# Supplemental File A: Comparison of purchase data with the data from the official dietary survey

Supplemental Table A1 shows the average level of the intake of selected nutrients and foods in the GfK data and in data from the Danish National Survey of Dietary Habits and Physical Activity both in absolute levels (g/day/pers.) and in percentage of total energy intake (%). These numbers are compared to the levels recommend by the Danish dietary recommendations.

Supplemental Table A1: Nutrient and food intake (average gram per day per adult person, unless otherwise specified)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Average in GfK data**  **(2007-2012)** | **Average from the official dietary survey**  (Pedersen et al., 2015) | **Official nutrient recommendations (NNR2012) or food based dietary guidelines** | |
| **Fruit and vegetables** | 315 g/day/person  (*8.7 % of total energy intake*) 1 | 389 g/day/person  (*8.7 % of total energy intake*) 1 | 600 g/day/person, 3-400 g/day for children  (*12 % of total energy intake for an adult*)1 | |
| **Fish** | 31 g/day/person  (*3.8 % of total energy intake*) 2 | 37 g/day/person , 21 g/day for children 4-9 years, 17 g/day children 10-17 years  (*3.7% of total energy intake*) 2 | 200-300 g. a week  (*2.7 % of total daily energy intake*)2 | |
| **Fibre** | 13.8 g/day/person  (*1.5% of total energy intake* ) | 22 g/day/person., 20 g/day for children 4-9 years, 18 g/day for children 10 -17 years  *(1.8% of total energy intake)* | 3 g. per MJ  (*2.4 % of total daily energy intake*) | |
| **Fat** | 68.2 g/day/person  (*34.0% of total energy intake*) | 96 g/day/person, 76 g/day for children 4-9 years, 83 g/day for children 10-17 years  (*37% of total energy intake*) | Maximum 30 % of total energy intake | |
| **Saturated fat** | 33 g/day/person  (*16.2 % of total energy intake*) | 39 g/day/person, 30 g/day for children 4-9 years, 34 g/day for children 10 – 17 years  (*15% of total energy intake*) | Maximum 10 % of total energy intake | |
| **Added sugar** | 55 g/day per person  (*12.5 % of total energy intake*) | 49 g/day/person, 48 g/day for children 4-9 years, 60 g/day for children 10-17 years  (*9% of total energy consumption*) | Maximum 10 % of total energy intake | |
| **Protein** | 60 g/day/person  (*14.6 % of total energy intake*) | 88 g/day/person for adults, 68 g/day for children 4-9 years, 78 g/day for children 10 – 17 years  (*16% of total energy intake*) | 10-20 % of total energy intake |
| **Carbohydrate** | 199 g/day/person  (*45% of total energy intake*) | 239 g/day/person, 231 g/day for children 4 – 9 years, 249 g/day for children 10 – 17 years  (*42% of total energy intake*) | 45-60% of total energy intake |

1. This number is calculated as the average energy density for fruit and vegetables in the purchase data (2.21 KJ/g) multiplied by the recommended or consumed amount in g. per day and divided by the population adjusted average recommended intake of kilojoules per day per person (10,235 KJ).
2. This number is calculated as the average energy density for fish in the purchase data (9.85 KJ/g) multiplied by the recommended or consumed amount in grams and divided by the average recommended intake of kilojoules per day per person (population adjusted) (10,235 KJ).

Supplemental File B: The content of the different types of food

The following Supplemental Table B1 shows the content of the food groups for which we follow the development with the length of the unemployment period.

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| --- | --- |
| **Supplemental Table B1: Content of the various food groups** | |
| **Group** | **Content of groups** |
| Beef | Beef |
| Carbonated soft drinks | Carbonated soft drinks |
| Cheese | Dessert cheese, block cheese |
| Dairy | Milk, yoghurt and similar products, cream |
| Eggs | Eggs |
| Fats | Margarine, butter and butter blends |
| Flour and bread | Brown bread, white bread, crisp bread, flour, pasta and rice, cereals |
| Fresh fish | Fresh fish |
| Fresh fruit | Fresh fruit |
| Frozen vegetables | Frozen vegetables |
| Oil | Oils |
| Pork | Pork |
| Poultry | Poultry |
| Processed foods | Tinned dinners, Asian and Mexican food, pizza, pasta- and rice-meals, soup, desserts |
| Processed fish | Canned and processed fish |
| Processed meat | Sausages, bacon |
| Sliced meat | Liver-pate, cold cuts, cold cuts salad |
| Soft-drinks | Syrup, ice-tea, soft drinks, juice |
| Snack | Chips, salty and rice-based snacks, dairy snacks, sweets, pastilles and chewing-gum chocolate , marzipan and nougat |
| Sugar products | Sugar, honey and syrup, ice cream, biscuits and cookies, marmalade, cakes, laying on chocolate and nutella |
| Vegetables | Vegetables |

