



# Safetrak 16

January 2015



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

# Presentation Outline

## ✓ Background and Methodology

## ✓ The Findings

- ✓ Chicken behaviour & Campaign Testing and Preparing Food
- ✓ Food Safety Concerns
- ✓ Healthy Eating Concerns
- ✓ Weight Loss
- ✓ Healthy Food at Events
- ✓ Temperature Zone
- ✓ Food Sensitivity
- ✓ Social media

# Background & Methodology – Safetrak 16

Total number of interviews:



**Sample:**

Nationally representative sample of adults aged 15-74

**Fieldwork:**

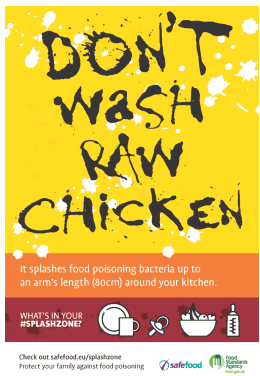
In home face-to-face interviews

63 sampling points in the Republic of Ireland

30 sampling points in Northern Ireland

Fieldwork dates: 27<sup>th</sup> November – 15<sup>th</sup> December (ROI)


27<sup>th</sup> November – 15<sup>th</sup> November (NI)



**IOI Don't waste raw chicken airdates:  
Outdoor and in-store (trolley handles):  
Ran from 3<sup>rd</sup> – 16<sup>th</sup> November (ROI & NI)**


## Chicken Behaviour & Campaign Testing & Preparing Food

**DON'T  
WASH  
RAW  
CHICKEN**




It splashes food poisoning bacteria up to an arm's length (80cm) around your kitchen.

WHAT'S IN YOUR #SPLASHZONE?




Check out [safefood.eu/splashzone](http://safefood.eu/splashzone)  
Protect your family against food poisoning





**DON'T  
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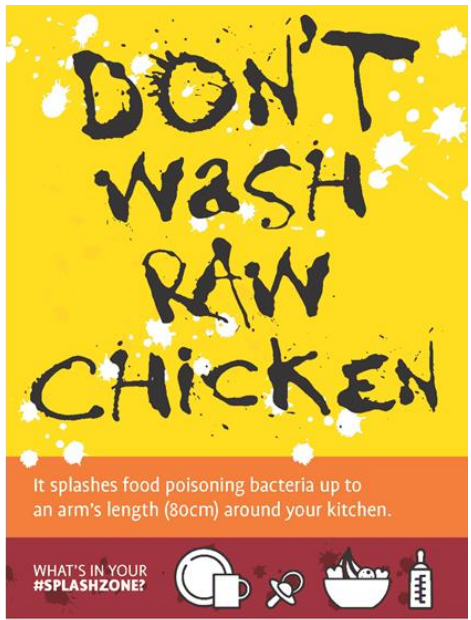



# Outdoor Recognition:

Two in five recognising the outdoor "Don't Wash Raw Chicken" Outdoor ad with little difference between NI and ROI. Recognition is above the Millward Brown norm



Base: All IOI Adults 15+ (n=807)



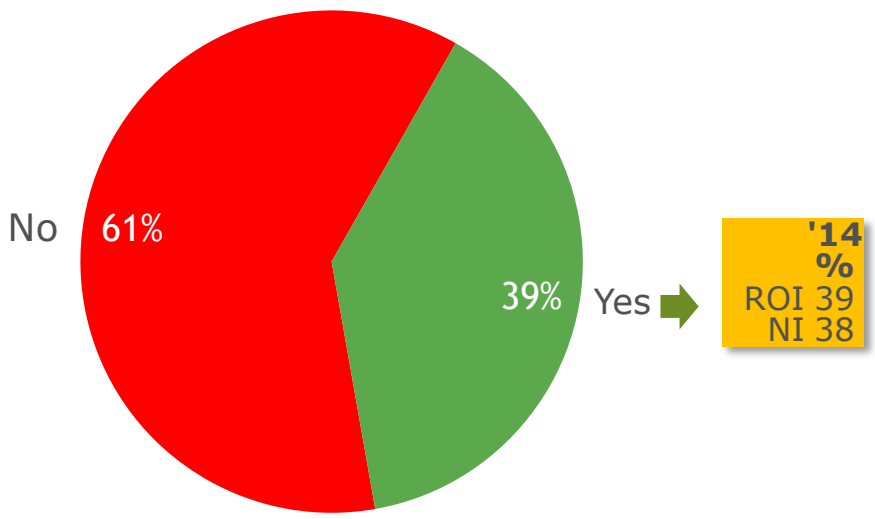
Check out [safefood.eu/splashzone](http://safefood.eu/splashzone)  
Protect your family against food poisoning



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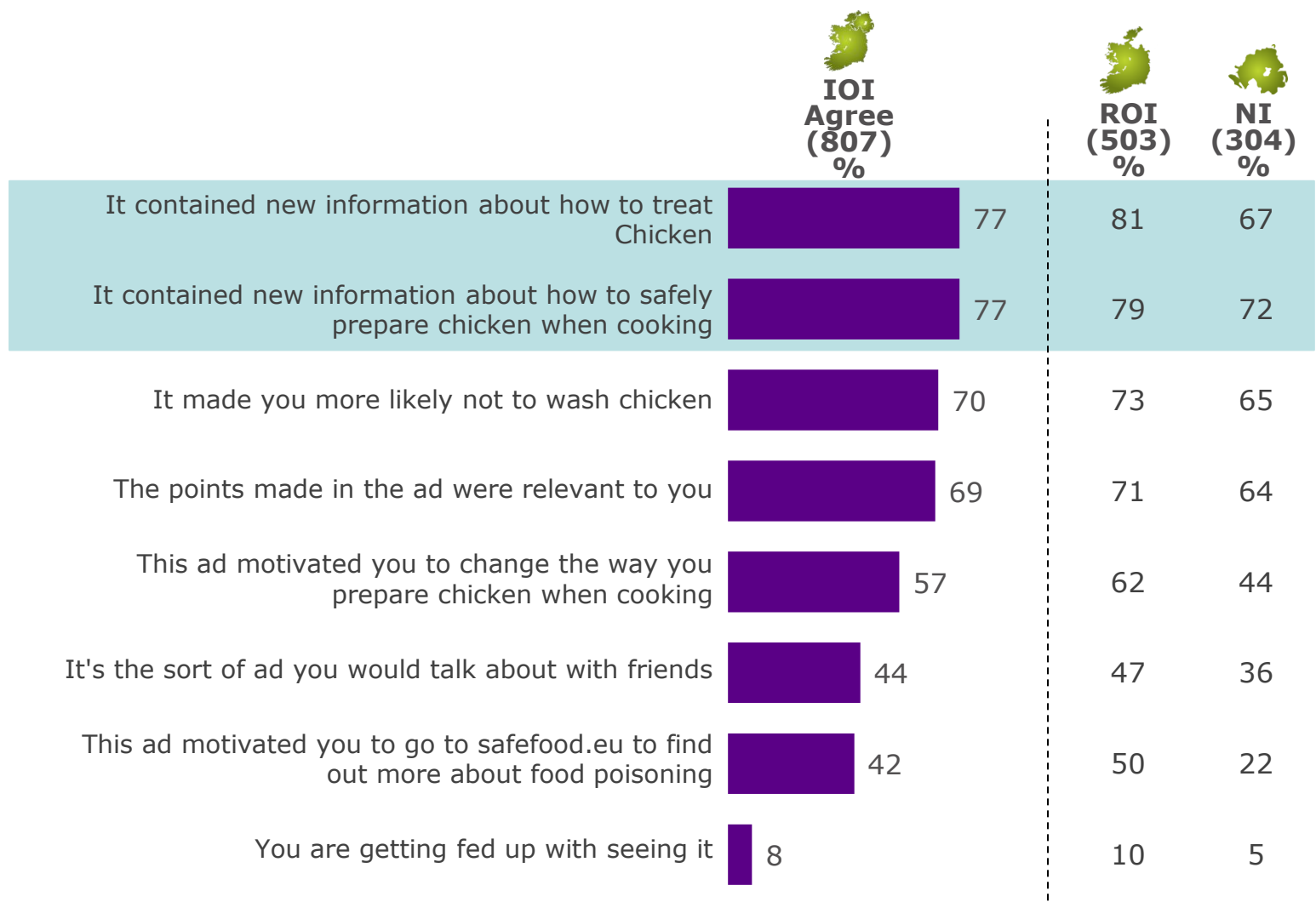
## Recall Outdoor IOI %



OUTDOOR NORM ROI = 35%  
OUTDOOR NORM UK = 17%

# Summary of Response Outdoor:

Base: All Adults



# Response to Outdoor ad vs. MB Norms:



Base: All Adults

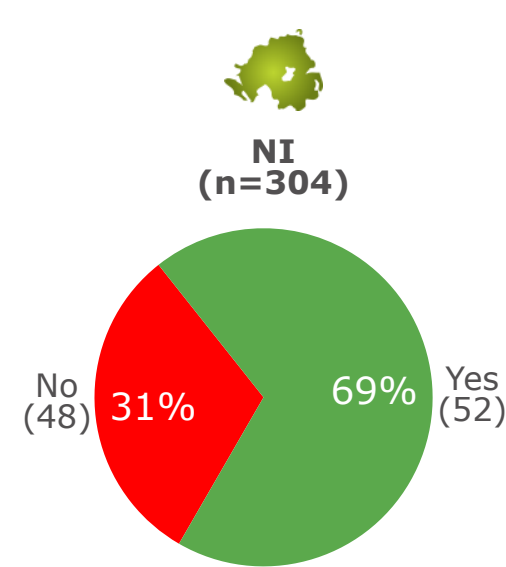
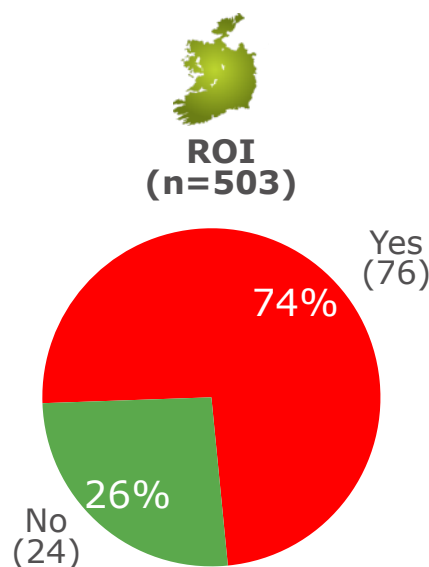
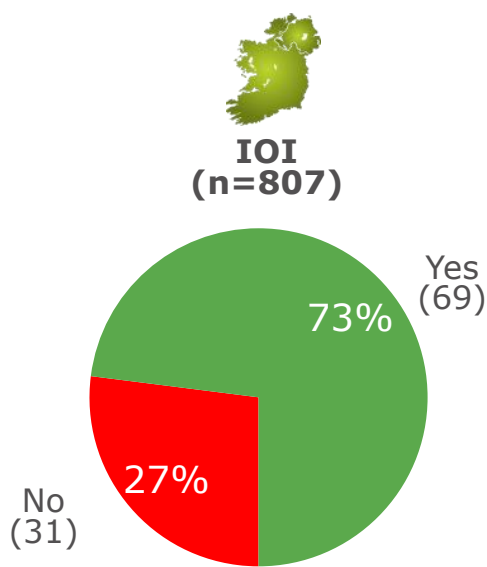
| % Agreeing with the statement about the ad                                       | Total ROI % | ROI Norm % | % Point Difference Vs ROI Norm % | Total NI % | UK Norm % | % Point Difference Vs UK Norm % |
|--|-------------|------------|----------------------------------|------------|-----------|---------------------------------|
| It contained new information about how to treat Chicken                          | 81          | n/a        | n/a                              | 67         | n/a       | n/a                             |
| It contained new information about how to safely prepare chicken when cooking    | 79          | 71         | +8                               | 72         | 52        | +20                             |
| The points made in the ad were relevant to you                                   | 71          | 58         | +13                              | 64         | 44        | +20                             |
| It made you more likely not to wash chicken                                      | 73          | 47         | +26                              | 65         | 40        | +25                             |
| It's the sort of ad you would talk about with friends                            | 47          | 40         | +7                               | 36         | 25        | +11                             |
| This ad motivated you to change the way you prepare chicken when cooking         | 62          | n/a        | n/a                              | 44         | n/a       | n/a                             |
| This ad motivated you to go to safefood.eu to find out more about food poisoning | 50          | n/a        | n/a                              | 22         | n/a       | n/a                             |
| You are getting fed up with seeing it  | 10          | 19         | -9                               | 5          | 25        | -20                             |

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

Three in four adults involved in preparation of food in household. Up slightly from ST15. A little less in NI



Base: All Adults 15+



Unsurprisingly, more inclined to be Women in both regions (9 in 10)

( ) Bracketed figures denote ST15 data

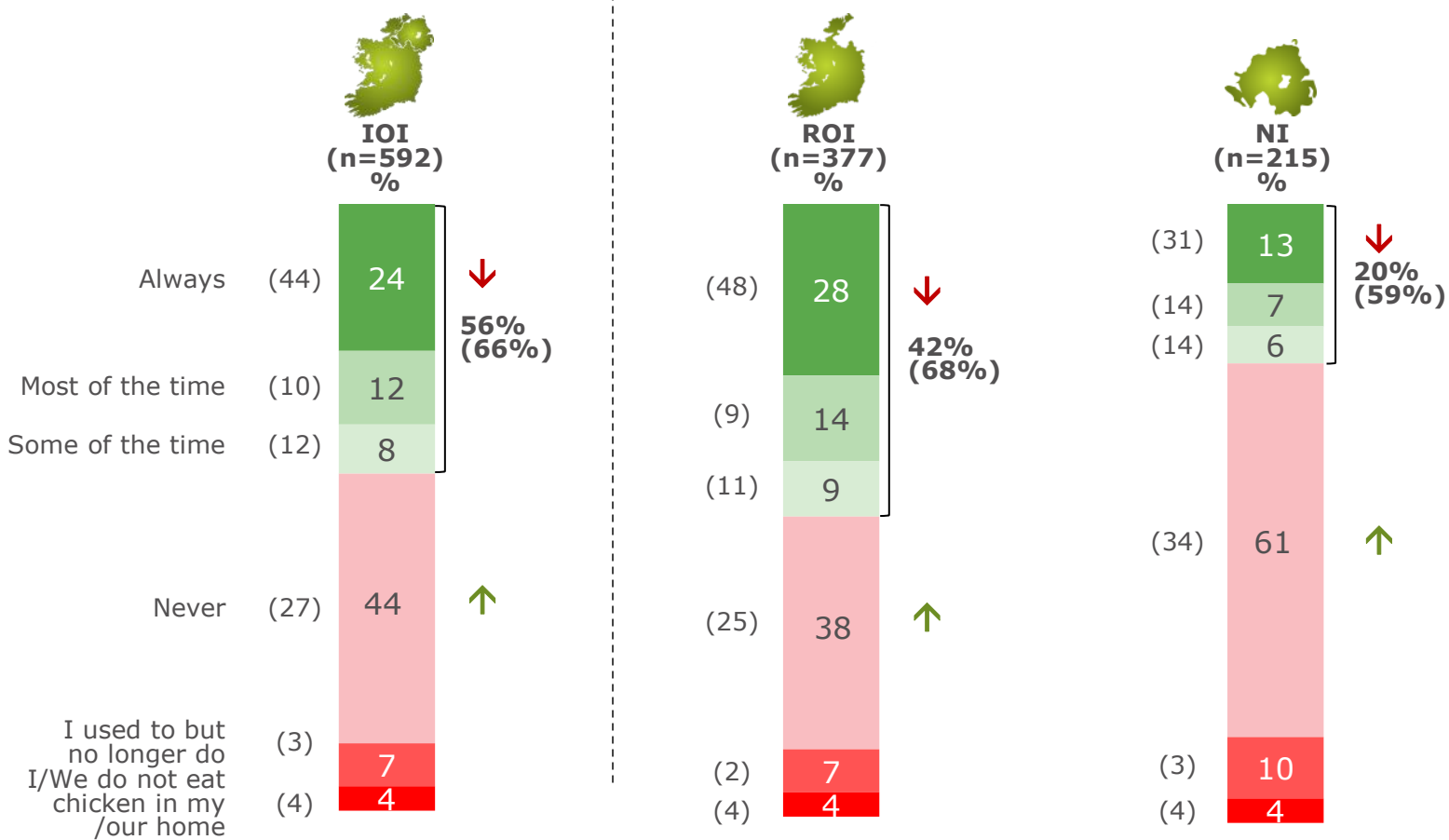




# Preparing a whole chicken:

In both regions the incidence of washing a chicken has significantly improved with just one in four "always" washing (down from nearly one in two). Significantly higher levels for 'never washing' particularly in NI.

Base: All Adults involved in cooking



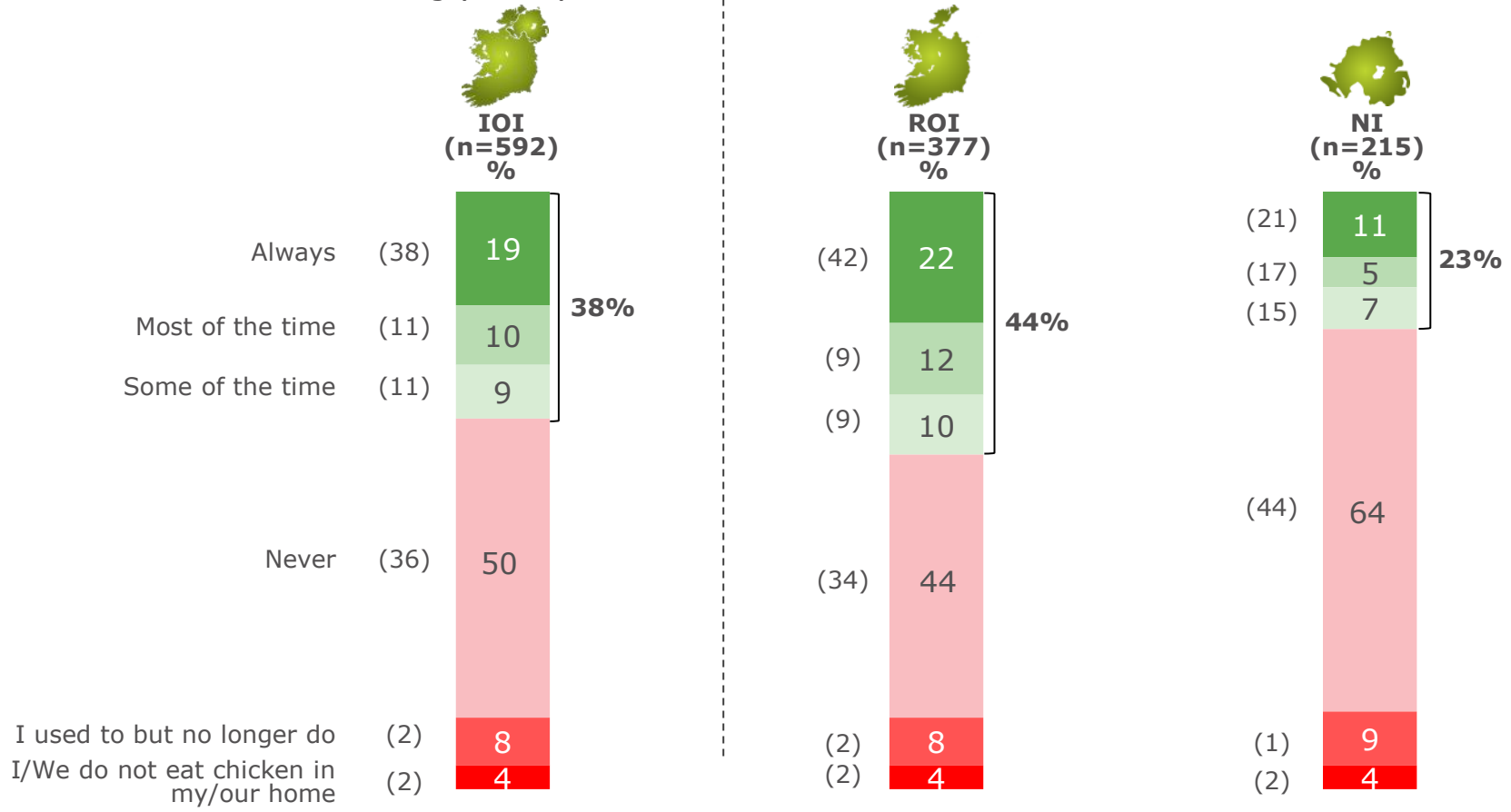
( ) Bracketed figure denote ST15  
 ( ) Change in question wording from ST15



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

Similarly, high levels of washing various cuts of chicken. Higher incidence of washing in ROI.

