

SUPPLEMENTARY MATERIAL – DEMERS-POTVIN ET AL.

Adolescents' media usage and self-reported exposure to advertising across six countries: implications for less healthy food and beverage marketing

Supplementary Table S1. Estimates from separate linear regression models examining the amount of self-reported exposure to screen-based media (in minutes) on a weekend day among adolescents in six countries (n=9171).

Parameter	Weekend day screen time	
	Wald χ^2	B (CI)
Country	47.0*	
AUS vs. CAN		-6.8 (-35.7,22.0)
AUS vs. CHILE		-136.9 (-173.8,-100.0)
AUS vs. MEX		-130.0 (-165.4,-94.7)
AUS vs. UK		-26.7 (-60.8,7.4)
AUS vs. USA		-85.6 (-120.1,-51.1)
CAN vs. CHILE		-130.1 (-161.3,-98.8)
CAN vs. MEX		-123.2 (-152.1, -94.2)
CAN vs. UK		-19.8 (-48.7,9.0)
CAN vs. USA		-78.8 (-107.0,-50.6)
CHILE vs. MEX		6.9 (-29.7,43.5)
CHILE vs. UK		110.2 (73.4,147.1)
CHILE vs. USA		51.3 (14.5,88.1)
MEX vs. UK		103.3 (68.2,138.5)
MEX vs. USA		44.4 (9.6,79.2)
UK vs. USA		-58.9 (-93.8,-24.1)
Sex	15.0*	
Female vs. male		-27.0 (-44.9,-9.0)
Age	167.5*	
10-13 years vs. 14-17 years		-90.3 (-108.3,-72.4)
Ethnicity	13.0*	
Majority vs. minority		-32.9 (-56.3,-9.4)
Perceived income adequacy	32.0*	
Adequate vs. inadequate		-47.2 (-68.8,-25.7)
School grades	30.7*	
High vs. low		-79.7 (-106.7,-52.6)
High vs. mid		-35.8 (-55.6,-16.1)
Low vs. mid		43.8 (16.9,70.7)
BMI	10.7*	
Not reported vs. Obesity		-66.2 (-100.0,-32.4)
Not reported vs. Overweight		-20.6 (-48.6,7.4)
Not reported vs. Severe thinness/thinness/normal weight		-2.0 (-25.2,21.1)
Obesity vs. Overweight		45.6 (10.8,80.4)
Obesity vs. Severe thinness/thinness/normal weight		64.2 (32.9,95.5)
Overweight vs. Severe thinness/thinness/normal weight		18.6 (-5.9,43.0)

* : Indicates significant Wald χ^2 test.

Notes : The variable listed second is the reference variable.

Abbreviations : AUS=Australia, CAN=Canada, MEX=Mexico, UK=United Kingdom, USA=United States of America; B=Beta; CI = 99% confidence interval.

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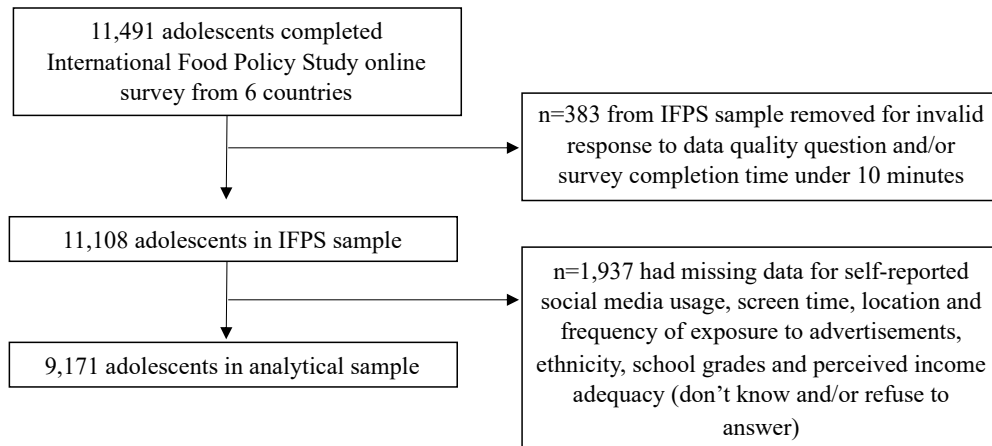
Supplementary Table S2. Estimates from separate logistic regression models examining daily self-reported exposure to sugary beverage and fast food advertisements among adolescents in six countries on a weekend day (n=9171).

