork

Q. What are your reasons for **not** eating pork products?

Base: All Who Don't Eat Pork Products (119)

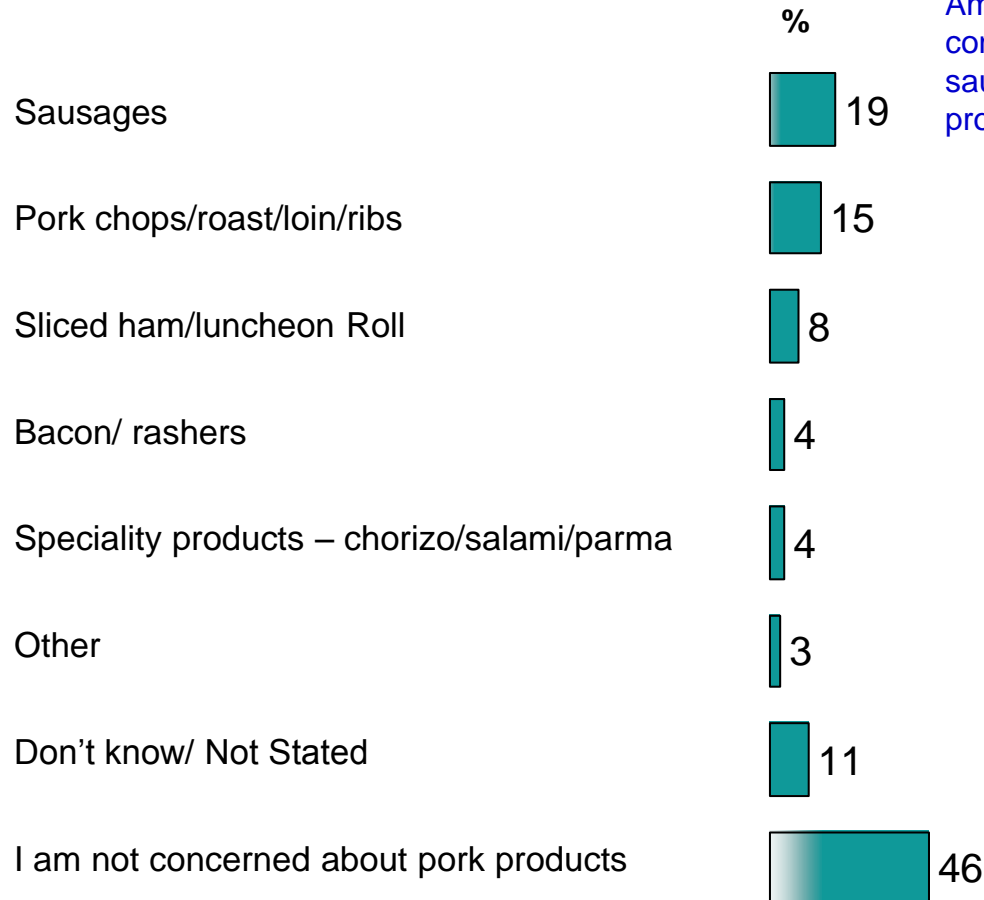
Dislike of the taste is the main reason for non-consumption, followed by fat/salt content, and vegetarianism



Pork Products Concerned About

Q. When thinking about pork products, what products, if any are you most concerned about?

Base: All Who Eat Pork Products (677)

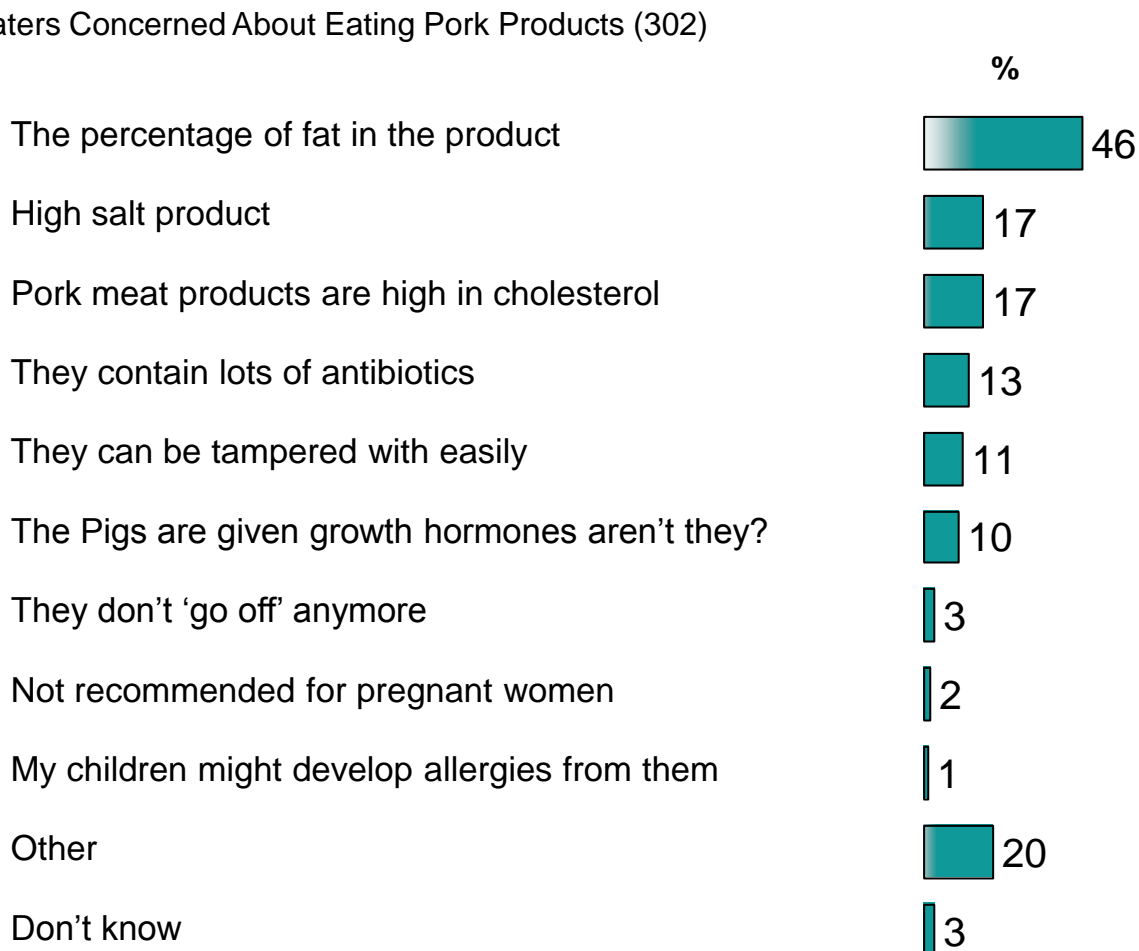


Among those who consume pork products, concern levels are relatively low, but sausages are more likely than any other product to cause concern

