



LFHW Survey 2009/10

1) Are you aware of the Love Food Hate Waste campaign?

Yes: 44%

No: 53%

2) Are you aware of the WasteAware campaign?

Yes: 43%

No: 55%

3) To what extent does food waste bother you?

A great deal: 52%

A fair amount: 37%

A little: 8.5%

Not very much: 2%

Not at all: 0.5%

4) How much food waste do you consider you and your family throw away?

A lot: 6%

A reasonable amount: 16%

Some: 27%

A small amount: 27%

Hardly any: 21%

None: 3%

5) What is the most common food thrown away by your household?

Bread 34%

Vegetables 32%

Fruit 21%

Salad 18.5%

Meat 5%

Dairy 9.5%

Confectionary 1%

Rice 4%

Pasta 4%

Other 9.5%

6) What is the main cause of food being thrown away in your household?

Cooked too much / leftovers 33%
Out of date 49%
Bought too much 17%
Other 14%

7) Do you know what temperature your fridge should be at?

Below 0 5.5%
0 5.5%
Between 1 – 5 73.5%
Over 5 9%

8) Before you go shopping do you make a list?

Always 44.5%
Sometimes 41%
Never 13.5%

9) What do best before, use by and display until dates mean?

[Cannot display individual responses here – most were correct]

10) Do you know how much the cost of food thrown away by the average family is?

£30 32.5%
£40 37%
£50 25%

[Correct answer is £50 per month]

11) Do you feel you could benefit from help in determining standard measurements for different food portions?

Yes 68%
No 28.5%

12) Do you feel you could benefit by having good recipes for leftovers?

Yes 77.5%
No 19.5%

13) Have you ever considered or done, the following?

Frozen leftovers 66%
Used clips to seal bags 60%
Used storage boxes 57%
Kept fruit and veg in the fridge 78%

14) Do you see the reduction in food waste as an important factor in climate change?

Yes 87%
No 9.5%

15) What does, or would, motivate you to reduce food waste?

Cost 64.5%
Waste 42%

Climate Change 25%

Other 5%

[People were able to give more than one response]