

## ONLINE ONLY SUPPLEMENTARY MATERIAL

### APPENDIX A: Baseline quitting-related cognitions and behaviours among continuing smokers<sup>a</sup> and baseline smokers<sup>b</sup> by each phase.

	Weighted N		Pre-PP	Early Transition	Late Transition	PP Year 1
Daily thoughts about quitting in the past week <sup>a</sup>	5088	Adjusted %	43.3	40.4	34.7**	35.1*
		OR (95%CI)	1.00	0.88 (0.64, 1.21)	0.69 (0.53, 0.89)	0.70 (0.50, 0.98)
Intend to quit in next month <sup>a</sup>	5137	Adjusted %	31.7	35.1	32.1	37.2
		OR (95%CI)	1.00	1.17 (0.85, 1.61)	1.02 (0.79, 1.32)	1.28 (0.92, 1.80)
Firm date to quit in next month <sup>a</sup>	5137	Adjusted %	3.9	4.6	5.5	8.4**
		OR (95%CI)	1.00	1.19 (0.62, 2.30)	1.44 (0.87, 2.39)	2.31 (1.26, 4.21)
Concealed or covered pack several or many times in past month <sup>a</sup>	5083	Adjusted %	14.7	18.1	18.5	25.2***
		OR (95%CI)	1.00	1.30 (0.88, 1.92)	1.34 (0.98, 1.82)	2.01 (1.36, 2.96)
Stubbed out several or many times in past month <sup>a</sup>	5116	Adjusted %	26.8	28.9	29.9	25.9
		OR (95%CI)	1.00	1.11 (0.79, 1.55)	1.17 (0.89, 1.54)	0.95 (0.66, 1.38)
Stopped from smoking several or many times in past month <sup>a</sup>	5095	Adjusted %	44.6	39.8	41.7	38.8
		OR (95%CI)	1.00	0.82 (0.59, 1.13)	0.89 (0.69, 1.14)	0.78 (0.56, 1.09)
Attempted to quit in past month <sup>b</sup>	5441	Adjusted %	12.0	13.7	9.0	10.4
		OR (95%CI)	1.00	1.16 (0.73, 1.87)	0.72 (0.48, 1.07)	0.85 (0.50, 1.42)

Note. All analyses adjust for: date of the baseline survey; cumulative Target Audience Rating Points (anti-smoking television advertising) in the three months prior to the baseline survey; change in cigarette costliness (based on month of baseline survey); sex; age; education; socio-economic status; and Heaviness of Smoking Index. <sup>a</sup>Eligible sample limited to respondents who were cigarette smokers at baseline and at follow-up. <sup>b</sup>Eligible sample limited to respondents who were cigarette smokers at baseline (i.e., either still smoking or not smoking at follow-up). \*p<0.05, \*\*p<0.01, \*\*\*p<.001.

**APPENDIX B: Sensitivity testing excluding November 2013 – follow-up quitting related cognitions and behaviours (baseline adjusted) of continuing smokers<sup>a</sup> and baseline smokers<sup>b</sup> by each phase.**

	Weighted N		Pre-PP	Early Transition	Late Transition	PP Year 1
Daily thoughts about quitting in the past week <sup>a</sup>	4797	Adjusted %	33.4	36.3	36.2	38.5
		OR (95%CI)	1.00	1.20 (0.83, 1.74)	1.19 (0.88, 1.61)	1.37 (0.89, 2.10)
Intend to quit in next month <sup>a</sup>	4853	Adjusted %	37.0	36.8	42.2	35.2
		OR (95%CI)	1.00	0.99 (0.69, 1.42)	1.36 (0.99, 1.85)	0.89 (0.58, 1.39)
Firm date to quit in next month <sup>a</sup>	4853	Adjusted %	8.0	6.8	10.8	6.7
		OR (95%CI)	1.00	0.83 (0.47, 1.45)	1.44 (0.90, 2.30)	0.82 (0.39, 1.70)
Concealed or covered pack several or many times in past month <sup>a</sup>	4785	Adjusted %	15.1	16.5	19.1	19.3
		OR (95%CI)	1.00	1.15 (0.74, 1.79)	1.47 (0.98, 2.21)	1.50 (0.88, 2.55)
Stubbed out several or many times in past month <sup>a</sup>	4822	Adjusted %	20.0	21.3	22.1	29.8**
		OR (95%CI)	1.00	1.10 (0.73, 1.68)	1.17 (0.84, 1.62)	1.94 (1.25, 3.01)
Stopped from smoking several or many times in past month <sup>a</sup>	4802	Adjusted %	36.3	44.7*	39.3	38.3
		OR (95%CI)	1.00	1.53 (1.09, 2.14)	1.16 (0.88, 1.55)	1.11 (0.74, 1.65)
Attempted to quit in past month <sup>b</sup>	5114	Adjusted %	19.6	25.3*	17.4	27.4*
		OR (95%CI)	1.00	1.48 (1.04, 2.12)	0.84 (0.60, 1.18)	1.68 (1.09, 2.59)

