

Flash Eurobarometer 425  
September 2015

Food waste and date marking

Basic bilingual questionnaire

TNS Political & Social

**FL425 - Attitudes towards food waste UK**

D1 | How old are you?

(WRITE DOWN - IF "REFUSAL" CODE '99')

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D2 | Gender.

Male

1

Female

2

ASK ALL

ROTATE ITEMS 1 TO 6

ASK ALL

A TOUS

ROTATE ITEMS 1 TO 6

ROTATION DES ITEMS 1 A 6

Q1 In Europe, about 100 million tonnes of food are wasted annually. Which of the following actors do you think have a role to play in preventing food waste?

Q1 En Europe, environ 100 millions de tonnes de nourriture sont gaspillées chaque année. Selon vous, quels sont, parmi les acteurs suivants, ceux qui ont un rôle à jouer dans la prévention du gaspillage alimentaire ?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

(LIRE – PLUSIEURS REPONSES POSSIBLES)

- Farmers 1,
- Food manufacturers 2,
- Shops and retailers 3,
- Hospitality and food service sectors (hotels, restaurants, hospitals, etc.) 4,
- Public authorities 5,
- Consumers, people like you 6,
- DK/NA 7,

- Les agriculteurs 1,
- Les fabricants de denrées alimentaires 2,
- Les magasins et les distributeurs 3,
- La restauration hors foyer (hôtels, restaurants, hôpitaux, etc.) 4,
- Les autorités publiques 5,
- Les consommateurs, des gens comme vous 6,
- NSP/SR 7,

NEW

NEW

ROTATE ITEMS 1 TO 6

Q2 What would help you to waste less food at home? (M)

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Better and clearer information on the meaning of "best before" and "use by" dates indicated on food labels (M)	1,
Better and clearer information on food product labels (e.g. information on food storage and preparation) (M)	2,
Better shopping and meal planning by your household (M)	3,
Availability of smaller portion sizes in shops	4,
Using up leftovers instead of throwing them away (M)	5,
Using the freezer to preserve food longer (M)	6,
Other (DO NOT READ OUT)	7,
DK/NA	8,

FL388 Q10 MODIFIED TREND

Q3 How often, if at all, do you look at "use by" or "best before" dates on food labels when shopping and preparing meals?

(READ OUT – ONE ANSWER ONLY)

Always	1
Often	2
Sometimes	3
Rarely	4
Never	5
DK/NA	6

NEW

ROTATIONS DES ITEMS DE 1 A 6

Q2 Qu'est-ce qui vous aideraient à moins gaspiller de la nourriture à la maison ? (M)

(LIRE - PLUSIEURS REPONSES POSSIBLES)

Une information meilleure et plus claire sur ce que veulent dire les mentions « à consommer de préférence avant » et « à consommer jusqu'au » indiquées sur les étiquettes des aliments (M)	1,
Une information meilleure et plus claire sur l'étiquetage des denrées alimentaires (par exemple de l'information sur la conservation et la préparation des aliments) (M)	2,
Une meilleure planification des achats et des repas par votre ménage (M)	3,
La disponibilité de plus petites portions en magasin	4,
Finir les restes au lieu de les jeter (M)	5,
L'utilisation du congélateur pour conserver la nourriture plus longtemps (M)	6,
Autre (NE PAS LIRE)	7,
NSP	8,

FL388 Q10 TREND MODIFIE

Q3 A quelle fréquence, le cas échéant, regardez-vous les dates qui figurent sur les étiquettes des aliments (c'est-à-dire, « à consommer de préférence avant » ou « à consommer jusqu'au ») lorsque vous faites les courses ou que vous préparez les repas ?

(LIRE - UNE SEULE REPONSE)

Toujours	1
Souvent	2
Parfois	3
Rarement	4
Jamais	5
NSP/SR	6

NEW

SPLIT A - ASK Q4 BEFORE Q5

SPLIT A - POSER Q4 AVANT Q5

ROTATE ITEMS 1 TO 3

ROTATION DES ITEMS 1 A 3

Q4 What do you think "best before" on a food product actually means? I am going to read out some options, please select the one that best applies.

