

# Consumer Behaviours, Attitudes & Knowledge Towards Food & Waste


WRAP Consumer Food Waste Prevention Survey

Spring 2016



A large graphic element consisting of two overlapping circles. The outer circle is a dark teal color, and the inner circle is a lighter teal color. The text is centered within the inner circle.

**WRAP's  
vision is a  
world in which  
resources  
are used  
sustainably**

A large graphic consisting of two overlapping circles. The outer circle is dark blue, and the inner circle is a vibrant purple. The text is centered within the purple circle.

Our mission is to accelerate the move to a sustainable resource-efficient economy through:

- Re-inventing how we design, produce and sell products
- Re-thinking how we use and consume products
- Re-defining what is possible through re-use and recycling.

Find out more at  
**[wrap.org.uk](https://www.wrap.org.uk)**

# Agenda for Presentation



- **Section 1:** Objectives of the Survey
- **Section 2:** Survey Method
- **Section 3:** Key behaviours
  - Planning
  - Checking
  - Making a list
  - Freezing
  - Storage
  - Leftovers
  - Portioning
  - Date labels
  - In store behaviours
- **Section 4:** Attitudes
  - Motivation to reduce food waste
  - Self reported barrier to reduce food waste
- **Section 5:** Knowledge
  - The cost of food waste
  - General Food waste knowledge
- **Section 6:** End

## Section 1: Objectives of the survey



# Objectives of the survey



- To measure food waste related behaviour, attitudes, knowledge (e.g. around date labels), awareness and message recall / recognition
- To compare the results with the data from the previous waves of the survey to track changes in behaviour, attitudes and awareness
- To determine how attitudes and behaviours relating to food waste are related to socio-demographic (and other) factors

## Section 2: Survey Method



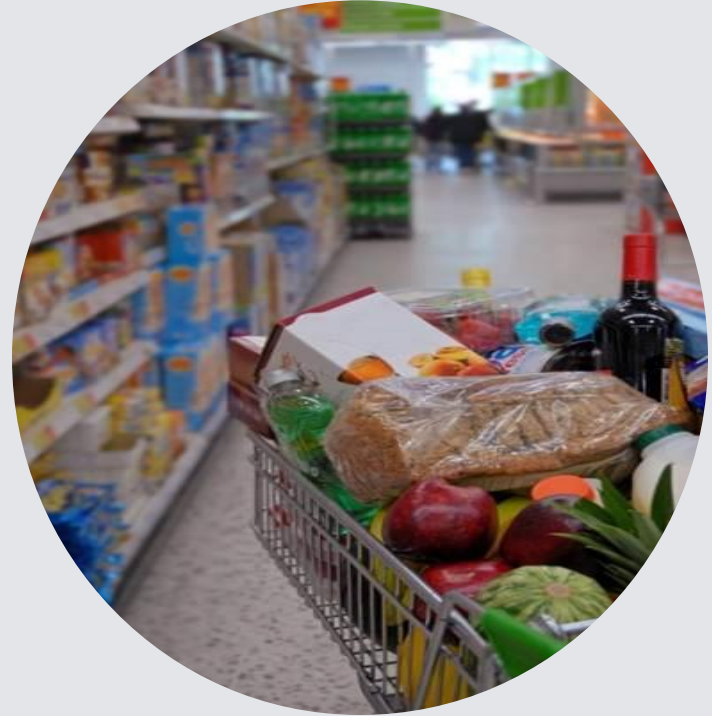


- **Fieldwork was conducted online**
- **Quotas were put in place for region, social grade and age interlocked with gender**
- **The online interviewing took place spring 2016**
- **In total 5414 interviews were completed in the UK**
- **Results were post-weighted to ensure they are representative**
- **This is self reported behaviour**



# Section 3:

## Key Behaviours



***We asked people to what extent they plan their main meals in advance...***



- 22% know what almost all of the main meals will be for the next week
- 32% know what most of the main meals will be for the next week
- 20% decide on the day

