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ATTITUDES AND BEHAVIOUR TOWARDS CONVENIENCE FOOD AND FOOD WASTE IN THE UNITED KINGDOM

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1 **Abstract**

2 Households in the UK discard much food. A reduction in such waste to mitigate
3 environmental impact is part of UK government policy. This study investigated whether
4 household food waste is linked to a lifestyle reliant on convenience food in younger
5 consumers. A survey of 928 UK residents aged 18-40 years and responsible for the
6 household food shopping (male $n = 278$; female $n = 650$) completed an online questionnaire
7 designed to measure attitudes to convenience food and to quantify household food waste.
8 Cluster analysis of 24 food-related lifestyle factors identified 5 consumer groups. General
9 linear modelling techniques were used to test relationships between the purchase
10 frequency of convenience food and household food waste. From the cluster analysis, five
11 distinct convenience profiles emerged comprising: 'epicures' ($n = 135$), 'traditional
12 consumers' ($n = 255$), 'casual consumers' ($n = 246$), 'food detached consumers' ($n = 151$) and
13 'kitchen evaders' ($n = 141$). Casual consumers and kitchen evaders were the most reliant on
14 convenience food and notably were the most wasteful. The demographic profile of Kitchen
15 evaders matches the population groups currently targeted by UK policy initiatives aimed at
16 tackling food waste. Casual consumers represent a new and distinct group characterised by
17 "buy a lot and waste a lot" behaviour. Household size, packaging format, price-awareness
18 and marketing all appear to influence levels of food waste. However, it seems that subtle
19 behavioural and sociocultural factors also have impact. Further research is needed to
20 elucidate the factors that mediate the positive association between the purchase of
21 convenience food and reported food waste in order to inform food waste policy and
22 initiatives.

23 **Key Words: Food Waste; Convenience Food; Consumers; Lifestyle**

24 **Introduction**

25 Reducing household food waste has been a central tenet of UK environmental policy since
26 2007 (DEFRA, 2007, 2008). Such a goal stems from the environmental costs of food
27 production, processing, distribution and cooking, which drain limited land, energy and water
28 resources, generate greenhouse gases (GHG) and reduce ecosystem diversity (Garnett,
29 Mathewson, Angelides, & Borthwick, 2015; Macdiarmid et al., 2012). Additionally, food
30 waste that goes to landfill has significant GHG potential; some 250kg of CO₂ equivalents are
31 emitted per tonne of food-based landfill (DEFRA, 2008). In the UK 15 million tonnes are
32 wasted in the food chain annually, of which 7 million tonnes are generated at a household
33 level (Quested, Ingle, & Parry, 2013).

34 A government-funded charity the *Waste and Resources Action Programme* (WRAP) has been
35 actively working across the UK to reduce household food waste. WRAP instigated a national
36 consumer education campaign in 2008 – *Love Food Hate Waste* – in the wake of a
37 government report showing that householders were generally amenable to changing their
38 food waste behaviour (DEFRA, 2008). However, further to this conclusion, segmentation
39 analysis revealed that there were several consumer groups variously resistant and
40 ambivalent to food waste reduction messages (DEFRA, 2008).

41 WRAP have identified a number of sequential stages in a ‘domestic food cycle’ at which food
42 waste occurs; these stages included planning, shopping, storage, preparation and
43 consumption (Flower & Collett, 2014). The causes of avoidable household waste in the cycle
44 are largely due to a combination of organisational and other skills-based constraints that
45 consumers face, as well as external factors such as advertising, packaging format and
46 importantly, confusion over ‘use by’ and ‘best before’ dates (Aschemann-Witzel, de Hooge,
47 Amani, Bech-Larsen, & Oostindjer, 2015; Graham-Rowe, Jessop, & Sparks, 2014; Parfitt,
48 Barthel, & Macnaughton, 2010). In a number of surveys it is evident that consumers
49 recognise their food buying behaviour is wasteful, and further there are strong feelings of
50 guilt associated with discarding erstwhile usable food (Brook Lyndhurst, 2007; Evans, 2012;
51 Parizeau, von Massow, & Martin, 2015; Quested, Marsh, Stunell, & Parry, 2013).

52 The volume of food that a household wastes has been linked to demographic factors and
53 particularly to household size; on a per household basis, total avoidable food waste

54 increases directly with each additional household member, however larger households
55 produce less waste than smaller households on a *per capita* basis (Joerissen, Priefer, &
56 Braeutigam, 2015; Koivupuro et al., 2012; Parizeau et al., 2015; Quested et al., 2013a).
57 Overall, single person households waste the most food *per capita*, which suggests that
58 economies of scale relating to retail packaging formats are important (Joerissen et al., 2015;
59 Koivupuro et al., 2012; Parizeau et al., 2015; Quested et al., 2013a). There are also some
60 indications that younger people have a greater propensity to waste food (Brook Lyndhurst,
61 2007). The traditional target groups for household food waste campaigns in the UK are
62 young single professionals, young families and the younger members of lower
63 socioeconomic groups (Brook Lyndhurst, 2007).

64 Despite an understanding of when waste occurs within the domestic food cycle, the factors
65 and motivations that underpin food waste behaviour are complex. A qualitative research
66 study of English consumers reported that minimising food waste was driven by a desire to
67 save money, however the motive to be a 'good' provider, particularly amongst mothers, led
68 to over-purchasing and consequently greater food wastage (Graham-Rowe et al., 2014). A
69 propensity to waste food has also been aligned to consumerism and the notion of a
70 throwaway society, although clear evidence for this link is lacking (Evans, 2012).

71 Use of convenience food in the UK has been recognised as central to domestic food
72 provision (Burnett, 1979; DEFRA, 2015). There is a substantial literature on the factors
73 underpinning demand for convenience food (Brunner, van der Horst, & Siegrist, 2010;
74 Buckley, Cowan, & McCarthy, 2007; Shove, 2003). Its popularity can be explained by
75 changes in household demographics such as larger numbers of working women and an
76 inter-generational shift in domestic cooking skills (Brunner et al., 2010; Hartmann, Dohle, &
77 Siegrist, 2013). However, the concept of a convenience food culture integrates aspects of
78 food preparation such as ease of acquisition, serving, eating and storage with management
79 of daily life (Gofton & Ness, 1991; Warde, 1999). It has been proposed that today's complex
80 scheduling of family life gives rise to an unstructured, fragmented approach to eating and
81 meal times; convenience foods reduce cooking responsibility and can address the diversity
82 of food habits within households (Warde, 1997). The use of convenience food might be
83 expected to reduce household food waste as it circumvents the purchase of multiple meal

84 ingredients; however a Swiss survey reported that convenience food consumption was
85 inversely associated with waste avoidance (Brunner et al., 2010).

86 This study seeks to explore levels of household food waste against a range of food
87 management activities and attitudes to food consumption that resonate with and reflect a
88 lifestyle dependent on convenience food. A constellation of food management behaviours
89 and attitudes to shopping, cooking and food consumption has been formally developed into
90 a scale, which quantitatively assesses constructs of a convenience food culture (Buckley et
91 al., 2007). We used this scale to measure *inter alia* enjoyment of cooking, meal planning,
92 attitudes to food preparation and clearing up, perception of time-stress, eating-out and
93 food purchasing practices in an attempt to tease out the relationship between the espousal
94 of a convenience food culture and food waste behaviours. The present study explores this
95 axis in a population sample of younger UK consumers who are both known to favour
96 convenience food and report high levels of food waste (Barker, McClean, Thompson, & Reid,
97 2007; Brook Lyndhurst, 2007).

98 **Methods**

99 *Questionnaire Development*

100 The 250-item questionnaire comprised four sections: section 1 related to respondent
101 demographics and section 2 evaluated food waste behaviour. Sections 3 and 4 comprised
102 validated scales (Buckley et al., 2007); these measured attitudinal and behavioural traits
103 associated with food-related activities, as well as items that assessed consumption
104 frequency of convenience food. Sections 3 and 4 were incorporated with the kind
105 permission of Dr McCarthy, University College Cork, Ireland.

106 Section 1 relating to respondent demographics contained items, which measured household
107 income, household structure, occupational status, educational attainment and regional
108 location along with anthropometric data sufficient to calculate body mass index (BMI; body
109 weight (kg)/ height (m)²).

110 Section 2 comprised questions regarding food waste behaviour. The quantity of food waste
111 was measured for 14 food categories: fresh fruit, fresh vegetables, salads, milk, cheese,
112 cream and yogurts, eggs, bread, ready cooked meals & other convenience food (pizza, soups

113 etc.), fruit juice, meat and fish, sandwiches, fizzy drinks and cakes and biscuits. Firstly, the
114 number of food items purchased over a weekly period was recorded, followed by a question
115 asking what percentage of that food was discarded. This frequency scale allows the
116 calculation of the discarded amount relative to the amount purchased and adopts the
117 approach previously taken by Stefan *et al.* and Visschers *et al.* (Stefan, van Herpen, Tudoran,
118 & Lähteenmäki, 2013; Visschers, Wickli, & Siegrist, 2015). Ten additional questions were
119 posed to assess attitudes to food waste and ascertain reasons for discarding food.

120 Attitudinal and behavioural traits associated with food-related activities were measured
121 using multiple series of convenience and food lifestyle statements, to which respondents
122 were required to indicate their degree of agreement on a seven-point Likert scale (1 =
123 completely disagree; 7 = completely agree). Questions were phrased both positively and
124 negatively to corroborate answers, and questions were posed randomly to mitigate 'order'
125 effects. These items comprised section 3.

126 To measure consumption frequency of convenience food (section 4), respondents were
127 asked how often they bought certain categories of ready meals such as frozen or chilled, the
128 frequency with which they went out for a meal, bought a takeaway to eat at home and
129 cooked a meal from ingredients. The seven-point frequency scale ranged from 'every day or
130 almost every day' to 'never'.

