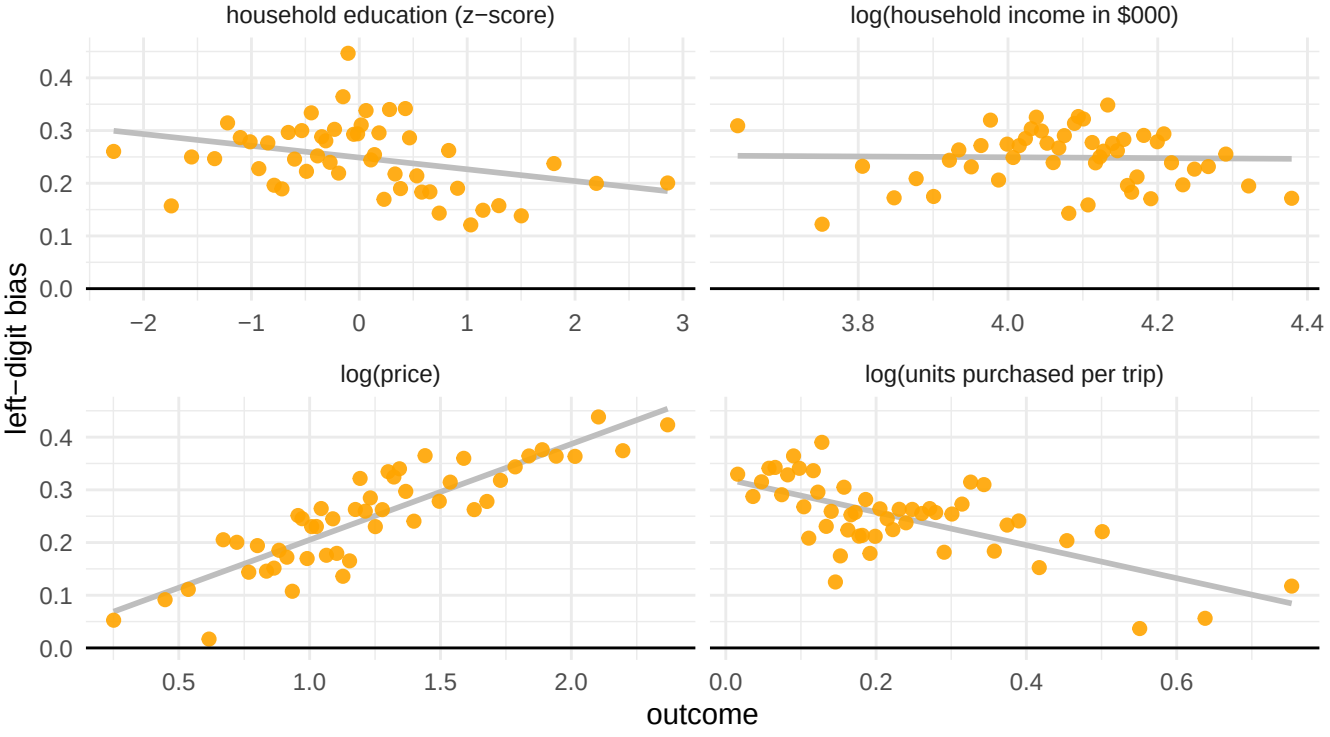
household education (z−score)
log(household income in $000)
log(price)
log(units purchased per trip)
left−digit bias
outcome
0.0
0.1
0.2
0.3
0.4
−2
−1
0
1
2
3
3.8
4.0
4.2
4.4
0.5
1.0
1.5
2.0
0.0
0.2
0.4
0.6