

Barriers and opportunities for out of home food waste

Appendix - England



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 1,749 individuals were asked about their experiences the last time they ate out in England; 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 England; why; and what might be done about it.

Guide to the slides

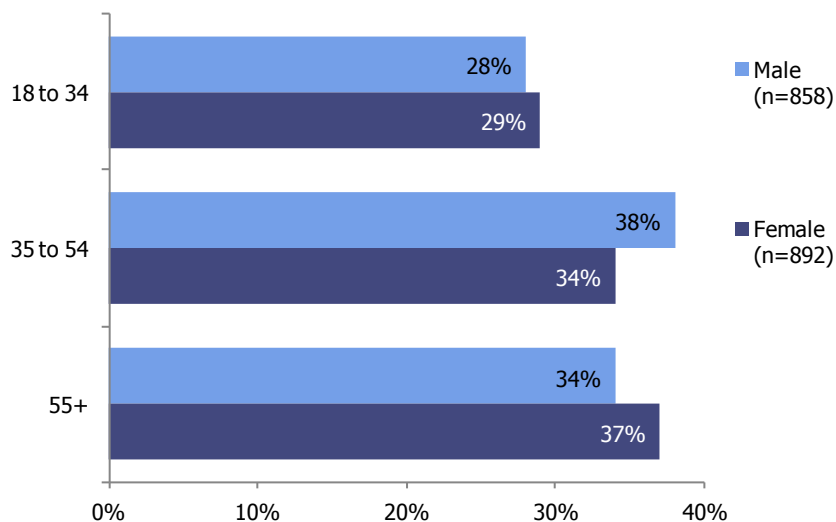
- **Slides 5, 6 and 7** present characteristics of the survey respondents who had eaten out in England and of the occasion to which their answers referred;
 - **Slides 8 to 14** focus on 'meal leavers' – who they are, what food they left, and why;
 - **Slides 15 to 21** present findings on the attitudes 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 England (1,749) was weighted to make it representative of the English population.
- The effective base tells us the impact of weights on our sample. The effective sample is 1,421.
- The weighting efficiency is the ratio of the effective base to the sample. The weighting efficiency for this sample is 81%.
- The range of weighting factors on this sample was 0.27 to 3.05.
- 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 values 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 English eaters a response at 50% has a margin of error of $\pm 2.34\%$ while a response at 10% has a margin of error of $\pm 1.41\%$ for a 95% confidence level.
 - When looking at a proportion of the English meal leavers sample (465) a response at 50% has a margin of error of $\pm 4.54\%$ while a response at 10% has a margin of error of $\pm 2.73\%$ for a 95% confidence level.
 - When looking at a proportion of English non-meal leavers sample (1,284) a response at 50% has a margin of error of $\pm 2.73\%$ while a response at 10% has a margin of error of $\pm 1.64\%$ for a 95% confidence level.

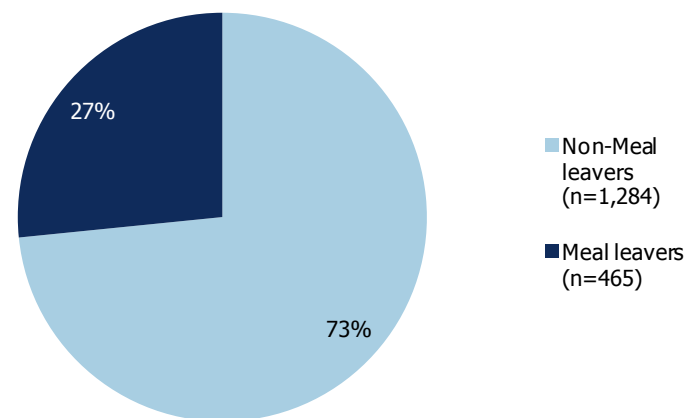
Who eats out in England?

Age and gender profile



Base: All respondents (1,749)

Proportion of meal leavers

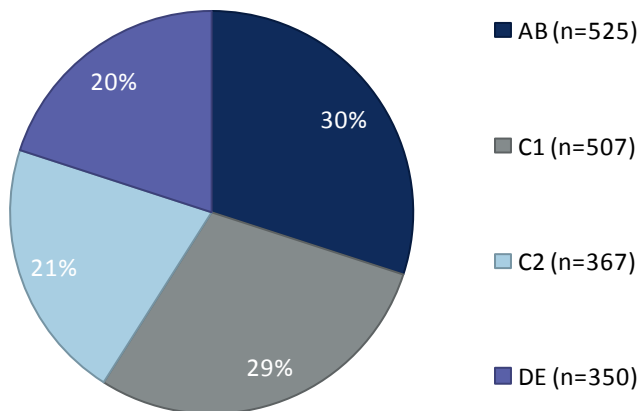


Base: All respondents (1,749)

- Approximately equal numbers of men and women ate out in England;
- 27% of those who ate out and live in England were meal leavers.

Who eats out in England?

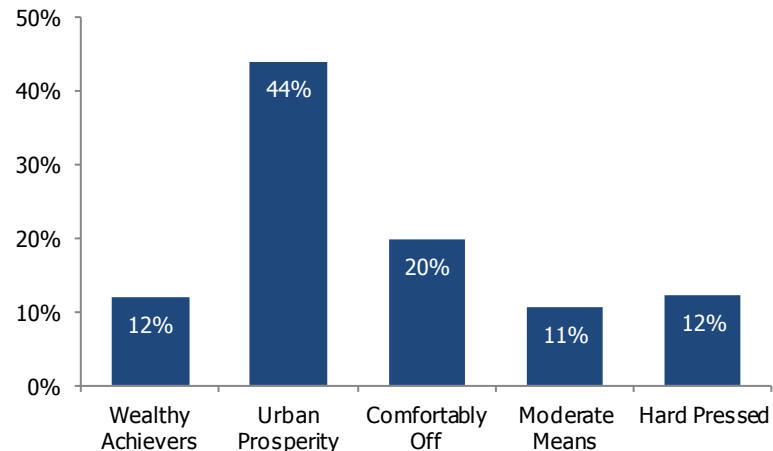
Social grade



Base: All respondents (1,749)

