

Safetrak 17

January 2016



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

Presentation Outline

✓ Background and Methodology

✓ The Findings

- ✓ Chicken Behaviour
- ✓ Food Safety Concerns & Food Fraud
- ✓ Healthy Eating Concerns & Weight Loss
- ✓ Folic Acid & Campaign Evaluation
- ✓ Shift Work/Food Facilities within Workplace
- ✓ Food Skills
- ✓ Cost of Healthy Food Basket
- ✓ Food Poisoning
- ✓ Hand Washing
- ✓ Social media



Background & Methodology – Safetrak 17

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 (IOI): 24th November – 12th January 2016*

Chicken Behaviour

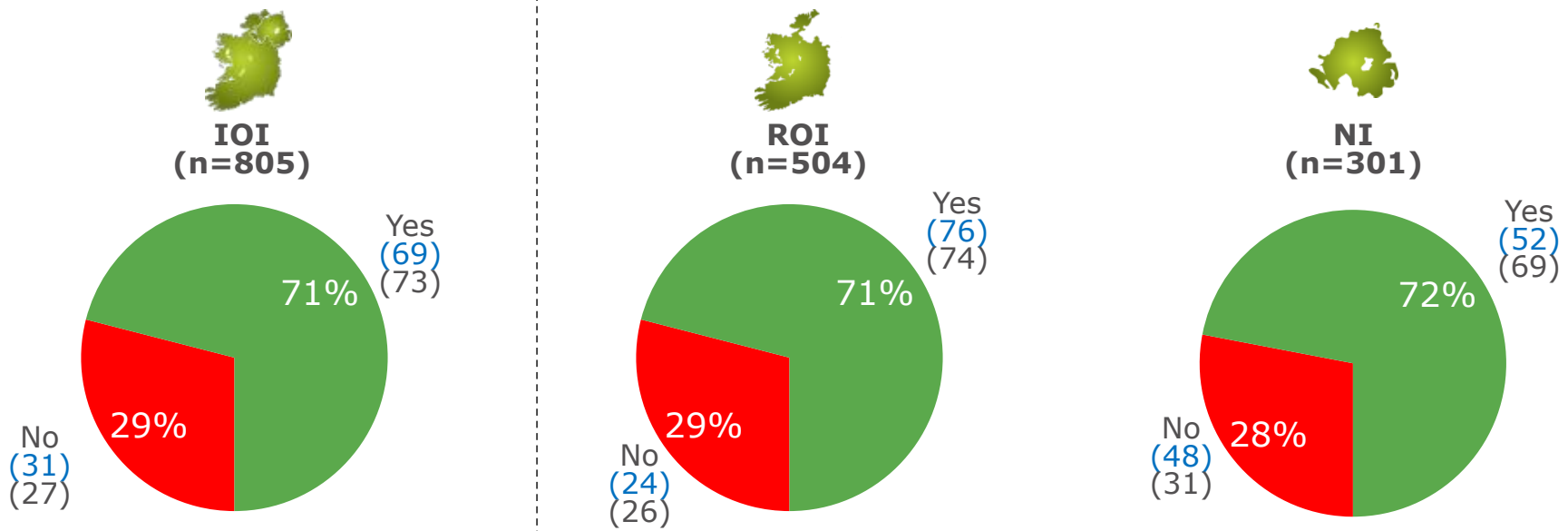




Involved in Preparation and/or Cooking in Household...

In line with other years, seven in ten adults are involved in the food preparation at home, no difference across jurisdictions

Base: All Adults 15+



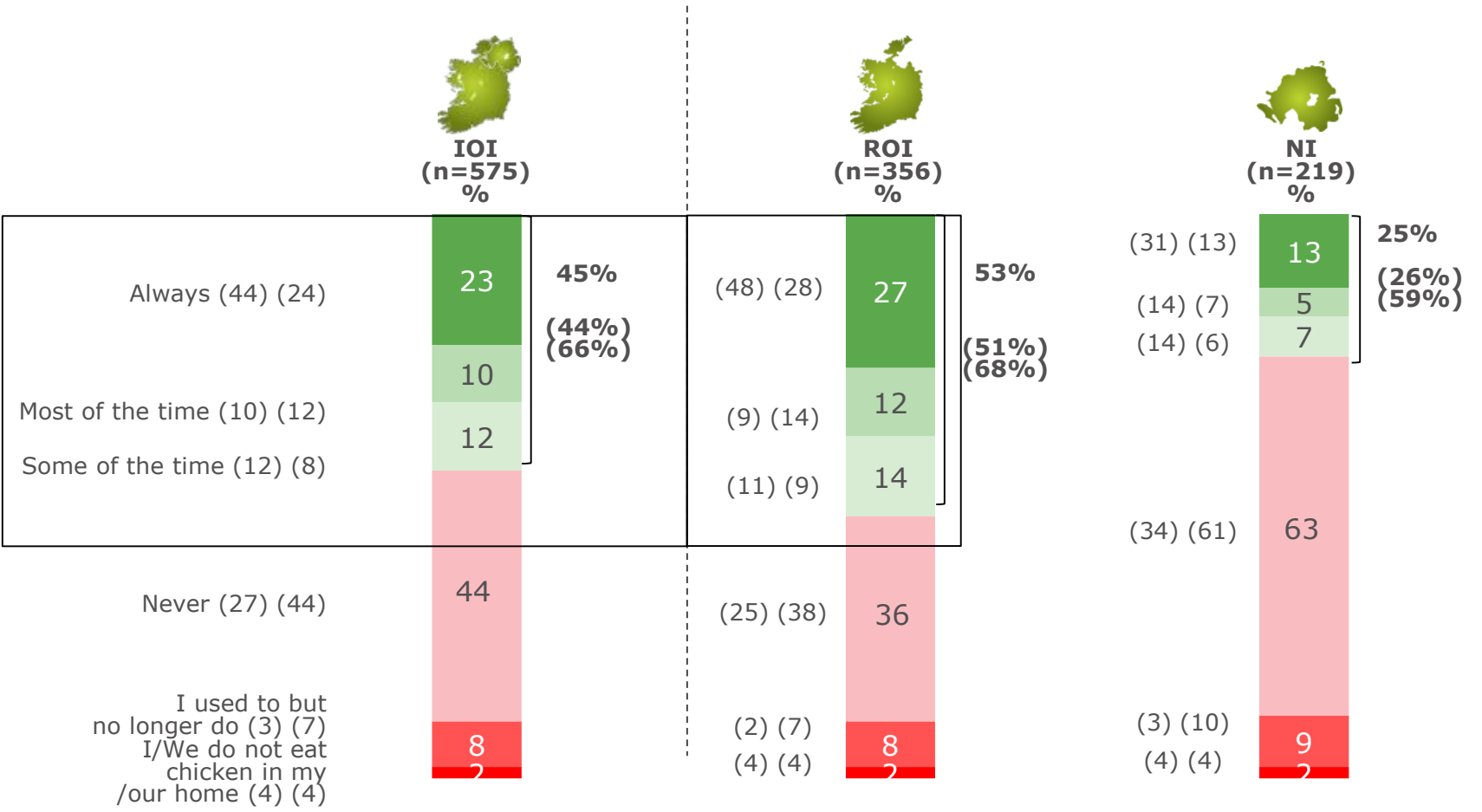
ROI over-index on females (93%), more likely to be 25-34 (73%) or 35-49 (80%)
 NI over-index on females (87%), more likely to be 25-34 (80%) or 35-49 (79%)

() Bracketed figures denote () ST16 data and () ST15 data



Preparing a whole chicken: Little difference compared to last year in behaviour relating to washing whole chickens. Remains 1in 2 in ROI and 1 in 4 in NI

Base: All Adults involved in cooking



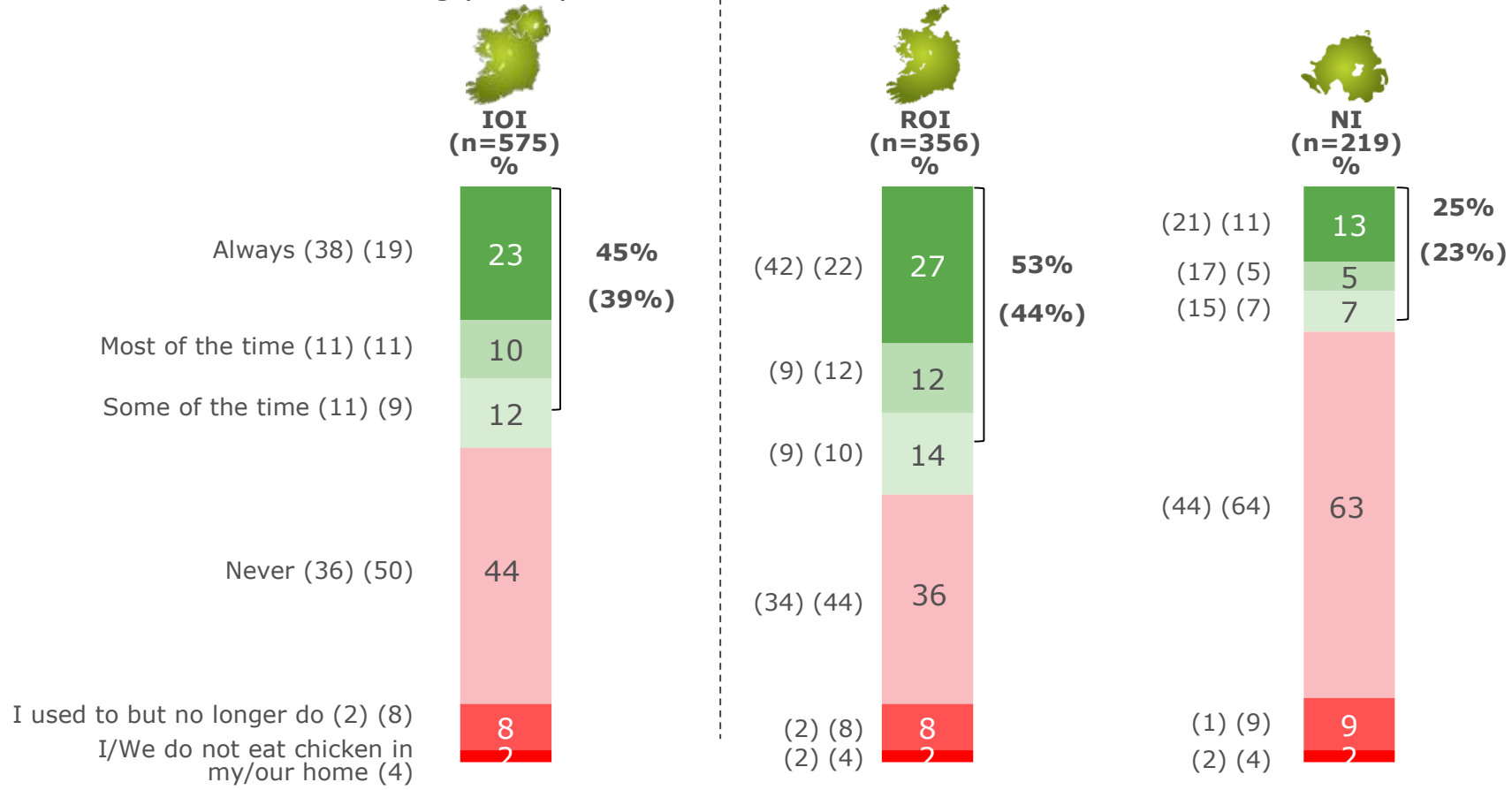
() Bracketed figure denote ST16 and ST15 data (Change in question wording from ST15)



Frequency of Washing Chicken Breast, Fillets, Wings or Drumsticks under the Tap:

Washing chicken has increased in ROI while remaining static in NI and at considerably lower levels than in ROI

Base: All Adults involved in cooking (n=575)



Incidence of washing in ROI higher among 15-24

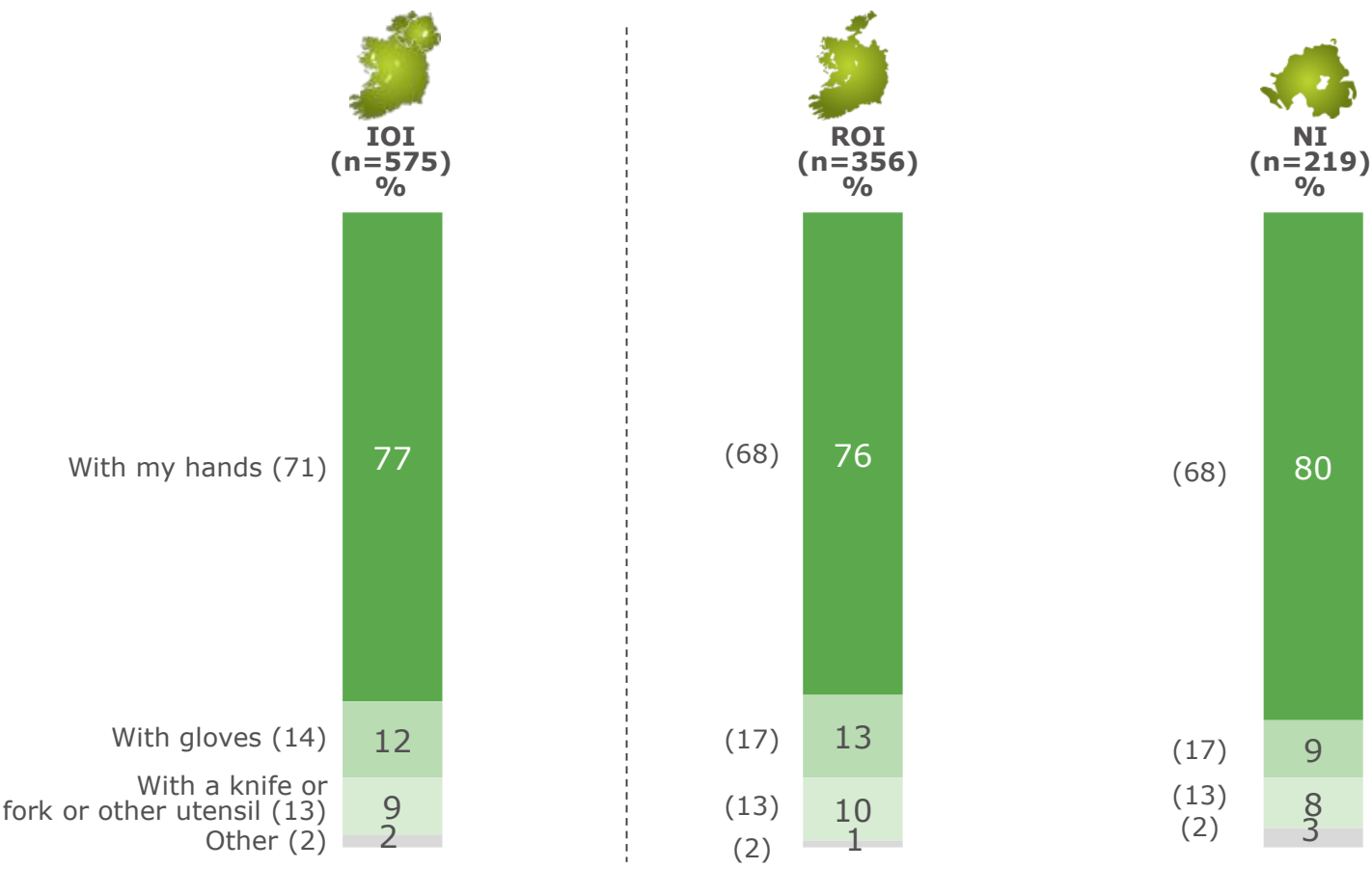
() Bracketed figures denote ST16 and ST15 data



Handling of Raw Chicken: Majority of adults continue to handle raw chicken using their hands, minority use gloves or utensils

Base: All Adults involved in cooking (n=575)

How I handle raw chicken

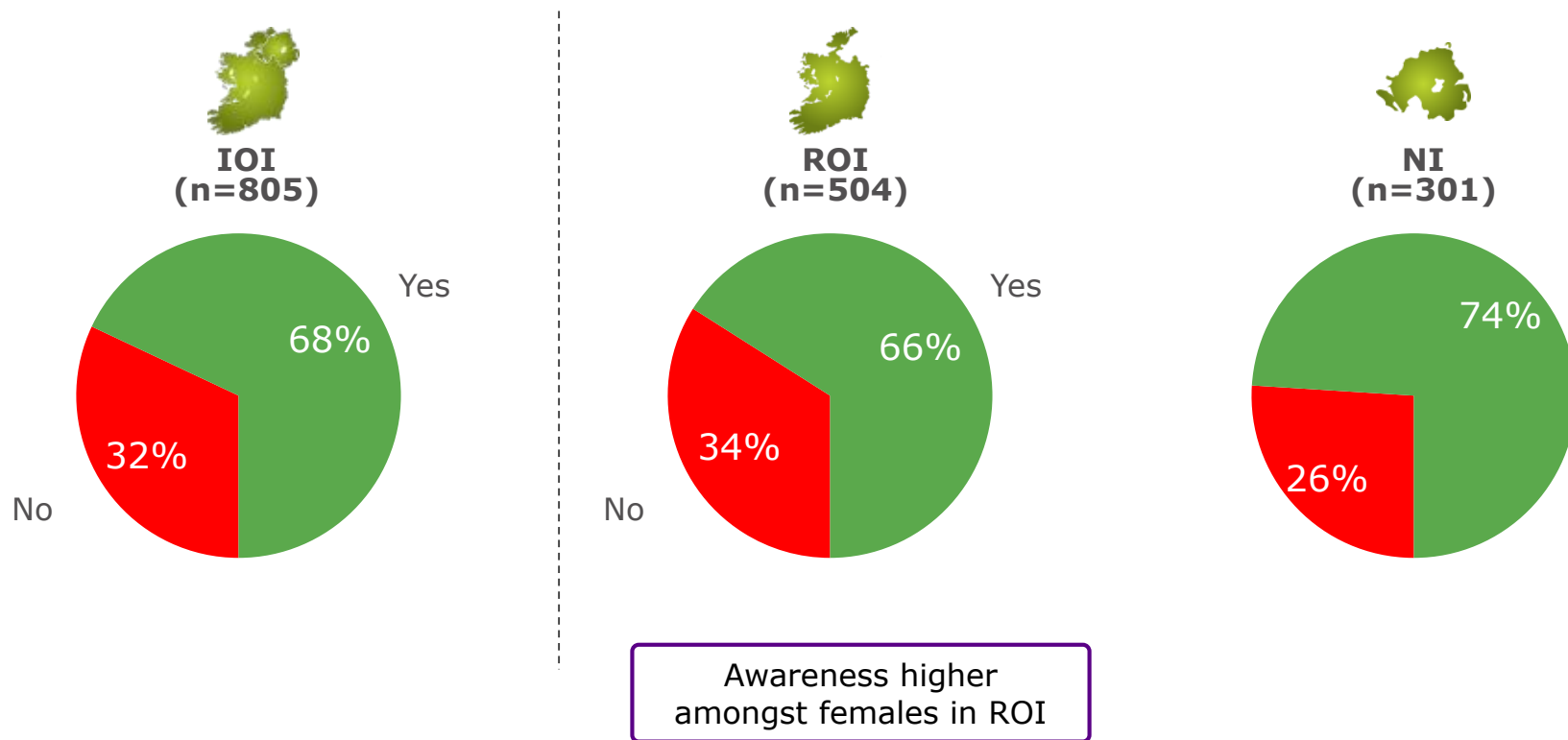


() Bracketed figures denote ST16 data

Awareness of Bacteria spread from Washing Raw Chicken: 2 in 3 aware of bacteria which can spread as a result of washing raw chicken



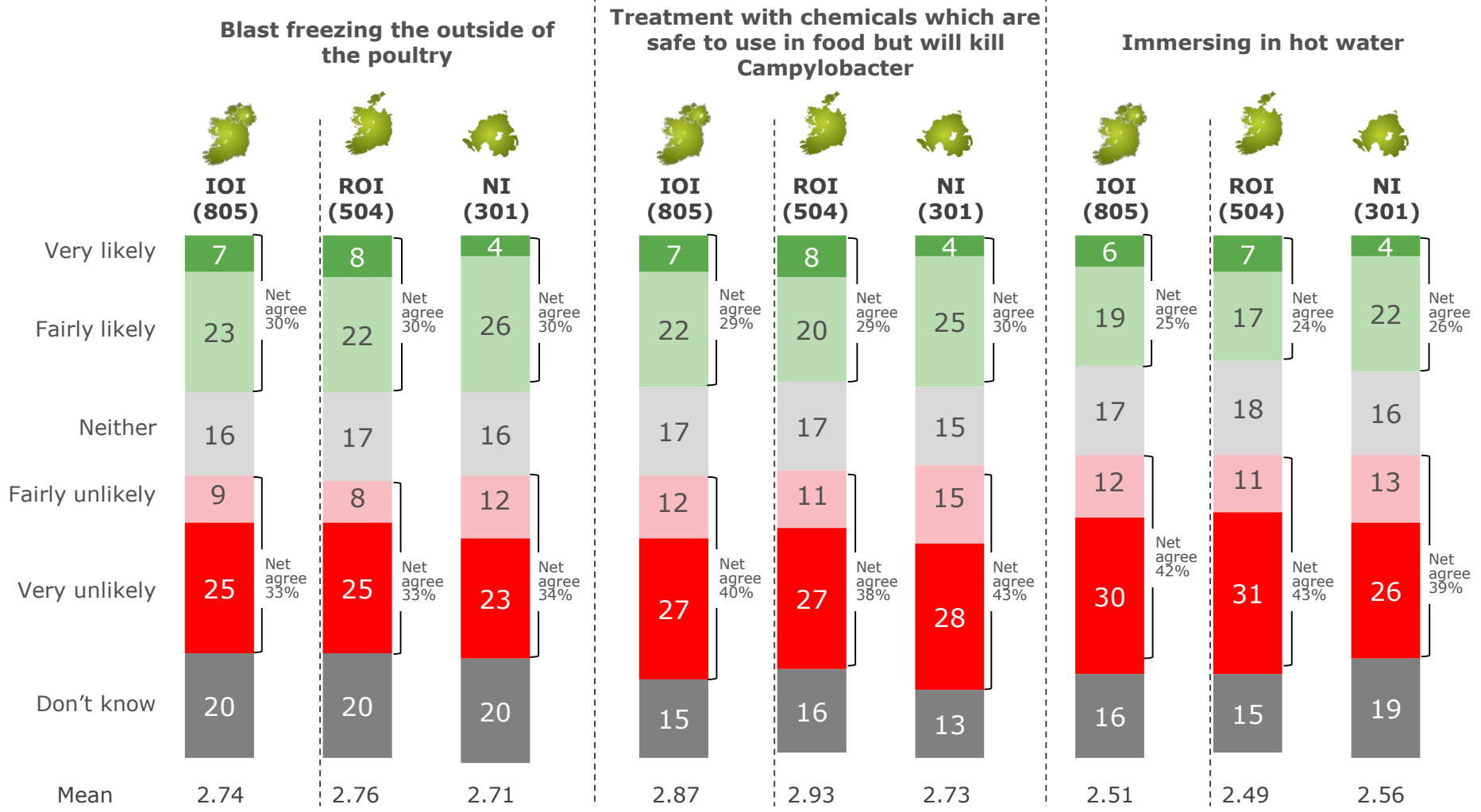
Base: All Adults 15+



New question ST17

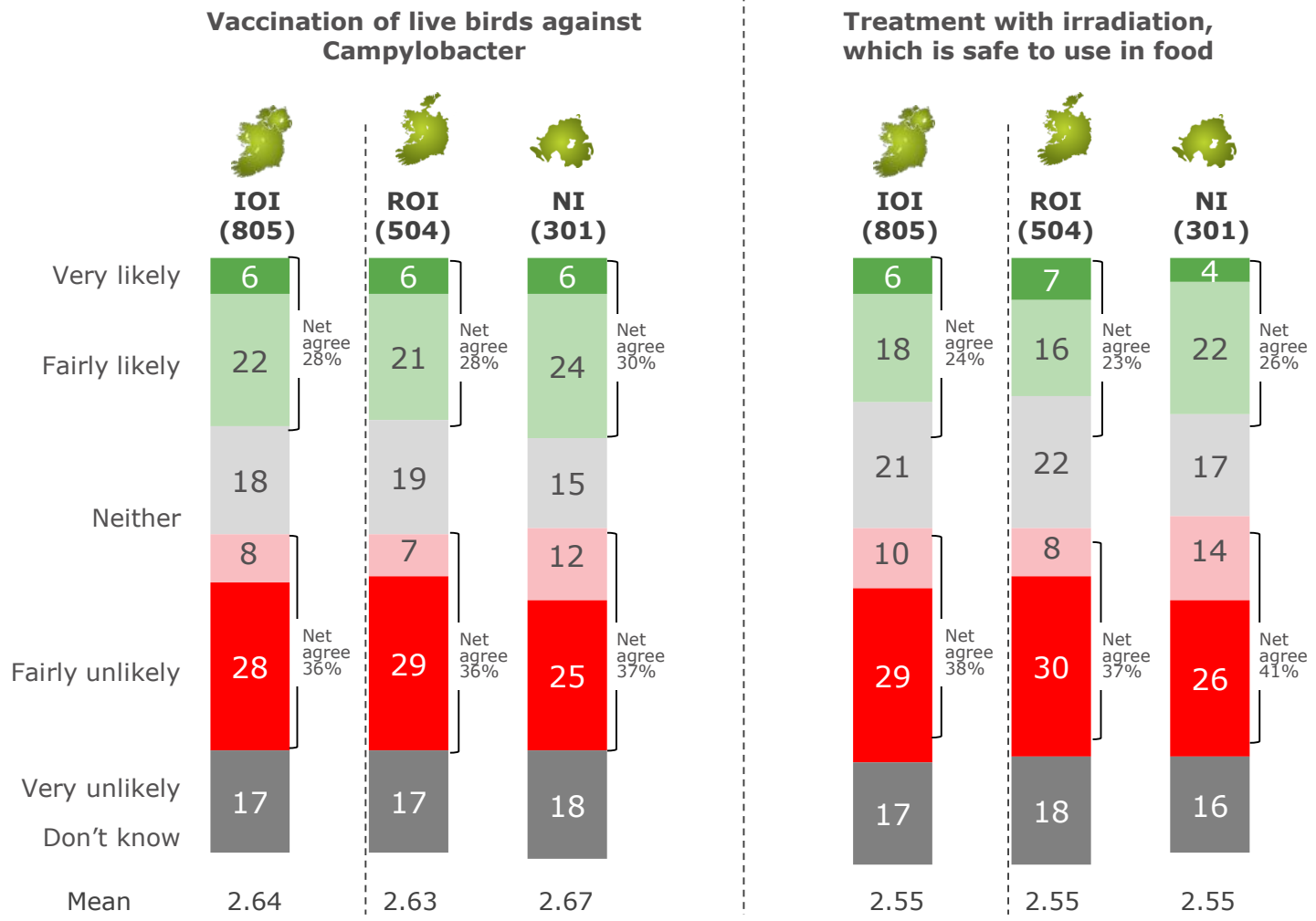
Likelihood to Buy Treated Poultry: Limited endorsement on purchase of treated poultry. Most endorsed is "blast freezing" at just under one in three compared to the least endorsed "treatment with irradiation" at 1 in 4

Base: All Adults 15+



Likelihood to Buy Treated Poultry: Limited endorsement on purchase of treated poultry. Most endorsed is "blast freezing" at just under one in three compared to the least endorsed "treatment with irradiation" at 1 in 4

