Appendix A

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| Outcome variable |  |
| To what extent would you like to reduce the amount of sugary drinks that you drink?  &  Are you considering drinking less sugary drinks in the next **six months**? | Not at all  A little  A lot  A great deal  Yes/No |
| Predictor variables |  |
| BMI  What is your height without shoes?  What is your weight (undressed) in the morning?  BMI Perception  Do you consider yourself to be…? | \_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_  An acceptable weight  Underweight; or  Overweight |
| Past week sugary drink consumption  The next series of questions ask about **sugary drinks**. This means soft drinks like coke and lemonade, energy drinks like Red Bull, sports drinks like Gatorade, fruit flavoured drinks like Schweppes mineral waters and mixers, all types of fruit juice and cordial. It excludes artificially sweetened drinks and those mixed with alcohol.  During the **past 7 days**, on how many days did you drink at least one 250ml cup of a sugary drink?  On days when you do drink sugary drinks, how many cups per day do you usually have? | \_\_\_\_days  \_\_\_\_cups per day |
| Regular sugary drink consumption  How often do you **usually** drink a cup of the following types of sugary drink?  Soft drinks, (includes Coke or lemonade)  Energy drinks (like Red Bull)  Sports drinks (like Gatorade)  Fruit juice | Cups per day\_\_\_\_\_ OR  Cups per week\_\_\_\_\_ OR  Cups per month \_\_\_\_ OR  Less than monthly OR  Never |
| Perception of sugary drink consumption  In your opinion, is the amount of sugary drinks that you drink during an average week…? | Just right  Too much  Not enough |
| Habitual sugary drink consumption  To what extent do you agree or disagree that drinking sugary drinks is something you do without thinking? | Strongly agree  Agree  Neither agree or disagree  Disagree  Strongly disagree |
| Difficulty reducing sugary drink consumption  If you wanted to, **how difficult** do you think it would be to drink fewer sugary drinks in the next month? | Very difficult  Fairly difficult  Not at all difficult  Never intend to stop |
| Likelihood of benefiting from reduced consumption  If you successfully reduced the amount of sugary drinks that you are currently consuming for six months, **how likely** it is that you would feel more healthy? | Very unlikely  Somewhat unlikely  Neither likely or unlikely  Somewhat likely  Very likely |
| Current and future health perceptions  To what extent do you believe that your **current** health is at risk due to the amount of sugary drinks that you are consuming?  To what extent is your **future** health at risk? | Not at all at risk  Somewhat at risk  Moderately at risk  Very much at risk |
| Nutrition knowledge  Which of the following statements best describes your knowledge of nutrition, or knowing what to eat and drink for good health. Would you say…? | I don’t know anything about nutrition  I know a little bit about nutrition  I know a lot about nutrition |
| Takeaway food consumption  In the past 7 days, how many times did you eat TAKE-AWAY or FAST FOODS, such as fish and chips, hamburgers, fried chicken, pizza, sausage rolls or meat pies? | Not at all  About 1-2 times  About 3-4 times  About 5-6 times  About once a day  2 or more times a day |
| Drinks available in the home  How often are the following usually available to drink in your home…?  Soft drinks (like Coke or lemonade)  Fruit juice  To what extent are sugary drinks usually available for you to drink at the homes of friends and family | Always  Almost always  Sometimes  Seldom  Never |
| Social norms  How many of your closest family and friends drink sugary drinks at least once a week?  To what extent do you agree or disagree with the following statements?  Most people my age drink sugary drinks  Most of my closest family and friends think I should drink sugary drinks when they are provided | None  Some  About half  Most  All of them  Strongly agree  Agree  Neither agree or disagree  Disagree  Strongly disagree |
| Socio-demographic disadvantage  What is your postcode? | Postcodes were matched to the Australian Bureau of Statistics “Index of Relative Socio-Economic Disadvantage” (1), which is a relative ranking of areas across Australia on a range of economic and social conditions that are known predictors of socio-economic disadvantage. Each area is allocated a score where a low score indicates relatively greater disadvantage and a high score indicates a relative lack of disadvantage.  Scores are available in deciles, which were split for analysis into 3 groups: most disadvantaged (deciles 1 to 3), mid-level disadvantaged (deciles 4 to 7) and least disadvantaged (deciles 8 to 10). |

1. AustralianBureauofStatistics. *Census of Population and Housing*: *Socio-Economic Indexes for Areas (SEIFA)*, *Australia*; Cat. No. 2033.0.55.001;ABS:Canberra,Australia, 2011.