

Online Only Supplemental Tables:

Online Only Supplemental Table 1. Logistic regression with market fixed effects

	E-cigarette related information?									
	Seen/heard		Searched for		Shared		Shared Conditional on Seen/Heard		Shared Conditional on Searched	
	OR (95% CI)	P-Value	OR (95% CI)	P-Value	OR (95% CI)	P-Value	OR (95% CI)	P-Value	OR (95% CI)	P-Value
Tobacco User: No	1		1		1		1		1	
Tobacco User: Yes	1.92 (1.72 - 2.14)	<.0001	8.36 (6.41 - 10.91)	<.0001	5.15 (3.50 - 7.56)	<.0001	5.06 (2.70 - 9.48)	<.0001	0.83 (0.45 - 1.56)	0.5696
Age: 18-24	1		1		1		1		1	
25-44	0.97 (0.78 - 1.19)	0.742	0.69 (0.49 - 0.98)	0.0401	0.51 (0.32 - 0.81)	0.0043	0.37 (0.20 - 0.68)	0.0012	0.89 (0.44 - 1.81)	0.7557
45-64	0.89 (0.73 - 1.09)	0.2618	0.63 (0.43 - 0.90)	0.0115	0.46 (0.29 - 0.73)	0.001	0.49 (0.26 - 0.92)	0.026	0.85 (0.41 - 1.77)	0.6696
65+	0.80 (0.64 - 1.00)	0.0507	0.40 (0.25 - 0.63)	<.0001	0.36 (0.19 - 0.69)	0.0021	0.18 (0.08 - 0.41)	<.0001	0.29 (0.06 - 1.29)	0.1028
Gender: Male	1		1		1		1		1	
Female	0.80 (0.73 - 0.89)	<.0001	1.29 (1.06 - 1.57)	0.0103	1.20 (0.89 - 1.62)	0.2209	1.35 (0.89 - 2.06)	0.1585	1.03 (0.67 - 1.57)	0.9079
Race: White	1		1		1		1		1	
Black	0.99 (0.83 - 1.18)	0.8874	0.82 (0.56 - 1.19)	0.2918	1.12 (0.68 - 1.86)	0.6521	0.50 (0.25 - 1.00)	0.0494	0.72 (0.27 - 1.90)	0.5011
Hispanic	0.83 (0.69 - 1.00)	0.0477	0.71 (0.49 - 1.05)	0.0824	1.63 (1.09 - 2.46)	0.0184	1.00 (0.53 - 1.90)	0.9987	0.60 (0.25 - 1.46)	0.2618
Other	0.76 (0.61 - 0.94)	0.0132	1.35 (0.91 - 2.03)	0.1405	1.23 (0.67 - 2.28)	0.5016	1.07 (0.60 - 1.92)	0.817	0.57 (0.27 - 1.23)	0.1512
Educ: < High School	1		1		1		1		1	
High School Graduate	1.22 (0.96 - 1.55)	0.1044	1.29 (0.77 - 2.16)	0.3256	0.39 (0.22 - 0.68)	0.001	0.69 (0.21 - 2.24)	0.5319	5.08 (0.93 - 27.87)	0.0611
