

Supplementary File S1

Alternative hypotheses and their corresponding statistical tests conducted in Minitab 19.

Alternative Hypotheses	Statistical Tests (with references)
H1 There are differences between consumer perceptions when considering packaging and its role in reducing food waste across demographic profiles of gender, age, residential state, living arrangements, education, and income.	Principal Component Analysis (Appendix 2) PCA Clustered Groups Matrix (Figure 1) Tabled Results: Descriptive Statistics (Table 1)
H2 There are differences between consumers' rating of food waste and food packaging's perceived environmental impact.	One-Way ANOVA with Tukey Post-hoc Comparisons (Appendix 3) Graphed Results: Interval Plots (Figure 2)
H3 There are differences between consumers' motivational levels to reduce household food waste across demographic profiles and opinions on whether packaging reduces food waste.	ANOVA General Linear Model (Appendix 4) Graphed Results: Main Effects Plot (Figure 3)
H4 Consumers' level of concern over food waste and its environmental impact relates to their perceived value of packaging as a strategy to reduce food waste.	ANOVA General Linear Model (Appendix 4) Tabled Results: (Table 2)