



SAFETRAK RESEARCH

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INTRODUCTION

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RESEARCH METHODOLOGY

- The *safetrak* 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 2022 was 806 (503 ROI and 303 NI).
- Fieldwork was conducted between October 2022 and January 2023.
- Data was weighted to Census estimates at the analysis stage.

RESEARCH CONTEXT



RESEARCH CONFIRMS GROCERY PRICE INFLATION HITS RECORD HIGH IN

News October 18, 2022

Ireland sees record September inflation with grocery prices up 12.4%

Staples including butter, milk and bread were 28% higher than this time last year.

Jessica Broadbent



Sign at SuperValu grocery store in Ireland, 8 July 2021 (Image credit: shawnwil23 // shutterstock.com)

Food and fuel prices top concern as cost of living crisis pushes NI households 'to the brink'

Most people surveyed admitted to either borrowing money or cutting back on essentials to cover a bill



Grocery price inflation hits record 14.7 per cent - and puts your shopping up £682



With grocery price inflation hitting a record 14.7 per cent, it adds an average £682 to the annual cost of our shopping

08 November, 2022 02:00



GROCERY price inflation in Britain and Northern Ireland has hit a record 14.7 per cent to add a potential £682 to the annual cost of a basket amid warnings there is still no sign of a peak.

Sales of supermarket own-label products jumped again by 10.3 per cent over the latest four weeks and the

MORE IN BUSINESS



Make a real difference with Cedar and Action Cancer: GetGot has roles for team leaders and counsellors



High Flyers: Sport and passion are imprinted in Geoff



Survey: Majority of NI consumers to cut back spending on hospitality

Ireland's food prices ranked as second most expensive in Eurozone

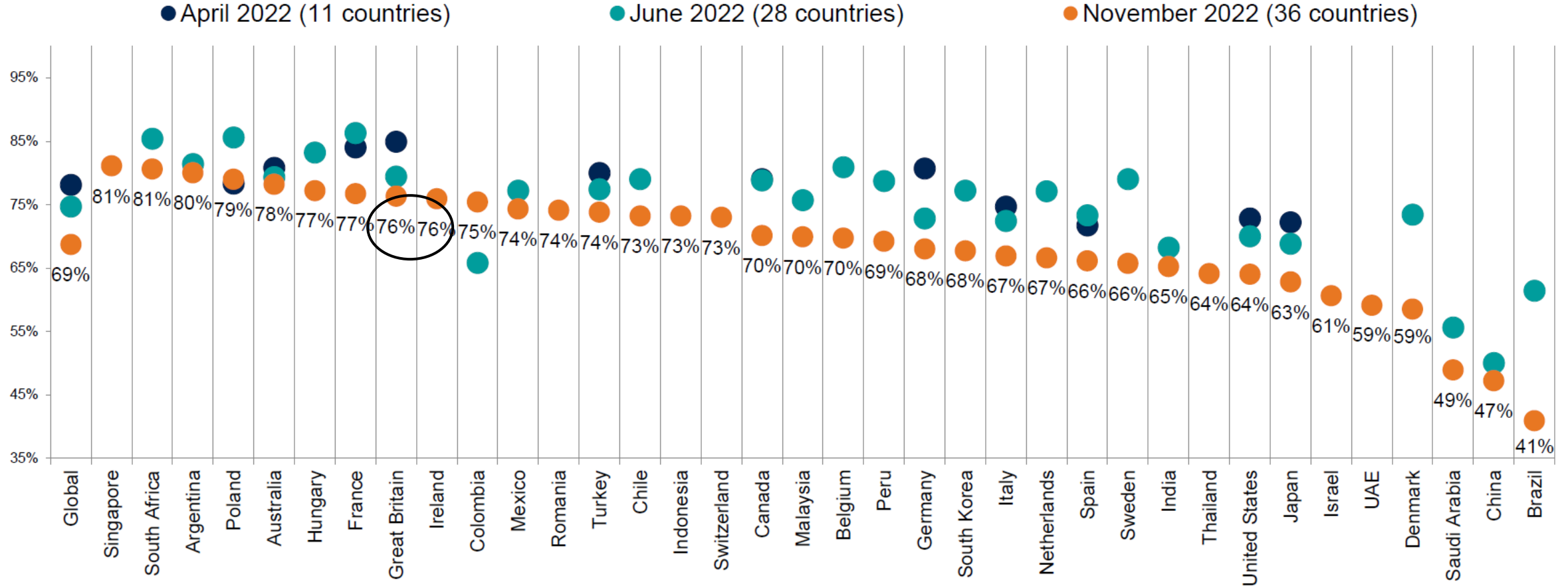
Irish prices for milk, cheese and eggs were 25% higher than the EU average



Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

The rate of inflation (how much prices are going up by)

% It will rise a lot/a little



Base: 24,471 online adults under age 75 across 36 countries, interviewed October 21-November 4, 2022

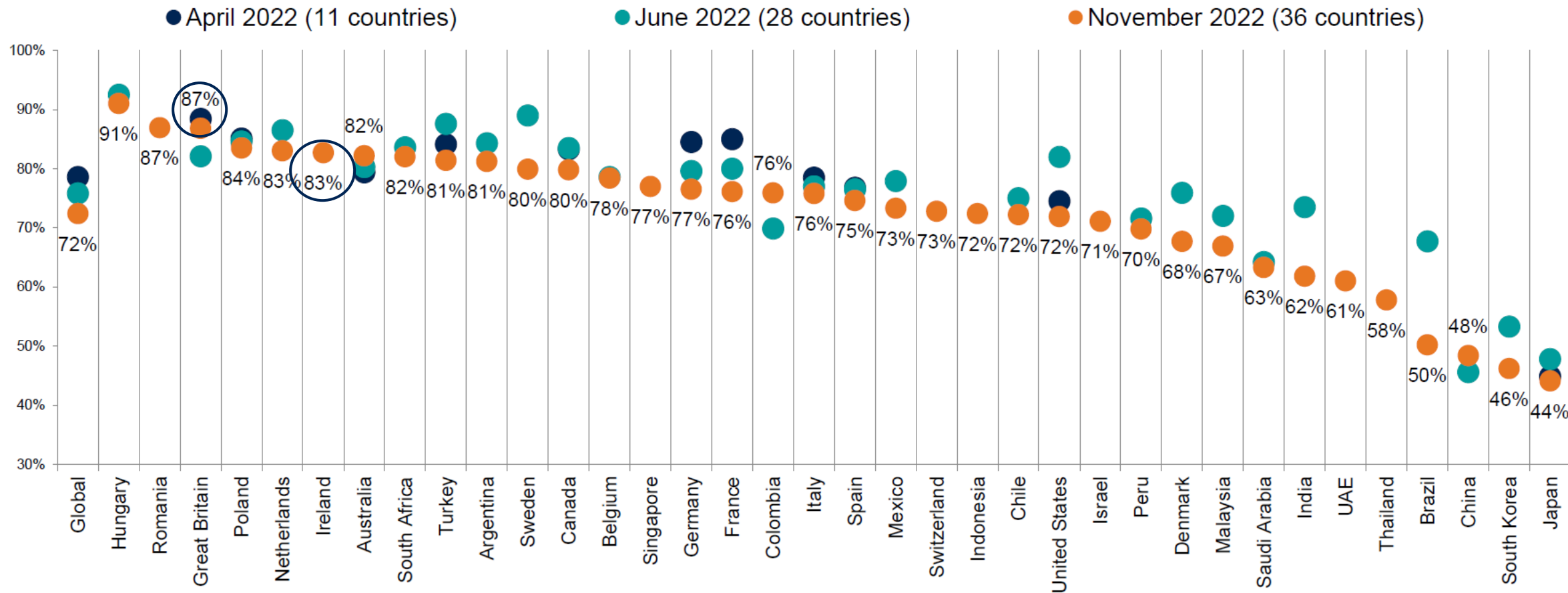
The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

The samples in Brazil, Chile, China (mainland), Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, Thailand, Turkey, and the UAE are more urban, more educated, and/or more affluent than the general population

Thinking now about your household spend in the next six months, for each of the following types of spend, please say whether you expect it to increase, decrease, or the stay the same as it is now?

The cost of your food shopping

% Increase a lot/a little



Base: 24,471 online adults under age 75 across 36 countries, interviewed October 21-November 4, 2022