Base: All Adults involved in cooking (n=592)



Incidence of washing in ROI higher among 25-34s, Conn/Ulster

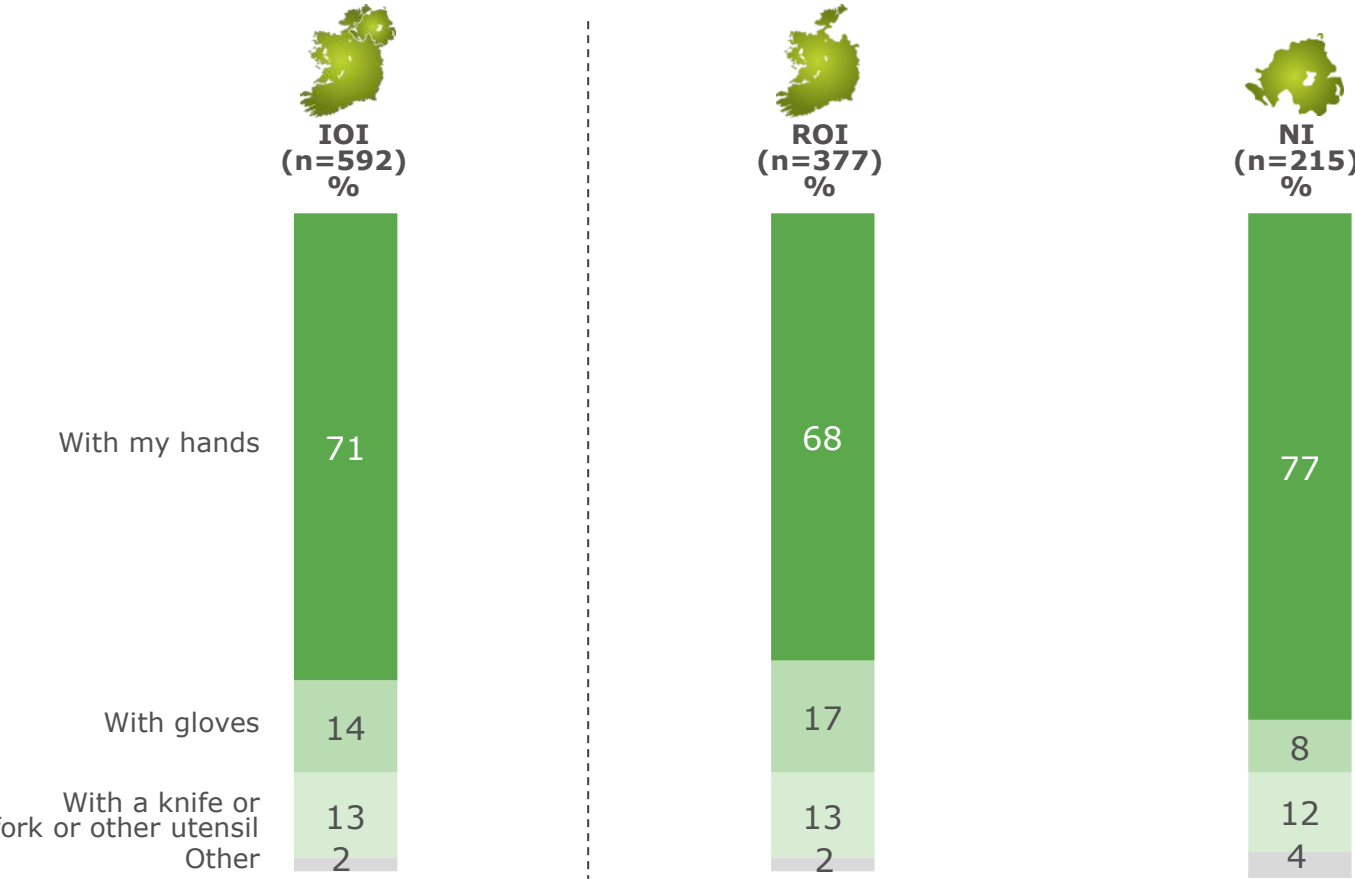
( ) Bracketed figures denote ST15 data



# Majority of adults handling raw chicken using just their hands. Minority using gloves or utensils: Higher proportion in NI using their hands

Base: All Adults involved in cooking (n=592)

## How I handle raw chicken



# Food Safety Concerns

CLEAN



SEPARATE



COOK



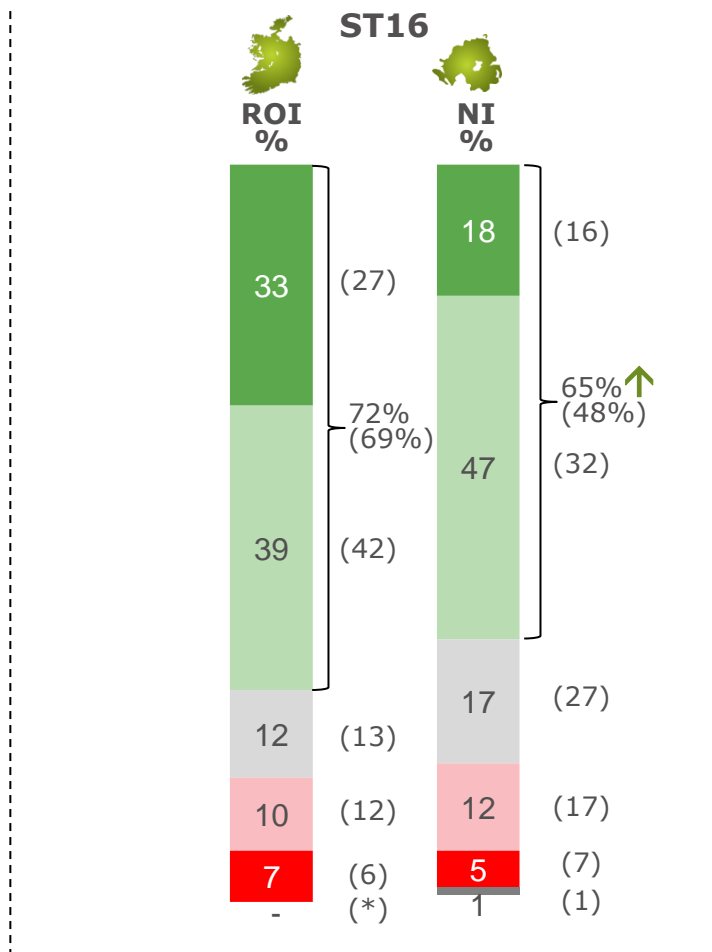
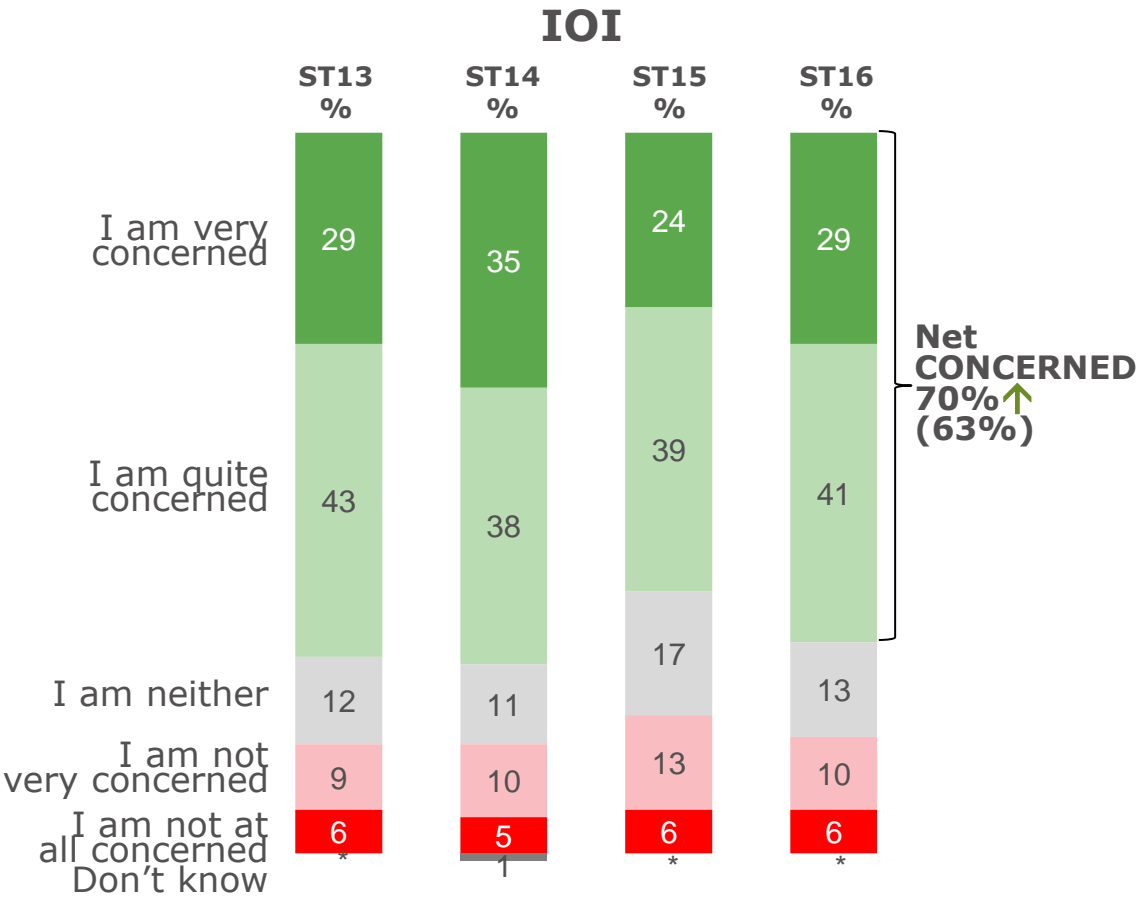
CHILL



# Food Safety Concerns: Overall adults on the Island of Ireland say they are significantly more concerned about food safety this year driven significantly by those in NI



Base: All IOI Adults 15+ (807)



↑ = Significant increase vs. ST '15  
 ↓ = Significant decrease vs. ST '15  
 ( ) Bracketed figure denote ST15

# Food Related Issues of Most Concern:

Date marks are of most concern for adults in IOI – A significant increase on last year (due to potential campaign in 2013). Of significantly increased concern is food poisoning and ensuring a healthy diet.



Base: All IOI Adults 15+ (807)

|  | ST13 % | ST14 % | ST15 % | ST16 % | ROI % | NI % |
|--|--------|--------|--------|--------|-------|------|
| Date marks – Best before date/Use by date/ Freshness | 10     | 12     | 6      | 15↑    | 15    | 13   |
| Chicken/ Pork – Preparation                          | 15     | 15     | 10     | 14     | 14    | 15   |
| Additives/ E-numbers/ Dyes*                          | 14     | 14     | 9      | 12     | 14    | 6    |
| Food poisoning (Salmonella/Listeria/ E.coli)         | 7      | 12     | 6      | 10↑    | 11    | 8    |
| Ensuring balanced/healthy diet                       | 7      | 5      | 4      | 8↑     | 8     | 8    |
| Country of origin/Foreign goods/Ensure it's Irish    | 9      | 8      | 7      | 7      | 7     | 6    |
| Food not cooked thoroughly/Uncooked food             | 7      | 8      | 4      | 7      | 8     | 7    |
| Fat content/ Fatty acids/ Saturated fat              | 8      | 7      | 6      | 5      | 6     | 5    |
| Hygiene around food                                  | 4      | 4      | 4      | 3      | 3     | 3    |
| Price of food  | 2      | -      | 3      | 3      | 2     | 4    |
| Salt content   | 1      | 2      | 6      | 2↓     | 1     | 2    |
| Handling/ Cross - Contamination                      | 2      | 2      | 2      | 2      | 2     | 2    |
| Food storage   | 1      | 1      | 2      | 2      | 1     | 3    |
| Sugar content  | -      | -      | 8      | 1↓     | 1     | 2    |
| Hygiene in your kitchen                              | 1      | 1      | 3      | 1      | 1     | 2    |
| Red meat/ BSE/Brazilian beef                         | 1      | *      | 2      | 1      | *     | 1    |
| Genetically modified foods                           | *      | 1      | 1      | 1      | 1     | *    |
| Salmonella/ Eggs                                     | 1      | 1      | 4      | *      | *     | *    |
| Pesticide  | 1      | *      | 2      | *      | *     | *    |
| Pollution  | -      | -      | 3      | -      | -     | -    |
| Other  | 3      | 2      | 2      | 3      | 1     | 6    |
| Don't know   | 5      | 4      | 4      | 3      | 2     | 5    |

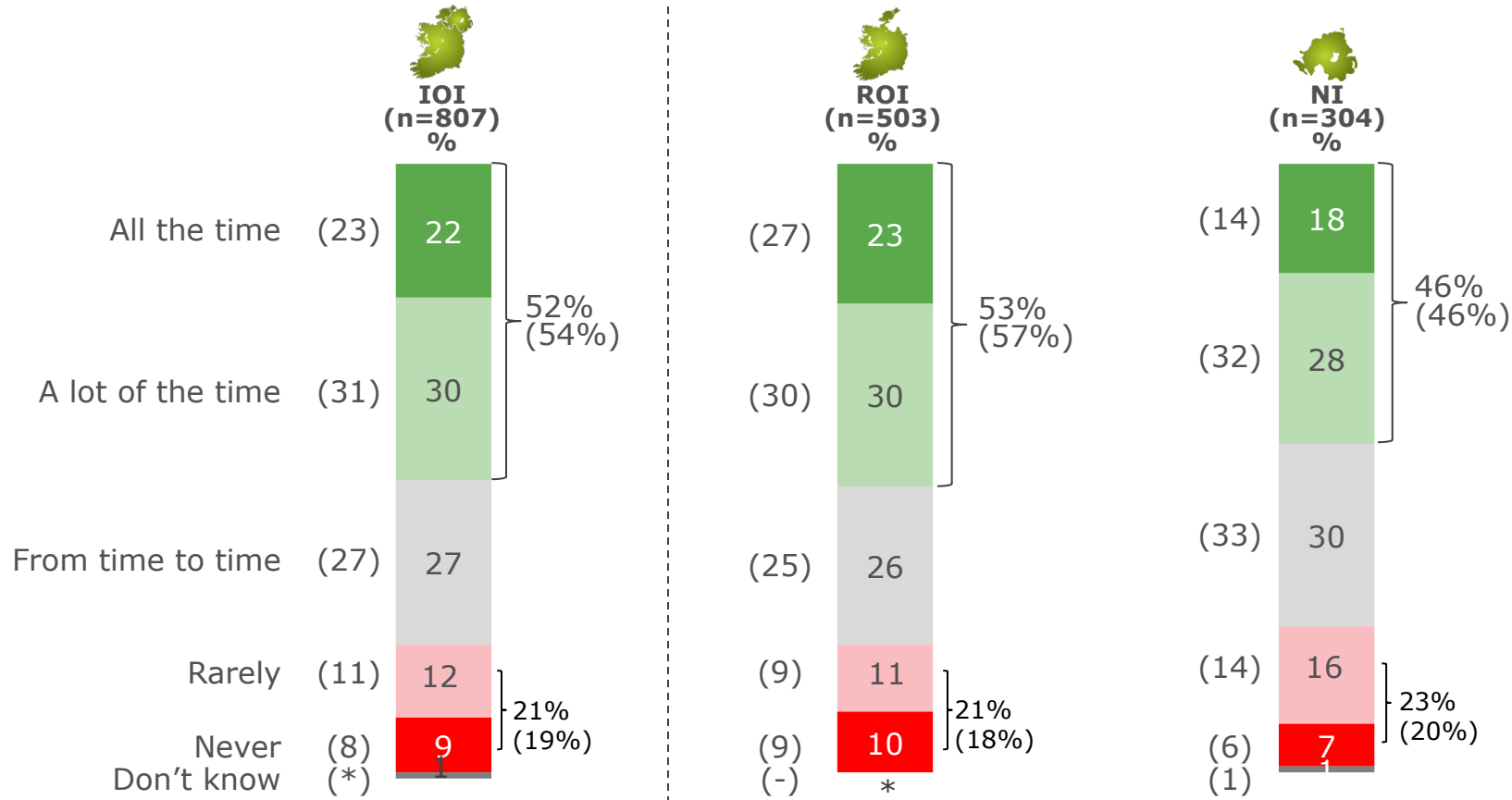
\*ST10 \*& ST11: Pesticides also included in code

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

# Frequency of Referring to Labelling Information: One in two adults claim they refer to labelling information (similar to last year). A slight difference in "all the time" across both regions



Base: All Adults 15+

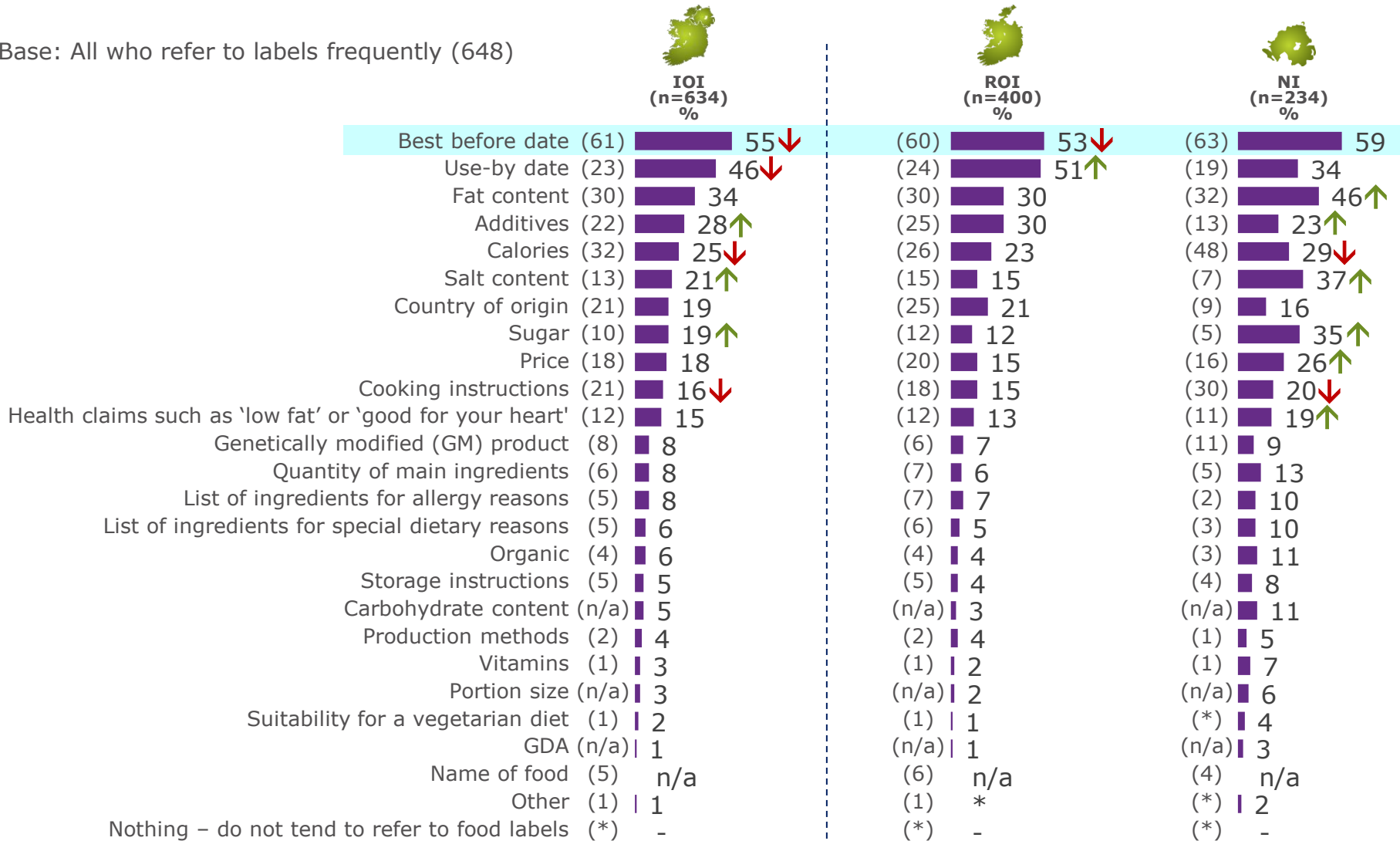


( ) Bracketed figures denote ST15

# Usually looking for... For those who check, key piece of information sought remains to be 'best before' date. Significant movements overall driven by those in NI.



