

**Supplementary Table 1.** Binary logistic regression analysis of perceived increase in dietary healthfulness among males (n=491).

Independent variable	B	S.E.	Wald	P-value	OR (95% CI)
Household income (2019)	0.06	0.07	0.71	0.399	1.06 (0.93-1.12)
<b>Change in frequency meals with family in front of the TV</b>	<b>0.05</b>	<b>0.09</b>	<b>0.27</b>	<b>0.601</b>	<b>1.05 (0.88-1.24)</b>
COVID-19 income loss	0.48	0.22	4.86	0.028	1.61 (1.05-2.47)*
Shift to telecommuting	-0.14	0.13	1.08	0.298	0.87 (0.67-1.13)
Change in food ad exposure	0.40	0.10	14.80	<0.001	1.49 (1.22-1.83)*
<b>Perceived Stress Scale score</b>	<b>0.03</b>	<b>0.02</b>	<b>3.84</b>	<b>0.05</b>	<b>1.03 (1.00-1.07)</b>
Perceived current health	0.41	0.12	11.33	<0.001	1.51 (1.19-1.91)*

Model  $\chi^2= 66.602$  P <0.001  
 Hosmer and Lemeshow  $\chi^2=11.485$  P=0.176  
 Pseudo R<sup>2</sup>= 0.169  
 n= 491

\*indicates statistical significance at the p<0.05 level

Statistical conclusions between the regressions in the total study sample and the subgroup (shown above) differ for the variables in bold font

**Supplementary Table 2.** Binary logistic regression analysis of perceived increase in dietary healthfulness among females (n=467).

Independent variable	B	S.E.	Wald	P-value	OR (95% CI)
Household income (2019)	0.01	0.06	0.01	0.920	1.00 (0.89-1.14)
<b>Change in frequency meals with family in front of the TV</b>	<b>0.30</b>	<b>0.10</b>	<b>9.38</b>	<b>0.002</b>	<b>1.35 (1.11-1.63)*</b>
COVID-19 income loss	0.52	0.21	6.01	0.014	1.68 (1.11-2.55)*
Shift to telecommuting	-0.05	0.13	1.34	0.715	0.95 (0.73-1.24)
Change in food ad exposure	0.44	0.10	20.94	<0.001	1.56 (1.29-1.88)*
Perceived Stress Scale score	0.05	0.02	9.09	0.003	1.05 (1.02-1.08)*
Perceived current health	0.45	0.12	13.37	<0.001	1.56 (1.23-1.98)*

Model  $\chi^2= 81.986$  P <0.001  
 Hosmer and Lemeshow  $\chi^2=12.879$  P=0.116  
 Pseudo R<sup>2</sup>= 0.216  
 n= 467

\*indicates statistical significance at the p<0.05 level

Statistical conclusions between the regressions in the total study sample and the subgroup (shown above) differ for the variables in bold font

**Supplementary Table 3.** Binary logistic regression analysis of perceived increase in dietary healthfulness among individuals aged 18-29 years (n=205).

Independent variable	B	S.E.	Wald	P-value	OR (95% CI)
Sex	-0.31	0.32	0.99	0.320	0.73 (0.40-1.36)
Household income (2019)	0.09	0.10	0.82	0.365	1.09 (0.90-1.32)

Change in frequency meals with family in front of the TV	0.39	0.14	8.24	0.004	1.48 (1.13-1.94)*
COVID-19 income loss	0.77	0.33	5.37	0.020	2.16 (1.13-4.13)*
Shift to telecommuting	-0.09	0.21	0.17	0.681	0.92 (0.61-1.39)
<b>Change in food ad exposure</b>	<b>0.14</b>	<b>0.17</b>	<b>0.64</b>	<b>0.424</b>	<b>1.15 (0.82-1.61)</b>
<b>Perceived Stress Scale score</b>	<b>0.04</b>	<b>0.03</b>	<b>1.53</b>	<b>0.216</b>	<b>1.04 (0.98-1.11)</b>
Perceived current health	0.44	0.19	5.30	0.021	1.55 (1.07-2.25)*
Model $\chi^2= 32.488$ P <0.001					
Hosmer and Lemeshow $\chi^2=4.767$ P=0.782					
Pseudo R <sup>2</sup> = 0.195					
n=205					

\*indicates statistical significance at the p<0.05 level

Statistical conclusions between the regressions in the total study sample and the subgroup (shown above) differ for the variables in bold font

**Supplementary Table 4.** Binary logistic regression analysis of perceived increase in dietary healthfulness among individuals aged 30-39 years (n=331).

Independent variable	B	S.E.	Wald	P-value	OR (95% CI)
Sex	0.06	0.24	0.07	0.793	1.07 (0.66-1.71)
Household income (2019)	-0.03	0.08	0.13	0.718	0.97 (0.84-1.13)
<b>Change in frequency meals with family in front of the TV</b>	<b>0.08</b>	<b>0.10</b>	<b>0.70</b>	<b>0.402</b>	<b>1.09 (0.89-1.32)</b>
<b>COVID-19 income loss</b>	<b>0.24</b>	<b>0.25</b>	<b>0.94</b>	<b>0.332</b>	<b>1.27 (0.78-2.07)</b>
Shift to telecommuting	-0.09	0.17	0.27	0.603	0.92 (0.66-1.27)
Change in food ad exposure	0.32	0.12	7.68	0.006	1.38 (1.10-1.72)*
<b>Perceived Stress Scale score</b>	<b>0.04</b>	<b>0.02</b>	<b>3.23</b>	<b>0.072</b>	<b>1.04 (1.00-1.08)</b>
Perceived current health	0.51	0.15	11.40	<0.001	1.66 (1.24-2.22)*
Model $\chi^2= 36.011$ P <0.001					
Hosmer and Lemeshow $\chi^2=5.046$ P=0.753					
Pseudo R <sup>2</sup> = 0.138					
n=331					

\*indicates statistical significance at the p<0.05 level

Statistical conclusions between the regressions in the total study sample and the subgroup (shown above) differ for the variables in bold font

**Supplementary Table 5.** Binary logistic regression analysis of perceived increase in dietary healthfulness among individuals aged 40-49 years (n=200).

