Table 5. Odds ratios for association between race and SES with exposure to tobacco marketing

	Never users											
	Recall - cigarette ad		Recall - non-large cigar ad		Recall - e-cigarette ad		Liking - cigarette ad		Liking - non,large cigar ad		Liking - e-cigarette ad	
	OR [95% CI]	p	OR [95% CI]	p	OR [95% CI]	p	OR [95% CI]	p	OR [95% CI]	p	OR [95% CI]	p
Race												
African American [ref: NHW)	1.39[1.21,1.59]	< .0001	2.49[2,3.09]	< .0001	1.09[0.93,1.28]	0.272	1.49[1.01-2.2]	0.045	1.71[1.06,2.77]	0.029	1.7[1.29,2.26]	< .0001
Hispanic (ref: NHW)	0.95[0.82,1.11]	0.513	1.21[0.97,1.52]	0.095	1.09[0.98,1.23]	0.123	1.13[0.83-1.54]	0.419	1.32[0.9,1.93]	0.150	1.28[0.94,1.74]	0.111
SES												
LT High School (Ref: College deg. or higher)	1.27[1.08,1.49]	0.004	1.7[1.36,2.13]	< .0001	0.98[0.84,1.14]	0.751	0.63[0.42-0.94]	0.023	0.69[0.4,1.17]	0.169	0.71[0.51,1]	0.049
HS grad (Ref: College deg. or higher)	1.3[1.1,1.54]	0.002	1.41[1.1,1.81]	0.007	1.03[0.89,1.2]	0.701	0.65[0.43-0.97]	0.037	0.82[0.5,1.33]	0.411	0.79[0.55,1.14]	0.207
Some college (Ref: College deg. or higher)	1.26[1.1,1.45]	0.001	1.53[1.22,1.94]	< .0001	1.14[1.02,1.26]	0.017	0.64[0.46-0.89]	0.009	0.86[0.56,1.33]	0.503	0.89[0.65,1.22]	0.454
Gender												
Female (ref: Male)	1.55[1.41,1.7]	< .0001	1.26[1.07,1.47]	0.005	1.07[0.96,1.18]	0.232	1.18[0.86-1.62]	0.292	0.99[0.68,1.44]	0.966	1.15[0.89,1.49]	0.278
Age												
15,17 y.o. (ref: 12,14 y.o.)	0.98[0.88,1.09]	0.749	1.17[0.99,1.39]	0.065	1.15[1.04,1.27]	0.007	2.12[1.55-2.9]	< .0001	1.61[1.14,2.26]	0.007	1.45[1.13,1.86]	0.004
Constant	0.17[0.15,0.2]	< .0001	0.04[0.03,0.05]	< .0001	0.36[0.32,0.4]	< .0001	0.02[0.01-0.03]	< .0001	0.01[0.01,0.02]	< .0001	0.03[0.02,0.04]	< .0001
	Ever users											
	Recall - cigarette ad		Recall - non-large cigar ad		Recall - e-cigarette ad		Liking - cigarette ad		Liking - non,large cigar ad		Liking - e-cigarette ad	
	OR [95% CI]	p	OR [95% CI]	p	OR [95% CI]	p	OR [95% CI]	p	OR [95% CI]	p	OR [95% CI]	p
Race												
African American (ref: NHW)	1.2[0.97,1.48]	0.090	1.48[1.11,1.98]	0.008	0.88[0.67,1.17]	0.382	1.4[0.84-2.32]	0.19	1.71[1.08,2.71]	0.022	0.87[0.55,1.36]	0.529
Hispanic (ref: NHW)	0.87[0.68,1.1]	0.230	1.21[0.92,1.58]	0.174	1.13[0.92,1.39]	0.256	0.66[0.43-1.02]	0.058	1.17[0.83,1.65]	0.357	1.23[0.94,1.61]	0.122
SES												
LT High School (Ref: College deg. or higher)	1.24[0.92,1.67]	0.160	2.02[1.39,2.92]	< .0001	0.9[0.68,1.21]	0.495	1.08[0.66-1.76]	0.77	1.68[1.01,2.8]	0.044	0.98[0.65,1.47]	0.904
HS grad (Ref: College deg. or higher)	1.37[1.01,1.86]	0.040	2.15[1.54,3.02]	< .0001	0.95[0.73,1.23]	0.689	0.9[0.59-1.37]	0.624	1.16[0.74,1.81]	0.525	0.7[0.45,1.09]	0.111
Some college (Ref: College deg. or higher)	1.38[1.05,1.81]	0.020	1.76[1.26,2.46]	0.001	1[0.79,1.26]	0.999	0.99[0.63-1.54]	0.951	1.11[0.68,1.81]	0.673	1.14[0.74,1.74]	0.551
Gender												
Female (ref: Male)	1.67[1.42,1.96]	< .0001	1.12[0.89,1.4]	0.331	1.04[0.89,1.22]	0.632	1.01[0.72-1.41]	0.975	0.75[0.54,1.04]	0.085	0.86[0.65,1.14]	0.290
Age												
15,17 y.o. (ref: 12,14 y.o.)	0.72[0.59,0.88]	< .0001	1.06[0.83,1.34]	0.650	0.92[0.74,1.14]	0.423	1.31[0.84-2.02]	0.228	1.17[0.84,1.64]	0.349	1[0.69,1.45]	0.987
Constant	0.31[0.23,0.42]	< .0001	0.1[0.07,0.15]	< .0001	0.64[0.47,0.85]	0.003	0.06[0.03-0.1]	< .0001	0.05[0.03,0.08]	< .0001	0.12[0.08,0.19]	< .0001

