

Healthy Grocery Shopping Incentives in Canada: A Survey of How, How Much, and How Often

Mesures incitatives pour une saine alimentation au Canada : enquête sur le comment, le combien et la fréquence

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TABLE S1. Comparison of sociodemographic characteristics available for complete case analysis

Variable	Category	Complete cases for all independent variables (n = 1,385)	Complete cases for spending shortfall analysis (n = 1,153)	Percent change
Age	18-34	24.1 (334)	23.9 (276)	-0.2
	35-54	38.1 (527)	36.9 (426)	-1.1
	55-74	32.5 (450)	33.7 (389)	1.2
	≥75	5.3 (74)	5.4 (62)	0
Food security	No	57.8 (801)	58.2 (671)	0.4
	Yes	42.2 (584)	41.8 (482)	-0.4
Gender	Man	50.6 (701)	49.0 (565)	-1.6
	Woman	49.4 (684)	51.0 (588)	1.6
Household size	1-2 people	58.6 (812)	58.5 (674)	-0.2
	3-4 people	33.1 (458)	32.7 (377)	-0.4
	≥5 people	8.3 (115)	8.8 (102)	0.5
Income	<\$30,000	11.4 (158)	10.5 (121)	-0.9
	\$30,000-\$49,999	15.7 (217)	14.6 (168)	-1.1
	\$50,000-\$89,999	30.8 (427)	31.7 (366)	0.9
	≥\$90,000	42.1 (583)	43.2 (498)	1.1
Rural	Yes	3.2 (45)	3.5 (40)	0.2
	No	96.8 (1,340)	96.5 (1,113)	-0.2
Province	Other provinces	50.8 (704)	50.0 (576)	-0.9
	Alberta	49.2 (681)	50.0 (577)	0.9
Urban	Yes	75.7 (1,048)	75.6 (872)	0
	No	24.3 (337)	24.4 (281)	0
Primary shopper	No	27.9 (386)	26.6 (307)	-1.2
	Yes	72.1 (999)	73.4 (846)	1.2

Note: Percent changes show differences in subgroup representation for each outcome's complete-case analysis relative to the base sample with full data on all independent variables (n = 1,385)

TABLE S2. Unadjusted shortfalls between current and ideal spending on healthy foods in Canadian dollars

Sociodemographic variable	Category	Median [IQR]	Bootstrapped mean [95% CI]	n
Annual household income	<\$30,000	\$11 [\$3-30]	\$17 [\$12-23]	168
	\$30,000-\$49,999	\$13 [\$0-26]	\$20 [\$14-28]	366
	\$50,000-\$89,999	\$11 [\$0-30]	\$22 [\$18-26]	121
	≥\$90,000	\$13 [\$0-34]	\$28 [\$22-34]	498
Household size	1-2 people	\$8 [\$0-23]	\$19 [\$16-24]	674
	3-4 people	\$19 [\$4-38]	\$32 [\$26-39]	377
	≥5 people	\$18 [\$0-43]	\$26 [\$19-32]	102
Indigenous	No	\$13 [\$0-\$31]	\$24 [\$21-27]	1,113
	Yes	\$18 [\$0-\$44]	\$24 [\$12-42]	40
Food insecurity	No	\$9 [\$0-25]	\$19 [\$15-22]	671
	Yes	\$19 [\$0-38]	\$31 [\$25-37]	482
Age (years)	18-34	\$15 [\$1-34]	\$26 [\$21-32]	276
	35-54	\$18 [\$0-38]	\$26 [\$22-31]	426
	55-74	\$8 [\$0-23]	\$21 [\$16-29]	389
	≥75	\$0 [\$0-14]	\$12 [\$4-22]	62
Gender	Man	\$11 [\$0-26]	\$22 [\$17-28]	565
	Woman	\$13 [\$0-34]	\$25 [\$21-29]	588
Urban	No	\$13 [\$0-31]	\$26 [\$19-37]	872
	Yes	\$11 [\$0-34]	\$23 [\$20-26]	281
Alberta	No	\$13 [\$0-34]	\$25 [\$20-29]	576
	Yes	\$11 [\$0-26]	\$19 [\$17-20]	577
Primary shopper	No	\$13 [\$0-31]	\$22 [\$18-27]	307
	Yes	\$13 [\$0-31]	\$24 [\$20-28]	846

