

**Table S1. Sociodemographic characteristics amongst those who attempted to quit smoking within the last 12 months (n=1472)**

	<b>n (weighted %)</b>
<b>Gender</b>	
Female	709 (46.5%)
Male	763 (53.5%)
<b>Difficulties paying bills</b>	
Almost never/never	843 (61.2%)
From time to time/most of the time	608 (36.7%)
<b>Age</b>	
55+	425 (22.4%)
15-24	350 (24.7%)
25-39	433 (30.3%)
40-54	264 (22.6%)
<b>Area of Residence</b>	
Rural	445 (26.1%)
Small town	597 (48.5%)
Large town	430 (25.4%)
<b>Age of Leaving Formal Education</b>	
Up to 15	133 (11.4%)
16-19	656 (41.9%)
>20	511 (32.4%)
Still studying	156 (13.2%)
<b>Current e-cigarette Use</b>	
No	1343 (89.8%)
Yes	120 (10.2%)

**Table S2. Country-level characteristics amongst the EU Member States (n=28)**

	<b>GDP per capita (Euro per capita)</b>	<b>Unemployment Rate (%)</b>	<b>TCS Treatment Score</b>
<b><i>Southern Europe</i></b>			
Croatia	11800	16.1	4
Greece	16600	24.9	6
Italy	28400	11.9	6
Malta	23900	5.9	5
Portugal	18700	12.6	6
Slovenia	21000	9	5
Spain	25000	22.1	6
<b><i>Western Europe</i></b>			
Austria	42000	5.7	5
Belgium	38500	8.5	6
Cyprus	22400	15	8
France	34200	10.4	6
Germany	39500	4.6	4
Luxembourg	92800	6.5	7
The Netherlands	43000	6.9	7
<b><i>Northern Europe</i></b>			
Denmark	50100	6.2	7
Estonia	17500	6.2	6
Finland	40600	9.4	5
Ireland	61200	10	8
Latvia	13900	9.9	4
Lithuania	14800	9.1	4
Sweden	47400	7.4	7
United Kingdom	35200	5.3	9
<b><i>Eastern Europe</i></b>			
Bulgaria	7100	9.2	4
Czech Republic	18100	5.1	4
Hungary	12600	6.8	5
Poland	12100	7.5	8
Romania	9600	6.8	7
Slovakia	15600	11.5	6

**Table S3. Smoking prevalence in 28 EU Member States and their raw unadjusted cessation ratio**

<b>Country</b>	<b>Smoking prevalence (%)</b>	<b>Cessation Ratio</b>
Austria	28.3	0.645
Belgium	19.2	0.826
Bulgaria	36	0.214
Croatia	35.2	0.509
Cyprus	27.5	0.578
Czech Republic	28.9	0.509
Denmark	18.6	0.653
Estonia	23.3	0.182
Finland	20.1	0.453
France	35.9	0.424
Germany	25.4	0.349
Greece	36.6	0.417
Hungary	26.6	0.588
Ireland	19.4	0.365
Italy	24.6	0.38
Latvia	32.2	0.481
Lithuania	29.1	0.516
Luxembourg	21	0.347
Malta	24	0.249
Netherlands	19.5	0.428
Poland	29.7	0.433
Portugal	25.6	0.632
Romania	28	0.292
Slovakia	26.3	0.301
Slovenia	27.9	0.399
Spain	27.5	0.434
Sweden	7.16	1.06
United Kingdom	17.4	0.594

**Figure S1. Scatterplot of unadjusted cessation ratio against smoking prevalence in 28 EU Member States**

