**Supplementary Table 1: Frequency distribution of sociodemographic variables computed to the thoughts and attempts to quit tobacco among tobacco users in the study sample**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SOCIO-DEMO GRAPHIC VARIABLES** | | **Male Smoker (N=8434)** | | **Female Smoker (N=1065)** | | **Male Smoker (N=8434)** | | **Female Smoker (N=1065)** | |
| **Thoughts to quit smoking (n=6565)** | | **Thoughts to quit smoking (n=537)** | | **Attempt to quit smoking (n=8426)** | | **Attempt to quit smoking** | |
| **(n=737)** | |
| **Yes** | **No** | **Yes** | **No** | **Yes** | **No** | **Yes** | **No** |
| **n** | **n** | **n** | **n** | **n** | **n** | **n** | **n** |
| **Wt%(CI)** | **Wt%(CI)** | **Wt%(CI)** | **Wt%(CI)** | **Wt%(CI)** | **Wt%(CI)** | **Wt%(CI)** | **Wt%(CI)** |
| Residence | Urban | 1213 | 888 | 57 | 67 | 886 | 1463 | 61 | 107 |
| 59.6(55.8,63.3) | 40.4(36.7,44.2) | 61(42.7,76.7) | 39(23.3,57.3) | 39.6(36.1,43.1) | 60.4(56.9,63.9) | 32.9(21.3,46.9) | 67.1(53.1,78.7) |
| Rural | 2730 | 1734 | 193 | 220 | 1990 | 4087 | 266 | 630 |
| 63.8(60.9,66.7) | 36.2(33.3,39.1) | 51.1(40.4,61.8) | 48.9(38.2,59.6) | 35.8(33.5,38.2) | 64.2(61.8,66.5) | 30.8(35.3,36.9) | 69.2(63.1,74.7) |
| Age Group | 15-24 | 261 | 167 | 13 | 19 | 151 | 378 | 12 | 33 |
| 68.5(60.4,75.5) | 31.5(24.3,39.6) | 48.1(19.7,77.8) | 51.9(22.2,80.3) | 31.9(24.7,40.2) | 68.1(59.8,75.3) | 55.2(28.5,79.2) | 44.8(20.8,71.5) |
| 25-34 | 922 | 564 | 46 | 46 | 651 | 1237 | 50 | 106 |
| 67.8(63.7,71.6) | 32.2(28.4,36.3) | 72.4(47.9,88.2) | 27.6(11.8,52.1) | 38.4(34.5,42.4) | 61.6(57.6,65.5) | 47.6(27.5,68.5) | 52.4(31.5,72.5) |
| 35-44 | 1119 | 717 | 50 | 68 | 764 | 1495 | 69 | 149 |
| 61.4(57.4,65.3) | 38.6(34.7,42.6) | 42.5(22.8,64.9) | 57.5(35.1,77.2) | 38.5(35.2,42) | 61.5(58,64.8) | 30.8(20.6,43.3) | 69.2(56.7,79.4) |
| 45-54 | 778 | 538 | 62 | 72 | 553 | 1151 | 74 | 166 |
| 58.4(53.8,62.9) | 41.6(37.1,46.2) | 56.9(42.6,70.1) | 43.1(29.9,57.4) | 34.9(30.9,39.1) | 65.1(60.9,69.1) | 28.3(19.1,39.8) | 71.7(60.2,80.9) |
| 55-64 | 544 | 391 | 50 | 49 | 446 | 775 | 66 | 141 |
| 62.2(57.5,66.8) | 37.8(33.2,42.5) | 62.6(46.8,76.1) | 37.4(23.9,53.2) | 38.3(34.2,42.5) | 61.7(57.5,65.8) | 32.7(22.7,44.5) | 67.3(55.5,77.3) |
| 65+ | 319 | 245 | 29 | 33 | 311 | 514 | 56 | 142 |
| 51.5(51.1,63.6) | 42.5(36.4,48.9) | 34.3(18.1,55.2) | 65.7(44.8,81.9) | 35.7(30.9,40.7) | 64.3(59.3,69.1) | 24.5(16.9,34) | 75.5(66,83.1) |
| Education | No formal schooling | 677 | 529 | 147 | 143 | 636 | 1415 | 222 | 481 |
| 60.3(56.1,64.3) | 39.7(35.7,43.9) | 55.1(45.3,64.6) | 44.9(35.4,54.7) | 33.4(30.4,36.5) | 66.6(63.5,69.6) | 29.1(23.7,35.1) | 70.9(64.9,76.3) |
| Less than primary school completed | 568 | 412 | 33 | 37 | 474 | 836 | 27 | 90 |
| 59.1(54,64) | 40.9(36,46) | 46.3(21.3,73.3) | 53.7(26.7,78.7) | 39.7(35.6,43.9) | 60.3(56.1,64.4) | 42.8(22,66.6) | 57.2(33.4,78) |
| Primary school completed | 654 | 423 | 26 | 52 | 478 | 888 | 39 | 72 |
