

# Online Appendix for Effects of Product Availability: Experimental Evidence

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# 1 Overview Notes

There are five sections in this appendix. The first section provides the full set of results for section 3.1 of the paper (nonparametric substitution patterns), sorted by level change in sales. The third section provides the full set of results for section 3.2 of the paper (nonparametric retailer profit impacts by product); all tables are sorted by level change in sales. The fourth and fifth sections provide the full set of results for section 5.1 of the paper (predicted and actual sales); the fourth section provides results for the nested logit model and the fifth section provides results for the random-coefficients model. The sixth section provides the full set of results for section 6 of the paper (simulating stockout events). Notes for each set of tables are included here.

## 2 Table Notes

Each set of tables uses an experiment number and site number for each implementation. Experiments are as follows: 1 - Snickers, 2 - Zoo Animal Crackers, 3 - Doritos, 4 - Peanut M&Ms, 5 - Cheetos, 6 - Chocolate Chip Famous Amos, 9 - Doritos + Cheetos, 10 - Snickers + Peanut M&Ms. Individual sites retain the same numbering as in the paper; site 1 is the total across sites. Two tables are unpopulated in each set. These correspond to the two unsuccessful runs at which the driver at one site forgot to remove the focal product. (See section 2.2 of the paper.)

### 2.1 Nonparametric Substitution Patterns (Section 3.1 of the paper)

Table notes are as follows: Control weeks are selected through nearest-neighbor matching using four control observations for each treatment week. Percentiles are relative to the full distribution of control weeks. The first table matches table 3 in the paper.

### 2.2 Nonparametric Retailer Profit Impacts (Section 3.2 of the paper)

Table notes are as follows: Retail margin is reported in cents per unit. Difference in vends is reported in units per week, and difference in profits is reported in dollars per week. A typo in the header for the last column incorrectly specifies “revenues” instead of variable profits. The first table matches table 6 in the paper.

### 2.3 Predicted Sales During Treatment and Matched Control Weeks (Section 5.1 of the paper)

Table notes are as follows: Products are sorted by percentage change in actual values. Predicted results report sales during the treatment weeks and control weeks using the parameters estimated in the baseline random-coefficients logit model. Just as for the actual data, predicted vends of the focal product result from the assignment of service visits to weeks. The first table for each model matches table 9 (nested logit) and 10 (random coefficients) in the paper.

Two additional details (relative to tables 9 and 10 in the paper) are provided in these tables at the individual site locations. The first is the change in the estimate of  $\exp(\delta_{jt})$  between the treatment and control periods for assorted products, which we report for each assorted class in parentheses after the product class name. We sum over the  $\exp(\delta_{jt})$  of the component products in each assorted class, and we report the difference between this sum for treatment weeks and control weeks. Thus, we report:

$$\sum_{j \in T} \exp \delta_{jt} - \sum_{j \in C} \exp \delta_{jt}$$

where  $T$  denotes the treatment period and  $C$  the control period. While there is no obvious theoretical underpinning for this difference, the hope is that it captures some information about the change in the inclusive value of the products carried in the treatment period vs. the control period. Thus, a large positive value should reflect the fact that more highly-valued products comprise the assorted class in the treatment period, relative to the matched control period.

The second detail in these tables is the change in average availability for each product, which is reported under the heading  $\Delta AV$  next to the product class names. This number appears for any product where there is a change in availability between the treatment and control weeks at a site. The difference that we report for product  $j$  is simply the estimated fraction of consumers for whom product  $j$  was available during the treatment period, less the estimated fraction of consumers for whom product  $j$  was available during the matched control period. Thus, a positive number indicates that the product was more readily available to consumers during the treatment period (relative to the matched control period).

## 2.4 Simulated Effects of a Stockout Event (Section 6 of the paper)

Table notes are as follows: The left panel reports the change in sales for each product of a simulated removal of Snickers. The simulated profit change of each product for the downstream firm is reported in the right panel. The first table matches table 13 in the paper.

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Peanut M&Ms	359.9	73.6	478.3	99.4	118.4	32.9
Twix Caramel	187.6	55.3	297.1	100.0	109.5	58.4
Assorted Chocolate	334.8	66.7	398.0	95.0	63.2	18.9
Assorted Energy	571.9	63.5	616.2	76.7	44.3	7.8
Zoo Animal Cracker	209.1	78.6	243.7	98.1	34.6	16.5
Salted Peanuts	187.9	70.4	216.3	93.7	28.4	15.1
Choc Chip Famous Amos	171.6	71.7	193.1	95.0	21.5	12.5
Ruger Vanilla Wafer	107.3	59.7	127.9	78.6	20.6	19.1
Assorted Candy	215.8	43.4	229.6	60.4	13.7	6.4
Assorted Potato Chips	279.6	64.2	292.4	66.7	12.8	4.6
Assorted Pretzels	548.3	87.4	557.7	88.7	9.4	1.7
Raisinets	133.3	66.0	139.4	74.2	6.1	4.6
Cheetos	262.2	60.1	260.5	58.2	-1.8	-0.7
Grandmas Choc Chip	77.9	51.3	72.5	37.8	-5.4	-7.0
Doritos	215.4	54.1	203.1	39.6	-12.3	-5.7
Assorted Cookie	180.3	61.0	162.4	48.4	-17.9	-10.0
Skittles	100.1	62.9	75.1	30.2	-25.1	-25.0
Assorted Salty Snack	1382.8	56.0	1276.2	23.3	-106.7	-7.7
Snickers	323.4	50.3	2.0	1.3	-321.4	-99.4
Total	5849.6	74.2	5841.3	73.0	-8.3	-0.1
<i>Shares</i>						
Peanut M&Ms	6.2	60.4	8.2	100.0	2.0	33.1
Twix Caramel	3.2	41.5	5.1	96.9	1.9	58.6
Assorted Chocolate	5.7	53.5	6.8	96.9	1.1	19.0
Assorted Energy	9.8	49.1	10.5	75.5	0.8	7.9
Zoo Animal Cracker	3.6	65.4	4.2	98.1	0.6	16.7
Salted Peanuts	3.2	56.6	3.7	89.9	0.5	15.3
Choc Chip Famous Amos	2.9	64.8	3.3	90.6	0.4	12.7
Ruger Vanilla Wafer	1.8	51.6	2.2	74.8	0.4	19.3
Assorted Candy	3.7	35.8	3.9	49.7	0.2	6.5
Assorted Potato Chips	4.8	62.9	5.0	63.5	0.2	4.7
Assorted Pretzels	9.4	75.5	9.5	82.4	0.2	1.9
Raisinets	2.3	58.5	2.4	67.9	0.1	4.7
Cheetos	4.5	38.0	4.5	36.1	-0.0	-0.5
Grandmas Choc Chip	1.3	39.7	1.2	23.1	-0.1	-6.8
Doritos	3.7	37.7	3.5	20.8	-0.2	-5.6
Assorted Cookie	3.1	55.3	2.8	44.0	-0.3	-9.8
Skittles	1.7	56.6	1.3	20.1	-0.4	-24.9
Assorted Salty Snack	23.6	32.7	21.8	4.4	-1.8	-7.6
Snickers	5.5	44.0	0.0	0.6	-5.5	-99.4
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 1: Product Statistics for Experiment 1 at Site 1

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Peanut M&Ms	88.0	55.0	138.5	100.0	50.5	57.4
Twix Caramel	23.6	56.1	39.1	94.2	15.5	65.9
Assorted Candy	67.5	46.5	82.8	69.0	15.3	22.7
Assorted Chocolate	94.8	75.5	108.8	92.3	14.0	14.7
Salted Peanuts	38.9	35.6	52.0	83.7	13.2	33.8
Zoo Animal Cracker	61.8	71.2	74.7	94.8	13.0	21.0
Ruger Vanilla Wafer	15.5	40.3	24.9	86.4	9.5	61.4
Raisinets	17.2	49.0	23.6	81.9	6.4	37.4
Assorted Pretzels	177.5	82.6	183.0	91.0	5.5	3.1
Assorted Potato Chips	62.6	68.4	63.1	70.3	0.6	0.9
Grandmas Choc Chip	11.7	52.9	12.2	60.0	0.5	4.0
Cheetos	73.5	55.3	73.8	57.3	0.3	0.4
Assorted Energy	112.7	68.4	112.0	67.7	-0.7	-0.7
Doritos	56.9	32.2	55.5	28.3	-1.4	-2.4
Choc Chip Famous Amos	44.6	69.9	43.0	61.4	-1.6	-3.6
Assorted Cookie	51.0	55.5	47.6	45.8	-3.3	-6.5
Skittles	11.6	43.2	7.6	25.8	-4.0	-34.5
Assorted Salty Snack	366.4	49.7	353.6	39.4	-12.9	-3.5
Snickers	90.1	62.7	0.0	0.7	-90.1	-100.0
Total	1465.7	58.1	1495.9	73.5	30.2	2.1
<i>Shares</i>						
Peanut M&Ms	6.0	48.3	9.3	100.0	3.3	54.2
Twix Caramel	1.6	48.4	2.6	93.5	1.0	62.6
Assorted Candy	4.6	40.0	5.5	65.8	0.9	20.2
Assorted Chocolate	6.5	78.1	7.3	90.3	0.8	12.4
Salted Peanuts	2.7	25.9	3.5	74.8	0.8	31.1
Zoo Animal Cracker	4.2	65.4	5.0	92.8	0.8	18.5
Ruger Vanilla Wafer	1.1	35.7	1.7	85.7	0.6	58.1
Raisinets	1.2	45.8	1.6	76.1	0.4	34.6
Assorted Pretzels	12.1	74.8	12.2	76.1	0.1	1.0
Assorted Potato Chips	4.3	69.0	4.2	67.1	-0.0	-1.1
Grandmas Choc Chip	0.8	49.0	0.8	51.0	0.0	1.9
Cheetos	5.0	40.7	4.9	35.3	-0.1	-1.6
Assorted Energy	7.7	61.9	7.5	57.4	-0.2	-2.7
Doritos	3.9	23.0	3.7	15.8	-0.2	-4.4
Choc Chip Famous Amos	3.0	68.0	2.9	51.0	-0.2	-5.5
Assorted Cookie	3.5	51.6	3.2	33.5	-0.3	-8.4
Skittles	0.8	37.4	0.5	21.9	-0.3	-35.8
Assorted Salty Snack	25.0	30.3	23.6	11.6	-1.4	-5.5
Snickers	6.1	55.6	0.0	0.7	-6.1	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 2: Product Statistics for Experiment 1 at Site 93

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Chocolate	62.2	46.8	101.4	96.1	39.2	63.1
Twix Caramel	51.6	48.7	85.3	100.0	33.7	65.4
Peanut M&Ms	88.3	59.1	118.9	92.6	30.6	34.6
Assorted Potato Chips	65.9	39.6	78.2	64.9	12.3	18.7
Assorted Pretzels	95.1	58.4	101.0	71.4	5.9	6.2
Choc Chip Famous Amos	41.6	54.2	47.2	81.7	5.6	13.5
Salted Peanuts	35.5	53.7	40.0	70.1	4.6	12.8
Ruger Vanilla Wafer	38.6	66.9	42.9	74.0	4.3	11.1
Assorted Energy	139.6	75.3	141.9	76.6	2.3	1.7
Cheetos	65.5	56.3	65.6	57.0	0.0	0.1
Doritos	54.4	56.6	54.2	55.3	-0.2	-0.3
Grandmas Choc Chip	25.4	42.9	23.0	25.3	-2.4	-9.5
Skittles	31.7	66.2	27.9	53.2	-3.8	-12.0
Zoo Animal Cracker	35.8	73.9	30.5	51.0	-5.4	-14.9
Assorted Candy	34.8	50.6	29.3	31.8	-5.5	-15.9
Raisinets	43.1	72.7	35.2	53.9	-7.9	-18.3
Assorted Cookie	21.4	58.4	12.1	13.6	-9.3	-43.5
Assorted Salty Snack	322.3	68.8	288.8	44.8	-33.4	-10.4
Snickers	69.7	39.7	0.0	0.7	-69.7	-100.0
Total	1322.4	61.0	1323.4	62.3	1.0	0.1
<i>Shares</i>						
Assorted Chocolate	4.7	44.2	7.7	99.4	3.0	63.0
Twix Caramel	3.9	34.4	6.4	97.4	2.5	65.2
Peanut M&Ms	6.7	59.1	9.0	100.0	2.3	34.5
Assorted Potato Chips	5.0	42.9	5.9	59.1	0.9	18.6
Assorted Pretzels	7.2	39.6	7.6	55.2	0.4	6.1
Choc Chip Famous Amos	3.1	49.7	3.6	69.3	0.4	13.4
Salted Peanuts	2.7	38.8	3.0	49.3	0.3	12.8
Ruger Vanilla Wafer	2.9	62.3	3.2	74.0	0.3	11.0
Assorted Energy	10.6	73.4	10.7	74.7	0.2	1.6
Cheetos	5.0	45.0	5.0	44.4	-0.0	-0.0
Doritos	4.1	55.9	4.1	55.3	-0.0	-0.4
Grandmas Choc Chip	1.9	35.7	1.7	18.8	-0.2	-9.5
Skittles	2.4	63.6	2.1	45.5	-0.3	-12.0
Zoo Animal Cracker	2.7	66.0	2.3	41.8	-0.4	-15.0
Assorted Candy	2.6	47.4	2.2	26.6	-0.4	-16.0
Raisinets	3.3	75.3	2.7	45.5	-0.6	-18.4
Assorted Cookie	1.6	60.4	0.9	11.7	-0.7	-43.5
Assorted Salty Snack	24.4	53.9	21.8	12.3	-2.5	-10.4
Snickers	5.3	28.5	0.0	0.7	-5.3	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 3: Product Statistics for Experiment 1 at Site 5055

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Twix Caramel	12.3	42.9	24.0	96.1	11.7	94.5
Assorted Energy	49.4	63.6	58.0	84.4	8.6	17.3
Zoo Animal Cracker	15.7	48.3	24.0	85.1	8.3	52.5
Assorted Pretzels	57.7	61.0	62.7	72.7	5.0	8.6
Raisinets	8.8	51.3	13.3	80.5	4.5	51.3
Assorted Cookie	21.3	46.8	24.7	57.1	3.4	15.8
Cheetos	13.8	48.3	16.0	66.7	2.2	15.6
Assorted Chocolate	24.0	62.3	26.0	68.8	2.0	8.5
Doritos	17.7	68.7	18.0	71.3	0.3	1.9
Assorted Potato Chips	20.6	62.3	20.7	63.6	0.1	0.5
Choc Chip Famous Amos	11.1	55.3	11.0	50.3	-0.1	-1.2
Ruger Vanilla Wafer	2.8	65.6	2.3	61.0	-0.5	-17.6
Grandmas Choc Chip	4.5	73.4	3.7	64.3	-0.8	-17.8
Salted Peanuts	8.1	74.3	5.7	37.9	-2.5	-30.4
Skittles	7.1	69.5	3.7	20.8	-3.4	-48.3
Peanut M&Ms	25.6	69.6	20.0	42.6	-5.6	-22.0
Assorted Candy	30.6	70.8	24.7	47.4	-5.9	-19.4
Assorted Salty Snack	82.8	37.0	63.3	9.1	-19.5	-23.5
Snickers	24.1	73.0	0.0	1.0	-24.1	-100.0
Total	438.1	61.7	421.7	44.8	-16.4	-3.8
<i>Shares</i>						
Twix Caramel	2.8	37.7	5.7	97.4	2.9	102.0
Assorted Energy	11.3	54.5	13.8	89.6	2.5	21.9
Zoo Animal Cracker	3.6	45.7	5.7	86.8	2.1	58.5
Assorted Pretzels	13.2	55.2	14.9	73.4	1.7	12.9
Raisinets	2.0	48.7	3.2	82.5	1.2	57.2
Assorted Cookie	4.9	40.9	5.8	57.8	1.0	20.3
Cheetos	3.2	43.5	3.8	66.7	0.6	20.1
Assorted Chocolate	5.5	57.8	6.2	74.0	0.7	12.7
Doritos	4.0	62.0	4.3	66.7	0.2	5.9
Assorted Potato Chips	4.7	57.8	4.9	62.3	0.2	4.5
Choc Chip Famous Amos	2.5	48.7	2.6	51.3	0.1	2.7
Ruger Vanilla Wafer	0.6	68.2	0.6	59.1	-0.1	-14.4
Grandmas Choc Chip	1.0	71.4	0.9	63.0	-0.1	-14.6
Salted Peanuts	1.9	66.4	1.3	38.6	-0.5	-27.7
Skittles	1.6	61.0	0.9	22.7	-0.7	-46.3
Peanut M&Ms	5.8	68.9	4.7	43.2	-1.1	-18.9
Assorted Candy	7.0	65.6	5.8	44.2	-1.1	-16.3
Assorted Salty Snack	18.9	25.3	15.0	4.5	-3.9	-20.5
Snickers	5.5	67.1	0.0	1.0	-5.5	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 4: Product Statistics for Experiment 1 at Site 5655

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Twix Caramel	13.6	67.9	23.1	97.4	9.5	69.7
Salted Peanuts	9.9	60.3	18.0	98.1	8.1	82.1
Assorted Candy	27.7	60.3	35.4	89.1	7.7	27.8
Raisinets	4.3	52.6	8.5	94.6	4.2	97.1
Assorted Salty Snack	82.7	55.1	85.3	62.2	2.5	3.1
Assorted Cookie	13.3	64.1	15.3	76.3	2.0	15.0
Assorted Energy	51.7	46.8	53.6	51.9	2.0	3.8
Assorted Potato Chips	12.1	55.4	12.8	62.8	0.7	5.8
Assorted Pretzels	17.1	75.6	17.4	77.6	0.3	1.7
Doritos	14.4	61.3	14.5	63.9	0.1	1.0
Assorted Chocolate	20.1	62.2	20.1	62.8	0.0	0.1
Cheetos	10.8	46.8	10.8	46.1	-0.0	-0.4
Choc Chip Famous Amos	9.4	60.0	9.2	57.4	-0.1	-1.1
Ruger Vanilla Wafer	7.8	59.6	6.4	45.5	-1.5	-18.6
Peanut M&Ms	20.7	83.8	17.4	63.6	-3.4	-16.2
Skittles	8.3	68.6	3.5	15.4	-4.8	-57.8
Zoo Animal Cracker	14.9	54.2	10.0	16.1	-4.9	-32.7
Snickers	14.9	53.2	2.0	2.2	-12.9	-86.6
Total	353.5	67.9	363.1	76.3	9.6	2.7
<i>Shares</i>						
Twix Caramel	3.9	55.8	6.4	96.2	2.5	65.2
Salted Peanuts	2.8	51.3	5.0	96.8	2.2	77.3
Assorted Candy	7.8	51.3	9.7	83.3	1.9	24.4
Raisinets	1.2	48.1	2.3	89.7	1.1	91.9
Assorted Salty Snack	23.4	48.1	23.5	48.7	0.1	0.3
Assorted Cookie	3.8	60.9	4.2	73.1	0.4	11.9
Assorted Energy	14.6	34.0	14.8	37.2	0.2	1.0
Assorted Potato Chips	3.4	46.3	3.5	49.6	0.1	3.0
Assorted Pretzels	4.8	66.0	4.8	63.5	-0.0	-1.0
Doritos	4.1	49.7	4.0	47.7	-0.1	-1.6
Assorted Chocolate	5.7	53.8	5.5	50.0	-0.1	-2.5
Cheetos	3.1	37.7	3.0	34.4	-0.1	-3.0
Choc Chip Famous Amos	2.6	48.4	2.5	43.2	-0.1	-3.8
Ruger Vanilla Wafer	2.2	54.5	1.8	34.0	-0.5	-20.7
Peanut M&Ms	5.9	76.0	4.8	47.4	-1.1	-18.4
Skittles	2.3	64.7	1.0	9.6	-1.4	-59.0
Zoo Animal Cracker	4.2	46.5	2.8	8.4	-1.4	-34.5
Snickers	4.2	44.9	0.6	0.6	-3.7	-86.9
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 5: Product Statistics for Experiment 1 at Site 6056



Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Peanut M&Ms	29.3	69.8	45.0	98.3	15.7	53.4
Assorted Chocolate	36.4	52.1	49.5	87.6	13.1	36.1
Twix Caramel	12.1	42.7	24.5	95.7	12.4	102.8
Assorted Cookie	37.8	44.4	40.8	60.3	3.0	7.9
Assorted Salty Snack	152.8	44.4	155.8	47.0	3.0	1.9
Raisinets	17.1	54.7	19.5	68.4	2.4	14.2
Assorted Energy	43.4	65.0	45.5	72.6	2.1	4.9
Salted Peanuts	8.3	55.6	10.0	71.8	1.7	20.9
Zoo Animal Cracker	25.7	60.5	26.5	67.1	0.8	3.3
Cheetos	22.1	49.1	22.0	47.4	-0.1	-0.6
Ruger Vanilla Wafer	8.6	48.7	8.2	46.2	-0.4	-4.4
Choc Chip Famous Amos	10.9	55.3	10.2	50.0	-0.7	-6.1
Assorted Candy	14.2	59.8	13.2	45.3	-1.0	-6.8
Assorted Pretzels	62.6	55.6	61.0	49.1	-1.6	-2.6
Skittles	5.9	65.8	3.0	26.9	-2.9	-49.5
Grandmas Choc Chip	3.0	72.5	0.0	10.0	-3.0	-100.0
Assorted Potato Chips	24.0	58.2	20.2	38.8	-3.7	-15.5
Doritos	19.9	50.0	15.2	19.8	-4.7	-23.5
Snickers	31.3	68.1	0.0	0.9	-31.3	-100.0
Total	565.4	59.8	570.2	61.5	4.8	0.9
<i>Shares</i>						
Peanut M&Ms	5.2	67.2	7.9	98.3	2.7	52.1
Assorted Chocolate	6.4	48.7	8.7	87.2	2.2	34.9
Twix Caramel	2.1	39.3	4.3	98.3	2.2	101.1
Assorted Cookie	6.7	43.6	7.1	51.3	0.5	7.0
Assorted Salty Snack	27.0	24.8	27.3	33.3	0.3	1.1
Raisinets	3.0	50.4	3.4	68.4	0.4	13.2
Assorted Energy	7.7	65.0	8.0	69.2	0.3	4.0
Salted Peanuts	1.5	51.3	1.8	68.4	0.3	19.9
Zoo Animal Cracker	4.5	56.1	4.6	59.6	0.1	2.4
Cheetos	3.9	43.0	3.9	39.5	-0.1	-1.5
Ruger Vanilla Wafer	1.5	47.9	1.4	41.9	-0.1	-5.2
Choc Chip Famous Amos	1.9	50.0	1.8	43.9	-0.1	-6.9
Assorted Candy	2.5	53.0	2.3	40.2	-0.2	-7.6
Assorted Pretzels	11.1	52.1	10.7	41.0	-0.4	-3.4
Skittles	1.1	64.1	0.5	27.4	-0.5	-49.9
Grandmas Choc Chip	0.5	52.5	0.0	10.0	-0.5	-100.0
Assorted Potato Chips	4.2	53.1	3.6	33.7	-0.7	-16.2
Doritos	3.5	43.1	2.7	15.5	-0.9	-24.1
Snickers	5.5	68.1	0.0	0.9	-5.5	-100.0
Total	100.0	50.4	100.0	50.4	0.0	0.0

Table 6: Product Statistics for Experiment 1 at Site 6263

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Peanut M&Ms	107.9	57.6	138.5	93.4	30.6	28.4
Assorted Energy	175.1	46.1	205.2	64.3	30.1	17.2
Twix Caramel	74.4	59.1	101.1	92.9	26.7	35.9
Zoo Animal Cracker	55.3	57.5	78.1	99.3	22.7	41.1
Choc Chip Famous Amos	54.1	73.2	72.5	96.1	18.3	33.9
Ruger Vanilla Wafer	34.0	56.5	43.1	70.8	9.1	26.9
Salted Peanuts	87.2	79.9	90.6	84.3	3.3	3.8
Assorted Candy	41.1	33.1	44.2	44.2	3.1	7.6
Assorted Potato Chips	94.6	63.0	97.4	66.9	2.8	2.9
Grandmas Choc Chip	33.2	39.6	33.6	41.6	0.3	0.9
Raisinets	42.9	51.3	39.4	46.1	-3.6	-8.3
Cheetos	76.4	52.3	72.3	47.0	-4.1	-5.4
Assorted Chocolate	97.4	53.9	92.2	46.8	-5.2	-5.3
Assorted Pretzels	138.3	88.3	132.7	81.2	-5.7	-4.1
Skittles	35.5	62.3	29.4	48.1	-6.1	-17.1
Doritos	52.2	45.8	45.6	26.8	-6.6	-12.6
Assorted Cookie	35.6	66.9	22.0	21.4	-13.7	-38.4
Assorted Salty Snack	375.8	32.5	329.5	17.5	-46.4	-12.3
Snickers	93.3	34.4	0.0	0.6	-93.3	-100.0
Total	1704.4	52.6	1667.0	48.7	-37.5	-2.2
<i>Shares</i>						
Peanut M&Ms	6.3	60.3	8.3	100.0	2.0	31.3
Assorted Energy	10.3	27.9	12.3	74.7	2.0	19.8
Twix Caramel	4.4	64.9	6.1	97.4	1.7	39.0
Zoo Animal Cracker	3.2	55.6	4.7	100.0	1.4	44.3
Choc Chip Famous Amos	3.2	70.6	4.3	99.3	1.2	36.9
Ruger Vanilla Wafer	2.0	55.8	2.6	72.1	0.6	29.7
Salted Peanuts	5.1	74.6	5.4	85.1	0.3	6.1
Assorted Candy	2.4	28.6	2.7	43.5	0.2	10.0
Assorted Potato Chips	5.6	62.3	5.8	65.6	0.3	5.2
Grandmas Choc Chip	2.0	29.2	2.0	35.1	0.1	3.2
Raisinets	2.5	48.7	2.4	40.3	-0.2	-6.2
Cheetos	4.5	43.0	4.3	37.1	-0.1	-3.3
Assorted Chocolate	5.7	61.0	5.5	52.6	-0.2	-3.2
Assorted Pretzels	8.1	90.3	8.0	86.4	-0.2	-2.0
Skittles	2.1	68.8	1.8	49.4	-0.3	-15.3
Doritos	3.1	34.0	2.7	16.3	-0.3	-10.6
Assorted Cookie	2.1	64.3	1.3	22.7	-0.8	-37.0
Assorted Salty Snack	22.1	22.7	19.8	1.3	-2.3	-10.4
Snickers	5.5	21.4	0.0	0.6	-5.5	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 7: Product Statistics for Experiment 1 at Site 7277

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Peanut M&Ms	372.6	79.9	425.4	95.6	52.7	14.2
Assorted Energy	600.9	74.2	651.7	84.3	50.7	8.4
Snickers	343.1	64.8	391.3	93.7	48.2	14.1
Twix Caramel	203.8	73.0	239.9	93.7	36.1	17.7
Ruger Vanilla Wafer	102.7	54.7	131.8	81.8	29.1	28.4
Choc Chip Famous Amos	179.1	83.0	202.9	97.5	23.8	13.3
Assorted Chocolate	341.3	67.9	358.2	78.6	16.8	4.9
Assorted Pretzels	561.4	90.6	574.3	93.7	12.8	2.3
Raspberry Knotts	62.7	75.8	75.3	96.1	12.6	20.1
Salted Peanuts	195.3	78.6	206.0	87.4	10.6	5.5
Raisinets	142.2	76.7	148.6	82.4	6.4	4.5
Assorted Cookie	136.9	70.4	141.3	72.3	4.4	3.2
Grandmas Choc Chip	76.7	46.8	81.0	58.3	4.2	5.5
Assorted Potato Chips	304.9	69.2	308.7	71.1	3.8	1.3
Farleys Mixed Fruit	82.3	68.6	84.4	71.7	2.1	2.6
Doritos	233.2	76.7	223.7	66.0	-9.5	-4.1
Cheetos	280.0	80.4	264.2	61.4	-15.7	-5.6
Assorted Candy	146.9	54.7	123.5	23.9	-23.4	-15.9
Skittles	106.0	73.6	79.7	39.6	-26.3	-24.9
Assorted Salty Snack	1450.2	80.5	1392.5	57.9	-57.7	-4.0
Zoo Animal Cracker	213.6	81.8	3.1	1.3	-210.6	-98.6
Total	6135.9	91.8	6107.3	89.3	-28.7	-0.5
<i>Shares</i>						
Peanut M&Ms	6.1	55.3	7.0	92.5	0.9	14.7
Assorted Energy	9.8	50.3	10.7	76.7	0.9	9.0
Snickers	5.6	45.9	6.4	84.9	0.8	14.6
Twix Caramel	3.3	54.1	3.9	89.3	0.6	18.3
Ruger Vanilla Wafer	1.7	35.2	2.2	74.2	0.5	29.0
Choc Chip Famous Amos	2.9	62.9	3.3	92.5	0.4	13.8
Assorted Chocolate	5.6	45.9	5.9	59.7	0.3	5.4
Assorted Pretzels	9.1	65.4	9.4	79.2	0.3	2.8
Raspberry Knotts	1.0	52.9	1.2	92.2	0.2	20.7
Salted Peanuts	3.2	54.7	3.4	68.6	0.2	5.9
Raisinets	2.3	62.3	2.4	71.1	0.1	5.0
Assorted Cookie	2.2	64.2	2.3	64.8	0.1	3.7
Grandmas Choc Chip	1.3	24.4	1.3	36.5	0.1	6.0
Assorted Potato Chips	5.0	61.6	5.1	64.2	0.1	1.7
Farleys Mixed Fruit	1.3	50.9	1.4	56.6	0.0	3.0
Doritos	3.8	49.1	3.7	35.2	-0.1	-3.6
Cheetos	4.6	44.3	4.3	22.2	-0.2	-5.2
Assorted Candy	2.4	31.4	2.0	8.8	-0.4	-15.5
Skittles	1.7	60.4	1.3	23.3	-0.4	-24.5
Assorted Salty Snack	23.6	30.8	22.8	13.8	-0.8	-3.5
Zoo Animal Cracker	3.5	47.8	0.0	0.6	-3.4	-98.6
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 1: Product Statistics for Experiment 2 at Site 1

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Ruger Vanilla Wafer	15.4	40.0	29.9	94.8	14.5	93.8
Assorted Cookie	41.3	48.7	52.5	75.0	11.2	27.2
Assorted Chocolate	89.0	64.1	99.9	82.7	11.0	12.3
Snickers	94.0	70.9	104.9	88.7	10.9	11.6
Raisinets	15.6	42.9	25.8	89.1	10.1	65.0
Peanut M&Ms	92.9	66.4	101.2	81.6	8.2	8.9
Twix Caramel	24.8	58.3	31.6	76.9	6.8	27.7
Farleys Mixed Fruit	16.1	37.8	21.6	67.9	5.5	34.5
Raspberry Knotts	5.6	45.6	10.3	89.9	4.7	83.9
Assorted Potato Chips	54.8	62.2	59.2	67.3	4.3	7.9
Assorted Pretzels	179.3	85.3	183.6	91.0	4.2	2.4
Assorted Salty Snack	351.6	36.5	355.5	41.0	3.9	1.1
Salted Peanuts	42.0	44.9	45.9	64.7	3.8	9.1
Grandmas Choc Chip	12.9	65.4	13.7	71.2	0.8	6.0
Cheetos	76.2	60.9	74.8	58.3	-1.4	-1.8
Choc Chip Famous Amos	43.4	62.3	40.6	49.4	-2.8	-6.3
Assorted Candy	50.5	48.7	46.0	40.4	-4.5	-9.0
Doritos	64.6	66.7	57.4	35.9	-7.2	-11.1
Assorted Energy	112.7	67.9	104.8	55.8	-7.9	-7.0
Skittles	11.7	43.6	3.1	3.8	-8.6	-73.8
Zoo Animal Cracker	58.2	61.5	0.0	0.6	-58.2	-100.0
Total	1452.6	50.6	1462.2	58.3	9.6	0.7
<i>Shares</i>						
Ruger Vanilla Wafer	1.1	36.8	2.0	96.1	1.0	92.5
Assorted Cookie	2.8	44.9	3.6	71.8	0.7	26.4
Assorted Chocolate	6.1	62.2	6.8	82.7	0.7	11.6
Snickers	6.5	68.9	7.2	88.1	0.7	10.9
Raisinets	1.1	39.7	1.8	85.3	0.7	63.9
Peanut M&Ms	6.4	62.5	6.9	82.2	0.5	8.2
Twix Caramel	1.7	56.4	2.2	78.2	0.5	26.8
Farleys Mixed Fruit	1.1	30.8	1.5	66.0	0.4	33.6
Raspberry Knotts	0.4	42.3	0.7	90.6	0.3	82.7
Assorted Potato Chips	3.8	59.0	4.0	65.4	0.3	7.2
Assorted Pretzels	12.3	78.2	12.6	82.7	0.2	1.7
Assorted Salty Snack	24.2	22.4	24.3	24.4	0.1	0.5
Salted Peanuts	2.9	40.4	3.1	52.9	0.2	8.4
Grandmas Choc Chip	0.9	61.5	0.9	67.3	0.0	5.4
Cheetos	5.2	52.3	5.1	45.7	-0.1	-2.5
Choc Chip Famous Amos	3.0	62.3	2.8	39.6	-0.2	-7.0
Assorted Candy	3.5	44.2	3.1	32.1	-0.3	-9.6
Doritos	4.4	59.5	3.9	29.4	-0.5	-11.7
Assorted Energy	7.8	63.5	7.2	46.2	-0.6	-7.6
Skittles	0.8	39.1	0.2	2.6	-0.6	-74.0
Zoo Animal Cracker	4.0	51.3	0.0	0.6	-4.0	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 2: Product Statistics for Experiment 2 at Site 93

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Salted Peanuts	29.2	32.6	51.7	97.0	22.4	76.7
Peanut M&Ms	92.3	64.0	111.1	83.3	18.7	20.3
Twix Caramel	51.8	48.4	61.5	74.2	9.8	18.9
Assorted Chocolate	68.8	56.1	77.1	65.8	8.2	12.0
Ruger Vanilla Wafer	35.7	58.7	43.1	74.8	7.4	20.8
Snickers	79.7	66.0	85.7	74.7	6.0	7.5
Grandmas Choc Chip	25.0	40.0	29.9	69.0	4.9	19.7
Choc Chip Famous Amos	42.6	59.1	43.3	63.6	0.8	1.8
Assorted Pretzels	97.2	62.6	97.8	65.2	0.6	0.7
Assorted Potato Chips	78.2	63.9	78.0	63.2	-0.2	-0.3
Cheetos	69.2	67.8	68.3	65.1	-0.9	-1.3
Raspberry Knottts	14.6	55.0	13.5	47.0	-1.1	-7.4
Doritos	61.9	73.9	60.5	69.3	-1.3	-2.1
Farleys Mixed Fruit	14.9	55.1	11.0	36.8	-3.9	-26.3
Skittles	31.5	65.2	27.0	51.6	-4.5	-14.4
Raisinets	40.0	63.9	35.2	53.5	-4.8	-12.0
Assorted Energy	138.5	72.9	132.6	67.7	-5.9	-4.3
Assorted Candy	25.3	69.0	14.9	29.0	-10.5	-41.3
Assorted Cookie	29.4	83.6	0.0	1.8	-29.4	-100.0
Zoo Animal Cracker	33.0	63.2	1.3	0.6	-31.6	-96.1
Assorted Salty Snack	337.2	74.8	284.0	41.9	-53.2	-15.8
Total	1395.9	67.1	1327.4	61.3	-68.5	-4.9
<i>Shares</i>						
Salted Peanuts	2.1	23.0	3.9	88.1	1.8	85.9
Peanut M&Ms	6.6	58.0	8.4	98.0	1.8	26.5
Twix Caramel	3.7	27.7	4.6	76.8	0.9	25.0
Assorted Chocolate	4.9	46.5	5.8	68.4	0.9	17.7
Ruger Vanilla Wafer	2.6	40.6	3.2	74.8	0.7	27.0
Snickers	5.7	46.0	6.5	73.3	0.7	13.0
Grandmas Choc Chip	1.8	26.5	2.3	58.1	0.5	25.9
Choc Chip Famous Amos	3.0	38.3	3.3	58.4	0.2	7.1
Assorted Pretzels	7.0	32.3	7.4	45.8	0.4	5.9
Assorted Potato Chips	5.6	52.3	5.9	58.1	0.3	4.8
Cheetos	5.0	45.4	5.1	62.5	0.2	3.8
Raspberry Knottts	1.0	36.9	1.0	32.9	-0.0	-2.7
Doritos	4.4	68.6	4.6	71.2	0.1	2.9
Farleys Mixed Fruit	1.1	44.9	0.8	22.1	-0.2	-22.5
Skittles	2.3	58.1	2.0	40.6	-0.2	-10.0
Raisinets	2.9	60.0	2.7	45.2	-0.2	-7.4
Assorted Energy	9.9	56.1	10.0	57.4	0.1	0.7
Assorted Candy	1.8	53.5	1.1	23.2	-0.7	-38.3
Assorted Cookie	2.1	67.3	0.0	1.8	-2.1	-100.0
Zoo Animal Cracker	2.4	43.9	0.1	0.6	-2.3	-95.9
Assorted Salty Snack	24.2	50.3	21.4	9.0	-2.8	-11.4
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 3: Product Statistics for Experiment 2 at Site 5055

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Energy	52.4	73.9	71.5	98.7	19.1	36.5
Choc Chip Famous Amos	10.3	48.0	18.2	95.4	8.0	77.5
Assorted Cookie	20.8	59.5	26.8	84.3	6.0	28.7
Assorted Chocolate	18.5	35.9	23.9	63.4	5.5	29.6
Ruger Vanilla Wafer	2.0	50.3	5.7	94.1	3.7	187.9
Twix Caramel	14.0	52.3	17.5	79.1	3.5	24.9
Assorted Candy	23.6	43.1	26.9	57.5	3.3	14.0
Grandmas Choc Chip	2.1	47.7	5.0	79.1	2.9	142.9
Peanut M&Ms	21.7	51.0	24.0	64.4	2.2	10.3
Raisinets	11.1	69.9	12.9	79.1	1.8	16.0
Raspberry Knotts	4.4	68.2	5.2	75.7	0.7	16.9
Snickers	17.8	41.3	18.5	46.0	0.7	4.1
Salted Peanuts	6.9	54.7	7.2	61.9	0.3	4.8
Assorted Potato Chips	27.1	90.2	27.1	90.8	0.0	0.0
Doritos	14.9	48.3	14.8	47.0	-0.1	-0.4
Assorted Pretzels	59.6	64.7	59.1	64.1	-0.5	-0.8
Skittles	6.0	51.0	5.2	43.8	-0.7	-12.3
Cheetos	16.1	67.8	11.3	26.8	-4.8	-29.6
Assorted Salty Snack	87.6	48.4	73.2	19.6	-14.5	-16.5
Zoo Animal Cracker	22.2	83.0	0.0	0.7	-22.2	-100.0
Total	438.9	67.3	454.0	80.4	15.2	3.5
<i>Shares</i>						
Assorted Energy	11.9	68.0	15.7	96.7	3.8	31.9
Choc Chip Famous Amos	2.3	41.4	4.0	93.4	1.7	71.5
Assorted Cookie	4.7	56.2	5.9	79.1	1.2	24.4
Assorted Chocolate	4.2	30.1	5.3	57.5	1.1	25.3
Ruger Vanilla Wafer	0.5	50.3	1.3	93.5	0.8	178.3
Twix Caramel	3.2	49.7	3.8	71.9	0.7	20.7
Assorted Candy	5.4	32.0	5.9	47.7	0.5	10.2
Grandmas Choc Chip	0.5	46.4	1.1	73.2	0.6	134.8
Peanut M&Ms	4.9	44.3	5.3	52.3	0.3	6.7
Raisinets	2.5	66.0	2.8	75.8	0.3	12.1
Raspberry Knotts	1.0	66.9	1.1	71.6	0.1	13.0
Snickers	4.0	37.3	4.1	38.0	0.0	0.6
Salted Peanuts	1.6	48.2	1.6	49.6	0.0	1.3
Assorted Potato Chips	6.2	85.0	6.0	83.0	-0.2	-3.3
Doritos	3.4	43.0	3.3	37.7	-0.1	-3.7
Assorted Pretzels	13.6	58.8	13.0	51.0	-0.6	-4.1
Skittles	1.4	49.7	1.2	39.2	-0.2	-15.2
Cheetos	3.7	64.4	2.5	14.8	-1.2	-31.9
Assorted Salty Snack	20.0	33.3	16.1	9.2	-3.9	-19.3
Zoo Animal Cracker	5.0	77.1	0.0	0.7	-5.0	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 4: Product Statistics for Experiment 2 at Site 5655

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Twix Caramel	15.1	74.4	23.4	97.4	8.2	54.5
Assorted Salty Snack	102.3	92.9	109.6	97.4	7.3	7.2
Assorted Energy	56.4	62.2	60.1	73.7	3.8	6.7
Doritos	13.0	45.8	16.4	77.4	3.3	25.6
Choc Chip Famous Amos	7.6	37.4	10.5	70.3	2.9	38.1
Farleys Mixed Fruit	10.3	63.5	12.0	76.9	1.7	16.2
Assorted Cookie	9.4	77.6	11.0	86.5	1.6	16.6
Raspberry Knotts	6.2	70.8	6.9	78.8	0.7	11.2
Assorted Potato Chips	11.3	48.8	10.6	36.4	-0.7	-6.1
Salted Peanuts	8.6	48.7	7.8	38.5	-0.9	-10.3
Ruger Vanilla Wafer	6.6	50.0	5.6	41.7	-1.0	-14.6
Assorted Pretzels	17.2	76.9	16.1	66.7	-1.1	-6.5
Snickers	15.5	58.1	14.3	49.7	-1.2	-7.8
Raisinets	4.9	60.9	3.5	36.2	-1.4	-28.2
Skittles	9.7	79.5	8.0	65.4	-1.7	-17.9
Peanut M&Ms	22.1	87.0	20.0	78.6	-2.1	-9.3
Cheetos	12.3	60.4	9.9	38.3	-2.5	-20.0
Assorted Candy	20.3	79.5	16.8	56.4	-3.5	-17.4
Assorted Chocolate	18.8	53.8	14.3	20.5	-4.5	-24.2
Zoo Animal Cracker	14.5	51.3	1.8	1.3	-12.7	-87.9
Total	382.2	86.5	378.4	84.0	-3.8	-1.0
<i>Shares</i>						
Twix Caramel	4.0	60.3	6.2	94.2	2.2	56.1
Assorted Salty Snack	26.8	74.4	29.0	86.5	2.2	8.2
Assorted Energy	14.7	36.5	15.9	50.0	1.1	7.7
Doritos	3.4	31.6	4.3	57.4	0.9	26.8
Choc Chip Famous Amos	2.0	22.6	2.8	51.6	0.8	39.5
Farleys Mixed Fruit	2.7	51.3	3.2	64.7	0.5	17.4
Assorted Cookie	2.5	69.9	2.9	80.8	0.4	17.8
Raspberry Knotts	1.6	59.1	1.8	67.2	0.2	12.3
Assorted Potato Chips	3.0	30.6	2.8	24.0	-0.2	-5.2
Salted Peanuts	2.3	32.7	2.0	30.1	-0.2	-9.4
Ruger Vanilla Wafer	1.7	33.3	1.5	28.2	-0.2	-13.7
Assorted Pretzels	4.5	54.5	4.3	45.5	-0.3	-5.5
Snickers	4.0	40.6	3.8	32.3	-0.3	-6.9
Raisinets	1.3	48.1	0.9	25.6	-0.4	-27.5
Skittles	2.5	73.1	2.1	58.3	-0.4	-17.1
Peanut M&Ms	5.8	76.0	5.3	62.3	-0.5	-8.4
Cheetos	3.2	41.6	2.6	23.4	-0.6	-19.2
Assorted Candy	5.3	63.5	4.4	39.1	-0.9	-16.6
Assorted Chocolate	4.9	35.3	3.8	12.2	-1.2	-23.4
Zoo Animal Cracker	3.8	35.9	0.5	1.3	-3.3	-87.8
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 5: Product Statistics for Experiment 2 at Site 6056

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Cookie	31.4	44.4	48.5	96.6	17.1	54.4
Peanut M&Ms	24.6	55.2	33.0	77.6	8.4	34.1
Raisinets	17.0	54.7	25.0	88.5	8.0	46.9
Assorted Pretzels	67.0	65.0	72.5	85.5	5.5	8.2
Farleys Mixed Fruit	8.1	35.0	13.3	90.6	5.2	64.0
Assorted Chocolate	37.9	53.8	42.5	64.5	4.6	12.1
Assorted Salty Snack	165.6	70.9	169.0	76.1	3.4	2.0
Assorted Energy	46.3	75.2	49.0	82.1	2.7	5.8
Raspberry Knotts	7.7	68.5	9.8	82.9	2.2	28.0
Snickers	28.8	60.7	29.0	61.6	0.2	0.6
Twix Caramel	12.1	42.7	12.2	43.6	0.1	0.9
Assorted Potato Chips	20.8	39.8	19.8	38.8	-1.0	-4.6
Assorted Candy	5.8	73.5	4.3	61.5	-1.4	-24.7
Grandmas Choc Chip	1.9	45.0	0.0	10.0	-1.9	-100.0
Ruger Vanilla Wafer	8.5	48.7	6.0	25.2	-2.5	-29.6
Skittles	4.6	54.7	2.0	12.8	-2.6	-56.1
Choc Chip Famous Amos	11.6	59.6	8.7	30.7	-2.9	-25.2
Cheetos	23.5	56.1	20.5	37.7	-3.0	-12.8
Salted Peanuts	10.6	73.5	5.7	24.8	-4.9	-46.5
Doritos	22.7	65.5	17.7	35.3	-5.0	-22.1
Zoo Animal Cracker	25.0	59.0	0.0	0.9	-25.0	-100.0
Total	581.3	70.9	588.5	74.4	7.2	1.2
<i>Shares</i>						
Assorted Cookie	5.4	38.5	8.2	96.6	2.8	52.5
Peanut M&Ms	4.2	44.0	5.6	76.7	1.4	32.5
Raisinets	2.9	45.3	4.2	88.9	1.3	45.1
Assorted Pretzels	11.5	63.2	12.3	76.9	0.8	6.9
Farleys Mixed Fruit	1.4	33.3	2.3	84.6	0.9	62.0
Assorted Chocolate	6.5	48.7	7.2	64.1	0.7	10.8
Assorted Salty Snack	28.5	55.6	28.7	59.0	0.2	0.8
Assorted Energy	8.0	68.4	8.3	75.2	0.4	4.5
Raspberry Knotts	1.3	59.5	1.7	79.3	0.3	26.4
Snickers	5.0	42.9	4.9	41.1	-0.0	-0.6
Twix Caramel	2.1	37.6	2.1	35.9	-0.0	-0.4
Assorted Potato Chips	3.6	33.7	3.4	26.5	-0.2	-5.8
Assorted Candy	1.0	72.6	0.7	54.7	-0.3	-25.6
Grandmas Choc Chip	0.3	42.5	0.0	10.0	-0.3	-100.0
Ruger Vanilla Wafer	1.5	42.7	1.0	22.2	-0.4	-30.4
Skittles	0.8	51.3	0.3	10.3	-0.4	-56.6
Choc Chip Famous Amos	2.0	54.4	1.5	22.8	-0.5	-26.1
Cheetos	4.0	50.9	3.5	27.2	-0.6	-13.9
Salted Peanuts	1.8	67.5	1.0	20.5	-0.9	-47.1
Doritos	3.9	56.0	3.0	20.7	-0.9	-23.0
Zoo Animal Cracker	4.3	51.3	0.0	0.9	-4.3	-100.0
Total	100.0	50.4	100.0	50.4	0.0	0.0

Table 6: Product Statistics for Experiment 2 at Site 6263



Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Energy	194.6	57.8	233.7	76.6	39.0	20.0
Snickers	107.4	57.2	139.0	94.1	31.6	29.5
Choc Chip Famous Amos	63.7	86.3	81.6	98.0	17.9	28.1
Peanut M&Ms	119.0	74.8	136.2	92.7	17.2	14.5
Twix Caramel	86.1	77.3	93.8	88.3	7.7	8.9
Ruger Vanilla Wafer	34.5	57.1	41.5	68.8	7.0	20.2
Raspberry Knott's	24.3	66.9	29.7	85.8	5.4	22.3
Assorted Pretzels	141.2	89.0	145.2	91.6	4.0	2.9
Assorted Potato Chips	112.6	78.6	114.0	81.2	1.4	1.2
Doritos	56.2	52.3	56.9	54.9	0.7	1.3
Assorted Cookie	4.6	31.7	2.5	13.0	-2.1	-45.9
Grandmas Choc Chip	34.9	44.8	32.4	37.0	-2.6	-7.4
Cheetos	82.5	68.2	79.4	59.6	-3.2	-3.9
Assorted Salty Snack	405.9	60.4	401.2	55.8	-4.7	-1.2
Farleys Mixed Fruit	32.8	76.4	26.5	53.7	-6.4	-19.5
Assorted Candy	21.4	59.1	14.7	28.6	-6.7	-31.4
Raisinets	53.7	76.0	46.3	60.4	-7.3	-13.7
Assorted Chocolate	108.4	68.8	100.5	57.1	-7.9	-7.3
Skittles	42.5	77.3	34.4	57.8	-8.1	-19.2
Salted Peanuts	98.0	92.5	87.8	81.3	-10.2	-10.4
Zoo Animal Cracker	60.9	71.4	0.0	0.6	-60.9	-100.0
Total	1885.0	71.4	1896.7	72.7	11.7	0.6
<i>Shares</i>						
Assorted Energy	10.3	28.6	12.3	74.7	2.0	19.3
Snickers	5.7	28.9	7.3	90.8	1.6	28.7
Choc Chip Famous Amos	3.4	79.7	4.3	98.7	0.9	27.3
Peanut M&Ms	6.3	58.9	7.2	93.4	0.9	13.7
Twix Caramel	4.6	74.7	4.9	85.7	0.4	8.2
Ruger Vanilla Wafer	1.8	41.6	2.2	63.6	0.4	19.5
Raspberry Knott's	1.3	50.7	1.6	78.4	0.3	21.5
Assorted Pretzels	7.5	70.1	7.7	77.9	0.2	2.2
Assorted Potato Chips	6.0	68.2	6.0	69.5	0.0	0.6
Doritos	3.0	28.1	3.0	29.4	0.0	0.6
Assorted Cookie	0.2	28.8	0.1	11.5	-0.1	-46.3
Grandmas Choc Chip	1.9	20.1	1.7	12.3	-0.1	-7.9
Cheetos	4.4	39.1	4.2	30.5	-0.2	-4.5
Assorted Salty Snack	21.5	14.9	21.1	12.3	-0.4	-1.8
Farleys Mixed Fruit	1.7	59.3	1.4	30.1	-0.3	-20.0
Assorted Candy	1.1	47.4	0.8	17.5	-0.4	-31.9
Raisinets	2.8	74.0	2.4	44.2	-0.4	-14.2
Assorted Chocolate	5.8	61.0	5.3	41.6	-0.5	-7.9
Skittles	2.3	78.6	1.8	51.9	-0.4	-19.7
Salted Peanuts	5.2	78.4	4.6	56.0	-0.6	-10.9
Zoo Animal Cracker	3.2	51.9	0.0	0.6	-3.2	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 7: Product Statistics for Experiment 2 at Site 7277

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Potato Chips	285.6	64.2	334.5	83.0	48.8	17.1
Peanut M&Ms	350.3	66.7	396.9	89.3	46.6	13.3
Salted Peanuts	177.6	62.3	216.3	93.1	38.7	21.8
Sun Chips	170.9	53.5	198.3	81.1	27.4	16.0
Assorted Energy	577.9	65.4	599.9	72.3	22.1	3.8
Snickers	329.8	56.6	350.2	71.1	20.4	6.2
Choc Chip Famous Amos	177.6	81.8	192.1	93.1	14.4	8.1
Frito	168.3	69.2	179.9	86.2	11.7	6.9
Raisinets	139.0	72.3	148.9	81.8	10.0	7.2
Assorted Chocolate	335.4	64.2	345.3	70.4	9.9	2.9
Cheetos	268.5	68.6	275.9	76.1	7.4	2.7
Cheez-It Original	168.3	73.2	174.7	84.1	6.4	3.8
Hot Stuff Jays	88.4	51.6	94.2	67.5	5.8	6.6
Twix Caramel	210.5	79.2	213.2	82.4	2.6	1.3
Assorted Cookie	379.0	66.0	379.9	66.7	0.9	0.2
Farleys Mixed Fruit	82.3	67.9	82.8	68.6	0.5	0.6
Zoo Animal Cracker	205.4	77.4	204.2	74.2	-1.2	-0.6
Assorted Candy	151.8	59.7	146.3	52.8	-5.4	-3.6
Skittles	101.0	66.0	73.2	27.7	-27.9	-27.6
Assorted Pretzels	545.8	81.8	500.0	58.5	-45.9	-8.4
Assorted Salty Snack	872.1	77.4	818.6	55.3	-53.5	-6.1
Doritos	221.5	62.9	6.7	1.3	-214.8	-97.0
Total	6007.0	83.0	5931.9	79.2	-75.1	-1.2
<i>Shares</i>						
Assorted Potato Chips	4.8	61.0	5.6	76.1	0.9	18.6
Peanut M&Ms	5.8	40.9	6.7	87.4	0.9	14.7
Salted Peanuts	3.0	44.0	3.6	82.4	0.7	23.4
Sun Chips	2.8	37.1	3.3	74.8	0.5	17.5
Assorted Energy	9.6	44.7	10.1	64.8	0.5	5.1
Snickers	5.5	42.1	5.9	56.6	0.4	7.5
Choc Chip Famous Amos	3.0	66.7	3.2	88.1	0.3	9.5
Frito	2.8	52.2	3.0	66.0	0.2	8.3
Raisinets	2.3	61.0	2.5	74.8	0.2	8.5
Assorted Chocolate	5.6	47.8	5.8	58.5	0.2	4.3
Cheetos	4.5	38.4	4.7	57.9	0.2	4.0
Cheez-It Original	2.8	51.0	2.9	66.2	0.1	5.1
Hot Stuff Jays	1.5	31.2	1.6	47.1	0.1	7.9
Twix Caramel	3.5	64.8	3.6	74.2	0.1	2.5
Assorted Cookie	6.3	43.4	6.4	47.8	0.1	1.5
Farleys Mixed Fruit	1.4	54.1	1.4	57.9	0.0	1.8
Zoo Animal Cracker	3.4	42.8	3.4	45.9	0.0	0.7
Assorted Candy	2.5	42.8	2.5	40.3	-0.1	-2.4
Skittles	1.7	55.3	1.2	10.7	-0.4	-26.7
Assorted Pretzels	9.1	59.7	8.4	31.4	-0.7	-7.2
Assorted Salty Snack	14.5	50.9	13.8	33.3	-0.7	-4.9
Doritos	3.7	37.7	0.1	0.6	-3.6	-96.9
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 1: Product Statistics for Experiment 3 at Site 1

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Potato Chips	60.8	67.3	78.1	93.6	17.3	28.5
Cheetos	64.6	25.8	80.3	74.8	15.7	24.2
Snickers	88.3	59.6	103.2	84.8	14.8	16.8
Peanut M&Ms	86.7	49.3	101.3	80.9	14.6	16.8
Salted Peanuts	45.3	63.2	57.3	91.2	11.9	26.3
Sun Chips	49.1	52.6	59.3	83.3	10.2	20.7
Assorted Energy	96.2	32.1	101.6	48.7	5.4	5.6
Cheez-It Original	41.4	50.6	45.5	65.4	4.1	9.9
Assorted Chocolate	87.8	60.9	91.5	66.7	3.7	4.2
Twix Caramel	31.4	76.3	34.8	85.9	3.4	10.9
Assorted Cookie	85.9	64.7	88.9	69.9	3.0	3.5
Choc Chip Famous Amos	44.2	68.8	46.5	79.9	2.3	5.3
Zoo Animal Cracker	53.8	42.2	56.0	54.5	2.3	4.2
Assorted Candy	65.8	73.1	67.8	76.3	2.1	3.1
Frito	49.3	63.5	50.2	68.6	0.9	1.8
Farleys Mixed Fruit	20.0	60.3	19.8	57.7	-0.2	-0.9
Raisinets	20.6	66.7	18.7	56.4	-1.8	-9.0
Skittles	10.0	35.3	5.3	10.9	-4.7	-47.2
Hot Stuff Jays	24.6	76.1	17.8	38.7	-6.9	-28.0
Assorted Pretzels	172.5	74.4	155.0	40.4	-17.5	-10.1
Assorted Salty Snack	226.4	57.1	181.2	26.3	-45.2	-20.0
Doritos	59.5	41.6	2.5	1.3	-57.0	-95.8
Total	1484.2	67.3	1462.4	57.1	-21.7	-1.5
<i>Shares</i>						
Assorted Potato Chips	4.1	65.4	5.3	92.3	1.2	30.4
Cheetos	4.4	13.9	5.5	66.9	1.1	26.1
Snickers	6.0	49.0	7.1	84.8	1.1	18.5
Peanut M&Ms	5.8	36.2	6.9	81.6	1.1	18.6
Salted Peanuts	3.1	50.7	3.9	94.1	0.9	28.2
Sun Chips	3.3	45.5	4.1	76.9	0.7	22.5
Assorted Energy	6.5	23.7	6.9	39.7	0.5	7.2
Cheez-It Original	2.8	41.7	3.1	61.5	0.3	11.6
Assorted Chocolate	5.9	55.8	6.3	67.3	0.3	5.8
Twix Caramel	2.1	76.9	2.4	82.1	0.3	12.5
Assorted Cookie	5.8	58.3	6.1	64.7	0.3	5.1
Choc Chip Famous Amos	3.0	59.1	3.2	76.0	0.2	6.8
Zoo Animal Cracker	3.6	23.4	3.8	42.2	0.2	5.7
Assorted Candy	4.4	69.9	4.6	75.6	0.2	4.7
Frito	3.3	53.8	3.4	61.5	0.1	3.3
Farleys Mixed Fruit	1.3	53.2	1.4	53.8	0.0	0.5
Raisinets	1.4	58.3	1.3	51.9	-0.1	-7.6
Skittles	0.7	30.1	0.4	10.3	-0.3	-46.5
Hot Stuff Jays	1.7	65.8	1.2	37.4	-0.4	-26.9
Assorted Pretzels	11.6	61.5	10.6	34.6	-1.0	-8.8
Assorted Salty Snack	15.3	46.2	12.4	14.7	-2.9	-18.8
Doritos	4.0	33.8	0.2	0.6	-3.8	-95.7
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 2: Product Statistics for Experiment 3 at Site 93

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Peanut M&Ms	82.5	51.3	107.6	82.0	25.1	30.4
Assorted Potato Chips	73.2	54.8	95.0	89.0	21.8	29.8
Choc Chip Famous Amos	41.5	53.9	53.0	93.5	11.4	27.5
Hot Stuff Jays	20.0	36.8	31.3	83.2	11.2	56.2
Assorted Chocolate	71.5	60.6	82.6	77.4	11.0	15.4
Snickers	70.0	41.3	78.4	64.0	8.4	12.0
Frito	26.8	70.1	34.2	95.5	7.3	27.4
Salted Peanuts	35.7	55.6	42.2	79.3	6.5	18.1
Farleys Mixed Fruit	13.5	48.5	16.3	64.7	2.7	20.3
Sun Chips	41.8	56.8	44.3	65.2	2.5	6.1
Cheetos	68.3	65.1	70.7	71.1	2.4	3.5
Raisinets	37.2	61.3	37.5	62.6	0.3	0.9
Assorted Pretzels	107.2	80.0	107.4	80.6	0.2	0.2
Twix Caramel	56.5	60.6	56.2	60.0	-0.3	-0.5
Cheez-It Original	36.0	55.5	32.6	38.7	-3.4	-9.5
Assorted Cookie	87.5	61.9	81.0	40.6	-6.6	-7.5
Zoo Animal Cracker	33.4	65.6	26.2	32.5	-7.3	-21.8
Assorted Salty Snack	181.7	59.4	173.0	49.0	-8.7	-4.8
Assorted Candy	20.0	47.1	11.2	16.1	-8.8	-44.0
Skittles	31.0	62.6	21.5	29.7	-9.5	-30.8
Assorted Energy	129.6	61.9	119.0	49.7	-10.6	-8.2
Doritos	57.3	64.3	1.1	0.6	-56.2	-98.1
Total	1322.4	60.6	1322.0	60.0	-0.4	-0.0
<i>Shares</i>						
Peanut M&Ms	6.2	41.3	8.1	92.0	1.9	30.4
Assorted Potato Chips	5.5	50.3	7.2	81.9	1.7	29.8
Choc Chip Famous Amos	3.1	50.0	4.0	89.0	0.9	27.5
Hot Stuff Jays	1.5	23.2	2.4	82.6	0.9	56.2
Assorted Chocolate	5.4	56.1	6.2	80.6	0.8	15.5
Snickers	5.3	30.0	5.9	52.0	0.6	12.0
Frito	2.0	51.9	2.6	85.1	0.6	27.4
Salted Peanuts	2.7	39.3	3.2	56.3	0.5	18.2
Farleys Mixed Fruit	1.0	40.4	1.2	59.6	0.2	20.3
Sun Chips	3.2	53.5	3.4	62.6	0.2	6.1
Cheetos	5.2	63.8	5.4	71.7	0.2	3.5
Raisinets	2.8	56.8	2.8	57.4	0.0	0.9
Assorted Pretzels	8.1	68.4	8.1	69.0	0.0	0.2
Twix Caramel	4.3	57.4	4.3	55.5	-0.0	-0.4
Cheez-It Original	2.7	49.7	2.5	36.1	-0.3	-9.5
Assorted Cookie	6.6	52.3	6.1	36.8	-0.5	-7.5
Zoo Animal Cracker	2.5	53.9	2.0	21.4	-0.5	-21.7
Assorted Salty Snack	13.7	42.6	13.1	26.5	-0.7	-4.8
Assorted Candy	1.5	38.7	0.8	8.4	-0.7	-44.0
Skittles	2.3	61.3	1.6	19.4	-0.7	-30.7
Assorted Energy	9.8	53.5	9.0	29.7	-0.8	-8.1
Doritos	4.3	61.7	0.1	0.6	-4.2	-98.1
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 3: Product Statistics for Experiment 3 at Site 5055

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Zoo Animal Cracker	19.2	69.9	26.4	94.8	7.2	37.8
Raisinets	9.0	52.3	15.2	86.5	6.3	70.1
Assorted Cookie	32.6	68.4	37.1	83.9	4.6	14.0
Assorted Energy	46.4	46.5	50.7	69.0	4.3	9.3
Cheez-It Original	10.1	44.5	11.8	63.9	1.7	17.3
Assorted Candy	21.6	28.4	22.9	34.2	1.3	6.2
Twix Caramel	10.2	22.6	10.8	28.4	0.6	5.8
Sun Chips	8.3	43.9	8.7	47.1	0.5	5.8
Assorted Chocolate	21.6	54.8	22.0	56.8	0.4	1.8
Hot Stuff Jays	1.3	33.5	0.8	21.3	-0.5	-40.6
Skittles	4.8	37.4	3.3	16.8	-1.5	-32.0
Choc Chip Famous Amos	10.5	51.9	8.8	31.2	-1.7	-16.2
Salted Peanuts	8.3	74.5	6.1	46.1	-2.2	-26.5
Assorted Potato Chips	21.0	65.2	18.8	52.3	-2.2	-10.5
Snickers	17.7	39.5	15.3	27.6	-2.3	-13.3
Frito	11.2	49.0	8.8	25.8	-2.5	-22.1
Cheetos	14.9	57.0	10.8	21.9	-4.1	-27.5
Assorted Salty Snack	61.6	71.0	57.4	60.6	-4.2	-6.8
Peanut M&Ms	20.6	47.0	15.2	24.5	-5.5	-26.5
Assorted Pretzels	56.9	58.1	50.3	36.8	-6.6	-11.7
Doritos	15.1	53.2	0.0	1.0	-15.1	-100.0
Total	422.7	51.6	401.1	27.1	-21.6	-5.1
<i>Shares</i>						
Zoo Animal Cracker	4.5	69.3	6.6	96.7	2.1	45.3
Raisinets	2.1	54.8	3.8	90.3	1.7	79.3
Assorted Cookie	7.7	71.0	9.3	91.0	1.6	20.2
Assorted Energy	11.0	46.5	12.6	78.7	1.7	15.1
Cheez-It Original	2.4	43.2	3.0	69.7	0.6	23.6
Assorted Candy	5.1	28.4	5.7	40.6	0.6	11.9
Twix Caramel	2.4	22.6	2.7	34.2	0.3	11.5
Sun Chips	2.0	41.3	2.2	49.0	0.2	11.5
Assorted Chocolate	5.1	52.3	5.5	61.3	0.4	7.3
Hot Stuff Jays	0.3	32.3	0.2	21.9	-0.1	-37.4
Skittles	1.1	34.8	0.8	16.1	-0.3	-28.3
Choc Chip Famous Amos	2.5	48.1	2.2	33.1	-0.3	-11.6
Salted Peanuts	2.0	70.9	1.5	46.8	-0.4	-22.6
Assorted Potato Chips	5.0	63.2	4.7	56.1	-0.3	-5.7
Snickers	4.2	38.2	3.8	28.9	-0.4	-8.6
Frito	2.7	47.1	2.2	30.3	-0.5	-17.9
Cheetos	3.5	55.0	2.7	24.5	-0.8	-23.6
Assorted Salty Snack	14.6	72.3	14.3	69.0	-0.3	-1.8
Peanut M&Ms	4.9	47.0	3.8	26.5	-1.1	-22.5
Assorted Pretzels	13.5	57.4	12.5	42.6	-0.9	-6.9
Doritos	3.6	48.7	0.0	1.0	-3.6	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 4: Product Statistics for Experiment 3 at Site 5655

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Salty Snack	75.9	84.7	94.1	98.7	18.3	24.1
Assorted Energy	55.4	59.9	70.0	97.5	14.6	26.4
Assorted Candy	23.8	89.2	31.5	98.7	7.7	32.3
Twix Caramel	18.6	84.7	22.9	97.5	4.3	22.9
Skittles	9.4	77.1	13.3	94.3	3.8	40.7
Peanut M&Ms	19.8	78.1	23.1	89.7	3.4	17.1
Salted Peanuts	9.0	51.0	10.6	65.6	1.6	18.0
Cheetos	11.3	51.6	12.8	65.2	1.5	13.1
Assorted Chocolate	18.4	49.7	19.6	61.1	1.2	6.5
Farleys Mixed Fruit	8.6	47.1	9.8	59.2	1.1	12.8
Choc Chip Famous Amos	9.4	60.3	10.4	67.9	1.0	10.1
Zoo Animal Cracker	16.8	71.2	16.8	70.5	-0.1	-0.3
Raisinets	6.1	75.2	5.2	63.7	-0.8	-13.4
Frito	11.8	70.7	10.9	57.3	-0.9	-7.7
Sun Chips	4.4	47.6	3.4	29.4	-1.0	-23.0
Assorted Potato Chips	11.2	46.7	9.9	29.5	-1.3	-11.8
Assorted Cookie	21.3	70.1	18.8	51.3	-2.6	-12.1
Snickers	16.5	67.3	13.9	45.5	-2.7	-16.1
Assorted Pretzels	18.0	81.5	14.1	48.4	-3.9	-21.5
Hot Stuff Jays	8.0	25.0	0.0	2.2	-8.0	-100.0
Doritos	14.6	64.1	0.6	1.3	-14.0	-95.7
Total	388.3	89.2	411.5	98.7	23.2	6.0
<i>Shares</i>						
Assorted Salty Snack	19.5	63.1	22.9	92.4	3.3	17.1
Assorted Energy	14.3	28.7	17.0	67.5	2.7	19.2
Assorted Candy	6.1	81.5	7.7	96.2	1.5	24.8
Twix Caramel	4.8	80.3	5.6	87.3	0.8	16.0
Skittles	2.4	66.9	3.2	84.7	0.8	32.8
Peanut M&Ms	5.1	56.1	5.6	72.3	0.5	10.5
Salted Peanuts	2.3	32.5	2.6	42.7	0.3	11.4
Cheetos	2.9	32.3	3.1	39.4	0.2	6.7
Assorted Chocolate	4.7	28.7	4.8	29.9	0.0	0.5
Farleys Mixed Fruit	2.2	32.5	2.4	38.2	0.1	6.5
Choc Chip Famous Amos	2.4	39.7	2.5	42.9	0.1	3.9
Zoo Animal Cracker	4.3	49.4	4.1	42.9	-0.3	-5.9
Raisinets	1.6	61.8	1.3	47.8	-0.3	-18.3
Frito	3.0	46.5	2.6	33.1	-0.4	-12.9
Sun Chips	1.1	37.8	0.8	19.6	-0.3	-27.4
Assorted Potato Chips	2.9	27.0	2.4	11.5	-0.5	-16.8
Assorted Cookie	5.5	46.5	4.6	28.0	-0.9	-17.1
Snickers	4.3	46.8	3.4	21.8	-0.9	-20.9
Assorted Pretzels	4.6	57.3	3.4	23.6	-1.2	-25.9
Hot Stuff Jays	2.1	16.2	0.0	2.2	-2.1	-100.0
Doritos	3.8	37.2	0.2	1.3	-3.6	-96.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 5: Product Statistics for Experiment 3 at Site 6056

