

Supplemental Table 1a. Cross-sectional bivariate analyses examining exposure to e-cigarette promotions and covariates in relation to current e-cigarette use, use intentions, endorsement, and risk perceptions among US adults in 2021 (N=1,128)

	Overall	Current e-cigarette use			E-cigarette use intentions		E-cigarette endorsement		Perceived addictiveness		Perceived harm	
	n (%) or M (SD) [§]	n (%) or M (SD) [§]	n (%) or M (SD) [§]	P	M (SD) or Coef. [§]	P	M (SD) or Coef. [§]	P	M (SD) or Coef. [§]	P	M (SD) or Coef. [§]	P
Overall	1,128 (100)	929 (84.5)	170 (15.5)		1.76 (1.72)		2.65 (1.12)		5.42 (2.05)		5.71 (1.72)	
Past-month e-cigarette ad exposure*												
Number of media channels (0-11) [§]	1.05 (1.69)	0.86 (1.55)	2.16 (2.06)	<.001	0.19	<.001	0.11	<.001	-0.01	.916	-0.06	.063
Any ad exposure	456 (42.5)	329 (36.4)	127 (75.2)	<.001	2.28 (2.06)	<.001	2.82 (1.18)	<.001	5.32 (2.00)	.160	5.55 (1.62)	<.001
No	617 (57.5)	575 (63.6)	42 (24.9)		1.39 (1.29)		2.52 (1.05)		5.51 (2.07)		5.87 (1.74)	
Digital media	233 (21.3)	151 (16.3)	82 (48.5)	<.001	2.56 (2.18)	<.001	2.90 (1.19)	<.001	4.99 (2.11)	<.001	5.40 (1.72)	<.001
No	861 (78.7)	774 (83.7)	87 (51.5)		1.54 (1.49)		2.58 (1.09)		5.53 (2.03)		5.80 (1.72)	
Traditional media	297 (28.0)	213 (23.6)	84 (52.2)	<.001	2.32 (2.13)	<.001	2.79 (1.16)	.009	5.63 (1.79)	.330	5.65 (1.51)	.280
No	765 (72.0)	688 (76.4)	77 (47.8)		1.53 (1.46)		2.59 (1.10)		5.32 (2.17)		5.75 (1.82)	
Retail settings	147 (13.4)	110 (11.9)	37 (21.9)	<.001	2.08 (1.85)	.015	2.97 (1.19)	<.001	5.03 (2.15)	.015	5.58 (1.70)	<.001
No	947 (86.6)	815 (88.1)	132 (78.1)		1.70 (1.69)		2.60 (1.10)		5.47 (2.04)		5.74 (1.73)	
Past-month e-cigarette non-ad exposure												
Number of media channels (0-4) [§]	0.38 (0.75)	0.31 (0.68)	0.80 (0.96)	<.001	0.213	<.001	0.13	<.001	-0.09	.004	-0.11	<.001
Any non-ad exposure	281 (26.3)	194 (21.5)	87 (52.4)	<.001	2.45 (2.11)	<.001	2.91 (1.22)	<.001	5.13 (2.05)	.004	5.41 (1.69)	<.001
No	786 (73.7)	707 (78.5)	79 (47.6)		1.50 (1.45)		2.55 (1.06)		5.54 (2.03)		5.86 (1.68)	
Movie, television, or theater	134 (12.3)	95 (10.3)	39 (23.2)	<.001	2.46 (2.17)	<.001	2.85 (1.27)	.028	5.25 (2.03)	.339	5.51 (1.72)	.144
No	955 (87.7)	826 (89.7)	129 (76.8)		1.66 (1.61)		2.62 (1.09)		5.43 (2.07)		5.74 (1.73)	
Radio, news podcasts	36 (3.3)	25 (2.7)	11 (6.6)	.011	2.12 (1.72)	.207	3.11 (1.18)	.012	3.94 (2.33)	<.001	4.69 (2.00)	<.001
No	1053 (96.7)	896 (97.3)	157 (93.5)		1.74 (1.71)		2.63 (1.11)		5.46 (2.03)		5.75 (1.71)	
Websites	103 (9.5)	63 (6.8)	40 (23.8)	<.001	2.50 (2.03)	<.001	3.01 (1.18)	<.001	4.80 (2.13)	<.001	5.19 (1.78)	<.001
No	986 (90.5)	858 (93.2)	128 (76.2)		1.68 (1.65)		2.61 (1.10)		5.47 (2.05)		5.77 (1.71)	
Social media	144 (13.2)	99 (10.8)	45 (26.8)	<.001	2.54 (2.21)	<.001	2.92 (1.18)	<.001	5.30 (1.89)	.513	5.42 (1.64)	.029
No	945 (86.8)	822 (89.3)	123 (73.2)		1.63 (1.58)		2.61 (1.10)		5.42 (2.09)		5.76 (1.74)	
Past-month tobacco use status												
E-cigarettes	170 (15.5)	0 (0)	170 (100)	<.001	4.54 (2.29)	<.001	2.92 (1.19)	<.001	5.28 (1.84)	.305	5.08 (1.59)	<.001
No	929 (84.5)	929 (100)	0 (0)		1.20 (0.79)		2.60 (1.10)		5.46 (2.08)		5.86 (1.71)	
Cigarettes	248 (22.9)	158 (17.2)	90 (53.9)	<.001	2.46 (2.05)	<.001	2.79 (1.15)	.021	5.20 (1.99)	.305	5.49 (1.67)	.020
No	836 (77.1)	759 (82.8)	77 (46.1)		1.53 (1.52)		2.60 (1.10)		5.48 (2.08)		5.79 (1.74)	
Other tobacco products ^	169 (15.7)	94 (10.3)	75 (44.6)	<.001	2.78 (2.21)	<.001	2.92 (1.18)	<.001	4.96 (2.07)	<.001	5.31 (1.68)	<.001
No	911 (84.4)	818 (89.7)	93 (55.4)		1.54 (1.50)		2.59 (1.10)		5.53 (2.03)		5.81 (1.71)	
Demographics												
Age – 18-45	156 (14.2)	115 (12.4)	41 (24.1)	<.001	2.29 (2.14)	<.001	2.51 (1.10)	.088	5.26 (2.12)	.593	5.69 (1.63)	.663
26-35	426 (38.8)	362 (39.0)	64 (37.7)		1.74 (1.65)		2.73 (1.14)		5.43 (1.99)		5.67 (1.72)	

