Table S1: Response, by three categories of food security, frequencies and proportions for a single consumption and food label indicators

| Outcome | Category | High-Marginal Food Security | Low Food Security | Very Low Food Security |
| :---: | :---: | :---: | :---: | :---: |
| I read the ingredients and nutrition information on the back of the food package | Agree | 392 (59\%) | 110 (53\%) | 94 (53\%) |
|  | Neither agree nor disagree | 161 (24\%) | 67 (23\%) | 48 (27\%) |
|  | Disagree | 115 (17\%) | 30 (14\%) | 35 (20\%) |
| I understand the information provided on the back of food packages | Agree | 439 (66\%) | 100 (48\%) | 82 (46\%) |
|  | Neither agree nor disagree | 168 (25\%) | 82 (40\%) | 55 (31\%) |
|  | Disagree | 61 (9\%) | 25 (12\%) | 40 (23\%) |
| I take notice of the nutritional claims on the front of food packaging. e.g. low fat, high calcium, high fibre, diet, lite | Agree | 394 (59\%) | 108 (52\%) | 89 (50\%) |
|  | Neither agree nor disagree | 150 (22\%) | 65 (31\%) | 51 (29\%) |
|  | Disagree | 124 (19\%) | 34 (16\%) | 37 (21\%) |
| I still read the nutritional information and ingredients on the back of the package if there is a claim on the front | Agree | 413 (62\%) | 112 (54\%) | 97 (55\%) |
|  | Neither agree nor disagree | 144 (21\%) | 58 (28\%) | 46 (26\%) |
|  | Disagree | 111 (17\%) | 37 (18\%) | 34 (19\%) |
| I prefer to buy food that carries a nutritional claim on the front of the package | Agree | 165 (25\%) | 58 (28\%) | 49 (28\%) |
|  | Neither agree nor disagree | 320 (48\%) | 106 (51\%) | 77 (44\%) |
|  | Disagree | 183 (27\%) | 43 (21\%) | 51 (29\%) |
| The ingredients and nutritional information on the back of the package does not influence my purchasing decisions | Agree | 160 (27\%) | 68 (33\%) | 41 (23\%) |
|  | Neither agree nor disagree | 178 (27\%) | 70 (34\%) | 69 (39\%) |
|  | Disagree | 330 (49\%) | 69 (33\%) | 67 (38\%) |
| The nutrition information offers useful information about the product | Agree | 475 (71\%) | 124 (60\%) | 98 (55\%) |
|  | Neither agree nor disagree | 166 (25\%) | 70 (34\%) | 59 (34\%) |
|  | Disagree | 27 (4\%) | 13 (6\%) | 20 (11\%) |
| There is too much nutritional information on food packaging | Agree | 109 (16\%) | 38 (19\%) | 50 (28\%) |
|  | Neither agree nor disagree | 241 (36\%) | 102 (49\%) | 58 (33\%) |
|  | Disagree | 318 (48\%) | 67 (32\%) | 69 (39\%) |
| I never read the nutritional information and ingredients on food packages | Agree | 81 (12\%) | 33 (16\%) | 32 (18\%) |
|  | Neither agree nor disagree | 118 (18\%) | 76 (37\%) | 54 (31\%) |
|  | Disagree | 469 (70\%) | 98 (47\%) | 91 (51\%) |
| How healthy would you say your diet was? | Healthy | 540 (83\%) | 154 (76\%) | 111 (65\%) |
|  | Unhealthy | 109 (17\%) | 50 (25\%) | 60 (35\%) |

Table S2: Response, by three categories of food security, frequencies and proportions for nutrition claim indicators

