

Supplementary Table 2. Effectiveness of tobacco policy options to decrease smoking
 How effective do you think the following policy options would be in DECREASING smoking across the population? (ordered by sum of very and somewhat effective, greatest to least)
 Response percent (number)*

	very effective	somewhat effective	Not at all effective	Could INCREASE smoking	Unsure
Increase excise and customs duty by 30%. This means the cost of a pack of 25 cigarettes would increase by about \$2.00.	79.7% (55)	17.4% (12)	2.9% (2)	0% (0)	0.0% (0)
Earmark (hypothesize) a portion of tobacco tax per annum to substantially fund a national tobacco control social marketing campaign	78.3% (54)	18.8% (13)	1.4% (1)	0% (0)	1.4% (1)
Mandate plain packaging of all tobacco products which includes mandating standard materials, finishes, pack size and shape	60.9% (42)	34.8% (24)	2.9% (2)	0% (0)	1.4% (1)
Ban all tobacco retail displays, requiring all tobacco products to be out of sight	68.1% (47)	26.1% (18)	5.8% (4)	0% (0)	0.0% (0)
Inclusion of nicotine replacement therapy (NRT) on the Pharmaceutical Benefits Schedule (PBS) for all health care card holders, reducing the cost to \$5.00 per package, (currently Aboriginal and Torres Strait Islander persons and Veterans receive subsidised NRT)	52.2% (36)	40.6% (28)	4.3% (3)	0% (0)	2.9% (2)
Increase tobacco graphic health warnings to at least 75% of the front of the package	37.7% (26)	55.1% (38)	7.2% (5)	0% (0)	0.0% (0)
Ban smoking on alfresco (outdoor) dining areas	53.6% (37)	37.7% (26)	7.2% (5)	0% (0)	1.4% (1)
Phase out retail sale of smoked tobacco over a ten year period – for example moving from licensed retailers, to specialist tobacco shops only, to eventually no retail sales whatsoever	69.6% (48)	18.8% (13)	4.3% (3)	0% (0)	5.8% (4)

Implement a national tobacco retail licensing system with enforced penalties including permanent loss of retail license for repeat violations of licensing conditions	34.8% (24)	53.6% (37)	7.2% (5)	0% (0)	4.3% (3)
Ban smoking on outdoor drinking areas (beer gardens etc)	49.3% (34)	37.7% (26)	7.2% (5)	0% (0)	5.8% (4)
Limits on the number of tobacco licenses granted	40.6% (28)	46.4% (32)	7.2% (5)	1.4% (1)	4.3% (3)
Ban smoking on grounds of hospitals and other health care facilities	33.3% (23)	53.6% (37)	10.1% (7)	0.0% (0)	2.9% (2)
At events where youth are the audience and/or ticket holders	34.8% (24)	50.7% (35)	10.1% (7)	0.0% (0)	2.9% (2)
Ban smoking on parks, sporting grounds, outdoor swimming pools	30.4% (21)	53.6% (37)	11.6% (8)	0.0% (0)	4.3% (3)
Ban smoking on grounds of government funded residential complexes such as aged care facilities, residential psychiatric facilities and correctional facilities	27.5% (19)	55.1% (38)	11.6% (8)	1.4% (1)	4.3% (3)
Ban smoking on outdoor playgrounds	27.5% (19)	53.6% (37)	13.0% (9)	0.0% (0)	4.3% (3)
National ban on all added flavourings including menthol	36.2% (25)	43.5% (30)	14.5% (10)	0.0% (0)	5.8% (4)
Ban smoking on grounds of government-funded non-residential facilities (e.g. gardens around departmental and municipal offices)	27.5% (19)	52.2% (36)	13.0% (9)	1.4% (1)	4.3% (3)
National ban on overt fruit/confectionery flavoured tobacco products	15.9% (11)	63.8% (44)	13.0% (9)	0.0% (0)	7.2% (5)
Smoking prohibition within all public housing, including indoor shared and private areas (ie government owned housing)	21.7% (15)	55.1% (38)	15.9% (11)	1.4% (1)	5.8% (4)
Include an assessment of smoking depictions as one of the elements taken into account when classifying movies in terms of their appropriateness for children and youth	7.2% (5)	68.1% (47)	21.7% (15)	2.9% (2)	0.0% (0)
Ban smoking on grounds of Houses of Parliament	29.0% (20)	44.9% (31)	17.4% (12)	2.9% (2)	5.8% (4)

