



Safetrak 10

Island of Ireland

A Presentation of Findings by



December 2008

41108644 CC/VB/NS



Presentation Outline

- **Project Context**
- **Findings**
 - Food Preparation & Attitudes Towards Safe Eating
 - Concerns about food safety and healthy eating
 - BBQ cooking
 - Christmas cooking
 - Attitudes to imported food
 - Salt Consumption
 - Dieting
 - Shopping behaviour

Project Context



Background & Methodology – Safetrak 10

Total number of interviews:



805



503



302

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: 3rd – 16th November 2008

Context of Research – what was occupying consumers' minds from 3rd – 16th November?

5.

- Post Budget 2008 – Contentious
- Irish Banks under pressure
- Deepening recession – Ireland/Europe/US
- Focus on price in media; ROI Consumers travelling to North for grocery shopping
- American Presidential Election
- Pre – Pork Crisis

The Findings



Food Preparation & Attitudes Towards Safe Eating



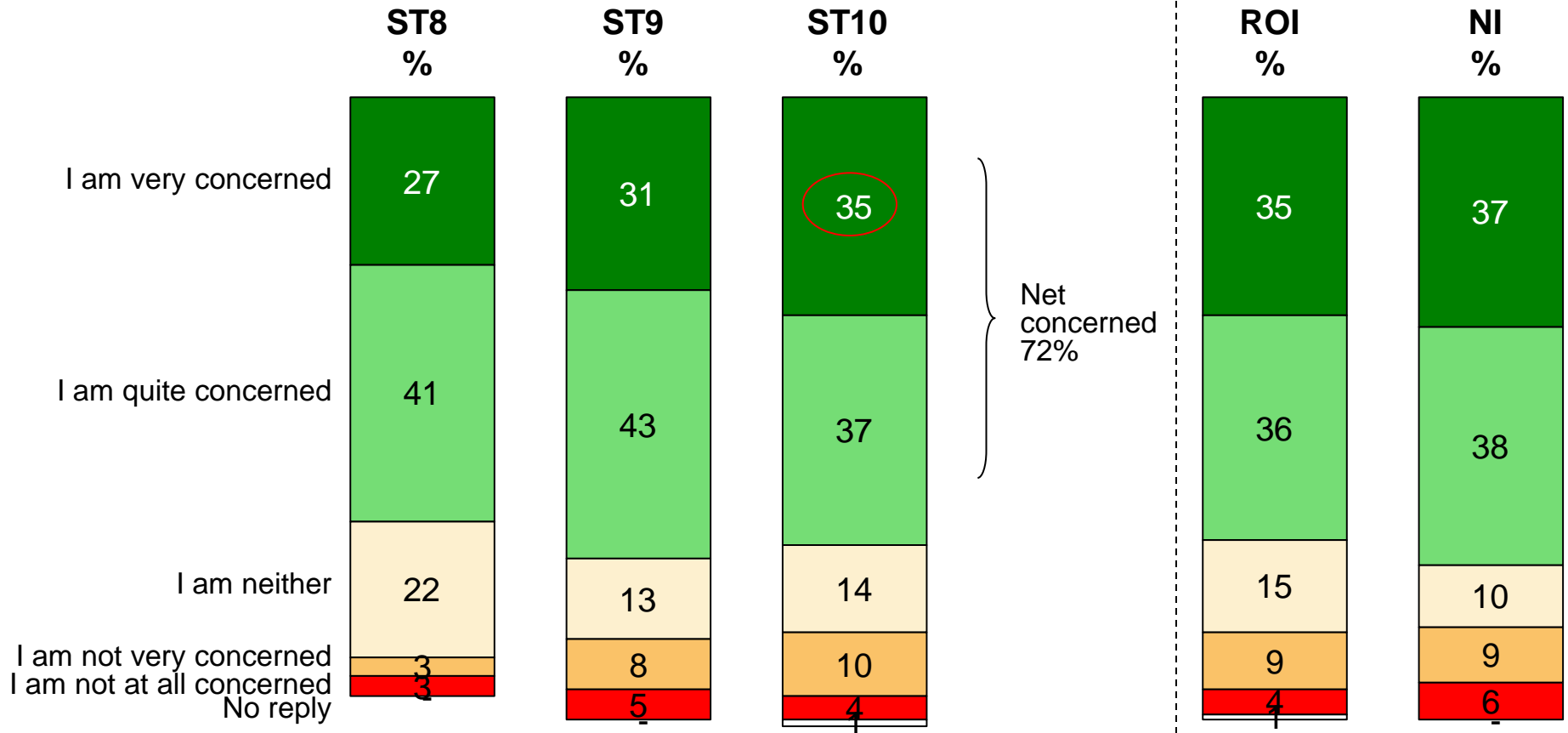
Concerns about food safety and healthy eating



Food Safety Concerns

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

Base: All Respondents (805)



Food Related Issues of Most Concern

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

Base: All Respondents (805)

ST8
%

ST9
%

ST10
%

ROI
%

ST10

NI
%

Food not cooked thoroughly/Uncooked food



21



26



20

18

24

Food poisoning (Salmonella/Listeria/ E.coli)



22



24



21

26

13

Date marks – Best before date/Use by date/ Freshness



8



12



12

13

9

Country of origin/Foreign goods/Ensure it's Irish



7



8



5

5

3

Hygiene around food



5



7



10

9

10

Additives/ E-numbers/ Dyes/Pesticides



5



7



5

5

4

Fat content/ Fatty acids/ Saturated fat



4



6



2

2

4

Salt content



3



6



4

4

3

Chicken/ Pork – Preparation



3



5



7

7

5

Red meat/ BSE/Brazilian beef



2



5



4

5

2

Handling/ Cross - Contamination



6



5



8

9

5

Ensuring balanced/healthy diet



2



4



2

2

*

Salmonella/ Eggs



2



4



4

4

2

Food storage

*



3



2

2

1

Listeria

*

*



6

*

-

Price of food

*

*



6

6

4

Other



2



6



4

3

6

Don't know



1



9



8

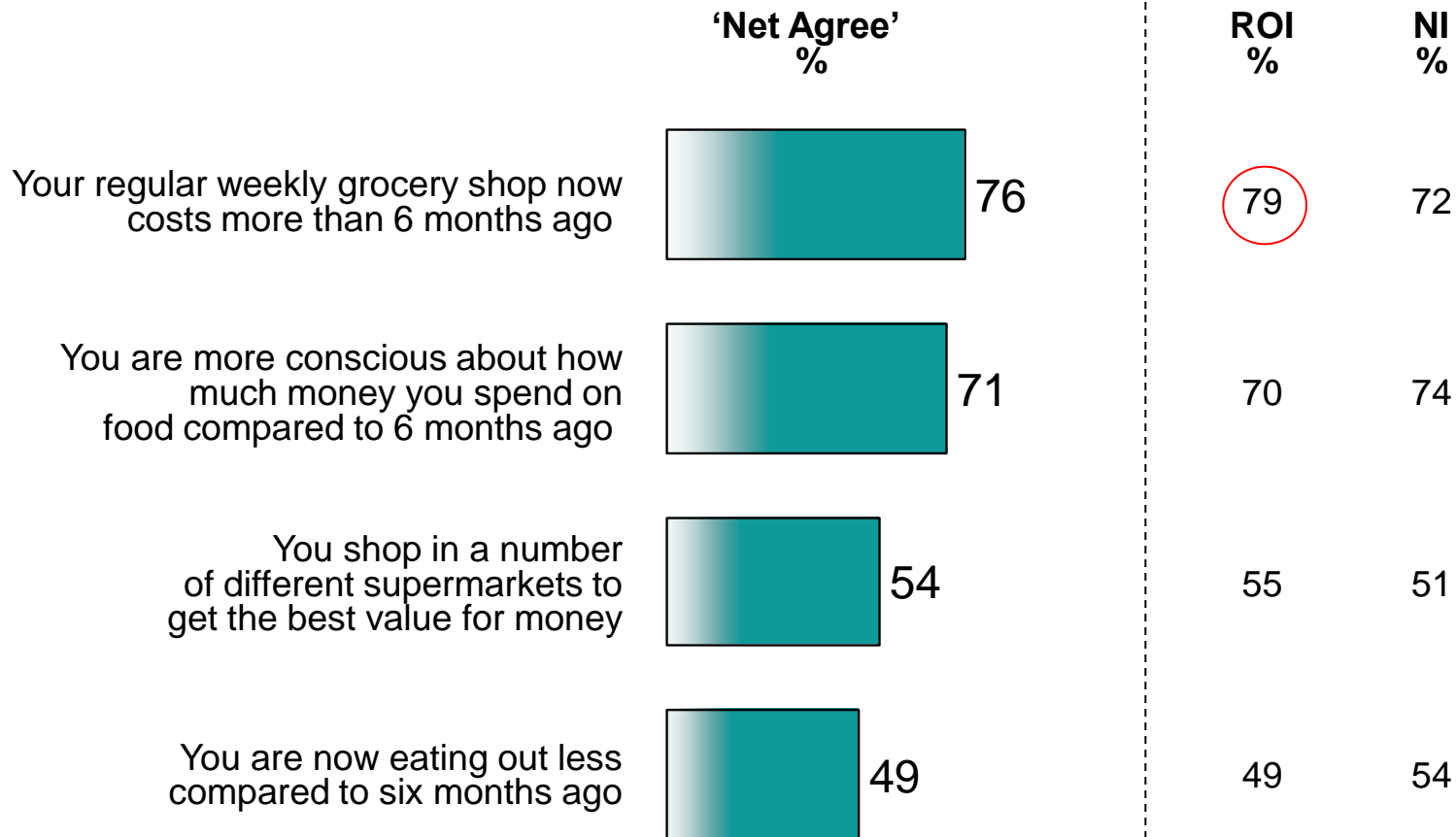
7

9

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?

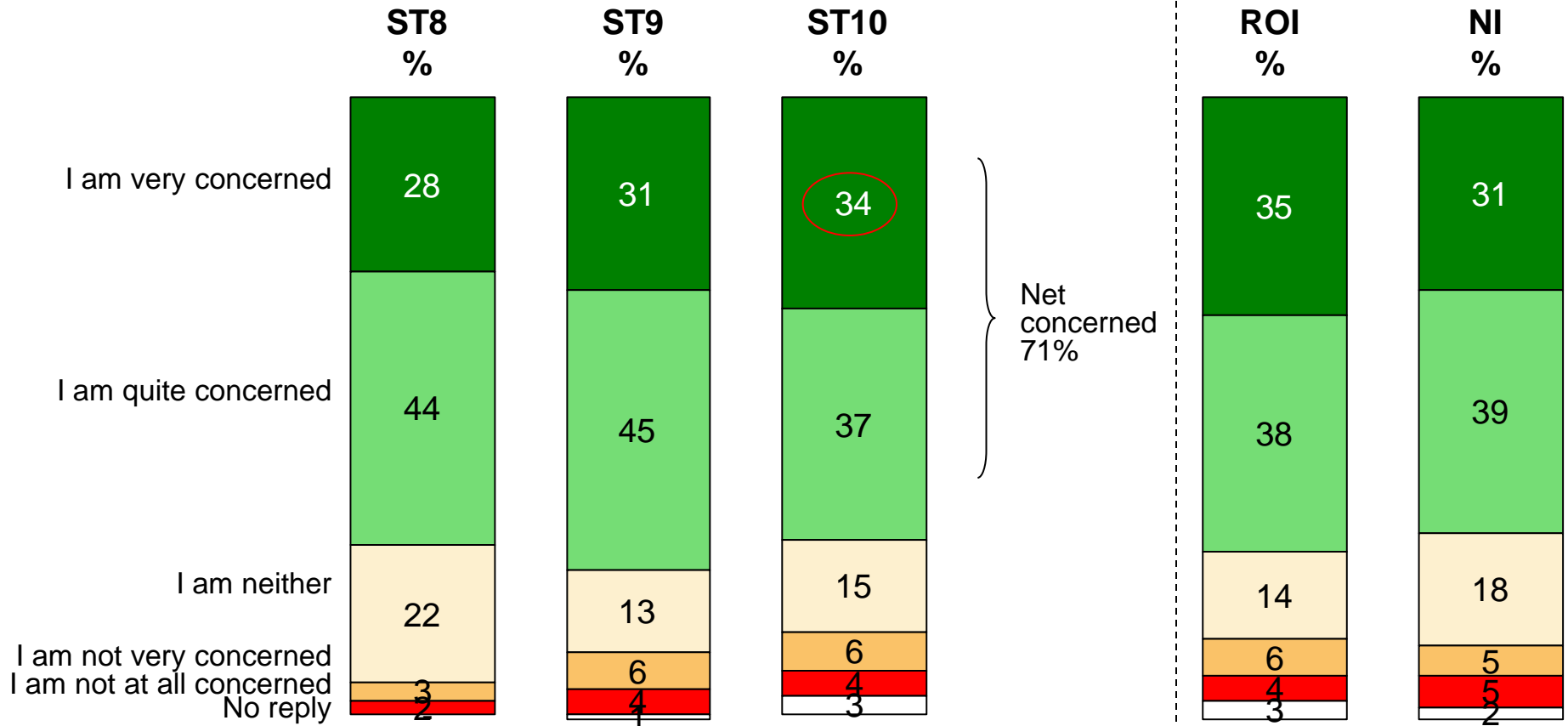
Base: Total Sample (805)



