**Table S1: New Zealand Cross-Price Food Elasticity Values (Means and Standard Errors (SE)), 2006-2010**

|  | Fruit | Vegetables | Beef, Lamb & hogget | Poultry | Pork | Prepared, preserved & processed meat | Fish & seafood | Bread & breakfast cereals | Cakes & biscuits | Pastry cook products | Pasta & other cereal products | Milk, yoghurt & eggs | Cheese & cream | Butter | Margarine & edible oil | Sauces, sugar & condiments | Chocolate, confectionary & snacks | Ice cream | Other grocery food | Non-alcoholic beverages | Carbonated soft drink | Energy drinks | Restaurant food | Ready to eat food |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Fruit  | -0.58 (0.05) | 0.06 (0.03) | -0.05 (0.04) | -0.01 (0.05) | 0.04 (0.06) | -0.04 (0.03) | 0.01 (0.02) | 0.06 (0.04) | -0.17 (0.05) | 0.04 (0.04) | -0.05 (0.02) | 0.01 (0.03) | 0.08 (0.02) | 0.05 (0.05) | -0.04 (0.02) | 0.04 (0.01) | 0.01 (0.03) | 0.00 (0.01) | -0.25 (0.04) | 0.00 (0.01) | -0.11 (0.04) | -0.09 (0.09) | 0.05 (0.03) | -0.21 (0.04) |
| Vegetables | 0.05 (0.02) | -0.88 (0.03) | -0.08 (0.03) | -0.04 (0.03) | 0.00 (0.05) | -0.02 (0.02) | 0.03 (0.02) | -0.03 (0.02) | -0.10 (0.04) | -0.02 (0.03) | 0.03 (0.01) | -0.03 (0.02) | 0.01 (0.02) | -0.08 (0.03) | 0.03 (0.02) | 0.06 (0.01) | 0.02 (0.02) | 0.00 (0.01) | -0.17 (0.04) | 0.03 (0.01) | -0.11 (0.03) | 0.03 (0.05) | 0.08 (0.03) | -0.04 (0.03) |
| Beef, lamb & hogget | -0.07 (0.04) | -0.11 (0.03) | -0.93 (0.06) | 0.05 (0.05) | 0.01 (0.06) | -0.01 (0.03) | -0.05 (0.03) | -0.11 (0.03) | -0.12 (0.04) | -0.08 (0.04) | -0.02 (0.02) | -0.03 (0.03) | -0.04 (0.02) | 0.03 (0.05) | -0.02 (0.03) | -0.05 (0.02) | 0.00 (0.03) | -0.02 (0.01) | -0.28 (0.05) | 0.04 (0.01) | -0.03 (0.08) | 0.15 (0.06) | 0.15 (0.04) | 0.05 (0.05) |
| Poultry | -0.19 (0.06) | -0.14 (0.05) | 0.03 (0.07) | -1.70 (0.09) | 0.21 (0.11) | 0.11 (0.04) | -0.02 (0.04) | 0.08 (0.06) | 0.27 (0.07) | 0.16 (0.06) | -0.03 (0.03) | 0.17 (0.05) | 0.02 (0.03) | 0.25 (0.07) | -0.01 (0.04) | -0.01 (0.02) | -0.04 (0.05) | -0.04 (0.02) | -0.20 (0.07) | 0.05 (0.02) | 0.03 (0.08) | 0.21 (0.11) | 0.10 (0.05) | 0.09 (0.06) |
| Pork | -0.13 (0.10) | -0.34 (0.11) | 0.05 (0.12) | 0.43 (0.14) | -4.51 (0.43) | 0.25 (0.09) | -0.23 (0.09) | -0.01 (0.11) | 0.35 (0.12) | -0.02 (0.11) | -0.07 (0.04) | 0.20 (0.09) | 0.03 (0.06) | 0.17 (0.13) | 0.15 (0.07) | -0.04 (0.04) | 0.11 (0.09) | -0.06 (0.03) | 0.04 (0.12) | 0.12 (0.03) | 0.65 (0.18) | 1.95 (0.25) | -0.05 (0.09) | 0.11 (0.11) |
