

Assessing exposure to outdoor advertisement for products High in Fat, Salt and Sugar (HFSS); is self-reported exposure a useful exposure metric?

Lauren J Scott^{1,2}, Zoi Toumpakari³, James Nobles⁴, Carlos Sillero Rejon^{1,2}, Russell Jago^{1,2,3}, Steven Cummins⁵, Sarah Blake¹, Jeremy Horwood^{1,2}, Frank de Vocht^{1,2}

Affiliations:

¹ National Institute for Health Research Applied Research Collaboration West (NIHR ARC West), University Hospitals Bristol and Weston NHS Foundation Trust, Bristol, UK

² Population health Sciences, Bristol Medical School, University of Bristol, Bristol, UK

³ Centre for Exercise, Nutrition & Health Sciences, School for Policy Studies, University of Bristol, Bristol, UK

⁴ Obesity Institute, School of Health, Leeds Beckett University, Leeds, UK

⁵ Faculty of Public Health and Policy, London School of Hygiene and tropical medicine, London, UK

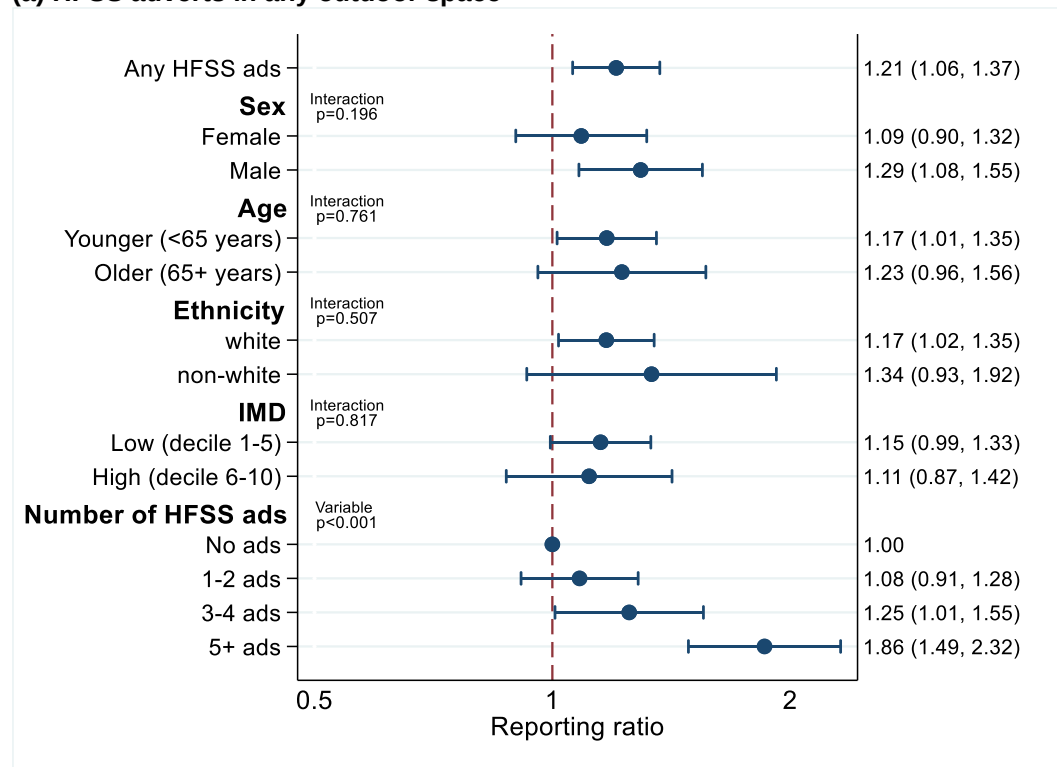
ONLINE SUPPLEMENT

Table S1 Composition of measured advertisements

	Overall adverts		Adverts subject to the restrictions ¹	
	n	%	n	%
Bristol				
All Council owned advertising spaces	861	100%	97	11.3%
Type of advertised products:				
Drink	32	3.7%	2	6.3%
Food	178	20.7%	94	52.8%
Gamble	1	0.1%	1	100%
Other	626	72.7%	0	0%
No ad	24	2.8%	-	-
South Gloucestershire				
All Council owned advertising spaces	112	100%	1	0.9%
Type of advertised products:				
Drink	6	5.4%	0	0%
Food	16	14.3%	1	6.3%
Gamble	0	0.0%	-	-
Other	69	61.6%	0	0%
No ad	21	18.8%	-	-
Overall				
All Council owned advertising spaces	973	100%	98	10.1%
Type of advertised products:				
Drink	38	3.9%	2	5.3%
Food	194	19.9%	95	49.0%
Gamble	1	0.1%	1	100%
Other	695	71.4%	0	0%
No ad	45	4.6%	-	-

¹ For 59 (33%) food adverts in Bristol and 12 (75%) food adverts in South Gloucestershire, the nutrient profile score could not be calculated due to missing information on portion size or composition data; these were assumed not to be subject to the ban.

