

Food Advertising Red Express

April 2008

Prepared for:



RESEARCH EVALUATION DIRECTION **CLARITY**



Job No: 09908

Background & Objectives

- Research was required by the Irish Heart Foundation to access the extent to which Irish adults, and in particular parents, are concerned about the advertising of unhealthy food to children or young people.
- This research will enable the Irish Heart Foundation to inform the Advertising Standards Authority of any desire, among parents for a ban on unhealthy food advertising targeted at children.

Research Methodology



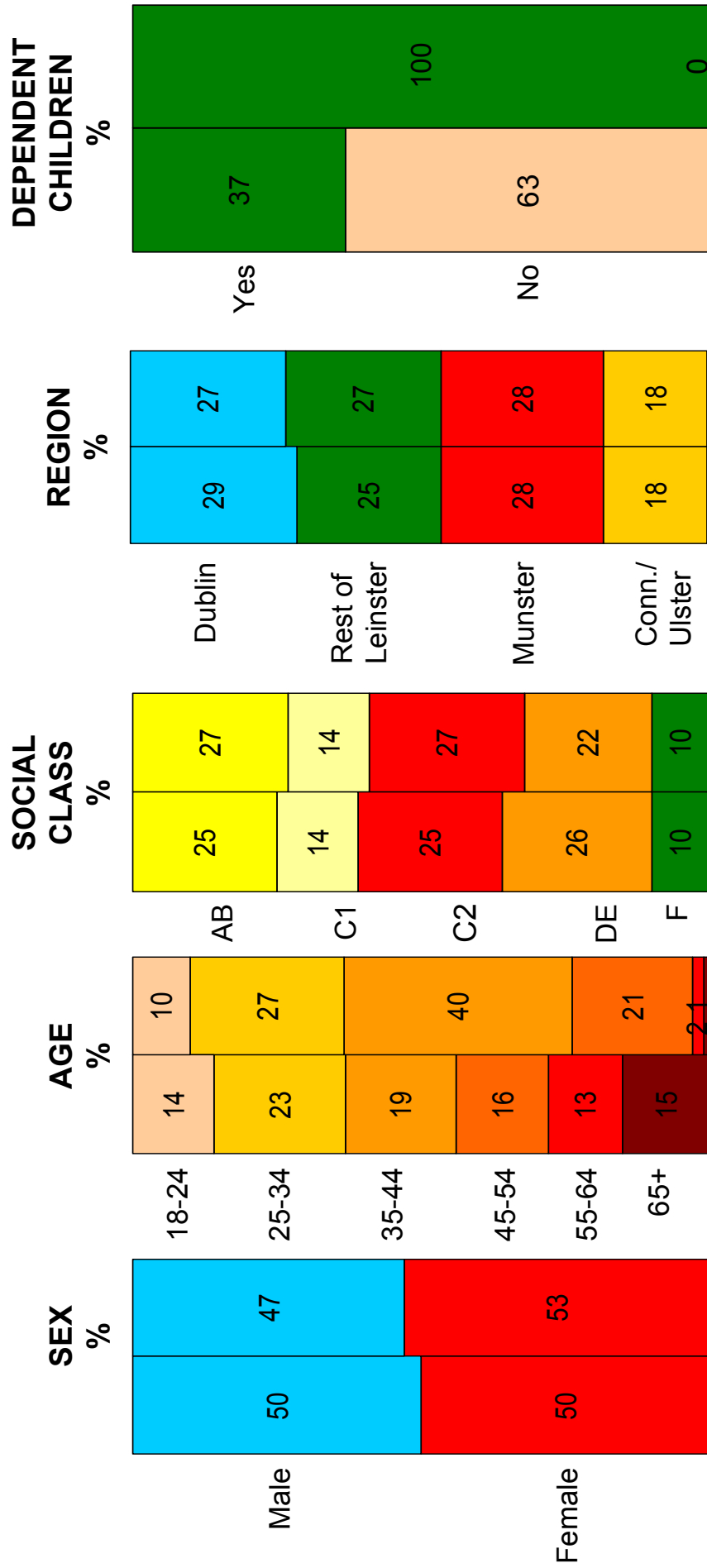
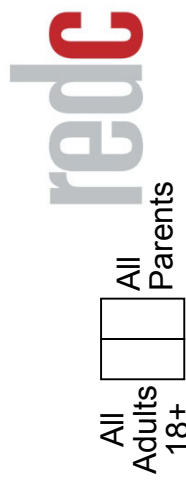
- A total of 2,011 interviews were conducted over 2 waves of Red Express by phone using random digit dial sample to ensure all households including ex-directory and mobile only were covered.
- Within this sample, a total of 632 parents with dependent children were interviewed.
- Quotas set and final data weighted to ensure that the sample is randomly representative of the Irish population aged 18+.
- Fieldwork conducted 7th – 9th April and 21st – 23rd April 2008.
- During this report we have shown significant difference as follows:
 - Higher than average = 
 - Lower than average = 

