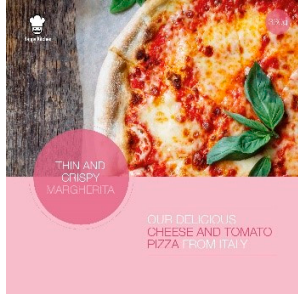


















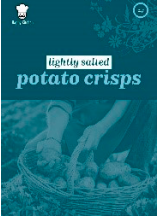







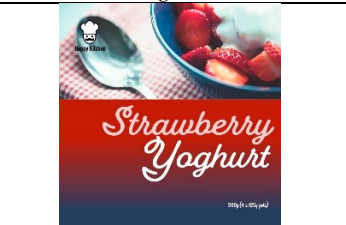



















Supplementary File

Table S1. Product images, applicable labels and design features

FOPL group	Product																																															
	Pizza																																															
No label (baseline and control)																																																
Multiple Traffic Light	<p>Each 1/2 pizza (165g) contains</p> <table border="1"> <tr> <td>Energy 156kJ 36kcal</td> <td>Fat 9.9g</td> <td>Saturated 3.3g</td> <td>Sugar 6.6g</td> <td>Salt 1.16g</td> </tr> <tr> <td></td> <td>MED</td> <td>MED</td> <td>LOW</td> <td>MED</td> </tr> <tr> <td>18%</td> <td>14%</td> <td>17%</td> <td>7%</td> <td>19%</td> </tr> </table> <p>of an adult's reference intake Typical values (as sold) per 100g: 933kJ/223kcal</p>	Energy 156kJ 36kcal	Fat 9.9g	Saturated 3.3g	Sugar 6.6g	Salt 1.16g		MED	MED	LOW	MED	18%	14%	17%	7%	19%	<p>Each 1/2 pizza (165g) contains</p> <table border="1"> <tr> <td>Energy 170kJ 40kcal</td> <td>Fat 14g</td> <td>Saturated 7.6g</td> <td>Sugar 5.0g</td> <td>Salt 1.20g</td> </tr> <tr> <td></td> <td>MED</td> <td>HIGH</td> <td>LOW</td> <td>MED</td> </tr> <tr> <td>20%</td> <td>20%</td> <td>30%</td> <td>6%</td> <td>21%</td> </tr> </table> <p>of an adult's reference intake Typical values (as sold) per 100g: 1021kJ/245kcal</p>	Energy 170kJ 40kcal	Fat 14g	Saturated 7.6g	Sugar 5.0g	Salt 1.20g		MED	HIGH	LOW	MED	20%	20%	30%	6%	21%	<p>Each 1/2 pizza (165g) contains</p> <table border="1"> <tr> <td>Energy 196kJ 46kcal</td> <td>Fat 22g</td> <td>Saturated 10.1g</td> <td>Sugar 5.1g</td> <td>Salt 2.8g</td> </tr> <tr> <td></td> <td>HIGH</td> <td>HIGH</td> <td>LOW</td> <td>HIGH</td> </tr> <tr> <td>23%</td> <td>31%</td> <td>50%</td> <td>6%</td> <td>47%</td> </tr> </table> <p>of an adult's reference intake Typical values (as sold) per 100g: 1198kJ/284kcal</p>	Energy 196kJ 46kcal	Fat 22g	Saturated 10.1g	Sugar 5.1g	Salt 2.8g		HIGH	HIGH	LOW	HIGH	23%	31%	50%	6%	47%
Energy 156kJ 36kcal	Fat 9.9g	Saturated 3.3g	Sugar 6.6g	Salt 1.16g																																												
	MED	MED	LOW	MED																																												
18%	14%	17%	7%	19%																																												
Energy 170kJ 40kcal	Fat 14g	Saturated 7.6g	Sugar 5.0g	Salt 1.20g																																												
	MED	HIGH	LOW	MED																																												
20%	20%	30%	6%	21%																																												
Energy 196kJ 46kcal	Fat 22g	Saturated 10.1g	Sugar 5.1g	Salt 2.8g																																												
	HIGH	HIGH	LOW	HIGH																																												
23%	31%	50%	6%	47%																																												
Nutri-Score																																																
Warning label																																																
Positive Choice tick																																																
Design features	<p><u>Description:</u> 'Thin and crispy margherita' and 'Our delicious cheese and tomato pizza from Italy' <u>Image:</u> Pizza with cheese, tomato sauce and fresh basil <u>Colour:</u> light pink</p>	<p><u>Description:</u> 'Margherita' and 'Our delicious cheese and tomato pizza from Italy' <u>Image:</u> Pizza with cheese (more than 1), tomato sauce and fresh basil (less than 1) <u>Colour:</u> green</p>	<p><u>Description:</u> 'Four cheese margherita' and 'Mouth-watering pizza from Italy' <u>Image:</u> Pizza with cheese (more than 2 and greasy) and very little tomato sauce <u>Colour:</u> yellow</p>																																													
	Cake																																															
No label (baseline and control)																																																

