What do consumers think?





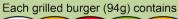
Northern Ireland consumer attitudes towards food product improvement

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



67%

of shoppers actively seek out healthier options when shopping for food





of an adult's reference intake

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

64%

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

Consumers look at the Traffic Light label for information on:



Shoppers would be more likely to buy food reduced in



compared to the regular version

Sugar



Salt



Saturated fat



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.