

A graphic on the left side of the slide features a central dark blue circle with a white dot. From this center, several concentric rings of arrows spiral outwards. The arrows are colored in shades of grey, light blue, green, orange, and dark blue, creating a sense of continuous motion and recycling. The background of the slide is a dark blue gradient that curves from the top left towards the bottom right.

# FOOD WASTE: ATTITUDES & BEHAVIOURS NATIONAL SURVEY 2022

Food management behaviours at  
home; Part 2 of 5 series

EPA Circular Economy Programme and B&A

**CIRCULAR ECONOMY PROGRAMME**

*The Driving Force for Ireland's Move to a Circular Economy*



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**B&A**  
RESEARCH  
& INSIGHT

## Overview of survey

Behavioural insight is a foundation of the EPA's Circular Economy Programme, providing evidence to inform policy, to inform behavioural change interventions and to inform awareness campaigns.

The EPA contracted Behaviour & Attitudes (B&A) to carry out this quantitative research which is a nationally representative survey on Irish citizens' attitudes, awareness and behaviours relating to food waste. The fieldwork for the online survey of a nationally representative sample of 1,013 adults ages 16+ was carried out in October & November 2022.

The survey topic areas are presented in a series of five sections:

1. Food waste and national attitudes
- 2. Food management behaviours at home**
3. Food management behaviours in the shop
4. Food management knowledge
5. Food waste concerns and future intentions



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## Food management behaviours at home: *Infographic*

More people need to improve how they keep track of their food at home



34%

of people consider themselves very good at keeping track of food in the fridge.

More people need to check portion size



18%

of people are very good at checking 'serving/portion size guidance on food packs'.

We do check what food we need before shopping



77%

of people 'check what food I need to buy before shopping'.

We rarely plan our meals for the week



18%

of people plan for the meals they are preparing at home for the week.

We are good at checking food dates



76%

of people always or regularly check food dates.

Check the temperature



29%

of people check the fridge temperature at least regularly.



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## Keeping Track of Food in the Home- Self-Evaluation