Multiple Traffic Light	<p>Each 1/8 of cake (45g) contains</p> <table border="1"> <tr> <td>Energy 722kJ 172kcal</td> <td>Fat 8g LOW</td> <td>Saturates 0.6g MED</td> <td>Sugar 12g HIGH</td> <td>Salt 0.14g MED</td> </tr> <tr> <td>9%</td> <td>11%</td> <td>3%</td> <td>13%</td> <td>2%</td> </tr> </table> <p>of an adult's reference intake Typical values (as sold) per 100g: 1605kJ/383kcal</p>	Energy 722kJ 172kcal	Fat 8g LOW	Saturates 0.6g MED	Sugar 12g HIGH	Salt 0.14g MED	9%	11%	3%	13%	2%	<p>Each 1/8 of cake (45g) contains</p> <table border="1"> <tr> <td>Energy 753kJ 179kcal</td> <td>Fat 8g HIGH</td> <td>Saturates 1.4g MED</td> <td>Sugar 17g HIGH</td> <td>Salt 0.27g MED</td> </tr> <tr> <td>9%</td> <td>11%</td> <td>7%</td> <td>19%</td> <td>5%</td> </tr> </table> <p>of an adult's reference intake Typical values (as sold) per 100g: 1673kJ/399kcal</p>	Energy 753kJ 179kcal	Fat 8g HIGH	Saturates 1.4g MED	Sugar 17g HIGH	Salt 0.27g MED	9%	11%	7%	19%	5%	<p>Each 1/8 of cake (45g) contains</p> <table border="1"> <tr> <td>Energy 815kJ 196kcal</td> <td>Fat 10g HIGH</td> <td>Saturates 5g HIGH</td> <td>Sugar 19g HIGH</td> <td>Salt 0.31g MED</td> </tr> <tr> <td>10%</td> <td>15%</td> <td>25%</td> <td>21%</td> <td>5%</td> </tr> </table> <p>of an adult's reference intake Typical values (as sold) per 100g: 1810kJ/435kcal</p>	Energy 815kJ 196kcal	Fat 10g HIGH	Saturates 5g HIGH	Sugar 19g HIGH	Salt 0.31g MED	10%	15%	25%	21%	5%
Energy 722kJ 172kcal	Fat 8g LOW	Saturates 0.6g MED	Sugar 12g HIGH	Salt 0.14g MED																													
9%	11%	3%	13%	2%																													
Energy 753kJ 179kcal	Fat 8g HIGH	Saturates 1.4g MED	Sugar 17g HIGH	Salt 0.27g MED																													
9%	11%	7%	19%	5%																													
Energy 815kJ 196kcal	Fat 10g HIGH	Saturates 5g HIGH	Sugar 19g HIGH	Salt 0.31g MED																													
10%	15%	25%	21%	5%																													
Nutri-Score																																	
Warning label																																	
Positive Choice tick	N/A	N/A	N/A																														
Design features	<p><u>Description:</u> 'Fruit cake' and 'Our delicious fruit cake' <u>Image:</u> Plain loaf cake with fruit visible- no icing <u>Colour:</u> Beige</p>	<p><u>Description:</u> 'Iced lemon cake' and 'Our delicious lemon cake' <u>Image:</u> Lemon cake loaf covered in icing and lemon zest <u>Colour:</u> Yellow</p>	<p><u>Description:</u> 'Chocolate cake' and 'Our delicious chocolate cake' <u>Image:</u> Chocolate cake with chocolate icing and chunks <u>Colour:</u> Brown</p>																														
Crisps																																	
No label (baseline and control)																																	
Multiple Traffic Light	<p>Each bag (25g) contains</p> <table border="1"> <tr> <td>Energy 413kJ 99kcal</td> <td>Fat 1.9g MED</td> <td>Saturates 0.3g LOW</td> <td>Sugar 0.1g LOW</td> <td>Salt 0.3g MED</td> </tr> <tr> <td>5%</td> <td>3%</td> <td>1%</td> <td><1%</td> <td>4%</td> </tr> </table> <p>of an adult's reference intake Typical values (as sold) per 100g: 1653kJ/395kcal</p>	Energy 413kJ 99kcal	Fat 1.9g MED	Saturates 0.3g LOW	Sugar 0.1g LOW	Salt 0.3g MED	5%	3%	1%	<1%	4%	<p>Each bag (25g) contains</p> <table border="1"> <tr> <td>Energy 456kJ 109kcal</td> <td>Fat 4g MED</td> <td>Saturates 0.6g LOW</td> <td>Sugar 0.3g LOW</td> <td>Salt 0.6g HIGH</td> </tr> <tr> <td>5%</td> <td>6%</td> <td>2%</td> <td><1%</td> <td>10%</td> </tr> </table> <p>of an adult's reference intake Typical values (as sold) per 100g: 1822kJ/434kcal</p>	Energy 456kJ 109kcal	Fat 4g MED	Saturates 0.6g LOW	Sugar 0.3g LOW	Salt 0.6g HIGH	5%	6%	2%	<1%	10%	<p>Each bag (25g) contains</p> <table border="1"> <tr> <td>Energy 530kJ 127kcal</td> <td>Fat 7g HIGH</td> <td>Saturates 0.9g MED</td> <td>Sugar 1.3g MED</td> <td>Salt 0.7g HIGH</td> </tr> <tr> <td>6%</td> <td>10%</td> <td>4%</td> <td>1%</td> <td>11%</td> </tr> </table> <p>of an adult's reference intake Typical values (as sold) per 100g: 2119kJ/507kcal</p>	Energy 530kJ 127kcal	Fat 7g HIGH	Saturates 0.9g MED	Sugar 1.3g MED	Salt 0.7g HIGH	6%	10%	4%	1%	11%
Energy 413kJ 99kcal	Fat 1.9g MED	Saturates 0.3g LOW	Sugar 0.1g LOW	Salt 0.3g MED																													
5%	3%	1%	<1%	4%																													
Energy 456kJ 109kcal	Fat 4g MED	Saturates 0.6g LOW	Sugar 0.3g LOW	Salt 0.6g HIGH																													
5%	6%	2%	<1%	10%																													
Energy 530kJ 127kcal	Fat 7g HIGH	Saturates 0.9g MED	Sugar 1.3g MED	Salt 0.7g HIGH																													
6%	10%	4%	1%	11%																													
Nutri-Score																																	
Warning label																																	
Positive Choice tick	N/A	N/A	N/A																														

