

Barriers and opportunities for out of home food waste

Appendix - Hotels



Introduction

- The slides in this pack present key results from a survey conducted as part of the WRAP research study on out of home food waste prevention.
- The survey was conducted via ICM's online panel on behalf of Brook Lyndhurst and WRAP.
- A total of 627 individuals were asked about their experiences the last time they ate out in a hotel; the results are based on the answers given by those individuals.
- Respondents were separated into two broad groups:
 - People who reported having not finished eating their meal on the occasion in question were classified as '**meal leavers**'.
 - People who reported not having left any food at the end of their dining experience were classified as '**non-meal leavers**'.
- As with any survey, the results are subject to statistical limitations, but the results presented give a powerful initial insight into who wastes food when eating out in hotels; why; and what might be done about it.

Guide to the slides

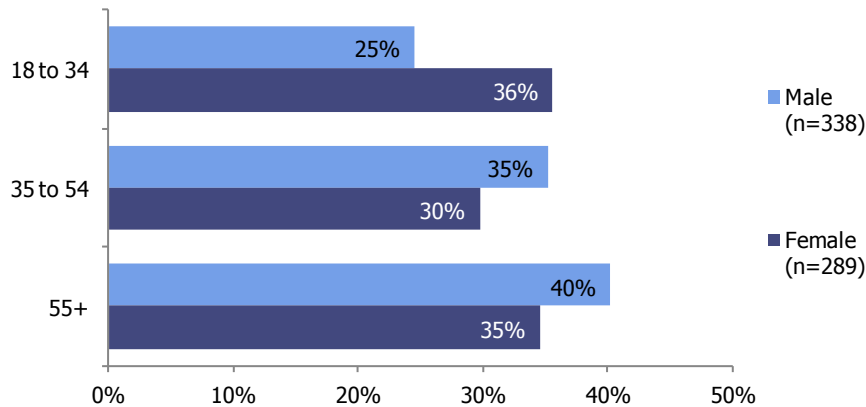
- **Slides 5, 6 and 7** present characteristics of the survey respondents who had eaten out in a hotel and of the occasion to which their answers referred;
 - **Slides 8 to 14** focus on 'meal leavers' – who they are, what food they left, and why;
 - **Slides 15 to 21** present findings on the attitudes towards food waste of all the survey respondents, together with suggestions from respondents on what might be done to reduce food waste; and
 - **Slide 22**, finally, presents key points from across the findings.
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- The charts and tables in the slides follow a common format, so that:
 - Where there is a particularly noteworthy finding in a chart or a table, the relevant figure(s) have been circled in **red**
 - Where there is a statistically significant difference between meal leavers and non-meal leavers at the 5% risk level (95% confidence interval), this is highlighted in charts and tables using '*';
 - Where a 'Q' followed by a letter (e.g. QE) or number (e.g. Q1) this refers to the specific question in the online questionnaire;
 - Irrelevant responses with low percentages (e.g. 'don't know' or 'not applicable') have been removed. This means that percentages for a single code question may not always add up to 100% or that counts/frequency do not add up to the base shown;
 - Due to rounding and weighting the counts may not always exactly add up to the base shown;
 - Analysis that drew from questions that were not prompted (i.e. open-ended) are marked; and
 - Where different bases are used this is highlighted in a footnote on the slide.

Statistical notes

- The achieved sample of those eating out in hotels (627) was weighted to make it representative of the population known to eat in hotels.
- The effective base tells us the impact of the weights on our sample. The effective base for this sample is 275 .
- The weighting efficiency is the ratio of the effective base to the sample. The weighting efficiency for this sample is 43.9%.
- The range of weighting factors on this sample was 0.03 to 4.73.
- Margins of errors at a 95% confidence interval express the amount of random sampling error in a survey's result. The larger the margin of error, the less confidence one should have that the reported results are close to the 'true' values for the whole population. There is a 95% chance that the true value lies within the range given.
- In the most strict sense margins of errors should only be applied to randomly selected samples that are nationally representative. Below we list some examples of applying margins of errors to this sample.
 - When looking at a proportion of the total sample of those eating in hotels (627) a response at 50% has a margin of error of $\pm 3.91\%$ while a response at 10% has a margin of error of $\pm 2.35\%$ for a 95% confidence level.
 - When looking at a proportion of the hotel meal leavers sample (355) a response at 50% has a margin of error of $\pm 6.59\%$ while a response at 10% has a margin of error of $\pm 3.12\%$ for a 95% confidence level.
 - When looking at a proportion of hotel non-meal leavers sample (743) a response at 50% has a margin of error of $\pm 4.86\%$ while a response at 10% has a margin of error of $\pm 2.92\%$ for a 95% confidence level.

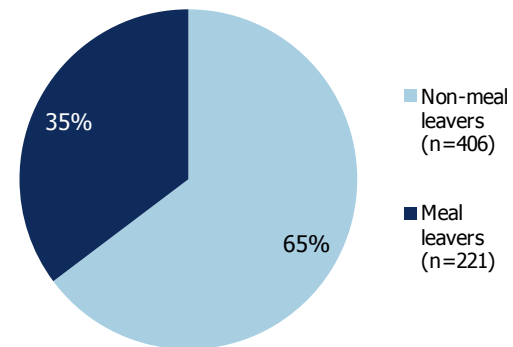
Who eats in hotels?