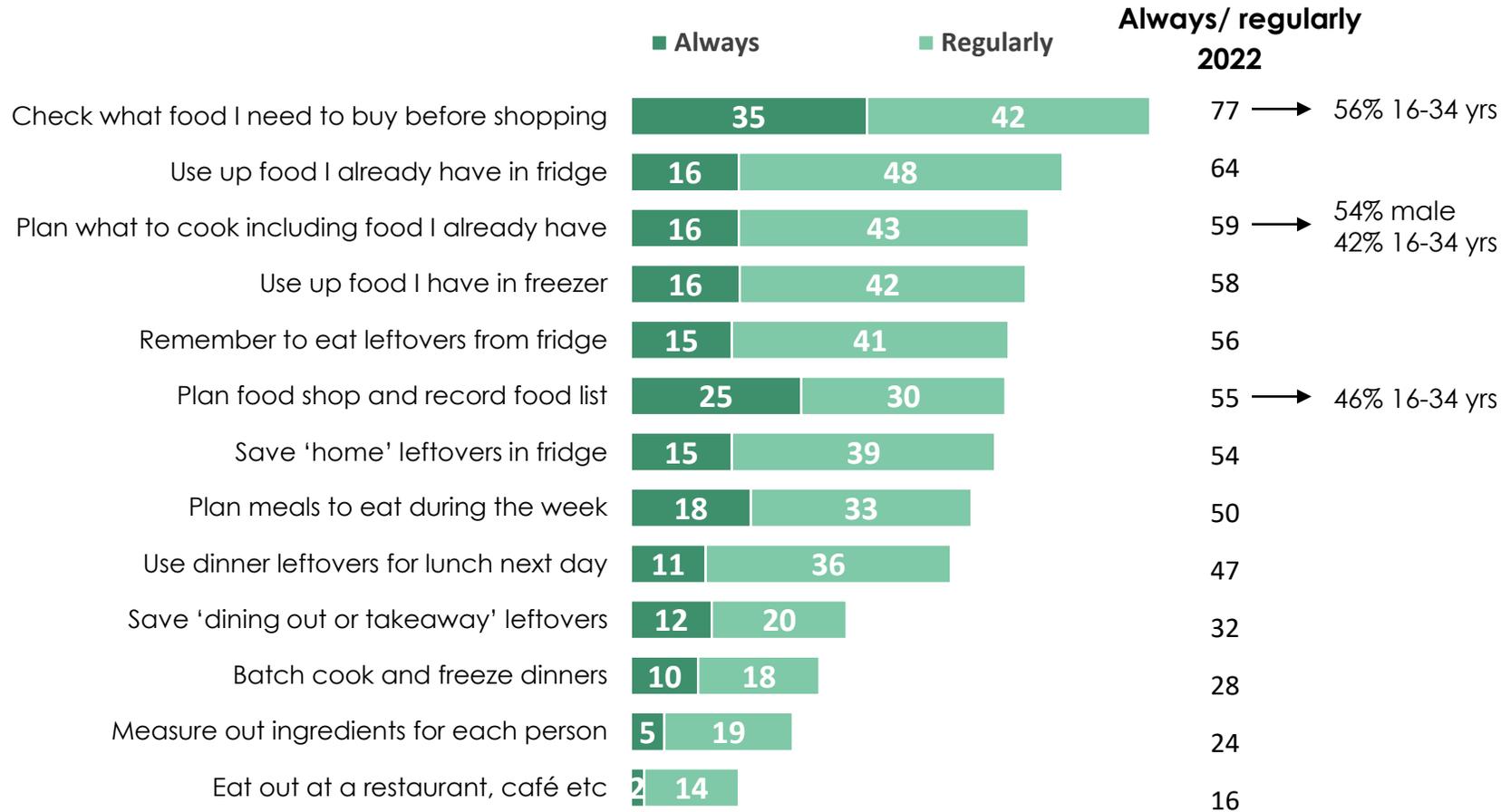
**More people need to plan for and manage the food that they have in their homes.**

- Only a minority of people rate themselves as 'very good' for specific food management behaviours in the home.
- Only 34% consider themselves very good at keeping track of food in the fridge.
- Less than 1 in 5 (18%) are very good at checking 'serving/portion size guidance on food packs'.
- Organising food in the fridge and in the cupboards is lower among men and younger age groups (25-34 years).

Q.5 Now we want to see to what extent people realistically keep track of their food at home. How good, or not, are you at doing the following, realistically? Base: All Adults: 1,013



