**Supplementary Table 1**

**Relationship between deviation of actual grocery expenditure and food category spending from TFPa recommendations**

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| --- | --- | --- | --- |
| Food category  (dependent variable) | Standardized β coefficient b | Standard error of β | p-value of β |
| Fruits | 0.786 | 0.073 | <0.001 |
| Low fat dairy | 0.664 | 0.053 | <0.001 |
| Potato and potato products | 0.656 | 0.08 | <0.001 |
| Poultry | 0.651 | 0.092 | <0.001 |
| Other vegetablesc | 0.562 | 0.079 | <0.001 |
| Eggs and egg mixtures | 0.560 | 0.100 | <0.001 |
| Refined grains | 0.545 | 0.099 | <0.001 |
| Legumes | 0.521 | 0.051 | <0.001 |
| Orange vegetables | 0.505 | 0.073 | <0.001 |
| Cheese | 0.503 | 0.102 | <0.001 |
| Whole grain breads, rice and pasta | 0.475 | 0.060 | <0.001 |
| Nuts and nut butters | 0.455 | 0.090 | <0.001 |
| Dark green vegetables | 0.437 | 0.053 | <0.001 |
| Sugar, sweets and candies | 0.403 | 0.078 | <0.001 |
| Milk drinks and milk desserts | 0.400 | 0.105 | <0.001 |
| Gravies and condiments | 0.390 | 0.097 | <0.001 |
| Whole grain cereal | 0.388 | 0.105 | <0.001 |
| Fats | 0.378 | 0.095 | <0.001 |
| Frozen entrees | 0.293 | 0.092 | 0.002 |
| Bacon, sausage and lunchmeat | 0.291 | 0.107 | 0.007 |
| Soups (dry) | 0.234 | 0.108 | 0.033 |
| Soft drinks, sodas, fruit drinks and ades | 0.231 | 0.102 | 0.025 |
| Whole grain snacks | 0.222 | 0.103 | 0.034 |
| Red meat | 0.191 | 0.105 | 0.072 |
| Fruit juice | 0.144 | 0.085 | 0.093 |
| Coffee and tea | 0.099 | 0.111 | 0.372 |
| Soups (ready to serve and condensed) | 0.066 | 0.085 | 0.436 |
| Seafood | 0.054 | 0.100 | 0.594 |
| Whole milk, yogurt and cream | 0.013 | 0.111 | 0.906 |

TFP = Thrifty Food Plan a For this multivariate regression model, the independent variable was the ratio of total grocery expenditure to TFP recommended total cost, and the dependent variables were ratios of amount spent on each food category to its respective TFP recommendation bAdjusted for demographic characteristics cVegetables other than potato, legumes, dark green and orange vegetables