

Barriers and opportunities for out of home food waste

Appendix - Scotland



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 1,251 individuals were asked about their experiences the last time they ate out in Scotland; 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 Scotland; why; and what might be done about it.

Guide to the slides

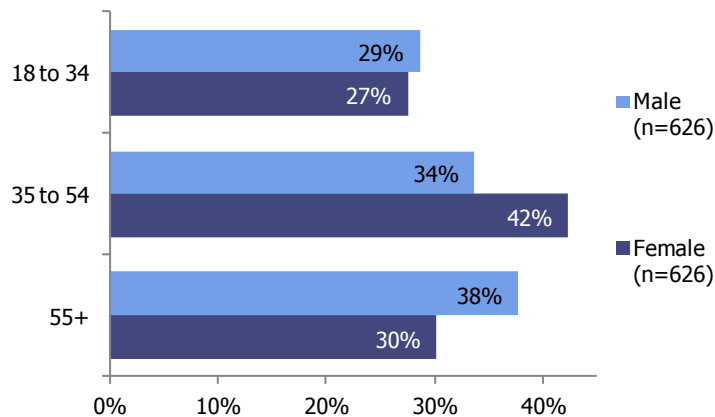
- **Slides 5, 6 and 7** present characteristics of the survey respondents who had eaten out in Scotland and of the occasion to which their answers referred;
 - **Slides 8 to 14** focus on 'meal leavers' – who they are, what food they left, and why;
 - **Slides 15 to 21** present findings on the attitudes 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.
-
- 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' 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 Scotland (1,251) was weighted to make it representative of the Scottish population.
- The effective base tells us the impact of the weights on our sample. The effective base for this sample is 1,041.
- The resulting weighting efficiency is the ratio of the effective base to the sample. The weighting efficiency of this sample is 83%.
- The range of weighting factors on this sample was 0.22 to 2.89.
- 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 the Scottish eating out population a response at 50% has a margin of error of $\pm 2.77\%$ while a response at 10% has a margin of error of $\pm 1.66\%$ for a 95% confidence level;
 - When looking at a proportion of the Scottish meal leavers sample (318) a response at 50% has a margin of error of $\pm 5.5\%$ while a response at 10% has a margin of error of $\pm 3.3\%$ for a 95% confidence level;
 - When looking at a proportion of Scottish non-meal leavers sample (933) a response at 50% has a margin of error of $\pm 3.21\%$ while a response at 10% has a margin of error of $\pm 1.93\%$ for a 95% confidence level.

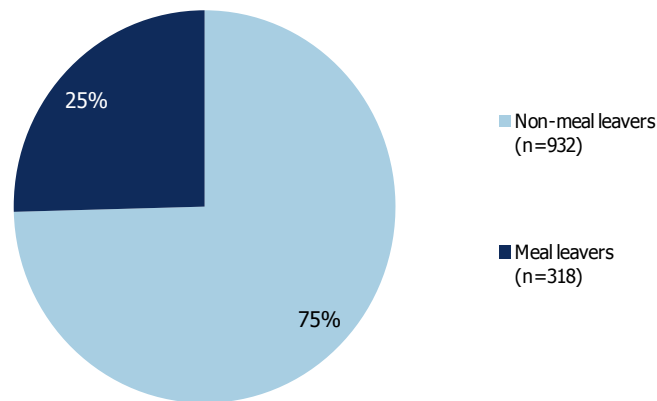
Who eats out in Scotland?

Age and gender profile



Base: All respondents (1,252)

Proportion of meal leavers

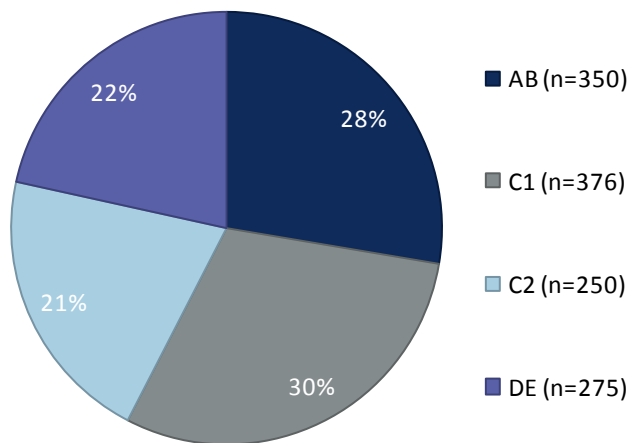


Base: All respondents (1,251)

- There were equal numbers of men and women diners in the sample;
- There appear to be slightly more women than men in the 35-54 age group who ate out;
- A quarter of the Scots who ate out were meal leavers.

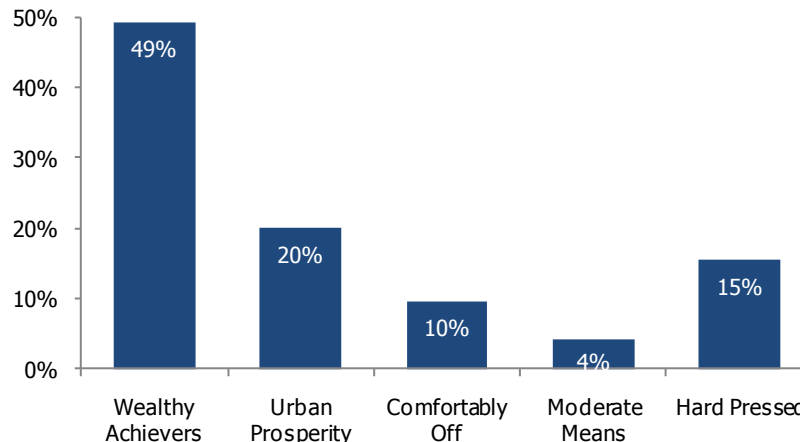
Who eats out in Scotland?

