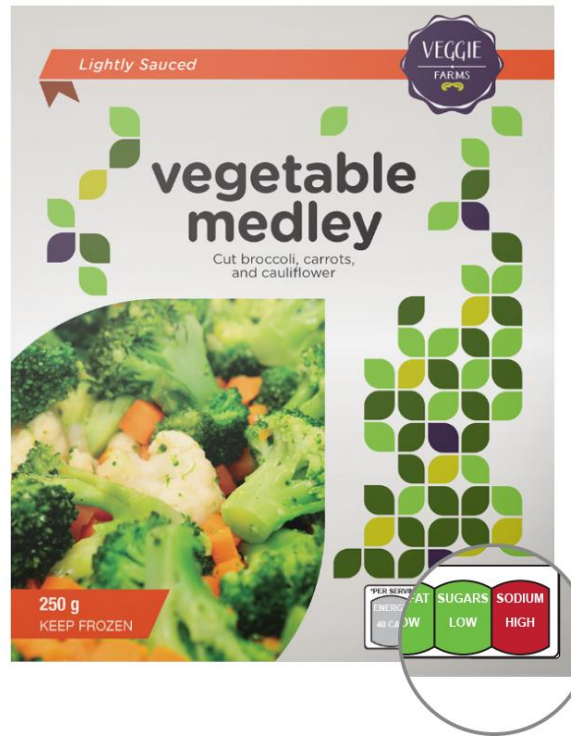
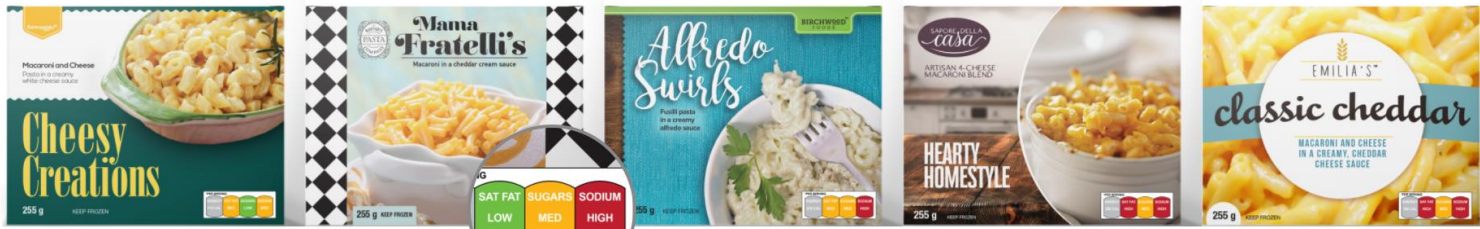


ONLINE SUPPLEMENTAL MATERIAL - Efficacy of FOP labelling: an online RCT

Supplemental Figure 1. Screen shot of the 'zoom in' feature used in the online tasks to increase legibility of the FOP labels in experimental tasks



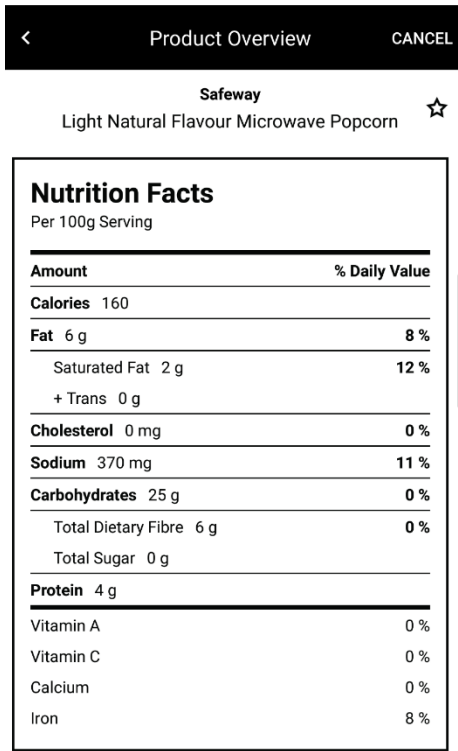
[See nutrition information](#)



[See nutrition information](#) Please note that the order of the Nutritional Facts Tables matches the order of the

**ONLINE SUPPLEMENTAL MATERIAL - Efficacy of FOP labelling: an online RCT**

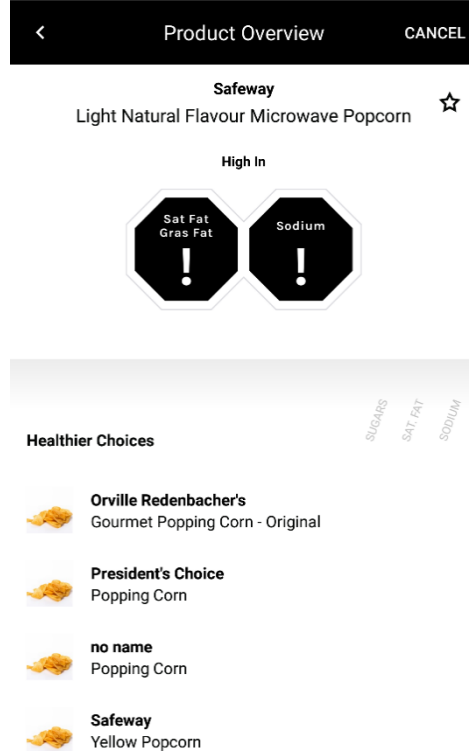
**Supplemental Figure 2.** Examples of the smartphone application images used in the brief educational session for the a) control\* b) 'high in' warning label (WL), c) traffic light label (TLL) and d) Health star rating (HSR)

a) 

**Product Overview** CANCEL

Safeway  
Light Natural Flavour Microwave Popcorn ☆

Nutrition Facts	
Per 100g Serving	
Amount	% Daily Value
<b>Calories</b> 160	
<b>Fat</b> 6 g	<b>8 %</b>
Saturated Fat 2 g	<b>12 %</b>
+ Trans 0 g	
<b>Cholesterol</b> 0 mg	<b>0 %</b>
<b>Sodium</b> 370 mg	<b>11 %</b>
<b>Carbohydrates</b> 25 g	<b>0 %</b>
Total Dietary Fibre 6 g	<b>0 %</b>
Total Sugar 0 g	
<b>Protein</b> 4 g	
Vitamin A	0 %
Vitamin C	0 %
Calcium	0 %
Iron	8 %

b) 

