

**Supplemental Table 1.** Respondent characteristics by experimental condition.

| <b>Condition (<i>n</i> in condition)</b> | <b>Diff &amp; No EC</b><br>(559)<br><i>n</i> (%) | <b>Diff &amp; EC Kit</b><br>(549)<br><i>n</i> (%) | <b>Diff &amp; EC User</b><br>(557)<br><i>n</i> (%) | <b>Simil &amp; No EC</b><br>(395)<br><i>n</i> (%) | <b>Simil &amp; EC Kit</b><br>(392)<br><i>n</i> (%) | <b>Simil &amp; EC User</b><br>(392)<br><i>n</i> (%) | <b>Control &amp; No EC</b><br>(137)<br><i>n</i> (%) | <b>Control &amp; EC Kit</b><br>(145)<br><i>n</i> (%) | <b>Control &amp; EC User</b><br>(127)<br><i>n</i> (%) |
|--|--|---|--|---|--|---|---|--|---|
| <b>Respondent</b>                        |  |   |  |   |  |   |   |  |   |
| <b>Gender</b>                            |  |   |  |   |  |   |   |  |   |
| Male                                     | 244<br>(43.7%)                                   | 231<br>(42.1%)                                    | 212<br>(38.1%)                                     | 160<br>(40.5%)                                    | 167<br>(42.6%)                                     | 161<br>(41.1%)                                      | 58<br>(42.3%)                                       | 57<br>(39.3%)  | 57<br>(44.9%)   |
| Female                                   | 315<br>(56.4%)                                   | 318<br>(57.9%)                                    | 345<br>(61.9%)                                     | 235<br>(59.5%)                                    | 225<br>(27.4%)                                     | 231<br>(58.9%)                                      | 79<br>(57.7%)                                       | 88<br>(60.7%)  | 70<br>(55.1%)   |
| Age, mean (SD)                           | 49.3<br>(14.8)                                   | 49.9<br>(15.5)                                    | 49.5<br>(15.5)                                     | 48.9<br>(15.2)                                    | 50.1<br>(14.6)                                     | 49.8<br>(14.9)                                      | 50.1<br>(13.9)                                      | 49.3<br>(14.9)                                       | 50.2 (15.4)   |
| <b>Education</b>                         |  |   |  |   |  |   |   |  |   |
| Less than high school                    | 32<br>(5.7%)                                     | 26<br>(4.7%)                                      | 34<br>(6.1%)                                       | 22<br>(5.6%)                                      | 19<br>(4.9%)                                       | 20<br>(5.1%)  | 9 (6.6%)  | 8 (5.5%)   | 4 (3.2%)  |
| High school                              | 147<br>(26.3%)                                   | 150<br>(27.3%)                                    | 161<br>(28.9%)                                     | 114<br>(28.9%)                                    | 105<br>(26.8%)                                     | 104<br>(26.5%)                                      | 30<br>(21.9%)                                       | 48<br>(33.1%)  | 38<br>(29.9%)   |
| Some college                             | 233<br>(41.7%)                                   | 243<br>(44.3%)                                    | 224<br>(40.2%)                                     | 165<br>(41.8%)                                    | 181<br>(46.2%)                                     | 161<br>(41.1%)                                      | 57<br>(41.6%)                                       | 56<br>(38.6%)  | 43<br>(33.9%)   |
| Bachelor's degree or higher              | 147<br>(26.3%)                                   | 130<br>(23.7%)                                    | 138<br>(24.8%)                                     | 94<br>(23.8%)                                     | 87<br>(22.2%)                                      | 107<br>(27.3%)                                      | 41<br>(29.9%)                                       | 33<br>(22.8%)  | 42<br>(33.1%)   |
| <b>Intention to quit smoking</b>         |  |   |  |   |  |   |   |  |   |
| In the next year                         | 278<br>(49.7%)                                   | 295<br>(53.7%)                                    | 273<br>(49.0%)                                     | 212<br>(53.7%)                                    | 199<br>(50.8%)                                     | 197<br>(50.3%)                                      | 69<br>(50.4%)                                       | 79<br>(54.5%)  | 66<br>(52.0%)   |
| More than 1 year from now                | 77<br>(13.8%)                                    | 75<br>(13.7%)                                     | 68<br>(12.2%)                                      | 54<br>(13.7%)                                     | 52<br>(13.3%)                                      | 51<br>(13.0%)                                       | 22<br>(16.1%)                                       | 23<br>(15.9%)  | 18<br>(14.2%)   |
| Do not plan to quit                      | 204<br>(36.5%)                                   | 179<br>(32.6%)                                    | 216<br>(38.8%)                                     | 129<br>(32.7%)                                    | 141<br>(36.0%)                                     | 144<br>(36.7%)                                      | 46<br>(33.6%)                                       | 43<br>(29.7%)  | 43<br>(33.9%)   |
| <b>Race/ethnicity</b>                    |  |   |  |   |  |   |   |  |   |
| Non-Hispanic White                       | 447<br>(80.0)                                    | 408<br>(74.3%)                                    | 421<br>(75.6%)                                     | 302<br>(76.5%)                                    | 304<br>(77.6%)                                     | 301<br>(76.8%)                                      | 107<br>(78.1%)                                      | 110<br>(75.9%)                                       | 106<br>(83.5%)  |
| Non-Hispanic Black                       | 38<br>(6.8%)                                     | 63<br>(11.5%)                                     | 59<br>(10.6%)                                      | 39<br>(9.9%)                                      | 40<br>(10.2%)                                      | 40<br>(10.2%)                                       | 13<br>(9.5%)  | 13<br>(9.0%)   | 10 (7.9%)   |

