

Barriers and opportunities for out of home food waste

Appendix – Leisure
venues



Introduction

- The slides in this pack present key results from a survey conducted as part of the WRAP research study on out of home food waste prevention.
- The survey was conducted via ICM's online panel on behalf of Brook Lyndhurst and WRAP.
- A total of 612 individuals were asked about their experiences the last time they ate out in a leisure venue; the results are based on the answers given by those individuals.
- Respondents were separated into two broad groups:
 - People who reported having not finished eating their meal on the occasion in question were classified as '**meal leavers**'.
 - People who reported not having left any food at the end of their dining experience were classified as '**non-meal leavers**'.
- As with any survey, the results are subject to statistical limitations, but the results presented give a powerful initial insight into who wastes food when eating out in leisure venues; why; and what might be done about it.

Guide to the slides

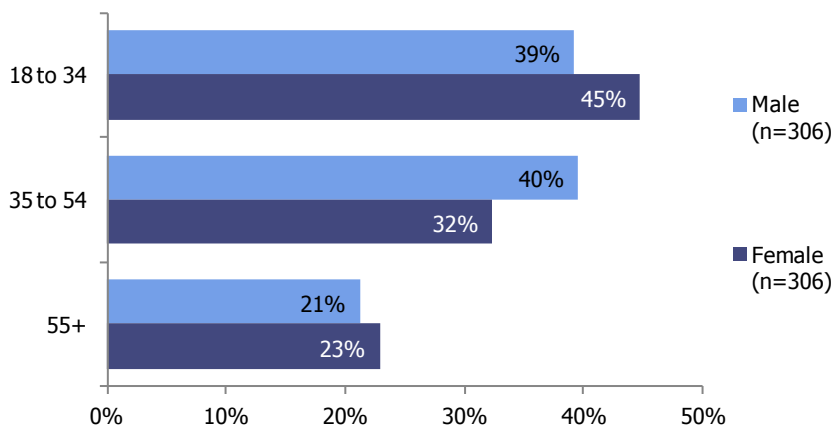
- **Slides 5, 6 and 7** present characteristics of the survey respondents who had eaten out in a leisure venue and of the occasion to which their answers referred;
 - **Slides 8 to 14** focus on 'meal leavers' – who they are, what food they left, and why;
 - **Slides 15 to 21** present findings on the attitudes towards food waste of all the survey respondents, together with suggestions from respondents on what might be done to reduce food waste; and
 - **Slide 22**, finally, presents key points from across the findings.
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- The charts and tables in the slides follow a common format, so that:
 - Where there is a particularly noteworthy finding in a chart or a table, the relevant figure(s) have been circled in red
 - Where there is a statistically significant difference between meal leavers and non-meal leavers at the 5% risk level (95% confidence interval), this is highlighted in charts and tables using '*';
 - Where a 'Q' is followed by a letter (e.g. QE) or number (e.g. Q1) this refers to the specific question in the online questionnaire;
 - Irrelevant responses with low percentages (e.g. 'don't know' or 'not applicable') have been removed. This means that percentages for a single code question may not always add up to 100% or that counts/frequency do not add up to the base shown;
 - Due to rounding and weighting the counts may not always exactly add up to the base shown;
 - Analysis that drew from questions that were not prompted (i.e. open-ended) are marked; and
 - Where different bases are used this is highlighted in a footnote on the slide.

Statistical notes

- The achieved sample of those eating out in leisure venues (612) was weighted to make it representative of the population known to eat in leisure venues.
- The effective base tells us the impact of the weights on our sample. The effective base for this sample is 238.
- The weighting efficiency is the ratio of the effective base to the sample. The weighting efficiency for this sample is 39%.
- The range of weighting factors on this sample was 0.05 to 7.47.
- Margins of errors at a 95% confidence interval express the amount of random sampling error in a survey's result. The larger the margin of error, the less confidence one should have that the reported results are close to the 'true' values for the whole population. There is a 95% chance that the true value lies within the range given.
- In the most strict sense margins of errors should only be applied to randomly selected samples that are nationally representative. Below we list some examples of applying margins of errors to this sample.
 - When looking at a proportion of the total sample of those eating in leisure venues (612) a response at 50% has a margin of error of $\pm 3.96\%$ while a response at 10% has a margin of error of $\pm 2.38\%$ for a 95% confidence level.
 - When looking at a proportion of the leisure venues meal leavers sample (150) a response at 50% has a margin of error of $\pm 8\%$ while a response at 10% has a margin of error of $\pm 4.8\%$ for a 95% confidence level.
 - When looking at a proportion of leisure venues non-meal leavers sample (462) a response at 50% has a margin of error of $\pm 4.56\%$ while a response at 10% has a margin of error of $\pm 2.74\%$ for a 95% confidence level.

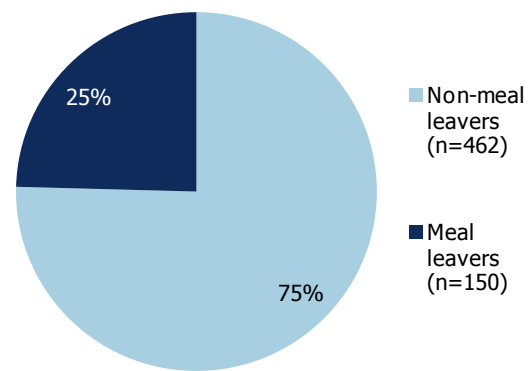
Who eats in leisure venues?

