



2023 Behavioural Trend Monitoring Survey Of Waste Minimisation Practices



A Quantitative Report for the Ministry for the
Environment, June 2023

CONTENTS

Objectives and methodology	3-4
Key findings	5-8
Recycling and reducing - Behaviours	9-20
Recycling and reducing - Attitudes and knowledge	21-26
Recycling and reducing - Segmentation	27-36
Views of waste reduction	37-43
Food waste - Attitudes and behaviours	44-54
Food waste - Segmentation	55-63
Plastics	64-68
Communications on reducing waste	69-71

OBJECTIVES AND METHODOLOGY

The main objective of the research is to understand people's attitudes, awareness and behaviours around waste minimisation.

This survey provides a baseline to track the impact of the Ministry's Waste and Resource Efficiency work programmes taking place from 2023 onwards, as further annual surveys are planned for the years ahead.

These include kerbside standardisation, plastic phase outs, food waste reduction programmes, and specific campaigns.



Results in this report are based upon questions asked of a nationally representative online sample of n=1017 adults 18 years and over.

- The margin of error for a 50% figure at the 95% confidence level is $\pm 3.1\%$.
- Research was conducted between the 9th and 16th of May 2023.



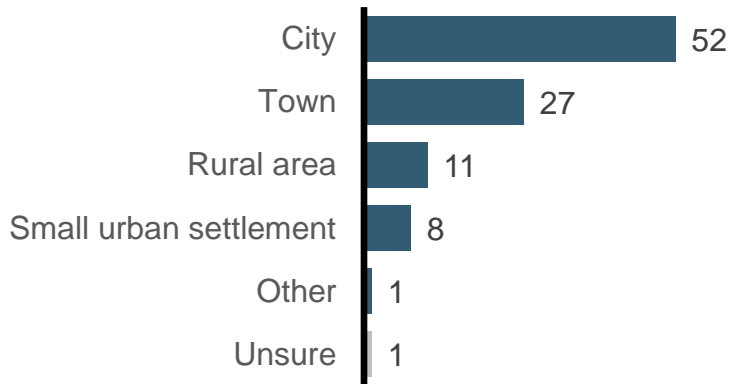
All numbers are shown rounded to zero decimal places, hence specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%.

- For example, $2.7 + 3.5 = 6.2$ would appear: $3 + 4 = 6$.

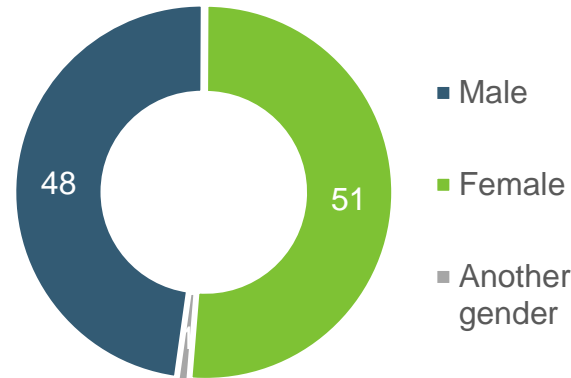
DEMOGRAPHICS: WHO FILLED IN THE ONLINE SURVEY?

All numbers are percentages of the survey sample (%)

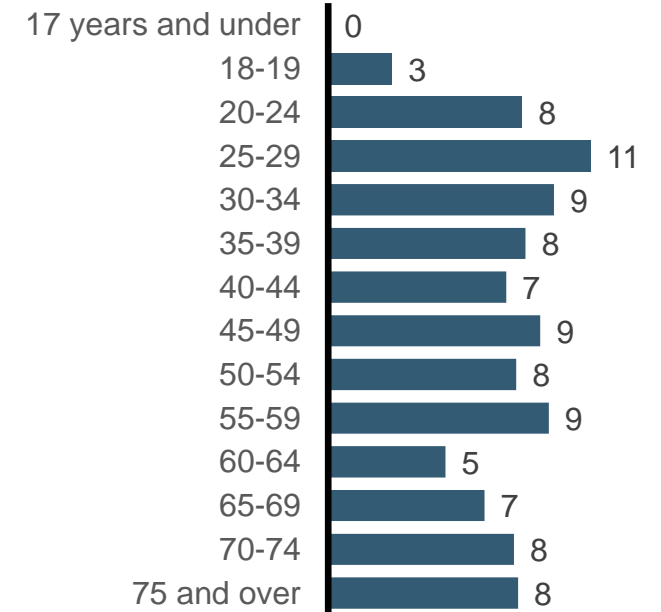
Settlement



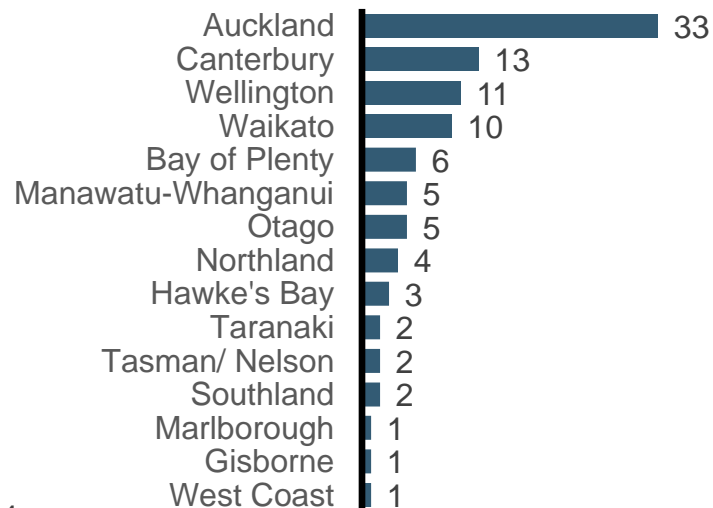
Gender



Age group



Region



Household income

<\$50,000	26
\$50,001-\$100,000	36
>\$100,001	28

Household occupants

Spouse/partner	58
Children aged under 18	29
No one	16
Parents	10
Flatmates	8
Other adult family members	14
Other	1

Ethnicity

NZ European	68
Asian	15
NZ Māori	13
Pasifika	6
Prefer not to say	2
Other	8

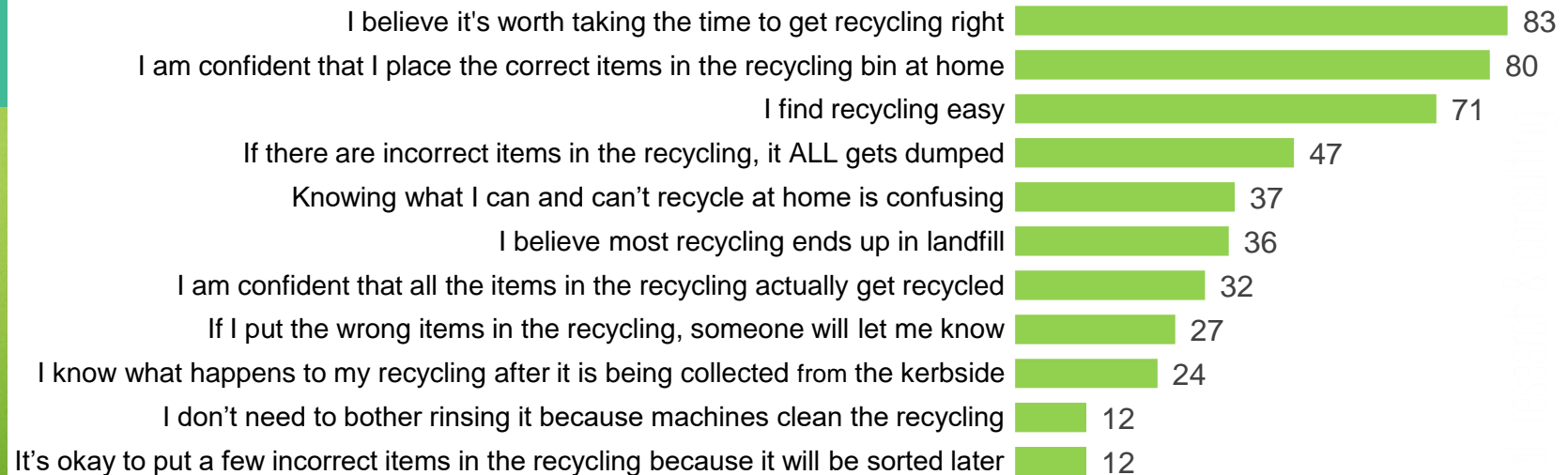
Base: All respondents (n=1017)

Key findings: Recycling and reducing waste



- The **most frequent recycling and reusing behaviours** are 'using reusable bags when shopping', (81%) and 'recycling waste at home' (72%), followed by 'carrying a reusable water bottle' (58%) and 'recycling items on the go in public recycling bins' (55%).
- If **uncertain whether an item can be recycled**, most (88%) would put the item in the rubbish bin.
- Most were sceptical about the level of activity undertaken by others, with **perceived frequency of recycling and reusing behaviours by others rating lower than personal behaviour**.
- Indicating why recycling at home was one of the most undertaken activities – there was high agreement that **'it is worthwhile taking the time to get recycling right'**, **'I am confident that I place correct items in the recycling bin'**, and **'I find recycling easy'**.
- Some **barriers** were evident when looking at various attitudes, such as finding that 'what can and can't be recycled is confusing' and 'I believe most recycling ends up in landfill'.
- Out of 15 items tested, a **majority correctly identified whether an item was recyclable or not**.

Attitudes towards recycling (total 'agree')

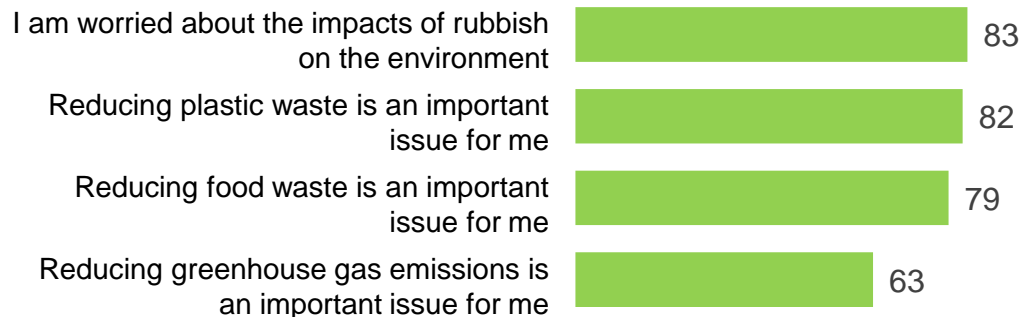


Key findings: Recycling and reducing waste



- Most people surveyed view waste reduction as an important issue but are less concerned about greenhouse gas emissions.
- **The majority of people (72%) says that they actively try to reduce waste**, 24% say they sometimes do and 4% that they don't. The main reasons for reducing waste were protecting the environment, saving money and reducing the amount of waste going to landfill.
- **A majority (59%) claimed to sometimes take items to a separate location for recycling** – the largest category being 'old electronic products' 46%, 'paint' 28%, and 'soft plastics' 24%.
- A segmentation of respondents showed three different levels of commitment towards reducing and recycling behaviours.
- **Illegal dumping** was seen as a major or moderate problem by 41%, while 48% felt it was minor or not a problem at all.

Attitudes towards reducing waste (total 'agree')



Key findings: Food waste

- **Food waste is an important topic for most New Zealanders.** 88% of people responding to the survey agreed that wasting food feels wrong, 79% that reducing food waste was an important issue to them, and 76% that it annoys them to see other people waste food.
- 55% agree that food waste is harmful to the environment, and 35% agree that busy lifestyles make it hard to avoid food waste.
- Just under a third claimed to throw out at least the equivalent to a 2L ice cream container worth of food waste per week, 50% less than 2L, and 19% said they produced no food waste.
- **Key reasons for wasting food** were not eating leftovers and having food in the fridge/ freezer going off.
- Most respondents said **they are already doing most behaviours presented that reduce food waste.** The highest were 'eating leftovers' (96%), 'thinking about portion size', 'using a shopping list', and 'planning meals in advance' (all 92%).
- However, 26% also 'threw out food that had gone off' and 20% 'put food waste into the rubbish bin'.
- Saving money (89%), managing home efficiently (82%) and valuing the effort to produce food (80%) were the strongest **motivators to reduce food waste.**
- Segments were also identified based on people's perceived food waste quantities.

Attitudes towards food waste (total 'agree')



Key findings: Plastics and communications

Plastics

- Most (82%) agreed that reducing plastic waste was an important issue.
- The key barriers to reducing plastic waste were not being able to find alternatives that work and finding affordable alternatives.
- Information on how to dispose of plastic waste was mostly sourced from labelling on the product and from the local council website.
- A significant proportion will be impacted by the removal of single use plastic bags in supermarkets with 40% saying they use these to pack fruit and vegetables. The remainder mostly use reusable bags or no bag, while 19% buy prepacked fruit and vegetables.

Communications on reducing waste

- Across a list of environmental issues, highest recall of information they had seen in the past two years was for recycling correctly (53%), reducing plastic waste (38%), preventing climate change (37%), and reducing food waste (36%).
- Campaign recall was highest for 'Be a tidy Kiwi' on 64% and the phasing out of single use plastic items on 48%.



**Report findings:
Recycling and reducing -
behaviours**



RECYCLING AND REDUCING BEHAVIOURS

This section of the survey asked respondents about their current recycling and reducing behaviours, attitudes and knowledge.

The next few slides will present each questions' responses, alongside some demographic differences that were found to be statistically significant.

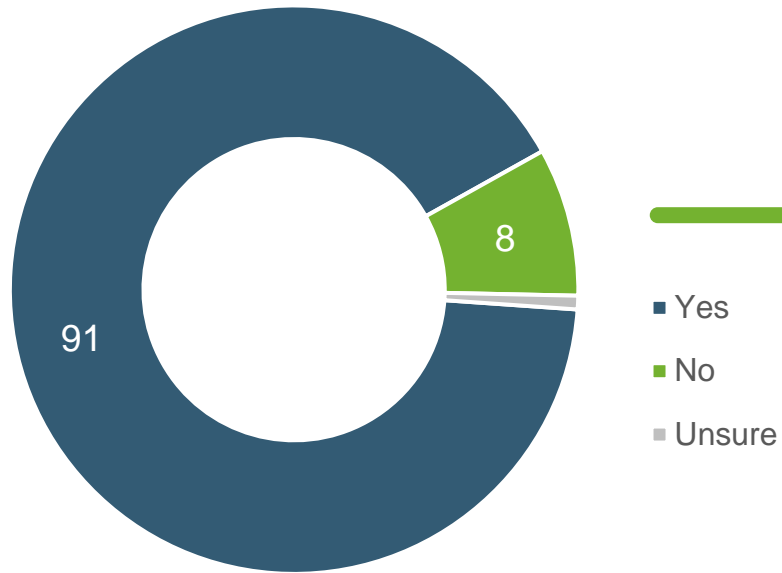
- A large majority (91%) of respondents have kerbside recycling at home.
 - Those residing in the city were more likely to say they have kerbside recycling (94%) compared to those living in small urban or rural areas (81%).
- Of those who didn't have kerbside recycling (n=84), 41% take recyclables to a transfer station and 30% put it in a rubbish bin.



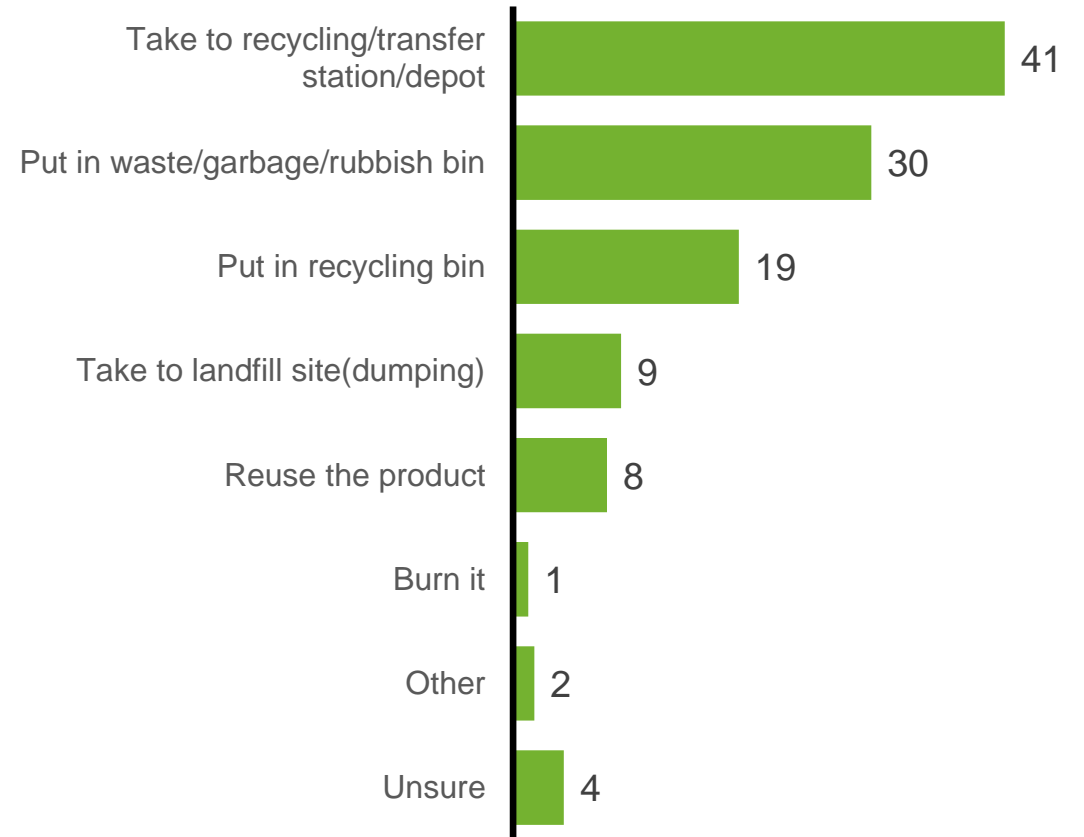
KERBSIDE RECYCLING



Do you have kerbside recycling collection at your home (ie recycling bins that you put outside each week)? (%)



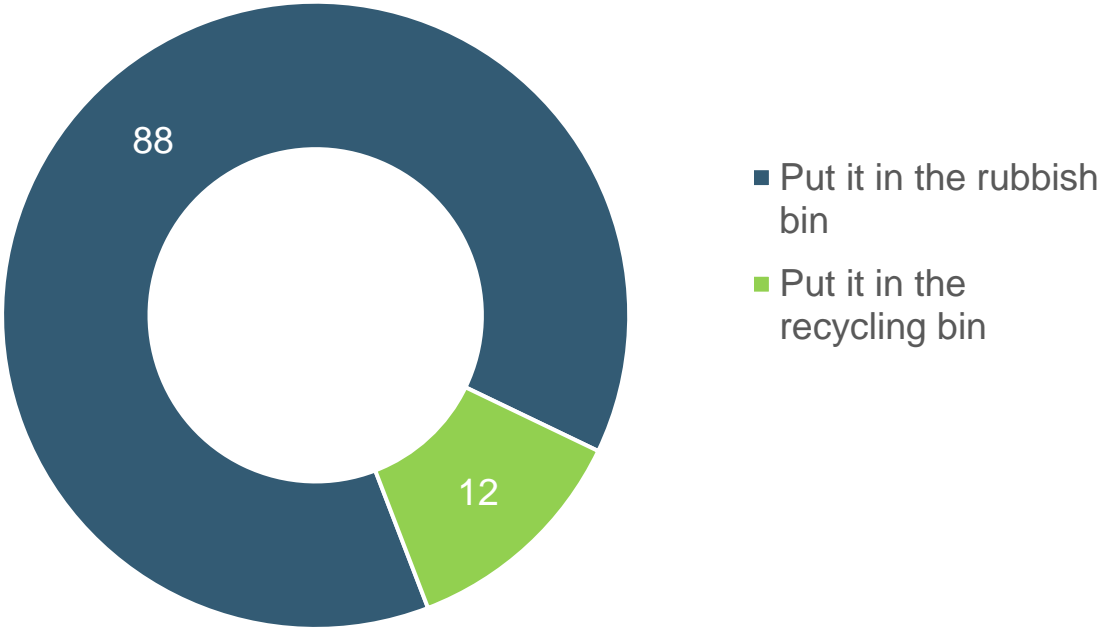
[Asked of those who said 'No'] What do you do with recyclable products? (% coded)



