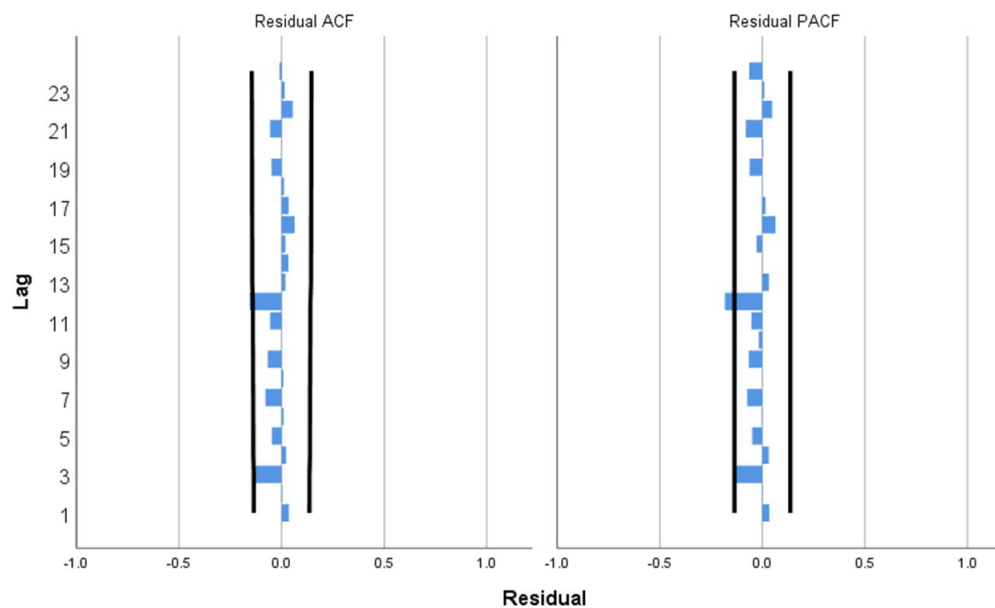
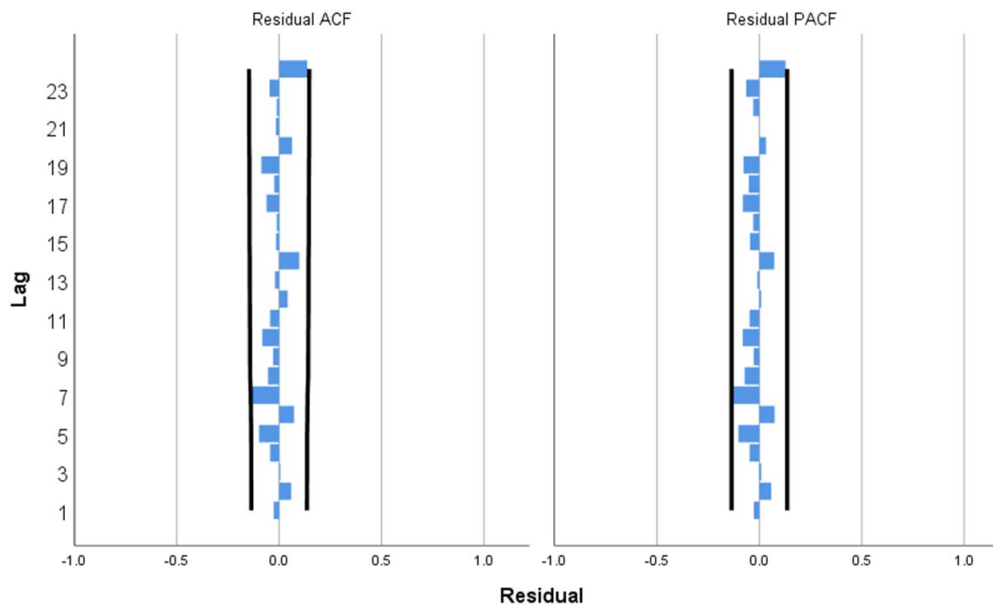


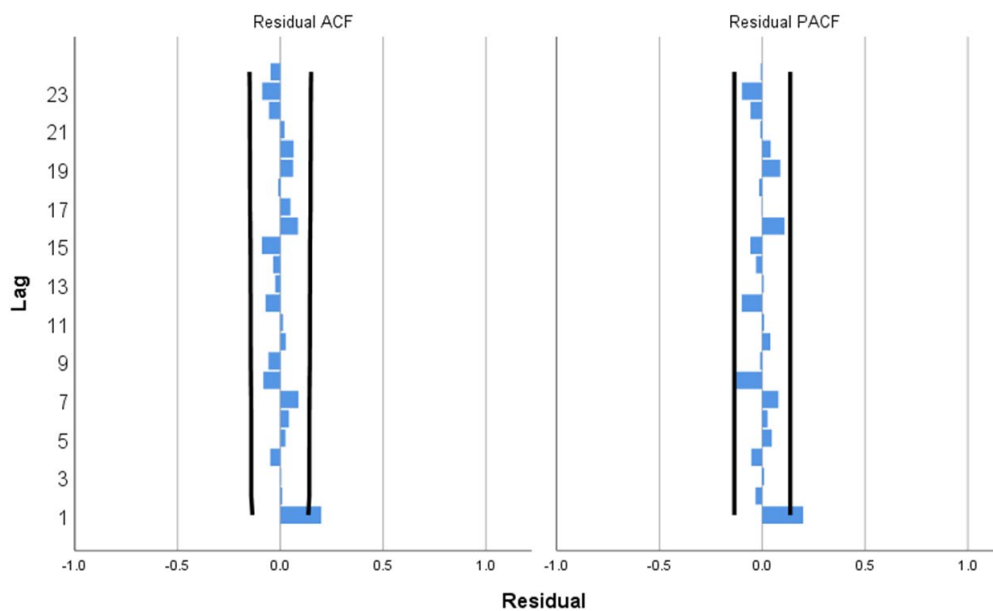
Supplement Table 1 ARIMA model types for the three dependent variables

