



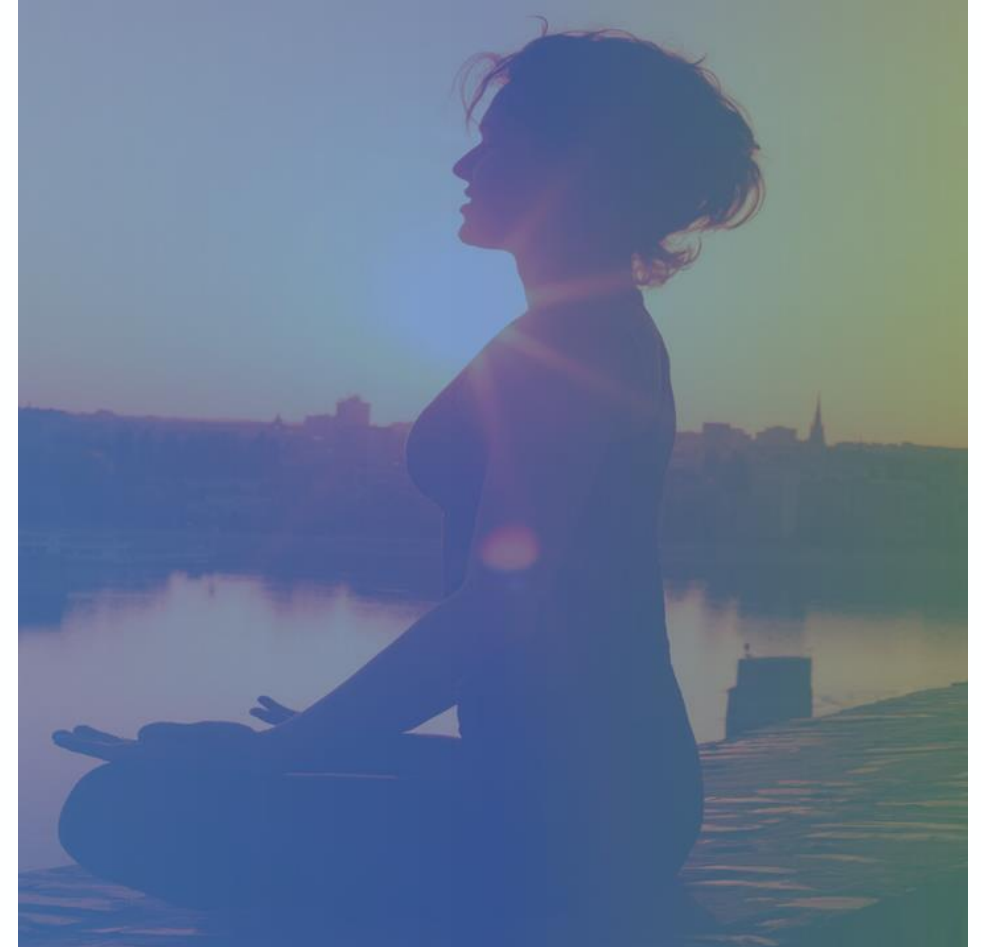
Food & Fitness

A healthy study of Irish people

January 2016

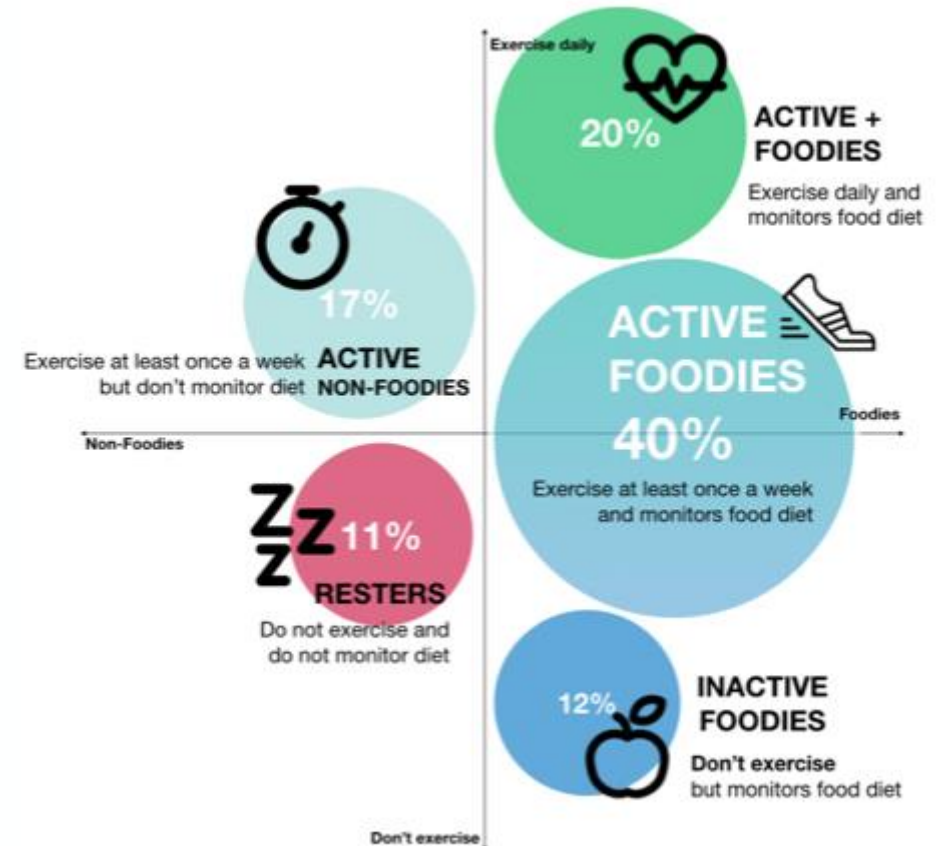
Background

- In January 2015, Ignite Research conducted a study on how people exercise (or not) and how they manage their diets (or not). This gave us an insight into the health lifestyles of Irish people and provided a framework to understand the differences between different groups in Ireland when it comes to food and fitness.
- This updated report, conducted in January 2016 provides an overview of the five key groups which Marketing Directors should acknowledge and will inform strategies for any brand developing marketing plans in relation to Irish people's health and well-being.
- For more information on this report, please contact Jenny – when she's not out exercising she's available to talk more about how this report can inform your brand strategy. jenny.mullins@ignitemr.com or (01) 649 6316



Five key health segments in Ireland.

- We developed five health segments based on the level to which people exercise and based on the level to which they monitor their health:
 - **Active Foodies +**
Exercise daily and monitor their diet
 - **Active Foodies**
Exercise at least once a week and monitors food diet
 - **Inactive Foodies**
Don't exercise but monitor their diet
 - **Active Non-Foodies**
Exercise at least once a week but don't monitor diet
 - **Resters**
Do not exercise or monitor diet.



Active+ Foodies

- While convention might believe that younger people are more active, those over 50 are more likely to exercise on a daily basis. Active+ Foodies keep an eye on their diet, while also exercising every day. 28% of those over 55 are in this group. It is split evenly between men and women while those living in Greater Dublin are more likely to be Active+ Foodies. This group tend to be more educated and employed in professional jobs or retired. They are 13% more likely to be married compared to all adults. Given their age, this group tends to have no children in the household - possibly older children have left the family home. 30% of this group claim to feel "very healthy" compared to 18% of all adults and they are 30% more likely to have quit smoking.



Active Foodies

- Two in five Irish people claim to monitor what they eat, while also exercising at least once a week. This group is more likely to be in their 30's. Munster people are also more likely to be Active Foodies. They are more likely to be working or studying full time. 3 in 4 of this group exercise a few times a week and 47% take vitamins or supplements.



Inactive Foodies

- This group; those who don't exercise but monitor what they eat, are more likely to be in their twenties or over 50. They are also more likely to live in Connaught and be single. This group is 9% more likely to be a parent. 25% of this group claim to feel unhealthy compared to 16% of all adults, and 23% are smokers.



