**S2 Table**. **Survey items and response options used in post-test survey in a trial evaluating pictorial health warnings for sugary drinks.**

|  |  |  |
| --- | --- | --- |
| A30prompt\_1 | [page break]**Please read each question carefully. You will not be able to change your answers after you go to the next page.** |  |
| ntcng\_eNoticing – Intervention Arm\*\*(Adapted fromRoberto et al., 2016 [1] and VanEpps & Roberto, 2016 [2]) | **[Only show for Intervention Version]**Some of the beverages in the store may have had extra picture warning labels (stickers) added on top of the regular packaging, like in these pictures above. Did you see these labels?**[Show picture of generic soda bottle with warning labels located where we placed labels in the store].****[page break]** | 0= No1= Yes |
| ntcng\_cNoticing – Control Arm\*\*(Adapted fromRoberto et al., 2016 [1] and VanEpps & Roberto, 2016 [2]) | **[Only show for Control Version]**Some of the beverages in the store may have had extra white rectangle labels (stickers) added on top of the regular packaging, like in this picture above. Did you see these labels?**[Show picture of generic soda bottle with barcode label located where we placed labels in the store].****[page break]** | 0 = No1= Yes |
|  | **H: Knowledge/Perceptions of added sugar - self** |  |
| H10prompt\_4 | The next questions are about different types of beverages. [Show image with warning label or barcode, based on trial arm] |  |
| H30know\_sodaKnowledge of added sugar (SSBs)(Adapted fromRoberto et al., 2016 [1] and VanEpps & Roberto, 2016 [2]) | How much **added sugar** do you think is in **regular (non-diet) soda and soft drinks** like the ones above?**[show image of regular sodas –Pepsi, Sprite]** | 1 (None)2 3 4 5 (A lot) |
| H40know\_dtsodaKnowledge of added sugar (non-SSBs)(Adapted fromRoberto et al., 2016 [1] and VanEpps & Roberto, 2016 [2]) | How much **added sugar** do you think is in **diet soda and soft drinks** like the ones above? **[show image of diet sodas – Diet Pepsi, Sprite Zero]** | 1 (None)2 3 4 5 (A lot) |
| H70know\_sprtKnowledge of added sugar (SSBs)(Adapted fromRoberto et al., 2016 [1] and VanEpps & Roberto, 2016 [2]) | How much **added sugar** do you think is in **regular (non-diet) sports drinks** like the ones above? **[show image of regular Gatorade]**  | 1 (None)2 3 4 5 (A lot) |
| H80know\_dtsprtKnowledge of added sugar (non-SSBs)(Adapted fromRoberto et al., 2016 [1] and VanEpps & Roberto, 2016 [2]) | How much **added** **sugar** do you think is in **diet sports drinks** like the ones above? **[show image of Gatorade zero]**  | 1 (None)2 3 4 5 (A lot) |
| H70know\_flvwtrKnowledge of added sugar (SSBs)(Adapted fromRoberto et al., 2016 [1] and VanEpps & Roberto, 2016 [2]) | How much **added sugar** do you think is in **regular (non-diet) flavored waters** like the ones above? **[show image of regular Vitamin Water]**  | 1 (None)2 3 4 5 (A lot) |
| H80know\_dtflvwtrKnowledge of added sugar (non-SSBs)(Adapted fromRoberto et al., 2016 [1] and VanEpps & Roberto, 2016 [2]) | How much **added** **sugar** do you think is in **diet flavored waters** like the ones above? **[show image of Vitamin Water Zero]**  | 1 (None)2 3 4 5 (A lot) |
| H90know\_wtrKnowledge of added sugar (non-SSBs)(Adapted fromRoberto et al., 2016 [1] and VanEpps & Roberto, 2016 [2]) | How much **added sugar** do you think is in **bottled waters** like the ones above?**[show image of bottled waters (still + sparkling) as used in store]** | 1 (None)2 3 4 5 (A lot) |
| H110know\_frtflvKnowledge of added sugar (SSBs)(Adapted fromRoberto et al., 2016 [1] and VanEpps & Roberto, 2016 [2]) | How much **added** **sugar** do you think is in **fruit-flavored drinks** **(not 100% juice)** like the ones above? **[show image of fruit drinks – Sunny D Orange Drink, Ocean Spray Cranberry Juice Cocktail]** | 1 (None)2 3 4 5 (A lot) |
| H100know\_frtKnowledge of added sugar (non-SSBs)(Adapted fromRoberto et al., 2016 [1] and VanEpps & Roberto, 2016 [2]) | How much **added sugar** do you think is in **100% fruit juices** like the ones above? **[show image of 100% fruit juices – Tropicana 100% Orange Juice, Ocean Spray 100% Cranberry Juice]** | 1 (None)2 3 4 5 (A lot) |
| H110know\_swtteaKnowledge of added sugar (SSBs)(Adapted fromRoberto et al., 2016 [1] and VanEpps & Roberto, 2016 [2]) | How much **added** **sugar** do you think is in **sweetened pre-packaged teas** like the ones above? **[show image of teas - sweetened Lipton bottled tea, Snapple peach tea]** | 1 (None)2 3 4 5 (A lot) |
| H115know\_unswtteaKnowledge of added sugar (non-SSBs)(Adapted fromRoberto et al., 2016 [1] and VanEpps & Roberto, 2016 [2]) | How much **added** **sugar** do you think is in **unsweetened pre-packaged teas** like the ones above? **[show image of teas - diet Lipton bottled tea, diet Snapple peach tea]** | 1 (None)2 3 4 5 (A lot) |
