1. OBS : = Observation number

2. Private, Keebler, Sunshine, Nabisco: Indicator variables for which brand was chosen. Value of 1 indicates the brand that was chosen. Other 3 brands will be 0 in that observation.

3. PricePrivate, PriceNabisco, PriceKeebler and PriceSunshine: Prices that were offered by each brand for that purchase occasion.

4. DisplPrivate : = 1 if Private had a store display, =0 if Private did not have a store display

5. DisplKeebler : = 1 if Keebler had a store display, =0 if Keebler did not have a store display

6. DisplSunshin:= 1 if Sunshin had a store display, =0 if Sunshin did not have a store display

7. DisplNabisco:= 1 if Nabiscohad a store display, =0 if Nabisco did not have a store display

8. FeatPrivate: = 1 if Privatehad a store feature, =0 if Private did not have a store feature

9. FeatKeebler: = 1 if Keebler had a store feature, =0 if Keebler did not have a store feature

10. FeatSunshin: = 1 if Sunshinhad a store feature, =0 if Sunshin did not have a store feature

11. FeatNabisco: = 1 if Nabiscohad a store feature, =0 if Nabisco did not have a store feature