

**Supplemental Table 2 – Correlations between exposure measures and perceived harm measures**

	Harmful to health	Concerned about health impact of vapor	Compared with secondhand smoke
Frequency of ad exposure (n=1443)	-0.086**	-0.0950***	-0.102***
Frequency of media exposure (n=1443)	-0.041	-0.045	-0.034
Frequency of interpersonal discussion (n=1443)	-0.187***	-0.180***	-0.185***
Valence-weighted ad exposure (n=1054)	-0.154***	-0.161***	-0.195***
Valence-weighted media exposure (n=698)	-0.188***	-0.217***	-0.142***
Valence-weighted interpersonal discussion (n=305)	-0.306***	-0.328***	-0.350***

Note. Cell entries are bivariate Spearman's rho estimates. \*p<.05, \*\*p<.01, \*\*\*p<.0005