**S4 Appendix. Codes and sub-codes for parent-targeted ads (Study Two)**

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| **Code** | **Sub-code** | **Example responses** |
| Modelling | Follow you  | Kids learn by listening and watching/monkey see monkey do (no direct reference to alcohol) |
| Follow drinking | Kids follow/learn your drinking habits |
| Model | Be a role model/good role model |
| Don't drink | Don't drink – children | Don't drink in front of children/don't drink when children are present |
| Responsible | Drink responsibly – children | Drink responsibly around children/don't drink excessively in front of children  |
| Kids | No drinking | Kids shouldn't drink |
| Agree | Agree/like | Yes/that's correct/good slogan |
| Increase\* | Drink more | Drink hard/drink more |
| Danger\* | N/A | Alcohol is dangerous, destroys life |

\* Code not evident in Study One