

Barriers and opportunities for out of home food waste

Appendix – Staff
restaurants



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 590 individuals were asked about their experiences the last time they ate out in a staff restaurant; 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 staff restaurants; why; and what might be done about it.

Guide to the slides

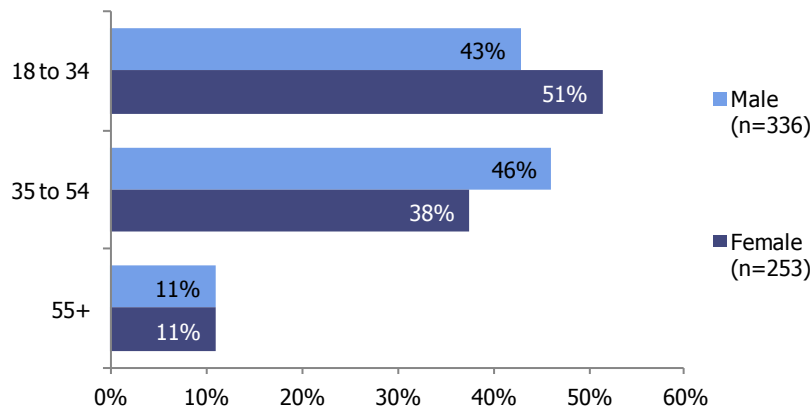
- **Slides 5, 6 and 7** present characteristics of the survey respondents who ate out in staff restaurants and of the occasion to which their answers referred;
 - **Slides 8 to 14** focus on 'meal leavers' – who they are, what food they left, and why;
 - **Slides 15 to 21** present findings on the attitudes 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;
 - Where different bases are used this is highlighted in a footnote on the slide.

Statistical notes

- The achieved sample of those eating out in staff restaurants (590) was weighted to make it representative of the population known to eat in staff restaurants.
- The effective base tells us the impact of the weights on our sample. The effective base for this sample is 193.
- The weighting efficiency is the ratio of the effective base to the sample. The weighting efficiency for this sample is 32.7%.
- The range of weighting factors on this sample was 0.03 to 10.9.
- 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 staff restaurants (590) a response at 50% has a margin of error of $\pm 4.03\%$ while a response at 10% has a margin of error of $\pm 2.42\%$ for a 95% confidence level.
 - When looking at a proportion of the staff restaurants' meal leavers sample (144) a response at 50% has a margin of error of $\pm 8.17\%$ while a response at 10% has a margin of error of $\pm 4.9\%$ for a 95% confidence level.
 - When looking at a proportion of staff restaurants' non-meal leavers sample (341) a response at 50% has a margin of error of $\pm 5.31\%$ while a response at 10% has a margin of error of $\pm 3.18\%$ for a 95% confidence level.

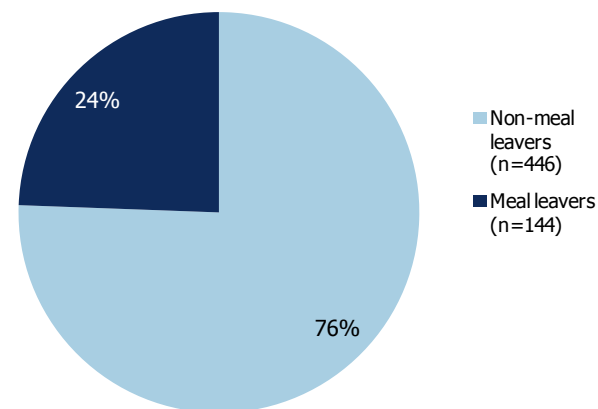
Who eats in staff restaurants?

Age and gender profile



Base: All respondents (589)

Proportion of meal leavers

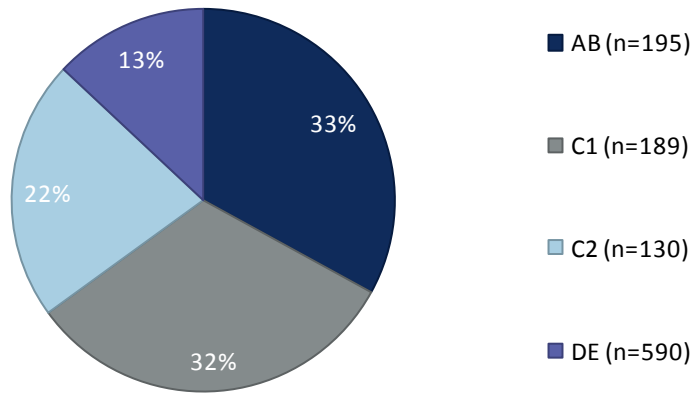


Base: All respondents (590)

- Of those eating in staff restaurants, 57% were men;
- Reflecting the age structure of the labour force, only 11% of respondents were in the over 55 category;
- 24% of those who ate in staff restaurants were meal leavers.

Who eats in staff restaurants?

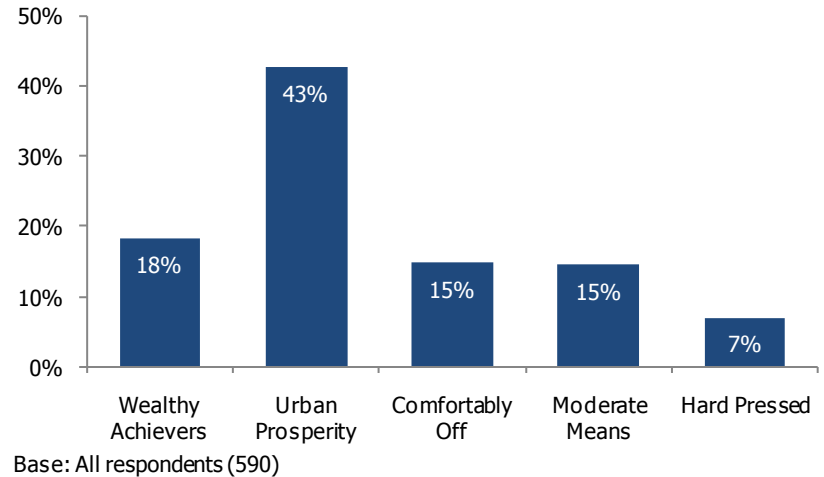
Social grade



Base: All respondents (590)

- 65% of staff restaurant eaters belong to higher social grades (AB and C1);
- This is echoed by the Acorn classification which tells us that staff restaurant eaters tend to be well-off: 43% are 'Urban Prosperous' and 18% are 'Wealthy Achievers';
- 35% of staff restaurant eaters have a household income of £41,001 or more.

