

Appendices

Appendix Table 1: Outcomes by gender and financial hardship: support for implementation of very low nicotine cigarettes and reduction in retailer availability, with “Don’t know” responses excluded.

	N support/N answered	Weighted percentage (95% CI)	Marginally standardised percentage (95% CI)	Absolute marginal difference (95% CI)
“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?”				
Total	727/989	75.0 (71.4, 78.3)	N/A	N/A
Gender:				
- Male	283/385	75.4 (69.7, 80.3)	74.8 (69.3, 79.7)	Reference
- Female	442/602	74.4 (70.1, 78.4)	75.6 (71.3, 79.6)	0.8 (-5.7, 7.3)
Evidence of financial hardship:				
- No	517/678	77.6 (73.2, 81.5)	76.8 (72.5, 80.6)	Reference
- Yes	188/278	68.2 (61.1, 74.5)	70.6 (63.8, 76.5)	-6.2 (-13.6, 1.1)
“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?”				
Total	402/1,121	35.2 (31.7, 38.9)	N/A	N/A
Gender:				
- Male	176/418	38.5 (33.0, 44.3)	37.8 (32.5, 43.4)	Reference
- Female	225/701	31.3 (27.3, 35.5)	32.6 (28.4, 37.0)	-5.2 (-12.0, 1.5)
Evidence of financial hardship:				
- No	262/775	34.7 (30.4, 39.2)	35.0 (31.0, 39.3)	Reference
- Yes	125/314	35.9 (29.6, 42.9)	36.8 (30.1, 43.9)	1.7 (-6.1, 9.5)
“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	498/583	82.7 (77.9, 86.6)	N/A	N/A
Gender:				
- Male	160/196	78.4 (70.4, 84.8)	77.9 (70.3, 84.1)	Reference
- Female	337/386	87.6 (82.8, 91.1)	86.4 (80.7, 90.5)	8.4 (0.1, 16.7)
Evidence of financial hardship:				
- No	370/428	84.2 (78.6, 88.5)	83.5 (77.9, 87.9)	Reference
- Yes	110/136	75.0 (63.4, 83.9)	75.1 (64.1, 83.7)	-8.3 (-19.0, 2.3)

Appendix Table 1 (continued): Outcomes by gender and financial hardship: support for implementation of very low nicotine cigarettes and reduction in retailer availability, with “Don’t know” responses excluded.

Very low nicotine cigarette and retailer reduction data are from Wave 3 participants. Smokefree generation data are from Wave 3.5 participants.

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

Support is defined as answering “strongly support” or “support”.

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.

For the overall number of participants in each group and the definition of financial hardship, see Table 1 of the corresponding journal article. 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.

See Appendix Table 4 for these analyses including “Don’t know” answers.

Appendix Table 2: Outcomes by smoking status, ethnicity and age: support for measures to increase media campaign spending and the Smokefree Aotearoa 2025 goal, with “Don’t know” responses excluded.

	N support/N answered	Weighted percentage (95% CI)	Marginally standardised percentage (95% CI)	Absolute marginal difference (95% CI)
“Do you support or oppose increased government spending on media campaigns to discourage youth and young people from starting to smoke?”				
Total	1,087/1,180	92.6 (90.5, 94.2)	N/A	N/A
Support by smoking status:				
- Smokes	872/951	91.7 (89.2, 93.6)	92.0 (89.6, 93.9)	Reference
- Recently quit	215/229	95.5 (90.1, 98.0)	94.8 (89.6, 97.5)	2.8 (-1.2, 6.8)
Support by smoking status and intent to quit:				
- Smokes daily not intending to quit	143/169	82.7 (74.2, 88.8)	81.5 (73.4, 87.6)	Reference
- Smokes daily intending to quit	419/456	91.9 (88.3, 94.5)	92.4 (88.9, 94.9)	10.9 (3.1, 18.7)
- Smokes less than daily	272/285	97.3 (94.8, 98.6)	97.5 (95.3, 98.7)	15.9 (8.6, 23.3)
- Recently quit	215/229	95.5 (90.1, 98.0)	94.8 (89.5, 97.5)	13.2 (5.0, 21.5)
Support by total ethnicity:				
- Māori	426/467	90.3 (86.2, 93.3)	91.1 (86.7, 94.2)	-1.1 (-5.8, 3.6)
- Pacific	208/222	94.9 (90.9, 97.2)	95.3 (91.2, 97.5)	3.0 (-1.1, 7.1)
- Non-Māori-Non-Pacific	494/535	92.9 (89.7, 95.1)	92.3 (89.0, 94.6)	Reference
Support by age group:				
- 18–24	287/315	91.1 (86.7, 94.2)	89.3 (84.0, 93.0)	-3.5 (-9.1, 2.1)
- 25–44	467/510	93.1 (90.1, 95.2)	93.2 (90.3, 95.3)	0.4 (-3.6, 4.3)
- ≥45	333/355	92.7 (88.3, 95.5)	92.8 (88.7, 95.5)	Reference

Appendix Table 2 (continued): Outcomes by smoking status, ethnicity and age: support for measures to increase media campaign spending and the Smokefree Aotearoa 2025 goal, with “Don’t know” responses excluded.

“Do you support or oppose increased government spending on media campaigns to promote quitting smoking?”				
Total	764/1,095	69.0 (65.4, 72.5)	N/A	N/A
Support by smoking status:				
- Smokes	602/882	66.4 (62.3, 70.4)	66.9 (62.4, 71.2)	Reference
- Recently quit	162/213	77.7 (69.7, 84.1)	77.9 (69.6, 84.4)	10.9 (1.9, 20.0)
Support by smoking status and intent to quit:				
- Smokes daily not intending to quit	71/158	46.6 (36.4, 57.0)	46.4 (36.5, 56.6)	Reference
- Smokes daily intending to quit	291/422	66.7 (60.7, 72.2)	68.2 (61.6, 74.1)	21.8 (10.1, 33.4)
- Smokes less than daily	219/272	81.6 (75.1, 86.6)	82.4 (75.7, 87.6)	36.0 (23.9, 48.0)
- Recently quit	162/213	77.7 (69.7, 84.1)	77.3 (69.0, 83.9)	30.8 (17.6, 44.1)
Support by total ethnicity:				
- Māori	291/440	63.5 (57.8, 68.8)	65.0 (58.8, 70.8)	-6.3 (-14.1, 1.6)
- Pacific	141/201	70.0 (61.6, 77.3)	69.4 (60.6, 77.0)	-1.9 (-11.4, 7.7)
- Non-Māori-Non-Pacific	358/496	70.8 (65.5, 75.6)	71.3 (66.1, 76.0)	Reference
Support by age group:				
- 18–24	210/289	74.1 (67.5, 79.7)	68.5 (60.7, 75.3)	0.0 (-10.0, 10.0)
- 25–44	339/482	69.9 (64.2, 75.0)	71.1 (65.5, 76.0)	2.6 (-5.6, 10.8)
- ≥45	215/324	65.9 (59.3, 71.9)	68.5 (61.9, 74.3)	Reference
“Do you support or oppose the Smokefree 2025 policy goal?” *				
Total	634/1,118	56.7 (52.8, 60.5)	N/A	N/A
Support by smoking status:				
- Smokes	475/904	49.8 (45.6, 54.0)	49.3 (44.9, 53.8)	Reference
- Recently quit	159/214	79.7 (72.1, 85.6)	80.4 (72.8, 86.3)	31.1 (22.6, 39.5)
Support by smoking status and intent to quit:				
- Smokes daily not intending to quit	36/168	17.1 (11.6, 24.5)	17.2 (11.7, 24.6)	Reference
- Smokes daily intending to quit	237/431	54.0 (48.0, 59.9)	54.1 (47.7, 60.5)	36.9 (28.1, 45.8)
- Smokes less than daily	189/268	70.0 (62.7, 76.4)	70.0 (62.2, 76.8)	52.8 (43.0, 62.6)
- Recently quit	159/214	79.7 (72.1, 85.6)	79.8 (72.2, 85.8)	62.6 (53.0, 72.2)
Support by total ethnicity:				
- Māori	238/453	49.8 (44.2, 55.4)	52.9 (46.8, 59.0)	-7.1 (-14.6, 0.5)

Appendix Table 2 (continued): Outcomes by smoking status, ethnicity and age: support for measures to increase media campaign spending and the Smokefree Aotearoa 2025 goal, with “Don’t know” responses excluded.

