

# Barriers and opportunities for out of home food waste

## Appendix - Pubs



# Introduction

- The slides in this pack present key results from a survey conducted as part of the WRAP research study on out of home food waste prevention.
- The survey was conducted via ICM's online panel on behalf of Brook Lyndhurst and WRAP.
- A total of 1,098 individuals were asked about their experiences the last time they ate out in a pub; the results are based on the answers given by those individuals.
- Respondents were separated into two broad groups:
  - People who reported having not finished eating their meal on the occasion in question were classified as '**meal leavers**'.
  - People who reported not having left any food at the end of their dining experience were classified as '**non-meal leavers**'.
- As with any survey, the results are subject to statistical limitations, but the results presented give a powerful initial insight into who wastes food when eating out in pubs; why; and what might be done about it.

# Guide to the slides

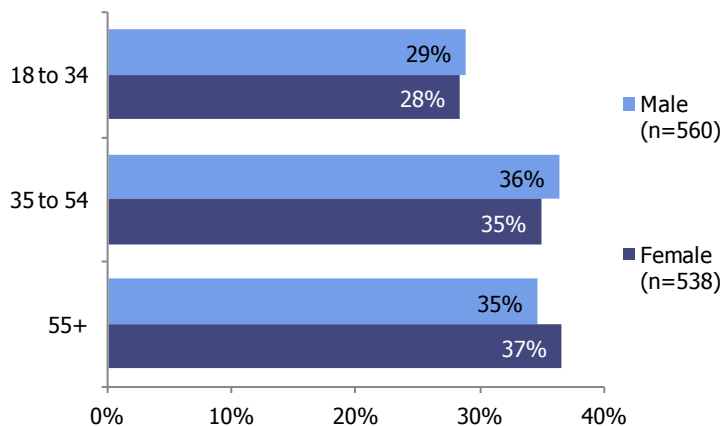
- **Slides 5, 6 and 7** present characteristics of the survey respondents who had eaten out in a pub and of the occasion to which their answers referred;
  - **Slides 8 to 14** focus on 'meal leavers' – who they are, what food they left, and why;
  - **Slides 15 to 21** present findings on the attitudes towards food waste of all the survey respondents, together with suggestions from respondents on what might be done to reduce food waste; and
  - **Slide 22**, finally, presents key points from across the findings.
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- The charts and tables in the slides follow a common format, so that:
    - Where there is a particularly noteworthy finding in a chart or a table, the relevant figure(s) have been circled in **red**
    - Where there is a statistically significant difference between meal leavers and non-meal leavers at the 5% risk level (95% confidence interval), this is highlighted in charts and tables using `\*`;
    - Where a `Q` is followed by a letter (e.g. QE) or number (e.g. Q1) this refers to the specific question in the online questionnaire;
    - Irrelevant responses with low percentages (e.g. 'don't know' or 'not applicable') have been removed. This means that percentages for a single code question may not always add up to 100% or that counts/frequency do not add up to the base shown;
    - Due to rounding and weighting the counts may not always exactly add up to the base shown;
    - Analysis that drew from questions that were not prompted (i.e. open-ended) are marked; and
    - Where different bases are used this is highlighted in a footnote on the slide.

# Statistical notes

- The achieved sample of those eating out in pubs (1,098) was weighted to make it representative of the population known to eat in pubs.
- The effective base tells us the impact of the weights on our sample. The effective base for this sample is 441.
- The weighting efficiency is the ratio of the effective base to the sample. The weighting efficiency for this sample is 40.1%.
- The range of weighting factors on this sample was 0.03 to 4.73.
- Margins of errors at a 95% confidence interval express the amount of random sampling error in a survey's result. The larger the margin of error, the less confidence one should have that the reported results are close to the 'true' values for the whole population. There is a 95% chance that the true value lies within the range given.
- In the most strict sense margins of errors should only be applied to randomly selected samples that are nationally representative. Below we list some examples of applying margins of errors to this sample.
  - When looking at a proportion of the total sample of those eating in pubs (1,098) a response at 50% has a margin of error of  $\pm 2.96\%$  while a response at 10% has a margin of error of  $\pm 1.77\%$  for a 95% confidence level.
  - When looking at a proportion of the pub meal leavers sample (355) a response at 50% has a margin of error of  $\pm 5.2\%$  while a response at 10% has a margin of error of  $\pm 3.12\%$  for a 95% confidence level.
  - When looking at a proportion of pub non-meal leavers sample (743) a response at 50% has a margin of error of  $\pm 3.6\%$  while a response at 10% has a margin of error of  $\pm 2.16\%$  for a 95% confidence level.

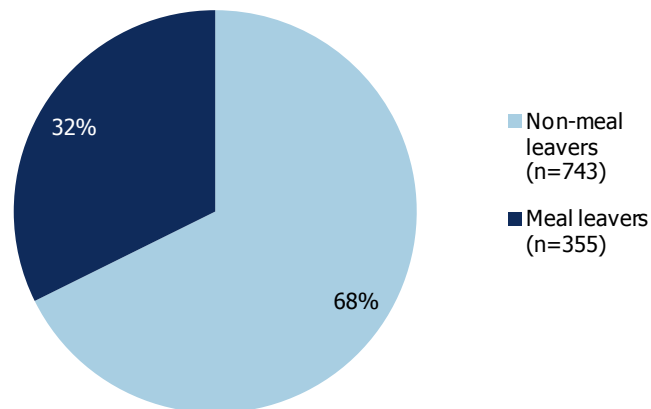
# Who eats in pubs?

**Age and gender profile**



Base: All respondents (1,098)

**Proportion of meal leavers**

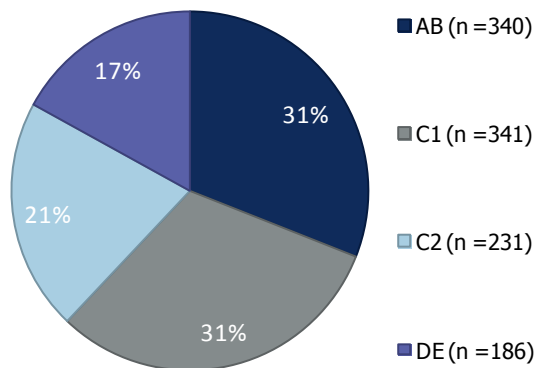


Base: All respondents (1,098)

- Approximately equal proportions of men and women ate in pubs;
- The age distribution of those eating in pubs was the same for men and women;
- 32% of those who ate in pubs were meal leavers.