Age and gender profile



Base: All respondents (627)

Proportion of meal leavers

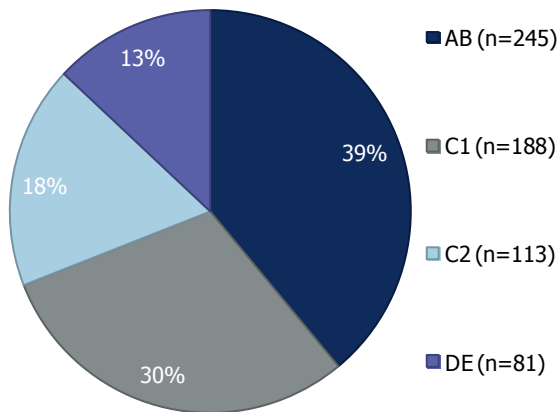


Base: All respondents (627)

- 54% of those eating in hotels were men;
- Younger women (18-34) were markedly more likely than their male counterparts (36% v 25%) to have eaten in hotels;
- Over a third (35%) of those who ate in hotels were meal leavers.

Who eats in hotels?

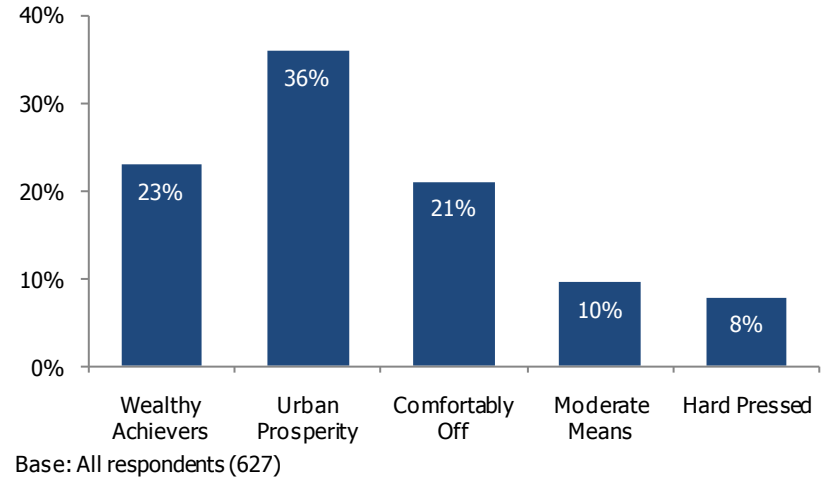
Social grade



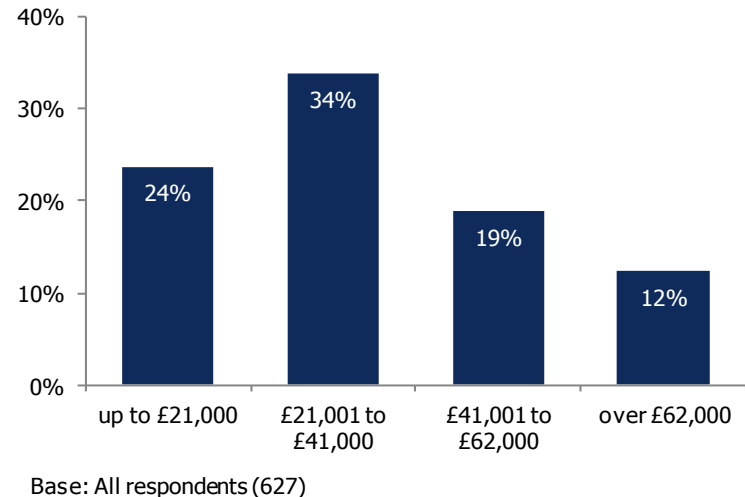
Base: All respondents (627)

- A large proportion (79%) of those eating in hotels belong to higher social grades (AB and C1);
- This finding is echoed by the Acorn classification – 36% are 'Urban Prosperous' and 23% are 'Wealthy Achievers'.

