

KITCHE

Kent County Council Research Project FINDINGS AT A GLANCE

WE ASKED 673 PEOPLE ABOUT THEIR FOOD WASTE BEHAVIOUR
IN KENT THROUGH A 29-QUESTION SURVEY

WE ALSO DID AN IN-DEPTH QUALITATIVE FOLLOW
UP WITH 7 KENT HOUSEHOLDS WHO TRIALLED THE
KITCHE APP OVER 2 WEEKS

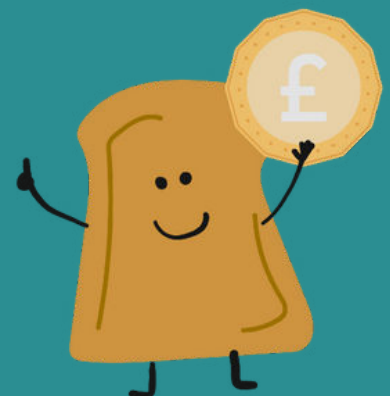
IN ADDITION, WE WERE
ABLE TO GATHER DATA
ABOUT OUR 697 KITCHE
APP USERS IN KENT FOR
FURTHER INSIGHTS!



Our initial findings

survey data

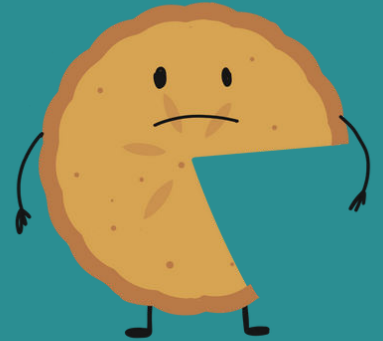
GIVEAWAY INCENTIVES WERE A REALLY GREAT
WAY TO GET SURVEY PARTICIPANTS. WE
OFFERED UP AN AIR FRYER AND £100 WORTH OF
SUPERMARKET VOUCHERS TO A LUCKY WINNER
AND RECEIVED 673 SURVEY RESPONSES!



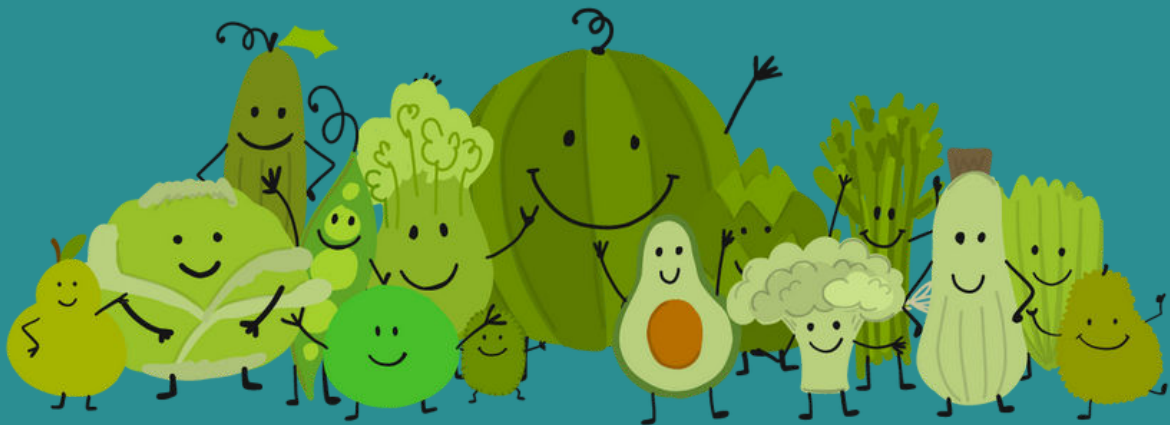


89% OF KENT RESIDENTS SITED 'ENVIRONMENTAL CONCERNS' AS A MOTIVATION FOR REDUCING WASTE, 77% SAID "TO SAVE MONEY!"

