

**Textbox 1:** Survey questions and response options.

**Support for Smokefree Action Plan measures:**

**Questions:**

“If you could get nicotine in products other than tobacco products, would you support or oppose a law that reduces the amount of nicotine in cigarettes and tobacco, to make them less addictive?”

“Would you support or oppose a law that reduced the number of places in New Zealand that were allowed to sell tobacco from around 6,000 (the current number) to 300?”

“Would you support or oppose a law that prevents anyone who is currently 18 or younger from ever buying cigarettes or tobacco? This measure would eventually create a tobacco-free generation.”

“Do you support or oppose increased government spending on media campaigns to discourage youth and young people from starting to smoke?”

“Do you support or oppose increased government spending on media campaigns to promote quitting smoking?”

“Do you support or oppose the Smokefree 2025 policy goal?” (Note that a description of the goal was given prior to asking this question, worded as follows: “We will now describe the government’s Smokefree 2025 goal: the goal aims to reduce the availability of tobacco and the number of people smoking to minimal levels, thereby making New Zealand essentially a smokefree nation by 2025. [‘Minimal numbers of people smoking’ is often interpreted as: less than 5% of people in all population groups will smoke.]”)

**Response options:**

“Strongly support”, “Support”, “Strongly oppose”, “Oppose” and “Don’t know”.

**Anticipated response to very low nicotine cigarettes:**

**Question:**

“Which ONE of the following would you be MOST LIKELY to do if the amount of nicotine in cigarettes and tobacco was greatly reduced so they were no longer addictive?”

**Response options:**

“Carry on smoking like I do now, with the cigarettes or tobacco that were available”, “Carry on smoking like I do now, but find a way to get the cigarettes or tobacco I want to smoke”, “Reduce the amount I smoke”, “Quit smoking entirely”, “Switch to vaping/e-cigarettes” and “Don’t know”.

**Anticipated response to a retailer reduction:**

**Question:**

“Which ONE of the following would you be MOST LIKELY to do if the number of places in New Zealand that could sell tobacco was reduced from around 6,000 to 300?”

**Response options:**

“Carry on smoking like I do now”, “Reduce the amount I smoke”, “Quit smoking entirely”, “Switch to vaping/e-cigarettes” and “Don’t know”.

**Table 1:** Participant characteristics.

Characteristic	Wave 3	Wave 3.5
	N=1,230	N=615
unweighted N (%) unless otherwise stated		
Age (years)*		
Mean (SD)	38.0 (14.8)	41.2 (15.2)
18–24	326 (26.5%)	111 (18.0%)
25–44	528 (42.9%)	267 (43.4%)
≥45	376 (30.6%)	237 (38.5%)
Gender		
Male	442 (35.9%)	206 (33.5%)
Female	770 (62.6%)	404 (65.7%)
Other	18 (1.5%)	5 (0.8%)
Ethnicity**		
Māori	492 (40.0%)	210 (34.1%)
Pacific peoples	238 (19.3%)	102 (16.6%)
Non-Māori-Non-Pacific	546 (44.4%)	319 (51.9%)
Smoking status <sup>^</sup>		
People who smoke daily	700 (56.9%)	295 (48.0%)
with no intent to quit	182 (14.8% of total)	89 (14.5% of total)
with intent to quit	474 (38.5% of total)	184 (29.9% of total)
no response to question on intent to quit <sup>#</sup>	44 (3.6% of total)	22 (3.6% of total)
People who smoke less than daily	292 (23.7%)	99 (16.1%)
People who have recently quit smoking	238 (19.3%)	221 (35.9%)
Evidence of financial hardship <sup>^^</sup>		
Yes	345 (28.0%)	141 (22.9%)
No	847 (68.9%)	450 (73.2%)
No response to question on financial hardship <sup>#</sup>	38 (3.1%)	24 (3.9%)

\*Age for Wave 3.5 was calculated as age at date of W3 data collection to allow direct comparisons.

