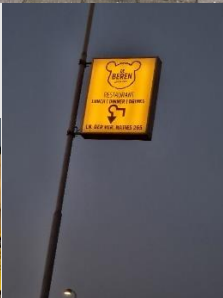


Additional file 2

Table S2 Type of food cues (based on the work by (Mackay et al., 2017) and own field work prior to the study)

Type of food cue	Definition	Examples
Free-standing sign	Sign that is anchored directly to the ground or supported by one or more vertical supports, and not attached to or dependent for support from any building. E.g. A-frame sidewalks signs	  
Signboard	Board displaying the name or logo of a business or product, attached to a building or post. E.g. lamppost signs, front shop (fascia) sign	  
Poster/banner /sticker	Poster: large printed sheet that often contains pictures or illustrations and is posted in a public space. Includes digital posters. Banner: long strip of cloth that often contains a slogan or design and is hung in a public space.	  
Painted building / wall	Building or a wall which has been partly or entirely covered by a painting (not printed).	
Merchandising products	Promotional and branded items usually given away by brands to stores or consumers. E.g. branded refrigerators, bins, chairs, umbrellas, awning signage).	 

Food on display

Food that is for sale and placed in a public space.



Food sculpture (3D)

Sculpture in the shape of a food item, placed in a public space. E.g. giant ice cream cone, giant cone of fries.



Vehicle

Moving or parked vehicle in a public space.