**Product Overview** CANCEL

Safeway  
Light Natural Flavour Microwave Popcorn ☆

High In

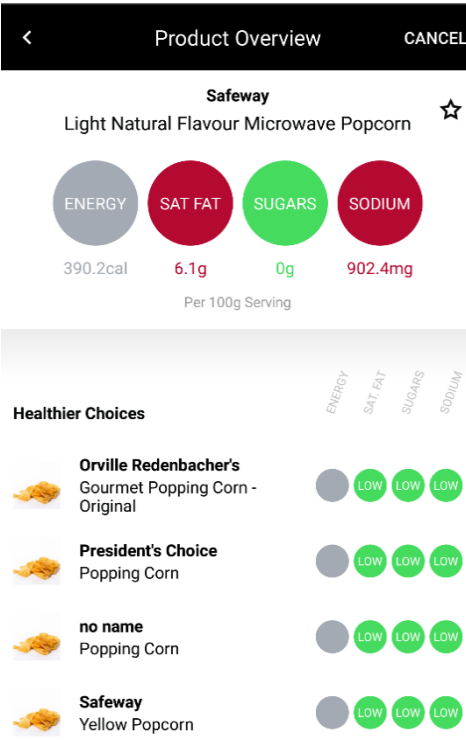
Sat Fat  
Gras Fat

Sodium

HEALTHIER CHOICES

SUGARS  
SAT FAT  
SODIUM

- Orville Redenbacher's Gourmet Popping Corn - Original
- President's Choice Popping Corn
- no name Popping Corn
- Safeway Yellow Popcorn

c) 

**Product Overview** CANCEL

Safeway  
Light Natural Flavour Microwave Popcorn ☆

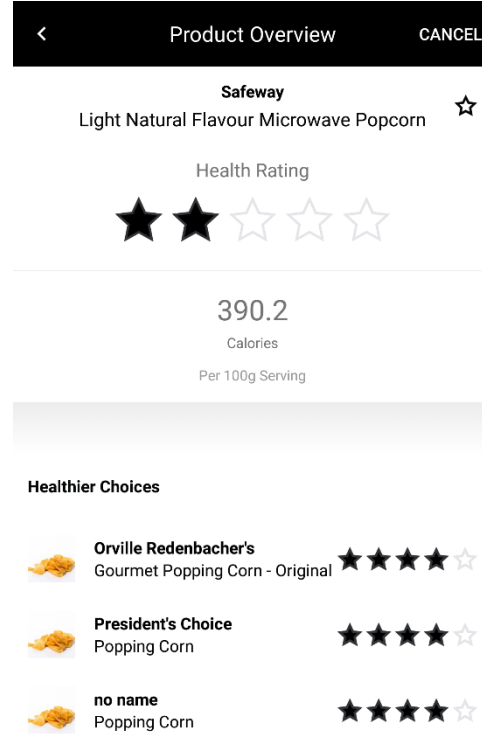
ENERGY 390.2cal  
SAT FAT 6.1g  
SUGARS 0g  
SODIUM 902.4mg

Per 100g Serving

HEALTHIER CHOICES

ENERGY SAT FAT SUGARS SODIUM

- Orville Redenbacher's Gourmet Popping Corn - Original (LOW LOW LOW)
- President's Choice Popping Corn (LOW LOW LOW)
- no name Popping Corn (LOW LOW LOW)
- Safeway Yellow Popcorn (LOW LOW LOW)

d) 

**Product Overview** CANCEL

Safeway  
Light Natural Flavour Microwave Popcorn ☆

Health Rating

★ ★ ☆ ☆ ☆

390.2  
Calories  
Per 100g Serving

HEALTHIER CHOICES

- Orville Redenbacher's Gourmet Popping Corn - Original (★★★★☆)
- President's Choice Popping Corn (★★★★☆)
- no name Popping Corn (★★★★☆)

\*Participants were shown the NFT image for the purposes of the the education session only, and were not shown any interpretive FOP labelling in the experimental tasks. In all conditions, participants were able to click on supplementary nutritional information and view the NFT in the experimental tasks.

ONLINE SUPPLEMENTAL MATERIAL - Efficacy of FOP labelling: an online RCT

Supplemental Figure 3. Task 1 – Identifying the relative healthiness of food product packages and the FOP labels for each of the systems in the experimental tasks. No FOP labels were shown in the control condition

	Package image	'High in' warning labels (WL)	Health star rating (HSR)	Traffic light labels (TLL)
HEALTHIER GRANOLA BAR		NO SYMBOL	Health Star Rating ★★★★☆	*PER SERVING ENERGY: 500 CAL, SAT FAT: LOW, SUGARS: MED, SODIUM: LOW
LESS HEALTHY GRANOLA BAR			Health Star Rating ★☆☆☆☆	*PER SERVING ENERGY: 500 CAL, SAT FAT: HIGH, SUGARS: HIGH, SODIUM: MED
HEALTHIER PIZZA		NO SYMBOL	Health Star Rating ★★★★☆	*PER SERVING ENERGY: 240 CAL, SAT FAT: MED, SUGARS: LOW, SODIUM: MED
LESS HEALTHY PIZZA			Health Star Rating ★★☆☆☆	*PER SERVING ENERGY: 340 CAL, SAT FAT: HIGH, SUGARS: LOW, SODIUM: HIGH
HEALTHIER VEGETABLES IN SAUCE		NO SYMBOL	Health Star Rating ★★★★☆	*PER SERVING ENERGY: 110 CAL, SAT FAT: LOW, SUGARS: LOW, SODIUM: LOW
LESS HEALTHY VEGETABLES IN SAUCE			Health Star Rating ★★★★☆	*PER SERVING ENERGY: 40 CAL, SAT FAT: LOW, SUGARS: LOW, SODIUM: HIGH
HEALTHIER CANNED SOUP		NO SYMBOL	Health Star Rating ★★★★☆	*PER SERVING ENERGY: 50 CAL, SAT FAT: LOW, SUGARS: LOW, SODIUM: LOW
LESS HEALTHY CANNED SOUP			Health Star Rating ★★★☆☆	*PER SERVING ENERGY: 110 CAL, SAT FAT: LOW, SUGARS: MED, SODIUM: HIGH

ONLINE SUPPLEMENTAL MATERIAL - Efficacy of FOP labelling: an online RCT

Supplemental Figure 3 (cont). Task 1 - Nutritional information and Nutrition Facts tables shown for Task 1 products.

