

Supplementary Table 1: RYO brand variant price models – shop prices of top selling brands of RYO Packets

RYO 30g: Brand variant name				
Dependent variable		Amber Leaf	Gold Leaf and Papers	Golden Virginia Original and Papers
Price segment		mid price/premium	value	mid price/premium
Sales rank		1	2	3
Shop N		254	246	238
Unstandardized coefficients (£)				
Constant		13.32*	10.85*	13.34*
Income deprivation quintile	1 lowest	-	-	-
	2	-0.08	-0.04	-0.01
	3	-0.12	-0.01	-0.08
	4	-0.13	-0.08	-0.09
	5 highest	-0.15*	-0.09	-0.04
Outlet density quintile	1 lowest	-	-	-
	2	-0.02	-0.01	-0.09
	3	0.03	0.03	-0.04
	4	-0.04	-0.13	-0.06
	5 highest	0.07	0.07	0.02
Urban/rural status	Large urban areas	-	-	-
	Other urban areas	-0.06	-0.06	-0.06
	Small towns	-0.16*	-0.19	-0.14
	Rural areas	-0.13	-0.15	-0.24*

*P value of coefficient significant at 0.05 level