Acorn classification



Household income



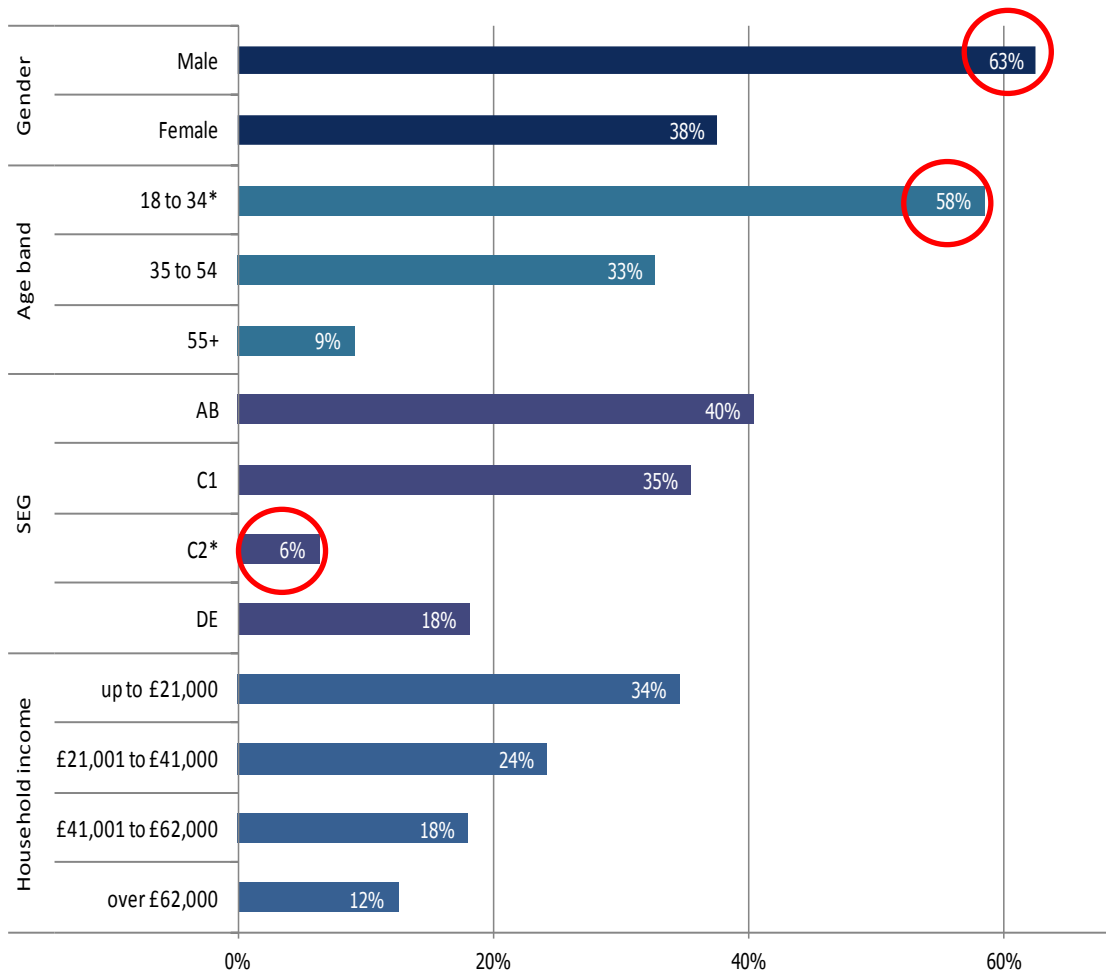
Eating out experience

Base: 590 (All respondents)	Frequency	%
QE. Date of eating out occasion		
In the last week	363	62%
In the last 2 weeks	123	21%
Between 2 weeks and a month ago	67	11%
QF. Description of the staff restaurant		
Casual dining restaurant	270	46%
Cafe (including coffee shops/tea house/patisseries/etc.)	184	31%
Fast food outlet	81	14%
Q1. Type of meal		
Lunch	444	75%
Breakfast	79	13%
Q7. Have they eaten there before?		
Yes - this restaurant/outlet	470	80%
Q8. Familiarity with the menu		
Very	200	34%
Quite	285	48%
Not very	70	12%

Percentages less than 10% of the total base (590) are not displayed

- 83% of staff restaurant eaters ate in a staff restaurant in the last week or last couple of weeks;
- 77% of staff restaurant eaters described the venue as a 'casual dining restaurant' or a cafe. 14% saw it as a fast food outlet;
- The vast majority (75%) had lunch;
- 80% had eaten in the same staff restaurant before;
- 82% were very or quite familiar with the menu.