Product category

Less Healthy Product

Healthier product



Nutrition Facts	
Per 1 bar (23 g)	
Amount	% Daily Value
<b>Calories</b> 150	
<b>Fat</b> 7 g	11 %
Saturated 4 g	21 %
+ Trans 0.1 g	
<b>Cholesterol</b> 0 mg	
<b>Sodium</b> 70 mg	3 %
<b>Carbohydrate</b> 19 g	6 %
Fibre 2 g	8 %
Sugars 15 g	
<b>Protein</b> 2 g	
Vitamin A	0 %
Vitamin C	0 %
Calcium	4 %
Iron	6 %

**INGREDIENTS:** ROLLED OATS, CANOLA LECITHIN, BROWN SUGAR, CANOLA OIL, WHOLE GRAIN WHOLE WHEAT FLOUR, ALMONDS, WHOLE GRAIN BARLEY FLOUR, WHOLE GRAIN SPELT FLOUR, WHOLE GRAIN RYE FLOUR, SALT, NATURAL FLAVOURS, SKIM MILK POWDER, WHOLE EGG POWDER (CONTAINS CALCIUM PHOSPHATE), CANOLA LECITHIN, BAKING SODA, AMMONIUM BICARBONATE, BETA-CAROTENE.

MAY CONTAIN PEANUTS, OTHER TREE NUTS NOT LISTED, SOY AND SESAME.

Nutrition Facts	
Per 1 bar (23 g)	
Amount	% Daily Value
<b>Calories</b> 110	
<b>Fat</b> 1 g	2 %
Saturated 0 g	0 %
+ Trans 0 g	
<b>Cholesterol</b> 0 mg	
<b>Sodium</b> 10 mg	1 %
<b>Carbohydrate</b> 24 g	8 %
Fibre 2 g	8 %
Sugars 6 g	
<b>Protein</b> 1 g	
Vitamin A	0 %
Vitamin C	2 %
Calcium	0 %
Iron	2 %

**INGREDIENTS:** ROLLED OATS, BARLEY FLAKES, SUNFLOWER SEEDS, FLAX SEEDS, RICE CRISPS (RICE FLOUR, RICE BRAN, RICE EXTRACT), APPLE JUICE CONCENTRATE. DOES NOT CONTAIN NUT INGREDIENTS.



Nutrition Facts	
Per 1/4 Pizza (135 g)	
Amount	% Daily Value
<b>Calories</b> 340	
<b>Fat</b> 16 g	25 %
Saturated 7 g	36 %
+ Trans 0.2 g	
<b>Cholesterol</b> 40 mg	
<b>Sodium</b> 950 mg	40 %
<b>Carbohydrate</b> 35 g	12 %
Fibre 2 g	8 %
Sugars 4 g	
<b>Protein</b> 12 g	
Vitamin A	0 %
Vitamin C	6 %
Calcium	20 %
Iron	15 %

**INGREDIENTS:** CRUST (ENRICHED WHEAT FLOUR (FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), MALTED BARLEY FLOUR, ASCORBIC ACID), WATER, SOYBEAN OIL, BREAD CRUMBS (WHEAT FLOUR, YEAST, SUGAR, SALT), YEAST, HONEY, SUGAR, SALT), FIVE CHEESE MIX (WHITE CHEDDAR CHEESE (MILK, CHEESE CULTURE, SALT, ENZYMES), MOZZARELLA CHEESE (MILK, CHEESE CULTURE, SALT, ENZYMES) PROVOLONE CHEESE (MILK, BACTERIAL CULTURE, SALT, ENZYMES), PARMESAN AND ROMANO CHEESE BLEND (MILK, BACTERIAL CULTURE, SALT, ENZYMES), SAUCE (TOMATO PUREE, WATER, SUGAR, SALT, DEHYDRATED GARLIC, SPICE), CHERRY TOMATOES, BASIL, SALT, SPICES, ONION POWDER, GARLIC POWDER, NATURAL FLAVOURS.

CONTAINS MILK, SOY, WHEAT, MUSTARD.

Nutrition Facts	
Per 1/4 Pizza (135 g)	
Amount	% Daily Value
<b>Calories</b> 240	
<b>Fat</b> 7 g	11 %
Saturated 3 g	16 %
+ Trans 0.2 g	
<b>Cholesterol</b> 10 mg	
<b>Sodium</b> 330 mg	14 %
<b>Carbohydrate</b> 32 g	11 %
Fibre 3 g	12 %
Sugars 4 g	
<b>Protein</b> 12 g	
Vitamin A	6 %
Vitamin C	35 %
Calcium	8 %
Iron	15 %

**INGREDIENTS:** TOPPINGS: TOMATO SAUCE (TOMATOES (TOMATOES, TOMATO JUICE, CITRIC ACID, CALCIUM CHLORIDE), WATER, EXTRA VIRGIN OLIVE OIL, GARLIC IN OIL (WATER, GARLIC, CANOLA OIL, CITRIC ACID, POTASSIUM SORBATE), SALT, MODIFIED CORN STARCH, SUGAR, GARLIC POWDER, OREGANO), MOZZARELLA AND GOAT'S MILK SOFT UNRIPENED CHEESES (PARTLY SKIMMED MILK, PASTEURIZED GOAT'S MILK, BACTERIAL CULTURE, SALT, CALCIUM CHLORIDE, MICROBIAL ENZYME, POTASSIUM SORBATE), CHERRY TOMATOES, BASIL, CRUST: ENRICHED WHEAT FLOUR, WATER, EXTRA VIRGIN OLIVE OIL, SUGAR, YEAST, SALT, L-CYSTEINE HYDROCHLORIDE.

## ONLINE SUPPLEMENTAL MATERIAL - Efficacy of FOP labelling: an online RCT



Nutrition Facts	
Per 1/2 cup (85 g)	
Amount	% Daily Value
<b>Calories</b> 60	
<b>Fat</b> 2 g	3 %
Saturated 0.5 g	
+ Trans 0 g	3 %
<b>Cholesterol</b> 5 mg	
<b>Sodium</b> 630 mg	27 %
<b>Carbohydrate</b> 8 g	3 %
Fibre 2 g	8 %
Sugars 3 g	
<b>Protein</b> 2 g	
Vitamin A	2 %
Vitamin C	30 %
Calcium	4 %
Iron	4 %

**INGREDIENTS:** BROCCOLI, CAULIFLOWER, CARROTS, WATER, CHEESE SAUCE MIX (MODIFIED MILK INGREDIENTS, DRIED CHEESE BLEND (MILK, BACTERIAL CULTURE, SALT, MICROBIAL ENZYMES), CORN STARCH, SUNFLOWER OIL, WHEAT FLOUR, SALT, CORN SYRUP SOLIDS, ONION AND GARLIC POWDER, LACTIC ACID, MONO AND DIGLYCERIDES, SPICES, CALCIUM LACTATE, MALTODEXTRIN, TOCOPHEROLS, SUGAR, POTASSIUM CARBONATE, SILICON DIOXIDE, COLOUR, PECTIN, SODIUM ASCORBATE).

