Supplementary Table 1 Indices of fit for the regression models

	AIC	BIC	Adj. R^2
No autocorrelation			
Linear trend model	235.2	240.0	0.10
Quadratic trend model	229.6	235.9	0.25
Cubic trend model	215.9	223.8	0.50
Logarithmic trend model	227.0	231.7	0.29
Exponential trend model	242.2	246.9	0.12
Power trend model	232.8	237.6	0.32
Autocorrelation			
Linear trend model	230.2	239.7	0.03
Quadratic trend model	227.0	238.1	0.15
Cubic trend model	217.5	230.2	0.50
Logarithmic trend model	223.0	232.5	0.10
Exponential trend model	234.7	244.2	0.09
Power trend model	225.6	235.1	0.09

Note: Shading indicates selected model out of all possible models. All models are adjusted for seasonality.

Supplementary Table 2 Results of the linear and best fitting standard regression models

	B	95% CI lower	95% CI upper	p
Linear model				
Intercept	64.578	60.420	68.736	<0.001
Time	0.214	0.018	0.410	0.033
Best fitting model (cubic model)				
Intercept	48.606	41.829	55.383	<0.001
Time	4.158	2.594	5.723	<0.001
Time^2	-0.224	-0.322	-0.126	<0.001
Time^3	0.004	0.002	0.005	<0.001

Note: Intercept = value of the dependent variable at the start of the series.

Time (linear model) = linear slope between time and the dependent variable. If the sign is positive then the dependent variable increases as time increases, if the sign is negative then the dependent variable decreases as time increases.

Time (cubic trend model) = rate of change in the dependent variable at the start of the series.

Time^2 (cubic trend model) = the quadratic trend over the series. If the sign is positive then the model is convex (curvature is upwards), if it is negative then the curve is concave (curvature is downwards).

Time^3 (cubic trend model) = the cubic trend over the time series. If the sign is positive then the quadratic trend is increasingly positive as time increases, if it is negative then the quadratic trend is increasingly negative as time increases.

Supplementary Table 3 Missing data

	n (%) missing
Age	0 (0)
Sex	0 (0)
Social grade	0 (0)
Region	6 (0.1)
Non-daily smoker	0 (0)
Time to first cigarette	18 (0.4)
High motivation to stop	7 (0.1)
Currently cutting down	3 (0.1)
Current use of NRT	0 (0)
Tried to quit in past year	120 (2.4)
Cigarettes per day	83 (1.6)
Strength of urges to smoke	18 (0.4)