

TABLE A1
SAMPLE STATISTICS

Description	Mean	Median	Std	Min	Max
Calories	141.3	120	41.26	100	230
Fat Calories (/100)	0.135	0.100	0.176	0	0.70
Sodium (% RDA/100)	0.088	0.090	0.041	0	0.150
Fiber (% RDA/100)	0.112	0.065	0.095	0	0.310
Sugar (g/100)	0.083	0.065	0.063	0	0.200
Mushy (=1 if cereal gets soggy in milk)	0.38	--	--	0	1
Serving weight (g)	36.3	30.5	10.47	25	58
log(Income) (\$/quarter)	9.06	9.23	0.93	4.12	11.39
Age (years)	34.37	32	21.51	1	90
Child (=1 if age<16)	0.23	--	--	0	1

Source: Cereal boxes and samples from the CPS.

TABLE B2
OWN AND CROSS PRICE ELASTICITIES IMPLIED BY LOGIT DEMAND

brand	own-price	cross-price ^a	brand	own-price	cross-price ^a
K Corn Flakes	-1.61	0.034	GM Wheaties	-2.44	0.014
K Raisin Bran	-2.89	0.033	GM Total	-3.50	0.033
K Frosted Flakes	-2.48	0.047	GM Lucky Charms	-3.16	0.021
K Rice Krispies	-2.23	0.034	GM Trix	-3.72	0.016
K Frosted Mini Wheats	-4.59	0.024	GM Raisin Nut	-5.15	0.012
K Froot Loops	-2.92	0.024	P Raisin Bran	-2.94	0.016
K Special K	-3.35	0.016	P Grape Nuts	-3.84	0.021
K NutriGrain	-2.99	0.011	Q 100% Natural	-4.22	0.008
K Crispix	-3.24	0.012	Q Life	-2.61	0.012
K Cracklin Oat Bran	-6.01	0.015	Q Cap N Crunch	-2.34	0.029
GM Cheerios	-2.99	0.051	R Chex	-3.22	0.010
GM Honey Nut Cheerios	-2.79	0.036	N Shredded Wheat	-3.83	0.013

^aGives the percent change in market share of brand j with a one percent change in price of i , where i indexes row and $j \neq i$. The Logit functional form implies that these elasticities are equal for all $j \neq i$.