

## Appendix 2: Price elasticities

Table 1. Price elasticities of demand in full sample (n=623,459)

	High-sugar soft drinks	Medium-sugar soft drinks	Low-sugar soft drinks	Other soft drinks	Alcohol	Biscuits & cookies	Chocolate & conf.	Cake-type snacks	Savoury snacks	Meat & fish	Dairy & eggs	Fruit & vegetables	Rest food & drink
High-sugar soft drinks	<b>-0.77</b> [-0.85;-0.70]	-0.03 [-0.06;0]	<b>-0.11</b> [-0.19;-0.02]	-0.05 [-0.11;0.02]	<b>-0.19</b> [-0.24;-0.14]	0.02 [-0.07;0.10]	<b>-0.06</b> [-0.09;-0.04]	-0.02 [-0.11;0.06]	<b>0.22</b> [0.11;0.35]	<b>-0.29</b> [-0.41;-0.15]	<b>0.26</b> [0.18;0.34]	-0.08 [-0.17;0.01]	0 [-0.17;0.17]
Medium-sugar soft drinks	<b>-0.25</b> [-0.44;-0.06]	<b>-0.62</b> [-0.70;-0.55]	<b>-0.28</b> [-0.46;-0.10]	<b>-0.33</b> [-0.53;-0.16]	<b>-0.20</b> [-0.33;-0.06]	-0.19 [-0.44;0.03]	<b>-0.08</b> [-0.16;-0.02]	-0.06 [-0.28;0.14]	<b>-0.34</b> [-0.63;-0.07]	<b>1.10</b> [0.76;1.38]	<b>-0.22</b> [-0.43;-0.01]	<b>0.37</b> [0.13;0.60]	-0.08 [-0.51;0.41]
Low-sugar soft drinks	-0.01 [-0.06;0.05]	<b>-0.03</b> [-0.05;-0.01]	<b>-0.82</b> [-0.89;-0.76]	<b>-0.13</b> [-0.17;-0.09]	<b>-0.25</b> [-0.29;-0.21]	-0.02 [-0.08;0.05]	<b>-0.07</b> [-0.09;-0.05]	0 [-0.05;0.06]	-0.01 [-0.10;0.07]	0.05 [-0.04;0.14]	<b>0.15</b> [0.09;0.21]	<b>0.12</b> [0.07;0.19]	-0.04 [-0.18;0.08]
Other soft drinks	<b>0.11</b> [0.05;0.18]	<b>-0.05</b> [-0.07;-0.02]	0 [-0.08;0.05]	<b>-0.83</b> [-0.88;-0.77]	<b>-0.17</b> [-0.21;-0.12]	-0.02 [-0.10;0.05]	<b>-0.08</b> [-0.11;-0.06]	0.01 [-0.05;0.08]	0.06 [-0.04;0.17]	<b>-0.17</b> [-0.27;-0.07]	<b>0.13</b> [0.06;0.21]	0.03 [-0.04;0.10]	0.01 [-0.14;0.14]
Alcohol	-0.04 [-0.10;0.00]	<b>-0.03</b> [-0.05;-0.01]	-0.02 [-0.08;0.03]	<b>-0.10</b> [-0.14;-0.05]	<b>-0.90</b> [-0.94;-0.86]	<b>-0.06</b> [-0.13;-0.01]	<b>0.03</b> [0.01;0.05]	<b>0.08</b> [0.03;0.14]	<b>0.11</b> [0.04;0.19]	0.08 [-0.01;0.17]	0.02 [-0.03;0.08]	<b>-0.07</b> [-0.14;-0.01]	<b>-0.37</b> [-0.47;-0.25]
Biscuits & cookies	0 [-0.06;0.04]	-0.01 [-0.02;0.02]	<b>0.13</b> [0.08;0.19]	<b>0.05</b> [0.01;0.09]	<b>0.06</b> [0.02;0.10]	<b>-0.69</b> [-0.75;-0.64]	<b>-0.12</b> [-0.15;-0.09]	<b>-0.07</b> [-0.12;-0.02]	<b>0.13</b> [0.03;0.20]	<b>-0.18</b> [-0.28;-0.10]	-0.04 [-0.11;0.01]	0 [-0.06;0.07]	<b>-0.40</b> [-0.51;-0.27]