The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

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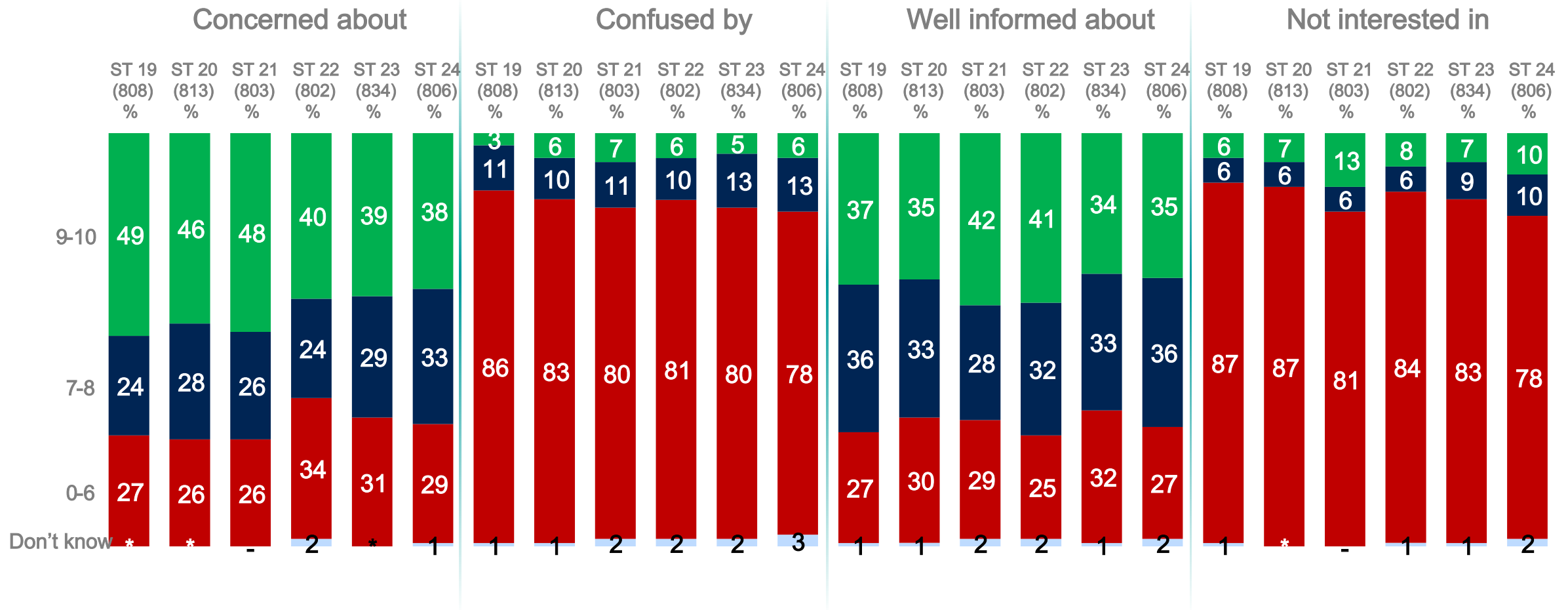
FOOD SAFETY CONCERNS

FOOD SAFETY



LEVEL OF AGREEMENT WITH STATEMENTS ABOUT FOOD SAFETY

Overall concern about food safety has increased slightly to 71%. On the flip side, the proportion who claim no food safety has increased from 16% to 20%.



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.

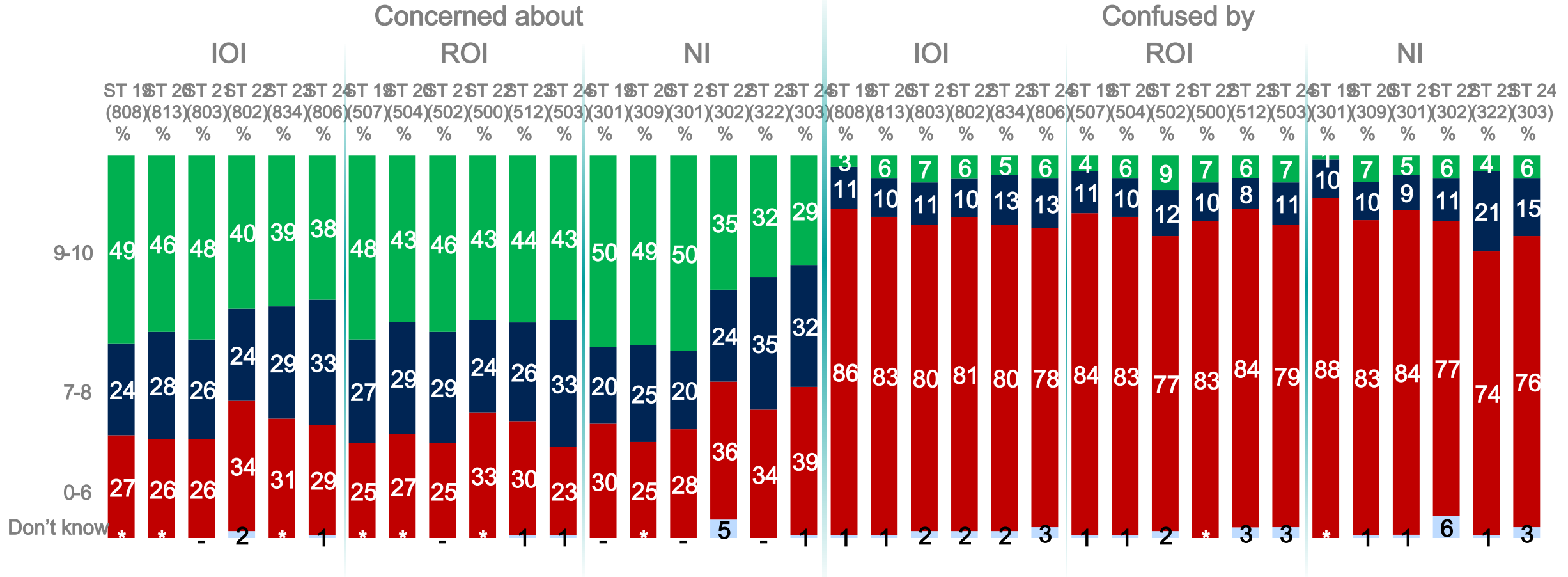
Base: All IOI Respondents: 806

10=Completely Agree
0=Completely Disagree



LEVEL OF AGREEMENT WITH STATEMENTS ABOUT FOOD SAFETY

The gap between concern about food safety in ROI and NI has widened from 3 points to 15 points, due to an increase in the proportion concerned in ROI and a decrease in the proportion concerned in NI.



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.

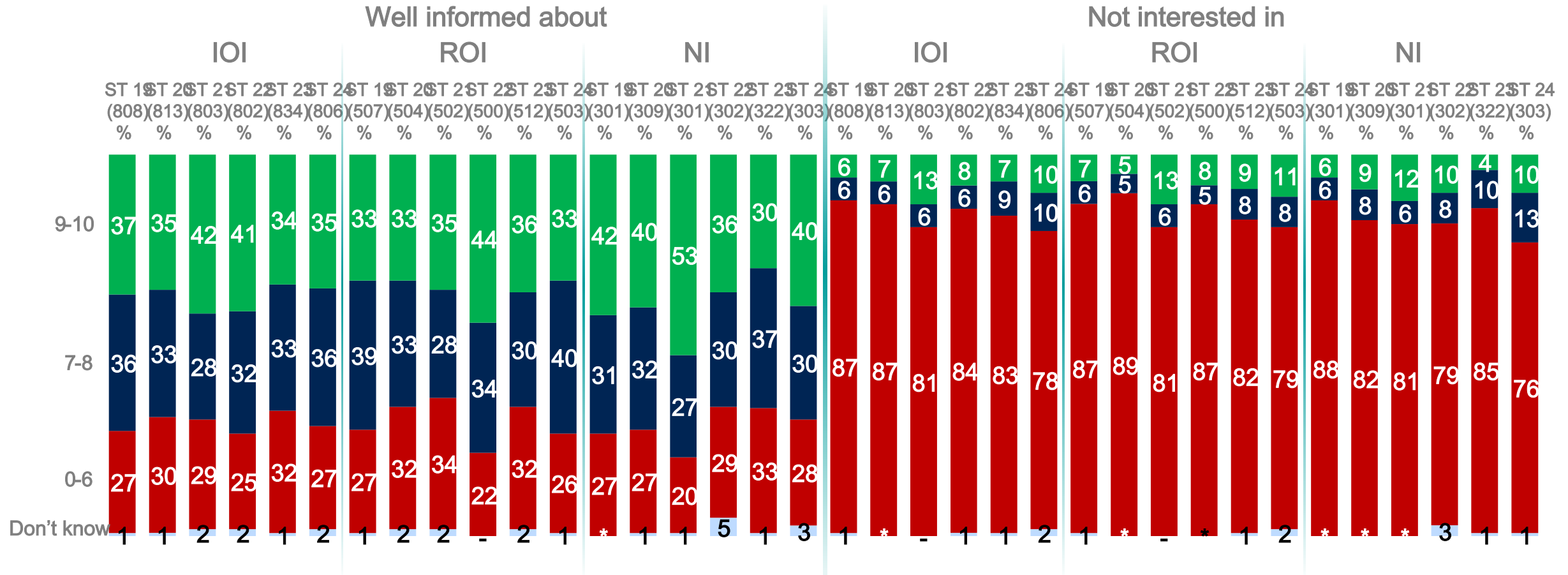
Base: All Respondents: 806 (IOI), 503 (ROI), 303 (NI)

10=Completely Agree
0=Completely Disagree



LEVEL OF AGREEMENT WITH STATEMENTS ABOUT FOOD SAFETY

Adults in ROI and NI continue to feel almost equally 'Well informed' about food safety at 73% and 70% 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.