# Who eats in pubs?

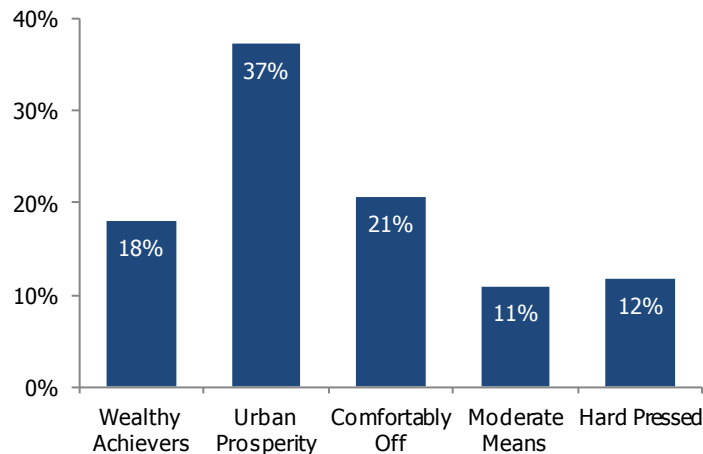
**Social grade**



Base: All respondents (1,098)

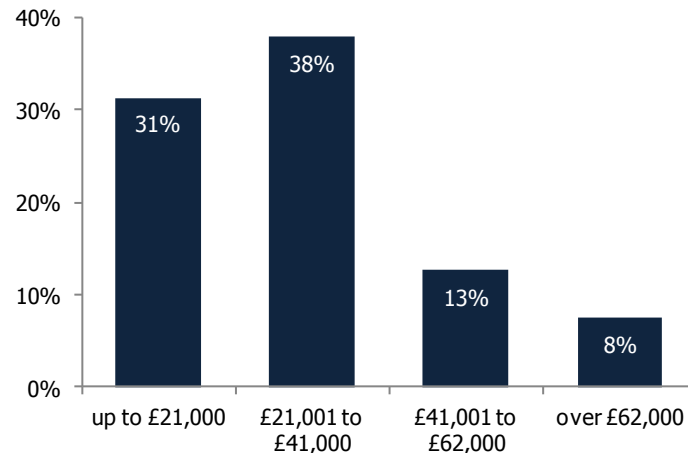
- 62% of those eating in pubs belong to higher social grades (AB and C1);
- This is echoed by the Acorn classification which tells us that pub diners tend to be wealthy: 37% are 'Urban Prosperous' and 21% are 'Wealthy Achievers'.

**Acorn classification**



Base: All respondents (1,098)

**Household income**



Base: All respondents (1,098)

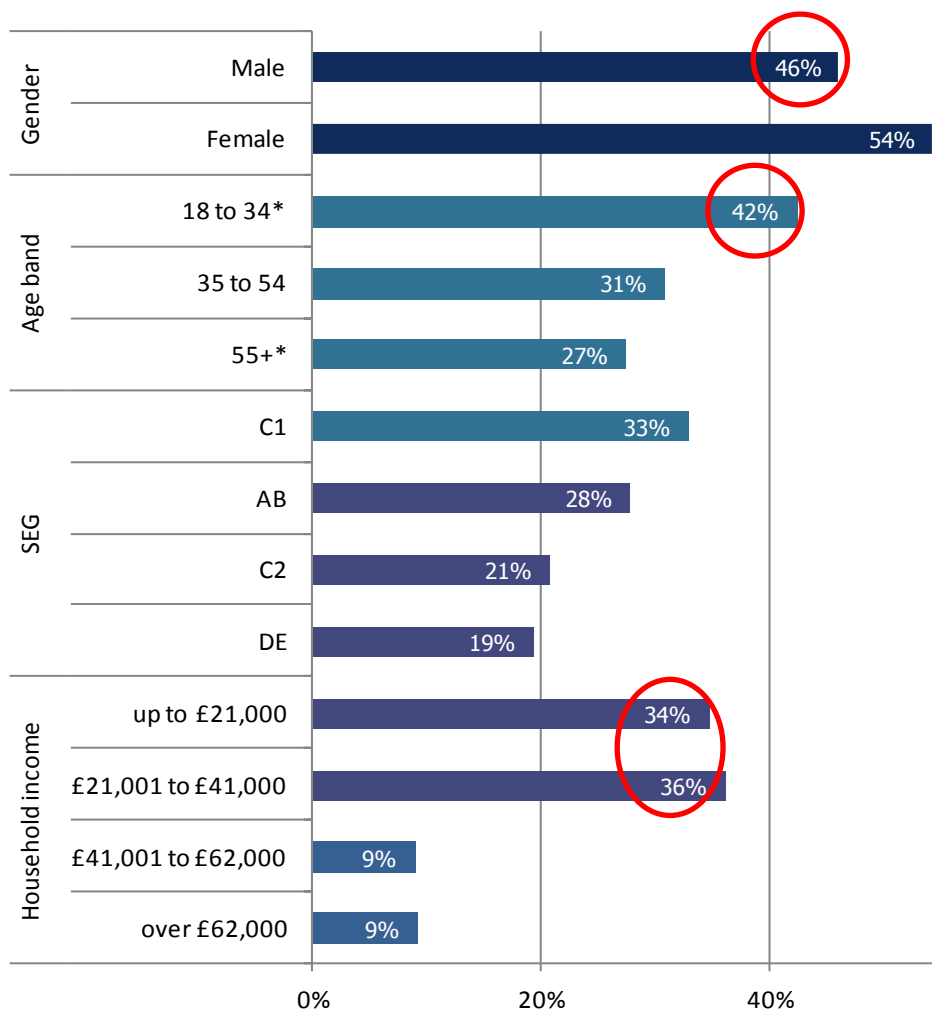
# Eating out experience

Base: 1,098 (All respondents)	Frequency	%
<b>QE. Date of eating out occasion</b>		
In the last week	339	31%
In the last 2 weeks	286	26%
Between 2 weeks and a month ago	259	24%
Between 1 to 2 months ago	134	12%
<b>QF. Description of the pub</b>		
Casual dining restaurant	941	86%
<b>Q1. Type of meal</b>		
Lunch	454	41%
Evening meal	556	51%
<b>Q7. Have they eaten there before?</b>		
Yes - this restaurant/outlet	818	75%
<b>Q8. Familiarity with the menu</b>		
Very	261	24%
Quite	516	47%
Not very	172	16%
Not at all	147	13%

Percentages less than 10% of the total base (1,098) are not displayed

- 57% of those who ate in pubs did so in the last week or last couple of weeks;
- Almost all of those who ate in pubs (86%) described the venue as a casual dining restaurant;
- Around half (51%) had an evening meal in the pub;
- Familiarity was high - 83% had eaten in the same pub or one in the same chain before; and
- Less than a third (29%) were unfamiliar with the menu.

