

Supplementary Table 3: Relative risk perceptions held by a majority of respondents, overall and for key subpopulations, by sampling method

Product comparison	Samples ¹	Proportion of samples in which a majority of respondents held a particular perception of relative risk % (n)							
		Less	Less or equal	Equal	Equal or greater	Greater	Don't know ²	None ³	Unknown ⁴
SLT vs. CCs (ref)	Overall (n=77)	18 (14)	3 (2)	13 (10)	6 (5)	0	0	27 (21)	32 (25)
	Prob-based samples (n=56)	21 (12)	0	13 (7)	5 (3)	0	0	34 (19)	27 (15)
	Non-prob-based samples (n=21)	9.5 (2)	9.5 (2)	14 (3)	9.5 (2)	0	0	48 (10)	9.5 (2)
	Smokers (n=38)	13 (5)	0	11 (4)	5 (2)	0	0	16 (6)	55 (21)
	Prob-based samples (n=28)	14 (4)	0	14 (4)	4 (1)	0	0	21 (6)	46 (13)
	Non-prob-based samples (n=10)	10 (1)	0	0	10 (1)	0	0	0	80 (8)
	SLT users (n=13)	38 (5)	8 (1)	15 (2)	0	0	0	31 (4)	8 (1)
	Prob-based samples (n=12)	42 (5)	0	17 (2)	0	0	0	33 (4)	8 (1)
	Non-prob-based samples (n=1)	0	100 (1)	0	0	0	0	0	0
	SLT non-users (n=6)	0	17 (1)	0	0	0	0	83 (5)	0
	Prob-based samples (n=5)	0	0	0	0	0	0	100 (5)	0
	Non-prob-based samples (n=1)	0	100 (1)	0	0	0	0	0	0
ECs vs. CCs (ref)	Overall (n=46)	70 (32)	0	0	0	0	4 (2)	17 (8)	9 (4)
	Prob-based samples (n=32)	56 (18)	0	0	0	0	6 (2)	25 (8)	13 (4)
	Non-prob-based samples (n=14)	100 (14)	0	0	0	0	0	0	0
	General population (n=11)	64 (7)	0	0	0	0	0	27 (3)	9 (1)
	Prob-based samples (n=9)	56 (5)	0	0	0	0	0	33 (3)	11 (1)
	Non-prob-based samples (n=2)	100 (2)	0	0	0	0	0	0	0
	Smokers (n=16)	81 (13)	0	0	0	0	0	19 (3)	0
	Prob-based samples (n=13)	77 (10)	0	0	0	0	0	23 (3)	0
	Non-prob-based samples (n=3)	100 (3)	0	0	0	0	0	0	0

	Non-smokers (n=2)	0	0	0	0	0	50 (1)	0	50 (1)
	Prob-based samples (n=2)	0	0	0	0	0	50 (1)	0	50 (1)
	Non-prob-based samples (n=0)	-	-	-	-	-	-	-	-
	EC users (n=16)	75 (12)	0	0	0	0	0	19 (3)	6 (1)
	Prob-based samples (n=7)	43 (3)	0	0	0	0	0	43 (3)	14 (1)
	Non-prob-based samples (n=9)	100 (9)	0	0	0	0	0	0	0
	EC non-users (n=1)	0	0	0	0	0	100 (1)	0	0
	Prob-based samples (n=1)	0	0	0	0	0	100 (1)	0	0
	Non-prob-based samples (n=0)	-	-	-	-	-	-	-	-
NRT vs. CCs (ref)	Overall (n=20)	35 (7)	0	10 (2)	5 (1)	0	0	0	50 (10)
	Prob-based samples (n=5)	0	0	40 (2)	0	0	0	0	60 (3)
	Non-prob-based samples (n=15)	47 (7)	0	0	6 (1)	0	0	0	47 (7)
	General population (n=4)	75 (3)	0	0	25 (1)	0	0	0	0
	Prob-based samples (n=0)	-	-	-	-	-	-	-	-
	Non-prob-based samples (n=4)	75 (3)	0	0	25 (1)	0	0	0	0
	Smokers (n=12)	25 (3)	0	17 (2)	0	0	0	0	58 (7)
	Prob-based samples (n=3)	0	0	66 (2)	0	0	0	0	33 (1)
	Non-prob-based samples (n=9)	33 (3)	0	0	0	0	0	0	66 (6)
	NRT users (n=2)	50 (1)	0	0	0	0	0	0	50 (1)
	Prob-based samples (n=1)	0	0	0	0	0	0	0	100 (1)
	Non-prob-based samples (n=1)	100 (1)	0	0	0	0	0	0	0
	NRT non-users (n=2)	0	0	0	0	0	0	0	100 (2)
	Prob-based samples (n=1)	0	0	0	0	0	0	0	100 (1)
	Non-prob-based samples (n=1)	0	0	0	0	0	0	0	100 (1)
SLT vs. NRT (ref)	Overall (n=2)	0	0	0	0	0	100 (2)	0	0

	Prob-based samples (n=2)	0	0	0	0	0	100 (2)	0	0
	Non-prob-based samples (n=0)	-	-	-	-	-	-	-	-
ECs vs. NRT (ref)	Overall (n=1)	0	0	0	0	0	0	100 (1)	0
	Prob-based samples (n=1)	0	0	0	0	0	0	100 (1)	0
	Non-prob-based samples (n=0)	-	-	-	-	-	-	-	-

Notes: ¹ Sample sizes reflect those studies for which quantitative comparable findings were reported. Samples from the following studies were excluded due to use of an incompatible measure: SLT vs. CCs [45]; ECs vs. CCs [69, 73]; ECs vs. NRT.[69]

² Denotes samples in which a majority of respondents reported not knowing the relative risk of given products.

³ Denotes samples in which a particular perception of relative risk was not held by a majority of respondents.

⁴ Denotes samples for which insufficient information was given to discern whether a majority of respondents held a particular perception of relative risk.

Denotes findings which should be interpreted with caution, given limitations with available data.

Bolded results indicate the proportion of samples in which a majority of respondents held the epidemiologically correct perception of relative risk, for each product comparison.