DISPOSING OF AN ITEM



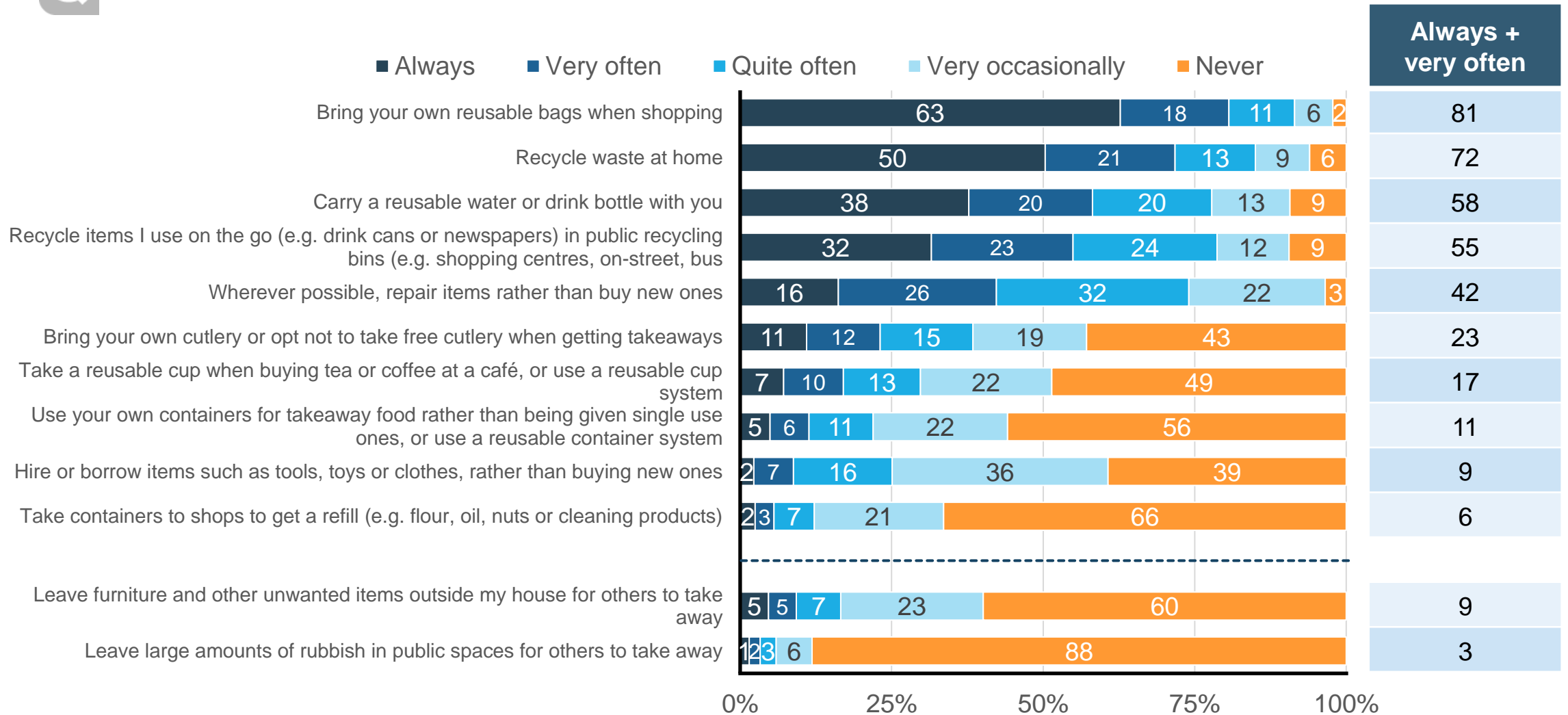
If you are unsure of whether an item can be recycled, what do you typically do when disposing of it? (%)



FREQUENCY OF BEHAVIOURS



How often do you do each of the following? (%)



Base: All respondents (n=1017)

FREQUENCY OF BEHAVIOURS

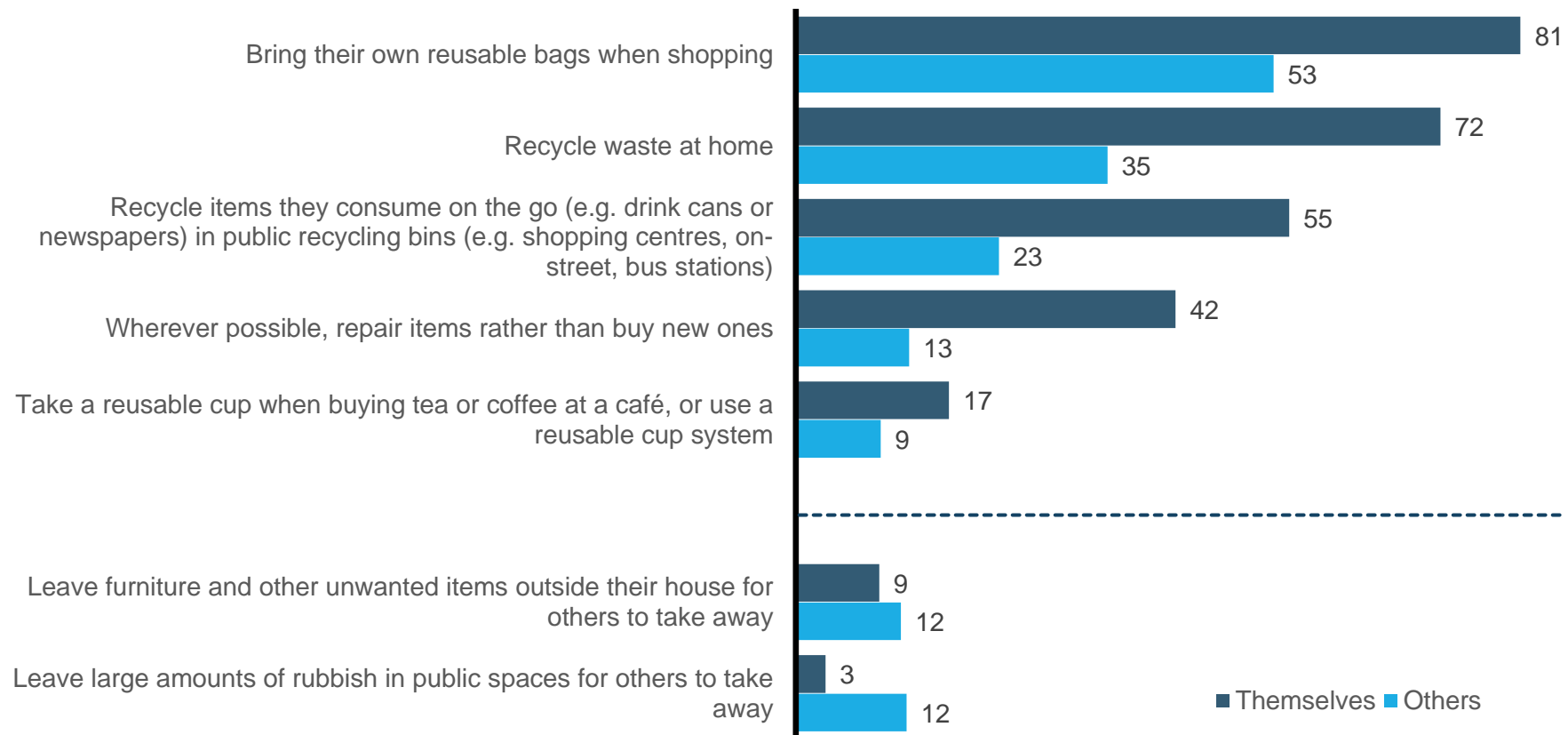
- A majority said they 'always' or 'very often' did the following **positive** behaviours:
 - Bring their own reusable bags when shopping: **81%**
Older respondents were more likely to do so 60+: 91%; 45-59:85%, 30-44: 77%, Under 30: 67%;
 - Recycle waste at home: **72%**
Pasifika (59%) and Asian (59%) were less likely to say they do so
 - Carry a reusable water or drink bottle with them: **58%**
*Women (65%) were more likely than men (50%).
Those in households with higher incomes were also more likely (<\$50K: 49%, \$50-100K: 61%, >\$100K: 65%)*
 - Recycle items they use on the go (eg drink cans or newspapers) in public recycling bins (eg shopping centres, on-street): **55%**
Those in households with higher incomes were more likely (<\$50K: 47%, \$50-100K: 54%, >\$100K: 63%).
- Practices that were less common were:
 - Wherever possible, repair items rather than buy new ones: **42%**
Aucklanders were less likely (36%)
 - Bring their own cutlery or opt not to take free cutlery when getting takeaways: **23%**
 - Take a reusable cup when buying tea or coffee at a café or use a reusable cup system: **17%**.
- The least common practices were:
 - Use their own containers for takeaway food rather than being given single use ones, or use a reusable container system: **11%**
Younger respondents were more likely to do so (Under 30: 13%; 30-44: 16%, 45-59: 12%, 60+: 5%)
 - Hire or borrow items such as tools, toys or clothes, rather than buying new ones: **9%**
 - Take containers to shops to get a refill (e.g. flour, oil, nuts or cleaning products): **6%**.
- Less than a tenth said they always or very often do the following **undesirable** behaviours:
 - Leave furniture and other unwanted items outside my house for others to take away: **9%**
 - Leave large amounts of rubbish in public spaces for others to take away: **3%**
- Given an artificial forced choice of a recycling or rubbish bin, the vast majority said they would typically put an item in the rubbish bin **88%** if they were unsure of whether an item can be recycled, while only 12% said they would put it in the recycling bin.
 - Those in Canterbury (95%) were more likely to say the rubbish bin, while those in Auckland were less likely (84%).

COMPARISON OF FREQUENCY OF BEHAVIOURS



How often do you do each of the following?

How often do you think OTHERS do the following? (% Total: always + very often)



COMPARISON OF FREQUENCY OF BEHAVIOURS

- Asked the likely frequency of others undertaking a range of the same **positive** recycling and reducing behaviours, respondents generally gave higher frequency ratings to their own behaviours than to other people's.
- Only one of the tested behaviours had a majority saying other people 'always' or 'very often' do it indicating that people perceived it as a social norm:

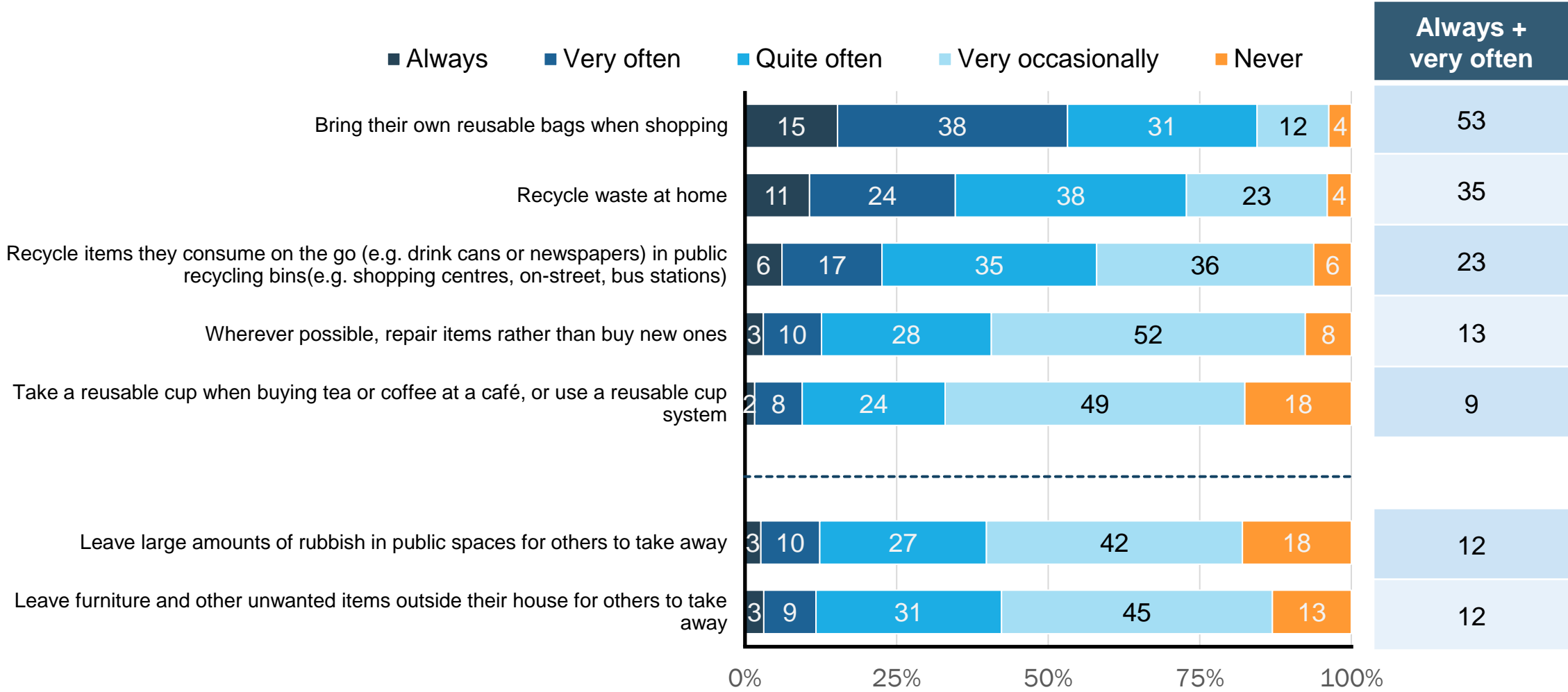
Bring their own reusable bags when shopping: **53%**
Women (60%) were more likely to think others do this than men (46%).
- Only around a third said others 'always' or 'very often' "recycle waste at home": **35%**
- Around a quarter said others "Recycle items they consume on the go (e.g. drink cans or newspapers) in public recycling bins (e.g. shopping centres, on-street, bus stations)": **23%**
- The least common behaviours were:
 - Wherever possible, repair items rather than buy new ones: **13%**
 - Take a reusable cup when buying tea or coffee at a café or use a reusable cup system: **9%**.
- On the **undesirable** behaviours respondents rated other people slightly higher:
 - Leave large amounts of rubbish in public spaces for others to take away: **12%** *Younger respondents were more likely to think others did this (Under 30: 19%; 30-44: 13%, 45-59: 10%, 60+: 9%)*
 - Leave furniture and other unwanted items outside their house for others to take away: **12%**.

FREQUENCY OF BEHAVIOURS FOR OTHERS



How often do you think OTHERS do the following? (%)

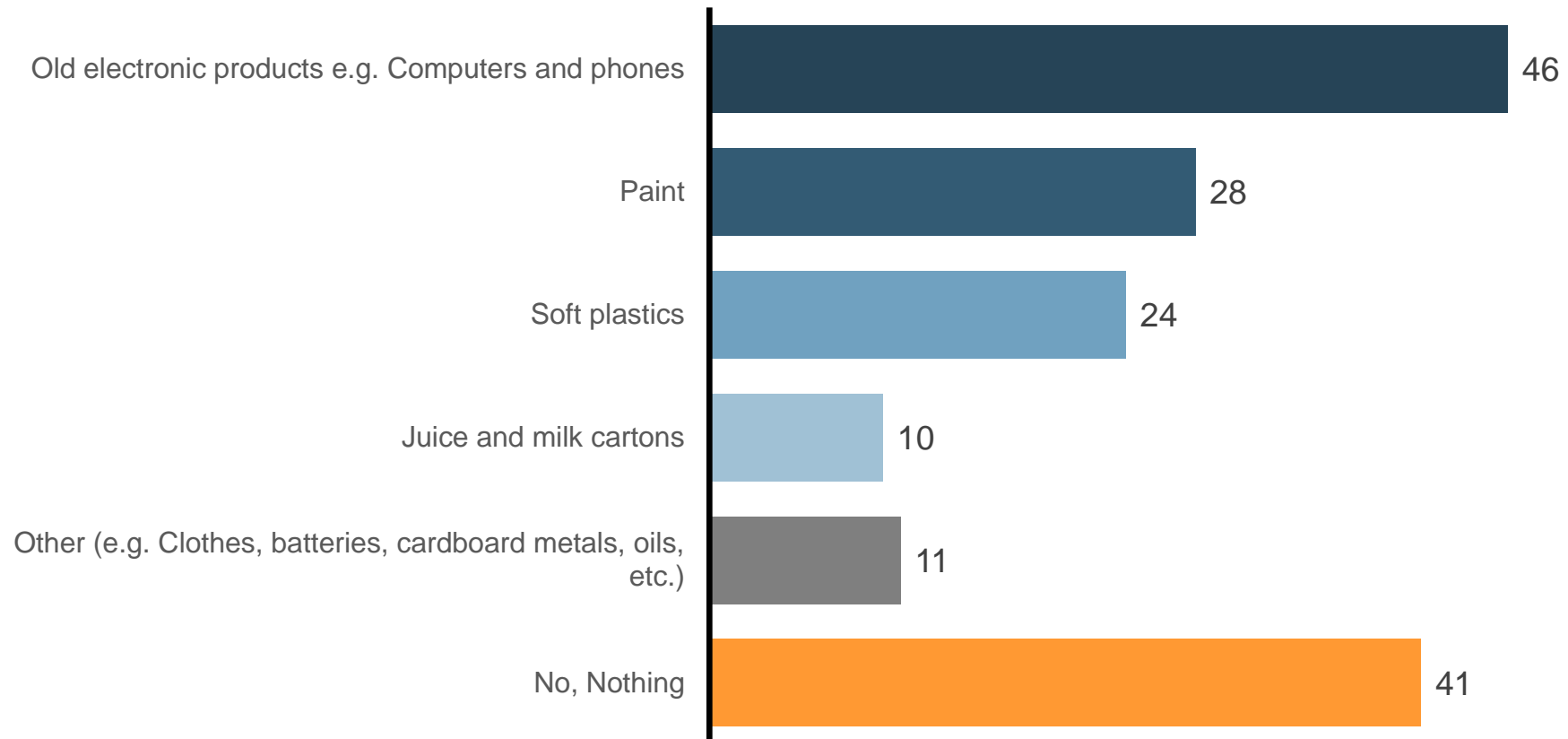
■ Always ■ Very often ■ Quite often ■ Very occasionally ■ Never



