

What's important when deciding what to eat and drink?

Exploring what healthy food means to the public, and how people make choices about what they buy

The future of food is a major challenge. Food and drink are fundamental to our lives, connecting everything from our health to the world around us. But how much do people consider their health or our planet's health when deciding what they eat and drink?

When choosing what food and drink to purchase, people tend to prioritise considerations relating to their own health, such as sugar and salt content, over environmental considerations. Nevertheless, sustainability and packaging are things that the majority say they do think about in their purchasing decisions, suggesting that there are a mix of considerations.

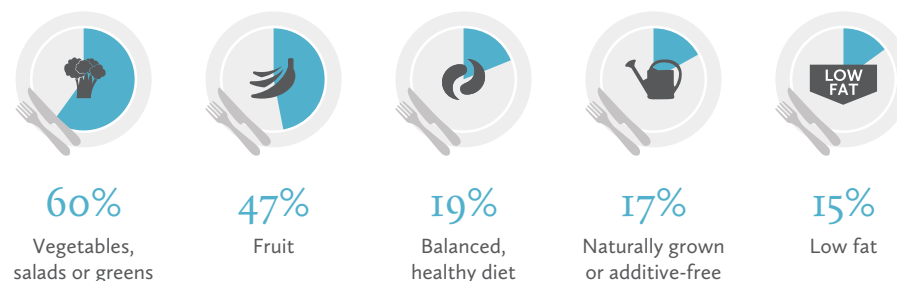
The Wellcome Trust Monitor is a unique survey of the UK public that is conducted every three years to look at changing knowledge and attitudes to medicine, science and health. For more findings on this topic, you can look in Chapter 8 of the Wellcome Trust Monitor Wave 3 Report (wellcome.ac.uk/monitor). This chapter gives more detail on the findings displayed here.

Base: 1,524 UK adults aged 18+ interviewed face-to-face by Ipsos MORI. Fieldwork dates: 2 June to 1 November 2015.

We suggest that you cite this infographic as follows: Ipsos MORI (2016) Wellcome Trust Monitor, Wave 3. London: Wellcome Trust (<http://dx.doi.org/10.6084/mg.figshare.3145744>).

Food and health

Top unprompted mentions when asked what "healthy food" means



Purchasing food and drink

% saying these factors are very or fairly important when deciding what to eat