131 *Data Collection*

132 Ethical approval for the study was obtained through the School of Medicine's ethical review
133 procedure at the University of Sheffield. Respondents were provided with online
134 information about the study prior to their participation and their consent was affirmed
135 before they had access to the online questionnaire. The study information emphasised that
136 all responses would be used for academic research only and that no identifying information
137 would be collected. Repeat participation was prevented by eliminating duplicate IP
138 addresses; IP data were subsequently removed from the downloaded survey file.

139 The questionnaire was implemented using a proprietary online survey tool (Qualtrics; Utah,
140 USA). The questions were encoded onto the Qualtrics platform, which supports logical,

141 sequential questioning based on prior responses; respondents, for example, who report
142 they live alone were not asked questions relating to other members of the household.

143 Suitable participants were recruited by Qualtrics that met three pre-specified criteria:
144 having responsibility for the majority of the household food shopping, habitually resident in
145 the UK and aged between 18 and 40. Qualifying participants were drawn from Qualtrics'
146 existing survey panel and were compensated with cash-equivalent rewards (e.g. points
147 towards restaurant vouchers or cinema tickets).

148 A number of data integrity checks were built into the questionnaire in the form of 'attention
149 filters' requiring respondents to provide a specific response to a question; those that failed
150 to do so were assumed not to be giving each question due consideration and were excluded
151 from the survey sample.

152 A pilot launch, which involved running the questionnaire for 48-hours with a small subset of
153 respondents ($n = 111$), was conducted in order to confirm that the questionnaire operated
154 as intended. In total 1059 qualifying responses were collected during the period 10-17 June
155 2015. These raw data were scrutinised for reliability and 131 responses were excluded from
156 the data set because of inconsistencies across key demographic variables, yielding a final
157 sample size of 928. Detailed demographic characteristics of the sample are summarised in
158 Table 1.

159 *Statistical Analysis*

160 The lifestyle statements were analysed and initially grouped into 27 distinct constructs of
161 which 19 were identified in the previously published study (Buckley et al., 2007). Content
162 validity of the additional 8 constructs was examined, and the face validity of all 27 was
163 assessed prior to testing the internal consistency using Cronbach's alpha coefficient which
164 ranged from 0.64 to 0.92. The constructs and associated reliability coefficients are
165 presented in Table 2. The statements underlying each construct are listed in Table A1 in the
166 appendix.

167 A k-means cluster analysis used 24 of the 27 constructs as clustering variables to identify
168 distinct consumer segments. The 3 constructs that were excluded from the cluster analysis
169 related to family-orientated questions which were not applicable to single people. The

170 inclusion of these constructs would have eliminated an important subsample (single
171 households). Groupings ranging between 4 and 7 segments were tested and Roy's Largest
172 Root values were used to select the 5-segment solution. This procedure is similar to the
173 standard method of 'best cut' where clusters are identified by levels of differentiation
174 between groups (Everitt, Landau, Leese, & Stahl, 2011).

175 Statistical analysis using general linear modelling techniques, principally one-way ANOVA,
176 were used to test the significance of the relationship between the food waste measures and
177 the consumption frequency of takeaway food and ready meals for each of the cluster
178 groups. The statistical analysis was conducted using SPSS (IBM SPSS 22.0, IBM Armonk,
179 USA) and a P-value of less than 0.05 was the criterion for statistical significance.

180 The demographic characteristics and BMI values of the five groups were analysed using one
181 way ANOVA and the means compared using the chi-square test. The attitudes of the five
182 groups towards the lifestyle factors were analysed and subsequently ranked for each factor
183 using a multivariate general linear model and either *post hoc* Tukey's Honestly Significant
184 Difference (HSD) tests or Games-Howell (G-H) tests as appropriate (Table 3). Attitudes
185 towards the three sets of family-orientated questions were similarly analysed (Table 4), as
186 were the consumption frequencies for ready meals and take-away food (Table 5).

187 **Results**

188 The survey sample ($n = 928$) was geographically diverse and representative of the regions
189 and countries within the UK, and comprised respondents with a wide range of occupational
190 and educational backgrounds. The mean age of the sample was 30.0 years (SD 6.0) and 70%
191 were female (Table 1). The female bias in the sample is consistent with data published by
192 the Food Standards Agency on the proportion of women responsible for household food
193 and grocery shopping (68%) (Prior, Phillips, & O'Driscoll, 2014).

194 Cluster analysis based on the 24 lifestyle factors applicable to all survey respondents
195 identified five consumer groups distinguishable by distinct lifestyle characteristics: epicures
196 ($n = 135$), traditional consumers ($n = 255$), casual consumers ($n = 246$), food detached
197 consumers ($n = 151$) and kitchen evaders ($n = 141$).

198 There were significant differences between consumer groups for all demographic variables
199 (Table 6&7), however BMI values were similar across all consumer groups ($P = 0.144$).

200 Epicures contained the highest proportion of consumers educated to at least undergraduate
201 degree level (56.3%), and also had the highest overall household income (£39,342 per
202 annum). This group contained a majority of one and two-person households. Traditional
203 consumers (TCs) were the second most educated and had the second highest household
204 income (£33,392 per annum).

205 Casual consumers (CCs) were the least female dominated group (61.0%) and had the fewest
206 single-person households (10.6%). A smaller proportion of CCs had attained an
207 undergraduate degree (40.7%). They were slightly younger than both Epicures and TCs and
208 also earned slightly less than the latter group.

209 Food detached consumers (FDs) were on average the oldest group (30.9 years). Less than
210 40% of FDs had attained an undergraduate degree and their household income was the
211 second lowest (£29,500 per annum), despite their household size being the second highest.

212 Kitchen evaders (KEs) represented the youngest consumer group (28.5 years). This group
213 was the most female dominated (77.3%) and contained the largest number of single-person
214 households (19.9%). KEs were the least well educated, with the majority not having studied
215 beyond A-level, and reported the lowest household income of all consumer groups (£24,989
216 per annum).

217 Food waste behaviour for each of the consumer groups was calculated using the frequency
218 scale, allowing the discarded amount to be reported relative to the amount purchased.
219 Fresh produce accounted for the biggest proportion of food waste overall: fresh vegetables
220 were the most wasted (8.6%) followed by fresh fruit (8.1%). Percentage food waste by
221 consumer group, total food items purchased and discarded are shown in Figures 1-3.

222 Figure 4 describes the waste behaviour of each consumer group with respect to leftover
223 food, food cooked but not served, food stored from previous meals, and both partially used
224 and unopened products that are discarded.

225 The attitudinal and behavioural characteristics of the five consumer groups with respect to
226 the various lifestyle factors and to convenience food and food waste are summarised below:

227 *Epicures*

228 Epicures accounted for 14.5% of the sample and exhibited very distinct attitudinal and
229 behavioural traits compared to the other consumer groups: they were disinterested in
230 convenience food (Table 3) and displayed the most negative sentiments towards the
231 enjoyment, value for money and time-saving aspects of convenience food. Contrastingly,
232 they were the most interested in the provenance of their food, displayed the strongest
233 preference for both fresh and organic produce and, whilst being the most price-conscious,
234 they were also most likely to seek out specialist purveyors.

235 As a group, Epicures were the most organised and regarded the availability of product
236 information as important; they positively enjoyed trying new foods, rated themselves as the
237 most competent cooks and were the least likely to snack, rarely used the microwave and
238 most frequently cooked from scratch (Tables 3&5).

239 Epicures reported being the least pressed for time and the lowest levels of stress among all
240 of the consumer groups (Table 3); they enjoyed the highest level of family involvement and
241 family members were very unlikely to be 'fussy eaters' (Table 4). This group reported
242 buying the least ready meals and take-away food, which was consistent with their overall
243 negative attitude towards convenience food (Table 5).

244 Epicures were the least likely to own certain convenience-related kitchen equipment such as
245 a microwave (88.1%) or an electric potato peeler (0.7%); however they were the most likely
246 to own other items such as a food processor (65.9%), cappuccino/espresso maker (30.4%),
247 bread maker (27.4%) and an ice cream maker (14.1%) (Table 8).

248 Epicures were the least wasteful of the five consumer groups, reportedly discarding only
249 2.5% of total food purchased; this low level of waste was consistent across all 14 food
250 categories (Figure 1A&B). Low wastage also extended to plate waste and surplus cooked
251 food (Figure 4). Epicures reported high levels of concern over discarded food (between 'a
252 fair amount' and 'a great deal').

253 *Traditional consumers*

254 TCs made up 27.5% of the sample and collectively they were either neutral or reported a
255 moderate tendency to adopt the various lifestyle factors (Table 3).

256 Similar to Epicures they were family-orientated (albeit to a lesser extent) (Table 5); TCs
257 reported being somewhat pressed for time, but not particularly stressed. This group had
258 marginally negative sentiments towards convenience food but, unlike Epicures, they
259 appreciated its time saving aspect, albeit recognising the associated cost (Table 3).

260 TCs scored highly on planning and reported being very price-conscious and willing to try new
261 foods. Like Epicures, they were very interested in food, were competent cooks and enjoyed
262 high levels of satisfaction from the regular preparation of meals and the associated social
263 interaction. TCs highly valued fresh produce; however they were only slightly interested in
264 organic produce and were indifferent to shopping for food in specialist shops (Table 3).

265 TCs reported a low enjoyment of ready meals and take-away food (Table 3), reflected in
266 their correspondingly low consumption rates for each (Table 5).

267 TCs reported discarding 4.5% of their total purchased food and were the middle group when
268 ranked by waste in almost all of the food categories (Figure 1A&B). Like the Epicures they
269 also reported high levels of concern over discarded food (between 'a fair amount' and 'a
270 great deal').

271 *Casual consumers*

272 CCs comprised 26.5% of the sample. This group reported being moderately stressed and
273 pressed for time: they only occasionally planned meals in advance and were the most likely
274 of all groups to snack instead of adhering to set meal times (Table 3). Of all the consumer
275 groups, CCs were the most positive towards convenience food reflected by their reported
276 enjoyment of take-away food and ready meals of which they were the second highest
277 consumers (Table 5). The taste and appeal of food was least important to this group and
278 they were the least price-conscious (Table 3).

