

Table S1. Sensitivity Analysis Including Follow-Up Characteristics. Relative Risk in Media Exposure (State+Truth) on Any Smoking Initiation and Daily Initiation at Modal Age 19/20, Monitoring the Future Longitudinal Sample, Baseline year 2001-2015. Results Reflect Imputed Data (m=10).

	Any Smoking initiation		Daily smoking initiation	
	RR (95% CI)	P value	RR (95% CI)	P value
<i>12 month non-depreciated (vs. <25 percentile)</i>				
25-50 percentile	0.83 (0.52,1.33)	0.087	1.29 (0.95,1.76)	0.201
50-75 percentile	1.08 (0.70,1.68)		1.31 (0.96,1.79)	
>75 percentile	1.23 (0.82,1.85)		1.09 (0.78,1.52)	
N	7138		11412	

Table S2. Additive P-values Associated with Interaction Terms between Media Campaign Exposure and Follow-Up Characteristics for Any Smoking Participation, and Daily Smoking Initiation at Modal Age 19/20, Monitoring the Future Longitudinal Sample, Baseline year 2001-2015. Results Reflect Imputed Data (m=10).

	Any Smoking initiation	Daily smoking initiation
Attended a 4-year college	0.911	0.348
Employment status	0.864	0.408
Full time student	0.870	0.488
N	7138	11412

Table S3. Relative Risk in Media Exposure (State+Truth) on Any Smoking Initiation and Daily Initiation at Modal Age 19/20, Monitoring the Future Longitudinal Sample, Baseline year 2001-2015. Results Reflect Complete Cases.

	Any Smoking initiation		Daily smoking initiation	
	RR (95% CI)	P value	RR (95% CI)	P value
<i>12 month non-depreciated (vs. <25 percentile)</i>				
25-50 percentile	1.00 (0.68,1.47)	0.031	1.21 (0.86,1.71)	0.253
50-75 percentile	1.41 (0.98,2.03)		1.28 (0.91,1.79)	
>75 percentile	1.43 (1.01,2.03)		1.00 (0.71,1.42)	
N	6686		10668	