

Supplementary Materials

Table S1: Criteria used for the ABIA, GGALI[®] NP, IdeC and Hybrid labels

Label	Product criteria	Category	Total sugar (g)	Free sugars (g)	Saturated fat (g)	Sodium (mg)
ABIA label	Solids<100g and Liquids (ml)	Low	≤ 5,0		≤ 1,5	≤ 80
ABIA label	Solids<100g and Liquids (ml)	Medium	> 5,0 ≤ 13,5		> 1,5 ≤ 3,0	> 80 ≤ 300
ABIA label	Solids<100g and Liquids (ml)	High	> 13,5		> 3,0	> 300
ABIA label	Solids ≥ 100 g	Low	≤ 5,0		≤ 1,5	≤ 80
ABIA label	Solids ≥ 100 g	Medium	> 5,0 ≤ 27,0		> 1,5 ≤ 6,0	> 80 ≤ 600
ABIA label	Solids ≥ 100 g	High	> 27,0		> 6,0	> 600
GGALI [®] NP label	Solid (100 g)	Warning label		≥ 10	≥ 4	≥ 400
GGALI [®] NP label	Liquids (100 mL)	Warning label		≥ 5	≥ 2	≥ 200
IdeC label#	All products	Warning label		≥ 10%E	≥ 10%E	≥ 1 mg/kcal
Hybrid label	Solids < 60 g and Liquids	High	> 13,5 per serving		> 3,0 per serving	> 300 per serving
Hybrid label	Solids ≥ 60g ≤ 120g	High	> 22,5 per 100 g		> 5,0 per 100 g	> 500 per 100 g
Hybrid label	Solids > 120 g	High	> 27 per serving		>6,0 per serving	> 600 per serving

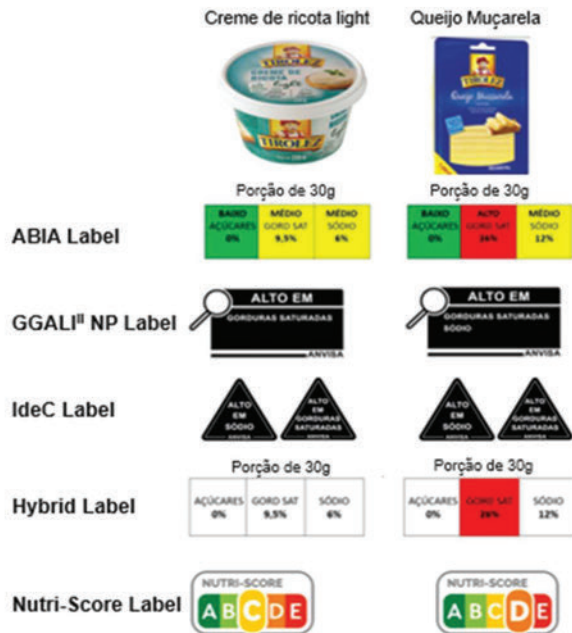
%energy of product

Table S2: Sociodemographic data

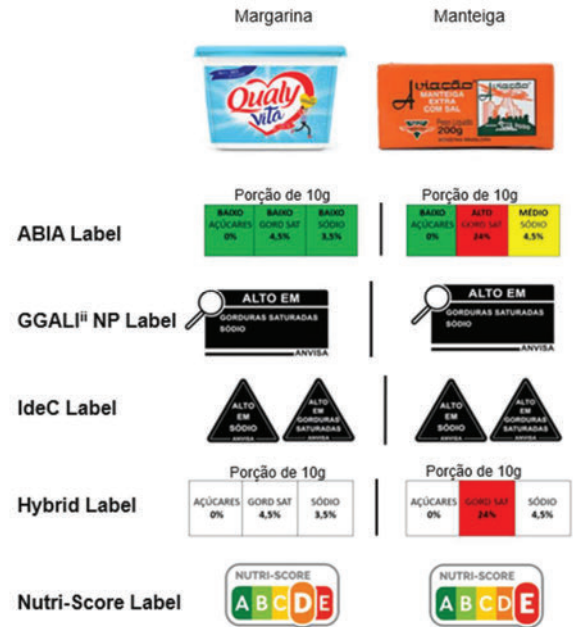
Characteristics	
Sex	Number of participants (%)
Female	578 (54%)
Male	494 (46%)
Age	
18-34	681 (64%)
35-54	338 (32%)
55+	53 (5%)
Education	
Low	82 (8%)
Medium	481 (45%)
High	496 (46%)
Undisclosed	13 (1%)
Social grade	
A	209 (19%)
B1	194 (18%)
B2	329 (31%)
C1	179 (17%)
C2	103 (10%)
D-E	22 (2%)
Undisclosed	36 (3%)
Income	
Low	596 (56%)
High	401 (37%)
Undisclosed	75 (7%)
Geographic location	
Midwest	60 (6%)
Northeast	227 (21%)
North	41 (4%)
South	145 (14%)
Southeast	581 (54%)
Undisclosed	18 (2%)
Household shopping responsibility	
Sole	54%
Joint	38%
None	8%

