Sustainability – Consumers' Attitudes Survey
Head of Sustainable Consumption & Production
Waste Committee – March 2024

GREATER MANCHESTER
DOING THINGS DIFFERENTLY FOR THE ENVIRONMENT

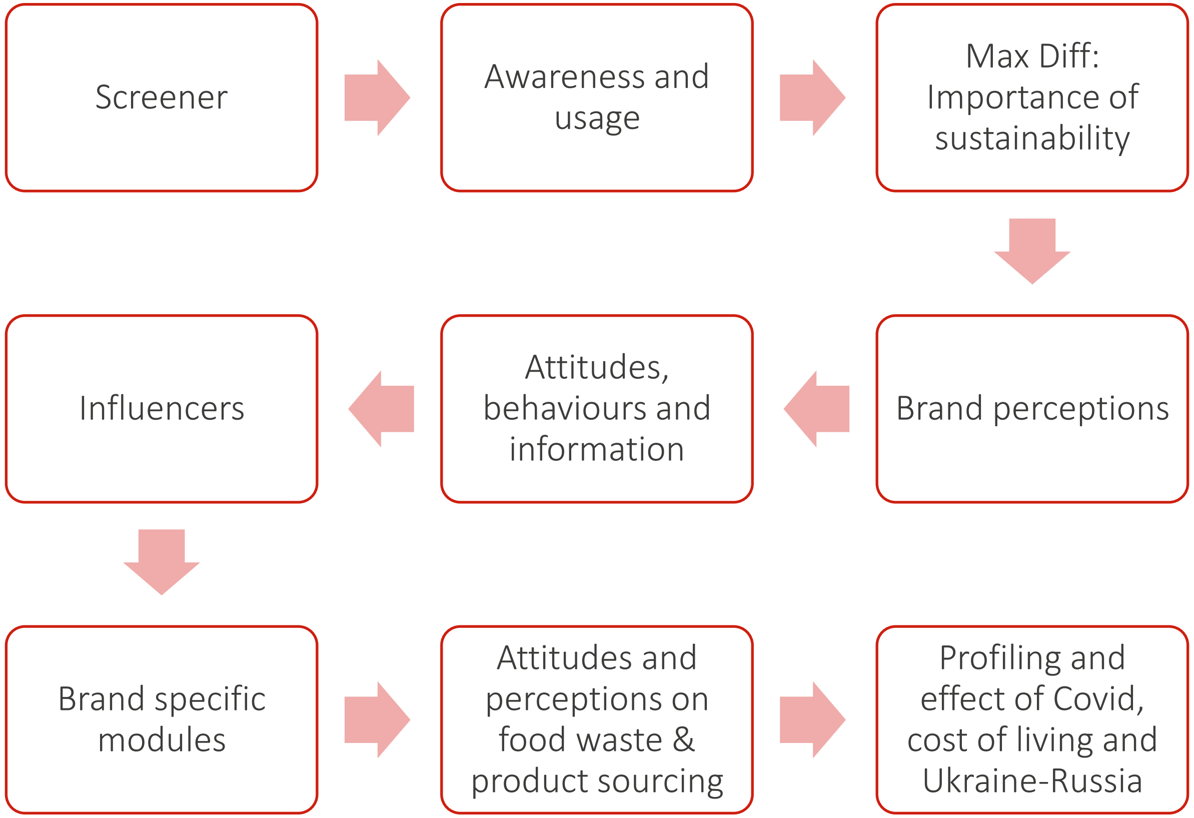
THE STUDY

The latest wave of the Impact sustainability study took place in October 2023, with the next wave (wave 10) taking place in April 2024

UK study representative of the 16+ population

In the latest wave we spoke to 4,078 people (+ a boost of 500 people in the GMCA region)

The survey takes about 20 minutes to complete



THE EFFECT OF RECENT EVENTS

FROM INSIGHT TO INFLUENCE

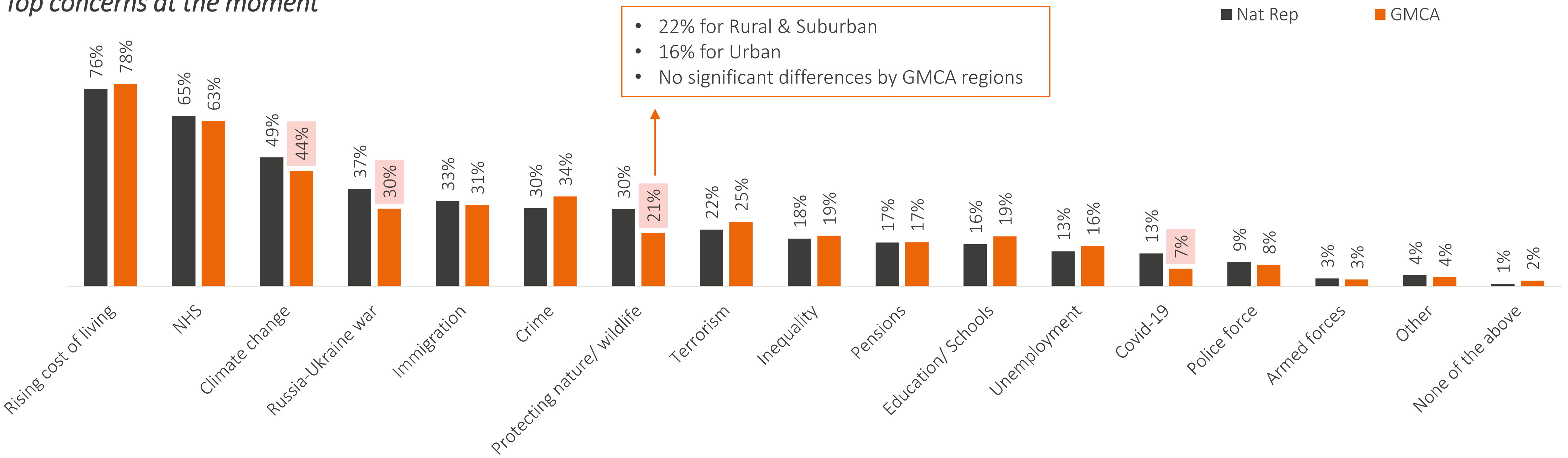
Significantly higher than the UK

Significantly lower than the UK

AREAS OF CONCERN

The rising cost of living is the biggest concern amongst GMCA residents followed by the NHS, in line with the UK. Although climate change is ranked 3rd, it is considered less important compared to the rest of the UK. We see a similar trend with 'protecting wildlife' which also has less strength of support than the UK average.

Top concerns at the moment



65+ GMCA
Were more likely to be concerned with the NHS (81%), Russia-Ukraine war (45%), and immigration (50%)

25-34 GMCA
Were more likely to be concerned with unemployment (31%) and less likely to be concerned about the NHS (48%)

Children in household GMCA
Were more likely to be concerned with education (29%) and less likely to be concerned about the NHS (50%)

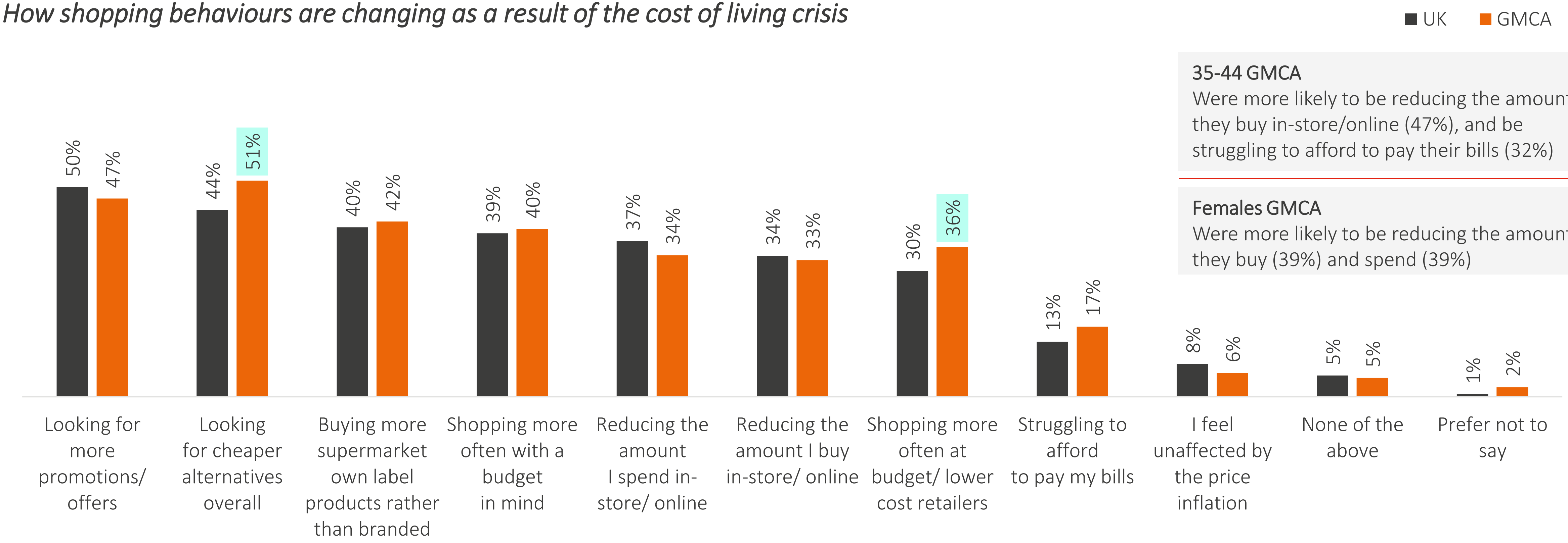
Z10: Which of the following are you most concerned about at the moment? Base: Nat Rep: 2,951, GMCA: 610

Significantly higher than the UK

HOW IS THE COST OF LIVING CRISIS AFFECTING SHOPPING BEHAVIOURS?

Shoppers are looking for promotions and/or cheaper alternatives. GMCA residents are seeing similar behaviour changes, although they are more likely to be looking for cheaper alternatives and shopping more often at budget retailers.

