Supplementary material:

Table 1. Descriptive statistics of the survey items and the significance of differences between the two subgroups

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | CB (n=376) | | KA (n=449) | | p |
|  |  | n | % | n | % |  |
| Age (median, IQR) |  | 31.5 | 29–35 | 30 | 27–35 | <0.001a |
| Education | Elementary | 14 | 3.7 | 19 | 4.2 | <0.001b |
|  | Lower secondary | 26 | 6.9 | 64 | 14.3 |  |
|  | Secondary | 106 | 28.2 | 165 | 36.7 |  |
|  | Upper secondary | 14 | 3.7 | 24 | 5.3 |  |
|  | University | 216 | 57.4 | 177 | 39.4 |  |
| Economic situation | Housewife/maternal leave | 266 | 70.7 | 413 | 92.0 | <0.001b |
|  | Other | 110 | 29.3 | 36 | 8.0 |  |
| Family economic situation | Below average | 5 | 1.3 | 7 | 1.6 | <0.05a |
|  | Average | 302 | 80.3 | 389 | 86.6 |  |
|  | Above average | 69 | 18.4 | 53 | 11.8 |  |
| Money shortage | 0 (Never) | 296 | 78.7 | 372 | 82.9 | n.s.a |
|  | 1 | 46 | 12.2 | 49 | 10.9 |  |
|  | 2 | 17 | 4.5 | 15 | 3.3 |  |
|  | 3 | 11 | 2.9 | 8 | 1.8 |  |
|  | 4 | 3 | 0.8 | 2 | 0.4 |  |
|  | 5 (Always) | 3 | 0.8 | 3 | 0.7 |  |
| Problems with paying the bills | 0 (Never) | 319 | 84.8 | 407 | 9.6 | <0.05a |
|  | 1 | 43 | 11.4 | 29 | 6.5 |  |
|  | 2 | 11 | 2.9 | 7 | 1.6 |  |
|  | 3 | 2 | 0.5 | 1 | 0.2 |  |
|  | 4 | 0 | 0.0 | 3 | 0.7 |  |
|  | 5 (Always) | 1 | 0.3 | 2 | 0.4 |  |
| Healthy diet | Yes | 250 | 66.5 | 255 | 56.8 | <0.05b |
|  | No | 94 | 25.0 | 147 | 32.7 |  |
|  | Don’t care | 32 | 8.5 | 47 | 10.5 |  |
| Hot meal a day\* | Yes | 375 | 99.7 | 442 | 98.4 | n.s.c |
| Interest in the packaging information\* | Yes | 326 | 86.7 | 254 | 56.6 | <0.001b |
| Interest in \* | Ingredients | 266 | 81.6 | 223 | 87.8 | <0.05b |
|  | Nutritional data | 109 | 33.4 | 129 | 50.8 | <0.001b |
|  | Best before | 297 | 91.1 | 112 | 44.1 | <0.001b |
|  | Manufacturer/importer | 170 | 52.1 | 15 | 5.9 | <0.001b |
| Willing to change habits when at risk\* | Yes | 348 | 92.6 | 397 | 88.4 | <0.05b |
|  |  |  |  |  |  |  |
| Food profiles |  |  |  |  |  |  |
| Fruits | Never | 0 | 0.0 | 1 | 0.2 | n.s.a |
|  | Less than weekly | 4 | 1.1 | 8 | 1.8 |  |
|  | 1-3x a week | 76 | 20.2 | 100 | 22.3 |  |
|  | 4-6x a week | 116 | 30.9 | 149 | 33.2 |  |
|  | Daily | 180 | 47.9 | 191 | 42.5 |  |
| Fresh vegetables | Never | 0 | 0.0 | 1 | 0.2 | n.s.a |
|  | Less than weekly | 7 | 1.9 | 19 | 4.2 |  |
