

Online Resource 3: Participant quotes describing the main issues found in the phase 1 study

Issues	Participant quotes
Not having products on hand during completion of the questionnaire	<ul style="list-style-type: none"> “I think that would be a really good idea [<i>to put a statement at the beginning of the questionnaire</i>], before you start the survey, please collect all your current medications. ... Because like I forgot the things in the kitchen that, I forgot my tincture ...” (Participant 17, Female, ≥60 years old)
Unclear term - ‘natural health practitioner’	<ul style="list-style-type: none"> “So doctors ... osteo-some things I can never remember, you know what they are, so I may remember having been to one in my whole life. So I might have been to see an osteopath, I’m not really sure.” (Participant 27, Female, ≥60 years old)
Unclear question - listing the names of NHPs	<p>Difficulties in separating products <i>obtained</i> (question 5) and <i>not obtained</i> (question 7) from a natural-health or traditional-medicine practitioner/healer</p> <ul style="list-style-type: none"> “Yes, so it was regarding the iron, so I thought on that table [<i>of examples</i>] on the first page that was listed as a natural health product, but I wasn’t sure about including that if it was prescribed [<i>by a conventional practitioner</i>].” (Participant 8, Female, <30 years old) “Okay, so just to mention, for me, I am a practitioner. So that’s kind of where that, because obviously I’m self-prescribing. So, for me, in terms of your questionnaire that was a little bit difficult [<i>to separate the products obtained and not obtained from a practitioner</i>], so I kind of took it well, I am the practitioner, and so I took it I took it from me. If that makes sense, yes.” (Participant 21, Female, 30 – 59 years old)
Differing interpretation of question – other products/preparations (besides the NHPs <i>obtained</i> and <i>not obtained</i> from a natural-health or traditional-medicine practitioner/healer)	<ul style="list-style-type: none"> “I don’t see them [<i>psyllium, collagen</i>] as being the same as like capsulated products, I kind of see them as being more food, food, they - food based but they still have health benefits. If that makes sense, so I incorporate them I do use them on a regular basis, but it’s more than just ... like you pick up food to eat and use them for specific reasons” (Participant 21, Female, 30 – 59 years old) “I think it’s like, after going through the questionnaire, I might have a better idea of what is counted or not in this survey. So I might start to think of something that I have taken previously but I didn’t mention.” (Participant 9, Female, 30 – 59 years old)
Low response rates and incorrect information entered for questions related to main ingredients of NHPs	<ul style="list-style-type: none"> “... maybe the ingredients, particularly for the multivitamin ... the ingredients list was too long to actually want to type out everything.” (Participant 25, Female, <30 years old) “I see that ... they have other things [<i>ingredients</i>] that are important too, but, for me, what was more important there I don’t care much about [<i>other ingredients</i>], the biotin yeah.” (Participant 1, Female, 30 – 59 years old)
Low response rates for questions related to manufacturer/brand name	<ul style="list-style-type: none"> “Uh... It used to be I think my mom put it in a zip-lock bag and now it’s just in a takeaway container so I don’t know.” (Participant 5, Female, <30 years old) “I couldn’t find it [<i>manufacturer/brand name</i>] on the label at the time that I was doing the survey.” (Participant 19, Female, 30 – 59 years old)
Low response rates for questions related to providing barcodes	<ul style="list-style-type: none"> “Sorry yeah I don’t have the box anymore, so that would have had the barcode so the bottle itself doesn’t have a barcode on it sorry ...” (Participant 6, <30 years old) “No it [<i>iodine drops</i>] didn’t have a barcode.” (Participant 21, Female, 30 – 59 years old)
Low response rates for questions related to providing photographs	<ul style="list-style-type: none"> “yeah, that [<i>photo</i>] is from a website, because, as I say, later on, ... I just you know the packet is obviously ... when it’s sitting in my cupboard that long I want it to be a sealed sort of plastic

	<p>container rather than the original packaging so yeah the original packet is long gone.” (Participant 13, Female, 30 – 59 years old)</p> <ul style="list-style-type: none"> • “yeah I. I think I just didn’t upload it at the time, because I was doing it off my computer. I’m very bad with that sort of thing, so I was like oh as, but I think I was too lazy to take a picture and email it to myself and then ..” (Participant 6, <30 years old)
<p>Low response rates for questions related to costs</p>	<ul style="list-style-type: none"> • “Probably not [<i>able to differentiate cost of consultation vs treatment</i>]. Okay, you you sort of you know walk back out to the counter and you pay the fee so there’s no ... no breakdown and and which is what yeah. ... how many needles, or how much time or consultation time it’s sort of all wrapped in together.” (Participant 23, Female, ≥60 years old) • “It was a rough estimation, because I really couldn’t remember and the other thing is that they come in different sizes, so it would rather depend on how many I bought.” (Participant 27, Female, ≥60 years old) • “Because, you know, when it comes to the price, which is a question you ask further down, well are there are 360 in the bottle are the 30 in the bottle, you know so that seemed to be irrelevant to me in some ways, because you know, again everyone’s different and yeah.” (Participant 22, Female, ≥60 years old)