

Table 4 Variables associated with participants that were affected by each AD, OR and 95% CI calculated by multiple logistic regression analysis

ADs	Residence	Gender	Age	Socioeconomic status	Adult in household smokes	Close friend smokes	Smoking status
	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)	OR (95% CI)
Rejuvenation in all aspects	-	-	0.81* (0.69-0.94)	0.74* (0.60-0.91)	0.76* (0.58-0.98)	0.67* (0.51-0.89)	0.69** (0.60-0.81)
Smoking in daily living	-	1.37* (1.06-1.76)	0.76** (0.65-0.88)	0.79* (0.64-0.97)	-	0.67* (0.51-0.88)	0.71** (0.61-0.82)
Smoke-free air	1.31* (1.01-1.70)	-	-	0.79* (0.64-0.98)	0.75* (0.58-0.97)	0.64* (0.48-0.84)	0.64** (0.55-0.74)
COPD and regret	-	-	0.83* (0.71-0.96)	-	-	-	0.72** (0.62-0.83)
A bad example of a father	-	-	0.86* (0.74-0.99)	0.73* (0.60-0.90)	-	-	0.75** (0.65-0.87)
Grandfather and grandson	-	-	0.83* (0.71-0.96)	0.76* (0.62-0.93)	0.77* (0.60-0.99)	-	0.68** (0.58-0.78)
Non-smoking is happiness	-	-	0.80* (0.69-0.92)	0.78* (0.64-0.96)	-	-	0.79** (0.68-0.91)
Smoking harms in every breath	-	-	0.80* (0.67-0.96)	-	-	-	0.73** (0.62-0.87)
Children want to grow	-	1.67** (1.24-2.26)	-	-	-	-	0.71** (0.60-0.84)
Sponge and tar	-	1.52* (1.12-2.05)	0.75** (0.63-0.89)	-	-	-	0.73** (0.62-0.86)

* $P < 0.05$; ** $P < 0.001$.

AD = anti-smoking advertisements; CI = confidence interval; COPD = chronic obstructive pulmonary disease; OR = odds ratio.