| 63.7(58.6,68.5) | 36.3(31.5,41.4) | 49.5(17.8,81.6) | 50.5(18.4,82.2) | 39.2(35.1,43.6) | 60.8(56.4,64.9) | 66.6(43.2,84) | 33.4(16,56.8) |
| Less than secondary school completed | 840 | 511 | 17 | 32 | 551 | 1010 | 23 | 48 |
| 63.2(59,67.3) | 36.8(32.7,41.0) | 34.7(10.6,70.5) | 65.3(29.5,89.4) | 38.8(34.3,43.5) | 61.2(56.5,65.7) | 29(9.6,60.9) | 71(39.1,90.4) |
| Secondary and higher Sec school | 906 | 568 | 21 | 21 | 546 | 1082 | 14 | 38 |
| 64.5(59.9,68.9) | 35.5(31.1,40.1) | 47(17,79.3) | 53(20.7,83) | 36.1(31.6,40.8) | 63.9(59.2,68.4) | 22.8(7,53.5) | 77.2(46.5,93) |
| College/university and Post graduation | 298 | 178 | 6 | 2 | 190 | 317 | 2 | 7 |
| 67.9(59.7,75.1) | 32.1(24.9,40.3) | 97.6(73.7,99.8) | 2.4(0.2,26.3) | 38.6(31.5,46.3) | 61.4(53.7,68.5) | 1.2(0.1,11.2) | 98.8(88.8,99.9) |
| Occupation | Government employee | 257 | 186 | 7 | 4 | 171 | 312 | 4 | 12 |
| 63.6(54.4,71.9) | 36.4(28.1,45.6) | 47.6(12,85.9) | 52.4(14.1,88) | 35.4(27,44.9) | 64.6(55.1,73) | 12.2(2.9,39.4) | 87.8(60.6,97.1) |
| Non-government employee | 471 | 285 | 4 | 6 | 316 | 525 | 3 | 8 |
| 65.7(59.7,71.2) | 34.3(28.8,40.3) | 91.6(52,99.1) | 8.4(0.9,48) | 43.1(37.3,49.1) | 56.9(50.9,62.7) | 12(1.1,63.5) | 88(36.5,98.9) |
| Daily wage/casual labourer | 1359 | 851 | 51 | 52 | 1009 | 2004 | 69 | 136 |
| Self-employed | 1445 | 969 | 24 | 35 | 1047 | 1995 | 26 | 75 |
| 63.6(60.2,66.9) | 36.4(33.1,39.8) | 65.8(30.9,89.2) | 34.2(10.8,69.1) | 39(35.7,42.4) | 61(57.6,64.3) | 24.6(14,39.5) | 75.4(60.5,86) |
| Student | 80 | 64 | 4 | 6 | 48 | 116 | 0 | 10 |
| 64.7(47.1,79) | 35.3(21,52.9) | 34.6(9.5,72.7) | 65.4(27.3,90.5) | 25.3(14.6,40.2) | 74.7(59.8,85.4) |  | 100 |
| Homemaker | 46 | 41 | 150 | 152 | 37 | 100 | 206 | 419 |
| 60.2(44.9,73.8) | 39.8(26.2,55.1) | 54.9(44.2,65.1) | 45.1(34.9,55.8) | 33.7(22.7,46.7) | 66.3(53.3,77.3) | 34.1(27.6,41.2) | 65.9(58.8,72.4) |
| Retired or unemployed | 285 | 226 | 9 | 31 | 248 | 497 | 19 | 75 |
| 54.2(47,61.2) | 45.8(38.8,53) | 42.8(20.4,68.5) | 57.2(31.5,79.6) | 32.7(27.6,38.2) | 67.3(61.8,72.4) | 21.2(11.9,34.8) | 78.8(65.2,88.1) |
| Wealth index categories | Poorest | 614 | 421 | 64 | 72 | 580 | 1385 | 112 | 315 |
| 60.5(55.4,65.5) | 39.5(34.5,44.6) | 71.2(50.8,85.5) | 28.8(14.5,49.2) | 33.8(30.3,37.5) | 66.2(62.5,69.7) | 36.9(28.9,45.8) | 63.1(54.2,71.1) |
| Middle | 2603 | 1687 | 136 | 177 | 1821 | 3307 | 172 | 352 |
| 62.5(59.7,65.3) | 37.5(34.7,40.3) | 45.2(34.7,56.2) | 54.8(43.8,65.3) | 37.9(35.5,40.4) | 62.1(59.6,64.5) | 26.6(20.6,33.7) | 73.4(66.3,79.4) |
| Richest | 726 | 514 | 50 | 38 | 475 | 858 | 43 | 70 |
| 64.3(59.3,69.0) | 35.7(31.0,40.7) | 67.6(41.6,85.9) | 32.4(14.1,58.4) | 36.8(32.2,41.7) | 63.2(58.3,67.8) | 35(19.3,54.7) | 65(45.3,80.7) |
| Marital Status | Single | 392 | 299 | 9 | 15 | 247 | 603 | 5 | 25 |
| 64.6(57.8,70.8) | 35.4(29.2,42.2) | 81(44.8,95.7) | 19(4.3,55.2) | 32.5(26.5,39.2) | 67.5(60.8,73.5) | 13.9(2,56.3) | 86.1(43.7,98) |
| Married | 3456 | 2262 | 190 | 224 | 2554 | 4776 | 248 | 548 |
