

Figure 1. Flowchart of recruitment and retention of participants by Maori/non-Maori

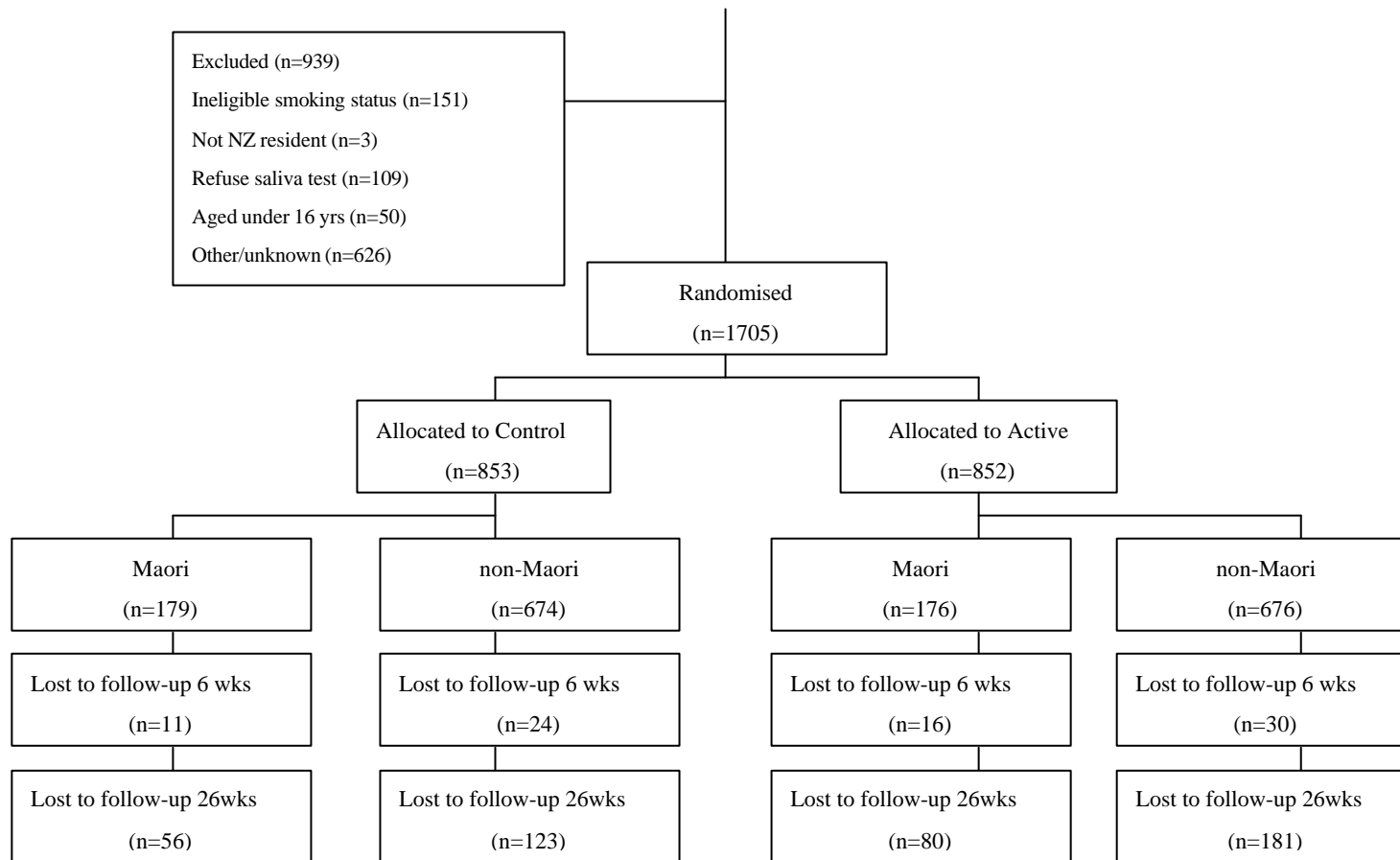


Table 1. Baseline characteristics

Variable	Maori		Non-Maori		Total N (%)
	Control N (%)	Active N (%)	Control N (%)	Active N (%)	
Female	131 (73.2)	132 (75.0)	366 (54.3)	368 (54.4)	997 (58.5)
Age: Median (IQR)	25 (20–32)	24 (19–33)	22 (19–28)	21 (19–29)	22 (19–30)
No cigarettes / day: Median (IQR)	15 (10–20)	15 (10–20)	15 (10–20)	15 (10–20)	15 (10–20)
Income level (\$)					
<15,000	37 (20.7)	43 (24.4)	178 (24.0)	178 (26.2)	436 (25.6)
15–30,000	78 (43.6)	83 (47.2)	271 (40.2)	281 (41.6)	713 (41.8)
>30,000	63 (35.2)	49 (27.8)	211 (31.3)	207 (30.6)	540 (31.1)
Did not answer	1 (0.6)	1 (0.6)	14 (2.1)	10 (1.5)	26 (1.5)
Fagerstrom Score⁸ Median (IQR)	5 (4–7)	5 (4–6)	5 (3–6)	5 (3–6)	5 (3–6)
Roll your own cigarettes	39 (21.8)	42 (23.9)	142 (21.1)	146 (21.6)	369 (21.6)
No times tried to quit: Median (IQR)	2 (1–3)	2 (1–4)	2 (1–4)	2 (1–4)	2 (1–4)
Nicotine replacement product					
Ever	37 (20.7)	46 (26.1)	185 (27.5)	198 (29.3)	466 (27.3)
Current	1 (0.6)	2 (1.1)	8 (1.2)	7 (1.0)	18 (1.1)
Nicobrevin use					
Ever	2 (1.1)	5 (2.8)	23 (3.4)	31 (4.6)	61 (3.6)
Current	0	1 (0.6)	0	0	1 (0.1)
Bupropion use					
Ever	2 (1.1)	3 (1.7)	12 (1.8)	15 (2.2)	32 (1.9)
Current	0	0	0	1 (0.2)	1 (0.1)
Quitline use					
Ever	20 (11.2)	20 (11.4)	66 (9.8)	63 (9.3)	169 (9.9)
Current	1 (0.6)	0	7 (1.0)	4 (0.6)	12 (0.7)
Other quit aids use					
Ever	2 (1.1)	7 (4.0)	31 (4.6)	25 (3.7)	65 (3.8)
Current	0	0	1 (0.1)	3 (0.4)	4 (0.2)
Any quit aid or product in current use	2 (1.1)	3 (1.7)	15 (2.2)	15 (2.2)	35 (2.1)

