

Table 3 Business promotional strategies and regulatory adherence by location and business type

Variable	Location				Business type				
	<i>n</i>	Dubai	Abu Dhabi	New York City	Total/all	<i>n</i>	Independent	Franchise/ chain	Total/ all
Reported discount [(%, (no.))]	94	15 (48)	12 (36)	17 (57)	44 (47)	93	37 (56) ^e	6 (22) ^e	43 (46)
Posted discount [(%, (no.))]	99	9 (32)	7 (19)	16 (46)	32 (32)	85	26 (43) ^f	3 (13) ^f	29 (34)
All advertising [(%, (no.))]	87	32 (100) ^a	24 (83) ^a	26 (100) ^a	82 (94)	86	53 (91)	28 (100)	81 (94)
Facebook [(%, (no.))]	87	24 (75) ^b	12 (41) ^b	20 (77) ^b	56 (64)	86	36 (62)	19 (68)	55 (64)
Website on menu [(%, (no.))]	103	18 (58) ^c	7 (19) ^c	6 (17) ^c	31 (30)	85	14 (23) ^g	13 (54) ^g	27 (32)
Posted age restriction [(%, (no.))]	111	4 (12) ^d	2 (5) ^d	12 (32) ^d	18 (16)	91	13 (20)	2 (8)	15 (17)

^a Pearson chi-squared $P = 0.005$. ^b Pearson chi-squared $P = 0.007$. ^c Pearson chi-squared $P < 0.001$. ^d Pearson chi-squared $P = 0.005$. ^e Pearson chi-squared $P = 0.003$. ^f Pearson chi-squared $P = 0.008$. ^g Pearson chi-squared $P = 0.005$.