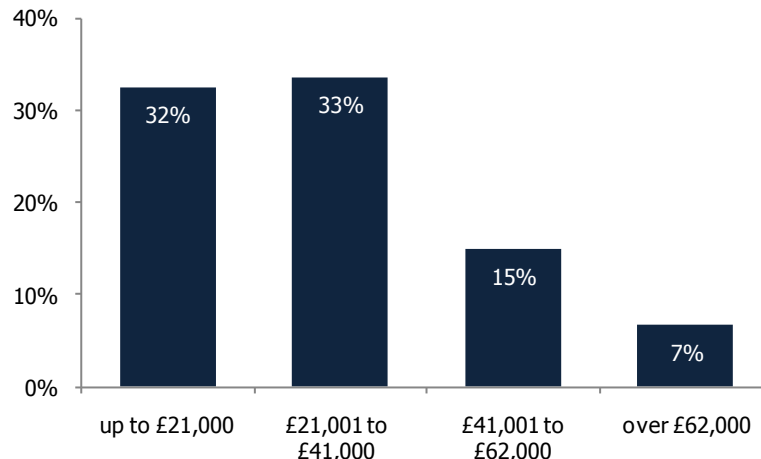
- 59% of the English eating out sample belong to a higher social grade (AB or C1);
- This is echoed by the Acorn classification which tells us that the English who eat out tend to be wealthy: 44% are 'Urban Prosperous' and 12% are 'Wealthy Achievers'.

Acorn classification



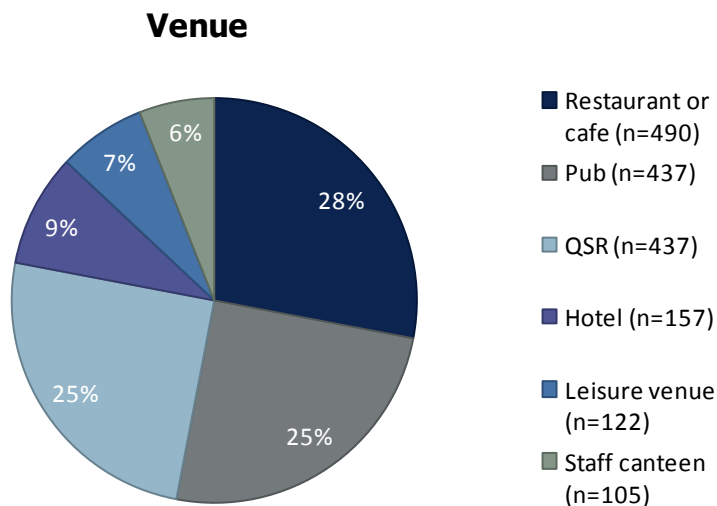
Base: All respondents (1,749)

Household income



Base: All respondents (1,749)

Eating out experience



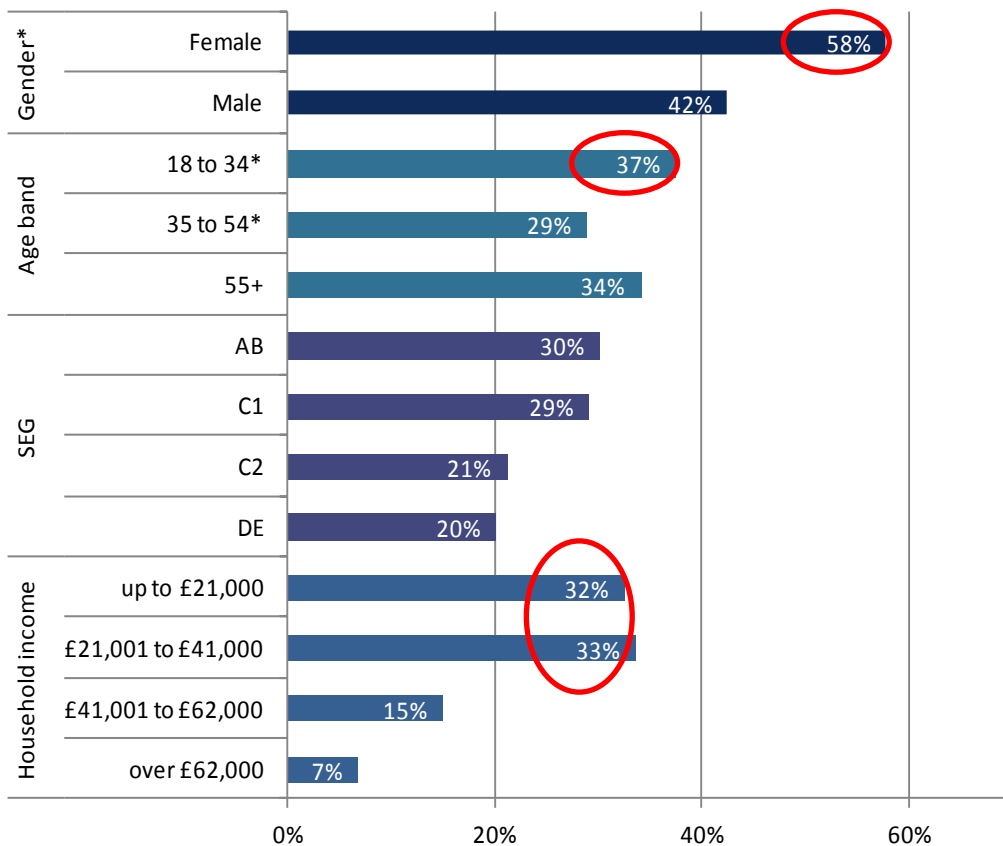
Base: All respondents (1,749)

