

| Table A1. Bars Purchased: Mean (Standard Deviation) n=103 | | | |
|---|-------------------|-----------------|-----------------|
| | Subsidy Condition | | |
| Price | (1) None | (2) Match | (3) Rebate |
| 0.50 | 1.70 (1.76) | | |
| 0.33 | 2.76* (3.24) | 3.32* (3.18) | 2.38* (2.50) |
| 0.25 | 4.09* (4.20) | 4.47* (4.22) | 3.11* (2.75) |

* indicates that mean purchases in the cell exceed purchases in the preceding row ($p < .05$, one tailed test).

| Table 2 - t-tests results for Paired Differences, <i>p</i> -Values n=103 (Higher average) | | | |
|---|---------------|---------------|---------------|
| Price | (1) | (2) | (3) |
| | N v. M | N v. R | M v. R |
| 0.33 | 0.0258 (M) | 0.0654 (N) | 0.0004 (M) |
| 0.25 | 0.0703 (M) | 0.0012 (N) | 0.0000 (M) |

^a N denotes that neither subsidy is in effect, M denotes that a matching subsidy is in effect, and R denotes that a rebate subsidy is in effect.

