Supplementary Table 1: Factor loadings for nutrition backlash scale

|  | **Factor 1**  | **Uniqueness**  |
| --- | --- | --- |
| I am tired of hearing about what foods I should or should not eat. |  | 0.60  |  | 0.64 |  |
| Dietary recommendations are rarely useful. |  | 0.68  |  | 0.54  |  |
| Scientists really don’t know what foods are good for you. |  | 0.69  |  | 0.52  |  |
| Scientific research provides good guidance about the best foods to eat. (R) |  | .  |  | 0.95  |  |
| I pay attention to new research on food and nutrition. (R) |  | .  |  | 0.99  |  |
|  |
| *Note.*  No rotation method applied. Items marked (R) have been reverse scored. Loadings less than .4 have been suppressed. |

Supplementary Table 2: Exposure to conflicting nutritional information from multiple media channels in the past 12 months.

|  |  |  |
| --- | --- | --- |
| Level of CNI Exposure | N | % |
| Not at all | 118 | 17.5 |
| A little | 288 | 42.7 |
| Some | 179 | 26.5 |
| A lot | 90 | 13.3 |