36-45	517 (47.0)	452 (48.7)	65 (38.2)		1.61 (1.58)		2.63 (1.10)		5.45 (2.10)		5.77 (1.76)	
Gender – Female	545 (49.6)	468 (50.4)	77 (45.3)	.223	1.70 (1.69)	.246	2.63 (1.07)	.528	5.55 (2.07)	.027	5.91 (1.65)	<.001
Male	554 (50.4)	461 (49.6)	93 (54.7)		1.82 (1.75)		2.67 (1.16)		5.27 (2.04)		5.52 (1.78)	
Sexual orientation – Heterosexual	959 (87.3)	822 (88.6)	137 (80.6)	.004	1.70 (1.66)	.004	2.65 (1.10)	.826	5.39 (2.05)	.294	5.74 (1.70)	.269
Sexual orientation minority	139 (12.7)	106 (11.4)	33 (19.4)		2.16 (2.02)		2.63 (1.22)		5.59 (2.09)		5.57 (1.88)	
Education level <College degree	623 (56.7)	512 (55.1)	111 (65.3)	.014	1.91 (1.87)	<.001	2.75 (1.06)	<.001	5.19 (2.22)	<.001	5.59 (1.84)	<.001
≥College degree	476 (43.3)	417 (44.9)	59 (34.7)		1.56 (1.47)		2.52 (1.17)		5.72 (1.77)		5.89 (1.53)	
Relationship status – Married/cohabiting	590 (53.7)	507 (54.6)	83 (48.8)	.167	1.67 (1.64)	.063	2.63 (1.12)	.596	5.61 (1.96)	<.001	5.83 (1.66)	.029
Other	509 (46.3)	422 (45.4)	87 (51.2)		1.86 (1.79)		2.67 (1.11)		5.19 (2.15)		5.59 (1.79)	
Children under 18 in the home	513 (46.7)	437 (47.0)	76 (44.7)	.575	1.72 (1.70)	.492	2.69 (1.10)	.317	5.39 (2.10)	.676	5.74 (1.78)	.756
No children under 18 in the home	586 (53.3)	492 (53.0)	94 (55.3)		1.79 (1.73)		2.62 (1.13)		5.44 (2.01)		5.70 (1.67)	