Active Non-Foodies

- This group, made up of 60% males, is not concerned about their diet, but exercise at least once a week. This is the youngest group of all five with 40% of this group being under 35 years old. This group is 15% more likely to live in Dublin, and are more likely to be studying, working part-time or unemployed. 82% of this group claim to feel healthy or very healthy, despite 1 in 4 of this group smoking regularly.

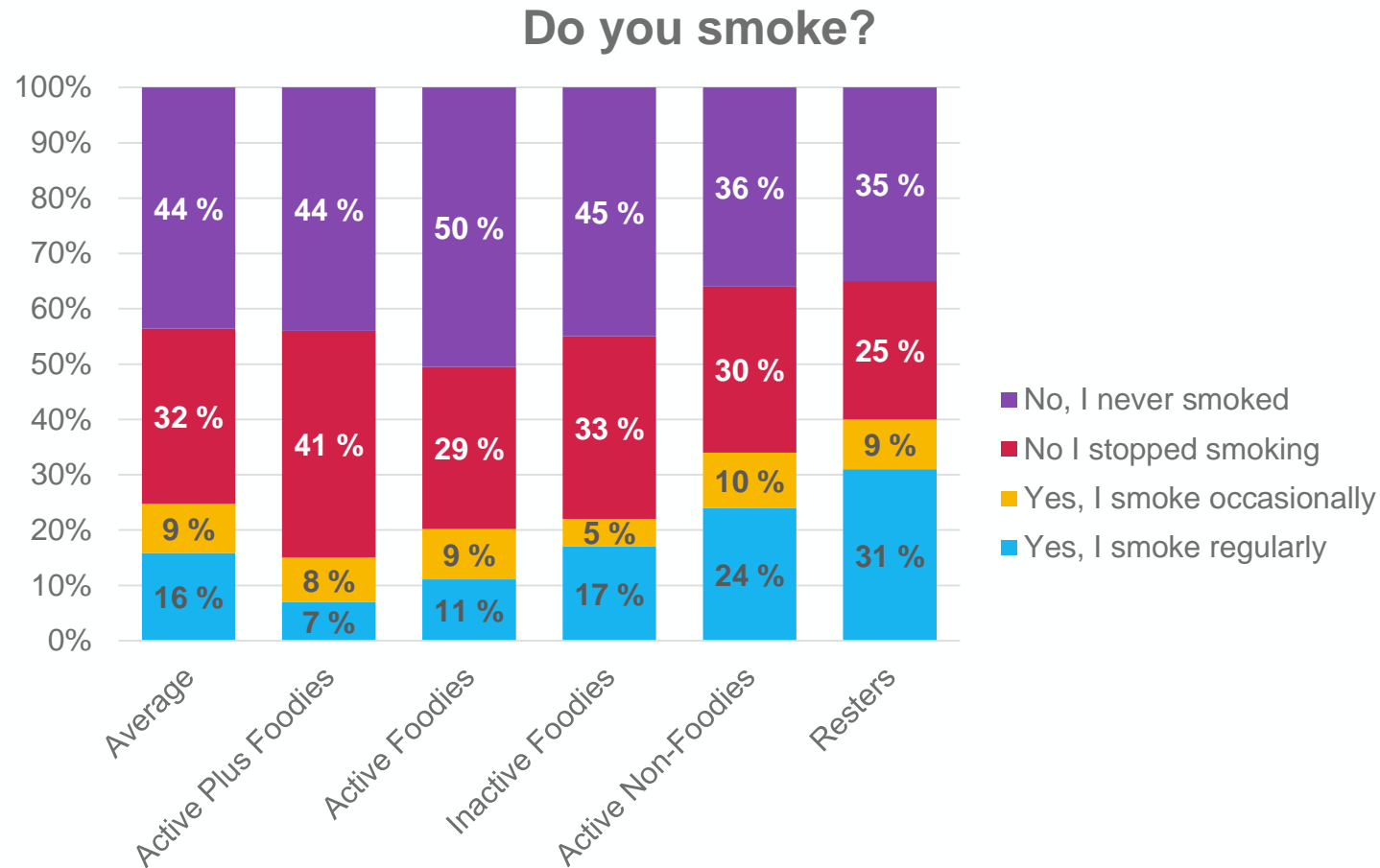


Resters

