

A graphic on the left side of the slide depicts a circular economy. It consists of several concentric, overlapping circular arrows that form a spiral pattern. The arrows are colored in shades of blue, green, and orange, and they all point in a clockwise direction, symbolizing a continuous cycle of production, consumption, and reuse.

FOOD WASTE: ATTITUDES & BEHAVIOURS NATIONAL SURVEY 2022

Food management behaviours in the shop ;
Part 3 of 5 series

EPA Circular Economy Programme and B&A

CIRCULAR ECONOMY PROGRAMME

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



Riailas na hÉireann
Government of Ireland

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 in the shop: *Infographic*

We are a little less likely to do a large main shop



66%

of people now indicate they do a 'large main shop' about once a week – down from 71% in 2021.

Over half of us write shopping lists



58%

of people frequently 'write a shopping list' and it's much more common among women.

We are impulsive in store



38%

of people often 'stick to a shopping list'.

Buying discounted items near to expiry date



31%

of people often buy a discounted item near to its expiry date (but food passing the date is a common reason for food waste).

Buying the quantity needed



14%

of people often buy a bigger pack than they need because a small one isn't available.

Our strongest tendency is to check the date



70%

of people typically check food product labels for dates.



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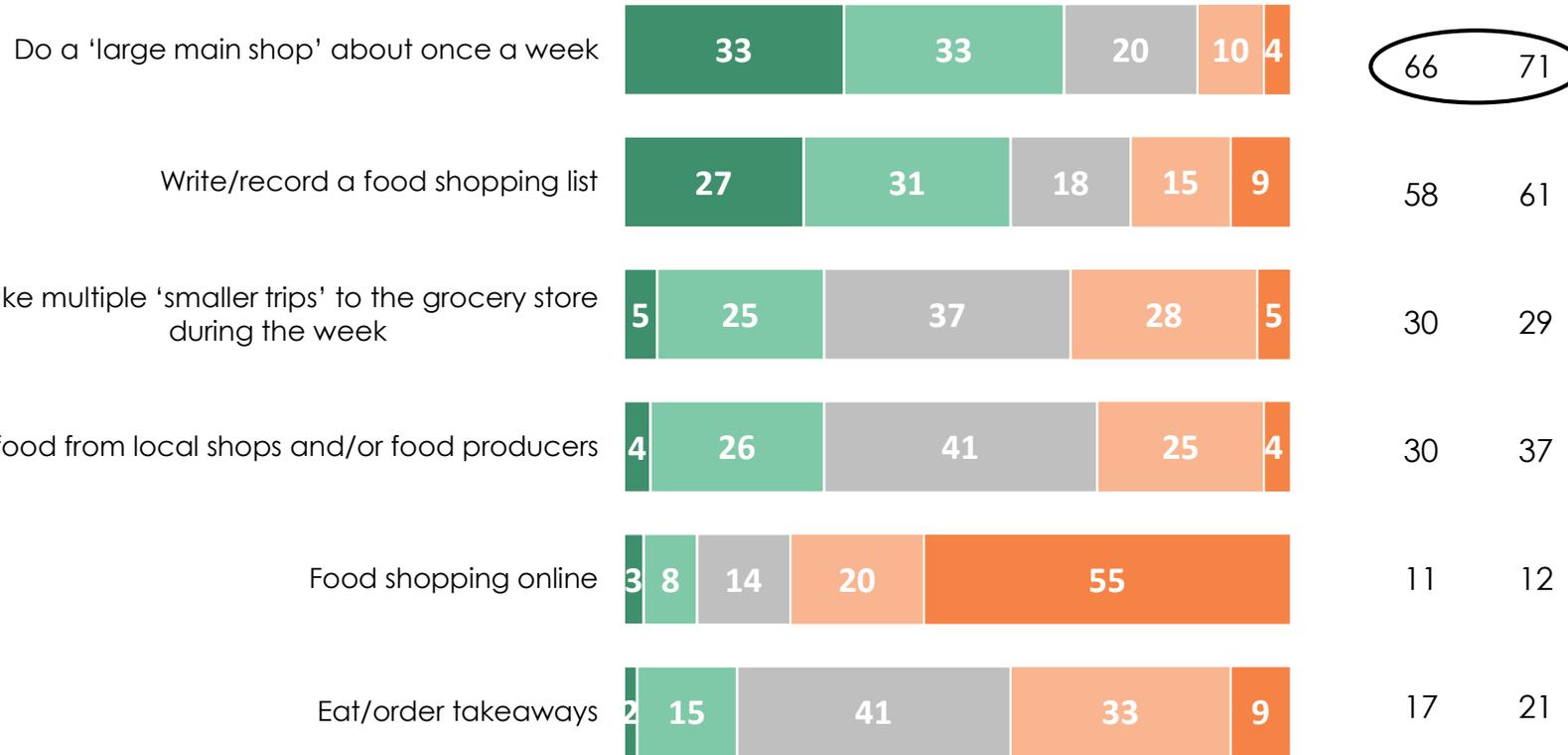


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Food Shopping Behaviour

■ Always ■ Regularly ■ Occasionally/Sometimes ■ Rarely ■ Never

NET
(Regularly/Always)
2022 2021



We often write shopping lists but we don't always stick to them.

- 58% of people frequently 'write a shopping list' and this is slightly down from 61% in 2021.
- We are a little less likely to do a large main shop - 66% of people now indicate they do a 'large main shop' about once a week - down from 71% in 2021.
- 30% of people say they frequently buy local.
- Our shopping behaviours are changing away from Covid associated norms.

