



Research key findings
on the cost-of-living crisis
for supporting activity during:

INTERNATIONAL DAY OF AWARENESS OF FOOD LOSS AND WASTE 2022

July 2022

Research conducted by:





The research was carried out to understand how citizens are behaving with respect to the cost-of-living crisis





1. Objective
2. Methodology
3. Executive Summary
4. Key Findings





1. Objective

To understand the financial pressures that people are facing, explore how household food costs fit within this and how food resourcefulness could support them



2. Methodology

Citizens across the United Kingdom, United States, Canada and Australia were asked about at-home food behaviours amidst a global cost-of-living crisis.

Phase 1: Qualitative

- 10 individuals across the US and UK were interviewed to understand their attitudes to food waste, food costs and resourcefulness.
- Individuals were responsible for paying bills, doing food shopping and making meals within their home. They were also a mix of genders, ages and household incomes.
- The qualitative phase helped to identify the main attitudes, which were validated in Phase 2.

Phase 2: Quantitative

- A 10 minute-long quantitative survey in the UK, US, Canada and Australia validated the attitudes towards food budgeting, food costs and food waste identified in the previous phase.
- Each market included 1,000 participants (2,000 in the US) to provide robust sample sizes. This was focused on a nationally representative sample of all adults, which naturally addressed gender, age, household income and other key demographic information.

3. Executive Summary



There is a cost-of-living crisis

- 89% have seen household bills increase in the last 12 months
- 80% worry about household bills increasing in future
- 85% have seen their food bill increase over the last year



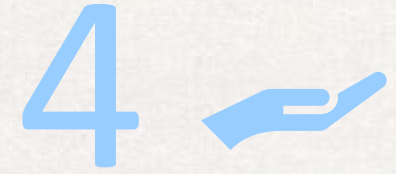
Food bills are at the forefront of rising costs, yet they are the hardest to tackle

- 63% say it's more difficult to save on food bills than on any other household bill
- 52% are looking to cut down their spending on leisure, compared to 41% who are taking action to reduce their food bill



Citizens want to save money, but they're still wasting food

- Despite rising costs of food, 45% are wasting more or the same amount than they were this time last year
- Fresh food (such as fruit and vegetables) are amongst the most wasted



Citizens want to be more resourceful, and they would like help

- 53% underestimated how much money they could save by being more resourceful with their food
- 59% would like brands to help them be more resourceful with food
- 47% need more support to know how to be more resourceful with food
- 86% say reducing food waste is a great way to save money

4. Key Findings

CITIZENS ARE NOTICING THE COST-OF-LIVING CRISIS

Household bills have increased



9 in 10

Have seen their **household bills increase** over the last year (89%)

92% 87% 90% 87%



8 in 10

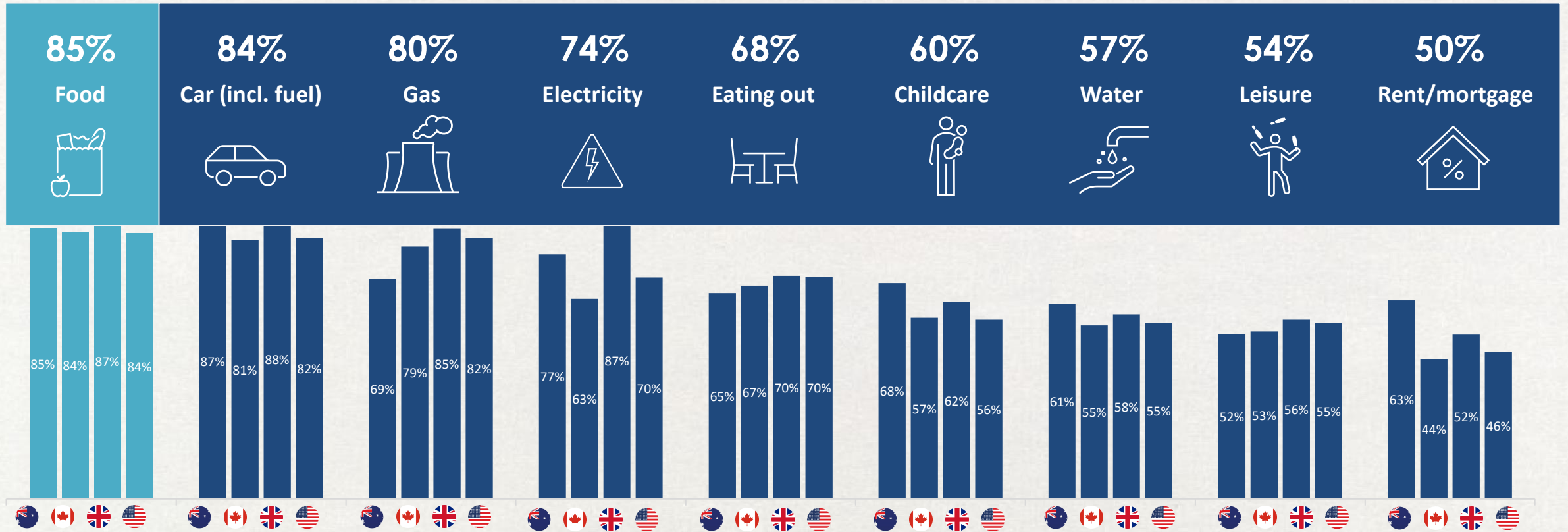
Have discussed this with their **families and friends** (81%)