279 CCs were not particularly interested in food shopping and were indifferent to shopping in
280 specialist shops. However, they expressed a preference for fresh products and bought
281 organic food. The group possessed average cooking skills and had a limited enjoyment of
282 cooking; they were not averse to trying unfamiliar foods and were moderately willing to
283 attempt new recipes. CCs were the most likely to be influenced by advertising (Table 3). CCs

284 were likely to have fussy eaters within the family and were the least likely to adhere to
285 family mealtimes (Table 4).

286 CCs possessed a wide range of kitchen equipment and were the most likely to own a
287 microwave (95.1%), dishwasher (41.2%), electric knife (13.8%), an electric potato peeler
288 (4.5%) and almost a third owned a juicer (32.9%) (Table 8).

289 In aggregate CCs both bought and discarded the most foodstuffs overall (Figures 2A&B and
290 3A&B), they reported discarding an average of 7.6% of food purchases. CCs threw away
291 10.0% of fresh vegetables, 9.8% of fresh fruit and wasted the largest proportion of all other
292 foods (Figure 1A&B). This high level of waste was mirrored in their reported plate waste,
293 surplus cooked food or food from previous meals and both partially used and unopened
294 products (Figure 4). CCs reported moderate concern over discarding food (between 'a little'
295 and 'a fair amount').

296 *Food detached consumers*

297 FDs accounted for 16.3% of the sample and were characterised by ambivalence to all
298 aspects of meal planning, preparation, and to food in general: in this respect they were the
299 opposite of epicures. Compared to other groups the taste and appeal of food was relatively
300 unimportant, they were unwilling to try new food and were least likely to engage in the
301 social aspects of mealtimes (Table 3).

302 These consumers had a tendency to dislike food shopping and although FDs expressed a
303 modest preference for fresh products they did not seek out organic foods. This group placed
304 low importance on product information and were unlikely to use speciality shops (Table 3).

305 FDs reported that they did not feel stressed and were not particularly pressed for time,
306 however, they reported lower than average cooking skills and did not enjoy cooking (Table
307 3). Family members were unlikely to be 'fussy eaters', they did not snack and generally
308 adhered to set meal times, however, they were unlikely to involve the whole family in meal
309 preparation (Tables 3&4).

310 FDs had a negative attitude towards convenience food, although they moderately
311 acknowledged its time saving benefit (Table 3): they did not enjoy ready meals and take-

312 away food, which was reflected in their correspondingly low consumption (Table 5). This
313 group felt that convenience food was not good value for money (Table 3).

314 FDs wasted 3.3% of total purchased food and were the second least wasteful in the majority
315 of the 14 food categories; which was also reflected in their behaviour towards food waste
316 (Figure 4). Similar to the CCs they reported moderate concern about discarding food.

317 *Kitchen evaders*

318 KEs comprised 15.2% of the sample and had the largest proportion of single person
319 households (19.9%). Along with CCs, they were most likely to rate convenience food highly;
320 they expressed enjoyment of both ready meals and take-away food and rated the value for
321 money of convenience food as the highest of all the consumer groups. KEs were the most
322 pressed for time and appreciated the time saving benefits of convenience food the most
323 (Table 3).

324 KEs disliked food shopping the most; they were the least interested in product information
325 and were least likely to plan ahead. They expressed only a mild preference for fresh
326 products and were the least likely to buy organic foods or to use specialist shops (Table 3).
327 KEs reported the lowest cookery skills and derived the least enjoyment from meal
328 preparation; this was reflected in the frequency with which KEs scratch cooked which was
329 the lowest of all groups (Table 5).

330 The social aspects of mealtimes were unimportant to KEs and they were most likely to avoid
331 cooking when alone and moderately likely to snack in place of a meal. Of the five consumer
332 groups KEs reported the highest combined consumption of ready meals and take-away food
333 (Tables 3&5).

334 Consistent with their group name, KEs possessed the least amount of kitchen equipment,
335 with the exception of the microwave for which they reported the second highest ownership
336 (Table 8).

337 KEs were the second most wasteful group, they reported discarding an average of 5.2% of
338 their total food purchases. They discarded the greatest percentage of fresh produce: 12.7%
339 and 11.1% of purchased vegetables and fruit, respectively. KEs also reported discarding the
340 most plate waste, surplus cooked food or food from previous meals and partially used and

341 unopened products (Figure 4). KEs reported moderate concern in relation to discarded food
342 (between 'a little' and 'a fair amount').

343 **Discussion**

344 This study explored the dynamics of household food waste among younger consumers of
345 convenience food. Profiling based solely on a food-related lifestyle identified five distinct
346 consumer groups, with diverse behavioural characteristics in relation to both the
347 consumption of convenience food and to food waste. Further analysis of the groups'
348 demographic characteristics highlighted differences in income, education and household
349 composition.

350 Three of these groups, Epicures, TCs and KEs, displayed convenience profiles similar to those
351 identified in a large study of food consumers in Great Britain carried out in 2002 (Buckley et
352 al., 2007). Epicures and TCs closely resembled the 'food connoisseurs' and 'home meal
353 preparers' of the 2002 study in their motivations to cook from scratch and their
354 appreciation of home cooking. The third comparable group, KEs, had practically identical
355 convenience food behaviours to the KEs identified in the earlier study; this congruence has
356 been reflected in retention of the group's name.

357 The fourth and fifth groups (CCs and FDs) had very different profiles. CCs did not spend
358 much time preparing food or shopping and whilst they gravitated towards convenience
359 food, gourmet and social aspects of food consumption remained important. FDs in contrast,
360 were manifestly disinterested in all food-related activities. The convenience profile of FDs
361 mirrored that of 'uninvolved food consumers' identified in a pan-European study (Grunert,
362 Brunsø, Bredahl, & Bech, 2001); some behavioural traits also resonated with the British
363 study's segment of 'convenience seeking grazers' (Buckley et al., 2007). The CCs identified
364 here appear to represent a new and distinct group that have pronounced consumerist
365 tendencies.

366 Compared with the other groups CCs and KEs reported demonstrably higher levels of all
367 types of food waste: fresh produce, leftovers and both unopened and partially used
368 foodstuffs. Notably it was these two groups that were the most positive towards
369 convenience food. KE's predilection for ready meals and takeaway food may be related to
370 their reports of poor culinary skills and limited time spent in the kitchen. Studies have

371 shown that the use of convenience food is inversely proportional to cooking ability (Brunner
372 et al., 2010; Hartmann et al., 2013). Unlike KEs, CCs possessed reasonable culinary skills and
373 moderately enjoyed cooking; suggesting that CC's reliance on convenience food was due to
374 other factors.

375 The high proportion of food waste generated by KEs and CCs could be attributable to their
376 apparent lack of advance planning. However, there also appears to be other reasons for
377 their food waste. KEs comprised the group with the largest proportion of single person
378 households. The standard size of pre-packaged food tends to be too large for single person
379 households and yet the cost of smaller formats is disproportionately expensive (Aschemann-
380 Witzel et al., 2015; Evans, 2012; Koivupuro et al., 2012). In contrast to KEs, CCs comprised
381 the largest average household size, which might render them better positioned to take
382 advantage of economies of scale, however CCs were the most wasteful consumer group. It
383 is plausible that their high level of waste is an adjunct to this group's low frequency of
384 consumption of family meals and their need to accommodate 'fussy eaters'. Research
385 indicates that children can disproportionately influence household food waste through plate
386 waste and fussy eating (Cappellini & Parsons, 2013; Evans, 2012). In addition, qualitative
387 evidence suggests that over-provision driven by the desire to be a 'good' provider increases
388 the amount of food going to waste (Carrigan et al., 2006; Evans, 2012; Graham-Rowe et al.,
389 2014).

390 Furthermore, fragmentation of mealtimes encourages greater reliance on convenience
391 food. Warde (1999) offers a sociological perspective on the use of convenience food: he
392 suggests that it is the 'de-routinisation' of people's lives that increases the requirement for
393 convenience food. Family members are often in the wrong place at set mealtimes, for
394 reasons that are either planned or unintended. In this argument, the reason for reliance on
395 convenience food is shifted from time- and labour-saving to time-scheduling (Warde, 1999);
396 CCs might therefore make greater use of convenience food to remedy the temporal
397 problem of meal arrangements. Ethnographic studies note that the time-scheduling issue
398 manifests during the negotiation of daily routines and that unpredicted changes of plan are
399 a major structural cause of food becoming waste (Evans, 2012; Watson & Meah, 2012).

400 CCs were also the most influenced by advertising and the least price-conscious, which may
401 have a bearing on their excessive food purchases and corresponding high level of food

402 waste. Studies indicate that promotional campaigns by supermarkets, such as multi-buy
403 and '*buy one get one free*', encourage unnecessary purchases that lead to additional food
404 waste (Brook Lyndhurst & WRAP, 2010). There may be ways to encourage discount
405 shopping that does not lead to wasteful behaviour, such as vouchers for later purchases or
406 product donation schemes (Dobson & Gerstner, 2010).

407 In contrast with CCs and KEs, Epicures largely rejected convenience food and generated the
408 least food waste overall. Notably, Epicures were the most likely to make shopping lists
409 based on meal plans, consistent with WRAP's advice aimed at reducing food waste (Quested
410 & Luzecka, 2014). Epicures reported wide appreciation for food-related activities, were the
411 most interested in the provenance of their food and cooked from scratch on average five
412 times per week. A greater frequency of cooking is likely to enhance wider skills such as
413 more precise portion control, which in turn reduces food waste (Graham-Rowe et al., 2014;
414 Joerissen et al., 2015).