CONTAINS MILK AND WHEAT INGREDIENTS.

Nutrition Facts	
Per 1/2 cup (85 g)	
Amount	% Daily Value
<b>Calories</b> 80	
<b>Fat</b> 4 g	6 %
Saturated 0.5 g	
+ Trans 0 g	3 %
<b>Cholesterol</b> 0 mg	
<b>Sodium</b> 85 mg	4 %
<b>Carbohydrate</b> 8 g	3 %
Fibre 3 g	12 %
Sugars 3 g	
<b>Protein</b> 4 g	
Vitamin A	100 %
Vitamin C	15 %
Calcium	2 %
Iron	4 %

**INGREDIENTS:** CARROTS, CAULIFLOWER, BROCCOLI, WATER, HONEY, EXTRA VIRGIN OLIVE OIL, SESAME OIL, SOY SAUCE (WATER, SOY, GROUND WHEAT, SALT, ALCOHOL), CIDER CONDIMENT (CONTAINS MILK INGREDIENTS, SULPHITES), LEMON JUICE, JALAPENO PEPPERS, MODIFIED STARCH (CORN OR RICE OR TAPIOCA), GARLIC, SUGAR, SALT, CILANTRO, SPICE EXTRACT.



Nutrition Facts	
Per 125 mL	
Amount	% Daily Value
<b>Calories</b> 110	
<b>Fat</b> 0 g	0 %
Saturated 0 g	
+ Trans 0 g	0 %
<b>Cholesterol</b> 0 mg	
<b>Sodium</b> 790 mg	33 %
<b>Carbohydrate</b> 25 g	8 %
Fibre 2 g	8 %
Sugars 16 g	
<b>Protein</b> 1 g	
Vitamin A	8 %
Vitamin C	10 %
Calcium	2 %
Iron	8 %

**INGREDIENTS:** WATER, TOMATO PASTE, SUGAR, DICED TOMATOES (TOMATOES, TOMATO JUICE, CITRIC ACID, CALCIUM CHLORIDE), MODIFIED CORN STARCH, ONIONS, SALT, CORNSTARCH, ONION POWDER, DEHYDRATED GARLIC, SPICES, CITRIC ACID, DEHYDRATED CHIVES, DEHYDRATED PARSLEY, BASIL, OREGANO AND ASCORBIC ACID.










Nutrition Facts	
Per 125 mL	
Amount	% Daily Value
<b>Calories</b> 50	
<b>Fat</b> 1.5 g	2 %
Saturated 0.3 g	
+ Trans 0 g	3 %
<b>Cholesterol</b> 0 mg	
<b>Sodium</b> 70 mg	3 %
<b>Carbohydrate</b> 9 g	3 %
Fibre 2 g	8 %
Sugars 6 g	
<b>Protein</b> 1 g	
Vitamin A	4 %
Vitamin C	4 %
Calcium	2 %
Iron	0 %

**INGREDIENTS:** WATER, TOMATO PASTE, ONIONS, CRUSHED TOMATOES, FIRE ROASTED TOMATOES (CONTAIN SALT, CALCIUM CHLORIDE, CITRIC ACID), SUGAR, OLIVE OIL, GARLIC PUREE (WATER, GARLIC, CITRIC ACID), CONCENTRATED LEMON JUICE, SPICES, SEA SALT.

ONLINE SUPPLEMENTAL MATERIAL - Efficacy of FOP labelling: an online RCT









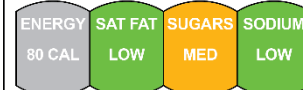





Supplemental Figure 4. Task 2 - Nutritional information and Nutrition Facts tables shown for Task 2 products.