| H120know\_flvmlkKnowledge of added sugar (SSBs)(Adapted fromRoberto et al., 2016 [1] and VanEpps & Roberto, 2016 [2]) | How much **added** **sugar** do you think is in **flavored milks (chocolate, strawberry)** like the ones above? **[show image of flavored milk]** | 1 (None)2 3 4 5 (A lot) |
| H130know\_unflvmlkKnowledge of added sugar (non-SSBs)(Adapted fromRoberto et al., 2016 [1] and VanEpps & Roberto, 2016 [2]) | How much **added sugar** do you think is in **plain milks** like the ones above? **[show image of unflavored milk]** | 1 (None)2 3 4 5 (A lot) |
|  | **F: Risk perceptions - child** |  |
| F10chld\_intl | You just bought a drink for your [child]. The next questions will ask about this child. | prompt |
| T40ethn\_chldHispanic ethnicity(2010 Census [3]) | Is your [child] of Hispanic, Latino, or Spanish origin? | 1=No, not of Hispanic, Latino, or Spanish origin2=Yes, Mexican, Mexican American, Chicano 3=Yes, Puerto Rican 4=Yes, Cuban 5=Yes, another Hispanic, Latino, or Spanish origin. Write, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.: \_\_\_\_\_  |
| T50race\_chld(2010 Census [3]) | What race is your [child]? (Check all that apply) | 1= White2= Black or African American 3= American Indian or Alaska Native 4= Asian5= Native Hawaiian or Other Pacific Islander6= Some other race (please specify): \_\_\_\_\_\_  |
| F20prompt\_9 | The next questions are about **beverages with added sugar (non-diet).** Examples of beverages with added sugar include regular sodas, fruit-flavored (not 100% juice) drinks, and pre-sweetened coffees and teas. Other examples are regular sports drinks, flavored waters, and energy drinks. Say how much you agree with each statement below. |  |
| F30prompt\_10 | Drinking beverages with added sugar every day would increase my [child]’s risk of…**[format otcm\_hrtdam, otcm\_t2d, otcm\_hlth as matrix]** |  |
| F40otcm\_hrtdamPerceived likelihood / Outcome expectations for child\*\*(Adapted fromRoberto et al., 2016 [1] and VanEpps & Roberto, 2016 [2]) | Heart damage | 1 = Not at all…5 = A lot  |
| F50otcm\_t2dPerceived likelihood / Outcome expectations for child\*\*(Adapted fromRoberto et al., 2016 [1] and VanEpps & Roberto, 2016 [2]) | Type 2 diabetes. | 1 = Not at all…5 = A lot |
| F60otcm\_hlthPerceived likelihood / Outcome expectations for child\*\*(Adapted fromRoberto et al., 2016 [1] and VanEpps & Roberto, 2016 [2]) | Having health problems | 1 = Not at all…5 = A lot |
|  | **G: Consumption attitudes – child – Control**  |  |
| G10prompt\_6 | **The next questions are also about different types of beverages.****[display logic, display this block IF trial\_arm=barcode]****[page break]** |  |
| G20prompt\_7 | How **unhealthy** or **healthy** is it for your child to drink **XXX**, like the ones above?How **unappealing** or **appealing** would your [child] find XXX, like the ones above? How **not** **tasty** or **tasty** would your [child] find XXX, like the ones above?[repeat prompt for each beverage] |  |
| G30hlth\_sodaSSB consumption attitudes – healthfulness\*\*(Adapted from Bollard et al., 2016 [4]) | **Regular (non-diet) soda or soft drinks** **[Show image of regular sodas based on condition]** | 1= Unhealthy…5 = Healthy |
| G80appl\_sodaSSB attitudes – Appeal of SSBs for child\*\* (Adapted from Bollard et al., 2016 [4]) | **[place below Unhealthy...Healthy Q]** | 1 = Unappealing…5 = Appealing |
| G110tst\_sodaSSB attitudes – tastiness of SSBs for child\*\*(Adapted from Bollard et al., 2016 [4]) | **[place below Unappealing…Appealing Q]** | 1 = Not tasty…5 = Tasty |
| G40hlth\_sprtSSB consumption attitudes – healthfulness\*\*(Adapted from Bollard et al., 2016 [4]) | **Regular (non-diet) sports drinks** **[show image of regular Gatorade based on condition]** | 1= Unhealthy…5 = Healthy |
| G70appl\_sprtSSB attitudes – Appeal of SSBs for child\*\* (Adapted from Bollard et al., 2016 [4]) | **[place below Unhealthy...Healthy Q]** | 1 = Unappealing…5 = Appealing |
| G120tst\_sprtSSB attitudes – tastiness of SSBs for child\*\*(Adapted from Bollard et al., 2016 [4]) | **[place below Unappealing…Appealing Q]** | 1 = Not tasty…5 = Tasty |
| G50hlth\_flvwtrSSB consumption attitudes – healthfulness\*\*(Adapted from Bollard et al., 2016 [4]) | **Regular (non-diet) flavored waters** **[show image of regular Vitamin Water based on condition]** | 1= Unhealthy…5= Healthy |
| G80appl\_flvwtrSSB attitudes – Appeal of SSBs for child\*\* (Adapted from Bollard et al., 2016 [4]) | **[place below Unhealthy...Healthy Q]** | 1 = Unappealing…5= Appealing |
| G130tst\_flvwtrSSB attitudes – tastiness of SSBs for child\*\*(Adapted from Bollard et al., 2016 [4]) | **[place below Unappealing…Appealing Q]** | 1 = Not tasty…5= Tasty  |
| G60hlth\_frtflvSSB consumption attitudes – healthfulness\*\*(Adapted from Bollard et al., 2016 [4]) | **Fruit-flavored drinks** **(not 100% juice)** **[Show image of fruit drinks based on condition]** | 1= Unhealthy…5 = Healthy |
| G90appl\_frtflvSSB attitudes – Appeal of SSBs for child\*\* (Adapted from Bollard et al., 2016 [4]) | **[place below Unhealthy...Healthy Q]** | 1 = Unappealing…5 = Appealing |
