

hf\_gfws\_intro\_UK

**Thank you for participating in the HelloFresh Food Waste study. We really appreciate your support!**

**During the next two weeks we will ask you about your dinnertime routines, eating habits, and food waste.**

**We kindly ask you to do the following:**

**Fill in the daily questionnaire after each dinner - not at a later date. Don't wait or hold your answers overnight.**

**Weigh food that was meant for dinner but disposed of during the day, such as items that may have spoiled before they could be cooked.**

**Weigh food waste after dinner, and if cooking, also put aside any food waste produced during dinner preparation to weigh as well.**

- \* 1. First, please create your personal survey-ID using your first initial, last initial and the day and month of your birth.

*Please write it down somewhere to remember it. You will need it every time you complete a survey, and we will use it to track fulfillment of the requirements to receive your second free box.*

*Please note: No conclusions will be drawn by your initials and numbers, it is simply a code to identify you.*

*E.g. Jane Doe, 11/23 = JD1123*

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2. What do you typically eat for dinner on weekdays – or on your workdays, if those differ from weekdays? Please select option(s) that reflect your dinners at least three days per week.

- HelloFresh meals
- Meals cooked from scratch with fresh ingredients (excluding HelloFresh)
- Fully prepared foods that only need to be heated for a few minutes, like frozen pizza or ready meals
- Semi-prepared products that require a little effort
- Simple uncooked meals consisting of bread, cheese, meats, fruits, etc.
- We eat at a restaurant
- We order takeaway food
- Other

3. What do you typically eat for dinner on weekends – or on your days off, if those differ from weekends?

- HelloFresh meals
- Meals cooked from scratch with fresh ingredients (excluding HelloFresh)
- Fully prepared foods that only need to be heated for a few minutes, like frozen pizza or ready meals
- Semi-prepared products that require a little effort
- Simple uncooked meals consisting of bread, cheese, meats, fruits, etc.
- We eat at a restaurant
- We order takeaway food
- Other

4. What is important to you when deciding what's for dinner?

	Not at all important	A little important	Important	Pretty important	Very important
Eating low-fat, low-carb, keto, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Minimizing artificial ingredients/additives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Choosing organic food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating vegetarian/vegan or less animal products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Following other personal dietary rules or restrictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making the most of leftovers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other

5. Where do you usually buy/get ingredients for your dinner? Please answer all that apply.

	Never	Once a month or less	Two to three times a month	Once a week	Two to three times a week	Four times a week or more
In a single grocery store/supermarket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have to go to multiple grocery stores/supermarkets to find that I want	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In a specialty organic market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get HelloFresh meal kits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use online food stores/delivery services (other than HelloFresh)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At local weekly markets, such as farmers markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Directly from farmer(s) in my area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
From my own garden or farm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At a restaurant/take-away	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other

6. How do you travel to the shops? How long in minutes does it take to get there?

Walking

Bicycle, skateboard, or non-electric scooters

Electric bike or electric scooter

By car

By public transportation

I get food delivered. If so, how much time does it usually take?

7. To what extent do you agree or disagree with the following statements?

	Disagree completely	Disagree somewhat	Neither agree nor disagree	Somewhat agree	Agree completely
HelloFresh is doing a good job at reducing food waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HelloFresh is doing a good job at reducing packaging waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HelloFresh is an environmentally responsible company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. How important is reducing food waste to you personally?

Not important at all	A little important	Important	Pretty important	Very important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

And why?

