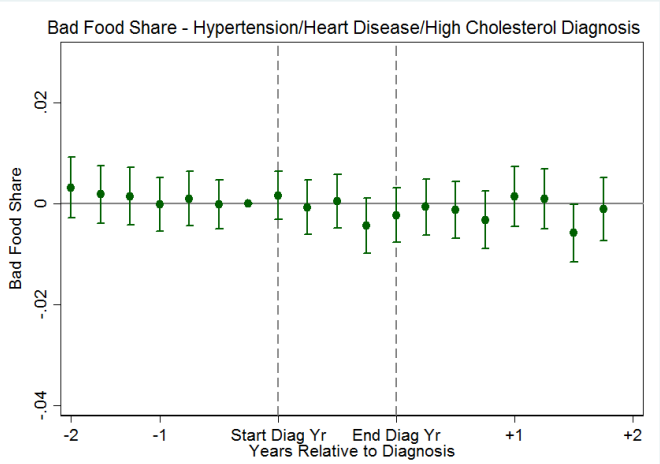
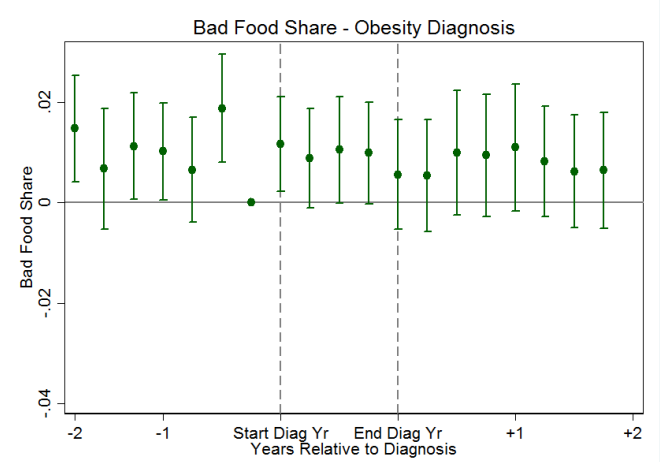
Figure 1: **Effects of Diagnosis on Diet**