Key Findings

- Overall the research would state there is considerable concern over the advertising of unhealthy food to children with 4 in 5 adults in the country agreeing that something needs to be done to control advertising to children.
- 72% of parents are concerned over the advertising of unhealthy food to children with female parents and older parents most concerned.
- 89% of parents agree that advertising to children influences their food choice
- Parents are most likely to cite TV/Vending Machines/Food packaging and the Internet as key sources for advertising unhealthy food to children
- 78% of parents agreed to the proposed TV ban of unhealthy food advertising to children before 9pm

Sample Profile

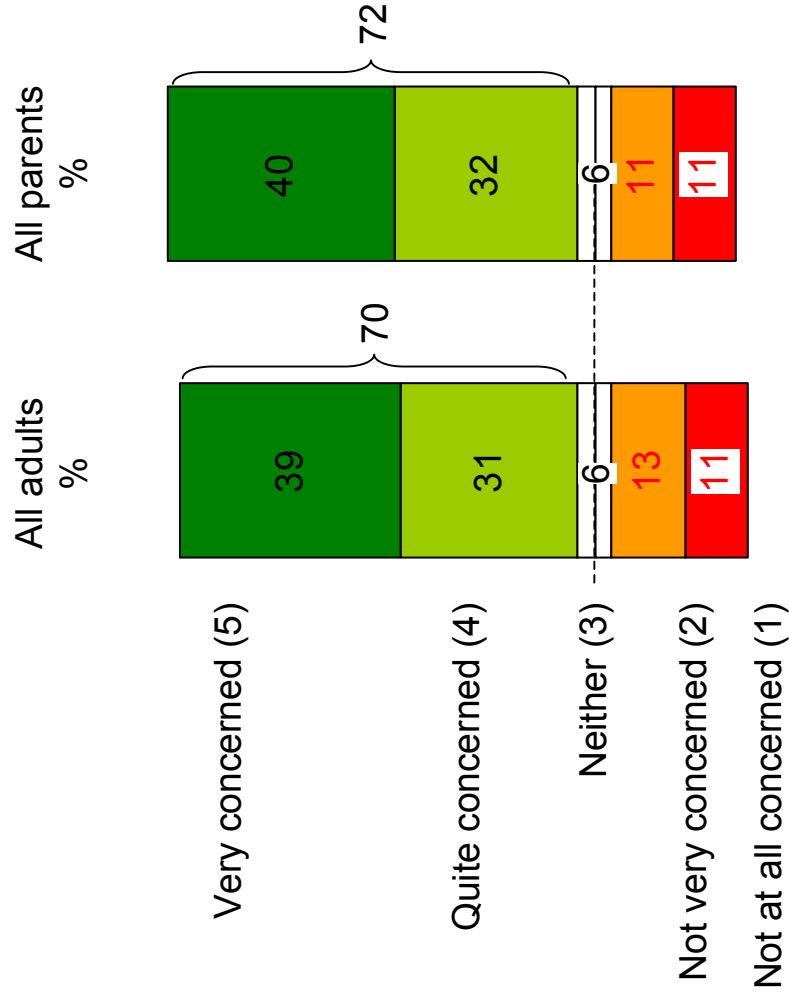
(Base: All Adults 18+/Parents – 2011/632)



