

Table S1 Quiz Summary

Respondent ID	Quiz Summary			Quiz Results			Do you know what	Did you already
	Score	Points	Percentile	Correct	Incorrect	Total_Questions	is ultra-processed food?	know this definition?
	80%	8/10	88%	8	2	10	Yes	No
	50%	5/10	27%	5	5	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	Yes
	90%	9/10	99%	9	1	10	Yes	No
	50%	5/10	27%	5	5	10	Yes	Yes
	40%	4/10	12%	4	6	10	Yes	No
	50%	5/10	27%	5	5	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	No
	40%	4/10	12%	4	6	10	No	No
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	Yes
	90%	9/10	99%	9	1	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	Yes
	50%	5/10	27%	5	5	10	Yes	No
	50%	5/10	27%	5	5	10	Yes	No
	60%	6/10	46%	6	4	10	No	No
	50%	5/10	27%	5	5	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	Yes
	50%	5/10	27%	5	5	10	No	No
	90%	9/10	99%	9	1	10	No	No
	40%	4/10	12%	4	6	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	50%	5/10	27%	5	5	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	Yes
	50%	5/10	27%	5	5	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	No
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	90%	9/10	99%	9	1	10	Yes	No
	80%	8/10	88%	8	2	10	No	No
	70%	7/10	68%	7	3	10	Yes	No
	50%	5/10	27%	5	5	10	Yes	No
	50%	5/10	27%	5	5	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	No
	30%	3/10	4%	3	7	10	Yes	No

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	30%	3/10	4%	3	7	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	Yes
	80%	8/10	88%	8	2	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	No
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	60%	6/10	46%	6	4	10	Yes	No
	50%	5/10	27%	5	5	10	Yes	No
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	70%	7/10	68%	7	3	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
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	60%	6/10	46%	6	4	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	Yes
	50%	5/10	27%	5	5	10	Yes	No
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	70%	7/10	68%	7	3	10	Yes	No
	100%	10/10	100%	10	0	10	Yes	Yes
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	90%	9/10	99%	9	1	10	Yes	No
	50%	5/10	27%	5	5	10	Yes	No
	60%	6/10	46%	6	4	10	No	No
	70%	7/10	68%	7	3	10	Yes	Yes
	80%	8/10	88%	8	2	10	No	No
	60%	6/10	46%	6	4	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	No
	20%	2/10	1%	2	8	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	Yes
	80%	8/10	88%	8	2	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	Yes

Table S1 Quiz Summary

Respondent ID	Quiz Summary			Quiz Results			Do you know what	Did you already
	Score	Points	Percentile	Correct	Incorrect	Total_Questions	is ultra-processed food?	know this definition?
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	Yes
	50%	5/10	27%	5	5	10	Yes	No
	70%	7/10	68%	7	3	10	No	No
	20%	2/10	1%	2	8	10	Yes	Yes
	40%	4/10	12%	4	6	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	Yes
	50%	5/10	27%	5	5	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	No
	30%	3/10	4%	3	7	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	Yes
	80%	8/10	88%	8	2	10	Yes	Yes
	80%	8/10	88%	8	2	10	Yes	No
	50%	5/10	27%	5	5	10	Yes	Yes
	40%	4/10	12%	4	6	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	Yes
	80%	8/10	88%	8	2	10	Yes	No
	100%	10/10	100%	10	0	10	No	No
	70%	7/10	68%	7	3	10	No	No
	50%	5/10	27%	5	5	10	Yes	Yes
	30%	3/10	4%	3	7	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	40%	4/10	12%	4	6	10	No	No
	50%	5/10	27%	5	5	10	Yes	Yes
	50%	5/10	27%	5	5	10	No	No
	60%	6/10	46%	6	4	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	Yes
	40%	4/10	12%	4	6	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	Yes
	90%	9/10	99%	9	1	10	Yes	Yes
	30%	3/10	4%	3	7	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	60%	6/10	46%	6	4	10	No	No
	90%	9/10	99%	9	1	10	Yes	Yes
	90%	9/10	99%	9	1	10	Yes	No
	50%	5/10	27%	5	5	10	Yes	Yes
	70%	7/10	68%	7	3	10	No	No
	50%	5/10	27%	5	5	10	Yes	No