# Profile of people who leave food in pubs

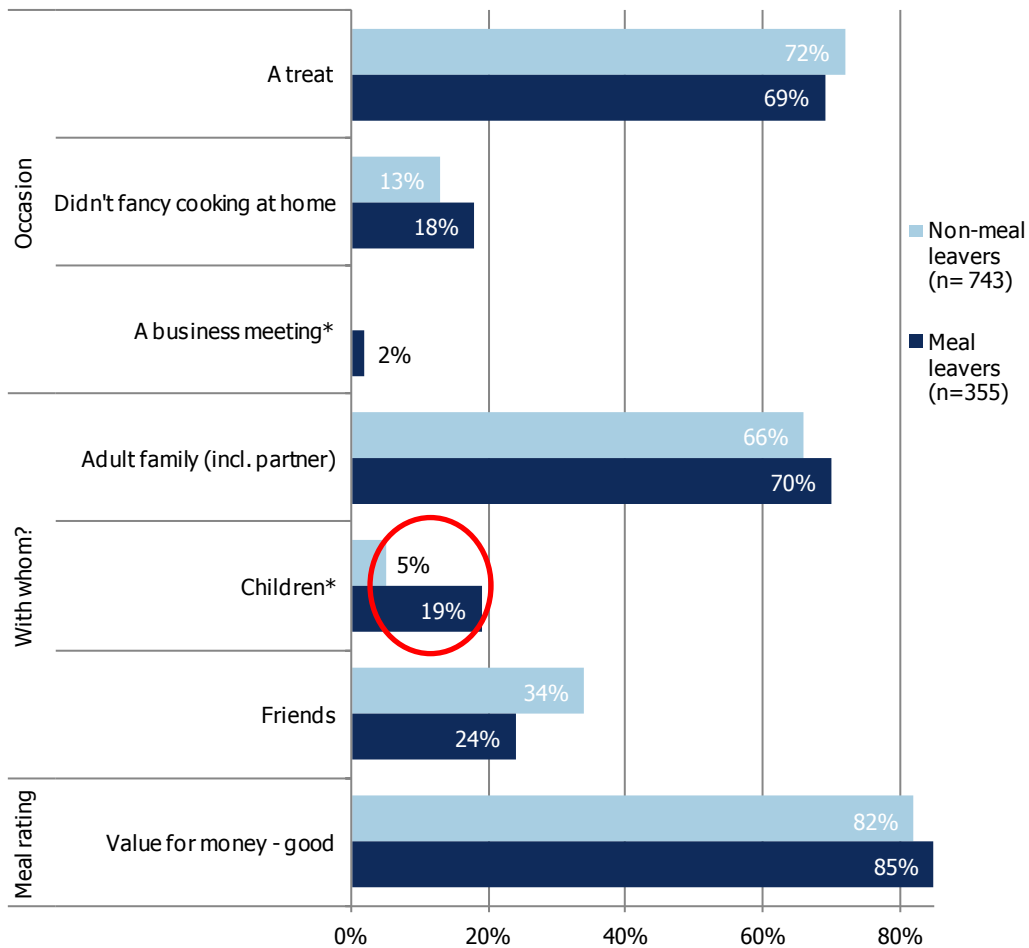


This chart breaks down meal leavers in the sample by socio-demographics;

- 54% of meal leavers in pubs are women and 46% are men;
- Individuals belonging to the youngest age category (18-34) are most likely to be meal leavers;
- Meal leavers tend to be more represented among lower income bands: 70% of them have an household income of £41,000 or less.