Variable	Model type
Purchased grams of alcohol as a whole	ARIMA(2,0,0)(0,0,1)
Purchased grams of alcohol within beer	ARIMA(1,0,0)(0,0,1)
Alcohol by volume of beer (ABV)	ARIMA(2,0,0)(0,0,0)

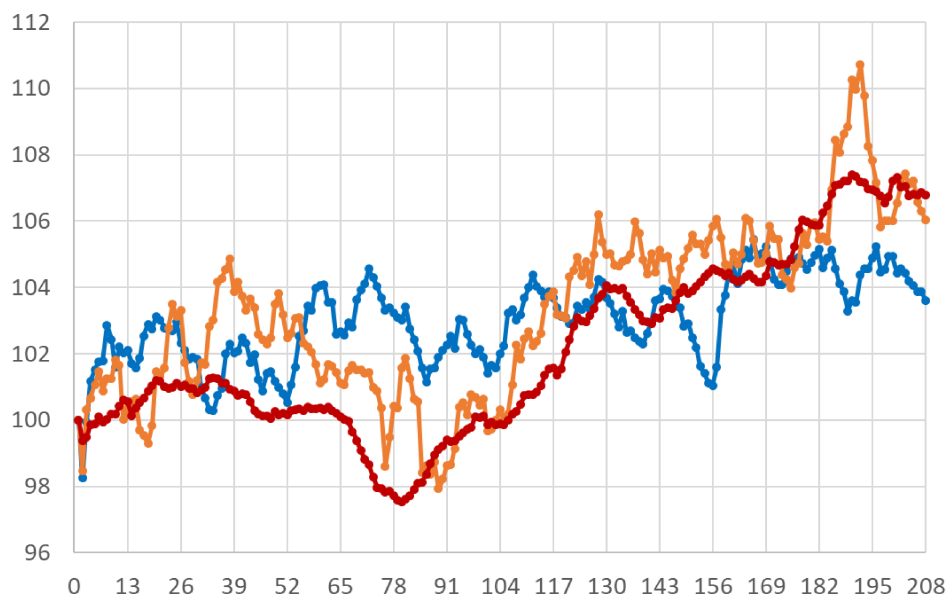
**Supplement Figure 1** Residual autocorrelation function (ACF) summary statistics and residual partial autocorrelation function (PACF) summary statistics of modelled mean grams of purchased alcohol.



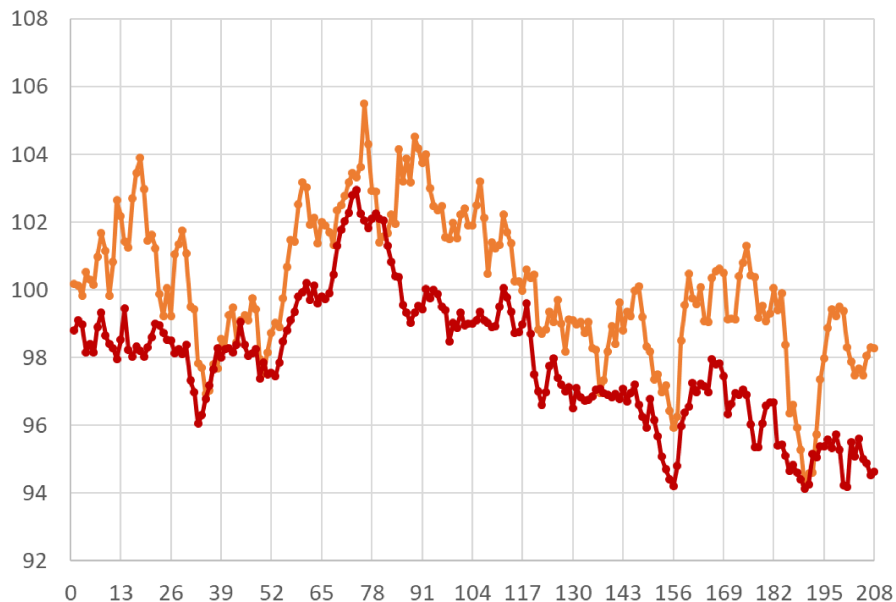
Supplement Figure 2 Residual autocorrelation function (ACF) summary statistics and residual partial autocorrelation function (PACF) summary statistics of modelled mean grams of purchased alcohol within beer.



Supplement Figure 3 Residual autocorrelation function (ACF) summary statistics and residual partial autocorrelation function (PACF) summary statistics of modelled mean Alcohol by Volume (ABV) of beer.



Supplement Figure 4 Exponential smoothed plots of mean price of beer (orange line), mean price of all alcohol (red line), and household income (adjusted for number of adults in the household) across all households from week 1 (first week of 2015) to week 208 (last week of 2018). Variables were scaled to a percent scale, based on the values of each at week 1.



Supplement Figure 5 Exponential smoothed plots of mean affordability of beer (orange line) and all alcohol (red line) purchased across all households from week 1 (first week of 2015) to week 208 (last week of 2018). Price and income variables were scaled to a percent scale, based on the values of each at week 1. Affordability for each week is calculated as (scaled income/scaled price) *100, where a unit change is a one percent change in affordability, with a higher value being more affordable, and a lower value less affordable.