| Prepared, preserved & processed meat | -0.07 (0.03) | -0.07 (0.03) | -0.02 (0.05) | 0.12 (0.04) | 0.10 (0.05) | -1.05 (0.03) | 0.00 (0.03) | -0.09 (0.03) | -0.06 (0.03) | -0.01 (0.04) | 0.05 (0.02) | -0.07 (0.02) | 0.01 (0.02) | 0.11 (0.04) | -0.09 (0.03) | -0.06 (0.01) | -0.09 (0.03) | -0.06 (0.01) | -0.18 (0.04) | -0.01 (0.01) | -0.06 (0.04) | 0.07 (0.05) | 0.17 (0.04) | -0.10 (0.04) |
| Fish & seafood | -0.02 (0.03) | 0.21 (0.04) | -0.16 (0.06) | -0.06 (0.05) | -0.11 (0.08) | 0.12 (0.04) | -1.68 (0.07) | 0.26 (0.04) | 0.03 (0.03) | 0.06 (0.04) | -0.09 (0.03) | 0.24 (0.04) | 0.18 (0.03) | -0.02 (0.03) | 0.05 (0.02) | 0.03 (0.02) | -0.11 (0.04) | -0.04 (0.02) | -0.22 (0.06) | 0.03 (0.02) | -0.23 (0.05) | -1.04 (0.17) | 0.20 (0.06) | -0.05 (0.06) |
| Bread & breakfast cereals | 0.02 (0.04) | 0.01 (0.03) | -0.12 (0.04) | 0.05 (0.05) | 0.08 (0.07) | -0.05 (0.02) | 0.05 (0.02) | -0.73 (0.04) | 0.06 (0.05) | -0.02 (0.04) | 0.01 (0.02) | -0.15 (0.03) | 0.00 (0.02) | 0.02 (0.05) | -0.09 (0.02) | 0.00 (0.01) | 0.07 (0.03) | 0.00 (0.01) | -0.14 (0.04) | 0.02 (0.01) | 0.06 (0.06) | 0.24 (0.08) | 0.01 (0.03) | -0.09 (0.03) |
| Cakes & biscuits | -0.15 (0.05) | -0.10 (0.05) | -0.06 (0.06) | 0.07 (0.07) | 0.29 (0.11) | 0.00 (0.04) | 0.04 (0.03) | -0.05 (0.06) | -0.97 (0.10) | -0.09 (0.05) | 0.01 (0.02) | -0.04 (0.04) | -0.05 (0.03) | -0.08 (0.09) | -0.06 (0.04) | -0.01 (0.02) | 0.03 (0.04) | -0.03 (0.01) | -0.10 (0.05) | -0.01 (0.01) | 0.11 (0.11) | 0.24 (0.13) | -0.03 (0.04) | -0.06 (0.05) |
| Pastry cook products | -0.05 (0.06) | -0.11 (0.06) | -0.20 (0.09) | 0.05 (0.09) | 0.33 (0.12) | -0.12 (0.06) | -0.15 (0.05) | -0.47 (0.09) | 0.43 (0.11) | -1.52 (0.18) | 0.15 (0.04) | -0.40 (0.08) | -0.09 (0.05) | 0.55 (0.14) | -0.26 (0.06) | -0.09 (0.03) | -0.19 (0.07) | -0.06 (0.02) | 0.32 (0.11) | -0.08 (0.03) | -1.90 (0.28) | 1.23 (0.22) | 0.31 (0.09) | 0.32 (0.08) |
| Pasta & other cereal products | -0.05 (0.04) | 0.10 (0.04) | -0.16 (0.06) | 0.28 (0.06) | -0.05 (0.07) | 0.20 (0.04) | 0.08 (0.05) | 0.27 (0.06) | -0.07 (0.04) | 0.12 (0.05) | -1.70 (0.04) | 0.11 (0.04) | 0.02 (0.03) | -0.02 (0.05) | 0.06 (0.03) | -0.06 (0.03) | -0.12 (0.04) | 0.00 (0.02) | 0.10 (0.06) | 0.07 (0.02) | -0.14 (0.05) | -0.36 (0.09) | 0.05 (0.06) | 0.25 (0.09) |