Notes: § For continuous variables, M (SD) reported for first 3 columns and Coeff for other columns. * Digital Media: websites, social media, direct mail, email. Retail: inside or outside tobacco shop, vape shop. Traditional Media: television, radio, newspapers/magazines, posters/billboards. ^ Other tobacco includes heated tobacco products, hookah, cigar, pipe, and smokeless tobacco. Boldface indicates $p < .05$.

Supplemental Table 1a. Cross-sectional bivariate analyses examining exposure to e-cigarette promotions and covariates in relation to current e-cigarette use, use intentions, endorsement, and risk perceptions among Israeli adults in 2021 (N=1,094)

	Overall	Current e-cigarette use			E-cigarette use intentions		E-cigarette endorsement		Perceived addictiveness		Perceived harm	
	n (%) or M (SD) [§]	n (%) or M (SD) [§]	n (%) or M (SD) [§]	P	M (SD) or Coef. [§]	P	M (SD) or Coef. [§]	P	M (SD) or Coef. [§]	P	M (SD) or Coef. [§]	P
Overall	1094 (100)	816 (74.8)	275 (25.2)		2.16 (1.87)		2.99 (1.10)		5.10 (1.99)		5.58 (1.75)	
Past-month e-cigarette ad exposure*												
Number of media channels (0-11) [§]	1.17 (1.66)	0.87 (1.43)	2.06 (1.97)	<.001	0.32	<.001	0.07	.025	-0.07	.027	-0.11	<.001
Any ad exposure	529 (49.8)	311 (39.3)	218 (80.4)	<.001	2.88 (2.10)	<.001	3.10 (1.11)	<.001	4.77 (2.04)	<.001	5.20 (1.86)	<.001
No	533 (50.2)	480 (60.7)	53 (19.6)		1.47 (1.27)		2.89 (1.06)		5.52 (1.80)		6.00 (1.48)	
Digital media	394 (36.1)	225 (27.6)	169 (61.5)	<.001	2.94 (2.10)	<.001	3.15 (1.07)	<.001	4.84 (1.99)	<.001	5.26 (1.83)	<.001
No	697 (63.9)	591 (72.4)	106 (38.6)		1.73 (1.57)		2.90 (1.10)		5.24 (1.98)		5.75 (1.68)	
Traditional media	233 (22.3)	127 (15.9)	106 (42.7)	<.001	3.09 (2.17)	<.001	3.13 (1.15)	.033	4.85 (1.99)	.025	5.26 (1.77)	<.001
No	812 (77.7)	670 (84.1)	142 (57.3)		1.81 (1.61)		2.95 (1.08)		5.18 (1.99)		5.71 (1.72)	
Retail settings	219 (20.1)	131 (16.1)	88 (32.0)	<.001	2.89 (2.05)	<.001	2.99 (1.11)	.923	4.73 (2.00)	<.001	5.09 (1.92)	<.001
No	872 (79.9)	685 (84.0)	187 (68.0)		1.98 (1.78)		2.99 (1.09)		5.19 (1.98)		5.70 (1.69)	
Past-month e-cigarette non-ad exposure												
