

Supplementary Material

Table S1. *Condition descriptions*

Condition	Text
1	<i>E-cigarettes</i> are battery-powered devices that people use to heat up a liquid that usually contains flavourings and other chemicals. This e-liquid might also contain nicotine. Once heated, an aerosol is produced that users then inhale.
2	<i>Vapes</i> are battery-powered devices that people use to heat up a liquid that usually contains flavourings and other chemicals. This e-liquid might also contain nicotine. Once heated, an aerosol is produced that users then inhale.
3	<i>Puff Bars</i> are battery-powered devices that people use to heat up a liquid that usually contains flavourings and other chemicals. This e-liquid might also contain nicotine. Once heated, an aerosol is produced that users then inhale.

OR

HQD Cuvies are battery-powered devices that people use to heat up a liquid that usually contains flavourings and other chemicals. This e-liquid might also contain nicotine. Once heated, an aerosol is produced that users then inhale.

OR

IGETs are battery-powered devices that people use to heat up a liquid that usually contains flavourings and other chemicals. This e-liquid might also contain nicotine. Once heated, an aerosol is produced that users then inhale.

OR

Gunnpods are battery-powered devices that people use to heat up a liquid that usually contains flavourings and other chemicals. This e-liquid might also contain nicotine. Once heated, an aerosol is produced that users then inhale.

Table S2. Descriptive statistics for each brand name condition

Dependent variable	Puff Bars <i>n</i> = 34	HQD Cuvie <i>n</i> = 28	IGET <i>n</i> = 34	Gunnpod <i>n</i> = 37
Overall opinion	2.18 (1.24)	2.54 (1.26)	1.76 (0.78)	2.22 (1.34)
Attitude	1.92 (1.10)	2.64 (1.20)	1.94 (0.98)	1.93 (1.11)
Liking	2.03 (1.22)	2.29 (1.33)	1.88 (1.12)	1.86 (1.23)
Curiosity	1.82 (0.94)	2.14 (1.04)	1.71 (0.91)	1.92 (1.09)
Intentions	1.50 (0.83)	2.04 (1.17)	1.53 (0.83)	1.57 (0.90)
Willingness	1.79 (0.95)	2.04 (1.04)	1.76 (0.89)	1.95 (1.00)

Note. Significance testing not conducted due to small sample sizes.

Table S3. Descriptive statistics for each condition, stratified by age

Dependent variable	E-cigarettes			Vapes			Brand name		
	<i>N</i> = 120			<i>N</i> = 130			<i>N</i> = 133		
	Adolescents	Young adults	Adults 25+	Adolescents	Young adults	Adults 25+	Adolescents	Young adults	Adults 25+
	<i>n</i> = 73	<i>n</i> = 31	<i>n</i> = 16	<i>n</i> = 85	<i>n</i> = 28	<i>n</i> = 17	<i>n</i> = 85	<i>n</i> = 31	<i>n</i> = 17
Overall opinion	1.75 (0.93)	1.55 (0.77)	2.06 (1.57)	2.04 (1.16)	1.68 (1.09)	2.00 (1.12)	2.09 (1.16)	2.06 (1.21)	2.65 (1.27)
Attitude	1.66 (0.84)	1.76 (0.87)	1.93 (1.24)	2.03 (1.12)	1.74 (0.91)	2.15 (0.98)	1.99 (1.13)	2.19 (0.92)	2.34 (1.38)
Liking	1.59 (0.96)	1.74 (1.03)	1.94 (1.34)	2.02 (1.25)	1.36 (0.73)	2.47 (1.23)	2.01 (1.19)	1.74 (1.03)	2.41 (1.58)
Curiosity	1.70 (0.85)	1.74 (0.77)	1.62 (0.81)	1.92 (1.00)	1.36 (0.62)	1.88 (0.99)	1.95 (0.99)	1.61 (0.84)	2.06 (1.25)
Intentions	1.32 (0.64)	1.35 (0.61)	1.31 (0.60)	1.61 (0.90)	1.25 (0.59)	1.41 (0.62)	1.69 (0.96)	1.39 (0.76)	1.82 (1.07)
Willingness	1.63 (0.79)	1.68 (0.83)	1.56 (0.73)	1.94 (0.96)	1.43 (0.69)	1.94 (1.03)	1.91 (0.96)	1.61 (0.80)	2.24 (1.15)

Note. Significance testing not conducted due to small sample sizes.

