



Food Advertising Research

September 2011





Job No: 35711

Background & Objectives

- Research is required by the Irish Heart Foundation to assess the extent to which parents of dependant children under the age of 18, are concerned about the TV 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.

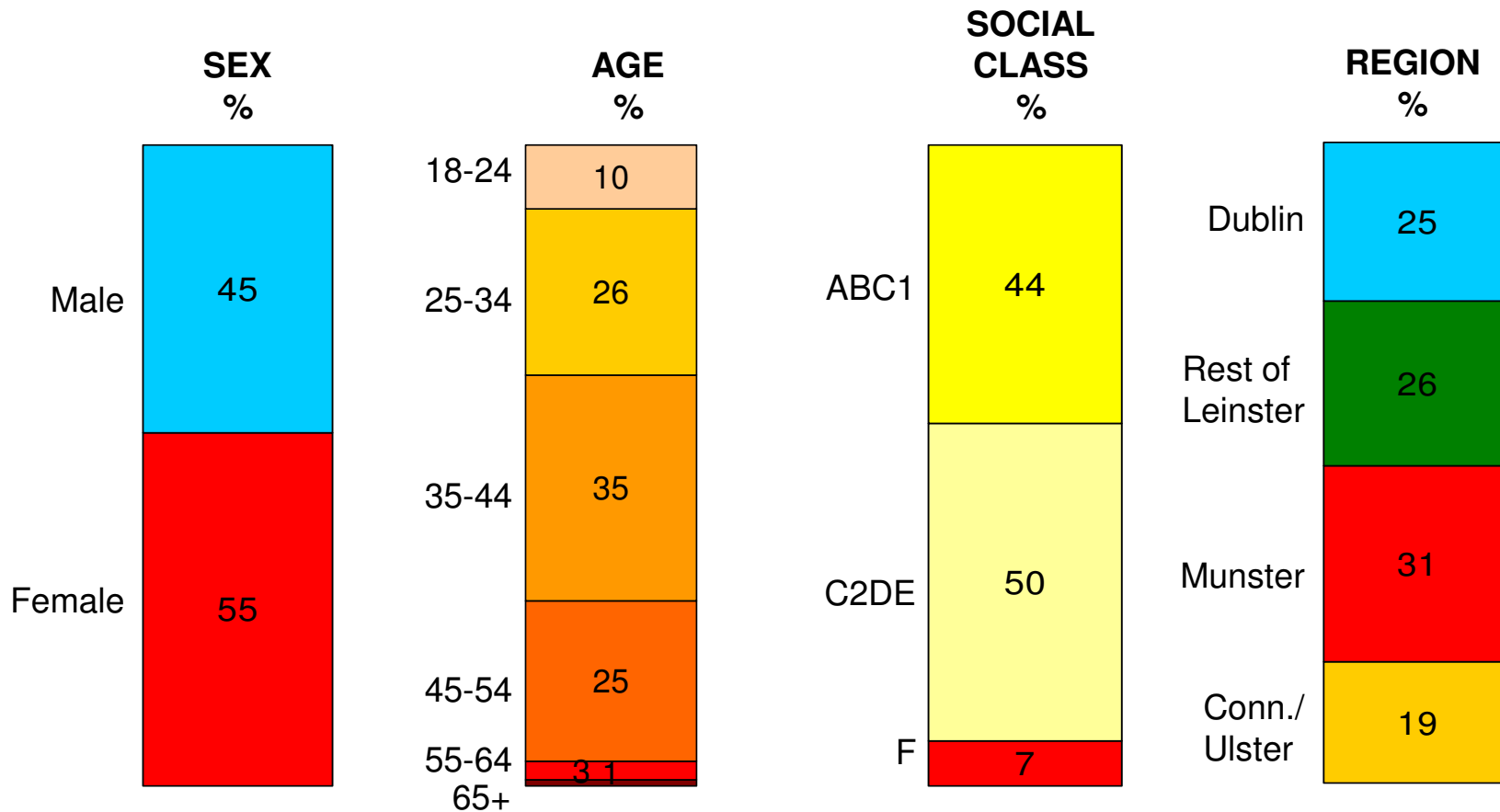
Research Methodology

- A total of 750 interviews were conducted over 2 waves of the Red Express by phone using random digit dial sample to ensure all households including ex-directory and mobile only were covered.
- The base of people included in the survey all have dependent children under the age of 18. These people were fell out of a naturally from a nationally representative sample of the population aged 18+.
- Fieldwork conducted 12th – 14th September and 19th – 21th September 2011.
- During this report we have shown significant difference as follows:
 - Higher than average = 
 - Lower than average = 

