**Supplementary material**

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

**Consolidated criteria for reporting qualitative studies (COREQ): 32-item checklist**

Developed from: Tong A, Sainsbury P, Craig J. Consolidated criteria for reporting qualitative research (COREQ): a 32-item checklist for interviews and focus groups. *International Journal for Quality in Health Care*. 2007. Volume 19, Number 6: pp. 349 – 357

**Supplemental Table S1. COREQ Checklist**

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| --- | --- | --- |
| **No. Item** | **Guide questions/description** | **Location in manuscript** |
| **Domain 1: Research team and reﬂexivity** | | |
| ***Personal Characteristics*** | | |
| 1. Interviewer/facilitator | RM conducted all interviews. | Methods, line 67 |
| 2. Credentials | BHNut, MNutDiet, APD | - |
| 3. Occupation | At the time of the interviews RM was a Private Practice Dietitian, Sessional University Tutor for [intentionally left blank] and a PhD student. | - |
| 4. Gender | Female. | - |
| 5. Experience and training | At the time of the interviews RM had a background in Nutrition and Dietetics. RM had previously conducted interviews with a range of different participant groups including, University master students and pregnant women. | Methods, line 76-79 |
| ***Relationship with participants*** | | |
| 6. Relationship established | No. | - |
| 7. Participant knowledge of the interviewer | Participants were briefed on the purpose of the study and understood the study was part of a research study for RM PhD. | - |
| 8. Interviewer characteristics | RM was a Private Practice Dietitian during the time of the interviews and a novice researcher. | - |
| ***Domain 2: study design*** | | |
| ***Theoretical framework*** | | |
| 9. Methodological orientation and Theory | Thematic Analysis according to Braun and Clarke (2006). | Method, line 96 |
| ***Participant selection*** | | |
| 10. Sampling | Convenience sampling was used to recruit participants. Participants were recruited through a ‘call to action’ by distributing study flyers in various health-care centres, community health-based newsletters and on Facebook. | Method, line 44-50 & 57 |
| 11. Method of approach | Individuals that expressed their interest to participate contacted researcher RM and a questionnaire was administered via telephone. | Method, line 69-70 |
| 12. Sample size | 23 | Method, line 129 |
| 13. Non-participation | There were no participants who refused to participate or withdrew consent. | - |
| ***Setting*** | | |
| 14. Setting of data collection | Either face-to-face at [location removed for blind peer-review] or via telephone. | Method, line 65-69 |
| 15. Presence of non-participants | No. | - |
| 16. Description of sample | Age range: 25-60 years.  Age mean: 38 years  Female participants: 19  Male participants: 4  Mean BMI (Body Mass Index): 29.1 kg/m²  (see Table 2: General Characteristics of the Study Participants) | Results, line 129-135 |
| ***Data collection*** | | |
| 17. Interview guide | Interviews were semi-structures using an interview guide  (supplementary material, Supplemental Table S2). | Supplementary Material |
| 18. Repeat interviews | No | - |
| 19. Audio/visual recording | Each telephone interview was audio-recorded using the app TapeACall (TelTech Systems Inc) and a Zoom H1 Audio Recorder was used during face-to-face interviews. | Method, line 85-87 |
| 20. Field notes | RM wrote reflective diary entries after the completion of interviews. | Method, line 83 |
| 21. Duration | Interview durations ranged from 30 – 90 minutes | - |
| 22. Data saturation | In this study, it was believed that the point of saturation occurred by the twenty-third interview, as no new emerging themes were presented and ideas became repetitive. | Method, line 118 |
| 23. Transcripts returned | No | - |
| **Domain 3: analysis and ﬁndings** | | |
| ***Data analysis*** | | |
| 24. Number of data coders | RM coded all interviews.  To ensure integrity and consistency of themes, researchers (JK, RB and AS) were randomly assigned to a transcript and were all given a common transcript. | Method, line 115 |
| 25. Description of the coding tree | Coding described in methods. See Table 1: Theme Generation | Methods, line 114 |
| 26. Derivation of themes | Analysis was inductive, whereby themes derived from the data. | Methods, line 108 |
| 27. Software | Word Documents were used to transcribe verbatim audio-recorded interviews. They were then uploaded onto NVivo 10 (QSR), which was used to facilitate coding. | Method, line 108 |
| 28. Participant checking | No | - |
| ***Reporting*** | | |
| 29. Quotations presented | Yes, specific quotations were presented to help illustrate themes and provide examples. Quotations were identified by a participant number | Result section |
| 30. Data and ﬁndings consistent | Yes | - |
| 31. Clarity of major themes | Table 1 | Table 1 |
| 32. Clarity of minor themes | Table 1 | Table 1 |