

Supplementary Table. Estimates of attitudes towards and responses to plain packaging for each survey waves, with results from logistic regression analyses predicting each outcome using the landline only sample

Outcome	Year	Sample														
		Never Smokers					Experimenters/Ex-smokers				Current Smokers					
		%	OR	95% CI	P	%	OR	95% CI	P	%	OR	95% CI	P			
Support for plain packaging	2010	60	0.91	0.77	1.07	0.254	62	0.66	0.49	0.88	0.005	51	0.93	0.63	1.37	0.718
	2011	55	0.75	0.64	0.88	0.001	49	0.39	0.29	0.53	<0.001	36	0.52	0.35	0.78	0.001
	2012	56	0.77	0.65	0.90	0.001	55	0.51	0.38	0.68	<0.001	36	0.49	0.32	0.74	0.001
	2013	63	REF				71	REF				53	REF			
Opposition of plain packaging	2010	27	1.19	0.99	1.43	0.068	27	1.65	1.18	2.30	0.003	42	1.17	0.79	1.74	0.438
	2011	29	1.29	1.08	1.55	0.005	34	2.37	1.71	3.30	<0.001	55	1.91	1.27	2.88	0.002
	2012	26	1.10	0.92	1.33	0.287	28	1.77	1.27	2.47	0.001	48	1.49	0.98	2.25	0.062
	2013	22	REF				18	REF				39	REF			
Less likely to smoke due to plain packaging	2011	11	0.61	0.48	0.77	<0.001	8	0.39	0.25	0.60	<0.001	n/a				
	2012	10	0.51	0.41	0.65	<0.001	9	0.42	0.28	0.64	<0.001					
	2013	17	REF				19	REF								
Quit-related response	2011	n/a					n/a					14	0.37	0.22	0.62	<0.001
	2012											17	0.44	0.28	0.72	0.001
	2013											32	REF			
Social denormalisation response	2011	n/a					n/a					9	0.32	0.18	0.56	<0.001
	2012											13	0.48	0.28	0.82	0.007
	2013											24	REF			
Smoke more	2011	n/a					n/a					4	0.88	0.34	2.27	0.798
	2012											4	0.98	0.36	2.70	0.974

	2013				5	REF			
No impact	2011	n/a		n/a	67	1.74	1.14	2.65	0.009
	2012				61	1.27	0.84	1.92	0.249
	2013				54	REF			

Notes. %s are weighted; OR=Odds Ratio; CI=confidence interval; ORs, CIs and p-values from logistic regression analyses predicting each outcome from year of interview; Covariates include age, sex, state, SES, smoking among friends, household smoking, and cigarettes per day (smokers); NSW=New South Wales; QLD=Queensland, SES=Socio-Economic Status (based on postal code).