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**Alternative Note:**

**Application for Open Data Badge**

1. Provide the URL, doi, or other **permanent path** for accessing the data in a **public, open-access repository**:

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### Application for Preregistered Badge

1. Provide the URL, doi, or other **permanent path** to the **public** registration in a **public, open-access repository**.\*

Study 1: <https://clinicaltrials.gov/ct2/show/NCT02744859>

Study 2: <https://osf.io/wqk65/register/5771ca429ad5a1020de2872e>

Study 3: <https://clinicaltrials.gov/ct2/show/NCT02947802>

2. Was the analysis plan registered prior to examination of the data or observing the outcomes? If no, explain.\*\*

Yes, all studies were pre-registered before they began.

3. Were there additional registrations for the study other than the one reported? If yes, provide links and explain.\*

No.

4. Were there any changes to the preregistered analysis plan for the primary confirmatory analysis? If yes, explain.\*\*

Study 1: No. From the outset, our intention was to use proportion of sugary drinks purchased as our primary outcome because as described in the manuscript, we deemed it superior to a measure of absolute units of sugary drink purchases in this context. However, we note that there is a disconnect between our intention and the Clinical Trials registration (ClinicalTrials.gov lists the outcome in absolute units). The reason for this is that when we first attempted to pre-register the proportion measure on ClinicalTrials.gov, the administrator rejected the measure, providing feedback which we interpreted as mandating that the outcome be a raw measure (i.e., absolute unit sales) as opposed to a transformation (e.g., proportion sales). After changing the outcome to a raw measure (i.e., absolute unit sales) the pre-registration was accepted. We were very surprised to have our outcome measure rejected so we saved the email from Clinical Trials as well as a screenshot of our attempt at preregistering the proportion measure, and would be happy to provide these to you upon request.

We disclosed all of this to the AE during the review process, who was understanding and advised us to report the results using both the proportion measure and the absolute measure. We followed his advice: the manuscript reports the results using both outcomes; the primary analysis holds across outcome measures. We also acknowledge the trials registration issue in footnote 1 of the manuscript.

Study 2: No.

Study 3: No.

5. Are all of the analyses described in the registered plan reported in the article? If no, explain.\*

Study 1: Yes

Study 2: When it comes to our primary, confirmatory analyses the answer is yes, we report the primary analyses as reflected on the preregistration (i.e., t-test of the effect of the labels on outcome and predicted mediation pathway).

When it comes to exploratory analyses we had pre-registered as secondary analyses (i.e., exploring whether individual characteristics might moderate our effect), the answer is no. These exploratory secondary analyses are not in the paper because they do not affect the basic conclusions of the paper and considering the package as a whole,

seemed extraneous. Also, in some cases the sample size was too small to meaningfully explore these possible moderators (e.g., only 16 participants self-reported being obese). If you would like though, we can run them and report them in an appendix (or even in the main paper itself, based on your guidance).

Study 3: Yes

\*No badge will be awarded if (1) is not provided, **or** if (3) is answered “yes” without strong justification, **or** if (5) is answered “no” without strong justification.

\*\*If the answer to (2) is “no,” the notation DE (Data Exist) will be added to the badge, indicating that registration postdates realization of the outcomes but predates analysis. If the answer to (4) is “yes” with strong justification for changes, the notation TC (Transparent Changes) will be added to the badge, indicating that the analysis plan was altered but the preregistered analyses and rationale for the change are provided.

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Name: Leslie John  \_\_\_\_\_ Date: 2/22/18 \_\_\_\_\_