

Supplementary Materials

Table S1: Criteria used for the ABIA, GGALIⁱⁱⁱ 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 ⁱⁱⁱ NP label	Solid (100 g)	Warning label		≥ 10	≥ 4	≥ 400
GGALI ⁱⁱⁱ 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

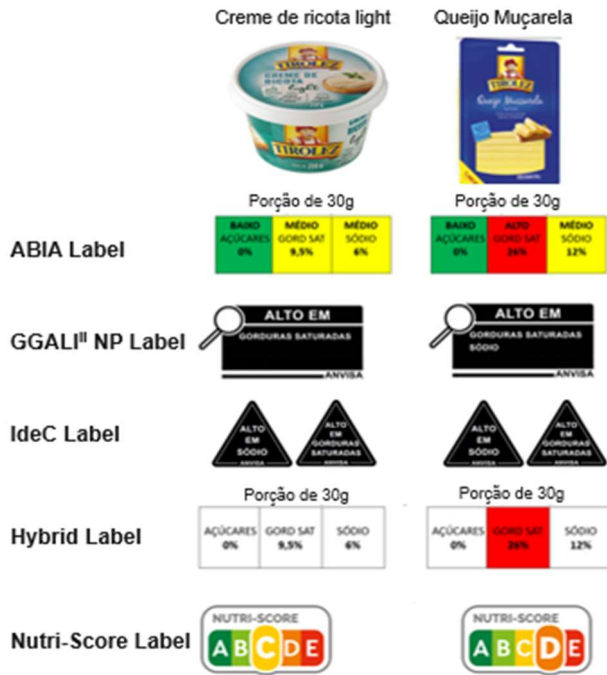
%energy of product

Table S2: Sociodemographic data

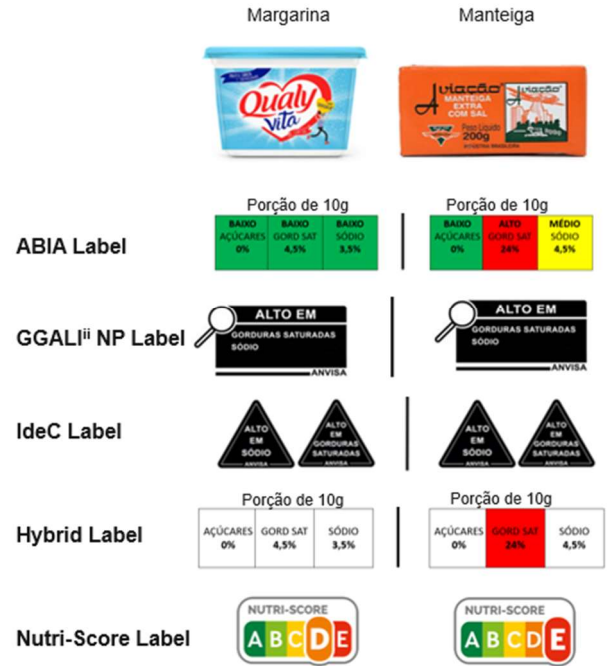
Characteristics	Number of participants (%)	
Sex		
	Female	578 (54%)
	Male	494 (46%)
Age		
	18-34	681 (64%)
	35-54	338 (32%)
	55+	53 (5%)
Education		
	Low	82 (8%)
	Medium	481 (45%)
	High	496 (46%)
	Undisclosed	13 (1%)
Social grade		
	A	209 (19%)
	B1	194 (18%)
	B2	329 (31%)
	C1	179 (17%)
	C2	103 (10%)
	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

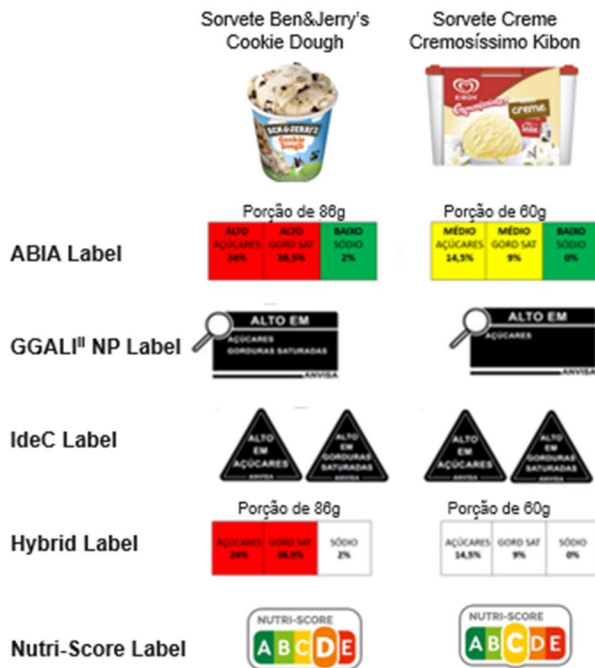
Food stimulus: Soft cheese



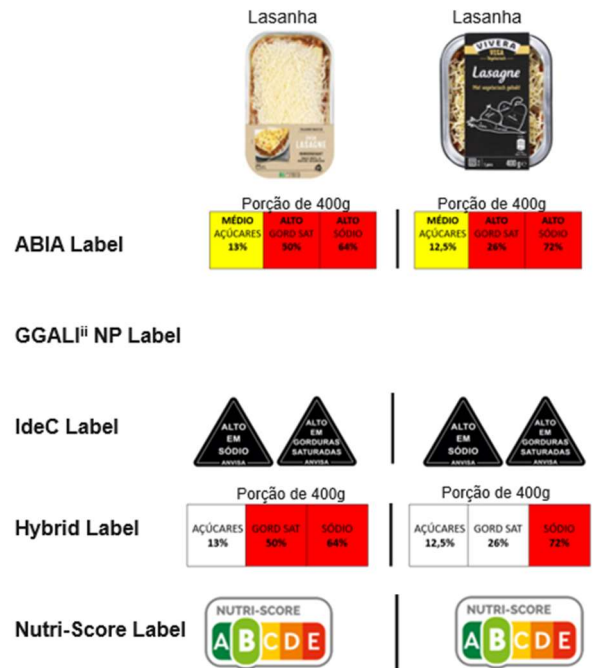
Food stimulus: Fat Spreads



Food stimulus: Ice-Cream



Food stimulus: Lasagne



Food stimulus: Frozen meals

Escondidinho de carne



Stroganoff de frango



ABIA Label



GGALIⁱⁱⁱ NP Label



IdeC Label



Hybrid Label



Nutri-Score Label



Food stimulus: Fermented milk & chocolate oat drink

Leite Fermentado



Bebida avelã e cacau



ABIA Label



GGALIⁱⁱⁱ NP Label



IdeC Label



Hybrid Label



Nutri-Score Label



Food stimulus: Sweet snacks

Bolinho de morango



Cookie chocolate



ABIA Label



GGALIⁱⁱⁱ NP Label



IdeC Label



Hybrid Label



Nutri-Score Label



Food stimulus: Cereal Bar & Yoghurt

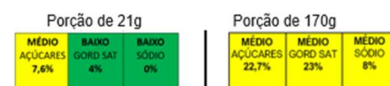
Barra de cereal de chocolate



Iogurte com geleia de morango



ABIA Label



GGALIⁱⁱⁱ NP Label



IdeC Label



Hybrid Label



Nutri-Score Label



Food stimulus: Chocolate bars

Barra de chocolate pequena

Barra de chocolate grande



ABIA Label



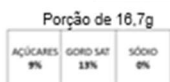
GGAL^{II} NP Label



IdeC Label



Hybrid Label



Nutri-Score Label

