

	Month since video was released		Gross impression (in millions)				Gross Impressions (per capita)			
			Adolescents		Adults		Adolescents		Adults	
Genre/Music Video Title	Adolescents	Adults	Alcohol (95% CI)	Tobacco (95% CI)	Alcohol (95% CI)	Tobacco (95% CI)	Alcohol (95% CI)	Tobacco (95% CI)	Alcohol (95% CI)	Tobacco (95% CI)
Pop/R&B/Soul	6.5	10.3	261.61 (257.11-266.11)	38.25 (37.59-38.90)	642.43 (620.58-664.28)	93.92 (90.73-97.12)	44.23 (43.47-44.99)	6.47 (6.36-6.58)	13.06 (12.61-13.50)	1.91 (1.84-1.97)
The Story Of My Life (One Direction)	5.0	8.5	7.14 (6.76-7.51)	0	16.99 (15.04-18.95)	0	1.21 (1.14-1.27)	0	0.35 (0.31-0.39)	0
Royals (Lorde)	10.8	14.3	16.38 (15.41-17.35)	2.05 (1.93-2.17)	37.21 (32.43-41.99)	4.65 (4.05-5.25)	2.77 (2.61-2.93)	0.35 (0.33-0.37)	0.76 (0.66-0.85)	0.09 (0.08-0.11)
Love Me Again (John Newman)	10.9	14.4	22.31 (20.65-23.97)	4.46 (4.13-4.79)	59.84 (51.48-68.21)	11.97 (10.30-13.64)	3.77 (3.49-4.05)	0.75 (0.70-0.81)	1.22 (1.05-1.39)	0.24 (0.21-0.28)
Timber (Pitbull ft Kesha)	4.2	7.7	44.47 (41.71-47.22)	0	118.12 (103.76-132.49)	0	7.52 (7.05-7.98)	0	2.40 (2.11-2.69)	0
One More Sleep (Leona Lewis)	4.1	7.6	5.67 (5.05-6.28)	0	13.73 (10.93-16.53)	0	0.96 (0.85-1.06)	0	0.28 (0.22-0.34)	0
Can We Dance (The Vamps)	7.9	11.4	9.61 (8.79-10.43)	0	16.58 (13.29-19.86)	0	1.63 (1.49-1.76)	0	0.34 (0.27-0.40)	0
Best Song Ever (One Direction)	8.4	11.9	47.27 (44.88-49.67)	0	98.84 (86.90-110.77)	0	7.99 (7.59-8.40)	0	2.01 (1.77-2.25)	0
You're Nobody 'Til	6.5	10.0	11.97	0	25.79	0	2.02	0	0.52	0

Somebody Loves You (James Arthur)			(11.01-12.93)		(21.48-30.09)		(1.86-2.19)		(0.44-0.61)	
It's My Party (Jessie J)	7.9	11.4	13.89 (13.05-14.74)	0	25.15 (21.43-28.87)	0	2.35 (2.21-2.49)	0	0.51 (0.44-0.59)	0
Juliet (Lawson)	7.1	10.6	18.12 (16.18-20.06)	4.12 (3.68-4.56)	27.16 (20.13-34.18)	6.17 (4.57-7.77)	3.06 (2.74-3.39)	0.70 (0.62-0.77)	0.55 (0.41-0.69)	0.13 (0.09-0.16)
Trumpets (Jason Derulo)	4.9	8.4	5.26 (4.91-5.61)	12.27 (11.46-13.09)	10.51 (8.94-12.09)	24.53 (20.85-28.21)	0.89 (0.83-0.95)	2.07 (1.94-2.21)	0.21 (0.18-0.25)	0.50 (0.42-0.57)
Bonfire Heart (James Blunt)	7.2	10.7	4.89 (4.42-5.36)	0.98 (0.88-1.07)	12.56 (10.32-14.81)	2.51 (2.06-2.96)	0.83 (0.75-0.91)	0.17 (0.15-0.18)	0.26 (0.21-0.30)	0.05 (0.04-0.06)
Braveheart (Neon Jungle)	3.7	7.2	0	0.75 (0.66-0.83)	0	1.34 (1.01-1.68)	0	0.13 (0.11-0.14)	0	0.03 (0.02-0.03)
R U Crazy (Conor Maynard)	7.3	10.8	2.40 (2.20-2.61)	6.01 (5.49-6.52)	3.04 (2.33-3.75)	7.60 (5.84-9.37)	0.41 (0.37-0.44)	1.02 (0.93-1.10)	0.06 (0.05-0.08)	0.15 (0.12-0.19)
Work B**ch (Britney Spears)	6.1	9.6	5.10 (4.56-5.63)	0	16.13 (13.35-18.92)	0	0.86 (0.77-0.95)	0	0.33 (0.27-0.38)	0
Drunk In Love (Beyonce ft, Jay Z)	3.5	7.0	32.43 (30.08-34.78)	1.54 (1.43-1.66)	98.13 (85.55-110.71)	4.67 (4.07-5.27)	5.48 (5.09-5.88)	0.26 (0.24-0.28)	1.99 (1.74-2.25)	0.09 (0.08-0.11)
Hard Out Here (Lilly Allen)	4.7	8.2	9.55 (8.67-10.43)	0	22.22 (18.20-26.23)	0	1.62 (1.47-1.76)	0	0.45 (0.37-0.53)	0
Blurred Lines (Robin Thicke ft, Pharrell Williams)	12.6	16.1	11.67 (11.16-12.18)	2.92 (2.79-3.04)	50.17 (46.61-53.73)	12.54 (11.65-13.43)	1.97 (1.89-2.06)	0.49 (0.47-0.51)	1.02 (0.95-1.09)	0.25 (0.24-0.27)