| 62.1(59.6,64.6) | 37.9(35.4,40.4) | 49.8(38.7,60.9) | 50.2(39.1,61.3) | 37.6(35.5,39.8) | 62.4(60.2,64.5) | 32.6(26.3,39.6) | 67.4(60.4,73.7) |
| Others (Separated/Divorced/Widowed) | 95 | 61 | 51 | 48 | 75 | 171 | 74 | 164 |
| 65.5(53.2,76) | 34.5(24,46.8) | 58.6(41.7,73.6) | 41.4(26.4,58.3) | 32.5(24,42.2) | 67.5(57.8,76) | 28.9(21,38.4) | 71.1(61.6,79) |
| **SOCIO-DEMO GRAPHIC VARIABLES** | | **Male SLT User (N=7142)** | | **Female SLT User (N=5216)** | | **Male SLT User (N=7142)** | | **Female SLT User (N=5216)** | |
| **Thoughts to quit SLT (n=4869)** | | **Thoughts to quit SLT (n=2301)** | | **Attempt to quit SLT (n=7139)** | | **Attempt to quit SLT (n=5212)** | |
| **Yes** | **No** | **Yes** | **No** | **Yes** | **No** | **Yes** | **No** |
| **n** | **n** | **n** | **n** | **n** | **n** | **n** | **n** |
| **Wt%(CI)** | **Wt%(CI)** | **Wt%(CI)** | **Wt%(CI)** | **Wt%(CI)** | **Wt%(CI)** | **Wt%(CI)** | **Wt%(CI)** |
| Residence | Urban | 779 | 592 | 387 | 315 | 597 | 1132 | 417 | 809 |
| 53.7(48.7,58.5) | 46.3(41.5,51.3) | 43.1(35.2,51.4) | 56.9(48.6,64.8) | 35.9(31.9,40) | 64.1(60,68.1) | 32.6(27.2,38.5) | 67.4(61.5,72.8) |
| Rural | 2022 | 1476 | 824 | 775 | 1706 | 3704 | 947 | 3039 |
| 57.6(54.8,60.4) | 42.4(39.6,45.2) | 45.9(41.8,50.1) | 54.1(49.9,58.2) | 34.8(32.6,36.9) | 65.2(63.1,67.4) | 25.1(22.8,27.6) | 74.9(72.4,77.2) |
| Age Group | 15-24 | 266 | 200 | 88 | 75 | 214 | 459 | 114 | 248 |
| 62(54.9,68.6) | 38(31.4,45.1) | 46.8(34.6,59.4) | 53.2(40.6,65.4) | 39.6(33.8,45.7) | 60.4(54.3,66.2) | 35.5(28.1,43.6) | 64.5(56.4,71.9) |
| 25-34 | 752 | 572 | 323 | 221 | 604 | 1236 | 332 | 810 |
| 57.5(53.2,61.6) | 42.5(38.4,46.8) | 53.6(45.7,61.3) | 46.4(38.7,54.3) | 36.9(33.5,40.5) | 63.1(59.5,66.5) | 35.3(29.8,41.2) | 64.7(58.8,70.2) |
| 35-44 | 869 | 596 | 321 | 279 | 712 | 1316 | 337 | 964 |
| 58.8(55.1,62.5) | 41.2(37.1,53.1) | 45(37.1,53.1) | 55(46.9,62.9) | 39.3(36.2,42.6) | 60.7(57.4,63.8) | 28.1(23.4,33.3) | 71.9(66.7,76.6) |
| 45-54 | 479 | 343 | 250 | 244 | 385 | 825 | 269 | 773 |
| 53.5(47.5,59.4) | 46.5(40.6,52.5) | 46.7(40.4,53.2) | 53.3(46.8,59.6) | 31.2(27.4,35.3) | 68.8(64.7,72.6) | 24.7(21,28.9) | 75.3(71.1,79) |
| 55-64 | 252 | 185 | 150 | 151 | 214 | 533 | 191 | 540 |
| 51.3(44.1,58.3) | 48.7(41.7,55.9) | 45.7(37.4,54.3) | 54.3(45.7,62.6) | 28.4(24.2,33) | 71.6(67,75.8) | 24.7(20.3,29.7) | 75.3(70.3,79.7) |
| 65+ | 183 | 172 | 79 | 120 | 174 | 467 | 121 | 513 |
| 46.1(39,53.4) | 53.9(46.6,61) | 29.2(19.9,40.6) | 70.8(59.4,80.1) | 26.3(21.9,31.2) | 73.7(68.8,78.1) | 20(14.8,26.6) | 80(73.4,85.2) |
| Education | No formal schooling | 365 | 346 | 414 | 463 | 419 | 1107 | 586 | 2010 |
| 50.9(45.4,56.4) | 49.1(43.6,54.6) | 42.8(37.6,48.2) | 57.2(51.8,62.4) | 28.3(25.1,31.8) | 71.7(68.2,74.9) | 23.8(21.4,26.3) | 76.2(73.7,78.6) |
| Less than primary school completed | 338 | 306 | 185 | 170 | 307 | 749 | 215 | 507 |
| 51.4(46.2,56.6) | 48.6(43.4,53.8) | 47.2(38,56.5) | 52.8(43.5,62) | 30(26.3,34.1) | 70(65.9,73.7) | 33.6(27.2,40.7) | 66.4(59.3,72.8) |