9. What do you usually do with leftovers after dinner (edible cooked food that wasn't served during the meal)?

	Never	Rarely	Sometimes	Very often	Always
I put them in the fridge or cupboard to eat them later	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I put them in the freezer to eat them later	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I incorporate them into another meal later (e.g. fried rice or scrambled eggs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I put them in my sink drain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feed them to my pets or other animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I compost them at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take them to my neighborhood community composting center (if available)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I put them out for curbside compost collection (if available)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I throw them in the bin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other

10. What do you usually do with uneaten food left on individual's plates after dinner?

	Never	Rarely	Sometimes	Very often	Always
I put them in the fridge or cupboard to eat them later	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I put them in the freezer to eat them later	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I incorporate them into another meal later (e.g. fried rice or scrambled eggs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I put them in my sink drain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feed them to my pets or other animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I compost them at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take them to my neighborhood community composting center (if available)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I put them out for curbside compost collection (if available)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I throw them in the trash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other

11. On average, how often do you eat leftovers from previous meals per week?

Never	Once a week	Twice a week	Three times a week	More than three times a week
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Gender

- Female
- Male
- Non binary
- Prefer not to answer
- Other

13. What is your age?

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14. What is the highest degree or level of education you have completed?

- No high school diploma
- High school graduate, diploma, or the equivalent (e.g. GED)
- Some college credit but no degree
- Associate degree
- Other
- Bachelor's degree
- Master's degree
- Doctorate or professional degree

15. Employment status: Are you currently...?

- Full-time employed (30 hours per week or more)
- Part-time employed (less than 30 hours per week)
- Parental leave or other leave of absence
- Military or civilian service
- Student, trainee, or apprentice
- Other
- Retired
- Homemaker
- Not working and looking for work
- Out of work and not planning to return to work

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**Thank you for reporting about your dinner!**

- \* 1. Please enter your personal survey-ID which you have created yourself (using your initials and day and month of your birth).

*Please note: No conclusions will be drawn by your initials and numbers.*

*E.g. Jane Doe, 11/23 = JD1123*

- \* 2. Are you reporting on tonight's dinner?

*Please note: When answering the following questions always refer to the dinner that you indicate here.*

- Yes
- No, I'm reporting on a dinner of a previous day. Please indicate the date (MM/DD/YYYY):

- \* 3. Did you prepare dinner tonight, either by cooking at home or otherwise buying/ordering the food?

- Yes
- No, someone else prepared dinner tonight...

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- \* 4. What was for dinner tonight?

- A non-HelloFresh meal cooked from scratch with fresh ingredients
- A HelloFresh meal
- I did not eat dinner at home tonight
- Leftovers from another meal
- A semi-prepared, ready-to-cook, fully prepared, or frozen meal A meal from a delivery service, restaurant, or take-out
- A meal from a delivery service, restaurant, or take-out
- I did not eat dinner at all tonight

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\* 5. Please select which HelloFresh recipe you had tonight:

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6. The cooking and preparation of the meal took me...

*Note: if someone else in your household prepared this meal, estimate how much time they spent cooking or preparing the meal instead.*

- Less than 20 minutes
- 20 to 40 minutes
- More than 40 minutes

7. If possible, please upload a picture of one person's full dinner plate before eating (main course).

Please add a knife/fork so that the proportions can be assessed correctly. And please be sure that the uploaded picture is shot from above and shows the whole plate.

Choose File

No file chosen

Sample picture of a ready-made dinner plate (knife/fork added for proportions).

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\* 8. Did you use all ingredients that were provided in the Kit Bag?

- Yes, I did
- No, I did not use some of the ingredients

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\* 9. Which ingredients did you not use?

*Please name and indicate the amount of every unused ingredient in grams or quantities.*

*E.g. 30 grams of rice, half a cup of milk, 2 cucumbers.*

10. Why did you not use them?

- Did not like them
- Poor quality
- Handling errors (shattered jars, burned or dropped food)
- Food past date
- Food spoiled or went bad
- Food safety precaution (not spoiled yet but left out too long, broken refrigerator, etc)
- Excess or unwanted food (too little to save, don't want as leftovers, etc.)
- Other

11. How did you deal with them?

*Please enter a percentage (without %) for each selected option.*

I put it in the fridge or  
cupboard to eat it later

I put it in the freezer  
to eat it later

I threw it in the bin

I put it in my sink  
drain

I fed it to my pets or  
other animals

I composted it at home

I took it to my  
neighborhood  
community  
composting center (if  
available)

I put it out for  
curbside compost  
collection (if available)

Other

\* 12. Did you add any ingredients besides the ingredients included in tonight's HelloFresh recipe?

