

Supplementary materials

Supplementary Table S1: Response rate data (data collected November-December 2021 in China)

Respondent status	n
Starts [^]	1505
Completes	1062
Screeners	52
Quota Full	311
Disqualified (Quality / Panel Duplicates etc.)	2
Incompletes	78

[^]Individuals who elected to commence the survey that was promoted to them within the Pureprofile app via a generic ad that did not specify the survey topic.

Screened out respondents failed to meet the age eligibility criterion and disqualified respondents were those whose data was considered low quality (e.g., very short survey completion speed). Those classified as 'Incompletes' failed to complete the survey.

Supplementary Table S2: Sample profile by vaping and smoking status, China, 2021 (%)

	Total	Never tried/used tobacco cigarettes or e-cigarettes	Previous e-cigarette user[^]	Current e-cigarette user	Previous smoker[^]	Current smoker	Current dual user
	n = 1062	n = 603 (57%)	n = 127 (12%)	n = 87 (8%)	n = 166 (16%)	n = 284 (27%)	n = 65 (6%)
Sex							
Female	553 (52)	326 (54)	47 (37)	36 (41)	109 (66)	111 (39)	23 (35)
Male	509 (48)	277 (46)	80 (63)	51 (59)	57 (34)	173 (61)	42 (65)
Age							
15-17	148 (14)	122 (20)	12 (9)	8 (9)	10 (6)	15 (5)	6 (9)
18-20	326 (31)	212 (35)	37 (29)	30 (34)	36 (22)	76 (27)	25 (38)
21-23	179 (17)	115 (19)	26 (20)	8 (9)	22 (13)	42 (15)	5 (8)
24-26	152 (14)	78 (13)	23 (18)	8 (9)	23 (14)	47 (17)	5 (8)
27-30	257 (24)	76 (13)	29 (23)	33 (38)	75 (45)	104 (37)	24 (37)
Location							
East	578 (54)	327 (54)	70 (55)	56 (64)	83 (50)	165 (58)	44 (68)
Central	218 (21)	119 (20)	24 (19)	11 (13)	50 (30)	44 (15)	7 (11)
West	266 (25)	157 (26)	33 (26)	20 (23)	33 (20)	75 (26)	14 (22)
Education							
School	431 (41)	301 (50)	34 (27)	21 (24)	36 (22)	93 (33)	18 (28)
Diploma	385 (36)	230 (38)	47 (37)	18 (21)	57 (34)	94 (33)	13 (20)
University	244 (23)	71 (12)	46 (36)	48 (55)	72 (43)	97 (34)	34 (52)
Missing	2 (0)	1 (0)	0 (0)	0 (0)	1 (1)	0 (0)	0 (0)
Income							
Low	507 (48)	399 (66)	32 (25)	29 (33)	42 (25)	63 (22)	27 (42)
Medium	150 (14)	71 (12)	27 (21)	6 (7)	23 (14)	55 (19)	4 (6)
High	391 (37)	126 (21)	65 (51)	51 (59)	97 (58)	163 (57)	34 (52)
Missing	14 (1)	7 (1)	3 (2)	1 (1)	4 (2)	3 (1)	0 (0)

[^]Definitions of previous e-cigarette users and smokers include ‘even once or twice’ use.

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