

## Appendices

Appendix Table 1: Sample characteristics.

Variable	Category	N (%)
Age (n=701)	18-24	79 (11%)
	25+	622 (89%)
Sex (n=701)	Male	213 (30%)
	Female	488 (70%)
Quit attempts (n=660)	None	341 (52%)
	1-2	221 (33%)
	3+	98 (15%)
Anti-smoker discrimination (n=657)	None	155 (24%)
	At least one agree	502 (76%)
Confidence can quit (n=677)	Not at all sure	255 (38%)
	Slight/moderate	302 (45%)
	Very/extremely	120 (18%)
Life control (n=633)	8+	374 (59%)
	0-7	259 (41%)
Trust in government (n=634)	0-4	339 (53%)
	5+	295 (47%)

**Appendix Table 2: Smokefree Action Plan-related items included in the TAKE survey.**

Question	Response options
<p><b>Awareness of the Smokefree 2025 Goal</b></p> <p>Have you heard that the Government of New Zealand has a goal of becoming a smokefree country by 2025?</p>	<p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p> <p><input type="radio"/> Refused</p> <p><input type="radio"/> Don't know</p>
<p><b>Prompted support for Smokefree 2025 Goal</b></p> <p>The aim of the 2025 goal has been described as reducing the number of people smoking tobacco to fewer than 5% by December 2025. This goal would only apply to smoked tobacco but not alternatives such as e-cigarettes. Do you support or oppose this Smokefree 2025 policy goal?</p>	<p><input type="radio"/> Strongly support</p> <p><input type="radio"/> Support</p> <p><input type="radio"/> Neither support or oppose</p> <p><input type="radio"/> Oppose</p> <p><input type="radio"/> Strongly oppose</p> <p><input type="radio"/> Refused</p> <p><input type="radio"/> Don't know</p>
<p><b>Support for smokefree generation policy</b></p> <p>Would you support or oppose a law that effectively means only people over 18 who smoke now would be allowed to continue purchasing cigarettes or tobacco?</p>	<p><input type="radio"/> Strongly support</p> <p><input type="radio"/> Support</p> <p><input type="radio"/> Neither support or oppose</p> <p><input type="radio"/> Oppose</p> <p><input type="radio"/> Strongly oppose</p> <p><input type="radio"/> Refused</p> <p><input type="radio"/> Don't know</p>
<p><b>Support for very low nicotine cigarettes</b></p> <p>With the availability of alternative nicotine products such as e-cigarettes and vapes, would you support or oppose a law that reduces the amount of nicotine in cigarettes and tobacco, to make them less addictive?</p>	<p><input type="radio"/> Strongly support</p> <p><input type="radio"/> Support</p> <p><input type="radio"/> Neither support or oppose</p> <p><input type="radio"/> Oppose</p> <p><input type="radio"/> Strongly oppose</p> <p><input type="radio"/> Refused</p> <p><input type="radio"/> Don't know</p>
<p><b>Support for marked reductions in tobacco retail outlets</b></p> <p>Would you support or oppose a law that reduced the number of places allowed to sell tobacco products by 95%?</p>	<p><input type="radio"/> Strongly support</p> <p><input type="radio"/> Support</p> <p><input type="radio"/> Neither support or oppose</p> <p><input type="radio"/> Oppose</p> <p><input type="radio"/> Strongly oppose</p> <p><input type="radio"/> Refused</p> <p><input type="radio"/> Don't know</p>

**Appendix Table 2 (continued):** *Smokefree Action Plan*-related items included in the TAKE survey.

<p><b>Predicted impact of very low nicotine cigarettes on smoking behaviour</b></p> <p>If the only options you could buy were virtually nicotine-free tobacco and e-cigarettes or vaping devices that could contain nicotine, would you:</p>	<ul style="list-style-type: none"> <li><input type="radio"/> Only smoke virtually nicotine-free tobacco</li> <li><input type="radio"/> Smoke both virtually nicotine-free tobacco and use some e-cigarettes or vaping devices</li> <li><input type="radio"/> Swap to only using only using e-cigarettes or vaping devices</li> <li><input type="radio"/> Not use either option and quit smoking altogether</li> <li><input type="radio"/> Refused</li> <li><input type="radio"/> Don't know</li> </ul>
<p><b>Predicted impact of marked reductions in tobacco retail outlets on smoking behaviour</b></p> <p>Currently there are almost 6,000 places you can buy tobacco in New Zealand. If the number of places that could sell tobacco was reduced by 95%, that is, only one out of every 20 shops now selling tobacco in your community could continue selling tobacco, would you:</p>	<ul style="list-style-type: none"> <li><input type="radio"/> Give up smoking</li> <li><input type="radio"/> Not change how much you smoke</li> <li><input type="radio"/> Smoke less</li> <li><input type="radio"/> Refused</li> <li><input type="radio"/> Don't know</li> </ul>

**Appendix Table 3:** Items included in multivariable analysis.

Question	Response options
<p><b>Questions used to assess experiences of smoking related discrimination:</b></p> <p>Smokefree policies have turned smokers into second class citizens</p> <p>Some people look down on you when they know you are a smoker</p> <p>Sometimes you feel ashamed when people see you smoking</p>	<p><input type="radio"/> Strongly disagree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Neither disagree nor agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Strongly agree</p> <p><input type="radio"/> Refused</p> <p><input type="radio"/> Don't know</p>
<p><b>Confidence in being able to quit</b></p> <p>If you decided to give up smoking completely in the next 6 months, how sure are you that you would succeed?</p>	<p><input type="radio"/> Not at all sure</p> <p><input type="radio"/> Slightly sure</p> <p><input type="radio"/> Moderately sure</p> <p><input type="radio"/> Very sure</p> <p><input type="radio"/> Extremely sure</p> <p><input type="radio"/> Refused</p> <p><input type="radio"/> Don't know</p>
<p><b>Perceived control over life</b></p> <p>Some people feel that they have complete control over their lives, while other people feel that what they do has no real effect on what happens to them.</p> <p>Where zero is “no control at all” and 10 is “complete control”, how much control do you feel you have over the way your life turns out?</p>	<p><input type="radio"/> [Enter number 0–10]</p> <p><input type="radio"/> Refused</p> <p><input type="radio"/> Don't know</p>
<p><b>Trust in government</b></p> <p>Where 0 is the public institution can never be trusted, and 10 is the public institution can always be trusted...</p> <p>How much do you trust the system of government to treat people fairly?</p>	<p><input type="radio"/> [Enter number 0–10]</p> <p><input type="radio"/> Refused</p> <p><input type="radio"/> Don't know</p>