**Supplemental Table 1.** Sample Questions from Semi-Structured Interviews

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| **Questions in English** | **Questions in Spanish** |
| **Do you know about the taxation of sugar drinks in Mexico?** | **¿Has escuchado del impuesto que tienes todas las bebidas azucaradas en México?** |
| If the answer is yes: Tell me what you know about it. Where did you hear about the tax? Do you know why the price went up? Do you know by how much? If the answer is no, explain: *In Mexico, the price of sugar containing beverages increased by 10%. So for example, if a 1 litre bottle of soft drink increases in price by 10%, it means that instead of you paying 10 pesos you will pay 11 pesos.* | Si la respuesta es sí: Platícame que has escuchado del impuesto, ¿Dónde escuchaste esto? ¿Sabes por qué subió el precio? ¿Sabes cuánto subió? Si la respuesta es no explicar: *En México, los precios de las bebidas azucaras subieron un 10%. Por ejemplo, si comparas una botella de soda de 1 litro el precio va a subir aproximadamente 1 peso, ósea en vez de pagar 10 pesos vas a pagar 11 pesos.* |
| **Tell me about how the increase in the price of sugary drinks has affected how often you buy/drink them. Do you think this increase in the price would affect how often you buy/drink sugary drinks? Would you stop buying SSBs because of the tax?** | **Platícame como este aumento de precio ha afectado que tanto compras/tomas bebidas azucarada ¿Crees que el aumento de precio va afectar tu consumo de bebidas azucaradas? ¿Dejarías de comprar bebidas azucaradas por el impuesto?** |
| Why do you think that is? | ¿Porque eso? |
| **Would you buy anything else instead? What would you drink instead of sugary drinks?** | **¿Comprarías otra cosa en lugar de estas bebidas con azucaradas? ¿Que tomarías en vez de bebidas azucaradas?** |
| **Do you think the tax will reduce intake of sugary drinks?** | **¿Crees que es impuesto pueda funcionar para disminuir el consumo de bebidas azucaradas?** |
| Why do you think that is? | ¿Por qué crees eso? |

**Supplemental Table 2.** Codes and themes resulted from the interviews.

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| **Themes** | **Codes** |
| 1. Awareness or lack of awareness of taxation | Inflation awareness |
| Aware vs. not aware |
| 2) Perceptions on effectiveness of tax | Effective vs. no effective |
| Tax indifference |
| Tax insensitive |
| Effective for Low-income |
| 3) Reason why the tax is not effective | ‘Addiction’ to SSBs |
| Higher tax needed/price |
| Taste |
| Purchase whim/need over price |
| Afford despite the tax |
| 4) Substitution behaviours |  |