

## Supplemental Information

**SUPPLEMENTAL TABLE 5** Beliefs About the Harm of e-Cigarettes, Cigars, and Smokeless Tobacco Compared With Cigarettes, Among Respondents Holding Opinions

	Belief About Harm of Listed Product Compared With Cigarettes			<i>P</i>
	Less Harmful	Equally Harmful	More Harmful	
<b>Electronic cigarettes</b>				
Overall	73.0 (0.8)	21.9 (0.6)	5.1 (0.3)	
Gender				<.001
Male	76.8 (0.8)	18.0 (0.7)	5.3 (0.4)	
Female	69.2 (1.1)	26.0 (0.9)	4.8 (0.3)	
Age				.006
<15 y	72.1 (0.8)	21.8 (0.7)	6.1 (0.5)	
≥15 y	73.8 (1.1)	22.0 (0.9)	4.2 (0.3)	
Ethnicity				<.001
Non-Hispanic white	76.0 (0.9)	20.9 (0.8)	3.1 (0.2)	
Non-Hispanic black	68.1 (2.4)	22.8 (1.9)	9.1 (1.0)	
Hispanic	68.2 (1.1)	24.5 (0.9)	7.3 (0.6)	
Other or missing	70.4 (1.6)	21.9 (1.4)	7.7 (1.1)	
<b>Cigars, cigarillos, or little cigars</b>				
Overall	25.8 (0.7)	49.4 (0.7)	24.8 (0.7)	
Gender				<.001
Male	28.5 (0.9)	42.6 (0.7)	28.9 (0.9)	
Female	22.8 (1.0)	56.9 (1.0)	20.2 (0.8)	
Age				<.001
<15 y	23.1 (0.8)	48.8 (1.0)	28.1 (1.0)	
≥15 y	27.7 (1.0)	49.7 (0.9)	22.6 (1.0)	
Ethnicity				<.001
Non-Hispanic white	27.1 (1.0)	49.8 (1.0)	23.1 (0.9)	
Non-Hispanic black	30.1 (1.3)	44.3 (2.0)	25.6 (2.0)	
Hispanic	21.2 (1.1)	51.7 (1.5)	27.0 (0.9)	
Other or missing	20.0 (1.8)	49.4 (2.1)	30.6 (2.1)	
<b>Chewing tobacco, snuff, dip, or snus</b>				
Overall	20.2 (0.9)	49.7 (0.7)	30.1 (0.9)	
Gender				<.001
Male	23.8 (1.2)	45.6 (0.9)	30.6 (1.2)	
Female	16.5 (0.8)	54.1 (0.8)	29.5 (1.0)	
Age				.004
<15 y	19.1 (1.1)	48.1 (0.8)	32.8 (1.3)	
≥15 y	20.9 (1.0)	50.9 (1.0)	28.1 (1.1)	
Ethnicity				<.001
Non-Hispanic white	23.2 (1.3)	51.5 (0.9)	25.3 (1.1)	
Non-Hispanic black	14.0 (1.5)	46.5 (1.5)	39.6 (2.2)	
Hispanic	15.7 (0.9)	46.6 (1.5)	37.7 (1.5)	
Other or missing	18.4 (1.4)	48.2 (1.6)	33.4 (1.7)	

Weighted percentages with SEs in parentheses are displayed.