Concerns Among Pork Eaters

Q. When thinking about pork products, what products, if any are you most concerned about?

Base: Pork Eaters Concerned About Eating Pork Products (302)

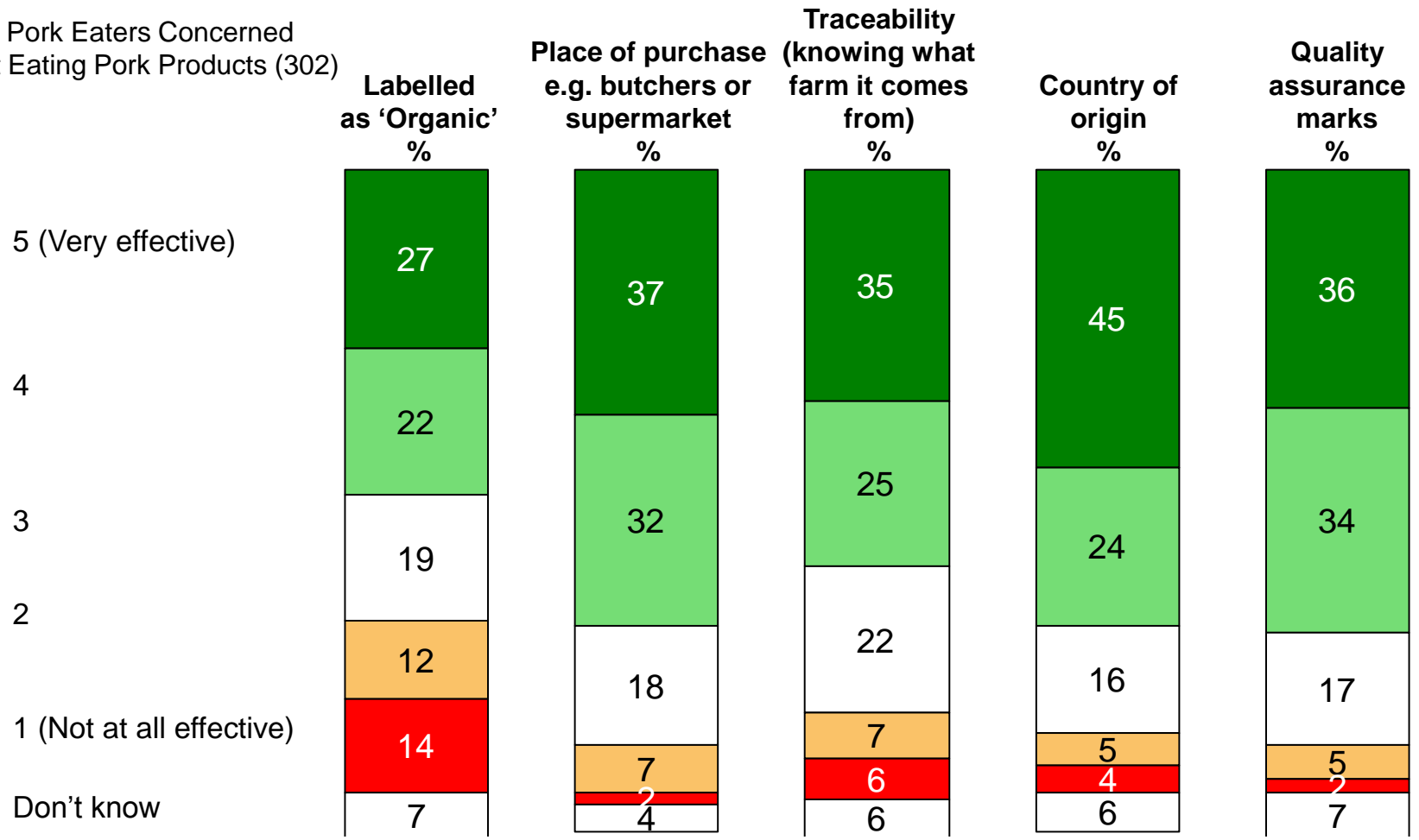


Fat, salt, and cholesterol cause greatest levels of concern.

Measurements of Effectiveness

Q. When buying pork, bacon or ham, how effective are the following at assuring you of the safety of the product, using a scale from 1 to 5, where 1 is not at all effective and 5 is very effective?

Base: Pork Eaters Concerned About Eating Pork Products (302)