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

Base: 1,749 (All respondents)	Frequency	%
QE. Date of eating out occasion		
In the last week	601	34%
In the last 2 weeks	411	24%
Between 2 weeks and a month ago	379	22%
Between 1 to 2 months ago	235	13%
QF. Description of the outlet		
Casual dining restaurant	927	53%
Fast food outlet	358	20%
Cafe	309	18%
Q1. Type of meal		
Lunch	811	47%
Evening meal	619	36%
Other daytime meal or snack	189	11%
Q7. Have they eaten there before?		
Yes - this restaurant/outlet	1205	69%
No	321	18%
Yes - another one in the same chain	198	11%
Q8. Familiarity with the menu		
Very	452	26%
Quite	800	46%
Not very	280	16%
Not at all	214	12%

Percentages less than 10% of the total base (1,749) are not displayed

Profile of people who leave food (England)

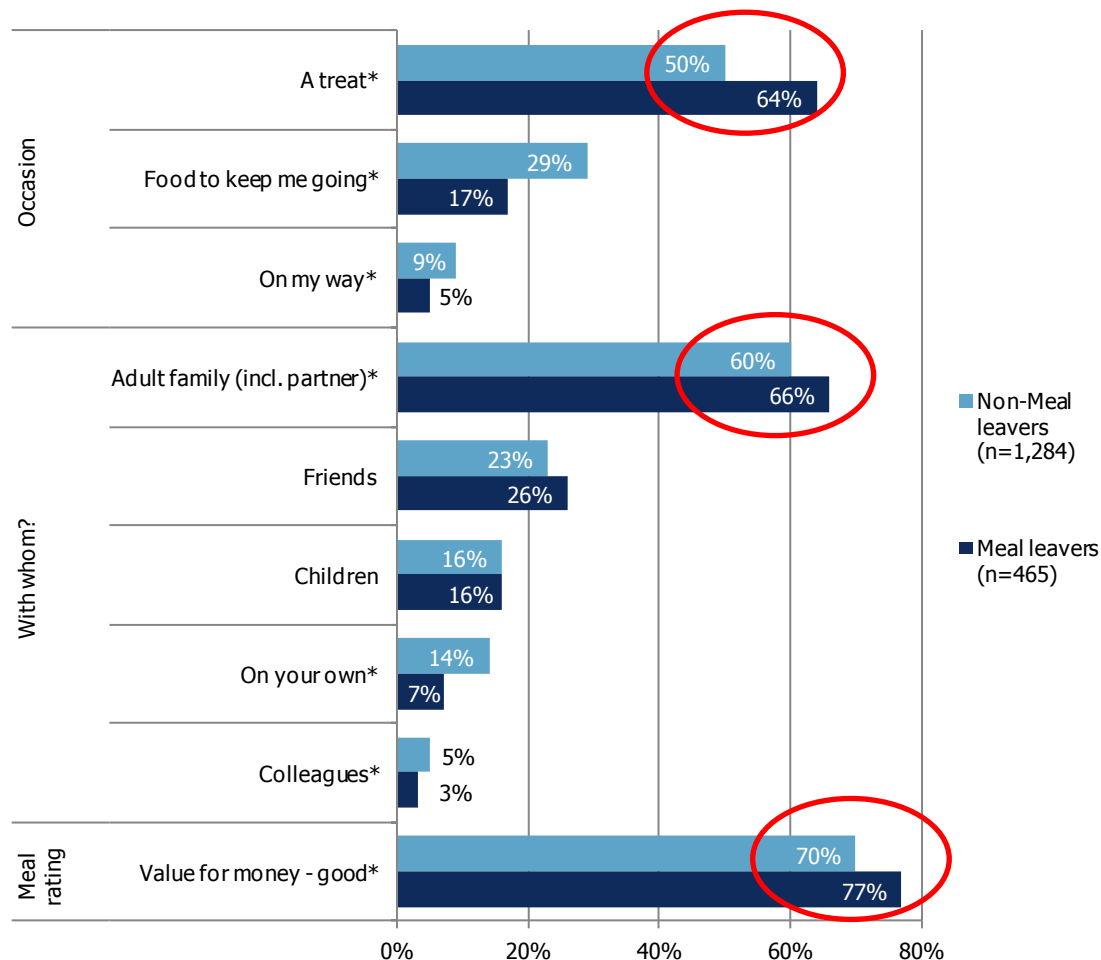


This chart breaks down meal leavers in the sample by socio-demographics:

- More meal leavers in England were women (58%) than men (42%);
- Individuals belonging to the youngest age category (18-34) were most likely to be meal leavers;
- Meal leavers tended to come from lower income bands.

Base: All meal leavers (n=465)

Profile of people who leave food (England)