***We asked people to think about the last time they did a main grocery shop and to identify what items they checked they already had at home before they went shopping...***



- 84% checked bread
- 87% checked milk
- 86% checked veg, 84% - fruit, 65% - salad
- 73% checked frozen food
- 70% checked fresh meat, 55% - fresh fish
- 66% checked tinned / dried food
- 57% checked ready meals

***We asked people to think about the last time they did a main grocery shop and to think about their list making behaviour...***



- 78% kept a running list during the week or made a list before they went shopping
- 26% had some idea of what they wanted to buy

## We asked people to think about some freezing habits...



- 21% of people said they froze foods that they were unable to eat before the 'use by' date
- 41% said that each week they ate food from the freezer that was not frozen when they brought it.
- 12% said every week they throw away food from their freezer

***We asked people how they stored their carrots and apples...***



- 24% are storing apples in the fridge
- 69% are storing carrots in the fridge
- 26% are storing apples in the original packaging
- 44% are storing carrots in the original packaging

***We asked people to think about the last time they had leftovers and what they did with these leftovers...***



- 53% said they used them as part of another meal
- 38% said they used them as another meal in themselves
- 14% said that they threw them away



***We asked people to think about the last time they cooked a meal based on rice/pasta, and to identify whether they had any uneaten pasta or rice left over...***

- 37% said they had leftover rice
- 32% said they had leftover pasta
- 38% of those with leftover rice and 49% of those with leftover pasta had deliberately cooked too much, with the intention that they would use it in another meal.



***We asked people to think about the products they have thrown away because they have gone past their date in the last week...***



- 76% showed a positive behaviour only throwing away 1 item or less
- 24% showed a negative behaviour throwing away 2 or more items

The target is to encourage consumers to keep an eye on dates, and eat or freeze product before the 'use by' date (NOT after), and be aware that food can be eaten after the 'best before' date

***We asked people to think about the last week and identify what products they have thrown away because they have gone past their date...***



- 21% said bakery
- 12% said yoghurts
- 11% said vegetables
- 9% said fruit
- 9% said pre cooked meat
- 6% said fresh meat
- 4% said fruit juices

***We asked people to think about what happens when they buy food on special offer...***



- 42% say more is eaten
- 5% say more is thrown away
- 54% wait longer before buying the same thing again
- 19% buy less of something else

# Section 4: Attitudes



***We asked people to identify how much they generally end up throwing away...***



- 59% claim to throw away none / hardly any food

WRAP evidence suggests that the reality for most consumers is very different,  
i.e. there is a gap in personal awareness \ acceptance

## ***We asked people what encourages them to minimise food waste...***



- 74% are motivated (great deal / fair amount) to reduce food waste by possibility of saving money

## ***We asked people what hinders them to minimise food waste...***



- 20% think that the quantity of food they throw away costs them very much money
- 18% have a food collection for most of their food waste / 12% home compost
- 12% identify that their children don't always finish their food
- 10% feel there are more important things to worry about

# Section 5:

## Knowledge





# Knowledge of how much food waste costs



***We asked people questions which tested their knowledge about how food waste...***



- 52% think the average family could save almost £60 a month, if they avoided having to throw away edible food
- 62% know fridge should run below 5°C, to keep food at its best
- 62% know food can be frozen before the 'use by' date
- 65% buying food on offer leads to more food being thrown away.

# Knowledge of how much food waste costs



***We asked people approximate how much they think they could save a month if they avoided throwing away uneaten food...***



- Of those giving a figure, the mean amount respondents thought their household could save was ca. £15.83 a month

# Section 6: End



# Knowledge of how much food waste costs

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- **For information about WRAP's other food-related activities, please visit:**



**[www.wrap.org.uk/food](http://www.wrap.org.uk/food)**

**[www.wrap.org.uk/groceryresearch](http://www.wrap.org.uk/groceryresearch)**

# Contact us



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