Chocolate & conf.	<b>0.08</b> [0.02;0.15]	0.02 [-0.01;0.04]	<b>0.16</b> [0.09;0.24]	0.01 [-0.04;0.07]	<b>0.07</b> [0.01;0.12]	<b>-0.17</b> [-0.26;-0.10]	<b>-0.74</b> [-0.78;-0.71]	<b>0.07</b> [0.01;0.13]	<b>0.27</b> [0.17;0.39]	<b>0.44</b> [0.30;0.54]	<b>-0.30</b> [-0.38;-0.22]	<b>-0.26</b> [-0.35;-0.19]	<b>-0.94</b> [-1.10;-0.77]
Cake-type snacks	-0.02 [-0.11;0.06]	0 [-0.03;0.03]	<b>0.17</b> [0.08;0.27]	0.09 [0;0.16]	-0.02 [-0.09;0.05]	<b>-0.23</b> [-0.33;-0.13]	<b>-0.16</b> [-0.19;-0.11]	<b>-0.66</b> [-0.78;-0.57]	<b>0.31</b> [0.14;0.44]	<b>-0.32</b> [-0.45;-0.14]	0.06 [-0.04;0.17]	-0.08 [-0.17;0.02]	-0.08 [-0.17;0.02]
Savoury snacks	0 [-0.05;0.04]	0.01 [0;0.03]	0 [-0.05;0.05]	-0.04 [-0.07;0]	-0.03 [-0.06;0]	-0.02 [-0.07;0.04]	<b>-0.03</b> [-0.05;-0.01]	-0.04 [-0.10;0.01]	<b>-0.75</b> [-0.82;-0.67]	-0.03 [-0.12;0.05]	0 [-0.05;0.05]	0 [-0.05;0.05]	<b>-0.23</b> [-0.32;-0.11]
Meat & fish	0 [-0.03;0.03]	0 [-0.01;0.01]	0.01 [-0.03;0.04]	0.01 [-0.01;0.04]	0.03 [0;0.05]	<b>-0.05</b> [-0.09;-0.01]	0 [-0.01;0.02]	-0.02 [-0.05;0]	-0.04 [-0.10;0.01]	<b>-0.76</b> [-0.81;-0.70]	<b>-0.12</b> [-0.15;-0.08]	<b>-0.08</b> [-0.12;-0.04]	-0.02 [-0.08;0.06]
Dairy & eggs	<b>0.03</b> [0.01;0.05]	-0.01 [-0.02;0]	0.01 [-0.01;0.03]	<b>0.04</b> [0.02;0.06]	0.01 [-0.01;0.02]	0.02 [0;0.05]	-0.01 [-0.03;0]	-0.01 [-0.04;0.01]	-0.02 [-0.06;0.02]	-0.03 [-0.06;0.02]	<b>-0.88</b> [-0.91;-0.85]	<b>-0.12</b> [-0.14;-0.09]	<b>-0.09</b> [-0.14;-0.03]
Fruit & veg	-0.01 [-0.03;0.02]	0.00 [-0.01;0.01]	0 [-0.03;0.02]	-0.01 [-0.03;0]	-0.02 [-0.04;0.01]	0.03 [0;0.06]	<b>-0.07</b> [-0.09;-0.06]	<b>-0.08</b> [-0.11;-0.06]	<b>0.07</b> [0.03;0.12]	<b>-0.10</b> [-0.14;-0.05]	-0.01 [-0.04;0.02]	<b>-0.60</b> [-0.63;-0.57]	-0.06 [-0.13;0.01]
Rest food & drink	-0.01 [-0.04;0.01]	0 [-0.01;0.01]	<b>-0.03</b> [-0.05;-0.01]	<b>0.04</b> [0.02;0.06]	0 [-0.01;0.02]	<b>0.04</b> [0.01;0.06]	<b>0.03</b> [0.02;0.04]	0 [-0.02;0.02]	<b>-0.13</b> [-0.16;-0.03]	<b>-0.1</b> [-0.14;-0.06]	-0.01 [-0.04;0.02]	-0.03 [-0.06;0]	<b>-0.66</b> [-0.71;-0.61]

Notes: Elasticities in bold indicate those where 95% confidence intervals do not include zero. Columns indicate the group of price change and rows indicate the group of demand change. High-sugar soft drinks: >8g of sugar/100ml; medium-sugar soft drinks: 5-8g of sugar/100ml; low-sugar soft drinks: <5g of sugar/100ml; other soft drinks: water, fruit juice with no added sugars and milk-based drinks.