|   |                |                |                |                |                |                |               |               |               |
|---|----------------|----------------|----------------|----------------|----------------|----------------|---------------|---------------|---------------|
| Non-Hispanic, other or multiple races     | 29<br>(5.2%)   | 38<br>(6.9%)   | 31<br>(5.6%)   | 29<br>(7.3%)   | 25<br>(6.4%)   | 25<br>(6.4%)   | 9 (6.6%)      | 9 (6.2%)      | 4 (3.2%)      |
| Hispanic                                  | 45<br>(8.1%)   | 40<br>(7.3%)   | 46<br>(8.3%)   | 25<br>(6.3%)   | 23<br>(5.9%)   | 26<br>(6.6%)   | 8 (5.8%)      | 13<br>(9.0%)  | 7 (5.5%)      |
| <b>Employment</b>                         |                |                |                |                |                |                |               |               |               |
| Working                                   | 277<br>(49.6%) | 263<br>(47.9%) | 284<br>(51.0%) | 185<br>(46.8%) | 177<br>(45.2%) | 171<br>(43.6%) | 70<br>(51.1%) | 77<br>(53.1%) | 59<br>(46.5%) |
| Not working: laid off or looking for work | 61<br>(10.9%)  | 68<br>(12.4%)  | 60<br>(10.8%)  | 50<br>(12.7%)  | 52<br>(13.3%)  | 52<br>(13.3%)  | 14<br>(10.2%) | 19<br>(33.1%) | 17<br>(13.4%) |
| Not working: retired, disabled, or other  | 221<br>(39.5%) | 218<br>(39.7%) | 213<br>(38.2%) | 160<br>(40.5%) | 163<br>(41.6%) | 169<br>(43.1%) | 53<br>(38.7%) | 49<br>(33.8%) | 51<br>(40.2%) |
| <b>Household</b>                          |                |                |                |                |                |                |               |               |               |
| <b>Household income</b>                   |                |                |                |                |                |                |               |               |               |
| Less than \$25,000                        | 168<br>(30.1%) | 180<br>(32.8%) | 183<br>(32.9%) | 115<br>(29.1%) | 137<br>(35.0%) | 127<br>(32.4%) | 36<br>(26.3%) | 45<br>(31.3%) | 44<br>(34.7%) |
| \$25,000 - \$49,999                       | 163<br>(29.2%) | 168<br>(30.6%) | 158<br>(28.4%) | 136<br>(34.4%) | 118<br>(30.1%) | 127<br>(32.4%) | 38<br>(27.7%) | 41<br>(28.3%) | 33<br>(26.0%) |
| \$50,000 - \$74,999                       | 113<br>(20.2%) | 115<br>(21.0%) | 113<br>(20.3%) | 69<br>(17.5%)  | 60<br>(15.4%)  | 66<br>(16.8%)  | 28<br>(20.4%) | 34<br>(23.5%) | 20<br>(15.8%) |
| \$75,000 - \$99,999                       | 69<br>(12.3%)  | 47<br>(8.6%)   | 50<br>(9.0%)   | 36<br>(9.1%)   | 47<br>(12.0%)  | 41<br>(10.%)   | 20<br>(14.6%) | 15<br>(10.3%) | 16<br>(12.6%) |
| \$100,000 or more                         | 46<br>(8.2%)   | 39<br>(7.1%)   | 53<br>(9.5%)   | 39<br>(9.9%)   | 30<br>(7.7%)   | 31<br>(7.9%)   | 15<br>(11.0%) | 10<br>(6.9%)  | 14<br>(11.0%) |

*Note.* Diff = difference, Sim = similarity, No EC = no electronic cigarette, EC kit = e-cigarette kit, EC user = woman using e-cigarette.