Age and gender profile



Base: All respondents (612)

Proportion of meal leavers

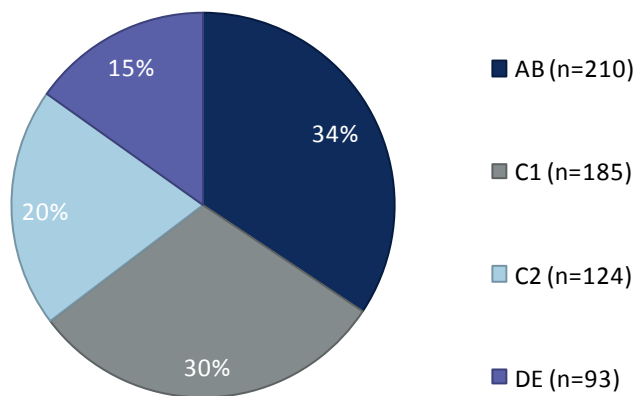


Base: All respondents

- Men and women were equally likely to eat in leisure venues;
- Younger women (18-34 years old) were more likely to eat in leisure venues compared to young men;
- A quarter (25%) of leisure venues eaters were meal leavers.

Who eats in leisure venues?

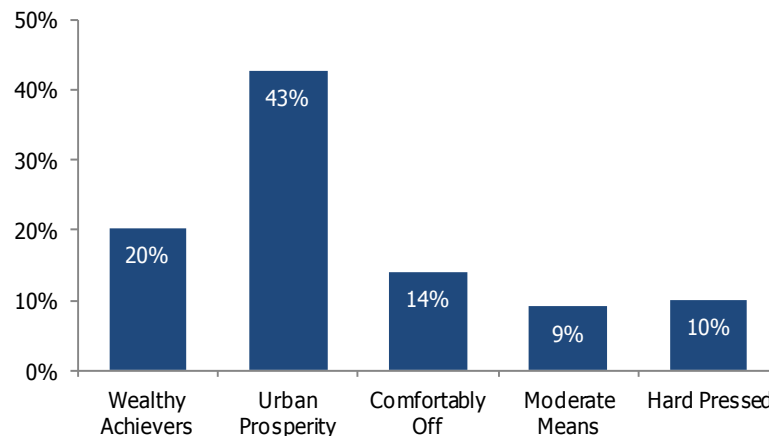
Social grade



Base: All respondents (612)

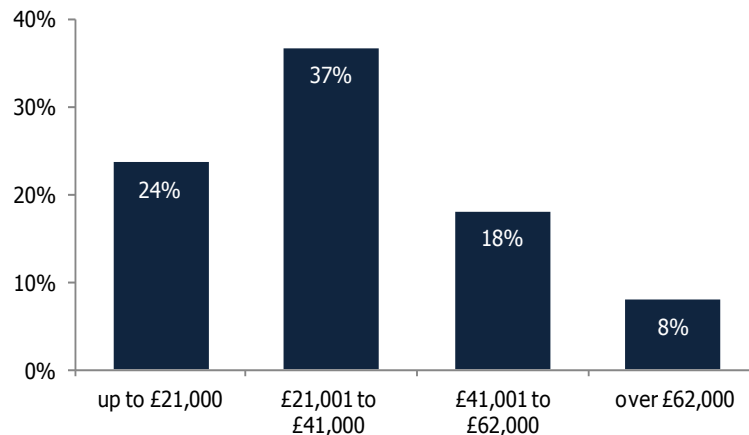
- 64% of leisure venue eaters belong to higher social grades (AB and C1);
- This is echoed by the Acorn classification which tells us that leisure venue diners tend to be wealthy: 43% are 'Urban Prosperous' and 20% are 'Wealthy Achievers'.

Acorn classification



Base: All respondents (612)

Household income



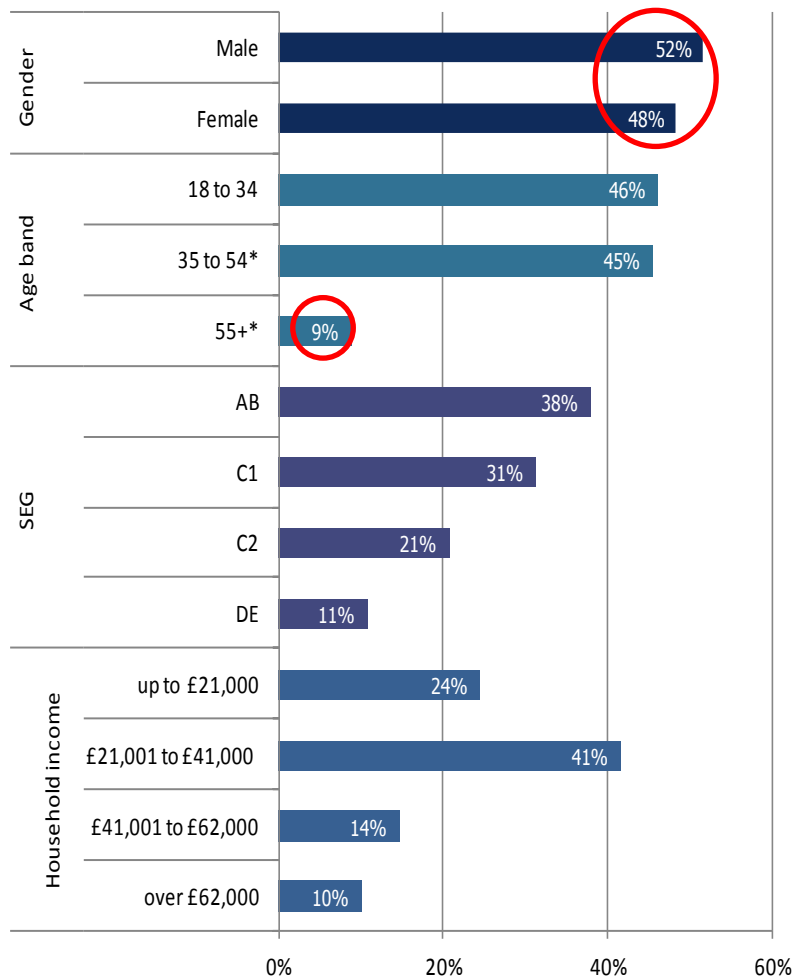
Base: All respondents (612)