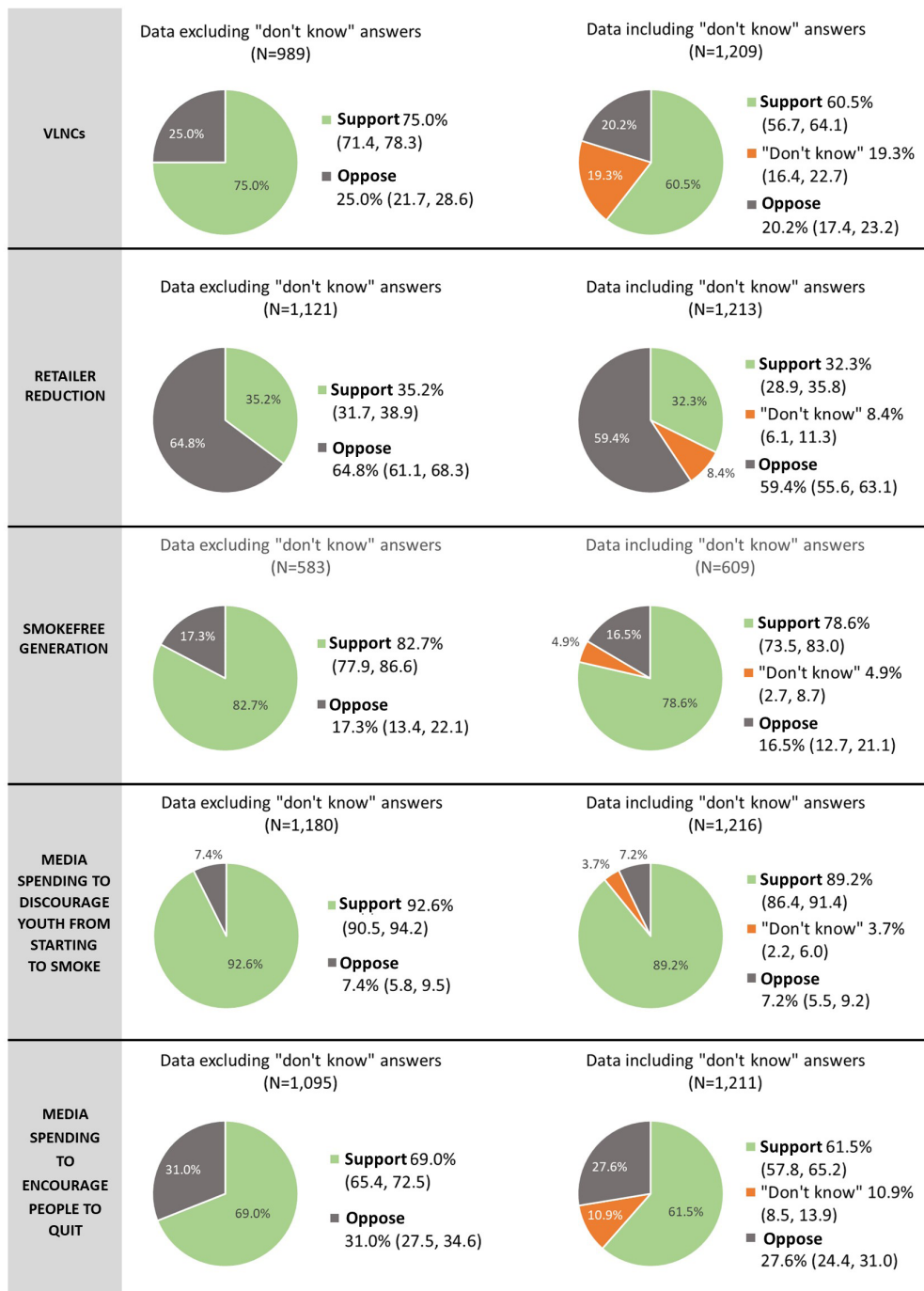
\*\*Some participants identified as both Māori and Pacific peoples (n=46 [3.7%] from Wave 3 and n=16 [2.6%] from Wave 3.5) and are reported in both categories, resulting in percentages adding to over 100%.

<sup>^</sup>“Daily smoker, wanting to quit” is defined as a person who smoked daily and selected one of the following options when asked “Are you planning to quit smoking?”: “within the next month”, “between 1–6 months from now” or “sometime in the future, beyond 6 months”.