Number of media channels (0-4) [§]	0.64 (0.87)	0.45 (0.75)	1.19 (0.95)	<.001	0.386	<.001	0.05	.115	-0.08	.006	-0.15	<.001
Any non-ad exposure	463 (43.4)	258 (32.5)	205 (75.1)	<.001	3.02 (2.14)	<.001	3.08 (1.13)	.015	4.84 (2.02)	<.001	5.17 (1.86)	<.001
No	603 (56.6)	535 (67.5)	68 (24.9)		1.53 (1.35)		2.92 (1.06)		5.37 (1.89)		5.92 (1.54)	
Movie, television, or theater	133 (12.2)	77 (9.4)	56 (20.4)	<.001	2.93 (1.99)	<.001	3.06 (1.20)	.443	4.56 (2.12)	<.001	5.05 (2.05)	<.001
No	958 (87.8)	739 (90.6)	219 (79.6)		2.06 (1.83)		2.98 (1.08)		5.17 (1.96)		5.65 (1.70)	
Radio, news podcasts	90 (8.3)	50 (6.1)	40 (14.6)	<.001	3.27 (2.08)	<.001	2.86 (1.10)	.250	4.74 (1.92)	.079	4.84 (1.83)	<.001
No	1001 (91.8)	766 (93.9)	235 (85.5)		2.06 (1.82)		3.00 (1.10)		5.13 (1.99)		5.64 (1.73)	
Websites	194 (17.8)	101 (12.4)	93 (33.8)	<.001	3.15 (2.18)	<.001	3.02 (1.12)	.693	4.87 (2.00)	.080	5.13 (1.92)	<.001
No	897 (82.2)	715 (87.6)	182 (66.2)		1.95 (1.73)		2.99 (1.09)		5.15 (1.99)		5.67 (1.70)	
Social media	278 (25.5)	140 (17.2)	138 (50.2)	<.001	3.22 (2.22)	<.001	3.16 (1.12)	.003	5.06 (1.97)	.749	5.47 (1.65)	.250
No	813 (74.5)	676 (82.8)	137 (49.8)		1.81 (1.59)		2.93 (1.08)		5.11 (2.00)		5.61 (1.79)	
Past-month tobacco use status												
E-cigarettes	275 (25.2)	0 (0)	275 (100)	<.001	4.08 (2.12)	<.001	3.29 (1.01)	<.001	4.76 (1.94)	<.001	4.98 (1.71)	<.001
No	816 (74.8)	816 (100)	0 (0)		1.52 (1.24)		2.89 (1.11)		5.22 (1.99)		5.78 (1.72)	
Cigarettes	428 (39.3)	218 (26.7)	210 (76.6)	<.001	3.27 (2.13)	<.001	3.13 (1.02)	<.001	4.95 (1.84)	.048	5.34 (1.66)	<.001
No	662 (60.7)	598 (73.3)	64 (23.4)		1.45 (1.24)		2.90 (1.14)		5.20 (2.08)		5.73 (1.79)	
Other tobacco products ^	354 (32.5)	166 (20.3)	188 (68.6)	<.001	3.15 (2.13)	<.001	3.14 (1.07)	<.001	4.61 (2.01)	<.001	4.94 (1.93)	<.001
No	736 (67.5)	650 (79.7)	86 (31.4)		1.69 (1.53)		2.92 (1.10)		5.34 (1.93)		5.89 (1.57)	
Demographics												
Age – 18-45	383 (35.1)	284 (34.8)	99 (36)	<.001	2.06 (1.83)	.360	2.97 (1.10)	.569	4.81 (2.17)	<.001	5.42 (1.91)	.097
26-35	392 (35.9)	293 (35.9)	99 (36)		2.19 (1.86)		2.97 (1.07)		5.36 (1.88)		5.65 (1.69)	