Q4 D'après vous, que signifie la mention « à consommer de préférence avant » sur l'étiquette d'un aliment ? Je vais vous lire quelques propositions, veuillez sélectionner celle qui correspond.

(READ OUT – ONE ANSWER ONLY)

(LIRE – UNE SEULE REPONSE)

- |   |   |
|---|---|
| It depends on the type of food  | 1 |
| The food can be consumed after this date, but it may no longer be at its best quality | 2 |
| The food will be safe to eat up to this date, but should not be eaten past this date  | 3 |
| None of these   | 4 |
| DK/NA   | 5 |

- |  |   |
|--|---|
| Ça dépend du type d'aliment  | 1 |
| Un aliment peut être consommé après cette date, mais sa qualité pourrait ne plus être optimale                 | 2 |
| On peut consommer l'aliment sans danger jusqu'à cette date, mais il ne doit pas être consommé après cette date | 3 |
| Aucune de ces propositions   | 4 |
| NSP/SR   | 5 |

NEW

NEW

SPLIT B - ASK Q5 BEFORE Q4

SPLIT B - POSER Q5 AVANT Q4

ROTATE ITEMS 1 TO 3

ROTATION DES ITEMS 1 A 3

Q5 What do you think "use by" on a food product actually means? I am going to read out some options, please select the one that best applies.

Q5 D'après vous, que signifie la mention « à consommer jusqu'au » sur l'étiquette d'un aliment ? Je vais vous lire quelques propositions, veuillez sélectionner celle qui correspond.

(READ OUT – ONE ANSWER ONLY)

(LIRE – UNE SEULE REPONSE)

- |   |   |
|---|---|
| It depends on the type of food  | 1 |
| The food can be consumed after this date, but it may no longer be at its best quality | 2 |
| The food will be safe to eat up to this date, but should not be eaten past this date  | 3 |
| None of these   | 4 |
| DK/NA   | 5 |

- |  |   |
|--|---|
| Ça dépend du type d'aliment  | 1 |
| Un aliment peut être consommé après cette date, mais sa qualité pourrait ne plus être optimale                 | 2 |
| On peut consommer l'aliment sans danger jusqu'à cette date, mais il ne doit pas être consommé après cette date | 3 |
| Aucune de ces propositions   | 4 |
| NSP/SR   | 5 |

NEW

NEW

Q6 Currently, manufacturers are not required to indicate dates on food labels for certain non-perishable foods, such as salt, sugar and vinegar. These foods can be consumed safely and their quality does not deteriorate over a long period of time. In future, if you no longer found "best before" dates on other non-perishable foods, such as rice, pasta, coffee or tea, how would you respond?

Q6 Actuellement, il n'est pas obligatoire pour les fabricants d'indiquer de date limite pour certains aliments non périssables tels que le sel, le sucre ou le vinaigre. Ces aliments peuvent être consommés sans danger pendant longtemps et leur qualité ne se détériore pas. A l'avenir, si vous ne trouviez plus la mention « à consommer de préférence avant... » avec une certaine date indiquée sur l'étiquetage d'autres denrées alimentaires non périssables telles que le riz, les pâtes, le café ou le thé, quelle serait votre réaction ?

(READ OUT – ONE ANSWER ONLY)

(LIRE – UNE SEULE REPONSE)

- |                                  |   |
|----------------------------------|---|
| You would miss this information  | 1 |
| You do not need this information | 2 |
| DK/NA                            | 3 |

- |   |   |
|---|---|
| Cette information vous manquerait           | 1 |
| Vous n'avez pas besoin de cette information | 2 |
| NSP/SR                                      | 3 |

NEW

NEW

Q7 If you found a package of spaghetti in your kitchen cupboard with no "best before" date indicated on the label and you could not remember when you bought it, what would you do?

