



FOOD WASTE: ATTITUDES & BEHAVIOURS NATIONAL SURVEY 2022

Food management knowledge; Part 4 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 knowledge: *Infographic*

Our knowledge of best before dates is good



86%

of people correctly understand the meaning of 'best before' dates on food products.

Our knowledge on storage can be good



84%

of people correctly understand that potatoes are best stored in a dry, dark place.

More younger adults need to understand best before dates



41%

of those aged 16-24 don't know that you can eat food after the 'best before' date.

More people need to understand use-by dates



52%

of people don't know that food can be frozen up to the use-by date.

'More than one quarter of all food is wasted'



41%

of people say the amount of food wasted globally makes a big impression on them.

'The average household can save €700 a year by eliminating food waste'



89%

of people are motivated by the savings they can make by reducing food waste in the home.



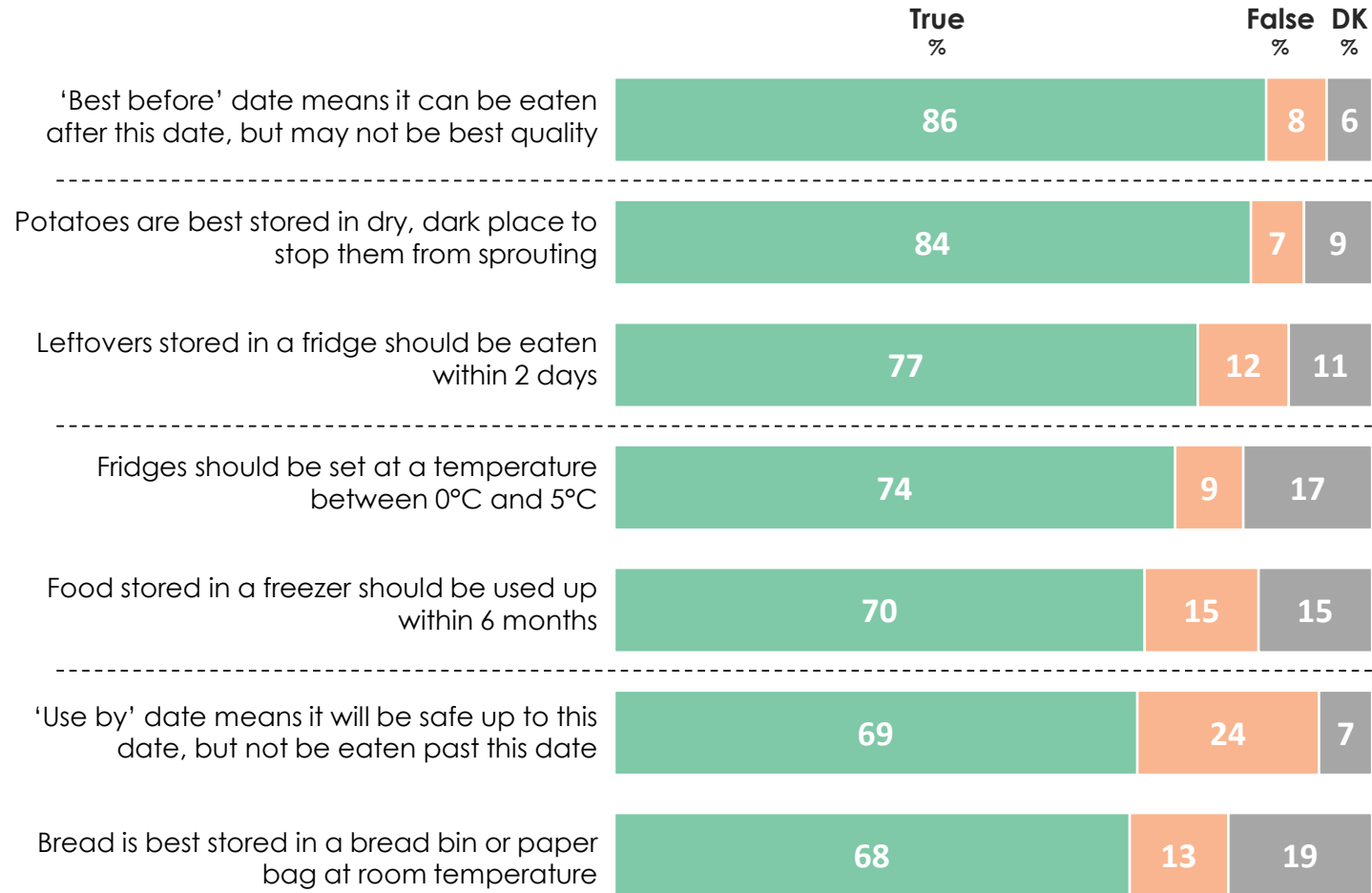
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Food Management Knowledge



