

Supplementary File 5: Codebook**Convenience and cost as twin imperatives**

Current preferred retailer determined by convenience

Atarangi: "The dairy is sort of where I go get my bread and my milk and stuff, if I need cigarettes, often I'll pick them up at the same time. Yeah, it's close, I'm literally around the corner from it."

Elsie: "It's the first shop I come to... it's just a couple of minutes down the road."

Leanne: "It's actually one block from me. So I can walk there and sometimes I pick up my tobacco on Monday when I'm passing with the dog. I can pop in and collect when I'm filling up with petrol."

Current preferred retailer determined by cost-savings

Jake: "Compared to everywhere else that you can buy tobacco from they're two of the cheapest places."

Rita: "I can buy my smokes, papers and filters for \$65 there. Yeah... if you go to BP or to Z, it's probably \$70-ish."

Sofia: "So, if I'm running a bit like...on a budget... because they have, they sell cheap cigarettes down there. So, if I'm running a bit low on cash I'll go [there]."

Expectation of no (or minor) personal inconvenience in response to policy change

Nicolas: "I don't think I'd have to make many changes. I probably would make a specific time to go to the supermarket, you know... I'd go when it's least busy, just so I could get in and get out. You know, because I'm gonna have to line up behind people... But yeah, I feel like I'd have to change, like, little aspects. Little things."

Pablo: "Yeah, well it doesn't matter for me, I can just walk down there and get some."

Rita: "I mean, I shop at New World and PAK'nSAVE, so it's not going to really affect me because I'll just have to make sure that I get [tobacco] in my shopping."

Sofia: "My perspective, I don't mind... New World is just... not far from me, about a five minute drive... But the thing with these places is that... their tobacco and stuff is probably gonna be more expensive than the other shops around, the dairies especially."

Expectation of considerable personal inconvenience in response to policy change

Amelia: "Yeah, it [would] be very, very challenging, I think. PAK'n'SAVE is quite a busy place in general anyway. I try to avoid it as much as possible. It's not very often I go [there]."

Olivia: "I'd have to drive a long way. Like [now] I just nip up there... you know, supermarket parking is a nightmare anyway... I'm not going to drag my kids halfway across the city, over to a busy carpark, line up, just for a pack of cigarettes. Like, it's just annoying."

Uri: "Either I'll have to walk... further, or start using a bus, or stuff like that... Like, to me, it's just a nuisance, because I don't have a car or any mode of transportation."

Vera: "Well it'll be the whole travelling, and the distance of travel. And the price of gas these days has been so hectic. Who wants to be, like, constantly travelling back, just to buy one packet or something?"

Responding to disruption in the retail landscape

Bulk-buying anticipated in response to policy change

Amelia: "I'll have to potentially... buy in bulk, so I don't need to go every couple of days to PAK'n'SAVE... I guess I'd have to do it fortnightly because I get paid fortnightly."

Sofia: "I think these changes will impact the more... lower income people, beneficiaries... I think I can probably see that they would... be doubling up on cigarettes each time they go. [Instead of] getting one packet, they're probably getting two or three, you know, to last them till their next payday."

Olivia: "I'd just, you know, maybe put out X amount each day. Because you don't think so much now... if you run out, you just go get more. Because it's easy, it's right there. So I guess maybe if I had to go all the way down there and line up [to purchase tobacco], I'd probably buy X amount for the week."

Uri: "Some people... may feel more inclined to buy cheaper. Instead of buying... like, more expensive brands, [they'd] start buying, you know, multiple of the cheaper ones."

No anticipated change in tobacco purchase quantity

Leanne: "I'm an addict. I've needed a packet of tobacco ever since I shifted to that. I'd smoke 20 cigarettes a day and I get you know, that number out of a packet per week."

Tatiana: "It's not gonna phase me or change any of my habits because I go there twice a week anyway. And I told you I buy a packet in the beginning of the week [and] at the end of the week."

Budgeting to maintain tobacco supply in response to policy change

Sofia: "It probably would put a strain on my budget. I would have to... you know, think about my budget when paying for cigarettes from those places."

Cut-back or quit attempts likely to be facilitated by policy change (and reference to anticipated health benefits as a result)

Bryan: "I thought that if they reduce it down to that amount [of shops] ... it's gonna make a lot of people think twice about it. ...I want to be healthy myself. And I know that smoking is dragging me down."

Elsie: "Well, it's probably a good thing for people that are thinking about quitting. It's another reason to not do it, isn't it, if you have to go further away to get it?"