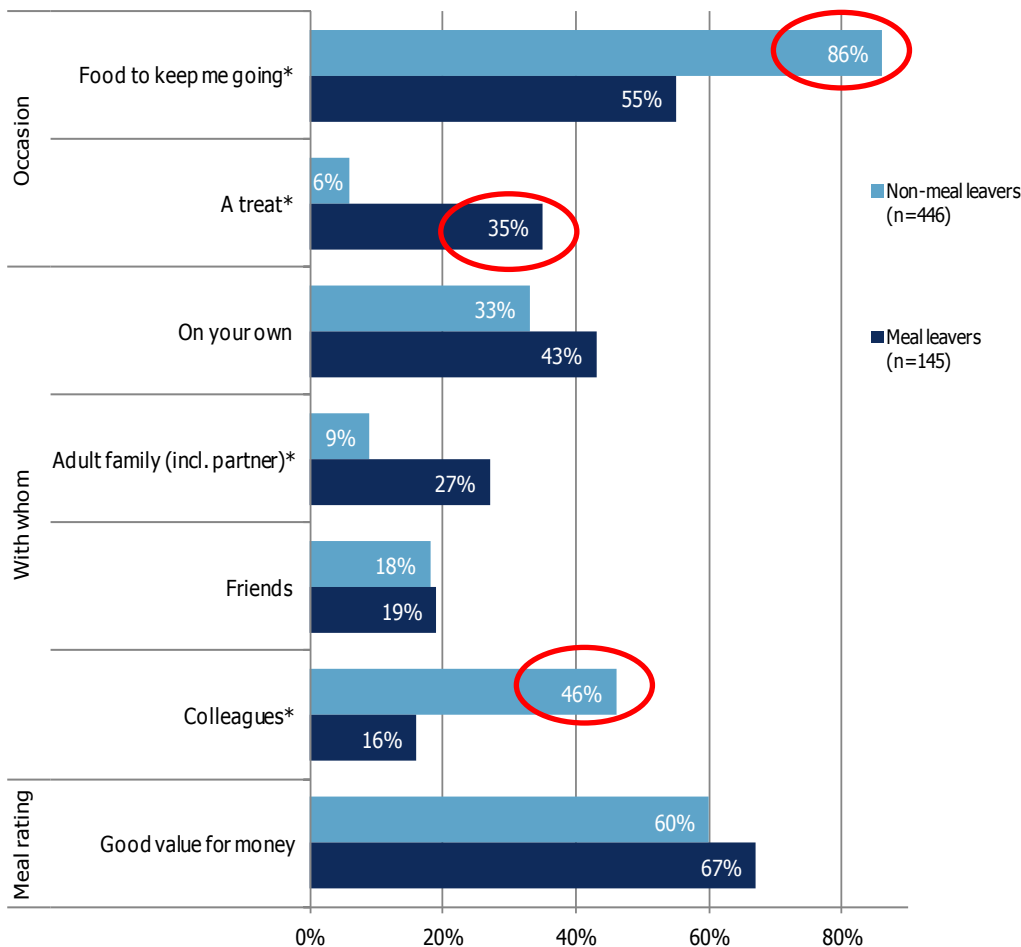
Profile of people who leave food in staff restaurants



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

- The majority (63%) of meal leavers in staff restaurants were men;
- The majority of meal leavers were under 34 (58%);
- Very few meal leavers were in the C2 SEG (6%).

Profile of people who leave food in staff restaurants

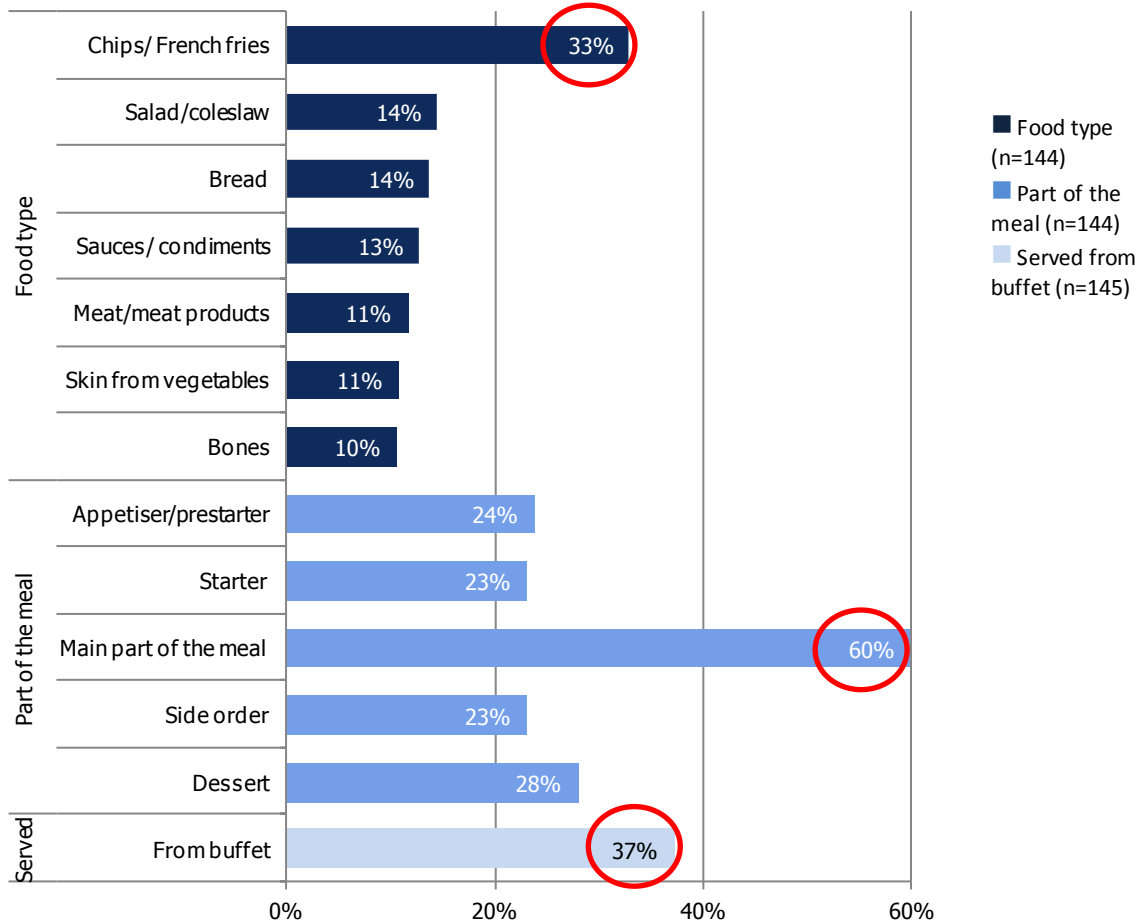


This chart breaks down both meal leavers and non-meal leavers by details of the eating out occasion:

- Almost all (86%) non-meal leavers saw their food as something to keep them going, compared to just over half (55%) of meal leavers;
- Meal leavers were much more likely (35%) than non-meal leavers (6%) to have eaten in their staff restaurant as a treat;
- Nearly half (46%) of non-meal leavers ate with colleagues, compared to 16% of meal leavers.

This chart shows a selection of variables for which the response is greater than 10% of the total base (590).

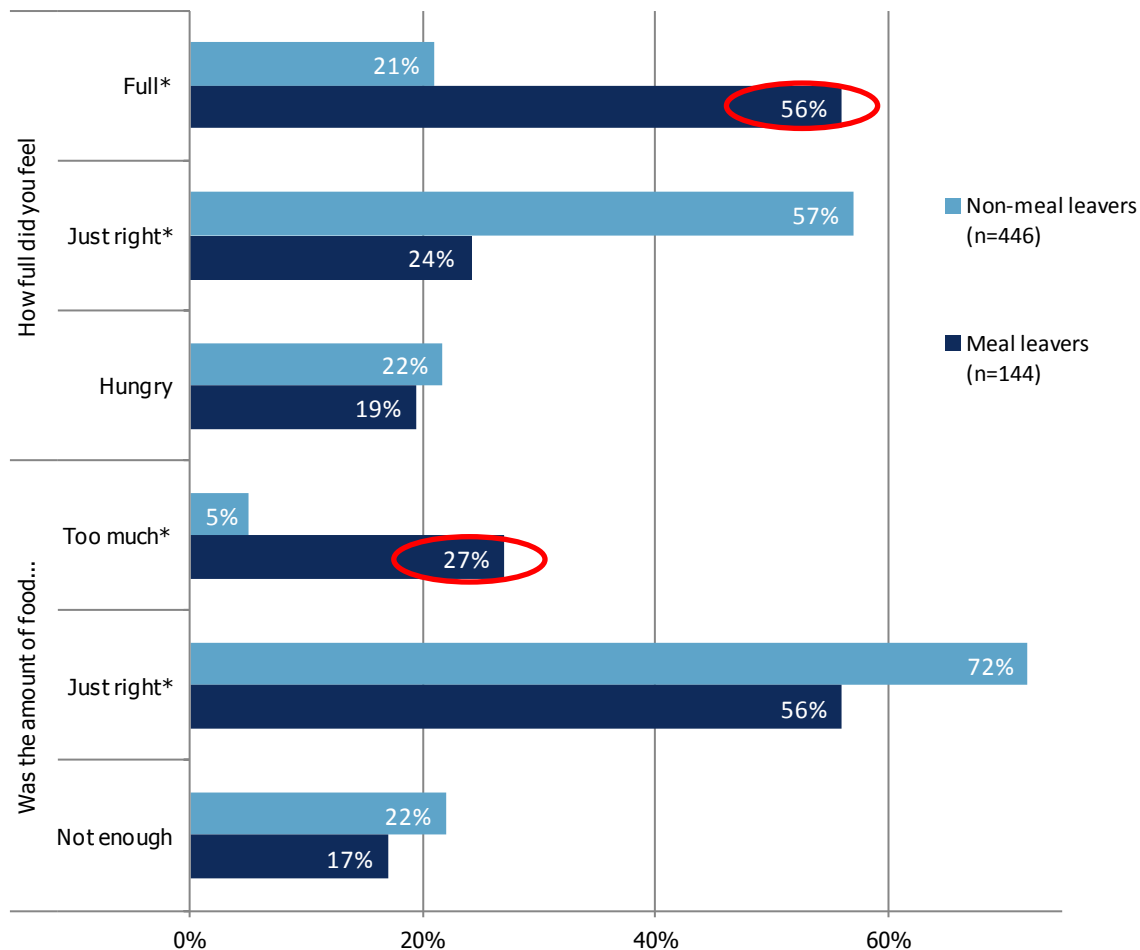
Food left in staff restaurants



- Chips are the most wasted food, with a third of meal leavers leaving them on their plate;
- Food from the main part of the meal is more likely to be wasted than from any other course. 60% of meal leavers leave food from their main;
- Around a quarter of meal leavers left Appetisers, Starters, side-orders or desserts.
- More than a third of meal-leavers reported having left food that they had served themselves from a buffet

