



FOOD WASTE: ATTITUDES & BEHAVIOURS NATIONAL SURVEY 2022

Food waste concerns and future intentions; Part
5 of 5 series

EPA Circular Economy Programme and B&A

CIRCULAR ECONOMY PROGRAMME

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



Rialtas 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**



CIRCULAR ECONOMY PROGRAMME

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



Riailtas na hÉireann
Government of Ireland

Food waste concerns and future intentions: *Infographic*

Cost of living concerns



75%

of people are concerned with the price of food (up from 60% year on year).

Cost of food waste



77%

of people are concerned about the wasted money from throwing out uneaten food.

Cost of wasting nutritious ingredients



72%

of people are concerned about the waste of healthy/nutritious ingredients.

Food waste and climate change link



46%

of people see a clear link between food waste and climate change.

People are willing to check what food they have



53%

of people are very willing to check what food they have at home before going shopping.

People are willing to keep a shopping list



47%

of people are very willing to keep a list of the food they need to buy.



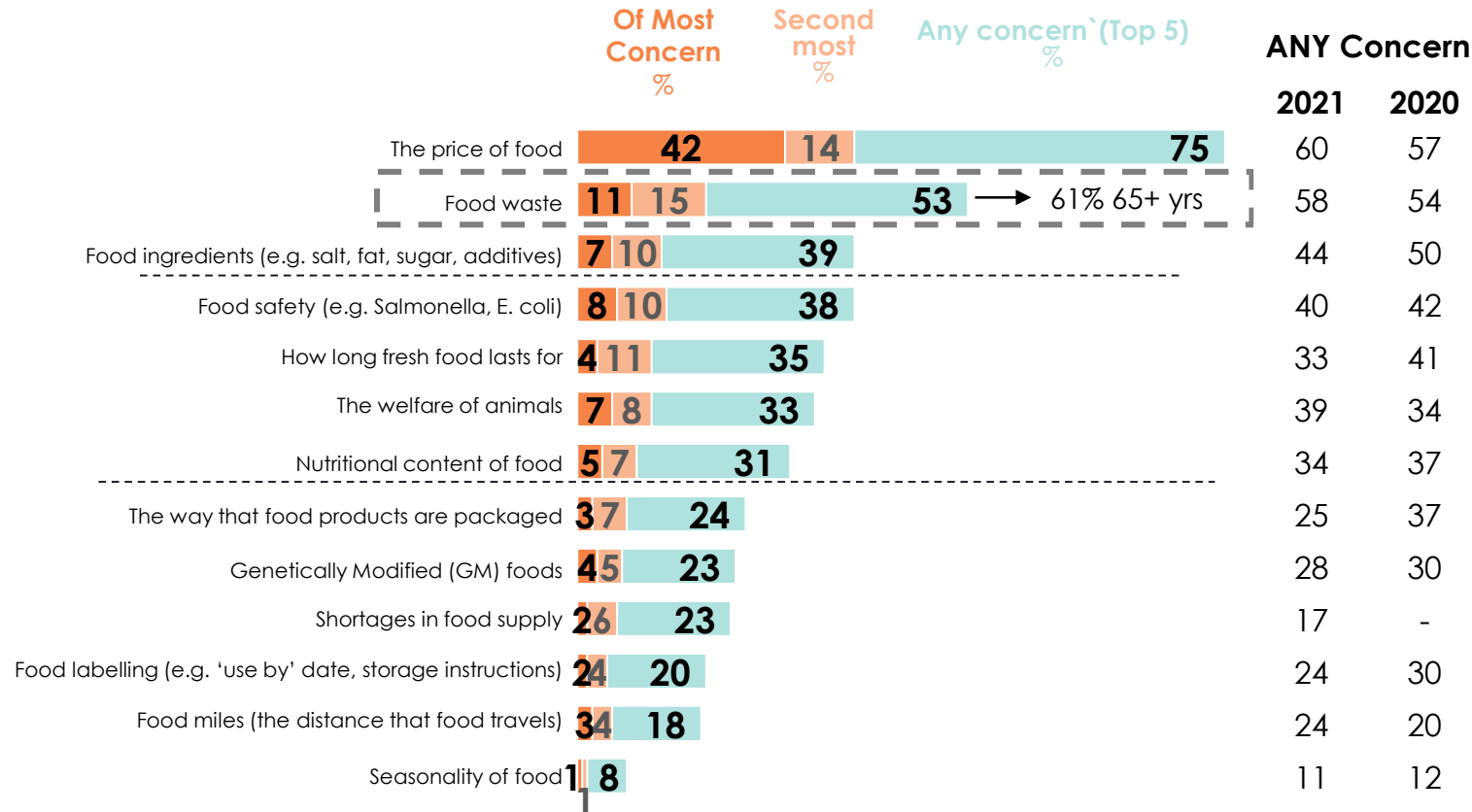
CIRCULAR ECONOMY PROGRAMME

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



Rialtas na hÉireann
Government of Ireland

Concerns About Food Issues



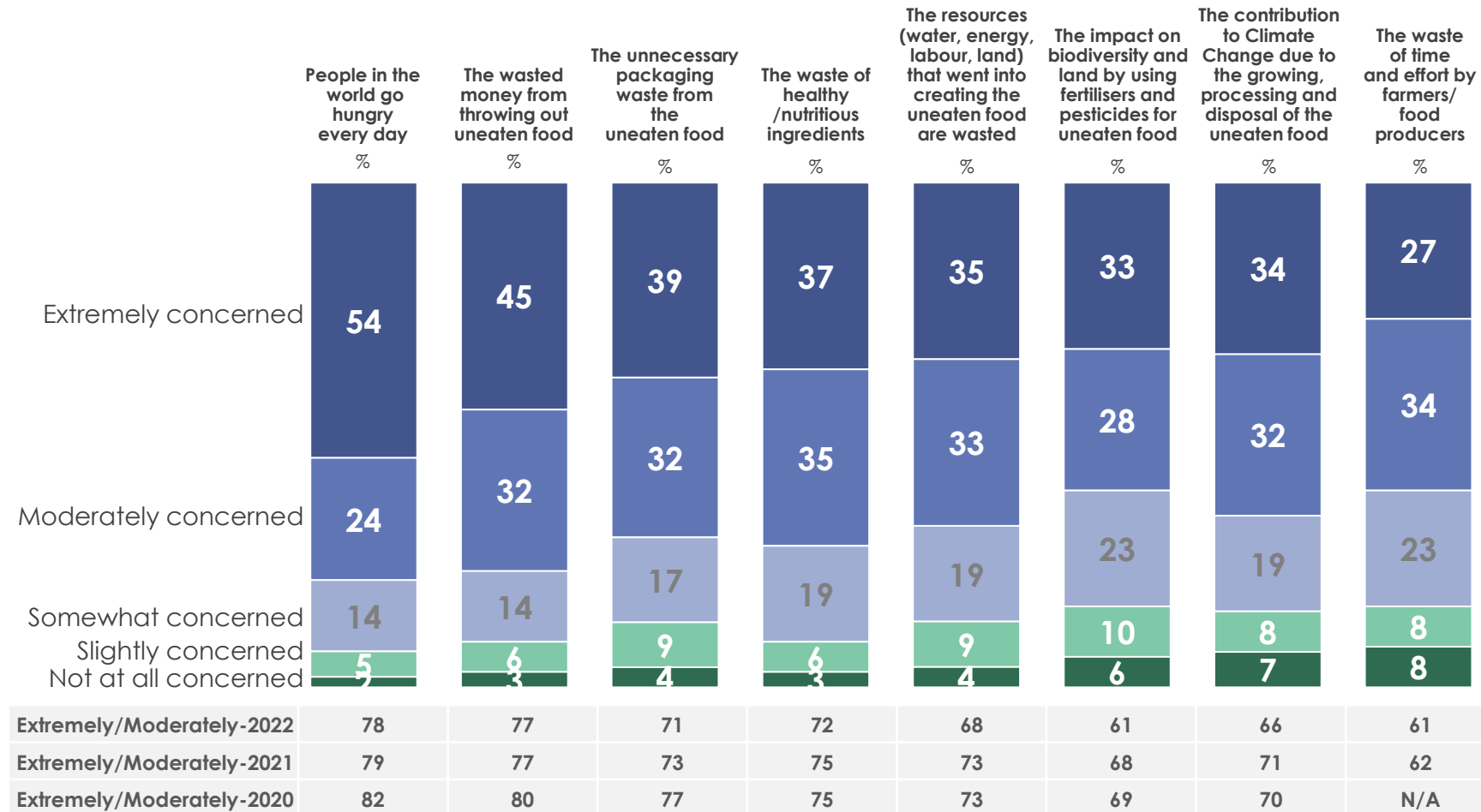
Food waste remains the second most concerning food issue amongst the Irish population.

- 53% of people say food waste is one of their top five food issues.
- Concern for food waste is high across all age groups, peaking among those over the age of 65 years.
- The cost of living has increased our food concerns; concern around the price of food rose sharply in 2022 (and is very consistent demographically).

