Table 1: Selected suburbs and their respective deprivation levels, ethnic make-up and characteristics.

Suburb	Median socio-economic deprivation level (2023 NZDep)[a]	Estimated resident population (2023 NZ Census)[b]	Ethnic make-up of suburb population (2023 NZ Census)[b]	Median age of suburb population (2023 NZ Census)[b]	Suburb characteristics (e.g., residential, CBD)
St Heliers	1	11,439	74% European, 4% Māori, 2% Pacific, 15% Asian, 5% Other	45.6	Residential
Birkenhead	1.5	10,344	68% European, 6% Māori, 5% Pacific, 19% Asian, 4% Other	39.2	Residential
Devonport	1.5	5,079	83% European, 6% Māori, 2% Pacific, 4% Asian, 4% Other	49.4	Residential
Remuera	2	25,458	58% European, 4% Māori, 2% Pacific, 32% Asian, 3% Other	41.1	Residential
Takapuna	3	8,487	63% European, 5% Māori, 2% Pacific, 25% Asian, 5% Other	42.7	Residential/CBD area
Mount Eden	4.5	22,887	56% European, 7% Māori, 5% Pacific, 28% Asian, 5% Other	36.1	Residential
Onehunga	7	17,133	41% European, 12% Māori, 23% Pacific, 19% Asian, 4% Other	34.7	Residential/ industrial
Mount Roskill	7	29,100	25% European, 6% Māori, 15% Pacific, 49% Asian, 5% Other	35.5	Residential
Auckland Central (CBD)	8	31,215	36% European, 7% Māori, 5% Pacific, 45% Asian, 7% Other	32	CBD area
Henderson	8.5	37,675	33% European, 14% Māori, 18% Pacific, 31% Asian, 4% Other	36.5	Residential/CBD area

Table 1 (continued): Selected suburbs and their respective deprivation levels, ethnic make-up and characteristics.

Papakura	9	31,932	27% European, 25% Māori, 20% Pacific, 25% Asian, 2% Other	30.2	Residential/CBD area
Papatoetoe	9	47,910	14% European, 11% Māori, 31% Pacific, 42% Asian, 2% Other	31.8	Residential
Glen Innes	9	9,540	35% European, 16% Māori, 31% Pacific, 14% Asian, 4% Other	31.9	Residential/ industrial
Ōtara	10	21,711	9% European, 18% Māori, 66% Pacific, 6% Asian, 1% Other	27.1	Residential

[a]Source: NZDep for 2023 (NZDep2023): https://www.ehinz.ac.nz/indicators/population-vulnerability/socioeconomic-deprivation-profile/#nzdep-for-2023-nzdep2023
[b]Source: 2023 Census totals by topic for individuals by SA2 part 1 (clipped to coastline): https://2023census-statsnz.hub.arcgis.com/datasets/StatsNZ::2023-census-totals-by-topic-for-individuals-by-sa2/about?layer=0

Table 2: Classification of different types of SVR and their respective attributes.

Category name	SVR attributes and characteristics	Examples of each category
Upmarket	"Boutique" store layout (e.g., wood furnishings, curated product displays, vape recycling initiatives, indoor plants). May incorporate a more "open" store layout and product display (e.g., products not kept behind glass), with a small counter for payments. Most do not sell bongs, hookah or other smoking paraphernalia. May have more heavily stylised branded store displays or, alternatively, may be a branded store.	Examples of upmarket stores: • VAPO • Cosmic • Vape Merchant Heavily branded upmarket stores: • IQOS • Podlyfe • 313 by Airscream
Budget	A standardised retail store layout. Typically involves basic store layout with products displayed in glass cases, often lit with LEDs, and behind glass counters (e.g., most products cannot be picked up without first asking the store attendant). Often more minimally branded (e.g., a poster on the wall, or a standard alt. brand product display case). Most sell other smoking-related products (e.g., shisha, bongs, rolling papers, etc.).	Examples of budget SVRs: • Shosha • MyBlitz • Vape Haven • The Vape Shed

Table 2 (continued): Classification of different types of SVR and their respective attributes.

"Store-within-a-store" (SWAS)	Located inside or attached to convenience stores, petrol stations or liquor stores. Store is constructed to provide nominal impression of being a separate premises from the main shop. Small store size. Minimally branded.	

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Figure 1: Median number of specialist vape retailers (SVRs) (all types) and SVRs of different "types" by sampled suburb socio-economic deprivation level. Auckland CBD not included.

