

30 November 2022

For Immediate Release

Singaporeans taking steps to reduce food wastage

With the year-end festive season approaching soon, Singaporeans will be feasting and this can result in more food than usual being wasted. Wasting food not only comes with a price tag; it also puts unnecessary strain on the environment by wasting the resources used to produce, deliver and dispose of the food. What is the scale of food waste among households here and how serious do Singaporeans think the problem is? To find out more on the topic, RySense conducted an online poll among 1,049 respondents from our online panel, HappyDot.sg. These are our key findings:

Younger generation live to eat

Being a nation of food lovers, the phrase 'I live to eat' is familiar with many Singaporeans. This resonates more with the younger generation (aged 39 and below) as compared to those aged 40 and above.

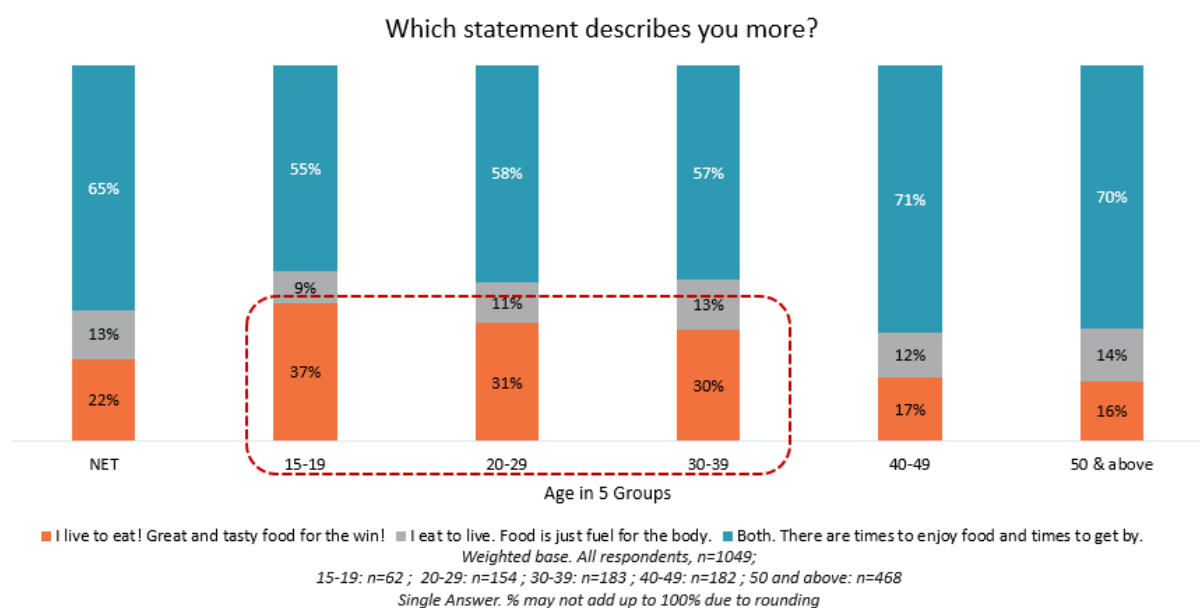


Figure 1

While Singaporeans enjoy their food, they are also keenly aware of the issue of food waste.



4 in 5 (82%) think that the problem of food waste in Singapore is moderately or extremely serious

