### Supplementary Table 3: Participant Demographics

<table>
<thead>
<tr>
<th></th>
<th>All (n=720)</th>
<th>Control (n=159)</th>
<th>Consent-checkout (n=137)</th>
<th>Consent-selection (n=131)</th>
<th>Imposed-checkout (n=141)</th>
<th>Imposed-selection (n=152)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BMI status</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lean (18 to &lt;25)</td>
<td>42.2%</td>
<td>44.7%</td>
<td>36.5%</td>
<td>42.0%</td>
<td>50.4%</td>
<td>37.5%</td>
</tr>
<tr>
<td>O'weight (25 to &lt;30)</td>
<td>30.8%</td>
<td>31.4%</td>
<td>30.7%</td>
<td>32.1%</td>
<td>27.7%</td>
<td>32.2%</td>
</tr>
<tr>
<td>Obese (30+)</td>
<td>26.8%</td>
<td>23.9%</td>
<td>32.8%</td>
<td>26.0%</td>
<td>22.0%</td>
<td>29.6%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Mean (s.d.)</td>
<td>44.4</td>
<td>43.4</td>
<td>45.6</td>
<td>45.4</td>
<td>43.2</td>
<td>44.8</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% female</td>
<td>62.2%</td>
<td>62.89%</td>
<td>65.69%</td>
<td>61.07%</td>
<td>65.25%</td>
<td>56.58%</td>
</tr>
<tr>
<td><strong>Diet for</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>weight loss/</td>
<td></td>
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<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>maintenance**</td>
<td></td>
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</tr>
<tr>
<td>% dieting</td>
<td>34.7%</td>
<td>39.0%</td>
<td>35.8%</td>
<td>34.4%</td>
<td>31.9%</td>
<td>32.2%</td>
</tr>
<tr>
<td><strong>Education</strong></td>
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<tr>
<td>No quals.</td>
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<td>4.4%</td>
<td>5.1%</td>
<td>2.3%</td>
<td>3.5%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Up to 4 GCSE’s</td>
<td>17.2%</td>
<td>19.5%</td>
<td>12.4%</td>
<td>20.6%</td>
<td>16.3%</td>
<td>17.1%</td>
</tr>
<tr>
<td>Up to 1 A-level</td>
<td>20.4%</td>
<td>20.8%</td>
<td>22.6%</td>
<td>21.4%</td>
<td>16.3%</td>
<td>21.1%</td>
</tr>
<tr>
<td>2+ A-levels</td>
<td>22.5%</td>
<td>26.4%</td>
<td>18.2%</td>
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<td>25.5%</td>
<td>17.8%</td>
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<td>First Degree</td>
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<td>27.0%</td>
<td>19.8%</td>
<td>28.4%</td>
<td>23.7%</td>
</tr>
<tr>
<td>Further Degree</td>
<td>11.4%</td>
<td>8.8%</td>
<td>14.6%</td>
<td>11.5%</td>
<td>9.9%</td>
<td>12.5%</td>
</tr>
<tr>
<td>IMD Quintiles</td>
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<tr>
<td>Not available*</td>
<td>16.8%</td>
<td>13.2%</td>
<td>22.6%</td>
<td>16.8%</td>
<td>15.6%</td>
<td>16.4%</td>
</tr>
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<td>1</td>
<td>15.4%</td>
<td>13.8%</td>
<td>13.1%</td>
<td>18.3%</td>
<td>12.8%</td>
<td>19.1%</td>
</tr>
<tr>
<td>2</td>
<td>18.3%</td>
<td>20.8%</td>
<td>16.1%</td>
<td>22.1%</td>
<td>15.6%</td>
<td>17.1%</td>
</tr>
<tr>
<td>3</td>
<td>17.8%</td>
<td>22.6%</td>
<td>20.4%</td>
<td>11.5%</td>
<td>17.7%</td>
<td>15.8%</td>
</tr>
<tr>
<td>4</td>
<td>16.3%</td>
<td>13.8%</td>
<td>14.6%</td>
<td>12.2%</td>
<td>24.8%</td>
<td>15.8%</td>
</tr>
<tr>
<td>5</td>
<td>15.4%</td>
<td>15.7%</td>
<td>13.1%</td>
<td>19.1%</td>
<td>13.5%</td>
<td>15.8%</td>
</tr>
</tbody>
</table>

*Participants from Scotland, Wales or Northern Ireland