

SUPPLEMENTARY MATERIALS

Supplementary file 1. Additional details on methods

Implementation of provincial menthol cigarette ban in Quebec in relation to ITC 4CV

Canada Survey dates

The ITC 4CV Wave 1 Canada Survey was conducted from July to November 2016, before the implementation of menthol cigarette bans in seven provinces: Quebec, Ontario, Prince Edward Island, Newfoundland & Labrador, British Columbia, Saskatchewan, and Manitoba. The Wave 2 Survey was conducted from February to July 2018, after the implementation of menthol cigarette bans in the aforementioned provinces. The menthol cigarette ban in Quebec was implemented during the 2016 survey fieldwork period. In this study, the 2016 survey results from Quebec were considered as pre-policy data as the vast majority of respondents from the province completed the survey during the transition period for the ban.

Classification of short- and long-term quitters

Survey response options for measure of when respondents quit smoking were '4 to 6 months ago' and '7-12 months' ago. Respondents were then classified into two categories: (1) quit \leq 6 months, and (2) quit $>$ 6 months. Given variation in the implementation of provincial menthol bans (August 2016-July 2017) and the nationwide menthol ban (October 2017) in relation to the 2018 survey fieldwork period (February to July 2018), respondents who completed the 2018 survey at the beginning of fieldwork period and had 'quit $>$ 6 months' would have stopped smoking before or after provincial menthol bans (depending on the timing of ban in each province and follow-up survey). However, most of these respondents would have stopped smoking before the 2017 nationwide menthol ban and remained quit after the ban. As such, we classified respondents who 'quit \leq 6 months' as short-term quitters who stopped smoking after

the nationwide menthol ban, and those who ‘quit > 6 months’ as long-term quitters who stopped smoking before the nationwide menthol ban and remained quit at follow-up.

Sensitivity analyses with less than monthly smokers classified as current smokers

In this study, current smokers were defined as those who were currently smoking cigarettes at least monthly. Additional sensitivity analyses (not shown) that included less than monthly smokers as current smokers did not change the significance of the results and conclusions reported in this study.

Supplementary file 2. Additional details on results

Comparison of smoking cessation outcomes among menthol and non-menthol smokers in Ontario vs six other provinces

Analyses (not shown) were conducted to test for differences in smoking cessation outcomes among menthol and non-menthol smokers in Ontario, where the implementation of a provincial menthol cigarette ban (January 1, 2017) coincided with National Non-Smoking Week (January 15-21, 2017) in Canada, compared to smokers in six other provinces without this potential confound. As expected, we found higher post-ban quitting among both menthol and non-menthol smokers in Ontario vs their counterparts in other provinces (suggesting effect of National Non-Smoking Week), and a stronger effect of menthol cigarette bans on post-ban quitting among menthol smokers relative to non-menthol smokers in other provinces vs their counterparts in Ontario; however, these results were not statistically significant. There were no significant differences in post-ban quit attempts or post-ban remained quit between menthol and non-menthol smokers in Ontario vs those in other provinces.