# Profile of people who leave food in pubs

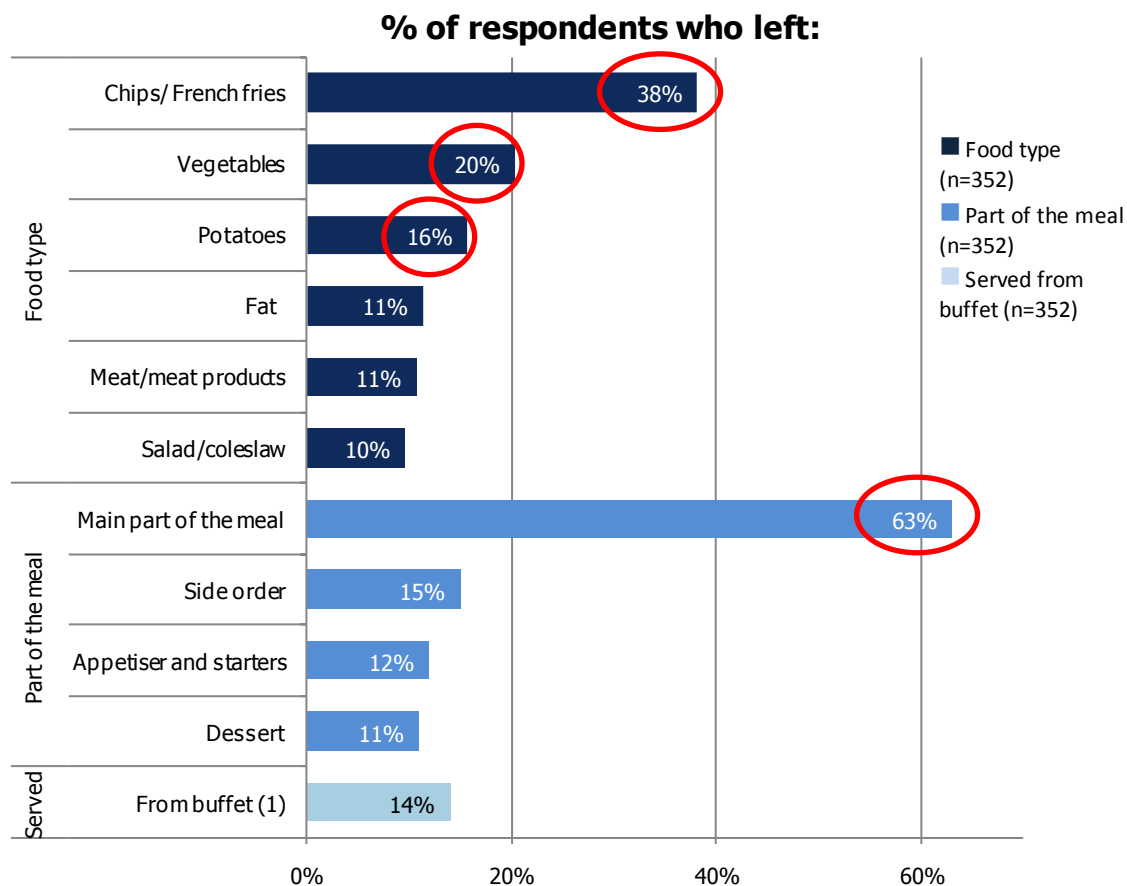


This chart breaks down both meal leavers and non-meal leavers in the sample by details of the eating out occasion:

- In most respects, there were few differences between meal leavers and non-meal leavers in terms of the particular occasion on which they were eating in a pub;
- However, around one in five meal leavers (19%) were eating in the company of children against just 5% of non-meal leavers.

This chart shows a selection of variables for which the response is greater than 10% of the total base (1,098) unless there is a significant difference in between meal leavers and non-meal leavers.

# Food left in pubs



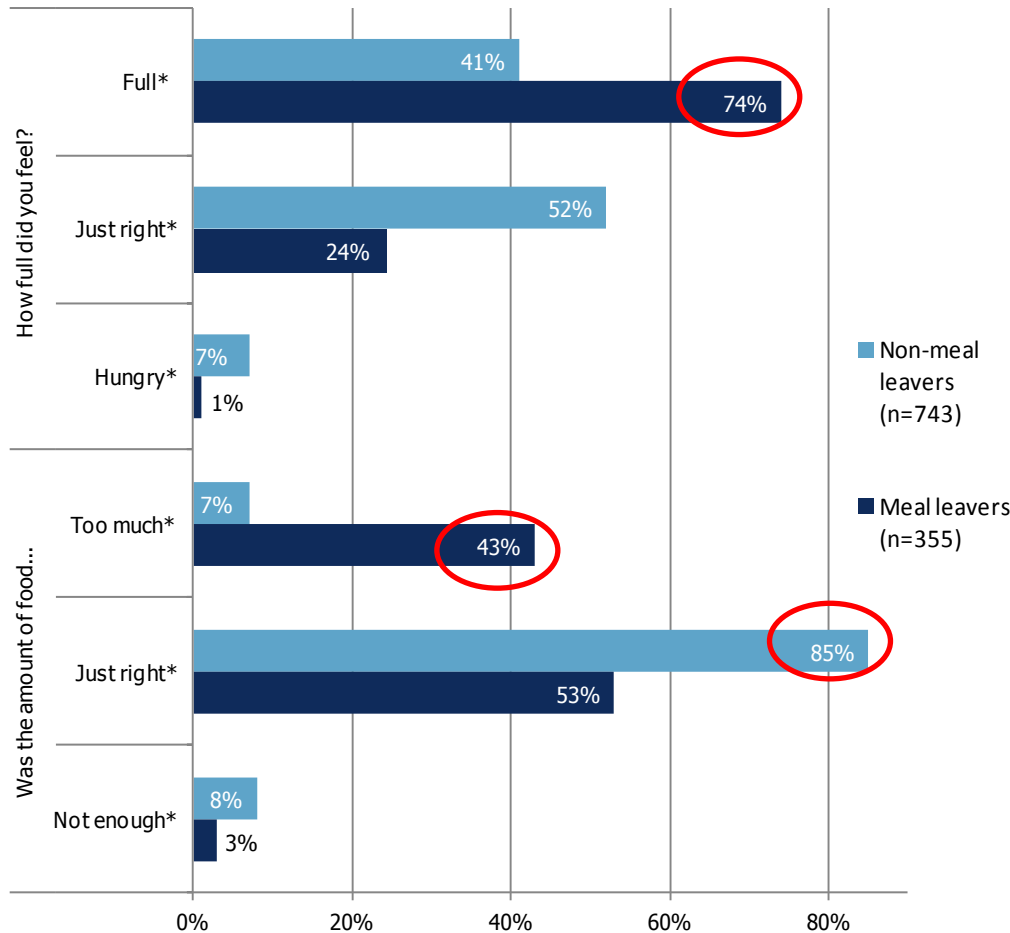
➤ Accompaniments (notably chips, vegetables and potatoes) were the most left-behind food, with 38%, 20% and 16% of meal leavers, respectively, reporting having left these foods behind on their plate;

➤ Food from the main part of the meal was more likely to be wasted than from any other course: 63% of meal leavers left food from their mains.

Percentages less than 10% are not displayed.

