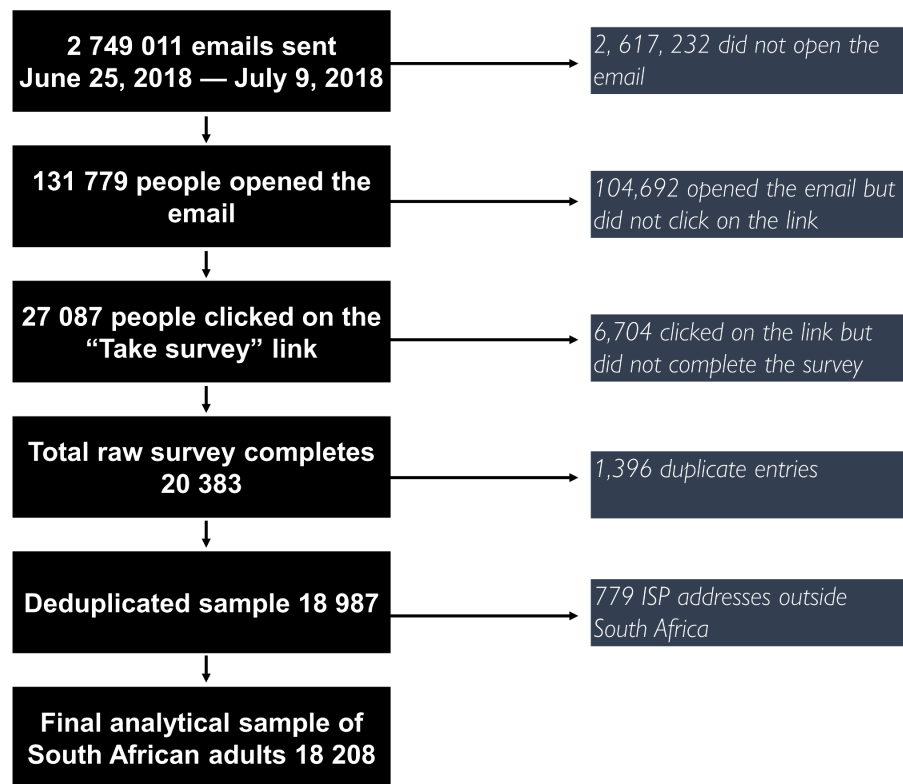
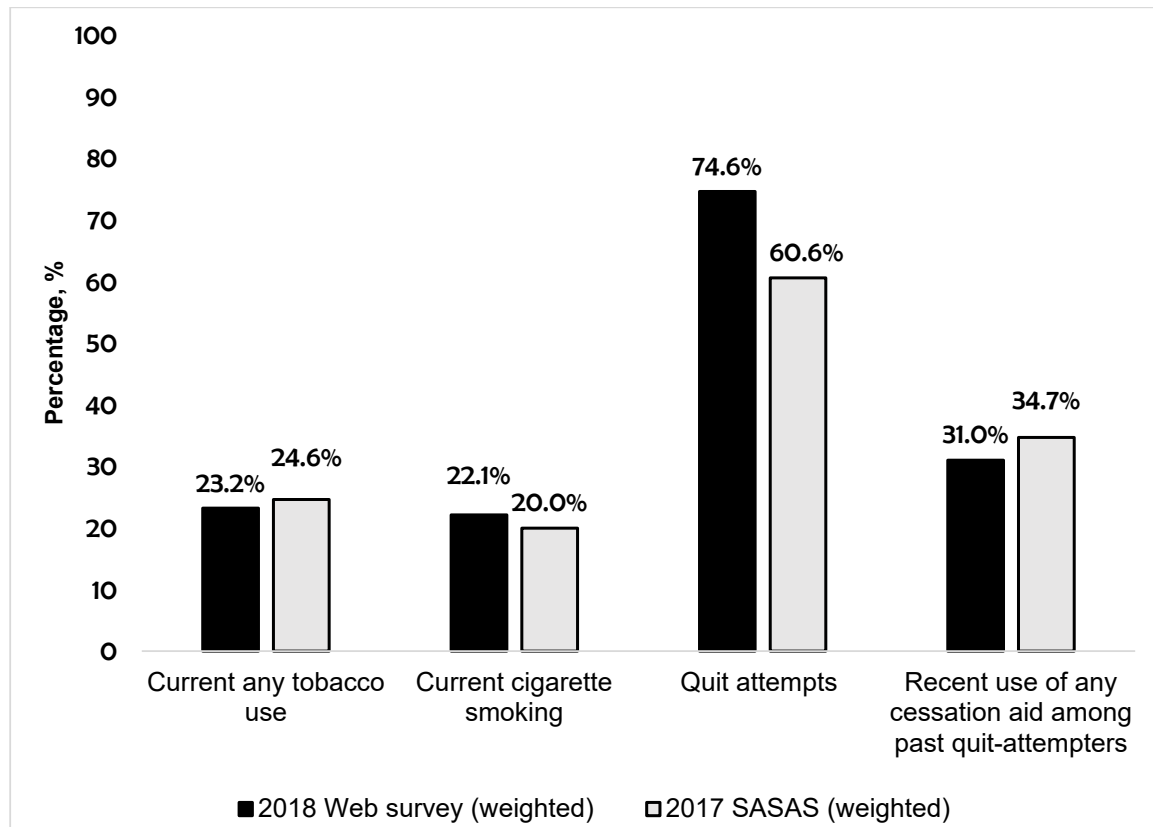