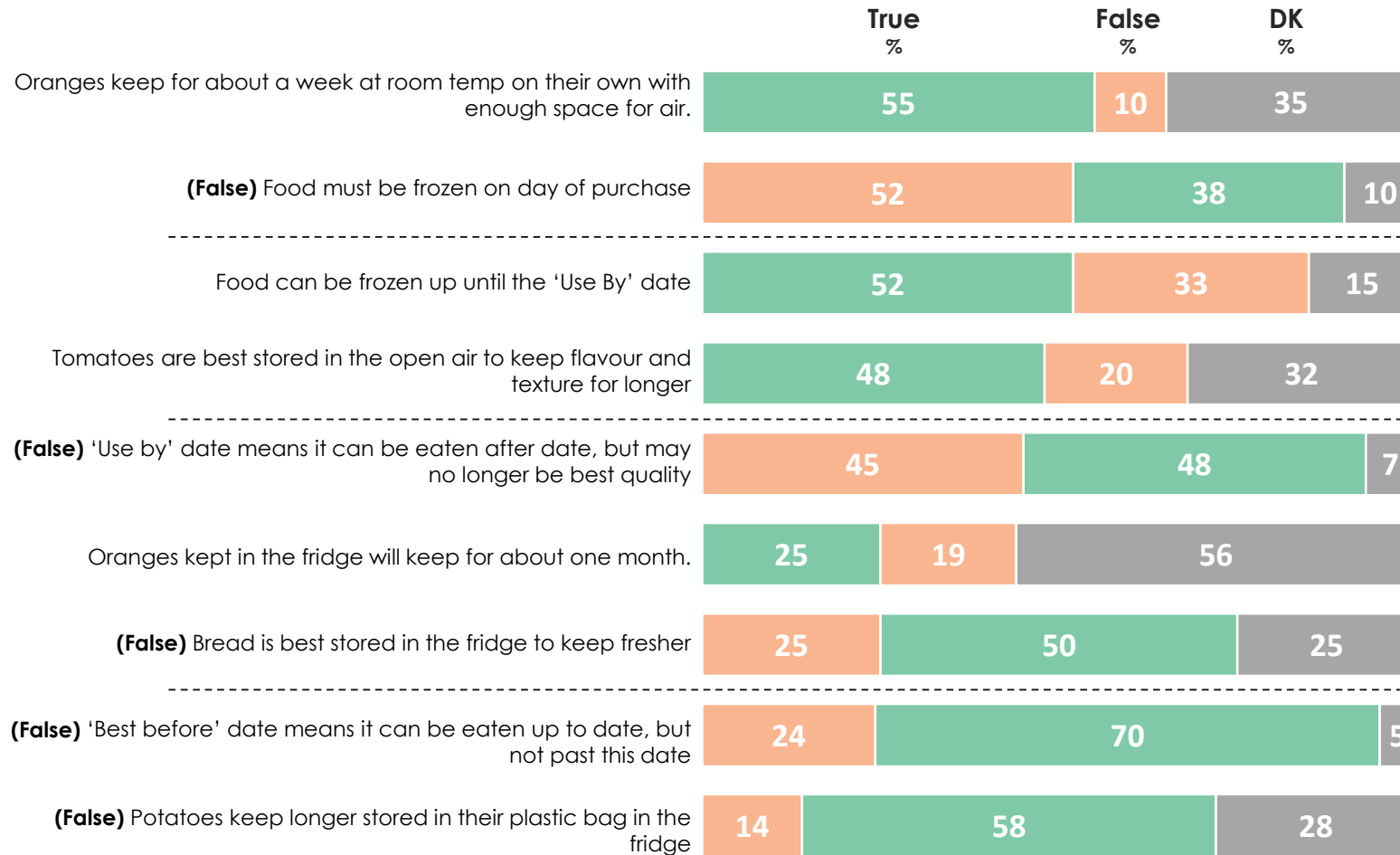
Our knowledge of food management can be good:

- The large majority correctly understand what 'best before' on food products means (86%).
- 84% of people correctly understand that potatoes are best stored in a dry, dark place.
- 77% understand that leftovers should be eaten within two days.

