

Supplemental Information

SUPPLEMENTAL TABLE 3 Measures: Primary Independent- and Dependent-Variable Constructs and Items Used on the Youth and Young Adult Surveys

Construct	TATAMS (Youth Survey)	M-PACT (Young Adult Survey)
Outcome or dependent variable:		
ENDS initiation		
Ever use	<p>Answer the next questions only about your experiences with using electronic cigarettes, vape pens, or e-hookahs without marijuana.</p> <p>Have you ever used an electronic cigarette, vape pen, or e-hookah, even 1 or 2 puffs?</p> <p>Responses: no or yes</p> <p>Assessed at all 5 follow-up waves</p> <p>Pictures of various ENDS products included at all waves</p>	<p>The following questions pertain to ENDS products with only nicotine in them.</p> <p>Have you ever used an ENDS product (ie, electronic cigarette, vape pen, or e-hookah) as intended (ie, with nicotine cartridges and/or e-liquid/e-juice), even 1 or 2 puffs?</p> <p>Responses: no or yes</p> <p>Assessed at all 5 follow-up waves</p> <p>Pictures of various ENDS products included at all waves</p>
Primary independent variables:		
baseline recall of marketing exposure		
TV	<p>How often do you see any advertisements or promotions for electronic cigarettes, vape pens, or e-hookahs on TV shows (TV or online)?</p> <p>Responses: never; rarely; occasionally; frequently; very frequently</p>	<p>How often do you see any advertisements or promotions for ENDS products (ie, electronic cigarettes, vape pens, or e-hookahs) on TV shows (TV or online)?</p> <p>Responses: I do not use this medium; never; rarely; occasionally; frequently; very frequently</p>
Radio or Internet radio	<p>How often do you see any advertisements or promotions for electronic cigarettes, vape pens, or e-hookahs on radio or Internet radio?</p> <p>Responses: never; rarely; occasionally; frequently; very frequently</p>	<p>How often do you see any advertisements or promotions for ENDS products (ie, electronic cigarettes, vape pens, or e-hookahs) on radio or Internet radio?</p> <p>Responses: I do not use this medium; never; rarely; occasionally; frequently; very frequently</p>
Billboards	<p>How often do you see any advertisements or promotions for electronic cigarettes, vape pens, or e-hookahs on billboards?</p> <p>Responses: never; rarely; occasionally; frequently; very frequently</p>	<p>How often do you see any advertisements or promotions for ENDS products (ie, electronic cigarettes, vape pens, or e-hookahs) on billboards?</p> <p>Responses: I do not use this medium; never; rarely; occasionally; frequently; very frequently</p>
Internet	<p>Where do you remember seeing advertisements for electronic cigarettes, vape pens, or e-hookahs?: Internet/online</p> <p>Responses: checked or did not check box for Internet/online</p>	<p>Where do you remember seeing or hearing advertisements for ENDS products? (ie, electronic cigarettes, vape pens, or e-hookahs?): Internet/online</p> <p>Responses: checked or did not check box for Internet/online</p>
Retail stores	<p>Asked for students who reported visiting any of the following stores in the past 30 d: gas stations or convenience stores, grocery stores, and drug stores</p> <p>When you visited the stores above, how often did you see signs marketing ENDS products (ie, electronic cigarettes, vape pens, or e-hookahs)?</p> <p>Responses: never/not that I remember; some of the time you were in a store; most of the time you were in a store; every time you were in a store</p>	<p>Asked for students who reported visiting any of the following stores in the past 30 d: gas stations or convenience stores, grocery stores, drug stores, and liquor stores</p> <p>When you visited the stores above, how often did you see signs marketing ENDS products (ie, electronic cigarettes, vape pens, or e-hookahs)?</p> <p>Responses: never/not that I remember; some of the time; a lot of the time; every time</p>