OTHER ITEMS RECYCLED



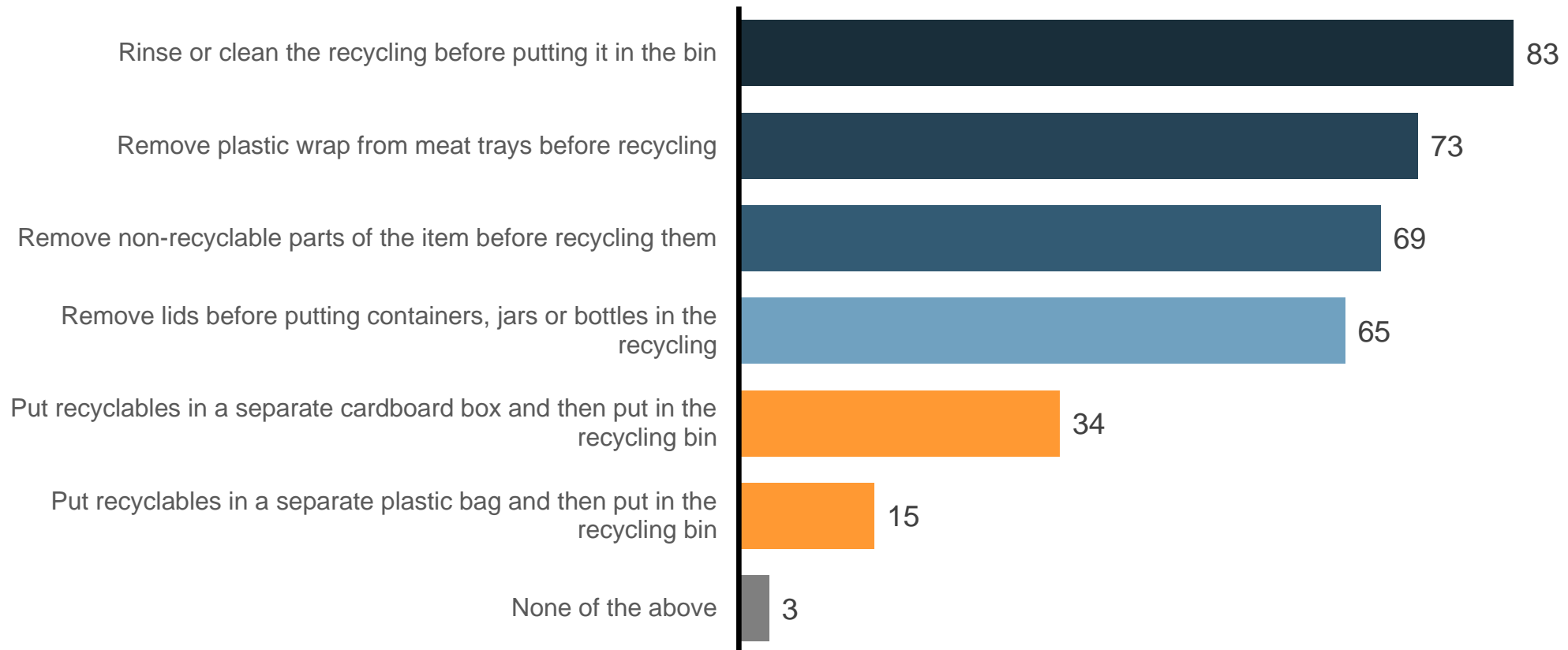
Do you or anyone in your household take any of these things to be recycled by dropping them off at a separate location? (%)



RECYCLING ACTIONS



Which of the following do you do? (%) Note the first 4 behaviours are desirable and the last two undesirable.



OTHER ITEMS RECYCLED AND RECYCLING ACTIONS

- Nearly three-fifths of respondents sometimes take other things to a separate location to recycling. **59%** This includes:
 - Old electronic products e.g. computers and phones: **46%**
 - Paint: **28%**
 - Soft plastics: **24%**
 - Juice and milk cartons: **10%**.
- Just over a tenth claimed to take other items to be recycled at different locations, which included clothes, batteries, cardboard, metals and oils. **11%**
- Respondents aged 60 or over were more likely to do some recycling in a separate location (60+: 70% 45-59: 58%, 30-44: 53% Under 30: 55%). The only item that younger respondents were more likely to take to a separate location was juice and milk cartons (Under 30: 17%; 30-44: 9%, 45-59: 9%, 60+: 5%).
- Those in small urban settlements or rural areas **33%** were more likely to say they take soft plastics to be recycled than those in cities 25% or in towns 18%.
- Most respondents said they undertake the following recycling actions:
 - Rinse or clean the recycling before putting it in the bin: **83%**
Those in Canterbury (91%) were more likely while those in Auckland (75%) were less
 - Remove plastic wrap from meat trays before recycling: **73%**
 - Remove non-recyclable parts of the item before recycling them: **69%**
 - Remove lids before putting containers, jars or bottles in the recycling: **65%**-
Those in Canterbury (90%) were more likely while those in Auckland (46%) were less.
- Fewer respondents said they do the following undesirable actions:
 - Put recyclables in a separate cardboard box and then put in the recycling bin: **34%** *Aucklanders were more likely (43%).*
 - Put recyclables in a separate plastic bag and then put in the recycling bin: **15%** *Aucklanders were more likely (21%).*
- Older respondents were generally more likely to do the desirable actions (60+: 74-92%) and less likely to do the undesirable ones (60+: 4% and 20%).

Recycling and reducing - Attitudes and knowledge



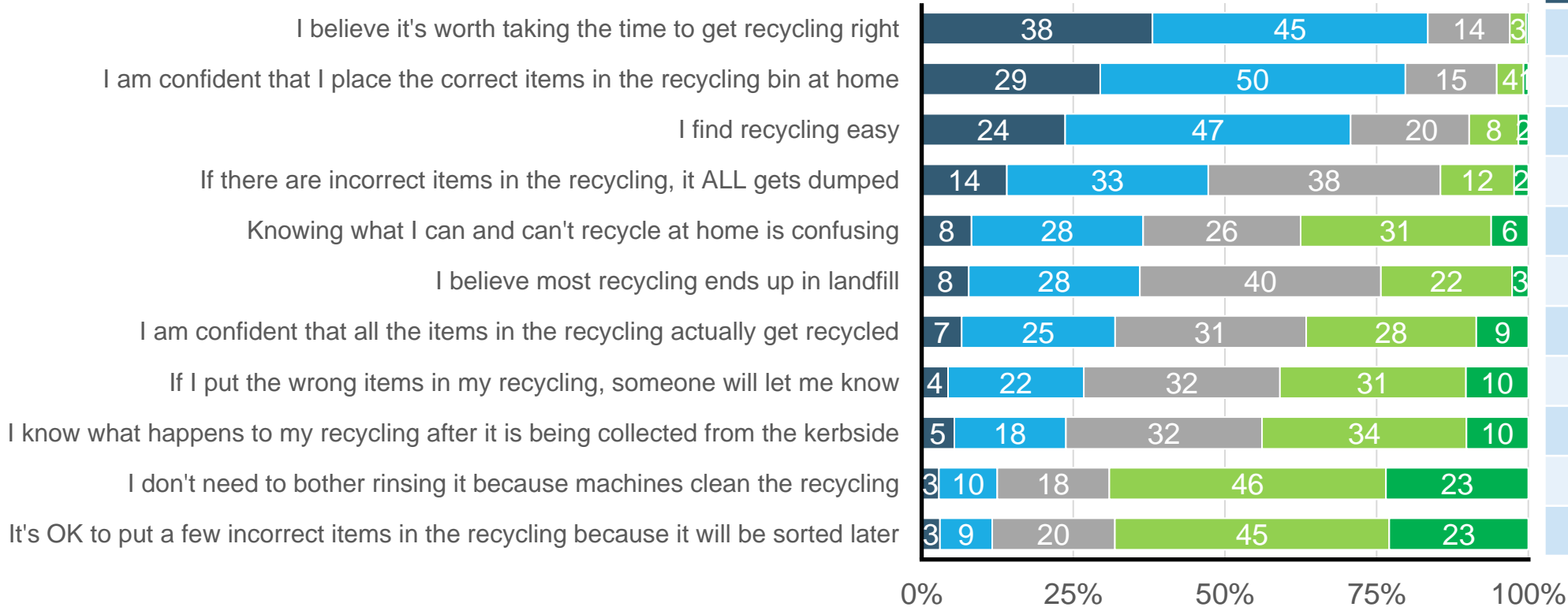
ATTITUDES ON RECYCLING



How much do you agree or disagree with the following statements about recycling? (%)

■ Strongly agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Strongly disagree

Total Agree	
I believe it's worth taking the time to get recycling right	83
I am confident that I place the correct items in the recycling bin at home	80
I find recycling easy	71
If there are incorrect items in the recycling, it ALL gets dumped	47
Knowing what I can and can't recycle at home is confusing	37
I believe most recycling ends up in landfill	36
I am confident that all the items in the recycling actually get recycled	32
If I put the wrong items in my recycling, someone will let me know	27
I know what happens to my recycling after it is being collected from the kerbside	24
I don't need to bother rinsing it because machines clean the recycling	12
It's OK to put a few incorrect items in the recycling because it will be sorted later	12



RECYCLING ATTITUDES

- Strongest attitudes, with a majority agreeing were:
 - I believe it's worth taking the time to get recycling right: **83%**
Women were more likely to agree (88%) compared to men (78%)
 - I am confident that I place the correct items in the recycling bin at home: **80%**
 - I find recycling easy: **71%**
Those aged 60+ were more likely to agree with all three (89%, 87% and 79%).
- These were all positive attitudes
- Under half held misconceptions about what happens to recycling or found it confusing
 - If there are incorrect items in the recycling, it ALL gets dumped: **47%**
 - Knowing what I can and can't recycle at home is confusing: **37%**
 - I believe most recycling ends up in landfill: **36%**
 - I am confident that all the items in the recycling actually get recycled: **32%**.
- About a quarter agreed:
 - If I put the wrong items in my recycling, someone will let me know: **27%**
 - I know what happens to my recycling after it is being collected from the kerbside: **24%**
- Just over a tenth agreed:
 - I don't need to bother rinsing it because machines clean the recycling: **12%**
 - It's OK to put a few incorrect items in the recycling because it will be sorted later: **12%**
Men (18% and 16%) and under 30s (20% and 17%) were more likely to agree with both of these.

RECYCLING KNOWLEDGE

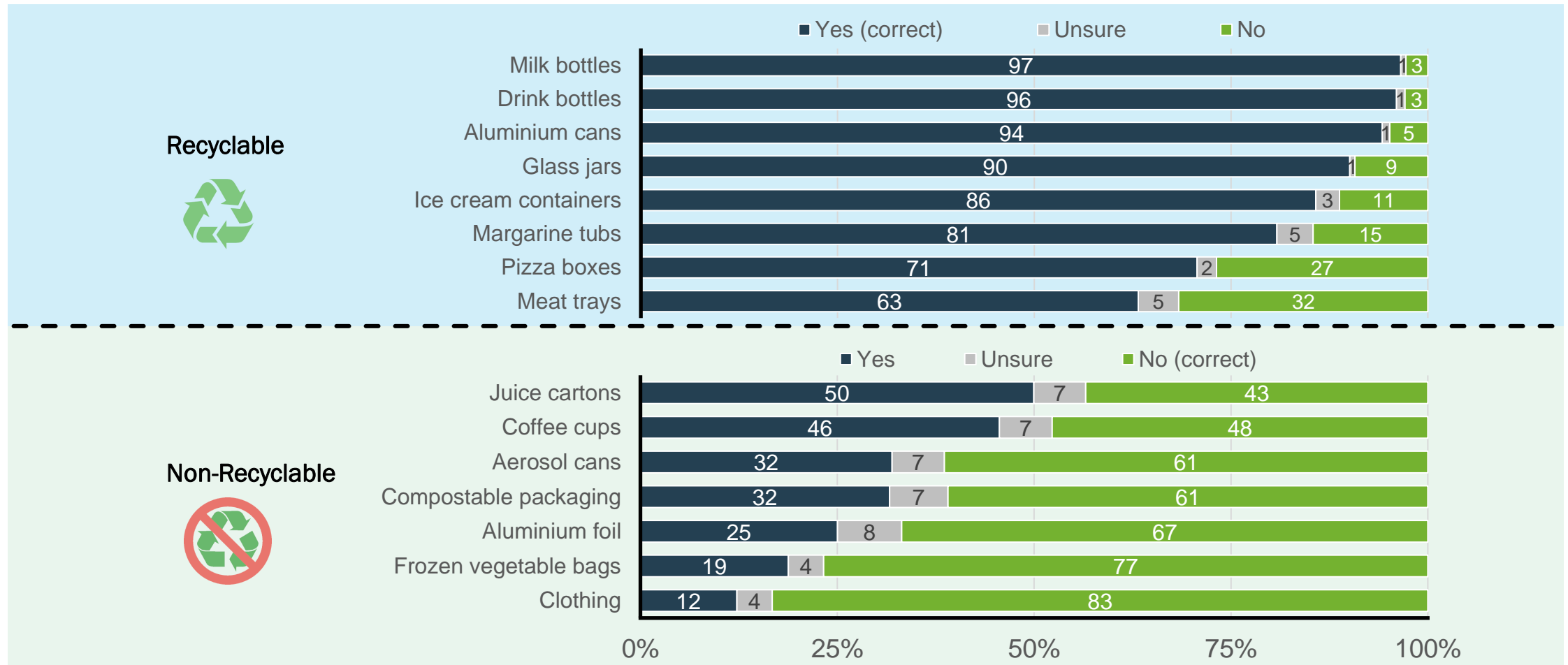
- Given a list of eight recyclable items and seven non-recyclable items the majority of respondents correctly identified all but two. Out of all 15 items, on average respondents got 11 correct - with 29% getting 13-15 correct, 37% getting 11 or 12 and 34% less than 11.
 - 80% or more correctly identified the following as recyclable: Milk bottles, drink bottles, aluminum cans, glass jars, ice cream containers and margarine tubs.
 - There was slightly more uncertainty about pizza boxes (71%) and meat trays (63%).
 - In terms of non-recyclable items, the majority correctly identified the following as non-recyclable: Clothing (83%), frozen vegetable bags (77%), aluminum foil (67%), compostable packaging (61%) and aerosol cans (61%).
 - However, there seemed to be some confusion about coffee cups and juice cartons as only 48% and 43% correctly identified them as non-recyclable.
- Some relevant demographic differences in these results are as follows:
 - Canterbury respondents were more likely to get 13 or more correct (42%) while Aucklanders were less likely (23%).
 - NZ European respondents were more likely to get 13 or more (32%) compared to Māori (22%), Pasifika (24%) and Asian (24%).
 - Those with higher household incomes were more likely to get 13 or more (More than \$100K: 34%, \$50-100K: 28%, Under \$50K: 24%).



RECYCLING KNOWLEDGE



Would you typically put these items in your recycling? (%)

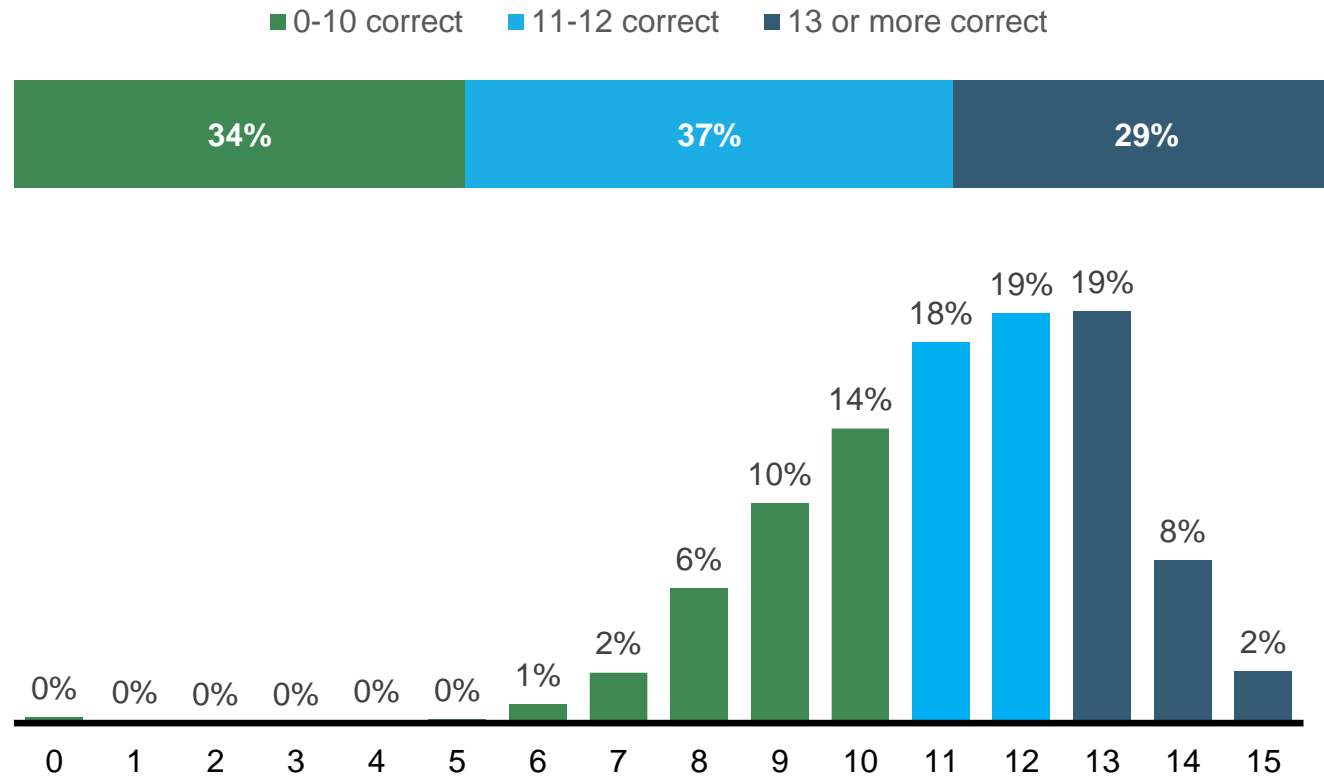


Base: All respondents (n=1017)

RECYCLING KNOWLEDGE



Would you typically put these items in your recycling? CORRECT RESPONSE (%)



Out of 15 items, percentage that labelled number of items correctly as recyclable or non-recyclable.

