



Consulting

RaboDirect Financial Health Barometer – New Zealand

April 2017

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Analyst: Laura Lim

Methodology

Generation definitions

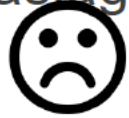


	Gen Z	Gen Y	Gen X	Baby Boomers
Age	18 - 22	23 - 36	37 - 50	51 - 65
Born in	1995 - 1999	1981 - 1994	1967 - 1980	1952 - 1966

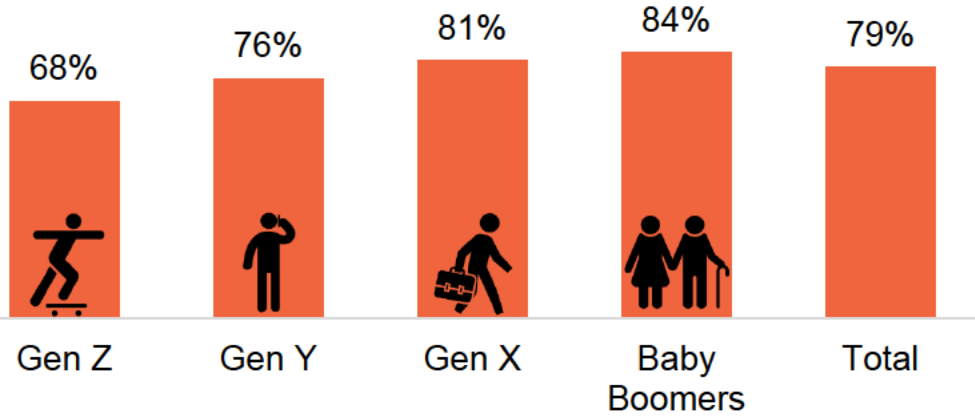
Practice what you preach: attitudes towards food waste

Infographic summary

The majority of New Zealanders underestimate the country's annual food waste



HOW MANY PEOPLE SAY THEY DON'T LIKE WASTING FOOD?



MAJORITY OF NEW ZEALANDERS UNDERESTIMATE ANNUAL FOOD WASTAGE



122,547 tonnes = Annual total waste in NZ

63% Say they're likely to buy imperfect fruit/vegetables



vs.

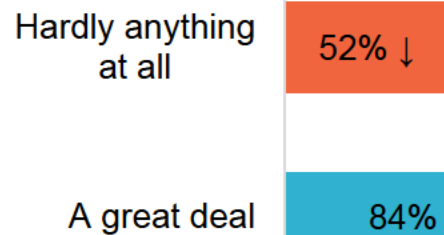
26% Have bought imperfect fruit/vegetables



ARE PEOPLE WITH GREATER FARMING/ FOOD PRODUCTION KNOWLEDGE MORE LIKELY TO BUY IMPERFECT PRODUCE?



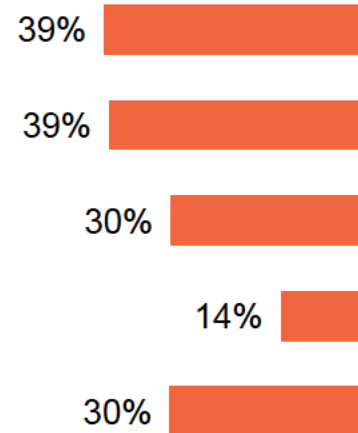
Likely to purchase



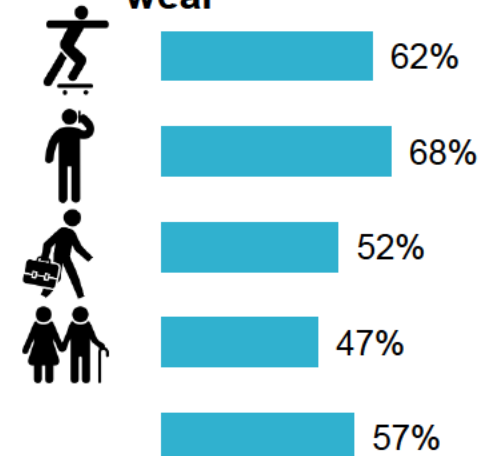
MILLENNIALS ARE NOT JUST WASTING FOOD – THEY ARE SPENDING ON OTHER UNNECESSARY EXPENSES



Waste more >10% of weekly food



Buy clothing that you never wear



Practice what you preach

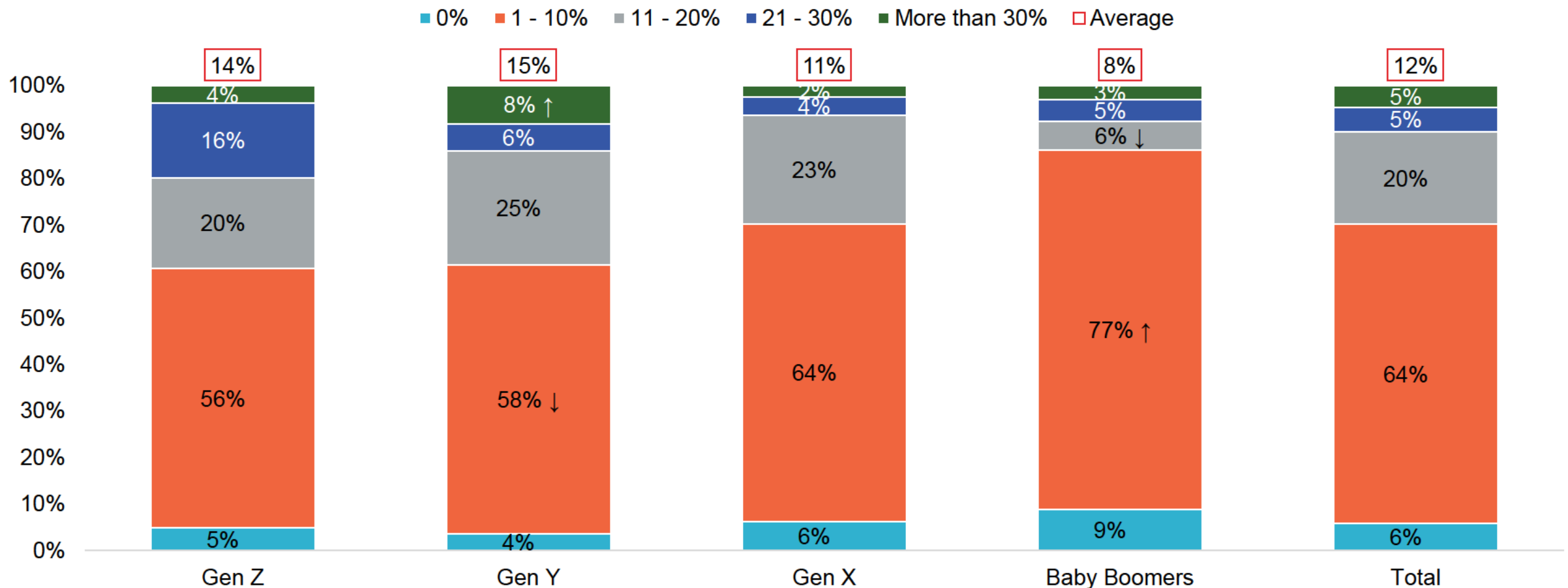
Gen Z and Gen Y households waste the most food in a typical week



New Zealanders waste on average **12%** of the food they buy each week. This equates to **\$1,071** every year.

