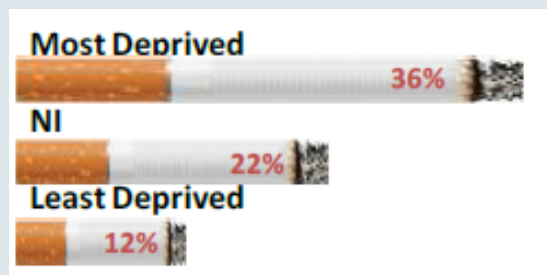
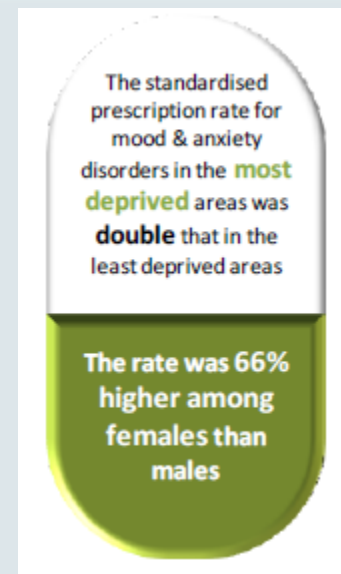


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A closer look at
sociodemographic patterns
of **food purchasing** and
dietary intake
in Northern Ireland
.....

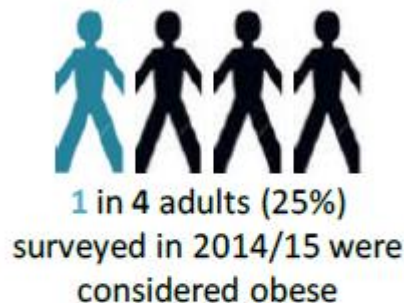
Aims for today

- Nutrition surveillance in NI
  - National Diet and Nutrition survey
  - Kantar WorldPanel
- Marker Foods
- By sociodemographic category

NI health and social care inequalities monitoring system



Adult Obesity



The adult obesity rate in the **most deprived** areas (28%) was **47% higher** than the rate in the **least deprived** areas (19%).

What about Nutrition?

Health survey NI

- Reported frequency of intake of key food and drink items

Food Security

A small proportion of households (4%) reported that there had been at least one day when they had not eaten a substantial meal in the last fortnight due to a lack of money, while 1% stated that they had ever cut the size of a child's meal because they did not have enough money for food.

Nutrition surveillance in NI

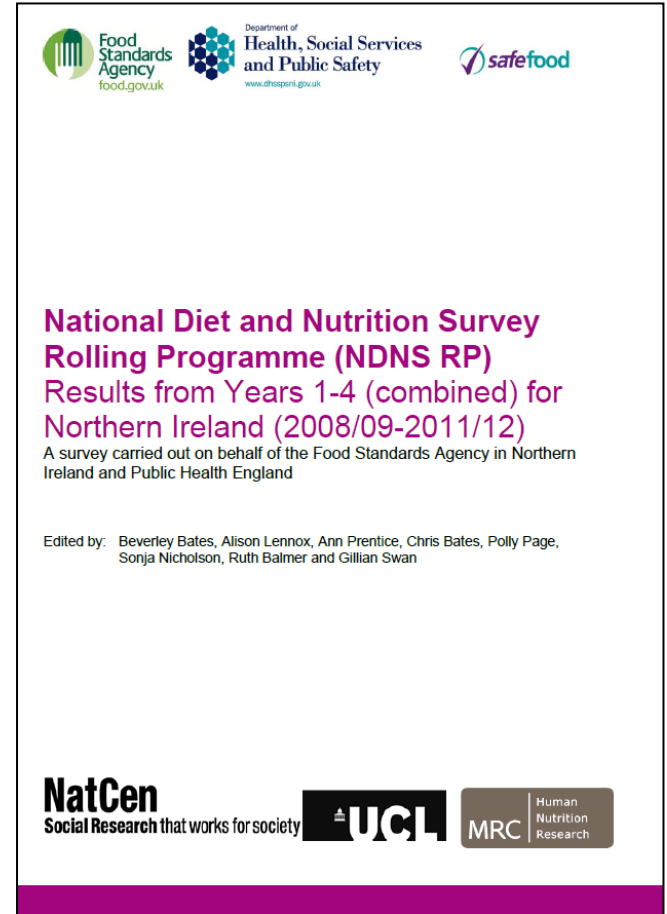
FSA in NI responsible for monitoring the diet of the population in NI