- Our last group - the Resters - do not monitor their diet or exercise. This group is more likely to be men over the age of forty and unemployed or self-employed. 32% of this group feel unhealthy compared to 16% of all adults and 1 in 3 are smokers.



Smokers are more likely to not monitor their diet.

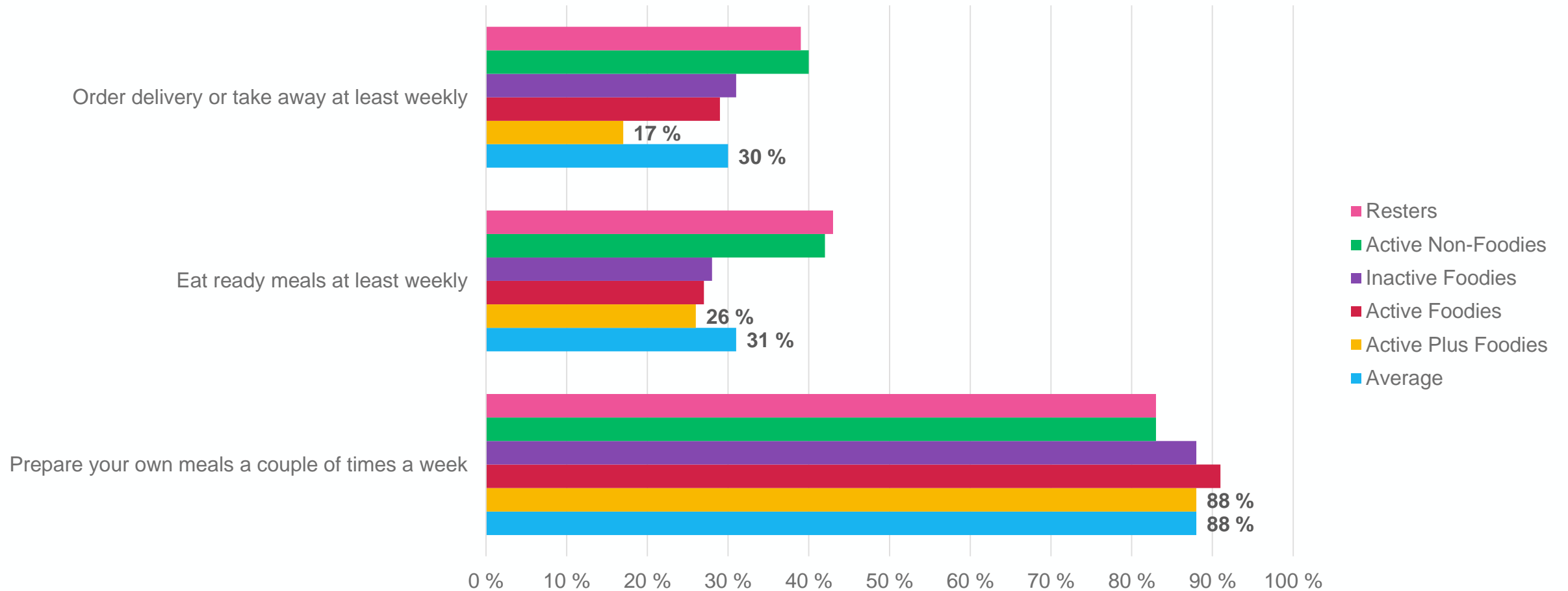


1 in 4 Irish people are smokers with a further 32% who have stopped smoking.

Those more likely to smoke are also more likely not to be concerned about their diet, but do claim to exercise regularly.