| G140tstl\_frtflvSSB attitudes – tastiness of SSBs for child\*\*(Adapted from Bollard et al., 2016 [4]) | **[place below Unappealing…Appealing Q]** | 1 = Not tasty…5 = Tasty  |
| G61hlth\_swteaSSB consumption attitudes – healthfulness\*\*(Adapted from Bollard et al., 2016 [4]) | **Sweetened pre-packaged teas** **[Show image of teas based on condition]** | 1= Unhealthy…5 = Healthy |
| G90appl\_swteaSSB attitudes – Appeal of SSBs for child\*\* (Adapted from Bollard et al., 2016 [4]) | **[place below Unhealthy...Healthy Q]** | 1 = Unappealing…5 = Appealing |
| G140tst\_swteaSSB attitudes – tastiness of SSBs for child\*\*(Adapted from Bollard et al., 2016 [4]) | **[place below Unappealing…Appealing Q]** | 1 = Not tasty…5 = Tasty  |
| G62hlth\_flvmlkSSB consumption attitudes – healthfulness\*\*(Adapted from Bollard et al., 2016 [4]) | **Flavored milks (chocolate, strawberry)** **[Show image of flavored milks based on condition]** | 1= Unhealthy…5= Healthy |
| G91appl\_flvmlkSSB consumption attitudes – healthfulness\*\*(Adapted from Bollard et al., 2016 [4]) | **[place below Unhealthy...Healthy Q]** | 1 = Unappealing…5 = Appealing |
| G141tst\_flvmlkSSB consumption attitudes – healthfulness\*\*(Adapted from Bollard et al., 2016 [4]) | **[place below Unappealing…Appealing Q]** | 1 = Not tasty…5 = Tasty |
|  | **G: Consumption attitudes – child – Warning Labels**  |  |
| G10prompt\_6 | **The next questions are also about different types of beverages.****[display logic, display this block IF trial\_arm=warning]****[page break]** |  |
| G20prompt\_7 | How **unhealthy** or **healthy** is it for your child to drink **XXX**, like the ones above?How **unappealing** or **appealing** would your [child] find XXX, like the ones above? How **not** **tasty** or **tasty** would your [child] find XXX, like the ones above?[repeat prompt for each beverage] |  |
| G30hlth\_sodaSSB consumption attitudes – healthfulness\*\*(Adapted from Bollard et al., 2016 [4]) | **Regular (non-diet) soda or soft drinks** **[Show image of regular sodas based on condition]** | 1= Unhealthy…5 = Healthy |
| G80appl\_sodaSSB attitudes – Appeal of SSBs for child\*\* (Adapted from Bollard et al., 2016 [4]) | **[place below Unhealthy...Healthy Q]** | 1 = Unappealing…5= Appealing |
| G110tst\_sodaSSB attitudes – tastiness of SSBs for child\*\*(Adapted from Bollard et al., 2016 [4]) | **[place below Unappealing…Appealing Q]** | 1 = Not tasty…5 = Tasty |
| G40hlth\_sprtSSB consumption attitudes – healthfulness\*\*(Adapted from Bollard et al., 2016 [4]) | **Regular (non-diet) sports drinks** **[show image of regular Gatorade based on condition]** | 1= Unhealthy…5 = Healthy |
| G70appl\_sprtSSB attitudes – Appeal of SSBs for child\*\* (Adapted from Bollard et al., 2016 [4]) | **[place below Unhealthy...Healthy Q]** | 1 = Unappealing…5= Appealing  |
| G120tst\_sprtSSB attitudes – tastiness of SSBs for child\*\*(Adapted from Bollard et al., 2016 [4]) | **[place below Unappealing…Appealing Q]** | 1 = Not tasty…5 = Tasty |
| G50hlth\_flvwtrSSB consumption attitudes – healthfulness\*\*(Adapted from Bollard et al., 2016 [4]) | **Regular (non-diet) flavored waters** **[show image of regular Vitamin Water based on condition]** | 1= Unhealthy…5 = Healthy |
| G80appl\_flvwtrSSB attitudes – Appeal of SSBs for child\*\* (Adapted from Bollard et al., 2016 [4]) | **[place below Unhealthy...Healthy Q]** | 1 = Unappealing…5= Appealing |
| G130tst\_flvwtrSSB attitudes – tastiness of SSBs for child\*\*(Adapted from Bollard et al., 2016 [4]) | **[place below Unappealing…Appealing Q]** | 1 = Not tasty…5 = Tasty |
| G60hlth\_frtflvSSB consumption attitudes – healthfulness\*\*(Adapted from Bollard et al., 2016 [4]) | **Fruit-flavored drinks (not 100% juice)** **[Show image of fruit drinks based on condition]** | 1= Unhealthy…5 = Healthy |
| G90appl\_frtflvSSB attitudes – Appeal of SSBs for child\*\* (Adapted from Bollard et al., 2016 [4]) | **[place below Unhealthy...Healthy Q]** | 1 = Unappealing…5= Appealing |
| G140tstl\_frtflvSSB attitudes – tastiness of SSBs for child\*\*(Adapted from Bollard et al., 2016 [4]) | **[place below Unappealing…Appealing Q]** | 1 = Not tasty…5 = Tasty  |
| G61hlth\_swteaSSB consumption attitudes – healthfulness\*\*(Adapted from Bollard et al., 2016 [4]) | **Sweetened pre-packaged teas** **[Show image of teas based on condition]** | 1= Unhealthy…5 = Healthy |
| G90appl\_swteaSSB attitudes – Appeal of SSBs for child\*\* (Adapted from Bollard et al., 2016 [4]) | **[place below Unhealthy...Healthy Q]** | 1 = Unappealing…5= Appealing |
| G140tst\_swteaSSB attitudes – tastiness of SSBs for child\*\*(Adapted from Bollard et al., 2016 [4]) | **[place below Unappealing…Appealing Q]** | 1 = Not tasty…5 = Tasty  |
| G62hlth\_flvmlkSSB consumption attitudes – healthfulness\*\*(Adapted from Bollard et al., 2016 [4]) | **Flavored milks (chocolate, strawberry)** **[Show image of flavored milks based on condition]** | 1= Unhealthy…5 = Healthy |