Annually this equates to just over **\$1.8 billion** of food wastage in New Zealand¹.
Thinking about how much your household spends on food each week, what proportion do you estimate goes to waste?

By generations



Base: All respondents (2017: Gen Z: n=48, Gen Y: n=390, Gen X: n=321, Baby Boomers: n=244, Total: n=1,003)

Tests for significance have been carried out for this question ↑ Significantly higher than average ↓ Significantly lower than average

¹ Estimate based on the number of households according to Stats NZ as at 31 March 2017

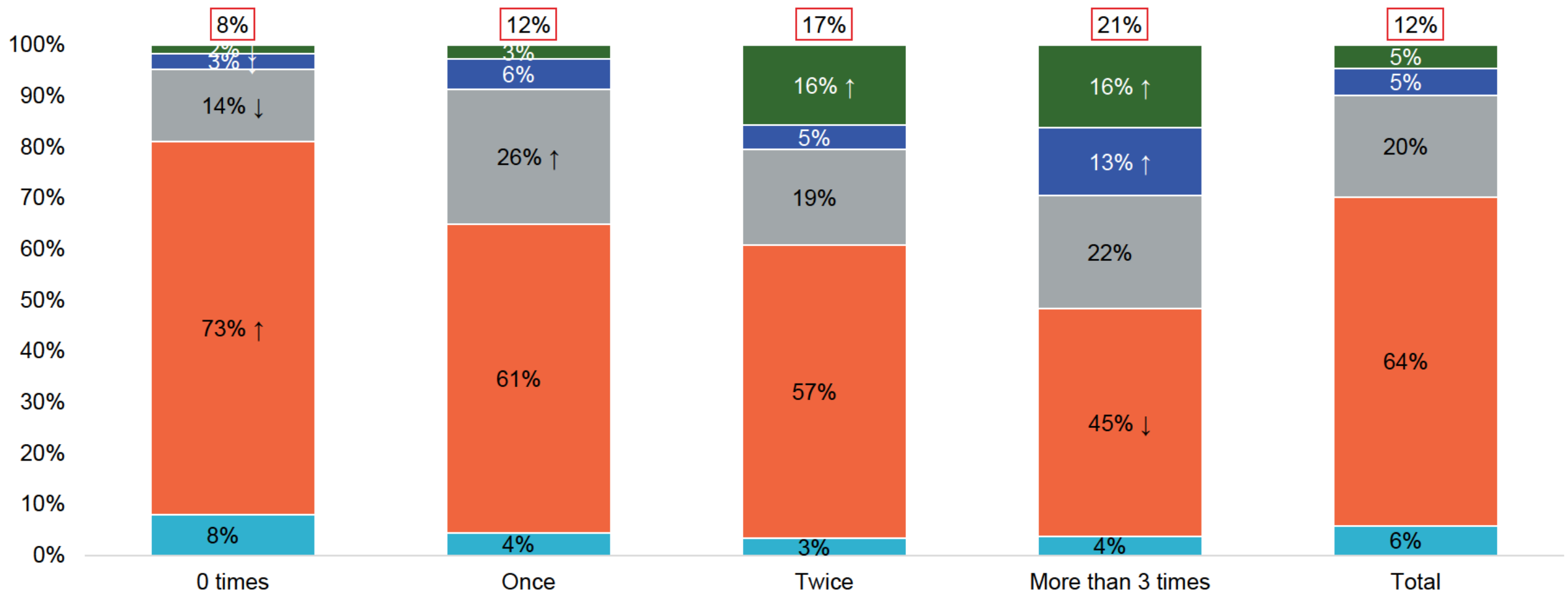
Practice what you preach

The more often people eat out in a typical week, the more likely they are to waste food each week - with people who eat out at least 3 times a week wasting on average one fifth of the food they purchase

Thinking about how much your household spends on food each week, what proportion do you estimate goes to waste?

By how often you eat a meal in a restaurant or café in a typical week

0% 1 - 10% 11 - 20% 21 - 30% More than 30% Average



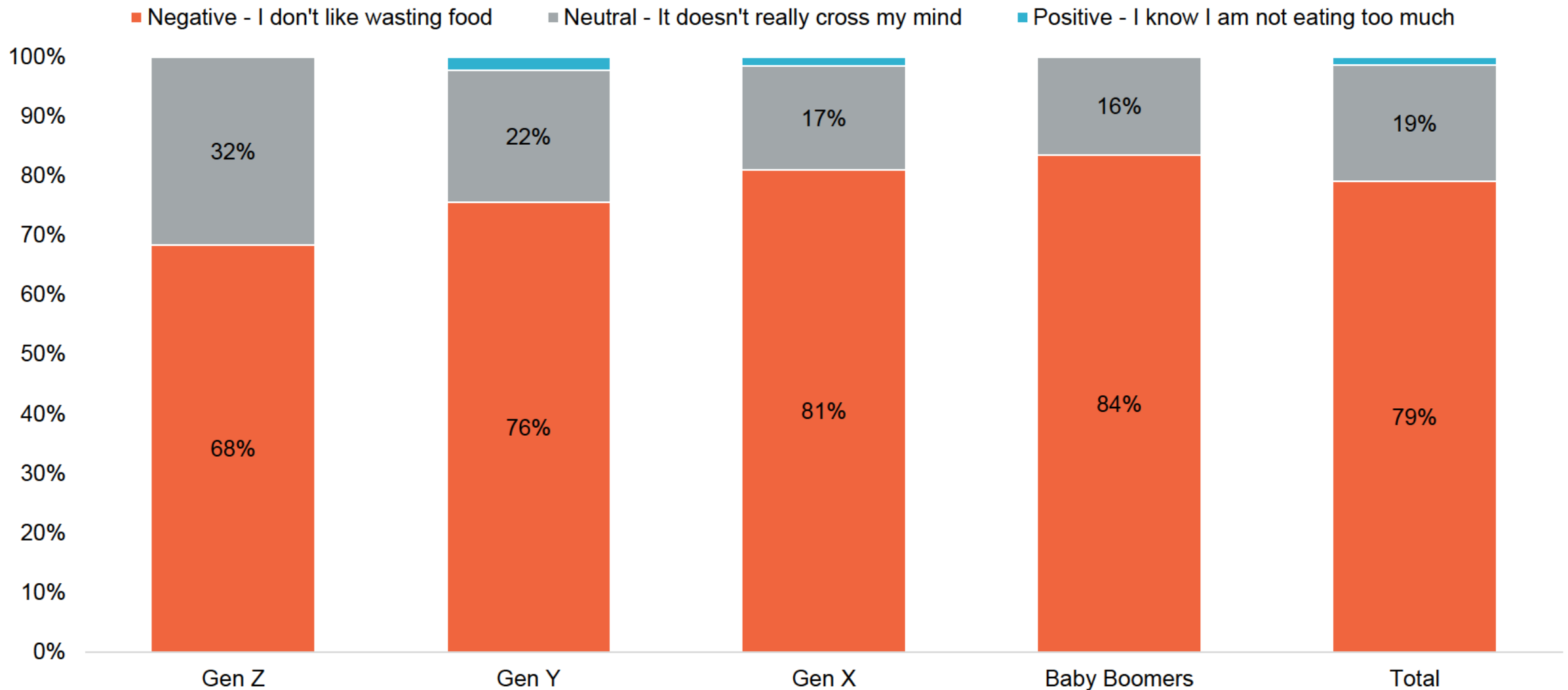
Base: All respondents (2017: 0 times: n=461, Once: n=389, Twice: n=83, More than 3 times: n=70, Total: n=1,003)