Base: All Adults 15+



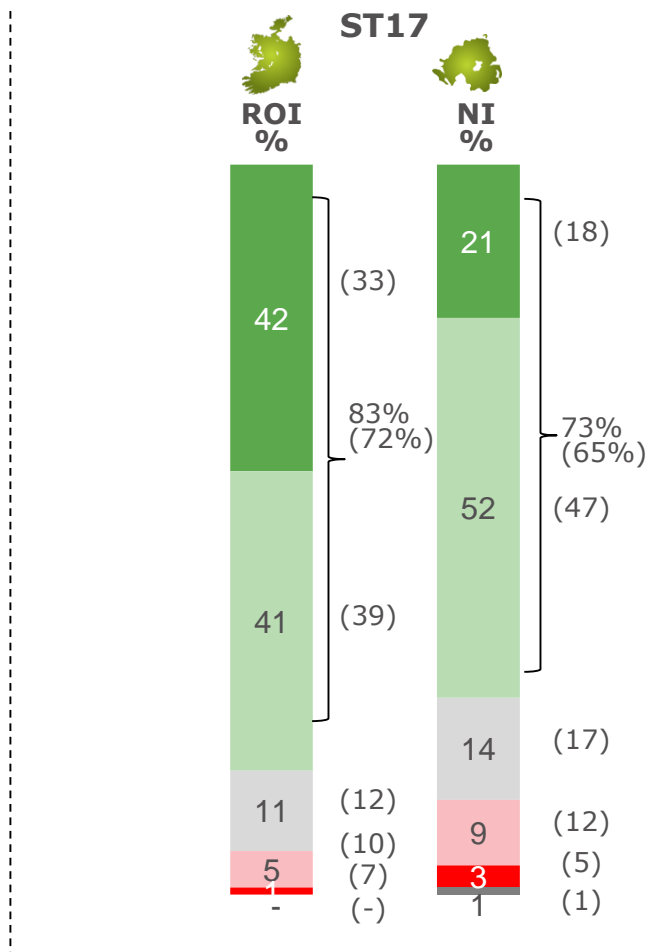
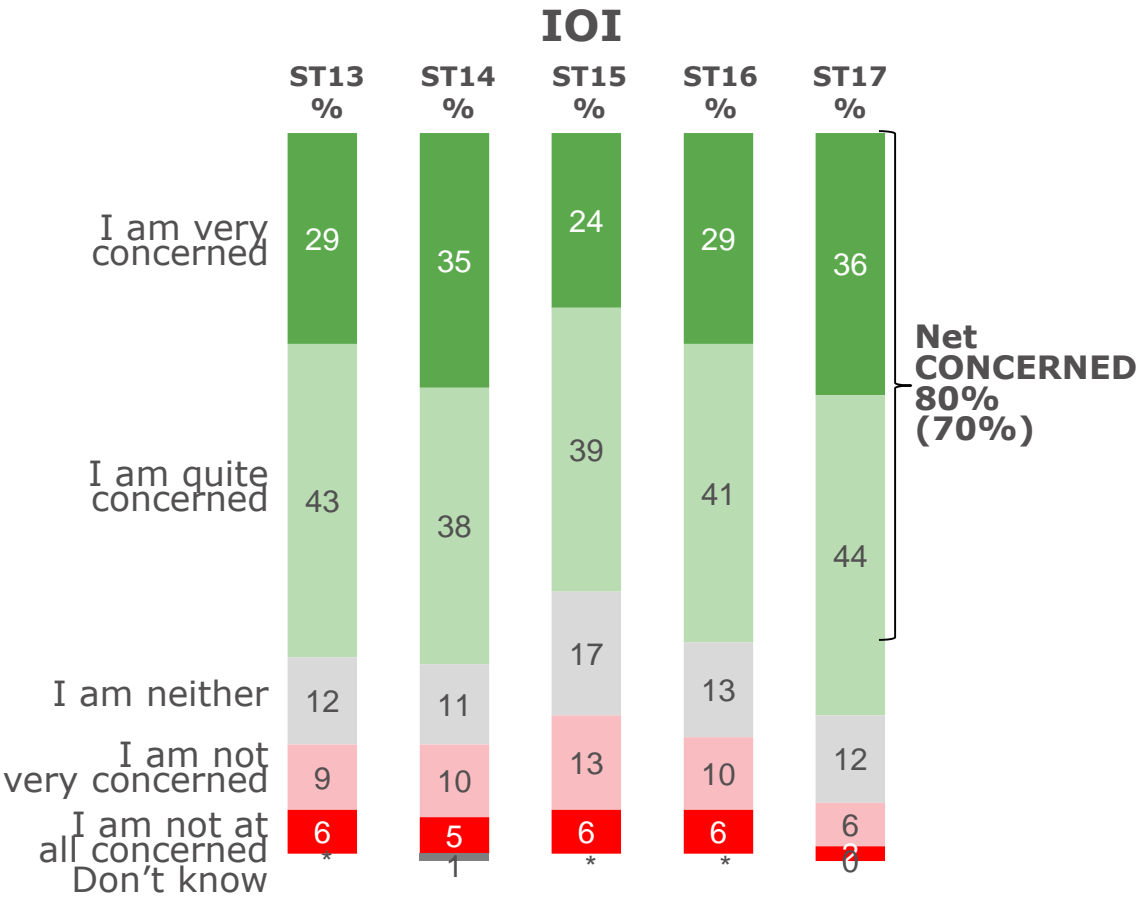
Food Safety Concerns & Food Fraud



Food Safety Concerns: Slightly worrying to see levels of concern over food safety increase this year. Consistent with last year, higher levels evident in ROI



Base: All IOI Adults 15+ (805)



↑ = Significant increase vs. ST '16
 ↓ = Significant decrease vs. ST '16
 () Bracketed figure denote ST16

Food Related Issues of Most Concern: Chicken and pork preparation specifically cause the most concern and increasingly so since last year



Base: All IOI Adults 15+ (805)

	ST13 %	ST14 %	ST15 %	ST16 %	ST17 %	ROI %	NI %
Chicken/ Pork – Preparation	15	15	10	14	25↑	23	28
Additives/ E-numbers/ Dyes*	14	14	9	12	11	11	11
Date marks – Best before date/Use by date/ Freshness	10	12	6	15	11↓	12	9
Food poisoning (Salmonella/Listeria/ E.coli)	7	12	6	10	11	10	14
Country of origin/Foreign goods/Ensure it's Irish	9	8	7	7	8	10	2
Fat content/ Fatty acids/ Saturated fat	8	7	6	5	7	8	4
Ensuring balanced/healthy diet	7	5	4	8	5	5	3
Food not cooked thoroughly/Uncooked food	7	8	4	7	5	4	8
Hygiene around food	4	4	4	3	4	4	4
Food storage	1	1	2	2	2	2	1
Genetically modified foods	-	1	1	1	2	2	2
Handling/ Cross - Contamination	2	2	2	2	1	1	1
Hygiene in your kitchen	1	1	3	1	1	1	1
Pesticide	-	-	3	-	1	2	-
Price of food	2	-	3	3	1	1	0
Red meat/ BSE/Brazilian beef	1	-	2	1	1	1	0
Salmonella/ Eggs	1	1	4	-	1	1	1
Salt content	1	2	6	2	1	1	1
Sugar content	*	*	8	1	1	1	2
Pollution	1	-	2	-	-	0	0
Don't know	5	4	4	3	3	2	5
Other	3	2	2	3	1	0	4

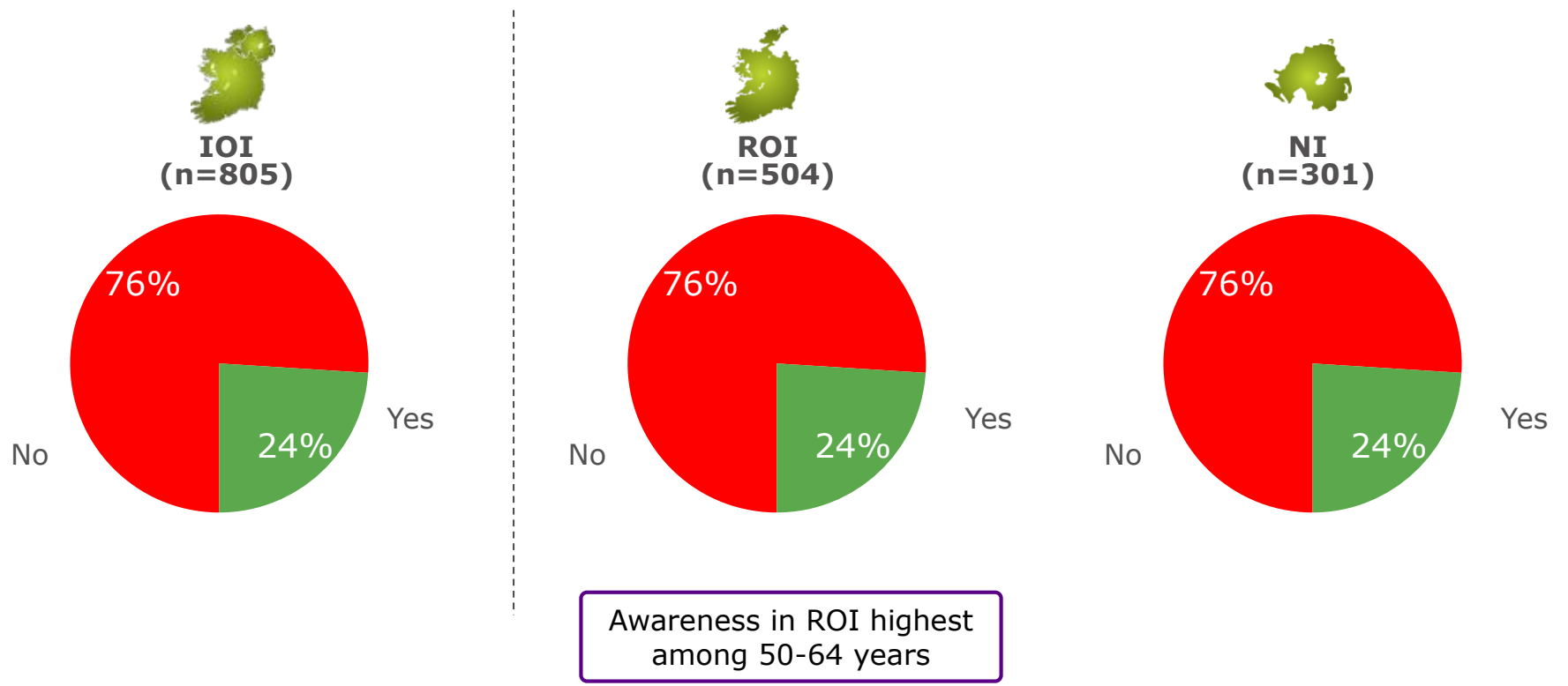
*ST10 *& ST11: Pesticides also included in code

↑ = Significant increase vs. ST '16
 ↓ = Significant decrease vs. ST '16

Awareness of term Food Fraud: Term "food fraud" is relatively well known with 3 in 4 claiming to have heard of it, consistent across regions



Base: All Adults 15+



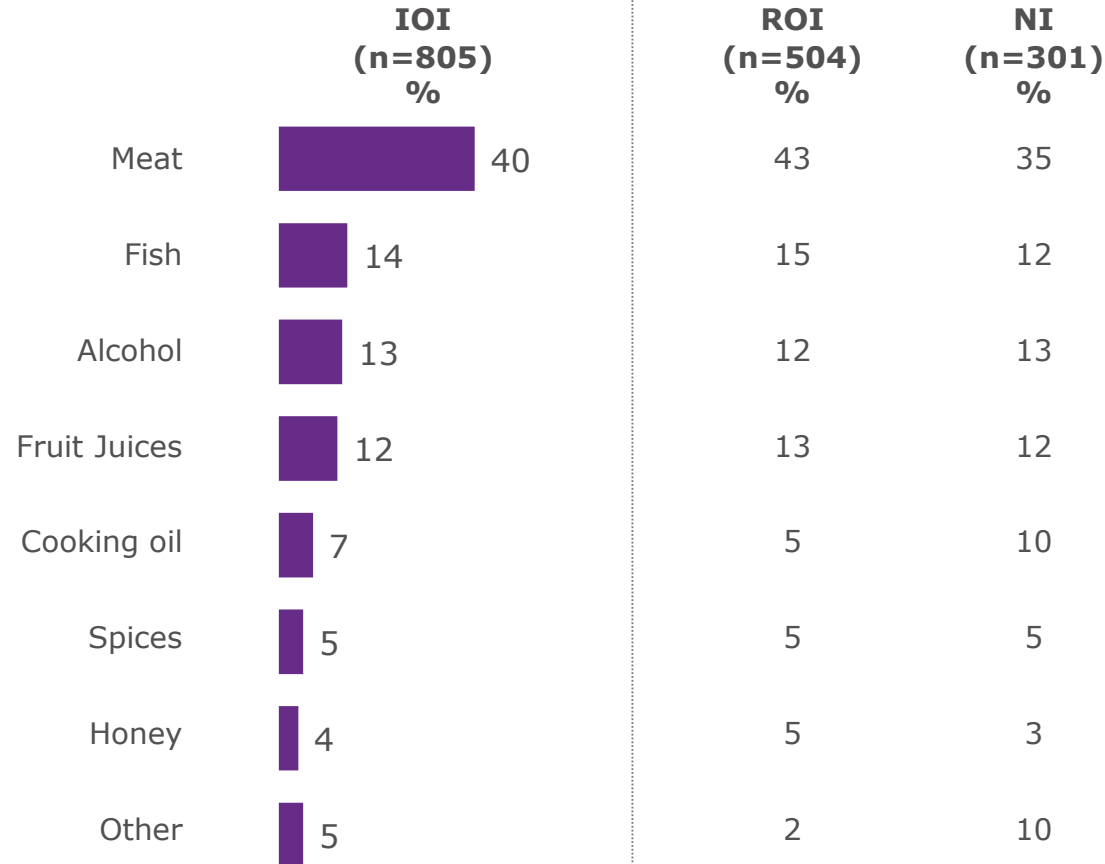
New question ST17

Types of Food Most Associated with Food Fraud

Fraud: Meat is the most associated with the term "food fraud" and more so in ROI, followed by fish to a much lesser extent



Base: All Adults 15+

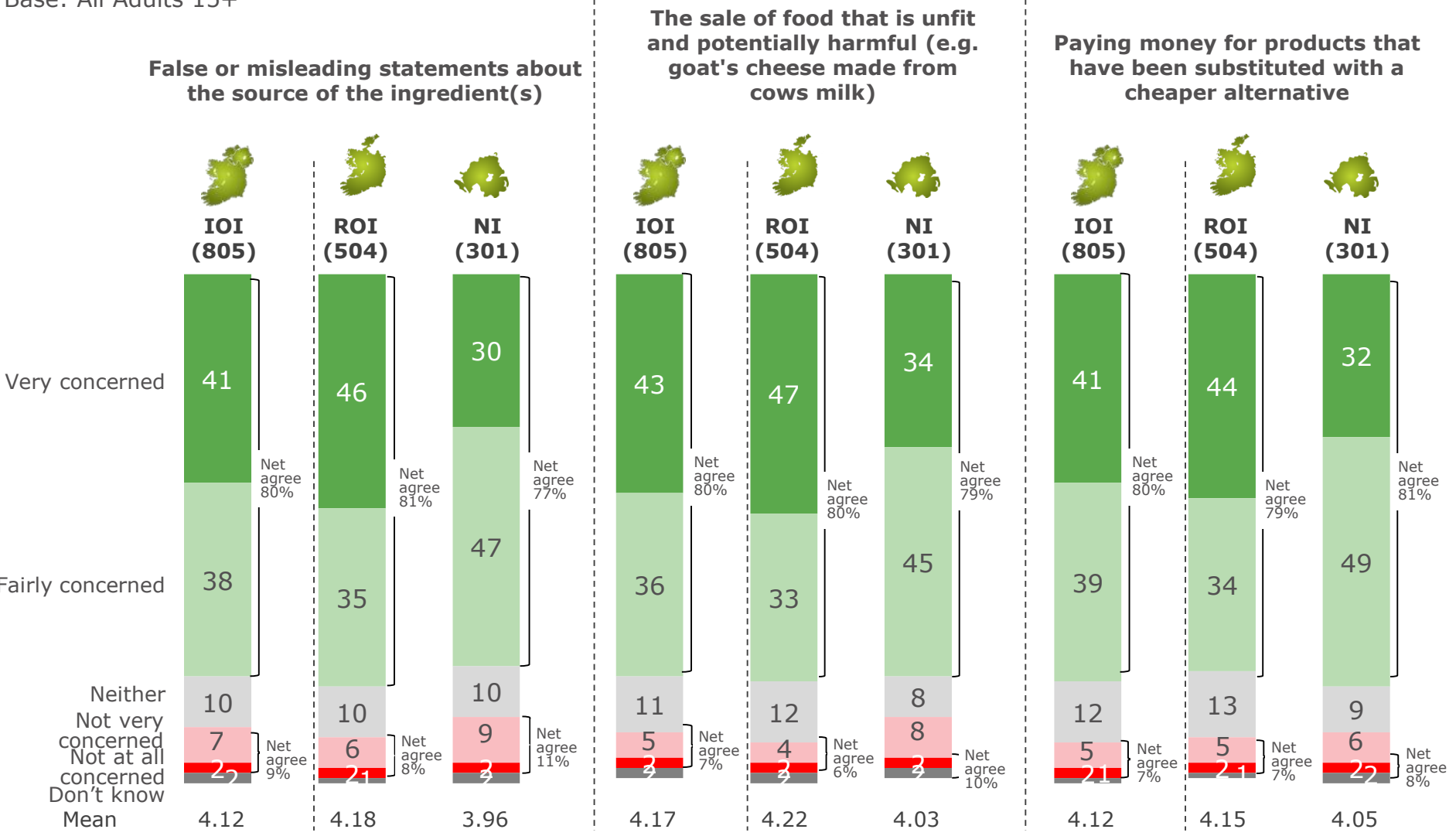


New Question ST17



Aspects of Food Fraud Concerns: High levels of concerns exist across the board on the varying specific aspects of "food fraud" such as source, safety and substitution

Base: All Adults 15+



Healthy Eating Concerns & Weight Loss



Recipes



Food, Diet and Health



Weight Loss

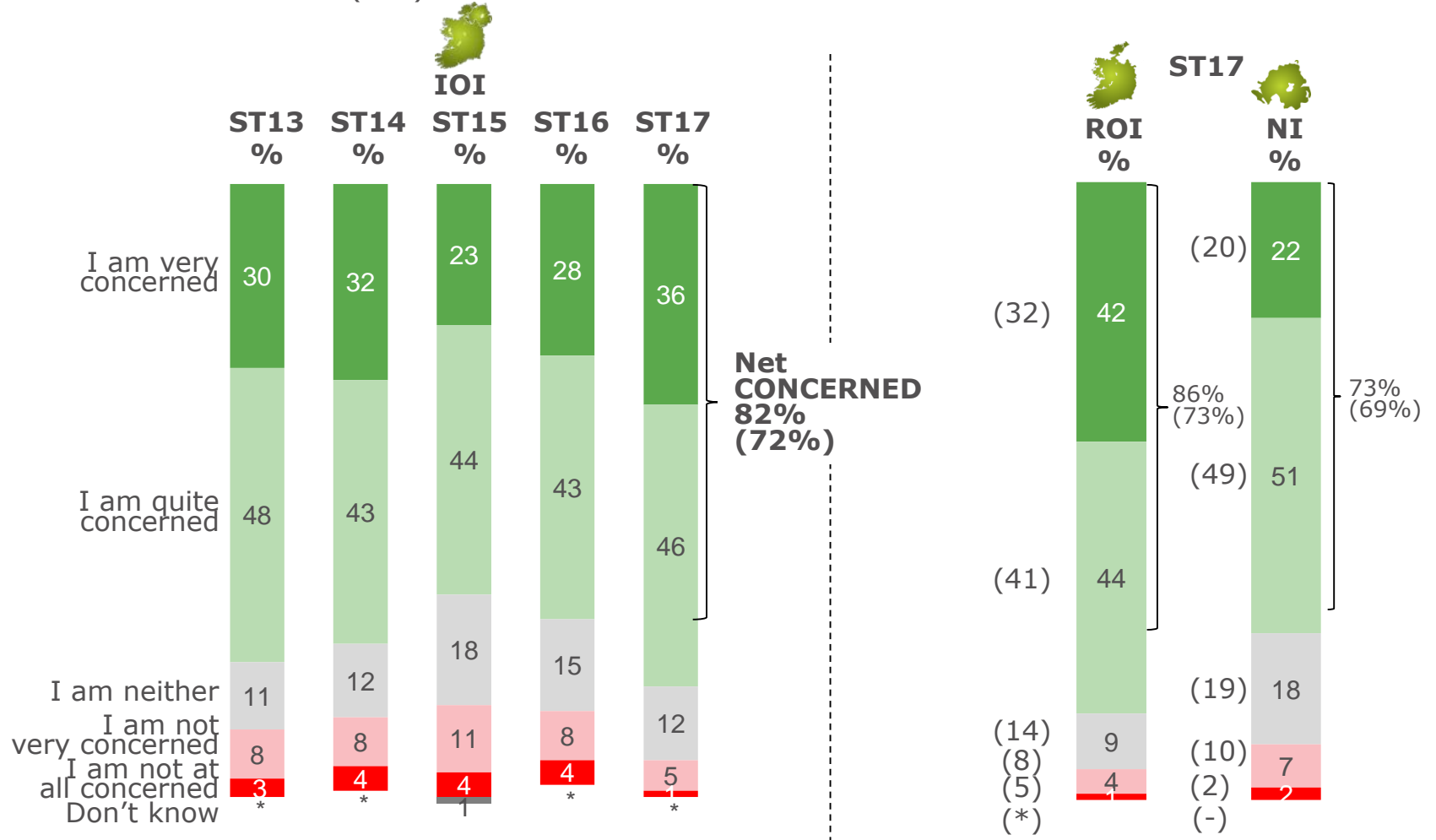


Life Stages

Healthy Eating Concerns: As we have seen in other areas, there is increased concern regarding healthy eating, more pronounced in ROI



Base: All IOI Adults 15+ (805)



Those who are concerned in ROI are more likely to be female (79%), and from Munster (79%), and ABC1 (79%). In NI most concerned are ABC1 (78%) and 35-49's (78%)

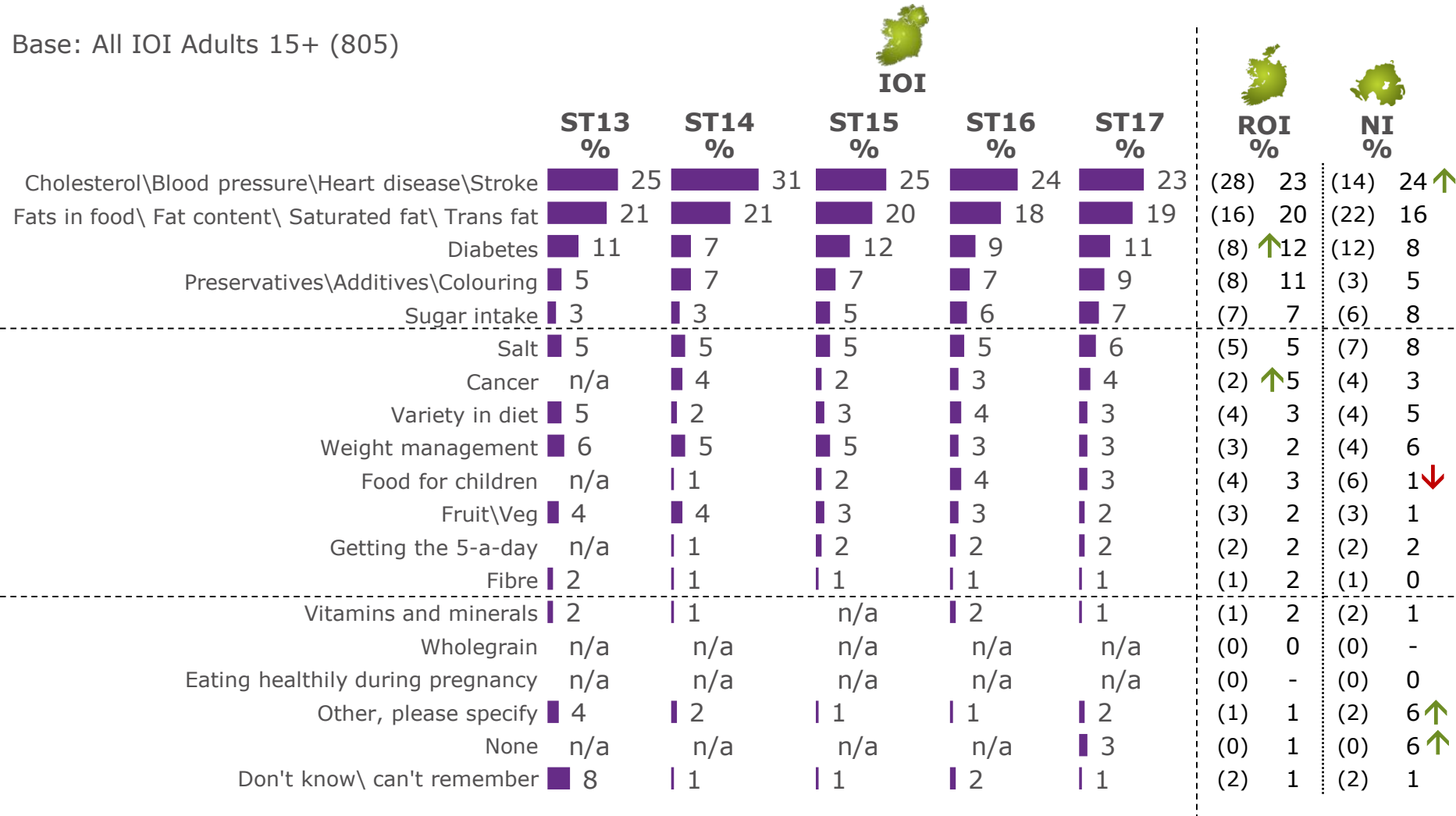
↑ = Significant increase vs. ST '16
 ↓ = Significant decrease vs. ST '16
 () Bracketed figure denote ST16



Healthy Eating – Issue of Most Concern:

The top 3 issues remain the same. No one issue has become more worrying, rather slightly elevated levels of concern across the spectrum of issues

Base: All IOI Adults 15+ (805)



() Bracketed figure denote ST16

↑ = Significant increase vs. ST '15
 ↓ = Significant decrease vs. ST '15

Losing Weight: A third currently trying to or have tried to lose weight, similar levels to last year



Base: All Adults 15+ (805)

Currently trying to lose weight



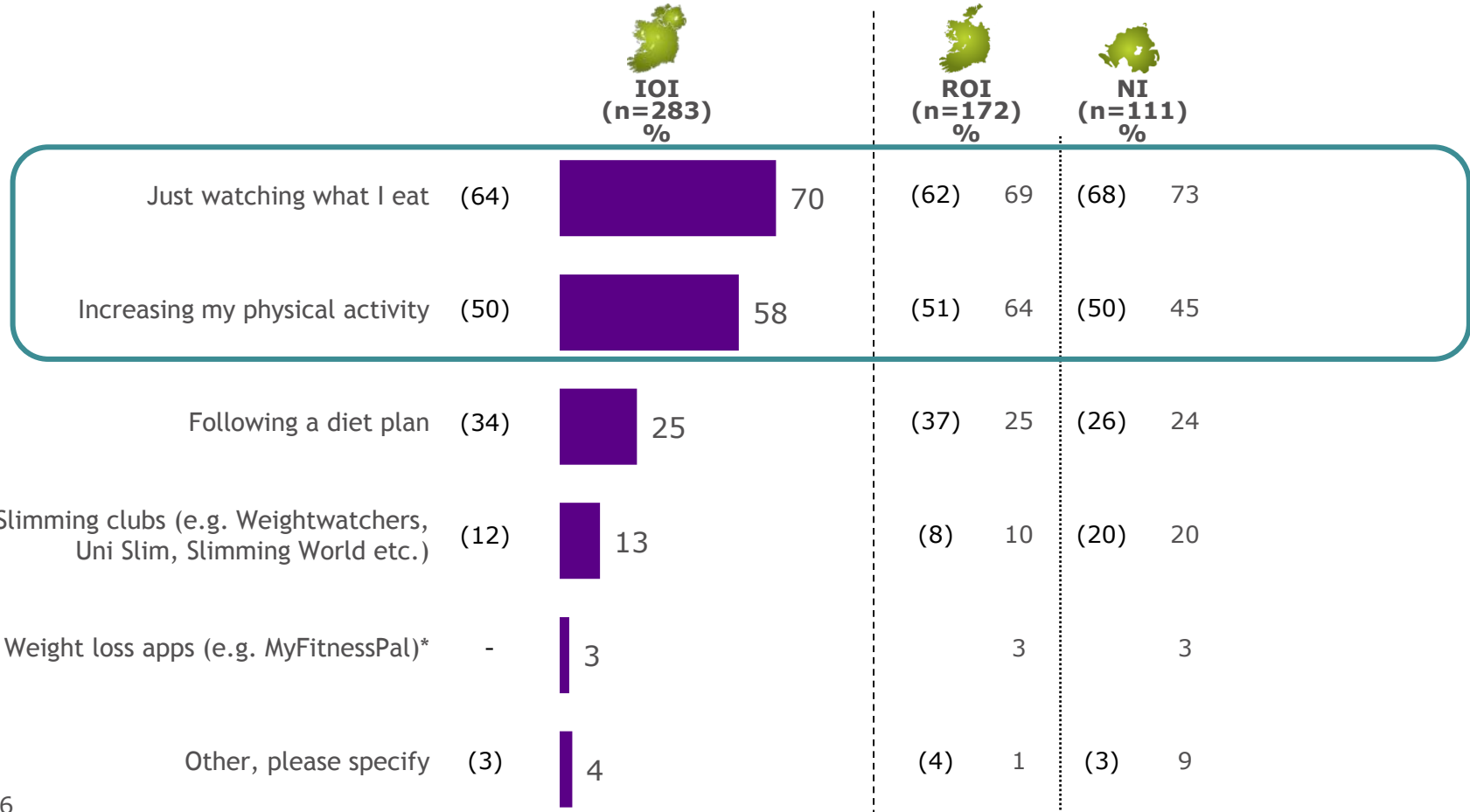
()=ST16

Losing Weight: Increase in use of practical methods to lose weight such as "watching intake" and "increasing physical activity"



Base: All currently trying to lose weight (n=283)

Methods most useful for losing weight



()=ST16
 *New statements for ST17

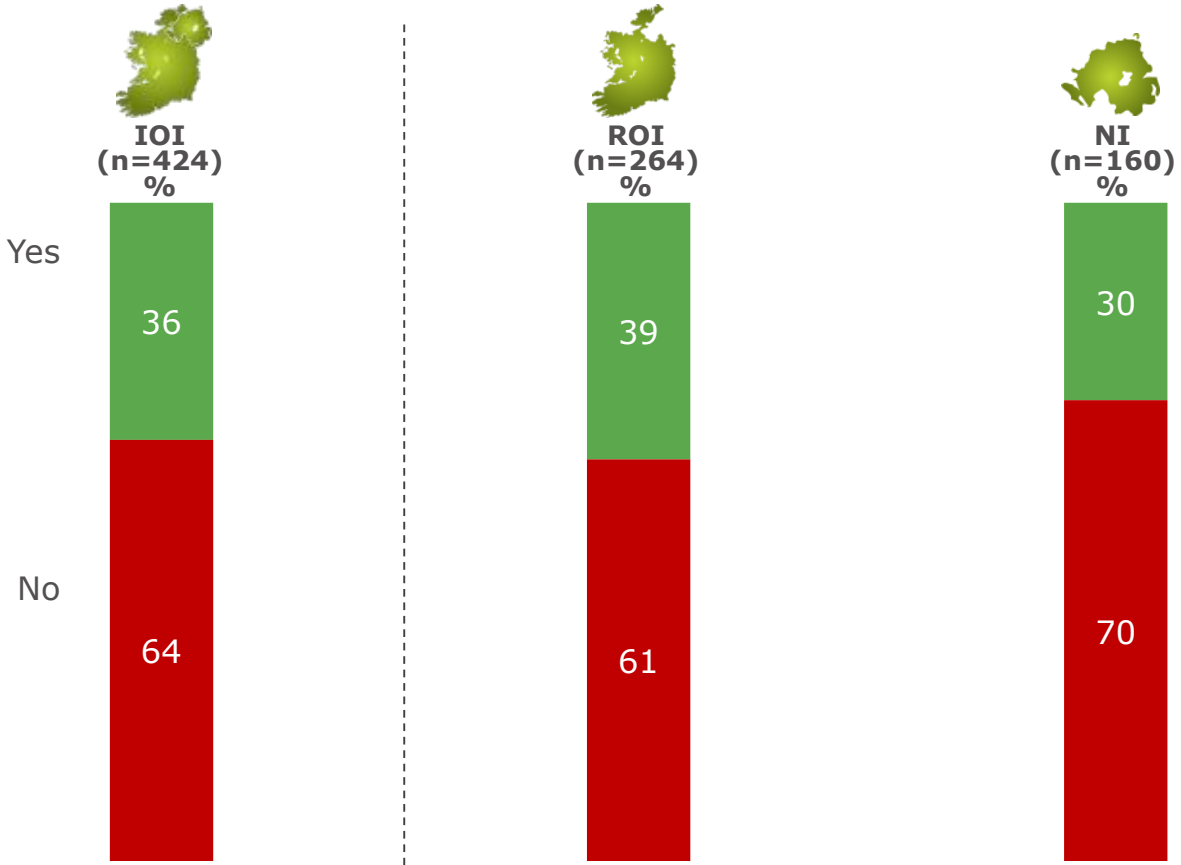
Folic Acid



Folic Acid: Almost 4 in 10 females in ROI have taken or take folic acid compared to 3 in 10 in NI