Social grade

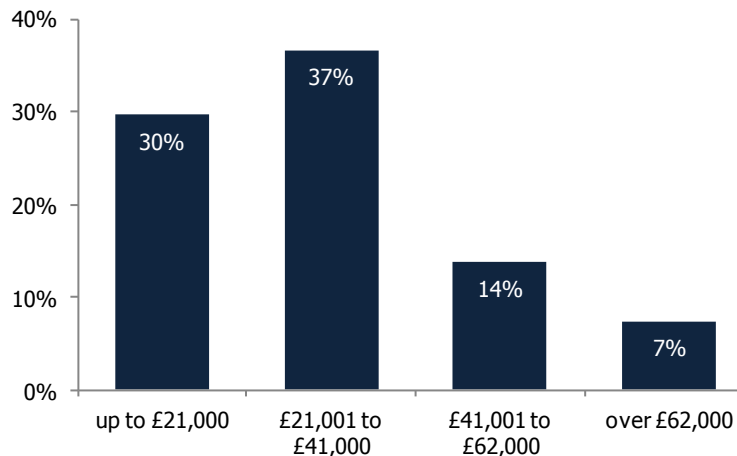


Base: All respondents (1,251)

Acorn classification



Household income

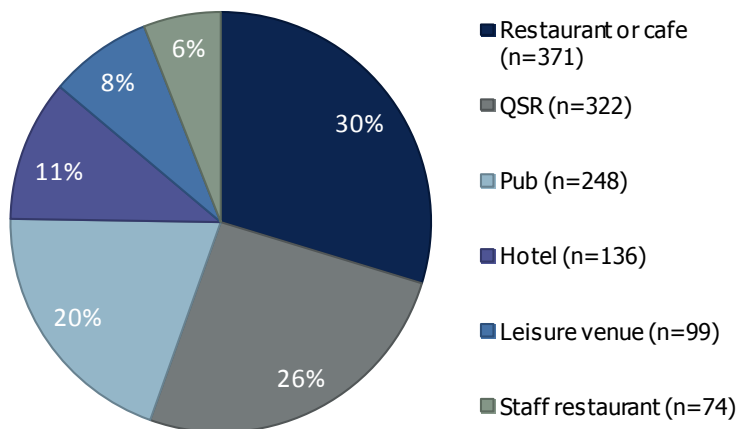


Base: All respondents (1,251)

- 58% of the Scottish eating out sample belong to higher social grades (AB and C1);
- This is echoed by the Acorn classification which tells us that the Scottish eating out population tend to be well off: 49% are 'Urban Prosperity' and 20% are 'Wealthy Achievers'.

Eating out experience

Venues



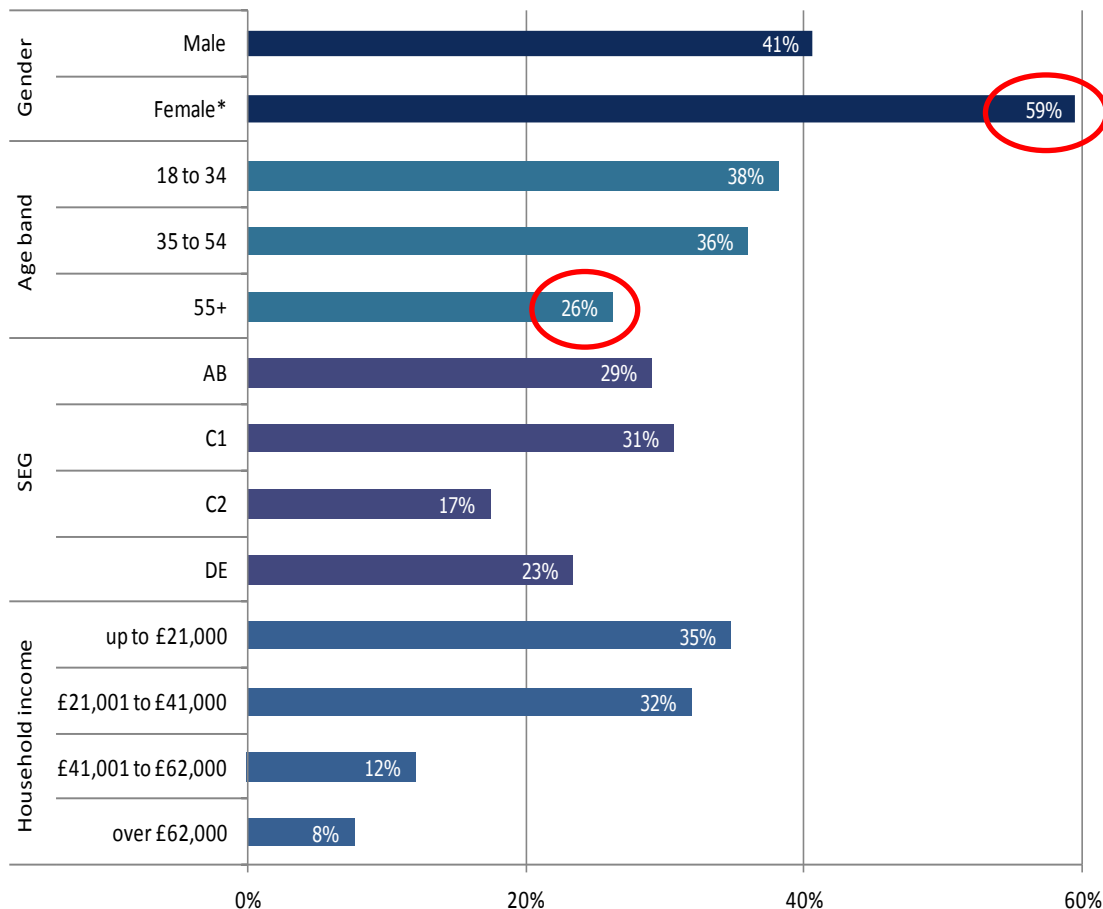
Base: All respondents (1,251)

Scottish people who ate out tended to go to a casual dining restaurant or a QSR, for a lunch or an evening meal, in an outlet they already know. They also tended to be quite familiar with the menu.