IQR=interquartile range.

Figure 2. Effect of text message-based smoking cessation programme on smoking cessation at 6 and 26 weeks (by Maori/non-Maori)

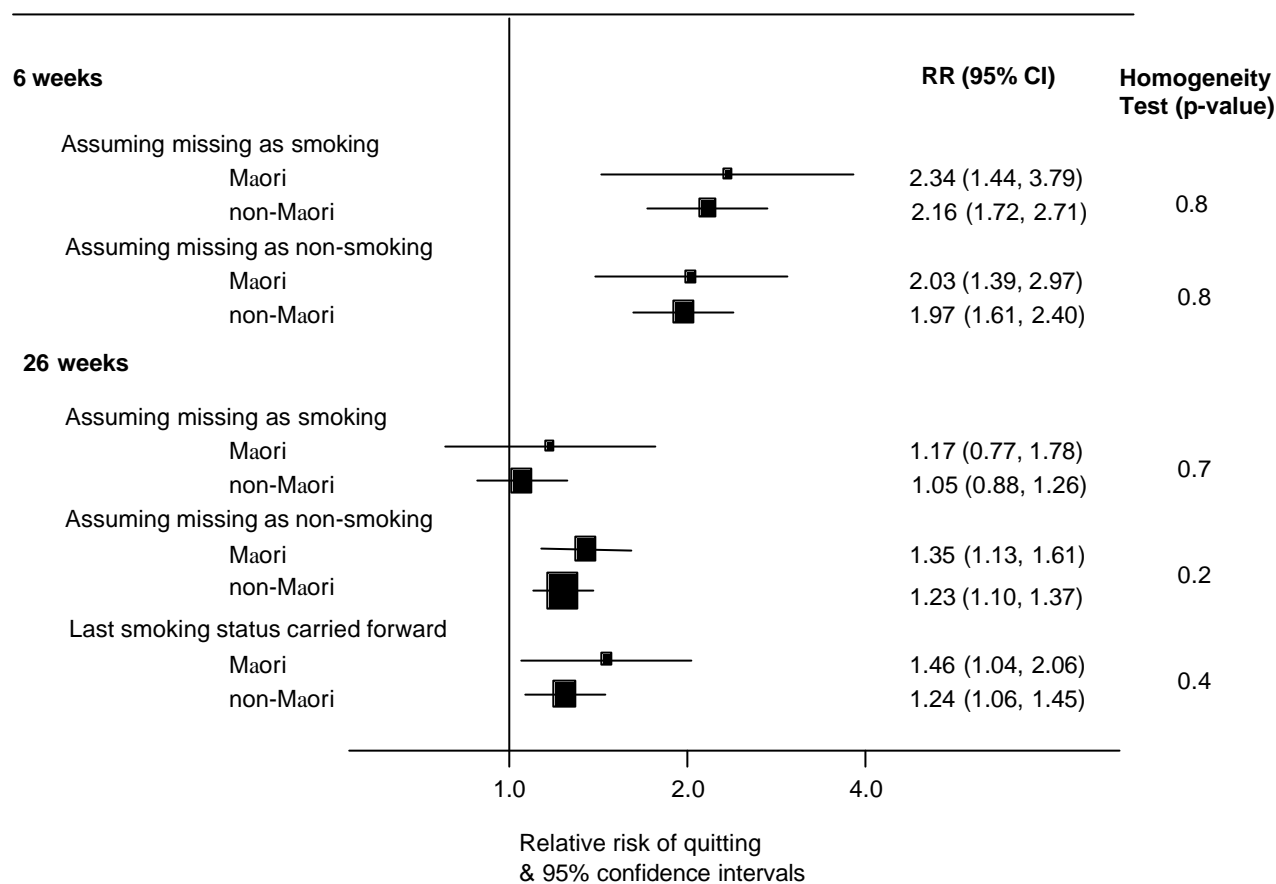


Table 2. Treatment effects on number of participants achieving smoking cessation at 6, 12, and 26 weeks (by Maori/non-Maori)

Variable	Control N (%)	Active N (%)	RR (95%CI)	P value
6 weeks				
-Maori	20 (11.2)	46 (26.1)	2.34 (1.44–3.79)	0.0003
-non-Maori	89 (13.2)	193 (28.6)	2.16 (1.72–2.71)	<0.0001
12 weeks				
-Maori	35 (19.6)	47 (26.7)	1.37 (0.93–2.01)	0.11
-non-Maori	125 (18.5)	200 (29.6)	1.60 (1.31, 1.94)	<0.0001
26 weeks				
-Maori	33 (18.4)	38 (21.6)	1.17 (0.77–1.78)	0.46
-non-Maori	169 (25.1)	178 (26.3)	1.05 (0.88–1.26)	0.60

Assumes all participants with missing smoking status were smoking