

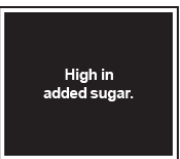




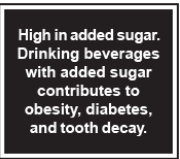





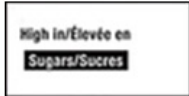














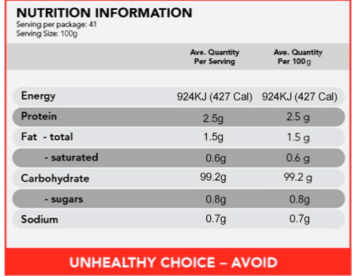


**Table S3.** Warning label designs

OCTAGON	RECTANGLE	TRIANGLE
  <p>Egnell et al. [63,76,79]    Ang, Agrawal, &amp; Finkelstein [70]</p>	 	 <p>Health Canada / Santé Canada</p> <p>Goodman et al. [64]</p> <p>Also tested with "High in" text (not shown)</p>
  <p>Ares et al. [78]    Machin et al. [75]</p>	  <p>Grummon et al. [71]</p>	  <p>Khandpur et al. [72]</p>
  <p>Arrúa et al. [59]    Machin et al. [67,68]</p> <p>Lima et al. [66,73,74]</p>	 <p>Acton &amp; Hammond [61]</p>	 <p>Khandpur et al. [65]</p>
  <p>Acton &amp; Hammond [61]    Khandpur et al. [72]</p>	<p><b>CIRCLE</b></p>  <p>Health Canada</p> <p>Acton &amp; Hammond [62]</p>	 <p>Acton &amp; Hammond [61]</p>
    <p>Grummon et al. [71]</p>	 <p>Health Canada</p> <p>Acton et al. [69]</p>	<p><b>OTHER</b></p>  <p>Health Canada / Santé Canada</p>  <p>Health Canada / Santé Canada</p> <p>Goodman et al. [64]</p> <p>Also tested with "High in" text (not shown)</p>
 <p>Health Canada / Santé Canada</p> <p>Goodman et al. [64]</p> <p>Also tested with "High in" text (not shown)</p> <p>(not shown) Black octagonal symbol with "WARNING: high sugar content" text</p> <p>Bollard et al. [58]</p>	 <p>Health Canada / Santé Canada</p> <p>Goodman et al. [64]</p> <p>Also tested with "High in" text (not shown)</p>	 <p>Neal et al. [60]</p>