Table S1: Factors associated with ever exposure to Mois sans tabac, among daily smokers at the time of the interview in 2017: socio-demographic factors, tobacco dependence, importance of quitting smoking and self-confidence in quitting (N = 5,968)

|                           | %   | aOR   | 95%CI          |
|---------------------------|-----|-------|----------------|
| **Sex**                   |     |       |                |
| Men (ref.) (n=3,078)      | 79.2| 1     |                |
| Women (n=2,890)           | 87.3| 1.55***| [1.32-1.83]    |
| **Age**                   |     |       |                |
| 18-24 years old (ref.) (n=675) | 77.6| 1     |                |
| 25-49 years old (n=3,153) | 80.7| 1.19  | [0.94-1.51]    |
| 50 years old and over (n=2,140) | 89.5| 2.27***| [1.75-2.94]    |
| **Educational level**     |     |       |                |
| < High-school diploma (ref.) (n=2,649) | 82.3| 1     |                |
| High-school diploma (n=1,428) | 83.9| 1.21  | [0.99-1.48]    |
| > High-school diploma (n=1,880) | 84.2| 1.15  | [0.93-1.42]    |
| **Professional status**   |     |       |                |
| Working (ref.) (n=3,704)  | 83.4| 1     |                |
| Unemployed looking for a job (n=721) | 75.6| 0.66***| [0.54-0.82]    |
| Inactive (n=1,543)        | 86.1| 1.19  | [0.96-1.47]    |
| **Socio-professional category** |     |       |                |
| Farmer, craftsperson, trader or business manager (independent professional) (n=465) | 77.9| 0.60***| [0.45-0.81]    |
| Executive or higher intellectual professional (n=726) | 82.0| 0.73* | [0.56-0.94]    |
| Intermediate professional (ref.) (n=1,506) | 87.1| 1     |                |
| Employee (n=1,671)        | 85.4| 0.93  | [0.74-1.17]    |
| Blue-collar worker (n=1,541) | 80.2| 0.78* | [0.61-0.98]    |
| **Size of area of residence** |     |       |                |
| Rural (ref.) (n=1,532)    | 88.4| 1     |                |
| < 20,000 inhabitants (n=1,060) | 85.3| 0.82  | [0.64-1.04]    |
| 20,000 – 99,999 inhabitants (n=755) | 79.6| 0.67**| [0.52-0.88]    |
| 100,000 – 199,999 inhabitants (n=361) | 80.5| 0.69* | [0.49-0.97]    |
| >= 200,000 inhabitants (n=1,422) | 82.0| 0.73**| [0.58-0.91]    |
| Paris area (n=825)        | 77.0| 0.50***| [0.39-0.64]    |
| **Heaviness of smoking index** |     |       |                |
| 0-1 (ref.) (n=2,756)      | 82.1| 1     |                |
| 2-3 (n=2,228)             | 85.3| 1.30**| [1.09-1.54]    |
| 4-6 (n=933)               | 80.6| 0.93  | [0.74-1.16]    |
| **Importance of quitting smoking (continuous, 0-10)** | 1.01 |       | [0.99-1.04]    |
| **Self-confidence in quitting (continuous, 0-10)** | 0.95*** | 0.92-0.98 |                |

aOR : adjusted odds-ratio, CI : confidence interval. *: p<0.05; **: p<0.01; ***: p<0.001

Note: Percentages of respondents who recalled Mois sans tabac and p-values for bivariate analyses between sociodemographic variables and recall of Mois sans tabac, adjusted odds-ratios from logistic regression including all variables in the table.

Executive or higher intellectual professionals include senior executives in civil service, corporate administrative and commercial executives, liberal professionals, third-level teachers/professors, engineers, etc. Intermediate professionals include school teachers, middle-managers, executive officers.
in the civil service, technicians, etc. Employees include administrative officers in the civil service, administrative or commercial employees, service industry employees, soldiers, etc.
**Table S2:** Factors associated with 24-hour quit attempt in the final quarter of 2016, among daily smokers at the time of the interview in 2017: socio-demographic factors, exposure to the campaign, tobacco dependence, importance of quitting smoking and self-confidence in quitting (N = 5,968)