Recycling and reusing - Segmentation



REDUCING AND RECYCLING SEGMENTATION – METHODOLOGY

- A segmentation of respondents based on the reducing and recycling questions was created, identifying those who exhibit low, medium and high commitment to engage in reducing and recycling behaviours.
 - To do this, respondents were given a score between 0 and 100 for each of the ten positive behaviours tested, depending on how frequently they said they did them (0= Never, 25=very occasionally, 50=Quite often, 75= Very often and 100=Always).
 - The average score was taken for each respondent so they each had a score between 0 and 100, depending on how often they said they did the behaviours.
- . Using these average scores, the sample was divided into three segments:
- Low commitment (25%) – those who had average scores of 35 or less
 - Medium commitment (50%) – those with scores between 36 and 55
 - High commitment (25%) – those with scores greater than 55.
- The next slides show more information about how the segmentation was undertaken



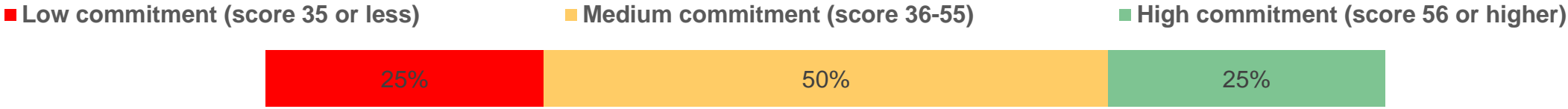
DEFINING SEGMENTS



How often do you do each of the following? (%)



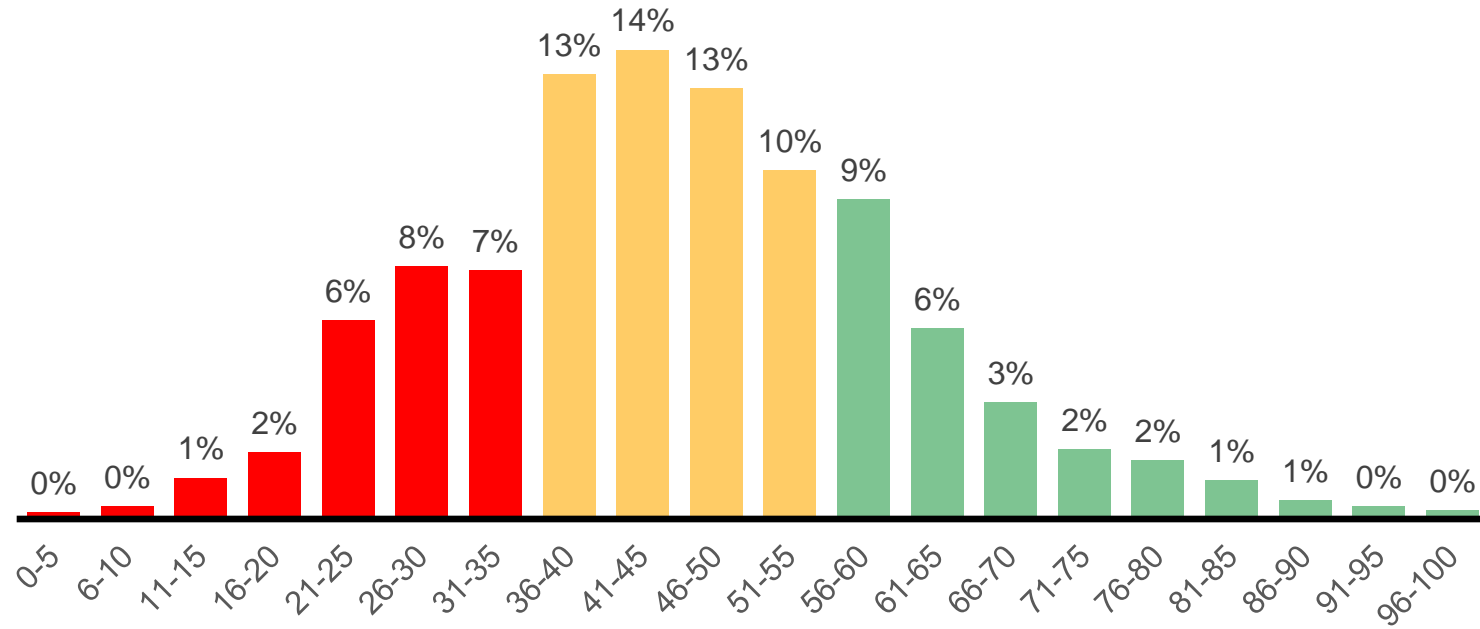
Average scores



AVERAGE REDUCING AND RECYCLING SEGMENT SCORES



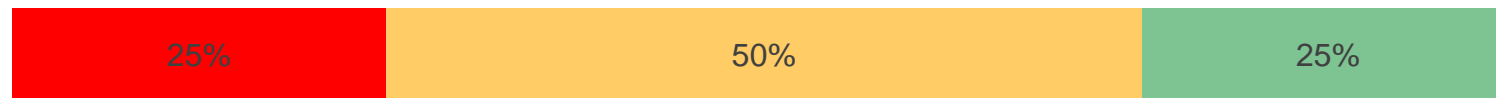
How often do you do each of the following? (% average scores of positive reducing/recycling behaviours)



■ Low commitment (score 35 or less)

■ Medium commitment (score 36-55)

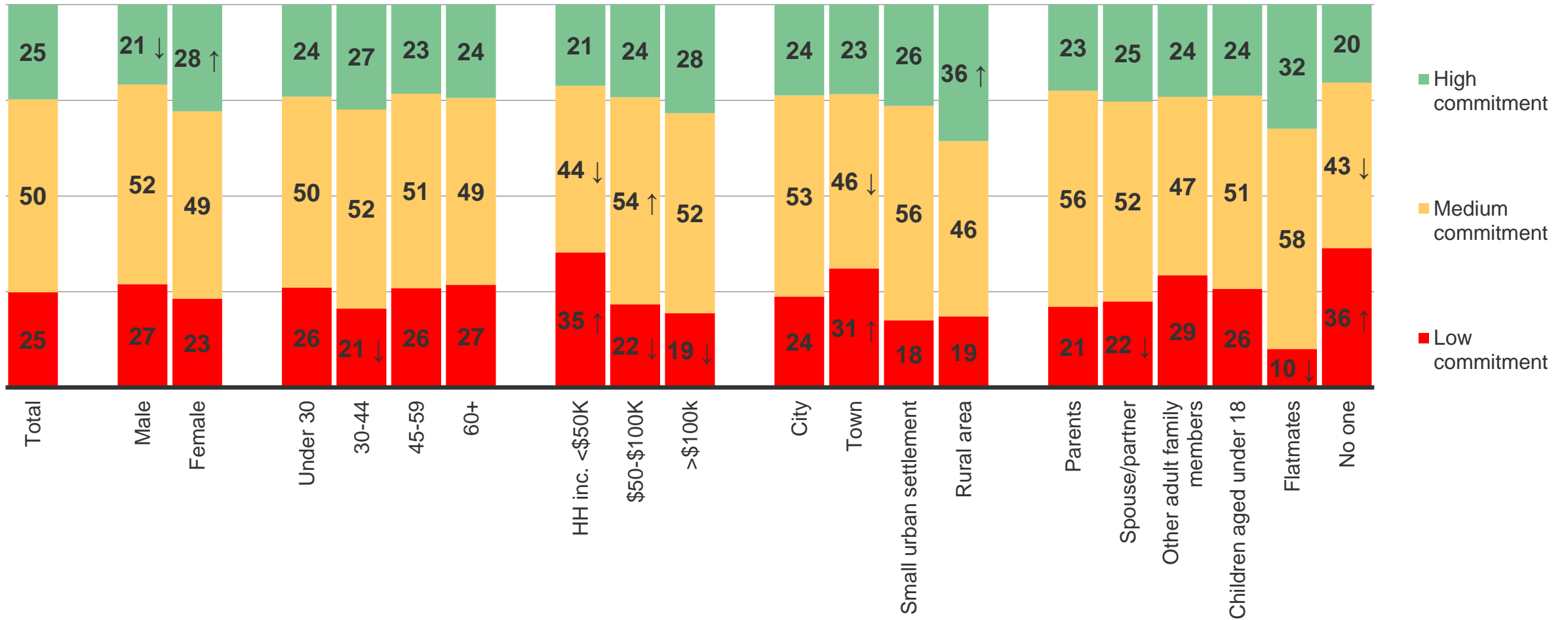
■ High commitment (score 56 or higher)



Low commitment (25%)

COMMITMENT SEGMENTS

DEMOGRAPHIC ANALYSIS PER SEGMENT

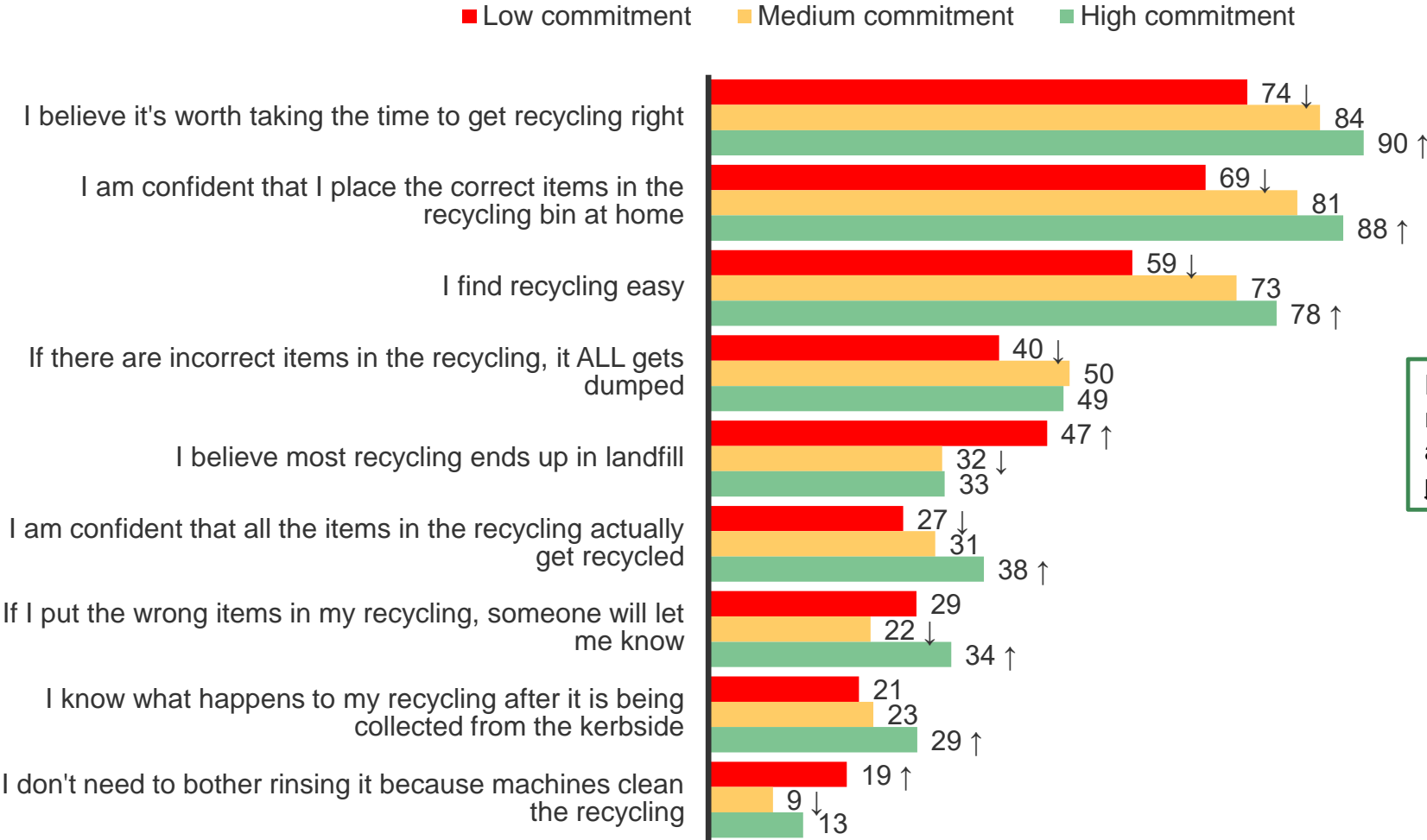


Base: All respondents (n=1017)

SIGNIFICANT DIFFERENCES IN RECYCLING AND REDUCING ATTITUDES



How strongly do you agree or disagree with the following about recycling (% AGREE)



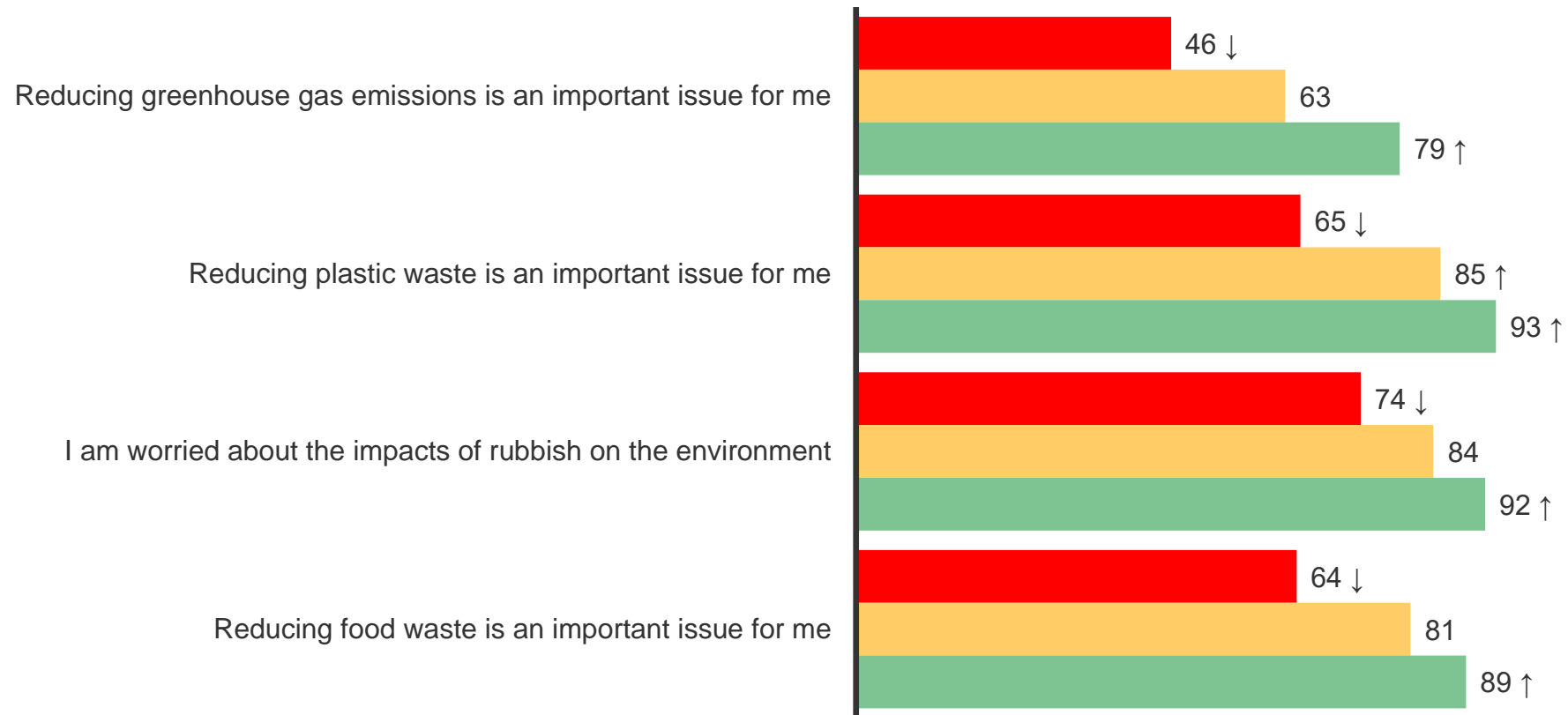
People with a high commitment to recycling and reusing behaviours are more likely to also have positive attitudes.

SIGNIFICANT DIFFERENCES IN RECYCLING AND REDUCING ATTITUDES



How strongly do you agree or disagree with the following about reducing waste (% AGREE)

■ Low commitment ■ Medium commitment ■ High commitment



People with a high commitment to recycling and reusing behaviours are more likely to also have positive attitudes about the environment in general.

OTHER SIGNIFICANT VARIATIONS WITH SEGMENTS

	Low commitment	Medium commitment	High commitment
Actively try to reduce waste:	49%	75%	90%
Correctly identified 13 or more recyclables out of 15:	19%	33%	31%
Go to other location(s) to recycle something else:	43%	59%	76%
Have kerbside recycling:	87%	91%	93%
Think others very often or always do a set of 7 recycling/reducing behaviours:	3-42%	8-54%	18-63%

WASTE REDUCTION



- The vast majority agreed they were worried about the impacts of rubbish on the environment: **83%**.
 - Those in small urban settlements or rural areas (90%) were more likely to agree with this than those in towns (84%) or cities (81%).
- Most respondents agreed reducing plastic waste (82%), food waste (79%) and greenhouse gas emissions (63%) were important issues.
 - Women (65-86%) were more likely to agree all three are important than men (59-78%).
- Nearly three-quarters (72%) said they always actively try to reduce waste, 24% sometimes and 4% said they don't.
 - Older respondents were more likely to say they would always actively try to reduce their waste (60+: 82% , 45-59: 74%, 30-44: 69%, Under 30: 61%).
- The most frequently given reasons for always or sometimes reducing waste was to protect the environment/planet (44%) and just to produce less waste generally (21%).
 - The most frequent reasons for not reducing waste (n=39) was that it wasn't important to them (23%) or they haven't thought about it (18%).
- Two fifths said that illegal dumping was a major or moderate problem in their local area: **41%**
 - NZ Europeans (37%) were less likely to say that illegal dumping is a major or a moderate problem compared to Māori (50%), Pasifika (53%) and Asian (48%) respondents.
 - Younger respondents were more likely to consider this a major or moderate problem (Under 30: 45%, 30-44: 44%, 45-59: 41%, 60+: 34%).