(DO NOT READ OUT - ONE ANSWER ONLY)

You would use it anyway	1
You would use it only if the packaging is not damaged and the product looks all right	2
You would throw it away	3
You never look at dates	4
DK/NA	5

NEW

Q8 Some food labels indicate that, once opened, a product must be used within a certain number of days. If you find that you have not used up the product within the time indicated on the label, what do you usually do?

(READ OUT – ONE ANSWER ONLY)

You use it if the packaging is not damaged and the food looks all right	1
You throw it away	2
You never look at dates (DO NOT READ OUT)	3
It depends on the type of food (DO NOT READ OUT)	4
DK/NA	5

NEW

Q7 Si vous trouviez un paquet de spaghetti dans le placard de votre cuisine sans mention de date « à consommer de préférence avant » et que vous ne vous rappeliez plus quand vous l'avez acheté, que feriez-vous ?

(NE PAS LIRE – UNE SEULE REPONSE)

Vous l'utiliserez quand même	1
Vous l'utiliserez uniquement si l'emballage n'était pas abîmé et si le produit avait l'air bon	2
Vous le jetteriez	3
Vous ne regardez jamais les dates	4
NSP/SR	5

NEW

Q8 Certaines étiquettes de produits alimentaires indiquent que, une fois ouvert, le produit doit être consommé avant un certain nombre de jours. Si vous vous apercevez que vous n'avez pas utilisé tout le produit dans le délai indiqué sur l'étiquette, que faites-vous d'habitude ?

(LIRE – UNE SEULE REPONSE)

Vous le consommez si l'emballage n'est pas abîmé et si le produit a l'air bon	1
Vous le jetez	2
Vous ne regardez jamais les dates (NE PAS LIRE)	3
Ça dépend du type d'aliment (NE PAS LIRE)	4
NSP/SR	5

NEW

D4

How old were you when you stopped full-time education?

(INT.: IF "STILL STUDYING", CODE '00' - IF "NO EDUCATION" CODE '01' - IF "REFUSAL" CODE '98' - IF "DK" CODE '99')

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D5a	As far as your current occupation is concerned, would you say you are self-employed, an employee, a manual worker or would you say that you are without a professional activity?
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(ONE ANSWER ONLY)

Self-employed	1
Employee	2
Manual worker	3
Without a professional activity	4
Refusal (DO NOT READ OUT)	5

ASK D5b IF SELF-EMPLOYED, CODE 1 IN D5a

D5b	Would you say you are...?
-----	---------------------------

(READ OUT – ONE ANSWER ONLY)

Farmer, forester, fisherman	1
Owner of shop, craftsman	2
Professional (lawyer, medical practitioner, accountant, architect,...)	3
Manager of a company	4
Other\ Refusal (DO NOT READ OUT)	5

ASK D5c IF EMPLOYEE, CODE 2 IN D5a

D5c	Would you say you are...?
-----	---------------------------

(READ OUT – ONE ANSWER ONLY)

Professional (employed doctor, lawyer, accountant, architect, ...)	1
General management, director or top management	2
Middle management	3
Civil servant	4
Office clerk	5
Other employee (salesman, nurse, ...)	6
Other\ Refusal (DO NOT READ OUT)	7

ASK D5d IF MANUAL WORKER, CODE 3 IN D5a

D5d	Would you say you are...?
-----	---------------------------

(READ OUT – ONE ANSWER ONLY)

Supervisor\ foreman (team manager, ...)	1
Manual worker	2
Unskilled manual worker	3
Other\ Refusal (DO NOT READ OUT)	4

ASK D5e IF WITHOUT A PROFESSIONAL ACTIVITY, CODE 4 IN D5a

D5e Would you say you are...?

(READ OUT – ONE ANSWER ONLY)

Looking after the home	1
Student (full time)	2
Retired	3
Seeking a job	4
Other\ Refusal (DO NOT READ OUT)	5

D12 What county do you live in?

(READ OUT IF NECESSARY - ONE ANSWER ONLY)

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D13 Would you say you live in a...?