Tests for significance have been carried out for this question ↑ Significantly higher than average ↓ Significantly lower than average

Practice what you preach

32% of Gen Z and 22% of Gen Y say it doesn't really cross their minds when food is wasted – a higher proportion than their older peers

When food is wasted how do you feel?
By generations



Base: All respondents (2017: Gen Z: n=45, Gen Y: n=374, Gen X: n=297, Baby Boomers: n=220, Total: n=936)

Tests for significance have been carried out for this question ↑ Significantly higher than average ↓ Significantly lower than average

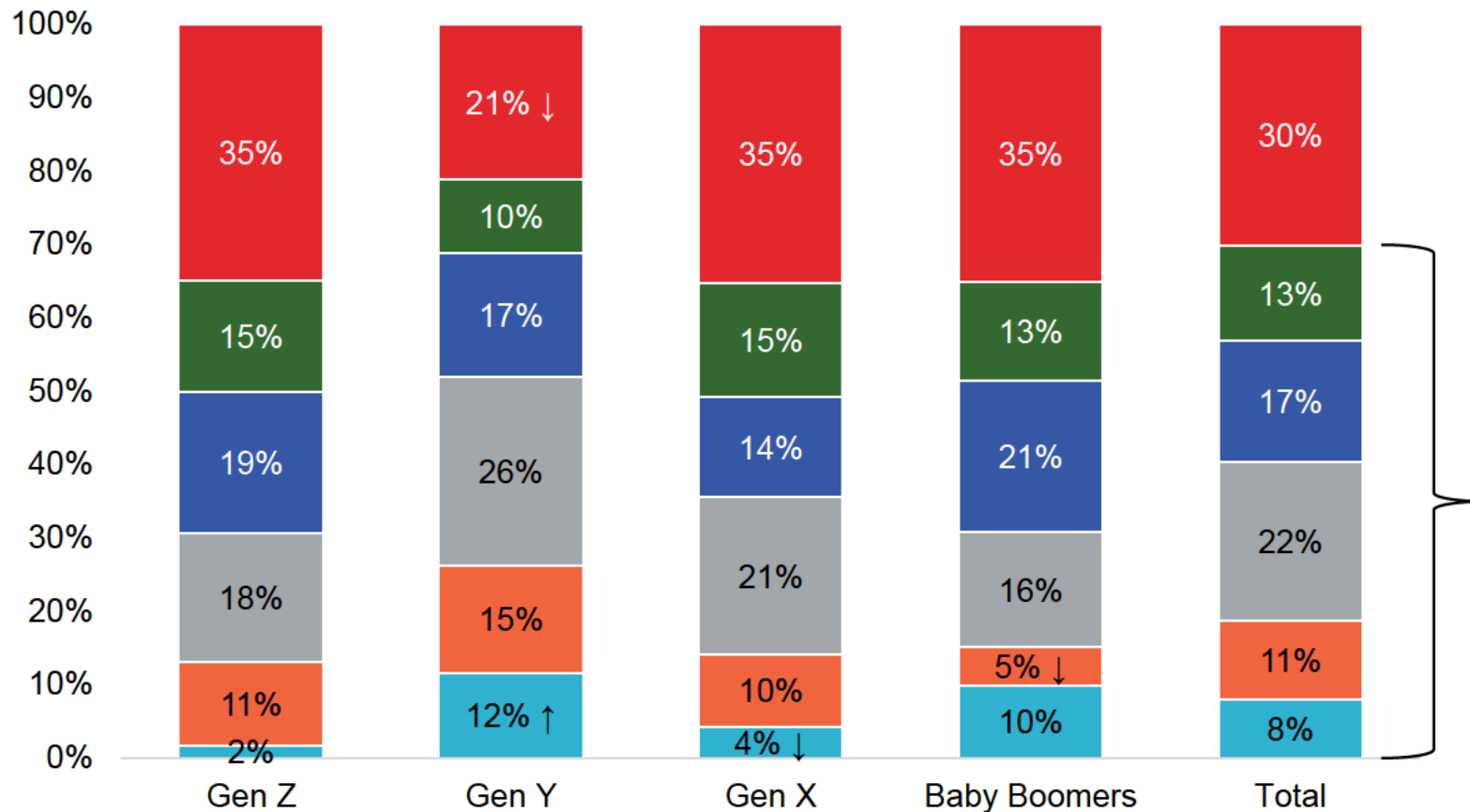
Practice what you preach

70% of New Zealanders underestimated how much food is wasted in NZ each year, with Gen Y (79%) the least informed