<sup>^^</sup>Financial hardship is defined as answering “yes” to the following question: “In the last 30 days, because of a shortage of money, were you unable to pay any important bills on time, such as electricity, telephone or rent bills?”.

<sup>#</sup>This includes participants who refused to answer, answered “Don’t know”, or had missing data for this question.

**Figure 1:** Support for the measures with “Don’t know” responses included and excluded.



Percentages are weighted data. Support combines answers of “strongly support” or “support”. Oppose combines answers of “strongly oppose” and “oppose”. Data for support for a smokefree generation are from Wave 3.5; all other data are from Wave 3. Values in brackets are 95% confidence intervals.

For each measure we excluded participants who refused to answer. The number (%) excluded for Wave 3 were: mandated very low nicotine cigarettes: 21/1,230 (1.7%); retailer reduction: 17/1,230 (1.4%); media campaign spending to reduce youth uptake: 14/1,230 (1.1%); media campaign spending to encourage smoking cessation: 19/1,230 (1.5%). The number (%) excluded for Wave 3.5 were: smokefree generation: 6/615 (1.0%).

Very low nicotine cigarettes = VLNCs.

**Table 2:** Support for measures to mandate very low nicotine cigarettes, reduce retailer availability and introduce a smokefree generation (“Don’t know” responses excluded).

	<b>N support/N answered (%)</b>	<b>Weighted percentage (95% CI)</b>	<b>Marginally standardised percentage (95% CI)</b>	<b>Absolute marginal difference (95% CI)</b>
<b>“If you could get nicotine in products other than tobacco products, would you support or oppose a law that reduces the amount of nicotine in cigarettes and tobacco, to make them less addictive?”</b>				
Total support	727/989	75.0 (71.4, 78.3)	N/A	N/A
Support by smoking status:				
- Smokes	574/793	72.1 (67.8, 76.0)	72.3 (67.4, 76.7)	Reference
- Recently quit	153/196	84.6 (77.7, 89.6)	84.7 (77.8, 89.7)	<b>12.4 (4.3, 20.5)</b>
Support by smoking status and intent to quit:				
- Smokes daily not intending to quit	69/130	51.3 (39.8, 62.6)	48.9 (37.9, 60.1)	Reference
- Smokes daily intending to quit	293/388	75.8 (70.1, 80.7)	76.0 (69.8, 81.2)	<b>27.0 (14.8, 39.3)</b>
- Smokes less than daily	196/250	78.6 (71.6, 84.3)	80.8 (74.1, 86.1)	<b>31.9 (19.1, 44.7)</b>
- Recently quit	153/196	84.6 (77.7, 89.6)	84.2 (77.3, 89.3)	<b>35.3 (21.8, 48.7)</b>
Support by total ethnicity:*				
- Māori	276/402	66.5 (60.6, 71.9)	68.7 (62.1, 74.7)	<b>-9.0 (-17.0, -1.0)</b>
- Pacific peoples	136/183	75.7 (67.5, 82.3)	77.3 (68.7, 84.1)	-0.4 (-9.5, 8.7)
- Non-Māori-Non-Pacific	341/441	78.6 (73.2, 83.1)	77.7 (72.6, 82.1)	Reference
Support by age group:				
- 18–24	180/264	65.0 (57.4, 72.0)	61.4 (53.2, 69.0)	<b>-18.3 (-27.5, -9.0)</b>
- 25–44	322/430	75.9 (70.4, 80.7)	76.4 (70.7, 81.3)	-3.2 (-10.5, 4.0)
- ≥45	225/295	78.5 (71.9, 83.9)	79.6 (74.1, 84.3)	Reference
<b>“Would you support or oppose a law that reduced the number of places in New Zealand that were allowed to sell tobacco from around 6,000 (the current number) to 300?”</b>				
Total support	402/1,121	35.2 (31.7, 38.9)	N/A	N/A
Support by smoking status:				
- Smokes	294/907	30.0 (26.4, 33.8)	28.7 (25.2, 32.6)	Reference
- Recently quit	108/214	53.2 (44.1, 62.2)	56.9 (47.5, 65.9)	<b>28.2 (18.0, 38.3)</b>
Support by smoking status and intent to quit:				
- Smokes daily not intending to quit	28/169	13.2 (8.5, 19.8)	13.1 (8.5, 19.5)	Reference
- Smokes daily intending to quit	135/426	29.1 (24.0, 34.7)	27.6 (22.7, 33.2)	<b>14.6 (7.0, 22.1)</b>
- Smokes less than daily	124/274	46.7 (39.5, 54.1)	44.5 (37.0, 52.3)	<b>31.5 (21.9, 41.0)</b>
- Recently quit	108/214	53.2 (44.1, 62.2)	57.2 (47.8, 66.1)	<b>44.2 (33.5, 54.8)</b>

