**Table S1.** General characteristics of the study participants.

| | Variables | *n* | % |
|---|---|---|---|
| **Age** | 18-20 | 80 | 2.5 |
| | 21-25 | 291 | 9.2 |
| | 26-30 | 331 | 10.4 |
| | 31-35 | 403 | 12.7 |
| | 36-40 | 376 | 11.8 |
| | 41-45 | 399 | 12.5 |
| | 46-50 | 339 | 10.7 |
| | 51-55 | 359 | 11.3 |
| | 56-60 | 258 | 8.1 |
| | 61-65 | 195 | 6.1 |
| | 66-70 | 93 | 2.9 |
| | 70 or older | 58 | 1.8 |
| **Gender** | Male | 665 | 21.0 |
| | Female | 2477 | 78.2 |
| | Other | 5 | 0.2 |
| | Prefer not to say | 19 | 0.6 |
| **Employment status** | Employed, working 40 or more hours per week | 950 | 31.0 |
| | Employed, working 1-39 hours per week | 1171 | 38.2 |
| | Not employed, looking for work | 373 | 12.2 |
| | Not employed, NOT looking for work | 259 | 8.4 |
| | Retired | 236 | 7.7 |
| | Disabled, not able to work | 80 | 2.6 |
| **Country of residence** | United Kingdom | 1130 | 35.9 |
| | United States | 484 | 15.4 |
| | Canada | 206 | 6.5 |
| | Australia | 177 | 5.6 |
| | India | 177 | 5.6 |
| | Ireland | 69 | 2.2 |
| | Nigeria | 54 | 1.7 |
| | South Africa | 54 | 1.7 |
| | Egypt | 50 | 1.6 |

| Variables | *n* | % |
|---|---|---|
| Pakistan | 43 | 1.4 |
| New Zealand | 32 | 1.0 |
| Spain | 29 | 0.9 |
| Philippines | 26 | 0.8 |
| Kenya | 24 | 0.8 |
| Malaysia | 23 | 0.7 |
| France | 20 | 0.6 |
| Bangladesh | 19 | 0.6 |
| United Arab Emirates | 19 | 0.6 |
| Ethiopia | 18 | 0.6 |
| Italy | 17 | 0.5 |
| Mexico | 16 | 0.5 |
| Netherlands | 14 | 0.4 |
| Russian Federation | 14 | 0.4 |
| Germany | 13 | 0.4 |
| Romania | 13 | 0.4 |
| Singapore | 13 | 0.4 |
| Ghana | 11 | 0.4 |
| Ukraine | 11 | 0.4 |
| Hungary | 10 | 0.3 |
| Lebanon | 10 | 0.3 |
| Uganda | 10 | 0.3 |
| Cyprus | 9 | 0.3 |
| Greece | 9 | 0.3 |
| Indonesia | 9 | 0.3 |
| Iran | 9 | 0.3 |
| Portugal | 9 | 0.3 |
| Saudi Arabia | 9 | 0.3 |
| Other 100 countries | 290 | 9.2 |

| **Physical and digital books owned** | Variables | *n* | % |
|---|---|---|---|
| | 0-9 | 346 | 10.9 |
| | 10-99 | 1204 | 37.9 |
| | 100-499 | 1102 | 34.7 |
| | 500-999 | 341 | 10.7 |
| | 1000 or more | 183 | 5.8 |

| | Variables | *n* | % |
|---|---|---|---|
| **Popular diets tried in the past** | Low-carb | 1357 | 44.2 |
| | Low-calorie | 1282 | 41.7 |
| | Low-fat | 1169 | 38.0 |
| | Intermittent fasting | 1144 | 37.2 |
| | Vegetarian | 1132 | 36.8 |
| | High-protein | 1084 | 35.3 |
| | Plant-based | 880 | 28.6 |
| | Dairy-free | 869 | 28.3 |
| | Gluten-free | 811 | 26.4 |
| | Mediterranean | 708 | 23.0 |
| | Juicing | 651 | 21.2 |
| | Vegan | 630 | 20.5 |
| | Ketogenic | 616 | 20.1 |
| | Time-restricted eating | 611 | 19.9 |
| | Low-glycaemic-index | 503 | 16.4 |
| | Meat-based | 417 | 13.6 |
| | Pescatarian | 303 | 9.9 |
| | Low-FODMAP | 196 | 6.4 |
| | DASH | 110 | 3.6 |
| | Other | 401 | 13.1 |
| **Current dietary pattern** | I only eat animal foods | 9 | 0.3 |
| | I only eat plant foods | 306 | 9.8 |
| | I predominantly eat plant foods, plus some animal foods | 984 | 31.5 |
| | I predominantly eat animal foods, plus some plant foods | 261 | 8.4 |
| | I eat a balance of plant foods and animal foods | 1562 | 50.0 |
| **Self-reported health** | Very poor | 27 | 1.1 |
| | Poor | 107 | 4.2 |
| | Somewhat good | 520 | 21.5 |
| | Good | 1180 | 48.8 |
| | Great | 585 | 24.2 |
| **Self-reported body weight categorization** | Obese | 154 | 6.3 |
| | Overweight | 319 | 13.0 |
| | Slightly overweight | 556 | 22.6 |

| | Variables | *n* | % |
|---|---|---|---|
| | Normal weight | 1271 | 51.8 |
| | Slightly underweight | 136 | 5.5 |
| | Underweight | 20 | 0.8 |
| **Self-reported physical activity levels** | Sedentary | 239 | 9.7 |
| | Moderately active | 955 | 38.8 |
| | Active | 866 | 35.2 |
| | Very active | 400 | 16.3 |
| **Interest in nutrition and health** | Extremely interested | 1535 | 62.7 |
| | Very interested | 697 | 28.5 |
| | Interested | 206 | 8.4 |
| | Not very interested | 10 | 0.4 |
| | Not interested | 2 | 0.1 |
| **Being a nutrition professional** | Yes | 436 | 17.9 |
| | No | 1438 | 58.9 |
| | Studying for it | 566 | 23.2 |