

TABLE I.
RESULTS FROM THE FULL MODEL

Variable	Means β	Standard Deviations σ	Interactions with Demographic Variables			
			Income	IncomeSq	Age	Child
Price	-32.433 (7.743)	1.848 (1.075)	16.598 (172.334)	-0.659 (8.955)	—	11.625 (5.207)
Constant	-1.841 ^a (0.258)	0.377 (0.129)	3.089 (1.213)	—	1.186 (1.016)	—
Sugar	0.148 ^a (0.258)	0.004 (0.012)	-0.193 (0.005)	—	0.029 (0.036)	—
Mushy	0.788 ^a (0.013)	0.081 (0.205)	1.468 (0.697)	—	-1.514 (1.103)	—
GMM objective (Degrees of freedom)			14.9 (7)			

Based on 2256 observations. Except where noted, parameters are GMM estimates. All regressions include brand and time dummy variables. Asymptotically robust standard errors are given in parentheses.

^aEstimates from a minimum-distance procedure.