Sample Profile – National Survey of Parents of Dependant Under Age 18



(Base: All Parents with dependants -750)

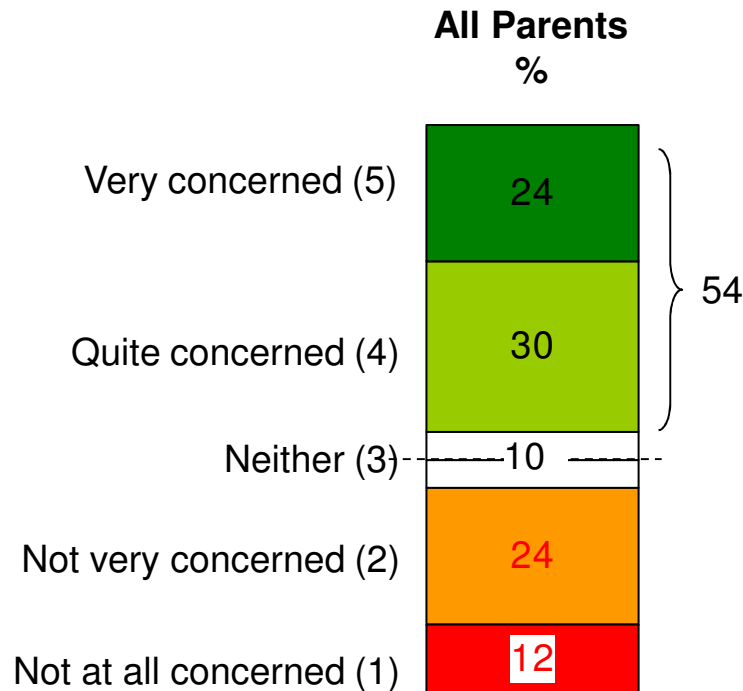




Over 1 in 2 parents are concerned about advertising unhealthy food to children. Concern is generally equally expressed by different groups in society

(Base: All Parents -750)

Level of concern about advertising unhealthy food to children



<i>Who are the parents more likely to be concerned</i>		
All parents concerned		54%
Gender	Male	52%
	Female	56%
Age	18-24	46%
	25-34	50%
	35-44	56%
	45+	58%
Social class	ABC1	55%
	C2DE	55%
	F	44%
Region	Dublin	55%
	ROL	56%
	Monster	53%
	Conn./Ulster	53%

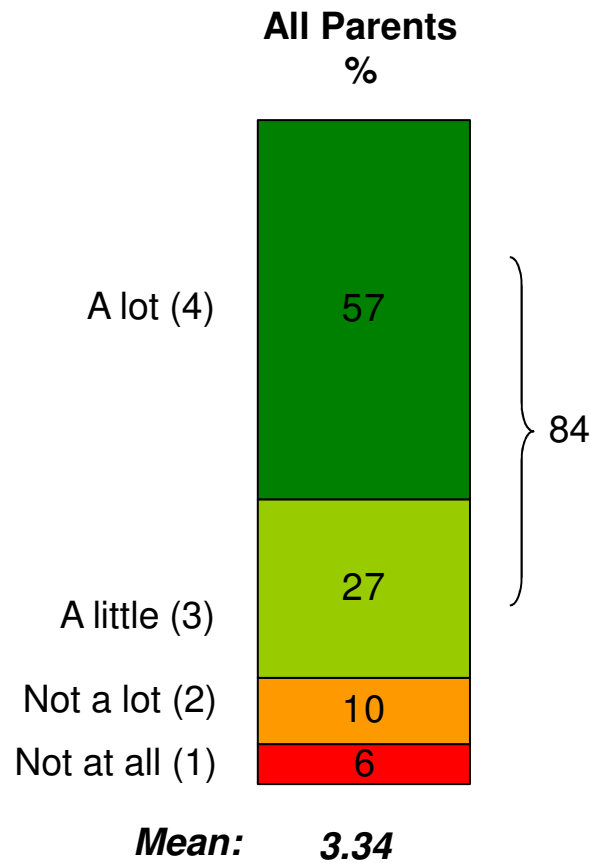
Q1 How concerned, if at all, are you about the advertising on TV of unhealthy foods (snack foods, sugary breakfast cereals, confectionary, sugary fizzy drinks) to children and young people under the age of 18?