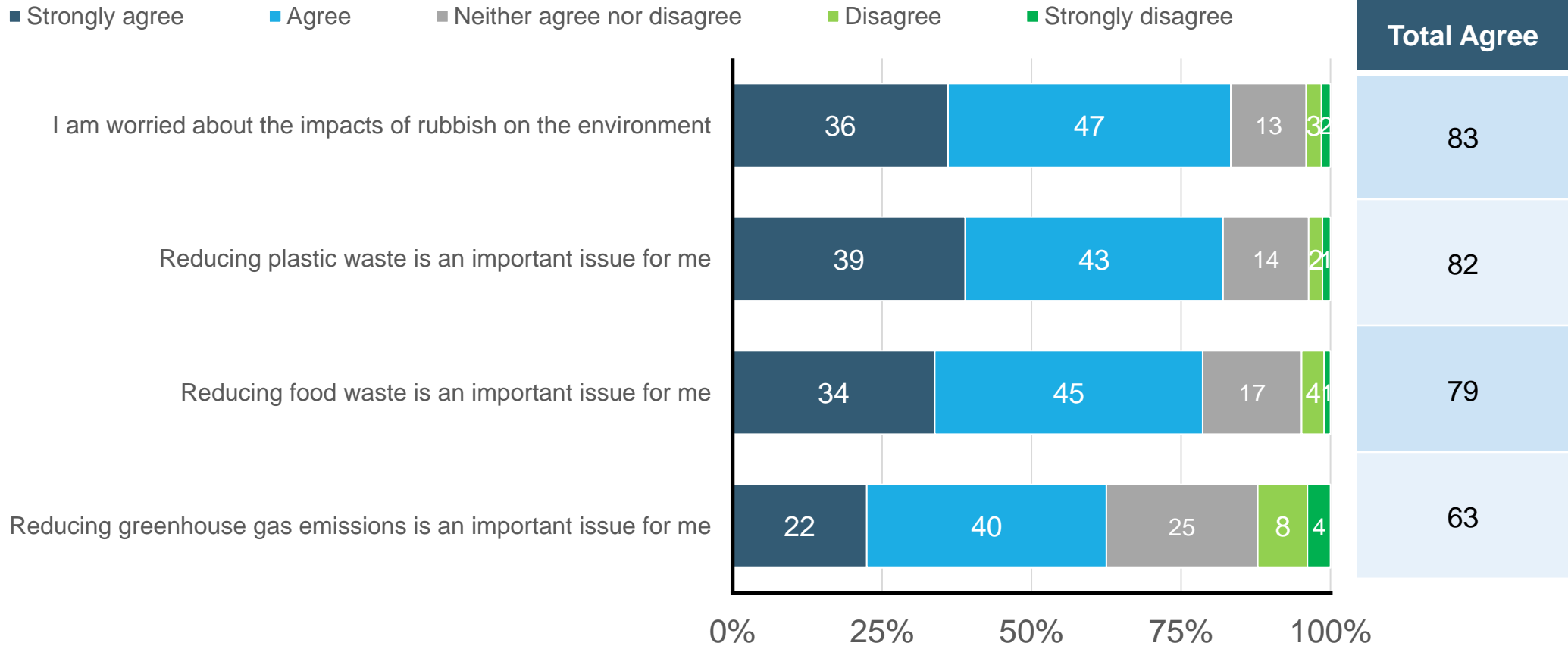
Views of waste reduction




ATTITUDES ON WASTE REDUCTION



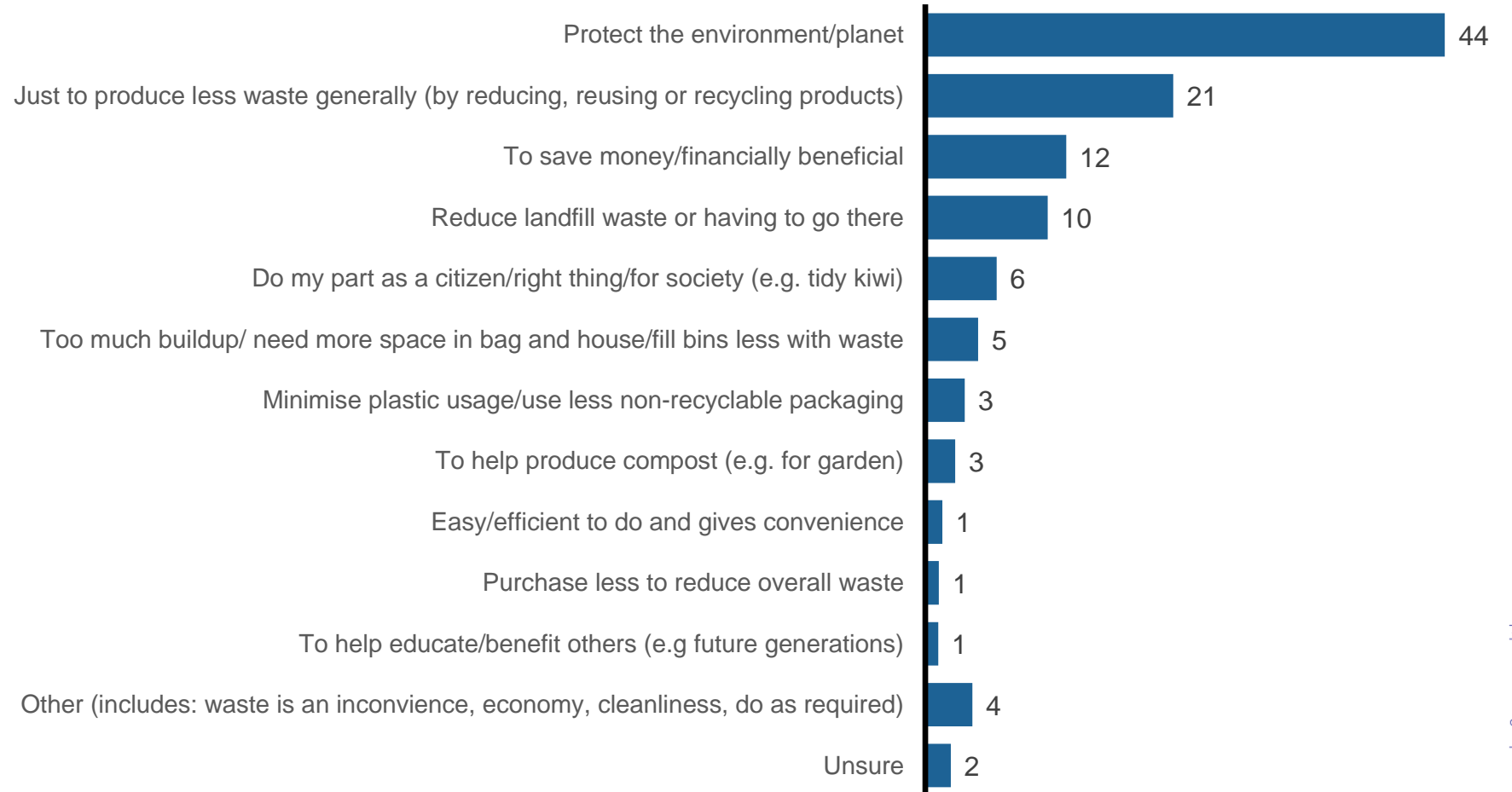
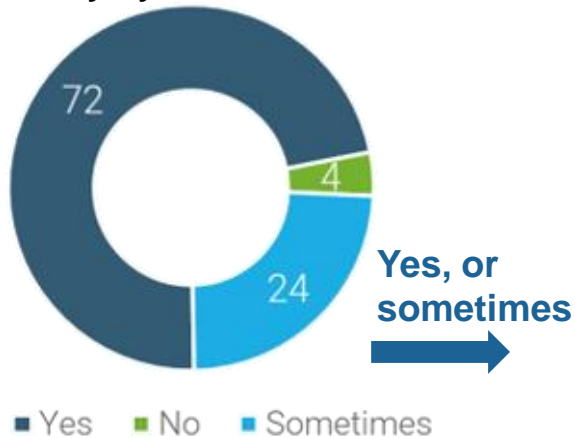
How much do you agree or disagree with the following statements about reducing waste ? (%)



REASONS FOR TRYING TO REDUCE WASTE

 [Asked of those who try to reduce waste] What are the reasons you try to reduce waste (either by reducing, recycling or reusing)? (% coded)

Actively try to reduce waste



Base: Those who said they do or sometimes actively reduce waste (n=978)

Protecting the environment:

Because there is no "away" when throwing away. We live on a planet with finite resources and need circular economies to respect that we can't keep taking from or polluting the earth.

I do try my best to reduce waste it will be better for the environment and also less pollution, but I can only do so much.

Because the planet is in danger, and I want to try do my part to try stop global warming as much as I can.

Because I want my future children to inherit a clean green earth.

Humans have been creating way more rubbish than we should, it is going to ruin our planet and it looks like the planet is trying to get rid of us humans now.

To reduce my overall footprint and take the strain off resources.

To save the planet and to think about responsibility to my family and grandchildren to make sure they do the same.

OPEN QUESTION: WHY DO YOU TRY TO REDUCE YOUR WASTE?

Just to reduce waste/ landfill generally:

Don't like having so many things going to landfill.

To reduce my contribution to the rubbish problem.

Enjoy the challenge of upcycling, dislike rubbish waiting to be removed. I like to reuse where possible in some way.

Because there is far too much crap going in our tips that don't need to be there and shouldn't be there creating the need for more and more tips which isn't solving the initial problem which is people not recycling, reducing and reusing!

To minimise amount of waste put in bins and thereby reduce need for pickup every week.

I try to reduce my waste because I do not like to waste things. I am conscious about the food and products wasted each year.

To save money:

It saves money in the long run.

Because it's better for the environment and it's also cheaper for us to reuse and repurpose things rather than buying more/new stuff.

Because it is commonsense, and it saves me money.

It is financially worth it.

Live cheap and sustainable.

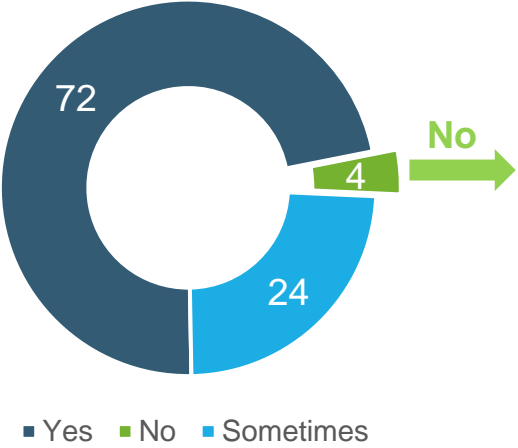
It is part of the saving mentality with which I was brought up in the post war period.

REASONS AGAINST WASTE REDUCTION



[Asked of those who don't try to reduce waste] What are the reasons you don't try to reduce waste (either by reducing, recycling or reusing)? (% coded)

Actively try to reduce waste



Base: Those who said they do not try to reduce waste (n=39)



OPEN QUESTION: WHY DON'T YOU TRY TO REDUCE YOUR WASTE?

Not important to me:

Don't see the point.

I can't be bothered.

I don't care.

Hadn't thought about it:

I have never really looked much into it.

Haven't really put much thought into it.

Don't think about it at the time.

Do not ever think about it to be honest. Just move on and along.

Too inconvenient:

Nowhere to recycle at all near us, we live way out in the countryside.

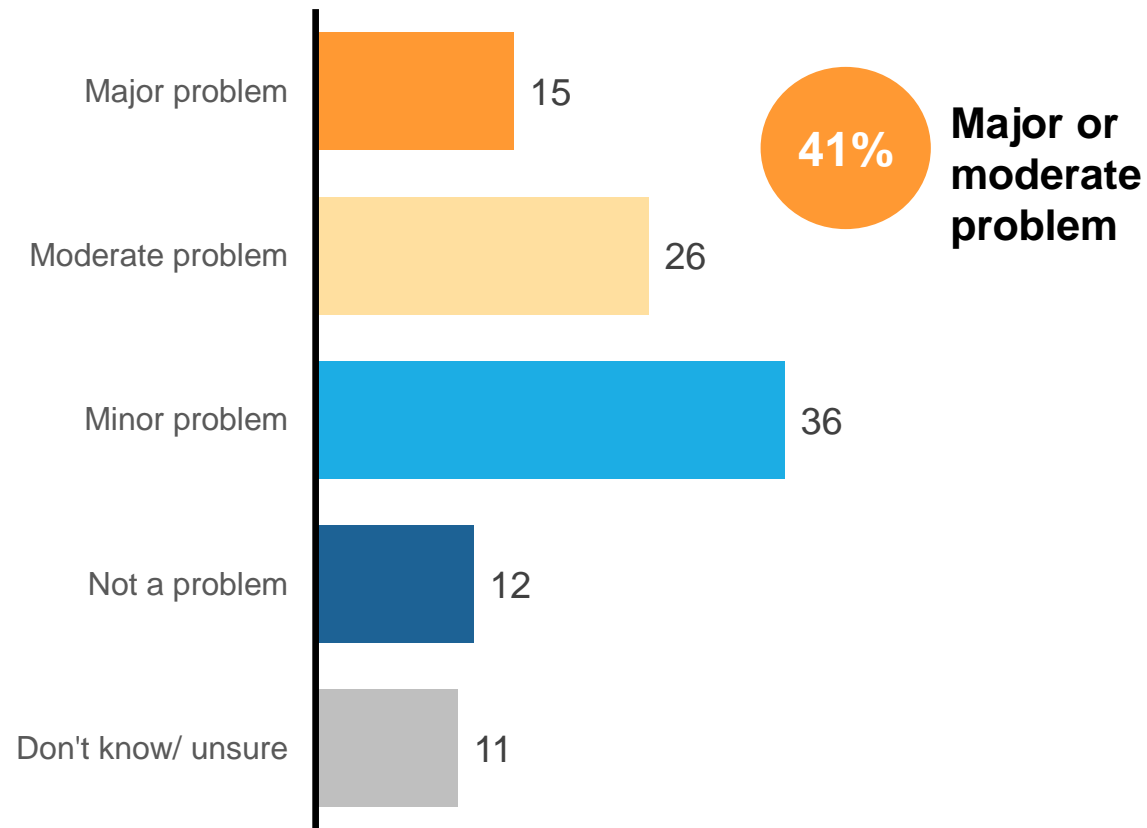
Expensive & time consuming - when I have tried to take recycling to the local depot, it is full/overflowing, so I have ended up taking it back home & putting in general waste rubbish bin.

I am too busy, and recycling is less clean around my home.

ILLEGAL DUMPING



To what extent is illegal dumping a problem in your local area? Illegal dumping refers to leaving large amounts of waste (e.g. couches, tyres, bags of rubbish) in a public area such as the side of the road, or in a reserve (%)



Food waste – Attitudes and behaviour



FOOD WASTE ATTITUDES

The issue of food waste clearly resonated with New Zealanders. This section reviews the questions presented to respondents on the topic of food waste.

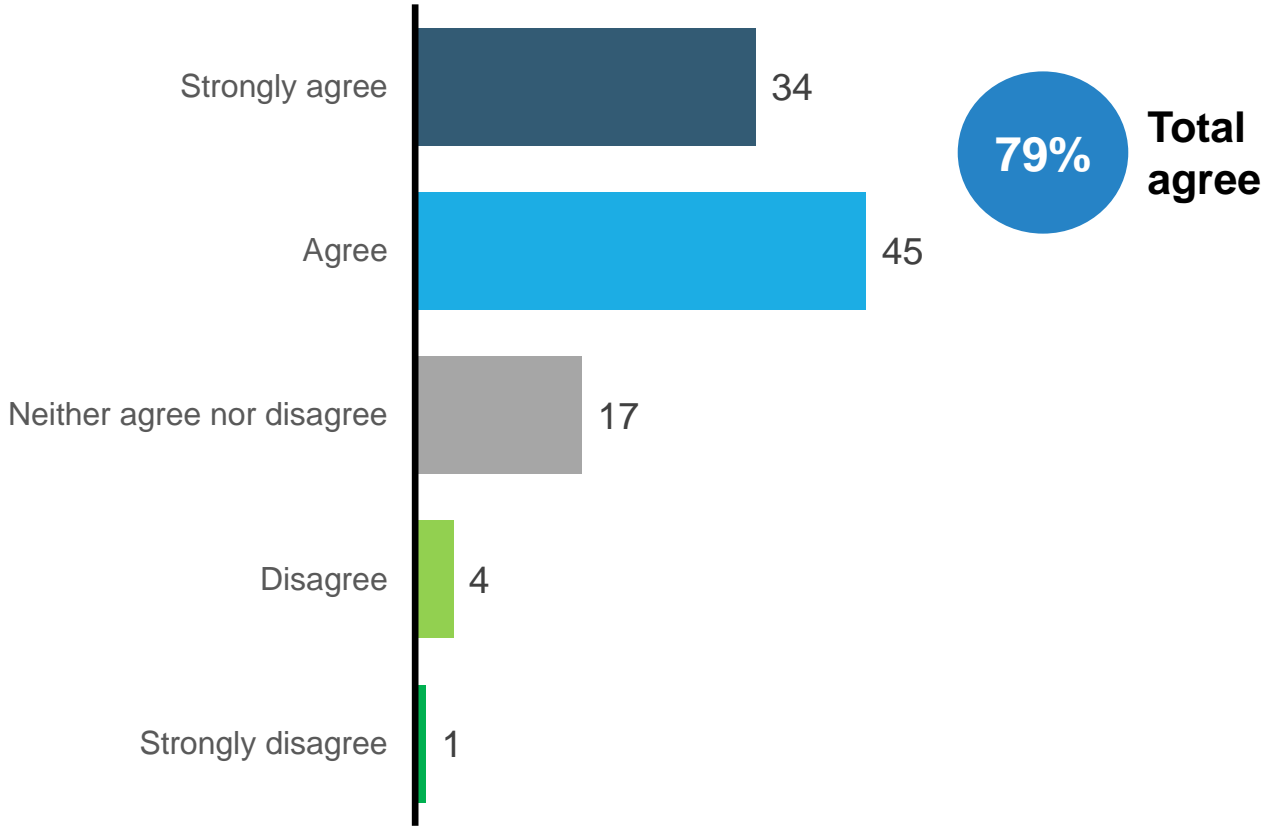
- Over three quarters agreed that wasting food feels wrong (88%) and it annoys them when seeing other people waste food (76%) – *Women were more likely to agree with both of these (91% and 80%) than men (83% and 71%).*
- A clear majority (79%) also agreed ‘reducing food waste is an important issue for me’.
- The issue may be less of an environmental issue for some, with just over half agreed that food waste is harmful to the environment: **55%.**
- Around a third agreed that busy lifestyles make it hard to avoid food waste: **35%.**
- *Younger respondents were more likely to agree (under 30: 53%, 30-44: 44%, 45-59: 29%, 60+: 17%). Respondents with children under 18 were also more likely to agree (46%).*
- Few agreed (13%) that NZ households don’t waste much food with 63% disagreeing with this.



IMPORTANCE OF REDUCING FOOD WASTE



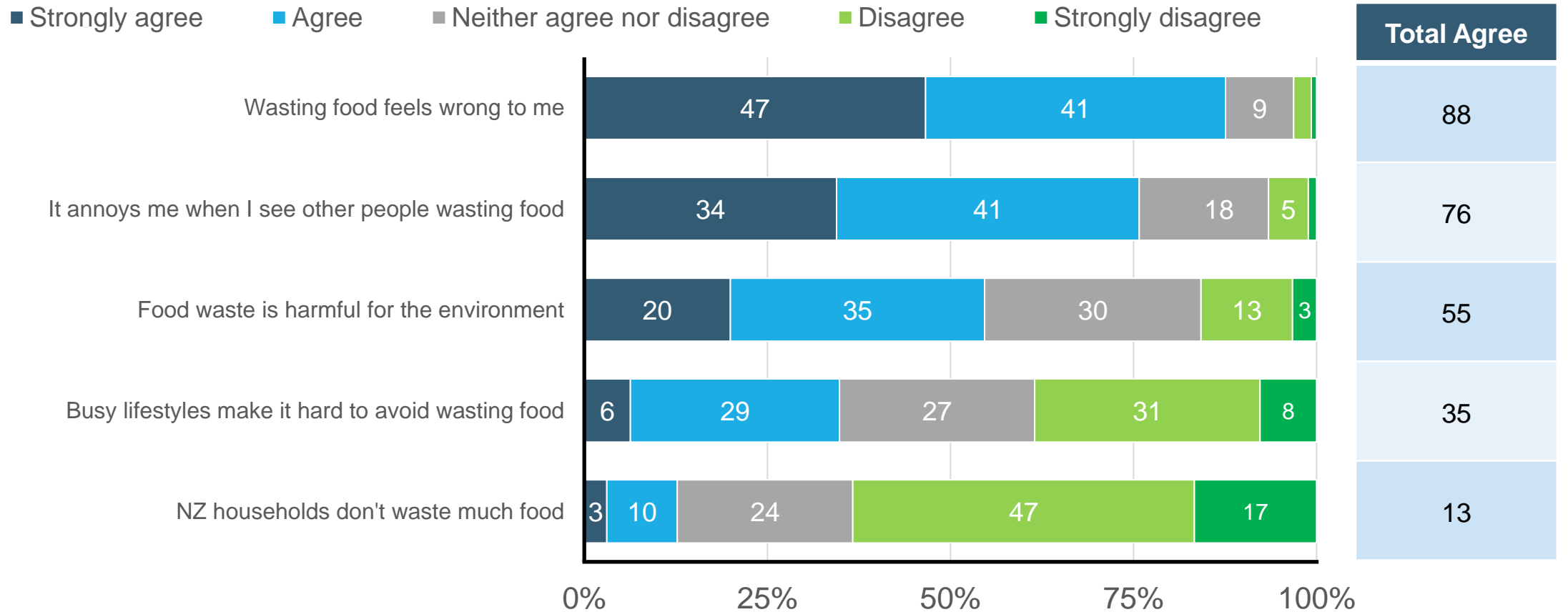
How much do you agree or disagree with the following statements about reducing waste ? - Reducing food waste is an important issue for me (%)



ATTITUDES ON FOOD WASTE



How much do you agree or disagree with the following statements about food waste? (%)