36-45	316 (29.0)	239 (29.3)	77 (28)		2.26 (1.94)		3.05 (1.12)		5.12 (1.84)		5.67 (1.62)	
Gender – Female	555 (50.9)	433 (53.1)	122 (44.4)	.013	1.97 (1.78)	<.001	2.96 (1.06)	.266	5.24 (1.99)	<.001	5.84 (1.63)	<.001
Male	536 (49.1)	383 (46.9)	153 (55.6)		2.36 (1.95)		3.03 (1.13)		4.96 (1.98)		5.30 (1.83)	
Sexual orientation – Heterosexual	899 (82.4)	676 (82.8)	223 (81.1)	.509	2.16 (1.85)	.786	2.97 (1.09)	.100	5.18 (1.93)	<.001	5.66 (1.69)	<.001
Sexual orientation minority	192 (17.6)	140 (17.2)	52 (18.9)		2.20 (1.98)		3.11 (1.10)		4.70 (2.22)		5.16 (1.98)	
Education level <College degree	469 (43.0)	350 (42.9)	119 (43.3)	.912	2.20 (1.93)	.600	2.97 (1.12)	.514	4.81 (2.11)	<.001	5.49 (1.82)	.147
≥College degree	622 (57.0)	466 (57.1)	156 (56.7)		2.14 (1.83)		3.01 (1.08)		5.31 (1.87)		5.64 (1.70)	
Relationship status – Married/cohabiting	583 (53.4)	417 (51.1)	166 (60.4)	.008	2.36 (1.97)	<.001	2.99 (1.10)	.968	5.20 (1.91)	.084	5.60 (1.70)	.626
Other	508 (46.6)	399 (48.9)	109 (39.6)		1.94 (1.72)		2.99 (1.09)		4.98 (2.08)		5.55 (1.82)	
Children under 18 in the home	595 (54.5)	432 (52.9)	163 (59.3)	.068	2.29 (2.01)	.012	3.00 (1.08)	.722	5.19 (1.93)	.087	5.65 (1.68)	.105
No children under 18 in the home	496 (45.5)	384 (47.1)	112 (40.7)		2.01 (1.68)		2.98 (1.12)		4.98 (2.05)		5.48 (1.83)	

Notes: § For continuous variables, M (SD) reported for first 3 columns and Coeff for other columns. * Digital Media: websites, social media, direct mail, email. Retail: inside or outside tobacco shop, vape shop. Traditional Media: television, radio, newspapers/magazines, posters/billboards. ^ Other tobacco includes heated tobacco products, hookah, cigar, pipe, and smokeless tobacco. Boldface indicates p<.05.

Supplemental Table 2a. Cross-sectional multivariable regression analyses examining exposure to e-cigarette promotions and covariates in relation to current e-cigarette use, use intentions, endorsement, and risk perceptions among US adults in 2021 (N=1,128)