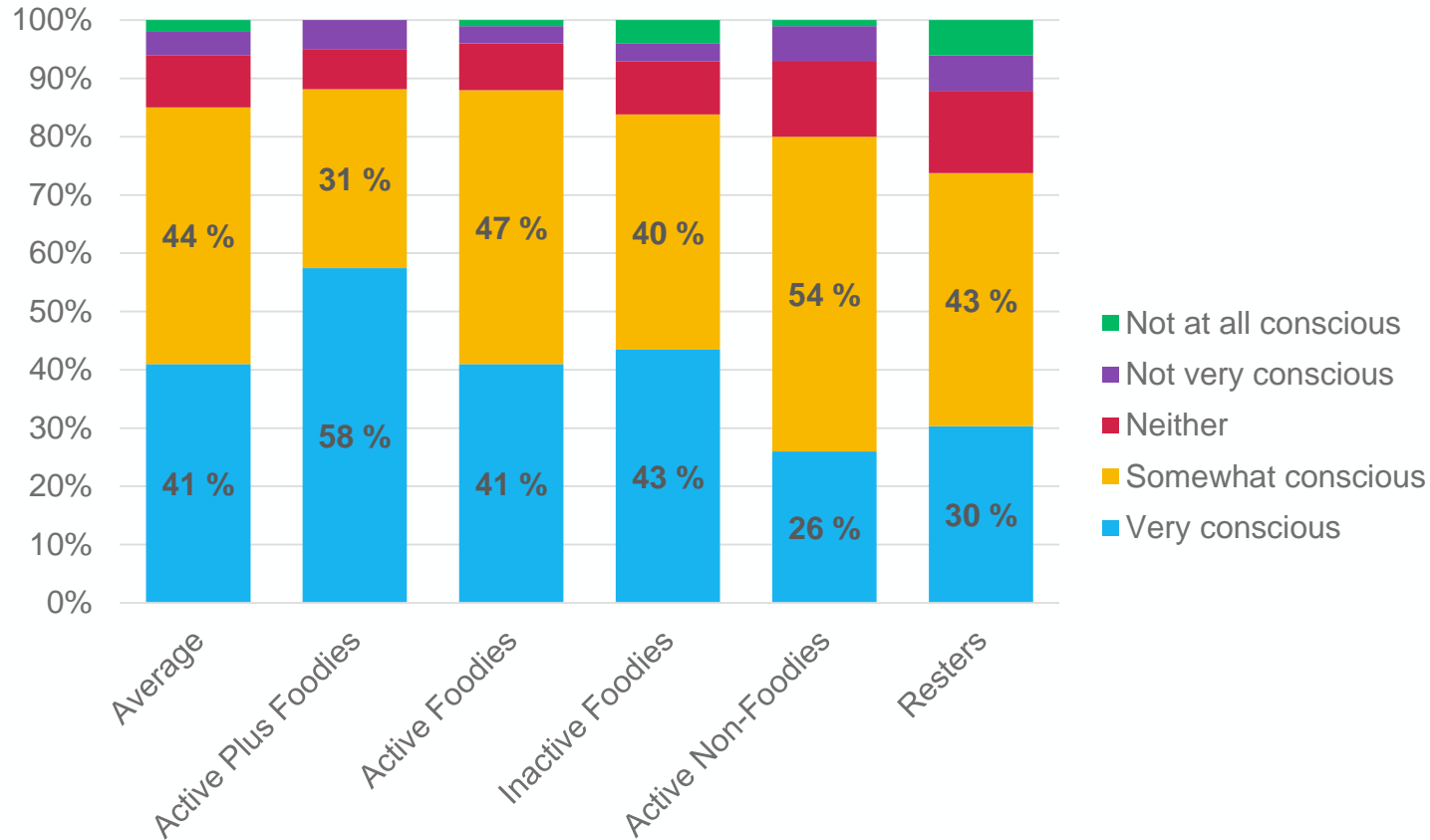
n = 1,000

1 in 3 people eat ready made or take-away meals weekly



Mental Well-Being

How conscious are you of your mental well-being?