Ban smoking on pavements (footpaths)	27.5% (19)	46.4% (32)	18.8% (13)	1.4% (1)	5.8% (4)
Ban smoking on beaches – patrolled areas only	21.7% (15)	52.2% (36)	21.7% (15)	0.0% (0)	2.9% (2)
Ban duty-free tobacco sales to Australian citizens, residents and all visitors to Australia	7.2% (5)	66.7% (46)	23.2% (16)	0.0% (0)	2.9% (2)
Screen health warnings before all movies showing any smoking	7.2% (5)	66.7% (46)	23.2% (16)	1.4% (1)	1.4% (1)
Legislation to require tobacco companies to pay for cessation treatments (including services and medicines) for all smokers	29.0% (20)	42.0% (29)	10.1% (7)	4.3% (3)	14.5% (10)
Smoking prohibition in all strata titled blocks (apartment buildings), including private units not just shared areas	21.7% (15)	49.3% (34)	20.3% (14)	1.4% (1)	7.2% (5)
Ban duty-free tobacco sales to Australian citizens and residents	5.8% (4)	63.8% (44)	24.6% (17)	0.0% (0)	4.3% (3)
National ban on all added flavourings not including menthol	15.9% (11)	52.23% (36)	18.8% (13)	0.0% (0)	10.1% (7)
Ban smoking on beaches – all areas	14.5% (10)	50.7% (35)	20.3% (14)	0.0% (0)	14.5% (10)
Restrict movies that promote smoking to adult audiences only	4.3% (3)	46.4% (32)	31.9% (22)	7.2% (5)	10.1% (7)
Prohibition of cigarette ventilation filter holes	11.6% (8)	37.7% (26)	26.1% (18)	0.0% (0)	24.6% (17)
Health service controlled promotion of smokeless tobacco use as a less dangerous alternative to smoking	1.4% (1)	23.2% (16)	21.7% (15)	30.4% (21)	21.7% (15)
Reintroduce the legal retail sale of ALL smokeless tobacco products	0.0% (0)	10.1% (7)	20.3% (14)	46.4% (32)	23.2% (16)
Reintroduce the legal retail sale of low nitrosamine (“snus” like) smokeless tobacco products	1.4% (1)	7.2% (5)	26.1% (18)	40.6% (28)	24.6% (17)
Reduction in customs duty on low nitrosamine (“snus” like) smokeless tobacco products that are imported solely for personal use	2.9% (2)	4.3% (3)	34.8% (24)	26.1% (18)	29.0% (20)
Reduction in customs duty on ALL smokeless tobacco products that are imported solely for personal use	1.4% (1)	5.8% (4)	31.9% (22)	37.7% (26)	23.2% (16)

*rows may not add up to 100% (69) as not all participants gave a response for each policy

Supplementary Table 3. Level of support for tobacco policy options

Do you support the implementation of the following policy options? Choose "neutral" if you neither support nor oppose the policy option and choose "unsure" if you do not know enough about the policy option to form an opinion.

Response percent (number)*

	Support /Strongly Support	Neutral	Oppose /Strongly Oppose	Unsure
Increase excise and customs duty by 30%. This means the cost of a pack of 25 cigarettes would increase by about \$2.00.	97.1% (67)	2.9% (2)	0.0% (0)	0.0% (0)
Mandate plain packaging of all tobacco products (see figure below for illustration) which includes mandating a standard materials, finishes, pack size and shape	95.7% (66)	4.3% (3)	0.0% (0)	0.0% (0)
Ban smoking on alfresco (outdoor) dining areas	95.7% (66)	2.9% (2)	1.4% (1)	0.0% (0)
Ban all tobacco retail displays, requiring all tobacco products to be out of sight	94.2% (65)	2.9% (2)	0.0% (0)	1.4% (1)
Increase tobacco graphic health warnings to at least 75% of the front of the package	92.8% (64)	5.8% (4)	0.0% (0)	1.4% (1)
Implement a national tobacco retail licensing system with enforced penalties including permanent loss of retail license for repeat violations of licensing conditions	91.3% (63)	7.2% (5)	0.0% (0)	1.4% (1)
National ban on overt fruit/confectionery flavoured tobacco products	91.3% (63)	7.2% (5)	0.0% (0)	1.4% (1)
Earmark (hypothesize) a portion of tobacco tax per annum to substantially fund a national tobacco control social marketing campaign	89.9% (62)	7.2% (5)	2.9% (2)	0.0% (0)
Limits on the number of tobacco licenses granted	89.9% (62)	2.9% (2)	2.9% (2)	2.9% (2)
Ban smoking at outdoor events where youth are the audience and/or ticket holders	89.9% (62)	8.7% (6)	0.0% (0)	1.4% (1)
Ban smoking on grounds of hospitals and other health care facilities	88.4% (61)	7.2% (5)	4.3% (3)	0.0% (0)