- Pacific	114/207	56.6 (47.6, 65.2)	54.6 (46.5, 62.5)	-5.4 (-14.5, 3.8)
- Non-Māori-Non-Pacific	302/500	59.8 (54.2, 65.2)	60.0 (55.0, 64.8)	Reference
Support by age group:				
- 18–24	177/302	58.7 (51.5, 65.5)	50.8 (43.8, 57.8)	-1.5 (-10.9, 7.9)
- 25–44	294/483	63.7 (58.0, 69.1)	64.2 (58.8, 69.2)	11.8 (4.0, 19.6)
- ≥45	163/333	48.5 (41.9, 55.2)	52.3 (46.1, 58.4)	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 are statistically significant absolute marginal differences compared to the reference value.

Participants who refused to answer or answered “Don’t know” were excluded. 21/1,230 (1.7%) of participants refused to answer the question “Do you support or oppose the Smokefree 2025 policy goal?” 91/1,230 (7.4%) answered “Don’t know”. For refusal and “Don’t know” values for other outcomes, see Figure 1.

Support represents combined answers of “strongly support” or “support” (compared to “strongly oppose” and “oppose”). Data for all questions are from Wave 3.

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

*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.)”

Appendix Table 3: Outcomes by gender and financial hardship: support for measures to increase media campaign spending and the Smokefree Aotearoa 2025 goal, with “Don’t know” responses excluded.

	N support/N answered	Weighted percentage (95% CI)	Marginally standardised percentage (95% CI)	Absolute difference (95% CI)
“Do you support or oppose increased government spending on media campaigns to discourage youth and young people from starting to smoke?”				
Total	1,087/1,180	92.6 (90.5, 94.2)	N/A	N/A
Gender:				
- Male	389/430	91.8 (88.2, 94.3)	91.6 (87.9, 94.2)	Reference
- Female	697/749	93.5 (91.1, 95.3)	93.5 (90.9, 95.4)	1.9 (-2.0, 5.8)
Evidence of financial hardship:				
- No	756/813	93.3 (90.8, 95.2)	93.1 (90.6, 95.0)	Reference
- Yes	301/333	90.3 (85.4, 93.6)	90.7 (85.9, 94.0)	-2.4 (-6.9, 2.0)

Appendix Table 3 (continued): Outcomes by gender and financial hardship: support for measures to increase media campaign spending and the Smokefree Aotearoa 2025 goal, with “Don’t know” responses excluded.

“Do you support or oppose increased government spending on media campaigns to promote quitting smoking?”				
Total	764/1,095	69.0 (65.4, 72.5)	N/A	N/A
Gender:				
- Male	288/403	70.8 (65.2, 75.9)	70.8 (65.1, 75.9)	Reference
- Female	475/691	67.0 (62.3, 71.4)	68.2 (63.5, 72.6)	-2.5 (-9.5, 4.4)
Evidence of financial hardship:				
- No	544/757	71.1 (66.7, 75.2)	71.1 (66.8, 75.0)	Reference
- Yes	203/307	64.5 (57.6, 70.8)	65.0 (57.9, 71.4)	-6.1 (-13.7, 1.4)
“Do you support or oppose the Smokefree 2025 policy goal?” *				
Total	634/1,118	56.7 (52.8, 60.5)	N/A	N/A
Gender:				
- Male	251/413	60.2 (54.3, 65.9)	59.3 (53.9, 64.6)	Reference
- Female	383/702	52.7 (48.0, 57.5)	54.7 (50.1, 59.2)	-4.6 (-11.1, 1.9)
Evidence of financial hardship:				
- No	442/767	58.6 (53.9, 63.1)	58.6 (54.2, 62.8)	Reference
- Yes	171/318	51.5 (44.2, 58.7)	53.4 (47.0, 59.7)	-5.2 (-12.3, 1.9)

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

Support is defined as answering “strongly support” or “support”.

For the overall number of participants in each group and the definition of financial hardship, see Table 1 in the corresponding journal article.

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.

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.

See Appendix Table 5 for these analyses including “Don’t know” answers.

*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.)”

Appendix Table 4: Support for implementation of very low nicotine cigarettes, reduction in retailer availability and introduction of a smokefree generation: analysis with “Don’t know” responses included.

	N support/N answered	Weighted percentage (95% CI)	Marginally standardised percentage (95% CI)	Absolute marginal difference (95% CI)
“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?”				
Total:				
- Support	727/1,209	60.5 (56.7, 64.1)	N/A	N/A
- Oppose	262/1,209	20.2 (17.4, 23.2)	N/A	N/A
- Don’t know	220/1,209	19.3 (16.4, 22.7)	N/A	N/A
Support by smoking status:				
- Smokes	574/974	57.6 (53.5, 61.7)	57.8 (53.3, 62.3)	Reference
- Recently quit	153/235	70.2 (61.5, 77.7)	70.1 (61.3, 78.8)	12.2 (2.0, 22.6)
Oppose by smoking status:				
- Smokes	219/974	22.3 (19.1, 25.9)		
- Recently quit	43/235	12.8 (8.6, 18.6)		
Don’t know by smoking status:				
- Smokes	181/974	20.0 (16.8, 23.7)		
- Recently quit	39/235	17.0 (10.8, 25.6)		
Support by smoking status and quit intent:				
- Smokes daily not intending to quit	69/174	36.4 (27.9, 45.9)	34.4 (25.5, 43.3)	Reference
- Smokes daily intending to quit	293/469	63.2 (57.6, 68.5)	64.3 (58.5, 70.0)	29.9 (19.6, 40.2)
- Smokes less than daily	196/288	66.5 (58.2, 73.9)	68.1 (59.9, 76.2)	33.7 (21.4, 45.9)
- Recently quit	153/235	70.2 (61.5, 77.7)	69.4 (60.7, 78.0)	35.0 (22.2, 47.7)
Oppose by smoking status and quit intent:				
- Smokes daily not intending to quit	61/174	34.6 (25.7, 44.8)		
- Smokes daily intending to quit	95/469	20.2 (16.0, 25.1)		
- Smokes less than daily	54/288	18.1 (13.2, 24.3)		
- Recently quit	43/235	12.8 (8.6, 18.6)		
Don’t know by smoking status and quit intent:				
- Smokes daily not intending to quit	44/174	28.9 (20.9, 38.6)		
- Smokes daily intending to quit	81/469	16.6 (12.9, 21.1)		

Appendix Table 4 (continued): Support for implementation of very low nicotine cigarettes, reduction in retailer availability and introduction of a smokefree generation: analysis with “Don’t know” responses included.

- Smokes less than daily	38/288	15.4 (9.4, 24.1)		
- Recently quit	39/235	17.0 (10.8, 25.6)		
Support by total ethnicity:				
- Māori	276/483	55.2 (49.7, 60.5)	57.2 (51.1, 63.5)	-6.3 (-14.4, 0.2)
- Pacific	136/232	59.0 (50.4, 67.1)	59.7 (50.5, 68.8)	-3.9 (-14.3, 6.5)
- Non-Māori-Non-Pacific	341/539	63.4 (57.9, 68.6)	63.6 (58.7, 68.6)	Reference
Oppose by total ethnicity:				
- Māori	126/483	27.8 (23.2, 32.9)		
- Pacific	47/232	19.0 (13.7, 25.7)		
- Non-Māori-Non-Pacific	100/539	17.3 (13.6, 21.8)		
Don't know by total ethnicity:				
- Māori	81/483	17.0 (13.3, 21.5)		
- Pacific	49/232	22.0 (15.2, 30.8)		
- Non-Māori-Non-Pacific	98/539	19.3 (15.2, 24.2)		
Support by age:				
- 18–24	180/320	53.4 (46.4, 60.3)	51.9 (44.6, 59.3)	-13.8 (-23.5, -4.1)
- 25–44	322/515	61.6 (55.7, 67.1)	60.6 (54.6, 66.6)	-5.1 (-13.4, 3.2)
- 45 and above	255/374	62.4 (56.0, 68.5)	65.7 (59.9, 71.6)	Reference
Oppose by age:				
- 18–24	84/320	28.8 (22.9, 35.4)		
- 25–44	108/515	19.6 (15.6, 24.3)		
- 45 and above	70/374	17.1 (12.7, 22.5)		
Don't know by age:				
- 18–24	56/320	17.8 (13.1, 23.8)		
- 25–44	85/515	18.8 (14.4, 24.3)		
- 45 and above	79/374	20.5 (15.7, 26.4)		
Support by gender:				
- Male	283/440	63.8 (57.9, 69.3)	63.0 (57.2, 68.8)	Reference
- Female	442/766	56.6 (52.1, 61.1)	59.2 (54.7, 63.6)	3.8 (-11.2, 3.6)

Appendix Table 4 (continued): Support for implementation of very low nicotine cigarettes, reduction in retailer availability and introduction of a smokefree generation: analysis with “Don’t know” responses included.