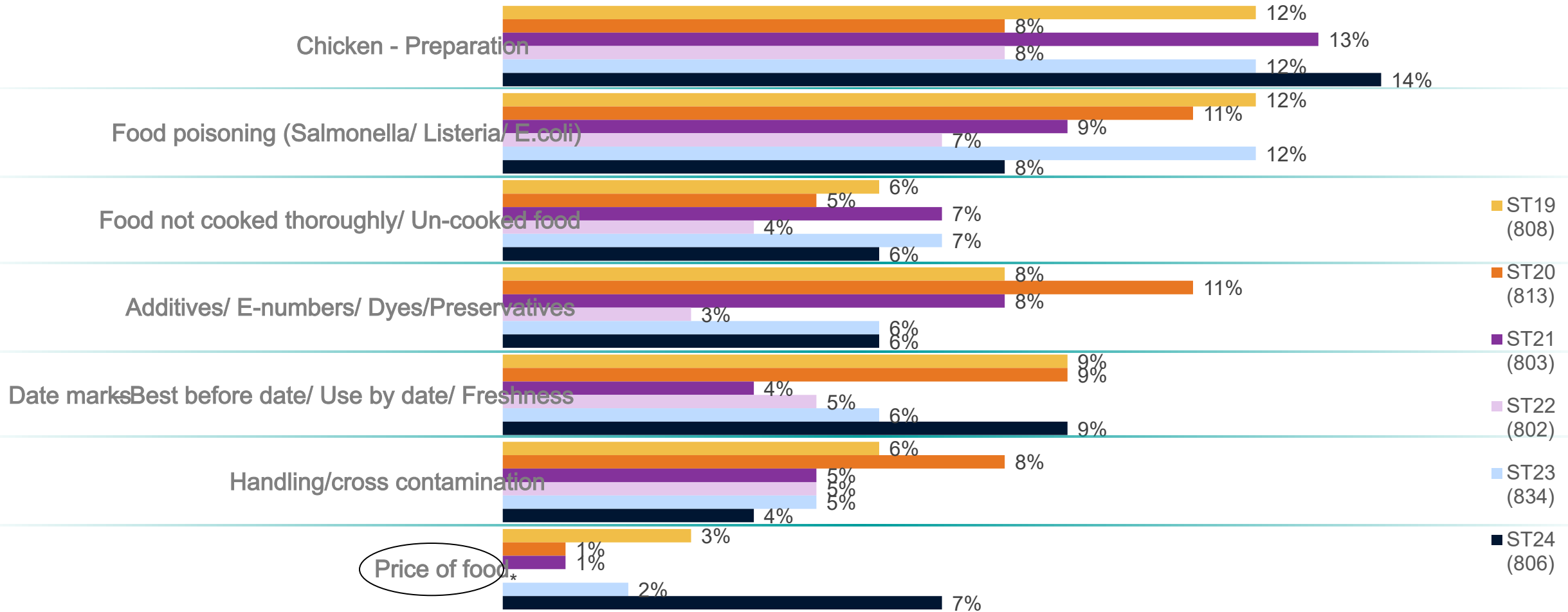
Base: All Respondents: 806 (IOI), 503 (ROI), 303 (NI)

10=Completely Agree
0=Completely Disagree



FOOD RELATED ISSUE OF MOST CONCERN

Chicken preparation is the most common food related concern on the island of Ireland at 14%. The price of food is the 7th most common concern at 7%.



Q.12 What one food related issue are you most concerned about?
 Base: All IOI Respondents: 806

FOOD RELATED ISSUE OF MOST CONCERN

Chicken preparation is the top food related issue of most concern in ROI (16%). The price of food is 14% top concern in NI.

Top 5 Issues Of Most Concern	
	ROI (503) %
Chicken Preparation	16
Food poisoning (Salmonella/ Listeria/ E.coli)	11
Date marks Best before date/ Use by date/ Freshness	10
Additives/Flavours/ Dyes/Preservatives	7
Food not cooked thoroughly/cooked food	6

Top 5 Issues Of Most Concern	
	NI (303) %
Price of food	14
Chicken Preparation	11
Food handling/cross contamination	9
Date marks Best before date/ Use by date/ Freshness	8
Food not cooked thoroughly/cooked food	6

Q.12 What one food related issue are you most concerned about?
 Base: All most concerned about one food related issue: 503 (ROI), 303 (NI)



CONCERNS ABOUT PRICE KEY FOODS

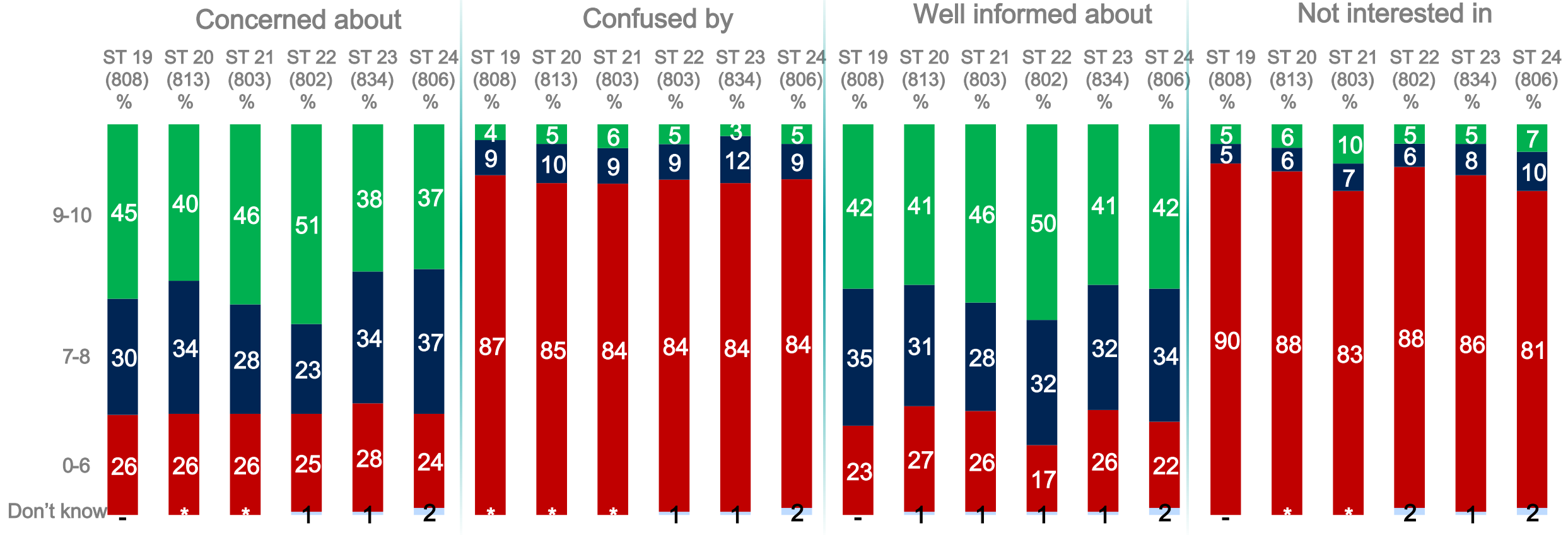
- The price of food is the top food related concern for adults in Northern Ireland at 14%.
- This figure is significantly higher among those in the **COVID-19** category at 18% than among those in the **not in COVID-19** category at 9%.
- While the price of food does register as a concern among those in the Republic of Ireland it is at a much

HEALTHY EATING



LEVEL OF AGREEMENT WITH STATEMENTS ABOUT HEALTHY EATING

While the majority of adults are concerned about eating healthily (74%), Top 2 Box (9 & 10) agreement levels are lower than the levels recorded (37%).



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.

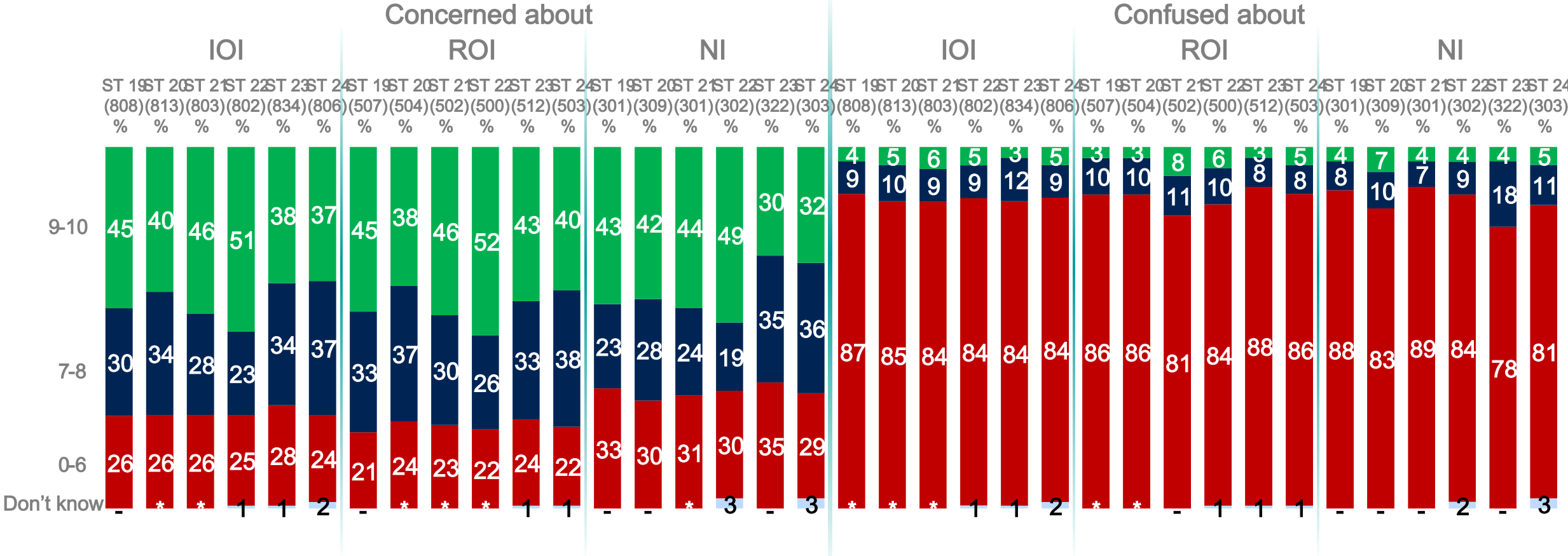
Base: All IOI Respondents: 806

10=Completely Agree
0=Completely Disagree



LEVEL OF AGREEMENT WITH STATEMENTS ABOUT HEALTHY EATING

Those in ROI continue to be more likely to be concerned about healthy eating (78%) than those in NI (68%).