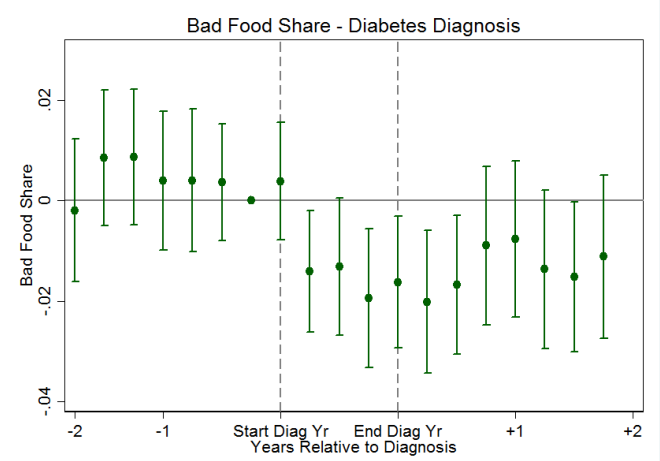
Panel A: Hypertension Diagnosis



Panel B: Obesity Diagnosis



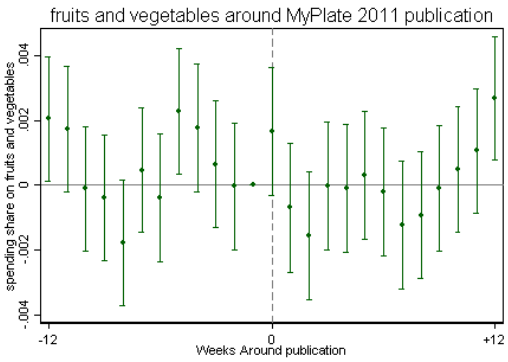
Panel C: Diabetes Diagnosis



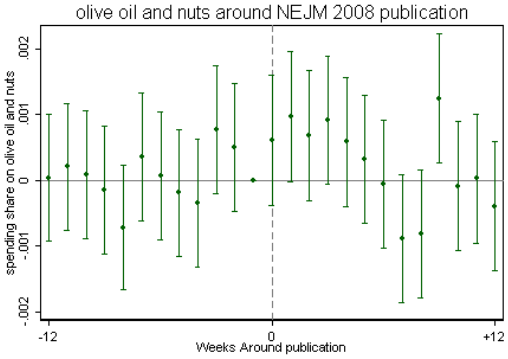
Notes: This figure shows the effect of diagnosis on purchase behavior for three diseases. The purchase behavior considered here is the share of expenditure in unhealthy foods (soft drinks, soda, fruit drinks and ades, sugar, sweets and candy). Parallel figures for healthy food purchases and nutrient ratio appear in the Appendix Figures A1 and A2. The coefficients are derived from the regression specified in Equation (1). The diagnosis year refers to the year during which the person reports diagnosis; we do not see more detailed timing than this.

Figure 2: **Response to Policy, Diet Studies**

Panel A: My Plate Study



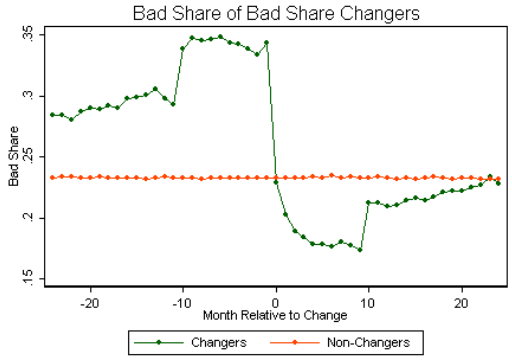
Panel B: Research Findings on Mediterranean Diet



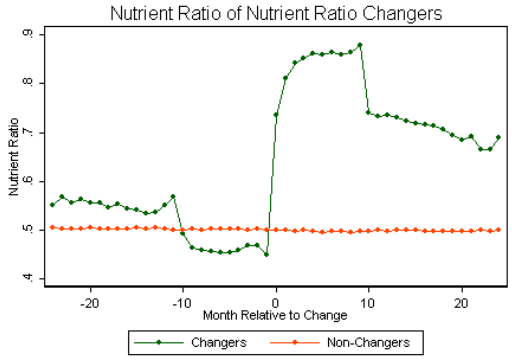
Notes: This figure shows the effect of government information policy (Panel A) and research findings (Panel B) on dietary choices. The outcome in Panel A is purchases of all fruits and vegetables, which was the focus of the initial messaging around MyPlate. The outcome in Panels B is purchase of olive oil and nuts, which are emphasized as key components of the Mediterranean diet. All three studies included find substantial health benefits of this type of diet.

Figure 3: **Changes in Diet Share for Identified Changer Households**

Panel A: Unhealthy Share Changers



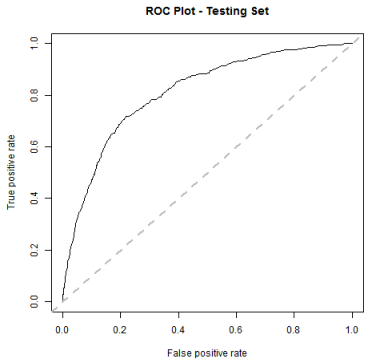
Panel B: Nutrient Ratio Changers



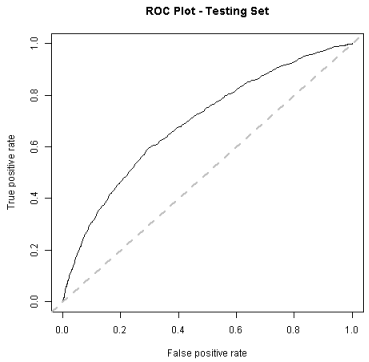
Notes: This figure shows the trend in the share of expenditures on unhealthy foods for households identified as "large changers" and those who are not. In Panel A the large changers are identified by having a reduction in the unhealthy expenditure share of at least 2.5 percentage points over the 20 months surrounding the change period. In Panel B the large changers are identified by having an increase in the nutrient ratio of at least 0.06 over the 20 months surrounding the change period.