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Hot Stuff Jays	12.7	47.5	22.7	91.5	10.0	79.0
Raisinets	13.7	32.2	23.3	84.7	9.7	70.8
Cheez-It Original	28.1	60.2	34.5	89.0	6.4	22.7
Cheetos	24.2	61.7	29.2	89.6	5.0	20.7
Assorted Cookie	50.9	53.4	54.0	67.8	3.1	6.0
Assorted Potato Chips	21.7	43.4	24.0	59.6	2.3	10.8
Assorted Chocolate	37.7	53.4	40.0	55.9	2.3	6.1
Farleys Mixed Fruit	11.1	71.2	12.8	89.0	1.7	15.8
Zoo Animal Cracker	22.3	40.0	23.5	47.4	1.2	5.2
Skittles	3.2	33.1	3.2	33.9	0.0	0.3
Twix Caramel	14.8	65.3	14.7	64.4	-0.1	-0.7
Salted Peanuts	7.1	48.3	6.0	30.5	-1.1	-15.0
Assorted Candy	3.8	50.8	2.5	25.4	-1.3	-33.5
Frito	16.6	41.5	14.8	24.6	-1.7	-10.5
Sun Chips	16.9	70.3	15.0	55.1	-1.9	-11.2
Snickers	28.5	55.8	26.0	35.0	-2.5	-8.7
Choc Chip Famous Amos	12.6	64.3	8.8	31.3	-3.8	-30.1
Peanut M&Ms	28.2	65.8	23.7	51.3	-4.6	-16.2
Assorted Energy	45.8	72.9	39.5	51.7	-6.3	-13.7
Assorted Pretzels	63.4	55.1	52.3	23.7	-11.1	-17.5
Assorted Salty Snack	90.1	77.1	74.8	36.4	-15.3	-16.9
Doritos	19.5	50.0	0.5	0.8	-19.0	-97.4
Total	572.7	65.3	545.8	40.7	-26.8	-4.7
<i>Shares</i>						
Hot Stuff Jays	2.2	41.5	4.2	92.4	1.9	87.8
Raisinets	2.4	22.9	4.3	89.8	1.9	79.2
Cheez-It Original	4.9	56.8	6.3	94.9	1.4	28.7
Cheetos	4.2	57.4	5.3	87.8	1.1	26.7
Assorted Cookie	8.9	49.2	9.9	69.5	1.0	11.2
Assorted Potato Chips	3.8	38.4	4.4	61.6	0.6	16.3
Assorted Chocolate	6.6	50.0	7.3	64.4	0.7	11.4
Farleys Mixed Fruit	1.9	64.4	2.4	88.1	0.4	21.5
Zoo Animal Cracker	3.9	35.7	4.3	51.3	0.4	10.4
Skittles	0.6	28.8	0.6	31.4	0.0	5.2
Twix Caramel	2.6	58.5	2.7	66.9	0.1	4.2
Salted Peanuts	1.2	39.8	1.1	34.7	-0.1	-10.8
Assorted Candy	0.7	47.5	0.5	23.7	-0.2	-30.3
Frito	2.9	37.3	2.7	28.8	-0.2	-6.1
Sun Chips	2.9	63.6	2.7	50.8	-0.2	-6.8
Snickers	5.0	42.5	4.8	33.6	-0.2	-4.2
Choc Chip Famous Amos	2.2	60.0	1.6	27.8	-0.6	-26.7
Peanut M&Ms	4.9	59.8	4.3	48.7	-0.6	-12.1
Assorted Energy	8.0	67.8	7.2	47.5	-0.8	-9.4
Assorted Pretzels	11.1	51.7	9.6	15.3	-1.5	-13.4
Assorted Salty Snack	15.7	77.1	13.7	28.8	-2.0	-12.9
Doritos	3.4	43.2	0.1	0.8	-3.3	-97.3
Total	100.0	50.4	100.0	50.4	0.0	0.0

Table 6: Product Statistics for Experiment 3 at Site 6263

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Salted Peanuts	72.1	60.0	94.1	89.6	22.0	30.5
Sun Chips	50.5	51.0	67.6	78.7	17.1	33.9
Assorted Energy	204.5	62.6	219.1	71.6	14.7	7.2
Peanut M&Ms	112.6	66.4	126.1	83.6	13.6	12.0
Assorted Potato Chips	97.8	65.8	108.8	75.5	10.9	11.2
Frito	52.6	71.6	61.2	85.8	8.6	16.3
Choc Chip Famous Amos	59.4	81.2	64.6	86.4	5.2	8.8
Snickers	108.8	58.8	113.4	64.1	4.7	4.3
Assorted Salty Snack	236.5	61.9	238.1	63.9	1.6	0.7
Hot Stuff Jays	21.8	28.4	21.8	27.7	-0.0	-0.1
Assorted Cookie	100.8	41.9	100.2	41.3	-0.6	-0.6
Cheez-It Original	52.6	72.9	50.2	63.2	-2.4	-4.6
Raisinets	52.6	73.5	48.9	67.1	-3.7	-7.0
Zoo Animal Cracker	59.9	68.2	55.4	56.5	-4.5	-7.6
Farleys Mixed Fruit	29.1	64.5	24.1	44.4	-4.9	-17.0
Twix Caramel	79.1	67.1	73.9	57.4	-5.3	-6.6
Assorted Candy	16.9	38.7	10.4	14.8	-6.5	-38.3
Assorted Pretzels	127.8	73.5	120.8	63.9	-7.0	-5.5
Assorted Chocolate	98.4	53.5	89.6	43.9	-8.7	-8.9
Cheetos	85.2	72.4	72.1	46.7	-13.1	-15.3
Skittles	42.6	78.1	26.7	45.2	-15.9	-37.3
Doritos	55.5	52.9	2.0	1.3	-53.5	-96.4
Total	1816.8	61.9	1789.1	59.4	-27.7	-1.5
<i>Shares</i>						
Salted Peanuts	4.0	31.1	5.3	81.5	1.3	32.5
Sun Chips	2.8	31.0	3.8	80.0	1.0	36.0
Assorted Energy	11.3	57.4	12.2	74.2	1.0	8.8
Peanut M&Ms	6.2	52.6	7.0	92.8	0.9	13.8
Assorted Potato Chips	5.4	60.6	6.1	71.6	0.7	12.9
Frito	2.9	51.0	3.4	72.3	0.5	18.1
Choc Chip Famous Amos	3.3	76.0	3.6	85.7	0.3	10.5
Snickers	6.0	40.5	6.3	54.9	0.4	5.9
Assorted Salty Snack	13.0	39.4	13.3	43.9	0.3	2.2
Hot Stuff Jays	1.2	11.6	1.2	12.3	0.0	1.4
Assorted Cookie	5.5	20.6	5.6	21.9	0.1	0.9
Cheez-It Original	2.9	58.1	2.8	50.3	-0.1	-3.1
Raisinets	2.9	76.8	2.7	64.5	-0.2	-5.5
Zoo Animal Cracker	3.3	55.8	3.1	38.3	-0.2	-6.1
Farleys Mixed Fruit	1.6	50.0	1.3	24.2	-0.3	-15.7
Twix Caramel	4.4	64.5	4.1	54.8	-0.2	-5.2
Assorted Candy	0.9	32.3	0.6	8.4	-0.3	-37.4
Assorted Pretzels	7.0	51.6	6.8	43.2	-0.3	-4.0
Assorted Chocolate	5.4	46.5	5.0	29.7	-0.4	-7.5
Cheetos	4.7	59.2	4.0	23.0	-0.7	-14.0
Skittles	2.3	83.9	1.5	32.9	-0.9	-36.4
Doritos	3.1	33.5	0.1	1.3	-2.9	-96.3
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 7: Product Statistics for Experiment 3 at Site 7277



Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Snickers	306.5	45.3	429.9	100.0	123.4	40.3
Plain M&Ms	89.1	54.1	128.7	98.1	39.6	44.5
Twix Caramel	189.5	55.3	225.0	88.1	35.5	18.7
Salted Peanuts	174.8	59.7	208.3	89.3	33.4	19.1
Raisinets	117.5	44.7	150.8	81.8	33.3	28.3
Assorted Potato Chips	273.1	64.2	302.3	71.1	29.3	10.7
Farleys Mixed Fruit	74.7	55.3	95.3	87.4	20.5	27.5
Assorted Pretzels	463.4	42.1	482.5	54.1	19.0	4.1
Choc Chip Famous Amos	161.8	59.1	178.4	81.1	16.6	10.3
Assorted Candy	141.6	47.8	154.8	62.9	13.2	9.3
Assorted Cookie	134.5	27.7	144.9	35.2	10.4	7.7
Cheetos	255.9	53.8	265.7	63.3	9.8	3.8
Ruger Vanilla Wafer	100.2	49.7	109.1	62.3	8.9	8.9
Zoo Animal Cracker	181.9	37.7	187.9	45.3	5.9	3.3
Assorted Energy	552.1	56.6	556.3	57.9	4.2	0.8
Doritos	181.1	18.9	185.1	24.5	4.0	2.2
Grandmas Choc Chip	77.4	48.4	77.5	49.0	0.0	0.1
Assorted Salty Snack	1245.8	21.4	1241.9	20.1	-3.9	-0.3
Assorted Chocolate	235.4	57.9	223.2	49.1	-12.2	-5.2
Skittles	92.6	55.3	73.5	27.7	-19.2	-20.7
Peanut M&Ms	317.7	41.5	0.0	0.6	-317.7	-100.0
Total	5366.7	35.8	5420.8	40.9	54.1	1.0
<i>Shares</i>						
Snickers	5.7	48.4	7.9	100.0	2.2	38.9
Plain M&Ms	1.7	57.9	2.4	97.5	0.7	43.0
Twix Caramel	3.5	71.1	4.2	95.0	0.6	17.6
Salted Peanuts	3.3	60.4	3.8	95.6	0.6	17.9
Raisinets	2.2	51.6	2.8	86.8	0.6	27.0
Assorted Potato Chips	5.1	64.2	5.6	73.0	0.5	9.6
Farleys Mixed Fruit	1.4	55.3	1.8	93.1	0.4	26.2
Assorted Pretzels	8.6	35.8	8.9	50.3	0.3	3.1
Choc Chip Famous Amos	3.0	71.1	3.3	90.6	0.3	9.2
Assorted Candy	2.6	50.3	2.9	61.0	0.2	8.2
Assorted Cookie	2.5	27.7	2.7	36.5	0.2	6.6
Cheetos	4.8	67.1	4.9	79.7	0.1	2.8
Ruger Vanilla Wafer	1.9	53.5	2.0	67.9	0.1	7.8
Zoo Animal Cracker	3.4	42.1	3.5	48.4	0.1	2.2
Assorted Energy	10.3	70.4	10.3	69.2	-0.0	-0.2
Doritos	3.4	13.2	3.4	15.1	0.0	1.2
Grandmas Choc Chip	1.4	59.9	1.4	57.3	-0.0	-0.9
Assorted Salty Snack	23.2	22.6	22.9	15.1	-0.3	-1.3
Assorted Chocolate	4.4	70.4	4.1	52.8	-0.3	-6.1
Skittles	1.7	57.9	1.4	28.9	-0.4	-21.5
Peanut M&Ms	5.9	44.0	0.0	0.6	-5.9	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 1: Product Statistics for Experiment 4 at Site 1

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Snickers	81.1	43.7	130.0	100.0	48.9	60.3
Assorted Candy	48.2	46.2	88.9	98.1	40.8	84.6
Plain M&Ms	60.6	74.4	80.4	97.4	19.8	32.6
Ruger Vanilla Wafer	16.5	47.1	31.5	96.8	15.0	91.2
Cheetos	82.9	78.8	95.1	97.4	12.2	14.7
Assorted Pretzels	158.5	42.9	169.3	67.3	10.8	6.8
Salted Peanuts	41.8	42.6	49.9	71.3	8.1	19.5
Assorted Potato Chips	54.5	61.5	61.6	67.9	7.2	13.1
Twix Caramel	27.0	68.6	34.1	85.3	7.1	26.4
Farleys Mixed Fruit	19.7	58.3	24.3	78.8	4.7	23.8
Raisinets	16.8	47.4	21.2	70.5	4.4	26.0
Choc Chip Famous Amos	40.2	48.1	44.0	67.5	3.9	9.6
Doritos	64.8	66.7	68.7	79.7	3.8	5.9
Assorted Cookie	47.4	45.5	50.4	55.1	3.0	6.3
Zoo Animal Cracker	56.0	54.5	57.9	61.7	1.9	3.3
Assorted Energy	118.3	75.0	116.4	71.2	-1.9	-1.6
Grandmas Choc Chip	13.1	66.0	8.3	26.3	-4.8	-36.3
Assorted Chocolate	31.2	57.1	25.3	28.8	-5.9	-19.0
Skittles	15.0	60.3	3.7	7.7	-11.3	-75.1
Assorted Salty Snack	384.6	59.0	352.7	37.8	-31.9	-8.3
Peanut M&Ms	96.9	71.4	0.0	0.6	-96.9	-100.0
Total	1475.0	62.2	1513.9	77.6	38.9	2.6
<i>Shares</i>						
Snickers	5.5	35.1	8.6	100.0	3.1	56.2
Assorted Candy	3.3	39.7	5.9	99.4	2.6	79.9
Plain M&Ms	4.1	69.9	5.3	96.2	1.2	29.2
Ruger Vanilla Wafer	1.1	41.9	2.1	96.1	1.0	86.3
Cheetos	5.6	68.2	6.3	89.4	0.7	11.8
Assorted Pretzels	10.7	36.5	11.2	45.5	0.4	4.1
Salted Peanuts	2.8	39.0	3.3	66.2	0.5	16.4
Assorted Potato Chips	3.7	57.7	4.1	65.4	0.4	10.2
Twix Caramel	1.8	62.8	2.3	80.1	0.4	23.1
Farleys Mixed Fruit	1.3	52.6	1.6	76.9	0.3	20.7
Raisinets	1.1	42.9	1.4	61.5	0.3	22.7
Choc Chip Famous Amos	2.7	35.1	2.9	54.5	0.2	6.8
Doritos	4.4	56.9	4.5	62.1	0.1	3.2
Assorted Cookie	3.2	34.0	3.3	41.0	0.1	3.6
Zoo Animal Cracker	3.8	40.9	3.8	42.2	0.0	0.7
Assorted Energy	8.0	71.8	7.7	61.5	-0.3	-4.1
Grandmas Choc Chip	0.9	60.9	0.6	19.9	-0.3	-37.9
Assorted Chocolate	2.1	47.4	1.7	21.2	-0.4	-21.1
Skittles	1.0	54.5	0.2	3.8	-0.8	-75.8
Assorted Salty Snack	26.1	47.4	23.3	7.7	-2.8	-10.7
Peanut M&Ms	6.6	68.8	0.0	0.6	-6.6	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 2: Product Statistics for Experiment 4 at Site 93

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Snickers	78.6	63.3	112.0	99.3	33.4	42.5
Assorted Potato Chips	71.5	52.3	93.7	87.7	22.2	31.0
Twix Caramel	51.8	47.7	65.7	85.2	13.9	26.9
Salted Peanuts	31.2	37.8	44.0	83.7	12.8	40.8
Raisinets	37.6	63.2	48.1	85.2	10.5	27.9
Choc Chip Famous Amos	40.3	50.0	49.8	88.3	9.5	23.5
Ruger Vanilla Wafer	35.7	59.4	42.0	71.0	6.3	17.5
Assorted Pretzels	101.8	71.0	107.4	80.6	5.6	5.5
Farleys Mixed Fruit	12.5	44.1	15.5	59.6	3.0	23.7
Grandmas Choc Chip	25.0	40.0	26.7	50.3	1.7	6.6
Plain M&Ms	2.1	38.5	3.5	70.5	1.4	69.4
Doritos	52.3	49.7	52.5	51.6	0.2	0.4
Cheetos	61.2	46.1	61.3	46.7	0.1	0.2
Assorted Chocolate	68.9	57.4	68.2	56.8	-0.7	-1.0
Zoo Animal Cracker	32.5	62.3	31.3	55.2	-1.2	-3.6
Assorted Salty Snack	298.6	51.0	296.3	49.7	-2.3	-0.8
Skittles	30.9	62.6	25.0	43.2	-5.9	-19.2
Assorted Energy	132.1	65.8	124.1	54.8	-8.0	-6.1
Assorted Cookie	26.8	75.5	14.8	29.0	-12.0	-44.7
Assorted Candy	27.6	75.5	10.0	6.5	-17.6	-63.8
Peanut M&Ms	85.4	56.3	0.0	0.7	-85.4	-100.0
Total	1304.7	57.4	1291.9	54.8	-12.8	-1.0
<i>Shares</i>						
Snickers	6.0	56.7	8.7	100.0	2.6	43.9
Assorted Potato Chips	5.5	49.7	7.3	82.6	1.8	32.3
Twix Caramel	4.0	36.8	5.1	85.8	1.1	28.1
Salted Peanuts	2.4	31.1	3.4	69.6	1.0	42.2
Raisinets	2.9	61.3	3.7	87.7	0.8	29.1
Choc Chip Famous Amos	3.1	44.8	3.9	79.9	0.8	24.7
Ruger Vanilla Wafer	2.7	49.7	3.3	74.2	0.5	18.7
Assorted Pretzels	7.8	58.7	8.3	74.2	0.5	6.6
Farleys Mixed Fruit	1.0	34.6	1.2	56.6	0.2	24.9
Grandmas Choc Chip	1.9	34.8	2.1	47.1	0.1	7.7
Plain M&Ms	0.2	21.8	0.3	60.3	0.1	71.0
Doritos	4.0	51.6	4.1	54.9	0.1	1.4
Cheetos	4.7	28.9	4.7	31.6	0.1	1.1
Assorted Chocolate	5.3	56.1	5.3	54.8	-0.0	-0.1
Zoo Animal Cracker	2.5	50.6	2.4	44.8	-0.1	-2.7
Assorted Salty Snack	22.9	27.1	22.9	29.0	0.0	0.2
Skittles	2.4	62.6	1.9	32.9	-0.4	-18.4
Assorted Energy	10.1	61.3	9.6	45.2	-0.5	-5.2
Assorted Cookie	2.1	68.4	1.1	30.3	-0.9	-44.2
Assorted Candy	2.1	67.1	0.8	5.2	-1.3	-63.5
Peanut M&Ms	6.5	56.3	0.0	0.7	-6.5	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 3: Product Statistics for Experiment 4 at Site 5055

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Energy	48.2	57.1	57.9	85.7	9.7	20.1
Raisinets	9.0	51.3	18.4	96.1	9.4	105.1
Plain M&Ms	6.1	37.0	14.7	97.4	8.6	139.7
Zoo Animal Cracker	18.6	63.2	25.7	92.8	7.1	38.3
Assorted Cookie	24.6	56.5	31.5	85.1	6.8	27.8
Assorted Pretzels	59.9	64.3	60.5	66.2	0.6	1.1
Assorted Potato Chips	22.3	70.8	22.5	72.1	0.2	0.9
Grandmas Choc Chip	2.2	49.4	2.3	50.0	0.0	0.9
Skittles	4.0	25.3	3.7	24.0	-0.3	-6.5
Ruger Vanilla Wafer	1.2	37.0	0.1	9.1	-1.1	-91.6
Twix Caramel	14.8	59.1	13.6	49.4	-1.3	-8.5
Doritos	8.1	8.6	6.2	5.3	-1.9	-22.9
Snickers	19.7	51.0	17.0	39.7	-2.7	-13.7
Cheetos	15.4	63.3	12.7	38.0	-2.7	-17.7
Choc Chip Famous Amos	11.5	57.5	8.6	29.4	-2.9	-25.1
Salted Peanuts	9.1	78.6	5.6	37.1	-3.5	-38.3
Assorted Candy	26.7	55.8	22.8	39.6	-3.9	-14.6
Assorted Salty Snack	92.0	58.4	82.3	39.0	-9.7	-10.5
Assorted Chocolate	18.8	72.1	7.6	18.2	-11.3	-59.8
Peanut M&Ms	20.7	44.1	0.0	1.0	-20.7	-100.0
Total	433.0	60.4	413.7	39.6	-19.3	-4.5
<i>Shares</i>						
Assorted Energy	11.1	50.0	14.0	90.3	2.9	25.7
Raisinets	2.1	51.3	4.4	96.8	2.4	114.7
Plain M&Ms	1.4	34.4	3.6	98.7	2.1	150.9
Zoo Animal Cracker	4.3	61.2	6.2	96.1	1.9	44.7
Assorted Cookie	5.7	56.5	7.6	88.3	1.9	33.8
Assorted Pretzels	13.8	62.3	14.6	72.1	0.8	5.8
Assorted Potato Chips	5.2	67.5	5.4	73.4	0.3	5.6
Grandmas Choc Chip	0.5	49.4	0.5	51.3	0.0	5.6
Skittles	0.9	23.4	0.9	21.4	-0.0	-2.2
Ruger Vanilla Wafer	0.3	37.0	0.0	9.1	-0.3	-91.2
Twix Caramel	3.4	57.8	3.3	51.3	-0.1	-4.2
Doritos	1.9	8.6	1.5	5.3	-0.4	-19.3
Snickers	4.5	49.0	4.1	37.7	-0.4	-9.6
Cheetos	3.6	61.3	3.1	38.7	-0.5	-13.8
Choc Chip Famous Amos	2.7	55.6	2.1	26.8	-0.6	-21.6
Salted Peanuts	2.1	75.7	1.4	41.4	-0.7	-35.4
Assorted Candy	6.2	52.6	5.5	37.7	-0.7	-10.6
Assorted Salty Snack	21.3	55.2	19.9	33.1	-1.4	-6.4
Assorted Chocolate	4.4	71.4	1.8	16.9	-2.5	-58.0
Peanut M&Ms	4.8	40.8	0.0	1.0	-4.8	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 4: Product Statistics for Experiment 4 at Site 5655

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Salted Peanuts	5.2	21.8	12.5	78.8	7.3	138.9
Twix Caramel	11.8	48.7	18.9	87.8	7.1	60.1
Assorted Cookie	10.7	50.6	16.3	82.7	5.6	52.6
Farleys Mixed Fruit	11.4	71.8	16.8	93.6	5.3	46.9
Skittles	5.3	35.9	8.2	68.6	2.9	55.3
Assorted Salty Snack	75.6	46.8	77.3	47.4	1.7	2.2
Choc Chip Famous Amos	10.6	70.3	11.6	79.4	1.0	9.5
Assorted Chocolate	13.9	71.2	14.8	75.6	1.0	7.1
Assorted Pretzels	11.5	26.9	12.0	31.4	0.5	4.4
Doritos	10.0	22.6	10.3	25.2	0.3	3.4
Snickers	17.4	71.6	17.7	73.9	0.3	1.5
Plain M&Ms	8.9	76.9	8.8	75.0	-0.1	-1.2
Cheetos	12.7	63.6	12.2	56.8	-0.5	-3.7
Raisinets	4.7	60.9	4.0	47.1	-0.7	-15.3
Assorted Candy	20.9	80.8	19.8	75.6	-1.1	-5.5
Assorted Potato Chips	11.6	50.4	7.4	12.0	-4.2	-36.2
Zoo Animal Cracker	17.3	75.5	9.6	14.2	-7.7	-44.7
Ruger Vanilla Wafer	13.1	93.6	2.0	5.8	-11.1	-84.7
Assorted Energy	67.0	91.0	54.9	56.4	-12.0	-18.0
Peanut M&Ms	13.3	31.6	0.0	1.0	-13.3	-100.0
Total	353.0	69.2	335.2	51.3	-17.8	-5.0
<i>Shares</i>						
Salted Peanuts	1.5	17.3	3.7	79.5	2.2	151.6
Twix Caramel	3.3	34.0	5.6	89.1	2.3	68.6
Assorted Cookie	3.0	42.3	4.9	84.0	1.8	60.7
Farleys Mixed Fruit	3.2	66.7	5.0	92.9	1.8	54.7
Skittles	1.5	32.7	2.4	68.6	0.9	63.6
Assorted Salty Snack	21.4	36.5	23.1	45.5	1.6	7.7
Choc Chip Famous Amos	3.0	59.4	3.5	81.9	0.5	15.3
Assorted Chocolate	3.9	60.9	4.4	73.1	0.5	12.7
Assorted Pretzels	3.3	16.7	3.6	29.5	0.3	10.0
Doritos	2.8	16.1	3.1	23.9	0.3	8.9
Snickers	4.9	67.7	5.3	79.4	0.3	6.9
Plain M&Ms	2.5	74.4	2.6	77.6	0.1	4.0
Cheetos	3.6	55.8	3.7	59.1	0.1	1.4
Raisinets	1.3	51.3	1.2	45.5	-0.1	-10.8
Assorted Candy	5.9	75.0	5.9	73.7	-0.0	-0.4
Assorted Potato Chips	3.3	42.1	2.2	8.3	-1.1	-32.8
Zoo Animal Cracker	4.9	64.5	2.9	9.7	-2.0	-41.7
Ruger Vanilla Wafer	3.7	91.0	0.6	3.2	-3.1	-83.9
Assorted Energy	19.0	89.7	16.4	57.7	-2.6	-13.6
Peanut M&Ms	3.8	21.9	0.0	1.0	-3.8	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 5: Product Statistics for Experiment 4 at Site 6056

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
<i>Shares</i>						

Table 6: Product Statistics for Experiment 4 at Site 6263

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Snickers	109.7	60.5	153.2	99.3	43.5	39.6
Assorted Salty Snack	394.9	50.6	433.3	74.7	38.3	9.7
Assorted Energy	186.5	55.2	203.0	62.3	16.5	8.8
Plain M&Ms	11.3	22.0	21.2	63.7	9.9	88.1
Raisinets	49.4	68.8	59.1	87.7	9.7	19.7
Salted Peanuts	87.5	81.3	96.3	90.3	8.7	10.0
Twix Caramel	84.1	73.4	92.7	87.0	8.6	10.3
Farleys Mixed Fruit	31.1	69.9	38.7	95.9	7.6	24.3
Assorted Cookie	25.0	31.8	31.9	53.2	6.9	27.5
Zoo Animal Cracker	57.5	62.7	63.4	82.4	5.9	10.2
Choc Chip Famous Amos	59.2	79.7	64.4	85.6	5.1	8.7
Assorted Chocolate	102.6	67.5	107.4	73.4	4.8	4.7
Assorted Potato Chips	113.2	79.9	117.1	85.1	3.9	3.5
Grandmas Choc Chip	37.0	54.5	40.2	70.1	3.1	8.4
Doritos	45.9	27.5	47.4	32.7	1.5	3.2
Assorted Pretzels	131.8	79.2	133.2	80.5	1.4	1.1
Cheetos	83.7	69.5	84.4	70.9	0.7	0.8
Ruger Vanilla Wafer	33.7	55.8	33.5	53.9	-0.2	-0.5
Skittles	37.5	64.9	32.9	54.5	-4.6	-12.3
Assorted Candy	18.2	41.6	13.4	25.3	-4.9	-26.7
Peanut M&Ms	101.4	48.0	0.0	0.7	-101.4	-100.0
Total	1801.1	59.7	1866.3	67.5	65.1	3.6
<i>Shares</i>						
Snickers	6.1	44.7	8.2	98.7	2.1	34.7
Assorted Salty Snack	21.9	20.1	23.2	42.2	1.3	5.9
Assorted Energy	10.4	30.5	10.9	46.1	0.5	5.0
Plain M&Ms	0.6	23.1	1.1	41.8	0.5	81.5
Raisinets	2.7	65.6	3.2	91.6	0.4	15.5
Salted Peanuts	4.9	64.9	5.2	78.4	0.3	6.1
Twix Caramel	4.7	79.2	5.0	85.7	0.3	6.4
Farleys Mixed Fruit	1.7	61.0	2.1	88.6	0.3	19.9
Assorted Cookie	1.4	29.2	1.7	50.6	0.3	23.1
Zoo Animal Cracker	3.2	48.4	3.4	66.0	0.2	6.3
Choc Chip Famous Amos	3.3	75.8	3.4	83.0	0.2	4.9
Assorted Chocolate	5.7	72.1	5.8	76.0	0.1	1.0
Assorted Potato Chips	6.3	72.1	6.3	71.4	-0.0	-0.1
Grandmas Choc Chip	2.1	40.9	2.2	48.1	0.1	4.6
Doritos	2.5	12.4	2.5	11.8	-0.0	-0.4
Assorted Pretzels	7.3	60.4	7.1	55.8	-0.2	-2.4
Cheetos	4.6	55.0	4.5	44.4	-0.1	-2.7
Ruger Vanilla Wafer	1.9	46.1	1.8	39.6	-0.1	-4.0
Skittles	2.1	68.8	1.8	48.7	-0.3	-15.4
Assorted Candy	1.0	35.7	0.7	14.9	-0.3	-29.3
Peanut M&Ms	5.6	27.6	0.0	0.7	-5.6	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 7: Product Statistics for Experiment 4 at Site 7277

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Sun Chips	178.4	62.2	260.8	100.0	82.4	46.2
Assorted Potato Chips	299.0	66.7	363.2	99.4	64.2	21.5
Assorted Energy	555.4	58.3	605.5	71.8	50.1	9.0
Frito	149.6	50.0	199.2	98.7	49.6	33.2
Salted Peanuts	171.7	59.0	210.0	89.7	38.3	22.3
Peanut M&Ms	353.2	67.3	383.9	83.3	30.7	8.7
Doritos	231.8	73.1	258.4	94.9	26.5	11.4
Farleys Mixed Fruit	82.3	67.9	90.7	80.1	8.4	10.2
Assorted Chocolate	356.8	75.6	363.4	78.2	6.6	1.8
Zoo Animal Cracker	206.8	73.7	201.8	67.9	-4.9	-2.4
Raisinets	130.5	60.3	124.6	51.3	-6.0	-4.6
Cheez-It Original	160.7	58.3	153.4	43.6	-7.3	-4.5
Snickers	374.8	88.5	364.9	79.5	-9.9	-2.6
Assorted Cookie	356.7	48.1	346.8	40.4	-9.9	-2.8
Hot Stuff Jays	99.7	76.9	88.1	50.0	-11.6	-11.6
Twix Caramel	201.5	66.0	188.0	54.5	-13.5	-6.7
Assorted Candy	151.5	55.8	136.0	37.2	-15.5	-10.2
Choc Chip Famous Amos	171.7	69.9	155.2	48.7	-16.4	-9.6
Assorted Pretzels	521.4	69.2	501.2	58.3	-20.2	-3.9
Skittles	102.6	65.4	72.7	26.9	-29.9	-29.1
Assorted Salty Snack	836.5	59.6	775.5	37.2	-61.0	-7.3
Cheetos	277.1	75.6	3.9	1.9	-273.2	-98.6
Total	5969.6	78.2	5847.2	71.2	-122.5	-2.1
<i>Shares</i>						
Sun Chips	3.0	48.7	4.5	99.4	1.5	49.2
Assorted Potato Chips	5.0	63.5	6.2	92.9	1.2	24.0
Assorted Energy	9.3	32.7	10.4	71.8	1.1	11.3
Frito	2.5	41.0	3.4	89.1	0.9	36.0
Salted Peanuts	2.9	39.7	3.6	81.4	0.7	24.9
Peanut M&Ms	5.9	46.2	6.6	82.7	0.6	11.0
Doritos	3.9	54.5	4.4	90.4	0.5	13.8
Farleys Mixed Fruit	1.4	57.1	1.6	76.9	0.2	12.5
Assorted Chocolate	6.0	64.1	6.2	80.8	0.2	4.0
Zoo Animal Cracker	3.5	48.7	3.5	44.9	-0.0	-0.3
Raisinets	2.2	48.7	2.1	42.9	-0.1	-2.6
Cheez-It Original	2.7	34.6	2.6	29.5	-0.1	-2.5
Snickers	6.3	82.1	6.2	78.8	-0.0	-0.6
Assorted Cookie	6.0	23.7	5.9	21.2	-0.0	-0.7
Hot Stuff Jays	1.7	62.8	1.5	35.3	-0.2	-9.8
Twix Caramel	3.4	58.3	3.2	44.9	-0.2	-4.7
Assorted Candy	2.5	45.5	2.3	27.6	-0.2	-8.4
Choc Chip Famous Amos	2.9	52.6	2.7	21.2	-0.2	-7.7
Assorted Pretzels	8.7	42.3	8.6	34.6	-0.2	-1.9
Skittles	1.7	59.0	1.2	12.8	-0.5	-27.6
Assorted Salty Snack	14.0	38.5	13.3	23.7	-0.8	-5.4
Cheetos	4.6	57.7	0.1	1.3	-4.6	-98.6
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 1: Product Statistics for Experiment 5 at Site 1



Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Sun Chips	46.0	42.3	81.8	99.4	35.8	77.9
Assorted Energy	87.8	18.6	111.8	67.9	24.1	27.4
Doritos	54.8	26.1	72.4	90.2	17.5	32.0
Peanut M&Ms	85.5	46.7	102.9	84.2	17.4	20.3
Salted Peanuts	43.3	52.2	58.1	91.2	14.8	34.1
Assorted Potato Chips	68.1	78.2	77.7	93.6	9.6	14.1
Assorted Candy	70.1	81.4	78.4	91.7	8.3	11.8
Frito	47.0	55.8	52.7	75.0	5.7	12.2
Snickers	90.7	64.9	96.3	72.8	5.6	6.1
Assorted Chocolate	80.0	42.3	85.6	53.8	5.5	6.9
Zoo Animal Cracker	56.7	57.8	62.0	71.4	5.3	9.3
Cheez-It Original	39.8	46.2	44.1	61.5	4.3	10.8
Twix Caramel	29.2	73.1	31.6	77.6	2.4	8.4
Farleys Mixed Fruit	19.7	58.3	21.3	67.9	1.6	8.2
Choc Chip Famous Amos	42.5	59.7	43.9	66.9	1.3	3.2
Skittles	11.0	40.4	11.5	44.2	0.5	4.3
Assorted Pretzels	163.5	55.1	162.6	51.3	-0.9	-0.6
Hot Stuff Jays	22.1	58.1	20.8	52.9	-1.3	-5.9
Raisinets	16.6	46.8	14.1	32.1	-2.5	-15.1
Assorted Cookie	80.3	54.5	73.3	36.5	-6.9	-8.6
Assorted Salty Snack	213.2	50.0	184.4	28.8	-28.8	-13.5
Cheetos	70.3	44.4	0.0	0.7	-70.3	-100.0
Total	1438.2	48.1	1487.1	68.6	48.9	3.4
<i>Shares</i>						
Sun Chips	3.2	39.1	5.5	99.4	2.3	72.0
Assorted Energy	6.1	12.8	7.5	58.3	1.4	23.2
Doritos	3.8	20.9	4.9	80.4	1.1	27.7
Peanut M&Ms	5.9	44.7	6.9	81.6	1.0	16.4
Salted Peanuts	3.0	45.6	3.9	94.1	0.9	29.7
Assorted Potato Chips	4.7	80.8	5.2	89.7	0.5	10.4
Assorted Candy	4.9	81.4	5.3	91.0	0.4	8.2
Frito	3.3	52.6	3.5	67.3	0.3	8.5
Snickers	6.3	60.9	6.5	68.9	0.2	2.6
Assorted Chocolate	5.6	42.3	5.8	51.9	0.2	3.4
Zoo Animal Cracker	3.9	50.0	4.2	63.0	0.2	5.7
Cheez-It Original	2.8	39.7	3.0	51.9	0.2	7.1
Twix Caramel	2.0	71.8	2.1	78.2	0.1	4.8
Farleys Mixed Fruit	1.4	55.8	1.4	60.3	0.1	4.6
Choc Chip Famous Amos	3.0	59.7	3.0	57.8	-0.0	-0.2
Skittles	0.8	37.2	0.8	38.5	0.0	0.9
Assorted Pretzels	11.4	57.1	10.9	41.0	-0.4	-3.8
Hot Stuff Jays	1.5	58.1	1.4	49.0	-0.1	-9.0
Raisinets	1.2	43.6	1.0	25.6	-0.2	-17.9
Assorted Cookie	5.6	51.9	4.9	25.0	-0.6	-11.6
Assorted Salty Snack	14.8	42.3	12.4	14.1	-2.4	-16.3
Cheetos	4.9	35.3	0.0	0.7	-4.9	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 2: Product Statistics for Experiment 5 at Site 93

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Potato Chips	76.8	61.9	93.6	86.5	16.8	21.9
Salted Peanuts	28.7	31.9	44.2	83.0	15.5	54.0
Sun Chips	44.3	65.2	55.9	86.5	11.6	26.1
Frito	22.7	52.6	32.0	87.0	9.3	41.2
Choc Chip Famous Amos	40.4	50.0	48.5	85.1	8.1	20.0
Hot Stuff Jays	23.1	52.3	26.6	67.7	3.5	15.3
Peanut M&Ms	90.5	61.3	93.6	64.7	3.1	3.4
Raisinets	39.1	63.9	40.3	66.5	1.2	3.0
Cheez-It Original	34.4	43.9	34.7	44.5	0.3	1.0
Twix Caramel	54.5	56.1	54.6	57.4	0.1	0.2
Assorted Chocolate	78.7	67.7	75.5	63.9	-3.2	-4.0
Assorted Cookie	80.0	38.1	76.6	29.0	-3.4	-4.2
Snickers	87.0	76.0	83.3	70.7	-3.7	-4.2
Doritos	65.9	82.4	62.1	73.2	-3.8	-5.7
Farleys Mixed Fruit	13.9	50.0	8.5	19.5	-5.4	-38.7
Zoo Animal Cracker	33.1	63.6	26.3	34.4	-6.8	-20.6
Skittles	32.8	69.0	21.4	29.7	-11.4	-34.8
Assorted Pretzels	96.7	61.9	83.7	32.9	-13.0	-13.4
Assorted Candy	22.2	56.8	8.8	5.2	-13.4	-60.3
Assorted Energy	126.0	59.4	100.4	23.2	-25.6	-20.3
Assorted Salty Snack	196.4	66.5	168.1	45.2	-28.3	-14.4
Cheetos	71.2	70.6	0.0	1.0	-71.2	-100.0
Total	1358.2	63.9	1238.7	49.0	-119.5	-8.8
<i>Shares</i>						
Assorted Potato Chips	5.7	54.2	7.6	87.7	1.9	33.7
Salted Peanuts	2.1	23.0	3.6	76.3	1.5	68.9
Sun Chips	3.3	60.0	4.5	96.8	1.2	38.3
Frito	1.7	35.1	2.6	85.1	0.9	54.8
Choc Chip Famous Amos	3.0	33.8	3.9	83.1	0.9	31.6
Hot Stuff Jays	1.7	36.8	2.1	72.3	0.4	26.4
Peanut M&Ms	6.7	58.0	7.6	77.3	0.9	13.4
Raisinets	2.9	60.6	3.3	76.1	0.4	12.9
Cheez-It Original	2.5	40.0	2.8	53.5	0.3	10.8
Twix Caramel	4.0	41.3	4.4	64.5	0.4	9.9
Assorted Chocolate	5.8	66.5	6.1	74.8	0.3	5.3
Assorted Cookie	5.9	31.6	6.2	39.4	0.3	5.0
Snickers	6.4	70.7	6.7	87.3	0.3	5.0
Doritos	4.8	85.0	5.0	89.5	0.2	3.4
Farleys Mixed Fruit	1.0	40.4	0.7	16.9	-0.3	-32.8
Zoo Animal Cracker	2.4	44.8	2.1	29.2	-0.3	-13.0
Skittles	2.4	65.2	1.7	22.6	-0.7	-28.5
Assorted Pretzels	7.1	36.8	6.8	27.1	-0.4	-5.1
Assorted Candy	1.6	42.6	0.7	3.9	-0.9	-56.5
Assorted Energy	9.3	35.5	8.1	9.0	-1.2	-12.6
Assorted Salty Snack	14.5	54.2	13.6	38.7	-0.9	-6.2
Cheetos	5.2	66.0	0.0	1.0	-5.2	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 3: Product Statistics for Experiment 5 at Site 5055

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Energy	47.9	55.8	56.4	80.5	8.5	17.8
Zoo Animal Cracker	18.7	64.5	23.4	85.5	4.8	25.6
Assorted Pretzels	54.0	51.9	58.3	62.3	4.3	8.0
Cheez-It Original	10.8	51.9	14.7	85.1	3.9	36.4
Doritos	13.3	35.5	16.2	57.9	2.9	22.2
Sun Chips	10.4	60.4	12.2	75.3	1.9	17.9
Twix Caramel	15.8	66.9	16.9	73.4	1.1	6.9
Assorted Chocolate	23.6	63.0	24.7	66.2	1.1	4.6
Raisinets	8.8	51.9	9.3	56.5	0.5	6.1
Assorted Potato Chips	20.0	59.7	20.4	64.3	0.4	1.8
Frito	11.4	51.3	11.8	53.2	0.4	3.1
Choc Chip Famous Amos	11.5	56.2	11.0	52.9	-0.5	-4.1
Hot Stuff Jays	2.5	50.0	1.3	31.2	-1.2	-46.3
Assorted Candy	21.3	28.6	18.7	18.8	-2.6	-12.3
Salted Peanuts	8.2	72.9	5.0	30.7	-3.2	-38.5
Skittles	7.2	66.2	4.1	26.6	-3.2	-43.8
Peanut M&Ms	22.0	53.3	18.6	36.7	-3.4	-15.6
Assorted Cookie	30.7	63.6	27.1	42.9	-3.6	-11.6
Snickers	20.5	55.6	13.2	18.5	-7.2	-35.3
Assorted Salty Snack	56.5	57.8	45.4	27.9	-11.0	-19.5
Cheetos	15.3	63.2	1.4	2.0	-13.9	-90.9
Total	430.3	61.0	410.3	35.7	-20.0	-4.7
<i>Shares</i>						
Assorted Energy	11.1	49.4	13.7	89.0	2.6	23.6
Zoo Animal Cracker	4.3	63.2	5.7	87.5	1.4	31.8
Assorted Pretzels	12.6	42.9	14.2	64.3	1.7	13.3
Cheez-It Original	2.5	50.6	3.6	89.0	1.1	43.1
Doritos	3.1	34.9	3.9	58.6	0.9	28.1
Sun Chips	2.4	57.8	3.0	81.8	0.6	23.7
Twix Caramel	3.7	66.9	4.1	80.5	0.4	12.2
Assorted Chocolate	5.5	61.0	6.0	74.0	0.5	9.7
Raisinets	2.0	52.6	2.3	57.1	0.2	11.2
Assorted Potato Chips	4.7	56.5	5.0	64.9	0.3	6.8
Frito	2.7	46.1	2.9	57.8	0.2	8.1
Choc Chip Famous Amos	2.7	52.9	2.7	54.2	0.0	0.5
Hot Stuff Jays	0.6	50.6	0.3	30.5	-0.3	-43.7
Assorted Candy	5.0	23.4	4.6	18.2	-0.4	-8.0
Salted Peanuts	1.9	70.0	1.2	30.0	-0.7	-35.5
Skittles	1.7	66.2	1.0	27.9	-0.7	-41.0
Peanut M&Ms	5.1	49.3	4.5	38.0	-0.6	-11.5
Assorted Cookie	7.1	62.3	6.6	48.7	-0.5	-7.3
Snickers	4.8	53.0	3.2	16.6	-1.5	-32.2
Assorted Salty Snack	13.1	51.3	11.1	26.6	-2.0	-15.6
Cheetos	3.6	57.2	0.3	2.0	-3.2	-90.4
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 4: Product Statistics for Experiment 5 at Site 5655

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Salty Snack	51.6	38.5	79.5	91.7	27.9	53.9
Peanut M&Ms	15.6	52.6	24.0	90.3	8.4	54.3
Farleys Mixed Fruit	9.4	57.7	16.5	92.9	7.1	75.0
Assorted Cookie	20.9	66.7	26.1	89.1	5.3	25.2
Assorted Energy	55.3	59.0	60.0	74.4	4.7	8.5
Salted Peanuts	11.4	70.5	12.1	76.9	0.8	6.7
Assorted Chocolate	21.1	69.2	21.5	73.7	0.4	2.1
Skittles	7.9	66.0	8.3	69.2	0.3	4.3
Twix Caramel	11.4	41.0	11.6	44.9	0.2	1.5
Assorted Candy	17.7	64.1	17.5	60.9	-0.2	-1.2
Snickers	16.2	63.9	15.5	58.1	-0.7	-4.2
Assorted Pretzels	16.4	68.6	15.4	59.0	-1.0	-6.1
Choc Chip Famous Amos	10.1	65.8	8.8	48.7	-1.4	-13.4
Sun Chips	6.7	76.8	5.1	59.2	-1.6	-23.7
Raisinets	6.3	76.3	4.2	51.6	-2.0	-32.5
Zoo Animal Cracker	15.3	57.4	13.1	40.0	-2.2	-14.2
Assorted Potato Chips	14.0	71.9	11.8	52.9	-2.3	-16.1
Frito	11.9	70.5	9.0	38.8	-2.9	-24.3
Doritos	15.9	74.8	12.5	40.6	-3.4	-21.4
Cheetos	12.3	60.6	0.0	1.3	-12.3	-100.0
Hot Stuff Jays	13.1	83.8	0.0	2.2	-13.1	-100.0
Total	360.5	75.0	372.5	79.5	12.0	3.3
<i>Shares</i>						
Assorted Salty Snack	14.3	25.6	21.3	83.3	7.0	49.0
Peanut M&Ms	4.3	35.1	6.4	85.7	2.1	49.3
Farleys Mixed Fruit	2.6	51.3	4.4	89.1	1.8	69.3
Assorted Cookie	5.8	55.8	7.0	82.7	1.2	21.2
Assorted Energy	15.3	45.5	16.1	51.3	0.8	5.0
Salted Peanuts	3.2	64.1	3.3	67.3	0.1	3.3
Assorted Chocolate	5.8	57.7	5.8	55.8	-0.1	-1.2
Skittles	2.2	59.0	2.2	60.9	0.0	0.9
Twix Caramel	3.2	29.5	3.1	27.6	-0.1	-1.7
Assorted Candy	4.9	53.8	4.7	46.8	-0.2	-4.4
Snickers	4.5	52.3	4.2	42.6	-0.3	-7.3
Assorted Pretzels	4.5	55.8	4.1	41.0	-0.4	-9.2
Choc Chip Famous Amos	2.8	52.3	2.3	34.8	-0.5	-16.2
Sun Chips	1.9	68.3	1.4	49.3	-0.5	-26.1
Raisinets	1.7	67.9	1.1	40.4	-0.6	-34.6
Zoo Animal Cracker	4.2	47.1	3.5	31.0	-0.7	-16.9
Assorted Potato Chips	3.9	66.1	3.2	35.5	-0.7	-18.8
Frito	3.3	59.6	2.4	21.8	-0.9	-26.7
Doritos	4.4	58.7	3.4	30.3	-1.1	-23.9
Cheetos	3.4	52.9	0.0	1.3	-3.4	-100.0
Hot Stuff Jays	3.6	73.5	0.0	2.2	-3.6	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 5: Product Statistics for Experiment 5 at Site 6056

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Doritos	21.3	57.3	30.5	97.4	9.2	43.2
Sun Chips	16.0	62.7	23.3	94.1	7.3	45.9
Assorted Chocolate	37.3	52.5	43.8	73.7	6.5	17.5
Salted Peanuts	8.1	55.9	13.7	89.8	5.6	69.1
Assorted Potato Chips	23.4	55.6	26.8	73.7	3.4	14.7
Farleys Mixed Fruit	10.0	59.3	11.8	81.4	1.8	18.0
Hot Stuff Jays	12.9	46.6	14.3	56.8	1.4	11.1
Peanut M&Ms	29.9	70.1	31.0	73.5	1.1	3.5
Assorted Cookie	51.6	58.5	52.7	61.9	1.0	2.0
Snickers	31.3	68.1	32.2	73.5	0.9	2.8
Zoo Animal Cracker	23.8	49.6	24.2	53.0	0.4	1.5
Skittles	3.9	40.7	4.2	52.5	0.2	5.6
Twix Caramel	13.1	48.3	13.3	50.0	0.2	1.5
Assorted Pretzels	66.7	65.3	66.7	66.1	0.0	0.0
Raisinets	16.4	49.2	16.0	43.6	-0.4	-2.5
Assorted Salty Snack	84.1	61.9	82.2	56.8	-1.9	-2.3
Frito	19.4	58.5	17.0	43.2	-2.4	-12.3
Assorted Candy	4.3	61.0	1.3	11.0	-3.0	-69.1
Choc Chip Famous Amos	12.8	66.1	9.5	38.3	-3.3	-25.9
Assorted Energy	42.0	61.0	37.5	44.9	-4.5	-10.6
Cheez-It Original	27.7	56.8	19.8	18.6	-7.9	-28.4
Cheetos	23.8	59.8	2.5	2.6	-21.3	-89.5
Total	579.9	70.3	574.3	65.3	-5.6	-1.0
<i>Shares</i>						
Doritos	3.7	48.7	5.3	94.0	1.6	44.6
Sun Chips	2.8	52.5	4.1	95.8	1.3	47.3
Assorted Chocolate	6.4	48.3	7.6	68.6	1.2	18.7
Salted Peanuts	1.4	49.2	2.4	86.4	1.0	70.7
Assorted Potato Chips	4.0	48.5	4.7	69.7	0.6	15.8
Farleys Mixed Fruit	1.7	48.3	2.1	75.4	0.3	19.2
Hot Stuff Jays	2.2	41.5	2.5	51.7	0.3	12.2
Peanut M&Ms	5.2	65.8	5.4	70.9	0.2	4.5
Assorted Cookie	8.9	49.2	9.2	56.8	0.3	3.0
Snickers	5.4	61.1	5.6	74.3	0.2	3.8
Zoo Animal Cracker	4.1	46.1	4.2	48.7	0.1	2.5
Skittles	0.7	39.0	0.7	50.0	0.0	6.6
Twix Caramel	2.3	44.1	2.3	46.6	0.1	2.5
Assorted Pretzels	11.5	62.7	11.6	64.4	0.1	1.0
Raisinets	2.8	39.8	2.8	35.6	-0.0	-1.6
Assorted Salty Snack	14.5	44.9	14.3	39.8	-0.2	-1.3
Frito	3.3	52.5	3.0	40.7	-0.4	-11.4
Assorted Candy	0.7	55.1	0.2	11.0	-0.5	-68.8
Choc Chip Famous Amos	2.2	60.0	1.7	32.2	-0.6	-25.2
Assorted Energy	7.2	48.3	6.5	30.5	-0.7	-9.8
Cheez-It Original	4.8	50.8	3.5	7.6	-1.3	-27.7
Cheetos	4.1	53.8	0.4	2.6	-3.7	-89.4
Total	100.0	50.4	100.0	50.4	0.0	0.0

Table 6: Product Statistics for Experiment 5 at Site 6263

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Energy	196.5	58.4	239.4	79.9	42.9	21.8
Frito	37.2	48.1	76.7	98.1	39.5	106.0
Assorted Potato Chips	96.7	66.2	132.9	97.4	36.2	37.4
Sun Chips	55.0	54.5	82.5	95.5	27.4	49.8
Salted Peanuts	72.1	60.4	76.9	66.4	4.8	6.7
Peanut M&Ms	109.6	60.3	113.8	67.5	4.2	3.8
Doritos	60.7	66.0	64.7	75.8	4.0	6.6
Farleys Mixed Fruit	29.3	65.9	32.6	75.6	3.3	11.2
Hot Stuff Jays	26.1	44.8	25.1	40.3	-1.0	-4.0
Assorted Cookie	93.3	28.6	91.0	26.6	-2.3	-2.5
Raisinets	43.3	51.3	40.6	47.4	-2.7	-6.3
Assorted Chocolate	116.1	81.2	112.3	74.0	-3.8	-3.3
Assorted Candy	15.9	33.1	11.3	18.2	-4.6	-29.2
Snickers	129.1	82.9	124.5	80.9	-4.7	-3.6
Zoo Animal Cracker	59.2	66.0	52.8	47.7	-6.3	-10.7
Cheez-It Original	48.0	55.8	40.1	25.3	-7.9	-16.5
Assorted Pretzels	124.2	69.5	114.6	57.8	-9.6	-7.7
Skittles	39.7	67.5	23.4	37.7	-16.3	-41.2
Twix Caramel	77.4	62.3	59.9	39.0	-17.5	-22.6
Assorted Salty Snack	234.8	59.7	215.9	39.6	-18.9	-8.0
Choc Chip Famous Amos	54.3	71.2	33.6	15.0	-20.7	-38.2
Cheetos	84.1	69.9	0.0	0.7	-84.1	-100.0
Total	1802.5	60.4	1764.2	57.1	-38.3	-2.1
<i>Shares</i>						
Assorted Energy	10.9	46.8	13.6	84.4	2.7	24.5
Frito	2.1	38.3	4.3	100.0	2.3	110.5
Assorted Potato Chips	5.4	61.0	7.5	91.6	2.2	40.4
Sun Chips	3.1	50.6	4.7	98.1	1.6	53.1
Salted Peanuts	4.0	31.3	4.4	46.3	0.4	9.0
Peanut M&Ms	6.1	50.3	6.4	71.5	0.4	6.1
Doritos	3.4	51.0	3.7	73.2	0.3	8.9
Farleys Mixed Fruit	1.6	52.0	1.8	72.4	0.2	13.6
Hot Stuff Jays	1.4	33.8	1.4	30.5	-0.0	-1.9
Assorted Cookie	5.2	11.7	5.2	11.0	-0.0	-0.4
Raisinets	2.4	42.9	2.3	38.3	-0.1	-4.2
Assorted Chocolate	6.4	81.2	6.4	79.2	-0.1	-1.2
Assorted Candy	0.9	26.6	0.6	12.3	-0.2	-27.6
Snickers	7.2	84.2	7.1	79.6	-0.1	-1.5
Zoo Animal Cracker	3.3	54.2	3.0	25.5	-0.3	-8.8
Cheez-It Original	2.7	40.3	2.3	9.1	-0.4	-14.7
Assorted Pretzels	6.9	48.7	6.5	35.1	-0.4	-5.7
Skittles	2.2	77.3	1.3	20.8	-0.9	-39.9
Twix Caramel	4.3	60.4	3.4	26.0	-0.9	-20.9
Assorted Salty Snack	13.0	39.0	12.2	29.9	-0.8	-6.0
Choc Chip Famous Amos	3.0	58.8	1.9	1.3	-1.1	-36.8
Cheetos	4.7	58.2	0.0	0.7	-4.7	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 7: Product Statistics for Experiment 5 at Site 7277

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Sun Chips	165.7	46.2	225.6	98.7	59.9	36.2
Salted Peanuts	168.1	56.3	213.6	89.9	45.5	27.1
Assorted Potato Chips	311.2	71.5	330.2	80.4	19.0	6.1
Raspberry Knotts	63.1	75.7	79.2	99.3	16.0	25.4
Grandmas Choc Chip	78.1	50.3	93.4	86.0	15.3	19.6
Doritos	209.6	50.0	221.0	63.3	11.4	5.4
Ruger Vanilla Wafer	104.3	55.7	105.8	57.6	1.4	1.4
Snickers	316.7	47.5	317.7	49.4	1.0	0.3
Assorted Pretzels	500.0	59.5	500.7	60.1	0.6	0.1
Cheetos	248.6	43.6	248.0	42.9	-0.6	-0.2
Hot Stuff Jays	100.9	81.0	96.7	72.2	-4.3	-4.2
Farleys Mixed Fruit	84.2	71.3	78.8	58.0	-5.3	-6.3
Zoo Animal Cracker	188.6	43.7	179.3	33.5	-9.3	-4.9
Peanut M&Ms	326.5	50.0	315.9	42.4	-10.7	-3.3
Twix Caramel	172.9	40.5	161.8	33.5	-11.1	-6.4
Skittles	87.3	48.1	75.6	31.6	-11.7	-13.4
Raisinets	114.3	38.6	102.2	24.7	-12.2	-10.6
Assorted Chocolate	327.7	59.5	309.5	48.1	-18.2	-5.6
Assorted Candy	147.9	55.1	129.4	26.6	-18.4	-12.5
Assorted Energy	552.1	57.0	529.9	43.0	-22.2	-4.0
Assorted Salty Snack	1089.7	44.3	1049.9	29.7	-39.8	-3.7
Assorted Cookie	150.9	77.2	106.5	51.9	-44.3	-29.4
Choc Chip Famous Amos	148.6	37.3	7.0	1.3	-141.6	-95.3
Total	5657.0	58.2	5477.5	43.0	-179.5	-3.2
<i>Shares</i>						
Sun Chips	2.9	44.3	4.1	98.1	1.2	40.6
Salted Peanuts	3.0	44.9	3.9	96.8	0.9	31.2
Assorted Potato Chips	5.5	71.5	6.0	88.0	0.5	9.6
Raspberry Knotts	1.1	78.9	1.4	99.3	0.3	29.5
Grandmas Choc Chip	1.4	49.0	1.7	88.5	0.3	23.5
Doritos	3.7	39.2	4.0	63.3	0.3	8.9
Ruger Vanilla Wafer	1.8	51.3	1.9	60.8	0.1	4.7
Snickers	5.6	43.7	5.8	54.4	0.2	3.6
Assorted Pretzels	8.8	46.2	9.1	63.3	0.3	3.4
Cheetos	4.4	30.1	4.5	42.9	0.1	3.0
Hot Stuff Jays	1.8	77.2	1.8	74.7	-0.0	-1.1
Farleys Mixed Fruit	1.5	67.5	1.4	61.8	-0.0	-3.3
Zoo Animal Cracker	3.3	27.8	3.3	20.9	-0.1	-1.8
Peanut M&Ms	5.8	41.8	5.8	40.5	-0.0	-0.1
Twix Caramel	3.1	34.2	3.0	28.5	-0.1	-3.4
Skittles	1.5	47.5	1.4	31.0	-0.2	-10.6
Raisinets	2.0	31.6	1.9	17.1	-0.2	-7.7
Assorted Chocolate	5.8	58.2	5.7	46.8	-0.1	-2.5
Assorted Candy	2.6	49.4	2.4	32.3	-0.3	-9.6
Assorted Energy	9.8	51.3	9.7	46.8	-0.1	-0.9
Assorted Salty Snack	19.3	39.9	19.2	36.1	-0.1	-0.5
Assorted Cookie	2.7	66.5	1.9	54.4	-0.7	-27.1
Choc Chip Famous Amos	2.6	20.3	0.1	0.6	-2.5	-95.1
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 1: Product Statistics for Experiment 6 at Site 1

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Sun Chips	52.5	62.8	61.4	89.1	8.9	16.9
Assorted Candy	57.7	60.3	65.8	74.4	8.2	14.2
Grandmas Choc Chip	11.4	51.9	17.5	92.9	6.1	53.5
Raspberry Knotts	7.5	71.1	13.0	98.0	5.5	72.7
Salted Peanuts	43.2	50.7	48.5	71.3	5.3	12.2
Assorted Pretzels	164.3	55.8	167.5	66.0	3.2	1.9
Ruger Vanilla Wafer	20.6	71.0	23.8	84.5	3.2	15.4
Hot Stuff Jays	23.8	71.0	26.0	83.9	2.2	9.2
Doritos	60.0	45.8	61.6	54.2	1.6	2.7
Assorted Cookie	40.2	45.5	39.5	41.7	-0.7	-1.8
Cheetos	68.4	33.8	67.2	29.8	-1.2	-1.8
Assorted Potato Chips	67.5	77.6	66.3	76.3	-1.3	-1.9
Snickers	86.0	54.3	84.5	51.0	-1.5	-1.7
Farleys Mixed Fruit	22.4	71.8	19.5	57.7	-2.9	-13.0
Twix Caramel	28.0	71.2	24.0	55.8	-4.0	-14.2
Raisinets	18.9	56.4	13.8	29.5	-5.1	-26.8
Assorted Energy	110.1	66.7	103.0	53.2	-7.2	-6.5
Skittles	13.8	53.2	5.2	11.5	-8.6	-62.3
Zoo Animal Cracker	60.3	65.6	47.1	16.2	-13.3	-22.0
Assorted Chocolate	89.6	64.1	73.6	30.8	-16.0	-17.8
Peanut M&Ms	92.9	65.8	76.6	28.3	-16.3	-17.5
Choc Chip Famous Amos	38.3	39.7	0.0	0.6	-38.3	-100.0
Assorted Salty Snack	292.3	42.3	250.1	14.1	-42.2	-14.5
Total	1469.8	59.6	1355.5	26.9	-114.4	-7.8
<i>Shares</i>						
Sun Chips	3.6	59.6	4.5	94.2	1.0	26.7
Assorted Candy	3.9	57.1	4.9	80.1	0.9	23.8
Grandmas Choc Chip	0.8	48.1	1.3	92.9	0.5	66.4
Raspberry Knotts	0.5	70.5	1.0	98.7	0.4	87.3
Salted Peanuts	2.9	42.6	3.6	80.9	0.6	21.7
Assorted Pretzels	11.2	44.9	12.4	78.2	1.2	10.5
Ruger Vanilla Wafer	1.4	69.0	1.8	88.4	0.4	25.1
Hot Stuff Jays	1.6	63.9	1.9	89.0	0.3	18.5
Doritos	4.1	36.6	4.5	62.1	0.5	11.3
Assorted Cookie	2.7	41.0	2.9	45.5	0.2	6.5
Cheetos	4.7	23.2	5.0	39.1	0.3	6.5
Assorted Potato Chips	4.6	77.6	4.9	83.3	0.3	6.4
Snickers	5.9	43.7	6.2	58.3	0.4	6.5
Farleys Mixed Fruit	1.5	70.5	1.4	59.6	-0.1	-5.6
Twix Caramel	1.9	69.2	1.8	60.9	-0.1	-7.0
Raisinets	1.3	51.9	1.0	32.7	-0.3	-20.7
Assorted Energy	7.5	57.7	7.6	60.9	0.1	1.4
Skittles	0.9	50.0	0.4	12.2	-0.6	-59.1
Zoo Animal Cracker	4.1	58.4	3.5	15.6	-0.6	-15.4
Assorted Chocolate	6.1	59.0	5.4	34.6	-0.7	-10.9
Peanut M&Ms	6.3	59.2	5.7	32.9	-0.7	-10.5
Choc Chip Famous Amos	2.6	25.6	0.0	0.6	-2.6	-100.0
Assorted Salty Snack	19.9	33.3	18.5	17.9	-1.4	-7.2
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 2: Product Statistics for Experiment 6 at Site 93



Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Sun Chips	36.8	47.7	54.6	85.8	17.8	48.5
Salted Peanuts	31.4	37.8	46.1	86.7	14.8	47.1
Twix Caramel	45.1	32.9	55.7	60.0	10.6	23.5
Ruger Vanilla Wafer	31.2	43.9	40.4	70.3	9.2	29.6
Grandmas Choc Chip	24.7	39.4	32.0	80.0	7.3	29.7
Assorted Chocolate	62.9	47.7	70.0	58.1	7.1	11.4
Assorted Potato Chips	74.0	56.8	80.5	69.0	6.5	8.7
Raspberry Knotts	14.2	53.7	20.3	87.2	6.1	43.2
Peanut M&Ms	73.2	38.7	77.9	43.3	4.6	6.3
Skittles	26.5	49.7	28.8	55.5	2.3	8.6
Hot Stuff Jays	24.1	54.8	26.1	67.1	2.0	8.4
Cheetos	62.5	46.7	63.7	52.0	1.2	2.0
Doritos	47.0	41.2	47.7	43.1	0.6	1.4
Snickers	71.1	45.3	70.7	42.0	-0.4	-0.6
Zoo Animal Cracker	25.5	31.2	24.1	23.4	-1.4	-5.5
Farleys Mixed Fruit	13.4	47.8	11.5	38.2	-1.9	-14.1
Raisinets	26.9	27.1	23.1	16.8	-3.8	-14.1
Assorted Energy	116.2	45.8	108.3	36.1	-7.9	-6.8
Assorted Salty Snack	225.6	41.9	215.5	33.5	-10.0	-4.5
Assorted Candy	19.4	44.5	8.8	4.5	-10.6	-54.6
Assorted Pretzels	97.0	62.6	75.9	17.4	-21.1	-21.7
Assorted Cookie	24.9	74.5	0.0	1.8	-24.9	-100.0
Choc Chip Famous Amos	35.5	29.0	1.0	0.6	-34.5	-97.2
Total	1209.1	47.1	1182.9	39.4	-26.2	-2.2
<i>Shares</i>						
Sun Chips	3.0	45.8	4.6	98.1	1.6	51.8
Salted Peanuts	2.6	37.0	3.9	88.1	1.3	50.4
Twix Caramel	3.7	28.4	4.7	80.0	1.0	26.2
Ruger Vanilla Wafer	2.6	41.3	3.4	84.5	0.8	32.5
Grandmas Choc Chip	2.0	44.5	2.7	85.8	0.7	32.6
Assorted Chocolate	5.2	48.4	5.9	71.6	0.7	13.8
Assorted Potato Chips	6.1	63.2	6.8	74.2	0.7	11.1
Raspberry Knotts	1.2	55.7	1.7	95.3	0.5	46.4
Peanut M&Ms	6.1	34.7	6.6	57.3	0.5	8.7
Skittles	2.2	52.3	2.4	67.7	0.2	11.0
Hot Stuff Jays	2.0	63.9	2.2	75.5	0.2	10.8
Cheetos	5.2	63.2	5.4	73.0	0.2	4.2
Doritos	3.9	42.5	4.0	53.6	0.1	3.6
Snickers	5.9	50.7	6.0	54.7	0.1	1.6
Zoo Animal Cracker	2.1	29.2	2.0	26.0	-0.1	-3.4
Farleys Mixed Fruit	1.1	50.7	1.0	33.8	-0.1	-12.2
Raisinets	2.2	21.3	2.0	9.0	-0.3	-12.2
Assorted Energy	9.6	45.2	9.2	32.9	-0.5	-4.7
Assorted Salty Snack	18.7	45.2	18.2	34.8	-0.4	-2.3
Assorted Candy	1.6	41.3	0.7	4.5	-0.9	-53.6
Assorted Pretzels	8.0	65.2	6.4	22.6	-1.6	-20.0
Assorted Cookie	2.1	65.5	0.0	1.8	-2.1	-100.0
Choc Chip Famous Amos	2.9	31.0	0.1	0.6	-2.9	-97.1
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 3: Product Statistics for Experiment 6 at Site 5055

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Raisinets	8.5	51.3	13.7	81.2	5.2	61.6
Snickers	16.4	32.2	19.7	49.7	3.2	19.8
Assorted Pretzels	57.0	59.7	59.0	63.3	2.0	3.5
Assorted Energy	44.6	43.5	45.7	46.8	1.1	2.4
Cheetos	14.3	51.0	15.0	59.2	0.7	4.8
Assorted Cookie	23.8	70.1	24.5	74.0	0.7	2.8
Assorted Candy	25.9	50.0	26.5	54.5	0.6	2.4
Sun Chips	11.6	71.4	12.2	74.0	0.6	5.0
Skittles	5.2	43.5	5.3	44.2	0.1	2.6
Assorted Potato Chips	25.3	81.8	25.3	82.5	0.0	0.1
Hot Stuff Jays	1.3	38.3	1.0	28.9	-0.3	-22.1
Doritos	10.5	18.0	10.0	15.7	-0.5	-4.8
Zoo Animal Cracker	18.2	62.9	17.5	57.0	-0.7	-3.7
Salted Peanuts	8.0	73.6	6.5	51.1	-1.5	-19.2
Raspberry Knotts	7.0	86.6	5.3	73.8	-1.7	-23.7
Ruger Vanilla Wafer	2.8	63.6	1.0	32.1	-1.8	-63.6
Assorted Chocolate	22.5	58.4	20.7	50.0	-1.9	-8.3
Grandmas Choc Chip	2.7	51.3	0.3	17.5	-2.3	-87.5
Assorted Salty Snack	81.9	62.3	79.3	55.8	-2.6	-3.1
Twix Caramel	13.4	48.1	9.5	21.1	-3.8	-28.8
Choc Chip Famous Amos	12.2	65.6	0.0	0.6	-12.2	-100.0
Peanut M&Ms	21.9	52.0	9.3	6.8	-12.5	-57.3
Total	434.8	60.4	407.3	32.5	-27.4	-6.3
<i>Shares</i>						
Raisinets	1.9	48.7	3.4	86.4	1.4	72.5
Snickers	3.8	28.9	4.8	49.0	1.1	27.9
Assorted Pretzels	13.1	54.5	14.5	70.1	1.4	10.5
Assorted Energy	10.3	35.7	11.2	51.9	1.0	9.4
Cheetos	3.3	49.0	3.7	63.9	0.4	11.9
Assorted Cookie	5.5	68.8	6.0	77.3	0.5	9.7
Assorted Candy	5.9	48.1	6.5	59.1	0.6	9.4
Sun Chips	2.7	71.4	3.0	79.2	0.3	12.1
Skittles	1.2	40.3	1.3	47.4	0.1	9.5
Assorted Potato Chips	5.8	77.3	6.2	85.1	0.4	6.8
Hot Stuff Jays	0.3	36.4	0.2	30.5	-0.0	-16.8
Doritos	2.4	13.3	2.5	14.0	0.0	1.7
Zoo Animal Cracker	4.2	57.0	4.3	62.9	0.1	2.8
Salted Peanuts	1.8	66.4	1.6	50.7	-0.3	-13.7
Raspberry Knotts	1.6	86.6	1.3	77.2	-0.3	-18.6
Ruger Vanilla Wafer	0.6	64.3	0.2	35.7	-0.4	-61.2
Assorted Chocolate	5.2	53.9	5.1	51.3	-0.1	-2.1
Grandmas Choc Chip	0.6	51.3	0.1	17.5	-0.5	-86.7
Assorted Salty Snack	18.8	59.1	19.5	63.6	0.6	3.4
Twix Caramel	3.1	46.1	2.3	20.8	-0.7	-24.0
Choc Chip Famous Amos	2.8	63.0	0.0	0.6	-2.8	-100.0
Peanut M&Ms	5.0	47.3	2.3	4.7	-2.7	-54.4
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 4: Product Statistics for Experiment 6 at Site 5655