Fabien: "I think should... help a lot of people to quit, yeah, because... people might not be able to get into town and stuff like that to go buy smokes."

Greta: "If they were already considering it, I think, you know, that may well be the factor in terms of actually quitting." She added: "You might not be able to change the people 50 plus, but there's plenty of room for change for younger folk coming through. For [whom], you know, it should be totally unacceptable."

Harriet: "People who have disabilities or low immune systems...you don't know who you're smoking around... you don't know, like, who you're breathing that onto."

Nicolas: "It might be that nudge they need. You know, [it] might be the final decider that they're going to quit."

Sofia: "I feel probably it'd be a good impact because... you can't just say 'Oh, there's a shop down the road, I'll just go and get me some smokes'. You know, you've got to travel that distance... and they're

probably thinking, 'Well, no, I'll give it a trial, see how I go for another two hours.' And then that day will pass and [they'll] go 'Oh, well, I'll try for a whole day'. It'll encourage them to, ah, quit smoking."

Relapse risk likely to be reduced by policy changes

Fabien: "It would stop them from being tempted to go back to smoking."

Steve: "I definitely think that will help because now that... temptation isn't there. Like... if they could just pick it up around the corner, and now they can't, maybe they'll be like, 'Oh, yeah, this is a sign. I do need to give up.' I think it's mostly gonna be a kind of internal reflection when these policies come through. It's really going to make people re-evaluate... do I really need this to survive?"

Increased use of other nicotine sources in response to policy change

Pablo: "Heaps of people smoke vapes... Yeah, I think it will... it'll explode."

Rita: "I think more people will vape. Everyone that I know wants a vape, or is looking at getting a vape."

Sofia: "For the next generation I reckon it's gonna be all about vaping. There'll be less cigarettes, and it'll be harder for them to buy."

Uri: "You can still buy vapes at every single convenience store around. And [they're] cheaper as well."

Increased risk of judgement and stigma in response to policy change

Bryan: "It will probably make me more likely to give up because I don't want to be perceived as being the outsider or, you know, separate from a social situation."

Olivia: "I guess it's... a little bit of embarrassment because there's so much more emphasis on how bad smoking is... I feel a little bit, like, predisposed to their judgment. It could just be my anxiety... but I don't want people to think that about me."

Expectation of no (or minor) effect on personal experience as a person who smokes

Nicolas: "I've never really gone and thought about what other people think of the fact I smoke. You know, obviously I carry a pack of mints with me... but I don't feel dirty because I do it."

Rita: "Doesn't really affect me I suppose. I've spent so much [time] over my last six months working on me, and stopping worrying about what other people think, that I can't worry about them."

Steve: "Oh honestly, I don't really care. I always get judgment and that for being a smoker... but it's, you know, nothing off my back. I don't mind."

Policy change will place disproportionate cost burden on people who are less well-off financially

Elsie: "Yeah, I think it will impact poor people more than it will impact well-to-do people. It won't make any difference to them... When you get paid your benefit, what's the first thing you're going to go and do? ...So, some of those people that live further away from supermarkets [will] probably spend less money on things so that they can get cigarettes."

Sofia: "Thinking about the lower income people who would... find it very hard to, maybe, afford these cigarettes because... yeah, you wouldn't be getting discounts and stuff like the cheap cigarettes. Whereas [if] they went to the dairies, they would be able to afford it. You know, they'd have that budget to buy cigarettes."

Policy change will place disproportionate burden on people with limited access to transport

Greta: "I think it will have a big impact on the lower socio-economic group... because they're not going to have the same ability to, you know, drive or whatever to get to a supermarket to buy their cigarettes."

Sofia: "And it'll be just harder for them to get to these places, as some of them might not have transport to get to these main shops. It'll be a lot harder for them, because you know, some of them, may not have bus fare or, you know, they may need to walk to these places and the distances."

Policy change will place disproportionate psychological burden on those unable to give up (i.e., increase stress)

Atarangi: "It will stress me out. (laughs) It would absolutely terrify me... and when I get into those sorts of states, I will sit here and I'll just smoke and smoke and dwell and think about things. ...The thought of giving up, like oh my gosh... It's definitely the whole mental side of things as well. Knowing that I'm not going to have something like this for myself. Smoking's just for me... I'm having a rough day and I'm on the verge of tears with my kids, I come outside because they know when mums outside, I'm having a break. And the whole mental aspect is... I'm terrified... trying to take that away is quite scary for me."

