

Extent and Nutritional Quality of Foods and Beverages to which
Children are Exposed in Colombian TV Food Advertising

ONLINE SUPPLEMENT

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Note. For each table, products “in excess” refer to foods and beverages containing an excess of free sugars, sodium, saturated fat, or containing trans-fat or non-caloric sweeteners, based on thresholds defined by the Pan-American Health Organization (PAHO) for identifying products with nutrients of concern. Weekly impressions are derived from television audience ratings data for child audiences age 4-11y obtained from Kantar IBOPE Media.

eTable 1. Children’s weekly impressions of advertising for products “in excess” of nutrients of concern by product category and nutrient

Percentage of child audience weekly TV food advertisement impressions for products “in excess”						
Product category	Sugars (%)	Total fats(%)	Saturated fats (%)	Trans fat (%)	Sodium (%)	Non-caloric sweetener (%)
Beverages	78.63	2.19	2.19	0.00	11.02	28.03
Bread and bakery products	67.06	61.25	63.35	2.14	37.20	16.22
Cereal products	55.44	1.30	11.70	5.09	20.34	16.26
Sweets	69.81	52.79	51.63	0.00	2.32	32.85
Convenience foods	4.44	24.55	31.40	0.92	89.48	0.00
Meats	0.00	72.21	79.48	0.00	91.47	9.28
Fish and sea foods	0.00	100.00	0.00	0.00	100.00	0.00
Dairy	70.18	43.09	60.06	1.45	13.52	14.86
Fruits, vegetables, nuts and legumes	49.23	59.56	53.21	0.00	5.95	0.00
Sauces, dressings and spreads	58.84	61.14	64.37	0.06	86.58	0.00
Snacks foods	3.98	95.43	91.40	0.00	69.57	6.82

eTable 2. Children’s weekly impressions of advertising for products “in excess” of nutrients of concern across product category by child gender and SES

Percentage of child audience weekly TV food advertisement impressions for products “in excess”					
Child audience	Beverages (%)	Bread and bakery products (%)	Cereal products (%)	Sweets (%)	Convenience foods (%)
Low SES	91.16	85.72	50.96	100.00	97.84
Mid SES	91.69	87.01	58.59	100.00	100.00
High SES	90.97	92.06	60.29	100.00	100.00
Male	90.65	85.39	54.46	100.00	97.44
Female	91.86	88.21	53.11	100.00	100.00

eTable2. continued

Percentage of child audience weekly TV food advertisement impressions for products “in excess”						
Child audience	Meats (%)	Fish and sea foods (%)	Dairy (%)	Fruits, vegetables, nuts and legumes (%)	Sauces, dressings and spreads (%)	Snack foods (%)
Low SES	91.72	100.00	86.23	100.00	100.00	100.00
Mid SES	91.86	100.00	87.44	100.00	100.00	100.00
High SES	90.20	100.00	87.27	-72.16	100.00	100.00
Male	92.38	100.00	85.54	90.90	100.00	100.00
Female	90.67	100.00	87.80	98.97	100.00	100.00