Read Me

1. data.xlsx

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| --- | --- | --- |
| Column Name | Description | Data Source |
| Model | Name of vehicle model | n/a |
| Model Indicator | Index for “Model” column | n/a |
| Date | Monthly index with 1=January 2000 | n/a |
| Sales | Quantity of vehicle sales in a given month | automotivenews.com |
| Ln(sales) | Log of “Sales” column | n/a |
| Tax Relief | Indicator variable for presence of the Tax Relief Act | http://www.gpo.gov/fdsys/pkg/PLAW-108publ311/pdf/PLAW-108publ311.pdf |
| Tax Relief NH | “Tax Relief” column interacted with a non-hybrid vehicle variable, indicates 1 for when Tax Relief act is present but for a non-hybrid model | n/a |
| EPACT | Variable describing the quantity of tax credit incentive from the Energy Policy Act of 2005 | http://www.irs.gov/uac/News-Releases,-Fact-Sheets-and-Legal-Guidance-on-Hybrid-Vehicles-and-Alternative-Motor-Vehicles |
| EPACT NH | Indicates 1 for when Energy Policy Act is in effect but for a non-hybrid model | n/a |
| Cash for Clunkers | Indicator variable for when Cash for Clunkers policy is present | https://en.wikipedia.org/wiki/Car\_Allowance\_Rebate\_System |
| Import | Indicator variable for if vehicle model is an import | automotivenews.com |
| Prod Stop | Indicator variable for when a vehicle model halts production (6 months before sales drop to 0) | n/a |
| Prius Ad | Indicator variable for the massive Prius advertising campaign in 2006 | http://www.maxdunn.com/files/attachments/maxdunn/PMBA:%20Presidio%20MBA%20Home/Prius\_Marketing\_Case\_Study.pdf |
| Income | Average national household income (2010 dollars) | http://www.bls.gov/ |
| Ln(Income) | Log of “Income” column | n/a |
| GDP | Average national gross domestic product (2010 dollars) | http://www.bls.gov/ |
| Ln(GDP) | Log of “GDP” column | n/a |
| Interest Rates | Average national interest rate | http://www.bls.gov/ |
| Ln(Interest) | Log of “Interest Rates” column | n/a |
| Gas Prices | Average national gasoline price per gallon (2010 dollars) | http://www.eia.gov/dnav/pet/pet\_pri\_gnd\_dcus\_nus\_m.htm |
| Ln(Gas) | Log of “Gas Prices” | n/a |
| gas price difference | Difference between current month and previous month’s gasoline price (2010 dollars) | n/a |
| Gas lag # | Lagged gas price, # of months (2010 dollars) | n/a |
| ln(gas#) | Log of “Gas lag #” | n/a |
| gas avg # | Average of gas price over the last # months (2010 dollars) | n/a |
| lnavg# | Log of “gas avg #” | n/a |
| Hybrid | Indicator for whether the vehicle is a hybrid | n/a |
| Unemployment | Average national unemployment rate | http://www.bls.gov/ |

2. data.dta – Stata format data of data.xlsx

3. partdata.dts – Stata format of partial data of data.xlsx

4. stataRun.do – Finalized Stata procedure of model specifications for research paper