Independent variable	B	S.E.	Wald	P-value	OR (95% CI)
Sex	-0.12	0.33	0.13	0.714	0.89 (0.47-1.68)
Household income (2019)	0.02	0.10	0.03	0.856	1.02 (0.84-1.24)
<b>Change in frequency meals with family in front of the TV</b>	<b>0.13</b>	<b>0.16</b>	<b>0.65</b>	<b>0.422</b>	<b>1.13 (0.84-1.54)</b>
<b>COVID-19 income loss</b>	<b>0.34</b>	<b>0.34</b>	<b>0.96</b>	<b>0.327</b>	<b>1.40 (0.71-2.75)</b>

Shift to telecommuting	0.01	0.20	0.01	0.944	1.01 (0.68-1.51)
Change in food ad exposure	0.70	0.16	18.92	<0.001	2.00 (1.47-2.76)*
Perceived Stress Scale score	0.05	0.03	3.86	0.049	1.05 (1.00-1.11)*
Perceived current health	0.53	0.19	7.58	0.006	1.70 (1.17-2.48)*

Model  $\chi^2 = 46.165$  P < 0.001  
 Hosmer and Lemeshow  $\chi^2 = 15.105$  P = 0.057  
 Pseudo R<sup>2</sup> = 0.275  
 n = 200

\*indicates statistical significance at the p < 0.05 level

Statistical conclusions between the regressions in the total study sample and the subgroup (shown above) differ for the variables in bold font

**Supplementary Table 6.** Binary logistic regression analysis of perceived increase in dietary healthfulness among individuals aged 50-59 years (n=120).

Independent variable	B	S.E.	Wald	P-value	OR (95% CI)
Sex	-0.74	0.45	2.69	0.101	0.48 (0.20-1.15)
Household income (2019)	0.12	0.12	0.94	0.332	1.13 (0.89-1.43)
<b>Change in frequency meals with family in front of the TV</b>	<b>0.23</b>	<b>0.23</b>	<b>1.02</b>	<b>0.313</b>	<b>1.26 (0.80-2.00)</b>
<b>COVID-19 income loss</b>	<b>0.84</b>	<b>0.47</b>	<b>3.27</b>	<b>0.070</b>	<b>2.33 (0.93-5.80)</b>
Shift to telecommuting	-0.07	0.29	0.05	0.822	0.94 (0.53-1.66)
Change in food ad exposure	0.54	0.19	7.77	0.005	1.72 (1.17-2.51)*
<b>Perceived Stress Scale score</b>	<b>0.06</b>	<b>0.04</b>	<b>3.01</b>	<b>0.083</b>	<b>1.06 (0.99-1.14)</b>
<b>Perceived current health</b>	<b>0.40</b>	<b>0.28</b>	<b>2.15</b>	<b>0.142</b>	<b>1.50 (0.87-2.57)</b>

Model  $\chi^2 = 36.283$  P < 0.001  
 Hosmer and Lemeshow  $\chi^2 = 7.728$  P = 0.460  
 Pseudo R<sup>2</sup> = 0.349  
 n = 120

\*indicates statistical significance at the p < 0.05 level

Statistical conclusions between the regressions in the total study sample and the subgroup (shown above) differ for the variables in bold font

**Supplementary Table 7.** Binary logistic regression analysis of perceived increase in dietary healthfulness among individuals aged 60+ years (n=102).

Independent variable	B	S.E.	Wald	P-value	OR (95% CI)
Sex	-0.18	0.50	0.14	0.713	0.83 (0.31-2.21)
Household income (2019)	-0.21	0.17	1.59	0.208	0.81 (0.58-1.13)
<b>Change in frequency meals with family in front of the TV</b>	<b>-0.09</b>	<b>0.24</b>	<b>0.14</b>	<b>0.705</b>	<b>0.91 (0.57-1.47)</b>

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COVID-19 income loss	1.28	0.54	5.68	0.017	3.60 (1.26-10.30)*
Shift to telecommuting	-0.41	0.31	1.80	0.180	0.66 (0.36-1.21)
Change in food ad exposure	0.58	0.25	5.30	0.021	1.78 (1.09-2.90)*
<b>Perceived Stress Scale score</b>	<b>0.00</b>	<b>0.04</b>	<b>0.01</b>	<b>0.938</b>	<b>1.00 (0.93-1.08)</b>
<b>Perceived current health</b>	<b>-0.04</b>	<b>0.27</b>	<b>0.02</b>	<b>0.876</b>	<b>0.96 (0.57-1.63)</b>

Model  $\chi^2 = 22.493$  P = 0.004

Hosmer and Lemeshow  $\chi^2 = 6.509$  P = 0.590

Pseudo R<sup>2</sup> = 0.275

n = 102

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\*indicates statistical significance at the p < 0.05 level

Statistical conclusions between the regressions in the total study sample and the subgroup (shown above) differ for the variables in bold font