Some College	1.37 (1.08 - 1.74)	0.0106	1.76 (1.05 - 2.94)	0.0308	0.59 (0.35 - 1.01)	0.0537	1.05 (0.33 - 3.29)	0.9394	6.08 (1.13 - 32.62)	0.0353
Bachelor Degree	1.52 (1.18 - 1.97)	0.0014	1.48 (0.85 - 2.58)	0.1638	0.45 (0.25 - 0.80)	0.0065	0.89 (0.28 - 2.88)	0.8519	4.95 (0.92 - 26.76)	0.0633
Any Post College	1.26 (0.96 - 1.66)	0.0946	1.74 (0.91 - 3.34)	0.0946	0.57 (0.30 - 1.08)	0.0851	1.18 (0.34 - 4.12)	0.7984	3.68 (0.62 - 21.94)	0.1527
Income: <20K	1		1		1		1		1	
20-34.9K	0.98 (0.82 - 1.18)	0.8287	1.19 (0.86 - 1.64)	0.299	1.23 (0.72 - 2.12)	0.4493	1.74 (0.85 - 3.55)	0.1283	1.17 (0.55 - 2.47)	0.6882
35-49.9K	1.04 (0.86 - 1.25)	0.6932	1.34 (0.95 - 1.88)	0.0912	0.85 (0.50 - 1.44)	0.5534	1.31 (0.64 - 2.70)	0.4592	1.43 (0.67 - 3.06)	0.3568
50-74.9K	0.99 (0.83 - 1.19)	0.9208	1.67 (1.21 - 2.30)	0.0017	1.14 (0.73 - 1.78)	0.555	1.53 (0.88 - 2.65)	0.1331	1.66 (0.79 - 3.48)	0.1813
75-124.9K	0.89 (0.75 - 1.07)	0.2124	1.42 (1.01 - 1.99)	0.0451	1.11 (0.65 - 1.89)	0.7049	2.26 (1.23 - 4.16)	0.0085	2.51 (1.13 - 5.57)	0.024
125K+	0.85 (0.68 - 1.05)	0.1362	0.87 (0.54 - 1.40)	0.5705	0.82 (0.41 - 1.67)	0.5876	1.28 (0.54 - 3.07)	0.577	3.12 (1.10 - 8.91)	0.0331
LGB: No	1		1		1		1		1	
Yes	0.95 (0.76 - 1.19)	0.6576	1.41 (0.95 - 2.10)	0.0858	1.63 (1.01 - 2.63)	0.0442	2.48 (1.35 - 4.54)	0.0034	1.10 (0.60 - 2.05)	0.7551
Use Social Media: No	1		1		1		1		1	
Yes	1.32 (1.13 - 1.55)	0.0004	2.23 (1.45 - 3.41)	0.0002	1.33 (0.63 - 2.80)	0.4479	1.66 (0.68 - 4.06)	0.2646	0.67 (0.15 - 3.01)	0.6045
Average Daily Hours on Internet	1.02 (1.00 - 1.04)	0.0311	1.05 (1.03 - 1.07)	<.0001	1.05 (1.02 - 1.08)	0.0015	1.07 (1.03 - 1.12)	0.0004	1.07 (1.02 - 1.13)	0.0035
Observations	16796		16796		16796		8568		1409	
No. of Yes	8568		1409		494		264		226	

