Table S1. Knowledge and beliefs related to soda consumption (n=3430).

| Overall | | | | | | | Soda consumption | | | | | | | χ² p-value | Cramer’s V |
|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| % | % | % | % | | | | | | | | | | | | |
| Overall | 8.8 | 20.2 | 70.9 | | | | | | | | | | | | |
| **Likelihood of health problems from sugary drink consumption** | | | | | | | | | | | | | | | | |
| Likely for adults | 79.9 | 68.8 | 80.8 | 81.3 | | | <0.001 | 0.09 | | | | | | | | |
| Not likely for adults | 19.9 | 31.2 | 19.2 | 18.7 | | | <0.001 | 0.07 | | | | | | | | |
| Likely for children | 89.9 | 83.4 | 89.9 | 90.8 | | | <0.001 | 0.07 | | | | | | | | |
| Not likely for children | 10.1 | 16.6 | 10.1 | 9.2 | | | <0.001 | 0.07 | | | | | | | | |
| **Illnesses or health effects associated with soda consumption** | | | | | | | | | | | | | | | | |
| Diabetes …reported | 71.4 | 64.5 | 67.7 | 73.4 | | | <0.001 | 0.07 | | | | | | | | |
| …not reported | 28.5 | 35.5 | 32.3 | 26.6 | | | <0.001 | 0.07 | | | | | | | | |
| Weight gain …reported | 44.3 | 34.9 | 39.2 | 47.0 | | | <0.001 | 0.07 | | | | | | | | |
| …not reported | 55.7 | 65.1 | 60.8 | 53.0 | | | <0.001 | 0.07 | | | | | | | | |
| Heart disease …reported | 27.7 | 23.7 | 25.4 | 28.9 | | | 0.051 | 0.04 | | | | | | | | |
| …not reported | 72.3 | 76.3 | 74.6 | 71.1 | | | 0.051 | 0.04 | | | | | | | | |
| Tooth decay …reported | 18.8 | 11.0 | 17.5 | 20.0 | | | <0.001 | 0.07 | | | | | | | | |
| …not reported | 81.2 | 89.0 | 82.5 | 80.0 | | | <0.001 | 0.07 | | | | | | | | |
| Hypertension …reported | 8.2 | 9.0 | 8.7 | 7.9 | | | 0.721 | 0.01 | | | | | | | | |
| …not reported | 91.8 | 91.0 | 91.3 | 92.1 | | | 0.721 | 0.01 | | | | | | | | |
| Cancer …reported | 6.5 | 4.3 | 3.8 | 7.6 | | | <0.001 | 0.07 | | | | | | | | |
| …not reported | 93.5 | 95.7 | 96.2 | 92.4 | | | <0.001 | 0.07 | | | | | | | | |
| **Relative healthiness of drinks: compared to soda** | | | | | | | | | | | | | | | | |
| Fruit juices are…more healthy | 58.5 | 58.7 | 64.4 | 57.7 | | | 0.002 | 0.05 | | | | | | | | |
| …less healthy | 5.4 | 7.7 | 5.9 | 5.0 | | | 0.002 | 0.05 | | | | | | | | |
| …the same | 35.0 | 33.6 | 29.7 | 37.3 | | | 0.002 | 0.05 | | | | | | | | |
| Sports drinks are…more healthy | 21.7 | 25.3 | 27.9 | 20.2 | | | 0.002 | 0.05 | | | | | | | | |
| …less healthy | 20.7 | 24.9 | 21.4 | 20.6 | | | 0.002 | 0.05 | | | | | | | | |
| …the same | 55.3 | 49.8 | 50.7 | 59.2 | | | <0.001 | 0.06 | | | | | | | | |
| **In reference to a 600ml bottle of soda...** | | | | | | | | | | | | | | | | |
| Teaspoons of sugar | | | | | | | | | | | | | | | | |
| Approx correct (11 to 20) | 31.1 | 27.1 | 28.5 | 32.3 | | | 0.091 | 0.04 | | | | | | | | |
| Underestimate (1 to 10) | 56.5 | 60.9 | 60.5 | 54.9 | | | 0.091 | 0.04 | | | | | | | | |
| Overestimate (21+) | 9.9 | 9.4 | 9.2 | 10.0 | | | 0.091 | 0.04 | | | | | | | | |
| Don’t know | 2.5 | 2.7 | 1.7 | 2.7 | | | 0.091 | 0.04 | | | | | | | | |
| Total calories | | | | | | | | | | | | | | | | |
| Approx correct (201 to 300) | 11.0 | 6.4 | 10.7 | 11.7 | | | 0.091 | 0.04 | | | | | | | | |
| Underestimate (0 to 200) | 16.5 | 13.7 | 18.8 | 16.1 | | | 0.091 | 0.04 | | | | | | | | |
| Overestimate (301 to 600) | 17.3 | 16.7 | 16.8 | 17.6 | | | 0.091 | 0.04 | | | | | | | | |
| Large over estimate (601+) | 16.8 | 19.7 | 20.5 | 15.3 | | | 0.091 | 0.04 | | | | | | | | |
| Don’t know | 38.4 | 43.5 | 33.2 | 39.3 | | | <0.001 | 0.07 | | | | | | | | |
| Percent daily calories | | | | | | | | | | | | | | | | |
| Approx correct (10 to 14) | 9.3 | 11.0 | 8.9 | 9.2 | | | 0.091 | 0.04 | | | | | | | | |
| Underestimate (0 to 9) | 7.4 | 9.0 | 5.7 | 7.7 | | | 0.091 | 0.04 | | | | | | | | |
| Overestimate (15 to 40) | 29.2 | 30.6 | 35.1 | 27.5 | | | 0.091 | 0.04 | | | | | | | | |
| Large overestimate (41+) | 29.7 | 27.9 | 27.9 | 30.6 | | | 0.091 | 0.04 | | | | | | | | |
| Don’t know | 24.2 | 21.6 | 22.5 | 25.0 | | | 0.091 | 0.04 | | | | | | | | |
| Minutes of jogging to work off | | | | | | | | | | | | | | | | |
| Approx correct (31 to 60) | 37.3 | 34.1 | 37.1 | 37.9 | | | 0.009 | 0.05 | | | | | | | | |
| Underestimate (1 to 30) | 32.3 | 39.1 | 32.8 | 31.3 | | | 0.009 | 0.05 | | | | | | | | |
| Overestimate (61 to 90) | 5.6 | 2.7 | 5.6 | 5.9 | | | 0.009 | 0.05 | | | | | | | | |
| Large overestimate (91+) | 19.6 | 16.7 | 19.9 | 20.0 | | | 0.009 | 0.05 | | | | | | | | |
| Don’t know | 5.0 | 7.4 | 4.5 | 4.9 | | | 0.039 | 0.05 | | | | | | | | |