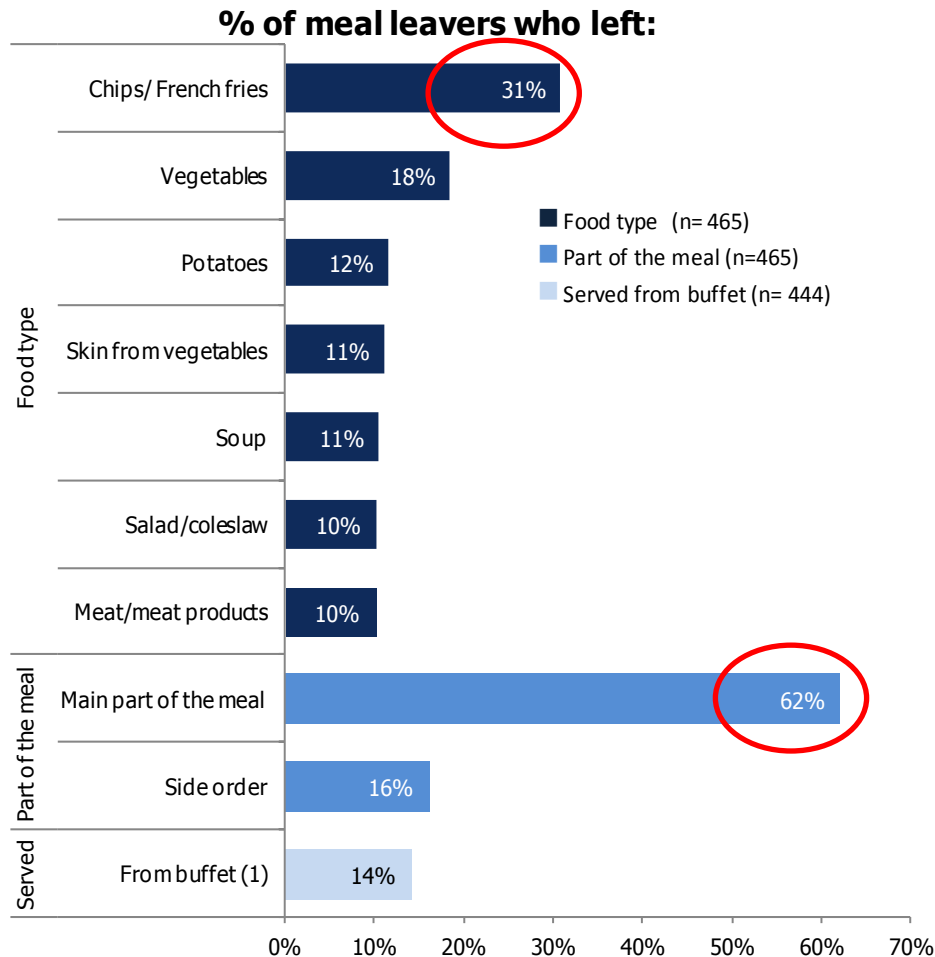


This chart breaks down both meal leavers and non-meal leavers in the sample by details of the eating out occasion:

- More meal leavers (64%) than non-meal leavers (50%) were eating out as a treat;
- Meal leavers were more likely than non-meal leavers to be eating in a family group with other adults;
- Meal leavers were more likely than non-meal leavers to have found their meal to be good value for money.

This chart only shows a selection of variables for which the response is greater than 10% of the total base (1,749) unless there is a significant difference in between meal leavers and non-meal leavers.

Food left in England

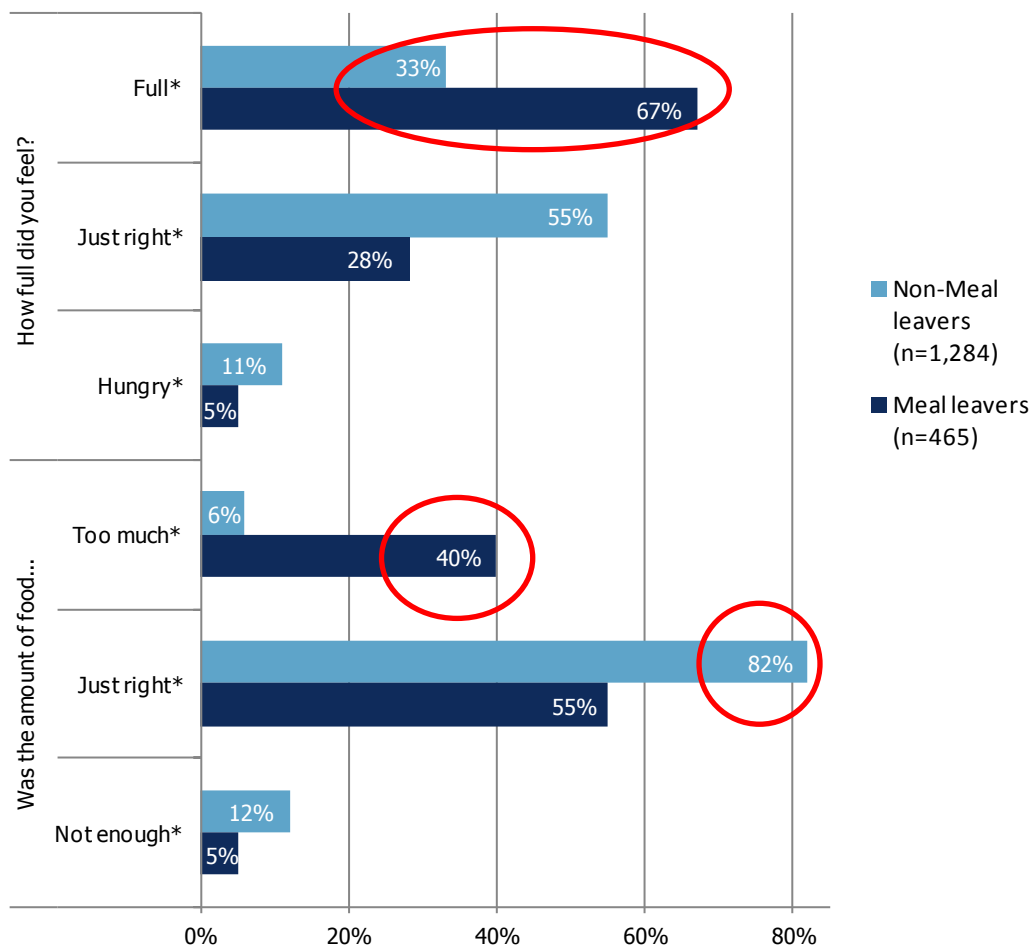


- Chips were left more frequently than other food types (31% of meal leavers reported leaving chips);
- A fifth of meal-leavers also left vegetables;
- 62% of meal leavers in England left food from the main part of the meal.