Acorn Classification



Household income



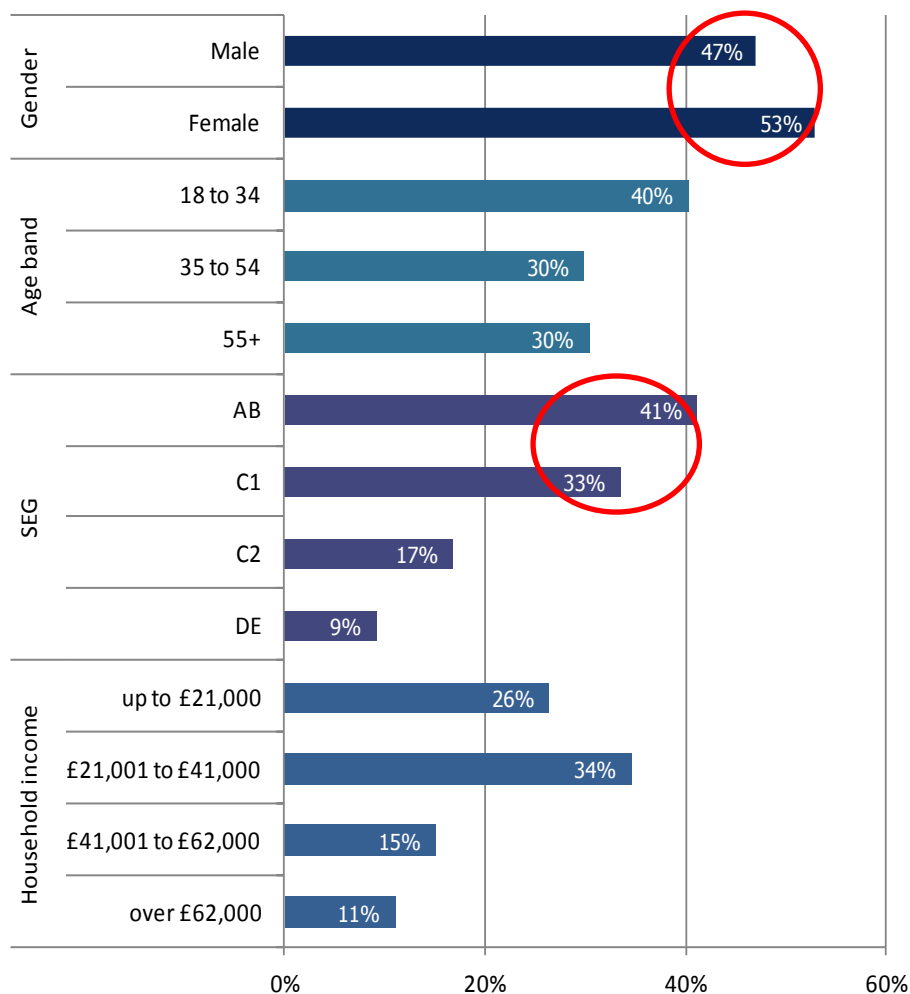
Eating out experience

Base: 627 (All respondents)		
	Frequency	%
QE. Date of eating out occasion		
In the last week	119	19%
In the last 2 weeks	104	17%
Between 2 weeks and a month ago	163	26%
Between 1 to 2 months ago	132	21%
Between 2 to 3 months ago	109	17%
QF. Description of the hotel		
Casual dining restaurant	391	62%
Fine dining restaurant	171	27%
Q1. Type of meal		
Evening meal	356	57%
Lunch	150	24%
Breakfast	85	14%
Q7. Have they eaten there before?		
Yes - this restaurant/outlet	289	46%
Yes - another one in the same chain	55	9%
Q8. Familiarity with the menu		
Very	83	13%
Quite	190	30%
Not very	173	28%
Not at all	180	29%

- Over a third (36%) of customers questioned about eating in a hotel ate there in the last week or last couple of weeks;
- Hotels in the main were seen as 'casual dining restaurants' with 62% describing them in this way. 27% described the venue as a 'fine dining restaurant';
- The majority of respondents (57%) had an evening meal in the hotel;
- Less than half had eaten in that hotel before;
- 57% of respondents were unfamiliar with the menu in the hotel they ate in.

Percentages less than 10% of the total base (627) are not displayed

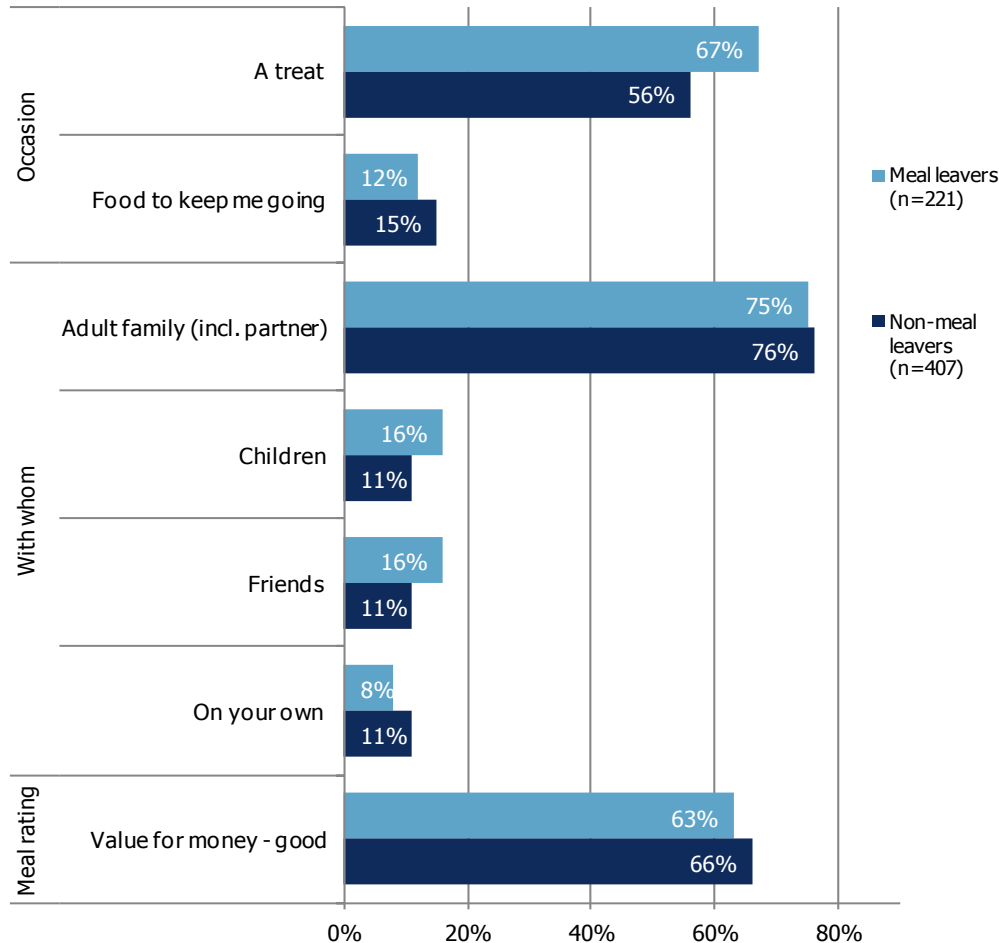
Profile of people who leave food in hotels



This chart breaks down meal leavers in the sample by socio-demographics:

- Meal leavers in hotels were fairly evenly split between males and females;
- Three quarters of all food leavers in hotels were in social grades AB and C1.

