| Category               | Question                                                                 | Responses                                                                 |
|-----------------------|---------------------------------------------------------------------------|----------------------------------------------------------------------------|
| **Age**               | What is your age?                                                         | 15–19<br>20–24<br>25–29<br>30–34<br>35–39<br>40–44<br>45–49<br>50–54<br>55+ |
| **Gender**            | What is your gender?                                                      | Male<br>Female<br>Prefer not to say                                         |
| **SES**               | What is the postcode where you usually live? e.g. 2006 (Enter postcode in the box below) | Free numeral box                                                             |
| **Ethnicity**         | Do you speak a language other than English at home?                        | No, English only.<br>Yes, (please specify)<br>Free text box                  |
| Aboriginal or Torres Strait Islander | Are you of Aboriginal or Torres Strait Islander origin? | Yes<br>No<br>Don’t know                                                      |
| **Education**         | What is the highest level of education that you have completed?             | I didn’t go to school<br>Year 10 (4th form) or below<br>Year 12 (6th form) <br>Certificate I, II, III, IV, Diploma, Advanced Diploma or Associate Degree<br>Graduate Diploma or Graduate Certificate<br>Bachelor or Postgraduate Degree (Masters or PhD)<br>Unsure (please describe what education you have completed)<br>Free text box |
| **Marital status**    | What is your current relationship status?                                  | Married/partner<br>Divorced<br>Widow/er<br>Single                           |
| **Offspring 1**       | Do you have any children?                                                 | Yes<br>No                                                                   |
| **Offspring 2**       | If yes, how many children do you have?                                    | Free numeral box                                                            |
| **Employment 1**      | What is your current employment status?                                   | Full time<br>Part time<br>Casual<br>Unemployed<br>Retired<br>Home duties     |
### Table S2. Fruit and Vegetable Related Questions.

| Category       | Question                                                                 | Responses                                      |
|----------------|--------------------------------------------------------------------------|------------------------------------------------|
| Vegetable      | How many serves of vegetables do you usually eat each day?               | I don’t eat vegetbles                           |
| serves 1       | (The picture shows a serve of vegetables. A serve is also = ½ cup cooked | Less than 1 serve                              |
|                |   vegetables, or 1 cup of salad vegetables. Include fresh, dried, frozen | 1 serve                                        |
|                |   and tinned vegetables)                                                | 2 serves                                       |
|                |                                                                          | 3 serves                                       |
|                |                                                                          | 4 serves                                       |
|                |                                                                          | 5 serves                                       |
|                |                                                                          | 6 or more serves                               |
| Vegetable      | Would you say the amount of vegetables you currently eat is ...          | Too little                                     |
| serves 2       |                                                                          | About right                                   |
|                |                                                                          | Too much                                      |
|                |                                                                          | Don’t know                                    |
| Fruit          | How many serves of fruit do you usually eat each day?                    | I don’t eat fruit                              |
| serves 1       | (The picture shows a serve of fruit. A serve is also = 1 cup of diced    | Less than 1 serve                              |
|                |   pieces. Include fresh, dried, frozen and tinned fruit)                | 1 serve                                        |
|                |                                                                          | 2 serves                                       |
|                |                                                                          | 3 serves                                       |
|                |                                                                          | 4 serves                                       |
|                |                                                                          | 5 serves                                       |
|                |                                                                          | 6 or more serves                               |
| Fruit          | Would you say the amount of fruit you currently eat is ...               | Too little                                     |
| serves 2       |                                                                          | About right                                   |
|                |                                                                          | Too much                                      |
|                |                                                                          | Don’t know                                    |
| Category                  | Question                                                                 | Responses                        |
|--------------------------|--------------------------------------------------------------------------|----------------------------------|
| Food co-operative 1     | Are you a member of a food co-operative?                                | Yes                              |
|                          | (Community based groups of people who come together voluntarily to purchase fresh fruit and vegetables or other foods in bulk) | No                               |
| Food co-operative 2     | If yes, how many people are in your food co-operative?                  | Free numeral box                 |
|                          |                                                                       | Don’t know option                |
| Food co-operative 3     | If yes, what do you normally purchase?                                 | Check boxes all that apply       |
|                          |                                                                       | Fruit                            |
|                          |                                                                       | Vegetables                       |
|                          |                                                                       | Other food items                 |
| Food co-operative 4     | If yes, how often do you pick up a food box?                            | Greater than once per week       |
|                          |                                                                       | Once per week                    |
|                          |                                                                       | Once per fortnight               |
|                          |                                                                       | Once per month                   |
|                          |                                                                       | Less than once per month         |
| Food co-operative 5     | If yes, what dollar amount do you spend per food box?                   | Free numeral box                 |