

**ONLINE SUPPLEMENTARY MATERIALS**

**ADDITIONAL FILE 1**

**Marketing messages accompanying online selling of low/er and regular strength wine and beer products  
in the UK: A content analysis**

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Table S1.

*Frequency of appearance of the different marketing messages organised under the four superordinate themes and the miscellaneous theme for low/er and regular strength alcohol products.*

		Wine			Beer		
Superordinate theme	Marketing message	Low/er strength (n=86)	Regular strength (n=86)	$\chi^2$ (1, n=172)	Low/er strength (n=48)	Regular strength (n=48)	$\chi^2$ (1, n=96)
Occasions	Any occasion/ everyday	26 (30%)	11 (13%)	7.75 (p=.005)*	0	0	-
	Parties/family/ friends	20 (23%)	23 (27%)	0.28 (p=.597)	11 (23%)	4 (8%)	3.87 (p=.049)
	Lunchtime	11 (13%)	0	11.75 (p=.001)*	0	1 (2%)	1.01 (p=.315)
	Nights in	3 (4%)	4 (5%)	0.15 (p=.700)	4 (8%)	0	4.17 (p=.041)
	Outdoors/ summer/BBQ	18 (21%)	16 (19%)	0.15 (p=.702)	10 (21%)	0	11.16 (p=.001)*
	Sport or fitness		-	-	7 (15%)	0	7.55 (p=.006)*
	Mid-week occasion	2 (2%)	0	2.02 (p=.155)	-	-	-
Health-related properties	Health-benefit	45 (52%)	0	60.95 (p<.001)*	4 (8%)	3 (6%)	0.15 (p=.695)
	Calorie content	45 (52%)	4 (5%)	47.97 (p<.001)*	19 (40%)	3 (6%)	15.10 (p<.001)*
	Carbohydrate content	17 (20%)	0	18.87 (p<.001)*	18 (38%)	1 (2%)	18.96 (p<.001)*
	Fruits (image)	12 (14%)	2 (2%)	7.78 (p=.005)*	20 (42%)	1 (2%)	22.00 (p<.001)*
	With salad or 'light' vegetables	15 (17%)	19 (22%)	0.59 (p=.444)	0	0	-
Alcohol content	%ABV (image)	50 (58%)	20 (23%)	21.68 (p<.001)*	28 (58%)	7 (15%)	19.83 (p<.001)*
	%ABV (text)	79 (92%)	71 (83%)	3.34 (p=.068)	44 (92%)	44 (92%)	0 (p=1.000)
	Strength descriptors (image)	43 (50%)	1 (1%)	53.87 (p<.001)*	9 (19%)	0	9.93 (p=.002)*
	Non-alcoholic/alcohol free	16 (19%)	0	17.64 (p<.001)*	21 (44%)	0	26.88 (p<.001)*
	De-alcoholised/alcohol removed	12 (14%)	0	12.90 (p<.001)*	4 (8%)	0	4.17 (p=.041)

