

Figure S1. Participant flowchart from completed baseline surveys through follow-up analytic sample: U.S. adults 2022-2024

[Description: Flowchart depicting the numbers of participants involved in each step between completion of baseline survey and final follow-up analytic sample.]

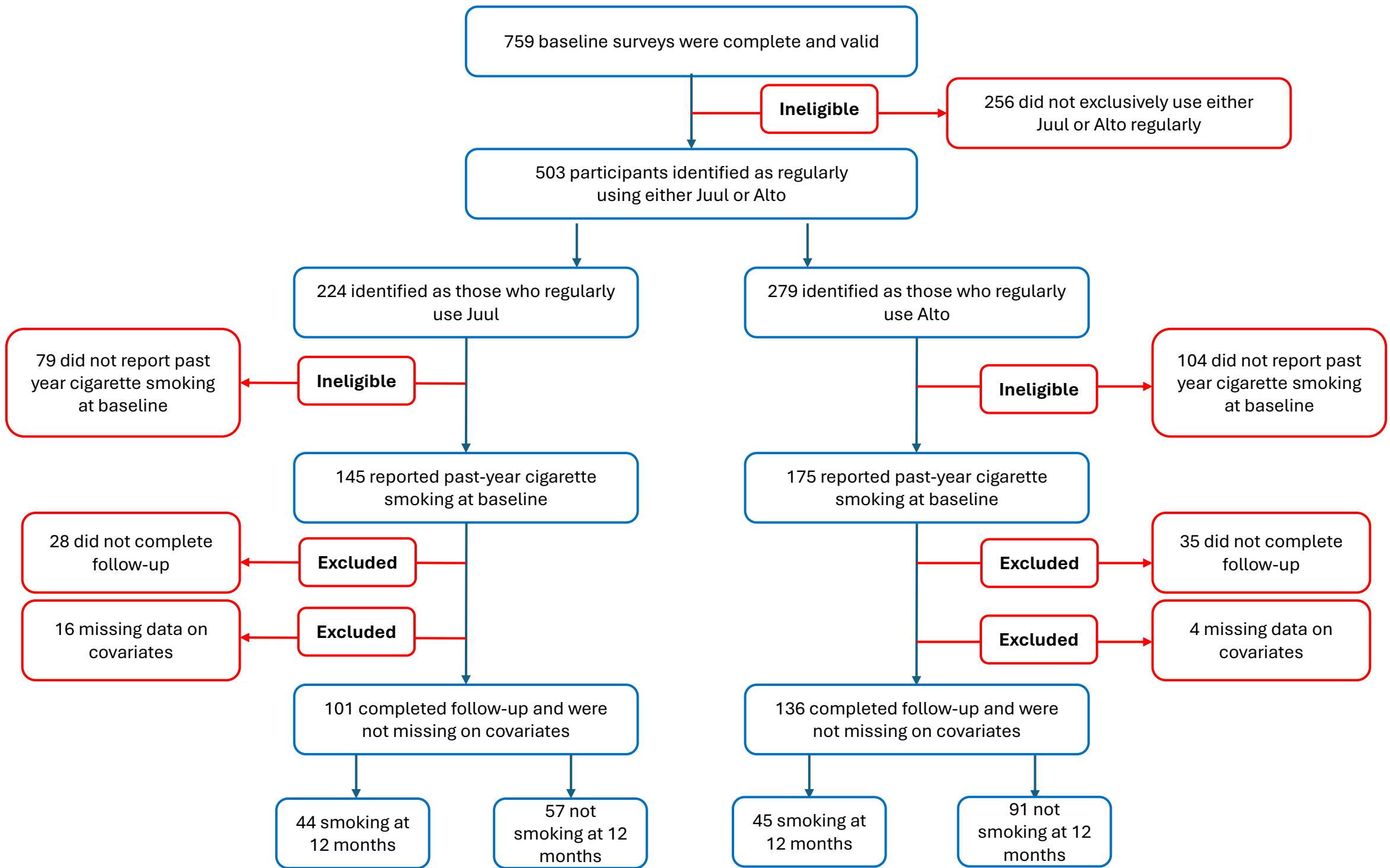


Table S1. Detailed Description of Measures and Variable Construction

Construct	Question Text	Response Options	Operationalization
<i>Outcome variable (Follow-up)</i>			
Smoking abstinence at 12-month follow-up	(1) Do you now smoke cigarettes...	0=Not at all 1=Some days 2=Every day	If (1) = 0, then abstinent If (1) > 0, then smoking
<i>Predictor Variables (Baseline)</i>			
Regular use of Juul or Alto	(1) On how many of the past 30 days did you use the following product(s)? [Juul]	(1) 0 – 30	If (1) > 14 and (3) >= 1 and [(2) < 5 or (4) < 1], then regular use of Juul
	(2) On how many of the past 30 days did you use the following product(s)? [Alto]	(2) 0 – 30	
	(3) On average, how many of the following product(s) do you use in a week? [Juul pods]	(3) # used	Or If (2) > 14 and (4) >= 1 and [(1) < 5 or (3) < 1], then regular use of Alto
	(4) On average, how many of the following product(s) do you use in a week? [Alto pods]	(4) # used	
Age	(1) What is your birthdate?	(1) MM/DD/YYYY	Variable created from (1) to age in years
	[If (1) is “Don’t know”, “Refused” or blank] (2) About how old are you?	(2) Years	
Gender	(1) What terms best express how you describe your gender identity? Please select one or more.	1 = Man/Male 2 = Woman/Female 3 = Non-binary 4 = Transgender	If (1) = 1 and not 2-7, Cisgender male If (1) = 2 and not 1 or 3-7, Cisgender female If (1) = 8, NA

