Table S1. The *p*-values of pairwise comparisons of each of the indicator variables between segments.

Indicator variables	**Very Strong Preference segment vs. Strong Preference segment**	**Very Strong Preference segment vs. Mixed Preference segment**	**Very Strong Preference segment vs. Neutral segment**	**Very Strong Preference segment vs. Low Preference segment**	**Strong Preference segment vs. Mixed Preference segment**	**Strong Preference segment vs. Neutral segment**	**Strong Preference segment vs. Low Preference**	**Mixed Preference segment vs. Neutral segment**	**Mixed Preference segment vs. Low Preference**	**Neutral segment vs. Low Preference**
	p-value	***p-value***	***p-value***	***p-value***	***p-value***	***p-value***	***p-value***	***p-value***	***p-value***	***p-value***
Sugar	<.001	<.001	<.001	<.001	.001	<.001	<.001	<.001	<.001	<.001
Saturated fat	<.001	<.001	<.001	<.001	.004	<.001	<.001	<.001	<.001	<.001
Sodium	<.001	<.001	<.001	<.001	1.000	<.001	<.001	<.001	<.001	<.001
Fibre	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.005	<.001	<.001
Energy	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.090	<.001	<.001
Carbohydrate	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
Protein	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001