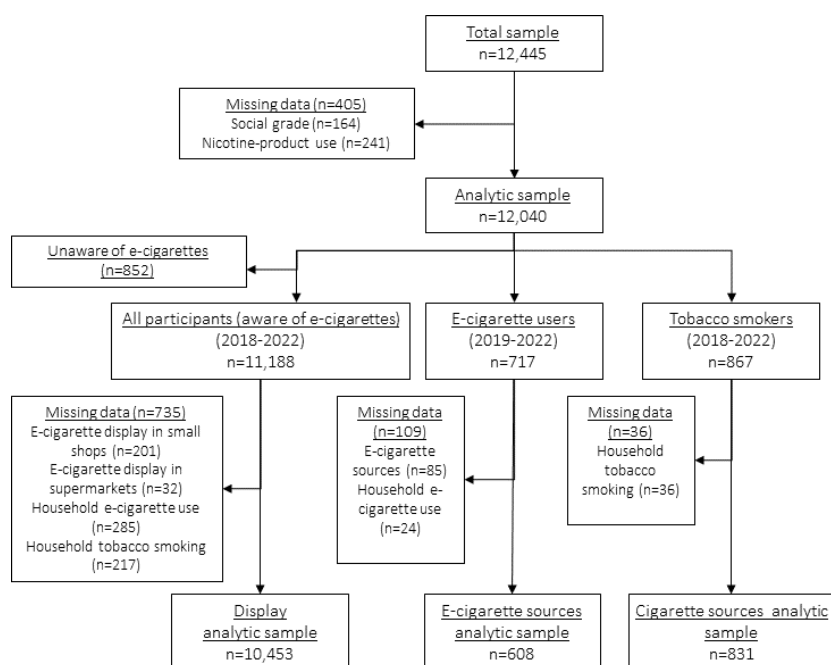


## SUPPLEMENTARY FILES

Supplementary Table 1 – Categorisation of responses to questions on sources of e-cigarettes and tobacco cigarettes

Four binary variables	Multi-categorical options	Tobacco cigarette – open ended responses	E-cigarette – open ended responses
Bought: supermarket	I buy them from a supermarket		
Bought: small shop	I buy them from a newsagent, tobacconist, or a sweet shop		"Vape shops" "Vape shops" "Vape store"
	I buy them from a petrol station or garage shop		"Vape shop" (3)
Bought: online (e-cigs only)	I buy them through the Internet	N/A	"online" (2) "On-line" "Online from a vape store" "Amazon"
Acquired other	I buy them from a machine	"Buy them abroad since they have been over 7 pound and got rid go 10 packs. As a light smoker It makes more sense as I never finish a pack" "My friends go and buy them for me (those over 18)" "Get big sister to go to shop for me" "Older friends buy them for me"	"Someone else buys them from vape shop in town"
	I buy them from some other type of shop		
	I buy them from street markets		
	I buy them from friends or relatives		
	I buy them from someone at school (not including friends)		
	I buy them from someone else		
	Friends give them to me	"Share with flatmates" "Friends and strangers in smoking areas"	"I borrow my friends occasionally for a couple of puffs" "I just use my friend's, who gets them from friends - both buying and being given them" "Just lying round the house" "Borrow from a friend" "I only tend to smoke at parties"
	My brother or sister gives them to me		
	My mother or father gives them to me		
	Someone else gives them to me		
I take them	"Serbia" "Rather illegally" "I find them" "I steal them from others"	"I don't buy them"	

Supplementary Figure 1 – Flow diagram of sample exclusions in the analyses.



\* All participants refers to all the participants who stated they were aware of e-cigarettes.

Supplementary Table 2 – Adjusted logistic regression showing the likelihood of noticing e-cigarettes and tobaccocigarettes on sale in supermarkets and small shops (n=10,453), with noticing recoded to include ‘every time’, ‘most times’ and ‘sometimes’ compared against ‘hardly ever’ and ‘never’

