These notes reference the spreadsheet "Equality Transparency - fig 2 (Adult Respondents); note before fig 2; fig A4; and note accompanying fig A4.xlsx."

Explanation of Figure 2 (bars for the Adult Respondents): In the spreadsheet, each pair of rows lists coefficient estimates for the "White" and "All other" samples from JAMES NONNEMAKER ET AL., EXPERIMENTAL STUDY OF GRAPHIC CIGARETTE WARNING LABELS app. C-2 at 106-18 (2010), https://www.regulations.gov/document/FDA-2010-N-0568-0008; only pairs for images the FDA selected for use are included. For instance, for the "Hole in Throat" image, the coefficient estimate for the "emotional reaction scale" outcome variable for the "White" sample, with the associated indicator for the level of statistical significance, was 5.667***, as shown on p. 106 of this source. In this source, * indicates statistical significance at the 0.05 level, ** indicates statistical significance at the 0.01 level, and *** indicates statistical significance at the 0.001 level; by contrast, this Article uses the standard notation under which ** indicates statistical significance at the 0.05 level and *** indicates statistical significance at the 0.01 level (which includes, as a subset, statistical significance at the 0.001 level).

In the spreadsheet, the number of green boxes, showing coefficient estimate pairs for which there was a positive effect for the "White" sample and no effect for the "All other" sample, is equal to the height of the left-most bar for the Adult Respondents in Figure 2. (As in the Article, a positive effect means that a coefficient estimate is positive and different from 0 by a statistically significant margin; no effect means that a coefficient estimate is not different from 0 by a statistically significant margin; and a negative effect means that a coefficient estimate is negative and different from 0 by a statistically significant margin.) The number of yellow boxes, showing coefficient estimate pairs for which there was no effect for the "White" sample and a negative effect for the "All other" sample, is equal to the height of the second left-most bar for the Adult Respondents in Figure 2. The number of blue boxes, showing coefficient estimate pairs for which there was a positive effect for both samples, is equal to the height of the middle bar for the Adult Respondents in Figure 2. The number of gray boxes, showing coefficient estimate pairs for which there was no effect for the "White" sample and a positive effect for the "All other" sample, is equal to the height of the second right-most bar for the Adult Respondents in Figure 2. The number of peach boxes, showing coefficient estimate pairs for which there was a negative effect for the "White" sample and no effect for the "All other" sample, is equal to the height of the right-most bar for the Adult Respondents in Figure 2.

Explanation of note before Figure 2 (Adult Respondents): In the spreadsheet, the coefficient estimate pairs that are not shaded any color are pairs for which there was no effect for either the "White" sample or the "All other" sample (16 pairs).

Explanation of Figure A4: The explanation of Figure A4 parallels the explanation of Figure 2 (Adult Respondents) except that the height of the left-most bar in Figure A4 is equal to 2 less than the number of green boxes in the spreadsheet because Figure A4 omits data from images 7A, 7B, 7C, and 7D as a result of outlying results for these images for some outcome variables.

Explanation of note accompanying Figure A4: In the spreadsheet, the coefficient estimate pairs that are not shaded any color are pairs for which there was no effect for either the "White" sample or the "All other" sample (14 pairs).