Supplemental Figure 1. Schema for recruitment of participants into the 2018 Health 24 survey

Note: ISP = Internet Service Provider

Supplemental Figure 2. Weighted prevalence estimates for current tobacco use ^a, quit attempts, ^b and use of cessation aids by smokers ^c in the 2018 Health 24 survey of South African adults *versus* the 2017 South African Social Attitudes Survey (SASAS)



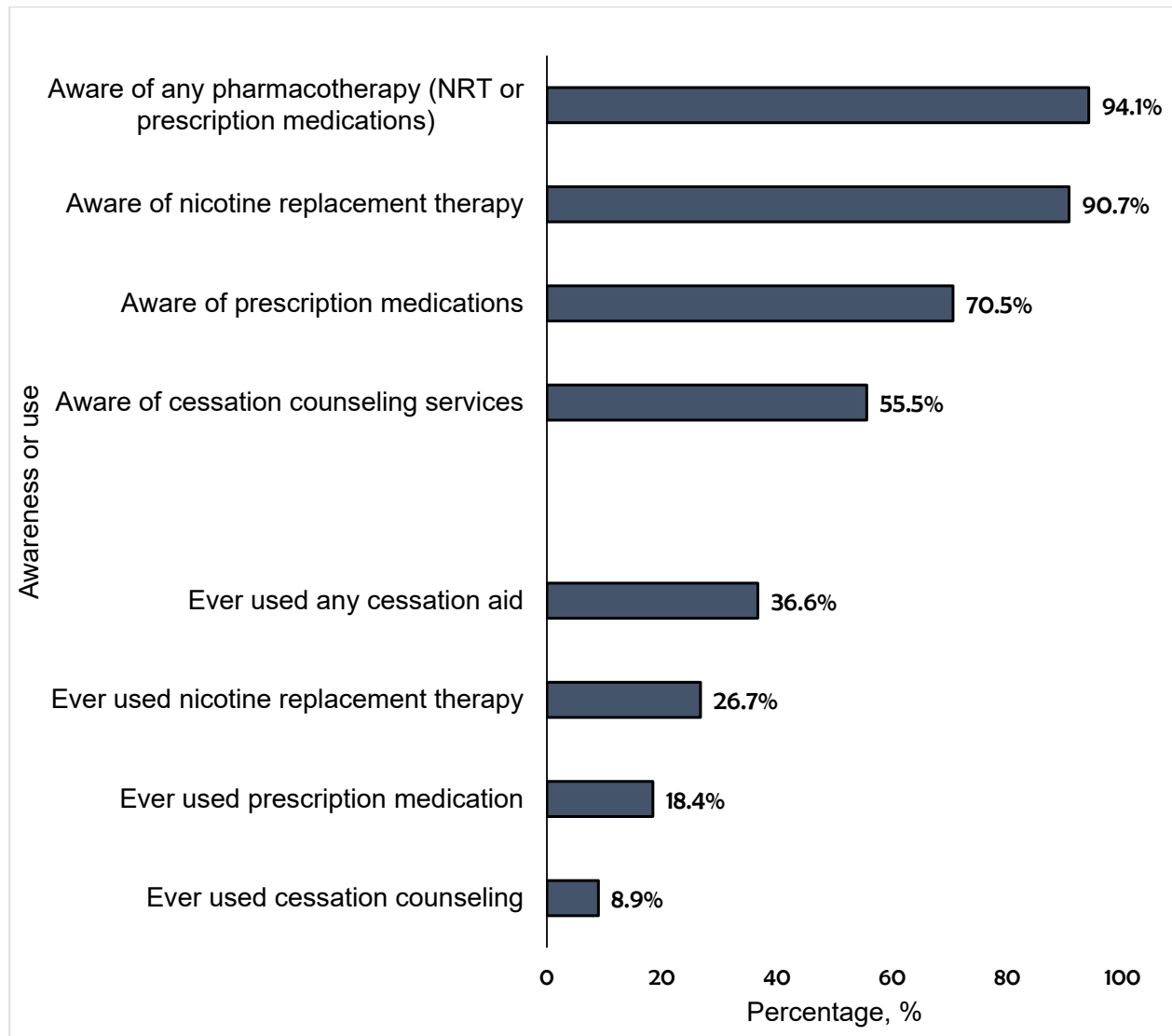
^a *In the 2018 Health 24 survey*, current users of any tobacco product were defined as those who self-identified as being a ‘regular’ user of ‘Smoke or smokeless’ products in general and also reported using \geq one specific tobacco product at any frequency at the time of the survey. Assessed products were ‘Cigarettes’, ‘Cigars/Pipes/Roll your own Tobacco’, ‘E-cigarettes/Vaping (e.g., Twisp, Joyetech, aspire)’, and ‘Heat-not-burn (e.g., iQos, glo, 3T)’. *In the 2017 SASAS*, current users of any tobacco product were persons who reported use frequency of ‘Currently Every day’, or ‘Currently Some days’ for \geq one of the following products: ‘Manufactured Cigarettes’; ‘Roll-your-own cigarettes (Zol)’; ‘Hubbly or hookah or water pipe’; ‘Electronic cigarettes (vapour cig)’; ‘Cigars or Pipes’; or ‘Snuff (nasal or oral)’. Definitions of current cigarette smoking were like the ones for any tobacco use above but focused on only cigarettes.

