

Additional file 3: **Table S2** Descriptive data of the automaticity of each target behaviour

Automaticity of Target behaviour	Intervention group					Control group				
	Baseline		3 months		Changes	Baseline		3 months		Changes
	N	M(SD)	N	M(SD)	M(SD)	N	M(SD)	N	M(SD)	M(SD)
1. Keep to your meal routine	252	5.1 (1.9)	188	5.6 (1.5)	.27 (.79)	256	5.3 (1.8)	207	5.6(1.3)	.01 (.75)
2. Go reduced fat	254	4.3 (1.6)	207	5.1 (1.4)	.76 (1.6)	256	4.5 (1.6)	207	5.0 (1.4)	.37 (1.5)
3. Walk off the weight	256	4.6 (2.1)	189	5.4 (1.6)	.10 (1.5)	260	4.7 (2.0)	205	4.9 (1.7)	.12 (1.4)
4. Pack a healthy snack	253	4.0 (1.7)	184	5.0 (1.5)	.96 (1.8)	256	4.3 (1.7)	203	5.2 (1.4)	.73 (1.8)
5. Look at the labels	253	3.6 (1.7)	186	4.7 (1.7)	.71 (1.1)	256	3.8 (1.8)	202	4.5 (1.6)	.38 (.99)
6. Caution with your portions	256	4.7 (1.6)	189	5.5 (1.3)	.53 (.84)	259	4.8 (1.6)	207	5.4 (1.3)	.42 (.92)
7. Up on your feet	254	3.3 (2.1)	185	3.6 (2.0)	.28 (1.0)	256	3.4 (2.1)	207	3.8 (2.0)	.25 (1.1)
8. Think about your drinks	248	5.7 (1.3)	185	6.0 (1.1)	.23 (.74)	248	5.7 (1.3)	201	5.9 (1.2)	.26 (.74)
9. Focus on your food	255	4.6 (1.9)	189	5.2 (1.7)	.17 (.67)	259	4.6 (1.9)	208	4.8 (1.8)	.10 (.69)
10. Don't forget your 5-a-day	258	4.8 (2.0)	190	5.5 (1.6)	.44 (.98)	256	4.8 (1.9)	209	5.3 (1.7)	.16 (.86)
Record your weight	260	3.4 (2.4)	187	4.6 (2.2)	1.1 (2.1)	258	3.3 (2.3)	208	3.9 (2.2)	.29 (1.1)
Overall	250	4.6 (1.0)	184	5.3 (1.0)	.66 (.83)	255	4.7 (.9)	204	5.2 (.8)	.45 (.80)