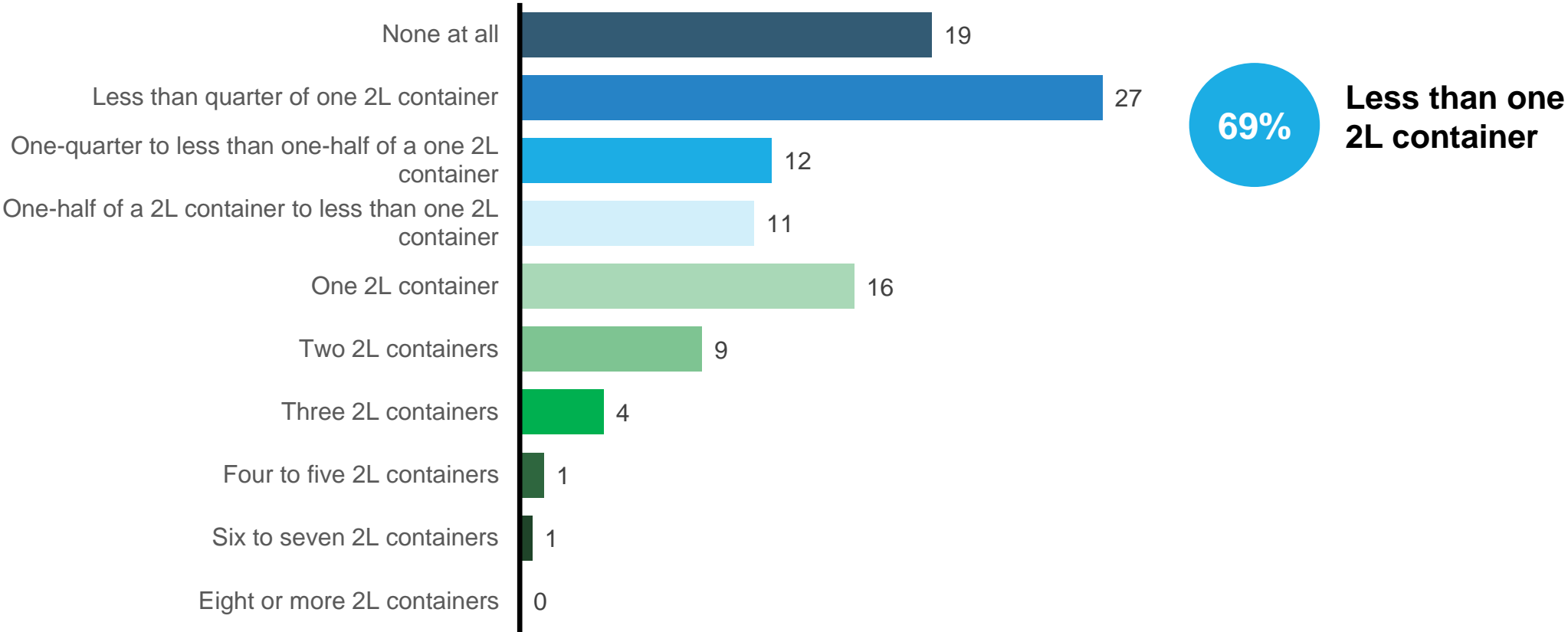
AMOUNT OF FOOD WASTE

- When asked about how much food they waste, just under a third (30%) of respondents said they throw away one 2L ice cream container or more of food waste per week, 50% said they throw away some food waste but less than one 2L container and 19% said they don't have any food waste.
 - Older respondents were more likely to say they throw away nothing (60+: 29%, 45-59: 23%, 30-44: 14%, under 30: 10%).
 - Those in a household of higher income were more likely to say they throw away 2L or more (More than \$100K: 39, \$50-100K: 28%, %, less than \$50K: 24%,).
- Of those who said they have some food waste, a majority felt that it was minimal, with 71% saying they throw away either 'almost nothing, very little or little amounts'.
 - Older respondents were more likely to say they throw away a little or less (60+: 89%, 45-59: 76%, 30-44: 66%, under 30: 53%).
- Amongst those who said they waste food, uneaten leftovers was provided as the most common reason (52% gave as a reason and 37% the main reason). Food going off (35%, 19%) and fussy eaters (23%, 15%) were the next most frequent reasons given.

AMOUNT OF FOOD WASTE



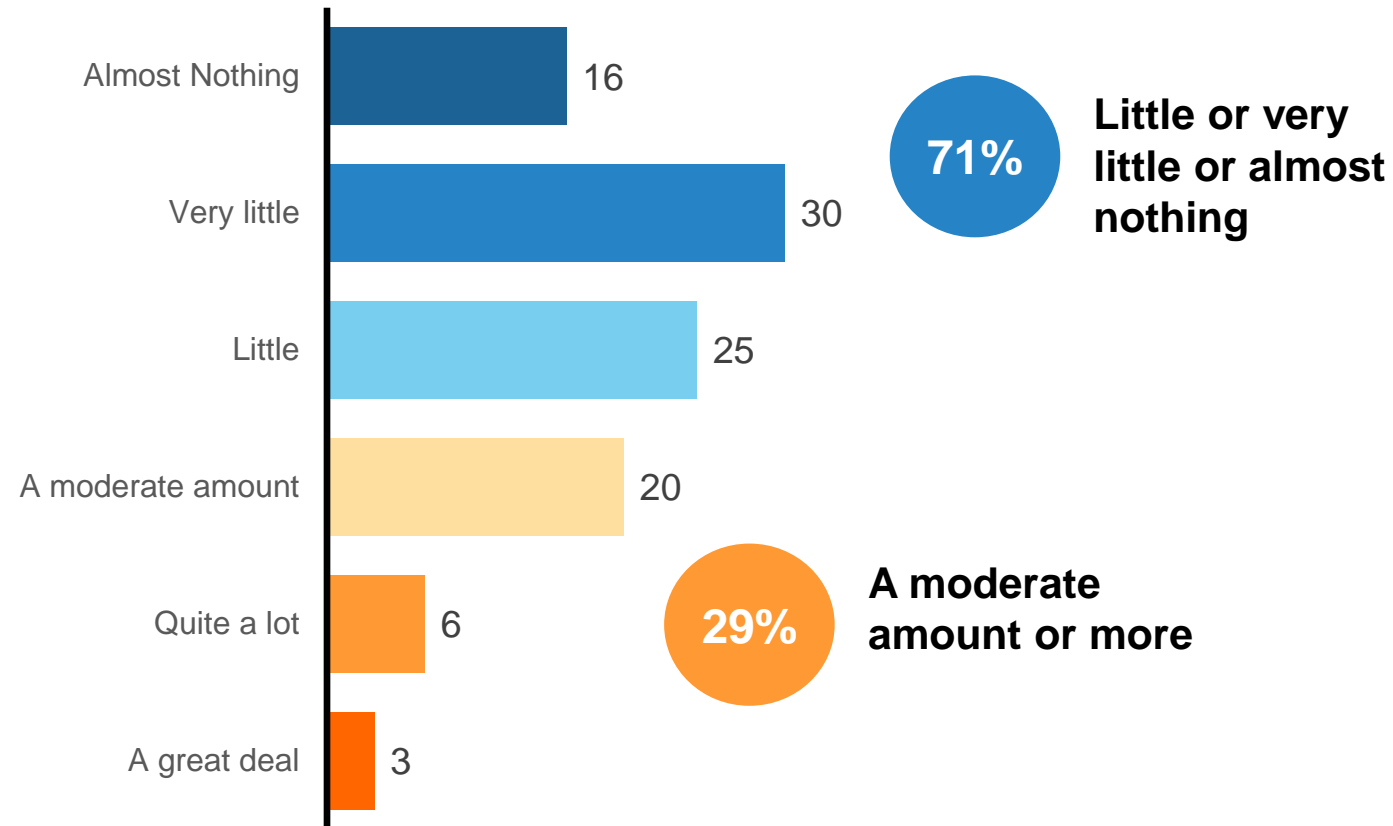
Using a 2L ice-cream container as a guide, approximately how much food does your household throw away that could have been eaten PER WEEK? This also includes any food that was fed to animals or composted? (%)



WASTING OF FOOD IN HOUSEHOLDS



In general, how much uneaten food would you say your household usually throws away that could have been eaten? This also includes any food that was fed to animals or composted. For example, food and drink that was edible at some point before being thrown away? (%)

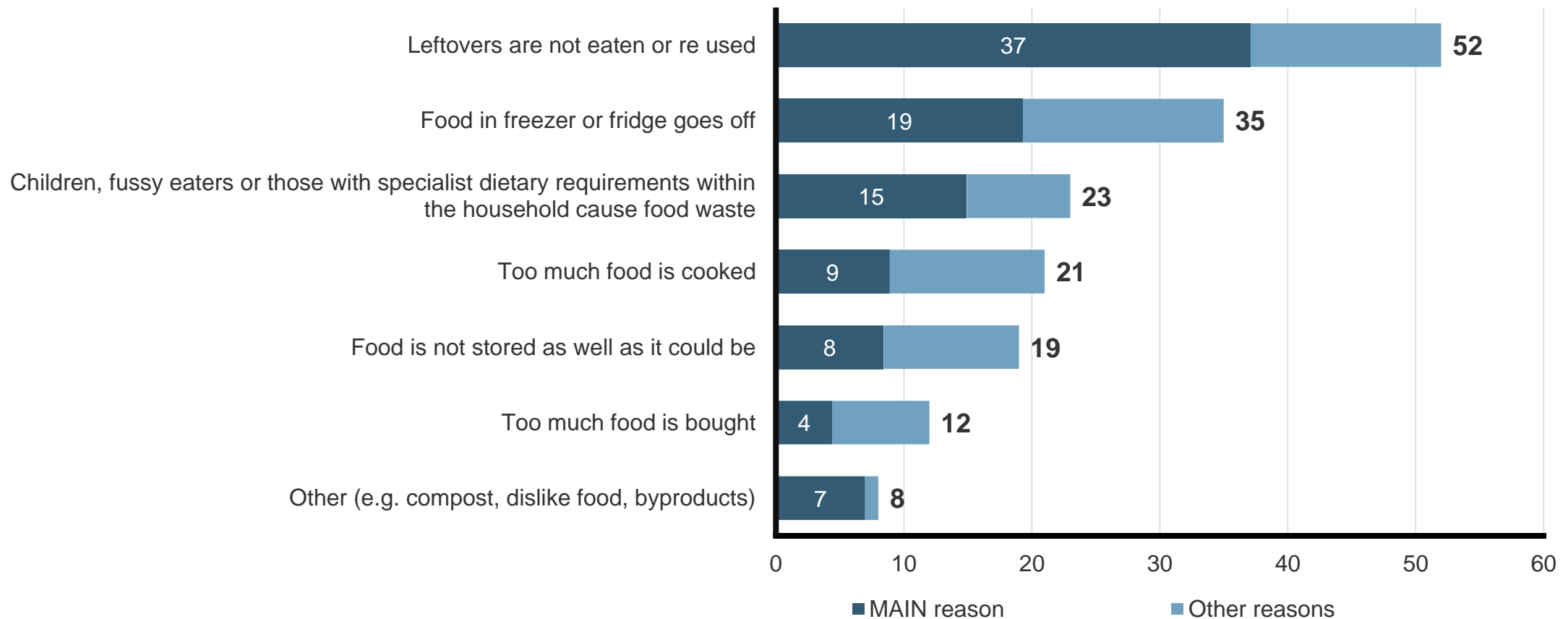


REASONS FOR WASTING FOOD IN HOUSEHOLDS



What are the main reasons your household is wasting food at home? (%)

What is the MAIN reason? (%)

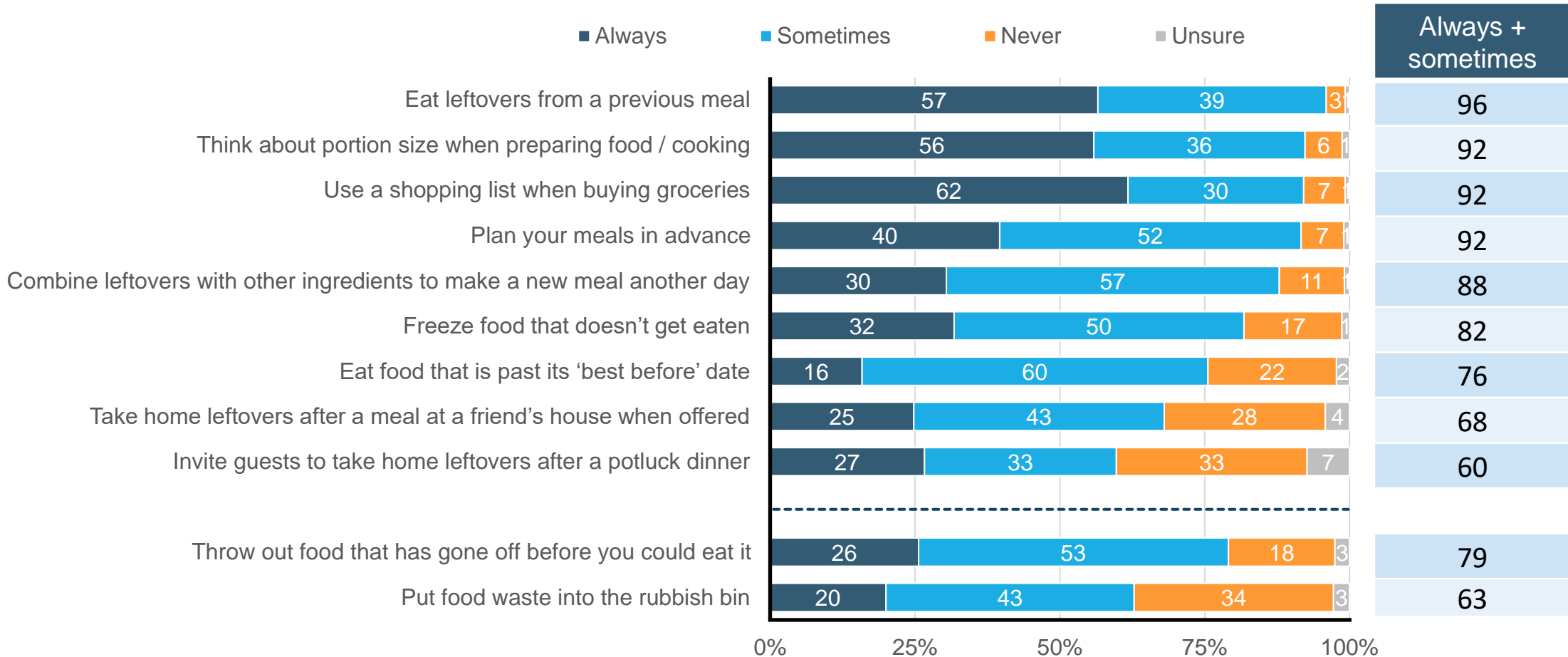


Base: Those who said they have uneaten food in their household thrown away that could've been eaten (n=819)

REDUCING FOOD WASTE ACTIONS



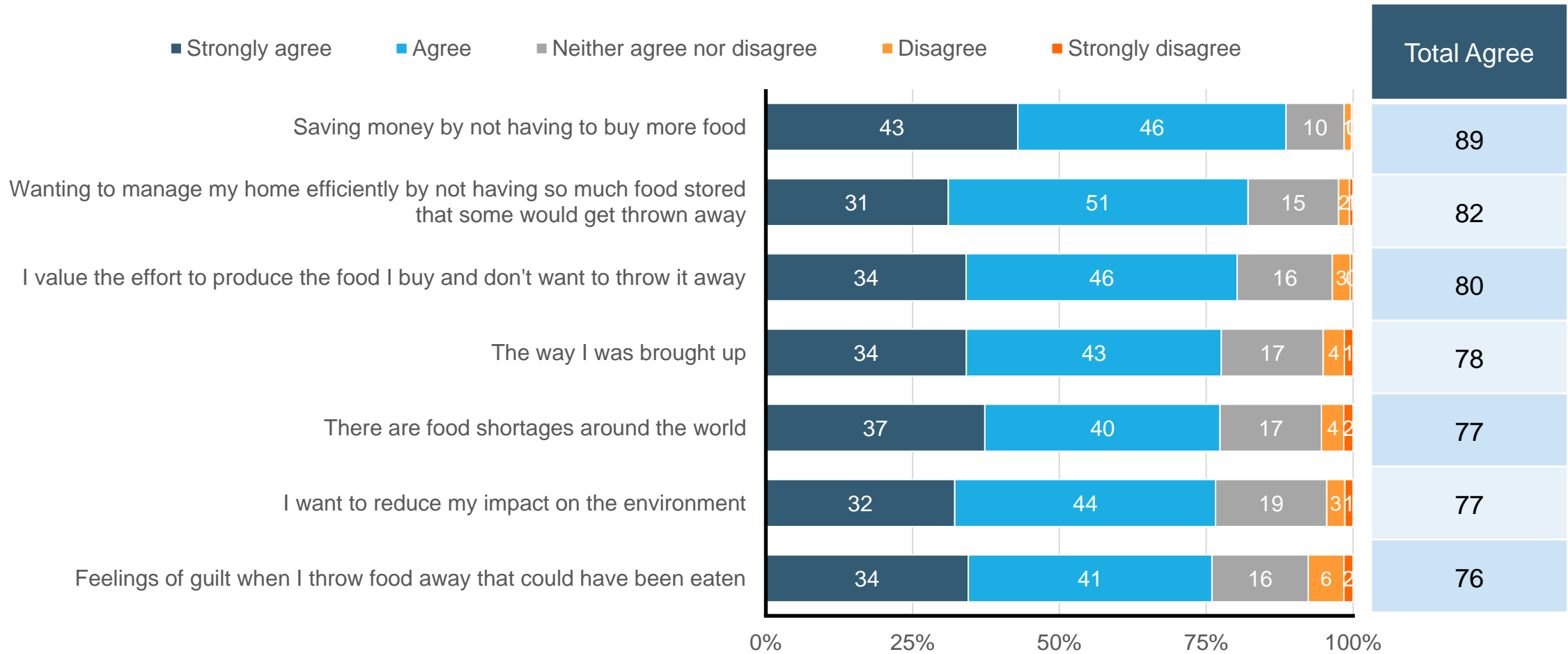
How often does the following occur in your household? (%)



MOTIVATIONS TO REDUCE FOOD WASTE



To what extent do you agree or disagree the following motivates you to reduce food waste? (%)



ACTIONS AND MOTIVATING REASONS

- Over 90% always or sometimes do the following **positive** actions in their household:
 - Eat leftovers,
 - Think about portion size,
 - Use a shopping list
 - Plan meals in advance.
 - Between 75% and 90% always or sometimes:
 - Combine leftovers with other ingredients,
 - Freeze uneaten food,
 - Eat food that is past its best before date.
 - Less than three quarters but still a majority:
 - Take home leftovers from a friend's house when offered (68%),
 - Invite guests to take home leftovers after a potluck (60%).
- Between 60 – 80% always or sometimes do the following negative actions in their household
- Throw out food that has gone off (79%)
 - Put food waste into the rubbish bin (63%)
- Women were more likely to have combined leftovers with other ingredients (91%) and take home leftovers after a meal at friend's house (73%) compared to men (85% and 62% respectively).
 - Younger respondents were more likely to put food waste in the rubbish bin (under 30: 73%, 30-44: 72%, 45-59: 61%. 60+: 49%), while older respondents were more likely to eat food that is past its best before date (60+: 84%, 45-59: 74%, 30-44: 76%, under 30: 67%).
 - Out of the seven different reasons to reduce food waste all seven received over three quarters agreement of what motivates them to reduce food waste. The highest level of agreement was given to:
 - 'Saving money by not having to buy more food' (89%)
 - Being more efficient (82%)
 - Valuing the effort to produce food (80%).
 - Women were more likely to agree that all seven reasons were motivating (79-92%) then men (70-84%).
 - Older respondents were more likely to agree that the way they were brought up was a motivating reason (60+: 88%, 45-59: 76%, 30-44: 75%, under 30: 70%,).

