

WI food waste survey

As part of the WI's campaign on food poverty and waste, the NFWI is asking members to complete a survey to gain a clearer picture of WI members' food waste habits. The survey will also find out whether members feel that supermarket practices are contributing to food waste in the home. The survey should take no more than 15 minutes to complete and will be invaluable in helping the NFWI to shape the food waste campaign going forward.

The survey can be completed online using SurveyMonkey. A link to the survey can be found on the NFWI's website: www.thewi.org.uk

Please send your paper copy to Mary Roberts, NFWI, 104 New Kings Road, London, SW6 4LY.

If you have any technical issues or any other questions regarding the survey, please contact Mary on m.roberts@nfwl.org.uk or by calling the public affairs team on 0207 371 9300.

Please return the survey to the NFWI by no later than the 1st November 2016.

Thank you for your assistance with this survey.

Demographic data

1. Into which age range do you fall? *(Please tick one only)*

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85+
- Would rather not say

2. Which of the following best describes your living situation? *(Please tick one only)*

- I live on my own
- My partner and I live together without any children
- I live with my children with no partner
- My partner and I live with our children
- I live in a shared house / with friends
- Living at home with parents/other family

Other (please specify)

3. Including yourself how many people live in your household? *(Please tick one only)*

- 1
- 2
- 3
- 4
- 5
- 6+

4. How would you describe the area in which you live?*(Please tick one only)*

- Rural
- Semi-rural
- Semi-urban
- Urban

5. In which region do you live? *(Please tick one only)*

- North East England
- North West England
- Yorkshire and the Humber
- East Midlands
- West Midlands
- East of England
- London
- South East Coast England
- South Central England
- South West England
- North West Wales
- North East Wales
- Mid Wales
- South West Wales
- South East Wales
- Isle of Man
- Channel Islands

Buying and eating habits

6. Where do you most frequently buy perishable produce i.e. meat, veg, fruit, dairy, bread etc? *(Please tick one only)*

- Tesco
- Sainsbury's
- Waitrose
- Asda
- Morrison's
- The Co-op
- Lidl
- Aldi
- Iceland
- Marks and Spencer's
- Booths
- Independent local shop(s), farmer's market or veg box scheme.
- Other supermarket (please specify)

7. If you shop in a supermarket, is it usually a large 'superstore' or a smaller convenience store (such as a Tesco 'express' or Sainsbury's 'local') *(Please tick one only)*

- Out of town superstore
- Superstore situated within a 10 minute walk of the town centre / high street
- Smaller 'convenience' supermarket
- I do not shop in a supermarket

11. Thinking about the different types of food in the previous question, how much uneaten food, overall, would you say you generally end up throwing away?

- Quite a lot
- A reasonable amount
- Some
- A small amount
- Hardly any
- None
- Don't know

12. Thinking about the last time you wasted food, which of the following would you say most accurately describe the reasons for wasting that food? *(Please select up to three reasons)*

- I do a weekly shop and buy too much
- I do not check what I have in my fridge before I buy food
- I buy too much because many of the products I want are only offered in multipacks
- I buy too much because of multi-buy and other similar offers
- I do not have time to prepare the food and it goes off
- I buy food that is on offer (close to its BBE or 'use by' date) and end up having to throw it away
- I prepare too much food which then goes uneaten / is left on plate
- I buy food and then my plans change
- The product has exceeded its BBE date
- The product has exceeded its 'use by' date

Overbuying products.

The next set of questions is a series of statements – please tell us the extent to which you agree or disagree with these statements.

