

HomePlate National Survey: How older people eat at home

Survey carried out by Square Holes,
thanks to the support of The Wicking Trust.



2,496
older people
surveyed nationally

BENEATH THE SURFACE, CRACKS ARE SHOWING

- 21% rate their eating as truly excellent, most describe it as merely “good enough”
- 25% report a fair, poor or extremely poor appetite
- 38% say the way they eat or enjoy food has changed due to health, lifestyle or life circumstances

AND FOR MANY IT’S ALREADY GETTING HARDER

- 33% say the cost of food makes it hard to eat well
- 29% say they don’t have enough energy or motivation to eat well
- 70% of people aged 85+ don’t enjoy or feel confident cooking

THE POWER OF SHARING FOOD

- 33% rarely or never eat meals outside the home
- 37% of people living alone rarely or never share a meal with others
- 44% would like to share meals more often, rising to 50% for those living alone

WHAT GETS IN THE WAY?

- Cost of food
- Not enough energy or motivation
- Not wanting to waste food
- Cooking for one feels unappealing
- Taste changes or loss of appetite

THE FOUR INGREDIENTS OF EATING WELL

- 1 Capability**
Skills, confidence and physical ability
- 2 Opportunity**
Access to food, support and services
- 3 Motivation**
Energy, appetite and enjoyment
- 4 Information**
Simple recipes and guidance