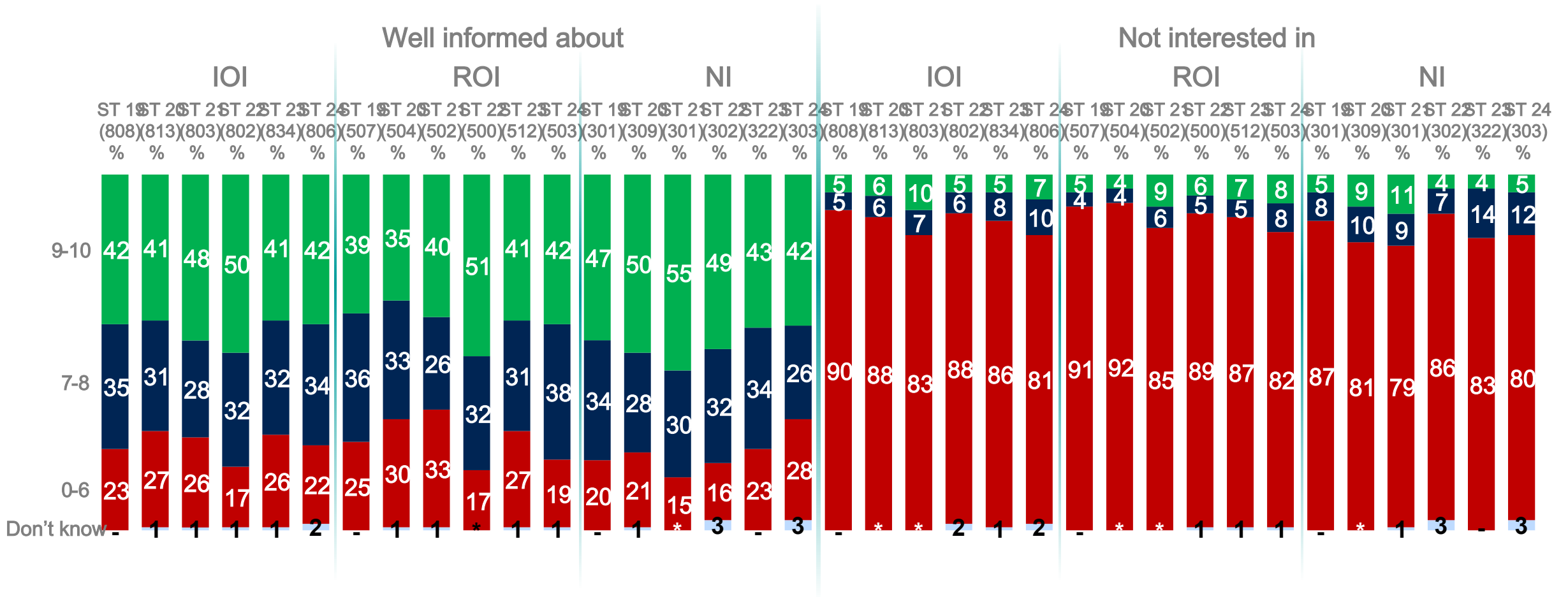
Q.18 On a scale of 0 to 10 please tell me how much you agree or disagree with the following. 0 means you completely disagree, 10 means you completely agree.
 Base: All Respondents: 806 (IOI), 503 (ROI), 303 (NI)

10=Completely Agree
 0=Completely Disagree



LEVEL OF AGREEMENT WITH STATEMENTS ABOUT HEALTHY EATING

Just over three quarters (76%) of adults claim that they are well informed about healthy eating, this figure is 81%



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: 806 (IOI), 503 (ROI), 303 (NI)

10=Completely Agree
 0=Completely Disagree



CHALLENGES FACING HOUSEHOLDS



CHALLENGES FACING HOUSEHOLDS

The proportion of adults eating out of the house in NI has declined from 46% to 39% and just over one fifth cannot afford to eat healthily.

	2018 Applies ✓			2019 Applies ✓			2020 Applies ✓			2021 Applies ✓			2022 Applies ✓		
	IOI	ROI	NI	IOI	ROI	NI	IOI	ROI	NI	IOI	ROI	NI	IOI	ROI	NI
	(813) %	(504) %	(309) %	(803) %	(502) %	(301) %	(802) %	(500) %	(302) %	(834) %	(512) %	(322) %	(806) %	(503) %	(303) %
We/I often eat out of the house	34	37	30	34	35	32	30	29	31	39	34	46	37	35	39
We/I don't have enough time to plan, & prepare healthy meals	21	20	22	25	27	21	21	20	22	27	19	40	23	21	26
We/I do not have enough time to sit down for meals	15	15	15	23	26	17	15	12	20	23	16	33	18	15	22
We/I cannot afford to eat healthily	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	17	14	22

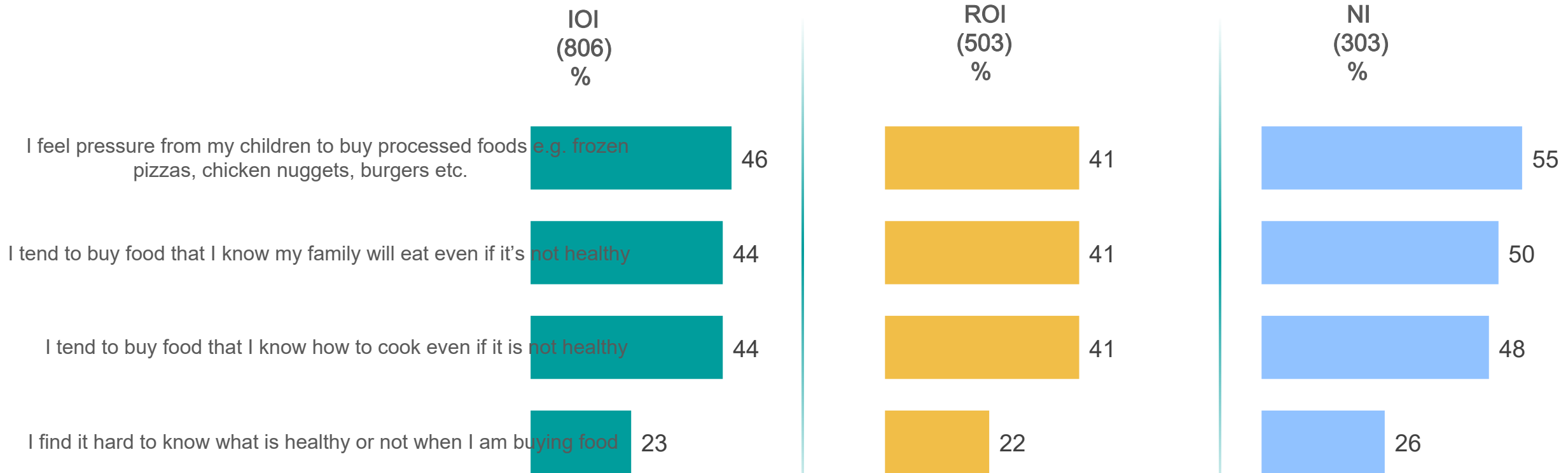
Q.19aa I am now going to read out some statements people have said in relation to the challenges they face with regard to healthy eating. For each of these statements could you please tell me if they apply, or do not apply to you and your household.

Base: All Respondents: 806 (IOI), 503 (ROI), 303 (NI)

GROCERY SHOPPING AND MEAL PLANNING

STATEMENTS ABOUT GROCERY SHOPPING

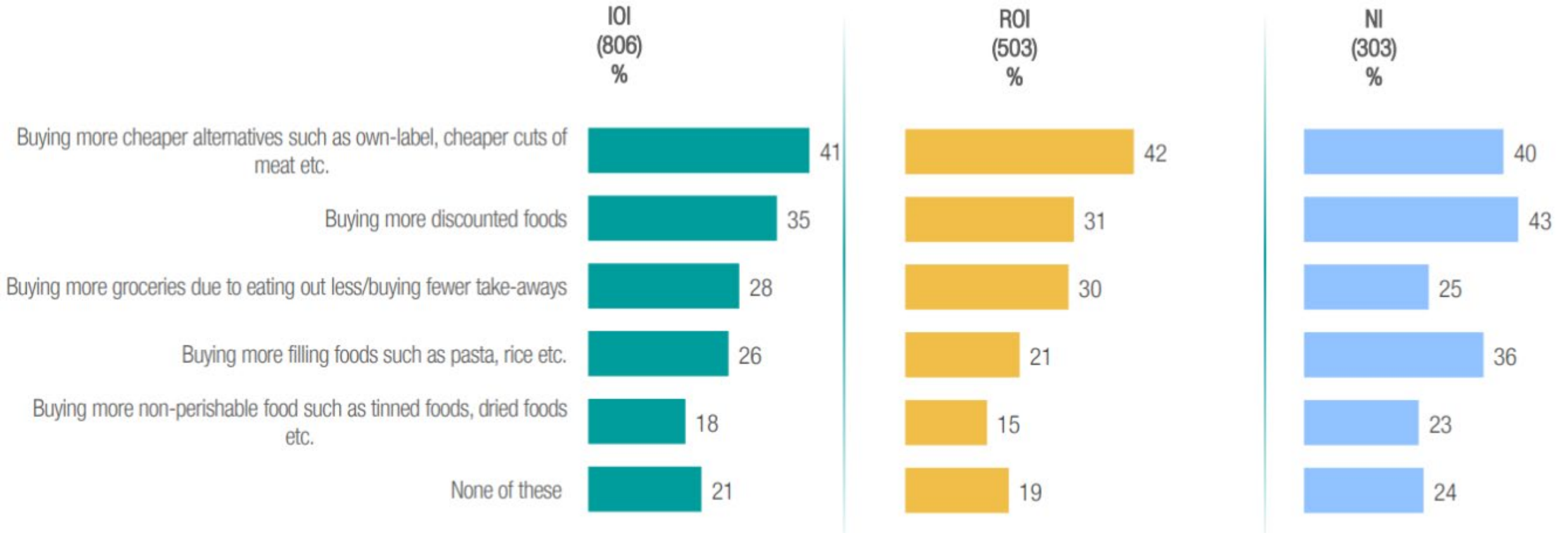
Over four in ten adults are buying foods that they know are not healthy because they feel pressure from children they know they will be eaten (44%) or they know how to cook them (44%).