How shopping behaviours are changing as a result of the cost of living crisis



35-44 GMCA
Were more likely to be reducing the amount they buy in-store/online (47%), and be struggling to afford to pay their bills (32%)

Females GMCA
Were more likely to be reducing the amount they buy (39%) and spend (39%)

Z8. And still thinking about the price inflation/ increased cost of living, which of the following statements, if any, apply to you as a result of the increased cost of living? Base: Nat Rep: 2,951, GMCA: 610

CONSUMER ATTITUDES

IMPACT

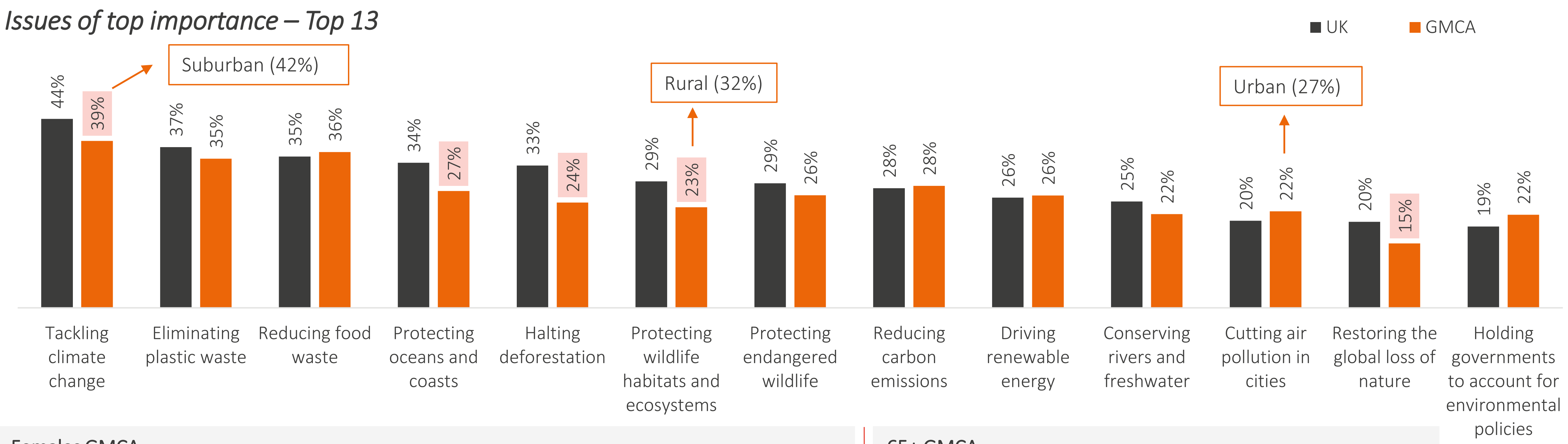
FROM INSIGHT TO INFLUENCE

Significantly higher than the UK

Significantly lower than the UK

GLOBAL ENVIRONMENTAL ISSUES – TOP IMPORTANCE (TOP 13)

Consistent with the UK, tackling climate change is the highest priority amongst GMCA residents, while they are significantly less likely than the UK to feel it's important to protect certain environments, e.g. oceans and forests.



Females GMCA
Were more likely to say reducing food waste (43%) and less likely to say driving renewable energy (17%)

65+ GMCA
Were more likely to say conserving rivers and freshwater (36%)

16-34 GMCA
Were more likely to say reducing the impact of food on biodiversity loss (18%) and less likely to say conserving rivers and freshwater (13%) and protecting wildlife habitats and ecosystems (12%)

Z12: Which, if any, of the following global environmental issues are most important to you? You may select up to 6 statements. Base: Nat Rep: 2,951, GMCA: 610

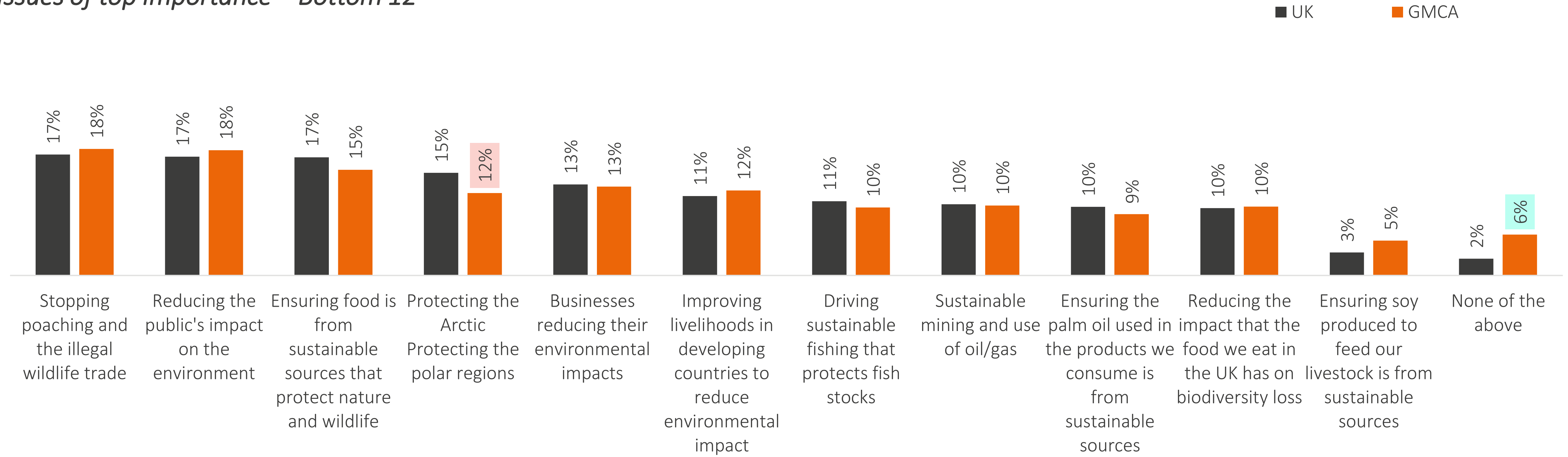
Significantly higher than the UK

Significantly lower than the UK

GLOBAL ENVIRONMENTAL ISSUES – TOP IMPORTANCE (BOTTOM 12)

Consistent with the previous slide, GMCA residents are less likely to feel it's important to protect specific environments (e.g. polar regions), perhaps having more of a focus on aspects they have more control over (e.g. food waste and plastic).

Issues of top importance – Bottom 12

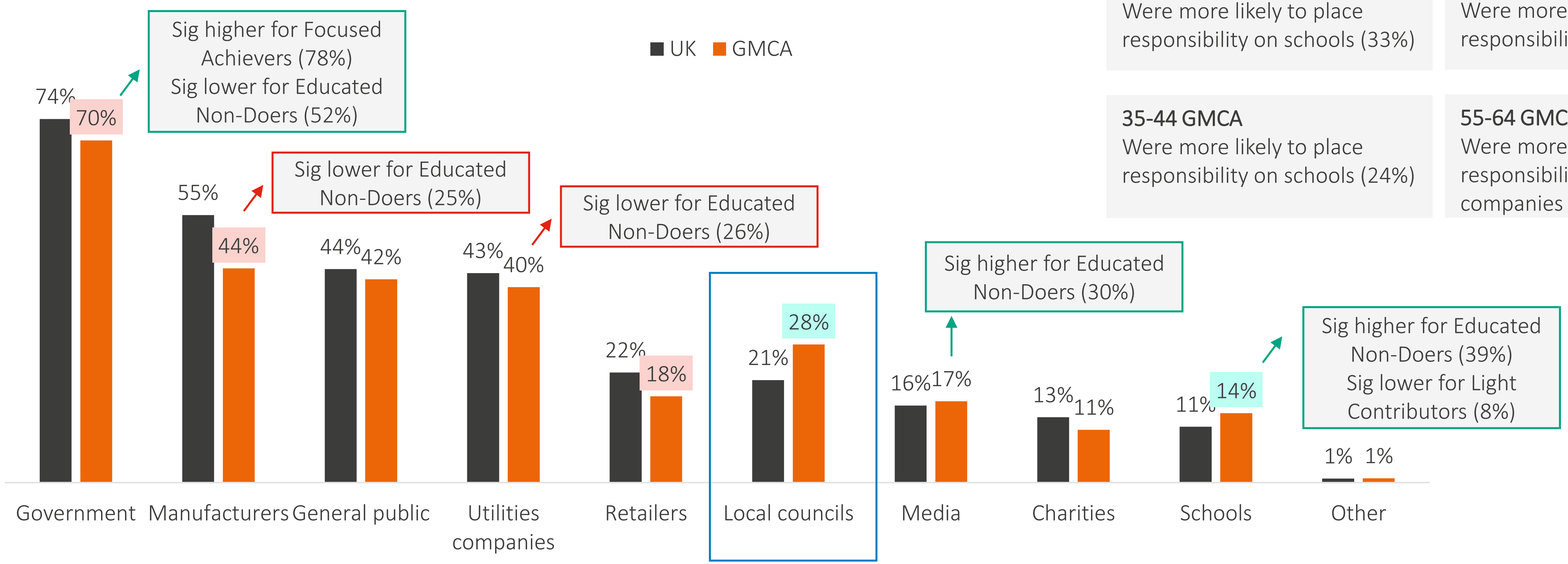


65+ GMCA
Were more likely to place importance on driving sustainable fishing (22%)

RESPONSIBLE FOR TACKLING CLIMATE CHANGE - PROMPTED

The Government is deemed most responsible for tackling climate change, consistent across GMCA and the UK. GMCA residents are also more likely to place responsibility on their Local Councils, putting pressure on GMCA to act. Schools are also important, especially amongst the 16-24 age cohort.

Responsibility for tackling climate change



16-24 GMCA
Were more likely to place responsibility on schools (33%)

25-34 GMCA
Were more likely to place responsibility on media (26%)

35-44 GMCA
Were more likely to place responsibility on schools (24%)

55-64 GMCA
Were more likely to place responsibility on utility companies (56%)

Significantly higher than the UK

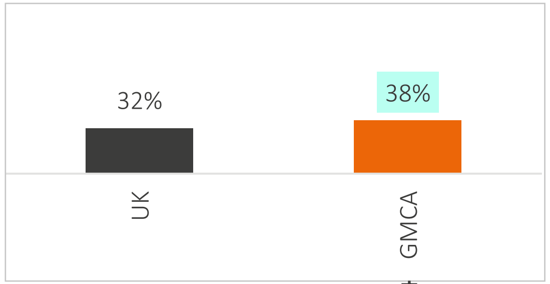
Significantly lower than the UK

CONSUMER ATTITUDES (SIGNIFICANT DIFFERENCES)

GMCA residents are significantly less likely to think change at a global level is a priority, they are also less likely to prefer buying locally-sourced products.