Females, older parents and those from Conn/Ulster are most concerned about advertising unhealthy food to children

(Base: All Adults 18+/Parents 2011/ 632)

Level of concern about advertising unhealthy food to children



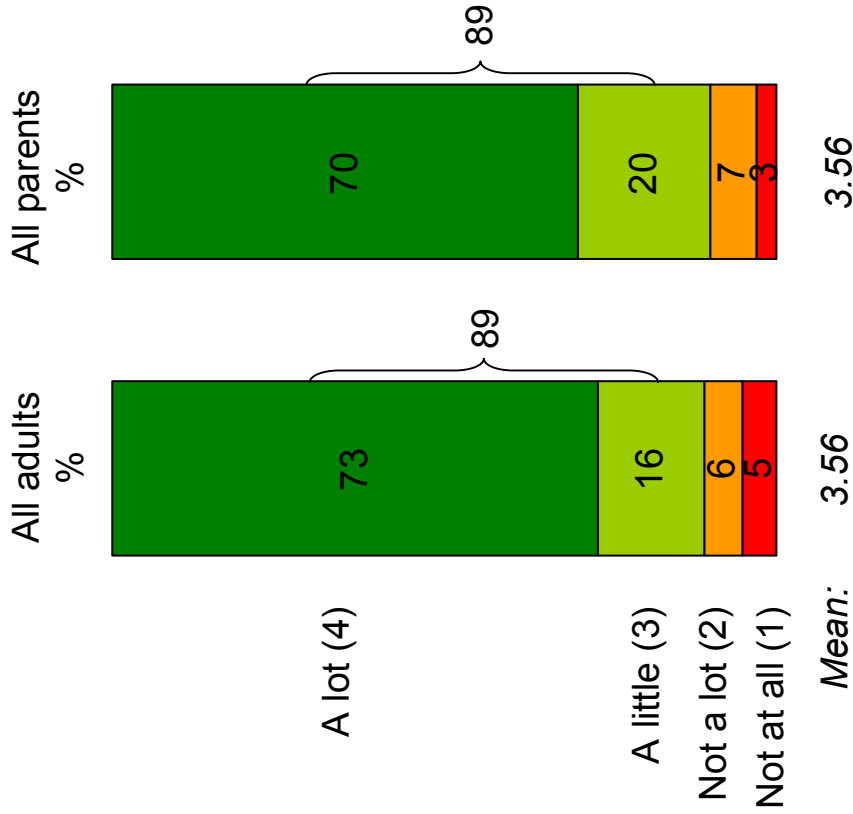
Who are the parents who more likely to be concerned		
All parents concerned		72
Gender	Male	64
	Female	78
Age	18-24	64
	25-34	73
	35-44	70
	45+	77
Social class	ABC1	73
	C2DE	70
	F	74
Region	Dublin	64
	ROL	74
	Monster	70
	Conn./Ulster	81

(Q.1)

There is a high level of agreement from all groups over the influence food advertising has on children

(Base: All Adults 18+/Parents 2011, 632)