Healthy Eating Concerns

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

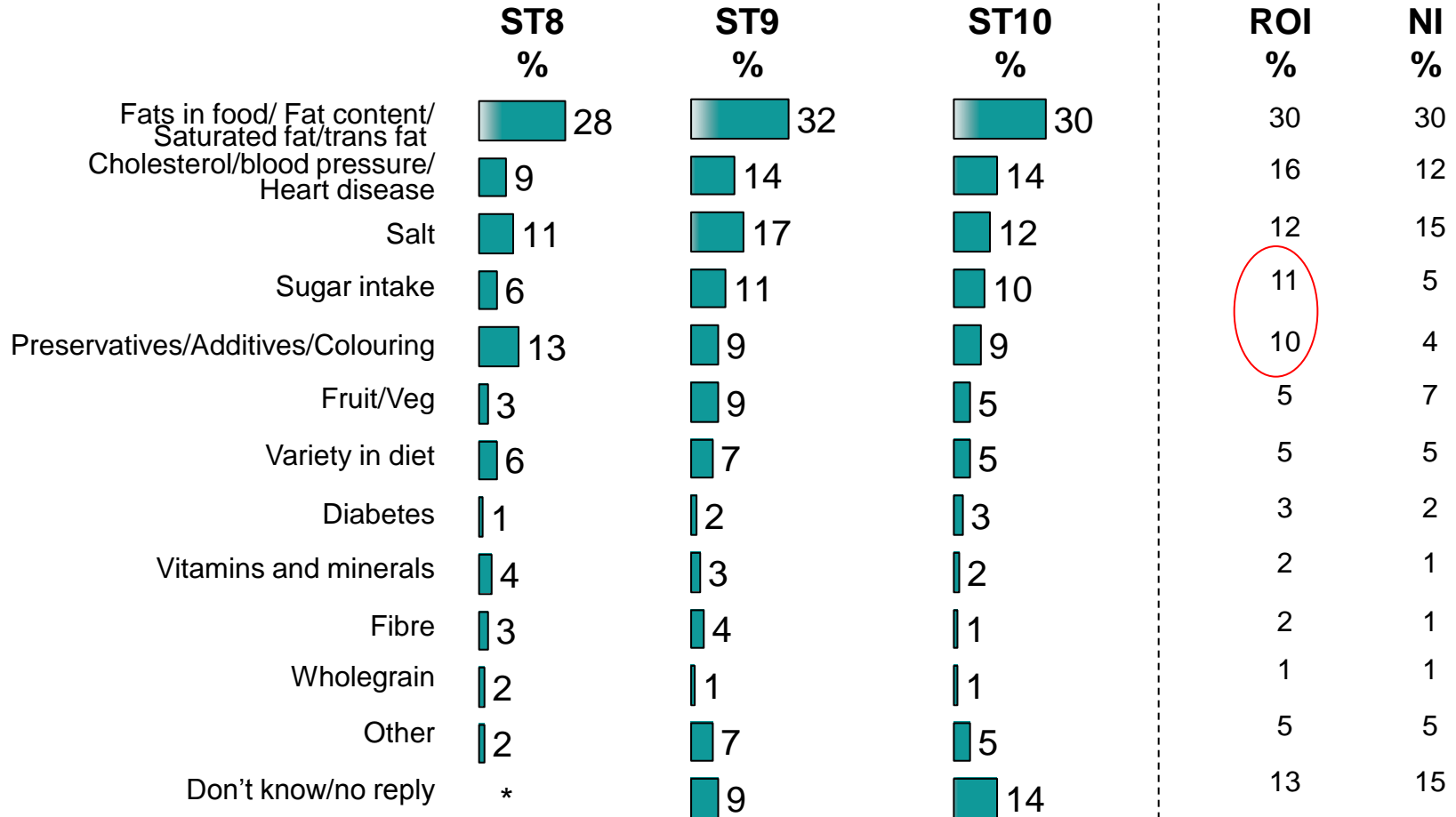
Base: All Respondents (805)



Healthy Eating – Issue of Most Concern

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

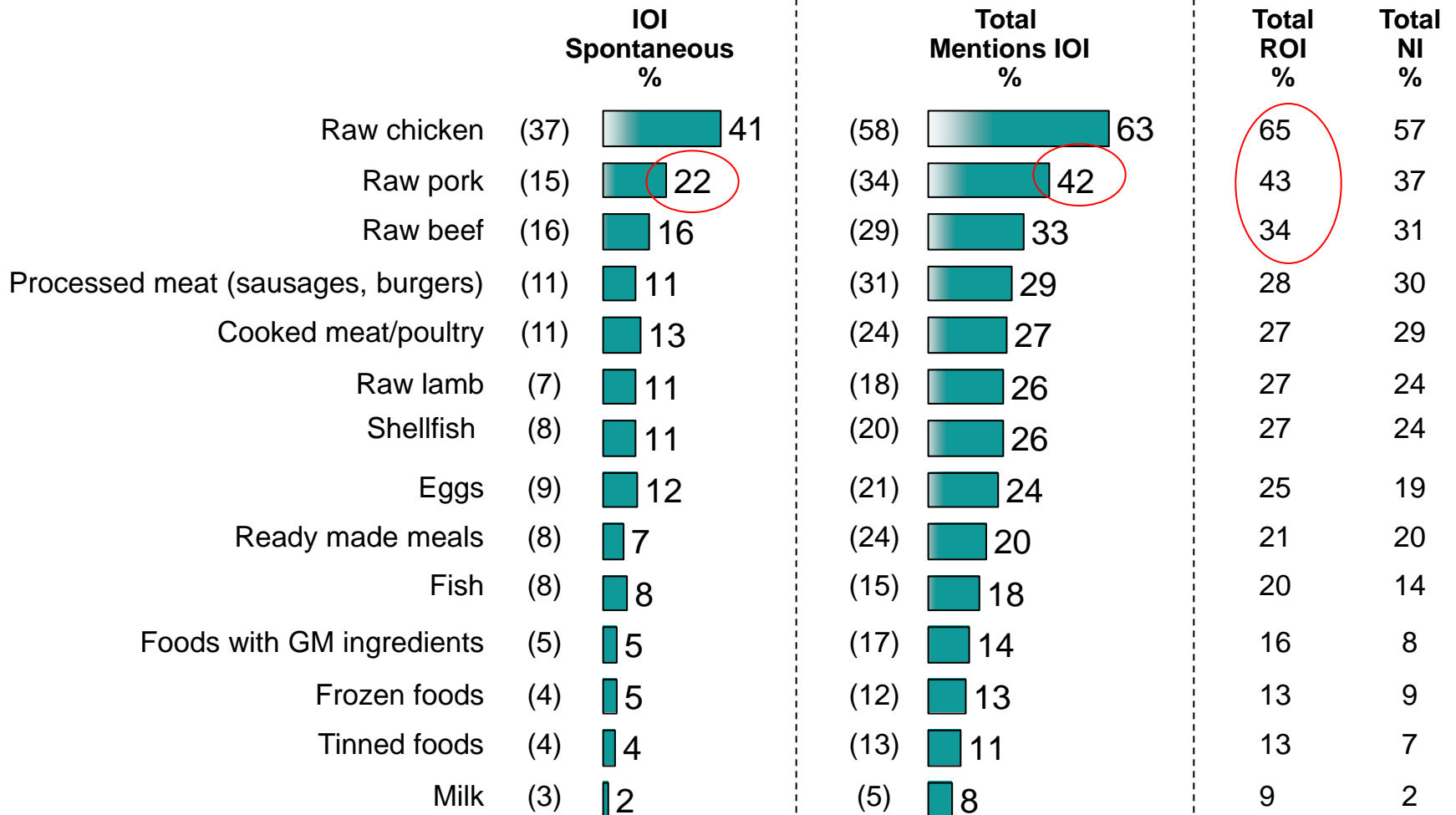
Base: All Respondents (805)



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 (805)



(ST 9)

Foods Concerned About Cont'd

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

Base: Total Sample (805)

	IOI Spontaneous %	IOI Total Mentions %	Total ROI %	Total NI %
Soft drinks	(4) 2	(9) 7	7	7
Irradiated food	(2) 2	(6) 6	7	4
Other raw meat	(1) 1	(5) 3	4	2
Oils and sauces	(1) 1	(3) 5	5	1
Bottled waters	(1) 1	(6) 4	4	4
Baby foods	(1) 2	(4) 4	2	6
Fresh vegetables	(2) *	(8) 3	4	2
Fresh fruit	(2) 1	(4) 3	4	3
Other dairy products	(1) 1	(3) 5	5	3
Dried foods	(1) *	(3) 2	2	1
Organic food	(1) *	(3) 1	2	1
Other	(3) 2	(3) 3	2	6
None	(25) 19	(17) 14	17	17

(ST 9)

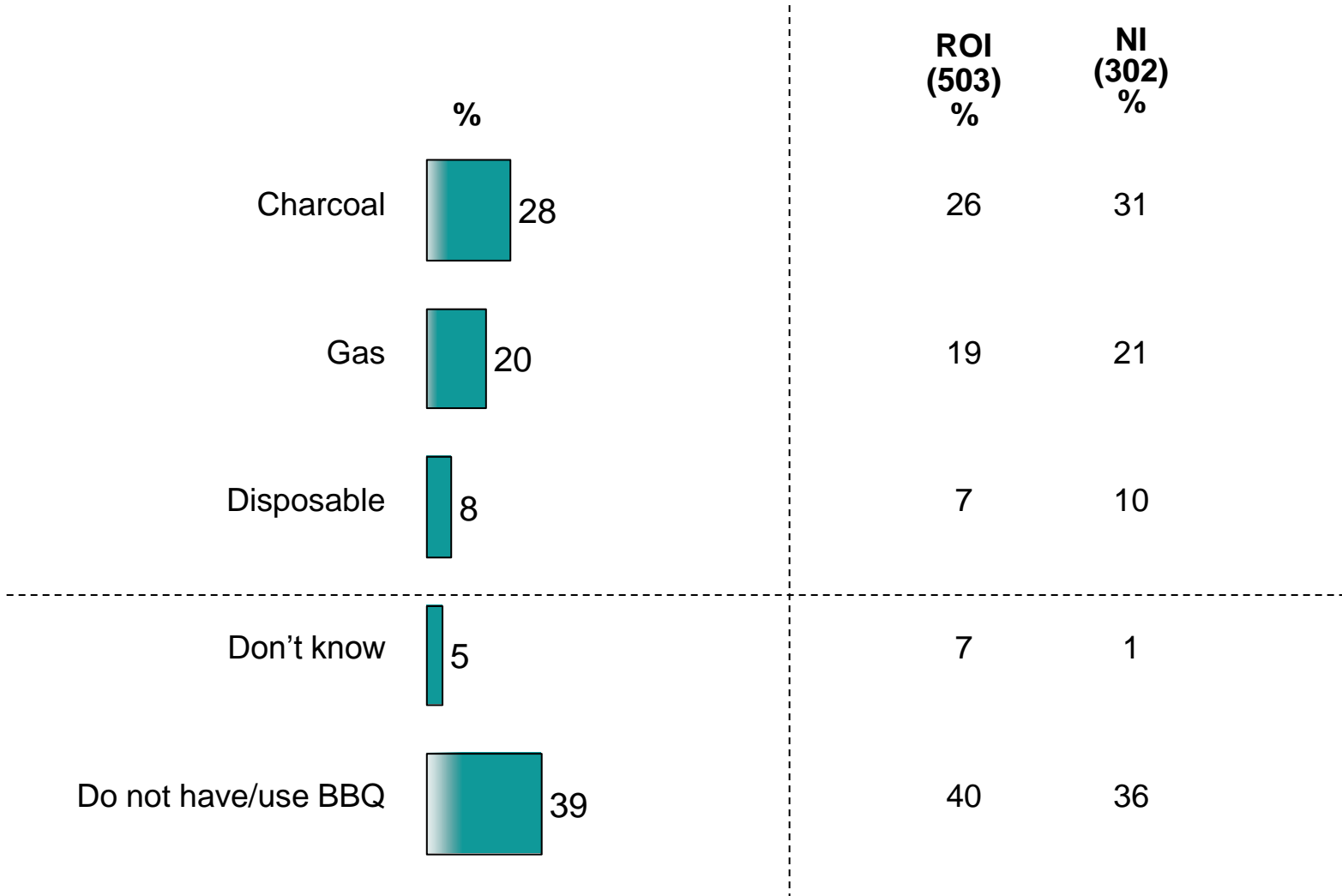
BBQ cooking



Type of BBQ used

Q. Thinking about the last time you cooked on a BBQ, what type of BBQ did you use?

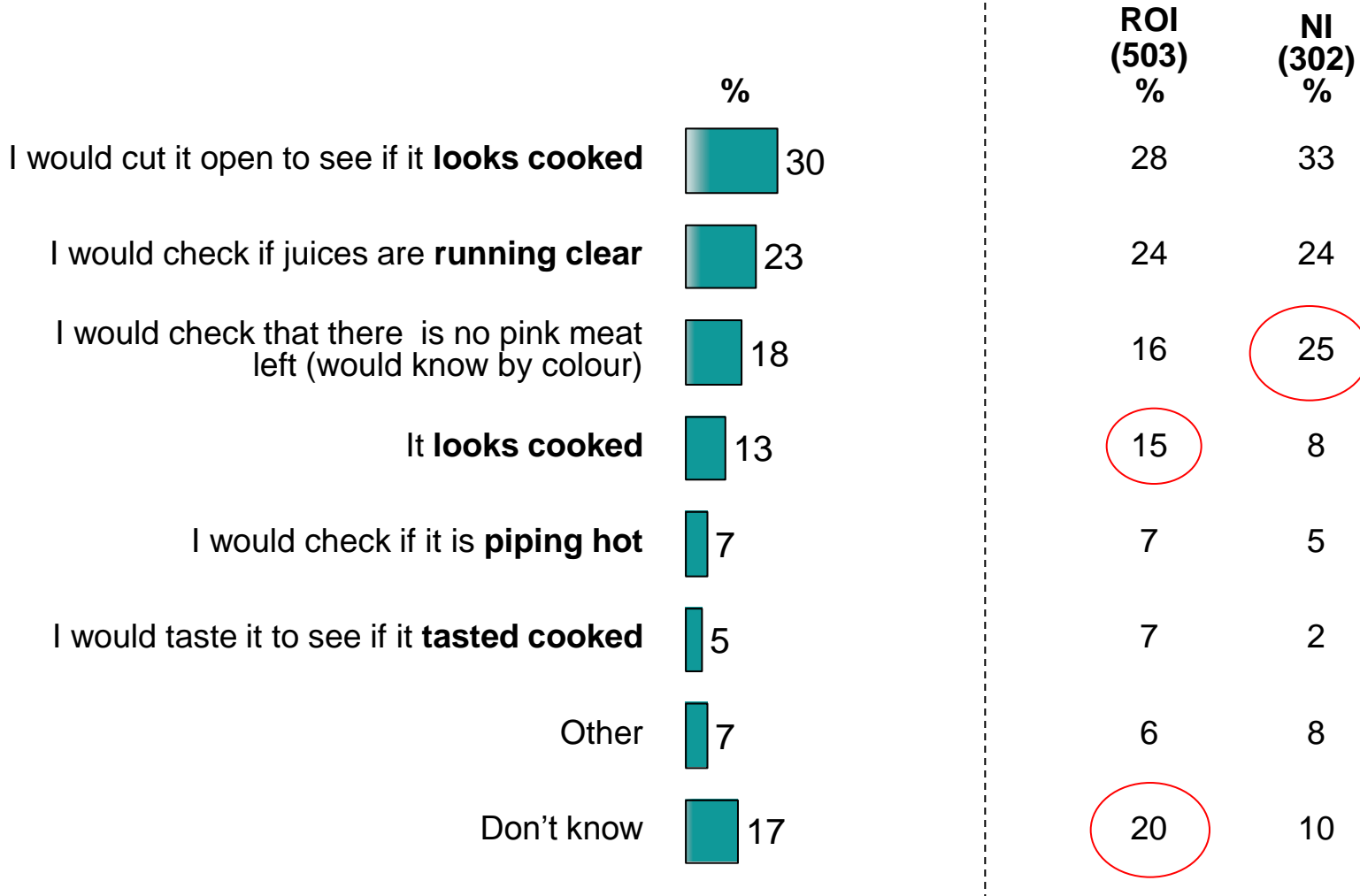
Base: Total Sample (805)



Awareness of checks for cooked meat

Q. If you were to cook burgers/sausages or chicken (for example) on a BBQ, how would you check that the meat was cooked?

Base: Total Sample (805)