Supplement Table 2 Mean (95% CI) purchase grams of alcohol per adult per household per week by age group of main household shopper

Age group (years)	Mean (95% CI) purchase grams of alcohol per adult per household per week
18-34	76.2 (75.7 to 76.7)
35-44	89.1 (88.7 to 89.5)
45-54	99.8 (99.4 to 100.2)
55-64	119.8 (119.3 to 120.2)
65+	132.9 (132.4 to 133.4)

Supplement Table 3a Standardized Coefficients (95% confidence intervals) for level and slope changes on three dependent variables by age group of main shopper (summarized in Figure 4a of paper)

Age group	Independent variable	Mean ABV of beer	Grams of alcohol purchased within beer	Grams of alcohol purchased overall
<35	Intercept	15.4236 (15.1010 to 15.7462)	-1.4005 (-3.6065 to 0.8055)	-3.8665 (-7.4743 to -0.2588)
	slope1	0.0192 (0.0186 to 0.0199)	-0.0056 (-0.0103 to -0.0008)	-0.0046 (-0.0102 to 0.0010)
	level1	2.4329 (2.1397 to 2.7261)	0.2992 (-1.7060 to 2.3043)	-0.3697 (-2.7039 to 1.9645)
	slope2	-0.0119 (-0.0139 to -0.0098)	-0.0089 (-0.0230 to 0.0051)	-0.0001 (-0.0166 to 0.0163)
	level2	5.3636 (4.7283 to 5.9988)	4.1698 (-0.1744 to 8.5140)	2.5382 (-2.5235 to 7.5998)
	slope3	-0.0401 (-0.0431 to -0.0371)	-0.0316 (-0.0522 to -0.0111)	-0.0143 (-0.0383 to 0.0096)
	Affordability	-0.1496 (-0.1525 to -0.1467)	0.0194 (-0.0004 to 0.0392)	0.0423 (0.0065 to 0.0781)
35-44	Intercept	18.3217 (17.2729 to 19.3705)	-4.0592 (-6.2888 to -1.8296)	2.2946 (-0.4173 to 5.0065)
	slope1	0.0043 (0.0026 to 0.0059)	0.0024 (-0.0012 to 0.0060)	-0.0074 (-0.0105 to -0.0042)
	level1	3.6833 (2.9673 to 4.3992)	2.7204 (1.1984 to 4.2424)	1.5368 (0.2487 to 2.8248)
	slope2	-0.0310 (-0.0360 to -0.0260)	-0.0272 (-0.0377 to -0.0166)	-0.0250 (-0.0339 to -0.0160)
	level2	8.0023 (6.4782 to 9.5264)	-1.1486 (-4.3887 to 2.0915)	-0.8247 (-3.5893 to 1.9398)
	slope3	-0.0684 (-0.0756 to -0.0612)	-0.0146 (-0.0299 to 0.0008)	-0.0157 (-0.0288 to -0.0026)
	Affordability	-0.2089 (-0.2205 to -0.1973)	0.0520 (0.0274 to 0.0766)	-0.0124 (-0.0411 to 0.0164)
45-54	Intercept	20.7773 (19.9143 to 21.6402)	-14.099 (-16.984 to -11.214)	3.5266 (-0.4825 to 7.5358)
	slope1	0.0221 (0.0208 to 0.0233)	0.0152 (0.0109 to 0.0195)	0.0219 (0.0173 to 0.0265)
	level1	2.6735 (2.1295 to 3.2175)	0.8208 (-0.9980 to 2.6397)	3.6054 (1.7111 to 5.4997)
	slope2	-0.0081 (-0.0119 to -0.0042)	0.0027 (-0.0101 to 0.0155)	-0.0133 (-0.0267 to 0.0000)
	level2	8.5904 (7.4110 to 9.7698)	6.8411 (2.8977 to 10.7844)	6.7025 (2.5902 to 10.8147)
	slope3	-0.0557 (-0.0613 to -0.0501)	-0.0358 (-0.0545 to -0.0171)	-0.0483 (-0.0678 to -0.0288)
	Affordability	-0.2288 (-0.2377 to -0.2198)	0.1365 (0.1066 to 0.1664)	-0.0545 (-0.0991 to -0.0098)
55-64	Intercept	-2.0176 (-2.1404 to -1.8949)	-7.5377 (-10.417 to -4.6583)	4.6614 (1.4496 to 7.8731)
	slope1	0.0374 (0.0372 to 0.0376)	0.0083 (0.0030 to 0.0136)	-0.0070 (-0.0116 to -0.0025)
	level1	2.5477 (2.4666 to 2.6288)	-0.1692 (-2.0726 to 1.7343)	-0.6182 (-2.3123 to 1.0759)
	slope2	0.0035 (0.0030 to 0.0041)	0.0004 (-0.0129 to 0.0137)	-0.0068 (-0.0186 to 0.0050)
	level2	8.4564 (8.2815 to 8.6314)	13.8241 (9.7203 to 17.9279)	-0.8192 (-4.4413 to 2.8030)
	slope3	-0.0441 (-0.0449 to -0.0433)	-0.0687 (-0.0881 to -0.0493)	-0.0027 (-0.0198 to 0.0144)
	Affordability	-0.0045 (-0.0058 to -0.0033)	0.0704 (0.0406 to 0.1002)	-0.0371 (-0.0711 to -0.0032)
65+	Intercept	13.2093 (12.6107 to 13.8080)	-3.4476 (-6.1849 to -0.7103)	11.5511 (7.7406 to 15.3616)
	slope1	0.0325 (0.0313 to 0.0337)	0.0145 (0.0089 to 0.0200)	0.0199 (0.0147 to 0.0250)
	level1	0.8445 (0.4055 to 1.2835)	-0.4548 (-2.4623 to 1.5527)	-0.8691 (-2.7602 to 1.0221)
	slope2	0.0176 (0.0146 to 0.0207)	0.0107 (-0.0033 to 0.0247)	0.0199 (0.0067 to 0.0332)
	level2	12.7443 (11.7935 to 13.6951)	7.8797 (3.5319 to 12.2275)	6.6736 (2.5826 to 10.7645)
	slope3	-0.0622 (-0.0668 to -0.0577)	-0.0307 (-0.0513 to -0.0101)	-0.0192 (-0.0386 to 0.0002)
	Affordability	-0.1528 (-0.1592 to -0.1465)	0.0238 (-0.0052 to 0.0527)	-0.1273 (-0.1659 to -0.0888)

