

**Table 3 Mean (SD), median (IQR) and affected percentages of the ADs**

ADs	Median (IQR 25-75%)	Mean (SD)	Affected by the AD (%)
Rejuvenation in all aspects	21 (18-24)	20.83 (5.19)	70.6
Smoking in daily living	21 (18-25)	20.69 (5.55)	68.2
Smoke-free air	22 (19-26)	21.71 (5.68)	69.7
COPD and regret	22 (18-26)	21.66 (5.57)	68.2
A bad example of a father	22 (18-26)	21.64 (5.74)	67.2
Grandfather and grandson	22 (18-25)	21.14 (5.55)	66.3
Non-smoking is happiness	22 (18-25)	21.33 (5.67)	66.6
Smoking harms in every breath	26 (22-30)	24.81 (5.45)	83.0
Children want to grow	25 (22-28)	24.19 (5.12)	81.2
Sponge and tar	27 (23-30)	25.36 (5.54)	81.0

*AD = anti-smoking advertisements; COPD = chronic obstructive pulmonary disease; IQR = interquartile range; SD = standard deviation.*