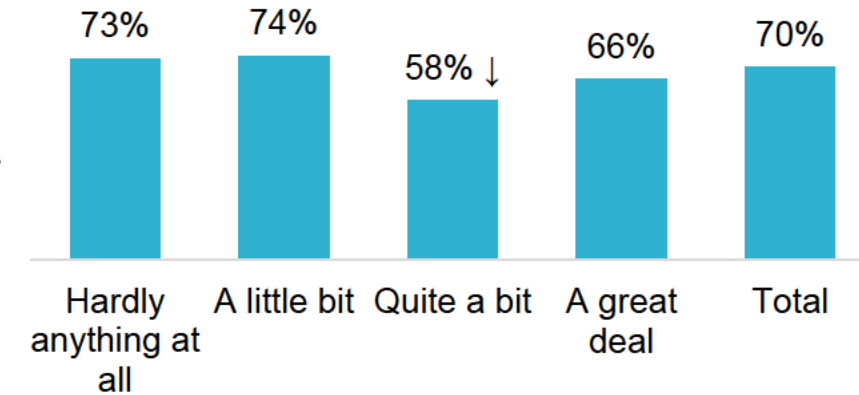
And in total, how much food do you think is wasted in New Zealand each year?
By generations

Annual total wastage in NZ is
122,547 tonnes¹

- Around 20,000 tonnes
- Around 40,000 tonnes
- Around 60,000 tonnes
- Around 80,000 tonnes
- Around 100,000 tonnes
- More than 100,000 tonnes



Proportion underestimating wastage (<100,000+ tonnes)
By how much you know about farming and food products



Base: All respondents (2017: Gen Z: n=48, Gen Y: n=390, Gen X: n=321, Baby Boomers: n=244, Total: n=1,003)

Tests for significance have been carried out for this question ↑ Significantly higher than average ↓ Significantly lower than average

¹ <http://www.wasteminz.org.nz/projects/love-food-hate-waste/>

Practice what you preach

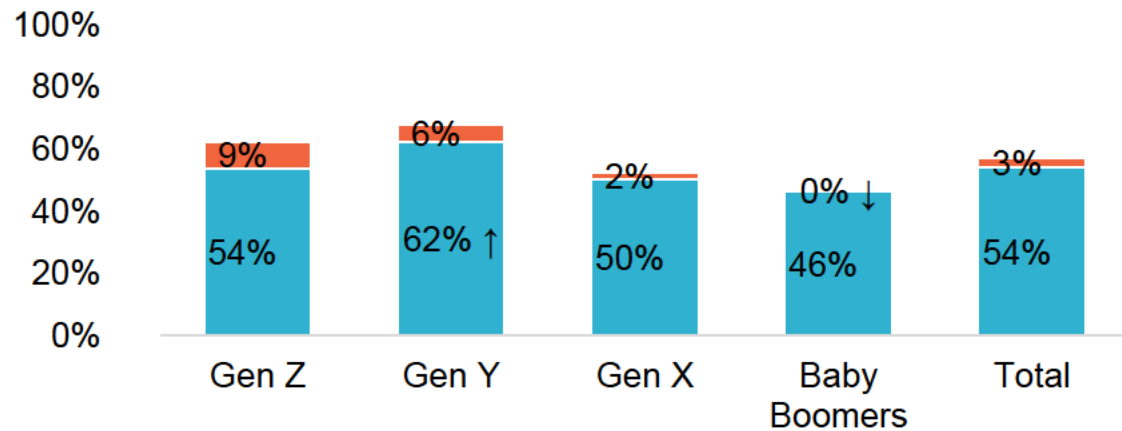
Gen Z and Gen Y, who on average waste the most food, are also most likely to show wasteful behaviours in other aspects of their lives – particularly taking long showers and buying clothes that they never wear

How often do you do the following?

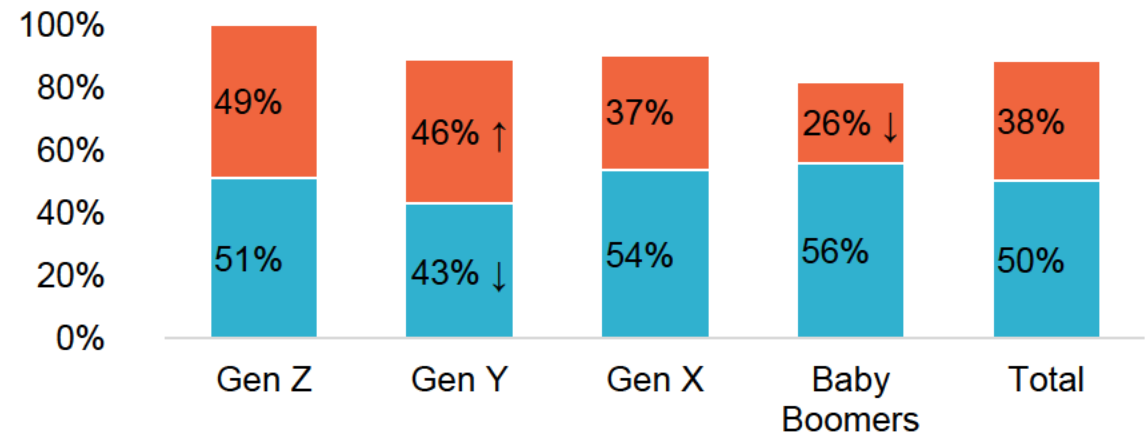
By generation

■ Sometimes ■ Always

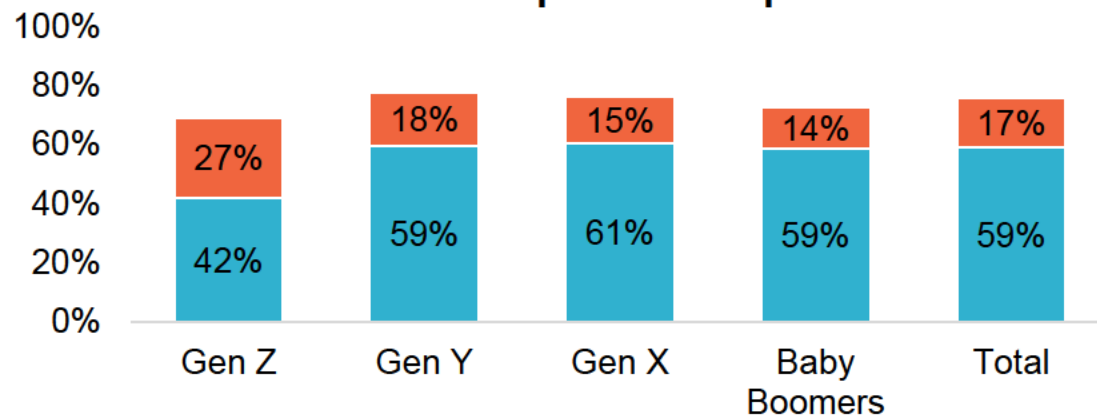
Buy clothing/ shoes/ accessories that you never wear