Table S1 Quiz Summary

Respondent ID	Quiz Summary			Quiz Results			Do you know what	Did you already
	Score	Points	Percentile	Correct	Incorrect	Total_Questions	is ultra-processed food?	know this definition?
	50%	5/10	27%	5	5	10	No	No
	60%	6/10	46%	6	4	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	Yes
	70%	7/10	68%	7	3	10	No	No
	70%	7/10	68%	7	3	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	40%	4/10	12%	4	6	10	Yes	No
	50%	5/10	27%	5	5	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	50%	5/10	27%	5	5	10	Yes	No
	60%	6/10	46%	6	4	10	No	No
	50%	5/10	27%	5	5	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	50%	5/10	27%	5	5	10	Yes	Yes
	50%	5/10	27%	5	5	10	Yes	Yes
	90%	9/10	99%	9	1	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	No
	30%	3/10	4%	3	7	10	Yes	Yes
	80%	8/10	88%	8	2	10	Yes	Yes
	40%	4/10	12%	4	6	10	Yes	Yes
	40%	4/10	12%	4	6	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	Yes
	80%	8/10	88%	8	2	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	Yes
	50%	5/10	27%	5	5	10	Yes	Yes
	70%	7/10	68%	7	3	10	No	No
	70%	7/10	68%	7	3	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	No
	90%	9/10	99%	9	1	10	No	No
	60%	6/10	46%	6	4	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	70%	7/10	68%	7	3	10	No	No
	90%	9/10	99%	9	1	10	Yes	No
	80%	8/10	88%	8	2	10	No	No
	60%	6/10	46%	6	4	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	Yes
	40%	4/10	12%	4	6	10	Yes	Yes
	80%	8/10	88%	8	2	10	Yes	No
	40%	4/10	12%	4	6	10	No	No

Table S1 Quiz Summary

Respondent ID	Quiz Summary			Quiz Results			Do you know what	Did you already
	Score	Points	Percentile	Correct	Incorrect	Total_Questions	is ultra-processed food?	know this definition?
	40%	4/10	12%	4	6	10	Yes	No
	30%	3/10	4%	3	7	10	Yes	Yes
	50%	5/10	27%	5	5	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	Yes
	80%	8/10	88%	8	2	10	Yes	Yes
	80%	8/10	88%	8	2	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	88%	8	2	10	No	No
	30%	3/10	4%	3	7	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	Yes
	80%	8/10	88%	8	2	10	Yes	Yes
	60%	6/10	46%	6	4	10	No	No
	80%	8/10	88%	8	2	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	Yes
	40%	4/10	12%	4	6	10	No	No
	50%	5/10	27%	5	5	10	Yes	Yes
	70%	7/10	68%	7	3	10	No	No
	70%	7/10	68%	7	3	10	Yes	No
	60%	6/10	46%	6	4	10	No	No
	60%	6/10	46%	6	4	10	No	No
	40%	4/10	12%	4	6	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	Yes
	80%	8/10	88%	8	2	10	No	No
	50%	5/10	27%	5	5	10	No	No
	60%	6/10	46%	6	4	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	40%	4/10	12%	4	6	10	No	No
	70%	7/10	68%	7	3	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	No
	20%	2/10	1%	2	8	10	Yes	Yes
	70%	7/10	68%	7	3	10	No	No
	30%	3/10	4%	3	7	10	Yes	No
	30%	3/10	4%	3	7	10	Yes	No
	30%	3/10	4%	3	7	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	50%	5/10	27%	5	5	10	No	No

