Supplementary Table Bayes factors for non-significant results

	BF 2.0	Interpretation of BF based on 2.0	BF 0.5	Interpretation of BF based on 0.5
Smoking for weight control				
Age 25-34	0.84	Data are insensitive	0.40	Data are insensitive
Age 35-44	1.00	Data are insensitive	0.26	Moderate evidence for the null hypothesis
Age 65+	0.95	Data are insensitive	0.39	Data are insensitive
Non-white	0.19	Moderate evidence for the null hypothesis	1.04	Data are insensitive
C2DE	0.53	Data are insensitive	0.22	Moderate evidence for the null hypothesis
Tried to quit in past year	1.11	Data are insensitive	0.09	Strong evidence for the null hypothesis
Heard weight control claim				
Age 25-34	0.13	Moderate evidence for the null hypothesis	0.90	Data are insensitive
Age 35-44	0.08	Strong evidence for the null hypothesis	1.20	Data are insensitive
Non-white	0.14	Moderate evidence for the null hypothesis	0.99	Data are insensitive
C2DE	0.06	Strong evidence for the null hypothesis	1.21	Data are insensitive
Tried to quit in past year	0.24	Moderate evidence for the null hypothesis	0.42	Data are insensitive
Quit in past year	0.82	Data are insensitive	0.88	Data are insensitive
Believe weight control claim				
Age 25-34	0.16	Moderate evidence for the null hypothesis	0.99	Data are insensitive
Age 35-44	0.41	Data are insensitive	0.53	Data are insensitive
Age 45-54	0.17	Moderate evidence for the null hypothesis	1.01	Data are insensitive
Age 55-64	0.06	Strong evidence for the null hypothesis	1.11	Data are insensitive
Age 65+	0.25	Moderate evidence for the null hypothesis	0.96	Data are insensitive
Non-white	0.54	Data are insensitive	0.39	Data are insensitive
C2DE	0.93	Data are insensitive	0.11	Moderate evidence for the null hypothesis
Quit in past year	0.05	Strong evidence for the null hypothesis	1.02	Data are insensitive
Weight control would increase likelihood of e-cigarette use				
Female	1.01	Data are insensitive	0.07	Strong evidence for the null hypothesis
Age 25-34	0.64	Data are insensitive	0.24	Moderate evidence for the null hypothesis
Age 35-44	0.19	Moderate evidence for the null hypothesis	0.87	Data are insensitive
Age 45-54	0.66	Data are insensitive	0.27	Moderate evidence for the null hypothesis
Age 55-64	0.54	Data are insensitive	0.42	Data are insensitive
Non-white	0.20	Moderate evidence for the null hypothesis	0.80	Data are insensitive
C2DE	1.40	Data are insensitive	0.05	Strong evidence for the null hypothesis
Weight control would increase likelihood of stopping smoking				
Female	0.77	Data are insensitive	0.10	Moderate evidence for the null hypothesis
Age 25-34	1.33	Data are insensitive	0.05	Strong evidence for the null hypothesis
Age 35-44	1.07	Data are insensitive	0.13	Moderate evidence for the null hypothesis
Age 55-64	0.85	Data are insensitive	0.29	Moderate evidence for the null hypothesis
Age 65+	0.35	Data are insensitive	0.85	Data are insensitive
Non-white	0.29	Moderate evidence for the null hypothesis	0.60	Data are insensitive

BF 2.0 = Bayes factor based on an expected effect size of OR=2.0. BF 0.5 = Bayes factor based on an expected effect size of OR=0.5.
Bayes factors between 1/30 and 1/10 indicate strong evidence for the null hypothesis, between 1/10 and 1/3 indicate moderate evidence for the null hypothesis, and between 1/3 and 3 indicate that the data are insensitive (based on Jeffreys' Bayes factor cut-offs (21,24)).