



About **3 in 5 people** actively think about food waste, with highest attention amongst the 65+ age group and lowest amongst the 16-24 age cohort



Food waste is the second most concerning 'food issue' after price. However, **only 1 in 10 people** see food waste as the most concerning food issue.



3 in 5 people believe they only waste a small amount of food - first step to good food management behaviours is to identify how much food and types they actually do waste.



People show high concern for all food waste issues, however, the **strongest response is towards financial loss (47%)** .i.e. the wasted money from throwing out uneaten food



Strong understanding exists that multiple stakeholders along the food supply chain have a role to play in preventing food waste. **89% of people** feel that consumers have a responsibility in preventing food waste.



+55 age group have predominately heard of food waste reduction through TV and newspaper. Younger age groups far more likely to have heard through social media and internet sites.



Empty nesters throw away the **least amount of food overall with 22% saying they throw away no food at all.** 25-34 age cohort throw out the most food in particular fruit, vegetables, dairy, potatoes and meat.



The 16-24 and 25-34 age cohorts appear to have a lack of knowledge of how to reduce their food waste. **2 in 5 of younger age groups say they would like to reduce food waste but they don't know how).**



High numbers of people are checking their fridge (81%) and making a list (70%) before doing a shop. Those who actively think about **food waste are more likely to check their fridge and are more likely to make a shopping list.**



During national Covid lockdown restrictions, there **appears to be a reported decrease in food wasted at home.** Also increases in food planning behaviour – more people doing shopping lists, making a meal plan, checking and tracking of food in cupboards, fridges etc.



Bread, vegetables, fruit and salad are the most common types of food that are thrown out in households. In addition to price promotions, when shopping many people are buying additional food products due to impulse, pester power and poor planning.



Around 3 in 4 people understand what 'use by' means and about 9 in 10 understand what 'best before' means. However, **passing the 'use by' (68%) and 'best before' (55%) food dates are the main reasons why people throw out food in their household.**