Note. All analyses adjust for: the outcome variable measured at baseline; date of the follow-up survey; number of days between baseline and follow-up survey; cumulative Target Audience Rating Points (anti-smoking television advertising) in the three months prior to the follow-up survey; change in cigarette costliness (based on month of follow-up survey); sex; age; education; socio-economic status; and Heaviness of Smoking Index. Adj % = percentage adjusted for covariates; Adj OR = Odds ratios adjusted for covariates. <sup>a</sup>Eligible sample limited to respondents who were cigarette smokers at baseline and at follow-up. <sup>b</sup>Eligible sample limited to respondents who were cigarette smokers at baseline (i.e., either still smoking or not smoking at follow-up). \*p<0.05, \*\*p<0.01.

**APPENDIX C: Sensitivity testing including additional seasonality covariates -- follow-up quitting related cognitions and behaviours (baseline adjusted) of continuing smokers<sup>a</sup> and baseline smokers<sup>b</sup> by each phase.**

	Weighted N		Pre-PP	Early Transition	Late Transition	PP Year 1
Daily thoughts about quitting in the past week <sup>a</sup>	5079	Adjusted %	34.0	36.8	36.1	38.1
		OR (95%CI)	1.00	1.19 (0.82, 1.72)	1.14 (0.82, 1.58)	1.29 (0.82, 2.01)
Intend to quit in next month <sup>a</sup>	5137	Adjusted %	37.4	37.4	42.9	34.8
		OR (95%CI)	1.00	1.00 (0.70, 1.43)	1.38 (0.99, 1.92)	0.85 (0.53, 1.36)
Firm date to quit in next month <sup>a</sup>	5137	Adjusted %	9.8	7.9	10.6	6.2
		OR (95%CI)	1.00	0.77 (0.44, 1.33)	1.10 (0.66, 1.85)	0.58 (0.28, 1.19)
Concealed or covered pack several or many times in past month <sup>a</sup>	5065	Adjusted %	14.1	15.8	19.5*	19.5
		OR (95%CI)	1.00	1.19 (0.77, 1.86)	1.69 (1.08, 2.65)	1.69 (0.97, 2.95)
Stubbed out several or many times in past month <sup>a</sup>	5103	Adjusted %	21.7	22.1	21.6	28.8
		OR (95%CI)	1.00	1.03 (0.68, 1.56)	0.99 (0.69, 1.42)	1.59 (1.00, 2.55)
Stopped from smoking several or many times in past month <sup>a</sup>	5080	Adjusted %	35.1	43.6*	39.0	39.1
		OR (95%CI)	1.00	1.54 (1.10, 2.15)	1.22 (0.90, 1.66)	1.23 (0.80, 1.88)
Attempted to quit in past month <sup>b</sup>	5411	Adjusted %	19.8	25.2*	16.7	27.2*
		OR (95%CI)	1.00	1.43 (1.01, 2.03)	0.79 (0.55, 1.13)	1.61 (1.03, 2.53)

Note. All analyses adjust for: the outcome variable measured at baseline; date of the follow-up survey; number of days between baseline and follow-up survey; cumulative Target Audience Rating Points (anti-smoking television advertising) in the three months prior to the follow-up survey; change in cigarette costliness (based on month of follow-up survey); sex; age; education; socio-economic status; and Heaviness of Smoking Index. Adj % = percentage adjusted for covariates; Adj OR = Odds ratios adjusted for covariates. <sup>a</sup>Eligible sample limited to respondents who were cigarette smokers at baseline and at follow-up. <sup>b</sup>Eligible sample limited to respondents who were cigarette smokers at baseline (i.e., either still smoking or not smoking at follow-up). \*p<0.05.