Percentages less than 10% are not displayed

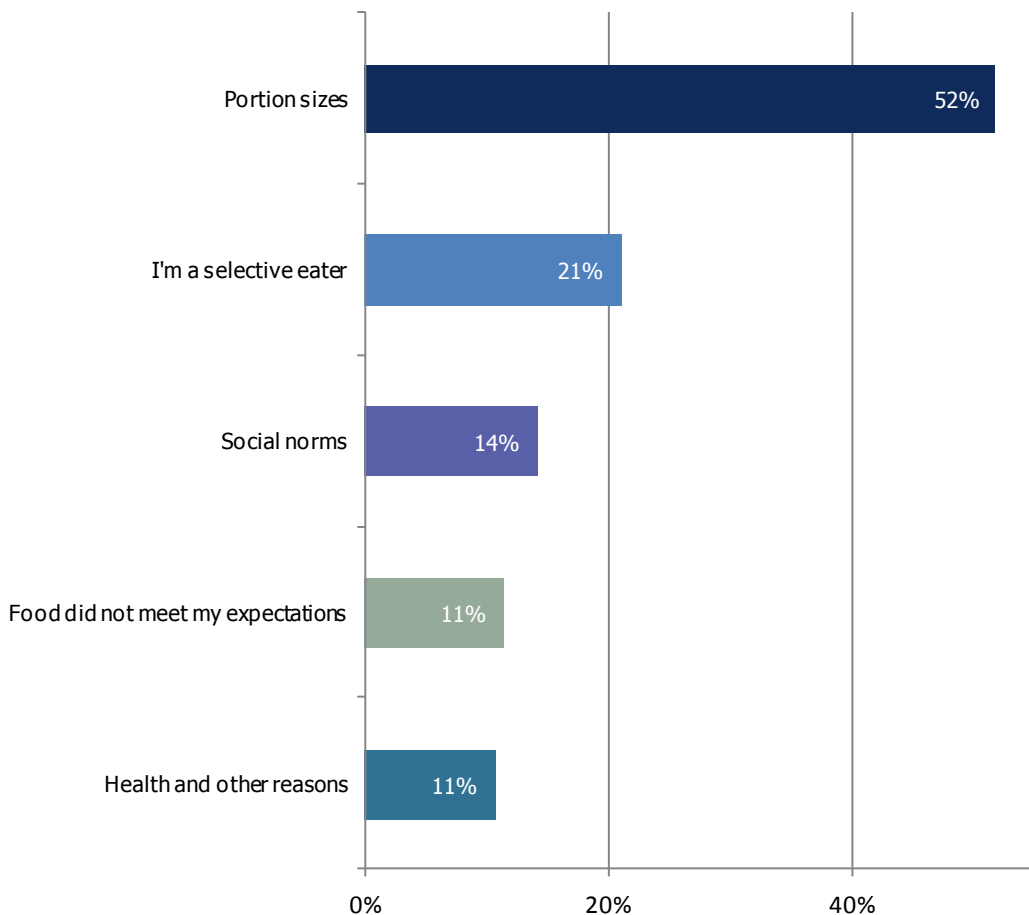
(1) Base for this specific question is all meal leavers who served themselves from a buffet or a counter and all meal leavers who cited a type of food left at Q29.

How full are you after a meal out in England?



- Around two thirds of meal leavers felt full after a meal out in England, compared to one third of non-meal leavers;
- Two in every five meal leavers stated that the amount of food was 'too much';
- 82% of non-meal leavers found that the size of their meal was 'just right'.

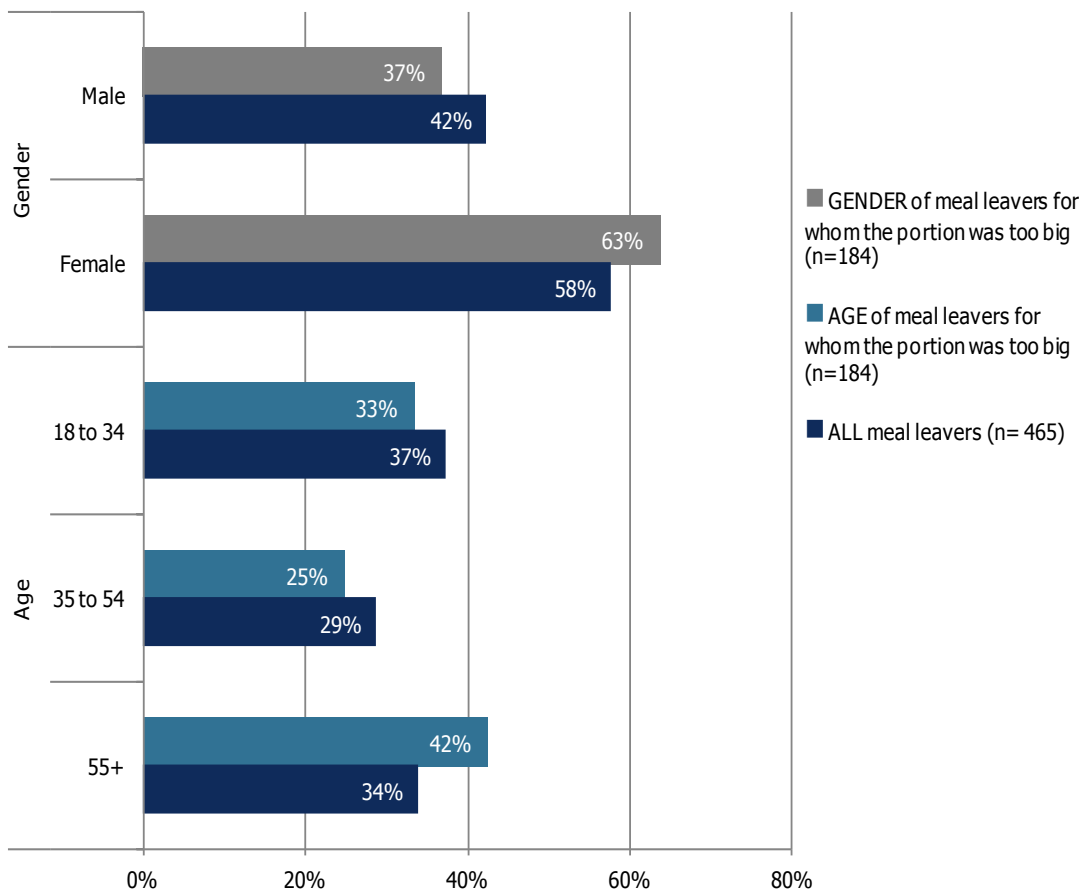
Reasons given for leaving food



Base: All meal leavers (n= 465)

Base: 465 (All meal leavers) Q32 multicode		%
Portion size		52%
The portion was too big		41%
I ordered/served myself too much		13%
Full (unspecified)		2%
Food proportions wrong		1%
I'm a selective eater		21%
I left things I didn't like		12%
I am a fussy eater		9%
I didn't like the taste		5%
Social norms		14%
It's normal to leave a bit of food		7%
I didn't want to appear greedy		3%
Other people left their food		1%
Food did not meet my expectations		11%
Food was poor quality		5%
The food was/went cold		4%
Food was badly cooked		4%
The food wasn't what I expected		3%
Health reasons and other		11%
I'm watching my weight		8%
Inedible		3%
Didn't have enough time		3%
Health reasons (non-weight)		1%

Who finds the portions too big?