| Primary school completed | 467 | 383 | 176 | 149 | 356 | 836 | 171 | 444 |
| 54.7(49.3,60) | 45.3(40,50.7) | 49(40.5,57.5) | 51(42.5,59.5) | 34.3(29.9,39) | 65.7(61,70.1) | 34.1(27.5,41.3) | 65.9(58.7,72.5) |
| Less than secondary school completed | 623 | 424 | 225 | 156 | 494 | 908 | 210 | 479 |
| 56.5(51.7,61.1) | 43.5(38.9,48.3) | 42.9(34.3,52) | 57.1(48,65.7) | 40.1(35.8,44.5) | 59.9(55.5,64.2) | 28.7(22.8,35.3) | 71.3(64.7,77.2) |
| Secondary and higher Sec school | 762 | 479 | 153 | 124 | 562 | 962 | 139 | 323 |
| 61.1(55.9,66) | 38.9(34,44.1) | 50.7(35.3,66) | 49.3(34,64.7) | 39.3(35.4,43.9) | 60.4(56.1,64.6) | 32(23.3,42.1) | 68(57.9,76.7) |
| College/university and Post graduation | 246 | 129 | 56 | 27 | 164 | 271 | 42 | 81 |
| 64.4(56,72) | 35.6(28,44) | 53.7(20.3,84.1) | 46.3(15.9,79.7) | 40.5(33,48.5) | 59.5(51.5,67) | 47.7(20.5,76.3) | 52.3(23.7,79.5) |
| Occupation | Government employee | 156 | 88 | 52 | 31 | 102 | 200 | 38 | 83 |
| 61.7(48.3,73.6) | 38.3(26.4,51.7) | 61.2(33.5,83.1) | 38.8(16.9,66.5) | 40.6(30,52.2) | 59.4(47.8,70) | 26.9(13.2,47) | 83(73.1,53) |
| Non-government employee | 394 | 257 | 50 | 35 | 293 | 492 | 44 | 97 |
| 61.1(55.1,66.7) | 38.9(33.3,44.9) | 47.7(28.3,67.8) | 52.3(32.3,71.7) | 41.1(36.1,46.4) | 58.9(53.6,63.9) | 28(15.8,44.6) | 72(55.4,84.2) |
| Daily wage/casual labourer | 953 | 747 | 242 | 259 | 837 | 1793 | 273 | 841 |
| 54.7(50.9,58.5) | 45.3(41.5,49.1) | 43.9(37.3,50.6) | 56.1(49.4,62.7) | 32.5(29.8,35.3) | 67.5(64.7,70.2) | 24.6(20.8,28.8) | 75.4(71.2,79.2) |
| Self-employed | 1040 | 736 | 156 | 143 | 868 | 1719 | 168 | 502 |
| 56.2(52,60.3) | 43.8(39.7,48) | 49.9(39.6,60.2) | 50.1(39.8,60.4) | 37.8(34.8,40.9) | 62.2(59.1,65.2) | 21.6(16.8,27.4) | 78.4(72.6,83.2) |
| Student | 71 | 52 | 26 | 21 | 37 | 127 | 25 | 59 |
| 75.9(62.8,85.5) | 24.1(14.5,37.2) | 59.5(32.7,81.6) | 40.5(18.4,67.3) | 33.3(21.7,47.2) | 66.7(52.8,78.3) | 47.6(27.7,68.3) | 52.4(31.7,72.3) |
| Homemaker | 19 | 22 | 637 | 539 | 22 | 47 | 742 | 2041 |
| 42.8(22.7,65.6) | 57.2(34.4,77.3) | 45.3(40.2,50.5) | 54.7(49.5,59.8) | 30.9(18,47.6) | 69.1(52.4,82) | 28.5(25.4,31.8) | 71.5(68.2,74.6) |
| Retired or unemployed | 168 | 165 | 48 | 62 | 144 | 457 | 74 | 224 |
| 48.6(41.4,55.8) | 51.4(44.2,58.6) | 31.4(19.6,46.3) | 68.6(53.7,80.4) | 25(20.3,30.3) | 75(69.7,79.7) | 26.3(18.9,35.3) | 73.7(64.7,81.1) |
| Wealth index | Poorest | 535 | 399 | 210 | 192 | 579 | 1377 | 386 | 1258 |
| 59(54,63.8) | 41(36.2,46) | 49.5(41.3,57.7) | 50.5(42.3,58.7) | 33.2(30,36.5) | 66.8(63.5,70) | 25.6(22.2,29.4) | 74.4(70.6,77.8) |
| Middle | 1932 | 1441 | 825 | 766 | 1479 | 3012 | 817 | 2260 |
| 56.3(53.3,59.2) | 43.7(40.8,46.7) | 44.3(,40.2,48.6) | 55.7(51.4,59.8) | 35.6(33.2,38.0) | 64.4(42.0.66.8) | 27.2(24.6,30.0) | 72.8(70.0,75.4) |
| Richest | 334 | 228 | 176 | 132 | 245 | 447 | 161 | 330 |
| 52.8(45.1,60.5) | 47.2(39.5,54.9) | 42.9(31.9,54.7) | 57.1(45.3,68.1) | 36.6(30,43.7) | 63.4(56.3,70) | 29(20.7,39) | 71(61,79.3) |