CEREAL

<p><b>Nutrition Facts</b> Per 2/3 cup (50g)</p> <table border="1"> <thead> <tr> <th>Amount</th> <th>% Daily Value</th> </tr> </thead> <tbody> <tr> <td><b>Calories</b> 190</td> <td></td> </tr> <tr> <td><b>Fat</b> 4 g</td> <td>5 %</td> </tr> <tr> <td>  Saturated 0.4 g</td> <td></td> </tr> <tr> <td>  + Trans 0 g</td> <td>2 %</td> </tr> <tr> <td><b>Cholesterol</b> 0 mg</td> <td></td> </tr> <tr> <td><b>Sodium</b> 130 mg</td> <td>5 %</td> </tr> <tr> <td><b>Carbohydrate</b> 37 g</td> <td>12 %</td> </tr> <tr> <td>  Fibre 6 g</td> <td>24 %</td> </tr> <tr> <td>  Sugars 10 g</td> <td></td> </tr> <tr> <td><b>Protein</b> 4 g</td> <td></td> </tr> <tr> <td>Vitamin A</td> <td>0 %</td> </tr> <tr> <td>Vitamin C</td> <td>0 %</td> </tr> <tr> <td>Calcium</td> <td>2 %</td> </tr> <tr> <td>Iron</td> <td>50 %</td> </tr> </tbody> </table> <p><b>INGREDIENTS:</b> WHOLE GRAIN WHEAT, RAISINS, WHOLE GRAIN ROLLED OATS, SUGAR / GLUCOSE-FRUCTOSE, DATES, WHEAT FLOUR, PECANS, MALTED BARLEY FLOUR, VEGETABLE OIL, RICE FLOUR, RICE, SALT, WHEY, COOKING MOLASSES, MONO- AND DIGLYCERIDES, DEXTROSE, PEANUT OIL, GLYCEROL, BHT.</p> <p>VITAMINS AND MINERALS: THIAMINE MONONITRATE (B1), NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE (B6), FOLIC ACID, IRON, ZINC OXIDE, BHT IS ADDED TO PACKAGE MATERIAL TO HELP MAINTAIN PRODUCT FRESHNESS. (D067G)</p> <p>CONTAINS: WHEAT, OATS, PECANS, PEANUTS, BARLEY &amp; MILK INGREDIENTS.</p>	Amount	% Daily Value	<b>Calories</b> 190		<b>Fat</b> 4 g	5 %	Saturated 0.4 g		+ Trans 0 g	2 %	<b>Cholesterol</b> 0 mg		<b>Sodium</b> 130 mg	5 %	<b>Carbohydrate</b> 37 g	12 %	Fibre 6 g	24 %	Sugars 10 g		<b>Protein</b> 4 g		Vitamin A	0 %	Vitamin C	0 %	Calcium	2 %	Iron	50 %	<p><b>Nutrition Facts</b> Per 2/3 cup (50g)</p> <table border="1"> <thead> <tr> <th>Amount</th> <th>% Daily Value</th> </tr> </thead> <tbody> <tr> <td><b>Calories</b> 220</td> <td></td> </tr> <tr> <td><b>Fat</b> 8 g</td> <td>11 %</td> </tr> <tr> <td>  Saturated 5 g</td> <td></td> </tr> <tr> <td>  + Trans 0 g</td> <td>31 %</td> </tr> <tr> <td><b>Cholesterol</b> 0 mg</td> <td></td> </tr> <tr> <td><b>Sodium</b> 35 mg</td> <td>1 %</td> </tr> <tr> <td><b>Carbohydrate</b> 34 g</td> <td>11 %</td> </tr> <tr> <td>  Fibre 3 g</td> <td>12 %</td> </tr> <tr> <td>  Sugars 16 g</td> <td></td> </tr> <tr> <td><b>Protein</b> 4 g</td> <td></td> </tr> <tr> <td>Vitamin A</td> <td>0 %</td> </tr> <tr> <td>Vitamin C</td> <td>0 %</td> </tr> <tr> <td>Calcium</td> <td>2 %</td> </tr> <tr> <td>Iron</td> <td>10 %</td> </tr> </tbody> </table> <p><b>INGREDIENTS:</b> ROLLED OATS, ROLLED WHOLE WHEAT, BROWN SUGAR, MODIFIED MILK INGREDIENTS, COCONUT OIL, ALMONDS, HONEY, NATURAL FLAVOUR.</p> <p>CONTAINS OAT, WHEAT, SOY, MILK, AND ALMOND INGREDIENTS.</p>	Amount	% Daily Value	<b>Calories</b> 220		<b>Fat</b> 8 g	11 %	Saturated 5 g		+ Trans 0 g	31 %	<b>Cholesterol</b> 0 mg		<b>Sodium</b> 35 mg	1 %	<b>Carbohydrate</b> 34 g	11 %	Fibre 3 g	12 %	Sugars 16 g		<b>Protein</b> 4 g		Vitamin A	0 %	Vitamin C	0 %	Calcium	2 %	Iron	10 %	<p><b>Nutrition Facts</b> Per 2/3 cup (50g)</p> <table border="1"> <thead> <tr> <th>Amount</th> <th>% Daily Value</th> </tr> </thead> <tbody> <tr> <td><b>Calories</b> 190</td> <td></td> </tr> <tr> <td><b>Fat</b> 5 g</td> <td>7 %</td> </tr> <tr> <td>  Saturated 3 g</td> <td></td> </tr> <tr> <td>  + Trans 0 g</td> <td>15 %</td> </tr> <tr> <td><b>Cholesterol</b> 0 mg</td> <td></td> </tr> <tr> <td><b>Sodium</b> 50 mg</td> <td>2 %</td> </tr> <tr> <td><b>Carbohydrate</b> 32 g</td> <td>11 %</td> </tr> <tr> <td>  Fibre 4 g</td> <td>16 %</td> </tr> <tr> <td>  Sugars 9 g</td> <td></td> </tr> <tr> <td><b>Protein</b> 4 g</td> <td></td> </tr> <tr> <td>Vitamin A</td> <td>0 %</td> </tr> <tr> <td>Vitamin C</td> <td>2 %</td> </tr> <tr> <td>Calcium</td> <td>2 %</td> </tr> <tr> <td>Iron</td> <td>10 %</td> </tr> </tbody> </table> <p><b>INGREDIENTS:</b> OAT FLAKES, WHEAT FLAKES, ROASTED BARLEY FLAKES (BARLEY, FRUCTOOLIGOSACCHARIDES, SALT), BARLEY FLAKES.</p> <p>MAY CONTAIN EGGS, MILK AND/OR TREE NUTS.</p>	Amount	% Daily Value	<b>Calories</b> 190		<b>Fat</b> 5 g	7 %	Saturated 3 g		+ Trans 0 g	15 %	<b>Cholesterol</b> 0 mg		<b>Sodium</b> 50 mg	2 %	<b>Carbohydrate</b> 32 g	11 %	Fibre 4 g	16 %	Sugars 9 g		<b>Protein</b> 4 g		Vitamin A	0 %	Vitamin C	2 %	Calcium	2 %	Iron	10 %	<p><b>Nutrition Facts</b> Per 2/3 cup (50g)</p> <table border="1"> <thead> <tr> <th>Amount</th> <th>% Daily Value</th> </tr> </thead> <tbody> <tr> <td><b>Calories</b> 190</td> <td></td> </tr> <tr> <td><b>Fat</b> 1 g</td> <td>2 %</td> </tr> <tr> <td>  Saturated 0 g</td> <td></td> </tr> <tr> <td>  + Trans 0 g</td> <td>0 %</td> </tr> <tr> <td><b>Cholesterol</b> 0 mg</td> <td></td> </tr> <tr> <td><b>Sodium</b> 380 mg</td> <td>16 %</td> </tr> <tr> <td><b>Carbohydrate</b> 41 g</td> <td>14 %</td> </tr> <tr> <td>  Fibre 3 g</td> <td>12 %</td> </tr> <tr> <td>  Sugars 15 g</td> <td></td> </tr> <tr> <td><b>Protein</b> 3 g</td> <td></td> </tr> <tr> <td>Vitamin A</td> <td>0 %</td> </tr> <tr> <td>Vitamin C</td> <td>0 %</td> </tr> <tr> <td>Calcium</td> <td>22 %</td> </tr> <tr> <td>Iron</td> <td>45 %</td> </tr> </tbody> </table> <p><b>INGREDIENTS:</b> WHOLE GRAIN WHEAT, DEGERMED CORN MEAL, SUGAR AND/OR GOLDEN SUGAR, GOLDEN SYRUP, HIGH MONOUNSATURATED CANOLA OIL AND/OR RICE BRAN OIL, DEXTROSE, BAKING SODA, SALT, CALCIUM CARBONATE, TRISODIUM PHOSPHATE, CORN STARCH, WHEAT STARCH, ARTIFICIAL FLAVOUR, VITAMINS &amp; MINERALS: NIACINAMIDE, CALCIUM PANTOTHENATE, PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), FOLATE, IRON.</p> <p>CONTAINS WHEAT INGREDIENTS.</p>	Amount	% Daily Value	<b>Calories</b> 190		<b>Fat</b> 1 g	2 %	Saturated 0 g		+ Trans 0 g	0 %	<b>Cholesterol</b> 0 mg		<b>Sodium</b> 380 mg	16 %	<b>Carbohydrate</b> 41 g	14 %	Fibre 3 g	12 %	Sugars 15 g		<b>Protein</b> 3 g		Vitamin A	0 %	Vitamin C	0 %	Calcium	22 %	Iron	45 %	<p><b>Nutrition Facts</b> Per 2/3 cup (50g)</p> <table border="1"> <thead> <tr> <th>Amount</th> <th>% Daily Value</th> </tr> </thead> <tbody> <tr> <td><b>Calories</b> 190</td> <td></td> </tr> <tr> <td><b>Fat</b> 2 g</td> <td>3 %</td> </tr> <tr> <td>  Saturated 0.4 g</td> <td></td> </tr> <tr> <td>  + Trans 0 g</td> <td>2 %</td> </tr> <tr> <td><b>Cholesterol</b> 0 mg</td> <td></td> </tr> <tr> <td><b>Sodium</b> 95 mg</td> <td>4 %</td> </tr> <tr> <td><b>Carbohydrate</b> 39 g</td> <td>13 %</td> </tr> <tr> <td>  Fibre 3 g</td> <td>12 %</td> </tr> <tr> <td>  Sugars 15 g</td> <td></td> </tr> <tr> <td><b>Protein</b> 4 g</td> <td></td> </tr> <tr> <td>Vitamin A</td> <td>0 %</td> </tr> <tr> <td>Vitamin C</td> <td>0 %</td> </tr> <tr> <td>Calcium</td> <td>2 %</td> </tr> <tr> <td>Iron</td> <td>40 %</td> </tr> </tbody> </table> <p><b>INGREDIENTS:</b> WHOLE GRAIN OAT, WHOLE GRAIN WHEAT, SUGAR AND/OR GOLDEN SUGAR, OAT AND HONEY CLUSTER (WHOLE GRAIN ROLLED OATS, SUGAR, BROWN SUGAR, CORN SYRUP, OAT FLOUR, RICE FLOUR, HONEY, SALT, CALCIUM CARBONATE, CINNAMON, BAKING SODA, ARTIFICIAL FLAVOUR, MONOGLYCERIDES, BHT), WHOLE GRAIN ROLLED OATS, CORN SYRUP, GOLDEN SYRUP, GLYCERIN, GLYCEROL, SALT, MICROCRYSTALLINE CELLULOSE, HYDROGENATED SOYBEAN AND COTTONSEED OIL, WHEAT STARCH, GUM ACACIA, ANNATTO, TOCOPHEROLS, HIGH MONOUNSATURATED CANOLA OIL AND/OR RICE BRAN OIL, BHT, ARTIFICIAL FLAVOUR.</p> <p>VITAMINS &amp; MINERALS: NIACINAMIDE, CALCIUM PANTOTHENATE, PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), FOLATE, IRON, CONTAINS WHEAT AND OAT.</p> <p>MAY CONTAIN ALMOND INGREDIENTS.</p>	Amount	% Daily Value	<b>Calories</b> 190		<b>Fat</b> 2 g	3 %	Saturated 0.4 g		+ Trans 0 g	2 %	<b>Cholesterol</b> 0 mg		<b>Sodium</b> 95 mg	4 %	<b>Carbohydrate</b> 39 g	13 %	Fibre 3 g	12 %	Sugars 15 g		<b>Protein</b> 4 g		Vitamin A	0 %	Vitamin C	0 %	Calcium	2 %	Iron	40 %
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ONLINE SUPPLEMENTAL MATERIAL - Efficacy of FOP labelling: an online RCT

