

Supplementary table 3. Frequency of using the Health Star Rating to choose breakfast cereals, cheese and bread as reported by parents and other adults

Behaviour	Parents of a child/children <18 years of age (n=840)	Other participants (n=1558)
Breakfast cereals		
Usually (%)	19	13
Sometimes (%)	30	24
Never (%)	43	53
Don't know* (%)	8	10
Cheese		
Usually (%)	11	7
Sometimes (%)	25	20
Never (%)	56	63
Don't know* (%)	8	10
Bread		
Usually (%)	10	8
Sometimes (%)	27	21
Never (%)	55	61

Don't know* (%)

8

10

*Response option excluded from analysis due to a low number of participants selecting this option