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15th January 2021

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# INTRODUCTION

# 1

# RESEARCH METHODOLOGY

- Since its inception, the safetrak research has been conducted face-to-face among a nationally representative sample of adults across the island of Ireland.
- Due to restrictions in place to prevent the spread of COVID-19, it was not possible to proceed with this methodology in 2020. Therefore, the 2020 safetrak research was undertaken using a telephone methodology.
- The total number of interviews achieved 802 (500 ROI and 302 NI).
- Fieldwork was conducted between mid November and mid December 2020.
- Data was weighted to Census estimates at the analysis stage.



# SAMPLE PROFILE





# 83%

Involved in Food Preparation and/  
or Cooking

Q.B *Are you involved in food preparation and/or cooking in your household?*  
Base: *All Respondents: 802*

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 **Ipsos MRBI**  
GAME CHANGERS

# FINDINGS

# 2

# FOOD SAFETY CONCERNS

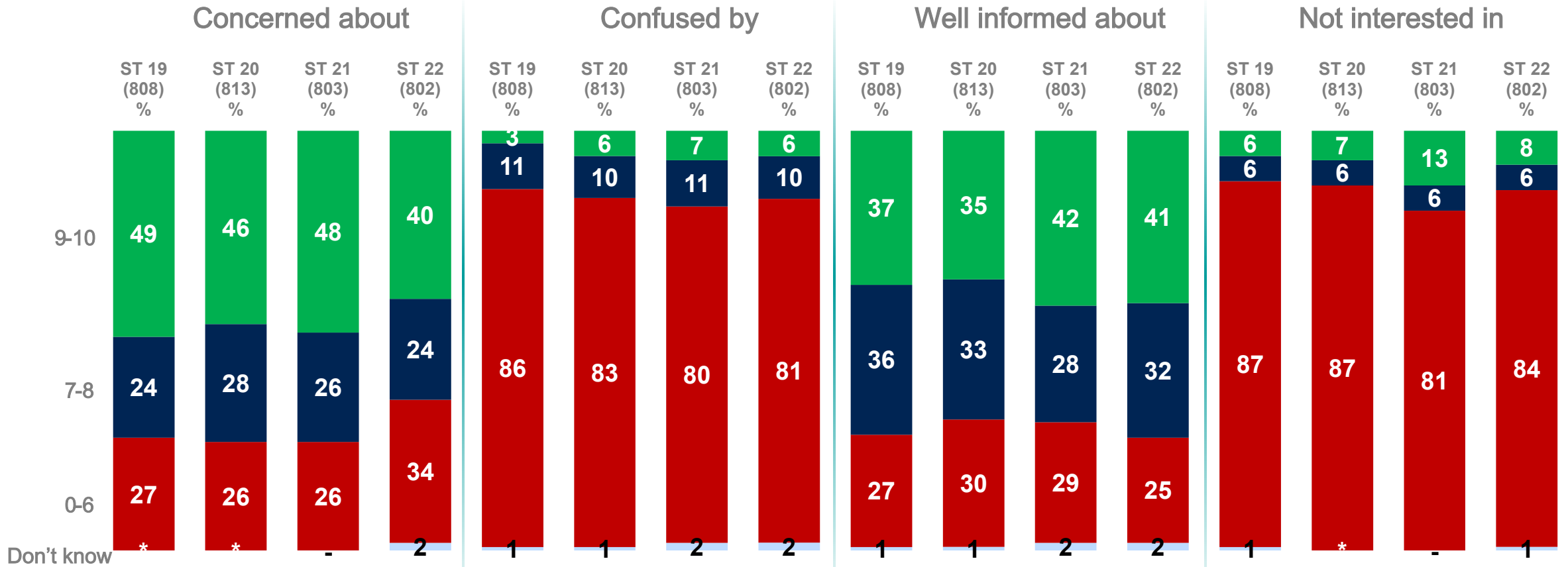
A close-up photograph of a person's hand holding a light-colored wooden block. The block has the word 'FOOD' printed in black capital letters on the top line and the word 'SAFETY' printed in red capital letters on the bottom line. The background is a blurred white surface, possibly a wall or a door. In the top-left corner of the overall image, there are two diagonal stripes, one teal and one blue.

**FOOD  
SAFETY**



# LEVEL OF AGREEMENT WITH STATEMENTS ABOUT FOOD SAFETY

Overall concern about food safety stands at 64%. Just over 4 in 10 (41%) completely agree that they are well



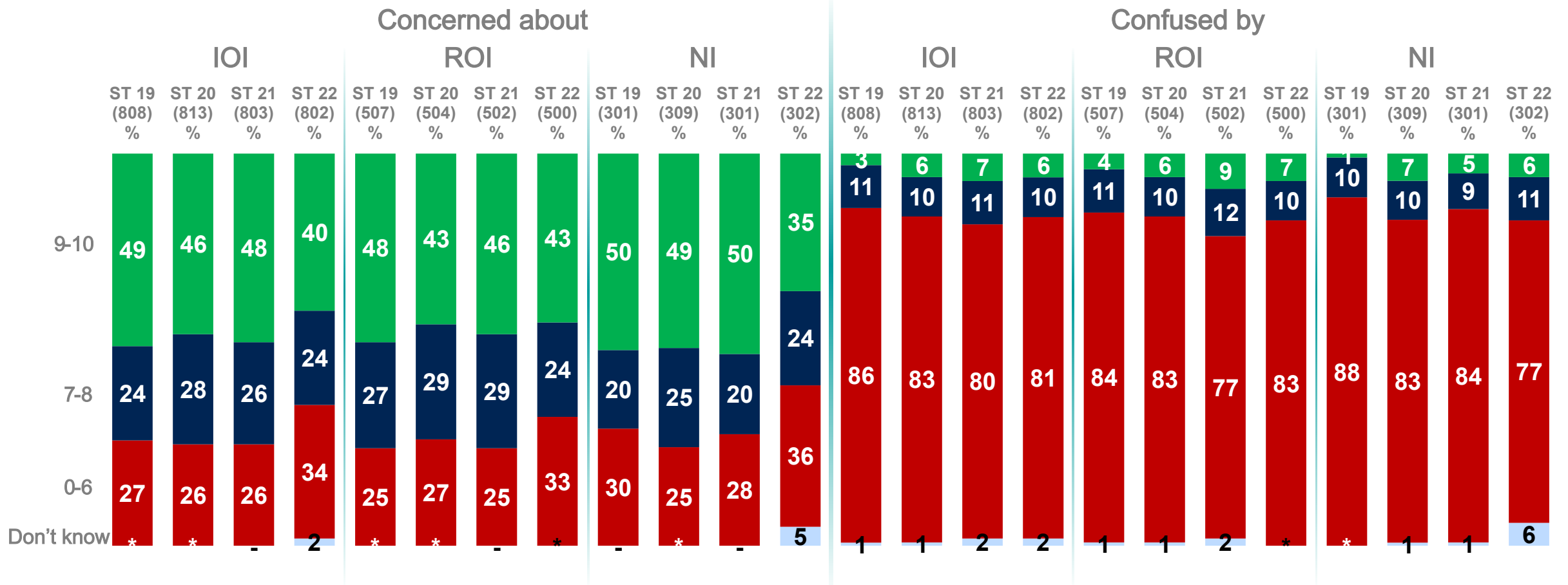
Q.11 On a scale of 0 to 10 please tell me how much you agree or disagree with the following. 0 means you completely disagree 10 means you completely agree.

Base: All Respondents: 802

10=Complete Agree  
0=Complete Disagree

# LEVEL OF AGREEMENT WITH STATEMENTS ABOUT FOOD SAFETY

Adults in ROI (67%) are more likely to be concerned about food safety than NI (59%).



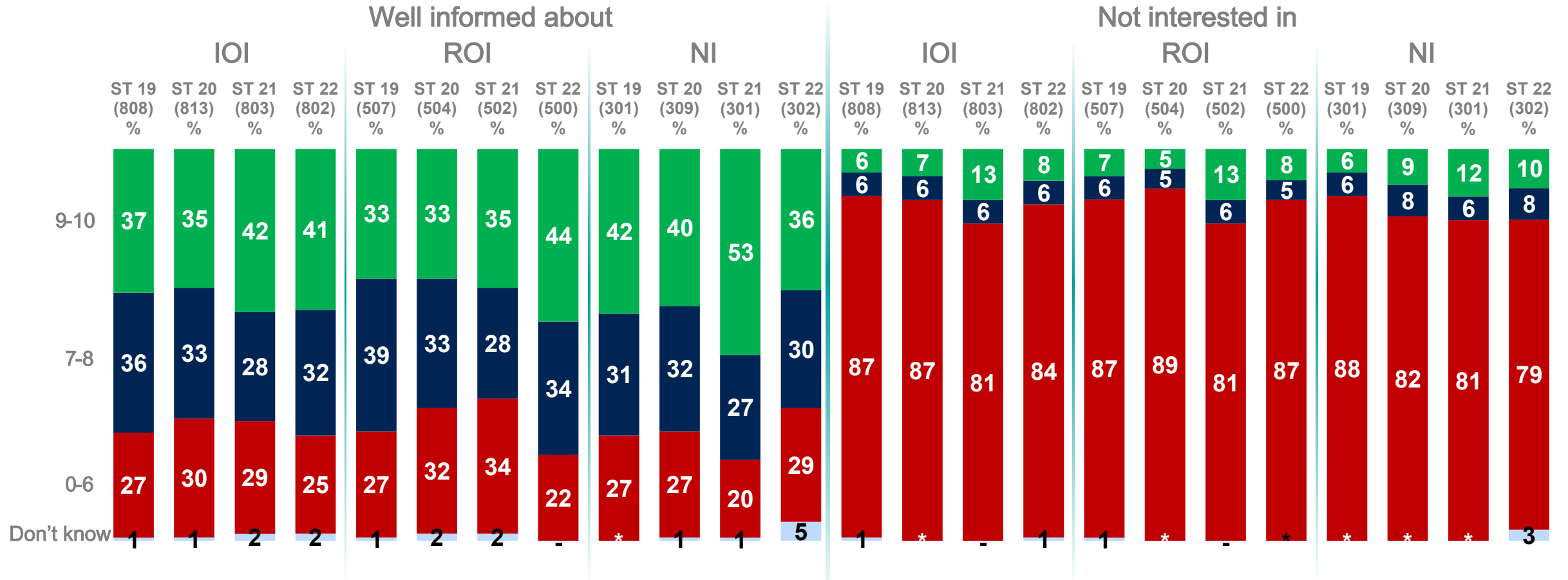
Q.11 On a scale of 0 to 10 please tell me how much you agree or disagree with the following. 0 means you completely disagree 10 means you completely agree.

Base: All Respondents: 802 (IOI), 500 (ROI), 302 (NI)

10=Complete Agree  
0=Completely Disagree

# LEVEL OF AGREEMENT WITH STATEMENTS ABOUT FOOD SAFETY

78% of adults in ROI agree that they are 'Well informed' compared to 66% in NI. Levels of interest in food safety are higher in ROI at 18% than in ROI at 13%.



Q.11 On a scale of 0 to 10 please tell me how much you agree or disagree with the following. 0 means you completely disagree 10 means you completely agree.

Base: All Respondents: 802 (IOI), 500 (ROI), 302 (NI)

10=Completely Agree  
0=Completely Disagree



# FOOD SAFETY CONCERNS BY DEMOGRAPHICS (TOP 2 BOXES)

Those aged 50 or over are most likely to be concerned about food safety in ROI

		Gender		Age				Social Class	
	Total (500) %	Male (269) %	Female (231) %	15-34 (100) %	35-49 (149) %	50-64 (164) %	65-74 (87) %	ABC1 (304) %	C2DEF (196) %
Concerned about food safety	43	45	42	29	45	<b>56</b>	<b>57</b>	40	46
Confused about food safety	7	5	9	9	7	4	8	4	9
Well informed about food safety	44	37	51	38	44	54	44	39	48
Not interested in food safety	8	10	5	8	4	11	10	5	9

Q.11 On a scale of 0 to 10 please tell me how much you agree or disagree with the following. 0 means you completely disagree 10 means you completely agree.

Base: All ROI Respondents: 500

# FOOD SAFETY CONCERNS BY DEMOGRAPHICS (TOP 2 BOXES)

In NI, those aged 49 are most likely to be concerned about and well informed about food safety

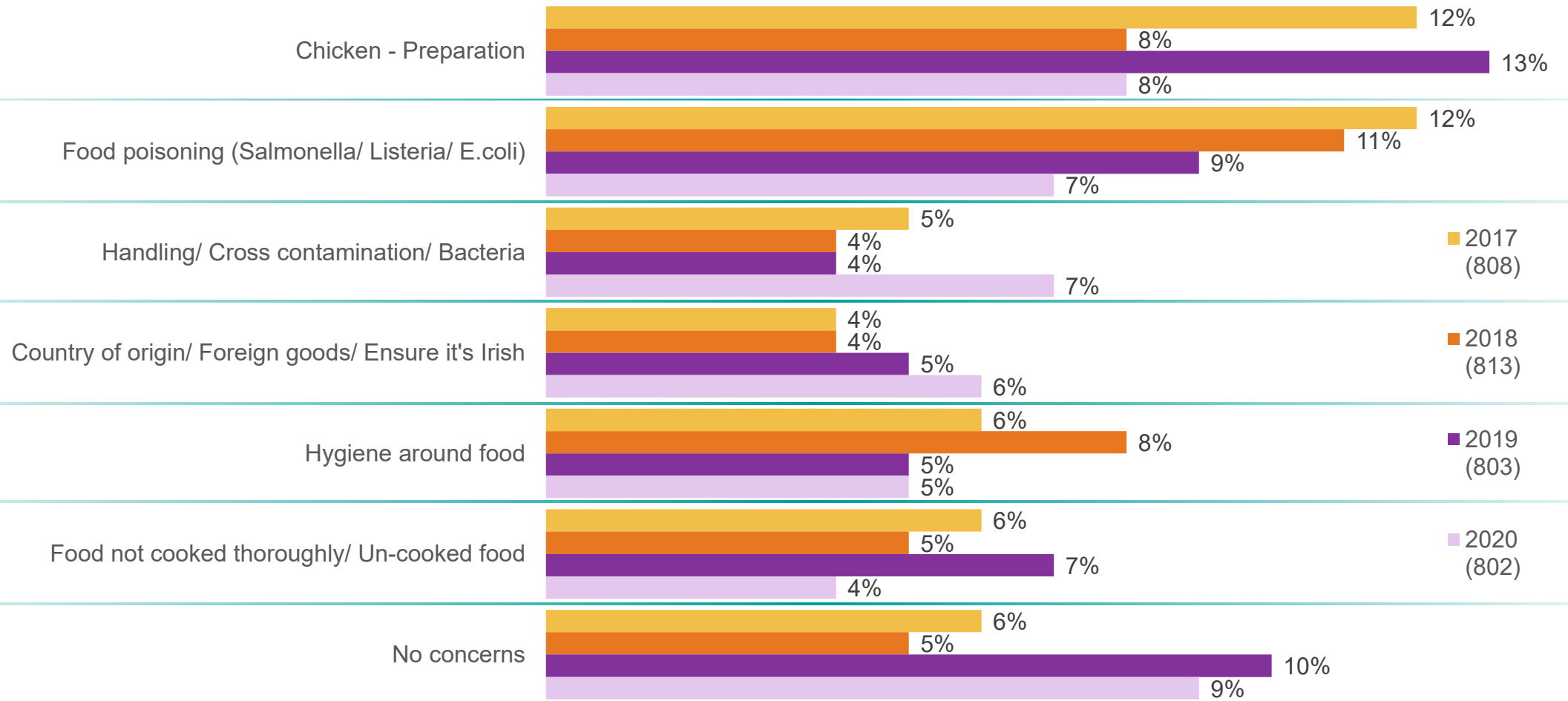
	Total (302) %	Gender		Age				Social Class	
		Male (97) %	Female (205) %	16-34 (43) %	35-49 (61) %	50-64 (119) %	65-74 (79) %	ABC1 (192) %	C2DEF (110) %
Concerned about food safety	35	31	38	17	<b>47</b>	41	41	41	30
Confused about food safety	6	6	5	4	5	8	7	6	5
Well informed about food safety	36	27	34	18	<b>48</b>	41	42	34	37
Not interested in food safety	10	9	11	11	11	8	5	7	12

Q.11 On a scale of 0 to 10 please tell me how much you agree or disagree with the following. 0 means you completely disagree 10 means you completely agree.

Base: All NI Respondents: 302

# FOOD RELATED ISSUE OF MOST CONCERN

Chicken preparation is the most common food related concern on the island of Ireland at 8%.



Q.12 What one food related issue are you most concerned about?  
 Base: All Respondents: 802

Only responses 4% or above from 2020 shown



# FOOD RELATED ISSUE OF MOST CONCERN

Food poisoning (8%) is the top food related issue of most concern in ROI and chicken preparation the top issue

Top 5 Issues Of Most Concern	
	ROI (500) %
Food poisoning (Salmonella/Listeria/E.coli)	8
Handling/ Cross contamination/ Bacteria	7
Chicken preparation	6
Country of origin/foreign food	6
Hygiene around food	6

Top 5 Issues Of Most Concern	
	NI (302) %
Chicken Preparation	9
Handling/ Cross contamination/ Bacteria	8
Hygiene in your Kitchen	7
Food poisoning (Salmonella/ Listeria/E.coli)	6
Country of origin/ Foreign goods/ Ensure it is Irish	6

Q.12 What one food related issue are you most concerned about?  
Base: All Respondents: 802

() = denotes change vs. Safetrak 21

# FOODS OF MOST CONCERN (1ST MENTION TRENDED)

Chicken is the food of most concern (37%), followed by shellfish (17%), ready meals (13%).

	2017	2018	2019	2020
	(808)	(813)	(803)	(802)
	%	%	%	%
Chicken/poultry	43	44	33	37
Shellfish	7	9	9	17
Ready meals	6	6	7	13
Fish	8	5	7	6
Frozen foods	2	5	4	5
Eggs	4	5	4	2
Cooked rice/pasta	1	1	2	2
Dairy products (e.g. milk yoghurt)	2	2	2	2
Raw steak	4	6	6	3
Raw mince meat	11	8	12	8
Other	2	*	1	*
Do not have concern about any of these foods	9	6	11	2

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: 802

Others less than 2% in ST 22 not shown

# FOODS OF MOST CONCERN (ALL MENTIONS)

Raw mince meat and ready meals are more of a concern in ROI, Eggs (24%) and cooked rice/pasta (15%) a concern in NI.

	IOI				ROI				NI			
	2017 (808) %	2018 (813) %	2019 (803) %	2020 (802) %	2017 (507) %	2018 (504) %	2019 (502) %	2020 (500) %	2017 (301) %	2018 (309) %	2019 (301) %	2020 (302) %
Chicken/poultry	68	69	60	62	71	72	61	62	64	64	57	61
Raw mince meat	35	36	34	39	42	43	40	42	23	25	24	34
Shellfish	26	26	25	37	29	25	30	38	20	27	17	35
Fish	25	24	24	25	29	28	28	26	19	19	16	22
Ready meals	23	22	22	27	29	25	26	31	14	17	14	21
Eggs	21	20	20	19	20	19	22	17	23	23	17	24
Raw steak	17	21	19	13	18	20	17	12	16	23	23	15
Frozen foods	12	17	12	17	16	19	15	17	6	13	9	15
Dairy products (e.g. milk, yoghurt)	10	14	11	17	10	12	12	16	10	17	10	18
Cooked rice/pasta	7	8	9	10	5	6	9	7	10	11	8	15
Berries	1	2	4	2	2	1	5	2	1	2	1	1
Duck eggs	3	2	2	7	3	2	3	6	2	2	1	8
Other	4	1	1	2	5	1	1	2	2	*	2	3
Do not have concern about any of these foods	9	6	11	2	3	4	6	1	19	9	19	3

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: 802 (IOI), 500 (ROI), 302 (NI)



# FOODS OF MOST CONCERN (UNPROMPTED)

Chicken (39%) is also the most common food of concern when participants gave a spontaneous answer.