Eating out experience

Base: 612 (All respondents)	Frequency	%
QE. Date of eating out occasion		
In the last week	159	26%
In the last 2 weeks	150	24%
Between 2 weeks and a month ago	133	22%
Between 1 to 2 months ago	105	17%
Between 2 to 3 months ago	65	11%
QF. Description of the Venue		
Cafe	244	40%
Fast food outlet	183	30%
Casual dining restaurant	152	25%
Q1. Type of meal		
Lunch	313	51%
Other daytime meal or snack	162	27%
Evening meal	90	15%
Q7. Have they eaten there before?		
Yes - this restaurant/outlet	315	52%
Yes - another one in the same chain	84	14%
No	187	31%
Q8. Familiarity with the menu		
Very	131	21%
Quite	233	38%
Not very	126	21%
Not at all	119	19%

- Half of customers asked about their experience of eating out in a leisure venue ate there in the last week or last couple of weeks;
- Those who eat in leisure venues tend to describe it as a cafe or a fast food outlet;
- 51% had an lunch and 27% had a snack;
- Familiarity was moderate: 52% had eaten at this leisure venue before and 14% in an outlet of the same chain;
- 59% of respondents were familiar with the menu.

Profile of people who leave food in leisure venues

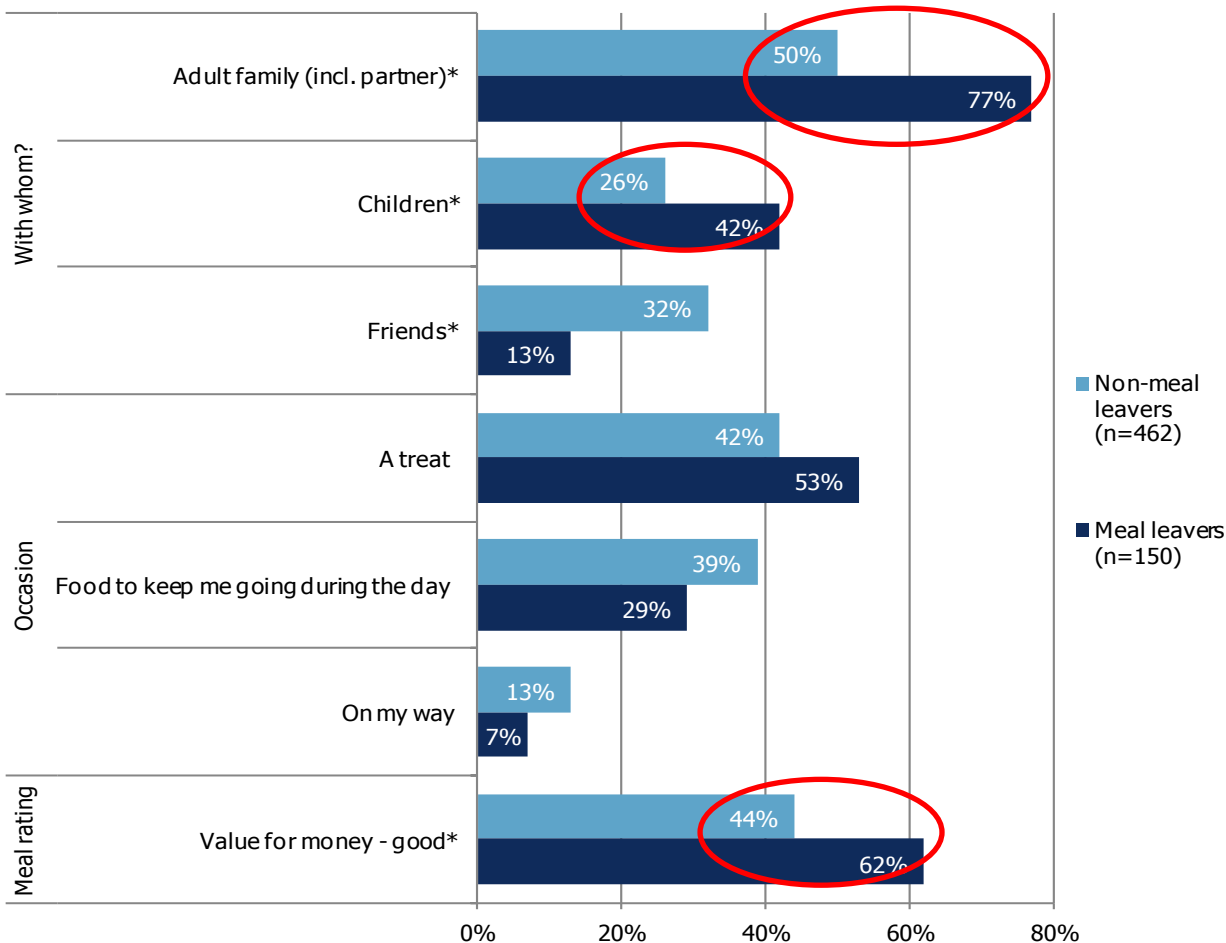


Base: All meal leavers (n= 151)

This chart breaks down meal leavers in the sample by socio-demographics:

- Except for age band, the profile of meal leavers was similar to the profile of all leisure venues eaters;
- 52% of meal leavers were women and 48% were men;
- Individuals aged 55 were markedly less likely than other age groups to be meal leavers.