| G91appl\_flvmlkSSB consumption attitudes – healthfulness\*\*(Adapted from Bollard et al., 2016 [4]) | **[place below Unhealthy...Healthy Q]** | 1 = Unappealing…5= Appealing |
| G141tst\_flvmlkSSB consumption attitudes – healthfulness\*\*(Adapted from Bollard et al., 2016 [4]) | **[place below Unappealing…Appealing Q]** | 1 = Not tasty…5 = Tasty |
|  | **N: Intentions to Limit Child’s SSB Consumption – Control**  |  |
| N70prompt\_13 | **The next questions are about the next week (7 days).** **[display logic, display this block IF trial\_arm=barcode]** |  |
| N80intent\_sodaIntentions to limit SSB consumption – specific beverages\*\*(Adapted from Klein et al., 2009 [5]) | In the next week, how often do you plan to give your [child] **regular (non-diet) sodas or soft drinks** like the ones above?**[Show image of sodas]** | 0= Never 1= 1 time per week2.5= 2-3 times per week5= 4-6 times per week7= 1 time per day14= 2 times per day21= 3+ times per day |
| N90intent\_sprtIntentions to limit SSB consumption – specific beverages\*\*(Adapted from Klein et al., 2009 [5]) | In the next week, how often do you plan to give your [child] **regular (non-diet) sports drinks** like the ones above?**[show image of regular Gatorade]** | 0= Never1= 1 time per week2.5= 2-3 times per week5= 4-6 times per week7= 1 time per day14= 2 times per day21= 3+ times per day |
| N100intent\_flvwtrIntentions to limit SSB consumption – specific beverages\*\*(Adapted from Klein et al., 2009 [5]) | In the next week, how often do you plan to give your [child] **regular (non-diet) flavored waters** like the ones above?**[show image of regular Vitamin Water]** | 0= Never 1= 1 time per week2.5= 2-3 times per week5= 4-6 times per week7= 1 time per day14= 2 times per day21= 3+ times per day |
| N110intent\_frtflvIntentions to limit SSB consumption – specific beverages\*\*(Adapted from Klein et al., 2009 [5]) | In the next week, how often do you plan to give your [child] **fruit-flavored drinks (not 100% juice)** like the ones above?**[show image of fruit drinks]** | 0= Never1= 1 time per week2.5= 2-3 times per week5= 4-6 times per week7= 1 time per day14= 2 times per day21= 3+ times per day |
| N115intent\_swtteaIntentions to limit SSB consumption – specific beverages\*\*(Adapted from Klein et al., 2009 [5]) | In the next week, how often do you plan to give your [child] **sweetened packaged teas** like the ones above?**[show image of teas]** | 0= Never 1= 1 time per week2.5= 2-3 times per week5= 4-6 times per week7= 1 time per day14= 2 times per day21= 3+ times per day |
| N120intent\_ flvmlkIntentions to limit SSB consumption – specific beverages\*\*(Adapted from Klein et al., 2009 [5]) | In the next week, how often do you plan to give your [child] **flavored milks (chocolate, strawberry)** like the ones above?**[show image of flavored milks]** | 0= Never 1= 1 time per week2.5= 2-3 times per week5= 4-6 times per week7= 1 time per day14= 2 times per day21= 3+ times per day |
|  | **N: Intentions to Limit Child’s SSB Consumption – Warning Labels**  |  |
| N70prompt\_13 | **The next statements are about the next week (7 days).** **[page break]****[display logic, display this block IF trial\_arm=warning]** |  |
| N80intent\_sodaIntentions to limit SSB consumption – specific beverages\*\*(Adapted from Klein et al., 2009 [5]) | In the next week, how often do you plan to give your [child] **regular (non-diet) sodas or soft drinks** like the ones above?**[Show image of sodas]** | 0= Never 1= 1 time per week2.5= 2-3 times per week5= 4-6 times per week7= 1 time per day14= 2 times per day21= 3+ times per day |
| N90intent\_sprtIntentions to limit SSB consumption – specific beverages\*\*(Adapted from Klein et al., 2009 [5]) | In the next week, how often do you plan to give your [child] **regular (non-diet) sports** **drinks** like the ones above?**[show image of regular Gatorade]** | 0= Never 1= 1 time per week2.5= 2-3 times per week5= 4-6 times per week7= 1 time per day14= 2 times per day21= 3+ times per day |
| N100intent\_flvwtrIntentions to limit SSB consumption – specific beverages\*\*(Adapted from Klein et al., 2009 [5]) | In the next week, how often do you plan to give your [child] **regular (non-diet) flavored** **waters** like the ones above?**[show image of regular Vitamin Water]** | 0= Never 1= 1 time per week2.5= 2-3 times per week5= 4-6 times per week7= 1 time per day14= 2 times per day21= 3+ times per day |
| N110intent\_frtflvIntentions to limit SSB consumption – specific beverages\*\*(Adapted from Klein et al., 2009 [5]) | In the next week, how often do you plan to give your [child] **fruit-flavored drinks** **(not 100% juice)** like the ones above?**[show image of fruit drinks]** | 0= Never 1= 1 time per week2.5= 2-3 times per week5= 4-6 times per week7= 1 time per day14= 2 times per day21= 3+ times per day |
