**Table S1**. Multinomial logistic regression analysis showing the association between place of purchase and gluten avoidance with markets instead of supermarkets on exaequo data.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Non-avoiders** | **Partial avoiders** | | | **Total avoiders** | | |
|  | (n=14,878) | (n=1,608) | | | (n=399) | | |
|  | Ref. | OR | 95% CI | p | OR | 95% CI | p |
| **model 1** |  |  |  |  |  |  |  |
| Supermarkets | 1 | Réf. | Réf. |  | Réf. | Réf. |  |
| Hard discount | 1 | 0.71 | 0.40-1.25 | .2322 | 1.91 | 0.92-3.97 | .0827 |
| Grocery stores | 1 | 1.31 | 0.76-2.25 | .3344 | 1.22 | 0.38-3.88 | .7411 |
| Markets | 1 | 0.93 | 0.80-1.07 | .2894 | 0.92 | 0.68-1.24 | .5696 |
| Organic stores | 1 | 2.57 | 2.28-2.89 | < .0001 | 3.33 | 2.65-4.19 | < .0001 |
|  |  |  |  |  |  |  |  |
| **model 2** |  |  |  |  |  |  |  |
| Supermarkets | 1 | Réf. | Réf. |  | Réf. | Réf. |  |
| Hard discount | 1 | 0.80 | 0.45-1.41 | .4339 | 2.36 | 1.13-4.92 | .0225 |
| Grocery stores | 1 | 1.18 | 0.68-2.04 | .5588 | 1.04 | 0.32-3.32 | .9544 |
| Markets | 1 | 0.92 | 0.79-1.06 | .2254 | 0.91 | 0.68-1.23 | .5356 |
| Organic stores | 1 | 1.68 | 1.47-1.91 | < .0001 | 1.78 | 1.38-2.29 | < .0001 |