

SUPPLEMENTARY TABLE

Supplementary Table 1. Sensitivity analysis of percentage of young social media users who **were often exposed** to TAPS on social media, stratified by city.

	Total users	% exposed	Cities							P-value ^a	Variance (SD) ^b	
			Malang	Pekanbaru	Pontianak	Gorontalo	Denpasar	Samarinda	Cimahi		City	School
<i>Instagram</i>	2,580	32.4	37.2	30.2	21.8	33.6	38.9	28.1	44.4	0.47	0.53 (0.19)	0.39 (0.12)
<i>Facebook</i>	2,613	28.9	34.3	18.9	30.2	30.3	20.6	35.1	28.9	0.83	0.24 (0.39)	0.80 (0.18)
<i>YouTube</i>	2,559	26.1	26.8	19.4	24.3	35.5	18.2	28.3	27.2	0.63	0.19 (0.16)	0.39 (0.11)
<i>Twitter</i>	2,159	9.59	10.0	8.0	6.4	15.7	8.5	7.0	12.4	0.88	0.24 (0.18)	0.41 (0.14)

^a P-value was derived from the Wald test in age-adjusted multilevel logistic regression model with no exposure vs often exposure through internet, outdoor advertising, broadcast media, and tobacco industry sponsorship as the outcomes, and cities as independent variable.

^b Presents the variance in exposure between schools and cities, respectively.

Supplementary Table 2. Sensitivity analysis of percentage of young social media users who **were often exposed** to TAPS on social media stratified by individual characteristics.

	Age in years			P-value ^a	Gender		P-value ^{a,b}	Smoking status		P-value ^{a,b}
	13 - 14	15 - 16	17 - 18		Girls	Boys		Non-smoker	Smoker	
Internet										
<i>Instagram</i>	26.5	35.0	35.9	0.20	31.9	32.9	0.46	31.4	36.6	0.33
<i>Facebook</i>	25.1	32.5	28.9	0.01	26.5	31.5	0.03	27.7	34.2	0.56
<i>YouTube</i>	22.9	29.3	31.1	0.22	28.7	26.4	< 0.01	27.4	28.6	< 0.01
<i>Twitter</i>	7.0	11.4	10.1	0.02	6.6	12.8	< 0.01	8.3	15.0	< 0.01

^a P-value was derived from the Wald test in multilevel logistic regression model with no exposure vs often exposure.

^b Models comparing boys and girls, and smokers and non-smokers were adjusted for age.

^c Responses were only 'no' and 'yes'.