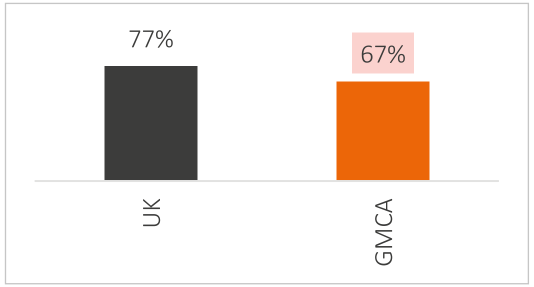
% Agree

I don't really think about the amount of packaging on the products I buy

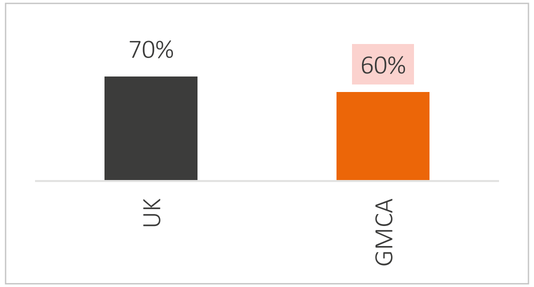


GMCA - Sig. higher amongst males (42%) and those aged 16-34 years (53%).

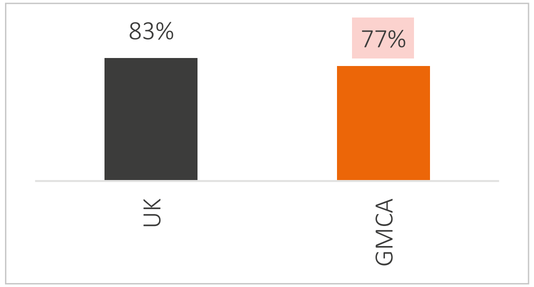
Recyclable packaging is not enough for brands to be seen as sustainable



I prefer to buy locally-sourced products



Change at a global level should be the priority in order to tackle climate change



GMCA - Sig. higher amongst those with no children (80%).

C1. To what extent do you agree or disagree with the following statements? Base: Nat Rep: 4,078, GMCA: 647

Significantly higher than the UK

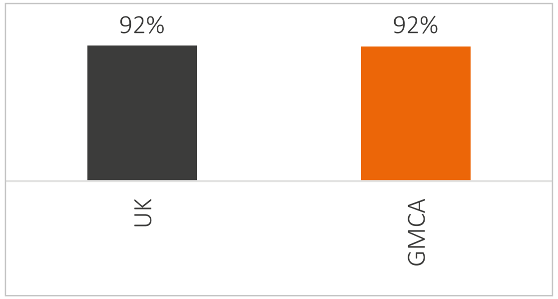
Significantly lower than the UK

CONSUMER ATTITUDES (GREEN BEHAVIOURS AND PERCEPTIONS)

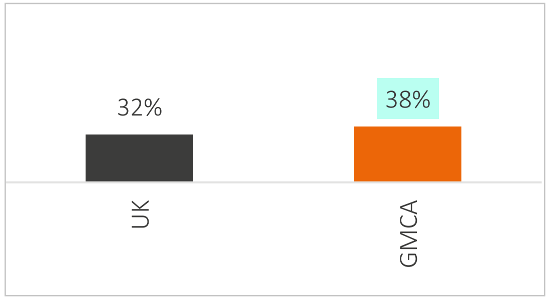
Recycling is of high priority to the UK and GMCA sample alike. GMCA residents are less likely to be making lifestyle compromises to benefit the environment.

% Agree

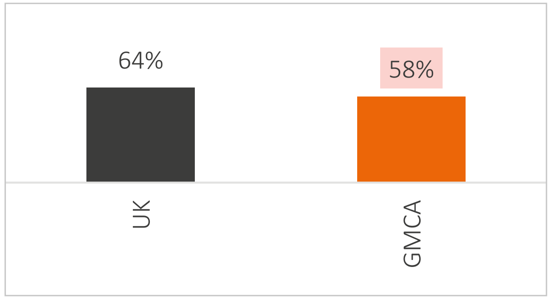
I make a conscious effort to recycle



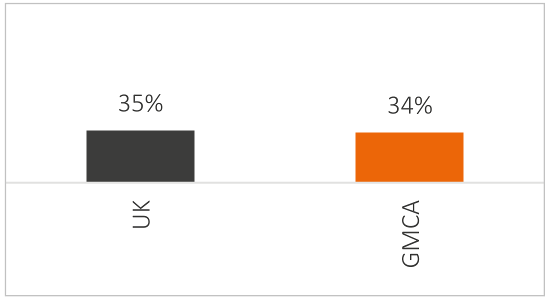
I don't really think about the amount of packaging on the products I buy



I make lifestyle compromises to benefit the environment



The environment is low priority compared to a lot of other things



65+ GMCA
Were more likely to make a conscious effort to recycle (98%)

25-34 GMCA
Were more likely to not really think about the amount of packaging (53%)

Those with children in the household GMCA
Were more likely to make lifestyle compromises (65%)

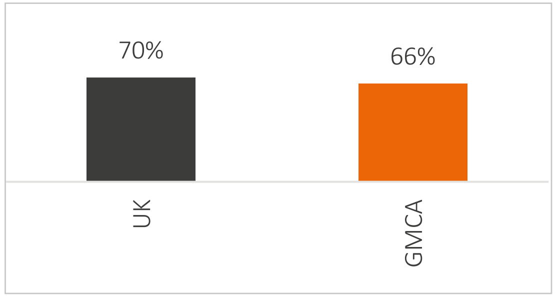
C1. To what extent do you agree or disagree with the following statements? Base: Nat Rep: 4,078, GMCA: 647

CONSUMER ATTITUDES (SOCIAL POLICIES)

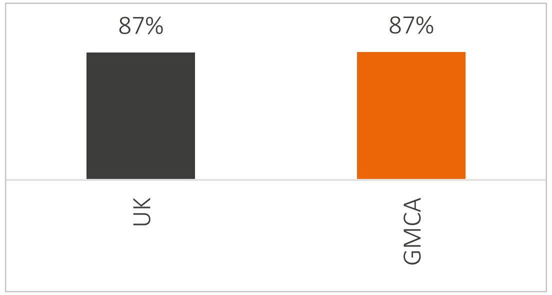
The majority of consumers believe plastic packaging should be banned and there should be greater investment in renewable energy. GMCA residents agree with these attitudes to a similar level as the UK average.

% Agree

The use of plastic in packaging should be banned



There should be greater investment in renewable energy



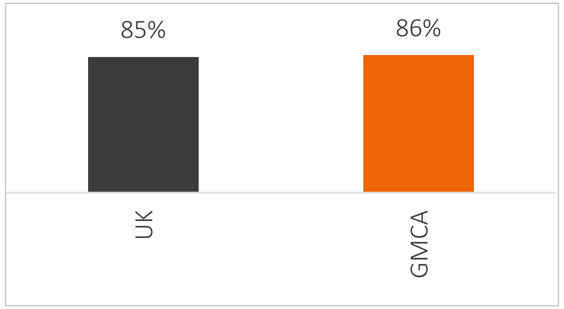
C1. To what extent do you agree or disagree with the following statements? Base: Nat Rep: 4,078, GMCA: 647

CONSUMER ATTITUDES (ENVIRONMENTAL BURDEN)

The burden is seen to lie the most with companies & the government to do more, but still consumers admit they could do more to help. The 35-44 age cohort in the GMCA region are most likely to want to do more and are therefore a key audience to engage.

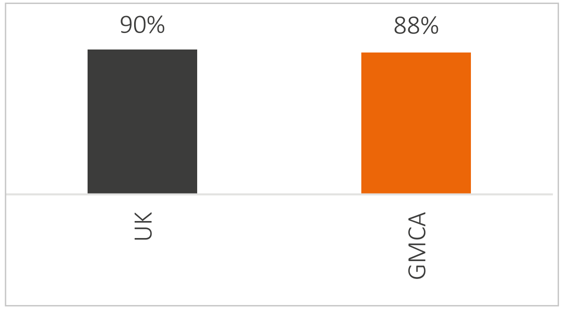
% Agree

The government need to do more to help the environment

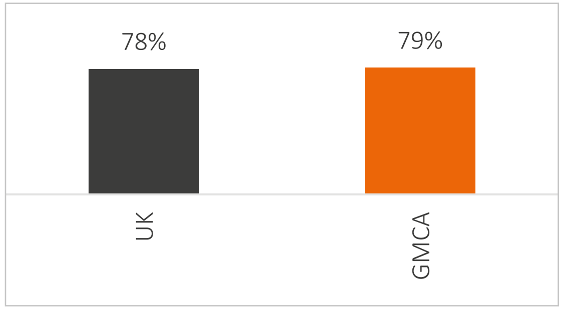


65+ GMCA
Were less likely to think the government needs to do more (77%)

Companies need to do more to help the environment

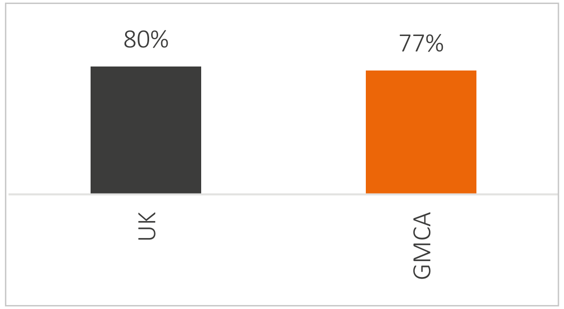


I could do more to help the environment



65+ GMCA
Were less likely to think they could do more to help the environment (63%)

I want to do more to help the environment



35-44 GMCA
Were more likely to want to do more to help the environment (88%)

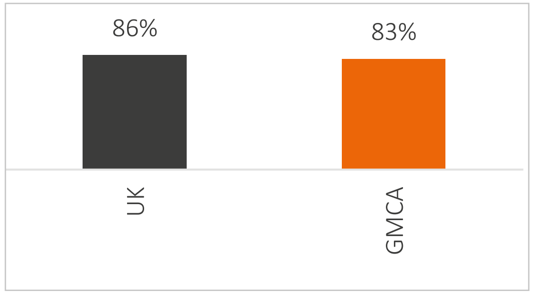
C1. To what extent do you agree or disagree with the following statements? Base: Nat Rep: 4,078, GMCA: 647

CONSUMER ATTITUDES (DIET)

Consumers are conscious of eating both a healthy and a sustainable diet, although health is more likely to be of importance. The GMCA region is in line with the UK average. Family households are more likely to consider a sustainable diet and are therefore a receptive audience to any behaviour change activity in this space.