	<b>Reduced alcohol/lower alcohol</b>	32 (37%)	0	39.31 (p<.001)*	2 (4%)	0	2.04 (p=.153)
<b>Taste</b>	<b>Hops</b>	-	-	-	32 (67%)	28 (58%)	0.71 (p=.399)
	<b>Malt /Barley</b>	-	-	-	38 (79%)	40 (83%)	0.27 (p=.601)
	<b>Sweet</b>	30 (35%)	14 (16%)	7.82 (p=.005)	10 (21%)	12 (25%)	0.24 (p=.627)
	<b>Bitter</b>	-	-	-	12 (25%)	26 (54%)	8.54 (p=.003)*
	<b>Citrus</b>	-	-	-	19 (40%)	8 (17%)	6.24 (p=.013)
	<b>Fruity/fruit (other than berries or grapes)</b>	81 (94%)	81 (94%)	0 (p=1.000)	10 (21%)	17 (35%)	2.53 (p=.112)
	<b>Berries</b>	41 (48%)	41 (48%)	0 (p=1.000)	-	-	-
	<b>Floral/blossom</b>	19 (22%)	20 (23%)	0.03 (p=.856)	-	-	-
	<b>Crisp</b>	19 (22%)	32 (37%)	4.71 (p=.030)	10 (21%)	15 (31%)	1.35 (p=.245)
	<b>Delicate</b>	20 (23%)	8 (9%)	6.14 (p=.013)	-	-	-
	<b>Soft</b>	22 (26%)	16 (19%)	1.13 (p=.288)	7 (15%)	6 (13%)	0.09 (p=.765)
	<b>Smooth/rounded</b>	12 (14%)	18 (21%)	1.45 (p=.228)	4 (8%)	4 (8%)	0 (p=1.000)
	<b>Subtle</b>	5 (6%)	10 (12%)	1.83 (p=.177)	4 (8%)	8 (17%)	1.52 (p=.217)
	<b>Light/lighter</b>	41 (48%)	16 (19%)	16.40 (p<.001)*	10 (21%)	4 (8%)	3.01 (p=.083)
	<b>Easy drinking/drinkable</b>	13 (15%)	16 (19%)	0.37 (p=.541)	9 (19%)	7 (15%)	0.30 (p=.584)
	<b>Juicy</b>	17 (20%)	17 (20%)	0 (p=1.000)	-	-	-
	<b>Medium</b>	0	16 (19%)	17.64 (p<.001)*	-	-	-
	<b>Dry</b>	3 (4%)	3 (4%)	0 (p=1.000)	-	-	-
	<b>Rich</b>	8 (9%)	5 (6%)	0.75 (p=.387)	0	4 (8%)	4.17 (p=.041)

	<b>Full</b>	3 (4%)	3 (4%)	0 (p=1.000)	5 (10%)	15 (31%)	6.32 (p=.012)
	<b>Intense</b>	0	4 (5%)	4.10 (p=.043)	-	-	-
	<b>Distinctive character/aroma</b>	1 (1%)	1 (1%)	0 (p=1.000)	10 (21%)	6 (13%)	1.20 (p=.273)
	<b>Luscious/delicious</b>	22 (26%)	37 (43%)	5.81 (p=.016)	4 (8%)	0	4.17 (p=.041)
	<b>Fragrant</b>	3 (4%)	7 (8%)	1.70 (p=.192)	0	4 (8%)	4.17 (p=.041)
	<b>Lingering taste/finish</b>	2 (2%)	4 (5%)	0.69 (p=.406)	1 (2%)	5 (10%)	2.84 (p=.092)
	<b>Fresh/refreshing/thirst-quenching</b>	57 (66%)	58 (67%)	0.03 (p=.871)	29 (60%)	30 (63%)	0.04 (p=.834)
	<b>Balanced</b>	-	-	-	8 (17%)	19 (40%)	6.24 (p=.013)
	<b>Robust</b>	-	-	-	0	4 (8%)	4.17 (p=.041)
	<b>Clean/Pure</b>	-	-	-	16 (33%)	21 (44%)	1.10 (p=.294)
<b>Miscellaneous</b>	<b>Suits busy/responsible lifestyle</b>	14 (16%)	0	15.24 (p<.001)*	-	-	-
	<b>Fun</b>	2 (2%)	1 (1%)	0.34 (p=.560)	0	1 (2%)	1.01 (p=.315)
	<b>Quality</b>	26 (30%)	44 (51%)	7.81 (p=.005)*	25 (52%)	30 (63%)	1.06 (p=.302)
	<b>Encouraging further interaction</b>	25 (29%)	26 (30%)	0.03 (p=.867)	17 (35%)	14 (29%)	0.43 (p=.513)
	<b>Flowers (image)</b>	26 (30%)	2 (2%)	24.57 (p<.001)*	-	-	-
	<b>Female gender (text)</b>	4 (5%)	4 (5%)	0 (p=1.000)	6 (13%)	0	6.40 (p=.011)
	<b>Male gender (text)</b>	0	1 (1%)	1.01 (p=.316)	6 (13%)	4 (8%)	0.45 (p=.504)
	<b>Female gender (image)</b>	3 (4%)	4 (5%)	0.15 (p=.700)	-	-	-
	<b>Male gender (image)</b>	0	3 (4%)	3.05 (p=.081)	1 (2%)	1 (2%)	0 (p=1.000)

Note. All comparisons denoted with a star [\*] were statistically significant at  $p < .05$  when correcting for multiple comparisons by using the Holm-Šidák correction at the level of each superordinate theme and type of drink.