**Appendix 2 -** Types of food products (*n* = 548) advertised in August 2018 stratified by stations

|  |  |
| --- | --- |
| **Food subcategories** | **Proportion of total food advertisements*, n* (%)** |
| **HKU** | **Kowloon Bay** | **Kowloon Tong** | **Kwai Fong** | **Mong Kok** | **Ngau Tau Kok** | **Sheung Wan** | **Tin Shui Wai** |
| *Core* | 22 (41.5) | 15 (25.0) | 8 (10.1) | 4 (14.8) | 19 (14.6) | 17 (48.6) | 38 (25.5) | 8 (53.3) |
|  Grains and bread | 16 (30.2) | 12 (20.0) | 4 (5.1) | 4 (14.8) | 5 (3.8) | 12 (34.3) | 28 (18.8) | 1 (6.7) |
|  Fruits and fruit products | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 3 (2.3) | 0 (0.0) | 0 (0.0) | 3 (20) |
|  Vegetables and vegetable products | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 1 (0.8) | 0 (0.0) | 0 (0.0) | 1 (6.7) |
|  Milk and dairy products | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 1 (0.8) | 0 (0.0) | 0 (0.0) | 1 (6.7) |
|  Meat and meat alternatives | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 5 (3.8) | 0 (0.0) | 0 (0.0) | 2 (13.3) |
|  Oil high in MUFA or PUFA | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Water | 4 (7.5) | 3 (5.0) | 4 (5.1) | 0 (0.0) | 4 (3.1) | 5 (14.3) | 10 (6.7) | 0 (0.0) |
|  Sugar-free drinks | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Healthy snacks | 2 (3.8) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
| *Non-core, unhealthy* | 31 (58.5) | 45 (75) | 69 (87.3) | 22 (81.5) | 108 (83.1) | 18 (51.4) | 100 (67.1) | 7 (46.7) |
|  Processed grains | 0 (0.0) | 1 (1.7) | 1 (1.3) | 0 (0.0) | 1 (0.8) | 0 (0.0) | 1 (0.7) | 0 (0.0) |
|  Sweetened fruits and fruit products | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Processed vegetables and vegetable products | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Processed meat and meat alternatives | 0 (0.0) | 2 (3.3) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  High fat meat and meat alternatives | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Processed milk and dairy products | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Oil high in saturated and/or *trans*-fat | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Fast food meals | 0 (0.0) | 0 (0.0) | 0 (0.0) | 1 (3.7) | 2 (1.5) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  High fat/deep fried snacks | 0 (0.0) | 2 (3.3) | 3 (3.8) | 0 (0.0) | 3 (2.3) | 0 (0.0) | 3 (2.0) | 0 (0.0) |
|  High sugar snacks | 0 (0.0) | 1 (1.7) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Other food/sauces containing high in fat and/or salt | 0 (0.0) | 0 (0.0) | 0 (0.0) | 1 (3.7) | 1 (0.8) | 0 (0.0) | 2 (1.3) | 0 (0.0) |
|  Full fat drinks, ice creams and desserts | 3 (5.7) | 4 (6.7) | 7 (8.9) | 3 (11.1) | 7 (5.4) | 0 (0.0) | 1 (0.7) | 0 (0.0) |
|  Sweet breads, cakes and pastries | 13 (24.5) | 12 (20) | 39 (49.4) | 7 (25.9) | 60 (46.2) | 8 (22.9) | 37 (24.8) | 0 (0.0) |
|  Sugar-sweetened drinks | 15 (28.3) | 23 (38.3) | 14 (17.7) | 10 (37) | 32 (24.6) | 10 (28.6) | 54 (36.2) | 0 (0.0) |
|  Alcohol | 0 (0.0) | 0 (0.0) | 5 (6.3) | 0 (0.0) | 2 (1.5) | 0 (0.0) | 2 (1.3) | 7 (46.7) |
| *Seasonal and special foods* | 0 (0.0) | 0 (0.0) | 2 (2.5) | 1 (3.7) | 3 (2.3) | 0 (0.0) | 11 (7.4) | 0 (0.0) |
|  Traditional Chinese dried seafood and tonic | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 10 (6.7) | 0 (0.0) |
|  Traditional Chinese medicine products | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Seasonal foods and/or items for special purposes | 0 (0.0) | 0 (0.0) | 2 (2.5) | 1 (3.7) | 3 (2.3) | 0 (0.0) | 1 (0.7) | 0 (0.0) |
| **Total** | 53 (100.0) | 60 (100.0) | 79 (100.0) | 27 (100.0) | 130 (100.0) | 35 (100.0) | 149 (100.0) | 15 (100.0) |

