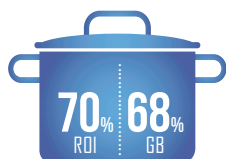




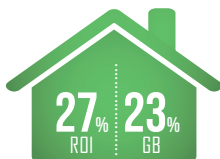
Irish & British Consumers & Their Food

PERIscope2013

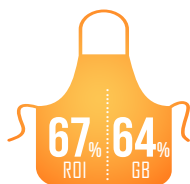
Foodie World



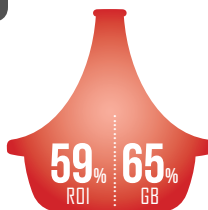
ENJOY COOKING & BEING ABLE TO CREATE A MEAL



ENTERTAIN AT HOME MORE OFTEN NOWADAYS



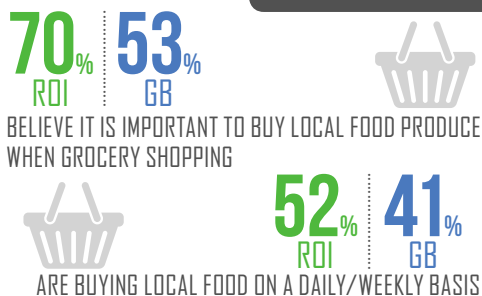
PREPARE MEALS FROM SCRATCH A FEW TIMES A DAY/A FEW TIMES A WEEK



HAVE A HIGH LEVEL OF CONFIDENCE WHEN IT COMES TO COOKING



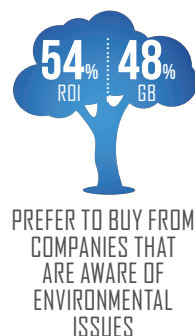
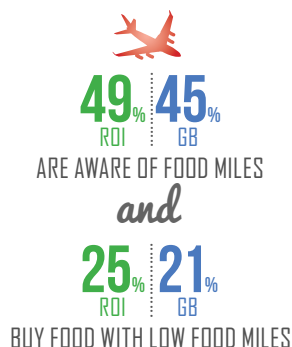
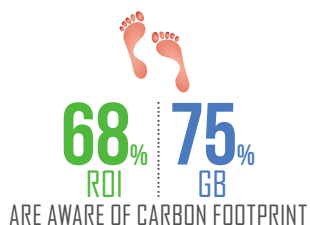
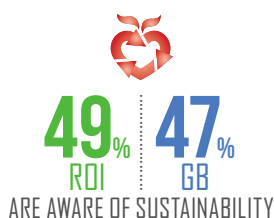
Back to Basics



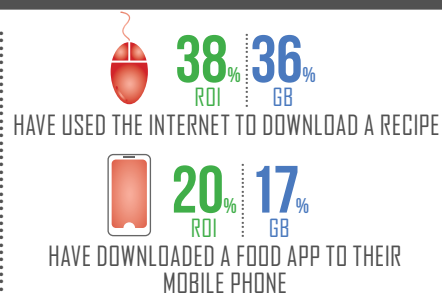
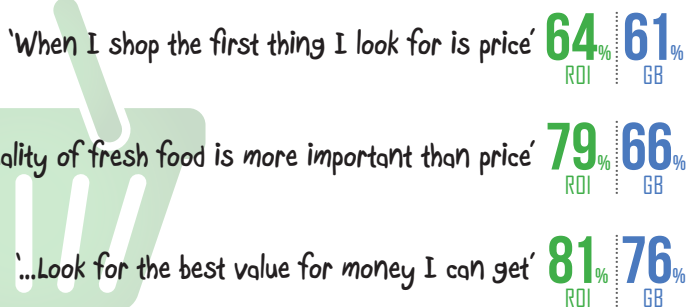
Family & Food Matter



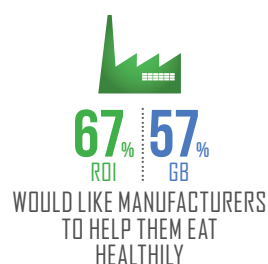
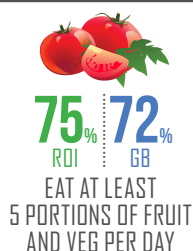
Food & Sustainability



Shopping Around



Health & Wellbeing



Source: PERIscope is a face-to-face survey conducted among a representative sample of 1,000 adults aged 15+ in the Republic of Ireland and 16+ in Great Britain. Results are also available across eight other countries.

For further information or queries please visit www.bordbia.ie or email info@bordbia.ie

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Irish Food Board