Base: 1,251 (All respondents)	Frequency	%
QE. Date of eating out occasion		
In the last week	457	37%
In the last 2 weeks	287	23%
Between 2 weeks and a month ago	281	22%
Between 1 to 2 months ago	147	12%
QF. Description of the venue		
Casual dining restaurant	589	47%
Fast food outlet	335	27%
Cafe	200	16%
Q1. Type of meal		
Lunch	543	43%
Evening meal	454	36%
Other daytime meal or snack	164	13%
Q7. Have they eaten there before?		
Yes - this restaurant/outlet	884	71%
Yes - another one in the same chain	121	10%
Q8. Familiarity with the menu		
Very	344	28%
Quite	561	45%
Not very	186	15%
Not at all	159	13%

Percentages less than 10% of the total base (1,251) are not displayed

Profile of people who leave food (Scotland)



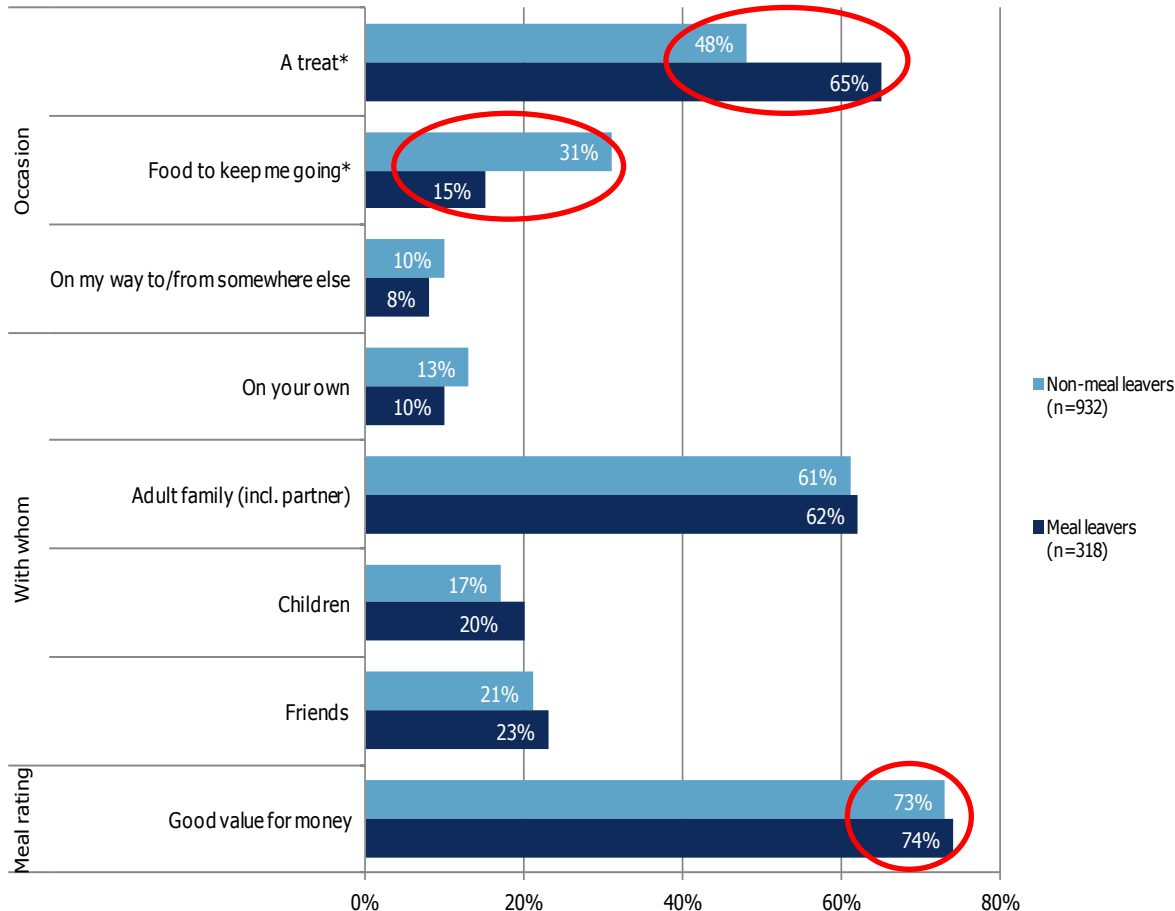
This chart breaks down meal leavers in the sample by socio-demographics:

- Significantly more meal leavers in Scotland were women than and men;
- Only a quarter of food leavers were aged 55+;
- The profile of meal leavers by SEG and household income was similar to that of the general population.

Base: All meal leavers (n= 318)

(1) Significantly more meal leavers than non-meal leavers were in the 18-24 and 25-34 age categories. These differences were significant.

Profile of people who leave food (Scotland)