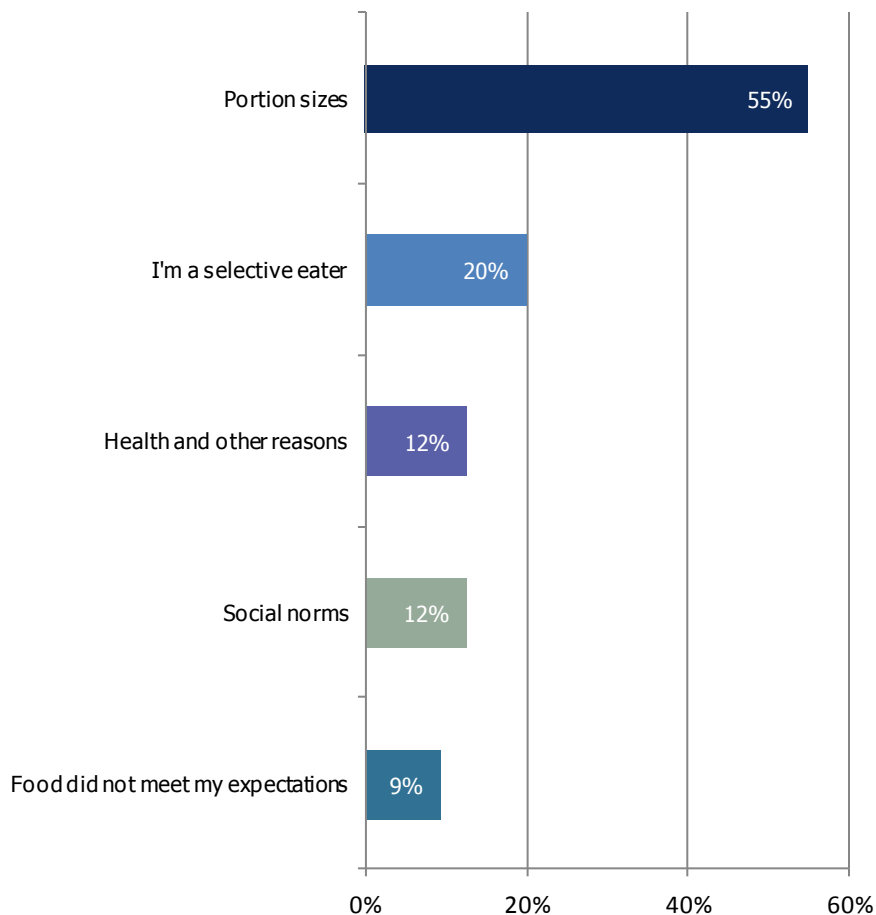
(1) Base for this specific question is all those who served themselves from a counter or buffet, and all those who cited a type of food left at Q29.

# How full are you after a pub meal?



- Nearly three quarters (74%) of meal leavers felt full after their pub meal. Less than a quarter felt just right;
- Although just over half of meal leavers claimed that the amount of food they were served in a pub was just right, 43% felt it was too much;
- By contrast, 85% of non-meal leavers reported that the size of their meal was 'just right'.

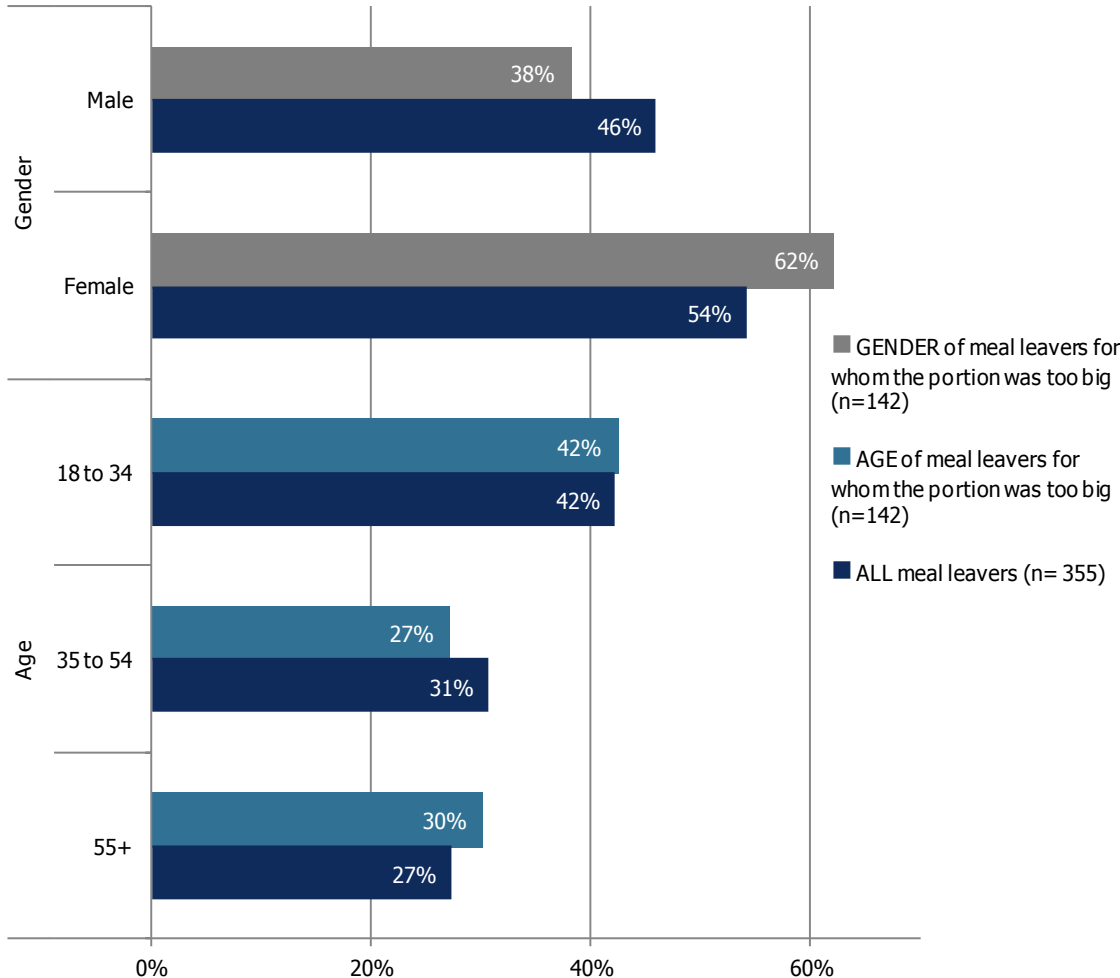
# Reasons given for leaving food



Base: All meal leavers (n= 355)