Base: All who refer to labels frequently (648)





# Healthy Eating Concerns



Recipes



Food, Diet and Health



Weight Loss

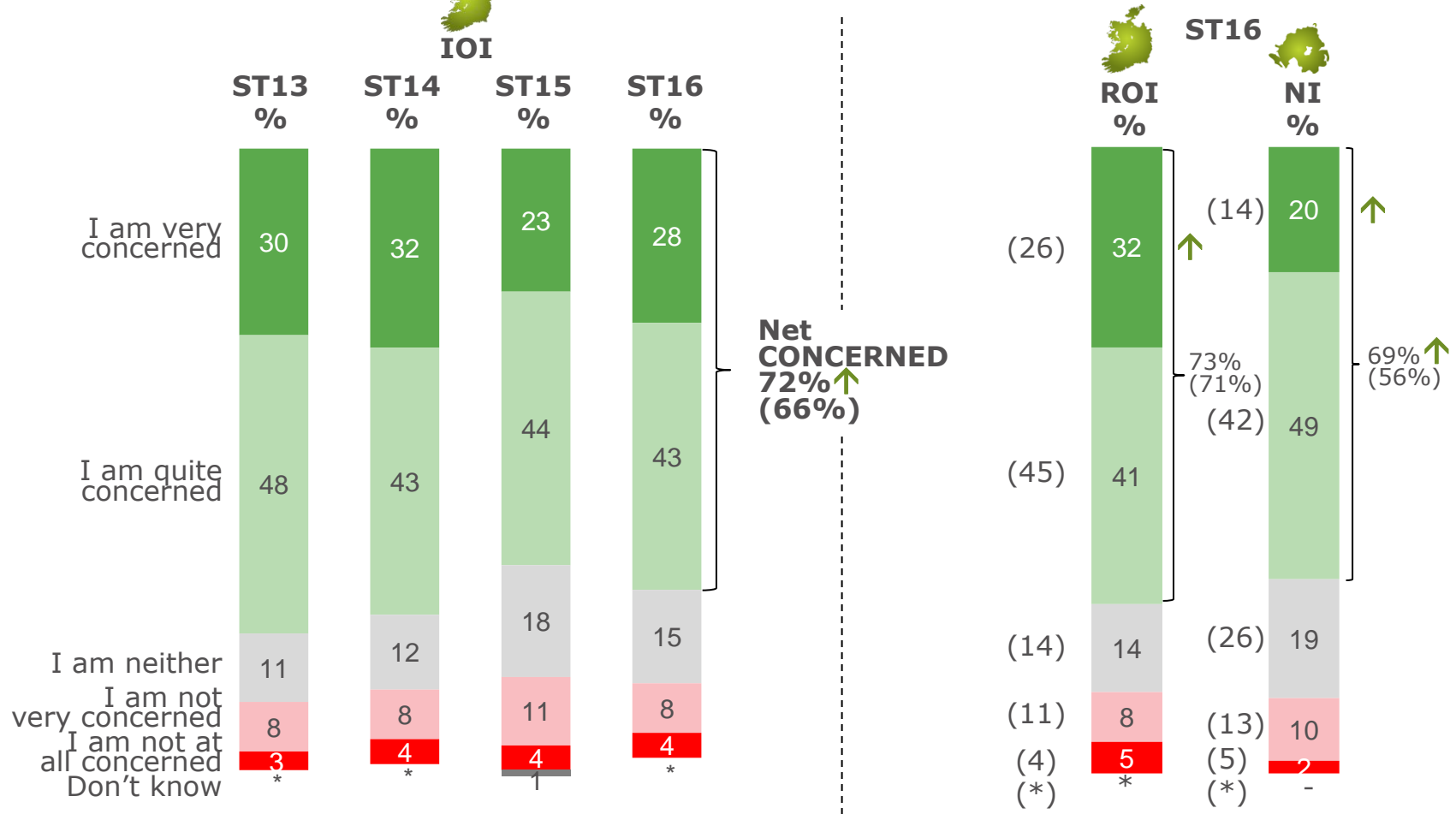


Life Stages

# Healthy Eating Concerns: Claims to be 'very concerned' about healthy eating, have recovered this year significantly, driven by adults in NI



Base: All IOI Adults 15+ (807)



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 '15  
 ↓ = Significant decrease vs. ST '15  
 ( ) Bracketed figure denote ST15

# Healthy Eating – Issue of Most Concern:

Cholesterol/blood pressure/heart disease (particularly among 50+ year olds) remains of most concern. Concern for diabetes has fallen back significantly.



Base: All IOI Adults 15+ (807)



|   | ST13 % | ST14 % | ST15 % | ST16 % | ROI % | NI % |
|---|--------|--------|--------|--------|-------|------|
| Cholesterol/blood pressure/Heart disease          | 25     | 31     | 25     | 24     | 28    | 14   |
| Fats in food/ Fat content/Saturated fat/trans fat | 21     | 21     | 20     | 18     | 16    | 22   |
| Diabetes  | 11     | 7      | 12     | 9 ↓    | 8     | 12   |
| Preservatives/Additives/Colouring                 | 5      | 7      | 7      | 7      | 8     | 3    |
| Sugar intake                                      | 3      | 3      | 5      | 6      | 7     | 6    |
| Salt  | 5      | 5      | 5      | 5      | 5     | 7    |
| Food for children                                 | n/a    | 1      | 2      | 4      | 4     | 6    |
| Variety in diet                                   | 5      | 2      | 3      | 4      | 4     | 4    |
| Weight management*                                | 6      | 5      | 5      | 3      | 3     | 4    |
| Fruit/Veg   | 4      | 4      | 3      | 3      | 3     | 3    |
| Cancer  | n/a    | 4      | 2      | 3      | 2     | 4    |
| Getting the 5-a-day                               | n/a    | 1      | 2      | 2      | 2     | 2    |
| Vitamins and minerals                             | 2      | 1      | *      | 2      | 1     | 2    |
| Fibre   | 2      | 1      | 1      | 1      | 1     | 1    |
| Other   | 4      | 2      | 1      | 1      | 1     | 2    |
| Don't know  | 8      | 1      | 1      | 2      | 2     | 2    |

# denotes new code added in 2012

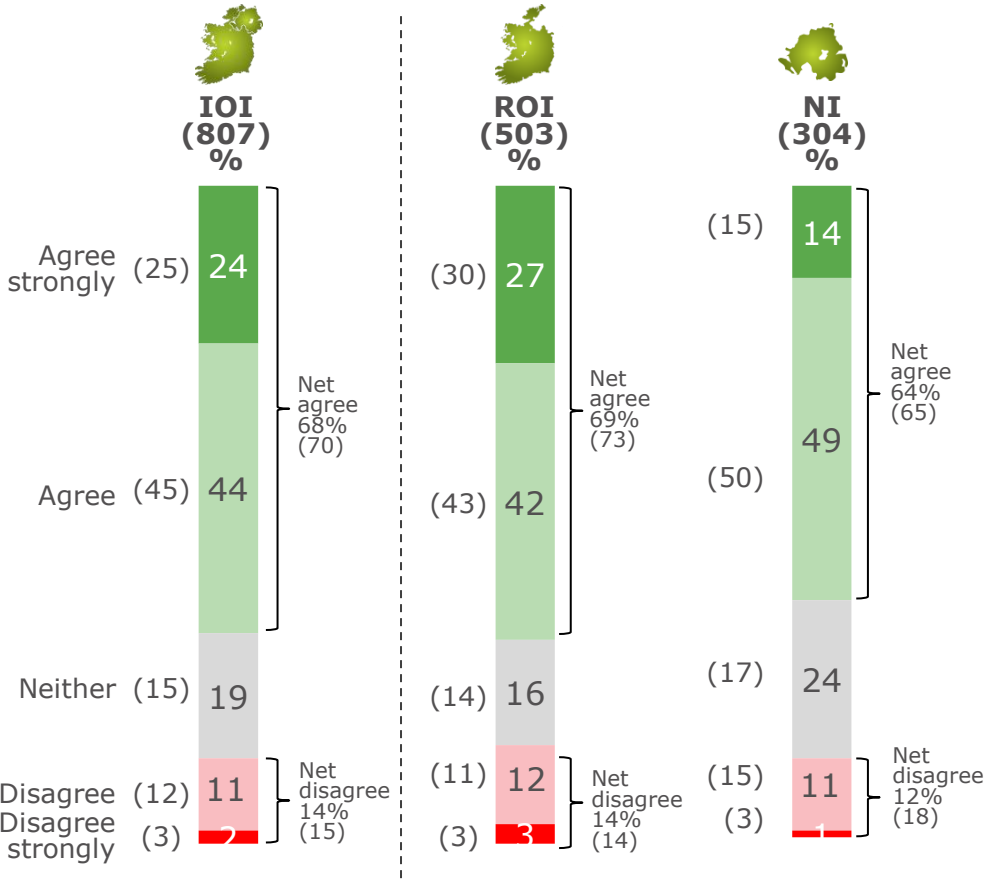
↑ = Significant increase vs. ST '15  
 ↓ = Significant decrease vs. ST '15



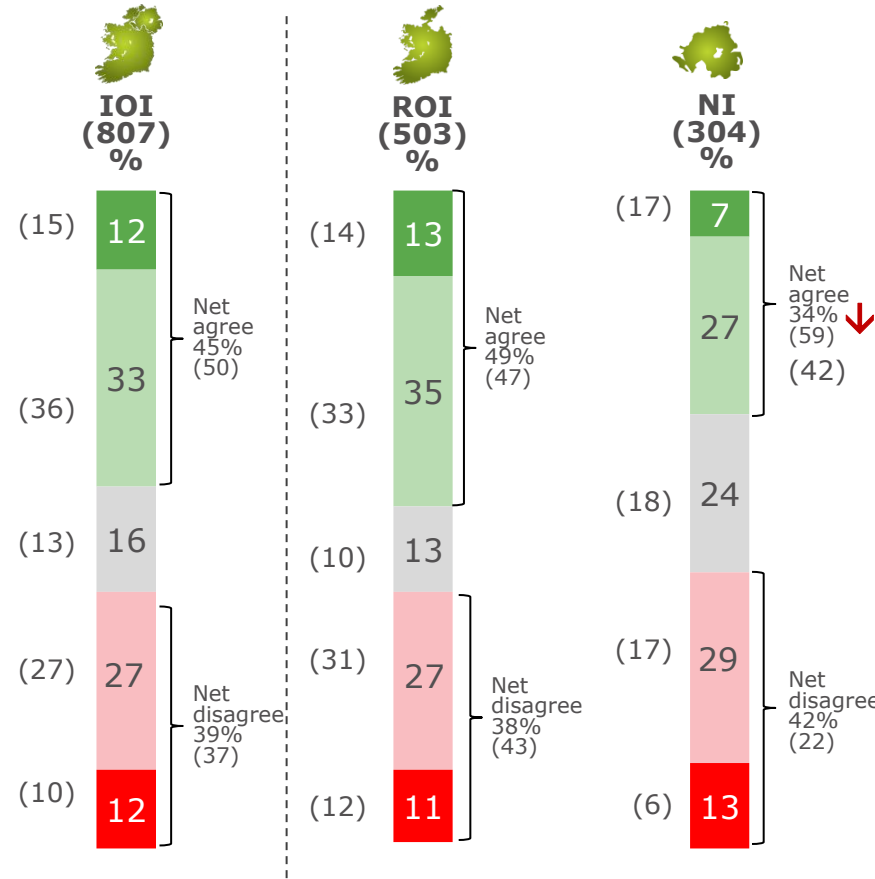
# Attitude & Behaviour to Junk Food: Little change in perception that junk food at checkouts contributes to obesity. One in two claim they are hard to resist in ROI but those in NI find junk food less difficult to resist (significantly lower versus 2013)

Base: All Adults 15+

## Junk food at shop checkouts contribute to obesity



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



( ) Bracketed figures denote ST15

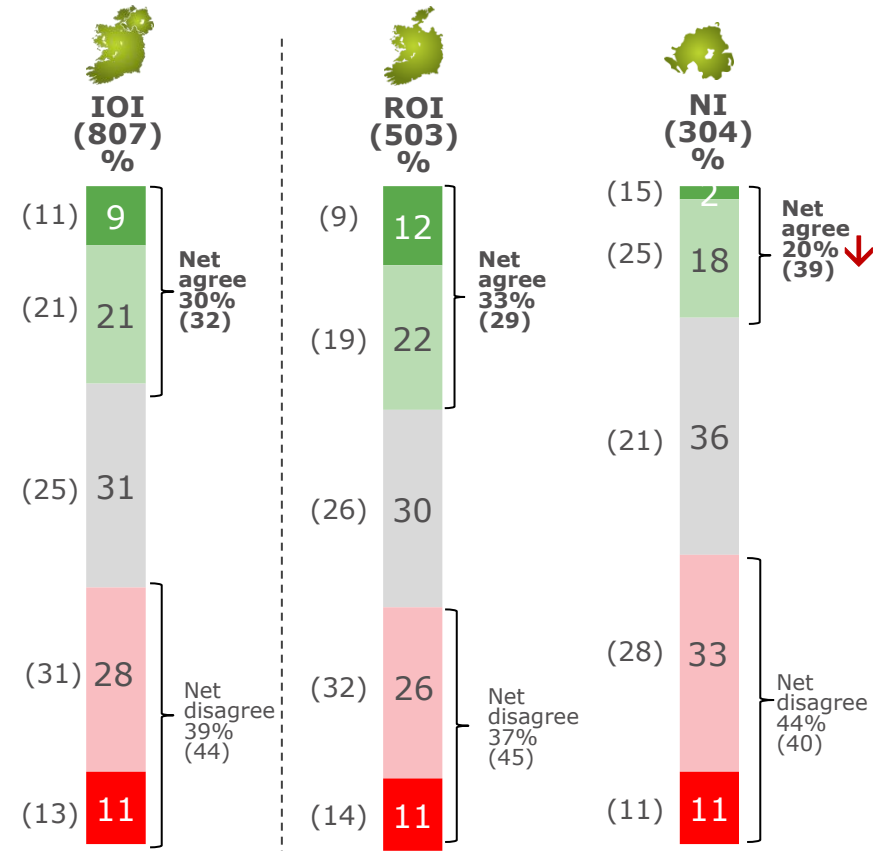
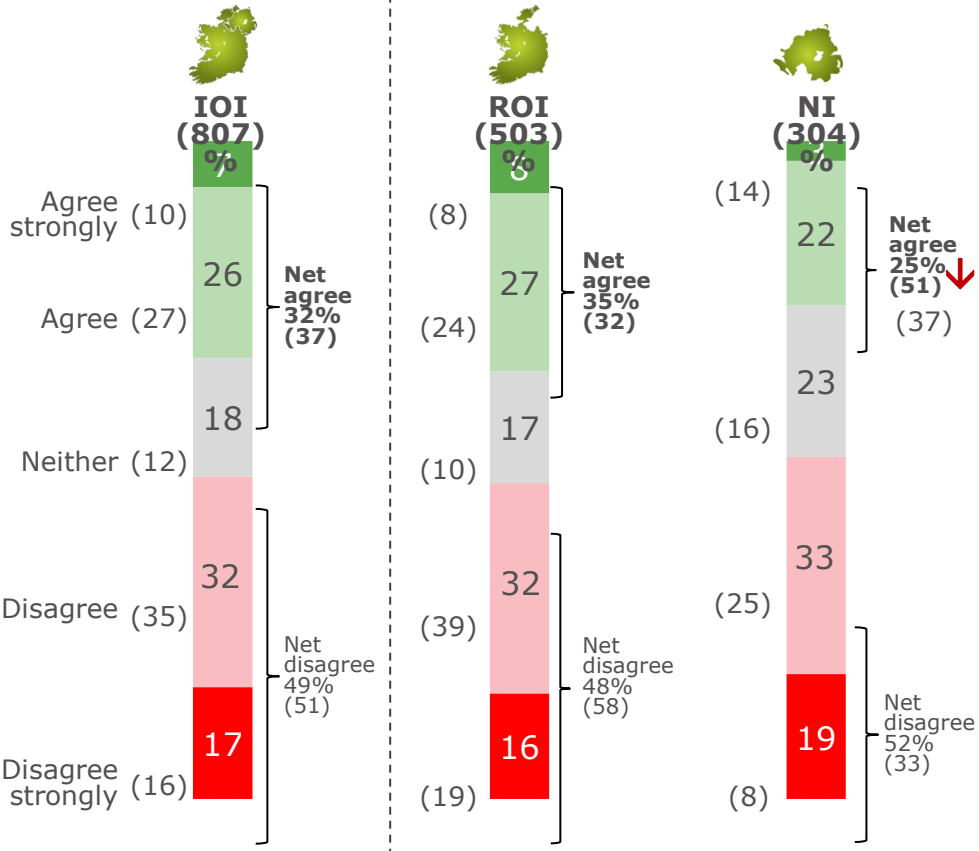


# Attitude & Behaviour to Junk Food: One in three claim to regularly buy on impulse (one in four in NI) while banning junk food at checkouts would also make one in three more likely to shop at those supermarkets. Significantly less support for this though in NI compared to last year

Base: All Adults 15+

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

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



Net agree higher among adults with children, adults aged U35 across both regions and those who are single and C2DE in ROI.

## Weight Loss



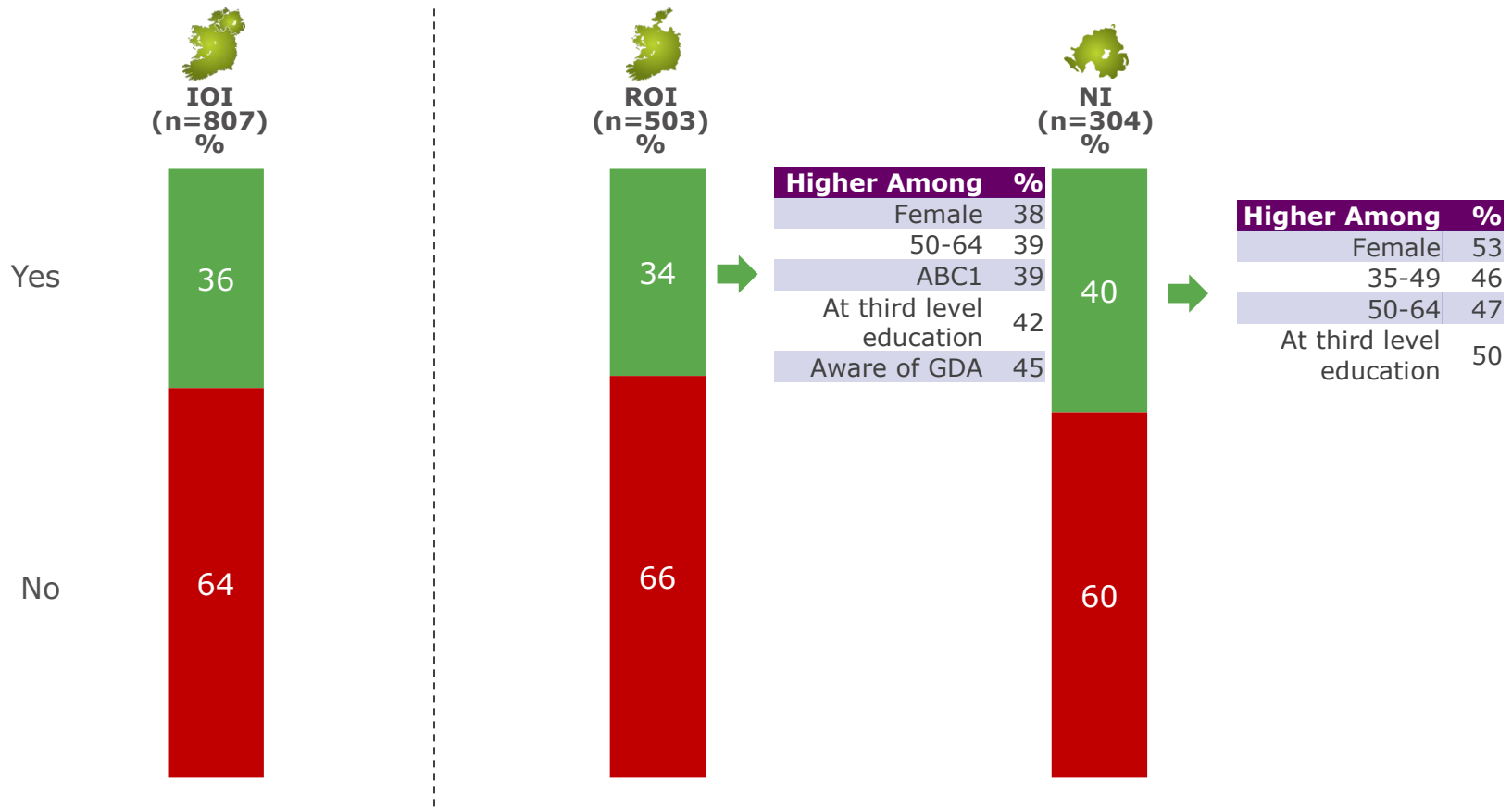


# Losing Weight:

Over a third currently trying to or have tried to lose weight. Typically female and older (50-64)