415 The findings of this study positively reinforce the findings of the previous study carried out
416 in Great Britain in 2002 (Buckley et al., 2007). However, it does have limitations in several
417 areas, which must be considered in discussion. Firstly, our waste measurement was
418 quantified as a discarded amount relative to an amount purchased and therefore can only
419 be interpreted against similarly scored methods. Furthermore, self-reported waste is
420 known to be subject to social pressures, perhaps resulting in under-reporting (Quested,
421 Parry, Eastal, & Swannell, 2011). Nevertheless, the ranking of the level of waste across the
422 various food groups reflects the empirically measured waste data collected by WRAP;
423 namely a pattern of greater waste for fresh vegetables and salads, fresh fruit, bread, meals,
424 dairy and eggs (Quested et al., 2013a). In addition our measure of waste did not distinguish
425 between avoidable and unavoidable waste; some 40% of household food waste is
426 unavoidable being the inedible fraction of food (Quested et al., 2013a). Whilst reported
427 food waste was positively associated with the purchase of convenience food, it is unclear
428 whether this association is causal or if the behaviour patterns that lead to reliance on
429 convenience food also create food waste. Secondly, there are issues in relation to response
430 and sample bias. It is plausible that there is an over-representation of Epicures and under-
431 representation of KEs and FDs because of selection bias towards people interested in food.
432 It is also likely that there is under-representation of both top- and bottom-earners, because

433 the former group have no financial impetus to participate, while the latter group have low
434 levels of internet access.

435 The traditional target groups for household food waste campaigns in the UK are young
436 single professionals, young families and the younger members of lower socioeconomic
437 groups (Brook Lyndhurst, 2007). Food waste messages focus on knowledge and skill
438 limitations of these specific consumers (Brook Lyndhurst, 2007; Flower & Collett, 2014). The
439 profile of the KEs overlaps with these target groups, which support WRAP'S current strategy.

440 However, we have highlighted another distinct consumer group, CCs, whose wasteful
441 behaviour appears to be the result of firmly established behavioural and attitudinal
442 interactions that combine with household dynamics to give rise to increased food waste.
443 CCs represent a large consumer group (more than a quarter of respondents); they strongly
444 identify with a convenience food lifestyle exhibiting distinct consumerist behaviour. On a
445 *per capita* basis CCs bought 13.4% more food compared with the other groups, however
446 reported BMIs were similar to other groups, which suggests that the problem is over-
447 provisioning as opposed to over-consuming. It is evident from their levels of food waste
448 that CCs are habitually discarding their superfluous grocery purchases. These consumerist
449 traits were also apparent in their ownership patterns of convenience-related kitchen
450 equipment, even though they reported limited propensity to cook. Such consumerism may
451 be underpinned by other subtle psychological and sociocultural factors, which need to be
452 considered when developing initiatives to tackle food waste. Further research is needed to
453 elucidate the factors that mediate the positive association between the purchase of
454 convenience food and reported food waste

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562

Tables and Figures

564 **Table 1:** Demographic characteristics of sample n = 928 (number and (%))

	Sample
Gender:	
Male	278 (30%)
Female	650 (70%)
Age Range:	
18-25	244 (26.3%)
26-30	227 (24.5%)
31-35	260 (28.0%)
36-40	197 (21.2%)
Mean	30 years
BMI mean (S.D.)	25.9 kg/m ² (7.0)
Highest level of education attained	
G.C.S.E.	168 (18.1%)
AS/A Level	219 (23.6%)
Further education (diploma etc)	135 (14.5%)
Degree	315 (33.9%)
Postgraduate	91 (9.8%)
Occupational status:	
Employed full time (\geq 30 hrs/wk)	495 (53.3%)
Employed part time (15-29 hrs/wk)	157 (16.9%)
Working less than 15 hrs/wk	17 (1.8%)
Unemployed	43 (4.6%)
Student	85 (9.2%)
Homemaker	91 (9.8%)
Other	40 (4.3%)
No. of people in household:	
1	127 (13.7%)
2	275 (29.6%)
3	230 (24.8%)
4	194 (20.9%)
5	71 (7.7%)
6 or more	31 (3.3%)
Mean household income (S.D.)	£31,825 (24,101)
Regional distribution:	
North East	50 (5.4%)
North West	123 (13.3%)
Yorkshire & The Humber	75 (8.1%)
East Midlands	58 (6.3%)
West Midlands	76 (8.2%)
East of England	79 (8.5%)
London	110 (11.9%)
South East	139 (15%)
South West	93 (10.0%)
Scotland	54 (5.8%)
Wales	54 (5.8%)
Northern Ireland	17 (1.8%)

Table 2: Lifestyle factors and associated Cronbach's α coefficient reliability scores for each factor.

Lifestyle Factor	Cronbach's α
1. Pro convenience food	0.92
2. Cooking satisfaction	0.86
3. Trying new food	0.88
4. Preference for fresh products	0.82
5. Food shopping	0.80
6. Pressed for time	0.78
7. Price conscious	0.77
8. Meal plan	0.80
9. Propensity to waste ingredients	0.82
10. Checking labels	0.79
11. Social eating	0.79
12. Woman's work	0.75
13. Life stress	0.85
14. Regular microwave usage	0.87
15. Snacking in place of meals	0.73
16. Tendency not to cook when alone	0.71
17. Time benefits of convenience food	0.89
18. Specialist shoppers	0.64
19. Cooking ability	0.80
20. Enjoyment of ready meals and takeaways	0.86
21. Influenced by advertising	0.72
22. Organic food products	0.86
23. Value for money – convenience food	0.73
24. Taste/appeal of food	0.79
25. Fussy eaters within the family	0.78
26. Family help	0.69
27. Breakdown of family mealtimes	0.79

567 Lifestyle factors 25, 26 and 27 were not included in the cluster analysis because these factors excluded single person
568 households.

Table 3: Categorisation of respondents based on mean score and Tukey Honestly Significant Differences or Games-Howell tests where appropriate.

	Epicures	Traditional consumers	Casual consumers	Food detached consumers	Kitchen evaders
Pro convenience food	Very negative	Slightly negative	Positive	Negative	Positive
Cooking satisfaction	Highest	High	Moderate	Low	Lowest
Trying new food	Most willing	Willing	Moderately willing	Not willing	Not willing
Preference for fresh products	Highest	High	Marginal	Marginal	Marginal
Food shopping	Most likely to enjoy	Likely to enjoy	Don't enjoy	Don't enjoy	Least likely to enjoy
Pressed for time	Least	Somewhat	Somewhat	Neither agree nor disagree	Most
Price conscious	Most	Very	Least	Price conscious	Price conscious
Meal plan	Most likely	Likely	Sometimes	Sometimes	Least likely
Propensity to waste ingredients	Very unlikely	Somewhat unlikely	Likely	Unlikely	Neither likely nor unlikely
Checking labels	Likely	Likely	Somewhat likely	Least likely	Least likely
Social eating	Important	Important	Important	Not important	Not important
Woman's work	Disagree	Disagree	Indifferent	Disagree	Strongly disagree
Life stress	Very low	Low	Moderate	Very low	Moderate
Regular usage of microwave	Least likely	Rather unlikely	Most likely	Unlikely	A little unlikely
Snacking in place of meals	Very unlikely	Unlikely	More likely	Very unlikely	More likely
Tendency not to cook when alone	Very unlikely	Somewhat likely	Somewhat likely	Somewhat likely	Very likely
Time benefits of convenience food	Least appreciative	Appreciate	Appreciate	Somewhat appreciate	Most appreciative
Specialist shoppers	Most likely	Indifferent	Indifferent	Unlikely	Unlikely
Cooking ability	Very competent	Competent	Average	Low	Lowest
Enjoyment of ready meals and takeaways	Very low	Somewhat low	High	Low	High
Influenced by advertising	Unlikely	Indifferent	Most likely	Least likely	Unlikely
Organic food products	May buy	May buy	May buy	Unlikely to buy	Most unlikely to buy
Value for money - convenience food	Disagree	Slightly disagree	Somewhat agree	Slightly disagree	Somewhat agree
Taste/appeal of food	Extremely important	Extremely important	Important	Very Important	Highly important

573 **Table 4:** Responses to family-orientated questions by cluster membership (multiple person households only: $n = 763$)

	Epicures	Traditional consumers	Casual consumers	Food detached consumers	Kitchen evaders	<i>P</i> -value
Fussy eaters in the family	Very unlikely	Unlikely	Likely	Unlikely	Likely	$P < 0.001$
Family helps with food preparation	Likely	Likely	Likely	Unlikely	Unlikely	$P < 0.001$
Breakdown of family mealtimes	Strongly disagree	Disagree	Agree	Disagree	Somewhat disagree	$P < 0.001$

574

575 **Table 5:** Average weekly frequency of various convenience food behaviours by cluster group (cluster ranking)

