

SUPPLEMENTARY FILE

TABLE S5: PERCEPTIONS ABOUT EFFECTIVENESS OF FOUR CATEGORIES OF TOBACCO PACKS BY TOBACCO USE STATUS

	Delhi (n=1120)			Telangana (n=999)			Total# (n=2119)		
	Non-User N=833 N (%)	User (Ever or Current) N=287 N (%)	p-value	Non-User N=704 N (%)	User (Ever or Current) N=295 N (%)	p-value	Non-User N=1537 N (%)	User (Ever or Current) N=582 N (%)	p-value
Most effective in motivating tobacco users to quit									
Pack A	22 (2.64)	7 (2.44)	0.831	1 (0.14)	2 (0.68)	0.000*	23 (1.50)	9 (1.55)	0.005
Pack B	32 (3.84)	12 (4.18)		13 (1.85)	0 (0.00)		45 (2.93)	12 (2.06)	
Pack C	342 (41.06)	126 (43.90)		422 (60.03)	213 (72.20)		764 (49.74)	339 (58.25)	
Pack D	437 (52.46)	142 (49.48)		267 (37.98)	80 (27.12)		704 (45.83)	222 (38.14)	
Most effective in preventing tobacco initiation among non-users									
Pack A	53 (6.36)	24 (8.36)	0.711	6 (0.85)	0 (0.00)	0.016*	59 (3.84)	24 (4.12)	0.193
Pack B	28 (3.36)	9 (3.14)		9 (1.28)	2 (0.68)		37 (2.41)	11 (1.89)	
Pack C	342 (41.06)	342 (41.06)		315 (44.87)	108 (36.61)		657 (42.80)	222 (38.14)	
Pack D	410 (49.22)	410 (49.22)		372 (52.99)	185 (62.71)		782 (50.94)	325 (55.84)	
Most likely to make you think that health risks of tobacco use are extremely serious									
Pack A	17 (2.04)	7 (2.44)	0.246	5 (0.71)	0 (0.00)	0.055	22 (1.43)	7 (1.20)	0.045
Pack B	43 (5.16)	7 (2.44)		10 (1.42)	0 (0.00)		53 (3.45)	7 (1.20)	
Pack C	392 (47.06)	133 (46.34)		353 (50.28)	161 (54.76)		745 (48.53)	294 (50.60)	
Pack D	381 (45.74)	140 (48.78)		334 (47.58)	133 (45.24)		715 (46.58)	273 (46.99)	
Graphic health warnings stand out the most/are most noticeable									
Pack A	40 (4.80)	13 (4.53)	0.997	2 (0.28)	0 (0.00)	0.991	42 (2.74)	13 (2.23)	0.898
Pack B	40 (4.80)	14 (4.88)		5 (0.71)	2 (0.68)		45 (2.93)	16 (2.75)	
Pack C	350 (42.02)	122 (42.51)		384 (54.70)	163 (55.25)		734 (47.82)	285 (48.97)	
Pack D	403 (48.38)	138 (48.08)		311 (44.30)	130 (44.07)		714 (46.51)	268 (46.05)	
Message conveyed by the graphic health warning is easiest to understand									
Pack A	14 (1.68)	6 (2.09)	0.652	1 (0.14)	0 (0.00)	0.561	15 (0.98)	6 (1.03)	0.577
Pack B	27 (3.25)	13 (4.53)		7 (1.00)	1 (0.34)		34 (2.21)	14 (2.41)	
Pack C	384 (46.15)	136 (47.39)		409 (58.18)	183 (62.03)		793 (51.66)	319 (54.81)	
Pack D	407 (48.92)	132 (45.99)		286 (40.68)	111 (37.63)		693 (45.15)	243 (41.75)	
Packs are most likely to lure an adult into using the product									
Pack A	465 (55.96)	155 (54.01)	0.797	607 (86.34)	261 (88.47)	0.100	1072 (69.88)	416 (71.48)	0.276
Pack B	255 (30.69)	93 (32.40)		50 (7.11)	17 (5.76)		305 (19.88)	110 (18.90)	
Pack C	60 (7.22)	24 (8.36)		30 (4.27)	16 (5.42)		90 (5.87)	40 (6.87)	
Pack D	51 (6.14)	15 (5.23)		16 (2.28)	1 (0.34)		67 (4.37)	16 (2.75)	
Packs are most likely to lure children and adolescents into using the product									
Pack A	504 (60.50)	156 (54.36)	0.197	576 (81.93)	236 (80.00)	0.173	1080 (70.31)	392 (67.35)	0.366
Pack B	233 (27.97)	86 (29.97)		53 (7.54)	27 (9.15)		286 (18.62)	113 (19.42)	
Pack C	45 (5.40)	20 (6.97)		51 (7.25)	28 (9.49)		96 (6.25)	48 (8.25)	
Pack D	51 (6.12)	25 (8.71)		23 (3.27)	4 (1.36)		74 (4.82)	29 (4.98)	
Which packs do you support?									
Pack B	49 (5.88)	27 (9.41)	0.077	1 (0.14)	0 (0.00)	0.085	50 (3.26)	27 (4.64)	0.111
Pack C	301 (36.13)	91 (31.71)		510 (72.65)	232 (78.64)		811 (52.83)	323 (55.50)	
Pack D	483 (57.98)	169 (58.89)		191 (27.21)	63 (21.36)		674 (43.91)	232 (39.86)	

#2 cases missing;

*Fishers Exact Test p-value

Bold values indicate significance – p<0.05