Base: All Females 15+ (n=424)



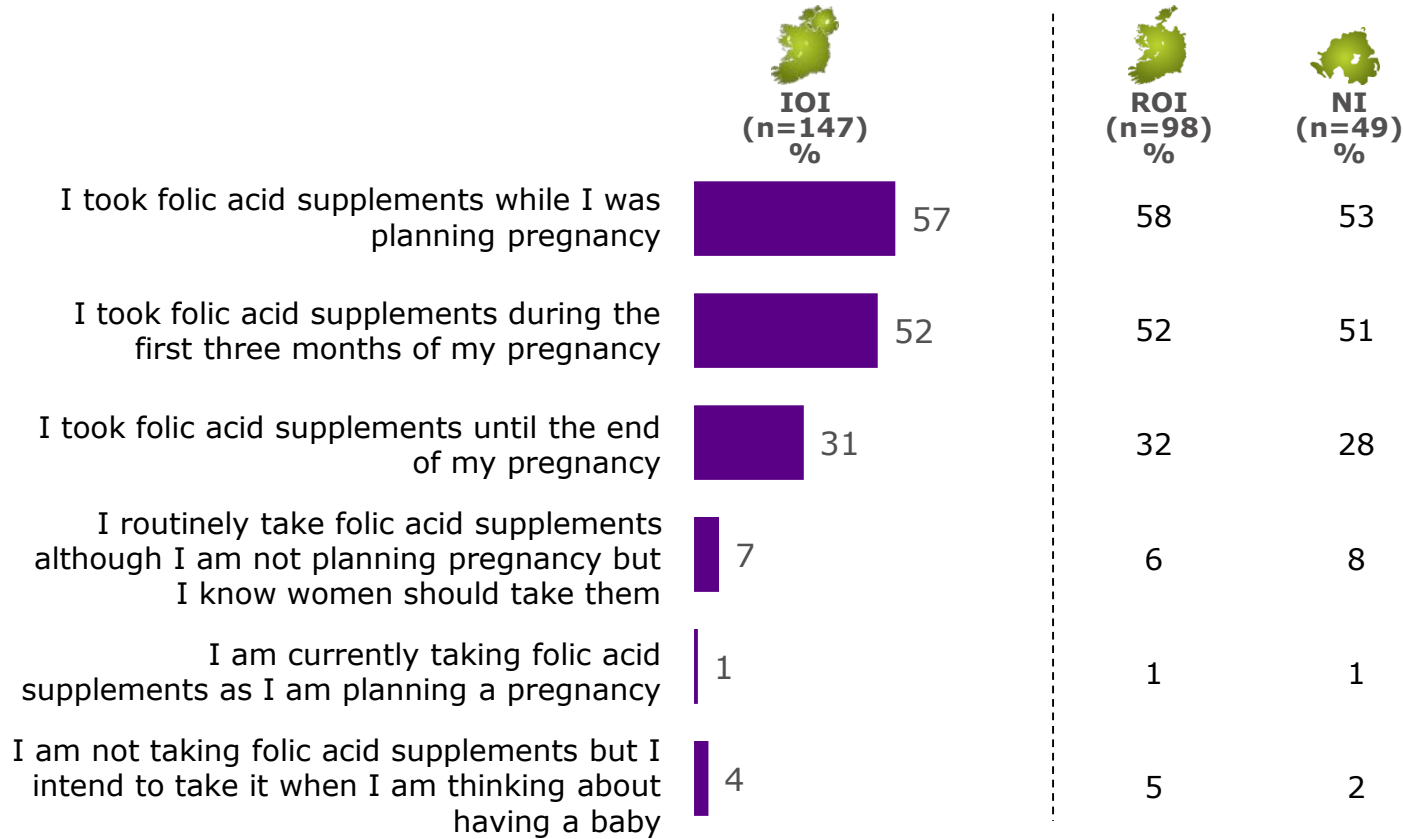
For ROI over-index on 35-49 age bracket, more likely to be married
 For NI over-index on 25-34 age bracket, more likely to be married



Folic Acid: Impetus to start taking folic acid focus around some stage of pregnancy, ranging from planning stage to early weeks and for some throughout

Base: All female Adults 15+ who have ever taken folic acid(n=297)

When did you start taking folic acid?

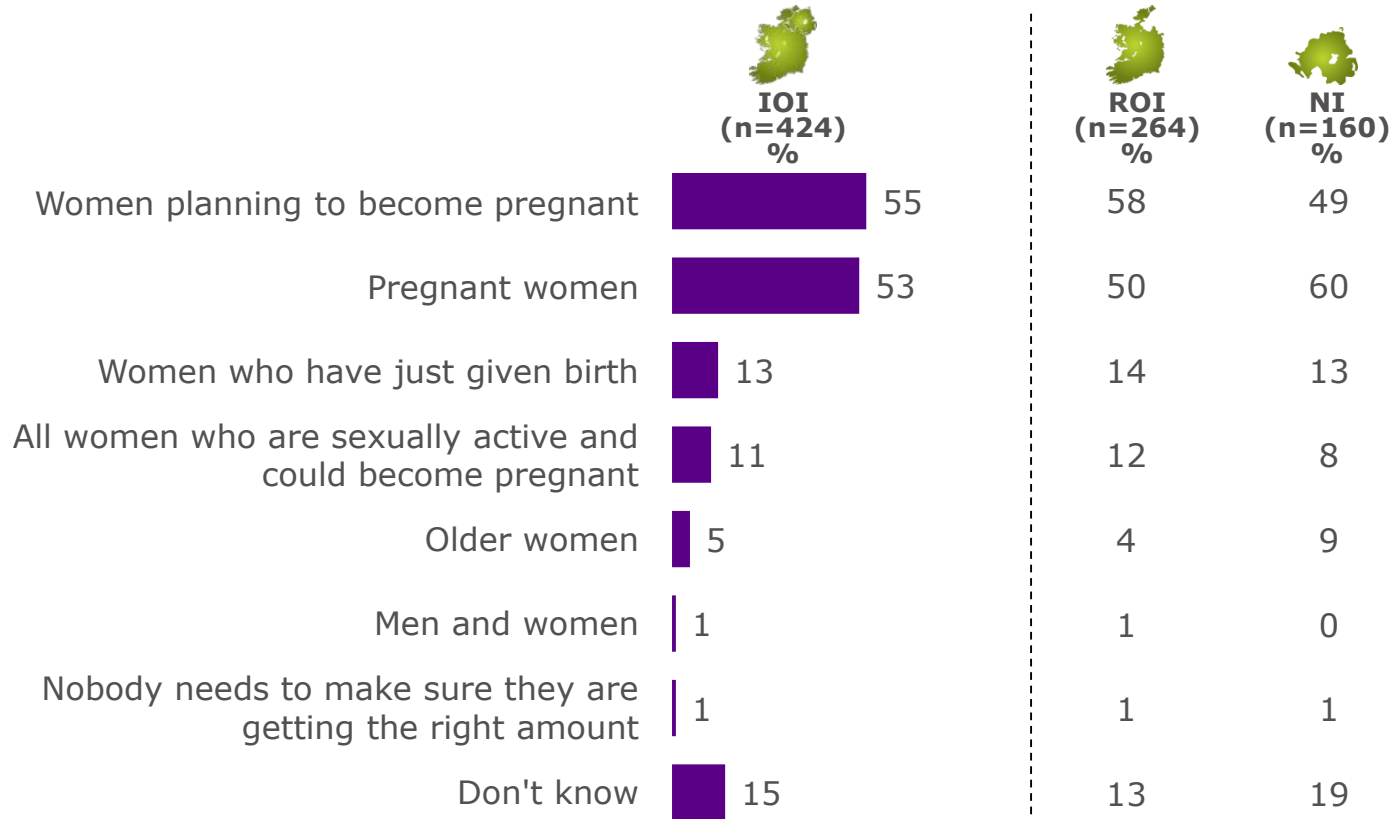




Folic Acid: Strong levels of awareness among females as to the importance of taking folic acid in the run up to and when pregnant

Base: All female Adults 15+ (n=424)

Particular types of people who need to make sure they are getting extra amounts of folic acid



Specific Targets for Folic Acid

Base: All Female Adults 15+

ROI (n = 264)		Age				Social Class	
	TOTAL (264) %	15-24 (30) %	25-34 (51) %	35-49 (95) %	50+ (88) %	ABC1 (117) %	C2DE (147) %
Women planning to become pregnant	58	44	71	62	52	59	57
Women who have just given birth	14	23	10	16	8	15	13
Pregnant women	50	31	50	50	55	56	45
Older women	4	3	1	3	6	5	3
All women who are sexually active and could become pregnant	12	14	13	11	12	13	12
Men and women	1	-	-	1	2	1	0
Nobody needs to make sure they are getting the right amount	1	-	-	3	2	-	2
Don't know	13	37	9	9	13	9	16

*Caution: Small base size

Specific Targets for Folic Acid

Base: All Female Adults 15+

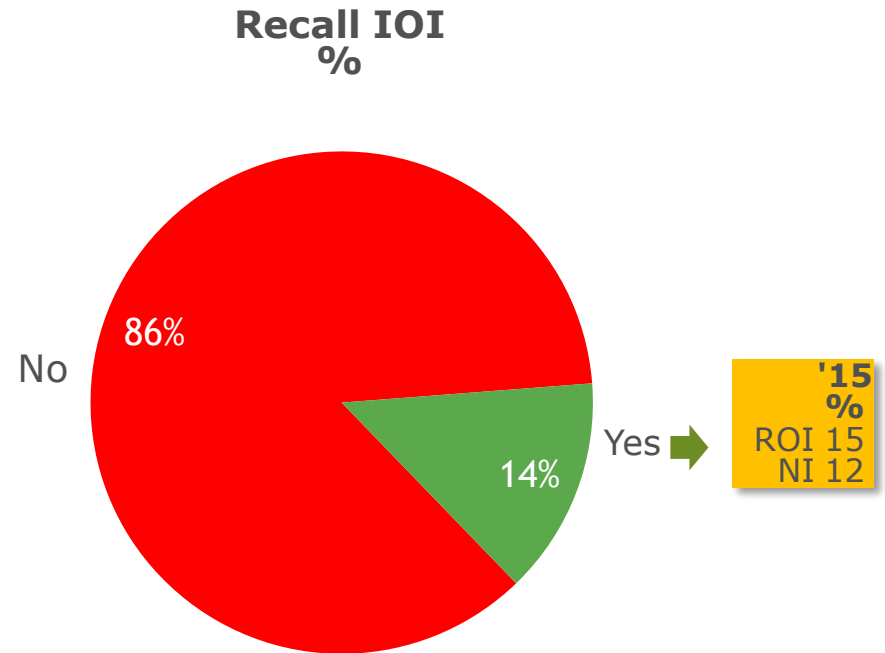
NI (n = 160)		Age				Social Class	
	TOTAL (160) %	15-24 (27) %	25-34 (24) %	35-49 (53) %	50+ (56) %	ABC1 (49) %	C2DE (111) %
Women planning to become pregnant	49	25	59	58	47	54	46
Women who have just given birth	13	3	19	15	12	16	10
Pregnant women	59	31	71	69	57	71	52
Older women	9	4	5	9	13	10	8
All women who are sexually active and could become pregnant	8	-	7	9	11	8	7
Men and women	0	-	3	-	0	-	1
Nobody needs to make sure they are getting the right amount	1	-	-	2	2	-	2
Don't know	20	49	4	8	24	15	22

*Caution: Small base size

Ad Recognition:

Recall of the "Grandad" ad is slightly above what we would expect for a digital ad, recall is higher in ROI

Base: All Females (n=424)



Shift Work/Food Facilities within Workplace

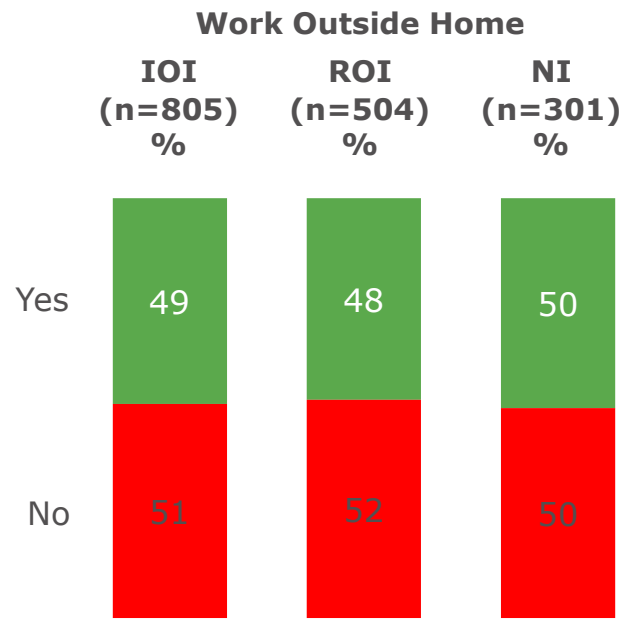




Healthy Diet at Work:

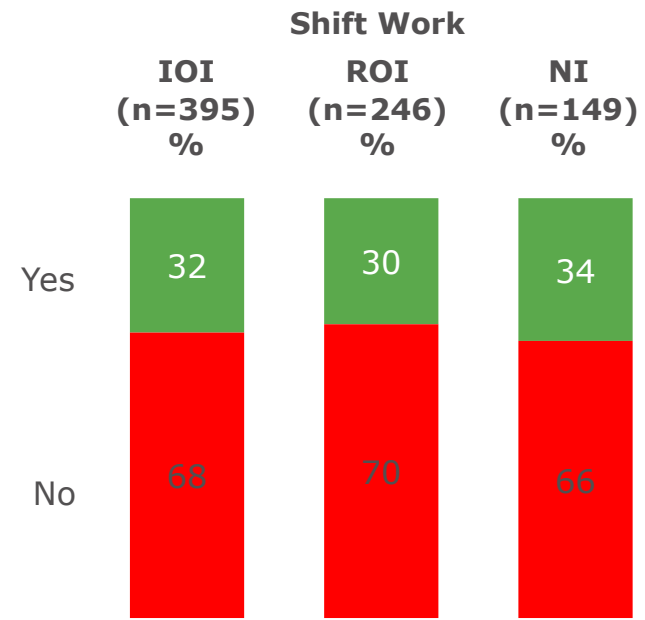
One in two claim to work outside the home, consistent across both ROI and NI. Of those, one in three work shift hours, slightly higher incidence in NI

Base: All Adults 15+ (n=805)



ROI over-index on males, 25-34, more likely to be married, ABC1 and living in Dublin or Conn/Ulster

Base: All Adults working outside home



NI over-index on males, 25-34, more likely to be married, ABC1 and living outside of Belfast

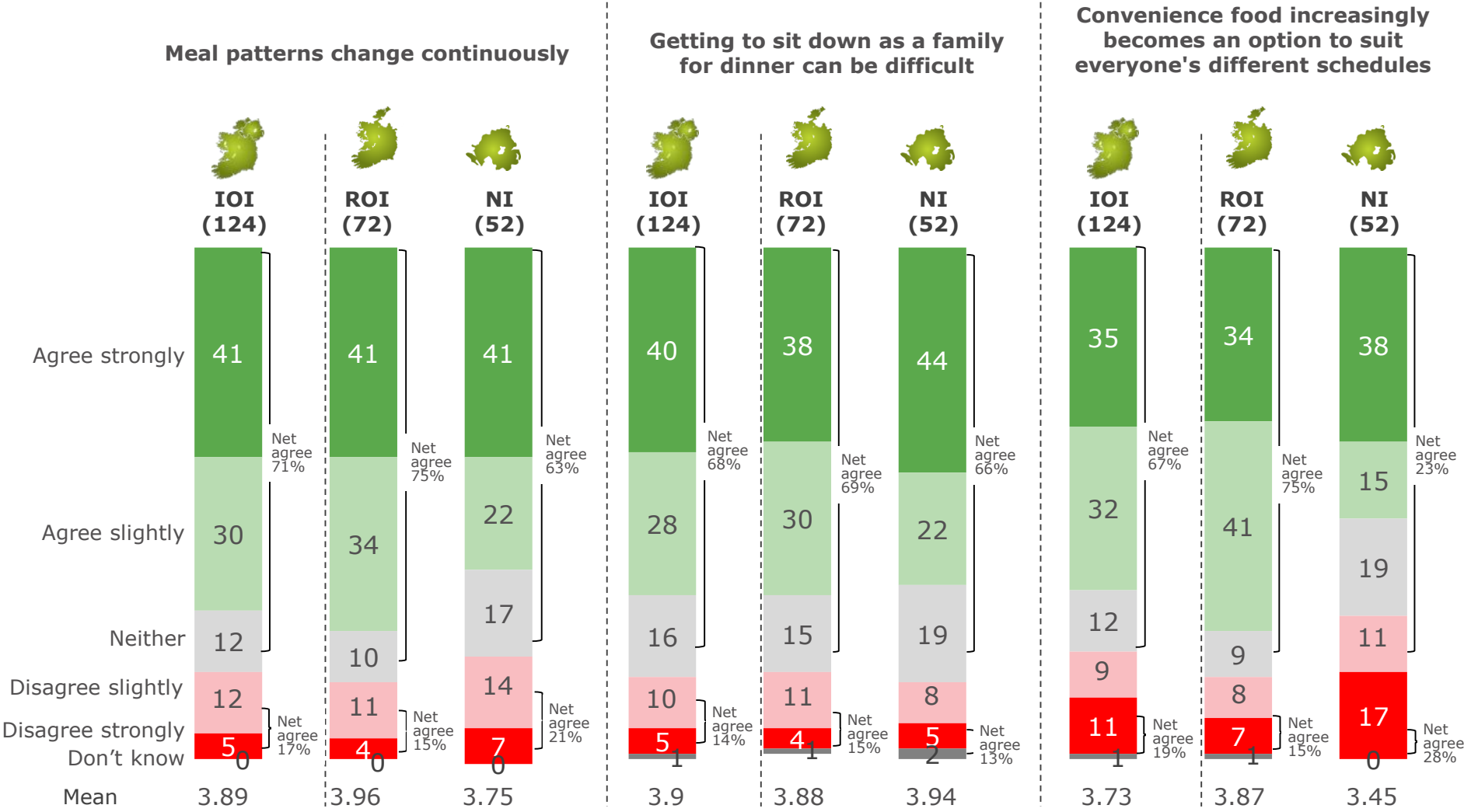
*Caution: Small base size



Shift Work Impacting Family Eating Habits:

Strong levels of agreement that working shift hours does have a negative impact on family eating habits

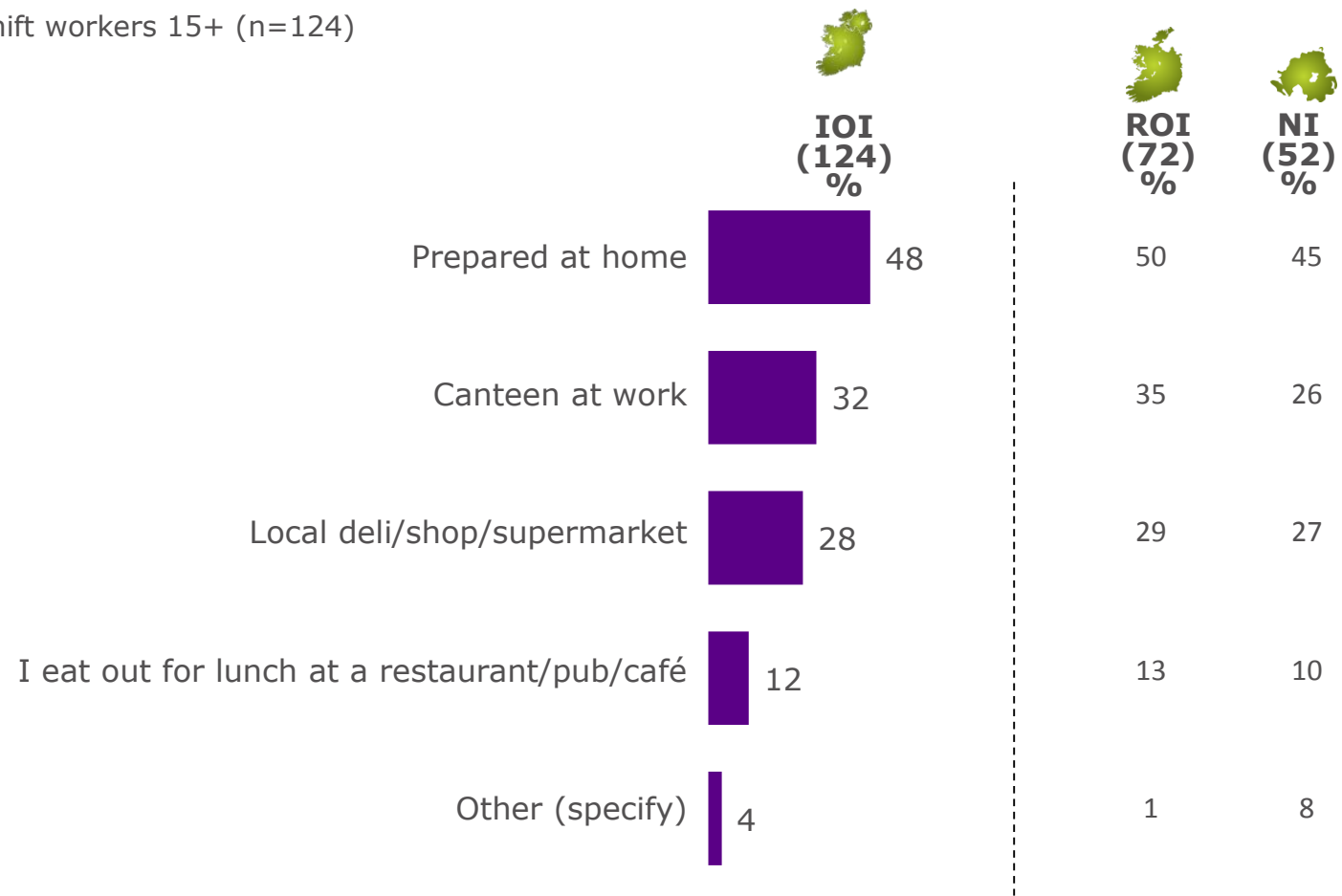
Base: All shift workers 15+ (n=124)



Food Source for Eating at Work: 1 in 2 claim to bring in food prepared at home, while 1 in 3 use the work canteen



Base: All shift workers 15+ (n=124)



For ROI, shift workers are most likely to bring prepared at home lunches males 44% and females 58% followed by canteen at work males 38% and females 30%.

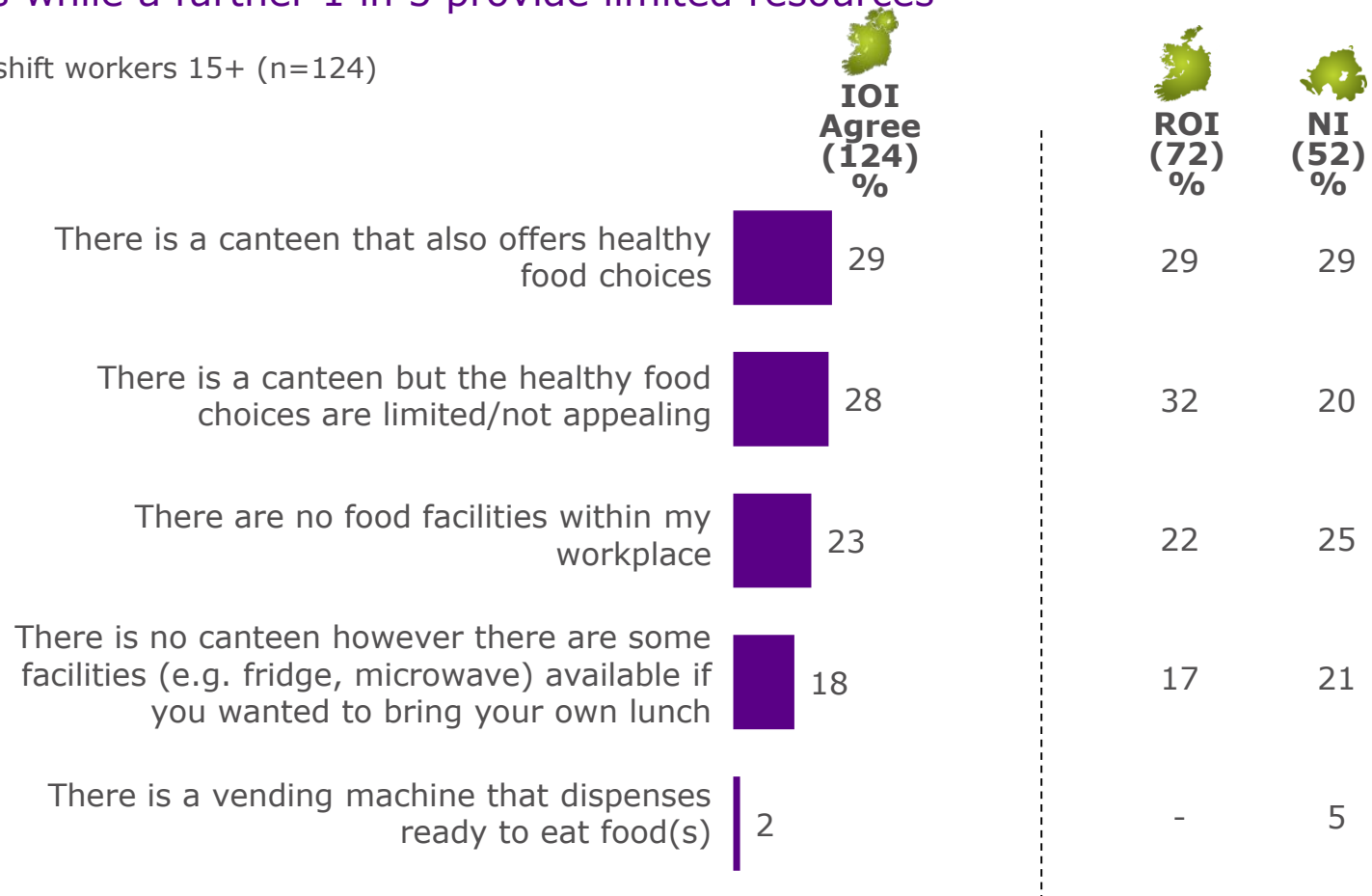
For NI shift workers are most likely to bring prepared at home lunches males 44% and females 46%, followed by Local deli/shop/supermarket for males 34% and canteen at work for females 23%.



Food Facilities:

Mixed feelings about the extent of availability and calibre of healthy options in work canteen. 1 in 4 workplaces provide no food facilities while a further 1 in 5 provide limited resources

Base: All shift workers 15+ (n=124)



For ROI male shift workers claim that 'There is a canteen that also offers healthy food choices' (33%) whereas females claim 'There is a canteen but the healthy food choices are limited/not appealing' (45%).