Food Labelling

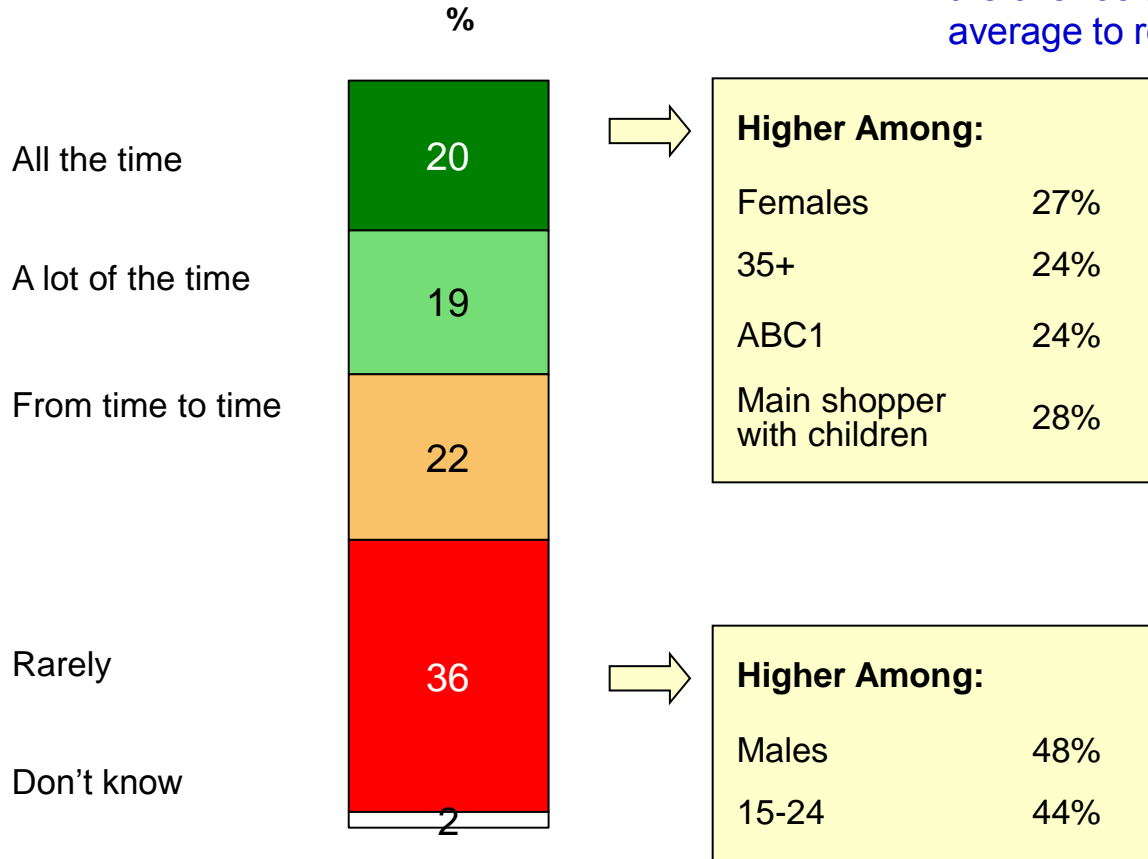


Frequency of Referring to Labels

Q. Thinking about the information provided on food that you purchase, how frequently do you refer to the labelling information?

Base: All Respondents (796)

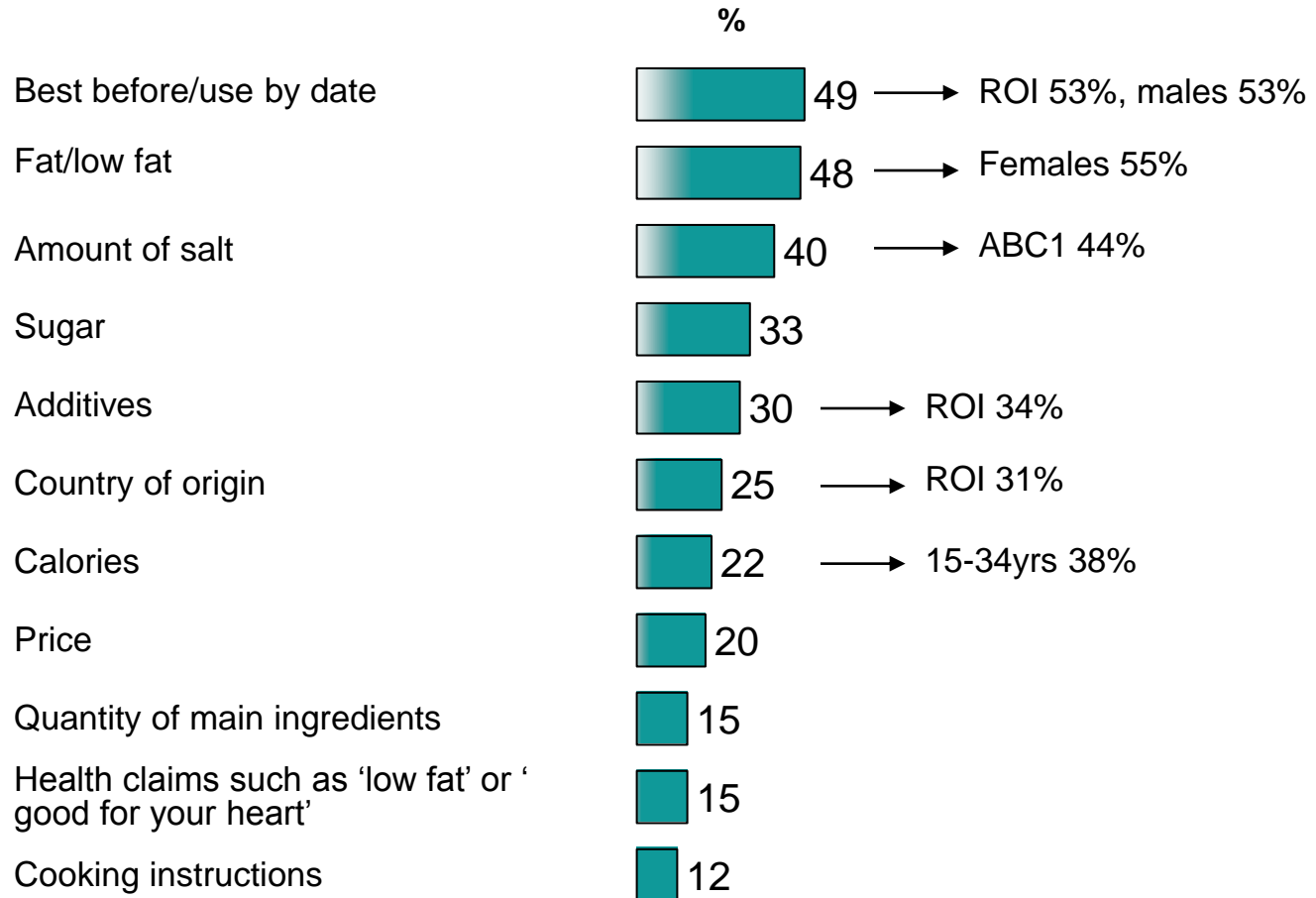
Six in ten IOI adults refer to food labels with some degree of regularity. Women, ABCI's, housekeepers and the over 35's are more likely than the average to read labels 'all the time'.



Information Looked for on Labels

Q. When you refer to information on food labels what do you usually look for?

Base: All Who Look At Labelling Regularly (495)



Information Looked for on Labels (Cont'd)

Q. When you refer to information on food labels what do you usually look for?

Base: All Who Look At Labelling Regularly (495)