Design features	Description: 'Lightly salted baked potato crisps' – italicised font <u>Image</u> : pile of crisps <u>Colour</u> : light yellow and white	Description: 'lightly salted potato crisps'- standard font <u>Image</u> : Potatoes in a basket <u>Colour</u> : blue	Description: 'Sweet chilli potato crisps'- bold font <u>Image</u> : Large crisps <u>Colour</u> : Bright red																														
	Yoghurt																																
No label (baseline and control)																																	
Multiple Traffic Light	<p>Each pot (125g) contains</p> <table border="1"> <tr> <td>Energy 206kJ 70kcal</td> <td>Fat 0.1g LOW</td> <td>Saturates 0g LOW</td> <td>Sugar 10.9g MED</td> <td>Salt 0.25g LOW</td> </tr> <tr> <td>4%</td> <td><1%</td> <td>0%</td> <td>12%</td> <td>4%</td> </tr> </table> <p>of an adult's reference intake Typical values (as sold) per 100g: 239kJ/56kcal</p>	Energy 206kJ 70kcal	Fat 0.1g LOW	Saturates 0g LOW	Sugar 10.9g MED	Salt 0.25g LOW	4%	<1%	0%	12%	4%	<p>Each pot (125g) contains</p> <table border="1"> <tr> <td>Energy 562kJ 133kcal</td> <td>Fat 6.5g MED</td> <td>Saturates 6.0g HIGH</td> <td>Sugar 11.3g MED</td> <td>Salt 0.13g LOW</td> </tr> <tr> <td>7%</td> <td>9%</td> <td>30%</td> <td>13%</td> <td>2%</td> </tr> </table> <p>of an adult's reference intake Typical values (as sold) per 100g: 450kJ/107kcal</p>	Energy 562kJ 133kcal	Fat 6.5g MED	Saturates 6.0g HIGH	Sugar 11.3g MED	Salt 0.13g LOW	7%	9%	30%	13%	2%	<p>Each pot (125g) contains</p> <table border="1"> <tr> <td>Energy 646kJ 204kcal</td> <td>Fat 9.3g MED</td> <td>Saturates 6.0g HIGH</td> <td>Sugar 27g HIGH</td> <td>Salt 0.25g LOW</td> </tr> <tr> <td>10%</td> <td>13%</td> <td>30%</td> <td>30%</td> <td>4%</td> </tr> </table> <p>of an adult's reference intake Typical values (as sold) per 100g: 707kJ/169kcal</p>	Energy 646kJ 204kcal	Fat 9.3g MED	Saturates 6.0g HIGH	Sugar 27g HIGH	Salt 0.25g LOW	10%	13%	30%	30%	4%
Energy 206kJ 70kcal	Fat 0.1g LOW	Saturates 0g LOW	Sugar 10.9g MED	Salt 0.25g LOW																													
4%	<1%	0%	12%	4%																													
Energy 562kJ 133kcal	Fat 6.5g MED	Saturates 6.0g HIGH	Sugar 11.3g MED	Salt 0.13g LOW																													
7%	9%	30%	13%	2%																													
Energy 646kJ 204kcal	Fat 9.3g MED	Saturates 6.0g HIGH	Sugar 27g HIGH	Salt 0.25g LOW																													
10%	13%	30%	30%	4%																													
Nutri-Score																																	
Warning label																																	
Positive Choice tick																																	
Design features	Description: 'Strawberry yoghurt' <u>Image</u> : yoghurt with some strawberry mixed in a yoghurt pot and strawberries in the background <u>Colour</u> : white	Description: 'Strawberry yoghurt' <u>Image</u> : yoghurt with strawberries in a bowl <u>Colour</u> : dull red	Description: 'Greek yoghurt with a thick strawberry layer' <u>Image</u> : yoghurt with strawberries on top and strawberry compote layer in glasses <u>Colour</u> : bright red																														
	Breakfast cereal																																
No label (baseline and control)																																	
Multiple Traffic Light	<p>Each 45g serving (without milk) contains</p> <table border="1"> <tr> <td>Energy 713kJ 169kcal</td> <td>Fat 2.8g MED</td> <td>Saturates 0.4g LOW</td> <td>Sugar 7g MED</td> <td>Salt 0.13g LOW</td> </tr> <tr> <td>8%</td> <td>4%</td> <td>2%</td> <td>8%</td> <td>2%</td> </tr> </table> <p>of an adult's reference intake Typical values (as sold) per 100g: 156kJ/37kcal</p>	Energy 713kJ 169kcal	Fat 2.8g MED	Saturates 0.4g LOW	Sugar 7g MED	Salt 0.13g LOW	8%	4%	2%	8%	2%	<p>Each 45g serving (without milk) contains</p> <table border="1"> <tr> <td>Energy 779kJ 185kcal</td> <td>Fat 6g MED</td> <td>Saturates 1.0g MED</td> <td>Sugar 11g HIGH</td> <td>Salt 0.01g LOW</td> </tr> <tr> <td>9%</td> <td>8%</td> <td>5%</td> <td>12%</td> <td><1%</td> </tr> </table> <p>of an adult's reference intake Typical values (as sold) per 100g: 172kJ/41kcal</p>	Energy 779kJ 185kcal	Fat 6g MED	Saturates 1.0g MED	Sugar 11g HIGH	Salt 0.01g LOW	9%	8%	5%	12%	<1%	<p>Each 45g serving (without milk) contains</p> <table border="1"> <tr> <td>Energy 800kJ 191kcal</td> <td>Fat 8g HIGH</td> <td>Saturates 1.6g MED</td> <td>Sugar 11g HIGH</td> <td>Salt 0.5g MED</td> </tr> <tr> <td>10%</td> <td>11%</td> <td>8%</td> <td>12%</td> <td>8%</td> </tr> </table> <p>of an adult's reference intake Typical values (as sold) per 100g: 184kJ/43kcal</p>	Energy 800kJ 191kcal	Fat 8g HIGH	Saturates 1.6g MED	Sugar 11g HIGH	Salt 0.5g MED	10%	11%	8%	12%	8%
Energy 713kJ 169kcal	Fat 2.8g MED	Saturates 0.4g LOW	Sugar 7g MED	Salt 0.13g LOW																													
8%	4%	2%	8%	2%																													
Energy 779kJ 185kcal	Fat 6g MED	Saturates 1.0g MED	Sugar 11g HIGH	Salt 0.01g LOW																													
9%	8%	5%	12%	<1%																													
Energy 800kJ 191kcal	Fat 8g HIGH	Saturates 1.6g MED	Sugar 11g HIGH	Salt 0.5g MED																													
10%	11%	8%	12%	8%																													