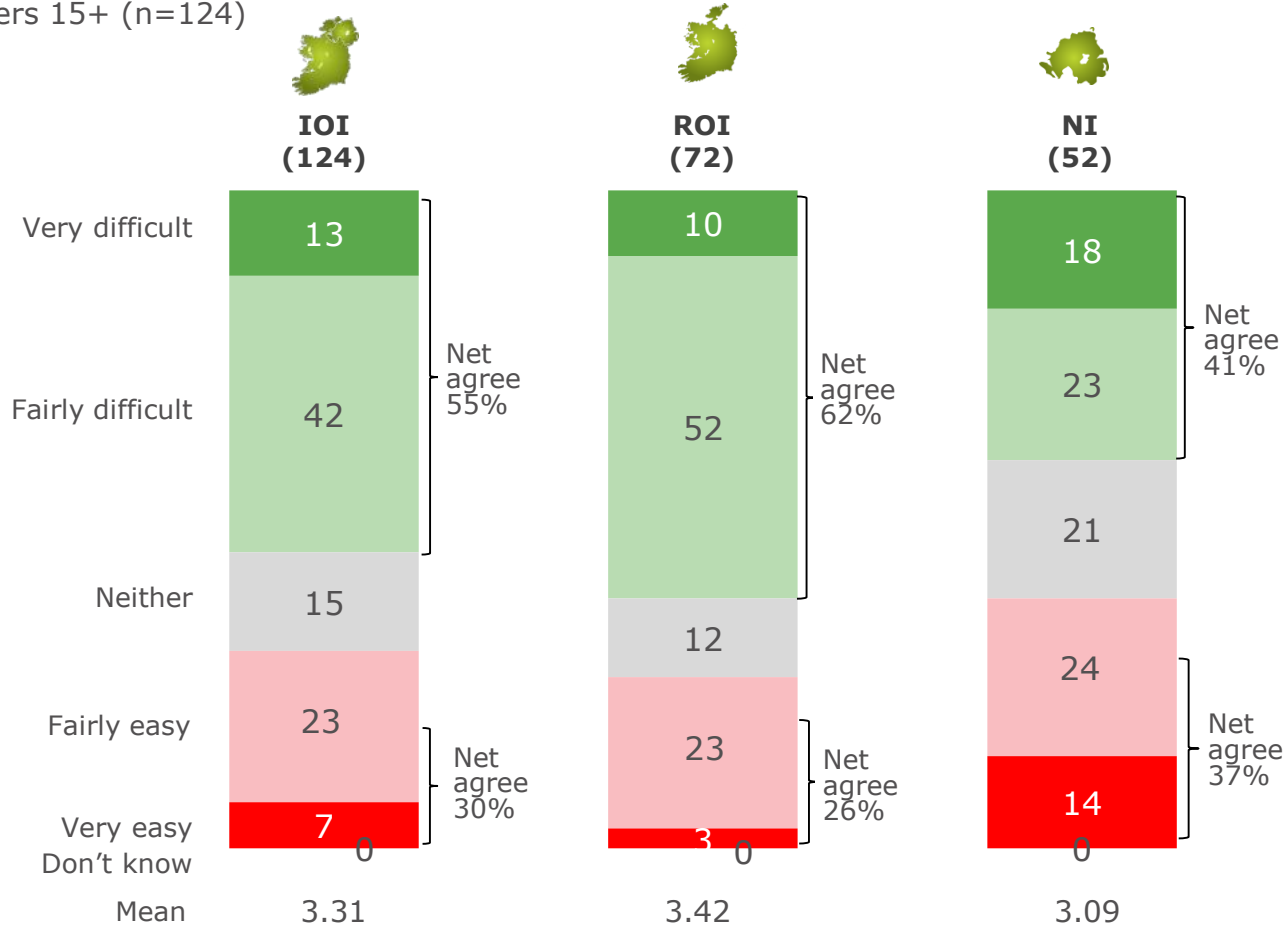
For NI shift workers the above is the same; male shift workers claim that 'There is a canteen that also offers healthy food choices' (34%) whereas females claim 'There is a canteen but the healthy food choices are limited/not appealing' (39%).



Eat a Healthy Diet at Work:

Those working shift hours in the ROI find it harder to have a healthy diet at work compared to those in NI

Base: All shift workers 15+ (n=124)



*Caution: Small base size

Food Skills



Household Cooking Responsibility:

2 in 3 claim to be involved in cooking within the household, consistent across both regions



Base: All Adults 15+

Responsible

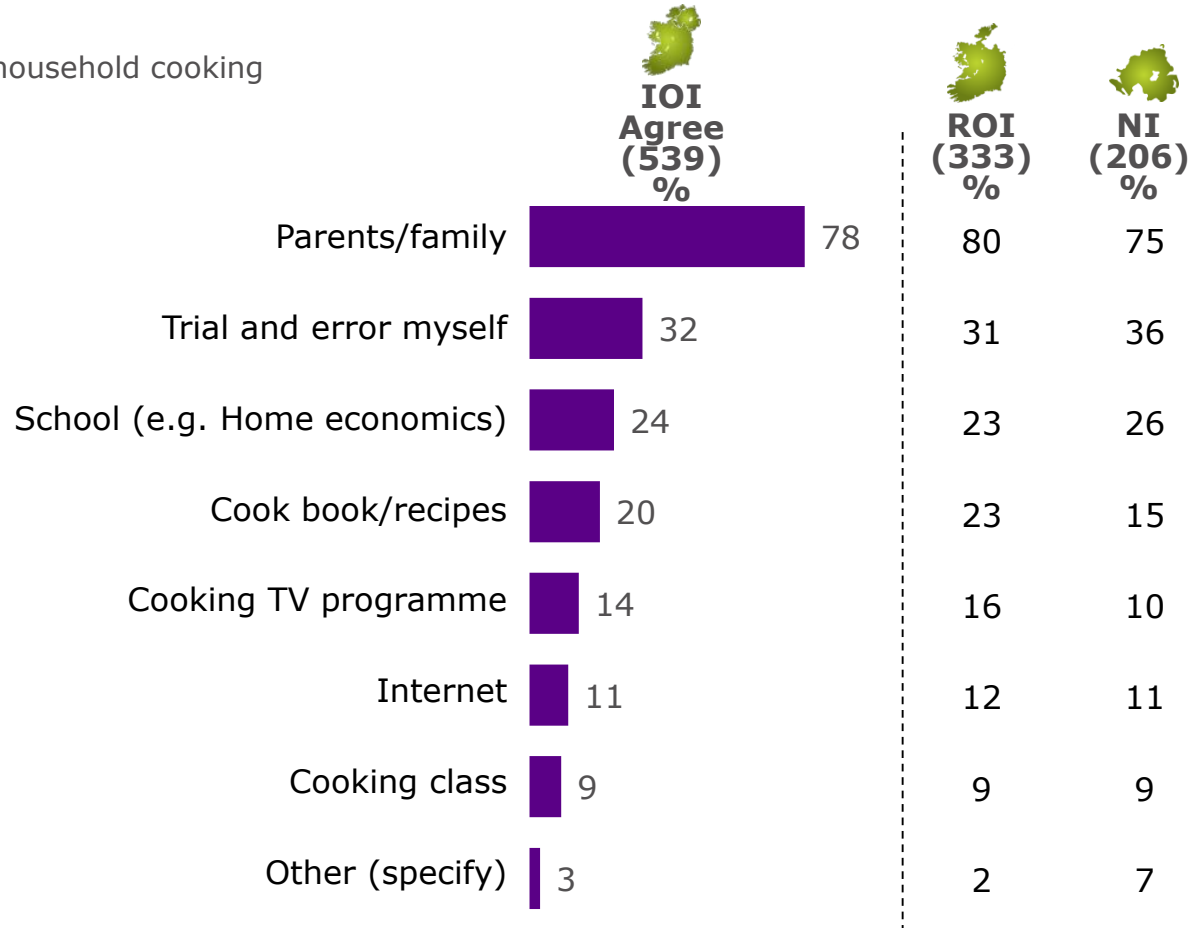




Where learn to cook:

Parents and family have a huge impact on learnt cookery skills, followed by practical learning on the job and a school influence

Base: All responsible for household cooking



In ROI both genders claim to have learned from parents/family, following this females claim to have learned in school (31%) whereas males claim to have learnt by trial and error themselves (42%).

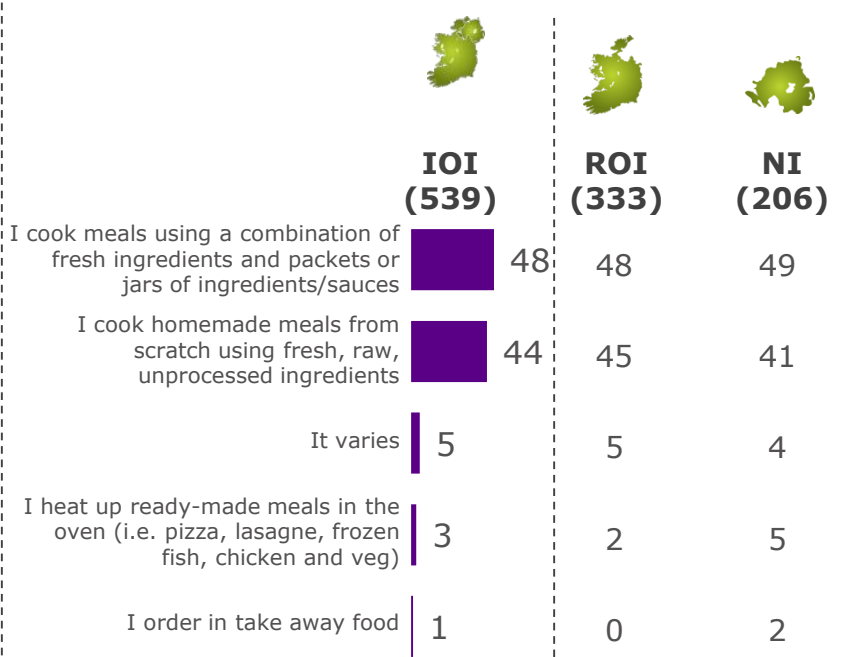
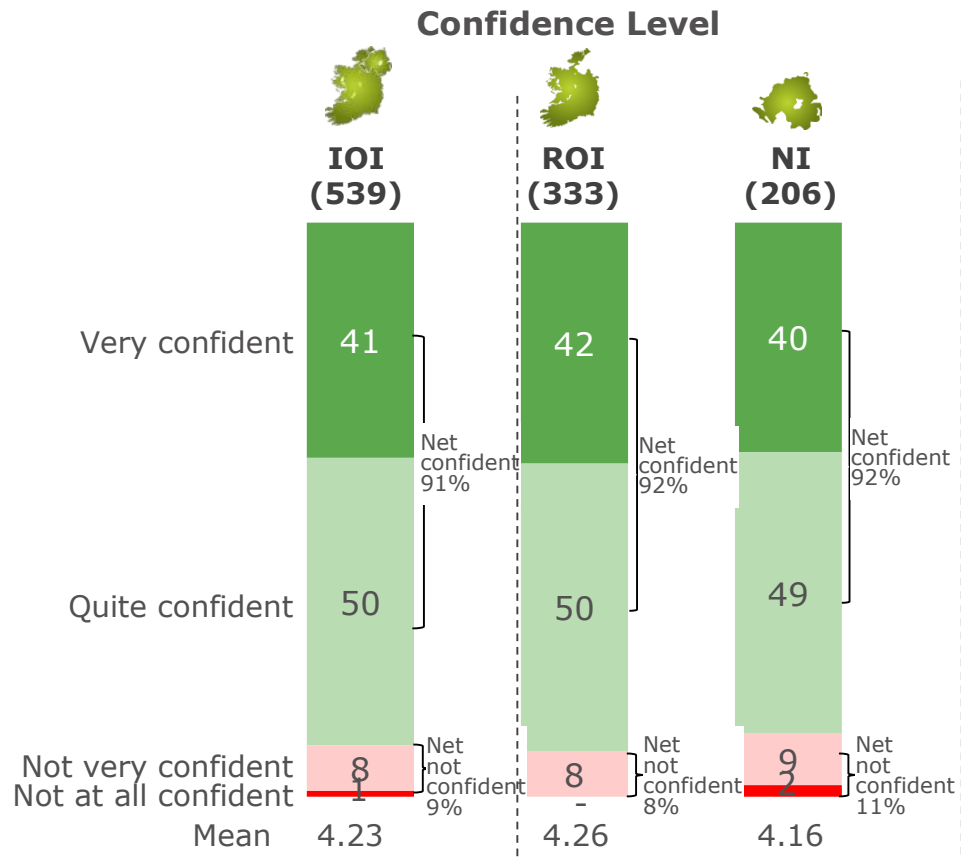
The same rings true for NI following friends and family, females (32%) claim to have learnt in school whereas males claim to have learnt by trial and error themselves (42%).



Cooking Skills and Cooking Tastes:

Very positive to note strong levels of confidence in terms of cooking from scratch. On a practical level, 4 in 10 claim to do this most of the time while just under 1 in 2 claim to use a combination of fresh and processed ingredients

Base: All responsible for household cooking



In ROI females are more likely to 'cook homemade meals from scratch using fresh, raw, unprocessed ingredients' within the 35+ age bracket whereas males are more likely to 'cook meals using a combination of fresh ingredients and packets or jars of ingredients/sauces' within the under 35 age bracket.

In NI both genders claim to 'cook meals using a combination of fresh ingredients and packets or jars of ingredients/sauces' and are more likely to be under 35

Cost of a Healthy Food Basket



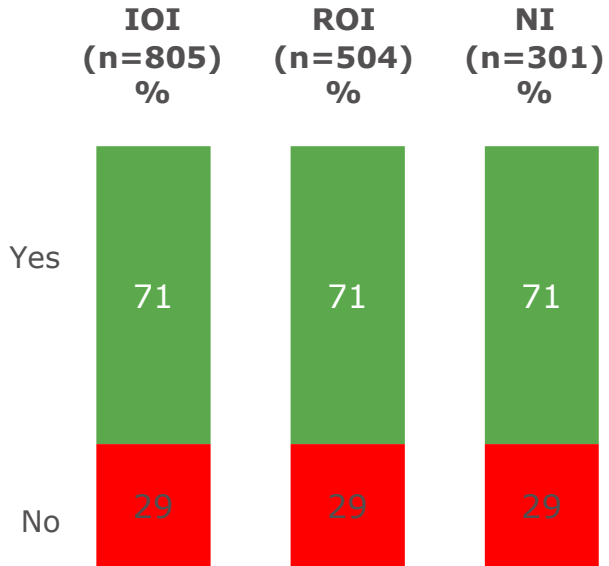
Involvement in Grocery Shopping and Shopping Habits: 7 in 10 of all grocery shoppers claim to do a "weekly grocery shop"



Base: All grocery shoppers

Base: All Adults 15+

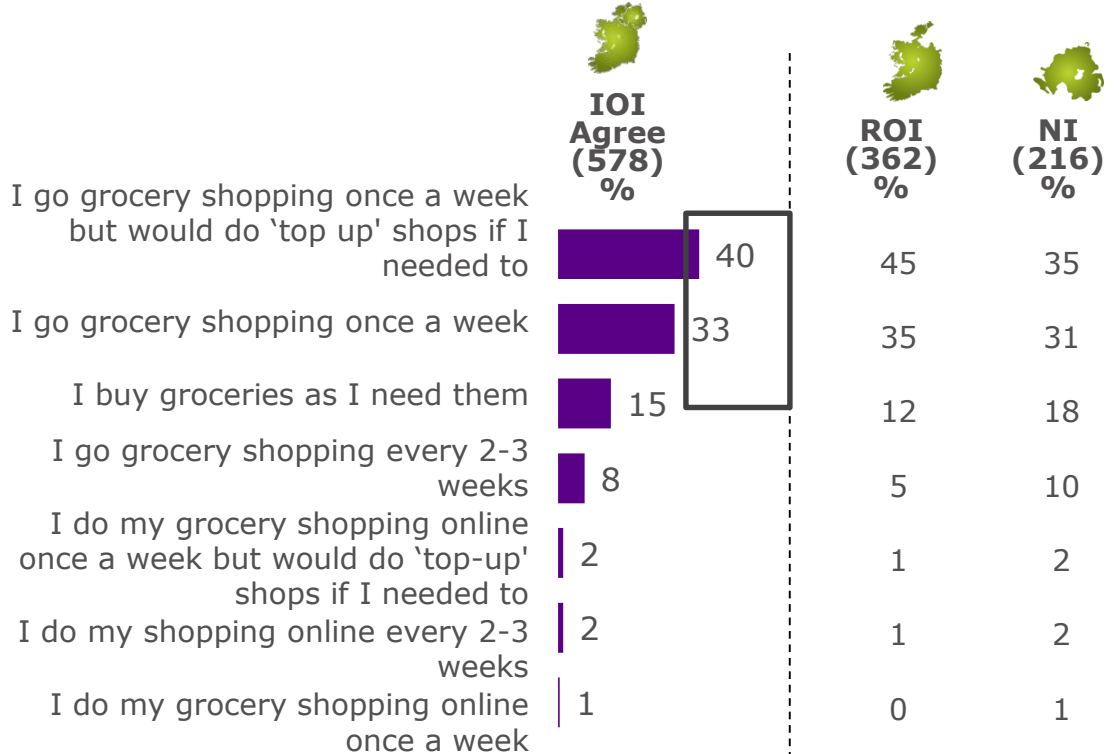
Involvement



In ROI females (92%) are involved, more likely to be 35-49 (81%)

In NI females (86%) are involved, 35+ (76%)

Shopping Tasks



*Caution: Small base size



Influence of Tight Budgets on Grocery Shopping:

Combination of various methods are used to manage grocery shopping under tight budgets, most popular is sticking to the list

Base: All grocery shoppers



Tight Budgets



Base: All Grocery Shoppers

ROI (n = 362)		Age						Social Class	
	TOTAL (362) %	15-24 (38) %	25-34 (71) %	35-49 (126) %	50-64 (80) %	65-74 (47) %	U35 (109) %	ABC1 (162) %	C2DE (200) %
Make a shopping list and stick to it	56	46	51	59	55	72	49	59	55
Avoid promotions	10	4	11	14	8	7	9	12	8
Avoid shopping with children or when hungry	18	7	22	30	11	4	17	23	15
Buy cheaper cuts of meat	18	13	22	17	19	13	19	18	18
Buy more processed foods as they have a longer shelf life	7	12	9	5	6	4	10	6	7
Buy own label products as opposed to branded products	27	22	28	31	30	13	26	28	26
Buy fruit and veg that is on sale/in season	28	24	29	32	24	24	27	33	24
Buy less food	6	8	-	7	9	8	3	8	5
Rely on offers	26	24	23	25	33	23	24	21	29
Stop buying organic foods	3	-	1	5	5	1	1	6	1
I am not involved in grocery shopping at all	0	3	-	-	-	-	1	1	-
Other (specify)	2	5	1	1	3	-	3	2	2

*Caution: Small base size

Tight Budgets



Base: All Grocery Shoppers

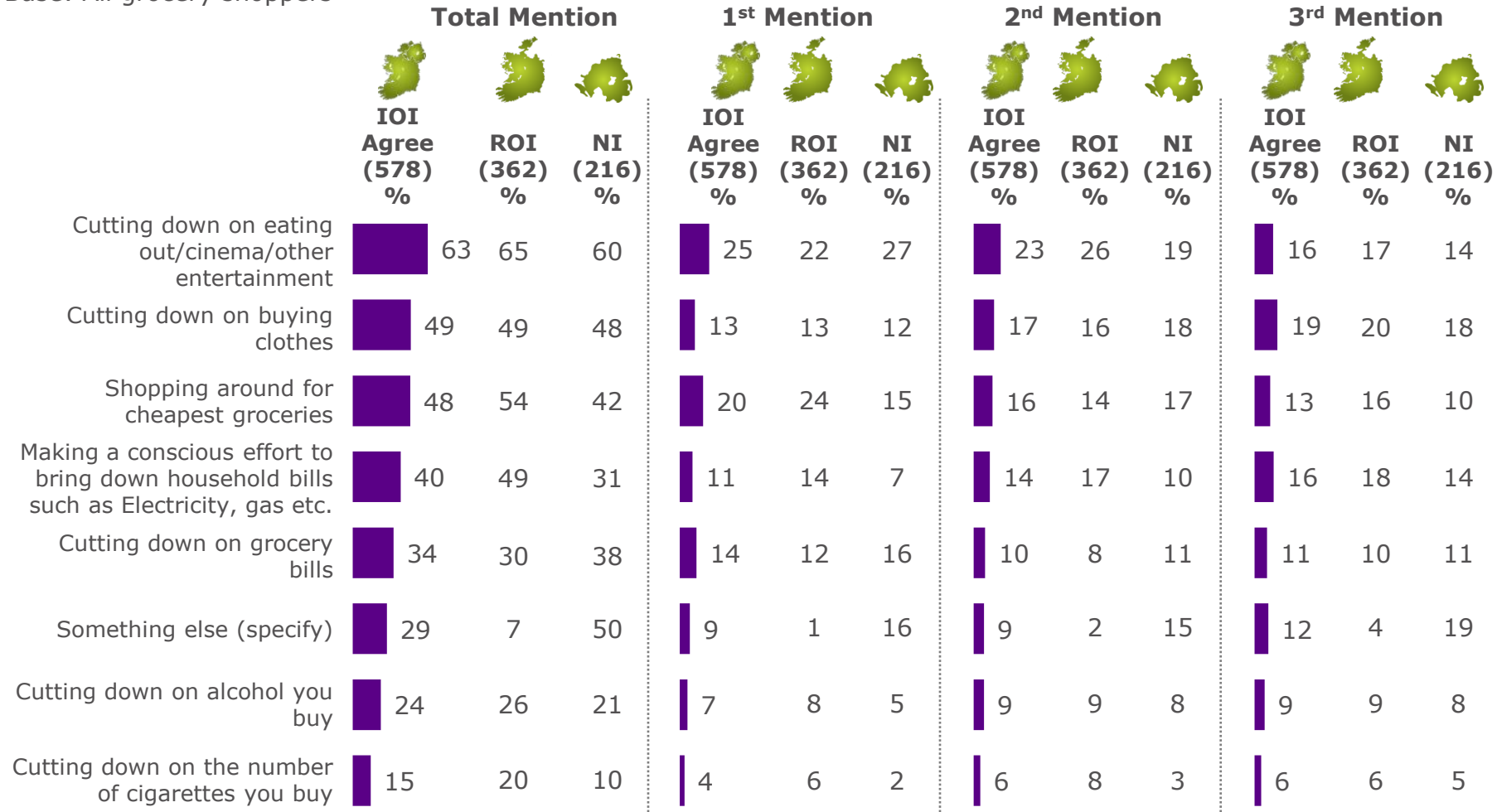
ROI (n = 362)		Age						Social Class	
	TOTAL (216) %	15-24 (26) %	25-34 (41) %	35-49 (72) %	50-64 (44) %	65-74 (33) %	U35 (67) %	ABC1 (78) %	C2DE (138) %
Make a shopping list and stick to it	57	54	66	52	58	57	61	57	57
Avoid promotions	9	5	11	8	13	5	8	9	9
Avoid shopping with children or when hungry	12	15	27	8	12	-	22	16	9
Buy cheaper cuts of meat	18	25	15	17	19	14	19	15	20
Buy more processed foods as they have a longer shelf life	7	6	5	6	11	8	5	6	8
Buy own label products as opposed to branded products	28	22	36	28	25	29	30	25	31
Buy fruit and veg that is on sale/in season	26	28	25	26	31	19	26	27	24
Buy less food	14	27	13	14	4	15	19	14	14
Rely on offers	19	24	13	17	22	26	18	16	23
Stop buying organic foods	2	-	5	3	-	-	3	4	1
I am not involved in grocery shopping at all	2	-	4	3	-	3	2	1	3
Other (specify)	6	-	-	6	8	15	-	8	4

*Caution: Small base size



Previous Tight Budgets: Expenditure on leisure activities is the first to get cut when budgets are tight, followed by cutting down on clothes and seeking out cheaper grocery options

Base: All grocery shoppers



Food Poisoning

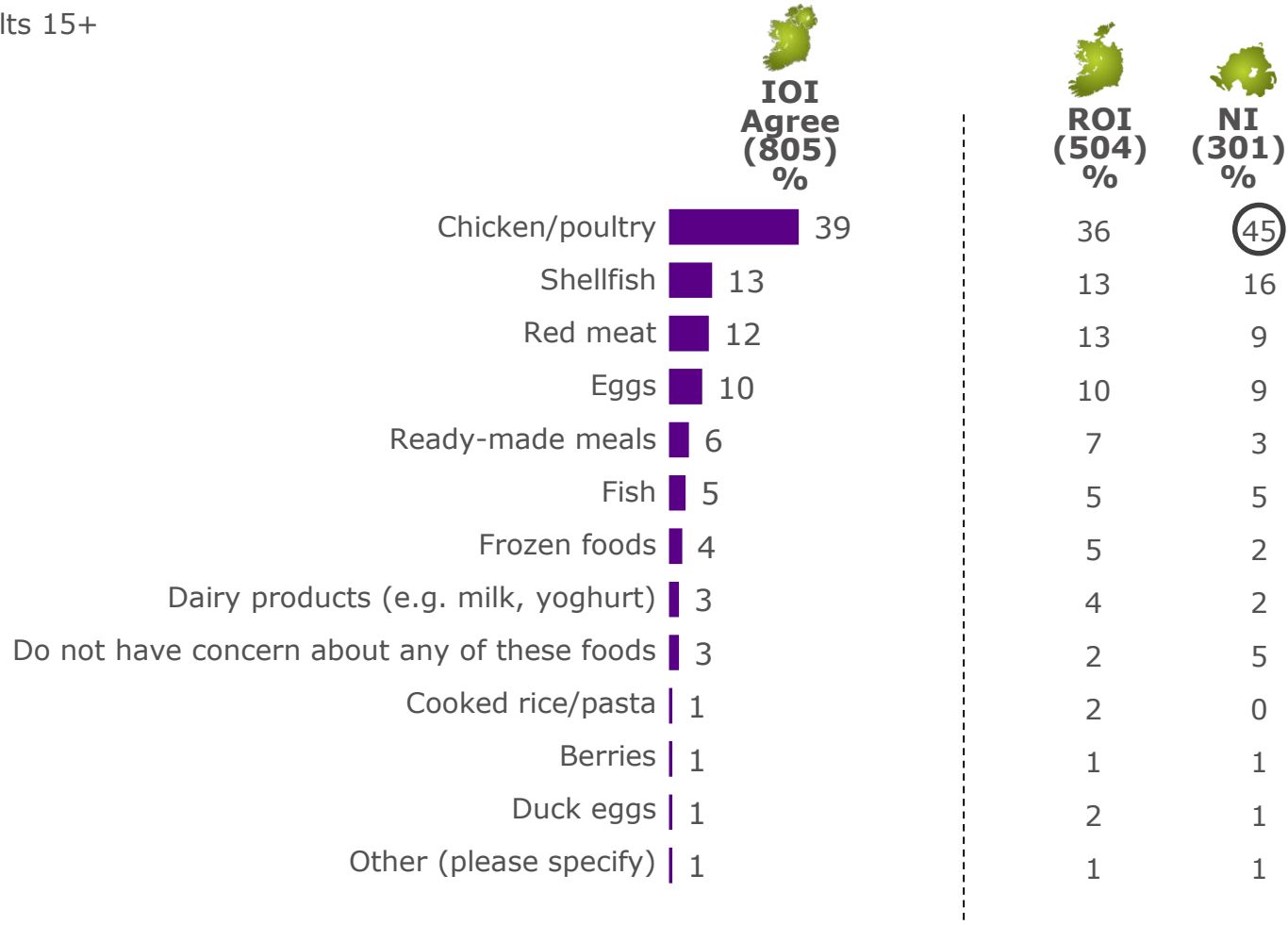




Food Poisoning Concerns:

Overall, people are most concerned about chicken when they think about food safety and more so in NI. Other foods feature to a much lesser degree

Base: All Adults 15+

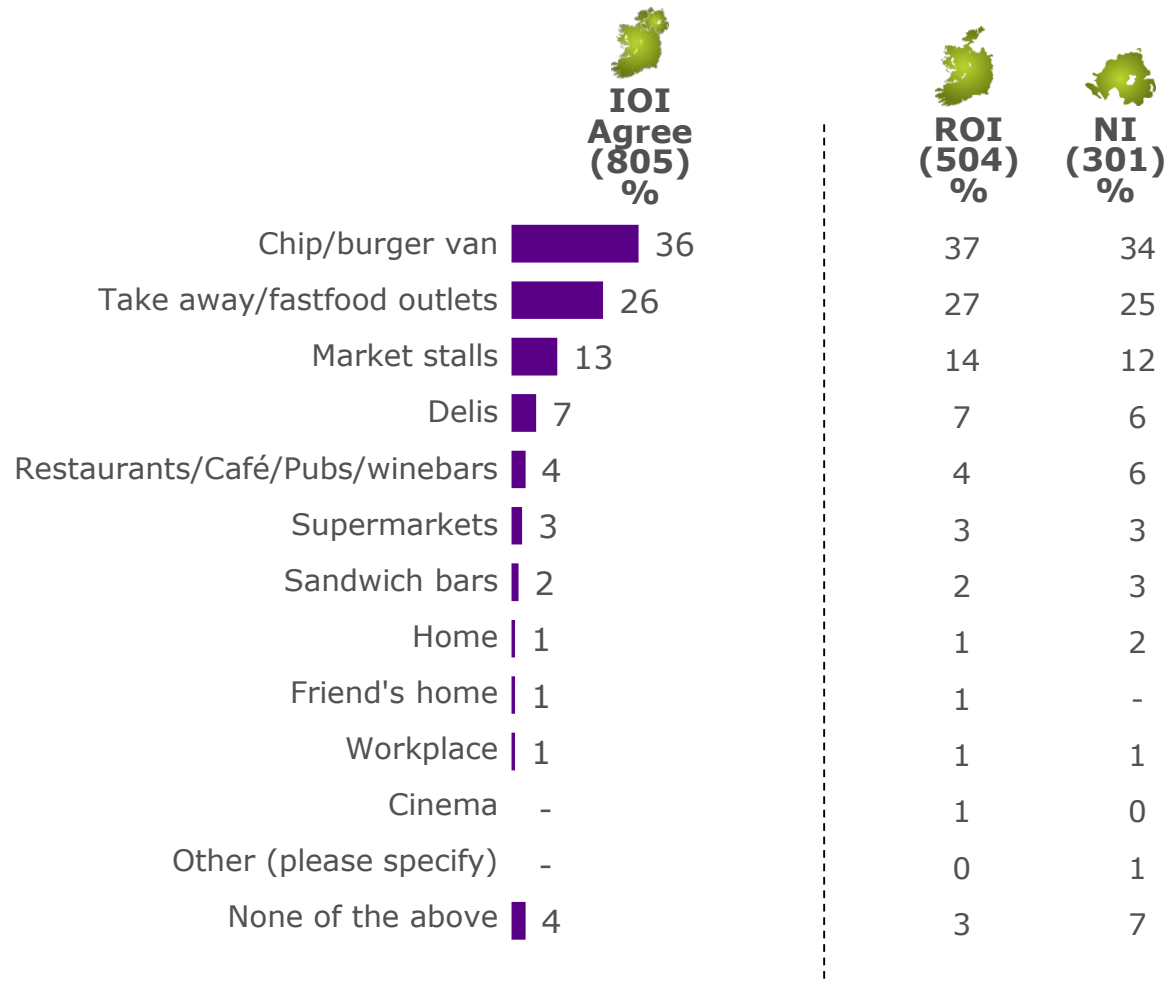


Places and Food Safety Concerns: Chip vans and fast food outlets elicit the most concern when thinking about food safety, this is consistent across both ROI and NI