| Outcome | Category | High-Marginal Food Security | Low Food Security | Very Low Food Security |
| :---: | :---: | :---: | :---: | :---: |
| Rate the importance of the nutritional claim: | Important | 381 (57\%) | 123 (59\%) | 94 (53\%) |
| Low calorie (kilojoule) | Neither important nor unimportant | 186 (28\%) | 56 (27\%) | 60 (34\%) |
|  | Unimportant | 101 (15\%) | 28 (14\%) | 23 (13\%) |
| Rate the importance of the nutritional claim: | Important | 337 (50\%) | 118 (57\%) | 98 (55\%) |
| High protein | Neither important nor unimportant | 235 (35\%) | 69 (33\%) | 64 (36\%) |
|  | Unimportant | 96 (14\%) | 20 (20\%) | 15 (9\%) |
| Rate the importance of the nutritional claim: | Important | 470 (70\%) | 143 (69\%) | 122 (69\%) |
| Low saturated fats | Neither important nor unimportant | 132 (20\%) | 46 (22\%) | 41 (23\%) |
|  | Unimportant | 66 (10\%) | 18 (9\%) | 14 (8\%) |
| Rate the importance of the nutritional claim: | Important | 309 (46\%) | 107 (52\%) | 96 (54\%) |
| Low carbohydrates | Neither important nor unimportant | 252 (38\%) | 70 (34\%) | 62 (35\%) |
|  | Unimportant | 107 (16\%) | 30 (15\%) | 19 (11\%) |
| Rate the importance of the nutritional claim: | Important | 443 (66\%) | 134 (65\%) | 109 (62\%) |
| Low sodium | Neither important nor unimportant | 162 (24\%) | 51 (0.25\%) | 51 (29\%) |
|  | Unimportant | 63 (9\%) | 22 (11\%) | 17 (10\%) |
| Rate the importance of the nutritional claim: | Important | 486 (73\%) | 150 (73\%) | 125 (71\%) |
| Low sugar | Neither important nor unimportant | 135 (20\%) | 38 (18\%) | 36 (20\%) |
|  | Unimportant | 47 (7\%) | 19 (9\%) | 16 (9\%) |
| Rate the importance of the nutritional claim: | Important | 329 (49\%) | 109 (53\%) | 91 (51\%) |
| Low glycemic index | Neither important nor unimportant | 235 (35\%) | 78 (37\%) | 63 (36\%) |
|  | Unimportant | 104 (16\%) | 20 (10\%) | 23 (13\%) |
| Rate the importance of the nutritional claim: | Important | 429 (64\%) | 138 (66\%) | 117 (66\%) |
| Low preservatives | Neither important nor unimportant | 180 (27\%) | 59 (29\%) | 49 (28\%) |
|  | Unimportant | 59 (9\%) | 10 (5\%) | 11 (6\%) |

Table S3: Response, by three categories of food security frequencies and proportions for product attribute indicators

| Outcome | Category | High-Marginal Food Security | Low Food Security | Very Low Food Security |
| :---: | :---: | :---: | :---: | :---: |
| Nutrition | Important | 583 (87\%) | 161 (79\%) | 138 (78\%) |
|  | Neither important nor unimportant | 66 (10\%) | 37 (18\%) | 32 (18\%) |
|  | Unimportant | 18 (3\%) | 7 (3\%) | 7 (4\%) |
| Quality | Important | 633 (95\%) | 181 (88\%) | 155 (87\%) |
|  | Neither important nor unimportant | 27 (4\%) | 19 (9\%) | 17 (10\%) |
|  | Unimportant | 7 (1\%) | 5 (3\%) | 5 (3\%) |
| Cost | Important | 561 (84\%) | 181 (88\%) | 159 (90\%) |
|  | Neither important nor unimportant | 84 (13\%) | 17 (8\%) | 12 (7\%) |
|  | Unimportant | 22 (3\%) | 7 (4\%) | 6 (3\%) |
| In season | Important | 478 (72\%) | 141 (69\%) | 129 (73\%) |
|  | Neither important nor unimportant | 150 (23\%) | 47 (23\%) | 37 (21\%) |
|  | Unimportant | 39 (5\%) | 17 (8\%) | 11 (6\%) |
| Local products | Important | 454 (68\%) | 133 (65\%) | 117 (66\%) |
|  | Neither important nor unimportant | 172 (26\%) | 54 (26\%) | 40 (23\%) |
|  | Unimportant | 41 (6\%) | 18 (9\%) | 20 (11\%) |
| Organic | Important | 170 (26\%) | 69 (34\%) | 60 (34\%) |
|  | Neither important nor unimportant | 254 (38\%) | 81 (40\%) | 62 (35\%) |
|  | Unimportant | 243 (36\%) | 55 (27\%) | 55 (31\%) |
| Raw food (natural state) | Important | 297 (45\%) | 104 (51\%) | 81 (46\%) |
|  | Neither important nor unimportant | 241 (36\%) | 72 (35\%) | 54 (30\%) |
|  | Unimportant | 129 (19\%) | 29 (14\%) | 42 (24\%) |
| Unprocessed | Important | 356 (54\%) | 108 (53\%) | 94 (53\%) |
|  | Neither important nor unimportant | 229 (34\%) | 74 (36\%) | 54 (31\%) |
|  | Unimportant | 82 (12\%) | 23 (11\%) | 29 (16\%) |
| Convenience (pre-packaged to save time) e.g. | Important | 176 (26\%) | 80 (39\%) | 60 (34\%) |
| pre-cut vegetables, pre-marinated meats, bottle | Neither important nor unimportant | 205 (31\%) | 74 (36\%) | 69 (39\%) |
| sauces | Unimportant | 286 (43\%) | 51 (25\%) | 48 (27\%) |


| Outcome | Category | High-Marginal Food Security | Low Food Security | Very Low Food Security |
| :---: | :---: | :---: | :---: | :---: |
| Australian grown | Important | 504 (76\%) | 153 (75\%) | 124 (70\%) |
|  | Neither important nor unimportant | 120 (18\%) | 36 (18\%) | 37 (21\%) |
|  | Unimportant | 43 (6\%) | 16 (8\%) | 16 (9\%) |
| Supermarket branded (homebrand, Coles | Important | 111 (17\%) | 75 (37\%) | 60 (34\%) |
| Select) | Neither important nor unimportant | 325 (49\%) | 99 (49\%) | 75 (43\%) |
|  | Unimportant | 231 (35\%) | 31 (15\%) | 42 (24\%) |

