Supplementary Appendix

Pictorial and textual warning labels used in this study

For each warning label, average ratings of perceived informativeness and emotion are provided.

Perceived informativeness scale (Info) comprised items measuring to what extent the label was informative, gave participants a better understanding of the consequences of smoking, was based on facts, presented something that happened in real life, and portrayed an actual risk of smoking.

Emotion scale (Emo) consisted of questions measuring to what extent participants felt negative emotions (sad, angry, afraid, guilty, disgusted, worried) while looking at each label.

All items were on 1 (not at all) to 9 (extremely) rating scale.
Pictorial Warning Labels

1. **Info = 6.53**
   **Emo = 4.56**

2. **Info = 6.60**
   **Emo = 4.78**

3. **Info = 6.92**
   **Emo = 4.74**

4. **Info = 6.61**
   **Emo = 4.83**
WARNING: Cigarettes cause strokes and heart disease.

1-800-QUIT-NOW

Info = 6.65
Emo = 4.62

WARNING: Smoking during pregnancy can harm your baby.

1-800-QUIT-NOW

Info = 6.90
Emo = 4.92

WARNING: Smoking can kill you.

1-800-QUIT-NOW

Info = 6.40
Emo = 4.67

WARNING: Tobacco smoke causes fatal lung disease in nonsmokers.

1-800-QUIT-NOW

Info = 6.52
Emo = 4.64
WARNING: Quitting smoking now greatly reduces serious risks to your health.

Info = 5.72
Emo = 3.32

Info = 6.29
Emo = 4.78

Info = 5.42
Emo = 4.52

Info = 6.66
Emo = 4.71
Cancer
Info = 5.87
Emo = 4.30

Smoking causes heart disease
Info = 6.67
Emo = 4.83

Smoking causes heart disease
Info = 6.59
Emo = 4.57

Smoking causes heart disease
Info = 6.53
Emo = 4.68
Cigarettes contain more than 4,000 toxic substances

Info = 5.96
Emo = 4.32

Cigarettes contain radioactive polonium-210

Info = 4.96
Emo = 4.00

Info = 6.18
Emo = 4.29

Info = 6.37
Emo = 4.02
Comparative Causes of Annual Deaths in the U.S.

how long can you live?

Info = 6.48
Emo = 4.31

Info = 5.79
Emo = 4.10

Smoking is highly addictive

Info = 6.36
Emo = 4.14

Info = 5.30
Emo = 3.99
Info = 6.18
Emo = 5.20

Info = 7.00
Emo = 5.01

Info = 6.88
Emo = 4.96

Info = 4.77
Emo = 3.64
Smoking causes impotence

Info = 5.86
Emo = 3.58

Smoking causes impotence

Info = 5.54
Emo = 3.63

Smoking causes impotence

Info = 5.89
Emo = 3.72

Smoking causes impotence

Info = 6.03
Emo = 4.50
Smoking causes gangrene
Info = 6.04
Emo = 4.89

Smoking causes cancer
Info = 6.71
Emo = 5.13

Smoking clogs arteries
Info = 6.72
Emo = 4.60

Smoking causes lung cancer
Info = 6.87
Emo = 4.79
Smoking causes strokes

Info = 6.57
Emo = 4.46
Text Warning Labels

WARNING: Cigarettes are addictive.
Info = 6.47
Emo = 3.93

WARNING: Tobacco smoke can harm your children.
Info = 6.43
Emo = 4.31

WARNING: Cigarettes cause fatal lung disease.
Info = 6.51
Emo = 4.33

WARNING: Cigarettes cause cancer.
Info = 6.50
Emo = 4.22
WARNING: Cigarettes cause strokes and heart disease.

Info = 6.76
Emo = 4.21

WARNING: Smoking during pregnancy can harm your baby.

Info = 6.82
Emo = 4.41

WARNING: Smoking can kill you.

Info = 6.35
Emo = 4.40

WARNING: Tobacco smoke causes fatal lung disease in nonsmokers.

Info = 6.39
Emo = 4.49
WARNING: Quitting smoking now greatly reduces serious risks to your health.

Info = 6.04  
Emo = 3.53

Caution: Cigarette Smoking May be Hazardous to Your Health

Info = 6.24  
Emo = 3.98

Warning: The Surgeon General Has Determined that Cigarette Smoking is Dangerous to Your Health

Info = 6.26  
Emo = 3.92

SURGEON GENERAL’S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Info = 6.96  
Emo = 4.27
CANCER
Info = 6.28
Emo = 4.33

ADDITION
Info = 6.07
Emo = 3.94

IMPOTENCE
Info = 5.29
Emo = 3.63

Smoke contains benzene, nitrosamines, formaldehyde and hydrogen cyanide
Info = 6.30
Emo = 4.37
Tobacco smoke contains fine particles that can damage the respiratory system.

Info = 6.44
Emo = 4.18

You’re addicted to an insecticide. Which explains a lot.

Info = 5.34
Emo = 3.97

Imagine telling your child you have cancer

Info = 6.26
Emo = 5.00

Brother. Mother. Friend. Dead from smoking. What would they want you to do?

Info = 5.84
Emo = 4.52
Imagine if you gave your kid asthma?

80% of lung cancer victims die within 3 years

Smokers are up to 4 times more likely to develop heart disease than non-smokers

Smoking kills more people than heroin, rattlesnakes, earthquakes, floods, rabid dogs, shotguns, house fires, tornados, drunken drivers, and all the wars we’ve fought combined
“Smoking caused my lungs to collapse four times before I was diagnosed with Emphysema at 42. Without my oxygen tank, it feels like I’m breathing through a straw. Just breathing is torture.”

Lena

Info = 6.90
Emo = 4.70

“I wish I had never started smoking. I was diagnosed with cancer of the larynx when I was 48. I had to have my vocal cords removed, and now I breathe through a hole in my throat.”

Leroy

Info = 6.87
Emo = 4.70

“The thing that makes me panic in the middle of the night... When I think about getting a call for the lung transplant... I’m afraid that when I wake the kids up and tell them goodbye it might be for the last time...”

Pam, 31 died from smoking-related emphysema on her driveway with her two children holding her hands

Info = 6.40
Emo = 4.73

Smoking can be harder to quit than heroin or cocaine

Info = 6.15
Emo = 4.11
The nicotine says you can’t quit. That’s the addiction talking.

Most smokers take 6-11 attempts to quit. Nicotine is highly addictive.

Smoking doesn’t just kill you. It plays with you first.

Can you see the ghosts in cigarette smoke?

Info = 5.96
Emo = 3.87

Info = 6.62
Emo = 4.08

Info = 5.45
Emo = 4.03

Info = 4.34
Emo = 3.62
Someone gave you your first cigarette.
And you said, “Thanks”


Keep smoking. You’ll only come up 12 years short.

You smoke and wear your seatbelt?
Make up your mind.