**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