

# Safetrak 15

January 2014



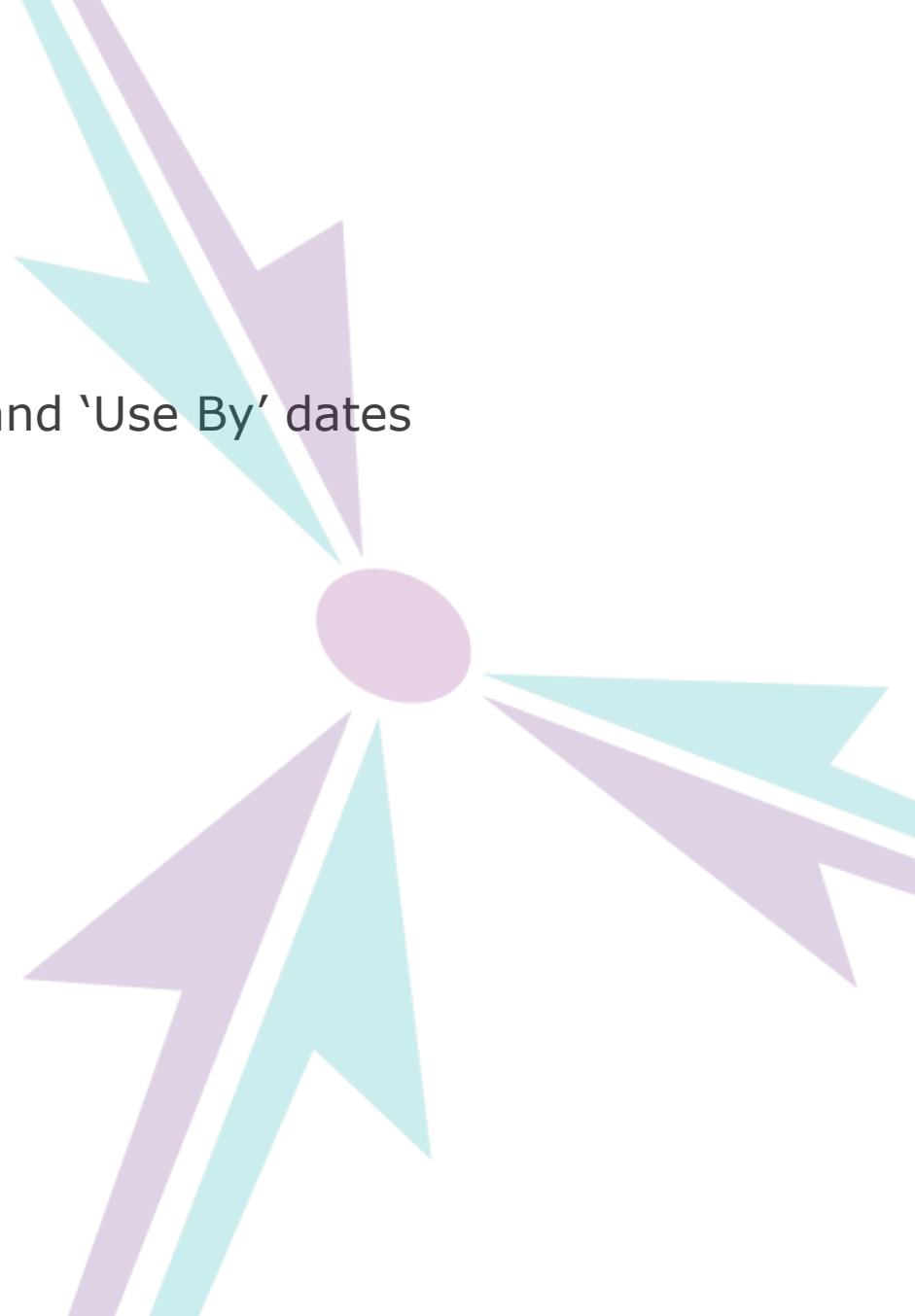
be **safe** be **healthy** be **well**

# Presentation Outline

## ✓ Background and Methodology

## ✓ Content

- ✓ Understanding 'Best Before' and 'Use By' dates
- ✓ Food Safety Concerns
- ✓ Healthy Eating Concerns
- ✓ Lunch Behaviour
- ✓ Storing Food
- ✓ Preparing Food
- ✓ Hand Washing
- ✓ Portions
- ✓ Social media
- ✓ Demographics



# Background & Methodology – Safetrak 15

## Total number of interviews:



**Sample:** Nationally representative sample of adults aged 15-74

**Fieldwork:** In home face-to-face interviews  
63 sampling points in the Republic of Ireland  
30 sampling points in Northern Ireland  
Fieldwork dates: 15<sup>th</sup> November – 30<sup>th</sup> November (ROI)  
15<sup>th</sup> November – 30<sup>th</sup> November (NI)

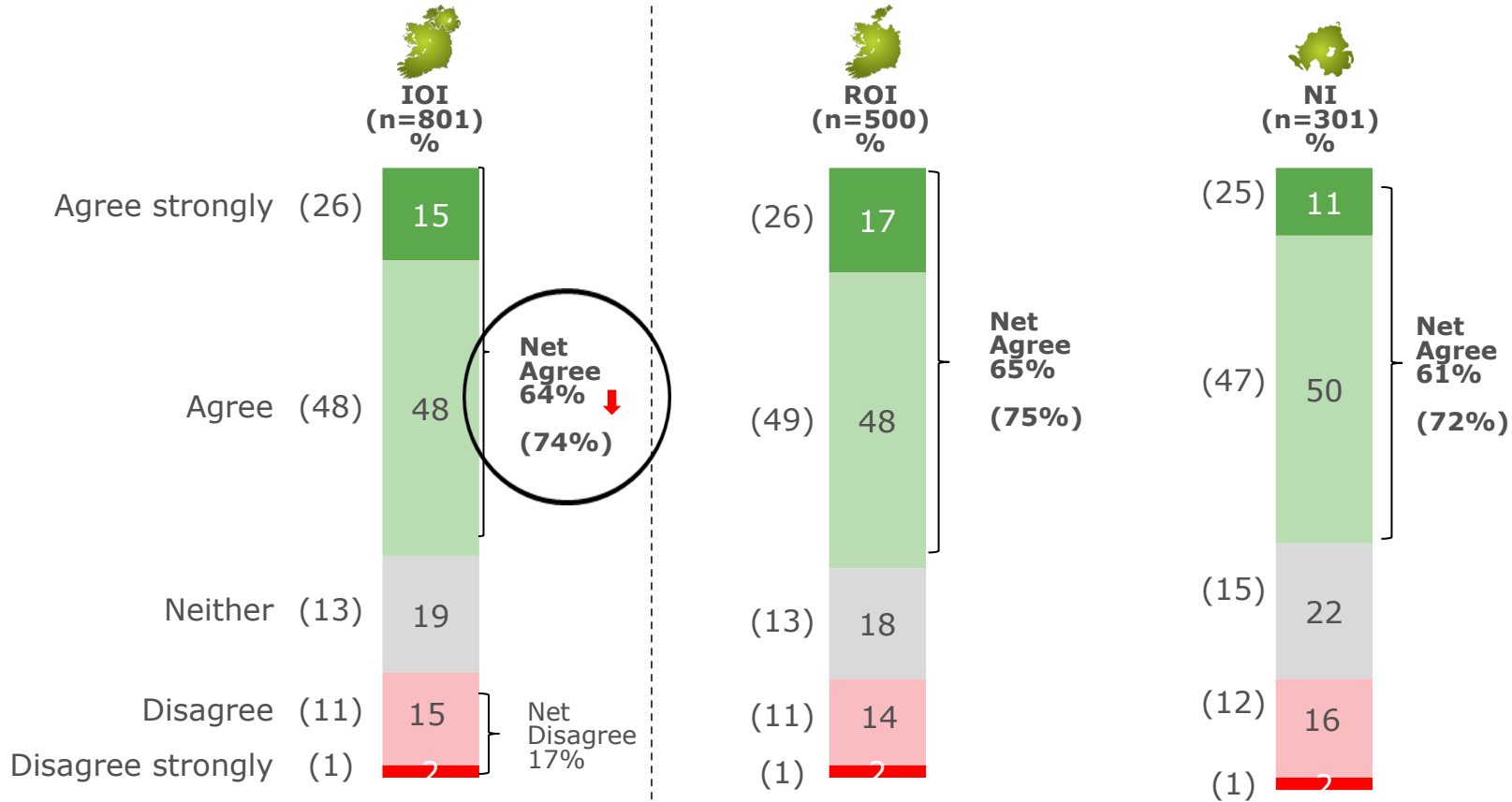
# Understanding 'best before' and 'use-by' dates



# Attitudes to Dates: 2 in 3 in IOI agree expired 'use-by' dates can cause food poisoning.

Eating food products that are past their 'use by' date can cause me to fall ill from food poisoning

Base: All Adults 15+

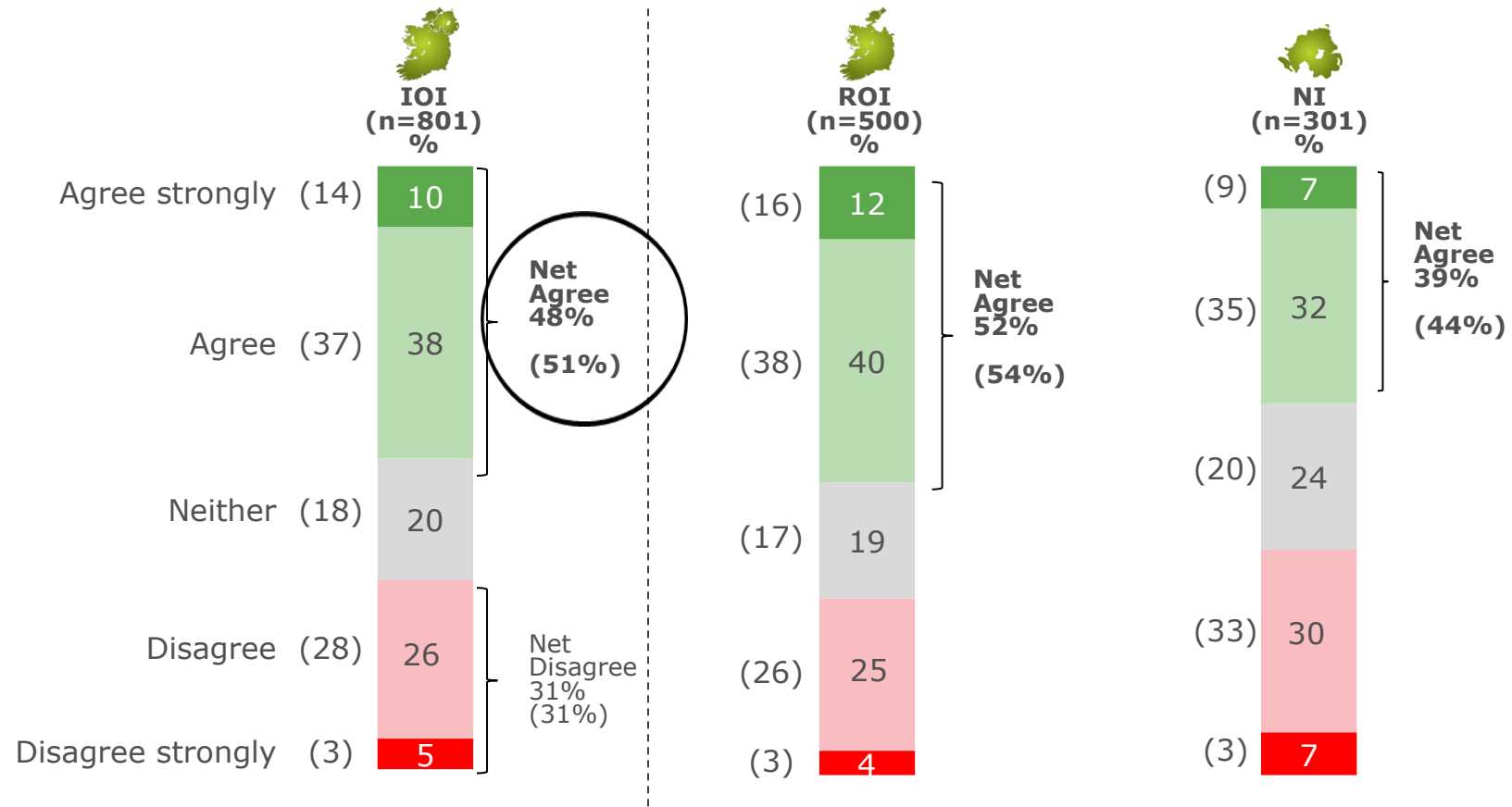


↑ = Significant increase vs. ST '14  
 ↓ = Significant decrease vs. ST '14  
 ( ) Bracketed figure denote ST14

# Attitudes to Dates: Food poisoning fears continue to be less prevalent for expired 'best before' dates, reflective of reality

**Eating food products that are past their "best before" date can cause me to fall ill from food poisoning'**

Base: All Adults 15+

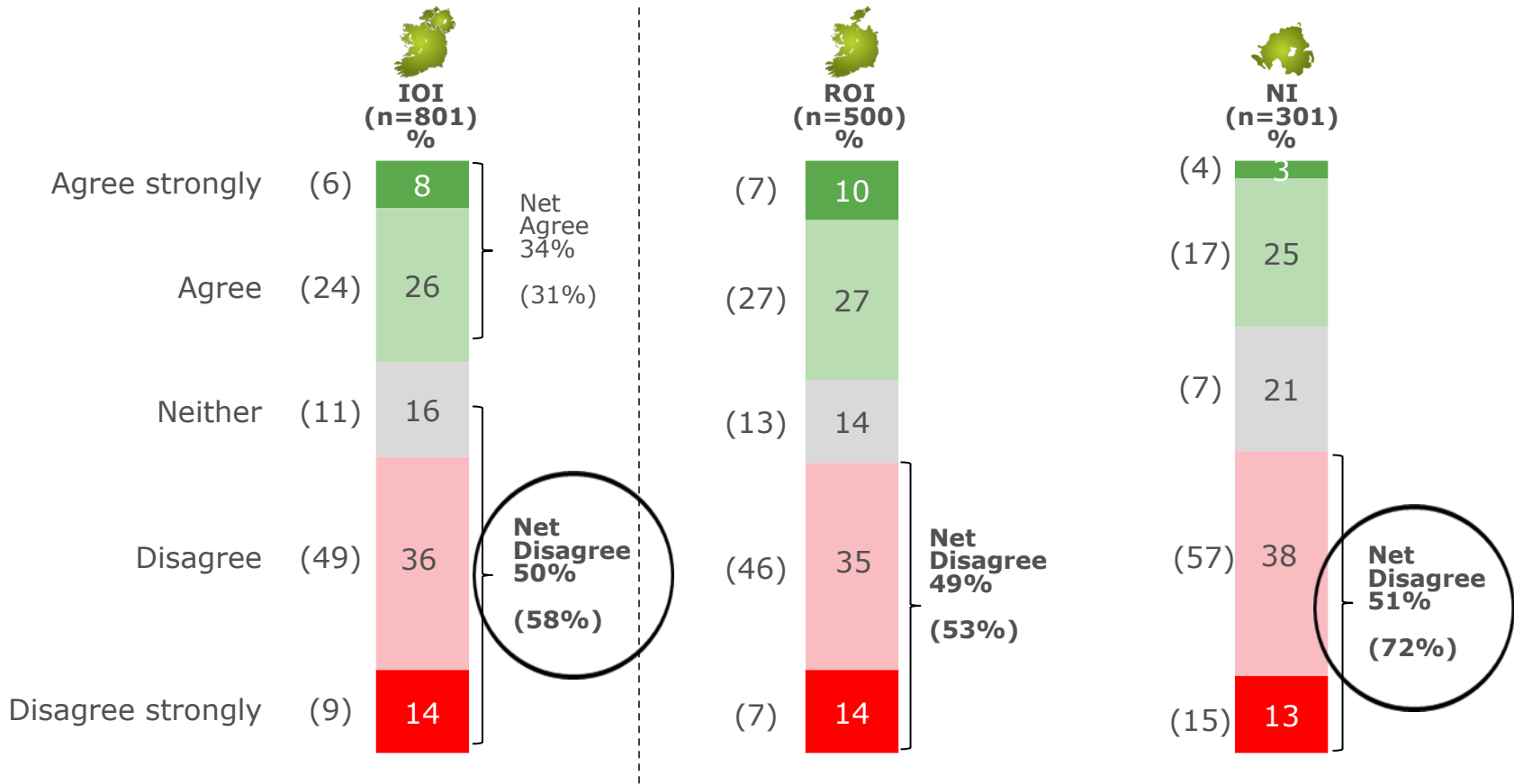


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 ( ) Bracketed figure denote ST14

# Attitudes to Dates: One in two correctly state that best before and use by dates do not mean the same thing.

Base: All Adults 15+

## "Best before" and "use by" dates on food products mean the same thing

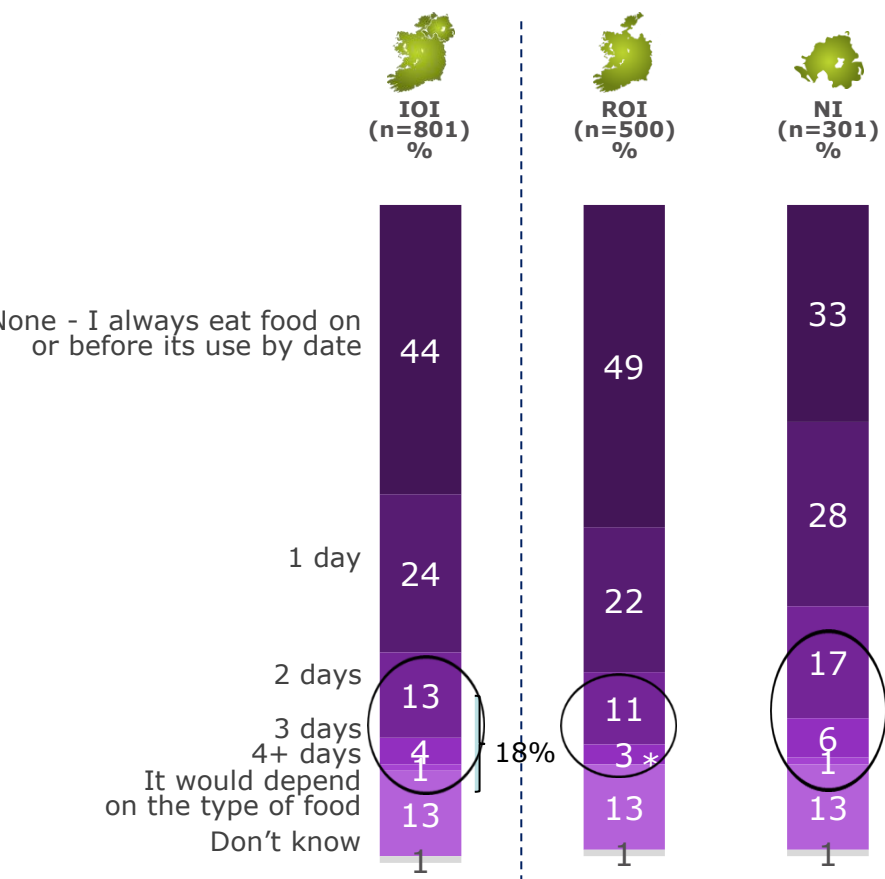


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# Use-by Date:

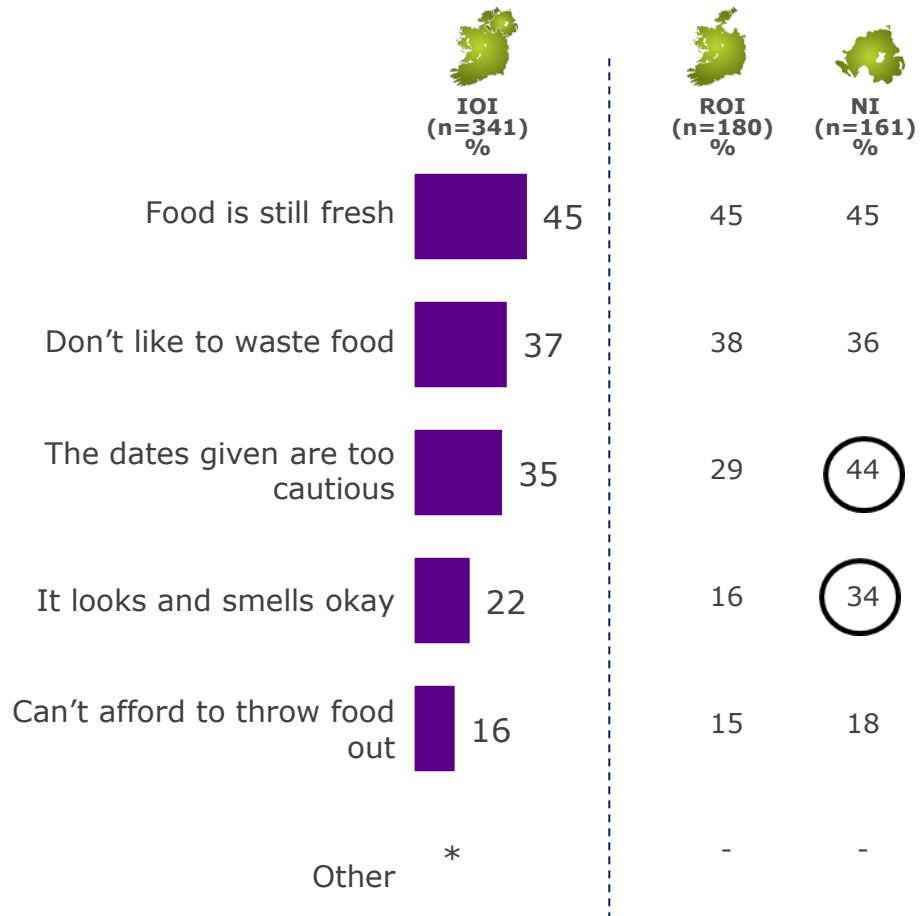
Almost one in five claim they would eat food at least 2 days over its use by date. Belief that food still fresh being the main reason, followed by dislike of wasting food and feeling that dates given are too cautious.

