

**Table S1.** Demographic Questions.

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

**Table S2.** Fruit and Vegetable Related Questions.

<b>Category</b>	<b>Question</b>	<b>Responses</b>
Vegetable serves 1	How many serves of vegetables do you usually eat each day?  (The picture shows a serve of vegetables. A serve is also = ½ cup cooked vegetables, or 1 cup of salad vegetables. Include fresh, dried, frozen and tinned vegetables)	I don't eat vegetables Less than 1 serve 1 serve 2 serves 3 serves 4 serves 5 serves 6 or more serves
Vegetable serves 2	Would you say the amount of vegetables you currently eat is ...	Too little About right Too much Don't know
Fruit serves 1	How many serves of fruit do you usually eat each day?  (The picture shows a serve of fruit. A serve is also = 1 cup of diced pieces. Include fresh, dried, frozen and tinned fruit)	I don't eat fruit Less than 1 serve 1 serve 2 serves 3 serves 4 serves 5 serves 6 or more serves
Fruit serves 2	Would you say the amount of fruit you currently eat is ...	Too little About right Too much Don't know

**Table S3.** Food Co-operative Questions.

<b>Category</b>	<b>Question</b>	<b>Responses</b>
Food co-operative 1	Are you a member of a food co-operative? (Community based groups of people who come together voluntarily to purchase fresh fruit and vegetables or other foods in bulk)	Yes 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? (AU\$)	Free numeral box