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Raspberry Knotts	4.9	54.0	10.4	97.8	5.4	110.3
Farleys Mixed Fruit	8.8	49.4	13.6	83.3	4.8	54.8
Peanut M&Ms	16.9	61.0	21.6	86.4	4.7	27.5
Hot Stuff Jays	10.6	47.8	14.5	91.0	3.9	37.0
Ruger Vanilla Wafer	5.7	42.3	8.9	74.4	3.1	54.8
Snickers	16.0	63.2	18.9	83.9	2.9	18.2
Sun Chips	4.2	45.1	6.2	73.9	2.1	49.4
Assorted Pretzels	15.9	62.8	17.9	82.7	1.9	12.0
Assorted Cookie	7.5	63.5	9.3	76.9	1.8	23.9
Assorted Salty Snack	77.3	68.6	79.0	73.1	1.7	2.2
Assorted Chocolate	18.7	53.8	20.0	62.2	1.4	7.3
Salted Peanuts	9.2	53.2	10.6	65.4	1.3	14.6
Assorted Candy	17.7	64.1	18.0	65.4	0.2	1.4
Doritos	10.1	23.2	9.6	21.3	-0.4	-4.3
Assorted Potato Chips	11.6	49.6	10.7	37.2	-0.9	-7.4
Twix Caramel	12.4	51.3	10.9	37.8	-1.5	-12.0
Cheetos	10.7	46.8	8.8	27.9	-1.9	-17.7
Skittles	8.3	68.6	6.4	51.9	-1.9	-23.0
Raisinets	4.9	60.3	2.7	23.7	-2.2	-45.6
Zoo Animal Cracker	14.7	52.9	12.1	33.5	-2.6	-17.6
Assorted Energy	54.4	55.1	50.6	42.9	-3.8	-6.9
Choc Chip Famous Amos	10.0	65.4	3.0	5.4	-7.0	-70.1
Total	350.7	67.9	363.8	76.3	13.1	3.7
<i>Shares</i>						
Raspberry Knotts	1.4	51.8	2.9	95.6	1.4	102.7
Farleys Mixed Fruit	2.5	44.9	3.7	79.5	1.2	49.2
Peanut M&Ms	4.8	51.3	5.9	79.2	1.1	22.9
Hot Stuff Jays	3.0	43.3	4.0	85.1	1.0	32.1
Ruger Vanilla Wafer	1.6	32.7	2.4	63.5	0.8	49.2
Snickers	4.6	56.1	5.2	78.7	0.6	14.0
Sun Chips	1.2	39.4	1.7	65.5	0.5	44.0
Assorted Pretzels	4.5	55.8	4.9	67.3	0.4	8.0
Assorted Cookie	2.1	57.7	2.6	73.7	0.4	19.4
Assorted Salty Snack	22.0	59.6	21.7	56.4	-0.3	-1.5
Assorted Chocolate	5.3	46.8	5.5	50.6	0.2	3.4
Salted Peanuts	2.6	44.9	2.9	55.8	0.3	10.5
Assorted Candy	5.1	56.4	4.9	53.8	-0.1	-2.3
Doritos	2.9	16.8	2.6	11.0	-0.2	-7.8
Assorted Potato Chips	3.3	41.3	2.9	28.1	-0.4	-10.8
Twix Caramel	3.5	40.4	3.0	25.0	-0.5	-15.2
Cheetos	3.1	38.3	2.4	16.9	-0.6	-20.7
Skittles	2.4	65.4	1.8	42.3	-0.6	-25.7
Raisinets	1.4	51.9	0.7	16.7	-0.7	-47.6
Zoo Animal Cracker	4.2	46.5	3.3	22.6	-0.9	-20.6
Assorted Energy	15.5	44.9	13.9	22.4	-1.6	-10.3
Choc Chip Famous Amos	2.9	54.5	0.8	2.6	-2.0	-71.1
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 5: Product Statistics for Experiment 6 at Site 6056

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Sun Chips	13.3	43.6	20.5	88.0	7.2	54.4
Doritos	20.5	52.2	26.2	87.0	5.7	27.8
Salted Peanuts	8.3	59.8	12.2	85.5	3.9	47.3
Assorted Potato Chips	22.2	44.9	24.8	63.3	2.6	11.6
Assorted Pretzels	63.3	56.4	64.8	60.7	1.5	2.3
Peanut M&Ms	25.5	49.1	26.8	56.9	1.2	4.8
Farleys Mixed Fruit	9.8	53.8	11.0	69.2	1.2	12.4
Assorted Chocolate	35.4	42.7	35.5	44.0	0.1	0.2
Raspberry Knotts	7.8	62.7	7.5	60.5	-0.3	-3.6
Twix Caramel	14.1	58.1	13.8	55.6	-0.4	-2.7
Raisinets	16.7	54.7	16.2	51.3	-0.4	-2.6
Zoo Animal Cracker	25.7	63.2	25.0	57.5	-0.7	-2.8
Ruger Vanilla Wafer	9.6	58.1	8.8	52.1	-0.8	-8.4
Assorted Salty Snack	128.2	53.8	127.2	52.1	-0.9	-0.7
Cheetos	20.1	41.2	19.0	35.1	-1.1	-5.4
Assorted Energy	39.4	51.3	36.8	38.5	-2.6	-6.7
Assorted Candy	5.0	63.2	2.2	21.4	-2.7	-54.6
Hot Stuff Jays	15.0	63.2	12.0	35.5	-3.0	-19.8
Grandmas Choc Chip	3.0	75.0	0.0	7.5	-3.0	-100.0
Assorted Cookie	34.6	60.7	31.5	41.0	-3.1	-9.0
Skittles	7.1	76.1	3.8	43.6	-3.4	-47.3
Snickers	30.1	61.9	25.5	32.7	-4.6	-15.2
Choc Chip Famous Amos	11.2	56.4	3.0	2.6	-8.2	-73.1
Total	565.7	56.4	554.0	48.3	-11.7	-2.1
<i>Shares</i>						
Sun Chips	2.3	37.6	3.7	87.2	1.4	57.7
Doritos	3.6	47.0	4.7	88.7	1.1	30.5
Salted Peanuts	1.5	49.6	2.2	86.3	0.7	50.4
Assorted Potato Chips	3.9	42.9	4.5	63.3	0.5	14.0
Assorted Pretzels	11.2	55.6	11.7	67.5	0.5	4.5
Peanut M&Ms	4.5	50.0	4.8	57.8	0.3	7.0
Farleys Mixed Fruit	1.7	49.6	2.0	68.4	0.3	14.8
Assorted Chocolate	6.3	41.0	6.4	45.3	0.1	2.4
Raspberry Knotts	1.4	65.5	1.4	61.8	-0.0	-1.6
Twix Caramel	2.5	53.0	2.5	51.3	-0.0	-0.6
Raisinets	2.9	48.7	2.9	47.9	-0.0	-0.5
Zoo Animal Cracker	4.5	58.8	4.5	55.3	-0.0	-0.8
Ruger Vanilla Wafer	1.7	58.1	1.6	52.1	-0.1	-6.5
Assorted Salty Snack	22.7	43.6	23.0	50.4	0.3	1.4
Cheetos	3.6	27.2	3.4	21.9	-0.1	-3.4
Assorted Energy	7.0	42.7	6.6	34.2	-0.3	-4.7
Assorted Candy	0.9	65.0	0.4	18.8	-0.5	-53.6
Hot Stuff Jays	2.6	56.4	2.2	36.8	-0.5	-18.1
Grandmas Choc Chip	0.5	67.5	0.0	7.5	-0.5	-100.0
Assorted Cookie	6.1	59.0	5.7	46.2	-0.4	-7.1
Skittles	1.3	70.9	0.7	42.7	-0.6	-46.2
Snickers	5.3	60.2	4.6	26.5	-0.7	-13.4
Choc Chip Famous Amos	2.0	51.3	0.5	1.7	-1.4	-72.6
Total	100.0	50.4	100.0	50.4	0.0	0.0

Table 6: Product Statistics for Experiment 6 at Site 6263

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Sun Chips	47.3	44.8	70.7	83.8	23.4	49.4
Salted Peanuts	67.9	53.7	89.6	82.1	21.7	31.9
Assorted Salty Snack	284.4	22.1	298.7	32.5	14.3	5.0
Assorted Pretzels	102.5	32.5	115.7	59.1	13.2	12.8
Assorted Potato Chips	110.6	76.6	122.7	92.9	12.1	10.9
Zoo Animal Cracker	44.2	22.2	53.6	50.3	9.4	21.2
Peanut M&Ms	96.2	39.7	103.8	51.7	7.6	7.9
Grandmas Choc Chip	36.3	51.3	43.5	80.5	7.2	19.8
Doritos	61.5	68.0	65.9	77.1	4.4	7.1
Cheetos	72.5	46.4	74.2	49.7	1.7	2.3
Snickers	97.1	38.2	98.4	42.1	1.3	1.3
Raspberry Knotts	21.7	48.0	22.6	57.4	0.9	4.2
Skittles	26.3	44.2	26.1	43.5	-0.2	-0.9
Assorted Energy	187.4	54.5	185.5	53.9	-1.9	-1.0
Raisinets	38.5	43.5	32.7	30.5	-5.8	-15.2
Farleys Mixed Fruit	29.8	64.2	23.2	35.8	-6.6	-22.1
Assorted Chocolate	98.7	55.2	89.7	43.5	-9.0	-9.1
Hot Stuff Jays	26.2	45.5	17.0	10.4	-9.2	-35.1
Ruger Vanilla Wafer	34.5	55.2	23.0	21.4	-11.6	-33.5
Twix Caramel	60.0	39.6	48.0	20.1	-12.0	-20.0
Assorted Candy	22.3	59.1	8.1	7.1	-14.2	-63.7
Assorted Cookie	19.8	60.6	1.8	8.7	-18.0	-91.2
Choc Chip Famous Amos	41.4	32.5	0.0	0.6	-41.4	-100.0
Total	1626.9	45.5	1614.0	44.2	-12.9	-0.8
<i>Shares</i>						
Sun Chips	2.9	39.6	4.4	96.1	1.5	50.6
Salted Peanuts	4.2	34.3	5.6	88.1	1.4	33.0
Assorted Salty Snack	17.5	24.0	18.5	52.6	1.0	5.9
Assorted Pretzels	6.3	31.8	7.2	56.5	0.9	13.7
Assorted Potato Chips	6.8	82.5	7.6	92.2	0.8	11.8
Zoo Animal Cracker	2.7	11.8	3.3	57.5	0.6	22.2
Peanut M&Ms	5.9	41.1	6.4	70.2	0.5	8.8
Grandmas Choc Chip	2.2	61.0	2.7	92.2	0.5	20.8
Doritos	3.8	76.5	4.1	86.9	0.3	8.0
Cheetos	4.5	43.0	4.6	51.0	0.1	3.1
Snickers	6.0	38.8	6.1	44.1	0.1	2.1
Raspberry Knotts	1.3	53.4	1.4	61.5	0.1	5.1
Skittles	1.6	39.6	1.6	39.0	-0.0	-0.1
Assorted Energy	11.5	62.3	11.5	61.0	-0.0	-0.2
Raisinets	2.4	40.3	2.0	22.1	-0.3	-14.5
Farleys Mixed Fruit	1.8	70.7	1.4	32.5	-0.4	-21.5
Assorted Chocolate	6.1	70.8	5.6	52.6	-0.5	-8.4
Hot Stuff Jays	1.6	42.9	1.1	7.8	-0.6	-34.5
Ruger Vanilla Wafer	2.1	57.8	1.4	12.3	-0.7	-33.0
Twix Caramel	3.7	34.4	3.0	9.1	-0.7	-19.4
Assorted Candy	1.4	57.1	0.5	3.2	-0.9	-63.4
Assorted Cookie	1.2	56.7	0.1	8.7	-1.1	-91.1
Choc Chip Famous Amos	2.5	28.6	0.0	0.6	-2.5	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 7: Product Statistics for Experiment 6 at Site 7277

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Salty Snack	729.3	61.4	872.7	100.0	143.5	19.7
Assorted Energy	448.0	15.2	508.9	36.1	60.9	13.6
Snickers	275.1	31.0	318.7	49.4	43.6	15.8
Cheez-It Original	133.7	16.6	171.9	80.9	38.2	28.5
Hot Stuff Jays	66.3	8.9	104.3	82.9	37.9	57.2
Frito	145.3	46.8	180.9	86.7	35.6	24.5
Smartfood	110.0	53.8	129.5	84.2	19.5	17.7
Skittles	76.2	31.6	89.3	52.5	13.1	17.2
Sun Chips	131.0	19.6	142.9	31.0	11.9	9.1
Assorted Pretzels	408.2	19.0	412.8	21.5	4.6	1.1
Zoo Animal Cracker	167.7	25.3	172.0	28.5	4.3	2.6
Assorted Candy	159.2	66.5	161.3	69.6	2.1	1.3
Twix Caramel	133.8	16.5	135.1	17.7	1.3	1.0
Farleys Mixed Fruit	72.3	51.9	73.0	52.5	0.7	1.0
Assorted Chocolate	246.5	16.5	246.8	17.1	0.3	0.1
Raisinets	84.7	12.7	83.8	12.0	-0.9	-1.1
Choc Chip Famous Amos	148.0	35.7	145.1	27.4	-2.9	-2.0
Assorted Cookie	346.2	42.4	342.6	38.6	-3.7	-1.1
Salted Peanuts	179.5	64.3	164.1	49.0	-15.4	-8.6
Peanut M&Ms	295.8	32.3	276.0	24.7	-19.7	-6.7
Assorted Potato Chips	158.9	17.2	136.4	7.6	-22.5	-14.1
Doritos	173.1	14.6	0.4	0.6	-172.7	-99.8
Cheetos	215.7	18.4	0.2	1.3	-215.5	-99.9
Total	4904.5	15.8	4868.6	15.2	-35.9	-0.7
<i>Shares</i>						
Assorted Salty Snack	14.9	93.0	17.9	99.4	3.1	20.6
Assorted Energy	9.1	22.8	10.5	74.7	1.3	14.4
Snickers	5.6	46.8	6.5	88.0	0.9	16.7
Cheez-It Original	2.7	42.0	3.5	95.5	0.8	29.5
Hot Stuff Jays	1.4	13.3	2.1	95.6	0.8	58.3
Frito	3.0	58.2	3.7	97.5	0.8	25.4
Smartfood	2.2	67.1	2.7	95.6	0.4	18.6
Skittles	1.6	46.8	1.8	69.6	0.3	18.1
Sun Chips	2.7	27.2	2.9	43.0	0.3	9.9
Assorted Pretzels	8.3	29.1	8.5	35.4	0.2	1.9
Zoo Animal Cracker	3.4	42.4	3.5	59.5	0.1	3.3
Assorted Candy	3.2	79.7	3.3	81.0	0.1	2.1
Twix Caramel	2.7	16.5	2.8	18.4	0.0	1.7
Farleys Mixed Fruit	1.5	65.2	1.5	70.9	0.0	1.7
Assorted Chocolate	5.0	24.1	5.1	27.2	0.0	0.9
Raisinets	1.7	9.5	1.7	8.2	-0.0	-0.4
Choc Chip Famous Amos	3.0	71.3	3.0	67.5	-0.0	-1.3
Assorted Cookie	7.1	78.5	7.0	77.2	-0.0	-0.3
Salted Peanuts	3.7	84.7	3.4	67.5	-0.3	-7.9
Peanut M&Ms	6.0	51.9	5.7	36.7	-0.4	-6.0
Assorted Potato Chips	3.2	18.5	2.8	8.3	-0.4	-13.5
Doritos	3.5	23.4	0.0	0.6	-3.5	-99.8
Cheetos	4.4	29.1	0.0	1.3	-4.4	-99.9
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 1: Product Statistics for Experiment 9 at Site 1

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Salty Snack	245.9	92.9	314.2	100.0	68.3	27.8
Smartfood	39.5	80.1	52.9	98.7	13.3	33.7
Hot Stuff Jays	14.3	32.3	25.5	81.9	11.3	78.9
Snickers	82.7	48.3	92.7	70.2	10.0	12.1
Assorted Energy	98.9	40.4	106.3	58.3	7.4	7.5
Cheez-It Original	39.0	41.7	45.7	66.0	6.8	17.4
Frito	54.5	80.1	59.2	87.8	4.8	8.7
Assorted Candy	68.0	78.2	72.5	83.3	4.5	6.7
Skittles	24.9	94.9	27.4	96.8	2.5	10.1
Sun Chips	47.8	47.4	47.3	45.5	-0.5	-1.0
Assorted Potato Chips	29.1	24.4	27.8	21.2	-1.3	-4.5
Twix Caramel	24.3	57.1	22.7	44.9	-1.6	-6.7
Assorted Chocolate	86.1	53.8	83.7	49.4	-2.3	-2.7
Farleys Mixed Fruit	24.6	80.1	20.7	66.0	-3.8	-15.6
Zoo Animal Cracker	54.8	48.7	50.4	28.6	-4.4	-8.1
Choc Chip Famous Amos	39.8	45.5	35.1	22.1	-4.6	-11.7
Peanut M&Ms	99.5	75.7	94.7	67.1	-4.8	-4.8
Salted Peanuts	46.2	64.7	39.9	39.0	-6.3	-13.6
Raisinets	20.7	66.7	12.2	21.8	-8.5	-41.2
Assorted Pretzels	151.1	33.3	135.8	14.1	-15.3	-10.1
Assorted Cookie	101.0	80.8	75.6	42.9	-25.4	-25.1
Doritos	61.0	50.3	0.0	0.6	-61.0	-100.0
Cheetos	64.2	24.8	0.0	0.7	-64.2	-100.0
Total	1517.6	80.1	1442.4	48.1	-75.2	-5.0
<i>Shares</i>						
Assorted Salty Snack	16.2	84.0	21.8	100.0	5.6	34.4
Smartfood	2.6	71.8	3.7	97.4	1.1	40.7
Hot Stuff Jays	0.9	29.0	1.8	79.4	0.8	88.2
Snickers	5.4	35.1	6.4	66.2	1.0	17.9
Assorted Energy	6.5	24.4	7.4	51.3	0.9	13.1
Cheez-It Original	2.6	28.2	3.2	64.7	0.6	23.5
Frito	3.6	68.6	4.1	86.5	0.5	14.4
Assorted Candy	4.5	71.8	5.0	84.6	0.5	12.2
Skittles	1.6	94.2	1.9	97.4	0.3	15.8
Sun Chips	3.1	36.5	3.3	43.6	0.1	4.2
Assorted Potato Chips	1.9	18.6	1.9	19.2	0.0	0.5
Twix Caramel	1.6	48.1	1.6	44.2	-0.0	-1.8
Assorted Chocolate	5.7	48.1	5.8	52.6	0.1	2.4
Farleys Mixed Fruit	1.6	78.2	1.4	60.3	-0.2	-11.2
Zoo Animal Cracker	3.6	22.1	3.5	16.9	-0.1	-3.3
Choc Chip Famous Amos	2.6	25.3	2.4	16.2	-0.2	-7.1
Peanut M&Ms	6.6	68.4	6.6	69.1	0.0	0.1
Salted Peanuts	3.0	47.8	2.8	34.6	-0.3	-9.1
Raisinets	1.4	57.7	0.8	16.0	-0.5	-38.1
Assorted Pretzels	10.0	19.2	9.4	7.1	-0.5	-5.4
Assorted Cookie	6.7	77.6	5.2	38.5	-1.4	-21.2
Doritos	4.0	34.8	0.0	0.6	-4.0	-100.0
Cheetos	4.2	12.4	0.0	0.7	-4.2	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 2: Product Statistics for Experiment 9 at Site 93

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Salty Snack	152.7	60.6	188.2	83.2	35.5	23.3
Assorted Energy	96.3	16.8	114.6	45.2	18.3	19.0
Hot Stuff Jays	16.0	19.4	30.5	80.6	14.4	90.0
Cheez-It Original	36.3	56.8	49.6	97.4	13.3	36.7
Assorted Pretzels	79.4	23.9	91.3	51.6	11.9	15.0
Snickers	60.8	25.3	71.1	44.7	10.3	16.9
Smartfood	18.6	16.1	27.1	41.3	8.4	45.2
Frito	23.5	55.8	31.7	85.1	8.2	34.8
Assorted Cookie	86.8	58.7	92.5	71.6	5.7	6.6
Zoo Animal Cracker	26.4	35.7	30.8	52.6	4.3	16.4
Choc Chip Famous Amos	37.1	34.4	40.7	49.4	3.6	9.6
Farleys Mixed Fruit	16.1	64.7	19.3	81.2	3.2	19.8
Salted Peanuts	37.0	59.3	40.0	69.6	3.1	8.3
Skittles	21.2	28.4	22.9	37.1	1.7	7.9
Sun Chips	36.0	41.9	36.4	44.5	0.4	1.0
Raisinets	24.9	22.6	24.1	21.3	-0.8	-3.3
Twix Caramel	35.5	9.0	34.6	7.7	-0.9	-2.6
Assorted Candy	23.0	59.4	20.0	47.7	-3.0	-12.9
Assorted Chocolate	48.4	29.7	37.8	11.6	-10.6	-21.9
Assorted Potato Chips	45.5	20.6	34.1	6.5	-11.4	-25.0
Peanut M&Ms	67.0	28.7	55.5	15.3	-11.5	-17.2
Doritos	37.5	20.8	0.0	1.0	-37.5	-100.0
Cheetos	59.8	41.8	0.0	1.3	-59.8	-100.0
Total	1085.8	26.5	1092.6	27.1	6.8	0.6
<i>Shares</i>						
Assorted Salty Snack	14.1	87.1	17.2	100.0	3.2	22.5
Assorted Energy	8.9	27.1	10.5	71.0	1.6	18.3
Hot Stuff Jays	1.5	22.6	2.8	93.5	1.3	88.8
Cheez-It Original	3.3	71.6	4.5	99.4	1.2	35.8
Assorted Pretzels	7.3	42.6	8.4	74.8	1.0	14.3
Snickers	5.6	42.0	6.5	77.3	0.9	16.2
Smartfood	1.7	15.5	2.5	58.1	0.8	44.3
Frito	2.2	60.4	2.9	94.8	0.7	33.9
Assorted Cookie	8.0	78.1	8.5	85.8	0.5	6.0
Zoo Animal Cracker	2.4	46.1	2.8	75.3	0.4	15.7
Choc Chip Famous Amos	3.4	66.2	3.7	76.0	0.3	8.9
Farleys Mixed Fruit	1.5	80.1	1.8	89.7	0.3	19.0
Salted Peanuts	3.4	68.9	3.7	79.3	0.3	7.6
Skittles	2.0	34.2	2.1	43.2	0.1	7.3
Sun Chips	3.3	60.0	3.3	61.3	0.0	0.4
Raisinets	2.3	24.5	2.2	21.3	-0.1	-3.9
Twix Caramel	3.3	10.3	3.2	7.7	-0.1	-3.3
Assorted Candy	2.1	67.1	1.8	54.8	-0.3	-13.5
Assorted Chocolate	4.5	36.8	3.5	12.9	-1.0	-22.4
Assorted Potato Chips	4.2	23.9	3.1	3.9	-1.1	-25.5
Peanut M&Ms	6.2	38.0	5.1	9.3	-1.1	-17.7
Doritos	3.5	19.5	0.0	1.0	-3.5	-100.0
Cheetos	5.5	78.4	0.0	1.3	-5.5	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 3: Product Statistics for Experiment 9 at Site 5055



Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Salty Snack	61.0	80.8	75.8	96.1	14.8	24.3
Snickers	18.5	46.0	29.0	90.9	10.5	56.8
Raisinets	8.2	51.3	15.2	87.0	7.0	85.7
Assorted Chocolate	32.0	89.0	36.8	94.2	4.8	15.1
Peanut M&Ms	18.3	38.5	21.7	52.7	3.3	18.2
Choc Chip Famous Amos	11.7	57.9	14.5	79.6	2.8	24.3
Frito	16.2	90.9	18.7	96.8	2.5	15.5
Hot Stuff Jays	0.9	22.7	3.3	68.2	2.4	263.6
Assorted Candy	24.8	46.8	25.5	50.0	0.8	3.0
Twix Caramel	11.8	39.0	12.3	42.9	0.6	5.0
Skittles	4.5	33.8	5.0	39.9	0.5	11.1
Cheez-It Original	12.2	65.6	12.7	70.1	0.5	4.1
Assorted Energy	54.8	74.0	53.8	73.4	-1.0	-1.8
Sun Chips	12.6	76.0	11.0	65.9	-1.6	-12.6
Assorted Cookie	34.8	77.9	33.2	72.7	-1.7	-4.8
Smartfood	5.1	47.1	3.3	24.7	-1.8	-35.0
Salted Peanuts	8.8	75.7	6.5	50.7	-2.2	-25.7
Zoo Animal Cracker	21.9	80.8	16.2	53.6	-5.8	-26.2
Assorted Pretzels	61.3	68.8	54.5	51.0	-6.8	-11.1
Assorted Potato Chips	21.9	65.6	13.3	20.1	-8.6	-39.2
Doritos	13.1	34.2	0.0	1.0	-13.1	-100.0
Cheetos	19.8	89.3	0.0	0.7	-19.8	-100.0
Total	474.1	89.0	462.3	79.9	-11.8	-2.5
<i>Shares</i>						
Assorted Salty Snack	12.9	58.4	16.4	94.8	3.5	27.5
Snickers	3.9	31.5	6.3	87.9	2.4	60.8
Raisinets	1.7	37.7	3.3	85.1	1.6	90.5
Assorted Chocolate	6.7	85.7	8.0	92.2	1.2	18.0
Peanut M&Ms	3.9	27.7	4.7	43.2	0.8	21.2
Choc Chip Famous Amos	2.5	44.7	3.1	74.3	0.7	27.5
Frito	3.4	81.8	4.0	94.8	0.6	18.4
Hot Stuff Jays	0.2	22.7	0.7	63.0	0.5	272.9
Assorted Candy	5.2	27.9	5.5	36.4	0.3	5.7
Twix Caramel	2.5	25.3	2.7	34.4	0.2	7.6
Skittles	0.9	28.6	1.1	33.1	0.1	13.9
Cheez-It Original	2.6	52.6	2.7	64.3	0.2	6.8
Assorted Energy	11.6	59.1	11.6	61.0	0.1	0.7
Sun Chips	2.7	70.1	2.4	59.1	-0.3	-10.4
Assorted Cookie	7.3	64.9	7.2	60.4	-0.2	-2.4
Smartfood	1.1	34.1	0.7	22.4	-0.4	-33.3
Salted Peanuts	1.8	66.4	1.4	40.7	-0.4	-23.8
Zoo Animal Cracker	4.6	68.9	3.5	43.7	-1.1	-24.4
Assorted Pretzels	12.9	51.3	11.8	31.8	-1.1	-8.9
Assorted Potato Chips	4.6	55.2	2.9	12.3	-1.7	-37.6
Doritos	2.8	22.4	0.0	1.0	-2.8	-100.0
Cheetos	4.2	77.9	0.0	0.7	-4.2	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 4: Product Statistics for Experiment 9 at Site 5655

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Energy	50.5	45.5	60.0	73.4	9.5	18.8
Frito	9.9	44.2	16.5	96.2	6.6	67.1
Assorted Chocolate	18.7	51.9	22.5	79.5	3.8	20.6
Peanut M&Ms	15.1	47.7	16.5	56.2	1.4	8.9
Sun Chips	5.4	62.0	6.5	71.8	1.1	20.3
Assorted Salty Snack	60.0	65.4	61.0	71.2	1.0	1.7
Salted Peanuts	11.0	67.9	11.5	73.1	0.5	4.6
Assorted Pretzels	15.5	64.7	16.0	66.3	0.5	3.2
Assorted Cookie	14.6	30.8	15.0	32.4	0.4	2.7
Farleys Mixed Fruit	8.6	46.2	9.0	49.7	0.4	4.3
Choc Chip Famous Amos	9.2	56.1	9.5	61.6	0.3	3.7
Twix Caramel	11.8	44.9	12.0	47.8	0.2	1.5
Hot Stuff Jays	9.5	37.9	9.5	40.9	0.0	0.4
Raisinets	5.0	64.7	5.0	60.9	-0.0	-0.9
Skittles	6.8	58.3	6.5	55.1	-0.3	-4.8
Assorted Candy	17.5	62.2	17.0	56.7	-0.5	-3.1
Smartfood	10.7	50.9	10.0	38.7	-0.7	-6.4
Zoo Animal Cracker	15.7	64.5	14.5	51.9	-1.2	-7.9
Snickers	17.5	75.5	14.5	52.3	-3.0	-17.1
Cheetos	12.1	60.4	0.0	0.6	-12.1	-100.0
Doritos	12.8	45.2	0.0	0.6	-12.8	-100.0
Assorted Potato Chips	13.0	61.0	0.0	0.8	-13.0	-100.0
Total	351.0	64.7	333.0	48.1	-18.0	-5.1
<i>Shares</i>						
Assorted Energy	14.4	30.1	18.0	80.8	3.6	25.2
Frito	2.8	37.8	5.0	93.6	2.1	76.1
Assorted Chocolate	5.3	43.6	6.8	82.7	1.4	27.2
Peanut M&Ms	4.3	32.0	5.0	54.9	0.6	14.8
Sun Chips	1.5	54.9	2.0	73.2	0.4	26.9
Assorted Salty Snack	17.1	55.1	18.3	67.3	1.2	7.2
Salted Peanuts	3.1	62.8	3.5	73.1	0.3	10.3
Assorted Pretzels	4.4	53.8	4.8	64.1	0.4	8.8
Assorted Cookie	4.2	19.2	4.5	23.7	0.3	8.2
Farleys Mixed Fruit	2.5	39.1	2.7	47.1	0.2	10.0
Choc Chip Famous Amos	2.6	49.7	2.9	61.9	0.2	9.3
Twix Caramel	3.4	37.2	3.6	47.4	0.2	7.0
Hot Stuff Jays	2.7	24.2	2.9	33.3	0.2	5.8
Raisinets	1.4	55.1	1.5	57.7	0.1	4.5
Skittles	1.9	55.1	2.0	55.8	0.0	0.4
Assorted Candy	5.0	49.4	5.1	53.2	0.1	2.1
Smartfood	3.0	41.5	3.0	39.6	-0.0	-1.4
Zoo Animal Cracker	4.5	54.8	4.4	51.6	-0.1	-2.9
Snickers	5.0	72.3	4.4	47.1	-0.6	-12.6
Cheetos	3.4	53.2	0.0	0.6	-3.4	-100.0
Doritos	3.6	34.8	0.0	0.6	-3.6	-100.0
Assorted Potato Chips	3.7	61.0	0.0	0.8	-3.7	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 5: Product Statistics for Experiment 9 at Site 6056

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
<i>Shares</i>						

Table 6: Product Statistics for Experiment 9 at Site 6263

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Energy	147.5	22.6	174.1	45.2	26.6	18.1
Assorted Salty Snack	209.7	71.0	233.5	83.9	23.8	11.3
Cheez-It Original	46.3	47.7	63.9	93.5	17.6	38.0
Assorted Cookie	109.0	57.4	126.3	74.8	17.2	15.8
Snickers	95.6	36.6	111.4	61.4	15.8	16.5
Assorted Pretzels	100.9	28.4	115.2	57.4	14.3	14.2
Frito	41.3	52.9	54.8	75.5	13.5	32.8
Sun Chips	29.2	12.3	41.7	34.2	12.4	42.5
Assorted Potato Chips	49.3	11.0	61.1	21.9	11.8	24.0
Zoo Animal Cracker	48.9	38.3	60.2	69.5	11.4	23.3
Hot Stuff Jays	25.6	44.5	35.4	81.3	9.8	38.2
Skittles	18.8	23.9	27.5	46.5	8.7	46.6
Assorted Chocolate	61.4	15.5	65.9	20.6	4.5	7.4
Twix Caramel	50.3	25.8	53.5	32.3	3.2	6.3
Raisinets	25.9	16.8	27.4	21.3	1.4	5.6
Farleys Mixed Fruit	23.0	37.1	24.0	42.7	1.0	4.2
Assorted Candy	26.0	75.5	26.3	76.1	0.3	1.3
Smartfood	36.0	40.0	36.3	42.6	0.2	0.6
Choc Chip Famous Amos	50.3	61.0	45.3	40.9	-5.0	-10.0
Peanut M&Ms	95.8	40.1	87.7	27.6	-8.1	-8.5
Salted Peanuts	76.6	65.2	66.1	49.6	-10.5	-13.7
Doritos	48.7	34.4	0.4	0.6	-48.3	-99.2
Cheetos	59.7	17.8	0.2	1.0	-59.5	-99.7
Total	1476.0	29.7	1538.2	38.1	62.2	4.2
<i>Shares</i>						
Assorted Energy	10.0	21.9	11.3	58.1	1.3	13.3
Assorted Salty Snack	14.2	89.7	15.2	98.7	1.0	6.8
Cheez-It Original	3.1	74.2	4.2	98.7	1.0	32.4
Assorted Cookie	7.4	81.3	8.2	92.9	0.8	11.1
Snickers	6.5	62.7	7.2	85.6	0.8	11.8
Assorted Pretzels	6.8	47.7	7.5	70.3	0.7	9.5
Frito	2.8	48.4	3.6	79.4	0.8	27.5
Sun Chips	2.0	8.4	2.7	27.7	0.7	36.8
Assorted Potato Chips	3.3	6.5	4.0	27.1	0.6	19.0
Zoo Animal Cracker	3.3	57.1	3.9	93.5	0.6	18.3
Hot Stuff Jays	1.7	55.5	2.3	85.8	0.6	32.6
Skittles	1.3	18.1	1.8	51.0	0.5	40.6
Assorted Chocolate	4.2	12.3	4.3	15.5	0.1	3.1
Twix Caramel	3.4	26.5	3.5	27.7	0.1	2.0
Raisinets	1.8	10.3	1.8	12.9	0.0	1.3
Farleys Mixed Fruit	1.6	46.8	1.6	46.0	-0.0	-0.1
Assorted Candy	1.8	75.5	1.7	72.9	-0.0	-2.8
Smartfood	2.4	71.0	2.4	63.9	-0.1	-3.4
Choc Chip Famous Amos	3.4	78.6	2.9	57.1	-0.5	-13.6
Peanut M&Ms	6.5	73.7	5.7	30.9	-0.8	-12.2
Salted Peanuts	5.2	78.5	4.3	41.5	-0.9	-17.2
Doritos	3.3	46.8	0.0	0.6	-3.3	-99.2
Cheetos	4.0	23.0	0.0	0.7	-4.0	-99.7
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 7: Product Statistics for Experiment 9 at Site 7277

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Twix Caramel	150.2	26.3	249.3	94.2	99.1	65.9
Plain M&Ms	90.9	56.4	154.2	100.0	63.3	69.7
Assorted Chocolate	110.3	35.3	169.1	52.6	58.8	53.4
Raisinets	109.8	34.0	155.1	82.7	45.3	41.2
Assorted Cookie	225.3	87.8	264.2	96.8	39.0	17.3
Assorted Energy	475.3	22.4	513.7	34.6	38.4	8.1
Reeses Peanut Butter Cups	91.8	69.7	129.4	94.1	37.5	40.9
Assorted Candy	156.3	64.7	181.6	84.0	25.2	16.2
Choc Chip Famous Amos	157.4	49.4	177.9	80.8	20.5	13.0
Skittles	75.2	30.1	84.6	43.6	9.4	12.5
Farleys Mixed Fruit	70.8	49.4	80.1	61.5	9.3	13.1
Salted Peanuts	171.1	56.8	175.7	60.6	4.6	2.7
Grandmas Choc Chip	77.4	48.1	81.2	58.3	3.8	4.9
Assorted Salty Snack	1390.9	55.1	1393.4	55.8	2.5	0.2
Zoo Animal Cracker	187.8	43.6	185.1	39.7	-2.7	-1.4
Cheetos	244.5	41.3	239.5	32.9	-4.9	-2.0
Doritos	203.0	42.9	197.9	34.0	-5.1	-2.5
Ruger Vanilla Wafer	96.9	44.9	91.5	34.6	-5.4	-5.5
Assorted Potato Chips	175.1	21.8	146.7	9.6	-28.3	-16.2
Assorted Pretzels	480.6	50.6	445.5	36.5	-35.1	-7.3
Snickers	294.7	34.6	7.1	0.6	-287.6	-97.6
Peanut M&Ms	310.6	37.2	4.7	0.6	-305.9	-98.5
Total	5346.0	32.7	5127.6	22.4	-218.4	-4.1
<i>Shares</i>						
Twix Caramel	2.8	21.8	4.9	98.7	2.1	73.0
Plain M&Ms	1.7	64.1	3.0	100.0	1.3	76.9
Assorted Chocolate	2.1	34.0	3.3	51.3	1.2	59.9
Raisinets	2.1	38.5	3.0	97.4	1.0	47.2
Assorted Cookie	4.2	86.5	5.2	96.8	0.9	22.3
Assorted Energy	8.9	12.8	10.0	60.3	1.1	12.7
Reeses Peanut Butter Cups	1.7	71.4	2.5	99.2	0.8	46.9
Assorted Candy	2.9	67.3	3.5	92.3	0.6	21.1
Choc Chip Famous Amos	2.9	63.5	3.5	98.1	0.5	17.9
Skittles	1.4	30.1	1.7	55.1	0.2	17.3
Farleys Mixed Fruit	1.3	48.7	1.6	79.5	0.2	17.9
Salted Peanuts	3.2	58.1	3.4	68.4	0.2	7.1
Grandmas Choc Chip	1.4	59.6	1.6	80.8	0.1	9.4
Assorted Salty Snack	26.0	75.0	27.2	86.5	1.2	4.4
Zoo Animal Cracker	3.5	55.1	3.6	69.2	0.1	2.8
Cheetos	4.6	52.3	4.7	58.7	0.1	2.2
Doritos	3.8	42.9	3.9	46.2	0.1	1.7
Ruger Vanilla Wafer	1.8	44.9	1.8	44.2	-0.0	-1.5
Assorted Potato Chips	3.3	16.7	2.9	10.3	-0.4	-12.6
Assorted Pretzels	9.0	53.2	8.7	37.8	-0.3	-3.4
Snickers	5.5	38.5	0.1	0.6	-5.4	-97.5
Peanut M&Ms	5.8	37.8	0.1	0.6	-5.7	-98.4
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 1: Product Statistics for Experiment 10 at Site 1

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Plain M&Ms	45.2	36.8	75.7	94.2	30.5	67.4
Reeses Peanut Butter Cups	30.8	60.9	52.2	100.0	21.4	69.4
Assorted Candy	63.4	67.1	82.4	95.5	18.9	29.9
Assorted Cookie	75.8	90.3	90.9	97.4	15.1	20.0
Assorted Chocolate	9.9	26.5	22.2	53.5	12.2	123.6
Twix Caramel	25.3	62.6	33.8	83.9	8.4	33.3
Raisinets	16.2	44.5	22.4	76.8	6.2	38.3
Assorted Energy	89.8	19.4	95.4	30.3	5.6	6.2
Salted Peanuts	40.1	40.0	45.4	63.7	5.3	13.3
Skittles	19.5	80.0	24.4	95.5	4.9	25.0
Farleys Mixed Fruit	21.4	68.4	24.1	78.7	2.6	12.3
Ruger Vanilla Wafer	16.4	46.1	17.0	50.6	0.5	3.3
Grandmas Choc Chip	12.2	59.4	12.3	61.9	0.2	1.4
Cheetos	66.1	27.3	66.0	26.7	-0.1	-0.2
Assorted Pretzels	150.9	32.9	150.6	32.3	-0.3	-0.2
Doritos	63.4	64.5	62.1	57.2	-1.3	-2.1
Assorted Potato Chips	21.8	13.5	19.3	10.3	-2.4	-11.2
Choc Chip Famous Amos	41.7	54.2	35.8	26.1	-5.9	-14.1
Assorted Salty Snack	418.0	78.1	407.0	73.5	-11.0	-2.6
Zoo Animal Cracker	57.7	60.8	44.9	10.5	-12.9	-22.3
Snickers	84.3	50.0	0.0	0.7	-84.3	-100.0
Peanut M&Ms	90.5	59.5	0.0	0.7	-90.5	-100.0
Total	1460.4	54.8	1383.6	32.9	-76.8	-5.3
<i>Shares</i>						
Plain M&Ms	3.1	33.5	5.5	97.4	2.4	76.7
Reeses Peanut Butter Cups	2.1	67.2	3.8	100.0	1.7	78.8
Assorted Candy	4.3	68.4	6.0	99.4	1.6	37.1
Assorted Cookie	5.2	88.4	6.6	99.4	1.4	26.6
Assorted Chocolate	0.7	23.9	1.6	52.9	0.9	136.1
Twix Caramel	1.7	58.7	2.4	86.5	0.7	40.7
Raisinets	1.1	40.6	1.6	78.1	0.5	46.0
Assorted Energy	6.1	14.2	6.9	36.8	0.7	12.1
Salted Peanuts	2.7	32.6	3.3	65.2	0.5	19.6
Skittles	1.3	80.6	1.8	94.8	0.4	31.9
Farleys Mixed Fruit	1.5	64.5	1.7	87.1	0.3	18.5
Ruger Vanilla Wafer	1.1	41.6	1.2	52.6	0.1	9.0
Grandmas Choc Chip	0.8	52.9	0.9	62.6	0.1	7.0
Cheetos	4.5	18.0	4.8	29.3	0.2	5.3
Assorted Pretzels	10.3	27.1	10.9	39.4	0.6	5.3
Doritos	4.3	53.3	4.5	61.8	0.1	3.4
Assorted Potato Chips	1.5	12.3	1.4	9.7	-0.1	-6.3
Choc Chip Famous Amos	2.9	49.0	2.6	24.8	-0.3	-9.3
Assorted Salty Snack	28.6	76.8	29.4	84.5	0.8	2.8
Zoo Animal Cracker	4.0	48.4	3.2	6.5	-0.7	-18.0
Snickers	5.8	40.8	0.0	0.7	-5.8	-100.0
Peanut M&Ms	6.2	54.2	0.0	0.7	-6.2	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 2: Product Statistics for Experiment 10 at Site 93

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Twix Caramel	45.2	33.3	75.6	96.7	30.4	67.3
Assorted Chocolate	20.1	23.5	39.3	49.7	19.2	95.2
Raisinets	28.3	33.3	45.0	78.4	16.7	58.9
Assorted Energy	104.7	28.1	117.9	42.5	13.2	12.6
Assorted Salty Snack	264.1	24.8	274.8	32.0	10.7	4.1
Assorted Candy	19.4	43.8	29.5	78.4	10.2	52.6
Ruger Vanilla Wafer	25.5	17.0	35.4	54.2	9.8	38.5
Zoo Animal Cracker	28.6	42.1	37.8	77.6	9.2	32.0
Skittles	17.3	15.7	25.4	44.4	8.1	46.9
Reeses Peanut Butter Cups	22.1	39.0	30.0	61.0	7.9	36.0
Choc Chip Famous Amos	41.4	53.3	48.0	82.9	6.5	15.7
Salted Peanuts	40.0	70.7	44.4	85.7	4.4	11.0
Grandmas Choc Chip	29.5	66.7	33.9	90.2	4.4	14.8
Farleys Mixed Fruit	12.7	44.8	16.6	64.9	3.9	31.0
Cheetos	55.6	28.5	56.7	30.5	1.1	1.9
Plain M&Ms	2.8	52.6	3.8	77.6	1.0	38.2
Doritos	38.0	23.0	38.5	24.3	0.5	1.4
Assorted Cookie	40.5	93.5	35.1	91.5	-5.4	-13.3
Assorted Potato Chips	49.5	20.3	37.6	10.5	-12.0	-24.2
Assorted Pretzels	97.4	62.1	81.8	24.2	-15.6	-16.0
Snickers	58.3	17.9	0.0	0.7	-58.3	-100.0
Peanut M&Ms	70.3	32.9	0.0	0.7	-70.3	-100.0
Total	1111.2	26.1	1106.9	24.8	-4.3	-0.4
<i>Shares</i>						
Twix Caramel	4.1	45.8	6.8	100.0	2.8	67.9
Assorted Chocolate	1.8	28.1	3.6	48.4	1.7	96.0
Raisinets	2.5	41.2	4.1	92.8	1.5	59.5
Assorted Energy	9.4	39.2	10.6	71.9	1.2	13.1
Assorted Salty Snack	23.8	47.1	24.8	64.7	1.1	4.5
Assorted Candy	1.7	50.3	2.7	90.8	0.9	53.2
Ruger Vanilla Wafer	2.3	21.6	3.2	76.5	0.9	39.1
Zoo Animal Cracker	2.6	59.2	3.4	94.7	0.8	32.5
Skittles	1.6	15.0	2.3	58.2	0.7	47.5
Reeses Peanut Butter Cups	2.0	46.8	2.7	75.3	0.7	36.5
Choc Chip Famous Amos	3.7	78.3	4.3	95.4	0.6	16.2
Salted Peanuts	3.6	80.5	4.0	90.2	0.4	11.4
Grandmas Choc Chip	2.7	87.6	3.1	94.8	0.4	15.2
Farleys Mixed Fruit	1.1	50.0	1.5	79.9	0.4	31.5
Cheetos	5.0	53.6	5.1	60.9	0.1	2.3
Plain M&Ms	0.2	56.6	0.3	72.4	0.1	38.7
Doritos	3.4	17.1	3.5	19.1	0.1	1.8
Assorted Cookie	3.6	92.8	3.2	88.9	-0.5	-12.9
Assorted Potato Chips	4.5	26.8	3.4	6.5	-1.1	-23.9
Assorted Pretzels	8.8	85.0	7.4	47.1	-1.4	-15.7
Snickers	5.2	29.1	0.0	0.7	-5.2	-100.0
Peanut M&Ms	6.3	44.1	0.0	0.7	-6.3	-100.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 3: Product Statistics for Experiment 10 at Site 5055

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Salty Snack	86.0	45.8	98.2	74.5	12.2	14.2
Assorted Chocolate	9.8	45.8	21.2	96.7	11.5	117.6
Assorted Cookie	20.4	39.9	30.8	81.7	10.4	50.8
Twix Caramel	12.9	45.8	22.2	92.8	9.4	72.6
Raisinets	8.6	52.3	15.2	88.2	6.6	77.0
Assorted Energy	43.0	39.9	49.0	62.1	6.0	14.0
Salted Peanuts	7.0	63.3	11.0	87.4	4.0	57.0
Choc Chip Famous Amos	12.2	66.2	15.8	86.8	3.5	28.7
Reeses Peanut Butter Cups	11.5	60.7	12.8	68.9	1.2	10.9
Cheetos	14.6	55.5	15.8	65.8	1.2	8.1
Doritos	16.1	60.4	16.5	62.4	0.4	2.7
Plain M&Ms	7.4	54.2	7.5	55.2	0.1	1.3
Assorted Potato Chips	16.0	35.3	15.5	31.0	-0.5	-3.2
Ruger Vanilla Wafer	1.9	44.4	0.5	20.3	-1.4	-74.1
Zoo Animal Cracker	13.8	34.7	12.0	24.7	-1.8	-13.0
Skittles	7.6	70.6	4.8	33.3	-2.8	-37.3
Grandmas Choc Chip	3.8	64.1	0.2	17.0	-3.6	-93.5
Assorted Pretzels	59.2	62.7	48.8	32.0	-10.4	-17.6
Assorted Candy	32.8	73.9	18.8	18.3	-14.1	-42.9
Snickers	21.9	57.3	2.0	1.3	-19.9	-90.9
Peanut M&Ms	25.2	67.8	0.5	0.7	-24.7	-98.0
Total	431.6	56.9	419.0	41.8	-12.6	-2.9
<i>Shares</i>						
Assorted Salty Snack	19.9	37.9	23.4	75.2	3.5	17.7
Assorted Chocolate	2.3	45.8	5.1	98.7	2.8	124.2
Assorted Cookie	4.7	35.9	7.3	80.4	2.6	55.4
Twix Caramel	3.0	43.1	5.3	94.1	2.3	77.8
Raisinets	2.0	49.7	3.6	90.2	1.6	82.3
Assorted Energy	10.0	30.7	11.7	62.1	1.7	17.4
Salted Peanuts	1.6	53.2	2.6	89.9	1.0	61.7
Choc Chip Famous Amos	2.8	63.6	3.8	89.4	0.9	32.6
Reeses Peanut Butter Cups	2.7	60.7	3.0	73.8	0.4	14.2
Cheetos	3.4	51.4	3.8	67.1	0.4	11.4
Doritos	3.7	53.7	3.9	59.7	0.2	5.8
Plain M&Ms	1.7	49.7	1.8	54.9	0.1	4.3
Assorted Potato Chips	3.7	32.0	3.7	31.4	-0.0	-0.2
Ruger Vanilla Wafer	0.4	47.7	0.1	20.3	-0.3	-73.3
Zoo Animal Cracker	3.2	34.0	2.9	24.7	-0.3	-10.4
Skittles	1.8	68.6	1.1	37.3	-0.6	-35.4
Grandmas Choc Chip	0.9	62.7	0.1	17.0	-0.8	-93.3
Assorted Pretzels	13.7	62.1	11.6	28.8	-2.1	-15.1
Assorted Candy	7.6	73.9	4.5	15.7	-3.1	-41.2
Snickers	5.1	60.7	0.5	1.3	-4.6	-90.6
Peanut M&Ms	5.8	68.5	0.1	0.7	-5.7	-98.0
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 4: Product Statistics for Experiment 10 at Site 5655



Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Plain M&Ms	5.1	31.6	12.7	96.8	7.6	150.7
Assorted Candy	14.0	35.5	20.5	78.1	6.5	46.5
Assorted Salty Snack	95.3	78.7	98.9	89.7	3.6	3.8
Twix Caramel	9.9	31.6	13.3	60.0	3.4	33.9
Choc Chip Famous Amos	10.5	66.9	13.6	92.9	3.1	30.0
Assorted Chocolate	13.1	80.6	15.6	91.0	2.5	18.8
Assorted Energy	55.5	58.1	57.2	63.9	1.7	3.0
Skittles	7.9	64.5	9.1	76.1	1.2	15.7
Reeses Peanut Butter Cups	3.0	76.9	3.4	82.1	0.4	14.3
Assorted Pretzels	13.0	36.1	13.2	38.7	0.2	1.3
Doritos	15.1	63.8	15.2	65.8	0.1	0.9
Farleys Mixed Fruit	7.5	36.1	7.1	32.3	-0.4	-4.7
Cheetos	15.3	85.4	14.7	80.8	-0.6	-3.9
Salted Peanuts	9.1	55.5	8.5	45.2	-0.6	-6.7
Ruger Vanilla Wafer	9.7	75.5	9.0	69.7	-0.7	-7.6
Raisinets	7.7	89.7	5.5	67.1	-2.2	-28.8
Zoo Animal Cracker	14.6	52.6	12.0	28.6	-2.6	-17.8
Assorted Cookie	11.0	49.0	7.0	23.5	-4.0	-36.2
Peanut M&Ms	14.0	36.8	2.0	0.7	-12.0	-85.7
Assorted Potato Chips	12.5	58.9	0.0	0.8	-12.5	-100.0
Snickers	16.1	64.9	1.6	0.6	-14.5	-90.1
Total	359.7	71.6	340.1	56.1	-19.6	-5.5
<i>Shares</i>						
Plain M&Ms	1.4	27.7	3.7	97.4	2.3	165.2
Assorted Candy	3.9	25.2	6.0	82.6	2.1	55.0
Assorted Salty Snack	26.5	73.5	29.1	87.7	2.6	9.8
Twix Caramel	2.8	21.9	3.9	56.8	1.2	41.7
Choc Chip Famous Amos	2.9	61.7	4.0	93.5	1.1	37.5
Assorted Chocolate	3.6	76.8	4.6	91.6	0.9	25.7
Assorted Energy	15.4	44.5	16.8	69.7	1.4	9.0
Skittles	2.2	60.6	2.7	72.9	0.5	22.4
Reeses Peanut Butter Cups	0.8	73.5	1.0	79.5	0.2	20.9
Assorted Pretzels	3.6	21.9	3.9	30.3	0.3	7.2
Doritos	4.2	47.4	4.5	57.9	0.3	6.7
Farleys Mixed Fruit	2.1	30.3	2.1	31.0	0.0	0.8
Cheetos	4.3	77.5	4.3	80.1	0.1	1.7
Salted Peanuts	2.5	41.9	2.5	38.7	-0.0	-1.3
Ruger Vanilla Wafer	2.7	67.7	2.6	65.8	-0.1	-2.2
Raisinets	2.1	85.2	1.6	63.9	-0.5	-24.7
Zoo Animal Cracker	4.1	42.9	3.5	24.7	-0.5	-13.0
Assorted Cookie	3.1	41.3	2.1	18.1	-1.0	-32.5
Peanut M&Ms	3.9	21.7	0.6	0.7	-3.3	-84.9
Assorted Potato Chips	3.5	51.2	0.0	0.8	-3.5	-100.0
Snickers	4.5	52.6	0.5	0.6	-4.0	-89.5
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 5: Product Statistics for Experiment 10 at Site 6056

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Assorted Cookie	42.1	66.1	55.5	94.9	13.4	31.7
Twix Caramel	13.1	50.8	25.3	97.5	12.3	94.2
Plain M&Ms	13.8	56.8	23.5	96.6	9.7	70.4
Assorted Potato Chips	21.1	41.8	28.2	85.7	7.2	34.1
Assorted Energy	38.5	43.2	45.4	73.7	6.9	17.9
Assorted Salty Snack	159.9	55.1	163.8	66.9	3.9	2.4
Assorted Candy	5.5	72.9	9.1	92.4	3.6	66.6
Raisinets	20.8	72.9	24.0	84.7	3.2	15.3
Skittles	5.4	62.7	8.0	81.4	2.6	47.3
Assorted Chocolate	16.0	49.2	18.1	53.4	2.1	13.2
Assorted Pretzels	65.4	66.9	67.3	75.4	1.9	2.8
Choc Chip Famous Amos	13.0	70.7	14.8	81.0	1.8	13.4
Reeses Peanut Butter Cups	14.8	81.0	14.8	82.5	0.1	0.4
Cheetos	26.9	80.9	26.6	79.1	-0.3	-1.0
Grandmas Choc Chip	3.7	86.1	2.9	59.7	-0.7	-20.0
Farleys Mixed Fruit	9.5	50.0	8.5	39.0	-1.0	-10.9
Salted Peanuts	7.5	47.5	6.3	33.1	-1.2	-16.0
Doritos	23.7	75.9	20.7	56.0	-3.0	-12.8
Zoo Animal Cracker	25.4	62.1	20.0	27.6	-5.3	-21.1
Ruger Vanilla Wafer	11.4	70.3	4.9	16.9	-6.5	-57.0
Peanut M&Ms	28.8	61.9	0.6	0.8	-28.3	-98.1
Snickers	31.5	71.3	1.1	0.9	-30.4	-96.5
Total	597.7	82.2	589.4	74.6	-8.3	-1.4
<i>Shares</i>						
Assorted Cookie	7.0	54.2	9.4	91.5	2.4	33.6
Twix Caramel	2.2	42.4	4.3	98.3	2.1	96.9
Plain M&Ms	2.3	44.1	4.0	94.9	1.7	72.8
Assorted Potato Chips	3.5	27.6	4.8	72.4	1.3	35.9
Assorted Energy	6.4	26.3	7.7	64.4	1.3	19.6
Assorted Salty Snack	26.8	26.3	27.8	43.2	1.0	3.9
Assorted Candy	0.9	67.8	1.5	91.5	0.6	68.9
Raisinets	3.5	68.6	4.1	83.1	0.6	16.9
Skittles	0.9	59.3	1.3	74.6	0.4	49.4
Assorted Chocolate	2.7	42.4	3.1	49.2	0.4	14.8
Assorted Pretzels	11.0	49.2	11.4	58.5	0.5	4.3
Choc Chip Famous Amos	2.2	59.5	2.5	76.7	0.3	15.0
Reeses Peanut Butter Cups	2.5	79.4	2.5	81.0	0.0	1.8
Cheetos	4.5	70.4	4.5	72.2	0.0	0.4
Grandmas Choc Chip	0.6	75.0	0.5	52.8	-0.1	-18.9
Farleys Mixed Fruit	1.6	41.5	1.4	34.7	-0.2	-9.6
Salted Peanuts	1.2	44.9	1.1	28.8	-0.2	-14.8
Doritos	4.0	65.5	3.5	40.5	-0.5	-11.6
Zoo Animal Cracker	4.2	47.4	3.4	19.8	-0.8	-19.9
Ruger Vanilla Wafer	1.9	67.8	0.8	9.3	-1.1	-56.4
Peanut M&Ms	4.8	55.1	0.1	0.8	-4.7	-98.0
Snickers	5.3	55.7	0.2	0.9	-5.1	-96.4
Total	100.0	50.4	100.0	50.4	0.0	0.0

Table 6: Product Statistics for Experiment 10 at Site 6263

Product	Control Mean	Control %ile	Treatment Mean	Treatment %ile	Mean Difference	% $\Delta$
<i>Vends</i>						
Twix Caramel	43.8	16.9	79.0	64.9	35.2	80.3
Raisinets	28.1	22.1	42.9	51.3	14.8	52.7
Plain M&Ms	16.7	47.3	31.0	89.0	14.3	86.0
Choc Chip Famous Amos	38.6	26.8	50.0	55.6	11.5	29.7
Assorted Chocolate	41.3	31.8	52.7	42.9	11.4	27.5
Zoo Animal Cracker	47.6	32.7	58.4	62.7	10.8	22.6
Assorted Cookie	35.6	65.6	45.0	83.1	9.4	26.5
Reeses Peanut Butter Cups	9.7	42.7	16.2	65.9	6.5	66.7
Assorted Energy	143.9	17.5	148.9	20.8	5.0	3.5
Farleys Mixed Fruit	19.8	23.8	23.9	41.0	4.1	20.9
Grandmas Choc Chip	28.2	22.1	31.8	35.1	3.6	12.7
Assorted Candy	21.3	56.5	21.3	57.8	0.1	0.2
Doritos	46.8	29.4	45.0	22.9	-1.8	-3.9
Skittles	17.6	18.2	13.0	8.4	-4.5	-25.8
Cheetos	66.0	28.9	59.8	19.7	-6.2	-9.4
Ruger Vanilla Wafer	31.9	51.3	24.8	26.0	-7.1	-22.2
Salted Peanuts	67.5	50.0	60.2	35.8	-7.3	-10.9
Assorted Potato Chips	54.2	18.8	46.1	7.8	-8.1	-15.0
Assorted Pretzels	94.7	20.1	83.9	10.4	-10.8	-11.4
Assorted Salty Snack	367.6	31.2	350.6	24.0	-17.0	-4.6
Peanut M&Ms	81.8	22.5	1.6	1.3	-80.2	-98.0
Snickers	82.7	19.7	2.4	1.3	-80.3	-97.1
Total	1385.4	16.9	1288.6	12.3	-96.7	-7.0
<i>Shares</i>						
Twix Caramel	3.2	15.6	6.1	99.4	3.0	93.8
Raisinets	2.0	27.3	3.3	93.5	1.3	64.2
Plain M&Ms	1.2	47.3	2.4	97.8	1.2	100.0
Choc Chip Famous Amos	2.8	45.8	3.9	92.2	1.1	39.4
Assorted Chocolate	3.0	39.6	4.1	48.7	1.1	37.0
Zoo Animal Cracker	3.4	69.9	4.5	98.0	1.1	31.8
Assorted Cookie	2.6	74.7	3.5	85.7	0.9	36.0
Reeses Peanut Butter Cups	0.7	43.9	1.3	69.5	0.6	79.3
Assorted Energy	10.4	29.2	11.6	63.0	1.2	11.3
Farleys Mixed Fruit	1.4	33.6	1.9	70.5	0.4	30.0
Grandmas Choc Chip	2.0	39.6	2.5	80.5	0.4	21.2
Assorted Candy	1.5	64.9	1.7	72.7	0.1	7.8
Doritos	3.4	49.7	3.5	59.5	0.1	3.3
Skittles	1.3	16.2	1.0	6.5	-0.3	-20.2
Cheetos	4.8	63.2	4.6	53.3	-0.1	-2.6
Ruger Vanilla Wafer	2.3	63.0	1.9	48.1	-0.4	-16.4
Salted Peanuts	4.9	65.7	4.7	57.5	-0.2	-4.2
Assorted Potato Chips	3.9	25.3	3.6	13.6	-0.3	-8.6
Assorted Pretzels	6.8	48.7	6.5	38.3	-0.3	-4.8
Assorted Salty Snack	26.5	86.4	27.2	90.3	0.7	2.5
Peanut M&Ms	5.9	39.1	0.1	1.3	-5.8	-97.9
Snickers	6.0	38.8	0.2	1.3	-5.8	-96.9
Total	100.0	50.3	100.0	50.3	0.0	0.0

Table 7: Product Statistics for Experiment 10 at Site 7277

Product	Retail Margin	Difference in Vends	Difference in Revenue
Peanut M&Ms	0.21	118.4	25.2
Twix Caramel	0.21	109.5	23.3
Assorted Chocolate	0.25	63.2	13.2
Assorted Energy	0.48	44.3	17.6
Zoo Animal Cracker	0.52	34.6	17.6
Salted Peanuts	0.49	28.4	13.2
Choc Chip Famous Amos	0.53	21.5	12.7
Ruger Vanilla Wafer	0.50	20.6	10.5
Assorted Candy	0.41	13.7	5.9
Assorted Potato Chips	0.35	12.8	4.7
Assorted Pretzels	0.38	9.4	1.6
Raisinets	0.31	6.1	1.9
Cheetos	0.41	-1.8	-0.7
Grandmas Choc Chip	0.59	-5.4	-3.4
Doritos	0.41	-12.3	-5.0
Assorted Cookie	0.48	-17.9	-10.3
Skittles	0.21	-25.1	-5.2
Assorted Salty Snack	0.41	-106.7	-51.6
Snickers	0.21	-321.4	-68.4
Total	0.38	-8.3	2.6

Table 1: Impact of Experiment 1 at Site 1 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Peanut M&Ms	0.21	50.5	10.7
Twix Caramel	0.21	15.5	3.3
Assorted Candy	0.32	15.3	7.0
Assorted Chocolate	0.23	14.0	2.5
Salted Peanuts	0.48	13.2	6.4
Zoo Animal Cracker	0.36	13.0	4.7
Ruger Vanilla Wafer	0.45	9.5	4.2
Raisinets	0.31	6.4	2.0
Assorted Pretzels	0.39	5.5	0.2
Assorted Potato Chips	0.37	0.6	0.2
Grandmas Choc Chip	0.53	0.5	0.2
Cheetos	0.41	0.3	0.1
Assorted Energy	0.47	-0.7	-1.5
Doritos	0.41	-1.4	-0.6
Choc Chip Famous Amos	0.48	-1.6	-0.8
Assorted Cookie	0.41	-3.3	-1.6
Skittles	0.20	-4.0	-0.8
Assorted Salty Snack	0.41	-12.9	-4.7
Snickers	0.21	-90.1	-19.2
Total	0.37	30.2	12.4

Table 2: Impact of Experiment 1 at Site 93 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Chocolate	0.29	39.2	8.2
Twix Caramel	0.21	33.7	7.2
Peanut M&Ms	0.21	30.6	6.5
Assorted Potato Chips	0.37	12.3	4.5
Assorted Pretzels	0.43	5.9	1.7
Choc Chip Famous Amos	0.58	5.6	3.3
Salted Peanuts	0.49	4.6	1.9
Ruger Vanilla Wafer	0.55	4.3	2.3
Assorted Energy	0.47	2.3	-0.4
Cheetos	0.41	0.0	0.0
Doritos	0.41	-0.2	-0.1
Grandmas Choc Chip	0.62	-2.4	-1.5
Skittles	0.21	-3.8	-0.8
Zoo Animal Cracker	0.61	-5.3	-3.3
Assorted Candy	0.49	-5.5	-2.1
Raisinets	0.31	-7.9	-2.4
Assorted Cookie	0.55	-9.3	-4.8
Assorted Salty Snack	0.43	-33.4	-17.5
Snickers	0.21	-69.7	-14.8
Total	0.40	1.0	-12.2

Table 3: Impact of Experiment 1 at Site 5055 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Twix Caramel	0.21	11.7	2.5
Assorted Energy	0.45	8.6	3.0
Zoo Animal Cracker	0.51	8.3	4.2
Assorted Pretzels	0.35	5.0	1.8
Raisinets	0.31	4.5	1.4
Assorted Cookie	0.42	3.4	1.2
Cheetos	0.41	2.2	0.9
Assorted Chocolate	0.24	2.0	0.0
Doritos	0.41	0.3	0.1
Assorted Potato Chips	0.34	0.1	-0.3
Choc Chip Famous Amos	0.48	-0.1	-0.1
Ruger Vanilla Wafer	0.45	-0.5	-0.2
Grandmas Choc Chip	0.52	-0.8	-0.4
Salted Peanuts	0.52	-2.5	-1.5
Skittles	0.18	-3.4	-0.6
Peanut M&Ms	0.21	-5.6	-1.2
Assorted Candy	0.35	-5.9	-2.9
Assorted Salty Snack	0.43	-19.5	-10.1
Snickers	0.21	-24.1	-5.1
Total	0.37	-16.4	-7.2

Table 4: Impact of Experiment 1 at Site 5655 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Twix Caramel	0.21	9.5	2.0
Salted Peanuts	0.48	8.1	4.0
Assorted Candy	0.31	7.7	2.2
Raisinets	0.31	4.2	1.3
Assorted Salty Snack	0.41	2.5	0.7
Assorted Cookie	0.45	2.0	0.6
Assorted Energy	0.50	2.0	2.1
Assorted Potato Chips	0.37	0.7	0.3
Assorted Pretzels	0.34	0.3	0.2
Doritos	0.41	0.1	0.1
Assorted Chocolate	0.24	0.0	-0.1
Cheetos	0.41	-0.0	-0.0
Choc Chip Famous Amos	0.48	-0.1	-0.1
Ruger Vanilla Wafer	0.45	-1.5	-0.6
Peanut M&Ms	0.21	-3.4	-0.7
Skittles	0.21	-4.8	-1.0
Zoo Animal Cracker	0.51	-4.9	-2.5
Snickers	0.21	-12.9	-2.7
Total	0.38	9.6	5.5

Table 5: Impact of Experiment 1 at Site 6056 on Retailer Profit



Product	Retail Margin	Difference in Vends	Difference in Revenue
Peanut M&Ms	0.21	15.7	3.3
Assorted Chocolate	0.25	13.1	2.4
Twix Caramel	0.21	12.4	2.6
Assorted Cookie	0.48	3.0	2.1
Assorted Salty Snack	0.37	3.0	1.3
Raisinets	0.31	2.4	0.7
Assorted Energy	0.56	2.1	1.3
Salted Peanuts	0.48	1.7	0.8
Zoo Animal Cracker	0.51	0.8	0.4
Cheetos	0.41	-0.1	-0.1
Ruger Vanilla Wafer	0.55	-0.4	-0.2
Choc Chip Famous Amos	0.58	-0.7	-0.4
Assorted Candy	0.47	-1.0	0.2
Assorted Pretzels	0.29	-1.6	-1.0
Skittles	0.21	-2.9	-0.6
Grandmas Choc Chip	0.62	-3.0	-1.9
Assorted Potato Chips	0.27	-3.7	-1.0
Doritos	0.41	-4.7	-1.9
Snickers	0.21	-31.3	-6.7
Total	0.37	4.8	1.6

