

# What do consumers think?

Northern Ireland consumer attitudes towards food product improvement



We spoke to people across Northern Ireland to find out what they think about healthier food options outside the home



Quantitative survey of 611 respondents

# 69%

of shoppers actively seek out healthier options when shopping for food



Each grilled burger (94g) contains

Energy 924kJ 220kcal 11%	Fat 13g 19%	Saturates 5.9g 30%	Sugars 0.8g <1%	Salt 0.7g 12%
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of an adult's reference intake

Typical values (as sold) per 100g: Energy 966kJ / 230kcal

Consumers who use the traffic light label look for information on:

Sugar

# 70%

Saturated fat

# 57%

Fat

# 57%

# 62%

of consumers choose foods with healthier traffic light colours always/most times

Shoppers would be more likely to buy food reduced in



compared to the regular version

Sugar

# 47%

Salt

# 42%

Saturated fat

# 51%

The FSA's Eating Well Choosing Better Programme supports food businesses with food product improvement and smaller portion sizes to help consumers make healthier informed choices. Visit [www.food.gov.uk/eatingwellchoosingbetter](http://www.food.gov.uk/eatingwellchoosingbetter) to find out more.