

Figure 1: Support for Smokefree 2025 goal and key strategies.

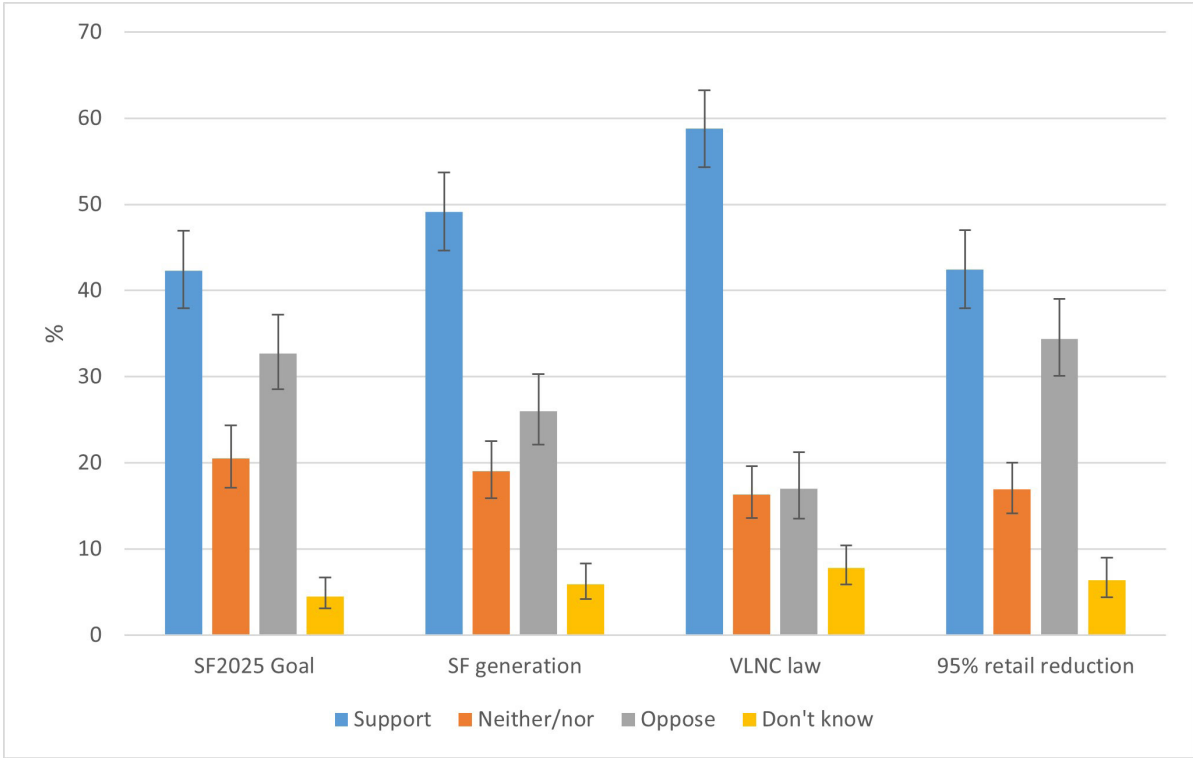


Table 1: Responses to endgame strategies.

Strategy	Response	N	%	CI (95%)
Only VLNCs available	Only smoke VLNCs	108	16.1	(13.0–19.8)
	Smoke both VLNCs and e-cigarettes/vapes	96	14.3	(11.4–17.7)
	Swap to only e-cigarettes/vapes	76	13.6	(10.5–17.5)
	Quit smoking or vaping	262	40.2	(35.7–44.8)
	Don't know	107	15.8	(12.8–19.3)
Tobacco retail outlets reduced by 95%	Give up smoking	131	18.5	(15.4–22.2)
	No change	222	36.6	(32.1–41.4)
	Smoke less	230	36.4	(32.1–40.9)
	Don't know	63	8.4	(6.6–10.7)

Table 2: Factors associated with support support for the Smokefree 2025 goal.

			Unadjusted			Adjusted*		
Variable	Level	N	OR	P-value	CI (95%)	aOR	P-value	CI (95%)
Age	18–24	52	1.00	0.863	(Reference)	1.00	0.681	(Reference)
	25+	491	1.07		(0.52–2.21)	1.16		(0.58–2.37)
Sex	Male	162	1.00	0.630	(Reference)	1.00	0.504	(Reference)
	Female	381	1.11		(0.72–1.73)	1.16		(0.75–1.81)
Quit attempts	None	277	1.00	<0.001	(Reference)	1.00	<0.001	(Reference)
	1–2	180	1.67**		(1.05–2.65)	1.60**		(1.01–2.55)
	3+	86	3.36**		(1.86–6.22)	3.33**		(1.84–6.17)
Smoking discrimination	None	123	1.00	0.615	(Reference)	1.00	0.841	(Reference)
	At least one agree	420	1.14		(0.69–1.90)	0.95		(0.58–1.57)
Confidence can quit	Not at all sure	204	1.00	0.193	(Reference)	1.00	0.329	(Reference)
	Slight/moderate	247	1.50		(0.96–2.37)	1.40		(0.88–2.24)
	Very/extremely	92	1.41		(0.76–2.63)	1.35		(0.73–2.50)
Life control	Higher control (8+)	330	1.00	0.523	(Reference)	1.00	0.461	(Reference)
	Lower control (0–7)	213	1.15		(0.75–1.75)	1.17		(0.77–1.80)
Trust in government	Lower trust (0–4)	277	1.00	0.208	(Reference)	1.00	0.218	(Reference)
	Higher trust (5+)	266	1.30		(0.86–1.96)	1.29		(0.86–1.95)

Table 3: Factors associated with support support for very low nicotine content tobacco.

			Unadjusted			Adjusted*		
Variable	Level	N	OR	P-value	CI (95%)	aOR	P-value	CI (95%)
Age	18–24	50	1.00	0.702	(Reference)	1.00	0.434	(Reference)
	25+	476	1.16		(0.53–2.43)	1.34		(0.63–2.80)
Sex	Male	158	1.00	0.149	(Reference)	1.00	0.151	(Reference)
	Female	368	1.40		(0.88–2.22)	1.41		(0.88–2.25)
Quit attempts	None	266	1.00	0.073	(Reference)	1.00	0.042	(Reference)
	1–2	176	1.66**		(1.01–2.77)	1.82**		(1.10–3.05)
	3+	84	1.67		(0.92–3.12)	1.64		(0.89–3.11)
Smoking discrimination	None	116	1.00	0.078	(Reference)	1.00	0.242	(Reference)
	At least one agree	410	1.60		(0.94–2.71)	1.36		(0.81–2.29)
Confidence can quit	Not at all sure	192	1.00	0.325	(Reference)	1.00	0.439	(Reference)
	Slight/moderate	242	1.18		(0.73–1.90)	1.06		(0.65–1.72)
	Very/extremely	92	0.73		(0.38–1.41)	0.71		(0.37–1.36)
Life control	Higher control (8+)	319	1.00	0.015	(Reference)	1.00	0.009	(Reference)
	Lower control (0–7)	207	1.77**		(1.12–2.84)	1.86**		(1.17–2.99)
Trust in government	Lower trust (0–4)	268	1.00	0.013	(Reference)	1.00	0.006	(Reference)
	Higher trust (5+)	258	1.76**		(1.13–2.75)	1.83**		(1.19–2.84)