Extent to which advertising to children influences food choices



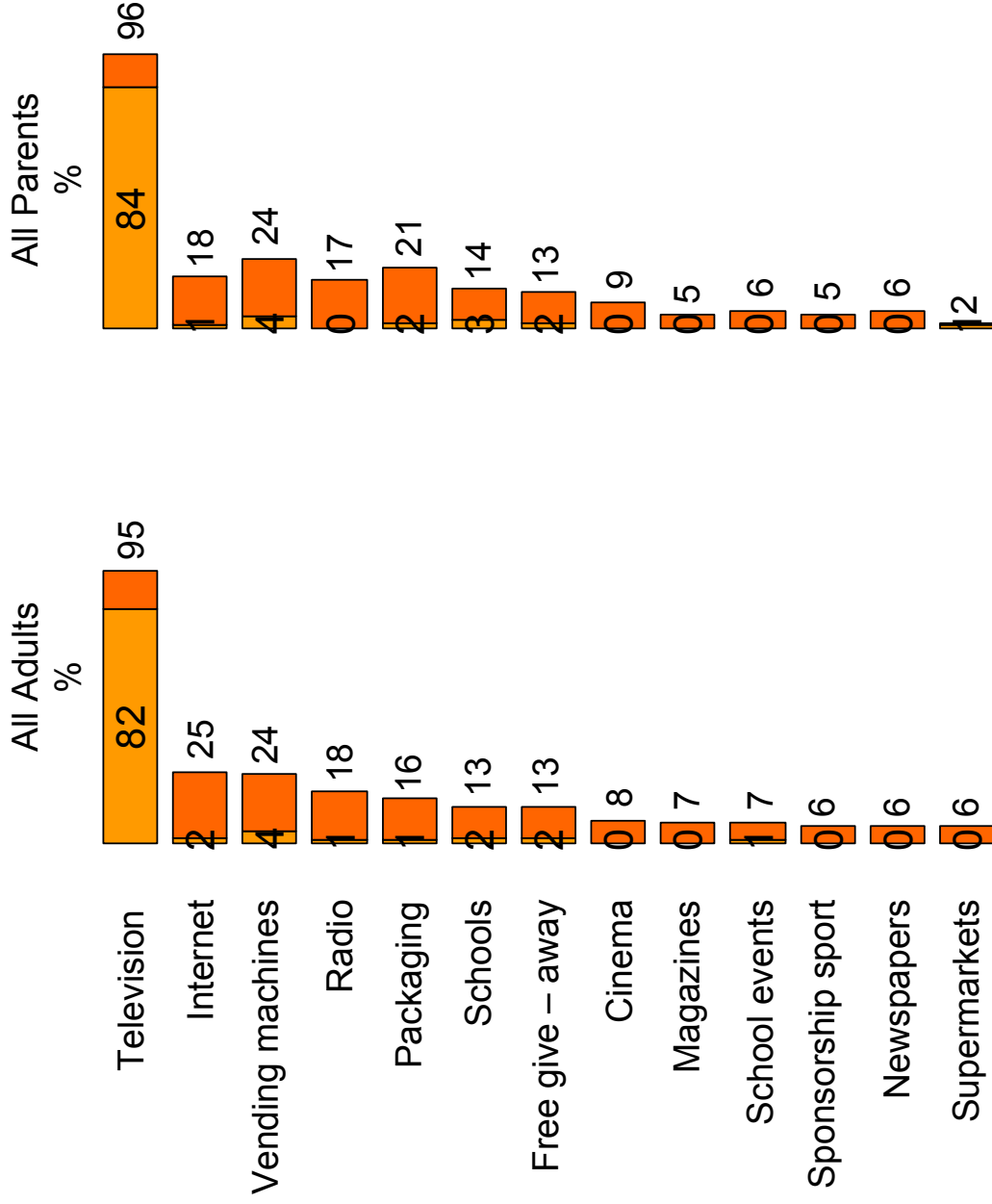
Who are the parents who believes this strongest		TOTAL
Gender	Male	91
	Female	88
Age	18-24	89
	25-34	90
	35-44	87
	45+	94
Social class	ABC1	92
	C2DE	86
	F	96
Region	Dublin	87
	ROL	89
	Monster	90
	Conn./Ulster	93

(Q.2)

TV, Internet and Vending Machines all cited as areas children are most exposed to unhealthy food advertising.

(Base: All Adults 18+/Parents 2011, 632)

Where are children most exposed to unhealthy food advertising



(Q.3)

Q3. Where do you believe children are most exposed to companies advertising unhealthy food?