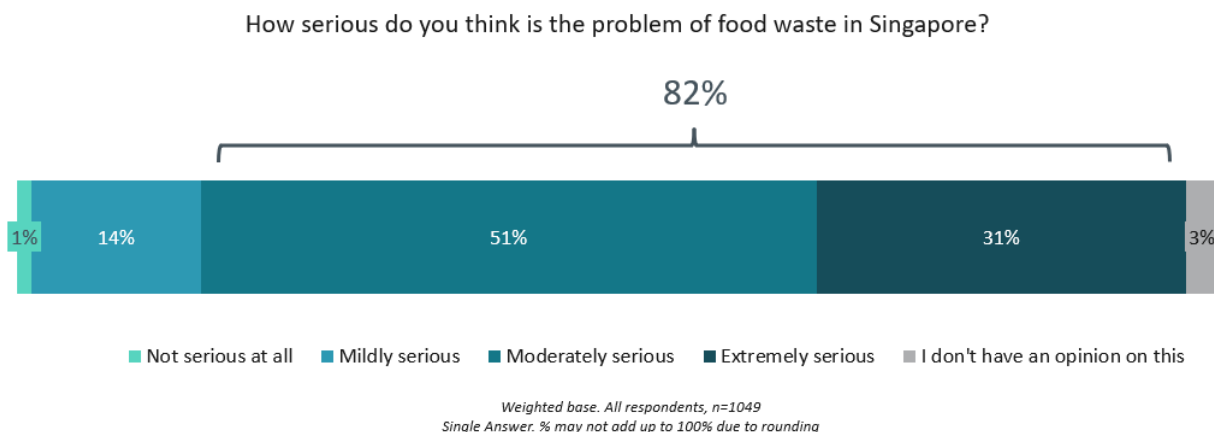
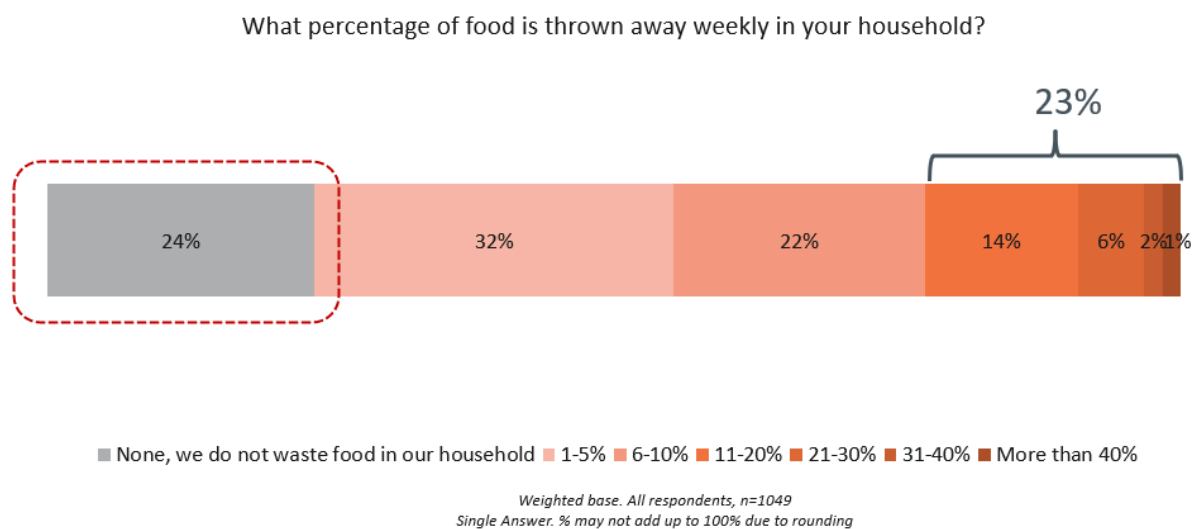


Figure 2

Almost 1 in 4 (23%) said their households throw away more than 10% of food every week



On the other hand, a similar close to 1 in 4 (24%) claim that they do not waste food in their household.

Figure 3



Top 5 foods regularly thrown away

The most common foods thrown away are also, not surprisingly, the easiest to spoil.