13. I take advantage of multi-buy offers when made available on any fresh fruit, vegetable, meat, fish or dairy product.

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

Please tick one

14. Multi-buy offers such as 'buy 2 for £2' lead me to buy more than I need, which sometimes ends up wasted.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
<i>Please tick one</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. In supermarkets where I only have the choice to buy certain fruit, veg or meat items pre-packed, I end up buying greater quantities of that item than I would if I was given the choice to buy the same products loose.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
<i>Please tick one</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. I would prefer to buy my fruit and veg loose (rather than pre-packed) so I can decide on quantities.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
<i>Please tick one</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Supermarkets should be doing more to ensure that consumers are not buying too much food which then gets wasted.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
<i>Please tick one</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. I would prefer it if shops offered a price reduction on a single item, rather than promote offers such as multi-buy on the purchase of more than one item together.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
<i>Please tick one</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Date labelling

19. What do you understand to be the purpose of best before end dates? (*Please tick only one*)

- It is to inform consumers of food safety
- It is to inform consumers of food quality
- It is to inform supermarkets of stock control issues
- None of the above

20. What do you understand to be the purpose of display until dates? *(Please tick only one)*

- It is to inform consumers of food safety
- It is to inform consumers of food quality
- It is to inform supermarkets of stock control issues
- None of the above

21. What do you understand to be the purpose of use by dates? *(Please tick only one)*

- It is to inform consumers of food safety
- It is to inform consumers of food quality
- It is to inform supermarkets of stock control issues
- None of the above

22. Which of the following will lead you to throw away food? *(Please select as many as you like)*

- It has exceeded its 'best before end' date
- It has exceeded its 'use by' date
- It has exceeded its 'display until' date
- It has passed its best
- It has gone off
- None of the above

23. Overall, which of the following most accurately describes your attitude to date labelling? *(Please tick only one)*

- It's helpful as it lets me know when food is no longer suitable to eat.
- I use it as a guide to knowing how old food is, but I still check food to see if it is ok before throwing it away.
- I assess the food on its own merits and eat it if it looks / smells like it's still ok to eat.
- I find it confusing because of the range of different date labelling that is used.
- I throw away food that is past the date on the labelling, even when I think it may still be ok to eat
- None of the above

Storing food at home

24. Packaged fresh food products I regularly purchase include the following on the packet:
(Please answer this question from memory – do not look at items in your kitchen)

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Information about how to store a product to ensure it lasts as long as possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information about whether a product is suitable for home freezing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information about how to freeze and defrost a product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information about how soon after opening a product should be consumed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information about how to use the packaging to help keep a product fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. How do you decide how to store a product, whether a product can be frozen, and how long after opening a product it's still ok to eat? (Please tick only one)

- I use my own knowledge only
- I always follow the information on the label or packaging
- I sometimes follow the information on the label or packaging
- I use the information on the label or packaging as a guide, but I use my own knowledge as well

Food presentation and cosmetic standards

The next set of questions is a series of statements – please tell us the extent to which you agree or disagree with these statements.

26. I would be happy to buy fruit and veg that is 'imperfect', 'blemished' or 'wonky'

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Please tick one	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. I would be happy to buy fruit and veg that is 'imperfect', 'blemished' or 'wonky' if it was cheaper

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

Please tick one

28. Grading standards which mean some supermarkets reject produce if they are not a uniform shape or size (for example they may be too long to fit in a packet) are wrong

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

Please tick one

29. Supermarkets should not be allowed to cancel orders from farmers at short notice and if they do they should incur a penalty.

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

Please tick one

30. Farmers should be paid a fair price for their produce, even if it means consumers have to pay more for their food

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

Please tick one

31. All supermarkets should strive to redistribute 100% of their food surpluses for human consumption and encourage their manufacturers and supply chain to do the same.

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

Please tick one

Supermarket intervention

32. Which of the following do you feel supermarkets should do which would help you to reduce food waste in your home? (*choose up to three*)

- Ensure products are sold loose so I can buy only what I need
- Stop promoting buy one get one free and other similar offers
- Provide more ideas on how to use up leftovers
- Stop selling food that is close to its BBE or 'Use by' date at a discount
- Make sure that information on date labels are clear, not confusing
- Sell smaller packs of some foods at prices (per kilo) that work out similar to the larger ones
- Introduce packaging which enables you to split the product by portion
- None of the above
- Other (please specify)

Attitudes to food waste

33. Why do you believe tackling food waste is important?

34. Are there any supermarket practices which you feel contribute to the amount of food waste in the home?