

**Table S1.** Food group classifications.

Major food group	Minor food groups
Grains & pasta	Flour, bran, rye, barley, corn, arrowroot, sago, quinoa, tapioca, semolina, couscous, bulgur, white rice, brown rice, pasta, noodles (including instant), mixed dishes including risotto, sushi, rice-salad, pasta with sauce, lasagne, pasta salad, noodle soup, and other noodle dishes
Breakfast cereals	All types including muesli, wheat biscuits, porridge, oats, and puffed/flaked/extruded cereals
Bread	All types of break including pita, focaccia, garlic, bagels, crumpets, sweet buns, rolls, tortillas, croutons, pizza base, hot cross buns, papadum, roti and naan.
Bread based dishes	Sandwiches, filled rolls, hamburgers, dumplings and pizza with/without meat
Discretionary food	Cakes, crisps (chips), biscuits, slices, pancakes, muffins, fruits crumbles, cheesecake, mousse, custard, pudding, creamed rice, sorbet, crackers, chocolate, lollies, sugar, icing, jam, honey, sweet toppings, ice blocks, corn chips, popcorn, grain chips, extruded snacks, muesli bars, fruits bars, puffed cereal bars, nuts and seed bars, bliss balls, snack balls.
Milk	All milk, including cow's milk (regular and low fat), soy, almond, rice, cashew, coconut milk for drinking and oat milk
Dairy products	Yoghurt, ice cream, cream, sour cream (including vegetarian and vegan alternatives), dairy based dips.
Cheese	All types of cheese including edam, colby, cheddar, blue, brie, camembert, feta, haloumi, mozzarella, vegan or vegetarian cheese
Fats	Fats, oils, butter, margarine, reduced fat spreads, canola oil, olive oil, sunflower oil, vegetable oil, lard
Eggs & egg-based dishes	Poached, boiled, scrambled, and fried eggs, omelettes, egg stir-fries
Red meat	Including beef, veal, lamb, mutton, venison and pork (steak, mince, corned beef, roast, schnitzel, chops etc), stir-fries, stews and curries
Vegetarian meat alternatives	Tofu, vegan or vegetarian sausages, burger patties, mac'n'cheese, or lasagne.
Legumes	All beans and lentils including baked beans, refried beans, chickpeas, hummus, falafel and other bean-based dishes
Poultry	Chicken, duck, turkey meat including in stews, stir-fries, curries and chicken nuggets.
Processed meat	Sausages, bacon, ham, luncheon, frankfurters, saveloys/cheerios, salami.
Pies & pasties	Pies, sausage rolls, quiche with pastry, savouries, pasties
Fish & seafood	All fish including fresh, frozen, battered, smoked, canned, fish fingers, shellfish, squid, crab, and other seafood products
Vegetables	All vegetables (fresh, frozen, canned) including seaweed, coleslaws, vegetable-based salads with/without meat, and other vegetable dishes
Fruits	All fruits canned, cooked, and dried
Potatoes, taro & kumara	Mashed boiled and baked potato, hot chips, hash browns, wedges, and other potato dishes
Nuts & seeds	Almonds, peanuts, sesame seeds, peanut butter, and other nut butters (including chocolate and nut spreads) nut-based spreads (e.g. pesto) and coconut milk and cream used in cooking
Soups, sauces, & condiments	Gravy, tomato and cream-based sauces, soy sauce, mayonnaise, chutney, vinegar based dressings, instant and homemade soups, stocks, and stock powder, marmite, vegemite
Non-alcoholic beverages	Fruit/vegetable juice, cordial, soft drinks, powdered drinks, fruit drinks, kombucha, water, sports drinks, energy drinks, milk based beverages including coffee, tea, milk and smoothies
Supplements containing energy	Protein powder, protein bars

**Table S2.** Acceptable macronutrient distribution range (AMDR) of the diets of non-vegetarians and self-identified vegetarians ( $n = 254$ ).

