

Supplemental Table 1: Multinomial logistic regression for perceptions of SLT packaging with graphic or text health warning labels

		Deliver dangerous chemicals				Have the best taste				Attract attention			
		Graphic		Text		Graphic		Text		Graphic		Text	
		OR	CI	OR	CI	OR	CI	OR	CI	OR	CI	OR	CI
Age	26-65	Ref		Ref		Ref		Ref		Ref		Ref	
	14-17	1.377	0.937-2.024	1.651	0.626-4.352	0.690	0.243-1.958	1.698*	1.110-2.599	1.356	0.922-1.994	1.671*	1.009-2.768
	18-25	1.464*	1.068-2.008	1.517	0.689-3.338	1.067	0.534-2.130	1.819***	1.280-2.584	1.872***	1.344-2.606	2.112***	1.383-3.225
Sex	Male	Ref		Ref		Ref		Ref		Ref		Ref	
	Female	0.832	0.634-1.093	1.314	0.676-2.558	1.042	0.557-1.946	0.858	0.636-1.156	1.098	0.828-1.455	0.801	0.557-1.150
Tobacco	Non-user	Ref		Ref		Ref		Ref		Ref		Ref	
	User	1.650***	1.231-2.211	2.086*	1.002-4.344	2.258*	1.127-4.525	1.677**	1.214-2.317	1.097	0.811-1.484	1.614*	1.093-2.382
Race	White	Ref		Ref		Ref		Ref		Ref		Ref	
	Other	0.868	0.519-1.452	4.850***	2.001-11.753	3.181**	1.325-7.636	0.905	0.522-1.569	0.776	0.469-1.284	0.514+	0.251-1.051
	Hispanic	1.047	0.670-1.637	3.818**	1.601-9.103	2.142+	0.847-5.248	0.980	0.605-1.587	0.652+	0.412-1.032	0.676	0.378-1.212
	Black	0.687	0.378-1.246	3.277*	1.140-9.416	3.169*	1.215-8.268	0.722	0.373-1.398	0.506*	0.287-0.892	0.685	0.343-1.370
		Dangerous to health				Appeal to peers				Consider health risks			
		Graphic		Text		Graphic		Text		Graphic		Text	
		OR	CI	OR	CI	OR	CI	OR	CI	OR	CI	OR	CI
Age	26-65	Ref		Ref		Ref		Ref		Ref		Ref	
	14-17	1.521*	1.026-2.555	0.801	0.322-1.993	1.814	0.829-3.969	1.860***	1.293-2.675	1.493*	1.026-2.171	0.463	0.147-1.455
	18-25	1.434*	1.033-1.992	0.851	0.435-1.661	1.760+	0.945-3.277	2.669***	1.951-3.653	1.898***	1.371-2.629	1.833+	0.944-3.559
Sex	Male	Ref		Ref		Ref		Ref		Ref		Ref	
	Female	0.849	0.641-1.125	1.155	0.636-2.099	2.089**	1.196-3.647	1.119	0.857-1.462	1.182	0.897-1.558	1.646	0.899-3.012
Tobacco	Non-user	Ref		Ref		Ref		Ref		Ref		Ref	
	User	1.569**	1.159-2.123	2.074*	1.079-3.986	3.139***	1.694-5.817	1.338*	1.006-1.780	1.097	0.817-1.473	1.625	0.848-3.115
Race	White	Ref		Ref		Ref		Ref		Ref		Ref	
	Other	1.085	0.648-1.818	3.731**	1.616-8.614	2.106+	0.959-4.629	0.562*	0.341-0.926	0.508**	0.308-0.838	3.385**	1.439-7.960
	Hispanic	1.164	0.737-1.839	3.471**	1.606-7.501	1.500	0.716*-3.143	0.514**	0.329-0.802	0.571*	0.360-0.905	5.200***	2.451-11.032
	Black	0.964	0.542-1.714	1.964	0.649-5.947	1.203	0.434-3.330	0.582*	0.341-0.991	0.470**	0.275-0.802	2.513+	0.914-6.910
		Less attractive to smoker				Want to be seen using				Reduce health risks			
		Graphic		Text		Graphic		Text		Graphic		Text	
		OR	CI	OR	CI	OR	CI	OR	CI	OR	CI	OR	CI
Age	26-65	Ref		Ref		Ref		Ref		Ref		Ref	
	14-17	1.738**	1.191-2.537	0.980	0.406-2.365	1.241	0.512-3.007	1.780**	1.242-2.552	0.932	0.493-1.763	1.553*	1.023-2.358
	18-25	1.782***	1.293-2.456	2.063*	1.124-3.784	1.201	0.626-2.306	2.326***	1.707-3.169	1.097	0.685-1.755	1.394+	0.979-1.986
Sex	Male	Ref		Ref		Ref		Ref		Ref		Ref	
	Female	1.219	0.927-1.605	1.048	0.615-1.786	1.358	0.762-2.421	1.448**	1.112-1.886	1.100	0.726-1.668	0.955	0.706-1.291
Tobacco	Non-user	Ref		Ref		Ref		Ref		Ref		Ref	
	User	1.212	0.904-1.625	1.566	0.882-2.780	4.135***	2.097-8.152	1.379*	1.404-1.830	2.201***	1.393-3.478	1.542**	1.114-2.135
Race	White	Ref		Ref		Ref		Ref		Ref		Ref	
	Other	0.550*	0.332-0.909	2.164*	1.012-4.626	2.904**	1.354-6.230	0.514**	0.311-0.850	2.461**	1.319-4.590	0.671	0.360-1.248
	Hispanic	0.634*	0.405-0.993	1.782	0.839-3.782	0.683	0.227-2.050	0.788	0.513-1.211	2.536***	1.432-4.492	0.936	0.560-1.562
	Black	0.643	0.371-1.114	2.127+	0.877-5.158	2.227+	0.889-5.576	0.641	0.374-1.098	2.185*	1.030-4.634	1.178	0.648-2.141
<p>Note: "No Difference" is the referent; +p<.10, *p<.05, **p<.01, ***p<.001</p>													