

Additional file 2. Supplementary table 1. Demographic characteristics (unweighted) of participants by sampling method

| Characteristic   | Shopping Centres |      |            |      |      |      | Consumer Research Panel |      | P-value <sup>1</sup> |
|--|------------------|------|------------|------|------|------|-------------------------|------|----------------------|
|  | Total Sample     |      | Facebook   |      |      |      |                         |      |                      |
|  | n                | %    | n          | %    | n    | %    | n                       | %    |                      |
| <b>Total participants</b>                                  | <b>2398</b>      |      | <b>373</b> |      | 404  |      | 1621                    |      |                      |
| <b>Gender</b>  |                  |      |            |      |      |      |                         |      |                      |
| Male   | 1046             | 43.6 | 112        | 30.0 | 65   | 16.1 | 869                     | 53.6 | <0.001               |
| Female   | 1352             | 56.4 | 261        | 70.0 | 339  | 83.9 | 752                     | 46.4 |                      |
| <b>Age (years) mean and SD</b>                             | 42.7             | 13.4 | 43.2       | 13.7 | 48.5 | 13.9 | 41.2                    | 12.8 | 0.05                 |
| <b>Age (years)</b>   |                  |      |            |      |      |      |                         |      |                      |
| 18-24 y  | 251              | 10.5 | 41         | 11.0 | 49   | 12.1 | 161                     | 9.9  | <0.001               |
| 25-34 y  | 512              | 21.3 | 75         | 20.1 | 31   | 7.8  | 406                     | 25.1 |                      |
| 35-44 y  | 527              | 22.0 | 80         | 21.5 | 37   | 9.2  | 410                     | 25.3 |                      |
| 45-54 y  | 514              | 21.4 | 70         | 18.8 | 97   | 24.1 | 347                     | 21.4 |                      |
| 55-65 y  | 594              | 24.8 | 107        | 28.7 | 190  | 47.0 | 297                     | 18.3 |                      |
| <b>Country of Birth</b>                                    |                  |      |            |      |      |      |                         |      |                      |
| Australia  | 1915             | 79.9 | 264        | 70.8 | 332  | 82.2 | 1319                    | 81.4 | <0.001               |
| United Kingdom   | 86               | 3.5  | 12         | 3.2  | 22   | 5.5  | 52                      | 3.2  |                      |
| New Zealand  | 29               | 1.2  | 4          | 1.1  | 7    | 1.7  | 18                      | 1.1  |                      |
| Italy  | 10               | 0.4  | 0          | 0.0  | 1    | 0.3  | 9                       | 0.6  |                      |
| Greece   | 11               | 0.5  | 1          | 0.3  | 2    | 0.5  | 8                       | 0.5  |                      |
| China  | 30               | 1.2  | 10         | 2.7  | 1    | 0.3  | 19                      | 1.2  |                      |
| Vietnam  | 14               | 0.6  | 2          | 0.5  | 1    | 0.3  | 11                      | 0.7  |                      |
| Lebanon  | 4                | 0.2  | 1          | 0.3  | 1    | 0.3  | 2                       | 0.1  |                      |
| Other  | 271              | 11.3 | 77         | 20.6 | 35   | 8.7  | 159                     | 9.8  |                      |
| Prefer not to answer or don't know                         | 28               | 1.2  | 2          | 0.5  | 2    | 0.5  | 24                      | 1.5  |                      |
| <b>Do you speak a language other than English at home?</b> |                  |      |            |      |      |      |                         |      |                      |
| Yes  | 409              | 17.1 | 104        | 27.9 | 45   | 11.1 | 260                     | 16.0 | <0.001               |
| No, English only   | 1969             | 82.1 | 267        | 71.6 | 357  | 88.4 | 1345                    | 83.0 |                      |

|   |       |      |       |      |       |      |       |      |        |
|---|-------|------|-------|------|-------|------|-------|------|--------|
| Prefer not to answer or don't know  | 20    | 0.8  | 2     | 0.5  | 2     | 0.5  | 16    | 1.0  |        |
| <b>Socioeconomic status based on highest level of education<sup>2</sup></b>     |       |      |       |      |       |      |       |      |        |
| High SES  | 1020  | 42.9 | 188   | 50.8 | 191   | 47.3 | 641   | 40.0 | <0.001 |
| Mid SES   | 675   | 28.4 | 83    | 22.4 | 102   | 25.3 | 490   | 30.6 |        |
| Low SES   | 682   | 28.7 | 99    | 26.8 | 111   | 27.5 | 472   | 29.4 |        |
| <b>Height (cm) mean and SD</b>  | 169.3 | 10.2 | 167.2 | 10.0 | 166.9 | 8.6  | 170.4 | 10.4 | <0.001 |
| <b>Weight (Kg) mean and SD</b>  | 77.6  | 18.7 | 76.26 | 18.1 | 77.07 | 17.7 | 78.14 | 19.1 | 0.18   |
| <b>BMI (kg/m<sup>2</sup>) mean and SD</b>                                       | 27.0  | 6.1  | 27.3  | 6.1  | 27.68 | 6.2  | 26.8  | 6.1  | 0.03   |
| <b>Weight category</b>  |       |      |       |      |       |      |       |      |        |
| Underweight (BMI <18.5)   | 68    | 3.2  | 10    | 2.8  | 9     | 2.4  | 49    | 3.5  | 0.09   |
| Healthy weight (BMI =>18.5 & <25.0)   | 846   | 39.6 | 146   | 40.3 | 131   | 34.3 | 569   | 40.9 |        |
| Overweight (BMI =>25.0 & <30.0)   | 690   | 32.3 | 105   | 29.0 | 141   | 36.9 | 444   | 31.9 |        |
| Obese (BMI =>30.0)  | 532   | 24.9 | 101   | 27.9 | 101   | 26.4 | 330   | 23.7 |        |
| <b>Diagnosed with a chronic condition</b>                                       |       |      |       |      |       |      |       |      |        |
| Yes   | 705   | 29.4 | 103   | 27.6 | 135   | 33.4 | 467   | 28.8 | 0.17   |
| No  | 1659  | 69.2 | 264   | 70.8 | 267   | 66.1 | 1128  | 69.6 |        |
| Don't know/can't recall   | 34    | 1.4  | 6     | 1.6  | 2     | 0.5  | 26    | 1.6  |        |
| <b>Are you the main person who does the grocery shopping in your household?</b> |       |      |       |      |       |      |       |      |        |
| Yes   | 1654  | 69.0 | 241   | 64.6 | 266   | 65.8 | 1147  | 70.8 | 0.04   |
| No  | 239   | 10.0 | 49    | 13.1 | 39    | 9.7  | 151   | 9.3  |        |
| No, I share the responsibility  | 505   | 21.0 | 83    | 22.3 | 99    | 24.5 | 323   | 19.9 |        |

<sup>1</sup> Chi-squared test for categorical data and one-way ANOVA for continuous data to assess differences between recruitment methods.

<sup>2</sup> n=2,377 as participants who responded "don't know" or "prefer not to answer" n=21 were excluded.