Parameter	Daily exposure to sugary drinks ads		Daily exposure to fast food ads	
	Wald χ^2	Odds ratio (CI)	Wald χ^2	Odds ratio (CI)
Country	70.2*		24.8*	
AUS vs. CAN		0.88 (0.69,1.13)		0.88 (0.72,1.09)
AUS vs. CHILE		0.37 (0.28,0.49)		1.11 (0.86,1.44)
AUS vs. MEX		0.29 (0.22,0.39)		0.91 (0.71,1.17)
AUS vs. UK		1.78 (1.26,2.52)		2.02 (1.54,2.65)
AUS vs. USA		0.61 (0.47,0.81)		0.66 (0.52,0.84)
CAN vs. CHILE		0.42 (0.33,0.52)		1.26 (1.01,1.57)
CAN vs. MEX		0.33 (0.27,0.41)		1.03 (0.84,1.27)
CAN vs. UK		2.02 (1.49,2.75)		2.29 (1.80,2.90)
CAN vs. USA		0.70 (0.56,0.86)		0.75 (0.62,0.91)
CHILE vs. MEX		0.80 (0.63,1.02)		0.82 (0.64,1.05)
CHILE vs. UK		4.86 (3.50,6.76)		1.81 (1.37,2.40)
CHILE vs. USA		1.67 (1.30,2.15)		0.59 (0.47,0.76)
MEX vs. UK		6.08 (4.40,8.40)		2.22 (1.68,2.92)
MEX vs. USA		2.09 (1.64,2.66)		0.73 (0.58,0.92)
UK vs. USA		0.34 (0.25,0.48)		0.33 (0.25,0.43)
Sex	1.3		0.3	
Female vs. male		1.07 (0.92,1.23)		1.03 (0.91,1.17)
Age	0.0		0.7	
10-13 years vs. 14-17 years		1.01 (0.87,1.17)		0.96 (0.84,1.09)
Ethnicity	0.0		0.0	
Majority vs. minority		1.02 (0.85,1.23)		1.00 (0.85,1.18)
Perceived income adequacy	0.5		3.1	
Adequate vs. inadequate		0.95 (0.81,1.13)		0.90 (0.78,1.05)
School grades	0.1		2.7	
High vs. low		0.96 (0.77,1.20)		0.98 (0.81,1.19)
High vs. mid		0.98 (0.84,1.15)		0.89 (0.77,1.02)
Low vs. mid		1.02 (0.81,1.27)		0.90 (0.74,1.09)
BMI	6.3*		6.0*	
Not reported vs. Obesity		0.74 (0.57,0.96)		0.76 (0.60,0.96)
Not reported vs. Overweight		0.70 (0.56,0.87)		0.75 (0.61,0.92)
Not reported vs. Severe thinness/thinness/normal weight		0.81 (0.66,0.98)		0.79 (0.67,0.94)
Obesity vs. Overweight		0.94 (0.72,1.23)		0.99 (0.78,1.26)
Obesity vs. Severe thinness/thinness/normal weight		1.09 (0.86,1.38)		1.05 (0.85,1.30)
Overweight vs. Severe thinness/thinness/normal weight		1.16 (0.96,1.40)		1.06 (0.89,1.27)
Exposure to screen based media (weekend day)	128.7*	1.06 (1.05,1.08)	186.5*	1.07 (1.06,1.08)

* : Indicates significant Wald χ^2 test.**Notes :** The variable listed second is the reference variable. Exposure to screen based media is expressed in minutes.**Abbreviations :** AUS=Australia, CAN=Canada, MEX=Mexico, UK=United Kingdom, USA=United States of America; CI = 99% confidence interval.

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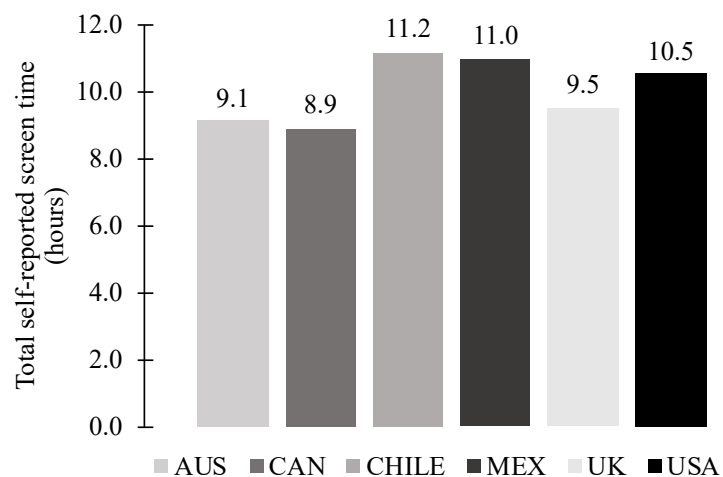
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Supplementary Figure S1. Flow chart of participants included in the analytical sample.