Profile of people who leave food in leisure venues

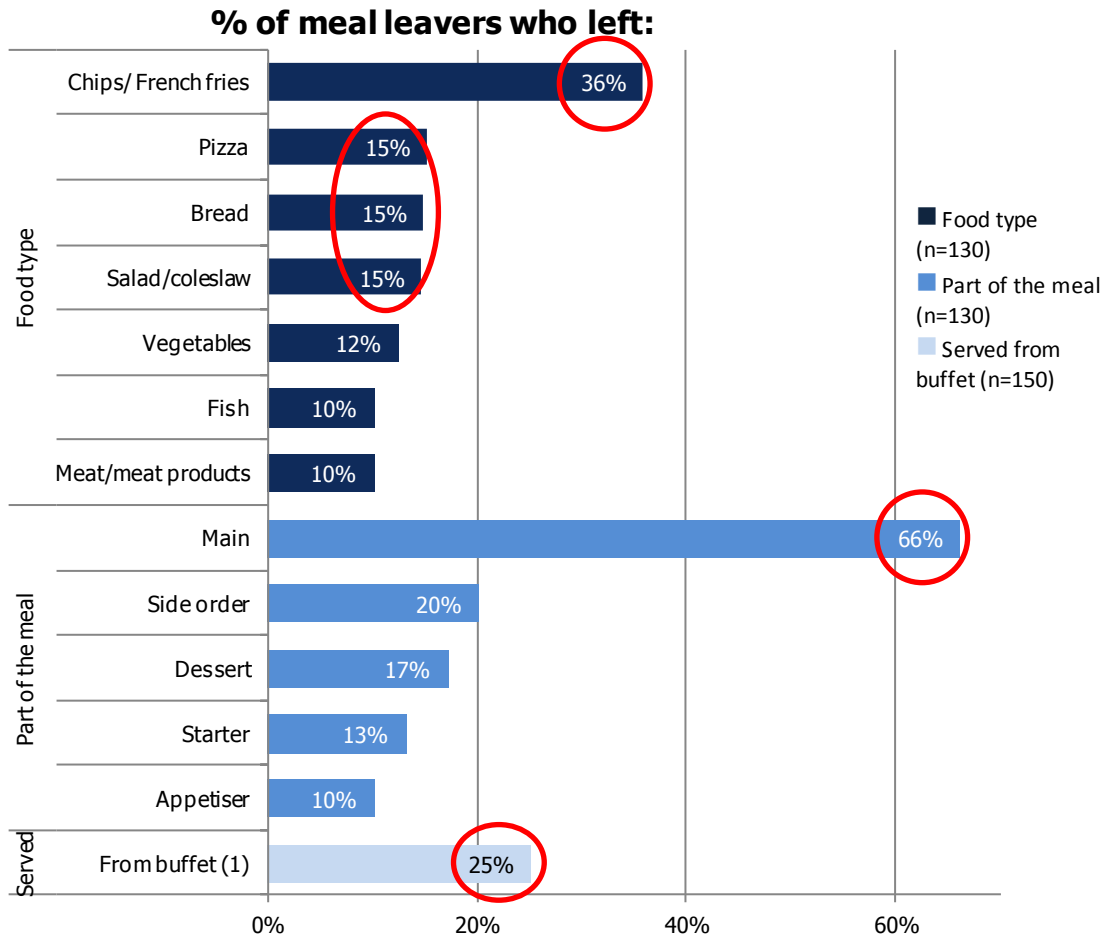


This chart breaks down meal leavers and non-meal leavers in the sample by details of the eating out occasion:

- Over three quarters of meal leavers ate out in the company of adult family members compared to half of non-meal leavers; and 42% of meal leavers were eating with children;
- Meal leavers are much more likely than non-meal leavers to consider that their meal was good value for money.

This chart shows a selection of variables for which the response is greater than 10% of the total base (612).

Food left in leisure venues

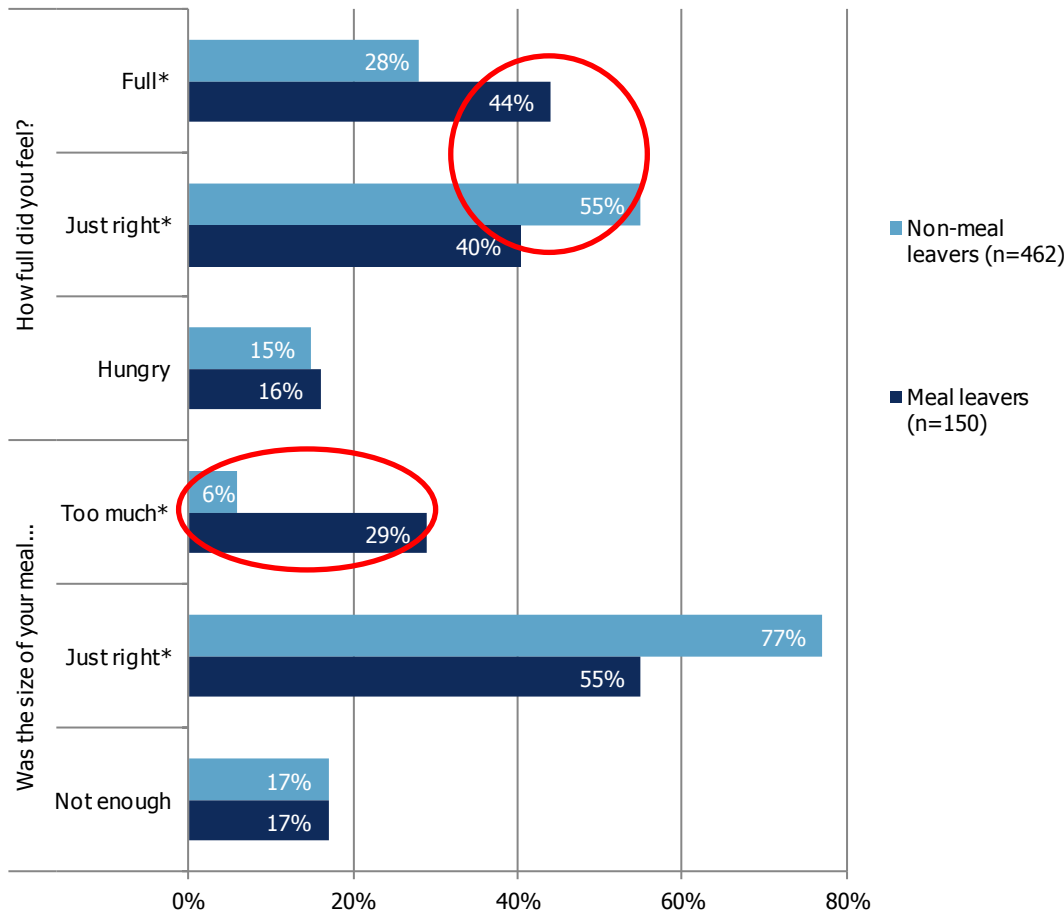


- Chips were the most left food, with 36% of meal-leavers leaving them
- Pizza, bread and salad were all left by 15% of meal-leavers;
- Food from the main part of the meal was more likely to be wasted than from any other course;
- 25% of meal leavers report that the food they wasted was served from a buffet.

