

Table S1 Manufactured cigarettes and RYO cigarettes observed and estimated according to the constraints of the Bayesian model.

Year	Observed data			Estimated data*		
	Manufactured cigarettes	RYO cigarettes	% of RYO from overall	Manufactured cigarettes	RYO cigarettes	% of RYO from overall
1991	7.55	0.07	0.88	7.55	0.07	0.88
1992	7.09	0.07	0.95	7.09	0.07	0.95
1993	6.49	0.07	1.09	6.45	0.11	1.68
1994	6.92	0.09	1.27	6.89	0.12	1.71
1995	6.43	0.10	1.54	6.41	0.12	1.84
1996	6.09	0.10	1.64	6.02	0.17	2.75
1997	6.55	0.12	1.81	6.51	0.16	2.40
1998	7.22	0.13	1.76	7.21	0.14	1.90
1999	7.07	0.16	2.15	7.01	0.22	3.04
2000	7.14	0.18	2.47	7.09	0.23	3.14
2001	7.23	0.26	3.46	7.15	0.34	4.54
2002	7.19	0.25	3.30	7.12	0.32	4.30
2003	7.19	0.29	3.94	7.12	0.36	4.81
2004	7.15	0.36	4.85	7.12	0.31	4.17
2005	6.99	0.44	5.92	6.91	0.52	7.00
2006	6.68	0.41	5.80	6.61	0.48	6.77
2007	6.50	0.47	6.80	6.45	0.52	7.46
2008	6.47	0.59	8.38	6.51	0.55	7.79
2009	5.77	0.78	11.87	5.68	0.87	13.28
2010	5.13	0.76	12.98	5.14	0.75	12.73
2011	4.26	0.71	14.35	4.27	0.70	14.08
2012	3.78	0.92	19.62	3.71	0.99	21.06

*Expected figures estimated through simulation from RW2 model fit.