Supplemental File C: Estimation result, nutrients

The following Supplemental Table C1 shows the estimation results for nutrients and total energy consumption while Supplemental Table C2 shows the estimated parameters controlling for energy consumption (i.e. holding energy consumption constant)

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| **Supplemental Table C1: Estimation results, nutrients** | | | | | | | | | | | |
|  | Energy pers | | |  | | Total fat |  |  | Saturated fat | |  |
|  | within | 0.0169 | |  | | within | 0.0498 |  | within | 0.0516 |  |
| R2 | between | 0.0155 | |  | | between | 0.0034 |  | between | 0.0034 |  |
|  | overall | 0.0107 | |  | | overall | 0.0161 |  | overall | 0.0176 |  |
|  | *Coef* | *Std.err* | | *p-value* | | *Coef* | *Std.err* | *p-value* | *Coef* | *Std.err* | *p-value* |
| Trend | 620 | 368 | 0.092 | | -3.29 | | 1.43 | 0.0220 | -2.55 | 0.70 | 0.0000 |
| Trend squared | -6 | 3 | 0.068 | | 0.03 | | 0.01 | 0.0150 | 0.02 | 0.01 | 0.0010 |
| Jan | 19818 | 3872 | 0.000 | | 36.53 | | 22.44 | 0.1040 | 2.45 | 10.96 | 0.8230 |
| feb | -26577 | 4096 | 0.000 | | -310.27 | | 20.66 | 0.0000 | -160.74 | 10.09 | 0.0000 |
| Mar | -26301 | 3591 | 0.000 | | -273.12 | | 19.93 | 0.0000 | -139.31 | 9.66 | 0.0000 |
| Apr | 35500 | 4366 | 0.000 | | 190.79 | | 21.31 | 0.0000 | 80.82 | 10.26 | 0.0000 |
| May | -21110 | 3910 | 0.000 | | -333.25 | | 20.12 | 0.0000 | -185.27 | 9.83 | 0.0000 |
| Jun | -15383 | 4229 | 0.000 | | -383.56 | | 19.68 | 0.0000 | -208.71 | 9.71 | 0.0000 |
| Jul | 41256 | 4802 | 0.000 | | 106.37 | | 23.74 | 0.0000 | 25.38 | 11.29 | 0.0250 |
| Aug | -14783 | 4279 | 0.001 | | -242.63 | | 20.91 | 0.0000 | -132.36 | 10.10 | 0.0000 |
| Sep | -27954 | 4023 | 0.000 | | -306.60 | | 19.56 | 0.0000 | -158.49 | 9.51 | 0.0000 |
| Oct | 18323 | 4147 | 0.000 | | 196.27 | | 21.37 | 0.0000 | 83.06 | 10.25 | 0.0000 |
| Nov | -30966 | 3596 | 0.000 | | -199.03 | | 20.31 | 0.0000 | -102.17 | 9.89 | 0.0000 |
| CCI | 143 | 304 | 0.637 | | 3.82 | | 0.76 | 0.0000 | 1.90 | 0.37 | 0.0000 |
| t-unem | 6956 | 5140 | 0.176 | | 91.06 | | 27.99 | 0.0010 | 43.82 | 13.24 | 0.0010 |
| t-unem-squared | -1441 | 979 | 0.141 | | -14.74 | | 5.73 | 0.0100 | -6.30 | 2.73 | 0.0210 |
| Unem | 25 | 29 | 0.398 | | 0.25 | | 0.18 | 0.1660 | 0.11 | 0.09 | 0.2100 |
| Single | 95529 | 24080 | 0.000 | | 427.52 | | 75.09 | 0.0000 | 196.88 | 36.36 | 0.0000 |
| Capital | -54522 | 16924 | 0.001 | | -184.03 | | 78.04 | 0.0180 | -78.31 | 36.52 | 0.0320 |
| Urban | -11838 | 6947 | 0.088 | | -17.20 | | 46.93 | 0.7140 | -10.72 | 21.40 | 0.6170 |
| Wom\_21 | -36544 | 20244 | 0.071 | | -412.60 | | 98.66 | 0.0000 | -192.72 | 45.93 | 0.0000 |
| Kids\_06 | -3569 | 6134 | 0.561 | | 33.75 | | 37.18 | 0.3640 | 14.99 | 18.05 | 0.4060 |
| Kids\_714 | -2658 | 6928 | 0.701 | | 7.49 | | 32.71 | 0.8190 | 1.93 | 15.88 | 0.9030 |
| Const | 238306 | 18564 | 0.000 | | 2476.25 | | 118.10 | 0.0000 | 1222.78 | 54.63 | 0.0000 |