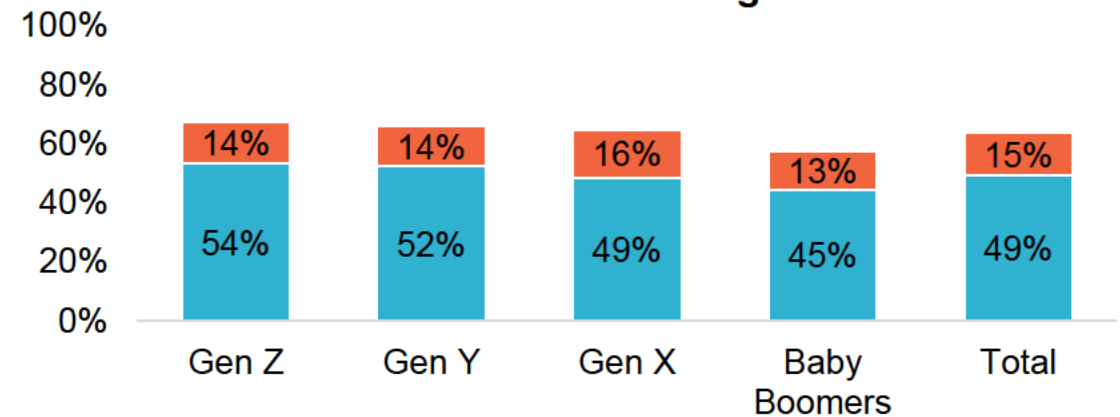
Shower for more than 4 minutes at a time



Drive to destinations where you could probably walk or catch public transport



Leave appliances such as the TV, microwave etc. on when I'm not using them



Base: All respondents (2017: Gen Z: n=48, Gen Y: n=390, Gen X: n=321, Baby Boomers: n=244, Total: n=1,003)

Tests for significance have been carried out for this question ↑ Significantly higher than average ↓ Significantly lower than average

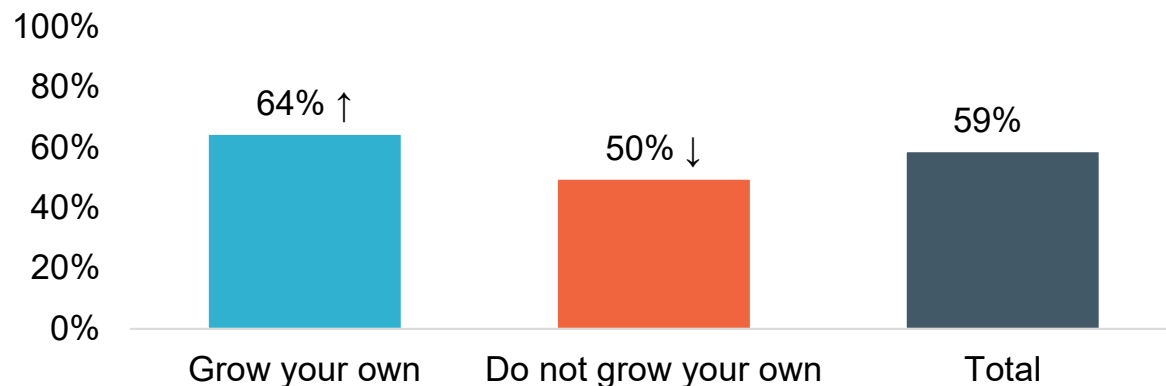
Practice what you preach

New Zealanders who grow their own herbs or fruits/vegetables are more conscious of where food is produced and are also more willing to pay extra for locally sourced produced

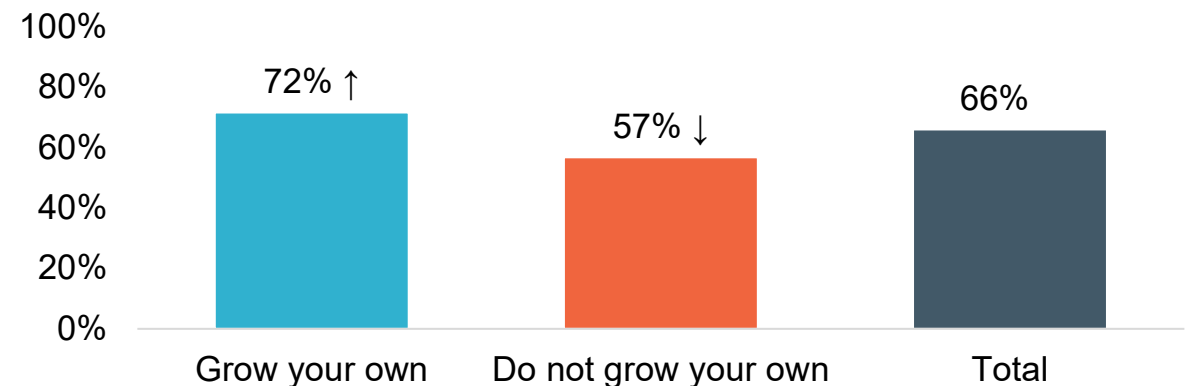
To what extent do you agree with the following statements?

Agree - By whether people grow their own herbs/ fruits/ vegetables

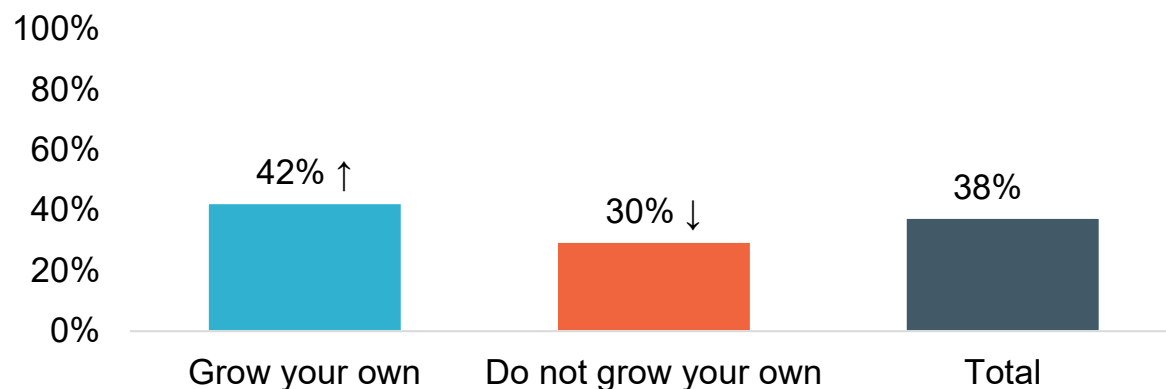
I'm more likely to buy food that has been produced locally



