Daily Survey: Food Waste

YouGov

Sample   1000 U.S. Adult Citizens
Conducted   October 3 - 6, 2022
Margin of Error   ±3.5%

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1. Thinking about the typical week, how many days are you throwing extra food into the trash at the end of a meal?

0 days	41%
1 day	16%
2 days	11%
3 days	9%
4 days	6%
5 days	2%
6 days	1%
7 days	3%
Not sure	8%
Prefer not to say	3%

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2. How important is it to you personally to not throw away food?

Very important	55%
Somewhat important	30%
Not very important	7%
Not at all important	3%
Not sure	5%

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3. How big of a problem is food waste in the world?

A very big problem	55%
Somewhat of a problem	28%
Not a very big problem	5%
Not a problem	2%
Not sure	11%

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4. How big of a problem is food waste in the U.S.?

A very big problem	61%
Somewhat of a problem	23%
Not a very big problem	5%
Not a problem	2%
Not sure	10%

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5. Thinking about where you live, does your community offer...

	Yes	No	Not sure
Curbside trash pick up	77%	16%	7%
Curbside recycling pick up	59%	29%	11%
Curbside compost pick up	22%	57%	21%

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6. What do you prefer, when it comes to eating fruit and vegetables?

I will only eat nice looking fruit and vegetables 20%
I prefer nice looking fruit and vegetables, but will eat 'ugly' ones 38%
I prefer 'ugly' fruit and vegetables, but will eat nice looking ones 5%
I will only eat 'ugly' fruit and vegetables 1%
No difference 30%
Don't know 6%

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7. Sometimes food establishments have surplus food at the end of the day that is approaching its expiration date but is still edible. Would you support or oppose the food establishments doing the following with the food?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Not sure
Throwing it away	5%	9%	25%	53%	8%
Composting it	26%	36%	14%	8%	16%
Selling it discounted to customers	45%	31%	11%	4%	9%
Giving it to the staff for free	58%	26%	6%	3%	7%
Giving it to charity organizations	72%	13%	5%	4%	5%
Giving it to the public for free	54%	26%	7%	4%	9%

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8. Would you consider eating discounted food that is nearing its expiration date?

Yes, and I have done this 68%
Yes, but I have not done this 15%
No 9%
Not sure 8%

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9. Would you consider purchasing discounted food that is nearing its expiration date?

Yes, and I have done this 66%
Yes, but I have not done this 16%
No 10%
Not sure 8%

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10. Should there be a financial or tax incentive for food establishments in the U.S. to donate or compost leftover food, rather than throwing it away?

Yes 63%
No 16%
Not sure 21%

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11. France bans large grocery stores in the country from throwing away unsold food that could be given away. Would you support or oppose the U.S. adopting such a rule?

Strongly support 53%
Somewhat support 23%
Somewhat oppose 8%
Strongly oppose 7%
Not sure 9%

Interviewing Dates	October 3 - 6, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.187 to 5.086, with a mean of one and a standard deviation of 0.53.
Number of respondents	1000
Margin of error	$\pm$ 3.5% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	45 questions not reported.