Supplementary: Percentage match between In-store and FoodDB general samples, by supermarket

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Full match** | **95% CI** |  | **Product only match** | **95% CI** |
|  |  |  |  |  |  |  |  |
| **ASDA** | 85.7% | 69.0% | 94.6% |  | 94.3% | 79.5% | 99.0% |
| **Iceland** | 100.0% | 87.7% | 100.0% |  | 100.0% | 87.7% | 100.0% |
| **Morrisons** | 55.6% | 38.3% | 71.7% |  | 69.4% | 51.7% | 83.1% |
| **Sainsbury's** | 88.6% | 72.3% | 96.3% |  | 88.6% | 72.3% | 96.3% |
| **Tesco** | 94.3% | 79.5% | 99.0% |  | 94.3% | 79.5% | 99.0% |
| **Waitrose** | 88.6% | 72.3% | 96.3% |  | 97.1% | 83.4% | 99.9% |

Supplementary: Numbers and percentage of front and pack labels and price promotions in In-store and FoodDB full match general samples

|  |  |  |
| --- | --- | --- |
|  | **N** | ***%*** |
| ***Presence of Front of Pack Labelling*** |  |  |
| Physical supermarkets  | 134 | 74% |
| Online supermarkets | 76 | 42% |
|  |  |  |
| ***Presence of Price Promotions*** |  |  |
| Physical supermarkets  | 57 | 32% |
| Online supermarkets | 44 | 24% |

*NB: Sample N=180 for products in the general sample that were fully matched*