

Christian Aid – Christmas food waste

Methodology: ComRes surveyed 2,031 British adults online between 24th and 26th November 2017. Data were weighted by age, gender, region and socio-economic grade to be representative of all adults in Great Britain aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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Christmas Food Waste Survey

ONLINE Fieldwork: 24th-26th November 2017

Absolutes/col percents

Table 1

Q.1 What food item is most likely to go to waste from your Christmas food shop this year?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2031	975	1056	219	314	345	358	291	504	533	703	795	558	580	384	508	290	793
Weighted base	2032	991	1041	227	349	327	362	299	468	577	689	766	544	566	418	503	332	839
Brussels sprouts	304 15%	142 14%	162 16%	37 16%	63 18%	44 14%	50 14%	38 13%	72 15%	100 17%	94 14%	110 14%	84 15%	89 16%	64 15%	67 13%	46 14%	148 18%
Cranberry sauce	243 12%	105 11%	138 13%	26 12%	36 10%	37 11%	35 10%	42 14%	67 14%	62 11%	72 10%	109 14%	58 11%	75 13%	55 13%	55 11%	36 11%	90 11%
Christmas pudding	186 9%	90 9%	96 9%	29 13%	42 12%	27 8%	30 8%	23 8%	35 7%	70 12%	57 8%	58 8%	50 9%	56 10%	38 9%	41 8%	47 14%	68 8%
Turkey	128 6%	73 7%	55 5%	18 8%	21 6%	21 6%	32 9%	16 5%	20 4%	39 7%	53 8%	36 5%	32 6%	30 5%	31 7%	35 7%	19 6%	69 8%
Mince pies	114 6%	53 5%	61 6%	20 9%	31 9%	29 9%	14 4%	8 3%	12 3%	51 9%	43 6%	20 3%	35 6%	20 3%	28 7%	31 6%	21 6%	46 5%
Parsnips	113 6%	65 7%	48 5%	8 4%	16 5%	12 4%	24 7%	28 9%	25 5%	24 4%	36 5%	53 7%	27 5%	30 5%	27 6%	29 6%	19 6%	47 6%
Stuffing	97 5%	41 4%	56 5%	11 5%	12 3%	14 4%	14 4%	18 6%	28 6%	22 4%	28 4%	47 6%	29 5%	31 5%	15 4%	22 4%	13 4%	37 4%
Carrots	70 3%	39 4%	32 3%	12 5%	10 3%	18 6%	8 2%	12 4%	10 2%	22 4%	26 4%	23 3%	20 4%	18 3%	19 5%	13 3%	10 3%	36 4%
Other	141 7%	67 7%	74 7%	9 4%	14 4%	15 5%	31 9%	28 9%	44 9%	24 4%	46 7%	72 9%	51 9%	28 5%	33 8%	30 6%	20 6%	48 6%
Don't know	636 31%	315 32%	320 31%	57 25%	105 30%	109 33%	125 34%	85 29%	154 33%	163 28%	234 34%	239 31%	157 29%	190 33%	108 26%	181 36%	102 31%	250 30%

Christmas Food Waste Survey

ONLINE Fieldwork: 24th-26th November 2017

Absolutes/col percents

Table 1

Q.1 What food item is most likely to go to waste from your Christmas food shop this year?

