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The Impact of Air Pollution on Comfort Food Purchases - Evidence from Retail Scanner Data

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- A. Mixed results of the air pollution's effects on purchases of different types of comfort foods and for healthy and unhealthy components of the HEI
 - ★ Both mechanisms hold simultaneously? Or one is dominated by another for different individuals and for different air quality?
 - ★ Heterogeneous responses to air pollution among demographic subgroups
 - ★ The same person may hold one mechanism for mild levels of air pollution, but switch to another when air pollution is severe
 - ★ When the air quality was bad in the near past, the effect of air pollution may be mitigated by an adaption behavior
- B. Small effects of air pollution on comfort food sales and overall healthfulness of food purchases
 - ★ The effect in more polluted states might be offset by the effect in less polluted states?
 - ★ Repeat random sampling procedure:
 - ① Draw another 5% sample from the more polluted states in the U.S. (e.g., CA, AZ, TX)
 - ② Draw another 5% sample that contains grocery stores only
- C. Stock up foods in advance for future consumption if knowing bad air quality in the next couple of days or weeks?
 - ★ Include more non-perishable goods such as peanut butter, canned beans, dry pasta, etc.
 - ★ Incorporate air pollution levels on a week leading up to and following the current-week air pollution levels