*If yes, please name and indicate each additional ingredient in grams/quantities and specify if the entered ingredient is raw or cooked (please disregard, e.g. salt, spices and oil).*

- No, I did not add any ingredients
- Yes, I added the following ingredients (in grams):

\* 13. Did you reuse any leftovers from previous days for tonight's dinner?

*If yes, please name and indicate in grams the weight of leftovers from previous days (disregarding lightweight items such as salt, spices, and oil). Make sure that only the weight of the food is measured in grams, not including the plate and specify if the entered food is raw or cooked.*

- No, I did not
- Yes, I reused some leftovers (in grams):

\* 14. Was there any unused food that you disposed today that you had originally intended to use for dinner tonight or another night?

*If yes, please name and indicate in grams the amount of food and specify whether it was from HelloFresh or personal purchase. Make sure that only the weight of the food is measured in grams, not including the plate.*

- No, I did not dispose any food that I had originally intended to use for dinner
- Yes, I disposed the following amount of food (in grams):

15. Why did you not use it for dinner?

- Did not like it
- Poor quality
- Handling errors (shattered jars, burned or dropped food)
- Food past date
- Food spoiled or went bad
- Food safety precaution (not spoiled yet but left out too long, broken refrigerator, etc)
- Excess or unwanted food (too little to save, don't want as leftovers, etc.)
- Other

16. How did you deal with this food?

*Please enter a percentage (without %) for each selected option.*

I threw it in the bin	<input type="text"/>
I put it in my sink drain	<input type="text"/>
I fed it to my pets or other animals	<input type="text"/>
I composted it at home	<input type="text"/>
I took it to my neighborhood community composting center (if available)	<input type="text"/>
I put it out for curbside compost collection (if available)	<input type="text"/>
Other	<input type="text"/>

\* 17. Were any inedible food leftovers (e.g. onion peels, bell pepper stems, bones, etc.) produced while preparing dinner?

*Please name and indicate in grams. Make sure that only the weight of the leftovers are measured, not including the plate.*

- No inedible food leftovers were produced
- Yes, the weight of inedible food leftovers was (in grams):

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18. How did you deal with inedible food leftovers?

*Please enter a percentage (without %) for each selected option.*

I threw them in the bin

I fed them to my pets or other animals

I composted them at home

I took them to my neighborhood community composting center (if available)

I put them out for curbside compost collection (if available)

Other

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\* 19. Was there any food left from preparing dinner (food that was needed to prepare dinner, but wasn't fully incorporated into the meal, e.g. half a pepper, onion or cucumber)?

*If yes, please name and indicate in grams. Make sure that only the weight of the leftovers are measured, not including the plate.*

- There was no additional food left from preparing the meal
- Yes, the weight of the preparation leftovers was (in grams)

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20. How did you deal with preparation leftovers?

*Please enter a percentage (without %) for each selected option.*

I put them in the fridge or cupboard to eat them later

I put them in the freezer to eat them later

I threw them in the bin

I put them in my sink drain

I fed them to my pets or other animals

I composted them at home

I took them to my neighborhood community composting center (if available)

I put them out for curbside compost collection (if available)

Other

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\* 21. Were there any cooking leftovers (edible cooked food that wasn't served onto anyone's plate during the meal) after your dinner?

*If yes, please name and indicate in grams. Make sure that only the weight of the leftovers are measured, not including the plate.*

- No, there were no cooking leftovers left
- Yes, the weight of the cooking leftovers was (in grams):

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22. How did you deal with cooking leftovers?

*Please enter a percentage (without %) for each selected option.*

I put them in the fridge or cupboard to eat them later	<input type="text"/>
I put them in the freezer to eat them later	<input type="text"/>
I threw them in the bin	<input type="text"/>
I put them in my sink drain	<input type="text"/>
I fed them to my pets or other animals	<input type="text"/>
I composted them at home	<input type="text"/>
I took them to my neighborhood community composting center (if available)	<input type="text"/>
I put them out for curbside compost collection (if available)	<input type="text"/>
Other	<input type="text"/>

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23. If possible, please upload a picture after dinner with all plate leftovers (from everyone who ate dinner) together on one plate (if plate leftovers exist).