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| **Supplemental Table C1: Estimation results, nutrients, continued** | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | Sugar | | |  | |  | | Fiber | |  | |  | | Carbo | |  | |  | | Protein | |  | |  | |
|  | | within | | | 0.0042 | |  | | within | | 0.0507 | |  | | within | | 0.0138 | |  | | within | | 0.0662 | |  | |
| R2 | | between | | | 0.0079 | |  | | between | | 0.0162 | |  | | between | | 0.0171 | |  | | between | | 0.0039 | |  | |
|  | | overall | | | 0.003 | |  | | overall | | 0.0279 | |  | | overall | | 0.0099 | |  | | overall | | 0.0198 | |  | |
|  | | *Coef* | | | *Std.err* | | *p-value* | | *Coef* | | *Std.err* | | *p-value* | | *Coef* | | *Std.err* | | *p-value* | | *Coef* | | *Std.err* | | *p-value* | |
| Trend | | | 20.48 | | 10.94 | | 0.0610 | | -0.59 | | 0.35 | | 0.0950 | | 21.05 | | 11.74 | | 0.0730 | | 1.95 | | 1.17 | | 0.0970 | |
| Trend squared | | | -0.22 | | 0.10 | | 0.0320 | | 0.01 | | 0.00 | | 0.1460 | | -0.22 | | 0.11 | | 0.0480 | | -0.01 | | 0.01 | | 0.1990 | |
| Jan | | | -166.35 | | 99.94 | | 0.0960 | | 148.94 | | 5.54 | | 0.0000 | | 1071.60 | | 115.21 | | 0.0000 | | 349.34 | | 17.01 | | 0.0000 | |
| feb | | | -311.01 | | 116.45 | | 0.0080 | | 46.91 | | 4.96 | | 0.0000 | | -50.29 | | 127.09 | | 0.6920 | | -68.18 | | 15.15 | | 0.0000 | |
| Mar | | | -384.97 | | 97.49 | | 0.0000 | | 34.45 | | 5.05 | | 0.0000 | | -218.12 | | 110.76 | | 0.0490 | | -44.25 | | 14.56 | | 0.0020 | |
| Apr | | | 338.25 | | 127.32 | | 0.0080 | | 123.01 | | 6.14 | | 0.0000 | | 1477.12 | | 137.34 | | 0.0000 | | 331.71 | | 15.50 | | 0.0000 | |
| May | | | -56.29 | | 108.43 | | 0.6040 | | 6.25 | | 5.28 | | 0.2370 | | -86.33 | | 121.15 | | 0.4760 | | -111.87 | | 15.56 | | 0.0000 | |
| Jun | | | 247.61 | | 124.06 | | 0.0460 | | -8.15 | | 4.99 | | 0.1020 | | 93.22 | | 133.89 | | 0.4860 | | -134.83 | | 15.22 | | 0.0000 | |
| Jul | | | 854.11 | | 136.00 | | 0.0000 | | 86.68 | | 6.00 | | 0.0000 | | 1713.14 | | 148.58 | | 0.0000 | | 275.81 | | 17.59 | | 0.0000 | |