OVER HALF KENT RESIDENTS HAVE USED FOOD WASTE APPS, 62.52% OF THEM SAID "THEY HAVEN'T BEEN USING THEM ENOUGH" (THIS NEEDS TO CHANGE!)



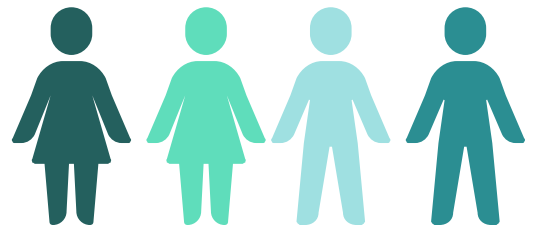
25% OF KENT RESIDENTS SAID THEY DIDN'T GET ANY TIPS, HACKS OR RESOURCES TO HELP THEM REDUCE THEIR WASTE. WHILE 55% OF PEOPLE SAID THEY GET THEIR TIPS FROM 'FAMILY AND FRIENDS!'



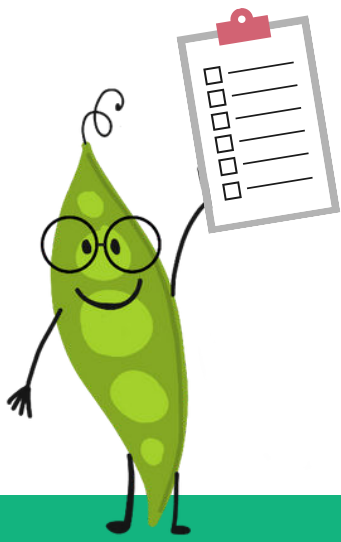
In-depth insights

qualitative research

WE FOUND THAT PEOPLE HAD REALLY DIFFERENT FOOD WASTE BEHAVIOURS!



SOME PEOPLE HAD REALLY BAD STORAGE HABITS, WHILE OTHERS BOUGHT TOO MUCH! SOME PEOPLE WERE BAD AT KNOWING WHAT TO DO WITH PRODUCE, WHILE OTHERS DIDN'T PLACE VALUE ON THEIR FOOD!



WE DISTINGUISHED BETWEEN PLANNERS AND IMPROVISERS. BOTH GROUPS WERE SUSCEPTIBLE TO FOOD WASTE IN DISTINCT WAYS AND AT DIFFERENT POINTS IN THEIR DAY