**Appendix 3 -** Types of food products (*n* = 856) advertised in February 2019 stratified by stations

|  |  |
| --- | --- |
| **Food subcategories** | **Proportion of total food advertisements*, n* (%)** |
| **HKU** | **Kowloon Bay** | **Kowloon Tong** | **Kwai Fong** | **Mong Kok** | **Ngau Tau Kok** | **Sheung Wan** | **Tin Shui Wai** |
| *Core* | 53 (59.6) | 42 (50.6) | 82 (44.3) | 28 (58.3) | 91 (65.9) | 54 (73.0) | 122 (64.2) | 15 (30.6) |
|  Grains and bread | 4 (4.5) | 1 (1.2) | 4 (2.2) | 2 (4.2) | 2 (1.4) | 0 (0.0) | 1 (0.5) | 1 (2.0) |
|  Fruits and fruit products | 0 (0.0) | 0 (0.0) | 0 (0.0) | 6 (12.5) | 6 (4.3) | 0 (0.0) | 3 (1.6) | 6 (12.2) |
|  Vegetables and vegetable products | 5 (5.6) | 5 (6.0) | 9 (4.9) | 2 (4.2) | 6 (4.3) | 8 (10.8) | 8 (4.2) | 1 (2.0) |
|  Milk and dairy products | 0 (0.0) | 0 (0.0) | 0 (0.0) | 2 (4.2) | 2 (1.4) | 0 (0.0) | 1 (0.5) | 1 (2.0) |
|  Meat and meat alternatives | 29 (32.6) | 22 (26.5) | 54 (29.2) | 13 (27.1) | 41 (29.7) | 31 (41.9) | 59 (31.1) | 3 (6.1) |
|  Oil high in MUFA or PUFA | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Water | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Sugar-free drinks | 2 (2.2) | 0 (0.0) | 2 (1.1) | 0 (0.0) | 4 (2.9) | 1 (1.4) | 1 (0.5) | 0 (0.0) |
|  Healthy snacks | 13 (14.6) | 14 (16.9) | 13 (7.0) | 3 (6.3) | 30 (21.7) | 14 (18.9) | 49 (25.8) | 3 (6.1) |
| *Non-core, unhealthy* | 36 (40.4) | 41 (49.4) | 103 (55.7) | 20 (41.7) | 47 (34.1) | 20 (27.0) | 58 (30.5) | 34 (69.4) |
|  Processed grains | 2 (2.2) | 0 (0.0) | 4 (2.2) | 1 (2.1) | 3 (2.2) | 1 (1.4) | 0 (0.0) | 14 (28.6) |
|  Sweetened fruits and fruit products | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Processed vegetables and vegetable products | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Processed meat and meat alternatives | 6 (6.7) | 3 (3.6) | 25 (13.5) | 2 (4.2) | 7 (5.1) | 4 (5.4) | 16 (8.4) | 0 (0.0) |
|  High fat meat and meat alternatives | 8 (9.0) | 8 (9.6) | 10 (5.4) | 2 (4.2) | 15 (10.9) | 8 (10.8) | 26 (13.7) | 0 (0.0) |
|  Processed milk and dairy products | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Oil high in saturated and/or *trans*-fat | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Fast food meals | 0 (0.0) | 0 (0.0) | 1 (0.5) | 6 (12.5) | 1 (0.7) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  High fat/deep fried snacks | 0 (0.0) | 0 (0.0) | 2 (1.1) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  High sugar snacks | 1 (1.1) | 1 (1.2) | 3 (1.6) | 0 (0.0) | 1 (0.7) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Other food/sauces containing high in fat and/or salt | 4 (4.5) | 5 (6.0) | 13 (7.0) | 2 (4.2) | 7 (5.1) | 4 (5.4) | 14 (7.4) | 0 (0.0) |
|  Full fat drinks, ice creams and desserts | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Sweet breads, cakes and pastries | 14 (15.7) | 24 (28.9) | 44 (23.8) | 5 (10.4) | 12 (8.7) | 3 (4.1) | 2 (1.1) | 20 (40.8) |
|  Sugar-sweetened drinks | 0 (0.0) | 0 (0.0) | 0 (0.0) | 2 (4.2) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Alcohol | 1 (1.1) | 0 (0.0) | 1 (0.5) | 0 (0.0) | 1 (0.7) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
| *Seasonal and special foods* | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 10 (5.3) | 0 (0.0) |
|  Traditional Chinese dried seafood and tonic | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 10 (5.3) | 0 (0.0) |
|  Traditional Chinese medicine products | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Seasonal foods and/or items for special purposes | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
| **Total** | 89 (100.0) | 83 (100.0) | 185 (100.0) | 48 (100.0) | 138 (100.0) | 74 (100.0) | 190 (100.0) | 49 (100.0) |