Base: All Adults 15+

Most Concerned Places



Places and Food Safety Concerns:

Base: All Adults 15+

ROI (n = 504)		Age					Social Class	
	TOTAL (504) %	15-24 (76) %	25-34 (95) %	35-49 (160) %	50-64 (110) %	65-74 (63) %	ABC1 (223) %	C2DE (281) %
Chip/burger van	37	30	27	41	41	44	37	37
Market stalls	14	10	16	16	16	4	15	13
Take away/fastfood outlets	27	28	33	21	28	29	29	25
Delis	7	11	5	11	5	2	6	8
Restaurants/Café/Pubs/winebars	4	3	2	7	2	6	3	4
Sandwich bars	2	5	4	1	-	-	2	2
Supermarkets	3	3	5	2	2	3	3	3
Home	1	3	-	-	1	1	-	2
Friend's home	1	2	2	-	1	2	1	1
Workplace	1	2	-	1	2	1	1	2
Cinema	1	1	2	-	-	-	1	-
Other (please specify)	0	-	-	-	-	1	-	0
None of the above	3	3	4	0	2	7	2	3

*Caution: Small base size

Places and Food Safety Concerns:

Base: All Adults 15+

NI (n = 504)		Age					Social Class	
	TOTAL (301) %	15-24 (54) %	25-34 (51) %	35-49 (91) %	50-64 (60) %	65-74 (45) %	ABC1 (109) %	C2DE (192) %
Chip/burger van	34	28	35	38	23	47	27	40
Take away/fastfood outlets	25	27	23	25	30	20	26	25
Market stalls	12	7	11	14	17	11	14	10
None of the above	7	15	2	6	6	8	8	7
Delis	6	6	10	6	4	2	7	4
Restaurants/Café/Pubs/winebars	6	8	5	4	6	10	7	5
Sandwich bars	3	-	8	2	5	2	3	4
Supermarkets	3	5	2	4	4	-	6	2
Home	2	3	4	-	2	-	1	2
Workplace	1	2	-	1	-	-	1	0
Cinema	0	-	-	-	1	-	-	0
Other (please specify)	1	-	-	1	2	-	2	-

*Caution: Small base size

Handwashing



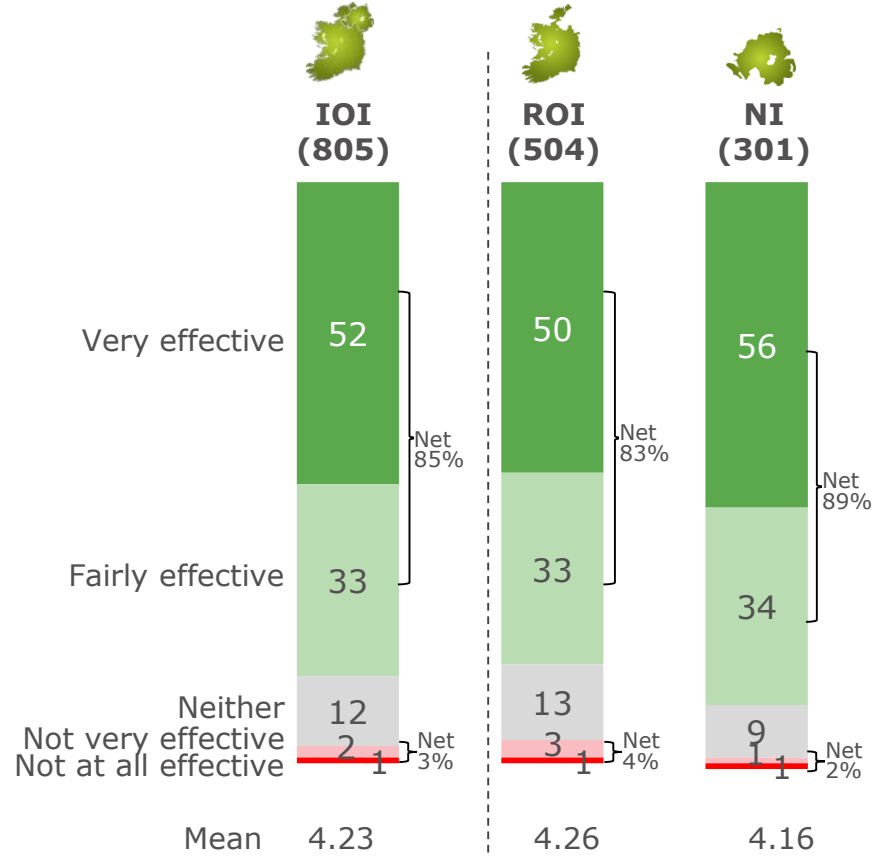


Handwashing Effectiveness and Raw Meat

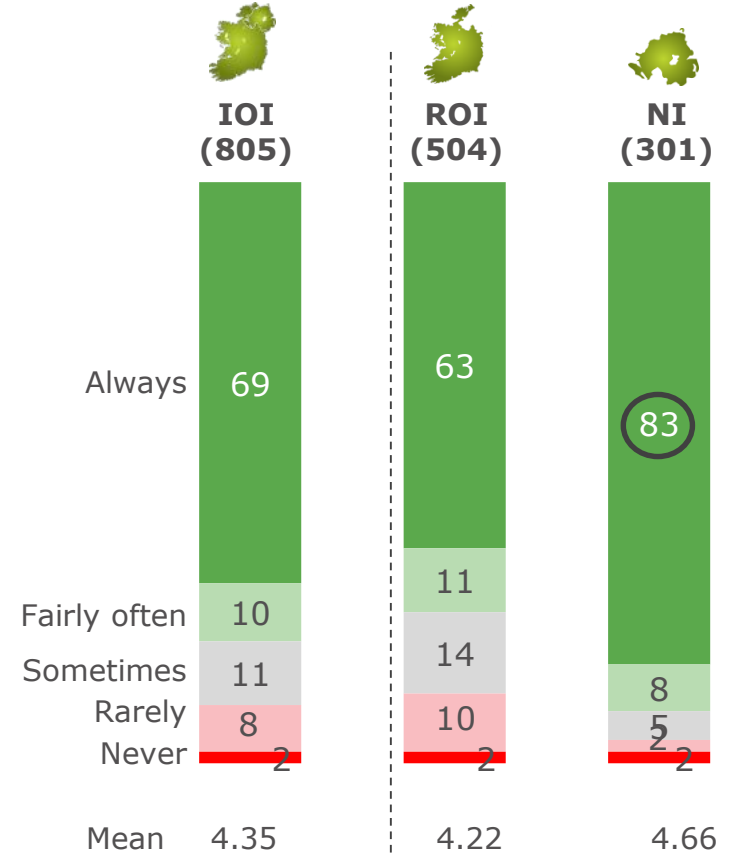
Handwashing Incidence: Almost universal acceptance that hand-washing is an effective way to prevent food borne illnesses. 7 in 10 claim to ALWAYS wash their hands after handling raw meat and before handling cooked meat, higher in NI

Base: All Adults 15+

Handwashing effectiveness in preventing food borne illnesses



How often do you wash your hands after handling raw meat and before handling cooked meat



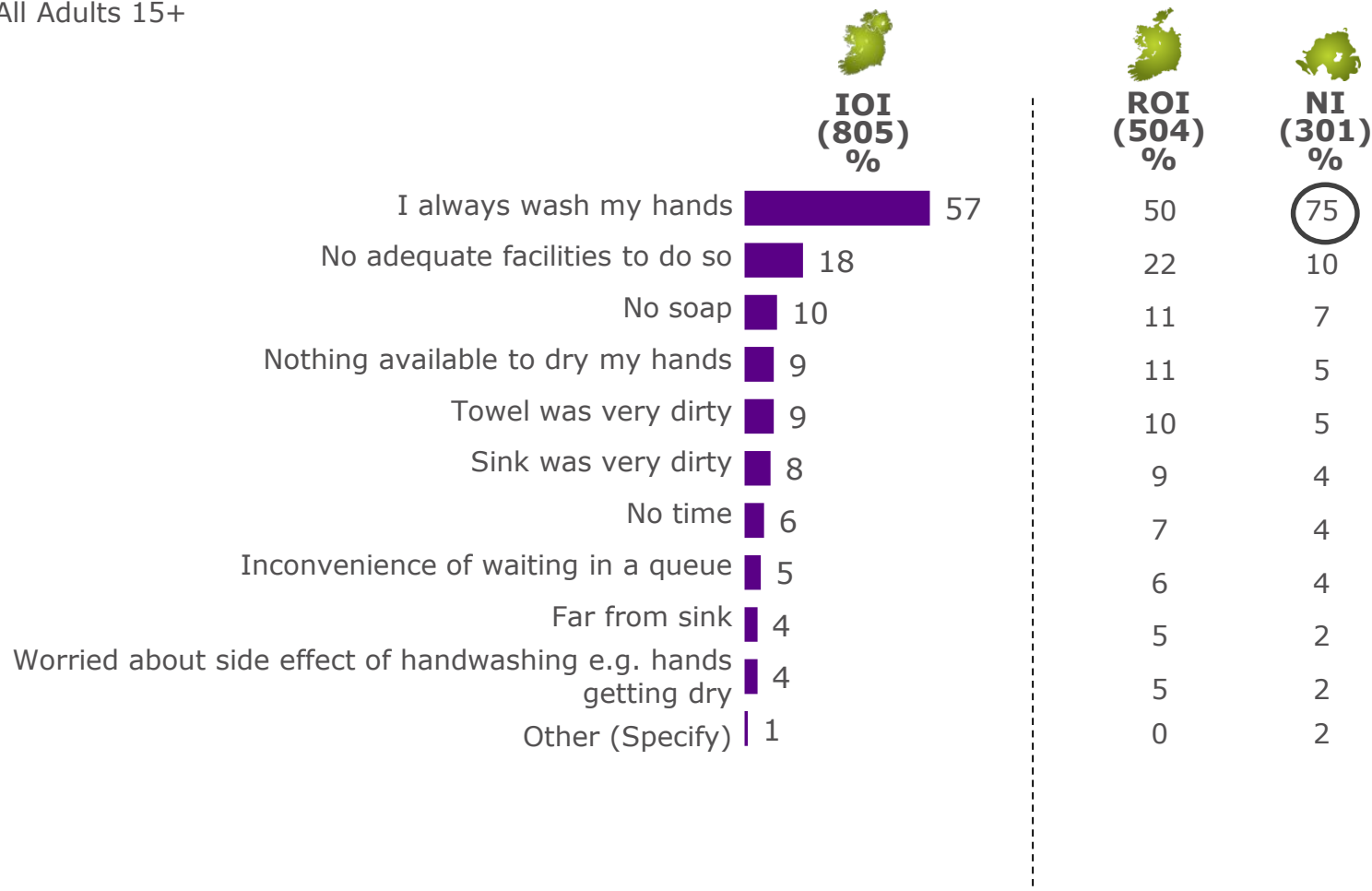


Reasons Preventing Handwashing on Last Occasion:

Inadequate facilities and lack of materials to do so are most cited reasons for not washing hands. Almost 6 in 10 adults, however claim to always wash their hands, higher in NI

Base: All Adults 15+

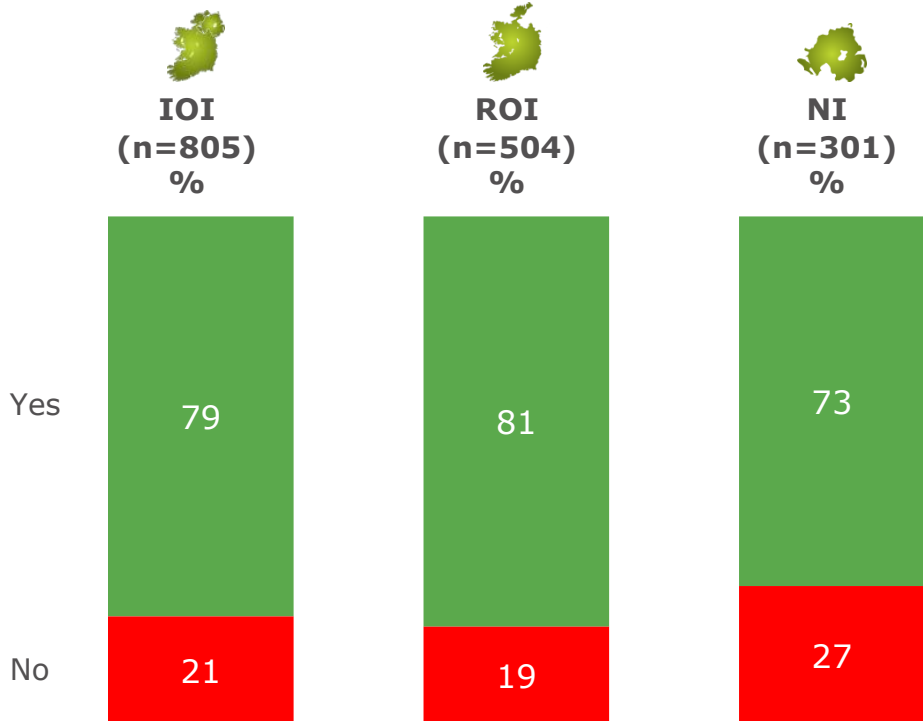
Most Cited Reasons



Ever used Hand Sanitizers?: Use of hand sanitizers is widespread, 8 in 10 claiming to have used them at some point



Base: All Adults 15+



Most Effective Way to Clean Hands:

Most popular time to use hand sanitizers is in the office or on the go, overall they have limited application. Soap and water firmly has its place in every scenario



Base: All Adults 15+



Using hand sanitizers to wash hands



Using soap and water to wash hands



Use either

	Using hand sanitizers to wash hands			Using soap and water to wash hands			Use either		
	IOI (805) %	ROI (504) %	NI (301) %	IOI (805) %	ROI (504) %	NI (301) %	IOI (805) %	ROI (504) %	NI (301) %
In the office	21	22	19	43	45	39	25	25	27
After using public transport	20	19	22	43	46	35	26	26	25
After touching money	16	16	16	46	47	43	26	27	23
After shaking hands	16	15	17	42	44	37	27	29	22
After using public restrooms	15	15	14	61	61	62	23	23	22
Before having a meal at a restaurant	14	15	11	56	57	53	23	23	21
Before caring for a baby	13	12	15	58	58	57	23	24	20
After changing a nappy	13	13	12	59	58	62	21	22	18
After petting a dog or cat	12	12	12	59	59	56	24	24	24
After using the bathroom at home	11	12	9	71	68	77	18	19	13
Before handling food	11	11	11	69	67	73	18	20	15
To clean hands when visibly dirty or soiled	11	12	7	73	71	80	15	16	13

Top Instances for Using Each Method:

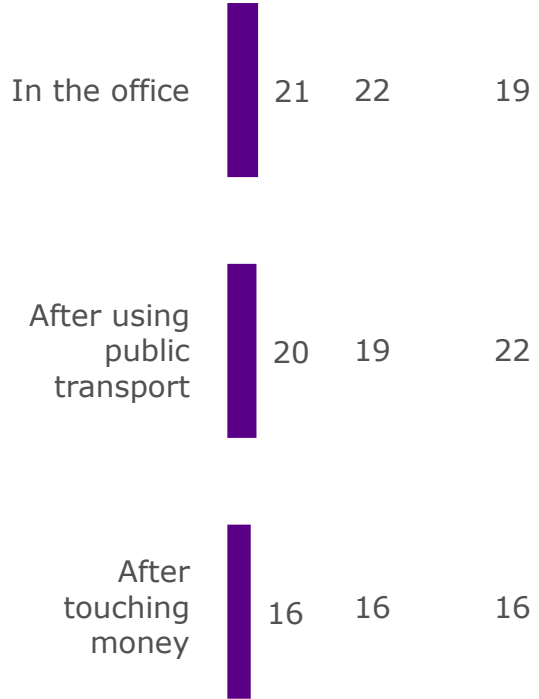


Base: All Adults 15+



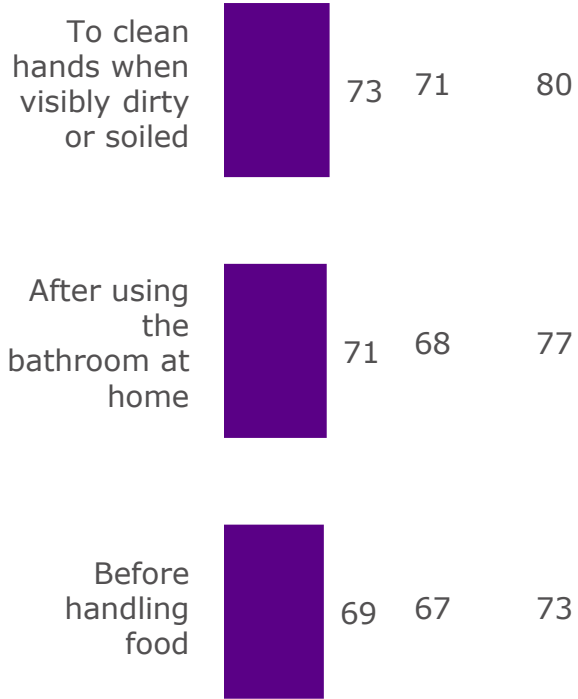
Using hand sanitizers to wash hands

IOI (805) % **ROI (504) %** **NI (301) %**



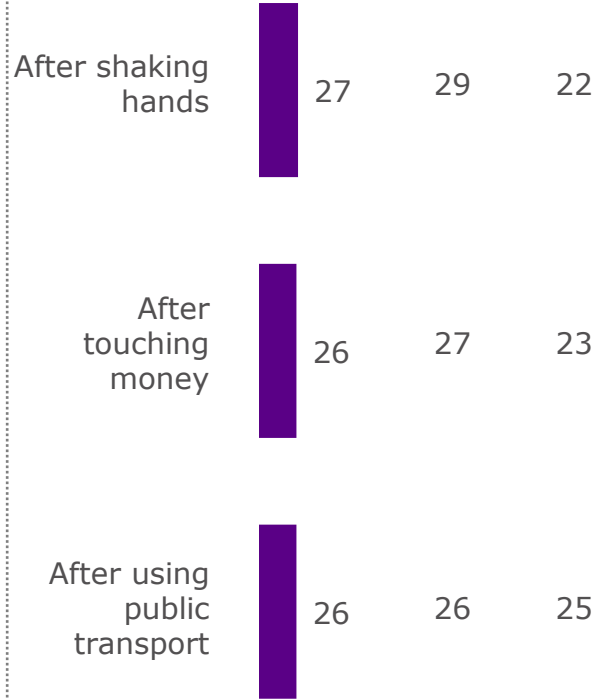
Using soap and water to wash hands

IOI (805) % **ROI (504) %** **NI (301) %**



Use Either

IOI (805) % **ROI (504) %** **NI (301) %**





Food Safety: Hand-washing features strongly in terms of being important to food safety. Washing before food preparation is relatively speaking considered more important than during or after

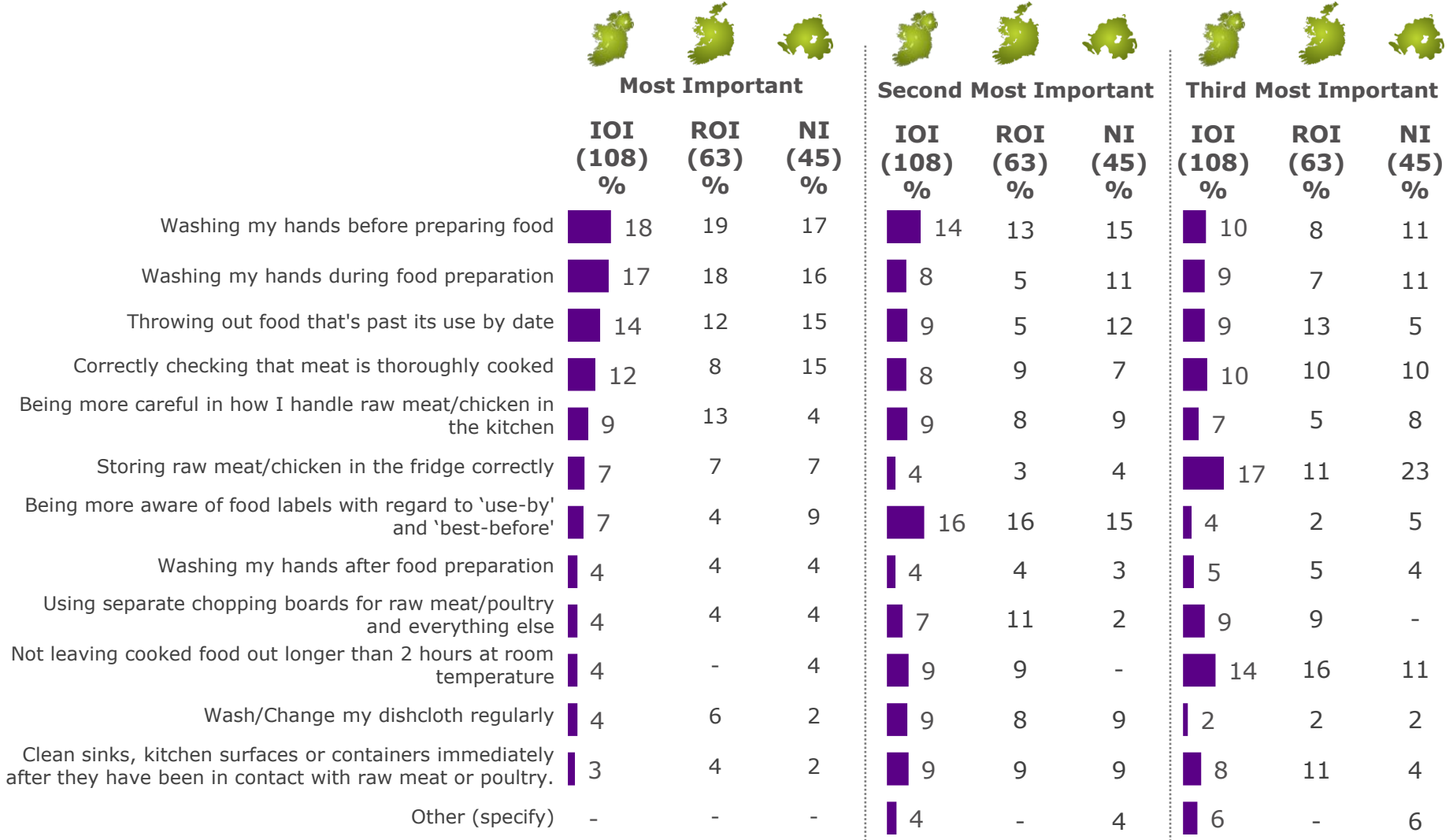
Base: All Adults 15+

	Most Important			Second Most Important			Third Most Important		
	IOI (805) %	ROI (504) %	NI (301) %	IOI (805) %	ROI (504) %	NI (301) %	IOI (805) %	ROI (504) %	NI (301) %
Washing my hands before preparing food	14	15	13	10	9	13	9	10	9
Storing raw meat/chicken in the fridge correctly	12	12	11	9	9	7	10	10	12
Washing my hands during food preparation	10	9	14	7	7	7	6	6	7
Correctly checking that meat is thoroughly cooked	10	10	10	11	10	12	11	11	12
Being more careful in how I handle raw meat/chicken in the kitchen	10	10	10	9	8	10	10	10	10
Using separate chopping boards for raw meat/poultry and everything else	8	9	5	9	10	6	7	7	9
Clean sinks, kitchen surfaces or containers immediately after they have been in contact with raw meat or poultry	8	9	7	13	14	12	9	9	8
Washing my hands after food preparation	7	6	9	6	6	7	6	6	6
Being more aware of food labels with regard to 'use-by' and 'best-before'	7	8	6	8	8	7	7	8	5
Throwing out food that's past its use by date	7	7	7	7	6	10	10	11	7
Not leaving cooked food out longer than 2 hours at room temperature	3	3	4	6	7	3	7	8	7
Wash/Change my dishcloth regularly	3	3	3	5	5	5	6	5	6
Other (specify)	-	0	1	1	-	3	1	-	4



Food Safety: Hand-washing features strongly in terms of being important to food safety both before and during food preparation

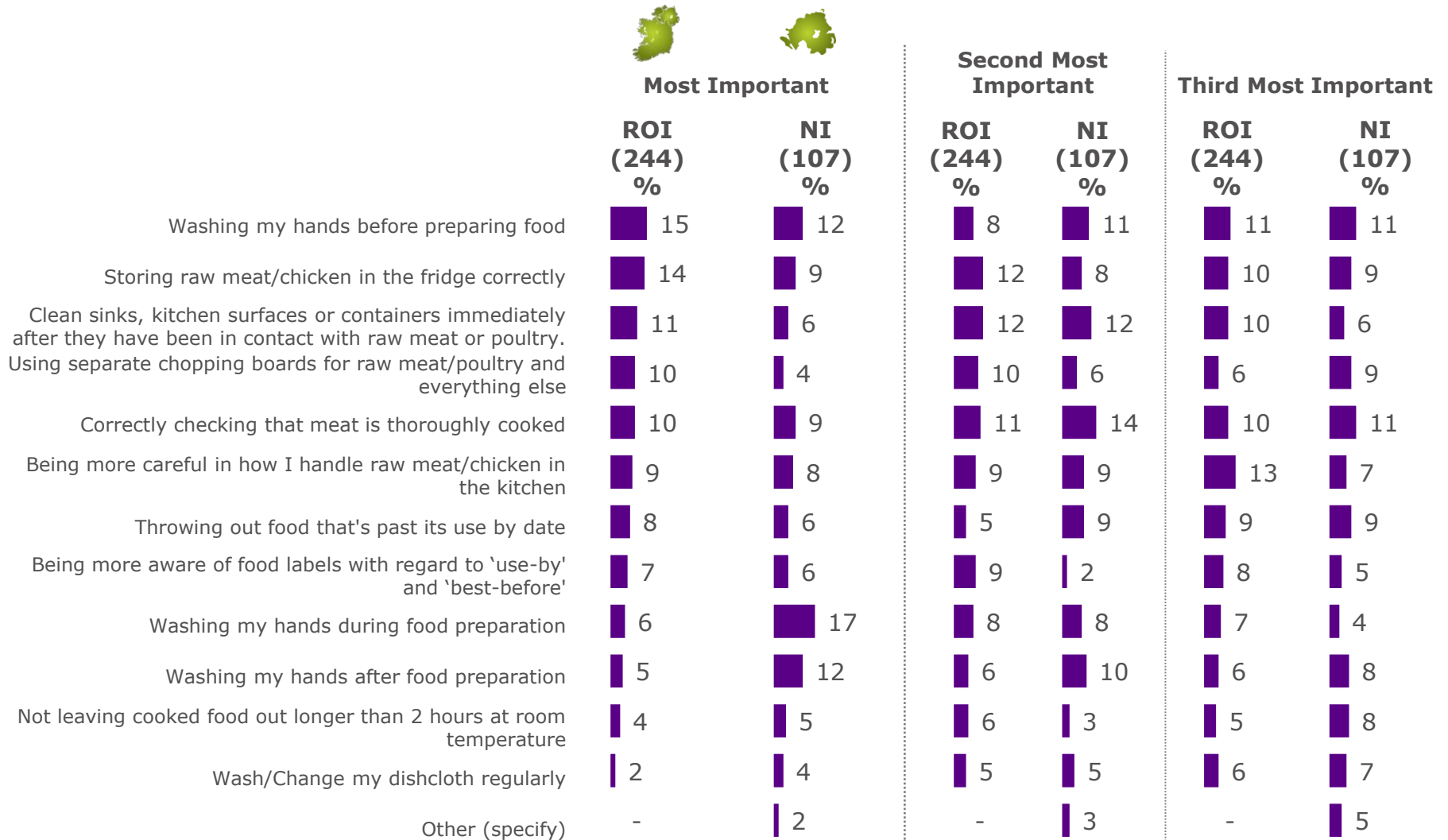
Base: All 65+





Food Safety: Parents relative to the over all population place greater emphasis on general kitchen hygiene when thinking about food safety