	Non-vegetarians ( $n = 216$ )			Self-identified vegetarians ( $n = 38$ )			$p$ -value <sup>a</sup>
	Below AMDR $n$ (%)	Above AMDR $n$ (%)	Within AMDR $n$ (%)	Below AMDR $n$ (%)	Above AMDR $n$ (%)	Within AMDR $n$ (%)	
Fat between 20–35 % kJ	3 (1.4)	159 (73.6)	54 (25.0)	0	27 (71.1)	11 (29.0)	0.607
Saturated fat less than 10% kJ	n/a	203 (94.0)	13 (6.0)	n/a	29 (76.3)	9 (23.7)	<0.001
Protein between 15–25 % kJ	93 (43.1)	0	123 (56.9)	28 (73.7)	0	10 (26.3)	<0.001
Carbohydrate between 45–65 % kJ	72 (33.3)	0	144 (66.7)	11 (28.9)	0	27 (71.1)	0.595

<sup>a</sup>  $p$ -value for the difference between non-vegetarians and self-identified vegetarians in the proportions of those within the AMDR, using a chi-squared test.

**Table S3.** Food group contributions to fat intakes ( $n = 254$ ).

Food group	Median (25th, 75th percentile) fat intake in consumers (g/day)		<i>p</i> -value <sup>a</sup>
	Non-vegetarians ( $n = 216$ )	Self-identified vegetarians ( $n = 38$ )	
Bread-based dishes	21.1 (12.3, 33.1)	18.2 (8.9, 32.0)	0.647
Discretionary foods	14.9 (9.0, 24.4)	17.1 (10.4, 28.7)	0.494
Vegetarian meat alternatives	0.7	15.1 (11.5, 29.7)	0.109
Poultry	9.6 (5.2, 17.4)	15.0	0.496
Pies & pasties	22.7 (18.7, 38.9)	13.8	0.203
Nuts & seeds	10.5 (4.9, 22.6)	10.7 (6.2, 18.4)	0.978
Dairy products	6.0 (2.2, 12.1)	10.0 (3.3, 19.9)	0.101
Eggs & egg dishes	9.4 (5.7, 13.9)	9.4 (9.4, 13.3)	0.611
Cheese	10.0 (5.5, 16.2)	8.9 (4.8, 15.9)	0.773
Fish & seafood	7.4 (1.9, 13.5)	8.1 (7.9, 14.4)	0.542
Potatoes, kumara, & taro	6.3 (2.6, 13.4)	7.6 (5.8, 13.5)	0.547
Fats	7.0 (4.1, 13.6)	6.6 (3.9, 13.5)	0.892
Grains & pasta	3.5 (0.8, 10.7)	4.5 (1.0, 9.1)	0.864
Milk	3.8 (1.9, 6.4)	3.8 (1.4, 8.0)	0.615
Bread	3.2 (1.8, 5.7)	3.7 (1.5, 6.1)	0.729
Supplements providing energy	1.5 (0.6, 2.3)	3.3 (2.9, 3.7)	0.197
Legumes	1.5 (0.4, 2.9)	3.0 (2.1, 7.6)	0.012
Vegetables	0.6 (0.3, 3.3)	1.5 (0.5, 6.0)	0.013
Soups, sauces, & condiments	3.5 (0.1, 9.1)	0.8 (0.1, 5.7)	0.181
Breakfast cereals	1.4 (0.7, 4.4)	0.7 (0.6, 2.3)	0.147
Fruit	1.0 (0.5, 1.7)	0.7 (0.5, 2.6)	0.391
Non-alcoholic beverages	0.5 (0.1, 0.3)	0.6 (0.2, 4.1)	0.246
Red meat	11.1 (7.7, 16.9)	0	-
Sausages & processed meat	10.1 (3.4, 19.1)	0	-

<sup>a</sup> Differences between vegetarians and non-vegetarians for intake in consumers assessed with a Mann-Whitney test.

