

**Supplemental Table 1.** *Effects of experimental conditions on the evoked discrete emotions*

<b>Anger</b>	<b>Moist Snuff</b>		<b>Snus</b>		<b>E-cigarettes</b>	
	Non-smokers	Smokers	Non-smokers	Smokers	Non-smokers	Smokers
No warning label	4.11	3.11	4.20	2.86	4.01	2.85
Current warning label	4.35	3.40	4.19	3.39	4.24	3.13
Lower risk	4.11	3.33	4.24	3.17	4.09	2.83
FDA-approved	5.23	3.16	4.93	3.14	4.63	2.89
Graphic warning label	5.06	4.67	4.86	4.67	5.07	4.78
Main effect condition	$F(4, 1208)=7.5$ ***		$F(4, 1207)=7.12$ ***		$F(4, 1207)=11.78$ ***	
Main effect smoker vs. non-smoker	$F(1, 1208)=39.1$ ***		$F(1, 1207)=40.66$ ***		$F(1, 1207)=47.62$ ***	
Interaction	$F(4, 1208)=2.91, p=0.021$		$F(4, 1207)=2.76, p=0.027$		$F(4, 1207)=2.13, p=0.075$	
<b>Anxiety</b>						
No warning label	3.98	3.01	4.11	2.97	3.89	2.75
Current warning label	4.20	3.43	4.26	3.46	4.21	3.32
Lower risk	3.59	3.39	3.60	3.19	3.47	2.97
FDA-approved	4.88	3.29	4.79	3.27	4.37	3.02
Graphic warning label	5.05	5.34	4.90	5.30	5.15	5.37
Main effect condition	$F(4, 1206)=15.52$ ***		$F(4, 1203)=13.76$ ***		$F(4, 1208)=21.99$ ***	
Main effect smoker vs. non-smoker	$F(1, 1206)=16.29$ ***		$F(1, 1203)=18.33$ ***		$F(1, 1208)=21.57$ ***	
Interaction	$F(4, 1206)=4.12$ **		$F(4, 1203)=4.23$ **		$F(4, 1208)=3.13$ *	
<b>Sadness</b>						
No warning label	3.64	2.86	3.87	2.73	3.54	2.71
Current warning label	3.41	3.31	3.19	3.38	3.38	3.14
Lower risk	3.33	3.16	3.42	2.98	3.05	2.84
FDA-approved	4.51	3.03	4.24	3.06	4.15	2.83
Graphic warning label	4.63	4.98	4.44	5.00	4.56	4.97
Main effect condition	$F(4, 1206)=13.95$ ***		$F(4, 1203)=12.51$ ***		$F(4, 1204)=17.17$ ***	
Main effect smoker vs. non-smoker	$F(1, 1206)=7.49$ **		$F(1, 1203)=6.21$ *		$F(1, 1204)=7.92$ **	
Interaction	$F(4, 1206)=4.06$ **		$F(4, 1203)=4.73$ **		$F(4, 1204)=3.66$ **	
<b>Guilt</b>						
No warning label	2.27	2.83	2.56	2.96	2.51	2.7
Current warning label	1.83	3.2	2.23	3.18	2.13	2.95
Lower risk	2.31	3.31	2.18	3.08	2.22	3.14
FDA-approved	2.81	3.02	2.56	3.22	2.56	3.07
Graphic warning label	2.83	4.7	2.59	4.82	2.47	4.89
Main effect condition	$F(4, 1200)=7.95$ ***		$F(4, 1199)=5.95$ ***		$F(4, 1198)=7.3$ ***	
Main effect smoker vs. non-smoker	$F(1, 1200)=39.09$ ***		$F(1, 1199)=40.89$ ***		$F(1, 1198)=39.03$ ***	
Interaction	$F(4, 1200)=3.37$ **		$F(4, 1199)=3.9$ **		$F(4, 1198)=6.21$ ***	