**Table 2. Price elasticities of demand in low-income (annual household income £<20,000) sample (n=223,174)**

	High-sugar soft drinks	Medium-sugar soft drinks	Low-sugar soft drinks	Other soft drinks	Alcohol	Biscuits & cookies	Chocolate & conf.	Cake-type snacks	Savoury snacks	Meat & fish	Dairy & eggs	Fruit & vegetables	Rest food & drink
High-sugar soft drinks	<b>-0.84</b> [-1.00;-0.71]	-0.03 [-0.09;0.02]	<b>-0.15</b> [-0.27;-0.01]	0.00 [-0.11;0.12]	<b>-0.25</b> [-0.36;-0.16]	0.02 [-0.10;0.19]	-0.06 [-0.11;0]	-0.07 [-0.24;0.11]	0.17 [0;0.38]	-0.02 [-0.28;0.21]	<b>0.30</b> [0.15;0.44]	-0.07 [-0.24;0.10]	-0.08 [-0.43;0.23]
Medium-sugar soft drinks	<b>-0.33</b> [-0.68;-0.02]	<b>-0.57</b> [-0.69;-0.44]	-0.05 [-0.38;0.26]	<b>-0.31</b> [-0.62;-0.07]	-0.25 [-0.46;0]	-0.08 [-0.49;0.29]	-0.10 [-0.23;0.01]	-0.17 [-0.64;0.22]	-0.39 [-0.89;0.31]	<b>0.98</b> [0.39;1.46]	<b>-0.39</b> [-0.71;-0.03]	<b>0.43</b> [0.02;0.83]	-0.06 [-0.87;0.73]
Low-sugar soft drinks	0 [-0.10;0.09]	-0.02 [-0.05;0.02]	<b>-0.80</b> [-0.93;-0.70]	<b>-0.13</b> [-0.22;-0.05]	<b>-0.28</b> [-0.35;-0.21]	-0.01 [-0.13;0.10]	<b>-0.07</b> [-0.10;-0.03]	-0.03 [-0.15;0.06]	0.05 [-0.18;0.17]	0.03 [-0.16;0.21]	<b>0.14</b> [0.03;0.25]	<b>0.21</b> [0.10;0.33]	-0.14 [-0.44;0.06]
Other soft drinks	0.08 [-0.04;0.23]	-0.01 [-0.05;0.05]	<b>0.12</b> [0.01;0.25]	<b>-0.89</b> [-0.98;-0.80]	<b>-0.27</b> [-0.37;-0.17]	-0.08 [-0.22;0.08]	-0.06 [-0.11;-0.02]	0 [-0.12;0.13]	0.09 [-0.08;0.27]	<b>-0.27</b> [-0.51;-0.07]	<b>0.19</b> [0.05;0.32]	<b>0.26</b> [0.11;0.38]	-0.17 [-0.41;0.06]
Alcohol	-0.01 [-0.12;0.09]	-0.04 [-0.08;0]	0.01 [-0.06;0.11]	-0.05 [-0.14;0.02]	<b>-0.92</b> [-0.98;-0.85]	-0.04 [-0.15;0.06]	0.02 [-0.01;0.06]	-0.04 [-0.13;0.06]	<b>0.17</b> [0.05;0.33]	0.15 [-0.02;0.30]	0.12 [-0.01;0.21]	-0.08 [-0.17;0.06]	<b>-0.50</b> [-0.69;-0.28]
Biscuits & cookies	0.01 [-0.09;0.10]	-0.03 [-0.06;0]	0.07 [0;0.16]	0.04 [-0.03;0.11]	0 [-0.06;0.06]	<b>-0.74</b> [-0.85;-0.65]	<b>-0.13</b> [-0.17;-0.09]	-0.01 [-0.11;0.10]	0.12 [-0.02;0.26]	-0.16 [-0.30;0]	-0.03 [-0.12;0.07]	0.04 [-0.07;0.14]	<b>-0.34</b> [-0.60;-0.18]
Chocolate & conf.	0.08 [-0.03;0.19]	0.01 [-0.03;0.04]	<b>0.16</b> [0.04;0.25]	0.02 [-0.06;0.10]	0.07 [0;0.16]	<b>-0.27</b> [-0.40;-0.15]	<b>-0.73</b> [-0.79;-0.67]	0.02 [-0.09;0.15]	<b>0.19</b> [0.02;0.35]	<b>0.49</b> [0.31;0.67]	<b>-0.29</b> [-0.42;-0.16]	<b>-0.35</b> [-0.46;-0.21]	<b>-0.74</b> [-1.00;-0.48]