Oppose by gender:				
- Male	102/440	20.8 (16.6, 25.8)		
- Female	160/766	19.4 (16.4, 22.9)		
Don’t know by gender:				
- Male	55/440	15.4 (11.3, 20.6)		
- Female	164/766	23.9 (20.0, 28.3)		
Support by evidence of financial hardship:				
- No	517/838	62.4 (57.9, 66.7)	62.2 (58.1, 66.4)	Reference
- Yes	188/333	55.1 (47.9, 62.1)	58.3 (51.4, 65.3)	-3.9 (-11.8, 4.0)
Oppose by evidence of financial hardship:				
- No	161/838	18.0 (14.8, 21.7)		
- Yes	90/333	25.7 (20.4, 31.9)		
Don’t know by evidence of financial hardship:				
- No	160/838	19.6 (16.1, 23.6)		
- Yes	55/333	19.2 (13.5, 26.4)		
“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?”				
Total:				
- Support	402/1,213	32.3 (28.9, 35.8)	N/A	N/A
- Oppose	719/1,213	59.4 (55.6, 63.1)	N/A	N/A
- Don’t know	92/1,213	8.4 (6.1, 11.3)	N/A	N/A
Support by smoking status:				
- Smokes	294/980	27.6 (24.2, 31.2)	26.4 (23.0, 29.8)	Reference
- Recently quit	108/233	48.2 (39.4, 57.2)	52.4 (42.7, 62.0)	26.0 (15.5, 36.5)
Oppose by smoking status:				
- Smokes	613/980	64.4 (60.4, 68.2)		
- Recently quit	106/233	42.4 (33.8, 51.4)		
Don’t know by smoking status:				
- Smokes	73/980	8.0 (5.7, 11.1)		
- Recently quit	19/233	9.4 (4.5, 18.6)		

Appendix Table 4 (continued): Support for implementation of very low nicotine cigarettes, reduction in retailer availability and introduction of a smokefree generation: analysis with “Don’t know” responses included.

Support by smoking status and quit intent:				
- Smokes daily not intending to quit	28/180	12.5 (8.1, 18.8)	12.4 (7.3, 17.5)	Reference
- Smokes daily intending to quit	135/465	26.9 (22.2, 32.2)	25.5 (20.6, 30.4)	13.1 (6.0, 20.3)
- Smokes less than daily	124/292	41.9 (34.6, 49.5)	39.2 (31.6, 46.8)	26.8 (17.5, 36.2)
- Recently quit	108/233	48.2 (39.4, 57.2)	52.9 (43.3, 62.6)	40.6 (29.6, 51.5)
Oppose by smoking status and quit intent:				
- Smokes daily not intending to quit	141/180	82.2 (75.1, 87.6)		
- Smokes daily intending to quit	291/465	65.5 (60.0, 70.6)		
- Smokes less than daily	150/292	47.7 (40.1, 55.5)		
- Recently quit	106/233	42.4 (33.8, 51.4)		
Don’t know by smoking status and quit intent:				
- Smokes daily not intending to quit	11/180	5.3 (2.7, 10.2)		
- Smokes daily intending to quit	39/465	7.6 (5.4, 10.6)		
- Smokes less than daily	18/292	10.4 (4.7, 21.4)		
- Recently quit	19/233	9.4 (4.5, 18.6)		
Support by total ethnicity:				
- Māori	141/487	25.9 (21.5, 30.8)	27.1 (21.7, 32.5)	-8.7 (-16.0, -1.3)
- Pacific	74/235	32.2 (25.1, 40.2)	27.9 (19.9, 35.8)	-7.9 (-17.3, 1.4)
- Non-Māori-Non-Pacific	197/537	34.5 (29.6, 39.7)	35.8 (31.0, 40.5)	Reference
Oppose by total ethnicity:				
- Māori	302/487	65.6 (60.4, 70.4)		
- Pacific	141/235	58.5 (49.9, 66.6)		
- Non-Māori-Non-Pacific	308/537	57.5 (52.0, 62.9)		
Don’t know by total ethnicity:				
- Māori	44/487	8.5 (6.2, 11.7)		
- Pacific	20/235	9.3 (4.5, 18.1)		
- Non-Māori-Non-Pacific	32/537	7.9 (4.9, 12.6)		
Support by age:				
- 18–24	98/322	34.7 (28.2, 41.7)	26.7 (20.6, 32.8)	-3.3 (-12.1, 5.5)
- 25–44	206/521	36.9 (31.6, 42.6)	37.4 (31.7, 43.2)	7.4 (-0.7, 15.5)
- 45 and above	98/370	26.4 (21.2, 32.2)	30.0 (24.3, 35.8)	Reference

Appendix Table 4 (continued): Support for implementation of very low nicotine cigarettes, reduction in retailer availability and introduction of a smokefree generation: analysis with “Don’t know” responses included.

Oppose by age:				
- 18–24	201/322	59.0 (52.0, 65.7)		
- 25–44	273/521	52.9 (47.1, 58.7)		
- 45 and above	245/370	66.2 (59.9, 72.1)		
Don’t know by age:				
- 18–24	23/322	6.3 (3.9, 10.1)		
- 25–44	42/521	10.1 (6.4, 15.7)		
- 45 and above	27/370	7.4 (4.3, 12.4)		
Support by gender:				
- Male	176/443	35.5 (30.3, 41.2)	34.5 (29.1, 39.9)	Reference
- Female	225/767	28.4 (24.8, 32.4)	30.2 (26.2, 34.2)	-4.3 (-11.0, 2.4)
Oppose by gender:				
- Male	242/443	56.8 (50.9, 62.5)		
- Female	476/767	62.5 (58.1, 66.7)		
Don’t know by gender:				
- Male	25/443	7.7 (4.5, 12.9)		
- Female	66/767	9.1 (6.6, 12.4)		
Support by evidence of financial hardship:				
- No	262/837	31.9 (27.9, 36.1)	32.2 (28.4, 36.1)	Reference
- Yes	125/340	32.7 (26.7, 39.3)	33.5 (26.6, 40.4)	1.3 (-6.5, 9.0)
Oppose by evidence of financial hardship:				
- No	513/837	60.0 (55.5, 64.4)		
- Yes	189/340	58.4 (51.3, 65.1)		
Don’t know by evidence of financial hardship:				
- No	62/837	8.1 (5.5, 11.7)		
- Yes	26/340	8.9 (4.9, 15.5)		
“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	498/609	78.6 (73.5, 83.0)	N/A	N/A
- Oppose	85/609	16.5 (12.7, 21.1)	N/A	N/A

Appendix Table 4 (continued): Support for implementation of very low nicotine cigarettes, reduction in retailer availability and introduction of a smokefree generation: analysis with “Don’t know” responses included.