Table S1 Quiz Summary

Respondent ID	Quiz Summary			Quiz Results			Do you know what	Did you already
	Score	Points	Percentile	Correct	Incorrect	Total_Questions	is ultra-processed food?	know this definition?
	30%	3/10	4%	3	7	10	Yes	Yes
	80%	8/10	88%	8	2	10	Yes	No
	40%	4/10	12%	4	6	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	Yes
	40%	4/10	12%	4	6	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	No
	40%	4/10	12%	4	6	10	No	No
	20%	2/10	1%	2	8	10	Yes	No
	40%	4/10	12%	4	6	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	Yes
	50%	5/10	27%	5	5	10	No	No
	50%	5/10	27%	5	5	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	50%	5/10	27%	5	5	10	No	No
	40%	4/10	12%	4	6	10	No	No
	70%	7/10	68%	7	3	10	Yes	No
	80%	8/10	88%	8	2	10	No	No
	70%	7/10	68%	7	3	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	Yes
	90%	9/10	99%	9	1	10	No	No
	80%	8/10	88%	8	2	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	No
	80%	8/10	88%	8	2	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	Yes
	100%	10/10	100%	10	0	10	Yes	Yes
	90%	9/10	99%	9	1	10	Yes	Yes
	90%	9/10	99%	9	1	10	Yes	Yes
	100%	10/10	100%	10	0	10	Yes	Yes
	50%	5/10	27%	5	5	10	Yes	Yes
	50%	5/10	27%	5	5	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	Yes
	90%	9/10	99%	9	1	10	Yes	Yes

Table S1 Quiz Summary

Respondent ID	Quiz Summary			Quiz Results			Do you know what	Did you already
	Score	Points	Percentile	Correct	Incorrect	Total_Questions	is ultra-processed food?	know this definition?
	60%	6/10	46%	6	4	10	Yes	Yes
	100%	10/10	100%	10	0	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	Yes
	80%	8/10	88%	8	2	10	Yes	Yes
	50%	5/10	25%	5	5	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	Yes
	80%	8/10	89%	8	2	10	No	No
	70%	7/10	68%	7	3	10	Yes	No
	80%	8/10	89%	8	2	10	No	No
	40%	4/10	10%	4	6	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	40%	4/10	10%	4	6	10	Yes	Yes
	70%	7/10	68%	7	3	10	No	No
	60%	6/10	46%	6	4	10	No	No
	60%	6/10	46%	6	4	10	Yes	No
	40%	4/10	10%	4	6	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	100%	10/10	100%	10	0	10	Yes	Yes
	70%	7/10	68%	7	3	10	No	No
	60%	6/10	46%	6	4	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	Yes
	80%	8/10	89%	8	2	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	Yes
	90%	9/10	99%	9	1	10	Yes	Yes
	60%	6/10	46%	6	4	10	No	No
	50%	5/10	25%	5	5	10	No	Yes
	70%	7/10	68%	7	3	10	Yes	Yes
	30%	3/10	3%	3	7	10	No	No
	80%	8/10	89%	8	2	10	Yes	No
	50%	5/10	25%	5	5	10	No	No
	50%	5/10	25%	5	5	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	Yes
	50%	5/10	25%	5	5	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	40%	4/10	10%	4	6	10	No	No
	80%	8/10	89%	8	2	10	Yes	No
	50%	5/10	25%	5	5	10	No	No
	80%	8/10	89%	8	2	10	Yes	Yes
	70%	7/10	68%	7	3	10	No	No
	80%	8/10	89%	8	2	10	Yes	Yes