<b>Disgust</b>	<b>Moist Snuff</b>		<b>Snus</b>		<b>E-cigarettes</b>	
	Non-smokers	Smokers	Non-smokers	Smokers	Non-smokers	Smokers
No warning label	5.16	3.55	4.9	3.03	3.92	2.55
Current warning label	4.97	3.76	4.68	3.66	4.58	2.88
Lower risk	4.69	3.65	4.23	3.16	3.63	2.79
FDA-approved	5.5	3.6	5.06	3.61	4.48	2.91
Graphic warning label	6.83	6.28	6.42	6.05	6.37	5.88
Main effect condition	$F(4, 1198)=26$ ***		$F(4, 1197)=27.69$ ***		$F(4, 1201)=44.15$ ***	
Main effect smoker vs. non-smoker	$F(1, 1198)=52.11$ ***		$F(1, 1197)=44.75$ ***		$F(1, 1201)=53.09$ ***	
Interaction	$F(4, 1198)=1.84, p=0.12$		$F(4, 1197)=2.09, p=0.08$		$F(4, 1201)=1.94, p=0.10$	
<b>Discouragement</b>						
No warning label	3.72	3.23	3.86	2.93	4.03	2.78
Current warning label	3.86	3.29	3.55	3.43	4.1	3.12
Lower risk	3.45	3.25	3.51	3.06	3.29	2.94
FDA-approved	4.94	3.28	4.57	3.19	4.12	2.91
Graphic warning label	5.2	5.11	4.9	5.24	5.15	5.13
Main effect condition	$F(4, 1193)=14.83$ ***		$F(4, 1196)=14.93$ ***		$F(4, 1196)=17.81$ ***	
Main effect smoker vs. non-smoker	$F(1, 1193)=12.14$ **		$F(1, 1196)=8.93$ **		$F(1, 1196)=20.26$ ***	
Interaction	$F(4, 1193)=2.64$ *		$F(4, 1196)=3.18$ *		$F(4, 1196)=2.14, p=0.07$	
<b>Hope</b>						
No warning label	2.18	3.47	2.54	3.85	2.99	4.75
Current warning label	1.83	3.52	2.01	3.75	2.09	4.23
Lower risk	1.74	3.49	1.88	4.07	2.21	4.89
FDA-approved	2.42	3.23	2.59	3.7	3.13	4.98
Graphic warning label	2.14	3.27	2.02	3.33	2.18	3.53
Main effect condition	$F(4, 1201)=0.31, p=0.88$		$F(4, 1199)=1.51, p=0.20$		$F(4, 1199)=8.26$ ***	
Main effect smoker vs. non-smoker	$F(1, 1201)=77.86$ ***		$F(1, 1199)=98.3$ ***		$F(1, 1199)=159.78$ ***	
Interaction	$F(4, 1201)=1.32, p=0.26$		$F(4, 1199)=1.56, p=0.18$		$F(4, 1199)=2.02, p=0.09$	
<b>Contentment</b>						
No warning label	2.27	3.47	2.51	3.77	2.62	4.38
Current warning label	1.85	3.32	2.06	3.46	1.98	3.72
Lower risk	1.97	3.59	1.80	3.79	2.01	4.23
FDA-approved	2.21	3.43	2.59	3.82	2.64	4.21
Graphic warning label	1.81	3.08	1.93	2.97	1.84	3.19
Main effect condition	$F(4, 1207)=1.35, p=0.25$		$F(4, 1203)=3.98$ **		$F(4, 1206)=7.44$ ***	
Main effect smoker vs. non-smoker	$F(1, 1207)=98.25$ ***		$F(1, 1203)=99.08$ ***		$F(1, 1206)=165.44$ ***	
Interaction	$F(4, 1207)=0.35, p=0.84$		$F(4, 1203)=1.33, p=0.26$		$F(4, 1206)=1.14, p=0.34$	

Note: A 5 (label condition: current warning label, graphic warning label, lower risk, "FDA Approved," no label) x 2 (smoker status: smoker/non-smoker) analyses of variance (ANOVAs) were performed separately each of the eight emotions and for three products (n=1,226 minus small amount of missing data, ranging between 9 and 23)

\* $p < .05$ . \*\* $p < .01$ . \*\*\* $p < .001$

**Supplemental Table 2.** *Multivariable Associations between Demographics, Past Tobacco Use, Warning Label Condition, and Emotions and Openness to Trying Alternative Tobacco Products Among Non-Smokers*

