

Table A-1. Multiple logistic regression for association between platform-specific cannabis social media engagement and past 28-day cannabis use

Characteristic	Any engagement			Facebook			Twitter			Instagram		
	aOR	95% CI	P-Val	aOR	95% CI	P-Val	aOR	95% CI	P-Val	aOR	95% CI	P-Val
Engagement^a												
No	(ref)			(ref)			(ref)			(ref)		
Yes	3.38	1.41, 8.13	0.007	3.60	1.15, 11.31	0.03	3.47	0.61, 19.66	0.16	1.14	0.33, 3.92	0.83
Age												
15 years	(ref)			(ref)			(ref)			(ref)		
16 years	1.61	0.64, 4.02	0.31	1.70	0.69, 4.20	0.25	1.62	0.65, 4.01	0.30	1.49	0.60, 3.74	0.39
17 years	1.93	0.82, 4.56	0.13	1.84	0.79, 4.30	0.16	1.97	0.84, 4.60	0.12	1.93	0.82, 4.51	0.13
18 years	2.36	1.05, 5.32	0.04	2.25	1.01, 5.03	0.05	2.38	1.07, 5.30	0.03	2.35	1.05, 5.24	0.04
19 years	2.15	0.91, 5.07	0.08	2.02	0.86, 4.74	0.11	2.07	0.89, 4.85	0.10	2.22	0.96, 5.17	0.06
Gender												
Male	0.91	0.55, 1.49	0.70	0.89	0.54, 1.45	0.64	0.92	0.56, 1.50	0.73	0.92	0.56, 1.51	0.75
Female	(ref)			(ref)			(ref)			(ref)		
Other ^b	0.95	0.30, 3.00	0.93	0.93	0.30, 2.92	0.91	1.04	0.34, 3.13	0.95	1.01	0.33, 3.03	0.99
Race/Ethnicity												
White	(ref)			(ref)			(ref)			(ref)		
African American	0.54	0.21, 1.38	0.20	0.57	0.23, 1.45	0.24	0.55	0.21, 1.42	0.21	0.62	0.25, 1.54	0.30
Hispanic/Latino	0.71	0.42, 1.20	0.20	0.78	0.47, 1.30	0.35	0.75	0.45, 1.23	0.25	0.68	0.41, 1.13	0.13
Other	0.74	0.40, 1.37	0.34	0.78	0.42, 1.44	0.43	0.77	0.42, 1.42	0.40	0.77	0.42, 1.42	0.40
Hispanic*Engagement	2.82	0.61, 13.02	0.18	2.25	0.30, 17.08	0.43	— ^c			23.92	2.09, 274.32	0.01
Parent education												
High school/some college	(ref)			(ref)			(ref)			(ref)		
Bachelor's degree or higher	0.51	0.29, 0.90	0.02	0.50	0.29, 0.88	0.02	0.50	0.28, 0.87	0.02	0.52	0.29, 0.91	0.02
Timing of state legalization												
Early	(ref)			(ref)			(ref)			(ref)		
Late	1.12	0.70, 1.80	0.63	1.11	0.70, 1.78	0.65	1.14	0.71, 1.81	0.59	1.11	0.70, 1.78	0.65

Bold indicates statistically significant after Bonferroni correction (p<0.008).

aOR adjusted odds ratio; CI confidence interval; p-val p-value

^aEngagement with cannabis social media business pages defined as liking, following, and/or commenting on a cannabis business page on Facebook, Twitter, and/or Instagram.

^bOther gender includes non-binary gender, male-to-female transgender, female-to-male transgender, and other.

^cVariable omitted from model because it perfectly predicted failure.

Table A-2. Multiple logistic regression for association between platform-specific cannabis social media engagement and past 28-day cannabis use

Characteristic	Favorite cannabis brand			Own cannabis branded merchandise		
	aOR	95% CI	P-Val	aOR	95% CI	P-Val
Brand engagement ^a						
No	(ref)			(ref)		
Yes	8.06	4.31, 15.06	<0.001	12.04	6.53, 22.20	<0.001
Age						
15 years	(ref)			(ref)		
16 years	1.49	0.57, 3.88	0.41	1.83	0.69, 4.91	0.23
17 years	1.72	0.70, 4.22	0.24	1.73	0.69, 4.36	0.25
18 years	1.58	0.67, 3.71	0.30	1.96	0.82, 4.68	0.13
19 years	1.49	0.60, 3.68	0.39	1.71	0.68, 4.30	0.26
Gender						
Male	0.85	0.50, 1.44	0.55	0.76	0.45, 1.30	0.31
Female	(ref)			(ref)		
Other ^b	1.02	0.30, 3.43	0.98	0.83	0.24, 2.91	0.78
Race/Ethnicity						
White	(ref)			(ref)		
African American	0.41	0.15, 1.14	0.09	0.46	0.16, 1.35	0.16
Hispanic/Latino	0.80	0.42, 1.52	0.50	1.39	0.66, 2.74	0.41
Other	0.80	0.41, 1.56	0.52	0.73	0.36, 1.48	0.39
Hispanic*Engagement	0.98	0.35, 2.70	0.97	0.26	0.10, 0.66	0.005
Parent education						
High school/some college	(ref)			(ref)		
Bachelor's degree or higher	0.58	0.32, 1.07	0.08	0.46	0.25, 0.87	0.02
Timing of state legalization						
Early	(ref)			(ref)		
Late	0.94	0.57, 1.55	0.81	1.23	0.73, 2.05	0.44

Bold indicates statistically significant after Bonferroni correction (p<0.008).

aOR adjusted odds ratio; CI confidence interval; p-val p-value

^aOther gender includes non-binary gender, male-to-female transgender, female-to-male transgender, and other.

^bVariable omitted from model because it perfectly predicted failure.