Profile of people who leave food in hotels

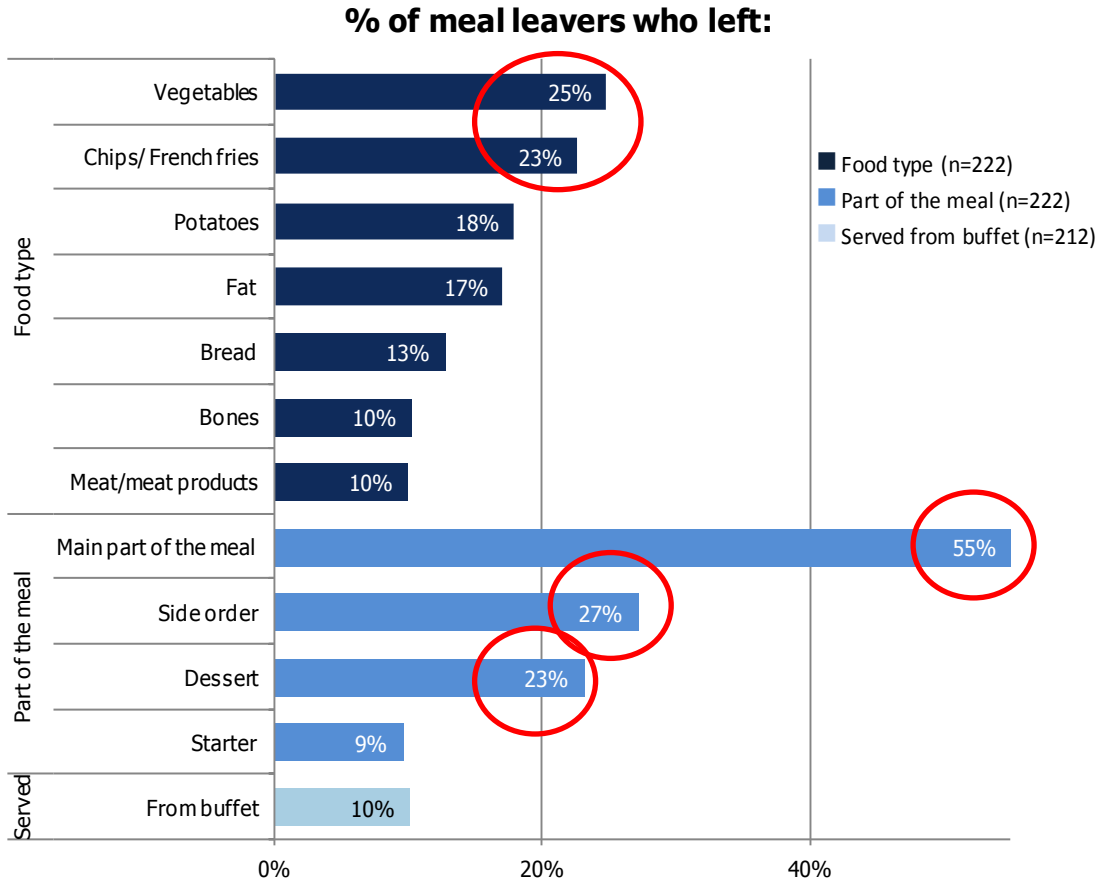


This chart breaks down meal leavers and non-meal leavers in the sample by details of the eating out occasion:

- There were few differences, in terms of the different occasions when people ate in hotels, between meal leavers and non-meal leavers;
- Meal leavers in hotels were however less likely than non-leavers to be eating in the hotel as a 'treat'.

This chart shows a selection of variables for which the response is greater than 10% of the total base

Food left in hotels

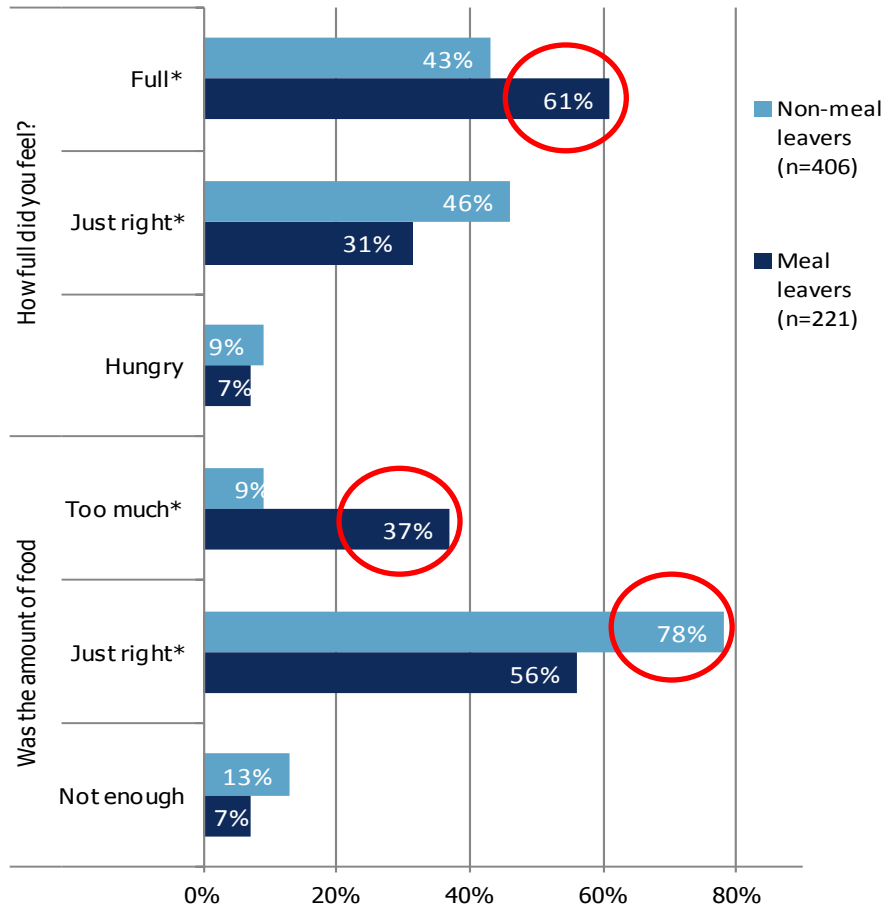


- Vegetables and chips were the most wasted foods, with around a quarter of meal leavers leaving them on their plate;
- The main part of the meal was wasted by over half of those who left food;
- Over a quarter of those who left food left side orders, and nearly a quarter left dessert;

Percentages less than 10% are not displayed.