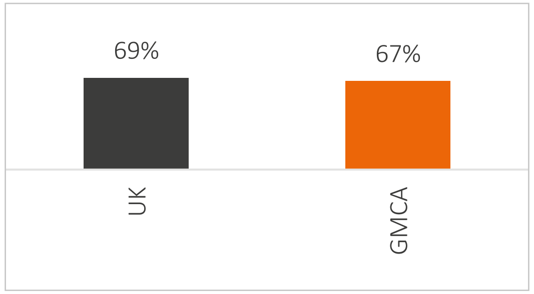
% Agree

It is important for me to eat a healthy diet



65+ GMCA
Were more likely to think it's important for them to eat a healthy diet (90%)

It is important for me to eat a sustainable diet



Those with children in household GMCA
Were more likely to think it is important to eat a sustainable diet (73%)

C1. To what extent do you agree or disagree with the following statements? Base: Nat Rep: 4,078, GMCA: 647

Significantly higher than the UK

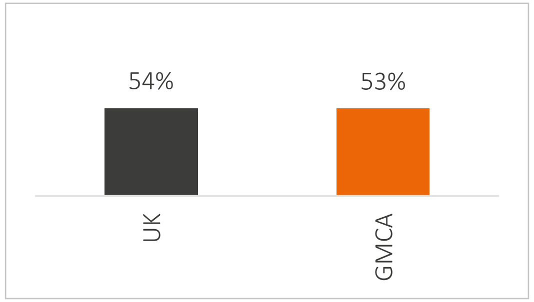
Significantly lower than the UK

ATTITUDES – TIME, EFFORT AND EASE

GMCA residents were less likely than the UK average to agree that being sustainable at home is easy. GMCA should focus on how they can support residents in making sustainability accessible at home. The 35-44 age cohort will be challenging due to time constraints, so for them it will be about the quick wins.

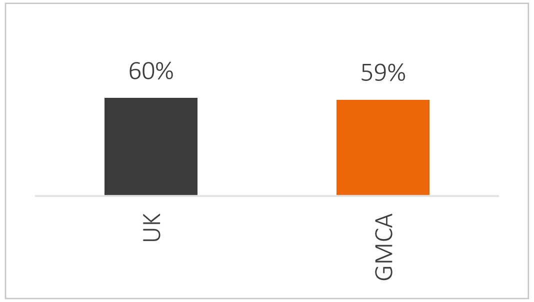
% Agree

It takes a lot of time to be environmentally-friendly



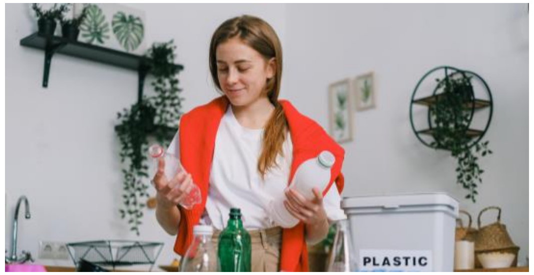
35-44 GMCA
Were more likely to agree with the above statement (67%)

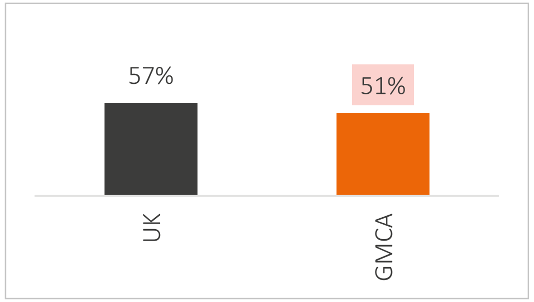
It takes a lot of effort to be environmentally-friendly



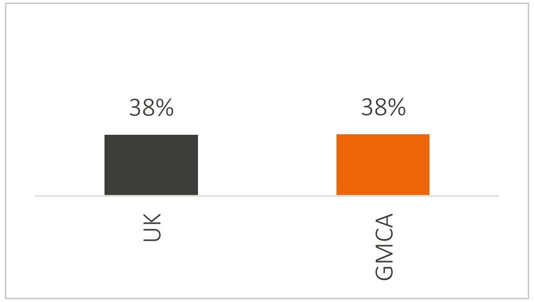
25-34 GMCA
Were more likely to agree with the above statement (75%)

Being sustainable at home is easy





Being sustainable outside the home is easy



25-34 GMCA
Were more likely to agree with the above statement (55%)

- Sign higher urban (53%)

L1. To what extent do you agree or disagree with the following statements? Base: Nat Rep: 2,951, GMCA: 610

Significantly higher than the UK

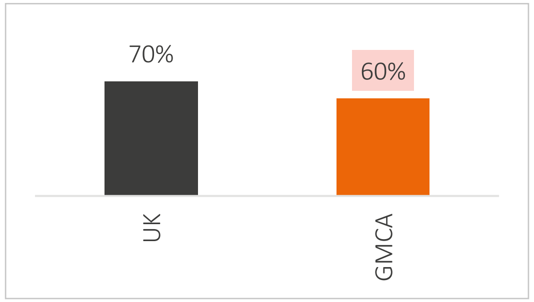
Significantly lower than the UK

ATTITUDES – LOCAL VS. GLOBAL ISSUES

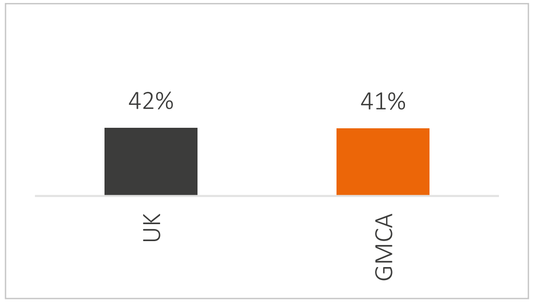
The majority of residents feel that change at a global level is necessary in order to tackle climate change. Buying locally sourced products is less of a preference amongst residents in the GMCA region.

% Agree

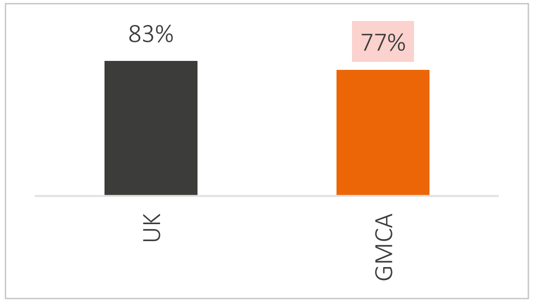
I prefer to buy locally-sourced products



I think priority should be placed on local issues rather than global issues



Change at a global level should be the priority in order to tackle climate change



L1. To what extent do you agree or disagree with the following statements? Base: Nat Rep: 2,951, GMCA: 610

Significantly higher than the UK

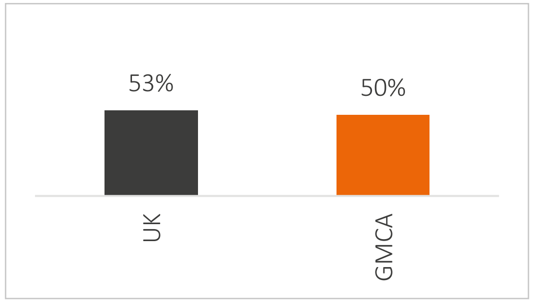
Significantly lower than the UK

ATTITUDES – CHANGING BEHAVIOURS

With GMCA residents being more likely to have suffered financial challenges as a result of the cost of living crisis, they are being a lot more cautious with spending. As a result, it is more of a priority than helping the environment for a lot of people.

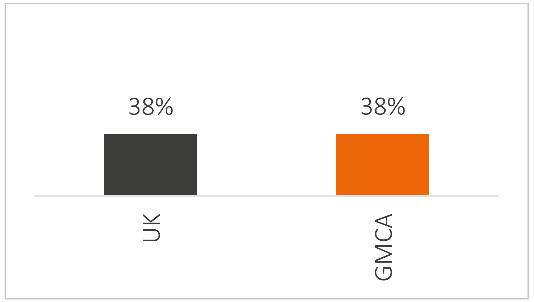
% Agree

I will often change my behaviours after watching a TV documentary about the environment

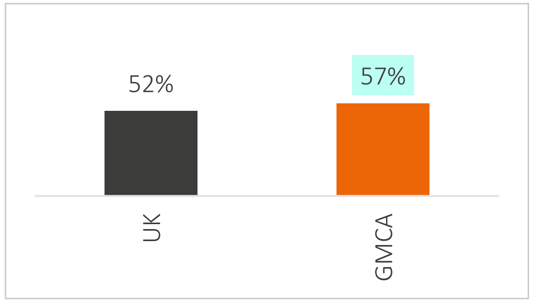


Children in household
Were more likely to agree with the above statement (59%)

Changing my diet to be more sustainable is a step too far



Saving money is more of a priority to me than helping the environment



L1. To what extent do you agree or disagree with the following statements? Base: Nat Rep: 2,951, GMCA: 610

Significantly higher than the UK

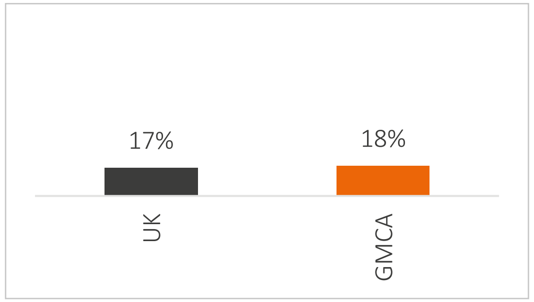
Significantly lower than the UK

ATTITUDES – LIFESTYLE AND PACKAGING

1 in 5 residents don't think climate change is their problem, suggesting their behaviours will be challenging to change. Less than half of GMCA residents agree that sustainability is a core part of their lifestyle, which is behind the UK average.

