

PRESENTATION 2ND MARCH 2017

Safetrak Research

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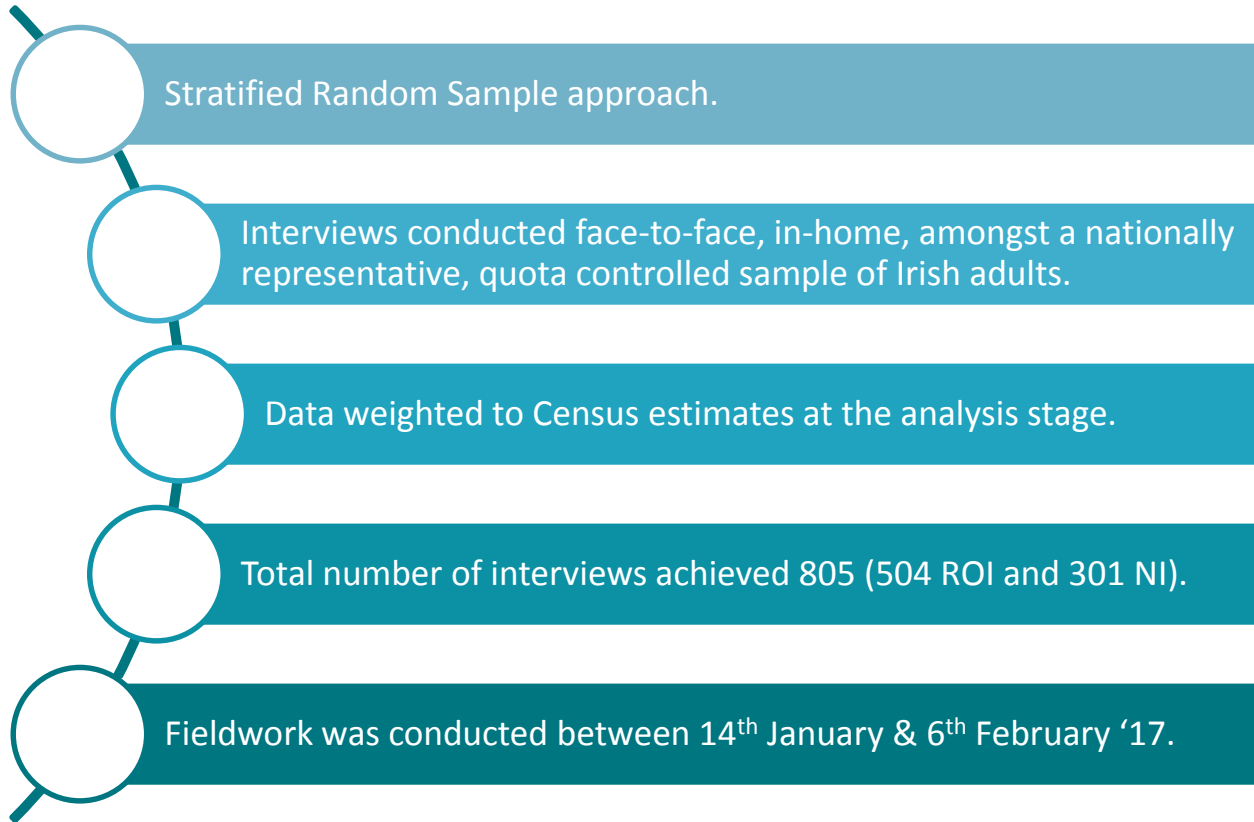
06

Healthy Eating

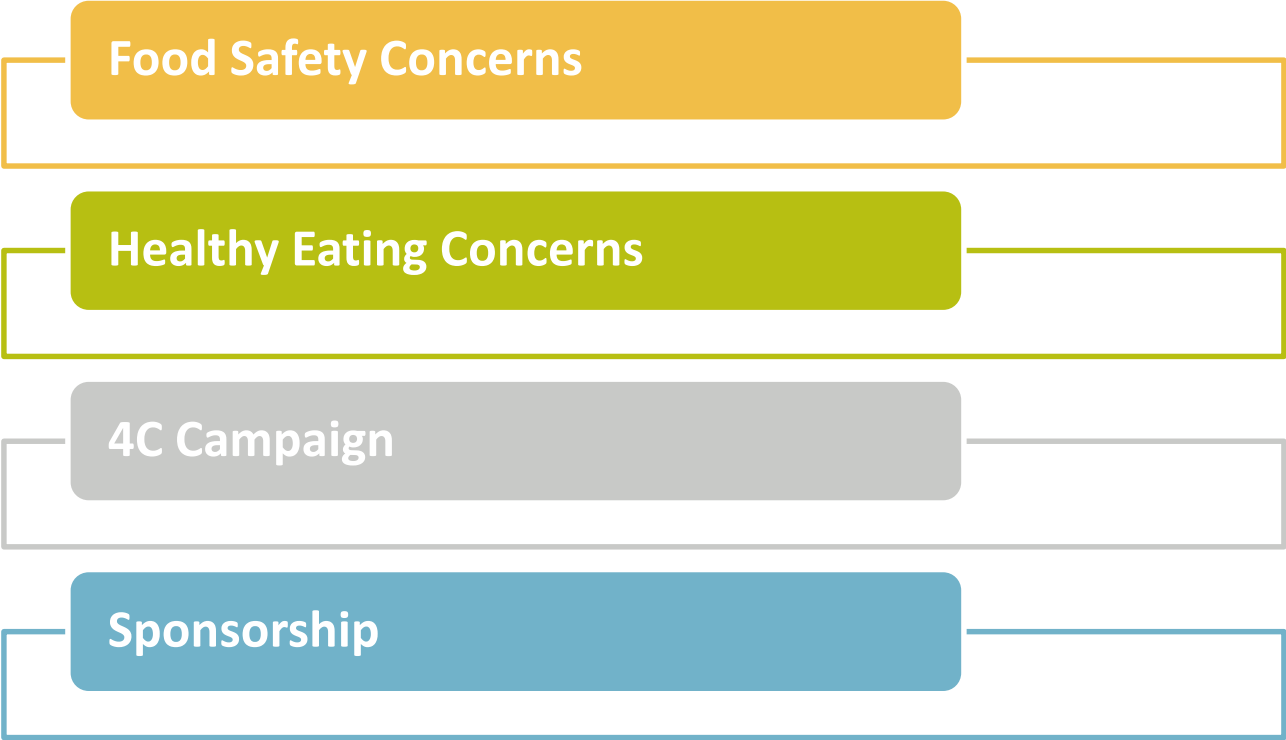


INTRODUCTION

Research Methodology



Topics Covered by Safetrak 2017



Trend data from previous years is shown where relevant.





FINDINGS



4C Campaign Evaluation

Advertisements Seen Or Heard – Prompted



Hand washing
% who said yes

Total: 75%
ROI: 75%
NI: 76%



Food cross
contamination
% who said yes

Total: 58%
ROI: 58%
NI: 58%



Keeping food
leftovers
% who said yes

Total: 44%
ROI: 44%
NI: 43%



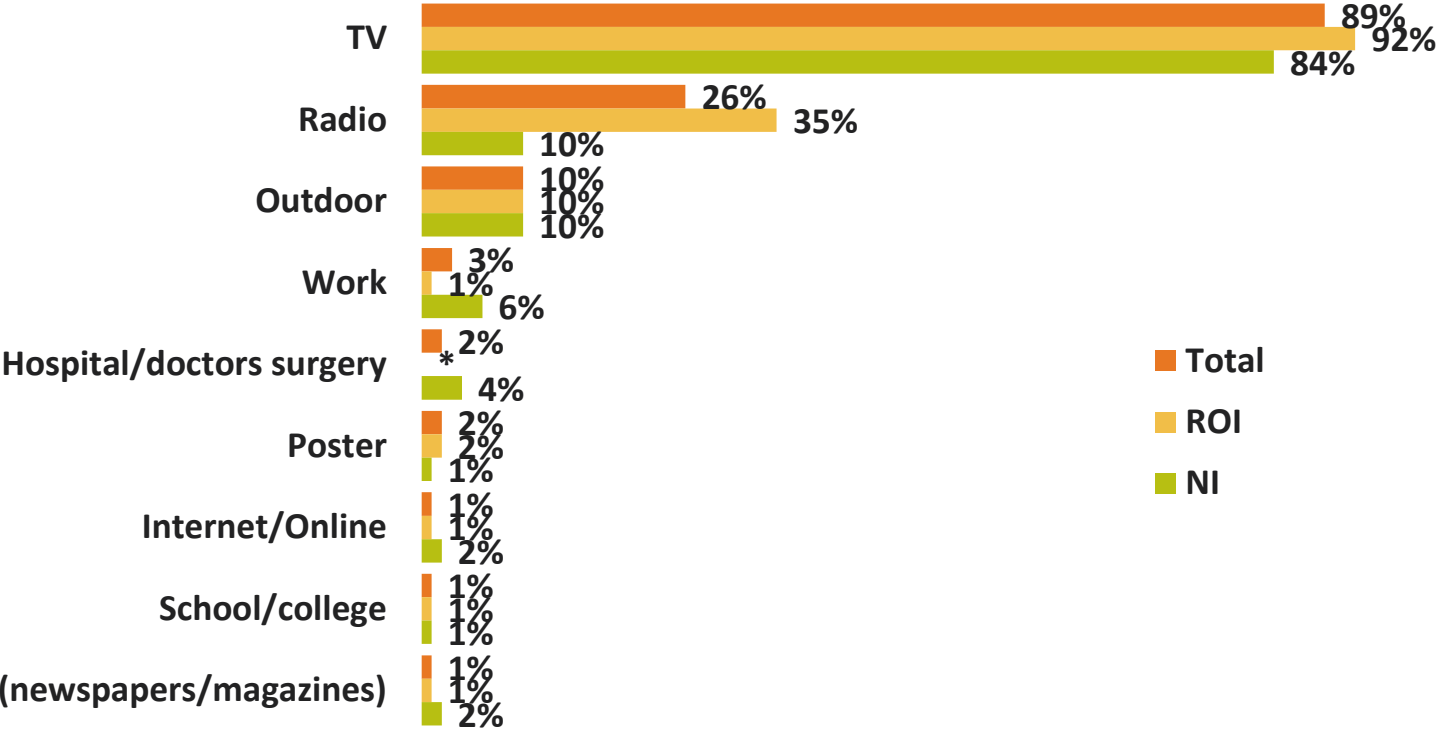
4C the risk
campaign
% who said yes

Total: 21%
ROI: 22%
NI: 19%

Q.20 In the past 12 months have you seen or heard any ads about...?