Dance/House	5.9	9.5	30.35 (29.22-34.48)	3.25 (3.13-3.37)	65.21 (60.26-70.17)	6.99 (6.46-7.52)	5.13 (4.94-5.32)	0.55 (0.53-0.57)	1.33 (1.22-1.43)	0.14 (0.13-0.15)
Under Control (Calvin Harris & Alesso ft, Hurts)	5.4	8.9	2.13 (1.88-2.38)	0	3.90 (2.92-4.88)	0	0.36 (0.32-0.40)	0	0.08 (0.06-0.10)	0
Animals (Martin Garrix)	9.6	13.1	1.84 (1.65-2.02)	0	3.39 (2.65-4.14)	0	0.31 (0.28-0.34)	0	0.07 (0.05-0.08)	0
Rather Be (Clean Bandit ft, Jess Glynne)	3.9	7.4	3.10 (2.81-3.39)	1.03 (0.94-1.13)	8.00 (6.61-9.39)	2.67 (2.20-3.13)	0.52 (0.47-0.57)	0.17 (0.16-0.19)	0.16 (0.13-0.19)	0.05 (0.04-0.06)
Hey Brother (Avicii)	3.7	7.3	2.07 (1.95-2.20)	4.15 (3.90-4.39)	5.03 (4.41-5.64)	10.05 (8.81-11.29)	0.35 (0.33-0.37)	0.70 (0.66-0.74)	0.10 (0.09-0.11)	0.20 (0.18-0.23)
You Make Me (Avicii)	6.6	10.1	22.70 (20.89-24.52)	0	47.96 (39.89-56.04)	0	3.84 (3.53-4.15)	0	0.97 (0.81-1.14)	0
Boo Yah (Showtek/ We Are Loved/ Wilson)	6.5	10.0	0.87 (0.74-1.00)	0	0.93 (0.53-1.32)	0	0.15 (0.12-0.17)	0	0.02 (0.02-0.01)	0
Electronic/Alternative	8.4	11.9	17.24 (16.45-18.03)	15.08 (14.40-15.77)	33.50 (30.21-36.80)	29.32 (26.43-32.20)	2.91 (2.78-3.05)	2.55 (2.43-2.67)	0.68 (0.61-0.75)	0.60 (0.54-0.65)
Of The Night (Bastille)	5.8	9.3	3.56 (3.25-3.87)	4.75 (4.34-5.16)	5.42 (4.27-6.57)	7.23 (5.69-8.77)	0.60 (0.55-0.65)	0.80 (0.73-0.87)	0.11 (0.09-0.13)	0.15 (0.12-0.18)
Pompeii (Bastille)	14.5	18.0	7.72 (7.24-8.20)	1.93 (1.81-2.05)	18.16 (15.80-20.53)	4.54 (3.95-5.13)	1.31 (1.22-1.39)	0.33 (0.31-0.35)	0.37 (0.32-0.42)	0.09 (0.08-0.10)
Count On Me (Chase & Status)	6.4	9.9	2.23 (1.93-2.53)	4.46 (3.86-5.06)	3.88 (2.74-5.02)	7.76 (5.49-10.03)	0.38 (0.33-0.43)	0.75 (0.65-0.86)	0.08 (0.06-0.10)	0.16 (0.11-0.20)

Afterglow (Wilkinson)	6.8	10.3	3.17 (2.78-3.57)	0.64 (0.56-0.71)	5.29 (3.81-6.77)	1.06 (0.76-1.35)	0.54 (0.47-0.60)	0.11 (0.09-0.12)	0.11 (0.08-0.14)	0.02 (0.02-0.03)
Hip-hop	8.9	12.4	17.89 (17.03-18.75)	4.97 (4.73-5.21)	24.70 (21.67-27.72)	6.86 (6.02-7.70)	3.02 (2.88-3.17)	0.84 (0.80-0.88)	0.50 (0.44-0.56)	0.14 (0.12-0.16)
Berzerk (Eminem)	6.8	10.3	0	1.99 (1.80-2.18)	0	2.34 (1.71-2.96)	0	0.34 (0.30-0.37)	0	0.05 (0.03-0.06)
Hold On We're Going Home (Drake ft, Majid Jordan)	6.3	9.8	13.85 (12.52-15.19)	2.97 (2.68-3.25)	17.59 (13.08-22.10)	3.77 (2.80-4.74)	2.34 (2.12-2.57)	0.50 (0.45-0.55)	0.36 (0.27-0.45)	0.08 (0.06-0.10)
Rap God (Eminem)	4.2	7.7	0.92 (0.83-1.02)	0	1.21 (0.90-1.53)	0	0.16 (0.14-0.17)	0	0.02 (0.02-0.03)	0
Same Love (Macklemore & Ryan Lewis ft, Mary Lambert)	18.2	21.7	3.20 (2.91-3.49)	0	5.55 (4.39-6.72)	0	0.54 (0.49-0.59)	0	0.11 (0.09-0.14)	0

Note: Population of adolescents is 5.91 million and adults, 49.20 million.

Online Table 2: Gross Impressions in Millions and Per Capita for Adults and Adolescents by Music Video and Genre