Please add a knife/fork so that the proportions can be assessed correctly. And please be sure that the uploaded picture is shot from above and shows the whole plate.

Choose File

No file chosen

Sample picture of a plate with leftovers (knife/fork added for proportions).

© *HelloFresh*

\* 24. Were there any plate leftovers (edible food left on anyone's plate) after your dinner?

*If yes, please put all plate leftovers (from everyone who ate dinner) together on one plate and weigh all leftovers at once. Please indicate in grams and make sure that only the weight of the leftovers are measured.*

There were no plate leftovers left

Yes, the weight of the plate leftovers was (in grams):

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25. How did you deal with the plate leftovers (the food on the plate that was left uneaten)?

*Please enter a percentage (without %) for each selected option.*

I put them in the fridge or cupboard to eat them later

I put them in the freezer to eat them later

I threw them in the bin

I put them in my sink drain

I fed them to my pets or other animals

I composted them at home

I took them to my neighborhood community composting center (if available)

I put them out for curbside compost collection (if available)

Other

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26. Would you consider tonight a “normal dinner” for you?

- Yes, we prepared and ate dinner as usual
- No, dinner tonight was different than usual because of (e.g. illness, lack of time):

27. Did you have more or less leftovers than usual tonight?

*Please consider all types of food waste and leftovers from tonight's dinner.*

- I had the usual amount of leftovers
- I had more leftovers
- I had less leftovers

Please explain:

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28. How many people ate dinner that was prepared for tonight?

*Please specify the number of people in each of the following age ranges, including yourself:*

Adults (>18):	<input type="text"/>
Teens (12-18):	<input type="text"/>
Children (5-11):	<input type="text"/>
Preschool children (<5):	<input type="text"/>

29. And how many people ate dinner together at the same time?

Adults (>18):	<input type="text"/>
Teens (12-18):	<input type="text"/>
Children (5-11):	<input type="text"/>
Preschool children (<5):	<input type="text"/>

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\* 30. What did you cook for dinner tonight? Please name or describe the dish you prepared.

31. Cooking and preparing the meal took me...

*Please note: If someone else in your household prepared this meal, estimate how much time they spent cooking or preparing the meal instead.*

- Less than 20 minutes
- 20 to 40 minutes
- More than 40 minutes

32. If possible, please upload a picture of one person's full dinner plate before eating (main course).

Please add a knife/fork so that the proportions can be assessed correctly. And please be sure that the uploaded picture is shot from above and shows the whole plate.

Choose File

No file chosen

Sample picture of a ready-made dinner plate (knife/fork added for proportions).

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\* 33. What type of ingredients did you use when preparing dinner?

*Please name five main ingredients and indicate each in grams/quantities and please specify whether you measured the food before or after cooking.*

*You can disregard lightweight additions (salt, herbs, spices, oils, etc.) or ingredients of less than a quarter cup.*

Fresh produce (fruits and vegetables)

Processed fruits and vegetables (e.g. from a jar, canned, or frozen)

Pasta, rice, bread, beans, lentils, chickpeas, and other cereals/grains (including wraps, couscous, etc.)

Fully prepared foods (frozen pizza, ready-to-cook lasagne, etc.)

Semi-prepared food that is simple to prepare (ravioli, pre-made pizza dough etc.)

Meat (not including cold cuts, see below)

Meat alternative/replacement products (veggie burger, tofu, etc.)

Fish

Eggs

Dairy products (milk, yoghurt, cheese)

Simple ingredients consisting of bread, cheese, cold cuts, spreads, etc.

Other

\* 34. Did you reuse any leftovers from previous days for tonight's dinner?

*If yes, please name and indicate in grams the weight of leftovers from previous days (disregarding lightweight items such as salt, spices, and oil). Make sure that only the weight of the food is measured in grams, not including the plate and specify if the entered food is raw or cooked.*

No, I did not reuse any leftovers tonight.