Preparing Christmas Dinner

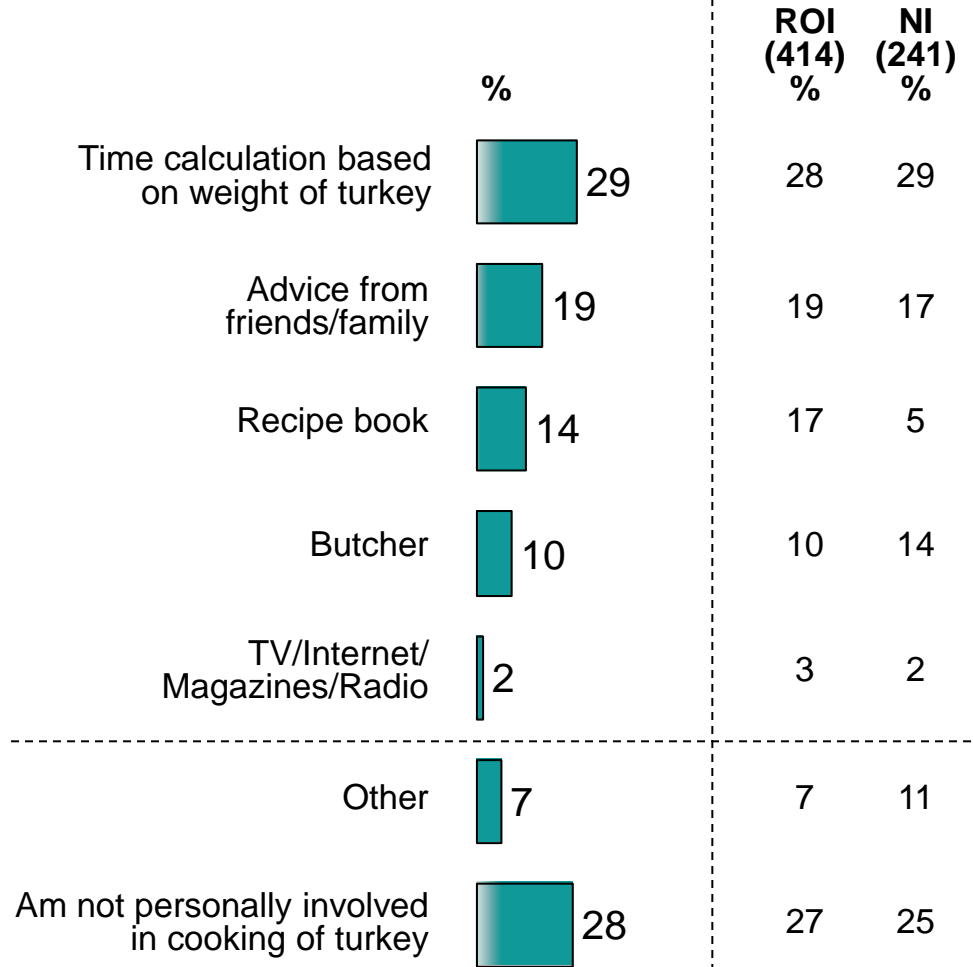
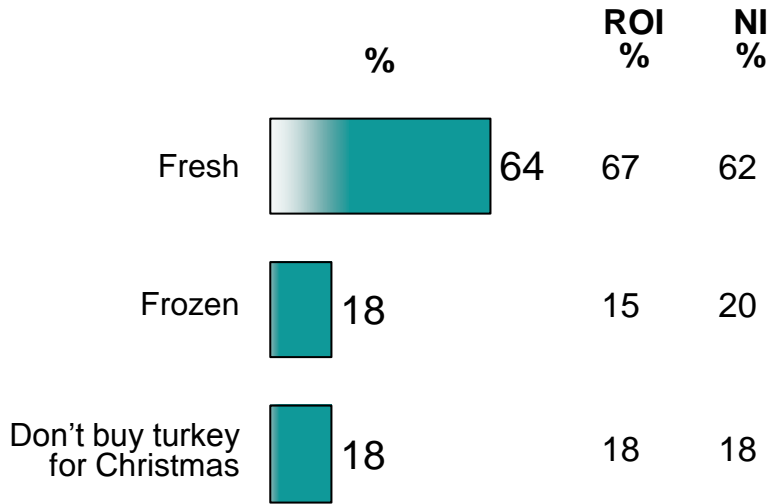


Cooking Turkey for Christmas

- Q. In your household, do you buy a fresh or frozen turkey for Christmas?
 Q. Where did you get the information as to how long you should cook your turkey for?

Base: Total Sample (805)

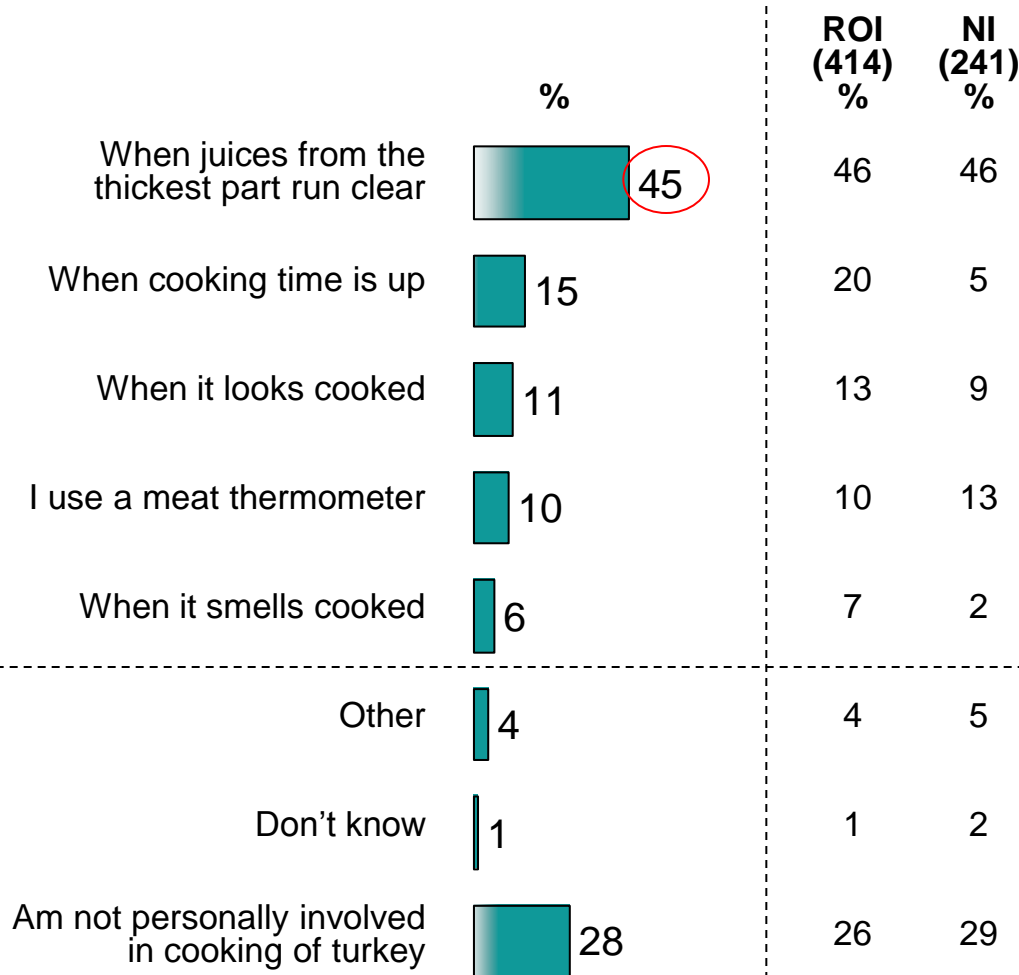
Base: All who buy fresh/frozen turkey (655)



Checks for when turkey is cooked

Q. How would you know that your turkey is cooked?

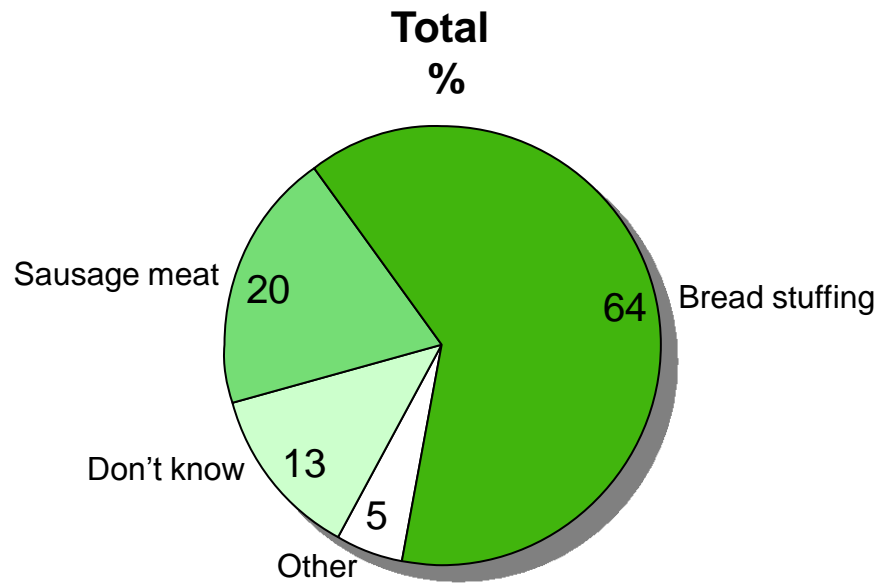
Base: All who buy fresh/frozen turkey (655)



Type of stuffing used

Q. What type of stuffing do you use for your turkey?

Base: All who buy fresh/frozen turkey (655)

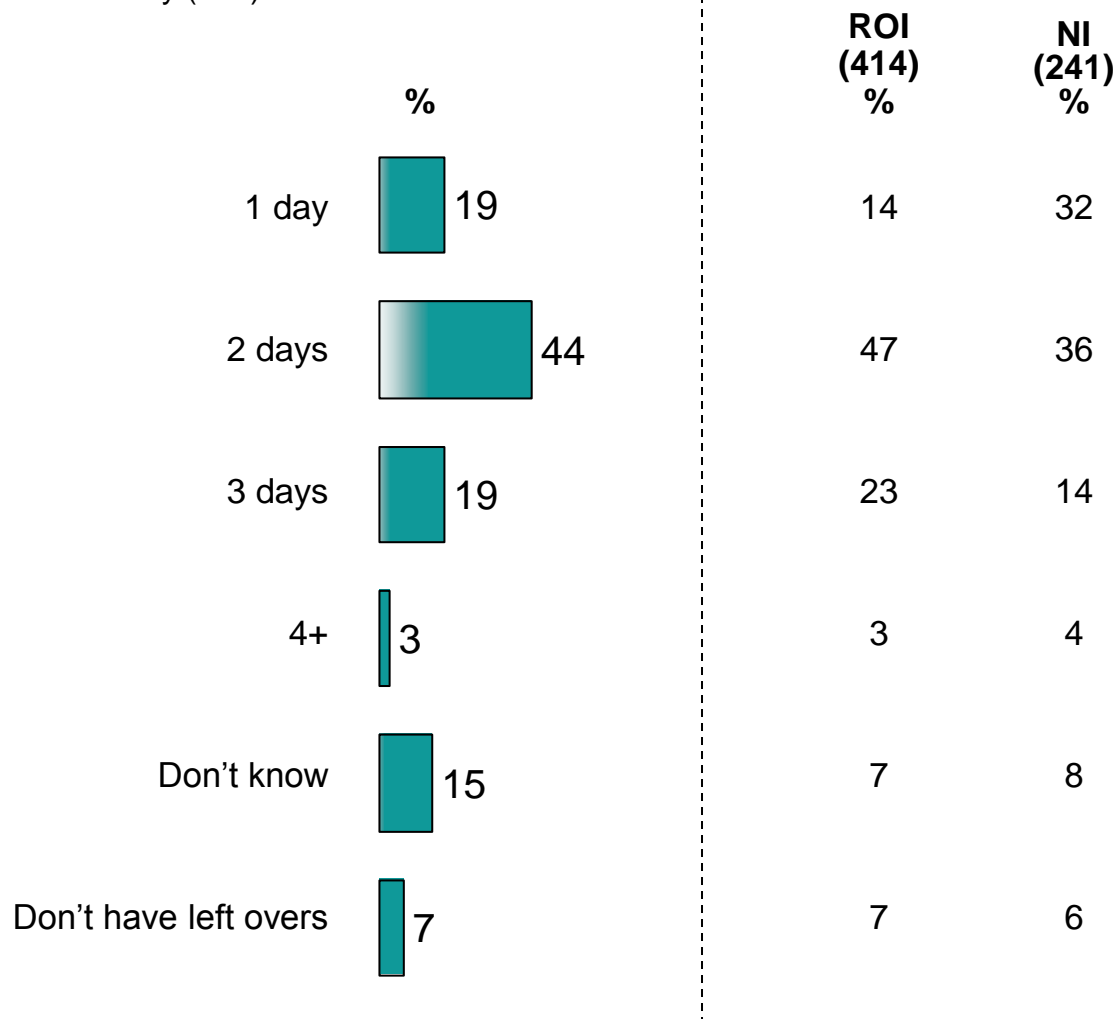


	ROI (414) %	NI (241) %
Bread stuffing	65	60
Sausage meat	20	23
Don't know	4	9
Other	13	12

Keeping leftovers from Christmas dinner

Q. For how many days do you keep your left over turkey from Christmas dinner?

Base: All who buy fresh/frozen turkey (655)



