| **type** | **AUS** | **UK** | **USA** | **WHO** | **Total across all contexts** |
| --- | --- | --- | --- | --- | --- |
| Conference proceedings | 1 | 9 | 1 | 0 | 16 |
| Government/official report | 11 | 104 | 151 | 15 | 443 |
| Journal article | 60 | 458 | 728 | 81 | 1,498 |
| public health website | 1 | 0 | 0 | 0 | 1 |
| Statistical report | 1 | 37 | 48 | 3 | 122 |
| News report | 0 | 14 | 52 | 6 | 124 |
| Other | 0 | 1 | 3 | 0 | 5 |
| Public health website | 0 | 20 | 17 | 1 | 71 |
| Social media | 0 | 1 | 3 | 1 | 7 |
| Tobacco company | 0 | 3 | 8 | 4 | 38 |
| Book | 0 | 0 | 14 | 0 | 17 |
| Comment | 0 | 0 | 1 | 0 | 2 |
| E-cigarette company | 0 | 0 | 3 | 0 | 5 |
| Policy think tank | 0 | 0 | 3 | 1 | 5 |
| Educational charity |  |  |  |  | 1 |
| Pharmaceutical website |  |  |  |  | 1 |
| Total | 74 | 647 | 1,032 | 112 | 2,356 |