	IOI				ROI				NI			
	2017 (808) %	2018 (813) %	2019 (803) %	2020 (802) %	2017 (507) %	2018 (504) %	2019 (502) %	2020 (500) %	2017 (301) %	2018 (309) %	2019 (301) %	2020 (302) %
Chicken/poultry	36	42	33	39	39	41	35	41	31	44	30	36
All meats	14	15	15	23	15	14	14	28	12	17	16	14
Fish	9	7	7	10	12	9	10	11	3	3	3	6
Pork/ham	6	8	7	5	7	8	7	5	5	7	6	5
Raw meat/ food	3	6	5	9	3	6	4	6	2	6	6	16
Fast food/ convenience food	3	2	1	6	4	2	1	6	1	1	1	6
Eggs	4	4	4	3	5	4	5	3	2	3	2	2
Dairy	1	2	2	3	2	2	2	4	1	2	1	1
Other	5	2	2	5	4	3	1	3	7	2	3	7
None/not concerned about any food	8	5	8	6	3	2	2	5	17	8	18	7

Q.13a Which foods, if any, would you be MOST concerned about when thinking about food safety?  
Base: All Respondents: 802 (IOI), 500 (ROI), 302(NI)

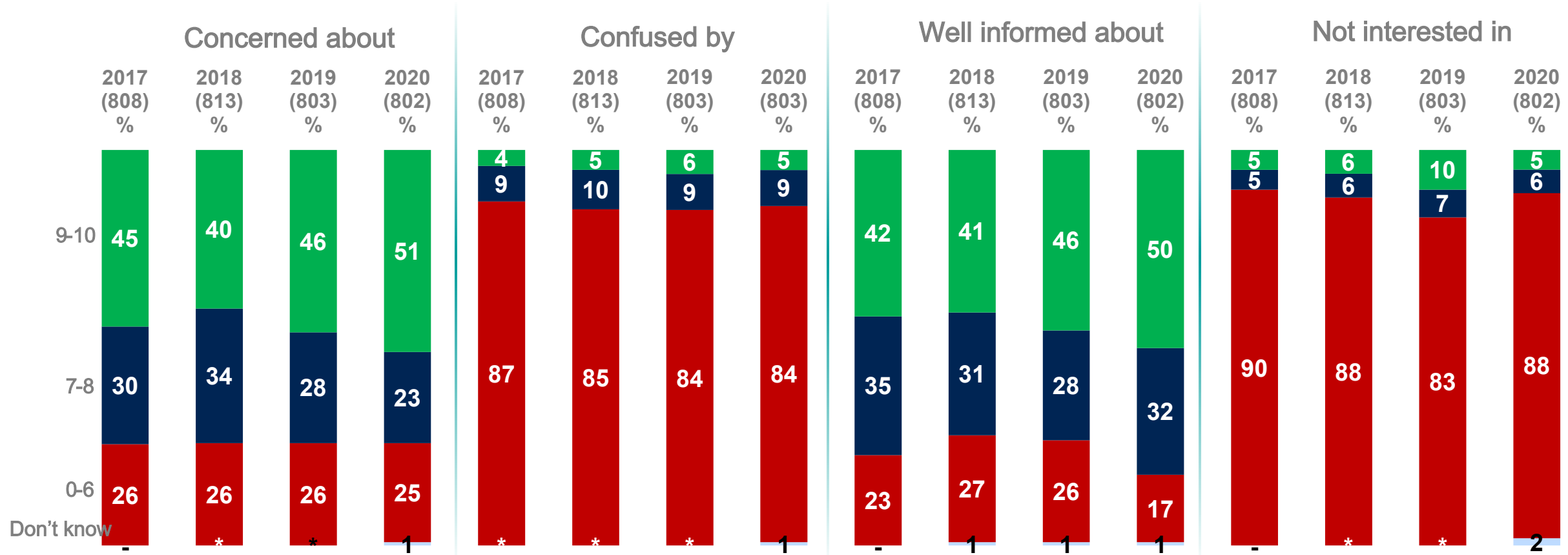
\* Others 3% or less of total not shown

# HEALTHY EATING



# LEVEL OF AGREEMENT WITH STATEMENTS ABOUT HEALTHY EATING

74% of adults are concerned about eating healthy, while 82% state that they are 'well informed' about healthy eating



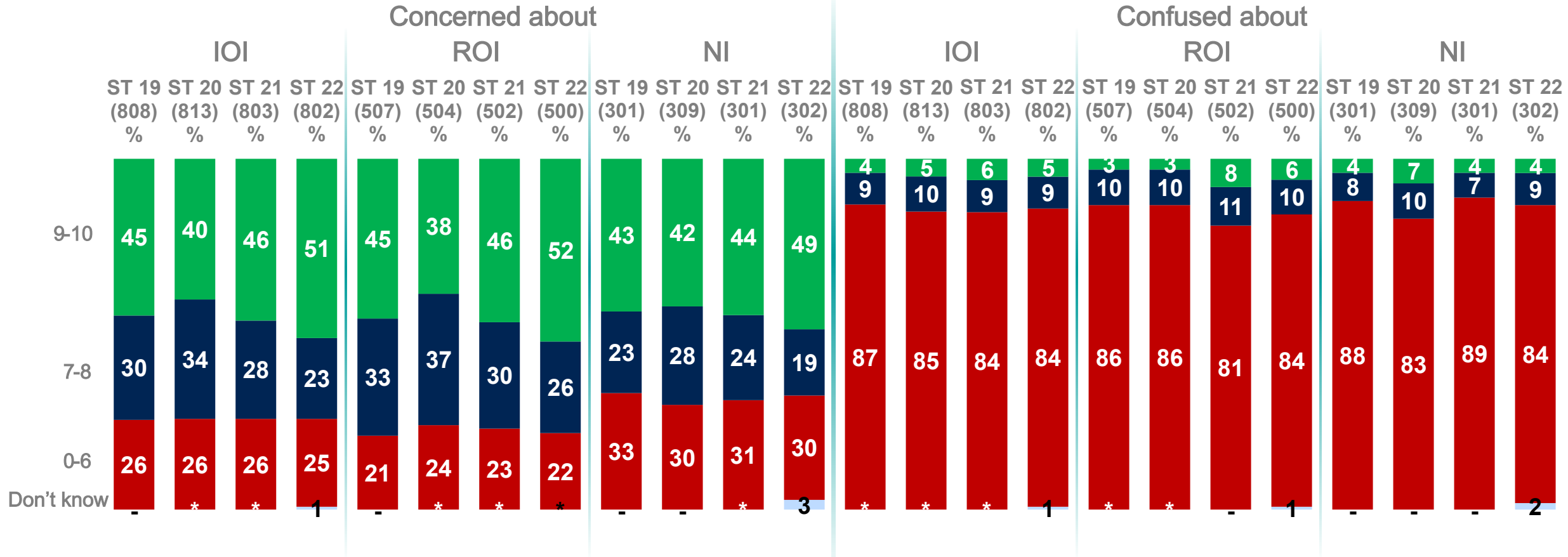
Q.18 On a scale of 0 to 10 please tell me how much you agree or disagree with the following. 0 means you completely disagree 10 means you completely agree.

Base: All Respondents: 802

10=Completely Agree  
0=Completely Disagree

# LEVEL OF AGREEMENT WITH STATEMENTS ABOUT HEALTHY EATING

Those in ROI are more likely to be concerned about healthy eating (78%) than those in NI (68%). Positively, 81% of ROI and NI stated that they are not confused about healthy eating.



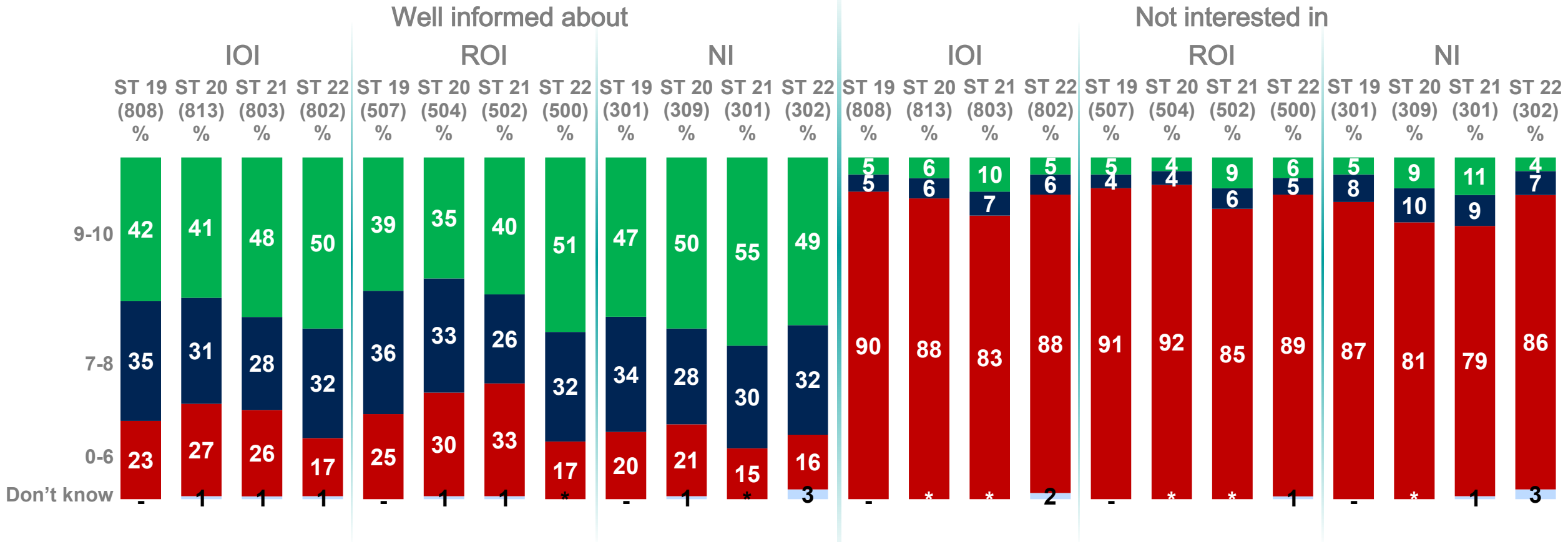
Q.18 On a scale of 0 to 10 please tell me how much you agree or disagree with the following. 0 means you completely disagree 10 means you completely agree.

Base: All Respondents: 802 (IOI), 500 (ROI), 302(NI)

10=Completely Agree  
0=Completely Disagree

# LEVEL OF AGREEMENT WITH STATEMENTS ABOUT HEALTHY EATING

Similar levels reported being well informed about healthy eating in NI and ROI.



Q.18 On a scale of 0 to 10 please tell me how much you agree or disagree with the following. 0 means you completely disagree 10 means you completely agree.

Base: All Respondents: 802 (IOI), 500 (ROI), 302(NI)

10=Completely Agree  
0=Completely Disagree



# HEALTHY EATING ISSUE OF CONCERN BY REGION

Sugar intake is the main issue of concern in ROI at 12% whereas weight management is the top issue in NI

	IOI				ROI				NI			
	2017	2018	2019	2020	2017	2018	2019	2020	2017	2018	2019	2020
	(808)	(813)	(803)	(802)	(507)	(504)	(502)	(500)	(301)	(309)	(301)	(302)
	%	%	%	%	%	%	%	%	%	%	%	%
Sugar intake	12	12	12	11	13	10	12	12	10	16	11	8
Variety in diet	3	4	2	8	3	4	2	10	2	3	3	4
Fast Food/ processed food	1	1	NA	7	*	*	NA	7	1	1	NA	7
Cholesterol/Blood pressure/Heart disease/Stroke	14	17	16	6	18	19	20	4	9	14	9	8
Fats in food/ Fat content/ Saturated fat/ Trans fat	12	13	12	6	12	15	12	6	12	10	13	6
Weight management	8	5	4	6	6	5	5	4	11	5	3	10
Preservatives/Additives/Colouring	9	8	12	4	10	10	15	4	7	6	8	3
Vitamins and minerals	1	1	1	3	*	1	1	3	2	-	1	3
Fruit/Veg	1	1	1	3	1	1	*	4	1	2	1	2
Salt	5	6	4	2	5	7	4	2	6	5	5	3
Diabetes	7	5	8	2	6	4	9	1	8	5	7	3
Food for children	4	3	4	1	4	3	3	1	3	2	4	2
Getting the 5 a day	1	3	2	1	2	2	3	2	1	3	1	1
Cancer	7	7	4	*	9	7	5	*	4	5	3	1
Allergies/food intolerances	-	-	1	*	-	-	*	1	-	-	1	*
Other	3	2	1	3	3	2	1	4	2	3	1	2
Don't know/ can't remember	3	1	3	8	2	*	2	7	4	3	5	8
None	6	6	11	10	1	4	4	8	13	11	22	13

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

Base: All Respondents: 802 (IOI), 500 (ROI), 302(NI)

# HEALTHY EATING ISSUE OF CONCERN BY AGE GROUP

Those aged-24 are most concerned about fast food/processed food at 14%.

					Age						
	2017	2018	2019	2020	15-24	25-34	35-44	45-59	50-54	55-64	65-74
	(808)	(813)	(803)	(802)	(48)	(95)	(127)	(83)	(98)	(185)	(166)
	%	%	%	%	%	%	%	%	%	%	%
Sugar intake	12	12	12	11	7	14	11	12	6	14	9
Variety in diet/ Balance diet	3	4	2	8	11	6	7	13	4	7	4
Fast food/ Processed food	1	1	NA	7	<b>14</b>	10	7	3	4	4	4
Weight management	8	5	4	6	11	7	7	5	6	1	7
Cholesterol/Blood pressure/Heart disease/Stroke	14	17	16	6	7	5	4	6	5	7	5
Fats in food/ Fat content/ Saturated fat/ Trans fat	12	13	12	6	8	3	2	7	5	10	8
Preservatives/Additives/Colouring	9	8	12	4	-	2	7	4	5	2	7

Q.19 What one healthy eating issue are you most concerned about? (Unprompted)  
 Base: All Respondents: 802

\*Mentions of 4% or more of ST 22 shown

# BARRIERS TO HEALTHY EATING

## Nutrition Facts

1 serving per container

Serving size 1/4 cup (40g)

Amount per serving

**Calories 120**

% Daily Value\*

Total Fat 0g

Saturated Fat 0g

Total Fat 0g

# CHALLENGES FACING HOUSEHOLDS

Just over one in 5 (22%) adults on the island of Ireland feel that they do not have enough time to plan a healthy meals.

	2018 Applies ✓			2019 Applies ✓			2020 Applies ✓		
	IOI (813) %	ROI (504) %	NI (309) %	IOI (803) %	ROI (502) %	NI (301) %	IOI (802) %	ROI (500) %	NI (302) %
We/I often eat out of the house	34	37	30	34	35	32	30	29	31
We/I don't have enough time to plan & prepare healthy meals	21	20	<b>22</b>	25	27	21	21	20	22
We/I do not have enough time to sit down for meals	15	15	15	23	26	17	15	12	20

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

Base: All Respondents: 802 (IOI), 500 (ROI), 302 (NI)

# STATEMENTS RELATING TO HEALTHY EATING

The vast majority (85%) agree that there are more special offers for unhealthy foods than there are for healthy foods

	2018 Applies ✓			2019 Applies ✓			2020 Applies ✓		
	IOI	ROI	NI	IOI	ROI	NI	IOI	ROI	NI
	(813) %	(504) %	(309) %	(803) %	(502) %	(301) %	(802) %	(500) %	(302) %
There are more special offers for unhealthy foods than there are for healthy foods	81	79	85	80	77	85	84	82	88
The amount of advertising for unhealthy should be restricted	76	78	71	69	70	67	73	72	74
Children prefer to eat unhealthy foods rather than healthy foods*	74	75	72	71	71	70	72	69	76
The number of fast food outlets should be restricted	56	60	49	52	53	51	44	45	43
It is expensive to eat healthily	53	51	57	55	54	57	51	48	55

Q.19ab Thinking now about access to different food types, for each of these statements could you please tell me if you agree or disagree with each of the below.

Base: All Respondents: 802 (IOI), 500 (ROI), 302 (NI) / All those with children\*: 269 (IOI), 180 (ROI), 89 (NI)

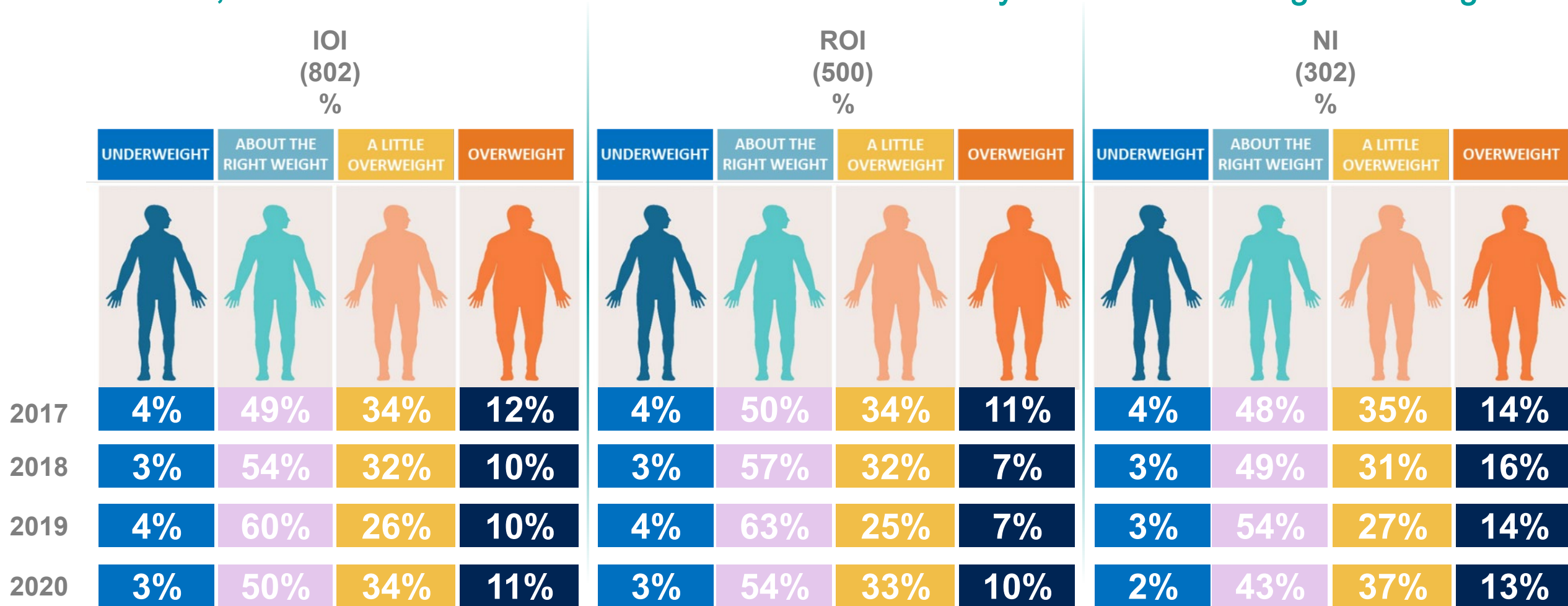


# VIEWS ON OWN WEIGHT



# BEST DESCRIPTION OF OWN WEIGHT

In 2020, 45% of adults on the island of Ireland stated that they are a little overweight/overweight.

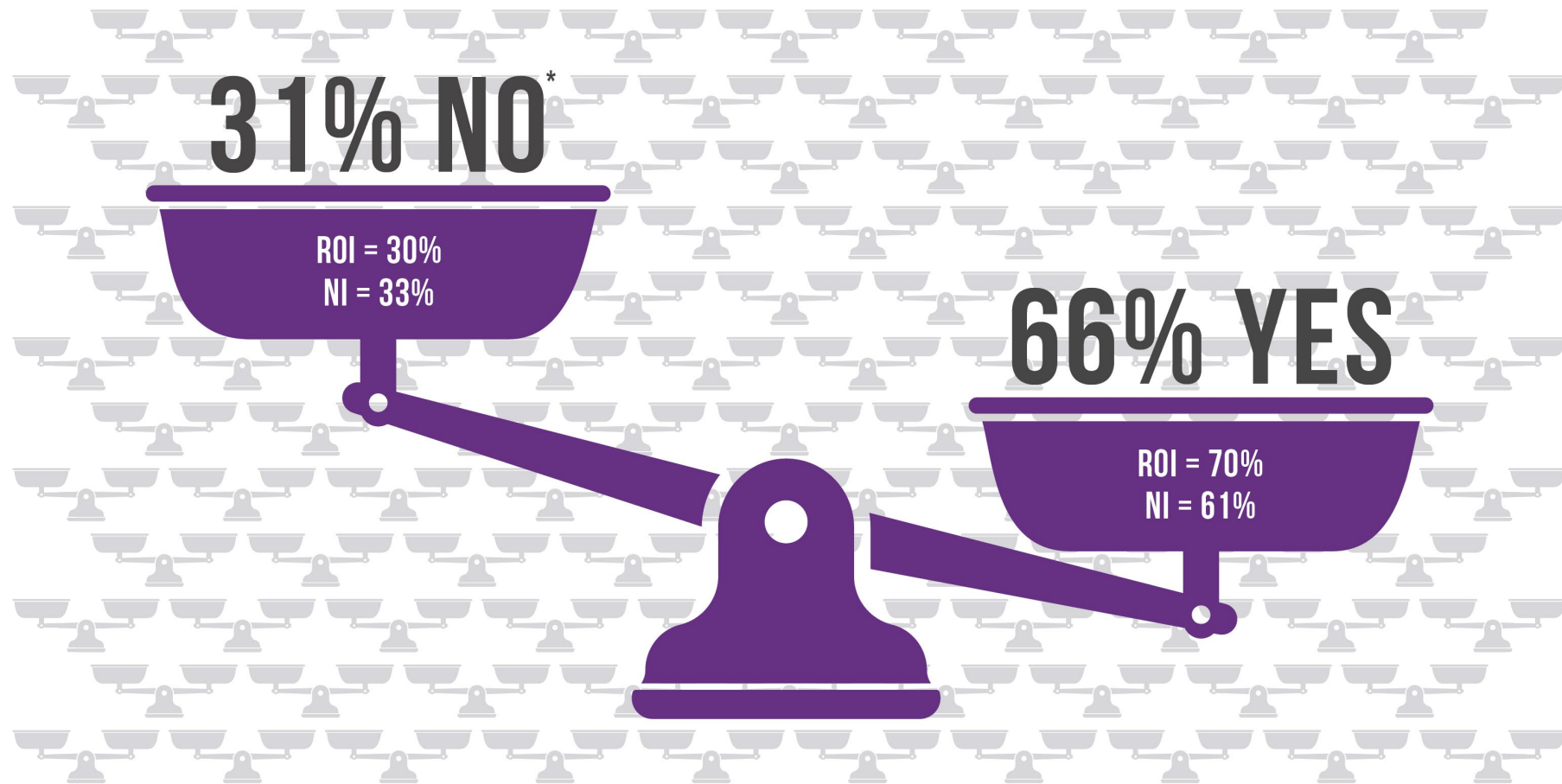


Q.19a Which of these statements on this showcard do you feel best describes your weight?