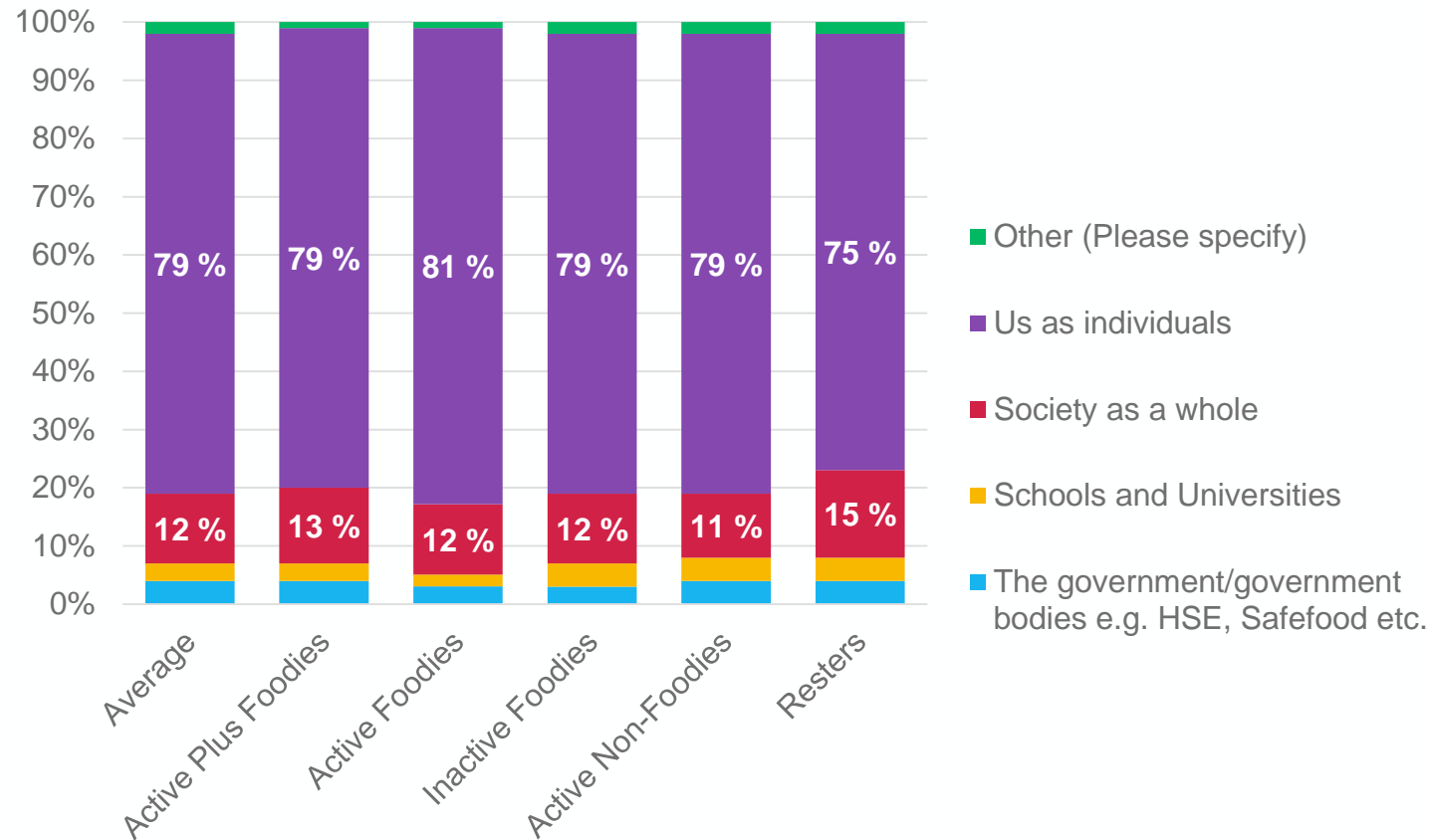
2 in 5 Irish people claim they are very conscious of their mental well-being, while a further 44% claim they are somewhat conscious.