Percentages less than 10% of the total base (612) are not displayed

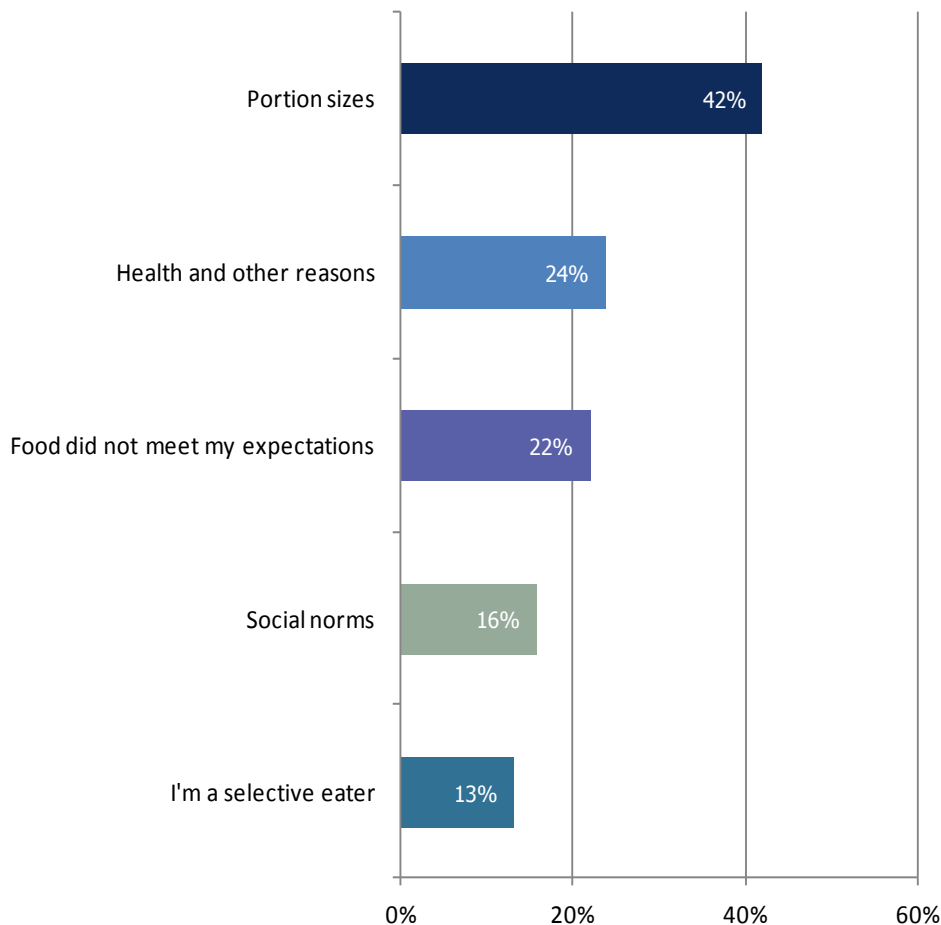
(1) Base for this specific question is all those who served themselves from a counter or buffet, and all those who cited a type of food left at Q29.

How full are you after a leisure venue meal?



- Meal leavers are more likely to feel full (44%) while non-meal leavers are more likely to feel just right (55%).
- 29% of meal leavers admitted that they had too much food overall, against 6% of non-meal leavers;