	Current e-cigarette use		E-cigarette use intentions		E-cigarette endorsement		Perceived addictiveness		Perceived harm	
	aOR	95% CI	β	95% CI	β	95% CI	β	95% CI	β	95% CI
Past-month e-cigarette ad exposure										
Digital media (Ref: No)	2.75	1.66, 4.55	0.18	-0.06, 0.41	-0.01	-0.23, 0.20	-0.32	-0.72, 0.08	-0.03	-0.37, 0.31
Traditional media (Ref: No)	2.54	1.66, 3.89	0.12	-0.06, 0.30	0.01	-0.16, 0.18	0.68	0.37, 0.99	0.09	-0.17, 0.36
Retail settings (Ref: No)	0.58	0.32, 1.07	-0.13	-0.38, 0.12	0.19	-0.04, 0.43	-0.46	-0.89, -0.03	0.13	-0.24, 0.49
Past-month e-cigarette non-ad exposure										
Movie, television, or theater (Ref: No)	1.32	0.76, 2.30	0.25	0.00, 0.49	-0.01	-0.23, 0.21	0.13	-0.29, 0.55	0.13	-0.22, 0.49
Radio, news podcasts (Ref: No)	1.16	0.46, 2.92	-0.45	-0.88, -0.02	0.14	-0.27, 0.54	-1.21	-1.95, -0.48	-0.97	-1.59, -0.35
Websites (Ref: No)	1.44	0.78, 2.66	-0.14	-0.43, 0.15	0.18	-0.09, 0.45	-0.49	-1.00, 0.02	-0.41	-0.84, 0.02
Social media (Ref: No)	0.77	0.43, 1.38	0.27	0.01, 0.53	0.17	-0.07, 0.41	0.46	0.01, 0.91	0.01	-0.38, 0.38
Current tobacco use status										
E-cigarettes (Ref: No)	--	--	3.22	3.00, 3.45	0.18	-0.03, 0.39	-0.07	-0.46, 0.33	-0.73	-1.06, -0.39
Cigarettes (Ref: No)	3.17	2.04, 4.94	-0.04	-0.24, 0.16	0.02	-0.16, 0.21	-0.06	-0.40, 0.28	0.04	-0.25, 0.33
Other tobacco products* (Ref: No)	3.77	2.35, 6.03	0.07	-0.17, 0.30	0.18	-0.04, 0.40	-0.42	-0.82, -0.01	-0.12	-0.46, 0.22
Demographics										
Age (Ref: 36-45)										
18-25	3.62	2.05, 6.40	0.12	-0.11, 0.35	-0.22	-0.43, -0.01	-0.02	-0.41, 0.37	0.18	-0.16, 0.51
26-35	1.61	1.02, 2.53	0.03	-0.13, 0.19	0.09	-0.06, 0.24	0.06	-0.22, 0.34	0.02	-0.22, 0.25
Female (Ref: Male)	0.96	0.64, 1.44	-0.04	-0.19, 0.10	-0.02	-0.16, 0.12	0.26	0.00, 0.51	0.38	0.16, 0.59
Sexual orientation minority (Ref: Heterosexual)	1.82	1.07, 3.09	0.06	-0.16, 0.29	-0.11	-0.32, 0.10	0.23	-0.16, 0.62	-0.08	-0.40, 0.25
Education <College (Ref: $\geq$ College)	0.99	0.65, 1.51	0.12	-0.03, 0.27	0.29	0.15, 0.43	-0.56	-0.83, -0.30	-0.35	-0.57, -0.13

Notes: * Other tobacco includes heated tobacco products, hookah, cigar, pipe, and smokeless tobacco. Boldface indicates $p < .05$.

Supplemental Table 2b. Cross-sectional multivariable regression analyses examining exposure to e-cigarette promotions and covariates in relation to current e-cigarette use, use intentions, endorsement, and risk perceptions among Israeli adults in 2021 (N=1,094)

