





Supplemental Table 1. Tobacco product regulations for tobacco advertising, promotion, and sponsorship (TAPS) and heath warning labels

	TAPS bans (FCTC Article 13): Location covered by a ban							FCTC Article 11
	TV and Radio	Print Ads: Magazine and Newspapers [†]	Billboard/ Outdoor Advertising	POS	Internet	Free distribution in mail or through other means	Promotional Discounts	Health Warning Labels
Cigarettes	Yes	No	No	Yes	No	No	No	Picture/graphic warnings cover 50% of the front and back (10 different warnings) <div><div>Regular Type</div><div>Vertical Type</div><div><div>Front</div><div>Back</div><div>Front</div><div>Back</div></div></div>

	TAPS bans (FCTC Article 13): Location covered by a ban							FCTC Article 11
	TV and Radio	Print Ads: Magazine and Newspapers [†]	Billboard/ Outdoor Advertising	POS	Internet	Free distribution in mail or through other means	Promotional Discounts	Health Warning Labels
HTPs (tobacco-containing heat sticks)*	Yes	No	No	Yes	No	No	No	<p>Picture/graphic warnings cover 50% of the front and back (1 warning)</p> <div> <div> <div>Regular Type</div> <div> <div>Front</div> <div>Back</div> </div> </div> <div> <div>Vertical Type</div> <div> <div>Front</div> <div>Back</div> </div> </div> </div>

	TAPS bans (FCTC Article 13): Location covered by a ban							FCTC Article 11
	TV and Radio	Print Ads: Magazine and Newspapers [†]	Billboard/ Outdoor Advertising	POS	Internet	Free distribution in mail or through other means	Promotional Discounts	Health Warning Labels
NVPs (nicotine e-liquid packages)*	Yes	No	No	Yes	No	No	No	<p>Picture/graphic warnings cover 50% of the front and back (2 warnings)</p> <p>The e-liquid bottle contains the picture warning on the front of the bottle.</p> <div> <div> <p>Regular Type</p> <div> <p>Front</p>  </div> <div> <p>Back</p>  </div> </div> <div> <p>Cylinder Type</p> <div> <p>Front</p>  </div> <div> <p>Side</p>  </div> </div> </div>

*Devices are excluded from tobacco product regulations; [†] If magazines and newspapers are particularly targeting women and youth, all TAPS for cigarettes, HTP and NVP are banned. NVPs: If liquid nicotine is extracted from tobacco roots and stems, and synthetic nicotine is used, they are not regulated as tobacco products. POS: Point of sale (retail) advertising. Health warning label images differ between cigarettes, HTPs and NVPs. Health warning information and images for tobacco packaging are from: The 2nd Manual for Marking the Warning Picture and Phrases on Packaging of Tobacco, Ministry of Health and Welfare & the National Tobacco Center.

Supplemental Table 2. Outcome measures used in the current study: Wave 1 of the International Tobacco Control Korea (ITC KRA1) Survey (conducted in June 2020).

Outcome variables

1. Perceived Harmfulness of HTPs/NVPs compared to cigarettes was assessed using the following questions:

(a) *“Compared to smoking ordinary cigarettes, how harmful do you think it is to use a heated tobacco product?”*

(b) *“Compared to smoking ordinary cigarettes, how harmful do you think it is to use a liquid e-cigarette?”* Response options for 1a and 1b were :

- Much less harmful than smoking ordinary cigarettes
- Somewhat less harmful than smoking ordinary cigarettes
- Equally harmful to smoking ordinary cigarettes
- Somewhat more harmful than smoking ordinary cigarettes
- Much more harmful than smoking ordinary cigarettes
- Declined
- Don't know

2. Perceived Harmfulness of HTPs to NVPs was assessed using the following question:

“Compared to using a liquid e-cigarette, how harmful do you think using a heated tobacco product is?” Response options included:

- Much less harmful than using liquid e-cigarettes
- Somewhat less harmful than using liquid e-cigarettes
- Equally harmful as using liquid e-cigarettes
- Somewhat more harmful than using liquid e-cigarettes
- Much more harmful than using liquid e-cigarettes
- Declined
- Don't know

3. Advertising exposure to HTPs and NVPs was assessed using the following two questions: *“In the last 6 months have you noticed heated tobacco products being advertised in any of the following places?”* and *“In the last 6 months have you noticed liquid e-cigarette products being advertised in any of the following places?”* TV; Radio; Newspapers or Magazines; Posters or Billboards; Stores where tobacco is sold; Stores where HTPs are sold; Stores where NVPs are sold; Social Media; Bars or Pubs; Transportation. Response options included:

- Yes
- No
- Declined
- Don't know