Figure S1: Reporting ratios of the association between self-reported exposure and measured advertising exposure of HFSS products- subgroup analyses
(a) HFSS adverts in any outdoor space



(b) HFSS adverts only on bus stops

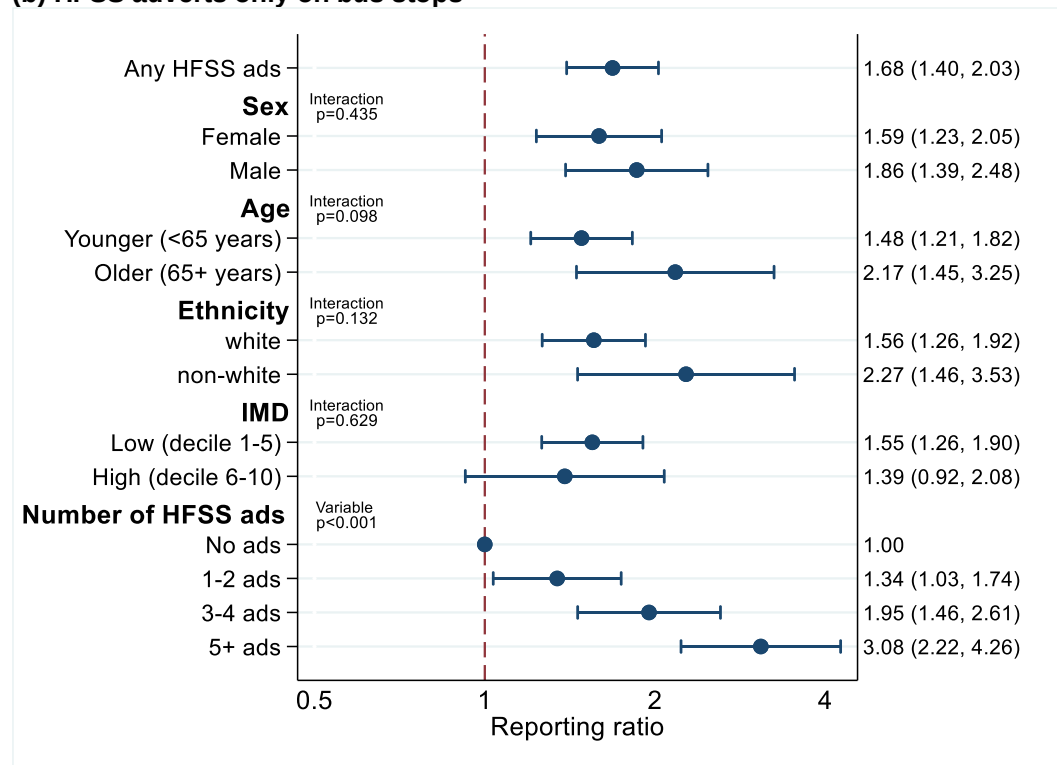


Figure S2: Reporting ratios of the association between self-reported exposure and self-reported consumption for any HFSS adverts- subgroup analyses

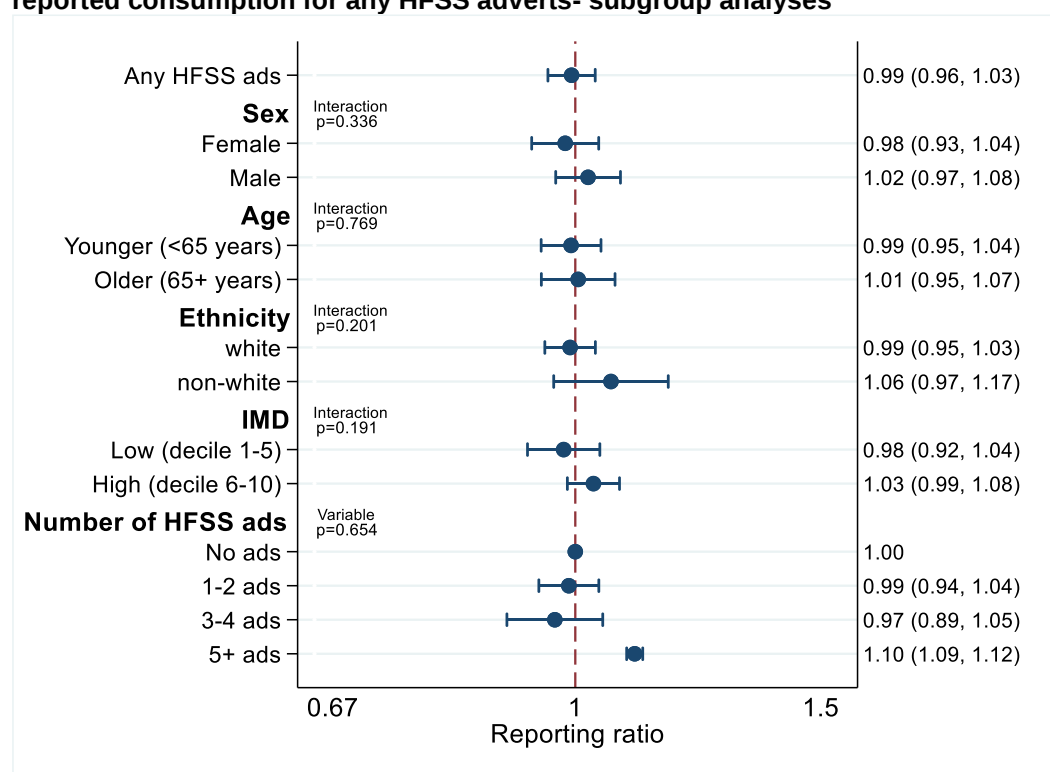


Figure S3: Reporting ratios of the association between self-reported consumptions and self-reported exposure of any HFSS adverts - subgroup analyses