Those who focus on their diet and and their exercise are more conscious about their mental health.

n = 1,000

Responsible for our health.

How conscious are you of your mental well-being?



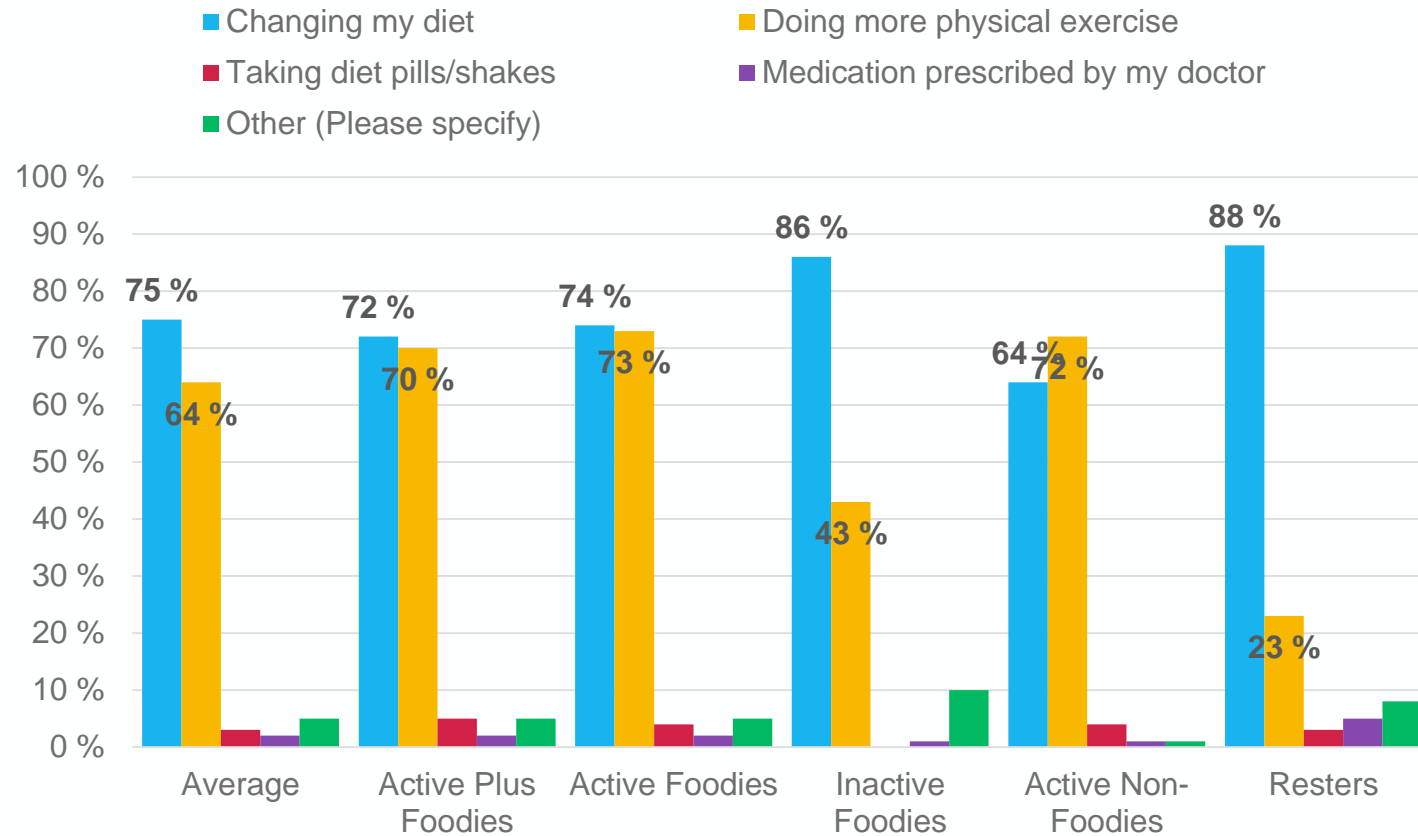
79% of people believe it is the individual themselves who are responsible for their health.