^b *In the 2018 Health 24 survey*, quit attempts were assessed for the entire duration of smoking. We defined this as a report of having made \geq one quit attempt in the lifetime regardless of success; the denominator analyzed was current smokers of any combustible tobacco. *In the 2017 SASAS*, quit attempts were assessed within the past 12 months and defined as having made \geq one

quit attempt in the past 12 months regardless of success. This was assessed with two questions. The first question was: 'Within the last 12 months when you attempted to quit, did you get any help?' Categorical response options were: 'Yes'; 'No'; 'Can't say'; 'I didn't think I needed help'; or 'I did not attempt to quit in the last 12 months'. Any answer other than the last response was taken as an indication of having made a quit attempt in the past 12 months. Those answering, 'Stopped completely less than 6 months ago' to the second question 'Do you use, or have you used any of the following tobacco products [Manufactured Cigarettes]?' were also classified as having quit in the past year.

^c *In the 2018 Health 24 survey*, this was defined as current use ('regular', or 'rarely/once off') of \geq one of the following cessation aids: 'Nicotine sprays (e.g. Quit)'; 'Pharmaceutical medication to stop smoking (e.g. Zyban, Champix)'; 'Nicotine gums (e.g. Nicorette)'; or 'Smoking cessation programmes (e.g. SmokEnders, Allan Carr)'. *In 2017 SASAS*, we used two questions to determine usage of cessation aids in the past 12 months. First, participants were classified as having used a cessation aid if they answered 'Yes' to the question 'Within the last 12 months when you attempted to quit, did you get any help?' Those answering 'No', or 'I didn't think I needed help' were classified as not having used cessation aids. Those answering 'I did not attempt to quit in the last 12 months' or 'Can't say' were excluded. Participants were also classified as having received help to quit if they provided a positive response to the question 'Within the past 12 months, has a doctor, nurse/health worker or dentist advised you to quit smoking?' Any of the following answers was classified as an affirmative response 'Doctor'; 'Nurse/Health worker'; 'Dentist'; 'Doctor and Nurse'; 'Dentist and Nurse'; 'Doctor and Dentist'; or 'All of the above'.

Supplemental Figure 3. Percentage of adults who quit within the past year who reported awareness and ever use of various cessation aids, 2018 Health 24 survey (n = 1,720)



NRT = Nicotine replacement therapy. Any cessation aid includes NRT, prescription medication, or cessation counseling.