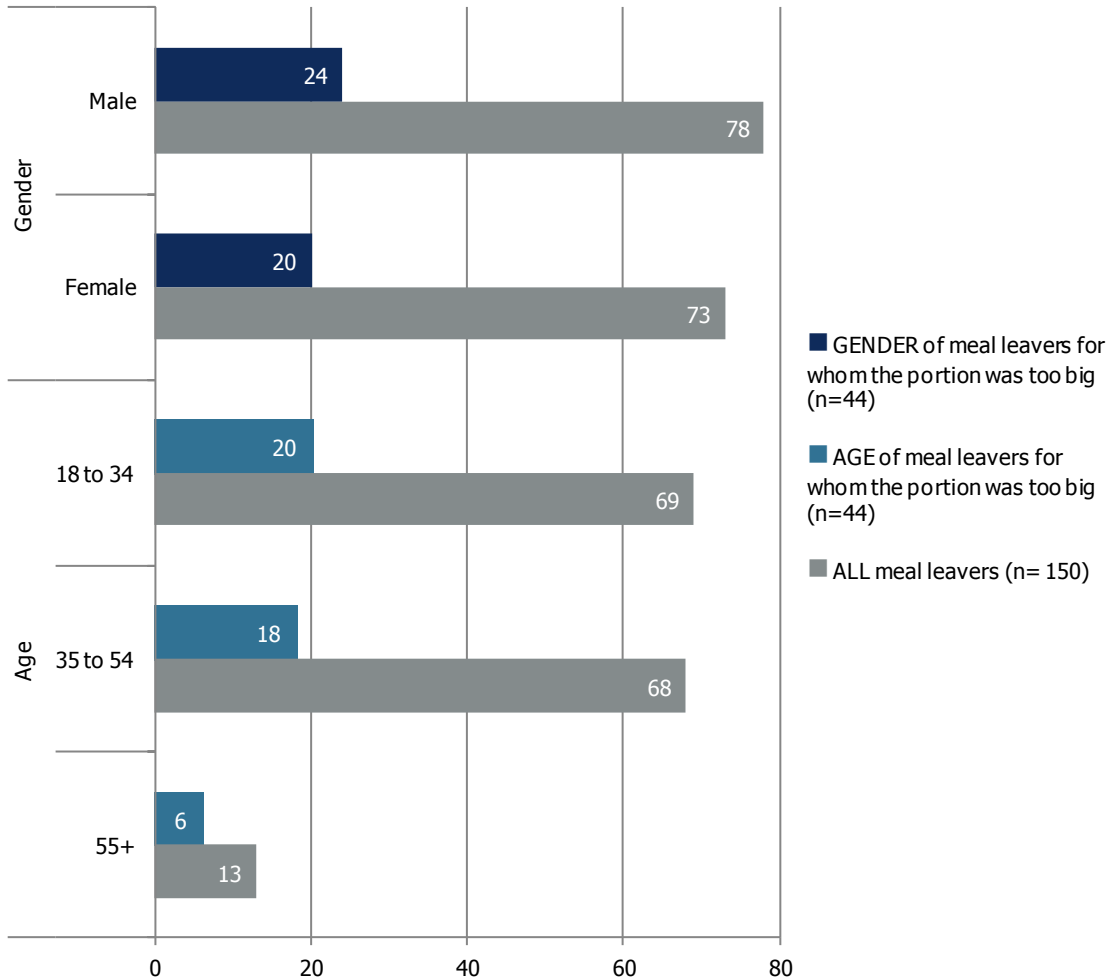
Reasons given for leaving food



Base: All meal leavers (n= 150)

Base: 150 (All meal leavers) Q32 multicode		%
Portion sizes		42%
The portion was too big		30%
I ordered too much/served myself too much		11%
Food did not meet my expectations		24%
Food was poor quality		15%
The food was/went cold		12%
Food was badly cooked		7%
The food wasn't what I expected		4%
I'm a selective eater		22%
I am a fussy eater		9%
I didn't like the taste		6%
I left things I didn't like		5%
Health and other reasons		16%
I'm watching my weight		10%
Didn't have enough time		5%
Social norms		13%
It's normal to leave a bit of food		6%
I didn't want to appear greedy		5%
Other people left their food		4%

Who are the portions too big for?



This chart [which shows actual numbers rather than percentages] shows:

- Women and men account for roughly equal proportions of meal leavers, and are similarly inclined to mention big portion sizes as an issue;
- In terms of age bands, younger and middle-aged diners formed the largest share of food leavers, and the largest share of those who found the portion too big.

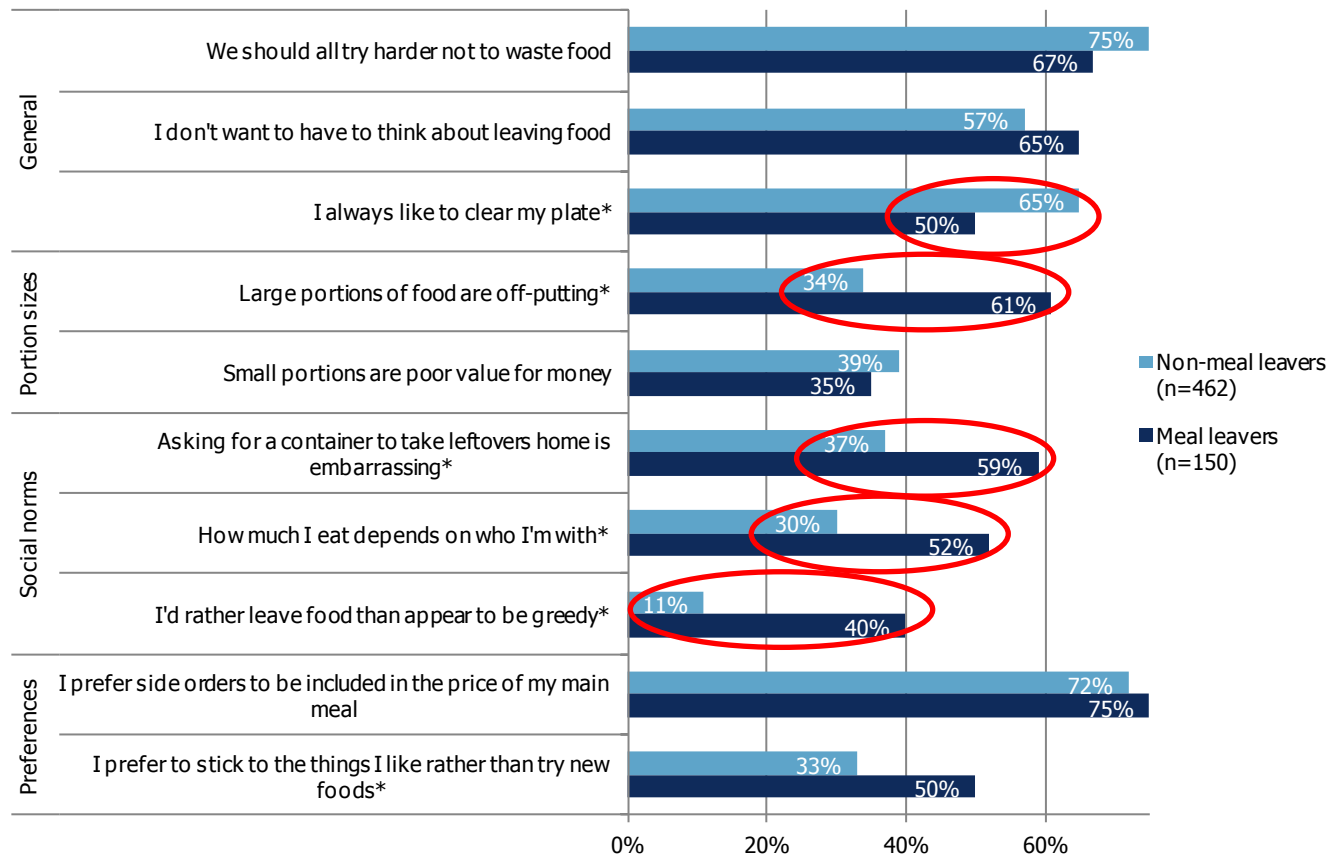
NB: Sample of those who found the portions too big includes a small number of individuals who wasted drinks rather than food

How are portion sizes experienced?