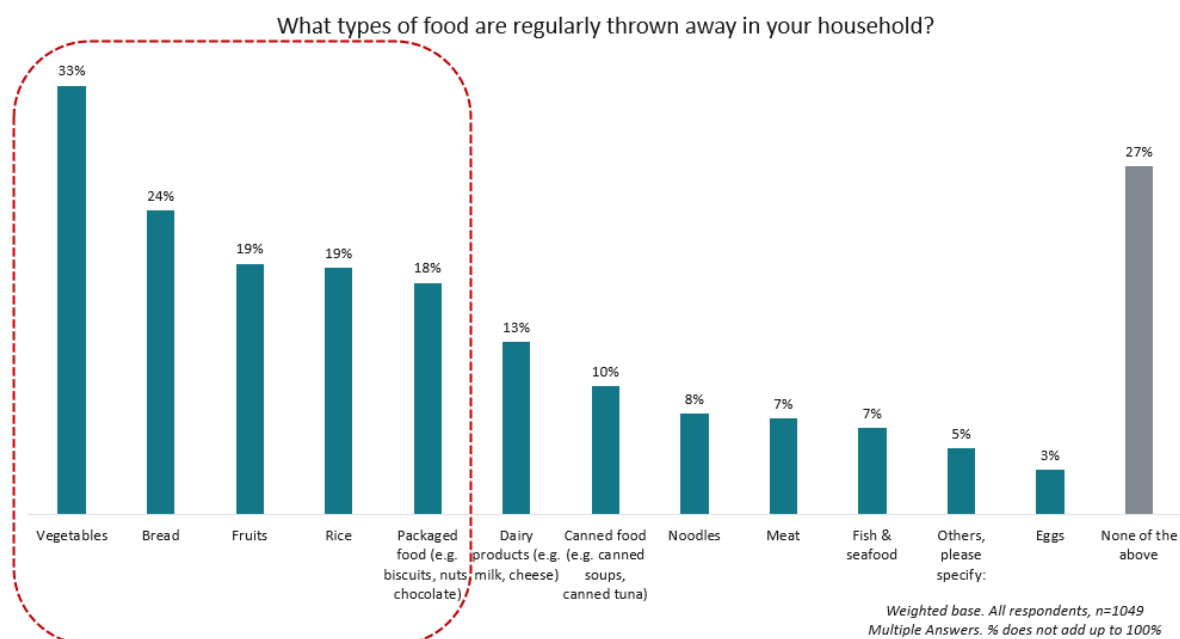
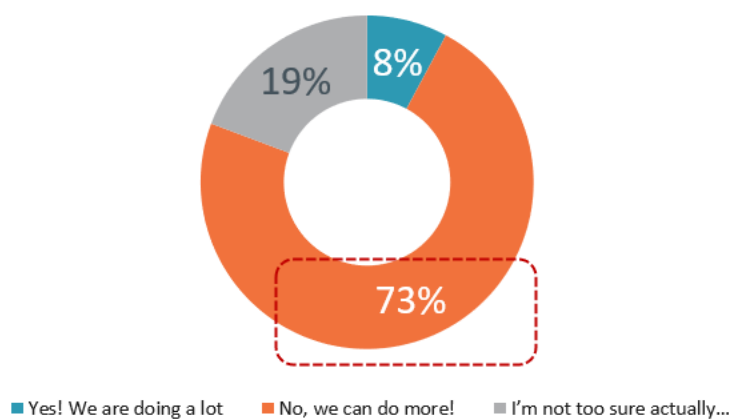


Figure 4

What Singaporeans are doing to reduce food waste

7 in 10 (73%) feel that Singapore can do more to reduce food waste.

Do you think Singapore is doing enough to reduce food waste?



Weighted base. All respondents, n=1049
Single Answer. % may not add up to 100% due to rounding

Figure 5



Based on a list of actions we presented to respondents, these are the top 5 things they are doing to reduce food waste:

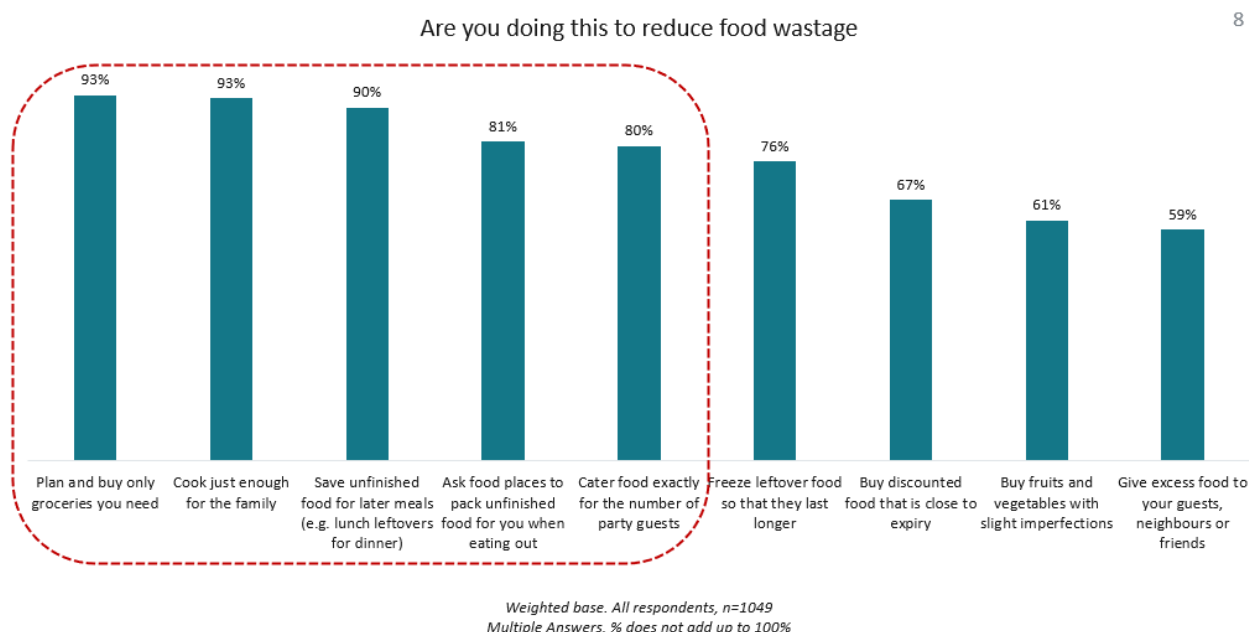
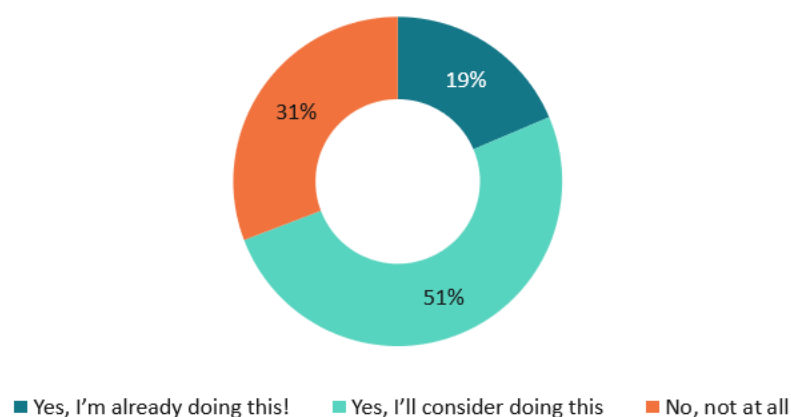


Figure 6

Apart from managing the amount of food consumed, composting is another sustainable method to reduce food waste that can be easily incorporated into one's daily life. Almost 1 in 5 (19%) are composting to reduce food waste and 1 in 2 (51%) would consider doing so. It is encouraging to see that a sizeable proportion would consider composting, though it may take some nudging before thought translates into behaviour.

Will you consider composting to reduce food waste in your household?



Weighted base. All respondents, n=1049
Single Answer. % may not add up to 100% due to rounding

Figure 7



Education perceived to be the most effective way to reduce food wastage

Close to 7 in 10 (66%) perceive that the most effective way to reduce food wastage is to educate the public on why it is harmful and how to mitigate the problem. Many also feel that food establishments have a part to play, with 6 in 10 indicating that the establishments can help customers better estimate how much food to order (61%) as well as be educated on how to minimise food wastage (60%).