Yes, I reused some leftovers (in grams):

\* 35. Was there any unused food that you disposed today that you had originally intended to use for dinner tonight or another night?

*If yes, please name and indicate in grams the amount of food and specify whether it was from HelloFresh or personal purchase. Make sure that only the weight of the food is measured in grams, not including the plate.*

No, I did not dispose any food

Yes, I disposed the following (in grams):

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36. Why did you not use it for dinner?

Did not like it

Poor quality

Handling errors (shattered jars, burned or dropped food)

Food nearing or past date

Food spoiled or went bad

Food safety precaution (not spoiled yet but left out too long, broken refrigerator, etc)

Excess or unwanted food (too little to save, don't want as leftovers, etc.)

Other

37. How did you deal with this food?

*Please enter a percentage (without %) for each selected option.*

I threw it in the bin	<input type="text"/>
I put it in my sink drain	<input type="text"/>
I fed it to my pets or other animals	<input type="text"/>
I composted it at home	<input type="text"/>
I took it to my neighborhood community composting center (if available)	<input type="text"/>
I put it out for curbside compost collection (if available)	<input type="text"/>
Other	<input type="text"/>

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\* 38. Were any inedible food leftovers (e.g. onion peels, bones, etc.) produced while preparing dinner?

*Please name and indicate in grams. Make sure that only the weight of the leftovers are measured, not including the plate.*

- No inedible food leftovers were produced
- Yes, the weight of inedible food leftovers was (in grams):

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39. How did you deal with inedible food leftovers?

*Please enter a percentage (without %) for each selected option.*

I threw them in the bin

I fed them to my pets or other animals

I composted them at home

I took them to my neighborhood community composting center (if available)

I put them out for curbside compost collection (if available)

Other

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\* 40. Was there any food left from preparing dinner (food that was needed to prepare dinner, but wasn't fully incorporated into the meal (e.g. half a pepper, onion or cucumber)?

*If yes, please name and indicate in grams. Make sure that only the weight of the leftovers are measured, not including the plate.*

There was no additional food left from preparing the meal

Yes, the weight of the preparation leftovers was (in grams):

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41. How did you deal with preparation leftovers?

Please enter a percentage (without %) for each selected option.

I put them in the fridge or cupboard to eat them later	<input type="text"/>
I put them in the freezer to eat them later	<input type="text"/>
I threw them in the bin	<input type="text"/>
I put them in my sink drain	<input type="text"/>
I fed them to my pets or other animals	<input type="text"/>
I composted them at home	<input type="text"/>
I took them to my neighborhood community composting center (if available)	<input type="text"/>
I put them out for curbside compost collection (if available)	<input type="text"/>
Other	<input type="text"/>

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\* 42. Were there any cooking leftovers (edible cooked food that wasn't served onto anyone's plate during the meal) after your dinner?

If yes, please name and indicate in grams. Make sure that only the weight of the leftovers are measured, not including the plate.

- No, there were no cooking leftovers left
- Yes, the weight of the cooking leftovers was (in grams):

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43. How did you deal with cooking leftovers?

Please enter a percentage (without %) for each selected option.

I put them in the fridge or cupboard to eat them later	<input type="text"/>
I put them in the freezer to eat them later	<input type="text"/>
I threw them in the bin	<input type="text"/>
I put them in my sink drain	<input type="text"/>
I fed them to my pets or other animals	<input type="text"/>
I composted them at home	<input type="text"/>
I took them to my neighborhood community composting center (if available)	<input type="text"/>
I put them out for curbside compost collection (if available)	<input type="text"/>
Other	<input type="text"/>

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44. If possible, please upload a picture after dinner with all plate leftovers (from everyone who ate dinner) together on one plate (if plate leftovers exist).

Please add a knife/fork so that the proportions can be assessed correctly. And please be sure that the uploaded picture is shot from above and shows the whole plate.

Choose File

No file chosen

Sample picture of a plate with leftovers (knife/fork added for proportions)

\* 45. Were there any plate leftovers (edible food left on anyone's plate) left after your dinner?

