

Online supplementary material




Figure S1. Survey question assessing beliefs about health benefits of nutrients.

16. There are various nutrients that might be added to food, drinks or vitamin tablets and which might be claimed to have health benefits. Some of these benefit an unborn child, some benefit the person who takes them, whilst others have no demonstrated clinical benefit. Please consider each nutrient below and tick the box(es) to indicate which health claim(s) you believe to be true.

(select all that apply for each nutrient; select at least one option in each row)

[illegible]

Figure S2. Example of a choice set.

	Fortified food	Fortified drink	Supplement Tablet
Product	 Cereal (1 cup)	 Juice (1 cup, 250ml)	 Multivitamin tablet (1 per day)
Cost per day	\$0.25/day	\$0.30/day	\$0.65/day
Brand	A specific brand	A specific brand	No specific brand or a generic brand
Endorsement	Endorsed by the National Health and Medical Research Council (NHMRC)	Scientifically proven	Endorsed by the CSIRO
Absorption	No claim	No claim	Easy to digest and absorb
Iodine	-	150 µg	250 µg
Folate	800 µg	800 µg	400 µg
Omega 3	115 mg	-	500 mg
Vitamin D	400 IU	200 IU	-

If you want to review the above attributes again, please [click here](#) to open a separate glossary page.

Below are some information on nutrient benefits

Iodine plays an important role in the normal development of the baby's brain.

Vitamin D plays an essential role in strengthening baby's bones.

Q1 Which product do you like most? (choose one answer)

☐ Fortified food

☐ Fortified drink

☐ Supplement tablet

Q2 Which product do you like least? (choose one answer)

☐ Fortified food

☐ Fortified drink

☐ Supplement tablet

Q3 Would you actually buy your most preferred product? (choose one answer)

☐ Yes

☐ No

Table S1. Model performance for models with up to six latent classes.

Model	BIC	AIC	AIC3	CAIC	Number of parameters	L²	Classification Error
1-class	24993.4	24748.7	24800.7	25045.4	52	24600.3	0.000
2-class	22659.9	22156.2	22263.2	22766.9	107	21897.9	0.039
3-class	21854.8	21092.2	21254.2	22016.8	162	20723.9	0.058
4-class	21552.1	20530.7	20747.7	21769.1	217	20052.3	0.071
5-class	21559.6	20279.4	20551.4	21831.6	272	19691.0	0.077
6-class	21651.1	20111.9	20438.9	21978.1	327	19413.6	0.109