YOGURT\*

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NO WARNINGS				

\*Given that the different types of yogurt contained different berries (blackberry, blueberry, raspberry, strawberry and fieldberry), the ingredients list for each fruit type did not vary in the randomizations of NFT information. Ingredients lists not shown.

ONLINE SUPPLEMENTAL MATERIAL - Efficacy of FOP labelling: an online RCT

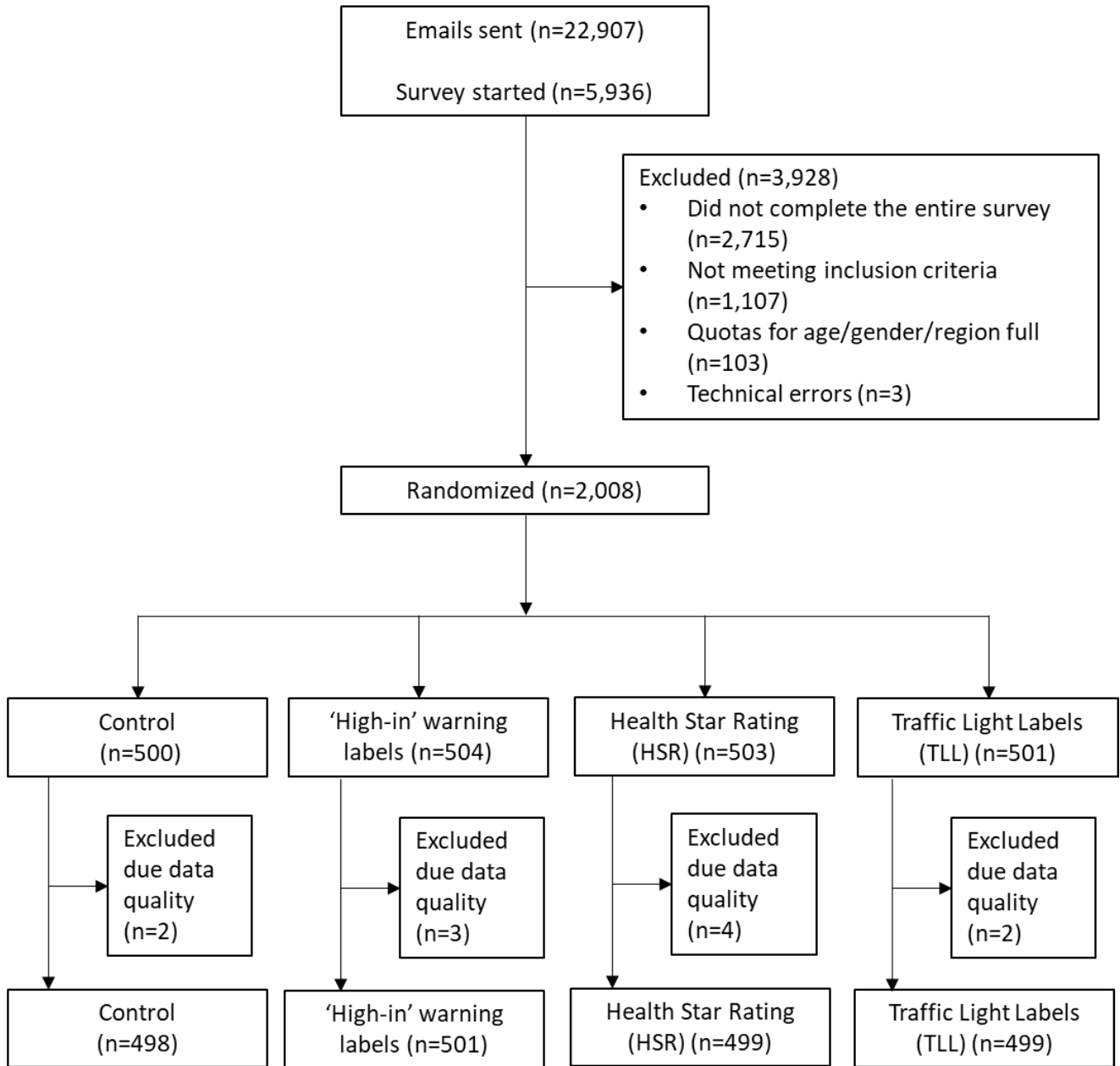
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ONLINE SUPPLEMENTAL MATERIAL - Efficacy of FOP labelling: an online RCT