Inclusion of nicotine replacement therapy (NRT) on the Pharmaceutical Benefits Schedule (PBS) for all health care card holders, reducing the cost to \$5.00 per package, (currently Aboriginal and Torres Strait Islander persons and Veterans receive subsidised NRT)	87.0% (60)	10.1% (7)	1.4% (1)	1.4% (1)
Ban smoking on outdoor drinking areas (beer gardens etc)	87.0% (60)	10.1% (7)	2.9% (2)	0.0% (0)
Ban duty-free tobacco sales to Australian citizens, residents and all visitors to Australia	85.5% (59)	13.0% (9)	1.4% (1)	0.0% (0)
Ban smoking on playgrounds	85.5% (59)	5.8% (4)	7.2% (5)	0.0% (0)
Ban smoking in parks, sporting grounds, outdoor swimming pools	85.5% (59)	11.6% (8)	2.9% (2)	0.0% (0)
Ban duty-free tobacco sales to Australian citizens and residents	84.1% (58)	13.0% (9)	1.4% (1)	1.4% (1)
Ban smoking on grounds of Houses of Parliament	84.1% (58)	13.0% (9)	1.4% (1)	1.4% (1)
Ban smoking on beaches – patrolled areas only	84.1% (58)	11.6% (8)	2.9% (2)	1.4% (1)
Phase out retail sale of smoked tobacco over a ten year period – for example moving from licensed retailers, to specialist tobacco shops only, to eventually no retail sales whatsoever	81.2% (56)	7.2% (5)	7.2% (5)	4.3% (3)
National ban on all added flavourings including menthol	78.3% (54)	14.5% (10)	1.4% (1)	5.8% (4)
Ban smoking on grounds of government-funded non-residential facilities (e.g. gardens around departmental and municipal offices)	78.3% (54)	17.4% (12)	4.3% (3)	0.0% (0)
National ban on all added flavourings not including menthol	75.4% (52)	17.4% (12)	1.4% (1)	5.8% (4)
Screen health warnings before all movies showing any smoking	72.4% (50)	14.5% (10)	13.0% (9)	0.0% (0)
Ban smoking on grounds of government funded residential complexes such as aged care facilities, residential psychiatric facilities and correctional facilities	71.0% (49)	11.6% (8)	11.6% (8)	2.9% (2)

Include an assessment of smoking depictions as one of the elements taken into account when classifying movies in terms of their appropriateness for children and youth	71.0% (49)	17.4% (12)	10.1% (7)	1.4%
Legislation to require tobacco companies to pay for cessation treatments (including services and medicines) for all smokers	65.2% (45)	23.2% (16)	5.8% (4)	5.8% (4)
Prohibition of cigarette ventilation filter holes	56.5% (39)	17.4% (12)	1.4% (1)	23.2% (16)
Ban smoking on beaches – all areas	55.1% (38)	24.6% (17)	14.5% (10)	5.8% (4)
Ban smoking on pavements (footpaths)	53.6% (37)	20.3% (14)	21.7% (15)	4.3% (3)
Smoking prohibition in all strata titled blocks (apartment buildings), including private units not just shared areas	52.2% (36)	24.6% (17)	17.4% (12)	4.3% (3)
Smoking prohibition within all public housing, including indoor shared and private areas (ie government owned housing)	49.3% (34)	27.5% (19)	18.8% (13)	4.3% (3)
Restrict movies that promote smoking to adult audiences only	40.6% (28)	29.0% (20)	26.1% (18)	4.3% (3)
Health service controlled promotion of smokeless tobacco use as a less dangerous alternative to smoking	15.9% (11)	14.5% (10)	52.2% (36)	17.4% (12)
Reduction in customs duty on low nitrosamine (“snus” like) smokeless tobacco products that are imported solely for personal use	14.5% (10)	15.9% (11)	47.8% (33)	21.7% (15)
Reduction in customs duty on ALL smokeless tobacco products that are imported solely for personal use	10.1% (7)	14.5% (10)	56.5% (39)	18.8% (13)
Reintroduce the legal retail sale of low nitrosamine (“snus” like) smokeless tobacco products	8.7% (6)	15.9% (11)	53.6% (37)	21.7% (15)
Reintroduce the legal retail sale of ALL smokeless tobacco products	5.8% (4)	17.4% (12)	59.4% (41)	15.9% (11)