Q.11 For each of the following statements tell us if it is true, or false or whether you just don't know? Base: All Adults: 1,013



Food Management Knowledge



Knowledge of some food management areas needs to be improved.

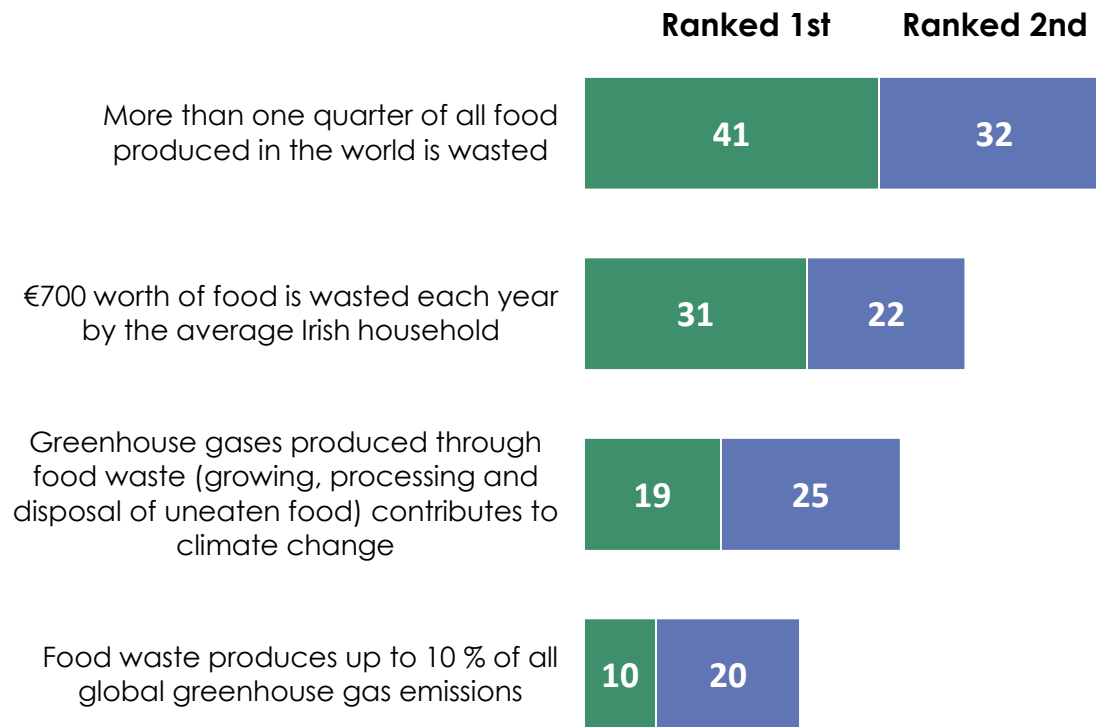
- 41% of those aged 16-24 believe that food cannot be eaten after the 'best before' date.
- Confusion also exists with 'use-by' dates with 45% of people misunderstanding what these dates mean.
- Over half of the population (52%) incorrectly believe that food must be frozen on the day of purchase, and we are also less confident around where best to store certain items.

Q.11 For each of the following statements tell us if it is true, or false or whether you just don't know? Base: All Adults: 1,013



Food Waste Facts

How important and/ or how big an impression they make on you...



Which food waste facts make the biggest impression?