Base: All Parents

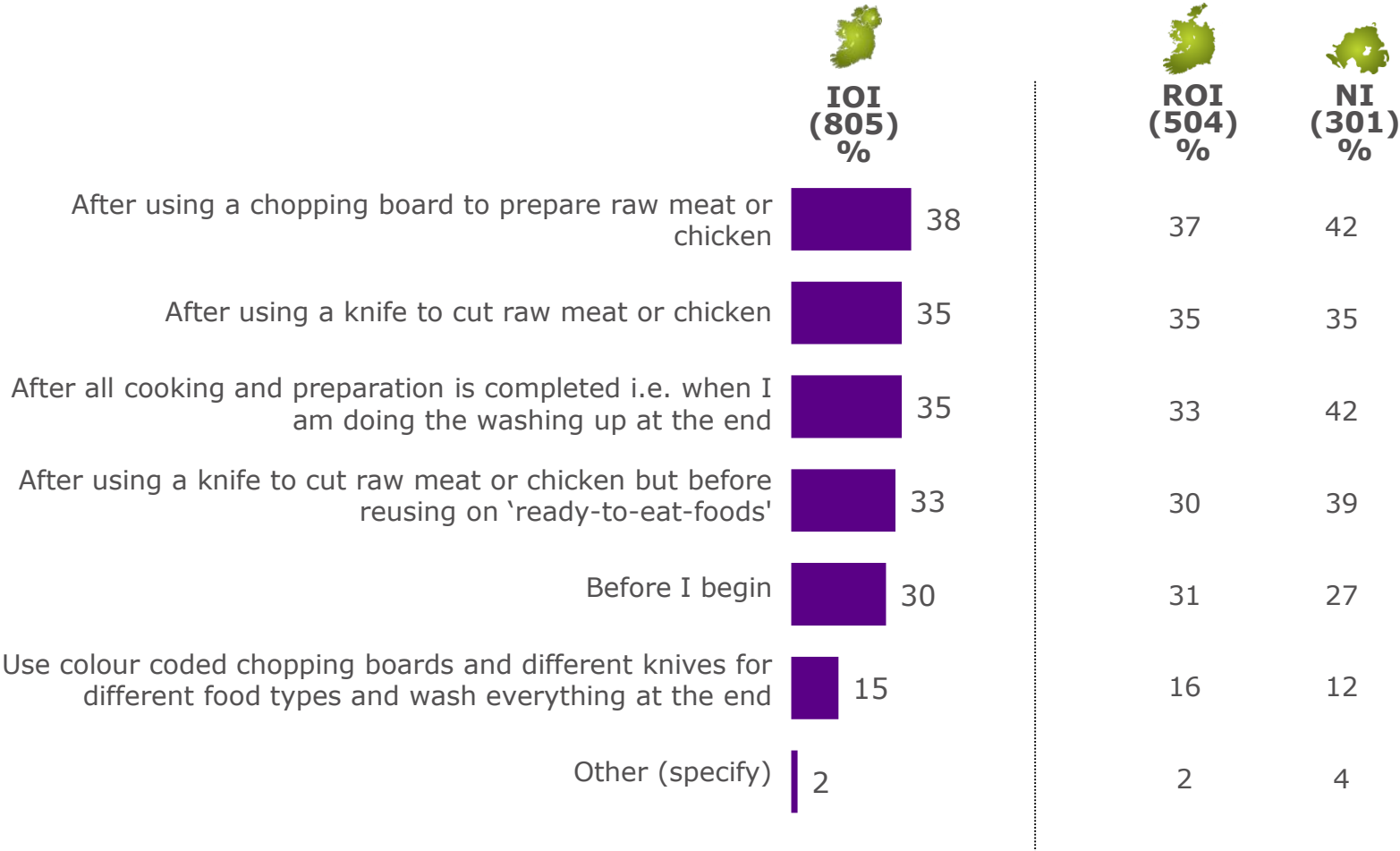


Points in Process for Washing Cooking Utensils:

Alarming, only one third of adults claim to wash utensils after preparing raw meat or chicken before they re-use on ready-to-eat foods



Base: All Adults

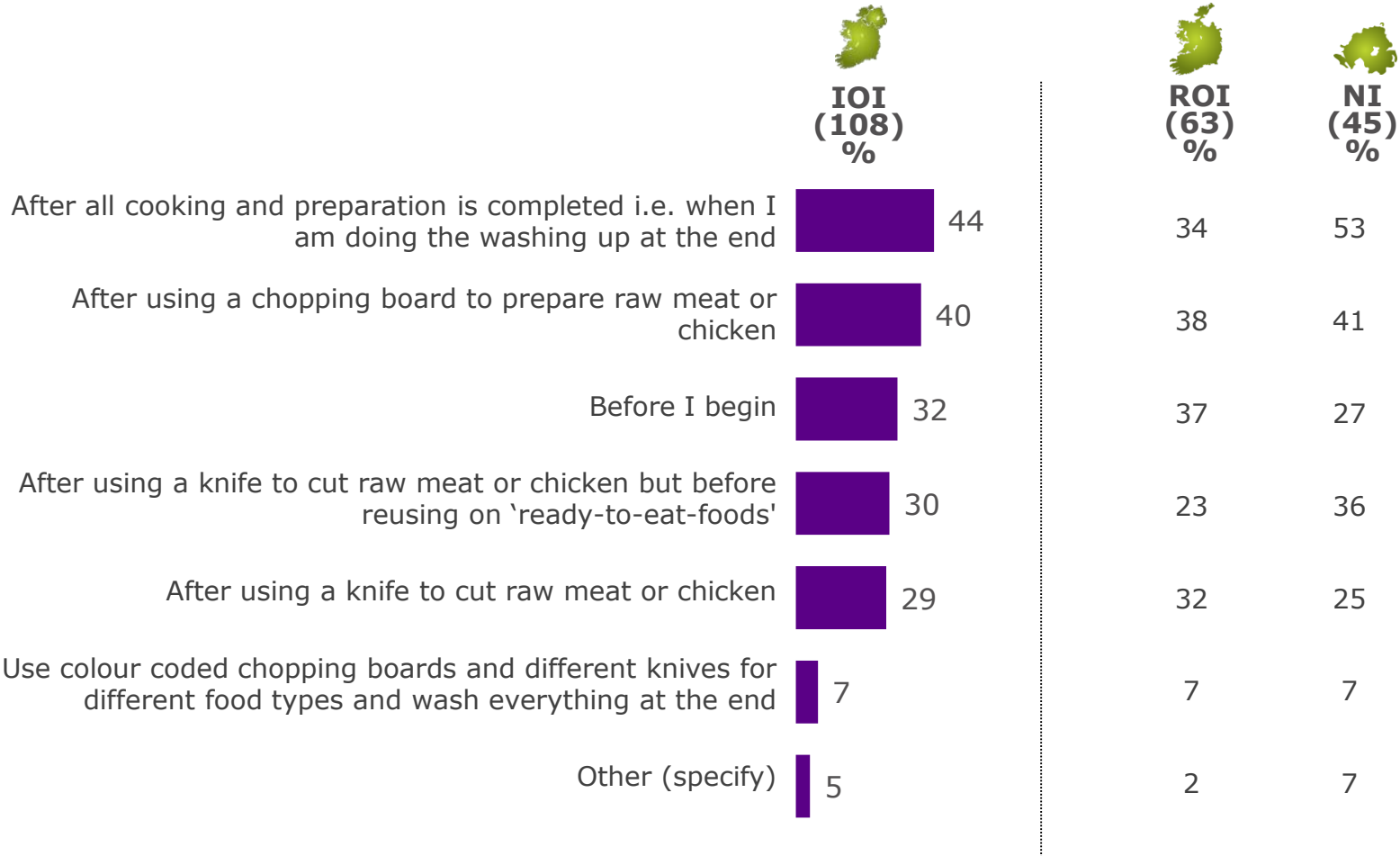




Points in Process for Washing Cooking Utensils:

4 in 10 claim to only wash after all cooking & preparation is complete and alarmingly little difference between 65+ and the overall population's approach to washing utensils after food preparation

Base: All 65+

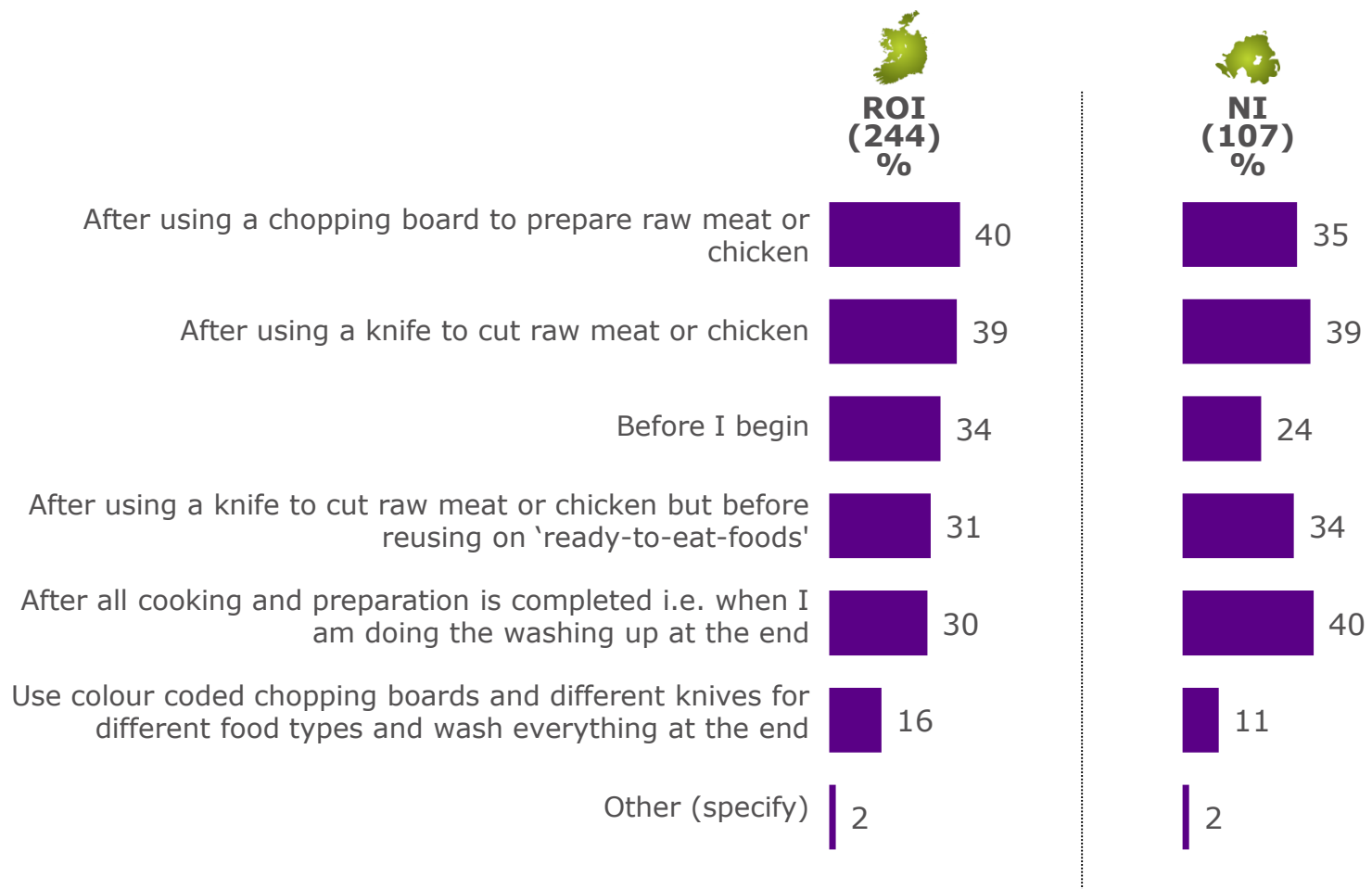




Points in Process for Washing Cooking Utensils:

Little difference between parents' and the overall population's approach to washing utensils after food preparation

Base: All Parents



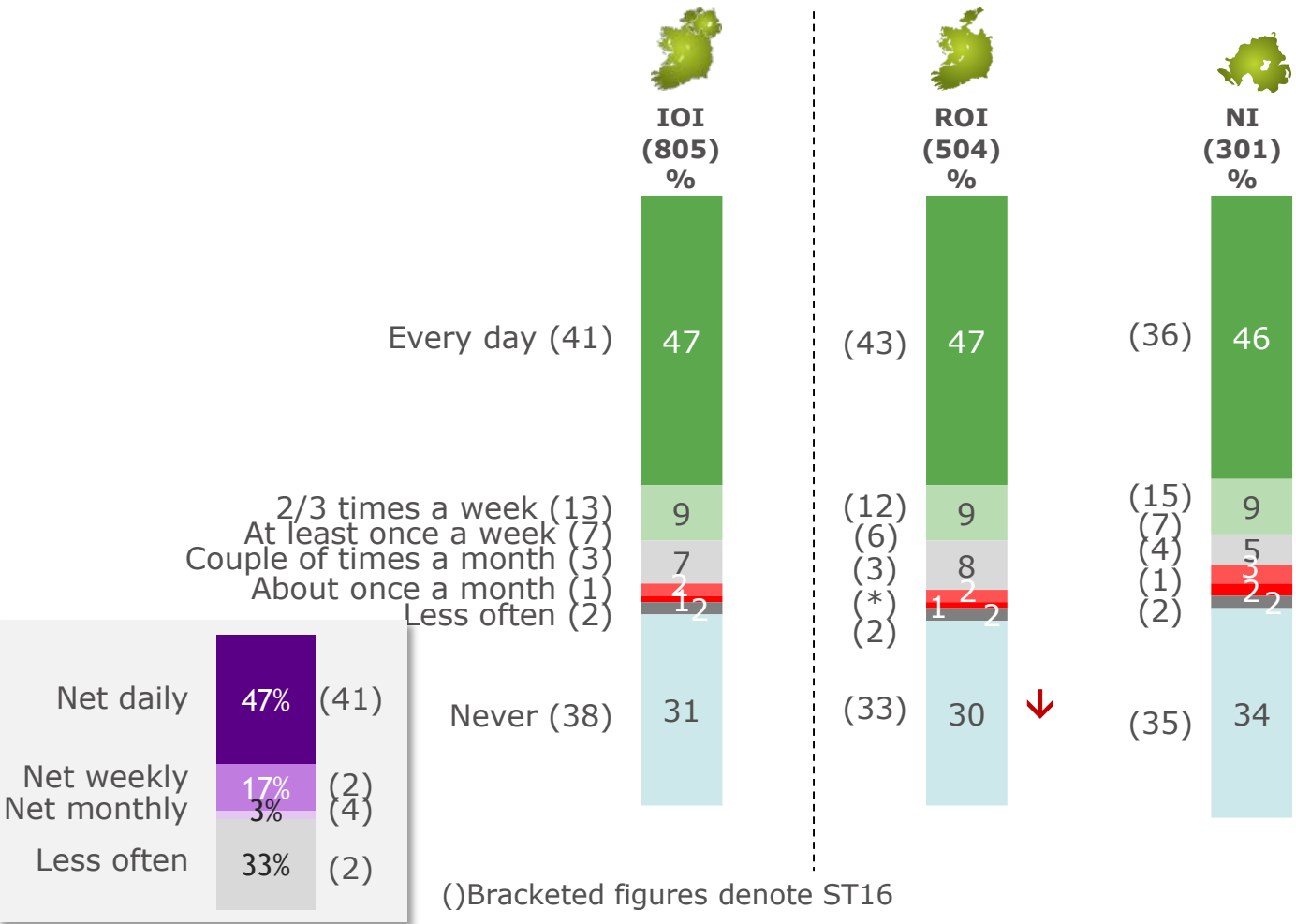


Frequency of using Social Media:

A slight increase in usage of facebook this year, usage considerably greater in NI this year

Base: All Adults 15+

facebook



AGE

Those U35, single blue collar background and have dependent children across both regions



Frequency of using Social Media x Demographics



Base: All Adults 15+

ROI		Gender		Age					Social Class	
	TOTAL %	Male (504) %	Female (240) %	15-24 (264) %	25-34 (76) %	35-49 (95) %	50-64 (160) %	65+ (110) %	ABC1 (223) %	C2DE (281) %
Daily	47	44	50	81	71	51	18	2	53	43
Weekly	18	19	17	11	18	23	17	13	18	18
Monthly	3	4	2	4	2	4	4	-	5	1
Never	30	32	28	4	9	18	59	81	22	36
Less often	32	34	31	4	9	23	61	85	24	38

NI		Gender		Age					Social Class	
	TOTAL (301) %	Male (141) %	Female (160) %	15-24 (54) %	25-34 (51) %	35-49 (91) %	50-64 (60) %	65+ (45) %	ABC1 (109) %	C2DE (192) %
Daily	47	41	52	82	75	49	10	4	53	41
Weekly	14	13	15	8	14	16	18	11	16	12
Monthly	4	5	4	5	3	7	1	4	5	4
Never	34	40	28	5	5	25	69	80	24	42
Less often	35	41	29	5	7	28	70	80	26	43

*Caution: Small Base size

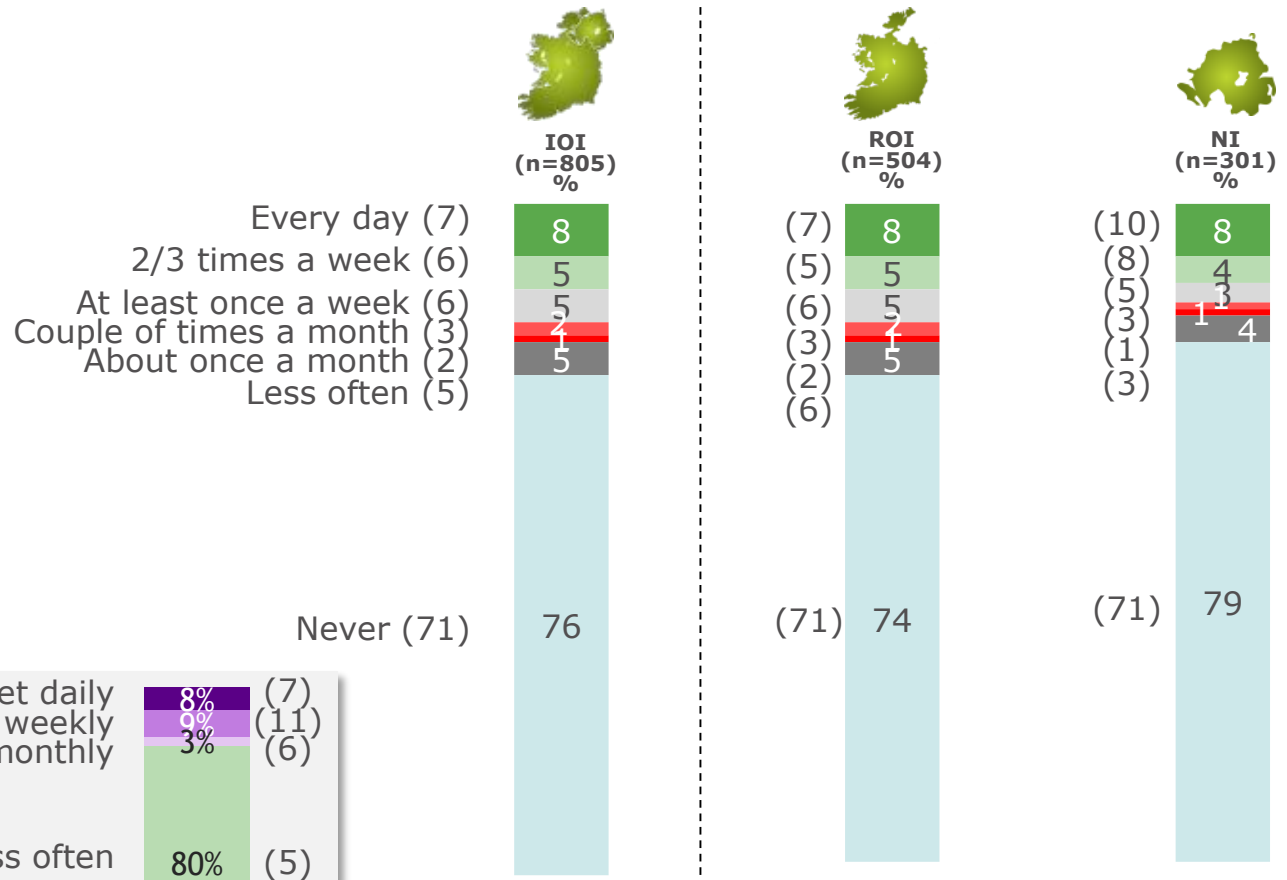


Frequency of using Social Media

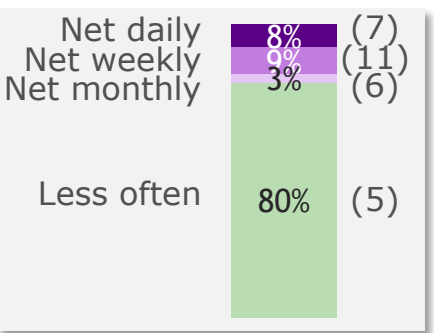
The frequency of using Twitter remains steady year-on-year, however there has been an increase in the number of people claiming to have never used this form of social media

Base: All Adults 15+

twitter



Everyday usage higher among 15-24 in ROI & in NI



() Bracketed figures denote ST16



Frequency of using Social Media x Demographics



Base: All Adults 15+

ROI		Gender		Age					Social Class	
	TOTAL (504) %	Male (240) %	Female (264) %	15-24 (76) %	25-34 (95) %	35-49 (160) %	50-64 (110) %	65+ (63) %	ABC1 (223) %	C2DE (281) %
Daily	8	10	5	19	13	5	2	-	9	6
Weekly	10	12	7	14	10	16	2	3	14	7
Monthly	3	5	2	3	8	3	1	-	4	3
Never	74	68	81	59	62	72	89	96	67	80
Less often	79	73	86	64	69	76	95	97	73	84

NI		Gender		Age					Social Class	
	TOTAL (301) %	Male (141) %	Female (160) %	15-24 (54) %	25-34 (51) %	35-49 (91) %	50-64 (60) %	65+ (45) %	ABC1 (109) %	C2DE (192) %
Daily	8	9	7	23	8	6	1	-	9	7
Weekly	7	6	9	12	13	5	6	-	7	7
Monthly	2	3	1	7	2	-	1	-	4	0
Never	79	78	81	56	75	81	89	100	76	82
Less often	83	82	84	58	77	89	91	100	79	86

*Caution: Small Base size



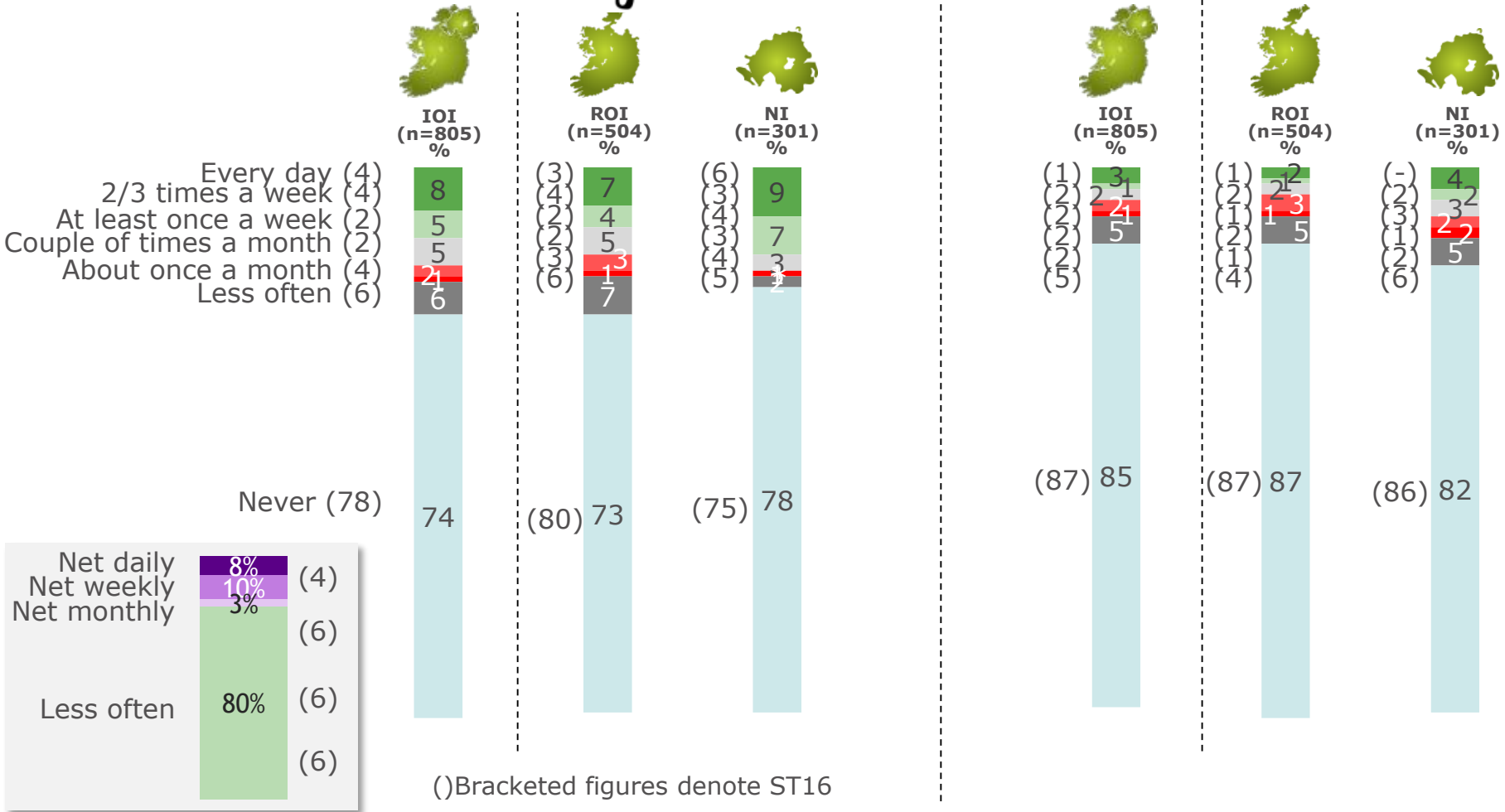
Frequency of using Social Media

Instagram and Pinterest continue to remain quite niche and have a small uptake across the Island of Ireland.

Base: All Adults 15+

Instagram

Pinterest





Frequency of using Social Media x Demographics

Base: All Adults 15+

Instagram

ROI		Gender		Age					Social Class	
	TOTAL (504) %	Male (240) %	Female (264) %	15-24 (76) %	25-34 (95) %	35-49 (160) %	50-64 (110) %	65+ (63) %	ABC1 (223) %	C2DE (281) %
Daily	7	7	7	26	7	4	1	-	8	7
Weekly	9	11	7	19	18	6	3	1	12	7
Monthly	4	3	4	4	6	4	2	2	5	3
Never	73	71	74	39	57	81	89	95	65	78
Less often	80	78	81	51	68	86	95	97	75	83

NI		Gender		Age					Social Class	
	TOTAL (301) %	Male (141) %	Female (160) %	15-24 (54) %	25-34 (51) %	35-49 (91) %	50-64 (60) %	65+ (45) %	ABC1 (109) %	C2DE (192) %
Daily	9	8	10	32	5	4	1	-	10	8
Weekly	10	10	10	22	19	9	-	-	14	7
Monthly	2	2	1	1	4	1	2	-	2	2
Never	78	78	78	43	68	85	95	100	73	81
Less often	79	80	79	45	71	86	97	100	75	83

*Caution: Small Base size



Frequency of using Social Media x Demographics

Base: All Adults 15+



ROI		Gender		Age					Social Class	
	TOTAL (504) %	Male (240) %	Female (264) %	15-24 (76) %	25-34 (95) %	35-49 (160) %	50-64 (110) %	65+ (63) %	ABC1 (223) %	C2DE (281) %
Daily	2	2	2	3	2	3	-	-	3	1
Weekly	3	3	2	2	3	4	2	1	3	2
Monthly	4	4	4	8	5	5	1	-	5	3
Never	87	86	87	79	81	86	92	99	84	88
Less often	92	91	92	86	90	88	98	99	90	93

NI		Gender		Age					Social Class	
	TOTAL (301) %	Male (141) %	Female (160) %	15-24 (54) %	25-34 (51) %	35-49 (91) %	50-64 (60) %	65+ (45) %	ABC1 (109) %	C2DE (192) %
Daily	4	1	7	10	7	2	-	-	7	2
Weekly	5	4	6	9	12	3	-	3	5	5
Monthly	4	2	6	2	5	8	-	-	5	3
Never	82	87	78	69	65	84	97	97	75	88
Less often	87	93	82	78	76	86	100	97	83	91

*Caution: Small Base size



Frequency of using Social Media

Neither Google+ nor Blogs gaining traction compared to where they were last year

Base: All Adults 15+



() Bracketed figures denote ST16



Frequency of using Social Media x Demographics



Base: All Adults 15+

ROI		Gender		Age					Social Class	
	TOTAL (504) %	Male (240) %	Female (264) %	15-24 (76) %	25-34 (95) %	35-49 (160) %	50-64 (110) %	65+ (63) %	ABC1 (223) %	C2DE (281) %
Daily	12	13	11	25	10	13	8	2	14	10
Weekly	14	13	14	20	19	13	8	7	16	12
Monthly	5	7	4	6	6	6	5	2	6	5
Never	63	62	64	43	56	62	73	86	57	67
Less often	69	67	71	49	65	69	79	88	64	73

NI		Gender		Age					Social Class	
	TOTAL (301) %	Male (141) %	Female (160) %	15-24 (54) %	25-34 (51) %	35-49 (91) %	50-64 (60) %	65+ (45) %	ABC1 (109) %	C2DE (192) %
Daily	11	8	13	14	18	11	7	-	12	9
Weekly	14	13	16	22	18	15	8	5	17	12
Monthly	3	4	3	5	4	5	2	-	4	3
Never	69	71	67	49	59	68	81	95	63	73
Less often	72	75	68	59	61	69	84	95	68	75

*Caution: Small Base size

Frequency of using Social Media x Demographics



Base: All Adults 15+

ROI		Gender		Age					Social Class	
	TOTAL (504) %	Male (240) %	Female (264) %	15-24 (76) %	25-34 (95) %	35-49 (160) %	50-64 (110) %	65+ (63) %	ABC1 (223) %	C2DE (281) %
Daily	2	4	0	7	1	3	-	-	3	2
Weekly	6	8	4	12	12	4	1	1	9	4
Monthly	7	8	6	10	9	7	6	1	9	6
Never	85	80	90	71	79	86	93	98	79	89
Less often	78	73	82	62	71	75	88	98	69	84

NI		Gender		Age					Social Class	
	TOTAL (301) %	Male (141) %	Female (160) %	15-24 (54) %	25-34 (51) %	35-49 (91) %	50-64 (60) %	65+ (45) %	ABC1 (109) %	C2DE (192) %
Daily	3	1	4	9	3	1	-	-	4	2
Weekly	3	4	3	9	6	2	-	-	3	4
Monthly	4	4	3	5	9	3	-	-	3	4
Never	85	82	88	59	82	89	98	100	82	88
Less often	90	90	90	77	82	94	100	100	91	90