Over 4 in 5 Parents Believe That TV Advertising To Children Influences Their Food Choices.

(Base: All Parents -750)

Extent to which TV advertising to children influences food choices



Who are the parents who believes this strongest		
TOTAL		84%
Gender	Male	82%
	Female	85%
Age	18-24	83%
	25-34	78%
	35-44	86%
	45+	86%
Social class	ABC1	86%
	C2DE	84%
	F	69%
Region	Dublin	86%
	ROL	85%
	Monster	83%
	Conn./Ulster	82%

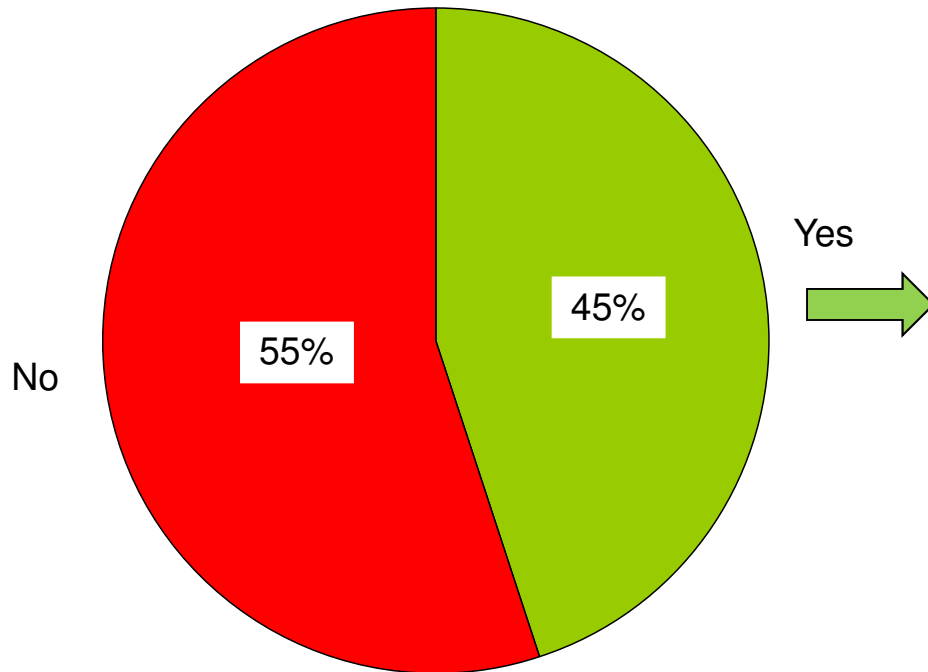
Q2. How much, if at all, do you believe that TV advertising to children and young people under the age of 18 influences their food choices?



Over 2 In 5 Parents Are Aware That The BAI Is Considering Restricting TV Advertising Of Unhealthy Food To Children.

(Base: All Parents -750)

Awareness of likely Advertising restrictions to children?