Base: All Respondents: 805

Advertising Platforms

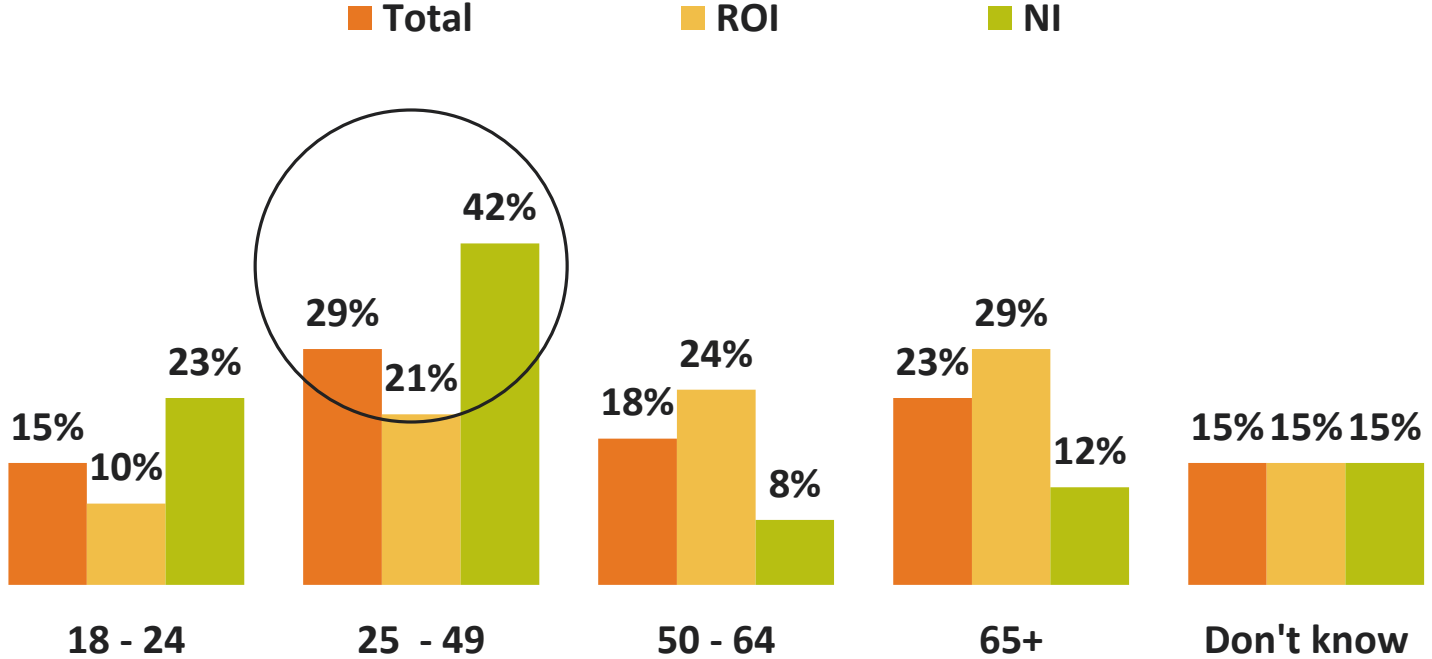


Q.21 Where did you see/hear the ads?
 Base: All who have seen/heard any ads: 641

* Answers 1% or less of total not shown



Age Group – I



Q.22 In terms of age group, who do you think the ads were aimed at? Those aged...
Base: All who have seen/heard any ads: 641



Age Group – II

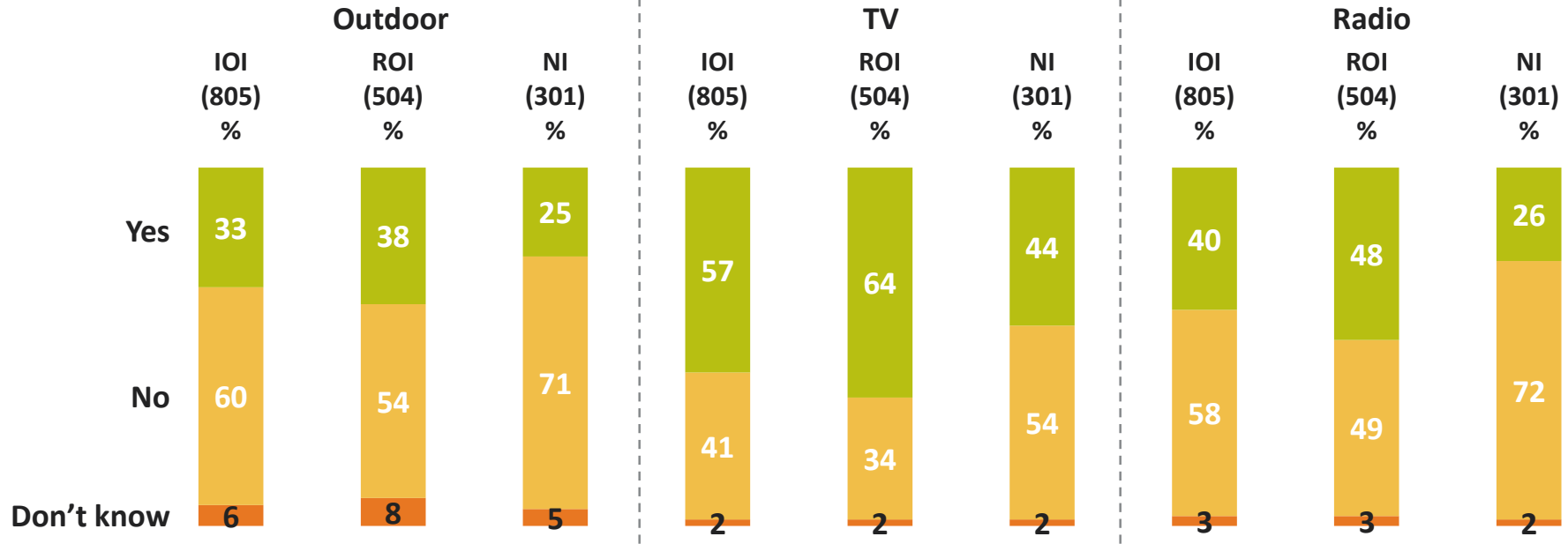


	Respondent Age Group						
	Total	15-24	25-34	35-44	45-54	55-64	65+
Base	(641)	(89)	(130)	(127)	(119)	(100)	(100)
Perceived Target For Messaging	%	%	%	%	%	%	%
18-24	15	26	17	10	7	15	18
25-49	29	29	34	36	32	21	14
50-64	18	14	14	17	23	22	19
65+	23	9	18	21	24	30	39
Don't Know	15	22	16	16	14	12	9

Q.22 In terms of age group, who do you think the ads were aimed at? Those aged...