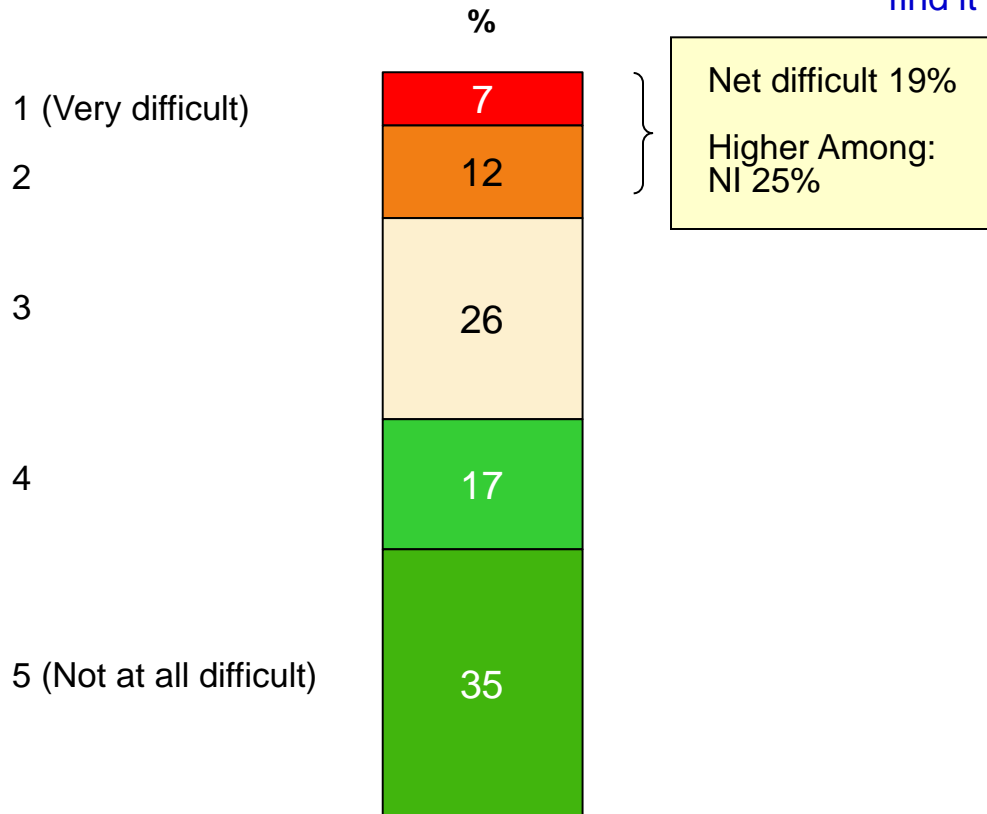


Ease of Understanding Labels

Q. Generally speaking do you find it difficult or not to understand information provided on food labels?

Base: All Respondents (796)

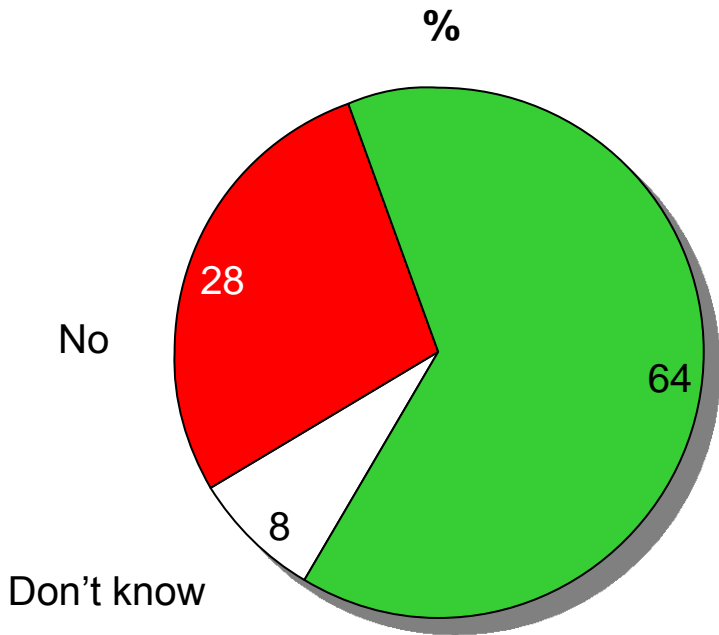
One in five IOI adults find it difficult to understand the information provided on food labels, but the majority do not find it presents any challenges.



Recall of RDA system

Q. Have you seen this type of labelling on any foods recently?

Base: All Respondents (796)



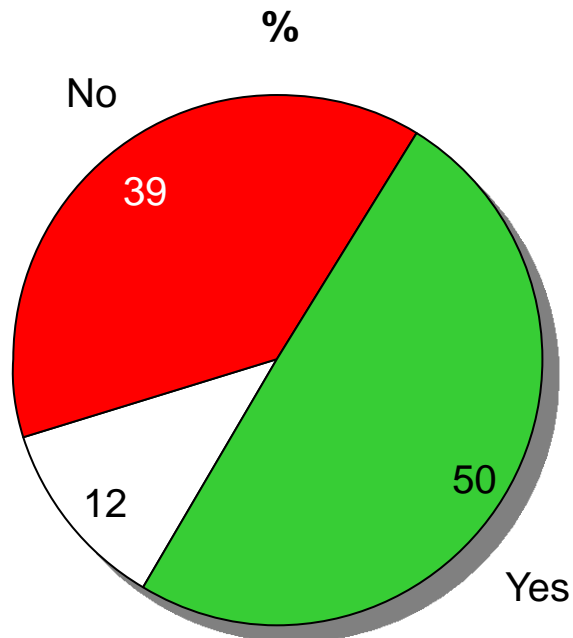
Higher Among:

Females	71%
35-49yrs	77%
NI	70%
ABC1	70%

Recall of Traffic Light System

Q. And what about this type of labelling?

Base: All Respondents (796)



Higher Among:

35-49yrs	56%
ROI	54%
ABC1	54%
Female	54%

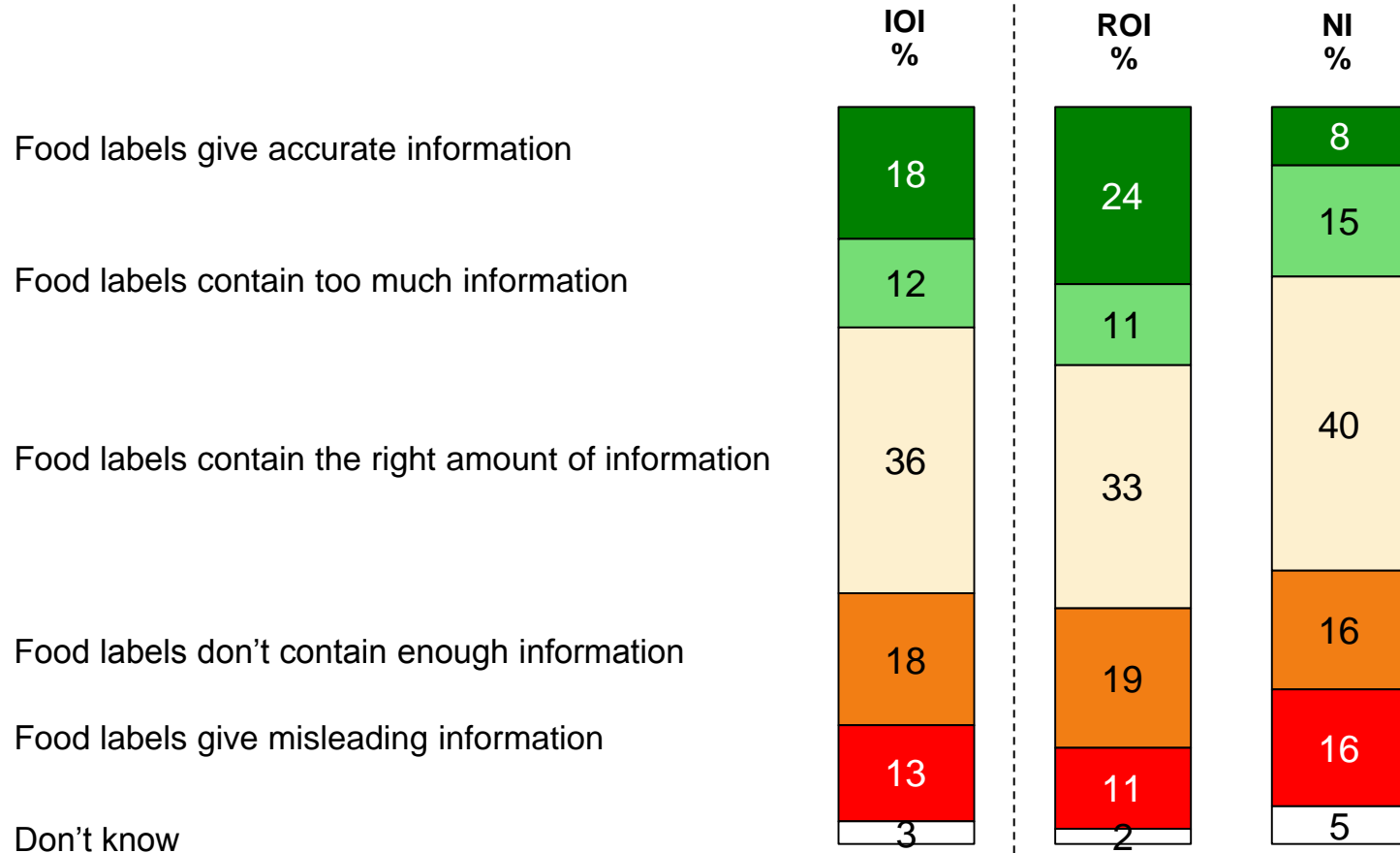


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Perceptions About Food Labelling

Q. Which one of these statements best describes how you feel about food labelling?

Base: All Respondents (796)

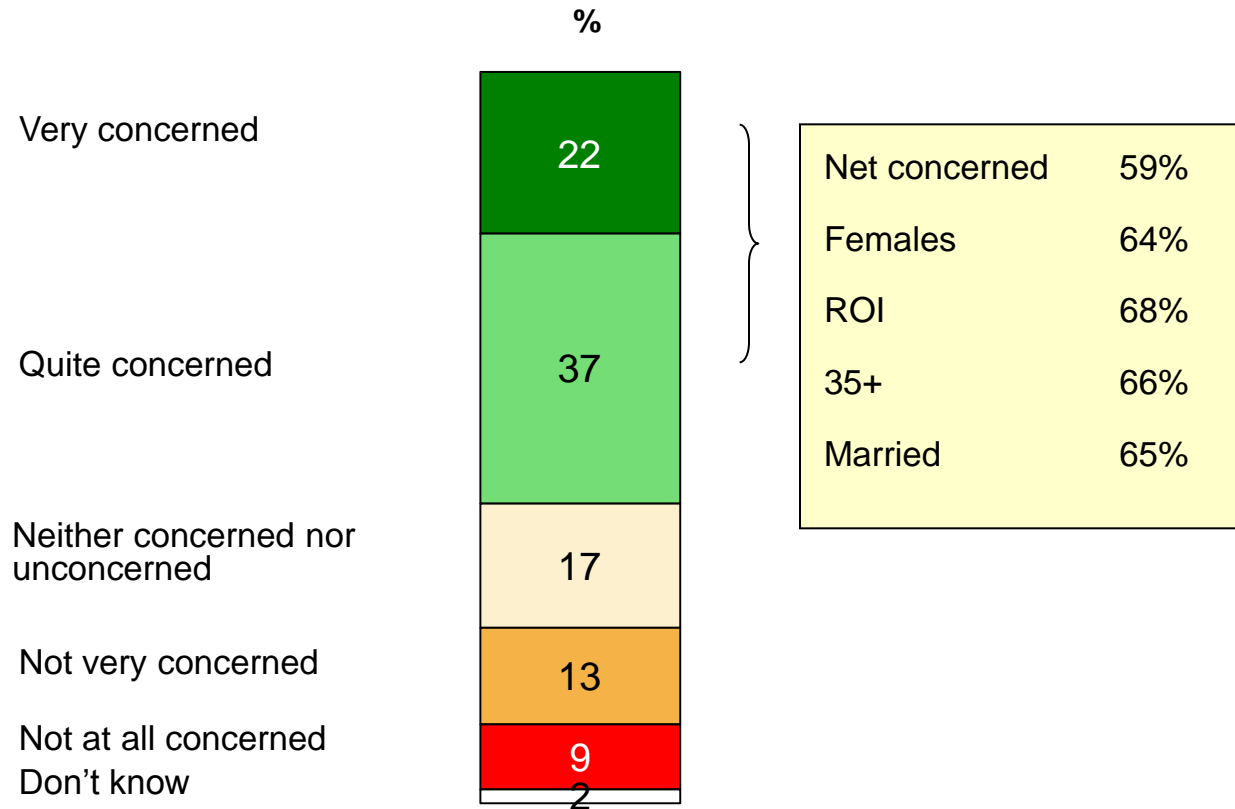


Wide ranging perceptions on the quality/quantity of information provided on food labels. ROI adults are more likely to believe that the information is “accurate” than are NI adults.

Concerns Over Country Of Origin

Q. How concerned are you about the origins of your food, i.e. the country where it is produced?

Base: All Respondents (796)



