

1 **Description of Additional Supplementary Files**

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3 **File Name:** Supplementary Data 1

4 **Description:** Number of deaths associated with each health risk term used in the surveys.

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6 **File Name:** Supplementary Data 2

7 **Description:** Source data for Figure 2.

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9 **File Name:** Supplementary Data 3

10 **Description:** Source data for Figure 3.

11

12 **File Name:** Supplementary Data 4

13 **Description:** Correlations between risk association, memorability, the different linguistic dimensions
14 and all participant variables for the term "Drug-resistant infections".

15 **File Name:** Supplementary Data 5

16 **Description:** Correlations between risk association, memorability, the different linguistic dimensions
17 and all participant variables for the term "Antibiotic resistance".