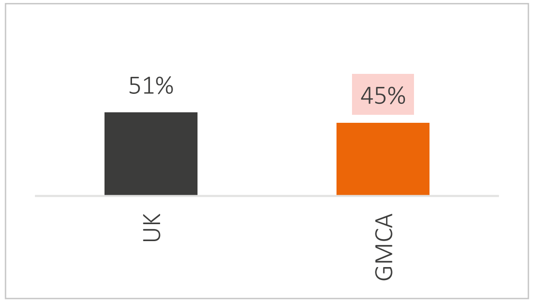
% Agree

Climate change isn't my problem



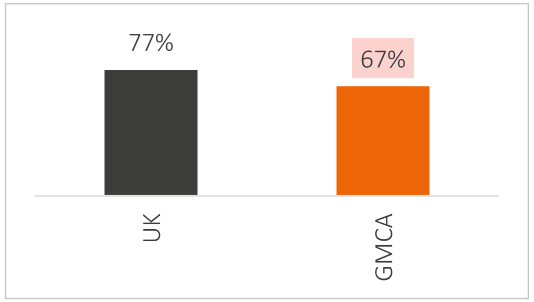
Males GMCA
Were more likely to agree with the above statement (24%)

Sustainability is a core part of my lifestyle



25-34 GMCA
Were more likely to agree with the above statement (58%)

Recyclable packaging is not enough for brands to be seen as sustainable



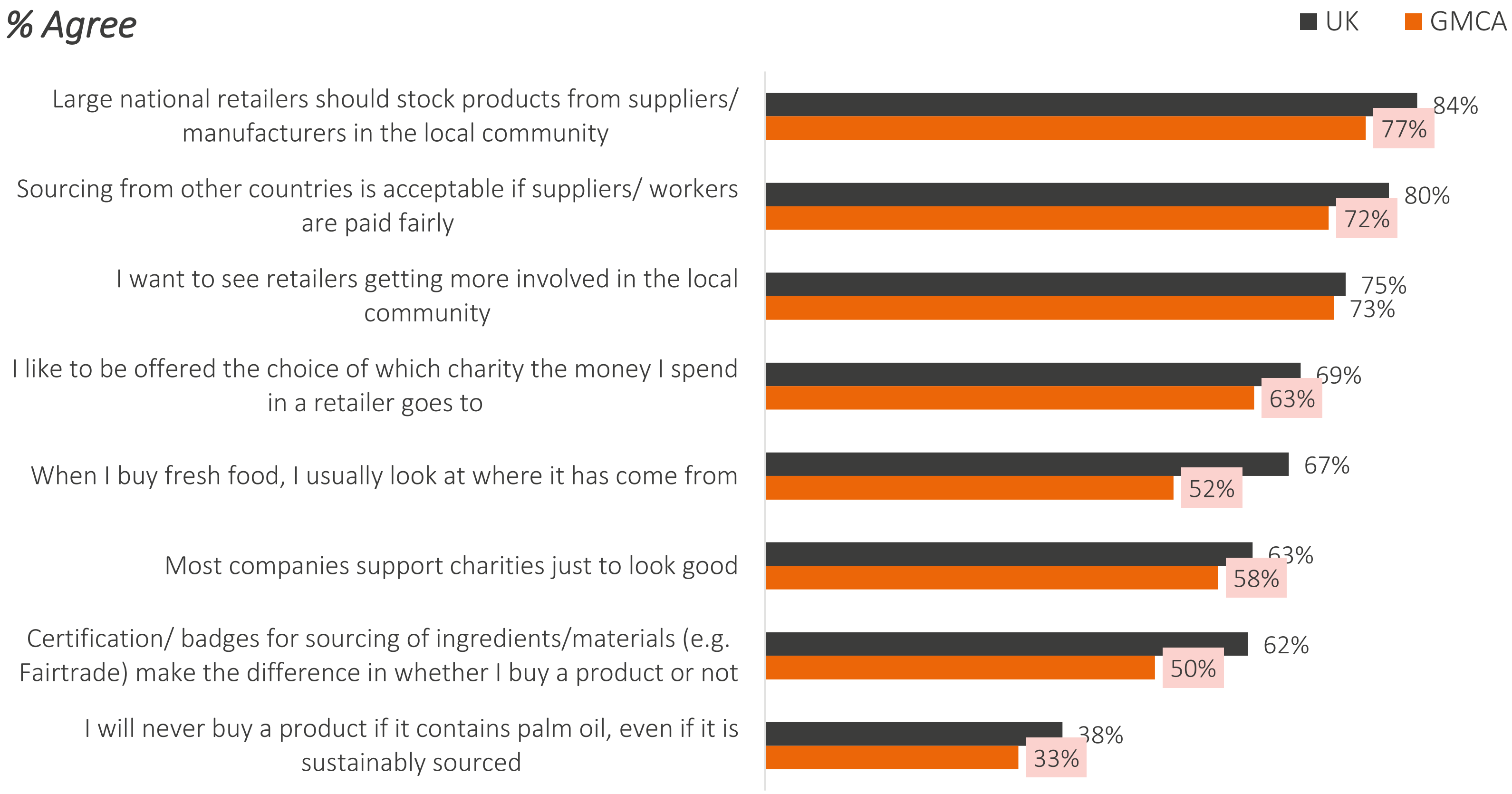
L1. To what extent do you agree or disagree with the following statements? Base: Nat Rep: 2,951, GMCA: 610

ATTITUDES – SOURCING AND LOCAL COMMUNITY

Significantly higher than the UK

Significantly lower than the UK

Residents in the GMCA region are less concerned than the UK average about companies getting involved with the local community. Although agreement is high about fair treatment of local and international suppliers, the scores are lower than the UK average.



Females GMCA
Were more likely to agree sourcing from other countries is acceptable if suppliers/workers are paid fairly (78%)

SEG B GMCA
Were more likely to agree they like to be offered choice as to which charity money goes to (73%)

SEG E GMCA
Were more likely to agree that they want to see retailers involved in the local community (84%)

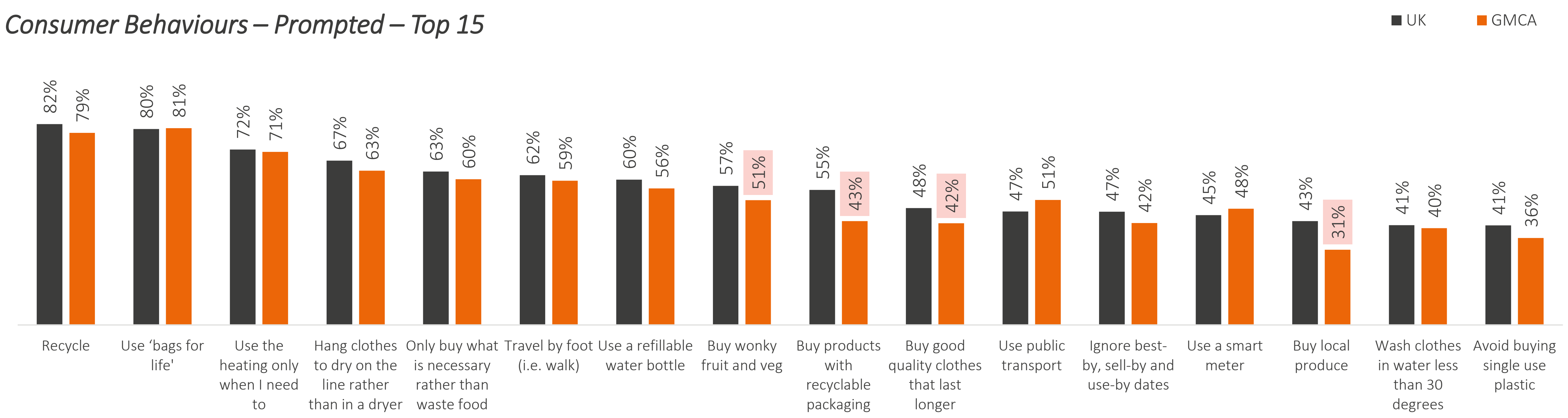
L25: To what extent do you agree or disagree with the following statements? Base: Nat Rep: 2,951, GMCA: 610

CONSUMER BEHAVIOURS

FROM INSIGHT TO INFLUENCE

CONSUMER BEHAVIOURS – TOP 15

While recycling and using bags for life are common behaviours in the GMCA region, residents are less likely to buy wonky fruit and veg, buy local produce and buy products with recyclable packaging.



Males GMCA
Were less likely to hang clothes to dry on the line (54%), use a refillable water bottle (48%), and only buy what is necessary rather than waste food (52%)

16-34 GMCA
Were less likely to use bags for life (60%), use heating only when they need to (57%) but were more likely to use public transport (60%)

65+ GMCA
Were more likely to use bags for life (91%), use heating only when they need to (89%) and dry clothes on the line (79%)

C8: Which of the following, if any, do you do? Base: Nat Rep: 2,951, GMCA: 610

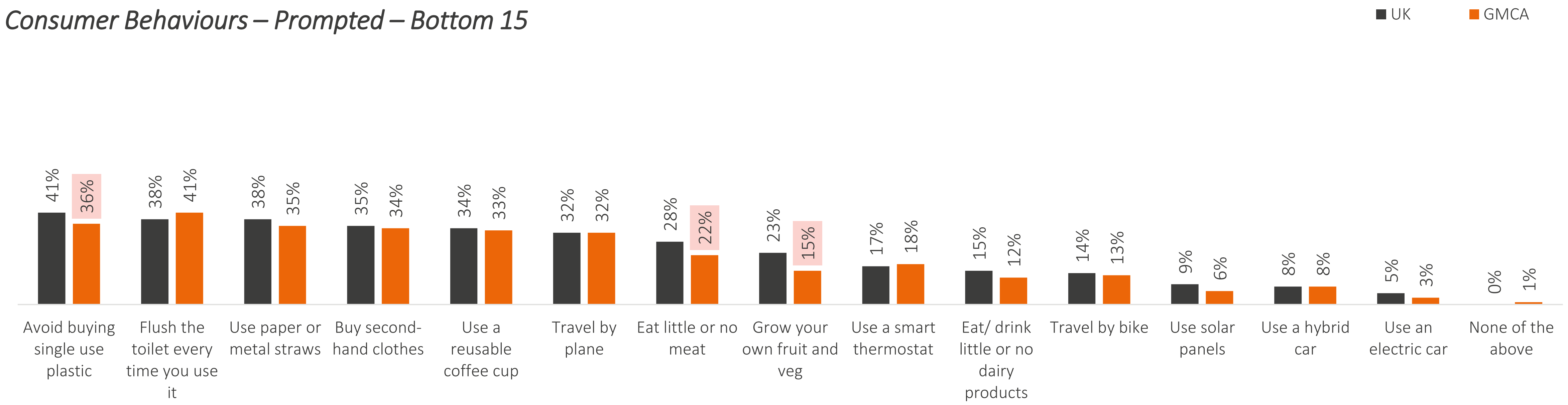
Significantly higher than the UK

Significantly lower than the UK

CONSUMER BEHAVIOURS – BOTTOM 15

Other behaviours amongst GMCA residents are in line with the UK population on the most part. However, they are less likely to be reducing their meat consumption, growing their own produce and avoiding single use plastic.