Cake-type snacks	-0.12 [-0.27;0.04]	-0.04 [-0.10;0.02]	<b>0.24</b> [0.09;0.39]	<b>0.14</b> [0.03;0.27]	-0.09 [-0.20;0.01]	-0.19 [-0.35;0.02]	<b>-0.15</b> [-0.23;-0.09]	<b>-0.71</b> [-0.85;-0.54]	<b>0.27</b> [0.06;0.47]	<b>-0.38</b> [-0.68;-0.11]	0.10 [-0.05;0.29]	-0.07 [-0.23;0.11]	<b>-0.44</b> [-0.83;-0.12]
Savoury snacks	0.02 [-0.07;0.09]	0.02 [-0.01;0.05]	-0.02 [-0.10;0.06]	0.02 [-0.05;0.08]	-0.03 [-0.10;0.02]	-0.02 [-0.11;0.07]	-0.03 [-0.08;0]	-0.07 [-0.16;0]	<b>-0.71</b> [-0.83;-0.59]	0 [-0.14;0.12]	-0.02 [-0.10;0.07]	-0.02 [-0.10;0.07]	<b>-0.27</b> [-0.48;-0.09]
Meat & fish	0.02 [-0.04;0.07]	0 [-0.02;0.02]	-0.01 [-0.06;0.04]	0.03 [-0.02;0.07]	<b>0.05</b> [0.01;0.09]	<b>-0.07</b> [-0.13;-0.01]	0.02 [0;0.05]	-0.01 [-0.06;0.06]	0.01 [-0.06;0.10]	<b>-0.80</b> [-0.90;-0.70]	<b>-0.15</b> [-0.21;-0.08]	<b>-0.11</b> [-0.17;-0.04]	-0.10 [-0.22;0.02]
Dairy & eggs	0.02 [-0.01;0.06]	-0.01 [-0.02;0.01]	-0.01 [-0.05;0.03]	0.03 [0;0.07]	0.02 [-0.01;0.05]	0.02 [-0.02;0.07]	-0.02 [-0.04;0.01]	0.01 [-0.03;0.06]	-0.05 [-0.10;0.02]	-0.07 [-0.13;0]	<b>-0.86</b> [-0.90;-0.81]	<b>-0.12</b> [-0.17;-0.08]	-0.05 [-0.15;0.05]
Fruit & veg	-0.03 [-0.08;0.01]	0 [-0.02;0.02]	0.02 [-0.02;0.07]	-0.03 [-0.06;0.01]	-0.02 [-0.06;0.02]	0.01 [-0.04;0.07]	<b>-0.09</b> [-0.12;-0.07]	<b>-0.08</b> [-0.13;-0.04]	<b>0.13</b> [0.05;0.20]	-0.08 [-0.16;0]	-0.03 [-0.09;0.02]	<b>-0.58</b> [-0.64;-0.53]	<b>-0.15</b> [-0.26;-0.04]
Rest food & drink	-0.01 [-0.04;0.04]	0.01 [-0.01;0.02]	<b>-0.05</b> [-0.1;-0.01]	0.01 [-0.02;0.05]	0.02 [0;0.05]	<b>0.06</b> [0.01;0.10]	<b>0.03</b> [0.01;0.05]	<b>0.05</b> [0.01;0.09]	-0.18 [-0.24;0]	<b>-0.12</b> [-0.18;-0.06]	-0.04 [-0.08;0.01]	-0.03 [-0.08;0.01]	<b>-0.57</b> [-0.66;-0.48]

Notes: Elasticities in bold indicate those where 95% confidence intervals do not include zero. Columns indicate the group of price change and rows indicate the group of demand change. High-sugar soft drinks: >8g of sugar/100ml; medium-sugar soft drinks: 5-8g of sugar/100ml; low-sugar soft drinks: <5g of sugar/100ml; other soft drinks: water, fruit juice with no added sugars and milk-based drinks.