Nutri-Score																																	
Warning label																																	
Positive Choice tick																																	
Design features	<p>Description: 'Muesli' and 'Our delicious grainy breakfast cereal' All: size=740g <u>Image</u>: Muesli with plenty of wholegrain flakes and animated oats/nuts <u>Colour</u>: light blue</p>	<p>Description: 'Muesli' and 'Our delicious fruity and nutty breakfast cereal' <u>Image</u>: muesli in a bowl with more fruit and what could be sugar frosting and mountains to indicate swiss style muesli <u>Colour</u>: dull orange</p>	<p>Description: 'Granola' and 'Our delicious fruity and nutty breakfast cereal' <u>Image</u>: granola in a bowl <u>Colour</u>: dark brown</p>																														
Instant hot chocolate powder																																	
No label (baseline and control)																																	
Multiple Traffic Light	<p>Per 30g serving (in 200ml hot water)</p> <table border="1"> <tr> <td>Energy 422kJ 101kcal</td> <td>Fat 1.8g LOW</td> <td>Saturated 1.1g LOW</td> <td>Sugar 9.0g MED</td> <td>Salt 0.13g LOW</td> </tr> <tr> <td>5%</td> <td>3%</td> <td>5%</td> <td>11%</td> <td>2%</td> </tr> </table> <p>of an adult's reference intake Typical values (as consumed) per 100ml: 154kJ/34kcal</p>	Energy 422kJ 101kcal	Fat 1.8g LOW	Saturated 1.1g LOW	Sugar 9.0g MED	Salt 0.13g LOW	5%	3%	5%	11%	2%	<p>Per 30g serving (in 200ml hot water)</p> <table border="1"> <tr> <td>Energy 614kJ 145kcal</td> <td>Fat 2.8g LOW</td> <td>Saturated 2.3g MED</td> <td>Sugar 22.3g HIGH</td> <td>Salt 0.41g LOW</td> </tr> <tr> <td>7%</td> <td>4%</td> <td>12%</td> <td>25%</td> <td>7%</td> </tr> </table> <p>of an adult's reference intake Typical values (as consumed) per 100ml: 267kJ/63kcal</p>	Energy 614kJ 145kcal	Fat 2.8g LOW	Saturated 2.3g MED	Sugar 22.3g HIGH	Salt 0.41g LOW	7%	4%	12%	25%	7%	<p>Per 30g serving (in 200ml hot water)</p> <table border="1"> <tr> <td>Energy 529kJ 125kcal</td> <td>Fat 3.7g MED</td> <td>Saturated 3.0g HIGH</td> <td>Sugar 16.6g HIGH</td> <td>Salt 0.55g LOW</td> </tr> <tr> <td>6%</td> <td>5%</td> <td>15%</td> <td>18%</td> <td>9%</td> </tr> </table> <p>of an adult's reference intake Typical values (as consumed) per 100ml: 225kJ/54kcal</p>	Energy 529kJ 125kcal	Fat 3.7g MED	Saturated 3.0g HIGH	Sugar 16.6g HIGH	Salt 0.55g LOW	6%	5%	15%	18%	9%
Energy 422kJ 101kcal	Fat 1.8g LOW	Saturated 1.1g LOW	Sugar 9.0g MED	Salt 0.13g LOW																													
5%	3%	5%	11%	2%																													
Energy 614kJ 145kcal	Fat 2.8g LOW	Saturated 2.3g MED	Sugar 22.3g HIGH	Salt 0.41g LOW																													
7%	4%	12%	25%	7%																													
Energy 529kJ 125kcal	Fat 3.7g MED	Saturated 3.0g HIGH	Sugar 16.6g HIGH	Salt 0.55g LOW																													
6%	5%	15%	18%	9%																													
Nutri-Score																																	
Warning label																																	
Positive Choice tick																																	
Design features	<p>Description: 'Instant Hot Chocolate' – thin font All: size = 320g <u>Image</u>: plain hot chocolate in a mug</p>	<p>Description: 'Instant Hot Chocolate' – thicker font</p>	<p>Description: 'Instant Hot Chocolate' – cursive font <u>Image</u>: dark chocolate swirls</p>																														

