

**Supplement 1. Survey participant characteristics, weighted descriptive statistics from the 2017 Choose Water Internet Panel Survey<sup>A</sup>**

	Total Sample		Not exposed to the visual[s] <sup>A</sup>	Exposed, but did not discuss the visual[s] <sup>A</sup>	Exposed, and discussed the visual[s] <sup>A</sup>	p-value
	n = 499		n = 282	n = 86	n = 131	
	n	%	%	%	%	
<b>Outcomes</b>						
Agreement with statement, "Intention to give child more water" <sup>C</sup>						0.005
Disagree/Neither Agree nor Disagree/Agree Somewhat	195	42.4	47.6	42.2	24.0	
Agree strongly	304	57.6	52.5	57.8	76.0	
Agreement with statement, "Intention to give child fewer SSBs" <sup>B</sup>						0.002
Disagree/Neither Agree nor Disagree/Agree Somewhat	205	41.1	45.2	46.6	21.0	
Agree strongly	294	58.9	54.8	53.4	79.0	
<b>Covariates</b>						
Gender						0.016
Female	288	71.1	75.9	66.1	58.5	
Male	211	29.0	24.1	33.9	41.5	
Age						0.277
18-29	162	38.7	37.7	48.3	33.2	
30-39	261	44.6	45.8	32.4	52.2	
40-65	76	16.7	16.5	19.3	14.6	
Race/ethnicity						0.000
White, Non-Hispanic	236	16.4	12.9	13.3	32.0	
Hispanic/Latino	158	61.8	65.0	64.5	47.6	
African American/Black	40	10.4	12.1	9.1	6.0	
Asian	45	8.4	7.3	6.4	14.5	
Other	20	3.0	2.8	6.7	0.0	
Education <sup>P</sup>						0.004
High School Graduate and Less	76	23.2	22.9	37.2	10.5	
Some College	135	36.3	38.6	32.4	31.6	
College Graduate +	288	40.6	38.5	30.4	57.9	
Income						0.001
< \$25,000	56	15.3	11.7	24.5	19.2	
\$25,000 - \$49,999	121	34.5	40.1	31.0	18.2	
\$50,000 - \$74,999	184	33.4	35.7	27.5	31.1	

\$75,000 - \$100,000	138	16.8	12.6	17.0	31.6	
Number of children under age 18 in household						0.166
One	185	42.4	44.9	45.0	31.0	
Two	241	38.5	36.8	41.4	41.6	
Three	45	9.9	7.6	9.2	18.4	
Four +	28	9.3	10.7	4.6	8.9	
Agreement with statement "Drinking SSB at a young age can cause child(ren) to gain weight"						0.2124
Agree	397	77.5	76.0	74.7	85.8	
Neutral/Disagree	102	22.5	24.0	25.4	14.2	

<sup>A</sup> Question asked "before taking this survey, had you seen this advertisement or any other images associated with this campaign?" If yes, "did you speak [discuss] with anyone about these ads or did someone bring them up in conversation?" <sup>B</sup> Questions asked how much the participant agree or disagree with "This ad makes me want to give fewer sugar-sweetened beverages to [my children/my grandchildren/the children]." <sup>C</sup> Question asked how much the participant agree or disagree with "This ad makes me want to take action and give [my children/my grandchildren/the children] more water to drink." <sup>D</sup> Two participants had missing information on educational attainment. Note: SSB = sugar-sweetened beverage, Ad = advertisement visual, OR = odds ratio; data are weighted to represent parents ages 18-74 with children under 18 years of age and have a household income less than or equal to \$70,000.