Q.22NEW Thinking now about grocery shopping, please tell me if you agree or disagree with the following statements?
 Base: All Respondents: 806 (IOI), 503 (ROI), 303 (NI)

CHANGES TO GROCERY SHOPPING HABITS IN 2022

Over four in ten (41%) adults are buying more 'cheaper alternatives', with similar levels recorded in ROI and NI. Respondents are also significantly more likely to buy more discounted foods at 43%.

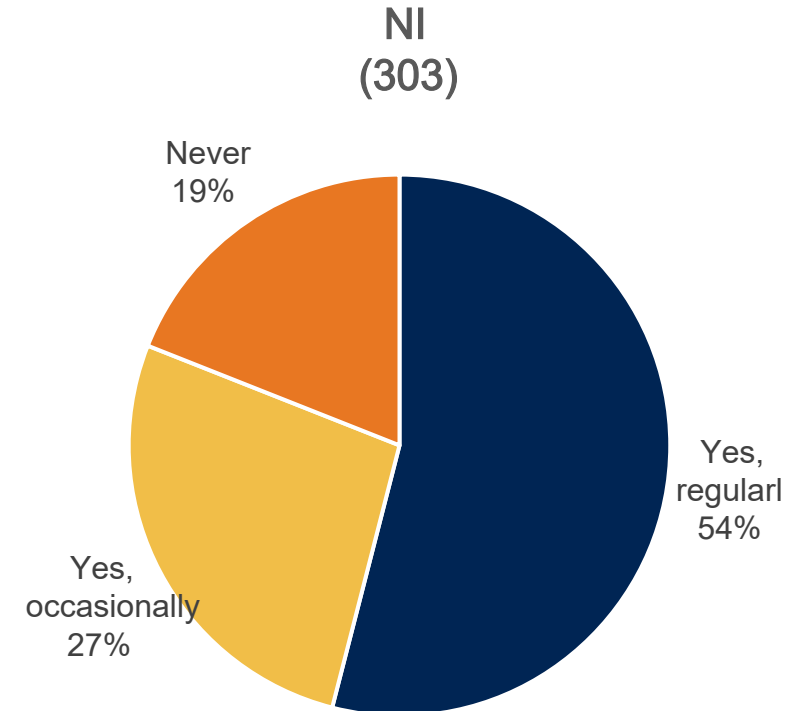
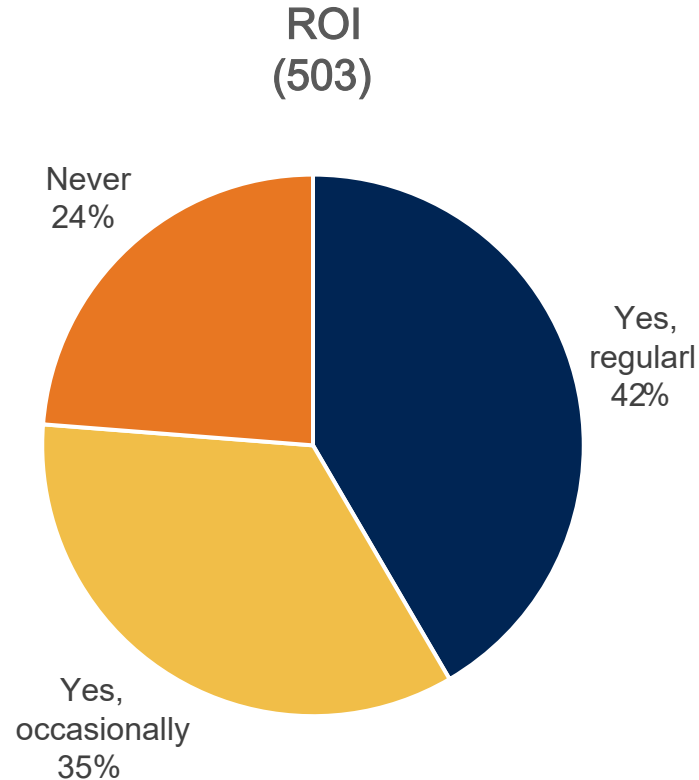
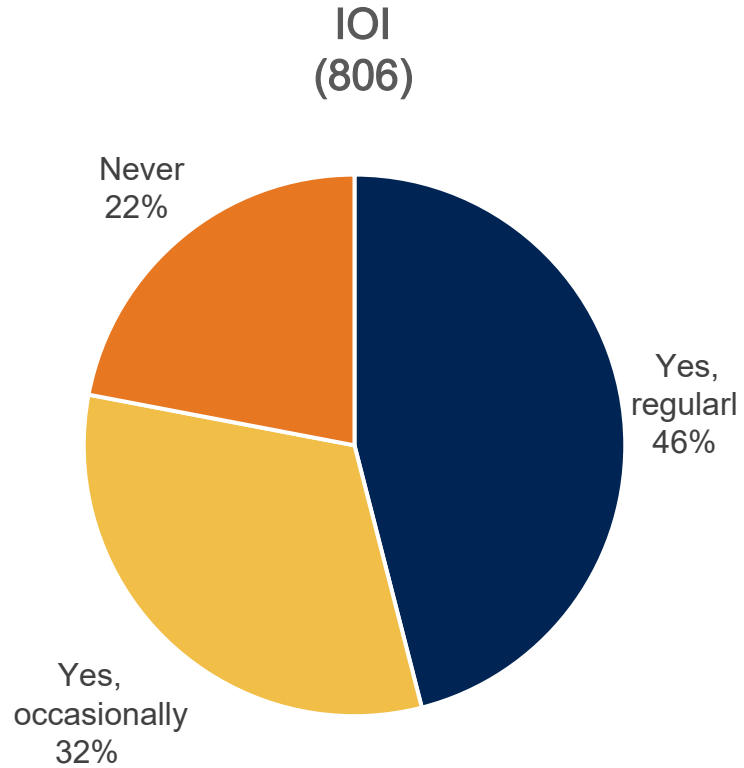


Q.23NEW Which of the following changes, if any, have you made to your grocery shopping habits since the beginning of 2022?

Base: All Respondents: 806 (IOI), 503 (ROI), 303 (NI)

MEAL PLANNING

Over three quarters (78%) of adults on the island of Ireland claim to plan their meals in advance with just under half stating that they do so on a regular basis.

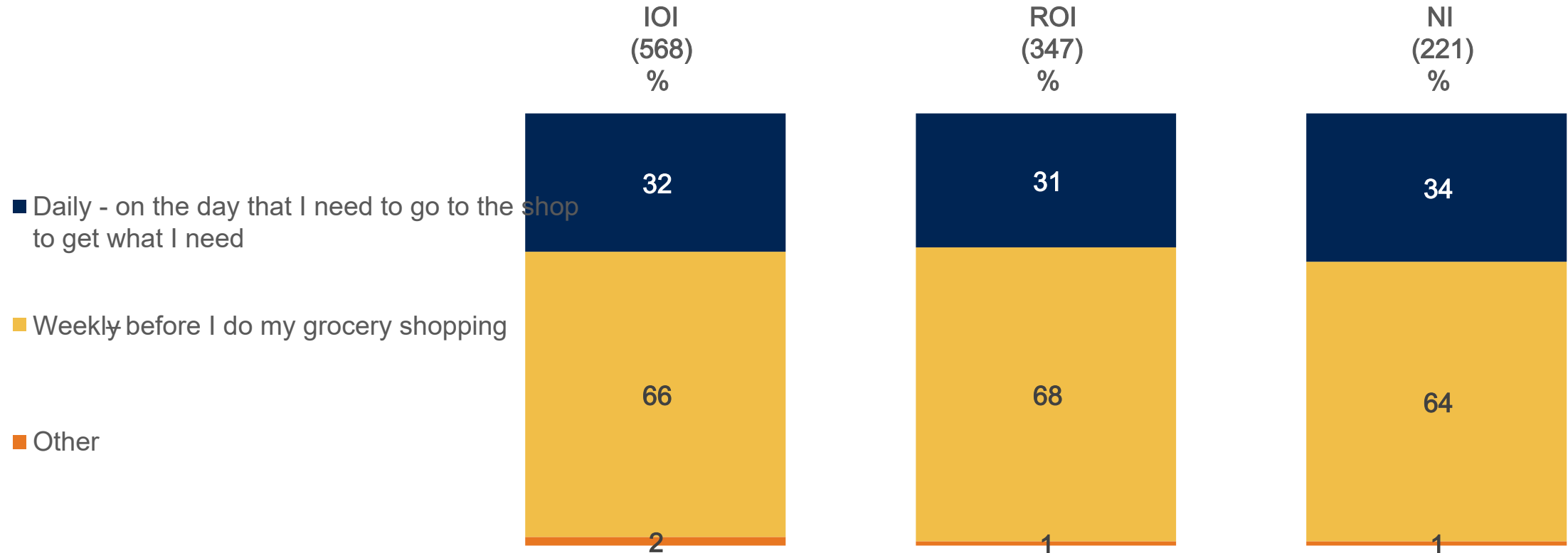


Q.24NEW Do you plan your/your family's meals in advance before you do your grocery shopping?