	Current e-cigarette use		E-cigarette use intentions		E-cigarette endorsement		Perceived addictiveness		Perceived harm	
	aOR	95% CI	β	95% CI	β	95% CI	β	95% CI	β	95% CI
Past-month e-cigarette ad exposure										
Digital media (Ref: No)	1.58	1.04, 2.39	0.12	-0.11, 0.34	0.24	0.07, 0.42	-0.28	-0.59, 0.03	-0.21	-0.47, 0.06
Traditional media (Ref: No)	1.73	1.14, 2.62	0.32	0.08, 0.56	0.08	-0.11, 0.26	-0.03	-0.36, 0.30	-0.02	-0.31, 0.26
Retail settings (Ref: No)	0.67	0.42, 1.06	-0.05	-0.31, 0.20	-0.07	-0.27, 0.12	-0.14	-0.49, 0.21	-0.13	-0.43, 0.17
Past-month e-cigarette non-ad exposure										
Movie, television, or theater (Ref: No)	0.83	0.49, 1.42	0.06	-0.24, 0.35	-0.10	-0.33, 0.13	-0.31	-0.71, 0.09	-0.27	-0.61, 0.07
Radio, news podcasts (Ref: No)	0.87	0.48, 1.57	0.27	-0.08, 0.61	-0.28	-0.55, -0.01	-0.08	-0.56, 0.40	-0.28	-0.69, 0.13
Websites (Ref: No)	1.10	0.70, 1.74	0.13	-0.13, 0.39	-0.15	-0.35, 0.05	0.08	-0.28, 0.45	-0.04	-0.35, 0.27
Social media (Ref: No)	2.46	1.64, 3.70	0.34	0.11, 0.58	-0.01	-0.19, 0.17	0.41	0.09, 0.73	0.34	0.06, 0.61
Current tobacco use status										
E-cigarettes (Ref: No)	--	--	1.71	1.47, 1.96	0.34	0.15, 0.53	-0.22	-0.56, 0.12	-0.46	-0.75, -0.17
Cigarettes (Ref: No)	5.00	3.41, 7.31	0.81	0.60, 1.02	0.05	-0.12, 0.21	0.05	-0.24, 0.34	0.10	-0.15, 0.34
Other tobacco products* (Ref: No)	5.29	3.58, 7.79	0.14	-0.09, 0.36	0.07	-0.11, 0.24	-0.56	-0.87, -0.25	-0.54	-0.80, -0.27
Demographics										
Age (Ref: 36-45)										
18-25	0.84	0.53, 1.34	-0.26	-0.49, -0.04	-0.08	-0.25, 0.10	-0.14	-0.46, 0.17	-0.1	-0.36, 0.17
26-35	0.93	0.59, 1.45	-0.10	-0.32, 0.11	-0.08	-0.25, 0.09	0.23	-0.07, 0.52	-0.06	-0.31, 0.20
Female (Ref: Male)	1.22	0.84, 1.77	-0.09	-0.26, 0.09	-0.06	-0.20, 0.07	0.07	-0.17, 0.32	0.38	0.17, 0.59
Sexual orientation minority (Ref: Heterosexual)	1.16	0.72, 1.87	0.07	-0.16, 0.30	0.20	0.02, 0.38	-0.26	-0.58, 0.06	-0.35	-0.62, -0.08
Education <College (Ref: $\geq$ College)	1.08	0.74, 1.58	0.09	-0.09, 0.28	-0.06	-0.20, 0.08	-0.43	-0.68, -0.17	-0.12	-0.33, 0.10

Notes: * Other tobacco includes heated tobacco products, hookah, cigar, pipe, and smokeless tobacco. Boldface indicates $p < .05$.

Supplemental Table 3a. Sensitivity Analyses: Cross-sectional multivariable regression analyses examining exposure to e-cigarette promotions per number of channels and covariates in relation to current e-cigarette use, use intentions, endorsement, and risk perceptions among US adults in 2021 (N=1,128)

	Current e-cigarette use		E-cigarette use intentions		E-cigarette endorsement		Perceived addictiveness		Perceived harm	
	aOR	95% CI	β	95% CI	β	95% CI	β	95% CI	β	95% CI
Ad exposure - # media channels (0-10)	1.29	1.15, 1.44	-0.04	-0.09, 0.01	0.02	-0.03, 0.06	0.1	0.01, 0.19	0.04	-0.03, 0.11
Non-ad exposure - # media channels (0-4)	1.09	0.84, 1.41	0.17	0.06, 0.29	0.12	0.01, 0.23	-0.28	-0.48, -0.08	-0.17	-0.34, -0.01
Current tobacco use status										
E-cigarettes (Ref: No)	--	--	3.23	3.00, 3.45	0.14	-0.06, 0.35	-0.03	-0.42, 0.35	-0.72	-1.04, -0.40
Cigarettes (Ref: No)	3.28	2.15, 5.02	-0.01	-0.20, 0.18	0.02	-0.16, 0.20	-0.05	-0.39, 0.28	0.01	-0.28, 0.28
Other tobacco products* (Ref: No)	3.86	2.46, 6.04	0.06	-0.17, 0.29	0.19	-0.03, 0.40	-0.42	-0.81, -0.02	-0.11	-0.43, 0.22
Demographics										
Age (Ref: 36-45)										
18-25	3.35	1.95, 5.76	0.11	-0.11, 0.34	-0.22	-0.43, -0.01	0.04	-0.35, 0.43	0.18	-0.15, 0.51
26-35	1.42	0.92, 2.20	0.03	-0.13, 0.19	0.09	-0.06, 0.24	0.06	-0.21, 0.34	0.01	-0.22, 0.24
Female (Ref: Male)	0.96	0.66, 1.42	-0.07	-0.22, 0.07	-0.02	-0.16, 0.11	0.23	-0.02, 0.49	0.37	0.16, 0.58
Sexual orientation minority (Ref: Heterosexual)	1.80	1.08, 3.01	0.09	-0.13, 0.32	-0.12	-0.32, 0.09	0.22	-0.16, 0.61	-0.05	-0.37, 0.27
Education <College (Ref: $\geq$ College)	0.94	0.63, 1.41	0.14	-0.01, 0.29	0.26	0.12, 0.40	-0.58	-0.84, -0.32	-0.34	-0.55, -0.12

