**Supplemental Table 1. Interview schedule users (with predefined themes)**

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| --- | --- |
| **Main theme** | **Main question** |
| Definition of dietary supplements  | Please describe what dietary supplements are and what they are meant for.  |
| Attitude (pros) | What are the most important benefits of taking dietary supplements for you? What are your most important reasons for taking dietary supplements? |
| Self-efficacy | In which situations is it difficult for you to keep taking dietary supplements? In which situations would it be difficult for you to quit taking dietary supplements? |
| Response efficacy | How do you notice the advantageous health effects of dietary supplements?  |
| Social influences | What do people think in your social environment about dietary supplements? Think of the opinion of your partner, family, friends and colleagues.  |
| Attitude (cons)  | What are the disadvantages of dietary supplement use for you? Can you think of reasons against dietary supplement use?  |
| Risk perception (severity) | In your opinion, how severe are the adverse effects of dietary supplements? |
| Risk perception (chance) | What is the chance of experiencing adverse effects of dietary supplements?  |

**Supplemental Table 2. Interview schedule non-users (with predefined themes)**

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| **Main theme** | **Main question** |
| Definition of dietary supplements  | Please describe what dietary supplements are and what they are meant for.  |
| Attitude (pros) | Can you think of reasons why you would take dietary supplements? Can you think of reasons why people take dietary supplements?  |
| Self-efficacy | In which situations would it be difficult for you to stay away from dietary supplements? Can you think of situations in which people may encounter difficulties with quitting taking dietary supplements?  |
| Social influences | What do people think in your social environment about dietary supplements? Think of the opinion of your partner, family, friends and colleagues. |
| Attitude (cons)  | What are your most important reasons against taking dietary supplements for you? What are the disadvantages of dietary supplement use?  |
| Risk perception (severity) | In your opinion, how severe are the adverse effects of dietary supplements? |
| Risk perception (chance) | What is the chance of experiencing adverse effects of dietary supplements?  |