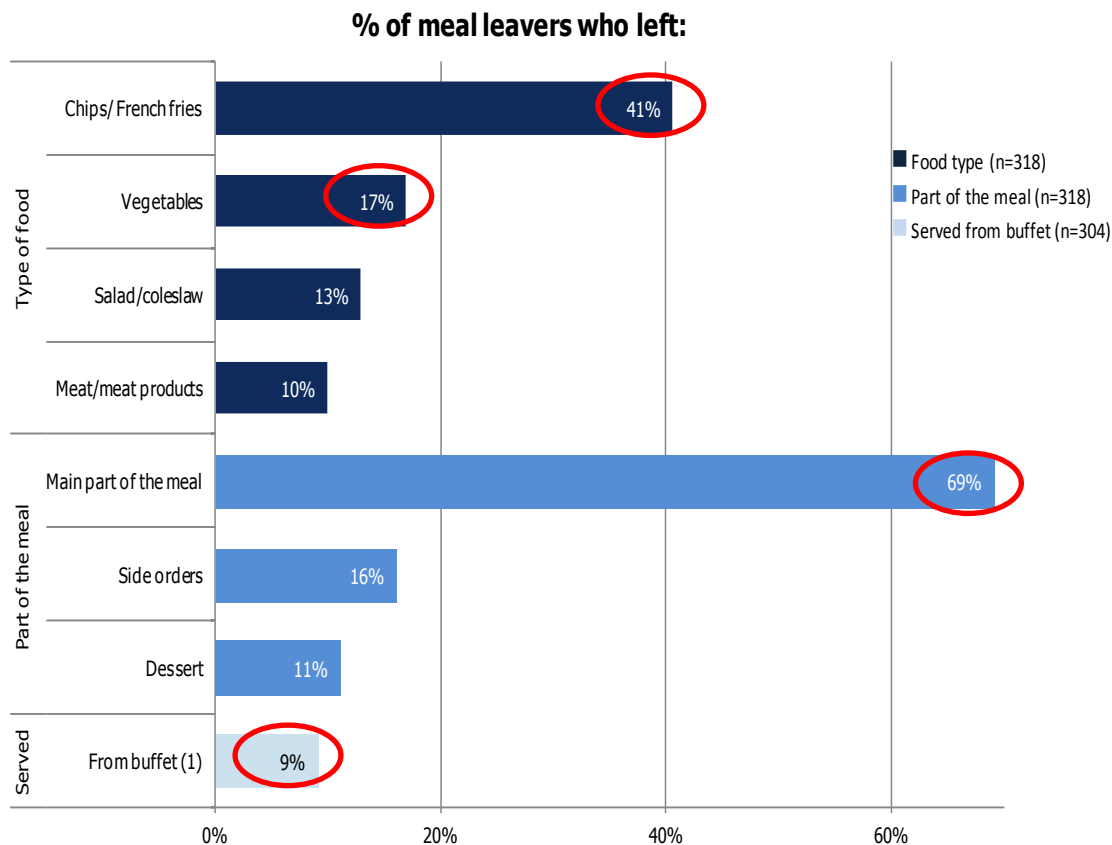


This chart breaks down both meal leavers and non-meal leavers by details of the eating out occasion:

- Significantly more meal leavers than non-meal leavers ate out as 'a treat,' while significantly fewer saw their meal as 'food to keep me going';
- Both meal leavers and non-meal leavers tended to think their meal had been good value for money.

This chart shows a selection of variables for which the response is greater than 10% of the total base (1,251).

Food left in Scotland



➤ Sides such as chips and, to a lesser extent, vegetables are the most wasted food types in Scotland;

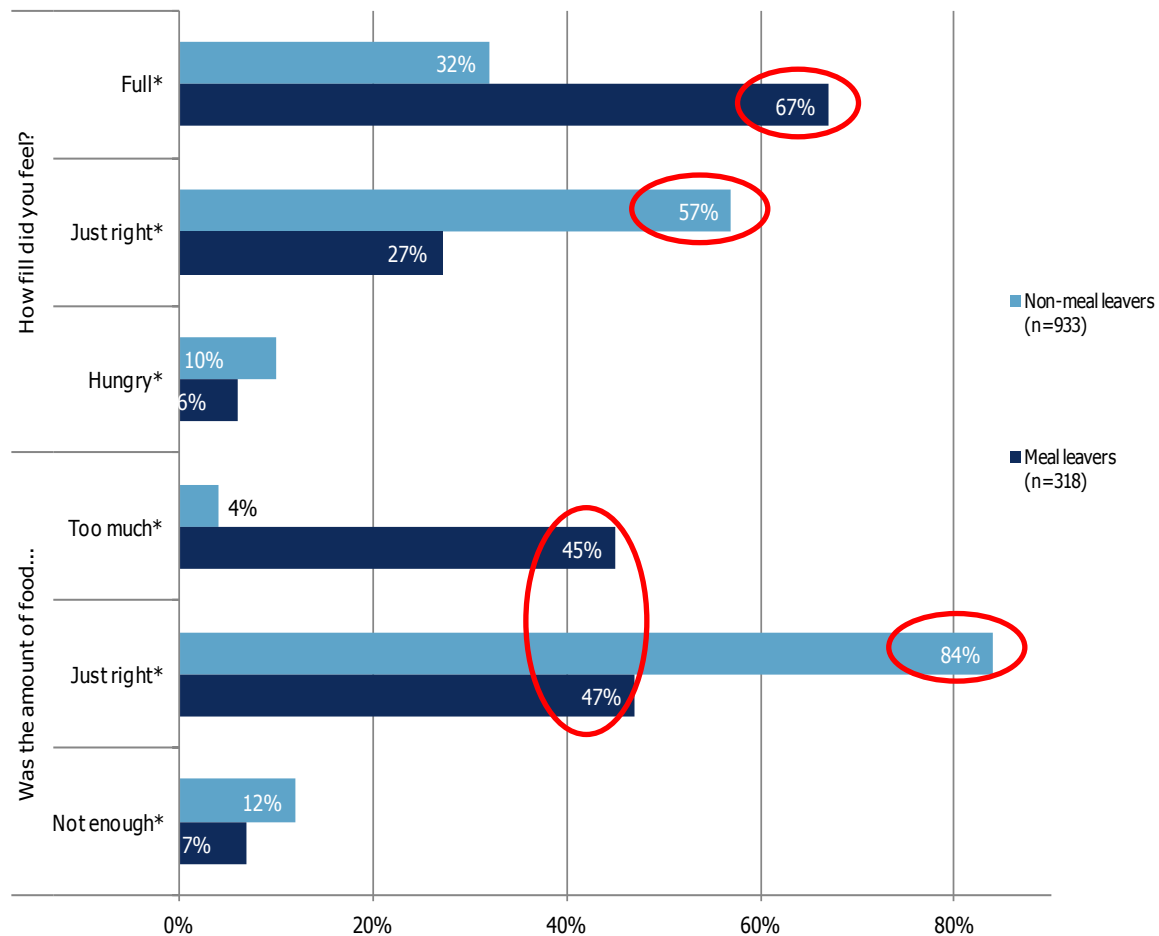
➤ The vast majority of customers who wasted food (69%) wasted food from the main part of the meal;

➤ Few of those who wasted food got that food from a buffet (9%).