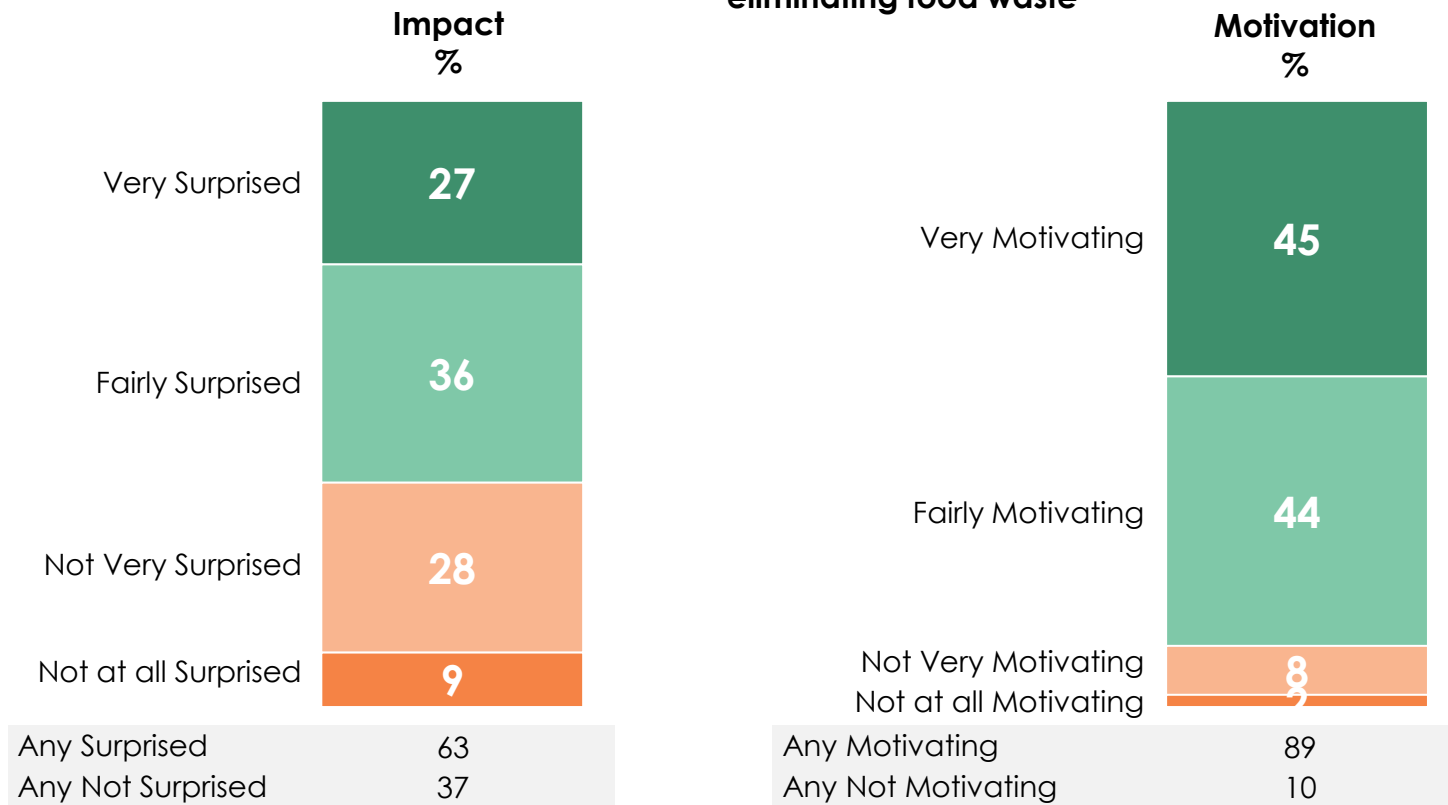
- The statement that makes the biggest impression on people is the fact that more than one quarter of all food is wasted.
- The statement that makes the next biggest impression is the fact that €700 worth of food is wasted each year by the average Irish household.
- Of least impact is 'Food waste produces up to 10% of all global greenhouse gas emissions'.

Q.15 Please see below a series of factual statements on Food Waste. Please rank these statements in order of how important and/ or how big an impression they make on you... Base: All Adults: 1,013



Food Waste & Household Savings

National research indicates the average household can save €700 a year by eliminating food waste



Savings you can make by reducing food waste is a strong motivating factor.

- Most people (over 6 in 10) find the economic impact of food waste on households surprising.
- Most people are motivated (almost 9 in 10) to reduce food waste in their home when they learn the economic impact of food waste in their home.

Q.15d To what extent are you surprised or not by this potential level of savings?
 Q.15e And to what extent do you find the above motivating to reduce the food waste in your home? Base: All Adults: 1,013





Food Waste 2022

TO FIND OUT MORE:

Download Survey Excel data [here](#).

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