| Aug | | | 99.90 | | 122.25 | | 0.4140 | | 16.91 | | 5.40 | | 0.0020 | | 138.78 | | 134.45 | | 0.3020 | | -61.75 | | 15.19 | | 0.0000 | |
| Sep | | | -149.09 | | 113.33 | | 0.1880 | | 8.51 | | 5.03 | | 0.0910 | | -224.40 | | 124.22 | | 0.0710 | | -113.34 | | 14.68 | | 0.0000 | |
| Oct | | | 7.66 | | 119.92 | | 0.9490 | | 105.62 | | 5.03 | | 0.0000 | | 953.02 | | 129.87 | | 0.0000 | | 338.83 | | 15.97 | | 0.0000 | |
| Nov | | | -401.58 | | 97.56 | | 0.0000 | | 2.34 | | 4.78 | | 0.6240 | | -466.34 | | 109.66 | | 0.0000 | | -94.74 | | 15.00 | | 0.0000 | |
| CCI | | | -2.49 | | 9.62 | | 0.7960 | | 0.09 | | 0.21 | | 0.6660 | | -2.78 | | 10.10 | | 0.7830 | | 3.37 | | 0.63 | | 0.0000 | |
| t-unem | | | -9.42 | | 138.43 | | 0.9460 | | 5.22 | | 5.84 | | 0.3720 | | 127.22 | | 157.72 | | 0.4200 | | 70.85 | | 23.20 | | 0.0020 | |
| t-unem-squared | | | -2.33 | | 25.93 | | 0.9280 | | -1.15 | | 1.09 | | 0.2930 | | -21.74 | | 29.38 | | 0.4590 | | -16.08 | | 4.44 | | 0.0000 | |
| Unem | | | -0.21 | | 0.78 | | 0.7910 | | 0.01 | | 0.04 | | 0.7360 | | 0.22 | | 0.89 | | 0.8040 | | 0.39 | | 0.14 | | 0.0070 | |
| Single | | | 1705.66 | | 701.91 | | 0.0150 | | 126.43 | | 18.76 | | 0.0000 | | 2986.87 | | 786.89 | | 0.0000 | | 383.47 | | 62.77 | | 0.0000 | |
| Capital | | | -1395.24 | | 521.45 | | 0.0070 | | -12.33 | | 18.42 | | 0.5030 | | -1454.87 | | 564.35 | | 0.0100 | | -105.62 | | 76.61 | | 0.1680 | |
| Urban | | | -267.38 | | 172.91 | | 0.1220 | | -14.84 | | 13.75 | | 0.2810 | | -343.47 | | 214.02 | | 0.1090 | | -1.59 | | 40.79 | | 0.9690 | |
| Wom\_21 | | | -220.26 | | 604.01 | | 0.7150 | | -61.91 | | 24.84 | | 0.0130 | | -863.87 | | 644.74 | | 0.1800 | | -320.86 | | 74.53 | | 0.0000 | |
| Kids\_06 | | | -152.68 | | 157.40 | | 0.3320 | | -2.29 | | 9.19 | | 0.8030 | | -118.23 | | 192.16 | | 0.7 | | -8.73 | | 31.56 | | 0.7820 | |
| Kids\_714 | | | -54.03 | | 189.63 | | 0.7760 | | -5.29 | | 7.39 | | 0.4740 | | -44.68 | | 221.91 | | 0.838 | | -11.77 | | 27.89 | | 0.6730 | |
| Const | | | 1488.43 | | 481.69 | | 0.0020 | | 395.15 | | 31.00 | | 0.0000 | | 5603.24 | | 577.42 | | 0.000 | | 1909.51 | | 94.49 | | 0.0000 | |