- Don’t know	26/609	4.9 (2.7, 8.7)	N/A	N/A
Support by smoking status:				
- Smokes	315/392	77.1 (71.2, 82.1)	76.8 (71.2, 82.4)	Reference
- Recently quit	183/217	83.8 (71.7, 91.4)	83.6 (75.9, 91.3)	6.8 (-2.8, 16.3)
Oppose by smoking status:				
- Smokes	60/392	18.6 (14.0, 24.2)		
- Recently quit	25/217	9.4 (5.1, 16.6)		
Don’t know by smoking status:				
- Smokes	17/392	4.3 (2.4, 7.8)		
- Recently quit	9/217	6.7 (1.7, 23.0)		
Support by smoking status and quit intent:				
- Smokes daily not intending to quit	64/89	67.8 (54.8, 78.5)	63.5 (51.0, 76.1)	Reference
- Smokes daily intending to quit	157/183	78.6 (69.0, 85.8)	78.5 (70.4, 86.7)	15.0 (0.2, 29.8)
- Smokes less than daily	76/98	80.1 (68.8, 88.0)	82.0 (72.9, 91.1)	18.5 (3.0, 33.9)
- Recently quit	183/217	83.8 (71.7, 91.4)	83.0 (75.5, 90.6)	19.5 (5.3, 33.7)
Oppose by smoking status and quit intent:				
- Smokes daily not intending to quit	19/89	26.1 (16.3, 39.1)		
- Smokes daily intending to quit	22/183	18.0 (11.4, 27.2)		
- Smokes less than daily	17/98	16.1 (9.0, 27.2)		
- Recently quit	25/217	9.4 (5.1, 16.6)		
Don’t know by smoking status and quit intent:				
- Smokes daily not intending to quit	6/89	6.1 (2.4, 14.5)		
- Smokes daily intending to quit	4/183	3.4 (1.0, 11.0)		
- Smokes less than daily	5/98	3.8 (1.4, 10.1)		
- Recently quit	9/217	6.7 (1.7, 23.0)		
Support by total ethnicity:				
- Māori	168/207	77.4 (67.6, 84.8)	78.9 (71.0, 86.7)	2.2 (-8.5, 12.9)
- Pacific	83/101	76.3 (60.4, 87.1)	78.5 (68.2, 88.8)	1.9 (-10.6, 14.3)
- Non-Māori-Non-Pacific	258/317	79.1 (72.4, 84.6)	76.6 (70.0, 83.3)	Reference

Appendix Table 4 (continued): Support for implementation of very low nicotine cigarettes, reduction in retailer availability and introduction of a smokefree generation: analysis with “Don’t know” responses included.

Oppose by total ethnicity:				
- Māori	29/207	19.6 (12.4, 29.4)		
- Pacific	13/101	13.5 (6.9, 24.6)		
- Non-Māori-Non-Pacific	47/317	16.8 (11.9, 23.1)		
Don’t know by total ethnicity:				
- Māori	10/207	3.1 (1.4, 6.8)		
- Pacific	5/101	10.3 (2.9, 30.4)		
- Non-Māori-Non-Pacific	12/317	4.1 (1.9, 8.5)		
Support by age:				
- 18–24	77/109	71.1 (56.8, 82.2)	71.1 (57.5, 84.7)	-15.4 (-30.3, -0.4)
- 25–44	212/264	73.6 (64.6, 81.0)	72.0 (63.7, 80.3)	-14.5 (-24.6, -4.3)
- 45 and above	209/236	86.8 (80.5, 91.2)	86.5 (80.8, 92.1)	Reference
Oppose by age:				
- 18–24	26/109	27.9 (16.9, 42.3)		
- 25–44	38/264	18.2 (12.3, 26.2)		
- 45 and above	21/236	10.4 (6.5, 16.4)		
Don’t know by age:				
- 18–24	6/109	1.0 (0.4, 2.7)		
- 25–44	14/264	8.2 (3.9, 16.5)		
- 45 and above	6/236	2.8 (1.2, 6.6)		
Support by gender:				
- Male	160/205	74.2 (65.7, 81.2)	73.0 (65.6, 80.4)	Reference
- Female	337/403	83.7 (78.6, 87.8)	83.5 (78.4, 88.6)	10.5 (1.5, 19.4)
Oppose by gender:				
- Male	36/205	20.4 (14.4, 28.2)		
- Female	49/403	11.9 (8.5, 16.5)		
Don’t know by gender:				
- Male	9/205	5.3 (2.1, 12.8)		
- Female	17/403	4.4 (2.4, 7.8)		
Support by evidence of financial hardship:				
- No	370/448	80.6 (74.9, 85.2)	79.7 (74.6, 84.7)	Reference

Appendix Table 4 (continued): Support for implementation of very low nicotine cigarettes, reduction in retailer availability and introduction of a smokefree generation: analysis with “Don’t know” responses included.

- Yes	110/139	70.0 (56.8, 80.5)	71.0 (60.4, 81.5)	-8.7 (-20.1, 2.7)
Oppose by evidence of financial hardship:				
- No	58/448	15.2 (11.0, 20.5)		
- Yes	26/139	23.3 (14.8, 34.6)		
Don’t know by evidence of financial hardship:				
- No	20/448	4.3 (2.3, 7.8)		
- Yes	3/139	6.8 (1.5, 25.6)		

Very low nicotine cigarette and retailer reduction data are from Wave 3 participants. Smokefree generation data are from Wave 3.5 participants.

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

Support is defined as answering “strongly support” or “support”.

For the overall number of participants in each group and the definition of financial hardship, see Table 1 of the corresponding journal article.

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.

In keeping with the aims of the study, sensitivity analyses were conducted only on support outcomes.

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

Appendix Table 5: Support for measures to increase media campaign spending and the Smokefree Aotearoa 2025 goal: analysis with “Don’t know” responses included.

	N support/N answered	Weighted percentage (95% CI)	Marginally standardised percentage (95% CI)	Absolute difference (95% CI)
“Do you support or oppose increased government spending on media campaigns to discourage youth and young people from starting to smoke?”				
Total:				
- Support	1,087/1,216	89.2 (86.4, 91.4)	N/A	N/A
- Oppose	93/1,216	7.2 (5.5, 9.2)	N/A	N/A
- Don’t know	36/1,216	3.7 (2.2, 6.0)	N/A	N/A
Support by smoking status:				
- Smokes	872/980	87.7 (84.4, 90.4)	87.7 (84.3, 91.0)	Reference
- Recently quit	215/236	94.1 (88.9, 97.0)	93.9 (90.1, 97.7)	6.3 (1.2, 11.3)
Oppose by smoking status:				
- Smokes	79/980	7.9 (6.1, 10.3)		
- Recently quit	14/236	4.5 (2.0, 9.7)		

Appendix Table 5 (continued): Support for measures to increase media campaign spending and the Smokefree Aotearoa 2025 goal: analysis with “Don’t know” responses included.

Don't know by smoking status:				
- Smokes	29/980	4.3 (2.5, 7.3)		
- Recently quit	7/236	1.4 (0.5, 3.8)		
Support by smoking status and quit intent:				
- Smokes daily not intending to quit	143/177	75.6 (64.8, 83.9)	75.2 (66.5, 83.8)	Reference
- Smokes daily intending to quit	419/470	89.3 (85.1, 92.3)	89.5 (85.8, 93.2)	14.3 (5.0, 23.6)
- Smokes less than daily	272/290	93.9 (88.9, 96.8)	93.8 (89.2, 98.4)	18.6 (9.0, 28.2)
- Recently quit	215/236	94.1 (88.9, 97.0)	93.9 (90.0, 97.7)	18.7 (9.0, 28.4)
Oppose by smoking status and quit intent:				
- Smokes daily not intending to quit	26/177	15.8 (10.2, 23.8)		
- Smokes daily intending to quit	37/470	7.9 (5.4, 11.4)		
- Smokes less than daily	13/290	2.6 (1.4, 5.0)		
- Recently quit	14/236	4.5 (2.0, 9.7)		
Don't know by smoking status and quit intent:				
- Smokes daily not intending to quit	8/177	8.6 (3.1, 21.5)		
- Smokes daily intending to quit	14/470	2.9 (1.4, 6.0)		
- Smokes less than daily	5/290	3.5 (1.3, 9.1)		
- Recently quit	7/236	1.4 (0.5, 3.8)		
Support by total ethnicity:				
- Māori	426/486	86.5 (82.0, 89.9)	85.3 (80.3, 90.4)	-5.0 (-10.9, 0.9)
- Pacific	208/231	89.9 (83.4, 94.0)	88.0 (81.3, 94.6)	-2.4 (-9.8, 5.0)
- Non-Māori-Non-Pacific	494/543	90.3 (86.2, 93.3)	90.4 (87.2, 93.5)	Reference
Oppose by total ethnicity:				
- Māori	41/486	9.3 (6.4, 13.2)		
- Pacific	14/231	4.8 (2.6, 8.6)		
- Non-Māori-Non-Pacific	41/543	6.9 (4.7, 10.0)		
Don't know by total ethnicity:				
- Māori	19/486	4.3 (2.5, 7.3)		
- Pacific	9/231	5.3 (2.3, 12.1)		
- Non-Māori-Non-Pacific	8/543	2.8 (1.1, 7.0)		

Appendix Table 5 (continued): Support for measures to increase media campaign spending and the Smokefree Aotearoa 2025 goal: analysis with “Don’t know” responses included.