Percentages less than 10% are not displayed

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

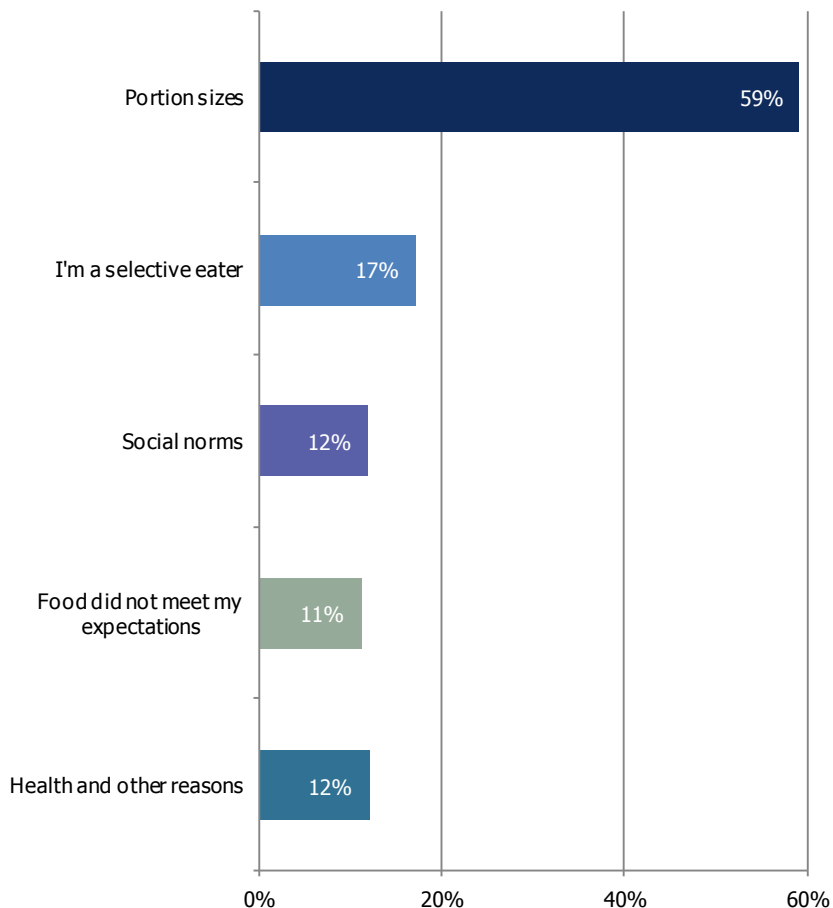
How full are you after a meal in Scotland?



➤ The majority of meal leavers felt full after a meal in Scotland, while the majority of non-meal leavers felt 'just right';

➤ Almost equal numbers of meal leavers found the amount of food 'too much' as found it 'just right'. The majority of non-meal leavers (84%) found the amount of food 'just right'.

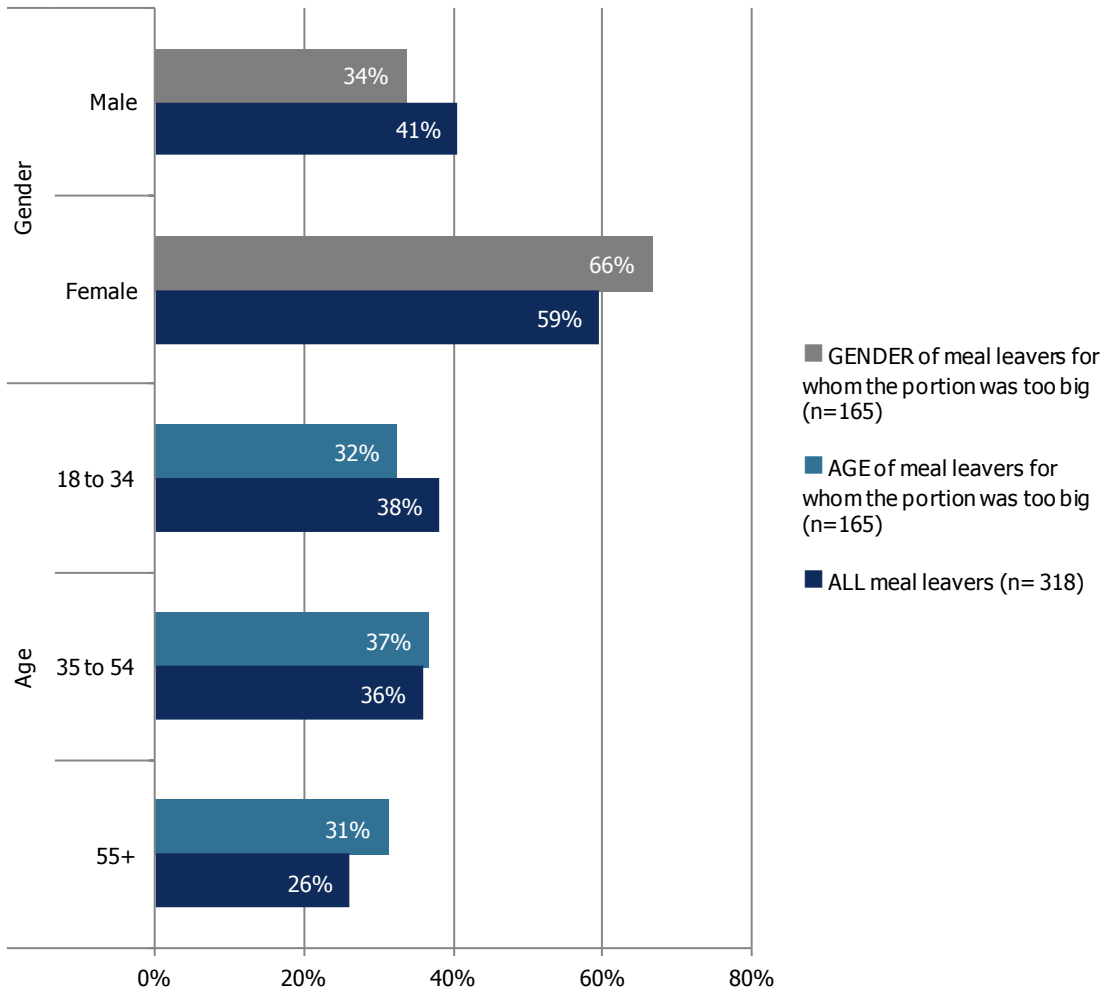
Reasons given for leaving food



Base: All meal leavers (n= 318)

