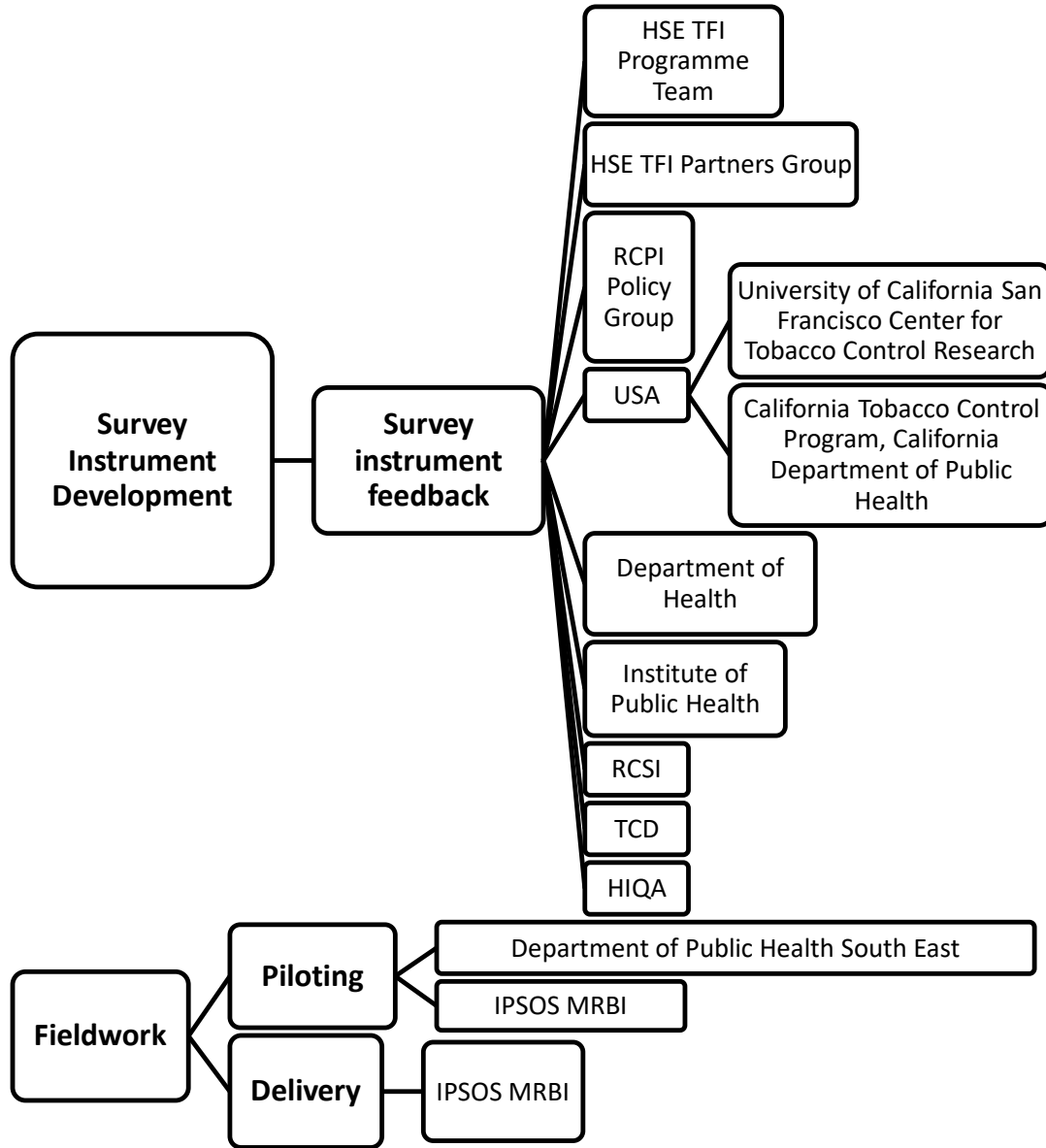


**Appendix A: Organogram of Stakeholder Consultations and Communications**



HSE: Health Service Executive, Ireland; TFI: Tobacco-Free Ireland; RCPI: Royal College of Physicians of Ireland; RCSI: Royal College of Surgeons in Ireland; TCD: Trinity College Dublin, Ireland; HIQA: Health Information and Quality Authority, Ireland.

