

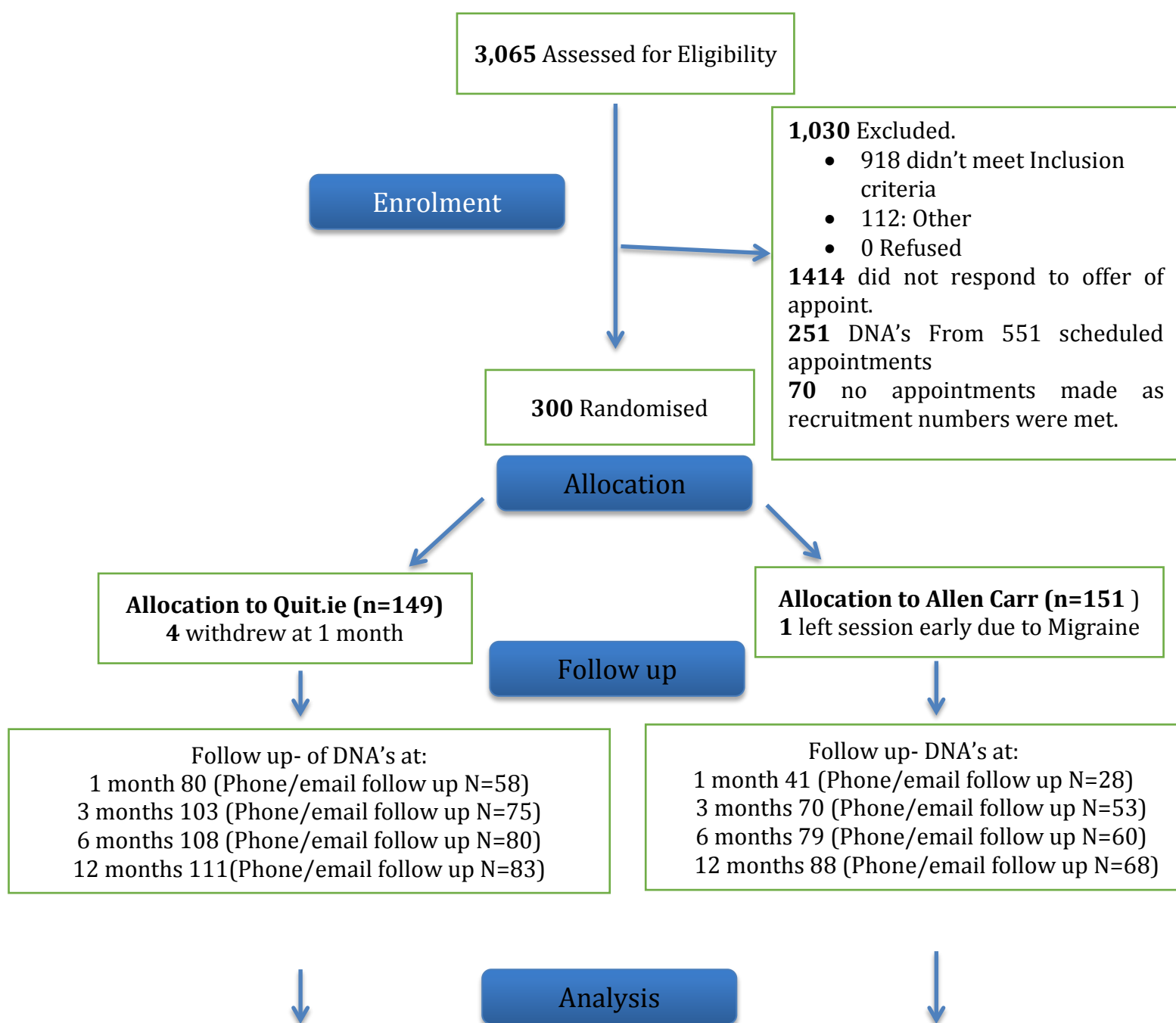
Participant Flow



CONSORT

TRANSPARENT REPORTING of TRIALS

CONSORT 2010 Flow Diagram¹



¹ Sex used as an example (male/female) but other PROGRESS characteristics could be used

149 included in
analysis
0^a Excluded

151 included in
analysis
0^a Excluded

^a*Zero excluded as intention to treat analysis was used and so failure to attend was deemed as failing to quit.*

^b*All phone and email follow up contacts were included in the complete case analysis*

Baseline Characteristics

<i>Baseline Characteristics of Participants by Treatment Groups</i>		
	Quit.ie (No.=149)	AC (No.=151)
Female, No. (%)	68 (45.6)	67 (44.4)
Age, median (IQR)	44.0 (38.0-51.0)	44.0 (36.0-52.0)
Initial weight , median (IQR), kg	80.8 (69.0-93.9)	79.8 (69.4-91.7)
Post-secondary and higher education, No. (%)	104 (69.8)	105 (69.5)
Baseline CO reading, mean (SD), ppm	20.4 (10.5)	22.1 (11.6)
Time to first cigarette, No (%)		
<= 5 mins	42 (28.2%)	56 (37.1%)
6-30 mins	66 (44.3%)	61 (40.4%)
>31 mins	41 (27.5%)	34 (22.5%)
Prior use of e-cigarettes, No. (%)	72 (48.3%)	75 (49.7%)
Previous quit attempts, No. (%)		
None	6 (4.2%)	4 (2.7%)
1 to 3	63 (43.8%)	69 (46.3%)
4 to 9	61 (42.4%)	59 (39.6%)
10 and over	14 (9.7%)	17 (11.4%)
No of cigarettes smoked per day, median (IQR)	20.0 (15.0-22.0)	20.0 (15.0-25.0)
How many years are you smoking, median (IQR)	28.0 (22.0-34.0)	26.0 (20.0-35.0)
Readiness to quit score, median (IQR)	27.0 (24.5-29.0)	27.0 (25.0-29.0)

Outcome Measures

Quit rates at 1, 3, 6 and 12 months, No. (%)

	Quit.ie (No.=149)	Allen Carr (No.=151)	P value ^a
1 month	30 (20.1%)	57 (37.7%)	0.0004
3 month	22 (14.8%)	41 (27.2%)	0.004
6 month	23 (15.4%)	35 (23.2%)	0.045
12 month	17 (11.4%)	33 (21.9%)	0.008

^a The alternative hypothesis is that Allen Carr has higher quit rate than Quit.ie

Adverse Events

The only reported adverse effect was one person in the AC treatment who went to see her doctor because of Nicotine withdrawal symptoms; she was prescribed a Nicotine patch and recovered completely.

There were no other reported side effects in this study.