Base: 612 (All respondents) % of respondents who have done/agree with the following:	Total	Meal leavers (n=150)	Non-meal leavers (n=462)
Q42. General behaviours			
Ever asked for advice on portion size	38%	36%	38%
Ever asked for a smaller portion	31%	54%	24%
Ever asked to have a starter as a main meal	50%	52%	50%
Q12. When ordered- this occasion:			
Knew what size the portion was going to be	65%	64%	69%
There was a choice of portion size*	34%	51%	29%
Asked for information on portion size*	8%	22%	3%
Q14. Staff behaviours-this occasion:			
Suggested specials	14%	19%	13%
Asked if you wanted sides or extras	29%	34%	27%
Offered any advice on portion size*	4%	9%	2%
Q19. The amount of food served was:			
Too much*	11%	29%	6%
Just right*	72%	55%	77%
Not enough	17%	17%	17%
Q22. At the end of the meal, you felt:			
Full*	32%	44%	28%
Just right*	51%	40%	55%
Hungry	16%	16%	15%

Attitudes towards leaving food when eating out

% of respondents that agree with the following options:



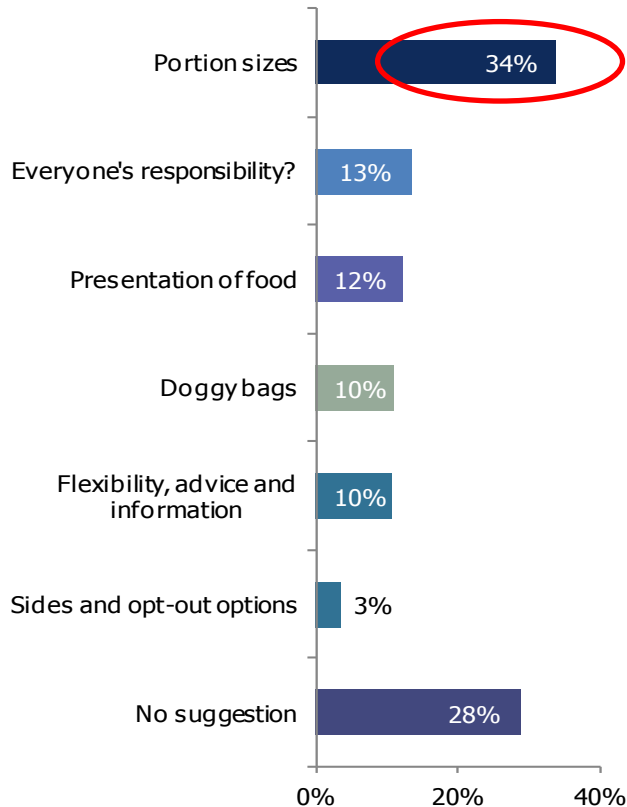
Attitudes towards leaving food in general

Base: 612 (All respondents)	Total	Meal leavers (n= 150)	Non-meal leavers (n= 462)
Q36. Often leave food:			
At home			
Eat a meal cooked at home*	26%	47%	20%
Eat a take-away meal at home*	19%	41%	11%
Out of home			
Served at your table*	11%	26%	6%
From a counter/self-service*	10%	24%	6%
Q37. 'Bothered' if leaving food:			
At home			
Eat a meal cooked at home	29%	29%	29%
Eat a take-away meal at home	30%	36%	27%
Out of home			
Served at your table	36%	42%	34%
From a counter/self-service	30%	34%	28%

Concern about food waste

Q38. Top 5 reasons for being bothered % of those who said they were bothered	Total (n=393)	Meal leavers (n=104)	Non-meal leavers (n=289)
It's a waste of good food*	72%	53%	78%
It's a waste of money*	69%	48%	77%
It makes me feel guilty*	20%	16%	21%
It's bad for the environment*	18%	31%	14%
To leave food is not the done thing*	15%	25%	11%
Q39. Top 5 reasons for not being bothered % of those who said they were not bothered	Total (n=244)	Meal leavers (n=70)	Non-meal leavers (n=175)
I've paid for it so it's up to me if I want to leave some food	32%	28%	33%
I'd rather leave food than eat too much	30%	30%	31%
If I don't like it I can't do anything about it	29%	25%	30%
Don't consider it a problem	27%	24%	28%
It's not something I think about	16%	24%	13%

What can be done to help reduce plate waste?