*rows may not add up to 100% (69) as not all participants gave a response for each policy

Supplementary Table 4. Level of confidence that policy options will be introduced within five to ten years

How confident are you that the following policy options will be introduced in the next FIVE to TEN years? Choose "unsure" if you are unable to assess or don't know.

Response percent (number)*

	Very confident	Somewhat confident	Not at all confident	Unsure
Ban all tobacco retail displays, requiring all tobacco products to be out of sight	66.7% (46)	27.5% (19)	2.9% (2)	2.9% (2)
Ban smoking on grounds of hospitals and other health care facilities	66.7% (46)	26.1% (18)	5.8% (4)	1.4% (1)
National ban on overt fruit/confectionery flavoured tobacco products	59.4% (41)	26.1% (18)	11.6% (8)	2.9% (2)
Ban smoking on alfresco (outdoor) dining areas	55.1% (38)	34.8% (24)	7.2% (5)	2.9% (2)
Ban smoking on playgrounds	49.3% (34)	34.8% (24)	14.5% (10)	1.4% (1)
Ban outdoor smoking at events where youth are the audience and/or ticket holders	43.5% (30)	43.5% (30)	11.6% (8)	1.4% (1)
Increase excise and customs duty by 30%. This means the cost of a pack of 25 cigarettes would increase by about \$2.00.	43.5% (30)	42.1% (29)	11.6% (8)	1.4% (1)
Ban smoking on grounds of government-funded non-residential facilities (e.g. gardens around departmental and municipal offices)	39.1% (27)	42.0% (29)	17.4% (12)	1.4% (1)
Ban smoking on grounds of Houses of Parliament	39.1% (27)	36.2% (25)	21.7% (15)	2.9% (2)
Ban smoking on grounds of government funded residential complexes such as aged care facilities, residential psychiatric facilities and correctional facilities	34.8% (24)	39.1% (27)	23.2% (16)	2.9% (2)
Increase tobacco graphic health warnings to at least 75% of the front of the package	33.3% (23)	56.5% (39)	7.2% (5)	2.9% (2)
Ban smoking on outdoor drinking areas (beer gardens etc)	33.3% (23)	42.0% (29)	18.8% (13)	5.8% (4)

Ban smoking in parks, sporting grounds, outdoor swimming pools	33.3% (23)	40.6% (28)	24.6% (17)	1.4% (1)
Ban smoking on beaches – patrolled areas only	30.4% (21)	46.4% (32)	18.8% (13)	4.3% (3)
Mandate plain packaging of all tobacco products (see figure below for illustration) which includes mandating a standard materials, finishes, pack size and shape	29.0% (20)	40.6% (28)	27.5% (19)	2.9% (2)
National ban on all added flavourings not including menthol	26.1% (18)	24.6% (17)	39.1% (27)	8.7% (6)
Inclusion of nicotine replacement therapy (NRT) on the Pharmaceutical Benefits Schedule (PBS) for all health care card holders, reducing the cost to \$5.00 per package, (currently Aboriginal and Torres Strait Islander persons and Veterans receive subsidised NRT)	23.2% (16)	52.2% (36)	18.8% (13)	5.8% (4)
Implement a national tobacco retail licensing system with enforced penalties including permanent loss of retail license for repeat violations of licensing conditions	23.2% (16)	46.4% (32)	24.6% (17)	5.8% (4)
Screen health warnings before all movies showing any smoking	21.7% (15)	46.4% (32)	26.1% (18)	5.8% (4)
Ban duty-free tobacco sales to Australian citizens, residents and all visitors to Australia	15.9% (11)	44.9% (31)	33.3% (23)	5.8% (4)
Ban duty-free tobacco sales to Australian citizens and residents	14.5% (10)	49.3% (34)	29.0% (20)	5.8% (4)
Earmark (hypothecate) a portion of tobacco tax per annum to substantially fund a national tobacco control social marketing campaign	13.0% (9)	34.8% (24)	44.9% (31)	7.2% (5)
Limits on the number of tobacco licenses granted	11.6% (8)	46.4% (32)	36.2% (25)	5.8% (4)
Include an assessment of smoking depictions as one of the elements taken into account when classifying movies in terms of their appropriateness for children and youth	11.6% (8)	46.4% (32)	31.9% (22)	10.1% (7)

