

Supplementary materials

Table S1. Discretionary food categories included in this analysis

Discretionary food categories	Subcategories
Pizza	Thin or thick crust, any topping
Cake	Cakes, cake-type muffins, slices, scones and rock cakes
Sausage	Sausages, frankfurts and saveloys
Processed meat	Bacon, ham and luncheon meats
Ice cream	Vanilla ice cream, chocolate ice cream, other sweet-based ice cream, fruit-flavoured ice cream, ice cream cakes/cups/ cones/stick, gelato
Cereal bar	Muesli and cereal bar
Biscuit	Sweet biscuits: chocolate, jam filled, fruit filled, choc-chip, plain sweet unfilled, chocolate coated, Shortbread style, Gingerbread, fruit and nuts, other toppings; Savoury biscuits: plain energy>1800kJ/100g
Chocolate	Chocolate-based confectionery: plain chocolate, chocolate with nuts, chocolate bars, other chocolate-based confectionery
Pastries	Sweet pastries, fruit or nut filling, egg or dairy based filling, quiches and flans, savoury pastries, pies, rolls and envelopes
Snack food	Potato crisps, popcorn, corn chips, extruded snacks
Potato fries	Fries and wedges
Wine	Red wine, rose, white wine and sparkling
Sugar-sweetened beverage	Soft drinks, fruit drinks, cordials, sport/energy drinks
Beer	Regular and reduced alcohol beer

Table S2. Comparison of typical portion sizes (in kJ) of discretionary foods in 1995 and 2011-12

Food categories	1995					2011					Percentage difference between median
	n	Median (kJ)	IQR	Mean (kJ)	SD	n	Median (kJ)	IQR	Mean (kJ)	SD	
<i>Foods</i>											
Pizza	485	1432	883 , 2539	1919	1519	466	2382	1559 , 3613	2757	1651	66*
Cake	2467	868	515 , 1431	1143	1002	1540	1437	798 , 2136	1584	1088	66*
Ice cream	1436	575	342 , 980	772	609	1149	802	450 , 1040	852	554	39*
Sausage	974	945	591 , 1418	1153	856	611	1215	913 , 1994	1530	863	29*
Processed meat	3280	188	104 , 352	299	391	1989	234	79 , 479	374	446	24*
Cereal bar	181	481	465 , 541	554	195	483	562	531 , 771	689	307	17*
Chocolate	2070	428	233 , 870	627	633	2138	441	239 , 882	663	720	3
Biscuit	3960	380	255 , 625	501	425	3150	388	252 , 685	533	547	2
Pastry	1840	1599	1035 , 1956	1674	1125	1113	1431	943 , 1650	1420	871	-10*
Snack food	796	630	447 , 1085	1479	826	827	538	346 , 1058	1040	910	-15*
Potato fries	1567	1440	1030 , 1746	857	693	1045	870	449 , 1393	913	953	-40*
Wine	1549	707	471 , 1062	856	634	1555	962	642 , 1534	1209	901	36*
Beer	1804	890	563 , 1690	1308	1183	1249	1007	542 , 1625	1308	1170	13
SSB	3338	598	427 , 785	668	448	2763	589	437 , 718	648	413	-2

IQR: interquartile range, SD standard deviation

* $P < 0.05$

Table S3. Percentage difference in typical portion size (g) between 1995 and 2011-2012 by age and socioeconomic status groups

	Age groups				Socioeconomic status (SES)				
	19-30y	31-50y	51-70y	71y+	SEIFA 1	SEIFA 2	SEIFA 3	SEIFA 4	SEIFA 5
<i>Foods</i>									
Pizza	45*	68*	97*	60*	36*	30*	51*	63*	61*
Cake	42*	44*	64*	62*	57*	33*	48*	70*	56*
Sausage	62*	50*	25*	20*	7*	15*	20*	69*	31*
Processed meat	7	17*	20*	10	10	13	11	13	25*
Ice cream	-11	13	33*	20*	25*	8	-5	18*	21*
Cereal bar	3	1	10	0	-3	3	10	5	3
Biscuit	20*	-5	4	12	4	0	9	-5	-6
Chocolate	-6	0	15	33*	0	9	9	-6	0
Pastry	-19*	-15*	-2	-19*	1	-21*	-9	-29*	-19*
Snack food	-11	0	-14	-18	-10	-7	-36*	-3	-17*
Potato fries	-34*	-35*	-38*	-43*	-39*	-35*	-39*	-38*	-41*
<i>Beverages</i>									
Wine	20*	20*	25*	31*	3	29*	19*	20*	19*
SSB	0	15*	38*	0	-7	4	12	-1	19*
Beer	-12	0	0	6	0	1	0	-11	-13

*P<0.05 Comparison of typical portion size from 1995 to 2011-12 among age and SES groups