| Marital Status | Single | 323 | 267 | 84 | 65 | 251 | 581 | 84 | 205 |
| 60.6(54,66.8) | 39.4(33.2,46) | 63.3(47.3,76.8) | 36.7(33,42.6) | 39(33.5,44.9) | 61(55.1,66.5) | 38.7(27.8,50.8) | 61.3(49.2,72.2) |
| Married | 2429 | 1756 | 977 | 844 | 2001 | 4113 | 1048 | 2931 |
| 55.9(38.4,78.2) | 44.1(41.5,46.8) | 45(40.9,49.2) | 55(50.8,59.1) | 34.4(32.4,36.5) | 65.6(63.5,67.6) | 27.7(25,30.6) | 72.3(69.4,75) |
| Others (Separated/Divorced/Widowed) | 48 | 45 | 150 | 181 | 50 | 142 | 232 | 711 |
| 47.7(35,60.6) | 52.3(39.4,65) | 41.1(32.9,49.9) | 58.9(50.1,67.1) | 31.8(22.9,42.1) | 68.2(57.9,77.1) | 22.8(19.1,27) | 77.2(73,80.9) |
| Note: N is the unweighted count of number of smokers and only SLT users included for our study analysis. "n" is the unweighted count of those smokers and SLT users who have responded to the outcome variables. According to the GATS Analysis Package, missing responses, don’t know and refused responses were excluded from all analysis. | | | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Supplementary Table 2a: Association of thoughts and attempt to quit smoking to noticing the dangers of smoking and SLT on different mass media channels-Demographic based analysis** | | | | | | |
| **Mass media** | **Demographic variables** | | **Thoughts to quit smoking** | | **Attempt to quit smoking** | |
| **Male Smokers** | **Female Smokers** | **Male Smokers** | **Female Smokers** |
| **AOR (CI)** | **AOR (CI)** | **AOR (CI)** | **AOR (CI)** |
| Newspaper/Magazine | Wealth Index | Poorest | 1.49(0.93,2.4) | 9.42(0.99,89.52) | 1.45(1,2.1)\* | 0.14(0.02,0.88) |
| Middle | 1.51(1.2,1.91)\* | 4.37(1.58,12.11)\* | 1.07(0.86,1.32) | 1.79(0.55,5.78) |
| Richest | 1.64(1.01,2.67)\* | 0.7(0.11,4.56) | 1.27(0.83,1.94) | 0.41(0.07,2.29) |
| Marital Status | Single | 2.52(1.39,4.57)\* | … | 1.63(0.87,3.04) | 0.93(0.02,54.1) |
| Married | 1.41(1.15,1.74)\* | 1.7(0.67,4.33) | 1.11(0.93,1.32) | 1.11(0.35,3.45) |
| Separated/Divorced/Widowed | 2.82(1.01,7.87)\* | 21.03(2.62,169.19)\* | 0.89(0.3,2.65) | 1.1(0.18,6.73) |
| TV | Wealth Index | Poorest | 1.63(1.05,2.52)\* | 0.57(0.11,3.02) | 1.53(1.1,2.12)\* | 0.44(0.13,1.53) |
| Middle | 1.01(0.71,1.44) | 0.8(0.19,3.3) | 1.08(0.84,1.38) | 1.2(0.56,2.59) |
| Richest | 1.79(0.77,4.15) | 0.01(0,0.33) | 1.04(0.56,1.93) | 0.49(0.06,3.92) |
| Marital Status | Single | 1.58(0.71,3.52)\* | …. | 1.03(0.43,2.44) | 126.94(1.12,14348.75)\* |
| Married | 1.24(0.93,1.63) | 0.63(0.19,2.08) | 1.17(0.96,1.41) | 1.16(0.54,2.52) |
| Separated/Divorced/Widowed | 0.96(0.31,2.98) | 0.24(0.03,1.73) | 1.61(0.61,4.21) | 0.48(0.16,1.44) |
| Radio | Wealth Index | Poorest | 2.85(1.65,4.94)\* | 5.63(1.1,28.74)\* | 1.81(1.16,2.84)\* | 1.79(0.44,7.32) |
| Middle | 1.76(1.26,2.45)\* | 1.04(0.3,3.62) | 0.95(0.71,1.28) | 0.87(0.31,2.47) |
| Richest | 1.2(0.74,1.96) | 0.53(0.05,6.26) | 1.45(0.89,2.37) | 11.38(0.1,1282.98) |