Q.1a Which if any of the following food issues most concern you? CHOOSE UP TO 5 OPTIONS.
 Q.1b And which one is of MOST concern to you?
 Q.1c And which is second most concerning to you? Base: All Adults: 1,013



The Politics of Food Waste; Personal Concerns



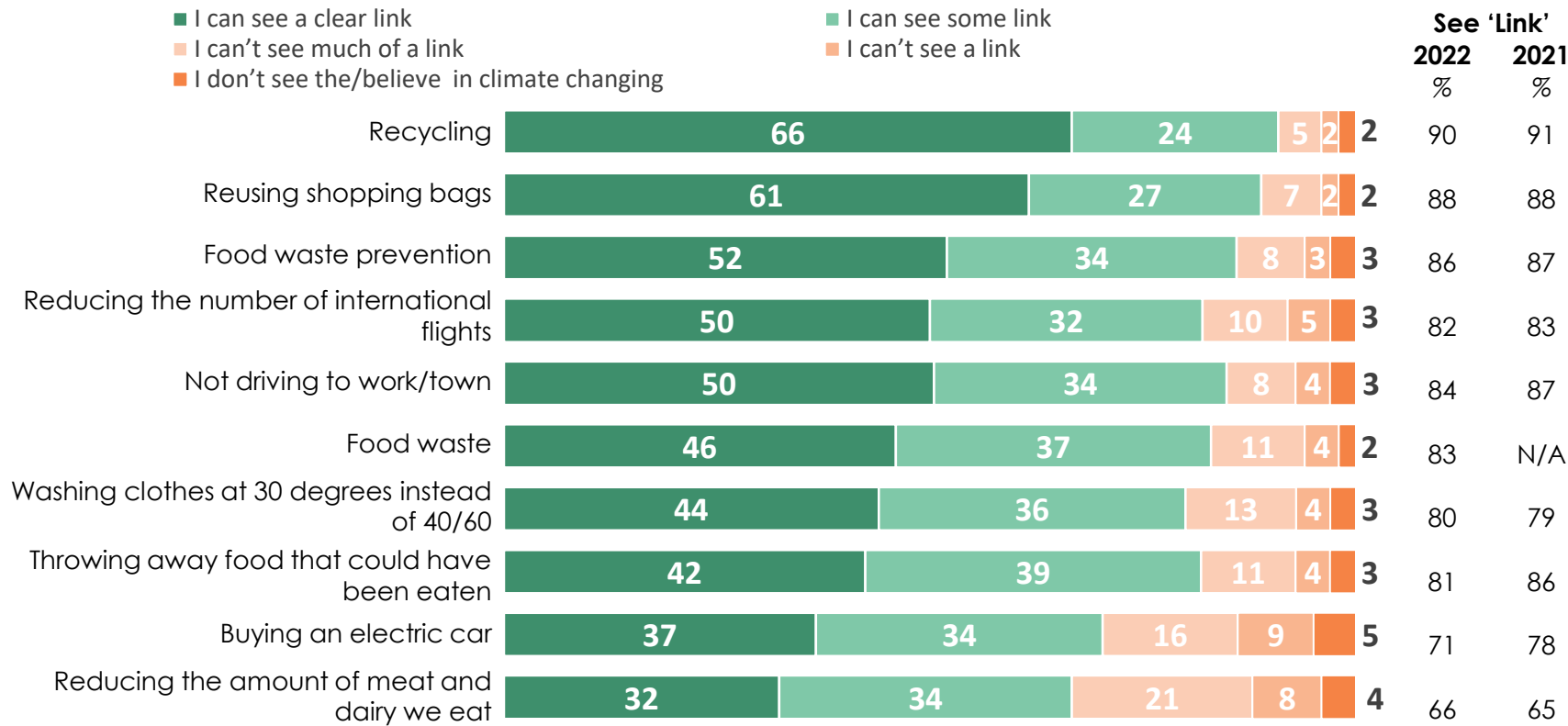
Most are concerned about the wasted money from throwing out uneaten food.

- The most concerning issue is that people in the World are going hungry every day.
- 77%** of people are concerned about the wasted money from throwing out uneaten food.
- 72%** are concerned about the waste of healthy/nutritious ingredients.
- Concerns about the environment appear to have declined, possibly reflecting the increase in concerns about the cost of living.

Q.2a And now focusing your attention to food waste in particular, how concerned are you about the following? Base: All Adults: 1,013



