

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 **600** respondents



67%

of shoppers actively seek out healthier options when shopping for food

Each grilled burger (94g) contains

Energy	Fat	Saturates	Sugars	Salt
924kJ 220kcal	13g	5.9g	0.8g	0.7g
11%	19%	30%	<1%	12%

of an adult's reference intake

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

Consumers look at the Traffic Light label for information on:

64%

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

Sugar

82%

Salt

70%

Saturated fat

64%

Shoppers would be more likely to buy food reduced in



compared to the regular version

Sugar

64%

Salt

50%

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 to find out more.