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| **Table S1.** The relationship between recruitment method and enrollment completion among primary account holdersa in SPARK (N = 31,715) |
|  | **Clinical site referral****OR (95% CI)** | **Referral website****OR (95% CI)** | **How did you hear about us?**b**OR (95% CI)** |
| Model 1c | Model 2d | Model 1c | Model 2d | Model 1c | Model 2d |
| **Clinical site referral** | 2.9 (2.8, 3.1)\*\* | 3.1 (2.8, 3.5)\*\* | - | - | - | - |
| **Referral site** |  |  |  |  |  |  |
|  Facebook or Instagram |  |  | 1.0 | 1.0 |  |  |
|  Google or other search  | - | - | 3.4 (3.1, 3.7) \*\* | 3.9 (3.3, 4.6)\*\* | - | - |
|  SPARK website | - | - | 6.3 (5.8, 6.9)\*\* | 8.2 (6.9, 9.7)\*\* | - | - |
|  SPARK clinical site URL | - | - | 6.1 (5.5, 6.8)\*\* | 6.5 (5.3, 7.9)\*\* | - | - |
|  Clinical site website | - | - | 1.9 (1.5, 2.3)\*\* | 1.7 (1.2, 2.5)\*\* | - | - |
|  Community organization | - | - | 0.9 (0.7, 1.2) | 0.9 (0.6, 1.3) | - | - |
|  News | - | - | 1.8 (1.3, 2.5)\*\* | 1.4 (0.7, 2.8) | - | - |
|  Invited parent link | - | - | 3.9 (2.6, 5.8)\*\* | 6.7 (3.6, 12.5)\*\* | - | - |
|  Email link | - | - | 3.8 (2.5, 5.8)\*\* | 6.2 (2.7, 14.2)\*\* | - | - |
|  Unknown | - | - | 10.2 (9.4, 11.0)\*\* | 11.4 (9.8, 13.2)\*\* | - | - |
| **How did you hear about us?**  |  |  |  |  |  |  |
|  Online | - | - | - | - | 1.0 | 1.0 |
|  Invited by family member | - | - | - | - | 1.1 (1.0, 1.3) | 1.1 (0.9, 1.4) |
|  Media announcement | - | - | - | - | 1.0 (0.9, 1.1) | 1.0 (0.8, 1.3) |
|  A friend | - | - | - | - | 1.0 (0.8, 1.1) | 1.1 (0.9, 1.4) |
|  My health provider | - | - | - | - | 1.3 (1.0, 1.6)\* | 1.3 (0.8, 1.9) |
|  Community-based organization | - | - | - | - | 1.2 (1.0, 1.5)\* | 1.5 (1.0, 2.2)\* |
|  Interactive Autism Network | - | - | - | - | 1.2 (1.0, 1.5) | 1.3 (1.0, 1.8) |
|  Clinical site / Hosp. / University | - | - | - | - | 1.2 (0.9, 1.7) | 1.0 (0.6, 1.5) |
| **Covariates** |  |  |  |  |  |  |
| ***Age at registration, years*** | - | - | - | - | 1.0 (1.0, 1.0)\*\* | 1.0 (1.0, 1.0)\*\* |
| ***Male sex at birth*** | 0.9 (0.8, 0.9)\*\* | 1.0 (0.8, 1.1) | 0.9 (0.9, 1.0) | 1.0 (0.9, 1.2) | 1.0 (0.9, 1.1) | 1.1 (0.9, 1.3) |
| ***Autism spectrum disorder diagnosis*** | 2.1 (1.9, 2.3)\*\* | 3.3 (2.9, 3.8)\*\* | 1.8 (1.6, 2.0)\*\* | 2.6 (2.2, 3.1)\*\* | 2.2 (2.0, 2.5)\*\* | 3.8 (3.2, 4.5)\*\* |
| ***United States census region*** |  |  |  |  |  |  |
|  East | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 |