**Appendix 4 -** Types of food products (*n* = 456) advertised in March 2019 stratified by stations

|  |  |
| --- | --- |
| **Food subcategories** | **Proportion of total food advertisements*, n* (%)** |
| **HKU** | **Kowloon Bay** | **Kowloon Tong** | **Kwai Fong** | **Mong Kok** | **Ngau Tau Kok** | **Sheung Wan** | **Tin Shui Wai** |
| *Core* | 20 (33.3) | 23 (56.1) | 12 (14.0) | 22 (52.4) | 42 (43.8) | 10 (43.5) | 48 (59.3) | 9 (33.3) |
|  Grains and bread | 10 (16.7) | 9 (22.0) | 5 (5.8) | 3 (7.1) | 14 (14.6) | 3 (13.0) | 25 (30.9) | 1 (3.7) |
|  Fruits and fruit products | 0 (0.0) | 0 (0.0) | 0 (0.0) | 6 (14.3) | 6 (6.3) | 0 (0.0) | 3 (3.7) | 3 (11.1) |
|  Vegetables and vegetable products | 3 (5.0) | 2 (4.9) | 2 (2.3) | 3 (7.1) | 4 (4.2) | 1 (4.3) | 3 (3.7) | 1 (3.7) |
|  Milk and dairy products | 0 (0.0) | 1 (2.4) | 0 (0.0) | 4 (9.5) | 2 (2.1) | 0 (0.0) | 1 (1.2) | 1 (3.7) |
|  Meat and meat alternatives | 5 (8.3) | 11 (26.8) | 5 (5.8) | 6 (14.3) | 12 (12.5) | 6 (26.1) | 15 (18.5) | 3 (11.1) |
|  Oil high in MUFA or PUFA | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Water | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Sugar-free drinks | 2 (3.3) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 4 (4.2) | 0 (0.0) | 1 (1.2) | 0 (0.0) |
|  Healthy snacks | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
| *Non-core, unhealthy* | 39 (65) | 18 (43.9) | 71 (82.6) | 20 (47.6) | 53 (55.2) | 12 (52.2) | 31 (38.3) | 9 (33.3) |
|  Processed grains | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Sweetened fruits and fruit products | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Processed vegetables and vegetable products | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Processed meat and meat alternatives | 9 (15.0) | 4 (9.8) | 26 (30.2) | 3 (7.1) | 10 (10.4) | 3 (13.0) | 6 (7.4) | 0 (0.0) |
|  High fat meat and meat alternatives | 12 (20) | 5 (12.2) | 6 (7.0) | 4 (9.5) | 8 (8.3) | 4 (17.4) | 8 (9.9) | 0 (0.0) |
|  Processed milk and dairy products | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Oil high in saturated and/or *trans*-fat | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Fast food meals | 4 (6.7) | 0 (0.0) | 5 (5.8) | 3 (7.1) | 9 (9.4) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  High fat/deep fried snacks | 0 (0.0) | 0 (0.0) | 3 (3.5) | 0 (0.0) | 1 (1.0) | 0 (0.0) | 1 (1.2) | 0 (0.0) |
|  High sugar snacks | 1 (1.7) | 0 (0.0) | 5 (5.8) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Other food/sauces containing high in fat and/or salt | 8 (13.3) | 6 (14.6) | 10 (11.6) | 3 (7.1) | 14 (14.6) | 3 (13.0) | 14 (17.3) | 0 (0.0) |
|  Full fat drinks, ice creams and desserts | 2 (3.3) | 0 (0.0) | 2 (2.3) | 2 (4.8) | 4 (4.2) | 0 (0.0) | 0 (0.0) | 1 (3.7) |
|  Sweet breads, cakes and pastries | 2 (3.3) | 3 (7.3) | 13 (15.1) | 5 (11.9) | 5 (5.2) | 2 (8.7) | 2 (2.5) | 8 (29.6) |
|  Sugar-sweetened drinks | 1 (1.7) | 0 (0.0) | 1 (1.2) | 0 (0.0) | 2 (2.1) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Alcohol | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
| *Seasonal and special foods* | 1 (1.7) | 0 (0.0) | 3 (3.5) | 0 (0.0) | 1 (1.0) | 1 (4.3) | 2 (2.5) | 9 (33.3) |
|  Traditional Chinese dried seafood and tonic | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
|  Traditional Chinese medicine products | 1 (1.7) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 1 (1.0) | 1 (4.3) | 0 (0.0) | 0 (0.0) |
|  Seasonal foods and/or items for special purposes | 0 (0.0) | 0 (0.0) | 3 (3.5) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 2 (2.5) | 9 (33.3) |
| **Total** | 60 (100.0) | 41 (100.0) | 86 (100.0) | 42 (100.0) | 96 (100.0) | 23 (100.0) | 81 (100.0) | 27 (100.0) |