**Table 3. Price elasticities of demand in mid-income (annual household income £20,000-£49,000) sample (n=305,841)**

	High-sugar soft drinks	Medium-sugar soft drinks	Low-sugar soft drinks	Other soft drinks	Alcohol	Biscuits & cookies	Chocolate & conf.	Cake-type snacks	Savoury snacks	Meat & fish	Dairy & eggs	Fruit & vegetables	Rest food & drink
High-sugar soft drinks	<b>-0.75</b> [-0.85;-0.64]	<b>-0.04</b> [-0.09;-0.01]	-0.06 [-0.16;0.04]	-0.07 [-0.17;0.02]	<b>-0.15</b> [-0.22;-0.06]	0.05 [-0.07;0.18]	<b>-0.07</b> [-0.11;-0.02]	-0.02 [-0.14;0.11]	<b>0.27</b> [0.10;0.42]	<b>-0.36</b> [-0.53;-0.17]	<b>0.20</b> [0.08;0.33]	-0.10 [-0.22;0.03]	0.01 [-0.27;0.22]
Medium-sugar soft drinks	-0.20 [-0.43;0.05]	<b>-0.67</b> [-0.78;-0.57]	<b>-0.51</b> [-0.74;-0.23]	<b>-0.36</b> [-0.60;-0.15]	-0.12 [-0.30;0.13]	-0.06 [-0.40;0.27]	<b>-0.10</b> [-0.20;-0.01]	0.00 [-0.27;0.27]	<b>-0.48</b> [-0.94;-0.11]	<b>1.24</b> [0.72;1.69]	-0.19 [-0.44;0.08]	<b>0.41</b> [0.10;0.76]	-0.06 [-0.77;0.55]
Low-sugar soft drinks	-0.01 [-0.08;0.06]	<b>-0.05</b> [-0.08;-0.02]	<b>-0.85</b> [-0.92;-0.77]	<b>-0.09</b> [-0.14;-0.02]	<b>-0.23</b> [-0.28;-0.18]	-0.01 [-0.09;0.07]	<b>-0.07</b> [-0.12;-0.04]	0.00 [-0.08;0.10]	-0.07 [-0.20;0.04]	<b>0.13</b> [0.01;0.25]	<b>0.16</b> [0.08;0.26]	0.07 [-0.02;0.15]	-0.01 [-0.14;0.17]
Other soft drinks	<b>0.11</b> [0.03;0.22]	<b>-0.06</b> [-0.10;-0.03]	0.02 [-0.07;0.12]	<b>-0.79</b> [-0.87;-0.73]	<b>-0.13</b> [-0.19;-0.07]	0.03 [-0.08;0.14]	<b>-0.07</b> [-0.11;-0.04]	-0.01 [-0.11;0.09]	0.03 [-0.10;0.18]	-0.13 [-0.25;0.06]	0.13 [0;0.22]	-0.04 [-0.14;0.06]	-0.02 [-0.23;0.20]
Alcohol	-0.04 [-0.12;0.03]	-0.02 [-0.05;0]	0.01 [-0.05;0.09]	<b>-0.13</b> [-0.20;-0.08]	<b>-0.91</b> [-0.95;-0.85]	-0.05 [-0.15;0.03]	0.03 [0;0.05]	<b>0.13</b> [0.05;0.21]	<b>0.13</b> [0.01;0.23]	0.04 [-0.08;0.17]	-0.04 [-0.11;0.04]	<b>-0.10</b> [-0.18;-0.02]	<b>-0.29</b> [-0.46;-0.14]
Biscuits & cookies	-0.01 [-0.08;0.07]	0 [-0.02;0.03]	<b>0.18</b> [0.11;0.25]	0.05 [0;0.11]	<b>0.09</b> [0.02;0.13]	<b>-0.67</b> [-0.75;-0.58]	<b>-0.11</b> [-0.15;-0.08]	<b>-0.11</b> [-0.18;-0.05]	<b>0.14</b> [0.03;0.24]	<b>-0.19</b> [-0.33;-0.08]	-0.06 [-0.16;0.01]	-0.01 [-0.09;0.08]	<b>-0.45</b> [-0.62;-0.29]
