

Table S1. Questions from Wave 4 of the Population Assessment of Tobacco and Health (PATH) Study evaluated as part of a panel conditioning analysis among youth.

Survey question label (Table 4)	Long description from W4 codebook	Values
Current Cigarette User	Wave 4 youth respondents who have smoked a cigarette within the past 30 days.	1 = Yes 0 = No
Current E-product User	Wave 4 youth respondents who have used an electronic nicotine product within the past 30 days.	1 = Yes 0 = No
Current Any Tobacco User	Wave 4 youth respondents who have used any tobacco product within the past 30 days.	1 = Yes 0 = No
Ever Cigarette User	Wave 4 youth respondents who have ever smoked a cigarette.	1 = Yes 0 = No
Ever E-product User	Wave 4 youth respondents who have ever used any electronic nicotine products.	1 = Yes 0 = No
Thought Chemicals Often	In the past 12 months, how often have you thought about the chemicals contained in tobacco products?	1 = Often/very often 0 = Never/rarely/sometimes
Some Tobacco Safer	Please tell me how much you agree or disagree with the statement: Some tobacco products are safer than others.	1 = Agree/strongly agree 0 = Strongly disagree/disagree/neither agree nor
Curious about E-products	Have you ever been curious about using an electronic nicotine product? (Electronic nicotine products include e-cigarettes, vape pens, personal vaporizers and mods, e-	1 = A little curious/somewhat curious/very curious 0 = Not at all curious
Curious about Hookah	Have you ever been curious about smoking tobacco in a hookah?	1 = A little curious/somewhat curious/very curious 0 = Not at all curious
Try E-product Soon	Do you think that you will try an electronic nicotine product soon?	1 = Probably not/probably yes/definitely yes 0 = Definitely not
Try Hookah Soon	Do you think you will try smoking tobacco in a hookah soon?	1 = Probably not/probably yes/definitely yes 0 = Definitely not
Social Media	Sometimes people use the internet to connect with other people online through social networks like Facebook, Google Plus, YouTube, LinkedIn, Twitter, Tumblr, Instagram, Pinterest, or	1 = Yes 0 = No
Health Good Excellent	In general, would you say [Child's first name]'s overall health is excellent, very good, good, fair, or poor? (parent/guardian question)	1 = Very good/excellent 0 = Poor/fair/good

Table S2. Questions from Wave 4 of the Population Assessment of Tobacco and Health (PATH) Study evaluated as part of a panel conditioning analysis among adults.

Survey question label (Table 5)	Long description from W4 codebook	Values
Current Cigarette User	Wave 4 adult respondents who have smoked at least 100 cigarettes in their lifetime, and currently smoke every day or some days.	1 = Yes 0 = No
Current E-product User	Wave 4 adult respondents who have ever used any electronic nicotine products, have ever used them fairly regularly, and currently use every day or some days.	1 = Yes 0 = No
Current Any Tobacco User	Wave 4 adult respondents who have ever used any nicotine product, have ever used them fairly regularly, and currently use every day or some days.	1 = Yes 0 = No
Ever Cigarette User	Wave 4 adult respondents who have ever smoked a cigarette.	1 = Yes 0 = No
Ever E-product User	Wave 4 adult respondents who have ever used any electronic nicotine products.	1 = Yes 0 = No
Ever High Blood Pressure	Wave 4 adult respondents who have ever been told by a doctor, nurse or other health professional that they have high blood pressure.	1 = Yes 0 = No
Ever Lung Problem	Wave 4 adult respondents who have ever been told by a doctor, nurse or other health professional that they had COPD, chronic bronchitis, emphysema, asthma or other lung or	1 = Yes 0 = No