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(8)

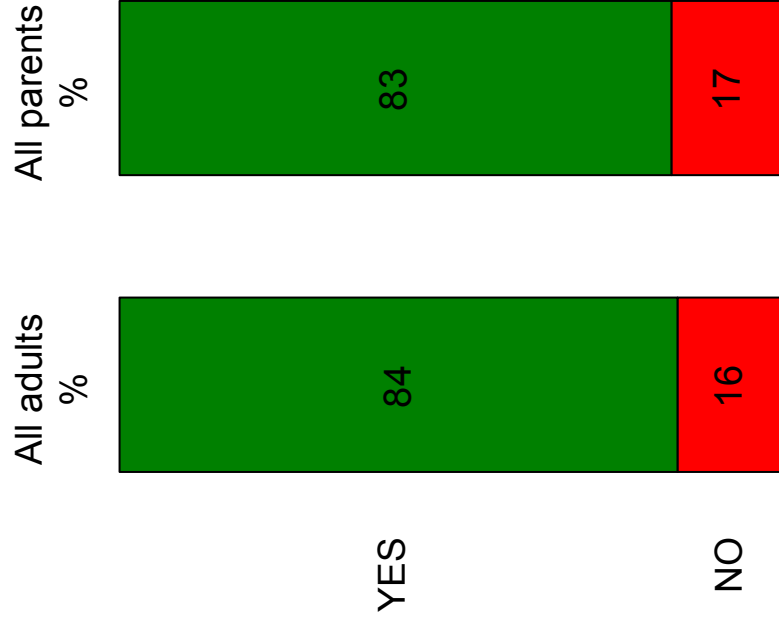


Over 4 in 5 parents feel action needs to be taken to control advertising to children on television.



(Base: All Adults 18+/Parents 2011, 632)

Does action need to be taken to control advertising to children on television?



Who are the parents most likely to agree that action needs to be taken to control advertising		83
Gender	Male	80
	Female	85
Age	18-24	73
	25-34	86
	35-44	84
	45+	82
Social class	ABC1	87
	C2DE	81
	F	77
Region	Dublin	82
	ROL	83
	Monster	82
	Conn./Ulster	86

(Q.4)



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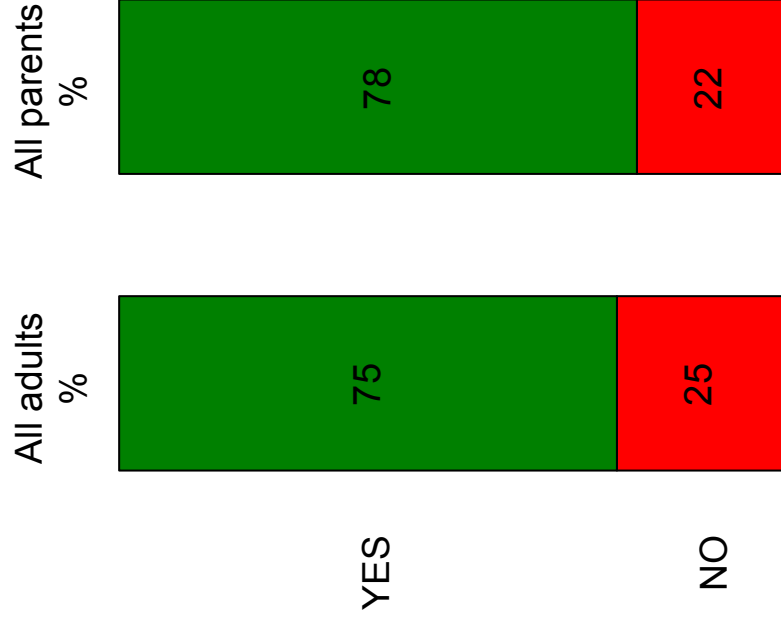
Q4 Do you feel action needs to be taken to control advertising to children on television?

(9)

Vast majority in favour of ban on unhealthy food advertising before 9pm.

(Base: All Adults 18+/Parents 2011, 632)

Incidence of those in favour of ban of advertising unhealthy foods to children before 9 PM



Who are the parents most in favour of ban		TOTAL
Gender	Male	72
	Female	83
Age	18-24	65
	25-34	77
	35-44	79
	45+	81
Social class	ABC1	78
	C2DE	76
	F	85
Region	Dublin	74
	ROL	75
	Monster	79
	Conn./Ulster	84

(Q.5)



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Q.5 Would you be in favour of a ban on television for all ads for unhealthy foods up to 9pm?

(10)