

Supplementary Table 1. Past 30-day e-cigarette use by demographic subgroup

Aggregated weekly awareness (between-level)	Male	Female	Age 15-17	Age 18-20	Age 21-24	Don't meet basic expenses	Just meets basic expenses	Meets needs	Beyond meets needs	Non-Hispanic White	Non-Hispanic Black	Hispanic	Non-Hispanic Other
Less than 65%	REF	REF	REF	REF	REF	REF	REF	REF	REF	REF	REF	REF	REF
65%, less than 70%	0.90 (0.74, 1.10)	0.83 (0.72, 0.95) **	0.82 (0.61, 1.12)	0.76 (0.64, 0.91) **	0.98 (0.85, 1.12)	1.09 (0.87, 1.38)	0.92 (0.71, 1.19)	0.79 (0.64, 0.97) *	0.80 (0.61, 1.04)	0.85 (0.74, 0.97) *	0.94 (0.72, 1.21)	0.98 (0.80, 1.21)	0.61 (0.45, 0.83) **
70%, less than 75%	0.83 (0.67, 1.04)	0.85 (0.74, 0.98) *	0.77 (0.56, 1.05)	0.73 (0.61, 0.88) **	0.97 (0.85, 1.11)	0.76 (0.59, 0.99) *	0.90 (0.70, 1.17)	0.82 (0.66, 1.01)	0.80 (0.60, 1.08)	0.83 (0.71, 0.97) *	0.80 (0.60, 1.08)	0.91 (0.73, 1.12)	0.78 (0.57, 1.07)
75% or greater	0.87 (0.69, 1.08)	0.77 (0.63, 0.94) **	0.83 (0.61, 1.13)	0.73 (0.57, 0.92) **	0.89 (0.73, 1.09)	0.94 (0.63, 1.42)	0.78 (0.58, 1.05)	0.74 (0.58, 0.95) *	0.95 (0.72, 1.24)	0.79 (0.68, 0.91) **	0.88 (0.64, 1.21)	0.95 (0.77, 1.16)	0.62 (0.41, 0.94) *

*p<0.05, **p<0.01, ***p<0.001