



Generating and Implementing Evidence  
to Improve Health for All

## **STUDY PROTOCOL**

### **Impact of health warning labels and calorie information on selection and purchasing of alcohol: online experimental study**

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#### **Abstract**

##### **Background**

Excessive consumption of alcohol increases the risk of a range of diseases, including liver disease and many cancers. One promising intervention to reduce alcohol selection and consumption is alcohol product labels, including health warning labels (HWLs) or calorie information. However, there is an absence of evidence concerning the impact of such labels on alcohol purchasing. The aim of this study is to estimate the impact of presenting HWLs and calorie information on alcohol products, on online selection and purchasing of alcohol.

##### **Methods**

*Study design:* Participants will be randomly assigned to one of six groups in an experiment with a between subjects 3 (HWL: image-and-text HWL, ii. text-only HWL, iii. no HWL) x 2 (Calorie information: present vs absent) factorial design.

*Primary outcome:* Number of alcohol units selected (with an intention to purchase).

*Procedure:* A sample of adults in England and Wales who consume beer, cider and/or wine at least weekly, and purchase these drinks at least monthly online at Tesco (minimum £20 monthly spend), will be recruited by a research agency (Roots Research). Participants will be directed to the drink selection task to choose drinks they would like to purchase for adults in their household as part of their next grocery shop. They will then be directed to complete their shop via Tesco online, including the drinks previously selected as well as any other grocery items. They will be asked to confirm and send details of their delivery slot within 48 hours of the selection task and send proof of purchase (i.e. itemised receipt) within 48 hours of the delivery date and time.

##### **Study context**

The results of this study will provide information about the impact of health warning labels and calorie information on the number of alcohol units selected and purchased online. The results will inform future field studies that aim to develop evidence regarding alcohol labelling interventions.

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## **Background**

Excessive alcohol consumption is one of four modifiable behaviours, as well as tobacco use, physical inactivity and unhealthy diet, which are major contributors to non-communicable disease, such as cancer, heart disease and stroke (WHO, 2018). Traditional approaches to reducing alcohol consumption often involve providing information about harm, which has minimal population level effects and may serve to exacerbate health inequalities. Given the known impact of environmental cues on consumption behaviours, an alternative approach is to alter the small-scale environments in which they occur (Hollands et al., 2017).

Implementing improved alcohol product labelling is one promising intervention that has been suggested (Blackwell et al., 2018; RSPH, 2018). According to the Typology of Interventions in Proximal Physical Micro-Environments (TIPPME) (Hollands et al., 2017), this is classified as an '*Labelling x Product*' intervention. There is strong evidence that tobacco health warning labels (HWLs) increase a range of smoking cessation-related behaviours (Hammond, 2003; Hammond et al., 2003), and are a feasible population level intervention (CCS, 2018). In addition, these effects are evident in similar magnitude amongst those in more and less deprived groups (Thrasher et al., 2012). Evidence from online studies suggests that image-and-text HWLs can increase self-reported self-efficacy to drink less (Sillero-Rejon et al., 2018), and that both image-and-text and text-only HWLs can reduce hypothetical selection of alcoholic drinks, with the addition of an image increasing effectiveness (Clarke, Pechey, et al., 2020). In laboratory settings initial studies suggest both are equally effective at decreasing consumption rate (Stafford & Salmon, 2017) and that image-and-text HWLs can exert larger effects on quitting and consumption intentions than text-only HWLs (Wigg & Stafford, 2016). Our previous study in a naturalistic shopping laboratory found no impact of HWLs on selection or purchasing behaviour (Clarke, Blackwell, et al., 2020), but the setting lacked ecological validity as no money was exchanged and participants did not keep the drinks they selected.