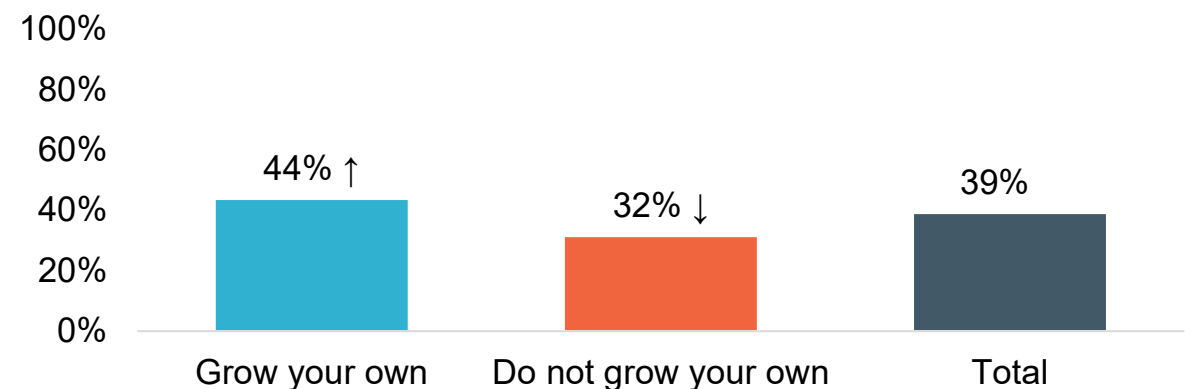
I would like to be able to buy produce directly from the grower/ farmer more often



I'm willing to pay more for food that has been produced locally



I always check where the food has been produced before I buy it



Base: All respondents (2017: Gen Z: n=48, Gen Y: n=390, Gen X: n=321, Baby Boomers: n=244, Total: n=1,003)

Tests for significance have been carried out for this question ↑ Significantly higher than average ↓ Significantly lower than average

Note: Agree – includes respondents who said 'Somewhat agree' and 'Strongly agree'

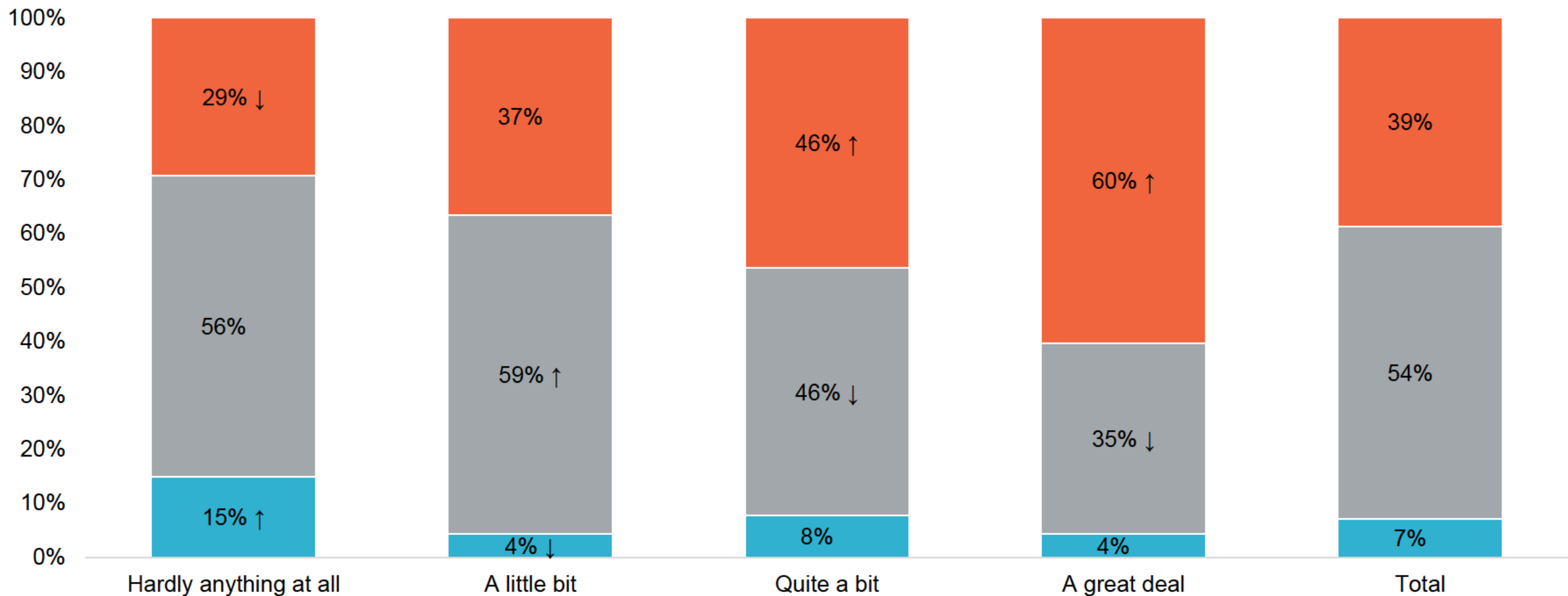
Practice what you preach

People who are more knowledgeable about farming and food production are much more concerned about supermarket practices of rejecting fruits/vegetables based on cosmetic standards

In New Zealand, 20-40% of fruit and vegetables supplied by producers is rejected by supermarkets because it does not meet cosmetic standards - e.g. it has blemishes, imperfections or is the wrong shape or size. How concerned are you about this?

By how much you know about farming and food production

■ Not very concerned (0-2) ■ Neutral (3-7) ■ Highly concerned (8-10)