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

- Women accounted for 58% of meal leavers in England; but 63% of those meal leavers who found the portions too big, indicating that the size of portions is a bigger issue for women than men;
- Among the age groups, older eaters accounted for a third of meal leavers, but 42% of those leavers who found portions too big.

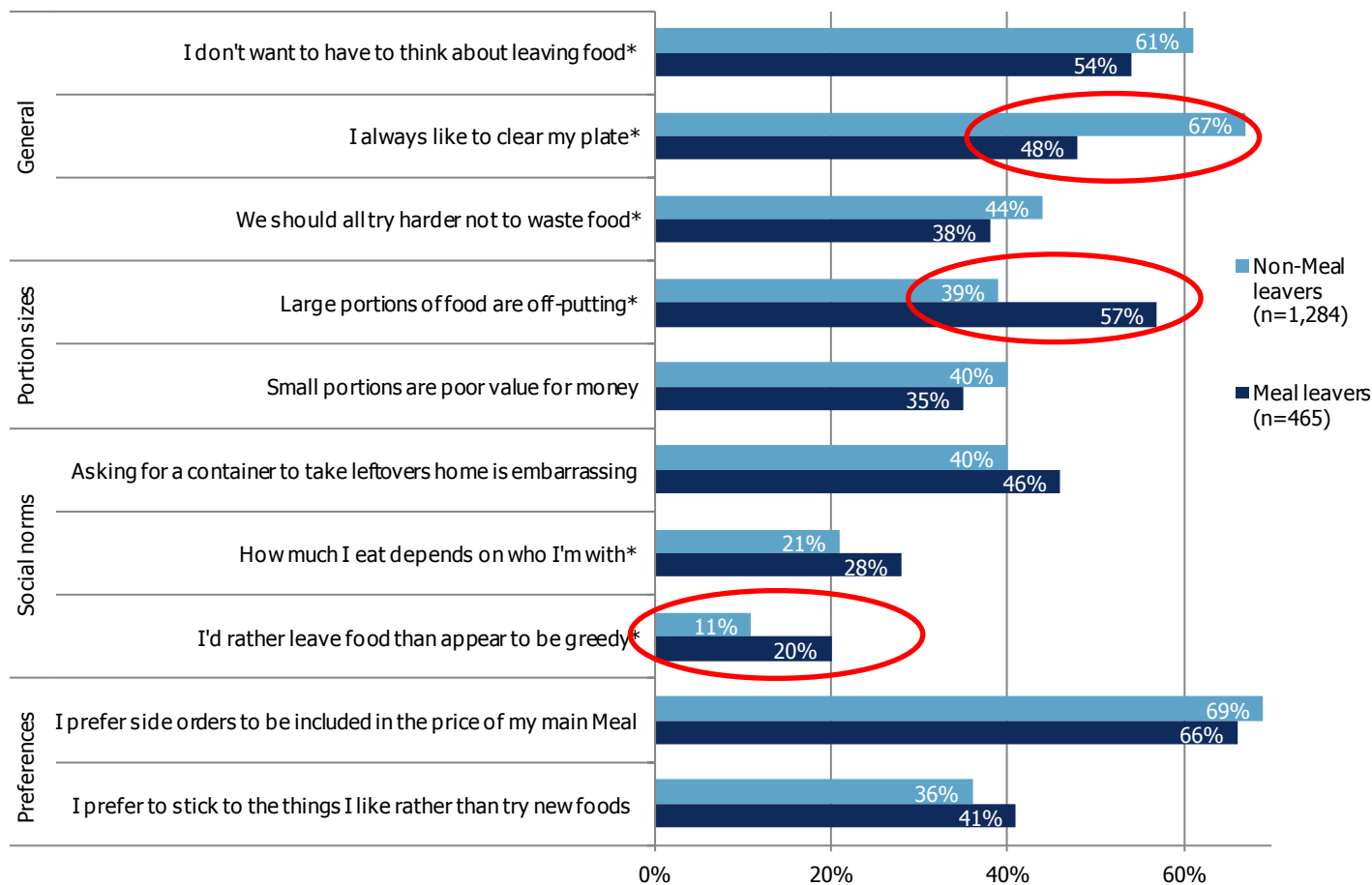
NB: Sample of those who found the portions too big includes a small number of individuals who wasted drinks rather than food

How are portion sizes experienced?

Base: 1,749 (All respondents) % of respondents who have done/agree with the following:	Total	Meal leavers (n = 465)	Non-Meal leavers (n= 1,284)
Q42. General behaviours			
Ever asked to have a starter as a main Meal*	48%	54%	46%
Ever asked for a smaller portion*	31%	42%	27%
Ever asked for advice on portion size*	29%	34%	27%
Q12. When ordered-this occasion:			
Knew what size the portion was going to be	69%	66%	70%
There was a choice of portion size	31%	24%	29%
Asked for information on portion size*	5%	12%	2%
Q14. Staff behaviours-this occasion:			
Ask if you wanted sides or extras*	37%	43%	35%
Suggested specials*	16%	21%	14%
Offer any advice on portion size*	4%	6%	4%
Q19. The amount of food served was:			
Too much*	15%	40%	6%
Just right*	75%	55%	82%
Not enough*	10%	5%	12%
Q22. At the end of the Meal, you felt:			
Full*	33%	67%	42%
Just right*	55%	28%	48%
Hungry*	11%	5%	9%