Figure 4: **Random Forest Output: Prediction Quality**

Panel A: Unhealthy Share Changers



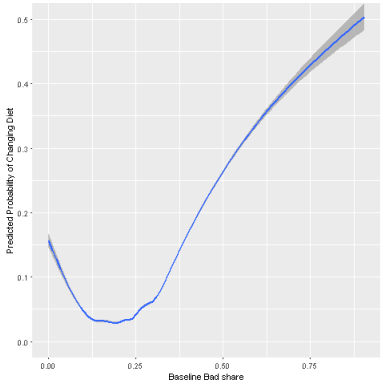
Panel B: Nutrient Ratio Changers



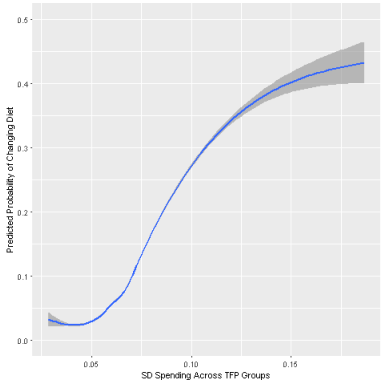
Notes: This figure shows the ROC curves from the random forest algorithm. In Panel A the large changers are identified by having a reduction in the unhealthy expenditure share of at least 2.5 percentage points over the 20 months surrounding the change period. In Panel B the large changers are identified by having an increase in the nutrient ratio of at least 0.06 over the 20 months surrounding the change period. The full list of features used in the random forest appears in Appendix B.

Figure 5: **Partial Dependence Plots for Unhealthy Changers**

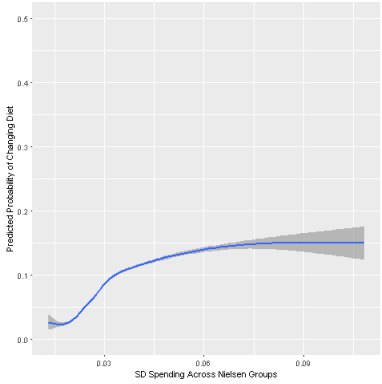
Panel A: Role of Baseline Unhealthy Share



Panel B: Role of Baseline Diet Concentration (TFP Groups)



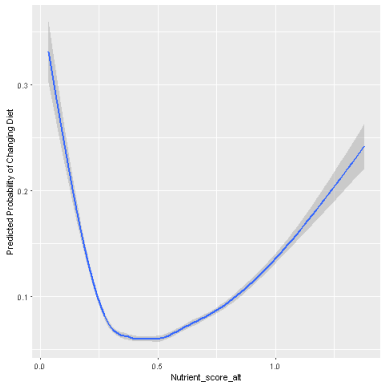
Panel C: Role of Baseline Diet Concentration (Nielsen Groups)



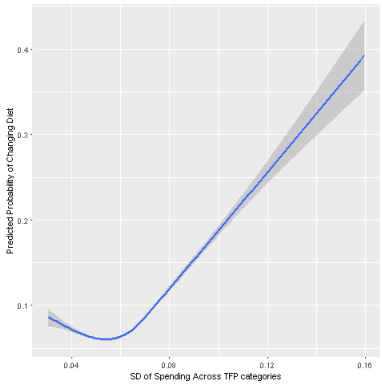
Notes: This figure shows the partial dependence plots for the prediction of change along the unhealthy food share dimension. These plots are generated as described in Jones and Linder (2015), see Appendix B. The plots capture the partial dependence between each feature and the outcome, averaging over the characteristics which appear in the data alongside that feature.