83% 82% 84% 77%



FOOD BILLS ARE AT THE FOREFRONT OF RISING COSTS

% of people who have seen their household bills increase over the last 12 months:

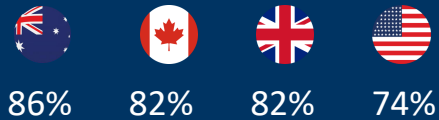


IDAFLW Study: Q2. Which of the following household bills, if any, have you seen increase or decrease over the last 12 months? Base: All respondents (n=4,984), Australia (n=268-971), Canada (n=237-960), UK (n=263-971), USA (n=523-1,953) Answer = Significant Increase + Slight Increase



CITIZENS RECOGNISE THAT FINANCIAL BURDENS ARE GOING TO GET MORE DIFICULT IN THE FUTURE

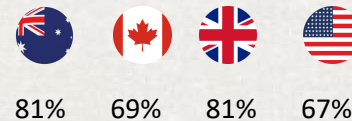
4 in 5 (80%) worry about household bills increasing



Worry about energy bills increasing



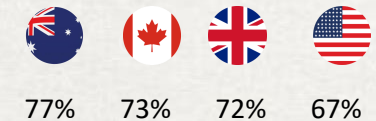
73%



Worry about food bills increasing

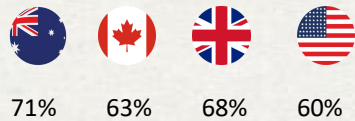


71%

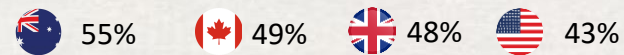


CITIZENS ARE TAKING ACTION BUT NEED SUPPORT

2 in 3
say that they are
looking to make
**further household
budget cuts**
(64%)



But 1 in 2
**Don't know how to improve
their budgeting skills (47%)**





CITIZENS ARE TRYING TO CUT DOWN ON THEIR BILLS

9 in 10 people are taking some kind of action to reduce their bills (86%)

87%

87%

87%

83%

6 in 10
are taking action to reduce **eating out** (61%)

63% 65% 59% 59%

5 in 10
are taking action to reduce **leisure activities** (52%)

52% 57% 49% 50%

4 in 10
are taking action to reduce **gas** (40%)

34% 41% 50% 37%

4 in 10
are taking action to reduce **electricity** (41%)

47% 33% 54% 34%

4 in 10
are taking action to reduce **car costs** (41%)

45% 40% 49% 36%

4 in 10 are taking action to reduce **household food bills** (41%)

45% 45% 44% 35%

HOUSEHOLDERS ARE TACKLING DAY TO DAY BILLS AS WELL AS CUTTING BACK ON LEISURE ACTIVITIES

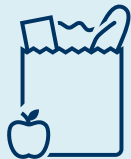
Day to Day



Turning off any light switches when leaving a room (82%)



During the winter, cutting back on heating by lowering the temperature / time it's on (51%)



Going somewhere cheaper to do my food shopping (49%)



Leisure



Fewer outings to restaurants or getting takeaways (57%)




Socialising at home rather than going out for drinks / dinner (53%)



Cutting back on leisure activities for myself and the family (52%)



WHEN IT COMES TO FOOD SHOPPING

 **5 in 10** are cutting back on the amount spent on food shopping each week (46%)

Australia



47%



51%

UK

Canada



48%



42%

USA



FOOD BILLS ARE SEEN AS ONE OF THE MOST DIFICULT EXPENSES TO CUT BACK ON



6 in 10

say it's more difficult to save on food bills than other household bills (63%)



this rises to

7 in 10

among parents (70%)



