

Table S1. Narrative code descriptions.

Supplementary File, Table S1: Narrative code descriptions. Narrative code	Description of narrative code	Link to main narrative
Price and cost	Food choices are influenced by pricing of food ie. Prioritising foods that cost less. Also food choices that represent value for money (ie. Filling / address hunger given the cost).	Value of food
Placement	Food choices are influenced by the placement and presentation of foods, such as in supermarkets and stores.	Appeal of food
Flavour	Food choices are influenced by an enjoyment or recognition of taste.	Appeal of food
Time	Food choices are influenced by time or lack thereof – foods are prioritised if they are quick and convenient (cost less in terms of time).	Value of food
Availability	Food choices are influenced by what is most accessible and available to buy.	Appeal of food
Novelty	Food choices are influenced by the novelty or newness of products.	Appeal of food
Emotions	Food choices are influenced by a specific emotional connection, such as: wanting to 'feel good' or cheer up (comfort); memory/nostalgia of childhood and other places; family / community / love; guilt and shame.	Emotional connections with food
Culture	Food choices are influenced by a specific cultural group or cultural practices eg. Valuing ethnic groups and their specific cuisines.	Emotional connections with food
Life stage	Food choices are influenced by a specific life stage or period of life eg. Being a kid; going to university; moving out of home; working full time OR not working at all.	Value of food
Purpose	Food choices are influenced by association of that food or drink with a particular purpose or action.	Appeal of food
Habit	Food choices are influenced by well-established patterns or habits.	Appeal of food
Reliability	Food choices are influenced by the knowledge of their reliability - choosing certain foods because you know what they taste like.	Appeal of food
Versatility	Food choices are influenced by whether or not they are versatile and not boring.	Value of food
Brands	Mentioning of specific food, supermarket or other brands.	Appeal of food
Ethical and moral considerations	Food choices are influenced by ethical and moral considerations including: animal rights/vegetarianism; sustainability and climate change; mass food production etc.	Emotional connections with food

Food trends	Food choices are influenced by broader food trends such as gluten free; low sugar/low carb; organic foods.	Other
Specific health needs	Food choices are influenced by specific health reasons or diets, including 'medical' diets.	Other
Advertising & marketing	Food choices are influenced by advertising, marketing or promotions, including by celebrities on social media.	Appeal of food
Social norms	Food choices are influenced by social and behavioural norms including the influence of peers.	Emotional connections with food
Performing adulthood	Food choices are influenced by the notion of being a 'good' adult and making 'good' choices around food. Includes critical reflection of decision-making and choices.	Performing adulthood