Online Only Supplemental Table 2. Logistic regression with state fixed effects (e-cigarette use status)

	E-cigarette related information?									
	Seen/heard		Searched for		Shared		Shared Conditional on Seen/Heard		Shared Conditional on Searched	
	OR (95% CI)	P-Value	OR (95% CI)	P-Value	OR (95% CI)	P-Value	OR (95% CI)	P-Value	OR (95% CI)	P-Value
E-cig User: No	1		1		1		1		1	
E-cig User: Yes	1.56 (1.30 - 1.86)	<.0001	14.6 (11.8 - 18.3)	<.0001	12.3 (9.0 - 16.7)	<.0001	16.2 (10.9 - 24.2)	<.0001	2.34 (1.48 - 3.72)	0.0003
Age: 18-24	1		1		1		1		1	
25-44	1.02 (0.83 - 1.26)	0.8538	0.81 (0.56 - 1.19)	0.2817	0.56 (0.34 - 0.90)	0.0179	0.38 (0.20 - 0.73)	0.0035	0.93 (0.41 - 2.10)	0.8618
45-64	0.93 (0.76 - 1.15)	0.5125	0.80 (0.55 - 1.16)	0.2349	0.55 (0.34 - 0.89)	0.0141	0.57 (0.30 - 1.08)	0.0859	0.98 (0.42 - 2.30)	0.9697
65+	0.78 (0.63 - 0.98)	0.0307	0.40 (0.25 - 0.65)	0.0002	0.38 (0.19 - 0.75)	0.0057	0.18 (0.07 - 0.44)	0.0002	0.20 (0.06 - 0.64)	0.0071
Gender: Male	1		1		1		1		1	
Female	0.77 (0.70 - 0.85)	<.0001	1.19 (0.97 - 1.47)	0.0977	1.21 (0.89 - 1.65)	0.2211	1.50 (0.97 - 2.30)	0.0671	1.13 (0.70 - 1.81)	0.6189
Race: White	1		1		1		1		1	
Black	0.98 (0.82 - 1.17)	0.8323	0.82 (0.55 - 1.21)	0.3138	1.18 (0.70 - 1.99)	0.5407	0.53 (0.25 - 1.12)	0.0949	0.67 (0.28 - 1.60)	0.3637
Hispanic	0.81 (0.67 - 0.97)	0.0189	0.69 (0.47 - 1.03)	0.0682	1.61 (1.04 - 2.50)	0.0339	1.06 (0.55 - 2.02)	0.8697	0.52 (0.22 - 1.22)	0.1348
Other	0.70 (0.56 - 0.88)	0.0016	1.07 (0.69 - 1.68)	0.7547	1.05 (0.54 - 2.06)	0.8838	0.72 (0.38 - 1.37)	0.316	0.43 (0.20 - 0.93)	0.0312
Educ: < High School	1		1		1		1		1	
High School Graduate	1.20 (0.95 - 1.52)	0.1291	1.51 (0.89 - 2.57)	0.125	0.42 (0.22 - 0.77)	0.0054	0.73 (0.20 - 2.60)	0.6216	8.47 (1.26 - 57.14)	0.0282
Some College	1.33 (1.05 - 1.68)	0.019	1.91 (1.13 - 3.24)	0.0162	0.59 (0.33 - 1.05)	0.0736	0.97 (0.29 - 3.24)	0.9549	10.49 (1.59 - 69.13)	0.0146
Bachelor Degree	1.40 (1.09 - 1.80)	0.0086	1.43 (0.81 - 2.52)	0.2136	0.43 (0.24 - 0.79)	0.0064	0.83 (0.25 - 2.72)	0.756	8.79 (1.36 - 56.78)	0.0224
Any Post College	1.13 (0.86 - 1.48)	0.3859	1.55 (0.80 - 3.00)	0.1938	0.54 (0.28 - 1.04)	0.064	1.14 (0.32 - 4.03)	0.8344	7.00 (0.96 - 50.88)	0.0546
Income: <20K	1		1		1		1		1	
20-34.9K	0.97 (0.81 - 1.17)	0.7619	1.13 (0.79 - 1.59)	0.5076	1.19 (0.67 - 2.12)	0.5485	1.47 (0.64 - 3.38)	0.3627	0.87 (0.42 - 1.82)	0.7187
35-49.9K	1.00 (0.83 - 1.21)	0.9842	1.20 (0.84 - 1.73)	0.316	0.76 (0.44 - 1.31)	0.3196	1.01 (0.45 - 2.23)	0.9896	1.10 (0.52 - 2.35)	0.8012
50-74.9K	0.93 (0.78 - 1.12)	0.452	1.36 (0.96 - 1.92)	0.0829	0.94 (0.60 - 1.47)	0.7708	1.14 (0.64 - 2.03)	0.6507	1.13 (0.57 - 2.21)	0.7288
75-124.9K	0.84 (0.71 - 1.01)	0.0594	1.10 (0.77 - 1.58)	0.5962	0.88 (0.51 - 1.52)	0.6409	1.98 (1.06 - 3.70)	0.0328	1.92 (0.86 - 4.29)	0.114
125K+	0.81 (0.65 - 1.00)	0.053	0.64 (0.39 - 1.04)	0.072	0.60 (0.30 - 1.24)	0.1685	0.91 (0.38 - 2.14)	0.824	2.23 (0.83 - 6.03)	0.1135
LGB: No	1		1		1		1		1	
Yes	0.98 (0.79 - 1.23)	0.8766	1.42 (0.92 - 2.18)	0.1148	1.58 (0.94 - 2.66)	0.0866	2.33 (1.28 - 4.21)	0.0053	1.01 (0.52 - 1.95)	0.977
Use Social Media: No	1		1		1		1		1	
Yes	1.33 (1.14 - 1.55)	0.0003	2.19 (1.44 - 3.34)	0.0002	1.26 (0.60 - 2.67)	0.5404	1.43 (0.56 - 3.64)	0.4512	1.25 (0.26 - 6.15)	0.7817
Average Daily Hours on Internet	1.03 (1.02 - 1.05)	<.0001	1.07 (1.04 - 1.10)	<.0001	1.05 (1.02 - 1.09)	0.0038	1.07 (1.03 - 1.12)	0.0018	1.05 (1.01 - 1.10)	0.0268
Observations	16796		16796		16796		8568		1409	
No. of Yes	8568		1409		494		264		226	

