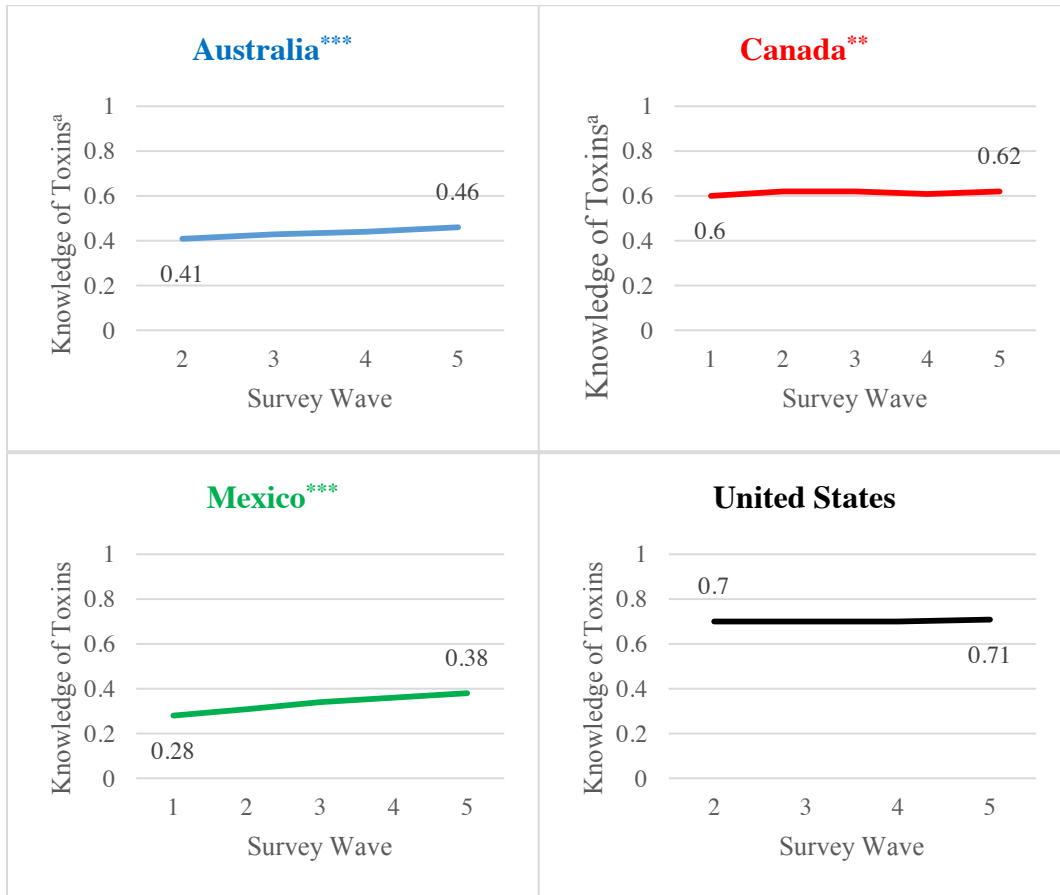


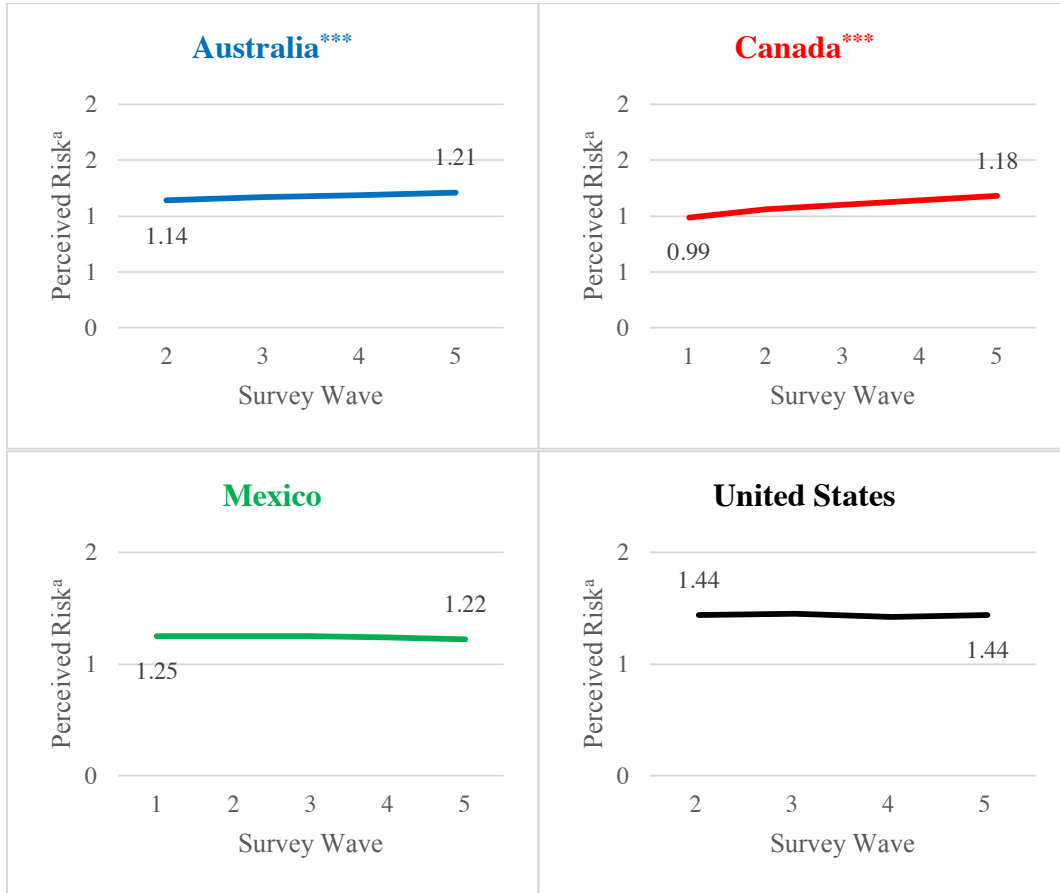
Supplementary Figure 1. Changes in knowledge of toxic constituents over time among all smokers, including those lost to follow-up^a



^aMeans adjusted for age, sex, education, income, daily smoking, wave, and time-in-sample; Indices were standardized by averaging the responses to the number of toxic constituents qualitatively described on each country's HWLs, i.e., 2 for Australia and Canada, 3 for Mexico, and 1 for US; Numbers of observations were 3,553 in Australia, 4,585 in Canada, 4,539 in Mexico, and 5,076 in the United States, and the numbers of smokers were 1,860 in Australia, 2,592 in Canada, 2,867 in Mexico, and 3,296 in the United States; Data were collected once every four months from September 2012 (Wave 1) to January 2014 (Wave 5) in Australia, Canada, and Mexico. For Australia, only the four waves of data after policy implementation were used for analysis, since new HWLs were introduced 3 months after data collection started. Data collection started one wave later in the United States due to parent project aims, producing four waves of data.

***p <.001, **p < .01 for linear trend

Supplementary Figure 2. Changes in perceived risk of smoking-related conditions over time among all smokers, including those lost to follow-up



^aMeans adjusted for age, sex, education, income, daily smoking, wave, and time-in-sample; Indices were standardized by averaging the responses to the number of toxic constituents qualitatively described on each country's HWLs, i.e., 2 for Australia and Canada, 3 for Mexico, and 1 for the United States; Numbers of observations were 3,553 in Australia, 4,585 in Canada, 4,539 in Mexico, and 5,076 in the United States, and the numbers of smokers were 1,860 in Australia, 2,592 in Canada, 2,867 in Mexico, and 3,296 in the US; Data were collected once every four months from September 2012 (Wave 1) to January 2014 (Wave 5) in Australia, Canada, and Mexico. For Australia, only the four waves of data after policy implementation were used for analysis, since new HWLs were introduced 3 months after data collection started. Data collection started one wave later in the United States due to parent project aims, producing four waves of data.

***p < .001 for linear trend