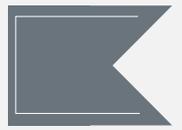


# SUGAR TAX



In May 2016, we asked the 1,000 strong work.shop.play. urban community in Northern Ireland all about the Sugar Tax! Here's a snapshot of what they told us...

**65%**

are in favour of the Sugar Tax, yet opinion is split 50:50 as to whether or not it will work in Northern Ireland and reduce our consumption of sugary drinks.

**Half**

say "the sugar tax would reduce the amount I spend on sugary drinks but wouldn't stop me buying them altogether".

**2 in 5**

resent being taxed for something which causes no harm if eaten in moderation!

**26%**

say "a tax on sugar-sweetened soft drinks would stop me buying sugary drinks altogether"



**6 in 10**

say "the sugar tax is a step in the right direction but more needs to be done".

**36%**

say "I know that sugar is bad for me but it tastes nice so the 'Sugar Tax' won't change my habits when it comes to buying sugary drinks".

**3 in 4**

think a sugar tax should be applied to more than just sugary soft drinks.

**57%**

agree with chef, Heston Blumenthal's recent comments in that "demonising soft drinks instead of focusing on sugar in general was adding to the "minefield" that parents faced when deciding how to feed their family".

Want to hear more from our panel of Northern Ireland Urbanites?

- Get in touch with Exterion Media on **028 9032 2333**

work.shop.play.

# CHILDHOOD OBESITY

In May 2016, we asked the 1,000 strong work.shop.play. urban community in Northern Ireland all about Childhood Obesity! Here's a snapshot of what they told us...

**6 in 10**

expressed concern about their children/grandchildren being / becoming overweight or obese – with a quarter very concerned.

**45%**

give their child/grandchild a treat food at least once a day, with a **fifth** doing so every other day.

**Half**

of parents/grandparents list treat foods (e.g. crisps, biscuits, chocolate, sweets) as the treat they most likely to give children – followed **1 in 5** who would give them a toy.

**44%**

say they are concerned about the amount of "screen" time (e.g. playing video games) their children/grandchildren are exposed to.

**Reward**

for good behaviour (**63%**) followed by after they eat all their food (**53%**) are the main reasons for giving children a treat food.

**Cut Back**

on food treats is the most popular change made by parents/grandparents (**57%**)

**52%**

think it's difficult to say no to their child/grandchild when they ask for a food treat – with **10%** thinking it's very difficult!

**6 in 10**

have made/thought about making changes to reduce the amount of treats their child/grandchild eats in the past month.

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# FOOD LABELLING

In May 2016, we asked the 1,000 strong work.shop.play. urban community in Northern Ireland all about Food Labelling! Here's a snapshot of what they told us...

## 86%

say they look at front of pack nutrition labels – with the majority (79%) doing so at the point of choice

## Mood

whilst shopping affects whether or not they read the nutrition label on food when shopping (41%) on a par with fluctuating levels of interest in healthy eating.

## 20%

never look at the nutrition label on food when grabbing a quick snack, whilst 36% will always look at the nutrition label when buying food for children.

## 45%

think Guideline Daily Amounts (GDAs) currently published on food and drink are an effective education tool to help decide how much to consume



**What information is important to show on a front of pack nutrition label?**

Sugar (86%)  
Calories (80%)  
Fat / saturated fat (78%)  
Salt (61%)  
Traffic light colours (66%)  
Percentage GDA (45%)



## 63%

feel more positive towards Mars Food brands following their announcement to introduce a new labelling system to divide products into those that can be 'eaten every day' or 'eaten occasionally' based on their salt, sugar or fat content.

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