

Supplemental Table 1. Stratified analyses: estimated odds of current cigarette use, 95% CI, and p-value.

	Didn't see ads at POS		Saw ads at POS		Didn't go	
	High and Upper Middle Income Countries	Lower Middle and Low Income Countries	High and Upper Middle Income Countries	Lower Middle and Low Income Countries	High and Upper Middle Income Countries	Lower Middle and Low Income Countries
Ban covers display and visibility of tobacco products at point of sale	1.00 (0.67-1.50) 0.987	0.39 (0.21-0.73) 0.003**	0.99 (0.66-1.47) 0.945	0.70 (0.44-1.10) 0.126	0.86 (0.58-1.27) 0.443	0.63 (0.29-1.39) 0.257
Ban covers Internet						
Partial	1.04 (0.67-1.62) 0.848	1.02 (0.49-2.15) 0.950	0.99 (0.64-1.53) 0.958	0.99 (0.60-1.61) 0.953	0.99 (0.64-1.53) 0.978	0.74 (0.33-1.62) 0.446
Full	0.92 (0.51-1.67) 0.778	0.34 (0.18-0.64) 0.001***	0.78 (0.43-0.41) 0.412	0.52 (0.34-0.80) 0.003**	1.08 (0.61-1.94) 0.786	0.29 (1.15-0.58) <0.001***
Ban covers product placement as means of advertisement or promotion	1.05 (0.72-1.55) 0.793	0.42 (0.21-0.82) 0.010**	0.96 (0.65-1.41) 0.834	0.64 (0.41-1.01) 0.056	1.01 (0.69-1.48) 0.959	0.49 (0.22-1.05) 0.068
Ban covers depiction of tobacco or tobacco use in entertainment media products	1.08 (0.73-1.59) 0.703	0.67 (0.33-1.37) 0.276	0.96 (0.65-1.41) 0.833	0.84 (0.53-1.34) 0.457	0.96 (0.65-1.40) 0.821	0.71 (0.33-1.54) 0.388
Strength of additional TAPS measures¹	0.97 (0.88-1.07) 0.554	0.83 (0.71-0.97) 0.018**	0.95 (0.87-1.05) 0.339	0.91 (0.82-1.01) 0.079	0.97 (0.89-1.07) 0.606	0.85 (0.72-1.02) 0.073
	Didn't see people use tobacco on TV		Saw people use tobacco on TV		Didn't watch TV	
	High	Low	High	Low	High	Low

Ban covers display and visibility of tobacco products at point of sale	0.93 (0.61-1.43) 0.740	0.48 (0.25-0.92) 0.027*	0.96 (0.66-1.40) 0.840	0.52 (0.30-0.92) 0.023*	0.77 (0.52-1.14) 0.186	0.56 (0.25-1.24) 0.154
Ban covers Internet						
Partial	1.12 (0.71-1.79) 0.625	0.87 (0.44-1.71) 0.687	1.02 (0.68-1.54) 0.923	1.01 (0.54-1.89) 0.972	0.95 (0.61-1.47) 0.810	0.81 (0.34-1.94) 0.641
Full	0.88 (0.47-1.66) 0.704	0.32 (0.18-0.58) <0.001***	0.86 (0.49-1.50) 0.592	0.40 (0.23-0.68) 0.001***	0.90 (0.50-1.61) 0.728	0.32 (0.15-0.68) 0.003**
Ban covers product placement as means of advertisement or promotion	1.04 (0.69-1.57) 0.841	0.47 (0.24-0.91) 0.024*	1.02 (0.71-1.47) 0.904	0.51 (0.29-0.92) 0.025*	0.88 (0.60-1.29) 0.504	0.53 (0.23-1.20) 0.127
Ban covers depiction of tobacco or tobacco use in entertainment media products	1.04 (0.69-1.57) 0.849	0.65 (0.33-1.29) 0.219	1.03 (0.72-1.48) 0.878	0.78 (0.43-1.45) 0.438	0.86 (0.59-1.27) 0.456	0.66 (0.30-1.45) 0.298
Strength of additional TAPS measures¹	0.98 (0.89-1.09) 0.759	0.84 (0.73-0.98) 0.025*	0.96 (0.88-1.05) 0.419	0.86 (0.76-0.99) 0.031*	0.96 (0.87-1.05) 0.367	0.86 (0.71-1.04) 0.111
	Adolescents who don't smoke		Adolescents who smoke			
Ban covers display and visibility of tobacco products at point of sale	0.95 (0.65-1.38) 0.770	0.50 (0.24-1.03) 0.061	1.03 (0.62-1.72) 0.898	0.71 (0.39-1.31) 0.276		
Ban covers Internet						
Partial	1.03 (0.68-1.56) 0.900	0.89 (0.42-1.90) 0.762	1.12 (0.64-1.95) 0.692	0.87 (0.48-1.61) 0.665		
Full	0.89 (0.51-1.56) 0.684	0.29 (0.15-0.55) <0.001***	0.84 (0.39-1.78) 0.641	0.42 (0.25-0.70) 0.001***		

Ban covers product placement as means of advertisement or promotion	1.03 (0.72-1.48) 0.879	0.49 (0.23-1.05) 0.067	1.10 (0.67-1.81) 0.694	0.57 (0.32-1.03) 0.061		
Ban covers depiction of tobacco or tobacco use in entertainment media products	1.03 (0.72-1.48) 0.869	0.81 (0.37-1.76) 0.589	1.10 (0.67-1.80) 0.708	0.63 (0.36-1.11) 0.110		
Strength of additional TAPS measures¹	0.98 (0.89-1.07) 0.665	0.85 (0.71-1.01) 0.061	0.96 (0.85-1.09) 0.525	0.89 (0.77-1.01) 0.081		

¹ Tobacco sponsorship of advertisement, promotion, international events or activities, contributions from tobacco companies, and cross-border advertising, range between 0 – 5

*** p<.001; ** p<.01; * p<.05.