**Empirical Application**

4,812 Targeted marketing records of households within 5 miles of a Metropolitan Atlanta Rapid Transit Authority (MARTA) rail station.

**References**


[8] Gregory Macfarlane and Juan Moreno-Cruz. Do Atlanta residents value MARTA? Selecting an autoregressive model to recover willingness-to-pay. Working paper 2013/3, School of Public Policy, Georgia Institute of Technology.