Supplement Table 3b Standardized Coefficients (95% confidence intervals) for level and slope changes on three dependent variables by purchase group (grams of alcohol purchased per adult per household per week) (summarized in Figure 4b of paper)

Purchase group (grams of alcohol)	Independent variable	Mean ABV of beer	Grams of alcohol purchased within beer	Grams of alcohol purchased overall
≤25	Intercept	9.2621 (8.8166 to 9.7076)	-3.6522 (-5.8899 to -1.4144)	-2.7278 (-4.2960 to -1.1595)
	slope1	0.0204 (0.0196 to 0.0212)	0.0019 (-0.0020 to 0.0059)	-0.0023 (-0.0046 to 0.0001)
	level1	7.0436 (6.7113 to 7.3760)	8.3285 (6.6590 to 9.9980)	4.1523 (3.1886 to 5.1161)
	slope2	-0.0451 (-0.0474 to -0.0427)	-0.0655 (-0.0773 to -0.0538)	-0.0361 (-0.0429 to -0.0293)
	level2	2.4924 (1.7724 to 3.2123)	-15.862 (-19.479 to -12.246)	-3.5207 (-5.6085 to -1.4329)
	slope3	-0.0528 (-0.0562 to -0.0494)	0.0366 (0.0195 to 0.0537)	-0.0156 (-0.0255 to -0.0057)
	Affordability	-0.1021 (-0.1067 to -0.0976)	0.0402 (0.0174 to 0.0631)	0.0371 (0.0203 to 0.0540)
25 - ≤50	Intercept	13.8577 (13.3531 to 14.3624)	-5.8244 (-7.6031 to -4.0457)	-2.6547 (-6.7479 to 1.4385)
	slope1	0.0230 (0.0222 to 0.0239)	-0.0022 (-0.0053 to 0.0008)	-0.0092 (-0.0147 to -0.0037)
	level1	-1.3209 (-1.6832 to -0.9586)	0.8969 (-0.3802 to 2.1740)	-2.9220 (-5.2168 to -0.6272)
	slope2	0.0255 (0.0230 to 0.0281)	0.0020 (-0.0070 to 0.0110)	0.0185 (0.0023 to 0.0347)
	level2	-1.7433 (-2.5299 to -0.9566)	0.2421 (-2.5307 to 3.0149)	1.6371 (-3.3075 to 6.5817)
	slope3	0.0267 (0.0230 to 0.0304)	0.0047 (-0.0083 to 0.0178)	0.0023 (-0.0212 to 0.0258)
	Affordability	-0.1682 (-0.1737 to -0.1627)	0.0561 (0.0367 to 0.0754)	0.0307 (-0.0085 to 0.0698)
50 - ≤100	Intercept	14.0977 (13.4898 to 14.7056)	-5.9082 (-8.6250 to -3.1915)	4.2297 (0.8516 to 7.6079)
	slope1	0.0041 (0.0029 to 0.0052)	0.0000 (-0.0050 to 0.0050)	-0.0191 (-0.0235 to -0.0147)
	level1	-2.3690 (-2.8414 to -1.8967)	-0.1398 (-2.2506 to 1.9710)	-6.5799 (-8.4613 to -4.6984)
	slope2	0.0263 (0.0230 to 0.0296)	0.0041 (-0.0108 to 0.0189)	0.0356 (0.0223 to 0.0489)
	level2	16.2869 (15.2612 to 17.3127)	3.5135 (-1.0705 to 8.0974)	11.7529 (7.6903 to 15.8155)
	slope3	-0.0701 (-0.0750 to -0.0653)	-0.0111 (-0.0329 to 0.0107)	-0.0370 (-0.0563 to -0.0176)
	Affordability	-0.1236 (-0.1286 to -0.1185)	0.0465 (0.0240 to 0.0690)	-0.0303 (-0.0653 to 0.0047)
100-≤200	Intercept	12.5773 (12.2365 to 12.9182)	-9.0375 (-11.402 to -6.6731)	12.3549 (8.2640 to 16.4459)
	slope1	0.0290 (0.0284 to 0.0297)	0.0144 (0.0099 to 0.0188)	0.0016 (-0.0032 to 0.0063)
	level1	0.1139 (-0.1480 to 0.3757)	0.8516 (-0.9650 to 2.6682)	2.6165 (0.5934 to 4.6395)
	slope2	0.0152 (0.0133 to 0.0170)	-0.0034 (-0.0162 to 0.0094)	-0.0194 (-0.0336 to -0.0052)
	level2	14.2403 (13.6740 to 14.8067)	4.2137 (0.2849 to 8.1425)	-0.8905 (-5.2969 to 3.5158)
	slope3	-0.0681 (-0.0708 to -0.0655)	-0.0238 (-0.0424 to -0.0052)	-0.0159 (-0.0367 to 0.0049)
	Affordability	-0.1546 (-0.1582 to -0.1509)	0.0902 (0.0646 to 0.1158)	-0.1284 (-0.1716 to -0.0853)
>200	Intercept	5.5016 (5.1643 to 5.8389)	-2.8931 (-5.3083 to -0.4779)	-5.2838 (-8.4358 to -2.1319)
	slope1	0.0254 (0.0247 to 0.0261)	0.0124 (0.0077 to 0.0171)	0.0264 (0.0222 to 0.0306)
	level1	-2.3966 (-2.6743 to -2.1188)	2.0111 (0.0222 to 4.0000)	3.5140 (1.7514 to 5.2765)
	slope2	0.0332 (0.0313 to 0.0352)	-0.0147 (-0.0287 to -0.0008)	-0.0107 (-0.0231 to 0.0017)
	level2	10.7207 (10.1152 to 11.3262)	0.3811 (-3.9546 to 4.7169)	-0.6277 (-4.4811 to 3.2256)
	slope3	-0.0308 (-0.0336 to -0.0279)	-0.0138 (-0.0344 to 0.0067)	-0.0047 (-0.0230 to 0.0136)
	Affordability	-0.0804 (-0.0839 to -0.0768)	0.0280 (0.0025 to 0.0535)	0.0333 (0.0040 to 0.0625)