**Table S4.** Food group contributions to polyunsaturated fat intakes ( $n = 254$ ).

Food group	Median (25th, 75th percentile) polyunsaturated fat intake in consumers (g/day)		<i>p</i> -value <sup>a</sup>
	Non-vegetarians ( $n = 216$ )	Self-identified vegetarians ( $n = 38$ )	
Vegetarian meat alternatives	0.4	5.8 (2.8, 12.8)	0.109
Fish & seafood	1.1 (0.4, 2.8)	4.1 (2.0, 4.3)	0.060
Discretionary foods	2.0 (0.9, 3.8)	3.2 (1.8, 5.1)	0.051
Nuts & seeds	2.7 (1.2, 6.2)	2.5 (1.2, 4.3)	0.725
Pies & pasties	1.1 (0.7, 2.5)	2.5	0.386
Bread-based dishes	2.5 (1.4, 3.9)	1.9 (0.7, 4.3)	0.508
Poultry	1.3 (0.6, 2.5)	1.7	0.636
Fats	0.8 (0.4, 1.7)	1.6 (0.4, 2.4)	0.254
Potatoes, kumara, & taro	1.0 (0.3, 2.1)	1.3 (0.4, 3.6)	0.480
Legumes	0.6 (0.2, 1.2)	1.2 (0.4, 1.8)	0.032
Eggs & egg dishes	1.0 (0.6, 1.6)	1.0 (1.0, 1.1)	0.831
Bread	0.9 (0.5, 1.6)	1.0 (0.4, 1.7)	0.992
Grains & pasta	0.6 (0.3, 1.4)	0.7 (0.3, 1.8)	0.223
Supplements providing energy	0.5 (0.1, 0.8)	0.7 (0.1, 1.3)	0.667
Soups, sauces, & condiments	1.0 (0.2, 2.5)	0.4 (0.1, 1.6)	0.071
Dairy products	0.2 (0.1, 0.3)	0.4 (0.1, 1.3)	0.011
Milk	0.2 (0.1, 0.3)	0.4 (0.2, 1.1)	<0.001
Breakfast cereals	0.6 (0.3, 1.5)	0.3 (0.2, 1.0)	0.157
Vegetables	0.2 (0.1, 0.6)	0.3 (0.2, 1.9)	0.105
Fruit	0.3 (0.1, 0.6)	0.2 (0.1, 0.4)	0.126
Cheese	0.3 (0.1, 0.4)	0.2 (0.1, 0.5)	0.688
Non-alcoholic beverages	0.0 (0.0, 0.2)	0.1 (0.0, 0.4)	0.228
Sausages & processed meat	0.7 (0.3, 1.4)	-	-
Red meat	0.6 (0.3, 1.3)	-	-

<sup>a</sup> Differences between vegetarians and non-vegetarians for intake in consumers assessed with a Mann-Whitney test.

**Table S5.** Food group contributions to saturated fat intakes ( $n = 254$ ).

Food group	Median (25th, 75th percentile) saturated fat intake in consumers (g/day)		<i>p</i> -value <sup>a</sup>
	Non-vegetarians ( $n = 216$ )	Self-identified vegetarians ( $n = 38$ )	
Bread-based dishes	9.0 (5.1, 14.5)	7.9 (2.9, 17.2)	0.971
Poultry	2.8 (1.6, 5.2)	6.6	0.261
Cheese	6.5 (3.6, 10.2)	6.5 (2.7, 10.3)	0.808
Dairy products	3.9 (1.4, 8.0)	6.2 (2.2, 13.0)	0.154
Discretionary foods	6.6 (3.9, 11.3)	6.0 (4.4, 11.9)	0.724
Pies & pasties	11.8 (9.9, 17.4)	5.3	0.139
Vegetarian meat alternatives	0.1	3.8 (1.7, 6.4)	0.109
Eggs & egg dishes	2.7 (1.6, 4.1)	2.7 (2.7, 4.5)	0.460
Potatoes, kumara, & taro	1.7 (0.5, 3.9)	2.7 (1.0, 3.8)	0.528
Fats	2.3 (1.0, 4.7)	1.8 (1.3, 4.1)	0.957
Nuts & seeds	1.6 (0.8, 3.0)	1.7 (0.7, 3.7)	0.728
Supplements providing energy	0.7 (0.1, 1.1)	1.6 (1.4, 1.9)	0.099
Fish & seafood	1.2 (0.4, 2.5)	1.1 (1.0, 2.2)	0.903
Grains & pasta	0.9 (0.2, 3.7)	0.8 (0.3, 2.3)	0.913
Legumes	0.2 (0.1, 0.5)	0.6 (0.3, 0.9)	0.010
Milk	1.7 (0.6, 3.8)	0.5 (0.2, 3.1)	0.020
Bread	0.4 (0.2, 1.0)	0.4 (0.3, 0.8)	0.836
Non-alcoholic beverages	0.2 (0.0, 0.6)	0.3 (0.1, 0.7)	0.189
Vegetables	0.1 (0.0, 0.6)	0.3 (0.1, 1.2)	0.027
Soups, sauces, & condiments	0.9 (0.1, 2.3)	0.2 (0.0, 1.3)	0.079
Fruit	0.2 (0.1, 0.4)	0.2 (0.0, 0.4)	0.401
Breakfast cereals	0.2 (0.1, 0.9)	0.2 (0.1, 0.3)	0.565
Red meat	4.7 (3.0, 7.6)	-	-
Sausages & processed meat	3.7 (1.3, 7.7)	-	-

<sup>a</sup> Differences between vegetarians and non-vegetarians for intake in consumers assessed with a Mann-Whitney test.

