

**Table S7: Percentage difference between the choice of tobacco pack category in comparison to pack category A (Overall; n=2121)**

|   | Between pack B and A               |                                    | Between pack C and A               |                                    | Between pack D and A               |                                    |
|---|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
|   | Unadjusted % difference (95% CI)   | Adjusted % difference (95% CI)*    | Unadjusted % difference (95% CI)   | Adjusted % difference (95% CI)*    | Unadjusted % difference (95% CI)   | Adjusted % difference (95% CI)*    |
| 1. Most effective in motivating tobacco users to quit                               | <b>1.23</b><br>(0.35 – 2.10)       | 1.18<br>(0.31 – 2.05)              | <b>50.57</b><br>(48.31 – 52.82)    | <b>50.57</b><br>(48.32 – 52.81)    | <b>42.17</b><br>(39.94 – 44.40)    | <b>42.21</b><br>(39.98 – 44.43)    |
| 2. Most effective in preventing initiation of tobacco use                           | <b>-1.60</b><br>(-2.66 – -0.54)    | -1.62<br>(-2.69 – -0.56)           | <b>37.56</b><br>(35.18 – 39.95)    | <b>37.56</b><br>(35.18 – 39.95)    | <b>48.37</b><br>(45.93 – 50.81)    | <b>48.40</b><br>(45.95 – 50.84)    |
| 3. Most likely to make you think that health risks of tobacco are extremely serious | <b>1.46</b><br>(0.59 – 2.33)       | 1.46<br>(0.59 – 2.33)              | <b>47.69</b><br>(45.44 – 49.93)    | <b>47.73</b><br>(45.49 – 49.98)    | <b>45.37</b><br>(43.14 – 47.61)    | <b>45.32</b><br>(43.09 – 47.56)    |
| 4. GHWs are most noticeable   | 0.28<br>(-0.71 – 1.28)             | 0.28<br>(-0.71 – 1.28)             | <b>45.54</b><br>(43.21 – 47.87)    | <b>45.54</b><br>(43.21 – 47.87)    | <b>43.79</b><br>(41.47 – 46.12)    | <b>43.79</b><br>(41.47 – 46.12)    |
| 5. Message conveyed by the GHW is easiest to understand                             | <b>1.27</b><br>(0.51 – 2.04)       | 1.27<br>(0.51 – 2.04)              | <b>51.53</b><br>(49.32 – 53.75)    | <b>51.53</b><br>(49.32 – 53.74)    | <b>43.23</b><br>(41.03 – 45.42)    | <b>43.23</b><br>(41.04 – 45.42)    |
| 6. Most likely to lure adults into using tobacco products                           | <b>-50.75</b><br>(-54.17 – -47.34) | <b>-51.02</b><br>(-54.31 – -47.73) | <b>-64.21</b><br>(-66.74 – -61.68) | <b>-64.23</b><br>(-66.71 – -61.75) | <b>-66.43</b><br>(-68.77 – -64.09) | <b>-66.47</b><br>(-68.77 – -64.18) |
| 7. Most likely to lure children and adolescents into using tobacco products         | <b>-50.61</b><br>(-53.99 – -47.24) | <b>-51.05</b><br>(-54.35 – -47.75) | <b>-62.69</b><br>(-65.28 – -60.10) | <b>-62.77</b><br>(-65.35 – -60.20) | <b>-64.62</b><br>(-67.05 – -62.19) | <b>-64.73</b><br>(-67.14 – -62.31) |

\*linear regression model adjusted for covariates which were significantly associated with the outcome. The covariates were gender (female/male), area (rural/urban), socioeconomic status (low/middle/high), age groups (13-17 yrs/18-24 yrs/25-44 yrs, 44 yrs and above) and tobacco use (never user/user). Q1-SES excluded; Q2-age group excluded; Q3-gender/SES excluded; Q4-gender/SES/tobacco use excluded; Q5-SES/tobacco use/age group excluded; Q6, 7-age group and tobacco use excluded

**Bold numbers indicate significance (p<0.05)**