Base: All Respondents: 802 (IOI), 500 (ROI), 302 (NI)

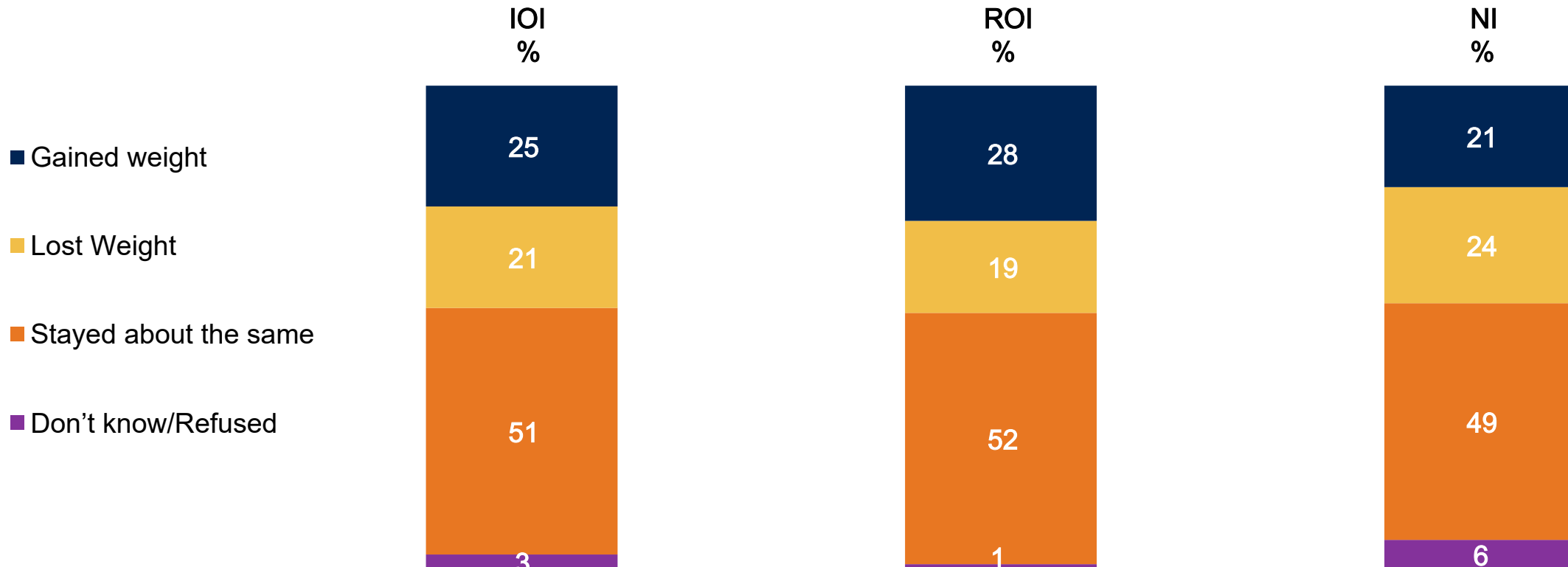
# WEIGHED YOURSELF AT HOME IN PAST 3 MONTHS

Two thirds of adults on the island of Ireland have weighed themselves at home in the past 3 months.



# WEIGHT CHANGES

Almost 3 in 10 adults in Ireland claim to have gained weight in the past year compared to 21% in NI. More to have lost weight (24%) than to have gained weight in NI.



Q.17a In the past year, have you gained weight, lost weight or stayed about the same?  
Base: All Respondents: 802 (IOI), 500 (ROI), 302 (NI)

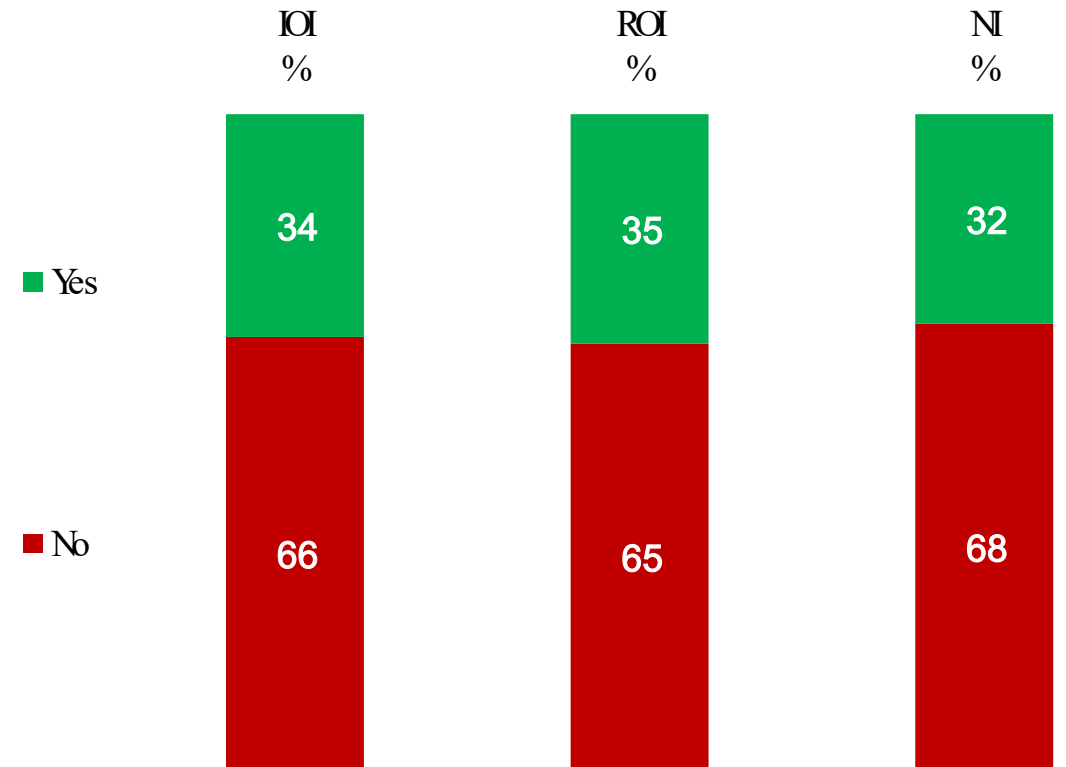
# WEIGHT LOSS

4 in 10 adults in have tried to lose weight in the past year, 34% of whom used a weight loss app or

### TRIED TO LOSE WEIGHT



### WEIGHT LOSS APP/WEBSITE



Q.18 Have you tried to lose weight in the past year?

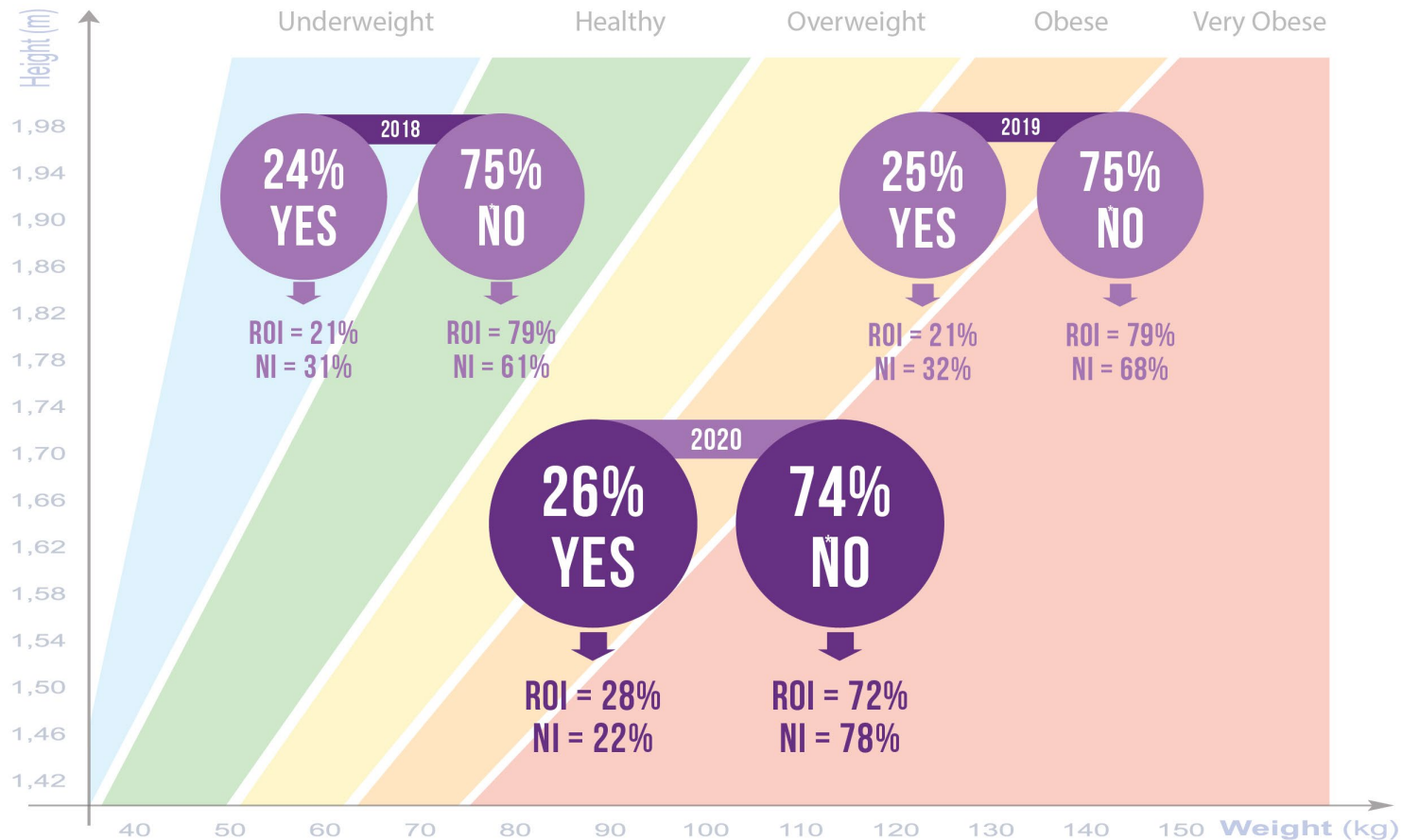
Q.18a Did you use any online resources such as weight loss apps or websites when you were trying to lose weight?

Base: All Respondents 802 (IOI), 500 (ROI), 302 (NI) who said Yes at Q.18: 351 (IOI), 211(ROI), 140 (NI)



# CHECKED YOUR BMI IN PAST 3 MONTHS

Just over one quarter (26%) of adults on the island of Ireland have checked their BMI in the past 3 months

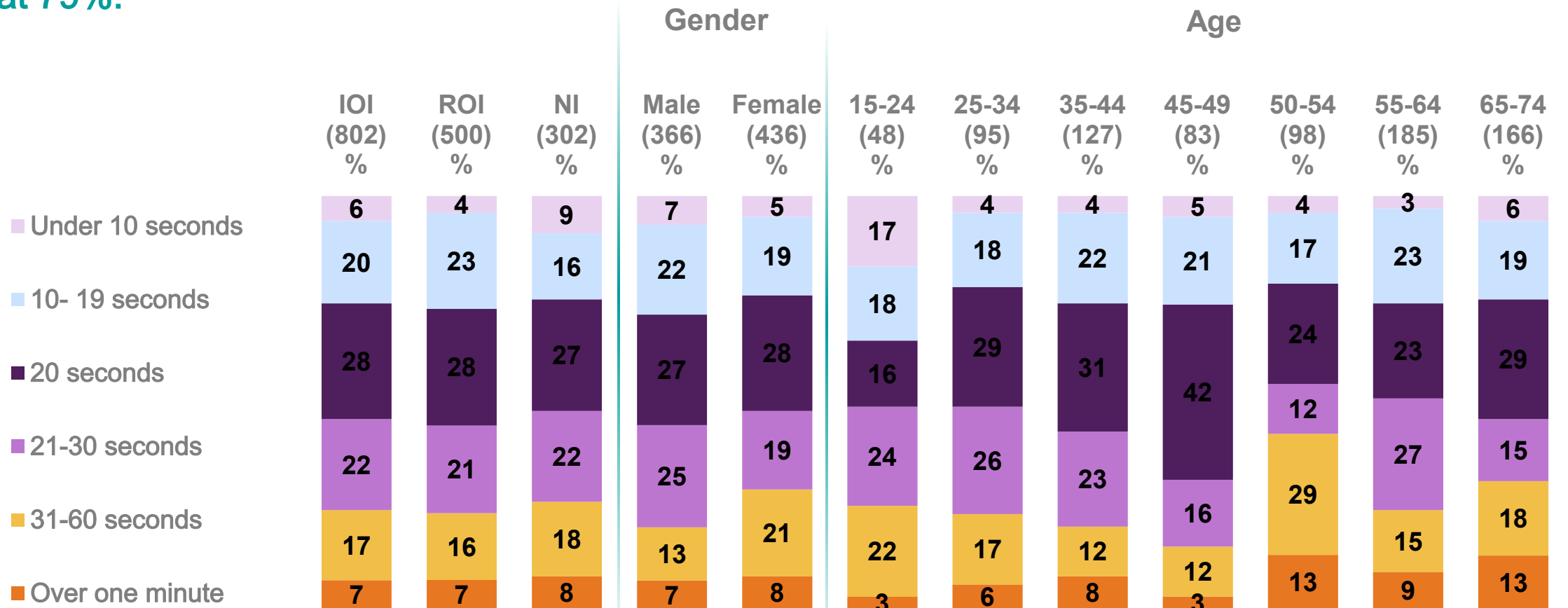


# HANDWASHING



# LENGTH OF TIME WASHING HANDS

74% of adults state that they spend 20 seconds or more washing their hands. This figure is highest among olds at 79%.



Q.46 And how long do you typically spend washing your hands?  
Base: All Respondents: 802 (IOI), 500 (ROI), 302 (NI)

# DO YOU USUALLY WASH YOUR HANDS.....?

Adults on the island of Ireland are most likely to wash their hands after using the toilet (99%) & least likely after eating (48%).

	Yes %	No %	Don't Know %
After using the toilet	99	1	-
After handling raw meat	96	3	1
Before handling cooked meat	89	10	1
After contact with pets/animals	79	17	4
Before eating	87	13	*
When you sneeze or blow your nose	70	30	*
When you arrive home	82	17	*
When you cough	60	39	1
When you arrive in work	59	28	13
After eating	51	48	*

Q.47 Do you usually wash your hands....?  
Base: All Respondents: 802

# DO YOU USUALLY WASH YOUR HANDS.....?

100% of ROI adults state that they wash their hands after using the toilet. 97% report that they wash their hands after handling raw meat.

	Yes %	No %	Don't Know %
After using the toilet	100	*	-
After handling raw meat	97	3	*
Before handling cooked meat	89	11	1
After contact with pets/animals	81	17	2
Before eating	87	13	-
When you sneeze or blow your nose	71	28	*
When you arrive home	83	17	*
When you cough	59	41	*
When you arrive in work	58	29	12
After eating	53	47	*

Q.47 Do you usually wash your hands....?  
Base: All ROI Respondents: 500



# DO YOU USUALLY WASH YOUR HANDS.....?

97% of ROI adults state that they wash their hands after using the toilet. 95% report that they wash their hands after handling raw meat.

	Yes %	No %	Don't Know %
After using the toilet	97	2	-
After handling raw meat	95	4	1
Before handling cooked meat	89	9	2
After contact with pets/animals	77	17	6
Before eating	86	13	1
When you sneeze or blow your nose	68	32	1
When you arrive home	81	19	-
When you cough	62	37	1
When you arrive in work	60	27	13
After eating	48	51	1

Q.47 Do you usually wash your hands....?

Base: All NI Respondents: 302

# REASONS FOR NOT WASHING HANDS

'I used hand sanitiser instead' was cited as the top reason for not washing hands at 62% in 2020.

	2018	2019	2020
	%	%	%
No water	23	27	20
Towel was very dirty	20	24	14
Sink was very dirty	16	23	12
Nothing available to dry my hands	15	18	10
No time	14	19	11
Inconvenience of waiting in a queue	14	18	13
No soap	12	19	16
Far from sink	11	17	15
Worried about side effect of handwashing e.g. hands getting dry	6	8	7
I used hand sanitiser instead	-	-	62

Q.48 I am now going to read you out some common reasons that people give for not always being able to wash their hands. Could you please tell me if any of these reasons prevented you from washing your hands in the past 3 months, or not.

Base: All Respondents: 803

# REASONS FOR NOT WASHING HANDS

	2018	2019	2020
	%	%	%
No water	18	31	23
Towel was very dirty	14	29	23
Sink was very dirty	12	25	15
Nothing available to dry my hands	8	22	14
No soap	16	20	14
Inconvenience of waiting in a queue	11	22	13
No time	10	21	13
Far from sink	17	19	11
Worried about side effect of handwashing e.g. hands get	6	10	8
I used hand sanitiser instead	64	-	-

Q.48 I am now going to read you out some common reasons that people give for not always being able to wash their hands. Could you please tell me if any of these reasons prevented you from washing your hands in the past 3 months, or not.

Base: All ROI Respondents: 500

# REASONS FOR NOT WASHING HANDS

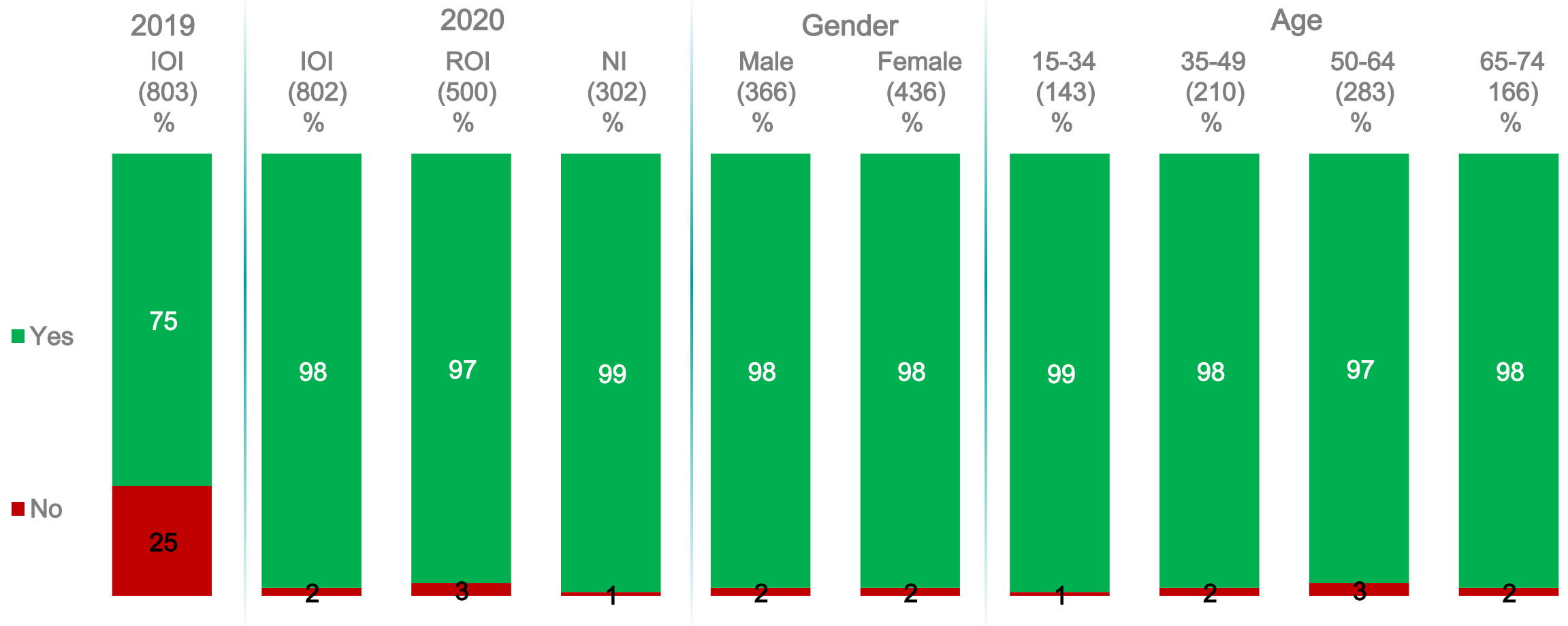
	2018	2019	2020
	%	%	%
No water	23	22	23
Sink was very dirty	17	19	14
No soap	17	16	15
Towel was very dirty	16	17	13
Inconvenience of waiting in a queue	15	13	15
Nothing available to dry my hands	13	11	14
No time	11	15	12
Far from sink	11	13	13
Worried about side effect of handwashing e.g. hands dry	4	5	8
I used hand sanitiser instead	-	-	58

Q.48 I am now going to read you out some common reasons that people give for not always being able to wash their hands. Could you please tell me if any of these reasons prevented you from washing your hands in the past 3 months, or not.