Note: Shortfall refers to the additional amount participants would need to spend weekly to reach their ideal spending on healthy foods. Values shown are unadjusted bivariate comparisons based on respondents with complete data for the shortfall measure and relevant sociodemographic variables ($n = 1,153$). Bootstrapped means and 95% confidence intervals were estimated using the sample weights and 1,153 replicates per group

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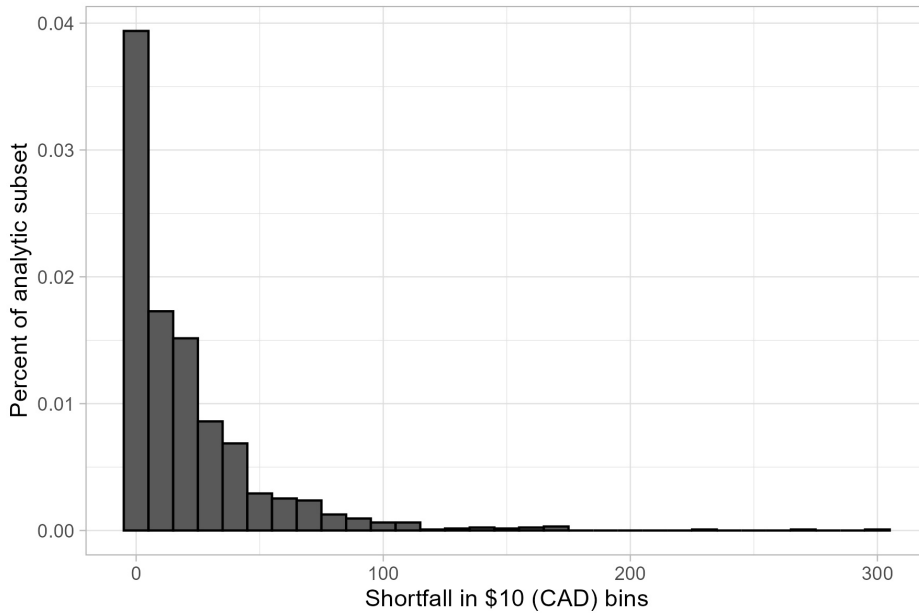
TABLE S3. Additional cost to fill cart with healthy foods ($n = 1,160$)

Sociodemographic variable	Category	Weekly dollar amount needed to fill cart with healthy food	p-value
Intercept	-	35.18 [22.69-54.56]	<0.001
Annual household income	<\$30,000	Reference	-
	\$30,000-\$49,999	0.86 [0.56-1.31]	0.474
	\$50,000-\$89,999	1.01 [0.70-1.47]	0.945
	≥\$90,000	1.04 [0.72-1.51]	0.831
Household size	1-2 people	Reference	-
	3-4 people	1.12 [0.85-1.48]	0.426
	≥5 people	1.18 [0.81 to 1.71]	0.379
Indigenous	No	Reference	-
	Yes	1.05 [0.65-1.70]	0.837
Food insecurity	No	Reference	-
	Yes	1.98 [1.57-2.50]	<0.001
Age (years)	18-34	Reference	-
	35-54	1.53 [1.20-1.94]	0.001
	55-74	0.90 [0.67-1.21]	0.484
	≥75	0.82 [0.40-1.70]	0.593
Gender	Man	Reference	-
	Woman	1.38 [1.09-1.76]	0.008
Urban	No	Reference	-
	Yes	0.81 [0.59-1.10]	0.171
Alberta	No	Reference	-
	Yes	0.92 [0.77-1.10]	0.364
Primary shopper	No	Reference	-
	Yes	0.94 [0.75-1.19]	0.62

