

Appendix 2. Percentage or Mean (SE) level for each outcome by survey wave and by imagery type

Outcomes, Survey waves	CANADA				AUSTRALIA			MEXICO		
	Wave	Imagery Type			Wave	Imagery Type		Wave	Imagery Type	
		Graphic	Suffering	Symbolic		Graphic	Suffering		Graphic	Suffering
Noticing PHWs, %										
Sep 2012	55.82	59.40	66.57	56.30	n/a	n/a	n/a	72.07	71.73	73.07
Jan 2013	62.12	64.25	72.99	63.40	82.16	81.78	82.91	74.39	73.37	76.07
May 2013	64.14	66.76	74.15	64.86	80.67	80.82	80.36	76.97	76.81	77.24
Sep 2013	62.74	64.85	71.51	63.79	79.23	79.32	79.07	81.11	79.95	83.03
Negative Affects, Mean (SE)										
Sep 2012	5.37 (0.03)	5.74 (0.04)	5.25 (0.04)	4.35 (0.06)	n/a	n/a	n/a	6.09 (0.03)	6.19 (0.03)	5.82 (0.05)
Jan 2013	5.36 (0.03)	5.73 (0.05)	5.21 (0.05)	4.39 (0.06)	4.99 (0.03)	5.04 (0.04)	4.89 (0.06)	6.06 (0.03)	6.19 (0.03)	5.86 (0.04)
May 2013	5.32 (0.03)	5.68 (0.05)	5.17 (0.05)	4.36 (0.06)	4.93 (0.03)	5.01 (0.04)	4.76 (0.06)	5.96 (0.03)	6.07 (0.03)	5.77 (0.04)
Sep 2013	5.27 (0.03)	5.61 (0.05)	5.16 (0.04)	4.36 (0.06)	4.98 (0.03)	5.07 (0.04)	4.81 (0.06)	5.91 (0.03)	6.03 (0.03)	5.71 (0.04)
Believability, Mean (SE)										
Sep 2012	6.07 (0.03)	5.99 (0.05)	6.42 (0.04)	5.77 (0.06)	n/a	n/a	n/a	6.80 (0.03)	6.75 (0.03)	6.97 (0.05)
Jan 2013	6.01 (0.03)	5.93 (0.05)	6.34 (0.04)	5.70 (0.06)	5.35 (0.03)	5.28 (0.04)	5.50 (0.06)	6.74 (0.03)	6.64 (0.03)	6.90 (0.04)
May 2013	5.98 (0.03)	5.89 (0.05)	6.28 (0.04)	5.74 (0.06)	5.39 (0.03)	5.35 (0.04)	5.47 (0.06)	6.68 (0.02)	6.58 (0.03)	6.86 (0.04)
Sep 2013	5.97 (0.03)	5.94 (0.05)	6.22 (0.04)	5.73 (0.06)	5.36 (0.04)	5.35 (0.04)	5.40 (0.06)	6.63 (0.02)	6.54 (0.03)	6.78 (0.04)
Quit Motivation, Mean (SE)										
Sep 2012	5.07 (0.03)	5.21 (0.05)	5.27 (0.05)	4.22 (0.06)	n/a	n/a	n/a	6.07 (0.03)	6.07 (0.03)	6.09 (0.06)
Jan 2013	5.05 (0.03)	5.22 (0.05)	5.19 (0.05)	4.30 (0.06)	4.46 (0.04)	4.51 (0.05)	4.37 (0.07)	6.16 (0.03)	6.13 (0.04)	6.22 (0.05)
May 2013	5.04 (0.03)	5.20 (0.05)	5.17 (0.05)	4.29 (0.06)	4.47 (0.04)	4.55 (0.04)	4.32 (0.07)	6.03 (0.03)	6.01 (0.04)	6.08 (0.05)
Sep 2013	4.99 (0.03)	5.13 (0.05)	5.16 (0.05)	4.22 (0.06)	4.58 (0.04)	4.63 (0.05)	4.46 (0.07)	5.97 (0.03)	5.94 (0.04)	6.01 (0.05)

Outcomes, Survey waves	CANADA				AUSTRALIA			MEXICO		
	<i>Wave</i>	<i>Imagery Type</i>			<i>Wave</i>	<i>Imagery Type</i>		<i>Wave</i>	<i>Imagery Type</i>	
		<i>Graphic</i>	<i>Suffering</i>	<i>Symbolic</i>		<i>Graphic</i>	<i>Suffering</i>		<i>Graphic</i>	<i>Suffering</i>
Discussion of PHWs, %										
Sep 2012	14.75	17.86	13.07	12.18	n/a	n/a	n/a	31.65	31.00	33.56
Jan 2013	10.50	12.89	9.32	8.14	18.31	14.90	24.98	32.32	31.52	33.61
May 2013	9.96	11.37	9.50	8.06	13.14	10.85	17.73	30.56	30.16	31.22
Sep 2013	10.32	10.49	10.00	9.24	13.91	12.47	16.81	31.66	31.36	32.14