## Household Food Behaviour



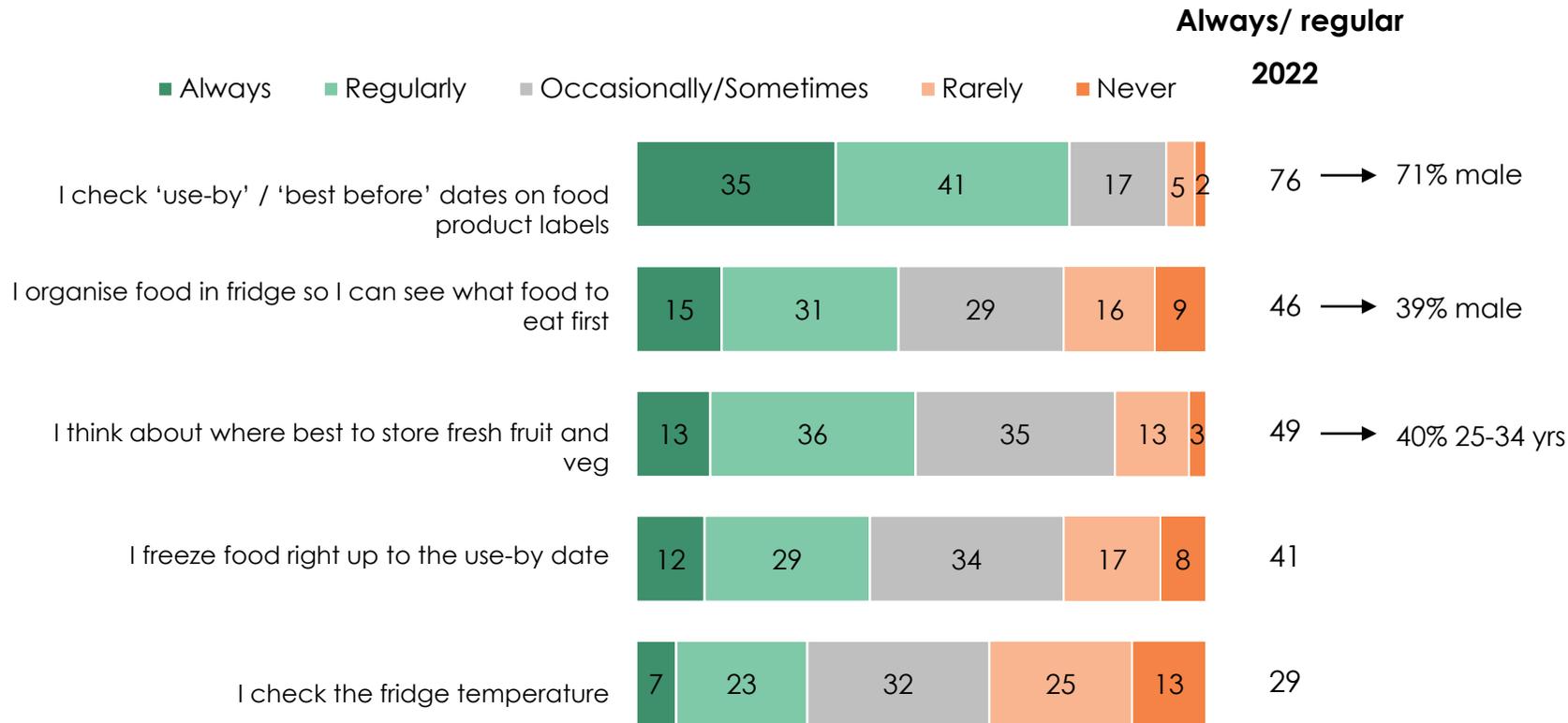
**While we regularly check what food we need to buy, we rarely plan our meals for the week.**

- In terms of actual household food behaviour, over 3 in 4 (77%) 'check what food I need to buy before shopping'.
- However, a far lower percentage of people regularly plan for the week ahead for the meals they are preparing at home (50%).
- Young adults (aged 16-24) are the least likely to check what food they need before shopping or to plan what to cook including food they already have.

Q.10 Thinking over the past 12 months, for each statement please choose one of the following. Base: All Adults: 1,013



## Keeping Track of Food in the Home – ‘Past Year’ Behaviour



**Our checking of dates is well-established**

- with over three quarters of people (76%) stating that they do this always or regularly.

**Other food behaviours at home show areas for improvement.**

- 49% think about where best to store fresh fruit and veg (which is a food type more commonly wasted) and the incidence is lower among adults aged 25-34.
- Less than 30% of people check the fridge temperature regularly.

