

What do consumers think?

Northern Ireland consumer attitudes towards healthier food eaten outside the home



Making sense of Calories



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



Most consumers find it easy to prepare healthier meals at home and to choose healthier food in the supermarket

Consumers find it more difficult to choose healthier food when eating out



Northern Ireland consumers report finding it difficult to make healthier choices in:

Takeaways



78%

Leisure facilities such as cinemas and bowling alleys



72%

Fast food restaurants



71%

Restaurants & pubs



64%

Local/corner shops, newsagents or garage forecourts



57%

Cafés and sandwich shops



56%

Calorie Wise helps food businesses to display calories on their menus to help consumers make healthier choices when eating out.

Visit www.food.gov.uk/caloriewise to find out more.