	Moist snuff		Snus		E-cigarettes	
	Model 1 B (95% CI)	Model 2 B (95% CI)	Model 1 B (95% CI)	Model 2 B (95% CI)	Model 1 B (95% CI)	Model 2 B (95% CI)
Ever tried product	0.09 (-1.14, 1.32)	0.12 (-1.09, 1.33)	0.34 (-0.82, 1.51)	0.43 (-0.67, 1.53)	<b>2.0 (0.79, 3.21)</b>	<b>1.32 (0.16, 2.48)</b>
Gender (female)	-0.18 (-0.46, 0.11)	-0.09 (-0.37, 0.19)	<b>-0.42 (-0.71, -0.12)</b>	-0.25 (-0.53, 0.04)	<b>-0.39 (-0.74, -0.04)</b>	-0.25 (-0.59, 0.09)
Non-white	<b>-0.36 (-0.65, -0.08)</b>	-0.27 (-0.56, 0.02)	-0.12 (-0.42, 0.18)	0.02 (-0.26, 0.31)	<b>-0.46 (-0.82, -0.1)</b>	<b>-0.35 (-0.69, 0)</b>
Age	0.0 (-0.01, 0.01)	0.0 (-0.01, 0.01)	<b>-0.01 (-0.02, 0)</b>	<b>-0.01 (-0.02, 0)</b>	-0.01 (-0.02, 0)	-0.01 (-0.02, 0)
Current WL	<b>0.56 (0.12, 1)</b>	<b>0.67 (0.24, 1.1)</b>	0.22 (-0.23, 0.68)	0.38 (-0.05, 0.81)	-0.04 (-0.6, 0.51)	0.22 (-0.31, 0.74)
Lower risk WL	0.01 (-0.44, 0.45)	0.07 (-0.37, 0.5)	-0.19 (-0.65, 0.27)	-0.03 (-0.47, 0.41)	0.45 (-0.11, 1)	<b>0.71 (0.18, 1.23)</b>
FDA-approved WL	0.05 (-0.38, 0.48)	0.08 (-0.35, 0.5)	0.0 (-0.45, 0.45)	0.04 (-0.39, 0.46)	-0.07 (-0.6, 0.47)	-0.08 (-0.59, 0.43)
Graphic WL	0.11 (-0.33, 0.54)	0.26 (-0.18, 0.69)	-0.25 (-0.69, 0.2)	0.03 (-0.4, 0.46)	-0.06 (-0.6, 0.49)	0.19 (-0.35, 0.74)
Anger		-0.02 (-0.11, 0.07)*		-0.03 (-0.12, 0.07)		<b>-0.17 (-0.28, -0.05)</b>
Anxiety		-0.02 (-0.13, 0.08)		-0.05 (-0.15, 0.06)		0.02 (-0.11, 0.14)
Sadness		0.06 (-0.04, 0.16)		0.01 (-0.09, 0.11)		0.08 (-0.04, 0.2)
Guilt		-0.03 (-0.1, 0.05)		0.01 (-0.07, 0.09)		0.02 (-0.07, 0.11)
Disgust		-0.03 (-0.1, 0.04)		-0.05 (-0.12, 0.02)		0.01 (-0.08, 0.1)
Discouragement		0.01 (-0.07, 0.09)		0.01 (-0.08, 0.1)		0.01 (-0.08, 0.11)
Hope		0.0 (-0.1, 0.09)*		<b>0.15 (0.06, 0.25)</b>		<b>0.22 (0.12, 0.33)</b>
Contentment		<b>0.23 (0.12, 0.34)</b>		<b>0.12 (0, 0.23)</b>		0.05 (-0.09, 0.19)
R <sup>2</sup> <sub>adj</sub>	<b>0.03</b>	<b>0.09</b>	<b>0.03</b>	<b>0.14</b>	<b>0.06</b>	<b>0.17</b>
Δ R <sup>2</sup>		<b>0.08</b>		<b>0.13</b>		<b>0.13</b>

Note: Multivariable linear regressions, unstandardized regression coefficients (n=403). Boldface indicates statistical significance ( $p < .05$ )

WL – warning labels. Warning labels conditions are in comparison to the condition with no warning.

\* - Significant difference ( $p < .05$ ) between the slope coefficient for non-smokers and the corresponding slope coefficient for smokers shown in Supplemental Table 4 obtained via tests of the interactions of smoking status (smoker vs. non-smoker) by emotion (each discrete emotion) to test invariance of main effects of emotions (n=1,226) across groups.