**Appendix B: Survey Instrument**

**Q.1.** Could I ask what age group you fall into?

15-17	1
18-24	2
25-34	3
35-44	4
45-54	5
55-64	6
65+	7

**Q.2.** Are you male or female?

Male	1
Female	2

**Q.3.** What region are you living in?

Dublin	1
Rest of Leinster	2
Munster	3
Connaught/Ulster	4

**Q.4.** To ensure we interview a wide cross-section of the public, could I first ask what the occupation of the chief income earner in your home is? (See glossary for definitions)

Social Grade A/B	1
Social Grade C1	2
Social Grade C2	3
Social Grade D/E	4
Social Grade F	5

**Q.5.** What is the highest level of education you have completed to date?

Completed primary school	1
Currently in secondary school	2
Completed secondary school	3
Currently at third level	4
Completed third level	5
No formal education	6

**Q.6a** Do you smoke tobacco products? For the purposes of this survey, tobacco products do not include e-cigarettes. **READ OUT. SINGLE CODE**

Yes	1
Yes, occasionally	2
No	3
Don't know	4

**Q.6b** Which of the following statements BEST applies to you? **READ OUT. SINGLE CODE**

I have never tried e-cigarettes	1
I have tried e-cigarettes but do not use them anymore	2
I have tried e-cigarettes and use them daily	3
I have tried e-cigarettes and still use them occasionally	4
Don't know	5

**Q.7a** Research shows that 18% of people aged 15 years and older in Ireland smoke. The Government of Ireland has a goal of becoming a tobacco-free country by 2025. This means reducing the proportion of Irish adults who smoke to less than 5%. Were you aware of this goal before now or were you not aware of this goal? **SINGLE CODE**

Yes, aware	1
No, not aware	2

**Q.7b** The 'Tobacco-Free Ireland' goal aims to reduce the proportion of Irish adults who smoke to less than 5% by 2025. Would you say you ..... **READ OUT. SINGLE CODE. FLIP SCALE**

Strongly support this goal	1
Support this goal	2
Are neutral about this goal	3
Oppose this goal	4
Strongly oppose this goal	5
Don't know	6

**Q.7c** Which of the following comes closest to your view - reducing smoking levels to less than 5% **READ OUT. SINGLE CODE. FLIP SCALE**

Is achievable by 2025	1
Is achievable but not until between 2026 and 2035	2
Is achievable but not until between 2036 and 2050	3
Is achievable but not until after 2050	4
Is not achievable at all	5
Don't know	6

**Q.8a** Now I would like to talk about the role the government and the Health Service Executive (HSE) play in achieving Ireland's Tobacco-Free Goal. To what extent do you

agree or disagree with the following? **READ OUT. SINGLE CODE PER STATEMENT.**

**ROTATE STATEMENTS. FLIP SCALE**

<b>Sufficiency of national efforts</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
The Government should do more to tackle the harm done by smoking	1	2	3	4	5	6
The Government is doing enough to ensure that Ireland's Tobacco-Free goal is achieved	1	2	3	4	5	6
The HSE is doing enough to tackle the harm done by smoking	1	2	3	4	5	6

A: Strongly Agree; B: Somewhat agree; C: Neither Agree nor Disagree; D: Somewhat Disagree; E: Strongly Disagree; F: Don't know

**Q.8b** Moving on, I am going to ask you about a number of potential measures that might help achieve the Tobacco-Free goal. To what extent do you agree or disagree with the following? **READ OUT. SINGLE CODE PER STATEMENT. ROTATE STATEMENTS.**

