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	0.019***	-0.009	0.010*	0.008*
	(0.002)	(0.004)	(0.006)	(0.004)	(0.003)

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

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***	0.013***	-0.018***	0.022***
	(0.002)	(0.004)	(0.005)	(0.003)
	Star Rating	# of Items per Transaction	Price per Transaction	Revenues
Supermarket Transaction data	0.015***	0.011*	0.014***	0.022
	(0.002)	(0.004)	(0.002)	(0.011)

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

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***	0.022***	0.009	0.009*
	(0.003)	(0.004)	(0.007)	(0.004)
	Star Rating	# of Items per Transaction	Price per Transaction	Revenues
Supermarket Transaction data	0.010***	0.020***	0.001	0.016
	(0.003)	(0.005)	(0.003)	(0.014)

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.

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***	0.002***	-0.002***	0.005***	0.013***
	(0.001)	(0.000)	(0.000)	(0.001)	(0.003)
	Calories	**Dietary Fibre**	**Protein**	**Omega 3s**	**Total Fat**
Supermarket Transaction data	-0.152	0.009***	0.004	2.116***	0.011
	(0.176)	(0.003)	(0.011)	(0.387)	(0.010)
	Saturated Fat	**Trans Fat**	**Sodium**	**Sugar**	
Supermarket Transaction data	-0.004	-0.003***	-0.348	-0.113***	
	(0.004)	(0.000)	(0.369)	(0.023)	

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.

APPENDIX E

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

	Calories	Dietary Fibre	Protein	Omega 3s	Total Fat
Supermarket Transaction data	0.001	0.005*	0.011***	0.055***	0.007**
	(0.001)	(0.002)	(0.003)	(0.009)	(0.003)
	Saturated Fat	**Trans Fat**	**Sodium**	**Sugar**	
Supermarket Transaction data	0.004	-0.025***	0.0085**	-0.017***	
	(0.003)	(0.006)	(0.003)	(0.003)	

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.