Support by age:				
- 18–24	287/324	88.4 (83.5, 92.0)	86.5 (81.3, 91.7)	-2.0 (-8.5, 4.5)
- 25–44	467/521	91.0 (87.6, 93.6)	91.0 (88.0, 94.1)	2.5 (-2.2, 7.2)
- 45 and above	333/371	87.6 (81.8, 91.7)	88.5 (84.6, 92.4)	Reference
Oppose by age:				
- 18–24	28/324	8.6 (5.6, 12.9)		
- 25–44	43/521	6.8 (4.7, 9.7)		
- 45 and above	22/371	6.9 (4.3, 11.1)		
Don’t know by age:				
- 18–24	9/324	3.0 (1.4, 6.5)		
- 25–44	11/521	2.2 (1.0, 4.8)		
- 45 and above	16/371	5.5 (2.7, 11.0)		
Support by gender:				
- Male	389/442	88.0 (83.3, 91.5)	87.4 (83.4, 91.4)	Reference
- Female	697/772	90.6 (87.9, 92.8)	91.2 (88.7, 93.7)	3.8 (-0.9, 8.5)
Oppose by gender:				
- Male	41/442	7.9 (5.4, 11.3)		
- Female	52/772	6.3 (4.6, 8.6)		
Don’t know by gender:				
- Male	12/442	4.2 (2.0, 8.6)		
- Female	23/772	3.1 (1.8, 5.0)		
Support by evidence of financial hardship:				
- No	756/839	89.9 (86.5, 92.5)	89.6 (86.9, 92.3)	Reference
- Yes	301/341	87.3 (81.7, 91.4)	88.2 (83.7, 92.6)	-1.4 (-6.5, 3.6)
Oppose by evidence of financial hardship:				
- No	57/839	6.4 (4.6, 8.8)		
- Yes	32/341	9.4 (6.2, 14.1)		
Don’t know by evidence of financial hardship:				
- No	26/839	3.7 (2.0, 6.7)		
- Yes	8/341	3.3 (1.2, 8.3)		

Appendix Table 5 (continued): Support for measures to increase media campaign spending and the Smokefree Aotearoa 2025 goal: analysis with “Don’t know” responses included.

“Do you support or oppose increased government spending on media campaigns to promote quitting smoking?”				
Total:				
- Support	764/1,211	61.5 (57.8, 65.2)	N/A	N/A
- Oppose	331/1,211	27.6 (24.4, 31.0)	N/A	N/A
- Don’t know	116/1,211	10.9 (8.5, 13.9)	N/A	N/A
Support by smoking status:				
- Smokes	602/976	59.0 (54.9, 63.1)	59.3 (55.0, 63.7)	Reference
- Recently quit	162/235	69.9 (60.9, 77.5)	70.2 (61.8, 78.7)	10.9 (1.0, 20.8)
Oppose by smoking status:				
- Smokes	280/976	29.8 (26.2, 33.7)		
- Recently quit	51/235	20.0 (14.2, 27.5)		
Don’t know by smoking status:				
- Smokes	94/976	11.1 (8.5, 14.4)		
- Recently quit	22/235	10.1 (5.1, 18.8)		
Support by smoking status and quit intent:				
- Smokes daily not intending to quit	71/175	42.2 (32.8, 52.3)	42.3 (32.6, 52.0)	Reference
- Smokes daily intending to quit	291/467	60.3 (54.5, 65.9)	61.8 (55.7, 68.0)	19.5 (8.4, 30.7)
- Smokes less than daily	219/291	71.7 (63.3, 78.9)	71.0 (62.8, 79.2)	28.7 (15.8, 41.6)
- Recently quit	162/235	69.9 (60.9, 77.5)	69.9 (61.5, 78.3)	27.6 (14.2, 41.0)
Oppose by smoking status and quit intent:				
- Smokes daily not intending to quit	87/175	48.4 (38.9, 58.1)		
- Smokes daily intending to quit	131/467	30.1 (25.1, 35.7)		
- Smokes less than daily	53/291	16.2 (11.6, 22.1)		
- Recently quit	51/235	20.0 (14.2, 27.5)		
Don’t know by smoking status and quit intent:				
- Smokes daily not intending to quit	17/175	9.3 (5.3, 16.0)		
- Smokes daily intending to quit	45/467	9.5 (6.5, 13.7)		
- Smokes less than daily	19/291	12.1 (6.5, 21.4)		
- Recently quit	22/235	10.1 (5.1, 18.8)		

Appendix Table 5 (continued): Support for measures to increase media campaign spending and the Smokefree Aotearoa 2025 goal: analysis with “Don’t know” responses included.

Support by total ethnicity:				
- Māori	291/488	55.9 (50.4, 61.2)	56.8 (50.6, 62.9)	-9.9 (-17.9, -1.8)
- Pacific	141/231	57.4 (48.6, 65.7)	54.8 (45.7, 63.9)	-11.8 (-22.1, -1.5)
- Non-Māori-Non-Pacific	358/537	65.2 (59.7, 70.3)	66.6 (61.6, 71.7)	Reference
Oppose by total ethnicity:				
- Māori	149/488	32.2 (27.3, 37.4)		
- Pacific	60/231	24.6 (18.3, 32.1)		
- Non-Māori-Non-Pacific	138/537	26.9 (22.4, 31.9)		
Don't know by total ethnicity:				
- Māori	48/488	12.0 (8.5, 16.5)		
- Pacific	30/231	18.0 (11.3, 27.5)		
- Non-Māori-Non-Pacific	41/537	7.9 (5.1, 12.2)		
Support by age:				
- 18–24	210/322	66.5 (59.8, 72.6)	63.5 (56.4, 70.6)	3.8 (-6.1, 13.7)
- 25–44	339/520	63.0 (57.2, 68.6)	64.4 (58.6, 70.2)	4.7 (-4.0, 13.4)
- 45 and above	215/369	57.7 (51.3, 64.0)	59.7 (53.3, 66.1)	Reference
Oppose by age:				
- 18–24	79/322	23.3 (18.2, 29.3)		
- 25–44	143/520	27.2 (22.5, 32.5)		
- 45 and above	109/369	29.8 (24.4, 35.9)		
Don't know by age:				
- 18–24	33/322	10.2 (6.6, 15.3)		
- 25–44	38/520	9.8 (6.2, 15.0)		
- 45 and above	45/369	12.4 (8.4, 17.9)		
Support by gender:				
- Male	288/440	62.5 (56.7, 68.0)	62.3 (56.4, 68.1)	Reference
- Female	475/768	60.4 (55.8, 64.8)	62.5 (57.9, 67.1)	0.2 (-7.2, 7.7)
Oppose by gender:				
- Male	115/440	25.8 (21.2, 30.9)		
- Female	216/768	29.7 (25.7, 34.1)		

Appendix Table 5 (continued): Support for measures to increase media campaign spending and the Smokefree Aotearoa 2025 goal: analysis with “Don’t know” responses included.