		5 = Genderqueer, Gender Nonconforming, or Genderfluid 6 = Agender 7 = None of these describe me, and I want to specify	If (1) = else, Other
Race/Ethnicity	(1) What race or races do you consider yourself to be? Please select one or more.	(1) 1 = American Indian or Alaska Native 2 = Asian 3 = Black or African American 4 = Native Hawaiian or Pacific Islander 5 = White 6 = Other 7 = Don't know	If (2) = 1, Hispanic If (1) = only 5 and (2) not equal to 1, White non-Hispanic If (1) = only 3 and (2) not equal to 1, Black non-Hispanic If (1) = else and (2) not equal to 1, Other
	(2) Do you consider yourself to be of Hispanic, Latinx, or of Spanish origin?	(2) 1 = Yes, 0 = No, 9 = Don't know	
Education	(1) What is the highest grade or level of school you have completed or the highest degree you have received?	12 = 12th grade or less, no diploma 13 = High school graduate 14 = GED or equivalent 15 = Some college, no degree 16 = Associate degree 17 = Bachelor's degree (Example: BA, AB, BS, BBA) 18 = Master's degree (Example: MA, MS, MEng, MEd, MBA) 19 = Professional school degree (Example: MD, DDS, DVM, JD) 20 = Doctoral degree (Example: PhD, EdD)	If (1) < 17, Less than Bachelor's degree If (1) > 16, Bachelor's degree plus

Sexual Orientation	(1) Which of the following best represents how you think of yourself?	1 = Gay 2 = Lesbian 3 = Straight; that is, not gay or lesbian, etc. 4 = Bisexual 5 = Other	If (1) = 3, Not sexual minoritized If (1) = else, Sexual minoritized
Serious Psychological Distress	During the <u>past 30 days</u> , about how often did you feel: (1) Nervous (2) Hopeless (3) Restless or fidgety (4) So depressed that nothing could cheer you up (5) That everything was an effort (6) Worthless	4 = All of the time, 3 = Most of the time, 2 = Some of the time, 1 = A little of the time, 0 = None of the time	If sum of (1), (2), (3), (4), (5), (6) < 13, No serious psychological distress If sum of (1), (2), (3), (4), (5), (6) > 12, Serious psychological distress
Baseline Cigarette Smoking Status	(1) Have you ever smoked a cigarette, even one or two puffs? (2) How many cigarettes have you smoked in your entire life? A pack usually has 20 cigarettes in it.	(1) 1 = Yes, 0 = No (2) 1 = 1 or more puffs but never a whole cigarette 2 = 1 to 10 cigarettes (about ½ pack total) 3 = 11 to 20 cigarettes (about ½ pack to 1 pack) 4 = 21 to 99 cigarettes (more than 1 pack but less than 5 packs) 5 = 100 or more cigarettes (5 packs or more)	If (1) = 0 or (2) < 5, never smoked [Not currently smoking] If (2) = 5 and (3) = 0, formerly smoked [Not currently smoking] If (2) = 5 and (3) = 2, currently smoke every day [Currently smoking] If (2) = 5 and (3) = 1, currently smoke some days [Currently smoking]

	(3) Do you now smoke cigarettes...	(3) 2 = Every day, 1 = Some days, 0 = Not at all	
Nicotine Content of Regular Product	(1) What percentage nicotine are the Juul pods you most often use? (2) What percentage nicotine are the Altos you most often use?	(1) 1 = 3% nicotine 2 = 5% nicotine 3 = Other (Please specify) 9 = Don't know (2) 1 = 1.8% nicotine 2 = 2.4% nicotine 3 = 5.0% nicotine 4 = Other (Please specify) 9 = Don't know	If (1) = 1 or if (2) = 1 or 2, 3% or less nicotine If (1) = 2 or (2) = 3, 5% nicotine If (1) = 3 or (2) = 4, Other If (1) = 9 or (2) = 9, Don't Know
Flavor of Regular Product Used Most Often	(1) Which flavor of Juul [do] you use most often? (2) Which flavor of Alto [do] you use most often?	(1) 1 = Menthol 2 = Virginia Tobacco 3 = Some other flavor (Please specify) 4 = Other - Mint (2) 1 = Menthol 2 = Golden Tobacco flavor 3 = Rich Tobacco flavor 4 = Some other flavor (Please specify) 5 = Other – Mint	If (1) = 1 or 4, or (2) = 1 or 5, Menthol/mint If (1) = 2, or (2) = 2 or 3, Tobacco
Days Per Month Used Regular Product	On how many of the past 30 days did you use [regular product]?	0 – 30 days	Unchanged
Using Regular Product to Quit Cigarettes	Are you currently using [regular product] to quit smoking regular cigarettes or to remain quit?	1 = Yes, 0 = No	Unchanged

Flavor of regular brand of
cigarettes

Is/was your [regular/last] brand
of cigarettes flavored to taste
like menthol or mint?

1 = Yes, 0 = No

Unchanged

ENDS = Electronic Nicotine Delivery Systems

= Number

NA = Not Applicable

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