

# 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



Quantitative survey of 611 respondents

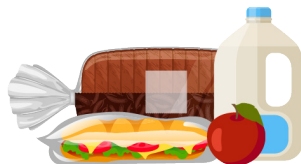
More consumers find it easier to prepare healthier meals at home and to choose healthier food in the supermarket than to choose healthier food when eating out



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

Supermarket in-store

Local/corner shops, newsagents or garage forecourts



87%

62%

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

Takeaways

Leisure facilities such as cinemas and bowling alleys

Fast food restaurants



72%

63%

63%

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](http://www.food.gov.uk/caloriewise) to find out more.



Making sense of Calories  
#CalorieWise