







**Supplementary material. Table S1.** Examples of how the photographic data were classified

For individuals who used their hands as a measure of scale, a measurement of the hand by ruler was included.	
The researcher categorised the food as teabag, drinks category, NOVA 1, preparation phase and unavoidable. Weight of teabag was estimated using the novel library of standard photographs, by direct weighing of the food observed in the photograph.	
The researcher categorised the food as red pepper, vegetable category, NOVA 1, preparation phase and potentially avoidable. Weight of pepper was estimated using the novel library of standard photographs, by direct weighing of the food observed in the photograph.	
The researcher categorised the food as peas, vegetable category, NOVA 1, consumption phase and avoidable. Weight of one pea was estimated using the novel library of standard photographs, by direct weighing of one pea and then counting the peas in the photograph and multiplying accordingly.	
The researcher categorised each food separately. First, cucumber, vegetable category, NOVA 1, preparation phase and avoidable. Weight of cucumber slice was estimated using the novel library of standard photographs, by direct weighing of the food observed in the photograph. Second, red onion, vegetable category, NOVA 1, preparation phase, unavoidable. Weight of red onion peeling was estimated by using the novel library of standard photographs, by direct weighing of the estimated volume of food as calculated by measure of scale observed in the photograph.	
The researcher categorised the food as cake, sweet category, NOVA 4, consumption phase and avoidable. As cake (density unit of 0.415) is included in the FAO/INFOODS Density Database, the approximate volume of cake was estimated based on a visual estimate of the photograph and applied to the density unit to calculate a weight.	

**Supplementary Materials. Table S2.** Measure of variance: mean and standard deviation of household groups showing statistical significance

Demographic Variable	Food Waste Category	Minimum (g)	Maximum (g)	Mean (g)	Standard deviation (g)
One-person household	Avoidable	0	3418	688	828
	Unavoidable	27	657	360	219
	Potentially Avoidable	0	2544	305	604
Two-person household	Avoidable	0	1402	192	281
	Unavoidable	5	1053	364	225
	Potentially Avoidable	4	719	208	179
Three-person household	Avoidable	3	1489	489	414
	Unavoidable	0	811	207	221
	Potentially Avoidable	19	543	170	166
Four or more person household	Avoidable	13	1693	378	354
	Unavoidable	36	2953	369	519
	Potentially Avoidable	0	661	163	161
Post-graduate group	Avoidable	0	1489	339	355
	Unavoidable	0	2953	328	397
	Potentially Avoidable	0	701	182	155
Degree group	Avoidable	0	3418	475	686
	Unavoidable	4	811	370	220
	Potentially Avoidable	0	2544	293	478
Below degree group	Avoidable	0	1402	440	481
	Unavoidable	5	1053	303	375
	Potentially Avoidable	0	264	71	82