Base: All NI Respondents: 302

# USE OF HAND SANITISERS IN PAST 3 MONTHS

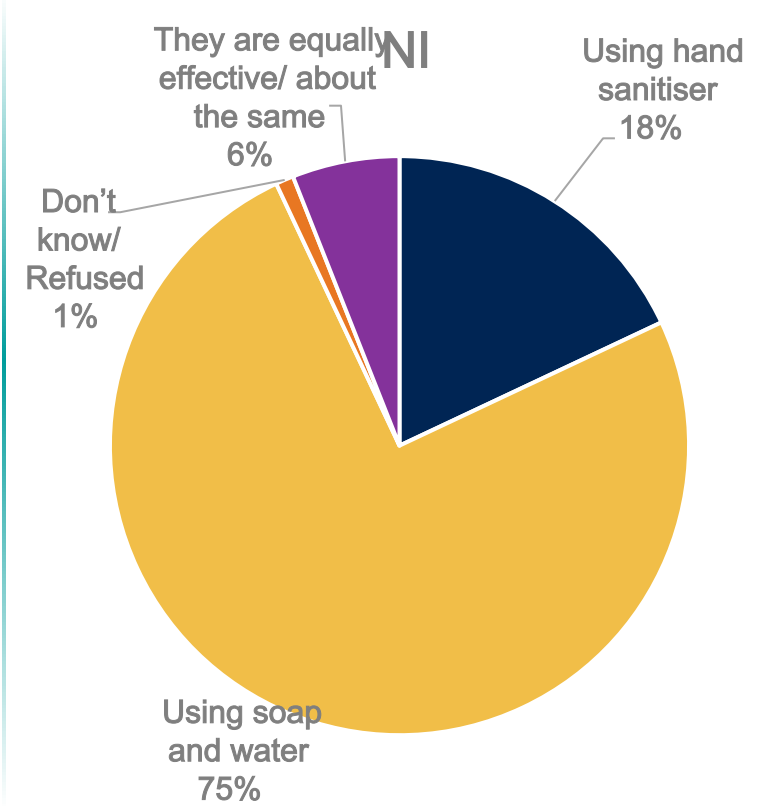
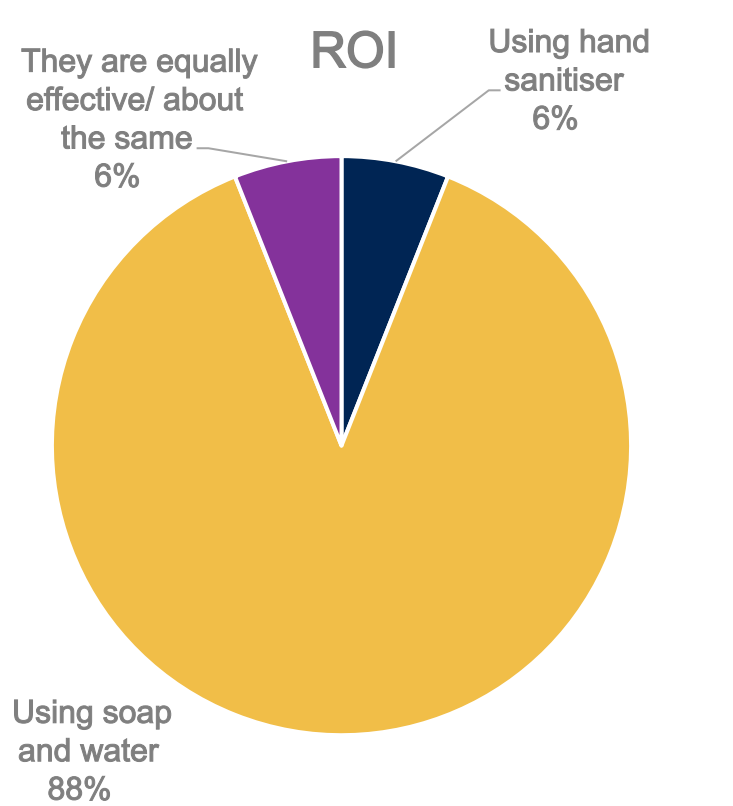
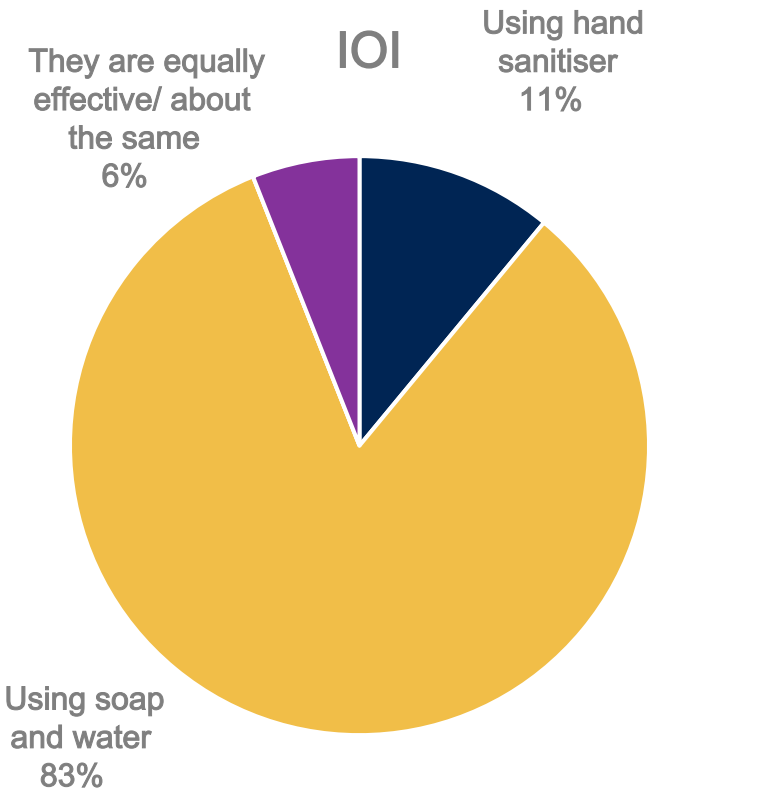
98% of adults on the island of Ireland have used hand sanitisers in the past 3 months.



Q.49 Have you used hand sanitisers like gels or hand wipes to clean your hands in the past 3 months, or not?  
 Base: All Respondents: 802 (IOI), 500 (ROI), 302 (NI)

# MOST EFFECTIVE WAYS TO CLEAN HANDS

83% of adults believe that using soap and water is the most effective way to clean hands, this figure is 87% in NI.



Q.50 Which do you think is the most effective way to clean your hands?  
 Base: All Respondents: 802 (IOI), 500 (ROI), 302 (NI)

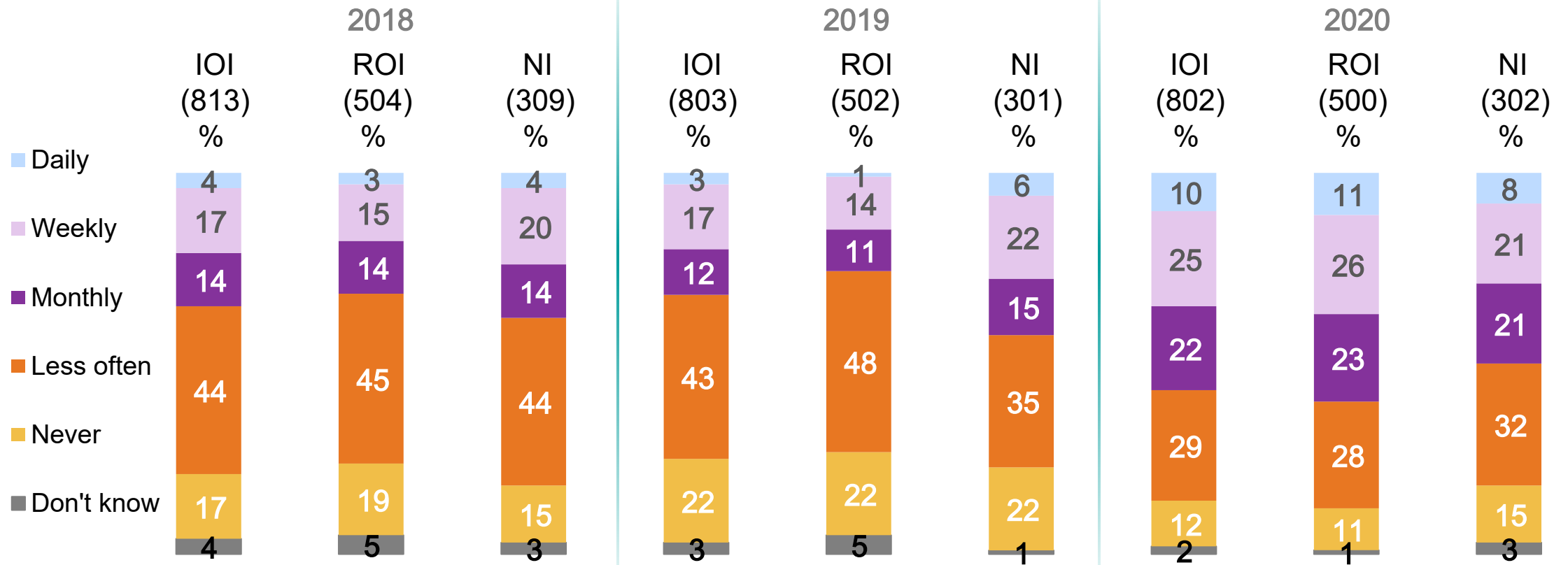
# SOURCES OF INFORMATION ON HEALTHY EATING & NUTRITION





# FREQUENCY OF SEEKING OUT NUTRITION/HEALTHY EATING INFO

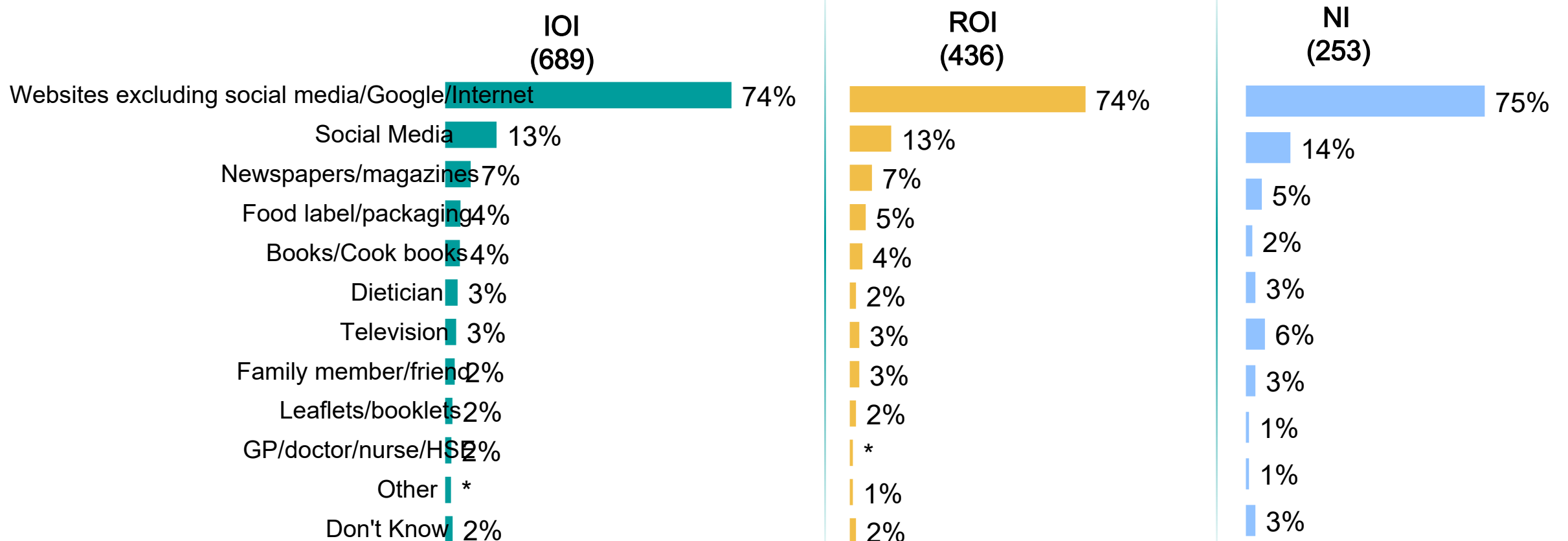
11% of adults in ROI seek out nutrition/healthy eating information daily, compared to 8% in NI.



Q.60 How often, if at all, would you seek out information about food, nutrition or healthy eating?  
 Base: All Respondents: 802 (IOI), 500 (ROI), 302 (NI)

# SOURCES OF INFORMATION (ALL MENTIONS)

Websites (excluding social media) are the most common source of information at 74%.

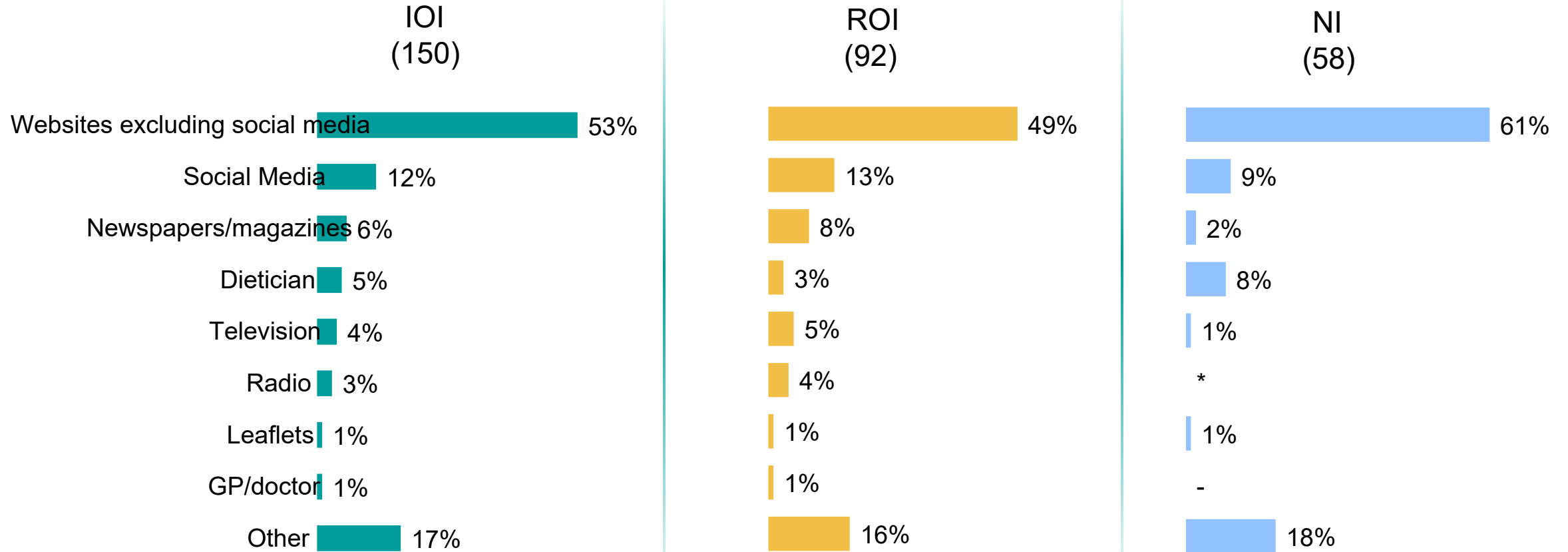


Q.61 Where would you seek information in relation to food, nutrition or healthy eating?  
 Base: All Respondents who sought information: 689 (IOI), 436 (ROI), 253 (NI)

\*Less than 1% not shown

# MAIN SOURCE OF INFORMATION

When it comes to the main source of information, websites excluding social media remains in top position followed by social media at 12%.



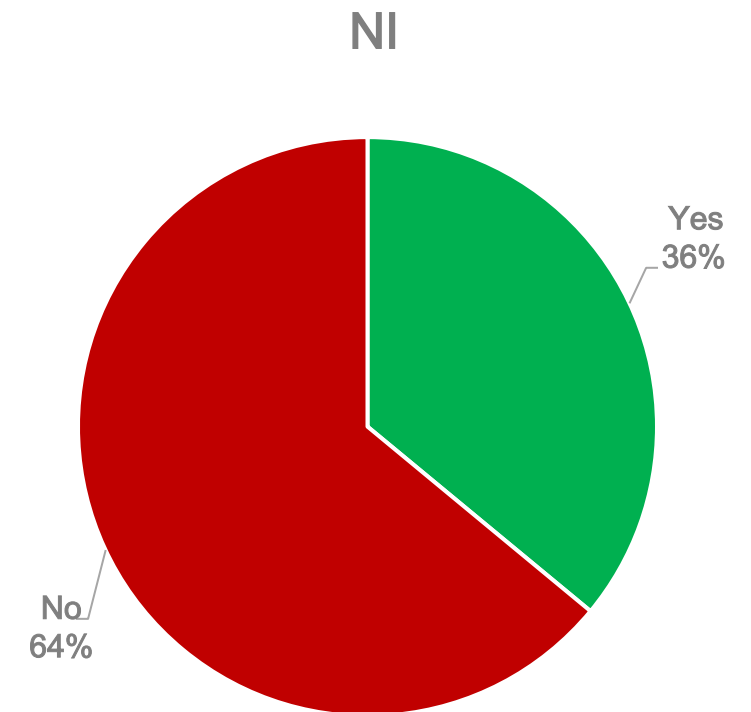
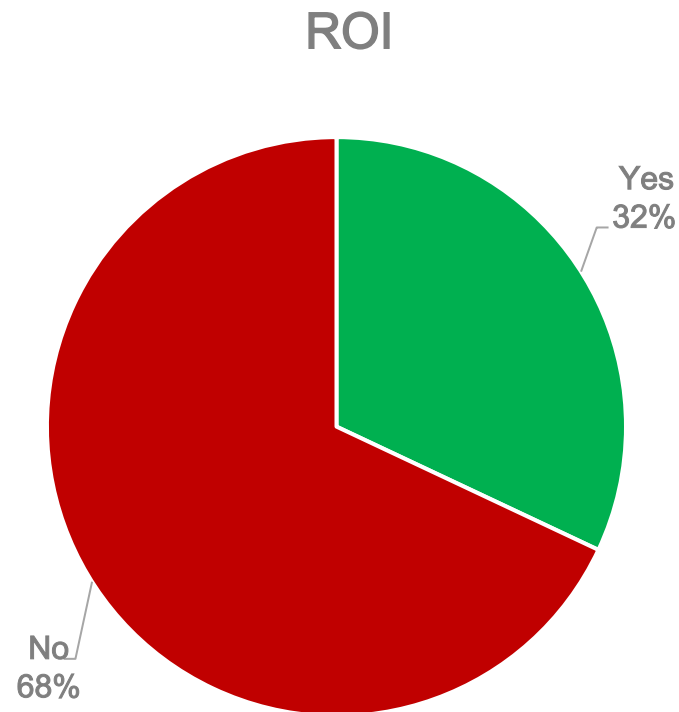
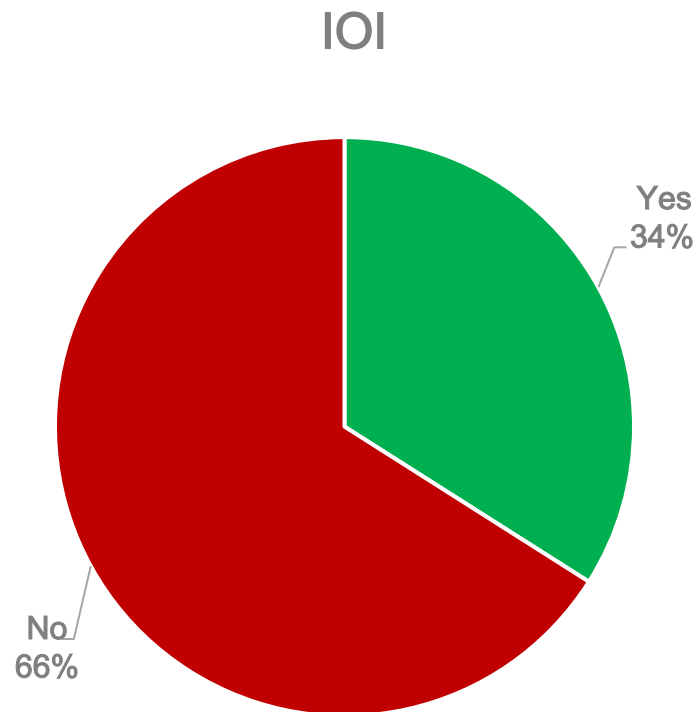
Q.62 And which of these would be your MAIN source of information in relation to food, nutrition or healthy eating?  
 Base: All who sought out multiple forms of information about nutrition/healthy eating: 150

