

# Eating Well Choosing Better Tracking Survey - Wave 4

Area of research interest: [Consumer Interests \(aka Wider Consumer Interests\)](#)

Study duration: 2017-11-01

Conducted by: 2CV / Community Research

## Background

We have been monitoring the impact of the Eating Well Choosing Better programme through a consumer tracking survey since November 2017. The purpose of this programme is to improve the nutritional quality of everyday products produced, served and sold to consumers in Northern Ireland.

## Research Approach

The tracking survey runs twice per year in May and November and is completed online by a representative sample of approximately 300 adults in Northern Ireland.

## Results

Key findings from the Wave 4 survey:

- 43% of women and 36% of men are aware of the correct daily recommended calorie intake
- 96% of respondents recognised traffic light labels, and 67% report using the traffic light labels when shopping
- 67% of respondents reported that they are more likely to buy reduced salt and reduced sugar products, and 63% are more likely to buy reduced fat products, compared to a regular version of the product
- 50% or more of respondents found it difficult or very difficult to choose healthier food and meals from takeaways (67%), fast food restaurants (57%) and restaurants (52%).

Research report

### Northern Ireland

PPT

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### Northern Ireland

WORD

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