**Supplemental Table 3.** *Multivariable Associations between Demographics, Past Tobacco Use, Warning Label Condition, and Emotions and Interest in a Free Sample of Alternative Tobacco Products Among Non-Smokers*

	Moist snuff		Snus		E-cigarettes	
	Model 1 AOR (95% CI)	Model 2 AOR (95% CI)	Model 1 AOR (95% CI)	Model 2 AOR (95% CI)	Model 1 AOR (95% CI)	Model 2 AOR (95% CI)
Ever tried product	5.4 (0.53, 55.43)	5.44 (0.42, 69.78)	1.53 (0.16, 14.3)	1.92 (0.19, 19.13)	4 (0.91, 17.56)	2.49 (0.49, 12.74)
Gender (female)	0.59 (0.24, 1.45)	0.71 (0.28, 1.81)	0.53 (0.25, 1.15)	0.72 (0.32, 1.64)	0.89 (0.48, 1.64)	1.1 (0.57, 2.13)
Non-white	1.45 (0.58, 3.61)	1.04 (0.4, 2.72)	1.34 (0.62, 2.89)	1.01 (0.44, 2.32)	1.52 (0.82, 2.83)	1.23 (0.63, 2.43)
Age	0.98 (0.95, 1.01)	0.98 (0.95, 1.01)	0.99 (0.96, 1.01)	0.99 (0.96, 1.02)	0.98 (0.97, 1)	0.98 (0.96, 1)
Current WL	2.56 (0.47, 13.97)	2.53 (0.44, 14.67)	1.22 (0.31, 4.79)	1.4 (0.33, 5.94)	0.55 (0.2, 1.53)	0.76 (0.25, 2.29)
Lower risk WL	2.2 (0.38, 12.71)	2.09 (0.34, 12.83)	1.55 (0.41, 5.77)	1.8 (0.45, 7.18)	1.31 (0.54, 3.18)	1.71 (0.65, 4.54)
FDA-approved WL	2.45 (0.45, 13.35)	2.39 (0.42, 13.59)	2.16 (0.63, 7.41)	2.32 (0.64, 8.39)	0.82 (0.32, 2.07)	0.98 (0.37, 2.62)
Graphic WL	3.16 (0.6, 16.83)	3.71 (0.64, 21.53)	1.58 (0.44, 5.71)	2.58 (0.64, 10.41)	0.8 (0.31, 2.03)	1.89 (0.62, 5.78)
Anger		0.78 (0.55, 1.11)		0.9 (0.63, 1.29)		0.75 (0.55, 1.01)
Anxiety		0.95 (0.59, 1.55)		0.93 (0.63, 1.38)		0.89 (0.63, 1.26)
Sadness		0.99 (0.63, 1.57)		1.03 (0.69, 1.56)		0.95 (0.7, 1.29)
Guilt		<b>1.38 (1.01, 1.89)</b>		1.24 (0.91, 1.67)		<b>1.31 (1.05, 1.64)*</b>
Disgust		0.91 (0.7, 1.18)		<b>0.73 (0.57, 0.93)</b>		0.87 (0.7, 1.07)
Discouragement		1.05 (0.71, 1.56)		1.13 (0.76, 1.67)		1.17 (0.93, 1.47)
Hope		1.04 (0.79, 1.37)		1.28 (1, 1.64)		<b>1.34 (1.11, 1.63)</b>
Contentment		1.24 (0.9, 1.7)		1.07 (0.79, 1.44)		0.89 (0.69, 1.17)
Nagerlkerke R <sup>2</sup> <sub>adj</sub>	<b>0.06</b>	<b>0.18</b>	<b>0.04</b>	<b>0.21</b>	<b>0.05</b>	<b>0.22</b>

Note: Multivariable logistic regressions (n=403). AOR – adjusted odds ratios. Boldface indicates statistical significance ( $p < .05$ )

WL – warning labels. Warning labels conditions are in comparison to the condition with no warning.

\* - Significant difference ( $p < .05$ ) between the slope coefficient for non-smokers and the corresponding slope coefficient for smokers shown in Supplemental Table 5 obtained via tests of the interactions of smoking status (smoker vs. non-smoker) by emotion (each discrete emotion) to test invariance of main effects of emotions (n=1,226) across groups.