Food waste - Segmentation



FOOD WASTE SEGMENTATION - METHODOLOGY

- To create a food waste segmentation, two questions were used: 1) how many 2L containers per week of food waste is thrown out and 2) qualitatively how much food waste is thrown out. By cross-tabbing these questions, the following groups were generated:
 - Low food wastage group (30%): those who waste less than a quarter of a 2L container AND say they waste none or almost no food waste.
 - Medium food wastage group (38%): those who waste one quarter or more of a 2L container AND say they waste very little or more for food waste BUT don't waste half or more of a 2L container AND waste a little or more.
 - High food wastage group (33%): those who waste half of a 2L container or more AND say they waste a Little or more of waste.
- Statistically significant differences between the segments will be presented for the food waste question in the next few slides. Arrows next to the percentages mean that differences are significant.



DEFINING FOOD WASTE SEGMENTS



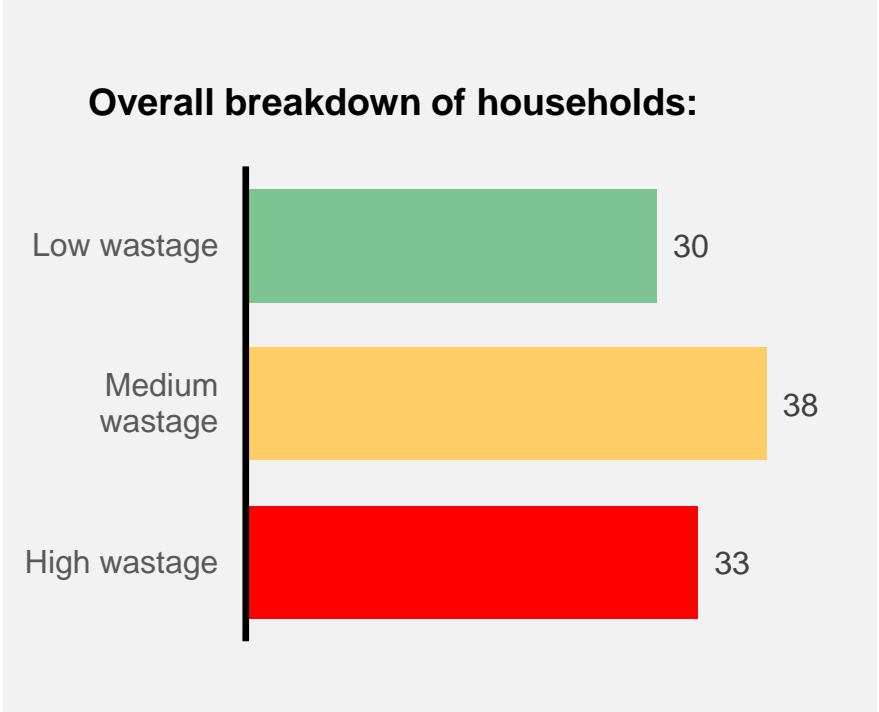
Using a 2L ice-cream container as a guide, approximately how much food does your household throw away that could have been eaten PER WEEK? This also includes any food that was fed to animals or composted?

In general, how much uneaten food would you say your household usually throws away that could have been eaten? This also includes any food that was fed to animals or composted. For example, food and drink that was edible at some point before being thrown? (%)

How much food is thrown out

	None at all or almost nothing	Very little	Little or more
Less than a quarter	30%	13%	4%
One quarter to one half	1%	5%	6%
One half or more	2%	7%	33%

2L ice-cream container of food waste per week



DEFINING WASTE SEGMENTS - DETAILED



Using a 2L ice-cream container as a guide, approximately how much food does your household throw away that could have been eaten PER WEEK? This also includes any food that was fed to animals or composted?

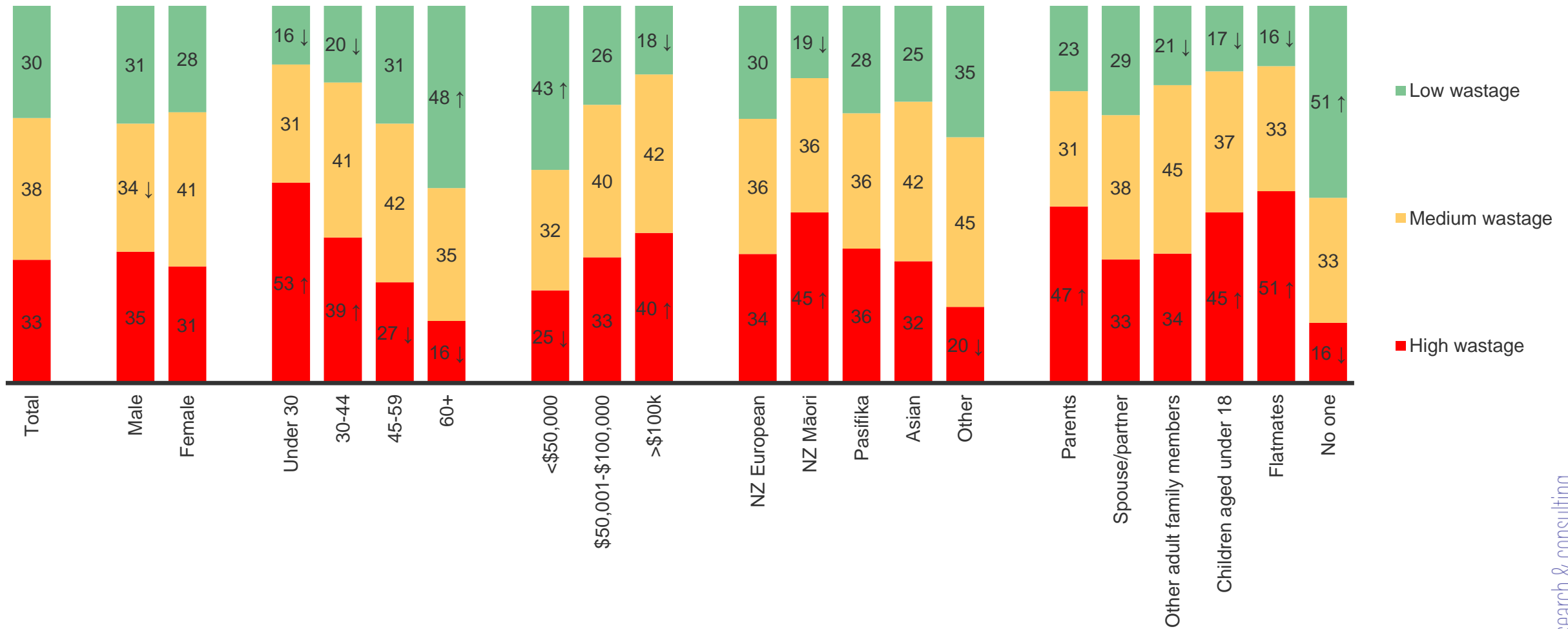
In general, how much uneaten food would you say your household usually throws away that could have been eaten? This also includes any food that was fed to animals or composted. For example, food and drink that was edible at some point before being thrown? (%)

		Percentage of uneaten food in household usually thrown away that could have been eaten				
		None at all	Almost Nothing	Very little	Little	A moderate amount or more
		Low waste households		Medium waste households		
How much food in household thrown away that could have been eaten PER WEEK	None at all	n=108 19%	n=0 0%	n=0 0%	n=0 0%	n=0 0%
	Less than quarter of one 2L container	n=0 0%	n=105 10%	n=136 13%	n=33 3%	n=15 1%
	One-quarter to less than one-half of a one 2L container	n=0 0%	n=1 8%	n=48 5%	n=44 4%	n=20 2%
	Medium waste households			High waste households		
	One half to One whole 2L container	n=0 0%	n=1 12%	n=58 6%	n=90 9%	n=113 11%
	Two 2L containers or more	n=0 0%	n=0 4%	n=13 1%	n=35 4%	n=85 9%

High wastage (33%)

FOOD WASTE SEGMENTS

FOOD WASTE SEGMENTS DEMOGRAPHIC ANALYSIS



REDUCING FOOD WASTE ACTIONS - SIGNIFICANT DIFFERENCES



How often does the following occur in your household (% always + sometimes)

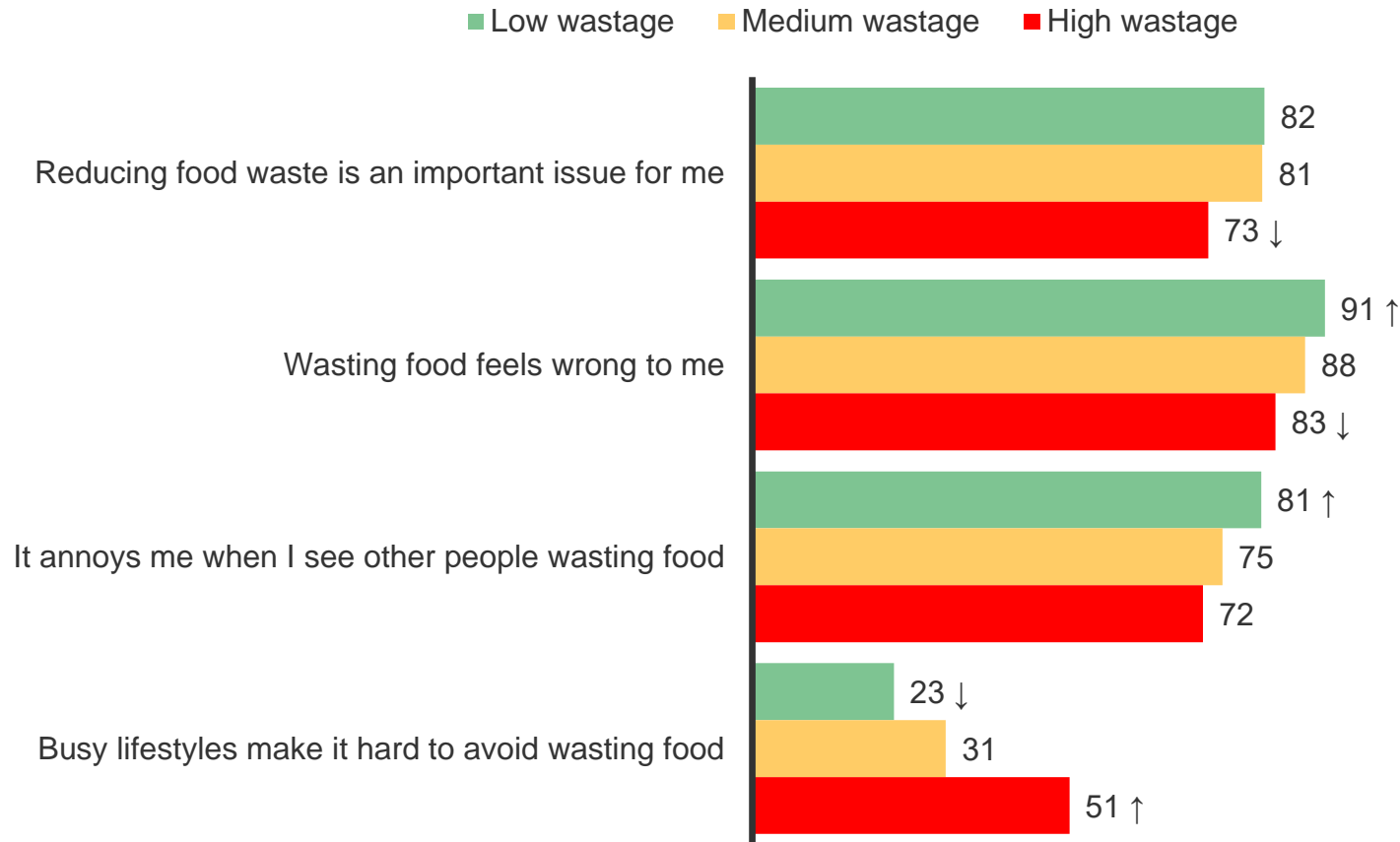


High food wasters are less likely to engage in food waste reducing practices, and more likely to throw out food into the rubbish bin.

SIGNIFICANT FOOD WASTE ATTITUDES



How strongly do you agree or disagree with the following (% AGREE)

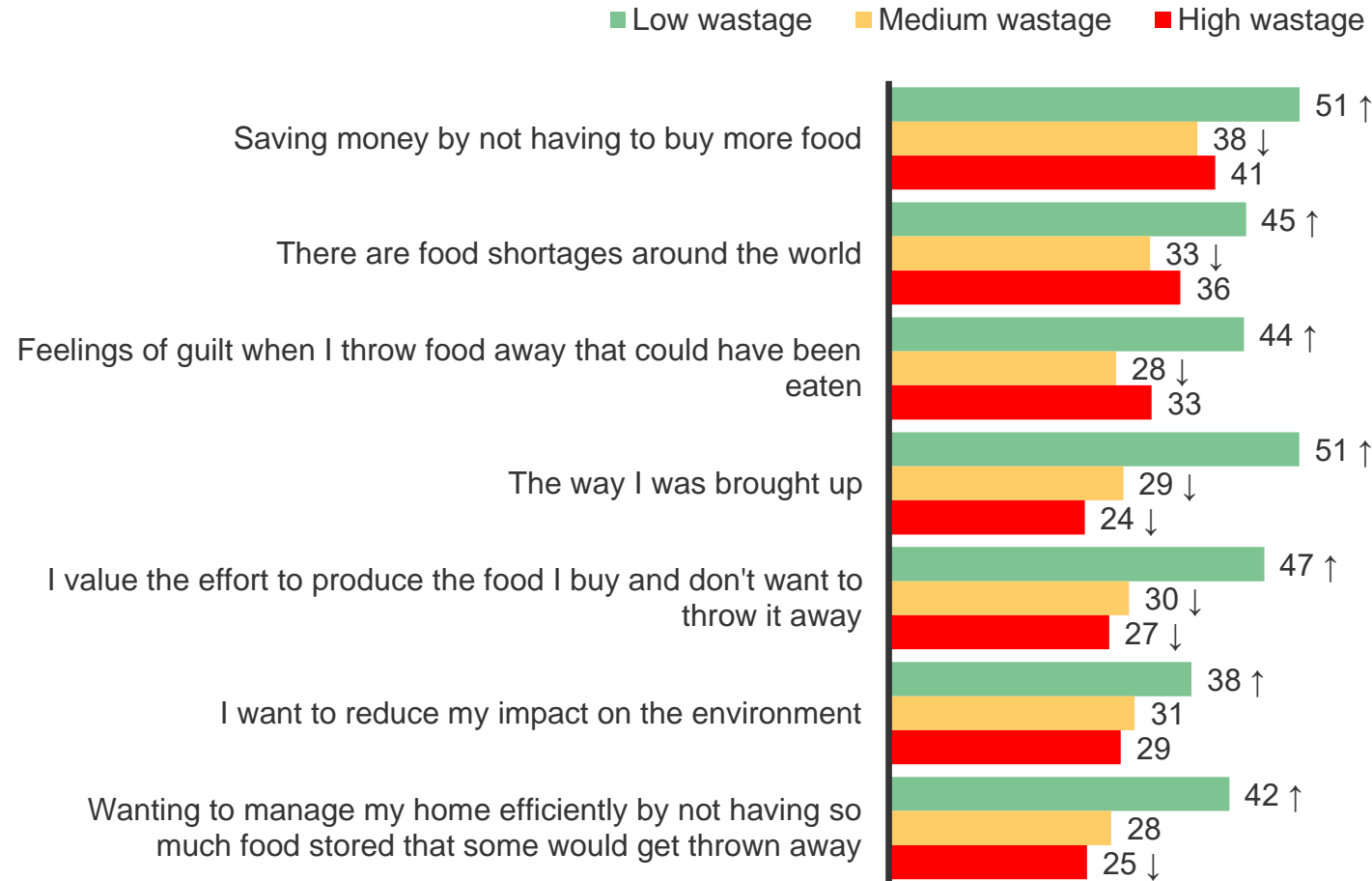


High food wasters are less likely to present positive food waste attitudes, and more likely to agree that busy lifestyles make it hard to avoid wasting food.

SIGNIFICANT MOTIVATIONS TO REDUCE FOOD WASTE



To what extent do you agree or disagree the following motivates you to reduce food waste? (% STRONGLY AGREE)



Low food wasters are more likely to be motivated by all of these statements to reduce their food waste. Saving money and food shortages may be a good motivator for those wasting more food.

Plastics



PLASTIC WASTE

This section of the survey asked respondents questions related specifically to plastic waste.

- A large majority (82%) agreed that reducing plastic waste is an important issue for them (as presented in slide 40).
- The most common barrier respondents gave for what prevents them from reducing plastic waste was not being able to find alternatives (40%). 25% listed it as the main barrier. The next most common barrier 33% was not being able to find affordable alternatives (19% main behaviour). Just over a quarter said there was nothing preventing them from reducing the amount of plastic they waste.
- The packaging or labelling of products was the most common source of information about how to dispose of plastic waste (63%), followed by local council websites (42%) and TV/ social media/ newspapers (26%).
 - Older respondents were more likely to say they get their information on their local council's website (60+: 53%, 45-59: 43%, 30-44: 42%, Under 30: 28%).
- When asked about how they pack fruit and vegetables:
 - 40% said they use store provided single use bags (30% said this was their main way)
 - 36% said they put them straight into the trolley (22% main way),
 - 34% in reusable shopping bags (18% main way)
 - 32% in reusable produce bags (19% main way).