Smoking prohibition within all public housing, including indoor shared and private areas (ie government owned housing)	7.2% (5)	30.4% (21)	56.5% (39)	5.8% (4)
National ban on all added flavourings including menthol	7.2% (5)	24.6% (17)	59.4% (41)	8.7% (6)
Phase out retail sale of smoked tobacco over a ten year period – for example moving from licensed retailers, to specialist tobacco shops only, to eventually no retail sales whatsoever	7.2% (5)	17.4% (12)	71.0% (49)	4.3% (3)
Prohibition of cigarette ventilation filter holes	5.8% (4)	24.6% (17)	46.4% (32)	23.2% (16)
Smoking prohibition in all strata titled blocks (apartment buildings), including private units not just shared areas	5.8% (4)	24.6% (17)	62.3% (43)	7.2% (5)
Ban smoking on beaches – all areas	4.3% (3)	33.3% (23)	55.1% (38)	7.2% (5)
Ban smoking on pavements (footpaths)	2.9% (2)	27.5% (19)	58.0% (40)	10.1% (7)
Restrict movies that promote smoking to adult audiences only	0.0% (0)	18.8% (13)	69.6% (48)	11.6% (8)
Legislation to require tobacco companies to pay for cessation treatments (including services and medicines) for all smokers	0.0% (0)	13.0% (9)	78.3% (54)	7.2% (5)
Reduction in customs duty on low nitrosamine (“snus” like) smokeless tobacco products that are imported solely for personal use	0.0% (0)	8.7% (6)	59.4% (41)	31.9% (22)
Health service controlled promotion of smokeless tobacco use as a less dangerous alternative to smoking	0.0% (0)	7.24% (5)	69.6% (48)	23.2% (16)
Reduction in customs duty on ALL smokeless tobacco products that are imported solely for personal use	0.0% (0)	5.8% (4)	63.8% (44)	30.4% (21)
Reintroduce the legal retail sale of low nitrosamine (“snus” like) smokeless tobacco products	0.0% (0)	5.8% (4)	65.2% (45)	29.0% (20)
Reintroduce the legal retail sale of ALL smokeless tobacco products	0.0% (0)	4.3% (3)	68.1% (47)	27.5% (19)

*rows may not add up to 100% (69) as not all participants gave a response for each policy

Supplementary Table 6. Alternate tobacco control policies proposed among the top ten most important to implement*

*statements are copied exactly as participants entered into the survey

Cessation

1. Increase utilisation of effective forms of cessation support (phone, self help, counselling, pharmacotherapy)
2. Provide free evidence-based smoking cessation services in all hospitals, staffed with qualified clinicians (as, for example dietitian services).
3. NRT on PBS available available to all smokers.
4. Government funded cessation programs.
5. Medicare item number for GPs and Practice Nurses to provide smoking cessation support.
6. Better support for those wanting to quit and/or substitute less harmful forms of tobacco (medicinal grade nicotine products should be seen as an alternative to smokeless tobacco as possible substitutes. This is likely to also include things like e-cigarettes.

Tax

1. Substantially increase excise and customs duty on smoked tobacco (greater than 30%)
2. I would argue that a one off increase in excise and/or duty, or the addition of any other tax (which could be earmarked for use in providing cessation activities), greater than that specified would be advantageous - the greater the increase the greater the effect so lets seek a minimum increase of 50% on the cost of cigarettes.
3. There also need to be marked price differences between smoked products and less harmful substitutes, with the differential among the smokeless perhaps proportional to harmfulness
4. I strongly endorse well-funded media campaigns as a key component of a comprehensive tobacco control policy, but I don't think that hypothecation is necessary. I don't think that hypothecation is good practice in any area of public administration.