	Epicures	Traditional consumers	Casual consumers	Food detached consumers	Kitchen evaders	<i>P</i> -value
Cook a meal from ingredients	5.1 (1)†	4.1 (2)†	2.6 (4)†	3.3 (3)†	2.0 (5)†	$P < 0.001$
Buy a takeaway meal to eat away from home	0.1 (5)a	0.2 (4)	0.5 (1)†	0.2 (3)	0.3 (2)a	$P < 0.001$
Buy a takeaway meal to eat at home	0.3 (5)ab	0.4 (3)cd	0.7 (2)ace	0.3 (4)ef	0.7 (1)bdf	$P < 0.001$
Go out for a meal	0.4 (3)	0.4 (4)b	0.6 (1)ab	0.3 (5)a	0.4 (2)	$P = 0.001$
Do not eat a 'proper' meal just snack	0.3 (5)abc	0.8 (3)ad	1.0 (2)be	0.5 (4)ef	1.4 (1)cdf	$P < 0.001$
Eat ready meals	0.3 (5)†	0.7 (3)	1.0 (2)†	0.5 (4)	1.5 (1)†	$P < 0.001$
Ready meal form:						
Frozen	0.1 (5)†	0.4 (3)ab	0.8 (2)ac	0.3 (4)cd	0.8 (1)bd	$P < 0.001$
Chilled	0.2 (5)†	0.5 (3)ab	0.7 (2)ac	0.4 (4)cd	0.8 (1)bd	$P < 0.001$
Tinned	0.1 (5)abc	0.1 (4)bd	0.5 (1)ade	0.2 (3)e	0.3 (2)c	$P < 0.001$
Dried	0.1 (5)†	0.3 (3)ab	0.6 (1)ac	0.2 (4)cd	0.5 (2)bd	$P < 0.001$
Ready meal type:						
Ethnic	0.2 (5)abc	0.4 (3)ad	0.7 (1)bde	0.3 (4)e	0.5 (2)c	$P < 0.001$
Healthy	0.1 (5)abc	0.2 (3)ad	0.6 (1)bde	0.2 (4)e	0.4 (2)c	$P < 0.001$
Traditional	0.2 (5)a	0.5 (3)	0.9 (1)†	0.5 (4)	0.6(2)a	$P < 0.001$
Vegetarian or meat free	0.1 (5)†	0.2 (4)	0.6 (1)†	0.3 (3)	0.3 (2)	$P < 0.001$
Organic	0.0 (5)a	0.1 (2)a	0.4 (1)†	0.1 (4)	0.1 (3)	$P < 0.001$
Fish-based	0.1 (5)a	0.2 (2)a	0.5 (1)†	0.1 (4)	0.2 (3)	$P < 0.001$
Pizza	0.3 (5)†	0.5 (4)ab	0.9 (1)ac	0.5 (3)cd	0.8 (2)bd	$P < 0.001$

576 Rank order for reported behaviour in brackets ("1" = highest reported consumption frequency, "5" = lowest reported
 577 consumption frequency). † Indicates that the mean frequency is statistically different from all other groups. Pairs with the same
 578 letter denote significantly different means.

579 **Table 6:** Demographic characteristics by cluster membership

	Epicures (n = 135)	Traditional consumers (n = 255)	Casual consumers (n = 246)	Food detached consumers (n = 151)	Kitchen evaders (n = 141)	P-value
Male	35 (25.9%)	68 (26.7%)	96 (39.0%)	47 (31.1%)	32 (22.7%)	P = 0.004
Female	100 (74.1%)	187 (73.3%)	150 (61.0%)	104 (68.9%)	109 (77.3%)	
Average Age (yrs) (SEM)	30.3 (0.5)	30.5 (0.4)	29.5 (0.4)	30.9 (0.5)	28.5 (0.5)	P = 0.004
Highest level of education:						
G.C.S.E.	10 (7.4%)	43 (16.9%)	52 (21.1%)	34 (22.5%)	29 (20.6%)	P = 0.002
AS/A level	29 (21.5%)	48 (18.8%)	62 (25.2%)	34 (22.5%)	46 (32.6%)	
Further Education	20 (14.8%)	39 (15.3%)	32 (13.0%)	25 (16.6%)	19 (13.5%)	
Degree	56 (41.5%)	93 (36.5%)	76 (30.9%)	48 (31.8%)	42 (29.8%)	
Postgraduate	20 (14.8%)	32 (12.5%)	24 (9.8%)	10 (6.6%)	5 (3.5%)	
Annual Household Income (£) (SEM)	39,342 (3,527)	33,392 (1,188)	31,423 (1,429)	29,500 (1,458)	24,989 (1,335)	P < 0.001

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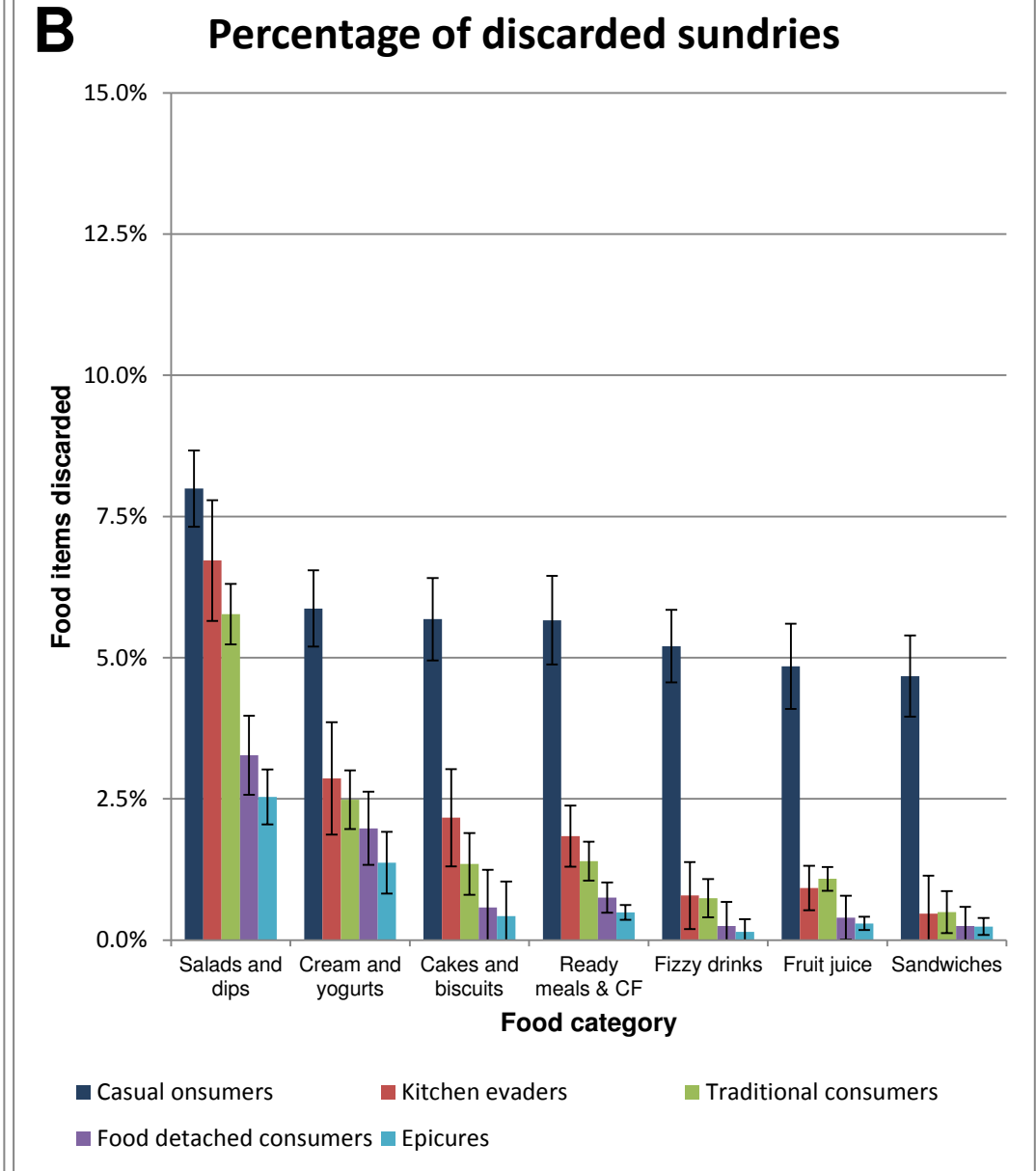
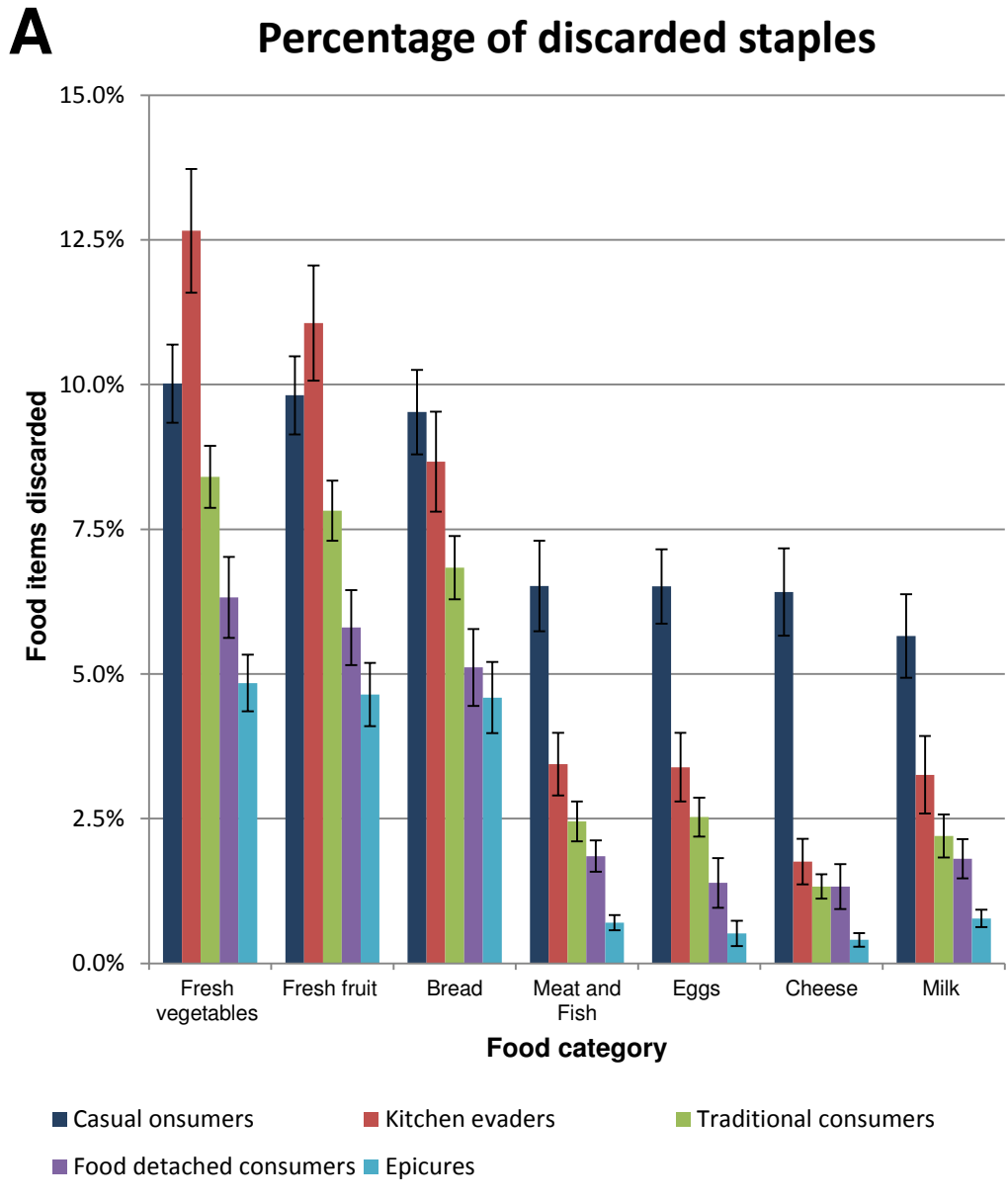
581 **Table 7:** Household structure by cluster membership