Bold cells are statistically significant (based on adjusted standardised residuals).
### Table S2. Knowledge and beliefs related to diet soda consumption.

| Illnesses or health effects associated with DIET soda consumption | Overall | Frequent (5 or more cups per week) | Regular (1 to 4 cups per week) | Infrequent (Monthly or less) | \(\chi^2\) p-value | Cramer’s V |
|---------------------------------------------------------------|---------|-----------------------------------|-------------------------------|----------------------------|------------------|-------------|
| Diabetes ...reported                                           | 30.6    | 15.4                             | 23.2                          | 32.9                       | <0.001           | 0.11        |
| ...not reported                                               | 69.4    | 84.6                             | 76.8                          | 67.1                       | 0.11             |             |
| Weight gain ...reported                                       | 16.4    | 7.1                              | 12.7                          | 17.7                       | 0.08             |             |
| ...not reported                                               | 83.6    | 92.9                             | 87.3                          | 82.3                       | 0.08             |             |
| Heart disease ...reported                                     | 13.3    | 4.4                              | 12.0                          | 14.2                       | <0.001           | 0.07        |
| ...not reported                                               | 86.7    | 95.6                             | 88.0                          | 85.8                       | 0.07             |             |
| Tooth decay ...reported                                       | 6.2     | 4.0                              | 6.6                           | 6.4                        | 0.329            | 0.03        |
| ...not reported                                               | 93.7    | 96.0                             | 93.4                          | 93.6                       | 0.329            |             |
| Hypertension ...reported                                      | 4.4     | 2.2                              | 4.8                           | 4.5                        | 0.237            | 0.03        |
| ...not reported                                               | 95.6    | 97.8                             | 95.2                          | 95.5                       | 0.237            |             |
| Cancer ...reported                                            | 14.7    | 15.0                             | 19.1                          | 14.1                       | 0.033            | 0.05        |
| ...not reported                                               | 85.3    | 85.0                             | 80.9                          | 85.9                       | 0.033            |             |

| Relative healthiness of drinks: compared to soda...            |         |                                  |                               |                            |                  |             |
|----------------------------------------------------------------|---------|-----------------------------------|-------------------------------|--------------------------|------------------|-------------|
| Diet sodas are...more healthy                                  | 21.5    | 57.1                             | 39.6                          | 16.6                      | <0.001           | 0.21        |
| ...less healthy                                               | 25.3    | 8.8                              | 18.5                          | 28.2                      | 0.11             |             |
| ...the same                                                  | 51.3    | 34.1                             | 41.9                          | 55.3                      | 0.11             |             |

Bold cells are statistically significant (based on adjusted standardised residuals).