Supplement Table 3c Standardized Coefficients (95% confidence intervals) for level and slope changes on three dependent variables by class group (summarized in Figure 4c of paper)

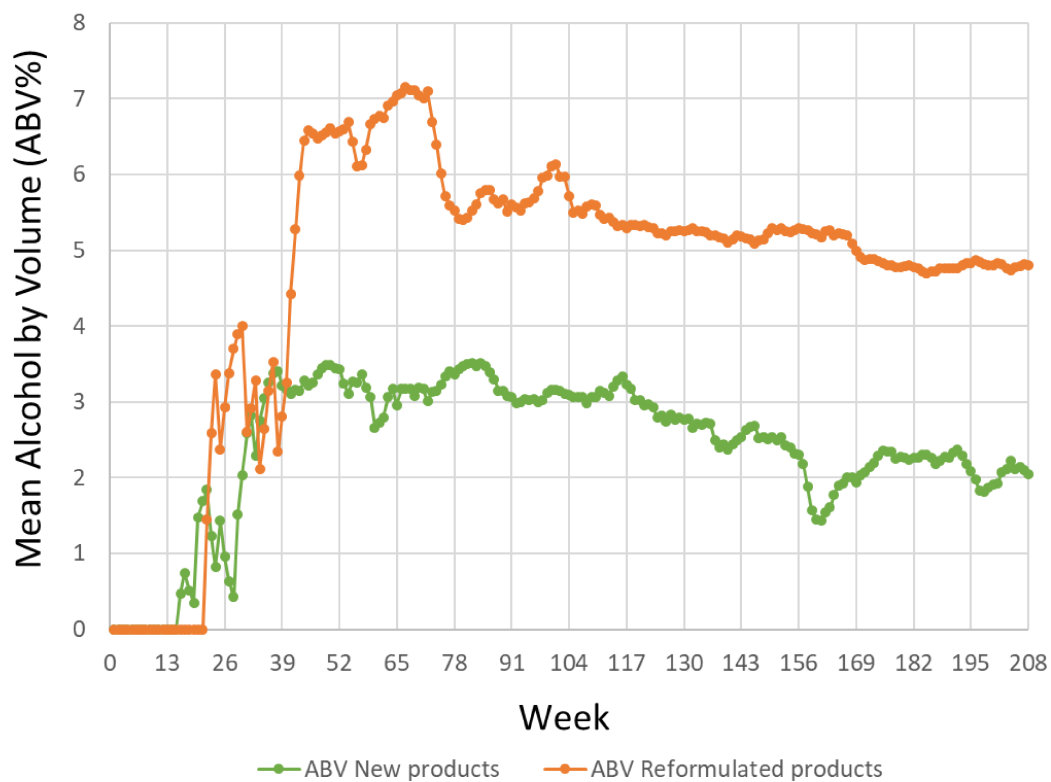
Class group	Independent variable	Mean ABV of beer	Grams of alcohol purchased within beer	Grams of alcohol purchased overall
AB	Intercept	10.3811 (10.1217 to 10.6405)	-7.7018 (-10.694 to -4.7096)	13.2358 (8.7704 to 17.7012)
	slope1	0.0056 (0.0051 to 0.0060)	0.0051 (0.0002 to 0.0101)	-0.0010 (-0.0062 to 0.0041)
	level1	1.0319 (0.8567 to 1.2071)	0.9669 (-1.0541 to 2.9879)	-1.0752 (-3.2549 to 1.1044)
	slope2	-0.0082 (-0.0094 to -0.0070)	-0.0080 (-0.0222 to 0.0063)	0.0027 (-0.0127 to 0.0180)
	level2	9.5631 (9.1821 to 9.9441)	10.1302 (5.7347 to 14.5258)	3.5553 (-1.1735 to 8.2841)
	slope3	-0.0666 (-0.0684 to -0.0648)	-0.0598 (-0.0806 to -0.0391)	-0.0142 (-0.0366 to 0.0082)
	Affordability	-0.0885 (-0.0909 to -0.0862)	0.0664 (0.0398 to 0.0931)	-0.1327 (-0.1783 to -0.0872)
C1	Intercept	18.7251 (18.2803 to 19.1700)	-7.2876 (-10.409 to -4.1657)	11.5097 (5.9802 to 17.0393)
	slope1	0.0305 (0.0299 to 0.0310)	0.0265 (0.0225 to 0.0305)	0.0229 (0.0180 to 0.0278)
	level1	5.8510 (5.6229 to 6.0792)	3.3383 (1.7374 to 4.9392)	2.0898 (0.1470 to 4.0326)
	slope2	-0.0282 (-0.0298 to -0.0265)	-0.0146 (-0.0259 to -0.0033)	-0.0039 (-0.0177 to 0.0098)
	level2	10.6811 (10.1872 to 11.1750)	3.0130 (-0.4525 to 6.4786)	2.5702 (-1.6317 to 6.7720)
	slope3	-0.0828 (-0.0851 to -0.0804)	-0.0267 (-0.0431 to -0.0103)	-0.0181 (-0.0380 to 0.0018)
	Affordability	-0.2080 (-0.2126 to -0.2035)	0.0600 (0.0279 to 0.0921)	-0.1334 (-0.1907 to -0.0760)
C2	Intercept	17.4380 (16.7654 to 18.1105)	-7.1052 (-9.6228 to -4.5875)	0.6762 (-3.1545 to 4.5070)
	slope1	0.0255 (0.0245 to 0.0266)	0.0182 (0.0143 to 0.0221)	0.0059 (0.0014 to 0.0103)
	level1	3.7201 (3.2774 to 4.1629)	0.2289 (-1.4286 to 1.8864)	0.0691 (-1.8158 to 1.9540)