Online Only Supplemental Table 3. Logistic regression with market fixed effects (e-cigarette use status)

	E-cigarette related information?									
	Seen/heard		Searched for		Shared		Shared Conditional on Seen/Heard		Shared Conditional on Searched	
	OR (95% CI)	P-Value	OR (95% CI)	P-Value	OR (95% CI)	P-Value	OR (95% CI)	P-Value	OR (95% CI)	P-Value
E-cig User: No	1		1		1		1		1	
E-cig User: Yes	1.58 (1.33 - 1.89)	<.0001	14.7 (11.8 - 18.2)	<.0001	12.1 (9.00 - 16.3)	<.0001	16.4 (11.0 - 24.6)	<.0001	2.21 (1.40 - 3.49)	0.0007
Age: 18-24	1		1		1		1		1	
25-44	1.01 (0.82 - 1.25)	0.8954	0.79 (0.55 - 1.15)	0.2229	0.55 (0.34 - 0.90)	0.0164	0.38 (0.20 - 0.72)	0.0027	0.85 (0.42 - 1.72)	0.6568
45-64	0.94 (0.77 - 1.15)	0.5407	0.78 (0.53 - 1.13)	0.1836	0.55 (0.34 - 0.89)	0.0158	0.55 (0.29 - 1.05)	0.0712	0.84 (0.40 - 1.78)	0.6541
65+	0.79 (0.63 - 0.98)	0.0322	0.39 (0.25 - 0.64)	0.0001	0.38 (0.19 - 0.74)	0.0049	0.18 (0.08 - 0.42)	<.0001	0.32 (0.08 - 1.40)	0.1317
Gender: Male	1		1		1		1		1	
Female	0.77 (0.70 - 0.85)	<.0001	1.21 (0.98 - 1.49)	0.0716	1.19 (0.88 - 1.63)	0.2609	1.50 (0.97 - 2.32)	0.068	1.17 (0.76 - 1.80)	0.4739
Race: White	1		1		1		1		1	
Black	0.99 (0.83 - 1.18)	0.8705	0.84 (0.57 - 1.25)	0.3919	1.22 (0.71 - 2.07)	0.4745	0.52 (0.25 - 1.10)	0.0867	0.76 (0.27 - 2.11)	0.5968
Hispanic	0.82 (0.68 - 0.98)	0.0276	0.70 (0.48 - 1.04)	0.0743	1.70 (1.12 - 2.59)	0.0126	1.13 (0.61 - 2.10)	0.6883	0.56 (0.24 - 1.31)	0.1812
Other	0.74 (0.60 - 0.92)	0.0071	1.19 (0.78 - 1.82)	0.4257	1.09 (0.58 - 2.05)	0.7901	0.84 (0.46 - 1.54)	0.5676	0.54 (0.26 - 1.11)	0.094
Educ: < High School	1		1		1		1		1	
High School Graduate	1.21 (0.95 - 1.53)	0.1187	1.56 (0.92 - 2.65)	0.1008	0.41 (0.22 - 0.76)	0.0048	0.75 (0.21 - 2.59)	0.6435	6.15 (1.14 - 33.10)	0.0345
Some College	1.33 (1.05 - 1.69)	0.0169	1.97 (1.16 - 3.33)	0.0119	0.59 (0.33 - 1.05)	0.0744	0.99 (0.29 - 3.34)	0.9845	7.15 (1.37 - 37.37)	0.0197
Bachelor Degree	1.41 (1.10 - 1.81)	0.0072	1.48 (0.84 - 2.59)	0.1728	0.43 (0.23 - 0.78)	0.0056	0.85 (0.26 - 2.81)	0.787	6.22 (1.19 - 32.63)	0.0307
Any Post College	1.15 (0.88 - 1.51)	0.3085	1.65 (0.85 - 3.17)	0.1366	0.54 (0.28 - 1.04)	0.0662	1.19 (0.33 - 4.22)	0.7935	4.69 (0.83 - 26.52)	0.0802
Income: <20K	1		1		1		1		1	
20-34.9K	0.95 (0.80 - 1.14)	0.604	1.09 (0.77 - 1.54)	0.6254	1.19 (0.67 - 2.10)	0.5591	1.59 (0.72 - 3.52)	0.2537	1.06 (0.51 - 2.19)	0.8816
35-49.9K	0.98 (0.82 - 1.18)	0.8499	1.17 (0.82 - 1.67)	0.3838	0.78 (0.45 - 1.34)	0.3691	1.08 (0.49 - 2.38)	0.8535	1.53 (0.72 - 3.23)	0.2676
50-74.9K	0.93 (0.78 - 1.11)	0.3974	1.32 (0.94 - 1.86)	0.1079	0.95 (0.61 - 1.50)	0.8358	1.21 (0.68 - 2.16)	0.5243	1.60 (0.77 - 3.34)	0.2111
75-124.9K	0.83 (0.70 - 0.99)	0.0407	1.08 (0.76 - 1.54)	0.6776	0.89 (0.51 - 1.56)	0.6919	2.11 (1.09 - 4.11)	0.0278	2.44 (1.07 - 5.59)	0.035
125K+	0.79 (0.64 - 0.98)	0.034	0.65 (0.40 - 1.06)	0.0818	0.63 (0.31 - 1.29)	0.2068	0.92 (0.38 - 2.25)	0.8624	2.95 (1.07 - 8.11)	0.0367
LGB: No	1		1		1		1		1	
Yes	0.97 (0.78 - 1.22)	0.8077	1.45 (0.94 - 2.21)	0.0899	1.56 (0.94 - 2.60)	0.0869	2.44 (1.28 - 4.63)	0.0067	1.18 (0.63 - 2.21)	0.612
Use Social Media: No	1		1		1		1		1	
Yes	1.32 (1.13 - 1.54)	0.0004	2.17 (1.44 - 3.26)	0.0002	1.24 (0.59 - 2.61)	0.5782	1.40 (0.56 - 3.49)	0.4669	0.75 (0.14 - 3.97)	0.7305
Average Daily Hours on Internet	1.03 (1.02 - 1.05)	<.0001	1.07 (1.04 - 1.10)	<.0001	1.05 (1.02 - 1.09)	0.0011	1.07 (1.03 - 1.12)	0.001	1.07 (1.02 - 1.12)	0.0079
Observations	16796		16796		16796		8568		1409	
No. of Yes	8568		1409		494		264		226	