# MEAT ALTERNATIVES



# EAT MEAT ALTERNATIVES?

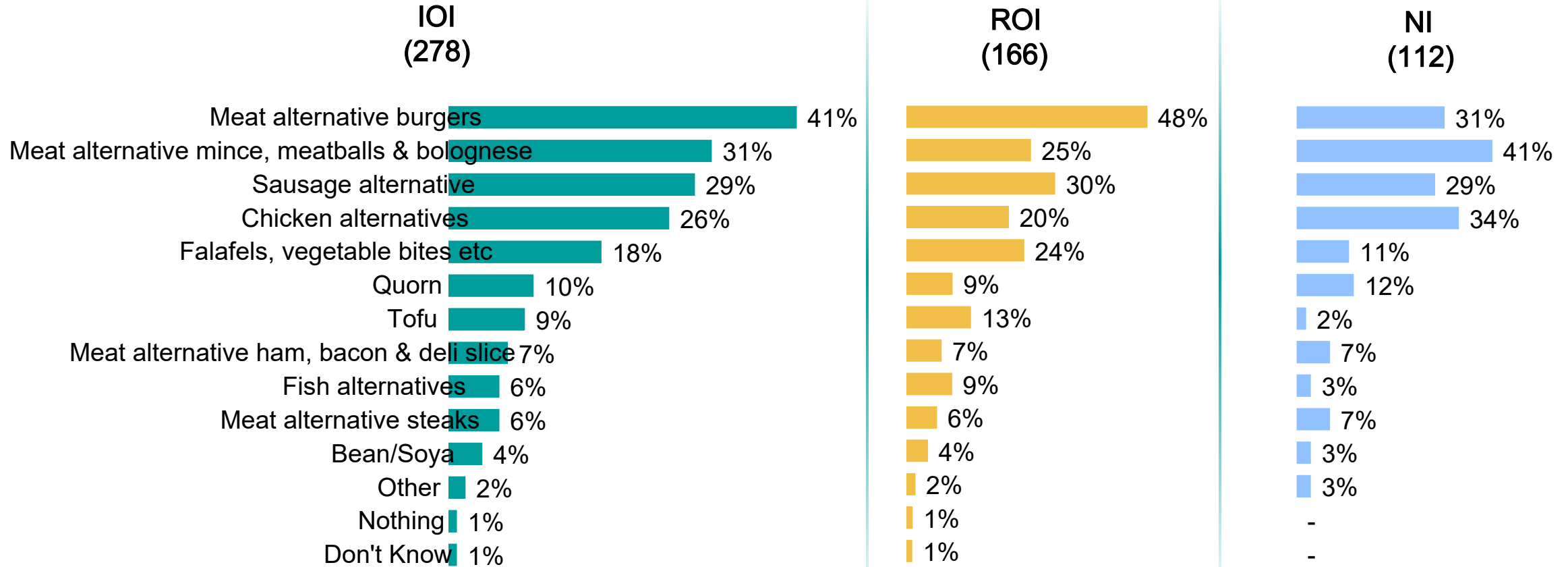
Just over one third of adults (34%) eat meat alternatives.



Q.30 Do you ever eat meat alternatives such as vegan or vegetarian versions of burgers, sausages, chicken or fish?  
Base: All Respondents: 802 (IOI), 500 (ROI), 302 (NI)

# TYPE OF MEAT ALTERNATIVE

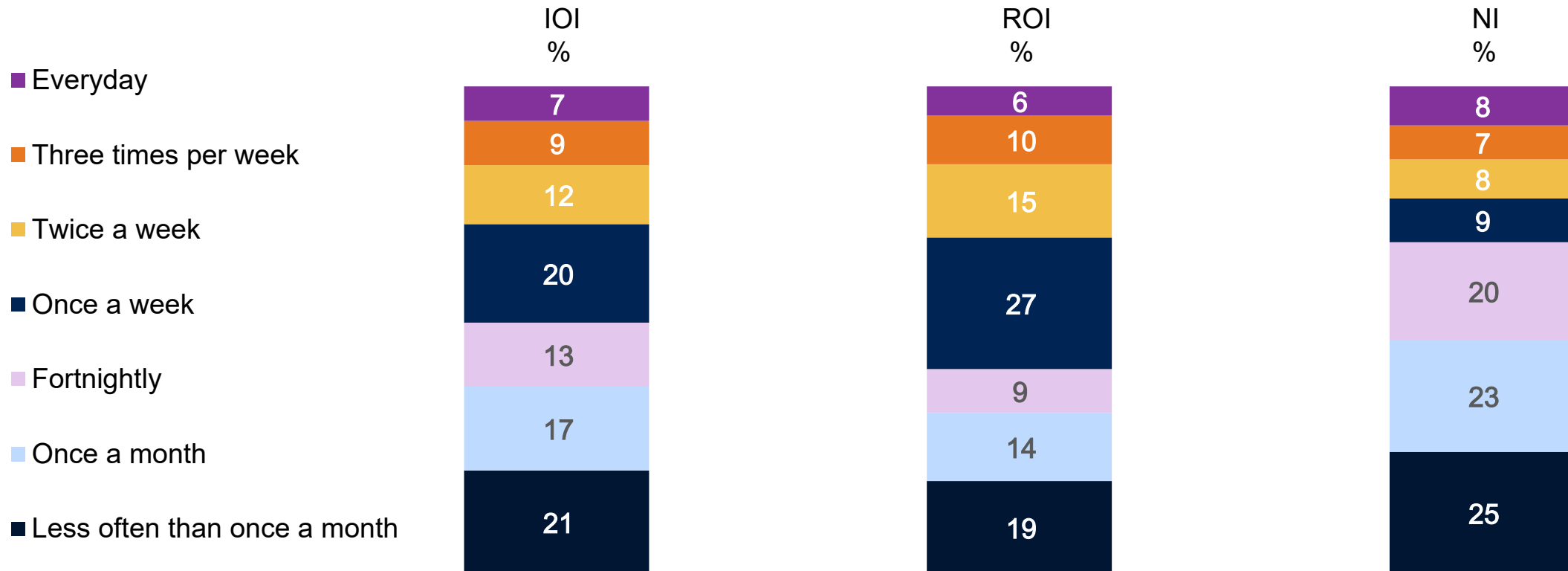
Meat alternative burgers are the top choice among those who eat meat alternative products at 41%, this ROI Meat alternative mince, meatballs and Bolognese are the top choice in NI at 41%.



Q.31 What types of meat alternatives do you eat?  
 Base: All who ate a meat alternative

# FREQUENCY OF EATING MEAT ALTERNATIVE

Almost 8 in 10 (79%) of those who eat meat alternatives do so once a month or more often.

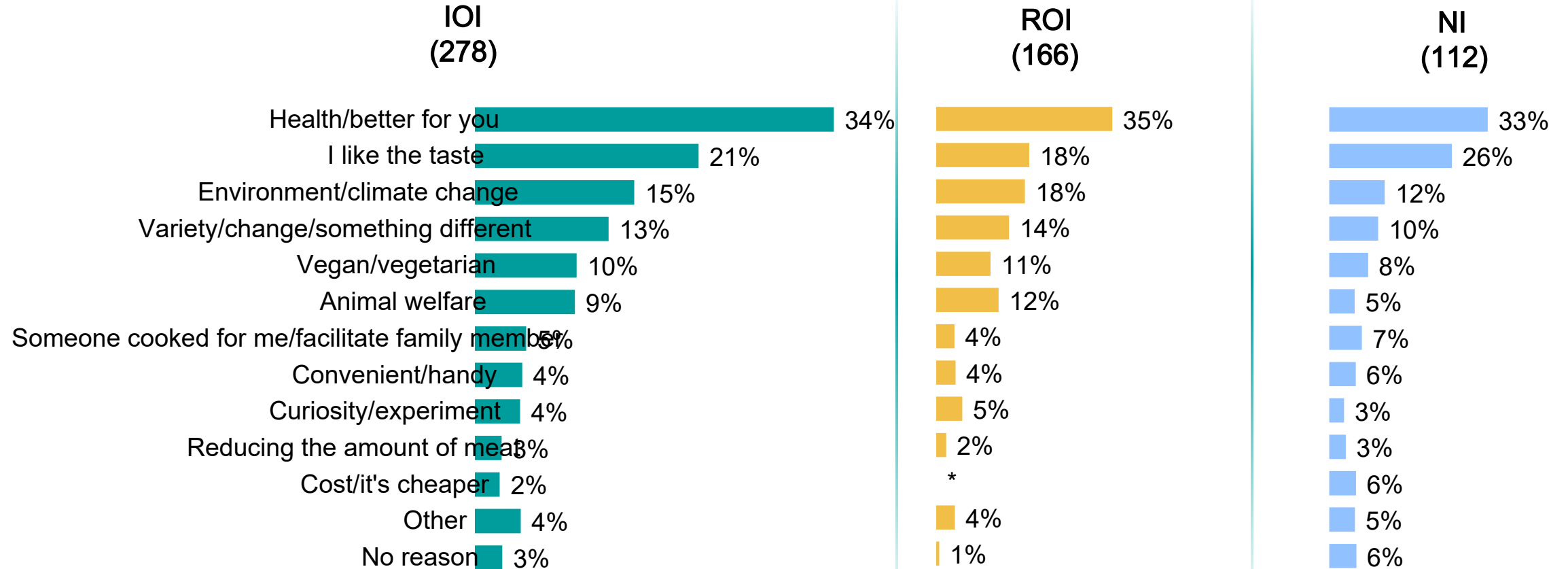


Q.32 How often do you eat meat alternatives?  
Base: All Respondents: 802 (IOI), 500 (ROI), 302 (NI)



# REASON FOR EATING MEAT ALTERNATIVE

Health/better for you is the top reason for eating meat alternatives at 34%.



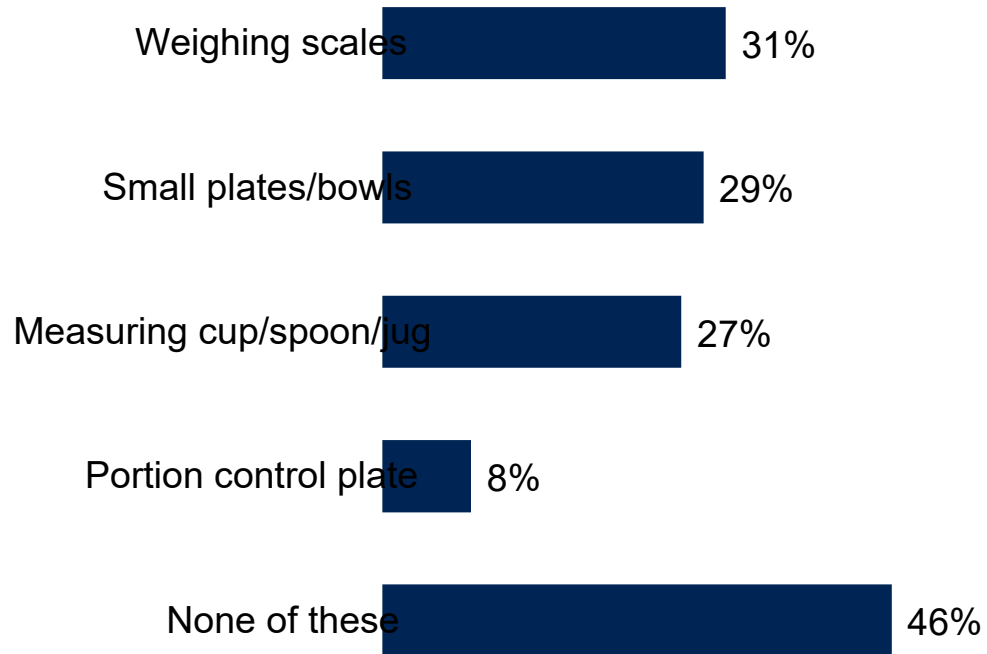
Q.33 Why do you eat these types of products?  
 Base: All Respondents: 278 (IOI), 166 (ROI), 122 (NI)

# PORTION SIZE



# PORTION SIZE

Over half of adults (52%) have used an aid to determine the portion size to serve, with weighing scales at 31%.



	ROI (500) %	NI (302) %
Weighing scales	31	32
Small plates/bowls	33	24
Measuring cup/spoon/jug	30	22
Portion control plate	8	9
None of these	47	46

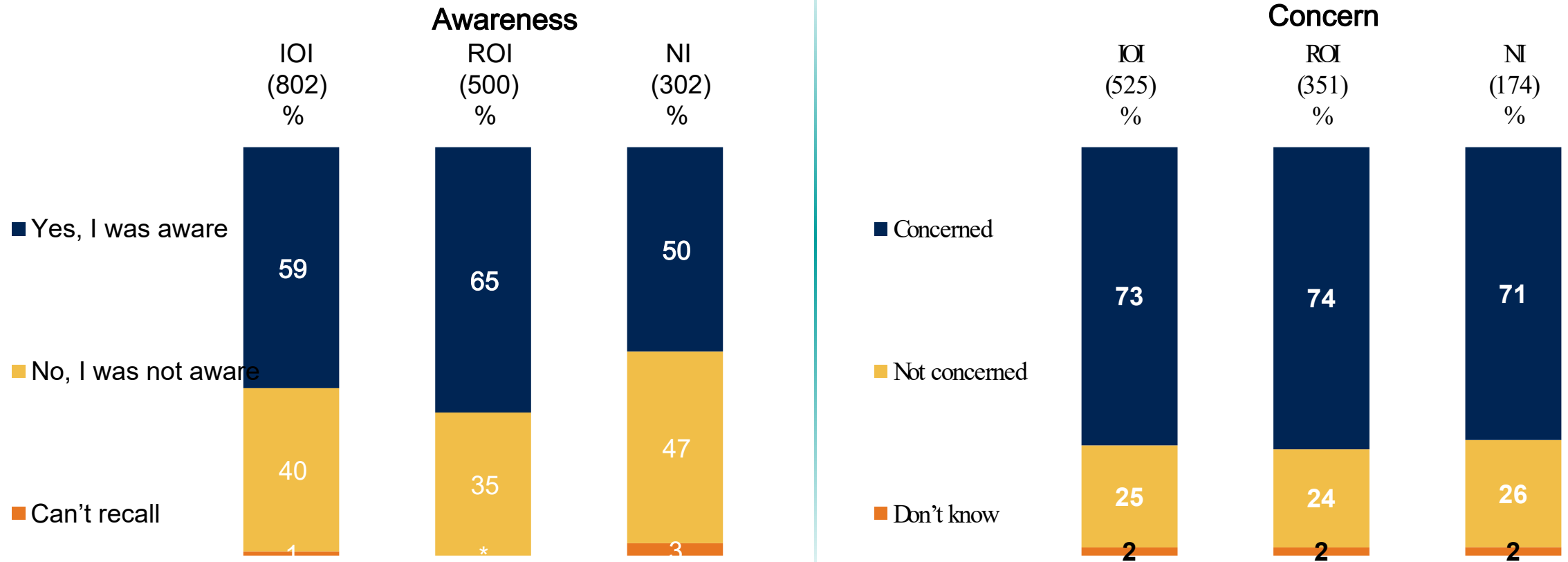
Q.34 Have you ever used any of the following to help you to determine the portion size to serve yourself or other household members at mealtimes?  
 Base: All Respondents: 802 (IOI), 500 (ROI), 302 (NI)

ANTIMICROBIAL RESISTANCE (AMR)

# Antimicrobial resistance

# AWARENESS OF USAGE OF ANTIBIOTICS IN FOOD

Awareness of the use of antibiotics in food is higher in ROI (65%) than in NI (50%).



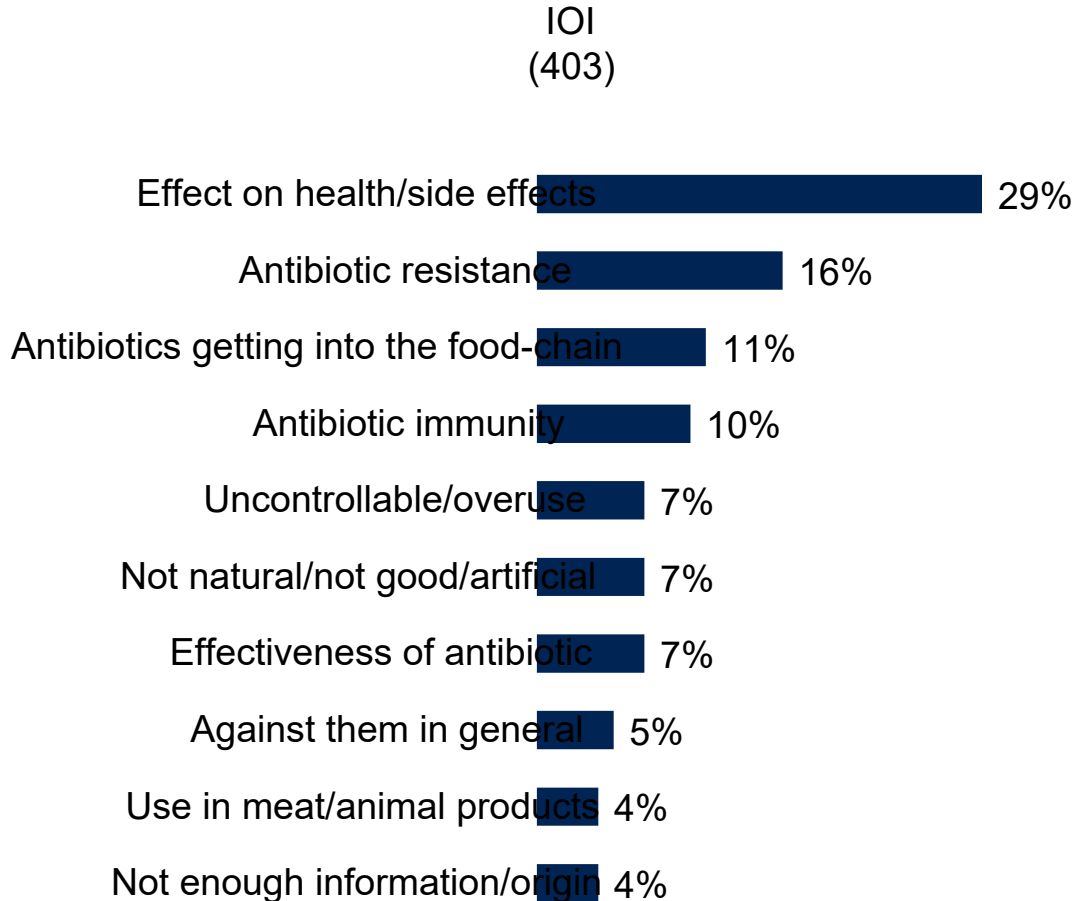
Q.35 Before now, were you aware or not aware of the use of antibiotics in the production of some foods?

Q.36 And are you concerned or not concerned about the use of antibiotics in food production?

Base: All Respondents: 802 (IOI), 500 (ROI), 302 (NI)

# MAIN CONCERNS

The effects on health/side effects is the main concern in both ROI (29%) and NI (27%).