Table S1 Quiz Summary

Respondent ID	Quiz Summary			Quiz Results			Do you know what	Did you already
	Score	Points	Percentile	Correct	Incorrect	Total_Questions	is ultra-processed food?	know this definition?
	60%	6/10	46%	6	4	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	40%	4/10	10%	4	6	10	No	No
	80%	8/10	89%	8	2	10	Yes	Yes
	50%	5/10	25%	5	5	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	Yes
	80%	8/10	89%	8	2	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	Yes
	60%	6/10	46%	6	4	10	No	No
	60%	6/10	46%	6	4	10	No	No
	80%	8/10	89%	8	2	10	No	No
	50%	5/10	25%	5	5	10	Yes	No
	0%	0/10	0%	0	10	10	Yes	Yes
	50%	5/10	25%	5	5	10	No	No
	50%	5/10	25%	5	5	10	Yes	Yes
	50%	5/10	25%	5	5	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	60%	6/10	46%	6	4	10	No	No
	60%	6/10	46%	6	4	10	No	No
	40%	4/10	10%	4	6	10	Yes	Yes
	80%	8/10	89%	8	2	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	70%	7/10	68%	7	3	10	No	No
	90%	9/10	99%	9	1	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	80%	8/10	89%	8	2	10	No	No
	70%	7/10	68%	7	3	10	Yes	Yes
	80%	8/10	89%	8	2	10	No	No
	60%	6/10	46%	6	4	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	No
	80%	8/10	89%	8	2	10	No	No
	70%	7/10	68%	7	3	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	30%	3/10	3%	3	7	10	Yes	Yes
	30%	3/10	3%	3	7	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	Yes
	80%	8/10	89%	8	2	10	Yes	No

Table S1 Quiz Summary

Respondent ID	Quiz Summary			Quiz Results			Do you know what	Did you already
	Score	Points	Percentile	Correct	Incorrect	Total_Questions	is ultra-processed food?	know this definition?
	80%	8/10	89%	8	2	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	Yes
	20%	2/10	1%	2	8	10	Yes	Yes
	80%	8/10	89%	8	2	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	90%	9/10	99%	9	1	10	No	No
	50%	5/10	25%	5	5	10	No	No
	60%	6/10	46%	6	4	10	No	No
	80%	8/10	89%	8	2	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	Yes
	80%	8/10	89%	8	2	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	Yes
	50%	5/10	25%	5	5	10	No	No
	70%	7/10	68%	7	3	10	Yes	No
	80%	8/10	89%	8	2	10	No	No
	80%	8/10	89%	8	2	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	Yes
	80%	8/10	89%	8	2	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	50%	5/10	25%	5	5	10	No	No
	60%	6/10	46%	6	4	10	Yes	No
	60%	6/10	46%	6	4	10	No	No
	40%	4/10	10%	4	6	10	No	No
	80%	8/10	89%	8	2	10	Yes	No
	90%	9/10	99%	9	1	10	No	No
	40%	4/10	10%	4	6	10	No	No
	50%	5/10	25%	5	5	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	100%	10/10	100%	10	0	10	Yes	Yes
	80%	8/10	89%	8	2	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	40%	4/10	10%	4	6	10	No	No
	60%	6/10	46%	6	4	10	Yes	No

Table S1 Quiz Summary

Respondent ID	Quiz Summary			Quiz Results			Do you know what	Did you already
	Score	Points	Percentile	Correct	Incorrect	Total_Questions	is ultra-processed food?	know this definition?
	40%	4/10	10%	4	6	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	90%	9/10	99%	9	1	10	No	No
	80%	8/10	89%	8	2	10	Yes	Yes
	80%	8/10	89%	8	2	10	Yes	No
	80%	8/10	89%	8	2	10	No	No
	30%	3/10	3%	3	7	10	No	No
	70%	7/10	68%	7	3	10	Yes	No
	80%	8/10	89%	8	2	10	No	No
	40%	4/10	10%	4	6	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	Yes
	50%	5/10	25%	5	5	10	No	No
	70%	7/10	68%	7	3	10	Yes	No
	80%	8/10	89%	8	2	10	No	No
	70%	7/10	68%	7	3	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	70%	7/10	68%	7	3	10	No	No
	30%	3/10	3%	3	7	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	80%	8/10	89%	8	2	10	No	No
	60%	6/10	46%	6	4	10	Yes	Yes
	90%	9/10	99%	9	1	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	Yes
	100%	10/10	100%	10	0	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	50%	5/10	25%	5	5	10	No	No