Table S4: Response, by three categories of food security p-values and odds ratios of single consumption and food label indicators

| Outcome | Category | Overall Significance <br> a | Post hoc analysis |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | High-Marginal vs. Very Low Food Security |  | High-Marginal vs. Low Food Security |  | Low Food Security vs. Very Low Food Security |  |
|  |  |  | OR ( $95 \% \mathrm{CI}$ ) | $p$-value | OR (95\% CI) | $p$-value | OR ( $95 \% \mathrm{CI}$ ) | $p$-value |
| I read the ingredients and |  | 0.089 |  |  |  |  |  |  |
| nutrition information on the back | Agree |  | 1.00 (0.63,1.61) | 0.992 | 0.76 (0.48,1.22) | 0.263 | 1.31 (0.74,2.33) | 0.355 |
| of the food package | Neither agree nor disagree |  | 0.75 (0.44,1.27) | 0.286 | 0.516 (0.31, 0.86) | 0.012* | 1.45 (0.77,2.72) | 0.248 |
|  | Disagree |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| $I$ understand the information |  | $<0.001^{* *}$ |  |  |  |  |  |  |
| provided on the back of food | Agree |  | 2.83(1.72, 4.66) | <0.001** | 1.46 (0.86, 2.49) | 0.146 | 1.93(1.07, 3.51) | 0.030* |
| packages | Neither agree nor disagree |  | 1.67 (0.98, 2.86) | 0.062 | 0.73 (0.42,1.27) | 0.261 | $2.29(1.23,4.26)$ | 0.009** |
|  | Disagree |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| I take notice of the nutritional |  | 0.216 |  |  |  |  |  |  |
| claims on the front of food | Agree |  | 1.189 (0.75, 1.89) | 0.464 | 0.91 (0.58,1.42) | 0.669 | $1.311(0.75,2.29)$ | 0.339 |
| packaging. e.g. low fat, high | Neither agree nor disagree |  | 0.857 (0.51, 1.44) | 0.559 | 0.64 (0.39,1.05) | 0.074 | 1.345 (0.73,2.47) | 0.338 |
| calcium, high fibre, diet, lite | Disagree |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| I still read the nutritional |  | 0.313 |  |  |  |  |  |  |
| information and ingredients on | Agree |  | 1.079 (0.67,1.74) | 0.754 | 0.99 (0.63,1.55) | 0.973 | 1.088 (0.623, 1.90) | 0.767 |
| the back of the package if there is | Neither agree nor disagree |  | 0.791 (0.457, 1.37) | 0.402 | 0.68 (0.41,1.13) | 0.139 | 1.161 (0.619, 2.18) | 0.642 |
| a claim on the front | Disagree |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| I prefer to buy food that carries a |  | 0.530 |  |  |  |  |  |  |
| nutritional claim on the front of | Agree |  | 0.817 (0.506,1.32) | 0.408 | 0.58 (0.36,0.92) | 0.021* | 1.421 (0.80,2.52) | 0.230 |
| the package | Neither agree nor disagree |  | 1.258 (0.821, 1.93) | 0.292 | 0.71 (0.47,1.08) | 0.113 | $1.764(1.05,2.96)$ | 0.031* |
|  | Disagree |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| The ingredients and nutritional |  | 0.002** |  |  |  |  |  |  |
| information on the back of the | Agree |  | 0.82 (0.52, 1.30) | 0.399 | 0.52 (0.35, 0.78) | 0.001** | 1.58 (0.94, 2.65) | 0.088 |
| package does not influence my | Neither agree nor disagree |  | 0.60 (0.40, 0.90) | 0.013* | 0.58 (0.39, 0.86) | 0.007** | 1.02 (0.63, 1.66) | 0.929 |
| purchasing decisions | Disagree |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |


| Outcome | Category | Overall Significance <br> a | Post hoc analysis |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | High-Marginal vs. Very Low Food Security |  | High-Marginal vs. Low Food Security |  | Low Food Security vs. Very Low Food Security |  |
|  |  |  | OR (95\% CI) | $p$-value | OR (95\% CI) | OR (95\% CI) | $p$-value | OR (95\% CI) |
| The nutrition information offers useful information about the product |  | $0.002^{* *}$ |  |  |  |  |  |  |
|  | Agree |  | 3.26 (1.67, 6.37) | $0.001 * *$ | 1.59 (0.77, 3.27) | 0.208 | 2.05 (0.95, 4.42) | 0.066 |
|  | Neither agree nor disagree |  | 2.04 (1.01, 4.11) | 0.046* | 1.08 (0.51, 2.28) | 0.843 | 1.89 (0.85, 4.12) | 0.117 |
|  | Disagree |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| There is too much nutritional information on food packaging |  | $<0.001^{* *}$ |  |  |  |  |  |  |
|  | Agree |  | 0.44 (0.28, 0.70) | <0.001** | 0.57 (0.36, 0.92) | 0.020* | 0.77 (0.44, 1.34) | 0.352 |
|  | Neither agree nor disagree |  | 1.02 (0.68, 1.54) | 0.924 | 0.52 (0.36, 0.75) | 0.001** | 1.95 (1.21, 3.15) | 0.007** |
|  | Disagree |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| I never read the nutritional |  | $<0.001^{* *}$ |  |  |  |  |  |  |
| information and ingredients on food packages | Agree |  | 0.48 (0.29, 0.79) | $0.004^{* *}$ | 0.54 (0.34, 0.87) | 0.011* | 0.86 (0.50, 1.58) | 0.678 |
|  | Neither agree nor disagree |  | 0.44 (0.29, 0.66) | <0.001** | 0.33 (0.23, 0.48) | $0.001^{* *}$ | 1.32 (0.83, 2.09) | 0.245 |
|  | Disagree |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| How healthy would you say your diet was? |  | 0.001** |  |  |  |  |  |  |
|  | Healthy |  | 2.17 (1.44, 3.27) | <0.001** | 1.31 (0.87, 1.95) | 0.195 | 1.66 (1.04, 2.67) | 0.034* |
|  | Unhealthy |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |

a Multinomial logistic regression model was adjusted for socio-demographics variables (age, household income, education and marital status)

* p-value $<0.05 ;{ }^{* *}$ p-value $<0.01 ; \mathrm{OR}=$ odds ratio; $\mathrm{CI}=$ confidence interval; 1.00 (ref) = reference level

Table S5: Response, by three categories of food security p-values and odds ratios of nutrition claim indicators

| Outcome <br> Rate the importance of the following : | Category | Overall Significance <br> a | Post hoc analysis |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | High-Marginal vs. Very Low Food Security |  | High-Marginal vs. Low Food Security |  | Low Food Security vs. Very Low Food Security |  |
|  |  |  | OR ( $95 \%$ CI) | $p$-value | OR ( $95 \% \mathrm{CI}$ ) | $p$-value | OR (95\% CI) | $p$-value |
| Low calorie (kilojoule) |  | 0.745 |  |  |  |  |  |  |
|  | Important |  | 0.91 (0.53, 1.56) | 0.740 | 0.84 (0.52, 1.37) | 0.493 | 1.08 (0.578, 2.02) | 0.806 |
|  | Neither important nor unimportant |  | 0.80 (0.45, 1.42) | 0.450 | 0.99 (0.58, 1.70) | 0.980 | 0.81 (0.41, 1.59) | 0.534 |
|  | Unimportant |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| High protein |  | 0.092 |  |  |  |  |  |  |
|  | Important |  | 0.50 (0.26, 0.93$)$ | 0.029** | 0.58 (0.34, 0.99) | 0.047* | 0.87 (0.42, 1.80) | 0.706 |
|  | Neither important nor unimportant |  | 0.57 (0.30, 1.09) | 0.090 | 0.72 (0.40, 1.27) | 0.251 | 0.8 (0.37, 1.72) | 0.567 |
|  | Unimportant |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| Low saturated fats |  | 0.860 |  |  |  |  |  |  |
|  | Important |  | 0.74 (0.39, 1.41) | 0.352 | 0.85 (0.48, 1.52) | 0.582 | 0.87 (0.41, 1.84) | 0.707 |
|  | Neither important nor unimportant |  | 0.69 (0.34, 1.41) | 0.303 | 0.80 (0.42, 1.53) | 0.501 | 0.86 (0.37, 1.98) | 0.716 |
|  | Unimportant |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| Low carbohydrates |  | 0.055 |  |  |  |  |  |  |
|  | Important |  | 0.56 (0.32, 0.99) | 0.046 | 0.82 (0.50, 1.32) | 0.409 | 0.69 (0.36, 1.32) | 0.256 |
|  | Neither important nor unimportant |  | 0.87 (0.48, 1.57) | 0.638 | 1.17 (0.71, 1.95) | 0.527 | 0.73 (0.37, 1.46) | 0.381 |
|  | Unimportant |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| Low sodium |  | 0.951 |  |  |  |  |  |  |
|  | Important |  | 1.09 (0.55, 1.85) | 0.981 | 1.10 (0.64, 1.89) | 0.738 | $0.92(0.46,1.84)$ | 0.810 |
|  | Neither important nor unimportant |  | 0.98 (0.51, 1.89) | 0.945 | 1.24 (0.68, 2.26) | 0.492 | 0.79 (0.37, 1.69) | 0.544 |
|  | Unimportant |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| Low sugar |  | 0.672 |  |  |  |  |  |  |
|  | Important |  | 1.23 (0.65, 2.33) | 0.521 | 1.3 (0.72, 2.33) | 0.380 | 0.95 (0.46, 1.95) | 0.884 |
|  | Neither important nor unimportant |  | 1.45 (0.71, 2.97) | 0.313 | 1.58 (0.81, 3.08) | 0.178 | 0.92 (0.40, 2.08) | 0.834 |
|  | Unimportant |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |