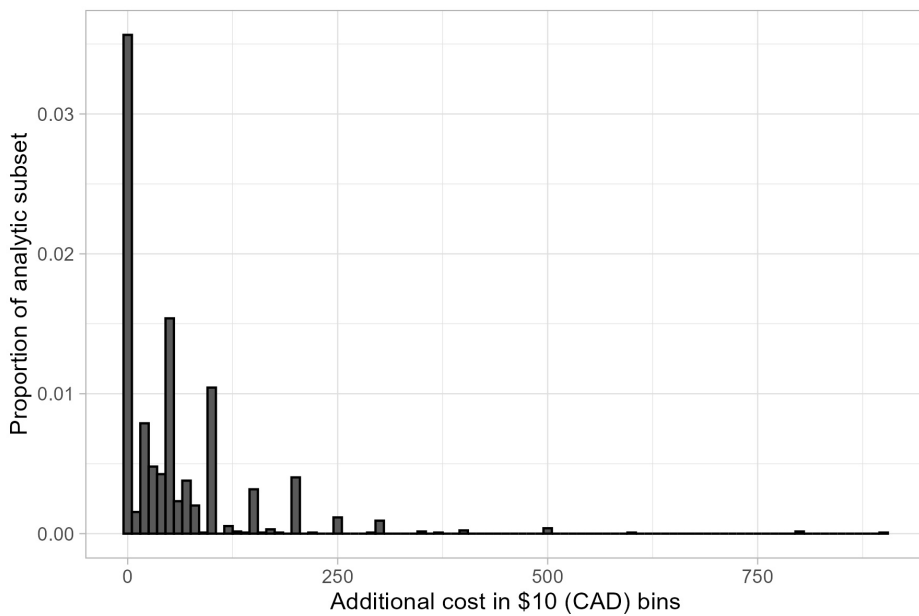
Note: 225 participants selected "I don't know/Prefer not to answer" the field regarding the additional cost if one were to fill their basket with healthy foods. The model's intercept is the expected value when all predictors are set to the reference group. Bolding indicates statistical significance.

SUPPLEMENTARY FIGURE 1. Distribution of survey responses to two measures of the additional cost of buying healthy foods

Panel A. Differences reported between ideal and current spending on healthy food ($n = 1,153$)

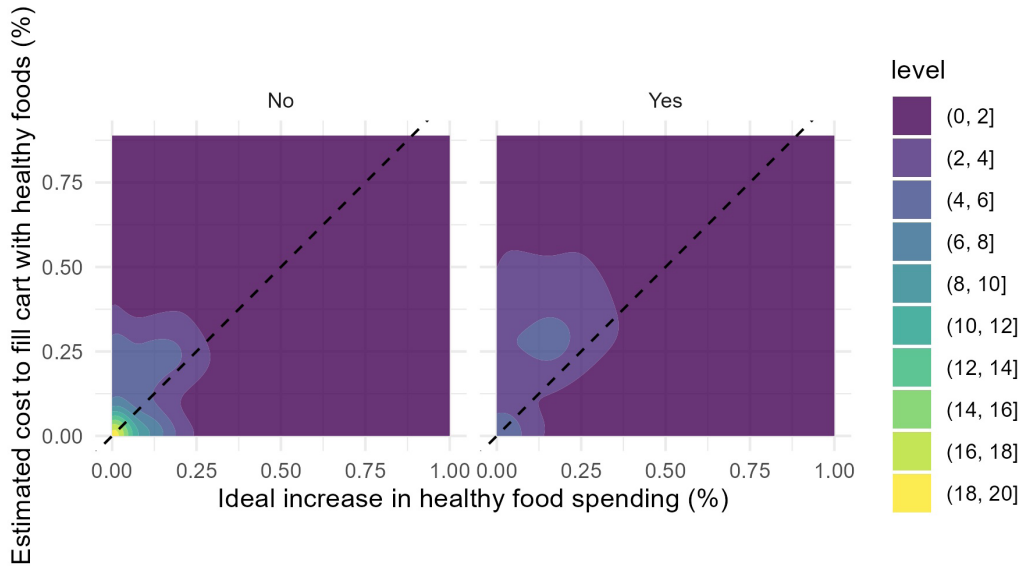


Panel B. Reported additional costs of filling one's cart with healthy foods ($n = 1,160$)



SUPPLEMENTARY FIGURE 2. Sensitivity analysis of healthy food cost perceptions by food insecurity group

Panel A. Density plots of agreement additional cost measures by food insecurity group



Panel B. Cumulative agreement in added cost measures by food insecurity group