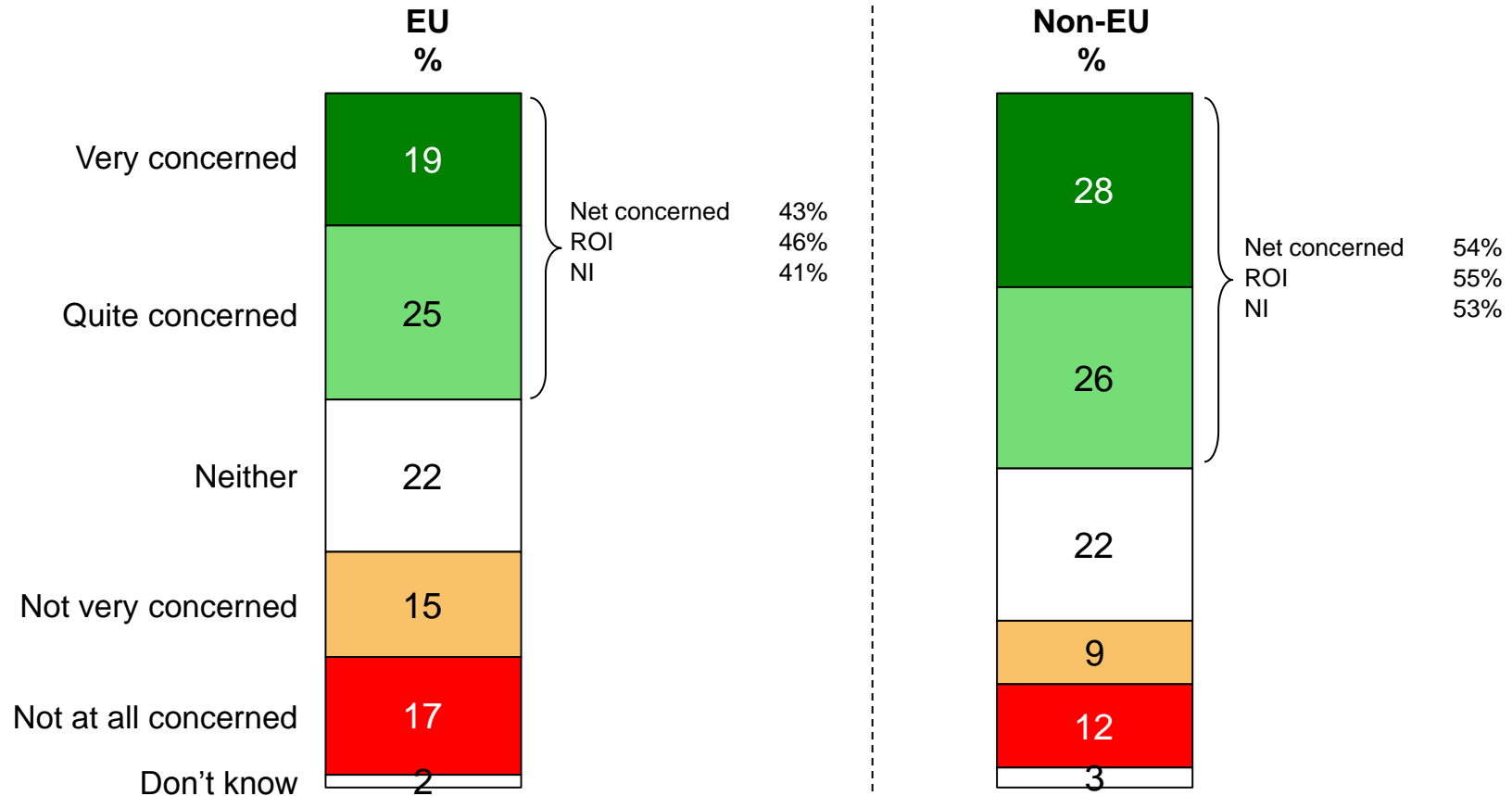
Attitudes towards imported foods



Concerns about imported food – EU/non-EU

Q. How concerned, or not, are you about quality of food that you buy that is imported from the European Union?
Q. And what about from outside of the European Union?

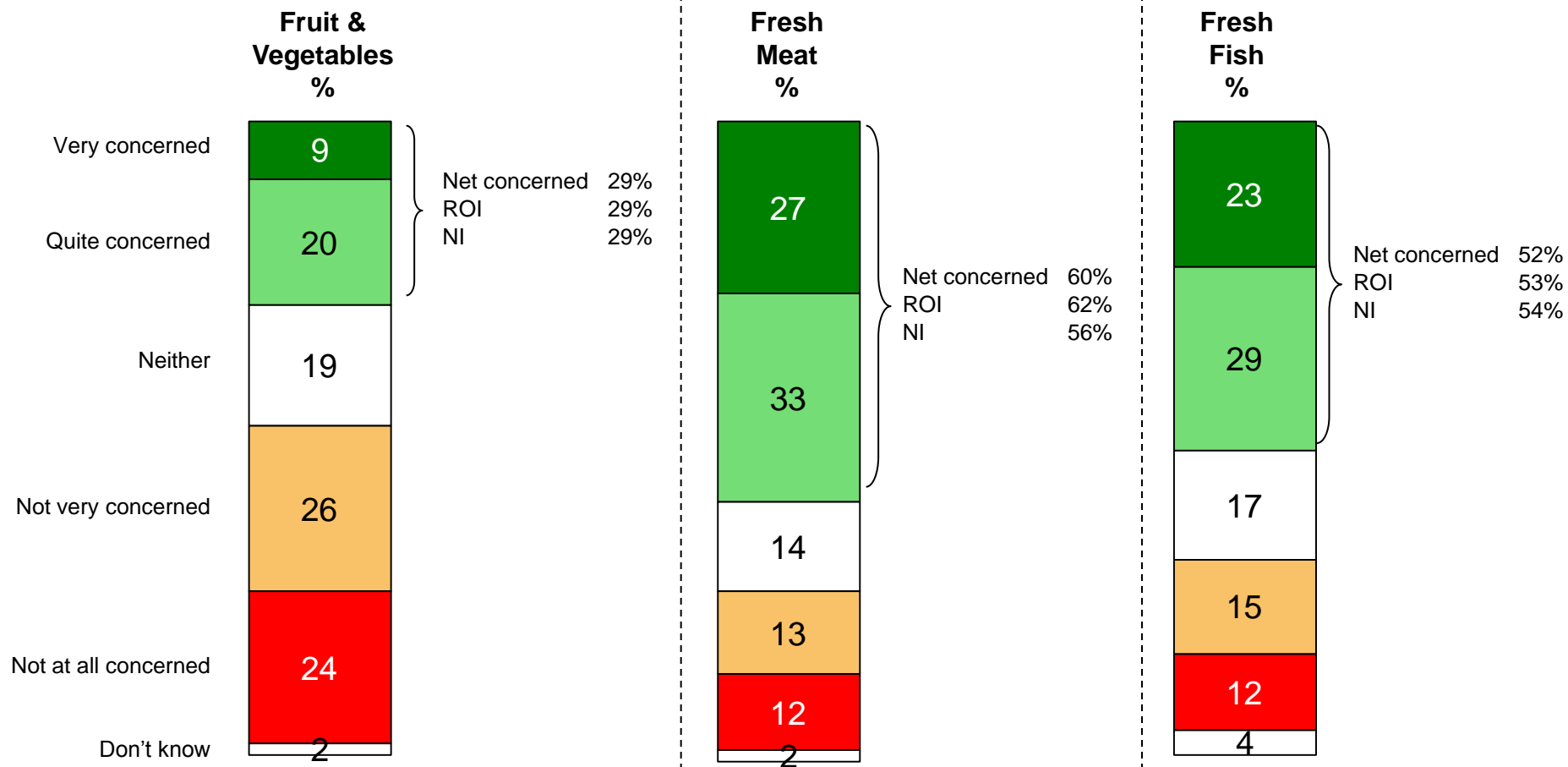
Base: Total Sample (805)



Concerns about different types of imported food - I

Q. And how concerned, or not, are you about the quality of each of the following types of imported food?

Base: Total Sample (805)

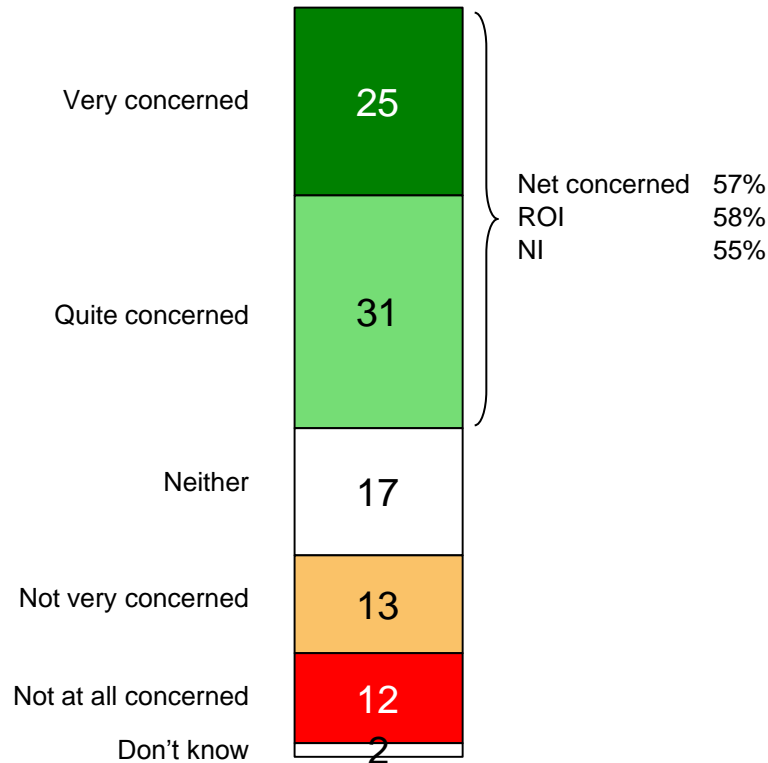


Concerns about different types of imported food - II

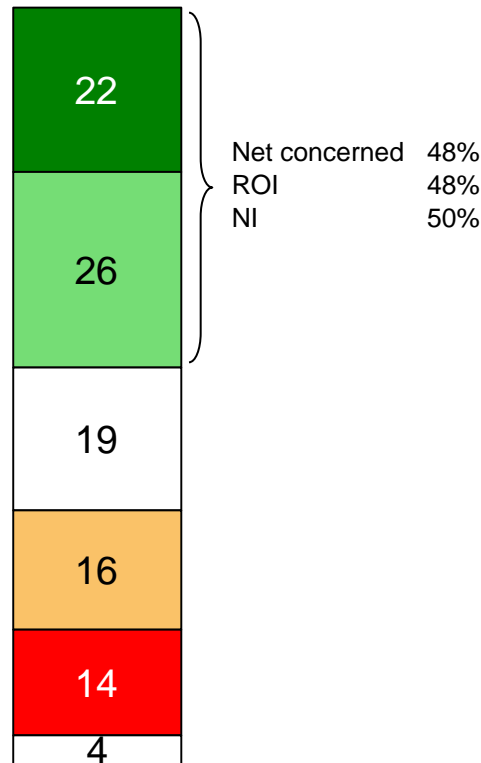
Q. And how concerned, or not, are you about the quality of each of the following types of imported food?

Base: Total Sample (805)