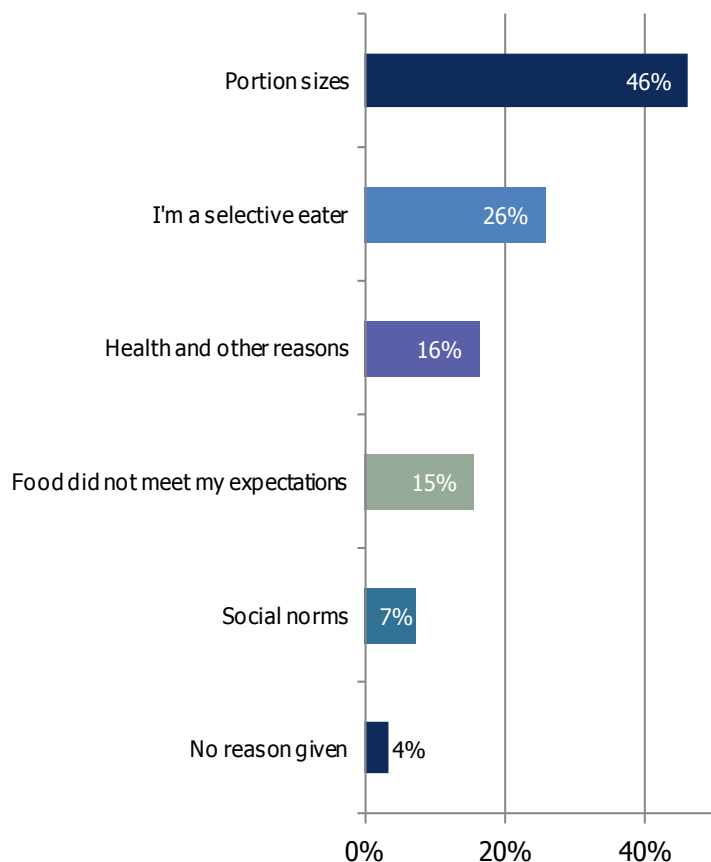
(1) Base for this specific question is all meal leavers served themselves from a counter or buffet, and all meal leavers who cited a type of food left at Q29.

How full are you after a hotel meal?



- Significantly more meal leavers felt 'full' after their hotel meal (61%) than non-meal leavers (43%);
- Non-meal leavers were significantly more likely to feel 'just right' (78%) after their hotel meal; while significantly more meal leavers than non-meal leavers felt they'd had too much (37% v 9%)

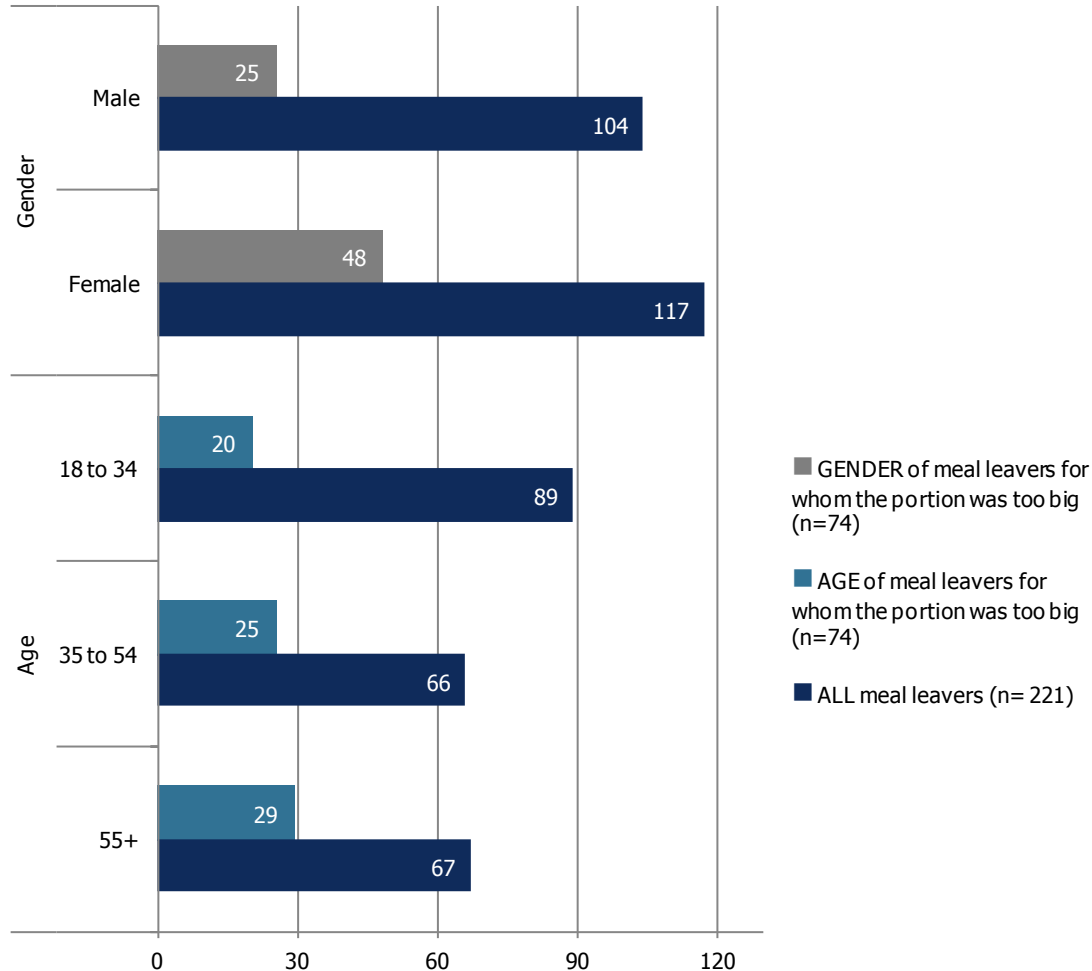
Reasons given for leaving food



Base: All meal leavers (n= 221)