| Marital Status | Single | 4.01(1.99,8.08)\* | … | 1.35(0.65,2.8) | 0.68(0.17,2.68) |
| Married | 1.6(1.24,2.07)\* | 2.27(0.77,6.67) | 1.14(0.9,1.45) | 1.93(0.75,4.97) |
| Separated/Divorced/Widowed | 2.05(0.45,9.36) | 0.05(0,0.69) | 2.66(0.5,14.15) | 0.46(0.03,7.7) |
| Billboards/ Hoardings | Wealth Index | Poorest | 1.1(0.71,1.69) | 1.21(0.24,6.02) | 1.6(1.1,2.33)\* | 0.01(0,0.07) |
| Middle | 1.61(1.31,1.98)\* | 2.04(0.59,7.04) | 1.08(0.87,1.34) | 1.34(0.89,2.02) |
| Richest | 1.77(1.15,2.7)\* | 6.67(0.79,56.7) | 0.22(0.06,0.79) | 0.69(0.12,4.2) |
| Marital Status | Single | 1.78(0.99,3.17) | 0.12(0,5.66) | 0.92(0.51,1.66) | 1.45(0.24,8.78) |
| Married | 1.5(1.25,1.81)\* | 1.89(0.61,5.89) | 1.21(1.02,1.43)\* | 0.2(0.07,0.63) |
| Separated/Divorced/Widowed | 2.27(0.9,5.7) | 13.63(2.29,81.16)\* | 2.4(0.82,7.05) | 0.64(0.07,5.88) |
| Cinema | Wealth Index | Poorest | 1.48(0.94,2.34) | 0.06(0.01,0.89) | 1.25(0.82,1.9) | 1.21(0.28,5.19) |
| Middle | 1.32(1.05,1.65)\* | 0.35(0.11,1.12) | 1.08(0.84,1.39) | 0.71(0.24,2.04) |
| Richest | 1.23(0.79,1.9) | 0.97(0.16,6.06) | 1.09(0.7,1.71) | 2.86(0.56,14.69) |
| Marital Status | Single | 1.65(0.96,2.86) | 0.02(0,0.41) | 1.08(0.58,1.99) | … |
| Married | 1.3(1.07,1.58)\* | 0.32(0.12,0.86) | 1.1(0.9,1.34) | 0.52(0.2,1.35) |
| Separated/Divorced/Widowed | 0.75(0.29,1.96) | 2.93(0.22,38.91) | 1.59(0.53,4.76) | 7.41(0.64,85.68) |
| Internet | Wealth Index | Poorest | 4.01(0.86,18.6) | 1.53(0.16,14.62) | 1.51(0.46,4.96) | … |
| Middle | 1.66(0.84,3.27) | 6.3(0.73,54.5) | 0.95(0.52,1.72) | 0.11(0.01,1.39) |
| Richest | 1.57(0.93,2.65) | 6.37(0.44,92.29) | 1.77(1.07,2.92)\* | 0.62(0.02,19.04) |
| Marital Status | Single | 1.73(0.68,4.4) | 0.2(0,13.85) | 0.97(0.38,2.45) | 0(0,0) |
| Married | 1.68(1.09,2.58)\* | 6.44(0.75,55.47) | 1.54(1.01,2.33)\* | 0.1(0.01,0.99) |
| Separated/Divorced/Widowed | 22.57(1.5,339.72)\* | 22.36(0.63,793.7) | 130.06(10.55,1603.13)\* | 0.01(0,0.13) |
| Public transportation | Wealth Index | Poorest | 1.76(1.15,2.71)\* | 0.39(0.08,1.96) | 1.51(1.04,2.2) | 1.17(0.36,3.76) |
| Middle | 1.37(1.11,1.7)\* | 1.36(0.47,3.92) | 1.14(0.93,1.4) | 0.26(0.1,0.68) |
| Richest | 1.63(1.06,2.51)\* | 2(0.45,8.94) | 1.47(0.96,2.24) | 1.4(0.36,5.45) |
| Marital Status | Single | 1.44(0.8,2.57) | … | 1.62(0.87,3.02) | 1.52(0.26,8.77) |
| Married | 1.45(1.2,1.74)\* | 1.09(0.41,2.93) | 1.19(1,1.41)\* | 0.36(0.17,0.79) |
| Separated/Divorced/Widowed | 2.38(0.99,5.74) | 8.49(1.59,45.45)\* | 1.19(1,1.41)\* | 1.15(0.22,6.05) |
| Public walls | Wealth Index | Poorest | 1.78(1.2,2.65)\* | 4.25(0.65,27.69) | 1.5(1.02,2.2)\* | 0.86(0.17,4.43) |
| Middle | 1.57(1.24,1.98)\* | 1.7(0.47,6.13) | 1.35(1.09,1.68)\* | 0.22(0.07,0.69) |
| Richest | 2.15(1.40,3.30)\* | 20.97(3.5,125.57) | 1.85(1.23,2.8)\* | 2.17(0.37,12.91) |
| Marital Status | Single | 1.97(1.05,3.7)\* | 0.05(0,0.88) | 1.61(0.87,2.98) | 5(0.11,235.43) |
| Married | 1.64(1.34,2)\* | 2.58(0.83,8.07) | 1.4(1.17,1.66)\* | 0.38(0.14,1.03) |
