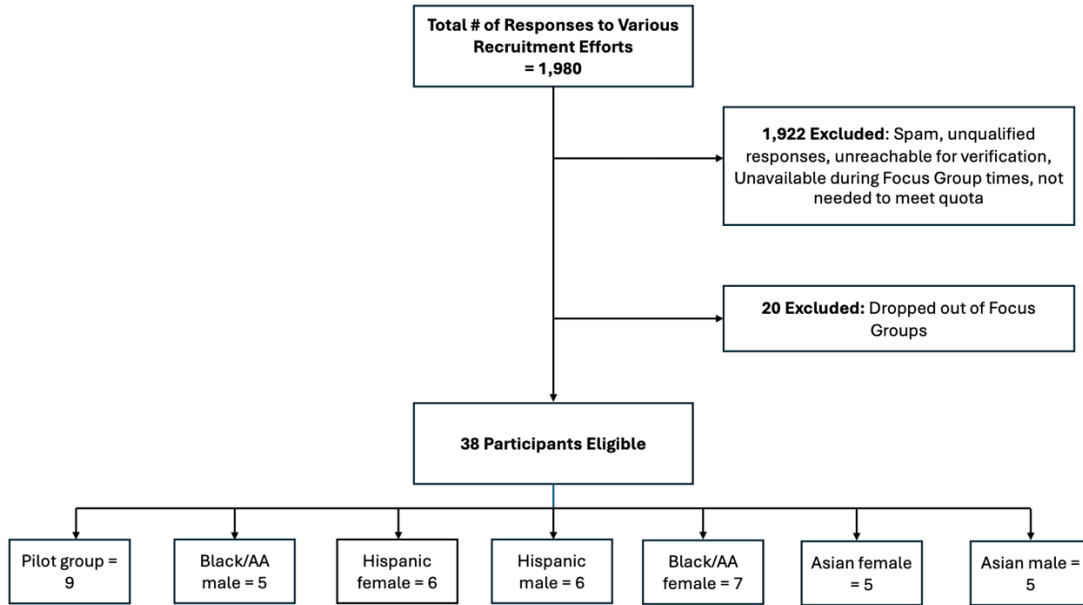


Supplemental Materials  
Figure S1.



**Table S1. Demographic characteristics of participants by focus group.**

Focus Group	Race	Gender	Age
<b>Pilot</b>			
	Hispanic	Male	30
	Black/African American, White	Female	24
	Asian	Male	24
	Hispanic	Male	40
	Black/African American	Female	40
	Asian, White	Male	22
	Black/African American	Male	29
	Asian	Male	23
	Hispanic	Male	34
<b>Black/African American Male</b>			
	Black/African American	Male	36
	Black/African American	Male	32
	Black/African American	Male	36
	Black/African American	Male	42
	Black/African American	Male	31
<b>Black/African American Female</b>			
	Black/African American	Female	41
	Black/African American	Female	32
	Black/African American	Female	36
	Black/African American	Female	32
	Black/African American	Female	35
	Black/African American	Female	43
	Black/African American, Asian	Female	22
<b>Hispanic Male</b>			
	Hispanic	Male	37
	Hispanic	Male	44
	Hispanic	Male	28
	Hispanic	Male	40
	Hispanic	Male	34
	Hispanic	Male	37
<b>Hispanic Female</b>			
	Hispanic	Female	38
	Hispanic	Female	31
	Hispanic	Female	27
	Hispanic	Female	37
	Hispanic	Female	32
	Hispanic	Female	43
<b>Asian Male</b>			
	Asian	Male	36
	Asian	Male	29
	Asian	Male	25
	Asian	Male	27
	Asian	Male	22
<b>Asian Female</b>			
	Asian	Female	21
	Asian, Native Hawaiian/Pacific Islander	Female	28
	Asian	Female	42

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	Asian	Female	24
	Asian	Female	39

	CSUF Campus	Email	Facebook	Instagram	Reddit	Craigslist	Google Ads
Recruitment Type	In Person	Email	Social Media paid ad and posting on SSRC page	Social Media paid ad and posting on SSRC page	Social Media paid ad and posting on research subreddit forums	Paid classified ad	Search engine paid ad
Reach	CSUF campus population	CSUF Chicano studies students <sup>1</sup> ; SSRC employees <sup>2</sup> ;	USA	USA	USA	USA	USA
Paid Ad Campaign Search Criteria	-	-	21 – 44 years old;	21 – 44 years old;	21 – 44 years old; keyword search for alcohol, tobacco, vapes, smokes shops, and dispensaries;	Searching for employment ads (in line with Craigslist ad regulations)	21 – 44 years old; keyword search for alcohol, tobacco, vapes, smokes shops, and dispensaries
Paid Campaign Dates	-	-	08/28/23 – 09/04/23	07/10/23 – 08/28/23	07/26/23 – 08/15/23	08/25/23 – 10/15/23	07/24/23 – 08/28/23
Unpaid Campaign Search Criteria	Recruited to take survey by SSRC employees on Titan Walk or viewed flyers posted on campus	Students enrolled in Chicano studies; current employees of the SSRC	Follow the SSRC page	Follow the SSRC page	Follow CSUF, Los Angeles, Orange County, research participation subreddits	-	-
Unpaid Campaign Dates	Titan Walk: 09/12/23 Flyer: 09/04/23 – 10/02/23	CSUF: 08/24/23 SSRC: 08/14/23	09/12/23	07/10/23	08/28/23	-	-

<sup>1</sup> Email sent by Chicano studies professors.

<sup>2</sup> Email sent by SSRC using general [ssrc@fullerton.edu](mailto:ssrc@fullerton.edu) account.

## NOTES

- a. A total of 1,980 responses were recorded from all the different recruitment methods.
  - I. 1,922 responses were not selected due to being spam responses (i.e. scammers), having unqualified survey responses, being unreachable for verification of responses, being unavailable to attend the focus group on the designated date and/or time, or not being needed to meet the quota for the focus group.
  - II. 20 individuals dropped out of the focus groups.
  - III. 38 individuals participated in the focus groups, with nine in the pilot and 29 in the actual discussions.
- b. Participants were placed into the groups that were associated with the race/ethnicity and gender reported in the survey responses. In instances where someone reported being multi-racial with White being one of the categories selected, they were placed into the other racial category they selected. In instances in which someone selected two or more qualifying race/ethnicities, they were placed in the FGD where their participation was most needed to meet the quota. Individuals who reported a gender identity other than man, woman, transgender man, or transgender woman (i.e. non-binary, genderqueer) were not eligible to participate in the groups.