

Online supplementary material

Supplemental Table 1 Questionnaire used to assess perception of the various FOP nutrition labels (French version and English translation)

Question (English Translation)

This FOP label is helpful to choose healthier products

I want to see this FOP label on the front of packages

This is my preferred FOP label

This is the FOP label I appreciate the least

This FOP label provides me with the information I need

This FOP label is trustworthy

This FOP label provides reliable information

This FOP label is easy to identify

This label is easy to understand

This FOP label is quick to process

This FOP label is too complex for understanding

This FOP label takes too long to understand

This FOP label is guilt-laden

Question (Original question in French)

Ce logo aide à choisir des produits meilleurs pour la santé

Je veux qu'il soit présent sur les emballages

C'est mon logo préféré

C'est le logo que j'aime le moins

Ce logo m'apporte l'information dont j'ai besoin

Ce logo m'inspire confiance

Ce logo permet d'avoir une information fiable

Ce logo est facile à repérer

Ce logo est facile à comprendre

Ce logo permet d'avoir une information rapide

Ce logo est trop compliqué à comprendre

Ce logo est trop long à comprendre

Ce logo est culpabilisant

Supplemental Table 2 responses to perception questions according clusters of preference for FOP nutrition labeling

Liking

	Nutriscore	MTL	SENS	mRIs	None
This FOP label is helpful to choose healthier products					
Nutriscore	74.32	13.93	19.21	7.81	4.84
SENS	9.91	5.45	65.23	4.96	1.54
MTL	9.78	75.12	8.65	7.54	3.2
mRIs	3.64	3.86	5.23	76.19	1.03
None	2.36	1.64	1.68	3.51	89.4
I want to see this FOP label on the front of packages					
Nutriscore	93.45	7.64	6.32	6.89	3.1
SENS	2.34	2.99	88.89	0.66	2.35
MTL	1.73	86.27	2.92	2.75	2.73
mRIs	0.82	2.21	0.59	86.66	0.81
None	1.66	0.89	1.28	3.04	91
This is my preferred FOP label					
Nutriscore	93.51	6.24	6.18	5.94	3.33
SENS	2.3	3.12	88.31	2.9	1.05
MTL	1.53	86.06	2.54	3.23	1.7
mRIs	0.33	1.84	0.42	81.23	0.47
None	2.33	2.74	2.55	6.7	93.45
This is the FOP label I appreciate the least					
Nutriscore	1.08	17.92	10.9	28.78	6.79
SENS	10.36	34.9	1.31	41.12	3.96
MTL	16.91	1.51	19.14	18.16	5.23
mRIs	66.88	39.88	61.86	5.85	10.78
None	4.77	5.78	6.78	6.09	73.24

Online supplementary material

Awareness and trustworthiness

	Nutriscore	MTL	SENS	mRIs	None
This FOP label provides me with the information I need					
Nutriscore	52.36	2.01	6.25	0.56	4.21
SENS	10.83	2.66	59.59	1.74	1.71
MTL	27.37	91.49	25.14	16.79	14.24
mRIs	7.78	3.58	6.87	78.6	3.66
None	1.67	0.25	2.16	2.31	76.17
This FOP label is trustworthy					
Nutriscore	79.33	4.82	9.29	3.48	3.67
SENS	4.55	1.79	74.04	0.98	1.5
MTL	7.98	87.15	8.04	1.98	1.21
mRIs	1.96	2.43	3.35	87.89	0.28
None	6.18	3.81	5.29	5.67	93.34
This FOP label provides reliable information					
Nutriscore	57.78	2.37	5.76	1.95	0.23
SENS	3.92	0.48	50.74	0.88	0.12
MTL	24.47	90.22	27.44	4.67	1.53
mRIs	6.54	3.18	9.22	87.05	2.36
None	7.29	3.75	6.84	5.45	95.75
This FOP label is easy to identify					
Nutriscore	93.08	53.69	19.15	45.28	20.69
SENS	6.03	15.02	79.02	11.56	6.82
MTL	0.34	29.44	0.99	4.83	1.41
mRIs	0.08	0.6	0.32	33.66	0.78
None	0.47	1.25	0.53	4.68	70.29

Online supplementary material

Perceived cognitive workload

	Nutriscore	MTL	SENS	mRIs	None
This label is easy to understand					
Nutriscore	77.11	45.5	17.55	33.92	19.4
SENS	20.75	30.45	80.77	20.47	18.54
MTL	1.41	22.27	1.58	9.16	4.46
mRIs	0.51	1.46	0.09	35.6	3.72
None	0.22	0.33	0	0.85	53.88
This FOP label is quick to process					
Nutriscore	92.72	55.07	23.2	47.31	30.42
SENS	6.18	18.75	75.65	13.43	11.67
MTL	0.62	25.17	0.75	7.31	5.22
mRIs	0.38	0.88	0.39	31.18	2.88
None	0.1	0.12	0.01	0.78	49.82
This FOP label is too complex for understanding					
Nutriscore	0.99	6.38	6.36	14.98	2.75
SENS	4.23	9.09	1.86	12.2	3.51
MTL	25.49	4.24	30.07	27.56	11.35
mRIs	57.73	46.53	50.78	10.9	21.55
None	11.56	33.77	10.92	34.35	60.84
This FOP label takes too long to understand					
Nutriscore	0.77	3.45	2.37	11.12	0.65
SENS	1.57	4.47	2.19	7.43	0.81
MTL	33.71	4.33	36.95	35.12	16.19
mRIs	55.76	58.12	52.13	12.73	19.83
None	8.19	29.63	6.36	33.6	62.51
This FOP label is guilt-laden					
Nutriscore	8.33	14.8	21.33	12.13	4.97
SENS	22.37	27.72	9.68	28.3	4.59
MTL	11.15	5.87	14.04	5.84	1.59
mRIs	8.23	3.73	10.16	5.93	1.73
None	49.93	47.89	44.78	47.8	87.12

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