- National Diet and Nutrition Survey
- Kantar Worldpanel

FSA in NI: Nutrition Surveillance

National Diet & Nutrition Survey

- Assess the **diet**, nutrient **intake** & nutritional **status** (aged ≥ 1.5 years)
- Recruitment in NI boosted 200 /year, representative data
- NI boost co-funded by DoH, Safefood & FSA in NI
- Years 1-4 report published Official Statistic
- Marker foods
- Equivalised income tertile



The image shows the front cover of a report titled "National Diet and Nutrition Survey Rolling Programme (NDNS RP) Results from Years 1-4 (combined) for Northern Ireland (2008/09-2011/12)". At the top, there are three logos: the Food Standards Agency (FSA) logo with the website food.gov.uk, the Department of Health, Social Services and Public Safety logo with the website www.dhsspsni.gov.uk, and the safefood logo. The title is in a large, bold, purple font. Below the title, it says "A survey carried out on behalf of the Food Standards Agency in Northern Ireland and Public Health England". Further down, it lists the editors: "Edited by: Beverley Bates, Alison Lennox, Ann Prentice, Chris Bates, Polly Page, Sonja Nicholson, Ruth Balmer and Gillian Swan". At the bottom, there are three logos: NatCen (National Centre for Social Research) with the tagline "Social Research that works for society", the UCL logo, and the MRC (Medical Research Council) Human Nutrition Research logo. The entire cover has a white background with a purple border at the bottom.

Food Standards Agency
food.gov.uk

Department of Health, Social Services and Public Safety
www.dhsspsni.gov.uk

safefood

**National Diet and Nutrition Survey
Rolling Programme (NDNS RP)
Results from Years 1-4 (combined) for
Northern Ireland (2008/09-2011/12)**

A survey carried out on behalf of the Food Standards Agency in Northern Ireland and Public Health England

Edited by: Beverley Bates, Alison Lennox, Ann Prentice, Chris Bates, Polly Page, Sonja Nicholson, Ruth Balmer and Gillian Swan

NatCen
Social Research that works for society

UCL

MRC Human Nutrition Research

FSA in NI: Nutrition Surveillance



Kantar Worldpanel

- Annual take-home **purchasing** data since 2006
- Purchasing not consumption
- 650 households in NI –handheld scanner
- 32 food & drink categories
- Does not consider food purchased out-of-home or waste
- Marker Foods
- ABC1: Upper Middle, Middle and Lower Middle
- C2DE: Skilled Worker, Working & Non Earners