Base: All Respondents: 806 (IOI), 503 (ROI), 303 (NI)

WHEN DO YOU PLAN MEAL/MEALS

Two thirds plan their meals on a weekly basis, with no significant difference recorded between ROI and NI.

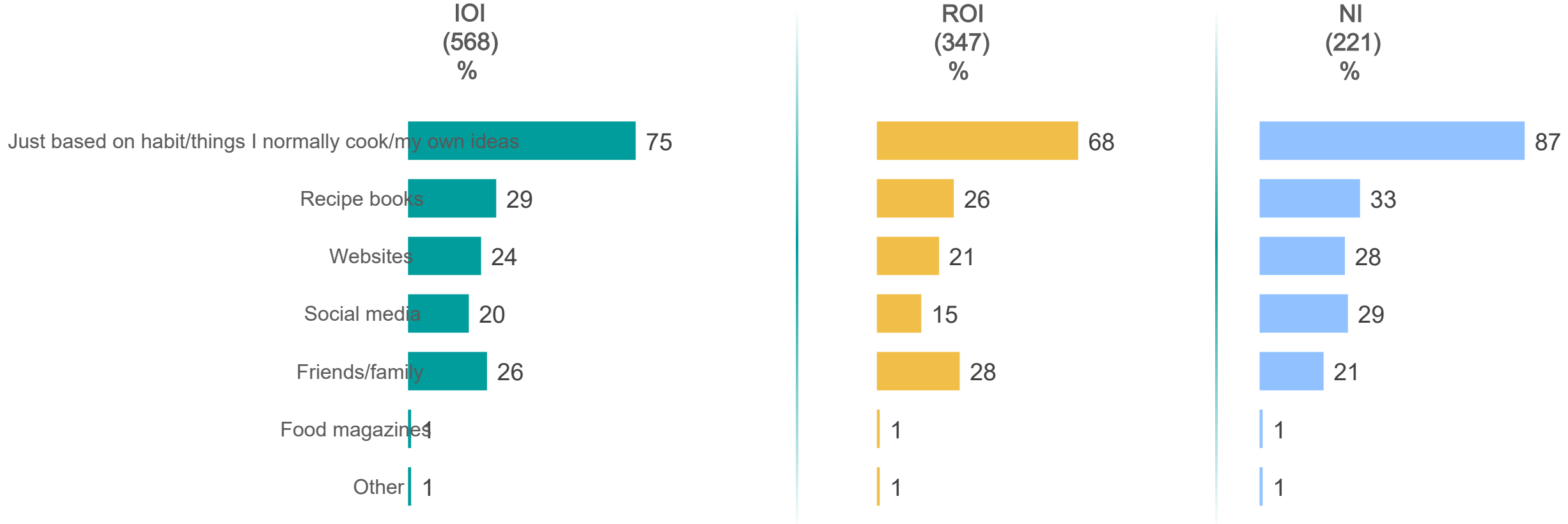


Q.25NEW When do you usually plan your meal or meals?

Base: All Respondents who plan meals: 568 (IOI), 347 (ROI), 221 (NI)

IDEAS FOR MEAL PLANNING

The majority of meal ideas (75%) come from 'habit/things I normally cook/my own ideas'. Those in Nkaya sign use their own ideas (87%) than those in ROI (68%)

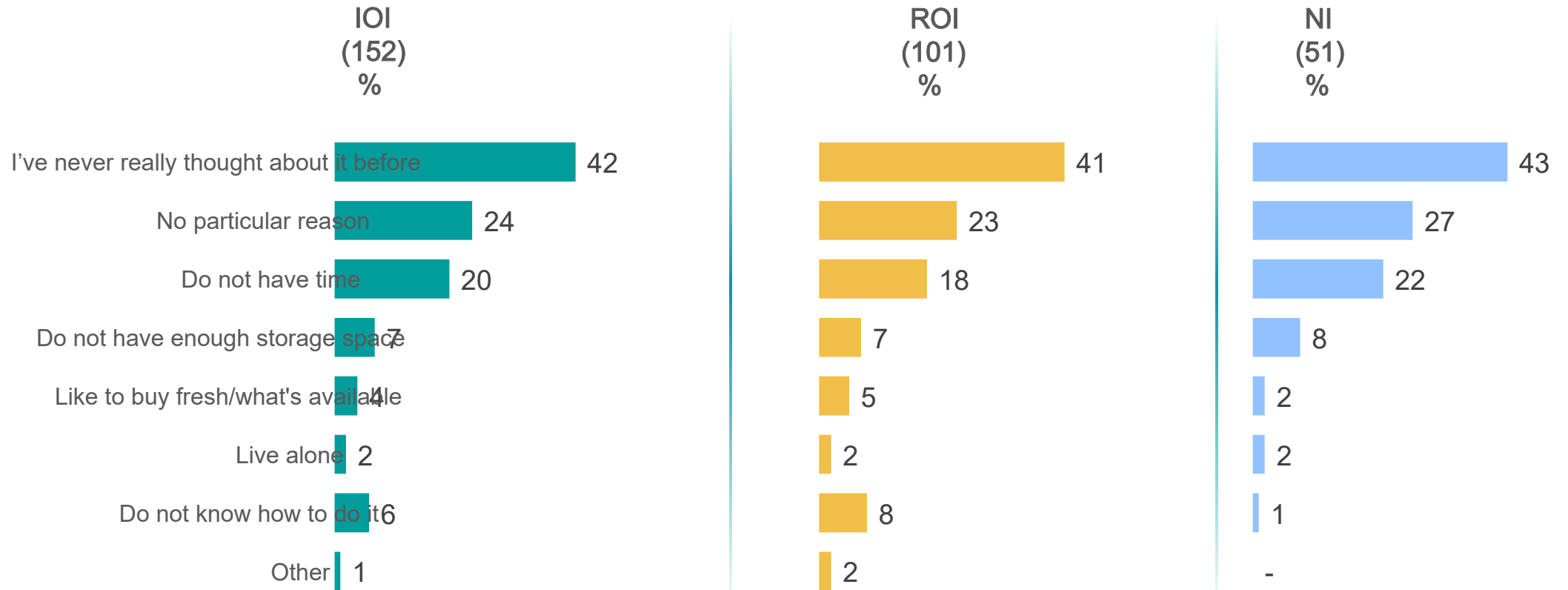


Q.26NEW Where do you normally get your ideas from when planning meals?
Base: All Respondents who plan meals: 568 (IOI), 347 (ROI), 221 (NI)



REASONS FOR NOT PLANNING MEALS

Just over four in ten (42%) who don't plan meals have not really thought of it before now, while 24% have no reason for not doing so.



Q.27NEW Are there any particular reasons why you don't plan your/your family's meals in advance?
 Base: All Respondents who never plan meals: 152 (IOI), 101 (ROI), 51 (NI)

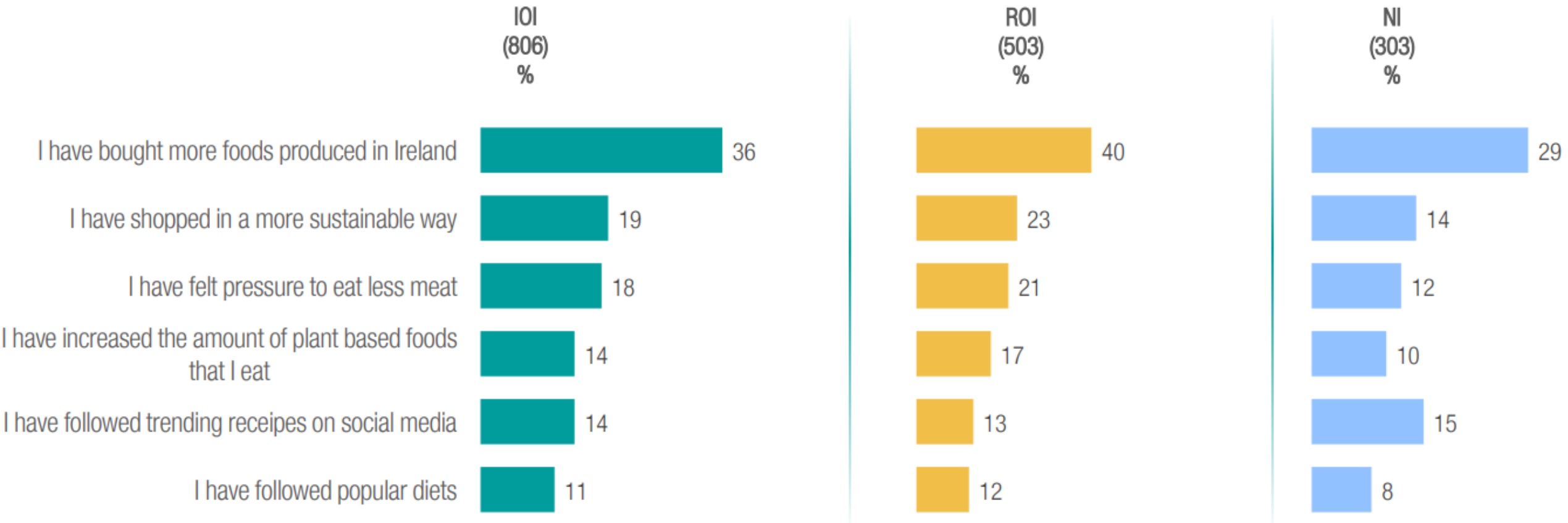


EMERGING TRENDS



AGREEMENT WITH STATEMENTS

Just over one third of adults (36%) on the island of Ireland claim to have bought more foods produced in Ireland. Almost 1 in 5 state that they are shopping in a more sustainable way, with a higher proportion in ROI (23%) claiming to have done so (14%).