66%



69%



58%



61%



HOUSEHOLDS ARE LOOKING TO SAVE MONEY WHEN THEY SHOP

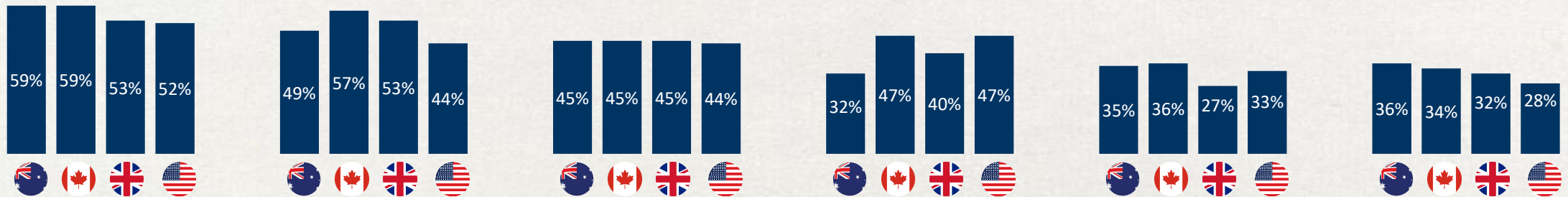


9 in 10

take action to save money when it comes to food shopping (95%)

Common actions for shopping include:

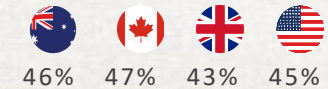
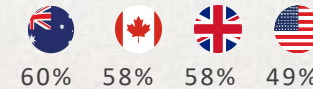
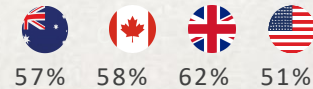
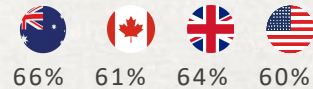
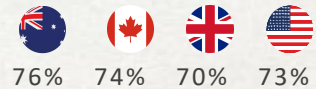
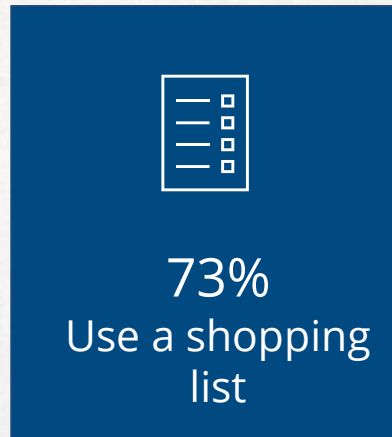
Buying items on sale 55%	Shopping somewhere cheaper 49%	Purchasing value brands 45%	Using coupons or in-store offers 42%	Bulk buying 33%	Shopping in various stores for the best deals 32%
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IDAFLW Study: Q4. Below is a list of actions that people might do to reduce household bills. Which of the following, if any, have you done across? Q11. Which of the following actions, if any, might you be taking to save money when it comes to your food shopping? % ,Base: All respondents (n=5,016), Australia (n=1,000), Canada (n=1,008), UK (n=1,001), USA (n=2,007)



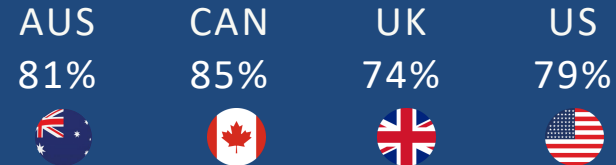
CITIZENS ARE FINDING WAYS TO SAVE FOOD AND BE MORE RESOURCEFUL



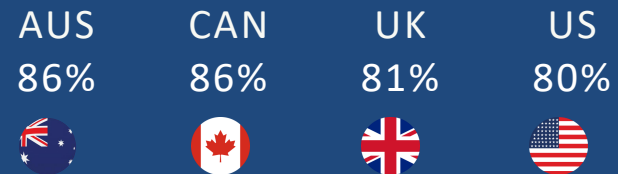
CITIZENS WANT TO MAKE THE MOST OF THEIR BUDGET

4 in 5

want to find ways to get the most out of their food budget (79%)