| Outcome <br> Rate the importance of the following : | Category | Overall Significance <br> a | Post hoc analysis |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | High-Marginal vs. Low Food Security |  | High-Marginal vs. Very Low Food Security |  | Low Food Security vs. Very Low Food Security |  |
|  |  |  | OR (95\% CI) | $p$-value | OR (95\% CI) | $p$-value | OR (95\% CI) | $p$-value |
| Low glycemic index |  | 0.261 |  |  |  |  |  |  |
|  | Important |  | 0.71 (0.41, 1.23) | 0.222 | 0.58 (0.34, 0.99) | 0.047 | 1.23 (0.62, 2.43) | 0.556 |
|  | Neither important nor unimportant |  | 0.87 (0.49, 1.55) | 0.629 | 0.67 (0.38, 1.17) | 0.157 | 1.30 (0.64, 2.64) | 0.466 |
|  | Unimportant |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| Low preservatives |  | 0.120 |  |  |  |  |  |  |
|  | Important |  | 0.54 (0.26, 1.10) | 0.090 | 0.81 (0.33, 2.01) | 0.652 | 1.231 (0.50, 3.04) | 0.652 |
|  | Neither important nor unimportant |  | 0.61 (0.29, 1.31) | 0.206 | 0.47 (0.22, 1.01) | 0.052 | 1.30 (0.50, 3.35) | 0.590 |
|  | Unimportant |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |

${ }^{\text {a }}$ Multinomial logistic regression model was adjusted for socio-demographics variables (age, household income, education and marital status)

* p -value $<0.05 ;$ ** p -value $<0.01 ; \mathrm{OR}=$ odds ratio; $\mathrm{CI}=$ confidence interval; 1.00 (ref) $=$ reference level

Table S6: Response, by three categories of food security p-values and odds ratios of product attribute indicators

| Outcome | Category | Overall Significance ${ }^{\text {a }}$ | Post hoc analysis |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | High-Marginal vs. Very Low Food Security |  | High-Marginal vs. Low Food Security |  | Low Food Security vs. Very Low Food Security |  |
|  |  |  | OR (95\% CI) | $p$-value | OR (95\% CI) | $p$-value | OR (95\% CI) | $p$-value |
| Nutrition |  | 0.021* |  |  |  |  |  |  |
|  | Important |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
|  | Neither important nor unimportant |  | 0.49 (0.30, 0.81) | 0.005** | 0.53 (0.34, 0.84) | 0.006** | 0.93 (0.54, 1.59) | 0.790 |
|  | Unimportant |  | 0.73 (0.28, 1.91) | 0.531 | $0.82(0.33,2.05)$ | 0.667 | 0.90 (0.30,2.69) | 0.853 |
| Quality |  | 0.010* |  |  |  |  |  |  |
|  | Important |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
|  | Neither important nor unimportant |  | 0.40 (0.20, 0.81 ) | 0.011* | 0.40 (0.21, 0.76) | 0.005** | $1.00(0.47,2.11)$ | 0.994 |
|  | Unimportant |  | 0.36 (0.10, 1.28) | 0.115 | 0.383 (0.12, 1.28) | 0.119 | $0.94(0.25,3.53)$ | 0.932 |
| Cost |  | 0.117 |  |  |  |  |  |  |
|  | Important |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) | 1.00 (ref) |
|  | Neither important nor unimportant |  | 2.19 (1.08, 4.46) | 0.031* | 1.41 (0.80, 2.49) | 0.234 | 1.55 (0.68, 3.55) | 0.298 |
|  | Unimportant |  | 0.61 (0.23, 1.64) | 0.327 | 0.74 (0.30, 1.82) | 0.507 | 0.83 (0.27, 2.60) | 0.749 |
| In season |  | 0.614 |  |  |  |  |  |  |
|  | Important |  | 1.14 (0.55, 2.38) | 0.720 | 1.47 (0.78, 2.77) | 0.229 | 0.78 (0.341, 1.77) | 0.545 |
|  | Neither important nor unimportant |  | 1.44 (0.65, 3.23) | 0.372 | 1.44 (0.72, 2.88) | 0.304 | 1.00 (0.41, 2.48) | 0.994 |
|  | Unimportant |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| Local product |  | 0.205 |  |  |  |  |  |  |
|  | Important |  | 1.81 (0.98, 3.37) | 0.060 | 1.444 (0.784, 2.66) | 0.238 | 1.26 (0.62, 2.54) | 0.528 |
|  | Neither important nor unimportant |  | 2.28 (1.15, 4.52) | 0.018* | 1.42 (0.73, 2.73) | 0.300 | 1.61 (0.74, 3.51) | 0.229 |
|  | Unimportant |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| Organic |  | 0.027* |  |  |  |  |  |  |
|  | Important |  | 0.65 (0.42, 1.01) | 0.056 | 0.55 (0.36, 0.83) | 0.005** | 1.19 (0.70, 2.00) | 0.520 |
|  | Neither important nor unimportant |  | 1.01 (0.66, 1.56) | 0.963 | 0.73 (0.49, 1.08) | 0.116 | 1.39 (0.83, 2.33) | 0.205 |
|  | Unimportant |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |


| Outcome | Category | Overall Significance ${ }^{\text {a }}$ | Post hoc analysis |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | High-Marginal vs. Very Low Food Security |  | High-Marginal vs. Low Food Security |  | Low Food Security vs. Very Low Food Security |  |
|  |  |  | OR (95\% CI)) | $p$-value | OR (95\% CI) $)$ | $p$-value | OR (95\% CI) $)$ | $p$-value |
| Raw food (natural state) |  | 0.024* |  |  |  |  |  |  |
|  | Important |  | 1.119 (0.71, 1.77) | 0.632 | 0.57 (0.35, 0.93) | 0.023 | 1.96 (1.10, 3.47) | 0.022* |
|  | Neither important nor unimportant |  | 1.60 (0.98, 2.62) | 0.059 | 0.77 (0.47, 1.273) | 0.309 | $2.08(1.13,3.82)$ | 0.018* |
|  | Unimportant |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| Unprocessed |  | 0.521 |  |  |  |  |  |  |
|  | Important |  | 1.30 (0.77, 2.18) | 0.329 | 0.91 (0.54, 1.55) | 0.735 | 1.42 (0.76, 2.65) | 0.276 |
|  | Neither important nor unimportant |  | 1.59 (0.91, 2.78) | 0.101 | 0.95 (0.55, 1.65) | 0.862 | 1.67 (0.86, 3.26) | 0.131 |
|  | Unimportant |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| Convenience (pre-packaged to |  | $<0.001^{* *}$ |  |  |  |  |  |  |
| save time) e.g. pre-cut | Important |  | 0.53 (0.34, 0.83) | 0.005** | 0.40 (0.27, 0.61 ) | $<0.001^{* *}$ | 1.31 (0.77, 2.22) | 0.325 |
| vegetables, pre-marinated | Neither important nor unimportant |  | 0.55 (0.36, 0.85) | 0.007 | 0.52 (0.35, 0.79) | 0.002** | 1.06 (0.63, 1.78) | 0.833 |
| meats, bottle sauces | Unimportant |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |
| Australian grown |  | 0.889 |  |  |  |  |  |  |
|  | Important |  | 1.36 (0.71, 2.60) | 0.359 | 1.09 (0.58, 2.04) | 0.794 | 1.25 (0.59, 2.65) | 0.564 |
|  | Neither important nor unimportant |  | 1.23 (0.59, 2.56) | 0.582 | 1.18 (0.58, 2.40) | 0.658 | 1.046 (0.45, 2.46) | 0.918 |
|  | Unimportant |  | $1.00 \text { (ref) }$ |  | $1.00 \text { (ref) }$ |  | $1.00 \text { (ref) }$ |  |
| Supermarket branded |  | $<0.001 * *$ |  |  |  |  |  |  |
| (homebrand, Coles Select) | Important |  | 0.37 (0.23, 0.60) | $<0.001^{* *}$ | $0.214(0.131,0.349)$ | $<0.001^{* *}$ | 1.74 (0.97, 3.12) | 0.066 |
|  | Neither important nor unimportant |  | 0.83 (0.53, 1.28) | 0.391 | 0.475 (0.303, 0.743) | 0.001** | 1.74 (0.99, 3.05) | 0.053 |
|  | Unimportant |  | 1.00 (ref) |  | 1.00 (ref) |  | 1.00 (ref) |  |

a Multinomial logistic regression model was adjusted for socio-demographics variables (age, household income, education and marital status)