(READ OUT - SINGLE CODE)

Rural area or village	1
Small or medium-sized town	2
Large town/city	3
DK (DO NOT READ OUT)	4

D18 Have you got a mobile phone?

(DO NOT READ OUT

Yes	1
No	2

D20 Have you got a landline phone?

(DO NOT READ OUT

Yes	1
No	2

D22 Could you tell me how many people aged 15 years or more live in your household, yourself included?

(WRITE DOWN - IF "DK" CODE '98' - IF "REFUSAL" CODE '99')

	Number of people aged 15 or more in the household
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## TECHNICAL SPECIFICATIONS

Between the 27<sup>th</sup> of August and the 3<sup>rd</sup> of September 2015, TNS political & social, a consortium created between TNS political & social, TNS UK and TNS opinion, carried out the FLASH EUROBAROMETER 425 survey on request of the EUROPEAN COMMISSION, Directorate-General for Health and Food Safety. It is a general public survey co-ordinated by the Directorate-General for Communication, "Strategy, Corporate Communication Actions and Eurobarometer" Unit.

The FLASH EUROBAROMETER 425 survey covers the population of the respective nationalities of the European Union Member States, resident in each of the 28 Member States and aged 15 years and over.

All interviews were carried using the TNS e-Call centre (our centralised CATI system). In every country respondents were called both on fixed lines and mobile phones. The basic sample design applied in all states is multi-stage random (probability). In each household, the respondent was drawn at random following the "last birthday rule".

	COUNTRIES	N° INTERVIEWS	DATES FIELDWORK	
BE	Belgium	1.001	31/08/15	02/09/15
BG	Bulgaria	1.001	31/08/15	02/09/15
CZ	Czech Rep.	1.000	31/08/15	02/09/15
DK	Denmark	1.007	31/08/15	02/09/15
DE	Germany	1.000	31/08/15	02/09/15
EE	Estonia	1.000	31/08/15	02/09/15
IE	Ireland	1.000	31/08/15	03/09/15
EL	Greece	1.000	31/08/15	02/09/15
ES	Spain	1.007	31/08/15	02/09/15
FR	France	1.008	27/08/15	02/09/15
HR	Croatia	1.000	31/08/15	02/09/15
IT	Italy	1.003	31/08/15	02/09/15
CY	Rep. Of Cyprus	503	31/08/15	01/09/15
LV	Latvia	1.003	31/08/15	02/09/15
LT	Lithuania	1.000	31/08/15	02/09/15
LU	Luxembourg	502	31/08/15	03/09/15
HU	Hungary	1.003	31/08/15	02/09/15
MT	Malta	515	31/08/15	01/09/15
NL	Netherlands	1.002	31/08/15	02/09/15
AT	Austria	1.000	31/08/15	02/09/15
PL	Poland	1.000	31/08/15	02/09/15
PT	Portugal	1.002	31/08/15	02/09/15
RO	Romania	1.016	31/08/15	02/09/15
SI	Slovenia	1.005	31/08/15	02/09/15
SK	Slovakia	1.017	31/08/15	02/09/15
FI	Finland	1.001	31/08/15	02/09/15
SE	Sweden	1.000	31/08/15	02/09/15
UK	United Kingdom	1.002	28/08/15	02/09/15
	TOTAL EU28	26.598	27/08/15	03/09/15