Table 5 (cont.). Odds ratios for association between race and SES with exposure to tobacco marketing

Never users						
	Seen tobacco sweepstakes		Obtained coupon		Obtained free sample	
	OR [95% CI]	p	OR [95% CI]	p	OR [95% CI]	p
Race						
African American [ref: NHW)	0.85[0.73,0.99]	0.035	1.00[0.77,1.30]	0.999	3.09[0.94,10.17]	0.064
Hispanic (ref: NHW)	0.7[0.61,0.81]	<.0001	0.71[0.54,0.93]	0.014	1.67[0.53,5.27]	0.380
SES						
LT High School						
(Ref: College deg. or higher)	1.55[1.33,1.81]					
HS grad		<.0001		<.0001		0.233
[Ref: College deg. or higher]	1.53[1.34,1.76]		1.75[1.31,2.35]		2.25[0.59,8.63]	
Some college		<.0001		<.0001		0.347
(Ref: College deg. or higher)	1.36(1.2,1.55)		1.67[1.28,2.17]		1.95[0.48,7.93]	
Gender		<.0001	1.63[1.28,2.09]	<.0001	0.64[0.16,2.55]	0.523
Female [ref: Male)	0.99[0.90,1.10]	0.900	1.4[1.15,1.7]]	0.001	2.61[1.08,6.31]	0.033
Age						
15-17 y.o. (ref: 12,14 y.o.)	0.77[0.69,0.85]	<.0001	0.89[0.73,1.09]	0.262	0.51[0.2,1.3]	0.157
Constant	0.31[0.27,0.35]	<.0001	0.04[0.03,0.05]	<.0001	0[0,0]	<.0001

Ever users						
	Seen tobacco sweepstakes		Obtained coupon		Obtained free sample	
	OR [95% CI]	P	OR [95% CI]	P	OR [95% CI]	p
Race	0.79[0.61,1.02]	0.068	0.42[0.28,0.62]	<.0001	0.54[0.19,1.51]	0.236
African American (ref: NHW)	0.63[0.5,0.81]	<.0001	0.54[0.40,0.73]	<.0001	1.10[0.55,2.17]	0.789
Hispanic (ref: NHW)						
SES	1.99[1.49,2.67]	<.0001	2.11[1.38,3.23]	0.001	1.61[0.69,3.74]	0.264
LT High School		0.002		<.0001		0.112
(Ref: College deg. or higher)	1.69[1.22,2.33]		2.15[1.47,3.14]		1.88[0.86,4.09]	
HS grad		<.0001		0.001		0.919
(Ref: College deg. or higher)	1.77[1.36,2.31]		1.76[1.25,2.47]		1.04[0.49,2.22]	
Some college						
(Ref: College deg. or higher)						
Gender	1.00[0.84,1.20]	0.966	1.21[0.96,1.53]]	0.110	0.41[0.22,0.77]	0.005
Female (ref: Male)						
Age	0.56[0.45,0.68]	<.0001	1.11[0.84,1.47]	0.455	0.76[0.49,1.16]	0.194
15-17 y.o. (ref: 12,14 y.o.)	0.46[0.34,0.61]	<.0001	0.11[0.07,0.16]	<.0001	0.03[0.01,0.07]	<.0001
Constant						

Table 6. Odds ratios for association between race and SES on self-reported role of tobacco marketing (among tobacco users)

	Used product because advertising appeals to me				Used product because people in the media or other public figures use them					
	E-cigarettes		Non-large cigars		Cigarettes		E,cigarettes		Non,large cigars	
	OR [95% CI]	p	OR [95% CI]	p	OR [95% CI]	p	OR [95% CI]	p	OR [95% CI]	p
Race										
African American (ref: NHW)	5.42[2.10,13.99]	0.001	1.22[0.43,3.41]	0.705	3.45[1.09,10.9]	0.035	1.68[0.76,3.7]	0.198	1.88[0.95,3.71]	0.069
Hispanic (ref: NHW)	0.98[0.49,1.94]	0.951	1.53[0.64,3.67]	0.339	1.26[0.44,3.59]	0.668	1.13[0.62,2.05]	0.69	1.55[0.81,2.98]	0.183
SES										
LT High School (Ref: College deg. or higher)	3.79[1.42,10.14]	0.008	2.85[0.63,12.84]	0.169	2.29[0.33,15.93]	0.399	3.06[1.46,6.42]	0.003	3.35[1.28,8.79]	0.014
HS grad (Ref: College deg. or higher)	1.47[0.57,3.79]	0.417	2.13[0.51,8.88]	0.296	2.18[0.30,15.64]	0.435	1.97[1.03,3.74]	0.039	1.56[0.61,4.0]	0.348
Some college (Ref: College deg. or higher)	2.24[0.96,5.19]	0.06	3.65[0.94,14.15]	0.061	2.17[0.34,13.86]	0.409	1.44[0.75,2.74]	0.268	1.48[0.58,3.8]	0.409
Gender										
Female (ref: Male)	0.72[0.40,1.28]	0.256	0.56[0.28,1.09]	0.086	0.34[0.13,0.87]	0.025	1.11[0.67,1.82]	0.682	1.37[0.75,2.51]	0.308
Age										
15,17 y.o. (ref: 12-14 y.o.)	0.51[0.25,1.08]	0.077	0.74[0.24,2.21]	0.582	2.73[0.27,27.97]	0.393	0.78[0.43,1.43]	0.415	0.98[0.40,2.42]	0.971
Constant	0.19[0.07,0.51]	0.001	0.07[0.02,0.37]	0.002	0.04[0,0.64]	0.023	0.39[0.2,0.77]	0.007	0.15[0.05,0.42]	< .0001