| Separated/Divorced/Widowed | 2.44(0.83,7.15) | 12.15(1.48,100.03)\* | 3.43(1.19,9.86)\* | 0.95(0.12,7.43) |
| **Note:** OR's are adjusted by age, residence, marital status, wealth index. \*=P value less than 0.05 denoting statistical significance. The Reference category for the OR is "No"- Thoughts and Attempt to quit smoking and "No" notice of anti-tobacco information on the different media channels. The variables with no mention of OR in the table represented a very small sample size in those categories to generate ORs. | | | | | | |
| **Supplementary Table 2b: Association of thoughts and attempt to quit SLT to noticing the dangers of smoking and SLT on different mass media channels-Demographic based analysis** | | | | | | |
| **Mass media** | **Demographic variables** | | **Thoughts to quit SLT** | | **Attempt to quit SLT** | |
| **Male SLT user** | **Female SLT user** | **Male SLT user** | **Female SLT user** |
| **AOR (CI)** | **AOR (CI)** | **AOR (CI)** | **AOR (CI)** |
| Newspaper/Magazine | Wealth Index | Poorest | 1.43(0.95,2.17) | 1.35(0.52,3.25) | 1.53(1.13,2.08)\* | 0.71(0.28,1.78 |
| Middle | 1.51(1.2,1.91)\* | 1.34(0.88,2.06) | 1.34(1.1,1.64)\* | 1.07(0.68,1.69) |
| Richest | 1.3(0.69,2.44) | 1.51(0.62,3.69) | 1.26(0.72,2.2) | 2.73(1.17,6.35)\* |
| Marital Status | Single | 1.53(0.9,2.61) | 1.91(0.52,6.99) | 0.97(0.61,1.55) | 0.95(0.29,3.09) |
| Married | 1.51(1.21,1.87)\* | 1.3(0.89,1.9) | 1.52(1.27,1.8)\* | 1.25(0.78,1.98) |
| Separated/Divorced/Widowed | 1.03(0.34,3.12) | 1.6(0.45,5.68) | 0.66(0.27,1.6) | 1.52(0.57,4.06) |
| TV | Wealth Index | Poorest | 1.29(0.87,1.92) | 0.88(0.44,1.75) | 1.6(1.15,2.22)\* | 1.49(0.96,2.32) |
| Middle | 1.02(0.74,1.41) | 0.94(0.52,1.7) | 1.13(0.92,1.4) | 0.94(0.7,1.28) |
| Richest | 1.16(0.34,3.99) | 0.81(0.17,3.93) | 1.19(0.64,2.2) | 2.94(1.18,7.3)\* |
| Marital Status | Single | 1.11(0.57,2.19) | 0.61(0.09,4.26) | 1.2(0.73,1.95) | 2.08(0.71,6.15) |
| Married | 1.11(0.86,1.44) | 0.77(0.46,1.29) | 1.26(1.04,1.54)\* | 1.08(0.81,1.42) |
| Separated/Divorced/Widowed | 1.31(0.32,5.39) | 2.17(0.8,5.89) | 1.02(0.41,2.54) | 1.26(0.72,2.23) |
| Radio | Wealth Index | Poorest | 2.07(1.23,3.49)\* | 1.08(0.37,3.18) | 2.03(1.29,3.2)\* | 2.73(0.92,8.08) |
| Middle | 2.19(1.56,3.08)\* | 0.95(0.42,2.15) | 1.14(0.82,1.58) | 0.83(0.28,2.44) |
| Richest | 2.14(0.88,5.21) | 0.7(0.13,3.73) | 2.92(1.32,6.42)\* | 1.14(0.29,4.47) |
| Marital Status | Single | 1.93(0.96,3.85) | 2.66(0.31,23.08) | 0.91(0.45,1.84) | 10.01(1.22,82.32)\* |
| Married | 2.16(1.58,2.96)\* | 0.68(0.3,1.55) | 1.52(1.12,2.06)\* | 1.23(0.53,2.85) |
| Separated/Divorced/Widowed | 9.89(1.15,85.31)\* | 3.3(0.53,20.45) | 5.5(1.48,20.49)\* | 0.58(0.06,5.39) |
| Billboards/ Hoardings | Wealth Index | Poorest | 1.23(0.85,1.79) | 2.49(1.14,5.42)\* | 1.61(1.14,2.27)\* | 2.29(1.15,4.55)\* |
| Middle | 1.29(1.01,1.65)\* | 0.84(0.56,1.28) | 1.12(0.9,1.38) | 1.02(0.69,1.51) |
| Richest | 2.84(1.63,4.94)\* | 1.36(0.54,3.4) | 2.03(1.21,3.41)\* | 0.87(0.36,2.1) |
