**Supplementary Table 1**: Toddler milk survey items

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| Prompt | The next questions are about toddler milks. Toddler milks are intended for children at least 12 months old. They are different from formulas like Enfamil and Similac that are for babies younger than 12 months old. The picture below shows two examples of toddler milks.[Images of Nido Kinder 1+ and Enfagrow Toddler Next Step were shown] |  |
| Familiarity  | Have you ever seen toddler milks in grocery stores, convenience stores, or stores like WalMart? | 1=Yes0=No [skip to reasons general] |
| Ever purchased | How many times have you bought toddler milks for your children? | 0=Never [skip to reasons general]1=1-2 times2=3-4 times3=5-9 times4=10 or more times |
| Reasons Personal | What were your reasons for buying toddler milk for your children? (Check all that apply) | 1=To save money2=To help with my children’s growth3=To help with my children’s brain development4=To provide nutrients and vitamins5=Because my children were/are picky eaters6=Because toddler milk is healthy7=Because my children like the taste of toddler milk8=Because my children do not like the taste of regular milk9=Because toddler milk is healthier than regular milk10=Because I grew up drinking this kind of milk11=Other: \_\_\_\_\_\_\_ |
| Reasons General  | Why do you think parents would want their children to drink toddler milk? (Check all that apply)[Images of Nido Kinder 1+ and Enfagrow Toddler Next Step were shown again] | 1=To save money2=To help children’s growth3=To help children’s brain development4=To provide nutrients and vitamins5=To help picky eaters6=Because toddler milk is healthy7=Because children like the taste of toddler milk8=Because children do not like the taste of regular milk9=Because toddler milk is healthier than regular milk10=Because parents grew up drinking this kind of milk11=Other: \_\_\_\_\_\_\_ |
| Comparative healthfulness | Compared to regular milk, toddler milk is… | 1=Much less healthy23=As healthy45=Much healthier |
| Perceptions of healthfulness**Adapted from (Bollard et al., 2016)** | How healthy or unhealthy would it be for a toddler to drink this beverage every day?[Image of Nido Kinder 1+ was shown] | 1=Unhealthy2345=Healthy |
| Claims | [Image of Nido Kinder 1+ was shown again]This product says “Helps support healthy growth.” What does the phrase “Helps support healthy growth” tell you about the product? | [open-ended] |
| Claims | This product says “Immunity.” What does the word “Immunity” tell you about the product? | [open-ended] |