	Colour: light purple	Image: hot chocolate in a mug with a swirl of chocolate	Colour: dark brown
		Colour: darker purple	

Table S2. Nutritional specification of products (including information necessary for Multiple Traffic Light labels)

	Portion size	Per package						Per 100g	
		kcal	kJ %RI	Fat %RI	Sat fat %RI	Sugar %RI	Salt %RI	kJ	kcal
Pizza 1	165	368	1549 18	9.9 14	3.3 17	6.4 7	1.16 19	933	223
2		404	1701 20	14 20	7.6 38	5.0 6	1.29 21	1031	245
3		469	1964 23	22 31	10.1 50	5.1 6	2.8 47	1188	284
Cake 1	45	172	722 9	8 11	0.6 3	12 13	0.14 2	1605	383
2		179	753 9	8 11	1.4 7	17 19	0.27 5	1673	398
3		196	815 10	10 15	5 25	19 21	0.31 5	1810	435
Crisps 1	25	99	413 5	1.9 3	0.3 1	0.1 0	0.3 4	1653	395
2		109	456 5	4 6	0.4 2	0.3 <1%	0.6 10	1822	434
3		127	530 6	7 10	0.9 4	1.3 1	0.7 11	2119	507
Yoghurt 1	125	70	298 4	0.1 <1%	0 0	10.9 12	0.25 4	238	56
2		133	562 7	6.5 9	6.0 30	11.3 13	0.13 2	450	107
3		201	844 10	9.3 13	6.0 30	27 30	0.25 4	707	169
Breakfast cereal 1	45	169	713 8	2.8 4	0.4 2	7 8	0.13 2	1584	375
2		185	779 9	6 8	1.0 5	11 12	0.01 0	1732	412
3		197	830 10	8 11	1.6 8	11 12	0.5 8	1845	438
Hot Choc 1	230ml (30g powder + 200 ml water)	101	422 5	1.8 3	1.1 5	9.9 11	0.13 2	184	44
2		145	614 7	2.8 4	2.3 12	22.3 25	0.41 7	267	63
3		125	526 6	3.7 5	3.0 15	16.6 18	0.55 9	229	54

Kcal: Kilocalorie; kJ: Kilojoule; RI: Reference Intakes.