* p-value $<0.05 ;$ ** p -value $<0.01 ; \mathrm{OR}=$ odds ratio; $\mathrm{CI}=$ confidence interval; 1.00 (ref) = reference level

Table S7: Response, by three categories of food security, frequencies and proportions for consumption behaviours

| Question |  | Serves | High-Marginal Food Security | Low Food Security | Very Low Food Security |
| :---: | :---: | :---: | :---: | :---: | :---: |
| On a typical day, how many serves ${ }^{\text {a of the following foods would you eat? }}$ |  |  |  |  |  |
| Breakfast cereals | $2 / 3$ cup breakfast cereals, cooked oats | 0 | 119 (18\%) | 40 (20\%) | 41 (24\%) |
|  | 2 weet-biscuits | 1 | 476 (73\%) | 143 (70\%) | 117 (68\%) |
|  |  | 2 or more | 56 (9\%) | 21 (10\%) | 13 (8\%) |
| Milk, yoghurt, cheese and dairy | 1 cup of milk or soy milk | 0 | 41 (6\%) | 18 (9\%) | 17 (10\%) |
| alternatives | 2 slices of cheese | 1 | 358 (55\%) | 115 (56\%) | 95 (56\%) |
|  | 1 tub of yoghurt | 2 | 194 (30\%) | 49 (24\%) | 45 (26\%) |
|  |  | 3 or more | 58 (9\%) | 22 (11\%) | 14 (8\%) |
| Bread | 1 slice of bread | 0 | 39 (6\%) | 12 (6\%) | 20 (12\%) |
|  | 1 crumpet or English muffin | 1 | 248 (38\%) | 89 (44\%) | 77 (45\%) |
|  |  | 2 | 294 (45\%) | 76 (37\%) | 58 (34\%) |
|  |  | 3 or more | 70 (11\%) | 27 (13\%) | 16 (9\%) |
| Fruit (not including juice) | 1 medium banana, apple or orange | 0 | 27 (4\%) | 11 (5\%) | 18 (11\%) |
|  | 2 small kiwi fruit, apricots or plums | 1 | 297 (46\%) | 102 (50\%) | 81 (47\%) |
|  | 1 cup canned fruit | 2 | 217 (33\%) | 63 (31\%) | 47 (27\%) |
|  | A handful of dried fruit (e.g. 4 apricot halves) | 3 or more | 110 (17\%) | 28 (14\%) | 25 (15\%) |
| Fruit (juice) | 1 cup fruit juice | 0 | 186 (29\%) | 48 (24\%) | 54 (32\%) |
|  |  | 1 | 392 (60\%) | 120 (59\%) | 86 (50\%) |
|  |  | 2 or more | 73 (11\%) | 36 (18\%) | 31 (18\%) |


| Question |  | Serves | High-Marginal Food Security | Low Food Security | Very Low Food Security |
| :---: | :---: | :---: | :---: | :---: | :---: |
| On a typical day, how many serves ${ }^{\text {a }}$ of the following foods would you eat? |  |  |  |  |  |
| Salad and vegetables (not including potato) | 1 cup salad vegetables (e.g. lettuce, | 0 | 15 (2\%) | 14 (7\%) | 15 (9\%) |
|  | cucumber, tomato) | 1 | 289 (44\%) | 100 (49\%) | 74 (43\%) |
|  | $1 / 2$ cup cooked or canned vegetables | 2 | 198 (30\%) | 49 (24\%) | 45 (26\%) |
|  |  | 3 | 92 (14\%) | 31 (15\%) | 25 (15\%) |
|  |  | 4 or more | 57 (9\%) | 10 (5\%) | 12 (7\%) |
| Potato (not including chips) | 1/2 medium potato | 0 | 35 (5\%) | 21 (10\%) | 24 (14\%) |
|  | $1 / 2$ cup mashed potato | 1 | 506 (78\%) | 142 (70\%) | 115 (67\%) |
|  |  | 2 or more | 110 (17\%) | 41 (20\%) | 32 (19\%) |
| Pasta, rice, or noodles | $1 / 2$ cup cooked pasta or rice, noodles | 0 | 34 (5\%) | 21 (10\%) | 19 (11\%) |
|  |  | 1 | 487 (75\%) | 136 (67\%) | 116 (68\%) |
|  |  | 2 or more | 130 (20\%) | 47 (23\%) | 36 (21\%) |
| Meat alternatives | 1 cup baked beans, cooked legumes or tofu | 0 | 64 (10\%) | 30 (15\%) | 27 (16\%) |
|  | 2 large eggs | 1 | 499 (77\%) | 147 (72\%) | 118 (69\%) |
|  |  | 2 or more | 88 (14\%) | 27 (13\%) | 26 (15\%) |
| Fish | A cooked fish fillet about the size of an open | 0 | 81 (12\%) | 26 (13\%) | 34 (20\%) |
|  | hand (100g) | 1 | 488 (75\%) | 144 (71\%) | 115 (67\%) |
|  | One small can of fish (100g) | 2 or more | 82 (13\%) | 34 (17\%) | 22 (13\%) |
| Poultry | Cooked lean poultry such as chicken or | 0 | 38 (6\%) | 11 (5\%) | 20 (12\%) |
|  |  | 1 | 497 (76\%) | 141 (69\%) | 120 (70\%) |
|  |  | 2 or more | 116 (18\%) | 52 (25\%) | 31 (18\%) |