Table 6: Impact of Experiment 1 at Site 6263 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Peanut M&Ms	0.21	30.6	6.5
Assorted Energy	0.46	30.1	13.0
Twix Caramel	0.21	26.7	5.7
Zoo Animal Cracker	0.61	22.7	13.9
Choc Chip Famous Amos	0.58	18.3	10.7
Ruger Vanilla Wafer	0.55	9.1	5.0
Salted Peanuts	0.48	3.3	1.6
Assorted Candy	0.51	3.1	1.6
Assorted Potato Chips	0.37	2.8	1.0
Grandmas Choc Chip	0.63	0.3	0.2
Raisinets	0.31	-3.6	-1.1
Cheetos	0.41	-4.1	-1.7
Assorted Chocolate	0.25	-5.2	0.2
Assorted Pretzels	0.46	-5.7	-1.2
Skittles	0.21	-6.1	-1.3
Doritos	0.41	-6.6	-2.7
Assorted Cookie	0.58	-13.7	-7.8
Assorted Salty Snack	0.41	-46.4	-21.3
Snickers	0.21	-93.3	-19.9
Total	0.40	-37.5	2.5

Table 7: Impact of Experiment 1 at Site 7277 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Peanut M&Ms	0.21	52.7	11.2
Assorted Energy	0.48	50.7	22.1
Snickers	0.21	48.2	10.3
Twix Caramel	0.21	36.1	7.7
Ruger Vanilla Wafer	0.50	29.1	14.1
Choc Chip Famous Amos	0.53	23.8	13.1
Assorted Chocolate	0.25	16.8	0.2
Assorted Pretzels	0.38	12.8	1.1
Raspberry Knotts	0.53	12.6	6.8
Salted Peanuts	0.49	10.6	3.5
Raisinets	0.31	6.4	2.0
Assorted Cookie	0.46	4.4	0.3
Grandmas Choc Chip	0.59	4.2	2.3
Assorted Potato Chips	0.35	3.8	1.6
Farleys Mixed Fruit	0.48	2.1	0.4
Doritos	0.41	-9.5	-3.9
Cheetos	0.41	-15.7	-6.5
Assorted Candy	0.37	-23.4	-8.8
Skittles	0.20	-26.3	-5.5
Assorted Salty Snack	0.41	-57.7	-23.6
Zoo Animal Cracker	0.52	-210.6	-108.7
Total	0.38	-28.7	-60.4

Table 1: Impact of Experiment 2 at Site 1 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Ruger Vanilla Wafer	0.45	14.5	6.4
Assorted Cookie	0.40	11.2	4.5
Assorted Chocolate	0.22	11.0	2.5
Snickers	0.21	10.9	2.3
Raisinets	0.31	10.1	3.1
Peanut M&Ms	0.21	8.2	1.8
Twix Caramel	0.21	6.8	1.5
Farleys Mixed Fruit	0.42	5.5	2.3
Raspberry Knotts	0.48	4.7	2.3
Assorted Potato Chips	0.37	4.3	1.6
Assorted Pretzels	0.39	4.2	-1.0
Assorted Salty Snack	0.42	3.9	0.7
Salted Peanuts	0.48	3.8	1.9
Grandmas Choc Chip	0.53	0.8	0.4
Cheetos	0.41	-1.4	-0.6
Choc Chip Famous Amos	0.48	-2.8	-1.3
Assorted Candy	0.28	-4.5	0.1
Doritos	0.41	-7.2	-3.0
Assorted Energy	0.46	-7.9	-3.8
Skittles	0.20	-8.6	-1.8
Zoo Animal Cracker	0.36	-58.2	-21.1
Total	0.37	9.6	-1.3

Table 2: Impact of Experiment 2 at Site 93 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Salted Peanuts	0.54	22.4	9.2
Peanut M&Ms	0.21	18.7	4.0
Twix Caramel	0.21	9.8	2.1
Assorted Chocolate	0.30	8.2	-0.9
Ruger Vanilla Wafer	0.55	7.4	4.0
Snickers	0.21	6.0	1.3
Grandmas Choc Chip	0.63	4.9	3.1
Choc Chip Famous Amos	0.58	0.8	0.5
Assorted Pretzels	0.43	0.6	0.5
Assorted Potato Chips	0.37	-0.2	-0.1
Cheetos	0.41	-0.9	-0.4
Raspberry Knotts	0.58	-1.1	-0.6
Doritos	0.41	-1.3	-0.5
Farleys Mixed Fruit	0.52	-3.9	-2.0
Skittles	0.21	-4.5	-1.0
Raisinets	0.31	-4.8	-1.5
Assorted Energy	0.47	-5.9	-4.0
Assorted Candy	0.50	-10.5	-5.0
Assorted Cookie	0.47	-29.4	-13.7
Zoo Animal Cracker	0.61	-31.7	-19.4
Assorted Salty Snack	0.42	-53.2	-23.4
Total	0.40	-68.5	-48.0

Table 3: Impact of Experiment 2 at Site 5055 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Energy	0.45	19.1	8.3
Choc Chip Famous Amos	0.48	8.0	3.8
Assorted Cookie	0.40	6.0	2.3
Assorted Chocolate	0.26	5.5	0.5
Ruger Vanilla Wafer	0.45	3.7	1.7
Twix Caramel	0.21	3.5	0.7
Assorted Candy	0.34	3.3	0.1
Grandmas Choc Chip	0.52	2.9	1.5
Peanut M&Ms	0.21	2.2	0.5
Raisinets	0.31	1.8	0.5
Raspberry Knotts	0.48	0.7	0.4
Snickers	0.21	0.7	0.2
Salted Peanuts	0.48	0.3	0.2
Assorted Potato Chips	0.33	0.0	0.2
Doritos	0.41	-0.1	-0.0
Assorted Pretzels	0.33	-0.5	0.6
Skittles	0.18	-0.7	-0.2
Cheetos	0.41	-4.8	-1.9
Assorted Salty Snack	0.43	-14.5	-3.3
Zoo Animal Cracker	0.51	-22.2	-11.4
Total	0.37	15.2	4.5

Table 4: Impact of Experiment 2 at Site 5655 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Twix Caramel	0.21	8.2	1.8
Assorted Salty Snack	0.39	7.3	3.1
Assorted Energy	0.50	3.8	1.6
Doritos	0.41	3.3	1.4
Choc Chip Famous Amos	0.48	2.9	1.4
Farleys Mixed Fruit	0.42	1.7	0.7
Assorted Cookie	0.47	1.6	0.0
Raspberry Knotts	0.48	0.7	0.3
Assorted Potato Chips	0.37	-0.7	-0.3
Salted Peanuts	0.48	-0.9	-0.4
Ruger Vanilla Wafer	0.45	-1.0	-0.4
Assorted Pretzels	0.36	-1.1	-0.7
Snickers	0.21	-1.2	-0.3
Raisinets	0.31	-1.4	-0.4
Skittles	0.21	-1.7	-0.4
Peanut M&Ms	0.21	-2.1	-0.4
Cheetos	0.41	-2.5	-1.0
Assorted Candy	0.26	-3.5	-0.9
Assorted Chocolate	0.21	-4.5	-0.9
Zoo Animal Cracker	0.51	-12.7	-6.5
Total	0.38	-3.8	-2.4

Table 5: Impact of Experiment 2 at Site 6056 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Cookie	0.45	17.1	8.4
Peanut M&Ms	0.21	8.4	1.8
Raisinets	0.31	8.0	2.5
Assorted Pretzels	0.29	5.5	0.8
Farleys Mixed Fruit	0.52	5.2	2.7
Assorted Chocolate	0.25	4.6	0.1
Assorted Salty Snack	0.37	3.4	1.7
Assorted Energy	0.57	2.7	2.0
Raspberry Knotts	0.58	2.2	1.3
Snickers	0.21	0.2	0.0
Twix Caramel	0.21	0.1	0.0
Assorted Potato Chips	0.27	-1.0	-0.3
Assorted Candy	0.34	-1.4	0.3
Grandmas Choc Chip	0.62	-1.9	-1.2
Ruger Vanilla Wafer	0.55	-2.5	-1.4
Skittles	0.21	-2.6	-0.5
Choc Chip Famous Amos	0.58	-2.9	-1.7
Cheetos	0.41	-3.0	-1.2
Salted Peanuts	0.48	-4.9	-2.4
Doritos	0.41	-5.0	-2.0
Zoo Animal Cracker	0.51	-25.0	-12.8
Total	0.37	7.2	-2.0

Table 6: Impact of Experiment 2 at Site 6263 on Retailer Profit



Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Energy	0.46	39.0	18.1
Snickers	0.21	31.6	6.7
Choc Chip Famous Amos	0.58	17.9	10.4
Peanut M&Ms	0.21	17.2	3.7
Twix Caramel	0.21	7.7	1.6
Ruger Vanilla Wafer	0.55	7.0	3.8
Raspberry Knotts	0.58	5.4	3.2
Assorted Pretzels	0.46	4.0	1.0
Assorted Potato Chips	0.37	1.4	0.5
Doritos	0.41	0.7	0.3
Assorted Cookie	0.55	-2.1	-1.2
Grandmas Choc Chip	0.63	-2.6	-1.6
Cheetos	0.41	-3.2	-1.3
Assorted Salty Snack	0.41	-4.7	-2.3
Farleys Mixed Fruit	0.52	-6.4	-3.3
Assorted Candy	0.50	-6.7	-3.4
Raisinets	0.31	-7.4	-2.3
Assorted Chocolate	0.25	-7.9	-1.0
Skittles	0.21	-8.1	-1.7
Salted Peanuts	0.48	-10.2	-4.9
Zoo Animal Cracker	0.61	-60.9	-37.4
Total	0.40	11.7	-11.2

Table 7: Impact of Experiment 2 at Site 7277 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Potato Chips	0.35	48.8	18.7
Peanut M&Ms	0.21	46.6	9.9
Salted Peanuts	0.49	38.7	16.5
Sun Chips	0.41	27.4	11.2
Assorted Energy	0.48	22.1	6.7
Snickers	0.21	20.4	4.3
Choc Chip Famous Amos	0.53	14.4	8.3
Frito	0.41	11.7	4.8
Raisinets	0.31	10.0	3.1
Assorted Chocolate	0.24	9.9	0.0
Cheetos	0.41	7.4	3.0
Cheez-It Original	0.31	6.4	1.4
Hot Stuff Jays	0.34	5.8	2.5
Twix Caramel	0.21	2.6	0.6
Assorted Cookie	0.50	0.9	-0.8
Farleys Mixed Fruit	0.48	0.5	0.1
Zoo Animal Cracker	0.52	-1.2	-2.1
Assorted Candy	0.38	-5.4	-3.1
Skittles	0.20	-27.9	-5.8
Assorted Pretzels	0.38	-45.9	-16.5
Assorted Salty Snack	0.44	-53.5	-28.4
Doritos	0.41	-214.8	-88.1
Total	0.38	-75.1	-53.6

Table 1: Impact of Experiment 3 at Site 1 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Potato Chips	0.37	17.3	6.4
Cheetos	0.41	15.7	6.4
Snickers	0.21	14.8	3.2
Peanut M&Ms	0.21	14.6	3.1
Salted Peanuts	0.48	11.9	5.8
Sun Chips	0.41	10.2	4.2
Assorted Energy	0.47	5.4	1.1
Cheez-It Original	0.35	4.1	1.4
Assorted Chocolate	0.24	3.7	-0.6
Twix Caramel	0.21	3.4	0.7
Assorted Cookie	0.45	3.0	0.1
Choc Chip Famous Amos	0.48	2.3	1.1
Zoo Animal Cracker	0.36	2.3	0.8
Assorted Candy	0.29	2.1	1.0
Frito	0.41	0.9	0.4
Farleys Mixed Fruit	0.42	-0.2	-0.1
Raisinets	0.31	-1.9	-0.6
Skittles	0.20	-4.7	-1.0
Hot Stuff Jays	0.38	-6.9	-2.6
Assorted Pretzels	0.39	-17.5	-8.6
Assorted Salty Snack	0.43	-45.2	-18.1
Doritos	0.41	-57.0	-23.4
Total	0.37	-21.7	-19.2

Table 2: Impact of Experiment 3 at Site 93 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Peanut M&Ms	0.21	25.1	5.3
Assorted Potato Chips	0.37	21.8	8.1
Choc Chip Famous Amos	0.58	11.4	6.6
Hot Stuff Jays	0.42	11.2	4.7
Assorted Chocolate	0.27	11.0	1.7
Snickers	0.21	8.4	1.8
Frito	0.41	7.3	3.0
Salted Peanuts	0.49	6.5	2.8
Farleys Mixed Fruit	0.52	2.7	1.4
Sun Chips	0.41	2.5	1.0
Cheetos	0.41	2.4	1.0
Raisinets	0.31	0.3	0.1
Assorted Pretzels	0.43	0.2	0.7
Twix Caramel	0.21	-0.3	-0.1
Cheez-It Original	0.35	-3.4	-1.2
Assorted Cookie	0.58	-6.6	-3.4
Zoo Animal Cracker	0.61	-7.3	-4.5
Assorted Salty Snack	0.45	-8.7	-7.7
Assorted Candy	0.47	-8.8	-3.8
Skittles	0.21	-9.5	-2.0
Assorted Energy	0.46	-10.6	-4.5
Doritos	0.41	-56.2	-23.0
Total	0.40	-0.4	-11.7

Table 3: Impact of Experiment 3 at Site 5055 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Zoo Animal Cracker	0.51	7.2	3.7
Raisinets	0.31	6.3	1.9
Assorted Cookie	0.42	4.6	1.9
Assorted Energy	0.45	4.3	2.4
Cheez-It Original	0.25	1.7	0.4
Assorted Candy	0.32	1.3	0.7
Twix Caramel	0.21	0.6	0.1
Sun Chips	0.41	0.5	0.2
Assorted Chocolate	0.25	0.4	-0.5
Hot Stuff Jays	0.32	-0.5	-0.2
Skittles	0.17	-1.5	-0.2
Choc Chip Famous Amos	0.48	-1.7	-0.8
Salted Peanuts	0.48	-2.2	-1.1
Assorted Potato Chips	0.32	-2.2	-0.0
Snickers	0.21	-2.3	-0.5
Frito	0.41	-2.5	-1.0
Cheetos	0.41	-4.1	-1.7
Assorted Salty Snack	0.52	-4.2	-1.9
Peanut M&Ms	0.21	-5.5	-1.2
Assorted Pretzels	0.34	-6.6	-2.2
Doritos	0.41	-15.1	-6.2
Total	0.38	-21.6	-6.1

Table 4: Impact of Experiment 3 at Site 5655 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Salty Snack	0.40	18.3	7.0
Assorted Energy	0.50	14.6	4.1
Assorted Candy	0.25	7.7	2.7
Twix Caramel	0.21	4.3	0.9
Skittles	0.21	3.8	0.8
Peanut M&Ms	0.21	3.4	0.7
Salted Peanuts	0.48	1.6	0.8
Cheetos	0.41	1.5	0.6
Assorted Chocolate	0.22	1.2	0.2
Farleys Mixed Fruit	0.42	1.1	0.5
Choc Chip Famous Amos	0.48	1.0	0.5
Zoo Animal Cracker	0.51	-0.1	-0.0
Raisinets	0.31	-0.8	-0.3
Frito	0.41	-0.9	-0.4
Sun Chips	0.41	-1.0	-0.4
Assorted Potato Chips	0.37	-1.3	-0.5
Assorted Cookie	0.46	-2.6	-0.9
Snickers	0.21	-2.7	-0.6
Assorted Pretzels	0.36	-3.9	-1.6
Hot Stuff Jays	0.28	-8.0	-2.2
Doritos	0.41	-14.0	-5.7
Total	0.37	23.2	6.2

Table 5: Impact of Experiment 3 at Site 6056 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Hot Stuff Jays	0.28	10.0	2.8
Raisinets	0.31	9.7	3.0
Cheez-It Original	0.25	6.4	1.6
Cheetos	0.41	5.0	2.1
Assorted Cookie	0.50	3.1	1.7
Assorted Potato Chips	0.27	2.3	0.6
Assorted Chocolate	0.24	2.3	-0.0
Farleys Mixed Fruit	0.52	1.7	0.9
Zoo Animal Cracker	0.51	1.2	0.6
Skittles	0.21	0.0	0.0
Twix Caramel	0.21	-0.1	-0.0
Salted Peanuts	0.48	-1.1	-0.5
Assorted Candy	0.45	-1.3	-0.4
Frito	0.41	-1.7	-0.7
Sun Chips	0.41	-1.9	-0.8
Snickers	0.21	-2.5	-0.5
Choc Chip Famous Amos	0.58	-3.8	-2.2
Peanut M&Ms	0.21	-4.6	-1.0
Assorted Energy	0.56	-6.3	-3.0
Assorted Pretzels	0.29	-11.1	-3.5
Assorted Salty Snack	0.41	-15.3	-6.5
Doritos	0.41	-19.0	-7.8
Total	0.37	-26.8	-13.6

Table 6: Impact of Experiment 3 at Site 6263 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Salted Peanuts	0.51	22.0	8.7
Sun Chips	0.41	17.1	7.0
Assorted Energy	0.46	14.7	6.4
Peanut M&Ms	0.21	13.6	2.9
Assorted Potato Chips	0.37	10.9	4.1
Frito	0.41	8.6	3.5
Choc Chip Famous Amos	0.58	5.2	3.1
Snickers	0.21	4.7	1.0
Assorted Salty Snack	0.43	1.6	-1.3
Hot Stuff Jays	0.38	-0.0	-0.0
Assorted Cookie	0.58	-0.6	-0.3
Cheez-It Original	0.35	-2.4	-0.8
Raisinets	0.31	-3.7	-1.1
Zoo Animal Cracker	0.61	-4.5	-2.8
Farleys Mixed Fruit	0.52	-4.9	-2.5
Twix Caramel	0.21	-5.3	-1.1
Assorted Candy	0.50	-6.5	-3.3
Assorted Pretzels	0.45	-7.0	-1.3
Assorted Chocolate	0.25	-8.7	-0.8
Cheetos	0.41	-13.1	-5.4
Skittles	0.21	-15.9	-3.4
Doritos	0.41	-53.5	-21.9
Total	0.40	-27.7	-9.3

Table 7: Impact of Experiment 3 at Site 7277 on Retailer Profit



Product	Retail Margin	Difference in Vends	Difference in Revenue
Snickers	0.21	123.4	26.2
Plain M&Ms	0.25	39.6	9.6
Twix Caramel	0.21	35.5	7.6
Salted Peanuts	0.49	33.4	15.1
Raisinets	0.31	33.3	10.3
Assorted Potato Chips	0.36	29.3	11.4
Farleys Mixed Fruit	0.47	20.5	9.6
Assorted Pretzels	0.39	19.0	7.8
Choc Chip Famous Amos	0.52	16.6	9.5
Assorted Candy	0.36	13.2	2.8
Assorted Cookie	0.48	10.4	4.9
Cheetos	0.41	9.8	4.0
Ruger Vanilla Wafer	0.49	8.9	4.6
Zoo Animal Cracker	0.52	5.9	3.2
Assorted Energy	0.47	4.2	1.2
Doritos	0.41	4.0	1.7
Grandmas Choc Chip	0.57	0.0	0.5
Assorted Salty Snack	0.42	-3.9	-6.6
Assorted Chocolate	0.27	-12.2	-8.3
Skittles	0.20	-19.2	-3.6
Peanut M&Ms	0.21	-317.7	-67.6
Total	0.38	54.1	43.8

Table 1: Impact of Experiment 4 at Site 1 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Snickers	0.21	48.9	10.4
Assorted Candy	0.30	40.8	13.7
Plain M&Ms	0.21	19.8	4.2
Ruger Vanilla Wafer	0.45	15.0	6.7
Cheetos	0.41	12.2	5.0
Assorted Pretzels	0.40	10.8	1.6
Salted Peanuts	0.48	8.1	3.9
Assorted Potato Chips	0.37	7.2	2.7
Twix Caramel	0.21	7.1	1.5
Farleys Mixed Fruit	0.42	4.7	1.9
Raisinets	0.31	4.4	1.4
Choc Chip Famous Amos	0.48	3.9	1.9
Doritos	0.41	3.8	1.6
Assorted Cookie	0.41	3.0	1.2
Zoo Animal Cracker	0.36	1.9	0.7
Assorted Energy	0.47	-1.9	-1.2
Grandmas Choc Chip	0.52	-4.8	-2.5
Assorted Chocolate	0.26	-5.9	-2.2
Skittles	0.19	-11.3	-2.0
Assorted Salty Snack	0.42	-31.9	-16.2
Peanut M&Ms	0.21	-96.9	-20.6
Total	0.37	38.9	13.7

Table 2: Impact of Experiment 4 at Site 93 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Snickers	0.21	33.4	7.1
Assorted Potato Chips	0.37	22.2	8.2
Twix Caramel	0.21	13.9	3.0
Salted Peanuts	0.51	12.8	5.2
Raisinets	0.31	10.5	3.2
Choc Chip Famous Amos	0.58	9.5	5.5
Ruger Vanilla Wafer	0.55	6.3	3.4
Assorted Pretzels	0.43	5.6	3.8
Farleys Mixed Fruit	0.52	3.0	1.5
Grandmas Choc Chip	0.63	1.7	1.0
Plain M&Ms	0.31	1.4	0.4
Doritos	0.41	0.2	0.1
Cheetos	0.41	0.1	0.0
Assorted Chocolate	0.30	-0.7	-3.5
Zoo Animal Cracker	0.61	-1.2	-0.7
Assorted Salty Snack	0.42	-2.3	-3.5
Skittles	0.21	-5.9	-1.3
Assorted Energy	0.47	-8.0	-4.2
Assorted Cookie	0.54	-12.0	-5.9
Assorted Candy	0.48	-17.6	-8.2
Peanut M&Ms	0.21	-85.4	-18.2
Total	0.40	-12.8	-2.9

Table 3: Impact of Experiment 4 at Site 5055 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Energy	0.45	9.7	4.3
Raisinets	0.31	9.4	2.9
Plain M&Ms	0.21	8.6	1.8
Zoo Animal Cracker	0.51	7.1	3.7
Assorted Cookie	0.42	6.8	2.6
Assorted Pretzels	0.33	0.6	0.6
Assorted Potato Chips	0.32	0.2	0.6
Grandmas Choc Chip	0.52	0.0	0.0
Skittles	0.17	-0.3	0.1
Ruger Vanilla Wafer	0.45	-1.1	-0.5
Twix Caramel	0.21	-1.3	-0.3
Doritos	0.41	-1.9	-0.8
Snickers	0.21	-2.7	-0.6
Cheetos	0.41	-2.7	-1.1
Choc Chip Famous Amos	0.48	-2.9	-1.4
Salted Peanuts	0.50	-3.5	-1.8
Assorted Candy	0.32	-3.9	-1.1
Assorted Salty Snack	0.43	-9.7	-0.9
Assorted Chocolate	0.27	-11.3	-3.4
Peanut M&Ms	0.21	-20.7	-4.4
Total	0.37	-19.3	0.3

Table 4: Impact of Experiment 4 at Site 5655 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Salted Peanuts	0.48	7.3	3.5
Twix Caramel	0.21	7.1	1.5
Assorted Cookie	0.44	5.6	3.2
Farleys Mixed Fruit	0.42	5.3	2.2
Skittles	0.21	2.9	0.6
Assorted Salty Snack	0.41	1.7	-0.5
Choc Chip Famous Amos	0.48	1.0	0.5
Assorted Chocolate	0.28	1.0	-1.6
Assorted Pretzels	0.34	0.5	-0.1
Doritos	0.41	0.3	0.1
Snickers	0.21	0.3	0.1
Plain M&Ms	0.21	-0.1	-0.0
Cheetos	0.41	-0.5	-0.2
Raisinets	0.31	-0.7	-0.2
Assorted Candy	0.22	-1.1	0.8
Assorted Potato Chips	0.37	-4.2	-1.6
Zoo Animal Cracker	0.51	-7.7	-4.0
Ruger Vanilla Wafer	0.45	-11.1	-4.9
Assorted Energy	0.50	-12.0	-4.4
Peanut M&Ms	0.21	-13.3	-2.8
Total	0.38	-17.8	-7.8

Table 5: Impact of Experiment 4 at Site 6056 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
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Table 6: Impact of Experiment 4 at Site 6263 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Snickers	0.21	43.5	9.2
Assorted Salty Snack	0.41	38.3	14.6
Assorted Energy	0.46	16.5	6.7
Plain M&Ms	0.31	9.9	3.1
Raisinets	0.31	9.7	3.0
Salted Peanuts	0.48	8.7	4.2
Twix Caramel	0.21	8.6	1.8
Farleys Mixed Fruit	0.52	7.6	3.9
Assorted Cookie	0.58	6.9	3.9
Zoo Animal Cracker	0.61	5.9	3.6
Choc Chip Famous Amos	0.58	5.1	3.0
Assorted Chocolate	0.25	4.8	2.4
Assorted Potato Chips	0.37	3.9	1.5
Grandmas Choc Chip	0.62	3.1	1.9
Doritos	0.41	1.5	0.6
Assorted Pretzels	0.45	1.4	1.8
Cheetos	0.41	0.7	0.3
Ruger Vanilla Wafer	0.55	-0.2	-0.1
Skittles	0.21	-4.6	-1.0
Assorted Candy	0.50	-4.9	-2.5
Peanut M&Ms	0.21	-101.4	-21.6
Total	0.40	65.1	40.4

Table 7: Impact of Experiment 4 at Site 7277 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Sun Chips	0.41	82.4	33.8
Assorted Potato Chips	0.35	64.2	23.6
Assorted Energy	0.49	50.1	22.1
Frito	0.41	49.6	20.3
Salted Peanuts	0.49	38.3	16.7
Peanut M&Ms	0.21	30.7	6.5
Doritos	0.41	26.5	10.9
Farleys Mixed Fruit	0.48	8.4	3.5
Assorted Chocolate	0.25	6.6	-0.8
Zoo Animal Cracker	0.52	-4.9	-4.6
Raisinets	0.31	-6.0	-1.9
Cheez-It Original	0.31	-7.3	-2.2
Snickers	0.21	-9.9	-2.1
Assorted Cookie	0.50	-9.9	-5.2
Hot Stuff Jays	0.34	-11.6	-3.0
Twix Caramel	0.21	-13.5	-2.9
Assorted Candy	0.38	-15.5	-7.0
Choc Chip Famous Amos	0.53	-16.4	-9.5
Assorted Pretzels	0.37	-20.2	-5.8
Skittles	0.20	-29.9	-6.2
Assorted Salty Snack	0.43	-61.0	-29.3
Cheetos	0.41	-273.2	-112.0
Total	0.38	-122.5	-55.1

Table 1: Impact of Experiment 5 at Site 1 on Retailer Profit



Product	Retail Margin	Difference in Vends	Difference in Revenue
Sun Chips	0.41	35.8	14.7
Assorted Energy	0.48	24.1	9.5
Doritos	0.41	17.5	7.2
Peanut M&Ms	0.21	17.4	3.7
Salted Peanuts	0.48	14.8	7.2
Assorted Potato Chips	0.37	9.6	3.6
Assorted Candy	0.29	8.3	3.8
Frito	0.41	5.7	2.3
Snickers	0.21	5.6	1.2
Assorted Chocolate	0.24	5.5	-0.1
Zoo Animal Cracker	0.36	5.3	1.9
Cheez-It Original	0.35	4.3	1.5
Twix Caramel	0.21	2.4	0.5
Farleys Mixed Fruit	0.42	1.6	0.7
Choc Chip Famous Amos	0.48	1.3	0.6
Skittles	0.20	0.5	0.0
Assorted Pretzels	0.40	-0.9	-3.5
Hot Stuff Jays	0.38	-1.3	-0.5
Raisinets	0.31	-2.5	-0.8
Assorted Cookie	0.44	-6.9	-2.6
Assorted Salty Snack	0.42	-28.8	-9.7
Cheetos	0.41	-70.3	-28.8
Total	0.37	48.9	12.4

Table 2: Impact of Experiment 5 at Site 93 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Potato Chips	0.37	16.8	6.3
Salted Peanuts	0.52	15.5	6.5
Sun Chips	0.41	11.6	4.7
Frito	0.41	9.3	3.8
Choc Chip Famous Amos	0.58	8.1	4.7
Hot Stuff Jays	0.42	3.5	1.5
Peanut M&Ms	0.21	3.1	0.7
Raisinets	0.31	1.2	0.4
Cheez-It Original	0.35	0.4	0.1
Twix Caramel	0.21	0.1	0.0
Assorted Chocolate	0.27	-3.2	-1.9
Assorted Cookie	0.58	-3.4	-1.9
Snickers	0.21	-3.7	-0.8
Doritos	0.41	-3.8	-1.5
Farleys Mixed Fruit	0.52	-5.4	-2.8
Zoo Animal Cracker	0.61	-6.8	-4.2
Skittles	0.21	-11.4	-2.4
Assorted Pretzels	0.41	-13.0	-2.8
Assorted Candy	0.50	-13.4	-6.6
Assorted Energy	0.46	-25.6	-11.8
Assorted Salty Snack	0.44	-28.3	-14.1
Cheetos	0.41	-71.2	-29.2
Total	0.39	-119.5	-51.3

Table 3: Impact of Experiment 5 at Site 5055 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Energy	0.45	8.5	3.8
Zoo Animal Cracker	0.51	4.8	2.5
Assorted Pretzels	0.33	4.3	2.1
Cheez-It Original	0.25	3.9	1.0
Doritos	0.41	2.9	1.2
Sun Chips	0.41	1.9	0.8
Twix Caramel	0.21	1.1	0.2
Assorted Chocolate	0.25	1.1	-0.2
Raisinets	0.31	0.5	0.2
Assorted Potato Chips	0.33	0.4	0.3
Frito	0.41	0.3	0.1
Choc Chip Famous Amos	0.48	-0.5	-0.2
Hot Stuff Jays	0.32	-1.1	-0.4
Assorted Candy	0.34	-2.6	-1.1
Salted Peanuts	0.48	-3.2	-1.5
Skittles	0.17	-3.2	-0.5
Peanut M&Ms	0.21	-3.4	-0.7
Assorted Cookie	0.43	-3.6	-2.2
Snickers	0.21	-7.2	-1.5
Assorted Salty Snack	0.47	-11.0	-3.7
Cheetos	0.41	-13.9	-5.7
Total	0.37	-20.0	-5.7

Table 4: Impact of Experiment 5 at Site 5655 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Salty Snack	0.42	27.9	9.8
Peanut M&Ms	0.21	8.4	1.8
Farleys Mixed Fruit	0.42	7.1	2.9
Assorted Cookie	0.46	5.3	2.8
Assorted Energy	0.50	4.7	3.9
Salted Peanuts	0.47	0.8	0.5
Assorted Chocolate	0.25	0.4	-0.5
Skittles	0.21	0.3	0.1
Twix Caramel	0.21	0.2	0.0
Assorted Candy	0.24	-0.2	0.4
Snickers	0.21	-0.7	-0.1
Assorted Pretzels	0.36	-1.0	-0.8
Choc Chip Famous Amos	0.48	-1.4	-0.7
Sun Chips	0.41	-1.6	-0.7
Raisinets	0.31	-2.0	-0.6
Zoo Animal Cracker	0.51	-2.2	-1.1
Assorted Potato Chips	0.37	-2.3	-0.8
Frito	0.41	-2.9	-1.2
Doritos	0.41	-3.4	-1.4
Cheetos	0.41	-12.3	-5.1
Hot Stuff Jays	0.28	-13.1	-3.7
Total	0.38	12.0	5.5

Table 5: Impact of Experiment 5 at Site 6056 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Doritos	0.41	9.2	3.8
Sun Chips	0.41	7.3	3.0
Assorted Chocolate	0.25	6.5	0.9
Salted Peanuts	0.48	5.6	2.7
Assorted Potato Chips	0.27	3.4	0.9
Farleys Mixed Fruit	0.52	1.8	0.9
Hot Stuff Jays	0.28	1.4	0.4
Peanut M&Ms	0.21	1.1	0.2
Assorted Cookie	0.50	1.0	-0.1
Snickers	0.21	0.9	0.2
Zoo Animal Cracker	0.51	0.4	0.2
Skittles	0.21	0.2	0.0
Twix Caramel	0.21	0.2	0.0
Assorted Pretzels	0.29	0.0	-0.5
Raisinets	0.31	-0.4	-0.1
Assorted Salty Snack	0.41	-1.9	-0.7
Frito	0.41	-2.4	-1.0
Assorted Candy	0.43	-3.0	-1.1
Choc Chip Famous Amos	0.58	-3.3	-1.9
Assorted Energy	0.56	-4.5	-1.8
Cheez-It Original	0.25	-7.9	-2.0
Cheetos	0.41	-21.3	-8.7
Total	0.37	-5.6	-4.8

Table 6: Impact of Experiment 5 at Site 6263 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Energy	0.46	42.9	18.7
Frito	0.41	39.5	16.2
Assorted Potato Chips	0.37	36.2	13.5
Sun Chips	0.41	27.4	11.2
Salted Peanuts	0.50	4.8	1.3
Peanut M&Ms	0.21	4.2	0.9
Doritos	0.41	4.0	1.6
Farleys Mixed Fruit	0.52	3.3	1.7
Hot Stuff Jays	0.38	-1.0	-0.4
Assorted Cookie	0.58	-2.3	-1.2
Raisinets	0.31	-2.7	-0.8
Assorted Chocolate	0.25	-3.8	1.2
Assorted Candy	0.50	-4.6	-2.3
Snickers	0.21	-4.7	-1.0
Zoo Animal Cracker	0.61	-6.4	-3.9
Cheez-It Original	0.35	-7.9	-2.8
Assorted Pretzels	0.43	-9.6	-0.4
Skittles	0.21	-16.3	-3.5
Twix Caramel	0.21	-17.5	-3.7
Assorted Salty Snack	0.43	-18.9	-10.8
Choc Chip Famous Amos	0.58	-20.7	-12.1
Cheetos	0.41	-84.1	-34.5
Total	0.39	-38.3	-11.1

Table 7: Impact of Experiment 5 at Site 7277 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Sun Chips	0.41	59.9	24.6
Salted Peanuts	0.49	45.5	20.7
Assorted Potato Chips	0.35	19.0	7.0
Raspberry Knotts	0.53	16.0	8.4
Grandmas Choc Chip	0.59	15.3	9.2
Doritos	0.41	11.4	4.7
Ruger Vanilla Wafer	0.50	1.4	0.3
Snickers	0.21	1.0	0.2
Assorted Pretzels	0.37	0.6	1.2
Cheetos	0.41	-0.6	-0.2
Hot Stuff Jays	0.34	-4.3	-1.6
Farleys Mixed Fruit	0.48	-5.3	-2.9
Zoo Animal Cracker	0.52	-9.3	-2.0
Peanut M&Ms	0.21	-10.7	-2.3
Twix Caramel	0.21	-11.1	-2.4
Skittles	0.20	-11.7	-2.3
Raisinets	0.31	-12.2	-3.8
Assorted Chocolate	0.26	-18.2	-10.2
Assorted Candy	0.37	-18.4	-7.0
Assorted Energy	0.49	-22.2	-13.8
Assorted Salty Snack	0.42	-39.8	-18.4
Assorted Cookie	0.45	-44.3	-21.8
Choc Chip Famous Amos	0.53	-141.6	-76.7
Total	0.38	-179.5	-89.2

Table 1: Impact of Experiment 6 at Site 1 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Sun Chips	0.41	8.9	3.6
Assorted Candy	0.29	8.2	3.9
Grandmas Choc Chip	0.52	6.1	3.2
Raspberry Knotts	0.48	5.5	2.6
Salted Peanuts	0.48	5.3	2.6
Assorted Pretzels	0.39	3.2	-0.5
Ruger Vanilla Wafer	0.45	3.2	1.4
Hot Stuff Jays	0.38	2.2	0.8
Doritos	0.41	1.6	0.7
Assorted Cookie	0.40	-0.7	-0.5
Cheetos	0.41	-1.2	-0.5
Assorted Potato Chips	0.37	-1.3	-0.5
Snickers	0.21	-1.5	-0.3
Farleys Mixed Fruit	0.42	-2.9	-1.2
Twix Caramel	0.21	-4.0	-0.8
Raisinets	0.31	-5.1	-1.6
Assorted Energy	0.48	-7.2	-7.2
Skittles	0.19	-8.6	-1.7
Zoo Animal Cracker	0.36	-13.3	-4.8
Assorted Chocolate	0.24	-16.0	-4.4
Peanut M&Ms	0.21	-16.3	-3.5
Choc Chip Famous Amos	0.48	-38.3	-18.5
Assorted Salty Snack	0.41	-42.3	-16.3
Total	0.37	-114.4	-43.3

Table 2: Impact of Experiment 6 at Site 93 on Retailer Profit



Product	Retail Margin	Difference in Vends	Difference in Revenue
Sun Chips	0.41	17.8	7.3
Salted Peanuts	0.52	14.8	6.0
Twix Caramel	0.21	10.6	2.3
Ruger Vanilla Wafer	0.55	9.2	5.0
Grandmas Choc Chip	0.63	7.3	4.6
Assorted Chocolate	0.29	7.1	0.5
Assorted Potato Chips	0.37	6.5	2.4
Raspberry Knotts	0.58	6.1	3.6
Peanut M&Ms	0.21	4.6	1.0
Skittles	0.21	2.3	0.5
Hot Stuff Jays	0.42	2.0	0.9
Cheetos	0.41	1.2	0.5
Doritos	0.41	0.6	0.3
Snickers	0.21	-0.4	-0.1
Zoo Animal Cracker	0.61	-1.4	-0.9
Farleys Mixed Fruit	0.52	-1.9	-1.0
Raisinets	0.31	-3.8	-1.2
Assorted Energy	0.46	-7.9	-3.3
Assorted Salty Snack	0.42	-10.0	-5.8
Assorted Candy	0.47	-10.6	-4.7
Assorted Pretzels	0.44	-21.1	-8.5
Assorted Cookie	0.47	-24.9	-11.7
Choc Chip Famous Amos	0.58	-34.5	-20.1
Total	0.40	-26.2	-22.6

Table 3: Impact of Experiment 6 at Site 5055 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Raisinets	0.31	5.2	1.6
Snickers	0.21	3.2	0.7
Assorted Pretzels	0.33	2.0	1.3
Assorted Energy	0.45	1.1	0.5
Cheetos	0.41	0.7	0.3
Assorted Cookie	0.41	0.7	0.3
Assorted Candy	0.32	0.6	0.7
Sun Chips	0.41	0.6	0.2
Skittles	0.17	0.1	0.0
Assorted Potato Chips	0.32	0.0	0.2
Hot Stuff Jays	0.32	-0.3	-0.1
Doritos	0.41	-0.5	-0.2
Zoo Animal Cracker	0.51	-0.7	-0.3
Salted Peanuts	0.50	-1.5	-0.9
Raspberry Knotts	0.48	-1.7	-0.8
Ruger Vanilla Wafer	0.45	-1.8	-0.8
Assorted Chocolate	0.25	-1.9	-0.8
Grandmas Choc Chip	0.52	-2.3	-1.2
Assorted Salty Snack	0.46	-2.6	-0.7
Twix Caramel	0.21	-3.9	-0.8
Choc Chip Famous Amos	0.48	-12.2	-5.9
Peanut M&Ms	0.21	-12.5	-2.7
Total	0.37	-27.4	-9.2

Table 4: Impact of Experiment 6 at Site 5655 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Raspberry Knotts	0.48	5.4	2.6
Farleys Mixed Fruit	0.42	4.8	2.0
Peanut M&Ms	0.21	4.7	1.0
Hot Stuff Jays	0.28	3.9	1.1
Ruger Vanilla Wafer	0.45	3.1	1.4
Snickers	0.21	2.9	0.6
Sun Chips	0.41	2.1	0.8
Assorted Pretzels	0.34	1.9	0.6
Assorted Cookie	0.47	1.8	1.0
Assorted Salty Snack	0.40	1.7	0.6
Assorted Chocolate	0.23	1.4	0.1
Salted Peanuts	0.48	1.3	0.7
Assorted Candy	0.26	0.2	0.2
Doritos	0.41	-0.4	-0.2
Assorted Potato Chips	0.37	-0.9	-0.3
Twix Caramel	0.21	-1.5	-0.3
Cheetos	0.41	-1.9	-0.8
Skittles	0.21	-1.9	-0.4
Raisinets	0.31	-2.2	-0.7
Zoo Animal Cracker	0.51	-2.6	-1.3
Assorted Energy	0.50	-3.8	-1.2
Choc Chip Famous Amos	0.48	-7.0	-3.4
Total	0.38	13.1	4.1

Table 5: Impact of Experiment 6 at Site 6056 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Sun Chips	0.41	7.2	3.0
Doritos	0.41	5.7	2.3
Salted Peanuts	0.48	3.9	1.9
Assorted Potato Chips	0.27	2.6	0.7
Assorted Pretzels	0.30	1.5	-0.4
Peanut M&Ms	0.21	1.2	0.3
Farleys Mixed Fruit	0.52	1.2	0.6
Assorted Chocolate	0.25	0.1	-0.2
Raspberry Knotts	0.58	-0.3	-0.2
Twix Caramel	0.21	-0.4	-0.1
Raisinets	0.31	-0.4	-0.1
Zoo Animal Cracker	0.51	-0.7	-0.4
Ruger Vanilla Wafer	0.55	-0.8	-0.4
Assorted Salty Snack	0.38	-0.9	-0.5
Cheetos	0.41	-1.1	-0.4
Assorted Energy	0.56	-2.6	-1.0
Assorted Candy	0.40	-2.7	-0.8
Hot Stuff Jays	0.28	-3.0	-0.8
Grandmas Choc Chip	0.62	-3.0	-1.9
Assorted Cookie	0.48	-3.1	-2.2
Skittles	0.21	-3.4	-0.7
Snickers	0.21	-4.6	-1.0
Choc Chip Famous Amos	0.58	-8.2	-4.8
Total	0.37	-11.7	-7.1

Table 6: Impact of Experiment 6 at Site 6263 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Sun Chips	0.41	23.4	9.6
Salted Peanuts	0.48	21.7	10.5
Assorted Salty Snack	0.42	14.3	4.2
Assorted Pretzels	0.44	13.2	8.7
Assorted Potato Chips	0.37	12.1	4.5
Zoo Animal Cracker	0.61	9.4	5.8
Peanut M&Ms	0.21	7.6	1.6
Grandmas Choc Chip	0.63	7.2	4.5
Doritos	0.41	4.4	1.8
Cheetos	0.41	1.7	0.7
Snickers	0.21	1.3	0.3
Raspberry Knotts	0.58	0.9	0.5
Skittles	0.21	-0.2	-0.1
Assorted Energy	0.47	-1.9	-1.6
Raisinets	0.31	-5.8	-1.8
Farleys Mixed Fruit	0.52	-6.6	-3.4
Assorted Chocolate	0.30	-9.0	-5.4
Hot Stuff Jays	0.38	-9.2	-3.5
Ruger Vanilla Wafer	0.55	-11.6	-6.3
Twix Caramel	0.21	-12.0	-2.6
Assorted Candy	0.47	-14.2	-6.4
Assorted Cookie	0.48	-18.0	-8.6
Choc Chip Famous Amos	0.58	-41.4	-24.1
Total	0.40	-12.9	-11.0

Table 7: Impact of Experiment 6 at Site 7277 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Salty Snack	0.46	143.5	67.3
Assorted Energy	0.48	60.9	30.0
Snickers	0.21	43.6	9.3
Cheez-It Original	0.33	38.2	13.3
Hot Stuff Jays	0.36	37.9	14.9
Frito	0.41	35.6	14.6
Smartfood	0.41	19.5	8.0
Skittles	0.20	13.1	2.5
Sun Chips	0.41	11.9	4.9
Assorted Pretzels	0.39	4.6	1.6
Zoo Animal Cracker	0.52	4.3	4.4
Assorted Candy	0.34	2.1	-0.5
Twix Caramel	0.21	1.3	0.3
Farleys Mixed Fruit	0.47	0.7	0.7
Assorted Chocolate	0.27	0.3	1.7
Raisinets	0.31	-0.9	-0.3
Choc Chip Famous Amos	0.52	-2.9	-1.6
Assorted Cookie	0.50	-3.7	-4.5
Salted Peanuts	0.48	-15.4	-7.5
Peanut M&Ms	0.21	-19.7	-4.2
Assorted Potato Chips	0.36	-22.5	-8.5
Doritos	0.41	-172.7	-70.8
Cheetos	0.41	-215.5	-88.4
Total	0.39	-35.9	-12.8

Table 1: Impact of Experiment 9 at Site 1 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Salty Snack	0.41	68.3	30.4
Smartfood	0.41	13.3	5.5
Hot Stuff Jays	0.38	11.3	4.3
Snickers	0.21	10.0	2.1
Assorted Energy	0.52	7.4	5.0
Cheez-It Original	0.35	6.8	2.4
Frito	0.41	4.8	2.0
Assorted Candy	0.30	4.5	0.5
Skittles	0.19	2.5	0.3
Sun Chips	0.41	-0.5	-0.2
Assorted Potato Chips	0.37	-1.3	-0.5
Twix Caramel	0.21	-1.6	-0.3
Assorted Chocolate	0.25	-2.3	-0.2
Farleys Mixed Fruit	0.42	-3.8	-1.6
Zoo Animal Cracker	0.36	-4.4	-1.6
Choc Chip Famous Amos	0.48	-4.6	-2.2
Peanut M&Ms	0.21	-4.8	-1.0
Salted Peanuts	0.48	-6.3	-3.0
Raisinets	0.31	-8.5	-2.6
Assorted Pretzels	0.38	-15.3	-6.2
Assorted Cookie	0.48	-25.4	-14.8
Doritos	0.41	-61.0	-25.0
Cheetos	0.41	-64.2	-26.3
Total	0.37	-75.2	-33.3

Table 2: Impact of Experiment 9 at Site 93 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Salty Snack	0.48	35.5	19.6
Assorted Energy	0.46	18.3	8.6
Hot Stuff Jays	0.42	14.4	6.1
Cheez-It Original	0.35	13.3	4.7
Assorted Pretzels	0.44	11.9	4.3
Snickers	0.21	10.3	2.2
Smartfood	0.41	8.4	3.5
Frito	0.41	8.2	3.3
Assorted Cookie	0.57	5.7	2.2
Zoo Animal Cracker	0.61	4.3	2.7
Choc Chip Famous Amos	0.58	3.6	2.1
Farleys Mixed Fruit	0.52	3.2	1.6
Salted Peanuts	0.49	3.0	1.4
Skittles	0.21	1.7	0.4
Sun Chips	0.41	0.4	0.2
Raisinets	0.31	-0.8	-0.3
Twix Caramel	0.21	-0.9	-0.2
Assorted Candy	0.42	-3.0	-1.7
Assorted Chocolate	0.29	-10.6	-1.8
Assorted Potato Chips	0.37	-11.4	-4.2
Peanut M&Ms	0.21	-11.5	-2.4
Doritos	0.41	-37.5	-15.4
Cheetos	0.41	-59.8	-24.5
Total	0.41	6.8	12.1

Table 3: Impact of Experiment 9 at Site 5055 on Retailer Profit



Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Salty Snack	0.50	14.8	4.8
Snickers	0.21	10.5	2.2
Raisinets	0.31	7.0	2.2
Assorted Chocolate	0.26	4.8	1.5
Peanut M&Ms	0.21	3.3	0.7
Choc Chip Famous Amos	0.48	2.8	1.4
Frito	0.41	2.5	1.0
Hot Stuff Jays	0.32	2.4	0.8
Assorted Candy	0.32	0.8	-0.2
Twix Caramel	0.21	0.6	0.1
Skittles	0.18	0.5	0.1
Cheez-It Original	0.25	0.5	0.1
Assorted Energy	0.44	-1.0	-0.1
Sun Chips	0.41	-1.6	-0.6
Assorted Cookie	0.43	-1.7	-0.3
Smartfood	0.41	-1.8	-0.7
Salted Peanuts	0.48	-2.2	-1.1
Zoo Animal Cracker	0.51	-5.8	-3.0
Assorted Pretzels	0.33	-6.8	-2.9
Assorted Potato Chips	0.32	-8.6	-3.4
Doritos	0.41	-13.1	-5.4
Cheetos	0.41	-19.8	-8.1
Total	0.38	-11.8	-10.8

Table 4: Impact of Experiment 9 at Site 5655 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Energy	0.51	9.5	4.6
Frito	0.41	6.6	2.7
Assorted Chocolate	0.24	3.8	0.8
Peanut M&Ms	0.21	1.4	0.3
Sun Chips	0.41	1.1	0.5
Assorted Salty Snack	0.41	1.0	0.1
Salted Peanuts	0.48	0.5	0.3
Assorted Pretzels	0.36	0.5	-0.2
Assorted Cookie	0.47	0.4	0.3
Farleys Mixed Fruit	0.42	0.4	0.2
Choc Chip Famous Amos	0.48	0.3	0.2
Twix Caramel	0.21	0.2	0.0
Hot Stuff Jays	0.28	0.0	0.0
Raisinets	0.31	-0.0	-0.0
Skittles	0.21	-0.3	-0.1
Assorted Candy	0.24	-0.5	-0.1
Smartfood	0.41	-0.7	-0.3
Zoo Animal Cracker	0.51	-1.2	-0.6
Snickers	0.21	-3.0	-0.6
Cheetos	0.41	-12.1	-4.9
Doritos	0.41	-12.8	-5.2
Assorted Potato Chips	0.37	-13.0	-4.8
Total	0.38	-18.0	-7.1

Table 5: Impact of Experiment 9 at Site 6056 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
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Table 6: Impact of Experiment 9 at Site 6263 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Energy	0.46	26.6	11.9
Assorted Salty Snack	0.51	23.8	12.4
Cheez-It Original	0.35	17.6	6.2
Assorted Cookie	0.57	17.2	8.1
Snickers	0.21	15.8	3.4
Assorted Pretzels	0.45	14.3	6.6
Frito	0.41	13.5	5.6
Sun Chips	0.41	12.4	5.1
Assorted Potato Chips	0.37	11.8	4.4
Zoo Animal Cracker	0.61	11.4	7.0
Hot Stuff Jays	0.38	9.8	3.7
Skittles	0.21	8.7	1.9
Assorted Chocolate	0.31	4.5	1.4
Twix Caramel	0.21	3.2	0.7
Raisinets	0.31	1.4	0.4
Farleys Mixed Fruit	0.52	1.0	0.5
Assorted Candy	0.45	0.3	0.9
Smartfood	0.41	0.2	0.1
Choc Chip Famous Amos	0.58	-5.0	-2.9
Peanut M&Ms	0.21	-8.1	-1.7
Salted Peanuts	0.48	-10.5	-5.1
Doritos	0.41	-48.3	-19.8
Cheetos	0.41	-59.5	-24.4
Total	0.42	62.2	26.2

Table 7: Impact of Experiment 9 at Site 7277 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Twix Caramel	0.21	99.1	21.1
Plain M&Ms	0.25	63.3	15.0
Assorted Chocolate	0.25	58.8	17.1
Raisinets	0.31	45.3	14.0
Assorted Cookie	0.49	39.0	17.3
Assorted Energy	0.49	38.4	19.1
Reeses Peanut Butter Cups	0.32	37.5	12.1
Assorted Candy	0.36	25.2	3.9
Choc Chip Famous Amos	0.53	20.5	11.9
Skittles	0.20	9.4	2.0
Farleys Mixed Fruit	0.48	9.3	4.6
Salted Peanuts	0.50	4.6	0.8
Grandmas Choc Chip	0.59	3.8	2.7
Assorted Salty Snack	0.41	2.5	3.3
Zoo Animal Cracker	0.52	-2.7	2.6
Cheetos	0.41	-4.9	-2.0
Doritos	0.41	-5.1	-2.1
Ruger Vanilla Wafer	0.50	-5.4	-2.8
Assorted Potato Chips	0.35	-28.3	-12.4
Assorted Pretzels	0.38	-35.1	-16.9
Snickers	0.21	-287.6	-61.2
Peanut M&Ms	0.21	-305.9	-65.1
Total	0.39	-218.4	-15.0

Table 1: Impact of Experiment 10 at Site 1 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Plain M&Ms	0.21	30.5	6.5
Reeses Peanut Butter Cups	0.32	21.4	6.9
Assorted Candy	0.30	18.9	6.1
Assorted Cookie	0.50	15.1	8.0
Assorted Chocolate	0.18	12.2	2.7
Twix Caramel	0.21	8.4	1.8
Raisinets	0.31	6.2	1.9
Assorted Energy	0.51	5.6	3.2
Salted Peanuts	0.48	5.3	2.6
Skittles	0.19	4.9	1.0
Farleys Mixed Fruit	0.42	2.6	1.1
Ruger Vanilla Wafer	0.45	0.5	0.2
Grandmas Choc Chip	0.53	0.2	0.1
Cheetos	0.41	-0.1	-0.1
Assorted Pretzels	0.39	-0.3	-0.5
Doritos	0.41	-1.3	-0.5
Assorted Potato Chips	0.37	-2.4	-0.9
Choc Chip Famous Amos	0.48	-5.9	-2.8
Assorted Salty Snack	0.40	-11.0	-4.4
Zoo Animal Cracker	0.36	-12.9	-4.7
Snickers	0.21	-84.3	-17.9
Peanut M&Ms	0.21	-90.5	-19.2
Total	0.37	-76.8	-9.1

Table 2: Impact of Experiment 10 at Site 93 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Twix Caramel	0.21	30.4	6.5
Assorted Chocolate	0.32	19.2	6.1
Raisinets	0.31	16.7	5.2
Assorted Energy	0.47	13.2	5.2
Assorted Salty Snack	0.44	10.7	6.3
Assorted Candy	0.38	10.2	3.5
Ruger Vanilla Wafer	0.55	9.8	5.4
Zoo Animal Cracker	0.61	9.2	5.6
Skittles	0.21	8.1	1.7
Reeses Peanut Butter Cups	0.32	7.9	2.6
Choc Chip Famous Amos	0.58	6.5	3.8
Salted Peanuts	0.48	4.4	2.1
Grandmas Choc Chip	0.63	4.4	2.7
Farleys Mixed Fruit	0.52	3.9	2.0
Cheetos	0.41	1.1	0.4
Plain M&Ms	0.31	1.0	0.3
Doritos	0.41	0.5	0.2
Assorted Cookie	0.54	-5.4	-3.5
Assorted Potato Chips	0.37	-12.0	-4.4
Assorted Pretzels	0.44	-15.6	-7.5
Snickers	0.21	-58.3	-12.4
Peanut M&Ms	0.21	-70.3	-15.0
Total	0.41	-4.3	16.9

Table 3: Impact of Experiment 10 at Site 5055 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Salty Snack	0.42	12.2	4.9
Assorted Chocolate	0.24	11.5	2.7
Assorted Cookie	0.42	10.4	4.4
Twix Caramel	0.21	9.4	2.0
Raisinets	0.31	6.6	2.1
Assorted Energy	0.45	6.0	2.8
Salted Peanuts	0.54	4.0	1.5
Choc Chip Famous Amos	0.48	3.5	1.7
Reeses Peanut Butter Cups	0.32	1.2	0.4
Cheetos	0.41	1.2	0.5
Doritos	0.41	0.4	0.2
Plain M&Ms	0.21	0.1	0.0
Assorted Potato Chips	0.35	-0.5	-1.4
Ruger Vanilla Wafer	0.45	-1.4	-0.6
Zoo Animal Cracker	0.51	-1.8	-0.9
Skittles	0.18	-2.8	-0.6
Grandmas Choc Chip	0.52	-3.6	-1.9
Assorted Pretzels	0.36	-10.4	-5.8
Assorted Candy	0.34	-14.1	-5.5
Snickers	0.21	-19.9	-4.2
Peanut M&Ms	0.21	-24.7	-5.2
Total	0.37	-12.6	-3.0

Table 4: Impact of Experiment 10 at Site 5655 on Retailer Profit



Product	Retail Margin	Difference in Vends	Difference in Revenue
Plain M&Ms	0.21	7.6	1.6
Assorted Candy	0.25	6.5	1.1
Assorted Salty Snack	0.39	3.6	1.3
Twix Caramel	0.21	3.4	0.7
Choc Chip Famous Amos	0.48	3.1	1.5
Assorted Chocolate	0.25	2.5	0.5
Assorted Energy	0.50	1.7	0.8
Skittles	0.21	1.2	0.3
Reeses Peanut Butter Cups	0.32	0.4	0.1
Assorted Pretzels	0.34	0.2	0.0
Doritos	0.41	0.1	0.1
Farleys Mixed Fruit	0.42	-0.4	-0.1
Cheetos	0.41	-0.6	-0.2
Salted Peanuts	0.48	-0.6	-0.3
Ruger Vanilla Wafer	0.45	-0.7	-0.3
Raisinets	0.31	-2.2	-0.7
Zoo Animal Cracker	0.51	-2.6	-1.3
Assorted Cookie	0.49	-4.0	-1.9
Peanut M&Ms	0.21	-12.0	-2.5
Assorted Potato Chips	0.37	-12.5	-4.6
Snickers	0.21	-14.5	-3.1
Total	0.38	-19.6	-7.3

Table 5: Impact of Experiment 10 at Site 6056 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Assorted Cookie	0.48	13.4	5.4
Twix Caramel	0.21	12.3	2.6
Plain M&Ms	0.21	9.7	2.1
Assorted Potato Chips	0.27	7.2	2.0
Assorted Energy	0.56	6.9	4.8
Assorted Salty Snack	0.37	3.9	1.4
Assorted Candy	0.40	3.6	0.2
Raisinets	0.31	3.2	1.0
Skittles	0.21	2.6	0.5
Assorted Chocolate	0.25	2.1	0.2
Assorted Pretzels	0.30	1.9	1.0
Choc Chip Famous Amos	0.58	1.8	1.0
Reeses Peanut Butter Cups	0.32	0.1	0.0
Cheetos	0.41	-0.3	-0.1
Grandmas Choc Chip	0.62	-0.7	-0.5
Farleys Mixed Fruit	0.52	-1.0	-0.5
Salted Peanuts	0.48	-1.2	-0.6
Doritos	0.41	-3.0	-1.2
Zoo Animal Cracker	0.51	-5.3	-2.7
Ruger Vanilla Wafer	0.55	-6.5	-3.5
Peanut M&Ms	0.21	-28.3	-6.0
Snickers	0.21	-30.4	-6.5
Total	0.37	-8.3	0.4

Table 6: Impact of Experiment 10 at Site 6263 on Retailer Profit

Product	Retail Margin	Difference in Vends	Difference in Revenue
Twix Caramel	0.21	35.2	7.5
Raisinets	0.31	14.8	4.6
Plain M&Ms	0.31	14.3	4.5
Choc Chip Famous Amos	0.58	11.5	6.7
Assorted Chocolate	0.27	11.4	5.0
Zoo Animal Cracker	0.61	10.8	6.6
Assorted Cookie	0.54	9.4	4.9
Reeses Peanut Butter Cups	0.32	6.5	2.1
Assorted Energy	0.46	5.0	2.3
Farleys Mixed Fruit	0.52	4.1	2.1
Grandmas Choc Chip	0.62	3.6	2.2
Assorted Candy	0.49	0.1	-1.4
Doritos	0.41	-1.8	-0.7
Skittles	0.21	-4.5	-1.0
Cheetos	0.41	-6.2	-2.5
Ruger Vanilla Wafer	0.55	-7.1	-3.9
Salted Peanuts	0.50	-7.3	-4.6
Assorted Potato Chips	0.37	-8.1	-3.0
Assorted Pretzels	0.44	-10.8	-4.1
Assorted Salty Snack	0.45	-17.0	-6.1
Peanut M&Ms	0.21	-80.2	-17.1
Snickers	0.21	-80.3	-17.1
Total	0.42	-96.7	-12.9

Table 7: Impact of Experiment 10 at Site 7277 on Retailer Profit

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Twix Caramel	297.1	187.6	58.4	208.6	190.7	9.4
Peanut M&Ms	478.3	359.9	32.9	388.6	349.1	11.3
Ruger Vanilla Wafer	127.9	107.3	19.1	114.3	111.5	2.5
Assorted Chocolate	398.0	334.8	18.9	371.0	328.6	12.9
Zoo Animal Cracker	243.7	209.1	16.5	206.9	205.2	0.8
Salted Peanuts	216.3	187.9	15.1	190.7	184.8	3.2
Choc Chip Famous Amos	193.1	171.6	12.5	171.4	167.5	2.4
Assorted Energy	616.2	571.9	7.8	582.7	584.3	-0.3
Assorted Candy	229.6	215.8	6.4	253.1	217.0	16.6
Raisinets	139.4	133.3	4.6	142.8	129.5	10.3
Assorted Potato Chips	292.4	279.6	4.6	348.4	290.9	19.8
Assorted Pretzels	557.7	548.3	1.7	533.2	522.4	2.1
Cheetos	260.5	262.2	-0.7	271.8	270.1	0.6
Doritos	203.1	215.4	-5.7	229.3	226.5	1.3
Grandmas Choc Chip	72.5	77.9	-7.0	83.7	83.9	-0.3
Assorted Salty Snack	1276.2	1382.8	-7.7	1356.3	1410.5	-3.8
Assorted Cookie	162.4	180.3	-10.0	162.5	178.4	-8.9
Skittles	75.1	100.1	-25.0	100.3	93.2	7.6
Snickers	2.0	323.4	-99.4	4.4	336.2	-98.7
Total	5841.3	5849.6	-0.1	5719.9	5880.2	-2.7

Table 1: Predicted Results of Removing 1 at Site 1, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Twix Caramel		39.1	23.6	65.9	28.0	25.6	9.4
Ruger Vanilla Wafer		24.9	15.5	61.4	19.8	18.5	7.4
Peanut M&Ms	-.01	138.5	88.0	57.4	101.7	90.2	12.7
Raisinets	-.01	23.6	17.2	37.4	21.8	18.8	15.6
Salted Peanuts	-.02	52.0	38.9	33.8	44.7	42.6	5.0
Assorted Candy(.13)	-.03	82.8	67.5	22.7	99.5	68.6	45.0
Zoo Animal Cracker		74.7	61.8	21.0	62.1	60.1	3.4
Assorted Chocolate(.08)	-.03	108.8	94.8	14.7	92.3	86.5	6.7
Grandmas Choc Chip	.03	12.2	11.7	4.0	15.0	13.5	11.2
Assorted Pretzels(-.03)		183.0	177.5	3.1	171.6	166.6	3.0
Assorted Potato Chips(.07)	-.02	63.1	62.6	0.9	72.3	65.2	10.9
Cheetos		73.8	73.5	0.4	80.6	77.4	4.1
Assorted Energy(.06)		112.0	112.7	-0.7	112.5	105.8	6.3
Doritos	.01	55.5	56.9	-2.4	67.6	64.2	5.3
Assorted Salty Snack(-.07)	.01	353.6	366.4	-3.5	350.1	362.2	-3.4
Choc Chip Famous Amos	.02	43.0	44.6	-3.6	44.5	42.4	4.9
Assorted Cookie(-.1)	.01	47.6	51.0	-6.5	42.8	47.0	-8.8
Skittles	-.04	7.6	11.6	-34.5	12.9	13.2	-2.1
Snickers		0.0	90.1	-100.0	0.0	89.1	-100.0
Total		1495.9	1465.7	2.1	1439.8	1457.6	-1.2

Table 2: Predicted Results of Removing 1 at Site 93, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Twix Caramel		85.3	51.6	65.4	60.5	55.0	9.9
Assorted Chocolate(-.15)	.12	101.4	62.2	63.1	79.1	66.7	18.6
Peanut M&Ms	.04	118.9	88.3	34.6	97.5	85.1	14.6
Assorted Potato Chips(.25)		78.2	65.9	18.7	98.6	65.9	49.5
Choc Chip Famous Amos	.03	47.2	41.6	13.5	44.6	42.6	4.6
Salted Peanuts(-.08)	.02	40.0	35.5	12.8	41.7	35.8	16.6
Ruger Vanilla Wafer		42.9	38.6	11.1	37.2	36.6	1.9
Assorted Pretzels(.14)		101.0	95.1	6.2	103.8	93.9	10.5
Assorted Energy(.01)		141.9	139.6	1.7	133.2	140.2	-5.0
Cheetos		65.6	65.5	0.1	66.5	66.6	-0.1
Doritos		54.2	54.4	-0.3	54.3	54.3	-0.1
Grandmas Choc Chip		23.0	25.4	-9.5	27.9	27.9	-0.1
Assorted Salty Snack(-.03)		288.8	322.3	-10.4	299.0	322.1	-7.2
Skittles	.03	27.9	31.7	-12.0	33.6	29.8	12.9
Zoo Animal Cracker		30.5	35.8	-14.9	33.2	32.6	1.9
Assorted Candy(-.23)		29.3	34.8	-15.9	34.1	36.1	-5.5
Raisinets	.01	35.2	43.1	-18.3	41.0	37.0	10.7
Assorted Cookie(-.68)	.02	12.1	21.4	-43.5	15.9	21.0	-24.3
Snickers	-.95	0.0	69.7	-100.0	1.3	74.1	-98.3
Total		1323.4	1322.4	0.1	1303.0	1323.4	-1.5

Table 3: Predicted Results of Removing 1 at Site 5055, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Twix Caramel	-.01	24.0	12.3	94.5	15.2	14.0	8.3
Zoo Animal Cracker	.02	24.0	15.7	52.5	17.5	17.7	-1.6
Raisinets	-.04	13.3	8.8	51.3	9.6	9.1	5.2
Assorted Energy(-.03)	-.05	58.0	49.4	17.3	45.0	47.7	-5.6
Assorted Cookie(-.05)	.02	24.7	21.3	15.8	22.6	23.7	-4.7
Cheetos	-.05	16.0	13.8	15.6	13.4	14.6	-8.4
Assorted Pretzels(.05)	.03	62.7	57.7	8.6	61.1	58.3	4.7
Assorted Chocolate(.16)	-.05	26.0	24.0	8.5	22.9	21.1	8.7
Doritos		18.0	17.7	1.9	15.8	16.3	-3.0
Assorted Potato Chips(.57)	.08	20.7	20.6	0.5	26.4	17.3	52.9
Choc Chip Famous Amos		11.0	11.1	-1.2	11.1	11.6	-4.1
Ruger Vanilla Wafer	.15	2.3	2.8	-17.6	3.2	2.5	28.5
Grandmas Choc Chip	.12	3.7	4.5	-17.8	4.6	4.0	16.2
Assorted Candy(-.11)	.01	24.7	30.6	-19.4	26.8	30.0	-10.7
Peanut M&Ms		20.0	25.6	-22.0	24.4	22.9	6.8
Assorted Salty Snack(-.1)	-.08	63.3	82.8	-23.5	77.9	93.1	-16.3
Salted Peanuts(.13)	.05	5.7	8.1	-30.4	7.8	6.7	16.5
Skittles		3.7	7.1	-48.3	7.4	6.6	12.4
Snickers		0.0	24.1	-100.0	0.0	20.8	-100.0
Total		421.7	438.1	-3.8	412.7	437.9	-5.8

Table 4: Predicted Results of Removing 1 at Site 5655, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Raisinets	-.03	8.5	4.3	97.1	5.3	5.2	1.8
Salted Peanuts(.04)		18.0	9.9	82.1	11.0	10.2	7.3
Twix Caramel		23.1	13.6	69.7	15.0	13.6	10.0
Assorted Candy(.01)		35.4	27.7	27.8	31.8	28.2	12.7
Assorted Cookie(.09)	-.13	15.3	13.3	15.0	13.9	13.1	5.7
Assorted Potato Chips		12.8	12.1	5.8	10.4	12.4	-16.1
Assorted Energy(-.04)		53.6	51.7	3.8	57.1	54.9	4.0
Assorted Salty Snack(.04)		85.3	82.7	3.1	89.7	82.2	9.1
Assorted Pretzels(-.08)		17.4	17.1	1.7	15.7	15.5	1.0
Doritos		14.5	14.4	1.0	14.7	14.5	1.8
Assorted Chocolate(-.1)		20.1	20.1	0.1	19.8	19.3	2.4
Cheetos		10.8	10.8	-0.4	12.4	12.2	1.8
Choc Chip Famous Amos	-.14	9.2	9.4	-1.1	9.9	9.5	3.9
Peanut M&Ms		17.4	20.7	-16.2	19.3	17.5	10.0
Ruger Vanilla Wafer		6.4	7.8	-18.6	8.0	7.7	3.9
Zoo Animal Cracker		10.0	14.9	-32.7	14.5	15.6	-7.1
Skittles		3.5	8.3	-57.8	8.2	7.4	10.0
Snickers		2.0	14.9	-86.6	3.2	16.0	-80.4
Total		363.1	353.5	2.7	359.8	355.3	1.3