Another potential labelling intervention is the provision of calorie information, which can lead to healthier selection and consumption of food products (Crockett et al., 2018). However, alcohol products (>1.2% alcohol by volume, ABV) are currently exempt from mandatory nutrition labelling – despite alcohol being the second most energy dense foodstuff (7.1kcal/g) after fat (9kcal/g), and accounting for almost a tenth (8.4%) of the total energy intake of adult drinkers in the UK (Public Health England, 2016). Most products do not display this information and as a result drinkers' knowledge of the energy content of alcoholic drinks is poor (RSPH, 2014). Health advocacy organisations have called for the inclusion of calorie labelling on alcohol (RSPH, 2018) and the UK's most recent obesity strategy includes plans to consult on its provision (DHSC, 2020). However, current evidence on the impact of calorie labelling is limited, with no studies to our knowledge investigating its impact on purchasing.

The aim of this study is to estimate the impact of presenting alcohol HWLs alone, and in combination with calorie information, on the number of alcohol units that are i) selected and ii) purchased online.

## **Hypothesis**

Presenting HWLs on alcoholic drinks will reduce the number of alcohol units selected.

The impact of calorie information on the number of alcohol units selected, and any interaction between HWLs and calorie information, will also be explored.

## **Methods**

### **Study design**

Participants will be randomly assigned to one of six groups in an experiment with a between-subjects 3 (HWL: image-and-text HWL, ii. text-only HWL, iii. no HWL) x 2 (Calorie information: present vs absent) factorial design.

### **Study site**

The studies will be conducted online, designed and hosted on the Qualtrics online survey platform (<http://www.qualtrics.com/>).

### **Participants and recruitment**

UK adults (N=600 recruited to achieve 510 completers) who consume alcohol (beer, cider and/or wine) weekly, and purchase these drinks at least monthly from Tesco (minimum £20 monthly spend on these drinks), will be recruited to the study through a recruitment agency (Roots Research: <https://rootsresearch.co.uk/>).

Participants will be reimbursed £35 on study completion. Participants who begin the study but do not complete it will not be reimbursed, which will be explained at the start of the study.

### *Inclusion criteria*

1. Aged 18 years or over;
2. Current Tesco online customer;
3. Regularly consume alcohol – beer, cider and/or wine (i.e., at least once a week);
4. Regularly purchase alcohol – beer, cider and/or wine – online at Tesco (i.e., at least once a month, minimum £20 monthly spend on these drinks);
5. Willing to select drinks from 64 options, shown in an online task, to purchase in next online shop at Tesco;  
(*Note: Options will include different brands of beer, cider, wine, alcohol-free beer, alcohol-free cider, alcohol-free wine and soft drinks available at Tesco; no additional drinks from these categories should be added to the Tesco shop*)
6. Willing to complete online shop at Tesco, book a delivery (or Click and Collect) slot, and send the details to the research team within 48 hours of the drink selection task;
7. Willing to send proof of purchase (i.e., itemised receipt) to the research team within 48 hours of delivery or collection date;
8. Have a Tesco delivery or collection address in England or Wales.
9. Able to complete study on a computer or tablet (not mobile phone)

### *Sample size determination*

A similar online study of alcohol HWLs (Clarke et al., 2020) found the proportion of participants selecting an alcoholic drink was lower when alcohol products had an image-and-text HWL (56%) or text-only HWL (61%), compared to no HWLs (77%) (i.e., a 16-21% point difference). However, only a single drink was selected in this online study and there was no intention to purchase the selected drinks, or opportunity to do so. There is limited evidence available within the literature from which to estimate the effect of the intervention on online selection behaviour of multiple drink options with the intention to purchase where the outcome is units of alcohol. There is also no prior information on the size of interaction effect for HWLs and calorie information. A maximum sample size of 600 is possible with available resources (100/per group). With 80% power and at alpha 5%, 510 participants (85/group allowing for attrition of 15%) would detect for example an overall interaction effect size  $f$  of 0.147 or greater with a 2-way ANOVA.

### *Withdrawal of participants*

Participants will be informed at the start of the study that they are free to withdraw at any time, by closing their web browser before submitting their responses in the online selection task, or not sending subsequent proof of purchase to the study team. Participants will only be reimbursed after the research team receive proof of purchase. If this is not received within seven days of the given delivery date (following two email reminders), the research team will assume that the participant has withdrawn, and they will not be reimbursed. Participants will be made aware of these details in the information sheet before consenting to take part in the study.