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| **Supplemental Table C2: Estimation results, nutrients, controlling for energy consumption** | | | | | | | | | |
|  | Total fat |  |  | Saturated fat | |  | Sugar |  |  |
|  | within | 0.155 |  | within | 0.1524 |  | within | 0.8137 |  |
| R2 | between | 0.2407 |  | between | 0.2438 |  | between | 0.535 |  |
|  | overall | 0.2021 |  | overall | 0.1986 |  | overall | 0.7494 |  |
|  | *Coef* | *Std.err* | *p-value* | *Coef* | *Std.err* | *p-value* | *Coef* | *Std.err* | *p-value* |
| Trend | -4.21 | 1.34 | 0.0020 | -2.98 | 0.65 | 0.0000 | 4.13 | 4.04 | 0.3070 |
| Trend squared | 0.04 | 0.01 | 0.0010 | 0.03 | 0.01 | 0.0000 | -0.05 | 0.04 | 0.1930 |
| Jan | 7.03 | 20.57 | 0.7330 | -11.33 | 10.07 | 0.2600 | -691.91 | 56.81 | 0.0000 |
| feb | -270.71 | 20.20 | 0.0000 | -142.31 | 9.89 | 0.0000 | 388.62 | 60.03 | 0.0000 |
| Mar | -233.97 | 19.50 | 0.0000 | -121.08 | 9.44 | 0.0000 | 307.58 | 57.84 | 0.0000 |
| Apr | 137.94 | 19.21 | 0.0000 | 56.19 | 9.35 | 0.0000 | -595.68 | 59.31 | 0.0000 |
| May | -301.83 | 19.41 | 0.0000 | -170.65 | 9.55 | 0.0000 | 500.29 | 59.48 | 0.0000 |
| Jun | -360.66 | 19.23 | 0.0000 | -198.03 | 9.50 | 0.0000 | 653.19 | 59.19 | 0.0000 |
| Jul | 44.95 | 20.85 | 0.0310 | -3.24 | 10.08 | 0.7480 | -231.11 | 68.61 | 0.0010 |
| Aug | -220.62 | 19.75 | 0.0000 | -122.09 | 9.57 | 0.0000 | 488.33 | 55.72 | 0.0000 |
| Sep | -264.98 | 19.93 | 0.0000 | -139.09 | 9.63 | 0.0000 | 587.71 | 65.41 | 0.0000 |
| Oct | 168.99 | 18.73 | 0.0000 | 70.33 | 9.04 | 0.0000 | -475.65 | 48.31 | 0.0000 |
| Nov | -152.93 | 19.46 | 0.0000 | -80.69 | 9.48 | 0.0000 | 413.74 | 58.69 | 0.0000 |
| CCI | 3.61 | 0.81 | 0.0000 | 1.80 | 0.39 | 0.0000 | -6.27 | 2.66 | 0.0180 |
| t-unem | 80.70 | 25.41 | 0.0020 | 39.03 | 12.08 | 0.0010 | -189.77 | 72.85 | 0.0090 |
| t-unem-squared | -12.60 | 5.22 | 0.0160 | -5.31 | 2.52 | 0.0350 | 35.16 | 14.55 | 0.0160 |
| Unem | 0.22 | 0.17 | 0.1990 | 0.09 | 0.08 | 0.2520 | -0.84 | 0.45 | 0.0610 |
| Energypers | 0.00 | 0.00 | 0.0000 | 0.00 | 0.00 | 0.0000 | 0.03 | 0.00 | 0.0000 |
| Single | 285.32 | 71.45 | 0.0000 | 130.60 | 34.01 | 0.0000 | -812.43 | 198.76 | 0.0000 |
| Capital | -102.87 | 74.70 | 0.1690 | -40.49 | 36.36 | 0.2660 | 40.73 | 215.17 | 0.8500 |
| Urban | 0.42 | 40.64 | 0.9920 | -2.51 | 18.58 | 0.8920 | 44.28 | 103.86 | 0.6700 |
| Wom\_21 | -358.20 | 85.90 | 0.0000 | -167.37 | 40.16 | 0.0000 | 740.06 | 229.25 | 0.0010 |
| Kids\_06 | 39.06 | 32.66 | 0.2320 | 17.47 | 15.90 | 0.2720 | -58.18 | 78.06 | 0.4560 |
| Kids\_714 | 11.44 | 28.42 | 0.6870 | 3.77 | 13.70 | 0.7830 | 17.42 | 69.27 | 0.8010 |
| Const | 2121.51 | 97.25 | 0.0000 | 1057.44 | 46.03 | 0.0000 | -4783.98 | 333.99 | 0.0000 |

