Supplementary Appendix 1. Country-Specific Likert-Scale Ratings of Cigarette-Packaging and Cigarette-Stick Health Warnings.

Country	Current	Cig 1	Cig 2	Cig 3	Cig 4	Cig 5	Cig 6	Cig 7	Cig 8	Cig AVG	OpinHW
AUS	2.54	2.79	3.04	2.85	2.46	3.11	2.34	2.51	2.63	2.72	3.31
CAN	2.87	3.08	3.18	3.02	2.75	3.27	2.56	2.63	2.85	2.91	3.43
UK	2.98	<u>3.17</u>	3.28	3.25	2.89	3.30	2.82	<u>2.74</u>	2.92	3.05	3.75
USA	2.07	2.65	2.77	2.66	2.38	2.78	2.29	2.29	2.53	2.55	3.19
AVG*	2.60	2.91	3.06	2.93	2.61	3.11	2.49	2.53	2.72	2.79	3.42

^{*}AVGs may be slightly different due to rounding done in excel rather than with 2 decimal points.

Bold and green = Highest scoring cigarette per country (financial costs) Bold and red = lowest scoring cigarette per country

Underlined = highest score per item across countries

<u>Likert-Scale Ratings:</u> 5-point; Not at all effective (1) to Very effective (5)

Current = Current Packaging Warnings

Cig 1 = Minutes of Life Lost

Cig 2 = Effect of Smoking on Others 2^{nd} overall

Cig 3 = Risk of Mortality from Smoking

Cig 4 = Risk of Addiction from Smoking

Cig 5 = Financial Cost of Smoking 1^{st} overall

Cig 6 = Social Issues with Smoking Last in 3 of 4 countries

Cig 7 = Dealing with Cravings

Cig 8 = Planning to Quit

OpinHW = Opinion (from Strongly Disagree to Strongly Agree) of health warnings and messages being included on all cigarette sticks

Supplementary Appendix 2. Exact numbers of Indigenous participants from each participating country.

Australia: Eleven (11) total

Seven (7) Aboriginal participants

One (1) Torres Strait Islander participant

One (1) Aboriginal/Torres Strait Islander participant

Canada: Eleven (11) total

Three (3) African American participants

Eight (8) Native Canadian participants

<u>UK:</u> Nine (9) total

Seven (7) Black British participants

Two (2) Afro-Caribbean participants

USA: Eight (8) total

Eight (8) African American participants

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