Table S4. Descriptive statistics for each condition, stratified by use of e-cigarettes

Dependent variable	E-cigarettes			Vapes			Brand name		
	N = 120			N = 130			N = 133		
	Current use	Past use	Never use	Current use	Past use	Never use	Current use	Past use	Never use
	n = 13	n = 14	n = 93	n = 13	n = 18	n = 99	n = 16	n = 12	n = 105
Overall opinion	2.00 (1.00)	2.07 (1.44)	1.66 (0.92)	3.23 (0.93)	1.78 (0.73)	1.82 (1.13)	2.75 (1.06)	2.00 (1.21)	2.09 (1.19)
Attitude	1.94 (0.78)	2.27 (1.14)	1.61 (0.85)	3.11 (0.92)	2.02 (0.98)	1.83 (1.01)	2.81 (1.06)	2.37 (0.63)	1.94 (1.13)
Liking	1.92 (1.19)	1.93 (1.44)	1.60 (0.93)	3.31 (1.18)	2.11 (1.18)	1.73 (1.09)	2.75 (1.13)	1.75 (0.97)	1.91 (1.23)
Curiosity	2.31 (0.95)	2.14 (0.86)	1.55 (0.73)	3.00 (0.58)	2.00 (0.97)	1.60 (0.87)	2.94 (0.85)	1.92 (0.90)	1.72 (0.94)
Intentions	1.85 (0.99)	1.50 (0.65)	1.23 (0.51)	2.77 (0.60)	1.56 (0.70)	1.33 (0.71)	2.75 (0.77)	1.58 (1.00)	1.48 (0.84)
Willingness	2.23 (1.01)	2.14 (0.86)	1.47 (0.67)	2.92 (0.64)	2.56 (0.98)	1.56 (0.77)	3.00 (0.82)	1.92 (0.79)	1.70 (0.89)

Note. Significance testing not conducted due to small sample sizes.

Table S5. Descriptive statistics for each condition among those who smoke

Dependent variable	E-cigarettes	Vapes	Brand name [‡]
	<i>n</i> = 34	<i>n</i> = 29	<i>n</i> = 31
	M (SD)	M (SD)	M (SD)
Overall opinion	3.35 (1.25)	3.52 (0.99)	3.23 (1.20)
Attitude	3.40 (1.00)	3.46 (1.07)	3.01 (1.38)
Liking	3.59 (1.13)	3.45 (1.06)	3.52 (1.21)
Curiosity	2.94 (0.81)	2.97 (0.87)	2.71 (0.97)
Intentions	3.00 (0.89)	2.79 (0.82)	2.35 (1.05)
Willingness	3.24 (0.65)	3.10 (1.01)	3.00 (1.00)

Note. Significance testing not conducted due to small sample sizes.

[‡]Participants were exposed to one of the following brand names: IGETS, Puff Bars, HQD Cuvies, or Gunnpods. These brands were chosen because of their popularity in Australia.

Table S6. Descriptive statistics for each brand name condition among those who smoke

Dependent variable	Puff Bars <i>n</i> = 7	HQD Cuvie <i>n</i> = 10	IGET <i>n</i> = 7	Gunnpod <i>n</i> = 7
Overall opinion	3.14 (1.57)	3.80 (0.92)	3.29 (0.76)	2.43 (1.27)
Attitude	3.17 (1.47)	3.24 (1.45)	3.40 (1.23)	2.14 (1.23)
Liking	3.57 (1.51)	4.00 (1.16)	3.71 (0.49)	2.57 (1.13)
Curiosity	2.57 (0.98)	2.80 (1.03)	3.00 (1.00)	2.43 (0.98)
Intentions	2.14 (1.22)	2.60 (0.97)	2.71 (0.76)	1.86 (1.22)
Willingness	2.71 (1.38)	3.20 (1.03)	2.86 (0.90)	3.14 (0.69)

Note. Significance testing not conducted due to small sample sizes.