Consumer Behaviours – Prompted – Bottom 15



16-34 GMCA
Were less likely to avoid single-use plastic (27%) and less likely to buy local produce (22%)

Females GMCA
Were more likely to avoid single-use plastic (42%), buy second-hand clothes (47%), use paper or metal straws (43%), and consume little/no dairy (16%)

Social Grade B GMCA
Were more likely to use an electric car (9%)

Children in the household GMCA
Were more likely to use paper or metal straws (45%), use a smart thermostat (26%), and use an electric car (7%)

C8: Which of the following, if any, do you do? Base: Nat Rep: 2,951, GMCA: 610

FOOD WASTE

FROM INSIGHT TO INFLUENCE

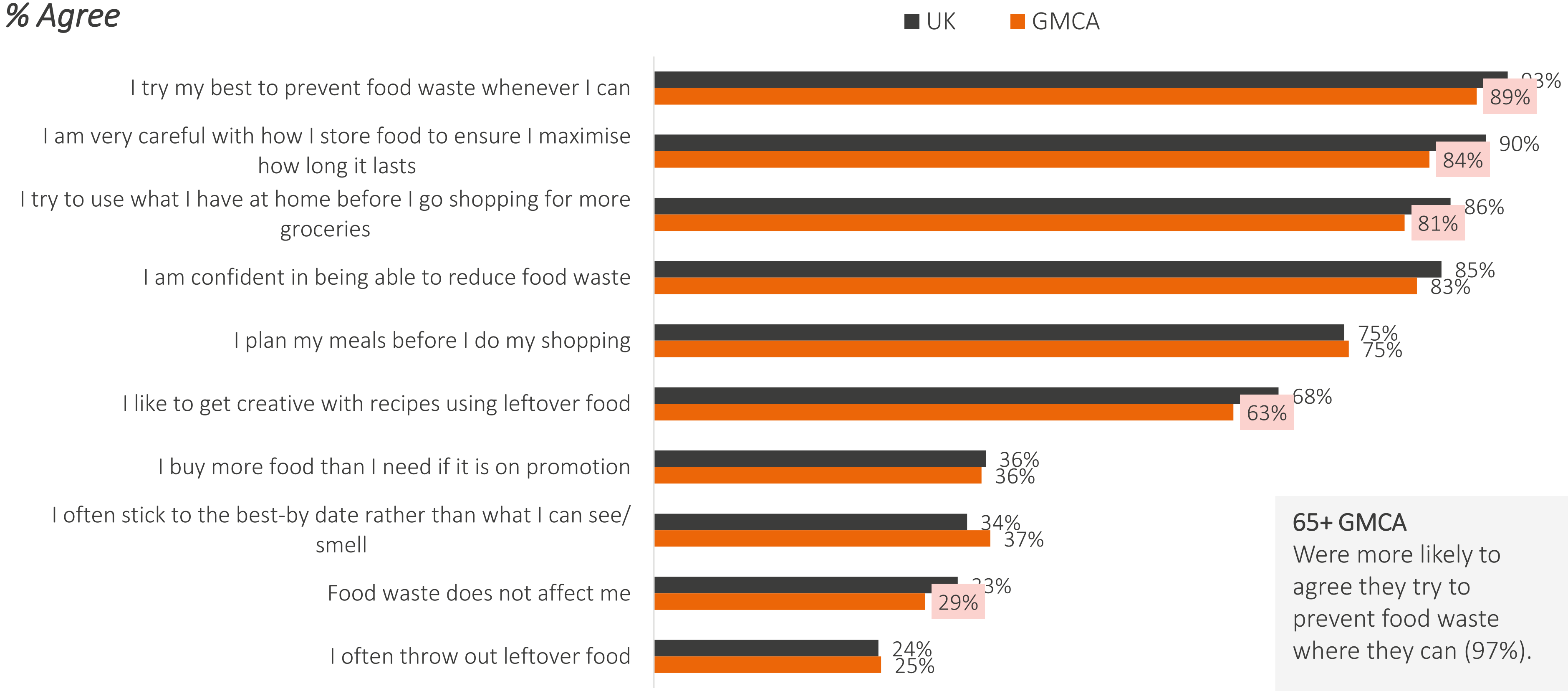
Significantly higher than the UK

Significantly lower than the UK

ATTITUDES - FOOD WASTE

The majority of consumers try their best to prevent food waste. There is an indication that GMCA residents are behind the UK average for reducing food waste, and therefore more could be done to support them in this area.

% Agree



65+ GMCA
Were more likely to agree they try to prevent food waste where they can (97%).

UK Nat Rep (April 2023)
92%
89%
85%
84%
75%
69%
37%
35%
32%
25%

L17: To what extent do you agree or disagree with the following statements about food waste? Base: Nat Rep: 2,951, GMCA: 610

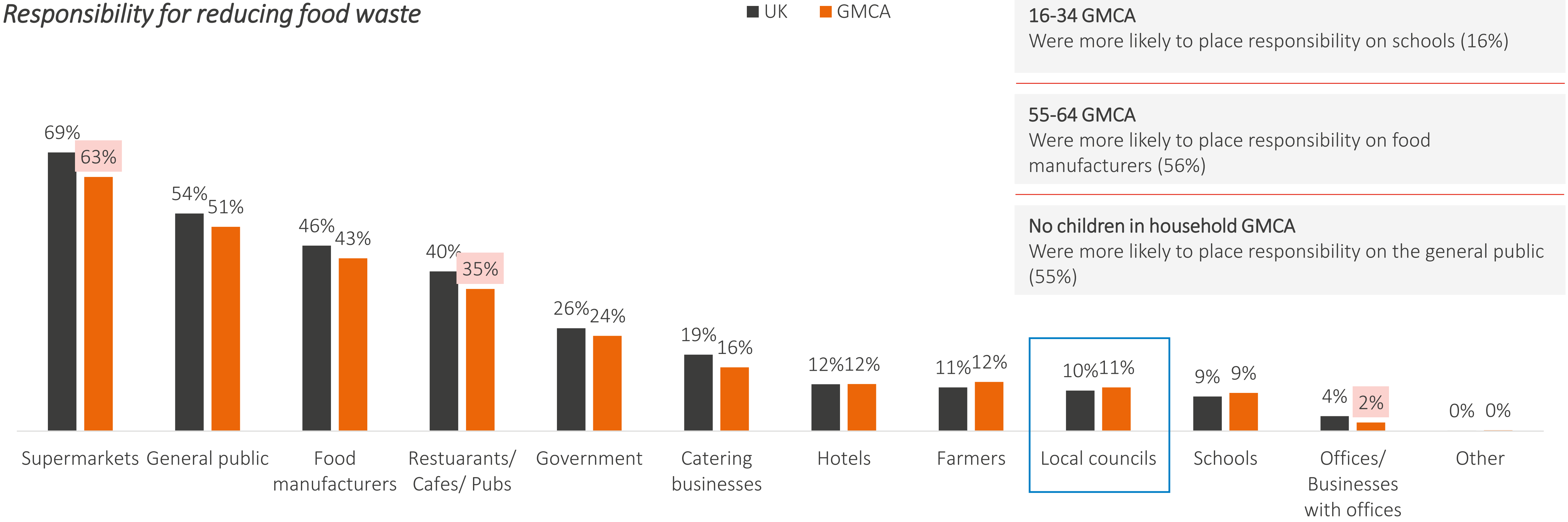
RESPONSIBILITY FOR REDUCING FOOD WASTE - PROMPTED

Significantly higher than the UK

Significantly lower than the UK

The onus for reducing food waste is very much placed on supermarkets in the GMCA region and the rest of the UK. Around half of residents recognise they also have a responsibility to reduce food waste – this suggests the other half require some more education on the benefits of them personally getting involved in this activity.

Responsibility for reducing food waste



16-34 GMCA
Were more likely to place responsibility on schools (16%)

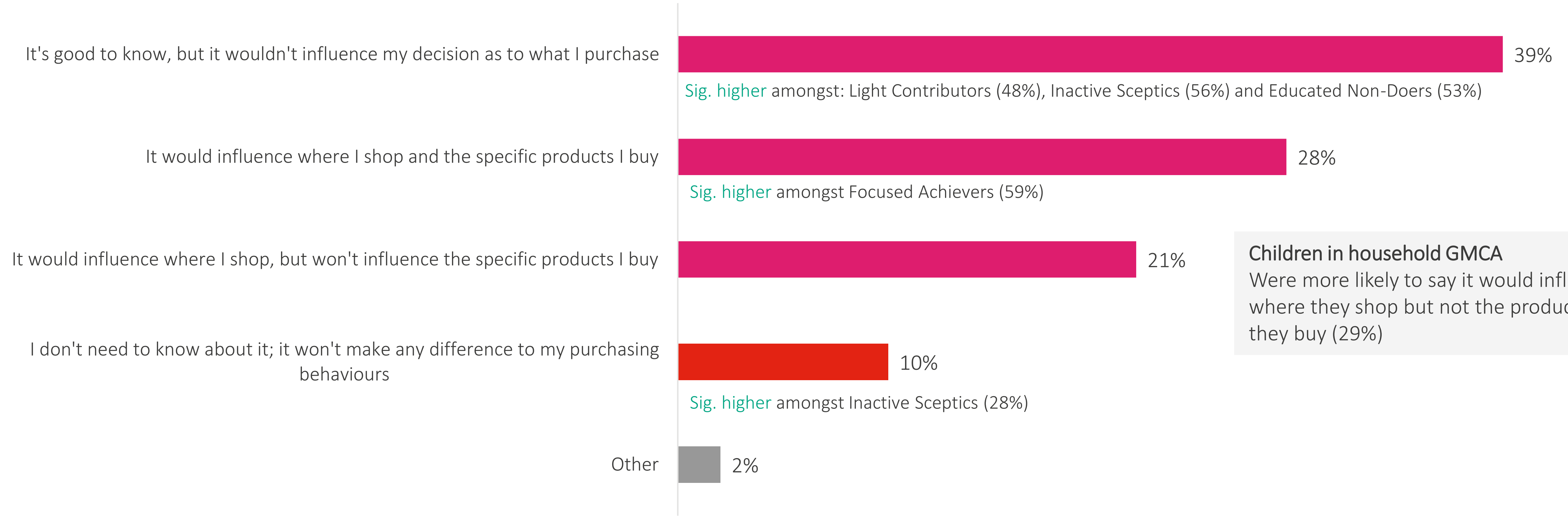
55-64 GMCA
Were more likely to place responsibility on food manufacturers (56%)

No children in household GMCA
Were more likely to place responsibility on the general public (55%)

APPETITE FOR CARBON FOOTPRINT INFORMATION

There's an even split in terms of whether the carbon footprint information will influence residents' purchase decisions or not. However, amongst the majority of residents, this information would at least be appreciated.

Which of these statements best describes how you feel about carbon footprint information on a product?