Characteristic	Model 1: Tobacco cigarettes				Model 2: E-cigarettes			
	Supermarket		Small shop		Supermarket		Small shop	
	N (%)	aOR (95% CI)	N (%)	aOR (95% CI)	N (%)	aOR (95% CI)	N (%)	aOR (95% CI)
Total Sample	3453 (31.05)		5453 (49.55)		3683 (33.76)		5100 (46.86)	
Survey year								
2018	583 (32.97)	Ref.	1025 (56.96)	Ref.	422 (23.73)	Ref.	779 (43.61)	Ref.
2019	803 (33.35)	1.04 (0.89, 1.21)	1175 (49.44)	0.73*** (0.63, 0.84)	808 (34.46)	1.78*** (1.53, 2.08)	1025 (43.84)	1.02 (0.89, 1.17)
2020	786 (33.17)	1.04 (0.90, 1.20)	1171 (49.97)	0.75*** (0.66, 0.87)	917 (39.57)	2.26*** (1.94, 2.63)	1157 (50.26)	1.35*** (1.18, 1.55)
2021	658 (28.5)	0.82** (0.70, 0.95)	1021 (45.07)	0.61*** (0.53, 0.70)	729 (32.66)	1.67*** (1.43, 1.96)	978 (43.67)	1.04 (0.90, 1.19)
2022	623 (27.38)	0.78** (0.67, 0.91)	1061 (47.57)	0.70*** (0.61, 0.81)	807 (36.36)	1.91*** (1.63, 2.23)	1161 (52.28)	1.46*** (1.27, 1.68)
Gender								
Male	1573 (29.46)	Ref.	2567 (48.21)	Ref.	1746 (33.05)	Ref.	2454 (46.32)	Ref.
Female	1880 (32.7)	1.21*** (1.10, 1.32)	2886 (50.94)	1.15** (1.05, 1.25)	1937 (34.5)	1.08 (0.99, 1.19)	2646 (47.42)	1.06 (0.98, 1.16)
Age								
18	915 (46.45)	Ref.	1364 (69)	Ref.	849 (43.5)	Ref.	1156 (58.76)	Ref.
16-17	1342 (47.26)	1.07 (0.94, 1.21)	1918 (67.49)	0.96 (0.85, 1.09)	1272 (43.92)	1.10 (0.97, 1.25)	1699 (58.86)	1.07 (0.94, 1.21)
14-15	561 (22.14)	0.35*** (0.30, 0.40)	1045 (40.75)	0.33*** (0.29, 0.37)	789 (30.74)	0.64*** (0.56, 0.73)	1128 (43.87)	0.60*** (0.53, 0.68)
11-13	635 (21.35)	0.34*** (0.29, 0.38)	1126 (37.29)	0.29*** (0.25, 0.33)	773 (25.95)	0.52*** (0.45, 0.59)	1117 (37.08)	0.46*** (0.41, 0.53)
Social grade*								
ABC1 (higher)	2545 (32.36)	Ref.	3973 (50.93)	Ref.	2591 (33.62)	Ref.	3624 (46.78)	Ref.
C2DE (lower)	908 (27.9)	0.80*** (0.72, 0.89)	1480 (46.25)	0.85*** (0.77, 0.93)	1092 (34.09)	1.00 (0.91, 1.11)	1476 (47.04)	1.01 (0.91, 1.11)
Country								
England	3029 (31.49)	Ref.	4806 (50.59)	Ref.	3192 (33.93)	Ref.	4431 (47.17)	Ref.
Wales	151 (29.55)	0.92 (0.75, 1.14)	239 (46.17)	0.97 (0.77, 1.21)	173 (33.23)	1.00 (0.81, 1.25)	248 (48.58)	1.09 (0.87, 1.38)
Scotland	273 (27.12)	0.69*** (0.60, 0.81)	408 (40.38)	0.65*** (0.56, 0.77)	318 (32.25)	0.77*** (0.66, 0.89)	421 (42.37)	0.71*** (0.61, 0.84)
Current nicotine-product use status								
Non-user	2924 (29.27)	Ref.	4702 (47.65)	Ref.	3008 (30.95)	Ref.	4277 (44.1)	Ref.
E-cigarette only	161 (48.33)	1.51** (1.16, 1.97)	230 (68.63)	1.65*** (1.25, 2.16)	219 (65.19)	2.63*** (2.03, 3.41)	265 (79.08)	3.06*** (2.29, 4.10)
Tobacco cigarettes only	189 (45.75)	1.17 (0.92, 1.47)	291 (69.56)	1.45** (1.13, 1.85)	225 (54.96)	2.12*** (1.69, 2.66)	280 (66.03)	1.82*** (1.45, 2.29)
Dual-user	179 (55.29)	1.76*** (1.35, 2.30)	230 (69.85)	1.57** (1.19, 2.07)	231 (70.5)	3.03*** (2.32, 3.95)	278 (83.14)	3.78*** (2.77, 5.17)

Characteristic	Model 1: Tobacco cigarettes				Model 2: E-cigarettes			
	Supermarket		Small shop		Supermarket		Small shop	
	N (%)	aOR (95% CI)	N (%)	aOR (95% CI)	N (%)	aOR (95% CI)	N (%)	aOR (95% CI)
E-cigarette use in the household								
No	2762 (29.84)	Ref.	4437 (48.83)	Ref.	2748 (30.45)	Ref.	3959 (44.11)	Ref.
Yes	691 (36.63)	2.12*** (1.80, 2.51)	1016 (52.9)	1.60*** (1.35, 1.90)	935 (49.12)	1.56*** (1.32, 1.83)	1141 (59.62)	1.47*** (1.24, 1.73)
Tobacco smoking in the household								
No	3042 (29.62)	Ref.	4928 (48.56)	Ref.	3262 (32.43)	Ref.	4582 (45.65)	Ref.
Yes	411 (47.7)	1.20** (1.05, 1.36)	525 (61.07)	1.08 (0.96, 1.22)	421 (49.31)	1.86*** (1.64, 2.10)	518 (60.92)	1.56*** (1.39, 1.76)
N (%) = Number and percent of participants who noticed e-cigarettes or tobacco cigarettes on display within each stratum of the sociodemographic variables; aOR = adjusted Odds Ratio; 95% CI = 95% confidence interval; *p<0.05; **p<0.01; ***p<0.001;								

\*Social grade (based on National Readership Survey (NRS) classification of occupations and classified as ABC1 (higher) vs. C2DE (lower)).