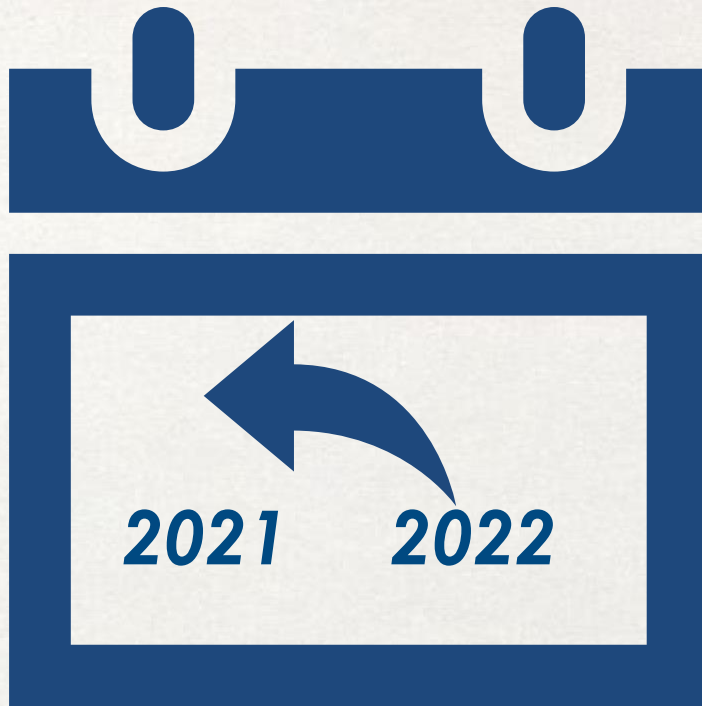


feel they are getting fewer items for their money when they go food shopping (83%)





HOUSEHOLD FOOD WASTE IS THE SAME OR MORE THAN IT WAS THIS TIME LAST YEAR



1 in 2 (45%) 

households are throwing away the same amount or more than they did this time last year



42%



43%

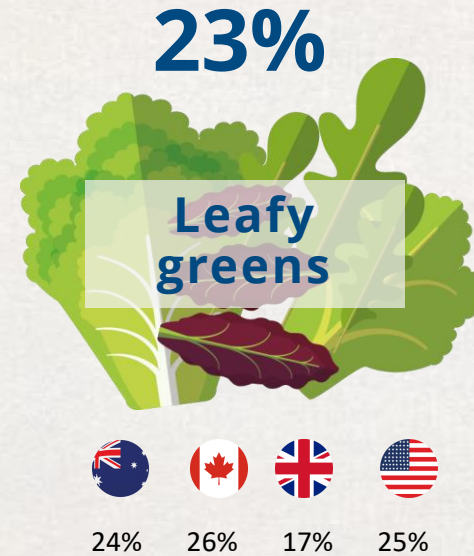
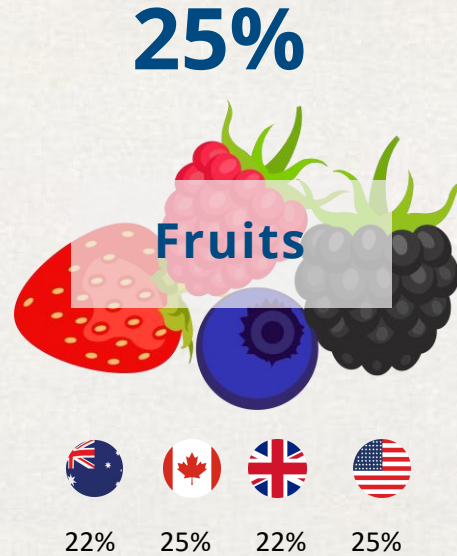
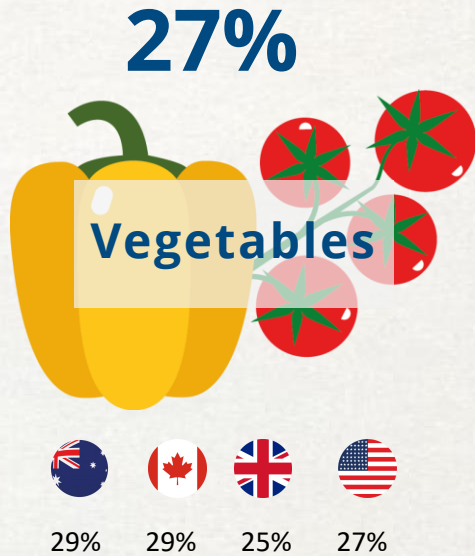


48%



47%

FRESH FOODS ARE THE MOST WASTED

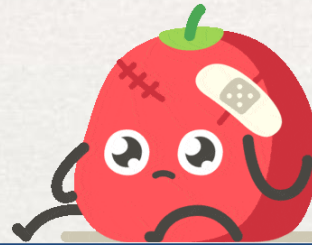




CITIZENS UNDERESTIMATED HOW MUCH WASTING FOOD COSTS

We told respondents that research has shown households could save money per week by reducing food waste.