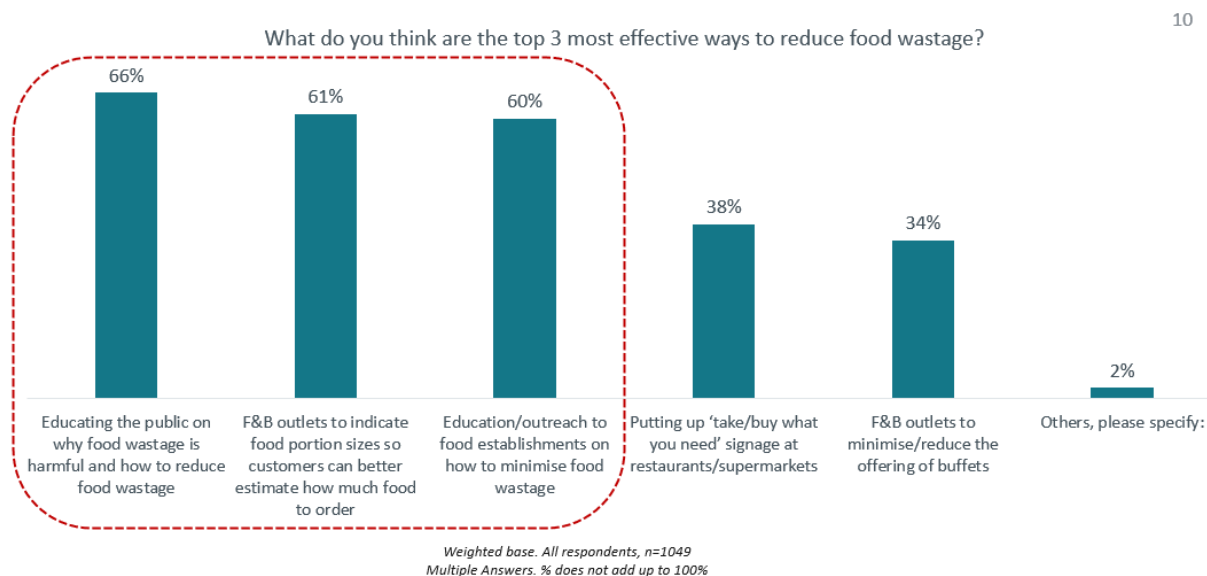


Figure 8

Moving forward to reduce food wastage

Ms Lee Shu Hui, Group Director, RySense, said, “Food waste is a problem that deserves close attention in resource-scarce Singapore, and Singaporeans are becoming keenly aware of this. It is encouraging to see that Singaporeans are taking steps in their daily lives to reduce food waste. With growing environmental consciousness, hopefully in time to come Singaporeans can work together to further reduce food waste, and encourage greater appreciation of food and the resources taken to prepare and dispose of it.”

Figures 1 to 8 are based on a survey conducted between 17 to 24 October 2022 of 1,049 Singapore residents from RySense’s online panel, HappyDot.sg, aged 15+ and representative of national population. Percentages may not add up to 100% and are rounded off.

**About RySense**

RySense is a Singapore-based research organisation which seeks to understand what people in Singapore think, feel and do. We are specialists in research methods, public opinion research and social trends and have conducted research on a range of socio-economic issues as well as current affairs topics. Using robust approaches, we seek to generate reliable insights about the Singapore landscape, which reflect both subtle nuances and macro perspectives. We are run by a diverse team of market research professionals.

For more information, please visit www.rysense.sg.

About HappyDot.sg

HappyDot.sg is an online survey community for Singapore residents to voice their opinions on issues that impact Singapore. We survey our panellists on a variety of social issues to understand the aspirations of Singaporeans. HappyDot.sg is owned by RySense.

For more information, please visit www.happydot.sg.

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