While 12% of people believe society as whole should be responsible for our health.

n = 1,000

Weight Lose.

What are you currently doing to try and lose weight?

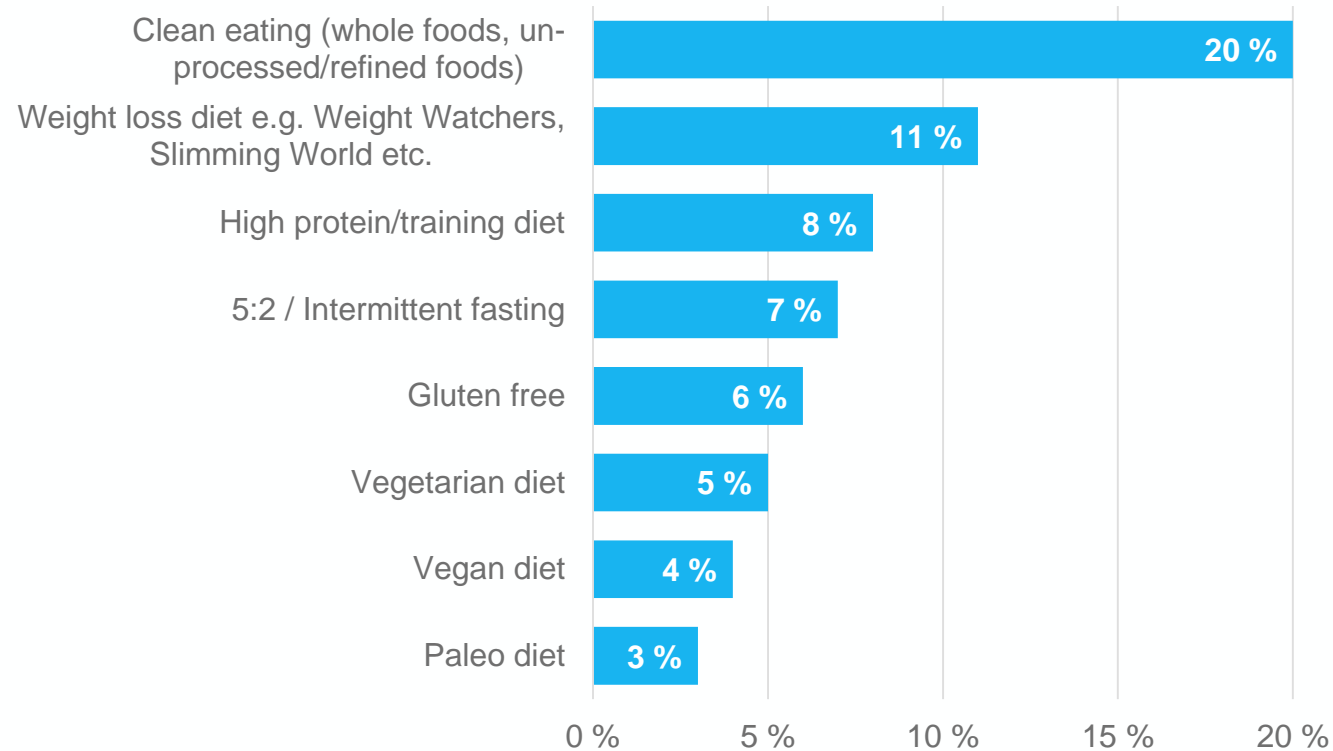


52% of people are trying to loose weight and of this group, 75% are changing their diet while 64% are doing more exercise.

n = 520

Dietary habits 2016

Which dietary habits do you intend to pursue in 2016?



20% of people plan to start eating unprocessed and whole foods – the *clean eating* diet.

This is twice as many who plan to start a weight loss diet.

n = 1,000