	slope2	-0.0141 (-0.0172 to -0.0110)	0.0084 (-0.0033 to 0.0201)	0.0005 (-0.0128 to 0.0138)
	level2	2.0455 (1.0858 to 3.0051)	18.4034 (14.8108 to 21.9960)	15.5556 (11.4880 to 19.6231)
	slope3	-0.0264 (-0.0309 to -0.0218)	-0.0901 (-0.1071 to -0.0731)	-0.0872 (-0.1064 to -0.0680)
	Affordability	-0.2122 (-0.2197 to -0.2047)	0.0657 (0.0376 to 0.0939)	-0.0075 (-0.0462 to 0.0311)
D	Intercept	6.4778 (6.3203 to 6.6354)	-6.1403 (-8.1824 to -4.0981)	-2.5653 (-6.0471 to 0.9165)
	slope1	0.0214 (0.0211 to 0.0217)	-0.0082 (-0.0118 to -0.0046)	0.0055 (0.0011 to 0.0099)
	level1	-1.6613 (-1.7802 to -1.5424)	-0.2982 (-1.8396 to 1.2432)	2.9013 (1.0339 to 4.7687)
	slope2	0.0235 (0.0227 to 0.0244)	-0.0106 (-0.0213 to 0.0002)	-0.0271 (-0.0402 to -0.0140)
	level2	2.3828 (2.1289 to 2.6367)	3.0638 (-0.2275 to 6.3552)	-7.7948 (-11.827 to -3.7628)
	slope3	0.0108 (0.0096 to 0.0120)	-0.0197 (-0.0353 to -0.0042)	0.0236 (0.0045 to 0.0427)
	Affordability	-0.0877 (-0.0894 to -0.0861)	0.0762 (0.0549 to 0.0974)	0.0302 (-0.0077 to 0.0681)
E	Intercept	4.8166 (3.3762 to 6.2569)	0.6999 (-1.2048 to 2.6046)	1.7636 (-1.1311 to 4.6583)
	slope1	0.0044 (0.0006 to 0.0082)	-0.0112 (-0.0163 to -0.0062)	-0.0002 (-0.0056 to 0.0053)
	level1	-3.2740 (-4.8786 to -1.6693)	0.4102 (-1.7117 to 2.5322)	1.5503 (-0.6544 to 3.7550)
	slope2	0.0308 (0.0195 to 0.0420)	-0.0074 (-0.0222 to 0.0075)	-0.0134 (-0.0290 to 0.0021)
	level2	8.7194 (5.2629 to 12.1760)	5.2901 (0.7191 to 9.8611)	-7.3901 (-12.169 to -2.6110)
	slope3	-0.0288 (-0.0451 to -0.0124)	-0.0384 (-0.0600 to -0.0167)	0.0340 (0.0114 to 0.0566)
	Affordability	-0.0588 (-0.0735 to -0.0442)	0.0012 (-0.0182 to 0.0205)	-0.0210 (-0.0523 to 0.0102)

Supplement Table 3d Standardized Coefficients (95% confidence intervals) for level and slope changes on three dependent variables by income group (annual income per adult per household) (summarized in Figure 4d of paper)