Base: All who have seen/heard any ads: 641

Recall of Advertising - II



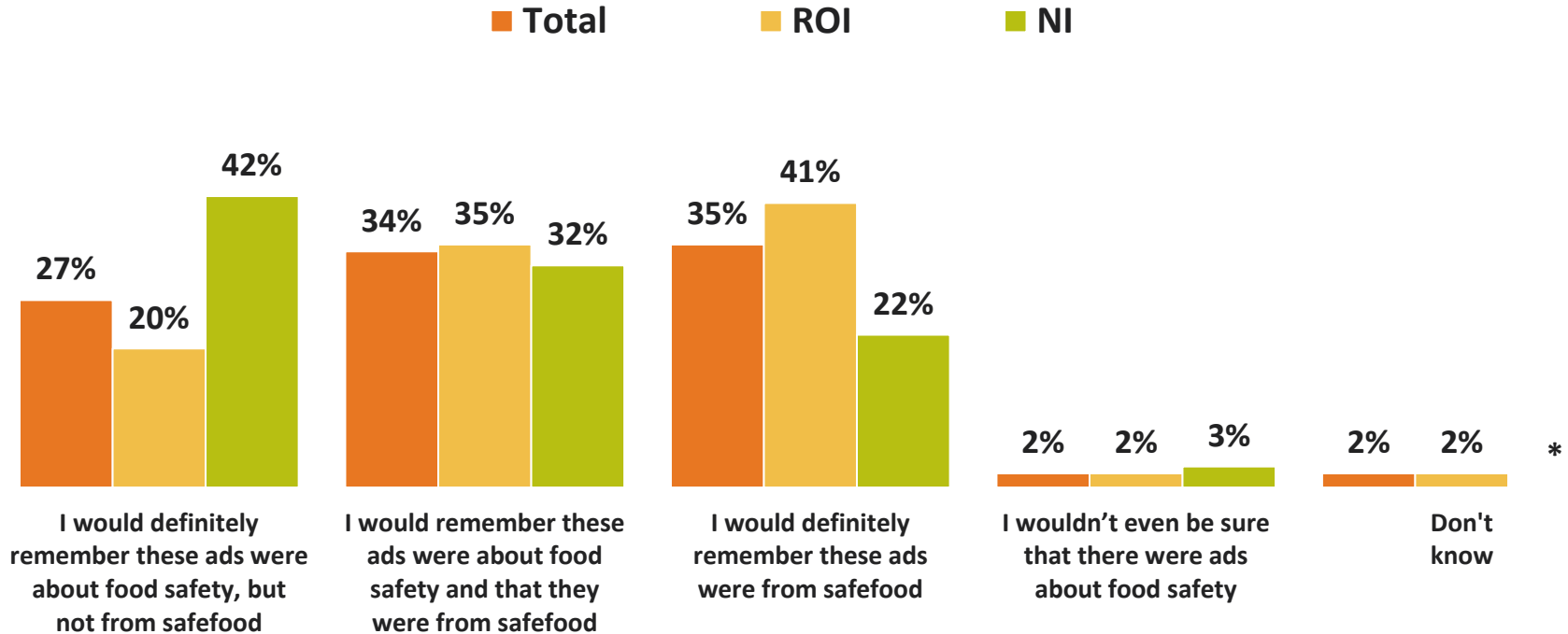
Database Norm 25%

Database Norm 13%

Q.23 Have you seen this ad before, or not?

Base: All Respondents: 805

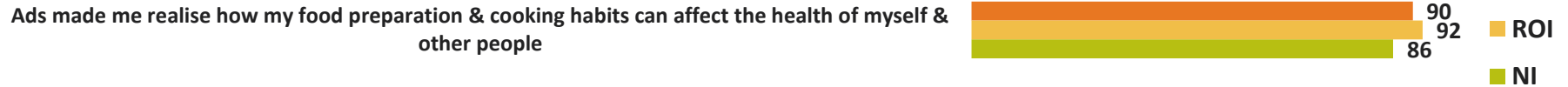
Recall And Association With *safefood*



Q.27 There are some adverts that people remember but never know which organisation they are for. Which one of these four phrases applies best to these ads?

Base: All who have seen/heard at least one ad from Q23, Q24 or Q25: 553

Agreement with Advertising Statements - I

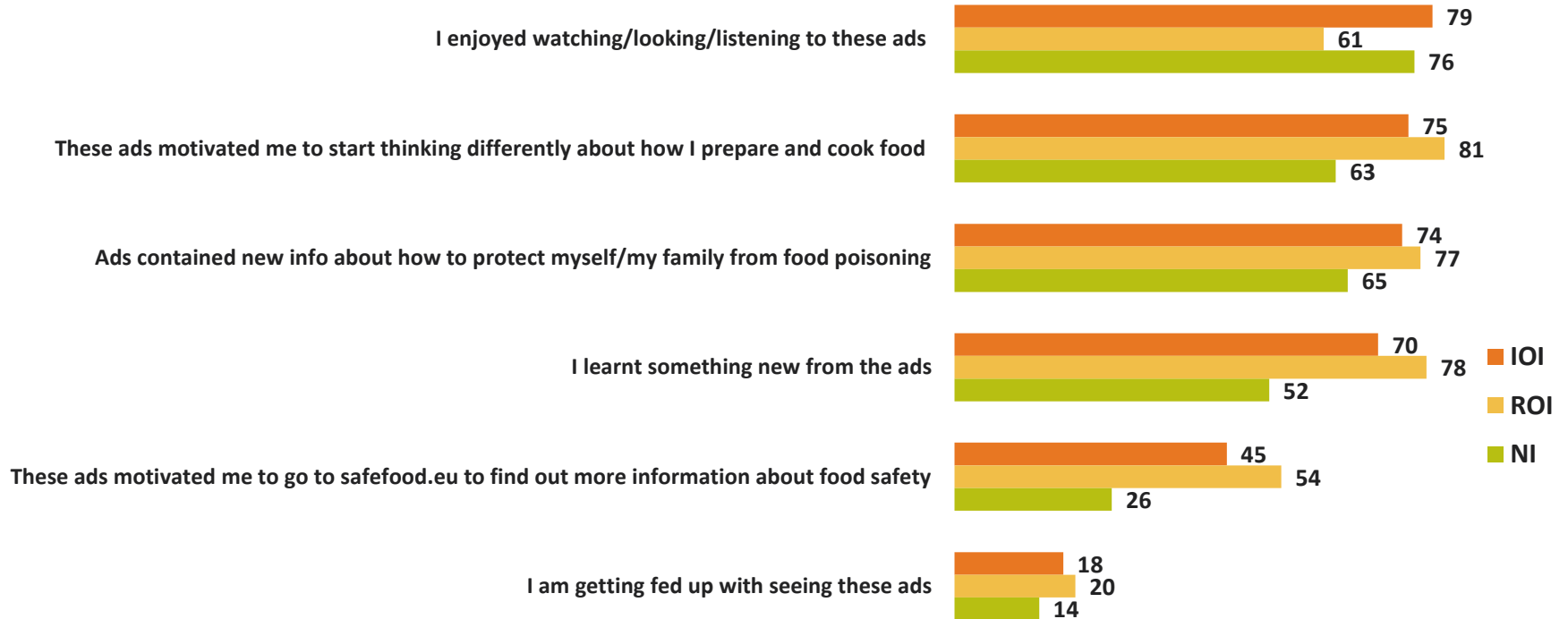


IOI
ROI
NI

Q.26 Thinking about these television, poster and radio ads, please tell me whether you agree or disagree with each of these statements?

Base: All who have seen/heard at least one ad from Q23,Q24 or Q25: 553

Agreement with Advertising Statements - II



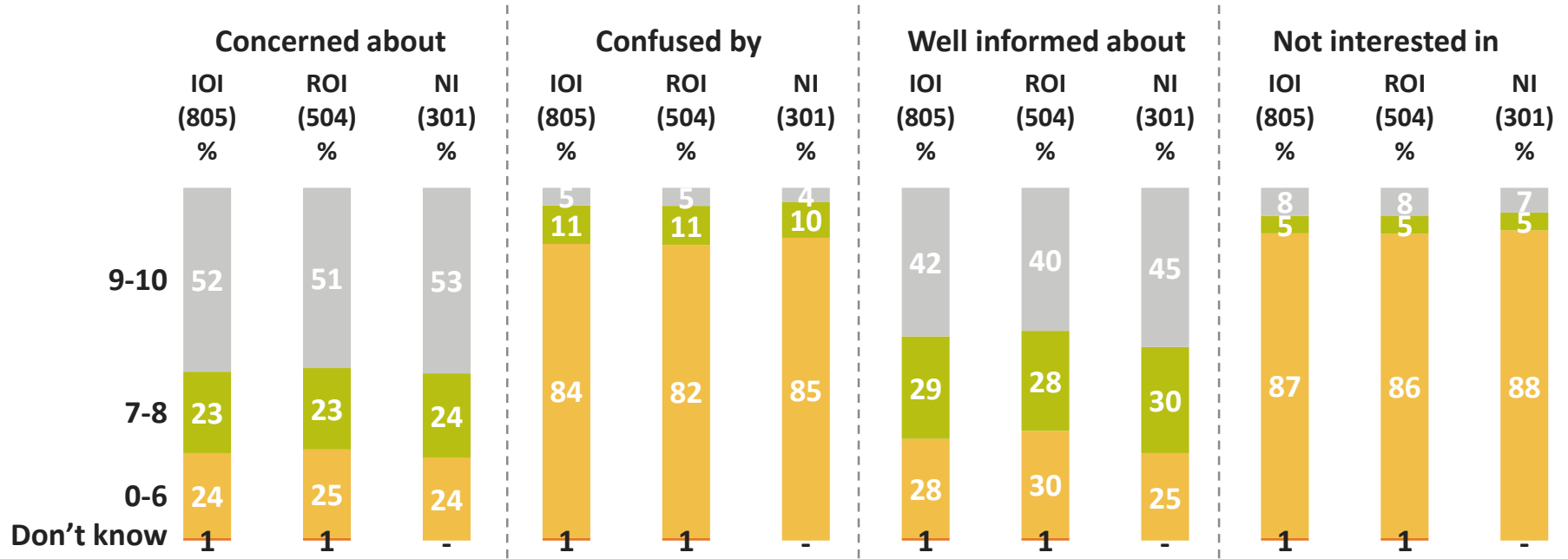
Q.26 Thinking about these television, poster and radio ads, please tell me whether you agree or disagree with each of these statements?

Base: All who have seen/heard at least one ad from Q23,Q24 or Q25: 553



Food Safety Concerns

Level Of Agreement With Statements About Food Safety



Q.11 I'm now going to read out three statements about food safety, if you could please tell me how much you agree or disagree with each statement using a scale of 0 to 10. 0 means you completely disagree with the statement and 10 means you completely agree.

