

Table 1A. Sensitivity analyses of smoking susceptibility among never smokers and individual index variables, analyzed separately and together, and with the index as a continuous variable

		bivariate			Adj 1 (brand recall)			Adj 2 (PoS)			Adj 3 (all marketing indicators)			Adj 4 (index continuous)		
		OR	SE	p	AOR	SE	p	AOR	SE	p	AOR	SE	p	AOR	SE	p
PoS exposure (tienda-quartiles)	<i>ref</i>															
	1	1.16	0.16	0.28	N/A	N/A	N/A	1.27	0.24	0.22	1.21	0.23	0.31	N/A	N/A	N/A
	2	1.98	0.23	0	N/A	N/A	N/A	1.66	0.24	0.001	1.59	0.26	0.004	N/A	N/A	N/A
	3	2.29	0.3	0	N/A	N/A	N/A	1.96	0.23	0	1.87	0.25	0	N/A	N/A	N/A
brand recall	<i>None</i>															
	1	1.1	0.13	0.41	1.02	0.15	0.9	N/A	N/A	N/A	0.98	0.13	0.89	N/A	N/A	N/A
	2	1.33	0.21	0.07	1.1	0.18	0.58	N/A	N/A	N/A	1.03	0.18	0.85	N/A	N/A	N/A
	3	1.54	0.35	0.06	1.31	0.31	0.25	N/A	N/A	N/A	1.23	0.31	0.41	N/A	N/A	N/A
Own branded merchandise	<i>yes (v no)</i>	3.00	0.46	0	N/A	N/A	N/A	N/A	N/A	N/A	1.87	0.4	0.003	N/A	N/A	N/A
Marketing receptivity (Continuous)		1.56	0.06	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1.35	0.06	0

*all adjusted models include the following variables: sex, age, parental education, parent smoking, sibling smoking, friend smoking, sensation seeking.

Table 2A. Sensitivity analyses of willingness to try branded tobacco among never smokers and individual index variables, analyzed separately and together, and with the index as a continuous variable

		bivariate			Adj 1 (brand recall)			Adj 2 (PoS)			Adj 3 (all marketing indicators)			Adj 4 (index continuous)		
		OR	SE	p	AOR	SE	p	AOR	SE	p	AOR	SE	p	AOR	SE	p
PoS exposure (tienda-quartiles)	<i>ref</i>				N/A	N/A	N/A									
	1	1.16	0.16	0.28	N/A	N/A	N/A	1.14	0.2	0.45	1.12	0.19	0.5	N/A	N/A	N/A
	2	1.43	0.14	0	N/A	N/A	N/A	1.38	0.16	0.01	1.35	0.15	0.01	N/A	N/A	N/A
	3	1.56	0.21	0	N/A	N/A	N/A	1.51	0.22	0.004	1.35	0.19	0.03	N/A	N/A	N/A
brand recall	<i>None</i>							N/A	N/A	N/A						
	1	1.8	0.16	0	1.96	0.22	0	N/A	N/A	N/A	2.03	0.23	0	N/A	N/A	N/A
	2	2.36	0.33	0	2.22	0.33	0	N/A	N/A	N/A	2.22	0.34	0	N/A	N/A	N/A
	3	2.59	0.52	0	2.74	0.56	0	N/A	N/A	N/A	2.74	0.52	0	N/A	N/A	N/A
Own branded merchandise	<i>yes (v no)</i>	2.09	0.43	0	N/A	N/A	N/A	N/A	N/A	N/A	1.63	0.27	0.003	N/A	N/A	N/A
Marketing receptivity (Continuous)			1.78	0.09	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1.49	0.08

*all adjusted models include the following variables: sex, age, parental education, parent smoking, sibling smoking, friend smoking, sensation seeking.

Table 3A. Sensitivity analyses of current smoking and individual index variables, analyzed separately and together, and with the index as a continuous variable

		bivariate			Adj 1 (brand recall)			Adj 2 (PoS)			Adj 3 (all marketing indicators)			Adj 4 (index continuous)		
		OR	SE	p	AOR	SE	p	AOR	SE	p	AOR	SE	p	AOR	SE	p
PoS exposure (tienda-quartiles)	<i>ref</i>				N/A	N/A	N/A									
	1	1.64	0.35	0.02	N/A	N/A	N/A	2.67	0.83	0.002	2.66	0.83	0.002	N/A	N/A	N/A
	2	2.72	0.42	0	N/A	N/A	N/A	2.73	0.47	0	2.64	0.47	0	N/A	N/A	N/A
	3	3.2	0.58	0	N/A	N/A	N/A	3.09	0.82	0	2.71	0.77	0	N/A	N/A	N/A
brand recall	<i>None</i>							N/A	N/A	N/A						
	1	1.47	0.24	0.02	1.42	0.33	0.14	N/A	N/A	N/A	1.38	0.33	0.18	N/A	N/A	N/A
	2	2.79	0.46	0	1.49	0.29	0.04	N/A	N/A	N/A	1.56	0.32	0.03	N/A	N/A	N/A
	3	3.89	0.81	0	2.34	0.67	0.003	N/A	N/A	N/A	2.32	0.7	0.005	N/A	N/A	N/A
Own branded merchandise	<i>yes (v no)</i>	3.47	0.6	0	N/A	N/A	N/A	N/A	N/A	N/A	1.51	0.31	0.04	N/A	N/A	N/A
Marketing receptivity (Continuous)		2.02	0.13	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1.48	0.12	0.00