Table S3. Individual characteristics of the analysis sample, by experimental group

	Control (n = 913)	MTL (n = 907)	N-S (n = 924)	WL (n = 895)	PC (n = 891)	Overall (n = 4,530)
	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)
Sex						
Female	518 (56.7)	512 (56.5)	534 (57.8)	510 (57.0)	512 (57.5)	2,586 (57.1)
Male	395 (43.3)	395 (43.6)	390 (42.2)	385 (43.0)	379 (42.5)	1,944 (42.9)

Age						
18-29	61 (6.7)	65 (7.2)	56 (6.1)	56 (6.3)	41 (4.6)	279 (6.2)
30-39	139 (15.2)	101 (11.2)	141 (15.3)	132 (14.8)	129 (14.5)	642 (14.2)
40-49	169 (18.5)	181 (20.0)	171 (18.5)	180 (20.1)	180 (20.2)	881 (19.5)
50-59	199 (21.8)	204 (22.5)	187 (20.2)	185 (20.7)	194 (21.8)	969 (21.4)
60-69	179 (19.6)	191 (21.1)	197 (21.3)	181 (20.3)	185 (20.8)	933 (20.6)
70+	166 (18.2)	164 (18.1)	172 (18.6)	160 (17.9)	161 (18.1)	823 (18.2)
Ethnicity						
White British	799 (87.5)	789 (87.0)	809 (87.6)	792 (88.5)	785 (88.1)	3,974 (87.7)
White other	53 (5.8)	55 (6.1)	51 (5.5)	50 (5.6)	50 (5.6)	259 (5.7)
Mixed or multiple ethnic groups	9 (1.0)	13 (1.4)	15 (1.6)	6 (0.7)	11 (1.2)	54 (1.2)
Asian or Asian British	37 (4.1)	33 (3.6)	28 (3.0)	32 (3.6)	25 (2.8)	155 (3.4)
Black or Black British	12 (1.3)	14 (1.5)	17 (1.8)	13 (1.5)	16 (1.8)	72 (1.6)
Other	3 (0.3)	3 (0.3)	4 (0.4)	2 (0.2)	4 (0.5)	16 (0.4)
Education						
Degree or equivalent +	460 (50.4)	435 (48.0)	450 (48.7)	426 (47.6)	425 (47.7)	2,196 (48.5)
A levels or vocational level 3 or equivalent	174 (19.1)	174 (19.2)	179 (19.4)	174 (19.4)	177 (19.9)	878 (19.4)
Other qualifications below A levels or equivalent	163 (17.9)	155 (17.1)	167 (18.1)	158 (17.7)	141 (15.8)	784 (17.3)
Other qualification	46 (5.0)	70 (7.7)	44 (4.8)	49 (5.5)	62 (7.0)	271 (6.0)
No qualifications	70 (7.7)	73 (8.1)	84 (9.1)	88 (9.8)	86 (9.7)	401 (8.9)
Children in household						
Yes	280 (30.7)	262 (28.9)	269 (29.1)	286 (32.0)	280 (31.4)	1,377 (30.4)
No	633 (69.3)	645 (71.1)	655 (70.9)	609 (68.0)	611 (68.6)	3,153 (69.6)
Shopping responsibility						
Yes – some or all	868 (95.0)	866 (95.5)	895 (96.9)	859 (96.0)	852 (95.6)	4,340 (95.8)
No – someone else does	45 (4.9)	41 (4.5)	29 (3.1)	36 (4.0)	39 (4.4)	190 (4.2)
Current label use						
Very often	177 (19.4)	209 (23.0)	179 (19.4)	220 (24.6)	160 (18.0)	945 (20.9)
Quite often	297 (32.5)	345 (38.0)	305 (33.0)	308 (34.4)	291 (32.7)	1,546 (34.1)
Occasionally	269 (29.5)	234 (25.8)	267 (28.9)	266 (29.7)	282 (31.7)	1,318 (29.1)
Rarely	132 (14.5)	95 (10.5)	142 (15.4)	83 (9.3)	107 (12.0)	559 (12.3)
Never	38 (4.2)	24 (2.7)	31 (3.4)	18 (2.0)	51 (5.7)	162 (3.6)
Reported consuming or buying product in past 12 months						
Pizza	670 (73.4)	647 (71.3)	686 (74.2)	690 (77.1)	668 (75.0)	3,361 (74.2)
Drink	313 (34.3)	336 (37.1)	324 (35.1)	336 (37.5)	321 (36.0)	1,630 (36.0)
Cake	627 (68.7)	651 (71.8)	633 (68.5)	635 (71.0)	617 (69.3)	3,163 (69.8)
Crisps	752 (82.4)	739 (81.5)	772 (83.6)	753 (84.1)	707 (79.4)	3,723 (82.2)
Yoghurt	761 (83.4)	755 (83.2)	772 (83.6)	747 (83.5)	744 (83.5)	3,779 (83.4)
Breakfast cereal	779 (85.3)	757 (83.5)	755 (81.7)	756 (84.5)	755 (84.7)	3,802 (83.9)

MTL, Multiple Traffic Light; N-S, Nutri-Score; WL, Warning Label; PC, Positive Choice tick; RR: Relative Risk; CI: Confidence Interval.