| Milk, yoghurt & eggs | -0.02 (0.03) | -0.03 (0.03) | -0.01 (0.04) | 0.07 (0.04) | -0.01 (0.05) | -0.07 (0.02) | 0.06 (0.02) | -0.14 (0.02) | -0.04 (0.05) | -0.01 (0.03) | -0.01 (0.01) | -0.86 (0.05) | -0.03 (0.02) | 0.07 (0.07) | -0.01 (0.02) | -0.02 (0.01) | 0.04 (0.03) | 0.00 (0.01) | -0.17 (0.05) | 0.05 (0.01) | -0.03 (0.04) | 0.09 (0.07) | 0.09 (0.03) | -0.04 (0.04) |
| Cheese & cream | 0.18 (0.04) | 0.04 (0.04) | -0.07 (0.05) | -0.01 (0.05) | 0.03 (0.07) | 0.12 (0.03) | 0.06 (0.03) | 0.11 (0.04) | -0.10 (0.04) | 0.04 (0.04) | 0.00 (0.02) | 0.00 (0.03) | -1.04 (0.04) | 0.28 (0.06) | -0.10 (0.03) | -0.04 (0.02) | -0.20 (0.04) | -0.02 (0.01) | -0.21 (0.05) | 0.01 (0.01) | 0.04 (0.05) | -0.07 (0.06) | 0.09 (0.04) | -0.22 (0.05) |
| Butter | 0.03 (0.14) | -0.50 (0.15) | -0.34 (0.16) | -0.40 (0.15) | 0.39 (0.25) | 0.13 (0.10) | 0.06 (0.08) | 0.09 (0.16) | -0.35 (0.20) | -0.56 (0.14) | -0.50 (0.07) | -0.03 (0.09) | 0.01 (0.09) | -0.67 (0.28) | 0.50 (0.07) | -0.57 (0.07) | -0.15 (0.12) | -0.09 (0.03) | -0.49 (0.16) | 0.07 (0.03) | 1.01 (0.32) | 0.29 (0.30) | -0.10 (0.10) | -0.05 (0.10) |
| Margarine & edible oil | -0.27 (0.06) | -0.05 (0.05) | 0.02 (0.08) | 0.15 (0.07) | 0.12 (0.11) | 0.00 (0.05) | 0.04 (0.05) | -0.32 (0.06)  | -0.27 (0.07) | 0.03 (0.06) | -0.04 (0.03) | 0.00 (0.05) | -0.07 (0.04) | 0.43 (0.08) | -1.04 (0.07) | -0.08 (0.03) | -0.13 (0.05) | 0.01 (0.02) | -0.16 (0.07) | 0.06 (0.02) | -0.47 (0.10) | -0.62 (0.13) | 0.12 (0.05) | 0.04 (0.06) |
| Sauces, sugar & condiments | 0.13 (0.03) | 0.11 (0.03) | -0.18 (0.04) | 0.15 (0.03) | -0.01 (0.05) | -0.01 (0.02) | 0.05 (0.02) | -0.04 (0.02) | -0.15 (0.03) | 0.05 (0.03) | -0.06 (0.02) | 0.16 (0.03) | -0.11 (0.02) | 0.10 (0.04) | 0.05 (0.02) | -1.32 (0.02) | -0.21 (0.03) | -0.04 (0.01) | -0.12 (0.04) | 0.03 (0.01) | 0.01 (0.03) | -0.22 (0.05) | 0.03 (0.03) | 0.06 (0.04) |
| Chocolate, confectionary & snacks | 0.12 (0.03) | 0.02 (0.03) | -0.02 (0.04) | 0.03 (0.04) | 0.18 (0.06) | 0.01 (0.02) | -0.01 (0.03) | 0.21 (0.05) | 0.04 (0.03) | -0.01 (0.03) | 0.04 (0.02) | 0.08 (0.03) | -0.08 (0.02) | 0.12 (0.04) | -0.02 (0.02) | -0.05 (0.02) | -1.27 (0.04) | -0.08 (0.01) | -0.05 (0.05) | -0.08 (0.02) | 0.31 (0.08) | 0.27 (0.12) | 0.09 (0.04) | 0.07 (0.04) |
| Ice cream | 0.19 (0.03) | 0.19 (0.03) | -0.13 (0.04) | 0.55 (0.07) | -0.01 (0.04) | -0.10 (0.03) | -0.05 (0.03) | 0.11 (0.02) | 0.22 (0.04) | -0.11 (0.03) | 0.08 (0.02) | 0.01 (0.02) | -0.03 (0.02) | -0.03 (0.02) | 0.02 (0.01) | 0.01 (0.01) | -0.09 (0.03) | -1.74 (0.06) | 0.24 (0.06) | -0.06 (0.02) | 0.20 (0.03) | -0.47 (0.07) | 0.21 (0.05) | 0.38 (0.05) |