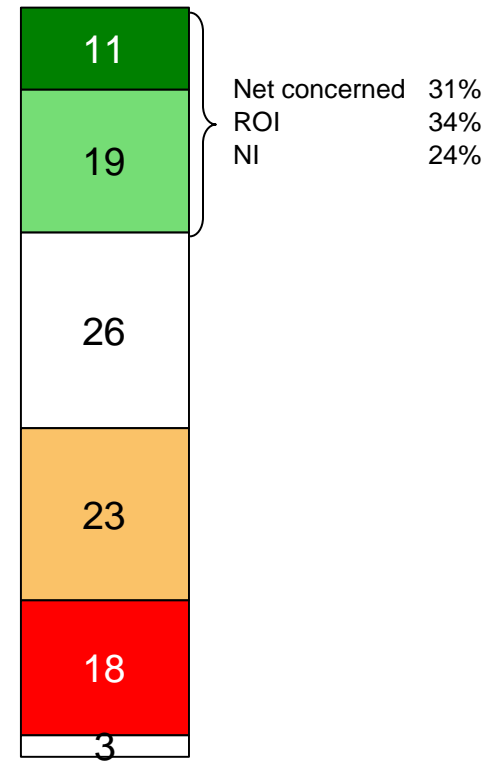
Frozen Meat/ Poultry/Fish %



Processed Foods (e.g. pre- prepared meals) %



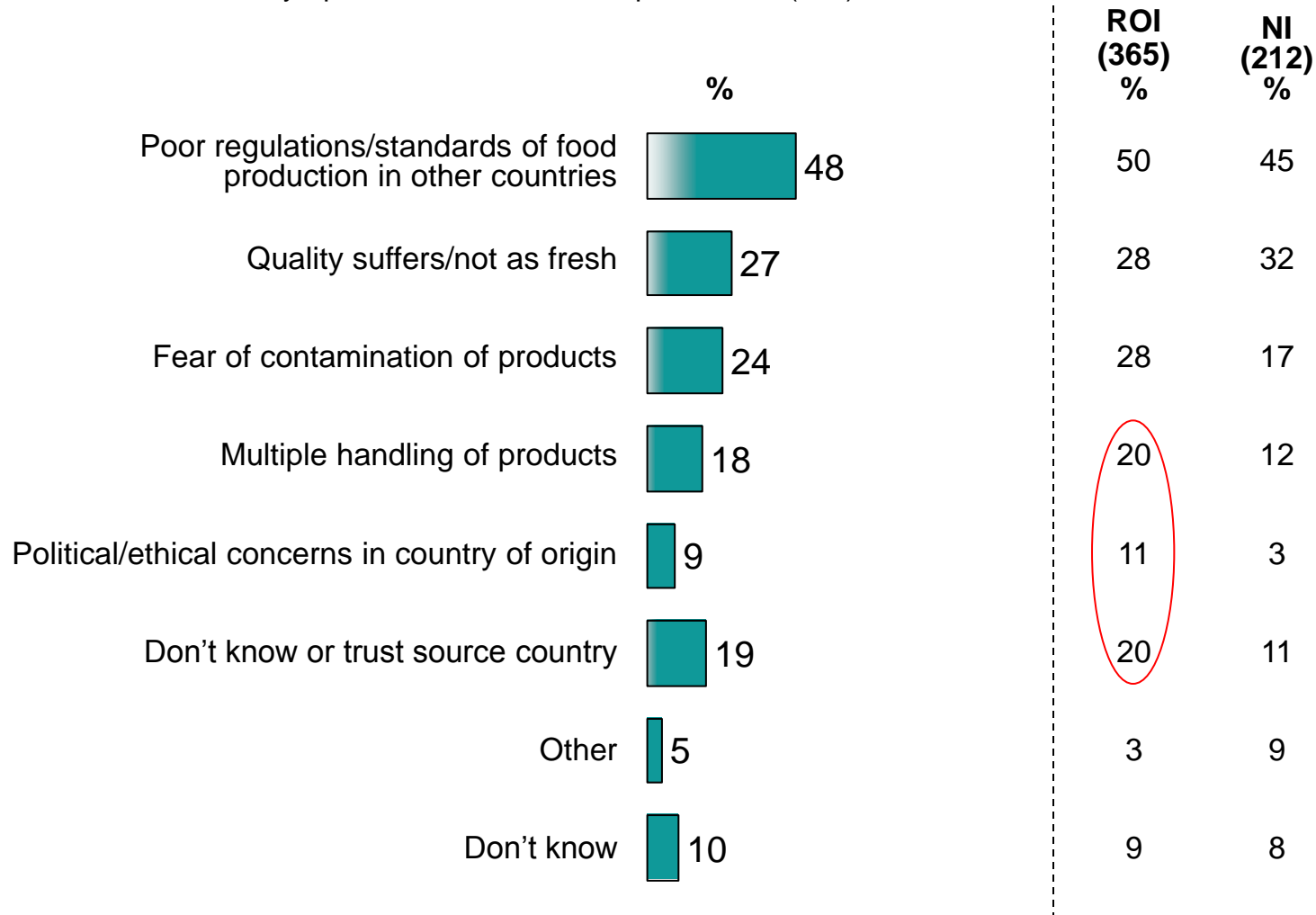
Tinned Food %



Specific concerns about imported food

Q. What are the specific concerns that you have regarding imported foods of any kind?

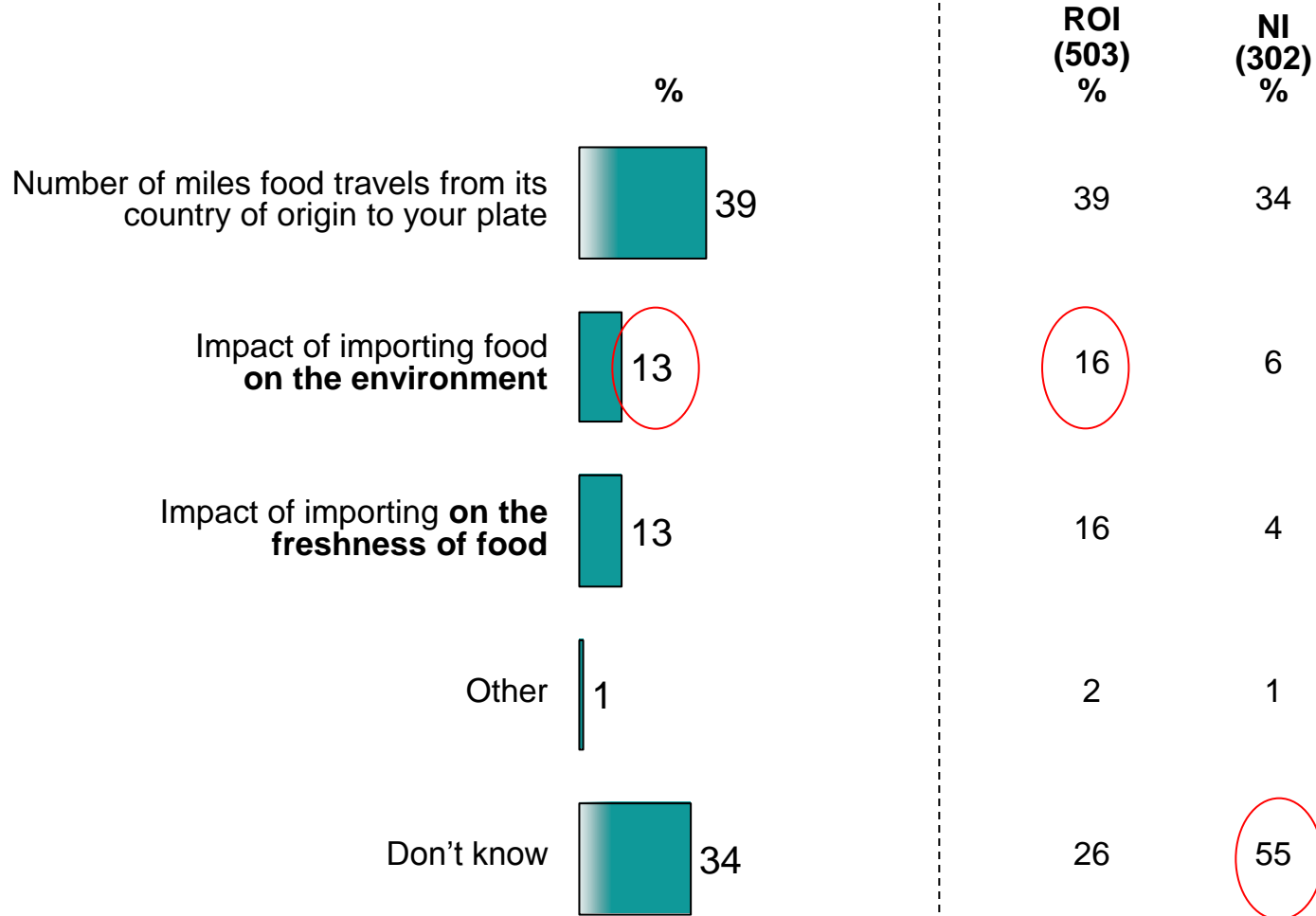
Base: All who were very/ quite concerned about imported food (557)



Understanding of term 'food miles'

Q. Can you tell me what is meant by the term 'food miles'?

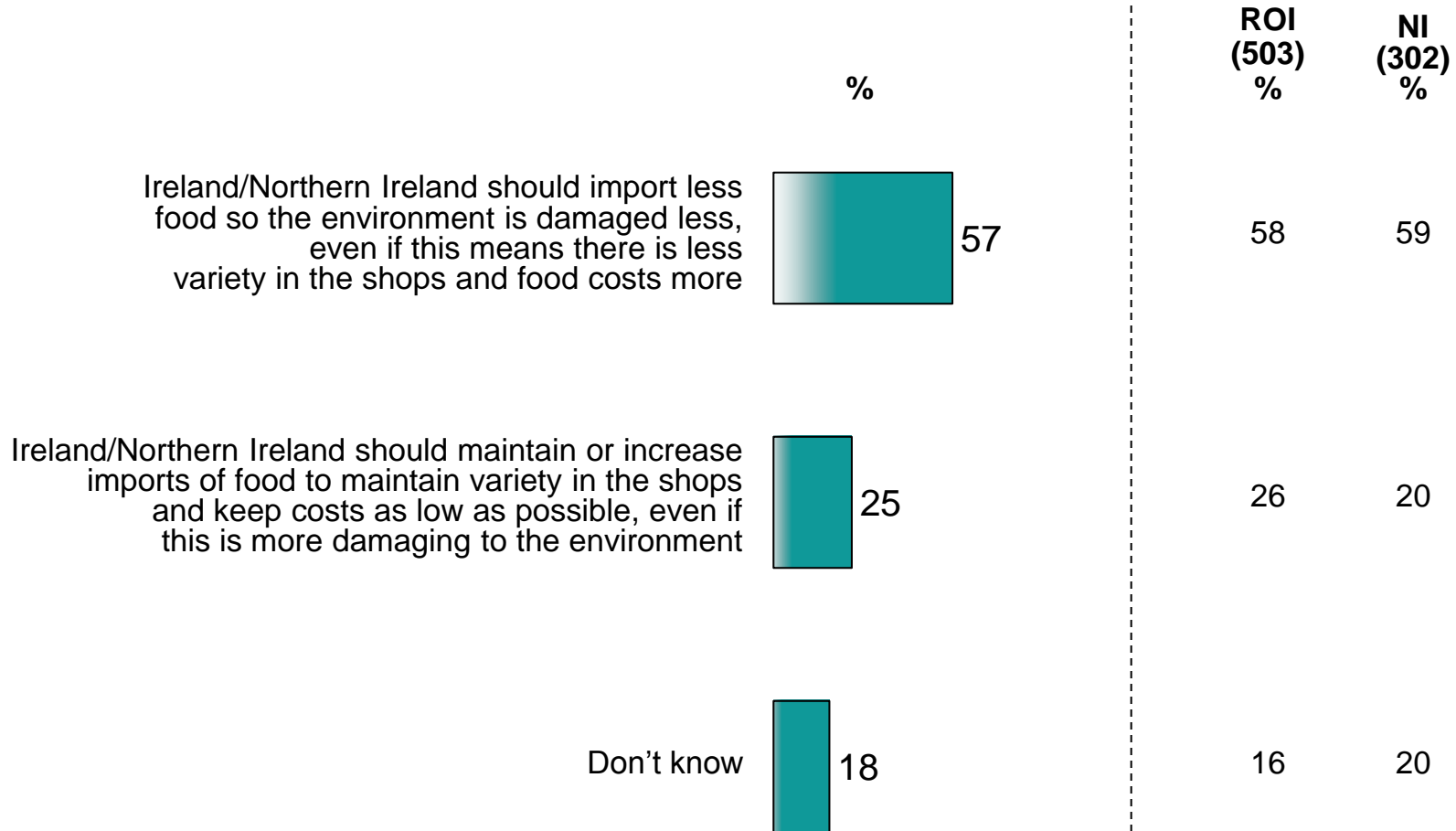
Base: Total Sample (805)



Willingness to sacrifice imports for sake of the environment

Q. Which of the following best describes your view towards importing food from abroad?

Base: Total Sample (805)



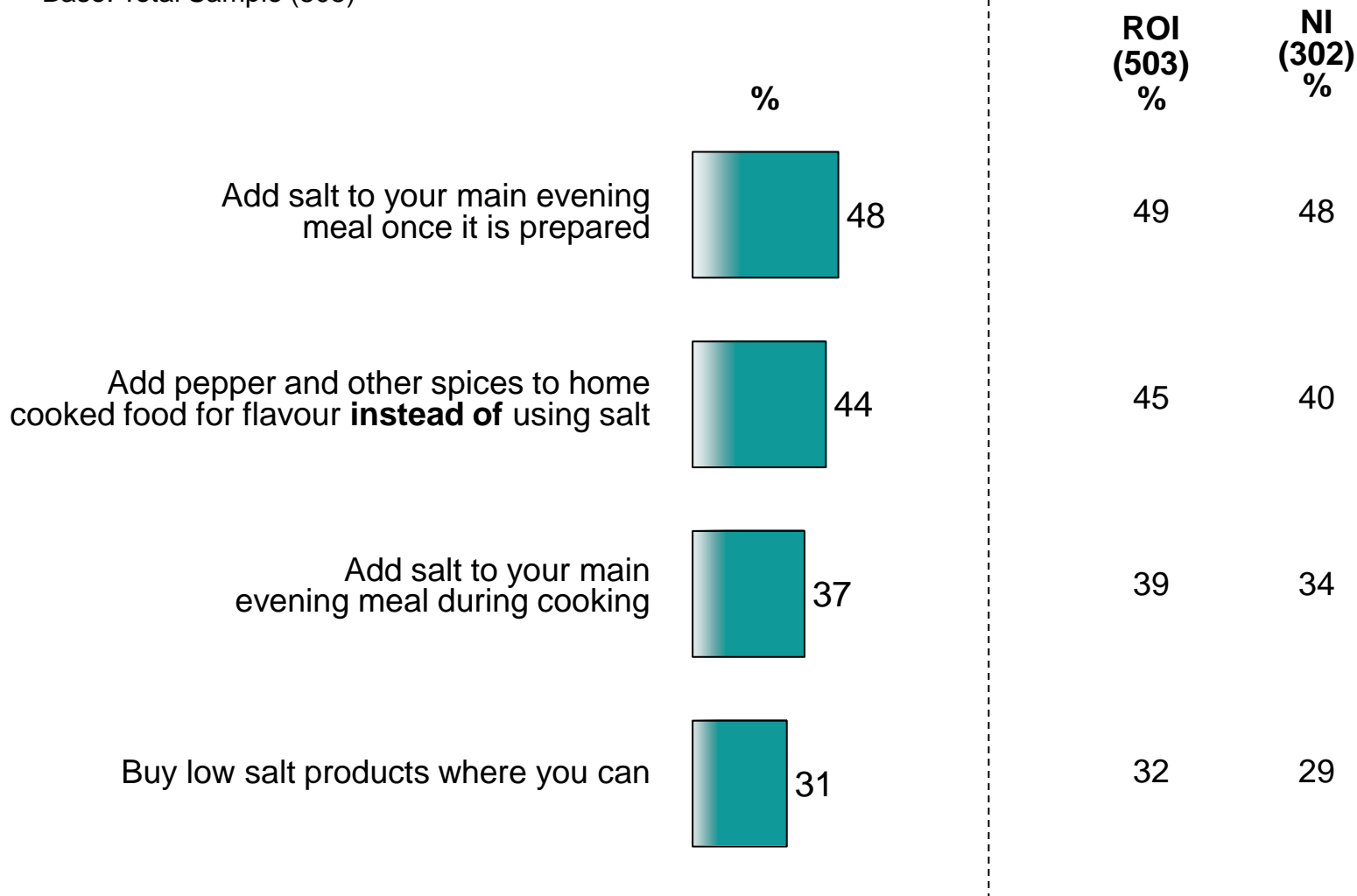
Salt Consumption



Salt consumption habits

Q. Thinking about salt in your diet, can you tell me which of the following you do?

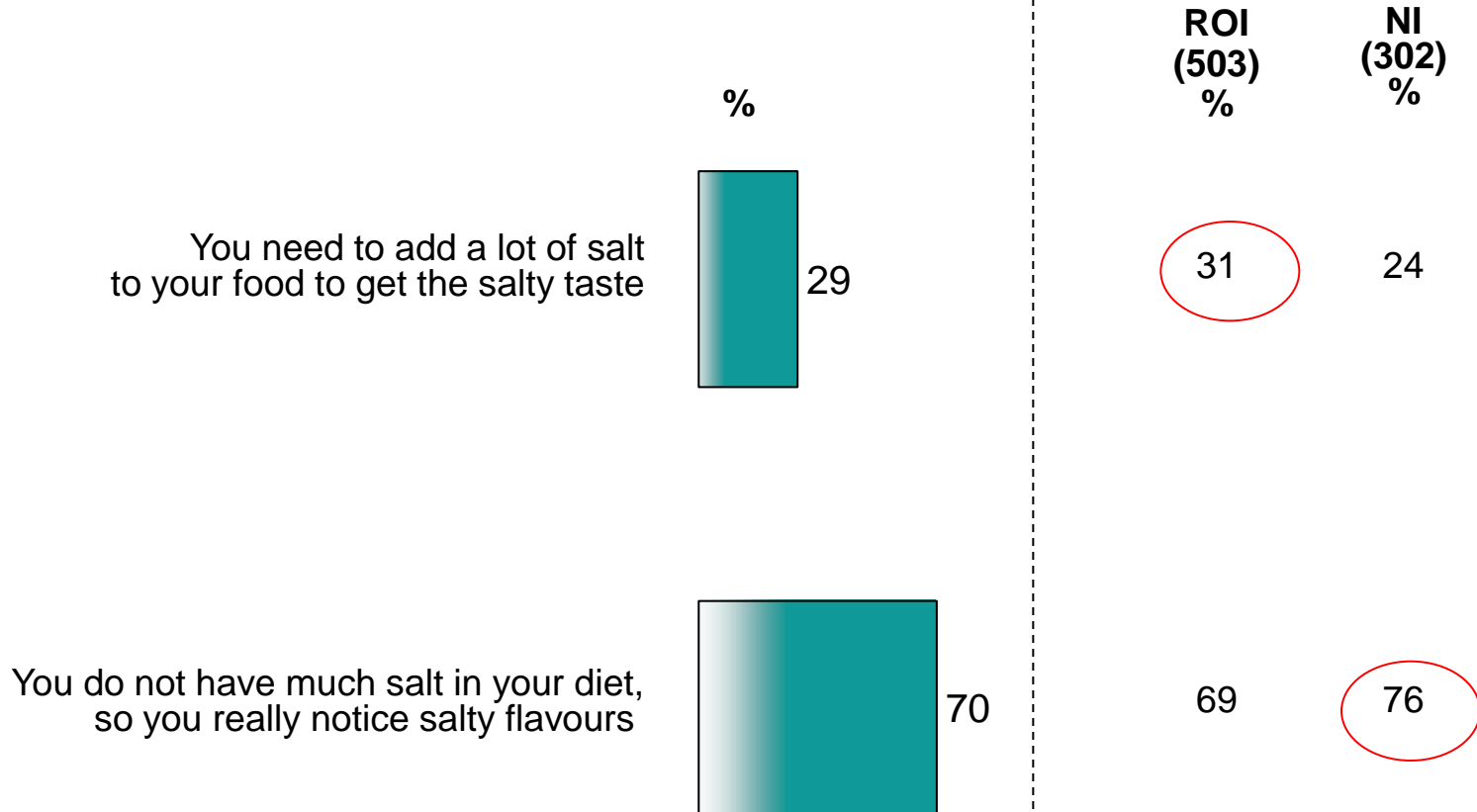
Base: Total Sample (805)



