**Supplemental File 1:** Online survey social media use and food choices

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| **A1**  Are you a boy or girl? | 1 = Boy  2 = Girl |
| **A2**  How old you are? | 10-16  [If <10 years or >16, out of scope. Terminate survey] |
| **A3**  How long do you spend watching commercial TV (e.g. channels 7, 9 and 10, digital stations like 7Mate, and Pay TV):   * On a normal school day? * On a normal weekend day? | Record each separately in hours and minutes |
| **A4**  When you are watching commercial TV, do you usually watch this live, or as pre-recorded or downloaded programs where you can skip through the ad break? | Always live TV  Mostly live  Sometimes live  Never live |
| **A5**  How long do you spend watching **non-**commercial TV (e.g. ABC, SBS):   * On a normal school day? * On a normal weekend day? | Record each separately in hours and minutes |
| **A6 Do you use the internet?** | 0 = No (then skip the rest of the internet questions, but assuming all will be yes)  1 = Yes |
| **A7 What devices do you use to access the internet? (all that apply)** | Computer (desktop or laptop) at home  Computer (desktop or laptop) at school  Computer (desktop or laptop ) at work  Mobile phone  Tablet (e.g. ipad)  Other (open text) |
| **A8 Do you have a mobile phone?** | 0 = No  1 = Yes (go to A9) |
| **A9 Do you access the internet on your mobile phone?** | 0= No  1=Yes |
| **A10**  How often do you usually eat the following foods?   * Hot chips, French fries, wedges or fried potatoes * Potato crisps or other salty snacks (like Twisties or corn chips) * Snack foods, such as sweet and savoury biscuits, cakes, donuts or muesli bars * Confectionery, such as lollies and chocolate * Ice cream or ice blocks * Sugary breakfast cereal (like Coco Pops, Fruit Loops, Milo cereal, Nutrigrain) | 0 = Never or rarely  1 = 1-2 times / week  2 = 3-4 times / week  3 = 5-6 times / week  4 = 1 time / day  5 = 2 or more times / day |
| **A11**  How often do you have takeaway meals or snacks from places like McDonald’s, Hungry Jacks, Pizza Hut, KFC, Red Rooster or other local takeaway food places, like a takeaway fish and chip shop? |
| **A12**  How many times per day or week do you usually drink the following beverages?  Fruit juice  Soft drink, cordials, or sports drinks (e.g. Gatorade)  Diet soft drink, or diet cordial (e.g. Diet Coke)  Energy drinks (e.g. Red Bull)  Flavoured milk (e.g. Dare milk) | 0 = Never or rarely  1 = 1-2 times / week  2 = 3-4 times / week  3 = 5-6 times / week  4 = 1 time / day  5 = 2 or more times / day |
| **A13 When you drink soft drink, how much do you usually drink at one time?**  **(Note 1 cup = 250ml, 1 can = 375ml, 1 regular bottle = 600ml)** | 0 = I never drink soft drink  1 = Less than 1 cup (250ml)  2 = 1-2 cups  3 = More than 2 cups |
| **A14**  What suburb do you live in? | Open text |
| **A15**  So that we can be sure that we’ve surveyed a range of people, can you please tell us your:  Height (cm)  Weight (kg)  **You should ask you parents or measure yourself now if you don’t know.** | Open text |
| **A16** Final Question Would you like us to tell you what we learnt in the study once the study is completed? | 0 = No  1 = Yes |
| Now we are going to ask you some more questions about your Internet use.  **C1**  Have you used the internet for: (choose all that apply) | Accessing government services  Downloading videos, movies or music  Educational purposes  Listening to music or watching videos or movies online  Paying bills or banking online  Playing and downloading games  Social networking  Voice or video calls over the internet |
| **C2**  Have you ever used the internet to order or purchase goods and services? | 0 = No  1 = yes  If yes: than select all that apply  CDs, music, DVDs, videos, books or magazines  Clothes, cosmetics or jewelry  Computer software, computer hardware or internet access  Electrical goods  Food (including fats food like pizza), groceries or alcohol  Lotteries or betting  Medical items / supplies  Sporting equipment, toys, collectables or materials for hobbies  Travel, accommodation, memberships or tickets of any kind |
| **C3**  Do you have a Facebook account? | 0 = No (Go to C9)  1 = Yes |
| **C4**  About how often would you login to, or check, your Facebook account? | 0 = Never or rarely  1 = Less than once a week  2 = A few times a week  3 = Once a day  4 = A few times a day  5 = Many times every day |
| **C5**  Have you ever liked any companies or brands on Facebook (e.g. you’ve liked or shared any of these pages’ content)? | 0 = No  1 = Yes |
| **C6**  Please list all of these companies or brands that you have liked on Facebook. | Open text |
| **C7**  Have you ever entered a competition/contest on Facebook? | 0 = No (then C11)  1 = Yes (then C10) |
| **C8**  What company or brand sponsored the competition? | Open text |
| **C9**  Do you watch videos on YouTube? | 0 = No (go to C14)  1 = Yes (go to C10) |
| **C10**  How often do you watch videos on YouTube? | 0 = Never or rarely  1 = Less than once a week  2 = A few times a week  3 = Once a day  4 = A few times a day  5 = Many times every day |
| **C11**  Have you ever watched any commercials/ads for food or drink products on YouTube? | 0 = No (go to C14)  Yes = 1 |
| **C12**  Please list all the food and drink companies or brands you have watched videos for on YouTube? | Open text |
| **C13**  Have you ever shared any of these food or drink commercials/ads on YouTube with your friends? This can be either online, such as on your Facebook page or through email or just shown on your phone or computer to a friend. | 0 = No  1 = Yes |
| **C14**  Have you ever tagged or #tagged a photo of yourself and/or friends on any social media (Facebook, Twitter, Instagram) with the name of any food or drink company or brand? | 0 = no  1 = yes  Open text (then, can you provide an example of this, either a link or copy of the image) |
| **C15**  What food or drink companies have you tagged or #tagged | Open text |
| **C16**  Do you have your own, personal account on any other online social media, apart from Facebook? | (Tick all that apply)  YouTube  Instagram  Twitter  Tumblr  Google Plus  Gmail  Reddit  Pinterest  Yahoo!7 Ninemsn  Snapchat  Other (please specify)  No other personal accounts |