**Supplemental Material 2 – Multivariable analyses with an outcome of 30-day point prevalence abstinence at six months within each intervention comparing quit success to continued smoking in four states — Feb. to Sept. 2012.**

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| Characteristic | Quitline  (n = 2,115)a OR (95% CI)b | *p*-value | Web-based  (n = 1,430)a  OR (95% CI)b | *p*-value |
| Age (5 year difference) | 0.989  0.95, 1.04) | 0.719 | 0.93 (0.88, 0.99) | 0.024 |
| Gender |  | 0.332 |  | 0.935 |
| Male | Ref |  | Ref |  |
| Female | 0.91 (0.74, 1.11) |  | 0.99 (0.76, 1.28) |  |
| Race/ethnicity |  | 0.868 |  | 0.850 |
| White, non-Hispanic | Ref |  | Ref |  |
| Black, non-Hispanic | 0.92 (0.68, 1.25) |  | 1.18 (0.61, 2.28) |  |
| Hispanic | 1.09  (0.75, 1.57) |  | 1.20 (0.76, 1.88) |  |
| American Indian/Alaska Native | 1.09  (0.54–2.20) |  | 2.17  (0.35, 13.6) |  |
| Asian | 0.49  (0.10–2.55) |  | 0.77  (0.13, 4.46) |  |
| Multiple races | 1.20 (0.73, 1.96) |  | 0.75 (0.29, 1.93) |  |
| Education |  | 0.829 |  | 0.124 |
| < High school graduate | Ref |  | Ref |  |
| High school graduate/GED | 1.00  (0.75, 1.34) |  | 1.54 (0.85, 2.79) |  |
| Some college | 0.90 (0.67, 1.21) |  | 1.15 (0.64, 2.05) |  |
| College degree or more | 0.97 (0.69, 1.37) |  | 1.05 (0.58, 1.93) |  |
| Employment status |  | 0.868 |  | 0.404 |
| Employed | Ref |  | Ref |  |
| Unemployed | 0.95 (0.66, 1.38) |  | 0.81 (0.55, 1.19) |  |
| Disability | 0.88 (0.67, 1.15) |  | 0.68 (0.37, 1.27) |  |
| Retired | 0.95 (0.66, 1.38) |  | 1.40 (0.72, 2.75) |  |
| Other | 1.02 (0.74, 1.40) |  | 0.91 (0.65, 1.27) |  |
| Marital status |  | 0.002 |  | 0.001 |
| Single (never married, divorced) | Ref |  | Ref |  |
| Partnered (married or living as married) | 1.37 (1.12, 1.67) |  | 1.51 (1.18, 1.95) |  |

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| Presence of other smoker in the household |  | <0.001 |  | <0.001 |
| Yes | Ref |  | Ref |  |
| No | 2.10  (1.70, 2.59) |  | 2.85 (2.18, 3.73) |  |
| Use of any nicotine replacement therapy |  | 0.551 |  | 0.339 |
| No | Ref |  | Ref |  |
| Yes | 0.94 (0.73, 1.22) |  | 1.18 (0.84, 1.66) |  |
| Use of medication to stop smoking |  | 0.145 |  | 0.230 |
| No | Ref |  | Ref |  |
| Yes | 0.92 (0.71, 1.20) |  | 0.80 (0.56, 1.15) |  |
| Use of any other behavioral interventions |  | 0.419 |  | 0.973 |
| No | Ref |  | Ref |  |
| Yes | 0.89 (0.67, 1.18) |  | 1.01 (0.67, 1.51) |  |
| Intent to quit in next 30 days (at enrollment) |  | 0.708 |  | 0.433 |
| No | Ref |  | Ref |  |
| Yes | 1.12 (0.62, 2.02) |  | 0.86 (0.60, 1.25) |  |
| Time to first cigarette  ≤ 5 min  > 5 min | Ref  1.20  (0.98–1.47) | 0.083 | Ref  1.06  (0.80–1.39) | 0.699 |
| Baseline cigarettes per day | Non-linear | 0.028 | Non-linear | 0.013 |
| Total interactions with service | Non-linear | <0.001 | Non-linear | 0.200 |

a Observations with missing information for at least one variable were excluded from the multivariable model, resulting in lower numbers of observations than reported for bivariable analyses.

b Multivariable models adjusted for age, race/ethnicity, education, employment status, marital status, living with a smoker at baseline, use of nicotine replacement therapy during quit attempt, use of medication to stop smoking, use of services beyond the state-based interventions, intention to quit during enrollment, use of counseling during intervention, state, time to first cigarette; as well as baseline number of cigarettes smoked per day and total interactions with the service, which were transformed with 3-knot tail-restricted cubic spline functions.