### **Randomisation**

The study will be delivered on the Qualtrics platform, which will use an algorithm to randomise participants into one of the six groups.

### **Intervention**

Participants will view i. a beer, cider and soft drink selection, and ii. a wine and soft drink selection. Each of these selections will show 32 drink options, including either: i. 16 beer and cider brands and 16 non-alcoholic drink brands (eight alcohol-free beers and ciders and eight soft drinks), or ii. 16 wine brands and 16 non-alcoholic drink brands (eight alcohol-free wines and eight soft drinks) (Appendix A). In each selection, the drink options within the three sub-categories (i.e., i. beer and cider, alcohol-free beer and alcohol-free cider, or soft drinks, ii. wine, alcohol-free wine, or soft drinks) will be presented together under their respective headings but their order of presentation will be randomised. Alcoholic drinks will be labelled according to the six groups: 1. image-and-text HWL and calorie information, 2. text-only HWL and calorie information, 3. calorie information only, 4. image-and-text HWL only, 5. text-only HWL only, 6. no HWL or calorie information (Box 1). Non-alcoholic drinks will display calorie labels in the calorie label groups (1, 2, 3). To ensure they are clearly visible, labels will be displayed next to the product. Within the HWL groups, eight different variants of image-and-text HWLs and seven different variants of text-only HWLs will be used to increase variety, maximise engagement and likelihood of the impact of at least one HWL across our sample, and is also based on tobacco guidelines specifying rotating warnings are most effective (Hammond, 2009). The specific warnings used are based on previous studies highlighting these HWLs as being most effective in increasing negative emotions (Pechey et al., 2020) and decreasing the odds of selecting alcohol (Clarke, Pechey, et al., 2020). Calorie information will be given per bottle or can if the total volume of the container is 568ml or less, or by glass (250ml) if the volume is over 568ml (i.e. 1 pint or less). Illustrative examples of labelled alcohol products are included in Appendix B.


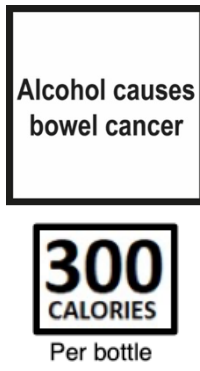



Alcohol-free beer, cider and wine will be clearly labelled to ensure that they are not confused with alcoholic drinks. Drink images will all be shown as bottles or cans, either individually or in multi-packs. Participants will be able to select as many drinks as they would like to purchase in their household grocery shop. For practical reasons, non-alcoholic drinks of interest will be restricted to products categorised as either alcohol-free beer ( $\leq 0.5\%$ <sup>1</sup> alcohol by volume, ABV), alcohol-free cider ( $\leq 0.5\%$  ABV), alcohol-free wine ( $\leq 0.5\%$  ABV), or soft

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<sup>1</sup> Note: The UK government recommend that the term 'alcohol-free' is used for drinks 0.0-0.05%ABV; 'de-alcoholised' is used for drinks  $\leq 0.5\%$  ABV where alcohol has been extracted; and 'low alcohol' is used for drinks  $\leq 1.2\%$ ABV: <https://www.gov.uk/government/publications/low-alcohol-descriptors>. The present study is using the term 'alcohol-free' more inclusively to include drinks  $\leq 0.5\%$  ABV to avoid confusion from using multiple terms. Other drinks containing  $\leq 0.5\%$  ABV, not associated with alcohol, such as ginger beer and kombuchas can be sold as soft drinks without labelling and 'alcohol-free' is an umbrella term more generally recognised to include beer, wine, cider, and spirit alternatives containing  $\leq 0.5\%$  ABV: <https://joinclubsoda.com/frequently-asked-questions/>.

drinks that are not aimed at children (e.g., premium still or sparkling fruit flavoured drinks, or mixers such as tonic water, soda water or ginger ale). This definition aims to avoid confusion with drinks purchased as part of the grocery shop that may not be considered as alternatives for alcohol as well as drinks for children (e.g., tea, coffee, squash, milk-based drinks, juice).