Table S4. Proportion of missing data per variable ($n = 4,863$)

	n (%)
Sex	0 (0)
Age	6 (0.1)
Ethnicity	58 (1.6)
Education	16 (0.3)
Children in household	21 (0.4)
Shopping responsibility	1 (0.0)
Current label use	0 (0.0)
Reported consuming or buying product in past 12 months*	0 (0.0)

Baseline ranking	
Pizza	55 (1.1)
Drink	98 (2.0)
Cake	53 (1.1)
Crisps	47 (1.0)
Yoghurt	71 (1.5)
Breakfast cereal	56 (1.2)
Follow-up ranking	
Pizza	48 (1.0)
Drink	55 (1.1)
Cake	40 (0.8)
Crisps	38 (0.8)
Yoghurt	49 (1.0)
Breakfast cereal	51 (1.0)
Enough information question	
Baseline	20 (0.4)
Follow-up	27 (0.6)
Reported seeing the label	2 (0.0)

Missing data includes the following responses: refused, don't know, not applicable

Table S5. Summary of participants who correctly ranked products at baseline and follow-up, by FOPL group and product category

	Control % correct		MTL % correct		NS % correct		WL % correct		PC % correct		Overall % correct	
	Baseline	Follow-up	Baseline	Follow-up	Baseline	Follow-up	Baseline	Follow-up	Baseline	Follow-up	Baseline	Follow-up
Pizza	465 (69.4%)	456 (68.1%)	473 (73.1%)	582 (90.0%)	508 (74.1%)	640 (93.3%)	476 (69.0%)	563 (81.6%)	490 (73.4%)	491 (73.5%)	2412 (71.8%)	2732 (81.3%)
Drinks	198 (63.3%)	196 (62.6)	212 (63.1%)	286 (85.1%)	183 (56.5%)	306 (94.4%)	221 (65.8%)	280 (83.3%)	194 (60.4%)	221 (68.9%)	1008 (61.8%)	1289 (79.1%)
Puddings	422 (67.3%)	417 (66.5%)	428 (65.8%)	593 (91.1%)	445 (70.3%)	590 (93.2%)	399 (62.8%)	547 (86.1%)	422 (68.4%)	411 (66.6%)	2116 (66.9%)	2558 (80.9%)
Snack	453 (60.2%)	459 (61.0%)	468 (63.3%)	675 (91.3%)	478 (61.9%)	723 (93.7%)	504 (66.9%)	629 (83.5%)	454 (64.2%)	464 (65.6%)	2357 (63.3%)	2950 (79.2%)
Yoghurt	98 (12.9%)	101 (13.3%)	107 (14.2%)	642 (85.0%)	86 (11.1%)	660 (85.5%)	90 (12.1%)	458 (61.3%)	66 (8.9%)	117 (15.7%)	447 (11.8%)	1978 (52.3%)
Breakfast cereal	261 (33.5%)	267 (34.3%)	252 (33.3%)	658 (86.9%)	256 (33.9%)	664 (88.0%)	238 (31.5%)	546 (72.2%)	261 (34.6%)	299 (39.6%)	1268 (33.4%)	2434 (64.0%)

FOPL: front of pack label; MTL, Multiple Traffic Light; N-S, Nutri-Score; WL, Warning Label; PC, Positive Choice tick.

Table S6. Multilevel log-binomial regression results - follow-up (FOPL group) correct (yes /no) and adjusted for baseline rank compared to control (also adjusted for design factors and covariates as planned) in full sample ($n = 4,530$)

MTL v Control RR (95%CI)	N-S v Control RR (95%CI)	WL v Control RR (95%CI)	PT v Control RR (95%CI)	N-S v MTL RR (95%CI)
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Pizza	1.19 (1.09, 1.31) <i>p</i> < 0.001	1.26 (1.16, 1.38) <i>p</i> < 0.001	1.15 (1.05, 1.25) <i>p</i> < 0.01	0.98 (0.91, 1.06) 0.63 <i>p</i> = 0.22	1.06 (0.97, 1.16)
Drink	1.37 (1.24, 1.51) <i>p</i> < 0.001	1.66 (1.51, 1.83) <i>p</i> < 0.001	1.29 (1.18, 1.40) <i>p</i> < 0.001	1.13 (1.04, 1.23) <i>p</i> < 0.01	1.21 (1.09, 1.35) <i>p</i> < 0.01
Cake	1.41 (1.30, 1.54) <i>p</i> < 0.001	1.44 (1.33, 1.57) <i>p</i> < 0.001	1.37 (1.26, 1.48) <i>p</i> < 0.001	1.01 [†] (0.95, 1.08) 0.76 <i>p</i> = 0.70	1.02 (0.93, 1.12)
Crisps	1.43 (1.31, 1.56) <i>p</i> < 0.001	1.50 (1.37, 1.64) <i>p</i> < 0.001	1.27 (1.17, 1.38) <i>p</i> < 0.001	1.02 [†] (0.95, 1.10) 0.59 <i>p</i> = 0.38	1.05 (0.95, 1.16)
Yoghurt	6.19 (4.79, 8.01) <i>p</i> < 0.001	6.86 (5.14, 9.24) <i>p</i> < 0.001	4.24 (3.15, 5.71) <i>p</i> < 0.001	1.79 (1.35, 2.37) <i>p</i> < 0.001	1.11 (0.80, 1.55) <i>p</i> = 0.53
Breakfast cereal	2.51 (2.14, 2.95) <i>p</i> < 0.001	2.61 (2.21, 3.08) <i>p</i> < 0.001	2.43 (2.02, 2.93) <i>p</i> < 0.001	1.17 (0.99, 1.37) P = 0.06	1.04 (0.87, 1.24) <i>p</i> = 0.69