Base: 318 (All meal leavers) Q32 Multicode		%
Portion sizes		59%
The portion was too big		51%
I ordered too much/served myself too much		7%
Full (unspecified)		2%
I'm a selective eater		17%
I left things I didn't like		11%
I didn't like the taste		5%
I am a fussy eater		3%
Social norms		12%
It's normal to leave a bit of food		8%
I didn't want to appear greedy		3%
Food did not meet my expectations		11%
The food was/went cold		6%
Food was badly cooked		4%
Food was poor quality		4%
The food wasn't what I expected		3%
Health and other reasons		12%
I'm watching my weight		8%
Inedible		2%
Didn't have enough time		2%

Who finds the portions too big?



This chart breaks down those who found the portion too big by socio-demographics:

- Women accounted for 59% of meal leavers in Scotland; but 66% of those meal leavers who found the portions too big, indicating that the size of portions is a bigger issue for women than men;
- There were limited differences among age groups in terms of the likelihood of portion size being an issue

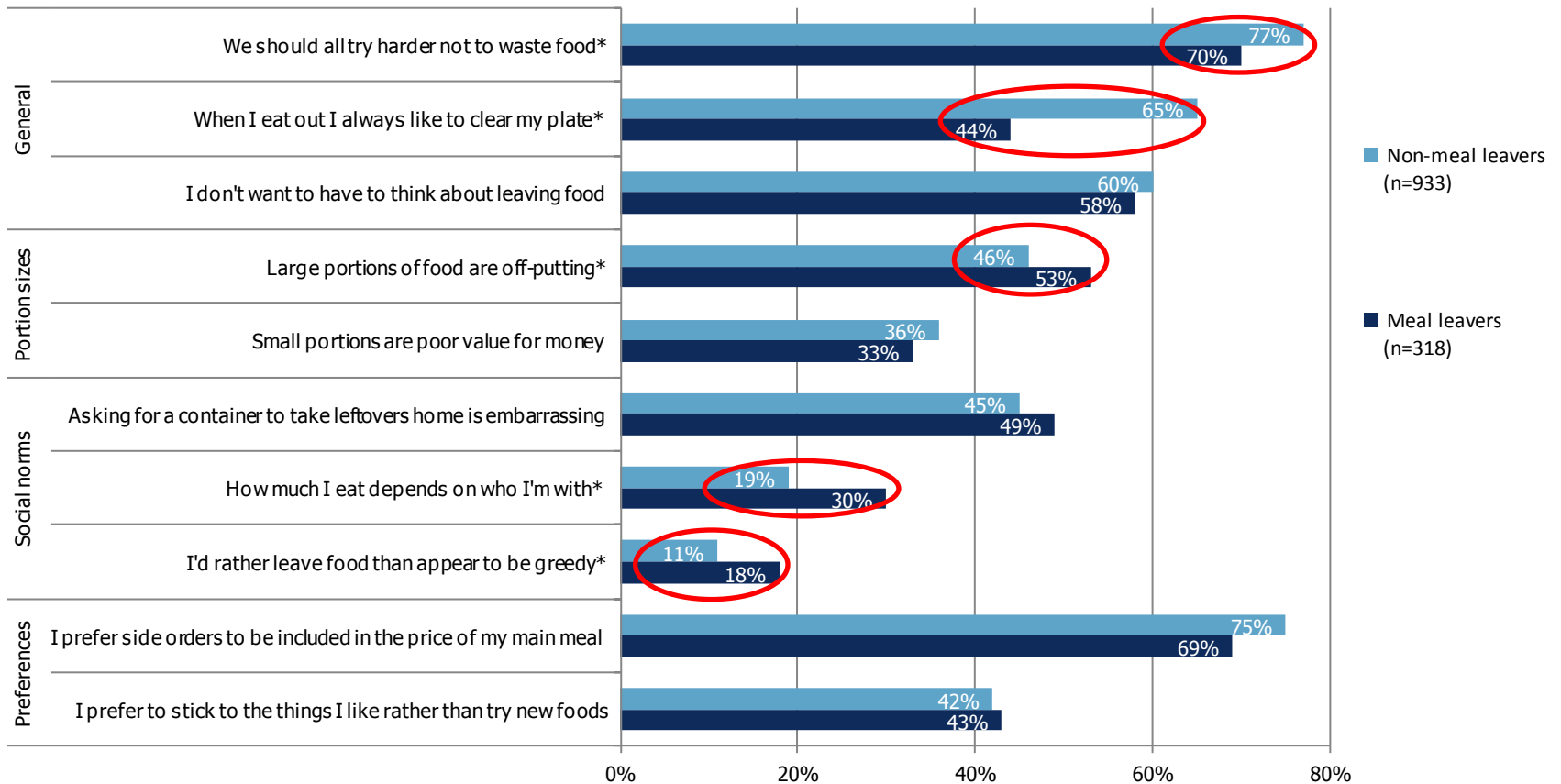
NB: Sample of those who found the portions too big includes a small number of individuals who wasted drinks rather than food

How are portion sizes experienced?