**FLIP SCALE**

<b>Views on Tobacco Endgame Measures</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
People should be required to hold an official licence to buy tobacco products	1	2	3	4	5	6
The number of places that can sell tobacco products should be reduced by 95%	1	2	3	4	5	6
Tobacco product sales should only be allowed in a limited number of specially licenced shops and banned from smaller local shops, newsagents, off-licences and petrol stations	1	2	3	4	5	6
Shops that sell tobacco products should be required to display information that encourages tobacco users to quit	1	2	3	4	5	6
People working in shops that sell tobacco products should be required to undergo training to enable them to provide quitting advice to tobacco users	1	2	3	4	5	6
The government should raise the legal age of purchasing tobacco products to 21 years and older	1	2	3	4	5	6
The government should prevent everyone who is currently under 18 from ever buying tobacco products for the rest of their lives	1	2	3	4	5	6
Tobacco product sales should be banned near playgrounds, schools and university campuses	1	2	3	4	5	6
There should be a ban on smoking cigarettes, roll-your-own cigarettes, cigars, and little cigars and cigarillos in public places	1	2	3	4	5	6
Tobacco products should only be sold during restricted hours of the day	1	2	3	4	5	6
The Government should increase the tax on tobacco products by 20% a year until less than 5% of people smoke	1	2	3	4	5	6
Tobacco products should be more tightly regulated	1	2	3	4	5	6
The amount of nicotine in tobacco products should be reduced through new laws to make tobacco products less addictive	1	2	3	4	5	6

Filters on cigarettes and other combustible tobacco products should be banned to make the products more difficult to tolerate	1	2	3	4	5	6
Added chemicals that make cigarettes seem less harsh should be banned to make cigarettes more difficult to tolerate	1	2	3	4	5	6
Individual health warnings should be required to be printed on all individual cigarette sticks	1	2	3	4	5	6

A: Strongly Agree; B: Somewhat agree; C: Neither Agree nor Disagree; D: Somewhat Disagree; E: Strongly Disagree; F: Don't know

**Q.8bi** Which of the following, if any, comes closest to your own view on the sale of tobacco products? **READ OUT. SINGLE CODE. ROTATE. FLIP CODES. INTERVIEWER INSTRUCTION: IF RESPONDENT ASKS, PHASING OUT OF TOBACCO SALES MEANS THE SALE OF TOBACCO PRODUCTS IN IRELAND WOULD BE GRADUALLY DISCONTINUED.**

Tobacco product sales should be phased out	1
Tobacco product sales should be phased out but only if the government provides assistance to help smokers to quit	2
Tobacco product sales should be phased out but only if existing smokers can continue to buy tobacco products using a licence	3
Tobacco product sales should be phased out but only if the government provides assistance to help smokers to quit AND existing smokers can continue to buy tobacco products using a licence	4
Tobacco product sales should not be phased out	5
None of these/other option	6
Don't know	7

**Q.8bii** Over how many years do you think tobacco product sales should be phased out?

\_\_\_\_\_ years  
 Over less than one year ..... 98  
 Don't know ..... 99

**Q.8c** Now I would like to discuss measures which target the tobacco industry. To what extent do you agree or disagree with the following? **READ OUT. SINGLE CODE PER STATEMENT. ROTATE STATEMENTS. FLIP SCALE**

Views on Industry Focused Tobacco-Endgame Measures	A	B	C	D	E	F
Tobacco companies should be required to pay the state for the health costs due to the harm caused by tobacco products	1	2	3	4	5	6
Representatives linked to the tobacco industry should be banned from meeting with government officials	1	2	3	4	5	6

A=Strongly Agree; B=Somewhat agree; C=Neither Agree nor Disagree; D=Somewhat Disagree; E=Strongly Disagree; F=Don't know

**Q.8d** Moving on to regulatory measures for e-cigarettes. To what extent do you agree or disagree with the following? **READ OUT. SINGLE CODE PER STATEMENT. ROTATE STATEMENTS. FLIP SCALE**

<b>Views on E-cigarette Restrictions</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
E-cigarettes should only be available over the counter through pharmacies	1	2	3	4	5	6
E-cigarettes should only be available by prescription from a doctor	1	2	3	4	5	6
The amount of nicotine in e-cigarettes and/or e-liquid should be limited so they are less addictive	1	2	3	4	5	6

A=Strongly Agree; B=Somewhat agree; C=Neither Agree nor Disagree; D=Somewhat Disagree; E=Strongly Disagree; F=Don't know