Online Only Supplemental Table 4. Measures of E-cigarette Use.

BOX A12

[DISPLAY]

The next questions are about electronic cigarettes, often called e-cigarettes. An e-cigarette looks like a regular cigarette, but it runs on a battery and produces vapor instead of smoke. There are many types of e-cigarettes. Some common brands are Smoking Everywhere, NJOY, Blu, and Vapor King. Below are some pictures of e-cigarettes.

[SHOW IMAGE OF E-CIGARETTES]

[SP, ALL RESPONDENTS]

A12. Before today, had you ever heard of e-cigarettes?

1 = Yes

2 = No

→{SKIP TO A23}

[SP, IF A12=1, PROMPT IF SKIPPED]

A14. Have you ever used an e-cigarette, even one puff?

1 = Yes

2 = No

[MP, IF A14=YES]

A15. Earlier, you indicated that you had used an e-cigarette (even one puff). Was (were) the e-cigarette(s) you used...

1 = Regular (unflavored)?

2 = Flavored (such as mint, menthol, chocolate or strawberry)?

BOX A16

[Respondents who have used an electronic cigarette (e-cigarette), A14 = 1 (YES), GO TO A16.]

[SP, A14=1, USED E-CIGARETTE, PROMPT IF SKIPPED]

A16. Do you now use e-cigarettes...

1 = Every day?

2 = Some days?

3 = Not at all?

¹Note that these items may not capture alternative e-cigarettes (i.e. modified e-cigarettes ['mods'], e-hookah) and thus total e-cigarette use may be underestimated in this survey.