| N115intent\_swtteaIntentions to limit SSB consumption – specific beverages\*\*(Adapted from Klein et al., 2009 [5]) | In the next week, how often do you plan to give your [child] **sweetened packaged teas** like the ones above?**[show image of teas]** | 0= Never 1= 1 time per week2.5= 2-3 times per week5= 4-6 times per week7= 1 time per day14= 2 times per day21= 3+ times per day |
| N120intent\_ flvmlkIntentions to limit SSB consumption – specific beverages\*\*(Adapted from Klein et al., 2009 [5]) | In the next week, how often do you plan to give your [child] **flavored milk (chocolate, strawberry)** like the ones above?**[show image of flavored milks]** | 0= Never 1= 1 time per week2.5= 2-3 times per week5= 4-6 times per week7= 1 time per day14= 2 times per day21= 3+ times per day |
|  | **M: Injunctive norms - child** |  |
| M10prompt\_11 | **Say how much you disagree or agree with the next statements.****[Format as matrix]** |  |
| M20nrms\_cogInjunctive norms about limiting child’s SSBs\*\*(Adapted from Zoellner et al., 2012 [6]) | People who are important to me think my [child] should drink fewer beverages with added sugar each week. | 1 = Strongly disagree2 = Somewhat disagree3 = Neither agree nor disagree4 = Somewhat agree5 = Strongly agree |
| M30nrms\_apprvInjunctive norms about limiting child’s SSBs\*\*(Adapted from Zoellner et al., 2012 [6]) | People who are important to me would approve of my [child] drinking fewer beverages with added sugar each week.  | 1 = Strongly disagree2 = Somewhat disagree3 = Neither agree nor disagree4 = Somewhat agree5 = Strongly agree |
| M40nrms\_wntInjunctive norms about limiting child’s SSBs\*\*(Adapted from Zoellner et al., 2012 [6]) | People who are important to me want my [child] to drink fewer beverages with added sugar each week. [page break] | 1 = Strongly disagree2 = Somewhat disagree3 = Neither agree nor disagree4 = Somewhat agree5 = Strongly agree |
| General belief in climate change (Adapted from Benjamin et al., 2016 [7]) | **Say how much you agree or disagree with the following statement:**Climate change is occurring now.  | 1=Strongly disagree2=Somewhat disagree3=Neither agree nor disagree4=Somewhat agree5=Strongly agree |
|  | **C: Message reactions – Experimental labels**  |  |
| C05Programming Note |  **[display label on top of all pages with questions about the label]** |  |
| C30prompt\_2 | **Above are pictures of labels (stickers) that were on some of the beverages in the store. The next questions are about these labels.****[Insert image warning labels for experimental group]** |  |
|  | **[attention question separate]****[matrix and randomize emotions]****[elab in matrix]****[PME as a matrix]****[avoidance separate]****[learn something separate]****[control separate]** |  |
| C50att\_labAttention to label\*\*(Adapted from Davis et al., 2011 [8]) | How much do these labels grab your attention? | 1=Not at all2=Very little 3=Somewhat4=Quite a bit 5=A great deal |
| C70neg\_anxNegative emotions\*\*(Adapted from Davis et al., 2011 [8]) | How much do these labels make you feel **anxious**? | 1=Not at all2=Very little 3=Somewhat4=Quite a bit 5=A great deal |
| C80neg\_scrdNegative emotions\*\*(Adapted from Davis et al., 2011 [8]) | How much do these labels make you feel **scared**? | 1=Not at all2=Very little 3=Somewhat4=Quite a bit 5=A great deal  |
| C90neg\_gultNegative emotions\*\*(Adapted from Davis et al., 2011 [8]) | How much do these labels make you feel **guilty**? | 1=Not at all2=Very little 3=Somewhat4=Quite a bit 5=A great deal  |
| C100cog\_labThinking about warning message\*\*(Adapted from Fathelrahman et al., 2010 [9] and Hammond et al., 2003 [10]) | How much do these labels make you think about the health problems caused by drinking beverages with added sugar?**[page break]** | 1=Not at all2=Very little 3=Somewhat4=Quite a bit 5=A great deal |
| C110talk\_labAnticipated social interactions\*\* | How likely are you to talk about these labels with others in the next week?**[page break]** | 1 = Not at all likely2 = A little likely3 = Somewhat likely4 = Very likely5 = Extremely likely |
| C120pme\_disc Perceived message effectiveness – discouragement (list as other outcome)(Baig et al., 2019 [11]) | How much do these labels discourage you from wanting to buy beverages with added sugar for your [child]?**[page break]** | 1=Not at all2=Very little 3=Somewhat4=Quite a bit 5=A great deal |
| C121pme\_conc Perceived message effectiveness – concerned (list as other outcome)(Baig et al., 2019 [11]) | How much do these labels make you concerned about the health effects of your [child] drinking beverages with added sugar? | 1=Not at all2=Very little 3=Somewhat4=Quite a bit 5=A great deal |
| C122pme\_unpl Perceived message effectiveness – unpleasant (list as other outcome)(Baig et al., 2019 [11]) | How much do these labels make buying beverages with added sugar for your [child] seem unpleasant to you?**[page break]** | 1=Not at all2=Very little 3=Somewhat4=Quite a bit 5=A great deal |
