

**Supplementary Table 1.** Multilevel models predicting appeal for message themes.

	<i>k</i>	Overall		Past 30 day e-cig users		Susceptible e-cig users		Non-susceptible e-cig users	
		<i>n</i> =1,501		<i>n</i> =464		<i>n</i> =649		<i>n</i> =388	
		<i>b</i>	95% CI	<i>b</i>	95% CI	<i>b</i>	95% CI	<i>b</i>	95% CI
Intercept		1.51**	1.44, 1.58	2.25**	2.15, 2.34	1.66**	1.61, 1.72	1.34**	1.29, 1.41
<b>Message Themes</b>									
Nicotine Addiction	70	-.04*	-.07, -.01	-.06	-.13, .01	-.03	-.08, .02	-.03	-.09, .02
Uses the word “nicotine” <sup>1</sup>	62	-.05*	-.09, -.02	-.10*	-.17, -.03	-.02	-.07, .03	-.05	-.11, .01
Uses the word “addiction” <sup>1</sup>	40	.004	-.04, .04	-.01	-.08, .09	.01	-.05, .07	-.02	-.08, .05
Chemicals	66	-.07*	-.10, -.04	-.05	-.13, .03	-.09*	-.14, -.04	-.04	-.10, .01
Specific chemical name <sup>2</sup>	46	-.09**	-.13, -.06	-.05	-.13, .03	-.16**	-.21, -.10	-.04	-.11, .02
Uses the word “chemical” <sup>2</sup>	34	-.04	-.08, .002	-.04	-.13, .04	-.01	-.08, .05	-.08*	-.15, -.01
Chemical “also found in” <sup>3</sup>	19	.06	-.02, .14	.15	-.03, .32	.02	-.09, .13	.04	-.10, .19
Health effects on organs (brain, lungs)	52	-.09**	-.13, -.05	-.12*	-.19, -.04	-.09*	-.15, .04	-.06	-.12, .01
Affects lungs <sup>4</sup>	31	.01	-.06, .08	-.02	-.16, .12	.01	-.09, .11	.02	-.10, .15
Affects brain <sup>4</sup>	23	-.03	-.10, .04	-.03	-.17, .12	-.03	-.12, .07	-.01	-.13, .12
Industry targeting	42	-.06*	.02, .10	.05	-.03, .13	.08*	.02, .14	.03	-.04, .10
Flavors	29	.13**	.08, .18	.12*	.03, .22	.13**	.06, .20	.14*	.06, .21
Comparison to cigarettes	27	-.07*	-.12, -.02	-.08	-.18, .02	-.04	-.11, .03	-.12*	-.19, -.02
Health-related symptoms	25	-.05*	-.10, -.01	-.09	-.19, .01	-.03	-.10, .04	-.05	-.13, .03
Not harmless water vapor	48	-.02	-.08, .04	.02	-.10, .13	-.04	-.12, .05	-.05	-.15, .05
Death	12	-.03	-.10, .04	-.08	-.23, .07	-.02	-.13, .09	.02	-.09, .14
Unknown ingredients or health effects	10	-.02	-.10, .06	-.08	-.24, .07	-.02	-.14, .09	.06	-.07, .18
Environmental impact	10	-.03	-.11, .04	-.04	-.20, .11	-.09	-.20, .03	.06	-.06, .19
Sharing vapes can spread germs	6	.05	-.05, .14	.04	-.16, .24	.06	-.08, .21	-.02	-.16, .19
Gateway to cigarette/tobacco use	5	-.14*	-.24, -.04	-.15	-.37, .06	-.18*	-.33, -.02	-.05	-.22, .13

Note. <sup>1</sup> Coded if “Nicotine/Addiction” was “yes”, % is relative; <sup>2</sup> Coded if “chemicals” was “yes”, % is relative; <sup>3</sup> Refers to chemical being found in other materials, coded if “includes specific chemical name” was “yes”, % is relative; <sup>4</sup> Coded if “health effects on organs” was “yes”, % is relative. \**p*<.05, \*\**p*<.001

