

Appendix

Table A1 Marginal mean inflation-adjusted stick prices (\$Aug2013) by PP/CPI phase and market segment for the premium most-prominent brands, estimated using linear mixed models, with post-estimation Wald test for main effects and within-group comparisons

	BATA (n=2393) Stick price (95% CI)	Imperial Tobacco (n=350) Stick price (95% CI)	Philip Morris (n=789) Stick price (95% CI)
Plain packaging/ CPI phase	(Wald $\chi^2=589.64$, p<0.001)	(Wald $\chi^2=238.25$, p<0.001)	(Wald $\chi^2=408.90$, p<0.001)
May-12 to Jul-12 (Ref)	\$0.745 (\$0.740-\$0.750)	\$0.737 (\$0.725-\$0.750)	\$0.736 (\$0.730-\$0.742)
Aug-12 to Oct-12	\$0.749 (\$0.744-\$0.754)**	\$0.742 (\$0.729-\$0.755)*	\$0.745 (\$0.739-\$0.751)***
Nov-12 to Jan-13	\$0.748 (\$0.744-\$0.752)	\$0.741 (\$0.727-\$0.754)	\$0.746 (\$0.740-\$0.753)***
Feb-13 to Apr-13	\$0.779 (\$0.775-\$0.784)***	\$0.769 (\$0.754-\$0.783)***	\$0.775 (\$0.767-\$0.782)***
May-13 to Jul-13	\$0.783 (\$0.778-\$0.788)***	\$0.765 (\$0.750-\$0.781)***	\$0.788 (\$0.780-\$0.795)***
Aug-13	\$0.788 (\$0.782-\$0.795)***	\$0.770 (\$0.752-\$0.788)***	\$0.809 (\$0.799-\$0.819)***

*p<0.05; **p<0.01; ***p<0.001. 95% CI: 95% confidence interval.

All models controlled for fixed effects of store type, city, area SES, and random intercepts for store and random effects of time.

Table A2 Marginal mean inflation-adjusted stick prices (\$Aug2013) by PP/CPI phase, pack size category and manufacturer for the cheapest-listed packs, estimated using linear mixed models, with post-estimation Wald test for main effects and within-group comparisons

	By pack size category			By manufacturer			
	Packs of 20s (n=4872) Stick price (95% CI)	Packs of 21s, 22s, 23s (n=581) Stick price (95% CI)	Pack of 25s, 26s, 30s (n=406) Stick price (95% CI)	BATA brands (n=1918) Stick price (95% CI)	Imperial Tobacco brands (n=1922) Stick price (95% CI)	Philip Morris brands (n=1850) Stick price (95% CI)	‘Other’ manufacturers^ (n=169) Stick price (95% CI)
Plain packaging/ CPI phase	(Wald $\chi^2=343.13$, p<0.001)	(Wald $\chi^2=226.17$, p<0.001)	(Wald $\chi^2=62.61$, p<0.001)	(Wald $\chi^2=123.88$, p<0.001)	(Wald $\chi^2=251.44$, p<0.001)	(Wald $\chi^2=113.47$, p<0.001)	(Wald $\chi^2=1.66$, p=0.894)
May-12 to Jul-12 (Ref)	\$0.576 (\$0.570-\$0.581)	\$0.552 (\$0.544-\$0.560)	\$0.571 (\$0.564-\$0.579)	\$0.580 (\$0.573-\$0.587)	\$0.551 (\$0.544-\$0.558)	\$0.588 (\$0.581-\$0.595)	\$0.544 (\$0.521-\$0.567)
Aug-12 to Oct- 12	\$0.570 (\$0.565-\$0.576)**	\$0.542 (\$0.535-\$0.548)***	\$0.584 (\$0.575-\$0.592)**	\$0.585 (\$0.579-\$0.592)	\$0.555 (\$0.548-\$0.561)	\$0.576 (\$0.570-\$0.583)***	\$0.541 (\$0.522-\$0.561)
Nov-12 to Jan-13	\$0.573 (\$0.568-\$0.578)	\$0.542 (\$0.537-\$0.548)**	\$0.574 (\$0.563-\$0.585)	\$0.577 (\$0.571-\$0.583)	\$0.560 (\$0.553-\$0.566)**	\$0.569 (\$0.563-\$0.575)***	\$0.546 (\$0.530-\$0.562)

Feb-13 to Apr-13	\$0.604 (\$0.599-\$0.609)***	\$0.572 (\$0.566-\$0.578)***	\$0.604 (\$0.589-\$0.620)***	\$0.611 (\$0.604-\$0.617)***	\$0.593 (\$0.587-\$0.600)***	\$0.591 (\$0.585-\$0.597)	\$0.537 (\$0.528-\$0.547)
May-13 to Jul-13	\$0.599 (\$0.593-\$0.604)***	\$0.566 (\$0.558-\$0.573)*	\$0.624 (\$0.604-\$0.644)***	\$0.600 (\$0.593-\$0.607)***	\$0.595 (\$0.588-\$0.601)***	\$0.588 (\$0.581-\$0.596)	\$0.535 (\$0.530-\$0.541)
Aug-13	\$0.599 (\$0.592-\$0.607)***	\$0.570 (\$0.560-\$0.579)*	\$0.625 (\$0.595-\$0.655)**	\$0.595 (\$0.584-\$0.606)*	\$0.593 (\$0.584-\$0.602)***	\$0.603 (\$0.593-\$0.613)**	\$0.535 (\$0.529-\$0.541)

*p<0.05; **p<0.01; ***p<0.001. 95% CI: 95% confidence interval.

^All models controlled for fixed effects of store type, city, area SES, and random intercepts for store and random effects of time, except the 'Other' manufacturers model which excludes random store-level intercepts, as the model would not converge.