



Supplemental Table S1. Ordinal Logistic Regression Results for Individual Items.

	Discourage		Unpleasant		Health Consequence	
	AOR	<i>p</i>	AOR	<i>p</i>	AOR	<i>p</i>
Message Type						
Long-Term Message	1.47	.046	1.75	.004	1.97	.000
Loss-Framed Message	1.12	.570	0.62	.012	0.94	.729
Individual Difference						
Age	1.02	.095	1.01	.100	1.02	.047
Female	0.88	.533	0.78	.223	0.98	.940
Married	1.20	.368	1.40	.089	1.59	.021
White	0.82	.531	0.85	.584	0.56	.064
College Education	1.01	.944	1.06	.752	0.92	.674
Income	1.06	.315	0.95	.312	1.06	.340
Past Month Vaping	0.88	.544	1.00	.983	0.95	.784
Cigarettes/Day	0.98	.112	1.00	.890	0.99	.488
FTND	1.08	.155	1.00	.989	1.01	.806
Perceived Quit Efficacy	1.62	<.001	1.24	.057	1.41	.003
Gain Discounting (Log)	0.56	<.001	0.74	.020	0.98	.906
Loss Discounting (Log)	0.93	.382	0.93	.384	0.93	.432
Loss Aversion	0.92	.012	0.96	.190	0.96	.150

Note. PME = perceived message effectiveness. **Bold** = statistically significant associations.