| Marital Status | Single | 1.41(0.82,2.41) | 0.98(0.17,5.68) | 1.03(0.62,1.72) | 1.98(0.43,9.19) |
| Married | 1.39(1.12,1.73)\* | 1.05(0.71,1.57) | 1.37(1.13,1.65)\* | 1.06(0.7,1.6) |
| Separated/Divorced/Widowed | 2.32(0.7,7.7) | 0.77(0.34,1.76) | 0.97(0.35,2.67) | 1.31(0.59,2.89) |
| Cinema | Wealth Index | Poorest | 0.83(0.54,1.26) | 1.34(0.6,2.99) | 1.29(0.87,1.9) | 2.11(0.91,4.85) |
| Middle | 1.01(0.79,1.29) | 1.17(0.79,1.73) | 1.03(0.82,1.29) | 0.84(0.55,1.29) |
| Richest | 1.37(0.76,2.47) | 1.81(0.69,4.75) | 0.76(0.44,1.32) | 2.85(1.28,6.39)\* |
| Marital Status | Single | 1.08(0.64,1.82) | 1.78(0.44,7.14) | 1.15(0.7,1.89) | 1.66(0.3,9.34) |
| Married | 0.98(0.79,1.22) | 1.16(0.78,1.73) | 1.03(0.84,1.26) | 1.04(0.71,1.52) |
| Separated/Divorced/Widowed | 1.32(0.32,5.41) | 1.6(0.75,3.41) | 0.68(0.17,2.76) | 1.8(0.87,3.72) |
| Internet | Wealth Index | Poorest | 0.94(0.26,3.41) | 0.79(0.06,10.11) | 1.99(0.61,6.49) | 0.44(0.04,5.01) |
| Middle | 0.88(0.51,1.53) | 0.46(0.13,1.66) | 1.6(0.9,2.85) | 0.78(0.12,4.94) |
| Richest | 1.88(0.79,4.46) | 1.23(0.42,3.58) | 1.8(0.77,4.19) | 3.86(1.44,10.31)\* |
| Marital Status | Single | 1.84(0.7,4.82) | 4.95(0.68,36.15) | 3.06(1.18,7.88)\* | 4.35(0.47,40.58) |
| Married | 0.95(0.58,1.53) | 0.71(0.19,2.65) | 1.4(0.85,2.3) | 0.82(0.17,3.93) |
| Separated/Divorced/Widowed | … | 0.75(0.1,5.47) | … | 5.38(0.7,41.64) |
| Public transportation | Wealth Index | Poorest | 1.09(0.76,1.55) | 1.1(0.49,2.47) | 1.87(1.37,2.57)\* | 2.58(1.19,5.61)\* |
| Middle | 1.42(1.13,1.78)\* | 1.07(0.69,1.68) | 1.28(1.04,1.57)\* | 0.9(0.62,1.3) |
| Richest | 3.17(1.82,5.53)\* | 1.23(0.47,3.24) | 2.35(1.42,3.88)\* | 0.73(0.28,1.96) |
| Marital Status | Single | 1.48(0.88,2.49) | 1.36(0.32,5.81) | 1.49(0.91,2.45) | 0.24(0.05,1.25) |
| Married | 1.43(1.17,1.76)\* | 1.04(0.69,1.59) | 1.5(1.26,1.78)\* | 1.03(0.7,1.54) |
| Separated/Divorced/Widowed | 2.68(0.91,7.88) | 1.33(0.54,3.29) | 0.88(0.27,2.84) | 1.67(0.69,4.02) |
| Public walls | Wealth Index | Poorest | 1.05(0.73,1.51) | 1.5(0.7,3.18) | 1.31(0.92,1.87) | 1.54(0.63,3.78) |
| Middle | 1.34(1.06,1.7)\* | 0.87(0.57,1.33) | 1.28(1.04,1.58)\* | 0.83(0.55,1.26) |
| Richest | 1.59(0.85,2.98) | 1.79(0.67,4.76) | 1.7(0.98,2.95) | 1.47(0.59,3.7) |
| Marital Status | Single | 1.03(0.58,1.84) | 3.45(0.82,14.56) | 1.07(0.62,1.83) | 0.53(0.14,2.07) |
| Married | 1.34(1.08,1.66)\* | 0.97(0.67,1.41) | 1.38(1.14,1.66)\* | 0.86(0.55,1.35) |
| Separated/Divorced/Widowed | 3.96(1.31,12)\* | 1.17(0.51,2.7) | 1.16(0.42,3.19) | 2.32(0.91,5.95) |
| **Note:** OR's are adjusted by age, residence, marital status, wealth index \*=P value less than 0.05 denoting statistical significance. The Reference category for the OR is "No"- Thoughts and Attempt to quit SLT respectively and "No" notice of anti-tobacco information on the different media channels. The variables with no mention of OR in the table represented a very small sample size in those categories to generate ORs. | | | | | | |