*If yes, please put all plate leftovers (from everyone who ate dinner) together on one plate and weigh all leftovers at once. Please indicate in grams and make sure that only the weight of the leftovers are measured.*

- There were no plate leftovers left
- Yes, the weight of the plate leftovers was (in grams):

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46. How did you deal with the plate leftovers (the food on the plate that was left uneaten)?

*Please enter a percentage (without %) for each selected option.*

I put them in the fridge or cupboard to eat them later

I put them in the freezer to eat them later

I threw them in the bin

I put them in my sink drain

I fed them to my pets or other animals

I composted them at home

I took them to my neighborhood community composting center (if available)

I put them out for curbside compost collection (if available)

Other

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47. Would you consider tonight a “normal dinner” for you?

- Yes, we prepared and ate dinner as usual
- No, dinner tonight was different than usual because of (e.g. illness, lack of time):

48. Did you have more or less leftovers than usual tonight?

*Please consider all types of food waste and leftovers from tonight's dinner.*

- I had the usual amount of leftovers
- I had more leftovers
- I had less leftovers

Please explain:

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49. How many people ate dinner that has been prepared for tonight?

*Please specify the number of people in each of the following age ranges, including yourself:*

Adults (>18):	<input type="text"/>
Teens (12-18):	<input type="text"/>
Children (5-11):	<input type="text"/>
Preschool children (<5):	<input type="text"/>

50. And how many people ate dinner together at the same time?

Adults (>18):	<input type="text"/>
Teens (12-18):	<input type="text"/>
Children (5-11):	<input type="text"/>
Preschool children (<5):	<input type="text"/>

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\* 51. What did you eat for dinner tonight? Please name or describe the dish.

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\* 52. Was there any unused food that you disposed today that you had originally intended to use for dinner tonight or another night?

*If yes, please name and indicate in grams the amount of food and specify whether it was from HelloFresh or personal purchase. Make sure that only the weight of the food is measured in grams, not including the plate.*

No, I did not disposed any food that I had originally intended to use for dinner

Yes, I dispose the following amount of food (in grams):

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53. Why did you not use it for dinner?

Did not like it

Poor quality

Handling errors (shattered jars, burned or dropped food)

Food nearing or past date

Food spoiled or went bad

Food safety precaution (not spoiled yet but left out too long, broken refrigerator, etc)

Excess or unwanted food (too little to save, don't want as leftovers, etc.)

Other

54. How did you deal with this food?

*Please enter a percentage (without %) for each selected option.*

I threw it in the bin	<input type="text"/>
I put it in my sink drain	<input type="text"/>
I fed it to my pets or other animals	<input type="text"/>
I composted it at home	<input type="text"/>
I took it to my neighborhood community composting center (if available)	<input type="text"/>
I put it out for curbside compost collection (if available)	<input type="text"/>
Other	<input type="text"/>

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55. If possible, please upload a picture of one person's full dinner plate before eating (main course).

Please add a knife/fork so that the proportions can be assessed correctly. And please be sure that the uploaded picture is shot from above and shows the whole plate.

Choose File

No file chosen

Sample picture of a ready-made dinner plate (knife/fork added for proportions).

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56. If possible, please upload a picture after dinner with all plate leftovers (from everyone who ate dinner) together on one plate (if plate leftovers exist).

Please add a knife/fork so that the proportions can be assessed correctly. And please be sure that the uploaded picture is shot from above and shows the whole plate.

Choose File

No file chosen

Sample picture of a plate with leftovers (knife/fork added for proportions).

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\* 57. Were there any plate leftovers (edible food left on anyone's plate) after your dinner?

*If yes, please put all plate leftovers (from everyone who ate dinner) together on one plate and weigh all leftovers at once. Please indicate in grams and make sure that only the weight of the leftovers are measured.*

There were no plate leftovers left

Yes, the weight of the plate leftovers was (in grams):

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58. How did you deal with the plate leftovers (the food on the plate that was left uneaten)?

