Table S8: Percentage difference between the choice of tobacco pack category in comparison to pack category A (Delhi; n=1,120)

	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	1.34 (-0.16 ─ 2.83)	1.34 (-0.16 ─ 2.83)	**39.20 (36.04 ─ 42.35)**	**39.20 (36.03 ─ 42.58)**	**49.11 (45.88 ─ 52.33)**	**49.11 (45.90 ─ 52.31)**
2. Most effective in preventing initiation of tobacco use	**-3.57 (-5.43 ─ -1.71)**	-3.55 (-5.43 ─ -1.67)	**33.84 (30.31 ─ 37.36)**	**33.67 (30.13 ─ 37.21)**	**42.23 (38.61 ─ 45.85)**	**42.22 (38.60 ─ 45.84)**
3. Most likely to make you think that health risks of tobacco are extremely serious	**2.32 (0.82 ─ 3.82)**	2.32 (0.82 ─ 3.82)	**44.73 (41.57 ─ 47.89)**	**44.73 (41.58 ─ 47.89)**	**44.37 (41.22 ─ 47.53)**	**44.37 (41.25 ─ 47.50)**
4. GHWs are most noticeable	0.09 (-1.72 ─ 1.90)	0.09 (-1.72 ─ 1.89)	**37.41 (34.05 ─ 40.77)**	**37.41 (34.05 ─ 40.77)**	**43.57 (40.15 ─ 46.99)**	**43.57 (40.15 ─ 46.99)**
5. Message conveyed by the GHW is easiest to understand	**1.79 (0.43 ─ 3.14)**	**1.78 (0.43 ─ 3.14)**	**44.68 (41.56 ─ 47.80)**	**44.67 (41.57 ─ 47.77)**	**46.38 (43.25 ─ 49.51)**	**46.38 (43.25 ─ 49.51)**
6. Most likely to lure adults into using tobacco products	**-24.33 (-29.60 ─ -19.06)**	**-24.36 (-29.63 ─ -19.09)**	**-47.94 (-51.65 ─ -44.23)**	**-47.67 (-51.42 ─ -43.92)**	**-49.55 (-53.11 ─ -45.99)**	**-49.30 (-52.89 ─ -45.71)**
7. Most likely to lure children and adolescents into using tobacco products	**-30.45 (-35.63 ─ -25.26)**	**-30.94 (-36.09 ─ -25.78)**	**-53.12 (-56.67 ─ -49.58)**	**-53.13 (-56.70 ─ -49.58)**	**-52.14 (-55.78 ─ -48.50)**	**-52.14 (-55.80 ─ -48.47)**

*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)