Supplementary Table 1
Ordinal Regression Predicting Tobacco Advertisement Liking among US Young Adults (18-24 Years)

Main Effects Model	Cigarette Ads			E-Cigarette Ads			Cigar Ads			Smokeless Ads		
Variable	%/*M* OA	%/*M* MA	aOR (95% CI)	%/*M* OA	%/*M* MA	aOR (95% CI)	%/*M* OA	%/*M* MA	aOR (95% CI)	%/*M* OA	%/*M* MA	aOR (95% CI)
Age	21.3	21.2	1.05(1.01-1.09)	21.1	21.3	0.99(0.96-1.04)	21.1	21.2	1.01(0.97-1.06)	21.1	21.1	0.98(0.94-1.02)
Sex												
Female	10.3%	5.6%	Ref	9.6%	6.6%	Ref	7.6%	5.4%	Ref	6.2%	4.4%	Ref
Male	11.6%	6.0%	1.19(1.05-1.34)	9.2%	7.3%	1.14(0.98-1.33)	8.5%	6.9%	1.37(1.19-1.57)	7.5%	6.2%	1.36(1.17-1.58)
Sexual Orientation												
Straight	10.3%	5.6%	Ref	9.1%	6.3%	Ref	7.7%	5.7%	Ref	6.5%	5.4%	Ref
LGB	17.9%	9.0%	1.88(1.58-2.24)	12.4%	13.9%	1.90(1.56-2.31)	11.2%	10.8%	1.64(1.32-2.03)	10.8%	5.3%	1.16(0.91-1.49)
Race/Ethnicity												
White	11.7%	5.9%	Ref	10.0%	6.7%	Ref	8.0%	5.9%	Ref	7.7%	6.5%	Ref
Hispanic	9.0%	5.7%	0.83(0.70-0.99)	8.3%	7.1%	1.00(0.85-1.16)	8.0%	5.6%	1.07(0.91-1.25)	5.9%	4.4%	0.82(0.67-1.00)
Black	10.4%	5.2%	0.94(0.76-1.18)	9.8%	5.0%	0.95(0.79-1.14)	8.0%	8.2%	1.42(1.17-1.72)	4.3%	2.9%	0.59(0.45-0.76)
Asian	12.2%	6.7%	1.14(0.77-1.70)	7.4%	11.5%	1.18(0.77-1.82)	7.2%	6.2%	0.91(0.63-1.32)	X	X	X
Multi	11.9%	6.4%	0.97(0.73-1.27)	9.8%	10.0%	1.21(0.92-1.59)	11.9%	6.6%	1.31(1.01-1.69)	7.3%	7.2%	1.08(0.75-1.56)
Education												
< HS/GED	10.8%	6.8%	0.97(0.76-1.24)	7.7%	5.6%	0.52(0.39-0.68)	7.6%	6.3%	0.72(0.53-0.96)	4.4%	3.8%	0.46(0.32-0.65)
HS Graduate	9.4%	4.3%	0.71(0.57-0.89)	7.7%	5.8%	0.54(0.42-0.69)	6.4%	5.3%	0.66(0.50-0.88)	5.8%	5.2%	0.64(0.48-0.85)
SC/A	11.1%	6.5%	0.90(0.73-1.11)	10.2%	7.3%	0.72(0.58-0.89)	8.8%	6.5%	0.80(0.62-1.05)	8.0%	5.4%	0.79(0.61-1.01)
B/A	14.6%	5.9%	Ref	12.6%	9.9%	Ref	10.0%	6.7%	Ref	8.6%	7.4%	Ref
Poverty Level												
Below Poverty	10.8%	6.4%	1.03(0.88-1.20)	9.1%	7.2%	1.04(0.89-1.22)	8.2%	6.3%	1.00(0.84-1.18)	6.2%	4.8%	0.83(0.69-1.00)
Near Poverty	12.5%	5.6%	1.02(0.84-1.24)	11.5%	7.1%	1.11(0.92-1.35)	8.8%	7.0%	1.08(0.88-1.33)	5.9%	5.9%	0.83(0.66-1.06)
Twice Poverty	11.3%	6.1%	Ref	9.6%	7.4%	Ref	8.3%	6.5%	Ref	8.6%	6.3%	Ref
Military Service												
Never Served	10.9%	5.8%	Ref	9.4%	6.9%	Ref	8.1%	6.1%	Ref	6.9%	5.3%	Ref
Served	14.9%	7.9%	1.57(1.05-2.33)	8.1%	8.0%	1.13(0.72-1.75)	9.0%	8.7%	1.39(0.86-2.25)	8.8%	9.3%	1.78(1.18-2.69)
Internalizing												
Low	8.6%	4.5%	Ref	5.8%	5.0%	Ref	5.8%	3.9%	Ref	5.3%	4.4%	Ref
Moderate	11.5%	5.9%	1.16(0.94-1.42)	11.5%	6.9%	1.47(1.18-1.82)	8.8%	6.4%	1.44(1.17-1.77)	8.0%	5.3%	1.16(0.94-1.44)
High	13.3%	7.3%	1.21(0.97-1.51)	11.8%	9.4%	1.51(1.20-1.91)	10.2%	8.5%	1.63(1.29-2.05)	7.7%	6.5%	1.10(0.88-1.38)
Externalizing												
Low	8.1%	4.7%	Ref	6.3%	5.1%	Ref	5.6%	4.3%	Ref	4.9%	3.9%	Ref
Moderate	12.6%	6.0%	1.43(1.20-1.71)	11.5%	7.9%	1.58(1.31-1.90)	9.9%	6.6%	1.47(1.23-1.75)	8.0%	6.3%	1.75(1.43-2.14)
High	15.3%	8.2%	1.81(1.44-2.29)	13.4%	10.2%	1.90(1.54-2.36)	11.0%	10.2%	1.91(1.50-2.43)	10.1%	7.1%	2.28(1.72-3.03)

Note. Ads = Advertisements, OA = One Ad, MA = Multiple Ads, Ref = reference group, LGB = lesbian, gay, bisexual, or something else, HS = High School, SC/A = Some College or Associate Degree, B/A Bachelor's or Advanced Degree, *M* = mean, X = dropped from analysis (small cell sizes). Weighted percentages are those within the category (e.g., females) that liked ads. The remainder (i.e., those who did not like ads) would bring the total to 100%. Adjusted odds ratios have been adjusted for all covariates.