Regulation of tobacco sales, profits and companies

1. Ban sale of tobacco products in high use indigenous communities (as per alcohol).
2. remove all vending machines from licenced premises - to do so would weaken tobacco companies interest in licenced venues. (While they remain they are an advertisement for tobacco products in a place where relations not to smoke weaken.
3. Prohibition on all tobacco company/tobacco wholesaler benefit schemes and any involvement at retail level.
4. Eliminate profit-making companies from the tobacco market.
5. Totally control the marketing of tobacco. Remove all branding (not plainish packs, they are not plain while the brand name is allowed on them. The Brand is the most powerful piece of imagery on which the industry build value (read suck in smokers).
6. Prohibit superannuation funds and life insurance companies from investing in the tobacco industry.

Structural changes to tobacco control

1. Have an integrated attack on the problem

2. National core consistent legislative provisions dealing with "major" tobacco control issues e.g. display bans, packaging, point of sale, advertising and promotion, internet selling such as Internet.

3. In short we need to start from a policy position that smoking would be banned immediately if it could be and that all levers should be used to reduce it as fast as possible. Less harmful alternatives can then be managed proportional to their harms.

Product regulation

1. Something that mandates the progressive removal of the most harmful substances.

2. enforceable maxima for harmful ingredients in tobacco/nicotine products, and perhaps limits on total nicotine delivery.

3. Smoked tobacco needs to be more highly regulated and more needs to be banned than just flavourings

Miscellaneous

1. ensure definitions of enclosed and unenclosed public spaces are clear and resolute. The nsw current interpretation is nonsensical

2. Extend movie rating scheme to television drama.

**Supplementary Table 7. Support and belief in implementation of seven exploratory tobacco control measures. (ordered by sum of support and strongly support, greatest to least)
Response percent (number)**

Policy Option	Do you support the implementation of the following intervention or policy options? Choose "neutral" if you neither support nor oppose the option and choose "unsure" if you do not know enough about the option to form an opinion.				Do you think these interventions or policies will join other tobacco control initiatives (ie smoking bans and taxation) as key components of a comprehensive approach to tobacco use reduction?			
	Strongly support /support	Neutral	Strongly opposed /opposed	Unsure	Yes, I think this will be implemented	I'm undecided – there seems to be some support but I'm not sure if it will be implemented	No, I don't think this is at all realistic	I don't know enough about this to answer
Reduce the appeal of cigarettes (particularly to new smokers) by outlawing the use of any additive known to make smoking more palatable and those influencing nicotine absorption	94.2% (65)	4.3% (3)	0.0% (0)	1.4% (1)	47.8% (33)	37.7% (26)	7.2% (5)	7.2% (5)
Regulating the harmful emissions produced by cigarettes with the goal of reducing the health effects of smoking, as recommended by WHO's TobReg committee	68.1% (47)	13.0% (9)	8.7% (6)	10.1% (7)	29.0% (20)	44.9% (31)	14.5% (10)	11.6% (8)
Progressive reduction, over ten years, of nicotine content in cigarettes to zero	60.9% (42)	13.0% (9)	13.0% (9)	13.0% (9)	10.1% (7)	37.7% (26)	34.8% (24)	17.4% (12)
Requiring smokers to be licensed in order to legally purchase tobacco products	44.9% (31)	24.6% (17)	24.6% (17)	5.8% (4)	13.0% (9)	37.7% (26)	43.5% (30)	5.8% (4)
Vaccinating smokers against the effects of nicotine as a cessation method	37.7% (26)	26.1% (18)	17.4% (12)	18.8% (13)	8.7% (6)	30.4% (21)	34.8% (24)	26.1% (18)
Vaccinating children and/or adolescents against the effects of nicotine to prevent the uptake of tobacco use	21.7% (15)	29.0% (20)	30.4% (21)	18.8% (13)	2.9% (2)	24.6% (17)	44.9% (31)	27.5% (19)
Screening the population for genetic susceptibility to nicotine addiction and tobacco related diseases	4.3% (3)	23.2% (16)	56.5% (39)	15.9% (11)	0.0% (0)	10.1% (7)	72.5% (50)	17.4% (12)