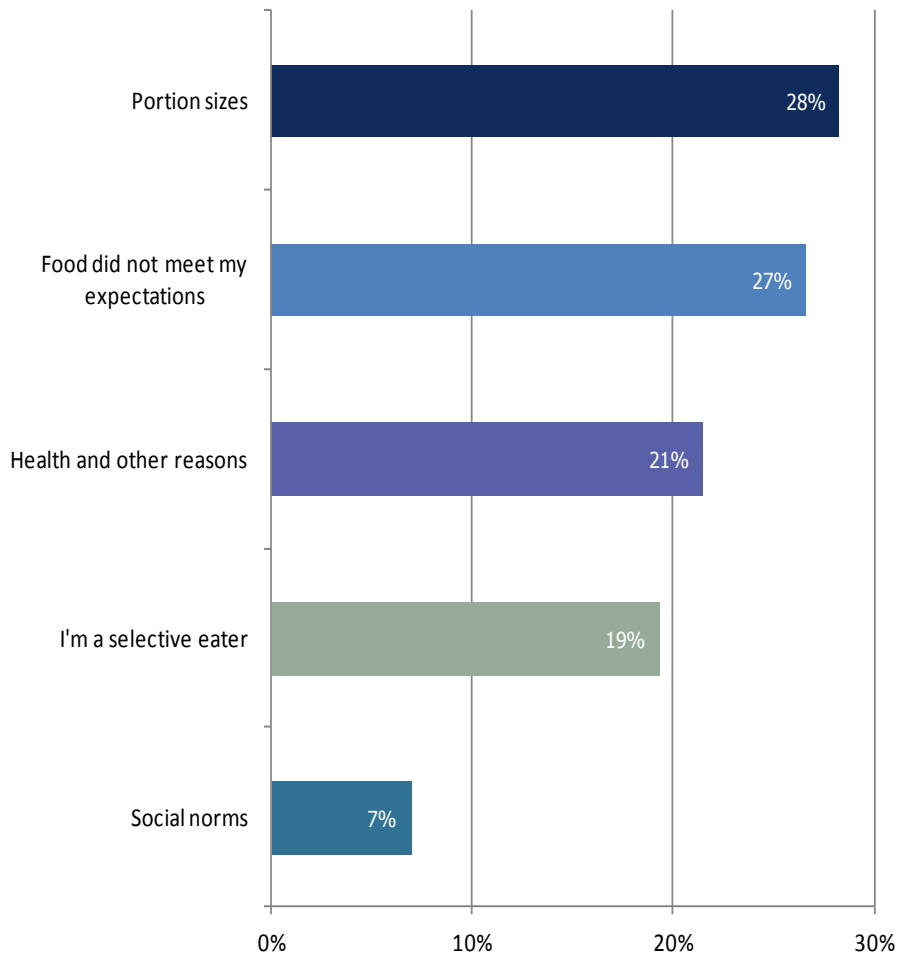
(1) Base for this specific question (145) is all those who served themselves from a counter or buffet, and all those who cited a type of food left at Q29. Only percentages >= 10% are displayed.

How full are you after a meal in a staff restaurant?



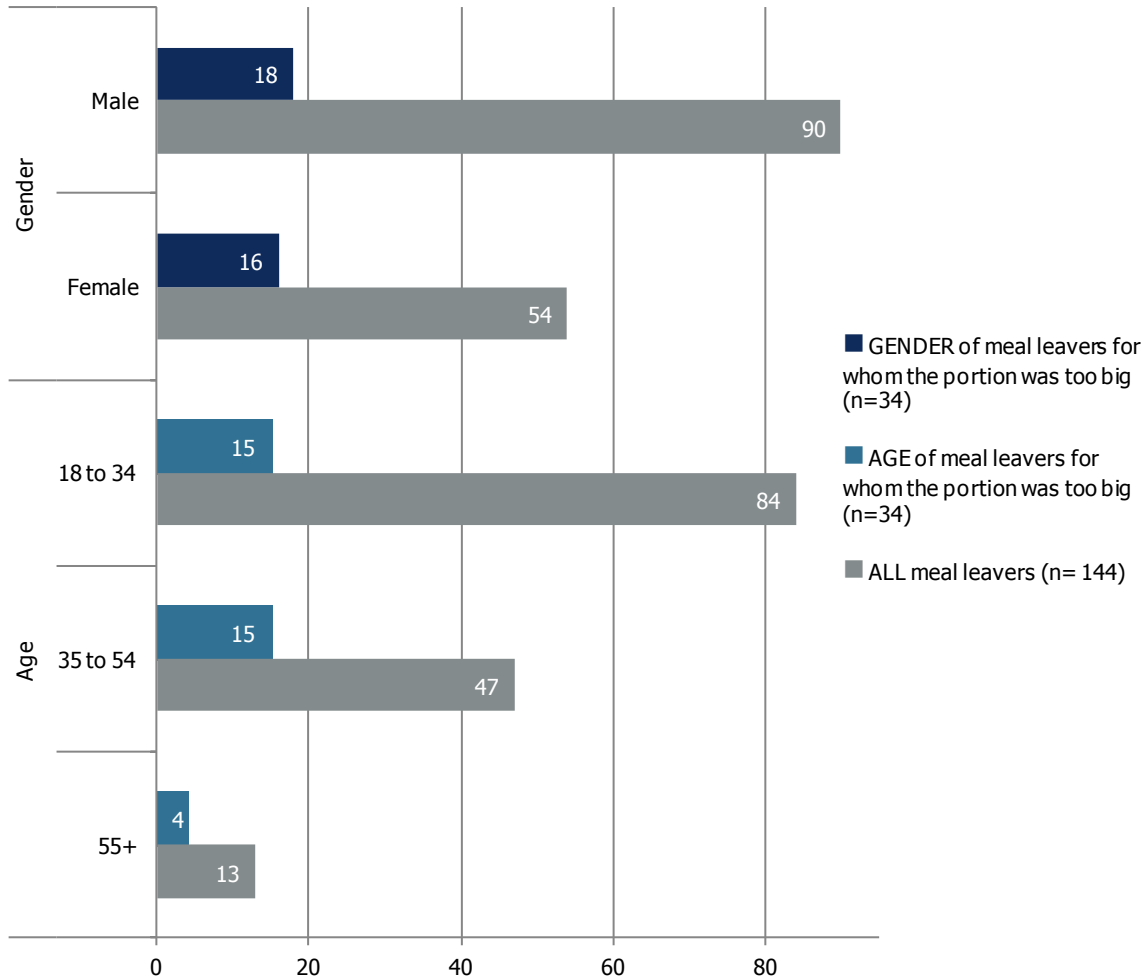
- Over half of meal leavers (56%) felt full after their meal in a staff restaurant, compared to less than a quarter of non-meal leavers;
- Over a quarter (27%) of meal leavers said that their meal was too much, compared to only one in twenty non-meal leavers.