Figure S1: overview of all stimuli

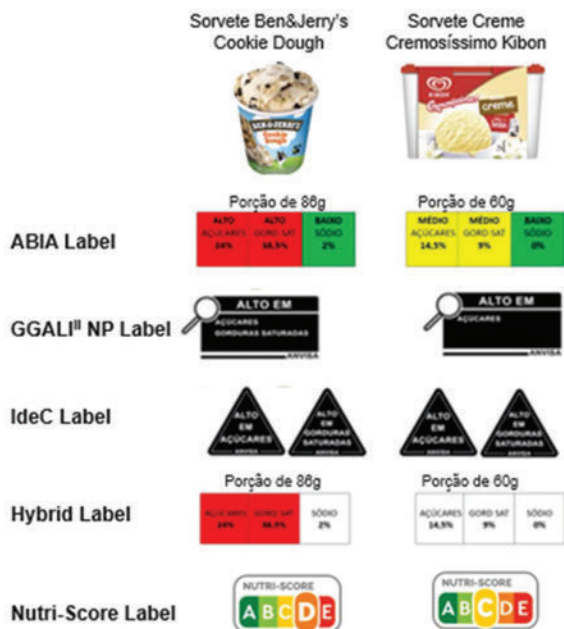
Food stimulus: Soft cheese



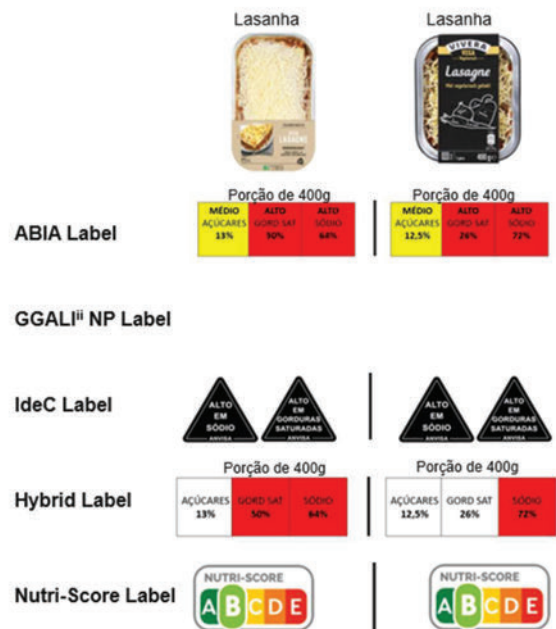
Food stimulus: Fat Spreads



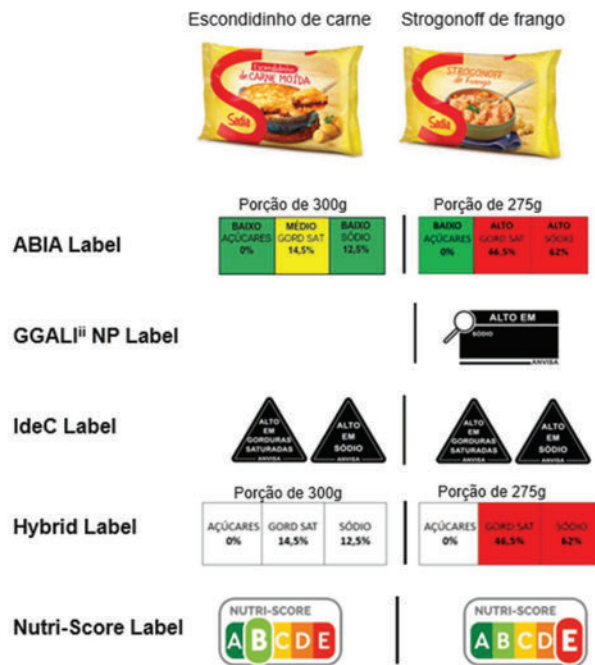
Food stimulus: Ice-Cream



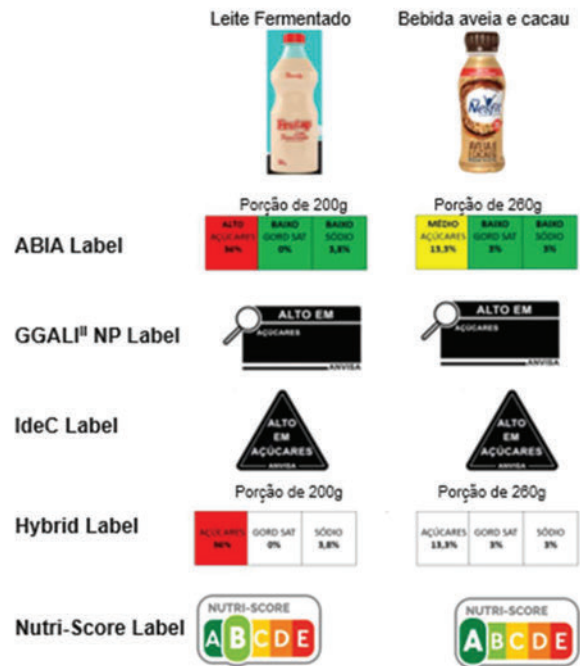
Food stimulus: Lasagne



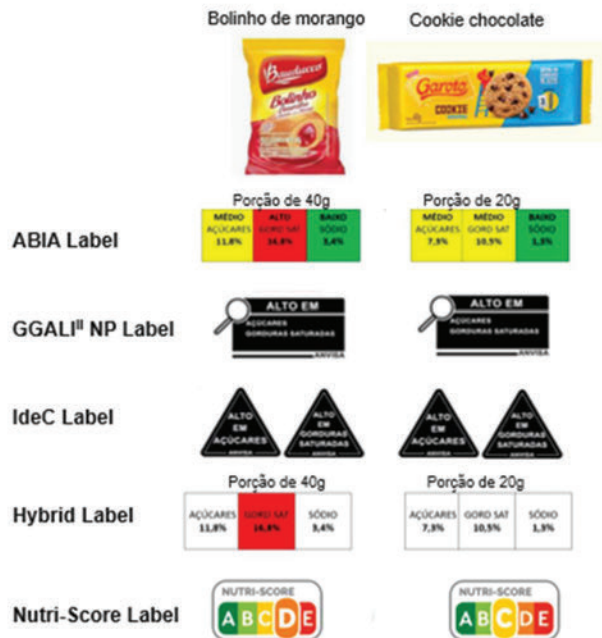
Food stimulus: Frozen meals



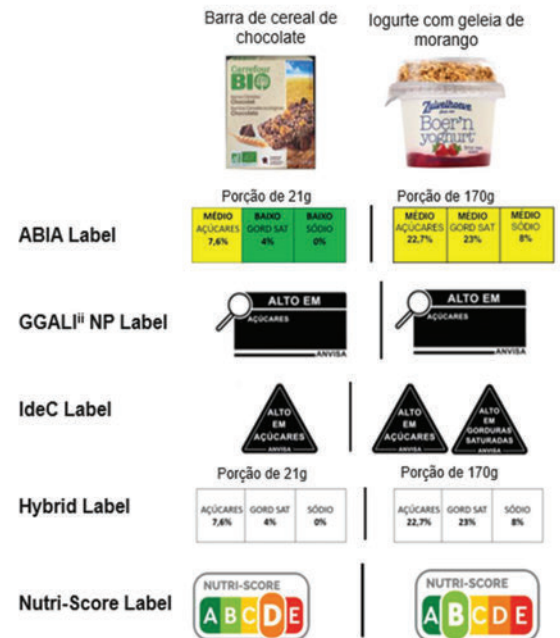
Food stimulus: Fermented milk & chocolate oat drink









Food stimulus: Sweet snacks



Food stimulus: Cereal Bar & Yoghurt



Food stimulus: Chocolate bars

	Barra de chocolate pequena	Barra de chocolate grande																		
																				
ABIA Label	Porção de 16,7g <table><tr><td>MEDIO</td><td>MEDIO</td><td>BAIXO</td></tr><tr><td>AÇÚCARES</td><td>GORD SAT</td><td>SÓDIO</td></tr><tr><td>9%</td><td>13%</td><td>0%</td></tr></table>	MEDIO	MEDIO	BAIXO	AÇÚCARES	GORD SAT	SÓDIO	9%	13%	0%	Porção de 40g <table><tr><td>ALTO</td><td>ALTO</td><td>BAIXO</td></tr><tr><td>AÇÚCARES</td><td>GORD SAT</td><td>SÓDIO</td></tr><tr><td>22%</td><td>13%</td><td>1%</td></tr></table>	ALTO	ALTO	BAIXO	AÇÚCARES	GORD SAT	SÓDIO	22%	13%	1%
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Nutri-Score Label	