Base: All Adults 15+ (807)

## Currently trying to lose weight



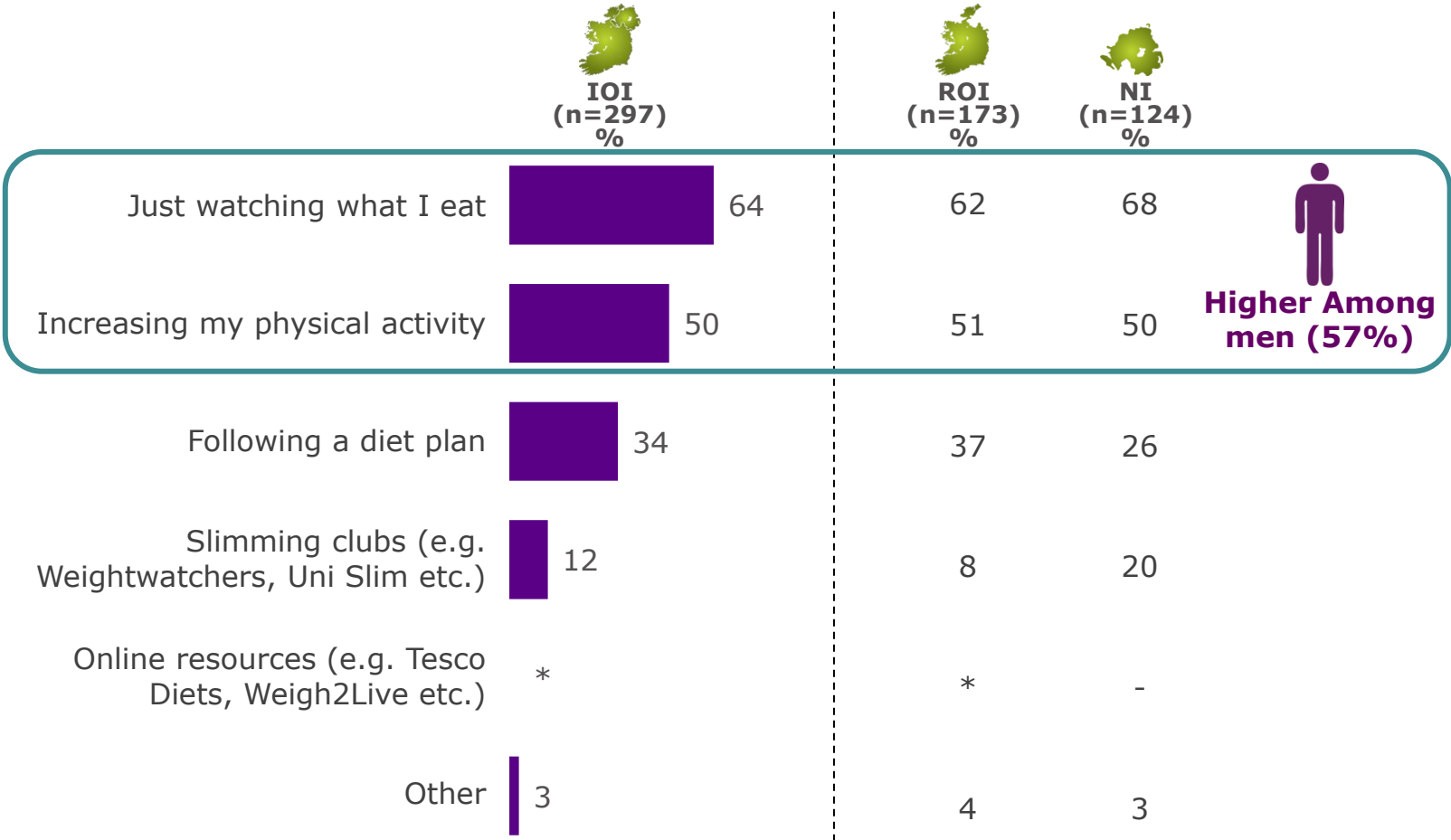


# Losing Weight:

Methods found to be most useful are monitoring what is consumed and increasing levels of physical activity

Base: All currently trying to lose weight (n=297)

## Methods most useful for losing weight





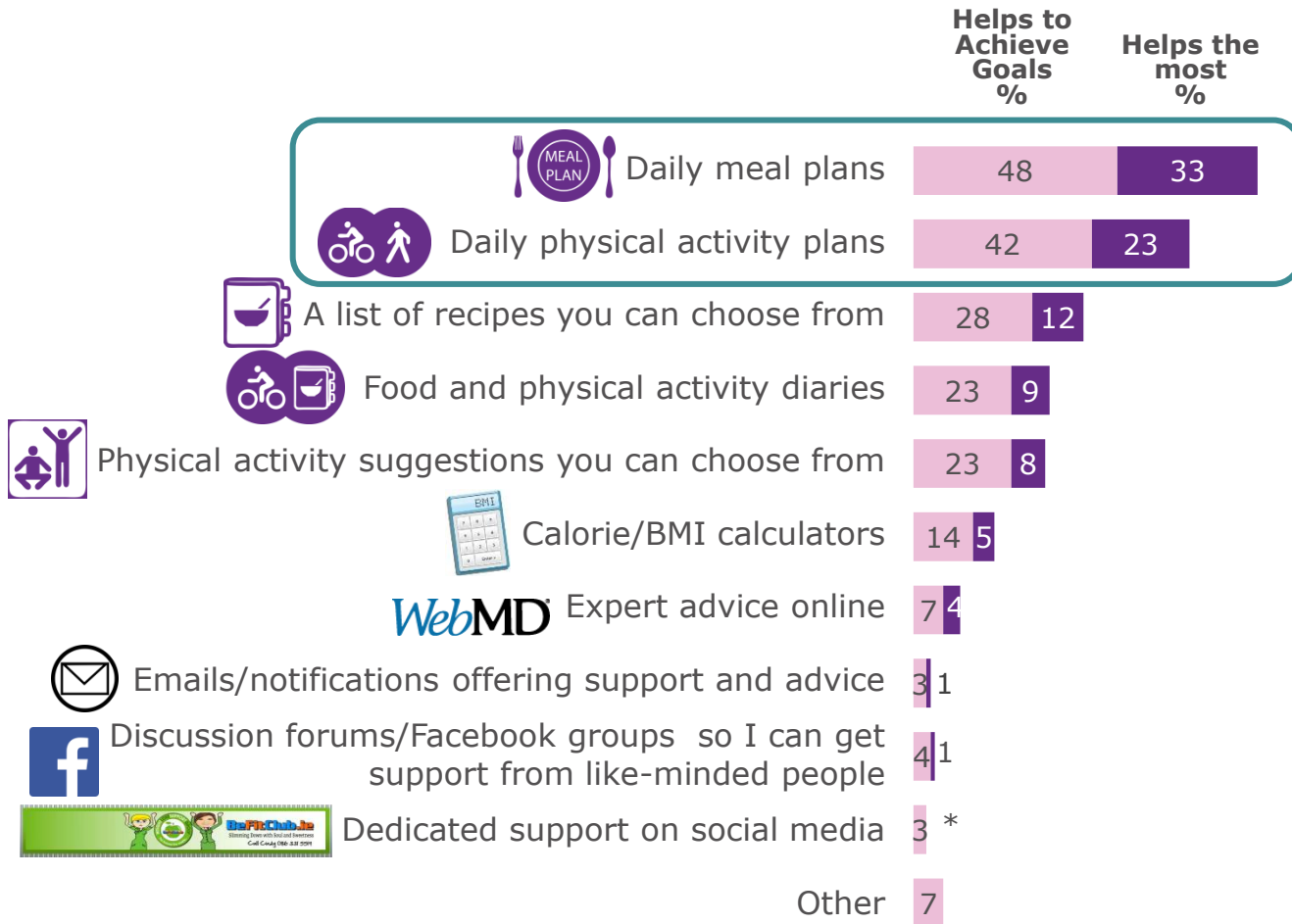


# Achieving Goals: Planning appears to be key in attempts to lose weight – both meal and physical plans

Base: All currently trying to lose weight (n=297)



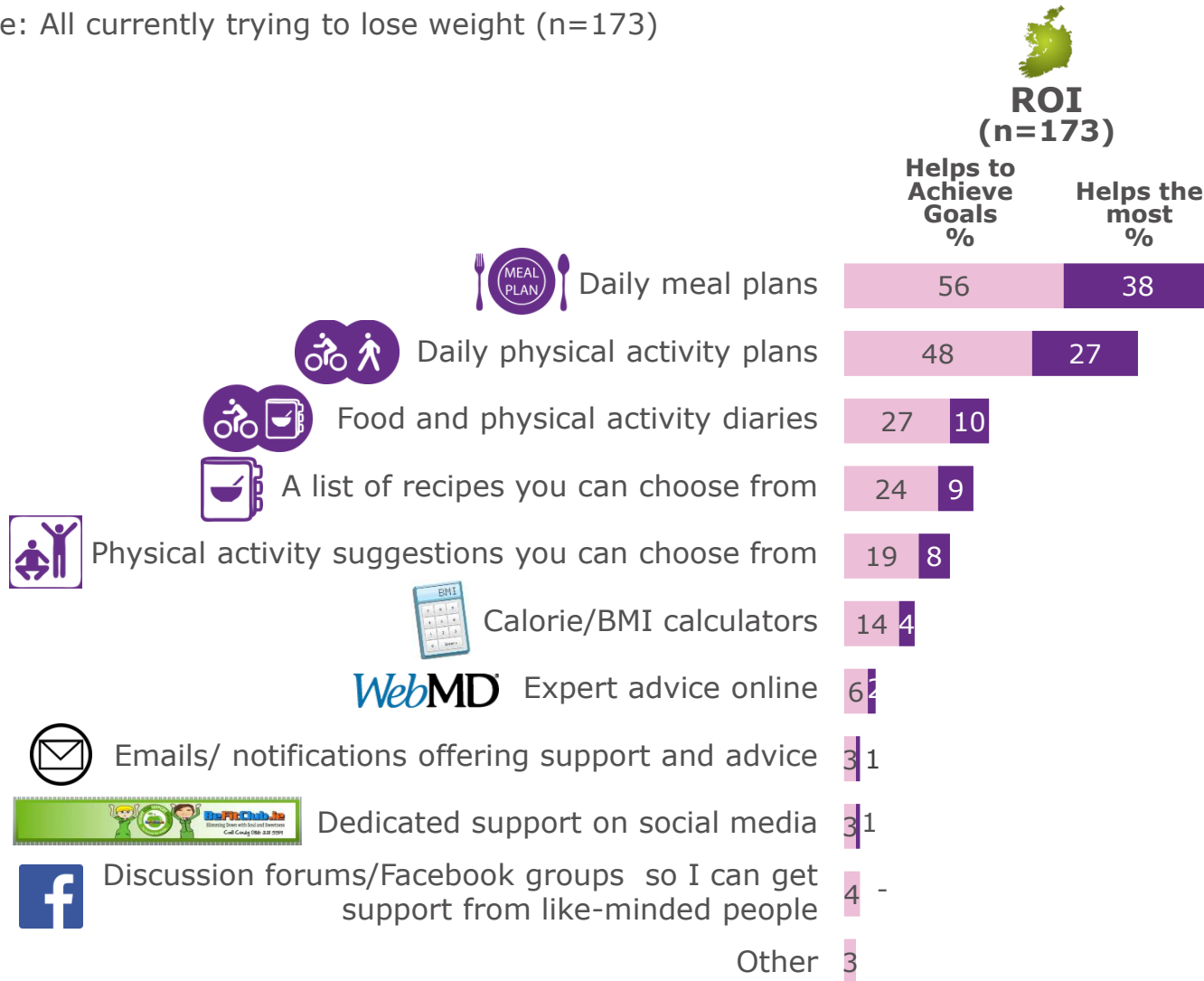
**IOI**  
(n=297)





# Achieving Goals: Planning appears to be key in attempts to lose weight – both meal and physical plans

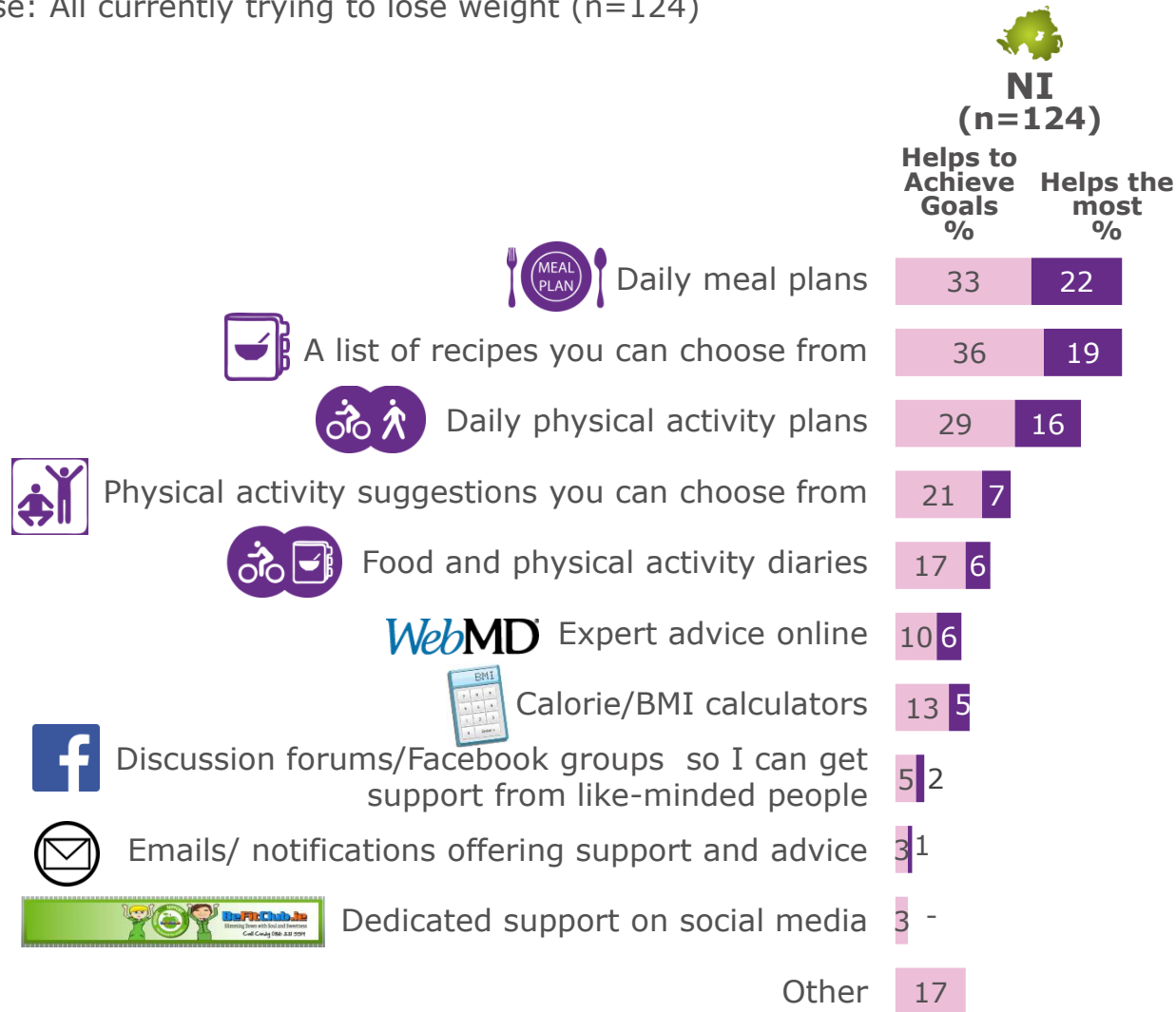
Base: All currently trying to lose weight (n=173)





# Achieving Goals: Planning appears to be key in attempts to lose weight – both meal and physical plans

Base: All currently trying to lose weight (n=124)



## Healthy Food at Events

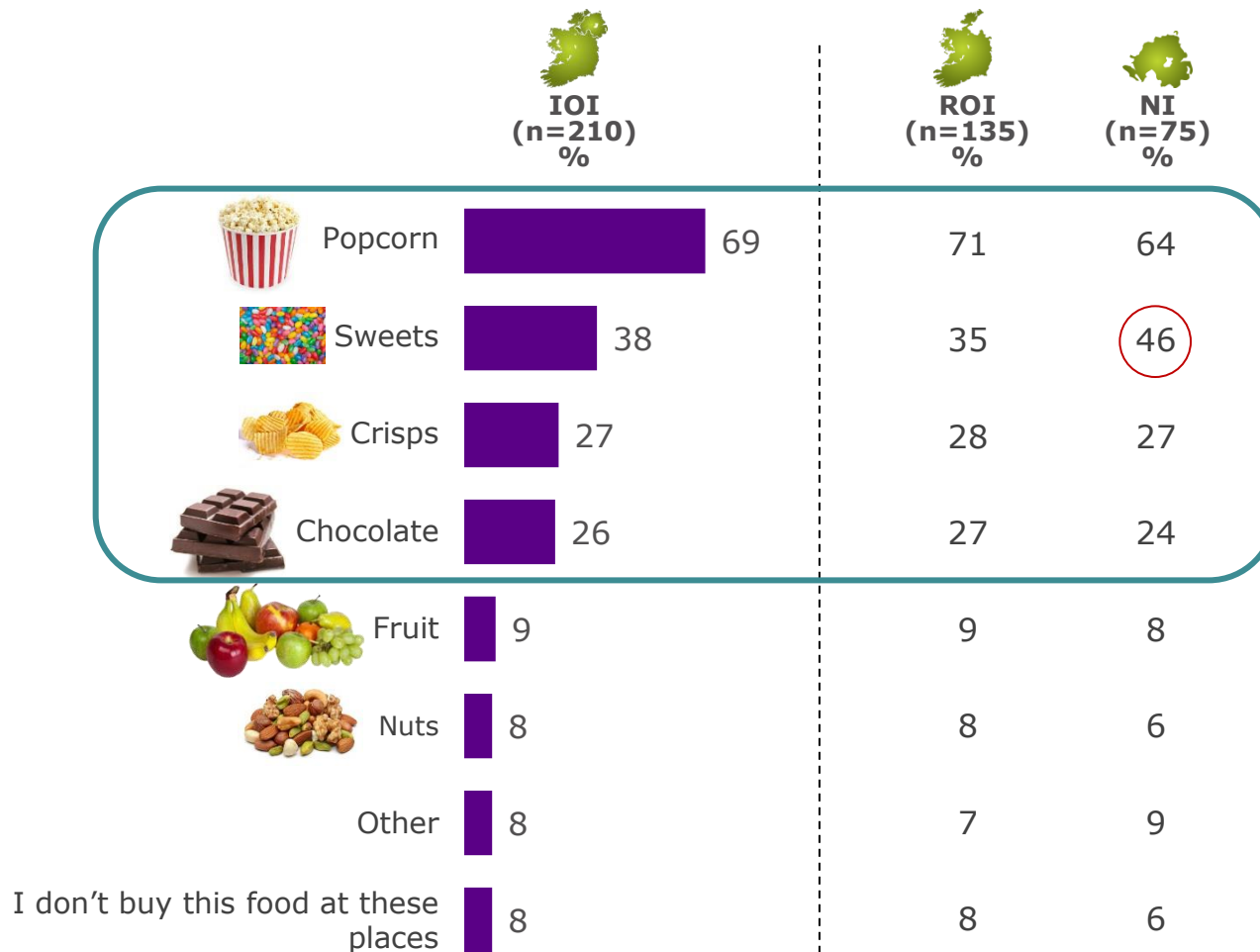




# Food Purchased at Events:

The usual suspects bought when at events – Popcorn, sweets, crisps and chocolate. Healthcare options (fruit, nuts) significantly less likely to be purchased

Base: All who bring their children to events ever (n=210)