| Question |  | Serves | High-Marginal Food Security | Low Food Security | Very Low Food Security |
| :---: | :---: | :---: | :---: | :---: | :---: |
| On a typical day, how many serves ${ }^{\text {a }}$ of the following foods would you eat? |  |  |  |  |  |
| Red meat | Cooked lean meat, about the size of a deck of | 0 | 57 (9\%) | 18 (9\%) | 20 (12\%) |
|  | playing cards ( 65 g ) | 1 | 472 (73\%) | 142 (70\%) | 122 (71\%) |
|  |  | 2 or more | 122 (19\%) | 44 (22\%) | 29 (17\%) |
| Nuts and seeds | A handful of nuts /seeds | 0 | 93 (14\%) | 35 (17\%) | 46 (27\%) |
|  |  | 1 | 450 (69\%) | 123 (60\%) | 89 (52\%) |
|  |  | 2 or more | 108 (17\%) | 46 (23\%) | 36 (21\%) |
| Savoury snacks | 2 slices of processed meat | 0 | 96 (15\%) | 28 (14\%) | 33 (19\%) |
|  | 12 hot chips | 1 | 440 (68\%) | 134 (66\%) | 102 (60\%) |
|  | 1/2 small packet of crisps ( 20 g ) | 2 or more | 115 (18\%) | 42 (21\%) | 36 (21\%) |
| Sweet snacks | 2 scoops ice cream | 0 | 55 (8\%) | 25 (12\%) | 27 (16\%) |
|  | 1 doughnut, slice of cake, muffin | 1 | 474 (73\%) | 137 (67\%) | 107 (63\%) |
|  | $1 / 2$ regular bar of chocolate $(25 \mathrm{~g}$ ) | 2 or more | 122 (19\%) | 42 (21\%) | 37 (22\%) |
|  | 2-3 biscuits |  |  |  |  |
| Water (including tea and coffee) | $1 \operatorname{cup}(250 \mathrm{ml})$ | 0 | 11 (2\%) | 12 (6\%) | 15 (9\%) |
|  |  | 1 | 103 (16\%) | 47 (23\%) | 35 (20\%) |
|  |  | 2 | 73 (11\%) | 24 (12\%) | 21 (12\%) |
|  |  | 3 | 88 (14\%) | 24 (12\%) | 28 (16\%) |
|  |  | 4 or more | 376 (58\%) | 97 (48\%) | 72 (42\%) |


| Question |  | Serves | High-Marginal Food Security | Low Food Security | Very Low Food Security |
| :---: | :---: | :---: | :---: | :---: | :---: |
| On a typical day, how many serves ${ }^{\text {a }}$ of the following foods would you eat? |  |  |  |  |  |
| Additional drinks (not including alcohol) | 1 can of soft drink ( 375 ml ) | 0 | 170 (26\%) | 42 (21\%) | 43 (25\%) |
|  | 2 cups of cordial ( 500 ml ) | 1 | 371 (57\%) | 111 (54\%) | 82 (48\%) |
|  | 1 can energy drink ( 330 ml ) | 2 | 81 (12\%) | 34 (17\%) | 28 (16\%) |
|  | 2 cups of Sports drink ( 500 ml ) | 3 or more | 29 (4\%) | 17 (8\%) | 18 (11\%) |
| Alcohol | 30 ml spirits | 0 | 156 (24\%) | 57 (28\%) | 57 (33\%) |
|  | 60 ml fortified wine | 1 | 233 (36\%) | 73 (36\%) | 61 (36\%) |
|  | 100 ml wine | 2 | 142 (22\%) | 38 (19\%) | 34 (20\%) |
|  | 425 ml light beer | 3 | 53 (8\%) | 16 (8\%) | 12 (7\%) |
|  | 285 ml regular beer | 4 or more | 67 (10\%) | 20 (10\%) | 7 (4\%) |
|  | Small bottle of premix drink or 'alco-pop' $(300 \mathrm{ml})$ |  |  |  |  |

[^0]
[^0]:    a Serves as defined by the Australian Dietary Guidelines