Table 5: Predicted Results of Removing 1 at Site 6056, Nested Logit Model



	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Twix Caramel	-.01	24.5	12.1	102.8	14.9	13.1	14.2
Peanut M&Ms	.01	45.0	29.3	53.4	31.5	27.8	13.4
Assorted Chocolate(.01)	.13	49.5	36.4	36.1	44.1	36.5	21.0
Salted Peanuts	.01	10.0	8.3	20.9	9.0	8.9	0.7
Raisinets	-.01	19.5	17.1	14.2	19.3	16.9	14.2
Assorted Cookie(.01)	.11	40.8	37.8	7.9	40.6	38.7	4.9
Assorted Energy(.04)	-.14	45.5	43.4	4.9	43.1	43.3	-0.5
Zoo Animal Cracker	.01	26.5	25.7	3.3	24.9	24.2	3.0
Assorted Salty Snack(.02)		155.8	152.8	1.9	159.9	159.5	0.2
Cheetos		22.0	22.1	-0.6	24.2	23.6	2.6
Assorted Pretzels(-.18)		61.0	62.6	-2.6	62.9	61.8	1.7
Ruger Vanilla Wafer	-.06	8.2	8.6	-4.4	9.2	9.5	-3.9
Choc Chip Famous Amos		10.2	10.9	-6.1	11.7	11.4	2.4
Assorted Candy(-.23)	-.01	13.2	14.2	-6.8	13.8	14.6	-5.8
Assorted Potato Chips	-.02	20.2	24.0	-15.5	23.3	22.7	2.3
Doritos		15.2	19.9	-23.5	21.5	21.0	2.6
Skittles	-.12	3.0	5.9	-49.5	4.5	5.0	-11.1
Snickers		0.0	31.3	-100.0	0.0	29.6	-100.0
Grandmas Choc Chip		0.0	3.0	-100.0	0.0	2.1	-100.0
Total		570.2	565.4	0.9	558.3	570.4	-2.1

Table 6: Predicted Results of Removing 1 at Site 6263, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Zoo Animal Cracker		78.1	55.3	41.1	54.7	55.0	-0.6
Twix Caramel		101.1	74.4	35.9	74.9	69.3	8.1
Choc Chip Famous Amos		72.5	54.1	33.9	49.6	49.8	-0.6
Peanut M&Ms		138.5	107.9	28.4	114.2	105.6	8.1
Ruger Vanilla Wafer	-0.01	43.1	34.0	26.9	36.8	36.7	0.4
Assorted Energy(.01)		205.2	175.1	17.2	191.9	192.4	-0.3
Assorted Candy(.01)	.09	44.2	41.1	7.6	47.2	39.6	19.2
Salted Peanuts(-.07)	-0.03	90.6	87.2	3.8	76.6	80.6	-4.9
Assorted Potato Chips(.15)	.01	97.4	94.6	2.9	117.4	107.3	9.4
Grandmas Choc Chip		33.6	33.2	0.9	36.2	36.4	-0.6
Assorted Pretzels(-.04)		132.7	138.3	-4.1	118.2	126.2	-6.3
Assorted Chocolate(.32)	.03	92.2	97.4	-5.3	112.8	98.5	14.5
Cheetos		72.3	76.4	-5.4	74.6	75.7	-1.4
Raisinets		39.4	42.9	-8.3	45.8	42.4	8.1
Assorted Salty Snack(.01)		329.5	375.8	-12.3	379.6	391.4	-3.0
Doritos		45.6	52.2	-12.6	55.3	56.1	-1.4
Skittles		29.4	35.5	-17.1	33.8	31.2	8.1
Assorted Cookie(-.08)		22.0	35.6	-38.4	26.7	34.9	-23.5
Snickers		0.0	93.3	-100.0	0.0	106.5	-100.0
Total		1667.0	1704.4	-2.2	1646.3	1735.6	-5.1

Table 7: Predicted Results of Removing 1 at Site 7277, Nested Logit Model

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Ruger Vanilla Wafer	131.8	102.7	28.4	129.2	117.7	9.7
Raspberry Knotts	75.3	62.7	20.1	72.9	63.1	15.5
Twix Caramel	239.9	203.8	17.7	200.9	200.4	0.2
Peanut M&Ms	425.4	372.6	14.2	365.3	366.8	-0.4
Snickers	391.3	343.1	14.1	351.0	354.0	-0.8
Choc Chip Famous Amos	202.9	179.1	13.3	194.7	175.7	10.8
Assorted Energy	651.7	600.9	8.4	606.4	618.0	-1.9
Grandmas Choc Chip	81.0	76.7	5.5	97.1	89.5	8.5
Salted Peanuts	206.0	195.3	5.5	200.8	190.4	5.5
Assorted Chocolate	358.2	341.3	4.9	365.0	345.9	5.5
Raisinets	148.6	142.2	4.5	138.5	137.1	1.0
Assorted Cookie	141.3	136.9	3.2	119.1	129.3	-7.9
Farleys Mixed Fruit	84.4	82.3	2.6	85.8	84.0	2.2
Assorted Pretzels	574.3	561.4	2.3	549.8	524.7	4.8
Assorted Potato Chips	308.7	304.9	1.3	367.5	326.5	12.5
Assorted Salty Snack	1392.5	1450.2	-4.0	1412.2	1454.8	-2.9
Doritos	223.7	233.2	-4.1	237.8	236.4	0.6
Cheetos	264.2	280.0	-5.6	281.8	282.8	-0.4
Assorted Candy	123.5	146.9	-15.9	149.5	144.3	3.6
Skittles	79.7	106.0	-24.9	96.9	98.1	-1.3
Zoo Animal Cracker	3.1	213.6	-98.6	6.7	214.8	-96.9
Total	6107.3	6135.9	-0.5	6028.9	6154.3	-2.0

Table 1: Predicted Results of Removing 2 at Site 1, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Ruger Vanilla Wafer	.05	29.9	15.4	93.8	22.1	17.9	23.5
Raspberry Knotts	.13	10.3	5.6	83.9	8.4	5.9	40.7
Raisinets	-.01	25.8	15.6	65.0	18.9	19.0	-0.6
Farleys Mixed Fruit	.01	21.6	16.1	34.5	18.4	18.7	-1.6
Twix Caramel	.01	31.6	24.8	27.7	25.5	25.0	1.9
Assorted Cookie(-.16)	.01	52.5	41.3	27.2	43.1	39.6	9.0
Assorted Chocolate(.1)	-.02	99.9	89.0	12.3	81.7	83.9	-2.6
Snickers		104.9	94.0	11.6	88.3	89.0	-0.8
Salted Peanuts		45.9	42.0	9.1	44.1	41.6	5.8
Peanut M&Ms		101.2	92.9	8.9	88.4	89.1	-0.8
Assorted Potato Chips(.14)	-.02	59.2	54.8	7.9	71.1	61.0	16.5
Grandmas Choc Chip	-.02	13.7	12.9	6.0	16.6	14.2	17.1
Assorted Pretzels(-.01)		183.6	179.3	2.4	166.6	166.1	0.3
Assorted Salty Snack(-.06)		355.5	351.6	1.1	341.9	356.9	-4.2
Cheetos		74.8	76.2	-1.8	78.7	77.1	2.0
Choc Chip Famous Amos	.01	40.6	43.4	-6.3	48.2	42.5	13.4
Assorted Energy(.05)		104.8	112.7	-7.0	107.0	103.3	3.6
Assorted Candy(.14)	-.02	46.0	50.5	-9.0	68.3	48.2	41.8
Doritos		57.4	64.6	-11.1	66.0	64.7	2.0
Skittles	-.02	3.1	11.7	-73.8	12.0	13.0	-8.2
Zoo Animal Cracker		0.0	58.2	-100.0	0.0	59.7	-100.0
Total		1462.2	1452.6	0.7	1415.2	1436.6	-1.5

Table 2: Predicted Results of Removing 2 at Site 93, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Salted Peanuts(.18)	.01	51.7	29.2	76.7	41.6	30.9	34.3
Ruger Vanilla Wafer		43.1	35.7	20.8	39.6	38.1	3.8
Peanut M&Ms		111.1	92.3	20.3	88.8	91.2	-2.6
Grandmas Choc Chip		29.9	25.0	19.7	30.3	29.1	4.0
Twix Caramel		61.5	51.8	18.9	55.1	56.6	-2.6
Assorted Chocolate(-.1)	.11	77.1	68.8	12.0	74.0	70.3	5.3
Snickers	-.02	85.7	79.7	7.5	75.7	79.4	-4.7
Choc Chip Famous Amos	.03	43.3	42.6	1.8	47.4	44.1	7.4
Assorted Pretzels(.34)		97.8	97.2	0.7	102.0	91.6	11.4
Assorted Potato Chips(.1)		78.0	78.2	-0.3	98.7	73.3	34.6
Cheetos		68.3	69.2	-1.3	66.6	69.6	-4.3
Doritos		60.5	61.9	-2.1	54.4	56.8	-4.3
Assorted Energy(.03)		132.6	138.5	-4.3	132.8	146.8	-9.5
Raspberry Knotts	.03	13.5	14.6	-7.4	16.9	15.8	6.6
Raisinets		35.2	40.0	-12.0	37.3	38.2	-2.3
Skittles	.02	27.0	31.5	-14.4	30.6	31.0	-1.3
Assorted Salty Snack(.07)		284.0	337.2	-15.8	298.5	326.4	-8.5
Farleys Mixed Fruit	.1	11.0	14.9	-26.3	16.0	14.1	13.0
Assorted Candy(-.23)		14.9	25.3	-41.3	15.0	24.6	-39.0
Zoo Animal Cracker	-.96	1.3	33.0	-96.1	1.8	34.0	-94.7
Assorted Cookie		0.0	29.4	-100.0	0.0	18.9	-100.0
Total		1327.4	1395.9	-4.9	1323.1	1380.8	-4.2

Table 3: Predicted Results of Removing 2 at Site 5055, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Ruger Vanilla Wafer	.16	5.7	2.0	187.9	3.8	2.4	58.0
Grandmas Choc Chip	.25	5.0	2.1	142.9	5.5	3.2	69.9
Choc Chip Famous Amos		18.2	10.3	77.5	13.2	11.5	14.5
Assorted Energy(-.15)	-.09	71.5	52.4	36.5	47.0	49.5	-5.0
Assorted Chocolate(-.05)	-.08	23.9	18.5	29.6	22.3	24.3	-8.4
Assorted Cookie(-.13)		26.8	20.8	28.7	22.4	21.3	4.9
Twix Caramel	-.02	17.5	14.0	24.9	15.2	14.1	8.1
Raspberry Knotts	.06	5.2	4.4	16.9	4.9	3.9	26.1
Raisinets	.12	12.9	11.1	16.0	11.8	9.9	19.1
Assorted Candy(-.05)	-.02	26.9	23.6	14.0	26.5	28.4	-6.6
Peanut M&Ms		24.0	21.7	10.3	24.0	22.5	6.5
Salted Peanuts	-.01	7.2	6.9	4.8	8.1	8.1	0.6
Snickers		18.5	17.8	4.1	21.8	20.4	6.5
Assorted Potato Chips(.06)	.04	27.1	27.1	0.0	28.5	25.7	10.9
Doritos		14.8	14.9	-0.4	17.1	16.2	5.3
Assorted Pretzels(-.02)	.07	59.1	59.6	-0.8	66.0	59.9	10.1
Skittles	-.02	5.2	6.0	-12.3	7.5	6.5	14.5
Assorted Salty Snack(-.06)	-.05	73.2	87.6	-16.5	83.9	84.8	-1.0
Cheetos	-.1	11.3	16.1	-29.6	13.9	15.3	-9.6
Zoo Animal Cracker		0.0	22.2	-100.0	0.0	18.1	-100.0
Total		454.0	438.9	3.5	443.2	446.1	-0.6

Table 4: Predicted Results of Removing 2 at Site 5655, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Twix Caramel		23.4	15.1	54.5	14.7	14.7	-0.0
Choc Chip Famous Amos		10.5	7.6	38.1	11.3	10.2	11.0
Doritos		16.4	13.0	25.6	15.4	15.4	-0.1
Assorted Cookie(-.26)		11.0	9.4	16.6	9.8	10.1	-3.1
Farleys Mixed Fruit		12.0	10.3	16.2	11.0	11.0	-0.0
Raspberry Knots		6.9	6.2	11.2	6.0	5.4	11.0
Assorted Salty Snack(-.06)		109.6	102.3	7.2	93.6	95.6	-2.1
Assorted Energy(-.04)		60.1	56.4	6.7	59.6	59.0	1.0
Assorted Potato Chips	-0.1	10.6	11.3	-6.1	11.4	11.2	1.7
Assorted Pretzels		16.1	17.2	-6.5	16.0	16.1	-0.5
Snickers		14.3	15.5	-7.8	17.3	17.3	-0.0
Peanut M&Ms		20.0	22.1	-9.3	18.9	19.0	-0.0
Salted Peanuts		7.8	8.6	-10.3	11.4	11.5	-0.7
Ruger Vanilla Wafer		5.6	6.6	-14.6	9.2	8.3	11.0
Assorted Candy(.01)		16.8	20.3	-17.4	19.3	19.4	-0.4
Skittles		8.0	9.7	-17.9	8.0	8.0	-0.0
Cheetos		9.9	12.3	-20.0	13.0	13.0	-0.1
Assorted Chocolate(-.09)		14.3	18.8	-24.2	19.3	20.6	-6.3
Raisinets	-0.1	3.5	4.9	-28.2	5.6	5.6	-1.4
Zoo Animal Cracker	-0.69	1.8	14.5	-87.9	3.5	16.7	-79.0
Total		378.4	382.2	-1.0	374.3	388.0	-3.5

Table 5: Predicted Results of Removing 2 at Site 6056, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Farleys Mixed Fruit	.01	13.3	8.1	64.0	9.9	9.5	4.0
Assorted Cookie	-.01	48.5	31.4	54.4	37.1	33.9	9.5
Raisinets	.01	25.0	17.0	46.9	18.4	17.7	4.0
Peanut M&Ms		33.0	24.6	34.1	29.1	28.7	1.5
Raspberry Knott's	.13	9.8	7.7	28.0	8.9	6.7	32.6
Assorted Chocolate(.08)	.15	42.5	37.9	12.1	41.4	36.9	12.2
Assorted Pretzels(-.2)		72.5	67.0	8.2	64.9	63.3	2.5
Assorted Energy(.04)	-.14	49.0	46.3	5.8	43.6	44.7	-2.6
Assorted Salty Snack(.01)		169.0	165.6	2.0	164.9	165.2	-0.2
Twix Caramel	.01	12.2	12.1	0.9	14.2	13.7	4.0
Snickers		29.0	28.8	0.6	31.0	30.5	1.5
Assorted Potato Chips	.01	19.8	20.8	-4.6	24.7	23.9	3.0
Cheetos	.03	20.5	23.5	-12.8	25.0	23.7	5.6
Doritos	.03	17.7	22.7	-22.1	22.2	21.0	5.6
Assorted Candy(-.57)	-.16	4.3	5.8	-24.7	2.9	6.3	-53.1
Choc Chip Famous Amos		8.7	11.6	-25.2	13.4	11.7	14.2
Ruger Vanilla Wafer	-.06	6.0	8.5	-29.6	10.3	10.2	0.2
Salted Peanuts	-.01	5.7	10.6	-46.5	9.2	8.8	4.2
Skittles	-.05	2.0	4.6	-56.1	4.5	5.1	-12.3
Zoo Animal Cracker		0.0	25.0	-100.0	0.0	25.0	-100.0
Grandmas Choc Chip		0.0	1.9	-100.0	0.0	2.3	-100.0
Total		588.5	581.3	1.2	575.6	588.9	-2.3

Table 6: Predicted Results of Removing 2 at Site 6263, Nested Logit Model



	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Snickers		139.0	107.4	29.5	117.0	117.3	-0.3
Choc Chip Famous Amos		81.6	63.7	28.1	61.2	55.7	10.0
Raspberry Knottts		29.7	24.3	22.3	27.8	25.3	10.0
Ruger Vanilla Wafer		41.5	34.5	20.2	44.2	40.7	8.5
Assorted Energy		233.7	194.6	20.0	216.3	214.7	0.7
Peanut M&Ms		136.2	119.0	14.5	116.0	116.3	-0.3
Twix Caramel		93.8	86.1	8.9	76.1	76.3	-0.3
Assorted Pretzels(.05)		145.2	141.2	2.9	134.3	127.7	5.2
Doritos		56.9	56.2	1.3	62.8	62.3	0.7
Assorted Potato Chips	.01	114.0	112.6	1.2	133.3	131.4	1.4
Assorted Salty Snack(.03)		401.2	405.9	-1.2	429.4	425.9	0.8
Cheetos		79.4	82.5	-3.9	84.7	84.1	0.7
Assorted Chocolate(.33)		100.5	108.4	-7.3	126.4	110.0	15.0
Grandmas Choc Chip		32.4	34.9	-7.4	44.7	40.6	10.0
Salted Peanuts	-.03	87.8	98.0	-10.4	86.5	89.4	-3.3
Raisinets		46.3	53.7	-13.7	46.6	46.7	-0.3
Skittles		34.4	42.5	-19.2	34.3	34.4	-0.3
Farleys Mixed Fruit		26.5	32.8	-19.5	30.5	30.6	-0.3
Assorted Candy		14.7	21.4	-31.4	17.4	17.5	-0.3
Assorted Cookie		2.5	4.6	-45.9	6.7	5.4	22.3
Zoo Animal Cracker	-.97	0.0	60.9	-100.0	1.4	61.5	-97.7
Total		1896.7	1885.0	0.6	1897.5	1913.8	-0.9

Table 7: Predicted Results of Removing 2 at Site 7277, Nested Logit Model

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Salted Peanuts	216.3	177.6	21.8	195.8	184.0	6.4
Assorted Potato Chips	334.5	285.6	17.1	363.1	291.4	24.6
Sun Chips	198.3	170.9	16.0	182.1	176.1	3.4
Peanut M&Ms	396.9	350.3	13.3	354.7	356.2	-0.4
Choc Chip Famous Amos	192.1	177.6	8.1	173.2	171.9	0.8
Raisinets	148.9	139.0	7.2	133.4	135.2	-1.3
Frito	179.9	168.3	6.9	193.4	164.4	17.6
Hot Stuff Jays	94.2	88.4	6.6	97.2	107.7	-9.7
Snickers	350.2	329.8	6.2	341.6	342.7	-0.3
Assorted Energy	599.9	577.9	3.8	581.8	594.2	-2.1
Cheez-It Original	174.7	168.3	3.8	167.9	168.9	-0.6
Assorted Chocolate	345.3	335.4	2.9	352.3	348.5	1.1
Cheetos	275.9	268.5	2.7	282.9	272.4	3.9
Twix Caramel	213.2	210.5	1.3	198.0	198.3	-0.2
Farleys Mixed Fruit	82.8	82.3	0.6	85.0	83.4	1.9
Assorted Cookie	379.9	379.0	0.2	371.9	384.3	-3.2
Zoo Animal Cracker	204.2	205.4	-0.6	207.9	211.1	-1.5
Assorted Candy	146.3	151.8	-3.6	145.9	140.0	4.2
Assorted Salty Snack	818.6	872.1	-6.1	779.3	855.9	-9.0
Assorted Pretzels	500.0	545.8	-8.4	539.0	532.6	1.2
Skittles	73.2	101.0	-27.6	94.5	95.7	-1.2
Doritos	6.7	221.5	-97.0	47.6	231.6	-79.4
Total	5931.9	6007.0	-1.2	5888.6	6046.4	-2.6

Table 1: Predicted Results of Removing 3 at Site 1, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Assorted Potato Chips(.19)	.05	78.1	60.8	28.5	71.6	55.8	28.3
Salted Peanuts	-.06	57.3	45.3	26.3	43.0	45.6	-5.8
Cheetos	.09	80.3	64.6	24.2	81.3	70.7	15.1
Sun Chips	.04	59.3	49.1	20.7	53.4	47.6	12.3
Peanut M&Ms		101.3	86.7	16.8	88.6	89.2	-0.7
Snickers	.01	103.2	88.3	16.8	87.9	87.6	0.4
Twix Caramel	-.01	34.8	31.4	10.9	27.9	27.2	2.7
Cheez-It Original	-.05	45.5	41.4	9.9	40.0	42.8	-6.5
Assorted Energy(-.04)		101.6	96.2	5.6	109.5	106.8	2.5
Choc Chip Famous Amos	.03	46.5	44.2	5.3	43.1	41.9	2.8
Assorted Chocolate(-.01)	-.02	91.5	87.8	4.2	80.2	89.1	-10.0
Zoo Animal Cracker		56.0	53.8	4.2	60.1	60.4	-0.5
Assorted Cookie(-.08)	-.01	88.9	85.9	3.5	79.6	83.7	-4.9
Assorted Candy(.14)	-.03	67.8	65.8	3.1	67.9	56.7	19.7
Frito	.02	50.2	49.3	1.8	51.2	48.4	5.9
Farleys Mixed Fruit	.01	19.8	20.0	-0.9	18.9	19.7	-4.1
Raisinets		18.7	20.6	-9.0	18.7	19.1	-1.9
Assorted Pretzels(-.04)		155.0	172.5	-10.1	172.9	171.3	0.9
Assorted Salty Snack(-.09)	.01	181.2	226.4	-20.0	181.6	224.9	-19.2
Hot Stuff Jays	.03	17.8	24.6	-28.0	24.3	23.4	3.8
Skittles	-.06	5.3	10.0	-47.2	11.9	13.6	-12.1
Doritos	-.73	2.5	59.5	-95.8	14.3	64.1	-77.6
Total		1462.4	1484.2	-1.5	1428.1	1489.5	-4.1

Table 2: Predicted Results of Removing 3 at Site 93, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Hot Stuff Jays		31.3	20.0	56.2	25.4	24.6	3.5
Peanut M&Ms	.04	107.6	82.5	30.4	88.3	85.8	3.0
Assorted Potato Chips(.36)		95.0	73.2	29.8	101.4	70.4	44.1
Choc Chip Famous Amos	.01	53.0	41.5	27.5	44.4	43.2	2.8
Frito	.06	34.2	26.8	27.4	34.1	28.1	21.3
Farleys Mixed Fruit	.12	16.3	13.5	20.3	16.0	13.7	17.0
Salted Peanuts(-.11)	.02	42.2	35.7	18.1	41.5	39.2	5.8
Assorted Chocolate(-.04)	.06	82.6	71.5	15.4	73.3	69.3	5.8
Snickers	.04	78.4	70.0	12.0	77.0	74.8	3.0
Sun Chips		44.3	41.8	6.1	43.2	41.7	3.5
Cheetos		70.7	68.3	3.5	68.4	66.1	3.5
Raisinets		37.5	37.2	0.9	37.1	37.6	-1.2
Assorted Pretzels(-.02)		107.4	107.2	0.2	103.7	106.7	-2.8
Twix Caramel		56.2	56.5	-0.5	54.8	55.5	-1.2
Assorted Salty Snack(-.07)	-0.02	173.0	181.7	-4.8	166.6	189.1	-11.9
Assorted Cookie(-.19)		81.0	87.5	-7.5	81.3	90.1	-9.8
Assorted Energy(.12)		119.0	129.6	-8.2	132.9	127.0	4.6
Cheez-It Original		32.6	36.0	-9.5	38.8	37.1	4.6
Zoo Animal Cracker	-0.02	26.2	33.4	-21.8	32.5	32.4	0.3
Skittles	.03	21.5	31.0	-30.8	30.5	29.9	2.1
Assorted Candy(-.29)	.1	11.2	20.0	-44.0	14.8	17.4	-15.4
Doritos	-0.75	1.1	57.3	-98.1	10.8	53.9	-79.9
Total		1322.0	1322.4	-0.0	1316.9	1333.7	-1.3

Table 3: Predicted Results of Removing 3 at Site 5055, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Raisinets	.03	15.2	9.0	70.1	10.3	10.3	-0.3
Zoo Animal Cracker		26.4	19.2	37.8	16.5	17.4	-5.0
Cheez-It Original	-.04	11.8	10.1	17.3	11.3	10.6	6.8
Assorted Cookie(.03)	-.21	37.1	32.6	14.0	29.3	29.5	-0.8
Assorted Energy(-.15)	.02	50.7	46.4	9.3	39.9	49.0	-18.6
Assorted Candy	-.02	22.9	21.6	6.2	23.2	25.3	-8.6
Sun Chips	-.02	8.7	8.3	5.8	8.3	9.6	-13.8
Twix Caramel	-.02	10.8	10.2	5.8	14.1	13.6	3.3
Assorted Chocolate(-.12)	-.08	22.0	21.6	1.8	20.8	25.2	-17.4
Assorted Salty Snack(.01)	.11	57.4	61.6	-6.8	47.9	53.3	-10.2
Assorted Potato Chips(.19)	.12	18.8	21.0	-10.5	25.6	20.0	27.9
Assorted Pretzels(-.1)	.11	50.3	56.9	-11.7	53.8	55.9	-3.7
Snickers		15.3	17.7	-13.3	18.9	19.6	-3.3
Choc Chip Famous Amos		8.8	10.5	-16.2	10.6	11.1	-5.0
Frito	-.02	8.8	11.2	-22.1	12.1	11.6	4.5
Peanut M&Ms		15.2	20.6	-26.5	20.9	21.6	-3.3
Salted Peanuts	-.03	6.1	8.3	-26.5	7.3	7.6	-4.4
Cheetos	-.18	10.8	14.9	-27.5	12.8	16.0	-20.1
Skittles	.01	3.3	4.8	-32.0	6.9	6.5	6.6
Hot Stuff Jays	.01	0.8	1.3	-40.6	1.8	2.0	-5.3
Doritos	-.35	0.0	15.1	-100.0	8.3	15.6	-46.9
Total		401.1	422.7	-5.1	400.5	431.3	-7.1

Table 4: Predicted Results of Removing 3 at Site 5655, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Skittles		13.3	9.4	40.7	8.7	8.0	8.8
Assorted Candy(-.01)		31.5	23.8	32.3	21.0	19.3	8.8
Assorted Energy(-.1)		70.0	55.4	26.4	60.5	58.2	4.0
Assorted Salty Snack(-.02)		94.1	75.9	24.1	85.4	75.6	13.0
Twix Caramel		22.9	18.6	22.9	15.9	14.7	8.8
Salted Peanuts		10.6	9.0	18.0	12.6	11.5	9.3
Peanut M&Ms		23.1	19.8	17.1	20.5	18.9	8.8
Cheetos		12.8	11.3	13.1	14.6	13.0	12.1
Farleys Mixed Fruit		9.8	8.6	12.8	11.9	11.0	8.8
Choc Chip Famous Amos		10.4	9.4	10.1	11.0	10.2	7.4
Assorted Chocolate(-.11)		19.6	18.4	6.5	22.3	20.7	7.8
Zoo Animal Cracker		16.8	16.8	-0.3	18.0	16.7	7.4
Frito	.05	10.9	11.8	-7.7	14.5	12.3	18.3
Assorted Potato Chips	.05	9.9	11.2	-11.8	12.5	10.8	15.7
Assorted Cookie(.21)		18.8	21.3	-12.1	26.7	22.8	17.3
Raisinets		5.2	6.1	-13.4	6.0	5.6	7.0
Snickers		13.9	16.5	-16.1	18.8	17.3	8.8
Assorted Pretzels(-.04)		14.1	18.0	-21.5	18.2	16.4	11.1
Sun Chips		3.4	4.4	-23.0	5.5	4.8	14.9
Doritos	-.69	0.6	14.6	-95.7	3.5	15.4	-77.4
Hot Stuff Jays		0.0	8.0	-100.0	0.0	11.7	-100.0
Total		411.5	388.3	6.0	408.2	394.7	3.4

Table 5: Predicted Results of Removing 3 at Site 6056, Nested Logit Model

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Hot Stuff Jays	22.7	12.7	79.0	14.7	14.9	-1.4
Raisinets .01	23.3	13.7	70.8	17.4	17.4	-0.4
Cheez-It Original	34.5	28.1	22.7	26.8	27.2	-1.4
Cheetos	29.2	24.2	20.7	23.8	24.1	-1.4
Farleys Mixed Fruit .01	12.8	11.1	15.8	9.4	9.4	-0.4
Assorted Potato Chips .02	24.0	21.7	10.8	23.0	23.7	-2.9
Assorted Chocolate(.08) .06	40.0	37.7	6.1	38.3	39.0	-1.9
Assorted Cookie(-.02)	54.0	50.9	6.0	48.4	50.1	-3.3
Zoo Animal Cracker -.1	23.5	22.3	5.2	22.4	24.7	-9.3
Skittles -.02	3.2	3.2	0.3	4.2	4.5	-8.0
Twix Caramel .01	14.7	14.8	-0.7	13.4	13.5	-0.4
Snickers	26.0	28.5	-8.7	28.6	29.9	-4.3
Frito	14.8	16.6	-10.5	19.1	19.4	-1.4
Sun Chips	15.0	16.9	-11.2	14.8	15.1	-2.2
Assorted Energy(-.29) -.07	39.5	45.8	-13.7	34.7	42.7	-18.7
Salted Peanuts -.01	6.0	7.1	-15.0	8.5	8.9	-4.6
Peanut M&Ms	23.7	28.2	-16.2	26.9	28.2	-4.3
Assorted Salty Snack(.05)	74.8	90.1	-16.9	81.2	83.6	-2.9
Assorted Pretzels(-.07)	52.3	63.4	-17.5	61.7	62.8	-1.8
Choc Chip Famous Amos	8.8	12.6	-30.1	11.3	11.6	-3.1
Assorted Candy(-.25) -.06	2.5	3.8	-33.5	2.6	4.2	-37.9
Doritos -.67	0.5	19.5	-97.4	5.3	21.4	-75.2
Total	545.8	572.7	-4.7	536.5	576.5	-6.9

Table 6: Predicted Results of Removing 3 at Site 6263, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Sun Chips		67.6	50.5	33.9	56.9	57.2	-0.5
Salted Peanuts(.21)	-.04	94.1	72.1	30.5	82.9	71.1	16.6
Frito	.2	61.2	52.6	16.3	62.4	44.8	39.3
Peanut M&Ms		126.1	112.6	12.0	109.4	112.6	-2.8
Assorted Potato Chips(.13)	.02	108.8	97.8	11.2	129.1	110.7	16.5
Choc Chip Famous Amos		64.6	59.4	8.8	52.9	53.8	-1.7
Assorted Energy(-.01)		219.1	204.5	7.2	204.2	210.5	-3.0
Snickers		113.4	108.8	4.3	110.3	113.5	-2.8
Assorted Salty Snack(.04)		238.1	236.5	0.7	216.5	229.4	-5.6
Hot Stuff Jays		21.8	21.8	-0.1	31.0	31.1	-0.5
Assorted Cookie(.13)		100.2	100.8	-0.6	106.6	108.1	-1.4
Cheez-It Original		50.2	52.6	-4.6	51.0	51.2	-0.5
Assorted Pretzels(.1)		120.8	127.8	-5.5	128.7	119.6	7.6
Twix Caramel		73.9	79.1	-6.6	71.8	73.9	-2.8
Raisinets		48.9	52.6	-7.0	43.9	45.2	-2.8
Zoo Animal Cracker		55.4	59.9	-7.6	58.5	59.5	-1.7
Assorted Chocolate(.37)		89.6	98.4	-8.9	117.4	105.1	11.6
Cheetos		72.1	85.2	-15.3	82.0	82.4	-0.5
Farleys Mixed Fruit		24.1	29.1	-17.0	28.8	29.6	-2.8
Skittles		26.7	42.6	-37.3	32.3	33.3	-2.8
Assorted Candy		10.4	16.9	-38.3	16.4	16.9	-2.8
Doritos	-.88	2.0	55.5	-96.4	5.3	61.1	-91.2
Total		1789.1	1816.8	-1.5	1798.5	1820.8	-1.2

Table 7: Predicted Results of Removing 3 at Site 7277, Nested Logit Model



$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Plain M&Ms	128.7	89.1	44.5	101.4	81.1	25.1
Snickers	429.9	306.5	40.3	351.4	310.1	13.3
Raisinets	150.8	117.5	28.3	128.1	115.6	10.8
Farleys Mixed Fruit	95.3	74.7	27.5	84.0	70.3	19.5
Salted Peanuts	208.3	174.8	19.1	188.1	176.5	6.6
Twix Caramel	225.0	189.5	18.7	202.0	177.8	13.7
Assorted Potato Chips	302.3	273.1	10.7	335.6	288.2	16.5
Choc Chip Famous Amos	178.4	161.8	10.3	163.5	158.6	3.1
Assorted Candy	154.8	141.6	9.3	161.0	128.8	24.9
Ruger Vanilla Wafer	109.1	100.2	8.9	107.5	101.8	5.7
Assorted Cookie	144.9	134.5	7.7	132.5	137.9	-3.9
Assorted Pretzels	482.5	463.4	4.1	473.6	454.7	4.2
Cheetos	265.7	255.9	3.8	254.2	251.3	1.2
Zoo Animal Cracker	187.9	181.9	3.3	187.7	183.9	2.0
Doritos	185.1	181.1	2.2	212.3	207.8	2.2
Assorted Energy	556.3	552.1	0.8	557.3	560.2	-0.5
Grandmas Choc Chip	77.5	77.4	0.1	85.6	80.9	5.8
Assorted Salty Snack	1241.9	1245.8	-0.3	1238.9	1263.6	-2.0
Assorted Chocolate	223.2	235.4	-5.2	249.1	224.7	10.8
Skittles	73.5	92.6	-20.7	98.8	90.4	9.3
Peanut M&Ms	0.0	317.7	-100.0	6.8	328.6	-97.9
Total	5420.8	5366.7	1.0	5319.2	5392.5	-1.4

Table 1: Predicted Results of Removing 4 at Site 1, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Ruger Vanilla Wafer	.07	31.5	16.5	91.2	21.2	17.2	23.2
Assorted Candy(.23)	-.03	88.9	48.2	84.6	80.1	46.4	72.6
Snickers	.03	130.0	81.1	60.3	102.1	86.7	17.8
Plain M&Ms	-.02	80.4	60.6	32.6	57.8	54.7	5.7
Twix Caramel	.02	34.1	27.0	26.4	30.3	23.5	29.2
Raisinets	-.02	21.2	16.8	26.0	20.0	19.4	3.4
Farleys Mixed Fruit		24.3	19.7	23.8	22.8	20.1	13.2
Salted Peanuts		49.9	41.8	19.5	44.0	42.9	2.6
Cheetos		95.1	82.9	14.7	81.3	77.6	4.8
Assorted Potato Chips(.25)		61.6	54.5	13.1	73.0	54.8	33.2
Choc Chip Famous Amos	.01	44.0	40.2	9.6	44.6	42.8	4.3
Assorted Pretzels(.04)	-.01	169.3	158.5	6.8	172.2	166.0	3.7
Assorted Cookie(-.19)		50.4	47.4	6.3	47.1	48.5	-2.9
Doritos	.01	68.7	64.8	5.9	68.2	64.5	5.7
Zoo Animal Cracker		57.9	56.0	3.3	62.3	60.2	3.5
Assorted Energy(.2)		116.4	118.3	-1.6	115.9	115.8	0.1
Assorted Salty Snack(-.06)		352.7	384.6	-8.3	357.3	371.3	-3.8
Assorted Chocolate(.27)	-.07	25.3	31.2	-19.0	35.0	28.7	21.9
Grandmas Choc Chip	.06	8.3	13.1	-36.3	15.1	12.3	22.5
Skittles	-.05	3.7	15.0	-75.1	13.3	14.7	-9.3
Peanut M&Ms		0.0	96.9	-100.0	0.0	91.4	-100.0
Total		1513.9	1475.0	2.6	1463.5	1459.4	0.3

Table 2: Predicted Results of Removing 4 at Site 93, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Plain M&Ms		3.5	2.1	69.4	4.4	2.8	60.2
Snickers		112.0	78.6	42.5	84.1	75.8	11.0
Salted Peanuts(.1)	.02	44.0	31.2	40.8	40.6	31.6	28.6
Assorted Potato Chips(.13)		93.7	71.5	31.0	96.4	71.6	34.7
Raisinets		48.1	37.6	27.9	40.6	36.6	11.0
Twix Caramel		65.7	51.8	26.9	59.9	54.0	11.0
Farleys Mixed Fruit	.24	15.5	12.5	23.7	17.6	10.9	61.3
Choc Chip Famous Amos	.03	49.8	40.3	23.5	43.5	41.8	4.3
Ruger Vanilla Wafer		42.0	35.7	17.5	36.4	35.9	1.3
Grandmas Choc Chip		26.7	25.0	6.6	27.8	27.3	2.0
Assorted Pretzels(.18)		107.4	101.8	5.5	101.2	95.2	6.3
Doritos		52.5	52.3	0.4	53.1	53.6	-1.0
Cheetos		61.3	61.2	0.2	65.1	65.8	-1.0
Assorted Salty Snack		296.3	298.6	-0.8	291.0	310.6	-6.3
Assorted Chocolate(-.53)	.11	68.2	68.9	-1.0	75.6	65.1	16.1
Zoo Animal Cracker		31.3	32.5	-3.6	32.4	32.0	1.3
Assorted Energy(.07)		124.1	132.1	-6.1	130.3	131.3	-0.8
Skittles	.03	25.0	30.9	-19.2	33.3	29.2	14.3
Assorted Cookie(-.79)	.03	14.8	26.8	-44.7	15.5	25.0	-37.9
Assorted Candy(-.45)	.08	10.0	27.6	-63.8	16.0	23.9	-33.1
Peanut M&Ms	-.98	0.0	85.4	-100.0	1.4	87.0	-98.4
Total		1291.9	1304.7	-1.0	1266.4	1306.7	-3.1

Table 3: Predicted Results of Removing 4 at Site 5055, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Plain M&Ms	-.04	14.7	6.1	139.7	7.9	7.4	6.7
Raisinets	.08	18.4	9.0	105.1	11.8	10.1	16.8
Zoo Animal Cracker	.01	25.7	18.6	38.3	17.1	17.5	-2.0
Assorted Cookie(.05)	-.17	31.5	24.6	27.8	25.2	25.8	-2.6
Assorted Energy(.05)	-.01	57.9	48.2	20.1	44.5	50.2	-11.4
Assorted Pretzels(.01)	.08	60.5	59.9	1.1	53.7	56.3	-4.7
Grandmas Choc Chip	-.06	2.3	2.2	0.9	2.2	2.6	-14.6
Assorted Potato Chips(.2)	.07	22.5	22.3	0.9	25.4	21.5	18.0
Skittles		3.7	4.0	-6.5	7.3	6.5	12.8
Twix Caramel	-.04	13.6	14.8	-8.5	15.1	14.1	6.7
Assorted Salty Snack(-.01)	.1	82.3	92.0	-10.5	83.0	90.0	-7.9
Snickers	-.01	17.0	19.7	-13.7	21.7	20.1	7.7
Assorted Candy(.03)		22.8	26.7	-14.6	26.9	26.4	1.6
Cheetos	-.16	12.7	15.4	-17.7	12.8	15.8	-19.4
Doritos	-.01	6.2	8.1	-22.9	15.5	16.0	-3.1
Choc Chip Famous Amos	-.01	8.6	11.5	-25.1	10.9	11.4	-4.0
Salted Peanuts(.03)	-.03	5.6	9.1	-38.3	7.4	7.6	-3.5
Assorted Chocolate(-.11)	-.07	7.6	18.8	-59.8	14.0	18.0	-22.2
Ruger Vanilla Wafer	-.01	0.1	1.2	-91.6	2.0	2.2	-9.1
Peanut M&Ms		0.0	20.7	-100.0	0.0	22.2	-100.0
Total		413.7	433.0	-4.5	404.3	441.9	-8.5

Table 4: Predicted Results of Removing 4 at Site 5655, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Salted Peanuts(.04)	.2	12.5	5.2	138.9	10.1	7.9	28.7
Twix Caramel		18.9	11.8	60.1	14.0	13.5	3.4
Skittles		8.2	5.3	55.3	7.6	7.4	3.4
Assorted Cookie(.85)		16.3	10.7	52.6	14.2	9.1	56.5
Farleys Mixed Fruit		16.8	11.4	46.9	10.5	10.1	3.4
Choc Chip Famous Amos		11.6	10.6	9.5	8.9	9.6	-6.9
Assorted Chocolate(-.14)	.07	14.8	13.9	7.1	12.2	12.4	-1.7
Assorted Pretzels(-.16)		12.0	11.5	4.4	14.6	15.8	-7.2
Doritos		10.3	10.0	3.4	13.6	14.4	-5.2
Assorted Salty Snack(-.01)		77.3	75.6	2.2	83.2	83.6	-0.5
Snickers		17.7	17.4	1.5	16.5	16.0	3.4
Plain M&Ms		8.8	8.9	-1.2	7.1	6.9	3.4
Cheetos		12.2	12.7	-3.7	11.5	12.1	-5.2
Assorted Candy(.29)		19.8	20.9	-5.5	19.1	15.4	23.7
Raisinets	-.03	4.0	4.7	-15.3	5.1	5.1	0.1
Assorted Energy(-.16)		54.9	67.0	-18.0	53.0	58.4	-9.2
Assorted Potato Chips	-.21	7.4	11.6	-36.2	9.4	14.4	-34.7
Zoo Animal Cracker		9.6	17.3	-44.7	14.7	15.7	-6.9
Ruger Vanilla Wafer		2.0	13.1	-84.7	7.3	7.8	-6.9
Peanut M&Ms		0.0	13.3	-100.0	0.0	17.4	-100.0
Total		335.2	353.0	-5.0	332.7	353.0	-5.7

Table 5: Predicted Results of Removing 4 at Site 6056, Nested Logit Model

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$

Table 6: Predicted Results of Removing 4 at Site 6263, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Plain M&Ms	.12	21.2	11.3	88.1	24.1	9.3	158.9
Snickers		153.2	109.7	39.6	127.1	111.6	13.9
Assorted Cookie		31.9	25.0	27.5	30.4	29.4	3.4
Farleys Mixed Fruit		38.7	31.1	24.3	33.1	29.1	13.9
Raisinets		59.1	49.4	19.7	50.6	44.4	13.9
Twix Caramel		92.7	84.1	10.3	82.7	72.6	13.9
Zoo Animal Cracker		63.4	57.5	10.2	61.2	58.6	4.6
Salted Peanuts	-.04	96.3	87.5	10.0	85.9	86.4	-0.6
Assorted Salty Snack(.02)		433.3	394.9	9.7	424.4	408.1	4.0
Assorted Energy		203.0	186.5	8.8	213.5	204.4	4.5
Choc Chip Famous Amos		64.4	59.2	8.7	55.4	53.0	4.6
Grandmas Choc Chip		40.2	37.0	8.4	40.5	38.7	4.6
Assorted Chocolate(.11)	.01	107.4	102.6	4.7	112.4	100.6	11.7
Assorted Potato Chips		117.1	113.2	3.5	131.4	125.9	4.4
Doritos		47.4	45.9	3.2	61.9	59.3	4.4
Assorted Pretzels(.01)		133.2	131.8	1.1	132.0	121.4	8.7
Cheetos		84.4	83.7	0.8	83.5	80.0	4.4
Ruger Vanilla Wafer		33.5	33.7	-0.5	40.7	38.7	5.3
Skittles		32.9	37.5	-12.3	37.3	32.7	13.9
Assorted Candy		13.4	18.2	-26.7	18.9	16.6	13.9
Peanut M&Ms	-.94	0.0	101.4	-100.0	5.4	110.6	-95.1
Total		1866.3	1801.1	3.6	1852.3	1831.5	1.1

Table 7: Predicted Results of Removing 4 at Site 7277, Nested Logit Model

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Sun Chips	260.8	178.4	46.2	181.9	176.7	3.0
Frito	199.2	149.6	33.2	187.8	147.6	27.2
Salted Peanuts	210.0	171.7	22.3	191.5	180.7	6.0
Assorted Potato Chips	363.2	299.0	21.5	361.7	296.0	22.2
Doritos	258.4	231.8	11.4	236.6	231.3	2.3
Farleys Mixed Fruit	90.7	82.3	10.2	83.7	82.3	1.7
Assorted Energy	605.5	555.4	9.0	588.4	590.6	-0.4
Peanut M&Ms	383.9	353.2	8.7	346.5	357.1	-3.0
Assorted Chocolate	363.4	356.8	1.8	356.2	349.0	2.1
Zoo Animal Cracker	201.8	206.8	-2.4	207.8	209.1	-0.6
Snickers	364.9	374.8	-2.6	336.6	343.3	-2.0
Assorted Cookie	346.8	356.7	-2.8	367.0	373.2	-1.7
Assorted Pretzels	501.2	521.4	-3.9	554.2	512.6	8.1
Cheez-It Original	153.4	160.7	-4.5	169.8	170.4	-0.3
Raisinets	124.6	130.5	-4.6	131.0	133.0	-1.5
Twix Caramel	188.0	201.5	-6.7	189.6	198.2	-4.3
Assorted Salty Snack	775.5	836.5	-7.3	776.4	845.6	-8.2
Choc Chip Famous Amos	155.2	171.7	-9.6	169.2	171.3	-1.2
Assorted Candy	136.0	151.5	-10.2	145.5	141.6	2.7
Hot Stuff Jays	88.1	99.7	-11.6	98.0	108.2	-9.5
Skittles	72.7	102.6	-29.1	91.2	96.3	-5.3
Cheetos	3.9	277.1	-98.6	10.0	277.4	-96.4
Total	5847.2	5969.6	-2.1	5780.6	5991.6	-3.5

Table 1: Predicted Results of Removing 5 at Site 1, Nested Logit Model



	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Sun Chips	.06	81.8	46.0	77.9	54.1	44.6	21.3
Salted Peanuts	-.06	58.1	43.3	34.1	43.4	44.2	-1.8
Doritos	.01	72.4	54.8	32.0	69.3	62.2	11.4
Assorted Energy(.16)		111.8	87.8	27.4	113.1	96.6	17.1
Peanut M&Ms	-.01	102.9	85.5	20.3	89.1	87.0	2.4
Assorted Potato Chips(.09)	.01	77.7	68.1	14.1	74.2	60.0	23.7
Frito	.01	52.7	47.0	12.2	52.2	46.3	12.9
Assorted Candy(.12)	-.04	78.4	70.1	11.8	69.3	56.2	23.4
Cheez-It Original	-.07	44.1	39.8	10.8	43.0	42.5	1.0
Zoo Animal Cracker		62.0	56.7	9.3	61.0	58.7	3.9
Twix Caramel	-.02	31.6	29.2	8.4	26.0	27.3	-4.5
Farleys Mixed Fruit	.01	21.3	19.7	8.2	20.2	18.6	8.3
Assorted Chocolate(-.06)	-.02	85.6	80.0	6.9	84.1	86.8	-3.1
Snickers		96.3	90.7	6.1	89.2	85.7	4.1
Skittles	-.08	11.5	11.0	4.3	12.9	13.2	-1.6
Choc Chip Famous Amos	.03	43.9	42.5	3.2	43.7	40.8	7.2
Assorted Pretzels(-.08)		162.6	163.5	-0.6	189.5	162.9	16.3
Hot Stuff Jays	.04	20.8	22.1	-5.9	25.5	22.3	14.4
Assorted Cookie(-.02)	.02	73.3	80.3	-8.6	82.4	78.9	4.5
Assorted Salty Snack(-.14)	.01	184.4	213.2	-13.5	188.1	218.3	-13.8
Raisinets		14.1	16.6	-15.1	19.1	17.8	7.2
Cheetos		0.0	70.3	-100.0	0.0	74.8	-100.0
Total		1487.1	1438.2	3.4	1449.6	1445.6	0.3

Table 2: Predicted Results of Removing 5 at Site 93, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Salted Peanuts(-.06)	.13	44.2	28.7	54.0	38.6	33.1	16.6
Frito	.17	32.0	22.7	41.2	31.3	23.8	31.5
Sun Chips		55.9	44.3	26.1	41.1	43.5	-5.6
Assorted Potato Chips(.22)		93.6	76.8	21.9	96.5	75.6	27.6
Choc Chip Famous Amos	.03	48.5	40.4	20.0	41.7	44.5	-6.4
Hot Stuff Jays		26.6	23.1	15.3	24.2	25.7	-5.6
Peanut M&Ms		93.6	90.5	3.4	82.8	90.7	-8.7
Raisinets		40.3	39.1	3.0	34.8	38.1	-8.7
Cheez-It Original	.03	34.7	34.4	1.0	36.5	38.4	-4.8
Twix Caramel		54.6	54.5	0.2	51.4	56.3	-8.7
Assorted Chocolate(.37)	.05	75.5	78.7	-4.0	70.9	73.0	-2.9
Assorted Cookie(-.07)		76.6	80.0	-4.2	76.4	85.6	-10.8
Snickers		83.3	87.0	-4.2	72.2	79.0	-8.7
Doritos		62.1	65.9	-5.7	53.2	56.3	-5.6
Assorted Pretzels(.18)		83.7	96.7	-13.4	100.3	94.2	6.5
Assorted Salty Snack(.04)	-.02	168.1	196.4	-14.4	157.1	194.6	-19.2
Assorted Energy(.08)		100.4	126.0	-20.3	124.2	137.7	-9.8
Zoo Animal Cracker		26.3	33.1	-20.6	31.0	33.8	-8.4
Skittles	-.03	21.4	32.8	-34.8	27.9	31.0	-10.0
Farleys Mixed Fruit	.13	8.5	13.9	-38.7	15.0	14.5	3.2
Assorted Candy(-.17)	.01	8.8	22.2	-60.3	13.8	19.4	-29.1
Cheetos	-.98	0.0	71.2	-100.0	1.1	69.0	-98.4
Total		1238.7	1358.2	-8.8	1222.0	1357.9	-10.0

Table 3: Predicted Results of Removing 5 at Site 5055, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Cheez-It Original	.02	14.7	10.8	36.4	11.1	11.1	0.0
Zoo Animal Cracker	-.02	23.4	18.7	25.6	16.7	17.1	-2.4
Doritos	-.05	16.2	13.3	22.2	15.5	16.0	-3.2
Sun Chips	-.05	12.2	10.4	17.9	9.3	9.8	-5.4
Assorted Energy(.04)	.09	56.4	47.9	17.8	47.6	49.3	-3.5
Assorted Pretzels(.06)	-.07	58.3	54.0	8.0	53.8	54.6	-1.4
Twix Caramel	-.04	16.9	15.8	6.9	13.4	14.0	-4.1
Raisinets	.15	9.3	8.8	6.1	10.6	9.4	13.3
Assorted Chocolate(-.03)	-.1	24.7	23.6	4.6	22.0	23.5	-6.6
Frito	-.04	11.8	11.4	3.1	11.7	11.9	-2.3
Assorted Potato Chips(.24)		20.4	20.0	1.8	25.6	21.6	18.6
Choc Chip Famous Amos	-.05	11.0	11.5	-4.1	10.7	11.4	-6.2
Assorted Cookie(.07)	.02	27.1	30.7	-11.6	29.0	29.8	-2.9
Assorted Candy(-.07)	.06	18.7	21.3	-12.3	24.5	27.1	-9.6
Peanut M&Ms	-.12	18.6	22.0	-15.6	19.8	22.2	-10.9
Assorted Salty Snack(.05)	-.03	45.4	56.5	-19.5	49.6	52.2	-4.9
Snickers	-.05	13.2	20.5	-35.3	19.2	20.1	-4.5
Salted Peanuts	-.05	5.0	8.2	-38.5	7.2	7.8	-8.3
Skittles	-.08	4.1	7.2	-43.8	6.4	6.4	-0.4
Hot Stuff Jays	-.12	1.3	2.5	-46.3	1.8	2.9	-37.5
Cheetos	-.76	1.4	15.3	-90.9	2.1	15.2	-86.2
Total		410.3	430.3	-4.7	407.6	433.5	-6.0

Table 4: Predicted Results of Removing 5 at Site 5655, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Farleys Mixed Fruit		16.5	9.4	75.0	10.7	10.2	5.0
Peanut M&Ms		24.0	15.6	54.3	18.5	17.6	5.0
Assorted Salty Snack(.12)		79.5	51.6	53.9	79.5	57.8	37.5
Assorted Cookie(.49)		26.1	20.9	25.2	24.4	20.0	21.9
Assorted Energy(-.11)		60.0	55.3	8.5	58.8	56.5	4.1
Salted Peanuts(-.04)	.06	12.1	11.4	6.7	11.2	9.5	18.5
Skittles		8.3	7.9	4.3	7.8	7.4	5.0
Assorted Chocolate(.04)		21.5	21.1	2.1	21.4	20.5	4.8
Twix Caramel		11.6	11.4	1.5	14.3	13.6	5.0
Assorted Candy(.06)		17.5	17.7	-1.2	18.6	17.3	7.8
Snickers		15.5	16.2	-4.2	16.9	16.1	5.0
Assorted Pretzels(-.28)	.07	15.4	16.4	-6.1	16.3	15.7	3.9
Choc Chip Famous Amos	-.14	8.8	10.1	-13.4	9.1	9.6	-5.2
Zoo Animal Cracker		13.1	15.3	-14.2	16.3	15.7	3.7
Assorted Potato Chips	-.09	11.8	14.0	-16.1	11.5	12.0	-4.3
Doritos		12.5	15.9	-21.4	15.6	14.6	6.8
Sun Chips	-.12	5.1	6.7	-23.7	4.6	6.3	-26.8
Frito	-.09	9.0	11.9	-24.3	10.4	10.8	-4.3
Raisinets		4.2	6.3	-32.5	5.6	5.1	11.4
Cheetos	-.69	0.0	12.3	-100.0	2.1	12.4	-83.2
Hot Stuff Jays		0.0	13.1	-100.0	0.0	11.4	-100.0
Total		372.5	360.5	3.3	373.7	360.2	3.8

Table 5: Predicted Results of Removing 5 at Site 6056, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Salted Peanuts		13.7	8.1	69.1	9.3	8.5	10.1
Sun Chips	-.02	23.3	16.0	45.9	15.9	15.6	1.9
Doritos	.01	30.5	21.3	43.2	22.3	21.4	3.8
Farleys Mixed Fruit		11.8	10.0	18.0	9.4	9.6	-2.3
Assorted Chocolate(.07)	.07	43.8	37.3	17.5	40.5	39.2	3.3
Assorted Potato Chips	.01	26.8	23.4	14.7	24.9	23.6	5.2
Hot Stuff Jays		14.3	12.9	11.1	15.5	15.1	2.8
Skittles	-.09	4.2	3.9	5.6	4.3	5.4	-21.0
Peanut M&Ms		31.0	29.9	3.5	28.4	28.2	0.5
Snickers		32.2	31.3	2.8	30.2	30.0	0.5
Assorted Cookie(-.02)		52.7	51.6	2.0	49.5	51.5	-4.0
Zoo Animal Cracker		24.2	23.8	1.5	25.0	24.8	0.9
Twix Caramel		13.3	13.1	1.5	13.5	13.8	-2.3
Assorted Pretzels(-.11)		66.7	66.7	0.0	65.0	63.8	1.9
Assorted Salty Snack(.09)		82.2	84.1	-2.3	85.5	85.2	0.3
Raisinets		16.0	16.4	-2.5	17.5	17.9	-2.3
Assorted Energy(.06)	-.12	37.5	42.0	-10.6	42.9	42.5	0.8
Frito		17.0	19.4	-12.3	20.1	19.6	2.8
Choc Chip Famous Amos		9.5	12.8	-25.9	11.8	11.7	0.9
Cheez-It Original		19.8	27.7	-28.4	28.2	27.5	2.8
Assorted Candy(-.45)	-.08	1.3	4.3	-69.1	3.0	4.9	-38.4
Cheetos	-.74	2.5	23.8	-89.5	4.7	24.1	-80.5
Total		574.3	579.9	-1.0	567.2	584.0	-2.9

Table 6: Predicted Results of Removing 5 at Site 6263, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Frito	.33	76.7	37.2	106.0	62.1	35.1	76.6
Sun Chips		82.5	55.0	49.8	56.9	56.9	0.1
Assorted Potato Chips(.18)	.04	132.9	96.7	37.4	129.1	103.1	25.2
Assorted Energy(-.02)		239.4	196.5	21.8	201.8	207.9	-3.0
Farleys Mixed Fruit		32.6	29.3	11.2	28.4	29.3	-3.1
Salted Peanuts(.13)	-.05	76.9	72.1	6.7	81.7	77.6	5.3
Doritos		64.7	60.7	6.6	60.8	60.7	0.1
Peanut M&Ms		113.8	109.6	3.8	108.0	111.4	-3.1
Assorted Cookie(.08)		91.0	93.3	-2.5	105.4	107.3	-1.8
Assorted Chocolate(.37)		112.3	116.1	-3.3	117.3	106.1	10.6
Snickers		124.5	129.1	-3.6	108.9	112.4	-3.1
Hot Stuff Jays		25.1	26.1	-4.0	31.0	30.9	0.1
Raisinets		40.6	43.3	-6.3	43.4	44.7	-3.1
Assorted Pretzels(.04)	.03	114.6	124.2	-7.7	129.2	121.4	6.4
Assorted Salty Snack(.04)		215.9	234.8	-8.0	216.6	237.5	-8.8
Zoo Animal Cracker		52.8	59.2	-10.7	57.8	58.9	-2.0
Cheez-It Original		40.1	48.0	-16.5	51.0	50.9	0.1
Twix Caramel		59.9	77.4	-22.6	70.9	73.1	-3.1
Assorted Candy		11.3	15.9	-29.2	16.2	16.8	-3.1
Choc Chip Famous Amos		33.6	54.3	-38.2	52.3	53.4	-2.0
Skittles		23.4	39.7	-41.2	31.9	33.0	-3.1
Cheetos		0.0	84.1	-100.0	0.0	81.9	-100.0
Total		1764.2	1802.5	-2.1	1760.5	1810.4	-2.8

Table 7: Predicted Results of Removing 5 at Site 7277, Nested Logit Model

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Sun Chips	225.6	165.7	36.2	162.1	167.4	-3.1
Salted Peanuts	213.6	168.1	27.1	177.4	173.5	2.2
Raspberry Knotts	79.2	63.1	25.4	63.2	57.9	9.2
Grandmas Choc Chip	93.4	78.1	19.6	80.7	76.4	5.7
Assorted Potato Chips	330.2	311.2	6.1	325.4	299.2	8.8
Doritos	221.0	209.6	5.4	212.7	216.2	-1.6
Ruger Vanilla Wafer	105.8	104.3	1.4	111.4	105.7	5.4
Snickers	317.7	316.7	0.3	313.1	320.3	-2.3
Assorted Pretzels	500.7	500.0	0.1	493.1	491.9	0.3
Cheetos	248.0	248.6	-0.2	245.1	258.4	-5.1
Peanut M&Ms	315.9	326.5	-3.3	324.4	334.6	-3.1
Assorted Salty Snack	1049.9	1089.7	-3.7	1024.3	1090.8	-6.1
Assorted Energy	529.9	552.1	-4.0	550.5	559.8	-1.7
Hot Stuff Jays	96.7	100.9	-4.2	99.7	97.1	2.7
Zoo Animal Cracker	179.3	188.6	-4.9	207.9	198.1	4.9
Assorted Chocolate	309.5	327.7	-5.6	343.5	329.2	4.3
Farleys Mixed Fruit	78.8	84.2	-6.3	77.9	77.4	0.5
Twix Caramel	161.8	172.9	-6.4	175.4	181.5	-3.4
Raisinets	102.2	114.3	-10.6	122.1	124.1	-1.6
Assorted Candy	129.4	147.9	-12.5	133.4	142.9	-6.6
Skittles	75.6	87.3	-13.4	83.8	88.9	-5.6
Assorted Cookie	106.5	150.9	-29.4	110.6	138.3	-20.1
Choc Chip Famous Amos	7.0	148.6	-95.3	18.1	159.8	-88.7
Total	5477.5	5657.0	-3.2	5455.7	5689.3	-4.1

Table 1: Predicted Results of Removing 6 at Site 1, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Raspberry Knotts	.04	13.0	7.5	72.7	8.2	7.2	13.1
Grandmas Choc Chip	.07	17.5	11.4	53.5	14.3	12.3	16.1
Sun Chips		61.4	52.5	16.9	46.5	49.8	-6.7
Ruger Vanilla Wafer	.04	23.8	20.6	15.4	19.1	18.1	5.2
Assorted Candy(.19)	-.03	65.8	57.7	14.2	61.0	53.4	14.3
Salted Peanuts	-.04	48.5	43.2	12.2	38.2	45.2	-15.3
Hot Stuff Jays	.08	26.0	23.8	9.2	22.1	20.5	7.5
Doritos	.01	61.6	60.0	2.7	60.5	63.4	-4.7
Assorted Pretzels(.04)	-.01	167.5	164.3	1.9	159.1	164.9	-3.5
Snickers	.01	84.5	86.0	-1.7	80.7	86.6	-6.9
Cheetos		67.2	68.4	-1.8	72.1	77.0	-6.3
Assorted Cookie(-.08)	.02	39.5	40.2	-1.8	38.0	40.9	-7.0
Assorted Potato Chips(.05)	.03	66.3	67.5	-1.9	64.4	62.7	2.7
Assorted Energy(.12)		103.0	110.1	-6.5	102.9	110.5	-6.9
Farleys Mixed Fruit		19.5	22.4	-13.0	18.5	19.3	-4.0
Twix Caramel	-.01	24.0	28.0	-14.2	22.5	26.6	-15.4
Assorted Salty Snack(-.05)		250.1	292.3	-14.5	251.6	299.5	-16.0
Peanut M&Ms	-.01	76.6	92.9	-17.5	80.9	89.8	-9.9
Assorted Chocolate(.2)	-.02	73.6	89.6	-17.8	83.3	88.6	-6.0
Zoo Animal Cracker		47.1	60.3	-22.0	60.0	60.0	-0.1
Raisinets	-.01	13.8	18.9	-26.8	17.1	18.5	-7.6
Skittles	-.06	5.2	13.8	-62.3	11.8	13.6	-12.8
Choc Chip Famous Amos		0.0	38.3	-100.0	0.0	42.0	-100.0
Total		1355.5	1469.8	-7.8	1332.8	1470.6	-9.4

Table 2: Predicted Results of Removing 6 at Site 93, Nested Logit Model



	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Sun Chips		54.6	36.8	48.5	37.5	37.8	-0.9
Salted Peanuts(.07)	.01	46.1	31.4	47.1	37.0	30.1	22.9
Raspberry Knotts	.01	20.3	14.2	43.2	15.4	13.9	10.8
Grandmas Choc Chip		32.0	24.7	29.7	27.5	25.2	9.1
Ruger Vanilla Wafer		40.4	31.2	29.6	36.2	33.0	9.9
Twix Caramel		55.7	45.1	23.5	48.9	49.1	-0.5
Assorted Chocolate(.31)	.07	70.0	62.9	11.4	71.6	63.4	12.8
Assorted Potato Chips(.09)		80.5	74.0	8.7	88.0	73.9	19.2
Skittles	-.05	28.8	26.5	8.6	25.0	26.4	-5.4
Hot Stuff Jays		26.1	24.1	8.4	22.1	22.3	-0.9
Peanut M&Ms		77.9	73.2	6.3	78.7	79.1	-0.5
Cheetos	-.02	63.7	62.5	2.0	58.2	60.0	-2.9
Doritos		47.7	47.0	1.4	48.5	48.9	-0.9
Snickers		70.7	71.1	-0.6	68.6	68.9	-0.5
Assorted Salty Snack(.07)	-.02	215.5	225.6	-4.5	206.8	218.2	-5.2
Zoo Animal Cracker		24.1	25.5	-5.5	32.3	29.4	9.9
Assorted Energy(.05)		108.3	116.2	-6.8	117.4	119.3	-1.6
Farleys Mixed Fruit	-.02	11.5	13.4	-14.1	14.3	13.9	3.2
Raisinets		23.1	26.9	-14.1	33.1	33.3	-0.5
Assorted Pretzels(.1)		75.9	97.0	-21.7	92.2	85.8	7.5
Assorted Candy(-.35)		8.8	19.4	-54.6	13.0	18.6	-30.0
Choc Chip Famous Amos	-.94	1.0	35.5	-97.2	2.1	38.9	-94.7
Assorted Cookie		0.0	24.9	-100.0	0.0	18.8	-100.0
Total		1182.9	1209.1	-2.2	1174.5	1208.1	-2.8

Table 3: Predicted Results of Removing 6 at Site 5055, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Raisinets	.05	13.7	8.5	61.6	10.5	10.3	1.3
Snickers		19.7	16.4	19.8	19.3	20.1	-3.6
Sun Chips		12.2	11.6	5.0	9.1	9.6	-4.8
Cheetos	.03	15.0	14.3	4.8	15.9	16.2	-1.5
Assorted Pretzels	-.04	59.0	57.0	3.5	52.4	56.5	-7.1
Assorted Cookie(.04)	.01	24.5	23.8	2.8	23.9	22.6	5.6
Skittles	-.12	5.3	5.2	2.6	6.4	6.8	-6.4
Assorted Energy(.03)	.03	45.7	44.6	2.4	48.8	50.8	-4.0
Assorted Candy(.01)	.02	26.5	25.9	2.4	24.0	25.8	-6.9
Assorted Potato Chips(.17)	.09	25.3	25.3	0.1	25.7	22.3	15.0
Assorted Salty Snack(.01)	-.03	79.3	81.9	-3.1	67.5	77.5	-12.8
Zoo Animal Cracker	.01	17.5	18.2	-3.7	17.8	17.7	0.9
Doritos		10.0	10.5	-4.8	15.2	16.0	-5.4
Assorted Chocolate(-.02)	-.07	20.7	22.5	-8.3	21.7	26.4	-18.1
Salted Peanuts(.02)		6.5	8.0	-19.2	7.3	7.8	-5.9
Hot Stuff Jays	-.05	1.0	1.3	-22.1	1.7	2.0	-15.2
Raspberry Knotts	-.03	5.3	7.0	-23.7	3.2	3.7	-13.7
Twix Caramel		9.5	13.4	-28.8	12.9	14.2	-9.1
Peanut M&Ms		9.3	21.9	-57.3	21.3	22.1	-3.6
Ruger Vanilla Wafer	-.04	1.0	2.8	-63.6	2.2	2.2	4.2
Grandmas Choc Chip	-.09	0.3	2.7	-87.5	1.3	2.2	-42.6
Choc Chip Famous Amos	-.87	0.0	12.2	-100.0	0.6	11.4	-95.0
Total		407.3	434.8	-6.3	408.6	444.1	-8.0

Table 4: Predicted Results of Removing 6 at Site 5655, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Raspberry Knotts		10.4	4.9	110.3	5.2	4.9	6.2
Farleys Mixed Fruit		13.6	8.8	54.8	10.2	9.9	3.0
Ruger Vanilla Wafer		8.9	5.7	54.8	7.9	7.4	6.2
Sun Chips	.02	6.2	4.2	49.4	4.3	4.4	-3.2
Hot Stuff Jays	-.06	14.5	10.6	37.0	12.1	10.2	18.8
Peanut M&Ms		21.6	16.9	27.5	17.5	17.0	3.0
Assorted Cookie(.33)	.04	9.3	7.5	23.9	10.8	8.2	31.3
Snickers		18.9	16.0	18.2	16.0	15.5	3.0
Salted Peanuts		10.6	9.2	14.6	10.6	10.3	3.2
Assorted Pretzels(-.05)	.04	17.9	15.9	12.0	15.0	14.5	3.5
Assorted Chocolate(.1)		20.0	18.7	7.3	20.3	19.1	6.2
Assorted Salty Snack(-.02)		79.0	77.3	2.2	81.1	78.5	3.4
Assorted Candy		18.0	17.7	1.4	17.6	17.1	2.9
Doritos		9.6	10.1	-4.3	14.4	13.8	4.2
Assorted Energy(-.08)		50.6	54.4	-6.9	55.7	53.3	4.4
Assorted Potato Chips	.01	10.7	11.6	-7.4	10.6	10.5	0.9
Twix Caramel		10.9	12.4	-12.0	13.6	13.2	3.0
Zoo Animal Cracker		12.1	14.7	-17.6	16.0	15.0	6.2
Cheetos	-.16	8.8	10.7	-17.7	8.5	10.9	-22.4
Skittles		6.4	8.3	-23.0	7.4	7.2	3.0
Raisinets	-.02	2.7	4.9	-45.6	5.3	5.0	6.9
Choc Chip Famous Amos	-.5	3.0	10.0	-70.1	5.1	9.2	-44.7
Total		363.8	350.7	3.7	365.1	355.1	2.8

Table 5: Predicted Results of Removing 6 at Site 6056, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Sun Chips	-.03	20.5	13.3	54.4	14.8	15.5	-4.2
Salted Peanuts	-.01	12.2	8.3	47.3	9.2	8.3	11.7
Doritos	.03	26.2	20.5	27.8	20.9	20.4	2.2
Farleys Mixed Fruit	.01	11.0	9.8	12.4	8.9	9.3	-4.0
Assorted Potato Chips	.02	24.8	22.2	11.6	23.6	22.8	3.5
Peanut M&Ms		26.8	25.5	4.8	27.3	27.5	-0.5
Assorted Pretzels(-.2)		64.8	63.3	2.3	61.0	62.6	-2.7
Assorted Chocolate(.22)	.11	35.5	35.4	0.2	39.3	37.0	6.1
Assorted Salty Snack(.13)		127.2	128.2	-0.7	126.2	128.5	-1.7
Raisinets	.01	16.2	16.7	-2.6	16.6	17.2	-4.0
Twix Caramel	.01	13.8	14.1	-2.7	12.8	13.3	-4.0
Zoo Animal Cracker		25.0	25.7	-2.8	25.0	24.1	3.7
Raspberry Knotts	.1	7.5	7.8	-3.6	7.8	6.8	15.4
Cheetos	-.14	19.0	20.1	-5.4	18.5	22.0	-15.7
Assorted Energy(.08)	-.16	36.8	39.4	-6.7	41.3	40.9	0.8
Ruger Vanilla Wafer	-.05	8.8	9.6	-8.4	8.8	9.8	-10.2
Assorted Cookie	-.01	31.5	34.6	-9.0	32.1	32.7	-1.8
Snickers		25.5	30.1	-15.2	29.1	29.2	-0.5
Hot Stuff Jays		12.0	15.0	-19.8	14.5	14.7	-1.1
Skittles	-.11	3.8	7.1	-47.3	4.1	5.5	-26.5
Assorted Candy(-.5)	-.11	2.2	5.0	-54.6	3.0	5.1	-42.2
Choc Chip Famous Amos	-.14	3.0	11.2	-73.1	9.3	11.3	-18.3
Grandmas Choc Chip		0.0	3.0	-100.0	0.0	2.3	-100.0
Total		554.0	565.7	-2.1	554.0	566.8	-2.3

