

Appendix 2 (as supplied by the authors): Subset of 14 International Tobacco Control Four Country Smoking and Vaping Survey measures of smokers' support for endgame measures used in this study

Endgame measure	Response options[†]
1. "Would you support or oppose a law that bans the use of promotional marketing for cigarettes/tobacco, such as coupons and price discounts?"	Strongly support/support Strongly oppose/oppose
2. "Would you support or oppose a law that totally bans cigarettes and other smoked tobacco within 10 years, if the government provides assistance such as clinics to help smokers quit?"	Strongly support/support Strongly oppose/oppose
3. "Tobacco companies should be required to sell cigarettes in plain packages; that is, in packs without the usual brand colours and symbols, but keeping warning labels."	Strongly agree/agree Strongly disagree/disagree
4. "If you could get nicotine in products other than tobacco, would you support or oppose a law that reduced the amount of nicotine in cigarettes and tobacco, to make them less addictive?"	Strongly support/support Strongly oppose/oppose
5. "Would you support or oppose a law that bans all additives, including flavourings, in cigarettes/tobacco?"	Strongly support/support Strongly oppose/oppose
6. "Would you support or oppose a law that bans the use of menthol in cigarettes/tobacco?"	Strongly support/support Strongly oppose/oppose
7. "Would you support or oppose a law that raises the legal age of purchasing cigarettes/tobacco to 21 years and older?"	Strongly support/support Strongly oppose/oppose
8. "Would you support or oppose a law that restricts the number of places where cigarettes/tobacco could be purchased?"	Strongly support/support Strongly oppose/oppose
9. "Would you support or oppose a law that requires shops/stores that sell cigarettes/ tobacco to also sell alternative nicotine products like e-cigarettes and nicotine medications?"	Strongly support/support Strongly oppose/oppose
10. "Would you support or oppose a law that requires the same minimum age for buying e-cigarettes as for cigarettes?"	Strongly support/support Strongly oppose/oppose
11. "Would you support or oppose a law that limits the amount of nicotine allowed in e-cigarettes and/or e-liquid?"	Strongly support/support Strongly oppose/oppose
12. "Would you support or oppose a law that bans the use of e-cigarettes in places where smoking is already banned?"	Strongly support/support Strongly oppose/oppose
13. "Would you support or oppose a law that bans e-cigarette and e-liquid promotions, such as free samples, coupons, and price discounts?"	Strongly support/support Strongly oppose/oppose
14. "Would you support or oppose a law that bans fruit and candy flavours in e-cigarettes?"	Strongly support/support Strongly oppose/oppose

[†]Response options for the question on support for plain packaging were: strongly agree, agree, neither agree or disagree, disagree, strongly disagree, refused, and don't know. For all other questions, response options were: strongly support, support, oppose, strongly oppose, refused, and don't know. For analysis, response options were dichotomized into "strongly agree/agree" versus "strongly disagree/disagree" or "strongly support/support" versus "strongly oppose/oppose". All other response options ("refused" and "don't know") were excluded.