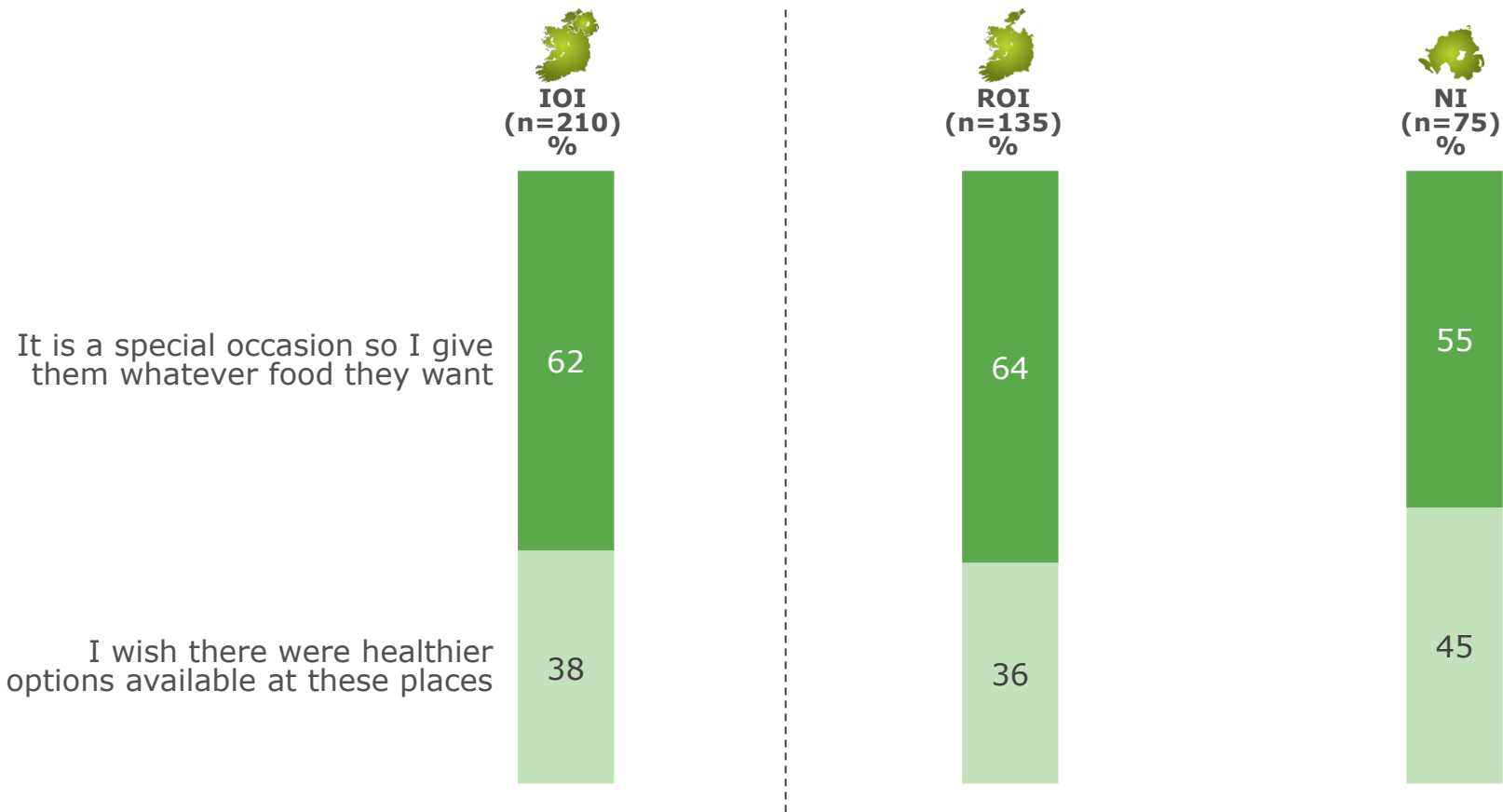




# Food Purchased at Events:

Interestingly, in spite of high incidence of parents in Northern Ireland giving their children sweets at events, they are less inclined to say they give their children whatever they want at special occasions. Three in ten parents in the Republic wish there were healthier options available compared to four in ten in the North

Base: All who bring their children to events ever (n=210)

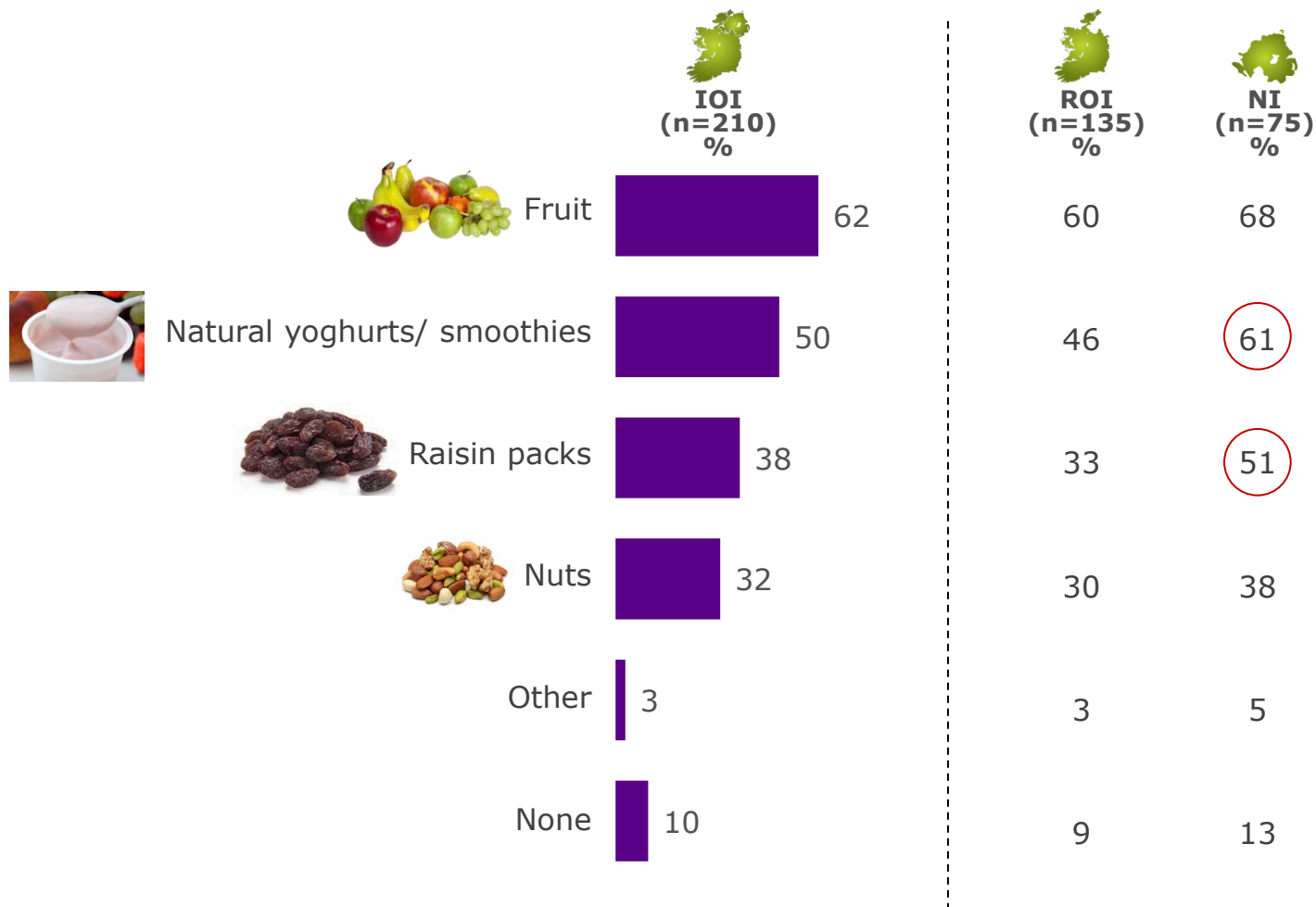




# Food Purchased at Events:

Natural yogurts and fruit are the healthier foods that parents would like to see made more accessible/available at events

Base: All who bring their children to events ever (n=210)



## Temperature Zone



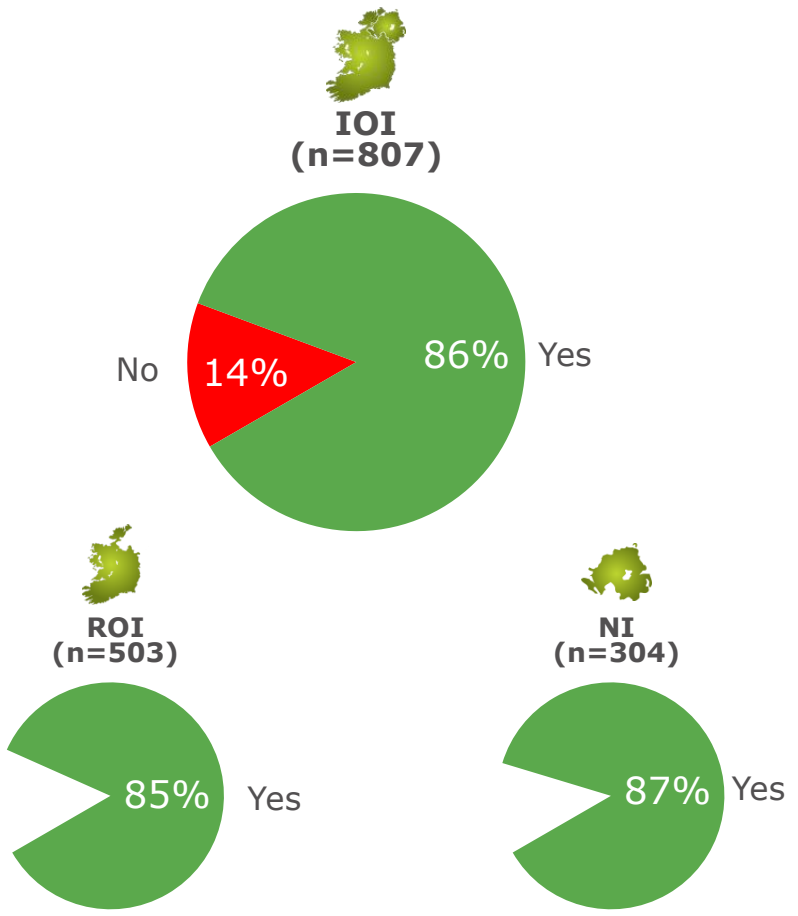


# Awareness levels of Safety Issues: High awareness levels for Cross Contamination. Unsurprisingly lower levels of awareness for Campylobacter – just three in ten adults aware. Higher awareness in NI

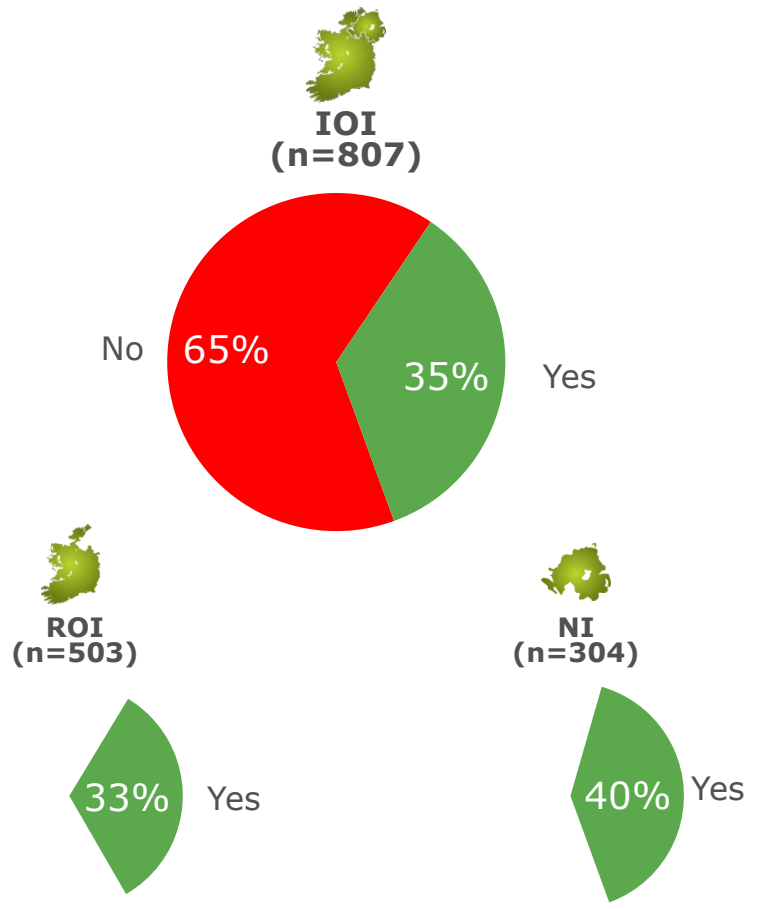


Base: All Adults +15 (n=807)

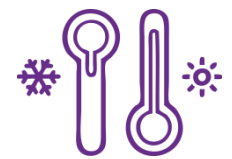
## Cross-Contamination



## Campylobacter

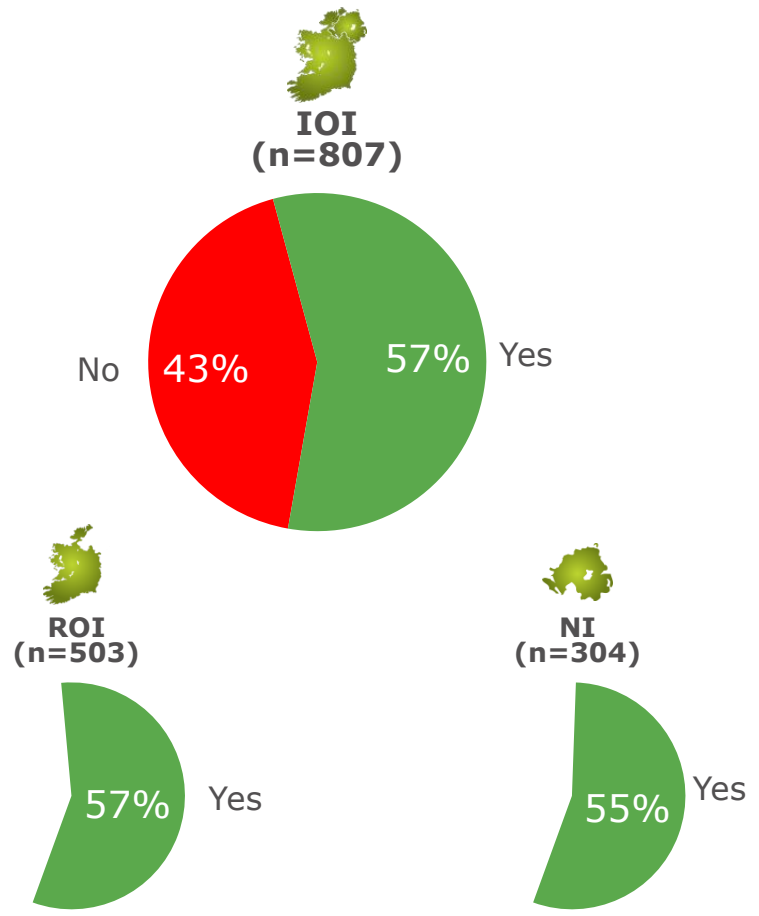


# Awareness levels of Safety Issues: Nine in ten adults aware of Salmonella where just three in five aware of the Temperature 'danger zone'

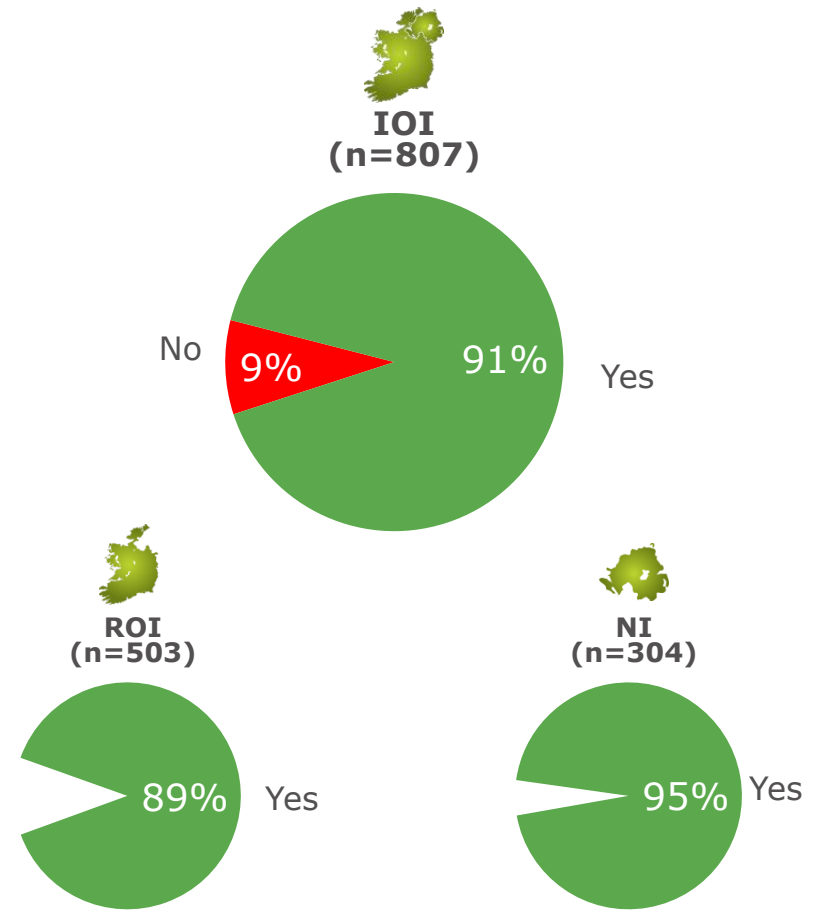


Base: All Adults +15 (n=807)

## Temperature 'danger zone'



## Salmonella

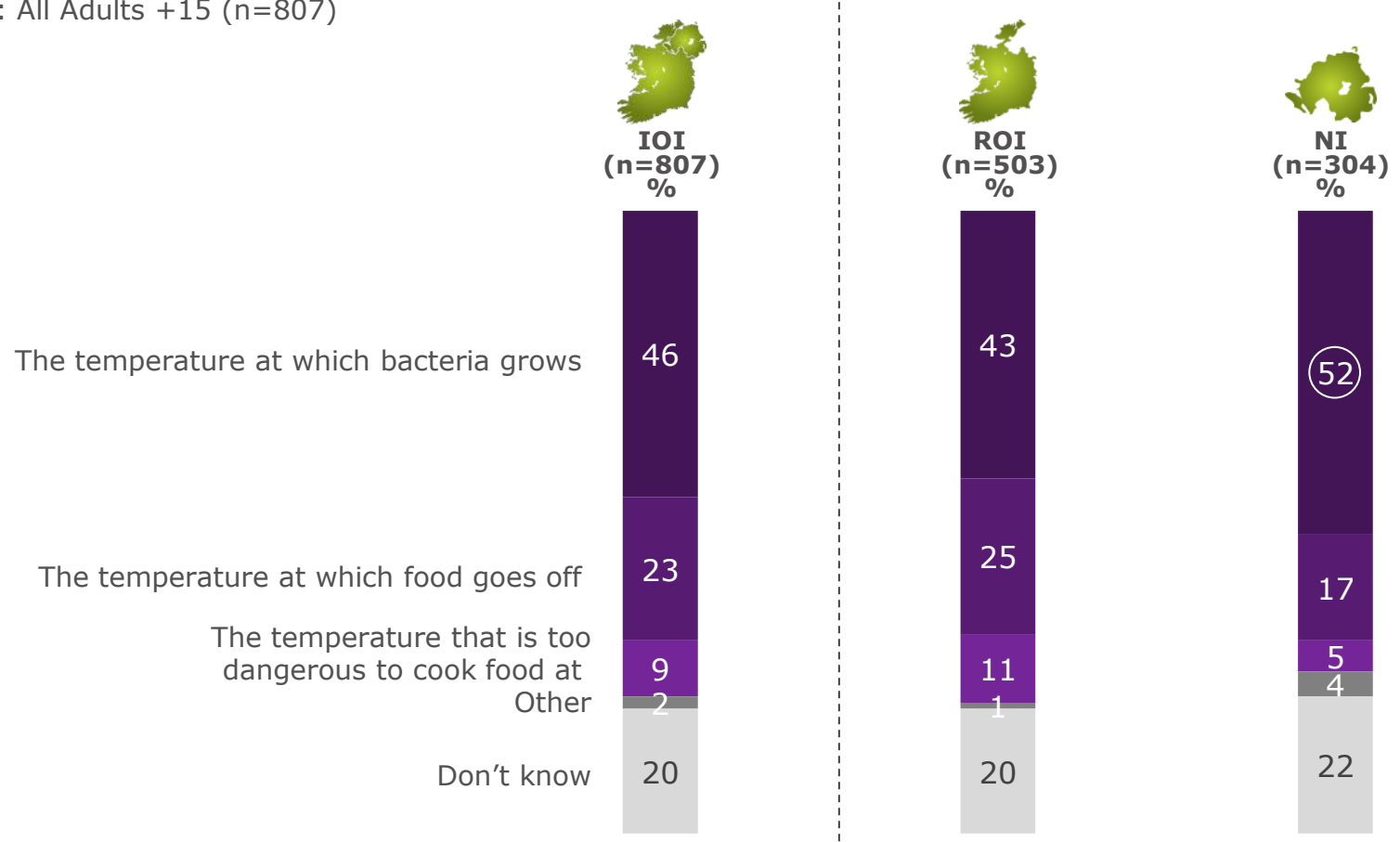


# Spontaneous associations with Temperature



**“Danger Zone”:** Adults on the Island of Ireland believe the Danger Zone is the temperature at which bacteria grows. However one in four adults in ROI believe it’s when food goes off.