Base: All Respondents: 805

Food Related Issue Of Most Concern - I

	IOI (805) %
Food poisoning (Salmonella/ Listeria/ E.coli)	13
Additives/ E-numbers/ Dyes/Preservatives	10
Chicken - Preparation	9
Date marks – Best before date/ Use by date/ Freshness	8
Hygiene around food	8
Food not cooked thoroughly/ Un-cooked food	6
Handling/ Cross - Contamination	6
No concerns	5
Sugar content	5
Fat content/ Fatty acids/ Saturated fat	4
Country of origin/ Foreign goods/ Ensure it's Irish	3
Pesticides	3
Genetically Modified Foods	2
Ensuring balanced/ Healthy diet	2
Red meat/ BSE/ Brazilian beef	2
Pork – Preparation	2
Salt content	2
Price of food	1
Salmonella/ Eggs	1
Food storage	1
Hygiene in your kitchen	1
Pollution	1
Other	2
Don't know	1



Q.12 What one food related issue are you most concerned about?

Base: All Respondents: 805

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Food Related Issue Of Most Concern - II

Top 5 Issues Of Most Concern

	ROI		NI
	(504)		(301)
	%		%
Additives/ E-numbers /Dyes/ Preservatives	13	Food poisoning	14
Food poisoning	12	Chicken – Preparation	13
Hygiene around food	9	Date marks	8
Date marks	9	Hygiene around food	7
Chicken – Preparation	7	Handling/ Cross-Contamination	6



Q.12 What one food related issue are you most concerned about?

Base: All Respondents: 805

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Food Safety Concerns By Demographics (ROI)

(Top 2 Boxes)

	Total	Male	Female	15-24	25-34	35-49	50-64	65+	ABC1	C2DE
	(504)	(243)	(261)	(73)	(98)	(155)	(115)	(63)	(209)	(294)
	%	%	%	%	%	%	%	%	%	%
Concerned about food safety	51	45	57	40	56	46	60	58	57	47
Confused about food safety	5	5	6	6	2	8	4	8	5	6
Well informed about food safety	40	34	47	34	42	36	41	52	43	38
Not interested in food safety	8	9	7	4	8	12	8	5	9	7

Q.11 I'm now going to read out three statements about food safety, if you could please tell me how much you agree or disagree with each statement using a scale of 0 to 10. 0 means you completely disagree with the statement and 10 means you completely agree.

Base: All ROI Respondents: 504

Food Safety Concerns By Demographics (NI) (Top 2 Boxes)



	Total	Male	Female	15-24	25-34	35-49	50-64	65+	ABC1	C2DE
	(301)	(145)	(156)	(52)	(59)	(83)	(74)	(33)*	(138)	(162)
	%	%	%	%	%	%	%	%	%	%
Concerned about food safety	53	50	55	43	50	58	53	57	54	51
Confused about food safety	4	3	6	6	2	3	7	7	4	5
Well informed about food safety	45	36	55	38	46	50	41	53	51	41
Not interested in food safety	7	6	7	12	3	6	7	6	5	8

Q.11 I'm now going to read out three statements about food safety, if you could please tell me how much you agree or disagree with each statement using a scale of 0 to 10. 0 means you completely disagree with the statement and 10 means you completely agree.

**Caution: Small Base Size*

Base: All NI Respondents: 301

Places To Eat & Food Safety Concerns

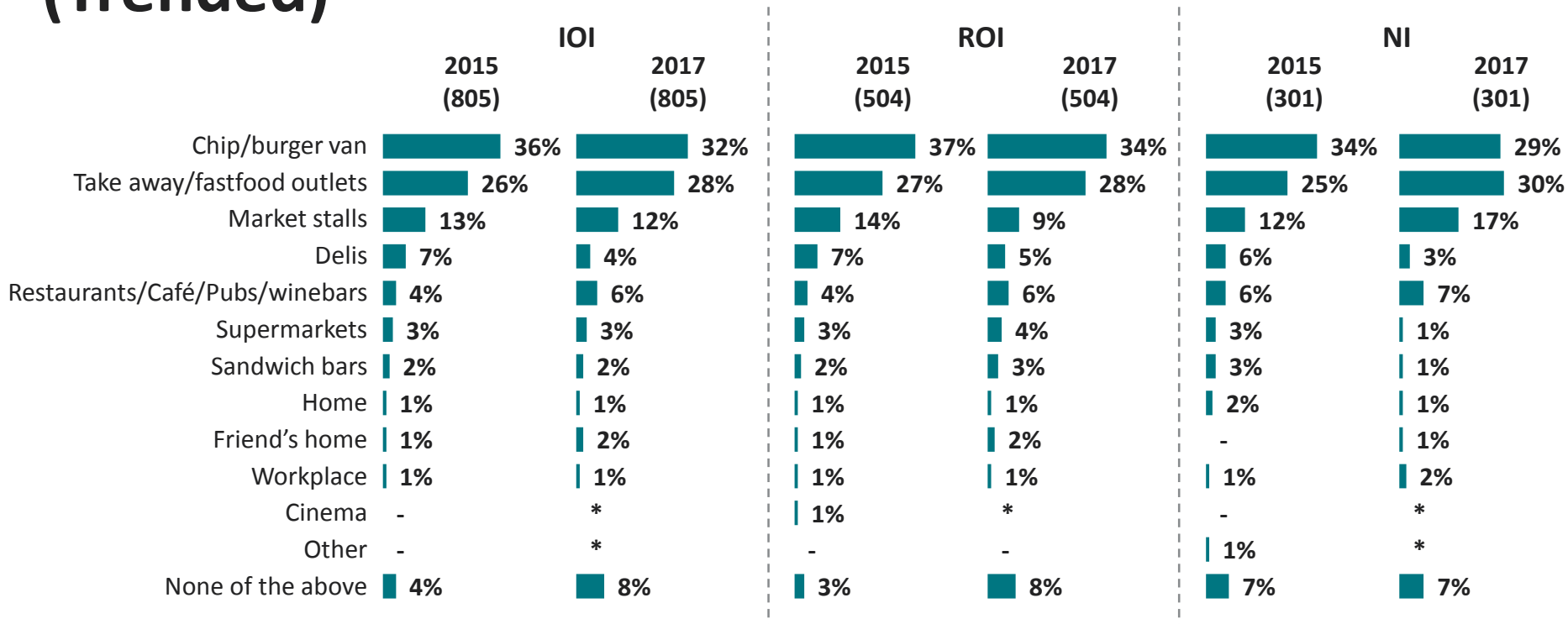


	IOI	ROI	NI
	(805)	(504)	(301)
	%	%	%
Chip/burger van	32	34	29
Take away/fast-food outlets	28	28	30
Market stalls	12	9	17
Restaurants/Café/Pubs/wine bars	6	6	7
Delis	4	5	3
Supermarkets	3	4	1
Sandwich bars	2	3	1
Friend's home	2	2	1
Workplace	1	1	2
Home	1	1	1
Cinema	*	*	*
Other	*	-	*
Don't know	*	-	*
None of the above	8	8	7

Q.14 Thinking about the following places you can eat or buy food, which if any cause you the MOST concern regarding food safety?

Base: All Respondents: 805

Places To Eat & Food Safety Concerns (Trended)



Q.14 Thinking about the following places you can eat or buy food, which if any cause you the MOST concern regarding food safety?

Base: All Respondents: 805

Foods Of Most Concern (All Mentions)



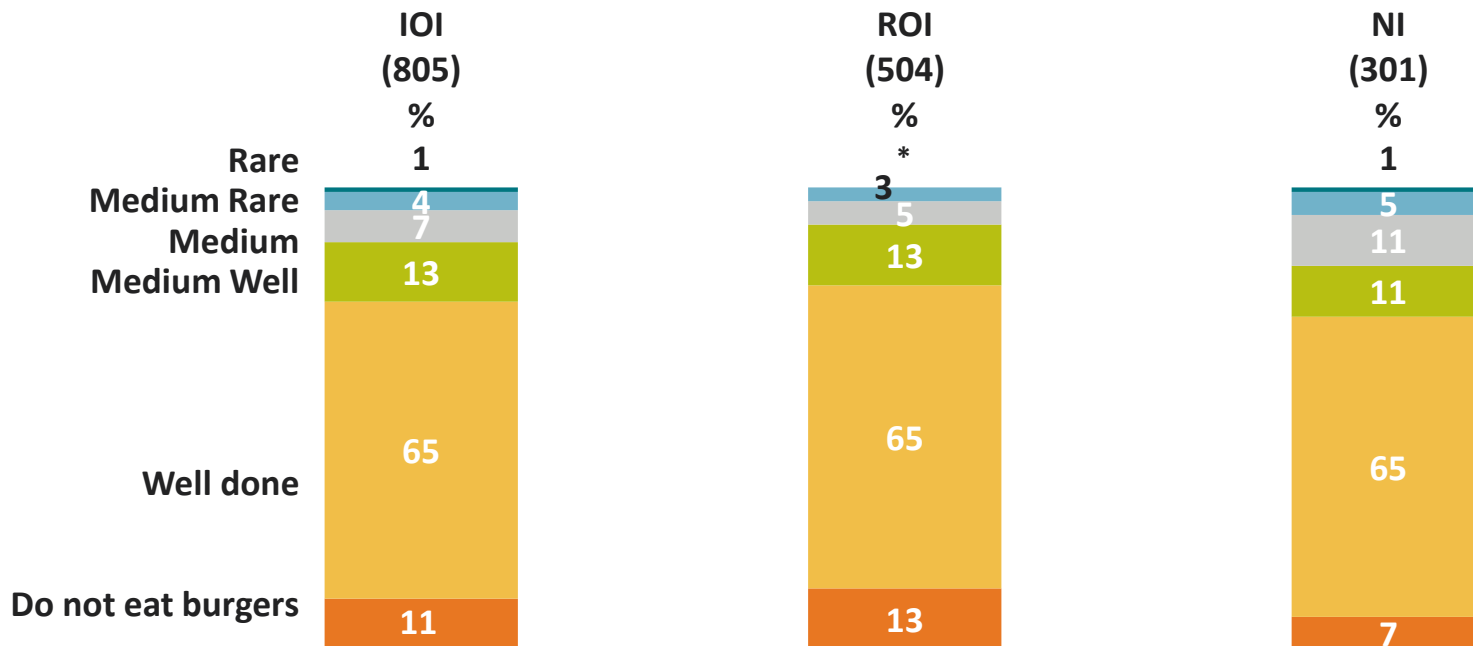
	IOI	ROI	NI
	(805)	(504)	(301)
	%	%	%
Chicken/poultry	70	69	71
Shellfish	35	33	37
Red meat	31	33	28
Ready-made meals	28	31	23
Fish	26	29	22
Eggs	23	22	26
Frozen foods	17	20	13
Dairy products (e.g. milk, yoghurt)	14	10	21
Cooked rice/pasta	10	8	12
Duck eggs	4	3	4
Pork	1	2	1
Berries	1	2	-
Other	1	1	1
Do not have concern about any of these foods	7	7	7