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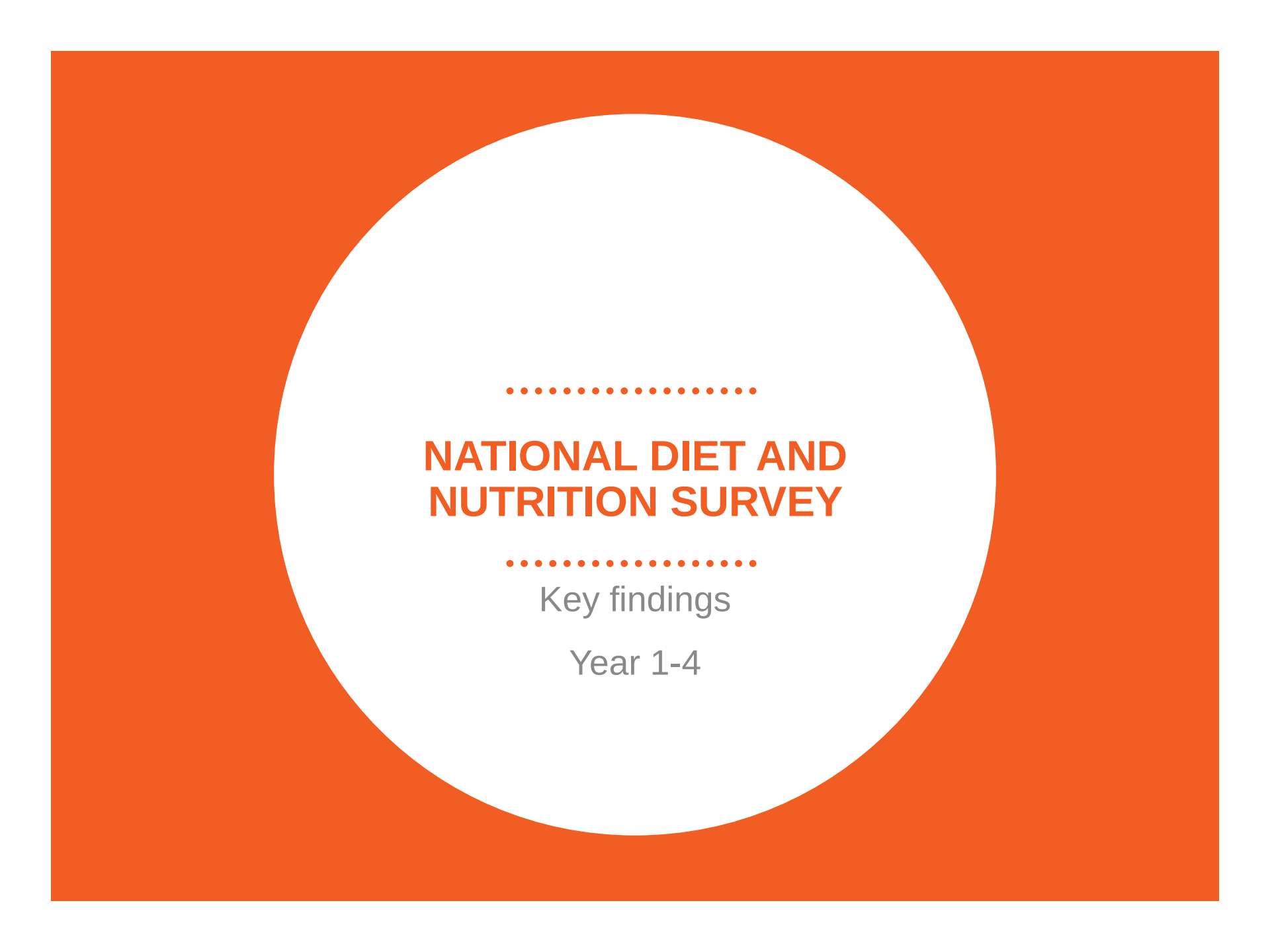
Northern Ireland Cross-Departmental Obesity Prevention Strategy:

A Fitter Future for All – A Framework for Preventing and Addressing Overweight and Obesity in Northern Ireland 2012-2022

Marker foods

- fruit and vegetables;
- sugary, fizzy drinks and squashes;
- confectionery;
- chips and other fried foods;
- meat products.

The purpose of the “marker foods” is to monitor those food categories which are of **public health interest**



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NATIONAL DIET AND NUTRITION SURVEY