	Epicures (n = 135)	Traditional consumers (n = 255)	Casual consumers (n = 246)	Food detached consumers (n = 151)	Kitchen evaders (n = 141)	P-value
No. of people in household:						
1	17 (12.6%)	33 (12.9%)	26 (10.6%)	23 (15.2%)	28 (19.9%)	P < 0.050
2	54 (40.0%)	80 (31.4%)	58 (23.6%)	34 (22.5%)	49 (34.8%)	
3	31 (23.0%)	61 (23.9%)	72 (29.3%)	37 (24.5%)	29 (20.6%)	
4	17 (12.6%)	56 (22.0%)	57 (23.2%)	40 (26.5%)	24 (17.0%)	
5	13 (9.6%)	15 (5.9%)	25 (10.2%)	11 (7.3%)	7 (5.0%)	
6 or more	3 (2.2%)	10 (4.0%)	8 (3.2%)	6 (4.0%)	4 (2.8%)	
Mean household size (SEM)	2.7 (0.1)	2.9 (0.1)	3.1 (0.1)	3.0 (0.0)	2.6 (0.1)	P = 0.007

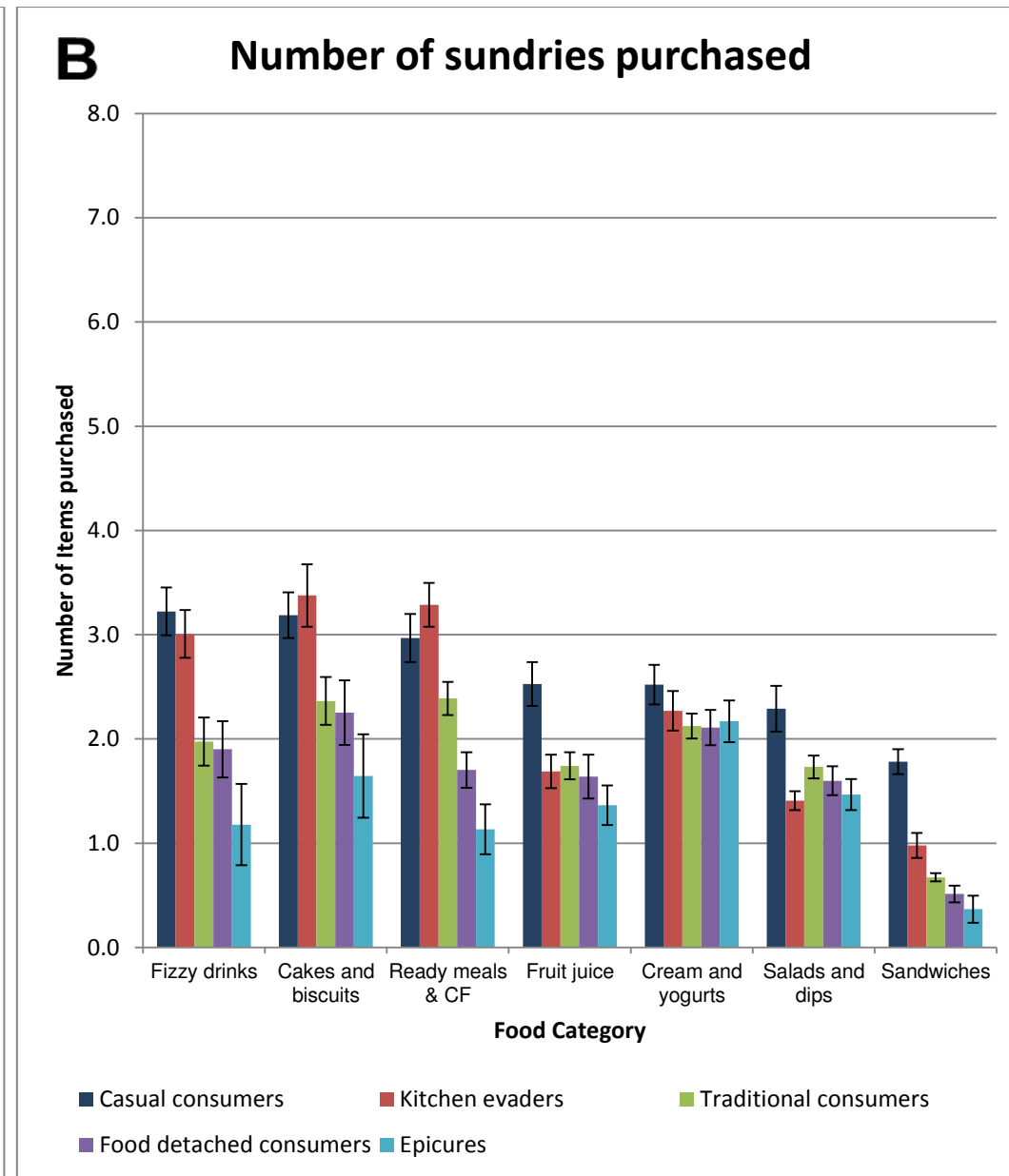
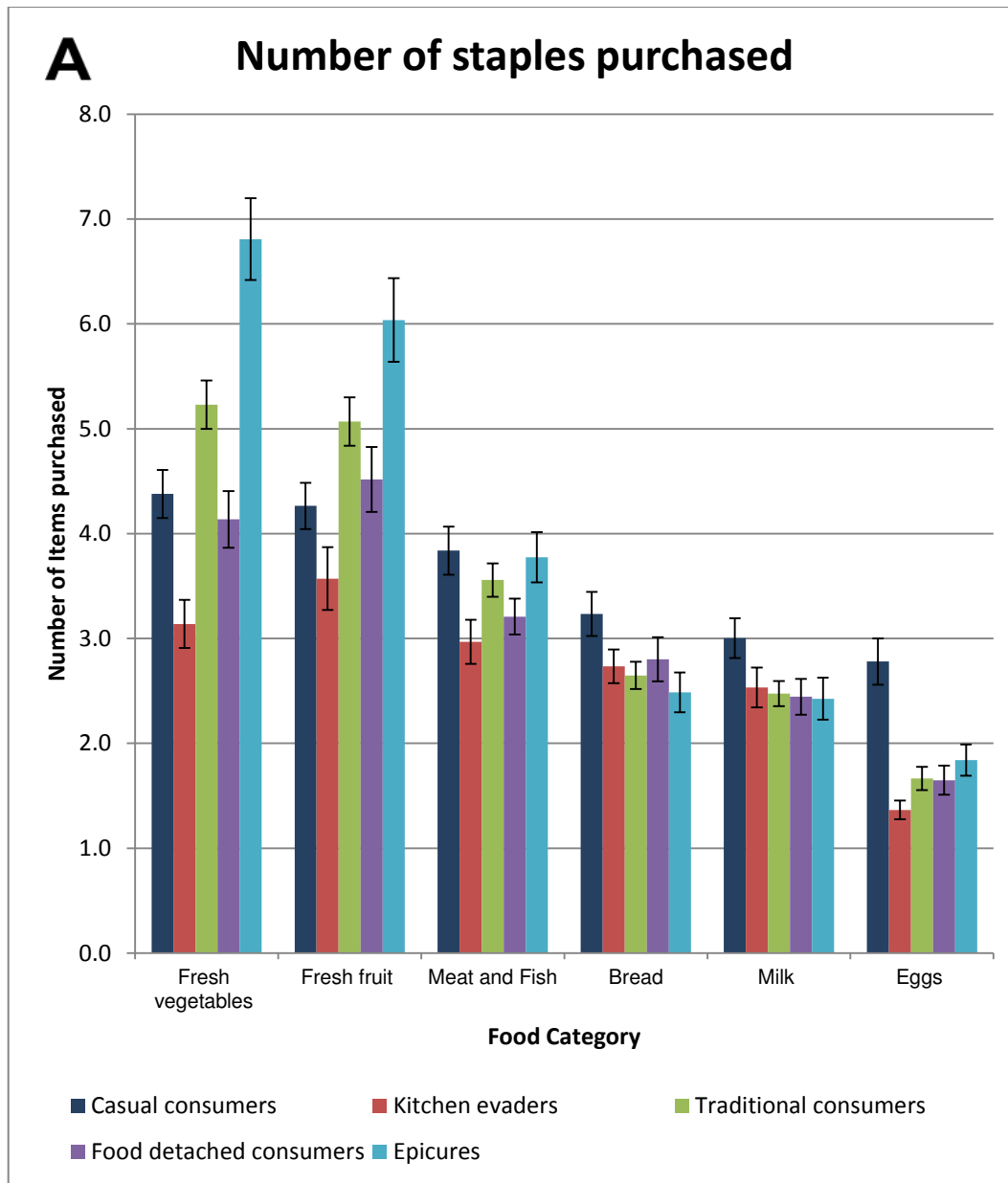
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Table 8: Percentage ownership of kitchen equipment by cluster membership (rank order)

