Supplementary Table S1: Description of variables in the study, Global Adult Tobacco Survey (GATS-2), 2017-18		
Variables	**Question**	**Categories**
Age	What is the age of the selected person? (Age in completed years)	Recoded into: 1. 15-30 years 2. 31–45 years 3. 46-60 years 3. ≥ 60 years
Gender	The gender was recorded based on the observation	1.Male 2. Female
Residence	Based on the residence status	1.Urban 2. Rural
Region	Based on the national region	1.North 2. Central 3. East 4. North East 5. West 6. South
Educational Qualification	What is the highest level of education you have completed?	Recoded into: 1=1 No formal education (No formal schooling) 2=2 Primary Incomplete (Less than primary school completed) 3/4=3 Primary but not Secondary (Primary school completed + Less than secondary school completed) 5/6=4 Secondary and Higher Secondary (Secondary school completed + Higher secondary school completed) 7/8=5 "Graduation and Above (College/university completed + Post graduate degree completed)
Occupation	Which of the following best describes your work status over the past 12 months?	Recoded into: 1/2=1 Govt. and Non-Govt. employee (Government employee + non-government employee) 3=2 Daily wage (Daily wage/ casual labourer) 4=3 Self-employed (Self-employed) 5=4 Student (Student) 6=5 Homemaker (Homemaker) 7/9=6 Unemployed (Unemployed, able to work + Unemployed, unable to work)
Wealth Index	PCA of 14 household assets	Recoded into: 1.Poor class 2. Middle class 3. Rich class

Smoking tobacco	Do you currently smoke tobacco on a daily basis, less than daily or not at all?	Recoded into: 1/2=1 Smoker (Daily + Less than daily) 3=2 Non-smoker (Not at all)
Smokeless tobacco	Do you currently use smokeless tobacco on a daily basis, less than daily or not at all?	Recoded into: 1/2=1 Smokeless tobacco user (Daily + Less than daily) 3=2 Non-user (Not at all)
Betel	On average, how many times a day do you use the following products? Also, let me know if you use the product, but not every day. Betel quid with tobacco?	Recoded into: (0=0) (999=0) non-user 1/888=1 Betel quid user
Khaini	On average, how many times a day do you use the following products? Also, let me know if you use the product, but not every day) Khaini or tobacco lime mixture.	Recoded into: (0=0) (999=0) non-user 1/888=1 Khaini user
Gutkha	On average, how many times a day do you use the following products? Also, let me know if you use the product, but not every day.) Gutka, areca nut-tobacco lime mixture, or mawa?	Recoded into: (0=0) (999=0) non-user 1/888=1 Gutkha user
Gul	On average, how many times a day do you use the following products? Also, let me know if you use the product, but not every day.) Oral tobacco use (as mishri, qul, gudakhu)?	Recoded into: (0=0) (999=0) non-user 1/888=1 Gul user
Pan	On average, how many times a day do you use the following products? Also, let me know if you use the product, but not every day.) Pan masala together with tobacco?	Recoded into: (0=0) (999=0) non-user 1/888=1 Pan user
Snuff	On average, how many times a day do you use the following products? Also, let me know if you use the product, but not every day.) Nasal use of snuff?	Recoded into: (0=0) (999=0) non-user 1/888=1 Snuff user
Others	On average, how many times a day do you use the following products? Also, let me know if	Recoded into: (0=0) (999=0) non-user 1/888=1 Others

	you use the product, but not every day.) Any others?	
Willingness to quit	Which of the following best describes your thinking about quitting smoking?	Recoded into: 1/3=1 (Willing to quit) (4=0) (7=0) (Not willing to quit)
Attempted to quit	During the past 12 months, did you use any of the following to try to stop smokeless tobacco?	Recoded into: 1.Yes 2. No