Notes: * Other tobacco includes heated tobacco products, hookah, cigar, pipe, and smokeless tobacco. Boldface indicates $p < .05$.

Supplemental Table 3b. Sensitivity Analyses: Cross-sectional multivariable regression analyses examining exposure to e-cigarette promotions per number of channels and covariates in relation to current e-cigarette use, use intentions, endorsement, and risk perceptions among Israeli adults in 2021 (N=1,094)

	Current e-cigarette use		E-cigarette use intentions		E-cigarette endorsement		Perceived addictiveness		Perceived harm	
	aOR	95% CI	β	95% CI	β	95% CI	β	95% CI	β	95% CI
Ad exposure - # media channels (0-10)	1.12	0.99, 1.26	0.06	-0.01, 0.12	0.03	-0.02, 0.08	0.01	-0.08, 0.10	0.02	-0.06, 0.10
Non-ad exposure - # media channels (0-4)	1.44	1.14, 1.82	0.25	0.11, 0.38	-0.06	-0.17, 0.04	-0.03	-0.21, 0.15	-0.09	-0.25, 0.06
Current tobacco use status										
E-cigarettes (Ref: No)	--	--	1.84	1.60, 2.07	0.35	0.17, 0.53	-0.14	-0.46, 0.17	-0.43	-0.71, -0.16
Cigarettes (Ref: No)	4.89	3.43, 6.98	0.83	0.62, 1.03	0.10	-0.06, 0.25	0.04	-0.24, 0.32	0.07	-0.17, 0.31
Other tobacco products* (Ref: No)	4.41	3.08, 6.31	0.12	-0.10, 0.34	0.03	-0.14, 0.20	-0.64	-0.94, -0.34	-0.63	-0.89, -0.37
Demographics										
Age (Ref: 36-45)										
18-25	0.93	0.59, 1.44	-0.27	-0.49, -0.04	-0.09	-0.26, 0.09	-0.09	-0.40, 0.22	-0.13	-0.39, 0.14
26-35	0.95	0.63, 1.45	-0.08	-0.30, 0.13	-0.08	-0.25, 0.08	0.23	-0.06, 0.52	-0.07	-0.32, 0.19
Female (Ref: Male)	1.26	0.89, 1.79	-0.07	-0.24, 0.11	-0.03	-0.17, 0.10	0.10	-0.14, 0.34	0.39	0.18, 0.60
Sexual orientation minority (Ref: Heterosexual)	1.08	0.69, 1.69	0.08	-0.15, 0.31	0.16	-0.02, 0.33	-0.28	-0.59, 0.03	-0.36	-0.63, -0.09
Education <College (Ref: $\geq$ College)	1.11	0.78, 1.58	0.10	-0.08, 0.28	-0.06	-0.20, 0.08	-0.43	-0.67, -0.18	-0.10	-0.31, 0.12

Notes: * Other tobacco includes heated tobacco products, hookah, cigar, pipe, and smokeless tobacco. Boldface indicates $p < .05$.