[†]Cake and crisps categories had no products qualify for Positive Choice tick; all analyses were adjusted for baseline ranking (correct/ incorrect), stratification factors (year of recruitment to panel, sex, age, government office region, household income), and the following pre-specified covariates: ethnicity, highest education level, household composition, food shopping responsibility, and current FOPL use. FOPL: front of pack label; MTL, Multiple Traffic Light; N-S, Nutri-Score; WL, Warning Label; PC, Positive Choice tick; RR: Relative Risk; CI: Confidence Interval.

Table S7. Log-binomial regression results – relative risk that ranking improved (follow-up vs baseline) between FOPL group and control (adjusted for design factors and covariates as planned) in full sample (*n* = 4,530)

	MTL v Control RR (95%CI)	N-S v Control RR (95%CI)	WL v Control RR (95%CI)	PC v Control RR (95%CI)	N-S v MTL RR (95%CI)
Pizza	2.23 (1.56, 3.17) <i>p</i> < 0.001	2.46 (1.74, 3.48) <i>p</i> < 0.001	1.95 (1.36, 2.80) <i>p</i> < 0.001	0.86 (0.58, 1.28) 0.46 <i>p</i> = 0.40	1.11 (0.88, 1.39)
Drink	4.04 (2.73, 5.96) <i>p</i> < 0.001	5.32 (3.64, 7.76) <i>p</i> < 0.001	3.29 (2.22, 4.90) <i>p</i> < 0.001	1.82 (1.18, 2.81) <i>p</i> < 0.01	1.32 (1.10, 1.58) <i>v</i> < 0.01
Cake	8.05 (4.83, 13.44) <i>p</i> < 0.001	8.02 (4.84, 13.30) <i>p</i> < 0.001	7.06 (4.24, 11.76) <i>p</i> < 0.001	1.00 [†] (0.51, 1.97) 0.99 <i>p</i> = 0.97	0.99 (0.81, 1.22)
Crisps	4.75 (3.29, 6.84) <i>p</i> < 0.001	5.35 (3.72, 7.69) <i>p</i> < 0.001	3.59 (2.45, 5.26) <i>p</i> < 0.001	1.36 [†] (0.85, 2.20) 0.20 <i>p</i> = 0.20	1.13 (0.94, 1.35)
Yoghurt	22.70 (14.72, 34.99) <i>p</i> < 0.001	22.89 (14.84, 35.30) <i>p</i> < 0.001	15.63 (10.08, 24.24) <i>p</i> < 0.001	2.84 (1.70, 4.73) <i>p</i> < 0.001	1.01 (0.93, 1.10) <i>p</i> = 0.85
Breakfast cereal	7.64 (5.44, 10.73) <i>p</i> < 0.001	8.37 (5.98, 11.73) <i>p</i> < 0.001	6.90 (4.90, 9.73) <i>p</i> < 0.001	2.05 (1.37, 3.05) <i>p</i> < 0.001	1.10 (0.98, 1.23) <i>p</i> = 0.13

[†]Cake and crisps categories had no products qualify for Positive Choice tick; all analyses were adjusted for the five stratification factors (year of recruitment to panel, sex, age, government office region, household income) and the following pre-specified covariates: ethnicity, highest education level,

household composition, food shopping. FOPL: front of pack label; MTL, Multiple Traffic Light; N-S, Nutri-Score; WL, Warning Label; PC, Positive Choice tick; RR: Relative Risk; CI: Confidence Interval.

Table S8. Multiple regression analysis results- association between global food score and FOPL group (adjusted for design factors and covariates as planned) in full sample ($n = 4,530$)

	MTL v Control RR (95%CI)	N-S v Control RR (95%CI)	WL v Control RR (95%CI)	PC v Control RR (95%CI)	N-S v MTL RR (95%CI)
Score (-5, +5)	1.8	2.0	1.4	0.1	0.3
Regression (coefficients)	(1.7, 1.9) <i>p</i> < 0.001	(1.9, 2.1) <i>p</i> < 0.001	(1.2, 1.5) <i>p</i> < 0.001	(0.02, 0.2) <i>p</i> = 0.03	(0.2, 0.5) <i>p</i> < 0.001

Global food score was an aggregated score of correct ranking in the five food products, range -5 to +5 (- indicates worsening and + indicates improvement) ; all analyses adjusted for stratification factors (year of recruitment to panel, sex, age, government office region, household income) and covariates: ethnicity, highest education level, household composition, food shopping responsibility, current FOPL use. FOPL: front of pack label; MTL, Multiple Traffic Light; N-S, Nutri-Score; WL, Warning Label; PC, Positive Choice tick; RR: Relative Risk; CI: Confidence Interval.