

APPENDIX A

Estimated effect of the Guiding Stars® system on the log(share of star rating per serving purchased).

| | 0-Star Share | 1-Star Share | 2-Star Share | 3-Star Share | Star Rating |
|------------------------------|-------------------|---------------------|-------------------|-------------------|-------------------|
| Supermarket Transaction data | -0.002 (0.002) | 0.019*** (0.004) | -0.009 (0.006) | 0.010* (0.004) | 0.008* (0.003) |
| Observations (per store-day) | 23,427 | 23,427 | 23,427 | 23,427 | 23,427 |

Clustered standard errors in parentheses.

*p<0.05, **p<0.01, ***p<0.001

Each reported coefficient estimate in this table is obtained from a separate regression. Results are weighted per serving. The data compares Loblaws relative to Zehrs supermarkets from June 1, 2012 to February 28, 2013, with the post-implementation period after August 10, 2012. The unit of observation is store-day. Results rounded to the nearest thousandth.

APPENDIX B

Estimated effect of the Guiding Stars® system on the log(share of star ratings per product (i.e., UPC) purchased) for two-months post-intervention.

| | 0-Star Share | 1-Star Share | 2-Star Share | 3-Star Share |
|------------------------------|----------------------|-----------------------------------|------------------------------|---------------------|
| Supermarket Transaction data | -0.009*** (0.002) | 0.013*** (0.004) | -0.018*** (0.005) | 0.022*** (0.003) |
| Observations (per store-day) | 11,310 | 11,310 | 11,310 | 11,310 |
| | Star Rating | # of Items per Transaction | Price per Transaction | Revenues |
| Supermarket Transaction data | 0.015*** (0.002) | 0.011* (0.004) | 0.014*** (0.002) | 0.022 (0.011) |
| Observations (per store-day) | 11,310 | 11,310 | 11,310 | 11,310 |

Clustered standard errors in parentheses.

*p<0.05, **p<0.01, ***p<0.001

Each reported coefficient estimate in this table is obtained from a separate regression. Results are weighted by UPC. The data compares Loblaws relative to Zehrs supermarkets from June 1, 2012 to October 9, 2012, with the post-implementation period after August 10, 2012. The unit of observation is store-day. Results rounded to the nearest thousandth.

APPENDIX C

Estimated effect of the Guiding Stars® system on the log(share of star rating per product (i.e., UPC) purchased) in Loblaws relative to Superstore supermarkets.

| | 0-Star Share | 1-Star Share | 2-Star Share | 3-Star Share |
|------------------------------|----------------------|-----------------------------------|------------------------------|---------------------|
| Supermarket Transaction data | -0.009*** (0.003) | 0.022*** (0.004) | 0.009 (0.007) | 0.009* (0.004) |
| Observations (per store-day) | 21,996 | 21,996 | 21,996 | 21,996 |
| | Star Rating | # of Items per Transaction | Price per Transaction | Revenues |
| Supermarket Transaction data | 0.010*** (0.003) | 0.020*** (0.005) | 0.001 (0.003) | 0.016 (0.014) |
| Observations (per store-day) | 21,996 | 21,996 | 21,996 | 21,996 |

Clustered standard errors in parentheses.

*p<0.05, **p<0.01, ***p<0.001

Each reported coefficient estimate in this table is obtained from a separate regression. Results are weighted by UPC. The data compares Loblaws relative to Superstore supermarkets from June 1, 2012 to February 28, 2013, with the post-implementation period after August 10, 2012. The unit of observation is store-day. Results rounded to the nearest thousandth.

APPENDIX D

Estimated effect of the Guiding Stars® system using levels.

| | 0-Star Share | 1-Star Share | 2-Star Share | 3-Star Share | Star Rating |
|------------------------------|----------------------|----------------------|----------------------|----------------------|---------------------|
| Supermarket Transaction data | -0.005*** (0.001) | 0.002*** (0.000) | -0.002*** (0.000) | 0.005*** (0.001) | 0.013*** (0.003) |
| Observations (per store-day) | 23,429 | 23,429 | 23,429 | 23,429 | |
| | Calories | Dietary Fibre | Protein | Omega 3 | Total Fat |
| Supermarket Transaction data | -0.152 (0.176) | 0.009*** (0.003) | 0.004 (0.011) | 2.116*** (0.387) | 0.011 (0.010) |
| Observations (per store-day) | 23,429 | 23,429 | 23,429 | 23,429 | |
| | Saturated Fat | Trans Fat | Sodium | Sugar | |
| Supermarket Transaction data | -0.004 (0.004) | -0.003*** (0.000) | -0.348 (0.369) | -0.113*** (0.023) | |
| Observations (per store-day) | 23,429 | 23,429 | 23,429 | 23,429 | |

Clustered standard errors in parentheses.

*p<0.05, **p<0.01, ***p<0.001

Each reported coefficient estimate in this table is obtained from a separate regression. Results are weighted by UPC. The data compares Loblaws relative to Zehrs supermarkets from June 1, 2012 to February 28, 2013, with the post-implementation period after August 10, 2012. The outcome measure is in levels. The unit of observation is store-day. Results rounded to the nearest thousandth.

APPENDIX E

Estimated effect of the Guiding Stars® system on the log(nutritional effects per serving purchased).

| | Calories | Dietary Fibre | Protein | Omega 3 | Total Fat |
|------------------------------|----------------------|----------------------|----------------------|----------------------|--------------------|
| Supermarket Transaction data | 0.001 (0.001) | 0.005* (0.002) | -0.011*** (0.003) | 0.055*** (0.009) | 0.007** (0.003) |
| Observations (per store-day) | 23,427 | 23,427 | 23,427 | 23,427 | 23,427 |
| | Saturated Fat | Trans Fat | Sodium | Sugar | |
| Supermarket Transaction data | 0.004 (0.003) | -0.025*** (0.006) | 0.008** (0.003) | -0.017*** (0.003) | |
| Observations (per store-day) | 23,427 | 23,427 | 23,427 | 23,427 | |

Clustered standard errors in parentheses.

*p<0.05, **p<0.01, ***p<0.001

Each reported coefficient estimate in this table is obtained from a separate regression. Results are weighted per serving. The data compares Loblaw's relative to Zehrs supermarkets from June 1, 2012 to February 28, 2013, with the post-implementation period after August 10, 2012. The unit of observation is store-day. Results rounded to the nearest thousandth.