Base: All Adults +15 (n=807)



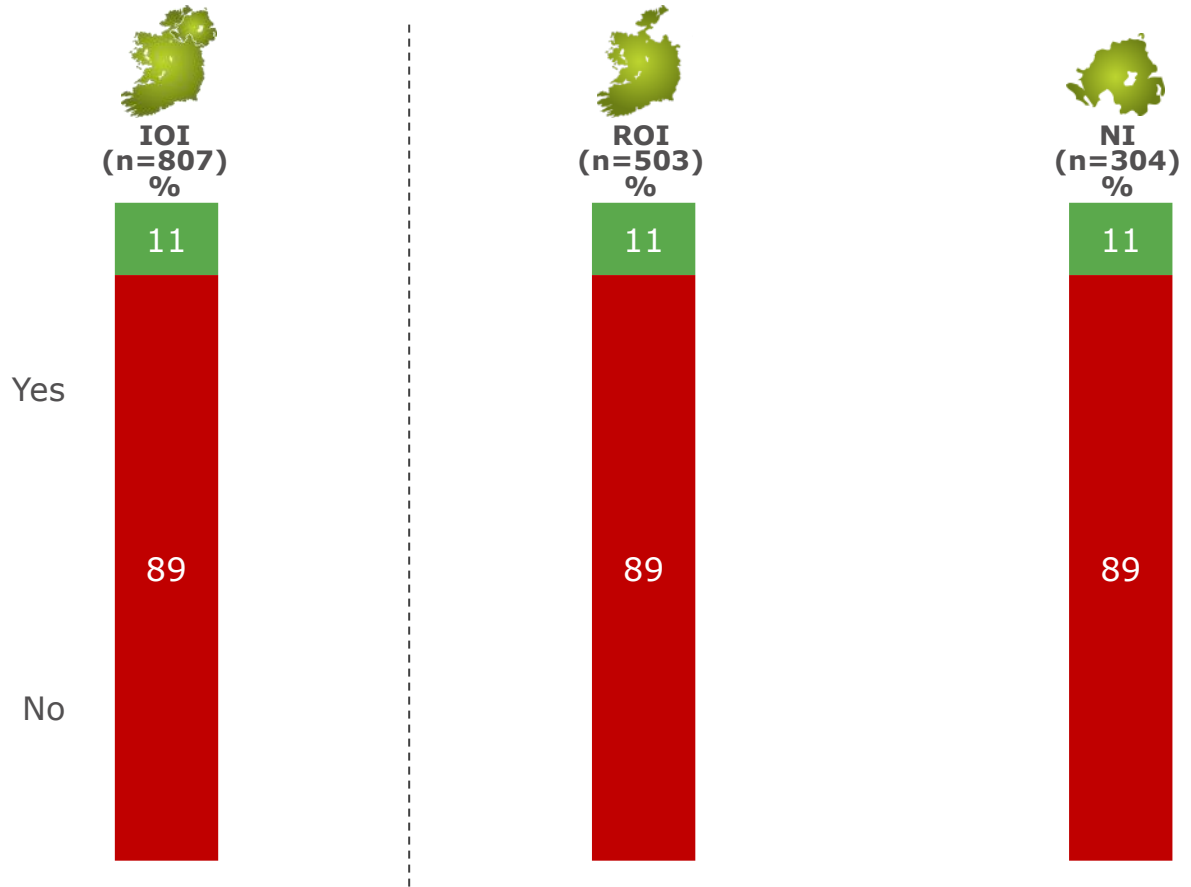
# Food Sensitivity



# Food Sensitivity: One in ten adults on the Island of Ireland suffer from a food allergy or food sensitivity



Base: All adults 15+ (n=807)

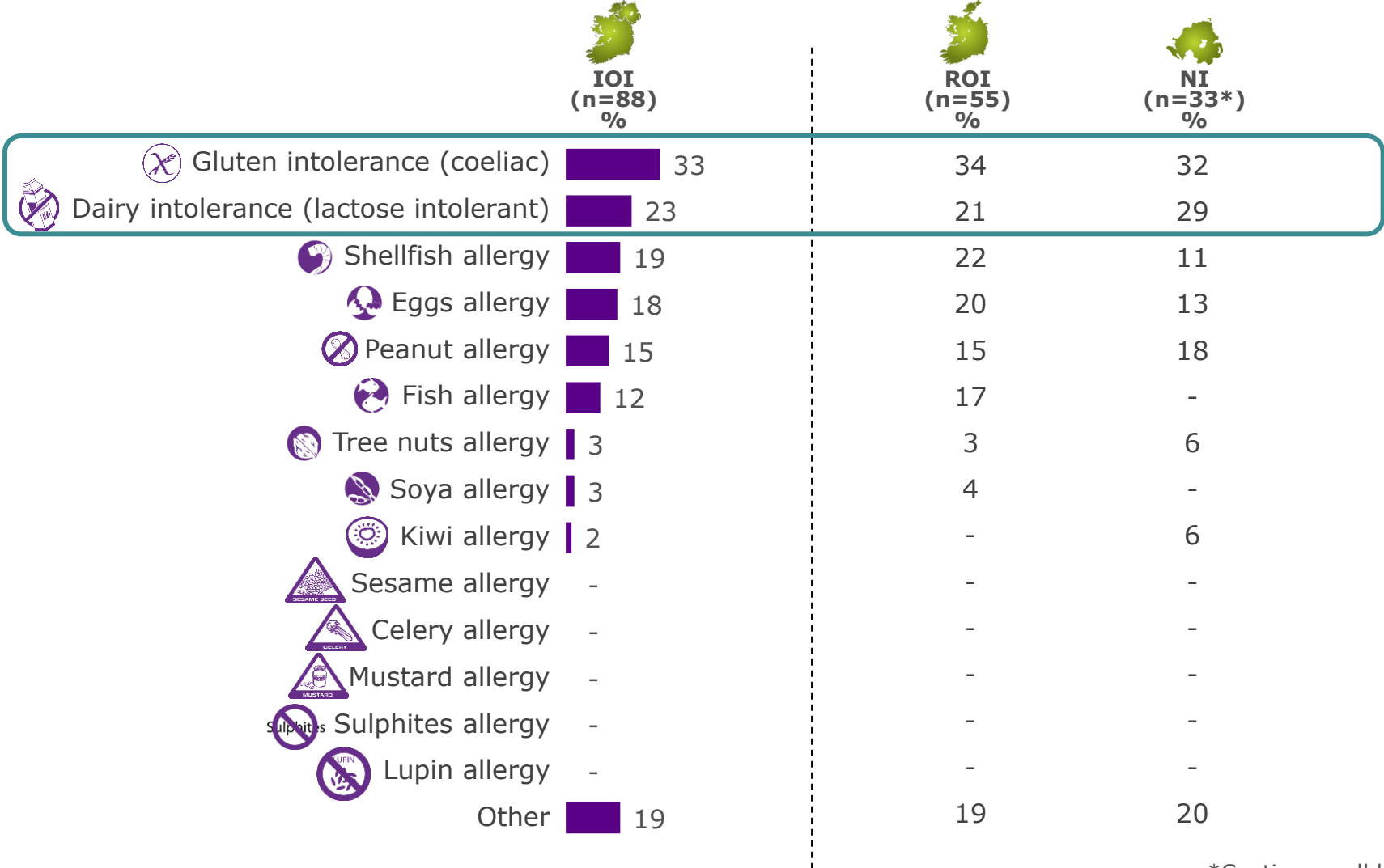


# Food Sensitivity:

The most common type of food allergy/sensitivity is Gluten and Dairy intolerance with a high degree of Dairy intolerance noted in NI



Base: All who suffer from a food allergy (n=88)

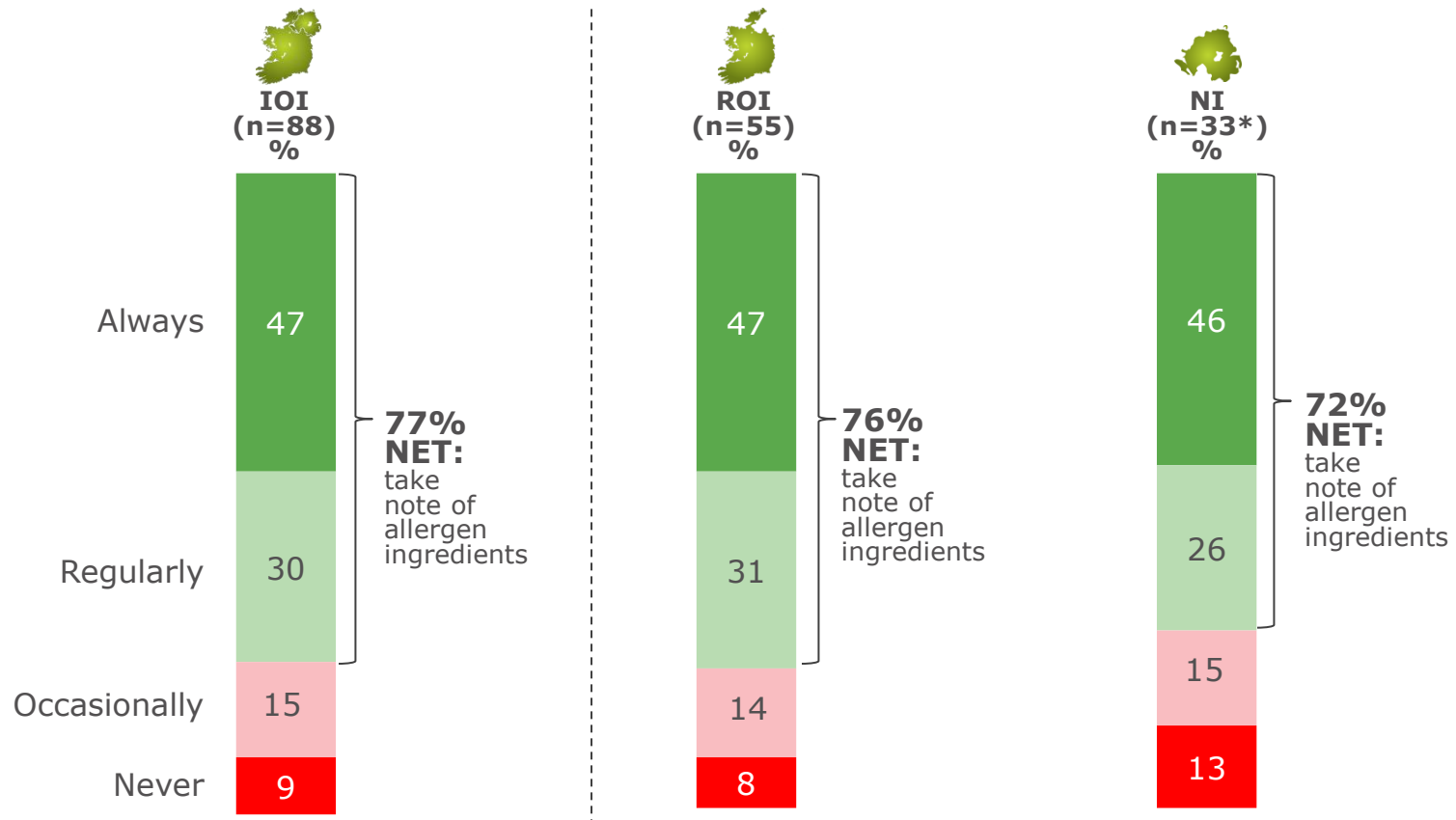


\*Caution small base

# Food Sensitivity: Those suffering from food sensitivities/ allergies are inclined to always or regularly consult ingredients in for products



Base: All who suffer from a food allergy (n=88)



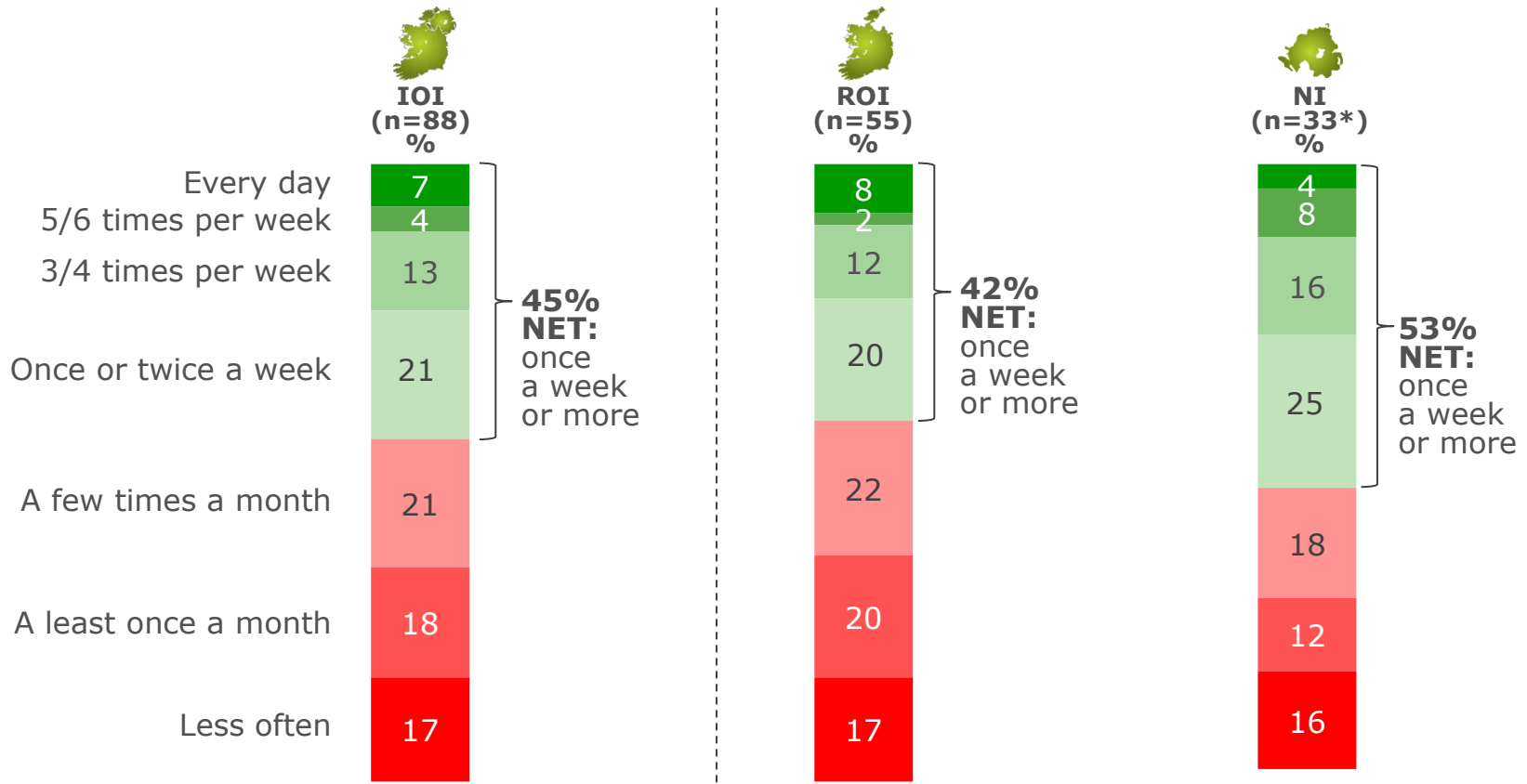
\*Caution small base

# Frequency of eating outside the home:



Nearly one in two food allergy sufferers still eat outside of the home once a week or more frequently. Higher incidence in the North versus the Republic

Base: All who suffer from a food allergy (n=88)



\*Caution small base



## Social Media



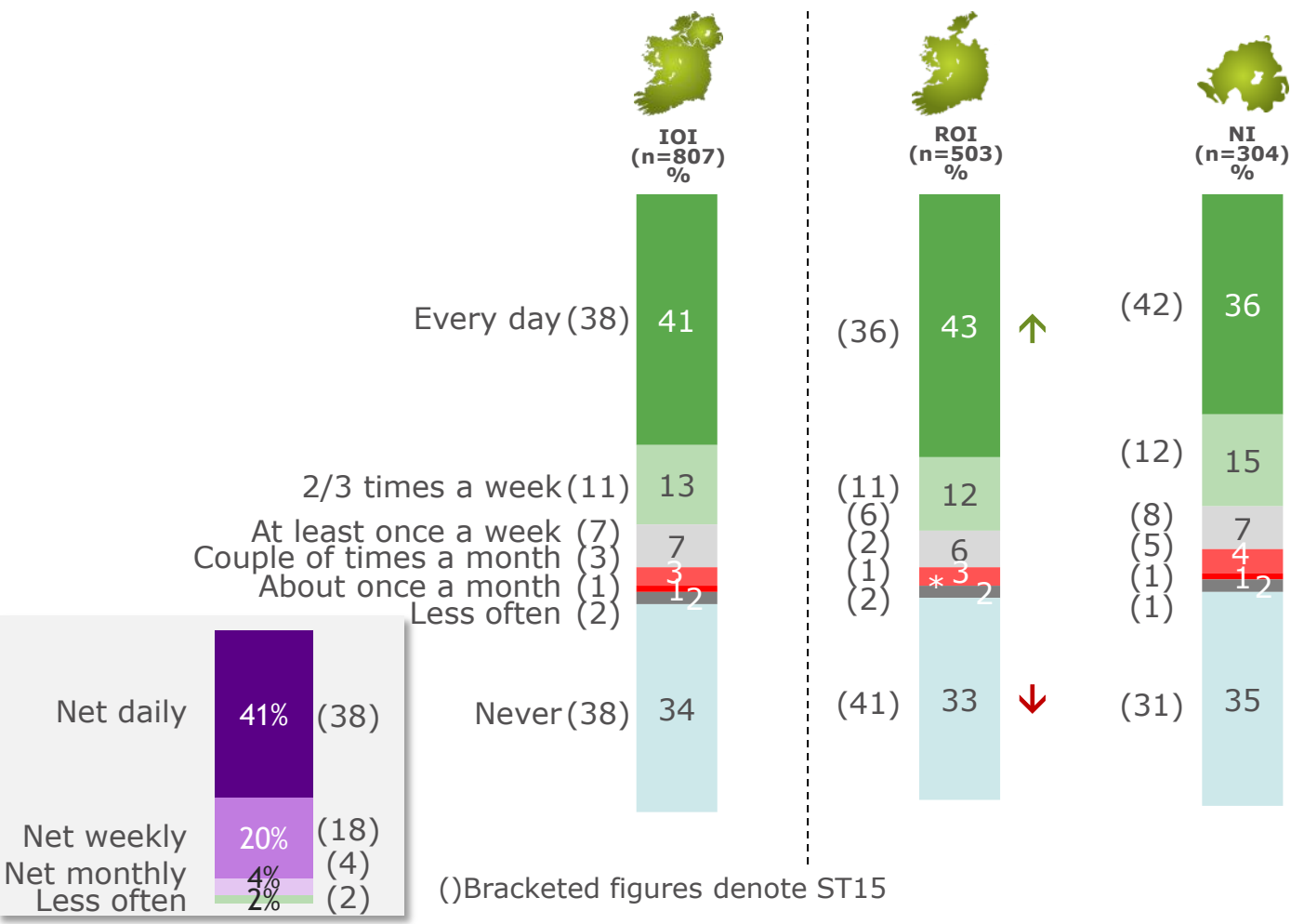


# Frequency of using Social Media:

A slight increase in usage of facebook, significant so amongst adults in ROI. NI adults not using facebook as much this year