|  Midwest | 1.3 (1.2, 1.4)\*\* | 1.2 (1.0, 1.4)\* | 1.3 (1.2, 1.4)\*\* | 1.3 (1.1, 1.5)\*\* | 1.3 (1.1, 1.4)\*\* | 1.3 (1.0, 1.5)\* |
|  South  | 1.0 (1.0, 1.1) | 1.0 (0.8, 1.1) | 1.1 (1.0, 1.1) | 1.0 (0.8, 1.1) | 1.1 (1.0, 1.3)\* | 1.1 (1.0, 1.4) |
|  West | 1.1 (1.0, 1.2) | 1.0 (0.9, 1.2) | 1.1 (1.0, 1.2)\* | 1.1 (0.9, 1.3) | 1.1 (1.0, 1.3)\* | 1.3 (1.0, 1.6)\* |
| ***Area Deprivation Index national rank percent*** | 1.0 (1.0, 1.0)\*\* | 1.0 (1.0, 1.0)\*\* | 1.0 (1.0, 1.0)\*\* | 1.0 (1.0, 1.0)\*\* | 1.0 (1.0, 1.0)\* | 1.0 (1.0, 1.0)\* |
| ***Race*** |  |  |  |  |  |  |
|  White only | - | 1.0 | - | 1.0 | - | 1.0 |
|  African American only | - | 0.8 (0.6, 1.0)\* | - | 0.8 (0.7, 1.0) | - | 0.8 (0.6, 1.1) |
|  Asian only  | - | 1.3 (1.0, 1.8) | - | 1.3 (0.9, 1.7) | - | 1.1 (0.6, 1.7) |
|  Native American/Hawaiian only | - | 0.7 (0.4, 1.2) | - | 0.7 (0.4, 1.2) | - | 0.8 (0.4, 1.6) |
|  Other | - | 1.2 (1.0, 1.6) | - | 1.2 (0.9, 1.5) | - | 1.0 (0.7, 1.4) |
|  More than one race | - | 1.1 (0.9, 1.4) | - | 1.1 (0.9, 1.4) | - | 0.9 (0.7, 1.2) |
| ***Hispanic ethnicity*** | - | 0.8 (0.7, 0.9)\*\* | - | 0.8 (0.7, 1.0)\* | - | 0.8 (0.6, 1.0)\* |
| \*\* *p*<.01 \* *p*<.05 |  |  | \*\* p<.01 \* p<.05 |

a The SPARK study participant who initiates enrollment in SPARK on behalf of themselves and their family members; b Community at large only (N = 18,945); c Without race and ethnicity; d With race and ethnicity

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| **Table S2.** The relationship between recruitment method and complete family enrollment among primary account holdersa in SPARK (N = 31,715) |
|  | **Clinical site referral****OR (95% CI)** | **Referral website****OR (95% CI)** | **How did you hear about us?**b**OR (95% CI)** |
| Model 1c | Model 2d | Model 1c | Model 2d | Model 1c | Model 2d |
| **Clinical site referral** | 3.8 (3.5, 4.0)\*\* | 4.3 (3.8, 4.8)\*\* | - | - | - | - |
| **Referral site** |  |  |  |  |  |  |
|  Facebook or Instagram | - | - | 1.0 | 1.0 | - | - |
|  Google or other search  | - | - | 3.7 (3.3, 4.2)\*\* | 4.4 (3.4, 5.6)\*\* | - | - |
|  SPARK website | - | - | 6.4 (5.7, 7.2)\*\* | 8.0 (6.3, 10.2)\*\* | - | - |
|  SPARK clinical site URL | - | - | 7.4 (6.6, 8.4)\*\* | 8.2 (6.3, 10.5)\*\* | - | - |
|  Clinical site website | - | - | 3.5 (2.7, 4.6)\*\* | 4.3 (2.7, 6.7)\*\* | - | - |
|  Community organization | - | - | 0.9 (0.6, 1.5) | 1.0 (0.5, 1.9) | - | - |
|  News | - | - | 3.5 (2.3, 5.3)\*\* | 2.7 (1.1, 6.5)\*\* | - | - |
|  Invited parent link | - | - | 6.8 (4.4, 10.6)\*\* | 7.1 (4.0, 13.8)\*\* | - | - |