Q.13 Which of these foods if any would you be MOST concerned about when thinking about food safety? And the second most concerned? And the third?
 Base: All Respondents: 805



Burgers

Preference For How Burger Is Cooked When Dining Out



Q.15 When dining out, what is your preference for how your burger is cooked?

Base: All Respondents: 805

Preference For How Burger Is Cooked When Dining Out by Age



	Total	15-24	25-34	35-49	50-64	65-74
	%	%	%	%	%	%
	(805)	(125)	(157)	(238)	(189)	(96)
Rare	1	-	2	*	1	-
Medium Rare	4	4	4	5	3	1
Medium	7	7	11	8	6	4
Medium Well	13	15	11	17	9	7
Well done	65	68	68	62	70	52
Do not eat burgers	11	6	4	7	12	36

Q.15 When dining out, what is your preference for how your burger is cooked?

Base: All Respondents: 805

Reason For Cooking Preference



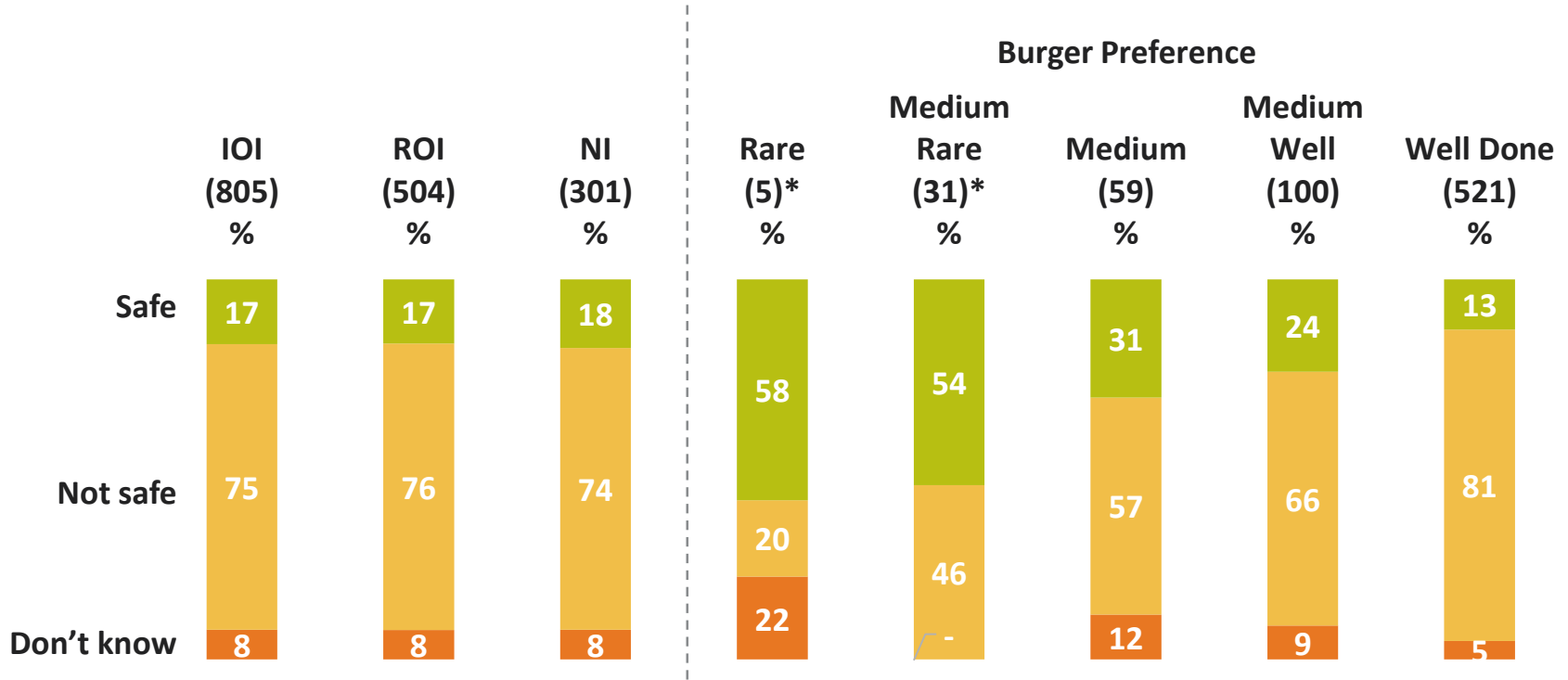
	Total	Rare	Medium Rare	Medium	Medium Well
	(195)	(5)*	(31)*	(59)	(100)
		%	%	%	%
Tastier burger	44	42	53	47	39
Juicer burger	23	-	21	21	25
I like having a choice of rare or medium	11	-	16	13	8
Trust the restaurant	10	22	6	7	13
Confident about the food preparation	10	22	-	9	13
Trust the source of the meat	6	22	9	7	4
Eaten at the restaurant before	4	-	-	5	5
Properly cooked	3	-	-	1	4
Personal preference	1	-	3	-	2
Other	6	36	-	10	4
No Reasons	1	-	-	-	1
Don't know	2	-	3	-	4

Q.16 What are the reasons, if any, for choosing to have a rare or medium burger when dining out?

Base: All who do not eat well done burgers: 195

**Caution: Small Base Size*

Rare Burgers – Safe To Eat Or Not?



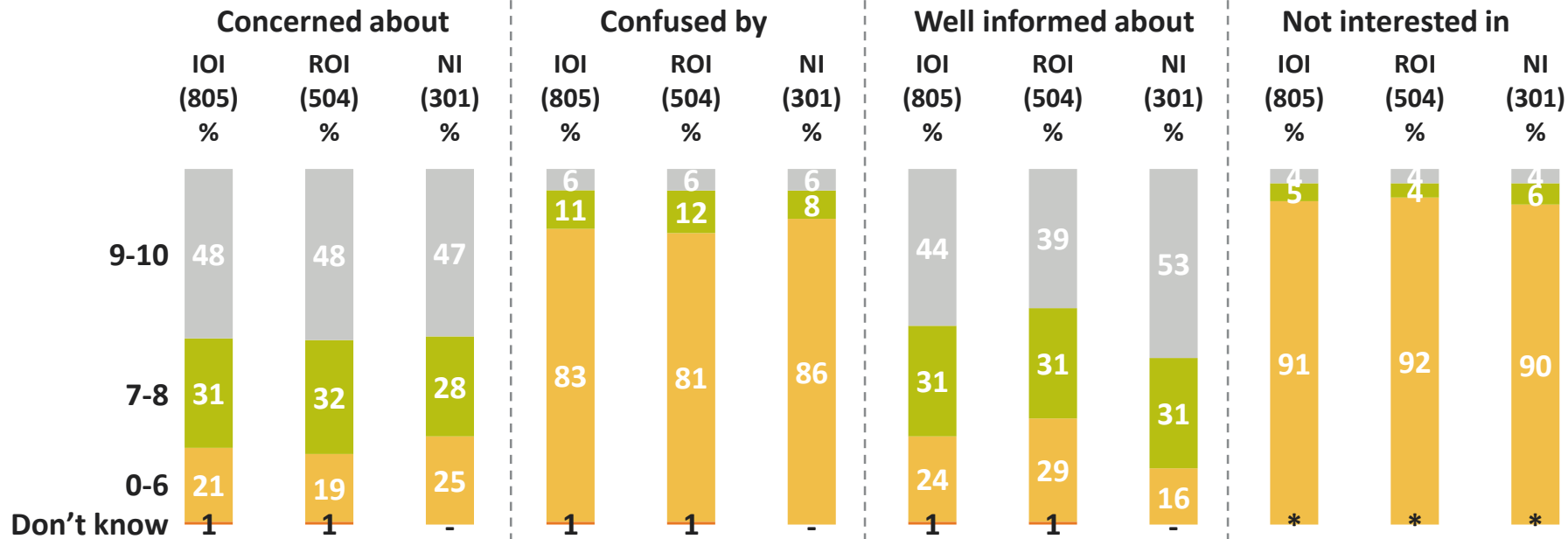
Q.17 Do you think that rare burgers are safe to eat, or are they not safe to eat?
 Base: All Respondents: 805

**Caution: Small Base Size*



Healthy Eating

Level Of Agreement With Statements About Healthy Eating



Q.18 I'm now going to read out three statements about eating healthily, if you could please tell me how much you agree or disagree with each statement using a scale of 0 to 10. 0 means you completely disagree with the statement and 10 means you completely agree.

