**Supplementary material**

Supplemental Table 1: Factor loadings for the two factors describing attitudes towards healthy eating and supplement use

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| --- | --- | --- |
| Item | Health- and environmentally conscious | Prefering supplements/ fortified foods |
| We eat a wholesome diet | 0.48 | 0.218 |
| Multivitamin preparations are important supplements | 0.12 | 0.542 |
| Nutrition has an influence on a person’s health | -0.14 | 0.384 |
| We pay attention to a food’s fat content | 0.55 | 0.214 |
| We use vitamin and/or minerals supplements | 0.23 | 0.525 |
| There is too much hype surrounding nutrition | -0.20 | 0.282 |
| We often buy nutritious foods | 0.40 | 0.254 |
| When it comes to nutrition, we avoid everything that is damaging to our health | 0.67 | 0.031 |
| A normal diet contains all the needed nutrients. There is no need for supplements | 0.09 | -0.542 |
| When purchasing foodstuffs, cholesterol plays a fundamental role | 0.48 | 0.391 |
| We pay attention to a food’s low salt content | 0.55 | 0.366 |
| We usually buy fortified foods | 0.19 | 0.621 |
| We pay attention to a food’s sugar content | 0.62 | 0.250 |
| We consume fresh fruits and vegetables every day | 0.43 | -0.227 |
| Sweeteners are a viable option | 0.09 | 0.485 |
| We eat a low-carbohydrate diet | 0.53 | 0.448 |
| We usually buy foods with health effects | 0.17 | 0.264 |
| If possible, we buy food from Germany | 0.59 | -0.364 |
| We prefer regional products | 0.55 | -0.426 |
| We are willing to pay higher prices for regional products | 0.55 | -0.389 |
| We don't buy genetically modified food | 0.36 | -0.355 |
| Organic products are healthier than non-organic products | 0.42 | -0.234 |
| We reject foods with preservatives | 0.63 | -0.197 |
| When purchasing foods, we avoid products with additives | 0.74 | -0.116 |
| We buy fresh products rather than canned or frozen products | 0.51 | -0.173 |
| We don’t buy foods that burden the environment | 0.65 | -0.111 |