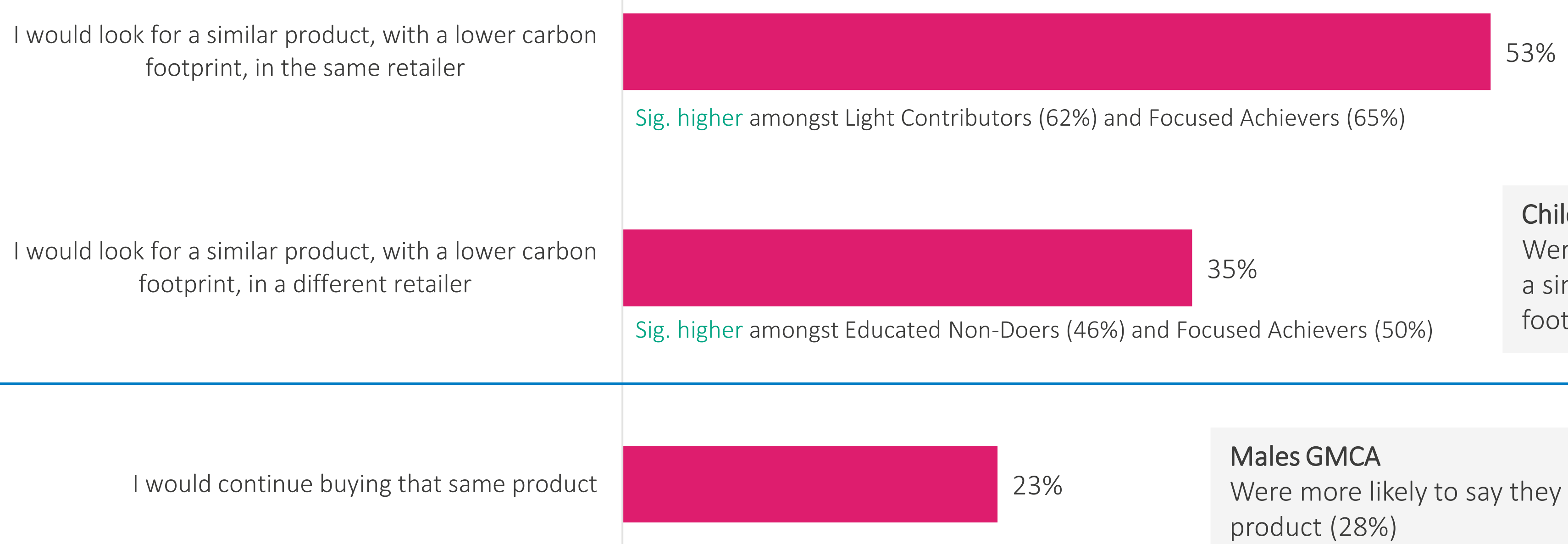
Children in household GMCA
Were more likely to say it would influence where they shop but not the products they buy (29%)

GMCA2A: If a brand/ retailer were to provide information about the carbon footprint of a product, which of these statements best describes how you would feel about that brand or retailer? Base size: 647

REACTION TO A HIGH CARBON FOOTPRINT PRODUCT

Just over ¾ said a high carbon footprint level would cause them to look for some sort of alternative. This tended to be a similar product sold by the same retailer. It suggests that there is certainly value in sharing this information, in order to encourage more conscious decisions.

How would you react if the product you want to buy had a high carbon footprint label?



Sig. higher amongst Light Contributors (62%) and Focused Achievers (65%)

Sig. higher amongst Educated Non-Doers (46%) and Focused Achievers (50%)

Sig. higher amongst Inactive Sceptics (61%)

Children in household GMCA
Were more likely to say they would look for a similar product with a lower carbon footprint in a different retailer (42%)

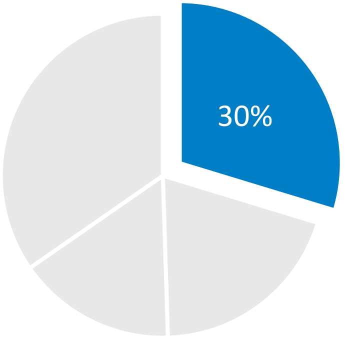
Males GMCA
Were more likely to say they would continue buying the same product (28%)

GMCA2B. Imagine a situation where you are buying a product and the label shows it has a high carbon footprint. Which of the following statements would apply?
Base size: 647

SEGMENTS

FROM INSIGHT TO INFLUENCE

LIGHT CONTRIBUTORS



Knowledge

Attitudes

Behaviours

Who are they?

Light Contributors can be defined as consumers who complete the simpler actions to help the environment.
A large proportion are aged 55+, living in 1-2 person households with no children.

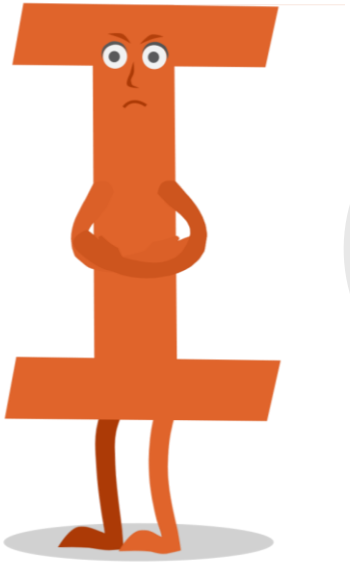
What do they do?

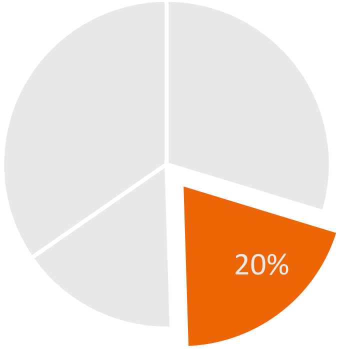
Their environmental attitudes are quite mixed, they make a conscious effort to recycle but are less likely to make lifestyle compromises to benefit the environment. Their environmental behaviours revolve around simpler tasks such as, recycling and using ‘bags for life’. They have high levels knowledge of the simpler things, such as what can and cannot be recycled. However, lack a more complex knowledge on environmental terminology and government schemes.
Reasons for environmental behaviours are more about saving money.

What would make them do more?

- Education: to increase knowledge and awareness of more complex environmental terms and government schemes.
- Incentivisation: to encourage and motivate them to branch further than just the simple behaviours.

INACTIVE SCEPTICS





Knowledge

Attitudes

Behaviours

Who are they?

Inactive Sceptics can be defined as consumers who are not very interested in the environment.
A larger proportion live in suburban areas. More likely to be lower income households (less than £25k annual income).

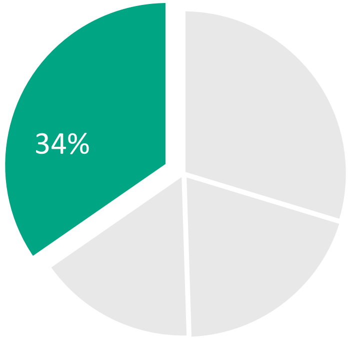
What do they do?

Their environmental attitudes are rather negative, they believe that the environment is a low priority and environmental issues are too far in the future to worry about. They are less likely to say they could do more or want to do more to help the environment. They have low levels of knowledge as a whole and are less likely to adopt environmental behaviours.
Reasons behind the environmental behaviours is to save money and for convenience.

What would make them do more?

- Education and persuasion: as to why they need to contribute to help the environment and what they can do to achieve this.
- Incentivisation: such as saving money or getting money back for completing environmental behaviours.

FOCUSED ACHIEVERS



Knowledge	★★★☆☆
Attitudes	★★★★★
Behaviours	★★★★☆

Who are they?

Focused Achievers can be defined as consumers who are very invested in the environment. They are more likely to be 55+ and they are towards the higher end with regards to Social Economic Grade, and are more likely to own their homes.

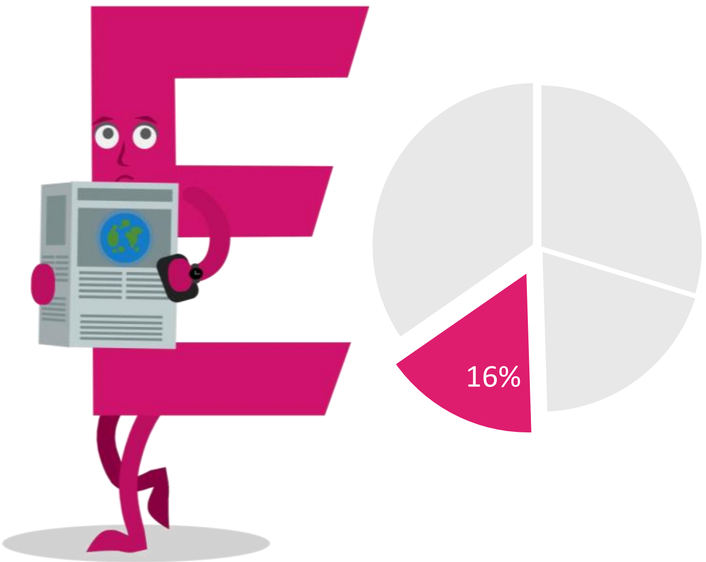
What do they do?

They have very strong, positive environmental attitudes, demonstrating that the environment is very important to them. They do the most for the environment, including using reusable coffee cups, refillable water bottles, reducing food waste and usage of heating. They still believe they could and want to do more to help. They have high levels of knowledge about recycling and environmental terminology but have lower levels of knowledge about government schemes. Their behaviours are driven more by the environment than other segments.

What would make them do more?

- Education: to increase knowledge and awareness of environmental schemes adopted by governments and education on what they could do to increase environmental behaviours further.

EDUCATED NON-DOERS



Knowledge ★★★★☆

Attitudes ★★★☆☆

Behaviours ★☆☆☆☆

Who are they?

Educated Non-Doers can be defined as consumers who have positive attitudes towards sustainability but it doesn't follow-through into their own personal behaviours.
They are more likely to be aged under 45 and in full time employment. They are likely to be families living in urban areas. They are higher income households (over £40k annual income).

What do they do?

They believe that more needs to be done to help the environment, and they want to do more (pay more/make lifestyle compromises). But when it comes down to it, the environment is of a much lower priority and too far in the future to worry about. They are less likely to recycle, use bags for life and avoid buying single use plastic. They have high levels of knowledge about recycling, environmental terminology and government for convenience and social factors i.e. everyone else does it (smart thermostat, reusable coffee cups).

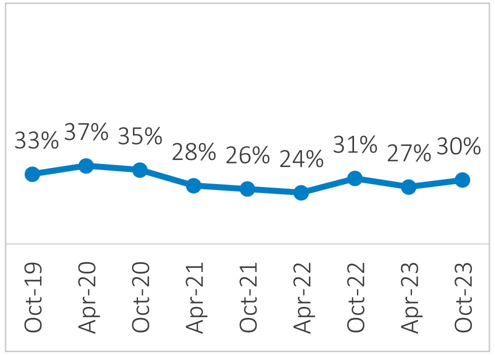
What would make them do more?