*all adjusted models include the following variables: sex, age, parental education, parent smoking, sibling smoking, friend smoking, sensation seeking.

Table 4A. Sensitivity analyses of positive expectancies amongst never smokers and individual index variables, analyzed separately and together, and with the index as a continuous variable

		bivariate			Adj 1 (brand recall)			Adj 2 (PoS)			Adj 3 (all marketing indicators)			Adj 4 (index continuous)		
		OR	SE	p	AOR	SE	p	AOR	SE	p	AOR	SE	p	AOR	SE	p
PoS exposure (tienda-quartiles)	<i>ref</i>															
	1	0.07	0.06	0.24	N/A	N/A	N/A	0.09	0.07	0.21	0.08	0.07	0.22	N/A	N/A	N/A
	2	0.15	0.05	0.01	N/A	N/A	N/A	0.08	0.06	0.18	0.07	0.06	0.28	N/A	N/A	N/A
	3	0.24	0.06	0	N/A	N/A	N/A	0.13	0.06	0.06	0.11	0.07	0.14	N/A	N/A	N/A
brand recall	<i>None</i>															
	1	0.1	0.06	0.19	0.06	0.07	0.35	N/A	N/A	N/A	0.06	0.07	0.34	N/A	N/A	N/A
	2	0.28	0.08	0.001	0.13	0.07	0.05	N/A	N/A	N/A	0.12	0.07	0.1	N/A	N/A	N/A
	3	0.34	0.07	0	0.23	0.09	0.02	N/A	N/A	N/A	0.2	0.09	0.03	N/A	N/A	N/A
Own branded merchandise	<i>yes (v no)</i>	0.41	0.07	0	N/A	N/A	N/A	N/A	N/A	N/A	0.26	0.11	0.03	N/A	N/A	N/A
Marketing receptivity (Continuous)		2.02	0.18	0.02	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0.1	0.02

*all adjusted models include the following variables: sex, age, parental education, parent smoking, sibling smoking, friend smoking, sensation seeking.

Table 5A. Sensitivity analyses of positive expectancies amongst current smokers and individual index variables, analyzed separately and together, and with the index as a continuous variable

		bivariate			Adj 1 (brand recall)			Adj 2 (PoS)			Adj 3 (all marketing indicators)			Adj 4 (index continuous)		
		OR	SE	p	AOR	SE	p	AOR	SE	p	AOR	SE	p	AOR	SE	p
PoS exposure (tienda-quartiles)	<i>ref</i>				N/A	N/A	N/A									
	1	0.04	0.24	0.87	N/A	N/A	N/A	-0.13	0.2	0.54	-0.1	0.24	0.68	N/A	N/A	N/A
	2	0.24	0.18	0.19	N/A	N/A	N/A	0.06	0.19	0.76	0.07	0.24	0.77	N/A	N/A	N/A
	3	-0.04	0.18	0.81	N/A	N/A	N/A	-0.27	0.18	0.14	-0.25	0.22	0.27	N/A	N/A	N/A
brand recall	<i>None</i>							N/A	N/A	N/A						
	1	-0.15	0.15	0.3	-0.07	0.16	0.64	N/A	N/A	N/A	-0.05	0.16	0.78	N/A	N/A	N/A
	2	0.06	0.19	0.76	0.09	0.2	0.62	N/A	N/A	N/A	0.08	0.19	0.69	N/A	N/A	N/A
	3	-0.08	0.15	0.61	-0.22	0.14	0.14	N/A	N/A	N/A	-0.16	0.14	0.28	N/A	N/A	N/A
Own branded merchandise	<i>yes (v no)</i>	0.3	0.1	0.01	N/A	N/A	N/A	N/A	N/A	N/A	0.09	0.13	0.49	N/A	N/A	N/A
Marketing receptivity (Continuous)		2.02	0.12	0.06	0.05	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0.04	0.06

*all adjusted models include the following variables: sex, age, parental education, parent smoking, sibling smoking, friend smoking, sensation seeking.