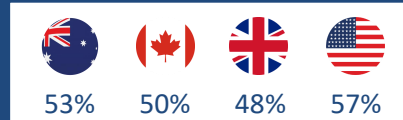
- \$43 in Australia
- \$25 in Canada
- £14 in the UK
- \$31 in the USA




After seeing the numbers...

1 in 2 ^(53%)

underestimated how much money they could save by being more resourceful with food



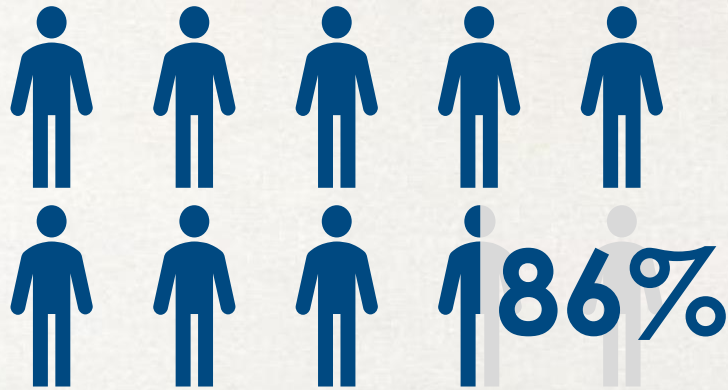
 among those
66% aged 35 or below

...and **7 in 10** (67%) people said they are more likely to reduce food waste

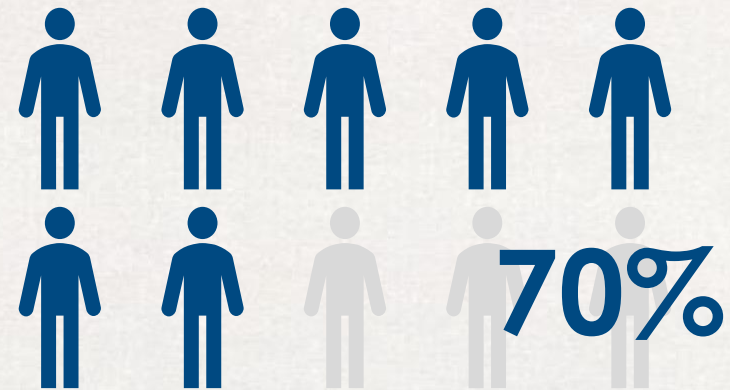
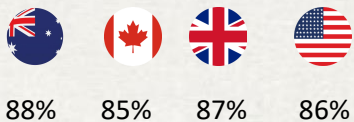




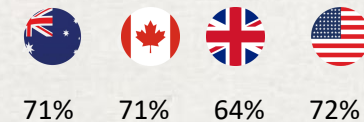
TALKING ABOUT SAVING MONEY ENCOURAGES CITIZENS TO SAY THEY ARE GOING TO BE MORE RESOURCEFUL WITH THEIR FOOD



say reducing food waste is a great way to save money

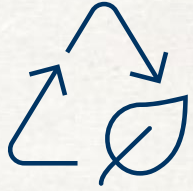


are going to be more resourceful with their food





CITIZENS RECOGNISE THERE ARE WIDER ENVIRONMENTAL AND SOCIETAL BENEFITS RELATED TO BEING RESOURCEFUL WITH FOOD



8 in 10

think that throwing away less food is a good way to save the environment (80%)



82% 81% 84% 76%

8 in 10

feel being resourceful with food is a good way to protect food supply chains (78%)



80% 79% 80% 76%

7 in 10

agree that throwing away less food means we don't need to use as much land and water to feed people (72%)