**Box 1. Health warning label (HWL) type and calorie information displayed on the alcoholic drinks the selection task**

Calorie information	HWL type		
	Image-and-text HWL	Text-only HWL	No HWL
<b>Present</b>	Group 1* 	Group 2* 	Group 3* 
<b>Absent</b>	Group 4 	Group 5 	Group 6 No HWL No calorie information

\*In these groups calorie labelling will also be added to non-alcoholic drinks

**Measures**

**Primary outcome measure**

- Number of alcohol units selected (with an intention to purchase). *Participants will be aware that they will be required to purchase the drink items chosen in the selection task and send proof of this to the research team. Therefore, the primary outcome of selection will be made in the context of intention to purchase and provide evidence of this behaviour.*

Units of alcohol – a measure of pure alcohol in a drink with one unit being 10ml or 8g of pure alcohol - will be calculated for all drinks that are >0% ABV (i.e. alcoholic and alcohol-free drinks).

### **Secondary outcome measures**

- Number of alcoholic drinks selected
- Number of non-alcoholic drinks selected
- Total number of drinks selected
- Proportion of total drinks selected that are alcoholic
  
- Number of alcohol units purchased
- Number of alcoholic drinks purchased
- Number of non-alcoholic drinks purchased
- Total number of drinks purchased
- Proportion of total drinks purchased that are alcoholic

The drink type, brand, volume of container(s) (ml), alcohol strength (ABV), and price (£) of each drink selected and purchased will be recorded. The number of drinks will be recorded *per individual drink container* (i.e., a 4x330ml beer multipack will be recorded as four drink items).

Price promotions and variations for all drinks included in the selection task will be checked every month via Tesco.com and recorded. Prices shown in the task will reflect the full price on Tesco.com throughout the study and will not reflect offers or promotions. If there is a 20% or more price change during the study then the price for that product will be updated. Participants will be informed that the prices reflect Tesco prices on the date the study started and that there might be slight variations.

*Negative emotional arousal generated by health warning labels*, assessed using a four-item measure, previously used to assess the impact of warning labels on cigarette packages (Kees et al., 2010).

*Acceptability of health warning labels*, assessed using one item, adapted from previous research assessing the impact of sugar tax (Reynolds et al., 2019).

### **Additional measures**

#### *Screening and demographics*

Age, sex, ethnicity, BMI (height and weight), and highest qualification attained (with the options: 'Higher Education or professional / vocational equivalents', 'A levels or vocational level 3 or equivalents', 'GCSE / O Level grade A\*-C or vocational level 2 or equivalents', 'Qualifications at level 1 and below', 'Other qualifications: level unknown', or 'No qualifications') (ONS, 2015).

#### *Household members*

Participants will be asked about the members of their household, including the number of adults (aged 18+) in their household who have been included for consideration in the drink selection and the number of children (aged <18) in the household.

#### *Drinking behaviour risk*

The Alcohol Use Disorders Identification Test (AUDIT) (Bohn et al., 1995) questions will be used to assess the level of risk associated with participants' drinking behaviour.

### *Weekly unit consumption*

Participants will be asked to enter the number of drinks they have consumed and purchased over the previous seven days.

### *Manipulation check*

Participants will be asked if they noticed any labels on the products and to describe these. They will also be asked what they thought the study was about.

### *Open text comments*

Participants will be asked to provide comments on task, such as explaining their choice of drinks or comments about the labels, via an open text box to inform future studies in this area.

## **Procedure**

Participants will be recruited by a research agency Roots research (<https://rootsresearch.co.uk/>). They will be provided with a participant information sheet, instruction guide and a link to the study on the Qualtrics platform. The information sheet will explain the study and what they will be required to do. It will be made clear that they will be asked to purchase only the drinks that they select in the task (or like-for-like alternatives if they are out of stock) in their next grocery shop, and that the options may not include all of their usual brands. Before commencing the online study, participants will be presented with task instructions, as well as links to the participant information sheet and instruction guide for reference. They will then complete a tick-box consent page and be directed to the drink selection task.