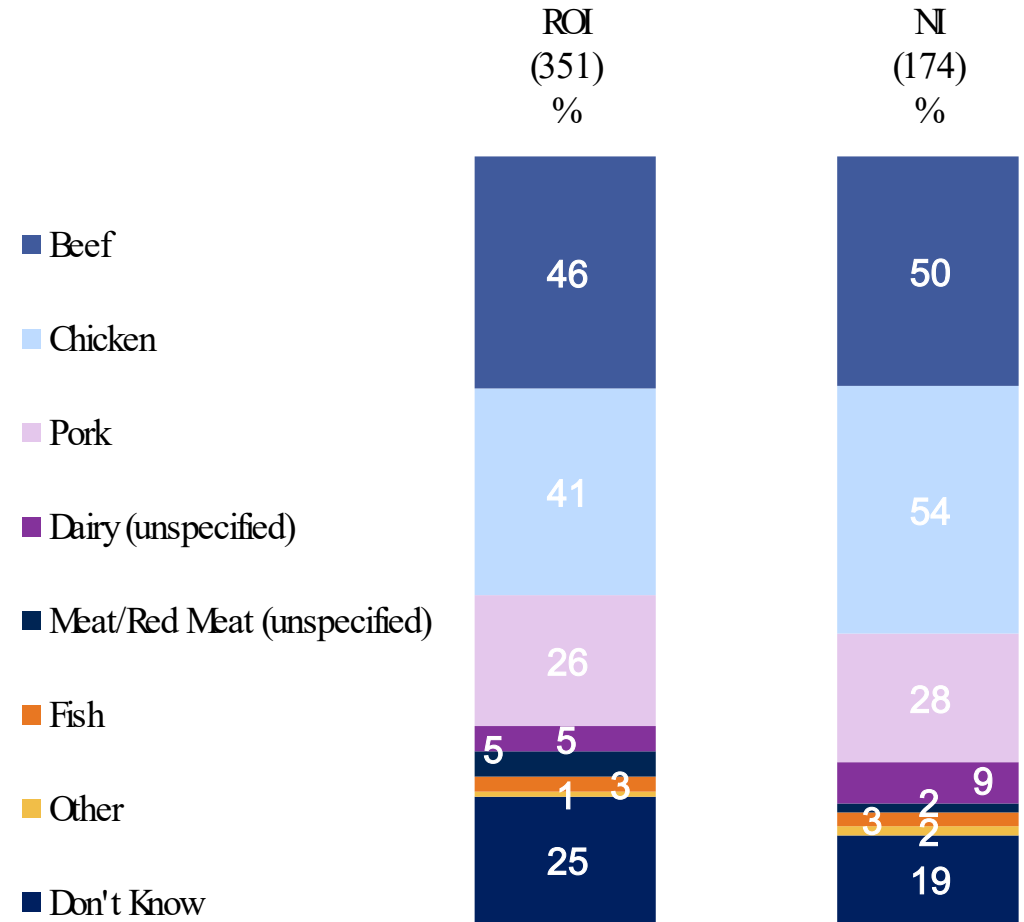
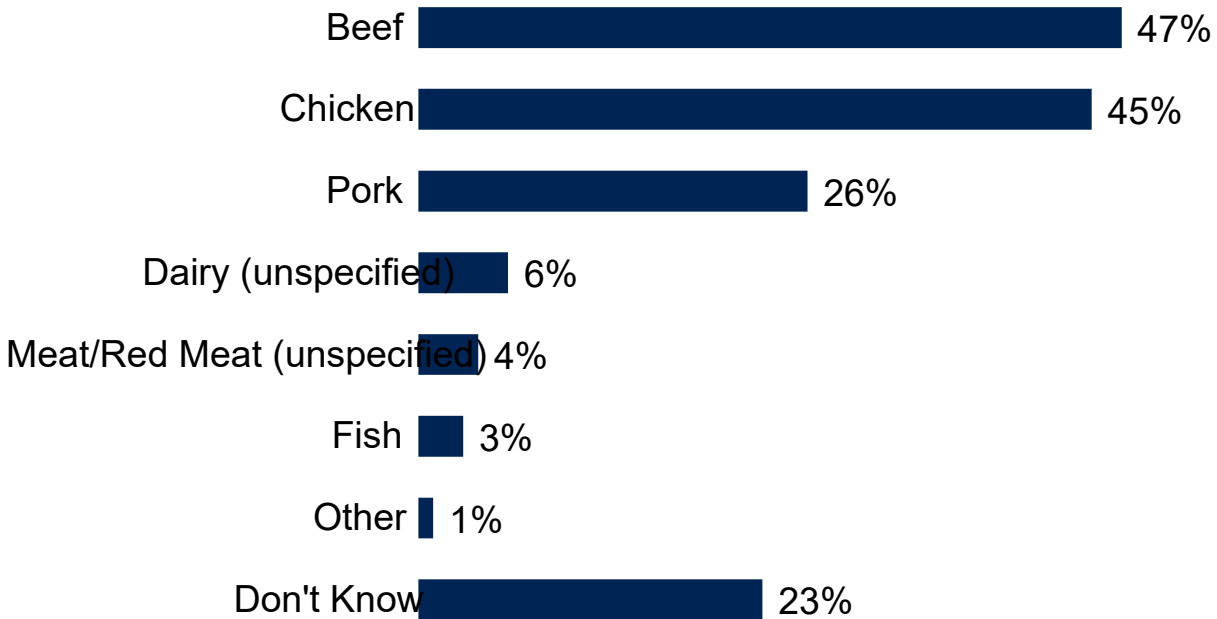
	ROI (269) %	NI (134) %
	29	27
	16	15
	9	13
	8	14
	7	7
	7	5
	7	6
	6	5
	5	3
	5	-

Q.37 And what is your main concern about the use of antibiotics in food production?  
Base: All Respondents: 403 IOI), 269 (ROI), 302 (NI)

# FOODS AFFECTED BY USE OF ANTIBIOTICS

Beef (47%) and chicken (45%) are the top foods perceived to be affected by the use of antibiotics, while  
Which of any foods affected.

IOI  
(525)



Q.38 Do you know of any foods that are affected by the use of antibiotics in production?  
Base: All Respondents aware 525 IOI, 351 (ROI), 174 (NI)

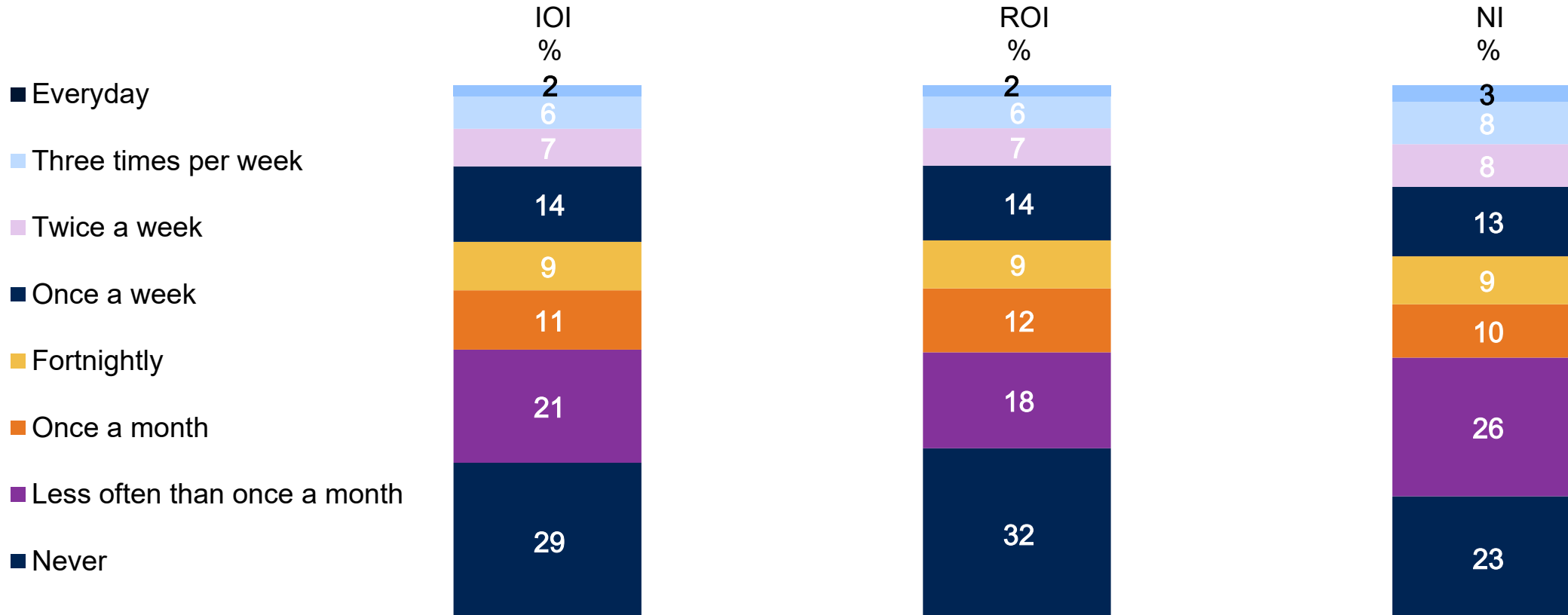


# CONVENIENCE MEALS



# FREQUENCY OF CONSUMING CONVENIENCE MEALS

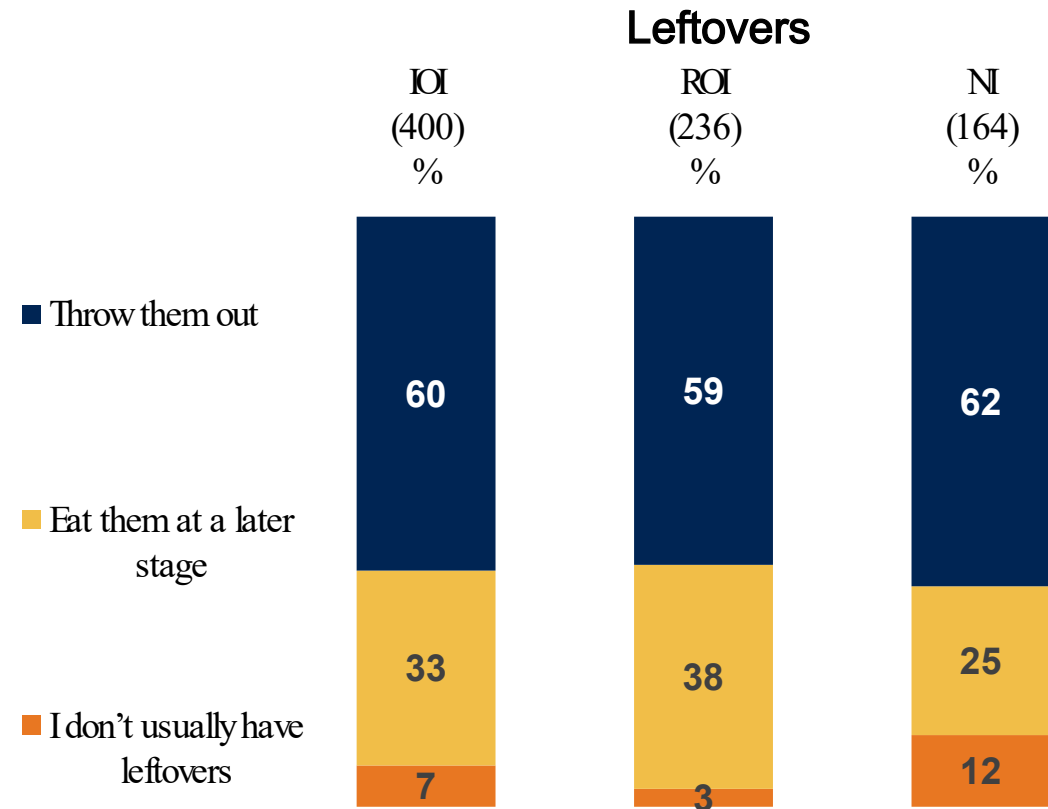
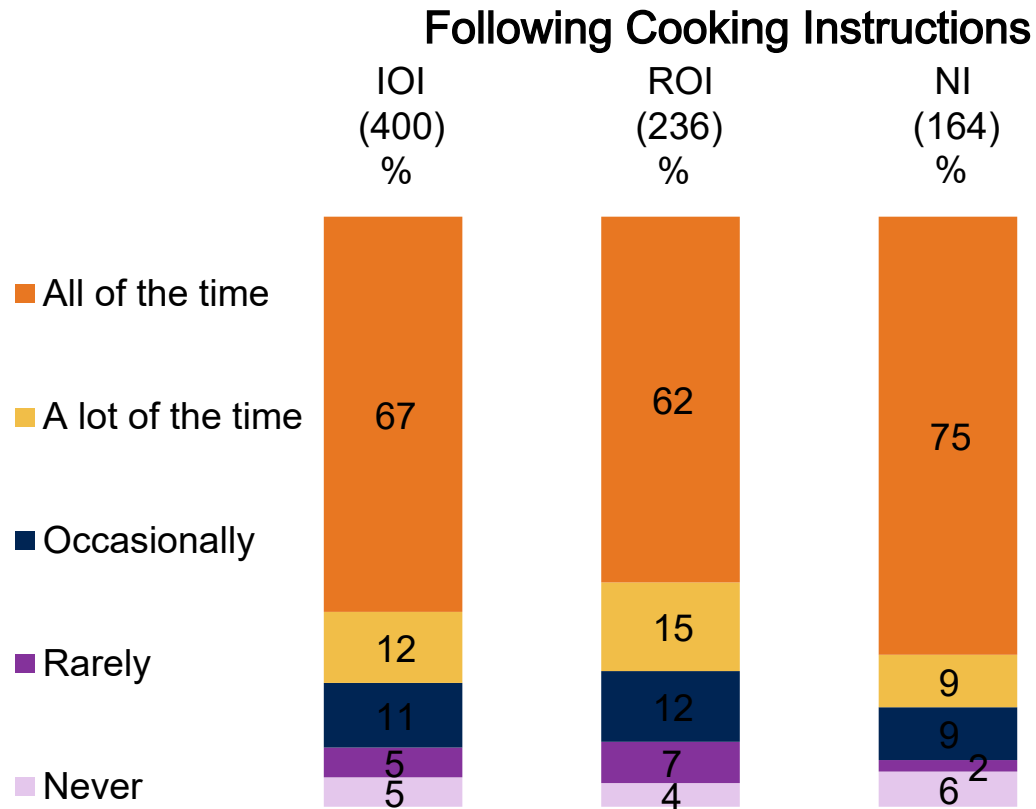
Higher frequency of consumption of convenience meals recorded in NI at 77% than in ROI at 68%.



Q.39 How often, if at all, do you consume pre-prepared convenience meals, either refrigerated or frozen?  
 Base: All Respondents: 802 (IOI), 500(ROI), 302 (NI)

# PREPARING CONVENIENCE MEALS

Those living in NI are more likely to follow convenience food cooking instructions all of the time (75%) than those living in ROI (62%) and IOI (67%). One third of adults eat left over convenience meals at a later stage.



Q.40 When preparing prepared convenience meals, how often, if ever, do you follow the cooking instructions on the packaging, would that be....?

Q.41 If you have leftovers from a convenience meal do you usually throw them out or eat them at a later stage?

Base: All who eat convenience foods regularly

# ONLINE GROCERY SHOPPING



# GROCERY SHOPPING ONLINE

28% of those who have shopped online for groceries began to do so during the Covid-19 outbreak

EVER DONE GROCERY SHOP ONLINE			
	IOI (802) %	ROI (500) %	NI (302) %
Yes	32	25	44
No	68	75	56



Those who said shop online

SHOPPED ONLINE BEFORE COVID BREAK			
	IOI (281) %	ROI (130) %	NI (151) %
Yes	72	70	74
No	28	30	26

Q.42 Have you ever done your main grocery shopping online and had it delivered to your home?

Q.43 And had you ever done this before the COVID-19 outbreak?

Base: All Respondents: 802 (IOI), 500 (ROI), 302(NI)

# CLICK & COLLECT

41% of those who have used click and collect for groceries began to do so during the Covid outbreak

EVER USED CLICK & COLLECT			
	IOI (802) %	ROI (500) %	NI (302) %
Yes	16	9	27
No	84	91	73



Those who said shop online

CLICK & COLLECT BEFORE COVID BREAK			
	IOI (129) %	ROI (49) %	NI (80) %
Yes	59	41	68
No	41	59	32

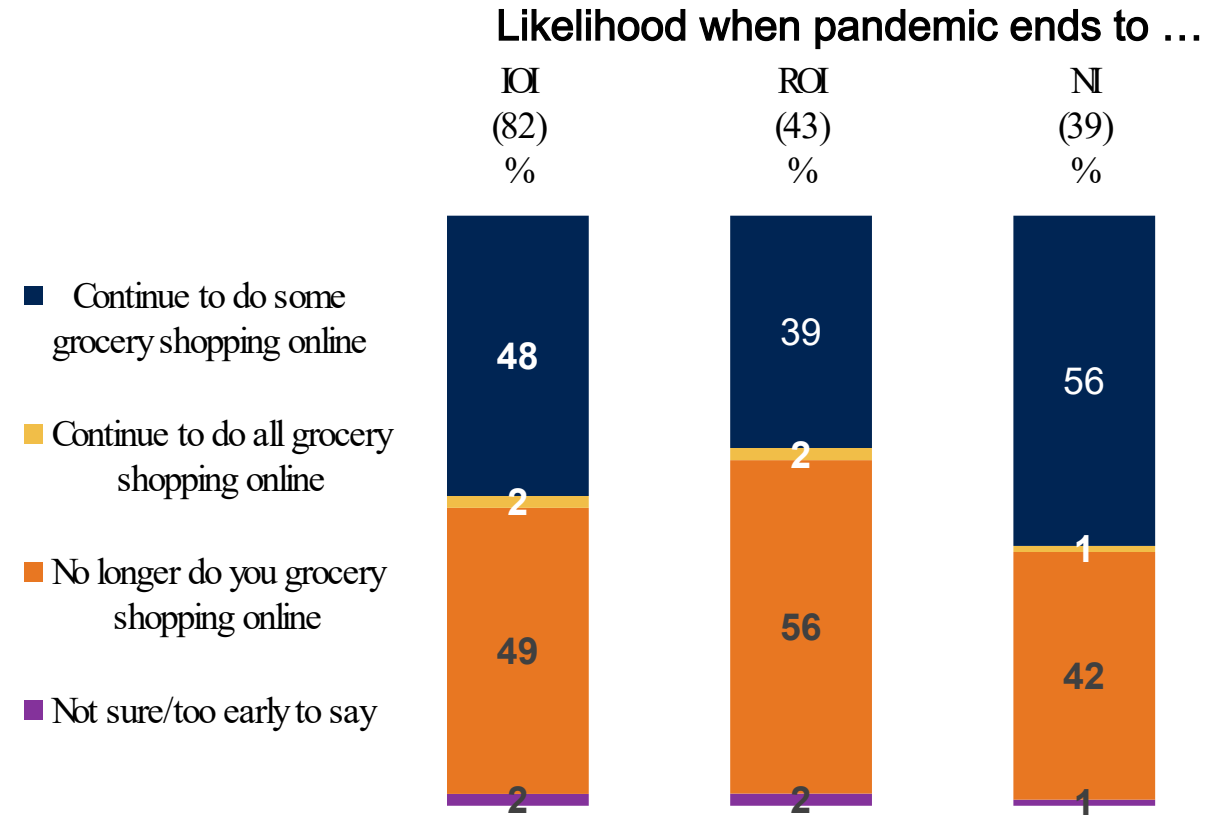
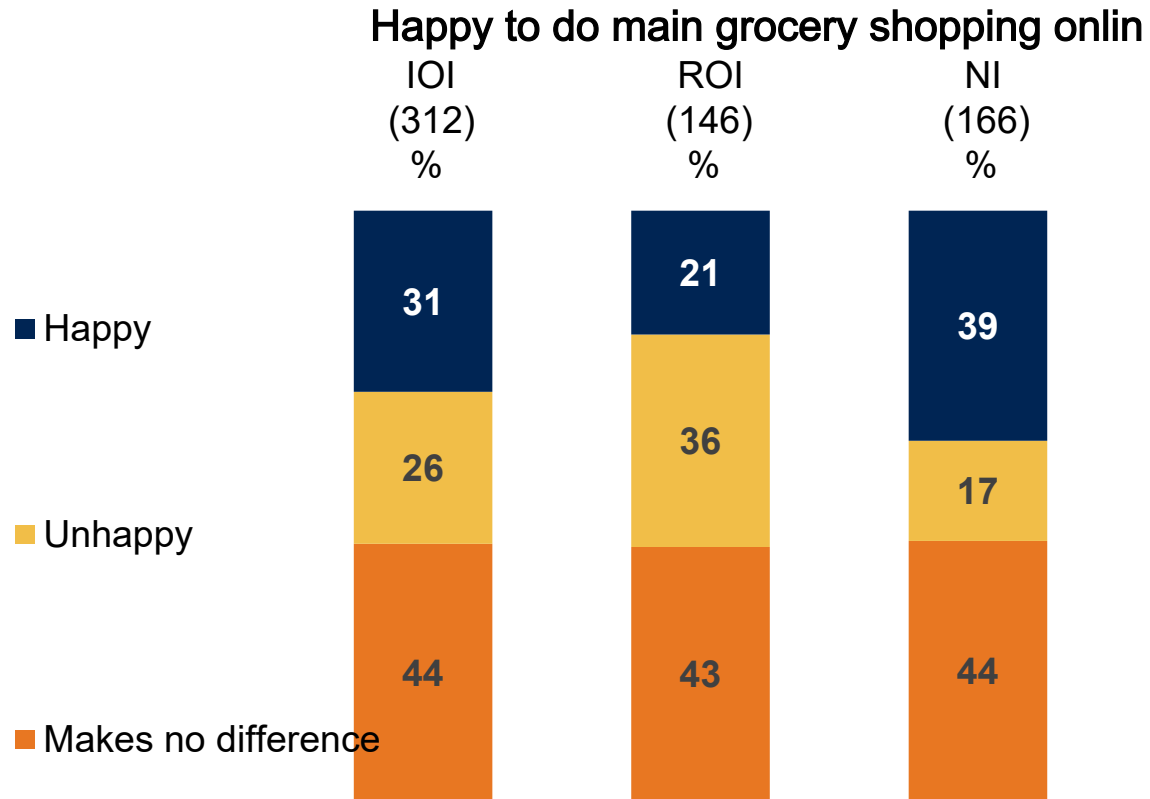
Q.44 Have you ever used any 'Click and Collect' services for your main grocery shop?