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| |  | | --- | | **Supplemental Table C2: Estimation results, nutrients, controlling for energy consumption, continued** | | | | | | | | | | |
|  | Fiber |  |  | Carbo |  |  | Protein |  |  |
|  | within | 0.1057 |  | within | 0.897 |  | within | 0.1755 |  |
| R2 | between | 0.1539 |  | between | 0.8636 |  | between | 0.2358 |  |
|  | overall | 0.1357 |  | overall | 0.9 |  | overall | 0.206 |  |
|  | *Coef* | *Std.err* | *p-value* | *Coef* | *Std.err* | *p-value* | *Coef* | *Std.err* | *p-value* |
| Trend | -0.75 | 0.34 | 0.0290 | 2.57 | 2.82 | 0.3630 | 1.20 | 1.11 | 0.2800 |
| Trend squared | 0.01 | 0.00 | 0.0470 | -0.03 | 0.03 | 0.2820 | -0.01 | 0.01 | 0.5110 |
| Jan | 143.70 | 5.40 | 0.0000 | 480.95 | 46.75 | 0.0000 | 325.35 | 15.58 | 0.0000 |
| feb | 53.94 | 4.92 | 0.0000 | 741.79 | 44.21 | 0.0000 | -36.00 | 15.59 | 0.0210 |
| Mar | 41.41 | 4.89 | 0.0000 | 565.73 | 43.57 | 0.0000 | -12.40 | 14.18 | 0.3820 |
| Apr | 113.62 | 5.98 | 0.0000 | 419.10 | 47.90 | 0.0000 | 288.73 | 14.49 | 0.0000 |
| May | 11.83 | 5.17 | 0.0220 | 542.82 | 46.78 | 0.0000 | -86.32 | 14.82 | 0.0000 |
| Jun | -4.08 | 4.89 | 0.4040 | 551.68 | 45.38 | 0.0000 | -116.21 | 14.78 | 0.0000 |
| Jul | 75.77 | 5.64 | 0.0000 | 483.57 | 52.45 | 0.0000 | 225.86 | 15.78 | 0.0000 |
| Aug | 20.82 | 5.24 | 0.0000 | 579.36 | 43.45 | 0.0000 | -43.85 | 14.55 | 0.0030 |
| Sep | 15.91 | 5.05 | 0.0020 | 608.73 | 48.53 | 0.0000 | -79.50 | 14.91 | 0.0000 |
| Oct | 100.78 | 4.84 | 0.0000 | 406.95 | 42.16 | 0.0000 | 316.65 | 14.33 | 0.0000 |
| Nov | 10.53 | 4.74 | 0.0260 | 456.53 | 43.19 | 0.0000 | -57.25 | 14.63 | 0.0000 |
| CCI | 0.05 | 0.21 | 0.8020 | -7.05 | 1.78 | 0.0000 | 3.20 | 0.66 | 0.0000 |
| t-unem | 3.38 | 5.51 | 0.5400 | -80.10 | 58.44 | 0.1710 | 62.42 | 21.18 | 0.0030 |
| t-unem-squared | -0.77 | 1.02 | 0.4500 | 21.19 | 10.94 | 0.0530 | -14.33 | 3.99 | 0.0000 |
| Unem | 0.01 | 0.03 | 0.8690 | -0.51 | 0.32 | 0.1090 | 0.36 | 0.13 | 0.0070 |
| Energypers | 0.00 | 0.00 | 0.0000 | 0.03 | 0.00 | 0.0000 | 0.00 | 0.00 | 0.0000 |
| Single | 101.16 | 18.11 | 0.0000 | 139.81 | 115.78 | 0.2270 | 267.82 | 56.69 | 0.0000 |
| Capital | 2.09 | 17.37 | 0.9040 | 170.07 | 110.71 | 0.1250 | -39.61 | 73.19 | 0.5880 |
| Urban | -11.71 | 12.58 | 0.3520 | 9.33 | 50.66 | 0.8540 | 12.74 | 35.57 | 0.7200 |
| Wom\_21 | -52.25 | 22.38 | 0.0200 | 225.26 | 92.40 | 0.0150 | -276.62 | 64.19 | 0.0000 |
| Kids\_06 | -1.35 | 8.61 | 0.8760 | -11.86 | 47.78 | 0.8040 | -4.41 | 27.52 | 0.8730 |
| Kids\_714 | -4.59 | 6.46 | 0.4780 | 34.53 | 43.10 | 0.4230 | -8.56 | 24.03 | 0.7220 |
| Const | 332.12 | 24.09 | 0.0000 | -1499.02 | 189.96 | 0.0000 | 1621.02 | 78.91 | 0.0000 |