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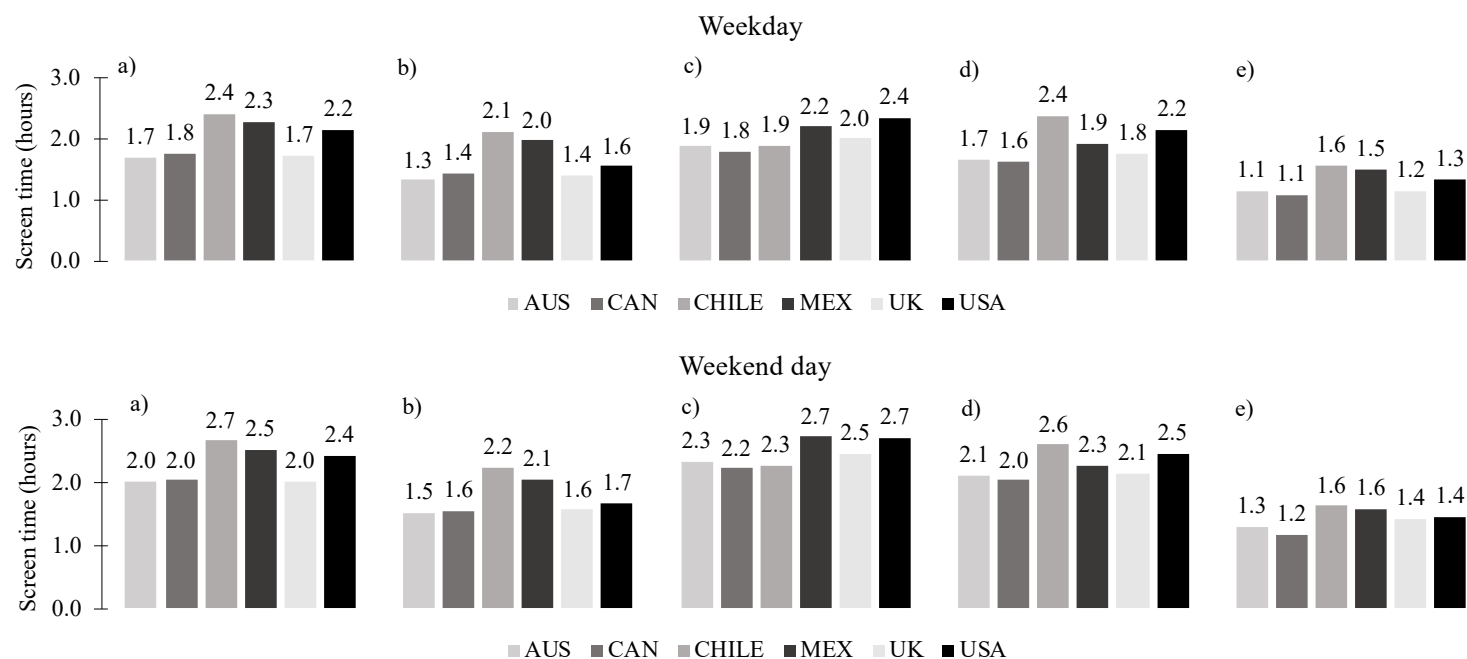


Supplementary Figure S2. Mean hours of total self-reported screen time (including YouTube, social media, television, playing games and browsing) on a weekend day among adolescents in six countries after winsorization (n=9171).

Abbreviations : AUS = Australia, CAN = Canada, MEX = Mexico, UK = United Kingdom, USA = United States of America.