Participants will be randomised to one of six labelling groups (Box 1). They will be shown two sets of 32 options (64 drink items in total): i. beer, cider or soft drinks, and ii. wine or soft drinks, and asked to choose the drinks they would like to purchase for consumption by adults in their household as part of their next household grocery shop at Tesco. Participants will be shown their total drink selection and price and will be given an opportunity to go back and amend their selection before continuing with the study. Then participants will be asked to provide their email address (to be entered twice to ensure accuracy). Following completion of the selection task, participants will view an image of an alcoholic beverage with a label next to it depending on their allocated group and will rate the label on negative emotional arousal and acceptability. Participants in the control group will be randomised to one of the five label groups for these outcomes. Participants will then be asked to answer questions regarding their demographics and typical drinking behaviour, and to briefly explain their drink choices. After completing the task, participants will be automatically sent an email detailing their selected drinks.

When participants submit their selection task, they will be prompted to check their email and provided with instructions to complete the purchasing stage of the study, alongside a link to the Tesco website. The instructions will also be included in the automatic email they are sent and will request that participants will be asked to place all the drinks selected in their online Tesco shopping basket, along with any other grocery items, book their delivery slot and confirm their delivery time and date within 48 hours, via a survey link in the email. Participants will be asked to only purchase drinks they selected in the selection task and will not receive reimbursement if they purchase any additional alcoholic or adult non-alcoholic drinks, unless they provide an explanation for any differences. Participants will be sent an email on the day of their delivery with a request to send proof of purchase (i.e., a copy of their receipt) to the research team within 48 hours. Up to two follow-up email reminders will be sent, two and four days after this time has lapsed. Researchers will record the drink information from the receipts. Participants will be debriefed, including information about how

they can find out more about the study and contact details for the research team, and reimbursed for their time participating in the study.

### **Statistical plan**

Analysis will be conducted in SPSS (version 27) or similar packages.

A CONSORT flow chart will be produced to indicate the numbers approached, recruited and randomised to the various study arms.

### **Primary outcome: Selection**

A generalised linear model - or similar - will be used to analyse the primary outcome (the number of alcohol units selected) using a 3 (HWL) by 2 (calorie label) model including the interaction term if required. The reference group will be the no HWL/ no calorie group, which is most representative of real world settings in which alcoholic drinks do not have HWLs or calorie labels. Adjustment will be made for whether beer or wine was shown to the participant first (as a dichotomous random factor) where available.

### **Secondary outcomes**

The above analysis will be repeated for most of the secondary outcomes. For the proportion of total drinks selected and purchased that are alcoholic we will use a binary logistic model based on the counts of drinks.

Each pairwise effect will be reported as a difference in means with 95% confidence interval (CI) of the mean and p-value.

### **Research governance**

In the UK, research will adhere to the Wellcome Trust Policy on Good Research Practice and the UK Policy Framework for Health and Social Care Research. Researchers also follow the principles laid out in the UK concordat to support research integrity.

### **Ethical considerations and informed consent**

Ethics approval has been obtained from the Cambridge Psychology Research Ethics Committee based at the University of Cambridge (ethics approval code: PRE.2020.155). Participants will receive information at the start of the survey. The study will be closed online once the required number of participants have been recruited. Participants will be given sufficient time to read the information, consider any implications, and raise any questions with the investigators prior to deciding to participate. Consent will then be obtained. Participants will be informed that they are free to withdraw at any time (see above).

### **Sponsorship**

The University of Cambridge will sponsor this study.

### **Safety**

As this is an online experiment, we do not foresee any risks to participants.

The University of Cambridge arranges adequate provision for insurance or indemnity to cover liabilities which may arise in relation to the design, management and conduct of the research project.

### **Data management**

All aspects of the General Data Protection Regulation, Data Protection Act 2018 and the Freedom of Information Act 2000 will be adhered to. All personal data will be treated as confidential.