#### **Glossary: British National Readership Survey Social Grade Classification System**

<b>Social Grade A</b>	Professional people, very senior managers in business or commerce or top-level civil servants. Retired people and their widows, previously grade A.
<b>Social Grade B</b>	Middle management executives in large organisations with appropriate qualifications. Principal officers in local government and the civil service. Top management or owners of small business, education and service establishments. Retired people, and their widows, previously grade B.
<b>Social Grade C1</b>	Junior management, owners of small establishments, and all others in non-manual positions. Retired people, and their widows, previously grade C1.
<b>Social Grade C2</b>	All skilled manual workers, and those manual workers with responsibility for other people. Retired people, and their widows, previously grade C2, with pensions from their job/late husband's job.
<b>Social Grade D</b>	All semi-skilled and unskilled manual workers, and apprentices and trainees to skilled workers. Retired people, and their widows, previously grade D, with pensions from their job/late husband's job.
<b>Social Grade E</b>	All those entirely dependent on the state long-term, through sickness, unemployment, old age or other reasons. Retired persons who receive only the standard basic state pension. Widows who receive only widows benefit. Those unemployed for a period exceeding six months. Casual or intermittent workers and those without a regular income.
<b>Social Grade F</b>	F1 - Farmers or farm managers of holdings of 50 acres or more and their dependents. F2 - Farmers or farm managers of holdings of less than 50 acres. Farm workers and farm labourers and their dependents.

**Appendix C: Data Dictionary**

No.	Variable	Type of variable	Description	Original Coding	Recoding
1.	Age (years)	Categorical	Age group of participant	1=15-17, 2=18-24, 3=25-34, 4=35-44, 5=45-54, 6=55-64, 7=65+	1=15-24 (1,2), 2=25-44 (3,4), 3=45-64 (5,6), 4=65+ (7)
2.	Sex	Categorical	Sex of participant	1=Male, 2=Female	0=Female (2), 1=Male (1)
3.	Region	Categorical	Region where participant resides	1=Dublin, 2=Rest of Leinster, 3=Munster, 4=Connaught/Ulster	0=Leinster (1,2), 1=Munster (3), 2=Connaught/Ulster (4)
4.	Social grade	Categorical	Social grade of participant	1=AB, 2=C1, 3=C2, 4=DE, 5=F	0=Higher (1,2), 1=Lower (3,4), 2=Farmer (5)
5.	Educational attainment	Categorical	Highest level of education attained	1=Completed primary school, 2=Currently in secondary school, 3=Completed secondary school, 4=Currently at third level, 5=Completed third level, 6=No formal education	0=Higher (5), 1=Lower (1-4,6)
6.	Current smoking status	Categorical	Whether participant currently smokes tobacco products excluding e-cigarettes	1=Yes, smokes tobacco products, 2=Yes, smokes tobacco products occasionally, 3=No, 4=Don't know	0=Does not smoke tobacco products (3), 1=Smokes tobacco products (1,2), Missing=Don't know (4)
7.	Current E-cigarette use status	Categorical	Whether participant currently uses e-cigarettes	1=I have never tried e-cigarettes, 2=I have tried e-cigarettes but do not use them anymore, 3=I have tried e-cigarettes and use them daily, 4=I have tried e-cigarettes and use them occasionally, 5=Don't know	0=No current e-cigarette use (1,2), 1=Current e-cigarette use (3,4), Missing=Don't know (5)
8.	Current tobacco product use status	Categorical	Whether participant currently uses tobacco products or e-cigarettes or both	Composite variable derived from variables 6. And 7.	0=No current tobacco product or e-cigarette use, 1=Exclusive tobacco product use, 2=Exclusive e-cigarette use, 3=Dual tobacco product and e-cigarette use, Missing=Don't know
9.	TFI goal awareness	Categorical	Whether participant is aware of TFI goal	1=Yes, aware, 2=No, not aware	0=Not aware (2), 1=Aware (1)
10.	TFI goal support	Categorical	Whether participant supports the TFI goal	1=Strongly agree, 2=Somewhat agree, 3=Neither agree nor disagree, 4=Somewhat disagree, 5=Strongly disagree, 6=Don't know	0=No support (3,4,5,6), 1=Support (1,2)
11.	TFI goal perceived achievability	Categorical	Whether participant believes the TFI goal is achievable	1=Is achievable by 2025, 2=Is achievable but not until between 2026 and 2035, 3=Is achievable but not until between 2036 and 2050, 4=Is achievable but not until after 2050, 5=Is not achievable at all, 6=Don't know	0=Not achievable/Don't know (5,6), 1=Achievable (1,2,3,4)