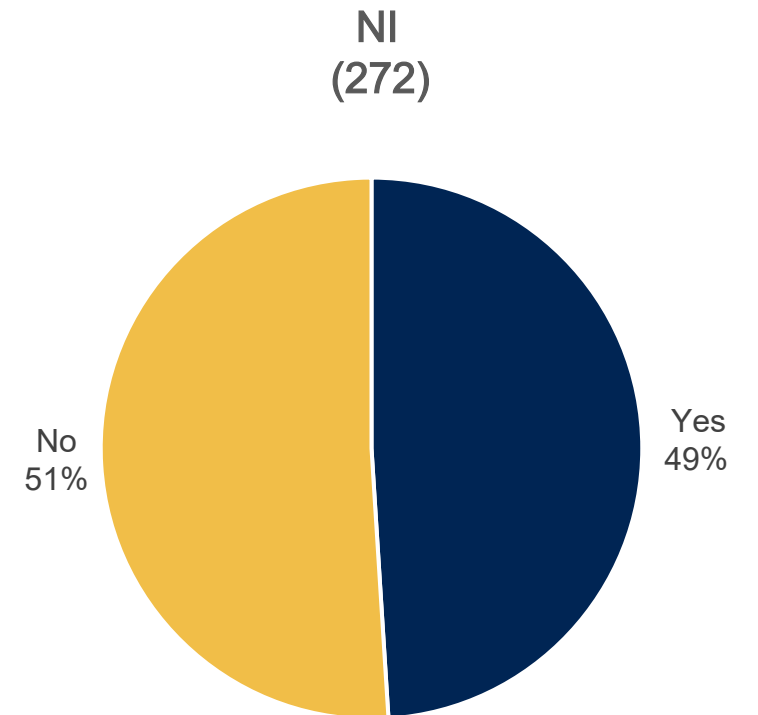
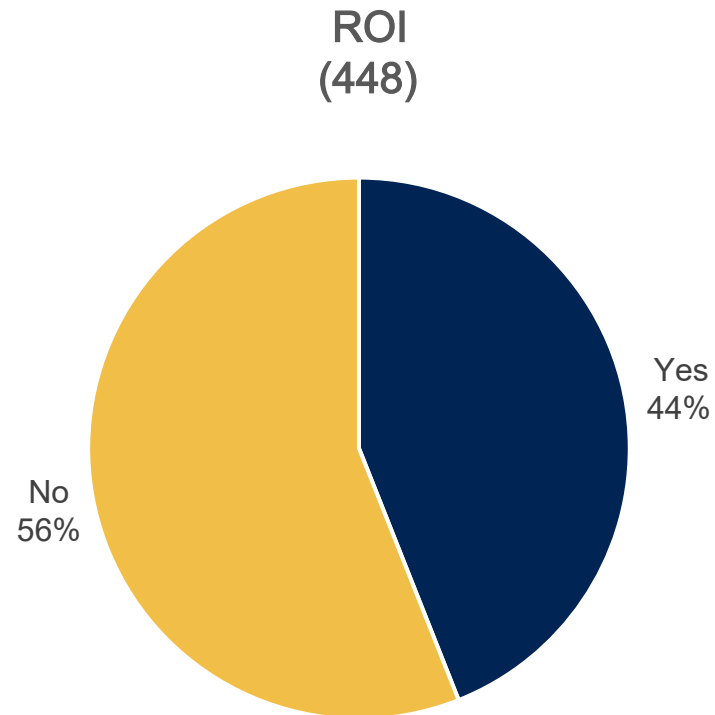
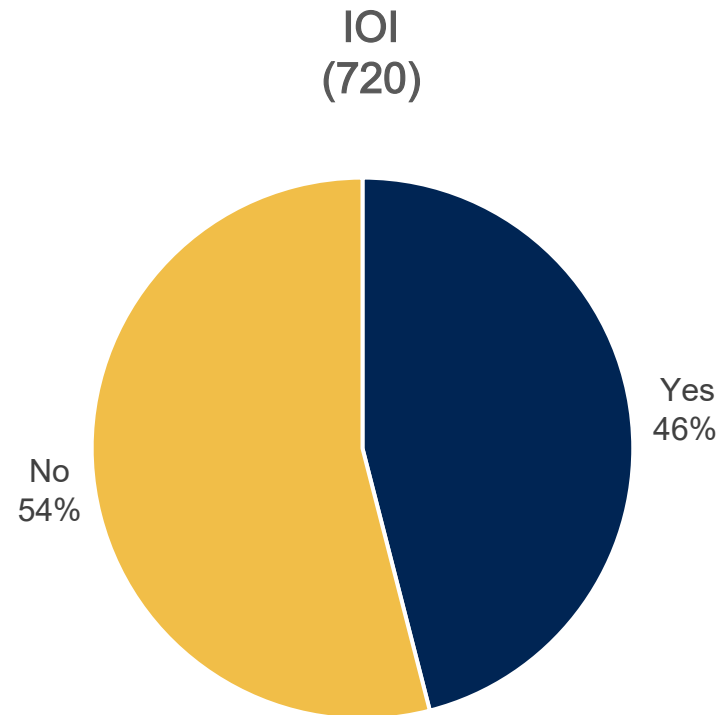
Q.30NEW Which of the following, if any, have applied to you over the past 6 months?
Base: All Respondents: 806 (IOI), 503 (ROI), 303 (NI)

AIR FRYERS



DO YOU EVER USE AN AIR FRYER?

Almost half (46%) of adults on the island of Ireland use an air fryer, with similar levels recorded in both ROI and NI



Q.31NEW Do you ever use an air fryer when cooking?

Base: All Respondents: 720 (IOI), 448 (ROI), 272 (NI)

FOODS COOKED USING AN AIR FRYER

The majority (84%) of those who use an air fryer use it to cook chips/French fries and almost two thirds (65%)

	IOI	ROI	NI
	(326)	(197)	(129)
	%	%	%
Chips/French fries	84	82	86
Chicken	65	61	70
Sausages	59	60	57
Roast potatoes	49	41	60
Burgers	43	42	44
Fish	36	38	34
Vegetables	32	29	37
Bacon	32	30	34
Other	2	2	2
Other type of meat e.g. lamb, turkey, steak	1	2	-

Q.32NEW What kind of foods do you cook using an air fryer?

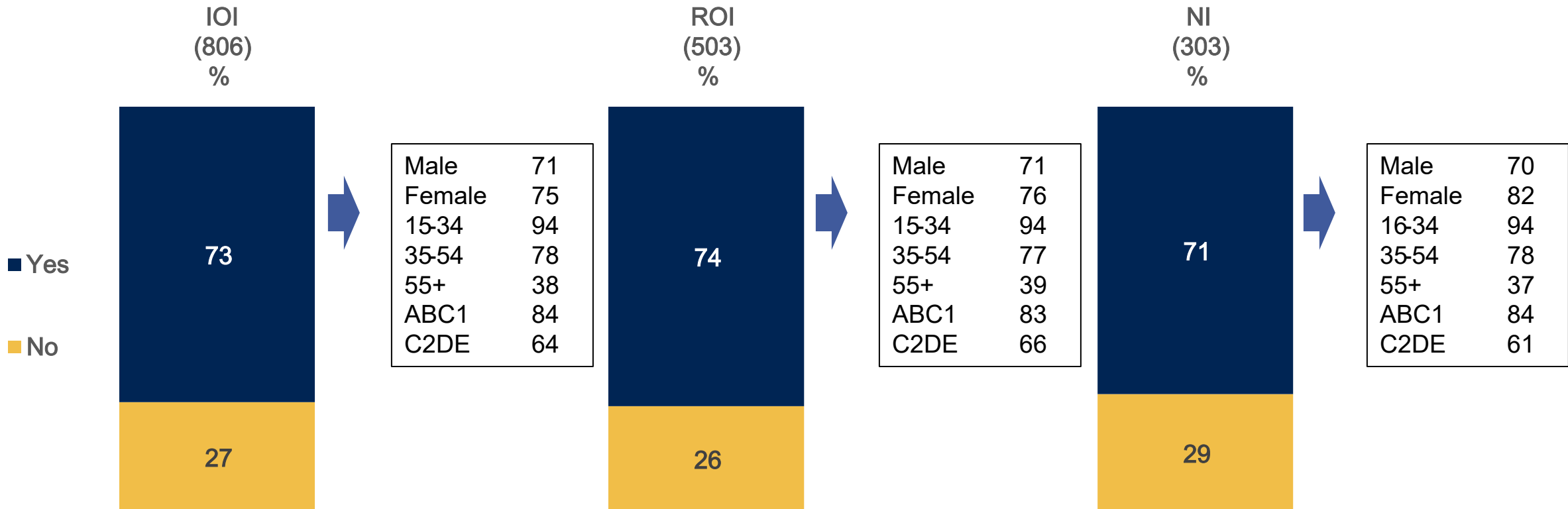
Base: All Respondents: 326 (IOI), 197 (ROI), 129 (NI)