**Table 2 (continued):** Support for measures to mandate very low nicotine cigarettes, reduce retailer availability and introduce a smokefree generation (“Don’t know” responses excluded).

Support by total ethnicity:*				
- Māori	141/443	28.3 (23.6, 33.5)	29.3 (23.7, 35.5)	<b>-9.3 (-17.1, -1.6)</b>
- Pacific peoples	74/215	35.5 (27.9, 43.9)	31.3 (23.9, 39.9)	-7.3 (-16.9, 2.3)
- Non-Māori-Non-Pacific	197/505	37.5 (32.4, 42.9)	38.6 (33.6, 43.9)	Reference
Support by age group:				
- 18–24	98/299	37.0 (30.2, 44.4)	28.2 (22.2, 35.0)	-3.9 (-13.0, 5.2)
- 25–44	206/479	41.1 (35.5, 46.9)	42.1 (36.3, 48.0)	<b>10.0 (1.7, 18.3)</b>
- ≥45	98/343	28.5 (23.0, 34.6)	32.1 (26.4, 38.4)	Reference
“Would you support or oppose a law that prevents anyone who is currently 18 or younger from ever buying cigarettes or tobacco? This measure would eventually create a tobacco-free generation.”				
Total support	498/583	82.7 (77.9, 86.6)	N/A	N/A
Support by smoking status:				
- Smokes	315/375	80.6 (74.8, 85.3)	80.4 (74.4, 85.3)	Reference
- Recently quit	183/208	89.9 (82.3, 94.5)	89.0 (81.2, 93.8)	<b>8.6 (0.3, 16.9)</b>
Support by smoking status and intent to quit:				
- Smokes daily not intending to quit	64/83	72.2 (58.6, 82.6)	70.0 (56.4, 80.8)	Reference
- Smokes daily intending to quit	157/197	81.4 (72.0, 88.1)	81.0 (71.6, 87.8)	11.0 (-3.4, 25.4)
- Smokes less than daily	76/93	83.3 (71.8, 90.7)	85.1 (74.7, 91.7)	<b>15.1 (0.2, 30.0)</b>
- Recently quit	183/208	89.9 (82.3, 94.5)	88.7 (80.9, 93.6)	<b>18.7 (4.9, 32.5)</b>
Support by total ethnicity:*				
- Māori	168/197	79.8 (69.7, 87.2)	80.9 (71.7, 87.7)	1.1 (-9.4, 11.5)
- Pacific peoples	83/96	85.0 (73.0, 92.2)	87.3 (77.9, 93.0)	7.3 (-2.5, 17.2)
- Non-Māori-Non-Pacific	258/305	82.5 (75.9, 87.5)	79.9 (72.5, 85.7)	Reference
Support by age group:				
- 18–24	77/103	71.9 (57.3, 82.9)	71.4 (55.9, 83.1)	<b>-17.7 (-32.6, -2.8)</b>
- 25–44	212/250	80.1 (71.7, 86.6)	77.9 (68.8, 85.0)	<b>-11.2 (-21.0, -1.4)</b>
- ≥45	209/230	89.3 (83.2, 93.3)	89.1 (82.7, 93.3)	Reference

When comparing groups, we present marginally standardised percentages and absolute differences (with 95% CI) that adjust for potential confounding from the following covariates: smoking status and quit intention, prioritised ethnicity, gender, age group and financial hardship.

Values in bold indicate statistically significant absolute marginal differences compared to the reference value.