Getting that 'salty taste'

Q. Thinking about salt in your diet, can you tell me which of the following you do?

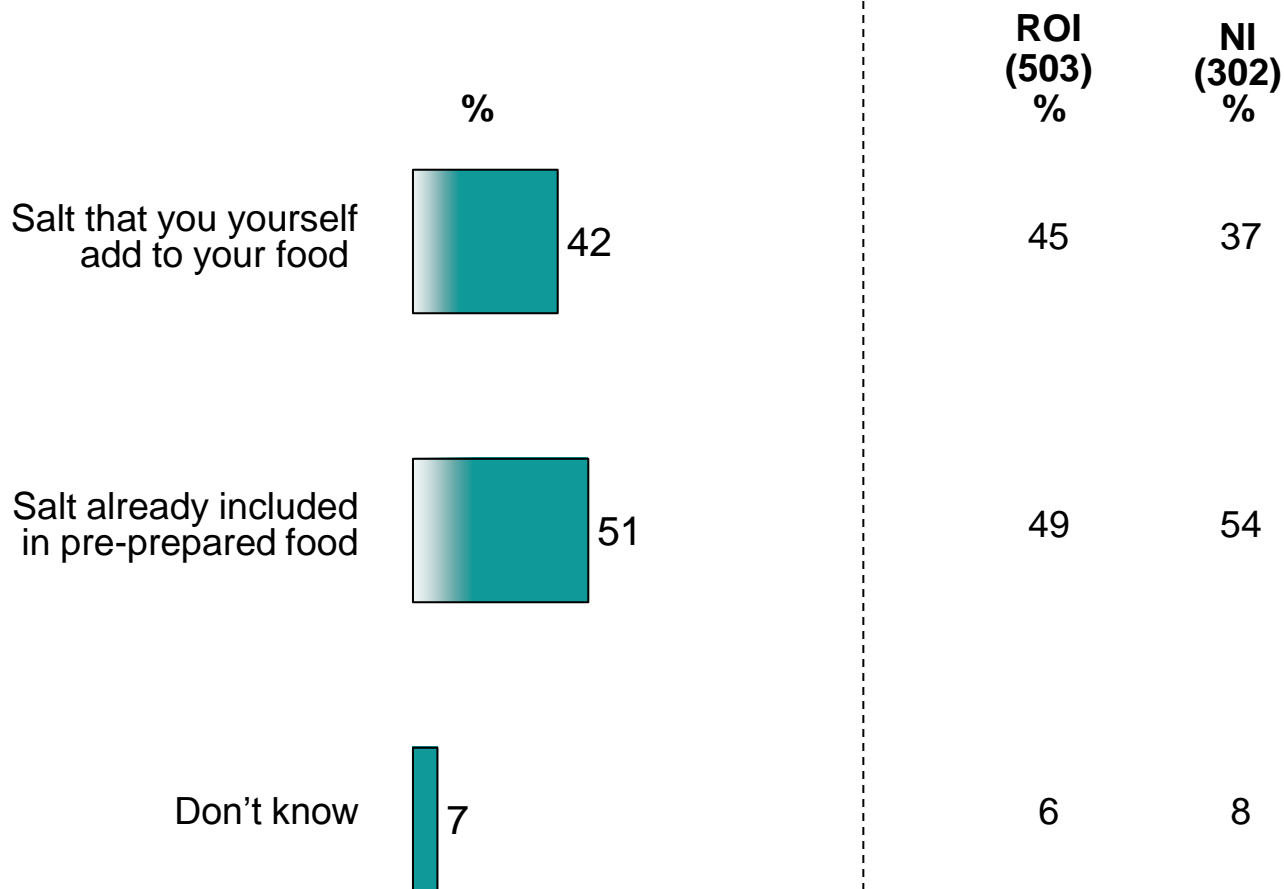
Base: Total Sample (805)



Perception of main source of salt intake

Q. Where do you think most of your salt in-take comes from?

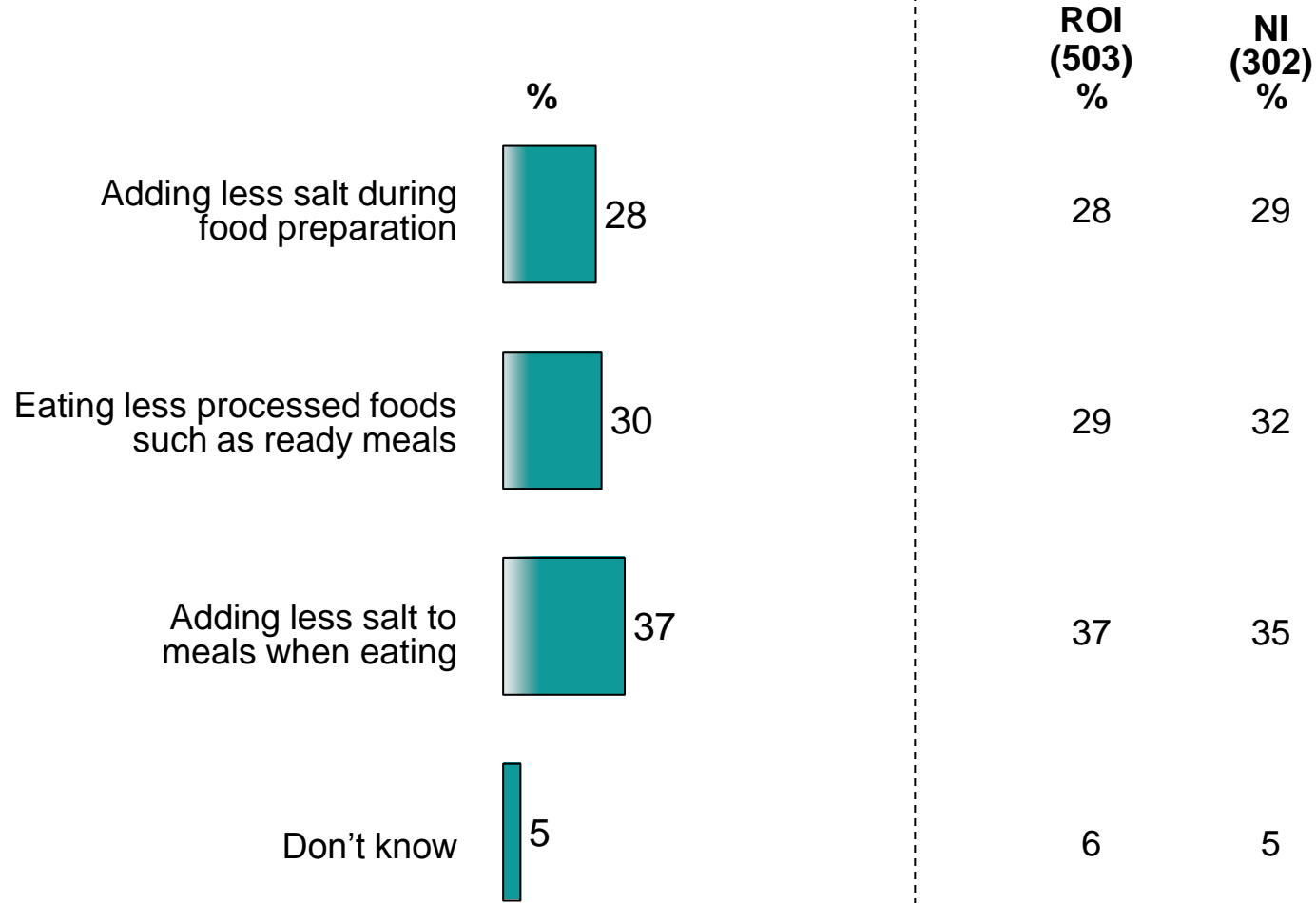
Base: Total Sample (805)



Perceptions of most effective means of reducing salt intake

Q. Which ONE of the methods shown on this card do you think is the most effective way of cutting down on salt in your diet?

Base: Total Sample (805)



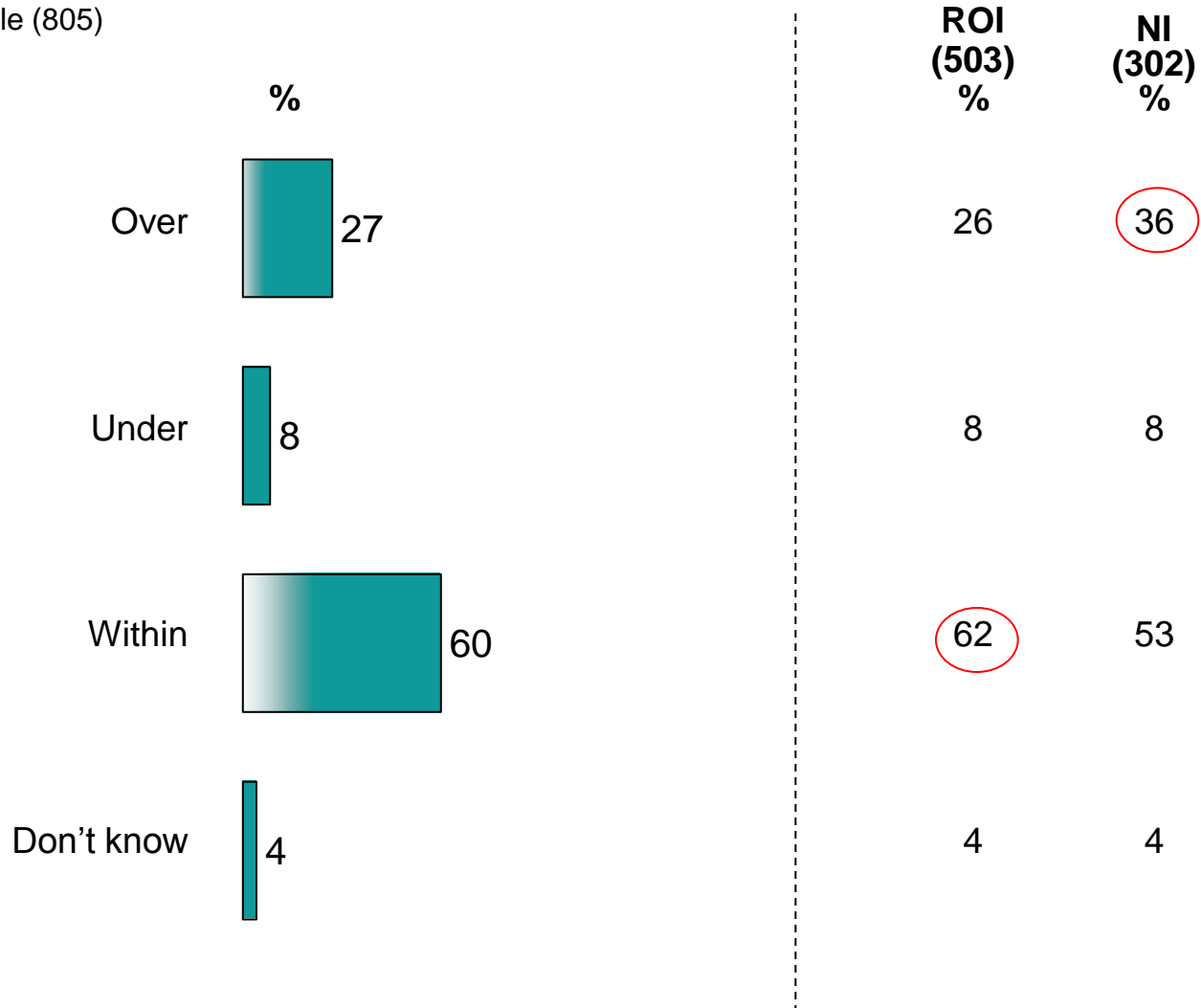
Attitudes towards and experiences of dieting



Perceptions of own weight

Q. Do you think you are over, under or within the recommended weight range for your age and height?

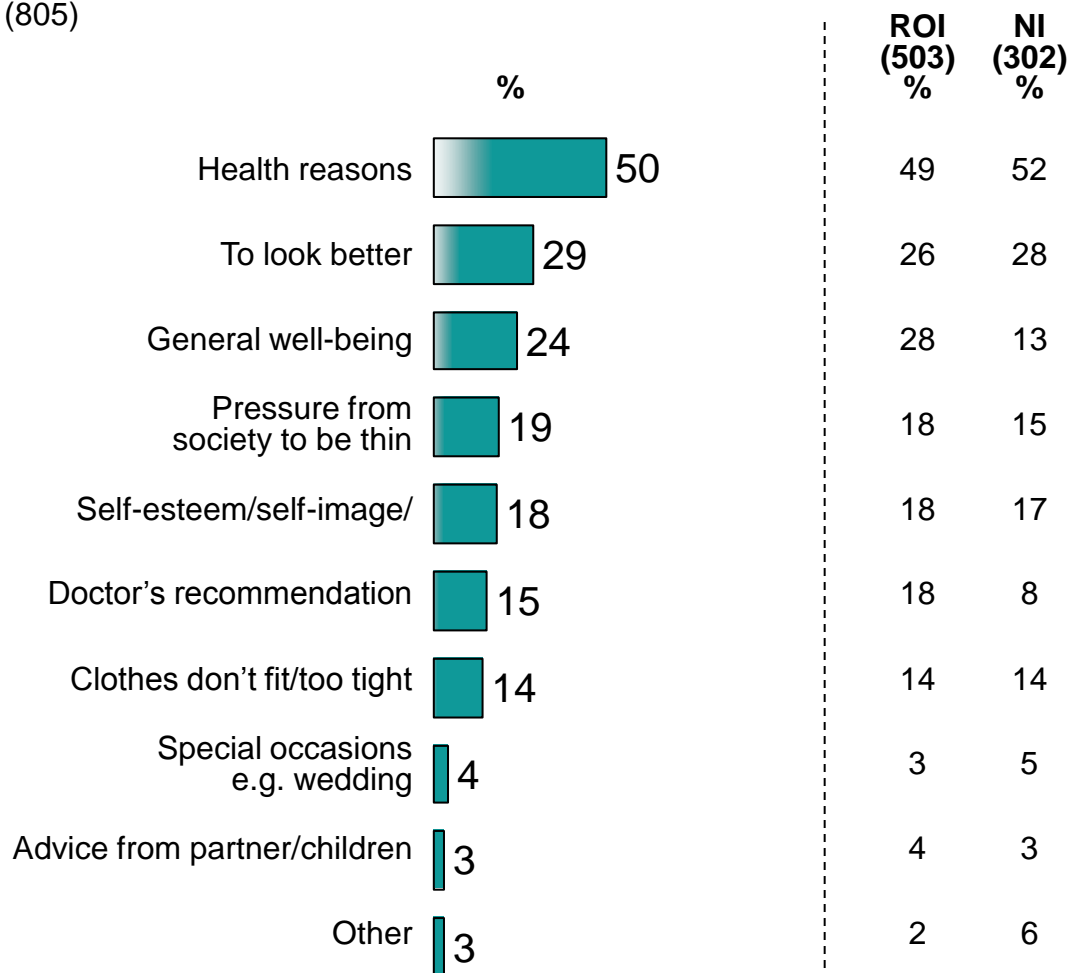
Base: Total Sample (805)