Figure 6: **Partial Dependence Plots for Nutrient Ratio Changers**

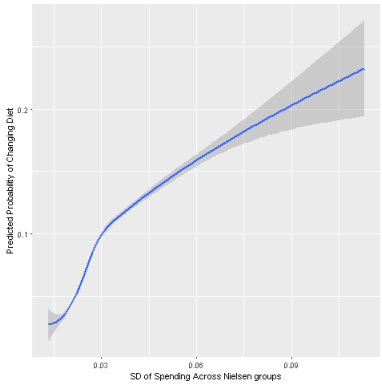
Panel A: Role of Baseline Nutrient Ratio



Panel B: Role of Baseline Diet Concentration (TFP Groups)



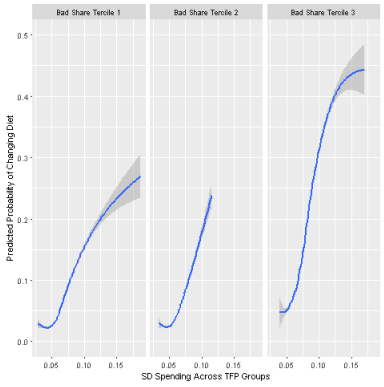
Panel C: Role of Baseline Diet Concentration (Nielsen Groups)



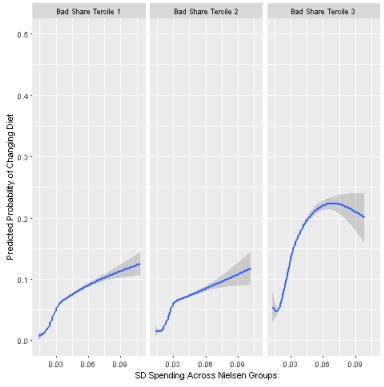
Notes: This figure shows the partial dependence plots for the prediction of change along the nutrient ratio dimension. These plots are generated as described in Jones and Linder (2015), see Appendix B. The plots capture the partial dependence between each feature and the outcome, averaging over the characteristics which appear in the data alongside that feature.

Figure 7: **Interaction Plots for Unhealthy Changers**

Panel A: Baseline Share and TFP Concentration



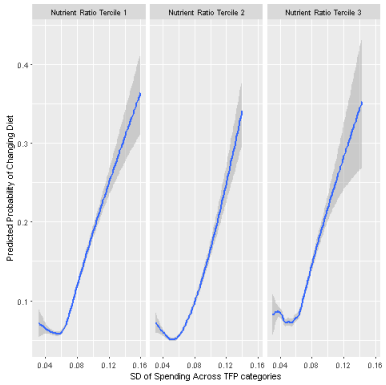
Panel B: Baseline Share and Nielsen Group Concentration



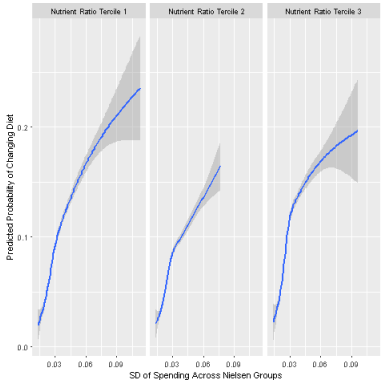
Notes: This figure shows the interacted partial dependence plots for the prediction of change along the unhealthy food share dimension. These plots are generated as described in Jones and Linder (2015), see Appendix B. The plots capture the partial dependence between diet concentration and the outcome, averaging over the characteristics which appear in the data alongside that feature. The relationships are further disaggregated across terciles of the baseline unhealthy share.

Figure 8: **Interaction Plots for Nutrient Ratio Changers**

Panel A: Baseline Nutrient Ratio and TFP Concentration



Panel B: Baseline Nutrient Ratio and Nielsen Group Concentration



Notes: This figure shows the interacted partial dependence plots for the prediction of change along the nutrient ratio dimension. These plots are generated as described in Jones and Linder (2015), see Appendix B. The plots capture the partial dependence between diet concentration and the outcome, averaging over the characteristics which appear in the data alongside that feature. The relationships are further dis-aggregated across terciles of the baseline nutrient ratio.