- Enablement/Opportunity: knowing different ways or having the opportunity to complete environmental behaviours that conveniently fit in with their current daily routines.

SEGMENT CHANGES FROM OCT-19 TO OCT-23

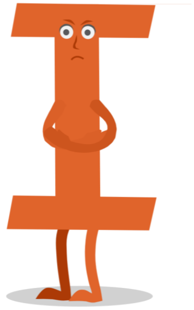
As part of the analysis, Impact identified four key segments based on environmental attitudes and behaviours. Data on how the sizes of the segments have changed since October 2019 can be found below.

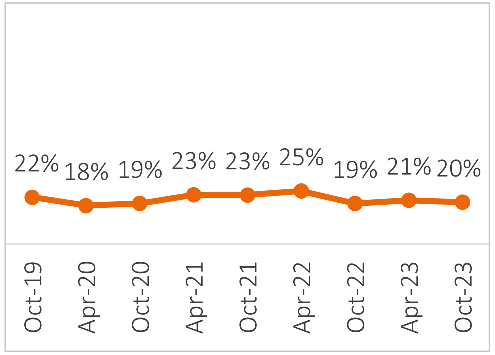
Light Contributors



Low knowledge, have more basic environmental behaviours

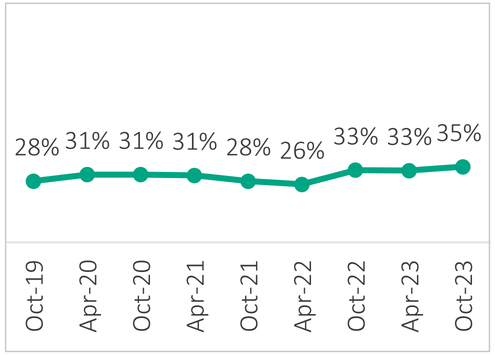
Inactive Sceptics





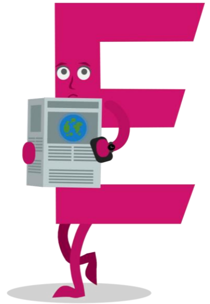
Don't know, don't care

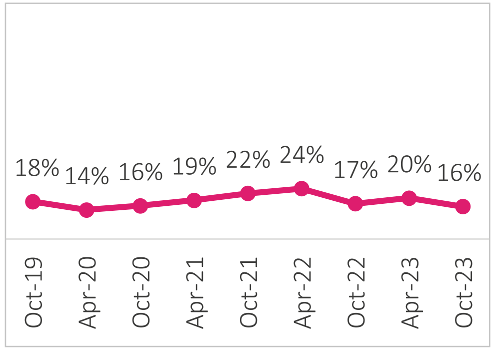
Focused Achievers



Knowledgeable, positive attitudes and moving beyond basic environmental behaviours

Educated Non-Doers





Knowledgeable and positive attitudes, but not following through to action

OCT 23

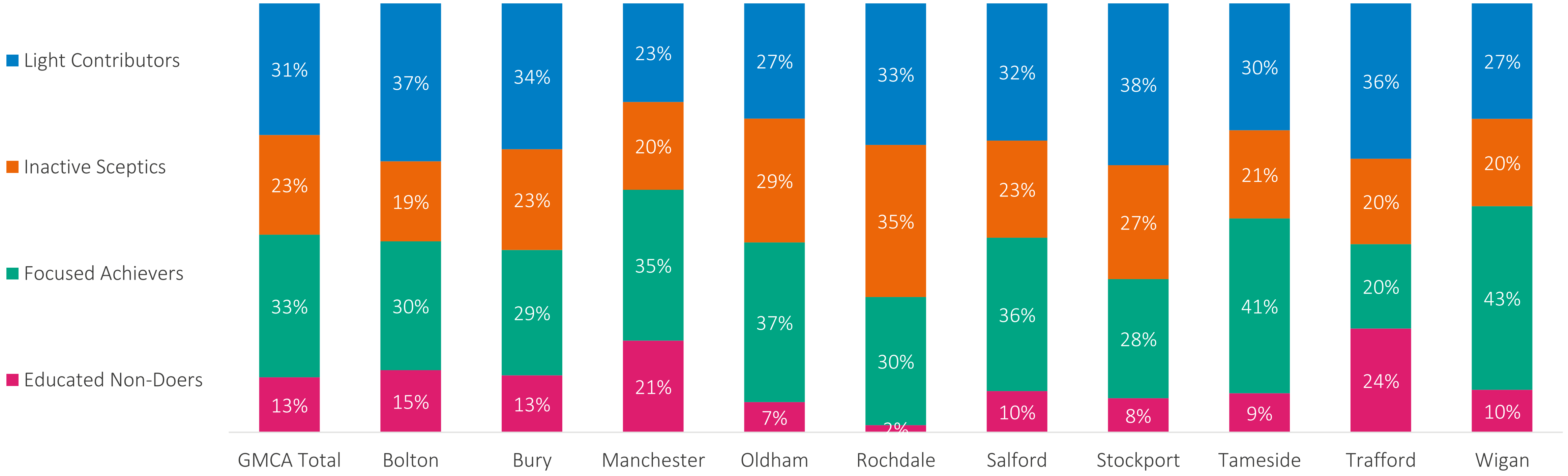
GMCA 31%	**GMCA** 23%	**GMCA** 33%	**GMCA** 13%

IMPACT

LIFE SEGMENTS IN GMCA REGIONS

Manchester and Trafford are more likely to have Educated Non-Doers, perhaps driven by having a higher proportion of residents aged 16-35. The Inactive Sceptics are most prevalent in Rochdale, suggesting this area will need the most support in encouraging residents to be more sustainable.

LIFE Segments within each region of GMCA



Base size – Oct 23: GMCA Total: 647; Bolton: 65; Bury: 60; Manchester: 164; Oldham: 43; Rochdale: 42; Salford: 77; Stockport: 50; Tameside: 44; Trafford: 50; Wigan: 52

Significantly higher than GMCA total sample

Significantly lower than GMCA total sample

BEHAVIOURS BY LIFE SEGMENTS

Column %	Total Nat Rep Sample	GMCA Total Sample	Light Contributors (GMCA)	Inactive Sceptics (GMCA)	Focused Achievers (GMCA)	Educated Non-Doers (GMCA)
Recycle	82%	81%	86%	74%	85%	71%
Use 'bags for life'	80%	79%	87%	79%	83%	50%
Use the heating only when I need to	72%	71%	77%	69%	79%	39%
Hang clothes to dry on the line rather than in a dryer	67%	63%	72%	55%	72%	35%
Only buy what is necessary rather than waste food	63%	60%	58%	47%	78%	41%
Travel by foot (i.e. walk)	62%	59%	59%	53%	68%	49%
Use a refillable water bottle	60%	56%	59%	45%	68%	39%
Use public transport	47%	51%	51%	37%	64%	45%
Buy wonky fruit and veg	57%	51%	50%	44%	66%	31%
Use a smart meter	45%	48%	52%	41%	52%	40%
Buy products with recyclable packaging	55%	43%	44%	22%	65%	20%
Ignore best-by, sell-by and use-by dates	47%	42%	44%	40%	50%	19%
Buy good quality clothes that last longer	48%	42%	39%	28%	54%	40%
Flush the toilet every time you use it	38%	41%	45%	50%	30%	47%
Wash clothes in water less than 30 degrees	41%	40%	32%	29%	57%	35%
Avoid buying single use plastic	41%	36%	28%	14%	62%	27%
Use paper or metal straws	38%	35%	38%	23%	41%	36%
Buy second-hand clothes	35%	34%	30%	29%	46%	24%
Use a reusable coffee cup	34%	33%	30%	14%	47%	36%
Travel by plane	32%	32%	38%	34%	27%	28%
Buy local produce	43%	31%	30%	14%	45%	26%
Eat little or no meat	28%	22%	16%	8%	37%	18%
Use a smart thermostat	17%	18%	21%	9%	22%	15%
Grow your own fruit and veg	23%	15%	14%	8%	20%	17%
Travel by bike	14%	13%	7%	10%	20%	16%
Eat/ drink little or no dairy products	15%	12%	8%	6%	18%	20%
Use a hybrid car	8%	8%	7%	8%	7%	10%
Use solar panels	9%	6%	7%	3%	8%	7%
Use an electric car	5%	3%	4%	3%	4%	2%
None of the above	0%	1%	0%	2%	1%	2%

C8: Which of the following, if any, do you do? Base: Nat Rep: 2,951, GMCA: 610, GMCA Light Contributors: 187, GMCA Inactive Sceptics: 134, GMCA Focused Achievers: 212, GMCA Educated Non-Doers: 77

Significantly higher than GMCA total sample

Significantly lower than GMCA total sample

FOOD WASTE ATTITUDES BY LIFE SEGMENTS

Column %	Total Nat Rep Sample	GMCA Total Sample	Light Contributors (GMCA)	Inactive Sceptics (GMCA)	Focused Achievers (GMCA)	Educated Non-Doers (GMCA)
I try my best to prevent food waste whenever I can	93%	89%	90%	85%	95%	81%
I am very careful with how I store food to ensure I maximise how long it lasts	90%	84%	84%	74%	97%	72%
I am confident in being able to reduce food waste	85%	83%	84%	69%	94%	77%
I try to use what I have at home before I go shopping for more groceries	86%	81%	82%	74%	90%	72%
I plan my meals before I do my shopping	75%	75%	76%	65%	79%	84%
I like to get creative with recipes using leftover food	68%	63%	60%	45%	79%	60%
I often stick to the best-by date rather than what I can see/ smell	34%	37%	33%	37%	31%	59%
I buy more food than I need if it is on promotion	36%	36%	32%	33%	31%	60%
Food waste does not affect me	33%	29%	22%	39%	18%	59%
I often throw out leftover food	24%	25%	23%	25%	16%	51%

L17: To what extent do you agree or disagree with the following statements about food waste? Base: Nat Rep: 2,951, GMCA: 610 , GMCA Light Contributors: 187, GMCA Inactive Sceptics: 134, GMCA Focused Achievers: 212, GMCA Educated Non-Doers: 77

Next Steps

- A briefing note to be produced summarising key findings of the research

- Scope and tender documents for Phase 2 of behaviour insights research to be completed by end of March to go out for tender in April, this will include areas identified within new five-year plan that require further insights to further understand barriers and drivers/incentives to enable change

- Explore with the communications challenge group how the ‘LIFE’ segments can be used to shape and test future communication campaigns