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Key findings

Year 1-4

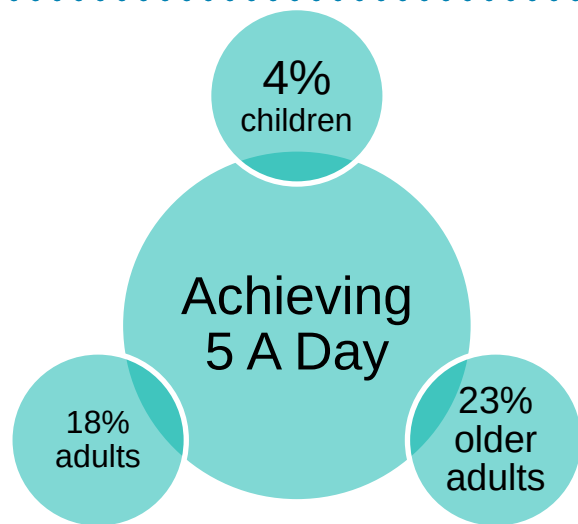
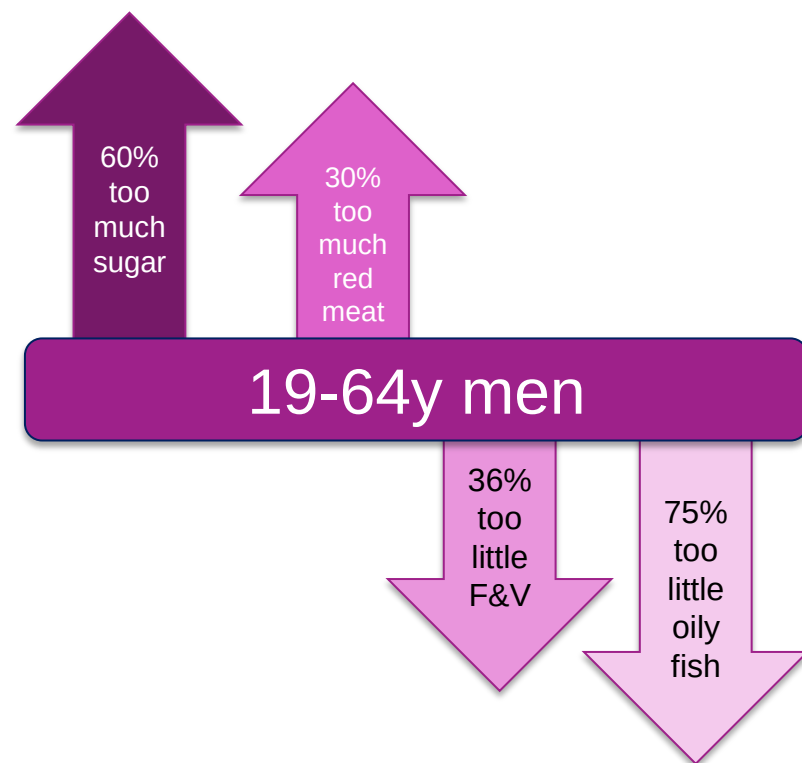
NI consumer is eating -

Too much

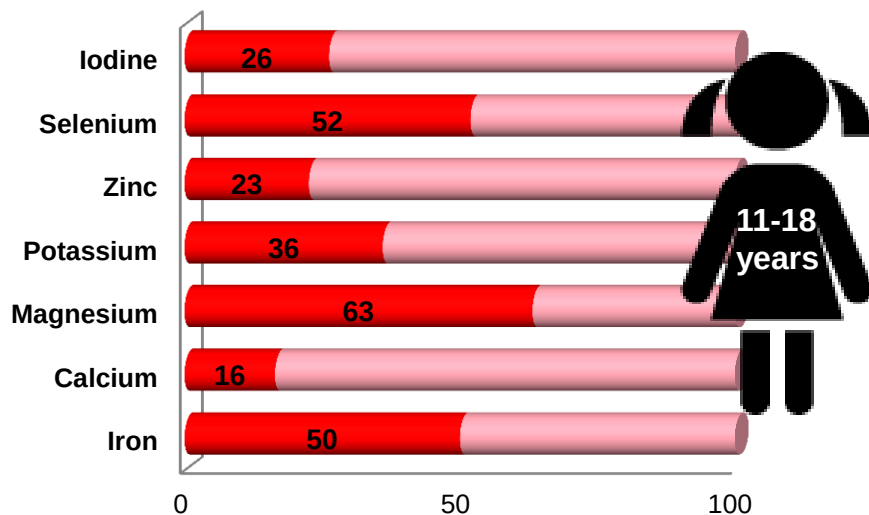


Not enough





% intakes below LRNI



NDNS and Equivalised Income Tertiles:

Nutrients

	Lowest income households intake	Highest income households intake	
Protein	↓	↑	Adults 19-64y
Carbohydrate	↓	↑	Children 11-18y
Fibre	↓	↑	
Fat	↑	↓	Children 11-18y
Added sugar	↑	↓	Adults 19-64y

