

SUPPLEMENTARY FILE

**TABLE S1: PERCEPTIONS ABOUT EFFECTIVENESS OF FOUR CATEGORIES OF TOBACCO PACKS BY STATE/UT**

	Delhi (n=1120)		Telangana (n=1001)		Total (N=2121)	
	N	%	N	%	N	%
<b>Most effective in motivating tobacco users to quit</b>						
Pack A	29	2.59	3	0.30	32	1.51
Pack B	44	3.93	14	1.40	58	2.73
Pack C	468	41.79	636	63.54	1104	52.05
Pack D	579	51.70	347	34.67	926	43.66
<b>Most effective in preventing tobacco initiation among non-users</b>						
Pack A	77	6.88	6	0.60	83	3.91
Pack B	37	3.30	12	1.20	49	2.31
Pack C	456	40.71	423	42.26	879	41.44
Pack D	550	49.11	558	55.74	1108	52.24
<b>Most likely to make you think that health risks of tobacco use are extremely serious</b>						
Pack A	24	2.14	5	0.50	29	1.37
Pack B	50	4.46	10	1.00	60	2.83
Pack C	525	46.88	514	51.35	1039	48.99
Pack D	521	46.52	469	46.85	990	46.68
<b>Graphic health warnings stand out the most/are most noticeable</b>						
Pack A	53	4.73	2	0.20	55	2.59
Pack B	54	4.82	7	0.70	61	2.88
Pack C	472	42.14	548	54.75	1020	48.09
Pack D	541	48.30	442	44.16	983	46.35
<b>Message conveyed by the graphic health warning is easiest to understand</b>						
Pack A	20	1.79	1	0.10	21	0.99
Pack B	40	3.57	8	0.80	48	2.26
Pack C	520	46.43	593	59.24	1113	52.48
Pack D	539	48.13	398	39.76	937	44.18
<b>Packs are most likely to lure an adult into using the product</b>						
Pack A	620	55.36	870	86.91	1490	70.25
Pack B	348	31.07	67	6.69	415	19.57
Pack C	84	7.50	46	4.60	130	6.13
Pack D	66	5.89	17	1.70	83	3.91
<b>Packs are most likely to lure children and adolescents into using the product</b>						
Pack A	660	58.93	813	81.22	1473	69.45
Pack B	319	28.48	81	8.09	400	18.86
Pack C	65	5.80	79	7.89	144	6.79
Pack D	76	6.79	27	2.70	103	4.86
<b>Which packs do you support?</b>						
Pack B	76	6.79	1	0.10	77	3.63
Pack C	392	35.00	744	74.33	1136	53.56
Pack D	652	58.21	254	25.37	906	42.72