

Eating Well Choosing Better Tracking Survey - Wave 5

Area of research interest: [Consumer Interests \(aka Wider Consumer Interests\)](#)

Study duration: 2019-11-01

Conducted by: Community Research and 2CV

Background

We have been monitoring the impact of the [EWCB](#) programme through a consumer tracking survey since November 2017. The purpose of this programme is to improve the nutritional quality of everyday food and drink produced, served and sold to consumers in Northern Ireland.

Research Approach

The tracking survey ran twice per year in May and November and is completed online by a representative sample of approximately 300 adults in Northern Ireland. This report presents the findings from the fifth survey conducted in November 2019 and compares the findings to the four previous surveys to track trends in Northern Ireland consumer's attitudes.

Results

Key findings from the Wave 5 survey:

- 42% of women and 26% of men are aware of the correct recommended daily calorie intake
- 95% of respondents recognised the traffic light label and 64% report using this label when shopping
- Almost 60% of respondents report that they are likely to purchase food reduced in salt (58%), sugar (57%) and fat (56%) compared to a regular version of the product
- 50% or more of respondents found it difficult or very difficult to choose healthier food from takeaways (70%), fast food restaurants (62%), vending machines (57%) and restaurants (55%)
- Over 50% of respondents would like to see calorie information on menus in takeaways (54%), restaurants/bars (54%) and fast food restaurants (51%)

Research report

Northern Ireland

PDF

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