### *Participant Identifiable Data (PID)*

The study team at the University of Cambridge and the University of Bristol will use participant email addresses to contact them during the study (i.e., an automated email will be generated in the Qualtrics platform to send participants a record of their drink selection). Participants will be asked to email proof of purchase to the study team. Email address and receipts will be stored in password protected files and will be destroyed after data collection is complete. All personally identifiable information collected will be stored securely by the study team at the University of Cambridge and will be kept confidential. The data may only be accessed via a secure website which requires log-in credentials. Only study personnel will have access to these data.

### *Anonymised study data*

All study data will be anonymised using a unique numeric identifier. Study data will be stored on an encrypted cloud server after completion. The data may only be accessed via a secure website which requires log-in credentials. Only study personnel will have access to these data.

### *Data sharing*

Anonymous study data may be shared with collaborators for the purposes of analysis and results interpretation under appropriate collaboration agreements.

### *Long-term data archiving*

At the end of the study, electronic anonymised study data (including finalised anonymised data sheet) will be transferred to a designated storage facility for long-term archiving. Hard copy data will be retained in a locked storage facility. Study data will be kept for a minimum of 20 years in line with the Wellcome Trust Award.

### *Open data*

At an appropriate time, anonymised study data sheet will be locked and made open access on the University of Cambridge Research Data Repository and / or Open Science Framework online data repository.

### *Revoked data*

If a participant decides that they do not want their data used after their participation, they can request that the data are withdrawn. They can request up to the point that data collection is complete and made anonymous, after which, it will not be possible to identify their data for removal. Participants will be made aware of prior to consenting to take part in the study.

### **Quality control and quality assurance**

The investigators will be responsible for data quality. Data input from participants receipts and compared to drinks chosen in the selection task will undergo a reliability check (20% check by independent researcher). If an error rate greater than 1% is obtained the data will be re-inputted in full and assessed again.

### **Publication policy**

The findings from this research study may be published in an appropriate scientific journal (and made available open access), and/or presented at an appropriate meeting. Study data will be collected and held by the study investigators. The data will be made available for sharing via the University of Cambridge Research Data Repository and / or Open Science Framework online data repository.

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**Conflicts of interest**

The study investigators have no known conflicts of interest to declare.

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## Appendix A

Alcohol-free beer, alcohol-free cider and alcohol-free wine options used in the task (Table 2) were selected based on brand and size matches, where possible, with alcohol options available online at Tesco.com. Additional alcoholic beer, cider and wine was selected based on the leading brands of lager, ale, mild and stout<sup>2</sup>, cider<sup>3</sup> and wine<sup>4</sup> in Great Britain according to the number of users.

Table 2 Drink options used in the selection task (Prices based on Tesco.com). Note brand/volume may differ slightly for final options in the study based on stock availability.

Brand name	ABV	Volume	Price
<i>Alcohol free beer and cider</i>			
Heineken Alcohol Free Beer 6 X 330ml	0.00%	6x330ml	£4.00 (£2.02/l)
Peroni Liberia Alcohol Free 4X330ml Bottle	0.00%	4x330ml	£4.50 (£3.41/l)
San Miguel 0.0% Alcohol Free Lager 4X330ml	0.00%	4x330ml	£3.50 (£2.66/l)
Brewdog Punk Nanny State 4X330ml	0.50%	4x330ml	£4.50 (£3.41/l)
Erdinger Alkoholfrei 0.5% 0.1X500ml	0.50%	1x500ml	£1.30 (£2.60/l) Hardys Alcohol Free Chardonnay 75Cl
Adnams Ghost Ship Bottle Beer 0.5% 500ml	0.50%	500ml	£1.30 (£2.60/l)
Stowford Press Apple Cider Low Alcohol 1X500ml	0.50%	1x500ml	£1.30 (£2.60/l);
Kopparberg Premium Cider Mixed Fruit Alcohol Free 4X330ml	0.05%	4x330ml	£3.50 (£2.66/l)
<i>Alcohol-free wine</i>			
Lindeman's Alcohol Free Cabernet Sauvignon 750ml	0.50%	750ml	£4.00
Tesco Low Alcohol Cabernet Tempranillo 76Cl	0.50%	750ml	£2.75
Eisberg Merlot Alcohol Free Wine 75Cl	0.00%	750ml	£3.50
Hardys Alcohol Free Chardonnay 75Cl	0.05%	750ml	£4.00
Eisberg Sauvignon Blanc Alcohol Free 75Cl	0.00%	750ml	£3.50
Eisberg Rose Alcohol Free 75Cl	0.00%	750ml	£3.50