Base: 1,251 (All respondents) % of respondents who have done/agree with the following:	Total	Meal leavers (n=318)	Non-meal leavers (n=933)
Q42. General behaviours			
Ever asked for advice on portion size*	31%	37%	29%
Ever asked for a smaller portion*	34%	43%	31%
Ever asked to have a starter as a main meal	52%	53%	51%
Q12. When ordered- this occasion:			
Knew what size the portion was going to be	65%	60%	66%
There was a choice of portion size	29%	31%	28%
Asked for information on portion size*	3%	8%	2%
Q14. Staff behaviours-this occasion:			
Suggested specials*	20%	31%	17%
Asked if you wanted sides or extras*	35%	42%	33%
Offered any advice on portion size*	4%	7%	4%
Q19. The amount of food served was:			
Too much*	15%	45%	4%
Just right*	75%	47%	84%
Not enough*	11%	7%	12%
Q22. At the end of the meal, you felt:			
Full*	41%	67%	32%
Just right*	50%	27%	57%
Hungry*	9%	6%	10%

Attitudes towards leaving food when eating out

% of respondents who agree with the following statements



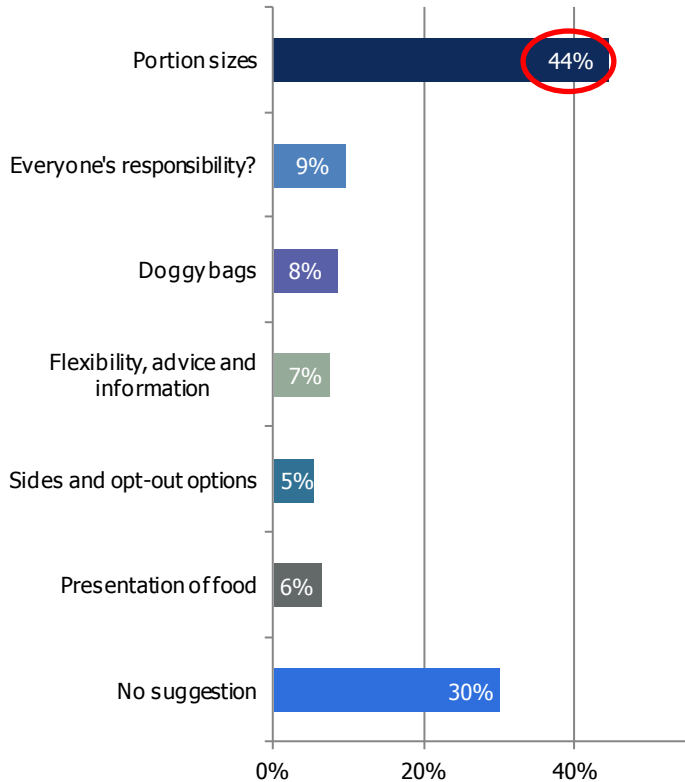
Attitudes towards leaving food in general

Base: 1,251 (All respondents)	Total	Meal leavers (n=318)	Non-meal leavers (n=933)
Q36. Often leave food:			
At home			
Eat a meal cooked at home*	21%	27%	19%
Eat a take-away meal at home*	13%	22%	9%
Out of home			
Served at your table*	7%	17%	4%
From a counter/self-service*	4%	9%	3%
Q37. 'Bothered' if leaving food:			
At home			
Eat a meal cooked at home	27%	30%	26%
Eat a take-away meal at home	24%	25%	23%
Out of home			
Served at your table	30%	30%	30%
From a counter/self-service	23%	22%	24%

Concern about food waste

Q38. Top 5 reasons for being bothered % of those who said they were bothered	Total (n=697)	Meal leavers (n=231)	Non-meal leavers (n=483)
It's a waste of good food*	76%	65%	81%
It's a waste of money	73%	69%	75%
It makes me feel guilty	25%	25%	24%
It's bad for the environment	18%	16%	19%
It shows I haven't appreciated the food	12%	12%	12%
Q39. Top 5 reasons for not being bothered % of those who said they were not bothered	Total (n=517)	Meal leavers (n=139)	Non-meal leavers (n=379)
I'd rather leave food than eat too much	38%	41%	37%
Don't consider it a problem	31%	29%	32%
I've paid for it so it's up to me if I want to leave some food	30%	37%	27%
It's not something I think about*	29%	16%	33%
If I don't like it I can't do anything about it	20%	21%	20%

What can be done to help reduce plate waste?