Q.45 And had you ever done this before the COVID-19 outbreak?

Base: All Respondents: 802 (IOI), 500 (ROI), 302(NI)

# ATTITUDES TO ONLINE GROCERY SHOPPING

Just over one quarter (26%) are unhappy to do their grocery shopping online. Almost half (49%) of those shopping online claim that they will no longer shop online once the pandemic ends.



Q.48 Are you generally happy or unhappy to do your main grocery shopping online, or does it make no difference to you?

Q.49 When the pandemic ends are you likely to.....?

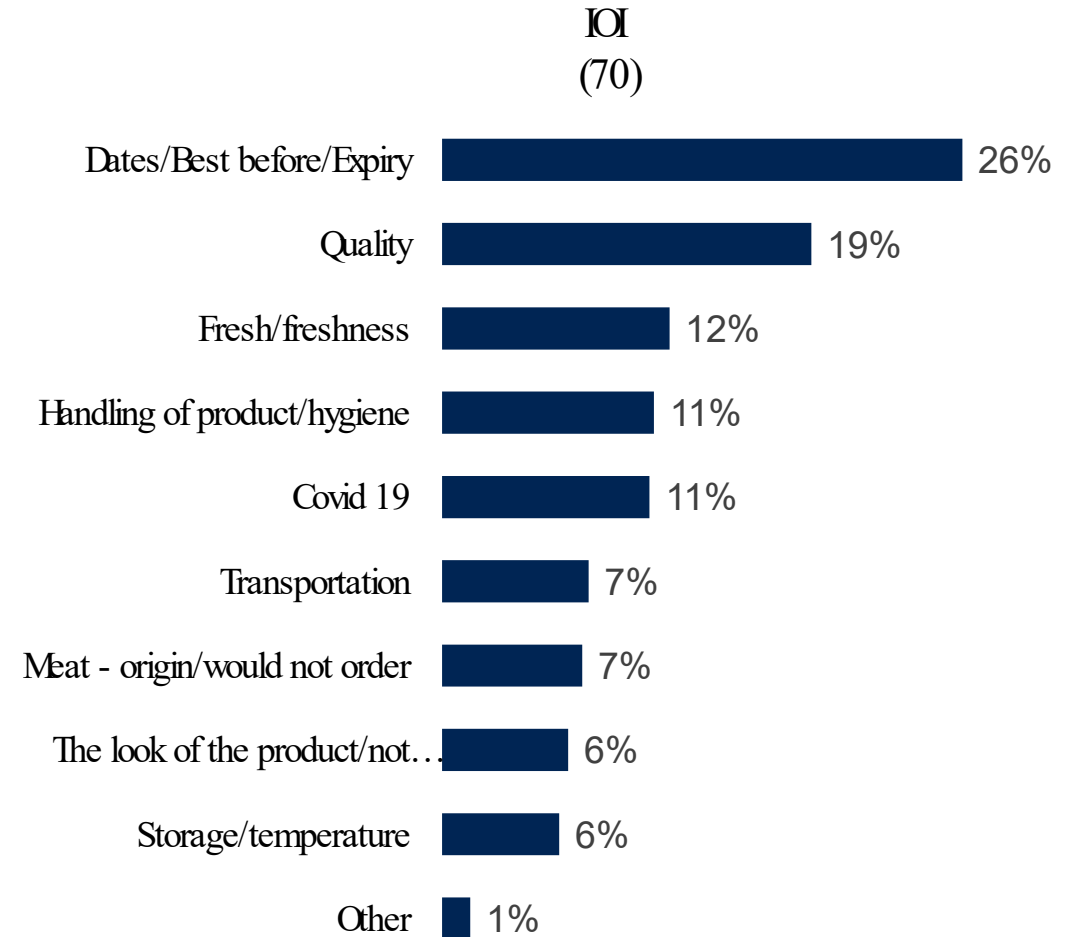
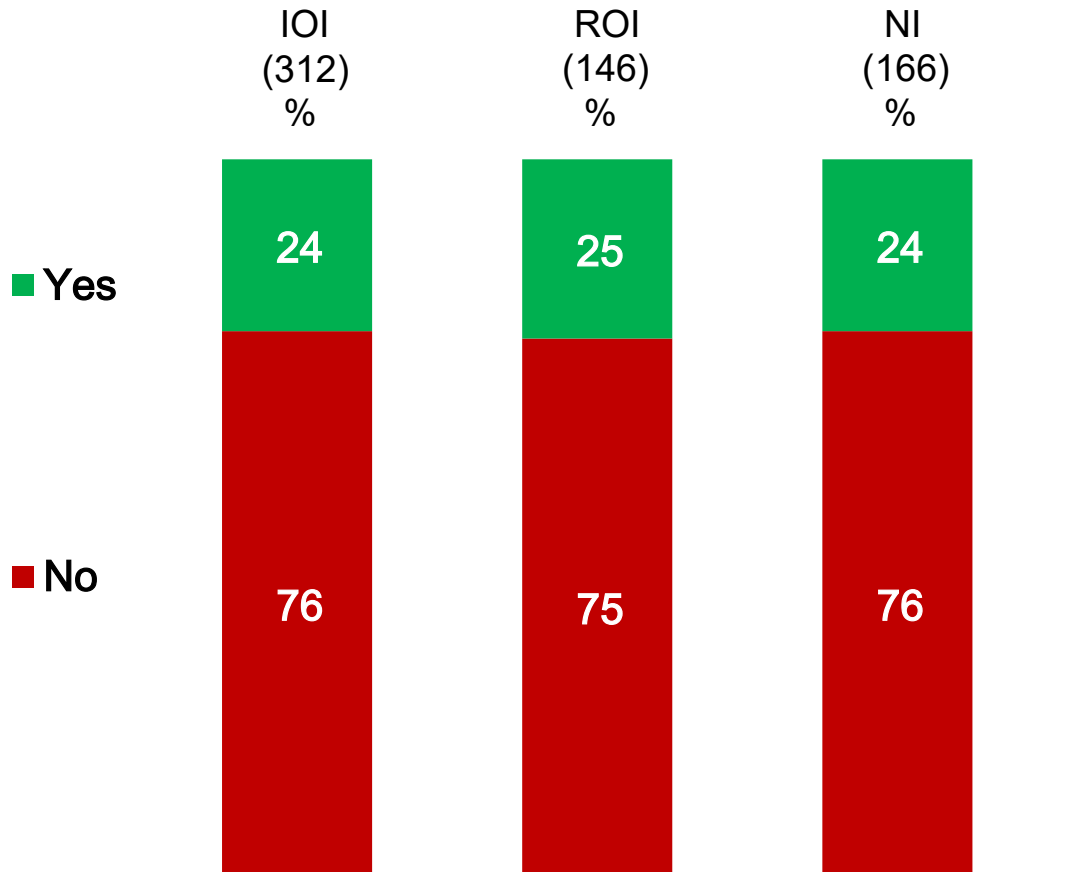
Base: All who eat convenience foods regularly



# FOOD SAFETY CONCERNS ABOUT ONLINE GROCERIES

Almost one quarter (24%) have safety concerns about online groceries, with best before dates/expiry date concern at 26%.

Have safety concerns about online groceries



Q.50 Do you have any food safety concerns about the groceries you buy online?  
 Q.51 And what are these concerns?  
 Base: All who eat convenience foods regularly

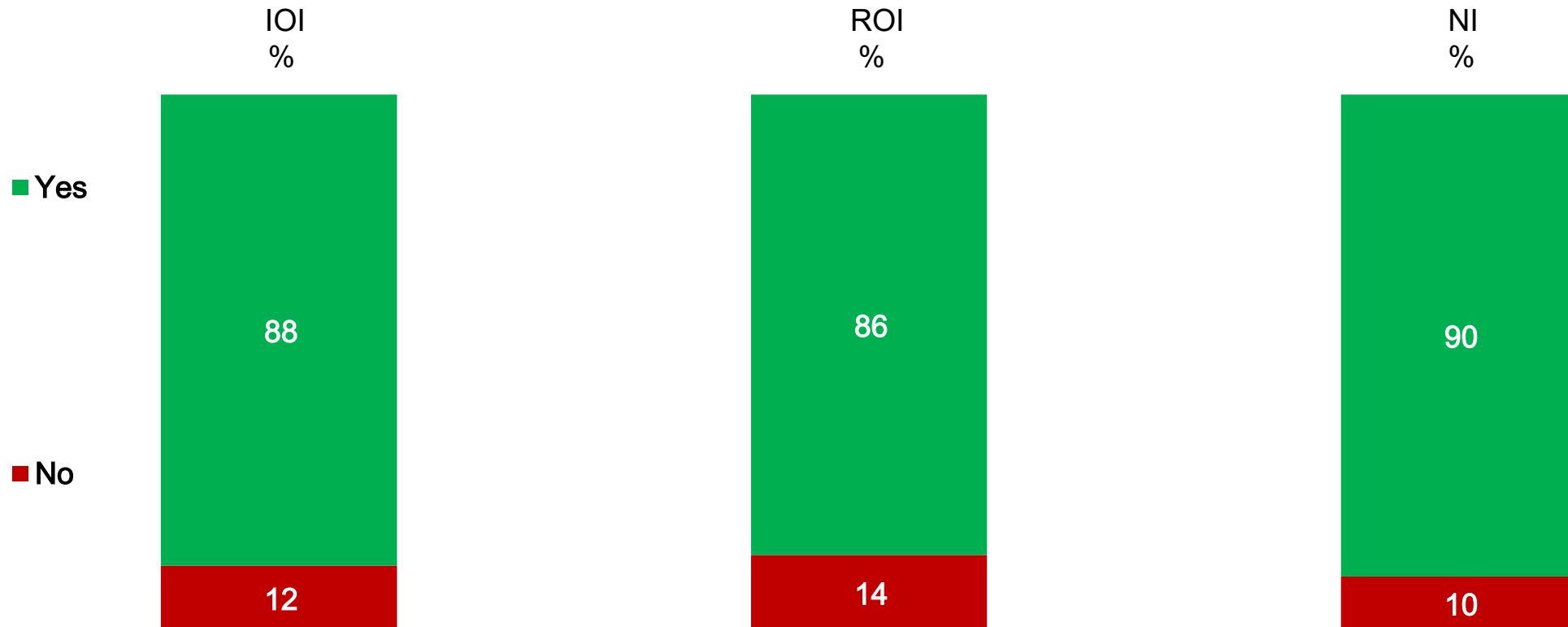
# TAKEAWAY MEALS

TAKEAWAY



# CONSUMING TAKEAWAY MEALS

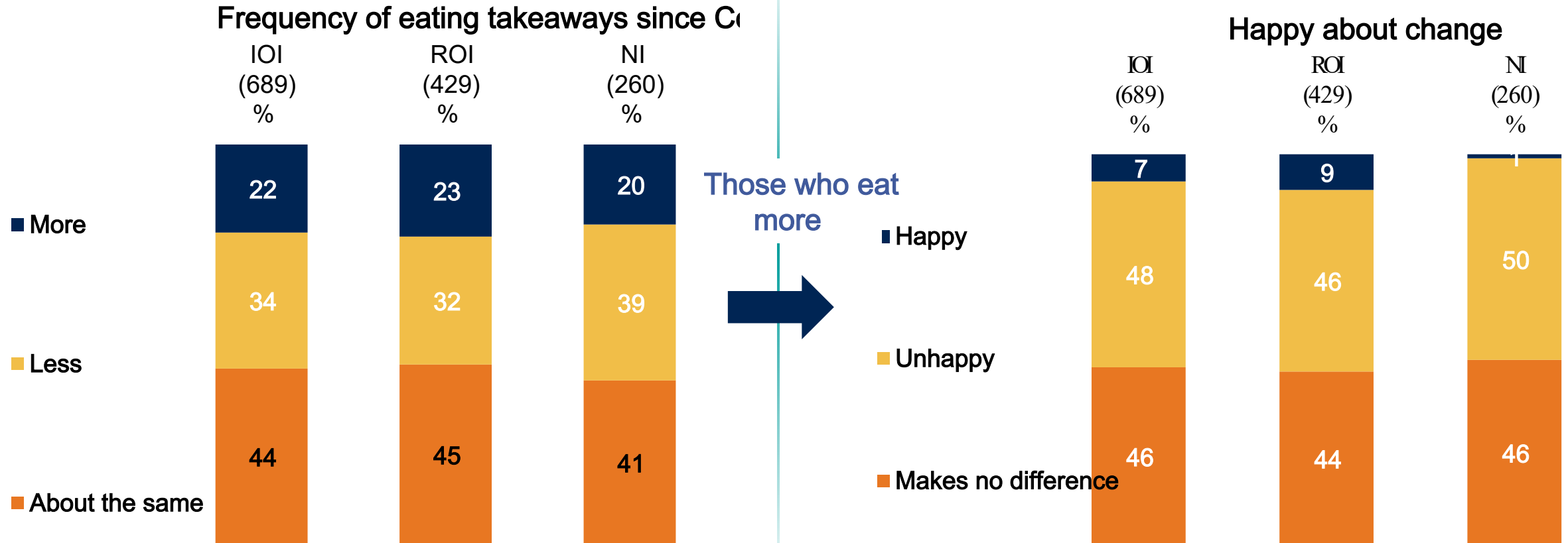
The vast majority (88%) of adults on the island of Ireland have ~~consumed~~ **consumed** takeaway meals



Q.52 Do you ever consume takeaway meals?  
Base: All Respondents: 802 (IOI), 500 (ROI), 302(NI)

# FREQUENCY OF EATING TAKEAWAY MEALS

A higher proportion of people claim to be eating fewer takeaway meals (34%) than more takeaway meals (22%) since the Covid-19 outbreak. Almost half (48%) of those who are eating more are unhappy about this change.



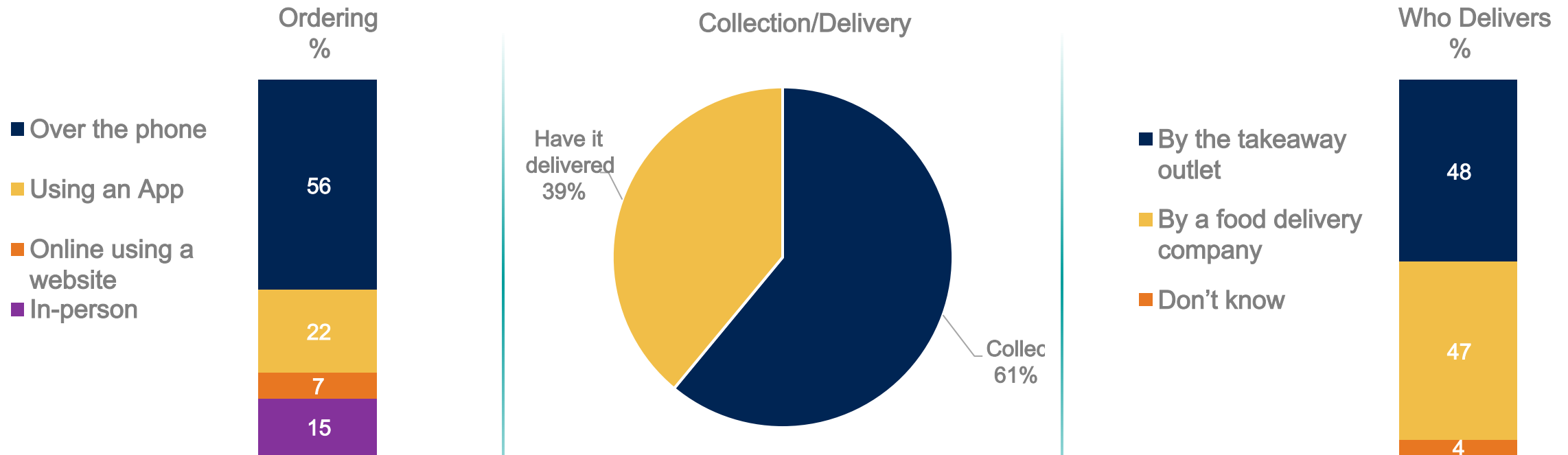
Q.53 Are you consuming more, less or about the same number of takeaway meals than you did before the COVID-19 outbreak?

Q.54 Are you generally happy or unhappy that you are eating more takeaway meals or does it make no difference to you?

Base: All who eat consume takeaways

# ORDERING TAKEAWAY FOOD

The majority of people who order a takeaway do so over the phone (56%) and 61% collect their order.



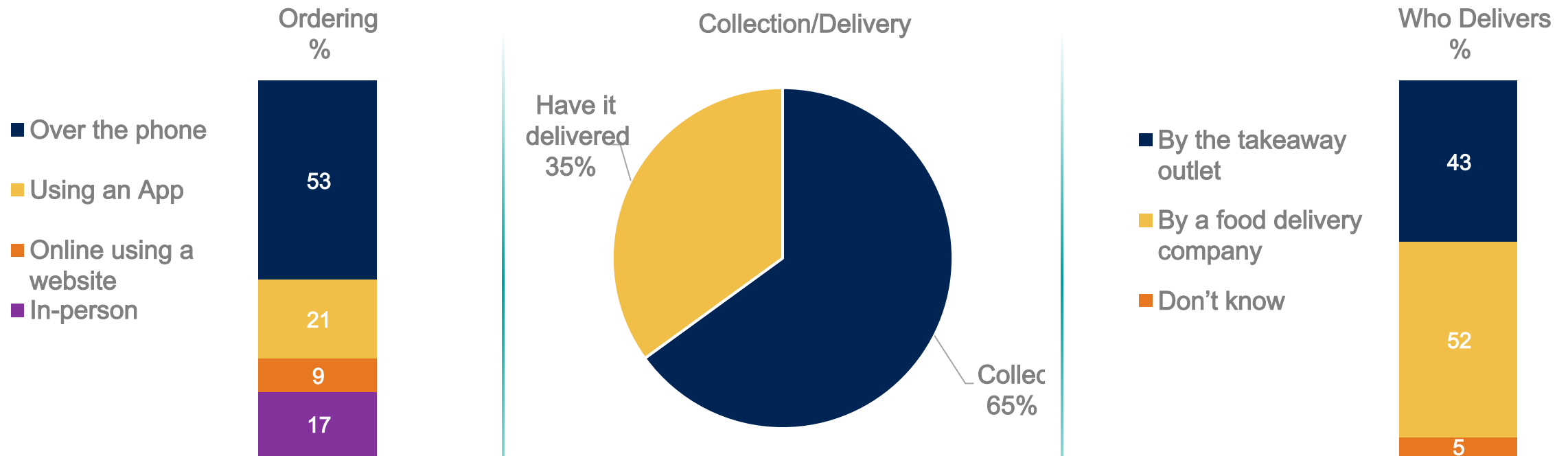
Q.55 How do you usually order your takeaway?

Q.56 And do you usually collect the food or have it delivered?

Q.57 Is this food delivered by the takeaway food outlet itself or a food delivery company e.g. Deliveroo, Just Eat?