Maria: "I think, you know, people like that with mental [health issues] ...they'll be needing that extra support, people that are easily stressed and whatnot."

Social gains and losses

Reduced smoking among youth

Bryan: "People not having to worry about having their kids being able to readily obtain tobacco will be a good thing." He added: "If they're only selling from designated supermarkets, you're probably going to have a lot more stringent ID-ing or like security measures in place as opposed to the local corner dairy."

Elsie: "I think if they just make it supermarkets, they'll probably introduce even firmer rules around the sale of them. ...I think it will make it harder for people to buy them." She added: "Some of these dairy owners would rather make the sale than ask about the age restriction."

Greta: "I think sometimes it's easy for dairies to sell to younger folk."

Rita: "It's pretty hard to get stuff in the supermarket without ID... they're really strict."

Vera: "I just think it will just [give youth] more of a chance ...to make up their own minds. It'll be like freedom of choice that way."

Increased crime targeting designated retail outlets

Ivan: "Robberies or stuff like that... you know, it's all going to be targeted on a centralised location."

Nicolas: "You know... people already can't afford cigarettes. That's why there's a decent amount of crime with, you know, ram raids... holding up gas stations and stuff. I would look at the risk of... there's at least 50 to 70 people in a supermarket at all times, right? And you have a couple of people come in at any given time of day, holding up the place to get cigarettes. You're gonna have a lot more people in danger. You know, it's going to be... not an easier target, but a bit more worrying."

Pablo: "The shop owners, they all get smash and grabs... They get robbed all the time, the shops up here, for cigarettes. [It would be] better for the shop owners."

Reduced viability of dairies and other small retailers

Greta: "They're gonna lose sales of other products." She added: "I think that's quite sad because... little family businesses are going to collapse."

Olivia: "Well, I think it's sad for small businesses, because... there's a small profit margin in tobacco. But... you'll buy a drink or a candy bar or a pie... and I think that's where they benefit from being able to sell those products, by the extra purchases. As little add-ons, you know, the little counter grabs that they set up to lure you in... things like that. So, I think if people aren't there to buy the tobacco, they'll lose sales on other products." She added: I don't think that it will impact them into liquidation or anything crazy, but I do think it will affect their sales quite a lot."

Rita: "If I didn't go to the dairy to get my smokes, then I'm not going to buy my milk from the dairy. I'm not going to buy my bread, and all my lollies or, you know, if I want a treat, or ice cream, I'm gonna get it from the supermarket. If other people are like that, it's going to put these small businesses out of business, and that's really sad." She added: "But yeah, I'm not gonna go into a dairy for those sort of things if I'm not going in to get smokes, because you do pay a little bit extra when you go to the dairy. But it's a convenience thing, you know."

Sofia: "It's the cigarettes that draw a lot of people to these ... dairies. You know, they're probably thinking, 'Oh well, if I'm gonna get some smokes, I might as well grab a bread... a milk, and maybe some lollies for the kids.' But if they have to travel to the supermarket...it's cheaper there... you know, you can get a few more items from the bigger stores while you're there. So, probably, it will cut a lot of dairies... affect their sales."

Government overreach and distrust

Atarangi: "You know, how I see it... it probably sounds a bit silly, but I believe smoking is a human right. If that's what we want to do... that's what we want to spend our money on. That should be entirely up to us. I don't think it's fair for them to force us to quit." She added: "I just think they need to leave us alone. Honestly... I know they're trying to do things for the well-being of the people. ...They're literally stripping us of our human rights to spend our money where we want to, and yep tobacco, you know, there's a high chance of it killing you. But that should be up to us."

Dora: "Basically, they take away my fundamental right. It's my choice to smoke."

Health benefits for society and future generations

Maria: "Leaving my children's children, you know, smoke free.... yeah, it's good. ...They've tried with raising the cigarette prices... why not take this path and see where it goes? If you don't try something, then you're not going to find out in the long run, are you?"

Steve: "I think the benefit of... less people smoking... people will live longer, spending their money on better things, maybe pumping more money into the economy, their families, just kind of living life... being able to use that money on other things... Like, they'd be able to do more fulfilling things with this extra money that they're spending on tobacco."

Tatiana: "I think it's a positive thing if it's just to limit the access... You know, trying to curb it right now... you know, while you can. I mean [they] can't wait another five years, it's just gonna get worse."