<sup>2</sup> Statista (2020) Leading brands of beer in Great Britain 2019, by number of users, Statista Research Department, <https://www.statista.com/statistics/868499/leading-brands-of-beer-in-the-uk/>

<sup>3</sup> Statista (2020) Leading brands of cider in Great Britain 2019, by number of users, Statista Research Department, <https://www.statista.com/statistics/317609/leading-brands-of-cider-in-the-uk/>

<sup>4</sup> Statista (2020) Leading brands of still wine in Great Britain 2019, by number of users, Statista Research Department, <https://www.statista.com/statistics/304150/leading-brands-of-wine-including-sparkling-gb-in-the-uk/>

Restricted - Other

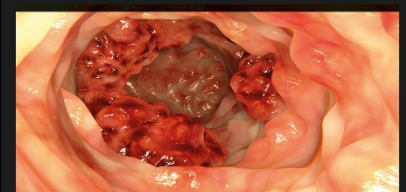
Freixenet 0.0% Alcohol Free Sparkling 75Cl	0.00%	750ml	£5.00
Nozeco De Alcoholised Wine	0.50%	750ml	£5.00
<i>Soft drinks</i>			
Fentimans Curiosity Cola 4X275ml	n/a	4x275ml	£4.53 (£0.41/100ml)
San Pellegrino Sparkling Water 1x750ml	n/a	1 x 750ml	£1.10 (£0.15/100ml)
J20 Orange & Passion Fruit 6 X 275MI	n/a	6X275MI	£6.00 (£0.36/100ml)
San Pellegrino Sparkling Limonata 6X330ml	n/a	6X330ml	£3.79 (£0.19/100ml)
Tesco Soda Water 1Litre	n/a	1l	£0.50 (£0.05/100ml)
Schweppes Tonic Water 12 X 150MI	n/a	12 X 150ml	£4.50 (£0.25/100ml)
Fentimans Traditional Ginger Beer 4X275ml	n/a	4x275ml	£4.53 (£0.41/100ml)
Belvoir Light Elderflower Presse 750MI	n/a	750ml	£2.49 (£0.33/100ml)
J20 Spritz Apple Watermelon 6X275ml	n/a	6X275ml	£6.00 (£0.36/100ml)
Shloer Sparkling White Grape Juice 750MI	n/a	750ml	£2.20 (£0.29/100ml)
Fentimans Traditional Rose Lemonade 750MI	n/a	750ml	£2.95 (£0.39/100ml)
San Pellegrino Aranciata Rossa 6 Pack Can 330MI	n/a	6X330ml	£3.79 (£0.19/100ml)
Oasis Summer Fruit 1.5 Litre Bottle	n/a	1.5l	£1.00 (£0.07/100ml)
Schweppes Soda Water 1 Litre	n/a	1l	£1.50 (£0.15/100ml)
London Essence Orange & Elderflower Tonic 6 X 150MI	n/a	6X150ml	£3.25 (£0.36/100ml)
Schweppes Canada Dry Ginger Ale 1Ltr	n/a	1l	£1.50 (£0.15/100ml)
<i>Beer and cider</i>			
Heineken 12X330ml Bottles	5.00%	12x330ml	£11.00 (£2.78/l)
Peroni Nastro Azzurro 4X330ml Bottles	5.10%	4x330ml	£6.50 (£4.93/l)
San Miguel 4X330ml	5.00%	4x330ml	£4.50 (£3.41/l)
Becks Lager Beer 20 X 275MI	4.00%	20x275ml	£14.00 (£2.55/l)
Budweiser 15 X 440MI	4.50%	15x440ml	£14.00 (£2.12/l)
Stella Artois Premium Lager 6 X 330MI	4.60%	6x330ml	£5.00 (£2.53/l)
Brewdog Punk Ipa 4X330ml	5.40%	4x330ml	£5.00 (£4.55/l)
Hoegaarden White Beer 4X330 MI Bottles	4.90%	4x330ml	£4.50 (£3.41/l)
Adnams Ghost Ship 500MI	4.30%	500ml	£1.70 (£3.40/l)
Sharps Doom Bar 500MI	4.30%	500ml	£1.49 (£2.98/l)
Hobgoblin Ipa 500MI	5.30%	500ml	£1.70 (£3.40/l)
Old Speckled Hen Can 4 X 500MI	5.00%	4x500ml	£4.29 (£2.15/l)
Friels Vintage Cider 4 X 330MI	7.40%	4x330ml	£4.50 (£3.41/l)