Supplemental File D: Estimation result, purchasing behaviour

The following Supplemental Table D1 shows the estimation results for discount and offer shares and total food expenditure while Supplemental Table D2 shows the estimated parameters controlling for energy consumption (i.e. holding energy consumption constant)

|  |  |  |  |  |  |  |  |  |  |  |
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| **Supplemental Table D1: Estimation results, discount, offer shares and food expenditure** | | | | | | | | | | |
|  | | Discount | |  |  | Offer share | | | Food expenditure | | |
|  | | within | | 0.0144 |  | within | 0.0072 |  | within | 0.0772 | |
| R2 | | between | | 0.0180 |  | between | 0.0017 |  | between | 0.0000 | |
|  | | overall | | 0.0119 |  | overall | 0.0000 |  | overall | 0.0156 | |
|  | | *Coef* | | *Std.Err* | *p-value* | *Coef* | *Std.Err* | *p-value* | *Coef* | *Std.Err* | *p-value* |
| Trend | | | 2.39E-03 | 4.22E-04 | 0.0000 | -9.89E-05 | 3.18E-04 | 0.7560 | -1.02 | 0.55 | 0.0600 |
| Trend squared | | | -1.29E-05 | 4.08E-06 | 0.0020 | -2.71E-06 | 3.04E-06 | 0.3730 | 0.00 | 0.01 | 0.3970 |
| Jan | | | 0.01972 | 0.00389 | 0.0000 | 0.00038 | 0.00347 | 0.9120 | 108.91 | 6.63 | 0.0000 |
| feb | | | 0.02181 | 0.00398 | 0.0000 | -0.01174 | 0.00337 | 0.0010 | -49.90 | 5.81 | 0.0000 |
| Mar | | | 0.03328 | 0.00377 | 0.0000 | -0.00818 | 0.00325 | 0.0120 | -24.39 | 5.65 | 0.0000 |
| Apr | | | 0.03211 | 0.00396 | 0.0000 | -0.00080 | 0.00336 | 0.8110 | 164.56 | 5.98 | 0.0000 |
| May | | | 0.02228 | 0.00394 | 0.0000 | -0.00285 | 0.00337 | 0.3970 | -7.49 | 5.83 | 0.1990 |
| Jun | | | 0.01065 | 0.00391 | 0.0060 | 0.00072 | 0.00327 | 0.8250 | -1.83 | 5.59 | 0.7430 |
| Jul | | | 0.01215 | 0.00384 | 0.0020 | -0.00493 | 0.00334 | 0.1400 | 180.52 | 6.89 | 0.0000 |
| Aug | | | 0.00170 | 0.00376 | 0.6510 | 0.02841 | 0.00341 | 0.0000 | -23.91 | 5.53 | 0.0000 |
| Sep | | | 0.01238 | 0.00385 | 0.0010 | 0.03243 | 0.00347 | 0.0000 | -60.16 | 5.50 | 0.0000 |
| Oct | | | -0.00143 | 0.00387 | 0.7120 | 0.02411 | 0.00341 | 0.0000 | 125.21 | 5.79 | 0.0000 |
| Nov | | | 0.01852 | 0.00392 | 0.0000 | 0.00473 | 0.00343 | 0.1680 | -59.35 | 5.59 | 0.0000 |
| CCI | | | -0.00024 | 0.00021 | 0.2600 | -0.00057 | 0.00017 | 0.0010 | 1.32 | 0.27 | 0.0000 |
| t-unem | | | 0.01581 | 0.00719 | 0.0280 | -0.00045 | 0.00509 | 0.9290 | 16.63 | 9.20 | 0.0710 |
| t-unem-squared | | | 0.00098 | 0.00147 | 0.5030 | 0.00082 | 0.00107 | 0.4440 | -7.23 | 2.16 | 0.0010 |
| Unem | | | -0.00004 | 0.00005 | 0.4520 | -0.00001 | 0.00003 | 0.6640 | 0.19 | 0.07 | 0.0050 |
| Single | | | 0.05016 | 0.01529 | 0.0010 | 0.00664 | 0.00884 | 0.4530 | -49.09 | 30.02 | 0.1020 |
| Capital | | | -0.06637 | 0.03298 | 0.0440 | 0.01439 | 0.02044 | 0.4810 | -69.82 | 63.16 | 0.2690 |
| Urban | | | -0.01031 | 0.00994 | 0.3000 | -0.01050 | 0.00660 | 0.1120 | -28.63 | 18.57 | 0.1230 |
| Wom\_21 | | | 0.00541 | 0.01475 | 0.7140 | -0.01229 | 0.00894 | 0.1700 | -31.12 | 23.10 | 0.1780 |
| Kids\_06 | | | 0.00854 | 0.01184 | 0.4700 | 0.00496 | 0.00825 | 0.5480 | -18.44 | 16.59 | 0.2660 |
| Kids\_714 | | | 0.03158 | 0.00927 | 0.0010 | -0.01054 | 0.00699 | 0.1320 | -8.91 | 11.37 | 0.4330 |
