

Supplementary Table 1. Association of frequent exposure to tobacco and e-cigarette advertisements or promotions with tobacco smoking, e-cigarette experimentation, internet use and sociodemographic factors in 28 European Union member states, Eurobarometer 2014.

	Frequent exposure to tobacco advertisements (n=25,528) OR (95% CI)	Frequent exposure to e-cigarette advertisements (n=25,528) OR (95% CI)
Age (years)		
≥55 (ref.)	1.00	1.00
40-54	1.15 (1.06-1.25)	1.16 (1.06-1.27)
25-39	1.22 (1.11-1.34)	1.24 (1.12-1.37)
15-24	1.47 (1.30-1.65)	1.27 (1.12-1.44)
Gender		
Female (ref.)	1.00	1.00
Male	1.25 (1.18-1.33)	1.09 (1.02-1.17)
Difficulties paying bills		
Never / almost never (ref.)	1.00	1.00
From time to time/ Most of the time	1.05 (0.98-1.13)	1.07 (0.99-1.16)
Age when stopped education (years)		
Up to 15 (ref.)	1.00	1.00
16-19	1.21 (1.10-1.35)	1.21 (1.08-1.36)
≥20	1.36 (1.22-1.53)	1.34 (1.19-1.52)
Area of residence		
Rural (ref.)	1.00	1.00
Urban	1.12 (1.04-1.20)	1.06 (0.99-1.15)
Tobacco smoking		

Never smokers (ref.)	1.00	1.00
Current smoker	1.18 (1.09-1.28)	1.31 (1.20-1.43)
Former smoker	1.00 (0.92-1.09)	1.27 (1.16-1.38)
Internet use		
Never/ no access (ref.)	1.00	1.00
Often/ sometimes	1.50 (1.33-1.69)	1.80 (1.57-2.06)
Everyday	1.67 (1.51-1.85)	2.41 (2.15-2.71)
E-cigarette experimentation		
No (ref.)	1.00	1.00
Yes	1.30 (1.18-1.45)	1.67 (1.51-1.86)
TCS tobacco advertising score	0.87 (0.79-0.96)	1.08 (0.92-1.28)

“Frequent exposure” defined as having been exposed to advertisements “from time to time” and “often”. Results from a multilevel regression model adjusted for all the variables in the table; country was the higher level of analysis. Statistically significant associations are printed in bold. TCS: Tobacco Control Scale