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2031	169	106	1756	104	234	188	165	149	205	256	264	191
Weighted base	2032	179	102	1752	85	234	171	183	152	195	271	282	179
Brussels sprouts	304 15%	29 16%	19 18%	256 15%	11 13%	31 13%	24 14%	39 21%	21 14%	32 17%	36 13%	42 15%	20 11%
Cranberry sauce	243 12%	20 11%	9 9%	214 12%	16 18%	24 10%	18 10%	16 9%	12 8%	30 16%	29 11%	53 19%	16 9%
Christmas pudding	186 9%	12 7%	8 8%	166 9%	6 7%	27 12%	14 8%	13 7%	13 8%	18 9%	24 9%	33 12%	16 9%
Turkey	128 6%	13 8%	6 6%	108 6%	4 5%	14 6%	11 6%	17 9%	6 4%	11 5%	25 9%	11 4%	11 6%
Mince pies	114 6%	6 3%	7 7%	101 6%	12 14%	7 3%	11 6%	12 7%	11 7%	4 2%	15 5%	17 6%	13 7%
Parsnips	113 6%	10 6%	3 3%	99 6%	5 6%	11 5%	15 9%	13 7%	13 8%	8 4%	18 7%	10 4%	6 3%
Stuffing	97 5%	10 5%	3 3%	84 5%	5 6%	19 8%	12 7%	8 4%	5 3%	8 4%	8 3%	12 4%	8 4%
Carrots	70 3%	8 4%	- -	62 4%	4 4%	11 5%	7 4%	10 6%	3 2%	5 2%	9 3%	7 3%	6 3%
Other	141 7%	11 6%	11 11%	119 7%	6 7%	13 6%	9 5%	10 5%	12 8%	13 7%	18 6%	20 7%	19 11%
Don't know	636 31%	59 33%	35 34%	542 31%	17 20%	77 33%	51 30%	45 24%	57 37%	66 34%	90 33%	76 27%	63 35%

Christmas Food Waste Survey

ONLINE Fieldwork: 24th-26th November 2017

Absolutes/col percents

Table 2
Q.2 Do you feel you usually overspend on food at Christmas?
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2031	975	1056	219	314	345	358	291	504	533	703	795	558	580	384	508	290	793
Weighted base	2032	991	1041	227	349	327	362	299	468	577	689	766	544	566	418	503	332	839
NET: Yes	1008	501	507	129	190	164	169	150	207	318	332	357	287	284	216	221	175	454
	50%	51%	49%	57%	54%	50%	47%	50%	44%	55%	48%	47%	53%	50%	52%	44%	53%	54%
Yes, I always buy more than we need and feel I waste money	333	168	165	46	67	64	63	45	49	113	126	93	97	97	77	63	68	166
	16%	17%	16%	20%	19%	20%	17%	15%	10%	20%	18%	12%	18%	17%	18%	12%	21%	20%
Yes, I always buy more than we need because I like to feel we have extra food in case people come round	675	333	342	82	123	100	106	105	159	205	206	264	190	188	139	158	106	288
	33%	34%	33%	36%	35%	31%	29%	35%	34%	36%	30%	34%	35%	33%	33%	31%	32%	34%
No, I budget carefully and buy just what we need	871	418	452	67	131	135	170	134	233	198	305	367	227	231	176	238	136	324
	43%	42%	43%	29%	38%	41%	47%	45%	50%	34%	44%	48%	42%	41%	42%	47%	41%	39%
No, I can't afford to cover the costs of Christmas	80	34	46	15	9	14	15	12	15	23	29	27	8	27	18	26	8	30
	4%	3%	4%	6%	3%	4%	4%	4%	3%	4%	4%	4%	2%	5%	4%	5%	2%	4%
NET: No	950	452	498	82	140	150	185	146	248	221	335	395	235	258	193	263	144	354
	47%	46%	48%	36%	40%	46%	51%	49%	53%	38%	49%	52%	43%	46%	46%	52%	43%	42%
I don't know	74	38	36	17	20	13	9	3	12	37	22	14	21	24	9	19	14	31
	4%	4%	3%	8%	6%	4%	2%	1%	2%	6%	3%	2%	4%	4%	2%	4%	4%	4%