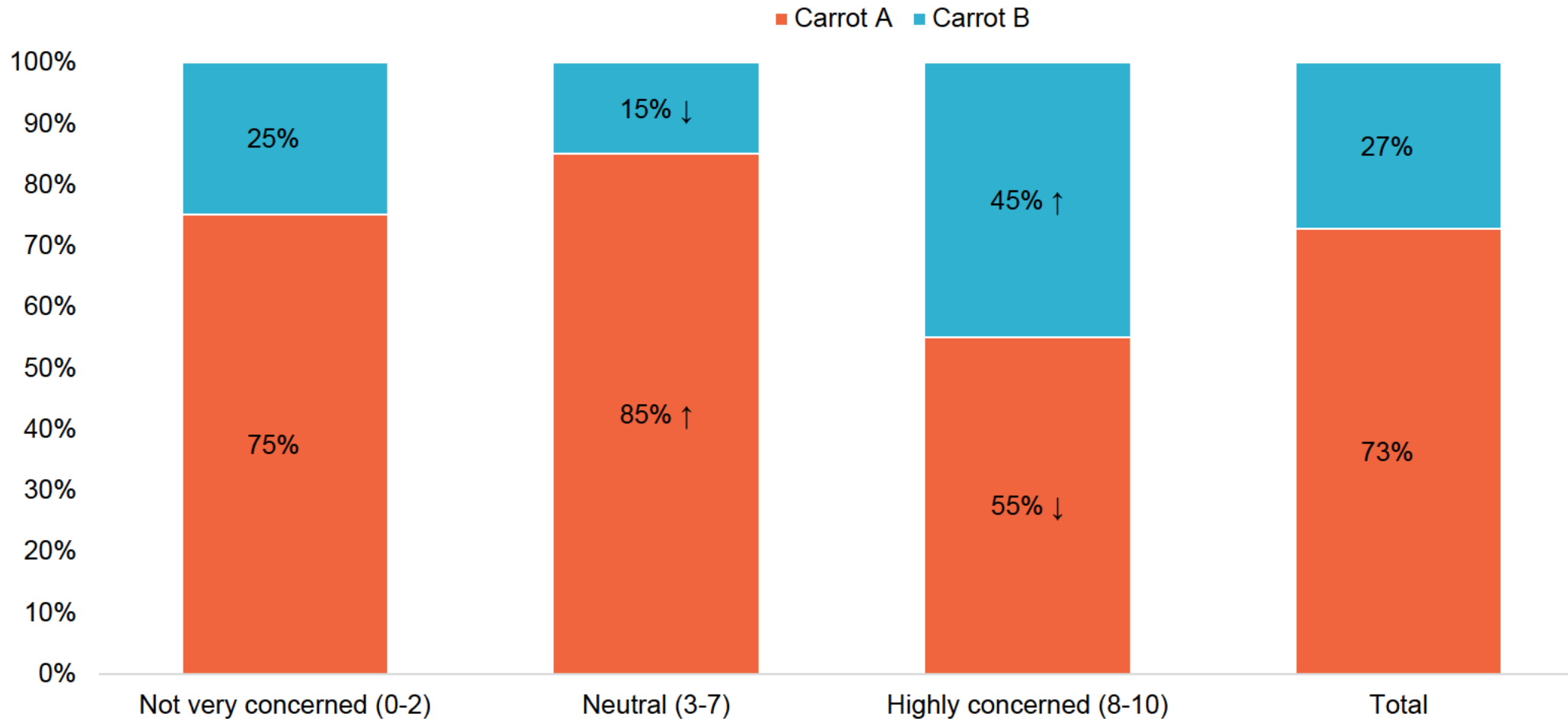
Base: All respondents (2017: Hardly anything at all: n=187, A little bit: n=521, Quite a bit: n=238, A great deal: n=57, Total: n=1,003)
 Tests for significance have been carried out for this question ↑ Significantly higher than average ↓ Significantly lower than average

Practice what you preach

People highly concerned about supermarkets rejecting produce based on cosmetic standards are much more likely to purchase imperfect fruit and vegetables

Please see below for images of two carrots. Both carrots are exactly the same on the inside Carrot A costs \$2.00 per kilogram Carrot B costs \$1.60 per kilogram.
Which carrot would you buy?

By concern about supermarkets rejecting fruits/ vegetables for not meeting cosmetic standards



Base: All respondents (2017: Not very concerned (0-2): n=68, Neutral (3-7): n=558, Highly concerned (8-10): n=377, Total: n=1,003)

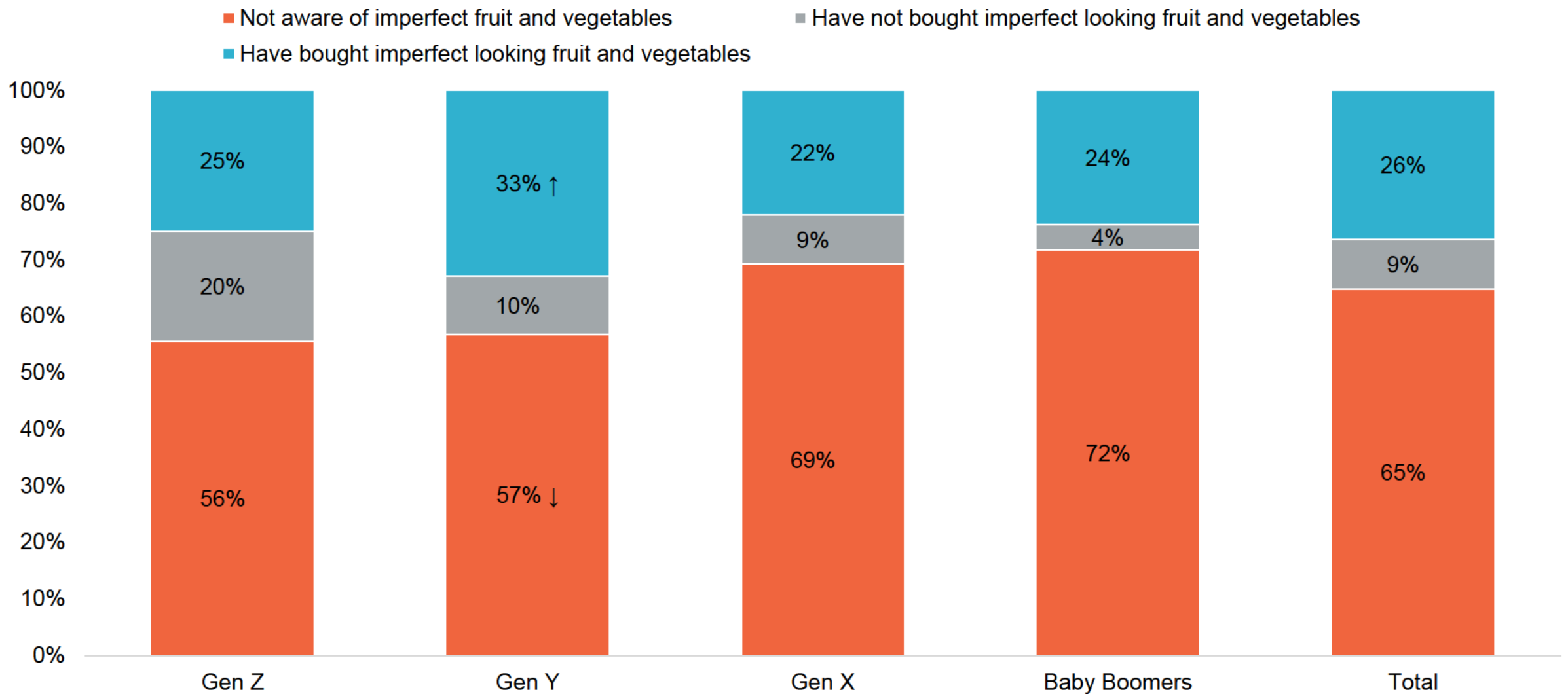
Note: Respondents who selected 'Don't know' or 'I am not sure' were excluded from analysis