Base: All Adults 15+



Base: All who eat food after use by date (n=341)

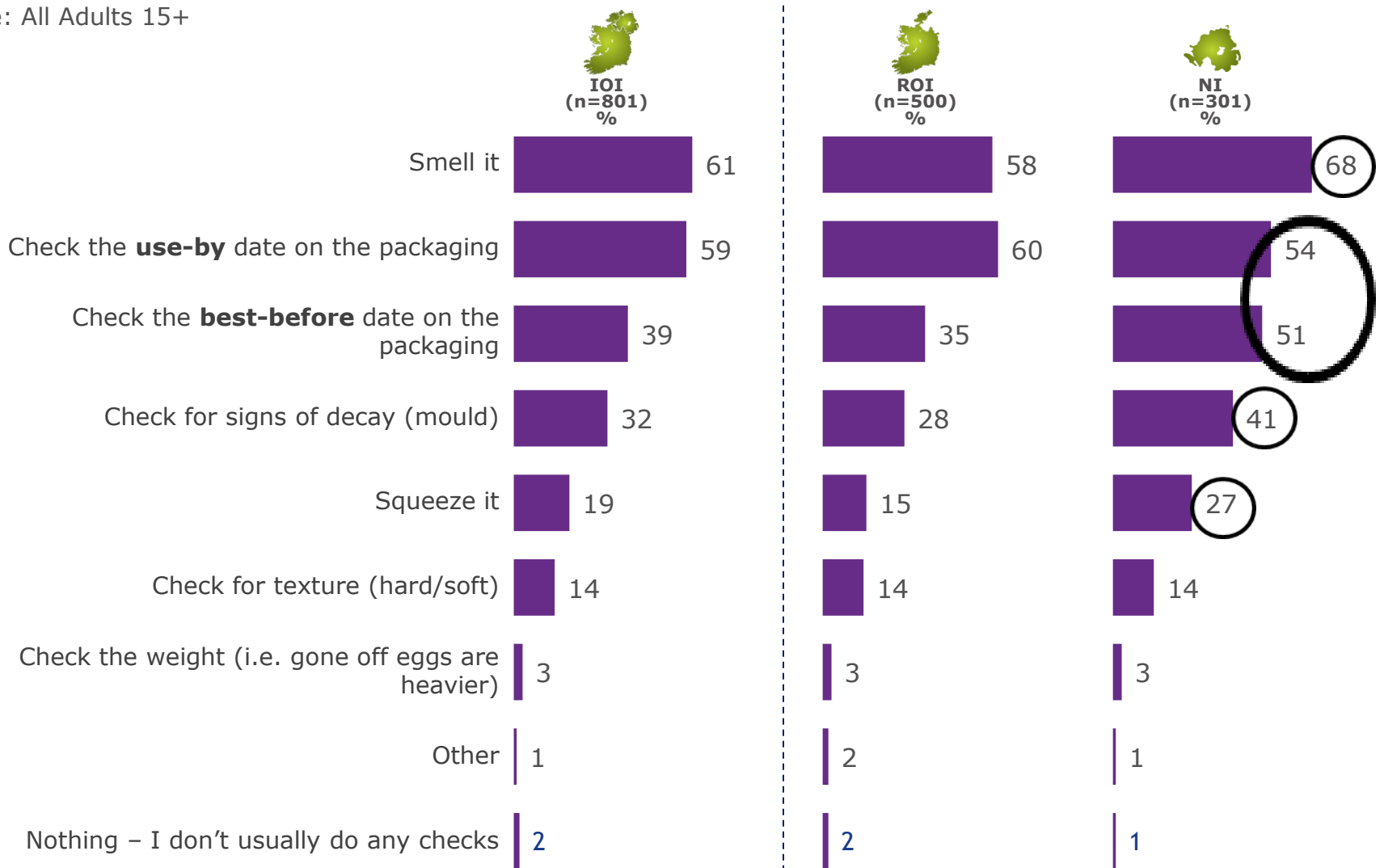
## Reasons for eating food after 'Use By' Date



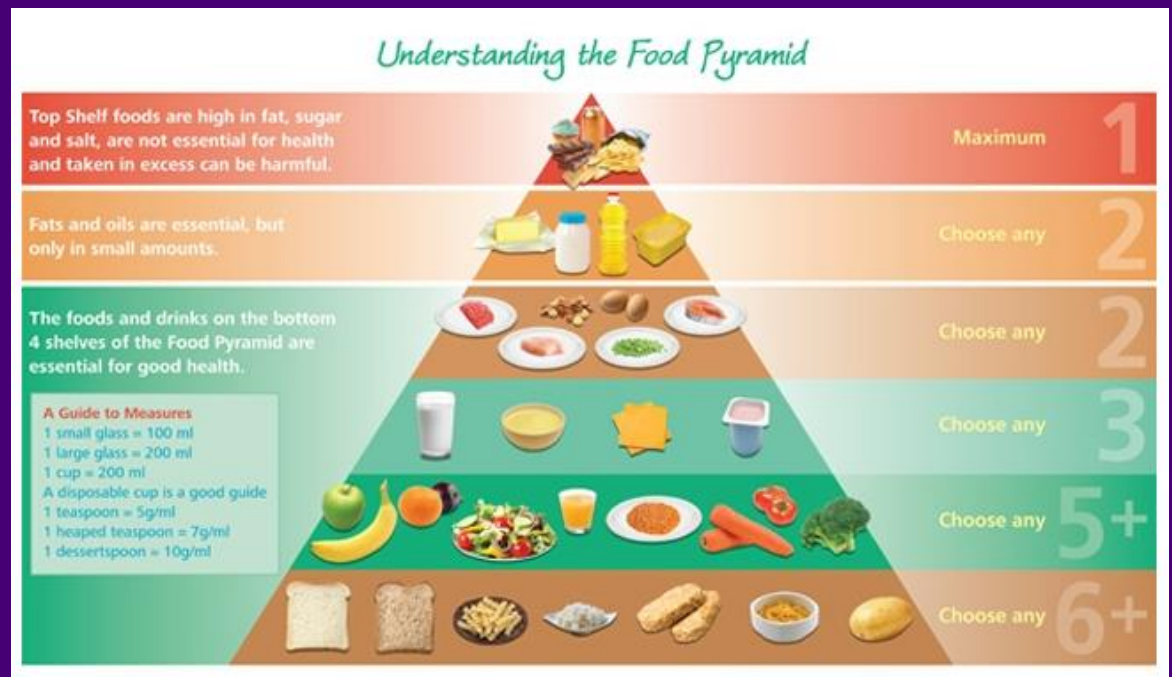


# Checking “Freshness” of Food: Smell and checking ‘use-by’ dates most popular ways to check freshness of food.

Base: All Adults 15+



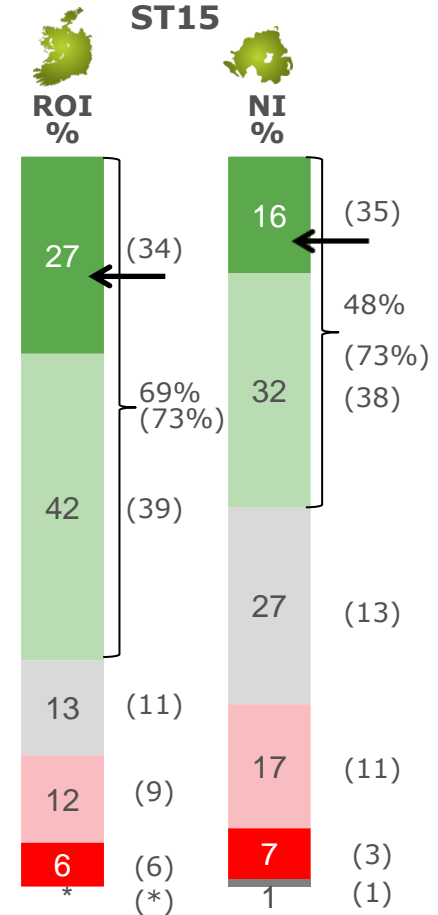
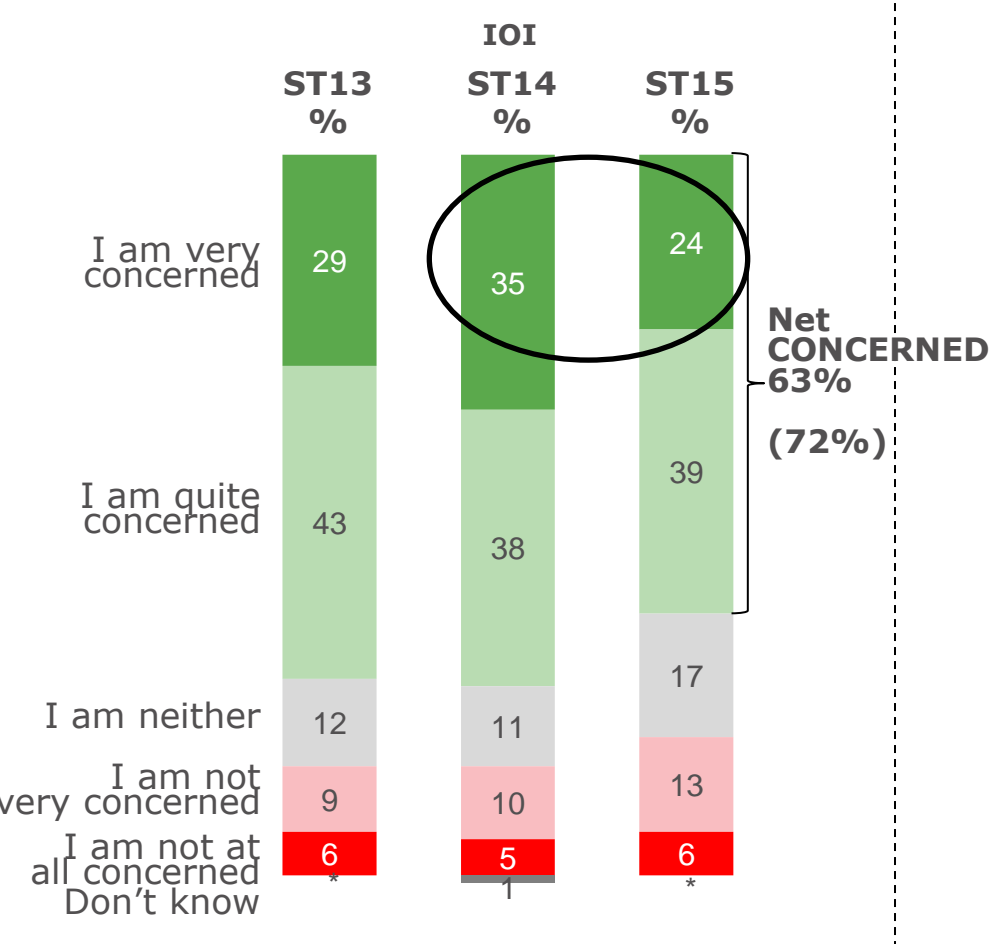
# Food Safety Concerns



# Food Safety Concerns: Incidence of people claiming to be 'very concerned' about food safety declined significantly this year.



Base: All IOI Adults 15+ (801)



↑ = Significant increase vs. ST '14  
 ↓ = Significant decrease vs. ST '14  
 ( ) Bracketed figure denote ST14



# Food Related Issues of Most Concern:

Chicken/Pork preparation remains issue of most concern. In line with a decline in general concern of food safety, all specific issues have fallen with the exception of salt content.

Base: All IOI Adults 15+ (801)

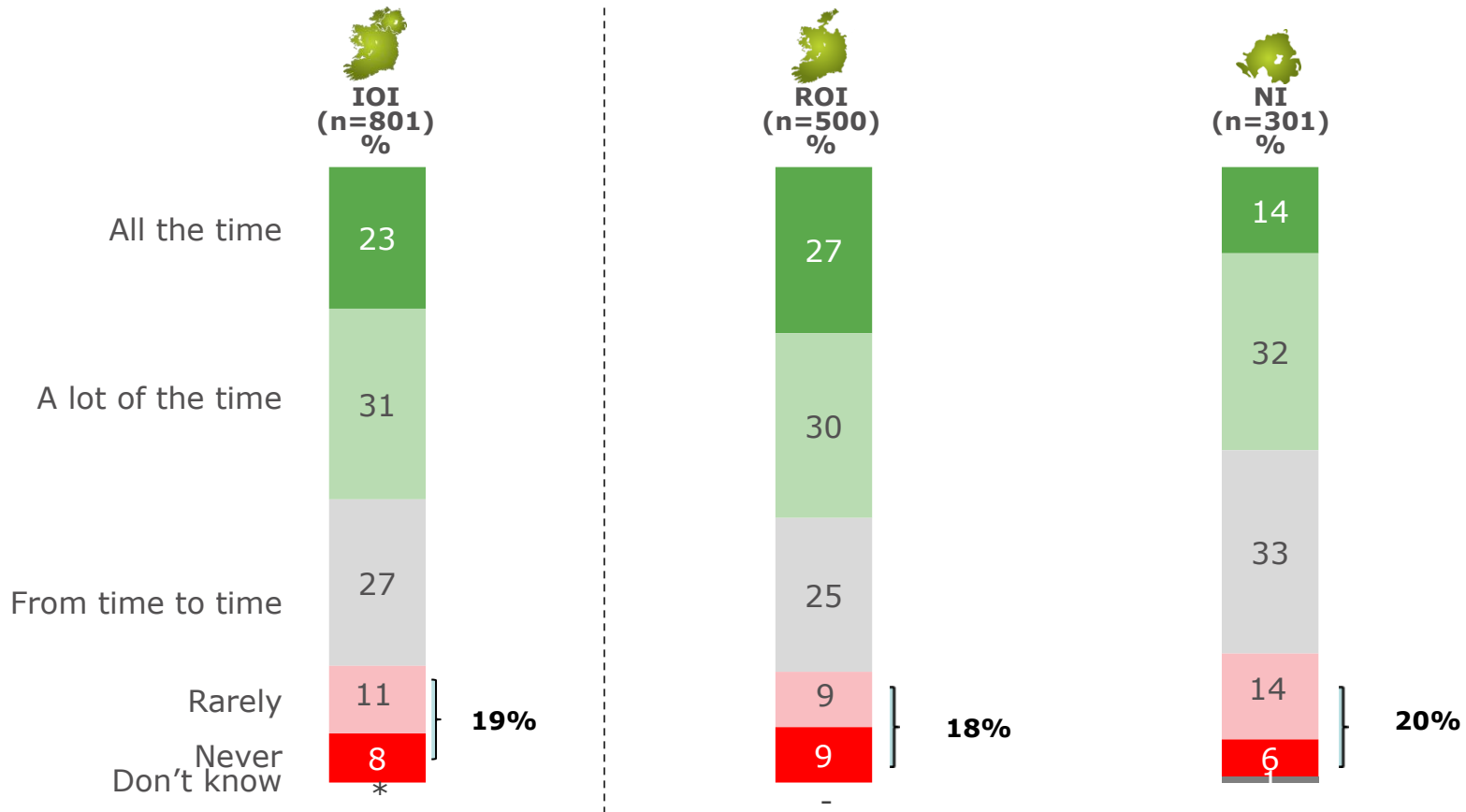
	ST13 %	ST14 %	ST15 %	ROI %	NI %
Chicken/ Pork – Preparation	15	15	10	9	14
Additives/ E-numbers/ Dyes*	14	14	9	10	7
Sugar content	-	-	8	7	10
Country of origin/Foreign goods/Ensure it's Irish	9	8	7	8	5
Date marks – Best before date/Use by date/ Freshness	10	12	6	5	9
Food poisoning (Salmonella/Listeria/ E.coli)	7	12	6	6	6
Salt content	1	2	6	5	8
Fat content/ Fatty acids/ Saturated fat	8	7	6	6	6
Ensuring balanced/healthy diet	7	5	4	3	5
Food not cooked thoroughly/Uncooked food	7	8	4	4	3
Hygiene around food	4	4	4	4	3
Salmonella/ Eggs	1	1	4	5	3
Pollution	-	-	3	3	3
Hygiene in your kitchen	1	1	3	3	1
Price of food	2	-	3	2	5
Handling/ Cross - Contamination	2	2	2	3	1
Red meat/ BSE/Brazilian beef	1	*	2	3	1
Pesticide	1	*	2	2	1
Food storage	1	1	2	3	1
Genetically modified foods	*	1	1	1	1
Other	3	2	2	2	1
Don't know	5	4	4	5	4

\*ST10 \*& ST11: Pesticides also included in code

↑ = Significant increase vs. ST '14  
 ↓ = Significant decrease vs. ST '14

# Frequency of Referring to Labelling Information: Almost one in four adults claim they refer to labelling information all the time.

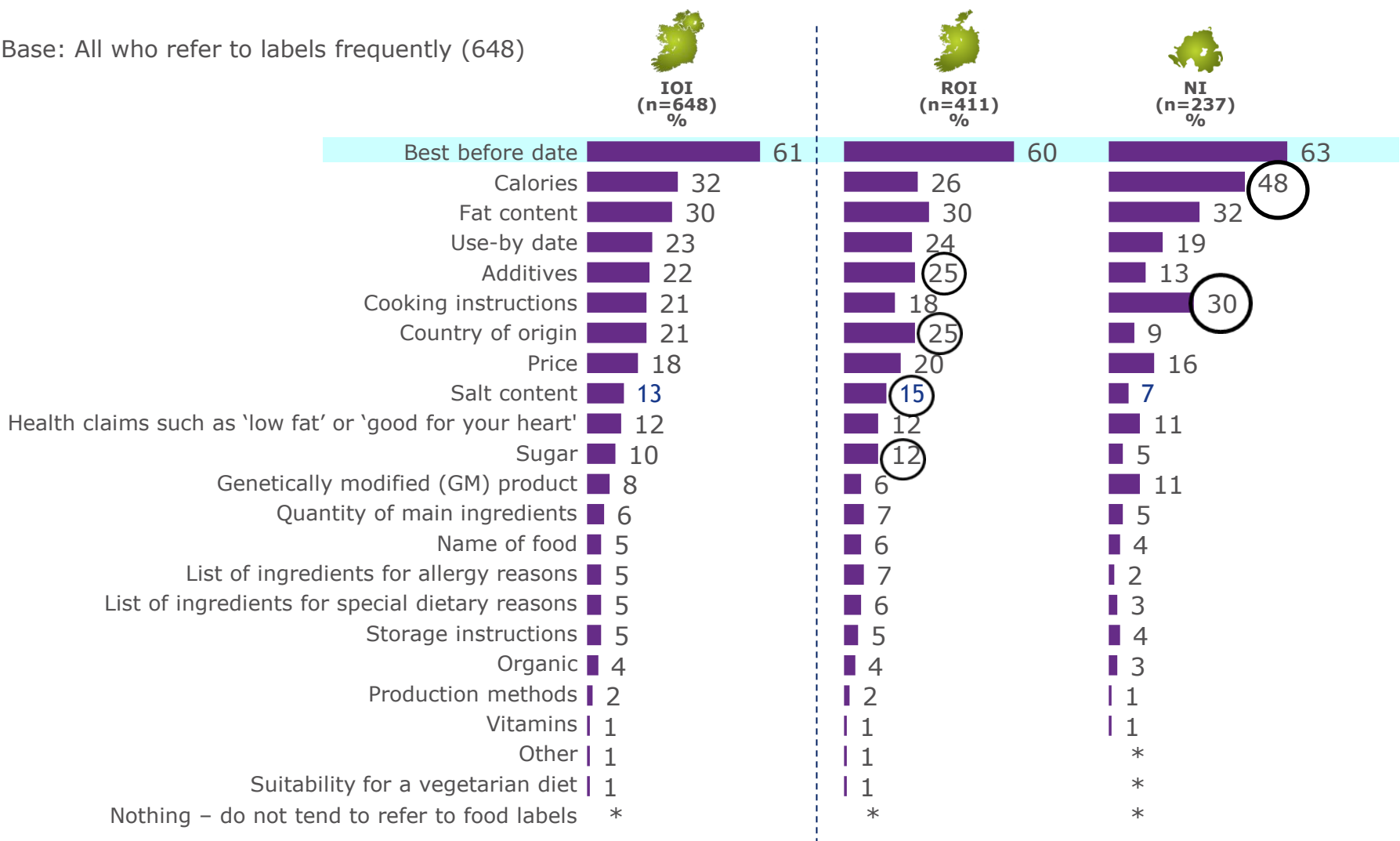
Base: All Adults 15+



# Usually looking for...

For those who check, key piece of information sought is best before date. Adults in NI more likely to look for calorie information and cooking information. In ROI adults more likely to look for additives, country of origin and salt content

Base: All who refer to labels frequently (648)



# Healthy Eating Concerns



Recipes



Food, Diet and Health



Weight Loss

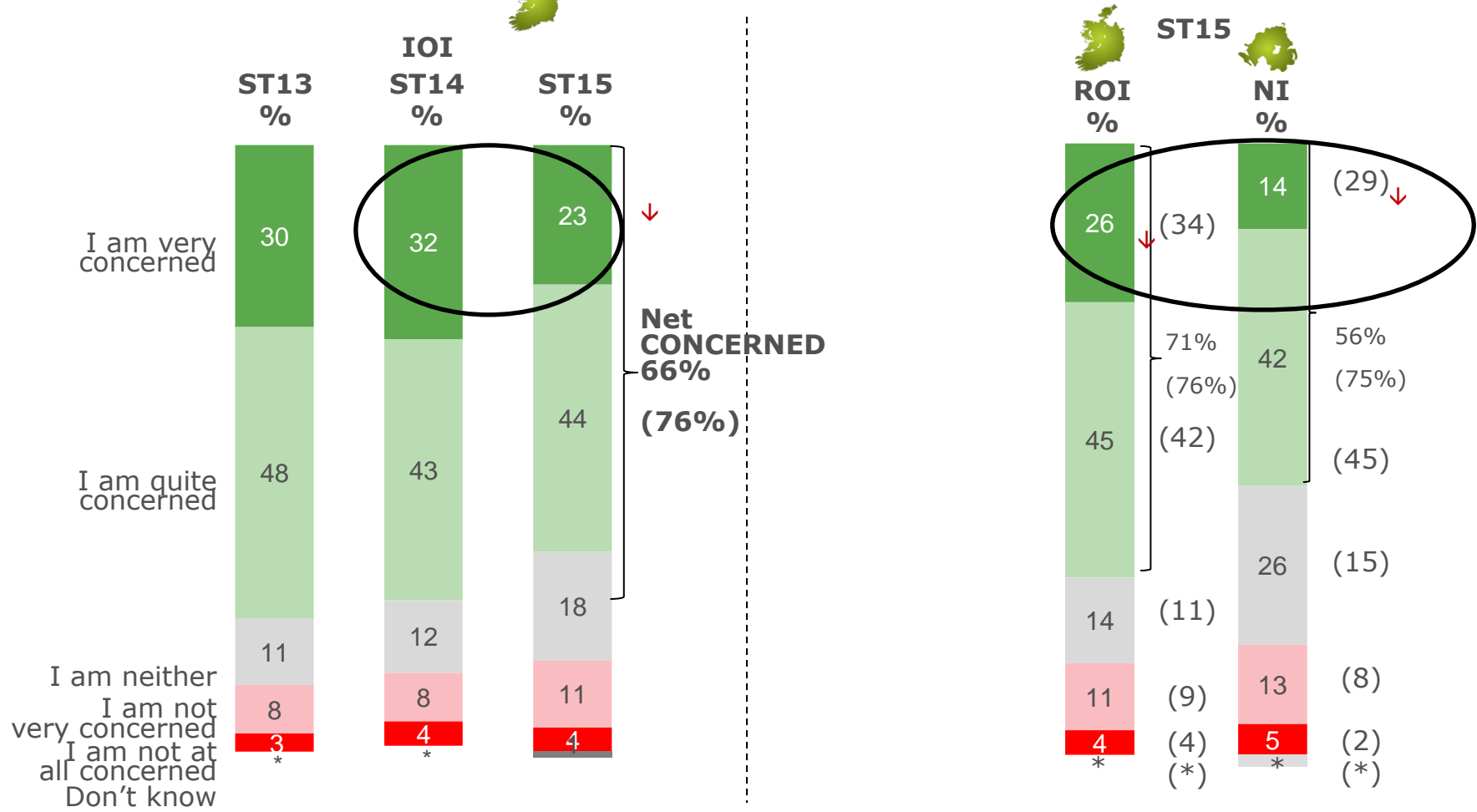


Life Stages

# Healthy Eating Concerns: Significant drop in those claiming to be 'very concerned' about healthy eating



Base: All IOI Adults 15+ (801)



↑ = Significant increase vs. ST '14  
 ↓ = Significant decrease vs. ST '14  
 ( ) Bracketed figure denote ST14





# Healthy Eating – Issue of Most Concern:

(Cholesterol/blood pressure/heart disease) particularly among 50+ year olds) remains of most concern, albeit at lower levels to 2012.

