

SUPPLEMENTARY FILE

TABLE S3: PERCEPTIONS ABOUT EFFECTIVENESS OF FOUR CATEGORIES OF TOBACCO PACKS BY AREA

	Delhi (n=1120)			Telangana (n=1001)			Total (N=2121)		
	Rural N=140 N (%)	Urban N=980 N (%)	p-value	Rural N=660 N (%)	Urban N=341 N (%)	p-value	Rural N=800 N (%)	Urban N=1321 N (%)	p-value
Most effective in motivating tobacco users to quit									
Pack A	0 (0.00)	29 (2.96)	0.000*	2 (0.30)	1 (0.29)	0.000*	2 (0.25)	30 (2.27)	0.000*
Pack B	1 (0.71)	43 (4.39)		6 (0.91)	8 (2.35)		7 (0.88)	51 (3.86)	
Pack C	47 (33.57)	421 (42.96)		395 (59.85)	241 (70.67)		442 (55.25)	662 (50.15)	
Pack D	92 (65.71)	487 (49.69)		257 (38.94)	90 (26.39)		349 (43.63)	577 (43.71)	
Most effective in preventing tobacco initiation among non-users									
Pack A	1 (0.71)	76 (7.76)	0.000*	2 (0.30)	4 (1.17)	0.000*	3 (0.38)	80 (6.07)	0.000*
Pack B	2 (1.43)	35 (3.57)		5 (0.76)	7 (2.05)		7 (0.88)	42 (3.18)	
Pack C	44 (31.43)	412 (42.04)		309 (46.82)	114 (33.43)		353 (44.13)	526 (39.88)	
Pack D	93 (66.43)	457 (46.63)		344 (52.12)	214 (62.76)		437 (54.63)	671 (50.87)	
Most likely to make you think that health risks of tobacco use are extremely serious									
Pack A	0 (0.00)	24 (2.45)	0.000*	0 (0.00)	5 (1.47)	0.000*	0 (0.00)	29 (2.20)	0.000*
Pack B	0 (0.00)	50 (5.10)		2 (0.30)	8 (2.35)		2 (0.25)	58 (4.39)	
Pack C	49 (35.00)	476 (48.57)		354 (53.64)	160 (46.92)		403 (50.50)	636 (48.18)	
Pack D	91 (65.00)	430 (43.88)		302 (45.76)	167 (48.97)		393 (49.25)	597 (45.23)	
Graphic health warnings stand out the most/are most noticeable									
Pack A	14 (10.00)	39 (3.98)	0.012*	1 (0.15)	1 (0.29)	0.224*	15 (1.88)	40 (3.03)	0.000
Pack B	3 (2.14)	51 (5.20)		2 (0.30)	5 (1.47)		5 (0.63)	56 (4.24)	
Pack C	54 (38.57)	418 (42.65)		362 (54.85)	186 (54.55)		416 (52.07)	604 (45.76)	
Pack D	69 (49.29)	472 (48.16)		292 (44.55)	148 (43.40)		363 (45.43)	620 (46.97)	
Message conveyed by the graphic health warning is easiest to understand									
Pack A	0 (0.00)	20 (2.04)	0.000*	0 (0.00)	1 (0.29)	0.017*	0 (0.00)	21 (1.59)	0.000*
Pack B	0 (0.00)	40 (4.08)		4 (0.61)	4 (1.17)		4 (0.50)	44 (3.33)	
Pack C	42 (30.00)	478 (48.78)		376 (56.97)	217 (63.64)		418 (52.32)	695 (52.65)	
Pack D	97 (69.29)	442 (45.10)		280 (42.42)	118 (34.60)		377 (47.18)	560 (42.42)	
Packs are most likely to lure an adult into using the product									
Pack A	82 (58.57)	538 (54.90)	0.000	598 (90.61)	272 (79.77)	0.000	680 (85.21)	810 (61.36)	0.000
Pack B	26 (18.57)	322 (32.86)		35 (5.30)	32 (9.38)		61 (7.64)	354 (26.82)	
Pack C	12 (8.57)	72 (7.35)		17 (2.58)	29 (8.50)		29 (3.63)	101 (7.65)	
Pack D	18 (12.86)	48 (4.90)		10 (1.52)	7 (2.05)		28 (3.51)	55 (4.17)	
Packs are most likely to lure children and adolescents into using the product									
Pack A	81 (57.86)	579 (59.08)	0.126	559 (84.70)	254 (74.49)	0.001	640 (80.00)	833 (63.11)	0.000
Pack B	36 (25.71)	283 (28.88)		48 (7.27)	33 (9.68)		84 (10.50)	316 (23.94)	
Pack C	7 (5.00)	58 (5.92)		38 (5.76)	41 (12.02)		45 (5.63)	99 (7.50)	
Pack D	16 (11.43)	60 (6.12)		15 (2.27)	12 (3.52)		31 (3.88)	72 (5.45)	
Which packs do you support?									
Pack B	14 (10.00)	62 (6.33)	0.262	1 (0.15)	0 (0.00)	0.039*	15 (1.88)	62 (4.70)	0.000
Pack C	46 (32.86)	346 (35.31)		506 (76.67)	238 (69.79)		552 (69.09)	584 (44.24)	
Pack D	80 (57.14)	572 (58.37)		152 (23.03)	102 (29.91)		232 (29.04)	674 (51.06)	

*Fishers Exact Test p-value

Bold values indicate significance – p<0.05