

Study questionnaires and references to individual measures

Questionnaire items Game of Stones

Table displaying variables assessed, number of items, timepoint of assessment, whether items were assessed as part of the survey/DCE, reference to item and comments

Variable	# of items	Time point					Survey /DCE?	Reference	Comments
		0	3	6	12	15*			
Weight History, Perceptions and Strategies									
Most weight	1	X						The Dieting and Weight History Questionnaire ⁵⁴	
Least weight	1	X					X	The Dieting and Weight History Questionnaire ⁵⁴	

Variable	# of items	Time point					Survey /DCE?	Reference	Comments
		0	3	6	12	15*			
Ideal weight	1	X					X	New	
Intended 12M weight loss	1	X						New	
Confidence in weight loss	1	X	X	X	X	X	X	New	
Confidence in weight loss maintenance	1	X	X	X	X	X	X	New	
Importance of weight loss	1	X	X	X	X	X	X	New	
Motivational quality	6	X	X	X	X	X		Adapted from the Treatment Self-Regulation Questionnaire (TSQR) - Treatment Questionnaire Concerning Entering the Weight Loss Programme http://selfdeterminationtheory.org/treatment-	5 items adapted from the 18 item measure, 1 newly developed specific to GoS (it will bring me financial benefit), 3 items measure autonomous motivation (best way to help myself, feels

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		0	3	6	12	15*			
								motivation-questionnaire/	important to me, makes it hard to do things, items 1, 3, 4), 3 items measure controlled regulation (people will like me better, financial benefits, I don't like the way I look, items 2, 5, 6). .
Weight loss attempts	1	X					X	New	
Weight management strategies	1	X	X	X	X	X		Lighten up plus ⁵⁵	
Self-weighing	1	X	X	X	X	X		Adapted from Linde et al., (2005) ⁵⁶	

Variable	# of items	Time point					Survey /DCE?	Reference	Comments
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Weight loss techniques	6	X	X	X	X	X		FFIT survey (Hunt et al., 2014) ¹³	
Maintenance perceptions	1		X	X	X	X		Measures based on Kwasnicka Maintenance Model ⁵⁷	
Satisfaction with weight loss	1		X	X	X	X		Adapted from Baldein et al. (2009) ⁵⁸	
Weight loss maintenance mind set	3		X	X	X	X		New	
Social declaration	1				X	X		New	Measure developed based on qualitative data. Examines if people disclosed study participation.

Variable	# of items	Time point					Survey /DCE?	Reference	Comments
		0	3	6	12	15*			
Social embeddedness	5				X	X		New	Measure developed based on qualitative data. Measure designed to assess the variation in the degree of embeddedness of the intervention into social networks.
Social context	1				X	X		New	Expanding further on the weight loss context.
Social weight loss involvement	1				X	X		New	Measure developed based on qualitative data. Measure designed to assess number of social others involved in weight loss efforts.

Variable	# of items	Time point					Survey /DCE?	Reference	Comments
		0	3	6	12	15*			

Health Behaviours

Generic health status	6	X		X	X			EQ-5D-5L	
Physical Activity	2	X		X	X		X	Brief International Physical Activity Questionnaire (IPAQ) ⁶	One item for moderate and one for vigorous PA, to keep brief we did not ask time spent in PA, so only number days.

Variable	# of items	Time point					Survey /DCE?	Reference	Comments
		0	3	6	12	15*			
Sedentary Behaviour	2	X		X	X			Brief International Physical Activity Questionnaire (IPAQ) ⁵⁹	One item taken from Brief IPAQ, one item added to assess sedentary behaviours at weekends.
Alcohol intake	1	X		X	X			Adapted from National Institute on Alcohol Abuse and Alcoholism (NIAAA) recommendations (https://www.niaaa.nih.gov/research/guidelines-and-resources/recommended-alcohol-questions)	

Variable	# of items	Time point					Survey /DCE?	Reference	Comments
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Smoking status	1	X		X	X		X**	IPSOS survey from BIBS ⁶⁰	
Fruit and vegetable consumption	1	X		X	X			Men on the Move questionnaire forwarded by PPI representative. (http://www.mhfi.org/news/286-men-on-the-move-programme.html)	
Habits (F&V and PA)	2	X	X	X	X	X		Adapted from the Self-Reported Behavioural Automaticity Index ⁶¹	
Self-regulation of eating behaviour	4	X		X	X			Self-Regulation of Eating Behaviour Questionnaire (SREBQ) ⁶²	
Health resource use	5	X	X	X	X			Adapted from FFIT ¹³	

Variable	# of items	Time point					Survey /DCE?	Reference	Comments
		0	3	6	12	15*			
Wellbeing	14	X			X			Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS)	
<i>Programme Experience</i>									
Overall satisfaction programme	1		X	X	X	X		Adapted from Dombrowski et al., (2012) ⁶³	.
Acceptability of the programme	5		X	X	X	X		Adapted from Dombrowski et al., (2012) ⁶³	

Variable	# of items	Time point					Survey /DCE?	Reference	Comments
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Helpfulness of materials	3		X	X	X	X		Adapted from Dombrowski et al., (2012) ⁶³	
Contamination	1		X	X	X	X		New	
Pedometer ownership	1	X						New	
Pedometer usage	1	X				X		New	
Study pedometer usage	1		X	X	X			New	

Demographics

Date of birth	1	X					X**		
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Variable	# of items	Time point					Survey /DCE?	Reference	Comments
		0	3	6	12	15*			
Marital status	1	X							
Co-morbidities	1	X							
Ethnicity	1	X					X		
Children	1	X							
Education	1	X					X		
Working status	1	X					X		
Household size	1	X					X		

Note. * 15 months is the 3 months follow up of participants receiving the alternative text messages at 12 months, ** Same variable assessed in DCE/survey using different item.