**Supplemental Table 4.** *Multivariable Associations between Demographics, Past Tobacco Use, Warning Label Condition, and Emotions and Openness to Trying Alternative Tobacco Products Among Smokers*

	Moist snuff		Snus		E-cigarettes	
	Model 1 B (95% CI)	Model 2 B (95% CI)	Model 1 B (95% CI)	Model 2 B (95% CI)	Model 1 B (95% CI)	Model 2 B (95% CI)
Ever tried product	<b>1.94 (1.57, 2.32)</b>	<b>1.49 (1.14, 1.84)</b>	<b>1.6 (1.2, 2)</b>	<b>0.96 (0.59, 1.33)</b>	<b>0.96 (0.58, 1.33)</b>	<b>0.82 (0.46, 1.18)</b>
Gender (female)	<b>-0.7 (-1.03, -0.36)</b>	<b>-0.42 (-0.73, -0.11)</b>	<b>-0.81 (-1.15, -0.47)</b>	<b>-0.53 (-0.84, -0.22)</b>	<b>0.61 (0.25, 0.98)</b>	<b>0.48 (0.13, 0.82)</b>
Non-white	-0.35 (-0.74, 0.04)	-0.02 (-0.38, 0.34)	<b>-0.74 (-1.13, -0.35)</b>	-0.31 (-0.66, 0.05)	-0.11 (-0.54, 0.32)	-0.04 (-0.45, 0.37)
Age	<b>-0.04 (-0.05, -0.03)</b>	<b>-0.03 (-0.04, -0.01)</b>	<b>-0.04 (-0.05, -0.03)</b>	<b>-0.02 (-0.04, -0.01)</b>	-0.01 (-0.02, 0.01)	<b>-0.01 (-0.03, 0)</b>
Current WL	-0.16 (-0.68, 0.36)	-0.1 (-0.58, 0.38)	-0.49 (-1.02, 0.03)	-0.23 (-0.7, 0.24)	-0.48 (-1.06, 0.09)	-0.19 (-0.73, 0.36)
Lower risk WL	-0.09 (-0.6, 0.43)	-0.17 (-0.64, 0.3)	-0.21 (-0.73, 0.32)	-0.29 (-0.76, 0.18)	0.07 (-0.5, 0.65)	0.1 (-0.45, 0.64)
FDA-approved WL	0.18 (-0.34, 0.7)	0.22 (-0.26, 0.69)	-0.15 (-0.67, 0.38)	0.01 (-0.46, 0.48)	-0.14 (-0.72, 0.44)	-0.1 (-0.64, 0.45)
Graphic WL	-0.44 (-0.95, 0.07)	0 (-0.51, 0.5)	<b>-0.72 (-1.25, -0.2)</b>	0.12 (-0.39, 0.64)	<b>-0.72 (-1.3, -0.15)</b>	0.47 (-0.15, 1.09)
Anger		<b>-0.21 (-0.34, -0.09)*</b>		<b>-0.15 (-0.29, -0.01)</b>		-0.1 (-0.27, 0.07)
Anxiety		0.07 (-0.08, 0.22)		0.01 (-0.15, 0.17)		-0.04 (-0.22, 0.13)
Sadness		0.05 (-0.11, 0.2)		0.04 (-0.12, 0.2)		-0.05 (-0.22, 0.13)
Guilt		0.01 (-0.09, 0.12)		0.03 (-0.09, 0.16)		-0.08 (-0.2, 0.05)
Disgust		-0.06 (-0.15, 0.03)		<b>-0.12 (-0.22, -0.02)</b>		-0.03 (-0.18, 0.12)
Discouragement		-0.04 (-0.15, 0.07)		-0.03 (-0.15, 0.09)		-0.06 (-0.21, 0.08)
Hope		<b>0.2 (0.11, 0.3)*</b>		<b>0.3 (0.21, 0.39)</b>		<b>0.28 (0.19, 0.37)</b>
Contentment		<b>0.28 (0.17, 0.39)</b>		<b>0.22 (0.12, 0.32)</b>		0.02 (-0.09, 0.12)
$R^2_{adj}$	<b>0.26</b>	<b>0.39</b>	<b>0.22</b>	<b>0.38</b>	<b>0.6</b>	<b>0.17</b>
$\Delta R^2$		<b>0.13</b>		<b>0.17</b>		<b>0.12</b>

Note: Multivariable linear regressions, unstandardized regression coefficients (n=823). Boldface indicates statistical significance ( $p < .05$ )

WL – warning labels. Warning labels conditions are in comparison to the condition with no warning.

\* - Significant difference ( $p < .05$ ) between the slope coefficient for smokers and the corresponding slope coefficient for non-smokers shown in Supplemental Table 2 obtained via tests of the interactions of smoking status (smoker vs. non-smoker) by emotion (each discrete emotion) to test invariance of main effects of emotions (n=1,226) across groups.