|  Email link | - | - | 4.8 (3.0, 7.7)\*\* | 7.9 (3.3, 18.9)\*\* | - | - |
|  Unknown | - | - | 7.6 (6.9, 8.5)\*\* | 8.8 (7.0, 10.9)\*\* | - | - |
| **How did you hear about us?**  |  |  |  |  |  |  |
|  Online | - | - | - | - | 1.0 | 1.0 |
|  Invited by family member | - | - | - | - | 1.2 (1.0, 1.4) | 1.4 (1.1, 1.9)\*\* |
|  Media announcement | - | - | - | - | 1.0 (0.8, 1.2) | 1.2 (0.9, 1.8) |
|  A friend | - | - | - | - | 1.1 (0.9, 1.3) | 1.2 (0.9, 1.8) |
|  My health provider | - | - | - | - | 1.5 (1.1, 2.0)\*\* | 1.3 (0.7, 2.4) |
|  Community-based organization | - | - | - | - | 1.6 (1.2, 2.1)\*\* | 2.1 (1.3, 3.4)\*\* |
|  Interactive Autism Network | - | - | - | - | 0.9 (0.6, 1.3) | 1.2 (0.8, 2.0) |
|  Clinical site / Hosp. / University | - | - | - | - | 1.8 (1.2, 2.7)\*\* | 1.7 (1.0, 2.9)\*\* |
| **Covariates** |  |  |  |  |  |  |
| ***Age at registration, years*** | - | - | 1.0 (1.0, 1.0) | 1.0 (1.0, 1.0) | 1.0 (1.0, 1.0)\*\* | 1.0 (1.0, 1.0)\* |
| ***Sex at birth*** | 0.6 (0.5, 0.6)\*\* | 0.6 (0.5, 0.7)\*\* | 0.6 (0.6, 0.7)\*\* | 0.6 (0.5, 0.7)\*\* | 0.7 (0.6, 0.8)\*\* | 0.6 (0.5, 0.9)\*\* |
| ***Autism spectrum disorder diagnosis*** | 0.3 (0.3, 0.4)\*\* | 0.3 (0.2, 0.4)\*\* | 0.2 (0.2, 0.3)\*\* | 0.2 (0.2, 0.3)\*\* | 0.4 (0.3, 0.5)\*\* | 0.4 (0.3, 0.6)\*\* |
| ***Metropolitan area*** | 1.0 (1.0, 1.0) | 1.0 (1.0, 1.0) | 1.0 (0.9, 1.1) | 1.2 (0.9, 1.4) | - | - |
| ***United States census region*** |  |  |  |  |  |  |
|  East | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 |
|  Midwest | 1.2 (1.1, 1.3)\*\* | 1.2 (1.0, 1.4) | 1.2 (1.1, 1.4)\*\* | 1.3 (1.1, 1.5)\*\* | 1.3 (1.1, 1.6)\*\* | 1.2 (0.9, 1.6) |
|  South  | 1.1 (1.0, 1.1) | 0.9 (0.7, 1.0) | 1.0 (0.9, 1.2) | 0.8 (0.7, 1.0)\* | 1.1 (1.0, 1.3) | 0.9 (0.6, 1.2) |
|  West | 1.1 (1.0, 1.2) | 0.9 (0.8, 1.1) | 1.1 (1.0, 1.2) | 1.0 (0.8, 1.2) | 1.1 (0.9, 1.3) | 1.1 (0.8, 1.5) |
| ***Area Deprivation Index national rank percent*** | 1.0 (1.0, 1.0)\*\* | 1.0 (1.0, 1.0)\*\* | 1.0 (1.0, 1.0)\*\* | 1.0 (1.0, 1.0)\*\* | 1.0 (1.0, 1.0)\*\* | 1.0 (1.0, 1.0)\*\* |
| ***Race*** |  |  |  |  |  |  |
|  White only | - | 1.0 | - | 1.0 | - | 1.0 |
|  African American only | - | 0.5 (0.4, 0.6)\*\* | - | 0.5 (0.4, 0.7)\*\* | - | 0.4 (0.2, 0.7)\*\* |
|  Asian only  | - | 1.4 (1.1, 1.9)\*\* | - | 1.5 (1.1, 2.0)\*\* | - | 1.0 (0.5, 1.8) |
|  Native American/Hawaiian only | - | 0.5 (0.2, 1.3) | - | 0.5 (0.2, 1.3) | - | 0.6 (0.2, 2.0) |
|  Other | - | 0.8 (0.6, 1.1) | - | 0.8 (0.6, 1.1) | - | 0.6 (0.4, 1.0) |