Base: All Respondents: 805

Healthy Eating – Main Issue Of Concern

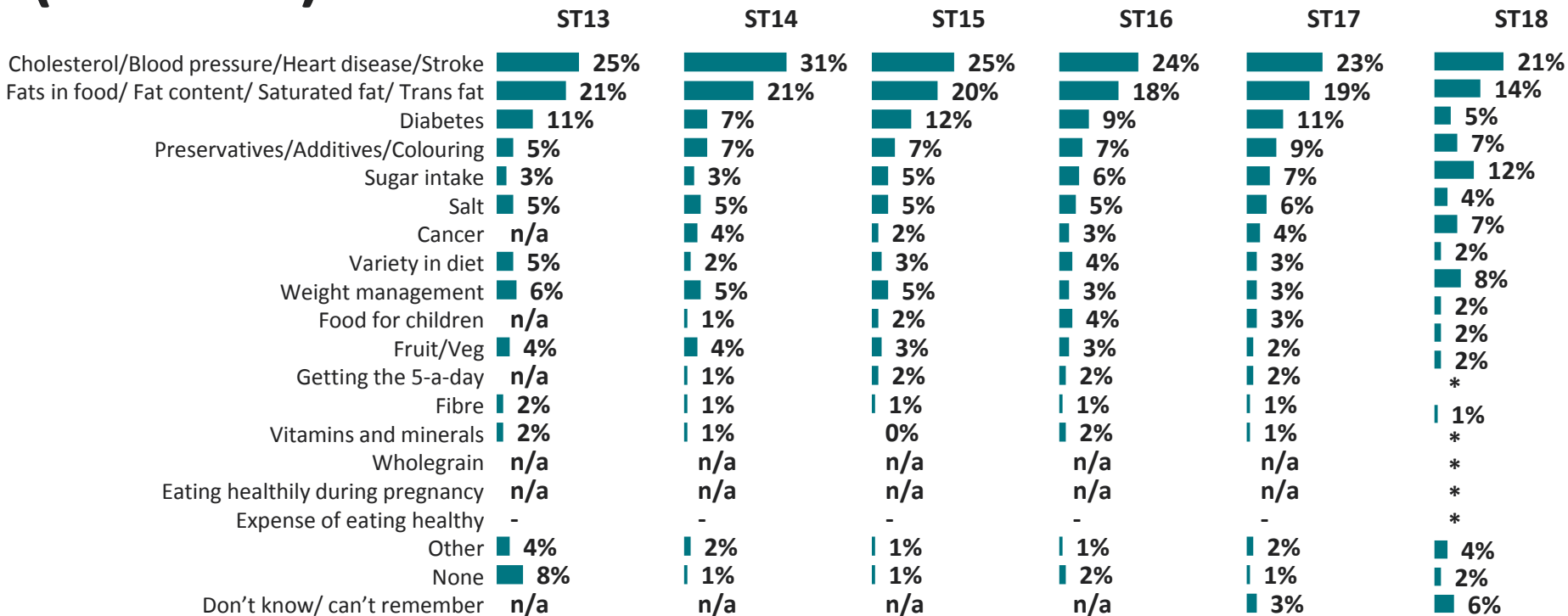


	IOI	ROI	NI
	(805)	(504)	(301)
	%	%	%
Cholesterol/Blood pressure/Heart disease/Stroke	21	23	17
Fats in food/ Fat content/ Saturated fat/ Trans fat	14	16	12
Sugar intake	12	11	14
Weight management	8	6	12
Preservatives/Additives/Colouring	7	9	3
Cancer	7	7	6
Diabetes	5	5	4
Salt	4	2	7
Variety in diet	2	3	1
Food for children	2	3	2
Getting the 5-a-day	2	1	3
Fruit/Veg	2	2	2
Vitamins and minerals	1	1	*
The expense of eating healthily	*	1	-
Fibre	*	*	*
Wholegrain	*	-	1
Eating healthily during pregnancy	*	*	-
None	6	5	6
Other	4	3	5
Don't know/ can't remember	2	3	2

Q.19 What one healthy eating issue are you most concerned about?

Base: All Respondents: 805

Healthy Eating – Issue of Most Concern (Trended)



Q.19 What one healthy eating issue are you most concerned about?

Base: All Respondents: 805

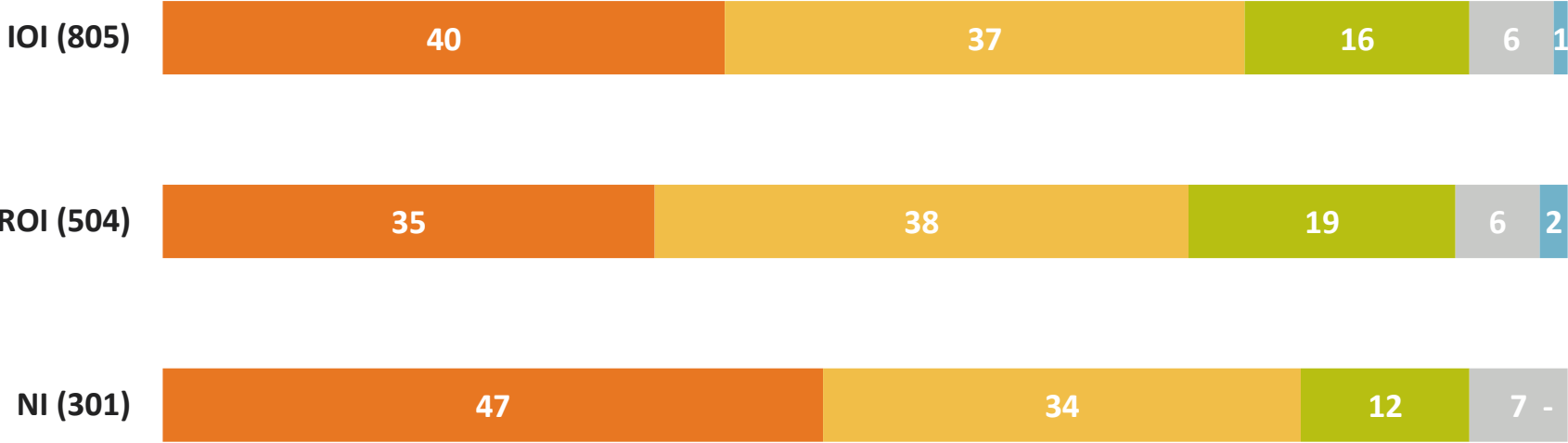


Sponsorship

Sponsorship Concerns



Very concerned Somewhat concerned Not very concerned Not at all concerned Don't know



Q.28a Would you be concerned that the sponsorship of events or sports by snack food, sugary drink and confectionary products make these products very appealing to children and young people?

Base: All Respondents: 805



Support for Removal of Sponsorship



■ I would be very supportive ■ I would be somewhat supportive ■ I would not be very supportive
■ I would not be supportive at all ■ Don't know



Q.28b Would you support the removal of sponsorship by snack food, sugary drink and confectionary products where children gather e.g. primary schools, playgrounds, children's sporting events?

Base: All Respondents: 805

Support for Regulation of Sponsorship



■ I would be very supportive ■ I would be somewhat supportive ■ I would not be very supportive
■ I would not be supportive at all ■ Don't know



Q.28c Would you support moves to limit/regulate the amount of sponsorship by snack food, sugary drink and confectionary brands which are aimed at children?

Base: All Respondents: 805



Acceptability Of Sponsorship Scenarios (IOI)

	Very Acceptable	Somewhat Acceptable	Not very acceptable	Not at all acceptable	Don't know
	%	%	%	%	%
Crèches	5	9	23	60	3
Primary schools	6	11	26	55	2
Secondary schools	6	20	28	44	2
Children's sporting events	5	20	27	46	3
Public events that families can attend	8	39	23	28	3
Publicly funded buildings or institutions	9	31	25	31	4
Hospitals	6	20	25	46	3

Q.29 Sponsorship can take on a number of formats, including sponsorship of events, activities, people, or organisations financially or through the provision of products or services, for example branded vending machines or the sponsorship of McDonalds or Coca Cola at the Olympics. Do you feel that sponsorship by brands that sell snack food, sugary drinks and confectionary to children is acceptable in the following settings, or not.

Base: All Respondents: 805

Acceptability Of Sponsorship Scenarios (ROI)

	Very Acceptable	Somewhat Acceptable	Not very acceptable	Not at all acceptable	Don't know
	%	%	%	%	%
Crèches	5	9	26	57	3
Primary schools	5	12	28	52	3
Secondary schools	5	17	31	44	3
Children's sporting events	5	21	27	44	3
Public events that families can attend	7	38	24	28	4
Publicly funded buildings or institutions	7	31	25	32	5
Hospitals	6	20	27	44	3

Q.29 Sponsorship can take on a number of formats, including sponsorship of events, activities, people, or organisations financially or through the provision of products or services, for example branded vending machines or the sponsorship of McDonalds or Coca Cola at the Olympics. Do you feel that sponsorship by brands that sell snack food, sugary drinks and confectionary to children is acceptable in the following settings, or not.