	Epicures	Traditional consumers	Casual consumers	Food detached consumers	Kitchen evaders
Microwave	88.1% (5)	92.2% (3)	95.1% (1)	90.7% (4)	92.2% (2)
Dishwasher	43.7% (2)	41.2% (3)	43.9% (1)	37.1% (4)	25.5% (5)
Food processor	65.9% (1)	49.8% (2)	39.8% (3)	33.8% (4)	20.6% (5)
Ice cream maker	14.1% (1)	9.0% (3)	10.2% (2)	4.0% (4)	0.7% (5)
Cappuccino/Espresso maker	30.4% (1)	28.2% (2)	24.4% (3)	15.9% (4)	14.9% (5)
Bread maker	27.4% (1)	22.7% (2)	22.0% (3)	18.5% (4)	8.5% (5)
Electric knife	11.9% (2)	10.6% (4)	13.8% (1)	11.3% (3)	5.7% (5)
Sandwich toaster	51.1% (3)	60.0% (1)	57.3% (2)	51.0% (4)	46.8% (5)
Electric potato peeler	0.7% (5)	3.1% (3)	4.5% (1)	3.3% (2)	1.4% (4)
Juicer	27.4% (3)	31.4% (2)	32.9% (1)	17.9% (4)	14.9% (5)



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 585 **Figure 1:** Percentage of food waste by cluster membership
 586 CF = convenience food; Error bars show standard error of mean



587 **Figure 2:** Number of food items purchased by cluster membership

588 CF = convenience food; Error bars show standard error of mean

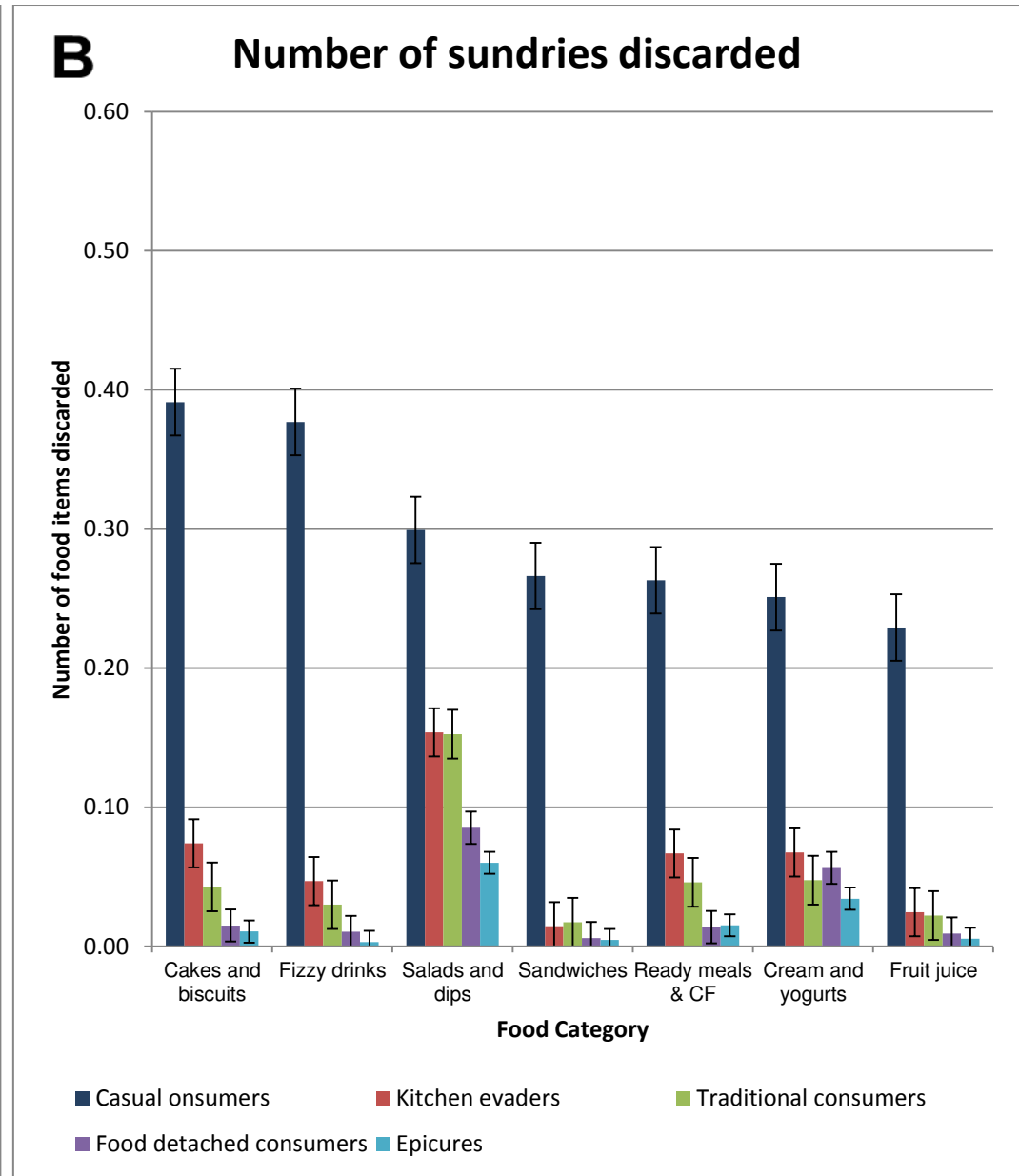
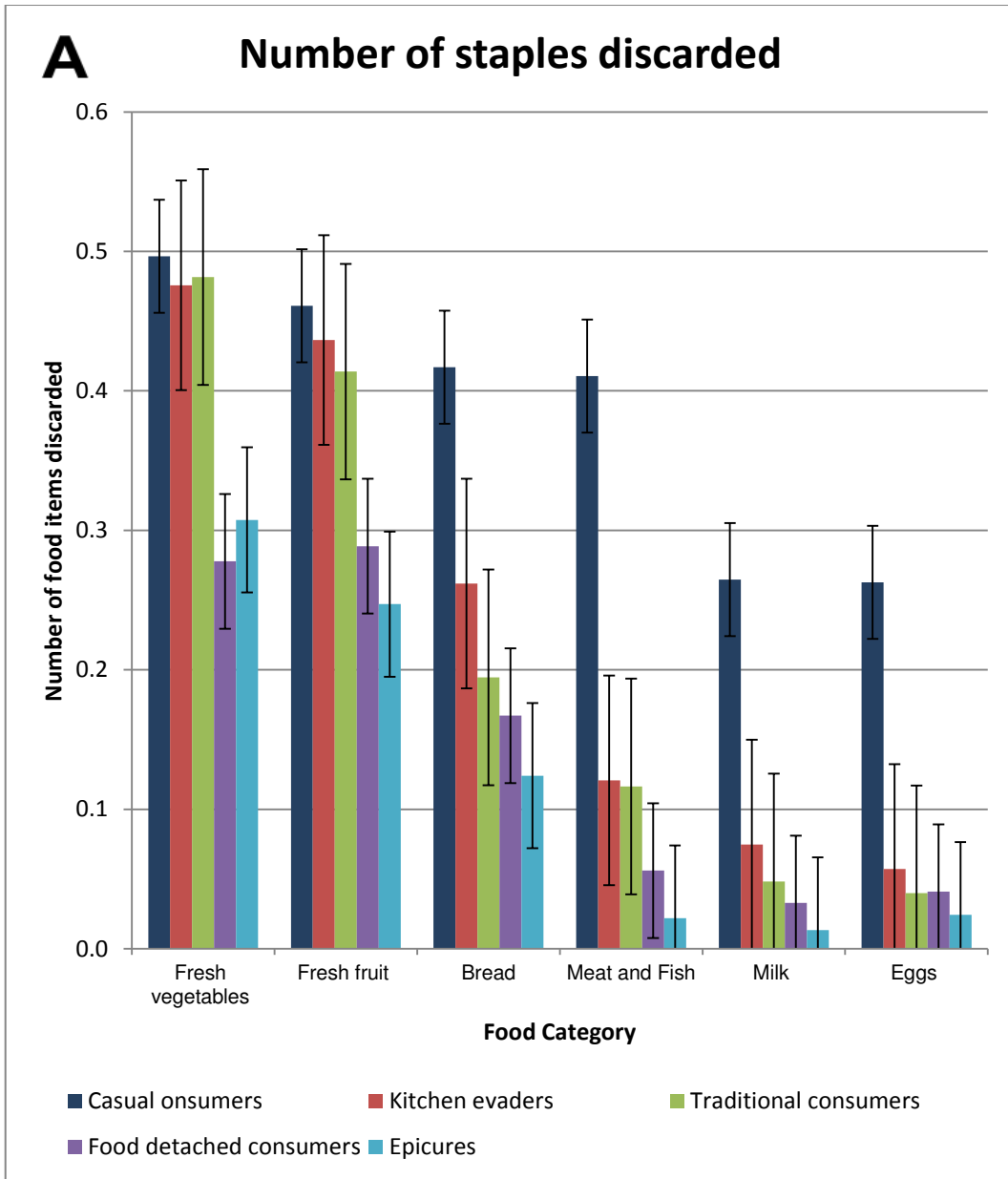
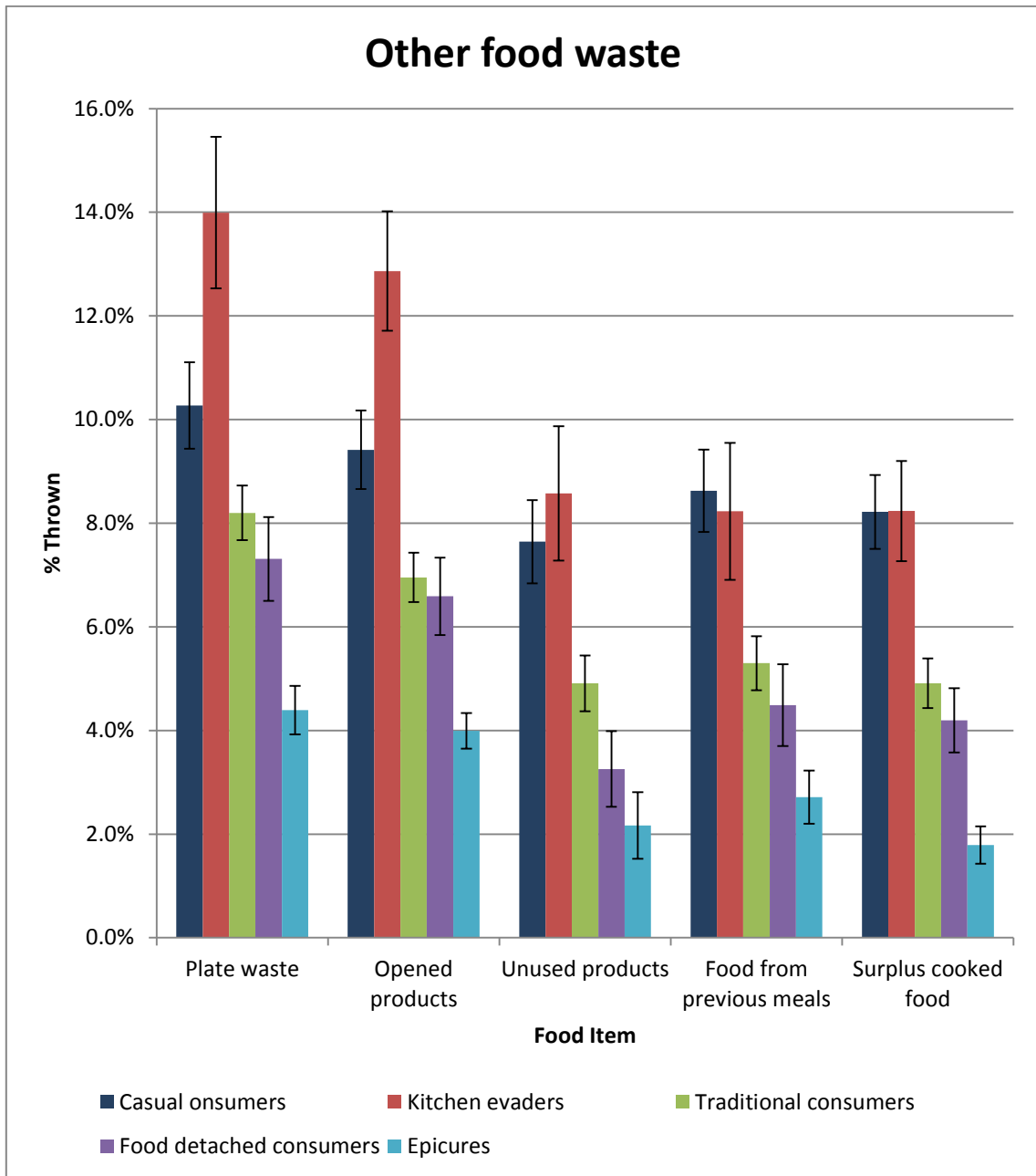