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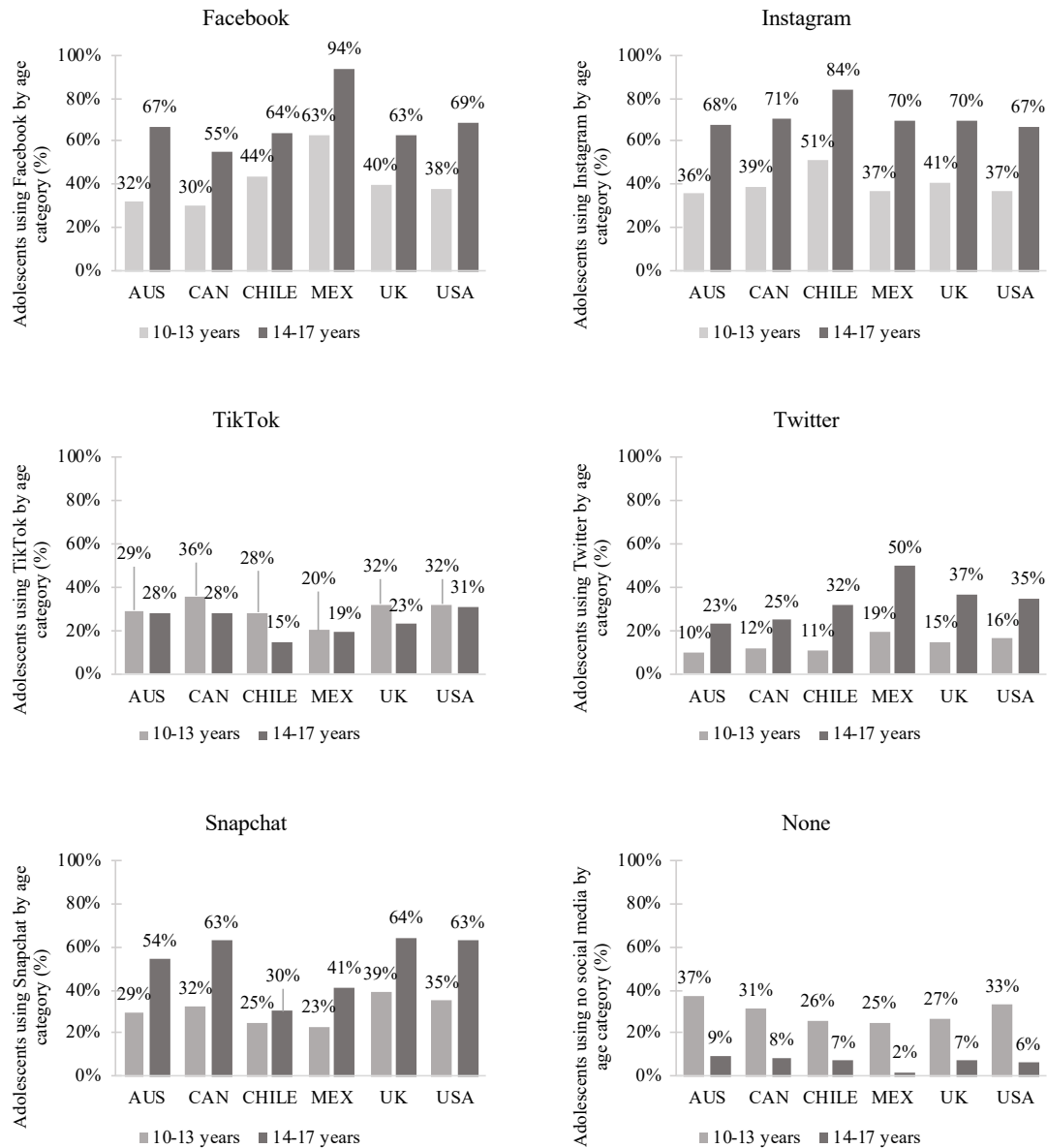
Supplementary Figure S3. Mean amount of self-reported screen time (in hours) for five media channels on a weekday (above) and weekend day (below) among adolescents in six countries before winsorization (n=9171).

- a) Watching YouTube
- b) On social media (including messaging, posting, or liking posts)
- c) Watching TV shows, series, or movies
- d) Playing games on smartphones, computers, or game consoles
- e) Browsing, reading websites, Googling, etc.

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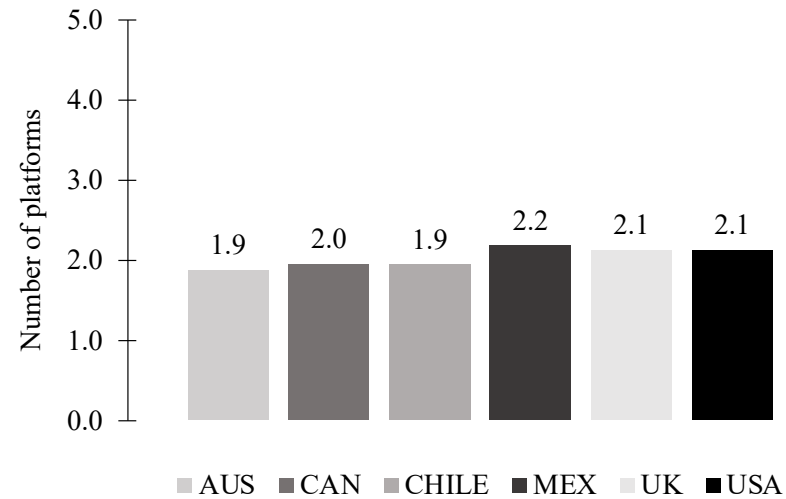


Supplementary Figure S4. Percentage of adolescents in six countries self-reporting using platforms of social media (Facebook; Instagram; TikTok; Twitter; Snapchat; None) by age category (n=9171).

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Supplementary Figure S5. Mean number of social media platforms self-reported being used among adolescents in six countries (n=9171) ^a.

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^a Range of 0 to 5 possible social media platforms.