Table 6: Predicted Results of Removing 6 at Site 6263, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Sun Chips		70.7	47.3	49.4	49.9	50.2	-0.7
Salted Peanuts		89.6	67.9	31.9	75.0	71.9	4.3
Zoo Animal Cracker		53.6	44.2	21.2	56.9	52.0	9.5
Grandmas Choc Chip		43.5	36.3	19.8	37.6	34.4	9.5
Assorted Pretzels(.04)		115.7	102.5	12.8	113.4	107.6	5.4
Assorted Potato Chips(.07)	.02	122.7	110.6	10.9	113.1	107.0	5.8
Peanut M&Ms		103.8	96.2	7.9	98.6	99.2	-0.6
Doritos		65.9	61.5	7.1	53.3	53.6	-0.7
Assorted Salty Snack(.03)		298.7	284.4	5.0	290.9	288.7	0.8
Raspberry Knotts		22.6	21.7	4.2	23.4	21.4	9.5
Cheetos		74.2	72.5	2.3	71.9	72.4	-0.7
Snickers		98.4	97.1	1.3	99.5	100.0	-0.6
Skittles		26.1	26.3	-0.9	29.2	29.3	-0.6
Assorted Energy(-.01)		185.5	187.4	-1.0	184.4	184.9	-0.2
Assorted Chocolate(.06)	.14	89.7	98.7	-9.1	107.5	94.6	13.6
Raisinets		32.7	38.5	-15.2	39.6	39.8	-0.6
Twix Caramel		48.0	60.0	-20.0	64.7	65.1	-0.6
Farleys Mixed Fruit		23.2	29.8	-22.1	25.9	25.1	3.3
Ruger Vanilla Wafer	-.03	23.0	34.5	-33.5	37.1	35.2	5.5
Hot Stuff Jays		17.0	26.2	-35.1	27.2	27.3	-0.7
Assorted Candy(-.85)		8.1	22.3	-63.7	14.8	22.8	-35.1
Assorted Cookie(-.22)	-.36	1.8	19.8	-91.2	5.7	15.0	-61.9
Choc Chip Famous Amos	-.97	0.0	41.4	-100.0	1.1	47.0	-97.7
Total		1614.0	1626.9	-0.8	1620.7	1644.5	-1.4

Table 7: Predicted Results of Removing 6 at Site 7277, Nested Logit Model

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Hot Stuff Jays	104.3	66.3	57.2	87.5	76.8	13.8
Cheez-It Original	171.9	133.7	28.5	142.7	131.7	8.4
Frito	180.9	145.3	24.5	157.2	143.7	9.4
Assorted Salty Snack	872.7	729.3	19.7	808.3	728.6	10.9
Smartfood	129.5	110.0	17.7	132.5	123.6	7.1
Skittles	89.3	76.2	17.2	80.2	80.7	-0.6
Snickers	318.7	275.1	15.8	281.0	280.1	0.3
Assorted Energy	508.9	448.0	13.6	467.0	467.3	-0.1
Sun Chips	142.9	131.0	9.1	157.6	148.0	6.5
Zoo Animal Cracker	172.0	167.7	2.6	169.0	166.0	1.8
Assorted Candy	161.3	159.2	1.3	160.8	155.7	3.3
Assorted Pretzels	412.8	408.2	1.1	470.7	435.8	8.0
Twix Caramel	135.1	133.8	1.0	161.5	159.2	1.4
Farleys Mixed Fruit	73.0	72.3	1.0	66.4	62.6	6.1
Assorted Chocolate	246.8	246.5	0.1	277.5	268.5	3.3
Assorted Cookie	342.6	346.2	-1.1	325.0	347.2	-6.4
Raisinets	83.8	84.7	-1.1	102.9	103.5	-0.6
Choc Chip Famous Amos	145.1	148.0	-2.0	141.6	138.9	1.9
Peanut M&Ms	276.0	295.8	-6.7	297.8	297.1	0.2
Salted Peanuts	164.1	179.5	-8.6	176.3	175.1	0.7
Assorted Potato Chips	136.4	158.9	-14.1	106.5	128.9	-17.4
Doritos	0.4	173.1	-99.8	3.4	181.8	-98.1
Cheetos	0.2	215.7	-99.9	3.7	224.6	-98.3
Total	4868.6	4904.5	-0.7	4777.1	5025.4	-4.9

Table 1: Predicted Results of Removing 9 at Site 1, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Hot Stuff Jays	.1	25.5	14.3	78.9	24.5	19.9	22.8
Smartfood	-.06	52.9	39.5	33.7	42.5	44.3	-4.2
Assorted Salty Snack	.06	314.2	245.9	27.8	276.7	263.8	4.9
Cheez-It Original	.01	45.7	39.0	17.4	49.0	47.6	3.1
Snickers		92.7	82.7	12.1	83.8	87.3	-4.0
Skittles		27.4	24.9	10.1	15.0	15.9	-5.7
Frito		59.2	54.5	8.7	50.1	48.0	4.4
Assorted Energy(-.02)		106.3	98.9	7.5	98.9	107.9	-8.4
Assorted Candy(-.06)	.01	72.5	68.0	6.7	68.1	69.8	-2.3
Sun Chips		47.3	47.8	-1.0	51.9	52.4	-0.8
Assorted Chocolate(.04)		83.7	86.1	-2.7	94.1	95.0	-0.9
Assorted Potato Chips(-.21)	.04	27.8	29.1	-4.5	20.4	23.3	-12.8
Peanut M&Ms		94.7	99.5	-4.8	88.5	92.1	-4.0
Twix Caramel	-.01	22.7	24.3	-6.7	24.9	25.4	-2.0
Zoo Animal Cracker		50.4	54.8	-8.1	59.3	59.4	-0.1
Assorted Pretzels		135.8	151.1	-10.1	175.7	162.0	8.4
Choc Chip Famous Amos		35.1	39.8	-11.7	40.2	40.4	-0.5
Salted Peanuts	.01	39.9	46.2	-13.6	51.7	53.2	-2.9
Farleys Mixed Fruit		20.7	24.6	-15.6	17.5	18.9	-7.2
Assorted Cookie(-.23)	-.03	75.6	101.0	-25.1	78.5	103.4	-24.0
Raisinets		12.2	20.7	-41.2	17.6	19.6	-10.4
Cheetos		0.0	64.2	-100.0	0.0	75.1	-100.0
Doritos		0.0	61.0	-100.0	0.0	58.0	-100.0
Total		1442.4	1517.6	-5.0	1428.8	1582.7	-9.7

Table 2: Predicted Results of Removing 9 at Site 93, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Hot Stuff Jays		30.5	16.0	90.0	22.2	20.1	10.0
Smartfood	.07	27.1	18.6	45.2	33.6	28.4	18.1
Cheez-It Original		49.6	36.3	36.7	33.1	30.2	9.6
Frito	.08	31.7	23.5	34.8	25.6	22.0	16.6
Assorted Salty Snack(.12)		188.2	152.7	23.3	172.0	150.9	14.0
Farleys Mixed Fruit	.02	19.3	16.1	19.8	14.0	13.6	3.4
Assorted Energy(-.02)		114.6	96.3	19.0	98.4	98.8	-0.5
Snickers		71.1	60.8	16.9	63.7	63.0	1.1
Zoo Animal Cracker		30.8	26.4	16.4	26.4	26.3	0.6
Assorted Pretzels(.07)		91.3	79.4	15.0	96.7	86.9	11.3
Choc Chip Famous Amos		40.7	37.1	9.6	35.6	35.4	0.6
Salted Peanuts(-.14)	.03	40.0	37.0	8.3	34.3	33.3	3.1
Skittles	-.03	22.9	21.2	7.9	22.9	23.3	-1.9
Assorted Cookie(.09)		92.5	86.8	6.6	83.7	77.7	7.7
Sun Chips		36.4	36.0	1.0	37.6	34.2	10.0
Twix Caramel		34.6	35.5	-2.6	45.4	44.9	1.1
Raisinets		24.1	24.9	-3.3	30.8	30.4	1.1
Assorted Candy(.16)		20.0	23.0	-12.9	24.9	21.6	15.2
Peanut M&Ms		55.5	67.0	-17.2	73.1	72.4	1.1
Assorted Chocolate(.26)	-.03	37.8	48.4	-21.9	53.2	50.8	4.7
Assorted Potato Chips(-.16)		34.1	45.5	-25.0	33.0	36.1	-8.4
Cheetos		0.0	59.8	-100.0	0.0	54.2	-100.0
Doritos		0.0	37.5	-100.0	0.0	44.2	-100.0
Total		1092.6	1085.8	0.6	1060.3	1098.7	-3.5

Table 3: Predicted Results of Removing 9 at Site 5055, Nested Logit Model



	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Hot Stuff Jays		3.3	0.9	263.6	2.0	1.8	15.0
Raisinets		15.2	8.2	85.7	11.5	11.7	-1.6
Snickers		29.0	18.5	56.8	21.2	21.6	-1.6
Assorted Salty Snack(.08)	.09	75.8	61.0	24.3	70.5	56.1	25.8
Choc Chip Famous Amos		14.5	11.7	24.3	12.2	12.3	-1.4
Peanut M&Ms		21.7	18.3	18.2	23.4	23.8	-1.6
Frito		18.7	16.2	15.5	13.7	13.2	3.9
Assorted Chocolate(-.11)	.06	36.8	32.0	15.1	31.4	30.9	1.7
Skittles	.02	5.0	4.5	11.1	6.9	7.2	-4.6
Twix Caramel		12.3	11.8	5.0	15.2	15.6	-2.2
Cheez-It Original		12.7	12.2	4.1	14.1	13.1	7.9
Assorted Candy(-.06)		25.5	24.8	3.0	26.8	27.2	-1.2
Assorted Energy(-.02)		53.8	54.8	-1.8	55.6	56.2	-1.1
Assorted Cookie		33.2	34.8	-4.8	33.4	33.6	-0.6
Assorted Pretzels(-.02)	-.01	54.5	61.3	-11.1	63.7	60.6	5.2
Sun Chips		11.0	12.6	-12.6	10.9	10.5	3.9
Salted Peanuts		6.5	8.8	-25.7	8.3	8.6	-3.2
Zoo Animal Cracker		16.2	21.9	-26.2	19.1	19.3	-1.4
Smartfood		3.3	5.1	-35.0	4.7	5.1	-6.7
Assorted Potato Chips(-.42)	-.2	13.3	21.9	-39.2	13.9	24.0	-42.3
Doritos	-.86	0.0	13.1	-100.0	3.0	17.4	-82.6
Cheetos	-.86	0.0	19.8	-100.0	3.2	18.2	-82.6
Total		462.3	474.1	-2.5	464.9	488.0	-4.7

Table 4: Predicted Results of Removing 9 at Site 5655, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Frito	-09	16.5	9.9	67.1	9.5	9.7	-1.6
Assorted Chocolate(.08)		22.5	18.7	20.6	22.3	19.3	15.9
Sun Chips	-09	6.5	5.4	20.3	5.4	5.5	-1.9
Assorted Energy(.07)		60.0	50.5	18.8	54.3	53.0	2.5
Peanut M&Ms		16.5	15.1	8.9	16.4	16.6	-1.0
Salted Peanuts(.02)		11.5	11.0	4.6	10.1	9.9	1.9
Farleys Mixed Fruit		9.0	8.6	4.3	9.5	9.6	-1.0
Choc Chip Famous Amos		9.5	9.2	3.7	9.1	9.1	0.5
Assorted Pretzels(-.04)		16.0	15.5	3.2	15.5	14.6	6.2
Assorted Cookie(-.07)		15.0	14.6	2.7	18.0	18.8	-4.3
Assorted Salty Snack(.04)		61.0	60.0	1.7	63.1	59.0	6.9
Twix Caramel		12.0	11.8	1.5	12.8	12.9	-1.0
Hot Stuff Jays	-01	9.5	9.5	0.4	10.6	10.2	3.4
Raisinets	.01	5.0	5.0	-0.9	4.4	4.8	-7.1
Assorted Candy		17.0	17.5	-3.1	16.1	17.0	-4.9
Skittles		6.5	6.8	-4.8	6.9	7.0	-1.0
Smartfood		10.0	10.7	-6.4	12.7	11.5	9.7
Zoo Animal Cracker		14.5	15.7	-7.9	15.0	14.9	0.5
Snickers		14.5	17.5	-17.1	15.0	15.2	-1.0
Assorted Potato Chips		0.0	13.0	-100.0	0.0	11.0	-100.0
Doritos		0.0	12.8	-100.0	0.0	13.6	-100.0
Cheetos		0.0	12.1	-100.0	0.0	11.5	-100.0
Total		333.0	351.0	-5.1	326.7	354.5	-7.8

Table 5: Predicted Results of Removing 9 at Site 6056, Nested Logit Model

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$

Table 6: Predicted Results of Removing 9 at Site 6263, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Skittles		27.5	18.8	46.6	28.5	27.3	4.5
Sun Chips		41.7	29.2	42.5	51.8	45.5	13.8
Hot Stuff Jays		35.4	25.6	38.2	28.2	24.8	13.8
Cheez-It Original		63.9	46.3	38.0	46.4	40.7	13.8
Frito		54.8	41.3	32.8	58.3	50.9	14.4
Assorted Potato Chips		61.1	49.3	24.0	39.2	34.4	13.8
Zoo Animal Cracker		60.2	48.9	23.3	49.2	46.1	6.7
Assorted Energy		174.1	147.5	18.1	159.8	151.4	5.6
Snickers		111.4	95.6	16.5	97.2	93.0	4.5
Assorted Cookie(-.03)		126.3	109.0	15.8	111.3	113.7	-2.1
Assorted Pretzels(-.1)		115.2	100.9	14.2	119.2	111.7	6.7
Assorted Salty Snack		233.5	209.7	11.3	226.0	198.8	13.7
Assorted Chocolate		65.9	61.4	7.4	76.4	72.6	5.3
Twix Caramel		53.5	50.3	6.3	63.2	60.5	4.5
Raisinets		27.4	25.9	5.6	38.7	37.0	4.5
Farleys Mixed Fruit	.12	24.0	23.0	4.2	25.3	20.5	23.3
Assorted Candy(.11)	.12	26.3	26.0	1.3	24.8	20.1	23.3
Smartfood		36.3	36.0	0.6	39.0	34.3	13.8
Peanut M&Ms		87.7	95.8	-8.5	96.4	92.2	4.5
Choc Chip Famous Amos		45.3	50.3	-10.0	44.5	41.7	6.7
Salted Peanuts		66.1	76.6	-13.7	72.0	70.1	2.7
Doritos	-1	0.4	48.7	-99.2	0.4	48.6	-99.2
Cheetos	-1	0.2	59.7	-99.7	0.6	65.6	-99.2
Total		1538.2	1476.0	4.2	1496.3	1501.5	-0.3

Table 7: Predicted Results of Removing 9 at Site 7277, Nested Logit Model

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Plain M&Ms	154.2	90.9	69.7	119.4	101.3	17.9
Twix Caramel	249.3	150.2	65.9	203.3	167.7	21.2
Assorted Chocolate	169.1	110.3	53.4	119.9	118.5	1.1
Raisinets	155.1	109.8	41.2	146.0	116.0	25.8
Reeses Peanut Butter Cups	129.4	91.8	40.9	112.1	89.8	24.8
Assorted Cookie	264.2	225.3	17.3	227.3	221.1	2.8
Assorted Candy	181.6	156.3	16.2	205.8	163.4	25.9
Farleys Mixed Fruit	80.1	70.8	13.1	91.0	70.9	28.2
Choc Chip Famous Amos	177.9	157.4	13.0	142.9	146.8	-2.7
Skittles	84.6	75.2	12.5	102.7	83.2	23.4
Assorted Energy	513.7	475.3	8.1	483.2	492.5	-1.9
Grandmas Choc Chip	81.2	77.4	4.9	62.9	67.0	-6.1
Salted Peanuts	175.7	171.1	2.7	171.1	168.6	1.5
Assorted Salty Snack	1393.4	1390.9	0.2	1470.7	1446.8	1.7
Zoo Animal Cracker	185.1	187.8	-1.4	180.6	184.8	-2.3
Cheetos	239.5	244.5	-2.0	237.5	239.9	-1.0
Doritos	197.9	203.0	-2.5	195.4	199.4	-2.0
Ruger Vanilla Wafer	91.5	96.9	-5.5	93.5	99.0	-5.5
Assorted Pretzels	445.5	480.6	-7.3	463.0	486.8	-4.9
Assorted Potato Chips	146.7	175.1	-16.2	116.6	158.0	-26.2
Snickers	7.1	294.7	-97.6	11.6	302.2	-96.1
Peanut M&Ms	4.7	310.6	-98.5	12.0	314.4	-96.2
Total	5127.6	5346.0	-4.1	4968.6	5438.2	-8.6

Table 1: Predicted Results of Removing 10 at Site 1, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Assorted Chocolate(.05)	-.03	22.2	9.9	123.6	12.4	11.9	4.0
Reeses Peanut Butter Cups	.02	52.2	30.8	69.4	38.1	31.0	22.9
Plain M&Ms		75.7	45.2	67.4	61.4	51.6	18.9
Raisinets		22.4	16.2	38.3	24.0	18.7	28.2
Twix Caramel		33.8	25.3	33.3	29.1	24.1	20.8
Assorted Candy(.18)	.01	82.4	63.4	29.9	82.8	65.2	27.1
Skittles	.02	24.4	19.5	25.0	19.3	15.3	26.2
Assorted Cookie(.03)	.03	90.9	75.8	20.0	77.9	74.4	4.8
Salted Peanuts	.02	45.4	40.1	13.3	49.4	50.7	-2.5
Farleys Mixed Fruit	.01	24.1	21.4	12.3	22.3	18.3	22.2
Assorted Energy(.01)		95.4	89.8	6.2	99.2	102.1	-2.8
Ruger Vanilla Wafer		17.0	16.4	3.3	16.1	17.5	-8.2
Grandmas Choc Chip	-.03	12.3	12.2	1.4	7.7	8.3	-7.2
Assorted Pretzels(-.03)		150.6	150.9	-0.2	147.4	155.4	-5.2
Cheetos	.02	66.0	66.1	-0.2	70.5	72.3	-2.6
Doritos	.02	62.1	63.4	-2.1	55.1	56.6	-2.7
Assorted Salty Snack		407.0	418.0	-2.6	448.0	455.1	-1.6
Assorted Potato Chips(-.1)	-.05	19.3	21.8	-11.2	17.4	21.5	-19.2
Choc Chip Famous Amos		35.8	41.7	-14.1	36.9	39.0	-5.3
Zoo Animal Cracker		44.9	57.7	-22.3	54.3	57.0	-4.7
Peanut M&Ms		0.0	90.5	-100.0	0.0	87.3	-100.0
Snickers		0.0	84.3	-100.0	0.0	83.2	-100.0
Total		1383.6	1460.4	-5.3	1369.2	1516.3	-9.7

Table 2: Predicted Results of Removing 10 at Site 93, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Assorted Chocolate(.21)		39.3	20.1	95.2	32.9	24.9	32.2
Twix Caramel		75.6	45.2	67.3	58.1	46.4	25.3
Raisinets		45.0	28.3	58.9	39.4	31.4	25.3
Assorted Candy(.1)	.2	29.5	19.4	52.6	34.4	21.9	56.9
Skittles	-.01	25.4	17.3	46.9	29.6	23.2	27.4
Ruger Vanilla Wafer		35.4	25.5	38.5	30.2	29.4	2.4
Plain M&Ms		3.8	2.8	38.2	4.1	3.1	32.1
Reeses Peanut Butter Cups		30.0	22.1	36.0	28.6	22.8	25.6
Zoo Animal Cracker		37.8	28.6	32.0	26.9	26.2	2.4
Farleys Mixed Fruit	.25	16.6	12.7	31.0	18.0	10.6	68.8
Choc Chip Famous Amos		48.0	41.4	15.7	36.1	35.3	2.4
Grandmas Choc Chip		33.9	29.5	14.8	23.7	23.0	3.4
Assorted Energy(.02)		117.9	104.7	12.6	97.7	96.6	1.2
Salted Peanuts		44.4	40.0	11.0	35.6	35.1	1.3
Assorted Salty Snack(.02)		274.8	264.1	4.1	306.4	285.5	7.3
Cheetos		56.7	55.6	1.9	55.9	54.5	2.6
Doritos		38.5	38.0	1.4	45.6	44.4	2.6
Assorted Cookie(-.05)		35.1	40.5	-13.3	32.0	37.4	-14.5
Assorted Pretzels(-.08)		81.8	97.4	-16.0	88.4	101.5	-12.9
Assorted Potato Chips(-.49)		37.6	49.5	-24.2	31.0	45.1	-31.3
Snickers		0.0	58.3	-100.0	0.0	65.1	-100.0
Peanut M&Ms		0.0	70.3	-100.0	0.0	72.4	-100.0
Total		1106.9	1111.2	-0.4	1054.3	1135.9	-7.2

Table 3: Predicted Results of Removing 10 at Site 5055, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Assorted Chocolate(-.13)	.06	21.2	9.8	117.6	11.1	9.8	13.0
Raisinets	.23	15.2	8.6	77.0	12.3	8.5	45.2
Twix Caramel	.01	22.2	12.9	72.6	15.8	13.6	16.7
Salted Peanuts(.17)	.05	11.0	7.0	57.0	7.8	6.3	23.4
Assorted Cookie(.17)	.05	30.8	20.4	50.8	26.2	22.1	18.7
Choc Chip Famous Amos		15.8	12.2	28.7	11.0	11.3	-2.5
Assorted Salty Snack(.09)	.13	98.2	86.0	14.2	97.8	89.8	9.0
Assorted Energy(.06)	.15	49.0	43.0	14.0	50.7	44.3	14.5
Reeses Peanut Butter Cups		12.8	11.5	10.9	13.7	12.7	7.3
Cheetos	.15	15.8	14.6	8.1	16.2	14.0	16.0
Doritos		16.5	16.1	2.7	15.4	15.9	-2.8
Plain M&Ms	.01	7.5	7.4	1.3	8.3	7.1	16.7
Assorted Potato Chips(.09)	-.27	15.5	16.0	-3.2	12.6	15.6	-19.6
Zoo Animal Cracker	.05	12.0	13.8	-13.0	17.3	16.8	2.9
Assorted Pretzels(.04)	-.09	48.8	59.2	-17.6	54.3	57.0	-4.7
Skittles	.09	4.8	7.6	-37.3	7.2	6.3	15.1
Assorted Candy(-.28)	.06	18.8	32.8	-42.9	28.2	29.2	-3.5
Ruger Vanilla Wafer	-.08	0.5	1.9	-74.1	1.8	2.5	-27.2
Snickers	-.84	2.0	21.9	-90.9	3.1	20.2	-84.6
Grandmas Choc Chip	-.43	0.2	3.8	-93.5	2.0	4.0	-49.3
Peanut M&Ms	-.84	0.5	25.2	-98.0	3.4	22.3	-84.6
Total		419.0	431.6	-2.9	416.4	429.2	-3.0

Table 4: Predicted Results of Removing 10 at Site 5655, Nested Logit Model



	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Plain M&Ms		12.7	5.1	150.7	7.7	6.9	11.0
Assorted Candy		20.5	14.0	46.5	18.9	17.1	10.7
Twix Caramel		13.3	9.9	33.9	15.1	13.6	11.0
Choc Chip Famous Amos		13.6	10.5	30.0	9.3	9.5	-1.9
Assorted Chocolate(.12)	-.09	15.6	13.1	18.8	11.9	10.8	9.8
Skittles		9.1	7.9	15.7	8.2	7.4	11.0
Reeses Peanut Butter Cups	-.03	3.4	3.0	14.3	2.2	2.3	-5.6
Assorted Salty Snack(.04)		98.9	95.3	3.8	96.6	94.2	2.5
Assorted Energy		57.2	55.5	3.0	55.3	57.0	-2.9
Assorted Pretzels		13.2	13.0	1.3	14.5	14.8	-1.8
Doritos		15.2	15.1	0.9	13.8	14.1	-2.7
Cheetos		14.7	15.3	-3.9	11.6	11.9	-2.7
Farleys Mixed Fruit		7.1	7.5	-4.7	11.3	10.2	11.0
Salted Peanuts		8.5	9.1	-6.7	10.3	10.6	-2.8
Ruger Vanilla Wafer		9.0	9.7	-7.6	7.6	7.7	-1.9
Zoo Animal Cracker		12.0	14.6	-17.8	15.3	15.6	-1.9
Raisinets	.03	5.5	7.7	-28.8	6.3	5.2	20.8
Assorted Cookie		7.0	11.0	-36.2	10.5	12.3	-14.4
Peanut M&Ms	-.82	2.0	14.0	-85.7	3.5	17.5	-79.8
Snickers	-.82	1.6	16.1	-90.1	3.2	16.0	-79.8
Assorted Potato Chips		0.0	12.5	-100.0	0.0	11.4	-100.0
Total		340.1	359.7	-5.5	333.1	366.2	-9.0

Table 5: Predicted Results of Removing 10 at Site 6056, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Twix Caramel	-.01	25.3	13.1	94.2	17.6	13.8	28.1
Plain M&Ms	-.17	23.5	13.8	70.4	13.6	13.4	1.3
Assorted Candy(.28)	.18	9.1	5.5	66.6	13.5	6.3	113.2
Skittles	.02	8.0	5.4	47.3	7.9	5.6	40.7
Assorted Potato Chips	.01	28.2	21.1	34.1	24.9	23.8	4.4
Assorted Cookie	-.17	55.5	42.1	31.7	41.5	40.0	3.8
Assorted Energy(.01)	.11	45.4	38.5	17.9	45.7	45.0	1.7
Raisinets	-.01	24.0	20.8	15.3	22.8	17.8	28.1
Choc Chip Famous Amos		14.8	13.0	13.4	12.0	11.9	1.0
Assorted Chocolate(-.43)	-.13	18.1	16.0	13.2	11.6	15.8	-26.9
Assorted Pretzels(.18)		67.3	65.4	2.8	64.8	66.2	-2.1
Assorted Salty Snack(.07)		163.8	159.9	2.4	171.7	165.6	3.7
Reeses Peanut Butter Cups	.08	14.8	14.8	0.4	14.8	10.8	37.5
Cheetos		26.6	26.9	-1.0	24.8	24.8	-0.1
Farleys Mixed Fruit	-.01	8.5	9.5	-10.9	12.3	9.6	28.1
Doritos		20.7	23.7	-12.8	22.0	22.0	-0.1
Salted Peanuts	.01	6.3	7.5	-16.0	7.2	9.1	-21.3
Grandmas Choc Chip	.01	2.9	3.7	-20.0	2.1	2.6	-20.7
Zoo Animal Cracker		20.0	25.4	-21.1	25.5	25.2	1.0
Ruger Vanilla Wafer	-.11	4.9	11.4	-57.0	10.4	11.4	-8.9
Snickers	-.84	1.1	31.5	-96.5	3.6	31.1	-88.4
Peanut M&Ms	-.83	0.6	28.8	-98.1	3.4	29.1	-88.4
Total		589.4	597.7	-1.4	573.5	600.9	-4.6

Table 6: Predicted Results of Removing 10 at Site 6263, Nested Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Plain M&Ms	.03	31.0	16.7	86.0	24.4	19.2	27.3
Twix Caramel		79.0	43.8	80.3	67.5	56.3	19.9
Reeses Peanut Butter Cups	.09	16.2	9.7	66.7	14.8	10.3	44.1
Raisinets		42.9	28.1	52.7	41.3	34.4	19.9
Choc Chip Famous Amos		50.0	38.6	29.7	37.5	39.9	-5.9
Assorted Chocolate(-.18)	-.1	52.7	41.3	27.5	40.1	45.3	-11.5
Assorted Cookie(.21)		45.0	35.6	26.5	39.2	35.0	11.9
Zoo Animal Cracker		58.4	47.6	22.6	41.4	44.0	-5.9
Farleys Mixed Fruit		23.9	19.8	20.9	27.1	22.2	21.7
Grandmas Choc Chip		31.8	28.2	12.7	27.4	29.1	-5.9
Assorted Energy(-.03)		148.9	143.9	3.5	134.5	147.5	-8.8
Assorted Candy(.2)		21.3	21.3	0.2	28.0	23.8	17.7
Doritos		45.0	46.8	-3.9	43.4	46.2	-6.1
Assorted Salty Snack(.07)		350.6	367.6	-4.6	350.2	356.6	-1.8
Cheetos		59.8	66.0	-9.4	58.6	62.4	-6.1
Salted Peanuts(.13)	-.03	60.2	67.5	-10.9	60.8	56.8	7.1
Assorted Pretzels(.13)		83.9	94.7	-11.4	93.7	92.0	1.8
Assorted Potato Chips(-.22)	.02	46.1	54.2	-15.0	30.8	40.6	-24.2
Ruger Vanilla Wafer	-.05	24.8	31.9	-22.2	27.6	30.5	-9.6
Skittles		13.0	17.6	-25.8	30.4	25.4	19.9
Snickers	-1	2.4	82.7	-97.1	1.7	86.5	-98.0
Peanut M&Ms	-1	1.6	81.8	-98.0	1.7	85.8	-98.0
Total		1288.6	1385.4	-7.0	1222.0	1389.7	-12.1

Table 7: Predicted Results of Removing 10 at Site 7277, Nested Logit Model

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Twix Caramel	297.1	187.6	58.4	206.2	189.8	8.7
Peanut M&Ms	478.3	359.9	32.9	382.4	347.9	9.9
Ruger Vanilla Wafer	127.9	107.3	19.1	120.7	110.2	9.5
Assorted Chocolate	398.0	334.8	18.9	367.7	327.6	12.2
Zoo Animal Cracker	243.7	209.1	16.5	211.8	204.3	3.7
Salted Peanuts	216.3	187.9	15.1	193.8	183.9	5.4
Choc Chip Famous Amos	193.1	171.6	12.5	178.9	165.9	7.9
Assorted Energy	616.2	571.9	7.8	604.6	579.6	4.3
Assorted Candy	229.6	215.8	6.4	246.0	217.9	12.9
Raisinets	139.4	133.3	4.6	138.7	129.4	7.2
Assorted Potato Chips	292.4	279.6	4.6	349.6	289.8	20.6
Assorted Pretzels	557.7	548.3	1.7	525.7	519.4	1.2
Cheetos	260.5	262.2	-0.7	264.6	266.4	-0.7
Doritos	203.1	215.4	-5.7	229.6	225.5	1.8
Grandmas Choc Chip	72.5	77.9	-7.0	90.5	83.2	8.7
Assorted Salty Snack	1276.2	1382.8	-7.7	1353.1	1403.2	-3.6
Assorted Cookie	162.4	180.3	-10.0	169.1	178.5	-5.2
Skittles	75.1	100.1	-25.0	97.7	92.9	5.1
Snickers	2.0	323.4	-99.4	4.4	334.1	-98.7
Total	5841.3	5849.6	-0.1	5735.1	5849.6	-2.0

Table 1: Predicted Results of Removing 1 at Site 1, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Twix Caramel		39.1	23.6	65.9	28.0	25.3	10.3
Ruger Vanilla Wafer		24.9	15.5	61.4	21.5	18.2	18.1
Peanut M&Ms	-.01	138.5	88.0	57.4	101.7	90.2	12.7
Raisinets	-.01	23.6	17.2	37.4	21.3	18.8	13.2
Salted Peanuts	-.02	52.0	38.9	33.8	46.4	42.5	9.2
Assorted Candy(.22)	-.03	82.8	67.5	22.7	97.6	69.2	41.0
Zoo Animal Cracker		74.7	61.8	21.0	63.6	59.7	6.4
Assorted Chocolate(-.11)	-.03	108.8	94.8	14.7	92.8	86.7	7.1
Grandmas Choc Chip	.03	12.2	11.7	4.0	16.9	13.6	23.7
Assorted Pretzels(-.21)		183.0	177.5	3.1	167.2	165.0	1.4
Assorted Potato Chips(.1)	-.02	63.1	62.6	0.9	72.7	65.2	11.4
Cheetos		73.8	73.5	0.4	79.7	77.1	3.4
Assorted Energy(.06)		112.0	112.7	-0.7	117.9	105.7	11.5
Doritos	.01	55.5	56.9	-2.4	67.8	64.1	5.8
Assorted Salty Snack(-.1)	.01	353.6	366.4	-3.5	348.7	361.4	-3.5
Choc Chip Famous Amos	.02	43.0	44.6	-3.6	47.3	42.1	12.4
Assorted Cookie(-.09)	.01	47.6	51.0	-6.5	45.3	46.2	-2.1
Skittles	-.04	7.6	11.6	-34.5	12.8	13.2	-2.6
Snickers		0.0	90.1	-100.0	0.0	88.9	-100.0
Total		1495.9	1465.7	2.1	1449.1	1453.1	-0.3

Table 2: Predicted Results of Removing 1 at Site 93, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Twix Caramel		85.3	51.6	65.4	59.7	55.1	8.2
Assorted Chocolate(-1.01)	.12	101.4	62.2	63.1	78.6	66.7	17.9
Peanut M&Ms	.04	118.9	88.3	34.6	95.5	85.3	11.9
Assorted Potato Chips(.23)		78.2	65.9	18.7	98.9	66.0	49.9
Choc Chip Famous Amos	.03	47.2	41.6	13.5	45.9	42.4	8.2
Salted Peanuts(-.27)	.02	40.0	35.5	12.8	42.9	36.0	19.1
Ruger Vanilla Wafer		42.9	38.6	11.1	39.1	36.5	6.9
Assorted Pretzels(-.43)		101.0	95.1	6.2	103.1	94.0	9.7
Assorted Energy(.02)		141.9	139.6	1.7	138.2	140.1	-1.4
Cheetos		65.6	65.5	0.1	64.1	66.7	-3.9
Doritos		54.2	54.4	-0.3	54.2	54.3	-0.1
Grandmas Choc Chip		23.0	25.4	-9.5	29.9	28.0	6.9
Assorted Salty Snack(-.04)		288.8	322.3	-10.4	298.1	321.4	-7.3
Skittles	.03	27.9	31.7	-12.0	32.4	30.0	7.9
Zoo Animal Cracker		30.5	35.8	-14.9	33.6	32.5	3.6
Assorted Candy(-.22)		29.3	34.8	-15.9	32.8	36.2	-9.5
Raisinets	.01	35.2	43.1	-18.3	39.8	37.1	7.1
Assorted Cookie(-.32)	.02	12.1	21.4	-43.5	16.0	21.2	-24.3
Snickers	-.95	0.0	69.7	-100.0	1.2	74.3	-98.3
Total		1323.4	1322.4	0.1	1303.8	1323.8	-1.5

Table 3: Predicted Results of Removing 1 at Site 5055, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Twix Caramel	-.01	24.0	12.3	94.5	15.1	14.0	7.5
Zoo Animal Cracker	.02	24.0	15.7	52.5	18.2	17.8	2.6
Raisinets	-.04	13.3	8.8	51.3	9.2	9.0	1.8
Assorted Energy(-.04)	-.05	58.0	49.4	17.3	45.7	47.7	-4.0
Assorted Cookie(-.12)	.02	24.7	21.3	15.8	23.9	23.9	-0.2
Cheetos	-.05	16.0	13.8	15.6	13.1	14.8	-11.5
Assorted Pretzels(-.29)	.03	62.7	57.7	8.6	60.0	58.4	2.7
Assorted Chocolate(.15)	-.05	26.0	24.0	8.5	22.6	20.9	8.0
Doritos		18.0	17.7	1.9	15.9	16.4	-3.2
Assorted Potato Chips(.64)	.08	20.7	20.6	0.5	26.7	17.4	53.4
Choc Chip Famous Amos		11.0	11.1	-1.2	11.9	11.7	2.2
Ruger Vanilla Wafer	.15	2.3	2.8	-17.6	3.5	2.5	40.7
Grandmas Choc Chip	.12	3.7	4.5	-17.8	4.9	3.9	27.3
Assorted Candy(.14)	.01	24.7	30.6	-19.4	25.8	29.9	-13.5
Peanut M&Ms		20.0	25.6	-22.0	24.0	22.8	4.9
Assorted Salty Snack(-.13)	-.08	63.3	82.8	-23.5	78.4	93.9	-16.5
Salted Peanuts(-.35)	.05	5.7	8.1	-30.4	7.8	6.6	17.9
Skittles		3.7	7.1	-48.3	7.4	6.5	13.8
Snickers		0.0	24.1	-100.0	0.0	20.7	-100.0
Total		421.7	438.1	-3.8	414.2	438.9	-5.6

Table 4: Predicted Results of Removing 1 at Site 5655, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Raisinets	-.03	8.5	4.3	97.1	5.1	5.1	-0.2
Salted Peanuts(-.21)		18.0	9.9	82.1	10.9	10.1	7.8
Twix Caramel		23.1	13.6	69.7	14.9	13.6	9.2
Assorted Candy(-.04)		35.4	27.7	27.8	30.7	28.1	9.2
Assorted Cookie(.06)		15.3	13.3	15.0	14.3	13.2	8.2
Assorted Potato Chips	-.13	12.8	12.1	5.8	10.5	12.5	-15.6
Assorted Energy(-.13)		53.6	51.7	3.8	58.6	54.4	7.8
Assorted Salty Snack(-.02)		85.3	82.7	3.1	89.5	81.6	9.7
Assorted Pretzels(-1.34)		17.4	17.1	1.7	15.3	15.1	1.0
Doritos		14.5	14.4	1.0	14.8	14.4	2.4
Assorted Chocolate(-.15)		20.1	20.1	0.1	19.6	19.4	0.7
Cheetos		10.8	10.8	-0.4	12.2	12.1	0.9
Choc Chip Famous Amos		9.2	9.4	-1.1	10.2	9.5	6.6
Peanut M&Ms		17.4	20.7	-16.2	19.1	17.6	8.8
Ruger Vanilla Wafer		6.4	7.8	-18.6	8.4	7.7	8.4
Zoo Animal Cracker	-.14	10.0	14.9	-32.7	14.8	15.7	-5.3
Skittles		3.5	8.3	-57.8	8.1	7.4	8.5
Snickers	-.69	2.0	14.9	-86.6	3.2	16.0	-80.1
Total		363.1	353.5	2.7	360.0	353.6	1.8

Table 5: Predicted Results of Removing 1 at Site 6056, RC Logit Model



	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Twix Caramel	-.01	24.5	12.1	102.8	14.9	13.1	13.8
Peanut M&Ms	.01	45.0	29.3	53.4	30.8	27.3	12.7
Assorted Chocolate(-.41)	.13	49.5	36.4	36.1	43.4	36.4	19.3
Salted Peanuts	.01	10.0	8.3	20.9	8.7	8.5	2.3
Raisinets	-.01	19.5	17.1	14.2	18.9	17.0	10.8
Assorted Cookie(.01)	.11	40.8	37.8	7.9	42.4	38.5	10.1
Assorted Energy(.11)	-.14	45.5	43.4	4.9	45.4	43.0	5.7
Zoo Animal Cracker	.01	26.5	25.7	3.3	25.9	24.1	7.5
Assorted Salty Snack(.02)		155.8	152.8	1.9	160.3	158.8	1.0
Cheetos		22.0	22.1	-0.6	24.1	23.5	2.6
Assorted Pretzels(-.22)		61.0	62.6	-2.6	63.0	61.9	1.7
Ruger Vanilla Wafer	-.06	8.2	8.6	-4.4	9.6	9.3	3.5
Choc Chip Famous Amos		10.2	10.9	-6.1	12.6	11.4	10.6
Assorted Candy(-.23)	-.01	13.2	14.2	-6.8	13.6	14.7	-7.9
Assorted Potato Chips	-.02	20.2	24.0	-15.5	23.7	22.9	3.4
Doritos		15.2	19.9	-23.5	21.8	20.9	4.0
Skittles	-.12	3.0	5.9	-49.5	4.4	5.1	-12.9
Snickers		0.0	31.3	-100.0	0.0	29.1	-100.0
Grandmas Choc Chip		0.0	3.0	-100.0	0.0	2.2	-100.0
Total		570.2	565.4	0.9	563.3	567.6	-0.8

Table 6: Predicted Results of Removing 1 at Site 6263, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Zoo Animal Cracker		78.1	55.3	41.1	55.6	54.5	1.9
Twix Caramel		101.1	74.4	35.9	73.8	68.6	7.5
Choc Chip Famous Amos		72.5	54.1	33.9	51.1	48.8	4.7
Peanut M&Ms		138.5	107.9	28.4	111.5	104.7	6.5
Ruger Vanilla Wafer	-.01	43.1	34.0	26.9	38.6	36.0	7.3
Assorted Energy		205.2	175.1	17.2	198.8	188.8	5.3
Assorted Candy(.02)	.09	44.2	41.1	7.6	45.6	39.8	14.5
Salted Peanuts(-.14)	-.03	90.6	87.2	3.8	77.1	80.2	-3.8
Assorted Potato Chips(.15)	.01	97.4	94.6	2.9	117.2	106.0	10.6
Grandmas Choc Chip		33.6	33.2	0.9	38.8	35.5	9.3
Assorted Pretzels(-.51)		132.7	138.3	-4.1	117.0	124.9	-6.3
Assorted Chocolate(.16)	.03	92.2	97.4	-5.3	110.8	97.6	13.5
Cheetos		72.3	76.4	-5.4	71.5	72.4	-1.2
Raisinets		39.4	42.9	-8.3	44.5	42.3	5.1
Assorted Salty Snack(.07)		329.5	375.8	-12.3	378.0	386.0	-2.1
Doritos		45.6	52.2	-12.6	55.1	55.3	-0.4
Skittles		29.4	35.5	-17.1	32.6	30.7	6.1
Assorted Cookie(-.02)		22.0	35.6	-38.4	27.2	35.4	-23.1
Snickers		0.0	93.3	-100.0	0.0	105.0	-100.0
Total		1667.0	1704.4	-2.2	1644.7	1712.5	-4.0

Table 7: Predicted Results of Removing 1 at Site 7277, RC Logit Model

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Ruger Vanilla Wafer	131.8	102.7	28.4	118.0	115.7	2.0
Raspberry Knotts	75.3	62.7	20.1	66.5	62.5	6.5
Twix Caramel	239.9	203.8	17.7	203.1	200.2	1.4
Peanut M&Ms	425.4	372.6	14.2	371.1	366.4	1.3
Snickers	391.3	343.1	14.1	356.0	352.5	1.0
Choc Chip Famous Amos	202.9	179.1	13.3	177.4	173.7	2.2
Assorted Energy	651.7	600.9	8.4	605.6	613.6	-1.3
Grandmas Choc Chip	81.0	76.7	5.5	88.3	88.3	-0.0
Salted Peanuts	206.0	195.3	5.5	200.4	188.9	6.1
Assorted Chocolate	358.2	341.3	4.9	372.3	345.3	7.8
Raisinets	148.6	142.2	4.5	140.9	137.5	2.5
Assorted Cookie	141.3	136.9	3.2	110.0	129.3	-14.9
Farleys Mixed Fruit	84.4	82.3	2.6	88.9	84.8	4.7
Assorted Pretzels	574.3	561.4	2.3	543.7	521.4	4.3
Assorted Potato Chips	308.7	304.9	1.3	366.4	325.4	12.6
Assorted Salty Snack	1392.5	1450.2	-4.0	1399.9	1449.7	-3.4
Doritos	223.7	233.2	-4.1	236.3	235.7	0.3
Cheetos	264.2	280.0	-5.6	272.2	280.5	-2.9
Assorted Candy	123.5	146.9	-15.9	153.8	144.2	6.6
Skittles	79.7	106.0	-24.9	96.5	97.7	-1.2
Zoo Animal Cracker	3.1	213.6	-98.6	6.7	213.4	-96.9
Total	6107.3	6135.9	-0.5	5974.1	6126.8	-2.5

Table 1: Predicted Results of Removing 2 at Site 1, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Ruger Vanilla Wafer	.05	29.9	15.4	93.8	20.1	17.7	13.6
Raspberry Knotts	.13	10.3	5.6	83.9	7.5	5.9	27.0
Raisinets	-.01	25.8	15.6	65.0	19.4	18.9	2.2
Farleys Mixed Fruit	.01	21.6	16.1	34.5	19.2	18.8	2.1
Twix Caramel	.01	31.6	24.8	27.7	25.9	24.9	4.4
Assorted Cookie(-.2)	.01	52.5	41.3	27.2	39.0	39.2	-0.5
Assorted Chocolate(-.14)	-.02	99.9	89.0	12.3	84.0	84.0	0.1
Snickers		104.9	94.0	11.6	90.8	88.8	2.2
Salted Peanuts		45.9	42.0	9.1	44.7	41.7	7.1
Peanut M&Ms		101.2	92.9	8.9	91.1	89.1	2.3
Assorted Potato Chips(.19)	-.02	59.2	54.8	7.9	70.8	61.1	15.9
Grandmas Choc Chip	-.02	13.7	12.9	6.0	15.3	14.5	5.8
Assorted Pretzels(-.3)		183.6	179.3	2.4	162.9	164.9	-1.2
Assorted Salty Snack(-.09)		355.5	351.6	1.1	338.2	357.9	-5.5
Cheetos		74.8	76.2	-1.8	77.1	77.6	-0.6
Choc Chip Famous Amos	.01	40.6	43.4	-6.3	43.6	42.4	2.8
Assorted Energy		104.8	112.7	-7.0	108.2	104.2	3.8
Assorted Candy(.29)	-.02	46.0	50.5	-9.0	71.2	48.2	47.7
Doritos		57.4	64.6	-11.1	65.6	64.8	1.3
Skittles	-.02	3.1	11.7	-73.8	12.0	12.8	-6.0
Zoo Animal Cracker		0.0	58.2	-100.0	0.0	59.6	-100.0
Total		1462.2	1452.6	0.7	1406.8	1436.9	-2.1

Table 2: Predicted Results of Removing 2 at Site 93, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Salted Peanuts(-.25)	.01	51.7	29.2	76.7	42.1	30.7	36.9
Ruger Vanilla Wafer		43.1	35.7	20.8	36.7	37.7	-2.6
Peanut M&Ms		111.1	92.3	20.3	89.4	91.6	-2.4
Grandmas Choc Chip		29.9	25.0	19.7	28.0	28.9	-3.1
Twix Caramel		61.5	51.8	18.9	55.4	57.0	-2.8
Assorted Chocolate(-.96)	.11	77.1	68.8	12.0	75.4	70.6	6.7
Snickers	-.02	85.7	79.7	7.5	75.9	80.0	-5.1
Choc Chip Famous Amos	.03	43.3	42.6	1.8	43.7	43.9	-0.4
Assorted Pretzels(-.81)		97.8	97.2	0.7	101.2	93.2	8.5
Assorted Potato Chips(.16)		78.0	78.2	-0.3	98.2	74.0	32.8
Cheetos		68.3	69.2	-1.3	63.6	72.1	-11.9
Doritos		60.5	61.9	-2.1	53.8	57.4	-6.2
Assorted Energy(.09)		132.6	138.5	-4.3	132.3	147.1	-10.1
Raspberry Knotts	.03	13.5	14.6	-7.4	15.6	15.8	-0.8
Raisinets		35.2	40.0	-12.0	37.8	38.5	-1.9
Skittles	.02	27.0	31.5	-14.4	30.2	31.3	-3.7
Assorted Salty Snack(.06)		284.0	337.2	-15.8	294.8	329.9	-10.6
Farleys Mixed Fruit	.1	11.0	14.9	-26.3	16.4	14.3	15.1
Assorted Candy(-.24)		14.9	25.3	-41.3	15.0	24.8	-39.4
Zoo Animal Cracker	-.96	1.3	33.0	-96.1	1.8	33.8	-94.6
Assorted Cookie		0.0	29.4	-100.0	0.0	19.5	-100.0
Total		1327.4	1395.9	-4.9	1307.4	1392.2	-6.1

Table 3: Predicted Results of Removing 2 at Site 5055, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Ruger Vanilla Wafer	.16	5.7	2.0	187.9	3.5	2.4	49.3
Grandmas Choc Chip	.25	5.0	2.1	142.9	5.0	3.1	61.0
Choc Chip Famous Amos		18.2	10.3	77.5	12.4	11.5	7.8
Assorted Energy(-.21)	-.09	71.5	52.4	36.5	46.9	49.1	-4.5
Assorted Chocolate(-.17)	-.08	23.9	18.5	29.6	22.4	24.1	-7.0
Assorted Cookie(-.3)		26.8	20.8	28.7	20.9	21.2	-1.2
Twix Caramel	-.02	17.5	14.0	24.9	15.4	14.0	9.4
Raspberry Knotts	.06	5.2	4.4	16.9	4.7	3.9	18.7
Raisinets	.12	12.9	11.1	16.0	12.0	9.9	21.4
Assorted Candy(.2)	-.02	26.9	23.6	14.0	27.1	28.4	-4.5
Peanut M&Ms		24.0	21.7	10.3	24.3	22.6	7.5
Salted Peanuts	-.01	7.2	6.9	4.8	8.0	8.0	0.1
Snickers		18.5	17.8	4.1	22.0	20.4	8.0
Assorted Potato Chips(.04)	.04	27.1	27.1	0.0	28.7	25.6	11.8
Doritos		14.8	14.9	-0.4	17.1	16.1	6.3
Assorted Pretzels(-.05)	.07	59.1	59.6	-0.8	65.3	58.7	11.2
Skittles	-.02	5.2	6.0	-12.3	7.7	6.6	16.9
Assorted Salty Snack(-.03)	-.05	73.2	87.6	-16.5	84.3	84.5	-0.2
Cheetos	-.1	11.3	16.1	-29.6	13.5	14.9	-9.5
Zoo Animal Cracker		0.0	22.2	-100.0	0.0	17.9	-100.0
Total		454.0	438.9	3.5	441.1	442.8	-0.4

Table 4: Predicted Results of Removing 2 at Site 5655, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Twix Caramel		23.4	15.1	54.5	14.9	14.6	1.6
Choc Chip Famous Amos		10.5	7.6	38.1	10.3	10.2	1.3
Doritos		16.4	13.0	25.6	15.3	15.4	-0.1
Assorted Cookie(-.52)		11.0	9.4	16.6	9.2	10.2	-10.1
Farleys Mixed Fruit		12.0	10.3	16.2	11.3	11.1	1.8
Raspberry Knotts		6.9	6.2	11.2	5.5	5.4	0.9
Assorted Salty Snack(-.18)		109.6	102.3	7.2	93.3	95.7	-2.5
Assorted Energy(-.19)		60.1	56.4	6.7	59.8	58.0	3.1
Assorted Potato Chips	-0.01	10.6	11.3	-6.1	11.4	11.3	1.6
Assorted Pretzels(-.99)		16.1	17.2	-6.5	15.7	15.9	-1.1
Snickers		14.3	15.5	-7.8	17.5	17.2	1.6
Peanut M&Ms		20.0	22.1	-9.3	19.2	18.9	1.5
Salted Peanuts		7.8	8.6	-10.3	11.2	11.2	-0.0
Ruger Vanilla Wafer		5.6	6.6	-14.6	8.5	8.3	1.6
Assorted Candy(-.05)		16.8	20.3	-17.4	19.5	19.3	1.3
Skittles		8.0	9.7	-17.9	8.2	8.1	1.3
Cheetos		9.9	12.3	-20.0	12.6	12.8	-1.5
Assorted Chocolate(-.09)		14.3	18.8	-24.2	19.5	20.6	-5.0
Raisinets	-0.01	3.5	4.9	-28.2	5.6	5.5	0.4
Zoo Animal Cracker	-0.69	1.8	14.5	-87.9	3.5	16.8	-79.1
Total		378.4	382.2	-1.0	372.0	386.4	-3.7

Table 5: Predicted Results of Removing 2 at Site 6056, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Farleys Mixed Fruit	.01	13.3	8.1	64.0	10.3	9.7	5.9
Assorted Cookie	-.01	48.5	31.4	54.4	34.7	33.6	3.2
Raisinets	.01	25.0	17.0	46.9	18.8	17.8	5.6
Peanut M&Ms		33.0	24.6	34.1	29.8	28.1	6.0
Raspberry Knott's	.13	9.8	7.7	28.0	8.2	6.7	21.0
Assorted Chocolate(-.44)	.15	42.5	37.9	12.1	42.3	36.8	15.0
Assorted Pretzels(-.2)		72.5	67.0	8.2	65.4	63.5	3.0
Assorted Energy(.12)	-.14	49.0	46.3	5.8	44.3	44.2	0.2
Assorted Salty Snack		169.0	165.6	2.0	164.9	164.6	0.2
Twix Caramel	.01	12.2	12.1	0.9	14.5	13.6	6.3
Snickers		29.0	28.8	0.6	31.9	29.7	7.2
Assorted Potato Chips	.01	19.8	20.8	-4.6	25.0	24.1	3.8
Cheetos	.03	20.5	23.5	-12.8	24.7	23.5	5.1
Doritos	.03	17.7	22.7	-22.1	22.3	21.0	6.6
Assorted Candy(-1.1)	-.16	4.3	5.8	-24.7	3.2	6.2	-48.1
Choc Chip Famous Amos		8.7	11.6	-25.2	12.4	11.6	6.7
Ruger Vanilla Wafer	-.06	6.0	8.5	-29.6	9.5	10.0	-5.4
Salted Peanuts	-.01	5.7	10.6	-46.5	8.7	8.4	3.9
Skittles	-.05	2.0	4.6	-56.1	4.5	5.2	-12.6
Zoo Animal Cracker		0.0	25.0	-100.0	0.0	24.9	-100.0
Grandmas Choc Chip		0.0	1.9	-100.0	0.0	2.4	-100.0
Total		588.5	581.3	1.2	575.3	585.6	-1.8

Table 6: Predicted Results of Removing 2 at Site 6263, RC Logit Model



	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Snickers		139.0	107.4	29.5	117.9	116.4	1.3
Choc Chip Famous Amos		81.6	63.7	28.1	55.0	54.1	1.8
Raspberry Knotts		29.7	24.3	22.3	25.1	24.7	1.6
Ruger Vanilla Wafer		41.5	34.5	20.2	39.7	39.6	0.3
Assorted Energy		233.7	194.6	20.0	214.1	211.0	1.5
Peanut M&Ms		136.2	119.0	14.5	117.3	116.1	1.0
Twix Caramel		93.8	86.1	8.9	77.0	76.0	1.3
Assorted Pretzels(.13)		145.2	141.2	2.9	133.3	125.3	6.4
Doritos		56.9	56.2	1.3	62.1	61.2	1.6
Assorted Potato Chips	.01	114.0	112.6	1.2	132.2	129.4	2.2
Assorted Salty Snack(.1)		401.2	405.9	-1.2	424.3	417.1	1.7
Cheetos		79.4	82.5	-3.9	80.7	79.5	1.5
Assorted Chocolate(.18)		100.5	108.4	-7.3	128.7	109.3	17.7
Grandmas Choc Chip		32.4	34.9	-7.4	39.9	39.4	1.4
Salted Peanuts	-.03	87.8	98.0	-10.4	85.7	88.9	-3.6
Raisinets		46.3	53.7	-13.7	47.5	46.9	1.4
Skittles		34.4	42.5	-19.2	33.9	33.8	0.5
Farleys Mixed Fruit		26.5	32.8	-19.5	31.7	31.0	2.2
Assorted Candy		14.7	21.4	-31.4	17.7	17.4	1.8
Assorted Cookie		2.5	4.6	-45.9	6.2	5.5	11.2
Zoo Animal Cracker	-.97	0.0	60.9	-100.0	1.4	60.5	-97.7
Total		1896.7	1885.0	0.6	1871.5	1882.9	-0.6

Table 7: Predicted Results of Removing 2 at Site 7277, RC Logit Model

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Salted Peanuts	216.3	177.6	21.8	199.4	182.8	9.1
Assorted Potato Chips	334.5	285.6	17.1	356.1	291.2	22.3
Sun Chips	198.3	170.9	16.0	178.9	176.2	1.5
Peanut M&Ms	396.9	350.3	13.3	357.4	355.9	0.4
Choc Chip Famous Amos	192.1	177.6	8.1	172.1	170.2	1.2
Raisinets	148.9	139.0	7.2	134.0	135.2	-0.9
Frito	179.9	168.3	6.9	190.6	163.6	16.5
Hot Stuff Jays	94.2	88.4	6.6	95.4	108.4	-11.9
Snickers	350.2	329.8	6.2	343.1	341.0	0.6
Assorted Energy	599.9	577.9	3.8	578.1	588.2	-1.7
Cheez-It Original	174.7	168.3	3.8	163.2	167.8	-2.8
Assorted Chocolate	345.3	335.4	2.9	354.6	347.9	1.9
Cheetos	275.9	268.5	2.7	274.0	269.8	1.6
Twix Caramel	213.2	210.5	1.3	198.7	197.4	0.7
Farleys Mixed Fruit	82.8	82.3	0.6	85.9	84.1	2.2
Assorted Cookie	379.9	379.0	0.2	367.9	381.1	-3.5
Zoo Animal Cracker	204.2	205.4	-0.6	207.5	209.5	-0.9
Assorted Candy	146.3	151.8	-3.6	146.8	140.2	4.7
Assorted Salty Snack	818.6	872.1	-6.1	760.7	853.2	-10.8
Assorted Pretzels	500.0	545.8	-8.4	520.8	529.5	-1.6
Skittles	73.2	101.0	-27.6	92.7	94.8	-2.2
Doritos	6.7	221.5	-97.0	47.3	231.1	-79.5
Total	5931.9	6007.0	-1.2	5825.3	6019.0	-3.2

Table 1: Predicted Results of Removing 3 at Site 1, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Assorted Potato Chips(.2)	.05	78.1	60.8	28.5	70.2	55.8	25.7
Salted Peanuts	-.06	57.3	45.3	26.3	44.9	45.2	-0.7
Cheetos	.09	80.3	64.6	24.2	80.1	70.5	13.6
Sun Chips	.04	59.3	49.1	20.7	52.2	47.7	9.4
Peanut M&Ms		101.3	86.7	16.8	90.2	89.4	0.9
Snickers	.01	103.2	88.3	16.8	89.2	87.5	2.0
Twix Caramel	-.01	34.8	31.4	10.9	28.1	26.7	5.2
Cheez-It Original	-.05	45.5	41.4	9.9	39.2	42.9	-8.7
Assorted Energy(-.04)		101.6	96.2	5.6	110.5	106.1	4.2
Choc Chip Famous Amos	.03	46.5	44.2	5.3	43.3	41.4	4.8
Assorted Chocolate(-.4)	-.02	91.5	87.8	4.2	81.1	89.4	-9.3
Zoo Animal Cracker		56.0	53.8	4.2	59.8	59.7	0.3
Assorted Cookie(-.13)	-.01	88.9	85.9	3.5	79.2	82.4	-3.8
Assorted Candy(.14)	-.03	67.8	65.8	3.1	68.9	57.3	20.2
Frito	.02	50.2	49.3	1.8	50.9	48.4	5.2
Farleys Mixed Fruit	.01	19.8	20.0	-0.9	19.1	19.8	-3.8
Raisinets		18.7	20.6	-9.0	18.9	19.1	-1.2
Assorted Pretzels(-.25)		155.0	172.5	-10.1	163.9	171.0	-4.2
Assorted Salty Snack(-.12)	.01	181.2	226.4	-20.0	175.9	224.6	-21.7
Hot Stuff Jays	.03	17.8	24.6	-28.0	23.3	23.3	0.4
Skittles	-.06	5.3	10.0	-47.2	11.7	13.7	-14.4
Doritos	-.73	2.5	59.5	-95.8	14.3	64.1	-77.8
Total		1462.4	1484.2	-1.5	1415.2	1486.1	-4.8

Table 2: Predicted Results of Removing 3 at Site 93, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Hot Stuff Jays		31.3	20.0	56.2	25.1	24.8	1.0
Peanut M&Ms	.04	107.6	82.5	30.4	88.5	85.1	4.1
Assorted Potato Chips(.35)		95.0	73.2	29.8	99.2	70.3	41.1
Choc Chip Famous Amos	.01	53.0	41.5	27.5	43.7	42.9	1.7
Frito	.06	34.2	26.8	27.4	33.0	27.7	19.0
Farleys Mixed Fruit	.12	16.3	13.5	20.3	16.2	13.8	17.4
Salted Peanuts(-.29)	.02	42.2	35.7	18.1	43.0	39.5	8.8
Assorted Chocolate(-.6)	.06	82.6	71.5	15.4	74.0	69.1	7.1
Snickers	.04	78.4	70.0	12.0	76.8	73.8	4.1
Sun Chips		44.3	41.8	6.1	42.4	41.8	1.3
Cheetos		70.7	68.3	3.5	65.3	65.0	0.5
Raisinets		37.5	37.2	0.9	37.2	37.3	-0.2
Assorted Pretzels(-.47)		107.4	107.2	0.2	100.7	106.4	-5.4
Twix Caramel		56.2	56.5	-0.5	54.9	54.8	0.2
Assorted Salty Snack(-.07)	-0.02	173.0	181.7	-4.8	162.8	188.5	-13.6
Assorted Cookie(-.2)		81.0	87.5	-7.5	79.6	90.8	-12.3
Assorted Energy(.15)		119.0	129.6	-8.2	132.4	125.3	5.7
Cheez-It Original		32.6	36.0	-9.5	37.3	36.6	1.8
Zoo Animal Cracker	-0.02	26.2	33.4	-21.8	32.1	32.4	-0.8
Skittles	.03	21.5	31.0	-30.8	29.6	29.3	0.8
Assorted Candy(-.31)	.1	11.2	20.0	-44.0	14.5	17.2	-15.7
Doritos	-0.75	1.1	57.3	-98.1	10.7	53.8	-80.1
Total		1322.0	1322.4	-0.0	1299.0	1326.4	-2.1

Table 3: Predicted Results of Removing 3 at Site 5055, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Raisinets	.03	15.2	9.0	70.1	10.3	10.4	-0.2
Zoo Animal Cracker		26.4	19.2	37.8	16.7	17.2	-2.7
Cheez-It Original	-.04	11.8	10.1	17.3	11.4	10.4	9.1
Assorted Cookie(.06)	-.21	37.1	32.6	14.0	29.7	29.2	1.6
Assorted Energy(-.21)	.02	50.7	46.4	9.3	39.4	48.8	-19.3
Assorted Candy(.09)	-.02	22.9	21.6	6.2	23.2	25.4	-8.7
Sun Chips	-.02	8.7	8.3	5.8	8.3	9.6	-14.0
Twix Caramel	-.02	10.8	10.2	5.8	14.2	13.6	4.1
Assorted Chocolate(-.28)	-.08	22.0	21.6	1.8	20.8	25.1	-17.1
Assorted Salty Snack(.04)	.11	57.4	61.6	-6.8	47.9	53.5	-10.5
Assorted Potato Chips(.13)	.12	18.8	21.0	-10.5	25.5	20.0	27.4
Assorted Pretzels(-.27)	.11	50.3	56.9	-11.7	52.9	54.8	-3.6
Snickers		15.3	17.7	-13.3	19.1	19.6	-2.8
Choc Chip Famous Amos		8.8	10.5	-16.2	10.8	11.0	-2.0
Frito	-.02	8.8	11.2	-22.1	12.1	11.4	6.1
Peanut M&Ms		15.2	20.6	-26.5	21.1	21.8	-3.1
Salted Peanuts	-.03	6.1	8.3	-26.5	7.3	7.6	-3.4
Cheetos	-.18	10.8	14.9	-27.5	12.8	15.7	-18.7
Skittles	.01	3.3	4.8	-32.0	7.0	6.6	6.0
Hot Stuff Jays	.01	0.8	1.3	-40.6	1.8	2.0	-6.1
Doritos	-.35	0.0	15.1	-100.0	8.3	15.5	-46.4
Total		401.1	422.7	-5.1	400.4	429.1	-6.7

Table 4: Predicted Results of Removing 3 at Site 5655, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Skittles		13.3	9.4	40.7	8.8	8.1	9.4
Assorted Candy(.05)		31.5	23.8	32.3	21.1	19.2	9.7
Assorted Energy(-.1)		70.0	55.4	26.4	59.8	57.4	4.2
Assorted Salty Snack(-.02)		94.1	75.9	24.1	83.5	75.4	10.7
Twix Caramel		22.9	18.6	22.9	16.0	14.6	9.5
Salted Peanuts		10.6	9.0	18.0	12.4	11.2	11.0
Peanut M&Ms		23.1	19.8	17.1	20.7	18.9	9.5
Cheetos		12.8	11.3	13.1	14.2	12.8	10.3
Farleys Mixed Fruit		9.8	8.6	12.8	12.1	11.1	9.6
Choc Chip Famous Amos		10.4	9.4	10.1	11.2	10.2	9.9
Assorted Chocolate(-.13)		19.6	18.4	6.5	22.7	20.8	9.1
Zoo Animal Cracker		16.8	16.8	-0.3	18.4	16.8	9.7
Frito	.05	10.9	11.8	-7.7	14.3	12.2	17.0
Assorted Potato Chips	.05	9.9	11.2	-11.8	12.3	10.8	14.2
Assorted Cookie(.3)		18.8	21.3	-12.1	27.4	22.9	19.8
Raisinets		5.2	6.1	-13.4	6.0	5.5	7.8
Snickers		13.9	16.5	-16.1	18.9	17.2	9.5
Assorted Pretzels(-1.41)		14.1	18.0	-21.5	17.5	16.1	8.6
Sun Chips		3.4	4.4	-23.0	5.3	4.7	13.3
Doritos	-.69	0.6	14.6	-95.7	3.5	15.4	-77.5
Hot Stuff Jays		0.0	8.0	-100.0	0.0	12.1	-100.0
Total		411.5	388.3	6.0	406.1	393.5	3.2

Table 5: Predicted Results of Removing 3 at Site 6056, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Hot Stuff Jays		22.7	12.7	79.0	14.5	14.9	-2.5
Raisinets	.01	23.3	13.7	70.8	17.4	17.5	-0.5
Cheez-It Original		34.5	28.1	22.7	26.6	27.0	-1.4
Cheetos		29.2	24.2	20.7	23.7	23.9	-1.1
Farleys Mixed Fruit	.01	12.8	11.1	15.8	9.4	9.5	-1.0
Assorted Potato Chips	.02	24.0	21.7	10.8	23.0	23.8	-3.4
Assorted Chocolate(-.28)	.06	40.0	37.7	6.1	38.5	38.9	-1.1
Assorted Cookie		54.0	50.9	6.0	48.5	49.8	-2.7
Zoo Animal Cracker	-.1	23.5	22.3	5.2	22.8	24.7	-7.8
Skittles	-.02	3.2	3.2	0.3	4.1	4.5	-9.1
Twix Caramel	.01	14.7	14.8	-0.7	13.5	13.5	0.2
Snickers		26.0	28.5	-8.7	29.1	29.7	-1.8
Frito		14.8	16.6	-10.5	19.2	19.3	-0.6
Sun Chips		15.0	16.9	-11.2	14.8	15.1	-2.5
Assorted Energy(-.51)	-.07	39.5	45.8	-13.7	34.3	42.4	-19.0
Salted Peanuts	-.01	6.0	7.1	-15.0	8.0	8.5	-6.8
Peanut M&Ms		23.7	28.2	-16.2	27.3	27.9	-2.4
Assorted Salty Snack(.04)		74.8	90.1	-16.9	80.1	83.0	-3.5
Assorted Pretzels(-.13)		52.3	63.4	-17.5	60.8	62.6	-2.9
Choc Chip Famous Amos		8.8	12.6	-30.1	11.5	11.6	-1.2
Assorted Candy(-.56)	-.06	2.5	3.8	-33.5	2.8	4.2	-33.8
Doritos	-.67	0.5	19.5	-97.4	5.3	21.4	-75.0
Total		545.8	572.7	-4.7	535.2	573.9	-6.7