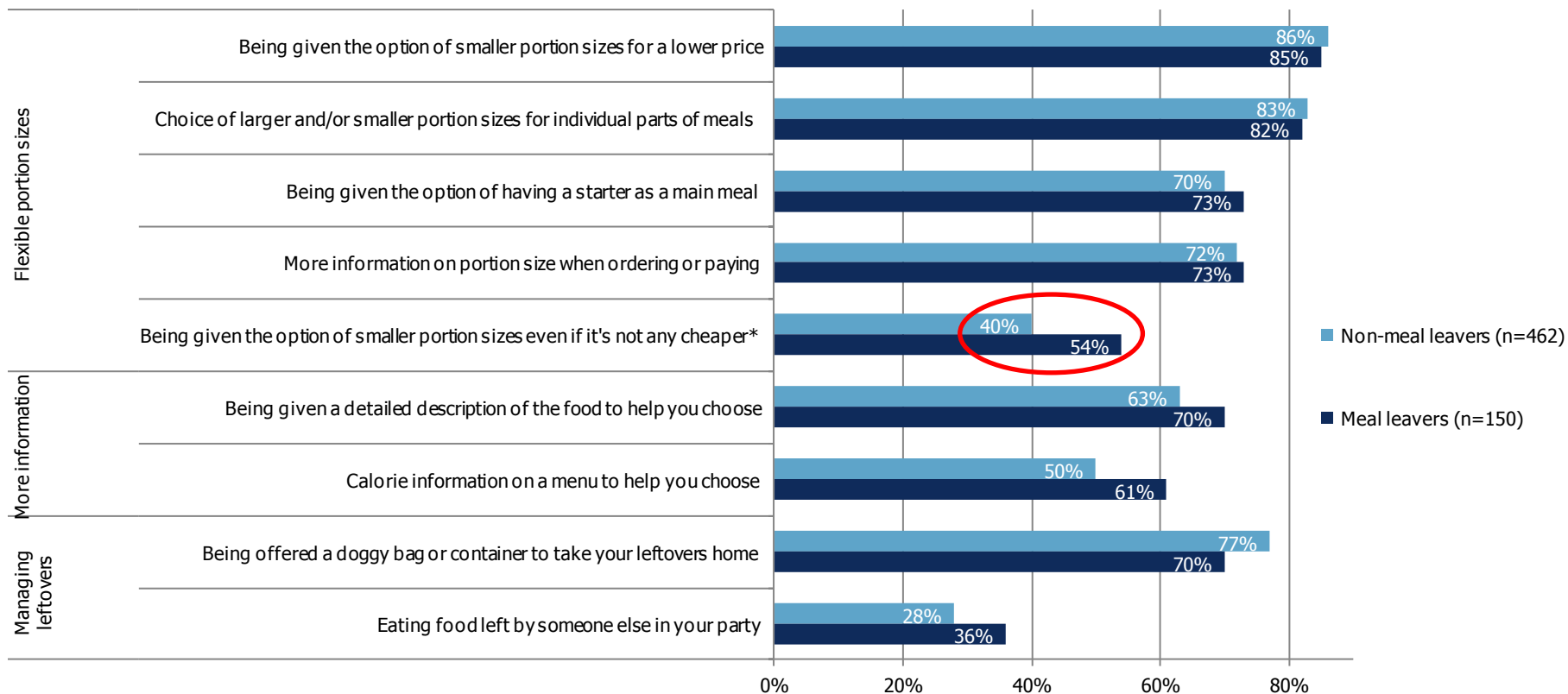


Base: All respondents (n=612)

Base: 612 (All respondents) Q40 spontaneous response	Total	Meal leavers (n=150)	Non-Meal leavers (n=462)
Portion sizes	34%	32%	34%
Offer a choice of portion sizes	15%	17%	14%
Smaller portions	13%	13%	13%
Vendor to correct portion sizing	4%	-	5%
Charge differently for different portion sizes	2%	2%	2%
Everyone's responsibility?	13%	10%	14%
Order less or don't overload plate	7%	8%	7%
It is down to choices individual diners make	4%	2%	5%
Presentation of food	12%	17%	10%
Change quality / presentation of the food	10%	16%	7%
Meals served from common dishes at the table	2%	-	3%
Flexibility, advice and information	10%	11%	10%
Advice about/description of portion sizes	7%	6%	7%
Better information/flexibility about meals	3%	5%	2%
Doggy bags	10%	8%	11%
Actively offer or automatically give doggy bags	6%	5%	6%
Make doggy bags available	4%	2%	5%
Sides and opt-out options	3%	3%	3%
No suggestion	28%	32%	27%
Don't know	8%	7%	8%
No response/none/nothing	8%	5%	8%
Never / don't waste food	6%	3%	7%
Other	3%	9%	1%

Proposed options

% of respondents who are in favour of the following statements:



What do customers ask for when eating out?

Base: 612 (All respondents) Q42 single code % of respondents that said 'Yes' when asked 'Have you ever done any of the following?'	Total	Meal leavers (n=150)	Non-meal leavers (n= 462)
Information Asked for a detailed description of the food	34%	38%	33%
Portions Asked for advice on portion size when ordering	38%	36%	38%
Asked for a smaller portion*	31%	54%	24%
Meal options Asked to have a starter as a main meal	50%	52%	50%
Asked not to have part of the meal	62%	55%	65%
Doggy bags Asked for a doggy bag/ container to take food home	57%	57%	57%

Behaviours and attitudes towards doggy bags

Base: 612 (All respondents)	Total	Meal leavers (n=150)	Non-meal leavers (n=462)
Q40. Spontaneous mention of doggy bags as an option to help you waste less food	10%	7%	11%
Q41. In favour of being offered a doggy bag	75%	70%	77%
Q42. Ever asked for a doggy bag to take food home	57%	57%	57%
Q44. Are embarrassed to ask for a doggy bag*	43%	59%	37%

Key points

- A quarter (25%) of leisure venues eaters are meal leavers.
- 52% had eaten at this leisure venue before and 14% in an outlet of the same chain.
- Meal leavers in leisure venues were more likely to think their meal good value for money (62%) than those who did not leave food (44%).
- The most commonly left food was chips, with nearly two in five (38%) of those who left food leaving them on their plate.
- Those who leave food in leisure venues seem more likely to leave food wherever they are. They stated more frequently than non-meal leavers that they 'often' left food when eating home-cooked food, takeaways, and when eating out generally.
- Leisure venue customers were bothered by food waste (64%) and saw it as a waste of good food (71%) and as a waste of money (69%);
- Over a third (34%) of leisure venue customers spontaneously identified changes to portion sizes as a way of reducing food waste.
- When asked directly, 86% of leisure venue customers were in favour of being given the option of smaller portion sizes at a lower price. 43% were in favour of being given the option of a smaller portion even if it was not any cheaper than the standard size.
- 75% of leisure venue customers were in favour of being offered a doggy back to take home any food that they could not eat, however 43% were embarrassed by the prospect of asking for a doggy bag.