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%) |
| Level of Non-Juul ENDS-related Tweet Rates (/10,000) | 0 (29.6%) | 0.1-1.5 (27.9%) | 1.6-3.0 (18.5%) | 3.1-4.5 (9.4%) | 4.6-6.0 (4.5%) | 6.1+ (10.0%) |
|-----------------------------------------------|-----------|----------------|----------------|----------------|----------------|---------------|
| Q1: Jan-Mar 2017                              | 931       | 878           | 582           | 297            | 141            | 313           |
| Q2: Apr-Jun 2017                              | 949       | 865           | 592           | 291            | 147            | 298           |
| Q3: Jul-Sep 2017                              | 843       | 817           | 620           | 337            | 136            | 389           |
| Q4: Oct-Dec 2017                              | 809       | 760           | 666           | 327            | 202            | 378           |
| Q5: Jan-Mar 2018                              | 876       | 845           | 604           | 327            | 163            | 327           |
| Q6: Apr-Jun 2018                              | 931       | 912           | 638           | 283            | 123            | 255           |
| Q7: Jul-Sep 2018                              | 966       | 1100          | 569           | 195            | 107            | 205           |
| Q8: Oct-Dec 2018                              | 806       | 904           | 628           | 347            | 136            | 321           |