

Supplementary Table 1. Sample size by country, Eurobarometer, 2020.

Country	Sample size
France	1,001
Austria	1,008
Belgium	981
Bulgaria	1,057
Croatia	1,019
Cyprus	505
Czech Republic	1,027
Denmark	1,022
Estonia	1,104
Finland	1,099
Germany	1,527
Greece	1,016
Hungary	1,058
Ireland	1,239
Italy	1,021
Latvia	1,024
Lithuania	1,008
Luxembourg	608
Malta	502
Netherlands	1,086
Poland	1,057
Portugal	1,061
Romania	1,103
Slovakia	1,046
Slovenia	1,011
Spain	1,049
Sweden	998
United Kingdom	1,063
TOTAL	28,300

Supplementary Table 2. Sample characteristics.

	N (weighted %)
Age	
55+ years	12,650 (39.1)
40-54 years	7,248 (25.4)
25-39 years	5,833 (22.9)
15-24 years	2,565 (12.6)
Sex	
Female	15,265 (51.2)
Male	13,033 (48.7)
Difficulty paying bills	
Never/almost never	19,642 (70.6)
From time to time/most of the time	8,459 (29.4)
Education	
Lower secondary or lower	6,408 (28.6)
Upper secondary	12,024 (39.7)
Tertiary up to bachelor	5,802 (17.9)
Masters or above	4,027 (13.8)
Area of residence	
Rural	9,412 (29.9))
Urban	18,877 (70.1)
Smoking	
Never smoker	15,089 (54.6)
Current smoker	6,661 (23.2)
Former smoker	6,529 (22.1)

Supplementary Table 3 Sources of exposure to advertising of smoking tobacco and e-cigarettes and heated tobacco products among those who reported any exposure, in 28 European Countries in 2020.

	Smoking tobacco % (95% CI)	E-cigarettes and/or heated tobacco % (95% CI)
	N=9,103	N=10,350
Newspapers or magazines	20.0 (18.6 – 21.4)	20.0 (18.7 – 21.4)
Online	33.1 (31.5 – 34.7)	39.4 (37.9 – 41.0)
Public spaces	36.4 (34.8 – 38.1)	31.8 (30.3 – 33.4)
Sales points	46.2 (44.5 – 47.9)	46.6 (45.0 – 48.1)
TV/movies	15.9 (14.6 – 17.2)	12.8 (11.7 – 13.9)
Events and other promotions	31.1 (29.6 – 32.7)	27.7 (26.3 – 29.1)

Online includes social networks or blogs, retailers' websites, other websites, and through mobile phone applications.

Public places include billboards, posters or other types of advertising in public spaces, railway stations or airports and inflight magazines.

TV/movies include TV shows or movies and in cinemas.

Events and other promotions include events sponsored or organised by the tobacco/e-cigarette companies, through sales of other products, through free distribution or distribution of promotional items and around cafes or bars.

Supplementary Table 4. Sociodemographic factors associated with frequent exposure to advertising of tobacco and nicotine products in 28 European countries, in 2020 (n=28,033).

	Smoking tobacco OR (95% CI)	E-cigarettes OR (95% CI)	Heated tobacco products OR (95% CI)
Age			
55+ years (ref)	1.00	1.00	1.00
40-54 years	1.22 (1.03 - 1.45)	1.52 (1.30 - 1.77)	1.67 (1.37 - 2.05)
25-39 years	1.49 (1.25 - 1.78)	1.81 (1.54 - 2.12)	2.21 (1.80 - 2.71)
15-24 years	2.17 (1.76 - 2.69)	1.71 (1.39 - 2.11)	2.94 (2.30 - 3.75)
Sex			
Female (ref)	1.00	1.00	1.00
Male	1.23 (1.09 - 1.40)	1.15 (1.03 - 1.29)	1.20 (1.04 - 1.38)
Difficulty paying bills			
Never/almost never (ref)	1.00	1.00	1.00
From time to time/most of the time	1.13 (0.98 - 1.31)	1.18 (1.03 - 1.34)	1.17 (1.00 - 1.36)
Education			
Lower secondary or lower (ref)	1.00	1.00	1.00
Upper secondary	1.05 (0.87 - 1.26)	0.88 (0.75 - 1.04)	1.01 (0.82 - 1.23)
Tertiary up to bachelor	1.18 (0.95 - 1.46)	0.96 (0.79 - 1.16)	1.24 (0.97 - 1.57)
Masters or above	1.37 (1.08 - 1.73)	1.15 (0.94 - 1.42)	1.21 (0.93 - 1.58)
Area of residence			
Rural (ref)	1.00	1.00	1.00
Urban	1.14 (0.99 - 1.31)	1.32 (1.15 - 1.51)	1.41 (1.20 - 1.67)
Smoking			
Never smoker (ref)	1.00	1.00	1.00
Current smoker	1.93 (1.67 - 2.23)	1.61 (1.40 - 1.85)	2.29 (1.95 - 2.69)
Former smoker	1.16 (0.98 - 1.38)	1.26 (1.09 - 1.46)	1.49 (1.23 - 1.80)
Internet use			
Never (ref)	1.00	1.00	1.00
Less than daily	2.05 (1.42 - 2.96)	2.13 (1.38 - 3.28)	2.34 (1.43 - 3.83)
Daily	2.00 (1.47 - 2.72)	3.01 (2.11 - 4.31)	2.59 (1.70 - 3.92)

OR= adjusted Odds Ratios from multilevel logistic regression models.
Frequent exposure to advertising reported as 'often' in the past 12 months.