Figure 3: Number of food waste items by cluster membership

CF = convenience food; Error bars show standard error of mea

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Figure 4: Percentage of other food waste by cluster membership
 Error bars show standard error of mean

598 **Table A1:** Statements underlying each lifestyle factor

Lifestyle Factor
<p>1. Pro convenience food</p> <p>We use a lot of ready-to-eat foods in our household Convenience food products are very important to me One of the reasons I use convenience foods is to reduce the amount of washing up Convenience foods are nutritious I choose easy, quick-to-prepare foods for weekday evening meals Convenience foods allow me to have something that I wouldn't normally know how to cook I am interested in convenience food products Convenience foods are safe I choose foods that don't create much, if any, washing up Ready meals are a good thing I feel very involved with convenience food products</p> <p>2. Cooking satisfaction</p> <p>I don't like spending too much time cooking Cooking is a task that is best over and done with I love spending time in the kitchen preparing food Preparing meals gives me a lot of satisfaction I enjoy preparing meals from scratch</p> <p>3. Trying new food</p> <p>I look for ways to prepare unusual meals I love to try recipes from other countries Recipes and articles about food from other cuisines make me experiment in the kitchen I like to try new foods that I have never tasted before I like to try out new recipes</p> <p>4. Preference for fresh products</p> <p>I prefer fresh products to tinned or frozen products It is important to me that food products are fresh I prefer to buy meat and vegetables fresh rather than frozen I prefer to buy meat and vegetables fresh rather than tinned</p> <p>5. Food shopping</p> <p>Shopping for food does not interest me at all I just love shopping for food I try to do my food shopping as quickly as possible I do not like to spend too much time shopping for food Food shopping takes up too much of my time</p> <p>6. Pressed for time</p> <p>I am always looking to save time I am often rushing to get everything done I am always in a rush</p> <p>7. Price conscious</p> <p>It is important to me that I get quality for money I compare prices between various brands of the same product in order to get the best value for money I notice price changes in products I regularly buy I always check prices, even on small items I always try to get the best quality for the best price</p> <p>8. Meal Plan</p> <p>Usually I do not decide what to buy until I am in the shop I always plan what we are going to eat a couple of days in advance Before I go shopping for food, I make a list of everything I need I make a shopping list to guide my food purchases What we are going to have for dinner is very often a last-minute decision Cooking needs to be planned in advance</p>

 Lifestyle Factor

9. Propensity to waste ingredients

I find that I often have to throw away ingredients when cooking a meal from scratch
 Throwing out leftover ingredients is all too common in my household
 For me the solution to throwing out leftover ingredients is to buy convenience foods
 I often find that I buy ingredients, use them once, then leave them in the cupboard and never use them again

10. Checking labels

Product information is highly important to me. I need to know what the food product contains
 I compare product information labels to decide which brand to buy
 I compare labels to select the most nutritious food

11. Social eating

Dining with friends is an important part of my social life
 Going out for dinner is a regular part of our eating habits
 Mealtimes are a good opportunity for conversation
 I enjoy going to restaurants with family and friends
 I we often get together with friends to enjoy an easy-to-cook casual dinner
 When I serve dinner to friends, the most important thing is that we are together

12. Woman's work

It is the woman's responsibility to keep the family healthy by providing a nutritious diet
 The responsibility for shopping and cooking should be equally shared between husband and wife
 I consider the kitchen to be a woman's domain

13. Life stress

In the last month difficulties were piling up so high that I could not overcome them
 Recently I have been unable to control the important things in my life

14. Regular microwave usage

I regularly use the microwave to cook my evening meal during the week
 I regularly use the microwave to cook my evening meal at the weekend

15. Snacking in place of meals

I eat before I get hungry, which means that I am never hungry at meal times
 In our house, snacking is more common than set mealtimes
 I eat whenever I feel the slightest bit hungry
 I snack a lot when I am at home on my own

16. Tendency not to cook when alone

I don't usually prepare a proper meal when it's just me
 I don't enjoy cooking just for myself

17. Time benefits of convenience food

Takeaway meals are convenient
 Convenience food saves time
 Eating convenience food allows me more time to relax
 Convenience food allows more time for other activities
 Takeaway meals are a good last minute meal solution
 Ready meals are a good back up to have at home
 Ready meals are convenient

18. Specialist shoppers

I like buying food products in specialist shops where I can get expert advice (e.g. butcher, fishmonger, delicatessen)
 I do not see any reason to shop in specialist food shops
 I like to know what I am buying, so I often ask questions in shops when I buy food

 Lifestyle Factor

19. Cooking ability

Being praised for my cooking raises my self-esteem

I am an excellent cook

Eating is to me a matter of touching, smelling, tasting and seeing, all the senses are involved. It is a very exciting sensation

Meal preparation brings a bit of pleasure into my life

I am very creative when preparing meals

I choose meals that have been prepared by someone else because they do it much better than I can

I avoid preparing new dishes because I do not have the culinary skills to do so

20. Enjoyment of ready meals and takeaways

Eating ready meals is a pleasant experience

Eating takeaway meals is beneficial to me

Consuming convenience foods brings pleasure into my life

Takeaway meals are a good thing

Eating takeaway meals is a pleasant experience

Eating ready meals is beneficial to me

21. Influenced by advertising

I have more confidence in food products that I have seen advertised than in unadvertised products

I use the media to identify special offers on food products and plan to take advantage of them when I go shopping

I am influenced by what other people say about a food product

Information from advertising helps me to make better buying decisions

22. Organic food products

I make a point of using organic food products

I always buy organically grown food products when I can

I don't mind paying a premium for organic products

The naturalness of the food that I buy is an important quality to me

I try to avoid food products with additives

I prefer to buy natural products, i.e. products without preservatives

23. Value for money – convenience food

Convenience foods are not that expensive

Convenience foods are overpriced

Ready meals are good value for money

Takeaway meals are worth the extra cost

Convenience foods are not good value for money

24. Taste/appeal of food

The taste of food is important to me

When cooking taste is the most important consideration

Enjoying the taste of a food is important to me when I am eating

I enjoy a good meal

25. Fussy eaters within the family

There is always at least one person in my family who often needs a separately prepared meal

Certain members of the family have different tastes in food to the rest of the family

Certain members of the family are choosy about what they eat

26. Family help

The children or other members of the family always help in the kitchen e.g. they peel and cut up vegetables

My family helps with other mealtime chores, such as setting the table and washing up

When I do not really feel like cooking, I can get one of the other members of my family to do it

27. Breakdown of family mealtimes

In my house family members often have their meals at separate times

It is difficult for us to have a family meal together
