

Supplementary File S3

Minitab 19: One-way ANOVA output results ($n = 965$) with Tukey's post-hoc comparisons

Means comparison of consumers rating of Food Waste and Packaging Waste as an environmental issue.

Environmental Issues (Packaging Waste Vs Food Waste) rated on a 5-point Likert Scale

Analysis of Variance	Mean	Standard deviation	<i>n</i>
1= Not an environmental issue	1.78	1.56	9
2= Small issue	2.33	0.99	51
3= Moderate issue	2.99	0.78	189
4= Large issue	3.32	0.89	308
5= Extreme environmental issue	3.87	1.16	408
ANOVA for PackagingWaste: F (4,960) = 50.2, $P = 0.000$			

Tukey's post hoc comparisons

Comparison of levels	Estimate	Difference in means 95% confidence interval [†]	<i>P</i> -value
2-1	0.56	(-0.44, 1.55)	0.547
3-1	1.22	(0.28, 2.16)	0.004**
4-1	1.55	(0.62, 2.48)	0.000***
5-1	2.09	(1.17, 3.02)	0.000***
3-2	0.66	(0.23, 1.10)	0.000***
4-2	0.99	(0.58, 1.41)	0.000***
5-2	1.54	(1.13, 1.95)	0.000***
4-3	0.33	(0.08, 0.58)	0.004***
5-3	0.88	(0.63, 1.12)	0.000***
5-4	0.08	(0.34, 0.75)	0.000***

[†] Estimated using Tukey's HSD

Sig = Statistical Significance Rating: * P -value < 0.005; ** P -value < 0.01; *** P -value < 0.001;