

Supplementary Table 1. Unadjusted ordinal logistic regression model results for the effects of labeling condition on self-reported attention and responses to cigarette labeling

Outcome	Treatment group	Unadjusted Results	
		OR(95% CI)	P-value
Frequency of Noticing	Control	Ref.	
	Insert-only	3.16(1.82-5.46)	<0.001
	PHWLs-only	2.43(1.44-4.09)	0.001
	Inserts+PHWLs	6.70 (3.80-11.80)	<0.001
Frequency of Reading	Control	Ref.	
	Insert-only	2.74 (1.59-4.71)	<0.001
	PHWLs-only	1.61 (0.96-2.69)	0.069
	Inserts+PHWLs	4.77 (2.78-8.17)	<0.001
Frequency of thinking about smoking risks	Control	Ref.	
	Insert-only	1.73 (1.01-2.98)	0.047
	PHWLs-only	1.76 (1.04-2.96)	0.034
	Inserts+PHWLs	3.30 (1.92-5.65)	<0.001
Frequency of thinking about cessation benefits	Control	Ref.	
	Insert-only	1.62 (0.95-2.75)	0.075
	PHWLs-only	1.35 (0.80-2.28)	0.260
	Inserts+PHWLs	2.64 (1.57-4.47)	<0.001
Frequency of talking about labels	Control	Ref.	
	Insert-only	2.17 (1.24-3.81)	0.007
	PHWLs-only	2.45 (1.41-4.24)	0.001
	Inserts+PHWLs	3.64 (2.07-6.43)	<0.001
Frequency of forgoing cigarettes due to labels	Control	Ref.	
	Insert-only	1.49 (0.77-2.64)	0.234
	PHWLs-only	1.37 (0.71-2.64)	0.346
	Inserts+PHWLs	2.34 (1.25-4.38)	0.008

1. adjusted by: age, sex, race, education, health literacy, number of cigarettes per day, intent to quit, quit attempt, and self-efficacy (all assessed at baseline); *: p-value of t-test (compared to control group) <0.05; **: p-value of t-test (compared to control group) <0.01; ***: p-value of t-test (compared to control group) <0.001

Supplementary Table 2. Adjusted¹ ordinal logistic regression model results for the effects of labeling condition on self-reported attention and responses to cigarette labeling

Outcome	Treatment group	Adjusted Odds Ratio (95% CI)	Adjusted Odds Ratio (95% CI)
Frequency of Noticing	Control	0.28 (0.16-0.50)***	0.41 (0.24-0.70)***
	Insert-only	Ref.	1.44 (0.81-2.55)
	PHWLs-only	0.70 (0.39-1.24)	Ref.
	Inserts+PHWLs	1.95 (1.07-3.57)*	2.80 (1.56-5.02)***
Frequency of Reading	Control	0.35 (0.20-0.61)***	0.58 (0.34-1.00)*
	Insert-only	Ref.	1.69 (0.96-2.97)
	PHWLs-only	0.59 (0.34-1.04)	Ref.
	Inserts+PHWLs	1.86 (1.05-3.31)*	3.14 (1.80-5.48)***
Frequency of thinking about smoking risks	Control	0.52 (0.29-0.90)*	0.56 (0.33-0.97)*
	Insert-only	Ref.	1.09 (0.62-1.91)
	PHWLs-only	0.92 (0.52-1.61)	Ref.
	Inserts+PHWLs	1.92 (1.10-3.36)*	2.09 (1.20-3.63)**
Frequency of thinking about cessation benefits	Control	0.54 (0.31-0.94)*	0.71 (0.41-1.22)
	Insert-only	Ref.	1.31 (0.75-2.29)
	PHWLs-only	0.76 (0.44-1.33)	Ref.
	Inserts+PHWLs	1.56 (0.91-2.70)	2.06 (1.19-3.55)*
Frequency of talking about labels	Control	0.46 (0.26-0.81)**	0.38 (0.22-0.68)***
	Insert-only	Ref.	0.84 (0.48-1.47)
	PHWLs-only	1.19 (0.68-2.08)	Ref.
	Inserts+PHWLs	1.60 (0.90-2.84)	1.34 (0.76-2.35)
Frequency of forgoing cigarettes due to labels	Control	0.65 (0.37-1.14)	0.57 (0.33-1.00)
	Insert-only	Ref.	0.88 (0.50-1.57)
	PHWLs-only	1.13 (0.64-2.02)	Ref.
	Inserts+PHWLs	1.99 (1.11-3.55)*	1.75 (0.99-3.11)

