

**Supplementary Table.** Codes and description used to code the data

Code	Description
Food control	Any mention of managing the amount of food being eaten or a loss of control. Examples include calorie counting, over-indulgence, bingeing, etc.
Frequency	Any mention related to timing of meals, number of meals, gaps between meals, fasting, etc.
Medical professionals	When participants mention perceptions of their treatment or of their medical professionals. Must contain a value judgement. Do not code descriptions of procedures: e.g. "my doctor took a fasting blood sample". But do code: "my doctor felt it was necessary to draw blood".
Social	Mentions of interacting in social settings such as eating out or eating with friends. Does not have to be related to eating, it could be any interaction in wider society. For example, work, public spaces etc.
Food choices	Descriptions of the types of foods or specific foods which participants specifically mention that they choose or avoid.
Progression of LCHF diet	Descriptions of ways in which participant's LCHF diet has changed or evolved over time.
Sustainability	Any mention of difficulties, challenges, or any aspects of sustainability and/or longevity of staying on the diet.
LCHF knowledge source	Any mention of sources from which participants gained information and learned about the diet or how to follow the diet. Examples: friends, family, medical professionals, books etc.
Cholesterol & statins	Any mention of blood cholesterol, dietary cholesterol, and/or statins.
Insulin	Any mention of exogenous insulin. Excludes when participants talk about blood insulin concentrations or insulin resistance etc.
Any medication (except statins and insulin)	Any mention of medications except those limited to the two codes above.
Other diets	Any mention of diets other than LCHF diets. Includes comparisons to LCHF. Includes mentioning a lack of a specific diet.
Blood markers and specific health conditions	Any mention of changes in specific diagnosed conditions or changes in blood markers since LCHF. Includes type 2 diabetes but also all other diagnosed conditions.
Soft conditions	Any mention of improvements in health which are subjective and not related to objective test results or specific diagnosed conditions since starting the LCHF diet. Includes mentions of mental health, e.g. coping better / less stress. Also includes perceptions of exercise capacity and changes in exercise since LCHF.
Emotions and/or reactions	Any emotionally charged / highly emotive language or reactive statements.
Negatives and challenges	Any mention of the aspects of following the LCHF diet which were challenging, negative, or said in the context of a negative.
Weight	Any mention of body weight