Supplemental file 3: Mean proportion (%) of space in promotional displays (end-of-aisle, checkouts and island bins) devoted to discretionary food (95% Confidence Interval), by supermarket group and area-level SEP\*, in a random sample of 104 Australian supermarkets in 2019.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | Mean proportion (%) of discretionary food (95% Confidence Interval) | | | | |
| Display type | Supermarket group | n | Lowest SEP  Q1 | Medium SEP  Q2-3 | Highest SEP  Q4-5 | All levels of SEP  Q1-5 |
| End-of-aisle displays**†** | Coles | 26 | 35.5 (29.2, 41.8) | 42.2 (35.2, 49.2) | 41.6 (34.6, 48.6) | 39.5 (35.6, 43.3) |
|  | Woolworths | 26 | 35.5 (29.2, 41.8) | 34.8 (27.8, 41.8) | 33.1 (26.1, 40.2) | 34.6 (30.7, 38.5) |
|  | Aldi | 26 | 11.5 (5.2, 17.7) | 7.2 (0.2, 14.2) | 5.7 (0.0, 12.7) | 8.4 (4.5, 12.3) |
|  | Independent | 26 | 39.8 (33.5, 46.1) | 33.8 (26.8, 40.8) | 40.6 (33.6, 47.6) | 38.2 (34.3, 42.1) |
|  | All Stores | 104 | 30.6 (27.4, 33.7) | 29.5 (26.0, 33.0) | 30.3 (26.8, 33.8) | 30.1 (28.2, 32.1) |
| Checkouts**†** | Coles | 26 | 64.8 (55.1, 74.6) | 61.3 (50.3, 72.2) | 61.1 (50.2, 72.1) | 62.6 (56.5, 68.7) |
|  | Woolworths | 26 | 60.2 (50.4, 69.9) | 60.0 (49.1, 70.9) | 62.4 (51.5, 73.3) | 60.8 (54.7, 66.9) |
|  | Aldi | 26 | 47.9 (38.1, 57.6) | 43.8 (32.9, 54.7) | 52.5 (41.6, 63.5) | 48.0 (42.0, 54.1) |
|  | Independent | 26 | 77.1 (67.3, 86.8) | 87.9 (77.0, 98.8) | 86.1 (75.2, 97.0) | 83.2 (77.1, 89.2) |
|  | All Stores | 104 | 62.5 (57.6, 67.3) | 63.2 (57.8, 68.7) | 65.5 (60.1, 71.0) | 63.7 (60.6, 66.7) |
| Island bins**†** | Coles | 26 | 52.6 (46.1, 59.2) | 54.5 (47.6, 61.4) | 51.7 (44.8, 58.6) | 52.9 (47.5, 58.3) |
|  | Woolworths | 26 | 50.0 (43.5, 56.6) | 51.9 (45.0, 58.8) | 49.1 (42.2, 56.0) | 50.3 (44.9, 55.7) |
|  | Aldi | 26 | 52.8 (46.3, 59.3) | 54.7 (47.8, 61.6) | 52.0 (45.0, 58.8) | 53.1 (47.7, 58.5) |
|  | Independent | 26 | 69.4 (62.9, 75.9) | 71.2 (64.3, 78.1) | 68.5 (61.6, 75.4) | 69.7 (64.2, 75.1) |
|  | All Stores | 104 | 56.2 (51.8, 60.6) | 58.1 (53.2, 63.0) | 55.3 (50.4, 60.2) | 56.5 (53.7, 59.3) |

Results of linear regression models that included supermarket group, SEP and interaction of supermarket group by SEP.

**\*** SEP based on quintiles of Australian Bureau of Statistics Index of Relative Socio-economic Advantage and Disadvantage (IRSAD).

**† Analysis included all displays of that type (end-of-aisle displays included displays facing front of store and elsewhere, checkouts included staff-assisted and self-service checkouts, island bins included island bins found at front of store, near checkouts, near aisle-ends and elsewhere).**