| C130lab\_avoidAvoid (list as other outcome)(Adapted from the Population Assessment of Tobacco and Health (PATH) Study [12]) | How much do you want to avoid looking at these labels?**[page break]** | 1=Not at all2=Very little 3=Somewhat4=Quite a bit 5=A great deal |
| C140lab\_learnlearn(Adapted from Pepper et al., 2020) | Did you learn something new from these labels? [randomize order of yes and no]**[page break]** | 1 = Yes 0 = No  |
| C160lab\_cntrlFelt more in control (%)\*\*(Adapted from Acton & Hammond, 2018 [13]) | Overall, would these labels make you feel…**[page break]** | 1=Less in control of making healthy eating decisions2=Neither less nor more in control of making healthy eating decisions3=More in control of making healthy eating decisions |
|  | **C: Message reactions – barcode**  |  |
| C05Programming Note |  **[display label on top of all pages with questions about the label]****[only show these questions for the control group]** |  |
| C20ntcng\_cNoticing – Control arm\*\* | Some of the beverages in the store may have had extra white rectangle labels (stickers) added on top of the regular packaging, like in this picture. Did you see these labels? **[Show picture of generic soda bottle with blank label located where we placed labels in the store]****[page break]** | 0 = No 1 = Yes  |
| C30prompt\_2 | **Above is a picture of a label (sticker) that was on some of the beverages in the store. The next questions are about this label.** |  |
|  | **[randomize order of C50-C100; matrix]** |  |
| C50att\_labAttention to label\*\*(Adapted from Davis et al., 2011 [8]) | How much does this label grab your attention? | 1=Not at all2=Very little 3=Somewhat4=Quite a bit 5=A great deal |
| C70neg\_anxNegative emotions\*\*(Adapted from Davis et al., 2011 [8]) | How much does this label make you feel **anxious**? | 1=Not at all2=Very little 3=Somewhat4=Quite a bit 5=A great deal |
| C80neg\_scrdNegative emotions\*\*(Adapted from Davis et al., 2011 [8]) | How much does this label make you feel **scared**? | 1=Not at all2=Very little 3=Somewhat4=Quite a bit 5=A great deal  |
| C90neg\_gultNegative emotions\*\*(Adapted from Davis et al., 2011 [8]) | How much does this label make you feel **guilty**? | 1=Not at all2=Very little 3=Somewhat4=Quite a bit 5=A great deal  |
| C100cog\_labThinking about warning message\*\*(Adapted from Fathelrahman et al., 2010 [9] and Hammond et al., 2003 [10]) | How much does this label make you think about the health problems caused by drinking beverages with added sugar?**[page break]** | 1=Not at all2=Very little 3=Somewhat4=Quite a bit 5=A great deal |
| C110talk\_labAnticipated social interactions\*\* | How likely are you to talk about this label with others in the next week?**[page break]** | 1 = Not at all likely2 = A little likely3 = Somewhat likely4 = Very likely5 = Extremely likely |
| C120pme\_disc Perceived message effectiveness – discouragement (list as other outcome)(Baig et al., 2019 [11]) | How much does this label discourage you from wanting to buy beverages with added sugar for your [child]?**[page break]** | 1=Not at all2=Very little 3=Somewhat4=Quite a bit 5=A great deal |
| C121pme\_conc Perceived message effectiveness – concerned (list as other outcome)(Baig et al., 2019 [11]) | How much does this label make you concerned about the health effects of your [child] drinking beverages with added sugar?**[page break]** | 1=Not at all2=Very little 3=Somewhat4=Quite a bit 5=A great deal |
| C122pme\_unpl Perceived message effectiveness – unpleasant (list as other outcome)(Baig et al., 2019 [11])) | How much does this label make buying beverages with added sugar for your [child] seem unpleasant to you?**[page break]** | 1=Not at all2=Very little 3=Somewhat4=Quite a bit 5=A great deal |
| C130lab\_avoidAvoid (list as other outcome)(Adapted from the Population Assessment of Tobacco and Health (PATH) Study [12]) | How much do you want to avoid looking at this label?**[page break]** | 1=Not at all2=Very little 3=Somewhat4=Quite a bit 5=A great deal |
| C140lab\_learnlearn(Adapted from Pepper et al., 2020 [14]) | Did you learn something new from this label?**[randomize order of yes and no]** | 1 = Yes 0 = No  |
| C160lab\_cntrlFelt more in control (%)\*\*(Adapted from Acton & Hammond, 2018 [13]) | Overall, would this label make you feel…**[page break]** | 1=Less in control of making healthy eating decisions2=Neither less nor more in control of making healthy eating decisions3=More in control of making healthy eating decisions |
|  | **P: Policy** |  |
| C170prompt\_15 | **The next question is about health warning labels. Lawmakers in five states in the U.S. have proposed requiring health warning labels on beverages with added sugar. Below are examples of health warning labels.****[insert warning labels – even for control group]** |  |
| C180policy\_spprt(Hall et al., 2018 [15]) | Would you oppose or support a law requiring health warnings like these to appear on beverages with added sugar?  | 1 = Strongly oppose 2 = Somewhat oppose 3 = Somewhat support 4 = Strongly support  |