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Absolutes/col percents

Table 2
Q.2 Do you feel you usually overspend on food at Christmas?
Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2031	169	106	1756	104	234	188	165	149	205	256	264	191
Weighted base	2032	179	102	1752	85	234	171	183	152	195	271	282	179
NET: Yes	1008 50%	83 47%	44 43%	881 50%	56 66%	117 50%	84 49%	85 46%	81 53%	102 52%	132 49%	143 51%	80 44%
Yes, I always buy more than we need and feel I waste money	333 16%	31 17%	21 21%	281 16%	19 23%	30 13%	34 20%	26 14%	26 17%	33 17%	35 13%	49 17%	30 17%
Yes, I always buy more than we need because I like to feel we have extra food in case people come round	675 33%	52 29%	23 22%	600 34%	37 44%	88 38%	50 30%	59 32%	56 36%	69 36%	97 36%	95 34%	49 28%
No, I budget carefully and buy just what we need	871 43%	79 44%	51 50%	741 42%	20 24%	96 41%	72 42%	85 47%	62 41%	85 44%	112 41%	119 42%	89 50%
No, I can't afford to cover the costs of Christmas	80 4%	10 5%	5 5%	65 4%	6 7%	11 5%	4 3%	8 4%	5 3%	5 2%	10 4%	12 4%	5 3%
NET: No	950 47%	89 50%	56 55%	806 46%	26 31%	107 46%	76 45%	93 51%	67 44%	90 46%	121 45%	131 47%	94 52%
I don't know	74 4%	7 4%	2 2%	65 4%	3 3%	9 4%	10 6%	5 3%	4 3%	3 2%	17 6%	8 3%	6 3%

Christmas Food Waste Survey

ONLINE Fieldwork: 24th-26th November 2017

Absolutes/col percents

Table 3

Q.3 How much do you think you overspend on food at Christmas?**Base: All who think they overspend on food at Christmas**

	Gender			Age									Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private	
Unweighted base	961	458	503	113	166	165	159	140	218	279	324	358	279	274	197	211	148	404	
Weighted base	1008	501	507	129	190	164	169	150	207	318	332	357	287	284	216	221	175	454	
Up to £50	(50)	516 51%	235 47%	282 56%	48 37%	74 39%	84 51%	83 49%	96 64%	132 63%	122 38%	167 50%	228 64%	125 43%	144 50%	111 51%	137 62%	81 46%	218 48%
More than £50 but less than £100	(75)	261 26%	126 25%	135 27%	44 34%	62 33%	35 21%	39 23%	34 23%	46 22%	107 34%	74 22%	80 22%	78 27%	75 26%	64 30%	44 20%	51 29%	118 26%
Between £100 and £200	(150)	127 13%	73 14%	55 11%	22 17%	27 14%	25 15%	30 18%	11 7%	12 6%	50 16%	55 17%	22 6%	44 15%	29 10%	25 12%	29 13%	24 14%	69 15%
Between £200 and £300	(250)	31 3%	23 5%	9 2%	4 3%	17 9%	7 4%	3 2%	1 1%	- -	20 6%	9 3%	1 *	15 5%	10 4%	6 3%	1 *	8 5%	21 5%
Between £300 and £400	(350)	8 1%	6 1%	2 *	- -	2 1%	4 2%	1 1%	- -	- -	2 1%	5 2%	- -	4 1%	- -	3 1%	1 *	4 2%	3 1%
Between £400 and £500	(450)	6 1%	5 1%	1 *	- -	3 1%	1 *	1 1%	- -	1 *	3 1%	2 1%	1 *	5 2%	1 *	- -	- -	3 2%	1 *
More than £500	(600)	4 *	2 *	1 *	1 1%	- -	3 2%	- -	- -	- -	1 *	3 1%	- -	3 1%	1 *	- -	- -	- -	2 1%
Don't know	55 5%	33 7%	22 4%	10 8%	4 2%	5 3%	11 7%	7 5%	17 8%	14 4%	16 5%	25 7%	13 5%	26 9%	7 3%	8 4%	5 3%	22 5%	
Mean	83.72	92.26	75.46	87.88	101.33	98.96	85.17	65.60	63.56	96.10	92.10	64.43	101.81	78.95	78.91	70.99	94.84	88.90	
Standard deviation	67.45	77.89	54.34	63.19	79.50	97.63	61.82	32.94	33.90	73.77	81.96	33.46	94.03	58.10	52.74	40.15	79.81	71.07	
Standard error	2.25	3.78	2.49	6.26	6.25	7.77	5.06	2.86	2.42	4.54	4.68	1.84	5.81	3.68	3.84	2.83	6.67	3.62	