Base: All ROI Respondents: 504

Acceptability Of Sponsorship Scenarios (NI)



	Very Acceptable	Somewhat Acceptable	Not very acceptable	Not at all acceptable	Don't know
	%	%	%	%	%
Crèches	6	8	19	65	2
Primary schools	7	9	22	61	1
Secondary schools	7	24	23	44	2
Children's sporting events	6	17	26	49	2
Public events that families can attend	9	40	23	26	1
Publicly funded buildings or institutions	11	31	25	30	2
Hospitals	7	19	21	50	2

Q.29 Sponsorship can take on a number of formats, including sponsorship of events, activities, people, or organisations financially or through the provision of products or services, for example branded vending machines or the sponsorship of McDonalds or Coca Cola at the Olympics. Do you feel that sponsorship by brands that sell snack food, sugary drinks and confectionary to children is acceptable in the following settings, or not.

Base: All NI Respondents: 301

Monitoring Of Marketing Of Food Products To Children



	IOI	ROI	NI
	(805)	(504)	(301)
	%	%	%
Mandatory in law	41	39	45
Monitored by food industry (self- regulation)	21	20	22
Monitored by a complaints procedure to an independent agency	23	25	19
Does not need to be monitored	5	5	6
Other	1	*	1
Don't know	9	10	6

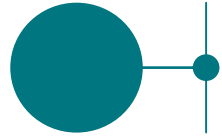
Q.30 Do you think marketing of food products aimed at children should be monitored, or not? If yes, how should the marketing of food products to children should be monitored?

Base: All Respondents: 805

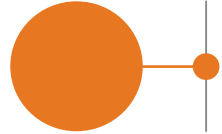


CONCLUSIONS

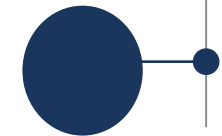
Conclusions



Just over 1 in 5 respondents recognised that the 4C Campaign was aimed at the over 65s. Amongst respondents in this age group, just under 4 in 10 (39%) recognised that the campaign was aimed at them, higher than at the overall level but still leaving plenty of room for improvement.



Prompted brand awareness for *safefood* is at 75% for the Island of Ireland, this figure is driven by ROI at 80%, with awareness in Northern Ireland lagging behind at 67%.

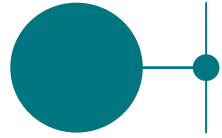


Positive findings were also recorded in terms of healthy eating and food safety. 75% of respondents feel well informed about healthy eating & 71% of respondents feel well informed about food safety issues.

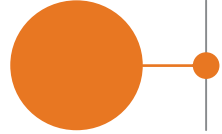


In terms of healthy eating, both sugar intake (up from 7% to 12%) and weight management (up from 3% to 8%) have become more of a concern for respondents across the Island of Ireland since the last wave of safetrak.

Conclusions



The vast majority of respondents (74%) were clear that rare burgers are not safe to eat, however, 17% believe that they are safe to eat and a further 8% are not sure if they are safe to eat or not.

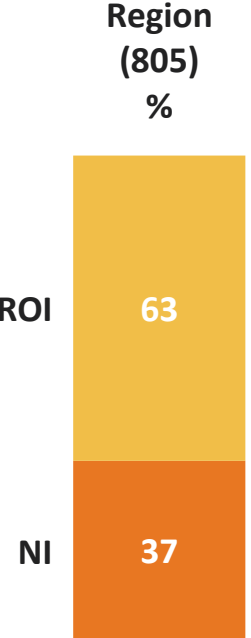
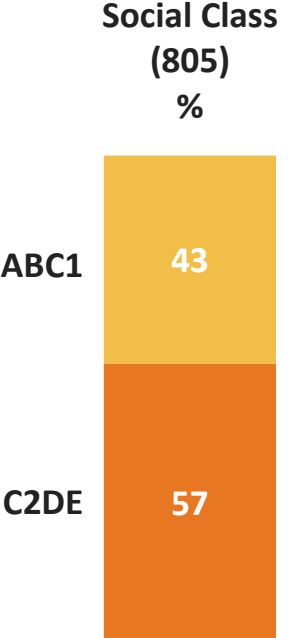
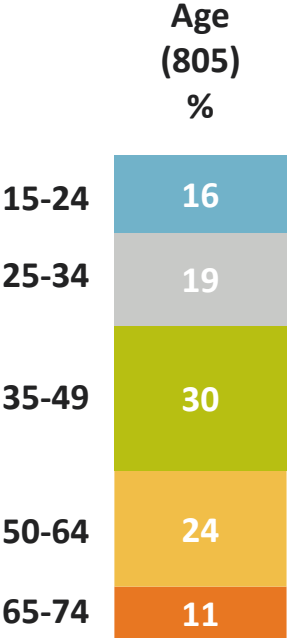
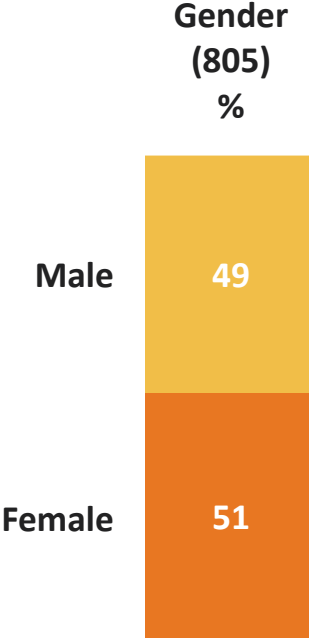


Whilst most respondents feel that they are informed about healthy eating and food safety there is still a significant proportion who do not feel well informed, 24% and 28% respectively. These respondents are more likely to be in the younger, male or C2DE categories.