Attitudes towards leaving food when eating out

% of respondents who agree with the following statements:



(1) 38% of non-meal leavers disagree against 29% of meal leavers and this difference is significant

Attitudes towards leaving food in general

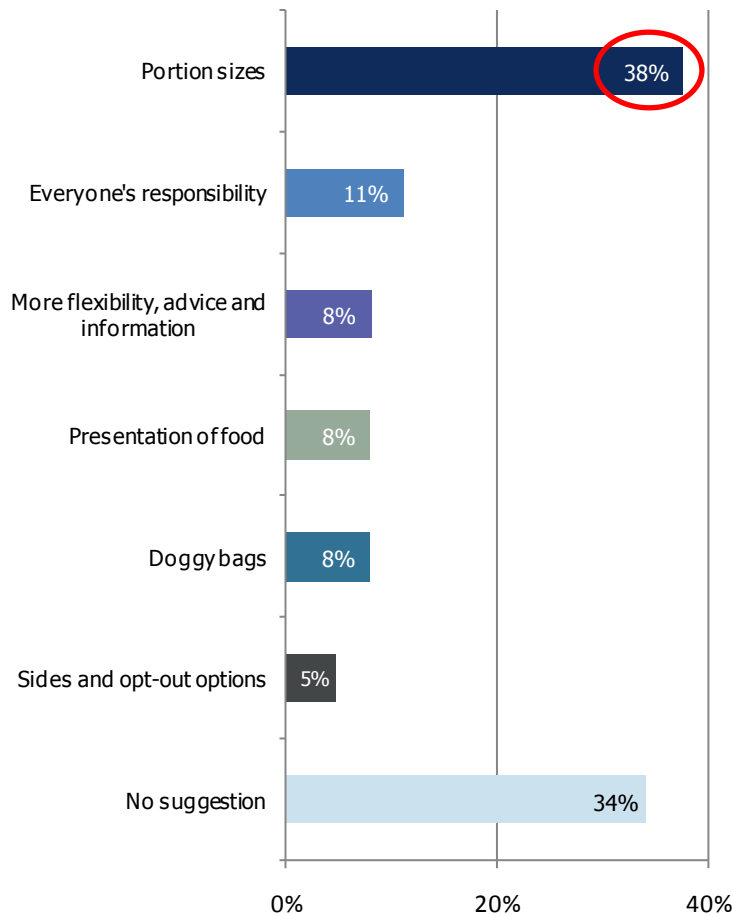
Base: 1,749 (All respondents) % of respondents that:	Total	Meal leavers (n= 465)	Non-Meal leavers (n=1,284)
Q36. Often leave food:			
At home			
Eat a Meal cooked at home*	21%	28%	18%
Eat a take-away Meal at home*	10%	22%	6%
Out of home			
Served at your table*	7%	18%	3%
From a counter/self-service*	6%	14%	3%
Q37. 'Bothered' if leaving food:			
At home			
Eat a Meal cooked at home (1)	30%	28%	30%
Eat a take-away Meal at home	27%	26%	28%
Out of home			
Served at your table (1)	33%	31%	34%
From a counter/self-service (1)	28%	25%	28%

(1) Meal leavers are more likely to say that they are not that bothered than non-meal leavers

Concern about food waste

Q38. Top 5 reasons for being bothered % of those who said they were bothered	Total (n=1,000)	Meal leavers (n=276)	Non-Meal leavers (n=724)
It's a waste of money*	72%	76%	69%
It's a waste of good food*	71%	61%	75%
It makes me feel guilty	25%	23%	26%
It's bad for the environment	14%	14%	15%
It makes me look fussy*	7%	10%	6%
Q39. Top 5 reasons for not being bothered % of those who said they weren't bothered	Total (n=669)	Meal leavers (n=216)	Non-Meal leavers (n=453)
I'd rather leave food than eat too much	39%	40%	38%
I've paid for it so it's up to me if I want to leave some food	39%	43%	37%
Don't consider it a problem	27%	28%	26%
It's not something I think about	25%	22%	27%
If I don't like it I can't do anything about it	21%	25%	19%

What can be done to help reduce plate waste?