Base: All Adults 15+

## facebook



AGE

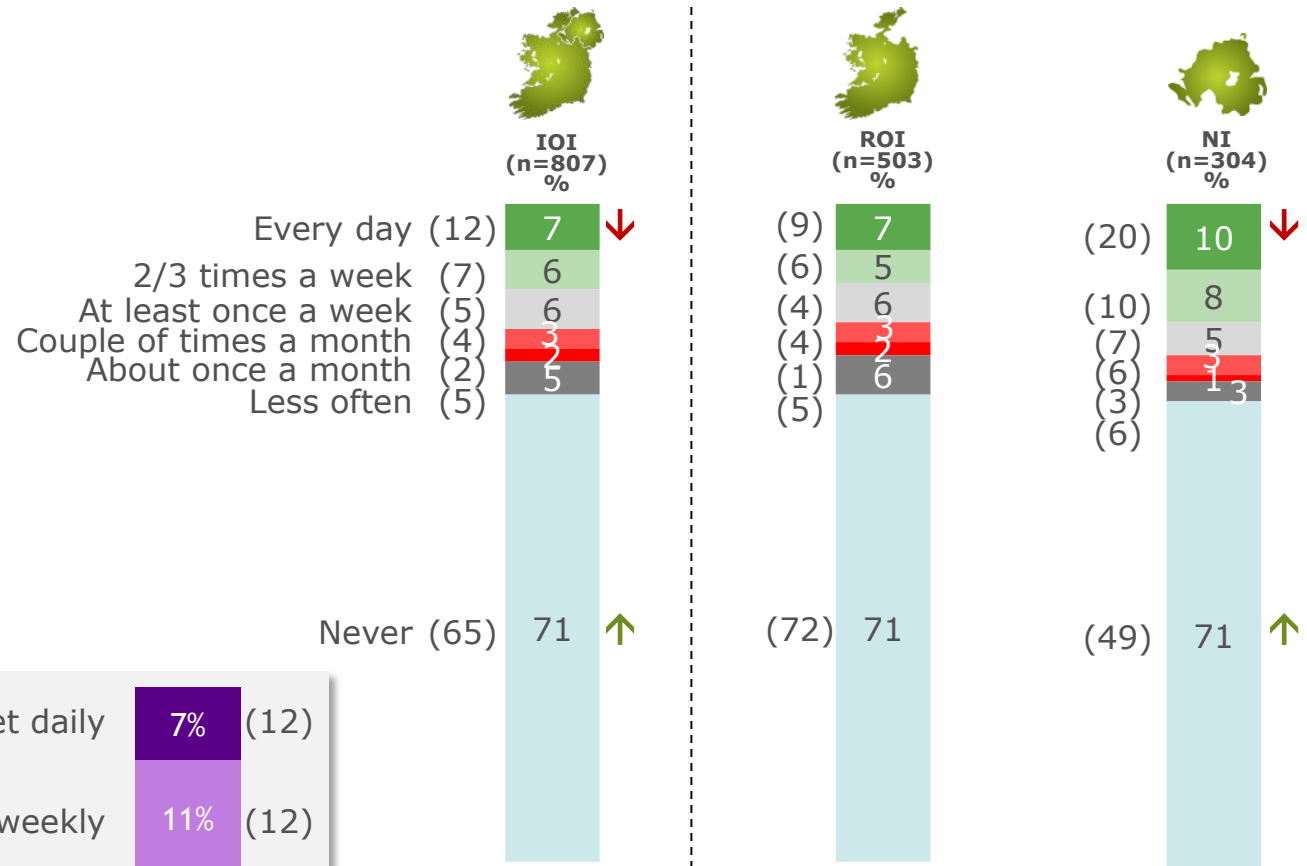
Those U35, single blue collar background and have dependent children across both regions



# Frequency of using Social Media

The frequency of using Twitter has fallen back significantly (on a daily basis) and driven by adults in NI. Adults who say they 'never' use it has significantly increased.

Base: All Adults 15+



Everyday usage higher among 15-24 in ROI and amongst those U35 in NI

|             |     |      |
|-------------|-----|------|
| Net daily   | 7%  | (12) |
| Net weekly  | 11% | (12) |
| Net monthly | 5%  | (6)  |
| Less often  | 5%  | (5)  |

( ) Bracketed figures denote ST15

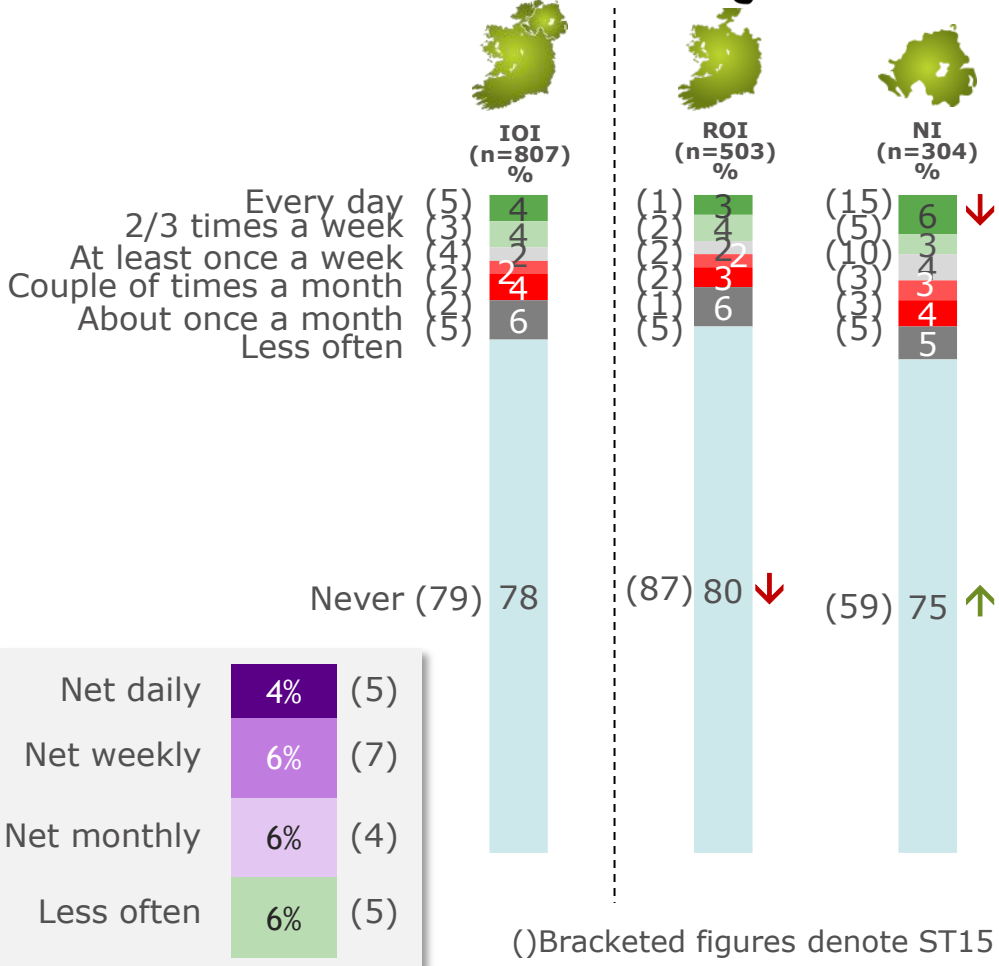


# Frequency of using Social Media

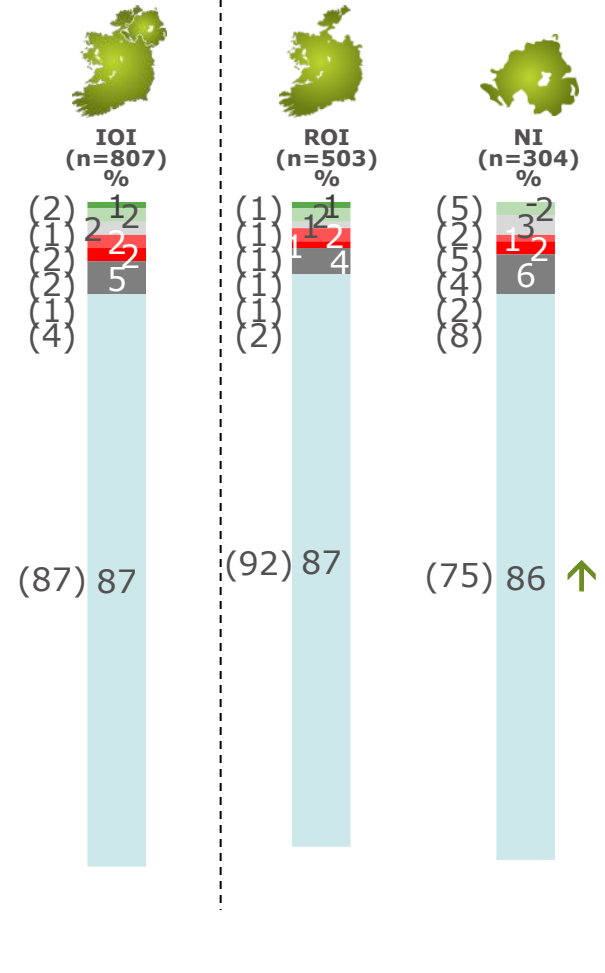
Instagram and Pinterest remain quite niche and have a small uptake across the Island of Ireland. Pinterest possibly seen as tool to dip in/out of on a less frequently basis

Base: All Adults 15+

## Instagram



## Pinterest



|             |    |     |
|-------------|----|-----|
| Net daily   | 4% | (5) |
| Net weekly  | 6% | (7) |
| Net monthly | 6% | (4) |
| Less often  | 6% | (5) |



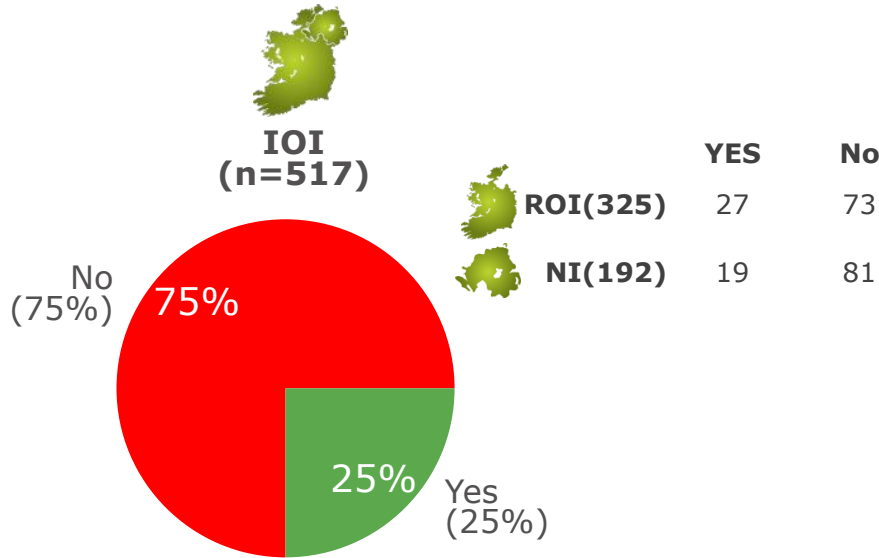
# 'like' or 'follow' Health-Related Organisations

1 in 4 'like' and 1 in 5 'follow' health-related organisations on facebook or twitter. Higher chance of adults in ROI "Liking" health related organisation facebook

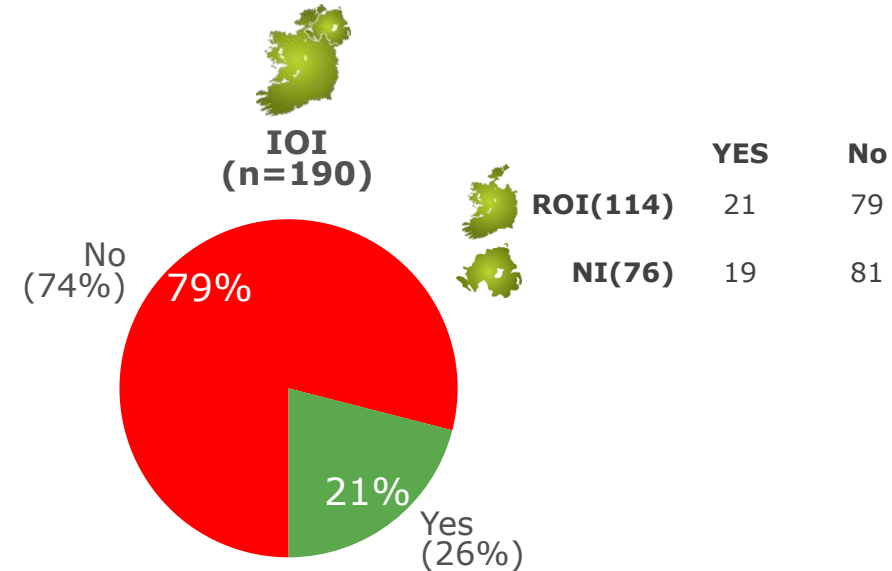
Base: All Respondents who use Facebook at least once a month (n=517)

Base: All Respondents who use Twitter at least once a month (n=190)

## facebook



## twitter



In ROI those most likely to "like" a health related organisation on Facebook are female (34%) and those currently trying to lose weight (37%). NI follows a similar pattern, higher among females (24%); those aged 25-34 (24%) and those currently trying to lose weight (26%)

Those more inclined to "follow" a health related organisation on Twitter are females ROI (31%) and (NI 19%),

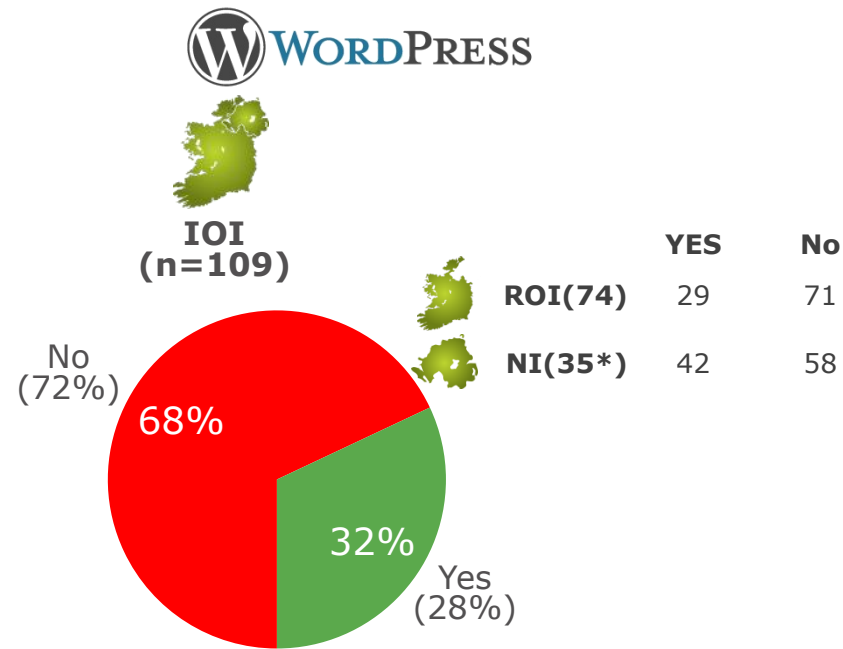
( ) bracketed figures denote ST15



# Incidence of Reading Health Related Blogs

Three in 10 read or have read blogs written by health experts

Base: All Respondents who use WordPress at least once a month (n=109)



( ) bracketed figures denote ST15

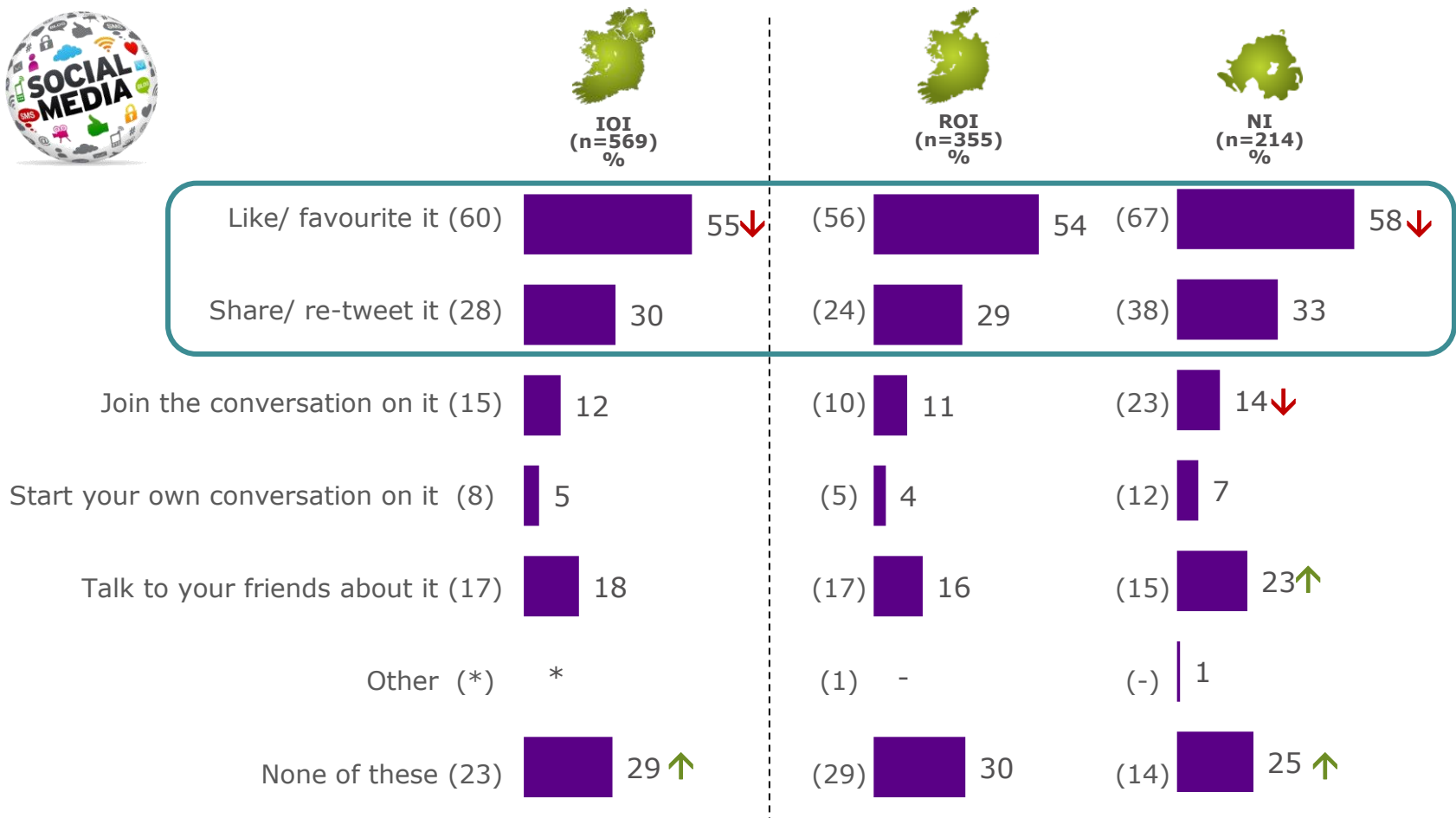
\*Caution: Small Base size



# Engaging on Social Media

Adults in IOI less likely to engage with topics on Social Media, significantly driven by adults in NI. Are people just looking at content now rather than engaging/reacting?

Base: All Respondents who use any Social Media at least once a month (n=569)



( ) bracketed figures denote ST15



# Engage with Topics of Healthy Eating on Social Media:

Similar to last year three in ten engage in topics of healthy eating on social media – higher in ROI with nearly four in ten compared to just a quarter in NI.