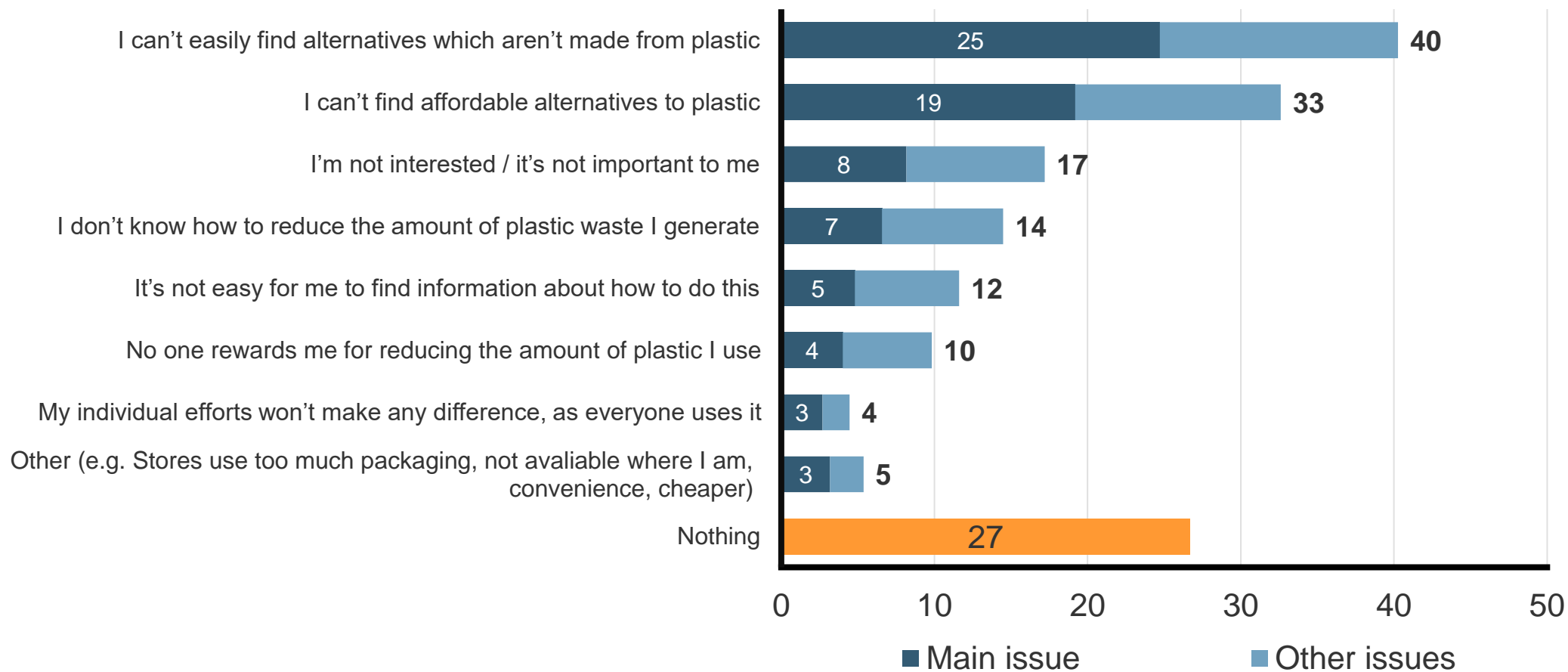


BARRIERS TO REDUCING PLASTIC WASTE



What prevents you from reducing the amount of plastic you waste? (%)

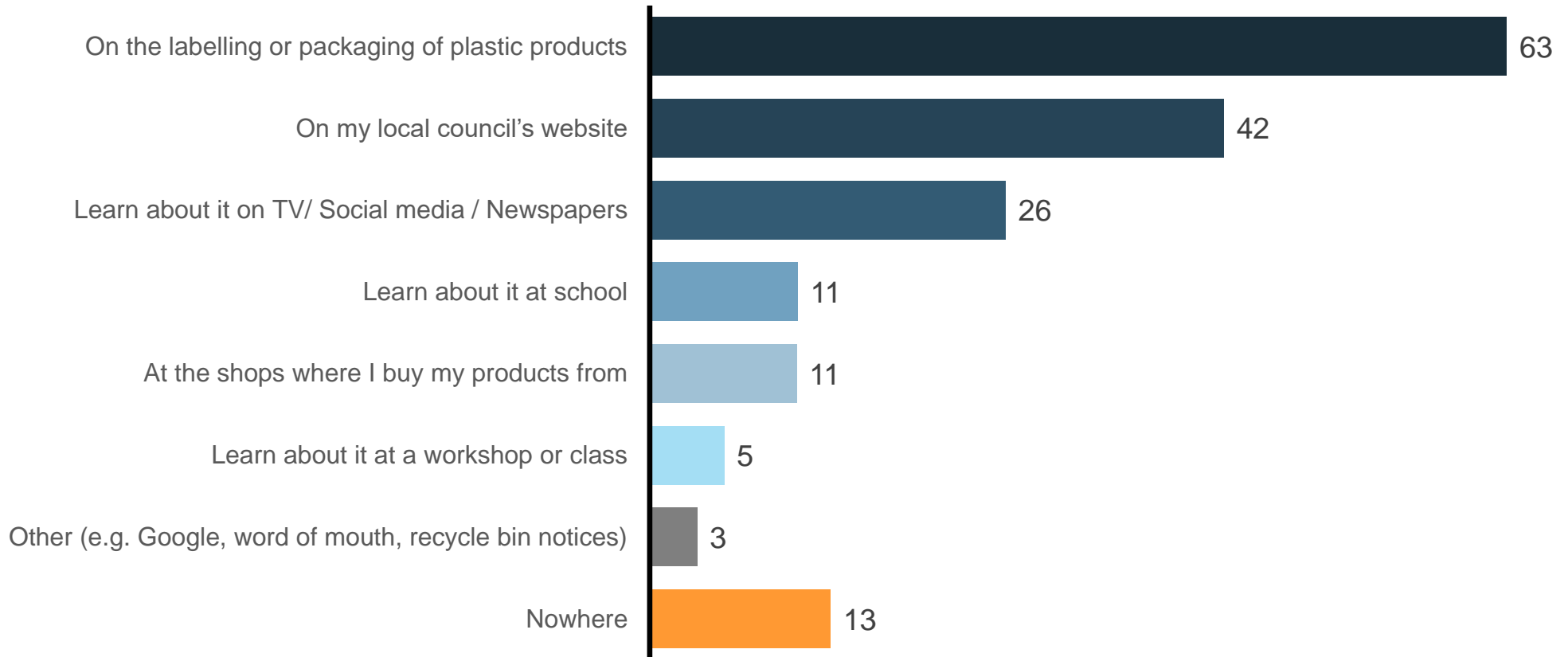
What is the MAIN ISSUE preventing you from reducing the amount of plastic you waste? (%)



INFORMATION ON DISPOSING PLASTIC WASTE



Where do you get information about how to dispose of plastic waste? (%)

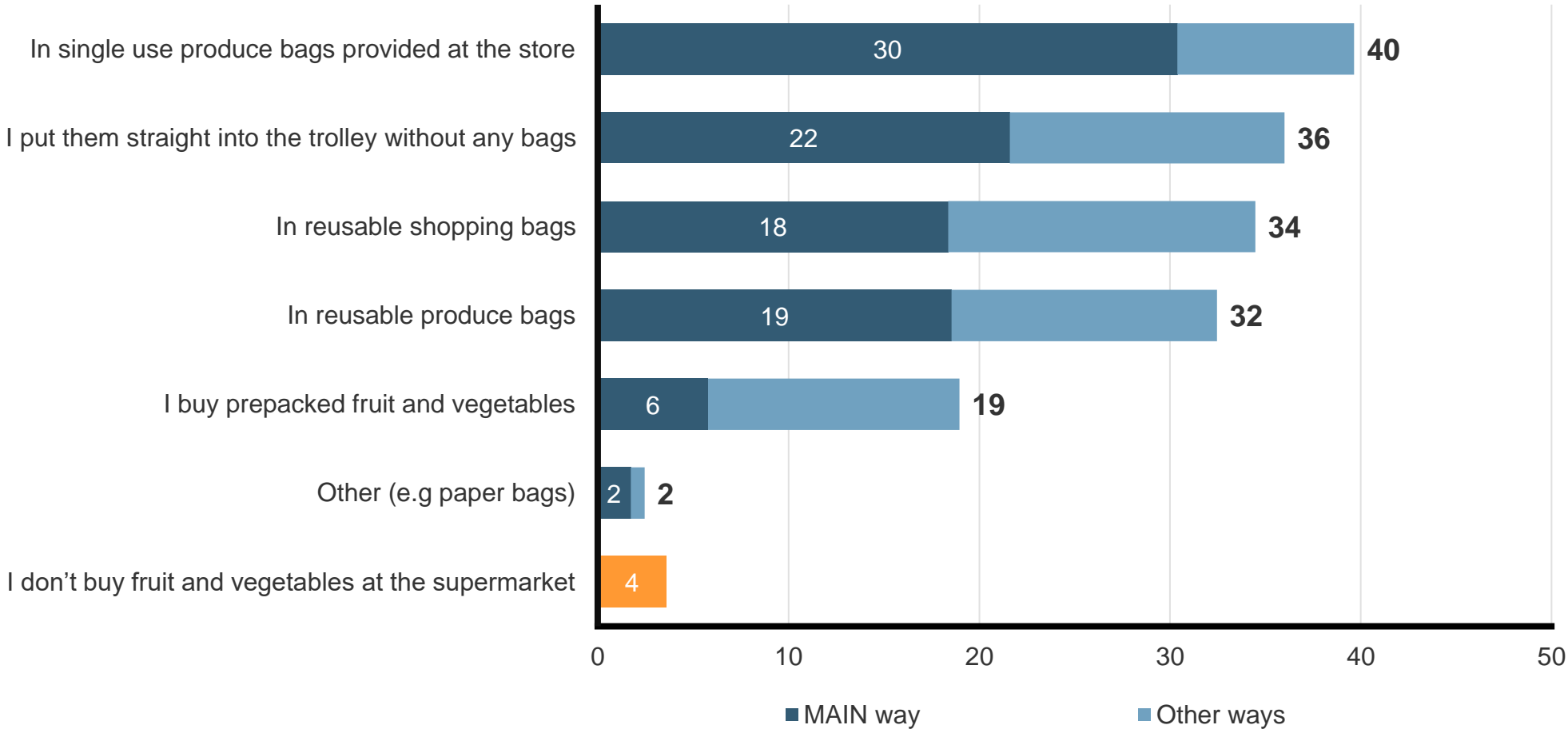


BAGGAGE METHODS IN SUPERMARKETS

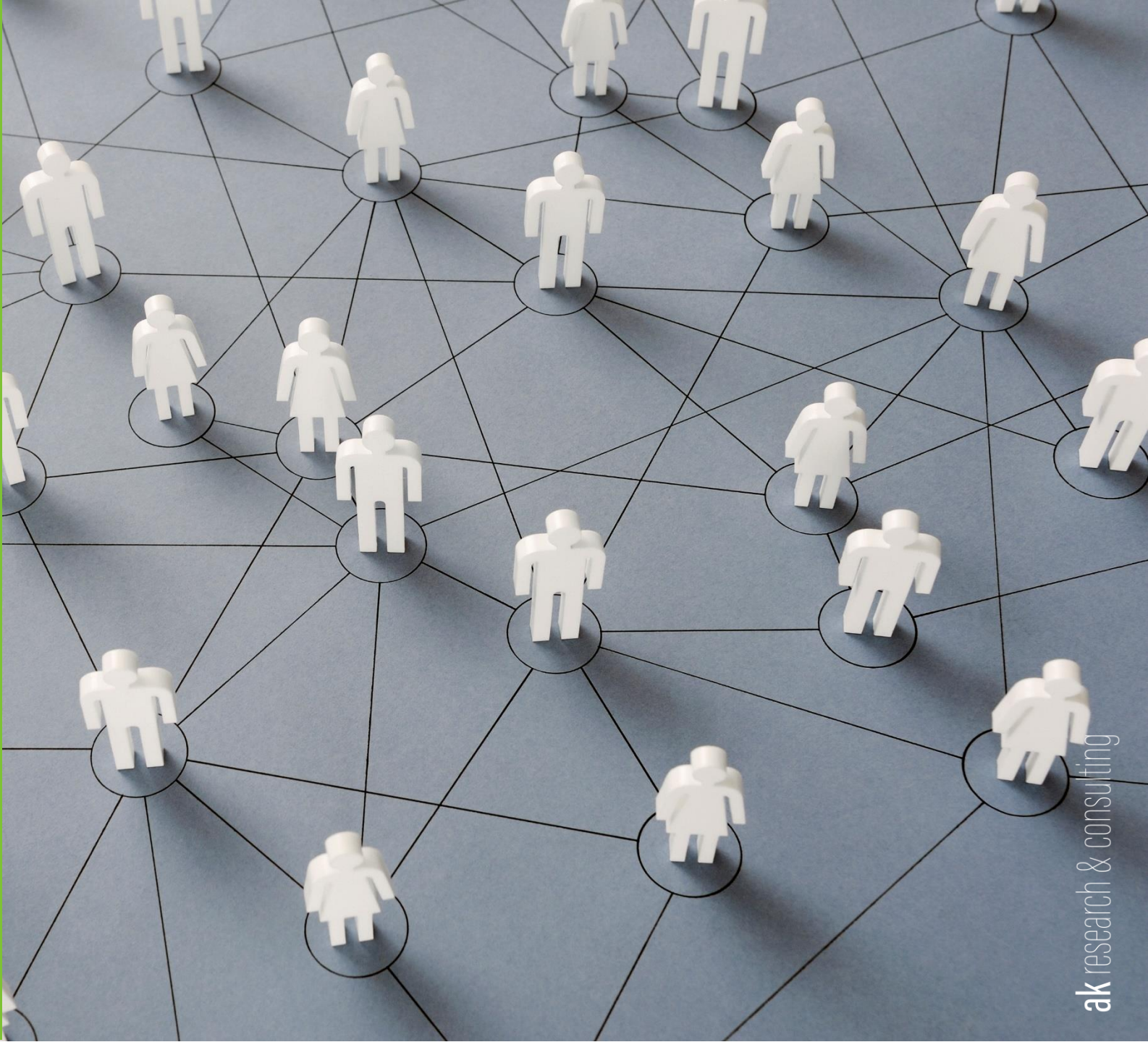


How do you pack fruit and vegetables when you are shopping at the supermarket? (%)

What is the MAIN WAY? (%)



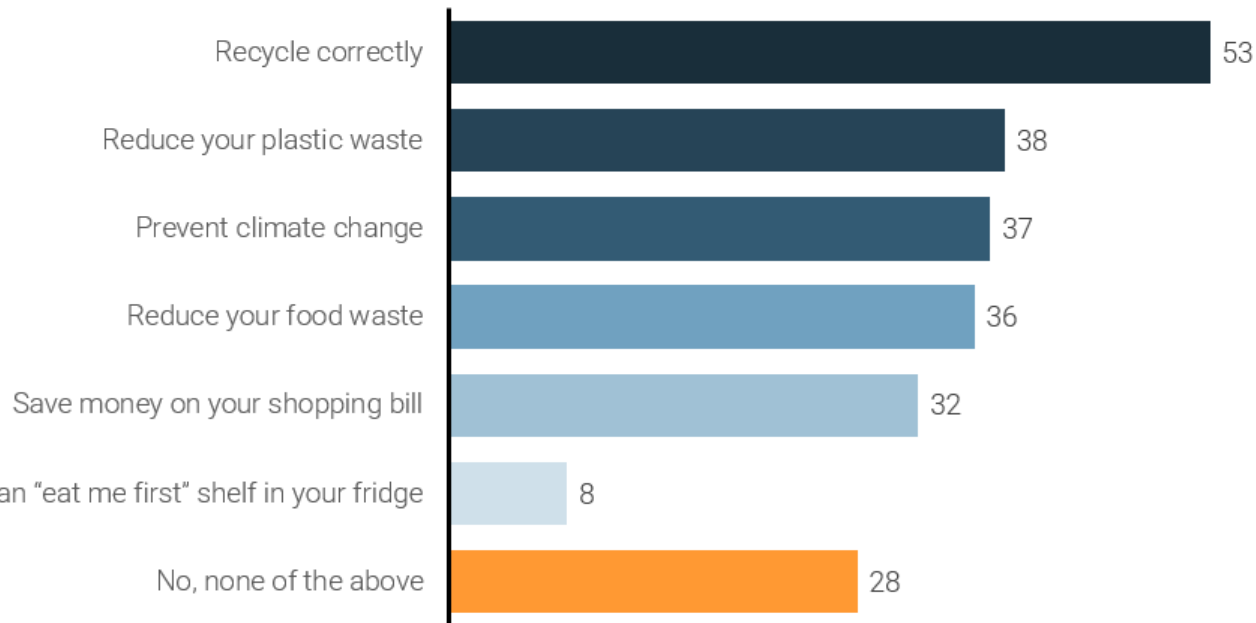
Communications on reducing waste and environmental issues



ENVIRONMENTAL ISSUES



Do you recall seeing or hearing any information about how to do the following in the last 2 years? (%)

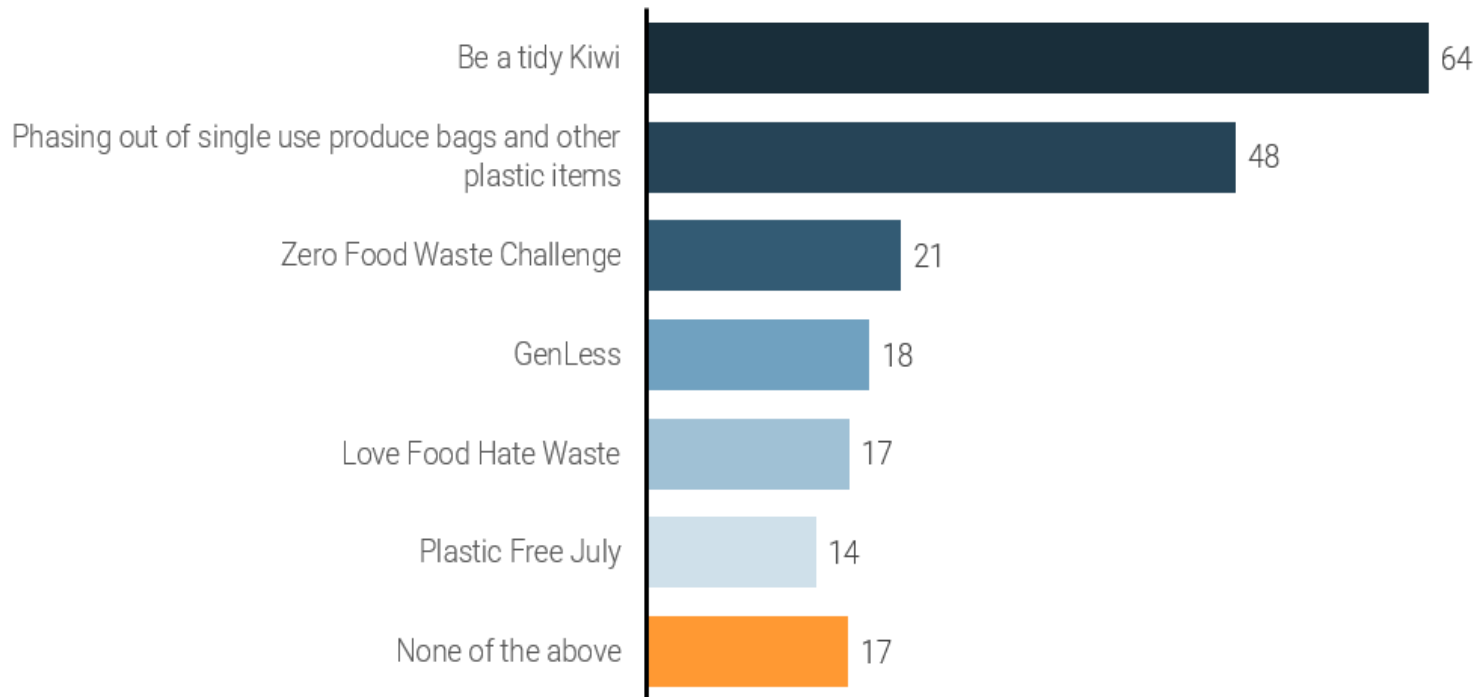


- A range of environmental issues were tested for recall. Just over half (53%) of respondents said they have seen or heard some information about how to recycle correctly in the past 2 years.
- Fewer have heard or seen about reducing your plastic waste (38%) and preventing climate change (37%).
 - Reduce your food waste: **36%**
Rural and small urban settlements (47%) were more likely than towns (39%) and cities (32%)
 - Save money on your shopping bill: **32%**
Women were more likely (37%) than men (28%)
- **28%** had not heard information on any of the topics presented.

CAMPAIGN AND ACTIVITY KNOWLEDGE



Which of the following campaigns or activities have you heard of? (%)



- Of a list of six campaigns and activities, 64% said they have heard of “Be a tidy Kiwi” and 48% had heard of phasing out single use produce bags and other plastic items.
 - Women were more likely to say they had heard of both of these (69% and 55%) than men (59% and 41%).
 - Aucklanders were more likely to have heard of “Zero Food Waste Challenge” (27%) and “Love Food Hate Waste” (21%) compared to the rest of the country (18% and 14%).
 - However, Aucklanders were less likely to have heard of the phasing out of single use produce bags (39%) than the rest of NZ (53%).