

Additional document 2 – Interview guide translated to English

| Subject | Sample question |
|-------------------------------|--|
| General/introduction | |
| Celiac disease/NCGS | What is your reason for following a gluten-free diet? (celiac disease, non-celiac gluten sensitivity) |
| Households | What does your household look like? Do others in your household also have celiac disease/NSGS? |
| Gluten free diet | How long have you been following a gluten-free diet? |
| Specific topics | |
| Gluten-free diet experiences | How do you experience following a gluten-free diet? What do you find easy about following a gluten-free diet? What do you find difficult about following a gluten-free diet? |
| Range of gluten-free products | What do you think of the range of gluten-free products? (in supermarket, in restaurants) What is your experience of physical access to gluten-free products? |
| Costs/affordability | What do you think of the costs of gluten-free products? How do you deal with the costs of gluten-free products? What role does money play in what you eat or buy? How much money per month do you spent on gluten-free products? |
| Social | What does gluten-free eating look like in your household? What is your experience of gluten-free food at social occasions, such as drinks or parties? What is your experience of gluten-free eating on holiday? How do you handle your gluten-free diet on occasions like this? |
| Health | What does it mean to you to eat healthy? What can you tell me about healthy eating and the gluten-free diet? |
| Financial status | How would you describe your financial status? How does your financial status affect following a gluten-free diet? What do you think of the tax return for dietary costs? |
| Mental well-being | How would you describe your state of mind, for example stress level? What can you tell me about following a gluten-free diet and your state of mind? |
| Non gluten-free foods | Are there times when you feel compelled to eat gluten / not eat completely gluten-free? (e.g. because of costs) What are the reasons for this? |
| Help | What would help you adhere to a gluten-free diet? |
| Closing | |
| Other topics | Is there anything else you would like to discuss during this interview? |