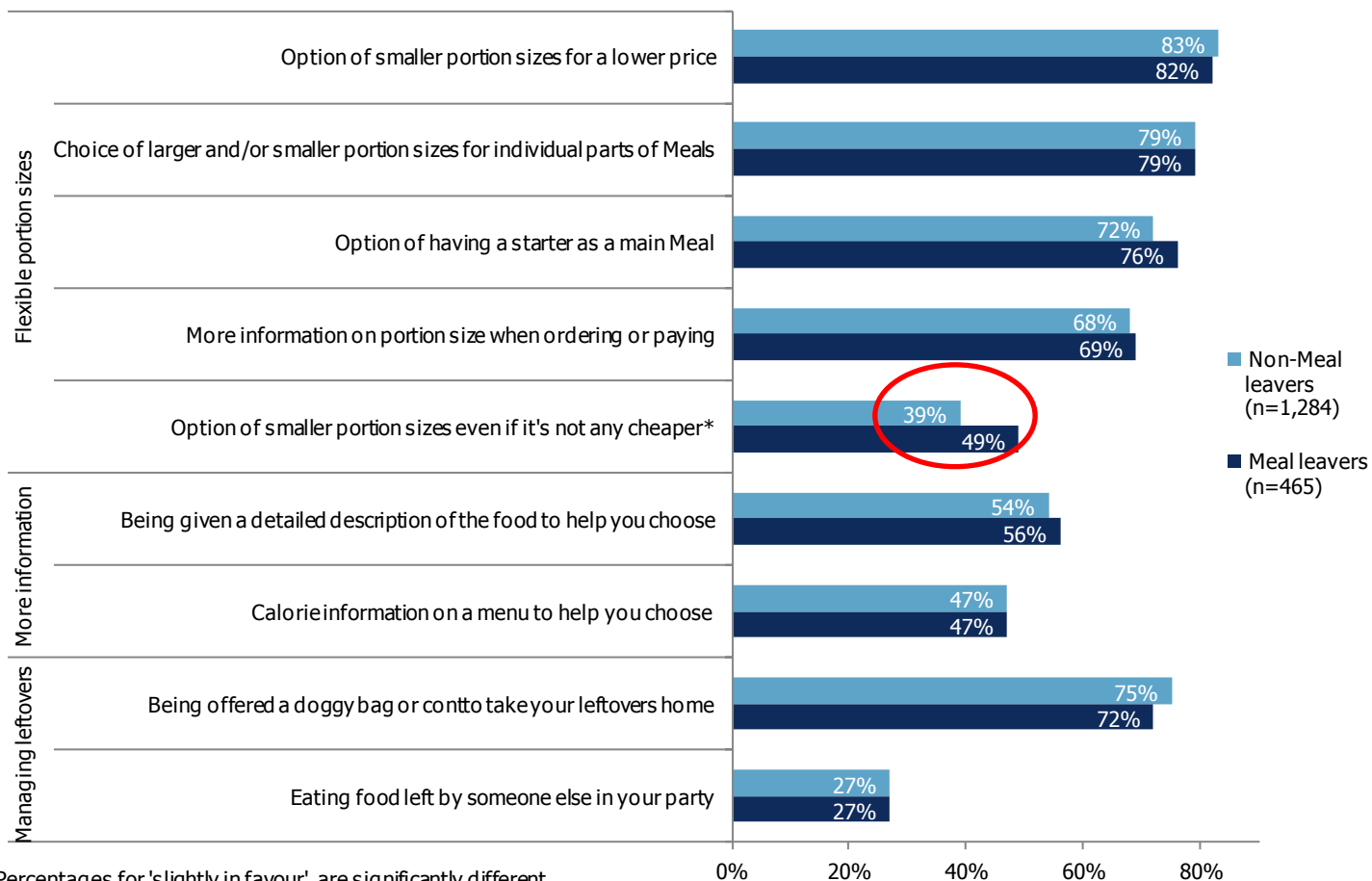
Base: All respondents (1,749)

Base: 1,749 (All respondents) Q40 spontaneous response	Total	Meal leavers (n=465)	Non-Meal leavers (n=1,284)
Portion sizes	38%	42%	36%
Offer a choice of portion sizes	17%	19%	16%
Smaller portions	16%	20%	14%
Vendor to correct portion sizing	3%	2%	4%
Everyone's responsibility	11%	10%	11%
It is down to choices individual diners make	6%	7%	5%
Order less and don't overload plate	4%	3%	4%
Flexibility, advice and information	8%	6%	9%
Clearer advice and description of portion sizes	6%	5%	7%
Presentation of food	8%	10%	8%
Change quality and presentation of food	5%	5%	5%
Meals served from common dishes at the table	2%	2%	2%
Doggy bags	8%	7%	8%
Make doggy bags available	4%	4%	5%
Actively offer or automatically give doggy bags	4%	4%	4%
Sides and opt-out options	5%	6%	4%
Offer sides (e.g. salad, chips) as optional	2%	2%	2%
Option to opt out of items, more choice of sides	2%	2%	1%
No suggestion	34%	30%	35%
Don't know	10%	10%	10%
No response/none/nothing	9%	8%	9%
Never / don't waste food	8%	5%	9%
Other	3%	4%	3%
Rarely waste food	2%	1%	3%

Percentages < 2% of the total base (1,749) are not displayed.

Proposed options

% of respondents who are in favour of the following:



(1) Percentages for 'slightly in favour' are significantly different
 (2) Percentages for 'strongly in favour' are significantly different

What do customers ask for when eating out?

Base: 1,749 (All respondents) Q42 single code % of respondents that said 'Yes' when asked 'Have you ever done any of the following?'	Total	Meal leavers (n= 465)	Non-Meal leavers (n=1,284)
Information			
Asked for a detailed description of the food	27%	28%	26%
Portions			
Asked for advice on portion size when ordering*	29%	34%	27%
Asked for a smaller portion*	31%	42%	27%
Meal options			
Asked not to have part of the meal (e.g. side salad)*	56%	61%	54%
Asked to have a starter as a main meal*	48%	54%	46%
Doggy bags			
Asked for a doggy bag/container to take food home*	53%	60%	50%

Behaviours and attitudes towards doggy bags

Base: 1,749 (All respondents)	Total	Meal leavers (n=465)	Non-Meal leavers (n=1,284)
Q40. Spontaneous mention of doggy bags as an option to help you waste less food	8%	7%	8%
Q41. In favour of being offered a doggy bag	74%	72%	75%
Q42. Ever asked for a doggy bag to take food home*	53%	60%	50%
Q44. Are embarrassed to ask for a doggy bag	42%	46%	40%

Key points

- Over a quarter (27%) of those who live in England and eat out were meal leavers.
- More women (58%) left food than men (42%).
- Meal leavers were more likely to eat out as a treat (64%) compared to non-leavers (50%).
- The most wasted foods were chips (31% of meal leavers left this food).
- Two thirds of meal leavers described themselves as 'full' at the end of their meals, compared to one third of non-meal leavers.
- 40% of meal leavers described the amount of food in their meal as being 'too much'.
- Over half of those who left food (52%) blamed the size of the portion. Those who found the portion too big were primarily women (63%).
- Over half of meal leavers (57%) agreed that they found large portions of food off-putting.
- There is some evidence that those that leave food when eating out in England are more likely to leave food wherever they eat. They stated that they 'often' left food more frequently than non-meal leavers when eating home-cooked food, takeaways, and when eating out generally.
- Over a third (38%) of customers spontaneously identified changes to portion sizes as a way of reducing food waste.
- The vast majority of customers (83%) were in favour of being given the option of smaller portions for a lower price. 79% were in favour of having a choice of larger and smaller portion sizes for different parts of the meal.
- 74% were in favour of being offered a doggy bag to take home any food that they could not eat, however 42% were embarrassed by the prospect of asking for a doggy bag.