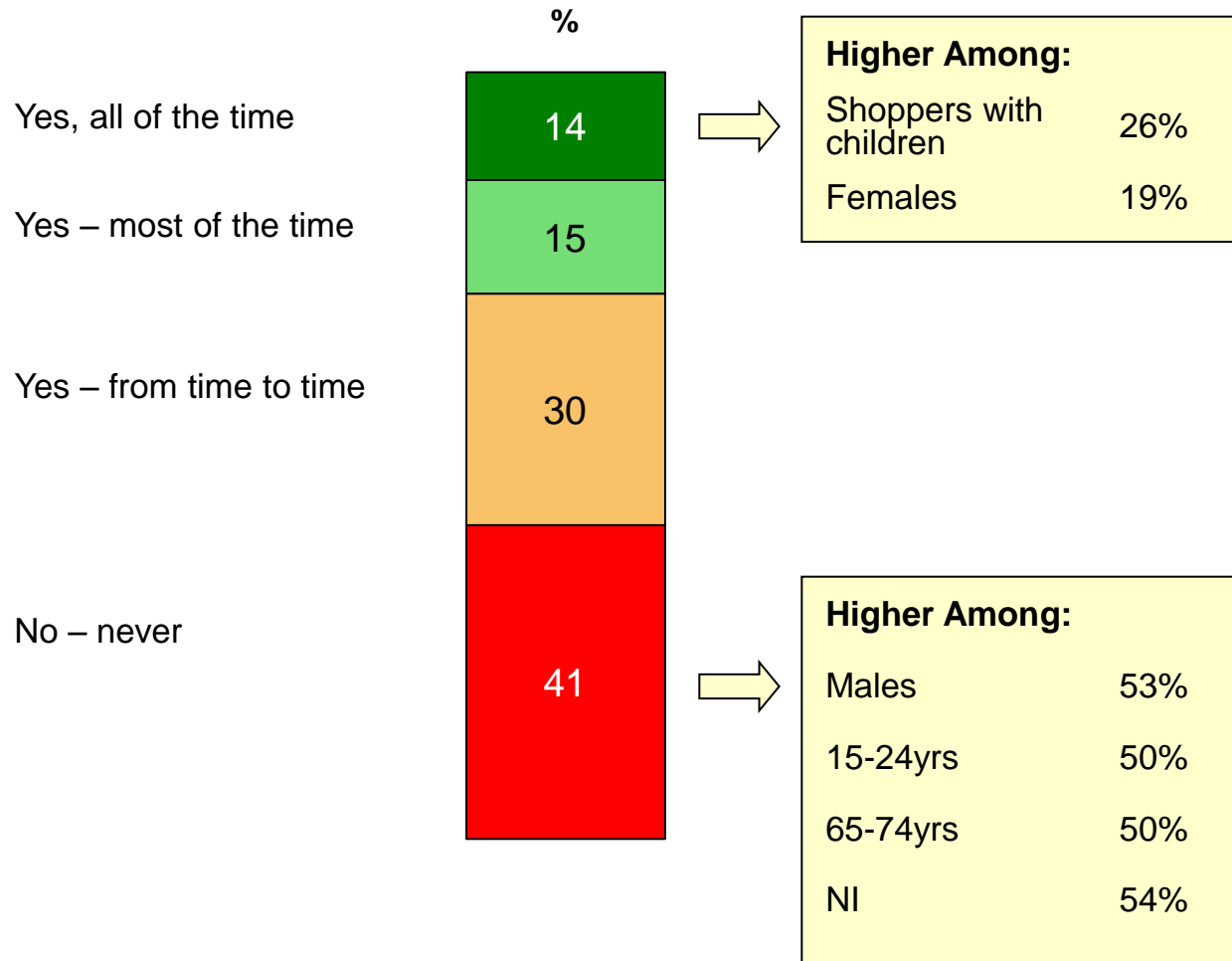
Additives and Allergies



Additives and E-numbers

Q. Do you generally look for additives/E numbers on food labels?

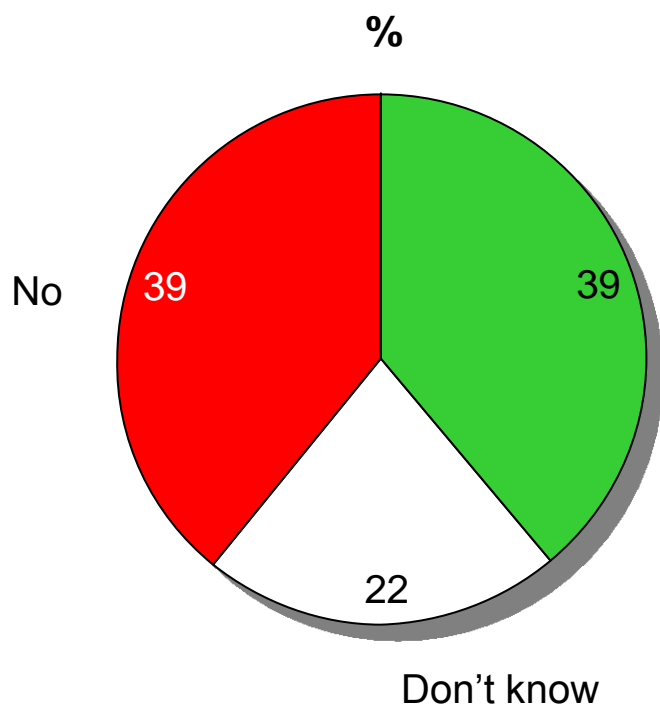
Base: All Respondents (796)



Impact of Additives and E-numbers

Q. Would the presence of additives/e numbers prevent you from buying a particular product?

Base: All Respondents (796)