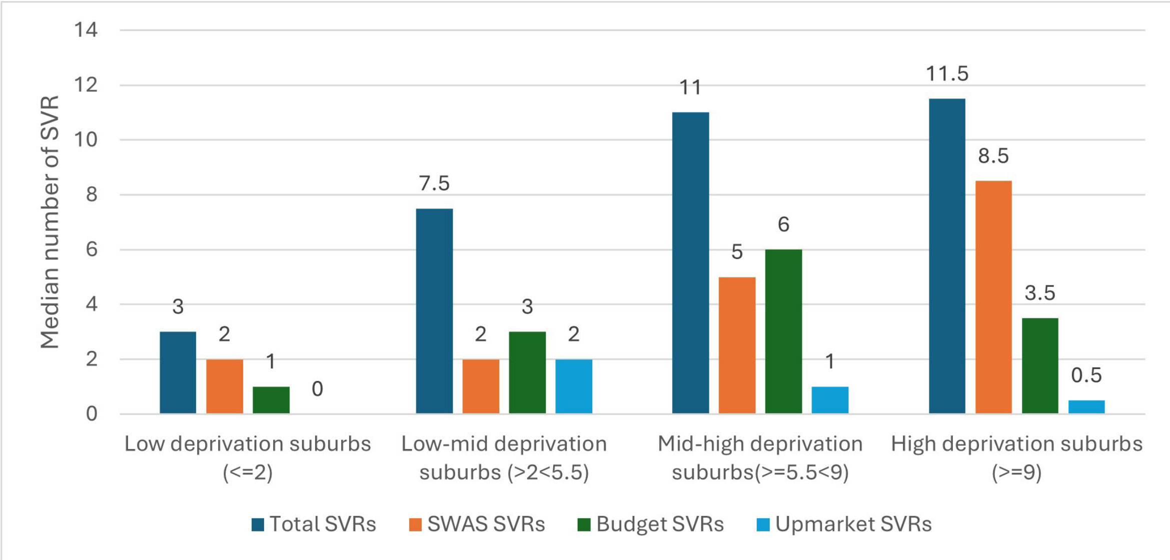

Figure 2: The median number of specialist vape retailers (SVRs) within 300m of each location by socio-economic deprivation level.

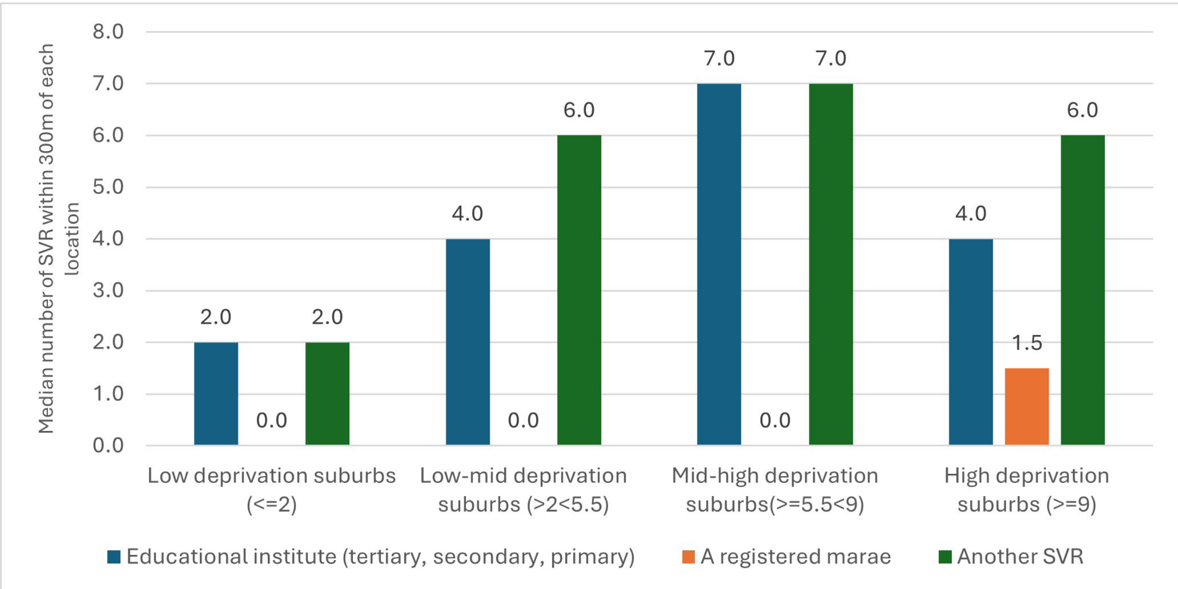

Table 3: Demographics and specialist vape retailer (SVR) composition of scoped Auckland suburbs. Auckland CBD is shaded as a suburb outlier.

	Median 2023 NZDep (SA2)[a]	Estimated suburb resident population (2023 NZ Census, SA2)[b]	% Māori population (2023 NZ Census, SA2)[b]	% Pacific population (2023 NZ Census, SA2)[b]	Total number of SVRs	Upmarket SVRs	Budget SVRs	SWAS SVRs	Unknown store type	Average number of SVRs per 1,000 suburb residents
St Heliers	1	11,439	4%	2%	0	-	-	-		0.00
Birkenhead	1.5	10,344	6%	5%	3	0	1	2		0.29
Devonport	1.5	5,079	6%	2%	3	0	1	2		0.59
Remuera	2	25,458	4%	2%	3	0	1	2		0.12
Takapuna	3	8,487	5%	2%	6	2	2	1	1	0.71
Mount Eden	4.5	22,887	7%	5%	9	2	4	3		0.39
Onehunga	7	17,133	12%	23%	10	1	4	5		0.58
Mount Roskill	7	29,100	6%	15%	11	0	6	5		0.38
Auckland CBD	8	31,215	7%	5%	43	6	22	11	4	1.38
Henderson	8.5	37,675	14%	18%	22	2	10	9	1	0.58
Papatoetoe	9	47,910	11%	31%	13	0	3	9	1	0.27
Papakura	9	31,932	25%	20%	17	2	6	9		0.53
Glen Innes	9	9,540	16%	31%	7	0	3	4		0.74
Ōtara	10	21,711	18%	66%	13	1	4	8		0.60
Totals	7	315,286	13%	22%	160	16	67	70	7	0.51

[a]Source: NZDep for 2023 (NZDep2023): https://www.ehinz.ac.nz/indicators/population-vulnerability/socioeconomic-deprivation-profile/#nzdep-for-2023-nzdep2023
[b]Source: 2023 Census totals by topic for individuals by SA2: https://2023census-statsnz.hub.arcgis.com/maps/StatsNZ::2023-census-totals-by-topic-for-individuals-by-sa2/about