**Appendix C: Data Dictionary (Continued)**

No.	Variable	Type of variable	Description	Original Coding	Recoding
12.	TFI goal achievability timeframe	Categorical	Timeframe by which participant believes the TFI goal is achievable	As above	1=Is achievable by 2025, 2=Is achievable but beyond 2025, 3=Is not achievable/Don't know
13.	View on government action on smoking-related harm	Categorical	Whether participant agreed government should do more to tackle smoking-related harm	1=Strongly agree, 2=Somewhat agree, 3=Neither agree nor disagree, 4=Somewhat disagree, 5=Strongly disagree, 6=Don't know	0=Do not agree/Don't know (3,4,5,6), 1=Agree (1,2)
14.	View on HSE action on smoking-related harm	Categorical	Whether participant agreed the HSE is doing enough to tackle smoking-related harm	1=Strongly agree, 2=Somewhat agree, 3=Neither agree nor disagree, 4=Somewhat disagree, 5=Strongly disagree, 6=Don't know	0=Do not agree/Don't know (3,4,5,6), 1=Agree (1,2)
15.	View on government commitment to TFI goal	Categorical	Whether participant agreed Government is doing enough to ensure TFI is achieved	1=Strongly agree, 2=Somewhat agree, 3=Neither agree nor disagree, 4=Somewhat disagree, 5=Strongly disagree, 6=Don't know	0=Do not agree/Don't know (3,4,5,6), 1=Agree (1,2)
16.- 37.	Support for 21 component endgame measures (as outlined in Appendix F)	Categorical	Whether participant supported proposed endgame measures	1=Strongly agree, 2=Somewhat agree, 3=Neither agree nor disagree, 4=Somewhat disagree, 5=Strongly disagree, 6=Don't know	0=No Support (3,4,5,6), 1=Support (1,2)
38.	Support for a tobacco sales phase-out	Categorical	Whether participants supported a tobacco sales phase-out	1=Support with no conditions, 2=Support if the government provides assistance to help smokers to quit, 3=Support but only if existing smokers can continue to buy tobacco products using a licence, 4=Support but only if conditions in both 2. and 3. are met, 5=Does not support, 6=Don't know	0=No support(5,6), 1=Support (1,2,3,4)
39.	Acceptable phase-out timeline	Categorical	Timeframe within which participants supported a tobacco sales phase-out	Enter as given, 11=11 years or longer, 12=less than 1 year, 13=Don't know	1=0-5 years, 2=6-10 years, 3=>10 years, 4=Don't know



## Appendix D: Supplementary Tables

**Supplementary Table 1: Participant Characteristics (N=1,000)**

Variable	Valid Denominator	Total		Comparative Population Estimate
		N	%	
<b>Sex</b>	1,000			
Male		491	49.1	48.8 <sup>a</sup>
Female		509	50.9	51.2 <sup>a</sup>
<b>Age (years)</b>	1,000			
15-24		159	15.9	15.8 <sup>b</sup>
25-44		347	34.7	34.5 <sup>b</sup>
45-54		311	31.1	31.2 <sup>b</sup>
65+		183	18.3	18.5 <sup>b</sup>
<b>Region</b>	1,000			
Leinster		558	55.8	55.3 <sup>c</sup>
Munster		267	26.7	26.9 <sup>c</sup>
Connaught/Ulster		175	17.5	17.8 <sup>c</sup>
<b>Social grade</b>	1,000			
Higher (A,B,C1)		435	43.5	43.5 <sup>d</sup>
Lower (C2,D,E)		505	50.5	50.5 <sup>d</sup>
Farmer (F)		60	6.0	6.0 <sup>d</sup>
<b>Educational attainment**</b>	1,000			
Higher		544	54.4	53.0 <sup>e</sup>
Lower		456	45.6	47.0 <sup>e</sup>
<b>Current tobacco product use status***</b>	994			
Exclusive tobacco product use		110	11.0	16.9 <sup>f</sup>
Exclusive e-cigarette use		57	5.7	2.9 <sup>f</sup>
Dual use		25	2.6	1.1 <sup>f</sup>
Non-use		802	80.7	79.1 <sup>f</sup>