Motivators to lose weight

Q. What do you think are the **main** factors that motivate people to lose weight?

Base: Total Sample (805)



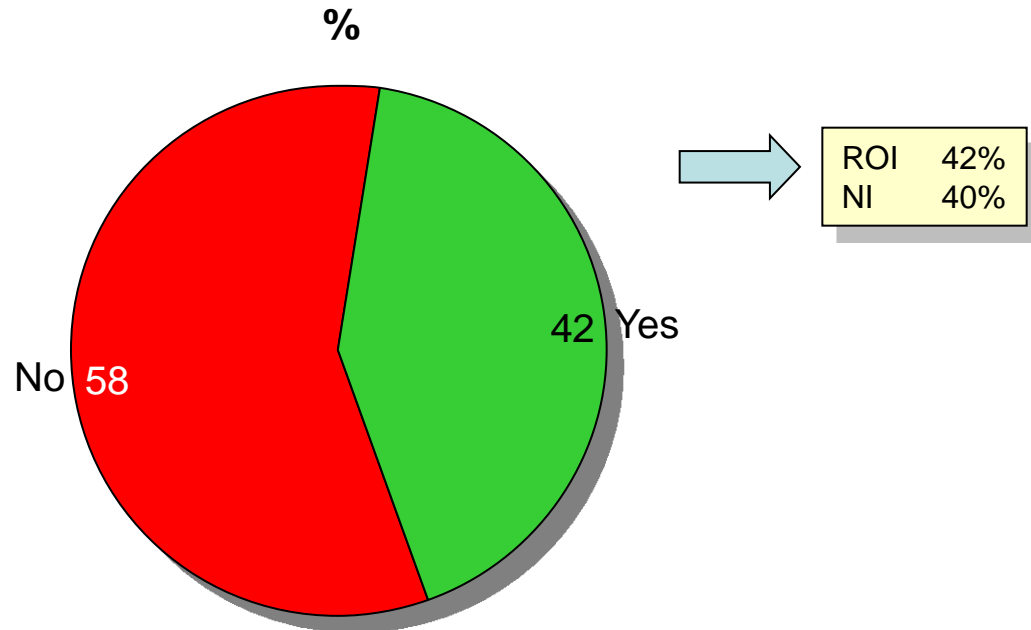
Shopping & Cooking Responsibilities and Trends



Dependent child at home

Q. Have you at least one child aged <18 living at home with you?

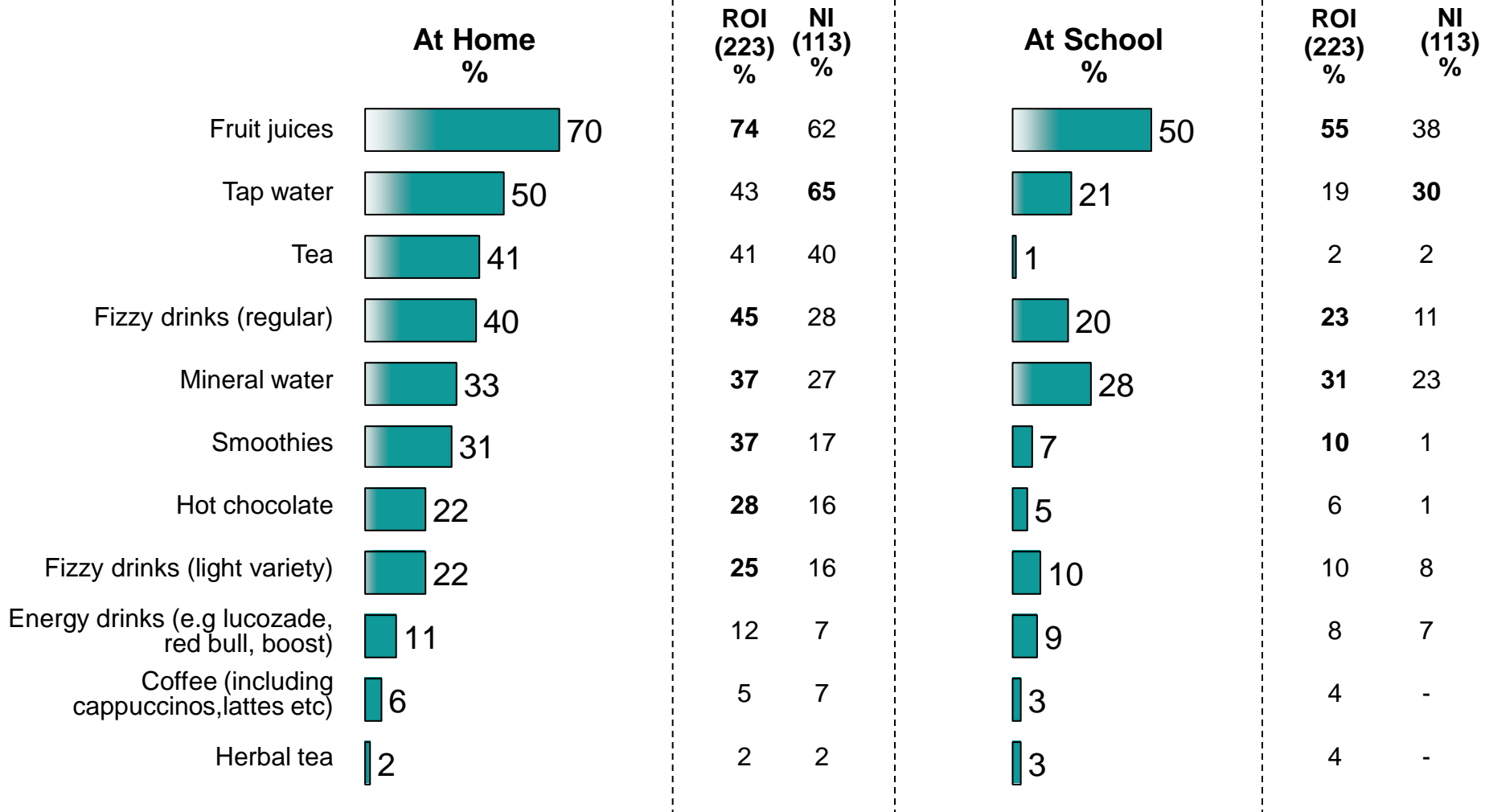
Base: Total Sample (805)



Drinks consumed by children at home and at school

Q. Which of the following types of drinks does your child/do your children drink at home?
 Q. And what about at school?

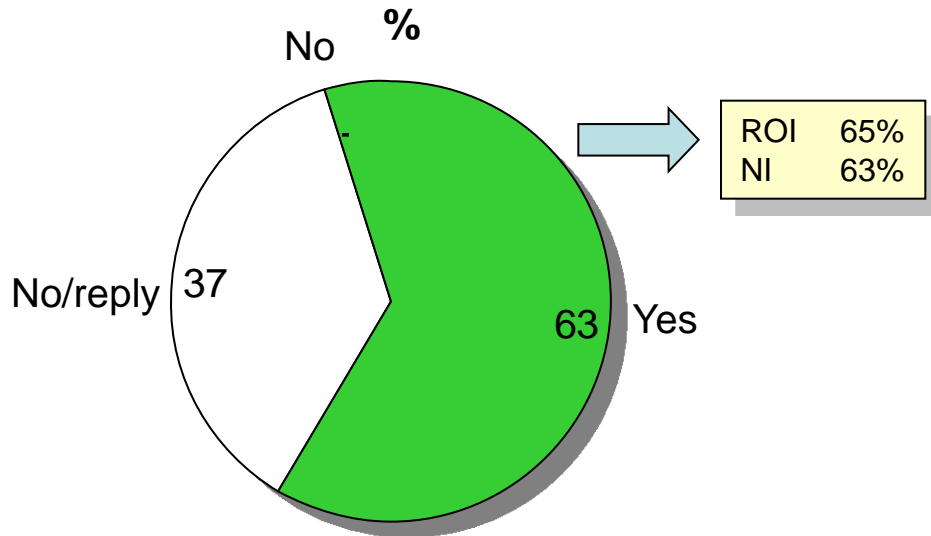
Base: All with at least one child (232)



Cooking Responsibility

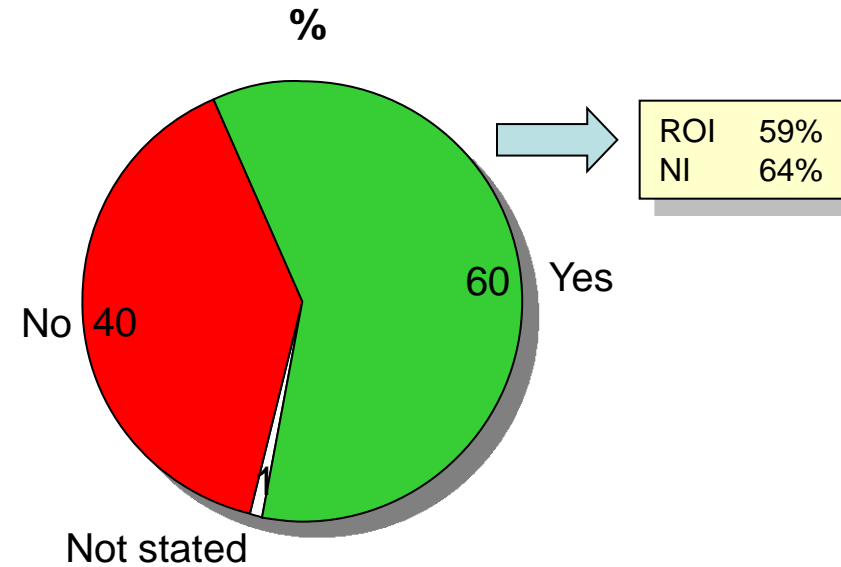
Q. Are you responsible for doing the main grocery shop in your household?

Base: All Respondents (805)



Q. Are you responsible for household cooking?

Base: All Respondents (805)

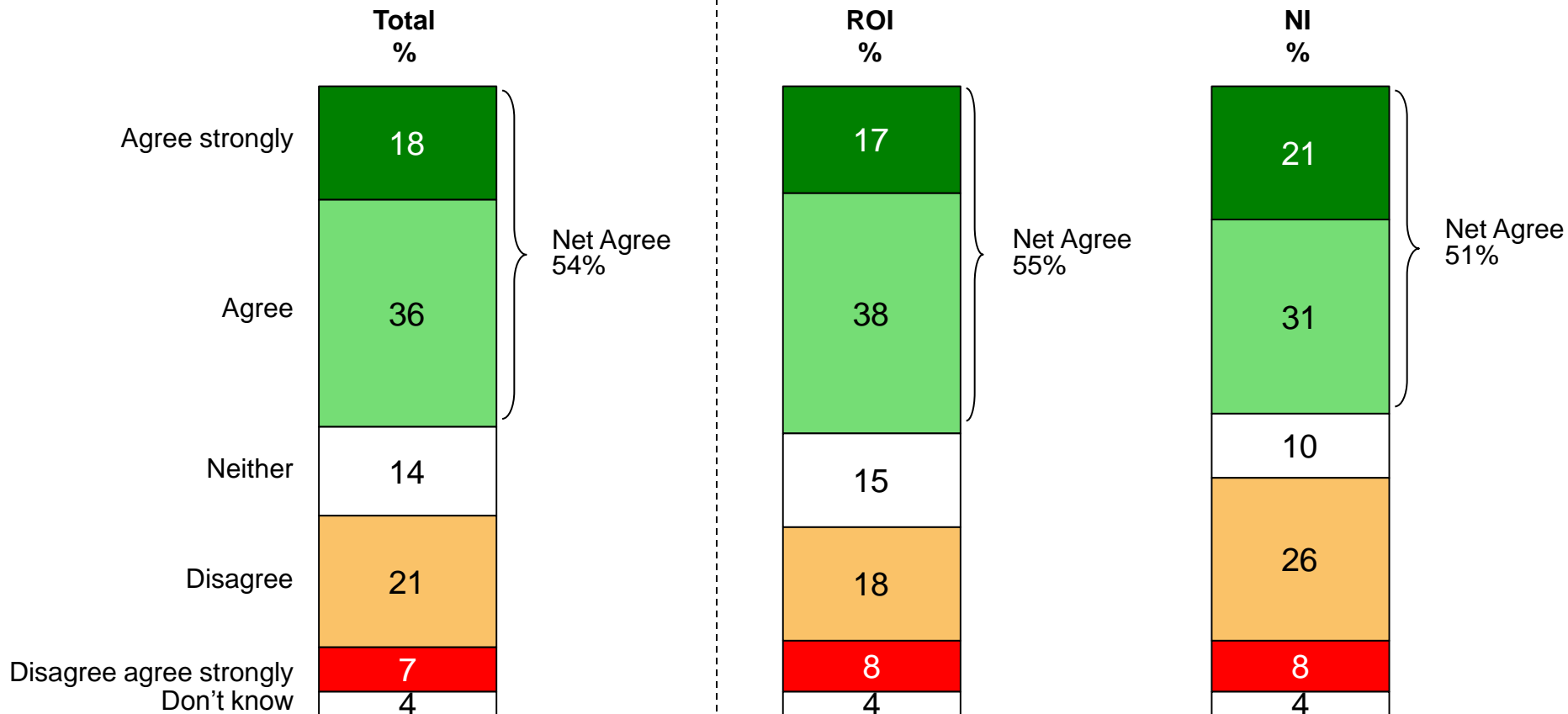


Shopping for value for money

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 (805)