**Supplementary Table 2.** Multilevel model predicting appeal for message imagery.

	Overall			Past 30 day		Susceptible		Non-susceptible	
	n=1,501			e-cig users		e-cig users		e-cig users	
	k	b	95% CI	b	95% CI	b	95% CI	b	95% CI
<b>Message Imagery</b>									
Contains Imagery	187	-.01	-.05, .03	.03	-.06, .12	.01	-.05, .08	-.09*	-.17, -.01
<b>Vaping/Tobacco Imagery</b>									
Vaping device	60	.00	-.03, .04	.02	-.05, .10	.003	-.05, .06	-.03	-.09, .03
Disposable	5	.04	-.05, .13	-.02	-.20, .16	.02	-.12, .16	.15*	.003, .31
Pre-filled or refillable cartridges	10	.00	-.07, .07	.01	-.13, .15	.04	-.07, .14	-.06	-.17, .04
Refillable tanks or mods	6	-.01	-.08, .07	.02	-.13, .17	-.01	-.12, .11	-.03	-.15, .09
Pod mod	31	-.02	-.06, .02	.02	-.07, .10	-.03	-.09, .04	-.05	-.12, .02
Vaping accessory	19	-.06	-.12, -.01	-.10	-.21, .02	-.09*	-.18, -.01	.03	-.07, .12
E-juice bottle	2	.11	-.31, .09	.05	-.40, .49	.27	-.56, .02	.06	-.15, .27
Pod	14	.12	-.03, .26	-.13	-.46, .21	.22*	.04, .41	.03	-.10, .17
Battery	3	-.10	-.27, .08	.15	-.28, .57	-.15	-.38, .07	-.08	-.24, .08
Smoke or vapor	48	.01	-.03, .05	.01	-.07, .08	.04	-.02, .10	-.02	-.09, .04
Combustible cigarette	17	-.07*	-.13, -.01	-.06	-.18, .06	-.06	-.15, .02	-.10	-.20, .00
Person using vaping device	14	.05	-.01, .12	.06	-.08, .19	.08	-.02, .17	.03	-.08, .13
<b>Warning Imagery</b>									
Warning symbol	17	-.03	-.08, .03	-.04	-.15, .08	-.02	-.11, .06	-.01	-.11, .08
Graphic image	7	-.13*	-.22, -.04	-.29*	-.48, -.10	.13*	-.26, -.01	.07	-.09, .23
Nicotine chemical symbol	4	-.17*	-.29, -.05	-.31*	-.53, .08	-.03	-.21, .14	-.23*	-.44, -.02
<b>Other Imagery</b>									
Person's face	45	.05*	.01, .09	.07	-.01, .15	.05	-.01, .11	.02	-.04, .09
Type of person <sup>3</sup>									
Teen	33	.04	-.004, .08	.02	-.07, .11	.05	-.01, .12	.04	-.03, .11
Adult	12	.06	-.01, .13	.20*	.05, .35	.03	-.07, .13	-.02	-.14, .09
Animal	17	-.03	-.09, .03	-.01	-.13, .11	-.04	-.13, .05	-.03	-.13, .07
Food	12	.15**	.09, .22	.07	-.07, .21	.23**	.13, .33	.11	-.01, .23

Note. \* $p < .05$ , \*\* $p < .001$

**Supplementary Table 3.** Multilevel models predicting appeal for other message features.

	Overall <i>n</i> =1,501			Past 30 day e-cig users <i>n</i> =464		Susceptible e-cig users <i>n</i> =649		Non-susceptible e-cig users <i>n</i> =388	
	<i>k</i>	<i>b</i>	95% CI	<i>b</i>	95% CI	<i>b</i>	95% CI	<i>b</i>	95% CI
<b>Other</b>									
<i>Text Features</i>									
Includes “fact” or “factoid”	48	.03	-.01, .07	.01	-.07, .08	.05	-.01, .11	.01	-.05, .08
Uses a hashtag (#)	27	.07*	.03, .12	-.00	-.10, .10	.15**	.08, .22	.04	-.05, .12
Poses a question	23	-.05	-.10, .00	-.00	-.11, .11	-.11*	-.19, -.03	-.01	-.09, .08
Uses a statistic	22	.13**	.07, .18	.10	.00, .21	.14**	.06, .22	.13*	.03, .22
Cites specific study	4	-.11	-.22, .01	-.16	-.40, .08	-.07	-.24, .09	-.11	-.33, .12
<i>Message Perspective</i>									
Uses word “you”	79	-.04*	-.07, .01	-.02	-.09, .04	-.06*	-.11, -.01	-.02	-.08, .03
Uses words “I” or “we”	16	.01	-.05, .07	-.15*	-.28, -.03	.09	-.00, .18	.07	-.03, .18
Uses word “teen”	10	.13*	.05, .20	.10	-.05, .24	.08	-.03, .20	.26**	.11, .40
<i>Other Features</i>									
Source included	122	-.01	-.04, .02	-.07*	-.14, -.01	.02	-.03, .07	.002	-.05, .06
Bright/vivid Colors	89	.06**	.03, .09	.02	-.05, .08	.12**	.07, .17	.006	-.05, .06
Internet meme	6	.08	-.02, .18	.13	-.07, .33	.09	-.05, .23	.005	-.16, .17

Note. \* $p < .05$ , \*\* $p < .001$