Base: All IOI Adults 15+ (801)

	ST13 %	IOI ST14 %	ST15 %	ROI %	NI %
Cholesterol/blood pressure/Heart disease	25	31	25 ↓	24	27
Fats in food/ Fat content/Saturated fat/trans fat	21	21	20	18	24
Diabetes	11	7	12 ↑	10	18
Preservatives/Additives/Colouring	5	7	7	10	1
Sugar intake	3	3	5	6	1
Weight management*	6	5	5	4	6
Salt	5	5	5	6	3
Fruit/Veg	4	4	3	3	2
Food for children	n/a	1	2	3	2
Cancer	n/a	4	2	3	1
Getting the 5-a-day	n/a	1	2	2	2
Variety in diet	5	2	3	3	2
Vitamins and minerals	2	1	*	*	1
Fibre	2	1	1	*	2
Other	4	2	1	1	1
Don't know	8	1	1	1	2

# denotes new code added in 2012

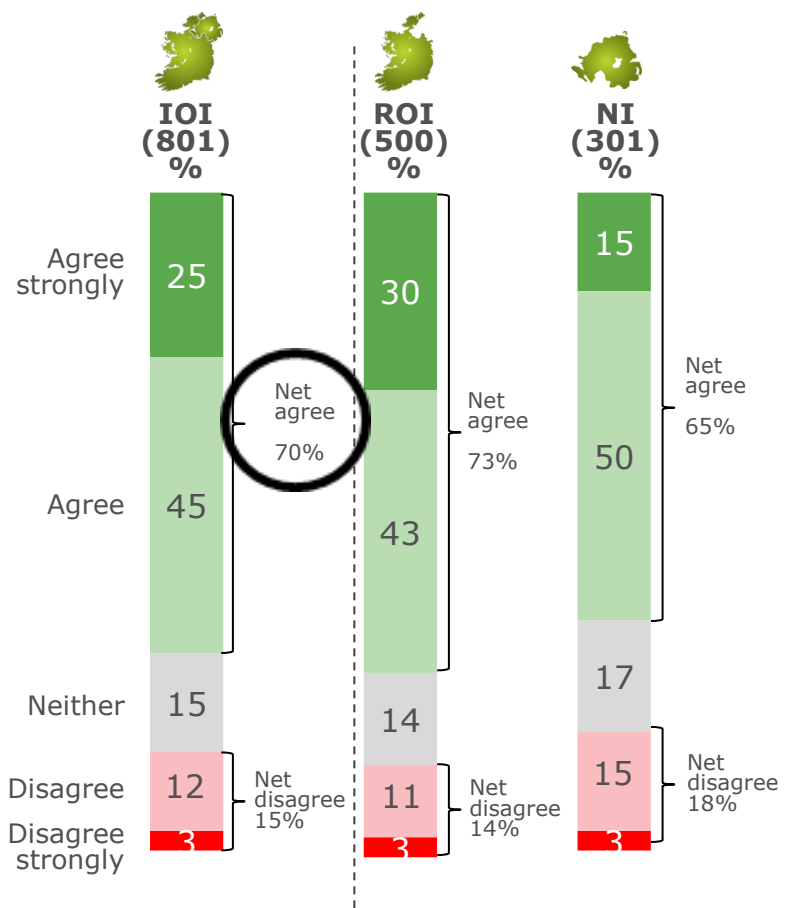
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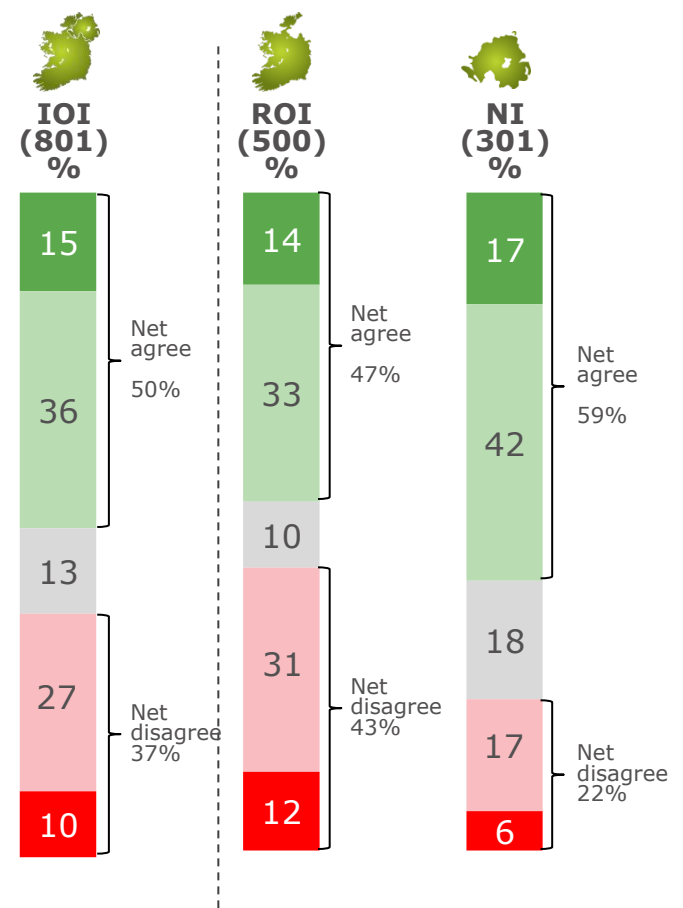
# Attitude & Behaviour to Junk Food: One in two claim that junk food at checkouts are hard to resist while one in three claim to buy on impulse when waiting

Base: All Adults 15+

**Junk food at shop checkouts contribute to obesity**



**I find junk food (i.e. sweets, chocolate, crisps) at shop checkouts hard to resist**

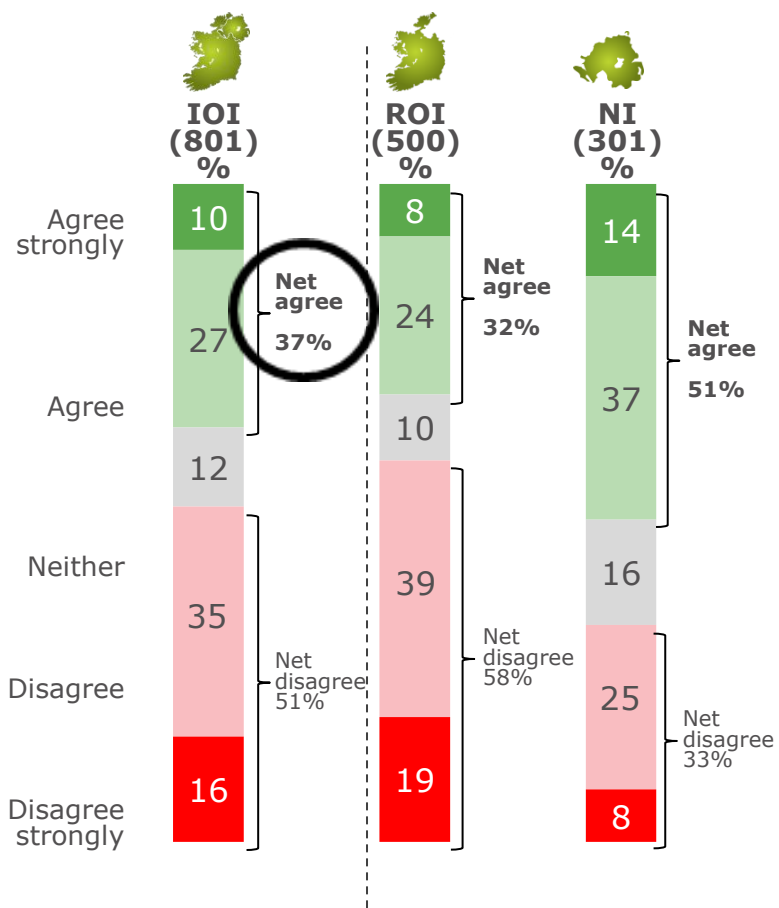


# Attitude & Behaviour to Junk Food: One in three claim to regularly buy on impulse while banning junk food at checkouts would also make one in three more likely to shop at those supermarkets (stronger support in NI)

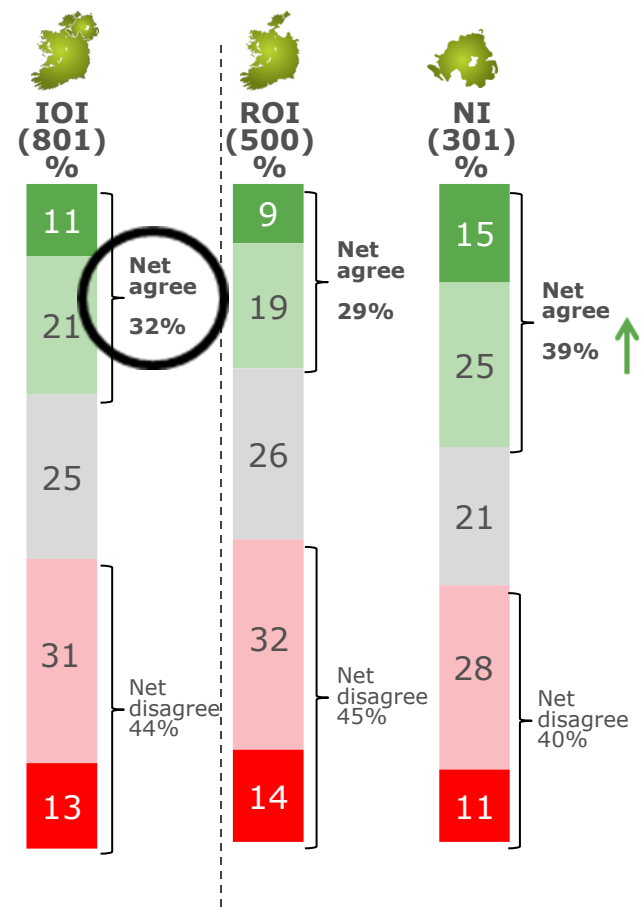


Base: IOI Adults 15+ (801)

**I regularly buy junk food on impulse when I'm waiting at the checkout**



**I would be more likely to shop at a supermarket if it banned junk food at the checkouts**



## Lunch Behaviour



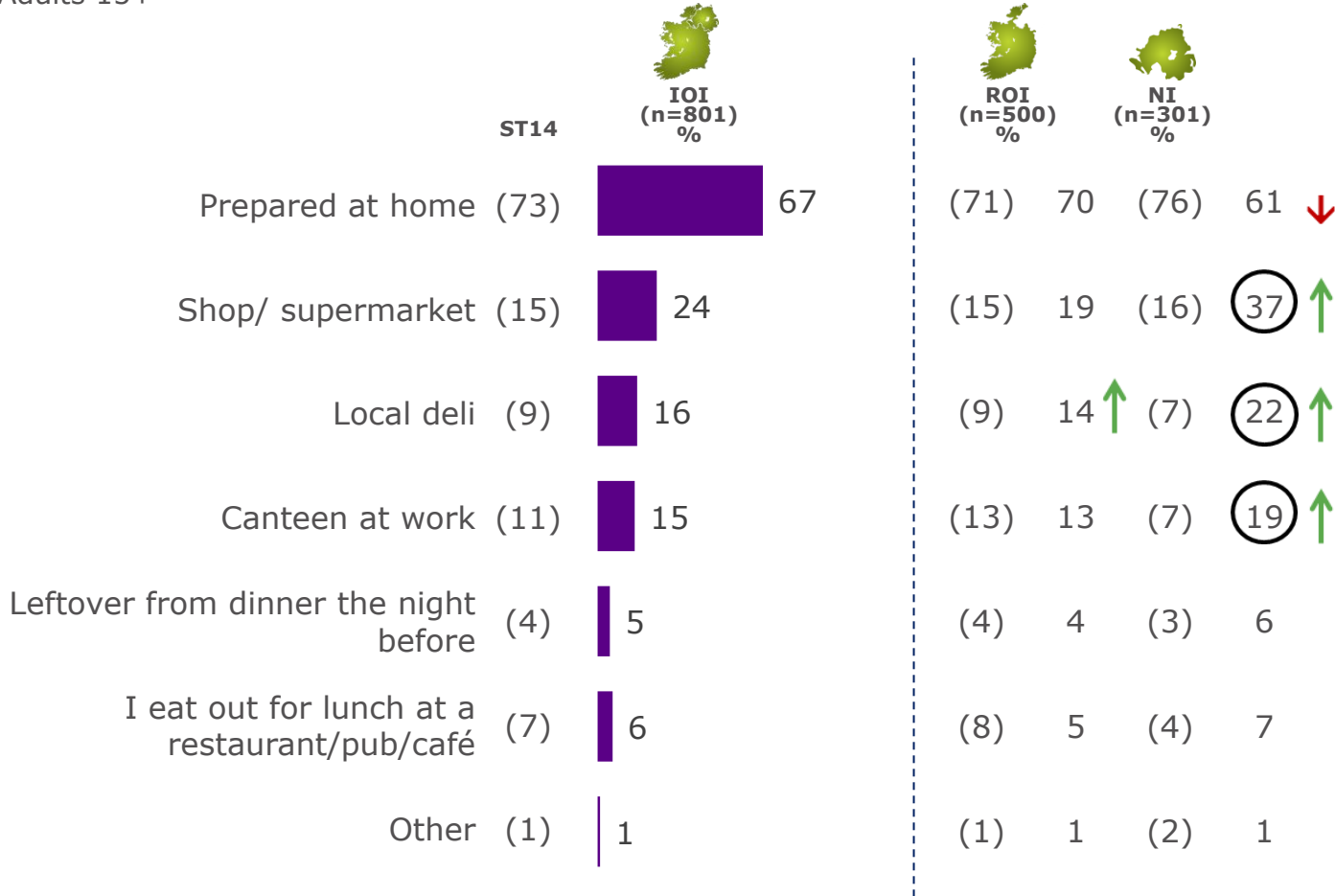
# Source of Lunch:

Two in three adults claim to make their lunch at home. Adults in NI more likely to shop/supermarket, local deli or work canteen



Base: All Adults 15+

## EVERYDAY LUNCH



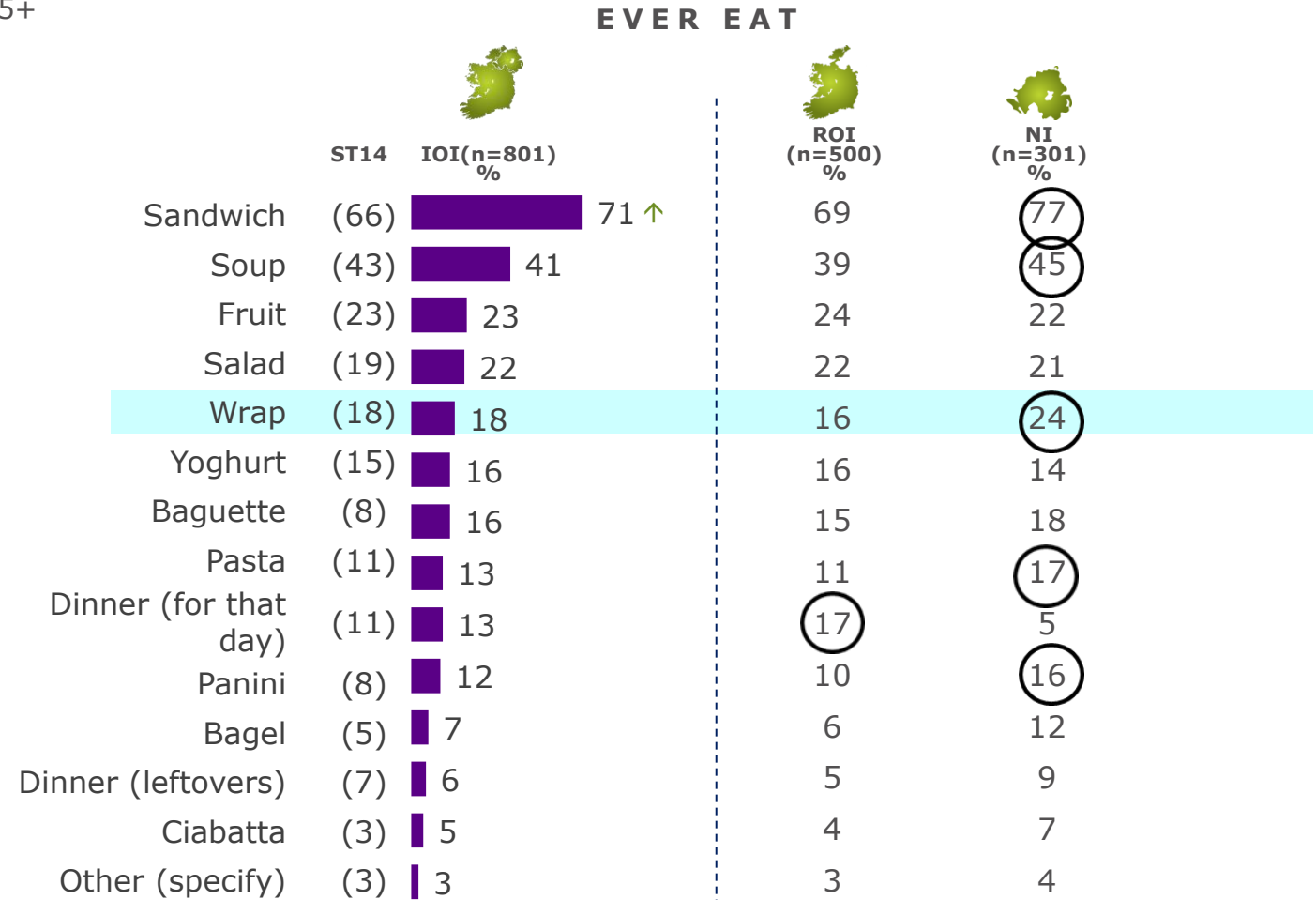
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 ( ) Bracketed figure denote ST14

# Lunch Choices:

Sandwich remains most popular choice and increasingly so. Adults in NI more likely to choose sandwich, soup, wrap or pasta options.



Base: All Adults 15+

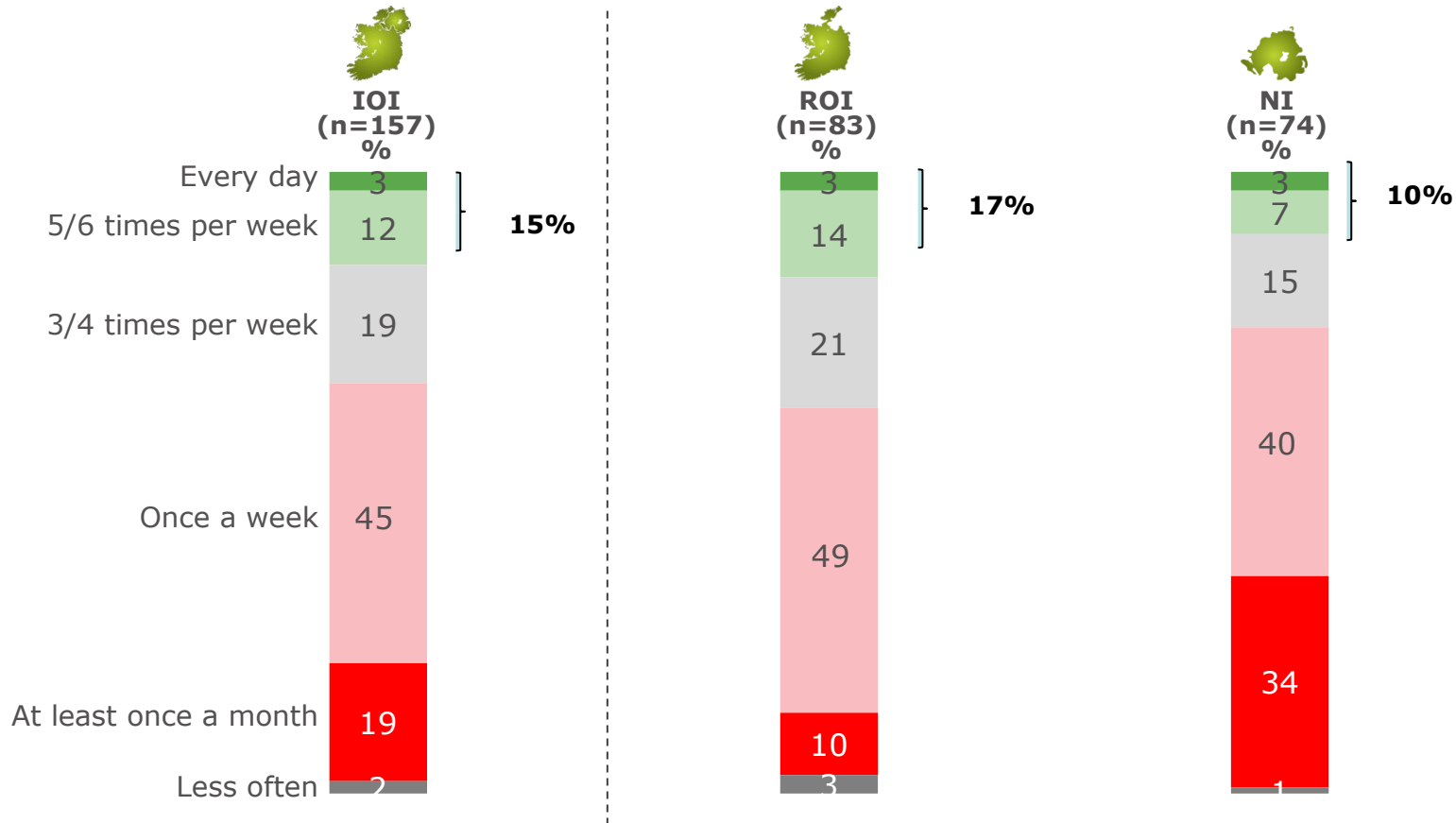


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# Frequency of Eating Wraps: Approximately one in seven claim to eat wraps almost every day. More frequent consumption in ROI