Yes →

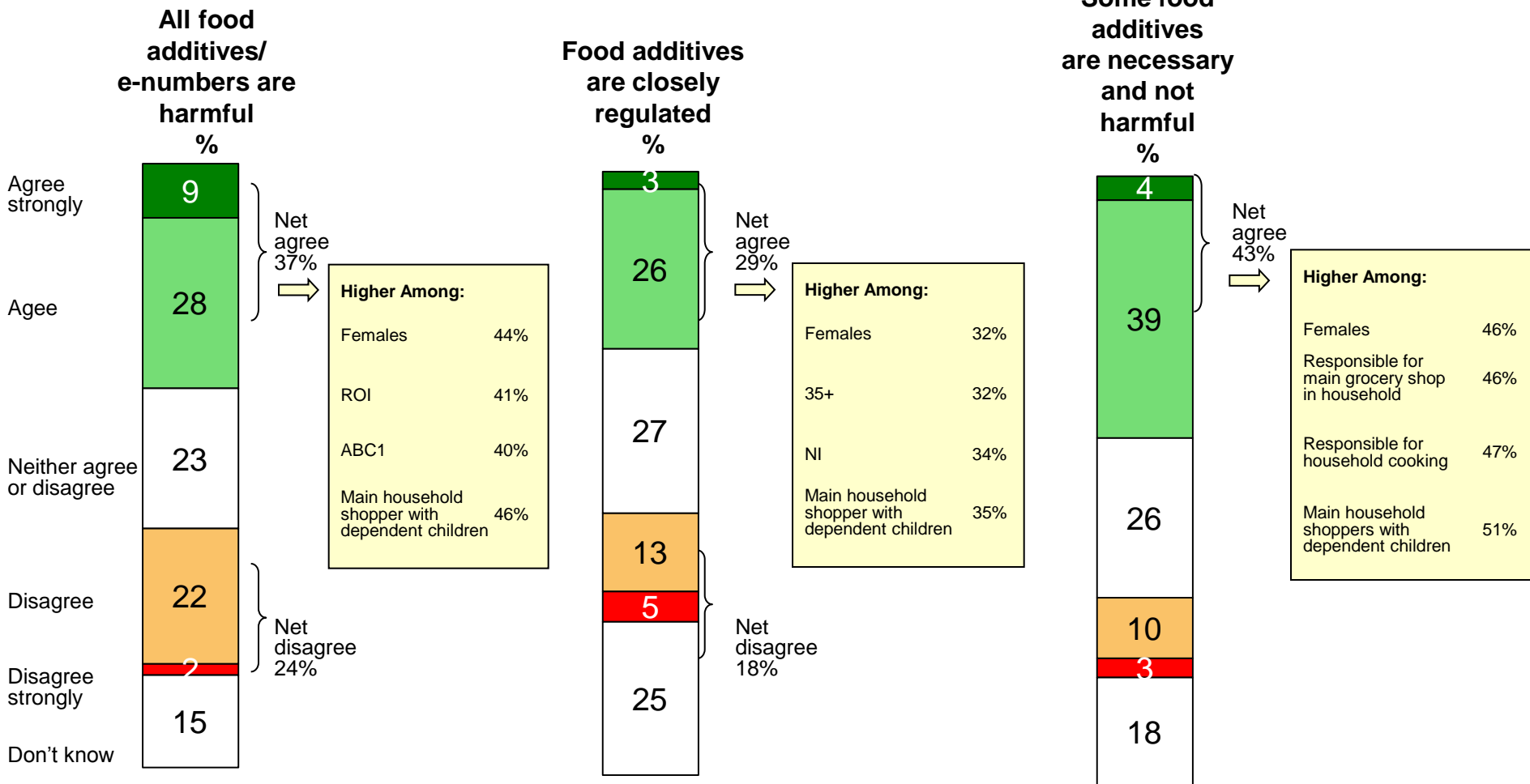
Higher Among:

Females	50%
35-49yrs	50%
Main shopper with children	59%

Attitudes to E-numbers and Additives

Q. To what extent do you agree/disagree with each of the following statements?

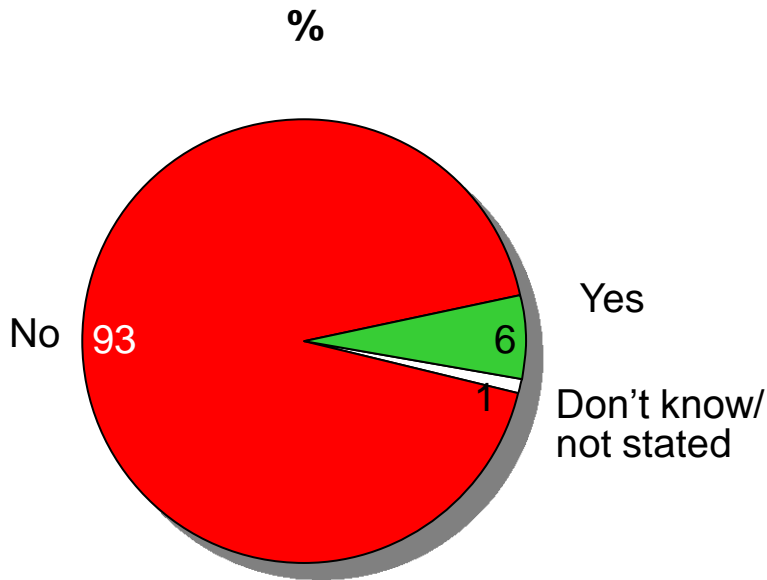
Base: All Respondents (796)



Food Allergies

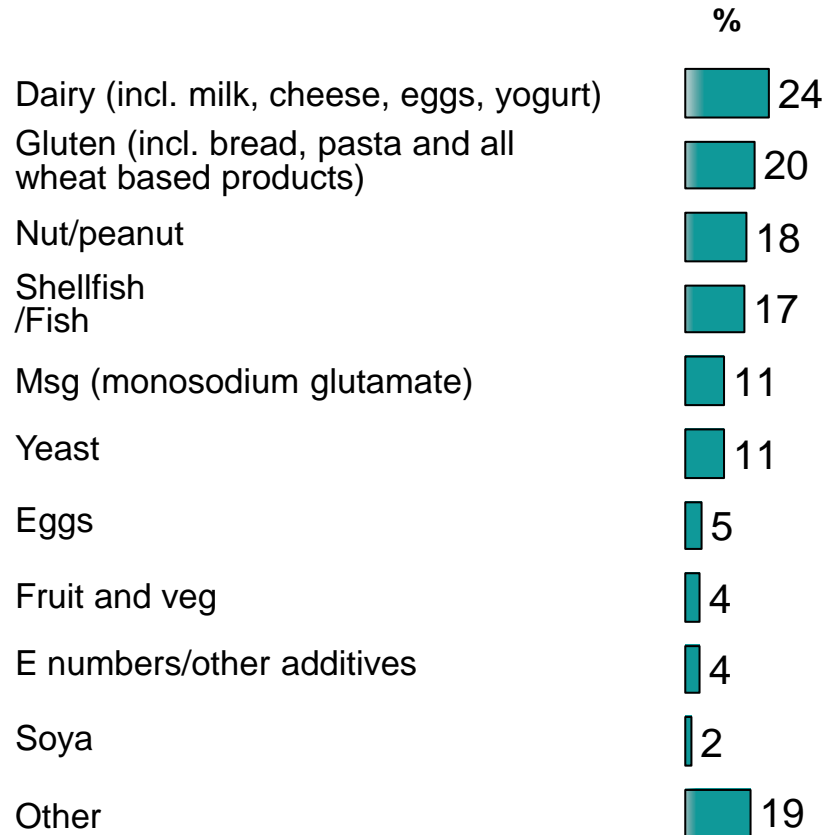
Q. Do you have a food allergy?