*Caution: Small Base size

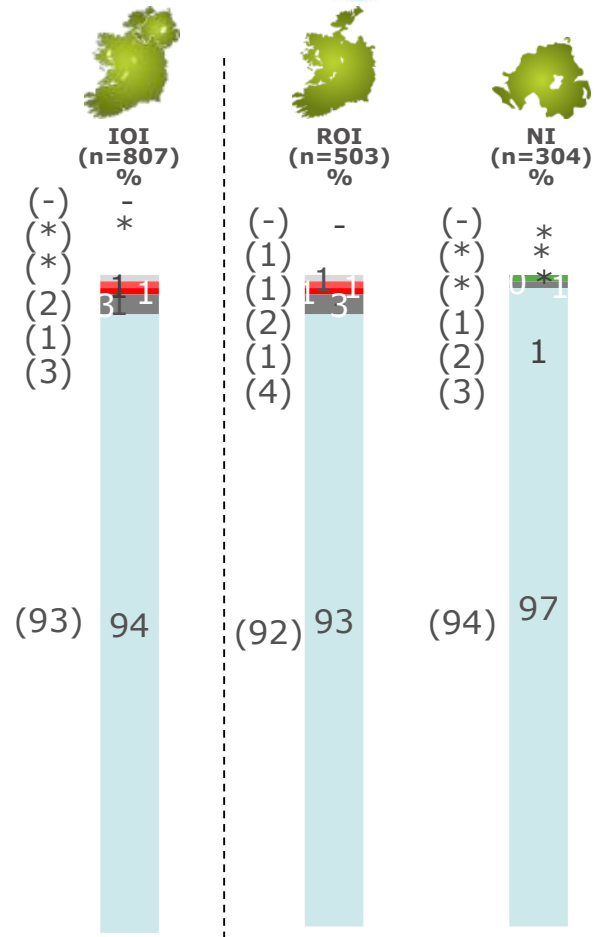
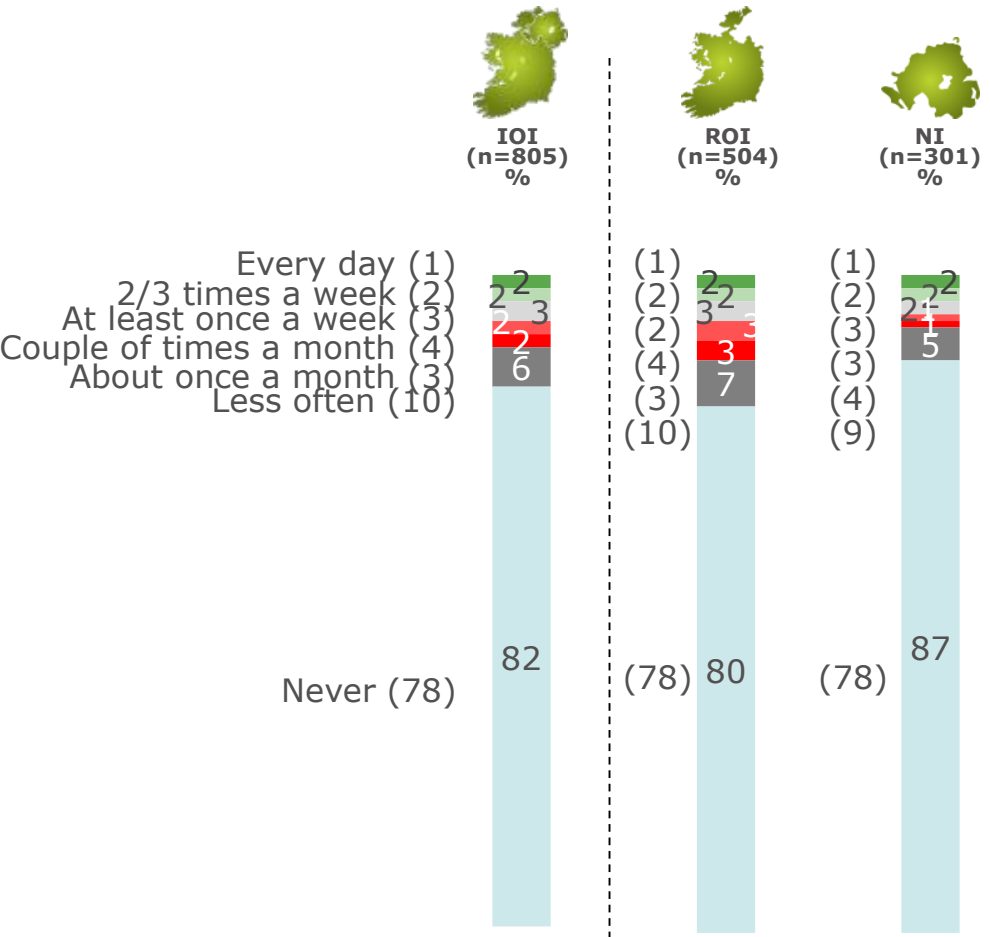


Frequency of using Social Media

Limited use of both boards.ie and foursquare

Base: All Adults 15+

Online discussion forums





Frequency of using Social Media x Demographics

Base: All Adults 15+



ROI		Gender		Age					Social Class	
	TOTAL (504) %	Male (240) %	Female (264) %	15-24 (76) %	25-34 (95) %	35-49 (160) %	50-64 (110) %	65+ (63) %	ABC1 (223) %	C2DE (281) %
Daily	2	3	1	3	3	3	-	-	2	2
Weekly	5	7	4	12	7	5	2	1	7	4
Monthly	6	6	6	11	4	5	5	4	7	5
Never	80	79	82	65	74	80	91	93	75	84
Less often	87	85	89	74	85	87	93	95	83	90

NI		Gender		Age					Social Class	
	TOTAL (301) %	Male (141) %	Female (160) %	15-24 (54) %	25-34 (51) %	35-49 (91) %	50-64 (60) %	65+ (45) %	ABC1 (109) %	C2DE (192) %
Daily	2	1	3	2	2	2	-	2	2	2
Weekly	4	3	5	9	9	1	2	-	5	4
Monthly	2	2	2	1	4	3	-	-	2	2
Never	87	89	86	81	76	89	94	98	84	90
Less often	92	94	90	87	84	94	98	98	92	93

*Caution: Small Base size



Frequency of using, Social Media x Demographics



Base: All Adults 15+

ROI		Gender		Age					Social Class	
	TOTAL (504) %	Male (240) %	Female (264) %	15-24 (76) %	25-34 (95) %	35-49 (160) %	50-64 (110) %	65+ (63) %	ABC1 (223) %	C2DE (281) %
Daily	0	-	1	1	-	1	-	-	0	0
Weekly	1	2	1	3	1	2	1	1	1	1
Monthly	2	3	2	4	4	2	1	-	3	2
Never	93	92	94	88	93	91	97	95	93	93
Less often	96	95	97	92	96	95	98	99	96	96

NI		Gender		Age					Social Class	
	TOTAL (301) %	Male (141) %	Female (160) %	15-24 (54) %	25-34 (51) %	35-49 (91) %	50-64 (60) %	65+ (45) %	ABC1 (109) %	C2DE (192) %
Daily	1	-	1	2	-	1	-	-	1	1
Weekly	1	-	1	1	2	-	-	-	1	0
Monthly	0	1	-	2	-	-	-	-	-	1
Never	97	98	95	90	98	98	99	100	96	97
Less often	98	99	97	95	98	99	100	100	98	98

*Caution: Small Base size



Frequency of using Social Media

Increased (slight) overall use of these two forms

Base: All Adults 15+





Frequency of using, Social Media x Demographics



Base: All Adults 15+

ROI		Gender		Age					Social Class	
	TOTAL (504) %	Male (240) %	Female (264) %	15-24 (76) %	25-34 (95) %	35-49 (160) %	50-64 (110) %	65+ (63) %	ABC1 (223) %	C2DE (281) %
Daily	14	15	12	32	21	11	4	1	17	11
Weekly	20	23	17	30	29	23	8	5	21	19
Monthly	8	7	8	9	11	6	8	1	9	7
Never	53	50	56	18	38	51	75	93	44	59
Less often	59	54	63	29	39	60	80	93	53	63

NI		Gender		Age					Social Class	
	TOTAL (301) %	Male (141) %	Female (160) %	15-24 (54) %	25-34 (51) %	35-49 (91) %	50-64 (60) %	65+ (45) %	ABC1 (109) %	C2DE (192) %
Daily	10	10	9	26	13	8	-	-	12	8
Weekly	19	16	23	17	48	21	9	-	17	22
Monthly	11	12	9	21	8	11	7	5	16	6
Never	55	56	55	30	29	51	81	95	46	63
Less often	60	62	59	36	32	60	85	95	55	65

*Caution: Small Base size

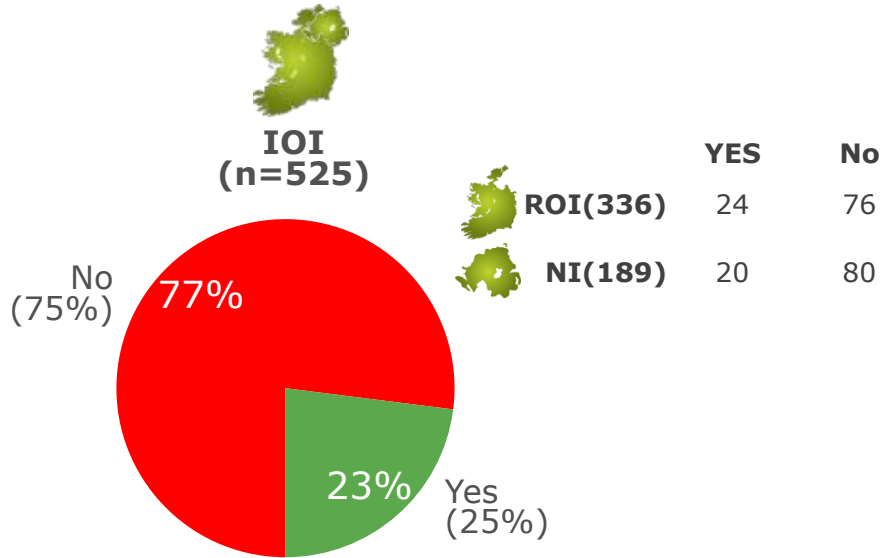


'like' or 'follow' Health-Related Organisations

Approximately 1 in 4 continue to 'like' and 'follow' health-related organisations on facebook or twitter

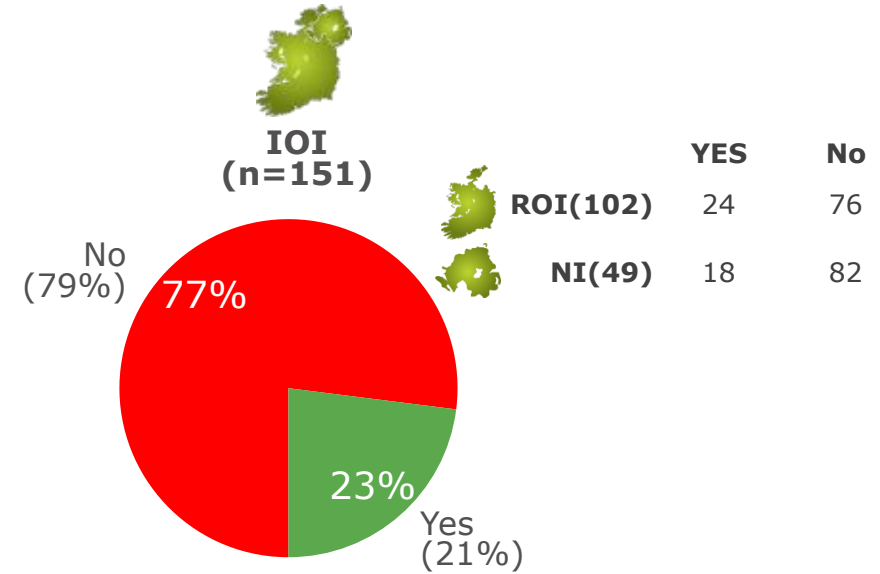
Base: All Respondents who use Facebook at least once a month (n=525)

facebook



Base: All Respondents who use Twitter at least once a month (n=151)

twitter



() bracketed figures denote ST16

"like" or "follow" x Demographics



Base: All using Facebook at least once a month
'Like'

facebook

ROI (n = 336)		Gender		Age					Social Class	
	TOTAL (336) %	Male (156) %	Female (180) %	15-24 (73) %	25-34 (87) %	35-49 (127) %	50-64 (43) %	65+ (9) %	ABC1 (164) %	C2DE (172) %
Yes	24	27	22	22	23	31	16	17	25	23
No	76	73	78	78	77	69	84	83	75	77
NI (n = 189)		Gender		Age					Social Class	
	TOTAL (189) %	Male (79) %	Female (110) %	15-24 (51) %	25-34 (47) %	35-49 (66) %	50-64 (17) %	65+ (8) %	ABC1 (80) %	C2DE (109) %
Yes	21	22	19	23	21	20	21	-	19	22
No	79	78	81	77	79	80	79	100	81	78

twitter

Base: All using twitter at least once a month
'Follow'

ROI (n = 102)		Gender		Age					Social Class	
	TOTAL (102) %	Male (65) %	Female (37) %	15-24 (27) %	25-34 (28) %	35-49 (39) %	50-64 (6) %	65+ (2) %	ABC1 (57) %	C2DE (45) %
Yes	24	26	20	22	25	27	18	-	28	19
No	76	74	80	78	75	73	82	100	72	81
NI (n = 49)		Gender		Age					Social Class	
	TOTAL (49) %	Male (25) %	Female (24) %	15-24 (22) %	25-34 (12) %	35-49 (10) %	50-64 (5) %	65+ (0) %	ABC1 (22) %	C2DE (27) %
Yes	18	20	16	10	36	15	24	-	18	18
No	82	80	84	90	64	85	76	-	82	82

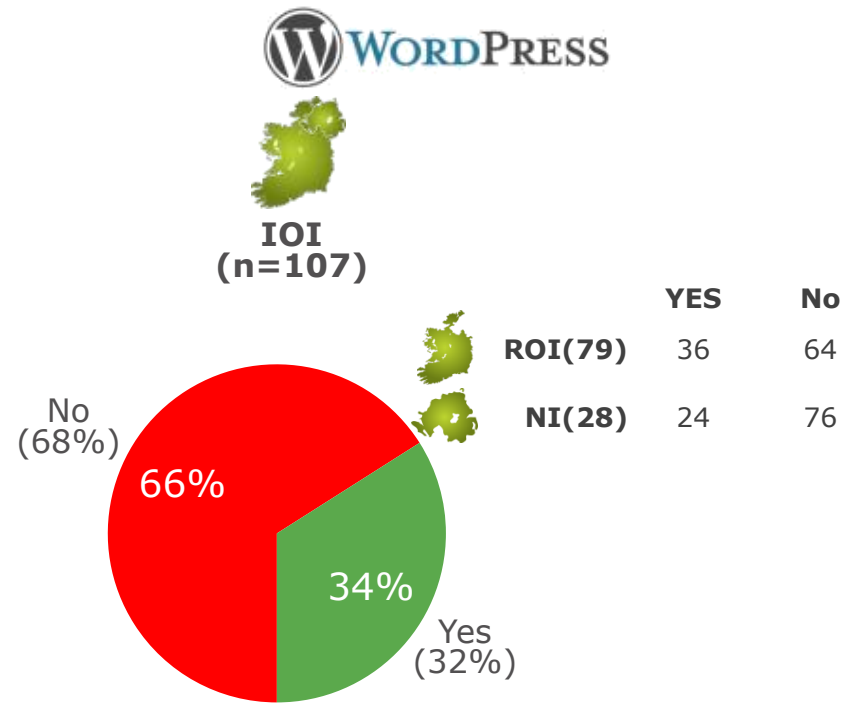
*Caution: Small Base size



Incidence of Reading Health Related Blogs

1 in 3 claim to read or have read blogs written by health experts

Base: All Respondents who use WordPress at least once a month (n=107)



() bracketed figures denote ST16

*Caution: Small Base size



Read Blogs X Demographics

Base: All Respondents who use WordPress at least once a month



ROI n = 79		Gender		Age					Social Class	
	TOTAL (79) %	Male (50) %	Female (29) %	15-24 (23) %	25-34 (19) %	35-49 (25) %	50-64 (10) %	65+ (2) %	ABC1 (45) %	C2DE (34) %
Yes	36	37	35	33	46	26	43	49	36	37
No	64	63	65	67	54	74	57	51	64	63

NI n = 28		Gender		Age					Social Class	
	TOTAL (28) %	Male (14) %	Female (14) %	15-24 (12) %	25-34 (10) %	35-49 (6) %	50-64 (0) %	65+ (0) %	ABC1 (10) %	C2DE (18) %
Yes	24	7	39	27	13	34	-	-	39	11
No	76	93	61	73	87	66	-	-	61	89

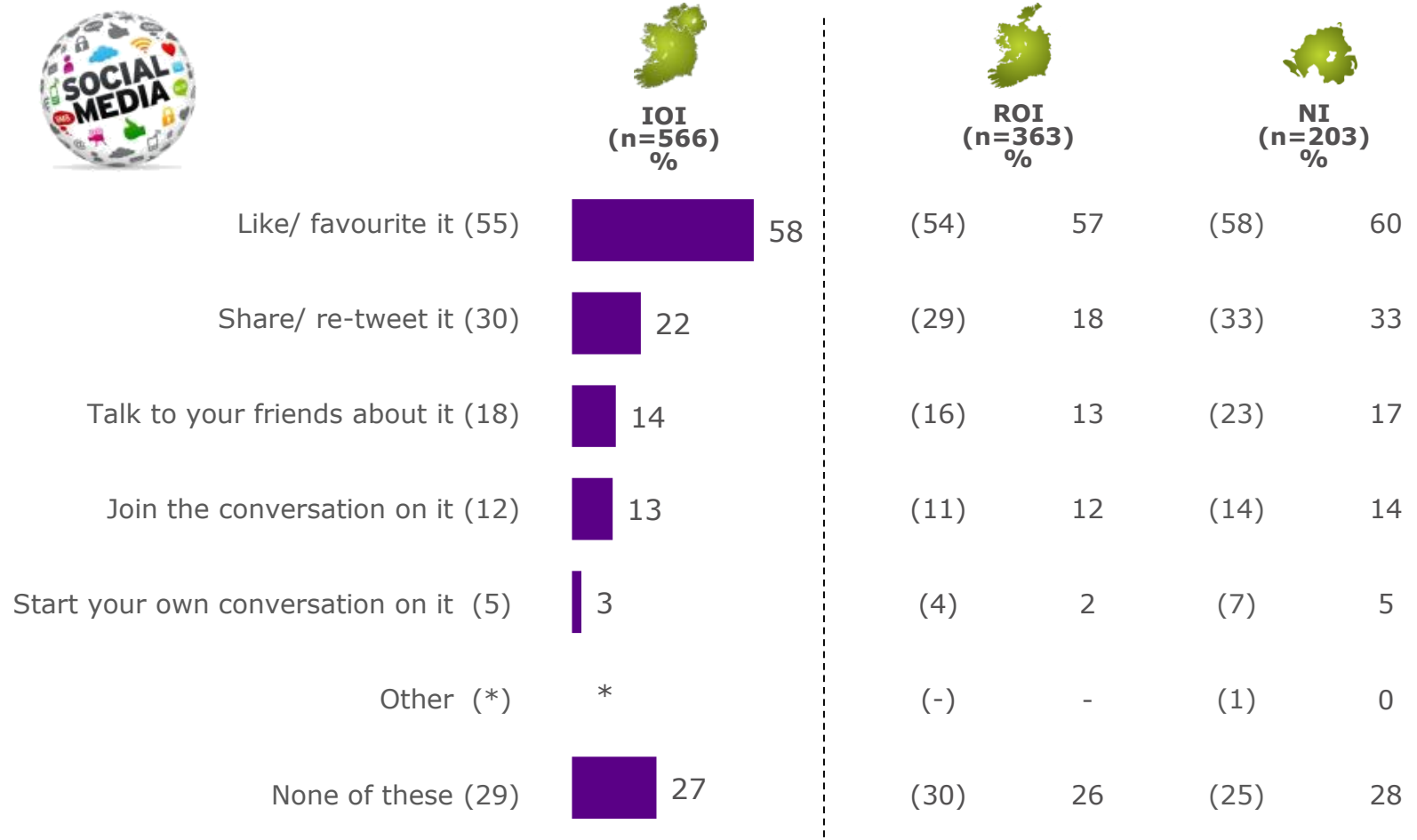
*Caution: Small Base size



Engaging on Social Media

In both regions, there appears to be less active engagement across the board with social media over and above "liking" a post

Base: All Respondents who use any Social Media at least once a month (n=566)



() bracketed figures denote ST16

Engaging on Social Media x Demographics



Base: All Respondents who use any Social Media at least once a month



ROI n = 363		Gender		Age					Social Class	
	TOTAL (363) %	Male (170) %	Female (193) %	15-24 (73) %	25-34 (88) %	35-49 (134) %	50-64 (55) %	65+ (13) %	ABC1 (176) %	C2DE (187) %
Like\ favourite it	57	52	61	60	66	54	49	28	60	54
Share\ re-tweet it	18	17	20	22	17	19	18	6	24	14
Join the conversation on it	12	10	14	19	10	11	11	5	10	14
Start your own conversation on it	2	2	1	3	3	1	-	-	2	1
Talk to your friends about it	13	11	15	12	17	11	12	12	16	11
None	26	29	24	23	19	29	33	48	22	30

NI n = 214		Gender		Age					Social Class	
	TOTAL (203) %	Male (91) %	Female (112) %	15-24 (52) %	25-34 (50) %	35-49 (70) %	50-64 (22) %	65+ (9) %	ABC1 (88) %	C2DE (115) %
Like\ favourite it	60	60	60	69	59	65	40	27	56	66
Share\ re-tweet it	33	34	32	40	33	34	20	8	33	33
Join the conversation on it	14	15	13	13	16	16	9	-	12	16
Start your own conversation on it	5	6	5	4	8	7	-	-	5	6
Talk to your friends about it	17	24	11	25	20	12	14	-	18	17
Other, please specify	0	1	-	-	-	-	3	-	-	1
None	27	28	27	23	27	23	36	73	31	23

*Caution: Small Base size



Engage with Topics of Healthy Eating on Social Media:

1 in 3 engage in topics of healthy eating on social media – higher levels of engagement in ROI

Base: All Respondents who use any Social Media at least once a month (n=566)



Healthy Eating



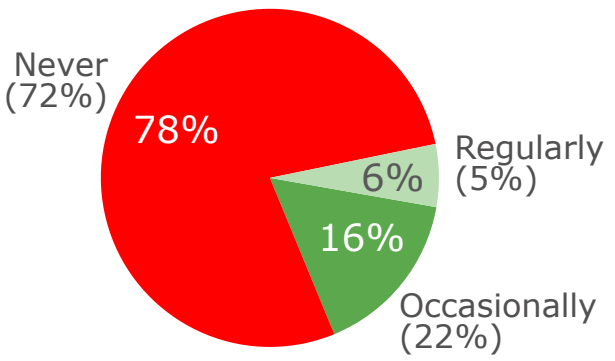
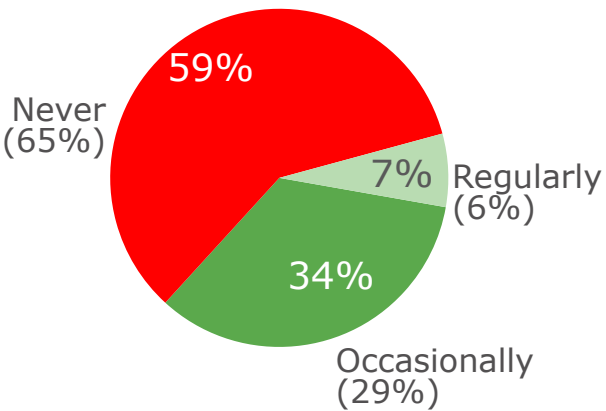
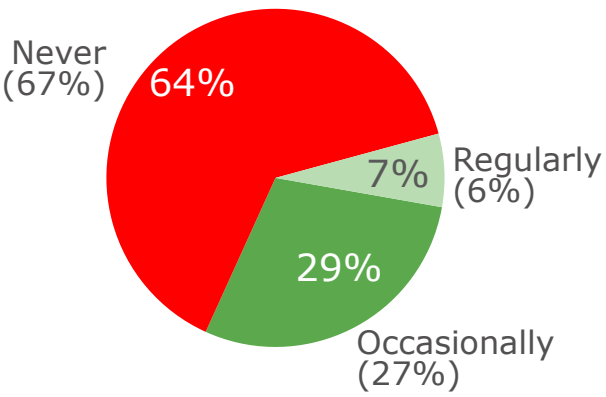
IOI
(n=566)



ROI
(n=363)



NI
(n=203)

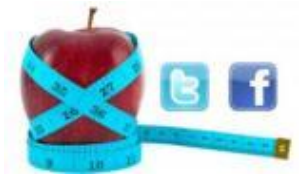


() bracketed figures denote ST16



Engaging in Topics of Healthy Eating X Demographics

Base: All Respondents who use any Social Media at least once a month



ROI n = 363		Gender		Age					Social Class	
	TOTAL (363) %	Male (170) %	Female (193) %	15-24 (73) %	25-34 (88) %	35-49 (134) %	50-64 (55) %	65+ (13) %	ABC1 (176) %	C2DE (187) %
Regularly	7	7	7	2	11	10	2	-	9	5
Occasionally	34	29	38	36	32	36	26	48	35	33
Never	59	64	55	62	56	54	73	52	56	62

NI n = 203		Gender		Age					Social Class	
	TOTAL (203) %	Male (91) %	Female (112) %	15-24 (52) %	25-34 (50) %	35-49 (70) %	50-64 (22) %	65+ (9) %	ABC1 (88) %	C2DE (115) %
Regularly	6	5	7	2	10	6	7	-	7	5
Occasionally	16	13	20	16	11	17	33	-	13	20
Never	78	83	74	81	79	77	60	100	80	75

*Caution: Small Base size

Engage with Topics of Dieting & Weight Loss on Social Media

Similar to last year 1 in 3 engage in topics of dieting and weight loss on social media



Base: All Respondents who use any Social Media at least once a month (n=566)



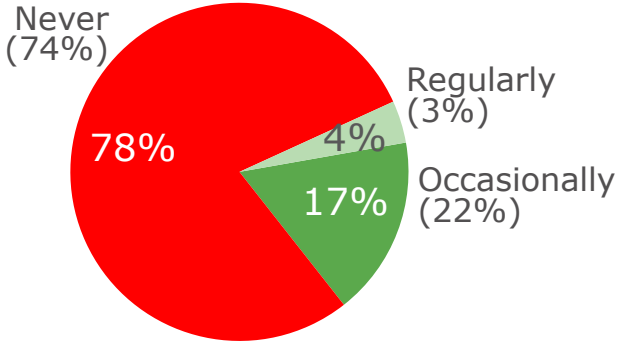
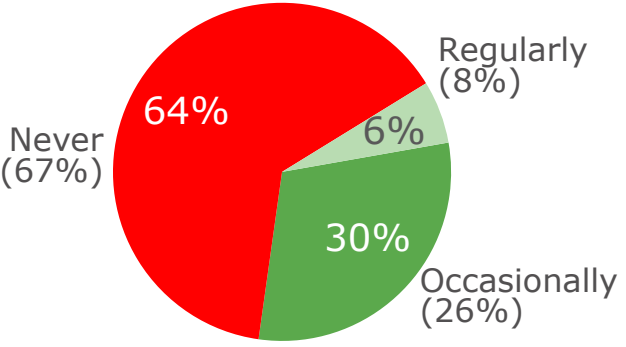
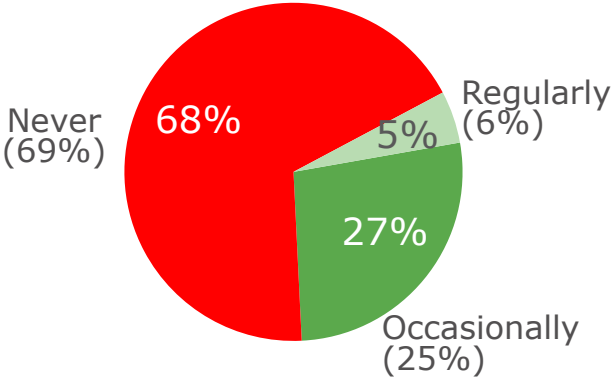
Dietary and Weight Loss



IOI
(n=566)

ROI
(n=363)

NI
(n=203)



() bracketed figures denote ST16



Engage with Topics of Dieting & Weight Loss X Demographics

Base: All Respondents who use any Social Media at least once a month



ROI n = 363		Gender		Age					Social Class	
	TOTAL (363) %	Male (170) %	Female (193) %	15-24 (73) %	25-34 (88) %	35-49 (134) %	50-64 (55) %	65+ (13) %	ABC1 (176) %	C2DE (187) %
Regularly	6	4	7	3	6	10	2	-	5	7
Occasionally	30	31	30	44	25	27	27	32	32	29
Never	64	65	63	54	69	62	71	68	63	65

NI n = 203		Gender		Age					Social Class	
	TOTAL (203) %	Male (91) %	Female (112) %	15-24 (52) %	25-34 (50) %	35-49 (70) %	50-64 (22) %	65+ (9) %	ABC1 (88) %	C2DE (115) %
Regularly	4	3	6	4	4	4	10	-	4	4
Occasionally	17	12	22	24	21	12	16	-	12	23
Never	78	86	72	71	75	84	75	100	83	72

