

Survey results – New Zealand food waste

Methodology

In October 2009 the Australia Institute conducted an online survey of 1,807 main grocery buyers in Australia and New Zealand. Respondents were asked about the food they throw out and their attitudes and behaviour in relation to food waste.

Respondents were sourced from an independent online panel provider, and provided with a small incentive to encourage participation. To ensure that the survey was representative, quotas were applied by age, gender and territory, and data were post-weighted based on the profile of the adult population in each country.

Results are post weighted by age and gender based on the profile of the adult Australian and New Zealand populations. Small variations in sample size can occur from rounding errors as a result of the weighting process.

Results

Table 1 - Cost of household food waste in Australia and New Zealand

	Cost of food waste per HH	Cost of food waste per person	Average HH size
NSW	\$ 643.00	\$ 250.00	2.57
VIC	\$ 560.00	\$ 214.00	2.62
QLD	\$ 678.00	\$ 262.00	2.58
SA	\$ 517.00	\$ 213.00	2.43
WA	\$ 619.00	\$ 238.00	2.6
TAS	\$ 545.00	\$ 226.00	2.41
NT	\$ 848.00	\$ 269.00	3.15
ACT	\$ 641.00	\$ 249.00	2.58
Australia	\$ 616.00	\$ 239.00	2.58
NZ	\$ 458.00	\$ 155.00	2.96

Table 2 - Cost of household food waste as a % of GDP per capita

	New Zealand	Australia	Ratio
Cost of food waste per capita	NZD \$155	AUD \$239	
GDP per capita 2009	NZD \$42,969	AUD \$57,228	
% GDP per capita	0.36%	0.42%	0.86
Australian equivalent waste in NZD	NZD \$155	NZD \$181	0.86

Table 3 - Relationship between concern about personal household waste and household income (Australia)

Australia	\$40,000 or less	\$40,001-\$80,000	More than \$80,000	Total
Very concerned	16%	16%	12%	15%
Somewhat concerned	28%	33%	39%	33%
Not very concerned	26%	34%	33%	31%
Not at all concerned	30%	17%	16%	21%
All	100%	100%	100%	100%

N=1594 (excludes 11 'not sure' responses)

Table 4 - Relationship between concern about personal household waste and household income (New Zealand)

New Zealand	\$40,000 or less	\$40,001-\$80,000	More than \$80,000	All
Very concerned	14%	21%	15%	15%
Somewhat concerned	23%	29%	38%	29%
Not very concerned	30%	33%	26%	31%
Not at all concerned	33%	17%	21%	25%
All	100%	100%	100%	100%

N=204

For media enquiries, please contact:

Serena Rogers 0421 759 262

Table 5 - Concern about personal household waste – Australia and New Zealand

	AUS	NZ
Very concerned	15%	15%
Somewhat concerned	33%	29%
Not very concerned	31%	31%
Not at all concerned	21%	25%
All	100%	100%
N	1594*	204

*excludes 11 'not sure' responses

In Australia 48% were 'somewhat concerned' or 'very concerned' about the amount of food they throw out compared to 44% in New Zealand.

Figure 1 - Relationship between concern about personal household waste and household income (Australia)

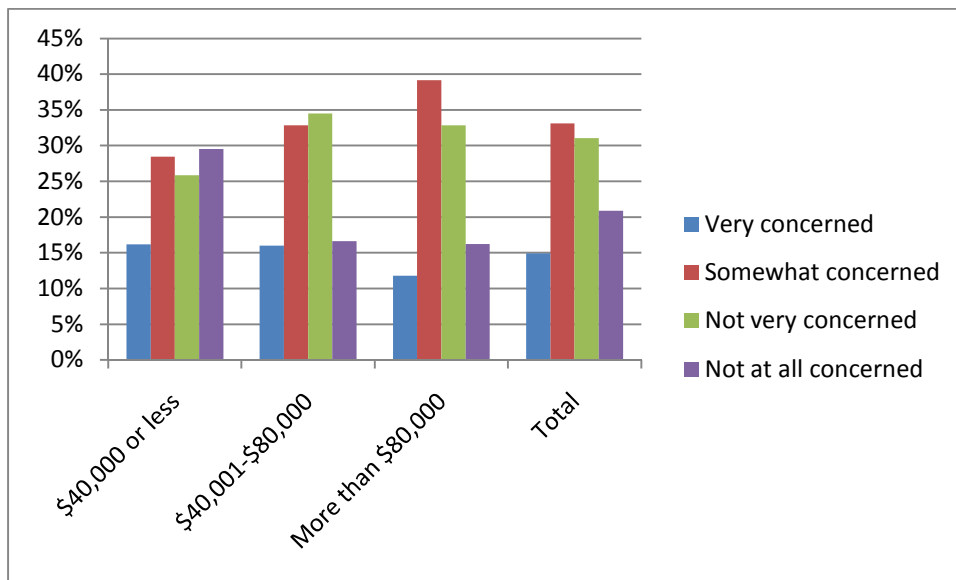


Figure 2 - Relationship between concern about personal household waste and household income (New Zealand)