Participants who refused to answer or answered “Don’t know” were excluded. See Figure 1 for detail.

Support represents combined answers of “strongly support” or “support” (compared to “strongly oppose” and “oppose”). Data for all questions are from Wave 3, with the exception of support for a smokefree generation, which were from Wave 3.5.

\*Total ethnicity data are presented for Māori and Pacific peoples. Some participants identified as both Māori and Pacific peoples (see Table 1); comparisons for these two groups are made to an exclusive non-Māori-non-Pacific group.

**Table 3:** Anticipated responses to the introduction of very low nicotine cigarettes and a retailer reduction (“Don’t know” responses excluded).

		n/N	Weighted percentage (95% CI)	Marginally standardised percentage (95% CI)	Absolute marginal difference (95% CI)
<b>Anticipated response to the introduction of very low nicotine cigarettes: total</b>					
	- Carry on smoking like I do now, with the cigarettes or tobacco that were available	288/908	35.1 (31.2, 39.2)	N/A	N/A
	- Carry on smoking like I do now, but find a way to get the cigarettes or tobacco I want to smoke	170/908	19.2 (16.0, 22.9)	N/A	N/A
	- Reduce the amount I smoke	184/908	18.4 (15.5, 21.7)	N/A	N/A
	- Quit smoking entirely	132/908	13.0 (10.6, 15.9)	N/A	N/A
	- Switch to vaping/ e-cigarettes	134/908	14.3 (11.6, 17.5)	N/A	N/A
<b>Anticipated response to the introduction of very low nicotine cigarettes: by smoking status</b>					
Smokes daily not intending to quit	- Carry on smoking like I do now, with the cigarettes or tobacco that were available	91/172	55.2 (45.3, 64.7)	50.9 (42.3, 59.6)	Reference
	- Carry on smoking like I do now, but find a way to get the cigarettes or tobacco I want to smoke	50/172	32.8 (23.7, 43.4)	35.6 (26.9, 44.2)	
	- Reduce the amount I smoke	23/172	9.7 (5.8, 16.0)	11.1 (5.7, 16.5)	
	- Quit smoking entirely	3/172	0.4 (0.1, 1.4)	0.4 (0.0, 0.9)	
	- Switch to vaping/ e-cigarettes	5/172	1.8 (0.7, 4.8)	2.0 (0.0, 3.9)	
Smokes daily intending to quit	- Carry on smoking like I do now, with the cigarettes or tobacco that were available	124/428	30.9 (25.5, 36.8)	31.1 (25.2, 37.0)	<b>-19.8 (-30.2, -9.3)</b>

**Table 3 (continued):** Anticipated responses to the introduction of very low nicotine cigarettes and a retailer reduction (“Don’t know” responses excluded).

