| **type** | **AUS** | **UK** | **USA** | **WHO** | **Total across all contexts** |
| --- | --- | --- | --- | --- | --- |
| Book | 0 | 2 | 15 | 0 | 17 |
| Comment | 0 | 1 | 1 | 0 | 2 |
| Conference proceedings | 1 | 13 | 2 | 0 | 16 |
| E-cigarette company | 0 | 1 | 4 | 0 | 5 |
| Educational charity | 0 | 1 | 0 | 0 | 1 |
| Government/official report | 100 | 194 | 146 | 15 | 426 |
| Journal article | 173 | 763 | 708 | 80 | 1,470 |
| News report | 28 | 35 | 55 | 6 | 124 |
| Other | 0 | 2 | 2 | 0 | 4 |
| Pharmaceutical website | 0 | 1 | 0 | 0 | 1 |
| Policy think tank | 1 | 0 | 3 | 1 | 5 |
| Public health website | 10 | 43 | 19 | 1 | 70 |
| Social media | 0 | 3 | 3 | 1 | 7 |
| Statistical report | 9 | 65 | 47 | 3 | 121 |
| Tobacco company | 7 | 21 | 8 | 4 | 38 |
| Total | 329 | 1,145 | 1,013 | 111 | 2,307 |