Base: 355 (All meal leavers)		%
<b>Portion sizes</b>		<b>55%</b>
The portion was too big		41%
I ordered/served myself too much		14%
Food proportions wrong		1%
Full (unspecified)		2%
<b>I'm a selective eater</b>		<b>20%</b>
I am a fussy eater		9%
I left things I didn't like		7%
I didn't like the taste		5%
<b>Social norms</b>		<b>12%</b>
It's normal to leave a bit of food		8%
I didn't want to appear greedy		3%
Other people left their food		2%
<b>Health reasons and other</b>		<b>12%</b>
I'm watching my weight		6%
Inedible		2%
Didn't have enough time		3%
Health reasons (non-weight)		1%
<b>Food did not meet my expectations</b>		<b>9%</b>
The food was/went cold		4%
The food wasn't what I expected		3%
Food was poor quality		2%
Food was badly cooked		2%

# Who finds the portions too big?



This chart breaks down those who found the portion too big by socio-demographics:

- Women are more likely than men to be meal leavers (54% v 46%); and account for 62% of those food leavers who found the portion too big;
- In terms of age bands, the pattern of meal leavers and those that found the portions too big were similar

NB: Sample of those who found the portions too big includes a small number of individuals who wasted drinks rather than food

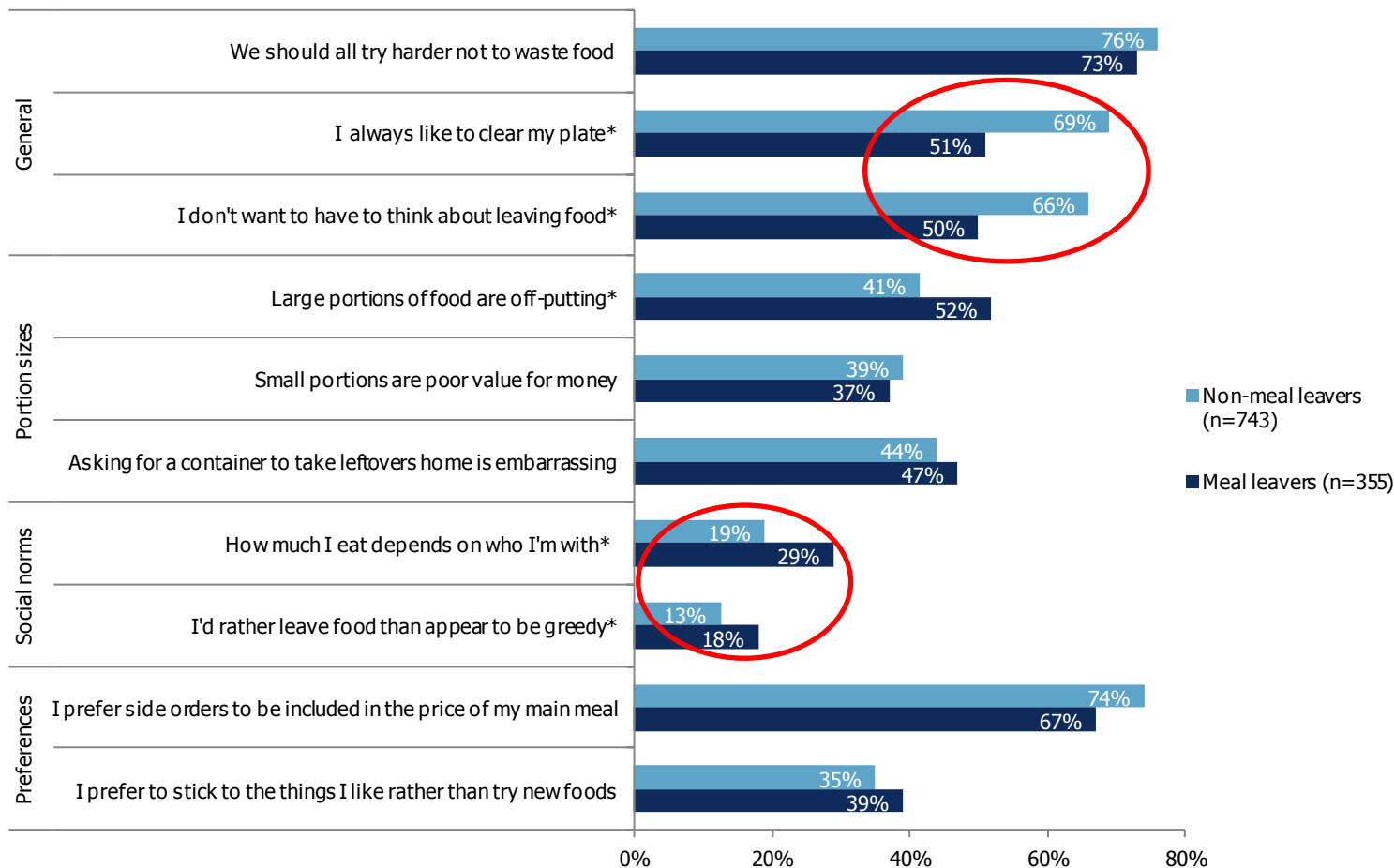
# How are portion sizes experienced?

Base: 1,098 (All respondents) % of respondents who have done/agree with the following:	Total	Meal leavers (n=355)	Non-meal leavers (n=743)
<b>Q42. General behaviours</b>			
Ever asked for advice on portion size (1)	26%	30%	24%
Ever asked for a smaller portion*	26%	34%	22%
Ever asked to have a starter as a meal	46%	49%	44%
<b>Q12. When ordered- this occasion:</b>			
Knew what size the portion was going to be when you ordered	65%	68%	63%
There was a choice of portion size	21%	24%	19%
Asked for information on portion size*	5%	11%	3%
<b>Q14. Staff behaviours- this occasion:</b>			
Suggested specials	20%	21%	20%
Asked if you wanted sides or extras	42%	38%	44%
Offer any advice on portion size*	4%	7%	3%
<b>Q19. The amount of food served was:</b>			
Too much*	19%	43%	7%
Just right*	75%	53%	85%
Not enough*	7%	3%	8%
<b>Q22. At the end of the meal, you felt:</b>			
Full*	52%	74%	41%
Just right*	43%	24%	52%
Hungry*	5%	1%	7%

(1) 64% of meal leavers did NOT ask for advice against 75% of non-meal leavers. This difference is significant.