You shop in a number of different supermarkets to get the best value for money

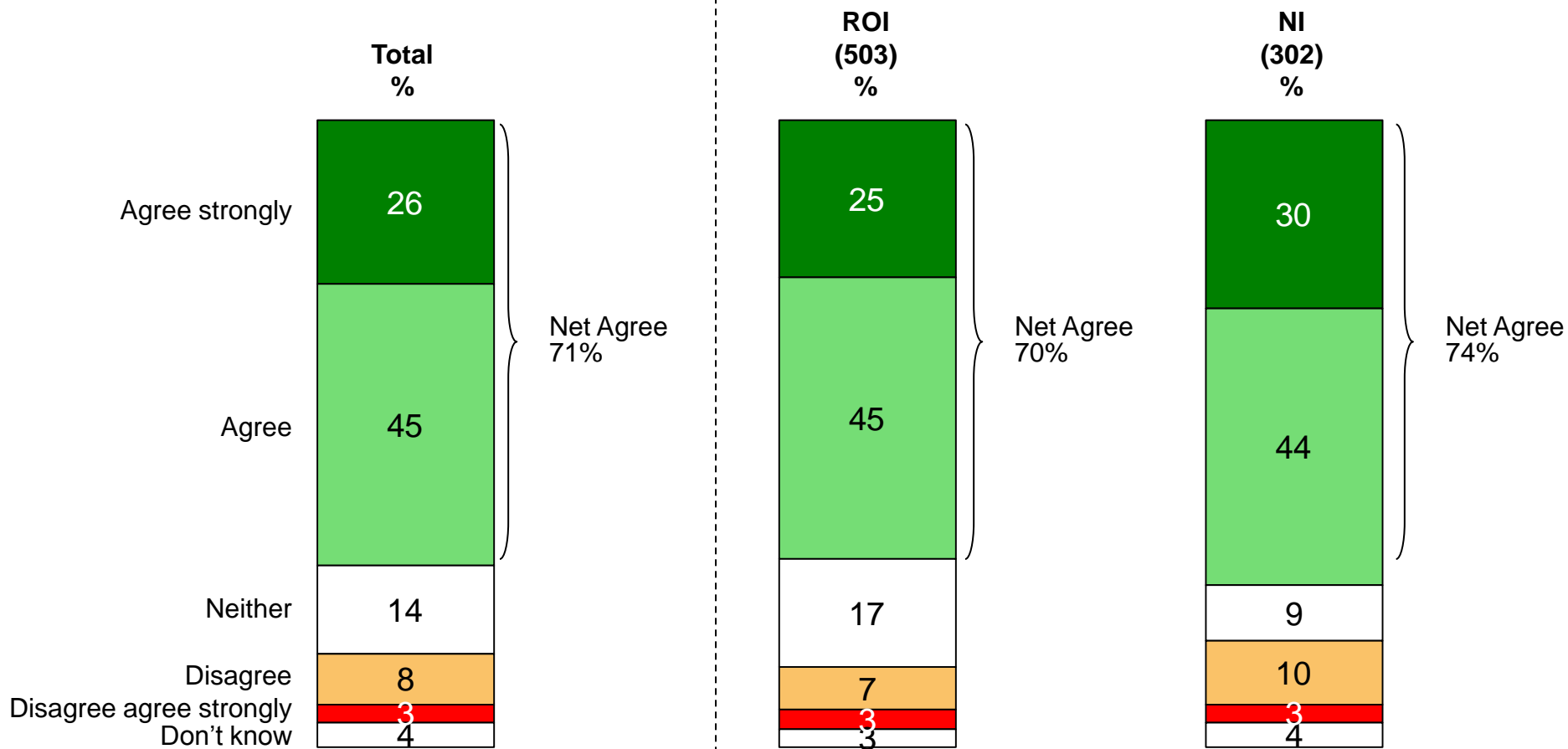


Price sensitivity

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 (805)

You are more conscious about how much money you spend on food compared to 6 months ago

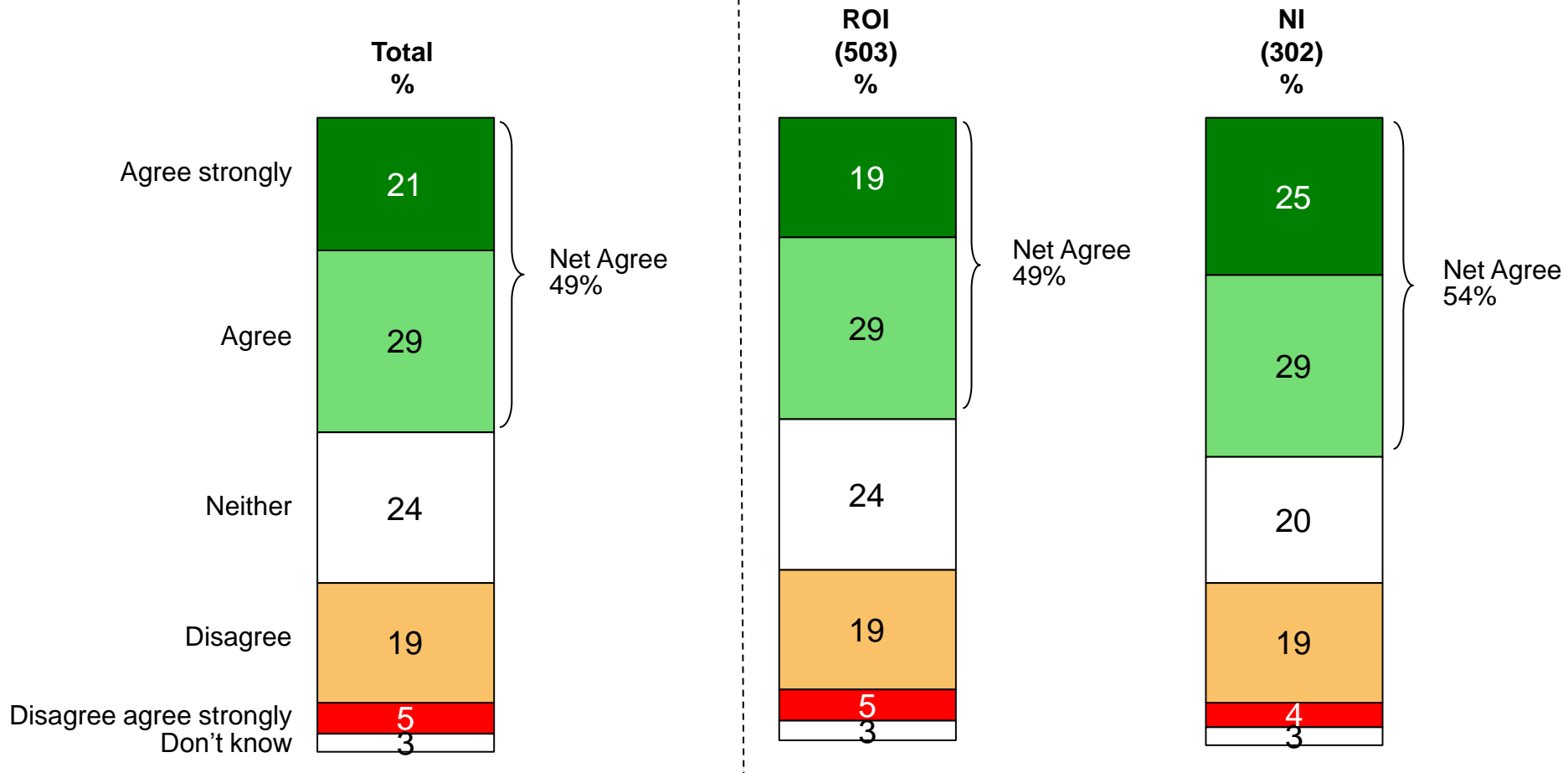


Inclination to eat out less

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 (805)

You are now eating out less compared to six months ago

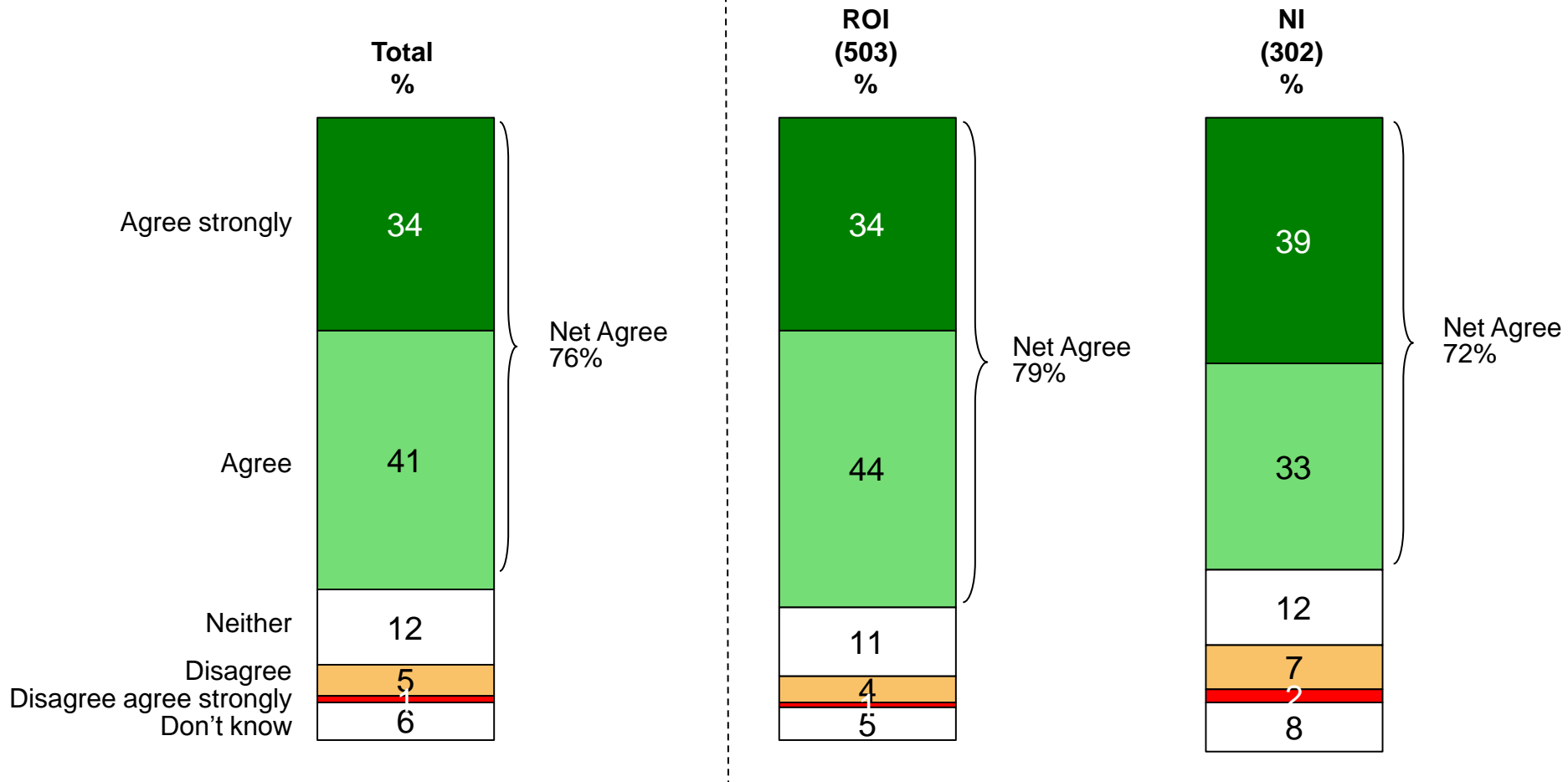


Increased cost of weekly shop

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 (805)

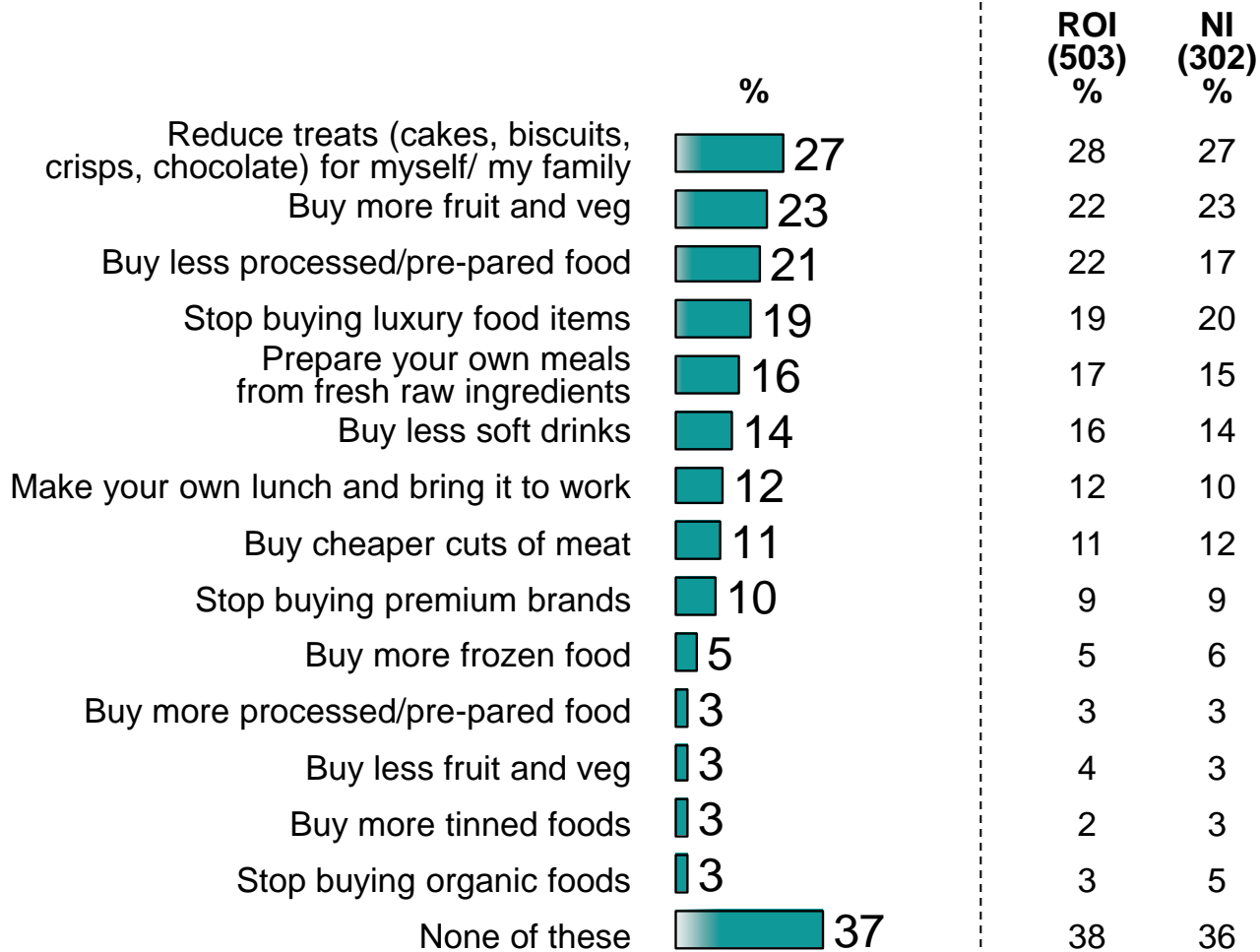
Your regular weekly grocery shop now costs more than 6 months ago



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 (805)



Key Findings

- The trend is that consumers are registering increased levels of concern about food safety and about healthy eating.
- Increased levels of concern about the price of eating healthily ring true given the current economic crisis and the high level of media focus on pricing issues.



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