

3. There is a fundamental and irreconcilable conflict between industry interests and public health objectives.

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	Don't know
ALCOHOL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FOOD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TOBACCO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. This industry should not receive preferential treatment, such as tax breaks and other financial incentives, that may conflict with public health goals.

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	Don't know
ALCOHOL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FOOD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TOBACCO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Government officials should not promote the interests of this industry overseas (e.g. by lobbying foreign governments on their behalf).

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	Don't know
ALCOHOL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FOOD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TOBACCO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Public health researchers, advocates and practitioners should not accept funding from this industry.

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	Don't know
ALCOHOL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FOOD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TOBACCO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Tobacco is a special case, and the principle of precluding partnership and minimising engagement should not be extended to this industry.

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	Don't know
ALCOHOL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FOOD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Any comments on this section? (entirely optional).

3. Industry tactics to influence policy

1. Do you know of any evidence that the ALCOHOL, FOOD and TOBACCO industries has employed any of these tactics to achieve favourable policy outcomes?

**Where you are aware of such evidence, please tick the relevant box. Please leave all other boxes blank.*

	ALCOHOL	FOOD	TOBACCO
Employ consultants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create or fund alliances or front groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Direct political funding of parties and/or politicians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Funding of health promotion activities and/or pre-emption of policies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Funding research to create/maintain doubt about health implications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intimidation of individuals or organisations that favour regulation of industry/product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lobbying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recruit key government officials or	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Universities and other higher education institutions should refuse to accept funding from this industry.

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	Don't know
ALCOHOL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FOOD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TOBACCO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Health journals should refuse to publish research funded by this industry.

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	Don't know
ALCOHOL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FOOD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TOBACCO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Academic journals should publish research funded by this industry, subject to standard requirements regarding declaration of interests.

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	Don't know
ALCOHOL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FOOD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TOBACCO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Any comments on this section? (entirely optional).

5. Cross-industry comparisons and distinctions

1. Do you agree with the following claim: *'The influence of the ALCOHOL industry on policy and research is less significant for public health than that of tobacco'?*

- Yes (Go to question 2)
- No (Skip question 2, go to question 3)
- Do not know (Skip question 2, go to question 3)

2. I believe the influence of the ALCOHOL industry on policy and research is less significant for public health than that of tobacco because (select all those that apply):

- Alcohol products are less harmful than tobacco products at the individual level
- Alcohol products are less harmful than tobacco products at the population level
- Alcohol products are more socially acceptable in the contexts in which I work
- Alcohol products are less socially acceptable in the contexts in which I work
- I personally find alcohol products more acceptable/appealing
- There is less evidence that the alcohol industry has attempted to influence policy in ways which are damaging to health
- There is less evidence that the alcohol industry has attempted to influence research in ways which are damaging to health
- There is less evidence that the alcohol industry has sought to mislead the public / policymakers about the negative health and social consequences of its products.

3. Do you agree with the following claim: *'The influence of the FOOD industry on policy and research is less significant for public health than that of tobacco'?*

- Yes (Go to question 4)
- No (Skip question 4, go to question 5)
- Do not know (Skip question 4, go to question 5)

4. I believe the influence of the FOOD industry on policy and research is less significant for public health than that of tobacco because (select all those that apply):

- Food products are less harmful than tobacco products at the individual level
- Food products are less harmful than tobacco products at the population level
- Food products are more socially acceptable in the contexts in which I work

- Food products are less socially acceptable in the contexts in which I work
- I personally find food products more acceptable/appealing
- There is less evidence that the food industry has attempted to influence policy in ways which are damaging to health
- There is less evidence that the food industry has attempted to influence research in ways which are damaging to health
- There is less evidence that the food industry has sought to mislead the public / policymakers about the negative health and social consequences of its products.

5. Any comments on this section? (entirely optional).

6. Personal experiences and views

1. Institutional affiliation

- University
- Knowledge-broker
- Charity
- Advocacy/campaigning
- Think tank
- Health service
- National government
- Local Government
- Other (Please Specify)

2. Which of these would you describe as a focus of your public health work? (please tick all that apply):

- Alcohol
- Food / obesity
- Global health

- Health inequalities
- Health systems
- Health policy
- Non-communicable diseases
- Tobacco control
- Other (Please Specify)

3. In what country do you primarily work?

4. Are you engaged in research?

- Yes (Go to question 6)
- No (Skip question 6, go to question 7)

5. If you are engaged in research, what methodological approach do you primarily employ? (please tick one):

- Qualitative methods
- Mixed methods
- Quantitative, non-experimental methods
- Quantitative, experimental methods
- Other (Please Specify)

6. In political matters, people talk of "the left" and "the right." How would you place your views on this scale, generally speaking?

- '1 Left' '2 '3 '4 '5 '6 '7 '8 '9 '10 Right' Prefer not to say

7. Are you affiliated with any of the following organisations/coalitions (tick all that apply)?

- Conflict of Interest Coalition
- Framework Convention Alliance
- Global Alcohol Policy Alliance (GAPA)

- NCD Alliance
- UK Centre for Tobacco and Alcohol Studies (UKCTAS)
- World Health Organization

8. Have you ever worked in any of the following industries? (tick all that apply)

- Alcohol
- E-cigarettes
- Food and beverage
- Pharmaceutical
- Tobacco

9. Do you have any formal relationship with, or financial investments in, any of the following industries? (tick all that apply)

- Alcohol
- E-cigarettes
- Food and beverage
- Pharmaceutical
- Tobacco

10. In the past ten years, have you received funding from any of the following sources for any research or other work relating to public health that you have undertaken / been professionally involved with (tick all that apply)?

- Alcohol industry
- E-cigarette industry
- Food and non-alcoholic beverage industry
- Publicly funded health services
- Local Government
- Health/medical charity/campaigning organisation
- Other charity/campaigning organisation
- Pharmaceutical industry
- Charitable foundation (such as Wellcome Trust, Bill & Melinda Gates Foundation)
- Retail industry
- Tobacco industry

- National government
- Government funded research councils
- European Union
- International organisations
- Prefer not to say
- Other (Please Specify)

11. Any comments on this section? (entirely optional).

7. FINAL QUESTIONS

1. Have you found it particularly difficult to answer our questions in relation to any of these industries? (please tick all that apply).

- NO
- YES, FOR ALCOHOL
- YES, FOR FOOD
- YES, FOR TOBACCO
- YES, FOR E-CIGARETTES

2. If 'YES', can you briefly explain why?

3. Do you have any final comments on this survey overall?
(entirely optional).

8. THANK YOU!

We really appreciate you taking the time to complete this survey and would be happy to keep you updated regarding the results of this research and/or a follow up interview. If you would like us to do so, please tick an appropriate box and write your name and e-mail address below. Please note that this information will be disconnected from your other answers (i.e. providing these details does not compromise the anonymity of the information you have provided).