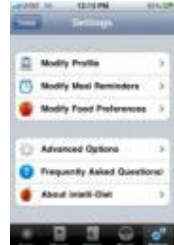
*Caution: Small Base size



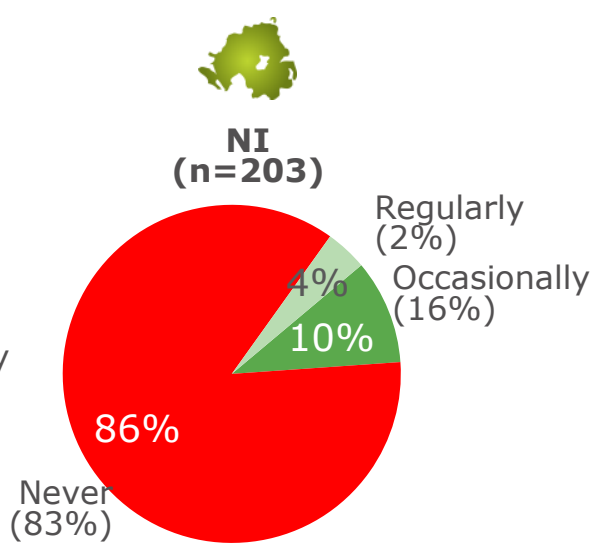
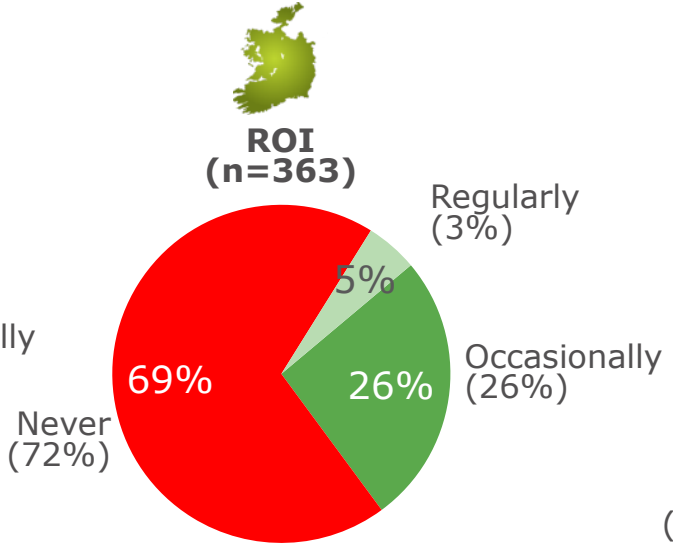
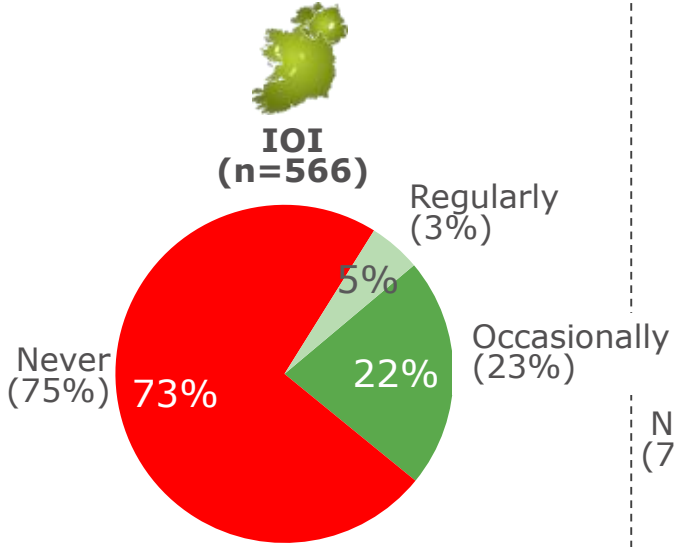
Engage with Topics of Food Safety on Social Media

Approximately, one in four engaging with topic of Food Safety on social media – higher incidence in ROI

Base: All Respondents who use any Social Media at least once a month (n=566)



Food Safety



() bracketed figures denote ST16



Engage with Topics of Food Safety X Demographics

Base: All Respondents who use any Social Media at least once a month



ROI n = 363		Gender		Age					Social Class	
	TOTAL (363) %	Male (170) %	Female (193) %	15-24 (73) %	25-34 (88) %	35-49 (134) %	50-64 (55) %	65+ (13) %	ABC1 (176) %	C2DE (187) %
Regularly	5	6	5	5	6	5	5	-	7	4
Occasionally	26	24	28	32	19	30	20	32	28	25
Never	69	70	67	63	75	64	75	68	66	71

NI n = 203		Gender		Age					Social Class	
	TOTAL (203) %	Male (91) %	Female (112) %	15-24 (52) %	25-34 (50) %	35-49 (70) %	50-64 (22) %	65+ (9) %	ABC1 (88) %	C2DE (115) %
Regularly	4	1	6	-	6	6	4	-	4	3
Occasionally	10	9	11	17	5	8	16	-	8	12
Never	86	89	83	83	89	87	80	100	88	84

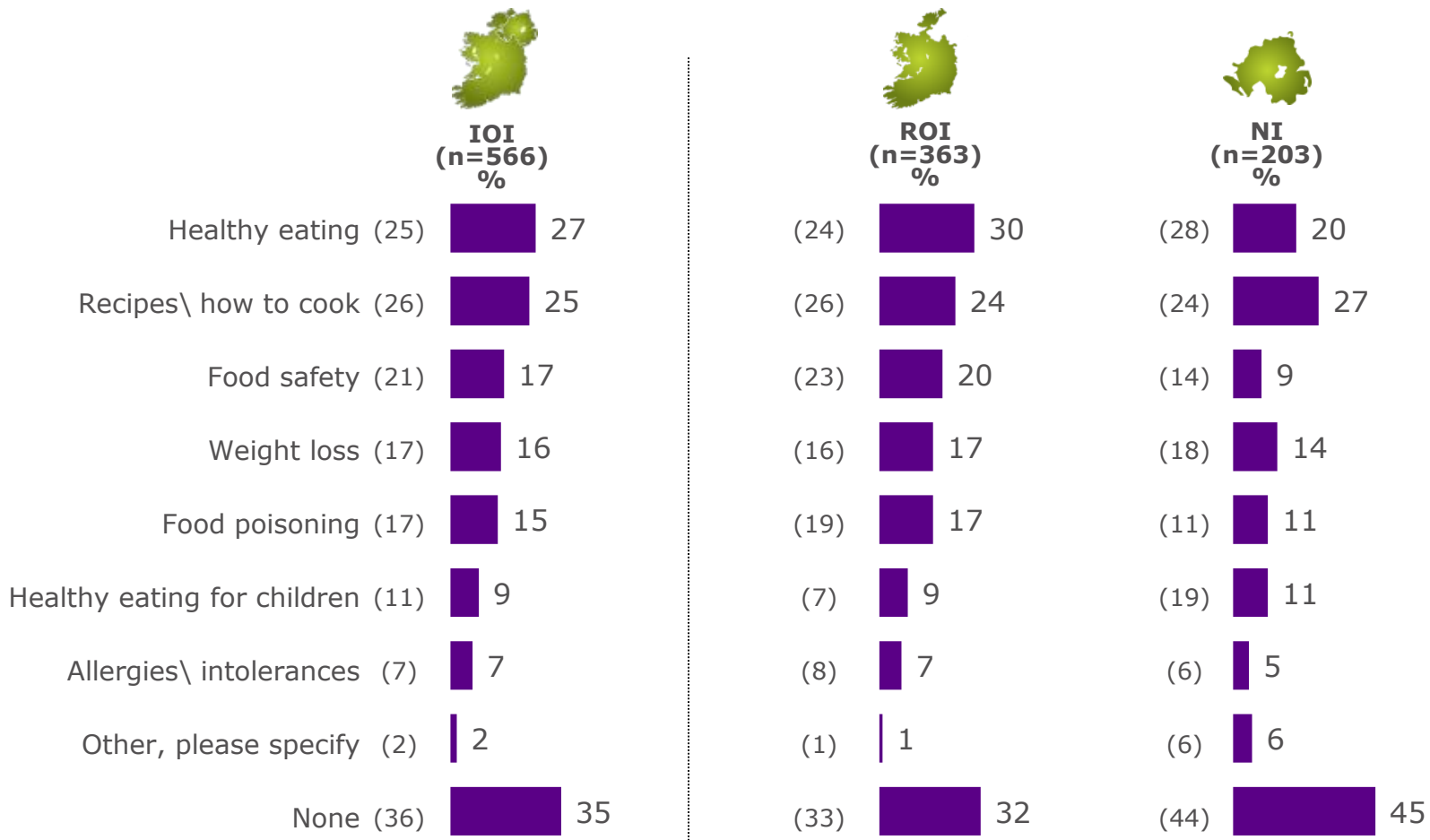
*Caution: Small Base size



Food Related Topics

Recipes and healthy eating are popular topics on social Media, decline in interest on food safety in both ROI and NI

Base: All Respondents who use any Social Media at least once a month (n=566)



() bracketed figures denote ST16

Food Related Topics x Demographics



Base: All Respondents who use any Social Media at least once a month



ROI n = 355		Gender		Age					Social Class	
	TOTAL (363) %	Male (170) %	Female (193) %	15-24 (73) %	25-34 (88) %	35-49 (134) %	50-64 (55) %	65+ (13) %	ABC1 (176) %	C2DE (187) %
Food safety	20	19	21	14	15	23	26	43	19	21
Food poisoning	17	21	13	9	16	21	19	24	16	18
Healthy eating	30	30	30	31	29	38	15	30	34	26
Weight loss	17	14	20	17	16	22	11	-	16	18
Recipes\ how to cook	24	21	28	20	31	25	23	-	29	20
Allergies\ intolerances	7	9	6	7	6	11	3	-	9	6
Healthy eating for children	9	8	9	5	11	12	5	-	9	9
Other, please specify	1	1	1	-	1	1	1	-	1	1
None	32	31	32	36	26	28	41	46	28	35

NI n = 214		Gender		Age					Social Class	
	TOTAL (203) %	Male (91) %	Female (112) %	15-24 (52) %	25-34 (50) %	35-49 (70) %	50-64 (22) %	65+ (9) %	ABC1 (88) %	C2DE (115) %
Food safety	9	9	10	8	11	11	9	-	12	6
Food poisoning	11	10	12	14	4	15	12	-	12	10
Healthy eating	20	17	23	16	22	28	7	-	19	21
Weight loss	14	8	20	12	11	17	22	-	16	13
Recipes\ how to cook	27	22	32	17	17	41	31	37	27	28
Allergies\ intolerances	5	5	6	4	6	6	6	-	5	6
Healthy eating for children	11	11	11	6	11	20	-	-	14	8
Other, please specify	6	7	4	2	2	6	20	13	8	3
None	45	52	39	54	57	27	40	63	43	47

*Caution: Small Base size



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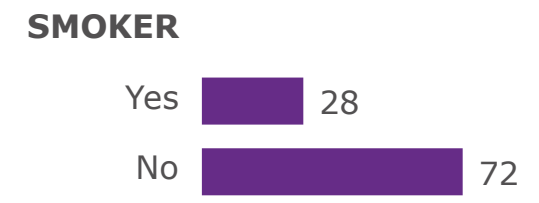
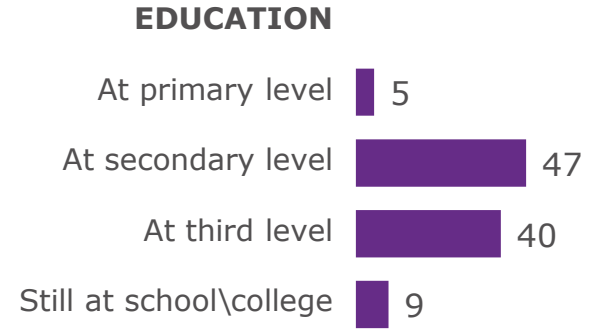
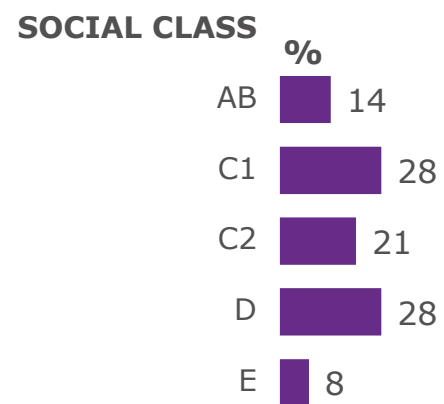
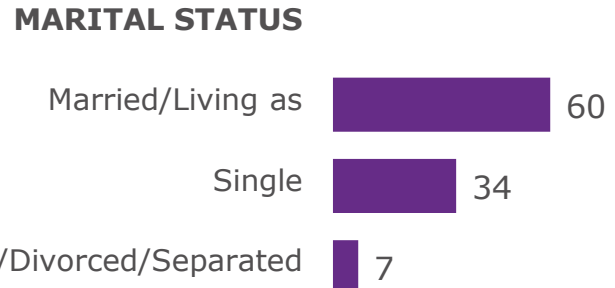
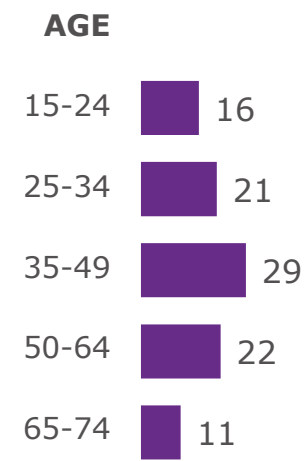
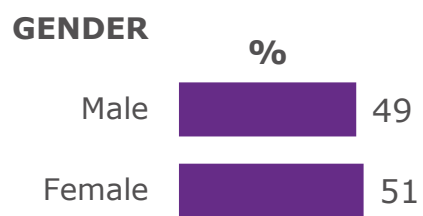
Appendix



Demographics - ROI



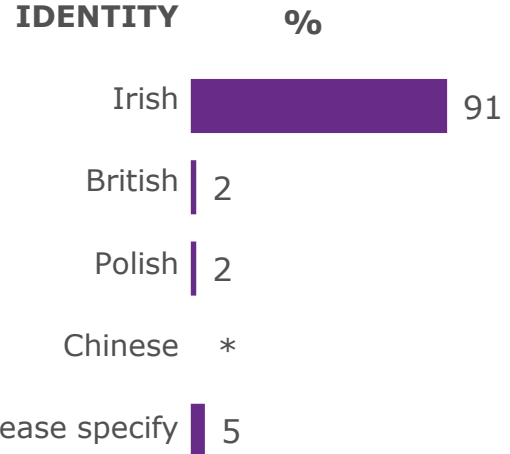
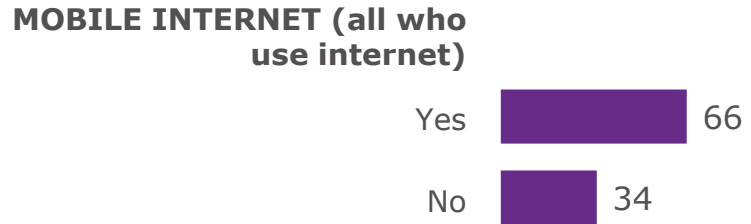
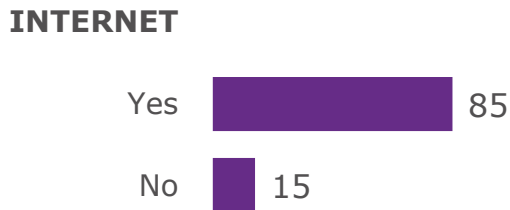
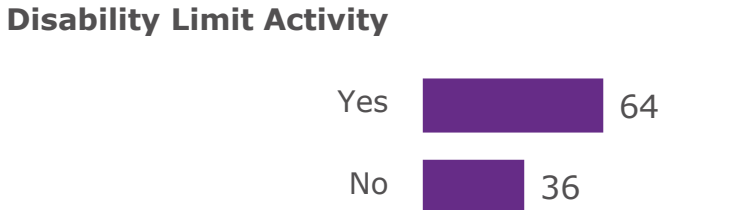
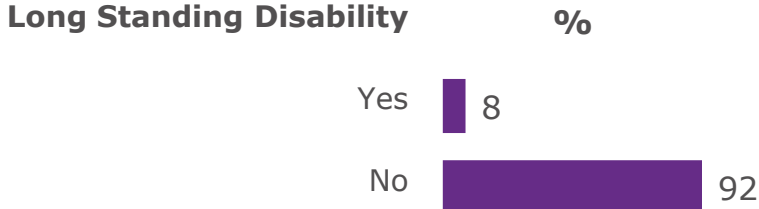
Base: All Respondents (504)



Demographics - ROI



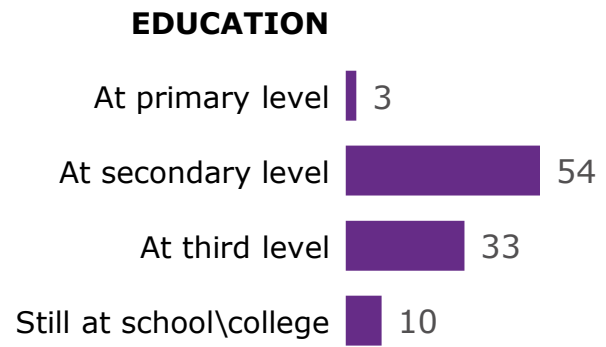
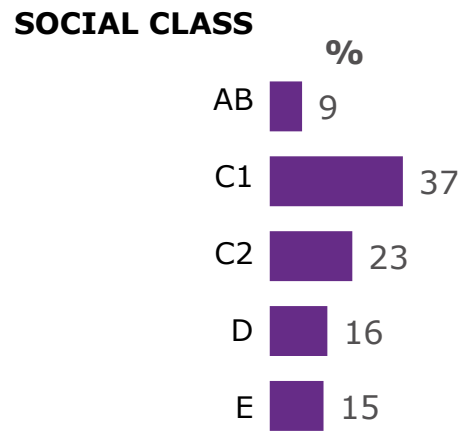
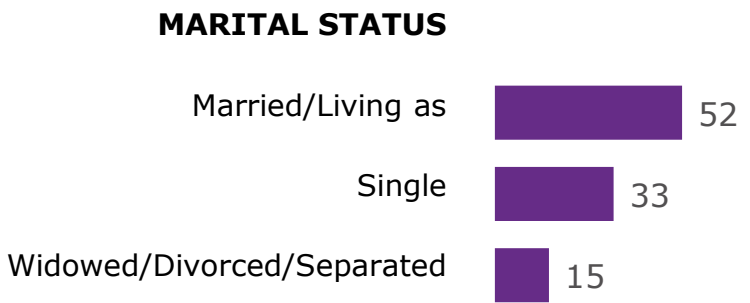
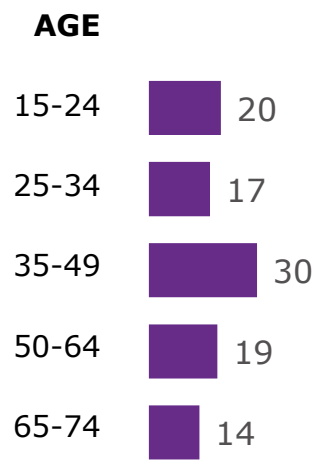
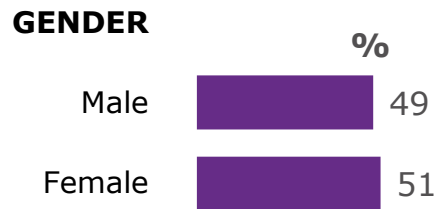
Base: All ROI Respondents (504)



Demographics - NI



Base: All Respondents (301)

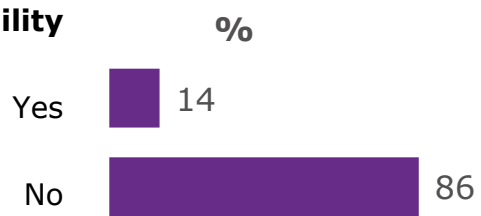


Demographics - NI

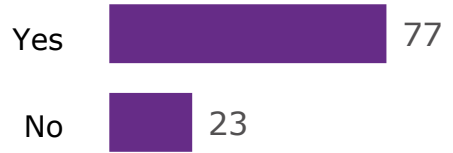


Base: All Respondents (304)

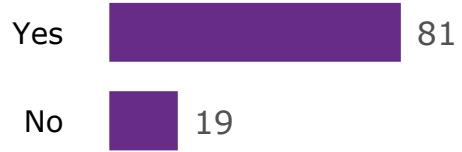
Long Standing Disability



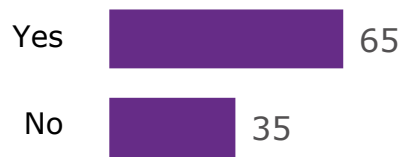
Disability Limit Activity



INTERNET



MOBILE INTERNET (all who use internet)

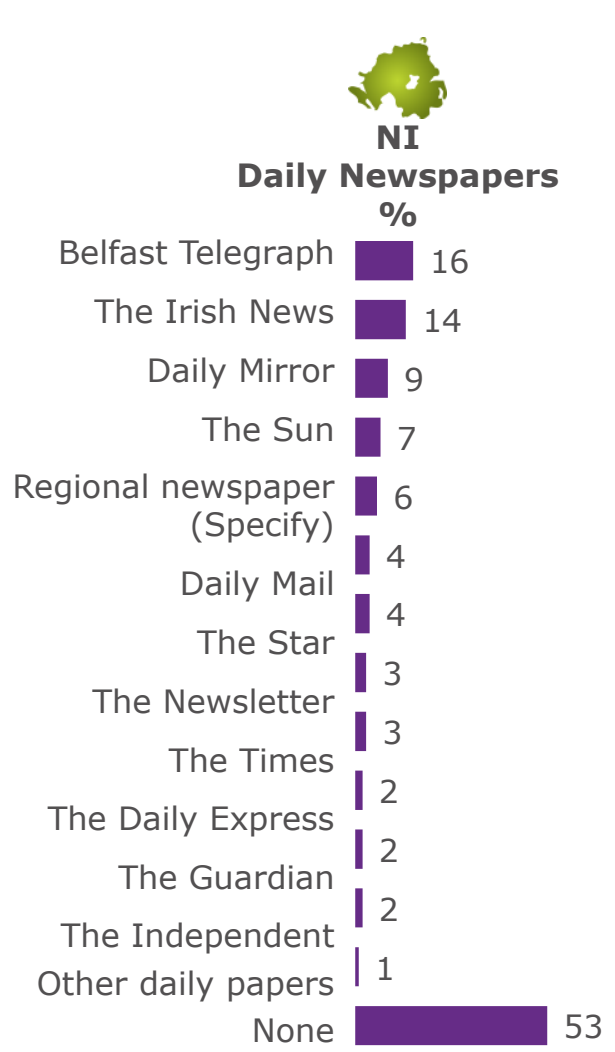
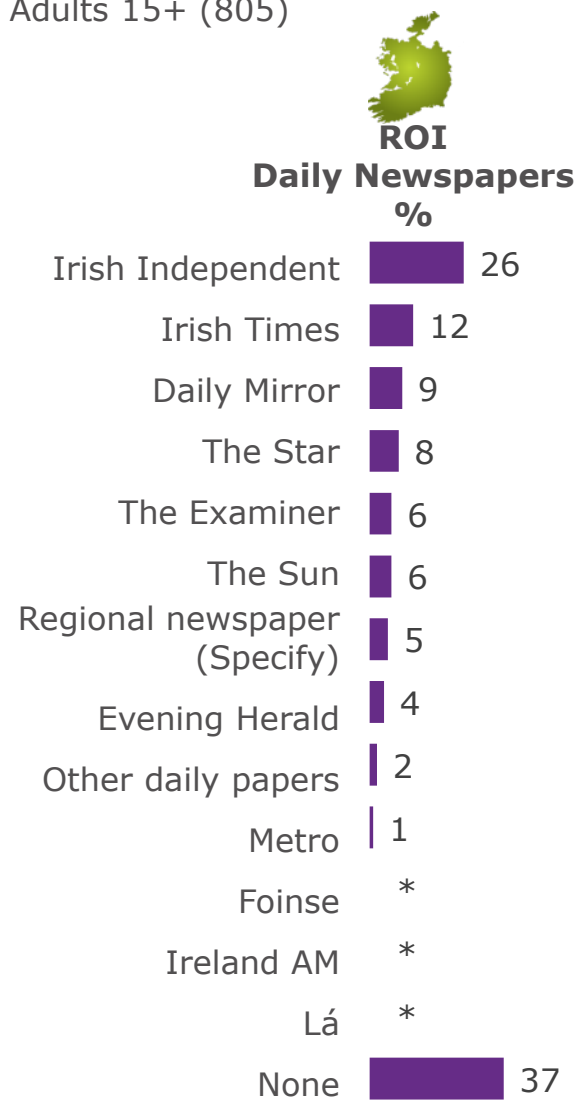


IDENTITY



Daily Newspaper Readership

Base: IOI Adults 15+ (805)



Sunday Paper Readership

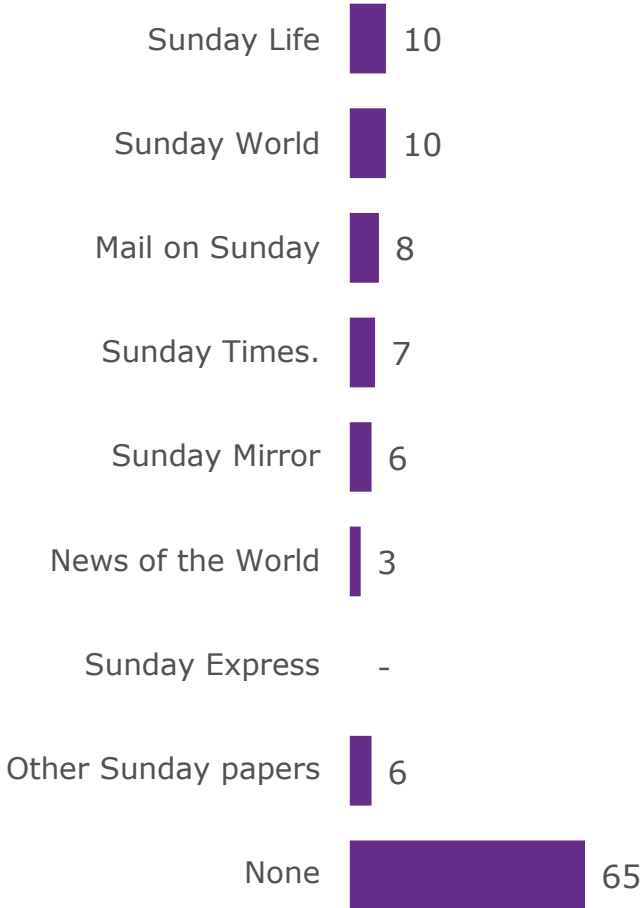
Base: IOI Adults 15+ (805)



ROI Sunday Newspapers %



NI Sunday Newspapers %

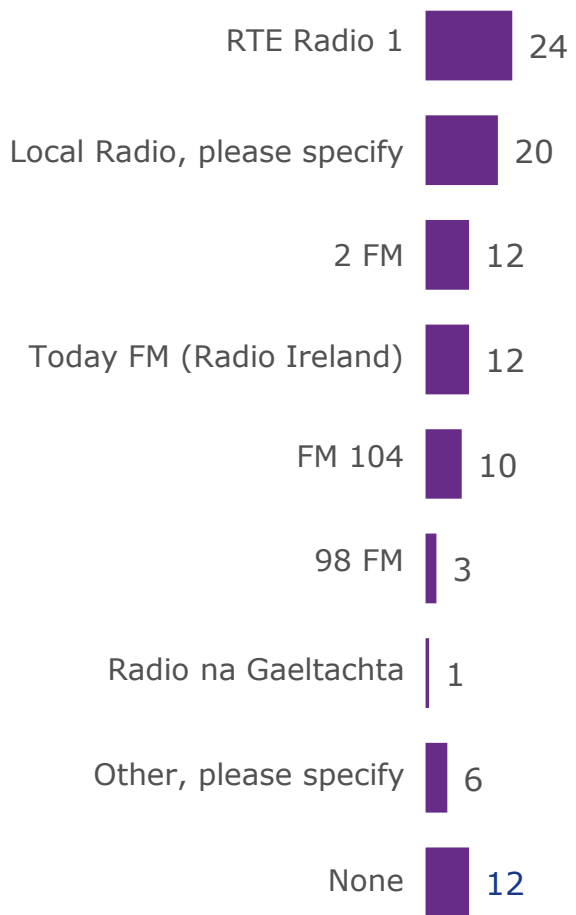


Radio Station Listenership

Base: IOI Adults 15+ (805)



ROI Radio Stations %



NI Radio Stations %

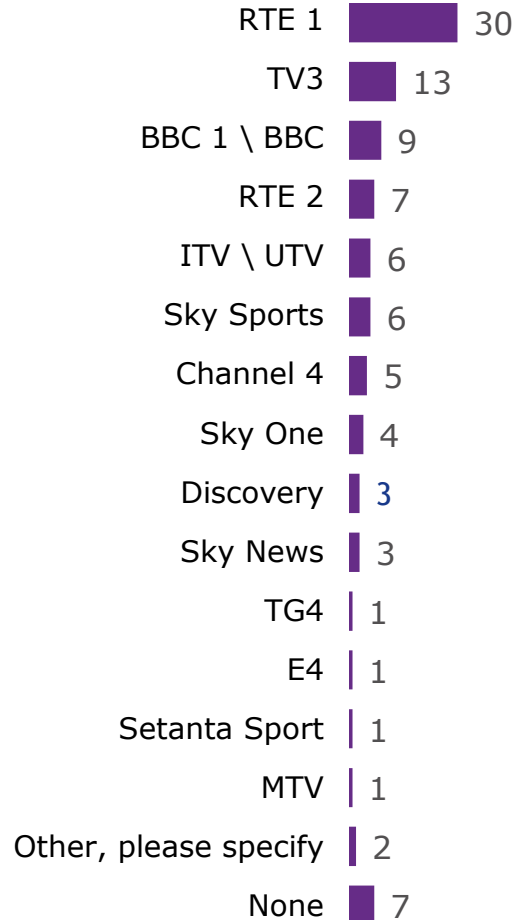


TV Channels watched most often

Base: IOI Adults 15+ (805)



ROI TV Stations %



NI TV Stations %



Social Media

Base: IOI Adults 15+ (805)