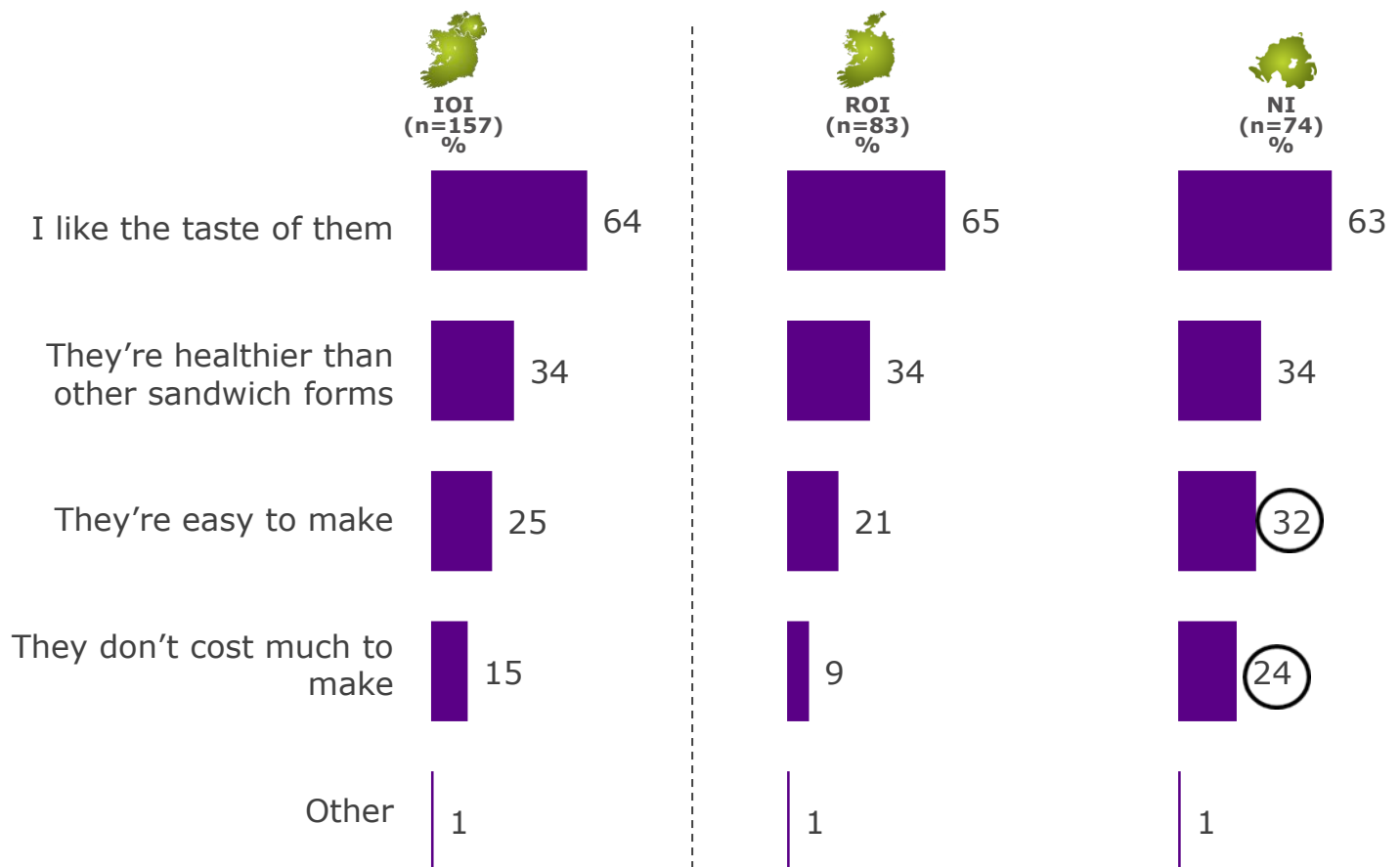
Base: All who have ever eaten wraps for lunch



# Reasons for Eating Wraps for Lunch: Main reason is taste while one in three believe they are healthier than sandwich. Adults in NI driven by ease of making them and low costs

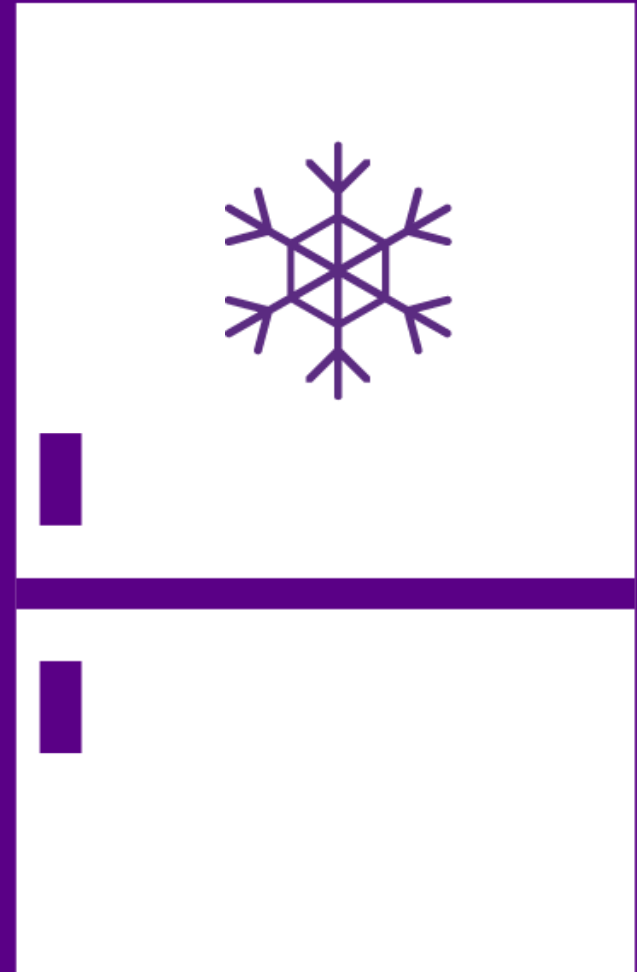


Base: All have ever eaten wraps for lunch





## Storing Food

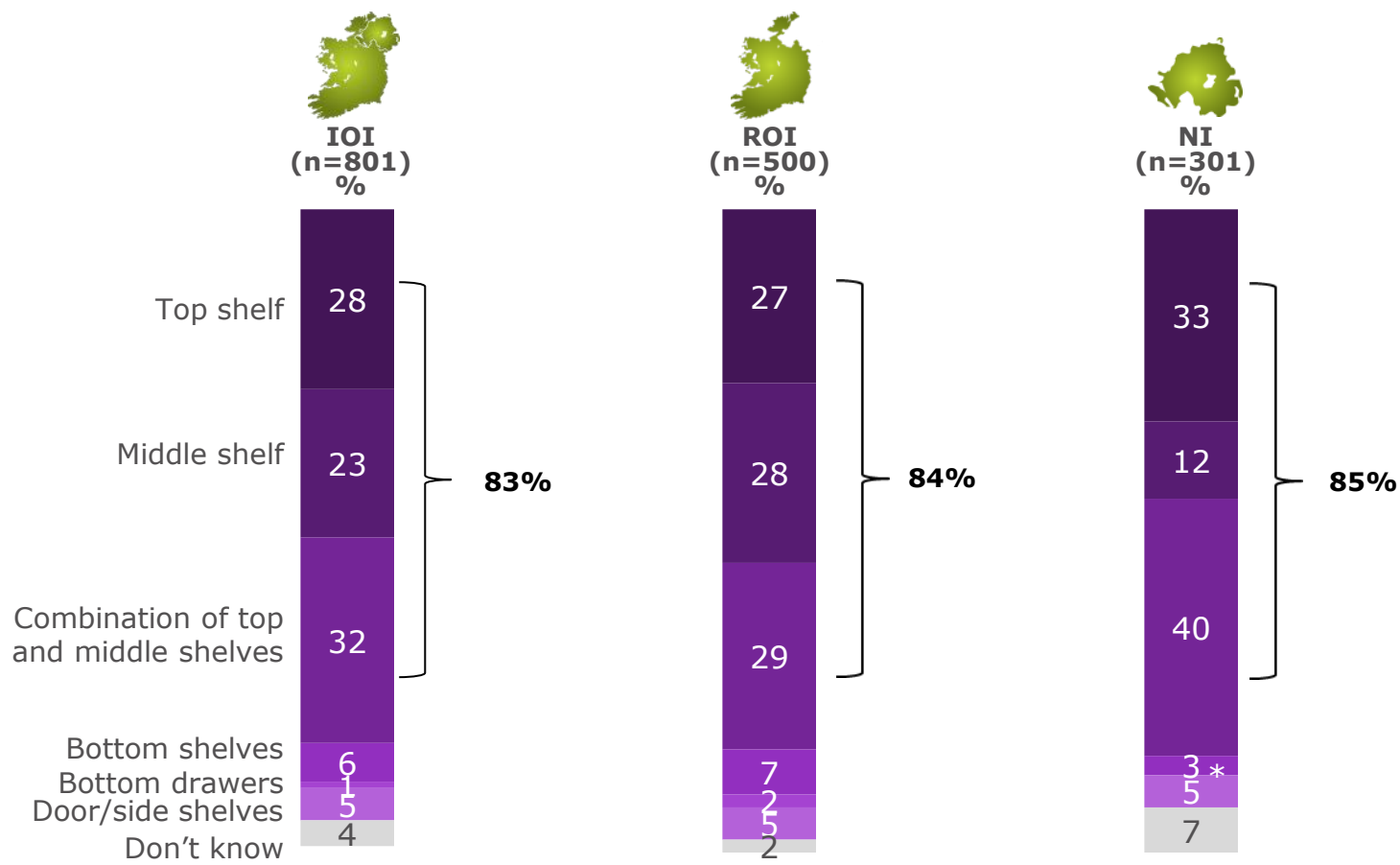




# Food Storage in Fridge: Majority store these food products on top shelf, middle shelf or combination of both

Base: All Adults 15+

## Storing cheese, yogurts, cooked meats etc...



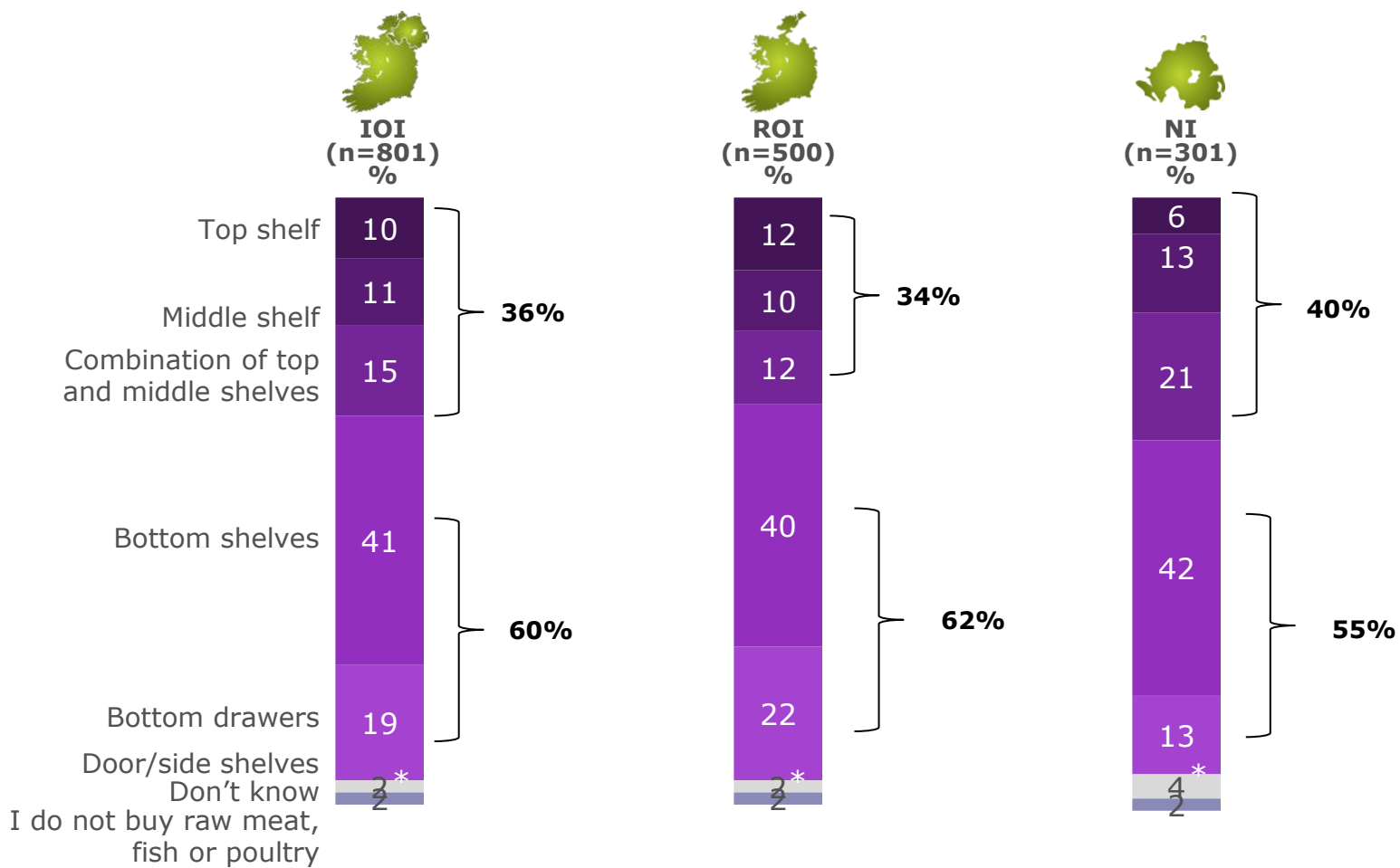


# Storage of Raw Meat, Fish & Poultry in Fridge...

Six in ten claim to store these food products either in bottom drawers or shelves. Worryingly, over a third claim to store them either in the top or middle shelves.

Base: All Adults 15+

## Storing raw meat, fish and poultry etc...





# Storage of Raw Meat in Fridges: Majority store raw meat in either bags/packaging from shop or butchers or in sealed containers

Base: All Adults 15+ who buy meat, fish and poultry (n=786)





## Preparing Food

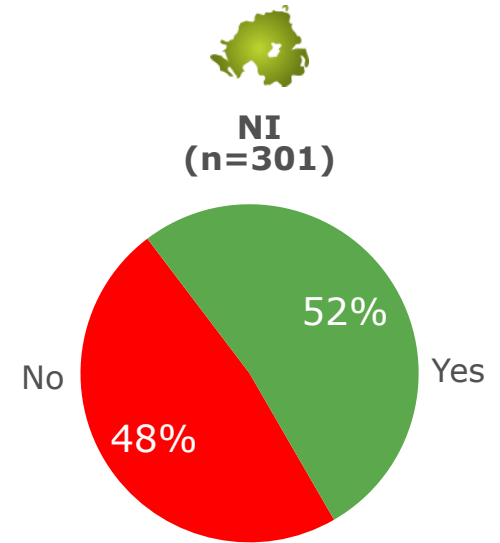
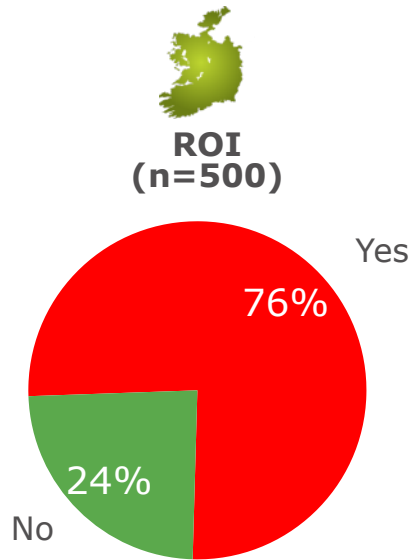
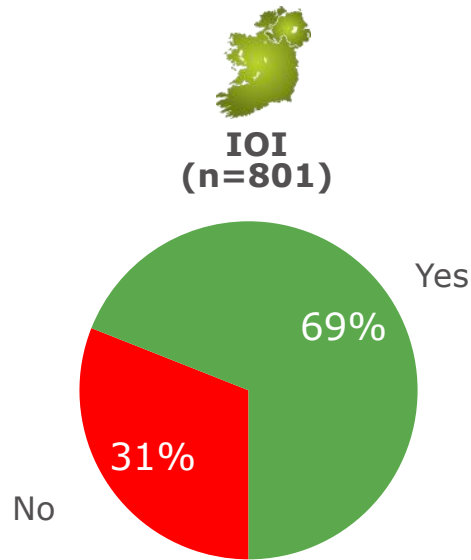


# Involved in Preparation and/or Cooking in Household...

Two out of three respondents claim to be involved in food preparation and cooking.



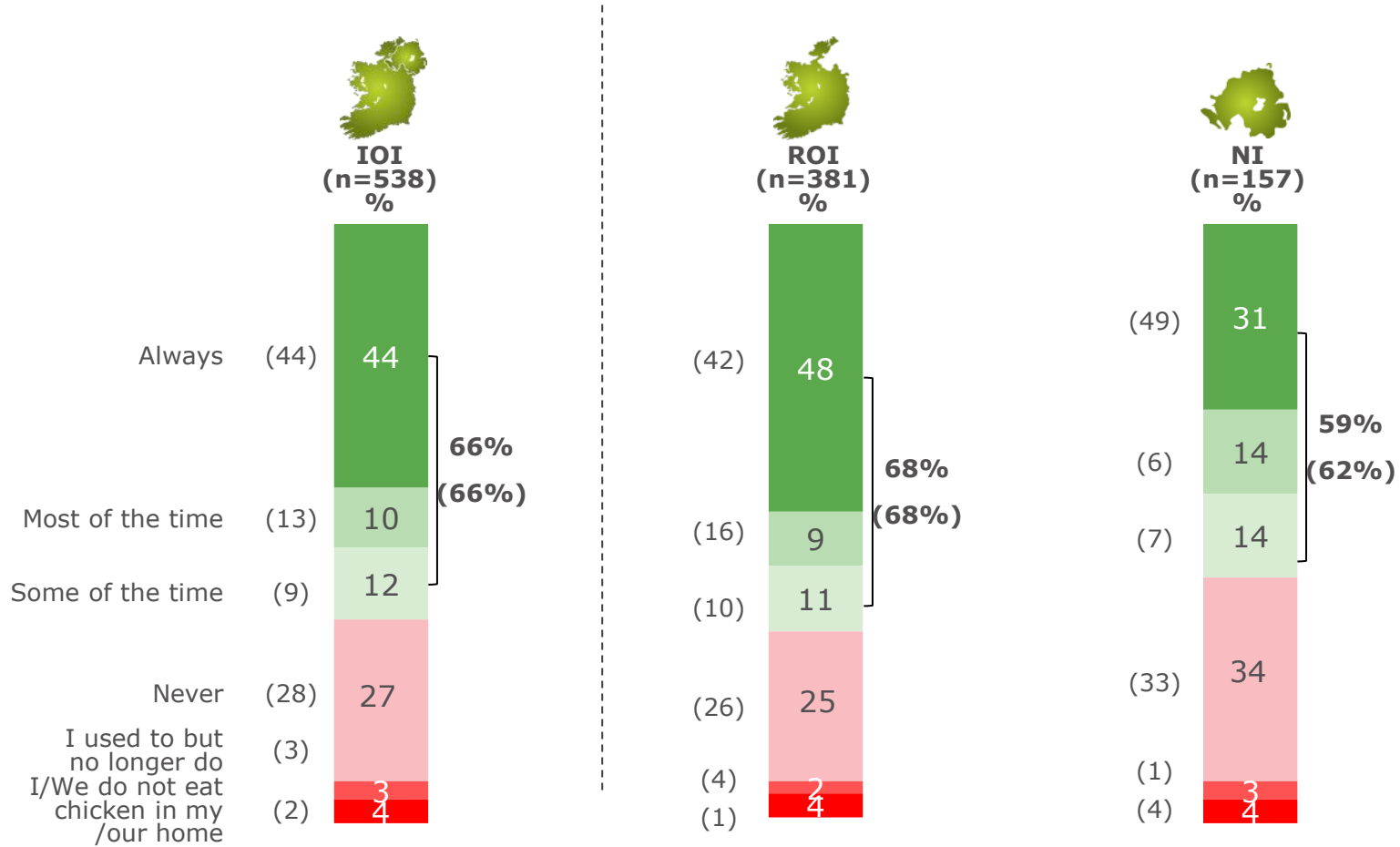
Base: All Adults 15+





# Preparing a whole chicken: Over four in ten claim to ALWAYS wash a whole chicken before cooking

Base: All Adults involved in cooking

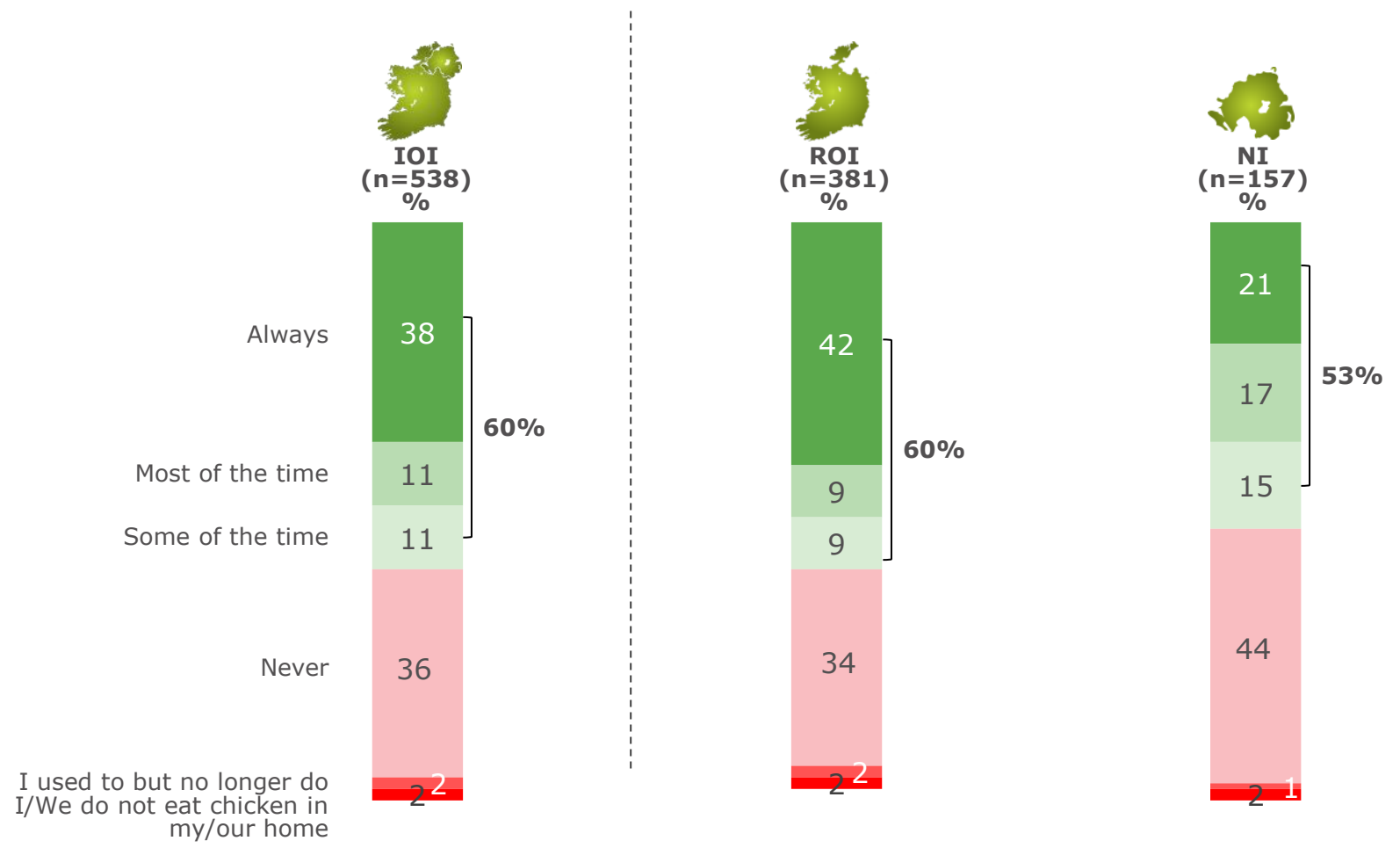


( ) Bracketed figure denote ST14  
 ( ) Change in question wording from ST14

# Frequency of Washing Chicken Breast, Fillets, Wings or Drumsticks under the Tap: Similarly, high levels of washing various cuts of chicken