**Table S6.** Food group contributions to monounsaturated fat intakes ( $n = 254$ ).

Food group	Median (25th, 75th percentile) monounsaturated fat intake in consumers (g/day)		<i>p</i> -value <sup>a</sup>
	Non-vegetarians ( $n = 216$ )	Self-identified vegetarians ( $n = 38$ )	
Bread-based dishes	7.8 (3.9, 12.0)	6.9 (1.6, 10.1)	0.348
Discretionary foods	4.7 (2.5, 8.2)	5.3 (3.2, 9.5)	0.357
Poultry	4.5 (2.5, 7.6)	5.2	0.836
Vegetarian meat alternatives	0.1	5.1 (2.7, 9.1)	0.109
Pies & pasties	7.7 (6.0, 12.8)	5.0	0.285
Fish & seafood	2.6 (0.4, 5.8)	4.7 (1.7, 6.8)	0.479
Nuts & seeds	5.3 (2.4, 10.1)	4.3 (3.5, 11.7)	0.732
Eggs & egg dishes	3.5 (2.2, 5.2)	3.8 (3.8, 5.0)	0.460
Potatoes, kumara, & taro	3.0 (1.0, 6.8)	3.0 (2.4, 6.4)	0.606
Fats	2.8 (1.4, 5.2)	2.9 (1.0, 5.1)	0.996
Dairy products	1.3 (0.6, 2.8)	2.9 (0.7, 4.0)	0.145
Cheese	2.2 (1.2, 3.5)	2.1 (0.8, 3.0)	0.467
Milk	1.0 (0.5, 1.9)	1.9 (0.8, 2.1)	0.072
Legumes	0.5 (0.0, 1.2)	1.4 (0.9, 2.1)	0.027
Bread	0.9 (0.4, 1.7)	1.3 (0.4, 2.1)	0.600
Grains & pasta	0.9 (0.2, 3.7)	1.1 (0.3, 2.7)	0.750
Soups, sauces, & condiments	1.9 (0.4, 4.7)	0.9 (0.1, 2.8)	0.169
Supplements providing energy	0.3 (0.2, 1.4)	0.6 (0.5, 0.7)	0.519
Vegetables	0.1 (0.0, 1.0)	0.6 (0.1, 3.2)	0.006
Non-alcoholic beverages	0.1 (0.0, 0.7)	0.2 (0.1, 1.4)	0.158
Breakfast cereals	0.3 (0.1, 1.5)	0.1 (0.1, 0.3)	0.594
Fruit	0.1 (0.0, 0.2)	0.1 (0.0, 1.1)	0.684
Red meat	4.6 (2.9, 7.0)	-	-
Sausages & processed meat	4.3 (1.3, 8.1)	-	-

<sup>a</sup> Differences between vegetarians and non-vegetarians for intake in consumers assessed with a Mann-Whitney test.