Income group	Independent variable	Mean ABV of beer	Grams of alcohol purchased within beer	Grams of alcohol purchased overall
£0-7.5k	Intercept	10.7084 (10.5114 to 10.9053)	1.2027 (-2.3718 to 4.7772)	7.1377 (3.0204 to 11.2550)
	slope1	0.0133 (0.0130 to 0.0136)	0.0017 (-0.0038 to 0.0071)	0.0054 (0.0004 to 0.0105)
	level1	3.4587 (3.3335 to 3.5839)	-1.0214 (-3.2940 to 1.2512)	-2.0033 (-4.1770 to 0.1704)
	slope2	-0.0110 (-0.0119 to -0.0101)	0.0037 (-0.0127 to 0.0201)	0.0145 (-0.0017 to 0.0306)
	level2	-4.3528 (-4.6254 to -4.0801)	9.0646 (4.1158 to 14.0134)	6.2994 (1.6569 to 10.9420)
	slope3	0.0006 (-0.0007 to 0.0019)	-0.0461 (-0.0692 to -0.0230)	-0.0236 (-0.0450 to -0.0021)
	Affordability	-0.1380 (-0.1402 to -0.1358)	-0.0121 (-0.0521 to 0.0280)	-0.0897 (-0.1369 to -0.0425)
>7.5-12.5k	Intercept	14.6207 (13.8941 to 15.3473)	-9.4679 (-12.044 to -6.8914)	-3.7412 (-9.3123 to 1.8299)
	slope1	0.0268 (0.0256 to 0.0279)	0.0088 (0.0047 to 0.0129)	0.0162 (0.0108 to 0.0215)
	level1	0.8051 (0.3154 to 1.2948)	2.0152 (0.2787 to 3.7516)	2.8258 (0.6278 to 5.0237)
	slope2	0.0072 (0.0038 to 0.0107)	-0.0173 (-0.0295 to -0.0051)	-0.0119 (-0.0275 to 0.0036)
	level2	15.1413 (14.0793 to 16.2032)	2.8045 (-0.9614 to 6.5704)	0.1073 (-4.6463 to 4.8610)
	slope3	-0.0804 (-0.0854 to -0.0753)	-0.0258 (-0.0436 to -0.0079)	-0.0100 (-0.0328 to 0.0127)
	Affordability	-0.1835 (-0.1917 to -0.1753)	0.1062 (0.0770 to 0.1353)	0.0286 (-0.0291 to 0.0863)
>12.5-15.5k	Intercept	16.2965 (14.3281 to 18.2648)	-10.937 (-14.327 to -7.5466)	6.9795 (1.6331 to 12.3259)
	slope1	0.0195 (0.0169 to 0.0222)	0.0098 (0.0053 to 0.0143)	0.0023 (-0.0026 to 0.0071)
	level1	5.6193 (4.5307 to 6.7080)	0.3358 (-1.5393 to 2.2110)	2.7266 (0.6644 to 4.7888)
	slope2	-0.0325 (-0.0402 to -0.0248)	0.0024 (-0.0109 to 0.0157)	-0.0271 (-0.0418 to -0.0124)
	level2	9.7452 (7.3700 to 12.1205)	14.4585 (10.3674 to 18.5496)	-4.1826 (-8.5973 to 0.2320)
	slope3	-0.0777 (-0.0889 to -0.0665)	-0.0711 (-0.0904 to -0.0518)	0.0011 (-0.0198 to 0.0220)
	Affordability	-0.1845 (-0.2052 to -0.1637)	0.1082 (0.0725 to 0.1440)	-0.0716 (-0.1294 to -0.0138)
>17.5 to 25k	Intercept	8.8221 (8.6147 to 9.0294)	-1.6651 (-3.7553 to 0.4251)	1.8295 (-2.4953 to 6.1544)
	slope1	0.0199 (0.0195 to 0.0203)	0.0145 (0.0107 to 0.0183)	-0.0055 (-0.0107 to -0.0003)
	level1	5.2513 (5.0913 to 5.4113)	4.1802 (2.5674 to 5.7930)	3.5865 (1.3897 to 5.7833)
	slope2	-0.0417 (-0.0428 to -0.0405)	-0.0306 (-0.0420 to -0.0192)	-0.0300 (-0.0455 to -0.0144)
	level2	-6.6277 (-6.9747 to -6.2807)	7.4828 (3.9856 to 10.9800)	-5.7067 (-10.499 to -0.9148)
	slope3	0.0021 (0.0005 to 0.0037)	-0.0632 (-0.0797 to -0.0467)	0.0046 (-0.0179 to 0.0272)
	Affordability	-0.1068 (-0.1092 to -0.1044)	0.0151 (-0.0089 to 0.0391)	-0.0153 (-0.0666 to 0.0361)
>25k	Intercept	13.6878 (13.4368 to 13.9388)	-9.7236 (-12.811 to -6.6364)	-1.1833 (-6.2690 to 3.9025)
	slope1	0.0125 (0.0121 to 0.0129)	0.0143 (0.0095 to 0.0190)	0.0047 (-0.0007 to 0.0101)
	level1	0.5589 (0.3969 to 0.7208)	0.6201 (-1.3722 to 2.6124)	-0.2177 (-2.5269 to 2.0915)
	slope2	-0.0032 (-0.0043 to -0.0020)	0.0015 (-0.0125 to 0.0156)	0.0016 (-0.0146 to 0.0178)
	level2	17.3089 (16.9579 to 17.6600)	4.5841 (0.2655 to 8.9026)	5.0661 (0.0959 to 10.0363)
	slope3	-0.1042 (-0.1058 to -0.1025)	-0.0235 (-0.0440 to -0.0030)	-0.0214 (-0.0450 to 0.0022)
	Affordability	-0.1320 (-0.1343 to -0.1296)	0.0855 (0.0561 to 0.1148)	0.0093 (-0.0446 to 0.0633)

Supplement Table 3e Standardized Coefficients (95% confidence intervals) for level and slope changes on three dependent variables by area of Great Britain (summarized in Figure 4e of paper)