Table S1 Quiz Summary

Respondent ID	Quiz Summary			Quiz Results			Do you know what	Did you already
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	60%	6/10	46%	6	4	10	No	No
	70%	7/10	68%	7	3	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	Yes
	80%	8/10	89%	8	2	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	Yes
	80%	8/10	89%	8	2	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	Yes
	50%	5/10	25%	5	5	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	No
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	80%	8/10	89%	8	2	10	No	No
	80%	8/10	89%	8	2	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	Yes
	80%	8/10	89%	8	2	10	No	No
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	80%	8/10	89%	8	2	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	Yes
	30%	3/10	3%	3	7	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	30%	3/10	3%	3	7	10	Yes	Yes
	60%	6/10	46%	6	4	10	No	No
	70%	7/10	68%	7	3	10	Yes	No
	40%	4/10	10%	4	6	10	Yes	No

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	90%	9/10	99%	9	1	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	Yes
	60%	6/10	46%	6	4	10	No	No
	40%	4/10	10%	4	6	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	No
	30%	3/10	3%	3	7	10	Yes	No
	90%	9/10	99%	9	1	10	No	No
	70%	7/10	68%	7	3	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	40%	4/10	10%	4	6	10	Yes	No
	80%	8/10	89%	8	2	10	No	No
	60%	6/10	46%	6	4	10	Yes	Yes
	40%	4/10	10%	4	6	10	No	No
	70%	7/10	68%	7	3	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	100%	10/10	100%	10	0	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	70%	7/10	68%	7	3	10	No	No
	70%	7/10	68%	7	3	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	Yes
	70%	7/10	68%	7	3	10	No	No
	60%	6/10	46%	6	4	10	No	No
	50%	5/10	25%	5	5	10	Yes	Yes
	80%	8/10	89%	8	2	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	Yes
	80%	8/10	89%	8	2	10	Yes	No
	50%	5/10	25%	5	5	10	No	No
	80%	8/10	89%	8	2	10	Yes	No
	40%	4/10	10%	4	6	10	No	No
	90%	9/10	99%	9	1	10	No	No

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	Score	Points	Percentile	Correct	Incorrect	Total_Questions	is ultra-processed food?	know this definition?
	80%	8/10	89%	8	2	10	Yes	No
	80%	8/10	89%	8	2	10	No	No
	90%	9/10	99%	9	1	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	50%	5/10	25%	5	5	10	No	No
	80%	8/10	89%	8	2	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	70%	7/10	68%	7	3	10	No	No
	50%	5/10	25%	5	5	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	Yes
	50%	5/10	25%	5	5	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	Yes
	90%	9/10	99%	9	1	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	Yes
	90%	9/10	99%	9	1	10	No	No
	70%	7/10	68%	7	3	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	30%	3/10	3%	3	7	10	Yes	No
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	60%	6/10	46%	6	4	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
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	80%	8/10	89%	8	2	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	40%	4/10	10%	4	6	10	Yes	Yes
	60%	6/10	46%	6	4	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No

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	80%	8/10	89%	8	2	10	No	No
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	100%	10/10	100%	10	0	10	No	No
	50%	5/10	25%	5	5	10	No	No
	50%	5/10	25%	5	5	10	Yes	Yes
	50%	5/10	25%	5	5	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	Yes
	70%	7/10	68%	7	3	10	Yes	Yes
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	70%	7/10	68%	7	3	10	Yes	No
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	50%	5/10	25%	5	5	10	Yes	Yes
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	50%	5/10	25%	5	5	10	Yes	No
	40%	4/10	10%	4	6	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
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	70%	7/10	68%	7	3	10	Yes	Yes
	80%	8/10	89%	8	2	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No

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	60%	6/10	46%	6	4	10	Yes	No
	70%	7/10	68%	7	3	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	60%	6/10	46%	6	4	10	Yes	No
	50%	5/10	25%	5	5	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	Yes
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	50%	5/10	26%	5	5	10	Yes	Yes
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	50%	5/10	26%	5	5	10	Yes	No
	90%	9/10	99%	9	1	10	Yes	No
	50%	5/10	26%	5	5	10	Yes	No
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	80%	8/10	89%	8	2	10	Yes	No
	80%	8/10	89%	8	2	10	Yes	No