NDNS and Equivalised Income Tertiles:

Vitamins and Minerals

	Lowest income households intake	Highest income households intake	
Iron	↓	↑	
Vitamin C	↓	↑	
Vitamin D	↓	↑	Adults
Folate	↓	↑	

NDNS and Equivalised Income Tertiles:

Marker foods

	Lowest income households intake	Highest income households intake
Fruit and Vegetables	↓	↑
Sugary Fizzy Drinks	↑	↓
Chips and fried foods	↑	↓
Meat products	↑	↓
Confectionery	↓	↑

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In other words... **£££** higher income households eating more

Nutrients

Protein

Carbohydrate

Fibre

Vit & Min

Iron

Vitamin C&D

Folate

Foods

Fruit and Vegetables

Confectionery

.....

In other words... £ Lower income households eating more

Nutrients

Fat

Sugar

Vit & Min



Foods

Sugary fizzy drinks

Chips and fried foods

Meat products

.....

KANTAR

.....

2014 data

Kantar Worldpanel:

Marker foods

	Lowest income households purchasing	Highest income households purchasing
Vegetables	↓	↑
Fruit	↑	↓
Sugary fizzy drinks	↑	↓
Confectionery	↑	↓
Meat and fish products	↑	↓
Chips / other potato products	-	-

Purchasing: Family type

Pre and Young



Buying more

- Take home savouries
- Regular soft drinks
- Chips and other potato

Middle Mix



Buying more

- Take home savouries
- Regular soft drinks
- Diet soft drinks
- Meat and fish products
- Chips and other potato

Empty nest / Retired



Buying more

- Fruit
- Fish
- Oily fish
- Cured meat
- Cakes and pastries
- Spirits

Purchasing: Urban / Rural

Urban households



Buying more

- Ready meals
- Fish
- Oily fish
- Fruit juice and smoothies

Rural households



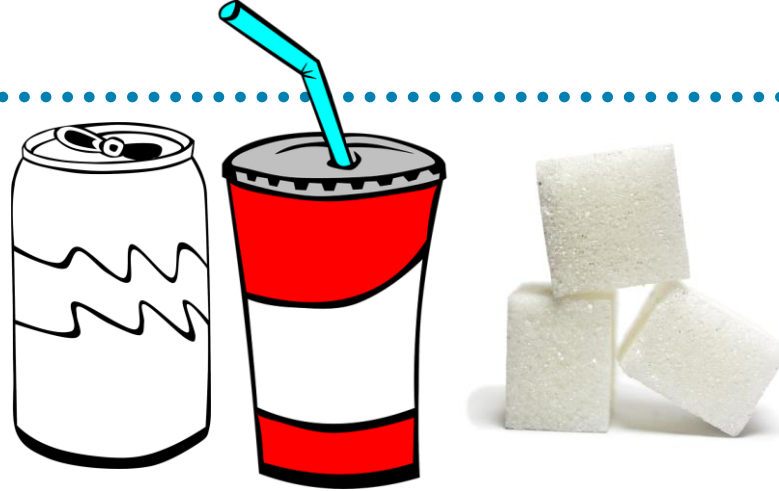
Buying more

- Chips and other potato products
- Meat and fish products
- Tea breads
- High fat / sugar morning goods

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IN SUMMARY

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Sugary fizzy drinks

£

Lower income households

- Purchasing more
- Drinking more (not significant)

£££

Higher income households

- Purchasing less
- Drinking less (not significant)



Fruit and Vegetables

£

Lower income households

- Purchasing less vegetables, more fruit
- Eating less, less number of portions and less achieving 5 A Day

£££

Higher income households

- Purchasing more vegetables, less fruit
- Eating more, more portions and more achieving 5 A Day