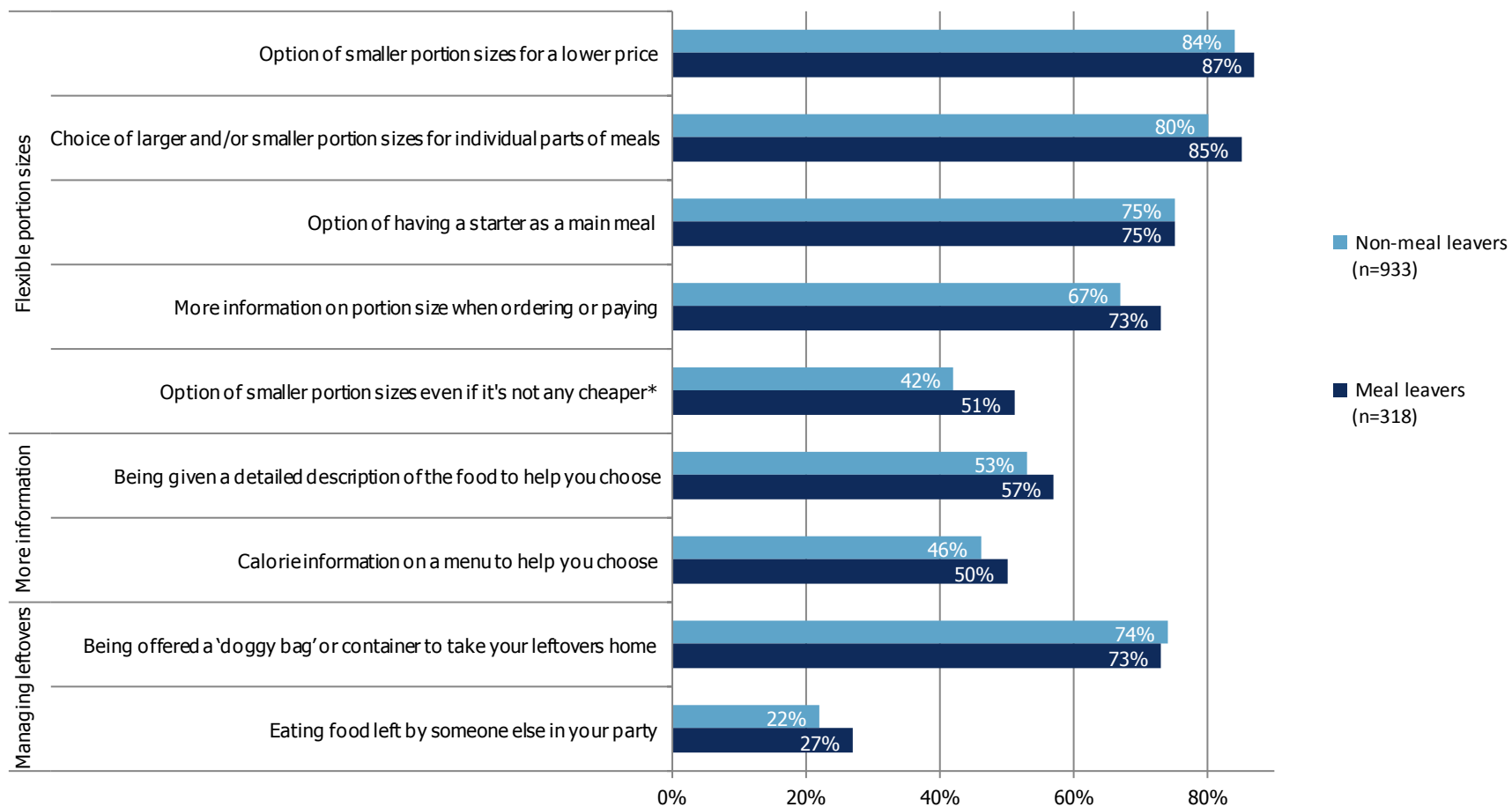


Base: All respondents (1,251)

Base: 1,251 (All respondents) Q40 Spontaneous response	Total	Meal leavers (n=318)	Non-meal leavers (n=933)
Portion sizes	44%	53%	47%
Smaller portions	22%	25%	22%
Offer a choice of portion sizes	17%	22%	16%
Vendor to correct portion sizing	3%	2%	3%
Charge differently for different portion sizes	2%	2%	2%
Everyone's responsibility?	9%	10%	9%
It is down to choices individual diners make	5%	4%	5%
Order less or don't overload plate	3%	4%	3%
Doggy bags	8%	9%	8%
Make doggy bags available	4%	5%	4%
Actively offer or automatically give doggy bags	4%	4%	4%
Flexibility, advice and information	7%	7%	7%
Advice about/description of portion sizes	6%	6%	6%
Presentation of food	6%	7%	6%
Change quality /presentation of the food	5%	6%	4%
Sides and opt-out options	5%	7%	5%
Offer sides (e.g. veg, salad) as optional	2%	3%	2%
No suggestion	30%	19%	33%
No response/none/nothing	9%	5%	10%
Don't know	8%	9%	8%
Never/don't waste food	7%	2%	9%
Other	3%	2%	3%

Proposed options

% of respondents who are in favour of the following statements



What do customers ask for when eating out?

Base: 1,251 (All respondents) Q42 Single code % of respondents that said 'Yes' when asked 'Have you ever done any of the following?'	Total	Meal leavers (n=318)	Non-meal leavers (n=933)
Information Asked for a detailed description of the food	27%	31%	25%
Portions Asked for advice on portion size when ordering*	31%	37%	29%
Asked for a smaller portion*	34%	43%	31%
Meal options Asked to have a starter as a main meal	52%	53%	51%
Asked not to have part of the meal	59%	60%	58%
Doggy bags Asked for a doggy bag/ container to take food home	44%	45%	43%

Behaviours and attitudes towards doggy bags

Base: 1,251 (All respondents)	Total	Meal leavers (n=318)	Non-meal leavers (n=933)
Q40. Spontaneous mention of doggy bags as an option to help you waste less food	8%	9%	8%
Q41. Are in favour of being offered a doggy bag	74%	73%	74%
Q42. Ever asked for a doggy bag to take food home	44%	45%	43%
Q44. Are embarrassed to ask for a doggy bag	46%	49%	45%

Key points

- One in four Scottish diners was a meal leaver.
- Women and younger people in Scotland were more likely to be meal leavers than others.
- Nearly half of those who left food (41%) left chips, nearly one in five (17%) left vegetables and over two thirds (69%) left food from the main meal.
- Two in five Scottish diners (41%) felt full at the end of their meal; nearly half (45%) of meal leavers found that their meal as a whole was too much, against only 5% of those who didn't leave food.
- The majority of Scottish diners who left food (51%) blamed the size of the portion; nearly one in five (17%) is a selective eater.
- Those who left food did so despite the fact that they were more likely to have taken an interest in, or asked questions about portion size at the point of ordering.
- Nearly half of those who left food had been asked by staff if they wanted sides or extras and nearly one third had been suggested specials. Those proportions are significantly lower for non-meal leavers (one third/one in five).
- Meal leavers tended to find large portions off-putting and weren't as much concerned as meal leavers about trying hard to clear their plate. The latter are more likely to be bothered about a waste of good food whilst the formers are influenced by social norms: who they are with and appearing greedy is likely to affect how much they eat.
- Nearly half of customers felt that reducing portion sizes would reduce overall plate waste and the majority of meal leavers (51%) are in favour of this option even if it is not any cheaper.