Base:221 (All meal leavers) Q32 Multicode	%
Portion sizes	46%
The portion was too big	33%
I ordered too much/served myself too much	13%
I'm a selective eater	26%
The meal included things I don't like so I left the	16%
I am a fussy eater	10%
I didn't like the taste	4%
Health and other reasons	16%
I'm watching my weight	6%
Inedible	5%
Didn't have enough time	4%
Food did not meet my expectations	15%
The food was/went cold	2%
The food wasn't what I expected	4%
Food was poor quality	11%
Food was badly cooked	6%
Social norms	7%
I didn't want to appear greedy	4%
It's normal to leave a bit of food	2%
No reason given	4%

Who finds the portions too big?



This chart [which shows actual numbers rather than percentages] shows:

- Women account for slightly more than half of meal leavers; but around two thirds of those that found the portions too big;
- In terms of age bands, younger diners formed the largest share of food leavers, but the smallest share of those who found the portion too big.

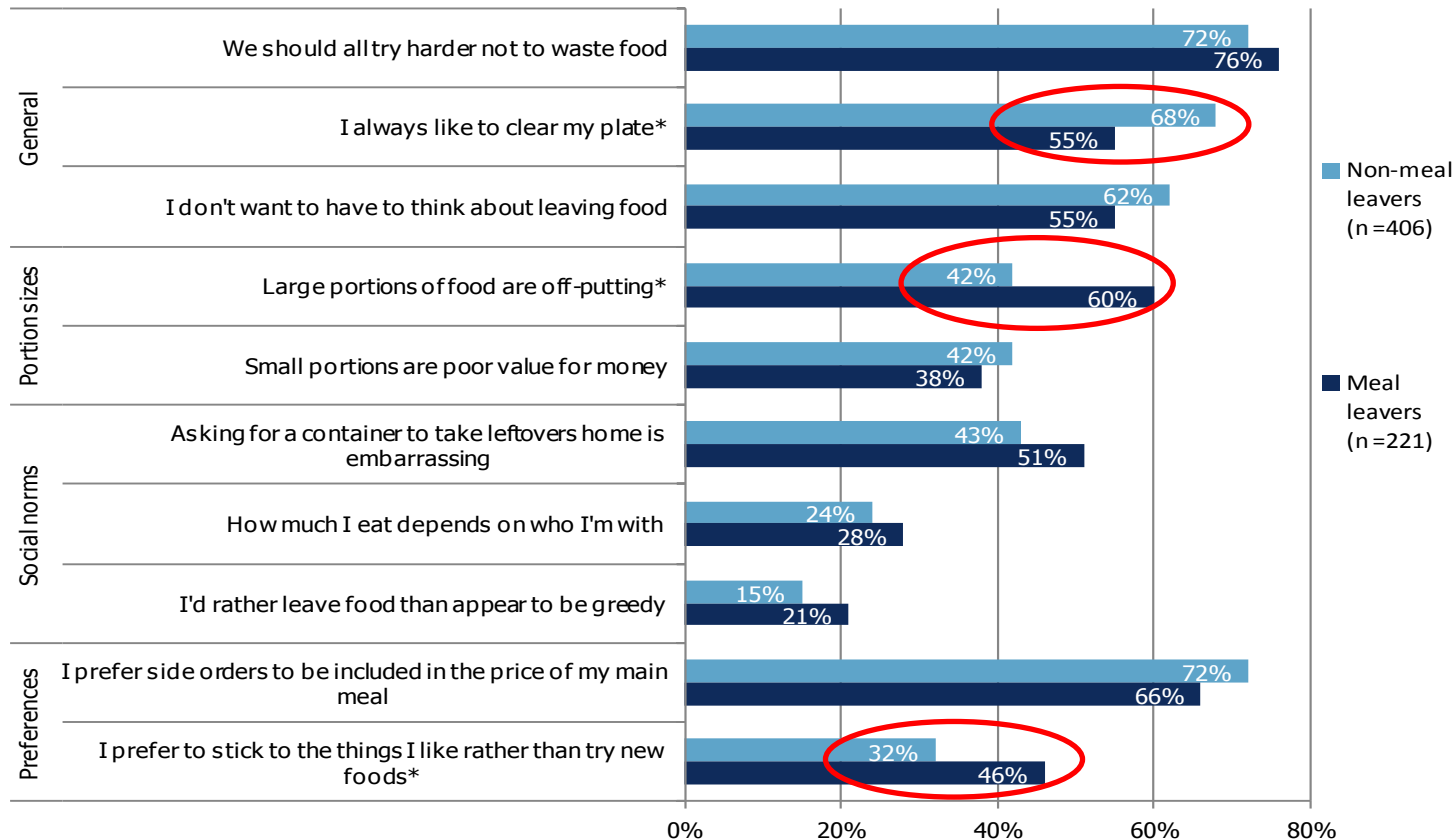
NB: Sample of those who found the portions too big includes a small number of individuals who wasted drinks rather than food

How are portion sizes experienced?

