Supplemental Table 1 – Survey Measures for Exposure to E-cigarette Information

Ad Exposure measures

Next, we’re going to ask you some questions about the information that you are exposed to in your environment.

In the past 30 days, how often did you see or hear advertisements promoting electronic cigarettes…

<table>
<thead>
<tr>
<th>Variable name</th>
<th>Question</th>
<th>Never</th>
<th>Once or twice</th>
<th>Three or four times</th>
<th>Five times or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>ecigadstore</td>
<td>when you went to a convenience store, liquor store, or gas station?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ecigadtvradioprint</td>
<td>when you watched tv, listened to the radio, or read newspapers/magazines?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ecigadsocialmedia</td>
<td>when you used social media such as Facebook, Twitter, or Youtube?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[PROGRAMMING INSTRUCTION: If ecigadstore OR ecigadtvradioprint OR ecigadsocialmedia=2,3,4, GO TO ecigadvalence.]

If ecigadstore AND ecigadtvradioprint AND ecigadsocialmedia=1, GO TO ecignews.]

ecigadvalence: In your opinion, was the information in the advertisements promoting electronic cigarettes …

1. Completely positive
2. Mostly positive
3. A mix of positive and negative
4. Mostly negative
5. Completely negative
**Media Exposure (other than ads) measures**

In the past 30 days, how often did you see or hear about electronic cigarettes from sources other than advertisements…

<table>
<thead>
<tr>
<th>Variable name</th>
<th>Never</th>
<th>Once or twice</th>
<th>Three or four times</th>
<th>Five times or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>ecignews</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>ecigtvshows</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>ecigsocialmedia</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

[PROGRAMMING INSTRUCTION: If ecignews OR ecigtvshows OR ecigsocialmedia =2,3,4, GO TO ecigmedvalence.]

If ecignews AND ecigtvshows AND ecigsocialmedia =1, GO TO eciginterpersonal.]

**ecigmedvalence**: In your opinion, was the information about electronic cigarettes from sources other than advertisements (i.e., news, TV shows, or social media) …

1. Completely positive
2. Mostly positive
3. A mix of positive and negative
4. Mostly negative
5. Completely negative

**Interpersonal communication about e-cigarettes**

**eciginterpersonal**: In the past 30 days, how often did a close friend or family member talk to you about electronic cigarettes?

1. Never
2. Once or twice
3. Three or four times
4. Five times or more

[PROGRAMMING INSTRUCTION: If eciginterpersonal =2,3,4, GO TO ecigipvalence. If eciginterpersonal =1, GO TO ecigsmkfree.]
**ecigipvalence:** In your opinion, was the information your close friends or family members shared about electronic cigarettes …

1. Completely positive  
2. Mostly positive  
3. A mix of positive and negative  
4. Mostly negative  
5. Completely negative