

Supplementary Table 1: Prevalence estimates of IQOS awareness, interest in trying, and susceptibility to trying among youth, by country (N=12,064)

Measure	Canada (n=4,008)		United States (n=4,086)		England (n=3,970)	
	Weighted % (n)					
Awareness: <i>Have you heard of a product called IQOS, which heats a stick of tobacco instead of burning it?</i>						
No	93.6	(3641)	90.9	(3625)	94.4	(3676)
Yes	6.4	(248)	9.1	(363)	5.6	(217)
Interest in trying: <i>Would you be interested in trying this product?</i>						
Definitely not	67.0	(2547)	59.1	(2288)	58.2	(2178)
Probably not	21.9	(834)	25.1	(974)	25.8	(967)
Probably yes	8.1	(310)	11.7	(452)	12.7	(475)
Definitely yes	2.9	(110)	4.1	(160)	3.2	(121)
Susceptibility: <i>If one of your best friends were to offer you this product, would you try it?</i>						
Definitely not	59.9	(2296)	53.9	(2088)	48.6	(1844)
Probably not	22.9	(876)	23.1	(893)	24.8	(942)
Probably yes	12.5	(481)	15.4	(595)	20.0	(760)
Definitely yes	4.7	(180)	7.6	(296)	6.5	(248)

Note: Analyses conducted using weighted data.

Respondents with missing data are not included in weighted totals: awareness of IQOS n=295 (Canada=119; US=98; England=77); interest in trying IQOS n=649 (Canada=208; US=213; England=228); susceptibility to trying IQOS n=564 (Canada=175; US=214; England=175).