



Improving the accessibility, affordability and taste of healthy food and drinks is key to supporting healthier consumer choices when eating out of home

What do Queenslanders want when eating out of home? Using consumer insights to drive healthier food environments.

Introduction

Modern food environments can promote unhealthy dietary patterns, with excessive marketing and an abundant supply of energy-dense and nutrient poor food and drinks.

To shift this parallel, it is essential to understanding the values, attitudes, knowledge, and behaviours of consumers when eating out of home.

Methods

1. Health and Wellbeing Queensland commissioned AEC Group to develop, distribute, and analyse a quantitative online survey exploring consumer perceptions across key food environments.
2. Data was collected between 1-22 August 2022
3. A total of 1255 participants:
 - N= 752 Queensland adults with child(ren) between the ages of 5 and 12 years, and N= 503 Queensland adults who do not have children in this age bracket
 - 47% residing in Major Cities, 32% in Inner Regional Queensland, and 21% in Outer Regional Queensland

Results

Top barriers and key motivators to choosing healthy food and drink options for adults with children

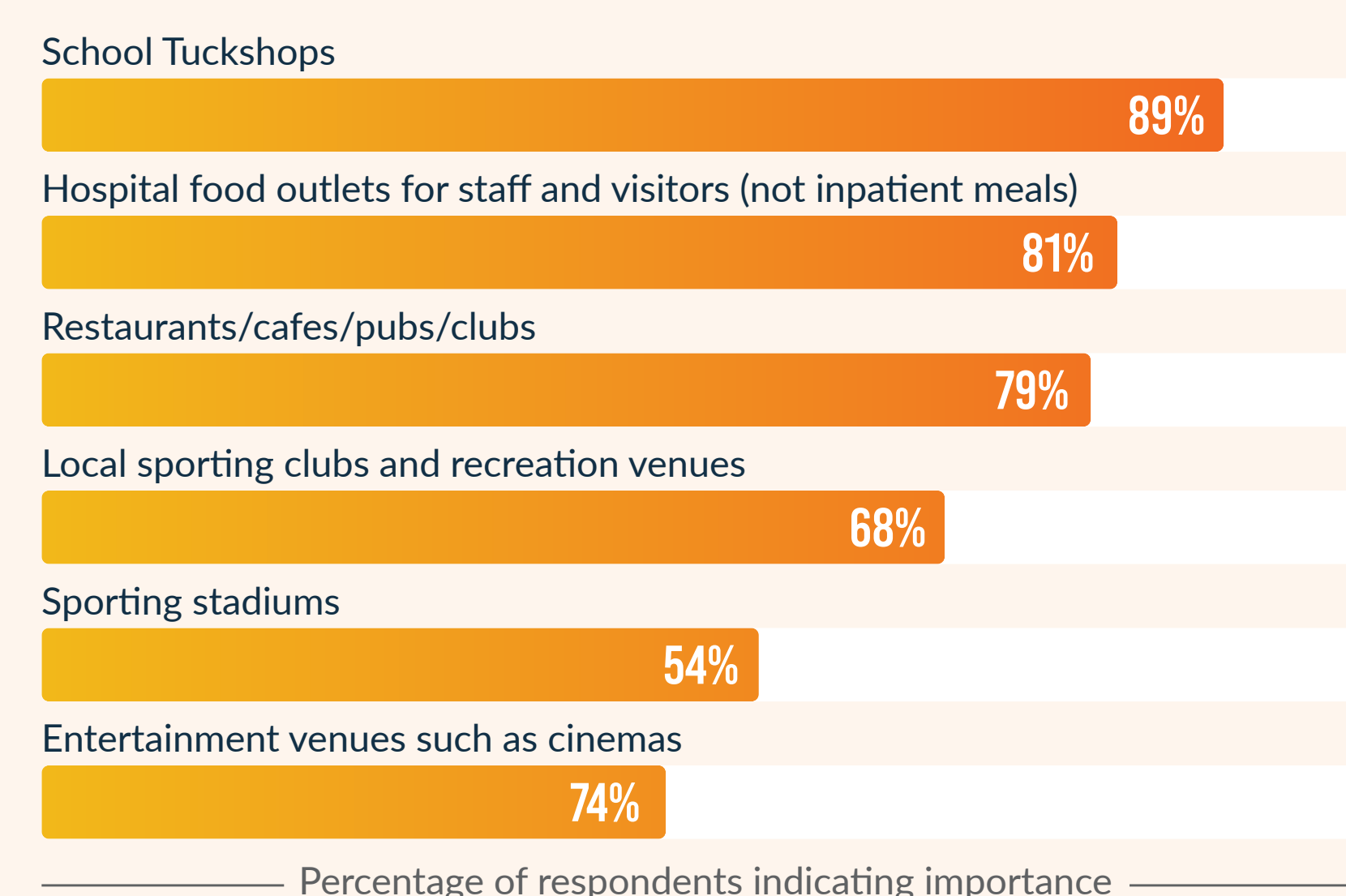
	Restaurants, Cafes, Pubs and Clubs	Local Sporting Clubs and Recreation Venues	Sporting Stadiums	School Tuckshops
Barriers	<ul style="list-style-type: none"> Cost (42%) Lack of options (35%) Lack of taste (26%) 	<ul style="list-style-type: none"> Cost (39%) Lack of options (37%) Visually appealing (23%) 	<ul style="list-style-type: none"> Lack of options (38%) Cost (37%) Not easily accessible (25%) 	<ul style="list-style-type: none"> Cost (31%) It's a treat (27%) Lack of options (27%)
Motivators	<ul style="list-style-type: none"> Tastes good (48%) Visually appealing (43%) Reduced cost (40%) 	<ul style="list-style-type: none"> Tastes good (43%) Visually appealing (41%) Reduced cost (39%) 	<ul style="list-style-type: none"> Reduced cost (40%) Tastes good (39%) Visually appealing (34%) 	<ul style="list-style-type: none"> Tastes good (51%) Visually appealing (42%) Reduced cost (27%)

Discussion

Queensland parents think it is important for healthier food and drinks to be available in the community, especially at school tuckshops and in hospital retail settings, and will often favour venues with healthier options when choosing to eat out. The biggest barriers to healthy food and drink consumption in these settings are lack of availability, cost, and lack of taste. **Food environments can support Queenslanders to make healthier choices by providing more visually appealing and tasty options, such as salads/vegetables, fresh fruit, water, and other low sugar drinks, at a reasonable price.**

Results (continued)

Perceived importance of having healthy food and drinks available across settings for adults with children



2 in 5 indicated that they are 'extremely' or 'very' likely to choose to eat at a venue with a reputation of being 'healthy'

Those with child(ren) are significantly more likely to eat at a 'healthy venue' compared to those with no children (43% vs. 37%)

What healthy food and drink options do Queenslanders want to see in out of home food environments?

- More salads/vegetables to create a balanced meal (36%)
- Water/flavoured water/juice (21%)
- Low sugar drinks/smoothies/organic/non-alcoholic drinks (14%)
- Fresh fruit (14%)



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We would like to acknowledge Ms Judy Nean, Senior Director Health Promotion (HWQld) for presenting this poster on behalf of the team, and Ms Zoe Murray (HWQld) whose graphic design was incorporated into this poster. We would also like to acknowledge AEC Group for their assistance in gathering and analysing the data presented in this poster.

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