Area	Independent variable	Mean ABV of beer	Grams of alcohol purchased within beer	Grams of alcohol purchased overall
South England	Intercept	15.0851 (14.6594 to 15.5109)	-10.744 (-14.353 to -7.1359)	9.4516 (3.9966 to 14.9067)
	slope1	0.0119 (0.0113 to 0.0125)	0.0123 (0.0073 to 0.0172)	0.0096 (0.0042 to 0.0149)
	level1	4.9291 (4.6984 to 5.1598)	1.6822 (-0.2733 to 3.6377)	3.2200 (1.0032 to 5.4368)
	slope2	-0.0316 (-0.0332 to -0.0300)	-0.0079 (-0.0216 to 0.0058)	-0.0221 (-0.0378 to -0.0065)
	level2	6.4156 (5.9210 to 6.9101)	8.4270 (4.2357 to 12.6184)	-3.2493 (-8.0533 to 1.5547)
	slope3	-0.0684 (-0.0708 to -0.0661)	-0.0488 (-0.0686 to -0.0290)	-0.0020 (-0.0248 to 0.0207)
	Affordability	-0.1487 (-0.1529 to -0.1444)	0.0975 (0.0617 to 0.1334)	-0.0979 (-0.1527 to -0.0431)
Mid England	Intercept	15.1188 (13.9018 to 16.3358)	-6.8273 (-9.9926 to -3.6619)	4.6812 (0.4278 to 8.9346)
	slope1	0.0151 (0.0132 to 0.0169)	0.0075 (0.0026 to 0.0124)	0.0142 (0.0092 to 0.0193)
	level1	2.2080 (1.4099 to 3.0062)	1.6405 (-0.4355 to 3.7164)	1.2195 (-0.8693 to 3.3082)
	slope2	-0.0053 (-0.0109 to 0.0003)	-0.0123 (-0.0269 to 0.0023)	-0.0019 (-0.0167 to 0.0128)
	level2	11.2956 (9.5624 to 13.0289)	6.9552 (2.4471 to 11.4633)	10.5672 (6.0630 to 15.0714)
	slope3	-0.0633 (-0.0715 to -0.0551)	-0.0449 (-0.0662 to -0.0236)	-0.0562 (-0.0776 to -0.0348)
	Affordability	-0.1738 (-0.1867 to -0.1609)	0.0702 (0.0367 to 0.1037)	-0.0542 (-0.0953 to -0.0132)
Wales	Intercept	10.5688 (10.3670 to 10.7707)	-5.6136 (-7.0918 to -4.1355)	1.6984 (0.1397 to 3.2572)
	slope1	-0.0115 (-0.0122 to -0.0109)	-0.0054 (-0.0099 to -0.0009)	-0.0256 (-0.0291 to -0.0221)
	level1	-5.8188 (-6.0780 to -5.5597)	-3.5790 (-5.4769 to -1.6812)	-1.9004 (-3.3707 to -0.4300)
	slope2	0.0360 (0.0342 to 0.0378)	0.0210 (0.0077 to 0.0344)	-0.0030 (-0.0134 to 0.0073)
	level2	12.6154 (12.0532 to 13.1777)	10.8352 (6.7182 to 14.9523)	-1.2597 (-4.4601 to 1.9407)
	slope3	-0.0348 (-0.0375 to -0.0321)	-0.0388 (-0.0583 to -0.0193)	0.0122 (-0.0030 to 0.0274)
	Affordability	-0.1267 (-0.1292 to -0.1242)	0.0749 (0.0566 to 0.0932)	-0.0018 (-0.0216 to 0.0180)
North England	Intercept	5.1873 (3.9921 to 6.3825)	-9.8251 (-12.808 to -6.8425)	6.1450 (1.0442 to 11.2457)
	slope1	0.0330 (0.0313 to 0.0347)	0.0160 (0.0117 to 0.0203)	0.0119 (0.0068 to 0.0169)
	level1	1.2605 (0.5236 to 1.9974)	0.8541 (-0.9849 to 2.6930)	-1.7120 (-3.8138 to 0.3899)
	slope2	0.0089 (0.0037 to 0.0140)	-0.0032 (-0.0161 to 0.0096)	0.0144 (-0.0004 to 0.0291)
	level2	10.0256 (8.4459 to 11.6053)	8.0203 (4.0782 to 11.9624)	3.9712 (-0.5922 to 8.5346)
	slope3	-0.0488 (-0.0562 to -0.0413)	-0.0447 (-0.0634 to -0.0261)	-0.0050 (-0.0267 to 0.0166)
	Affordability	-0.0716 (-0.0831 to -0.0601)	0.0900 (0.0612 to 0.1187)	-0.0707 (-0.1231 to -0.0182)
Scotland	Intercept	1.8890 (1.4742 to 2.3038)	-4.3141 (-6.1605 to -2.4677)	-4.0675 (-6.1548 to -1.9803)
	slope1	0.0363 (0.0353 to 0.0373)	-0.0024 (-0.0067 to 0.0020)	-0.0003 (-0.0034 to 0.0028)
	level1	5.1136 (4.6959 to 5.5313)	1.2579 (-0.6012 to 3.1170)	-0.3175 (-1.6613 to 1.0263)
	slope2	-0.0179 (-0.0209 to -0.0150)	-0.0096 (-0.0227 to 0.0035)	-0.0021 (-0.0116 to 0.0073)
	level2	2.5702 (1.6674 to 3.4731)	2.9179 (-1.1009 to 6.9366)	4.8517 (2.0679 to 7.6355)
	slope3	-0.0336 (-0.0379 to -0.0294)	-0.0285 (-0.0474 to -0.0095)	-0.0336 (-0.0468 to -0.0203)
	Affordability	-0.0366 (-0.0403 to -0.0329)	0.0430 (0.0265 to 0.0596)	0.0471 (0.0258 to 0.0684)



Supplement Figure 6 Mean alcohol by volume (ABV%) of new low and no alcohol products and reformulated products by week.