

SUPPLEMENTARY FILE

TABLE S4: PERCEPTIONS ABOUT EFFECTIVENESS OF FOUR CATEGORIES OF TOBACCO PACKS BY GENDER

	Delhi (n=1120)			Telangana (n=1001)			Total (N=2121)		
	Males N=560 N (%)	Females N=560 N (%)	p-value	Males N=500 N (%)	Females N=501 N (%)	p-value	Males N=1060 N (%)	Females N=1061 N (%)	p-value
Most effective in motivating tobacco users to quit									
Pack A	18 (3.21)	11 (1.96)	0.281	1 (0.20)	2 (0.40)	0.001*	19 (1.79)	13 (1.23)	0.005
Pack B	19 (3.39)	25 (4.46)		3 (0.60)	11 (2.20)		22 (2.08)	36 (3.39)	
Pack C	243 (43.39)	225 (40.18)		343 (68.74)	293 (58.48)		586 (55.34)	518 (48.82)	
Pack D	280 (50.00)	299 (53.39)		152 (30.46)	195 (38.92)		432 (40.79)	494 (46.56)	
Most effective in preventing tobacco initiation among non-users									
Pack A	27 (4.82)	50 (8.93)	0.010	3 (0.60)	3 (0.60)	0.025*	30 (2.83)	53 (5.00)	0.038
Pack B	16 (2.86)	21 (3.75)		5 (1.00)	7 (1.40)		21 (1.98)	28 (2.64)	
Pack C	248 (44.29)	208 (37.14)		189 (37.88)	234 (46.80)		437 (41.27)	442 (41.70)	
Pack D	269 (48.04)	281 (50.18)		302 (60.52)	256 (51.20)		571 (53.92)	537 (50.66)	
Most likely to make you think that health risks of tobacco use are extremely serious									
Pack A	8 (1.43)	16 (2.86)	0.248	2 (0.40)	3 (0.60)	0.399*	10 (0.95)	19 (1.79)	0.239
Pack B	22 (3.93)	28 (5.00)		4 (0.80)	6 (1.20)		26 (2.46)	34 (3.21)	
Pack C	260 (46.43)	265 (47.32)		269 (54.02)	245 (49.00)		529 (50.00)	510 (48.11)	
Pack D	270 (48.21)	251 (44.82)		223 (44.78)	246 (49.20)		493 (46.60)	497 (46.89)	
Graphic health warnings stand out the most/are most noticeable									
Pack A	22 (3.93)	31 (5.54)	0.408	1 (0.20)	1 (0.20)	0.858*	23 (2.17)	32 (3.02)	0.352
Pack B	24 (4.29)	30 (5.36)		3 (0.60)	4 (0.80)		27 (2.55)	34 (3.20)	
Pack C	245 (43.75)	227 (40.54)		279 (56.02)	269 (53.69)		524 (49.53)	496 (46.75)	
Pack D	269 (48.04)	272 (48.57)		215 (43.17)	227 (45.31)		484 (45.75)	499 (47.03)	
Message conveyed by the graphic health warning is easiest to understand									
Pack A	7 (1.25)	13 (2.33)	0.082	0 (0)	1 (0.20)	0.255*	7 (0.66)	14 (1.32)	0.032
Pack B	22 (3.93)	18 (3.22)		3 (0.60)	5 (1.00)		25 (2.36)	23 (2.17)	
Pack C	278 (49.64)	242 (43.29)		308 (61.72)	285 (56.89)		586 (55.34)	527 (49.72)	
Pack D	253 (45.18)	286 (51.16)		188 (37.68)	210 (41.92)		441 (41.64)	496 (46.79)	
Packs are most likely to lure an adult into using the product									
Pack A	295 (52.77)	325 (58.14)	0.112	453 (90.78)	417 (83.23)	0.000*	748 (70.70)	742 (70.00)	0.893
Pack B	192 (34.35)	156 (27.91)		15 (3.01)	52 (10.38)		207 (19.57)	208 (19.62)	
Pack C	38 (6.80)	46 (8.23)		27 (5.41)	19 (3.79)		65 (6.14)	65 (6.13)	
Pack D	34 (6.08)	32 (5.72)		4 (0.80)	13 (2.59)		38 (3.59)	45 (4.25)	
Packs are most likely to lure children and adolescents into using the product									
Pack A	300 (53.57)	360 (64.29)	0.001	417 (83.57)	396 (79.04)	0.074	717 (67.71)	756 (71.25)	0.124
Pack B	187 (33.39)	132 (23.57)		31 (6.21)	50 (9.98)		218 (20.59)	182 (17.15)	
Pack C	36 (6.43)	29 (5.18)		41 (8.22)	38 (7.58)		77 (7.27)	67 (6.31)	
Pack D	37 (6.61)	39 (6.96)		10 (2.00)	17 (3.39)		47 (4.44)	56 (5.28)	
Which packs do you support?									
Pack B	41 (7.32)	35 (6.25)	0.393	0 (0)	1 (0.20)	0.000	41 (3.88)	36 (3.39)	0.001
Pack C	204 (36.43)	188 (33.57)		402 (80.72)	342 (68.26)		606 (57.28)	530 (49.95)	
Pack D	315 (56.25)	337 (60.18)		96 (19.28)	158 (31.54)		411 (38.85)	495 (46.65)	

*Fishers Exact Test p-value

Bold values indicate significance – p<0.05