Link Between Key Behaviours and Climate Change



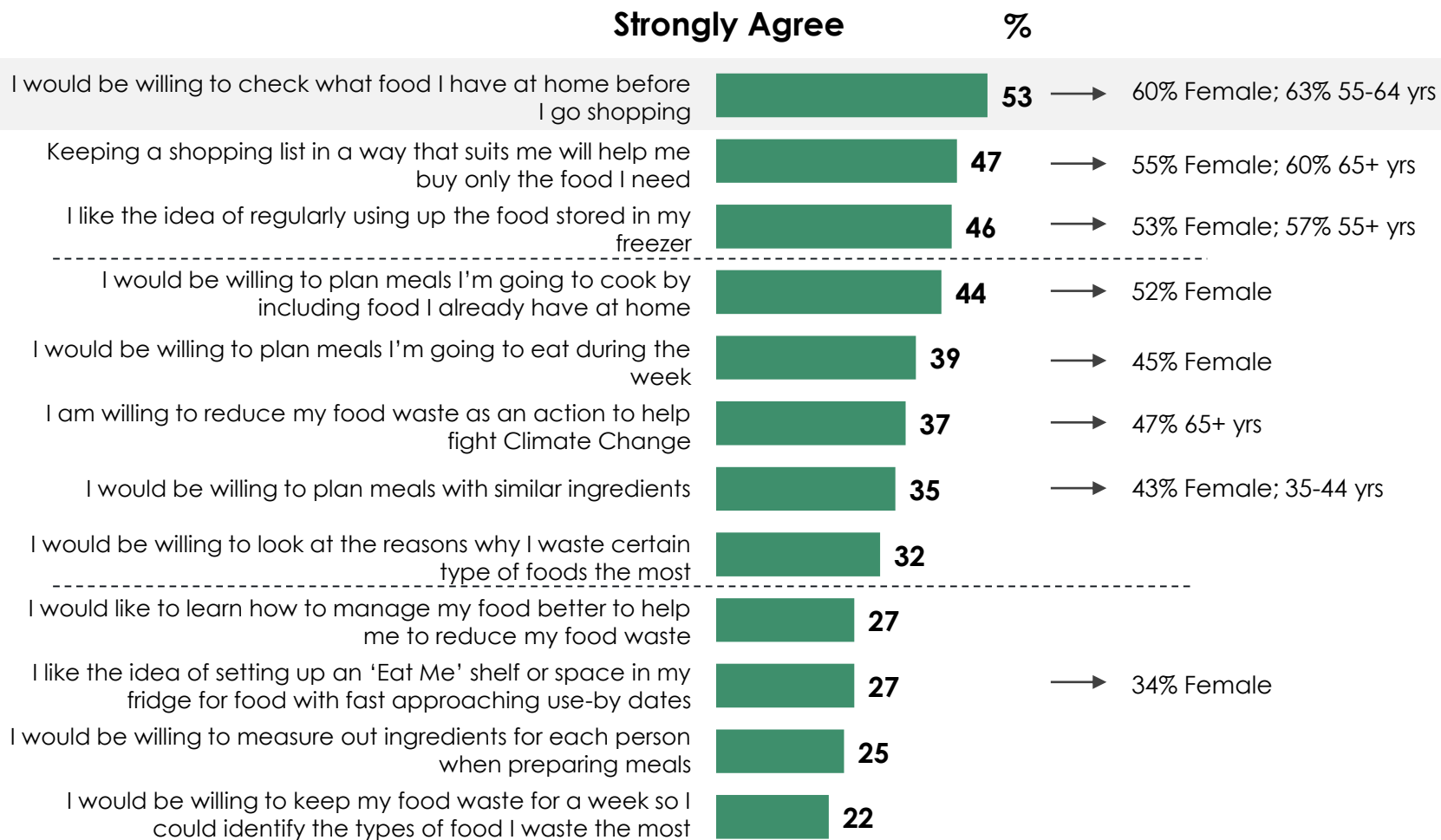
Under half the population see a clear link between food waste and climate change

- 46% of people see a clear link between food waste and climate change.
- 66% of those aged 65+ see a clear link between food waste and climate change.
- 45% of those aged 25-34 see a clear link between food waste and climate change.
- 52% of people see a clear link between climate change and recycling food waste (e.g. home composting, brown bin collection, etc.).

Q.14 To what extent do you see the link between the following statements and climate change?
 Q15c. To what extent do you see the link between reducing food waste and climate change? Base: All Adults: 1,013



Future Intentions for Food Waste



People are willing to take actions to reduce food waste.

- People are most willing to check what food they have before going shopping and to keep a shopping list to reduce food waste.
- People are also willing to use up food in the freezer and plan their meals to reduce food waste.
- Intentions to reduce food waste typically peak among women.
- The senior age groups (65 years+) appear the most willing to reduce food waste as an action to help fight Climate Change.
- People are less inclined to measure out ingredients or keep and examine a week's food waste.

Q.15b To what extent do you agree or disagree with the following statements? . Base: All Adults: 1,013





Food Waste 2022

TO FIND OUT MORE:

Download Survey Excel data [here](#).

Email us: cep@epa.ie

Check our website: www.epacirculareconomy.ie

Follow us on Twitter and Instagram: @EPAIreland

Follow us on LinkedIn

CIRCULAR ECONOMY PROGRAMME

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



Riailas na hÉireann
Government of Ireland

B&A
RESEARCH
& INSIGHT