**Supplementary material**

**Manuscript: ‘What is Healthy Eating? A Qualitative Exploration’**

**Supplemental Table S2. Interview question guide developed for semi-structured interviews with adults (n=23), October 2015-March 2016**

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| **Defining Healthy Eating**   1. *We often hear a lot about healthy eating. Can you share your thoughts on what you describe a healthy food choice to be?* 2. *How important is it for you to make healthy food choices?* |
| **Perception of own food choice**   1. *Every day we make food choices. How do describe the food choices you are making currently?* 2. *Can you describe from your experiences, times in your life where your food choices have changed?* |
| **Drivers of food choice**   1. *Thinking broadly, what do you think influences people to make healthy food choices?* 2. *Thinking about your own food choices and experiences, if you were to choose three things that influence you to make healthy food choices the most, what would they be?* |
| **Barriers of food choice**   1. *Again, thinking more broadly, what do you think interferes with people making healthy food choices?* 2. *Can you share your thoughts on what you think interferes with you from making a healthy food choice?* 3. *Do you have any thoughts or suggestions how these [barriers] can be addressed?* |