|                                      | %     | aOR   | 95%CI       |
|--------------------------------------|-------|-------|-------------|
| **Sex**                              |       |       |             |
| Men (ref.) (n=3,078)                 | 14.3  | 1     |             |
| Women (n=2,890)                      | 13.3  | 0.97  | [0.82-1.15] |
| **Age**                              |       |       |             |
| 18-24 years old (ref.) (n=675)       | 22.8  | 1     |             |
| 25-49 years old (n=3,153)            | 12.9  | 0.46*** | [0.36-0.58] |
| 50 years old and over (n=2,140)      | 11.6  | 0.50*** | [0.39-0.63] |
| **Educational level**                |       |       |             |
| < High-school diploma (ref.) (n=2,649) | 12.2  | 1     |             |
| High-school diploma (n=1,428)       | 15.5  | 1.04  | [0.85-1.28] |
| > High-school diploma (n=1,880)     | 16.3  | 1.14  | [0.92-1.41] |
| **Professional status**              |       |       |             |
| Working (ref.) (n=3,704)             | 13.1  | 1     |             |
| Unemployed looking for a job (n=721) | 16.0  | 1.15  | [0.90-1.46] |
| Inactive (n=1,543)                  | 14.4  | 0.99  | [0.81-1.21] |
| **Socio-professional category**      |       |       |             |
| Farmer, craftsperson, trader or business manager (n=465) | 10.8  | 0.85  | [0.61-1.19] |
| Executive or higher intellectual professional (n=726) | 19.7  | 1.19  | [0.93-1.53] |
| Intermediate professional (ref.) (n=1,506) | 15.0  | 1     |             |
| Employee (n=1,671)                  | 12.4  | 0.87  | [0.70-1.09] |
| Blue-collar worker (n=1,541)        | 13.4  | 0.96  | [0.75-1.22] |
| **Size of area of residence**       |       |       |             |
| Rural (ref.) (n=1,532)              | 11.8  | 1     |             |
| < 20,000 inhabitants (n=1,060)      | 12.5  | 0.95  | [0.75-1.22] |
| 20,000 – 99,999 inhabitants (n=755) | 12.6  | 1.09  | [0.83-1.42] |
| 100,000 – 199,999 inhabitants (n=361) | 15.5  | 1.17  | [0.83-1.64] |
| >= 200,000 inhabitants (n=1,422)    | 15.9  | 1.18  | [0.95-1.46] |
| Paris area (n=825)                  | 15.4  | 0.94  | [0.72-1.22] |
| **Heaviness of smoking index**      |       |       |             |
| 0-1 (ref.) (n=2,756)                | 19.1  | 1     |             |
| 2-3 (n=2,228)                       | 10.4  | 0.51*** | [0.43-0.61] |
| 4-6 (n=933)                         | 8.4   | 0.46*** | [0.35-0.60] |
| **Importance of quitting smoking (continuous, 0-10)** | 1.14*** | [1.11-1.18] | |
| **Self-confidence in quitting (continuous, 0-10)** | 1.06*** | [1.03-1.09] | |
| **Had heard of Mois sans tabac**    |       |       |             |
| No (ref.) (n=900)                   | 13.0  | 1     |             |
| Yes (n=5,068)                       | 14.0  | 1.26* | [1.01-1.59] |
Frequency of exposure to *Mois sans tabac*<sup>a</sup>

|                |    |     |          |
|----------------|----|-----|----------|
| Never (ref.) (n=900) | 13.0 | 1    |          |
| Less than weekly (n=570) | 11.3 | 0.99 | [0.71-1.39] |
| Weekly (n=1,935) | 15.2 | 1.24 | [0.97-1.59] |
| Daily (n=2,394) | 13.9 | 1.39** | [1.09-1.77] |

aOR : adjusted odds-ratio, CI : confidence interval. *: p<0.05; **: p<0.01; ***: p<0.001

Note: Percentages of quit attempts and p-values for bivariate analyses between sociodemographic variables and quit attempts, adjusted odds-ratios from logistic regressions.

Executive or higher intellectual professionals include senior executives in civil service, corporate administrative and commercial executives, liberal professionals, third-level teachers/professors, engineers, etc. Intermediate professionals include school teachers, middle-managers, executive officers in the civil service, technicians, etc. Employees include administrative officers in the civil service, administrative or commercial employees, service industry employees, soldiers, etc.

<sup>a</sup>Results of the logistic model after adjustment for sex, age, educational level, professional status, socio-professional category, size of the area of residence, tobacco dependence (Heaviness of smoking index), importance of quitting and self-confidence in quitting.

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