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Table 3

Q.3 How much do you think you overspend on food at Christmas?**Base: All who think they overspend on food at Christmas**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	961	76	41	844	64	118	86	72	77	101	122	124	80
Weighted base	1008	83	44	881	56	117	84	85	81	102	132	143	80
Up to £50	(50) 516 51%	46 55%	26 59%	445 50%	31 55%	59 50%	45 53%	34 40%	47 58%	62 61%	54 41%	64 45%	48 61%
More than £50 but less than £100	(75) 261 26%	16 19%	13 30%	232 26%	15 26%	23 20%	26 31%	26 31%	17 21%	23 22%	34 25%	50 35%	18 23%
Between £100 and £200	(150) 127 13%	10 12%	3 7%	115 13%	3 6%	20 17%	5 6%	18 22%	8 9%	12 12%	18 13%	22 15%	9 11%
Between £200 and £300	(250) 31 3%	2 2%	-	30 3%	3 5%	4 3%	3 3%	1 1%	3 4%	-	17 13%	-	-
Between £300 and £400	(350) 8 1%	-	-	8 1%	1 1%	-	-	1 1%	2 2%	1 1%	1 1%	1 1%	1 1%
Between £400 and £500	(450) 6 1%	-	-	6 1%	1 1%	-	-	-	-	-	3 2%	-	2 3%
More than £500	(600) 4 *	-	-	4 *	1 1%	1 1%	-	-	-	-	2 1%	-	-
Don't know	55 5%	10 12%	2 5%	43 5%	2 4%	10 8%	5 7%	4 5%	4 6%	4 4%	5 4%	6 4%	1 2%
Mean	83.72	73.62	64.86	85.54	89.88	88.79	71.43	85.53	80.46	71.68	115.08	77.29	81.14
Standard deviation	67.45	43.94	26.46	70.31	94.69	78.35	41.56	49.26	62.84	45.44	103.15	41.80	75.57
Standard error	2.25	5.33	4.29	2.49	12.12	7.47	4.65	6.02	7.46	4.66	9.58	3.86	8.56

Christmas Food Waste Survey

ONLINE Fieldwork: 24th-26th November 2017

Absolutes/col percents

Table 4

Q.4 Are you more likely to help those less fortunate than you at Christmas than at other times of the year?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2031	975	1056	219	314	345	358	291	504	533	703	795	558	580	384	508	290	793
Weighted base	2032	991	1041	227	349	327	362	299	468	577	689	766	544	566	418	503	332	839
Yes	825 41%	386 39%	439 42%	97 43%	156 45%	138 42%	136 38%	106 35%	191 41%	253 44%	275 40%	297 39%	246 45%	242 43%	159 38%	178 35%	150 45%	350 42%
No	812 40%	424 43%	388 37%	88 39%	117 34%	120 37%	162 45%	134 45%	190 41%	205 36%	282 41%	324 42%	219 40%	236 42%	155 37%	201 40%	124 37%	334 40%
Don't know	395 19%	182 18%	214 21%	42 18%	76 22%	69 21%	64 18%	59 20%	86 18%	118 20%	132 19%	145 19%	78 14%	89 16%	104 25%	124 25%	57 17%	155 18%

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Table 4

Q.4 Are you more likely to help those less fortunate than you at Christmas than at other times of the year?

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2031	169	106	1756	104	234	188	165	149	205	256	264	191
Weighted base	2032	179	102	1752	85	234	171	183	152	195	271	282	179
Yes	825 41%	76 43%	33 33%	716 41%	38 45%	99 43%	68 40%	59 32%	52 34%	74 38%	134 49%	114 40%	77 43%
No	812 40%	76 43%	52 51%	684 39%	29 34%	88 38%	71 41%	83 46%	67 44%	78 40%	87 32%	110 39%	71 39%
Don't know	395 19%	26 15%	17 17%	352 20%	17 20%	46 20%	32 19%	40 22%	33 22%	43 22%	51 19%	58 21%	31 17%