\*Estimates for general adult population ≥15 years presented as available from sources; \*\*Higher: had completed third level education, lower: had not completed third level education; \*\*\* Tobacco product use: currently used smoked tobacco products but not e-cigarettes; E-cigarette use: currently used e-cigarettes but not smoked tobacco products; Dual use: currently used both smoked tobacco products and e-cigarettes; Non-use: did not currently use tobacco products or e-cigarettes; **a:** Census, 2022; **b:** Census, 2016; **c:** Census, 2016; **d:** Association of Irish Market Research Associations Estimates May 2020; **e:** Labour Force Survey, 2021 (pertains to persons aged 25-64 only); **f:** Healthy Ireland Survey, 2021.

**Population Estimates: Sources**

- a. Central Statistics Office. Press Statement Census of Population 2022 - Preliminary Results. Dublin: CSO, 2022. Available: <https://www.cso.ie/en/csolatestnews/pressreleases/2022pressreleases/presstatemencensusofpopulation2022-preliminaryresults/> [Accessed 16 Nov 2022].
- b. Central Statistics Office. Census of Population 2016 - Profile 3 An Age Profile of Ireland CSO: Dublin, 2022. Available: <https://www.cso.ie/en/releasesandpublications/ep/p-cp3oy/cp3/assr/> [Accessed 16 Nov 2022].
- c. Central Statistics Office. Statistical Yearbook of Ireland 2016; Census Dublin: CSO, 2022. Available: <https://www.cso.ie/en/releasesandpublications/ep/p-syi/psyi2016/people/cen/> [Accessed 16 Nov 2022].
- d. Sourced from IPSOS MRBI
- e. Central Statistics Office. Educational Attainment Thematic Report 2021 Dublin: CSO, 2021.
- f. Department of Health in Ireland. Healthy Ireland Summary Report 2021. Dublin: Health Service Executive, 2021.

**Supplementary Table 2: Multiple Logistic Regression Modelling Analysis of Participant Characteristics and TFI Goal Support (N=995)**

Characteristic	Unadjusted OR (95% CI)	Adjusted OR (95% CI)	P-value
<b>Sex</b>			
Male	1	1	
Female	<b>1.76 (1.31-2.35)</b>	<b>1.47 (1.05-2.07)</b>	<b>0.025</b>
<b>Age (years)</b>			
15-24	1.05 (0.64-1.71)	1.60 (0.89-2.89)	0.117
25-34	1	1	
35-44	1.13 (0.71-1.82)	1.29 (0.74-2.24)	0.364
45-54	1.17 (0.72-1.92)	1.29 (0.72-2.29)	0.395
55-64	1.09 (0.65-1.82)	1.64 (0.89-3.03)	0.117
≥65	<b>1.72 (1.03-2.86)</b>	<b>3.70 (1.95-7.00)</b>	<b>&lt;0.001</b>
<b>Region</b>			
Leinster	1	1	
Munster	1.08 (0.77-1.52)	0.96 (0.64-1.43)	0.825
Connaught/Ulster	1.02 (0.69-1.50)	0.88 (0.56-1.37)	0.563
<b>Social grade</b>			
Lower (C2,D,E)	1	1	
Higher (A,B,C1)	<b>1.94 (1.43-2.62)</b>	<b>1.47 (1.00-2.15)</b>	<b>0.049</b>
Farmer	<b>4.36 (1.83-10.42)</b>	<b>4.06 (1.45-11.35)</b>	<b>0.008</b>
<b>Educational attainment*</b>			
Lower	1	1	
Higher	<b>1.73 (1.30-2.30)</b>	<b>1.80 (1.21-2.66)</b>	<b>0.004</b>
<b>Current tobacco product use status**</b>			
Exclusive tobacco product use	1	1	
Exclusive e-cigarette use	0.90 (0.47-1.71)	1.08 (0.52-2.24)	0.833
Dual use	1.03 (0.43-2.45)	0.89 (0.34-2.28)	0.803
Non-use	<b>3.13 (2.07-4.73)</b>	<b>2.67 (1.66-4.30)</b>	<b>&lt;0.001</b>
<b>Prior awareness of the TFI goal</b>			
Unaware	1	1	
Aware	1.11 (0.82-1.50)	1.00 (0.70-1.44)	0.992
<b>Believed TFI goal was achievable</b>			
No/Unsure	1	1	
Yes	<b>4.03 (2.95-5.53)</b>	<b>5.04 (3.38-7.52)</b>	<b>&lt;0.001</b>