|  More than one race | - | 0.9 (0.7, 1.2) | - | 0.9 (0.6, 1.2) | - | 0.9 (0.6, 1.4) |
| \*\* *p*<.01 \* *p*<.05 |

a The SPARK study participant who initiates enrollment in SPARK on behalf of themselves and their family members; b Community at large only (N = 18,945); c Without race and ethnicity; d With race; ethnicity was not significant in the bivariate analyses

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| **Table S3.** The relationship between recruitment method and core participant status among non-autistic primary account holdersa in SPARK (N = 29,326) |
|  | **Clinical site affiliation****OR (95% CI)** | **Referral website****OR (95% CI)** | **How did you hear about us?**b**OR (95% CI)** |
| Model 1c | Model 2d | Model 1c | Model 2d | Model 1c | Model 2d |
| **Clinical site referral** | 1.9 (1.8, 2.0)\*\* | 2.0 (1.8, 2.2)\*\* | - | - | - | - |
| **Referral site** |  |  |  |  |  |  |
|  Facebook or Instagram | - | - | 1.0 | 1.0 | - | - |
|  Google or other search  | - | - | 3.6 (3.3, 4.0)\*\* | 4.3 (3.6, 5.2)\*\* | - | - |
|  SPARK website | - | - | 5.2 (4.7, 5.7)\*\* | 6.7 (5.5, 8.1)\*\* | - | - |
|  SPARK clinical site URL | - | - | 2.6 (2.3, 2.8) \*\* | 2.8 (2.2, 3.4)\*\* | - | - |
|  Clinical site website | - | - | 1.8 (1.4, 2.3)\*\* | 1.4 (0.9, 2.3) | - | - |
|  Community organization | - | - | 1.0 (0.8, 1.4) | 1.0 (0.7, 1.6) | - | - |
|  News | - | - | 1.9 (1.3, 2.7)\*\* | 1.5 (0.7, 3.3) | - | - |
|  Invited parent link | - | - | 4.4 (2.8, 7.2) \*\* | 6.7 (3.4, .13.4)\*\* | - | - |
|  Email link | - | - | 4.2 (2.7, 6.6) \*\* | 8.6 (3.5, 21.4)\*\* | - | - |
|  Unknown | - | - | 9.7 (8.9, 10.5)\*\* | 11.0 (9.4, 13.1)\*\* | - | - |
| **How did you hear about us?**  |  |  |  |  |  |  |
|  Online |  |  |  |  | 1.0 | 1.0 |
|  Invited by family member | - | - | - | - | 1.1 (1.0, 1.3) | 1.1 (0.9, 1.4) |
|  Media announcement | - | - | - | - | 0.9 (0.8, 1.1) | 0.9 (0.7, 1.2) |
|  A friend | - | - | - | - | 1.0 (0.9, 1.1) | 1.1 (0.8, 1.5) |
|  My health provider | - | - | - | - | 1.2 (0.9, 1.5) | 1.1 (0.7, 1.9) |
|  Community-based organization | - | - | - | - | 1.3 (1.1, 1.6)\* | 1.3 (0.8, 1.9) |
|  Interactive Autism Network | - | - | - | - | 1.2 (1.0, 1.5) | 1.4 (1.0, 2.0) |
|  Clinical site / Hosp. / University | - | - | - | - | 1.3 (0.9, 1.8) | 1.0 (0.6, 1.6) |
| **Covariates** |  |  |  |  |  |  |
| ***Age at registration, years*** | 1.0 (1.0, 1.0)\*\* | 1.0 (1.0, 1.0)\* | 1.0 (1.0, 1.0)\*\* | 1.0 (1.0, 1.0)\* | 1.0 (1.0, 1.0) | 1.0 (1.0, 1.0)\*\* |