|  | 1-3x a week | 97 | 25.8 | 115 | 25.6 |  |
|  | 4-6x a week | 131 | 34.8 | 156 | 34.7 |  |
|  | Daily | 141 | 37.5 | 158 | 35.2 |  |
| Beef | Never | 29 | 7.7 | 28 | 6.2 | n.s.a |
|  | Less than weekly | 223 | 59.3 | 297 | 66.1 |  |
|  | 1-3x a week | 115 | 30.6 | 108 | 24.1 |  |
|  | 4-6x a week | 4 | 1.1 | 9 | 2.0 |  |
|  | Daily | 5 | 1.3 | 7 | 1.6 |  |
| Pork | Never | 21 | 5.6 | 19 | 4.2 | n.s.a |
|  | Less than weekly | 115 | 30.6 | 139 | 31.0 |  |
|  | 1-3x a week | 212 | 56.4 | 252 | 56.1 |  |
|  | 4-6x a week | 25 | 6.6 | 28 | 6.2 |  |
|  | Daily | 3 | 0.8 | 11 | 2.4 |  |
| Fish | Never | 35 | 9.3 | 27 | 6.0 | <0.05a |
|  | Less than weekly | 263 | 69.9 | 303 | 67.5 |  |
|  | 1-3x a week | 75 | 19.9 | 116 | 25.8 |  |
|  | 4-6x a week | 3 | 0.8 | 2 | 0.4 |  |
|  | Daily | 0 | 0.0 | 1 | 0.2 |  |
| Poultry | Never | 11 | 2.9 | 9 | 2.0 | <0.001a |
|  | Less than weekly | 77 | 20.5 | 67 | 14.9 |  |
|  | 1-3x a week | 242 | 64.4 | 285 | 63.5 |  |
|  | 4-6x a week | 43 | 11.4 | 79 | 17.6 |  |
|  | Daily | 3 | 0.8 | 9 | 2.0 |  |
| Eggs | Never | 4 | 1.1 | 4 | 0.9 | n.s.a |
|  | Less than weekly | 92 | 24.5 | 92 | 20.5 |  |
|  | 1-3x a week | 231 | 61.4 | 284 | 63.3 |  |
|  | 4-6x a week | 42 | 11.2 | 64 | 14.3 |  |
|  | Daily | 7 | 1.9 | 5 | 1.1 |  |
| Milk products | Never | 1 | 0.3 | 3 | 0.7 | <0.05a |
|  | Less than weekly | 19 | 5.1 | 20 | 4.5 |  |
|  | 1-3x a week | 78 | 20.7 | 114 | 25.4 |  |
|  | 4-6x a week | 138 | 36.7 | 177 | 39.4 |  |
|  | Daily | 140 | 37.2 | 135 | 30.1 |  |
| Sweet meals | Never | 6 | 1.6 | 4 | 0.9 | <0.05a |
|  | Less than weekly | 139 | 37.0 | 128 | 28.5 |  |
|  | 1-3x a week | 129 | 34.3 | 186 | 41.4 |  |
|  | 4-6x a week | 73 | 19.4 | 99 | 22.0 |  |
|  | Daily | 29 | 7.7 | 32 | 7.1 |  |
| Legumes | Never | 23 | 6.1 | 7 | 1.6 | <0.001a |
|  | Less than weekly | 235 | 62.5 | 233 | 51.9 |  |
|  | 1-3x a week | 102 | 27.1 | 172 | 38.3 |  |
|  | 4-6x a week | 14 | 3.7 | 31 | 6.9 |  |
|  | Daily | 2 | 0.5 | 6 | 1.3 |  |
| Wholegrain bread | Never | 11 | 2.9 | 15 | 3.3 | n.s.a |
|  | Less than weekly | 102 | 27.1 | 119 | 26.5 |  |
|  | 1-3x a week | 138 | 36.7 | 162 | 36.1 |  |
|  | 4-6x a week | 86 | 22.9 | 115 | 25.6 |  |
|  | Daily | 39 | 10.4 | 38 | 8.5 |  |
| Fried food | Never | 20 | 5.3 | 15 | 3.3 | <0.05a |
|  | Less than weekly | 267 | 71.0 | 298 | 66.4 |  |
|  | 1-3x a week | 80 | 21.3 | 110 | 24.5 |  |