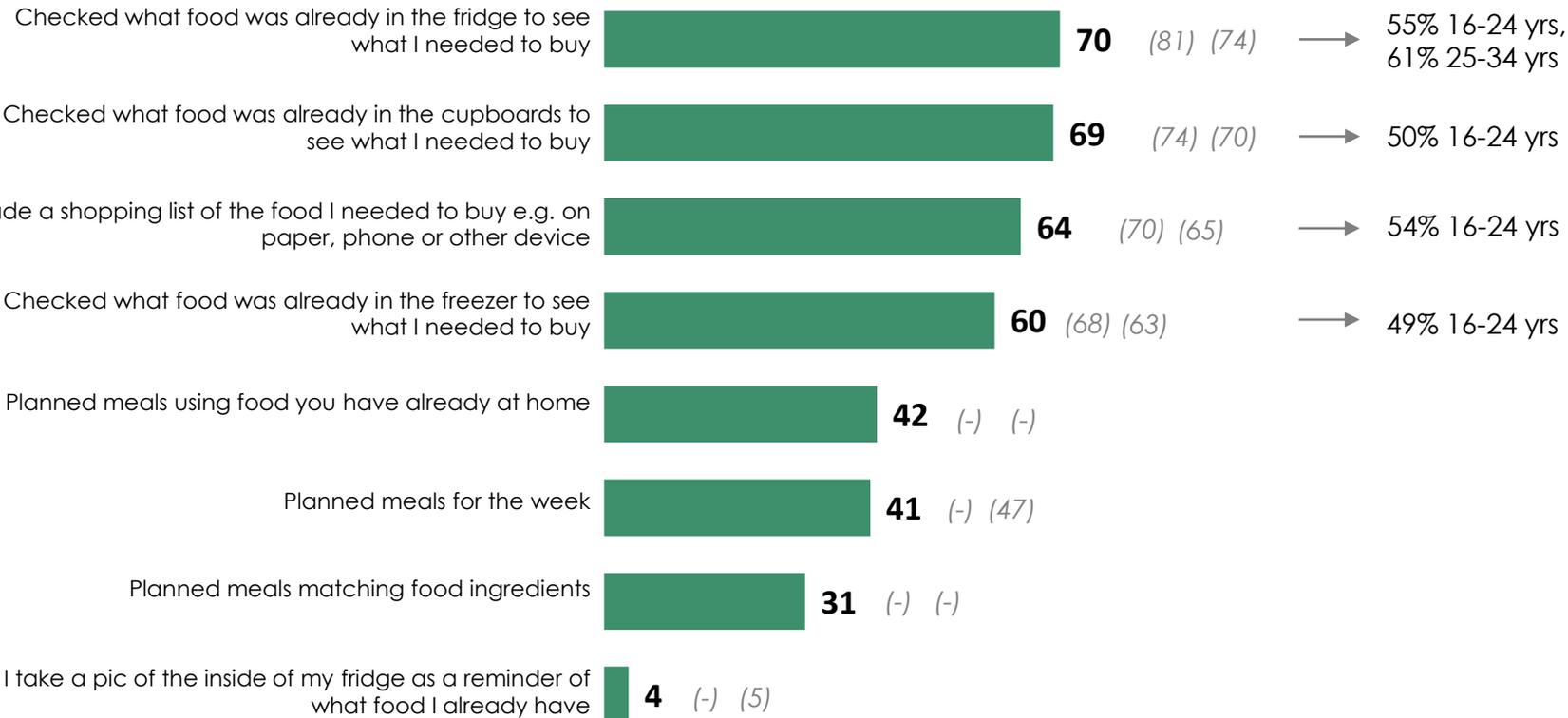
Q.12 Thinking over the past year, for each statement please choose one of the following. Base: All Adults: 1,013



## Food Waste and Shopping Behaviours on Last Shop

### Done for the last food shop....

% (2021)(2020)



**Most people are carrying out some positive behaviours to reduce food waste when it comes to their 'last shop'.**

- 70% of people say they checked what is in the fridge before shopping to see what they needed to buy, and 69% checked their cupboards before doing their last food shop.
- There has been a drop in people 'planning my meals for the week' since 2020.
- Food waste reduction behaviours are regularly weakest among young adults (aged 16-24).

Q.3b Did you do any of the following before the last time you did a food shop? Base: All Adults: 1,013





## Food Waste 2022

### TO FIND OUT MORE:

Download Survey Excel data [here](#).

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