*Please enter a percentage (without %) for each selected option.*

I put them in the  
fridge or cupboard to  
eat them later

I put them in the  
freezer to eat them  
later

I threw them in the bin

I put them in my sink  
drain

I fed them to my pets  
or other animals

I composted them at  
home

I took them to my  
neighborhood  
community  
composting center (if  
available)

I put them out for  
curbside compost  
collection (if available)

Other



59. Would you consider tonight a “normal dinner” for you?

- Yes, we prepared and ate dinner as usual
- No, dinner tonight was different than usual because of (e.g. illness, lack of time):

60. Did you have more or less leftovers than usual tonight?

*Please consider all types of food waste and leftovers from tonight's dinner.*

- I had the usual amount of leftovers
- I had more leftovers
- I had less leftovers

Please explain:

61. How many people ate dinner that was prepared for tonight?

*Please specify the number of people in each of the following age ranges, including yourself:*

Adults (>18):	<input type="text"/>
Teens (12-18):	<input type="text"/>
Children (5-11):	<input type="text"/>
Preschool children (<5):	<input type="text"/>

62. And how many people ate dinner together at the same time?

Adults (>18):	<input type="text"/>
Teens (12-18):	<input type="text"/>
Children (5-11):	<input type="text"/>
Preschool children (<5):	<input type="text"/>

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**Thank you for participating in our study!**

**In our final survey, we would like to know about your experience during the study and give you the opportunity to share your feedback.**

- \* 1. Please enter your personal survey-ID which you have created yourself (using your initials and day and month of your birth).

*Please note: No conclusions will be drawn by your initials and numbers.*

*E.g. Jane Doe, 11/23 = JD1123*

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2. How would you rate the time and effort required to participate in the study?

Very low

Low

Reasonable

High

Very high

3. Did you find the survey manageable?

- Yes, I thought the time and effort required was manageable
- Somewhat, though it was more demanding than I expected
- Not really, it took too much effort and I almost dropped out of the study
- No, I dropped out of the study

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4. How healthy would you rate your dinners from HelloFresh during the study?

- As healthy as usual
- Healthier than usual
- Unhealthier than usual

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5. Healthier than usual. Why?

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6. Unhealthier than usual. Why?

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7. How healthy would you rate your dinners at home during the second week of the study (without HelloFresh)?

- As healthy as usual
- Healthier than usual
- Unhealthier than usual

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8. Healthier than usual. Why?

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9. Unhealthier than usual. Why?



10. Think about the food that was purchased for use during the study but has not yet been prepared for eating (e.g. unpeeled vegetables, raw meat, uncooked noodles, uncooked rice). How much do the following statements apply to you and your family?

At my house we throw away unprepared food when...

	Does not apply	Applies a little	Mostly applies	Fully applies
... the "Best By" Date has expired	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... the "Use By" Date has expired	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... the food looks bad or smells bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... we don't have time to cook it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... we have no appetite for the food anymore	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... we forgot it in the fridge/pantry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... we regularly purge the pantry and fridge for unspoiled items we don't seem to be eating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you never throw away uncooked food. Do you know, what's the reason?

11. Did you eat leftovers for dinner within the last 2 weeks?

- No
  Six to eight times in the last two week
- Once or twice in the last two weeks
  More than nine times in the last two weeks
- Three to five times in the last two weeks

12. Think about the food that was prepared but not eaten (e.g. cooking leftovers). How much do the following statements apply to you and your family?

At my house, we throw away prepared food when...

	Does not apply	Applies a little	Mostly applies	Fully applies
... food leftovers are spoiled (e.g. smell bad/look bad)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... no one has an appetite for these leftovers anymore	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... we did not have the chance to eat it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... we forgot it in the fridge/pantry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you never throw away any prepared leftovers, why not?

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13. How often do you conduct a "fridge clean" and empty your fridge of unwanted food items?