Table 6: Predicted Results of Removing 3 at Site 6263, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Sun Chips		67.6	50.5	33.9	56.0	57.2	-2.2
Salted Peanuts(-.01)	-.04	94.1	72.1	30.5	83.8	70.8	18.4
Frito	.2	61.2	52.6	16.3	61.2	44.6	37.3
Peanut M&Ms		126.1	112.6	12.0	109.6	112.8	-2.9
Assorted Potato Chips(.18)	.02	108.8	97.8	11.2	125.8	110.4	13.9
Choc Chip Famous Amos		64.6	59.4	8.8	51.7	53.0	-2.5
Assorted Energy		219.1	204.5	7.2	201.6	208.3	-3.2
Snickers		113.4	108.8	4.3	110.1	113.3	-2.9
Assorted Salty Snack(.09)		238.1	236.5	0.7	210.5	228.3	-7.8
Hot Stuff Jays		21.8	21.8	-0.1	30.6	31.2	-2.0
Assorted Cookie(.1)		100.2	100.8	-0.6	103.5	106.0	-2.4
Cheez-It Original		50.2	52.6	-4.6	48.7	50.9	-4.3
Assorted Pretzels(-.65)		120.8	127.8	-5.5	125.1	118.5	5.5
Twix Caramel		73.9	79.1	-6.6	72.0	74.1	-2.8
Raisinets		48.9	52.6	-7.0	44.1	45.3	-2.6
Zoo Animal Cracker		55.4	59.9	-7.6	57.6	58.7	-1.9
Assorted Chocolate(.22)		89.6	98.4	-8.9	117.6	104.6	12.4
Cheetos		72.1	85.2	-15.3	78.0	81.9	-4.7
Farleys Mixed Fruit		24.1	29.1	-17.0	29.1	29.9	-2.5
Skittles		26.7	42.6	-37.3	31.4	32.6	-3.4
Assorted Candy		10.4	16.9	-38.3	16.3	16.8	-2.9
Doritos	-.88	2.0	55.5	-96.4	5.2	61.0	-91.4
Total		1789.1	1816.8	-1.5	1769.5	1810.1	-2.2

Table 7: Predicted Results of Removing 3 at Site 7277, RC Logit Model



$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Plain M&Ms	128.7	89.1	44.5	101.2	81.1	24.9
Snickers	429.9	306.5	40.3	343.7	309.0	11.2
Raisinets	150.8	117.5	28.3	124.9	115.6	8.0
Farleys Mixed Fruit	95.3	74.7	27.5	81.0	70.9	14.2
Salted Peanuts	208.3	174.8	19.1	191.5	175.3	9.2
Twix Caramel	225.0	189.5	18.7	197.3	177.3	11.3
Assorted Potato Chips	302.3	273.1	10.7	336.0	286.5	17.2
Choc Chip Famous Amos	178.4	161.8	10.3	168.1	156.7	7.2
Assorted Candy	154.8	141.6	9.3	154.2	129.1	19.5
Ruger Vanilla Wafer	109.1	100.2	8.9	113.1	100.3	12.8
Assorted Cookie	144.9	134.5	7.7	136.7	137.7	-0.7
Assorted Pretzels	482.5	463.4	4.1	463.7	454.2	2.1
Cheetos	265.7	255.9	3.8	245.1	249.0	-1.6
Zoo Animal Cracker	187.9	181.9	3.3	190.5	182.6	4.3
Doritos	185.1	181.1	2.2	211.4	207.1	2.1
Assorted Energy	556.3	552.1	0.8	568.2	558.2	1.8
Grandmas Choc Chip	77.5	77.4	0.1	89.8	79.8	12.5
Assorted Salty Snack	1241.9	1245.8	-0.3	1230.3	1258.8	-2.3
Assorted Chocolate	223.2	235.4	-5.2	242.1	224.1	8.0
Skittles	73.5	92.6	-20.7	93.8	90.3	3.9
Peanut M&Ms	0.0	317.7	-100.0	6.8	328.1	-97.9
Total	5420.8	5366.7	1.0	5289.3	5371.7	-1.5

Table 1: Predicted Results of Removing 4 at Site 1, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Ruger Vanilla Wafer	.07	31.5	16.5	91.2	22.6	17.0	32.8
Assorted Candy(.32)	-.03	88.9	48.2	84.6	77.2	46.5	66.1
Snickers	.03	130.0	81.1	60.3	101.0	86.5	16.7
Plain M&Ms	-.02	80.4	60.6	32.6	57.9	54.6	6.0
Twix Caramel	.02	34.1	27.0	26.4	29.5	23.3	26.3
Raisinets	-.02	21.2	16.8	26.0	19.6	19.2	1.7
Farleys Mixed Fruit		24.3	19.7	23.8	21.9	20.1	8.8
Salted Peanuts		49.9	41.8	19.5	45.6	43.0	6.3
Cheetos		95.1	82.9	14.7	79.7	78.6	1.4
Assorted Potato Chips(.34)		61.6	54.5	13.1	73.2	54.9	33.3
Choc Chip Famous Amos	.01	44.0	40.2	9.6	46.8	42.9	9.0
Assorted Pretzels(-.33)	-.01	169.3	158.5	6.8	166.6	166.5	0.0
Assorted Cookie(-.18)		50.4	47.4	6.3	49.1	48.4	1.4
Doritos	.01	68.7	64.8	5.9	68.0	64.8	5.1
Zoo Animal Cracker		57.9	56.0	3.3	63.5	60.2	5.4
Assorted Energy(.3)		116.4	118.3	-1.6	119.0	117.6	1.2
Assorted Salty Snack(-.1)		352.7	384.6	-8.3	354.3	373.4	-5.1
Assorted Chocolate(-.09)	-.07	25.3	31.2	-19.0	34.3	28.7	19.2
Grandmas Choc Chip	.06	8.3	13.1	-36.3	16.5	12.7	29.7
Skittles	-.05	3.7	15.0	-75.1	12.8	14.6	-12.1
Peanut M&Ms		0.0	96.9	-100.0	0.0	91.2	-100.0
Total		1513.9	1475.0	2.6	1459.0	1465.0	-0.4

Table 2: Predicted Results of Removing 4 at Site 93, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Plain M&Ms		3.5	2.1	69.4	4.1	2.6	59.1
Snickers		112.0	78.6	42.5	81.5	75.8	7.6
Salted Peanuts(-.25)	.02	44.0	31.2	40.8	41.9	31.2	34.3
Assorted Potato Chips(.15)		93.7	71.5	31.0	96.7	72.0	34.3
Raisinets		48.1	37.6	27.9	39.4	36.7	7.2
Twix Caramel		65.7	51.8	26.9	58.3	54.0	7.8
Farleys Mixed Fruit	.24	15.5	12.5	23.7	16.9	11.1	52.5
Choc Chip Famous Amos	.03	49.8	40.3	23.5	44.5	41.7	6.7
Ruger Vanilla Wafer		42.0	35.7	17.5	38.4	35.9	7.0
Grandmas Choc Chip		26.7	25.0	6.6	29.3	27.2	7.7
Assorted Pretzels(-.61)		107.4	101.8	5.5	99.7	95.8	4.1
Doritos		52.5	52.3	0.4	52.8	53.9	-2.0
Cheetos		61.3	61.2	0.2	62.2	66.7	-6.9
Assorted Salty Snack(-.02)		296.3	298.6	-0.8	289.1	312.0	-7.3
Assorted Chocolate(-1.54)	.11	68.2	68.9	-1.0	73.6	65.1	13.0
Zoo Animal Cracker		31.3	32.5	-3.6	32.8	32.0	2.4
Assorted Energy(.1)		124.1	132.1	-6.1	133.7	130.1	2.8
Skittles	.03	25.0	30.9	-19.2	31.2	29.5	5.4
Assorted Cookie(-.31)	.03	14.8	26.8	-44.7	15.7	25.6	-38.6
Assorted Candy(-.47)	.08	10.0	27.6	-63.8	15.0	24.1	-37.9
Peanut M&Ms	-.98	0.0	85.4	-100.0	1.4	87.0	-98.4
Total		1291.9	1304.7	-1.0	1258.1	1310.2	-4.0

Table 3: Predicted Results of Removing 4 at Site 5055, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Plain M&Ms	-.04	14.7	6.1	139.7	8.0	7.4	7.2
Raisinets	.08	18.4	9.0	105.1	11.6	10.1	14.7
Zoo Animal Cracker	.01	25.7	18.6	38.3	17.6	17.3	2.1
Assorted Cookie(.09)	-.17	31.5	24.6	27.8	26.3	25.7	2.2
Assorted Energy(.07)	-.01	57.9	48.2	20.1	45.4	49.8	-9.0
Assorted Pretzels(-.04)	.08	60.5	59.9	1.1	53.5	55.4	-3.4
Grandmas Choc Chip	-.06	2.3	2.2	0.9	2.2	2.4	-8.4
Assorted Potato Chips(.18)	.07	22.5	22.3	0.9	25.7	21.5	19.7
Skittles		3.7	4.0	-6.5	7.3	6.6	10.5
Twix Caramel	-.04	13.6	14.8	-8.5	15.1	14.1	7.6
Assorted Salty Snack(.02)	.1	82.3	92.0	-10.5	83.9	89.5	-6.2
Snickers	-.01	17.0	19.7	-13.7	21.5	20.0	7.3
Assorted Candy(.4)		22.8	26.7	-14.6	25.7	26.5	-3.0
Cheetos	-.16	12.7	15.4	-17.7	12.7	15.4	-17.1
Doritos	-.01	6.2	8.1	-22.9	15.6	15.8	-1.3
Choc Chip Famous Amos	-.01	8.6	11.5	-25.1	11.6	11.2	3.4
Salted Peanuts(-.09)	-.03	5.6	9.1	-38.3	7.5	7.6	-1.2
Assorted Chocolate(-.23)	-.07	7.6	18.8	-59.8	13.8	17.8	-22.8
Ruger Vanilla Wafer	-.01	0.1	1.2	-91.6	2.2	2.2	3.0
Peanut M&Ms		0.0	20.7	-100.0	0.0	22.2	-100.0
Total		413.7	433.0	-4.5	407.2	438.5	-7.1

Table 4: Predicted Results of Removing 4 at Site 5655, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Salted Peanuts(-.21)	.2	12.5	5.2	138.9	10.0	7.8	28.1
Twix Caramel		18.9	11.8	60.1	13.7	13.6	1.2
Skittles		8.2	5.3	55.3	7.5	7.5	0.4
Assorted Cookie(1.1)		16.3	10.7	52.6	14.7	9.0	64.3
Farleys Mixed Fruit		16.8	11.4	46.9	10.2	10.2	-0.3
Choc Chip Famous Amos		11.6	10.6	9.5	9.3	9.5	-2.1
Assorted Chocolate(-.22)	.07	14.8	13.9	7.1	11.9	12.4	-4.1
Assorted Pretzels(-1.9)		12.0	11.5	4.4	14.1	15.4	-8.3
Doritos		10.3	10.0	3.4	13.5	14.3	-5.5
Assorted Salty Snack(-.1)		77.3	75.6	2.2	82.3	82.9	-0.6
Snickers		17.7	17.4	1.5	16.2	16.0	0.9
Plain M&Ms		8.8	8.9	-1.2	7.1	6.9	2.2
Cheetos		12.2	12.7	-3.7	11.1	12.0	-7.8
Assorted Candy(.19)		19.8	20.9	-5.5	18.3	15.4	18.8
Raisinets	-.03	4.0	4.7	-15.3	4.9	5.0	-1.4
Assorted Energy(-.29)		54.9	67.0	-18.0	53.9	59.1	-8.9
Assorted Potato Chips	-.21	7.4	11.6	-36.2	9.4	14.2	-33.6
Zoo Animal Cracker		9.6	17.3	-44.7	15.1	15.6	-2.8
Ruger Vanilla Wafer		2.0	13.1	-84.7	7.8	7.7	1.4
Peanut M&Ms		0.0	13.3	-100.0	0.0	17.5	-100.0
Total		335.2	353.0	-5.0	331.3	352.1	-5.9

Table 5: Predicted Results of Removing 4 at Site 6056, RC Logit Model

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$

Table 6: Predicted Results of Removing 4 at Site 6263, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Plain M&Ms	.12	21.2	11.3	88.1	24.1	9.5	154.8
Snickers		153.2	109.7	39.6	123.5	110.7	11.6
Assorted Cookie		31.9	25.0	27.5	30.8	28.9	6.5
Farleys Mixed Fruit		38.7	31.1	24.3	32.0	29.5	8.6
Raisinets		59.1	49.4	19.7	49.4	44.5	10.9
Twix Caramel		92.7	84.1	10.3	80.7	72.3	11.6
Zoo Animal Cracker		63.4	57.5	10.2	61.5	57.6	6.9
Salted Peanuts	-.04	96.3	87.5	10.0	86.4	85.7	0.8
Assorted Salty Snack(.08)		433.3	394.9	9.7	420.7	400.9	4.9
Assorted Energy		203.0	186.5	8.8	216.2	201.5	7.3
Choc Chip Famous Amos		64.4	59.2	8.7	55.9	51.4	8.8
Grandmas Choc Chip		40.2	37.0	8.4	41.8	37.5	11.5
Assorted Chocolate(-.38)	.01	107.4	102.6	4.7	108.5	100.0	8.6
Assorted Potato Chips		117.1	113.2	3.5	130.9	123.9	5.6
Doritos		47.4	45.9	3.2	61.4	58.3	5.3
Assorted Pretzels(-.32)		133.2	131.8	1.1	129.8	121.2	7.2
Cheetos		84.4	83.7	0.8	79.4	76.2	4.2
Ruger Vanilla Wafer		33.5	33.7	-0.5	42.0	37.5	12.1
Skittles		32.9	37.5	-12.3	35.0	32.1	9.1
Assorted Candy		13.4	18.2	-26.7	18.0	16.5	8.6
Peanut M&Ms	-.94	0.0	101.4	-100.0	5.4	110.3	-95.1
Total		1866.3	1801.1	3.6	1833.7	1806.0	1.5

Table 7: Predicted Results of Removing 4 at Site 7277, RC Logit Model

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Sun Chips	260.8	178.4	46.2	179.3	176.8	1.4
Frito	199.2	149.6	33.2	190.3	147.1	29.3
Salted Peanuts	210.0	171.7	22.3	199.7	180.4	10.7
Assorted Potato Chips	363.2	299.0	21.5	357.6	295.7	20.9
Doritos	258.4	231.8	11.4	236.2	231.2	2.2
Farleys Mixed Fruit	90.7	82.3	10.2	84.2	83.1	1.3
Assorted Energy	605.5	555.4	9.0	591.8	587.0	0.8
Peanut M&Ms	383.9	353.2	8.7	347.8	357.5	-2.7
Assorted Chocolate	363.4	356.8	1.8	357.4	349.7	2.2
Zoo Animal Cracker	201.8	206.8	-2.4	206.2	206.9	-0.3
Snickers	364.9	374.8	-2.6	337.4	342.6	-1.5
Assorted Cookie	346.8	356.7	-2.8	362.6	367.5	-1.3
Assorted Pretzels	501.2	521.4	-3.9	546.1	513.8	6.3
Cheez-It Original	153.4	160.7	-4.5	173.5	170.6	1.7
Raisinets	124.6	130.5	-4.6	131.1	133.4	-1.7
Twix Caramel	188.0	201.5	-6.7	190.0	198.0	-4.1
Assorted Salty Snack	775.5	836.5	-7.3	775.5	845.6	-8.3
Choc Chip Famous Amos	155.2	171.7	-9.6	168.7	169.0	-0.2
Assorted Candy	136.0	151.5	-10.2	145.7	142.6	2.2
Hot Stuff Jays	88.1	99.7	-11.6	95.2	108.5	-12.2
Skittles	72.7	102.6	-29.1	89.1	95.6	-6.8
Cheetos	3.9	277.1	-98.6	9.9	278.4	-96.5
Total	5847.2	5969.6	-2.1	5775.0	5980.9	-3.4

Table 1: Predicted Results of Removing 5 at Site 1, RC Logit Model



	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Sun Chips	.06	81.8	46.0	77.9	53.4	45.0	18.8
Salted Peanuts	-.06	58.1	43.3	34.1	46.1	43.2	6.7
Doritos	.01	72.4	54.8	32.0	69.6	62.3	11.7
Assorted Energy(.28)		111.8	87.8	27.4	115.1	95.5	20.6
Peanut M&Ms	-.01	102.9	85.5	20.3	90.3	87.3	3.5
Assorted Potato Chips(.12)	.01	77.7	68.1	14.1	73.9	60.1	23.0
Frito	.01	52.7	47.0	12.2	53.9	46.3	16.5
Assorted Candy(.1)	-.04	78.4	70.1	11.8	70.0	57.4	21.9
Cheez-It Original	-.07	44.1	39.8	10.8	44.6	42.8	4.2
Zoo Animal Cracker		62.0	56.7	9.3	60.3	57.6	4.7
Twix Caramel	-.02	31.6	29.2	8.4	26.0	26.7	-2.7
Farleys Mixed Fruit	.01	21.3	19.7	8.2	20.3	18.9	7.5
Assorted Chocolate(-.43)	-.02	85.6	80.0	6.9	84.7	87.4	-3.1
Snickers		96.3	90.7	6.1	90.2	85.6	5.4
Skittles	-.08	11.5	11.0	4.3	12.7	13.4	-5.2
Choc Chip Famous Amos	.03	43.9	42.5	3.2	44.0	39.9	10.3
Assorted Pretzels(-.37)		162.6	163.5	-0.6	183.0	164.3	11.4
Hot Stuff Jays	.04	20.8	22.1	-5.9	24.4	22.2	10.0
Assorted Cookie(-.03)	.02	73.3	80.3	-8.6	81.9	77.1	6.1
Assorted Salty Snack(-.19)	.01	184.4	213.2	-13.5	188.0	219.2	-14.2
Raisinets		14.1	16.6	-15.1	19.1	17.9	6.6
Cheetos		0.0	70.3	-100.0	0.0	75.5	-100.0
Total		1487.1	1438.2	3.4	1451.6	1445.6	0.4

Table 2: Predicted Results of Removing 5 at Site 93, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Salted Peanuts(-.45)	.13	44.2	28.7	54.0	41.0	33.2	23.3
Frito	.17	32.0	22.7	41.2	31.0	23.6	31.4
Sun Chips		55.9	44.3	26.1	40.3	43.6	-7.4
Assorted Potato Chips(.25)		93.6	76.8	21.9	95.1	75.8	25.4
Choc Chip Famous Amos	.03	48.5	40.4	20.0	41.2	44.0	-6.3
Hot Stuff Jays		26.6	23.1	15.3	23.5	25.7	-8.3
Peanut M&Ms		93.6	90.5	3.4	82.8	90.9	-8.9
Raisinets		40.3	39.1	3.0	34.8	38.3	-9.0
Cheez-It Original	.03	34.7	34.4	1.0	37.1	38.5	-3.8
Twix Caramel		54.6	54.5	0.2	51.5	56.5	-8.7
Assorted Chocolate(.22)	.05	75.5	78.7	-4.0	71.4	73.5	-2.8
Assorted Cookie(-.1)		76.6	80.0	-4.2	74.9	84.4	-11.3
Snickers		83.3	87.0	-4.2	72.1	79.0	-8.8
Doritos		62.1	65.9	-5.7	52.8	56.4	-6.4
Assorted Pretzels(-.64)		83.7	96.7	-13.4	100.1	94.4	6.1
Assorted Salty Snack(.09)	-.02	168.1	196.4	-14.4	158.0	195.0	-19.0
Assorted Energy(.14)		100.4	126.0	-20.3	125.4	136.6	-8.2
Zoo Animal Cracker		26.3	33.1	-20.6	30.6	33.5	-8.6
Skittles	-.03	21.4	32.8	-34.8	27.0	30.6	-11.7
Farleys Mixed Fruit	.13	8.5	13.9	-38.7	15.1	14.6	3.0
Assorted Candy(-.18)	.01	8.8	22.2	-60.3	13.6	19.4	-30.1
Cheetos	-.98	0.0	71.2	-100.0	1.1	69.4	-98.4
Total		1238.7	1358.2	-8.8	1220.5	1356.9	-10.1

Table 3: Predicted Results of Removing 5 at Site 5055, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Cheez-It Original	.02	14.7	10.8	36.4	11.4	10.9	4.3
Zoo Animal Cracker	-.02	23.4	18.7	25.6	16.7	17.1	-2.1
Doritos	-.05	16.2	13.3	22.2	15.6	15.9	-1.5
Sun Chips	-.05	12.2	10.4	17.9	9.3	9.8	-5.7
Assorted Energy(.07)	.09	56.4	47.9	17.8	48.3	49.2	-1.8
Assorted Pretzels(-.05)	-.07	58.3	54.0	8.0	53.3	53.8	-1.0
Twix Caramel	-.04	16.9	15.8	6.9	13.6	14.0	-3.1
Raisinets	.15	9.3	8.8	6.1	10.7	9.4	14.3
Assorted Chocolate(-.09)	-.1	24.7	23.6	4.6	22.1	23.4	-5.6
Frito	-.04	11.8	11.4	3.1	11.8	11.7	1.0
Assorted Potato Chips(.25)		20.4	20.0	1.8	25.7	21.5	19.2
Choc Chip Famous Amos	-.05	11.0	11.5	-4.1	10.9	11.3	-3.8
Assorted Cookie(.18)	.02	27.1	30.7	-11.6	29.2	29.7	-1.4
Assorted Candy(.18)	.06	18.7	21.3	-12.3	24.4	27.1	-9.9
Peanut M&Ms	-.12	18.6	22.0	-15.6	19.8	22.2	-10.6
Assorted Salty Snack(.07)	-.03	45.4	56.5	-19.5	50.1	52.1	-3.8
Snickers	-.05	13.2	20.5	-35.3	19.3	20.1	-4.0
Salted Peanuts	-.05	5.0	8.2	-38.5	7.6	7.8	-2.9
Skittles	-.08	4.1	7.2	-43.8	6.5	6.5	-0.2
Hot Stuff Jays	-.12	1.3	2.5	-46.3	1.8	2.9	-37.1
Cheetos	-.76	1.4	15.3	-90.9	2.1	14.8	-85.8
Total		410.3	430.3	-4.7	410.2	431.1	-4.8

Table 4: Predicted Results of Removing 5 at Site 5655, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Farleys Mixed Fruit		16.5	9.4	75.0	10.8	10.3	5.0
Peanut M&Ms		24.0	15.6	54.3	18.4	17.5	5.1
Assorted Salty Snack(.15)		79.5	51.6	53.9	78.9	58.3	35.2
Assorted Cookie(.75)		26.1	20.9	25.2	24.6	19.9	23.5
Assorted Energy(-.25)		60.0	55.3	8.5	58.4	56.5	3.4
Salted Peanuts(-.47)	.06	12.1	11.4	6.7	11.4	9.5	20.7
Skittles		8.3	7.9	4.3	7.8	7.5	4.0
Assorted Chocolate(-.24)		21.5	21.1	2.1	21.5	20.5	4.8
Twix Caramel		11.6	11.4	1.5	14.3	13.6	4.7
Assorted Candy(.1)		17.5	17.7	-1.2	18.5	17.2	7.5
Snickers		15.5	16.2	-4.2	16.8	16.1	4.4
Assorted Pretzels(-2.47)	.07	15.4	16.4	-6.1	15.9	15.6	2.4
Choc Chip Famous Amos	-.14	8.8	10.1	-13.4	9.2	9.6	-3.8
Zoo Animal Cracker		13.1	15.3	-14.2	16.5	15.7	4.8
Assorted Potato Chips	-.09	11.8	14.0	-16.1	11.5	12.1	-5.2
Doritos		12.5	15.9	-21.4	15.5	14.7	5.7
Sun Chips	-.12	5.1	6.7	-23.7	4.5	6.2	-27.5
Frito	-.09	9.0	11.9	-24.3	10.4	10.9	-4.8
Raisinets		4.2	6.3	-32.5	5.6	5.0	12.1
Hot Stuff Jays		0.0	13.1	-100.0	0.0	11.8	-100.0
Cheetos	-.69	0.0	12.3	-100.0	2.0	12.6	-83.9
Total		372.5	360.5	3.3	372.5	361.0	3.2

Table 5: Predicted Results of Removing 5 at Site 6056, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Salted Peanuts		13.7	8.1	69.1	9.2	8.1	13.1
Sun Chips	-.02	23.3	16.0	45.9	15.8	15.5	1.7
Doritos	.01	30.5	21.3	43.2	22.5	21.4	5.2
Farleys Mixed Fruit		11.8	10.0	18.0	9.4	9.8	-3.8
Assorted Chocolate(-.36)	.07	43.8	37.3	17.5	40.3	39.2	2.9
Assorted Potato Chips	.01	26.8	23.4	14.7	24.8	23.8	4.4
Hot Stuff Jays		14.3	12.9	11.1	15.2	15.0	1.1
Skittles	-.09	4.2	3.9	5.6	4.2	5.4	-23.2
Peanut M&Ms		31.0	29.9	3.5	28.4	28.0	1.7
Snickers		32.2	31.3	2.8	30.4	29.7	2.6
Assorted Cookie		52.7	51.6	2.0	49.6	51.2	-3.2
Zoo Animal Cracker		24.2	23.8	1.5	25.2	24.8	1.6
Twix Caramel		13.3	13.1	1.5	13.6	13.9	-2.3
Assorted Pretzels(-.21)		66.7	66.7	0.0	64.8	63.7	1.7
Assorted Salty Snack(.08)		82.2	84.1	-2.3	85.4	84.7	0.8
Raisinets		16.0	16.4	-2.5	17.4	18.0	-3.3
Assorted Energy(.14)	-.12	37.5	42.0	-10.6	43.2	42.1	2.7
Frito		17.0	19.4	-12.3	20.7	19.6	5.9
Choc Chip Famous Amos		9.5	12.8	-25.9	12.0	11.7	3.0
Cheez-It Original		19.8	27.7	-28.4	29.3	27.5	6.6
Assorted Candy(-.91)	-.08	1.3	4.3	-69.1	3.1	4.8	-35.2
Cheetos	-.74	2.5	23.8	-89.5	4.6	24.2	-80.9
Total		574.3	579.9	-1.0	569.2	582.0	-2.2

Table 6: Predicted Results of Removing 5 at Site 6263, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Frito	.33	76.7	37.2	106.0	62.4	35.0	78.1
Sun Chips		82.5	55.0	49.8	56.0	56.7	-1.3
Assorted Potato Chips(.25)	.04	132.9	96.7	37.4	126.6	102.4	23.7
Assorted Energy		239.4	196.5	21.8	201.4	207.3	-2.8
Farleys Mixed Fruit		32.6	29.3	11.2	28.7	29.6	-3.1
Salted Peanuts(-.01)	-.05	76.9	72.1	6.7	84.5	78.6	7.5
Doritos		64.7	60.7	6.6	60.1	60.5	-0.6
Peanut M&Ms		113.8	109.6	3.8	107.9	111.6	-3.3
Assorted Cookie(.06)		91.0	93.3	-2.5	102.4	105.1	-2.6
Assorted Chocolate(.06)		112.3	116.1	-3.3	117.4	105.7	11.0
Snickers		124.5	129.1	-3.6	108.6	112.1	-3.1
Hot Stuff Jays		25.1	26.1	-4.0	30.2	30.9	-2.1
Raisinets		40.6	43.3	-6.3	43.4	44.9	-3.1
Assorted Pretzels(-1)	.03	114.6	124.2	-7.7	129.0	122.1	5.7
Assorted Salty Snack(.13)		215.9	234.8	-8.0	215.1	236.2	-8.9
Zoo Animal Cracker		52.8	59.2	-10.7	56.8	58.1	-2.3
Cheez-It Original		40.1	48.0	-16.5	51.2	50.9	0.5
Twix Caramel		59.9	77.4	-22.6	71.0	73.3	-3.1
Assorted Candy		11.3	15.9	-29.2	16.0	16.6	-3.4
Choc Chip Famous Amos		33.6	54.3	-38.2	51.3	52.5	-2.2
Skittles		23.4	39.7	-41.2	30.9	32.2	-3.9
Cheetos		0.0	84.1	-100.0	0.0	82.0	-100.0
Total		1764.2	1802.5	-2.1	1751.0	1804.3	-3.0

Table 7: Predicted Results of Removing 5 at Site 7277, RC Logit Model

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Sun Chips	225.6	165.7	36.2	163.0	167.4	-2.6
Salted Peanuts	213.6	168.1	27.1	179.1	171.5	4.4
Raspberry Knotts	79.2	63.1	25.4	58.8	57.5	2.2
Grandmas Choc Chip	93.4	78.1	19.6	74.5	75.5	-1.2
Assorted Potato Chips	330.2	311.2	6.1	325.8	298.5	9.2
Doritos	221.0	209.6	5.4	212.3	215.7	-1.6
Ruger Vanilla Wafer	105.8	104.3	1.4	102.6	104.1	-1.4
Snickers	317.7	316.7	0.3	320.4	319.4	0.3
Assorted Pretzels	500.7	500.0	0.1	485.7	494.2	-1.7
Cheetos	248.0	248.6	-0.2	238.6	257.3	-7.2
Peanut M&Ms	315.9	326.5	-3.3	331.9	334.4	-0.7
Assorted Salty Snack	1049.9	1089.7	-3.7	1016.9	1087.5	-6.5
Assorted Energy	529.9	552.1	-4.0	550.4	554.9	-0.8
Hot Stuff Jays	96.7	100.9	-4.2	101.1	97.3	3.9
Zoo Animal Cracker	179.3	188.6	-4.9	193.8	196.7	-1.5
Assorted Chocolate	309.5	327.7	-5.6	351.0	330.4	6.3
Farleys Mixed Fruit	78.8	84.2	-6.3	79.4	78.4	1.3
Twix Caramel	161.8	172.9	-6.4	179.0	181.0	-1.2
Raisinets	102.2	114.3	-10.6	124.1	124.6	-0.4
Assorted Candy	129.4	147.9	-12.5	135.8	143.8	-5.6
Skittles	75.6	87.3	-13.4	82.9	89.1	-6.9
Assorted Cookie	106.5	150.9	-29.4	105.6	137.8	-23.3
Choc Chip Famous Amos	7.0	148.6	-95.3	18.3	157.9	-88.4
Total	5477.5	5657.0	-3.2	5431.1	5674.8	-4.3

Table 1: Predicted Results of Removing 6 at Site 1, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Raspberry Knotts	.04	13.0	7.5	72.7	7.6	7.1	7.3
Grandmas Choc Chip	.07	17.5	11.4	53.5	13.7	12.3	11.4
Sun Chips		61.4	52.5	16.9	46.7	49.9	-6.5
Ruger Vanilla Wafer	.04	23.8	20.6	15.4	17.8	17.8	-0.3
Assorted Candy(.19)	-.03	65.8	57.7	14.2	63.0	54.3	16.1
Salted Peanuts	-.04	48.5	43.2	12.2	39.0	44.7	-12.8
Hot Stuff Jays	.08	26.0	23.8	9.2	21.9	20.4	7.7
Doritos	.01	61.6	60.0	2.7	60.4	63.1	-4.3
Assorted Pretzels(-.09)	-.01	167.5	164.3	1.9	154.7	164.3	-5.8
Snickers	.01	84.5	86.0	-1.7	83.8	86.6	-3.3
Cheetos		67.2	68.4	-1.8	71.1	76.2	-6.7
Assorted Cookie(-.11)	.02	39.5	40.2	-1.8	35.2	40.0	-11.9
Assorted Potato Chips(.06)	.03	66.3	67.5	-1.9	64.6	62.5	3.3
Assorted Energy(.22)		103.0	110.1	-6.5	103.1	110.0	-6.3
Farleys Mixed Fruit		19.5	22.4	-13.0	18.9	19.6	-3.1
Twix Caramel	-.01	24.0	28.0	-14.2	23.0	26.2	-12.2
Assorted Salty Snack(-.1)		250.1	292.3	-14.5	249.3	297.4	-16.2
Peanut M&Ms	-.01	76.6	92.9	-17.5	84.2	90.1	-6.6
Assorted Chocolate(.21)	-.02	73.6	89.6	-17.8	85.8	89.1	-3.7
Zoo Animal Cracker		47.1	60.3	-22.0	55.3	59.2	-6.5
Raisinets	-.01	13.8	18.9	-26.8	17.5	18.6	-6.0
Skittles	-.06	5.2	13.8	-62.3	11.8	13.8	-13.9
Choc Chip Famous Amos		0.0	38.3	-100.0	0.0	41.3	-100.0
Total		1355.5	1469.8	-7.8	1328.6	1464.7	-9.3

Table 2: Predicted Results of Removing 6 at Site 93, RC Logit Model



	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Sun Chips		54.6	36.8	48.5	37.7	37.9	-0.6
Salted Peanuts(-.18)	.01	46.1	31.4	47.1	37.8	29.9	26.7
Raspberry Knotts	.01	20.3	14.2	43.2	14.0	13.9	1.3
Grandmas Choc Chip		32.0	24.7	29.7	25.3	24.9	1.4
Ruger Vanilla Wafer		40.4	31.2	29.6	32.9	32.5	1.2
Twix Caramel		55.7	45.1	23.5	50.0	49.2	1.7
Assorted Chocolate(.15)	.07	70.0	62.9	11.4	73.8	63.8	15.8
Assorted Potato Chips(.12)		80.5	74.0	8.7	88.1	74.1	18.9
Skittles	-.05	28.8	26.5	8.6	24.6	26.2	-6.4
Hot Stuff Jays		26.1	24.1	8.4	22.4	22.3	0.4
Peanut M&Ms		77.9	73.2	6.3	80.4	79.2	1.5
Cheetos	-.02	63.7	62.5	2.0	56.0	60.5	-7.5
Doritos		47.7	47.0	1.4	48.3	49.1	-1.7
Snickers		70.7	71.1	-0.6	70.1	68.9	1.7
Assorted Salty Snack(.07)	-.02	215.5	225.6	-4.5	204.7	219.0	-6.5
Zoo Animal Cracker		24.1	25.5	-5.5	29.4	29.2	0.6
Assorted Energy(.07)		108.3	116.2	-6.8	117.6	118.2	-0.5
Farleys Mixed Fruit	-.02	11.5	13.4	-14.1	14.7	14.1	4.7
Raisinets		23.1	26.9	-14.1	33.8	33.4	1.2
Assorted Pretzels(-.73)		75.9	97.0	-21.7	91.3	87.0	4.9
Assorted Candy(-.36)		8.8	19.4	-54.6	13.1	18.7	-30.0
Choc Chip Famous Amos	-.94	1.0	35.5	-97.2	2.0	38.5	-94.7
Assorted Cookie		0.0	24.9	-100.0	0.0	19.3	-100.0
Total		1182.9	1209.1	-2.2	1168.0	1209.8	-3.5

Table 3: Predicted Results of Removing 6 at Site 5055, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Raisinets	.05	13.7	8.5	61.6	10.6	10.4	2.0
Snickers		19.7	16.4	19.8	19.8	20.0	-1.1
Sun Chips		12.2	11.6	5.0	9.2	9.6	-3.8
Cheetos	.03	15.0	14.3	4.8	15.9	15.8	0.8
Assorted Pretzels(-.09)	-.04	59.0	57.0	3.5	52.0	55.6	-6.3
Assorted Cookie(.07)	.01	24.5	23.8	2.8	23.0	22.4	2.5
Skittles	-.12	5.3	5.2	2.6	6.5	7.0	-6.6
Assorted Energy(.06)	.03	45.7	44.6	2.4	49.6	50.5	-1.8
Assorted Candy(.18)	.02	26.5	25.9	2.4	24.1	25.8	-6.4
Assorted Potato Chips(.15)	.09	25.3	25.3	0.1	25.9	22.2	16.4
Assorted Salty Snack(.05)	-.03	79.3	81.9	-3.1	68.2	77.0	-11.5
Zoo Animal Cracker	.01	17.5	18.2	-3.7	16.9	17.4	-2.8
Doritos		10.0	10.5	-4.8	15.2	15.9	-4.0
Assorted Chocolate(-.1)	-.07	20.7	22.5	-8.3	22.0	26.2	-16.1
Salted Peanuts(-.06)		6.5	8.0	-19.2	7.5	7.7	-3.1
Hot Stuff Jays	-.05	1.0	1.3	-22.1	1.8	2.0	-14.4
Raspberry Knotts	-.03	5.3	7.0	-23.7	3.0	3.7	-17.2
Twix Caramel		9.5	13.4	-28.8	13.2	14.1	-6.2
Peanut M&Ms		9.3	21.9	-57.3	21.7	22.2	-2.2
Ruger Vanilla Wafer	-.04	1.0	2.8	-63.6	2.2	2.1	4.9
Grandmas Choc Chip	-.09	0.3	2.7	-87.5	1.1	2.1	-45.4
Choc Chip Famous Amos	-.87	0.0	12.2	-100.0	0.6	11.2	-94.8
Total		407.3	434.8	-6.3	410.0	440.9	-7.0

Table 4: Predicted Results of Removing 6 at Site 5655, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Raspberry Knotts		10.4	4.9	110.3	5.1	4.9	4.1
Farleys Mixed Fruit		13.6	8.8	54.8	10.3	9.9	3.2
Ruger Vanilla Wafer		8.9	5.7	54.8	7.8	7.5	3.6
Sun Chips	.02	6.2	4.2	49.4	4.2	4.3	-3.0
Hot Stuff Jays	-.06	14.5	10.6	37.0	12.7	10.6	20.6
Peanut M&Ms		21.6	16.9	27.5	17.6	16.9	4.0
Assorted Cookie(.35)	.04	9.3	7.5	23.9	10.6	8.2	29.0
Snickers		18.9	16.0	18.2	16.0	15.4	4.0
Salted Peanuts		10.6	9.2	14.6	10.6	10.1	5.3
Assorted Pretzels(-.77)	.04	17.9	15.9	12.0	14.8	14.3	2.9
Assorted Chocolate(-.03)		20.0	18.7	7.3	20.5	19.1	7.2
Assorted Salty Snack(.02)		79.0	77.3	2.2	81.1	78.3	3.6
Assorted Candy(.01)		18.0	17.7	1.4	17.6	17.0	3.4
Doritos		9.6	10.1	-4.3	14.4	13.8	4.3
Assorted Energy(-.28)		50.6	54.4	-6.9	55.4	52.6	5.3
Assorted Potato Chips	.01	10.7	11.6	-7.4	10.7	10.6	1.1
Twix Caramel		10.9	12.4	-12.0	13.6	13.1	4.1
Zoo Animal Cracker		12.1	14.7	-17.6	15.6	15.1	3.6
Cheetos	-.16	8.8	10.7	-17.7	8.4	10.8	-22.1
Skittles		6.4	8.3	-23.0	7.4	7.2	2.4
Raisinets	-.02	2.7	4.9	-45.6	5.3	4.9	7.7
Choc Chip Famous Amos	-.5	3.0	10.0	-70.1	5.1	9.1	-43.8
Total		363.8	350.7	3.7	364.8	353.8	3.1

Table 5: Predicted Results of Removing 6 at Site 6056, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Sun Chips	-.03	20.5	13.3	54.4	14.9	15.4	-3.3
Salted Peanuts	-.01	12.2	8.3	47.3	8.9	8.0	11.6
Doritos	.03	26.2	20.5	27.8	21.0	20.4	2.9
Farleys Mixed Fruit	.01	11.0	9.8	12.4	9.0	9.4	-4.6
Assorted Potato Chips	.02	24.8	22.2	11.6	23.8	22.9	4.0
Peanut M&Ms		26.8	25.5	4.8	27.7	27.2	1.9
Assorted Pretzels(-.33)		64.8	63.3	2.3	60.8	62.5	-2.8
Assorted Chocolate(.07)	.11	35.5	35.4	0.2	39.6	37.1	6.7
Assorted Salty Snack(.13)		127.2	128.2	-0.7	126.2	128.4	-1.7
Raisinets	.01	16.2	16.7	-2.6	16.7	17.4	-4.1
Twix Caramel	.01	13.8	14.1	-2.7	13.0	13.4	-3.4
Zoo Animal Cracker		25.0	25.7	-2.8	24.4	24.1	1.1
Raspberry Knotts	.1	7.5	7.8	-3.6	7.6	6.8	11.2
Cheetos	-.14	19.0	20.1	-5.4	18.3	22.1	-17.3
Assorted Energy(.17)	-.16	36.8	39.4	-6.7	41.6	40.9	1.9
Ruger Vanilla Wafer	-.05	8.8	9.6	-8.4	8.4	9.6	-12.0
Assorted Cookie	-.01	31.5	34.6	-9.0	31.5	32.6	-3.5
Snickers		25.5	30.1	-15.2	29.7	28.8	2.8
Hot Stuff Jays		12.0	15.0	-19.8	14.6	14.6	0.0
Skittles	-.11	3.8	7.1	-47.3	4.0	5.6	-27.7
Assorted Candy(-.99)	-.11	2.2	5.0	-54.6	3.1	5.1	-38.4
Choc Chip Famous Amos	-.14	3.0	11.2	-73.1	9.5	11.3	-16.5
Grandmas Choc Chip		0.0	3.0	-100.0	0.0	2.4	-100.0
Total		554.0	565.7	-2.1	554.3	566.2	-2.1

Table 6: Predicted Results of Removing 6 at Site 6263, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Sun Chips		70.7	47.3	49.4	50.3	50.2	0.0
Salted Peanuts		89.6	67.9	31.9	75.3	71.2	5.8
Zoo Animal Cracker		53.6	44.2	21.2	52.2	51.7	0.9
Grandmas Choc Chip		43.5	36.3	19.8	34.4	33.8	1.9
Assorted Pretzels(-.69)		115.7	102.5	12.8	112.1	110.4	1.5
Assorted Potato Chips(.09)	.02	122.7	110.6	10.9	112.7	106.1	6.2
Peanut M&Ms		103.8	96.2	7.9	100.3	98.8	1.6
Doritos		65.9	61.5	7.1	52.9	53.4	-0.8
Assorted Salty Snack		298.7	284.4	5.0	287.5	287.3	0.0
Raspberry Knotts		22.6	21.7	4.2	21.4	21.2	1.1
Cheetos		74.2	72.5	2.3	68.9	71.8	-4.1
Snickers		98.4	97.1	1.3	101.1	99.6	1.5
Skittles		26.1	26.3	-0.9	28.6	29.3	-2.6
Assorted Energy(-.03)		185.5	187.4	-1.0	183.1	182.7	0.2
Assorted Chocolate(-.55)	.14	89.7	98.7	-9.1	109.3	95.1	15.0
Raisinets		32.7	38.5	-15.2	40.3	39.9	1.0
Twix Caramel		48.0	60.0	-20.0	66.0	64.9	1.7
Farleys Mixed Fruit		23.2	29.8	-22.1	26.5	25.4	4.4
Ruger Vanilla Wafer	-.03	23.0	34.5	-33.5	33.6	34.6	-3.0
Hot Stuff Jays		17.0	26.2	-35.1	27.6	27.4	0.9
Assorted Candy(-1.74)		8.1	22.3	-63.7	14.8	22.9	-35.4
Assorted Cookie(-.53)	-.36	1.8	19.8	-91.2	5.4	15.2	-64.8
Choc Chip Famous Amos	-.97	0.0	41.4	-100.0	1.1	46.4	-97.7
Total		1614.0	1626.9	-0.8	1605.4	1639.5	-2.1

Table 7: Predicted Results of Removing 6 at Site 7277, RC Logit Model

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Hot Stuff Jays	104.3	66.3	57.2	83.5	77.8	7.4
Cheez-It Original	171.9	133.7	28.5	146.4	128.6	13.8
Frito	180.9	145.3	24.5	158.3	141.6	11.8
Assorted Salty Snack	872.7	729.3	19.7	806.8	724.3	11.4
Smartfood	129.5	110.0	17.7	131.7	121.4	8.5
Skittles	89.3	76.2	17.2	81.8	82.0	-0.3
Snickers	318.7	275.1	15.8	284.1	276.6	2.7
Assorted Energy	508.9	448.0	13.6	468.5	455.9	2.8
Sun Chips	142.9	131.0	9.1	153.4	147.9	3.7
Zoo Animal Cracker	172.0	167.7	2.6	169.2	166.0	1.9
Assorted Candy	161.3	159.2	1.3	164.1	156.8	4.7
Assorted Pretzels	412.8	408.2	1.1	467.0	434.9	7.4
Twix Caramel	135.1	133.8	1.0	162.3	156.9	3.5
Farleys Mixed Fruit	73.0	72.3	1.0	67.4	63.2	6.7
Assorted Chocolate	246.8	246.5	0.1	282.6	268.7	5.2
Assorted Cookie	342.6	346.2	-1.1	327.9	347.0	-5.5
Raisinets	83.8	84.7	-1.1	103.5	103.2	0.3
Choc Chip Famous Amos	145.1	148.0	-2.0	143.8	137.8	4.4
Peanut M&Ms	276.0	295.8	-6.7	299.9	295.0	1.7
Salted Peanuts	164.1	179.5	-8.6	186.1	171.8	8.3
Assorted Potato Chips	136.4	158.9	-14.1	102.5	128.6	-20.3
Doritos	0.4	173.1	-99.8	3.3	180.0	-98.1
Cheetos	0.2	215.7	-99.9	3.4	218.8	-98.4
Total	4868.6	4904.5	-0.7	4797.4	4984.7	-3.8

Table 1: Predicted Results of Removing 9 at Site 1, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Hot Stuff Jays	.1	25.5	14.3	78.9	23.6	20.1	17.3
Smartfood	-.06	52.9	39.5	33.7	42.5	43.4	-2.0
Assorted Salty Snack	.06	314.2	245.9	27.8	278.2	261.9	6.2
Cheez-It Original	.01	45.7	39.0	17.4	50.9	46.5	9.5
Snickers		92.7	82.7	12.1	85.4	86.2	-0.9
Skittles		27.4	24.9	10.1	15.7	16.6	-5.4
Frito		59.2	54.5	8.7	51.0	46.9	8.6
Assorted Energy(-.05)		106.3	98.9	7.5	97.6	103.1	-5.3
Assorted Candy(-.01)	.01	72.5	68.0	6.7	70.5	70.5	-0.0
Sun Chips		47.3	47.8	-1.0	51.3	52.4	-2.1
Assorted Chocolate(.06)		83.7	86.1	-2.7	96.3	94.9	1.4
Assorted Potato Chips(-.13)	.04	27.8	29.1	-4.5	20.0	23.4	-14.5
Peanut M&Ms		94.7	99.5	-4.8	90.0	92.0	-2.1
Twix Caramel	-.01	22.7	24.3	-6.7	24.7	24.5	0.7
Zoo Animal Cracker		50.4	54.8	-8.1	57.7	58.6	-1.5
Assorted Pretzels		135.8	151.1	-10.1	174.5	162.2	7.6
Choc Chip Famous Amos		35.1	39.8	-11.7	39.5	39.3	0.4
Salted Peanuts	.01	39.9	46.2	-13.6	52.9	50.6	4.6
Farleys Mixed Fruit		20.7	24.6	-15.6	17.7	18.9	-6.2
Assorted Cookie(-.44)	-.03	75.6	101.0	-25.1	75.9	100.5	-24.5
Raisinets		12.2	20.7	-41.2	17.8	19.7	-9.4
Cheetos		0.0	64.2	-100.0	0.0	73.3	-100.0
Doritos		0.0	61.0	-100.0	0.0	57.3	-100.0
Total		1442.4	1517.6	-5.0	1433.6	1562.7	-8.3

Table 2: Predicted Results of Removing 9 at Site 93, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Hot Stuff Jays		30.5	16.0	90.0	20.9	20.3	3.1
Smartfood	.07	27.1	18.6	45.2	33.4	28.2	18.7
Cheez-It Original		49.6	36.3	36.7	33.9	29.9	13.5
Frito	.08	31.7	23.5	34.8	25.1	21.5	17.0
Assorted Salty Snack(.14)		188.2	152.7	23.3	170.7	149.8	13.9
Farleys Mixed Fruit	.02	19.3	16.1	19.8	14.3	13.8	4.0
Assorted Energy(.04)		114.6	96.3	19.0	98.6	97.1	1.5
Snickers		71.1	60.8	16.9	64.4	62.7	2.8
Zoo Animal Cracker		30.8	26.4	16.4	27.2	26.5	2.8
Assorted Pretzels(-.44)		91.3	79.4	15.0	96.4	87.4	10.4
Choc Chip Famous Amos		40.7	37.1	9.6	36.9	35.2	4.6
Salted Peanuts(-.27)	.03	40.0	37.0	8.3	37.2	33.4	11.2
Skittles	-.03	22.9	21.2	7.9	23.1	23.3	-0.8
Assorted Cookie(.12)		92.5	86.8	6.6	86.4	78.3	10.4
Sun Chips		36.4	36.0	1.0	36.3	34.2	6.0
Twix Caramel		34.6	35.5	-2.6	45.9	44.7	2.7
Raisinets		24.1	24.9	-3.3	31.0	30.4	1.8
Assorted Candy(.17)		20.0	23.0	-12.9	25.3	21.8	16.1
Peanut M&Ms		55.5	67.0	-17.2	73.6	72.1	2.0
Assorted Chocolate(.38)	-.03	37.8	48.4	-21.9	53.8	50.7	6.2
Assorted Potato Chips(-.01)		34.1	45.5	-25.0	31.5	36.1	-12.7
Cheetos		0.0	59.8	-100.0	0.0	53.3	-100.0
Doritos		0.0	37.5	-100.0	0.0	44.0	-100.0
Total		1092.6	1085.8	0.6	1066.3	1094.8	-2.6

Table 3: Predicted Results of Removing 9 at Site 5055, RC Logit Model



	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Hot Stuff Jays		3.3	0.9	263.6	2.0	1.8	9.1
Raisinets		15.2	8.2	85.7	11.7	11.8	-1.1
Snickers		29.0	18.5	56.8	21.5	21.6	-0.3
Assorted Salty Snack(.05)	.09	75.8	61.0	24.3	70.5	55.9	26.1
Choc Chip Famous Amos		14.5	11.7	24.3	12.2	12.1	1.2
Peanut M&Ms		21.7	18.3	18.2	23.8	24.0	-0.9
Frito		18.7	16.2	15.5	13.7	12.9	5.8
Assorted Chocolate(-.02)	.06	36.8	32.0	15.1	31.7	30.8	2.9
Skittles	.02	5.0	4.5	11.1	7.2	7.5	-3.9
Twix Caramel		12.3	11.8	5.0	15.3	15.5	-1.3
Cheez-It Original		12.7	12.2	4.1	14.3	12.7	12.2
Assorted Candy(-.53)		25.5	24.8	3.0	27.2	27.3	-0.6
Assorted Energy(-.04)		53.8	54.8	-1.8	56.2	55.7	1.0
Assorted Cookie		33.2	34.8	-4.8	33.6	33.1	1.4
Assorted Pretzels(-.05)	-0.1	54.5	61.3	-11.1	60.9	59.1	3.1
Sun Chips		11.0	12.6	-12.6	10.6	10.4	1.7
Salted Peanuts		6.5	8.8	-25.7	8.7	8.5	3.0
Zoo Animal Cracker		16.2	21.9	-26.2	19.0	19.0	-0.3
Smartfood		3.3	5.1	-35.0	4.7	5.0	-5.5
Assorted Potato Chips(-.27)	-.2	13.3	21.9	-39.2	13.4	23.9	-43.7
Doritos	-.86	0.0	13.1	-100.0	2.9	17.1	-82.8
Cheetos	-.86	0.0	19.8	-100.0	2.9	17.6	-83.6
Total		462.3	474.1	-2.5	464.0	483.3	-4.0

Table 4: Predicted Results of Removing 9 at Site 5655, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Frito	-0.09	16.5	9.9	67.1	9.7	9.7	0.6
Assorted Chocolate(.09)		22.5	18.7	20.6	22.7	19.3	17.4
Sun Chips	-0.09	6.5	5.4	20.3	5.0	5.4	-6.0
Assorted Energy(.14)		60.0	50.5	18.8	55.2	52.5	5.1
Peanut M&Ms		16.5	15.1	8.9	16.6	16.6	-0.1
Salted Peanuts(-.11)		11.5	11.0	4.6	10.6	9.7	9.6
Farleys Mixed Fruit		9.0	8.6	4.3	9.7	9.7	0.1
Choc Chip Famous Amos		9.5	9.2	3.7	9.2	9.0	2.3
Assorted Pretzels(-1.41)		16.0	15.5	3.2	15.2	14.4	5.9
Assorted Cookie(-.04)		15.0	14.6	2.7	18.0	18.7	-3.7
Assorted Salty Snack(.05)		61.0	60.0	1.7	62.6	59.2	5.6
Twix Caramel		12.0	11.8	1.5	12.9	12.9	0.4
Hot Stuff Jays	-0.01	9.5	9.5	0.4	10.3	10.6	-2.6
Raisinets	.01	5.0	5.0	-0.9	4.4	4.7	-5.9
Assorted Candy(.03)		17.0	17.5	-3.1	16.1	16.8	-4.2
Skittles		6.5	6.8	-4.8	7.1	7.1	0.3
Smartfood		10.0	10.7	-6.4	12.4	11.3	10.4
Zoo Animal Cracker		14.5	15.7	-7.9	15.0	14.8	1.0
Snickers		14.5	17.5	-17.1	15.2	15.1	0.5
Cheetos		0.0	12.1	-100.0	0.0	11.5	-100.0
Assorted Potato Chips		0.0	13.0	-100.0	0.0	11.1	-100.0
Doritos		0.0	12.8	-100.0	0.0	13.7	-100.0
Total		333.0	351.0	-5.1	327.9	353.6	-7.2

Table 5: Predicted Results of Removing 9 at Site 6056, RC Logit Model

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$

Table 6: Predicted Results of Removing 9 at Site 6263, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Skittles		27.5	18.8	46.6	28.7	27.6	4.1
Sun Chips		41.7	29.2	42.5	50.1	45.5	10.2
Hot Stuff Jays		35.4	25.6	38.2	26.7	25.0	7.0
Cheez-It Original		63.9	46.3	38.0	47.3	39.4	19.8
Frito		54.8	41.3	32.8	58.8	50.6	16.3
Assorted Potato Chips		61.1	49.3	24.0	37.5	34.2	9.7
Zoo Animal Cracker		60.2	48.9	23.3	50.3	47.1	6.8
Assorted Energy		174.1	147.5	18.1	160.8	147.5	9.0
Snickers		111.4	95.6	16.5	97.6	91.1	7.1
Assorted Cookie(.05)		126.3	109.0	15.8	114.0	116.5	-2.1
Assorted Pretzels(-.32)		115.2	100.9	14.2	119.9	111.9	7.2
Assorted Salty Snack		233.5	209.7	11.3	224.9	197.5	13.9
Assorted Chocolate		65.9	61.4	7.4	78.2	73.0	7.0
Twix Caramel		53.5	50.3	6.3	63.5	59.3	7.1
Raisinets		27.4	25.9	5.6	38.7	36.6	5.6
Farleys Mixed Fruit	.12	24.0	23.0	4.2	25.6	20.8	23.2
Assorted Candy(.12)	.12	26.3	26.0	1.3	24.9	20.2	23.1
Smartfood		36.3	36.0	0.6	38.6	33.6	14.9
Peanut M&Ms		87.7	95.8	-8.5	96.0	90.3	6.3
Choc Chip Famous Amos		45.3	50.3	-10.0	46.0	42.2	9.2
Salted Peanuts		66.1	76.6	-13.7	76.6	69.5	10.2
Doritos	-1	0.4	48.7	-99.2	0.4	48.0	-99.1
Cheetos	-1	0.2	59.7	-99.7	0.5	63.0	-99.1
Total		1538.2	1476.0	4.2	1505.6	1490.3	1.0

Table 7: Predicted Results of Removing 9 at Site 7277, RC Logit Model

$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
	Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Plain M&Ms	154.2	90.9	69.7	116.3	101.3	14.8
Twix Caramel	249.3	150.2	65.9	194.2	165.7	17.2
Assorted Chocolate	169.1	110.3	53.4	115.2	118.5	-2.7
Raisinets	155.1	109.8	41.2	137.2	115.7	18.6
Reeses Peanut Butter Cups	129.4	91.8	40.9	103.3	89.0	16.1
Assorted Cookie	264.2	225.3	17.3	245.6	221.5	10.9
Assorted Candy	181.6	156.3	16.2	187.1	163.3	14.6
Farleys Mixed Fruit	80.1	70.8	13.1	83.4	71.6	16.5
Choc Chip Famous Amos	177.9	157.4	13.0	159.4	146.6	8.7
Skittles	84.6	75.2	12.5	100.2	84.2	19.0
Assorted Energy	513.7	475.3	8.1	521.3	482.7	8.0
Grandmas Choc Chip	81.2	77.4	4.9	77.1	67.5	14.2
Salted Peanuts	175.7	171.1	2.7	173.8	164.9	5.4
Assorted Salty Snack	1393.4	1390.9	0.2	1486.7	1441.5	3.1
Zoo Animal Cracker	185.1	187.8	-1.4	192.3	185.5	3.7
Cheetos	239.5	244.5	-2.0	233.0	236.8	-1.6
Doritos	197.9	203.0	-2.5	197.5	198.8	-0.7
Ruger Vanilla Wafer	91.5	96.9	-5.5	110.1	99.5	10.7
Assorted Pretzels	445.5	480.6	-7.3	466.3	488.2	-4.5
Assorted Potato Chips	146.7	175.1	-16.2	118.3	158.8	-25.5
Snickers	7.1	294.7	-97.6	11.8	298.3	-96.1
Peanut M&Ms	4.7	310.6	-98.5	12.3	311.6	-96.1
Total	5127.6	5346.0	-4.1	5042.3	5411.3	-6.8

Table 1: Predicted Results of Removing 10 at Site 1, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Assorted Chocolate(.07)	-.03	22.2	9.9	123.6	11.8	11.8	-0.2
Reeses Peanut Butter Cups	.02	52.2	30.8	69.4	35.0	30.9	13.2
Plain M&Ms		75.7	45.2	67.4	59.7	51.6	15.7
Raisinets		22.4	16.2	38.3	22.5	18.7	20.5
Twix Caramel		33.8	25.3	33.3	27.4	23.2	17.7
Assorted Candy(.08)	.01	82.4	63.4	29.9	75.1	65.5	14.6
Skittles	.02	24.4	19.5	25.0	19.7	15.8	24.4
Assorted Cookie(.04)	.03	90.9	75.8	20.0	84.8	72.7	16.6
Salted Peanuts	.02	45.4	40.1	13.3	48.9	48.3	1.3
Farleys Mixed Fruit	.01	24.1	21.4	12.3	20.3	18.2	11.1
Assorted Energy(-.03)		95.4	89.8	6.2	105.2	98.3	7.1
Ruger Vanilla Wafer		17.0	16.4	3.3	19.1	17.1	11.5
Grandmas Choc Chip	-.03	12.3	12.2	1.4	9.4	8.3	13.9
Assorted Pretzels(-.14)		150.6	150.9	-0.2	149.0	155.6	-4.3
Cheetos	.02	66.0	66.1	-0.2	69.4	71.1	-2.3
Doritos	.02	62.1	63.4	-2.1	55.7	56.1	-0.7
Assorted Salty Snack		407.0	418.0	-2.6	453.1	452.2	0.2
Assorted Potato Chips(-.02)	-.05	19.3	21.8	-11.2	17.7	21.6	-17.8
Choc Chip Famous Amos		35.8	41.7	-14.1	41.3	38.3	8.0
Zoo Animal Cracker		44.9	57.7	-22.3	57.8	56.5	2.3
Snickers		0.0	84.3	-100.0	0.0	82.2	-100.0
Peanut M&Ms		0.0	90.5	-100.0	0.0	87.1	-100.0
Total		1383.6	1460.4	-5.3	1382.9	1501.1	-7.9

Table 2: Predicted Results of Removing 10 at Site 93, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Assorted Chocolate(.36)		39.3	20.1	95.2	31.3	24.8	26.3
Twix Caramel		75.6	45.2	67.3	55.4	45.5	21.9
Raisinets		45.0	28.3	58.9	36.7	31.2	17.6
Assorted Candy(.11)	.2	29.5	19.4	52.6	32.1	22.2	44.6
Skittles	-.01	25.4	17.3	46.9	28.3	23.6	19.9
Ruger Vanilla Wafer		35.4	25.5	38.5	36.4	30.4	19.5
Plain M&Ms		3.8	2.8	38.2	3.7	2.9	27.1
Reeses Peanut Butter Cups		30.0	22.1	36.0	25.6	22.1	16.0
Zoo Animal Cracker		37.8	28.6	32.0	29.2	26.9	8.6
Farleys Mixed Fruit	.25	16.6	12.7	31.0	16.4	10.9	51.4
Choc Chip Famous Amos		48.0	41.4	15.7	40.8	35.6	14.6
Grandmas Choc Chip		33.9	29.5	14.8	29.1	23.3	24.5
Assorted Energy(.03)		117.9	104.7	12.6	106.2	93.1	14.0
Salted Peanuts		44.4	40.0	11.0	36.7	34.7	5.6
Assorted Salty Snack(.02)		274.8	264.1	4.1	307.7	282.9	8.8
Cheetos		56.7	55.6	1.9	54.2	52.6	3.1
Doritos		38.5	38.0	1.4	46.1	44.2	4.2
Assorted Cookie(.05)		35.1	40.5	-13.3	35.5	39.0	-8.9
Assorted Pretzels(-.23)		81.8	97.4	-16.0	89.3	101.7	-12.2
Assorted Potato Chips(-.33)		37.6	49.5	-24.2	31.3	45.1	-30.5
Snickers		0.0	58.3	-100.0	0.0	63.8	-100.0
Peanut M&Ms		0.0	70.3	-100.0	0.0	71.2	-100.0
Total		1106.9	1111.2	-0.4	1072.1	1127.8	-4.9

Table 3: Predicted Results of Removing 10 at Site 5055, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Assorted Chocolate(-.13)	.06	21.2	9.8	117.6	10.9	9.7	11.8
Raisinets	.23	15.2	8.6	77.0	12.0	8.3	44.3
Twix Caramel	.01	22.2	12.9	72.6	15.7	13.6	15.9
Salted Peanuts(-.43)	.05	11.0	7.0	57.0	7.9	6.3	26.0
Assorted Cookie(.34)	.05	30.8	20.4	50.8	27.5	22.3	23.5
Choc Chip Famous Amos		15.8	12.2	28.7	11.9	11.4	4.8
Assorted Salty Snack(-.03)	.13	98.2	86.0	14.2	98.1	91.0	7.8
Assorted Energy(.05)	.15	49.0	43.0	14.0	53.1	44.5	19.5
Reeses Peanut Butter Cups		12.8	11.5	10.9	12.8	12.5	2.1
Cheetos	.15	15.8	14.6	8.1	15.6	14.4	8.3
Doritos		16.5	16.1	2.7	15.4	16.1	-4.4
Plain M&Ms	.01	7.5	7.4	1.3	8.4	7.1	18.5
Assorted Potato Chips(.44)	-.27	15.5	16.0	-3.2	12.7	15.8	-19.9
Zoo Animal Cracker	.05	12.0	13.8	-13.0	18.0	16.8	6.8
Assorted Pretzels(-.38)	-.09	48.8	59.2	-17.6	53.3	57.7	-7.5
Skittles	.09	4.8	7.6	-37.3	7.4	6.2	19.1
Assorted Candy(-.95)	.06	18.8	32.8	-42.9	27.1	29.0	-6.7
Ruger Vanilla Wafer	-.08	0.5	1.9	-74.1	2.0	2.5	-18.0
Snickers	-.84	2.0	21.9	-90.9	3.2	20.2	-84.1
Grandmas Choc Chip	-.43	0.2	3.8	-93.5	2.3	3.9	-42.3
Peanut M&Ms	-.84	0.5	25.2	-98.0	3.5	22.2	-84.2
Total		419.0	431.6	-2.9	418.7	431.4	-2.9

Table 4: Predicted Results of Removing 10 at Site 5655, RC Logit Model



	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Plain M&Ms		12.7	5.1	150.7	7.5	6.9	9.5
Assorted Candy		20.5	14.0	46.5	17.8	16.8	5.9
Twix Caramel		13.3	9.9	33.9	14.7	13.4	9.6
Choc Chip Famous Amos		13.6	10.5	30.0	9.9	9.4	4.8
Assorted Chocolate(.27)	-.09	15.6	13.1	18.8	11.4	10.6	7.4
Skittles		9.1	7.9	15.7	8.1	7.4	9.2
Reeses Peanut Butter Cups	-.03	3.4	3.0	14.3	2.2	2.4	-6.8
Assorted Salty Snack(.02)		98.9	95.3	3.8	98.3	94.7	3.8
Assorted Energy		57.2	55.5	3.0	58.6	56.5	3.8
Assorted Pretzels		13.2	13.0	1.3	14.5	14.8	-2.2
Doritos		15.2	15.1	0.9	14.1	14.3	-1.5
Cheetos		14.7	15.3	-3.9	11.8	12.0	-2.4
Farleys Mixed Fruit		7.1	7.5	-4.7	10.7	10.2	4.6
Salted Peanuts		8.5	9.1	-6.7	10.3	10.3	-0.3
Ruger Vanilla Wafer		9.0	9.7	-7.6	8.3	7.7	8.5
Zoo Animal Cracker		12.0	14.6	-17.8	15.7	15.5	1.2
Raisinets	.03	5.5	7.7	-28.8	5.9	5.1	15.5
Assorted Cookie		7.0	11.0	-36.2	10.7	12.1	-11.6
Peanut M&Ms	-.82	2.0	14.0	-85.7	3.6	17.4	-79.1
Snickers	-.82	1.6	16.1	-90.1	3.3	15.8	-79.4
Assorted Potato Chips		0.0	12.5	-100.0	0.0	11.6	-100.0
Total		340.1	359.7	-5.5	337.1	364.7	-7.6

Table 5: Predicted Results of Removing 10 at Site 6056, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Twix Caramel	-.01	25.3	13.1	94.2	17.4	13.8	26.2
Plain M&Ms	-.17	23.5	13.8	70.4	13.2	13.4	-0.9
Assorted Candy(.42)	.18	9.1	5.5	66.6	9.8	6.1	59.5
Skittles	.02	8.0	5.4	47.3	7.9	5.7	39.5
Assorted Potato Chips	.01	28.2	21.1	34.1	25.5	24.0	6.4
Assorted Cookie	-.17	55.5	42.1	31.7	44.2	39.9	10.8
Assorted Energy(-.02)	.11	45.4	38.5	17.9	50.7	44.9	13.1
Raisinets	-.01	24.0	20.8	15.3	22.2	18.0	23.7
Choc Chip Famous Amos		14.8	13.0	13.4	13.2	11.9	11.0
Assorted Chocolate(-.3)	-.13	18.1	16.0	13.2	11.5	15.8	-27.1
Assorted Pretzels(.08)		67.3	65.4	2.8	65.7	66.3	-0.9
Assorted Salty Snack(.06)		163.8	159.9	2.4	175.1	165.3	5.9
Reeses Peanut Butter Cups	.08	14.8	14.8	0.4	14.2	10.9	31.2
Cheetos		26.6	26.9	-1.0	25.0	24.9	0.1
Farleys Mixed Fruit	-.01	8.5	9.5	-10.9	11.8	9.7	20.5
Doritos		20.7	23.7	-12.8	22.4	22.0	1.7
Salted Peanuts	.01	6.3	7.5	-16.0	7.2	8.8	-17.7
Grandmas Choc Chip	.01	2.9	3.7	-20.0	2.8	2.7	2.0
Zoo Animal Cracker		20.0	25.4	-21.1	26.8	25.3	5.8
Ruger Vanilla Wafer	-.11	4.9	11.4	-57.0	11.3	11.2	0.7
Snickers	-.84	1.1	31.5	-96.5	3.7	30.3	-87.9
Peanut M&Ms	-.83	0.6	28.8	-98.1	3.5	28.4	-87.5
Total		589.4	597.7	-1.4	585.2	599.2	-2.3

Table 6: Predicted Results of Removing 10 at Site 6263, RC Logit Model

	$\Delta$ AV	Actual Values (Means)			Fitted Values (Means)		
		Experiment	Control	% $\Delta$	Experiment	Control	% $\Delta$
Plain M&Ms	.03	31.0	16.7	86.0	23.8	19.5	22.1
Twix Caramel		79.0	43.8	80.3	63.6	56.1	13.2
Reeses Peanut Butter Cups	.09	16.2	9.7	66.7	13.5	10.3	31.1
Raisinets		42.9	28.1	52.7	37.9	34.4	10.0
Choc Chip Famous Amos		50.0	38.6	29.7	42.3	40.1	5.5
Assorted Chocolate(-.67)	-.1	52.7	41.3	27.5	38.4	45.8	-16.2
Assorted Cookie(.13)		45.0	35.6	26.5	42.8	35.4	20.9
Zoo Animal Cracker		58.4	47.6	22.6	44.8	44.4	0.9
Farleys Mixed Fruit		23.9	19.8	20.9	24.3	22.6	7.7
Grandmas Choc Chip		31.8	28.2	12.7	33.5	29.2	14.8
Assorted Energy		148.9	143.9	3.5	147.5	145.5	1.3
Assorted Candy(.19)		21.3	21.3	0.2	25.3	23.7	7.0
Doritos		45.0	46.8	-3.9	43.8	46.0	-4.8
Assorted Salty Snack(.08)		350.6	367.6	-4.6	354.3	355.3	-0.3
Cheetos		59.8	66.0	-9.4	57.0	61.7	-7.6
Salted Peanuts(-.01)	-.03	60.2	67.5	-10.9	62.8	56.5	11.1
Assorted Pretzels(-.25)		83.9	94.7	-11.4	94.4	92.1	2.5
Assorted Potato Chips(-.06)	.02	46.1	54.2	-15.0	31.1	40.7	-23.8
Ruger Vanilla Wafer	-.05	24.8	31.9	-22.2	33.0	30.6	8.0
Skittles		13.0	17.6	-25.8	28.9	25.5	13.1
Snickers	-1	2.4	82.7	-97.1	1.6	86.1	-98.1
Peanut M&Ms	-1	1.6	81.8	-98.0	1.6	85.3	-98.1
Total		1288.6	1385.4	-7.0	1246.2	1387.1	-10.2