1. adjusted by: age, sex, race, education, health literacy, number of cigarettes per day, intent to quit, quit attempt, and self-efficacy (all assessed at baseline). Each column changes the reference group for the labeling contrasts, but otherwise has the same model specifications.

*: p-value <0.05; **: p-value <0.01; ***: p-value <0.001.

Supplementary Table 3. Mediation¹ (Indirect) and Direct effects of labeling treatment groups on responses to labels

Outcome	Treatment groups	Mediation by Frequency of Noticing Labels		Mediation by Frequency of Reading Labels	
		Indirect effect	Direct effect	Indirect effect	Direct effect
		B (95% CI)	B (95% CI)	B (95% CI)	B (95% CI)
Frequency of thinking about smoking risks	Control	Ref.		Ref.	
	Insert-only	0.74 (0.13-1.35)*	0.05(-0.53-0.64)	0.84 (0.04-1.65)*	-0.05 (-0.64-0.54)
	PHWLs-only	0.57(-0.02-1.17)	0.17(-0.39-0.72)	0.43 (-0.37-1.22)	0.41(-0.16-0.97)
	Inserts+PHWLs	1.17 (0.54-1.81)***	0.29 (-0.30-0.87)	1.38(0.56-2.21)***	0.24 (-0.35-0.83)
Frequency of thinking about cessation benefits	Control	Ref.		Ref.	
	Insert-only	0.58(0.09-1.07)*	0.27(-0.30-0.83)	0.64(0.01-1.27)*	0.20 (-0.37-0.77)
	PHWLs-only	0.44(-0.39-0.93)	0.00 (-0.55-0.56)	0.33 (-0.29-0.95)	0.20(-0.36-0.76)
	Inserts+PHWLs	0.94 (0.42-1.46)***	0.33 (-0.25-0.90)	1.08(0.43-1.73)***	0.33(-0.24-0.91)
Frequency of talking about labels	Control	Ref.		Ref.	
	Insert-only	0.62 (0.12-1.12)*	0.34 (-0.28-0.95)	0.60(0.04-1.16)	0.38(-0.23-0.99)
	PHWLs-only	0.49 (0.01-0.98)*	0.61 (0.01-1.21)*	0.31(-0.24-0.86)	0.87(0.27-1.47)**
	Inserts+PHWLs	0.97 (0.44-1.50)***	0.55 (-0.06-1.16)	1.00(0.40-1.59)***	0.62(0.01-1.24)*
Frequency of forgoing cigarettes due to labels	Control	Ref.		Ref.	
	Insert-only	0.79 (0.16-1.42)*	-0.23 (-1.01-0.54)	0.78(0.06-1.50)	-0.25(-1.04-0.54)
	PHWLs-only	0.62 (0.01-1.23)*	-0.35 (-1.12-0.42)	0.39(-0.31-0.91)	-0.10(-0.86-0.30)
	Inserts+PHWLs	1.25 (0.56-1.95)***	-0.12 (-0.87- 0.62)	1.29(0.53-2.05)***	-0.17(-0.93-0.59)

1. All models adjusted by: age, sex, race, education, health literacy, number of cigarettes per day, intent to quit, quit attempt, and self-efficacy (all collected at baseline); *: p-value <0.05; **: p-value <0.01; ***: p-value <0.001.