Reasons given for leaving food



Base: 144 (all meal leavers)	
	%
Portion sizes	28%
The portion was too big	24%
I ordered too much/served myself too much	4%
Food proportions wrong	2%
Food did not meet my expectations	27%
Food was poor quality	13%
Food was badly cooked	12%
The food was/went cold	10%
The food wasn't what I expected	2%
Health and other reasons	21%
I'm watching my weight	13%
Didn't have enough time	7%
Inedible	2%
I'm a selective eater	19%
I left things I didn't like	11%
I didn't like the taste	11%
I am a fussy eater	4%
Social norms	7%
It's normal to leave a bit of food	6%

Who finds the portions too big?



This chart [which shows actual numbers, not percentages] shows that:

- Men were more likely to be a meal leaver; but men and women accounted for approximately equal numbers of those that found portions too big;
- In terms of age bands, younger people were more likely to be food leavers, but no more likely to find portions too big

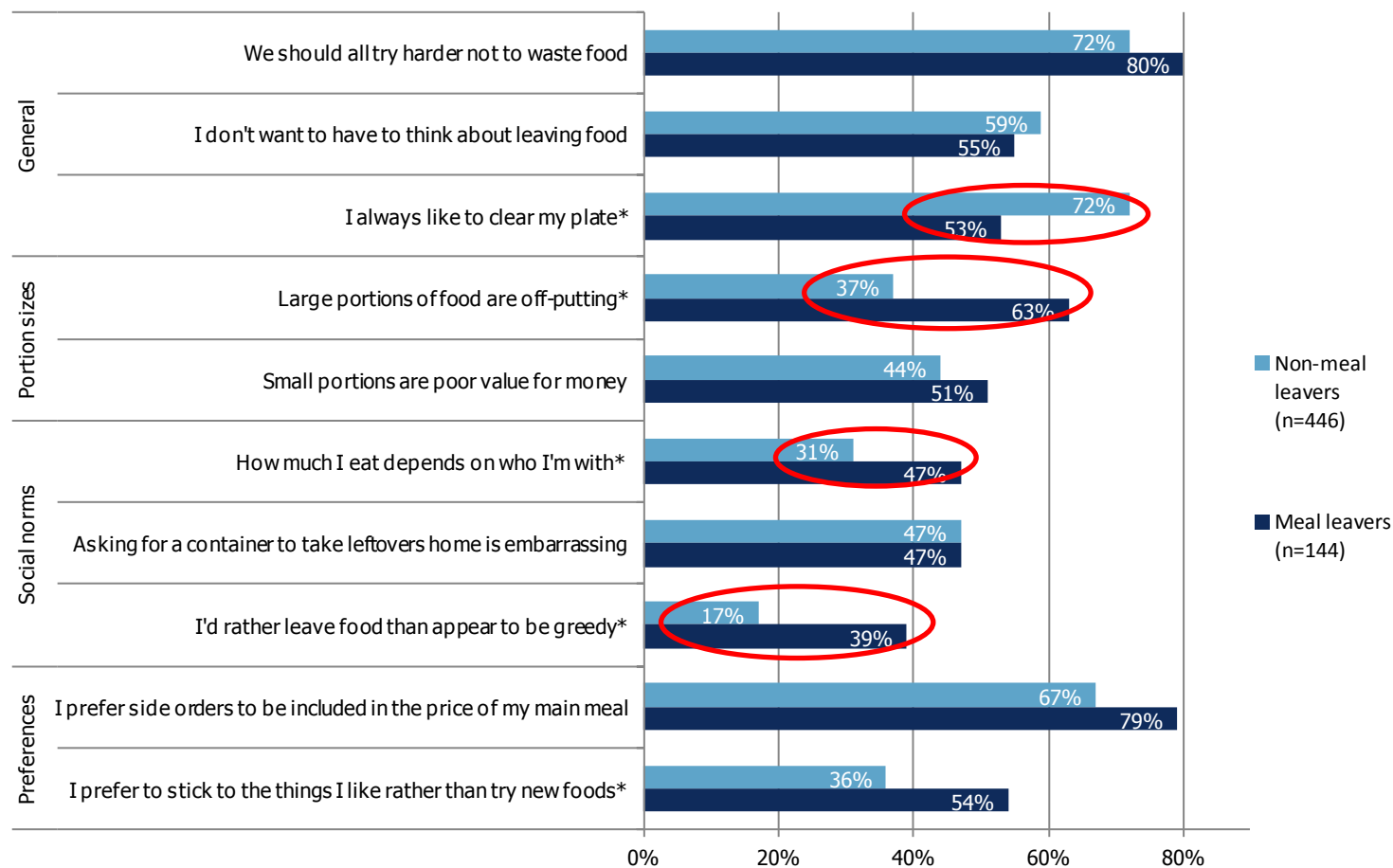
NB: Sample of those who found the portions too big includes a small number of individuals who wasted drinks rather than food

How are portion sizes experienced?

