

# Media and Food (The) - UK - October 2009

Report Price: £1500 / \$3000 / €2250



## What is this report about?

This report assesses consumer attitudes towards food and eating habits. More specifically, we look at the main food-related issues that are emerging more strongly in the media.

It assesses the input and/or reaction from several players – consumers themselves (including quantitative and qualitative research commissioned for this report), the media, the food industry and the government and other interested parties like the NHS.

## What have we found out?

- Health advice is constantly in the media and just under 10m people try to keep up to date with such health advice. However, the vast majority of these (just under 9m) admit that conflicting advice is confusing.
- The majority of consumers (23m) believe they know what to do to keep healthy and 14m are committed to leading a healthier lifestyle. Women, over-55yr olds and ABC1s have the highest levels of interest in their health.
- Overall, TV programmes have the greatest influence on people's eating habits – and 8m people are influenced by what they see on the TV. But there is little difference between news/ documentaries, the government, print media and food advertising in the amount of influence they exert. Between 6.5m and 7.5m people take heed of these sources of advice.
- 'Celebrities' has a more minor role – with fewer than one in ten admitting to being influenced by programmes such as Jamie Oliver's Ministry of Food and even fewer (one in 100) saying they want to emulate celebrities on diets.
- 13m people believe themselves to be uninfluenced by the media although most consumers are making real changes to their eating habits compared to two years ago. Fruit and veg is the main beneficiary, with 20m people eating more of this. Between 11m and 14m people are cutting down on fizzy drinks, processed food and/ or alcohol.
- The recession is leading to more changes in eating habits; some 13m people are cooking from scratch more often and 10m are buying more of the cheaper brands or own-label. A similar number are supporting their local economy by buying more local produce.

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