SAMPLE PROFILE

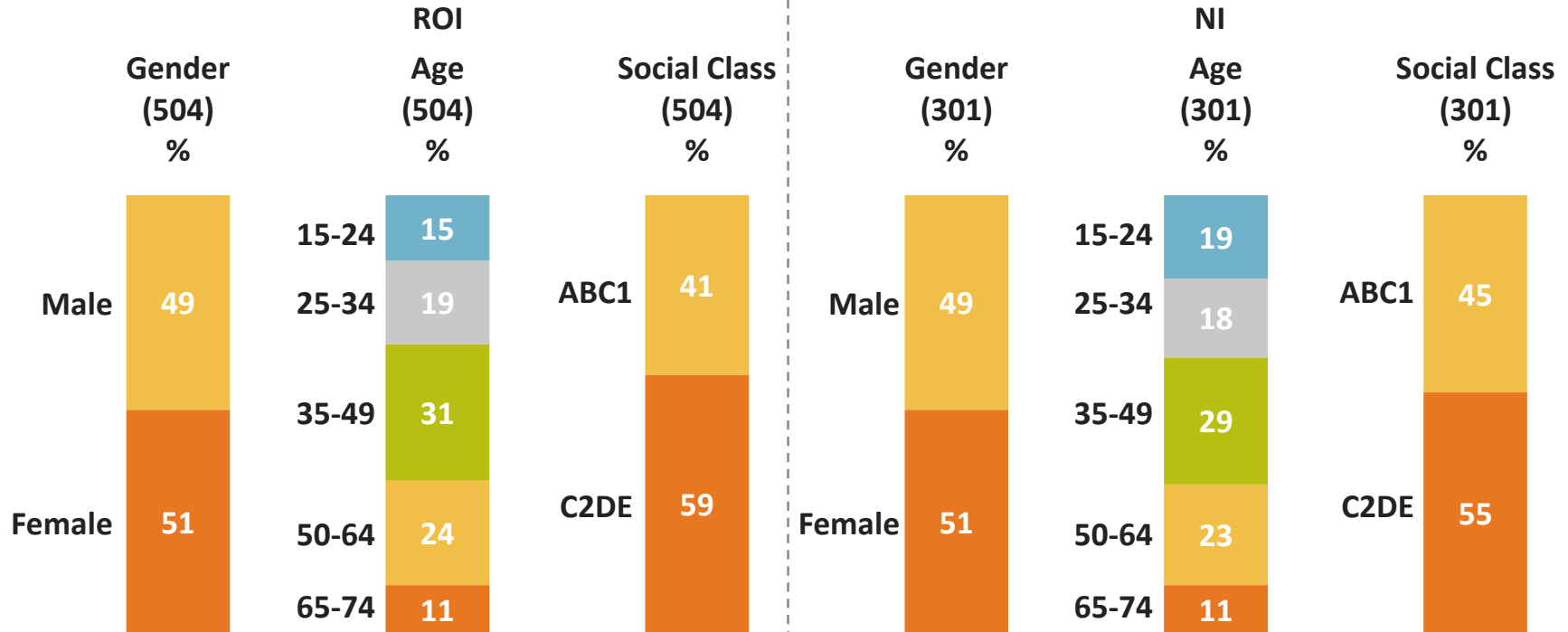
Sample Profile – Overall



Base: All Respondents: 805
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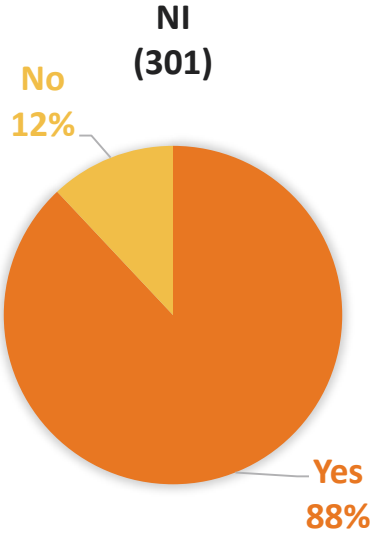
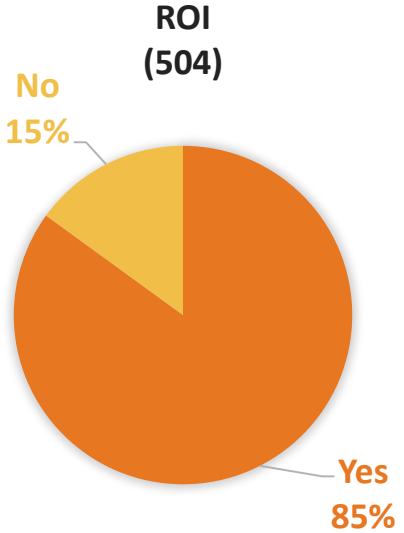
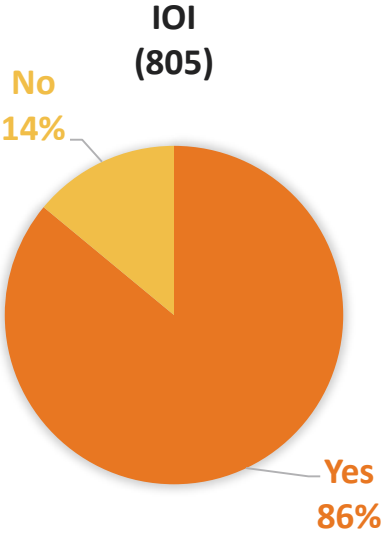


Sample Profile – ROI & NI



Base: All Respondents: 805

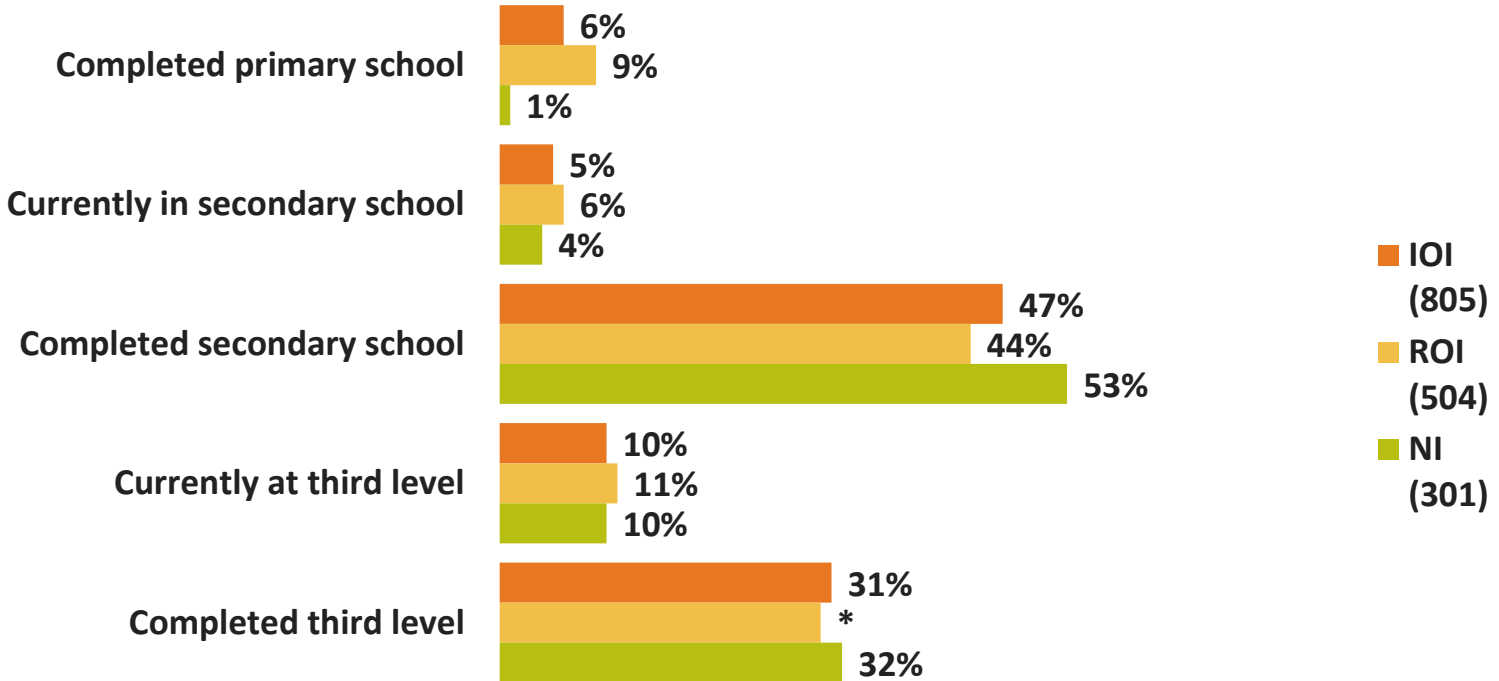
Involvement in Food Preparation and/or Cooking



Q.B Are you involved in food preparation and/or cooking in your household?
Base: All Respondents: 805



Highest Level Of Education Achieved

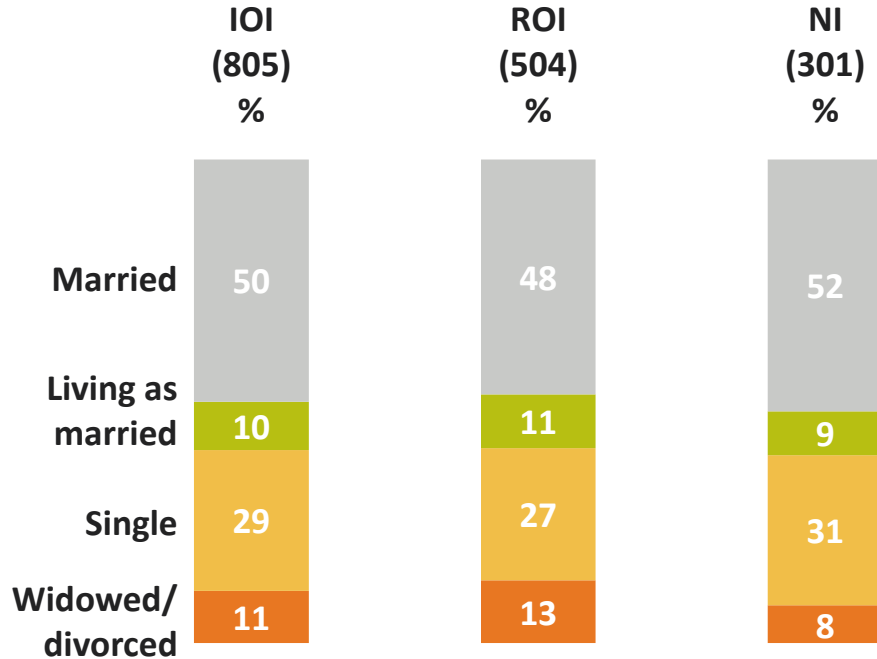


Q.C What is the highest level of education you have completed to date?
 Base: All Respondents: 805

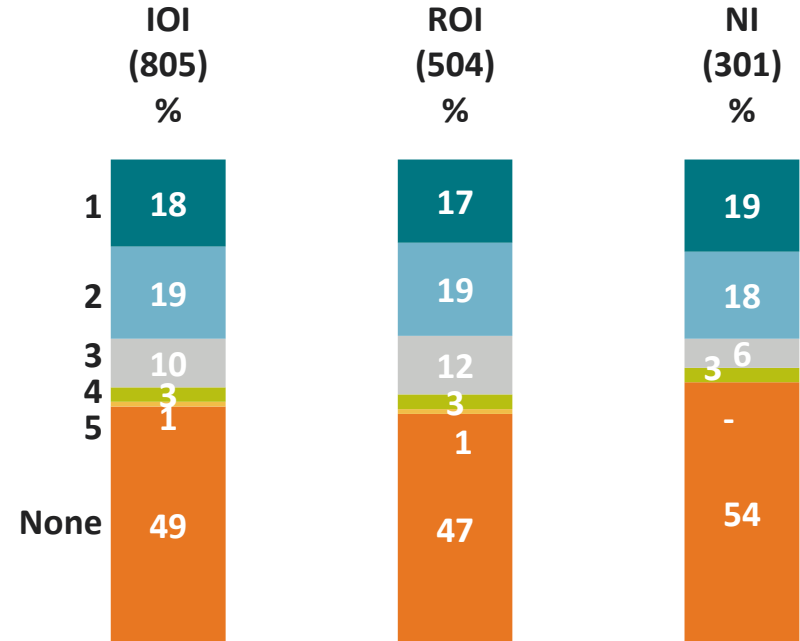
Household Composition



Marital Status



Children in Household



Q.J Interviewer record Marital Status

Q.K How many children under the age of 18 live in your household?.

Base: All Respondents: 805

Contacts

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