Meat products

£

Lower income households

- Purchasing more
- Eating more

£££

Higher income households

- Purchasing less
- Eating less



Chips, other fried food / other potato products

£

Lower income households

- No difference in purchasing
- Eating more, particularly children

£££

Higher income households

- No difference in purchasing
- Eating less



Confectionery

£

Lower income households

- Purchasing more
- Eating less

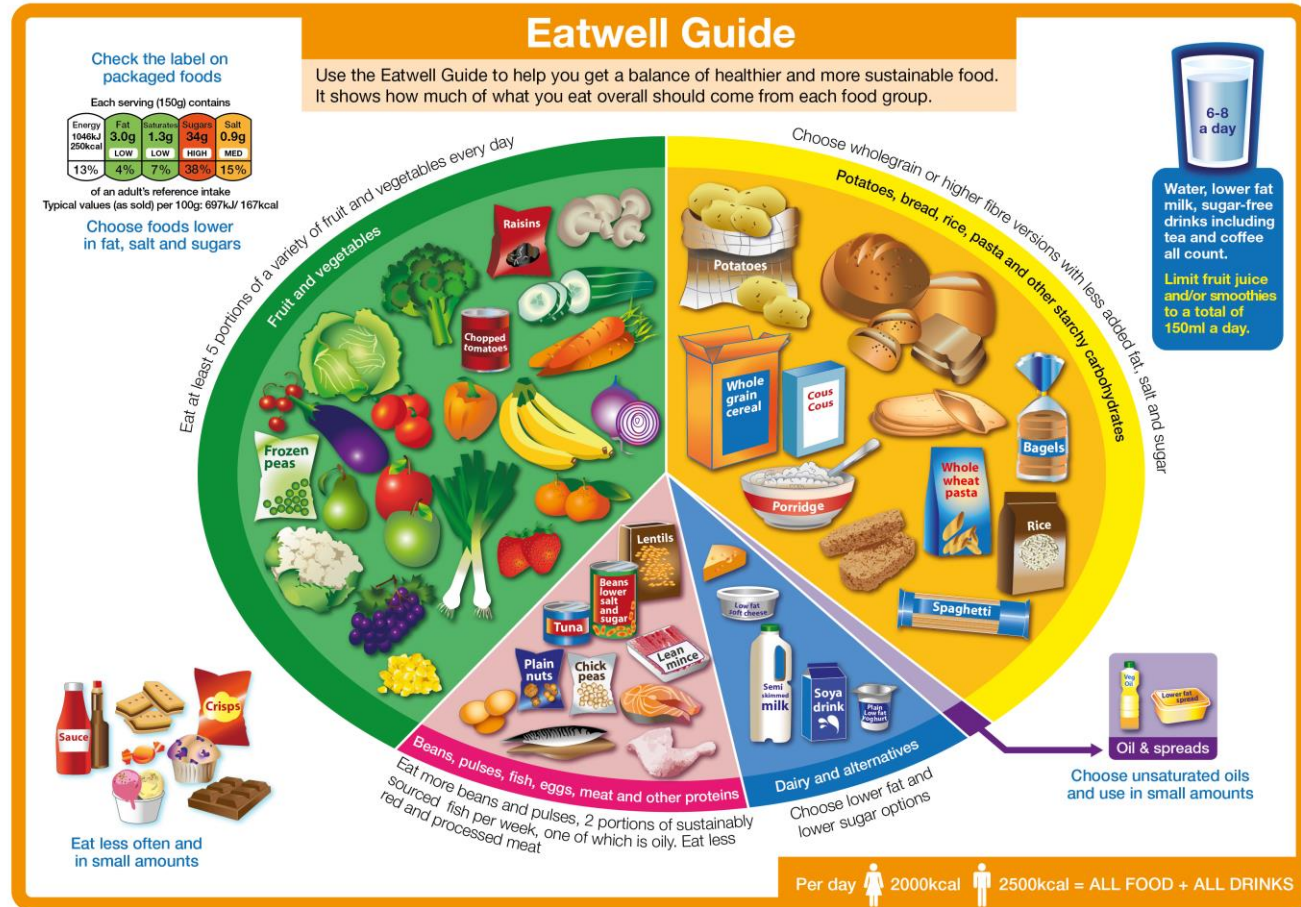
£££

Higher income households

- Purchasing less
- Eating more

Conclusions

- NI specific data
- Policy



Source: Public Health England in association with the Welsh government, Food Standards Scotland and the Food Standards Agency in Northern Ireland

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QUESTIONS

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