

**Supplemental Table 1.****Participant characteristics of past 30-day users of flavored JUUL and other e-cigarettes, by source: California, 2019 (unweighted n, %)**

	Retail		Online		Social	
	JUUL (n=602)	Other e-cigarette (n=650)	JUUL (n=602)	Other e-cigarette (n=650)	JUUL (n=602)	Other e-cigarette (n=650)
<b>Age group</b>						
15-20 years	100 (34.1)	89 (32.7)	32 (10.9)	35 (12.9)	221 (75.4)	192 (70.6)
21-29 years	142 (45.9)	229 (60.6)	56 (18.1)	70 (18.5)	172 (55.7)	166 (43.9)
<b>Gender</b>						
Male	98 (42.6)	114 (51.1)	32 (13.9)	42 (18.8)	147 (63.9)	114 (51.1)
Female	132 (38.8)	181 (46.8)	52 (15.3)	58 (15.0)	223 (65.6)	226 (58.4)
Other	11 (36.7)	21 (56.8)	4 (13.3)	5 (13.5)	22 (73.3)	17 (45.9)
<b>LGBTQ</b>						
Yes	57 (36.1)	98 (48.0)	18 (11.4)	33 (16.2)	115 (72.8)	117 (57.3)
No	179 (41.6)	210 (48.8)	67 (15.6)	72 (16.7)	271 (63.0)	231 (53.7)
<b>Race/ethnicity</b>						
Hispanic, non-Black	71 (44.1)	109 (53.4)	23 (14.3)	26 (12.7)	105 (65.2)	107 (52.4)
Other (including Asian, other/multi-race and Black)	90 (38.0)	92 (42.0)	41 (17.3)	44 (20.1)	157 (66.2)	125 (57.1)
White, non-Hispanic	73 (39.5)	108 (50.7)	19 (10.3)	34 (15.9)	121 (65.4)	119 (55.9)
<b>Household finances</b>						
Just meet or have difficulty meeting basic expenses <sup>^</sup>	60 (40.8)	88 (52.4)	20 (13.6)	20 (11.9)	102 (69.4)	95 (56.5)
Meet needs with a little left over	75 (38.1)	97 (43.9)	32 (16.2)	32 (14.5)	124 (62.9)	129 (58.4)
Live comfortably	107 (41.5)	133 (50.9)	36 (13.9)	53 (20.3)	167 (64.7)	134 (51.3)
<b>Lives in locality that restricts sales of flavored tobacco</b>						
Yes	116 (33.6)	93 (34.6)	45 (13.0)	44 (16.4)	239 (69.3)	180 (66.9)
No	126 (49.0)	225 (59.1)	43 (16.7)	61 (16.0)	154 (59.9)	178 (46.7)

Cell entries are frequency and row percents (unweighted, e.g., 34.1% of users ages 15-20 obtained JUUL from a retail source), and participants could report multiple sources. <sup>^</sup>Too few Black respondents obtained other e-cigarettes online (count:8) and therefore combined with other groups, including Asian/Pacific Islander, non-Hispanic and Other/ multi-race, non-Hispanic.

**Supplemental Table 2. Participant characteristics of past 30-day users of flavored JUUL and other e-cigarettes, by source: California, 2019 (weighted % (95% CI))**

	Retail		Online		Social	
	JUUL	Other e-cigarette	JUUL	Other e-cigarette	JUUL	Other e-cigarette
<b>Age group</b>						
15-20 years	33.6	31.2	11.6	12.7	76.0	70.9
95% CI	(27.9, 39.7)	(25.5, 37.5)	(8.1, 16.4)	(8.9, 17.7)	(70.3, 80.9)	(64.6, 76.5)
21-29 years	44.3	59.4	19.6	19.1	57.2	47.3
95% CI	(38.1, 50.7)	(53.7, 64.9)	(14.8, 25.4)	(14.9, 24.1)	(50.8, 63.3)	(41.6, 53.1)
<b>Sex</b>						
Male	41.7	49.6	13.7	19.3	63.9	53.1
95% CI	(34.8, 48.9)	(42.3, 56.9)	(9.5, 19.3)	(14.2, 25.8)	(56.7, 70.5)	(45.8, 60.3)
Female	38.3	44.8	17.4	15.2	66.7	61.4
95% CI	(32.7, 44.3)	(39.3, 50.4)	(13.0, 22.9)	(11.5, 19.8)	(60.8, 72.1)	(55.9, 66.6)
Other	28.4	53.8	12.2	10.5	80.4	48.2
95% CI	(14.9, 47.1)	(36.7, 70.1)	(4.4, 29.7)	(4.3, 23.4)	(63.2, 90.7)	(31.7, 65.1)
<b>LGBTQ</b>						
Yes	31.9	46.5	12.2	16.7	74.3	59.2
95% CI	(24.7, 40.1)	(38.9, 54.1)	(7.5, 19.4)	(11.5, 23.7)	(66.2, 81.0)	(51.6, 66.4)
No	41.7	47.0	16.7	16.8	64.2	56.7
95% CI	(36.5, 47.0)	(41.8, 52.3)	(12.9, 21.4)	(13.2, 21.2)	(58.9, 69.1)	(51.4, 61.9)
<b>Race/ethnicity</b>						
Hispanic, non-Black	43.0	51.1	13.2	13.3	67.6	55.4
95% CI	(35.1, 51.3)	(43.7, 58.5)	(8.7, 19.4)	(8.8, 19.5)	(59.8, 74.6)	(48.0, 62.6)
Other (including Asian, other/multi-race and Black) 95% CI	37.9	42.0	19.3	18.5	67.2	58.2
	(31.3, 45.0)	(34.9, 49.5)	(14.0, 25.9)	(13.6, 24.6)	(60.3, 73.5)	(50.7, 65.2)
White, non-Hispanic	36.8	47.6	12.3	17.5	65.4	59.7
95% CI	(29.2, 45.2)	(39.8, 55.4)	(7.4, 19.8)	(12.1, 24.6)	(56.8, 73.0)	(51.9, 67.0)
<b>Household finances</b>						
Just meet or have difficulty meeting basic expenses^ 95% CI	38.8	48.3	13.5	10.8	73.2	60.9
	(30.5, 47.7)	(39.8, 57.0)	(8.4, 20.9)	(6.2, 18.1)	(65.0, 80.0)	(52.5, 68.9)
Meet needs with a little left over	35.6	43.6	17.1	15.9	63.6	59.1
95% CI	(28.4, 43.3)	(36.5, 50.9)	(11.8, 24.2)	(11.2, 22.2)	(55.5, 70.9)	(51.7, 66.0)
Live comfortably	42.2	49.4	15.9	20.5	64.3	53.8
95% CI	(35.7, 49.1)	(42.7, 56.2)	(11.2, 22.1)	(15.6, 26.5)	(57.6, 70.6)	(47.1, 60.5)
Lives in locality that restricts sales of flavored tobacco						

Yes 95% CI	32.9 (27.5, 38.8)	36.8 (30.3, 43.8)	14.5 (10.5, 19.7)	16.0 (11.6, 21.7)	69.6 (63.7, 74.9)	66.7 (59.8, 72.8)
No 95% CI	46.9 (40.3, 53.5)	54.8 (49.2, 60.3)	17.3 (12.7, 23.1)	16.6 (12.7, 21.2)	62.2 (55.6, 68.4)	50.8 (45.3, 56.3)

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