|  | **T: Demographics** |  |
| T10prompt\_16 | **The next questions are about you.****[page break]** |  |
| T20lang\_genEnglish proficiency (SASH [16]) | In general, what language(s) do you read and speak? | 1 = Only English2 = English better than Spanish3 = Both equally4 = Spanish better than English5 = Only Spanish  |
| T30lang\_homeEnglish proficiency (SASH [16]) | What language do you usually speak at home?  | 1 = Only English2 = More English than Spanish3 = Both equally4 = More Spanish than English5 = Only Spanish |
| T40lang\_thinkEnglish proficiency (SASH [16]) | In what language do you usually think? | 1 = Only English2 = More English than Spanish3 = Both equally4 = More Spanish than English5 = Only Spanish |
| T50lang\_frndEnglish proficiency (SASH [16]) | What language do you usually speak with your friends? | 1 = Only English2 = More English than Spanish3 = Both equally4 = More Spanish than English5 = Only Spanish |
| T120gndrgender (Williams Institute [17]) | How do you describe your gender identity? | 1= Man 2= Woman 3= Other gender identity (please specify): \_\_\_\_\_  |
| T130age  | How old are you? Enter your age in years. | [numeric free response, restricted to 18-99] |
| T140ethnct\_hispHispanic ethnicity(2010 Census [3]) | Are you of Hispanic, Latino, or Spanish origin? | 1=No, not of Hispanic, Latino, or Spanish origin2=Yes, Mexican, Mexican American, Chicano 3=Yes, Puerto Rican 4=Yes, Cuban 5=Yes, another Hispanic, Latino, or Spanish origin. Write, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.: \_\_\_\_\_  |
| T150race(2010 Census [3]) | What is your race? (Check all that apply) | 1= White2= Black or African American 3= American Indian or Alaska Native 4= Asian5= Native Hawaiian or Other Pacific Islander6= Some other race (please specify): \_\_\_\_\_\_ |
| T160sexorientSexual orientation(NHANES [18]) | Do you think of yourself as…  | 1= Heterosexual or straight (that is, sexually attracted only to [men/women; program based on T120]2= Homosexual or gay (that is, sexually attracted only to [men/women; program based on response to T120] 3= Bisexual (that is, sexually attracted to men and women) 4= Something else  |
| T170met\_prefMetric preference | When you think about your height and weight, do you prefer to use…  | 1=feet and pounds 2=meters and kilograms  |
| T180height\_fHeight, feet | **[Ask if met\_pref=1]**How tall are you? Please enter your height in **feet** and **inches** using the menus below.**[Drop down menu for feet with the following options: 3, 4, 5, 6, 7, 8. Label this drop -down menu as “Feet”]** | 3 = 3 feet4 = 4 feet5 = 5 feet6 = 6 feet7 = 7 feet |
| T190height\_iHeight, inches | **[Show on same page as above – separate drop-down menu for inches with the following options: 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11. Label this drop-down menu as “Inches”]** | 1 = 1 inch2 = 2 inches3 = 3 inches4 = 4 inches5 = 5 inches6 = 6 inches7 = 7 inches8 = 8 inches9 = 9 inches10 = 10 inches11 = 11 inches |
| T200height\_mHeight, meters | **[Ask if met\_pref=2]**How tall are you? Enter your height in **meters**.  | [Numerical free response. Allow entries > 1.0m and <2.3m]. |
| T210weight\_lbWeight, lbs | **[Ask if met\_pref=1]**How much do you weigh? Enter your weight in **pounds**.   | [Numerical free response. Allow entries > 40lbs and <900lbs].  |
| T215weight\_kgWeight, kg | **[Ask if met\_pref=2]**How much do you weigh? Enter your weight in **kilograms**.    | [Numerical free response. Allow entries > 18kg and <408kg].   |
| T216NFP prompt | **The next question will ask about information on the back of food and drink packages.** |  |
| T220nfp\_useNFP | **[display NFP and ingredient list from a fruit drink]**How often do you use this type of information when deciding to buy a food or beverage? | 1= Never2= Rarely3= Sometimes4= Often5= All the time |
| T225nfp\_literLiteracy | How often do you need to have someone help you when you read instructions, pamphlets, or other written material from your doctor or pharmacy? | 1=Never2=Sometimes3=Often4=Always |
| Educationeduc | What is the highest level of school you have completed? | 1=Less than high school or U.S. high school equivalent (GED)2=High school diploma or U.S. high school equivalent (GED)3=4-year college degree4= Master’s degree, graduate degree, or more |
| T240income\_hshPoverty(Adapted from the Population Assessment of Tobacco and Health (PATH) Study [12]) | Which of the following categories best describes your total household income in the last 12 months?   | 1= Less than $10,0002= $10,000 to $14,9993= $15,000 to $24,9994= $25,000 to $34,9995= $35,000 to $49,9996= $50,000 to $74,9997= $75,000 to $99,9998= $100,000 to $149,9999= $150,000 to $199,99910= $200,000 or more |
| T250num\_hshNumber in household(USDHHS 2016 [19]) | How many people depend on this income, including you? | # of people [restricted to 1-20] |

