**Perceived Visual Informativeness (PVI) Scale**

1. The images contained essential information.
2. The visual information in the [message] was clear.
3. The images made other ideas easier to understand.
4. The images were large enough to see.
5. I found the images in the [message] informative.
6. Images in the [message] helped me understand the rest of the content.
7. I think the images from the [message] are worth remembering.

Response options for all items are *strongly disagree*, *disagree*, *neutral*, *agree*, *strongly agree* (5 pt. scale)

Descriptive Statistics:

King et al. (in press): *M* = 3.84, *SD* = .84, *α* = .91

Citation Information:

King, A. J.,\* **Jensen, J. D.**, Davis, L. A., & Carcioppolo, N. (in press). Perceived visual informativeness (PVI): Construct and scale development to assess visual health information in printed materials. *Journal of Health Communication*.