	INSTITUTES	POPULATION 15+	PROPORTION EU28
BE	TNS Dimarso	8.939.546	2,17%
BG	TNS BBSS	6.537.510	1,58%
CZ	TNS Aisa	9.012.443	2,18%
DK	TNS Gallup DK	4.561.264	1,11%
DE	TNS Infratest	64.336.389	15,59%
EE	TNS Emor	945.733	0,23%
IE	IMS Millward Brown	3.522.000	0,85%
EL	TNS ICAP	8.693.566	2,11%
ES	TNS Demoscopia	39.127.930	9,48%
FR	TNS Sofres	47.756.439	11,57%
HR	HENDAL	3.749.400	0,91%
IT	TNS Italia	51.862.391	12,57%
CY	CYMAR	705.360	0,17%
LV	TNS Latvia	1.447.866	0,35%
LT	TNS LT	2.829.740	0,69%
LU	TNS Dimarso	434.878	0,11%
HU	TNS Hoffmann	8.320.614	2,02%
MT	MISCO	335.476	0,08%
NL	TNS NIPO	13.371.980	3,24%
AT	TNS Austria	7.009.827	1,70%
PL	TNS OBOP	32.413.735	7,86%
PT	TNS Euroteste	8.080.915	1,96%
RO	TNS CSOP	18.246.731	4,42%
SI	RM PLUS	1.759.701	0,43%
SK	TNS AISA Slovakia	4.549.956	1,10%
FI	TNS Gallup Oy	4.440.004	1,08%
SE	TNS Sifo	7.791.240	1,89%
UK	TNS UK	51.848.010	12,57%
		412.630.644	100%*

\* It should be noted that the total percentage shown in this table

TNS has developed its own RDD sample generation capabilities based on using contact telephone numbers from responders to random probability or random location face-to-face surveys, such as Eurobarometer, as seed numbers. The approach works because the seed number identifies a working block of telephone numbers and reduces the volume of numbers generated that will be ineffective. The seed numbers are stratified by NUTS2 region and urbanisation to approximate a geographically representative sample. From each seed number the required sample of numbers are generated by randomly replacing the last two digits. The sample is then screened against business databases in order to exclude as many of these numbers as possible before going into field. This approach is consistent across all countries.

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Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage.

With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

Statistical Margins due to the sampling process  
(at the 95% level of confidence)

*various sample sizes are in rows*

*various observed results are in columns*

	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	
N=50	6,0	8,3	9,9	11,1	12,0	12,7	13,2	13,6	13,8	13,9	N=50
N=500	1,9	2,6	3,1	3,5	3,8	4,0	4,2	4,3	4,4	4,4	N=500
N=1000	1,4	1,9	2,2	2,5	2,7	2,8	3,0	3,0	3,1	3,1	N=1000
N=1500	1,1	1,5	1,8	2,0	2,2	2,3	2,4	2,5	2,5	2,5	N=1500
N=2000	1,0	1,3	1,6	1,8	1,9	2,0	2,1	2,1	2,2	2,2	N=2000
N=3000	0,8	1,1	1,3	1,4	1,5	1,6	1,7	1,8	1,8	1,8	N=3000
N=4000	0,7	0,9	1,1	1,2	1,3	1,4	1,5	1,5	1,5	1,5	N=4000
N=5000	0,6	0,8	1,0	1,1	1,2	1,3	1,3	1,4	1,4	1,4	N=5000
N=6000	0,6	0,8	0,9	1,0	1,1	1,2	1,2	1,2	1,3	1,3	N=6000
N=7000	0,5	0,7	0,8	0,9	1,0	1,1	1,1	1,1	1,2	1,2	N=7000
N=7500	0,5	0,7	0,8	0,9	1,0	1,0	1,1	1,1	1,1	1,1	N=7500
N=8000	0,5	0,7	0,8	0,9	0,9	1,0	1,0	1,1	1,1	1,1	N=8000
N=9000	0,5	0,6	0,7	0,8	0,9	0,9	1,0	1,0	1,0	1,0	N=9000
N=10000	0,4	0,6	0,7	0,8	0,8	0,9	0,9	1,0	1,0	1,0	N=10000
N=11000	0,4	0,6	0,7	0,7	0,8	0,9	0,9	0,9	0,9	0,9	N=11000
N=12000	0,4	0,5	0,6	0,7	0,8	0,8	0,9	0,9	0,9	0,9	N=12000
N=13000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,9	0,9	N=13000
N=14000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,8	0,8	N=14000
N=15000	0,3	0,5	0,6	0,6	0,7	0,7	0,8	0,8	0,8	0,8	N=15000
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	

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