|  | 4-6x a week | 7 | 1.9 | 23 | 5.1 |  |
|  | Daily | 2 | 0.5 | 3 | 0.7 |  |
| Sweets | Never | 6 | 1.6 | 9 | 2.0 | n.s.a |
|  | Less than weekly | 145 | 38.6 | 173 | 38.5 |  |
|  | 1-3x a week | 149 | 39.6 | 163 | 36.3 |  |
|  | 4-6x a week | 51 | 13.6 | 77 | 17.1 |  |
|  | Daily | 25 | 6.6 | 27 | 6.0 |  |
| Sweet beverages | Never | 44 | 11.7 | 44 | 9.8 | n.s.a |
|  | Less than weekly | 176 | 46.8 | 190 | 42.3 |  |
|  | 1-3x a week | 101 | 26.9 | 146 | 32.5 |  |
|  | 4-6x a week | 39 | 10.4 | 57 | 12.7 |  |
|  | Daily | 16 | 4.3 | 12 | 2.7 |  |
| Smoked meats | Never | 20 | 5.3 | 15 | 3.3 | n.s.a |
|  | Less than weekly | 112 | 29.8 | 157 | 35.0 |  |
|  | 1-3x a week | 176 | 46.8 | 184 | 41.0 |  |
|  | 4-6x a week | 60 | 16.0 | 79 | 17.6 |  |
|  | Daily | 8 | 2.1 | 14 | 3.1 |  |
| Fast food | Never | 70 | 18.6 | 66 | 14.7 | n.s.a |
|  | Less than weekly | 281 | 74.7 | 355 | 79.1 |  |
|  | 1-3x a week | 23 | 6.1 | 23 | 5.1 |  |
|  | 4-6x a week | 1 | 0.3 | 4 | 0.9 |  |
|  | Daily | 1 | 0.3 | 1 | 0.2 |  |
| Preferred meal preparation\* | Cooking | 290 | 77.1 | 404 | 90.0 | <0.001b |
|  | Frying | 65 | 17.3 | 119 | 26.5 | <0.01b |
|  | Grilling | 131 | 34.8 | 190 | 42.3 | <0.05b |
|  | Steaming | 110 | 29.3 | 229 | 51.0 | <0.001b |
|  | Baking | 246 | 65.4 | 325 | 72.4 | <0.05b |
|  | Raw state | 127 | 33.8 | 117 | 26.1 | <0.05b |
|  | No preference | 61 | 16.2 | 27 | 6.0 | <0.001b |
| Smoking | Regularly | 3 | 0.8 | 1 | 0.2 | <0.001a |
|  | Occasionally | 11 | 2.9 | 0 | 0.0 |  |
|  | Former smoker | 138 | 36.7 | 134 | 29.8 |  |
|  | Nonsmoker | 224 | 59.6 | 314 | 69.9 |  |
| Alcohol consumption | Daily | 3 | 0.8 | 0 | 0.0 | <0.001a |
|  | Couple days a week | 44 | 11.7 | 24 | 5.3 |  |
|  | Couple days a month | 57 | 15.2 | 56 | 12.5 |  |
|  | Once a month | 36 | 9.6 | 56 | 12.5 |  |
|  | Less than once a month | 136 | 36.2 | 144 | 32.1 |  |
|  | Quit drinking | 93 | 24.7 | 141 | 31.4 |  |
|  | Abstainer | 7 | 1.9 | 28 | 6.2 |  |
| Substance abuse | In the last month | 1 | 0.3 | 2 | 0.4 | <0.001a |
|  | In the last year | 5 | 1.3 | 1 | 0.2 |  |
|  | More than a year ago | 86 | 22.9 | 66 | 14.7 |  |
|  | Never | 284 | 75.5 | 380 | 84.6 |  |

\* In the case of binary outcome, only one response category („yes“) is shown.

a Mann-Whitney test; b chi-square test; c Fisher’s exact test; n.s. – non significant.