Restricted - Other

Kopparberg Mixed Fruit Cider 4X330ml Bottle	4.00%	4x330ml	£5.00 (£3.79/l)
Stowford Press Apple Cider 4 X 440ml Can	4.50%	4x440ml	£3.50 (£1.99/l)
Kopparberg Pear 500ml Bottle	4.50%	500ml	£2.00 (£4.00/l)
<i>Wine</i>			
Tesco Spanish Tempranillo 75cl	12.00%	750ml	£3.69
Lindeman's Bin 50 Shiraz 75cl	13.50%	750ml	£7.00
Hardys Varietal Range Merlot 75cl	13.00%	750ml	£6.00
Yellow Tail Pinot Noir 75cl	13.50%	750ml	£7.00
Gallo Family Vineyards Merlot 75cl	13.00%	750ml	£6.00
Wolf Blass Yellow Label Cabernet Sauvignon 75cl	13.50%	750ml	£8.00
Hardys Crest Chardonnay 75cl	13.00%	750ml	£7.00
Lindeman's Bin 65 Chardonnay 75cl	13.00%	750ml	£7.00
Wolf Blass Yellow Label Sauvignon Blanc 75cl	13.00%	750ml	£8.00
Tesco Finest Marlborough Sauvignon Blanc 75cl	12.50%	750ml	£6.00
Yellow Tail Pinot Grigio 75cl	11.50%	750ml	£7.00
Tesco Tempranillo Garnacha Rose 75cl	11.50%	750ml	£4.50
Blossom Hill White Zinfandel 75cl	11.00%	750ml	£6.00
Freixenet Prosecco Doc 75cl	11.00%	750ml	£12.00
Tesco Finest Prosecco Doc 75cl	11.00%	750ml	£8.00
Casillero Del Diablo Chardonnay 75cl	12.5%	750ml	£8.00

Appendix B - HWLs and examples


<p><b>Sharps Doom Bar</b> 4.3% 500ml <b>£1.49</b></p> <p><input type="button" value="Add"/> ↓</p>

<p><b>Alcohol causes bowel cancer</b></p>	
	

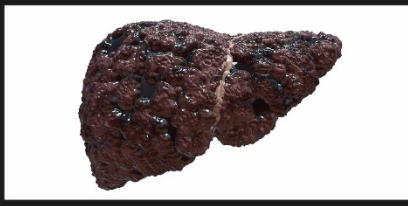
**Alcohol causes  
breast cancer**



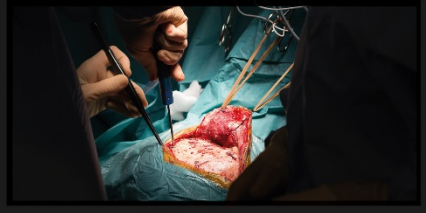
**Alcohol causes  
liver cirrhosis**



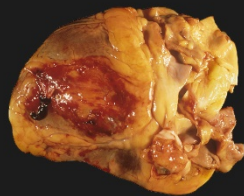
**Alcohol causes  
liver cirrhosis**



**Alcohol causes  
7 types of cancer**



**Alcohol causes  
heart disease**



**Alcohol causes  
liver cancer**



**Alcohol causes  
liver disease**



N.B. Text HWLs will be the same health consequences as the image-and-text HWLs.

Example:

**Alcohol causes  
liver cancer**