**References**

1. Roberto CA, Wong D, Musicus A, Hammond D. The Influence of Sugar-Sweetened Beverage Health Warning Labels on Parents' Choices. Pediatrics. 2016;137(2):e20153185. Epub 2016/01/16. doi: 10.1542/peds.2015-3185. PubMed PMID: 26768346.

2. VanEpps EM, Roberto CA. The Influence of Sugar-Sweetened Beverage Warnings: A Randomized Trial of Adolescents' Choices and Beliefs. Am J Prev Med. 2016;51(5):664-72. Epub 2016/09/13. doi: 10.1016/j.amepre.2016.07.010. PubMed PMID: 27617366; PubMed Central PMCID: PMCPMC5533079.

3. Questions Planned for the 2010 Census and American Community Survey: U.S. Department of Commerce, Economics and Statistics Administration, U.S. Census Bureau; 2008 [cited 2020]. Available from: <https://www2.census.gov/programs-surveys/acs/operations_admin/Questions_Planned_for_the_2010_Census_and_American_Community_Survey.pdf>.

4. Bollard T, Maubach N, Walker N, Ni Mhurchu C. Effects of plain packaging, warning labels, and taxes on young people's predicted sugar-sweetened beverage preferences: an experimental study. Int J Behav Nutr Phys Act. 2016;13(1):95. Epub 2016/09/02. doi: 10.1186/s12966-016-0421-7. PubMed PMID: 27580589; PubMed Central PMCID: PMCPMC5007687.

5. Klein WM, Zajac LE, Monin MM. Worry as a moderator of the association between risk perceptions and quitting intentions in young adult and adult smokers. Ann Behav Med. 2009;38(3):256-61. Epub 2010/01/06. doi: 10.1007/s12160-009-9143-2. PubMed PMID: 20049660.

6. Zoellner J, Estabrooks PA, Davy BM, Chen YC, You W. Exploring the theory of planned behavior to explain sugar-sweetened beverage consumption. J Nutr Educ Behav. 2012;44(2):172-7. Epub 2011/12/14. doi: 10.1016/j.jneb.2011.06.010. PubMed PMID: 22154130; PubMed Central PMCID: PMCPMC3290682.

7. Benjamin D, Por H-H, Budescu D. Climate Change Versus Global Warming: Who Is Susceptible to the Framing of Climate Change? Environment and Behavior. 2016;49(7):745-70. doi: 10.1177/0013916516664382.

8. Davis KC, Nonnemaker JM, Farrelly MC, Niederdeppe J. Exploring differences in smokers' perceptions of the effectiveness of cessation media messages. Tob Control. 2011;20(1):26-33. Epub 2010/09/21. doi: 10.1136/tc.2009.035568. PubMed PMID: 20852323.

9. Fathelrahman AI, Omar M, Awang R, Cummings KM, Borland R, Bin Mohd Samin AS. Impact of the new Malaysian cigarette pack warnings on smokers' awareness of health risks and interest in quitting smoking. Int J Environ Res Public Health. 2010;7(11):4089-99. Epub 2010/12/09. doi: 10.3390/ijerph7114089. PubMed PMID: 21139879; PubMed Central PMCID: PMCPMC2996227.

10. Hammond D, Fong GT, McDonald PW, Cameron R, Brown KS. Impact of the graphic Canadian warning labels on adult smoking behaviour. Tob Control. 2003;12(4):391-5. Epub 2003/12/09. doi: 10.1136/tc.12.4.391. PubMed PMID: 14660774; PubMed Central PMCID: PMCPMC1747800.

11. Baig SA, Noar SM, Gottfredson NC, Boynton MH, Ribisl KM, Brewer NT. UNC Perceived Message Effectiveness: Validation of a Brief Scale. Ann Behav Med. 2019;53(8):732-42. Epub 2018/10/16. doi: 10.1093/abm/kay080. PubMed PMID: 30321252; PubMed Central PMCID: PMCPMC6636889.

12. Population Assessment of Tobacco and Health Study. PATH: Population Assessment of Tobacco and Health 2014 [cited 2014 April 3]. Available from: <http://www.pathstudyinfo.nih.gov/UI/HomeMobile.aspx>.

13. Acton RB, Hammond D. Do Consumers Think Front-of-Package "High in" Warnings are Harsh or Reduce their Control? A Test of Food Industry Concerns. Obesity (Silver Spring). 2018;26(11):1687-91. Epub 2018/10/04. doi: 10.1002/oby.22311. PubMed PMID: 30281206.

14. Pepper JK, Nguyen Zarndt A, Eggers ME, Nonnemaker JM, Portnoy DB. Influence of Warning Statements on Understanding of the Negative Health Consequences of Smoking. Nicotine Tob Res. 2020;22(10):1805-15. Epub 2020/03/24. doi: 10.1093/ntr/ntaa031. PubMed PMID: 32202620.

15. Hall MG, Marteau TM, Sunstein CR, Ribisl KM, Noar SM, Orlan EN, et al. Public support for pictorial warnings on cigarette packs: an experimental study of US smokers. J Behav Med. 2018;41(3):398-405. Epub 2018/02/08. doi: 10.1007/s10865-018-9910-2. PubMed PMID: 29411272; PubMed Central PMCID: PMCPMC5924634.

16. Marin G, Sabogal F, Marin BV, Otero-Sabogal R, Perez-Stable EJ. Development of a Short Acculturation Scale for Hispanics. Hispanic Journal of Behavioral Sciences. 1987;9(2):183-205. doi: 10.1177/07399863870092005.

17. Badgett MVL, Baker KE, Conron KJ, Gates GJ, Gill A, Greytak E, et al. Best Practices for Asking Questions to Identify Transgender and Other Gender Minority Respondents on Population-Based Surveys (GenIUSS): UCLA School of Law Williams Institute; 2014. Available from: <https://williamsinstitute.law.ucla.edu/publications/geniuss-trans-pop-based-survey/>.

18. Questionnaires, Datasets, and Related Documentation: Centers for Disease Control and Prevention, National Center for Health Statistics, National Health and Nutrition Examination Survey; [cited 2019]. Available from: <https://wwwn.cdc.gov/nchs/nhanes/>.

19. 2016 Poverty Guidelines. Washington, D.C.: Office of the Assistant Secretary for Planning and Evaluation, U.S. Department of Health and Human Services; 2016. Available from: <https://aspe.hhs.gov/2016-poverty-guidelines>.