| ***United States census region*** |  |  |  |  |  |  |
|  East | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 |
|  Midwest | 1.3 (1.2, 1.4)\*\* | 1.2 (1.1, 1.5)\*\* | 1.3 (1.2, 1.4)\*\* | 1.4 (1.1, 1.7)\*\* | 1.3 (1.1, 1.4)\*\* | 1.3 (1.0, 1.6) |
|  South  | 1.1 (1.0, 1.1) | 1.1 (0.9, 1.3) | 1.1 (1.0, 1.2) | 1.1 (1.0, 1.3) | 1.1 (1.0, 1.2) | 1.0 (0.8, 1.3) |
|  West | 1.1 (1.0, 1.2)\* | 1.3 (1.1, 1.5)\*\* | 1.2 (1.1, 1.3)\*\* | 1.4 (1.1, 1.6)\*\* | 1.1 (1.0, 1.3) | 1.2 (1.0, 1.6) |
| ***Area Deprivation Index national rank percent*** | 1.0 (1.0, 1.0) | 1.0 (1.0, 1.0) | 1.0 (1.0, 1.0)\* | 1.0 (1.0, 1.0) | - | - |
| ***Race*** |  |  |  |  |  |  |
|  White only | - | 1.0 | - | 1.0 | - | 1.0 |
|  African American only | - | 0.6 (0.5, 0.7)\*\* | - | 0.6 (0.4, 0.7)\*\* | - | 0.7 (0.5, 0.9)\* |
|  Asian only  | - | 0.8 (0.6, 1.0)\* | - | 0.7 (0.5, 0.9)\* | - | 0.6 (0.4, 1.1) |
|  Native American/Hawaiian only | - | 0.9 (0.5, 1.9) | - | 1.0 (0.5, 2.1) | - | 1.1 (0.5, 2.4) |
|  Other | - | 1.0 (0.8, 1.3) | - | 0.9 (0.7, 1.2) | - | 0.9 (0.6, 1.3) |
|  More than one race | - | 1.1 (0.9, 1.4) | - | 1.0 (0.8, 1.4) | - | 1.0 (0.7, 1.3) |
| ***Hispanic ethnicity*** | - | 0.7 (0.6, 0.8)\*\* | - | 0.7 (0.6, 0.8)\*\* | - | 0.8 (0.6, 1.0)\*\* |
| \*\* *p*<.01 \* *p*<.05 |

a The SPARK study participant who initiates enrollment in SPARK on behalf of themselves and their family members; b Community at large only (N = 17,359);c Without race and ethnicity; d With race and ethnicity­­­­

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| **Table S4.** The relationship between recruitment method and core participant status among autistic primary account holdersa in SPARK (N = 2,389) |
|  | **Clinical site referral****OR (95% CI)** | **Referral website****OR (95% CI)** | **How did you hear about us?**b**OR (95% CI)** |
| Model 1c | Model 2d | Model 1c | Model 2d | Model 1c | Model 2d |
| **Clinical site referral** | 1.4 (1.2, 1.7)\*\* | 1.7 (1.3, 2.2)\*\* | - | - | - | - |
| **Referral site** |  |  |  |  |  |  |
|  Facebook or Instagram | - | - | 1.0 | 1.0 | - | - |
|  Google or other search  | - | - | 3.8 (2.8, 5.3)\*\* | 3.6 (2.4, 5.4)\*\* | - | - |
|  SPARK website | - | - | 7.9 (5.8, 10.8)\*\* | 8.3 (5.6, 12.2)\*\* | - | - |
|  SPARK clinical site URL | - | - | 1.7 (1.1, 2.7) \* | 1.7 (1.0, 3.0)\* | - | - |
|  Clinical site website | - | - | 1.7 (0.8, 3.4) | 1.5 (0.7, 3.4) | - | - |
|  Community organization | - | - | 0.6 (0.2, 1.8) | 0.5 (0.2, 1.3) | - | - |
