### Supplementary material

**Annex 1. Variable definitions**

<table>
<thead>
<tr>
<th>Variable name</th>
<th>Original questions</th>
<th>Variable definitions</th>
</tr>
</thead>
</table>
| Fruit consumption daily/almost daily (excluding juice) | How often in the past week have you eaten the following? | Select daily/almost daily from the following 4 categories:  
- Daily/almost daily  
- Several times a week  
- Once a week  
- Less than once a week. |
| Vegetable consumption daily/almost daily (excluding potatoes) | How often in the past week have you eaten the following? | Select daily/almost daily from the following 4 categories:  
- Daily/almost daily  
- Several times a week  
- Once a week  
- Less than once a week. |
| Primary education | What is your highest level of education? | Select "Primary or without education" and "Incomplete secondary basic" from the following:  
- Primary or without education  
- Incomplete secondary basic  
- Completed secondary education including vocational  
- Completed secondary special college  
- Non-finished higher education  
- Completed higher education |
| Secondary education | What is your highest level of education? | From the above list for primary education, select:  
- Completed secondary education including vocational  
- Completed secondary special college |
| Tertiary education | What is your highest level of education? | From the above list for primary education, select:  
- Non-finished higher education; Completed higher education |
| Good economic situation? | How would you describe the economic situation of your household at present time? | Select from 5 options:  
- Very good and Good |
| Household size | Including you, how many people constantly live in this household including children and adults? | n/a |
| Married | What is your marital status? | Select "married/co-habiting" from the following list:  
- never married  
- married or co-habiting  
- divorced  
- widow(er) in the last 5 years  
- widow(er) for more than 5 years |
| Village | Type of living location. | Select village from:  
- village; capital city; regional capital; city; urban settlement |
| Capital | Type of living location. | Select capital city from:  
- village; capital city; regional capital; city; urban settlement |
| Assets | See Annex 2 section for extended definition | n/a |
**Annex 2. Asset classes definition**

We created dummy variables for being in one of 4 asset classes as proxies for household wealth, following the approach suggested in \(^{44}\), with 25%, 50% and 75% cut-offs. Specifically, for each of the selected assets (fridge, TV, mobile phone, computer, old car, new washing machine, new car) in each country, we created country and asset-specific weights \(w_i\), equal to the reciprocal of the population owning the corresponding assets in each country. For each respondent \(p\) living in country \(c\), we then multiplied the country and asset-specific weight \(w_i\), by indicators for whether they had the asset \(A_i\), and summed this over all assets:

\[
Score_{pc} = \sum_i w_i \times A_i
\]

Finally, we created dummy variables for being in 4 separate asset classes, depending on 25%, 50% and 75% cut-offs of the asset index score.

**Annex 3. Proportion of respondents who agreed with the statement that good diet is not important for health**
<table>
<thead>
<tr>
<th>Country</th>
<th>Proportion, %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Armenia</td>
<td>0.67%</td>
</tr>
<tr>
<td>Azerbaijan</td>
<td>0.56%</td>
</tr>
<tr>
<td>Belarus</td>
<td>0.95%</td>
</tr>
<tr>
<td>Georgia</td>
<td>0.51%</td>
</tr>
<tr>
<td>Kazakhstan</td>
<td>1.51%</td>
</tr>
<tr>
<td>Kyrgyzstan</td>
<td>1.11%</td>
</tr>
<tr>
<td>Moldova</td>
<td>0.11%</td>
</tr>
<tr>
<td>Russia</td>
<td>1.85%</td>
</tr>
<tr>
<td>Ukraine</td>
<td>0.86%</td>
</tr>
</tbody>
</table>