

Online and Mobile Polling

Client: IKEA | Survey Name: Great British Bin Juice

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Survey Name:	Great British Bin Juice
Date Carried Out:	29th May to 2nd June 2026
Number of Respondents:	2000
Demographics:	UK: Adults (nationally representative on the basis of age/gender/region)
Contact:	www.OnePoll.com info@onepoll.com

Survey Details and Weighting Factors

How and when was the poll conducted?

Online (CAWI) survey. Survey dates: 29th May to 2nd June 2026

Who was interviewed?

UK: Adults (nationally representative on the basis of age/gender/region)

How were they chosen?

Random 1 in n selection from panel in the UK

What questions were asked?

Individual question wordings shown in top left cell in the tables following. If no question is visible that table may show Registration Data or a Calculated Variable

Considerations with Data

- **Routing:** You will find the routing details for the survey on the TOC tab next to each question, in column D. It is important to make sure you know who has answered each question before reporting on the stats.
- **Sample size:** Sample size is specified on a question by question basis, by the number at the bottom of each table. For example 'base n = 2000'. Where routing has been applied, and not all respondents have answered a question this is indicated by a lower base size than the full sample.
- **Minimum size to report:** We recommend only reporting on samples or sub-groups where the base size is at least 80, or ideally 100 respondents.
- **Significance arrows:** You will see that some of the numbers in the Tables within the demographic splits (e.g. age / gender / region) are formatted Blue (with an up arrow) or Red (with a down arrow). These indicate that the statistic in that cell is significantly higher (or lower) than the average for All Respondents (the statistic in the 'total' column).
- **Weighting:** Where relevant, OnePoll weight data to make it reflect the population more closely (for example Nationally Representative surveys). OnePoll's weighting data is from the ONS Mid-year population estimates.

Table of Contents

Section	Output / Question	Routing / Base
Demographics	Demographics Table	Base n = 2000
Basic Tables	Q1. Which, if any, of the following are foods you've ever thrown away at home? [Select all that apply]	Base n = 1759 (Filters applied)
Basic Tables	Q2. During a typical week, how much money's worth of food items do you think you throw away in your household in total?	Base n = 1759 (Filters applied)
Basic Tables	Q3. Which, if any of the following statements do you agree with? [Select all that apply]	Base n = 2000
Basic Tables	Q4. Which, if any, of the following, do you regularly do which does/could contribute to food waste? [Select all that apply]	Base n = 2000

Demographics

Demographic	%	n
Total	100.00%	2000
Age		
18 to 24	9.85%	197
25 to 34	16.95%	339
35 to 44	16.85%	337
45 to 54	15.70%	314
55 to 64	16.45%	329
65 and over	24.20%	484
Generation		
Postmillennial/Generation Z (Born after 1996)	15.75%	315
Millennials (Born 1981-1996)	28.70%	574
Generation X (Born 1965-1980)	24.35%	487
Boomers (Born 1946-1964)	29.15%	583
Silent (Born 1928-1945)	2.05%	41
Gender		
Female	51.80%	1036
Male	47.90%	958
Non-binary or alternative identity	0.30%	6
Region		
East Midlands	7.45%	149
East of England	9.25%	185
London	12.95%	259
North East	4.05%	81
North West	11.25%	225
Northern Ireland	2.70%	54
Scotland	8.40%	168
South East	13.95%	279
South West	8.85%	177
Wales	4.70%	94

Demographic	%	n
West Midlands	8.25%	165
Yorkshire and the Humber	8.20%	164
Column n	2000	

(c) OnePoll 2026; base n = 2000

Basic Tables

1. Which, if any, of the following are foods you've ever thrown away at home? [Select all that apply]

Response Category	%	n
Bread	49.6%	873
Lettuce	38.1%	670
Bagged mixed salad	36.2%	637
Bananas	35.4%	623
Milk	34.3%	603
Potatoes	32.7%	575
Tomatoes	30.5%	537
Carrots	26.4%	465
Strawberries	23.0%	404
Apples	21.7%	382
Onions	21.2%	373
Cheese	20.7%	364
Rolls/baps	20.3%	357
Eggs	19.5%	343
Yoghurts	19.4%	342
Oranges/tangerines	19.3%	340
Dip e.g. sour cream and chive	17.9%	315
Ham	17.0%	299
Broccoli	16.4%	288
Cooked chicken	15.0%	264
Spinach	14.5%	256
Avocados	13.8%	242
Wraps/tortillas	13.4%	235
Blueberries	12.7%	223
Condiments e.g. mayonnaise	12.6%	222
Rice	11.7%	205
Fresh herbs (e.g., chives)	11.5%	203
Uncooked meat joint	11.3%	198

Response Category	%	n
Pears	10.6%	186
Bacon	10.2%	180
Fish	9.9%	174
Sausages	9.8%	172
Pasta	9.8%	172
Crumpets	9.1%	160
Cereal	8.0%	140
Crisps	6.8%	120
Butter	6.0%	106
None of the above	3.4%	60
Column n	1759	

(c) OnePoll 2026; base n = 1759; total n = 2000; 241 missing

2. During a typical week, how much money's worth of food items do you think you throw away in your household in total?

Response Category	%	n
£0	16.2%	284
£1-£5	41.0%	722
£6-£10	13.8%	243
£11-£15	6.3%	111
£16-£20	4.3%	76
£21-£30	2.3%	41
£31-£40	1.2%	22
£41-£50	0.7%	12
£51+	0.9%	15
I don't know	13.2%	233
Average	6.64	
Column n	1526	

(c) OnePoll 2026; base n = 1759; total n = 2000; 241 missing

3. Which, if any of the following statements do you agree with? [Select all that apply]

Response Category	%	n
"I feel guilty if I ever create food waste"	58.1%	1161
"It's important that businesses that sell food actively work to reduce their own food waste before advising customers on how to reduce theirs"	42.5%	851
"I'd like to see businesses, industry groups and the government collaborate on a national framework to support and encourage food waste reduction"	38.5%	770
"Large businesses, like supermarkets and restaurant chains, don't currently have their food waste under control"	28.8%	576
"I lack the confidence and skills to turn leftovers into a meal"	11.9%	239
None of the above	11.6%	232
Column n	2000	

(c) OnePoll 2026; base n = 2000

4. Which, if any, of the following, do you regularly do which does/could contribute to food waste? [Select all that apply]

Response Category	%	n
Buy too much when food shopping	25.8%	515
Forget what I've bought	25.1%	501
Cook too much (e.g. bigger portion sizes than are required)	25.4%	507
Don't check expiry dates when food shopping	22.6%	452
Go off meal plan (e.g. eat out or order a takeaway instead)	21.6%	433
Incorrectly store items	15.8%	317
None of the above	30.9%	619
Column n	2000	

(c) OnePoll 2026; base n = 2000