# Attitudes towards leaving food when eating out

% of respondents who agree with the following statements:



# Attitudes towards leaving food in general

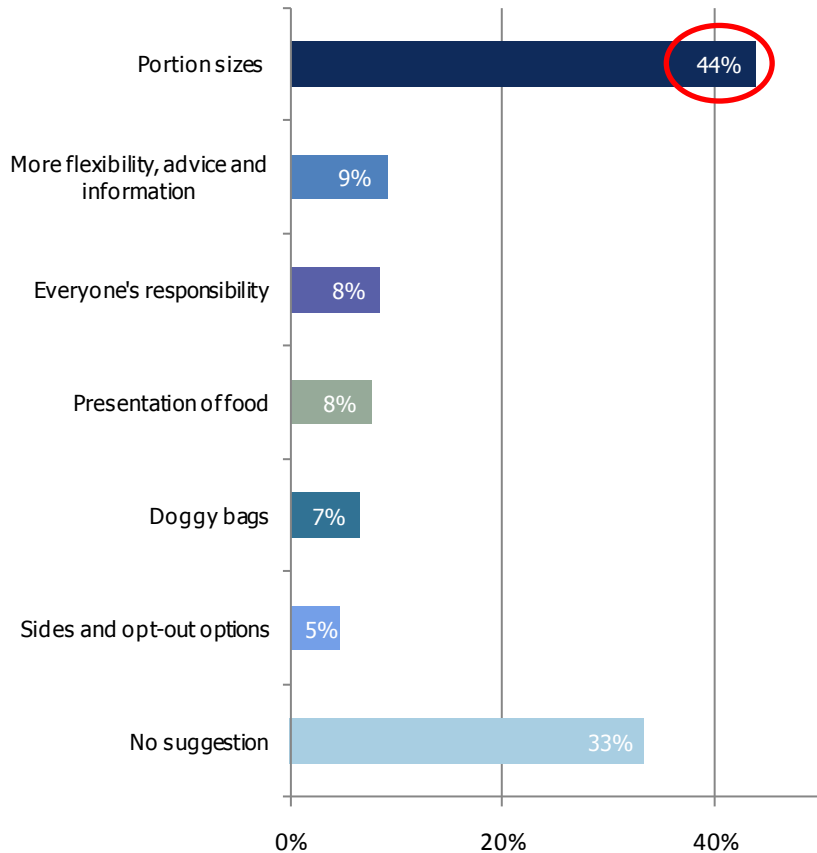
Base: 1,098 (All respondents) % of respondents that:	Total	Meal leavers (n=355)	Non-meal leavers (n=743)
<b>Q36. Often leave food:</b>			
<b>At home</b>			
Eat a meal cooked at home	17%	22%	15%
Eat a take-away meal at home*	11%	18%	7%
<b>Out of home</b>			
Served at your table*	7%	15%	4%
From a counter/self-service*	4%	10%	2%
<b>Q37. 'Bothered' if leaving food:</b>			
<b>At home</b>			
Eat a meal cooked at home	29%	28%	30%
Eat a take-away meal at home	25%	24%	26%
<b>Out of home</b>			
Served at your table*	30%	24%	33%
From a counter/self-service	27%	22%	29%



# Concern about food waste

<b>Q38. Top 5 reasons for being bothered</b> % of those who said they were bothered	<b>Total</b> <b>(n=627)</b>	<b>Meal</b> <b>leavers</b> <b>(n=211)</b>	<b>Non-meal</b> <b>leavers</b> <b>(n= 416)</b>
It's a waste of good food*	71%	58%	75%
It's a waste of money	64%	55%	67%
It makes me feel guilty	27%	27%	26%
It shows I haven't appreciated the food	16%	18%	15%
To leave food is not the done thing	14%	14%	14%
<b>Q39. Top 5 reasons for not being bothered</b> % of those who said they were not bothered	<b>Total</b> <b>(n=422)</b>	<b>Meal</b> <b>leavers</b> <b>(n=163)</b>	<b>Non-meal</b> <b>leavers</b> <b>(n=260)</b>
I'd rather leave food than eat too much	43%	45%	42%
I've paid for it so it's up to me if I want to leave some	37%	38%	36%
Don't consider it a problem	31%	26%	34%
It's not something I think about*	30%	19%	36%
If I don't like it I can't do anything about it	17%	19%	15%

# What can be done to help reduce plate waste?



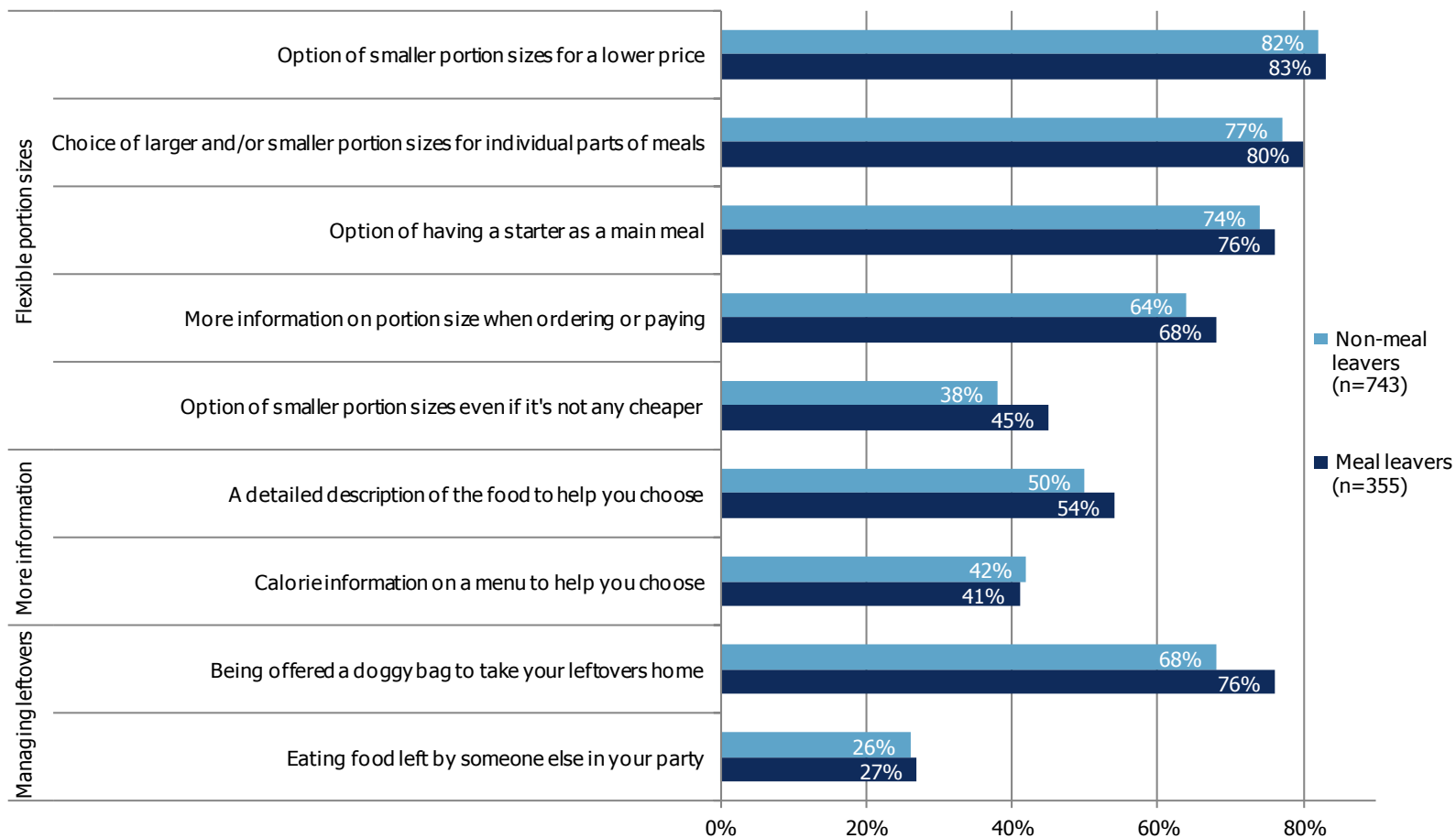
Base: All respondents (n= 1,098)