Base: All Respondents (796)



Q. What foods are you allergic to?

Base: All Who Have Food Allergies (47*)

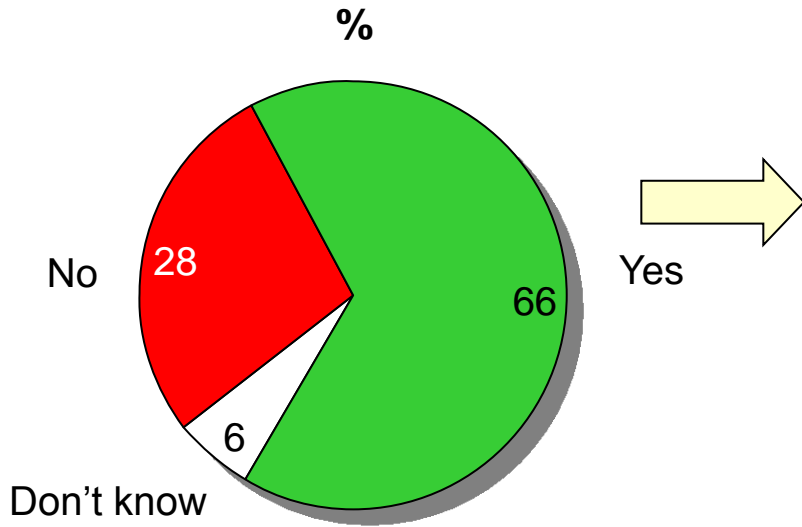


* Caution: Small Base Size

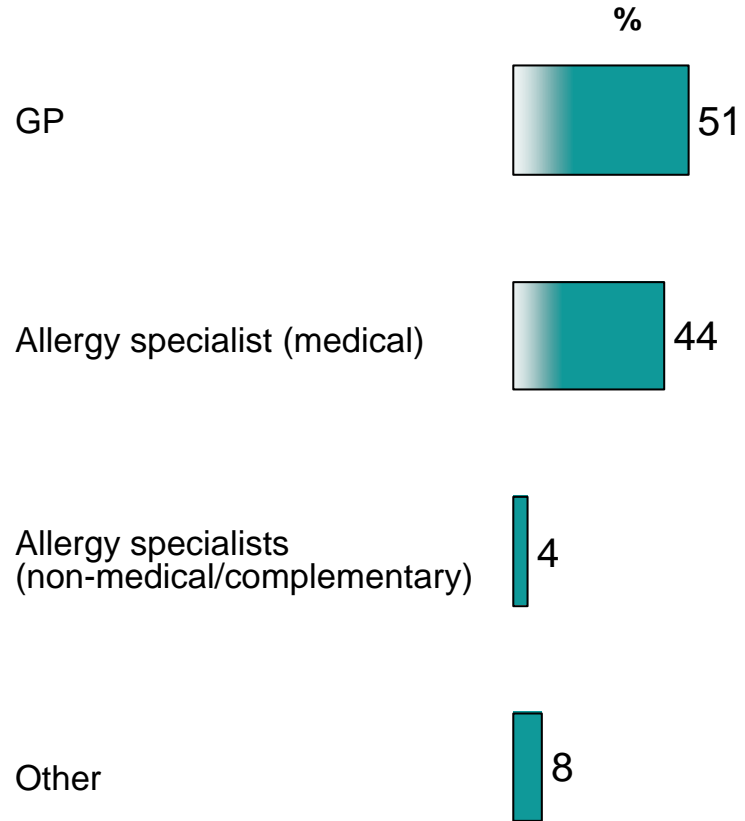
Diagnosis of Allergies

Q. Has this been professionally diagnosed?

Base: All Who Have Food Allergies (47*)



Q. If so, by whom?



* Caution: Small Base Size

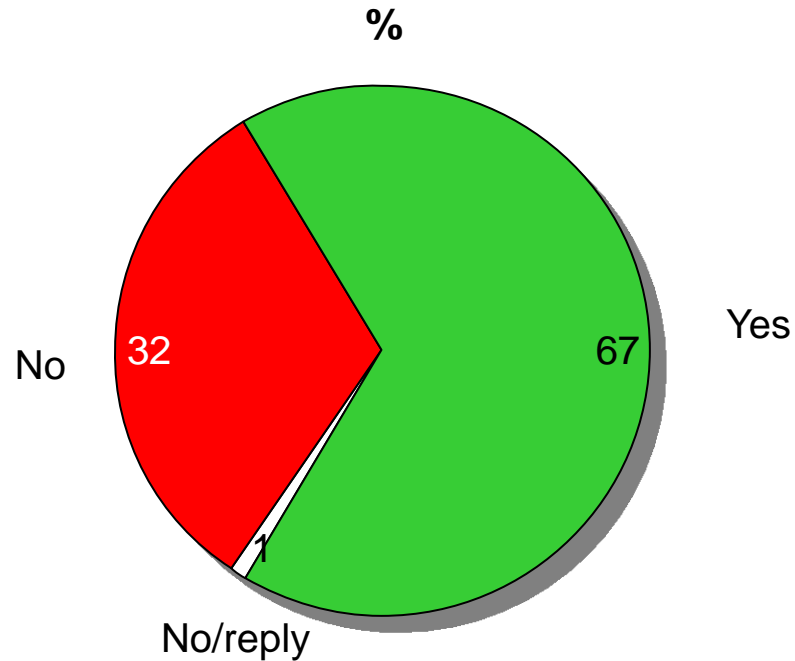
Shopping & Cooking Responsibilities



Shopping Responsibility

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

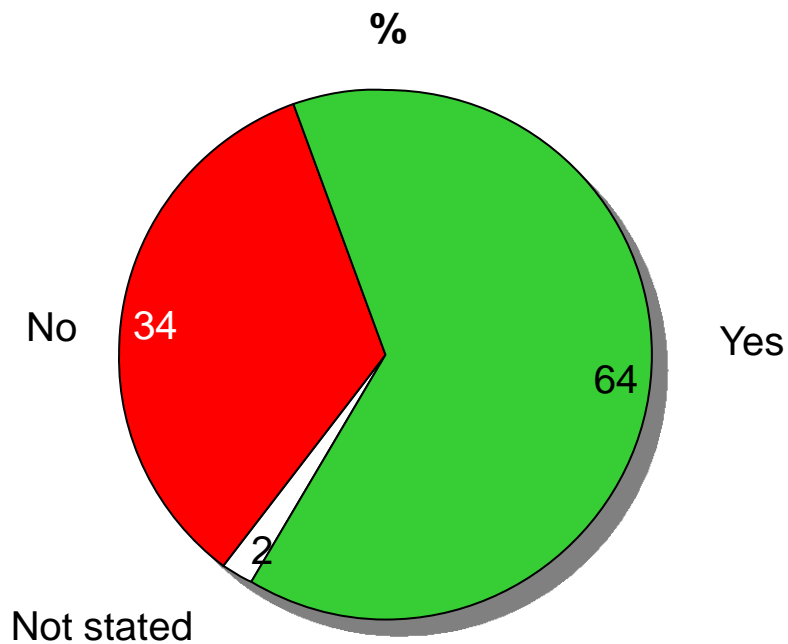
Base: All Respondents (796)



Cooking Responsibility

Q. Are you responsible for household cooking?

Base: All Respondents (796)



Main Grocery Shop

Q. Where do you generally do your main grocery shop?

Base: All Respondents (796)





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