<i>X Demographics</i>		
TOTAL		45%
Gender	Male	49%
	Female	42%
Age	15-24	39%
	25-34	48%
	35-44	41%
	45+	50%
Social class	ABC1	51%
	C2DE	41%
	F	38%
Region	Dublin	45%
	ROL	44%
	Monster	46%
	Conn./Ulster	45%

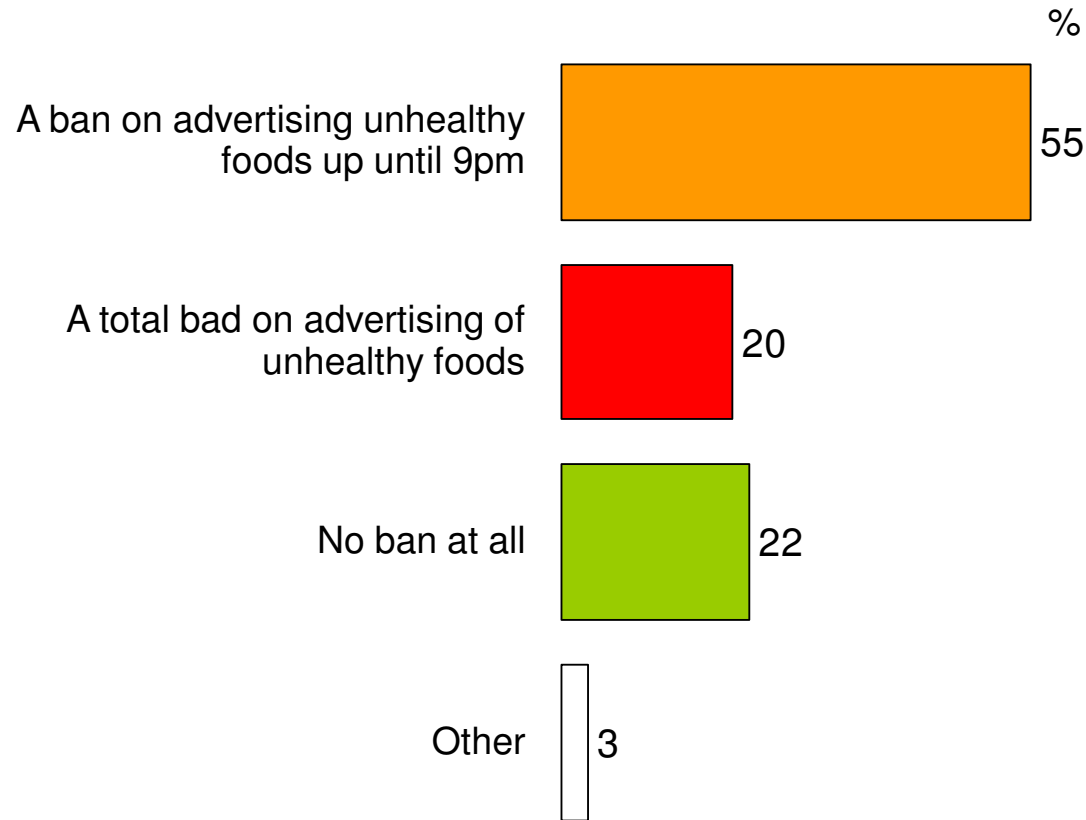
Q3. Are you aware that the Broadcasting Authority of Ireland is considering restricting advertising of unhealthy foods to children and young people on Irish television stations?



Over 3 In 4 Parents Support To Some Degree A Ban On TV Advertising To Children

(Base: All Parents -750)

Agreement with statements in relation to Advertising Restrictions to Children?



Q4. Which, if any action, would you be in favour of to control the advertisement of unhealthy foods to children on TV? ?

Key Findings

- Over half of all parents with dependant children under the age of 18 are concerned about TV advertising of unhealthy foods to children. This concerns is equally expressed by different groups of parents.
- Over 4 in 5 parents believe that TV advertising influences food choice in children. Again the belief is equally expressed by all parent groups.
- Over 2 in 5 claim to be aware that the BAI are considering restricting the advertising of unhealthy food to children via Irish television channels.
- Over half of all parents support a ban on advertising unhealthy foods to children before 9pm with a further 1 in 5 supporting an all out ban. 3 in 4 parents support some form of ban regarding this form of advertising.