Base: All Adults involved in cooking (n=538)





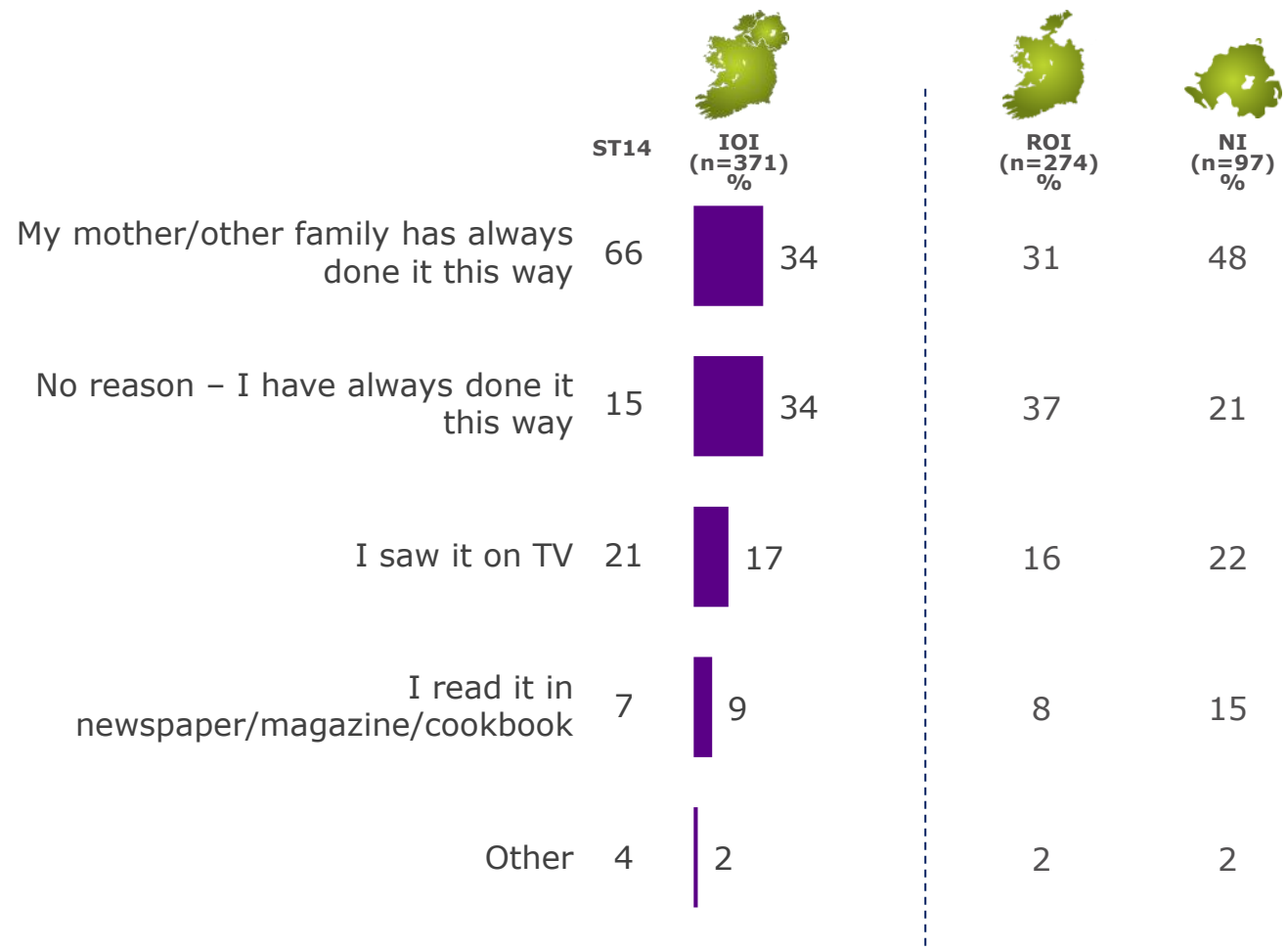


# Behaviour Prompts:

Main reasons are following family members and ritual. Behaviour of pre-washing less likely now to be handed down from family and more likely to be ritual-based

Base: All adults who wash chicken etc. under the tap

### Where this behaviour was learned



( ) denote ST14 data. Slight change in Question wording in ST15



## Hand Washing

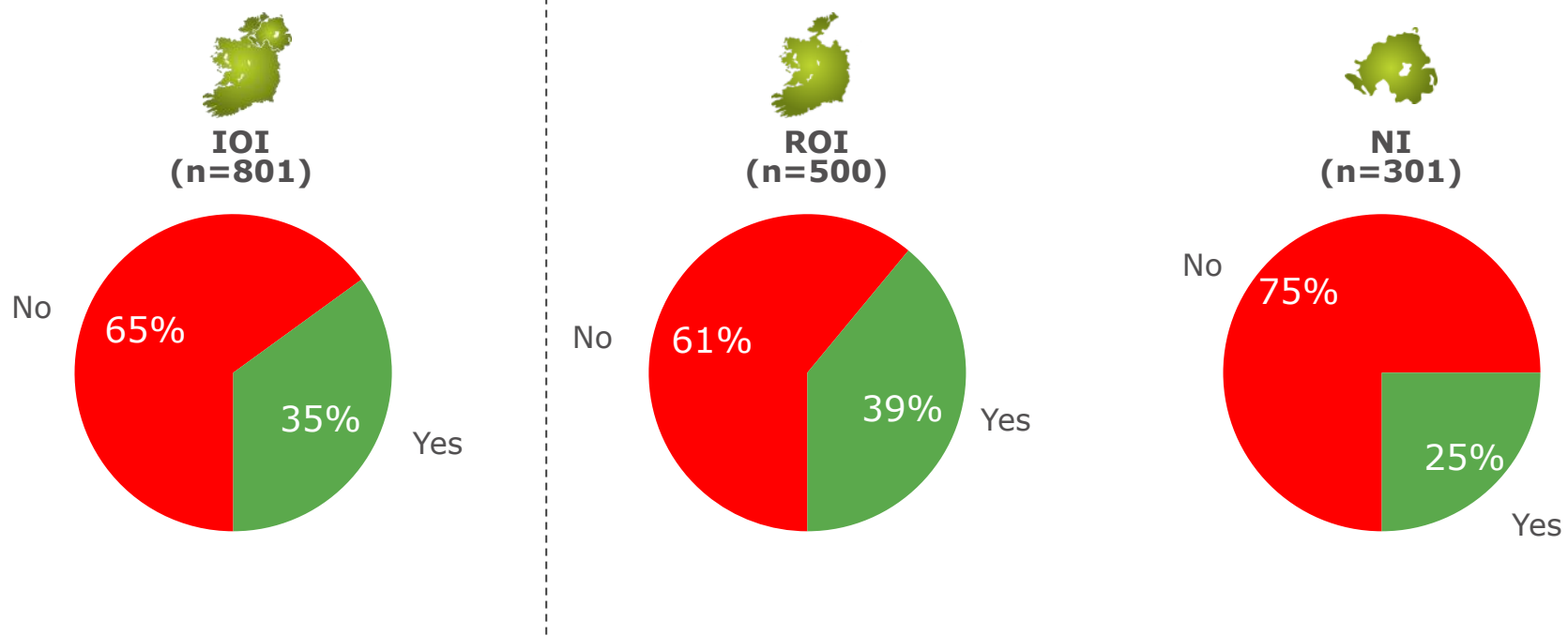




# Elderly, Young, Sick People in the House:

One in three adults claim to have someone who is elderly, young or sick in their house, higher incidence in ROI

Base: All Adults 15+

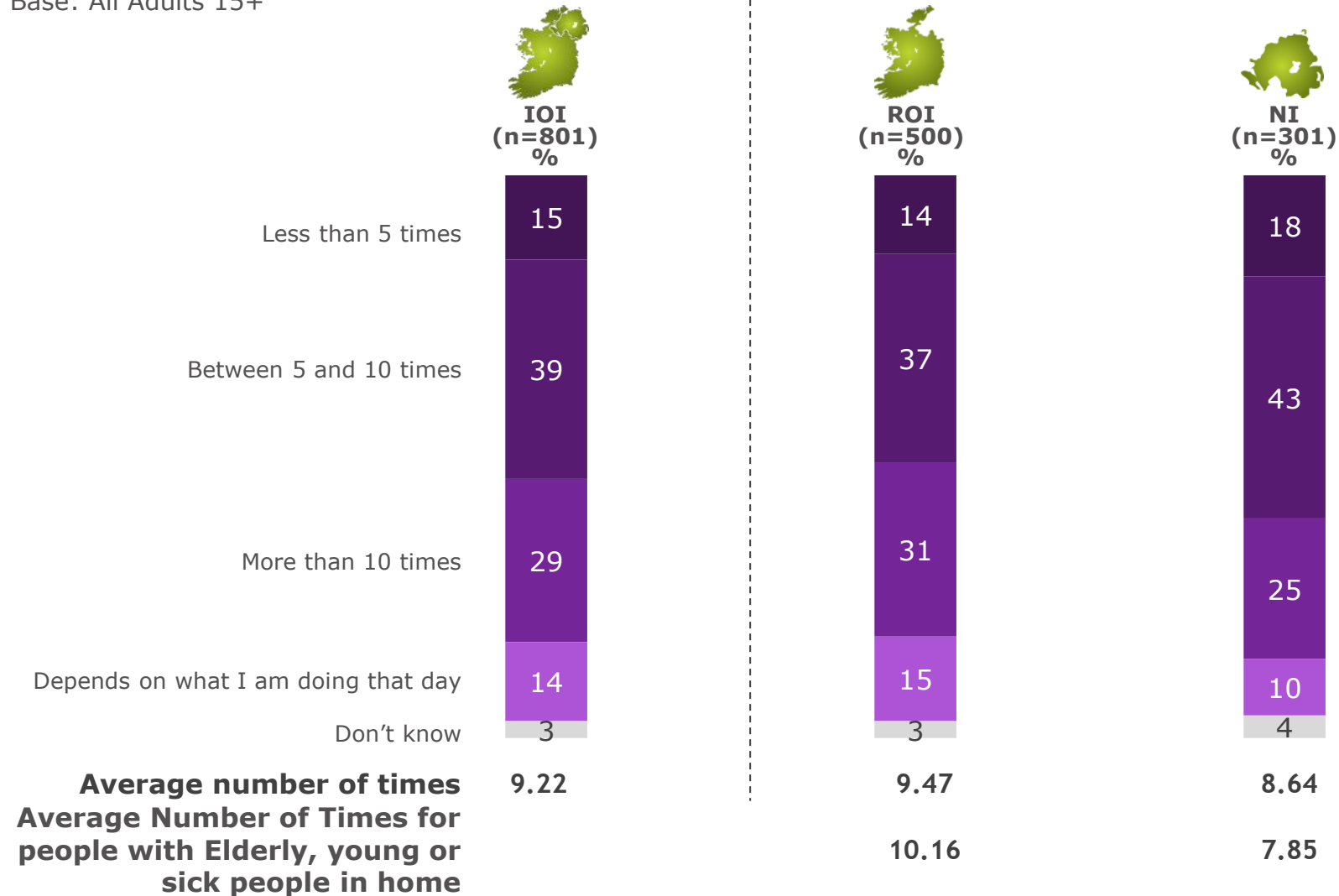


# Frequency of Hand Washing:

On average, people claim to wash their hands approximately 9 times a day.



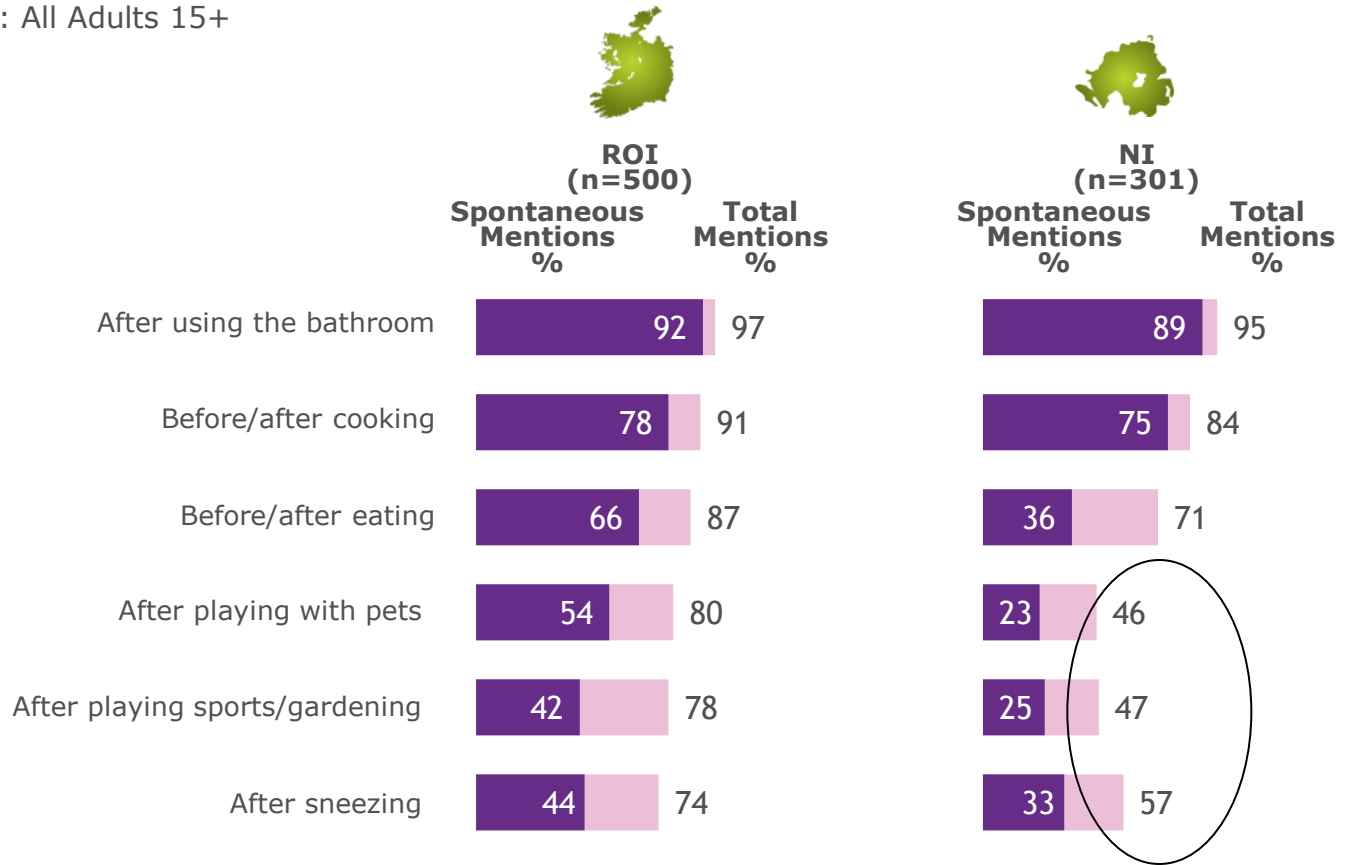
Base: All Adults 15+



# When Hands are Usually Washed:

Thankfully, the majority of people wash their hands after using the bathroom!

