

Appendix

Table A.1. Survey items per construct, including mean, standard deviation, corrected item-total correlation (r_{pbis}) per item, as well as internal reliability (Cronbach's α).

Questions per construct	M	SD	Cronbach's α	M	SD	r_{pbis}
Intentions	5.99	1.48	0.94			
I try to waste no food at all.				6.13	1.43	0.86
I always try to eat all purchased foods.				6.02	1.45	0.87
I try to produce only very little food waste.				5.86	1.51	0.85
I aim to use all leftovers.				5.95	1.52	0.81
Attitudes						
Personal attitudes	5.30	1.71	0.76			
It is unnecessary to waste food: it can always be used in some way.				5.15	1.66	0.60
It is immoral to discard foods while other people in the world are starving.				4.81	1.83	0.64
It upsets me when unused products end up in the waste bin or garburator.				5.93	1.41	0.57
Financial attitudes	5.54	1.79	0.61			
I think that wasting food is a waste of money.				6.47	0.96	0.30
I cannot afford to pay for foods that are then discarded.				4.81	1.93	0.37
Saving money does not motivate me to discard less food.*				5.34	1.89	0.41
I rarely think about money when I throw away food.*				5.51	1.79	0.52
Environmental attitudes	5.81	1.66	0.6			
Throwing out food does not have an environmental impact.*				6.25	1.34	0.45
I rarely think about the environment when I throw away food.*				5.37	1.82	0.45
Food safety attitudes	2.83	1.88	0.64			
I believe that the risk of becoming ill as a result of eating food past its "best before" date is high.				3.53	1.80	0.41
I am not worried that eating leftovers results in health damage.*				3.14	2.19	0.38
I think that consuming leftovers is harmless.*				1.98	1.43	0.42
I think that one can perfectly safely eat food products whose "best before" dates expired a few days.*				2.68	1.64	0.53
Perceived behavioral control	5.24	1.83	0.78			
I find it difficult to prepare a new meal from leftovers.*				5.39	1.77	0.48
I find it difficult to make sure that only small amounts of food are discarded in my household.*				4.97	1.83	0.62
I find it difficult to plan my food shopping in such a way that all the food I purchase is eaten.*				4.88	1.95	0.62
I have the feeling that I cannot do anything about the food wasted in my household.*				5.74	1.52	0.51
Other household members make it impossible for me to reduce the amount of food wasted in my household.*				5.23	1.90	0.53
Subjective norms	5.68	1.64	0.83			
People who are important to me find my attempts to reduce the amount of food wasted unnecessary.*				5.51	1.76	0.72
People who are important to me disagree when I try to reduce my food waste.*				5.85	1.50	0.72
Personal norms	5.77	1.46	0.87			
I feel bad when I throw food away.				6.17	1.27	0.60
I feel obliged not to waste any food.				5.73	1.45	0.80
It is contrary to my principles when I have to discard food.				5.60	1.52	0.79
I have been raised to believe that food should not be wasted and I still live according to this principle.				5.59	1.54	0.71
Good provider identity	3.51	1.94	0.63			
It would be embarrassing to me if my guests ate all the food I had prepared for them.				2.95	1.90	0.27
They would probably have liked to eat more.				3.14	1.89	0.29
I regularly buy many fresh products although I know that not all of them will be eaten.				3.68	1.84	0.47
I like to provide a large variety of foods at shared mealtimes so that everyone can have something he or she likes.				3.17	1.79	0.36
I always have fresh products available to be prepared for unexpected guests or events (e.g. illness).				4.60	1.80	0.53
When I am expecting guests, I like to buy more food than is necessary because I am a generous host.						
Household planning habits	4.36	1.88	0.79			
When I have made a shopping list, I always keep strictly to it.				3.88	1.82	0.56
I am a person who likes to plan things.				5.32	1.61	0.54
Before I prepare food, I always consider precisely how much I need to prepare and what I will do with the left overs.				4.51	1.82	0.63
I always plan the meals in my household ahead and I keep to this plan.				3.71	1.82	0.68

*Item was reverse coded. A 7-point Likert scale was used, with higher values corresponding to greater agreement with the statement.

Email tips sent to treatment households:

Tip#1 Did you know that on average London households each throw out \$600 of food annually?

Preparing your meals for the week (or for Thanksgiving) can help you buy the right amount and reduce food waste.

Tip#2 Did you know that based on locally gathered data an estimated \$60-\$100 million worth of food is thrown out by London households annually? Making a grocery list and sticking to it is an excellent way to manage your household food costs and reduce food waste.

Tip#3 Did you know that on average London households each throw out \$600 of food annually?

Proper storage of food helps food last longer and reduces the amount of food (and money) that is wasted.

Tip#4 Did you know that an estimated \$60-\$100 million worth of food is thrown out by London households annually? Learning how to cook just enough can help reduce the amount of leftovers (and waste if you don't like to eat leftovers).

Tip#5 Did you know that on average London households each throw out \$600 of food annually?

A lot of people like leftovers...some don't. Eating your leftovers makes best use of the food you bought.