

## Supplementary Table S2

Target groups with subcategories

	smaller HMPs		TC/QG		YP only		Total	
	n	%	n	%	n	%	n	%
<b>NOT MENTIONED</b>	<b>120</b>	<b>80.5%</b>	<b>244</b>	<b>75.5%</b>	<b>925</b>	<b>91.5%</b>	<b>1289</b>	<b>86.9%</b>
<b>ALL</b>	<b>14</b>	<b>9.4%</b>	<b>23</b>	<b>7.1%</b>	<b>16</b>	<b>1.6%</b>	<b>53</b>	<b>3.6%</b>
All Ages	2	14.3%	5	21.7%	2	12.5%	9	17.0%
all ages & abilities	1	7.1%		0.0%		0.0%	1	1.9%
all ages & fitness	9	64.3%	18	78.3%		0.0%	27	50.9%
all fitness levels		0.0%		0.0%	14	87.5%	14	26.4%
everyone	2	14.3%		0.0%		0.0%	2	3.8%
<b>AGE</b>	<b>3</b>	<b>2.0%</b>	<b>43</b>	<b>13.3%</b>	<b>1</b>	<b>0.1%</b>	<b>47</b>	<b>3.2%</b>
adults		0.0%	1	2.3%		0.0%	1	2.1%
children	1	33.3%	9	20.9%		0.0%	10	21.3%
children & teenagers	1	33.3%		0.0%		0.0%	1	2.1%
older adults	1	33.3%	14 <sup>1</sup>	32.6%	1	100.0%	16	34.0%
teens/adults		0.0%	19	44.2%		0.0%	19	40.4%
<b>GENDER</b>	<b>9</b>	<b>6.0%</b>		<b>0.0%</b>	<b>4</b>	<b>0.4%</b>	<b>13</b>	<b>0.9%</b>
men	1	11.1%				0.0%	1	7.7%
mothers & children	3	33.3%			1	25.0%	4	30.8%
pregnant women		0.0%			3	75.0%	3	23.1%
women	5	55.6%				0.0%	5	38.5%
<b>HEALTH/WELL-BEING</b>		<b>0.0%</b>	<b>13</b>	<b>4.0%</b>	<b>44</b>	<b>4.3%</b>	<b>57</b>	<b>3.8%</b>
older adults with health needs			10 <sup>1</sup>	76.9%		0.0%	10	17.5%
physical problems			3	23.1%	18	40.9%	21	36.8%
stressed/busy				0.0%	26	59.1%	26	45.6%
<b>PREFERENCE</b>	<b>1</b>	<b>0.7%</b>		<b>0.0%</b>	<b>17</b>	<b>1.7%</b>	<b>18</b>	<b>1.2%</b>
various preferences	1	100.0%			17	100.0%	18	100.0%
<b>OTHER</b>	<b>2</b>	<b>1.3%</b>		<b>0.0%</b>	<b>4</b>	<b>0.4%</b>	<b>6</b>	<b>0.4%</b>
Chinese		0.0%			1	25.0%	1	16.7%
embodied practitioners	1	50.0%				0.0%	1	16.7%
sport		0.0%			3	75.0%	3	50.0%
other	1	50.0%				0.0%	1	16.7%
<b>Total</b>	<b>149</b>	<b>100.0%</b>	<b>323</b>	<b>100.0%</b>	<b>1011</b>	<b>100.0%</b>	<b>1483</b>	<b>100.0%</b>