Smokes daily intending to quit	- Carry on smoking like I do now, but find a way to get the cigarettes or tobacco I want to smoke	81/428	17.8 (13.7, 22.6)	17.9 (13.3, 22.6)	<b>-17.6 (-27.3, -8.0)</b>
	- Reduce the amount I smoke	104/428	22.6 (18.1, 27.7)	21.1 (16.3, 25.9)	<b>10.0 (2.6, 17.3)</b>
	- Quit smoking entirely	69/428	15.0 (11.2, 19.8)	15.4 (10.8, 20.0)	<b>15.0 (10.4, 19.6)</b>
	- Switch to vaping/ e-cigarettes	50/428	13.8 (10.1, 18.5)	14.4 (9.9, 18.9)	<b>12.4 (7.4, 17.4)</b>
Smokes less than daily	- Carry on smoking like I do now, with the cigarettes or tobacco that were available	57/274	24.5 (18.5, 31.7)	25.2 (18.1, 32.2)	<b>-25.8 (-37.2, -14.3)</b>
	- Carry on smoking like I do now, but find a way to get the cigarettes or tobacco I want to smoke	34/274	10.0 (6.6, 14.9)	9.4 (5.2, 13.7)	<b>-26.2 (-36.2, -16.1)</b>
	- Reduce the amount I smoke	49/274	17.7 (12.6, 24.3)	17.9 (12.0, 23.9)	6.8 (-1.5, 15.1)
	- Quit smoking entirely	57/274	20.7 (15.4, 27.4)	21.7 (15.3, 28.2)	<b>21.3 (14.8, 27.8)</b>
	- Switch to vaping/ e-cigarettes	77/274	27.1 (20.6, 34.7)	25.8 (18.5, 33.1)	<b>23.8 (16.2, 31.5)</b>
<b>Anticipated response to a retailer reduction: total</b>					
	- Carry on smoking like I do now	466/939	53.2 (49.1, 57.2)	N/A	N/A
	- Reduce the amount I smoke	217/939	21.6 (18.6, 25.1)	N/A	N/A
	- Quit smoking entirely	121/939	12.3 (9.9, 15.1)	N/A	N/A
	- Switch to vaping/ e-cigarettes	135/939	12.9 (10.5, 15.7)	N/A	N/A
<b>Anticipated response to a retailer reduction: by smoking status</b>					
Smokes daily not intending to quit	- Carry on smoking like I do now	143/176	86.6 (80.0, 91.3)	85.0 (79.1, 90.8)	Reference
	- Reduce the amount I smoke	25/176	11.4 (7.0, 17.9)	13.0 (7.3, 18.6)	
	- Quit smoking entirely	4/176	1.0 (0.3, 3.6)	0.9 (0.0, 2.2)	
	- Switch to vaping/ e-cigarettes	4/176	1.0 (0.3, 3.2)	1.1 (0.0, 2.4)	

**Table 3 (continued):** Anticipated responses to the introduction of very low nicotine cigarettes and a retailer reduction (“Don’t know” responses excluded).

Smokes daily intending to quit	- Carry on smoking like I do now	199/450	44.6 (38.9, 50.4)	45.3 (39.2, 51.3)	<b>-39.7 (-48.2, -31.1)</b>
	- Reduce the amount I smoke	127/450	28.0 (23.1, 33.4)	25.8 (20.8, 30.8)	<b>12.9 (5.2, 20.5)</b>
	- Quit smoking entirely	67/450	13.7 (10.4, 18.0)	14.6 (10.4, 18.8)	<b>13.7 (9.2, 18.2)</b>
	- Switch to vaping/ e-cigarettes	57/450	13.7 (10.2, 18.3)	14.3 (10.0, 18.6)	<b>13.2 (8.6, 17.7)</b>
Smokes less than daily	- Carry on smoking like I do now	100/273	37.4 (30.6, 44.7)	38.2 (30.5, 45.9)	<b>-46.8 (-56.7, -36.9)</b>
	- Reduce the amount I smoke	56/273	19.8 (14.5, 26.5)	18.8 (12.6, 24.9)	5.8 (-2.9, 14.5)
	- Quit smoking entirely	46/273	19.0 (13.7, 25.6)	21.1 (14.5, 27.7)	<b>20.1 (13.4, 26.9)</b>
	- Switch to vaping/ e-cigarettes	71/273	23.8 (18.2, 30.5)	22.0 (15.8, 28.2)	<b>20.8 (14.5, 27.2)</b>

Data are from Wave 3 participants. Values in bold are statistically significant absolute marginal differences compared to the reference value.

Wording of the questions is provided in Textbox 1.

For the overall number of participants in each group and the definition of financial hardship, see Table 1. Note that N answered values vary from the values in Table 1, as participants who refused to answer or answered “Don’t know” were excluded.

For the total value for anticipated response to very low nicotine cigarettes, 7 out of 992 participants (0.7%) were excluded as they refused to answer or had no response, and 77 out of 992 participants (7.8%) were excluded as they answered “Don’t know”.

For the total value for anticipated response to a retailer reduction, 8 out of 992 participants (0.8%) were excluded as they refused to answer or had no response recorded, and 45 out of 992 participants (4.5%) were excluded as they answered “Don’t know”.

When comparing groups, we present marginally standardised percentages and absolute differences (with 95% CI) that adjust for potential confounding from the following covariates: smoking status and quit intention, prioritised ethnicity, gender, age group and financial hardship.

Electronic cigarettes = e-cigarettes.