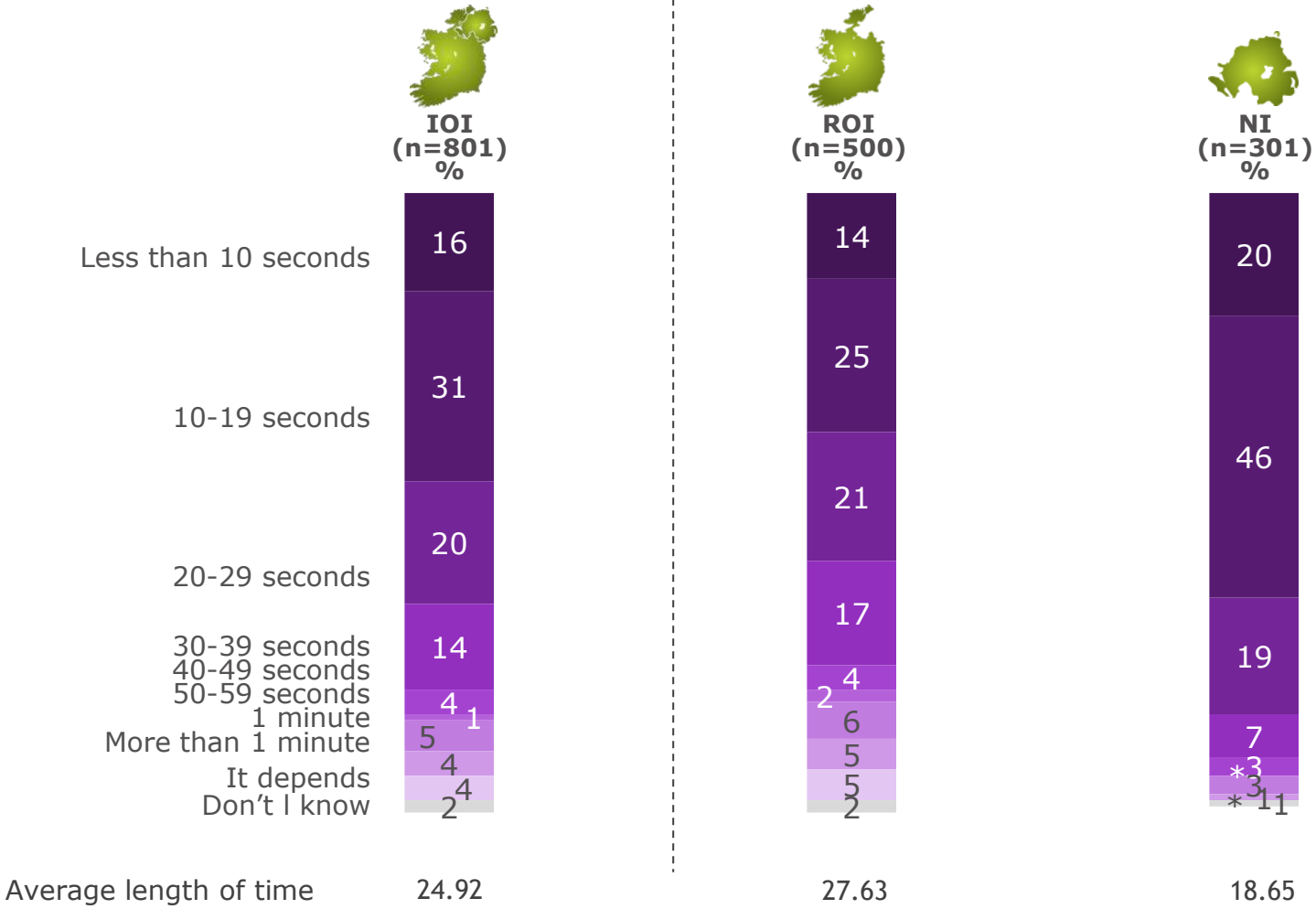
Base: All Adults 15+



# Length of Time Spent Washing Hands: On average, people spend 25 seconds washing their hands.



Base: All Adults 15+

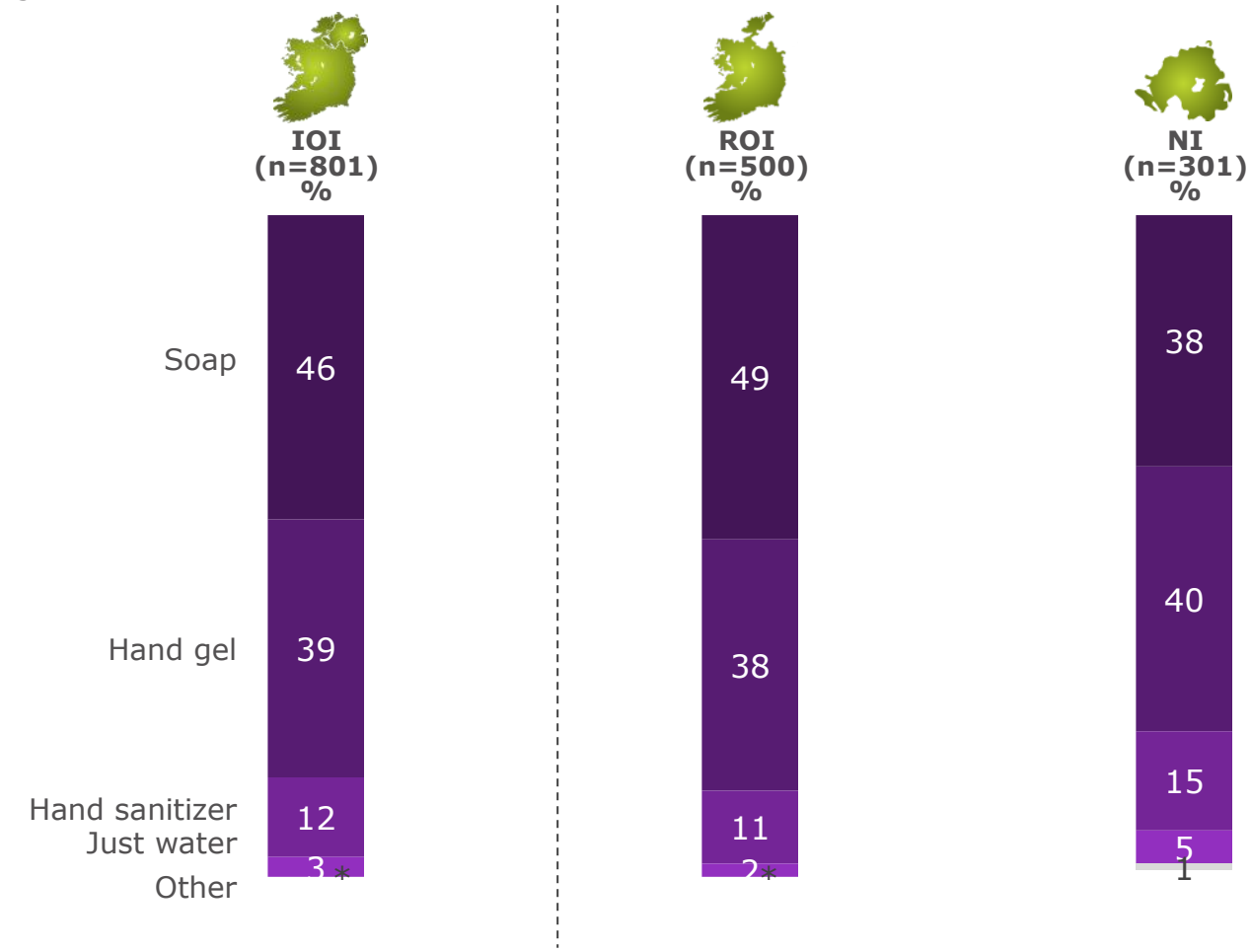




# Substance most Commonly used to Clean Hands with:

Soap or hand gel most commonly used to wash hands

Base: All Adults 15+



# Portions

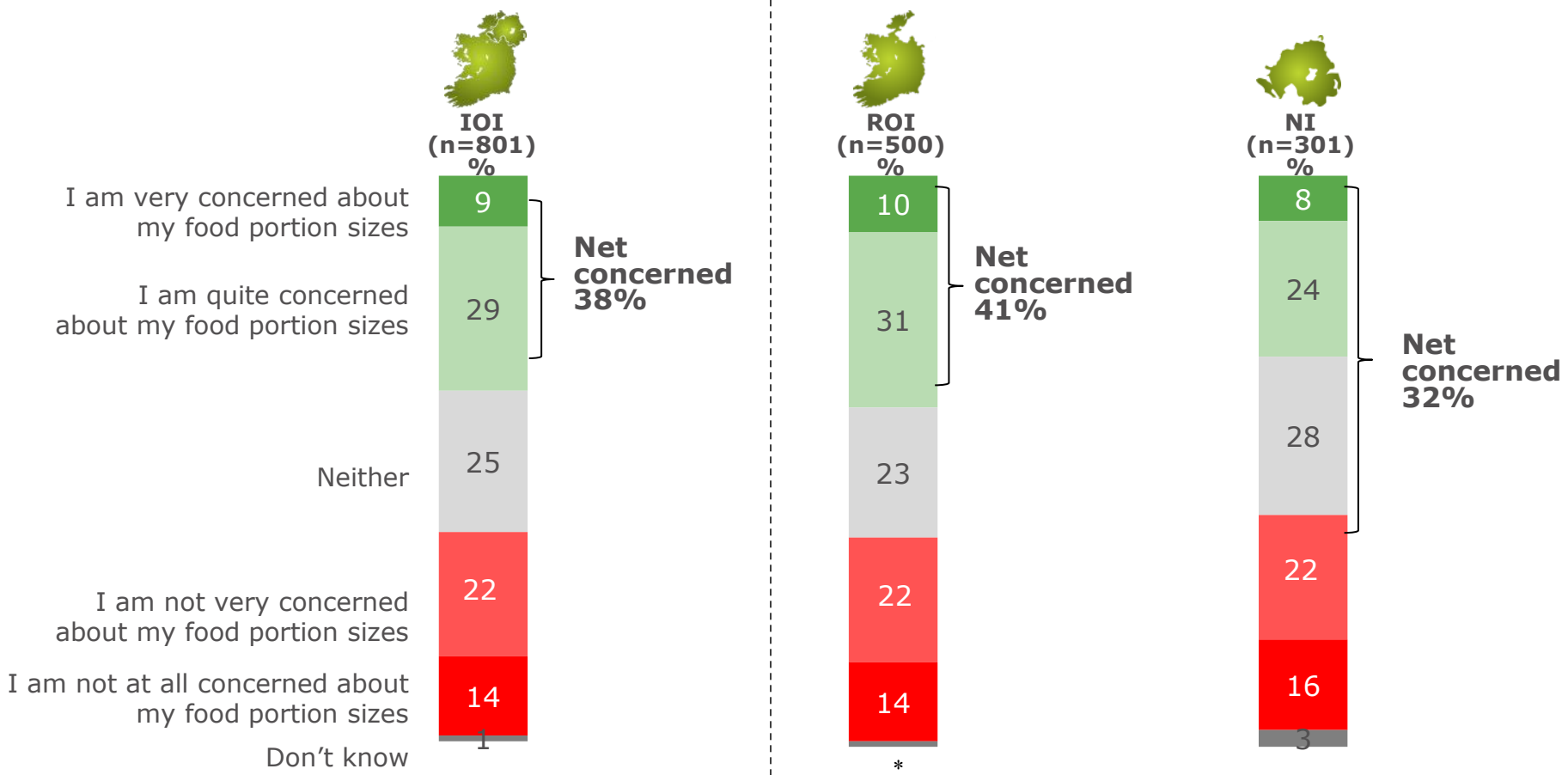




# Attitudes of Food Portion Sizes: 4 in 10 claim to be concerned about food portion sizes.



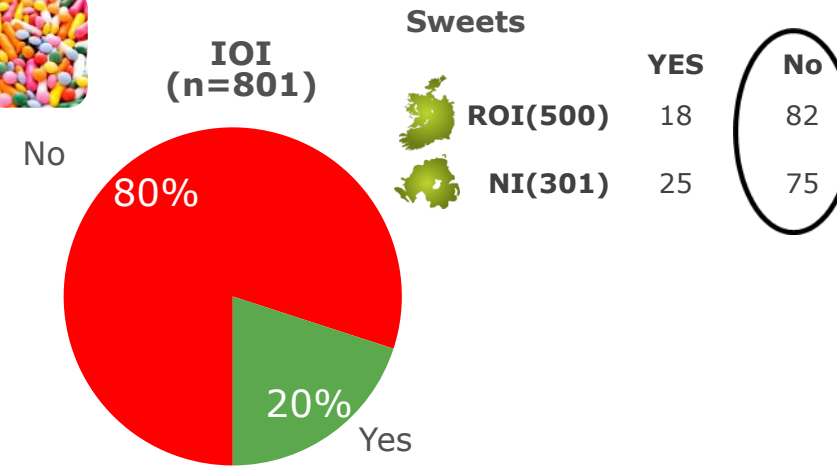
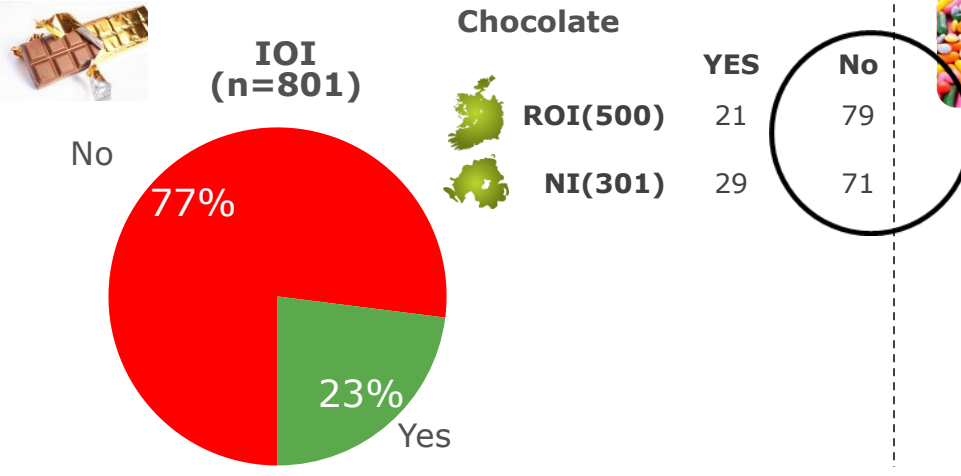
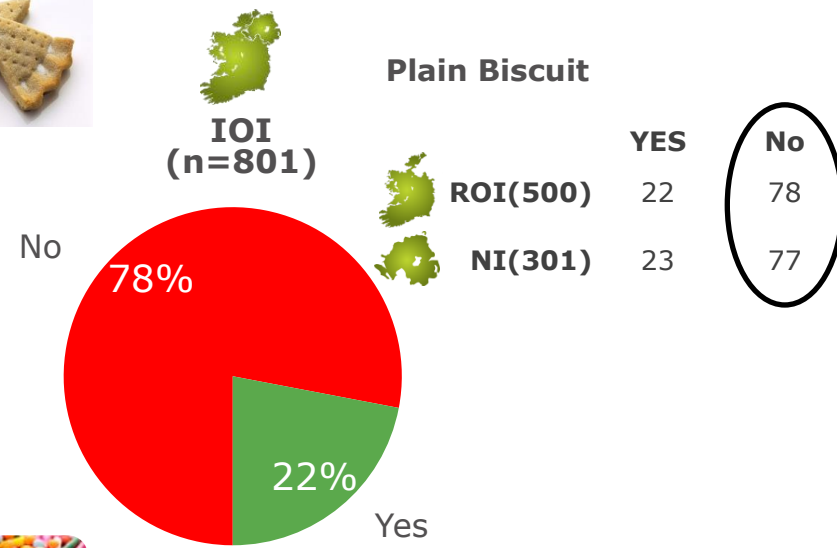
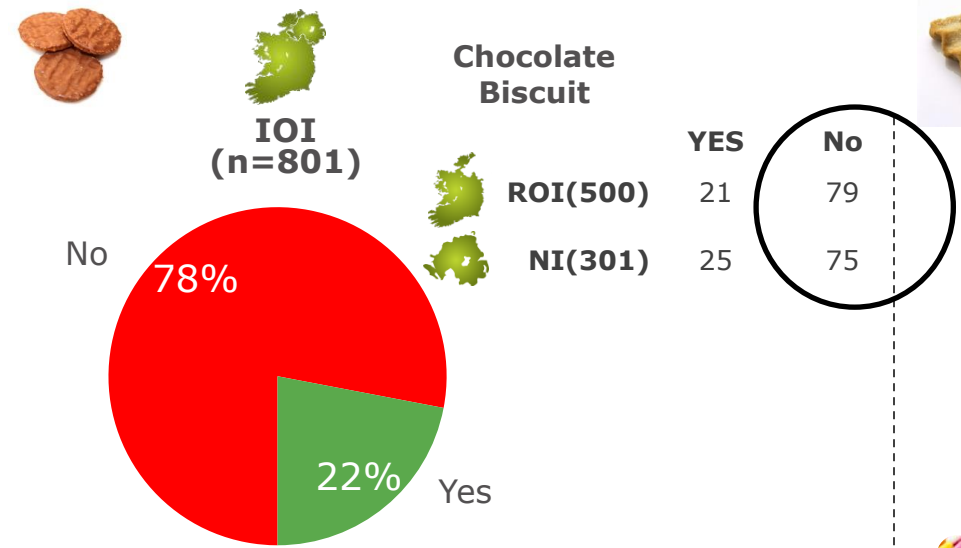
Base: All Adults 15+



# Knowledge of Portion Size Guidelines: Over 3 in 4 adults claim they do not know portion sizes for chocolate biscuits, plain biscuits, chocolate and sweets



Base: All Adults 15+



# Claimed Quantity of 'Treat' Food Consumed: Substantial under claim

Base: All Adults 15+



## Chocolate Biscuits

	IOI (n=801)	ROI (n=500)	NI (n=301)
1-2 chocolate biscuits	17	18	15
3-4 chocolate biscuits	12	14	7
5+ chocolate biscuits	8	8	6
None/don't eat chocolate biscuits	63	60	72



## Plain Biscuits

	IOI (n=801)	ROI (n=500)	NI (n=301)
1-2 plain biscuits	16	16	18
3-4 plain biscuits	15	18	8
5+ plain biscuits	6	6	5
None/don't eat plain biscuits	63	60	70



## Chocolate

	IOI (n=801)	ROI (n=500)	NI (n=301)
1-4 squares	7	9	5
Whole bar	17	18	13
9+ squares	7	8	4
None/don't eat chocolate	69	65	79



## Sweets

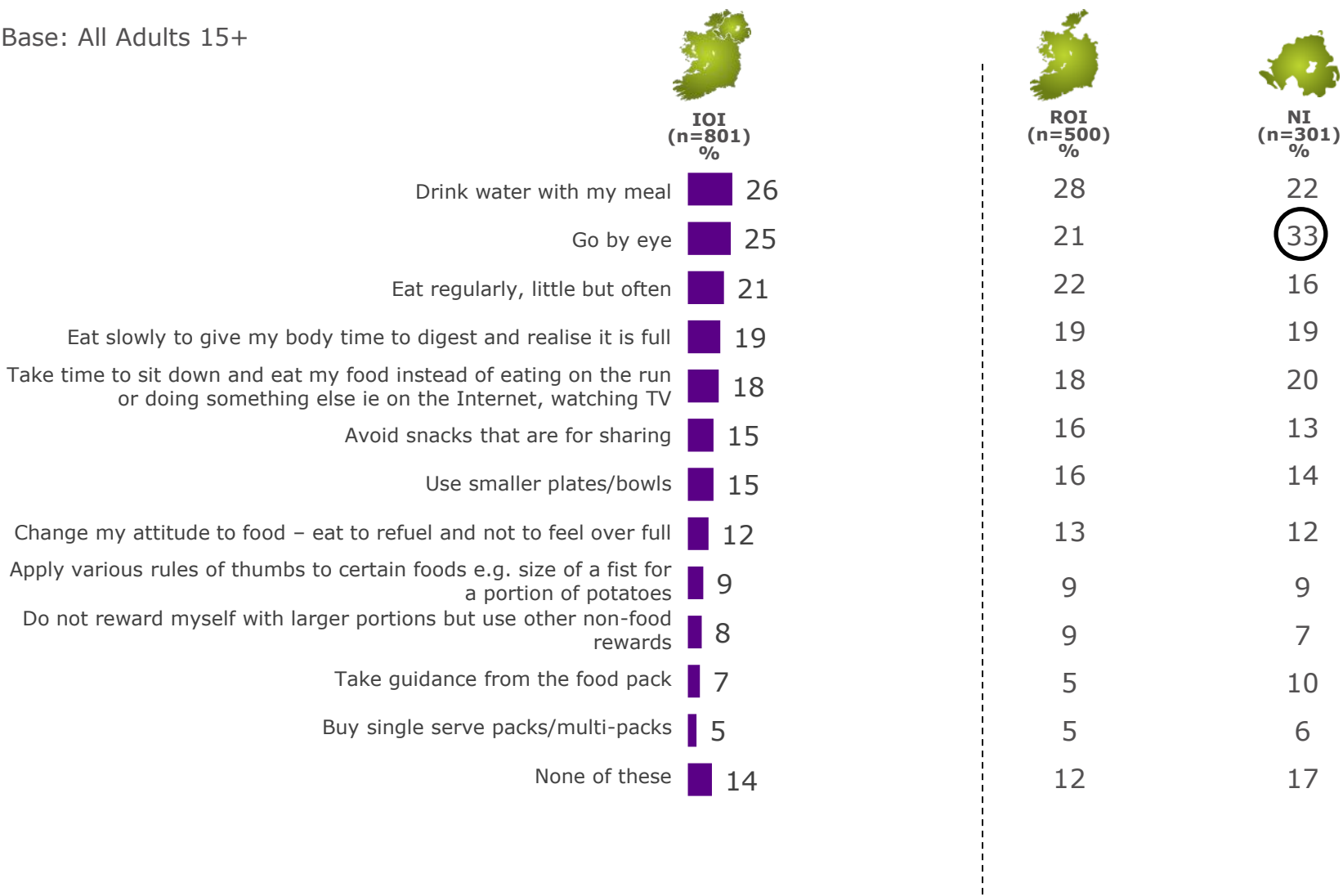
	IOI (n=801)	ROI (n=500)	NI (n=301)
1-4 sweets	12	14	7
5+ sweets	9	10	8
None/don't eat sweets	78	76	85



# Ways to Manage Food Portions

**(spontaneous):** Several ways to manage food portions, drinking water with meal, judging by eye and eating regularly - most common.

Base: All Adults 15+

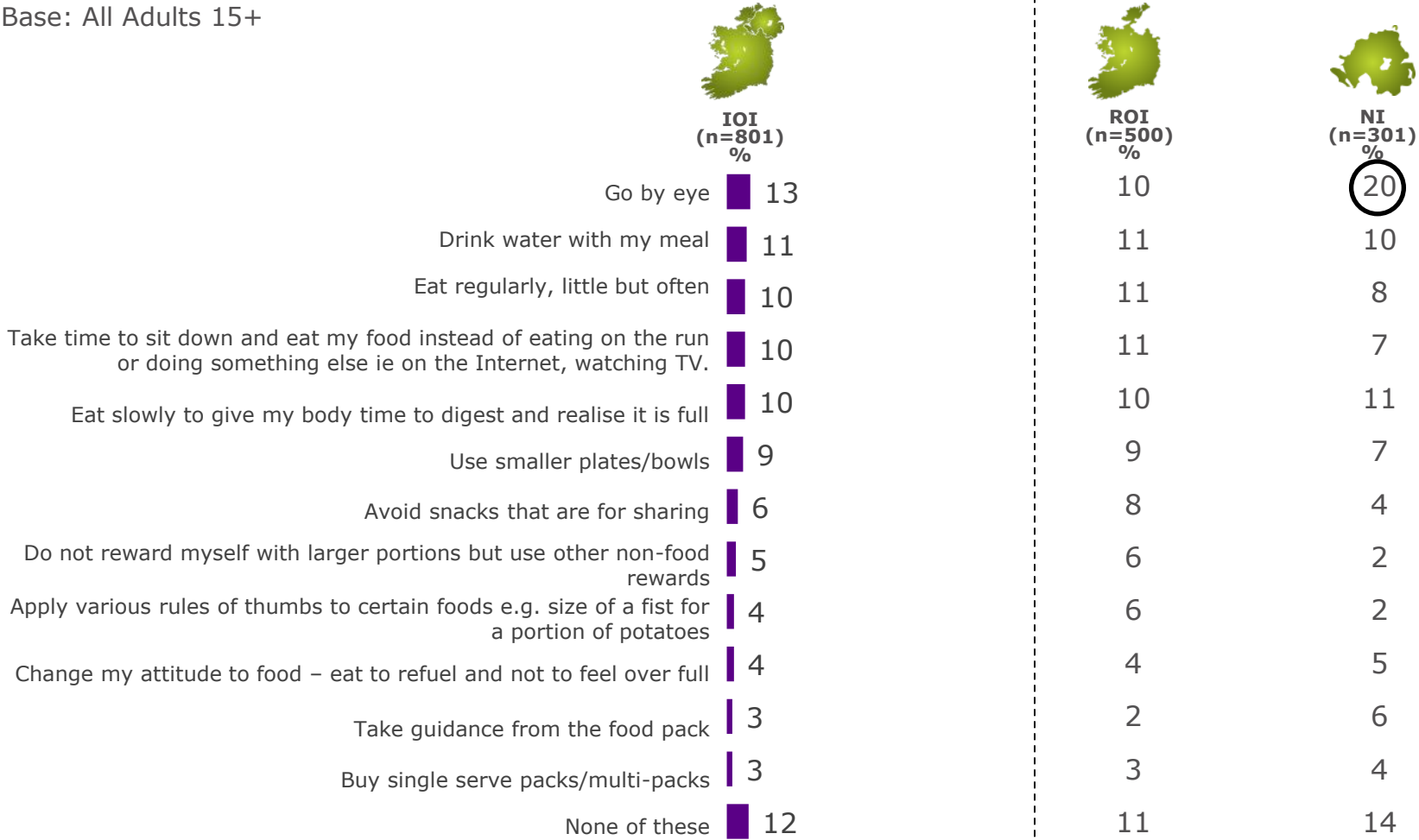


# Most Successful Way to Manage Food Portions:

Several different ways deemed successful.

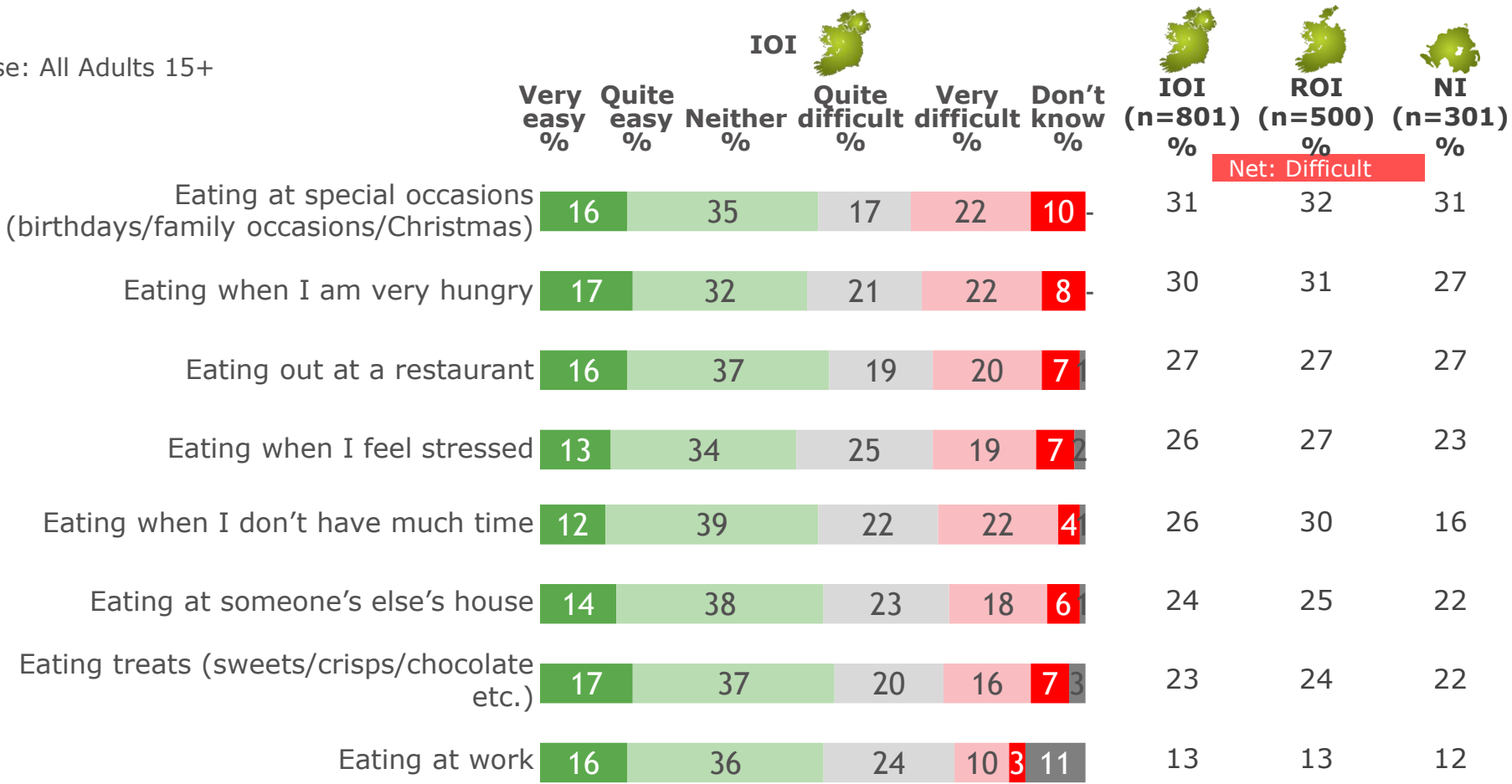


Base: All Adults 15+



# Managing Portions in Certain Situations: Special occasions, when very hungry and eating in a restaurant deemed as most difficult situations to manage portion sizes.