| Const | | | 0.49616 | 0.01908 | 0.0000 | 0.35643 | 0.01203 | 0.0000 | 861.30 | 35.21 | 0.0000 |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Supplemental Table D2: Estimation results, discount and offer shares and food expenditure, controlling for energy consumption** | | | | | | | | | | |
|  | | | Discount |  |  | Offer share | | | Food expenditure | | | |
|  | | | within | 0.016 |  | within | 0.0114 |  | within | 0.1765 |  | |
| R2 | | | between | 0.021 |  | between | 0.0016 |  | between | 0.1687 |  | |
|  | | | overall | 0.0136 |  | overall | 0.0009 |  | overall | 0.1473 |  | |
|  | | | *Coef* | *Std.Err* | *p-value* | *Coef* | *Std.Err* | *p-value* | *Coef* | *Std.Err* | *p-value* | |
| Trend | | 2.42E-03 | | 4.22E-04 | 0.0000 | -1.33E-04 | 3.17E-04 | 0.6740 | -1.31 | 0.53 | 0.0140 | |
| Trend squared | | -1.32E-05 | | 4.09E-06 | 0.0010 | -2.36E-06 | 3.03E-06 | 0.4360 | 0.01 | 0.01 | 0.1540 | |
| Jan | | 0.02050 | | 0.00389 | 0.0000 | -0.00077 | 0.00348 | 0.8240 | 99.93 | 6.13 | 0.0000 | |
| feb | | 0.02076 | | 0.00399 | 0.0000 | -0.01019 | 0.00336 | 0.0020 | -37.85 | 5.68 | 0.0000 | |
| Mar | | 0.03224 | | 0.00378 | 0.0000 | -0.00663 | 0.00324 | 0.0410 | -12.46 | 5.43 | 0.0220 | |
| Apr | | 0.03344 | | 0.00395 | 0.0000 | -0.00269 | 0.00334 | 0.4210 | 148.46 | 5.69 | 0.0000 | |
| May | | 0.02147 | | 0.00395 | 0.0000 | -0.00162 | 0.00336 | 0.6290 | 2.08 | 5.51 | 0.7060 | |
| Jun | | 0.01006 | | 0.00392 | 0.0100 | 0.00161 | 0.00327 | 0.6230 | 5.14 | 5.40 | 0.3410 | |
| Jul | | 0.01364 | | 0.00384 | 0.0000 | -0.00719 | 0.00334 | 0.0310 | 161.81 | 6.44 | 0.0000 | |
| Aug | | 0.00106 | | 0.00378 | 0.7790 | 0.02930 | 0.00340 | 0.0000 | -17.21 | 5.34 | 0.0010 | |
| Sep | | 0.01135 | | 0.00386 | 0.0030 | 0.03406 | 0.00347 | 0.0000 | -47.48 | 5.65 | 0.0000 | |
| Oct | | -0.00078 | | 0.00387 | 0.8390 | 0.02319 | 0.00340 | 0.0000 | 116.90 | 5.18 | 0.0000 | |
| Nov | | 0.01731 | | 0.00392 | 0.0000 | 0.00651 | 0.00343 | 0.0580 | -45.31 | 5.40 | 0.0000 | |
| CCI | | -0.00023 | | 0.00021 | 0.2750 | -0.00058 | 0.00017 | 0.0010 | 1.26 | 0.28 | 0.0000 | |
| t-unem | | 0.01600 | | 0.00719 | 0.0260 | -0.00089 | 0.00507 | 0.8600 | 13.50 | 8.70 | 0.1210 | |
| t-unem-squared | | 0.00095 | | 0.00147 | 0.5160 | 0.00093 | 0.00107 | 0.3850 | -6.58 | 2.05 | 0.0010 | |
| Unem | | -0.00004 | | 0.00005 | 0.4510 | -0.00002 | 0.00003 | 0.6060 | 0.18 | 0.06 | 0.0040 | |
| Energypers | | 0.00000 | | 0.00000 | 0.0000 | 0.00000 | 0.00000 | 0.0000 | 0.00 | 0.00 | 0.0000 | |
| Single | | 0.05404 | | 0.01529 | 0.0000 | 0.00133 | 0.00899 | 0.8820 | -92.46 | 28.48 | 0.0010 | |
| Capital | | -0.06830 | | 0.03329 | 0.0400 | 0.01733 | 0.02064 | 0.4010 | -45.08 | 63.10 | 0.4750 | |
| Urban | | -0.01056 | | 0.00997 | 0.2900 | -0.00980 | 0.00664 | 0.1400 | -23.26 | 17.03 | 0.1720 | |
| Wom\_21 | | 0.00395 | | 0.01459 | 0.7870 | -0.01026 | 0.00888 | 0.2480 | -14.56 | 20.10 | 0.4690 | |
| Kids\_06 | | 0.00842 | | 0.01182 | 0.4760 | 0.00515 | 0.00825 | 0.5330 | -16.82 | 15.76 | 0.2860 | |
| Kids\_714 | | 0.03152 | | 0.00924 | 0.0010 | -0.01041 | 0.00704 | 0.1390 | -7.70 | 10.61 | 0.4680 | |
| Const | | 0.50515 | | 0.01937 | 0.0000 | 0.34306 | 0.01239 | 0.0000 | 753.27 | 33.82 | 0.0000 | |