|  News | - | - | 1.5 (0.4, 5.9)  | 2.3 (0.4, 13.9) | - | - |
|  Invited parent link | - | - | 1.4 (0.7, 3.0)  | 2.7 (0.9, 7.7) | - | - |
|  Email link | - | - | 1.9 (0.5, 6.9)  | 2.3 (0.5, 10.6) | - | - |
|  Unknown | - | - | 13.9 (10.1, 19.1)\*\* | 10.4 (7.1, 15.2)\*\* | - | - |
| **How did you hear about us?**  |  |  |  |  |  |  |
|  Online |  |  |  |  | 1.0 | 1.0 |
|  Invited by family member | - | - | - | - | 1.1 (0.8, 1.4) | 1.0 (0.7, 1.4) |
|  Media announcement | - | - | - | - | 0.7 (0.5, 1.1) | 0.9 (0.5, 1.7) |
|  A friend | - | - | - | - | 0.9 (0.6, 1.4) | 0.9 (0.5, 1.6) |
|  My health provider | - | - | - | - | 1.1 (0.4, 2.6) | 0.9 (0.3, 2.4) |
|  Community-based organization | - | - | - | - | 2.0 (1.0, 4.3) | 2.0 (0.7, 5.3) |
|  Interactive Autism Network | - | - | - | - | 2.0 (1.0, 3.4)\* | 1.2 (0.6, 2.5) |
|  Clinical site / Hosp. / University | - | - | - | - | 0.8 (0.3, 2.1) | 0.4 (0.1, 1.0) |
| **Covariates** |  |  |  |  |  |  |
| ***Age at registration, years*** | 1.0 (1.0, 1.0) | 1.0 (1.0, 1.0) | 1.0 (1.0, 1.0) | 1.0 (1.0, 1.0) | 1.0 (1.0, 1.0) | 1.0 (1.0, 1.0) |
| ***United States census region*** |  |  |  |  |  |  |
|  East | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 |
|  Midwest | 1.0 (0.8, 1.4) | 1.1 (0.8, 1.6) | 1.2 (0.9, 1.7) | 1.2 (0.8 1.9) | 1.1 (0.8, 1.5) | 1.1 (0.7, 1.7) |
|  South  | 1.1 (0.9 1.5) | 1.2 (0.9, 1.7) | 1.2 (0.9, 1.6) | 1.3 (0.9 1.9) | 1.3 (1.0, 1.9) | 1.3 (0.9, 2.0) |
|  West | 1.3 (1.0, 1.7) | 1.3 (0.9, 1.8) | 1.4 (1.0, 1.9) | 1.3 (0.8, 1.9) | 1.6 (1.1, 2.2)\* | 1.4 (0.9, 2.2) |
| ***Area Deprivation Index national rank percent*** | 1.0 (1.0, 1.0) | 1.0 (1.0, 1.0) | 1.0 (1.0, 1.0) | 1.0 (1.0, 1.0) | - | - |
| ***Race*** |  |  |  |  |  |  |
|  White only | - | 1.0 | - | 1.0 | - | 1.0 |
|  African American only | - | 1.2 (0.6, 2.5) | - | 1.1 (0.5, 2.4) | - | 1.0 (0.4, 2.4) |
|  Asian only  | - | 1.4 (0.4, 5.1) | - | 1.4 (0.4, 5.3) | - | 3.6 (0.4, 30.1) |
|  Native American/Hawaiian only | - | 0.7 (0.3, 1.8) | - | 0.6 (0.2, 1.5) | - | 1.1 (0.4, 2.9) |
|  Other | - | 0.7 (0.4, 1.3) | - | 0.8 (0.4, 1.6) | - | 0.6 (0.3, 1.3) |
|  More than one race | - | 0.8 (0.5, 1.2) | - | 0.9 (0.5, 1.5) | - | 0.7 (0.4, 1.2) |
| ***Hispanic ethnicity*** | - | 0.6 (0.4, 0.9)\*\* | - | 0.6 (0.4, 1.0) | - | 0.9 (0.5, 1.4) |
| \*\* *p*<.01 \* *p*<.05 |

a The SPARK study participant who initiates enrollment in SPARK on behalf of themselves and their family members; b Community at large only (N = 1,586);c Without race and ethnicity; d With race and ethnicity­­­­