

Appendix Table 1. ENDS Characteristics and Definitions

ENDS Characteristics	Provided Definition
Harms of Use	How much the device affects your health, specifically the harms to your body as compared to tobacco cigarettes. Imagine these harms are like cancer, lung diseases, circulation problems, heart attacks, and strokes.
General Effects of Use	How an e-cigarette affects you overall after you use it.
Tobacco Cessation Aid	How much the device can help a person quit using tobacco.
Purchase Price of Product	How much a person can expect to spend when starting to use the product, including the device and any other necessary pieces.
Monthly Cost of Use	How much a person can expect to spend each month with routine use of an e-cigarette
Nicotine Content	How much nicotine is available to use in the electronic vapor product.
Flavor Availability	How many different types of e-juice flavors that the e-cigarette is available in.
Device Design	How a device looks and feels as you use it, including the feel of inhaling the device, holding the device, its appearance, and other traits.
Modifiability	Some e-cigarettes can be modified. This is how much you can alter the e-cigarette to meet your needs. This doesn't include refilling or replacing an e-juice cartridge.