Appendix

Figure A. Amounts of tweets by Juul Labs and their retweets
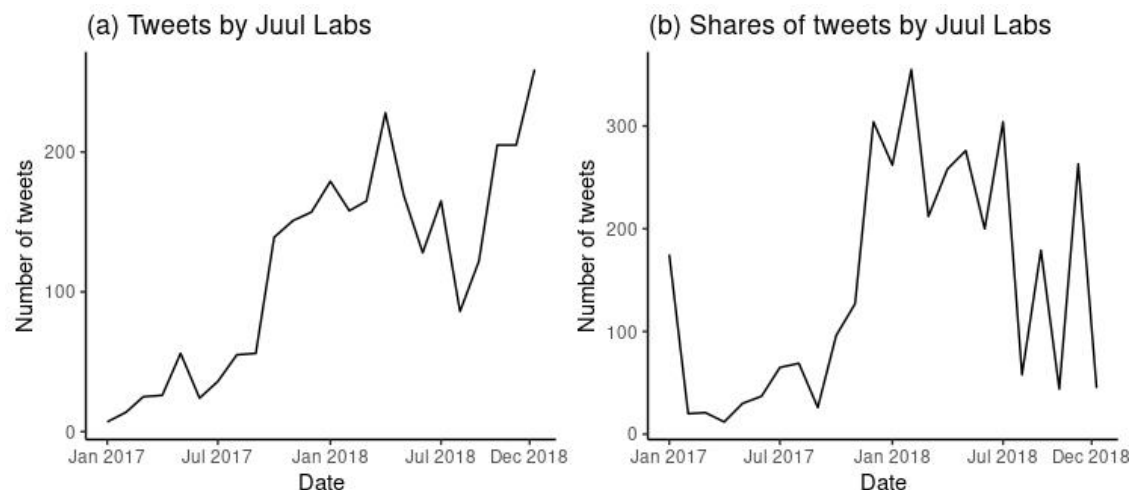

Table A. Frequency of counties by level of tweet rates (per 10,000) and by quarter

Level of Juul-Related Tweet Rates (/10,000)						
	0	0.1-1.5	1.6-3.0	3.1-4.5	4.6-6.0	6.1+
Q1: Jan-Mar 2017	2678 (85.2%)	460 (14.6%)	4 (0.13%)	0	0	0
Q2: Apr-Jun 2017	2307 (73.4%)	826 (26.3%)	8 (0.25%)	1 (0.03%)	0	0
Q3: Jul-Sep 2017	2259 (71.9%)	831 (26.4%)	41 (1.3%)	7 (0.22%)	2 (0.06%)	2 (0.06%)
Q4: Oct-Dec 2017	1487 (47.3%)	1110 (35.3%)	318 (10.1%)	109 (3.4%)	48 (1.5%)	71 (2.2%)
Q5: Jan-Mar 2018	1292 (41.1%)	1009 (32.1%)	479 (15.2%)	176 (5.6%)	63 (2.0%)	123 (3.9%)
Q6: Apr-Jun 2018	796 (25.3%)	637 (20.3%)	582 (18.5%)	404 (12.8%)	240 (7.6%)	483 (15.4%)
Q7: Jul-Sep 2018	566 (18.0%)	472 (15.0%)	540 (17.2%)	424 (13.5%)	337 (10.7%)	803 (25.6%)
Q8: Oct-Dec 2018	501 (15.9%)	349 (11.1%)	464 (14.8%)	435 (13.8%)	312 (9.9%)	1081 (34.4%)

Supplemental material

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Tob Control

Level of Non-Juul ENDS-related Tweet Rates (/10,000)						
	0	0.1-1.5	1.6-3.0	3.1-4.5	4.6-6.0	6.1+
Q1: Jan-Mar 2017	931 (29.6%)	878 (27.9%)	582 (18.5%)	297 (9.4%)	141 (4.5%)	313 (10.0%)
Q2: Apr-Jun 2017	949 (30.2%)	865 (27.5%)	592 (18.8%)	291 (9.3%)	147 (4.7%)	298 (9.5%)
Q3: Jul-Sep 2017	843 (26.8%)	817 (26.0%)	620 (19.7%)	337 (10.7%)	136 (4.3%)	389 (12.4%)
Q4: Oct-Dec 2017	809 (25.7%)	760 (24.2%)	666 (21.2%)	327 (10.4%)	202 (6.4%)	378 (12.0%)
Q5: Jan-Mar 2018	876 (27.9%)	845 (26.9%)	604 (19.2%)	327 (10.4%)	163 (5.2%)	327 (10.4%)
Q6: Apr-Jun 2018	931 (29.6%)	912 (29.0%)	638 (20.3%)	283 (9.0%)	123 (3.9%)	255 (8.1%)
Q7: Jul-Sep 2018	966 (30.7%)	1100 (35.0%)	569 (18.1%)	195 (6.2%)	107 (3.4%)	205 (6.5%)
Q8: Oct-Dec 2018	806 (25.6%)	904 (28.8%)	628 (20.0%)	347 (11.0%)	136 (4.3%)	321 (10.2%)