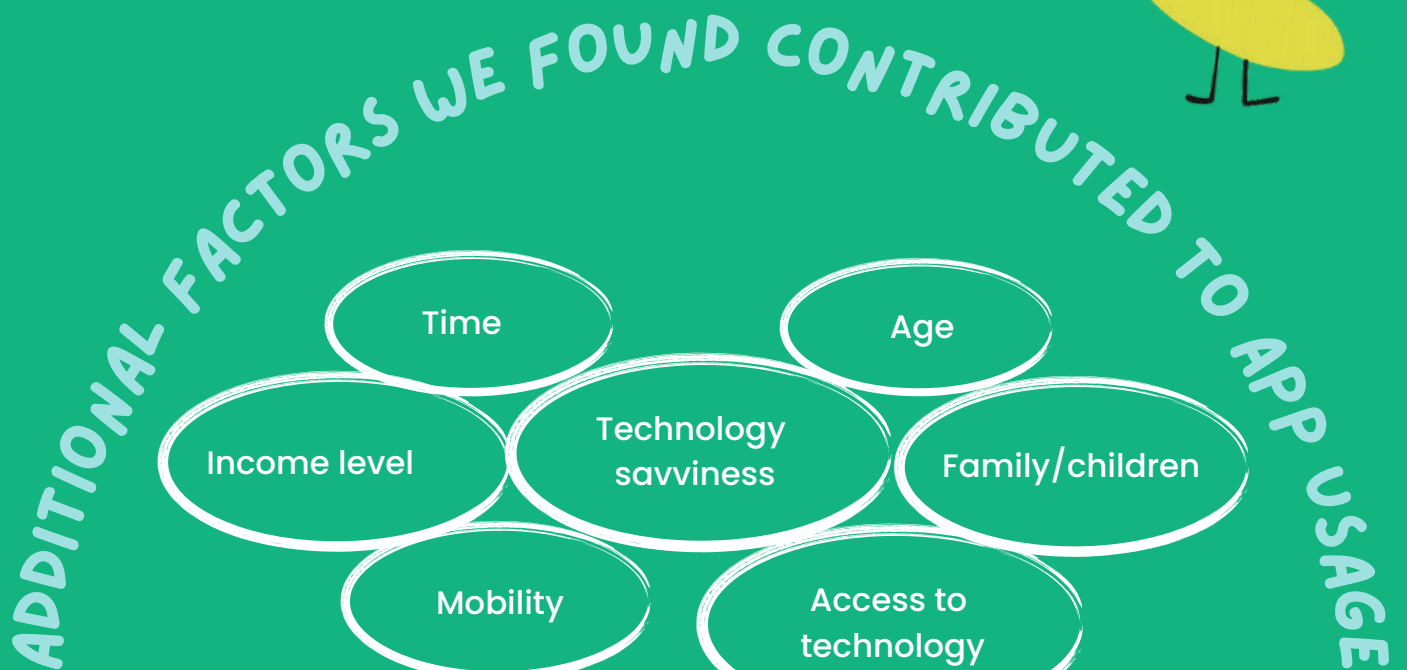
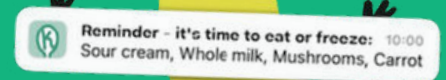
WE FOUND THAT DIFFERENT FEATURES OF THE KITCHE APP WERE SUITED TO DIFFERENT TYPES OF FOOD WASTERS.

qualitative research



RECIPES, FOR INSTANCE, WERE REALLY HELPFUL FOR THOSE WHO WEREN'T CONFIDENT IN THE KITCHEN.

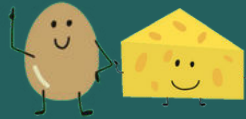
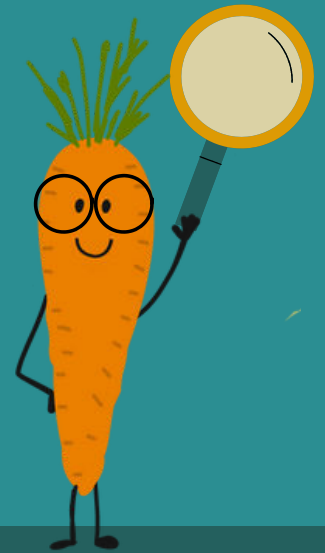
WHILE NOTIFICATIONS WERE USEFUL FOR THOSE WITH BAD STORAGE HABITS!



App usage data

app data

THE APP DATA BASED OFF A SAMPLE OF 697 KENT APP USERS SHOWED INTERESTING DATA ABOUT FOOD WASTE BEHAVIOUR PATTERNS AND DISTRICT LEVEL DIFFERENCES. WE ALSO UNCOVERED MOST WASTED, USAGE TIMES AND AVERAGE PRICES BY FOOD CATEGORY



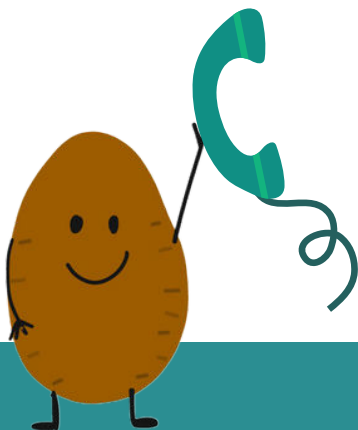
MOST WASTED



LEAST WASTED

What's next?

If you want to see the full report including our discussion and next steps or are interested in working with Kitche to fight food waste, please get in touch!



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