Base: 627 (All respondents) % of respondents who have done/agree with the following:	Total	Meal leavers (n=221)	Non-meal leavers (n=406)
Q42. General behaviours			
Ever asked for advice on portion size*	35%	41%	31%
Ever asked for a smaller portion*	35%	44%	30%
Ever asked to have a starter as a main meal	52%	56%	50%
Q12. When ordered- this occasion:			
Knew what size the portion was going to be	41%	31%	66%
There was a choice of portion size	13%	18%	10%
Asked for information on portion size*	6%	11%	3%
Q14. Staff behaviours-this occasion:			
Asked if you wanted sides or extras*	41%	52%	35%
Suggested specials	27%	34%	24%
Offered any advice on portion size	4%	4%	4%
Q19. The amount of food served was:			
Too much*	19%	37%	9%
Just right*	70%	56%	78%
Not enough*	11%	7%	13%
Q22. At the end of the meal, you felt:			
Full*	49%	61%	43%
Just right*	41%	31%	46%
Hungry*	9%	7%	9%

Attitudes towards leaving food when eating out

% of respondents who agree with the following statements:



(1) Meal leavers (12%) were more likely to disagree with this statement than non-meal leavers (4%). This difference is significant.

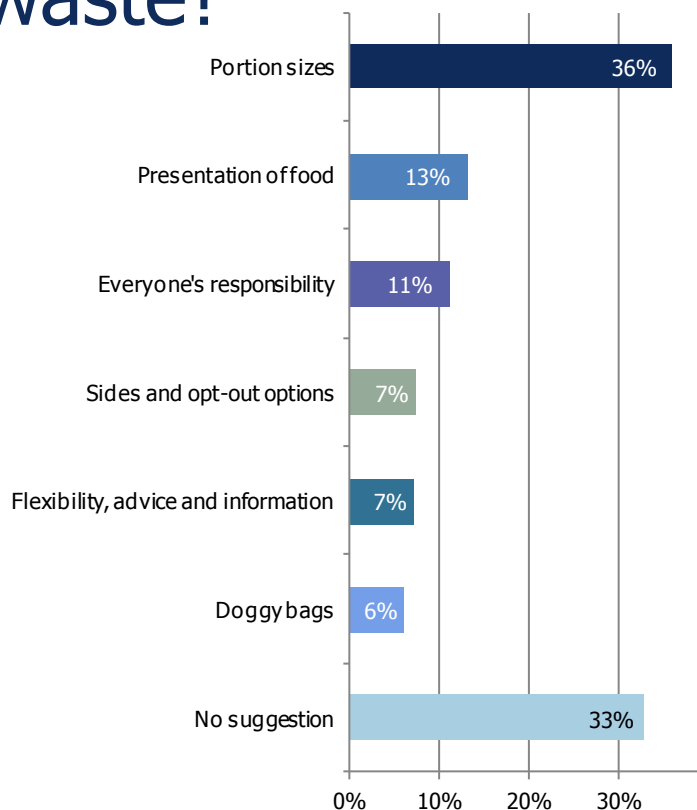
Attitudes towards leaving food in general

Base: 627 (All respondents)	Total	Meal leavers (n= 220)	Non-meal leavers (n= 406)
Q36. Often leave food:			
At home			
Eat a meal cooked at home*	22%	30%	17%
Eat a take-away meal at home*	13%	25%	7%
Out of home			
Served at your table*	11%	20%	6%
From a counter/self-service*	8%	16%	3%
Q37. 'Bothered' if leaving food:			
At home			
Eat a meal cooked at home	35%	38%	33%
Eat a take-away meal at home	29%	33%	27%
Out of home			
Served at your table	38%	38%	37%
From a counter/self-service	32%	35%	30%

Concern about food waste

Q38. Top 5 reasons for being bothered % of those who said they were bothered	Total (n=379)	Meal leavers (n=147)	Non-meal leavers (n=232)
It's a waste of money	78%	73%	81%
It's a waste of good food	65%	58%	69%
It makes me feel guilty	28%	24%	31%
It shows I haven't appreciated the food	17%	14%	19%
It's bad for the environment	13%	18%	10%
Q39. Top 5 reasons for not being bothered % of those who said they were not bothered	Total (n=252)	Meal leavers (n=91)	Non-meal leavers (n=161)
I'd rather leave food than eat too much	45%	50%	41%
I've paid for it so it's up to me if I want to leave	36%	37%	35%
Don't consider it a problem	34%	41%	30%
If I don't like it I can't do anything about it	28%	29%	27%
It's not something I think about*	14%	4%	19%

What can be done to help reduce plate waste?