SOCIAL MEDIA AND COOKING



DO YOU HAVE ANY SOCIAL MEDIA ACCOUNTS

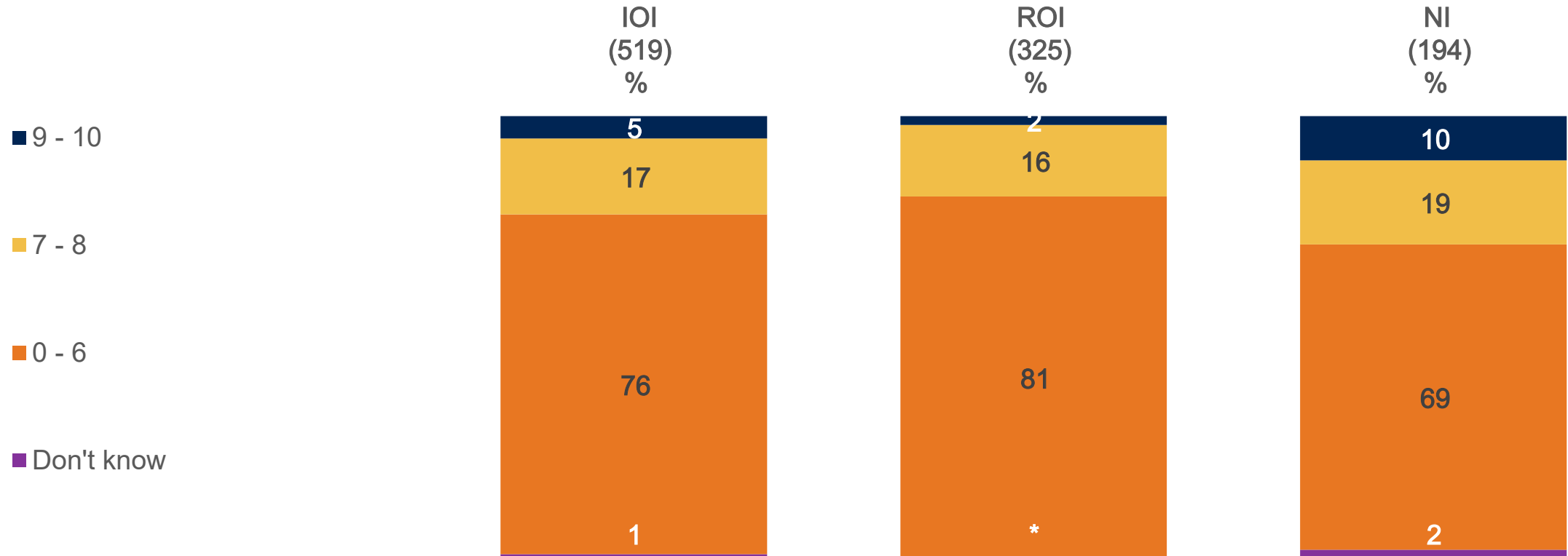
Almost three quarters (73%) of adults on the island of Ireland have a social media account. This figure rises to 82% for those aged between 15 and 34.



Q.28NEW Do you have any social media accounts?
 Base: All Respondents: 806 (IOI), 503 (ROI), NI (303)

SOCIAL MEDIA INFLUENCE ON COOKING

The majority (76%) of adults involved in food preparation who have a social media account claim that ~~social media~~ influences the food that they cook at home. On the flip side, 5% are influenced by social media and this figure rises to 10



Q.29NEW On a scale of 0 to 10, where 0 is does not influence at all and 10 is influences very much, how much does social media influence the food that you cook at home?
 Base: All Respondents with a social media account who are involved in food preparation/cooking: 519 (IOI), ROI (325), NI (194)

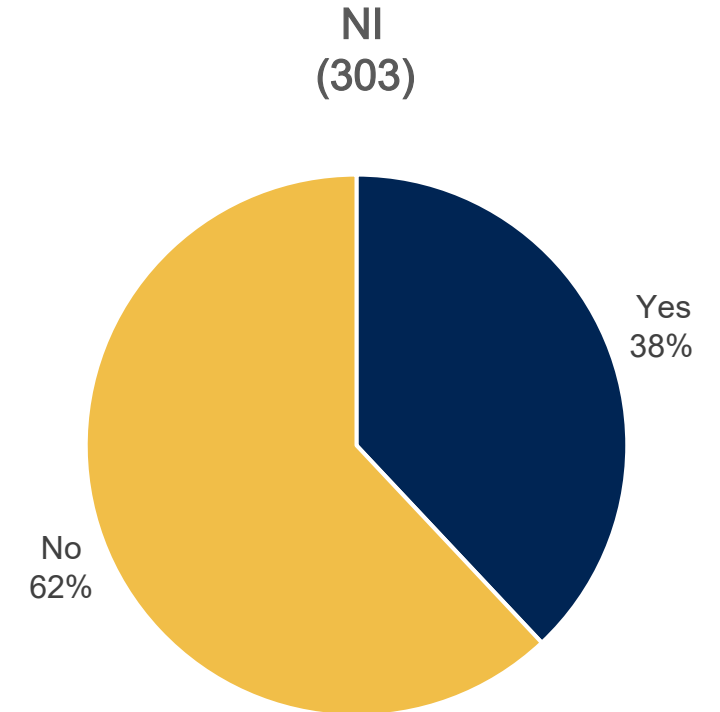
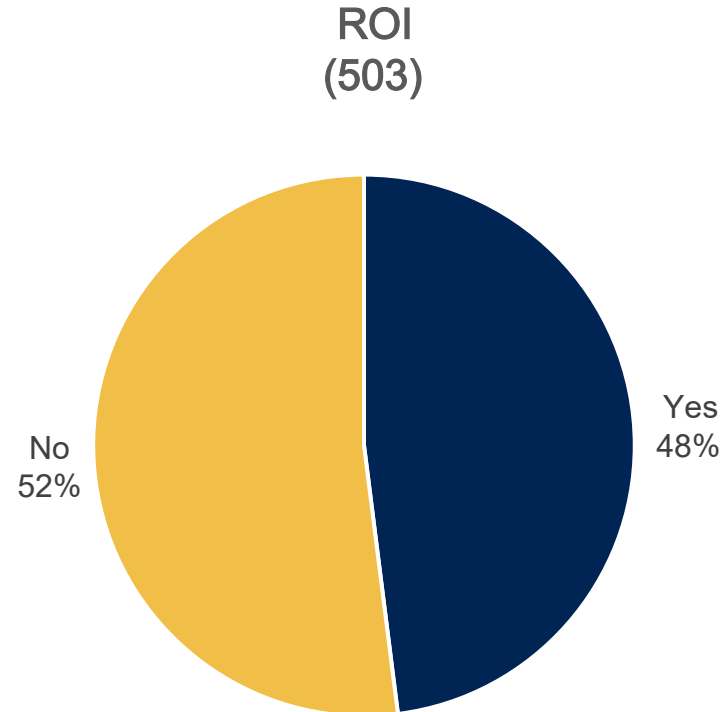
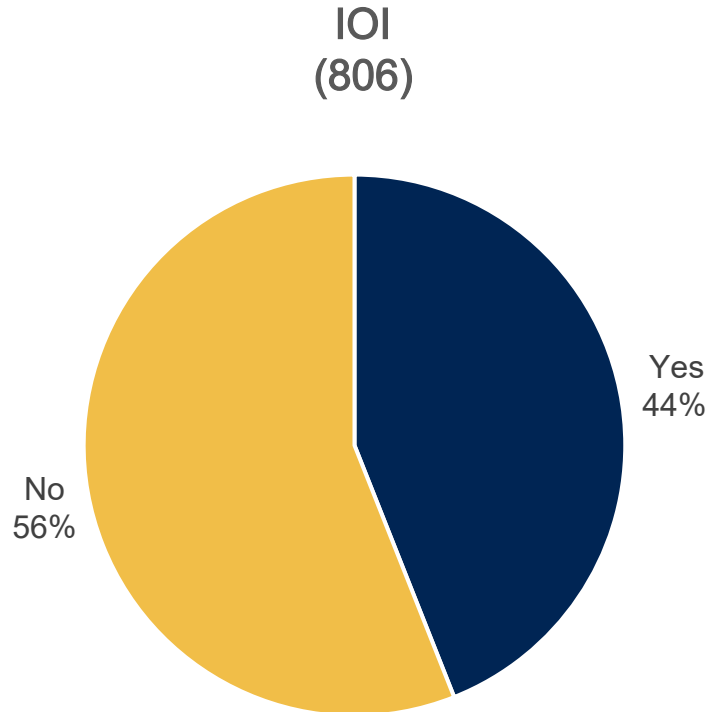


ONLINE SEARCHES FOR FOOD INFORMATION



ONLINE SEARCHES FOR FOOD INFORMATION

Just over four in ten adults on the island of Ireland have searched online for information about food settings, recipes and food safety. This figure is significantly higher in ROI (48%) than in NI (38%).



Q.34NEW In the past 6 months have you searched online for information about food such as recipes, healthy eating and food safety?
Base: All Respondents: 806 (IOI), 503 (ROI), NI (303)

LAST TYPE OF FOOD INFORMATION SEARCHED FOR

The majority (82%) of those who searched for food information online searched for recipes most recently, followed by eating at 27%. No significant difference was recorded between those in ROI and those in NI.

	IOI	ROI	NI
	(361)	(244)	(117)
	%	%	%
Recipe/recipes	82	82	82
Information about healthy eating	27	26	28
Information about food safety	11	12	9
Information about a specific type of diet e.g. gluten free, plant based, vegan high protein	10	12	7
Other	1	1	-
Can't recall	2	1	5

Q.35NEW What was the last type of food related information that you searched for?

Base: All Respondents: 361 (IOI), 244 (ROI), 117 (NI)