Base: All Respondents who use any Social Media at least once a month (n=569)

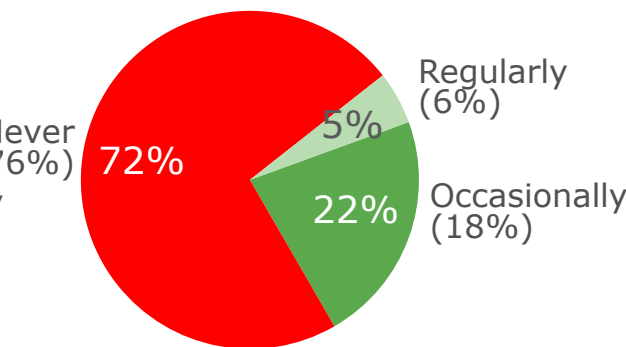
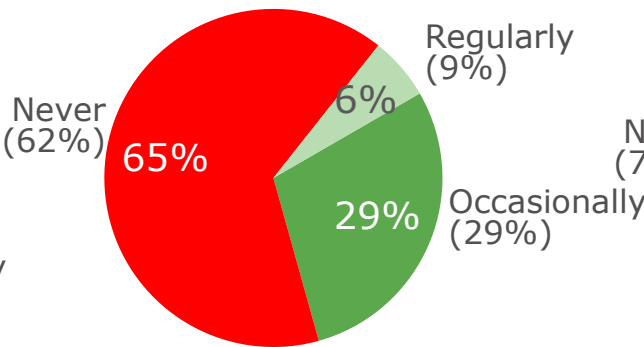
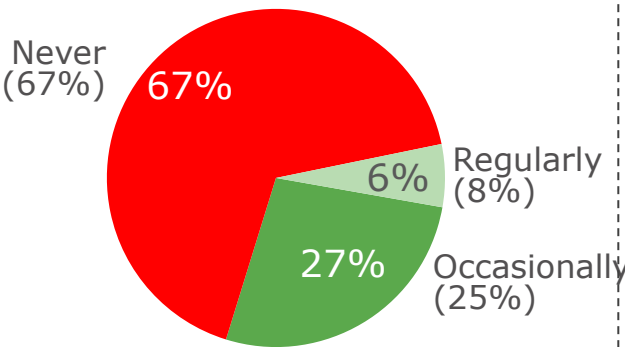


## Healthy Eating

**IOI**  
(n=569)

**ROI**  
(n=355)

**NI**  
(n=214)



Females in ROI and NI and those aged 35-49 (in ROI) and 25-34 (in NI) are more inclined to engage with this topic on social media

( ) bracketed figures denote ST15





# 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=569)

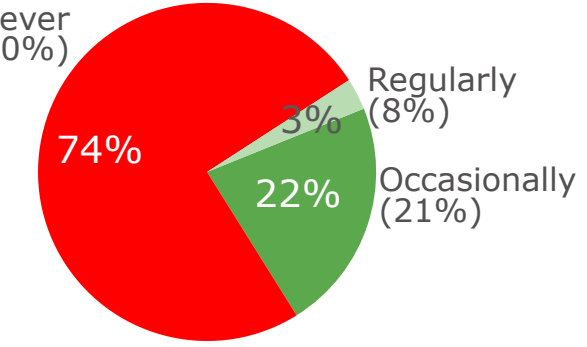
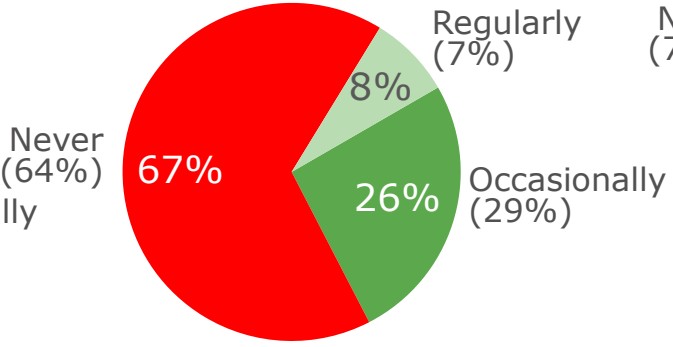
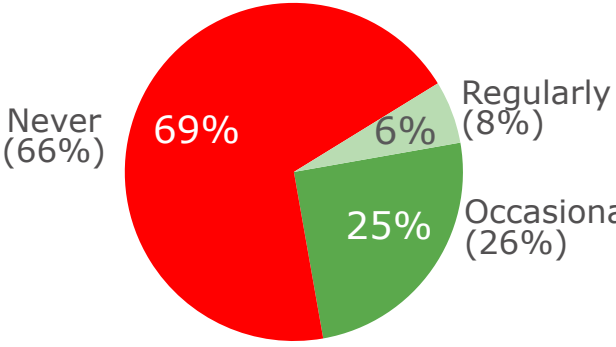
## Dietary and Weight Loss



**IOI**  
(n=569)

**ROI**  
(n=355)

**NI**  
(n=214)



Females and those aged 35-49 in ROI and NI are more inclined to engage with the topic of dietary and weight loss on on social media.

( ) bracketed figures denote ST15



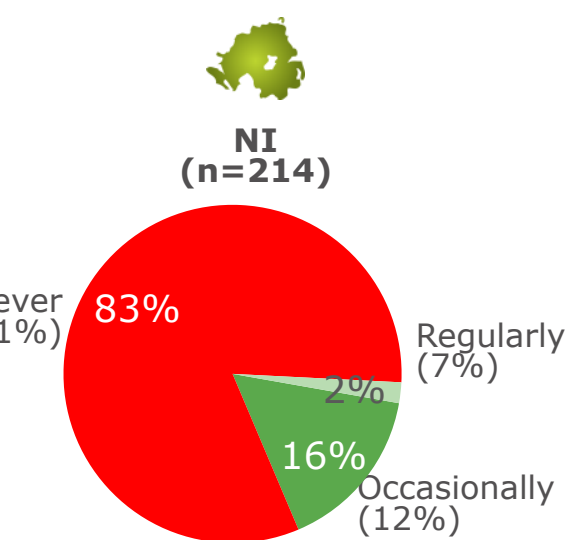
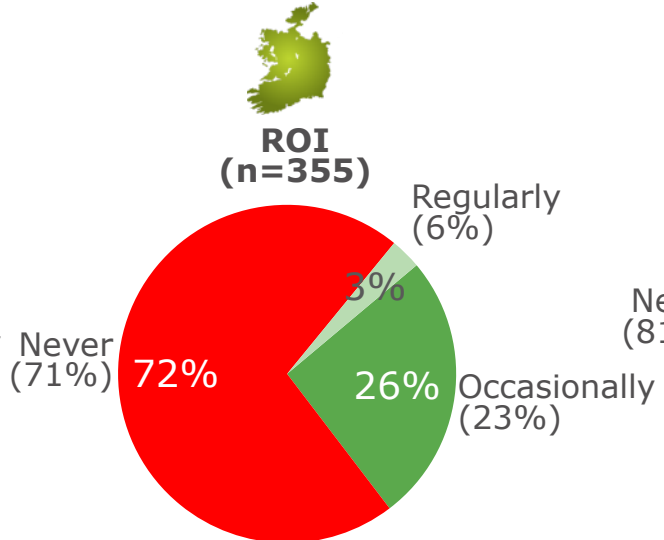
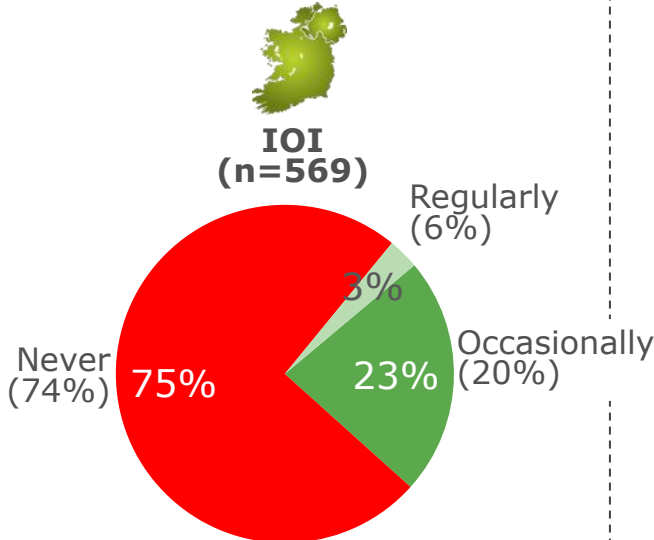
# Engage with Topics of Food Safety on Social Media

One in four engaging with topic of Food Safety on social media – higher incidence in ROI (one in three versus one in five in NI)

Base: All Respondents who use any Social Media at least once a month (n=569)



## Food Safety



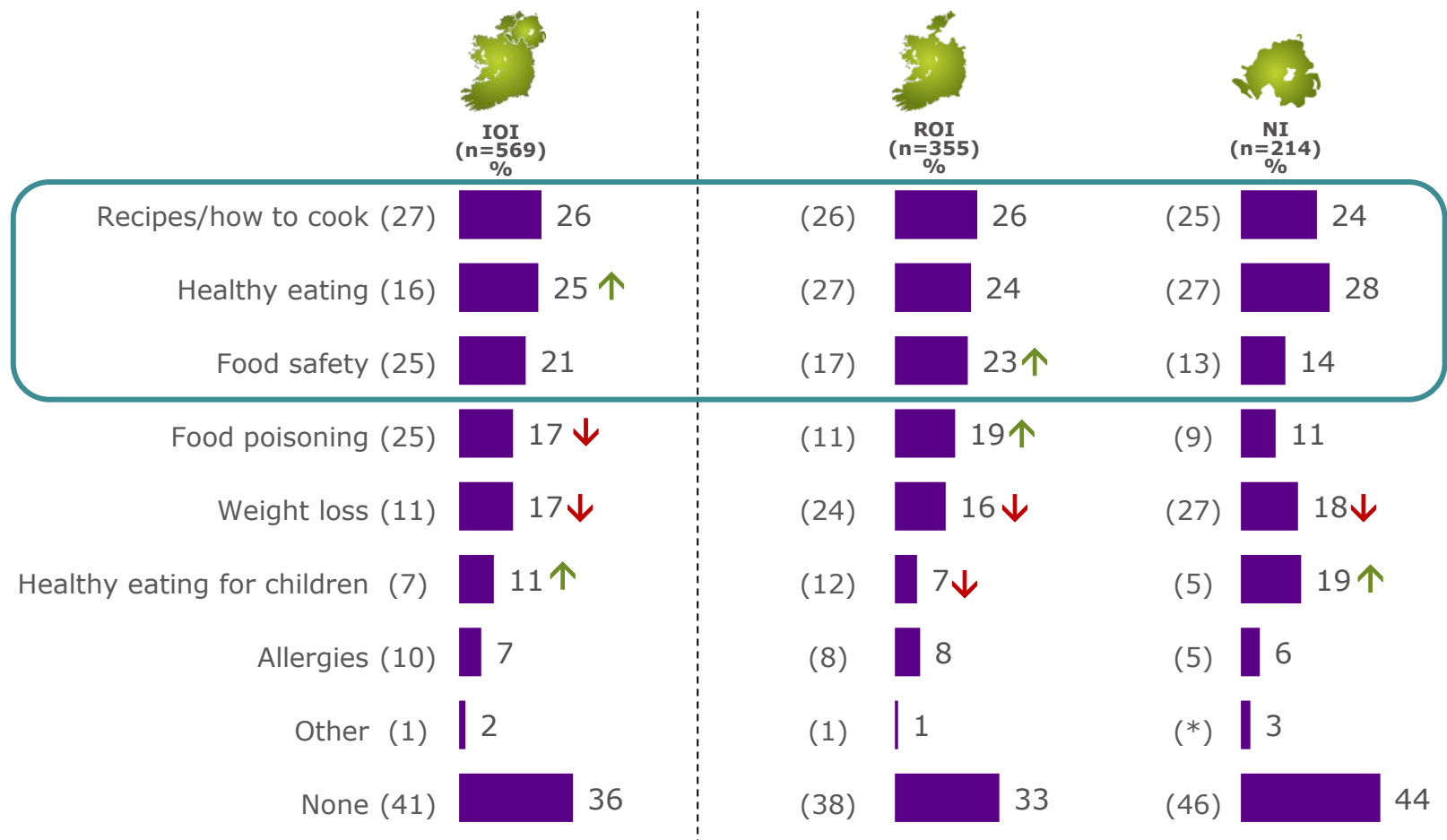
( ) bracketed figures denote ST15



# Food Related Topics

Recipes and healthy eating are popular topics on social Media. Significant increased interest amongst ROI adults on food safety and less interest for weight loss and healthy eating for children (up for NI)

Base: All Respondents who use any Social Media at least once a month (n=569)



( ) bracketed figures denote ST15



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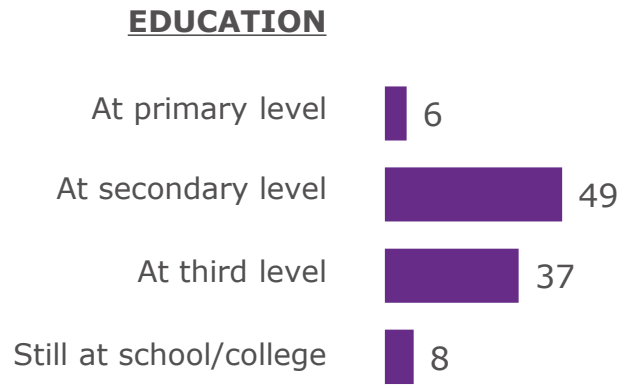
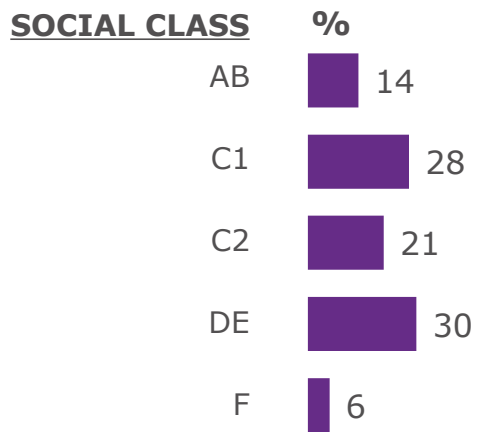
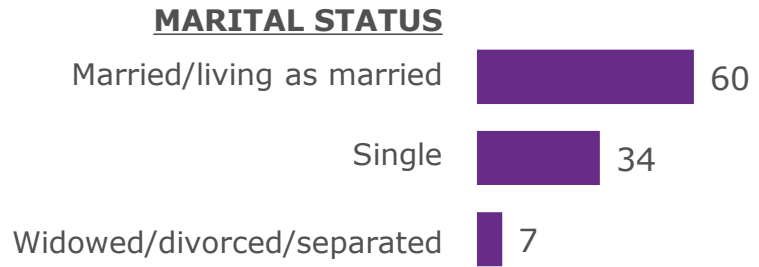
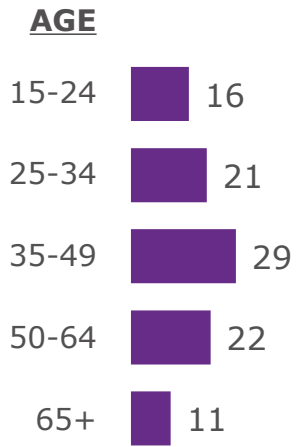
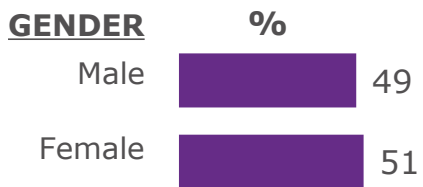
# Appendix



# Demographics - ROI



Base: All Respondents (503)



# Demographics - ROI



Base: All ROI Respondents (503)

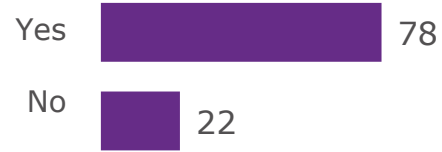
## LONG STANDING DISABILITY %



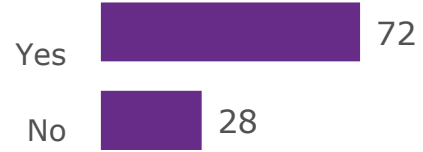
## DISABILITY LIMIT ACTIVITY



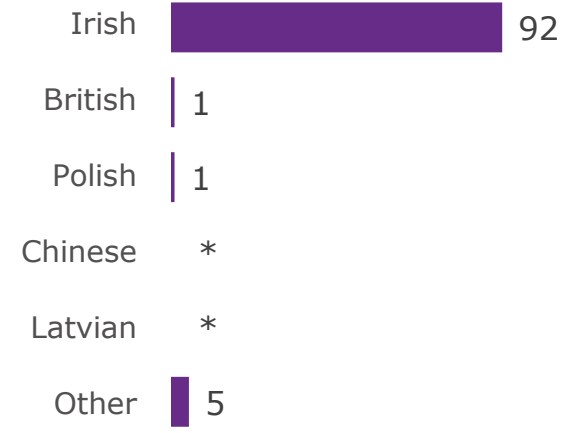
## INTERNET



## MOBILE INTERNET (all who use internet)



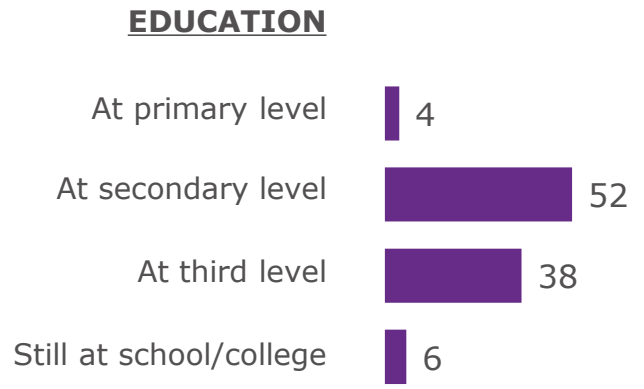
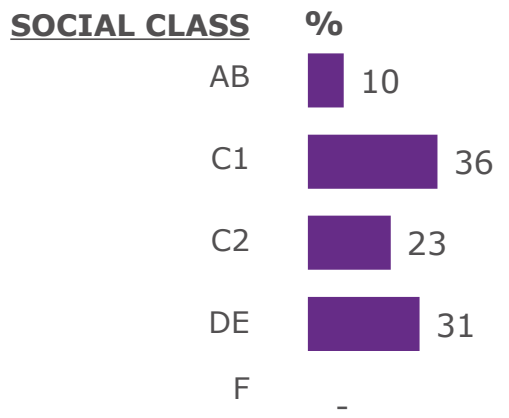
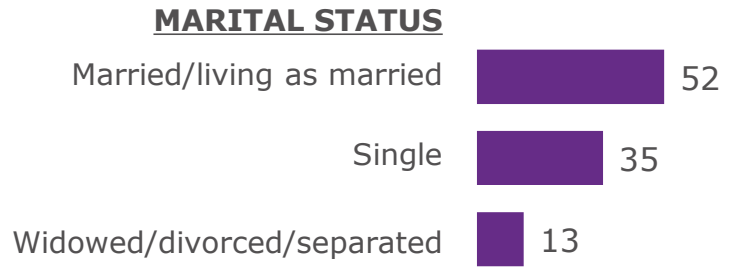
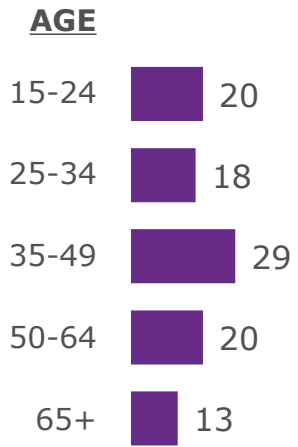
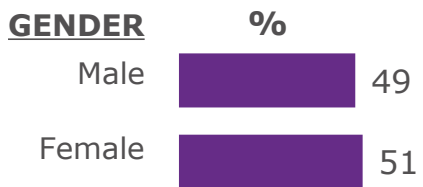
## IDENTITY %



# Demographics - NI



Base: All Respondents (304)



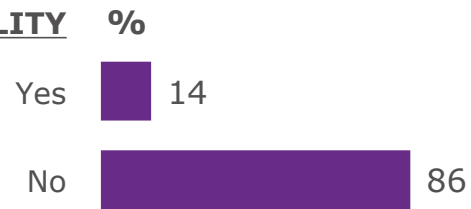


# Demographics - NI

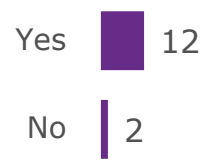


Base: All Respondents (304)

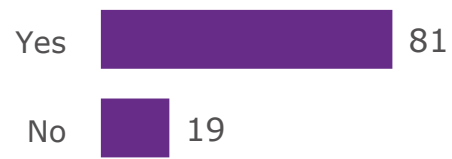
### LONG STANDING DISABILITY



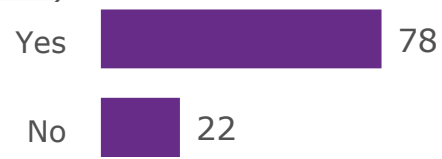
### DISABILITY LIMIT ACTIVITY



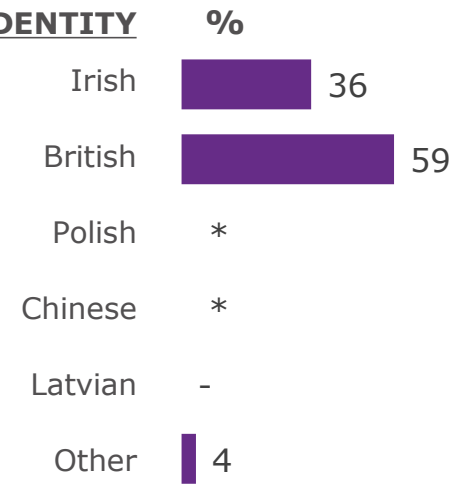
### INTERNET



### MOBILE INTERNET (all who use internet)



### IDENTITY



# Social Media

Base: IOI Adults 15+ (807)