\*Higher: had completed third level education, lower: had not completed third level education; \*\*

Tobacco product use: currently used smoked tobacco products but not e-cigarettes; E-cigarette use: currently used e-cigarettes but not smoked tobacco products; Dual use: currently used both smoked tobacco products and e-cigarettes; Non-use: did not currently use tobacco products or e-cigarettes; OR: odds ratio; CI: Confidence interval; Nagelkerke  $r^2 = 0.233$ ; Percentage Accuracy in Classification = 79.4%; Bold font indicates  $p < 0.05$ ; Adjusted for sex, age, region, social grade, tobacco product use, prior TFI goal awareness and perceived achievability of the TFI goal.

**Appendix E: Summary of Public Support Levels for Tobacco Endgame Measures**

Category	Tobacco Endgame Measure	Support*				
		Total sample	Tobacco product use**	E-cigarette use	Dual use***	Non-use
Product-Focused	Lowering the nicotine content in tobacco products	High	High	High	Majority	High
	Lowering the nicotine content in e-cigarettes	High	High	High	Majority	High
	Tighter regulation of tobacco products	High	Majority	High	Majority	High
	Ban on added chemicals that make cigarettes seem less harsh	Majority	Majority	Majority	Majority	High
	Requiring individual health warnings on all individual cigarette sticks	Majority	Low	Majority	Majority	Majority
	Banning filters on cigarettes and other combustible tobacco products	Majority	Low	Low	Low	Majority
Institutional Structure-Focused	Requiring tobacco companies to pay for tobacco-related health costs due to tobacco-related harm	High	Majority	Majority	Low	High
	Banning tobacco industry representatives meeting with government	Majority	Low	Low	Low	Majority
User-Focused	Ban on smoking tobacco products in public places	Majority	Low	Low	Majority	High
Supply-Focused	Complete phase-out of tobacco product sales	High	Majority	High	High	High
	Requiring tobacco retailers to display information encouraging users to quit	High	Majority	High	High	High
	Banning tobacco product sales near playgrounds, schools and universities	High	Majority	High	Majority	High
	“Tobacco 21” policy	High	Majority	High	Majority	High
	Restricting e-cigarette sales to over the counter sales in pharmacies	Majority	Majority	Low	Majority	Majority
	Allowing tobacco sales in a limited number of specially licenced shops	Majority	Low	Majority	Low	Majority
	Tax increases of 20%+ per year until <5% of the population smoke	Majority	Low	Low	Low	Majority
	Reducing the number of places that can sell tobacco products by 95%	Majority	Low	Majority	Low	Majority
	“Tobacco-Free Generation” policy	Majority	Low	Low	Low	Majority
	Restricting tobacco product sales to restricted hours of the day	Majority	Low	Low	Low	Majority
	Requiring tobacco sales staff to undergo training to provide quitting advice	Low	Low	Majority	Low	Low
	Restricting e-cigarette sales to prescription-only access	Low	Low	Low	Low	Low
	Tobacco user-licence	Low	Low	Low	Low	Low

\*Levels of support are defined as follows: High = ≥70%; Majority = >50% - <70%; Low = 0-50%; \*\*excluding e-cigarettes; \*\*\*currently used both smoked tobacco products and e-cigarettes