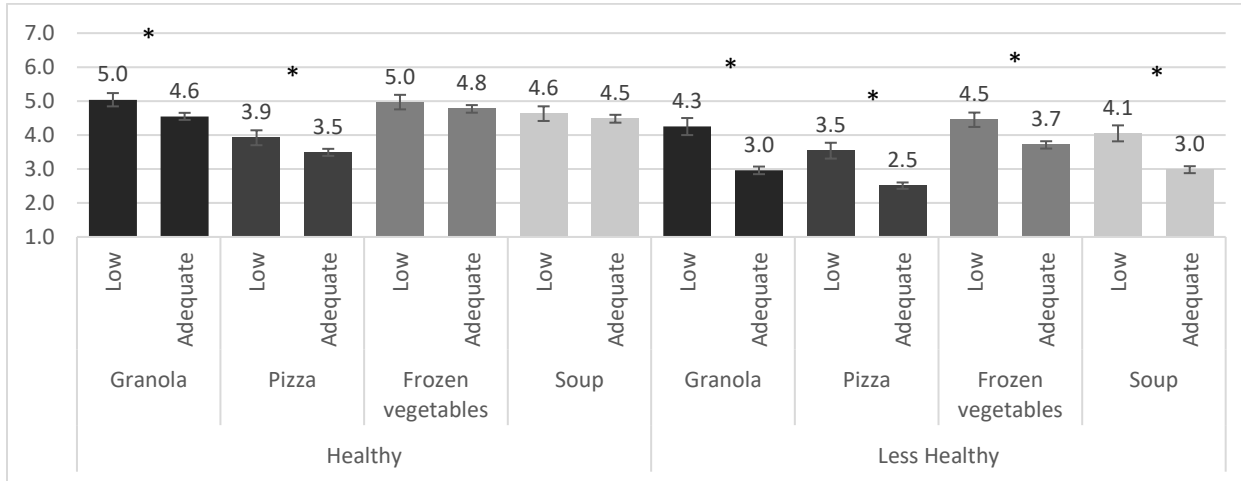
Supplementary Figure 5. Study flow diagram.



**ONLINE SUPPLEMENTAL MATERIAL - Efficacy of FOP labelling: an online RCT**

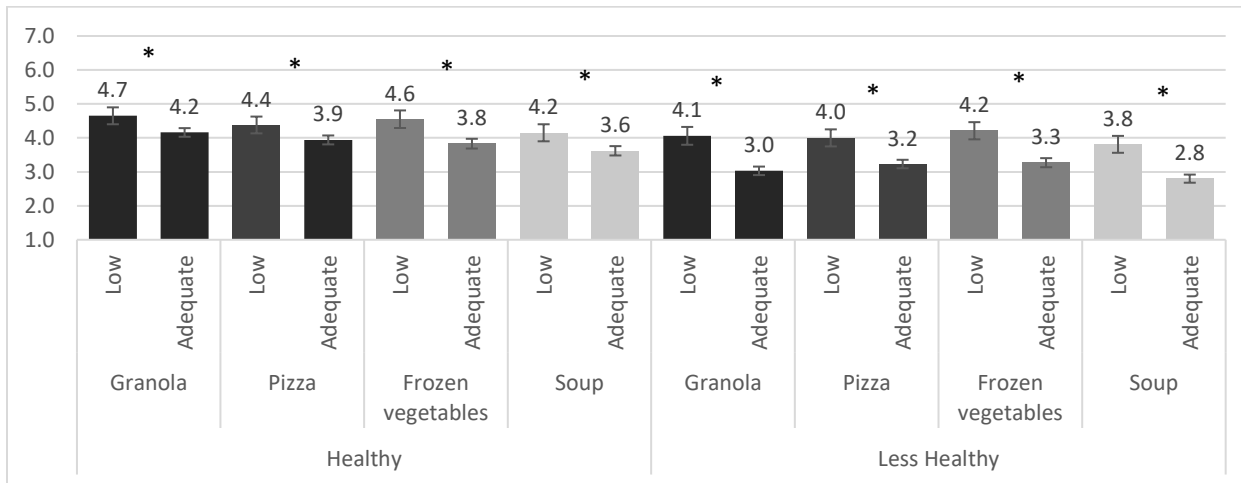
**Supplemental Figure 6a and b.** Task 1 - Ratings of perceived healthiness and intention to purchase each of the food products stratified by low or adequate health literacy.

**6a. Perceived healthiness**



Significant differences between those with low and adequate health literacy within product category are denoted by an asterisk (\*) in adjusted linear regression models, including a variable for FOP labelling condition and health literacy and adjusted for gender, income, education, BMI, ethnicity, and nutrition label use.