Don’t know by gender:				
- Male	37/440	11.7 (8.0, 16.9)		
- Female	77/768	9.9 (7.3, 13.1)		
Support by evidence of financial hardship:				
- No	544/838	63.6 (59.1, 67.9)	63.9 (59.7, 68.1)	Reference
- Yes	203/337	56.4 (49.2, 63.3)	58.0 (51.0, 64.9)	-6.0 (-13.7, 1.8)
Oppose by evidence of financial hardship:				
- No	213/838	25.8 (22.1, 29.9)		
- Yes	104/337	31.1 (25.3, 37.6)		
Don’t know by evidence of financial hardship:				
- No	81/838	10.5 (7.9, 14.0)		
- Yes	30/337	12.5 (7.5, 20.2)		
“Do you support or oppose the Smokefree 2025 policy goal?” *				
Total:				
- Support	634/1,209	52.1 (48.3, 55.9)	N/A	N/A
- Oppose	484/1,209	39.8 (36.2, 43.5)	N/A	N/A
- Don’t know	91/1,209	8.1 (6.1, 10.7)	N/A	N/A
Support by smoking status:				
- Smokes	475/977	45.4 (41.4, 49.5)	44.9 (40.8, 49.1)	Reference
- Recently quit	159/232	75.2 (67.5, 81.5)	75.5 (68.4, 82.6)	30.5 (21.9, 39.1)
Oppose by smoking status:				
- Smokes	429/977	45.8 (41.7, 49.9)		
- Recently quit	55/232	19.2 (13.6, 26.4)		
Don’t know by smoking status:				
- Smokes	73/977	8.8 (6.4, 12.0)		
- Recently quit	18/232	5.6 (3.1, 10.0)		
Support by smoking status and quit intent:				
- Smokes daily not intending to quit	36/178	16.0 (10.9, 23.0)	16.2 (10.1, 22.2)	Reference
- Smokes daily intending to quit	237/468	49.6 (43.9, 55.4)	49.6 (43.3, 55.9)	33.4 (24.9, 42.0)
- Smokes less than daily	189/288	62.5 (54.2, 70.1)	62.2 (54.1, 70.2)	46.0 (35.9, 56.1)
- Recently quit	159/232	75.2 (67.5, 81.5)	75.2 (68.1, 82.2)	59.0 (49.4, 68.6)

Appendix Table 5 (continued): Support for measures to increase media campaign spending and the Smokefree Aotearoa 2025 goal: analysis with “Don’t know” responses included.

Oppose by smoking status and quit intent:				
- Smokes daily not intending to quit	132/178	77.6 (69.6, 83.9)		
- Smokes daily intending to quit	194/468	42.2 (36.7, 48.0)		
- Smokes less than daily	79/288	26.8 (20.8, 33.8)		
- Recently quit	55/232	19.2 (13.6, 26.4)		
Don’t know by smoking status and quit intent:				
- Smokes daily not intending to quit	10/178	6.4 (3.2, 12.4)		
- Smokes daily intending to quit	37/468	8.1 (5.3, 12.2)		
- Smokes less than daily	20/288	10.7 (5.4, 20.3)		
- Recently quit	18/232	5.6 (3.1, 10.0)		
Support by total ethnicity:				
- Māori	238/485	46.2 (40.8, 51.6)	49.2 (43.5, 54.9)	-6.0 (-13.5, 1.6)
- Pacific	114/230	50.7 (42.2, 59.2)	49.3 (41.6, 57.0)	-5.9 (-14.9, 3.2)
- Non-Māori-Non-Pacific	302/540	55.0 (49.5, 60.4)	55.2 (50.5, 59.8)	Reference
Oppose by total ethnicity:				
- Māori	215/485	46.6 (41.2, 52.0)		
- Pacific	93/230	38.9 (31.1, 47.3)		
- Non-Māori-Non-Pacific	198/540	37.0 (31.9, 42.3)		
Don’t know by total ethnicity:				
- Māori	32/485	7.2 (4.8, 10.8)		
- Pacific	23/230	10.4 (6.2, 16.7)		
- Non-Māori-Non-Pacific	40/540	8.0 (5.2, 12.1)		
Support by age:				
- 18–24	177/325	55.1 (48.2, 61.9)	47.7 (41.0, 54.5)	-0.2 (-9.4, 9.0)
- 25–44	294/517	58.6 (52.8, 64.1)	58.7 (53.6, 63.8)	10.7 (2.9, 18.6)
- ≥45	163/367	44.1 (37.9, 50.6)	48.0 (42.1, 53.8)	Reference
Oppose by age:				
- 18–24	125/325	38.8 (32.4, 45.8)		
- 25–44	189/517	33.4 (28.4, 38.8)		
- ≥45	170/367	46.8 (40.5, 53.3)		

Appendix Table 5 (continued): Support for measures to increase media campaign spending and the Smokefree Aotearoa 2025 goal: analysis with “Don’t know” responses included.

Don't know by age:				
- 18–24	23/325	6.0 (3.6, 10.0)		
- 25–44	34/517	8.1 (5.3, 12.2)		
- ≥45	34/367	9.1 (5.7, 14.2)		
Support by gender:				
- Male	251/441	55.2 (49.4, 61.0)	54.7 (49.5, 59.8)	Reference
- Female	383/765	48.6 (44.1, 53.1)	50.3 (46.2, 54.4)	-4.4 (-11.0, 2.3)
Oppose by gender:				
- Male	162/441	36.5 (31.1, 42.2)		
- Female	319/765	43.5 (39.1, 48.1)		
Don't know by gender:				
- Male	28/441	8.3 (5.3, 12.8)		
- Female	63/765	7.9 (5.9, 10.5)		
Support by evidence of financial hardship:				
- No	442/833	53.5 (48.9, 58.0)	53.6 (49.7, 57.5)	Reference
- Yes	171/341	47.9 (40.9, 54.9)	50.1 (44.0, 56.1)	-3.5 (-10.6, 3.5)
Oppose by evidence of financial hardship:				
- No	325/833	37.8 (33.6, 42.3)		
- Yes	147/341	45.1 (38.3, 52.2)		
Don't know by evidence of financial hardship:				
- No	66/833	8.7 (6.2, 12.0)		
- Yes	23/341	7.0 (4.2, 11.3)		

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

Support is defined as answering “strongly support” or “support”.

For the overall number of participants in each group and the definition of financial hardship, see Table 1 in the corresponding journal article.

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.

In keeping with the aims of the study, sensitivity analyses were conducted only on “support” outcomes.

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

* 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.)”

Appendix Table 6: Outcomes by ethnicity and age: anticipated responses to the introduction of very low nicotine cigarettes, with “Don’t know” responses excluded.

		n/N	Weighted percentage (95% CI)	Marginally standardised percentage (95% CI)	Absolute marginal difference (95% CI)
Total					
	- 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
Total ethnicity					
Māori	- Carry on smoking like I do now, with the cigarettes or tobacco that were available	117/368	34.8 (29.1, 40.9)	35.6 (29.0, 42.2)	0.8 (-7.8, 9.5)
	- Carry on smoking like I do now, but find a way to get the cigarettes or tobacco I want to smoke	74/368	20.4 (15.9, 25.8)	20.0 (14.4, 25.6)	1.1 (-6.3, 8.5)
	- Reduce the amount I smoke	67/368	16.6 (12.7, 21.3)	13.8 (10.0, 17.6)	-5.2 (-11.2, 0.9)
	- Quit smoking entirely	59/368	14.9 (11.2, 19.5)	16.7 (12.0, 21.5)	5.3 (-0.4, 11.0)
	- Switch to vaping/ e-cigarettes	51/368	13.4 (9.9, 17.9)	13.8 (9.4, 18.3)	-2.0 (-8.3, 4.3)
Pacific peoples	- Carry on smoking like I do now, with the cigarettes or tobacco that were available	45/183	27.5 (20.1, 36.4)	31.0 (22.1, 39.9)	-3.7 (-14.4, 6.9)
	- Carry on smoking like I do now, but find a way to get the cigarettes or tobacco I want to smoke	40/183	22.6 (15.8, 31.2)	20.1 (12.2, 28.0)	1.1 (-8.1, 10.4)

Appendix Table 6 (continued): Outcomes by ethnicity and age: anticipated responses to the introduction of very low nicotine cigarettes, with “Don’t know” responses excluded.

