

Supplementary Table 1 Bayes factors for non-significant interactions

Predictor of abstinence	BF	Interpretation
CA*NRT Rx	0.39	Data are insensitive
CA*NRT OTC	0.20	Moderate evidence for the null hypothesis
CA*varenicline	0.23	Moderate evidence for the null hypothesis
CA*bupropion	0.73	Data are insensitive
CA*e-cigarettes	0.56	Data are insensitive
CA*face-to-face	0.45	Data are insensitive
CA*hypnotherapy	6.50	Moderate evidence for the experimental hypothesis
SG*NRT Rx	0.40	Data are insensitive
SG*NRT OTC	0.29	Moderate evidence for the null hypothesis
SG*varenicline	0.44	Data are insensitive
SG*bupropion	0.91	Data are insensitive
SG*e-cigarettes	0.46	Data are insensitive
SG*face-to-face	0.78	Data are insensitive
SG*written	0.72	Data are insensitive
SG*hypnotherapy	0.95	Data are insensitive
Age*NRT OTC	0.45	Data are insensitive
Age*varenicline	0.45	Data are insensitive
Age*bupropion	0.93	Data are insensitive
Age*e-cigarettes	0.33	Moderate evidence for the null hypothesis
Age*face-to-face	0.70	Data are insensitive
Age*telephone	0.97	Data are insensitive
Age*written	0.72	Data are insensitive
Age*websites	285.35	Strong evidence for the experimental hypothesis
Age*hypnotherapy	0.90	Data are insensitive
Sex*NRT Rx	0.39	Data are insensitive
Sex*NRT OTC	0.35	Data are insensitive
Sex*varenicline	0.44	Data are insensitive
Sex*bupropion	0.77	Data are insensitive
Sex*e-cigarettes	4.53	Moderate evidence for the experimental hypothesis
Sex*face-to-face	0.64	Data are insensitive
Sex*telephone	1.05	Data are insensitive
Sex*written	0.90	Data are insensitive
Sex*websites	0.95	Data are insensitive
Sex*hypnotherapy	0.96	Data are insensitive

BF = Bayes factor. CA = cigarette addiction. SG = social grade.

Bayes factors between 1/30 and 1/10 indicate strong evidence for the null hypothesis, between 1/10 and 1/3 indicate moderate evidence for the null hypothesis, and between 1/3 and 3 indicate that the data are insensitive (based on Jeffreys' Bayes factor cut-offs).

Supplementary Table 2 Bayes factors for non-significant main effects (fully adjusted models)

Predictor of abstinence	Group	BF	Interpretation
NRT Rx	Age 16-44y	0.58	Data are insensitive
NRT OTC	Whole sample	0.12	Moderate evidence for the null hypothesis
Bupropion	Whole sample	1.14	Data are insensitive
Face-to-face	Whole sample	1.21	Data are insensitive
Telephone support	Whole sample	0.26	Moderate evidence for the null hypothesis
Telephone support	Low CA	0.12	Moderate evidence for the null hypothesis
Telephone support	High CA	1.10	Data are insensitive
Telephone support	SG ABC1	1.14	Data are insensitive
Written materials	Whole sample	0.29	Moderate evidence for the null hypothesis
Written materials	Low CA	0.61	Data are insensitive
Written materials	High CA	0.09	Strong evidence for the null hypothesis
Websites	Whole sample	1.03	Data are insensitive
Websites	Age 16-44y	1.50	Data are insensitive
Websites	Age ≥45y	0.28	Moderate evidence for the null hypothesis
Websites	Low CA	0.82	Data are insensitive
Websites	High CA	1.11	Data are insensitive
Websites	SG ABC1	0.27	Moderate evidence for the null hypothesis
Hypnotherapy	Whole sample	0.31	Moderate evidence for the null hypothesis
Hypnotherapy	Low CA	0.47	Data are insensitive
Hypnotherapy	High CA	0.39	Data are insensitive

BF = Bayes factor. CA = cigarette addiction. SG = social grade.

Bayes factors between 1/30 and 1/10 indicate strong evidence for the null hypothesis, between 1/10 and 1/3 indicate moderate evidence for the null hypothesis, and between 1/3 and 3 indicate that the data are insensitive (based on Jeffreys' Bayes factor cut-offs).