

Supplementary Table 1. Odds ratios of reporting the five most frequent reasons to quit across product used. Unadjusted, and stratified by quit success, Denmark, 2023, (N=2948^b).

	Thoughts about my Health			Don't want to be addicted			Due to economics			Switched to another product			People I know privately		
	OR	95% CI	P-value	OR	95% CI	P-value	OR	95% CI	P-value	OR	95% CI	P-value	OR	95% CI	P-value
Product type			<0.001 ^c			<0.001 ^c			<0.001 ^c			<0.001 ^c			<0.001 ^c
Cigarette	<i>Reference</i>			<i>Reference</i>			<i>Reference</i>			<i>Reference</i>			<i>Reference</i>		
E-cigarette	0.60	(0.50; 0.72)	<0.001	0.79	(0.65; 0.95)	0.014	0.50	(0.39; 0.63)	<0.001	1.16	(0.92; 1.47)	0.207	0.77	(0.61; 0.98)	0.030
Smokeless nicotine	1.49	(1.26; 1.77)	<0.001	2.36	(1.99; 2.81)	<0.001	1.68	(1.41; 2.01)	<0.001	0.20	(0.13; 0.29)	<0.001	1.31	(1.07; 1.60)	0.008
Stratified by quit success	<i>P = 0.173^a</i>			<i>P = 0.530^a</i>			<i>P = 0.857^a</i>			<i>P = 0.712^a</i>			<i>P = 0.022^a</i>		
Unsuccessful (N=1367 ^c)															
Product type			<0.001 ^c			<0.001 ^c			<0.001 ^c			<0.001 ^c			0.036^c
Cigarette	<i>Reference</i>			<i>Reference</i>			<i>Reference</i>			<i>Reference</i>			<i>Reference</i>		
E-cigarette	0.84	(0.57; 1.21)	0.344	0.96	(0.65; 1.41)	0.840	0.56	(0.36; 0.86)	0.008	0.77	(0.41; 1.47)	0.432	1.38	(0.89; 2.12)	0.149
Smokeless nicotine	1.56	(1.23; 1.97)	<0.001	2.45	(1.94; 3.10)	<0.001	1.47	(1.17; 1.85)	0.001	0.19	(0.10; 0.37)	<0.001	1.39	(1.07; 1.81)	0.015
Successful (N=1581 ^d)															
Product type			<0.001 ^c			<0.001 ^c			<0.001 ^c			<0.001 ^c			0.011^c
Cigarette	<i>Reference</i>			<i>Reference</i>			<i>Reference</i>			<i>Reference</i>			<i>Reference</i>		
E-cigarette	0.55	(0.44; 0.69)	<0.001	0.77	(0.61; 0.97)	0.029	0.65	(0.48; 0.87)	0.004	0.92	(0.72; 1.20)	0.568	0.66	(0.49; 0.88)	0.006
Smokeless nicotine	1.36	(1.03; 1.78)	0.028	2.11	(1.60; 2.78)	<0.001	1.51	(1.11; 2.05)	0.009	0.25	(0.16; 0.41)	<0.001	1.08	(0.77; 1.53)	0.647

Bold: Significance (p<0.05); ^aP-value for overall interaction between product type and quit success on the reason to quit, ^b2948 observations corresponding to 2228 individuals; ^c1367 observations corresponding to 1230 individuals; ^d1581 observations corresponding to 1305 individuals, ^eP-value for overall difference between products. Abbreviations: CI, Confidence Interval.