

Supplementary Table 1. Detailed response information on level of support for each policy

Country	Response Option	Menthol Ban	Additive Ban	Nicotine Standard	Legal Age 21+	Pictorial Warning
		N (%)	N (%)	N (%)	N (%)	N (%)
Canada	Strongly Support	230 (9.80)	351 (15.00)	588 (26.38)	695 (30.29)	NA
	Support	396 (16.74)	559 (25.32)	930 (41.57)	818 (37.58)	NA
	Oppose	635 (29.63)	593 (27.09)	244 (10.33)	325 (14.74)	NA
	Strongly Oppose	377 (17.46)	311 (13.93)	136 (6.51)	163 (7.13)	NA
	Refused	15 (0.66)	13 (0.53)	8 (0.27)	8 (0.27)	NA
	Don't Know	567 (25.71)	393 (18.12)	314 (14.95)	211 (9.99)	NA
	Total	2220 (100)	2220 (100)	2220 (100)	2220 (100)	NA
United States	Strongly Support	211 (7.22)	285 (12.21)	376 (17.91)	504 (24.52)	260 (9.53)
	Support	303 (11.43)	440 (22.29)	706 (35.84)	673 (35.18)	495 (23.63)
	Oppose	498 (29.56)	488 (26.64)	293 (16.62)	296 (17.54)	464 (26.82)
	Strongly Oppose	459 (24.56)	340 (18.52)	159 (8.38)	195 (10.76)	305 (17.13)
	Refused	19 (1.55)	9 (0.74)	23 (1.10)	17 (1.43)	20 (1.09)
	Don't Know	360 (25.69)	288 (19.61)	293 (20.16)	165 (10.56)	306 (21.80)
	Total	1850 (100)	1850 (100)	1850 (100)	1850 (100)	1850 (100)
England	Strongly Support	171 (5.19)	303 (10.01)	548 (18.89)	718 (25.14)	NA
	Support	349 (9.91)	597 (19.66)	1092 (37.96)	1065 (36.93)	NA
	Oppose	849 (29.92)	788 (26.38)	414 (12.89)	499 (17.13)	NA
	Strongly Oppose	656 (23.23)	462 (16.61)	236 (7.13)	252 (7.89)	NA
	Refused	14 (0.42)	13 (0.46)	16 (0.45)	10 (0.22)	NA
	Don't Know	841 (31.33)	717 (26.88)	574 (22.68)	336 (12.68)	NA
	Total	2880 (100)	2880 (100)	2880 (100)	2880 (100)	NA
Australia	Strongly Support	72 (5.25)	180 (14.28)	227 (18.57)	327 (25.52)	NA
	Support	110 (8.14)	269 (20.03)	496 (38.14)	468 (36.95)	NA
	Oppose	316 (27.88)	304 (25.21)	185 (17.01)	196 (16.09)	NA
	Strongly Oppose	251 (23.5)	156 (16.61)	87 (7.48)	83 (9.18)	NA
	Refused	7 (0.38)	3 (0.25)	7 (0.6)	5 (0.37)	NA
	Don't Know	459 (34.84)	303 (23.63)	213 (18.2)	136 (11.89)	NA
	Total	1215 (100)	1215 (100)	1215 (100)	1215 (100)	NA

Note: Absolute frequencies are unweighted, percentages are weighted.

NA: not applicable since questions about pictorial HWLs were only asked of US respondents

Support vs. Oppose (excluding Don't Know).

		Menthol Ban	Additive Ban	Nicotine Standard	Legal Age 21+	Pictorial Warning
Variable	Comparison	aOR 95% CI	aOR 95% CI	aOR 95% CI	aOR 95% CI	aOR 95% CI
Country	US vs Canada	0.88 (0.69, 1.12)	1.00 (0.80, 1.24)	0.52 (0.41, 0.66)	0.69 (0.56, 0.86)	
	England vs Canada	0.52 (0.43, 0.64)	0.79 (0.66, 0.94)	0.79 (0.65, 0.96)	0.88 (0.74, 1.05)	
	Australia vs. Canada	0.49 (0.36, 0.67)	0.80 (0.62, 1.02)	0.58 (0.44, 0.77)	0.87 (0.68, 1.13)	
	England vs. US	0.60 (0.47, 0.77)	0.79 (0.64, 0.98)	1.52 (1.22, 1.90)	1.28 (1.04, 1.57)	
	Australia vs. US	0.56 (0.40, 0.79)	0.80 (0.61, 1.05)	1.12 (0.84, 1.50)	1.27 (0.96, 1.67)	
	Australia vs. England	0.94 (0.68, 1.30)	1.01 (0.78, 1.31)	0.74 (0.56, 0.97)	0.99 (0.77, 1.28)	
Gender	Female vs Male	0.72 (0.58, 0.83)	1.03 (0.89, 1.20)	1.52 (1.29, 1.79)	1.22 (1.05, 1.42)	0.98 (0.69, 1.40)
Age	25-39 vs 18-24	1.24 (0.93, 1.66)	1.16 (0.87, 1.54)	1.54 (1.15, 2.07)	2.14 (1.65, 2.78)	0.70 (0.42, 1.16)
	40-54 vs 18-24	1.13 (0.85, 1.50)	1.40 (1.07, 1.84)	1.50 (1.13, 2.00)	2.48 (1.94, 3.16)	0.46 (0.28, 0.76)
	55+ vs 18-24	0.94 (0.71, 1.24)	1.54 (1.18, 2.01)	1.80 (1.36, 2.36)	2.38 (1.87, 3.02)	0.38 (0.24, 0.59)
HSI	3+ vs 0-2	0.69 (0.58, 0.83)	0.76 (0.65, 0.88)	0.77 (0.65, 0.92)	0.97 (0.83, 1.13)	0.66 (0.46, 0.93)
Vaping Status ²	Former vs Current	0.70 (0.52, 0.95)	0.89 (0.70, 1.14)	1.14 (0.87, 1.48)	1.02 (0.79, 1.31)	0.94 (0.58, 1.55)
	Never vs Current	0.94 (0.78, 1.14)	1.27 (1.07, 1.51)	1.12 (0.93, 1.35)	0.94 (0.80, 1.11)	1.34 (0.92, 2.01)
Intention to Quit ³	> 6 months vs. ≤ 6 months	0.54 (0.45, 0.65)	0.61 (0.52, 0.72)	0.51 (0.43, 0.61)	0.56 (0.47, 0.66)	0.39 (0.27, 0.55)
Menthol ⁴	Tobacco only vs. Menthol or Another Flavor	2.26 (1.78, 2.87)	2.25 (1.83, 2.75)			
Perceptions about Harmfulness of Nicotine ⁵	More Harmful vs Not Very Harmful			2.10 (1.78, 2.48)		