Tests for significance have been carried out for this question

Practice what you peach

Only 26% of New Zealanders have ever purchased imperfect looking fruit or vegetables

Are you aware of/ have you ever bought imperfect looking fruit and vegetables?
By generations



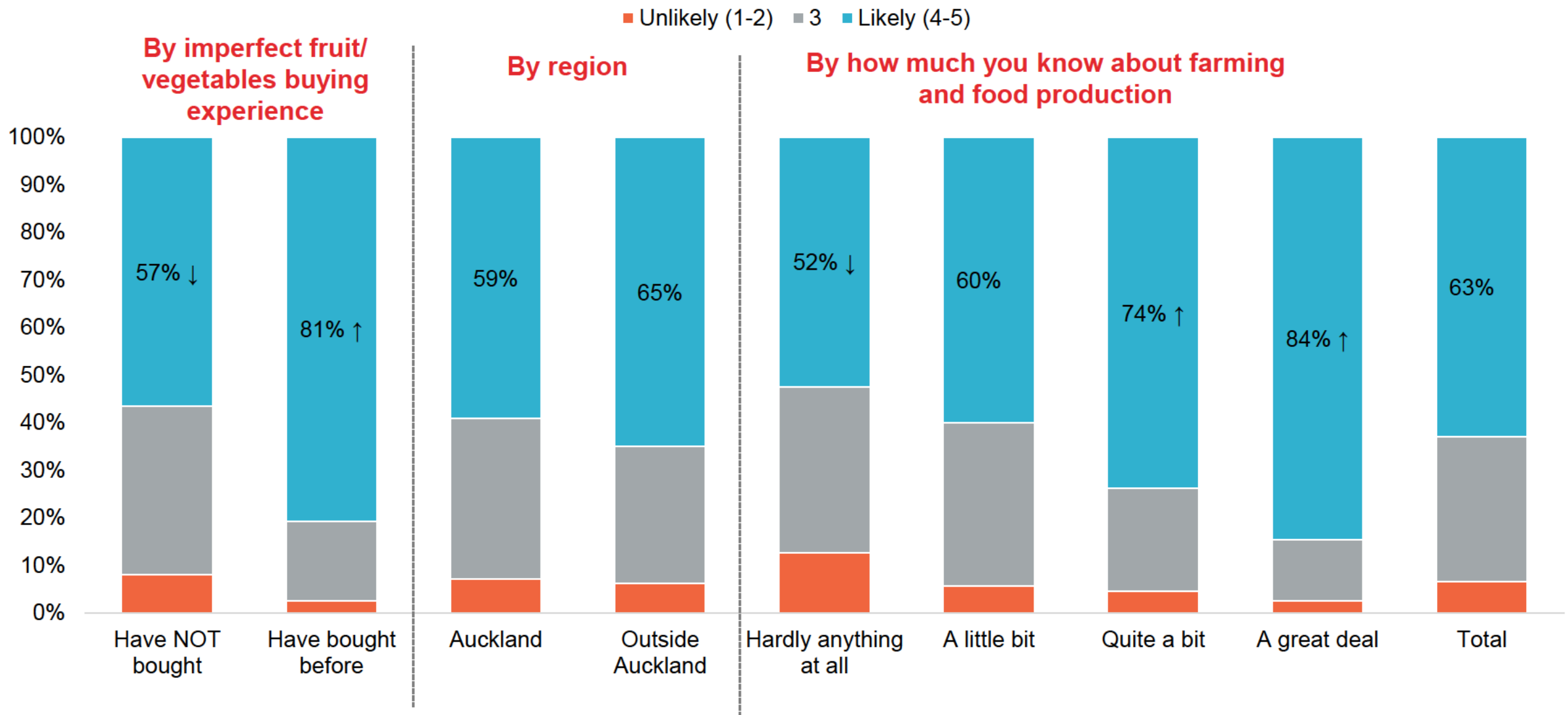
Base: All respondents (2017: Gen Z: n=48, Gen Y: n=390, Gen X: n=321, Baby Boomers: n=244, Total: n=1,003)

Tests for significance have been carried out for this question ↑ Significantly higher than average ↓ Significantly lower than average

Practice what you preach

4 in 5 people who have purchased imperfect fruits/vegetables are likely to do so again in future if the option was available to them; likelihood of purchasing imperfect fruit in the future increases with farming and food production knowledge

Assuming they were available in your local area, how likely are you to buy imperfect looking fruit and vegetables?



Base: All respondents (2017: Have NOT bought: n=757, Have bought before: n=246, Auckland: n=135, Outside Auckland: n=868, Hardly anything at all: n=187, A little bit: n=521, Quite a bit: n=238, A great deal: n=57, Total: n=1,003)

Tests for significance have been carried out for this question ↑ Significantly higher than average ↓ Significantly lower than average

Key points

Practice what you preach: attitudes towards food waste

- Gen Z and Gen Y households waste the most food in a typical week
- The more often people eat out in a typical week, the more likely they are to waste food each week - with people who eat out at least 3 times a week wasting on average one fifth of the food they purchase
- 32% of Gen Z and 22% of Gen Y say it doesn't really cross their minds when food is wasted – a higher proportion than their older peers
- 70% of New Zealanders underestimated how much food is wasted in NZ each year, with Gen Y (79%) the least informed
- Gen Z and Gen Y, who on average waste the most food, are also most likely to show wasteful behaviours in other aspects of their lives – particularly taking long showers and buying clothes that they never wear
- New Zealanders who grow their own herbs or fruits/vegetables are more conscious of where food is produced and are also more willing to pay extra for locally sourced produced
- People who are more knowledgeable about farming and food production are much more concerned about supermarket practices of rejecting fruits/vegetables based on cosmetic standards
- People highly concerned about supermarkets rejecting produce based on cosmetic standards are much more likely to purchase the imperfect fruit and vegetables
- Only 26% of New Zealanders have ever purchased imperfect looking fruit or vegetables
- 4 in 5 people who have purchased imperfect fruits/vegetables are likely to do so again in future if the option was available to them; likelihood of purchasing imperfect fruit in the future increases with farming and food production knowledge

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