Q9. Thinking over the past 12 months, how frequently did you do the following? RANDOMISE OPTIONS Base: All Adults: 1,013



Food Shopping Behaviour Across Demos

■ Under-index sig diff
■ Over-index sig diff

NET (Regularly/Always)	Total	Gender		Age						Parents	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Yes	No
	1013	496	517	146	157	200	176	144	190	338	675
	%	%	%	%	%	%	%	%	%	%	%
Do a 'large main shop' about once a week	66	63	69	52	62	73	72	65	67	73	62
Write/record a food shopping list	58	51	63	45	50	61	62	59	63	58	57
Make multiple 'smaller trips' to the grocery store during the week	30	27	33	34	34	31	26	29	28	29	31
Buy food from local shops and/or food producers	30	32	28	37	23	30	26	23	40	28	31
Eat/order takeaways	17	18	16	18	27	19	20	15	5	20	15
Food shopping online	11	9	14	15	14	15	8	10	6	16	9

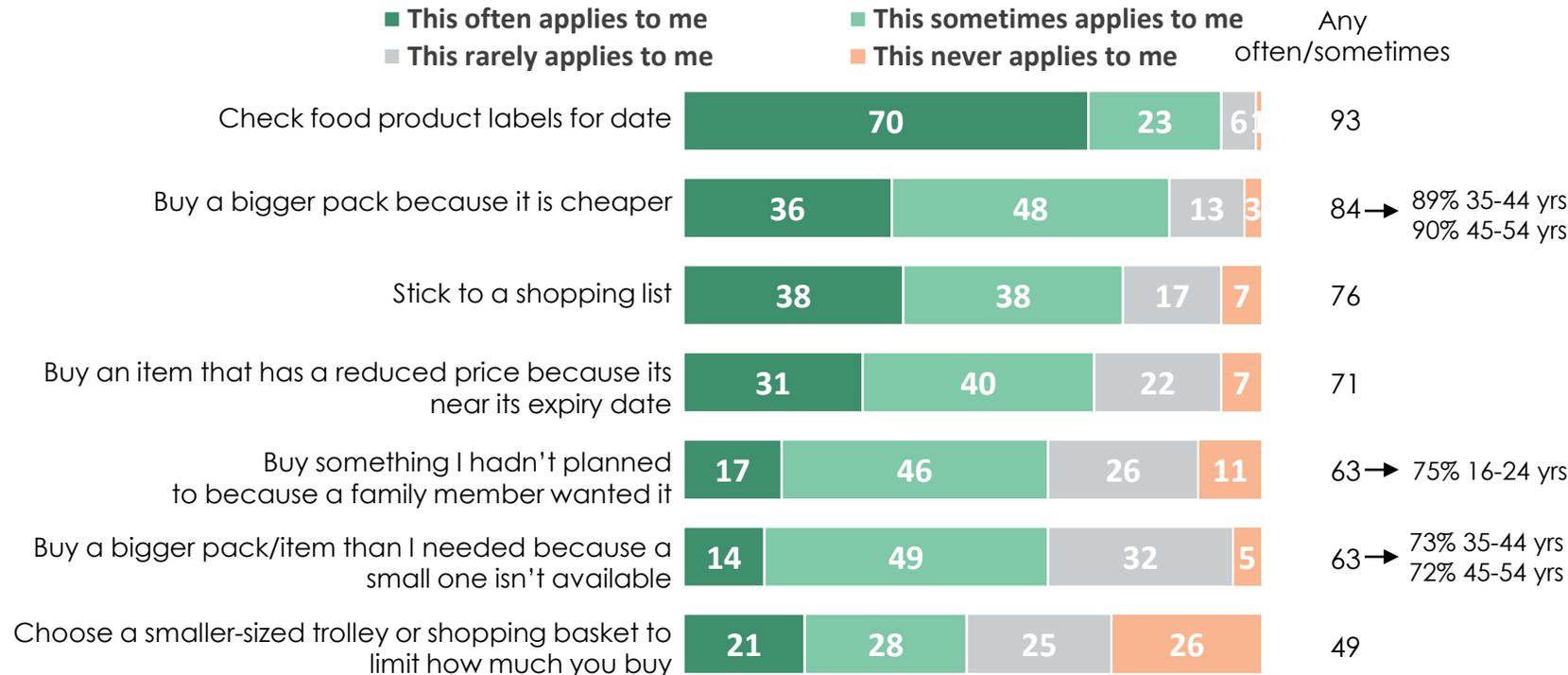
Our shopping behaviours exhibit a series of demographic patterns:

- The large weekly main shop peaks among Parents.
- Writing a shopping list is more common amongst women...
- ..and is much less likely among young adults (under 35 years).
- Takeaways are far more frequent among those 25-34 years – likely due to a more on the go lifestyle.
- And those 65 years + are much more likely to buy local.

Q9. Thinking over the past 12 months, how frequently did you do the following? RANDOMISE OPTIONS Base: All Adults: 1,013



Food Waste and Shopping Behaviours



Our food waste related shopping behaviours show considerable variation.

- Our strongest tendency remains checking food product labels for dates (Often: 70%).

We can be impulsive in store

- With just 38% often 'sticking to a shopping list'.
- 36% often buying a bigger pack than needed as it's cheaper.
- And 31% often buying an item reduced because of it being near its expiry date.

Q.4 When you do your main food shopping, how frequently does the following apply to you? Base: All Adults: 1,013





Food Waste 2022

TO FIND OUT MORE:

Download Survey Excel data [here](#).

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