

Supplementary file 4 Complete-case analysis

The complete-case analysis (CCA) includes:

1. Both those who attended in person, see Column (7) and (10) in Table 3 below and
2. Those followed up by email/phone/text, see Column (8) and (10) in Table 3 below.

Therefore, the total sample sizes in CCA differ at each month, as shown in Column (9) and (12) in Table 3 below.

The total number of smokers who quit in CCA includes:

- 1 Those who **had CO validated** quit and attended in person, see Column (1) and (4) in Table 2 below and
- 2 Those who quit by self-reporting through email/phone/text follow ups, see Column (2) and (5) in Table 2 below.

Therefore, the total number of smokers who quit in CCA (see Column (3) and (6) in Table 2 below) is larger than that in ITT, which includes only those who quit and attended in person (See Column (1) and (4) in Table 2 below).

Table 1. Quit rates based on complete case analysis consisting of combined CO validated and self-reported quitting in both conditions

	<u>Quit.ie</u>			<u>AC</u>			P-value ^a
	Quit (n)	Sample size (n)	Quit rate	Quit (n)	Sample size (n)	Quit rate	
1 month	36	124	29.0%	63	134	47.0%	0.002*
3 month	26	114	22.8%	48	130	36.9%	0.008*
6 month	25	108	23.1%	42	120	35.0%	0.025*
12 month	21	105	20.0%	36	107	33.6%	0.013*

^aThe null hypothesis is that Allen Carr has higher quit rate than Quit.ie.

*The test is significant at 0.05 level.

Tables 2 and Table 3 show the source of the data used to calculate the CCA quit rates.

Table 2. Total numbers of smokers who quit based on CO-validated quitters and self-reported quitters in both conditions

	<u>Quit.ie</u>			<u>AC</u>		
	CO validated Quitters (1)	Self-reported Quitters (2)	Total (3)	CO validated Quitters (4)	Self-reported Quitters (5)	Total (6)
1 month	30	6	36	57	6	63

3 month	22	4	26	40	8	48
6 month	23	2	25	35	7	42
12 month	17	4	21	33	3	36

Table 3 Number of smokers who attended in person and were followed-up by phone/email/text

	<u>Quit.ie</u>			<u>AC</u>		
	Subjects who attended in person (7)	Subjects who self-reported by phone/email/text (8)	Total (9)	Subjects who attended in person (10)	Subjects who self-reported by phone/email/text (11)	Total (12)
1 month	69	55	124	110	24	134
3 month	46	68	114	81	49	130
6 month	41	67	108	72	48	120
12 month	38	67	105	63	44	107