Table 7: Predicted Results of Removing 10 at Site 7277, RC Logit Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Peanut M&Ms	39.35	32.87	8.37	6.99
Assorted Chocolate	34.96	29.73	10.14	8.47
Assorted Candy	24.20	16.16	10.45	6.96
Twix Caramel	16.47	16.38	3.50	3.48
Raisinets	10.78	8.14	3.34	2.52
Skittles	10.29	10.51	1.89	1.98
Assorted Salty Snack	10.02	27.67	4.11	11.31
Assorted Energy	4.52	34.35	2.20	16.57
Assorted Pretzels	3.29	7.61	1.24	2.88
Cheetos	1.85	4.80	0.76	1.97
Doritos	1.53	4.65	0.63	1.91
Assorted Potato Chips	1.43	3.70	0.53	1.37
Assorted Cookie	1.41	12.31	0.65	5.59
Zoo Animal Cracker	1.36	8.89	0.69	4.43
Choc Chip Famous Amos	1.12	12.13	0.61	6.53
Grandmas Choc Chip	0.67	12.00	0.39	7.02
Ruger Vanilla Wafer	0.63	8.03	0.34	4.33
Salted Peanuts	0.10	0.42	0.06	0.23
Snickers	-320.00	-323.42	-68.06	-68.79
Total	-156.02	-73.11	-18.18	25.77

Table 1: Simulated Effects of Removing 1 at Site 1, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Peanut M&Ms	14.77	11.47	3.14	2.44
Assorted Chocolate	11.84	10.15	2.85	2.40
Assorted Candy	9.13	5.77	3.71	2.35
Assorted Salty Snack	3.47	9.91	1.45	4.12
Skittles	1.97	1.67	0.15	0.13
Assorted Pretzels	1.22	2.72	0.47	1.05
Assorted Energy	0.99	6.58	0.47	3.39
Assorted Cookie	0.64	7.13	0.27	2.94
Cheetos	0.57	1.51	0.23	0.62
Doritos	0.48	1.52	0.19	0.62
Zoo Animal Cracker	0.44	3.17	0.16	1.15
Assorted Potato Chips	0.38	1.05	0.14	0.39
Choc Chip Famous Amos	0.32	3.89	0.15	1.88
Grandmas Choc Chip	0.19	4.06	0.10	2.13
Snickers	-91.58	-90.11	-19.48	-19.17
Total	-45.19	-19.52	-5.98	6.45

Table 2: Simulated Effects of Removing 1 at Site 93, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Peanut M&Ms	8.18	6.79	1.74	1.44
Assorted Chocolate	6.91	5.33	2.41	1.88
Twix Caramel	5.08	4.78	1.08	1.02
Raisinets	3.44	2.54	1.07	0.79
Assorted Candy	3.29	2.29	1.71	1.18
Skittles	2.82	3.05	0.60	0.65
Assorted Salty Snack	2.10	5.54	0.88	2.33
Assorted Energy	1.13	8.57	0.55	3.98
Assorted Pretzels	0.45	1.05	0.19	0.44
Cheetos	0.43	1.01	0.18	0.41
Assorted Potato Chips	0.40	0.97	0.15	0.36
Doritos	0.35	0.98	0.14	0.40
Choc Chip Famous Amos	0.28	2.66	0.16	1.55
Ruger Vanilla Wafer	0.23	2.88	0.13	1.57
Zoo Animal Cracker	0.21	1.25	0.13	0.77
Grandmas Choc Chip	0.20	3.20	0.12	2.00
Assorted Cookie	0.10	0.54	0.06	0.32
Snickers	-68.95	-69.70	-14.67	-14.83
Total	-33.36	-16.26	-3.38	6.26

Table 3: Simulated Effects of Removing 1 at Site 5055, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Candy	3.88	2.86	1.33	0.97
Assorted Chocolate	2.17	2.45	0.50	0.55
Peanut M&Ms	1.85	2.15	0.39	0.46
Twix Caramel	1.45	1.90	0.31	0.41
Skittles	0.77	0.71	0.13	0.12
Assorted Salty Snack	0.50	1.54	0.19	0.59
Assorted Pretzels	0.47	1.29	0.16	0.46
Assorted Energy	0.25	1.19	0.11	0.54
Assorted Cookie	0.16	1.27	0.06	0.53
Zoo Animal Cracker	0.11	0.77	0.06	0.40
Cheetos	0.11	0.37	0.04	0.15
Doritos	0.10	0.36	0.04	0.15
Assorted Potato Chips	0.10	0.31	0.04	0.11
Choc Chip Famous Amos	0.07	0.93	0.03	0.45
Salted Peanuts	0.05	0.24	0.03	0.14
Grandmas Choc Chip	0.04	0.70	0.02	0.37
Snickers	-22.98	-24.07	-4.89	-5.12
Total	-10.91	-5.02	-1.45	1.27

Table 4: Simulated Effects of Removing 1 at Site 5655, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Candy	1.91	1.20	0.60	0.36
Peanut M&Ms	1.34	1.13	0.29	0.24
Twix Caramel	1.04	0.99	0.22	0.21
Assorted Chocolate	1.04	0.86	0.25	0.20
Raisinets	0.64	0.45	0.20	0.14
Skittles	0.57	0.56	0.12	0.12
Assorted Salty Snack	0.54	1.45	0.21	0.55
Assorted Energy	0.29	2.62	0.15	1.34
Zoo Animal Cracker	0.08	0.45	0.04	0.23
Doritos	0.07	0.20	0.03	0.08
Assorted Pretzels	0.07	0.11	0.02	0.04
Cheetos	0.06	0.14	0.02	0.06
Assorted Cookie	0.05	0.29	0.03	0.14
Salted Peanuts	0.05	0.17	0.03	0.08
Choc Chip Famous Amos	0.05	0.47	0.02	0.23
Ruger Vanilla Wafer	0.04	0.50	0.02	0.22
Snickers	-15.00	-14.88	-3.19	-3.17
Total	-7.16	-3.29	-0.96	1.09

Table 5: Simulated Effects of Removing 1 at Site 6056, Random Coefficients Model



	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Chocolate	4.15	4.07	1.02	0.99
Peanut M&Ms	2.46	2.48	0.52	0.53
Raisinets	2.39	1.98	0.74	0.61
Twix Caramel	1.85	2.11	0.39	0.45
Assorted Candy	1.29	0.82	0.66	0.42
Skittles	0.99	0.96	0.21	0.20
Assorted Salty Snack	0.98	2.91	0.36	1.09
Assorted Pretzels	0.44	1.00	0.13	0.30
Assorted Cookie	0.31	2.23	0.15	1.17
Assorted Energy	0.18	1.82	0.10	1.05
Cheetos	0.16	0.53	0.07	0.22
Zoo Animal Cracker	0.15	1.03	0.08	0.53
Doritos	0.14	0.49	0.06	0.20
Ruger Vanilla Wafer	0.08	1.16	0.05	0.63
Choc Chip Famous Amos	0.07	0.90	0.04	0.52
Snickers	-30.25	-31.32	-6.44	-6.66
Total	-14.61	-6.83	-1.85	2.26

Table 6: Simulated Effects of Removing 1 at Site 6263, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Peanut M&Ms	10.75	8.85	2.29	1.88
Assorted Chocolate	8.85	6.87	3.11	2.45
Twix Caramel	7.06	6.60	1.50	1.40
Assorted Candy	4.70	3.22	2.45	1.67
Raisinets	4.32	3.16	1.34	0.98
Skittles	3.18	3.56	0.68	0.76
Assorted Salty Snack	2.43	6.32	1.01	2.64
Assorted Energy	1.68	13.56	0.82	6.27
Assorted Pretzels	0.64	1.45	0.27	0.60
Assorted Potato Chips	0.55	1.37	0.21	0.51
Cheetos	0.53	1.24	0.22	0.51
Doritos	0.39	1.10	0.16	0.45
Zoo Animal Cracker	0.37	2.22	0.23	1.36
Choc Chip Famous Amos	0.33	3.27	0.19	1.90
Ruger Vanilla Wafer	0.27	3.49	0.15	1.90
Grandmas Choc Chip	0.24	4.04	0.15	2.52
Assorted Cookie	0.15	0.85	0.09	0.50
Snickers	-91.24	-93.35	-19.41	-19.85
Total	-44.78	-22.18	-4.56	8.45

Table 7: Simulated Effects of Removing 1 at Site 7277, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Choc Chip Famous Amos	16.05	3.91	8.67	2.09
Assorted Cookie	13.93	4.12	5.89	1.77
Grandmas Choc Chip	9.14	2.44	5.40	1.42
Ruger Vanilla Wafer	9.01	2.36	4.81	1.26
Assorted Salty Snack	8.10	18.75	3.29	7.64
Raspberry Knotts	6.66	1.17	3.64	0.64
Assorted Energy	3.65	13.89	1.77	6.78
Assorted Pretzels	2.82	9.27	1.04	3.45
Peanut M&Ms	1.92	7.70	0.41	1.64
Snickers	1.84	8.92	0.39	1.90
Assorted Chocolate	1.78	8.35	0.51	2.36
Cheetos	1.48	2.66	0.61	1.09
Doritos	1.24	2.92	0.51	1.20
Assorted Potato Chips	1.09	2.02	0.41	0.75
Assorted Candy	0.98	6.08	0.40	2.54
Twix Caramel	0.93	4.04	0.20	0.86
Raisinets	0.59	2.75	0.18	0.85
Skittles	0.54	2.73	0.10	0.50
Farleys Mixed Fruit	0.36	2.47	0.16	1.08
Salted Peanuts	0.13	0.22	0.07	0.12
Zoo Animal Cracker	-209.83	-213.63	-108.91	-110.36
Total	-127.59	-106.88	-70.45	-70.42

Table 1: Simulated Effects of Removing 2 at Site 1, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Cookie	6.83	2.26	2.78	0.92
Choc Chip Famous Amos	3.92	1.18	1.89	0.57
Assorted Salty Snack	2.55	6.15	1.07	2.56
Grandmas Choc Chip	2.34	0.83	1.23	0.44
Raspberry Knotts	1.15	0.24	0.55	0.12
Assorted Pretzels	0.90	3.20	0.35	1.23
Assorted Energy	0.73	2.34	0.35	1.20
Peanut M&Ms	0.57	2.50	0.12	0.53
Snickers	0.54	2.88	0.11	0.61
Assorted Chocolate	0.46	2.32	0.11	0.55
Cheetos	0.42	0.76	0.17	0.31
Doritos	0.35	0.88	0.14	0.36
Assorted Potato Chips	0.28	0.55	0.10	0.20
Farleys Mixed Fruit	0.21	1.52	0.09	0.63
Assorted Candy	0.15	1.09	0.06	0.43
Skittles	0.08	0.51	0.01	0.04
Zoo Animal Cracker	-54.62	-58.17	-19.85	-21.15
Total	-33.18	-28.95	-10.73	-10.44

Table 2: Simulated Effects of Removing 2 at Site 93, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Choc Chip Famous Amos	3.04	0.66	1.77	0.38
Ruger Vanilla Wafer	2.54	0.66	1.38	0.36
Grandmas Choc Chip	2.18	0.51	1.36	0.32
Assorted Salty Snack	1.24	2.78	0.52	1.17
Raspberry Knotts	1.08	0.17	0.63	0.10
Assorted Energy	0.67	2.57	0.33	1.21
Peanut M&Ms	0.33	1.23	0.07	0.26
Snickers	0.29	1.29	0.06	0.28
Assorted Chocolate	0.28	1.22	0.10	0.43
Assorted Pretzels	0.27	0.90	0.11	0.37
Cheetos	0.25	0.43	0.10	0.18
Assorted Potato Chips	0.24	0.42	0.09	0.15
Doritos	0.21	0.46	0.08	0.19
Twix Caramel	0.20	0.86	0.04	0.18
Raisinets	0.14	0.65	0.04	0.20
Assorted Candy	0.13	0.89	0.07	0.46
Skittles	0.11	0.56	0.02	0.12
Zoo Animal Cracker	-32.93	-32.95	-20.20	-20.21
Total	-19.74	-16.66	-13.41	-13.83

Table 3: Simulated Effects of Removing 2 at Site 5055, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Cookie	2.72	0.60	1.09	0.24
Choc Chip Famous Amos	1.59	0.39	0.77	0.19
Grandmas Choc Chip	0.79	0.22	0.42	0.12
Raspberry Knotts	0.71	0.13	0.35	0.06
Assorted Salty Snack	0.63	1.41	0.24	0.54
Assorted Pretzels	0.59	1.85	0.20	0.64
Assorted Candy	0.35	1.84	0.12	0.64
Assorted Energy	0.32	0.96	0.14	0.44
Assorted Chocolate	0.20	0.94	0.04	0.21
Peanut M&Ms	0.17	0.69	0.04	0.15
Snickers	0.15	0.77	0.03	0.16
Cheetos	0.13	0.25	0.05	0.10
Twix Caramel	0.13	0.62	0.03	0.13
Doritos	0.13	0.30	0.05	0.12
Assorted Potato Chips	0.12	0.23	0.05	0.09
Skittles	0.07	0.30	0.01	0.05
Salted Peanuts	0.06	0.13	0.04	0.08
Zoo Animal Cracker	-22.65	-22.16	-11.63	-11.38
Total	-13.77	-10.52	-7.96	-7.42

Table 4: Simulated Effects of Removing 2 at Site 5655, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Choc Chip Famous Amos	1.23	0.23	0.60	0.11
Ruger Vanilla Wafer	1.00	0.22	0.45	0.10
Assorted Cookie	0.70	0.11	0.34	0.05
Assorted Salty Snack	0.67	1.46	0.26	0.56
Raspberry Knotts	0.66	0.09	0.32	0.04
Assorted Energy	0.36	1.52	0.18	0.79
Peanut M&Ms	0.11	0.40	0.02	0.09
Snickers	0.10	0.44	0.02	0.09
Assorted Candy	0.10	0.57	0.02	0.14
Doritos	0.09	0.19	0.04	0.08
Twix Caramel	0.09	0.35	0.02	0.07
Assorted Chocolate	0.09	0.35	0.02	0.08
Assorted Pretzels	0.08	0.22	0.03	0.07
Cheetos	0.08	0.12	0.03	0.05
Salted Peanuts	0.07	0.09	0.03	0.04
Farleys Mixed Fruit	0.07	0.39	0.03	0.16
Raisinets	0.05	0.22	0.02	0.07
Skittles	0.05	0.21	0.01	0.04
Zoo Animal Cracker	-14.60	-14.46	-7.50	-7.43
Total	-8.99	-7.29	-5.06	-4.77

Table 5: Simulated Effects of Removing 2 at Site 6056, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Cookie	3.68	1.15	1.69	0.55
Ruger Vanilla Wafer	1.19	0.41	0.65	0.22
Choc Chip Famous Amos	1.01	0.34	0.59	0.20
Assorted Salty Snack	1.00	2.35	0.37	0.89
Raspberry Knotts	0.67	0.16	0.39	0.10
Assorted Pretzels	0.44	1.38	0.13	0.42
Assorted Chocolate	0.28	1.40	0.07	0.34
Assorted Energy	0.18	1.01	0.10	0.56
Snickers	0.18	0.91	0.04	0.19
Peanut M&Ms	0.17	0.71	0.04	0.15
Cheetos	0.16	0.32	0.07	0.13
Raisinets	0.16	0.78	0.05	0.24
Doritos	0.15	0.36	0.06	0.15
Twix Caramel	0.12	0.60	0.03	0.13
Farleys Mixed Fruit	0.09	0.56	0.04	0.29
Skittles	0.07	0.29	0.01	0.06
Zoo Animal Cracker	-24.43	-24.95	-12.55	-12.81
Total	-14.87	-12.22	-8.22	-8.20

Table 6: Simulated Effects of Removing 2 at Site 6263, Random Coefficients Model



	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Choc Chip Famous Amos	5.25	1.10	3.06	0.64
Ruger Vanilla Wafer	4.28	1.07	2.33	0.58
Grandmas Choc Chip	3.83	0.87	2.40	0.55
Raspberry Knott's	2.38	0.37	1.39	0.22
Assorted Salty Snack	2.01	4.59	0.84	1.93
Assorted Energy	1.39	5.49	0.67	2.58
Snickers	0.58	2.63	0.12	0.56
Peanut M&Ms	0.58	2.17	0.12	0.46
Assorted Pretzels	0.53	1.72	0.22	0.71
Assorted Chocolate	0.48	2.12	0.17	0.75
Assorted Potato Chips	0.46	0.82	0.17	0.30
Cheetos	0.44	0.76	0.18	0.31
Twix Caramel	0.38	1.61	0.08	0.34
Doritos	0.32	0.73	0.13	0.30
Assorted Candy	0.25	1.68	0.13	0.88
Raisinets	0.23	1.09	0.07	0.34
Skittles	0.17	0.85	0.04	0.18
Zoo Animal Cracker	-60.61	-60.94	-37.18	-37.39
Total	-37.04	-31.24	-25.06	-25.75

Table 7: Simulated Effects of Removing 2 at Site 7277, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Salty Snack	36.55	27.21	15.61	11.70
Assorted Pretzels	17.73	9.11	6.70	3.40
Cheetos	10.52	13.44	4.31	5.51
Assorted Potato Chips	8.16	6.13	3.03	2.28
Sun Chips	6.98	4.23	2.86	1.74
Cheez-It Original	6.28	7.10	2.11	2.36
Hot Stuff Jays	3.61	1.21	1.28	0.42
Frito	3.44	3.78	1.41	1.55
Assorted Energy	3.26	15.91	1.59	7.94
Assorted Cookie	1.90	6.17	0.98	3.11
Peanut M&Ms	1.72	3.62	0.37	0.77
Snickers	1.62	4.35	0.35	0.93
Assorted Chocolate	1.53	3.77	0.45	1.15
Zoo Animal Cracker	0.95	2.70	0.49	1.37
Twix Caramel	0.81	2.16	0.17	0.46
Choc Chip Famous Amos	0.80	3.45	0.44	1.87
Assorted Candy	0.78	0.99	0.33	0.41
Raisinets	0.53	0.85	0.16	0.26
Skittles	0.48	0.35	0.09	0.06
Farleys Mixed Fruit	0.29	0.35	0.13	0.15
Salted Peanuts	0.09	0.63	0.05	0.33
Doritos	-219.00	-221.54	-89.79	-90.83
Total	-110.95	-104.03	-46.88	-43.07

Table 1: Simulated Effects of Removing 3 at Site 1, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Salty Snack	10.26	7.67	4.46	3.37
Assorted Pretzels	5.55	3.31	2.13	1.25
Cheetos	2.57	3.28	1.05	1.35
Sun Chips	1.99	1.33	0.82	0.55
Frito	1.76	1.82	0.72	0.75
Assorted Potato Chips	1.71	1.39	0.64	0.52
Cheez-It Original	1.70	1.94	0.60	0.68
Assorted Energy	0.65	3.28	0.31	1.58
Assorted Cookie	0.54	2.21	0.24	0.97
Peanut M&Ms	0.51	1.12	0.11	0.24
Snickers	0.48	1.37	0.10	0.29
Assorted Chocolate	0.41	0.77	0.10	0.19
Zoo Animal Cracker	0.29	0.87	0.10	0.32
Choc Chip Famous Amos	0.21	0.93	0.10	0.45
Farleys Mixed Fruit	0.18	0.23	0.08	0.10
Assorted Candy	0.13	0.17	0.05	0.07
Skittles	0.07	0.08	0.01	0.01
Doritos	-58.55	-59.54	-24.01	-24.41
Total	-29.54	-27.78	-12.40	-11.75

Table 2: Simulated Effects of Removing 3 at Site 93, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Salty Snack	10.17	7.74	4.40	3.35
Assorted Pretzels	3.24	1.36	1.34	0.56
Cheetos	3.07	3.72	1.26	1.53
Assorted Potato Chips	2.85	2.05	1.06	0.76
Sun Chips	1.94	1.09	0.79	0.45
Cheez-It Original	1.80	1.93	0.63	0.68
Hot Stuff Jays	1.14	0.37	0.48	0.15
Assorted Energy	0.98	4.81	0.48	2.44
Peanut M&Ms	0.48	0.95	0.10	0.20
Assorted Cookie	0.46	1.18	0.27	0.70
Snickers	0.42	1.05	0.09	0.22
Assorted Chocolate	0.41	1.20	0.14	0.41
Twix Caramel	0.30	0.76	0.06	0.16
Choc Chip Famous Amos	0.24	0.98	0.14	0.57
Raisinets	0.20	0.32	0.06	0.10
Assorted Candy	0.19	0.20	0.10	0.10
Zoo Animal Cracker	0.18	0.48	0.11	0.30
Skittles	0.17	0.11	0.04	0.02
Doritos	-57.28	-57.28	-23.48	-23.48
Total	-29.03	-26.99	-11.92	-10.79

Table 3: Simulated Effects of Removing 3 at Site 5055, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Pretzels	2.50	1.57	0.85	0.55
Assorted Salty Snack	1.77	1.18	0.64	0.43
Cheetos	0.56	0.92	0.23	0.38
Assorted Potato Chips	0.52	0.49	0.19	0.18
Frito	0.47	0.60	0.19	0.24
Sun Chips	0.39	0.28	0.16	0.11
Assorted Candy	0.19	0.32	0.06	0.11
Assorted Energy	0.17	0.74	0.08	0.33
Assorted Cookie	0.13	0.58	0.06	0.25
Assorted Chocolate	0.10	0.22	0.02	0.05
Peanut M&Ms	0.09	0.22	0.02	0.05
Snickers	0.08	0.26	0.02	0.05
Zoo Animal Cracker	0.08	0.21	0.04	0.11
Twix Caramel	0.07	0.22	0.01	0.05
Choc Chip Famous Amos	0.05	0.23	0.02	0.11
Skittles	0.04	0.03	0.01	0.00
Salted Peanuts	0.03	0.22	0.02	0.13
Doritos	-14.56	-15.12	-5.97	-6.20
Total	-7.32	-6.82	-3.34	-3.06

Table 4: Simulated Effects of Removing 3 at Site 5655, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Salty Snack	3.45	2.54	1.39	1.04
Hot Stuff Jays	0.83	0.28	0.23	0.08
Assorted Pretzels	0.59	0.38	0.20	0.13
Cheetos	0.54	0.68	0.22	0.28
Frito	0.53	0.54	0.22	0.22
Assorted Energy	0.29	1.10	0.15	0.57
Assorted Cookie	0.09	0.30	0.04	0.14
Peanut M&Ms	0.09	0.18	0.02	0.04
Snickers	0.08	0.21	0.02	0.04
Zoo Animal Cracker	0.08	0.22	0.04	0.11
Assorted Candy	0.08	0.11	0.02	0.03
Twix Caramel	0.07	0.18	0.02	0.04
Assorted Chocolate	0.07	0.16	0.02	0.04
Salted Peanuts	0.05	0.41	0.03	0.20
Farleys Mixed Fruit	0.05	0.05	0.02	0.02
Choc Chip Famous Amos	0.05	0.21	0.02	0.10
Raisinets	0.04	0.07	0.01	0.02
Skittles	0.04	0.02	0.01	0.00
Doritos	-14.24	-14.59	-5.84	-5.98
Total	-7.19	-6.94	-3.15	-2.87

Table 5: Simulated Effects of Removing 3 at Site 6056, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Salty Snack	2.36	1.71	0.98	0.73
Assorted Pretzels	2.27	1.08	0.68	0.33
Cheez-It Original	0.95	1.28	0.24	0.32
Cheetos	0.84	1.29	0.34	0.53
Frito	0.68	0.83	0.28	0.34
Sun Chips	0.61	0.42	0.25	0.17
Hot Stuff Jays	0.52	0.21	0.15	0.06
Assorted Cookie	0.26	0.78	0.13	0.38
Assorted Chocolate	0.18	0.37	0.05	0.09
Assorted Energy	0.12	0.63	0.06	0.32
Snickers	0.12	0.35	0.02	0.08
Peanut M&Ms	0.11	0.27	0.02	0.06
Raisinets	0.11	0.19	0.03	0.06
Zoo Animal Cracker	0.10	0.30	0.05	0.15
Twix Caramel	0.08	0.26	0.02	0.05
Farleys Mixed Fruit	0.06	0.06	0.03	0.03
Choc Chip Famous Amos	0.05	0.23	0.03	0.14
Skittles	0.04	0.03	0.01	0.01
Doritos	-19.23	-19.54	-7.88	-8.01
Total	-9.78	-9.24	-4.51	-4.16

Table 6: Simulated Effects of Removing 3 at Site 6263, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Salty Snack	8.54	6.36	3.73	2.78
Assorted Pretzels	3.58	1.40	1.49	0.58
Assorted Potato Chips	3.08	2.20	1.14	0.82
Cheetos	2.94	3.55	1.21	1.46
Sun Chips	2.04	1.11	0.84	0.46
Cheez-It Original	1.83	1.95	0.64	0.68
Hot Stuff Jays	1.11	0.34	0.42	0.13
Assorted Energy	1.05	5.35	0.51	2.69
Snickers	0.44	1.11	0.09	0.24
Peanut M&Ms	0.44	0.88	0.09	0.19
Assorted Cookie	0.42	1.11	0.24	0.66
Assorted Chocolate	0.36	1.06	0.13	0.37
Twix Caramel	0.29	0.74	0.06	0.16
Zoo Animal Cracker	0.23	0.62	0.14	0.38
Choc Chip Famous Amos	0.21	0.88	0.12	0.51
Assorted Candy	0.19	0.19	0.10	0.10
Raisinets	0.18	0.27	0.05	0.08
Skittles	0.13	0.08	0.03	0.02
Doritos	-55.15	-55.47	-22.61	-22.74
Total	-28.09	-26.26	-11.57	-10.45

Table 7: Simulated Effects of Removing 3 at Site 7277, Random Coefficients Model



	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Snickers	38.81	31.44	8.25	6.69
Assorted Chocolate	22.39	14.79	7.71	5.09
Assorted Candy	17.84	10.24	7.86	4.50
Twix Caramel	16.32	13.62	3.47	2.90
Plain M&Ms	11.86	9.77	2.52	2.08
Skittles	10.38	7.62	1.89	1.41
Assorted Salty Snack	9.96	21.75	4.13	8.96
Raisinets	9.63	7.27	2.99	2.26
Farleys Mixed Fruit	6.61	3.41	2.74	1.42
Assorted Energy	4.79	26.95	2.32	12.75
Assorted Pretzels	3.07	4.70	1.20	1.85
Cheetos	1.87	2.63	0.77	1.08
Assorted Potato Chips	1.60	3.77	0.59	1.40
Doritos	1.53	3.48	0.63	1.43
Zoo Animal Cracker	1.31	6.90	0.66	3.45
Assorted Cookie	1.17	8.62	0.54	3.86
Choc Chip Famous Amos	1.16	9.47	0.63	5.09
Grandmas Choc Chip	0.75	9.79	0.44	5.75
Ruger Vanilla Wafer	0.62	7.28	0.33	3.93
Salted Peanuts	0.09	0.36	0.05	0.20
Peanut M&Ms	-317.21	-317.74	-67.47	-67.58
Total	-155.47	-113.89	-17.74	8.48

Table 1: Simulated Effects of Removing 4 at Site 1, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Snickers	15.40	11.76	3.28	2.50
Plain M&Ms	10.72	8.59	2.28	1.83
Farleys Mixed Fruit	5.90	3.03	2.45	1.26
Assorted Candy	4.16	2.05	1.64	0.81
Assorted Salty Snack	3.78	8.43	1.59	3.50
Assorted Chocolate	2.31	1.81	0.86	0.67
Skittles	2.17	1.41	0.17	0.11
Assorted Pretzels	1.33	1.86	0.51	0.73
Assorted Energy	1.08	5.37	0.51	2.68
Assorted Cookie	0.70	5.94	0.29	2.46
Cheetos	0.62	0.90	0.25	0.37
Doritos	0.52	1.25	0.21	0.51
Zoo Animal Cracker	0.48	2.78	0.17	1.01
Assorted Potato Chips	0.41	1.02	0.15	0.38
Choc Chip Famous Amos	0.34	3.29	0.17	1.59
Grandmas Choc Chip	0.21	3.28	0.11	1.72
Peanut M&Ms	-99.38	-96.86	-21.14	-20.60
Total	-49.27	-34.10	-6.50	1.51

Table 2: Simulated Effects of Removing 4 at Site 93, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Snickers	8.98	7.37	1.91	1.57
Assorted Chocolate	8.71	5.42	3.03	1.91
Twix Caramel	6.40	5.18	1.36	1.10
Raisinets	4.33	3.29	1.34	1.02
Assorted Candy	4.14	2.45	2.15	1.27
Skittles	3.56	2.67	0.76	0.57
Assorted Salty Snack	2.60	5.56	1.09	2.33
Assorted Energy	1.40	8.06	0.69	3.75
Assorted Pretzels	0.56	0.93	0.23	0.38
Cheetos	0.53	0.71	0.22	0.29
Assorted Potato Chips	0.49	1.12	0.18	0.41
Doritos	0.43	0.93	0.18	0.38
Choc Chip Famous Amos	0.34	2.52	0.20	1.47
Ruger Vanilla Wafer	0.29	3.35	0.16	1.83
Zoo Animal Cracker	0.26	1.26	0.16	0.77
Grandmas Choc Chip	0.25	2.89	0.15	1.81
Assorted Cookie	0.12	0.65	0.07	0.38
Peanut M&Ms	-84.73	-85.44	-18.02	-18.17
Total	-41.34	-31.09	-4.14	3.07

Table 3: Simulated Effects of Removing 4 at Site 5055, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Candy	3.37	2.19	1.15	0.74
Snickers	1.46	1.69	0.31	0.36
Twix Caramel	1.26	1.45	0.27	0.31
Assorted Chocolate	1.22	1.14	0.29	0.27
Skittles	0.67	0.50	0.11	0.08
Plain M&Ms	0.66	0.76	0.14	0.16
Assorted Salty Snack	0.43	1.11	0.16	0.42
Assorted Pretzels	0.41	0.72	0.14	0.25
Assorted Energy	0.22	0.92	0.10	0.41
Assorted Cookie	0.13	0.92	0.06	0.39
Zoo Animal Cracker	0.10	0.54	0.05	0.28
Cheetos	0.09	0.16	0.04	0.07
Doritos	0.09	0.23	0.04	0.10
Assorted Potato Chips	0.08	0.24	0.03	0.09
Choc Chip Famous Amos	0.06	0.61	0.03	0.29
Salted Peanuts	0.04	0.20	0.03	0.12
Grandmas Choc Chip	0.03	0.45	0.02	0.23
Peanut M&Ms	-19.72	-20.72	-4.19	-4.41
Total	-9.40	-6.88	-1.24	0.16

Table 4: Simulated Effects of Removing 4 at Site 5655, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Snickers	1.12	0.93	0.24	0.20
Assorted Candy	1.03	0.55	0.25	0.13
Twix Caramel	0.95	0.78	0.20	0.17
Farleys Mixed Fruit	0.71	0.39	0.30	0.16
Raisinets	0.58	0.43	0.18	0.13
Skittles	0.52	0.36	0.11	0.08
Assorted Salty Snack	0.49	1.12	0.19	0.41
Plain M&Ms	0.48	0.42	0.10	0.09
Assorted Chocolate	0.47	0.30	0.12	0.08
Assorted Energy	0.26	1.75	0.13	0.87
Zoo Animal Cracker	0.07	0.34	0.04	0.17
Doritos	0.06	0.14	0.03	0.06
Assorted Pretzels	0.06	0.05	0.02	0.02
Cheetos	0.05	0.07	0.02	0.03
Assorted Cookie	0.05	0.22	0.02	0.11
Salted Peanuts	0.05	0.16	0.02	0.08
Choc Chip Famous Amos	0.04	0.33	0.02	0.16
Ruger Vanilla Wafer	0.04	0.42	0.02	0.19
Peanut M&Ms	-13.50	-13.34	-2.87	-2.84
Total	-6.47	-4.57	-0.86	0.28

Table 5: Simulated Effects of Removing 4 at Site 6056, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients

Table 6: Simulated Effects of Removing 4 at Site 6263, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Snickers	11.85	9.69	2.52	2.06
Assorted Chocolate	9.68	6.11	3.40	2.17
Twix Caramel	7.71	6.21	1.64	1.32
Assorted Candy	5.14	3.01	2.67	1.56
Raisinets	4.72	3.55	1.46	1.10
Skittles	3.48	2.67	0.74	0.57
Assorted Salty Snack	2.66	5.53	1.11	2.30
Assorted Energy	1.83	10.86	0.89	5.04
Assorted Pretzels	0.71	1.14	0.29	0.47
Assorted Potato Chips	0.61	1.39	0.23	0.52
Cheetos	0.58	0.78	0.24	0.32
Doritos	0.43	0.93	0.18	0.38
Zoo Animal Cracker	0.40	1.98	0.25	1.22
Choc Chip Famous Amos	0.36	2.71	0.21	1.58
Ruger Vanilla Wafer	0.30	3.51	0.16	1.91
Grandmas Choc Chip	0.27	3.17	0.17	1.98
Assorted Cookie	0.16	0.89	0.10	0.52
Peanut M&Ms	-99.88	-101.38	-21.24	-21.56
Total	-49.00	-37.25	-4.99	3.46

Table 7: Simulated Effects of Removing 4 at Site 7277, Random Coefficients Model

	Change in Sales		Change in Revenue	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Salty Snack	44.94	61.29	19.27	26.89
Assorted Pretzels	21.59	17.19	8.23	6.35
Doritos	10.84	15.19	4.44	6.23
Assorted Potato Chips	10.64	12.43	3.95	4.61
Sun Chips	8.91	7.37	3.66	3.02
Cheez-It Original	8.08	21.04	2.73	7.04
Hot Stuff Jays	4.35	1.24	1.58	0.45
Assorted Energy	4.06	30.36	1.97	15.16
Frito	3.84	7.54	1.57	3.09
Assorted Cookie	2.33	7.48	1.21	3.78
Peanut M&Ms	2.13	2.94	0.45	0.63
Snickers	2.02	4.79	0.43	1.02
Assorted Chocolate	1.89	3.82	0.57	1.20
Zoo Animal Cracker	1.16	2.63	0.60	1.35
Twix Caramel	1.00	2.26	0.21	0.48
Choc Chip Famous Amos	0.99	4.66	0.54	2.55
Assorted Candy	0.92	0.66	0.41	0.27
Raisinets	0.66	0.64	0.20	0.20
Skittles	0.59	0.21	0.11	0.04
Farleys Mixed Fruit	0.33	0.21	0.15	0.09
Salted Peanuts	0.08	0.81	0.04	0.43
Cheetos	-267.69	-277.11	-109.75	-113.61
Total	-136.35	-72.34	-57.42	-28.74

Table 1: Simulated Effects of Removing 5 at Site 1, Random Coefficients Model



	Change in Sales		Change in Revenue	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Salty Snack	12.50	15.70	5.43	7.18
Assorted Pretzels	6.76	6.74	2.60	2.47
Doritos	2.63	3.64	1.08	1.49
Sun Chips	2.43	2.05	1.00	0.84
Frito	2.14	3.86	0.88	1.58
Assorted Potato Chips	2.08	2.51	0.77	0.93
Cheez-It Original	2.08	5.07	0.73	1.78
Assorted Energy	0.78	4.99	0.37	2.42
Assorted Cookie	0.66	2.75	0.29	1.21
Peanut M&Ms	0.61	0.87	0.13	0.19
Snickers	0.58	1.45	0.12	0.31
Assorted Chocolate	0.49	0.58	0.12	0.14
Zoo Animal Cracker	0.35	0.80	0.13	0.29
Choc Chip Famous Amos	0.25	1.18	0.12	0.57
Farleys Mixed Fruit	0.22	0.14	0.09	0.06
Assorted Candy	0.16	0.11	0.06	0.04
Skittles	0.08	0.05	0.01	0.00
Cheetos	-70.55	-70.33	-28.93	-28.84
Total	-35.74	-17.85	-15.00	-7.32

Table 2: Simulated Effects of Removing 5 at Site 93, Random Coefficients Model

	Change in Sales		Change in Revenue	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Salty Snack	12.43	18.18	5.38	7.89
Assorted Pretzels	3.96	2.18	1.64	0.91
Assorted Potato Chips	3.48	3.94	1.29	1.46
Doritos	3.07	4.10	1.26	1.68
Sun Chips	2.37	1.87	0.97	0.77
Cheez-It Original	2.20	5.67	0.77	1.99
Hot Stuff Jays	1.40	0.38	0.59	0.16
Assorted Energy	1.19	9.30	0.58	4.70
Peanut M&Ms	0.58	0.76	0.12	0.16
Assorted Cookie	0.56	1.34	0.32	0.80
Snickers	0.51	1.11	0.11	0.24
Assorted Chocolate	0.49	1.30	0.17	0.44
Twix Caramel	0.36	0.76	0.08	0.16
Choc Chip Famous Amos	0.29	1.29	0.17	0.75
Raisinets	0.24	0.23	0.08	0.07
Assorted Candy	0.23	0.12	0.12	0.06
Zoo Animal Cracker	0.22	0.47	0.13	0.29
Skittles	0.20	0.06	0.04	0.01
Cheetos	-68.90	-71.19	-28.25	-29.19
Total	-35.12	-18.14	-14.42	-6.64

Table 3: Simulated Effects of Removing 5 at Site 5055, Random Coefficients Model

	Change in Sales		Change in Revenue	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Pretzels	2.44	2.93	0.83	1.02
Assorted Salty Snack	1.73	1.72	0.63	0.62
Doritos	0.52	0.95	0.21	0.39
Assorted Potato Chips	0.50	0.79	0.19	0.29
Frito	0.46	1.12	0.19	0.46
Sun Chips	0.38	0.40	0.16	0.16
Assorted Candy	0.18	0.24	0.06	0.08
Assorted Energy	0.17	0.89	0.07	0.40
Assorted Cookie	0.12	0.70	0.05	0.30
Assorted Chocolate	0.10	0.17	0.02	0.04
Peanut M&Ms	0.09	0.15	0.02	0.03
Snickers	0.08	0.25	0.02	0.05
Zoo Animal Cracker	0.07	0.18	0.04	0.09
Twix Caramel	0.07	0.20	0.01	0.04
Choc Chip Famous Amos	0.05	0.27	0.02	0.13
Skittles	0.04	0.02	0.01	0.00
Salted Peanuts	0.03	0.30	0.02	0.18
Cheetos	-14.14	-15.32	-5.80	-6.28
Total	-7.12	-4.06	-3.25	-2.00

Table 4: Simulated Effects of Removing 5 at Site 5655, Random Coefficients Model

	Change in Sales		Change in Revenue	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Salty Snack	2.90	3.72	1.17	1.57
Hot Stuff Jays	0.70	0.20	0.20	0.06
Doritos	0.53	0.72	0.22	0.30
Assorted Pretzels	0.49	0.77	0.17	0.27
Frito	0.45	0.83	0.18	0.34
Assorted Energy	0.25	1.04	0.12	0.55
Assorted Cookie	0.08	0.26	0.04	0.13
Peanut M&Ms	0.08	0.10	0.02	0.02
Snickers	0.07	0.16	0.02	0.03
Zoo Animal Cracker	0.07	0.14	0.04	0.07
Assorted Candy	0.07	0.06	0.02	0.02
Twix Caramel	0.06	0.13	0.01	0.03
Assorted Chocolate	0.06	0.10	0.01	0.03
Salted Peanuts	0.05	0.51	0.02	0.25
Farleys Mixed Fruit	0.04	0.02	0.02	0.01
Choc Chip Famous Amos	0.04	0.19	0.02	0.09
Raisinets	0.04	0.03	0.01	0.01
Skittles	0.03	0.01	0.01	0.00
Cheetos	-12.09	-12.35	-4.96	-5.06
Total	-6.08	-3.34	-2.66	-1.30

Table 5: Simulated Effects of Removing 5 at Site 6056, Random Coefficients Model

	Change in Sales		Change in Revenue	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Salty Snack	2.73	3.45	1.14	1.50
Assorted Pretzels	2.62	1.80	0.79	0.54
Cheez-It Original	1.10	3.49	0.28	0.88
Doritos	0.86	1.47	0.35	0.60
Frito	0.78	1.73	0.32	0.71
Sun Chips	0.71	0.70	0.29	0.29
Hot Stuff Jays	0.60	0.22	0.17	0.06
Assorted Cookie	0.30	0.88	0.15	0.42
Assorted Chocolate	0.21	0.31	0.05	0.08
Assorted Energy	0.14	1.39	0.07	0.69
Snickers	0.13	0.41	0.03	0.09
Peanut M&Ms	0.13	0.22	0.03	0.05
Raisinets	0.12	0.14	0.04	0.04
Zoo Animal Cracker	0.12	0.29	0.06	0.15
Twix Caramel	0.09	0.27	0.02	0.06
Farleys Mixed Fruit	0.07	0.04	0.03	0.02
Choc Chip Famous Amos	0.05	0.31	0.03	0.18
Skittles	0.05	0.02	0.01	0.00
Cheetos	-22.08	-23.83	-9.05	-9.77
Total	-11.26	-6.68	-5.19	-3.42

Table 6: Simulated Effects of Removing 5 at Site 6263, Random Coefficients Model

	Change in Sales		Change in Revenue	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Salty Snack	12.66	18.53	5.53	8.13
Assorted Pretzels	5.31	2.77	2.20	1.15
Assorted Potato Chips	4.57	5.19	1.70	1.93
Doritos	3.23	4.30	1.32	1.76
Sun Chips	3.03	2.35	1.24	0.96
Cheez-It Original	2.71	6.81	0.95	2.39
Hot Stuff Jays	1.65	0.44	0.63	0.17
Assorted Energy	1.54	12.75	0.75	6.40
Snickers	0.65	1.41	0.14	0.30
Peanut M&Ms	0.64	0.84	0.14	0.18
Assorted Cookie	0.61	1.56	0.35	0.93
Assorted Chocolate	0.53	1.37	0.19	0.47
Twix Caramel	0.42	0.89	0.09	0.19
Zoo Animal Cracker	0.34	0.75	0.21	0.46
Choc Chip Famous Amos	0.30	1.42	0.18	0.83
Assorted Candy	0.28	0.13	0.15	0.07
Raisinets	0.26	0.24	0.08	0.07
Skittles	0.19	0.06	0.04	0.01
Cheetos	-79.93	-84.09	-32.77	-34.48
Total	-41.03	-22.27	-16.90	-8.07

Table 7: Simulated Effects of Removing 5 at Site 7277, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Zoo Animal Cracker	13.17	3.35	6.89	1.69
Assorted Cookie	7.48	3.14	3.14	1.33
Grandmas Choc Chip	6.89	3.49	4.12	2.05
Ruger Vanilla Wafer	6.85	1.96	3.67	1.05
Assorted Salty Snack	4.57	15.18	1.89	6.25
Raspberry Knotts	4.56	1.18	2.52	0.64
Assorted Energy	2.64	14.21	1.28	6.93
Assorted Pretzels	1.80	4.72	0.68	1.79
Peanut M&Ms	1.36	8.40	0.29	1.79
Snickers	1.29	10.24	0.27	2.18
Assorted Chocolate	1.21	7.73	0.36	2.28
Cheetos	1.04	3.85	0.43	1.58
Doritos	0.86	3.13	0.35	1.28
Assorted Potato Chips	0.81	2.65	0.30	0.98
Sun Chips	0.69	2.35	0.28	0.96
Twix Caramel	0.66	4.73	0.14	1.01
Assorted Candy	0.66	2.61	0.28	1.08
Raisinets	0.41	1.98	0.13	0.61
Skittles	0.39	1.41	0.07	0.26
Hot Stuff Jays	0.34	0.84	0.12	0.30
Farleys Mixed Fruit	0.22	0.90	0.09	0.39
Salted Peanuts	0.08	0.33	0.04	0.18
Choc Chip Famous Amos	-145.95	-148.57	-79.12	-80.45
Total	-87.99	-50.20	-51.76	-43.84

Table 1: Simulated Effects of Removing 6 at Site 1, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Cookie	4.27	2.07	1.74	0.84
Zoo Animal Cracker	3.42	1.09	1.24	0.40
Grandmas Choc Chip	1.46	1.06	0.77	0.56
Assorted Salty Snack	1.46	4.88	0.61	2.04
Raspberry Knotts	0.72	0.24	0.35	0.12
Assorted Pretzels	0.59	1.61	0.23	0.62
Assorted Energy	0.48	2.56	0.23	1.29
Peanut M&Ms	0.37	2.67	0.08	0.57
Snickers	0.35	3.21	0.08	0.68
Assorted Chocolate	0.30	2.05	0.07	0.49
Cheetos	0.27	1.02	0.11	0.42
Doritos	0.23	0.87	0.09	0.36
Sun Chips	0.21	0.77	0.09	0.32
Assorted Potato Chips	0.18	0.61	0.07	0.23
Farleys Mixed Fruit	0.14	0.61	0.06	0.25
Assorted Candy	0.10	0.43	0.04	0.17
Skittles	0.05	0.24	0.00	0.02
Choc Chip Famous Amos	-36.32	-38.30	-17.52	-18.47
Total	-21.74	-12.31	-11.67	-9.12

Table 2: Simulated Effects of Removing 6 at Site 93, Random Coefficients Model



	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Ruger Vanilla Wafer	2.93	0.77	1.60	0.42
Zoo Animal Cracker	2.61	0.54	1.60	0.33
Grandmas Choc Chip	2.51	1.05	1.57	0.66
Raspberry Knotts	1.25	0.27	0.73	0.15
Assorted Salty Snack	1.09	3.48	0.46	1.46
Assorted Energy	0.74	3.87	0.36	1.85
Peanut M&Ms	0.36	1.97	0.08	0.42
Snickers	0.31	2.23	0.07	0.47
Assorted Chocolate	0.31	1.86	0.11	0.65
Assorted Pretzels	0.30	0.73	0.12	0.30
Cheetos	0.28	0.96	0.12	0.39
Assorted Potato Chips	0.26	0.80	0.10	0.30
Doritos	0.23	0.77	0.09	0.31
Twix Caramel	0.22	1.49	0.05	0.32
Sun Chips	0.18	0.55	0.07	0.23
Raisinets	0.15	0.70	0.05	0.22
Assorted Candy	0.15	0.52	0.08	0.27
Skittles	0.12	0.43	0.03	0.09
Hot Stuff Jays	0.10	0.25	0.04	0.10
Choc Chip Famous Amos	-35.91	-35.52	-20.91	-20.68
Total	-21.81	-12.31	-13.60	-11.74

Table 3: Simulated Effects of Removing 6 at Site 5055, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Cookie	1.33	0.45	0.53	0.18
Zoo Animal Cracker	1.22	0.33	0.62	0.17
Grandmas Choc Chip	0.39	0.25	0.20	0.13
Raspberry Knotts	0.35	0.11	0.17	0.05
Assorted Pretzels	0.31	0.88	0.11	0.31
Assorted Salty Snack	0.28	0.92	0.10	0.34
Assorted Candy	0.18	0.80	0.06	0.27
Assorted Energy	0.17	0.64	0.07	0.29
Assorted Chocolate	0.10	0.69	0.02	0.16
Peanut M&Ms	0.09	0.64	0.02	0.14
Snickers	0.08	0.76	0.02	0.16
Cheetos	0.07	0.31	0.03	0.13
Twix Caramel	0.07	0.62	0.01	0.13
Doritos	0.07	0.26	0.03	0.11
Assorted Potato Chips	0.06	0.23	0.02	0.09
Sun Chips	0.05	0.17	0.02	0.07
Skittles	0.04	0.13	0.01	0.02
Salted Peanuts	0.03	0.15	0.02	0.09
Choc Chip Famous Amos	-12.06	-12.18	-5.82	-5.87
Total	-7.18	-3.84	-3.74	-3.04

Table 4: Simulated Effects of Removing 6 at Site 5655, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Zoo Animal Cracker	1.25	0.26	0.64	0.13
Ruger Vanilla Wafer	0.62	0.18	0.28	0.08
Assorted Cookie	0.43	0.10	0.21	0.05
Raspberry Knotts	0.41	0.09	0.20	0.04
Assorted Salty Snack	0.38	1.26	0.15	0.51
Assorted Energy	0.25	1.41	0.12	0.73
Hot Stuff Jays	0.08	0.20	0.02	0.06
Peanut M&Ms	0.08	0.44	0.02	0.09
Snickers	0.07	0.51	0.02	0.11
Assorted Candy	0.07	0.26	0.02	0.07
Doritos	0.06	0.21	0.02	0.09
Twix Caramel	0.06	0.41	0.01	0.09
Assorted Chocolate	0.06	0.34	0.01	0.08
Assorted Pretzels	0.06	0.13	0.02	0.05
Cheetos	0.05	0.19	0.02	0.08
Salted Peanuts	0.05	0.19	0.02	0.09
Farleys Mixed Fruit	0.04	0.15	0.02	0.06
Raisinets	0.04	0.17	0.01	0.05
Skittles	0.03	0.11	0.01	0.02
Choc Chip Famous Amos	-10.16	-10.02	-4.90	-4.83
Total	-6.08	-3.41	-3.07	-2.36

Table 5: Simulated Effects of Removing 6 at Site 6056, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Cookie	1.45	0.52	0.66	0.25
Zoo Animal Cracker	0.85	0.31	0.43	0.16
Ruger Vanilla Wafer	0.47	0.23	0.26	0.12
Assorted Salty Snack	0.33	1.21	0.12	0.46
Raspberry Knotts	0.27	0.11	0.16	0.07
Assorted Pretzels	0.19	0.48	0.06	0.15
Assorted Chocolate	0.12	0.78	0.03	0.19
Assorted Energy	0.08	0.55	0.04	0.31
Snickers	0.07	0.70	0.02	0.15
Peanut M&Ms	0.07	0.52	0.01	0.11
Cheetos	0.07	0.31	0.03	0.13
Raisinets	0.07	0.39	0.02	0.12
Doritos	0.06	0.26	0.03	0.10
Twix Caramel	0.05	0.47	0.01	0.10
Sun Chips	0.05	0.19	0.02	0.08
Hot Stuff Jays	0.04	0.13	0.01	0.04
Farleys Mixed Fruit	0.04	0.15	0.02	0.07
Skittles	0.03	0.10	0.01	0.02
Choc Chip Famous Amos	-10.60	-11.17	-6.17	-6.50
Total	-6.30	-3.76	-4.23	-3.87

Table 6: Simulated Effects of Removing 6 at Site 6263, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Zoo Animal Cracker	3.83	0.82	2.35	0.50
Ruger Vanilla Wafer	2.83	0.78	1.54	0.42
Grandmas Choc Chip	2.53	1.12	1.58	0.70
Raspberry Knotts	1.57	0.36	0.92	0.21
Assorted Salty Snack	1.04	3.42	0.44	1.44
Assorted Energy	0.93	5.18	0.45	2.47
Snickers	0.39	2.83	0.08	0.60
Peanut M&Ms	0.39	2.17	0.08	0.46
Assorted Pretzels	0.36	0.88	0.15	0.37
Assorted Chocolate	0.32	2.00	0.11	0.70
Assorted Potato Chips	0.31	1.00	0.11	0.37
Cheetos	0.29	1.07	0.12	0.44
Twix Caramel	0.25	1.74	0.05	0.37
Doritos	0.22	0.76	0.09	0.31
Sun Chips	0.20	0.66	0.08	0.27
Assorted Candy	0.17	0.60	0.09	0.31
Raisinets	0.16	0.73	0.05	0.22
Skittles	0.11	0.41	0.02	0.09
Hot Stuff Jays	0.11	0.27	0.04	0.10
Choc Chip Famous Amos	-40.90	-41.38	-23.81	-24.09
Total	-24.88	-14.57	-15.43	-13.72

Table 7: Simulated Effects of Removing 6 at Site 7277, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Salty Snack	63.23	67.02	27.25	29.59
Assorted Pretzels	35.67	25.19	13.82	9.46
Assorted Potato Chips	18.18	18.26	6.75	6.78
Sun Chips	14.34	10.46	5.88	4.29
Smartfood	12.56	15.68	5.15	6.43
Cheez-It Original	11.85	22.82	4.16	8.01
Assorted Energy	6.56	42.33	3.17	21.10
Frito	6.51	10.17	2.67	4.17
Hot Stuff Jays	6.42	1.87	2.38	0.69
Assorted Cookie	3.51	12.18	1.80	6.07
Peanut M&Ms	3.41	5.83	0.72	1.24
Snickers	3.20	8.09	0.68	1.72
Assorted Chocolate	2.87	6.51	0.86	2.02
Zoo Animal Cracker	1.83	4.72	0.92	2.36
Assorted Candy	1.68	1.74	0.72	0.69
Choc Chip Famous Amos	1.59	7.39	0.86	3.97
Twix Caramel	1.48	3.61	0.32	0.77
Skittles	0.91	0.49	0.17	0.08
Raisinets	0.84	1.01	0.26	0.31
Farleys Mixed Fruit	0.52	0.47	0.22	0.19
Salted Peanuts	0.18	1.69	0.10	0.90
Doritos	-187.06	-189.38	-76.69	-77.64
Cheetos	-224.85	-231.74	-92.19	-95.01
Total	-214.55	-153.59	-90.03	-61.81

Table 1: Simulated Effects of Removing 9 at Site 1, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Salty Snack	20.19	19.70	8.89	9.15
Assorted Pretzels	13.39	10.90	5.14	4.04
Sun Chips	4.81	3.71	1.97	1.52
Smartfood	4.55	6.00	1.86	2.46
Frito	4.24	6.29	1.74	2.58
Assorted Potato Chips	4.13	4.29	1.53	1.59
Cheez-It Original	4.11	7.82	1.44	2.74
Assorted Energy	1.49	9.00	0.71	4.36
Assorted Cookie	1.25	5.32	0.55	2.34
Peanut M&Ms	1.17	2.09	0.25	0.45
Snickers	1.11	2.98	0.24	0.63
Assorted Chocolate	0.94	1.42	0.23	0.35
Zoo Animal Cracker	0.66	1.78	0.24	0.65
Choc Chip Famous Amos	0.47	2.26	0.23	1.09
Farleys Mixed Fruit	0.42	0.39	0.18	0.16
Assorted Candy	0.30	0.30	0.12	0.12
Skittles	0.16	0.13	0.01	0.01
Doritos	-60.00	-61.01	-24.60	-25.02
Cheetos	-71.50	-71.27	-29.31	-29.22
Total	-68.10	-47.90	-28.58	-19.99

Table 2: Simulated Effects of Removing 9 at Site 93, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Salty Snack	16.96	19.62	7.42	8.61
Assorted Pretzels	6.51	3.19	2.70	1.32
Assorted Potato Chips	5.73	5.47	2.13	2.03
Sun Chips	3.90	2.69	1.60	1.10
Cheez-It Original	3.61	7.03	1.27	2.47
Smartfood	3.48	4.16	1.43	1.70
Hot Stuff Jays	2.30	0.66	0.97	0.28
Assorted Energy	1.86	12.73	0.91	6.44
Peanut M&Ms	0.91	1.48	0.19	0.31
Assorted Cookie	0.87	2.20	0.51	1.31
Snickers	0.79	1.87	0.17	0.40
Assorted Chocolate	0.77	2.19	0.27	0.75
Twix Caramel	0.57	1.32	0.12	0.28
Choc Chip Famous Amos	0.46	2.01	0.27	1.17
Raisinets	0.38	0.47	0.12	0.14
Assorted Candy	0.37	0.27	0.19	0.14
Zoo Animal Cracker	0.34	0.84	0.21	0.51
Skittles	0.31	0.15	0.07	0.03
Doritos	-47.24	-47.24	-19.37	-19.37
Cheetos	-57.90	-59.83	-23.74	-24.53
Total	-55.00	-38.75	-22.58	-14.89

Table 3: Simulated Effects of Removing 9 at Site 5055, Random Coefficients Model



	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Pretzels	6.54	6.14	2.22	2.13
Assorted Salty Snack	4.64	3.99	1.68	1.43
Assorted Potato Chips	1.36	1.78	0.50	0.66
Frito	1.24	2.41	0.51	0.99
Sun Chips	1.02	0.93	0.42	0.38
Assorted Candy	0.47	0.73	0.16	0.24
Assorted Energy	0.43	2.20	0.19	0.99
Assorted Cookie	0.32	1.72	0.14	0.73
Assorted Chocolate	0.26	0.50	0.06	0.12
Peanut M&Ms	0.22	0.47	0.05	0.10
Snickers	0.20	0.66	0.04	0.14
Zoo Animal Cracker	0.19	0.51	0.10	0.26
Twix Caramel	0.17	0.55	0.04	0.12
Choc Chip Famous Amos	0.12	0.66	0.06	0.32
Skittles	0.09	0.06	0.02	0.01
Salted Peanuts	0.08	0.71	0.05	0.43
Doritos	-17.42	-18.10	-7.14	-7.42
Cheetos	-18.30	-19.83	-7.50	-8.13
Total	-18.37	-13.93	-8.41	-6.50

Table 4: Simulated Effects of Removing 9 at Site 5655, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Salty Snack	5.61	5.39	2.26	2.26
Hot Stuff Jays	1.61	0.50	0.45	0.14
Assorted Pretzels	1.14	1.20	0.39	0.42
Smartfood	1.06	1.27	0.44	0.52
Frito	1.03	1.47	0.42	0.60
Assorted Energy	0.54	2.21	0.27	1.16
Assorted Cookie	0.17	0.59	0.08	0.28
Peanut M&Ms	0.17	0.29	0.04	0.06
Snickers	0.15	0.37	0.03	0.08
Zoo Animal Cracker	0.15	0.37	0.08	0.19
Assorted Candy	0.14	0.17	0.03	0.05
Twix Caramel	0.13	0.31	0.03	0.07
Assorted Chocolate	0.13	0.26	0.03	0.07
Salted Peanuts	0.10	0.98	0.05	0.48
Farleys Mixed Fruit	0.10	0.08	0.04	0.03
Choc Chip Famous Amos	0.09	0.41	0.04	0.20
Raisinets	0.08	0.10	0.02	0.03
Skittles	0.07	0.03	0.02	0.01
Cheetos	-11.81	-12.07	-4.84	-4.95
Doritos	-13.99	-14.33	-5.74	-5.88
Total	-13.32	-10.39	-5.85	-4.19

Table 5: Simulated Effects of Removing 9 at Site 6056, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients

Table 6: Simulated Effects of Removing 9 at Site 6263, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Salty Snack	15.83	18.32	7.01	8.15
Assorted Pretzels	8.10	3.75	3.36	1.56
Assorted Potato Chips	6.97	6.72	2.59	2.49
Sun Chips	4.61	3.14	1.89	1.29
Cheez-It Original	4.13	7.98	1.45	2.80
Smartfood	3.47	4.26	1.42	1.74
Hot Stuff Jays	2.51	0.70	0.96	0.27
Assorted Energy	2.24	16.20	1.09	8.15
Snickers	0.94	2.20	0.20	0.47
Peanut M&Ms	0.93	1.51	0.20	0.32
Assorted Cookie	0.89	2.36	0.52	1.40
Assorted Chocolate	0.77	2.14	0.27	0.74
Twix Caramel	0.61	1.43	0.13	0.30
Zoo Animal Cracker	0.49	1.22	0.30	0.75
Choc Chip Famous Amos	0.44	2.05	0.26	1.19
Assorted Candy	0.41	0.28	0.21	0.15
Raisinets	0.37	0.45	0.12	0.14
Skittles	0.28	0.12	0.06	0.03
Doritos	-48.42	-48.70	-19.85	-19.97
Cheetos	-65.34	-68.74	-26.79	-28.18
Total	-59.77	-42.63	-24.61	-16.22

Table 7: Simulated Effects of Removing 9 at Site 7277, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Candy	40.44	22.78	17.30	9.66
Twix Caramel	37.84	33.43	8.05	7.11
Plain M&Ms	33.19	26.20	7.06	5.57
Assorted Chocolate	30.26	23.74	10.31	7.91
Raisinets	24.74	17.74	7.67	5.50
Skittles	24.61	19.36	4.42	3.59
Reeses Peanut Butter Cups	22.15	13.14	7.14	4.24
Assorted Salty Snack	20.79	52.88	8.52	21.54
Farleys Mixed Fruit	19.74	9.93	8.49	4.29
Assorted Energy	9.23	64.15	4.49	30.84
Assorted Pretzels	6.85	13.01	2.57	4.93
Cheetos	3.81	7.65	1.56	3.14
Doritos	3.17	8.66	1.30	3.55
Assorted Cookie	2.96	25.48	1.37	11.59
Assorted Potato Chips	2.89	7.38	1.07	2.74
Zoo Animal Cracker	2.81	17.33	1.41	8.55
Choc Chip Famous Amos	2.30	23.75	1.24	12.72
Grandmas Choc Chip	1.35	23.15	0.80	13.48
Ruger Vanilla Wafer	1.25	16.61	0.67	8.93
Salted Peanuts	0.23	0.96	0.12	0.52
Peanut M&Ms	-313.51	-315.22	-66.68	-67.05
Snickers	-298.38	-301.48	-63.47	-64.12
Total	-321.30	-189.36	-34.58	39.22

Table 1: Simulated Effects of Removing 10 at Site 1, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Plain M&Ms	26.83	19.96	5.71	4.25
Farleys Mixed Fruit	14.76	7.19	6.13	2.98
Assorted Candy	10.41	4.87	4.10	1.92
Assorted Salty Snack	7.57	19.71	3.17	8.18
Assorted Chocolate	5.80	3.92	2.15	1.45
Skittles	5.42	3.49	0.43	0.27
Assorted Pretzels	2.67	4.70	1.03	1.82
Assorted Energy	2.16	13.29	1.03	6.75
Assorted Cookie	1.40	14.84	0.58	6.13
Cheetos	1.24	2.51	0.51	1.03
Doritos	1.04	2.99	0.43	1.22
Zoo Animal Cracker	0.96	6.50	0.35	2.36
Assorted Potato Chips	0.82	2.25	0.31	0.84
Choc Chip Famous Amos	0.69	8.22	0.33	3.96
Grandmas Choc Chip	0.41	8.56	0.22	4.49
Snickers	-87.95	-86.53	-18.71	-18.41
Peanut M&Ms	-92.83	-90.48	-19.75	-19.24
Total	-98.62	-54.04	-11.99	10.02

Table 2: Simulated Effects of Removing 10 at Site 93, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Twix Caramel	11.97	9.85	2.55	2.10
Reeses Peanut Butter Cups	10.50	6.20	3.39	2.00
Raisinets	8.11	5.66	2.51	1.75
Assorted Candy	7.76	4.46	4.03	2.31
Skittles	6.66	5.49	1.42	1.17
Assorted Chocolate	5.80	4.32	2.29	1.71
Assorted Salty Snack	4.27	10.27	1.79	4.31
Assorted Energy	2.29	16.02	1.12	7.44
Assorted Pretzels	0.92	1.79	0.38	0.74
Cheetos	0.87	1.58	0.36	0.65
Assorted Potato Chips	0.81	1.93	0.30	0.72
Doritos	0.71	1.77	0.29	0.73
Choc Chip Famous Amos	0.56	5.04	0.33	2.94
Ruger Vanilla Wafer	0.47	6.08	0.26	3.31
Zoo Animal Cracker	0.42	2.35	0.26	1.44
Grandmas Choc Chip	0.40	6.03	0.25	3.77
Assorted Cookie	0.20	1.14	0.12	0.67
Snickers	-60.76	-61.42	-12.92	-13.06
Peanut M&Ms	-69.74	-70.33	-14.83	-14.96
Total	-67.77	-41.77	-6.12	9.71

Table 3: Simulated Effects of Removing 10 at Site 5055, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Candy	8.87	5.92	3.04	1.99
Twix Caramel	3.32	4.11	0.71	0.87
Assorted Chocolate	3.22	3.27	0.76	0.75
Skittles	1.76	1.41	0.29	0.24
Plain M&Ms	1.74	2.00	0.37	0.43
Assorted Salty Snack	1.04	3.05	0.39	1.16
Assorted Pretzels	0.98	2.22	0.33	0.79
Assorted Energy	0.53	2.48	0.24	1.11
Assorted Cookie	0.32	2.61	0.13	1.10
Zoo Animal Cracker	0.23	1.53	0.12	0.79
Cheetos	0.22	0.59	0.09	0.24
Doritos	0.21	0.68	0.09	0.28
Assorted Potato Chips	0.20	0.63	0.08	0.24
Choc Chip Famous Amos	0.15	1.84	0.07	0.89
Salted Peanuts	0.10	0.52	0.06	0.31
Grandmas Choc Chip	0.07	1.39	0.04	0.73
Snickers	-21.75	-22.78	-4.63	-4.85
Peanut M&Ms	-23.96	-25.18	-5.10	-5.36
Total	-22.74	-13.70	-2.91	1.72

Table 4: Simulated Effects of Removing 10 at Site 5655, Random Coefficients Model



	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Candy	3.00	1.65	0.72	0.38
Twix Caramel	2.77	2.36	0.59	0.50
Farleys Mixed Fruit	2.07	1.09	0.86	0.45
Raisinets	1.69	1.17	0.52	0.36
Skittles	1.51	1.17	0.32	0.25
Plain M&Ms	1.41	1.19	0.30	0.25
Assorted Chocolate	1.36	0.92	0.36	0.24
Assorted Salty Snack	1.28	3.25	0.49	1.22
Assorted Energy	0.69	5.67	0.35	2.85
Zoo Animal Cracker	0.19	1.01	0.10	0.52
Doritos	0.17	0.42	0.07	0.17
Assorted Pretzels	0.16	0.19	0.05	0.06
Cheetos	0.14	0.27	0.06	0.11
Assorted Cookie	0.13	0.66	0.06	0.32
Salted Peanuts	0.13	0.43	0.06	0.21
Choc Chip Famous Amos	0.12	1.05	0.06	0.51
Ruger Vanilla Wafer	0.09	1.22	0.04	0.54
Snickers	-16.23	-16.09	-3.45	-3.42
Peanut M&Ms	-17.75	-17.54	-3.78	-3.73
Total	-17.08	-9.90	-2.21	1.81

Table 5: Simulated Effects of Removing 10 at Site 6056, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Assorted Chocolate	6.15	5.48	1.62	1.45
Raisinets	5.38	4.36	1.67	1.35
Twix Caramel	4.17	4.37	0.89	0.93
Plain M&Ms	3.21	3.05	0.68	0.65
Farleys Mixed Fruit	2.91	1.65	1.50	0.85
Skittles	2.23	1.77	0.47	0.38
Assorted Salty Snack	2.01	5.65	0.75	2.11
Assorted Pretzels	0.89	1.77	0.27	0.53
Assorted Cookie	0.62	4.56	0.30	2.39
Assorted Energy	0.37	3.08	0.20	1.77
Cheetos	0.33	0.86	0.14	0.35
Zoo Animal Cracker	0.31	2.01	0.16	1.03
Doritos	0.29	0.93	0.12	0.38
Ruger Vanilla Wafer	0.17	2.45	0.09	1.34
Choc Chip Famous Amos	0.15	1.75	0.08	1.02
Peanut M&Ms	-28.63	-29.90	-6.09	-6.36
Snickers	-30.43	-31.50	-6.47	-6.70
Total	-29.88	-17.65	-3.63	3.48

Table 6: Simulated Effects of Removing 10 at Site 6263, Random Coefficients Model

	Change in Sales		Change in Profits	
	Nested Logit	Random Coefficients	Nested Logit	Random Coefficients
Twix Caramel	15.61	12.73	3.32	2.71
Reeses Peanut Butter Cups	11.65	6.94	3.76	2.24
Assorted Candy	10.41	5.89	5.41	3.05
Raisinets	9.55	6.54	2.96	2.03
Assorted Chocolate	7.94	5.82	3.13	2.30
Skittles	7.03	6.03	1.50	1.28
Assorted Salty Snack	4.63	10.94	1.93	4.56
Assorted Energy	3.19	23.62	1.55	10.91
Assorted Pretzels	1.23	2.34	0.51	0.97
Assorted Potato Chips	1.05	2.56	0.39	0.95
Cheetos	1.01	1.85	0.41	0.76
Doritos	0.75	1.87	0.31	0.77
Zoo Animal Cracker	0.70	3.94	0.43	2.42
Choc Chip Famous Amos	0.63	5.84	0.37	3.40
Ruger Vanilla Wafer	0.52	6.86	0.28	3.74
Grandmas Choc Chip	0.46	7.18	0.29	4.49
Assorted Cookie	0.29	1.67	0.17	0.98
Peanut M&Ms	-80.58	-81.79	-17.14	-17.40
Snickers	-81.27	-83.15	-17.29	-17.69
Total	-85.21	-52.29	-7.71	12.47

Table 7: Simulated Effects of Removing 10 at Site 7277, Random Coefficients Model