Chocolate & conf.	0.06 [-0.05;0.17]	0.01 [-0.02;0.04]	<b>0.21</b> [0.12;0.32]	0.02 [-0.07;0.09]	0.07 [0;0.14]	-0.07 [-0.18;0.03]	<b>-0.74</b> [-0.79;-0.69]	0.07 [-0.02;0.19]	<b>0.27</b> [0.12;0.42]	<b>0.41</b> [0.24;0.58]	<b>-0.30</b> [-0.42;-0.19]	<b>-0.20</b> [-0.31;-0.09]	<b>-1.03</b> [-1.32;-0.81]
Cake-type snacks	0.12 [-0.01;0.26]	0.05 [0;0.09]	<b>0.15</b> [0.03;0.26]	0.06 [-0.05;0.17]	0.01 [-0.09;0.09]	<b>-0.26</b> [-0.47;-0.13]	<b>-0.16</b> [-0.22;-0.11]	<b>-0.65</b> [-0.78;-0.49]	<b>0.25</b> [0.08;0.45]	<b>-0.24</b> [-0.42;-0.04]	-0.02 [-0.17;0.11]	<b>-0.16</b> [-0.31;-0.01]	<b>-0.55</b> [-0.82;-0.23]
Savoury snacks	-0.02 [-0.08;0.03]	0.01 [-0.01;0.04]	0.03 [-0.04;0.08]	<b>-0.06</b> [-0.11;-0.01]	-0.02 [-0.08;0.02]	-0.01 [-0.10;0.05]	-0.02 [-0.05;0.02]	-0.02 [-0.11;0.04]	<b>-0.75</b> [-0.84;-0.65]	-0.05 [-0.16;0.05]	-0.01 [-0.09;0.07]	-0.01 [-0.09;0.07]	<b>-0.23</b> [-0.35;-0.10]
Meat & fish	-0.01 [-0.05;0.03]	0.01 [0;0.03]	0.03 [-0.02;0.07]	0.01 [-0.03;0.04]	0.03 [0;0.06]	-0.05 [-0.10;0]	0 [-0.02;0.02]	<b>-0.05</b> [-0.11;-0.01]	-0.06 [-0.14;0]	<b>-0.75</b> [-0.81;-0.67]	<b>-0.12</b> [-0.17;-0.07]	<b>-0.08</b> [-0.13;-0.02]	0.04 [-0.05;0.14]
Dairy & eggs	0.03 [-0.01;0.06]	-0.01 [-0.02;0]	0.03 [-0.01;0.07]	<b>0.04</b> [0.01;0.06]	0 [-0.02;0.03]	0.03 [-0.01;0.07]	-0.01 [-0.03;0.01]	-0.03 [-0.07;0.01]	-0.02 [-0.09;0.03]	-0.01 [-0.07;0.04]	<b>-0.89</b> [-0.94;-0.84]	<b>-0.13</b> [-0.16;-0.08]	<b>-0.09</b> [-0.19;-0.01]
Fruit & veg	0.01 [-0.02;0.05]	0.01 [0;0.02]	-0.02 [-0.05;0.02]	-0.03 [-0.05;0]	0 [-0.03;0.02]	0.02 [-0.02;0.06]	<b>-0.06</b> [-0.08;-0.04]	<b>-0.08</b> [-0.12;-0.05]	0.05 [0;0.11]	<b>-0.12</b> [-0.18;-0.05]	0.02 [-0.02;0.06]	<b>-0.58</b> [-0.62;-0.54]	-0.04 [-0.12;0.04]
Rest food & drink	0 [-0.05;0.05]	0 [-0.01;0.02]	<b>-0.05</b> [-0.09;-0.03]	<b>0.05</b> [0.03;0.08]	-0.02 [-0.04;0.01]	0.01 [-0.03;0.05]	<b>0.03</b> [0.01;0.04]	0 [-0.04;0.03]	<b>-0.11</b> [-0.15;-0.03]	<b>-0.09</b> [-0.14;-0.04]	0.02 [-0.01;0.06]	-0.02 [-0.05;0.01]	<b>-0.7</b> [-0.76;-0.63]

Notes: Elasticities in bold indicate those where 95% confidence intervals do not include zero. Columns indicate the group of price change and rows indicate the group of demand change. High-sugar soft drinks: >8g of sugar/100ml; medium-sugar soft drinks: 5-8g of sugar/100ml; low-sugar soft drinks: <5g of sugar/100ml; other soft drinks: water, fruit juice with no added sugars and milk-based drinks.

