**Table S1.** Correlates of Adults’ Opinion on Restricting Junk Food Advertising to Children on Social Media, Health Information National Trends Survey (HINTS), United States, 2020

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Characteristic** | **Opposed**  (13.4%) | **Neutral**  (40.6%) | **Supportive**  (46.1%) | ***Multinomial Logistic Regression*** | | | |
| **Neutral vs Supportive (ref)** | | **Opposed vs Supportive (ref)** | |
| **Mean (SE)****or %**a | | | **RRR** | **95% CI** | **RRR** | **95% CI** |
| ***Sociodemographic*** |  |  |  |  |  |  |  |
| Age, y | 48.7 (1.5) | 45.6 (1.0) | 47.5 (0.6) | 0.99 | 0.98, 1.00 | 1.00 | 0.99, 1.02 |
| Male at birth | 54.5 | 52.9 | 46.1 | 1.19 | 0.84, 1.68 | 1.30 | 0.91, 1.84 |
| Race/ethnicity |  |  |  |  |  |  |  |
| Non-Hispanic White (ref) | 55.0 | 63.2 | 71.2 | 1.00 | - | 1.00 | - |
| Non-Hispanic Black | 15.4 | 12.0 | 7.3 | 1.85 | 1.07, 3.20 | 2.57 | 1.39, 4.75 |
| Hispanic | 14.9 | 18.8 | 14.7 | 1.13 | 0.67, 1.90 | 1.11 | 0.61, 2.01 |
| Non-Hispanic Otherb | 14.6 | 6.0 | 6.8 | 1.24 | 0.70, 2.22 | 3.34 | 1.56, 7.17 |
| Education level |  |  |  |  |  |  |  |
| College or more (ref) | 28.4 | 23.3 | 42.2 | 1.00 | - | 1.00 | - |
| Technical, vocational, or some college | 34.9 | 43.2 | 38.7 | 1.81 | 1.18, 2.77 | 1.32 | 0.79, 2.18 |
| High school or less | 36.8 | 33.5 | 19.1 | 2.64 | 1.63, 4.29 | 2.51 | 1.39, 4.53 |
| Children in household | 38.5 | 35.3 | 33.4 | 0.87 | 0.64, 1.18 | 1.11 | 0.64, 1.92 |
| Social media use | 74.1 | 77.7 | 79.5 | 0.96 | 0.67, 1.36 | 0.90 | 0.52, 1.55 |
| ***Health-related*** |  |  |  |  |  |  |  |
| Perceived health status |  |  |  |  |  |  |  |
| Excellent or very good (ref) | 48.7 | 47.5 | 56.9 | 1.00 | - | 1.00 | - |
| Good | 34.2 | 40.2 | 32.5 | 1.22 | 0.87, 1.71 | 0.94 | 0.58, 1.52 |
| Poor or fair | 17.1 | 12.3 | 10.6 | 1.08 | 0.64, 1.81 | 1.32 | 0.72, 2.41 |
| BMI weight status categoryc |  |  |  |  |  |  |  |
| Normal weight (18.5-24.9 kg/m2) (ref) | 25.6 | 31.1 | 39.5 | 1.00 | - | 1.00 | - |
| Overweight (25.0-29.9 kg/m2) | 34.6 | 33.1 | 30.1 | 1.34 | 0.94, 1.91 | 1.69 | 0.94, 3.06 |
| Obese (≥ 30.0 kg/m2) | 39.8 | 35.8 | 30.5 | 1.18 | 0.81, 1.72 | 1.77 | 1.03, 3.05 |
| One or more chronic conditiond | 56.0 | 56.9 | 58.3 | 0.95 | 0.69, 1.32 | 0.77 | 0.48, 1.24 |
| Strong weight/diet-related cancer beliefse | 40.7 | 27.9 | 50.2 | 0.41 | 0.29, 0.58 | 0.66 | 0.42, 1.02 |
| ***Political viewpoint*** |  |  |  |  |  |  |  |
| Political viewpoint |  |  |  |  |  |  |  |
| Liberal (ref) | 28.8 | 22.4 | 35.0 | 1.00 | - | 1.00 | - |
| Moderate | 32.1 | 43.1 | 33.6 | 1.67 | 1.15, 2.41 | 0.97 | 0.59, 1.60 |
| Conservative | 39.1 | 34.5 | 31.5 | 1.79 | 1.19, 2.69 | 1.54 | 0.94, 2.52 |

RRR, relative risk ratio; SE, standard error. *Note*. Unweighted analytic sample size: n=2852 of 3865 total HINTS 5 Cycle 4 respondents (73.8%). RRRs and 95% CIs are reported from multivariable multinomial logistic regression adjusted for characteristics included in the table.

a Mean (SE) and percentages are weighted to reflect US population estimates.

b The Non-Hispanic Other category includes the following self-reported races: American Indian or Alaska Native, Asian Indian, Chinese, Filipino, other Asian, other Pacific Islander, and multiple races selected.

c BMI calculated from self-reported height and weight; n=61 respondents with BMI < 18.5 kg/m2 (underweight) were excluded.

d Chronic conditions included: diabetes or high blood sugar (17.5%); high blood pressure or hypertension (34.6%); a heart condition such as heart attack, angina, or congestive heart failure (7.6%); chronic lung disease, asthma, emphysema, or chronic bronchitis (12.0%); depression or anxiety disorder (23.6%).

e Adults with strong weight/diet-related cancer beliefs indicated that at least one of the following statements has “a lot” of influence on whether or not a person will develop cancer: being overweight or obese (34.0% “a lot”), gaining weight in adult life (22.7% “a lot”), and/or eating too much red meat (22.9% “a lot”).