**Supplementary Table 1.** Mean difference and limits of agreement between purchase and intake for energy (kcal)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Arithmetic mean difference**  **(purchase – intake) kcal (SD)** | **Mean ratio of difference (purchase/intake) expressed as a percentage (%)** | **Lower limit of agreement (%)** | **Upper limit of agreement (%)** |
| **Household purchase – Intake** |  |  |  |  |
| All households | 129 (2067) | 66 | 5 | 987 |
| **Individual purchase – Intake**  **(by household size)** |  |  |  |  |
| All households | -971 (1328) | 33 | 2 | 531 |
| 1-person households (n = 165) | -329 (1495) | 58 | 5 | 701 |
| 2-person households (n = 333) | -1027 (1207) | 31 | 2 | 505 |
| 3+ person households (n = 188) | -1436 (1153) | 22 | 1 | 329 |
| **Individual purchase – Intake**  **(by % shopping with retailer)** |  |  |  |  |
| Low-medium loyalty (0-60%) (n = 244) | -1533 (1031) | 19 | 1 | 272 |
| High loyalty (61-80%) (n = 174) | -916 (1189) | 25 | 2 | 587 |
| Very high loyalty (81-100%) (n = 268) | -495 (1458) | 51 | 4 | 675 |