### SUPPLEMENTARY FILE

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

<table>
<thead>
<tr>
<th></th>
<th>Delhi (n=1120)</th>
<th>Telangana (n=1001)</th>
<th>Total (n=2121)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>13-17 years N=147</td>
<td>18+ years N=973</td>
<td>13-17 years N=100</td>
</tr>
<tr>
<td></td>
<td>N (%)</td>
<td>N (%)</td>
<td>N (%)</td>
</tr>
<tr>
<td><strong>Most effective in motivating tobacco users to quit</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pack A</td>
<td>2 (1 36)</td>
<td>27 (2 77)</td>
<td>1 (1 00)</td>
</tr>
<tr>
<td>Pack B</td>
<td>7 (4 36)</td>
<td>37 (3 80)</td>
<td>1 (1 00)</td>
</tr>
<tr>
<td>Pack C</td>
<td>61 (41 50)</td>
<td>407 (41 83)</td>
<td>45 (43 80)</td>
</tr>
<tr>
<td>Pack D</td>
<td>77 (52 38)</td>
<td>502 (51 59)</td>
<td>53 (53 00)</td>
</tr>
<tr>
<td><strong>Most effective in preventing tobacco initiation among non-users</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pack A</td>
<td>10 (6 80)</td>
<td>67 (6 89)</td>
<td>1 (1 00)</td>
</tr>
<tr>
<td>Pack B</td>
<td>5 (3 40)</td>
<td>32 (3 29)</td>
<td>1 (1 00)</td>
</tr>
<tr>
<td>Pack C</td>
<td>65 (44 22)</td>
<td>391 (40 18)</td>
<td>39 (39 00)</td>
</tr>
<tr>
<td>Pack D</td>
<td>67 (45 58)</td>
<td>483 (49 64)</td>
<td>59 (59 00)</td>
</tr>
<tr>
<td><strong>Most likely to make you think that health risks of tobacco use are extremely serious</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pack A</td>
<td>1 (0 68)</td>
<td>23 (2 36)</td>
<td>1 (1 00)</td>
</tr>
<tr>
<td>Pack B</td>
<td>7 (4 76)</td>
<td>43 (4 42)</td>
<td>2 (2 00)</td>
</tr>
<tr>
<td>Pack C</td>
<td>70 (47 62)</td>
<td>455 (46 76)</td>
<td>37 (37 00)</td>
</tr>
<tr>
<td>Pack D</td>
<td>69 (46 94)</td>
<td>452 (46 45)</td>
<td>59 (59 00)</td>
</tr>
<tr>
<td><strong>Graphic health warnings stand out the most/are most noticeable</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pack A</td>
<td>9 (6 12)</td>
<td>44 (4 52)</td>
<td>2 (2 00)</td>
</tr>
<tr>
<td>Pack B</td>
<td>9 (6 12)</td>
<td>45 (4 62)</td>
<td>1 (1 00)</td>
</tr>
<tr>
<td>Pack C</td>
<td>60 (40 82)</td>
<td>412 (42 34)</td>
<td>38 (38 00)</td>
</tr>
<tr>
<td>Pack D</td>
<td>69 (46 94)</td>
<td>472 (48 51)</td>
<td>58 (58 00)</td>
</tr>
<tr>
<td><strong>Message conveyed by the graphic health warning is easiest to understand</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pack A</td>
<td>1 (0 68)</td>
<td>19 (1 95)</td>
<td>0 (0 00)</td>
</tr>
<tr>
<td>Pack B</td>
<td>4 (2 72)</td>
<td>56 (3 70)</td>
<td>3 (3 00)</td>
</tr>
<tr>
<td>Pack C</td>
<td>66 (44 90)</td>
<td>454 (46 66)</td>
<td>52 (52 00)</td>
</tr>
<tr>
<td>Pack D</td>
<td>76 (51 70)</td>
<td>463 (47 58)</td>
<td>45 (45 00)</td>
</tr>
<tr>
<td><strong>Packs are most likely to lure an adult into using the product</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pack A</td>
<td>79 (53 74)</td>
<td>541 (55 60)</td>
<td>93 (93 00)</td>
</tr>
<tr>
<td>Pack B</td>
<td>40 (27 21)</td>
<td>308 (31 65)</td>
<td>2 (2 00)</td>
</tr>
<tr>
<td>Pack C</td>
<td>15 (10 20)</td>
<td>69 (7 09)</td>
<td>3 (3 00)</td>
</tr>
<tr>
<td>Pack D</td>
<td>12 (8 16)</td>
<td>54 (5 55)</td>
<td>2 (2 00)</td>
</tr>
<tr>
<td><strong>Packs are most likely to lure children and adolescents into using the product</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pack A</td>
<td>84 (57 14)</td>
<td>576 (59 20)</td>
<td>81 (81 00)</td>
</tr>
<tr>
<td>Pack B</td>
<td>44 (29 93)</td>
<td>275 (28 26)</td>
<td>12 (12 00)</td>
</tr>
<tr>
<td>Pack C</td>
<td>12 (8 16)</td>
<td>53 (5 45)</td>
<td>4 (4 00)</td>
</tr>
<tr>
<td>Pack D</td>
<td>7 (4 76)</td>
<td>69 (7 09)</td>
<td>3 (3 00)</td>
</tr>
<tr>
<td><strong>Which packs do you support?</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pack B</td>
<td>8 (5 44)</td>
<td>68 (6 99)</td>
<td>0 (0 00)</td>
</tr>
<tr>
<td>Pack C</td>
<td>58 (39 46)</td>
<td>334 (34 33)</td>
<td>80 (80 00)</td>
</tr>
<tr>
<td>Pack D</td>
<td>81 (55 10)</td>
<td>571 (58 68)</td>
<td>19 (19 00)</td>
</tr>
</tbody>
</table>

*Fishers Exact Test p-value

**Bold values indicate significance – p<0.05**

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