**Table S7.** Food group contributions to carbohydrate intakes ( $n = 254$ ).

Food group	Median (25th, 75th percentile) carbohydrate intake in consumers (g/day)		<i>p</i> -value <sup>a</sup>
	Non-vegetarians ( $n = 216$ )	Self-identified vegetarians ( $n = 38$ )	
Discretionary foods	48.4 (26.6, 76.3)	51.5 (30.2, 62.5)	0.638
Grains & pasta	41.0 (27.1, 59.3)	47.0 (37.5, 81.3)	0.033
Vegetarian meat alternatives	19.2	46.3 (13.0, 53.9)	0.593
Pies & pasties	30.8 (21.1, 41.8)	45.9	0.208
Bread	41.6 (29.7, 64.8)	42.1 (28.1, 58.8)	0.766
Bread-based dishes	50.2 (34.3, 84.3)	41.3 (37.0, 62.8)	0.605
Potatoes, kumara, & taro	29.4 (15.6, 42.8)	33.2 (18.7, 49.2)	0.296
Fruit	29.6 (19.4, 48.4)	28.7 (11.9, 37.0)	0.114
Non-alcoholic beverages	20.6 (8.9, 39.9)	20.6 (5.7, 31.0)	0.399
Breakfast cereals	28.4 (18.5, 47.6)	19.8 (17.5, 34.0)	0.259
Legumes	6.1 (3.0, 15.6)	11.9 (5.0, 26.4)	0.092
Milk	8.5 (3.7, 11.7)	9.4 (4.9, 12.8)	0.357
Supplements providing energy	3.3 (2.1, 13.0)	7.6 (2.5, 12.7)	0.830
Poultry	8.0 (2.1, 14.8)	7.1	0.838
Dairy products	14.0 (3.9, 25.6)	7.0 (2.3, 30.1)	0.703
Fish & seafood	8.4 (4.2, 14.0)	7.0 (6.1, 7.9)	0.688
Vegetables	5.0 (2.5, 11.2)	7.0 (3.8, 23.0)	0.028
Soups, sauces, & condiments	3.1 (0.8, 8.0)	6.8 (2.6, 13.2)	0.007
Nuts & seeds	2.4 (0.9, 6.4)	1.9 (1.1, 4.8)	0.678
Eggs & egg dishes	0.3 (0.2, 0.6)	0.5 (0.0, 0.5)	0.858
Cheese	0.1 (0.0, 0.4)	0.3 (0.0, 4.2)	0.555
Red meat	6.6 (0.5, 10.3)	0	-
Sausages & processed meat	1.1 (0.4, 5.9)	0	-

<sup>a</sup> Differences between vegetarians and non-vegetarians for intake in consumers assessed with a Mann-Whitney test.

**Table S8.** Food group contributions to fibre intakes ( $n = 254$ ).

Food group	Median (25th, 75th percentile) fibre intake in consumers (g/day)		<i>p</i> -value <sup>a</sup>
	Non-vegetarians ( $n = 216$ )	Self-identified vegetarians ( $n = 38$ )	
Vegetarian meat alternatives	9.2	7.8 (4.5, 13.3)	0.789
Legumes	3.2 (1.9, 7.1)	5.1 (2.2, 10.1)	0.321
Bread-based dishes	4.5 (2.8, 8.5)	4.7 (2.7, 8.8)	0.536
Vegetables	3.0 (1.6, 5.3)	4.5 (2.0, 6.7)	0.123
Bread	4.3 (3.0, 6.4)	4.3 (2.9, 5.5)	0.508
Supplements providing energy	0.7 (0.1, 2.7)	4.3	0.134
Fruit	5.1 (3.1, 7.6)	4.0 (2.4, 6.1)	0.116
Potatoes, kumara, & taro	3.4 (1.9, 5.0)	3.7 (2.7, 6.3)	0.270
Grains & pasta	2.5 (1.4, 4.3)	3.6 (2.4, 5.4)	0.035
Breakfast cereals	3.4 (1.9, 5.8)	3.2 (2.3, 6.4)	0.934
Discretionary foods	2.6 (1.2, 4.7)	3.2 (1.7, 5.0)	0.476
Pies & pasties	2.0 (1.3, 3.3)	3.1	0.462
Nuts & seeds	2.0 (0.6, 3.5)	1.8 (0.8, 3.7)	0.695
Fish & seafood	0.6 (0.3, 1.1)	1.2 (0.4, 2.0)	0.531
Poultry	1.1 (0.5, 2.1)	1.2	0.956
Soups, sauces, & condiments	0.4 (0.2, 1.0)	0.8 (0.4, 2.3)	0.060
Non-alcoholic beverages	0.5 (0.2, 1.3)	0.7 (0.3, 1.8)	0.379
Milk	0.5 (0.4, 1.0)	0.6 (0.3, 1.1)	0.844
Dairy products	0.3 (0.2, 0.5)	0.4 (0.2, 2.1)	0.299
Sausages & processed meat	1.7 (0.6, 2.5)	-	-
Red meat	1.2 (0.4, 2.4)	-	-

<sup>a</sup> Differences between vegetarians and non-vegetarians for intake in consumers assessed with a Mann-Whitney test.