Base: All Adults 15+



## Social Media

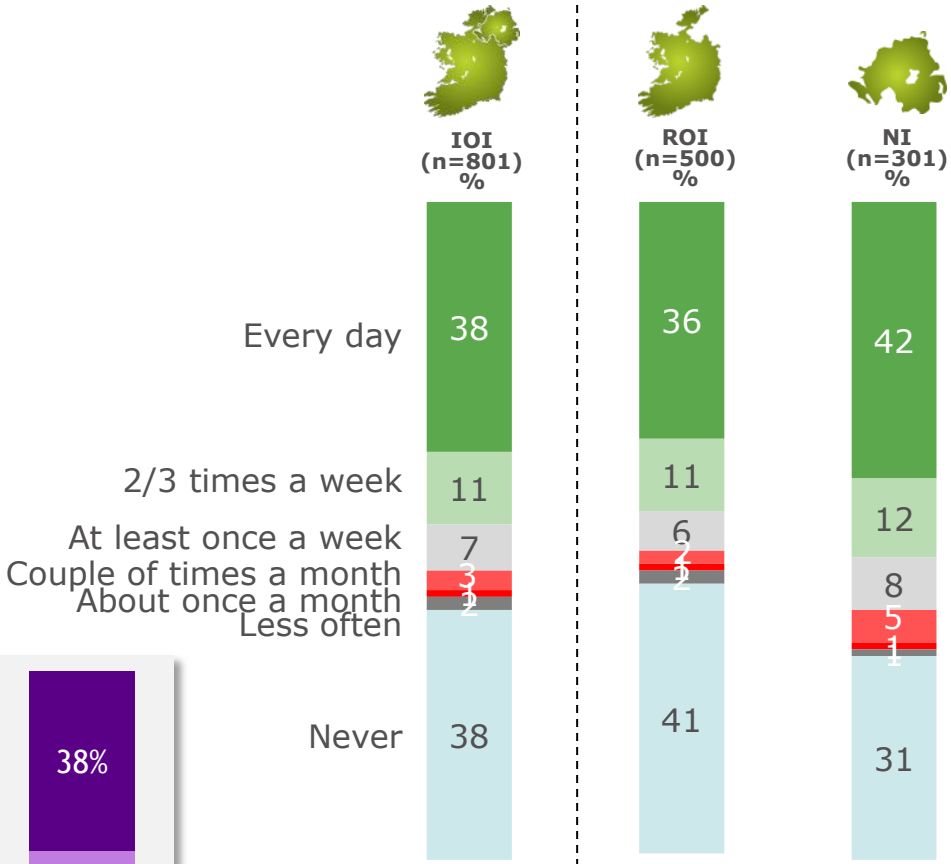


# Frequency of using, Social Media



Base: All Respondents (n=801)

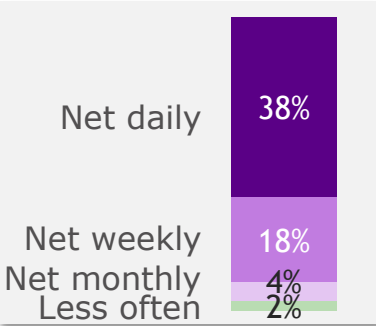
## facebook



Every day usage is highest among females in both ROI (40%) and NI (49%)



Unsurprisingly every day usage highest among 15-24 year olds in ROI (75%) and 25-34 in NI (71%)



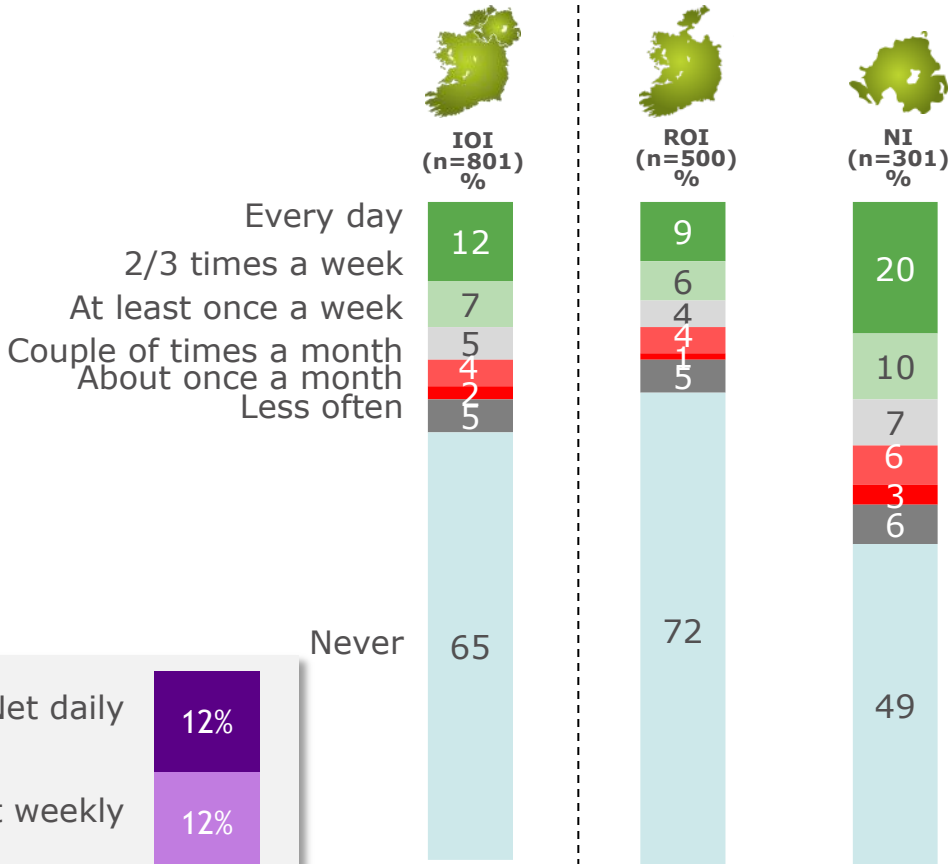


# Frequency of using, Social Media



Base: All Respondents (n=801)

## twitter



Everyday usage is highest among females in NI



The millennial cohort using Twitter more at an everyday level; NI (43%) and ROI (25%)

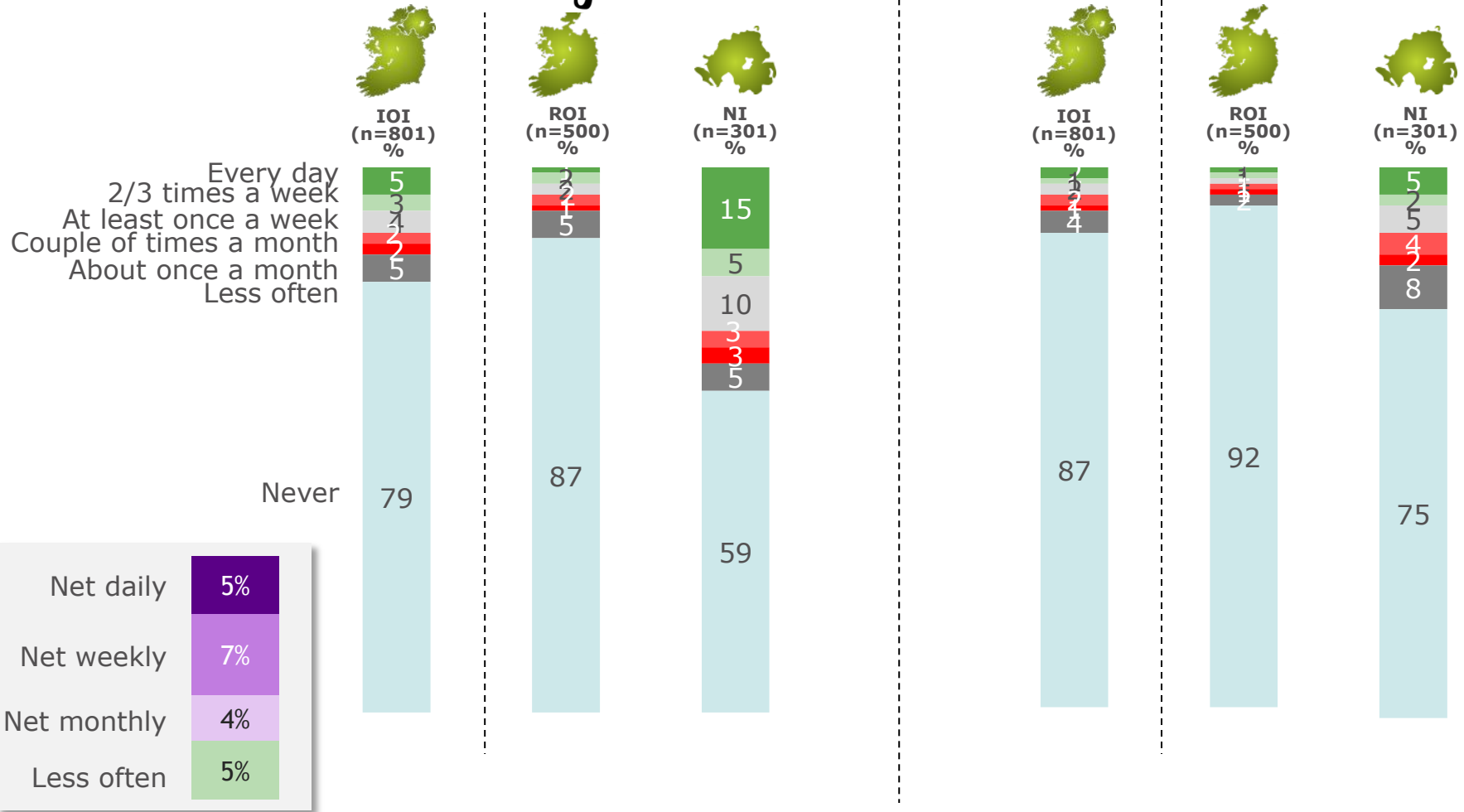
# Frequency of using, Social Media



Base: All Respondents (n=801)

## Instagram

## Pinterest

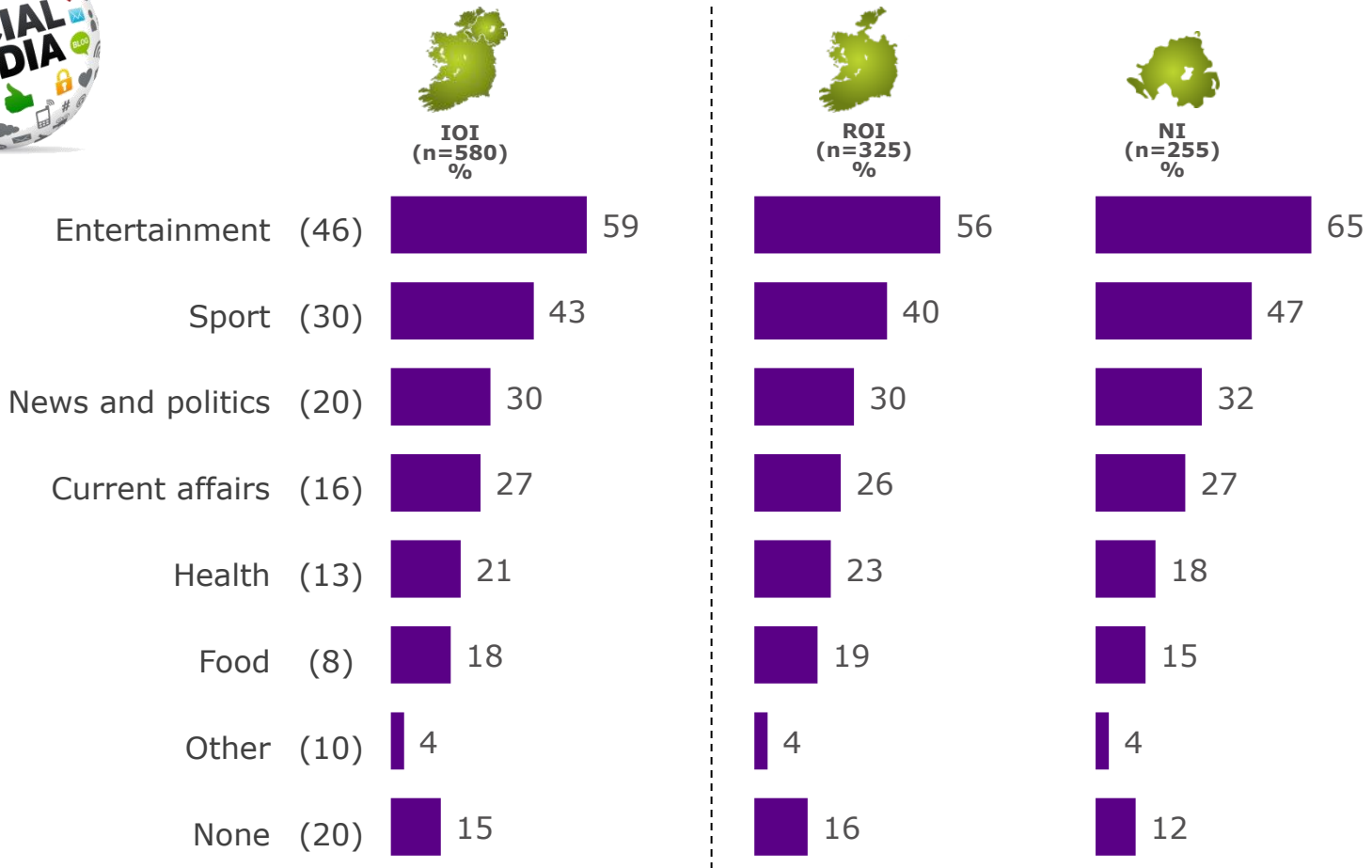


Net daily	5%
Net weekly	7%
Net monthly	4%
Less often	5%



# Topics engaged with on social media

Base: All Respondents using any social media at least once a month (n=580)



( ) bracketed figures denote figures from 2010 'Social Media' study

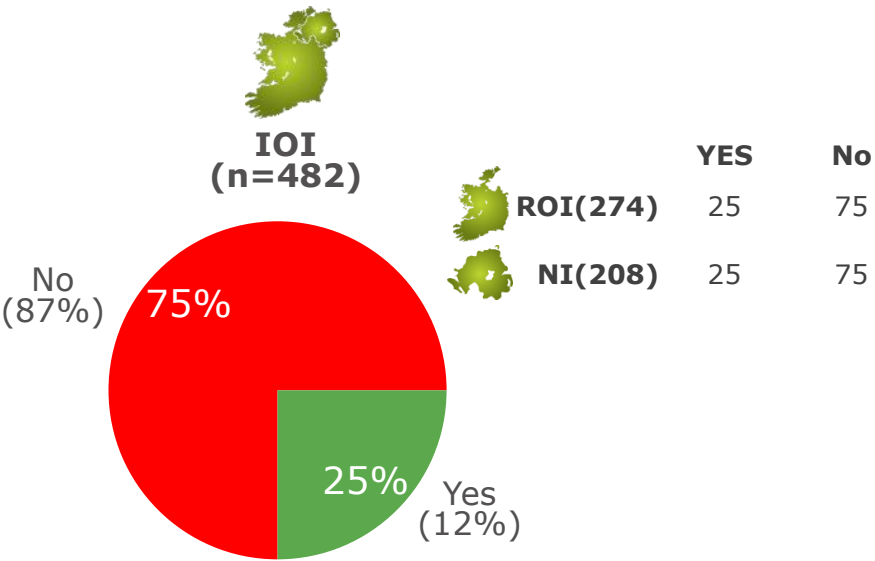


# One in four "like" or "follow" health related organisations on Facebook and Twitter

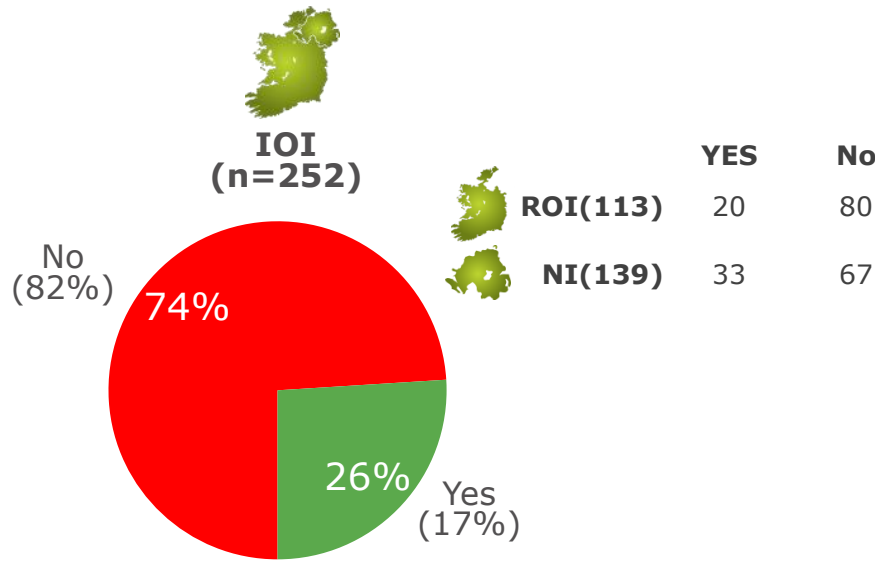
Base: All Respondents who use Facebook at least once a month (n=482)

Base: All Respondents who use Twitter at least once a month (n=252)

## facebook



## twitter

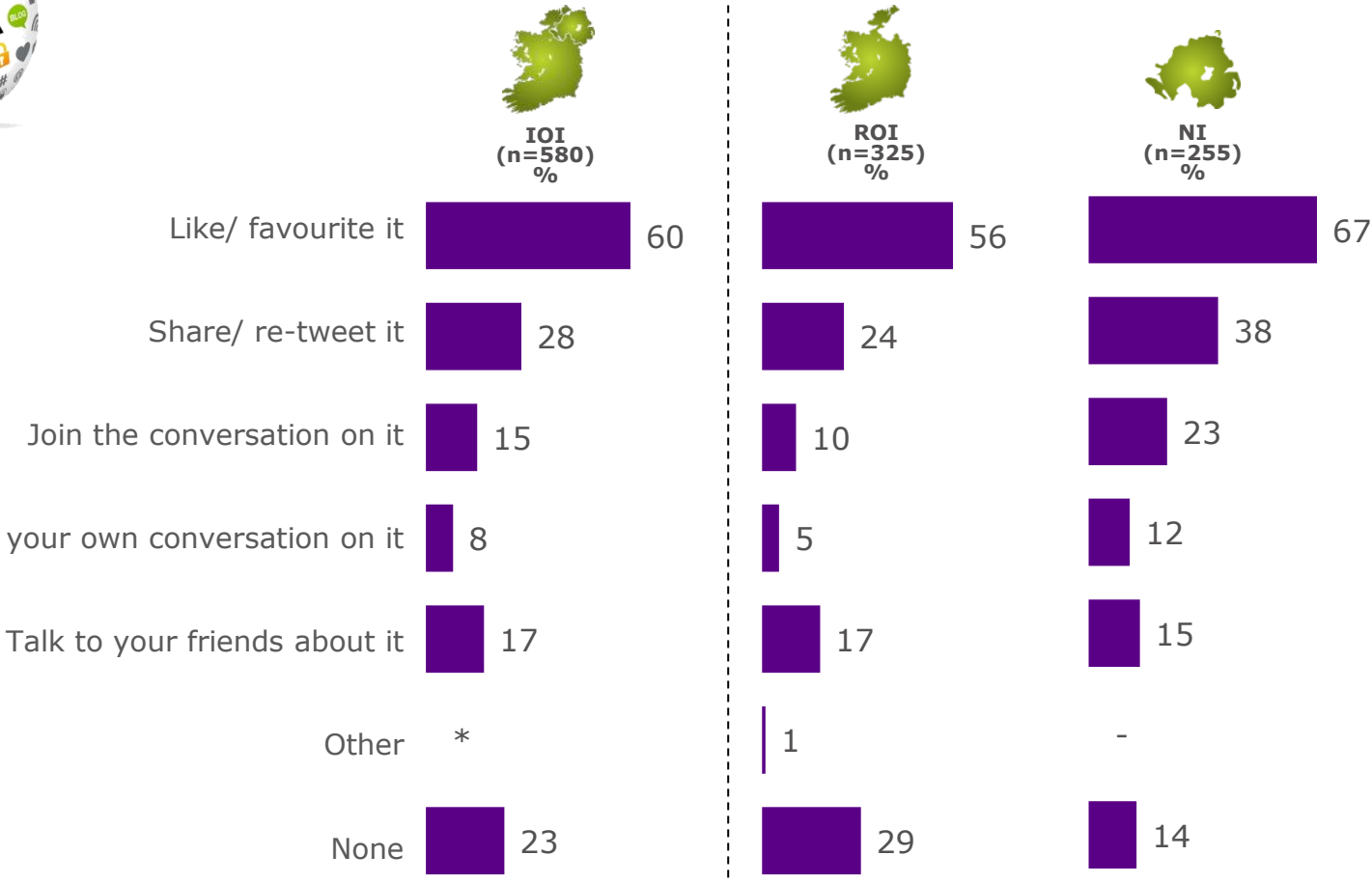


( ) bracketed figures denote figures from 2010 'Social Media' study

# Engaging on Social Media



Base: All Respondents who use any Social Media at least once a month (n=580)





# Engage with topic of health eating on Social media

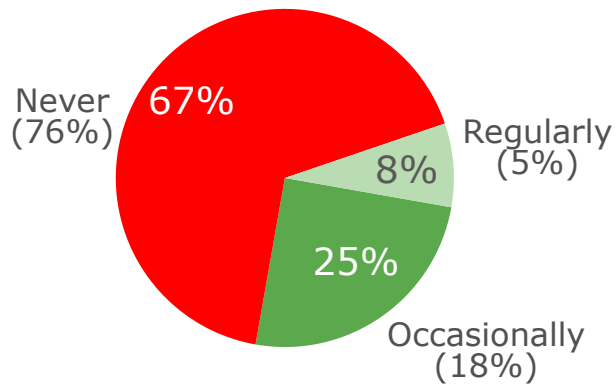
Base: All Respondents who use any Social Media at least once a month (n=580)