**Table 4. Price elasticities of demand in high-income (annual household income > £50,000) sample (n=94,444)**

	High-sugar soft drinks	Medium-sugar soft drinks	Low-sugar soft drinks	Other soft drinks	Alcohol	Biscuits & cookies	Chocolate & conf.	Cake-type snacks	Savoury snacks	Meat & fish	Dairy & eggs	Fruit & veg	Rest food & drink
High-sugar soft drinks	<b>-0.60</b> [-0.76;-0.39]	-0.02 [-0.10;0.05]	<b>-0.26</b> [-0.46;-0.06]	-0.03 [-0.19;0.12]	<b>-0.18</b> [-0.30;-0.04]	0.03 [-0.18;0.33]	<b>-0.08</b> [-0.14;-0.01]	0.06 [-0.15;0.27]	<b>0.32</b> [0.03;0.58]	<b>-0.73</b> [-1.05;-0.34]	<b>0.31</b> [0.14;0.55]	-0.05 [-0.27;0.16]	0.19 [-0.34;0.60]
Medium-sugar soft drinks	-0.19 [-0.63;0.40]	<b>-0.57</b> [-0.72;-0.34]	0.01 [-0.42;0.46]	<b>-0.39</b> [-0.76;-0.02]	-0.26 [-0.66;0.03]	<b>-0.75</b> [-1.23;-0.13]	0.01 [-0.15;0.17]	-0.16 [-0.65;0.34]	-0.08 [-0.75;0.59]	<b>0.90</b> [0.24;1.70]	0.29 [-0.14;0.88]	0.12 [-0.43;0.72]	0.09 [-1.19;0.91]
Low-sugar soft drinks	-0.01 [-0.13;0.11]	-0.01 [-0.07;0.03]	<b>-0.78</b> [-0.94;-0.64]	<b>-0.23</b> [-0.33;-0.11]	<b>-0.22</b> [-0.29;-0.11]	-0.06 [-0.21;0.07]	<b>-0.05</b> [-0.11;-0.01]	0.07 [-0.07;0.22]	0.05 [-0.15;0.23]	-0.15 [-0.43;0.07]	0.13 [-0.02;0.27]	<b>0.16</b> [0.02;0.30]	0.14 [-0.15;0.41]
Other soft drinks	<b>0.13</b> [0.02;0.28]	<b>-0.06</b> [-0.11;-0.02]	-0.13 [-0.28;0.02]	<b>-0.83</b> [-0.96;-0.71]	-0.09 [-0.20;0.01]	-0.02 [-0.17;0.15]	<b>-0.13</b> [-0.21;-0.07]	0.09 [-0.05;0.25]	0.12 [-0.08;0.36]	-0.19 [-0.45;0.08]	0.01 [-0.14;0.18]	-0.11 [-0.27;0.11]	0.29 [-0.04;0.58]
Alcohol	-0.10 [-0.21;0.05]	-0.04 [-0.09;0]	-0.07 [-0.21;0.07]	-0.08 [-0.19;0.01]	<b>-0.82</b> [-0.93;-0.74]	-0.12 [-0.29;0.03]	0.04 [0;0.09]	0.11 [-0.05;0.25]	0.01 [-0.18;0.22]	0.11 [-0.10;0.30]	0.00 [-0.15;0.15]	-0.01 [-0.17;0.12]	-0.33 [-0.61;0]
Biscuits & cookies	0 [-0.14;0.12]	0.02 [-0.02;0.06]	<b>0.15</b> [0.03;0.28]	0.06 [-0.05;0.17]	0.06 [-0.03;0.15]	<b>-0.64</b> [-0.78;-0.50]	<b>-0.11</b> [-0.16;-0.04]	-0.07 [-0.23;0.07]	0.13 [-0.09;0.31]	<b>-0.19</b> [-0.43;-0.01]	0.02 [-0.10;0.20]	-0.12 [-0.26;0.08]	-0.35 [-0.62;0.01]
