

Table S1: Number of unique packs collected, by brand family and machine-assessed tar yield

	Brand Family Name	Machine-assessed Tar Yield															
		0.1	0.5	1	1.5	2	3	3.5	4	4.5	5	5.5	6	6.5	7	8	Total
KT&G	Esse	1	2	17			1	1	1	1		1		1			26
	Bohem			8			3				3		5				19
	Raison			4			6						2				12
	The One	2	1	5													8
	Africa										5						5
	Simple			1			1				1		1				4
	Time							1				2					3
	This											1		1			2
	Davidoff						1						1				2
	Cloud 9			1							1						2
	Entz							1									1
	Seasons					1											1
	Tonino												1				1
	Hallasan									1							1
	Lilac													1			1
Total	3	3	36	0	1	12	3	1	2	10	4	10	3	0	0	88	
PM, Korea	Marlboro			3			2			2		8			1	16	
	Parliament			6	1		1		1	3						12	
	Virginia Slims			2			1			2						5	
	Lark			1												1	
	Total	0	0	12	1	0	4	0	1	0	7	0	8	0	0	1	34
BAT, Korea	Dunhill	2		10	4		5		3			3				27	
	Rothmans		1	2	1							1				5	
	Total	2	1	12	5	0	5	0	3	0	0	4	0	0	0	32	
JTI, Korea	Mevius			6			5			1		5			1	18	
	Camel			1			1			1		1			1	5	
	Sevenstars													1		1	
	Total	0	0	7	0	0	6	0	0	0	2	0	6	0	1	2	24
Total	5	4	67	6	1	27	3	5	2	19	4	28	3	1	3	178	

Table S2: Number of unique packs collected with additional tar number branding, by brand family and machine-assessed tar yield

	Brand Family Name	Additional Tar Number Branding								Total	
		0.1	0.5	1	3	4	5	6	7		8
KT&G	Esse	1	2	13		1					17
	Bohem			6	1		1	3			11
	The One	2	1	5							8
	Simple			1	1		1				3
	Cloud 9			1			1				2
	Raison			2							2
	Tonino							1			1
Total	3	3	28	2	1	3	4	0	0	44	
JTI, Korea	Mevius			6	5		1	5		1	18
	Camel			1	1		1			1	4
	Sevenstars								1		1
	Total			7	6		2	5	1	2	23
BAT, Korea	Dunhill	2		6	5			3			16
	Rothmans		1	2							3
	Total	2	1	11	5	0	0	3	0	0	22
PM, Korea	Parliament			5	1	1	3				10
	Virginia Slims			2	1		2				5
	Marlboro			3			1				4
	Lark			1							1
	Total	0	0	11	2	1	6	0	0	0	20
Total	5	4	57	15	2	11	12	1	2	109	