

SUPPLEMENTARY FILE

TABLE S2: PERCEPTIONS ABOUT EFFECTIVENESS OF FOUR CATEGORIES OF TOBACCO PACKS BY AGE GROUP

	Delhi (n=1120)			Telangana (n=1001)			Total (N=2121)		
	13-17 years N=147 N (%)	18+ years N=973 N (%)	p-value	13-17 years N=100 N (%)	18+ years N=901 N (%)	p-value	13-17 years N=247 N (%)	18+ years N=1874 N (%)	p-value
Most effective in motivating tobacco users to quit									
Pack A	2 (1.36)	27 (2.77)	0.765*	1 (1.00)	2 (0.22)	0.000*	3 (1.21)	29 (1.55)	0.016*
Pack B	7 (4.76)	37 (3.80)		1 (1.00)	13 (1.44)		8 (3.24)	50 (2.67)	
Pack C	61 (41.50)	407 (41.83)		45 (43.00)	591 (65.59)		106 (42.91)	998 (53.28)	
Pack D	77 (52.38)	502 (51.59)		53 (53.00)	294 (32.63)		130 (52.63)	796 (42.50)	
Most effective in preventing tobacco initiation among non-users									
Pack A	10 (6.80)	67 (6.89)	0.814	1 (1.00)	5 (0.55)	0.726*	11 (4.45)	72 (3.85)	0.953
Pack B	5 (3.40)	32 (3.29)		1 (1.00)	11 (1.22)		6 (2.43)	43 (2.30)	
Pack C	65 (44.22)	391 (40.18)		39 (39.00)	384 (42.62)		104 (42.11)	775 (41.40)	
Pack D	67 (45.58)	483 (49.64)		59 (59.00)	499 (55.38)		126 (51.01)	982 (52.46)	
Most likely to make you think that health risks of tobacco use are extremely serious									
Pack A	1 (0.68)	23 (2.36)	0.691*	1 (1.00)	4 (0.44)	0.007*	2 (0.81)	27 (1.44)	0.197*
Pack B	7 (4.76)	43 (4.42)		2 (2.00)	8 (0.89)		9 (3.66)	51 (2.72)	
Pack C	70 (47.62)	455 (46.76)		37 (37.00)	477 (52.94)		107 (43.50)	932 (49.79)	
Pack D	69 (46.94)	452 (46.45)		59 (59.00)	410 (45.50)		128 (52.03)	862 (46.05)	
Graphic health warnings stand out the most/are most noticeable									
Pack A	9 (6.12)	44 (4.52)	0.701	2 (2.00)	0 (0.00)	0.000*	11 (4.47)	44 (2.35)	0.013
Pack B	9 (6.12)	45 (4.62)		1 (1.00)	6 (0.67)		10 (4.07)	51 (2.72)	
Pack C	60 (40.82)	412 (42.34)		38 (38.00)	510 (56.60)		98 (39.84)	922 (49.23)	
Pack D	69 (46.94)	472 (48.51)		58 (58.00)	384 (42.62)		127 (51.63)	856 (45.70)	
Message conveyed by the graphic health warning is easiest to understand									
Pack A	1 (0.68)	19 (1.95)	0.713*	0 (0.00)	1 (0.11)	0.068*	1 (0.40)	20 (1.07)	0.274*
Pack B	4 (2.72)	36 (3.70)		3 (3.00)	5 (0.55)		7 (2.83)	41 (2.19)	
Pack C	66 (44.90)	454 (46.66)		52 (52.00)	541 (60.04)		118 (47.77)	995 (53.15)	
Pack D	76 (51.70)	463 (47.58)		45 (45.00)	353 (39.18)		121 (48.99)	816 (43.59)	
Packs are most likely to lure an adult into using the product									
Pack A	79 (53.74)	541 (55.60)	0.171	93 (93.00)	777 (86.24)	0.218*	172 (69.92)	1318 (70.41)	0.287
Pack B	40 (27.21)	308 (31.65)		2 (2.00)	65 (7.21)		42 (17.07)	373 (19.93)	
Pack C	15 (10.20)	69 (7.09)		3 (3.00)	43 (4.77)		18 (7.32)	112 (5.98)	
Pack D	12 (8.16)	54 (5.55)		2 (2.00)	15 (1.66)		14 (5.69)	69 (3.69)	
Packs are most likely to lure children and adolescents into using the product									
Pack A	84 (57.14)	576 (59.20)	0.414	81 (81.00)	732 (81.24)	0.295*	165 (66.80)	1308 (69.83)	0.415
Pack B	44 (29.93)	275 (28.26)		12 (12.00)	69 (7.66)		56 (22.67)	344 (18.37)	
Pack C	12 (8.16)	53 (5.45)		4 (4.00)	75 (8.32)		16 (6.48)	128 (6.83)	
Pack D	7 (4.76)	69 (7.09)		3 (3.00)	24 (2.66)		10 (4.05)	93 (4.97)	
Which packs do you support?									
Pack B	8 (5.44)	68 (6.99)	0.429	0 (0.00)	1 (0.11)	0.099*	8 (3.25)	69 (3.68)	0.697
Pack C	58 (39.46)	334 (34.33)		80 (80.00)	664 (73.70)		138 (56.10)	998 (53.28)	
Pack D	81 (55.10)	571 (58.68)		19 (19.00)	235 (26.08)		100 (40.65)	806 (43.03)	

*Fishers Exact Test p-value

Bold values indicate significance – p<0.05