Base: 1,098 (All respondents) Q40 spontaneous response	Total	Meal leavers (n=355)	Non-Meal leavers (n=743)
<b>Portion sizes</b>	<b>44%</b>	<b>45%</b>	<b>43%</b>
Offer a choice of portion sizes	22%	19%	24%
Smaller portions	17%	21%	15%
Vendor to correct portion sizing	3%	3%	4%
<b>More flexibility, advice and information</b>	<b>9%</b>	<b>5%</b>	<b>11%</b>
Clearer advice and description of portion sizes	7%	3%	8%
<b>Presentation of food</b>	<b>8%</b>	<b>8%</b>	<b>7%</b>
Change quality and presentation of the food	5%	4%	5%
Meals served from common dishes at the table	2%	2%	2%
<b>Everyone's responsibility</b>	<b>8%</b>	<b>8%</b>	<b>9%</b>
It is down to choices individual eaters make	4%	3%	5%
Order less & don't overload plate	4%	5%	3%
<b>Doggy bags</b>	<b>7%</b>	<b>7%</b>	<b>7%</b>
Make doggy bags available	3%	3%	3%
Actively offer or automatically give doggy bags	3%	3%	3%
<b>Sides and opt-out options</b>	<b>5%</b>	<b>7%</b>	<b>3%</b>
Offer sides (e.g. salad, chips) as optional	2%	2%	1%
Option to opt out of items, more choice of sides	2%	3%	1%
<b>No suggestion</b>	<b>33%</b>	<b>32%</b>	<b>34%</b>
Don't know	9%	12%	9%
Nothing/no response	9%	8%	10%
Never / don't waste food	8%	6%	8%
Other	3%	5%	3%
Rarely waste food	2%	1%	3%

Percentages less than 2% of the total base (1,098) are not displayed.

# Proposed options

**% of respondents who are in favour of the following options:**



# What do customers ask for when eating out?

Base: 1,098 (All respondents) Q42 single code % of respondents that said 'Yes' when asked 'Have you ever done any of the following?'	Total	Meal leavers (n=355)	Non-meal leavers (n=743)
<b>Information</b>			
Asked for a detailed description of the food	22%	19%	24%
<b>Portion sizes</b>			
Asked for a smaller portion*	26%	34%	22%
Asked for advice on portion size when ordering (1)	26%	30%	24%
<b>Meal options</b>			
Asked to have a starter as a main meal	46%	49%	44%
Asked not to have part of the meal (e.g. side salad)	55%	58%	53%
<b>Doggy bags</b>			
Asked for a doggy bag/container to take food home*	49%	56%	45%

(1) 64% of meal leavers have answered 'no' to this question against 75% of non-meal leavers and this difference is statistically significant.

# Behaviours and attitudes towards doggy bags

Base: 1,098 (All respondents)	Total	Meal leavers (n=355)	Non-meal leavers (n=743)
<b>Q40. Spontaneous mention of doggy bags as an option to help you waste less food</b>	7%	7%	7%
<b>Q41. In favour of being offered a doggy bag</b>	71%	76%	68%
<b>Q42. Ever asked for a doggy bag to take food home</b>	49%	56%	45%
<b>Q44. Are embarrassed to ask for a doggy bag</b>	45%	47%	44%

## Key points

- Nearly a third (32%) of respondents had left food on the most recent occasion on which they had eaten in a pub.
- 83% had eaten in the same pub or one in the same chain before.
- 74% of meal leavers felt full at the end of their meal in a pub, compared to 41% of non-meal leavers.
- Asked about the size of their meal, just 7% of non-meal leavers reported that they felt they had had 'too much' food – whereas 43% of meal leavers expressed this view.
- Chips were the most commonly left food (38% of meal leavers left chips), followed by vegetables and then potatoes.
- The size of the portion was blamed for waste by over half of those who left food (55%).
- Those who left food did so even though they were more likely than non-leavers to have taken an interest in or have asked advice about portions at the point of ordering.
- Over two fifths (42%) of those who ate in pubs reported that staff asked if they wanted sides or extras with their meal.
- Among those that had left food, portions were more likely to have been judged too big by women (62%) than men (38%).
- Customers were bothered by food waste (57%) and saw it as a waste of good food (71%) and as a waste of money (64%).
- When asked what could be done to reduce plate waste in pubs, 44% of pub customers said that portion sizes should be corrected, made more flexible or reduced.
- 82% of pub customers were in favour of having the option of smaller portion sizes for a lower price.