

Supplemental Table 1: Exposure to cannabis marketing by platform and demographic characteristics

	Cannabis marketing exposure						p-value		Cannabis marketing exposure						p-value
	No		Yes		total				No		Yes		total		
	n	%	n	%	n	%		n	%	n	%	n	%		
<b>Facebook:</b>	<b>(n = 196)</b>		<b>(n = 273)</b>		<b>(n = 469)</b>			<b>Newspapers/ Magazines:</b>	<b>(n = 267)</b>		<b>(n = 202)</b>		<b>(n = 469)</b>		
<b>Age</b>							<b>0.001</b>	<b>Age</b>						<b>0.081</b>	
15-16 years	115	58.7	118	43.2	233	49.7		15-16 years	142	53.2	91	45.0	233	49.7	
17-19 years	81	41.3	155	56.8	236	50.3		17-19 years	125	46.8	111	55.0	236	50.3	
<b>Gender</b>							<b>0.918</b>	<b>Gender</b>						<b>0.850</b>	
Female	139	70.9	190	69.6	329	70.1		Female	188	70.4	141	69.8	329	70.1	
Male	51	26.0	73	26.7	124	26.4		Male	71	26.6	53	26.2	124	26.4	
Other	6	3.1	10	3.7	16	3.4		Other	8	3.0	8	4.0	16	3.4	
<b>Race/Ethnicity</b>							<b>0.590</b>	<b>Race/Ethnicity</b>						<b>0.527</b>	
White	67	34.2	103	37.7	170	36.2		White	104	39.0	66	32.7	170	36.2	
Black	12	6.1	19	7.0	31	6.6		Black	18	6.7	13	6.4	31	6.6	
Hispanic/ Latino	77	39.3	108	39.6	185	39.4		Hispanic/ Latino	99	37.1	86	42.6	185	39.4	
Other	40	20.4	43	15.8	83	17.7		Other	46	17.2	37	18.3	83	17.7	
<b>Twitter:</b>	<b>(n = 279)</b>		<b>(n = 190)</b>		<b>(n = 469)</b>			<b>Outdoors (i.e. billboards)</b>	<b>(n = 127)</b>		<b>(n = 342)</b>		<b>(n = 469)</b>		
<b>Age</b>							<b>0.032</b>	<b>Age</b>						<b>0.064</b>	
15-16 years	150	53.8	83	43.7	233	49.7		15-16 years	72	56.7	161	47.1	233	49.7	
17-19 years	129	46.2	107	56.3	236	50.3		17-19 years	55	43.3	181	52.9	236	50.3	
<b>Gender</b>							<b>0.742</b>	<b>Gender</b>						<b>0.920</b>	
Female	195	69.9	134	70.5	329	70.1		Female	88	69.3	241	70.5	329	70.1	
Male	73	26.2	51	26.8	124	26.4		Male	34	26.8	90	26.3	124	26.4	
Other	11	3.9	5	2.6	16	3.4		Other	5	3.9	11	3.2	16	3.4	
<b>Race/Ethnicity</b>							<b>0.614</b>	<b>Race/Ethnicity</b>						<b>0.109</b>	
White	104	37.3	66	34.7	170	36.2		White	39	30.7	131	38.3	170	36.2	
Black	15	5.4	16	8.4	31	6.6		Black	5	3.9	26	7.6	31	6.6	
Hispanic/ Latino	110	39.4	75	39.5	185	39.4		Hispanic/ Latino	60	47.2	125	36.5	185	39.4	
Other	50	17.9	33	17.4	83	17.7		Other	23	18.1	60	17.5	83	17.7	
<b>Instagram:</b>	<b>(n = 171)</b>		<b>(n = 298)</b>		<b>(n = 469)</b>										
<b>Age</b>							<b>0.993</b>	Note: p-values from chi-squared tests.							
15-16 years	85	49.7	148	49.7	233	49.7									
17-19 years	86	50.3	150	50.3	236	50.3									
<b>Gender</b>							<b>0.325</b>								
Female	113	66.1	216	72.5	329	70.1									
Male	52	30.4	72	24.2	124	26.4									
Other	6	3.5	10	3.4	16	3.4									
<b>Race/Ethnicity</b>							<b>0.027</b>								
White	63	36.8	107	35.9	170	36.2									
Black	4	2.3	27	9.1	31	6.6									
Hispanic/ Latino	68	39.8	117	39.3	185	39.4									
Other	36	21.1	47	15.8	83	17.7									