

*Supplementary Material 1. Weighted proportion of respondent characteristics by survey year*

		2015 n=932	2016 N=901	Cohen's $\omega$
<b>Sex</b>	Male	38.4	38.2	<0.01
	Female	61.6	61.8	
<b>Age (years)</b>	15–29	20.5	21.5	0.07
	30–39	17.8	17.6	
	40–49	18.1	16.8	
	50–59	20.6	18.9	
	60+	22.3	24.2	
	DK/RTA	0.7	1.0	
<b>Marital status</b>	Single	30.4	30.7	0.04
	Married	61.7	59.5	
	Divorced/Widowed	6.5	8.5	
	DK/RTA	1.4	1.2	
<b>Education level</b>	Primary or below	11.7	11.7	0.08
	Secondary	46.4	44.9	
	Tertiary or above	41.4	42.4	
	DK/RTA	0.6	1.0	
<b>Employment status</b>	Employed	54.3	41.7	0.26
	Full-time student	12.2	13.8	
	Home-maker	15.3	20.9	
	Unemployed	1.8	3.0	
	Retired	16.0	19.6	
	DK/RTA	0.5	1.1	
<b>Monthly household income (HK\$) (US\$1= HK\$7.8)</b>	<10000	12.3	12.2	0.27
	10000–19999	14.3	14.1	
	20000–29999	11.8	18.4	
	30000–39999	11.6	10.2	
	$\geq 40000$	24.8	28.2	
	DK/RTA	25.3	16.9	
<b>Living with smokers</b>	Yes	15.9	11.8	0.13
	No	84.1	88.2	
<b>Noticing the POS displays</b>	Never	34.0	37.2	0.17
	Occasion	31.9	25.0	
	Always	27.2	31.7	
	DK/RTA	7.0	6.1	
<b>Perceived the displays attractive</b>	Very attractive	2.5	2.4	0.15
	Attractive	10.0	10.5	
	Unattractive	47.9	44.6	
	Very unattractive	23.3	29.4	
	DK/RTA	16.4	13.1	

<b>Being encouraged to smoke by the displays</b>	Yes	2.2	1.3	0.11
	No	96.2	97.9	
	DK/RTA	1.6	0.8	
<b>Perceived the displays as ads</b>	Yes	62.6	69.8	0.17
	No	30.7	25.7	
	DK/RTA	6.7	4.4	
<b>Support to ban the displays</b>	Yes	57.9	61.2	0.14
	No	35.6	34.9	
	DK/RTA	6.5	3.9	

All descriptive values are column percentages, and the values from the survey were weighted by the age and sex distribution of the Hong Kong population (2015 & 2016), and the smoking prevalence in the Hong Kong Thematic Household Survey (2015, Report No. 59). Cohen's effect size ( $\omega$ ) was used to compare the distribution of sex, age, marital status and smoking status of our weighted sample to the general population.

DK: Don't know, RTA: Refused to answer.

<sup>1</sup>Source: Hong Kong Monthly Digest of Statistics November 2015 and Population and Household Statistics Analyzed by District Council District 2015.

<sup>2</sup>Effect size comparing the overall distribution in the sample with the HK Census.

<sup>3</sup>No population-based data were available from the Hong Kong Census.

<sup>4</sup>Employed and retired were combined as one group in the Hong Kong Census.