**Supplementary Materials**

**Supplementary Material A.** Blank survey instrument

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| **Table S1. Comparison of EFCR Influencer Marketing Responses with Primary Outcomes** | | | | | | |
|  | **Recalled food brands** | | **Product Cravings** | | **Product Purchasing** | |
| **Characteristic** | **IRR\* (95% CI\*\*)** | **P-Value** | **OR\*\*\* (95% CI)** | **P-Value** | **OR (95% CI)** | **P-Value** |
| “I want food or drinks  that I see others eating”  Sometimes  Often  A Lot | 1.21 (1.00, 1.47)  1.29 (0.99, 1.67)  2.18 (0.99, 1.67) | 0.05  0.06  <.001 | 2.11 (0.99, 4.97)  9.71 (4.38, 23.5)  33.0 (10.4, 115) | 0.07  <.001  <.001 | 7.00 (1.99, 44.4)  16.6 (4.41, 108)  32.5 (6.45, 245) | <.001  <.001  <.001 |
| “I want to eat  when people talk  about food”  Sometimes  Often  A Lot | 1.01 (0.84, 1.22)  1.37 (1.10, 1.71)  1.59 (1.14, 2.21) | 0.90  0.006  0.006 | 3.74 (1.82, 8.36)  6.43 (2.92, 15.2)  23.1 (8.61, 65.5) | <.001  <.001  <.001 | 3.67 (1.41, 11.4)  6.28 (2.21, 20.8)  19.3 (5.82, 71.3) | 0.01  0.001  <.001 |
| “I notice restaurant  signs and logos”  Sometimes  Often  A Lot | 1.08 (0.81, 1.43)  1.32 (1.00, 1.75)  1.53 (1.13, 2.06) | 0.62  0.05  0.006 | 3.57 (1.19, 15.4)  5.15 (1.70, 22.5)  14.3 (4.56, 63.3) | 0.04  0.01  <.001 | 5.76 (1.12, 106)  7.48 (1.42, 138)  22.9 (4.33, 424) | 0.09  0.06  0.003 |
| \* IRR: Incident Rate Ratio. Applies to the Recalled Food Brands model Poisson regression models with robust standard error estimates  \*\*CI: Confidence Interval  \*\*\*OR: Odds Ratio. Applies to the Craving and Purchasing logistic regression models  All models are adjusted for age, gender, race, ethnicity, investment in platform, and daily hours on Twitch | | | | | | |

**Supplementary Material B:** Associations between each component of the EFCR-Influencer Marketing (IM) scale and the outcomes of interest.

**Supplementary Material C.** Full model comparisons between the EFCR-IM and the EFCR with Recalled Food Brands (S2), Product Cravings (S3), and Product Purchasing (S3)

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| **Table S2. Associations Between EFCR-IM and EFCR and Food Brands Recalled** | | | | | |
|  | **Interaction Models** | | **No Interaction Model** | | |
| **Characteristic** | **IRR (95% CI)** | **IRR (95% CI)** | **IRR (95% CI)** | **IRR (95% CI)** |
| EFCR-IM† | 1.20 (1.03, 1.40) \* | - | 1.30 (1.15, 1.46) \*\*\* | - |
| EFCR | - | 1.28 (1.07, 1.54)\*\* | - | 1.37 (1.19, 1.59) \*\*\* |
| Monetary Investment (Reference: No)  Yes | 0.63 (0.36, 1.11) | 0.67 (0.36, 1.22) | 0.99 (0.84, 1.16) | 0.98 (0.83, 1.15) |
| EFCR-IM \* Monetary Investment (Reference: No)  Yes | 1.22 (0.96, 1.55) | - | - | - |
| EFCR \* Monetary Investment (Reference: No)  Yes | - | 1.20 (0.91, 1.59) | - | - |
| Daily Viewership (Reference: Under 2 Hours)  2 – 4 Hours  Over 4 Hours | 0.96 (0.80, 1.17)  1.04 (0.84, 1.30) | 0.97 (0.80, 1.17)  1.03 (0.83, 1.29) | 0.97 (0.80, 1.17)  1.04 (0.84, 1.30) | 0.87 (0.80, 1.17)  1.04 (0.84, 1.29) |
| Gender (Reference: Male)  Female  Other | 0.91 (0.67, 1.23)  0.71 (0.25, 2.07) | 0.92 (0.68, 1.24)  0.73 (0.24, 2.19) | 0.89 (0.66, 1.21)  0.71 (0.24, 2.06) | 0.90 (0.67, 1.22)  0.71 (0.24, 2.14) |
| Race (Reference: White)  American Indian or Alaska Native  Asian  Black or African American  Multiple Races  Unknown/Prefer Not to Answer | 1.23 (0.85, 1.79)  0.89 (0.74, 1.08)  1.28 (0.85, 1.92)  1.19 (0.88, 1.62)  1.03 (0.75, 1.40) | 1.31 (0.80, 2.14)  0.90 (0.74, 1.09)  1.30 (0.88, 1.93)  1.18 (0.87, 1.60)  1.01 (0.73, 1.38) | 1.26 (0.87, 1.84)  0.90 (0.74, 1.09)  1.26 (0.83, 1.91)  1.18 (0.86, 1.60)  1.02 (0.75, 1.40) | 1.30 (0.80, 2.11)  0.90 (0.75, 1.09)  1.29 (0.87, 1.92)  1.15 (0.84, 1.57)  1.00 (0.73, 1.38) |
| Ethnicity (Reference: Not Hispanic or Latino)  Hispanic or Latino  Unknown/Prefer not to Answer | 0.96 (0.75, 1.21)  0.95 (0.60, 1.51) | 0.96 (0.76, 1.21)  0.96 (0.60, 1.53) | 0.96 (0.76, 1.22)  0.95 (0.60, 1.51) | 0.96 (0.76, 1.22)  0.96 (0.60, 1.53) |
| Age (Reference: 18 to 24)  Under 18  25 to 34  35 and Above | 1.03 (0.84, 1.25)  0.88 (0.73, 1.07)  0.75 (0.50, 1.12) | * 1. (0.83, 1.23)   0.90 (0.74, 1.09)  0.75 (0.51, 1.11) | * 1. (0.84, 1.25)   0.88 (0.72, 1.07)  0.74 (0.49, 1.11) | 1.00 (0.82, 1.23)  0.89 (0.74, 1.09)  0.74 (0.50, 1.09) |
| CI: Confidence Interval; EFCR: External Food Cue Responsiveness; IM: Influencer Marketing; IRR: Incident Rate Ratio.  \* *P* < .05  \*\* *P* < .01  \*\*\* *P* < .001  Recalled food brands defined as the total number of food brands recalled by each survey participant | | | | | |