Chocolate & conf.	<b>0.19</b> [0.01;0.36]	0.05 [-0.02;0.13]	-0.01 [-0.19;0.23]	-0.01 [-0.15;0.15]	0.13 [0;0.27]	-0.18 [-0.39;0.01]	<b>-0.75</b> [-0.85;-0.66]	<b>0.27</b> [0.06;0.42]	<b>0.49</b> [0.24;0.72]	<b>0.41</b> [0.11;0.73]	<b>-0.30</b> [-0.48;-0.08]	<b>-0.22</b> [-0.44;-0.03]	<b>-1.10</b> [-1.44;-0.72]
Cake-type snacks	<b>-0.22</b> [-0.50;-0.01]	-0.08 [-0.16;0.02]	0.12 [-0.08;0.37]	-0.02 [-0.19;0.18]	0.12 [-0.05;0.30]	-0.25 [-0.52;0.02]	<b>-0.14</b> [-0.23;-0.04]	<b>-0.53</b> [-0.74;-0.25]	<b>0.70</b> [0.30;1.03]	-0.24 [-0.63;0.20]	0.25 [-0.06;0.51]	0.04 [-0.23;0.32]	<b>-1.18</b> [-1.71;-0.60]
Savoury snacks	0.03 [-0.07;0.16]	0.01 [-0.04;0.04]	-0.03 [-0.15;0.06]	-0.07 [-0.15;0.04]	-0.03 [-0.11;0.05]	-0.04 [-0.17;0.09]	<b>-0.07</b> [-0.13;-0.01]	-0.05 [-0.15;0.07]	<b>-0.83</b> [-0.98;-0.68]	-0.05 [-0.25;0.15]	0.08 [-0.06;0.21]	0.07 [-0.06;0.21]	-0.14 [-0.36;0.11]
Meat & fish	-0.01 [-0.10;0.06]	0 [-0.03;0.02]	0.01 [-0.07;0.09]	0 [-0.07;0.05]	-0.01 [-0.07;0.04]	0 [-0.07;0.08]	-0.01 [-0.04;0.03]	0.01 [-0.08;0.07]	-0.11 [-0.24;0.01]	<b>-0.70</b> [-0.81;-0.57]	-0.06 [-0.14;0.03]	-0.04 [-0.12;0.05]	-0.02 [-0.17;0.14]
Dairy & eggs	0.02 [-0.05;0.07]	0 [-0.02;0.02]	0.01 [-0.04;0.06]	0.04 [-0.01;0.10]	-0.02 [-0.06;0.03]	-0.01 [-0.07;0.06]	-0.03 [-0.06;0]	0 [-0.05;0.08]	-0.02 [-0.12;0.08]	0.02 [-0.06;0.12]	<b>-0.93</b> [-1.01;-0.86]	<b>-0.09</b> [-0.17;-0.03]	<b>-0.23</b> [-0.39;-0.06]
Fruit & veg	0 [-0.06;0.07]	-0.02 [-0.04;0]	0.01 [-0.06;0.07]	0.04 [-0.01;0.09]	-0.03 [-0.07;0.01]	<b>0.09</b> [0.02;0.15]	<b>-0.06</b> [-0.10;-0.03]	<b>-0.08</b> [-0.15;-0.01]	0.03 [-0.06;0.12]	-0.08 [-0.19;0.03]	-0.03 [-0.11;0.06]	<b>-0.69</b> [-0.75;-0.58]	0.07 [-0.12;0.21]
Rest food & drink	-0.02 [-0.05;0.09]	0.01 [-0.01;0.03]	0.01 [-0.04;0.07]	0.03 [-0.01;0.07]	-0.01 [-0.05;0.02]	0.05 [-0.02;0.11]	0.04 [0;0.06]	<b>-0.06</b> [-0.12;-0.01]	<b>-0.1</b> [-0.18;-0.01]	<b>-0.1</b> [-0.19;-0.01]	-0.02 [-0.08;0.05]	-0.06 [-0.13;0]	<b>-0.7</b> [-0.83;-0.58]

Notes: Elasticities in bold indicate those where 95% confidence intervals do not include zero. Columns indicate the group of price change and rows indicate the group of demand change. High-sugar soft drinks: >8g of sugar/100ml; medium-sugar soft drinks: 5-8g of sugar/100ml; low-sugar soft drinks: <5g of sugar/100ml; other soft drinks: water, fruit juice with no added sugars and milk-based drinks.