Base: All who eat Take away: 689, those who get it delivered: 204

# ORDERING TAKEAWAY FOOD



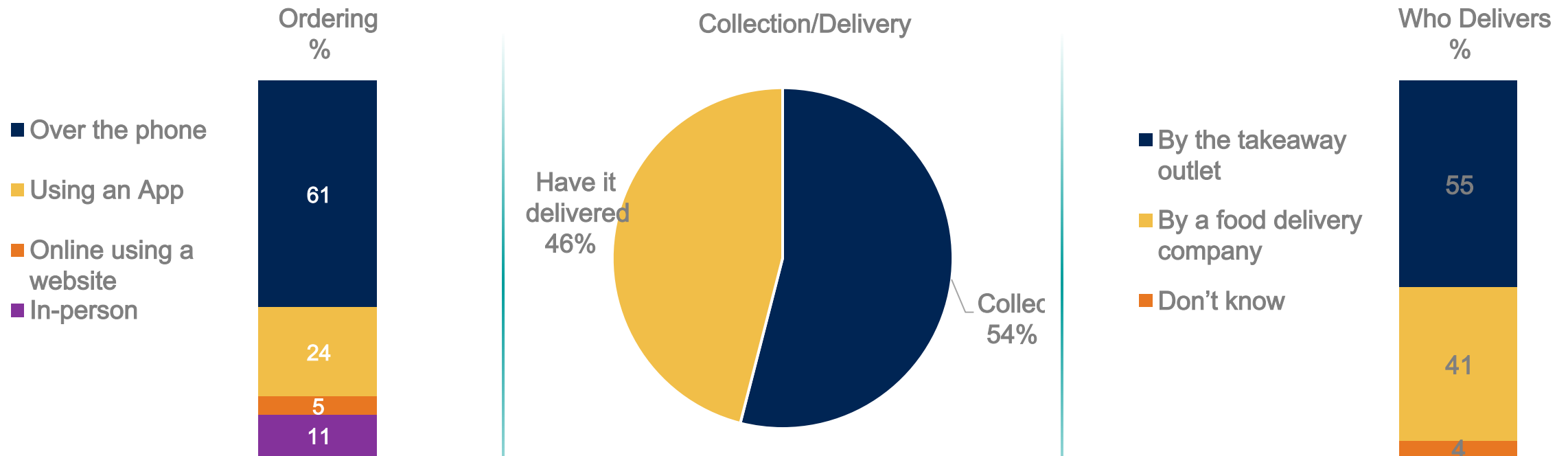
Q.55 How do you usually order your takeaway?

Q.56 And do you usually collect the food or have it delivered?

Q.57 Is this food delivered by the takeaway food outlet itself or a food delivery company e.g. Deliveroo, Just Eat?

Base: All who eat Take away: 429 , those who get it delivered: 122

# ORDERING TAKEAWAY FOOD



Q.55 How do you usually order your takeaway?

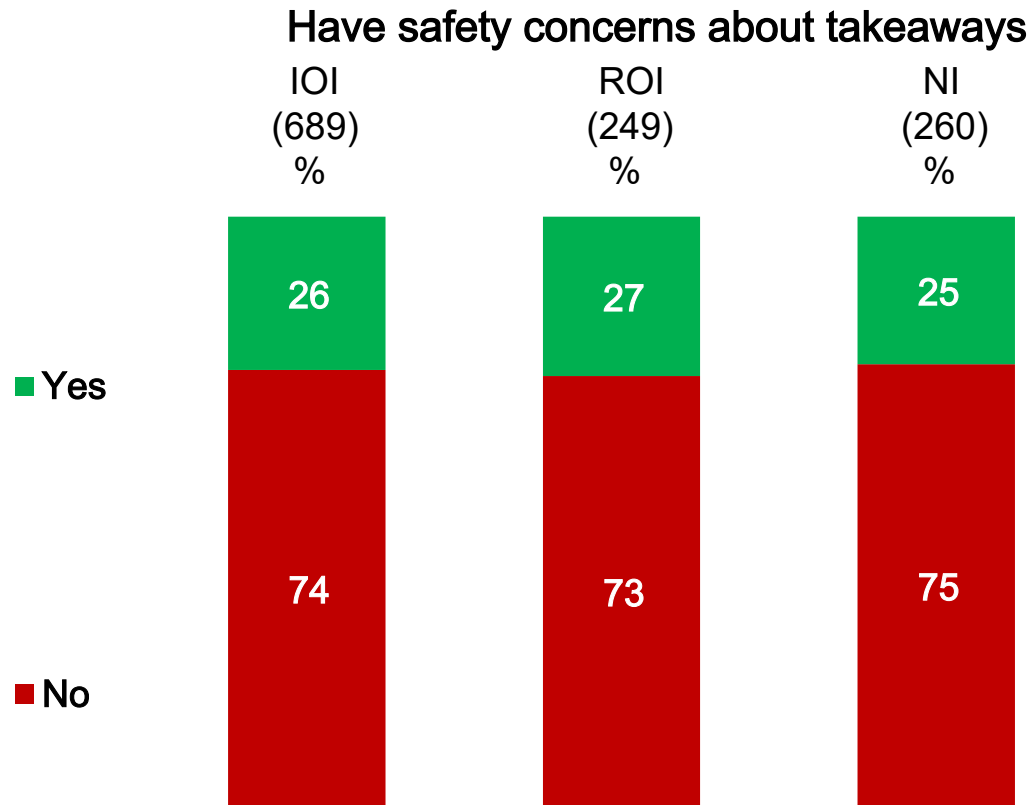
Q.56 And do you usually collect the food or have it delivered?

Q.57 Is this food delivered by the takeaway food outlet itself or a food delivery company e.g. Deliveroo, Just Eat?

Base: All who eat Take away: 260, those who get it delivered: 82

# FOOD SAFETY CONCERNS ABOUT TAKEAWAYS

Among the 26% who have safety concerns about takeaways, cleanliness/hygiene is the top concern at



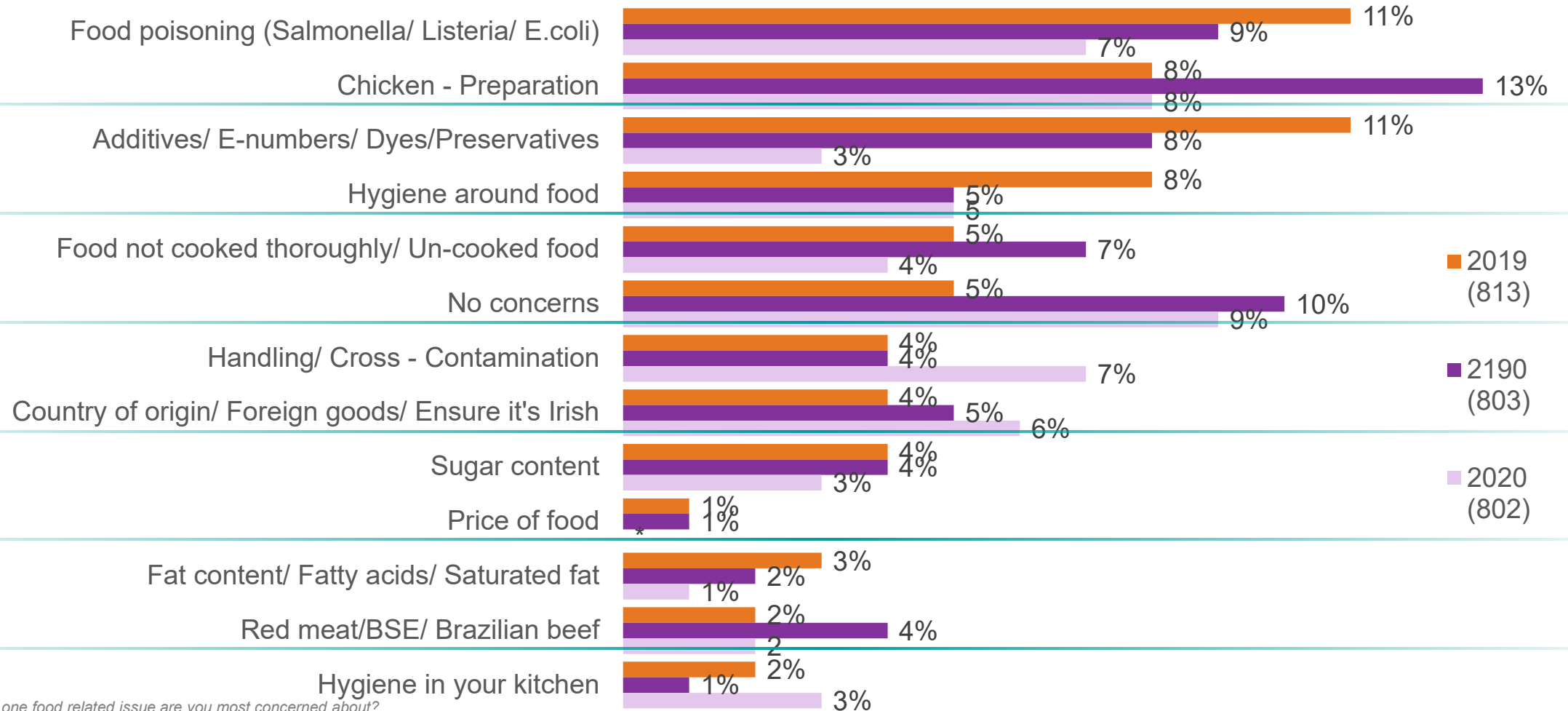
Q.58 Do you have any concerns about the safety of the takeaway food that you consume?  
 Q.59 And what are these concerns?  
 Base: All who eat convenience foods regularly

	IOI (180) %	ROI (110) %	NI (70) %
Cleanliness/hygiene	34	37	30
Preparation	19	26	7
Don't know what is in the food/content	10	12	7
Nutritional value of the food/is it healthy	10	7	15
Cooking of the food	9	11	4
Storage	8	7	10
Health & safety/safety guidelines	7	8	5
Origin	6	8	2
Other	4	4	4
Don't Know	1	-	2



# APPENDIX

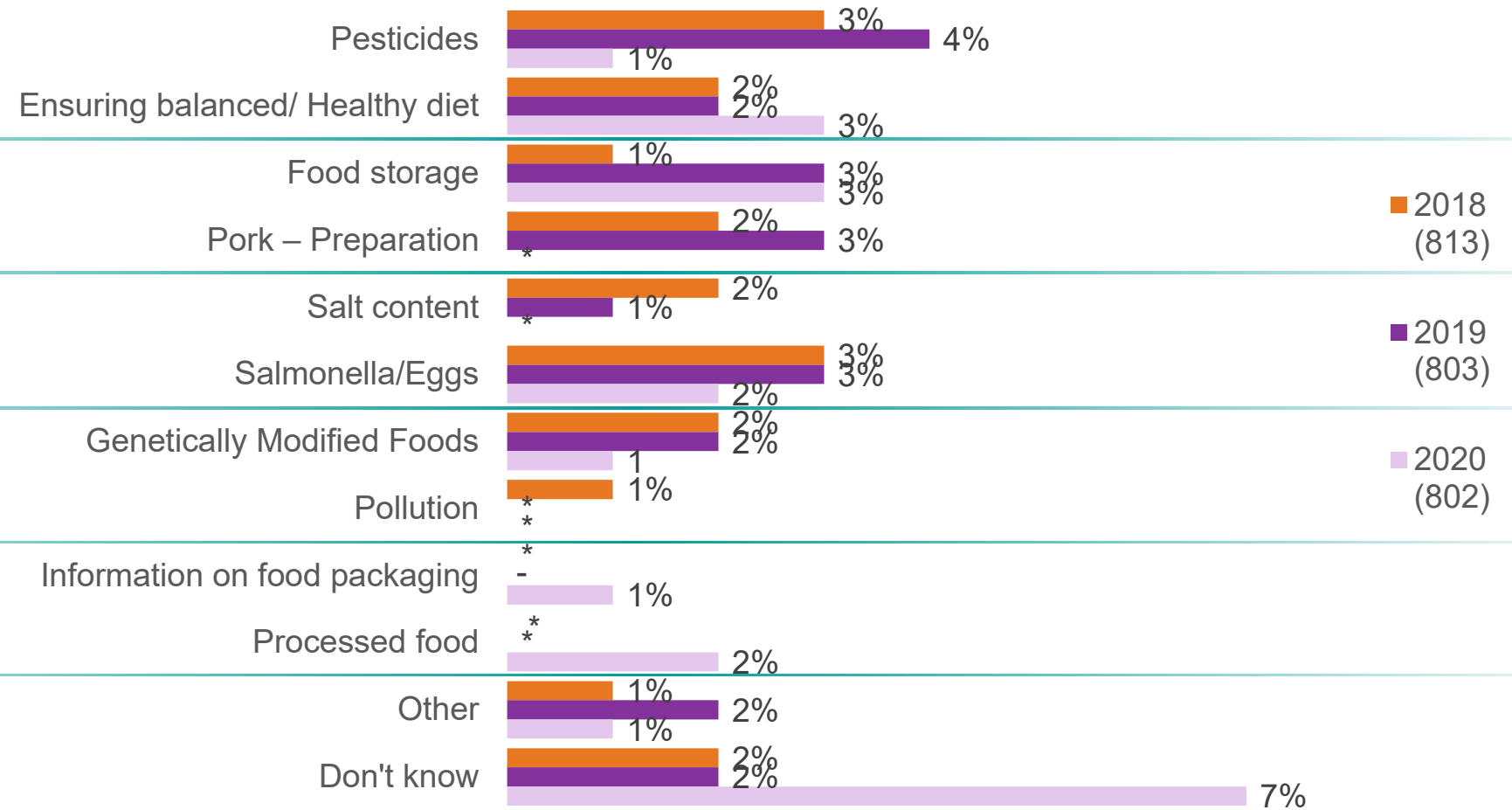
# FOOD RELATED ISSUE OF MOST CONCERN



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

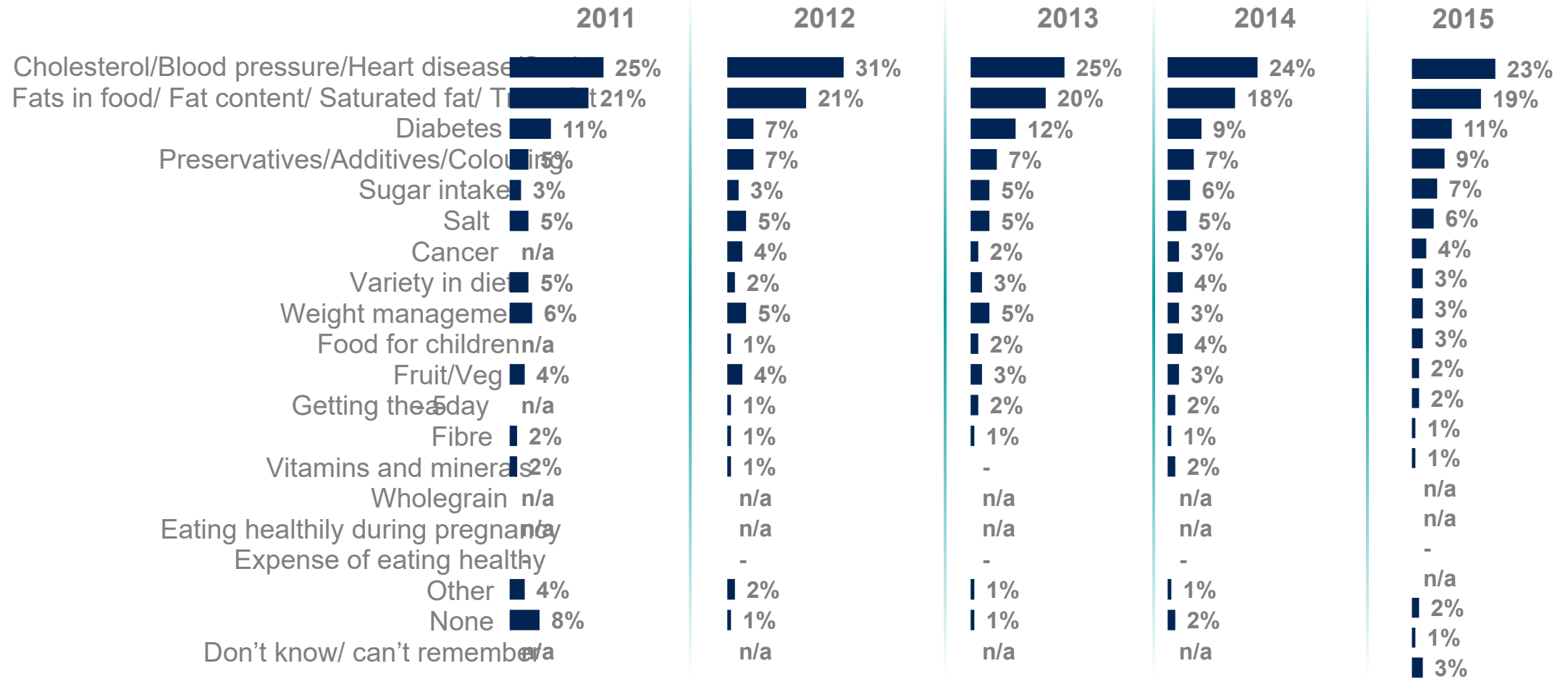
Base: All Respondents: 802

# FOOD RELATED ISSUE OF MOST CONCERN



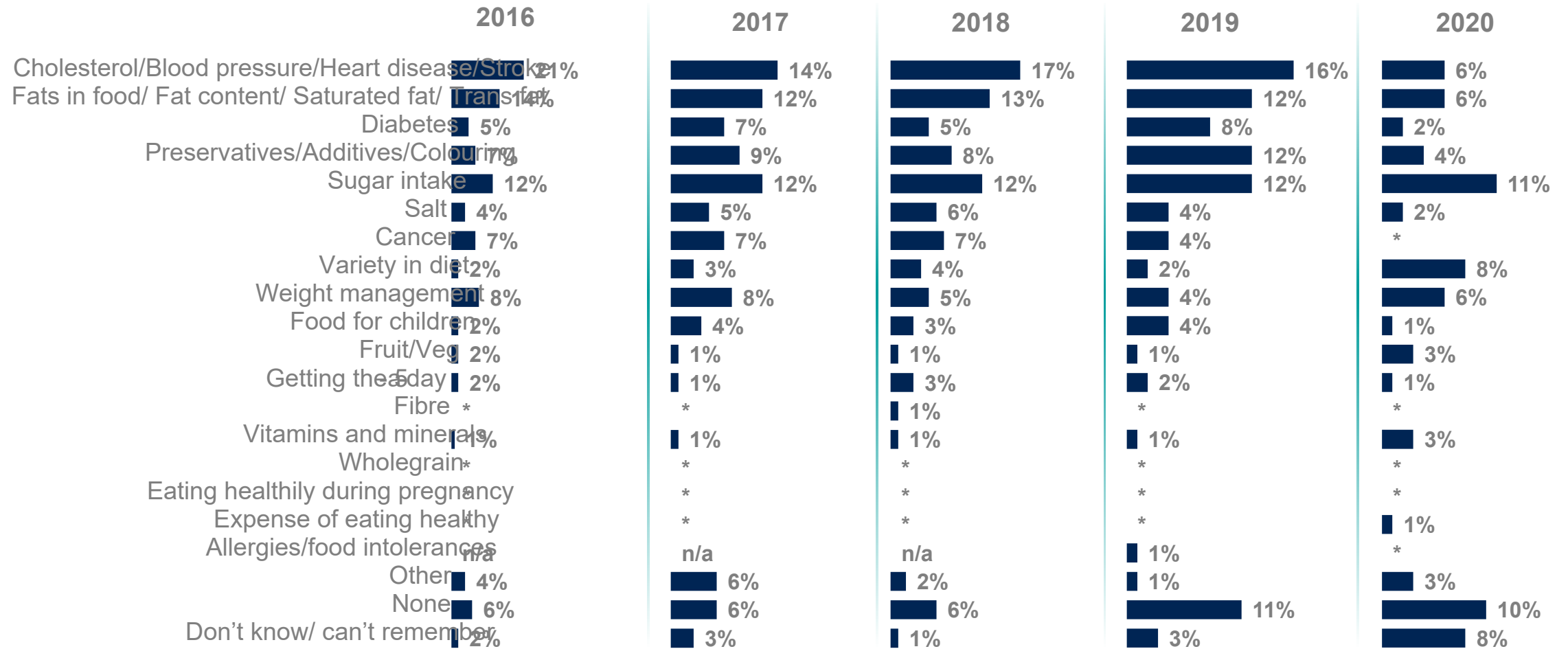
Q.12 What one food related issue are you most concerned about?  
 Base: All Respondents: 803

# HEALTHY EATING ISSUE OF MOST CONCERN (TRENDED)



Q.19 What one healthy eating issue are you most concerned about? (Unprompted)  
 Base: All Respondents: 803

# HEALTHY EATING ISSUE OF MOST CONCERN (TRENDED)



Q.19 What one healthy eating issue are you most concerned about? (Unprompted)  
 Base: All Respondents: 802

# CONTACTS

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