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Disclosure Statement

The author declares that she has no relevant or material financial interests that relate to the research described in this paper. The data agreement for the Nielsen Consumer Panel with the Kilts Center for Marketing at University of Chicago – Booth School of Business requires that I submit copies of proposed publications to the Kilts Center at least 30 days prior to public dissemination or final publication. In addition, 30 days after providing Kilts Center a copy of a working paper, I must submit such paper to the [Kilts Center for Marketing Nielsen Data Research Working Paper Series at Social Science Research Network \(SSRN\)](#).