| Other grocery food | -0.09 (0.02) | -0.12 (0.02) | -0.09 (0.04) | -0.08 (0.03) | 0.01 (0.03) | -0.07 (0.02) | 0.00 (0.02) | -0.10 (0.02) | -0.04 (0.02) | -0.04 (0.04) | 0.03 (0.01) | -0.10 (0.02) | -0.01 (0.01) | -0.07 (0.03) | 0.02 (0.02) | 0.03 (0.01) | 0.04 (0.02) | 0.05 (0.01) | -0.38 (0.04) | 0.03 (0.01) | 0.07 (0.03) | -0.12 (0.06) | -0.19 (0.04) | -0.09 (0.04) |
| Non-alcoholic beverages | -0.10 (0.03) | -0.04 (0.02) | 0.00 (0.03) | 0.05 (0.02) | 0.11 (0.04) | 0.02 (0.02) | 0.04 (0.02) | 0.03 (0.01) | -0.17 (0.04) | -0.03 (0.02) | -0.03 (0.02) | 0.11 (0.02) | 0.09 (0.02) | 0.01 (0.02) | -0.02 (0.01) | -0.10 (0.02) | -0.12 (0.03) | -0.01 (0.01) | -0.13 (0.05) | -1.31 (0.04) | 0.26 (0.06) | -0.42 (0.08) | 0.11 (0.05) | -0.25 (0.05) |
| Carbonated soft drinks | -0.14 (0.08) | -0.27 (0.07) | 0.23 (0.09) | 0.59 (0.13) | 0.06 (0.18) | 0.17 (0.06) | -0.14 (0.05) | -0.21 (0.10) | 0.69 (0.15) | -0.25 (0.09) | 0.13 (0.03) | 0.11 (0.07) | -0.02 (0.05) | 0.67 (0.19) | -0.24 (0.06) | -0.02 (0.03) | -0.01 (0.07) | 0.03 (0.02) | 0.15 (0.08) | -0.18 (0.03) | -1.23 (0.28) | 0.77 (0.34) | 0.14 (0.07) | 0.05 (0.08) |
| Energy drinks | -1.14 (0.19) | 0.39 (0.16) | 0.36 (0.21) | 0.18 (0.24) | 1.78 (0.42) | -0.08 (0.13) | -0.23 (0.11) | 0.32 (0.20) | 3.18 (0.29) | -0.06 (0.25) | 0.19 (0.08) | 0.25 (0.17) | -0.40 (0.10) | 0.49 (0.26) | -0.25 (0.11) | -0.35 (0.08) | -0.58 (0.13) | -0.07 (0.06) | 0.31 (0.24) | -0.71 (0.09) | 2.73 (0.36) | -0.31 (0.60) | 0.08 (0.18) | 0.10 (0.22) |
| Restaurant food  | 0.08 (0.01) | 0.12 (0.01) | 0.12 (0.02) | 0.02 (0.02) | -0.05 (0.02) | 0.07 (0.01) | 0.05 (0.02) | 0.14 (0.02) | 0.04 (0.01) | 0.04 (0.02) | 0.00 (0.01) | 0.06 (0.01) | 0.04 (0.01) | -0.07 (0.02) | 0.00 (0.01) | -0.03 (0.01) | -0.03 (0.01) | -0.01 (0.01) | 0.02 (0.04) | -0.06 (0.01) | -0.11 (0.02) | 0.13 (0.60) | -0.88 (0.18) | -0.04 (0.22) |
| Ready to eat food | 0.03 (0.03) | 0.06 (0.02) | 0.15 (0.03) | 0.08 (0.02) | 0.13 (0.03) | 0.03 (0.02) | -0.01 (0.02) | 0.11 (0.03) | 0.08 (0.03) | 0.12 (0.02) | 0.10 (0.02) | -0.06 (0.02) | 0.03 (0.02) | 0.02 (0.01) | -0.01 (0.01) | 0.01 (0.01) | 0.00 (0.02) | 0.05 (0.01) | 0.04 (0.03) | -0.08 (0.01) | 0.10 (0.03) | 0.15 (0.05) | -0.09 (0.03) | -0.93 (0.04) |