Pacific peoples	- Reduce the amount I smoke	42/183	23.6 (16.8, 32.0)	21.6 (14.1, 29.1)	2.7 (-6.2, 11.6)
	- Quit smoking entirely	25/183	13.0 (7.6, 21.3)	13.8 (6.7, 21.0)	2.4 (-5.3, 10.1)
	- Switch to vaping/ e-cigarettes	31/183	13.4 (8.8, 19.9)	13.4 (7.9, 18.9)	-2.5 (-9.5, 4.6)
Non-Māori-Non-Pacific	- Carry on smoking like I do now, with the cigarettes or tobacco that were available	131/393	37.5 (31.6, 43.7)	34.7 (29.2, 40.3)	Reference
	- Carry on smoking like I do now, but find a way to get the cigarettes or tobacco I want to smoke	68/393	18.1 (13.4, 24.0)	18.9 (14.2, 23.6)	
	- Reduce the amount I smoke	81/393	17.4 (13.4, 22.3)	19.0 (14.3, 23.6)	
	- Quit smoking entirely	54/393	11.9 (8.7, 16.1)	11.4 (8.2, 14.7)	
	- Switch to vaping/ e-cigarettes	59/393	15.1 (11.1, 20.2)	15.9 (11.5, 20.2)	
Age					
18–24	- Carry on smoking like I do now, with the cigarettes or tobacco that were available	56/246	24.6 (18.5, 31.9)	26.6 (18.6, 34.6)	-14.7 (-25.3, -4.1)
	- Carry on smoking like I do now, but find a way to get the cigarettes or tobacco I want to smoke	57/246	23.5 (17.5, 30.7)	30.1 (24.0, 36.2)	16.1 (6.7, 25.7)
	- Reduce the amount I smoke	39/246	12.8 (8.8, 18.4)	12.5 (7.6, 17.4)	-0.4 (-7.5, 6.7)
	- Quit smoking entirely	40/246	14.4 (10.0, 20.4)	11.3 (6.9, 15.6)	-6.6 (-14.1, 0.9)
	- Switch to vaping/ e-cigarettes	54/246	24.6 (18.3, 32.4)	19.5 (13.7, 25.4)	5.6 (-2.4, 13.6)
25–44	- Carry on smoking like I do now, with the cigarettes or tobacco that were available	121/401	30.1 (24.6, 36.3)	30.0 (24.0, 36.2)	-11.2 (-20.3, -2.1)
	- Carry on smoking like I do now, but find a way to get the cigarettes or tobacco I want to smoke	71/401	20.4 (15.6, 26.1)	21.1 (15.8, 26.5)	7.2 (0.0, 14.3)

Appendix Table 6 (continued): Outcomes by ethnicity and age: anticipated responses to the introduction of very low nicotine cigarettes, with “Don’t know” responses excluded.

25–44	- Reduce the amount I smoke	104/401	24.8 (19.9, 30.5)	24.0 (18.7, 29.4)	11.1 (3.9, 18.4)
	- Quit smoking entirely	56/401	11.8 (8.5, 16.1)	11.3 (7.8, 14.9)	-6.5 (-13.2, 0.2)
	- Switch to vaping/ e-cigarettes	49/401	12.9 (9.0, 18.1)	13.4 (9.0, 19.2)	-0.5 (-7.6, 6.5)
≥45	- Carry on smoking like I do now, with the cigarettes or tobacco that were available	111/261	45.5 (38.4, 52.8)	41.3 (34.6, 48.0)	Reference
	- Carry on smoking like I do now, but find a way to get the cigarettes or tobacco I want to smoke	42/261	16.0 (10.7, 23.1)	14.0 (9.2, 18.8)	
	- Reduce the amount I smoke	41/261	13.4 (9.5, 18.5)	12.9 (8.2, 17.7)	
	- Quit smoking entirely	36/261	13.7 (9.6, 19.3)	17.8 (12.0, 23.6)	
	- Switch to vaping/ e-cigarettes	31/261	11.4 (7.8, 16.4)	13.9 (8.7, 19.2)	

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

Wording of the question was “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?” Answer options were worded as per the text in the Table.

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, 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”.

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.

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

Electronic cigarettes = e-cigarettes.

Appendix Table 7: Outcomes by gender and financial hardship: anticipated responses to the introduction of very low nicotine cigarettes, with “Don’t know” responses excluded.

		n/N	Weighted percentage (95% CI)	Marginally standardised percentage (95% CI)	Absolute difference (95% CI)
Total					
	- 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
Gender					
Male	- Carry on smoking like I do now, with the cigarettes or tobacco that were available	108/343	32.3 (26.6, 38.6)	31.4 (25.1, 37.7)	Reference
	- Carry on smoking like I do now, but find a way to get the cigarettes or tobacco I want to smoke	76/343	23.0 (17.7, 29.2)	23.1 (17.9, 28.7)	
	- Reduce the amount I smoke	63/343	17.1 (12.9, 22.3)	16.5 (12.0, 21.0)	
	- Quit smoking entirely	50/343	13.5 (9.8, 18.3)	14.7 (10.2, 19.2)	
	- Switch to vaping/ e-cigarettes	46/343	14.1 (10.1, 19.3)	14.3 (9.9, 18.7)	
Female	- Carry on smoking like I do now, with the cigarettes or tobacco that were available	180/564	38.3 (33.4, 43.6)	38.1 (33.3, 42.8)	6.7 (-1.3, 14.7)

Appendix Table 7 (continued): Outcomes by gender and financial hardship: anticipated responses to the introduction of very low nicotine cigarettes, with “Don’t know” responses excluded.

Female	- Carry on smoking like I do now, but find a way to get the cigarettes or tobacco I want to smoke	94/564	14.9 (11.8, 18.6)	14.7 (11.4, 18.0)	-8.3 (-14.9, -1.8)
	- Reduce the amount I smoke	120/564	19.9 (16.3, 24.0)	19.8 (15.9, 23.7)	3.3 (-2.6, 9.3)
	- Quit smoking entirely	82/564	12.4 (9.7, 15.7)	11.8 (8.9, 14.6)	-3.0 (-8.4, 2.5)
	- Switch to vaping/ e-cigarettes	88/564	14.5 (11.5, 18.3)	15.7 (12.2, 19.2)	1.4 (-4.3, 7.0)
Evidence of financial hardship					
No	- Carry on smoking like I do now, with the cigarettes or tobacco that were available	202/606	36.9 (32.1, 42.1)	36.1 (31.4, 40.7)	Reference
	- Carry on smoking like I do now, but find a way to get the cigarettes or tobacco I want to smoke	99/606	17.7 (13.8, 22.5)	17.7 (13.9, 21.4)	
	- Reduce the amount I smoke	127/606	18.3 (14.9, 22.4)	18.5 (14.9, 22.1)	
	- Quit smoking entirely	89/606	12.8 (10.0, 16.2)	13.1 (10.2, 16.1)	
	- Switch to vaping/ e-cigarettes	89/606	14.3 (11.1, 18.2)	14.6 (11.2, 18.0)	
Yes	- Carry on smoking like I do now, with the cigarettes or tobacco that were available	74/273	28.3 (22.1, 35.4)	30.2 (23.2, 37.1)	-5.9 (-14.1, 2.3)
	- Carry on smoking like I do now, but find a way to get the cigarettes or tobacco I want to smoke	66/273	23.8 (18.1, 30.6)	23.4 (16.8, 30.0)	5.7 (-1.7, 13.1)
	- Reduce the amount I smoke	52/273	18.5 (13.6, 24.6)	16.7 (11.6, 21.9)	-1.8 (-7.9, 4.4)
	- Quit smoking entirely	41/273	14.1 (9.5, 20.5)	13.7 (8.6, 18.9)	0.6 (-5.2, 6.4)
	- Switch to vaping/ e-cigarettes	40/273	15.4 (10.7, 21.5)	16.0 (10.3, 21.6)	1.4 (-5.2, 7.9)

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

Appendix Table 7 (continued): Outcomes by gender and financial hardship: anticipated responses to the introduction of very low nicotine cigarettes, with “Don’t know” responses excluded.