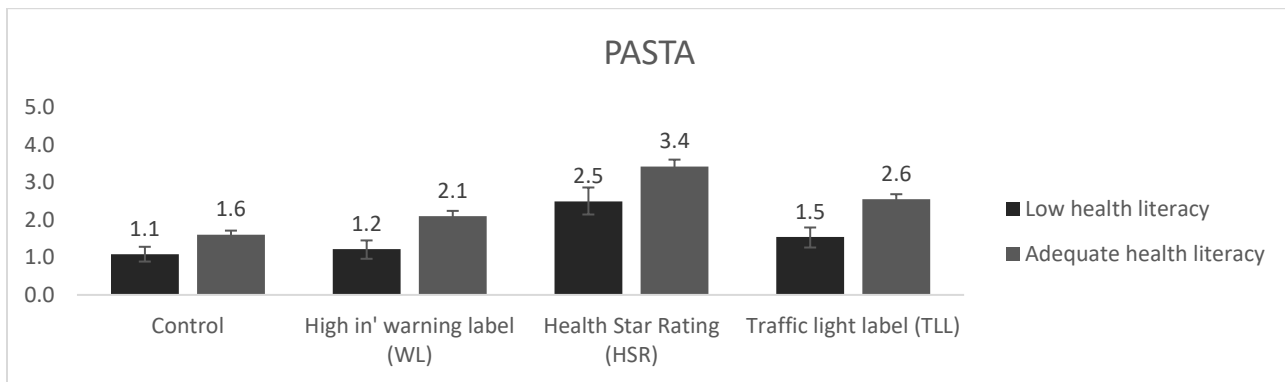
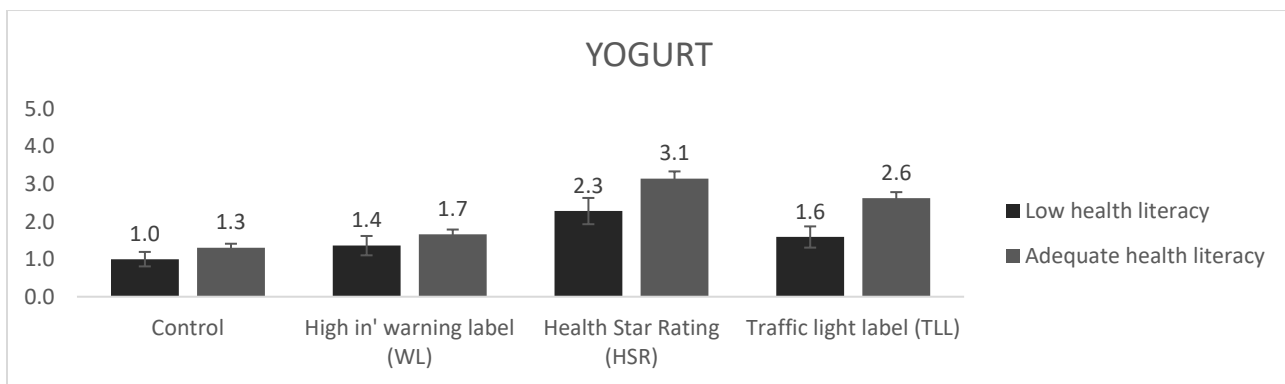
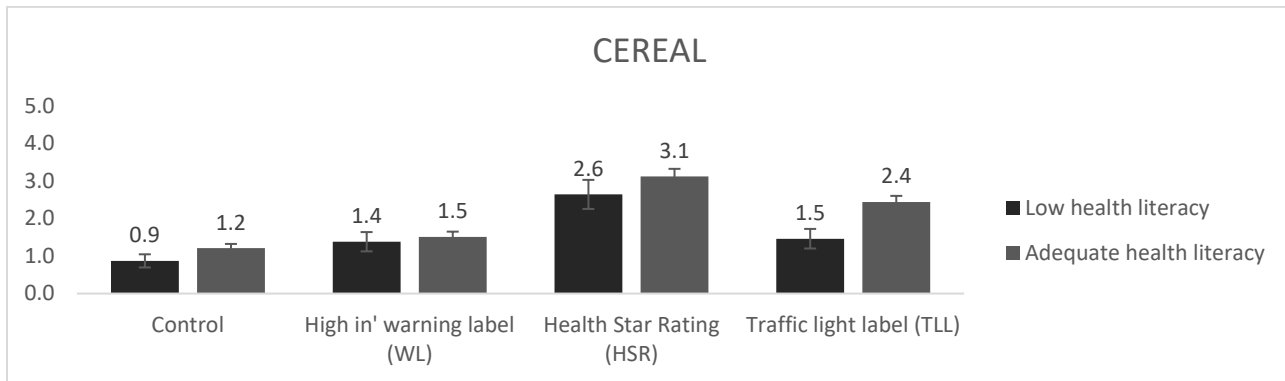
**6b. Intention to purchase**



Significant differences between those with low and adequate health literacy within product category are denoted by an asterisk (\*) in adjusted linear regression models, including a variable for FOP labelling condition and health literacy and adjusted for gender, income, education, BMI, ethnicity, and nutrition label use.

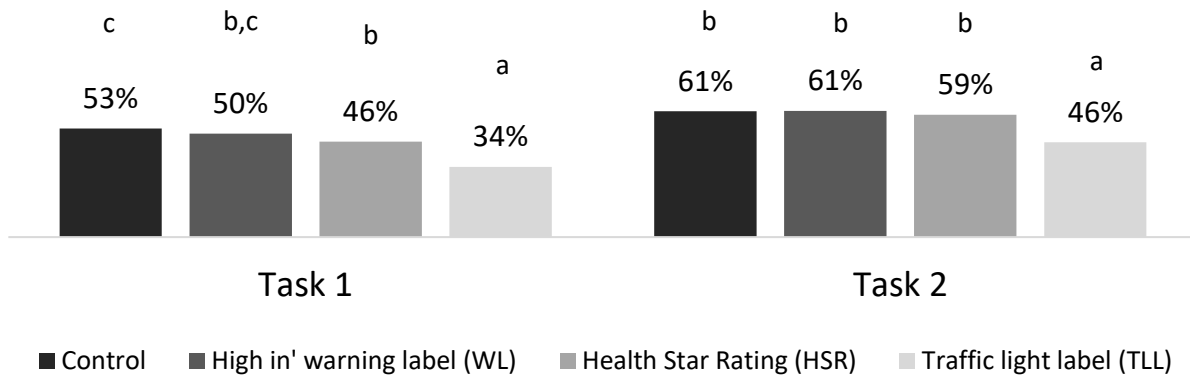
**ONLINE SUPPLEMENTAL MATERIAL - Efficacy of FOP labelling: an online RCT**

**Supplemental Figure 7.** Task 2 - Mean number of correct responses in the ranking task for each food product (cereal, yogurt and pasta) according to level of health literacy.



**ONLINE SUPPLEMENTAL MATERIAL - Efficacy of FOP labelling: an online RCT**

**Supplemental Figure 8.** Task 1 & 2 - Percentage of participants that clicked on the link to access the Nutrition Facts table during Task 1 and Task 2.



Values not sharing a common superscript are significantly different ( $p < 0.05$ ).