**Supplemental Table 5.** *Multivariable Associations between Demographics, Past Tobacco Use, Warning Label Condition, and Emotions and Interest in a Free Sample of Alternative Tobacco Products Among Smokers*

	Moist snuff		Snus		E-cigarettes	
	Model 1	Model 2	Model 1	Model 2	Model 1	Model 2
	AOR (95% CI)	AOR (95% CI)	AOR (95% CI)	AOR (95% CI)	AOR (95% CI)	AOR (95% CI)
Ever tried product	<b>3.29 (2.31, 4.69)</b>	<b>2.57 (1.74, 3.78)</b>	<b>3.79 (2.57, 5.57)</b>	<b>2.67 (1.75, 4.07)</b>	1.38 (0.96, 1.98)	1.24 (0.85, 1.81)
Gender (female)	<b>0.52 (0.37, 0.71)</b>	<b>0.61 (0.42, 0.87)</b>	<b>0.59 (0.43, 0.81)</b>	<b>0.68 (0.48, 0.96)</b>	1.33 (0.94, 1.89)	1.35 (0.93, 1.94)
Non-white	<b>1.82 (1.23, 2.67)</b>	1.36 (0.88, 2.09)	<b>1.68 (1.16, 2.42)</b>	1.21 (0.8, 1.82)	0.96 (0.63, 1.44)	0.84 (0.54, 1.29)
Age	<b>0.96 (0.95, 0.98)</b>	<b>0.98 (0.96, 0.99)</b>	<b>0.97 (0.96, 0.98)</b>	<b>0.98 (0.96, 0.99)</b>	0.99 (0.98, 1)	0.99 (0.98, 1)
Current WL	0.69 (0.41, 1.15)	0.67 (0.39, 1.18)	0.73 (0.44, 1.19)	0.83 (0.49, 1.42)	0.92 (0.53, 1.59)	1.12 (0.63, 1.99)
Lower risk WL	0.97 (0.59, 1.62)	0.85 (0.49, 1.49)	0.98 (0.6, 1.6)	0.93 (0.55, 1.57)	0.95 (0.55, 1.65)	0.93 (0.53, 1.66)
FDA-approved WL	1.08 (0.65, 1.8)	1.11 (0.64, 1.93)	0.96 (0.59, 1.57)	1.07 (0.63, 1.82)	1.19 (0.67, 2.13)	1.24 (0.68, 2.25)
Graphic WL	0.65 (0.39, 1.08)	0.87 (0.48, 1.6)	<b>0.5 (0.31, 0.82)</b>	0.84 (0.47, 1.52)	0.76 (0.45, 1.3)	1.44 (0.75, 2.78)
Anger		0.89 (0.76, 1.04)		0.95 (0.8, 1.11)		0.89 (0.75, 1.05)
Anxiety		1 (0.84, 1.2)		0.98 (0.82, 1.18)		<b>0.83 (0.69, 0.99)</b>
Sadness		1.02 (0.84, 1.24)		1.03 (0.85, 1.24)		1.18 (0.99, 1.41)
Guilt		1.06 (0.93, 1.21)		0.96 (0.84, 1.11)		0.96 (0.85, 1.1)*
Disgust		<b>0.88 (0.78, 0.99)</b>		0.97 (0.86, 1.09)		1 (0.86, 1.16)
Discouragement		1.07 (0.94, 1.22)		0.97 (0.84, 1.11)		1.03 (0.89, 1.19)
Hope		<b>1.19 (1.07, 1.32)</b>		<b>1.29 (1.17, 1.43)</b>		<b>1.23 (1.11, 1.36)</b>
Contentment		<b>1.28 (1.14, 1.44)</b>		<b>1.22 (1.09, 1.36)</b>		1.02 (0.9, 1.14)
Nagerlkerke R <sup>2</sup> <sub>adj</sub>	<b>0.28</b>	<b>0.42</b>	<b>0.25</b>	<b>0.39</b>	<b>0.03</b>	<b>0.11</b>

Note: Multivariable logistic regressions (n=823). AOR – adjusted odds ratios. Boldface indicates statistical significance ( $p < .05$ )

WL – warning labels. Warning labels conditions are in comparison to the condition with no warning.

\* - Significant difference ( $p < .05$ ) between the slope coefficient for smokers and the corresponding slope coefficient for non-smokers shown in Supplemental Table 3 obtained via tests of the interactions of smoking status (smoker vs. non-smoker) by emotion (each discrete emotion) to test invariance of main effects of emotions (n=1,226) across groups.