Wording of the question was “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?” Answer options were worded as per the text in the Table. For the overall number of participants in each group and the definition of financial hardship, see Table 1 of the corresponding journal article. 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, 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”.

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.

Of note, some participants identified as both Māori and Pacific (please see Table 1 for detail).

Electronic cigarettes = e-cigarettes.

Appendix Table 8: Outcomes by ethnicity and age: anticipated responses to the introduction of a retailer reduction, with “Don’t know” responses excluded.

		n/N	Weighted percentage (95% CI)	Marginally standardised percentage (95% CI)	Absolute marginal difference (95% CI)
Total					
	- 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
Total ethnicity					
Māori	- Carry on smoking like I do now	199/386	54.8 (49.0, 60.6)	55.4 (49.6, 61.2)	1.3 (-6.9, 9.5)
	- Reduce the amount I smoke	83/386	20.1 (15.9, 25.1)	18.4 (13.9, 22.9)	-2.9 (-9.6, 3.7)
	- Quit smoking entirely	52/386	12.9 (9.7, 17.1)	14.5 (10.3, 18.7)	4.1 (-1.0, 9.3)
	- Switch to vaping/ e-cigarettes	52/386	12.1 (8.9, 16.4)	11.6 (7.8, 15.4)	-2.4 (-8.1, 3.2)
Pacific peoples	- Carry on smoking like I do now	79/187	42.6 (33.9, 51.8)	46.2 (37.6, 54.8)	-7.9 (-18.3, 2.5)
	- Reduce the amount I smoke	48/187	29.3 (21.6, 38.5)	23.6 (16.0, 31.2)	2.3 (-6.7, 11.2)
	- Quit smoking entirely	27/187	12.9 (8.2, 19.8)	15.5 (8.9, 22.2)	5.1 (-2.2, 12.5)

Appendix Table 8 (continued): Outcomes by ethnicity and age: anticipated responses to the introduction of a retailer reduction, with “Don’t know” responses excluded.

Pacific peoples	- Switch to vaping/ e-cigarettes	33/187	15.2 (9.9, 22.5)	14.6 (8.6, 20.7)	0.5 (-6.7, 7.8)
Non-Māori- Non-Pacific	- Carry on smoking like I do now	209/404	56.4 (50.4, 62.3)	54.2 (49.6, 61.2)	Reference
	- Reduce the amount I smoke	90/404	19.3 (15.2, 24.2)	21.4 (16.5, 26.2)	
	- Quit smoking entirely	46/404	11.6 (8.2, 16.1)	10.4 (7.2, 13.6)	
	- Switch to vaping/ e-cigarettes	59/404	12.7 (9.4, 17.0)	14.1 (8.2, 18.1)	
Age					
18–24	- Carry on smoking like I do now	118/253	48.3 (40.7, 56.0)	57.2 (50.3, 64.2)	1.7 (-8.1, 11.5)
	- Reduce the amount I smoke	46/253	16.3 (11.6, 22.3)	14.7 (9.5, 20.0)	0.3 (-7.2, 7.9)
	- Quit smoking entirely	31/253	12.2 (8.0, 18.1)	9.3 (5.3, 13.3)	-7.8 (-14.9, -0.8)
	- Switch to vaping/ e-cigarettes	58/253	23.2 (17.2, 30.6)	18.7 (13.0, 24.4)	5.8 (-2.0, 13.6)
25–44	- Carry on smoking like I do now	181/412	46.6 (40.5, 52.8)	49.1 (43.0, 55.1)	-6.5 (-15.5, 2.5)
	- Reduce the amount I smoke	128/412	30.3 (25.0, 36.2)	28.7 (23.0, 34.4)	14.3 (6.6, 22.0)
	- Quit smoking entirely	54/412	11.8 (8.5, 16.2)	10.6 (7.4, 13.8)	-6.6 (-13.0, -0.1)
	- Switch to vaping/ e-cigarettes	49/412	11.3 (8.1, 15.6)	11.6 (7.8, 15.3)	-1.3 (-7.5, 5.0)
≥45	- Carry on smoking like I do now	167/274	62.7 (55.8, 69.1)	55.6 (49.2, 61.9)	Reference
	- Reduce the amount I smoke	43/274	14.2 (10.2, 19.4)	14.4 (9.4, 19.4)	
	- Quit smoking entirely	36/274	12.8 (8.9, 18.2)	17.2 (11.6, 22.8)	
	- Switch to vaping/ e-cigarettes	28/274	10.2 (6.8, 15.1)	12.9 (7.8, 17.9)	

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

Wording of the questions was “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?” Answer options were worded as per the text in the Table. 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.

Appendix Table 8 (continued): Outcomes by ethnicity and age: anticipated responses to the introduction of a retailer reduction, with “Don’t know” responses excluded.

For the total value, 8 out of 992 participants (0.8%) participants 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.

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

Appendix Table 9: Outcomes by gender and financial hardship: anticipated responses to the introduction of retailer reduction, with “Don’t know” responses excluded.

		n/N	Weighted percentage (95% CI)	Marginally standardised percentage (95% CI)	Absolute difference (95% CI)
Total					
	- 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
Gender					
Male	- Carry on smoking like I do now	175/352	53.1 (46.8, 59.4)	52.6 (46.8, 58.3)	Reference
	- Reduce the amount I smoke	88/352	22.0 (17.4, 27.5)	22.2 (17.1, 27.2)	
	- Quit smoking entirely	45/352	13.1 (9.4, 17.9)	13.1 (9.2, 17.1)	
	- Switch to vaping/ e-cigarettes	44/352	11.8 (8.4, 16.3)	12.1 (8.3, 16.0)	
Female	- Carry on smoking like I do now	291/586	53.3 (48.3, 58.1)	53.3 (48.8, 57.7)	0.8 (-6.5, 8.1)
	- Reduce the amount I smoke	129/586	21.2 (17.6, 25.4)	20.0 (16.2, 23.8)	-2.3 (-8.6, 4.0)
	- Quit smoking entirely	76/586	11.4 (8.9, 14.6)	11.6 (8.7, 14.5)	-1.5 (-6.4, 3.4)
	- Switch to vaping/ e-cigarettes	90/586	14.1 (11.1, 17.8)	15.2 (11.7, 18.6)	3.0 (-2.1, 8.2)

Appendix Table 9 (continued): Outcomes by gender and financial hardship: anticipated responses to the introduction of retailer reduction, with “Don’t know” responses excluded.

Evidence of financial hardship					
No	- Carry on smoking like I do now	314/631	54.5 (49.5, 59.3)	52.7 (48.2, 57.0)	Reference
	- Reduce the amount I smoke	135/631	19.1 (15.7, 23.1)	20.3 (16.6, 24.0)	
	- Quit smoking entirely	88/631	13.8 (10.7, 17.5)	13.8 (10.7, 16.9)	
	- Switch to vaping/ e-cigarettes	94/631	12.6 (9.9, 15.9)	13.3 (10.2, 16.3)	
Yes	- Carry on smoking like I do now	141/280	50.3 (43.0, 57.6)	53.6 (46.9, 60.3)	1.0 (-7.1, 9.0)
	- Reduce the amount I smoke	71/280	25.8 (19.8, 32.8)	23.2 (17.1, 29.2)	2.9 (-4.1, 9.9)
	- Quit smoking entirely	32/280	9.5 (6.4, 13.8)	9.0 (5.6, 12.4)	-4.8 (-9.2, -0.3)
	- Switch to vaping/ e-cigarettes	36/280	14.4 (9.8, 20.9)	14.2 (8.9, 19.5)	0.9 (-5.3, 7.1)

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

Wording of the questions was “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?” Answer options were worded as per the text in the Table. For the overall number of participants in each group and the definition of financial hardship, see Table 1 of the corresponding journal article. 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, 8 out of 992 participants (0.8%) participants 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.