**SUPPLEMENTAL TABLE 6** Trends in Beliefs About the Harm of e-Cigarettes Compared With Cigarettes

	2012					2014					P for Trend	
	Less Harmful	Equally Harmful	More Harmful	Unaware of Product	Don't Know Enough	Less Harmful	Equally Harmful	More Harmful	Unaware of Product	Don't Know Enough		Able to Provide Opinion
Overall	30.6 (0.7)	15.7 (0.4)	2.9 (0.2)	10.6 (0.4)	40.3 (0.5)	50.7 (1.1)	15.2 (0.4)	3.5 (0.2)	3.8 (0.2)	26.8 (0.9)	<.001	<.001
Gender												
Male	35.1 (0.8)	13.5 (0.4)	3.1 (0.3)	9.3 (0.4)	38.9 (0.6)	54.8 (1.2)	12.8 (0.4)	3.8 (0.3)	3.4 (0.3)	25.2 (0.9)	<.001	<.001
Female	26.0 (0.8)	18.0 (0.6)	2.6 (0.2)	11.8 (0.5)	41.7 (0.7)	46.7 (1.2)	17.5 (0.6)	3.2 (0.2)	4.2 (0.3)	28.4 (1.1)	<.001	<.001
Age												
<15 y	28.9 (0.7)	13.9 (0.5)	2.9 (0.3)	13.8 (0.6)	40.5 (0.6)	45.0 (0.9)	13.6 (0.4)	3.8 (0.3)	5.8 (0.4)	31.8 (0.7)	<.001	<.001
≥15 y	32.2 (0.9)	17.4 (0.5)	2.8 (0.2)	7.5 (0.4)	40.1 (0.8)	56.0 (1.6)	16.7 (0.6)	3.2 (0.2)	1.9 (0.2)	22.2 (1.2)	<.001	<.001
E-cigarette use, ever												
No	27.5 (0.6)	16.0 (0.4)	2.8 (0.2)	11.3 (0.4)	42.4 (0.5)	43.6 (1.0)	16.7 (0.5)	3.7 (0.2)	4.4 (0.3)	31.7 (0.7)	<.001	<.001
Yes	70.9 (1.5)	12.4 (1.0)	4.1 (0.6)	1.3 (0.4)	11.4 (1.1)	80.5 (1.2)	9.6 (0.6)	2.4 (0.3)	1.0 (0.2)	6.6 (0.9)	<.001	<.001
Of those with opinions												
Overall	62.2 (0.9)	31.9 (0.8)	5.8 (0.4)			73.0 (0.8)	21.9 (0.6)	5.1 (0.3)				
Gender												
Male	67.9 (1.0)	26.0 (0.9)	6.1 (0.5)			76.8 (0.9)	18.0 (0.7)	5.3 (0.4)				
Female	55.8 (1.2)	38.6 (1.1)	5.6 (0.4)			69.2 (1.1)	26.0 (0.9)	4.8 (0.4)				
Age												
<15 y	63.2 (1.2)	30.4 (1.0)	6.4 (0.6)			72.1 (0.8)	21.8 (0.7)	6.1 (0.5)				
≥15 y	61.4 (1.1)	33.2 (0.9)	5.4 (0.4)			73.8 (1.1)	22.0 (0.9)	4.2 (0.4)				
E-cigarette use, ever												
No	59.5 (1.0)	34.5 (0.8)	6.0 (0.4)			68.2 (0.9)	26.1 (0.7)	5.7 (0.4)				
Yes	81.2 (1.2)	14.1 (1.1)	4.7 (0.7)			87.1 (0.8)	10.4 (0.7)	2.6 (0.3)				

Weighted percentages with SEs in parentheses are displayed.

**SUPPLEMENTAL TABLE 7** Beliefs About the Addictiveness of e-Cigarettes, Cigars, and Smokeless Tobacco Compared With Cigarettes, Among Respondents Holding Opinions

	Belief About Addictiveness of Listed Product Compared With Cigarettes			<i>P</i>
	Less Addictive	Equally Addictive	More Addictive	
<b>Electronic cigarettes</b>				
Overall	47.1 (0.7)	44.8 (0.8)	8.1 (0.4)	
Gender				<.001
Male	50.9 (1.0)	40.5 (1.0)	8.6 (0.4)	
Female	43.0 (0.8)	49.5 (0.9)	7.5 (0.5)	
Age				<.001
<15 y	43.4 (0.9)	46.3 (0.9)	10.3 (0.5)	
≥15 y	49.8 (0.9)	43.9 (1.0)	6.4 (0.5)	
Ethnicity				<.001
Non-Hispanic white	47.2 (1.0)	47.2 (1.0)	5.6 (0.3)	
Non-Hispanic black	51.4 (1.9)	37.8 (2.1)	10.8 (0.8)	
Hispanic	46.0 (0.9)	41.5 (1.1)	12.5 (0.9)	
Other or missing	42.0 (2.0)	46.4 (2.0)	11.6 (1.2)	
<b>Cigars, cigarillos, or little cigars</b>				
Overall	31.5 (1.0)	57.5 (0.8)	10.9 (0.6)	
Gender				<.001
Male	33.9 (1.2)	54.2 (1.0)	11.9 (0.7)	
Female	28.9 (1.1)	61.3 (1.0)	9.8 (0.7)	
Age				<.001
<15 y	26.0 (0.8)	59.4 (1.0)	14.6 (0.9)	
≥15 y	35.2 (1.3)	56.4 (1.0)	8.4 (0.6)	
Ethnicity				<.001
Non-Hispanic white	33.3 (1.3)	59.0 (1.1)	7.7 (0.6)	
Non-Hispanic black	32.0 (1.5)	49.6 (1.9)	18.4 (1.7)	
Hispanic	27.2 (1.5)	58.6 (1.6)	14.3 (1.1)	
Other or missing	27.7 (1.8)	57.6 (1.9)	14.7 (1.2)	
<b>Chewing tobacco, snuff, dip, or snus</b>				
Overall	14.0 (0.4)	63.2 (0.7)	22.8 (0.7)	
Gender				<.001
Male	16.8 (0.6)	59.4 (1.1)	23.8 (1.0)	
Female	11.0 (0.5)	67.4 (0.8)	21.6 (0.8)	
Age				<.001
<15 y	14.8 (0.7)	58.8 (1.1)	26.5 (1.0)	
≥15 y	13.4 (0.5)	66.4 (0.9)	20.2 (1.0)	
Ethnicity				<.001
Non-Hispanic white	14.5 (0.6)	67.3 (0.8)	18.2 (0.7)	
Non-Hispanic black	12.1 (1.2)	54.8 (1.8)	33.1 (2.3)	
Hispanic	12.8 (0.9)	58.1 (1.2)	29.1 (1.2)	
Other or missing	16.1 (1.3)	57.9 (1.7)	26.0 (1.4)	

Weighted percentages with SEs in parentheses are displayed.