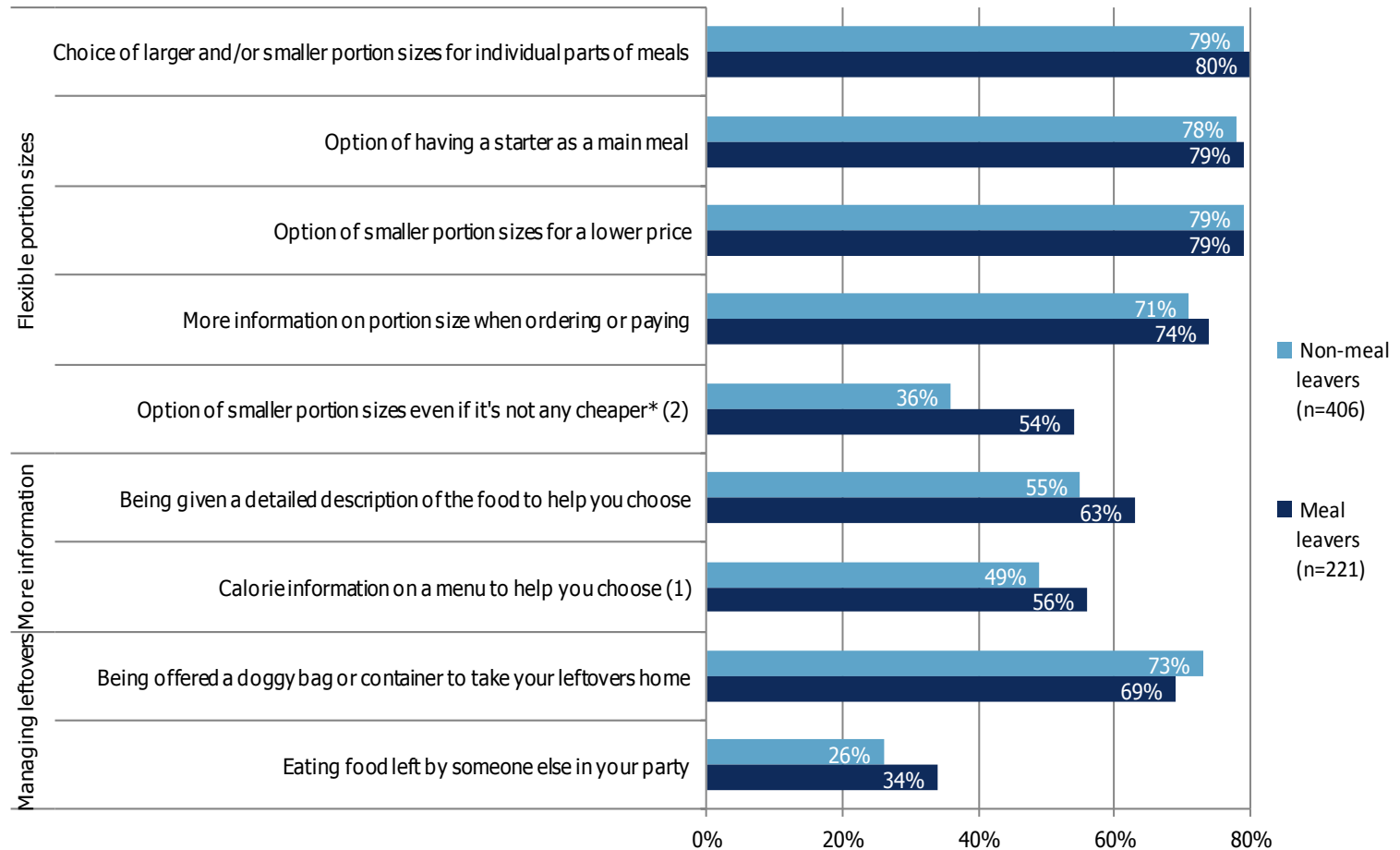


Base: All respondents (627)

Base: 627 (All respondents) Q40 Spontaneous response	Total	Meal leavers (n=222)	Non-meal leavers (n=406)
Portion sizes	36%	44%	31%
Smaller portions	17%	19%	16%
Offer a choice of portion sizes	14%	20%	11%
Vendor to correct portion sizing	3%	1%	3%
Presentation of food	13%	14%	12%
Change quality and presentation of the food	8%	7%	8%
Meals served from common dishes at the table	3%	4%	3%
Everyone's responsibility	11%	10%	11%
It is down to choices individual diners make	5%	5%	5%
Order less and don't overload your plate	5%	4%	6%
Flexibility, advice and information	7%	7%	7%
Advice about/description of portion sizes	7%	6%	7%
Sides and opt-out options	7%	12%	4%
Option to opt out of items disliked	3%	6%	2%
Offer sides (e.g. veg, salad) as optional	3%	5%	2%
Doggy bags	6%	6%	6%
Actively offer or automatically give doggy bags	4%	3%	4%
Make doggy bags available	2%	2%	2%
No suggestion	33%	25%	36%
Don't know	10%	7%	12%
No response/none/nothing	9%	9%	10%
Never/don't waste food	8%	4%	11%
Other	2%	3%	1%

Proposed options

% of respondents who are in favour of the following:



What do customers ask for when eating out?

Base: 627 (All respondents) Q42 Single code % of respondents that said 'Yes' when asked 'Have you ever done any of the following?'	Total	Meal leavers (n=221)	Non-meal leavers (n=406)
Information			
Asked for a detailed description of the food	34%	42%	30%
Portions			
Asked for advice on portion size when ordering	35%	41%	31%
Asked for a smaller portion*	35%	44%	30%
Meal options			
Asked to have a starter as a main meal	52%	56%	50%
Asked not to have part of the meal	56%	59%	54%
Doggy bags			
Asked for a doggy bag/ container to take food home	49%	46%	50%

Behaviours and attitudes towards doggy bags

Base: 627 (all hotel eaters)	Total	Meal leaver (n=221)	Non-meal leaver (n=406)
Q40. Spontaneous mention of doggy bags as an option to help you waste less food	6%	6%	6%
Q41. Are in favour of being offered a doggy bag	72%	69%	73%
Q42. Ever asked for a doggy bag to take food home	49%	46%	50%
Q44. Are embarrassed to ask for a doggy bag	46%	51%	43%

Key points

- The proportion of meal leavers (35%) in hotels is higher than in all other venues, e.g. restaurants, QSRs, staff canteens.
- One in four customers left accompaniments (e.g. chips or vegetables) from the main part of the meal. Roughly a quarter left food from sides (27%) or dessert (23%).
- 20% of those eating at hotels felt that their meal as a whole was too much and half of them (49%) felt full at the end of the meal.
- Almost half – 46% - of those who left food in hotels blamed the size of the portion.
- Those who left food did so despite the fact that they are more likely to ask for a smaller portions and even if they were more likely to ask advice on portion sizes on this specific occasion. Meal leavers are also less keen to try new food than non-meal leavers.
- Half of those who left food (52%) had been asked by staff if they wanted sides or extras, compared to just over one third of those who did not leave food (35%).
- Those who left food in hotels may also be those who left food in other places. When compared to non-meal leavers they were more likely to say that they found large portions of food off-putting (60%) and less likely to say that they always cleared their plate when eating out (55%).
- Over a third (36%) of diners eating in hotels felt that reducing portion sizes would help reduce food waste. More than half of meal leavers (54%) were in favour of smaller options even if it is not any cheaper.