Base: 590 (All respondents) % of respondents who have done/agree with the following:	Total	Meal leavers (n = 355)	Non-meal leavers (n = 743)
Q42. General behaviours			
Ever asked for advice on portion size*	34%	51%	28%
Ever asked for a smaller portion*	31%	53%	24%
Ever asked to have a starter as a main meal	52%	46%	53%
Q12. When ordered- this occasion:			
Knew what size the portion was going to be	76%	74%	77%
There was a choice of portion size*	30%	54%	22%
Asked for information on portion size*	13%	43%	3%
Q14. Staff behaviours-this occasion:			
Asked if you wanted sides or extras	28%	40%	25%
Suggested specials	16%	24%	13%
Offered any advice on portion size*	5%	14%	2%
Q19. The amount of food served was:			
Too much*	10%	27%	5%
Just right*	68%	56%	72%
Not enough	21%	17%	22%
Q22. At the end of the meal, you felt:			
Full*	30%	56%	21%
Just right*	49%	24%	57%
Hungry	21%	19%	22%

Attitudes towards leaving food when eating out

% of respondents who agree with the following statements:



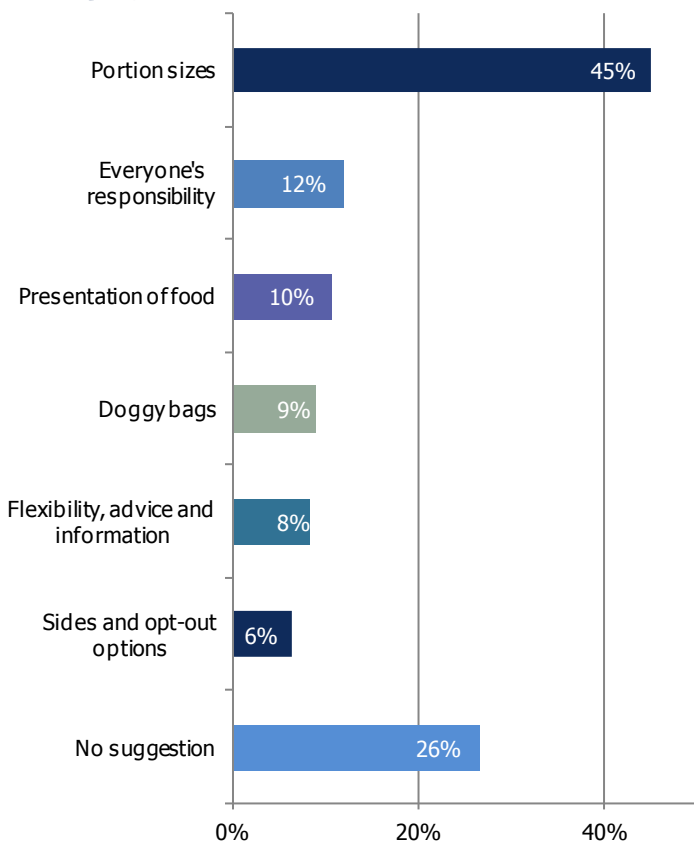
Attitudes towards leaving food in general

Base: 590 (All respondents)	Total	Meal leavers (n=144)	Non-meal leavers (n=446)
Q36. Often leave food:			
At home			
Eat a meal cooked at home*	31%	58%	22%
Eat a take-away meal at home*	16%	40%	8%
Out of home			
Served at your table*	8%	27%	1%
From a counter/self-service*	11%	37%	3%
Q37. 'Bothered' if leaving food:			
At home			
Eat a meal cooked at home*	32%	46%	28%
Eat a take-away meal at home	35%	38%	33%
Out of home			
Served at your table*	39%	54%	35%
From a counter/self-service	29%	38%	25%

Concern about food waste

Q38. Top 5 reasons for being bothered % of those who said they were bothered	Total (n=397)	Meal leavers (n=110)	Non- meal leavers (n=286)
It's a waste of good food*	71%	50%	79%
It's a waste of money*	70%	45%	79%
It makes me feel guilty	26%	15%	30%
It's bad for the environment	22%	27%	20%
It shows I haven't appreciated the food	14%	12%	15%
Q39. Top 5 reasons for not being bothered % of those who said they were not bothered	Total (n=190)	Meal leavers (n=40)	Non- meal leavers (n=151)
I've paid for it so it's up to me if I want to leave some food	34%	37%	33%
It's not something I think about	32%	29%	33%
I'd rather leave food than eat too much	28%	33%	27%
If I don't like it I can't do anything about it	26%	17%	28%
Don't consider it a problem	26%	33%	24%

What can be done to help reduce plate waste?

