

Supplemental Information



SUPPLEMENTAL FIGURE 3

Frame from one child-directed McDonald's Happy Meal TV advertisement that reveals food and premiums presented on screen. The proportion of the on-screen area devoted to all toy premiums was 16.9%, and the proportion devoted to all food items (chicken nuggets, milk, French fries, and apple slices) was 8.6%. The area devoted to premiums was greater than that for food by a margin of 8.3% (absolute difference). The Happy Meal box was defined as branding.