

Supplement 1 Survey topics and statements

	Topic	Statement	State of political discussion
Future Smoke-free future	Smoke-free country in 10 years	“I want no one to smoke in the Netherlands in 10 years”	No endgame target has been set or (seriously) discussed. Civil society emphasis is on creating a smoke free generation
	No chance to smoke for future children	“I want my own future children to have no chance to start smoking”	
Measures Smoke-free measures	Smoke-free schoolyards	“I would approve a smoking ban at and around school premises”	Implementation in 2020
	Remove designated smoking areas in bars & restaurants	“I would approve to ban smoking in designated smoking areas in bars and restaurants”	Some political debate, but no intention to implement measure soon
	Smoke-free cars with children	“I would approve a smoking ban in cars with children”	Some political debate, but no intention to implement measure soon
	Smoke-free sport fields	“I would approve a smoking ban around sport fields”	Some political debate, but no intention to implement measure soon. Civil society emphasis is on supporting sports clubs to make their own fields smoke-free
Price measures	Increase costs	“I would approve that cigarettes and rolling tobacco become too expensive to afford for youth”	Tobacco excise duties have been increased several times over the past couple of years. However, no intentions to make tobacco much more expensive.
Product measures	Removal of addictive ingredients	“I would approve a ban on addictive ingredients (such as nicotine) in cigarettes and rolling tobacco”	Hardly any political debate.
	Plain packaging	“I would approve that cigarettes and rolling tobacco of each brand are only sold in standard packaging, to make them less attractive”	Recurrent political debate, but no concrete policy proposal has been adopted. As an intermediate step, there will be rules on further reducing attractive packaging elements (date of implementation to be determined)
Sales measures	Retail display bans	“I would approve that tobacco sales points can no longer visibly display their tobacco products to customers”	Will be implemented, but exact details and date unknown.

Generation sales ban	“I would approve that everyone born after 2016 will never be allowed to buy cigarettes or rolling tobacco”	Hardly any political debate. Civil society has been advocating such a ban.
Complete sales ban	“I would approve that cigarettes and rolling tobacco will no longer be sold anywhere”	No political debate.