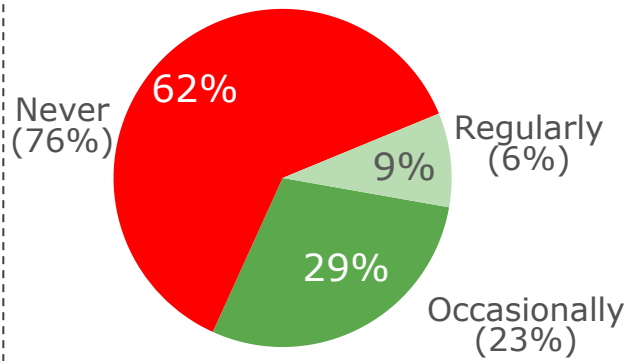
## Healthy Eating



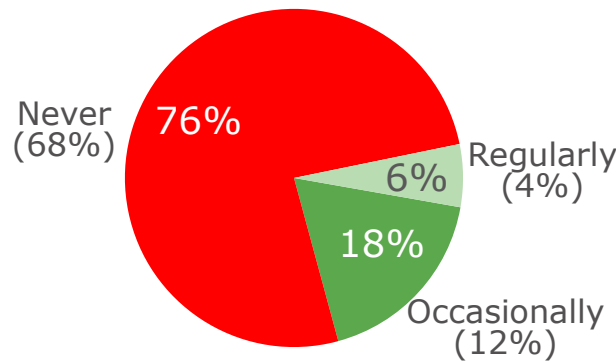
**IOI**  
(n=580)



**ROI**  
(n=325)



**NI**  
(n=255)



( ) bracketed figures denote figures from 2010 'Social Media' study



# Engage with topic of dieting & weight loss on Social media

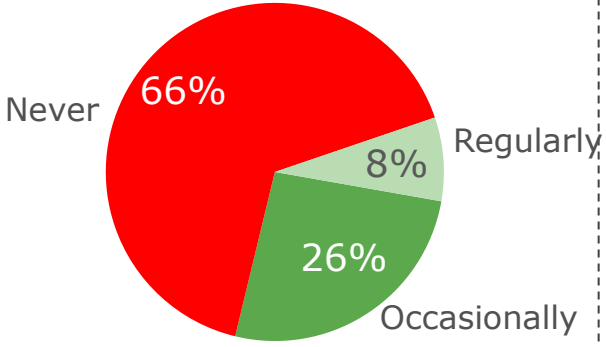
Base: All Respondents who use any Social Media at least once a month (n=580)



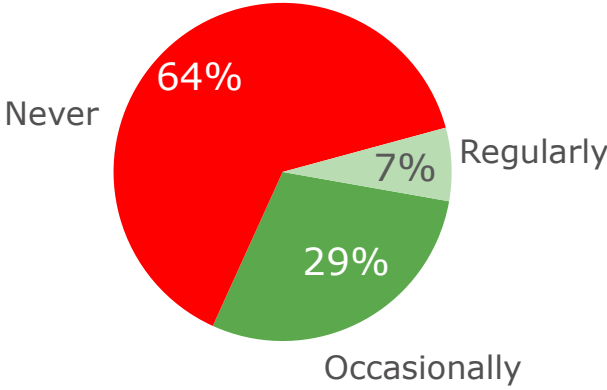
## Dietary and Weight Loss



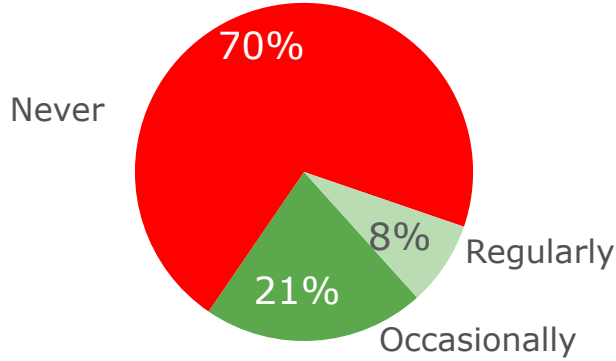
**IOI**  
(n=580)



**ROI**  
(n=325)



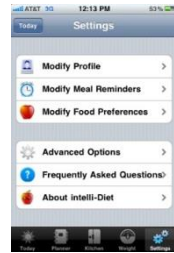
**NI**  
(n=255)





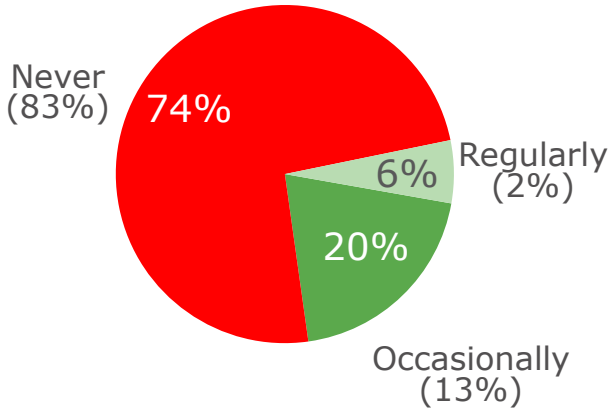
# Engage with topic of dieting & weight loss on Social media

Base: All Respondents who use any Social Media at least once a month (n=580)

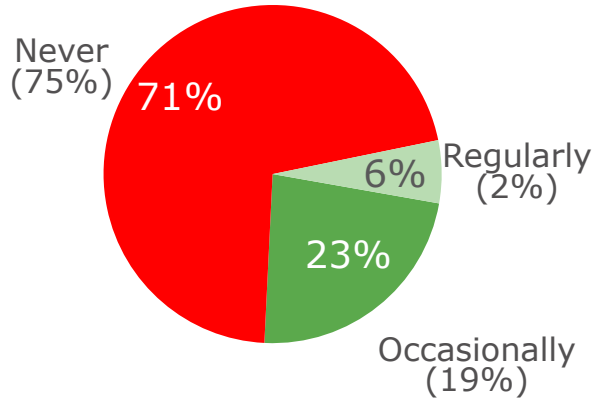


## Food Safety

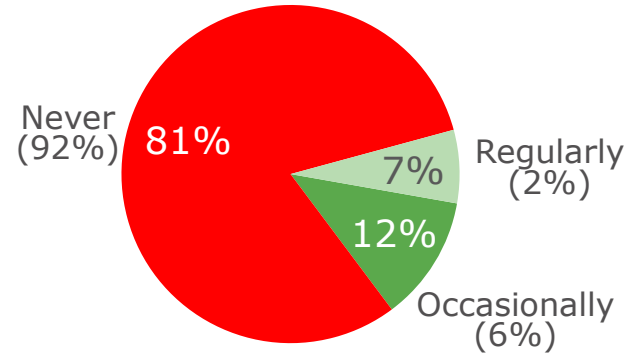
  
**IOI**  
(n=580)



  
**ROI**  
(n=325)



  
**NI**  
(n=255)



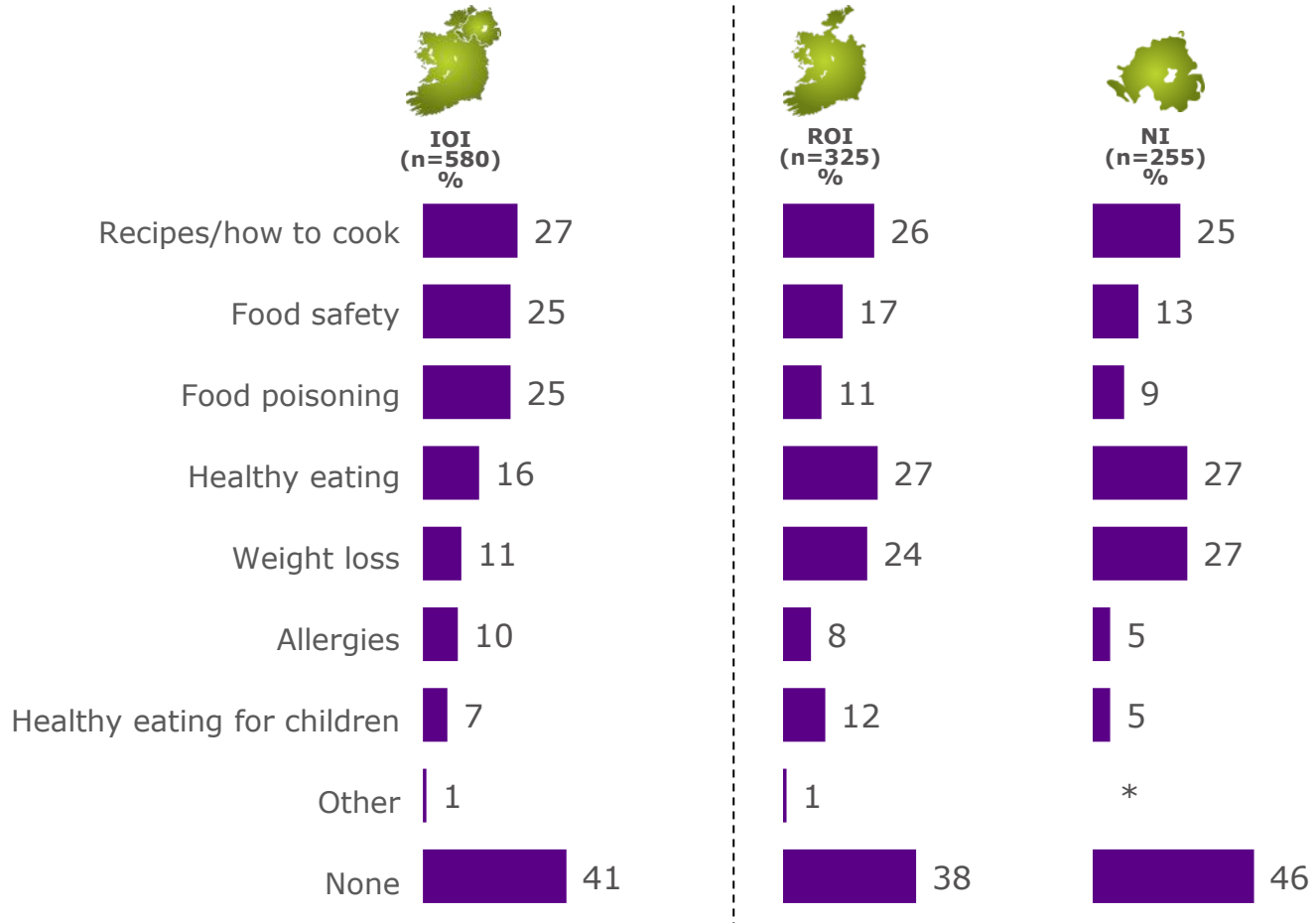
( ) bracketed figures denote figures from 2010 'Social Media' study





# Recipes most popular food-related topic on social media

Base: All Respondents who use any Social Media at least once a month (n=580)



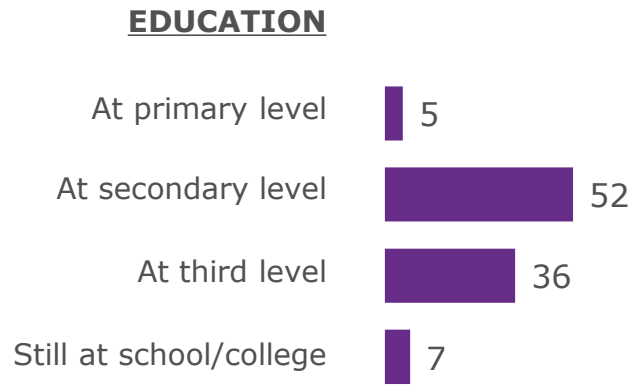
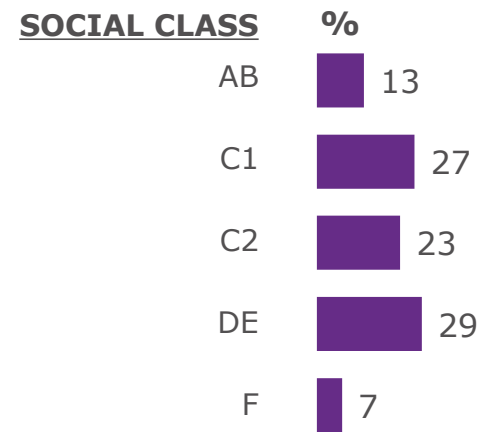
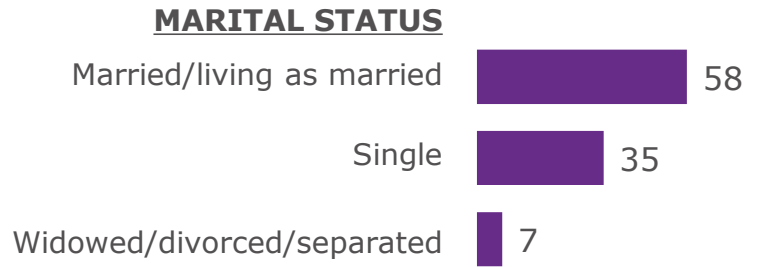
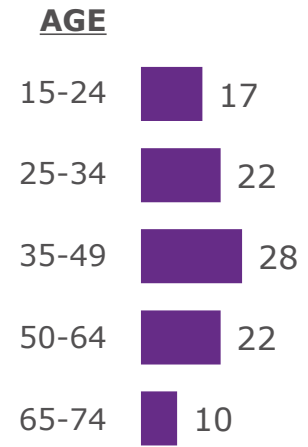
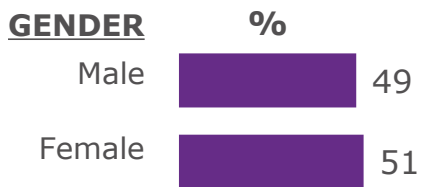
# Demographics



# Demographics - ROI



Base: All Respondents (500)



# Demographics - ROI



Base: All ROI Respondents (500)

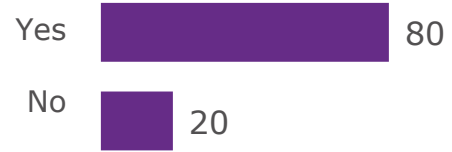
## LONG STANDING DISABILITY %



## DISABILITY LIMIT ACTIVITY



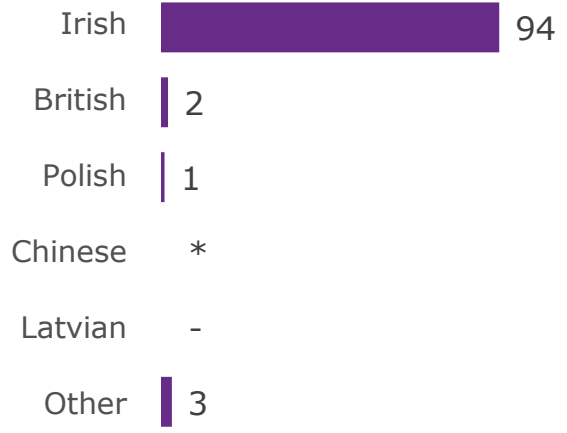
## INTERNET



## MOBILE INTERNET (all who use internet)



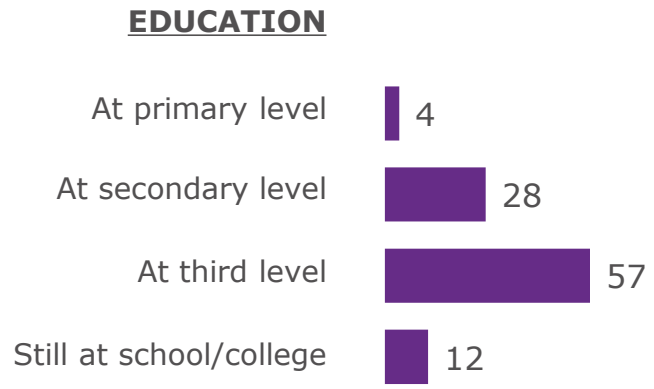
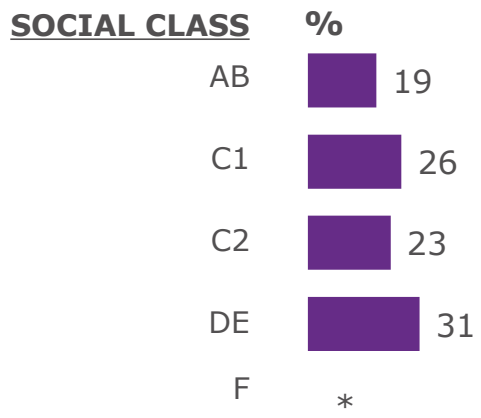
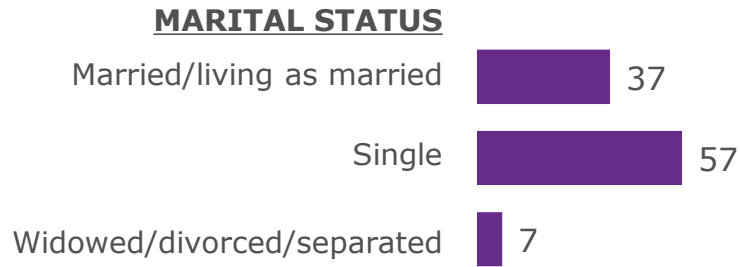
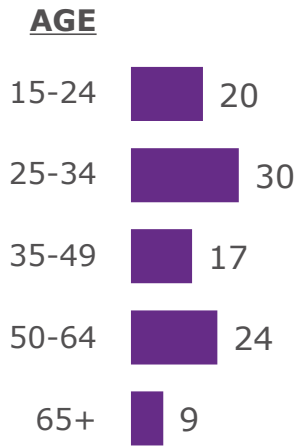
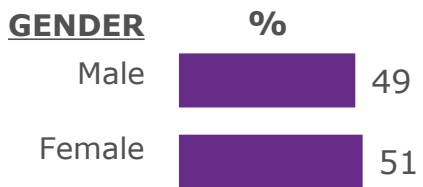
## IDENTITY %



# Demographics - NI



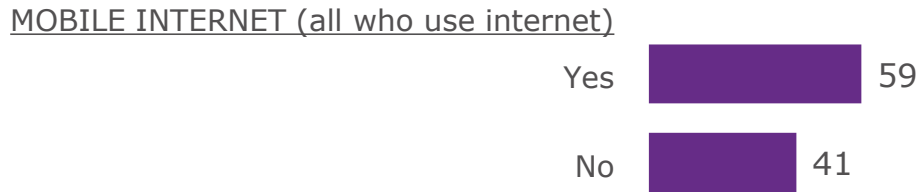
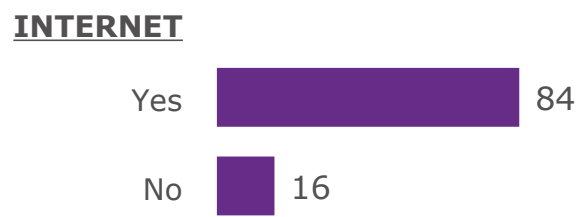
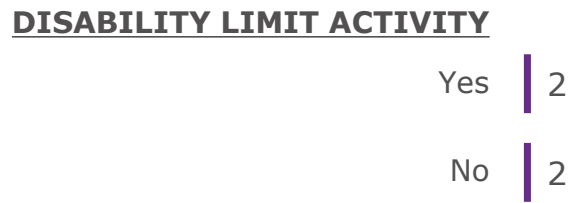
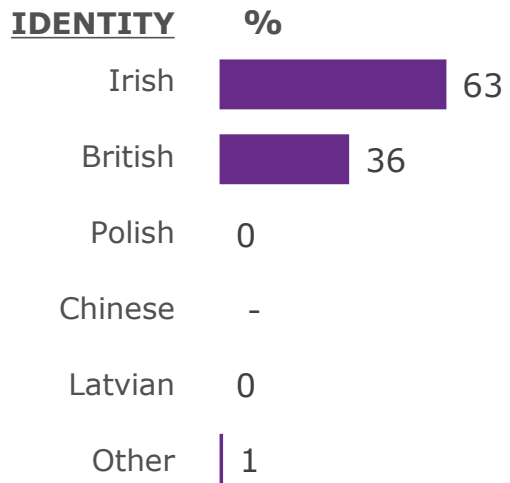
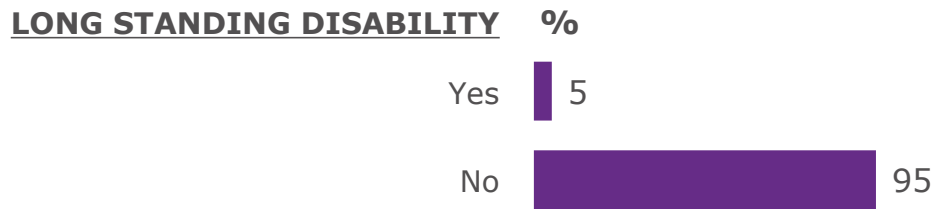
Base: All Respondents (301)



# Demographics - NI

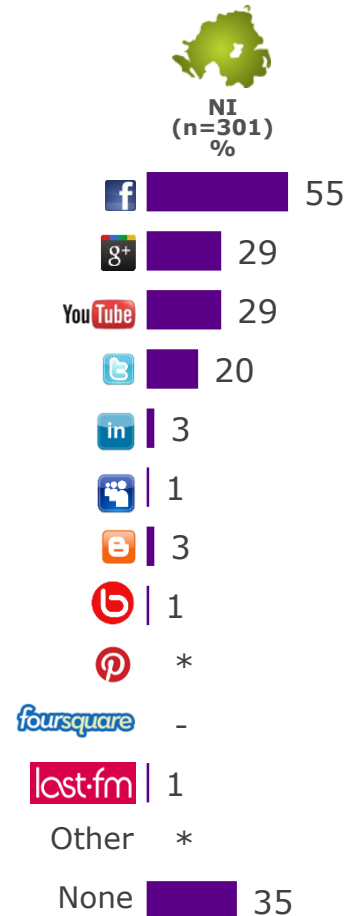
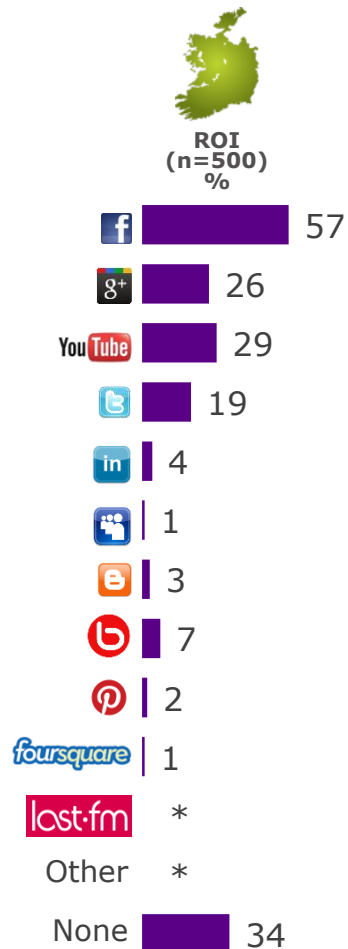


Base: All Respondents (301)



# Social Media

Base: IOI Adults 15+ (801)



**Thank You!**

**For further information ,please contact:**

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**[sinead.duffy@millwardbrown.ie](mailto:sinead.duffy@millwardbrown.ie)**

**01 2974500**