76% 73% 76% 68%

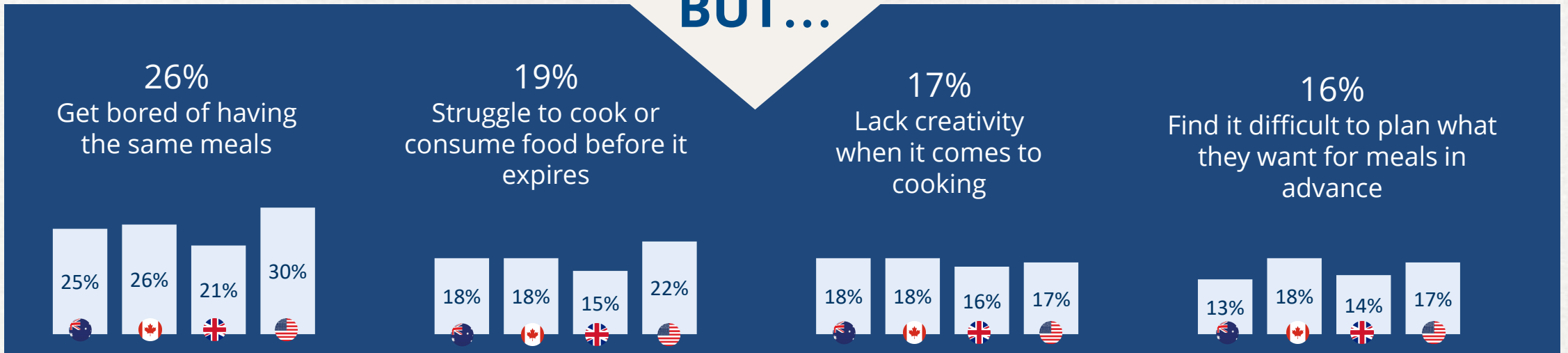


THERE ARE BARRIERS TO OVERCOME TO IMPROVE FOOD RESOURCEFULNESS

6 in 10 (59%) adapt recipes based on available food



BUT...



IDAFLW Study: Q15. Thinking about food, how often do you do any of the following to save food and be more resourceful ? % Do this Q16. Thinking about food, what prevents you, your family, or your household, from being more resourceful when it comes to food waste? % Do this, Base: All respondents (n=5,016), Australia (n=1,000), Canada (n=1,008), UK (n=1,001), USA (n=2,007)



CITIZENS HAVE BELIEFS ON BEING RESOURCEFUL WITH FOOD, AND FOOD WASTE

Common beliefs around food waste (% agree):

78%

Food waste prevention should be talked about more



59%

Brands should help them be more resourceful with food



58%

Need more support from food companies to help them save money



52%

Need more information on how to store items correctly to keep them for longer



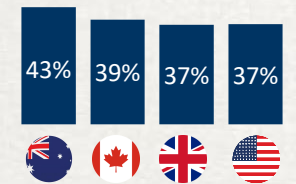
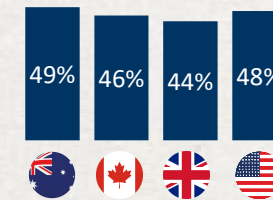
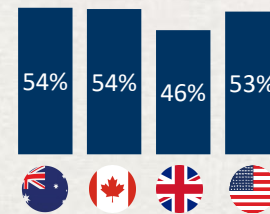
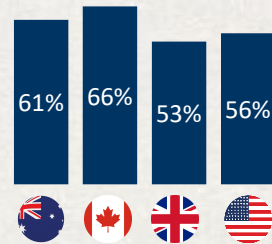
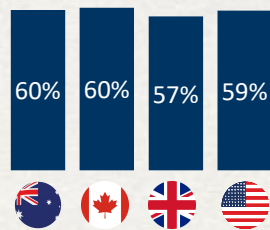
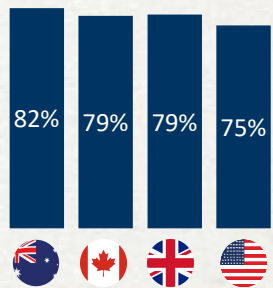
47%

Need more support to know how to be more resourceful with food



39%

Don't know where to find information to help them be resourceful with food





THANK YOU



Calculation of Money saved per week

\$43 in Australia- \$2170- \$2700/Year. Inflation adjusted. National Food Waste Strategy Feasibility Study 2021

\$25 in Canada- \$1352/Year. Inflation Adjusted. LFHW Canada. Making Every Bite Count. 2018-2021

£14 in the UK- £780/year. Inflation adjusted. WRAP Food Surplus and waste in the UK- Key Facts. Oct 21

\$31 in the USA- \$1900/year. Inflation adjusted. Food Waste in America in 2022.