- Once a week
- Once a month
- Once every two to four months
- Once or twice a year
- Less than once a year
- Never

14. When you empty your fridge of unwanted food items, how many items do you typically discard?

- 1
- 2-3
- 3-5
- 5-10
- More than 10

15. When you dispose of refrigerated food, what food items are most often discarded during a typical year?

*Please estimate as % of total by entering a number.*

Leftovers	<input type="text"/>
Produce (vegetables, fruit)	<input type="text"/>
Meat & Fish	<input type="text"/>
Dairy (Milk, cheese, etc)	<input type="text"/>
Pre-packaged prepared meals (pastas, tv-dinners, etc)	<input type="text"/>
Bread items	<input type="text"/>
Other	<input type="text"/>

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16. How often do you conduct a "freezer clean" and empty your freezer of unwanted food items?

- Once a month or more often
- Once every 2-4 months
- Once or twice a year
- Less than once a year
- Never

17. When you empty your freezer of unwanted food items, how many items do you typically discard?

- 1
- 2-3
- 3-5
- 5-10
- More than 10

18. When you dispose of frozen food, what frozen food items are most often discarded during a typical year?

*Please estimate as % of total by entering a number.*

Frozen leftovers	<input type="text"/>
Produce (vegetables, fruit)	<input type="text"/>
Meat & Fish	<input type="text"/>
Dairy (Ice cream, cheese, etc)	<input type="text"/>
Pre-packaged prepared meals (frozen pizzas, pastas, tv-dinners, etc)	<input type="text"/>
Bread items	<input type="text"/>
Other	<input type="text"/>

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19. Throwing away edible food makes me feel:

Unhappy Happy

20. Throwing away edible food makes me feel:

Unsatisfied Satisfied

21. Throwing away edible food makes me feel:

Guilty Not guilty

22. Throwing away edible food makes me feel:

Annoyed Relaxed

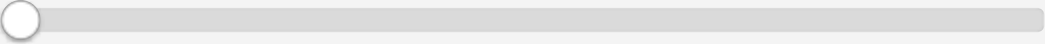
## 23. How much do you agree with the following statements?

	Does not apply	Applies a little	Mostly applies	Fully applies
A little food waste is necessary to reduce the chance that someone will get sick from eating the food if the best-by date has passed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do my very best not to throw away any food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Throwing away food is bad for the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HelloFresh Meal Kits make it easier for me to have less food waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HelloFresh Meal Kits help me to prepare a dinner that is more healthy than I would prepare on my own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HelloFresh Meal Kits help me reduce the time for dinner preparation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try not to throw away any food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I assume I'll have a certain amount of food waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who are important to me do not throw away food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It would be wrong to throw away food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating food waste contradicts my values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



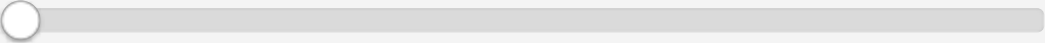
24. How satisfied are you with managing food waste when cooking **without** HelloFresh?

Unsatisfied Satisfied



25. How satisfied are you with managing food waste when cooking **with** HelloFresh?

Unsatisfied Satisfied



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26. When you think about your shopping and eating habits, how much do you agree with the following statements?

	Does not apply	Applies a little	Mostly applies	Fully applies
... I always use a shopping list and stick to it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I tend to shop much more than we need for our meals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I love to buy new products in the supermarket that excite me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HelloFresh helps me to create new and exciting recipes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HelloFresh helps me to reduce the time needed for shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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27. Please rank the following criteria with a number corresponding to the importance they have for your personal eating habits.

*The most important criterion is 1, the least important is 8. Please note that you can only use each digit once.*

- Taste
- Health
- Naturalness and absence of additives
- Local and traditional production methods
- Price
- Company ethics and environmental impacts for the product
- Convenience
- Innovation

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28. What would help you to reduce your food waste in general?

29. What could HelloFresh do to help you reduce your food waste?

- Reducing the portion size
- Shortening delivery times
- Providing more information about how to avoid food waste
- Other

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30. Do you think you have less food waste while preparing dinner than usual, when using HelloFresh or similar meal kit services?

- Yes
- No
- Maybe

Please clarify your answer:

31. And the last question: Would you like to provide any additional feedback?