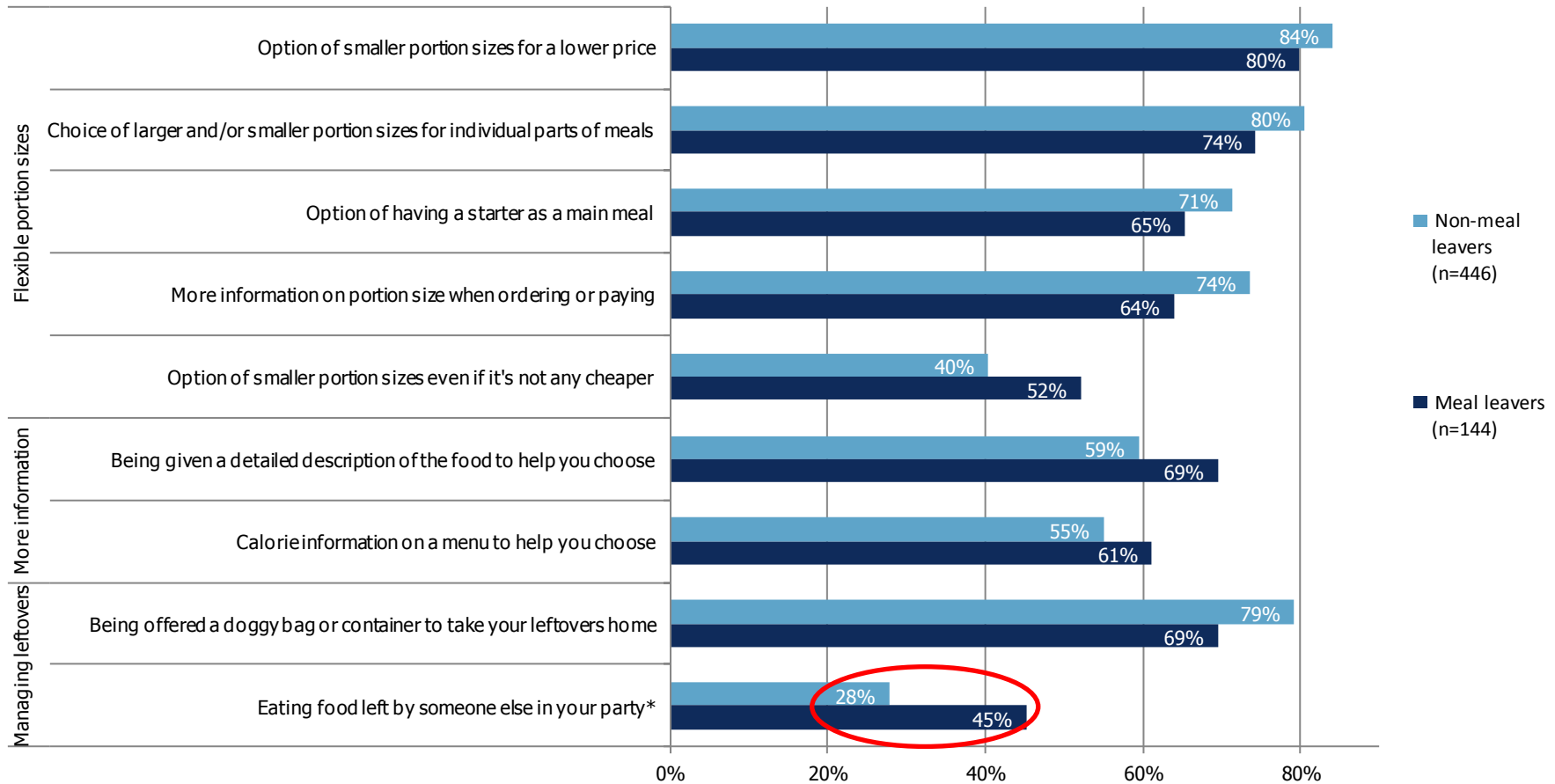


Base: All respondents (590)

Base: 590 (All respondents)	Total	Meal leavers (n=144)	Non-meal leavers (n=446)
Portion sizes	45%	41%	46%
Smaller portions	20%	19%	20%
Offer a choice of portion sizes	18%	22%	16%
Vendor to correct portion sizing	4%	-	5%
Charge differently for different portion sizes	3%	1%	3%
Offer a choice of portion size for side orders	2%	1%	2%
Everyone's responsibility	12%	19%	9%
Order less and don't overload plate	5%	7%	4%
It is down to choices individual diners make	4%	12%	1%
Doggy bags	10%	6%	12%
Actively offer or automatically give doggy bags	7%	4%	7%
Make doggy bags available	4%	2%	5%
Presentation of food	9%	8%	9%
Change quality / presentation of the food	6%	5%	6%
Meals served from common dishes at table	2%	3%	2%
Flexibility, advice and information	8%	4%	9%
Advice about/description of portion sizes	6%	4%	7%
Better information/flexibility about meals	2%	-	3%
Sides and opt-out options	6%	2%	8%
Offer sides (e.g. veg, salad) as optional	4%	2%	4%
No suggestion	26%	26%	27%
No response/none/nothing	11%	10%	5%
Don't know	6%	5%	4%
Never/don't waste food	5%	4%	1%

Proposed options

% of respondents who are in favour of the following



(1) 12% of meal leavers were against this option, compared to 2% of non-meal leavers. This difference was significant.

What do customers ask for when eating out?

Base: 590 (All respondents) Q42 Single code % of respondents that said 'Yes' when asked 'Have you ever done any of the following?'	Total	Meal leavers (n=144)	Non-meal leavers (n=446)
Information Asked for a detailed description of the food*	30%	44%	26%
Portions Asked for advice on portion size when ordering*	34%	51%	28%
Asked for a smaller portion*	31%	53%	24%
Meal options Asked to have a starter as a main meal	52%	47%	53%
Asked not to have part of the meal	52%	52%	51%
Doggy bags Asked for a doggy bag/ container to take food home	53%	67%	48%

Behaviours and attitudes towards doggy bags

Base: 590 (All respondents)	Total	Meal leavers (n=144)	Non-meal leavers (n=446)
Q40. Spontaneous mention of doggy bags as an option to help you waste less food	10%	6%	12%
Q41. In favour of being offered a doggy bag	77%	69%	79%
Q42. Ever asked for a doggy bag to take food home*	53%	67%	48%
Q44. Are embarrassed to ask for a doggy bag	47%	47%	47%

Key points

- One in four staff restaurant customers was a meal leaver.
- 35% of those people who left food in staff restaurants reported that their eating experience had been a 'treat', compared to only 6% of non-leavers.
- 86% of non-meal leavers reported that their dining experience was concerned with "food to keep me going".
- One in three customers left chips from the main part of the meal. Just over a quarter (28%) left food from the dessert.
- More than a quarter (28%) of meal leavers found their portion too big. The same proportion felt full at the end of the meal, compared to only 5% of non meal leavers.
- Those who wasted food did so despite the fact that they were more likely to ask for a smaller portion. On the specific occasion about which they were being asked questions, nearly half of meal leavers (43%) had asked for information about portion sizes against 3% of non-meal leavers.
- When compared to non-meal leavers, those who left food were more influenced by social norms: nearly half of them (47%) say that how much they eat depends on who they are with and two in five (39%) meal leavers would rather leave food than appearing greedy.
- Whilst more than three quarters (79%) of non-meal leavers are concerned by leaving food because it is a waste of good food and money, less than one quarter of meal leavers are bothered for the same reasons.
- Nearly half of customers (45%) felt that reducing portion sizes would reduce plate waste in staff restaurants.