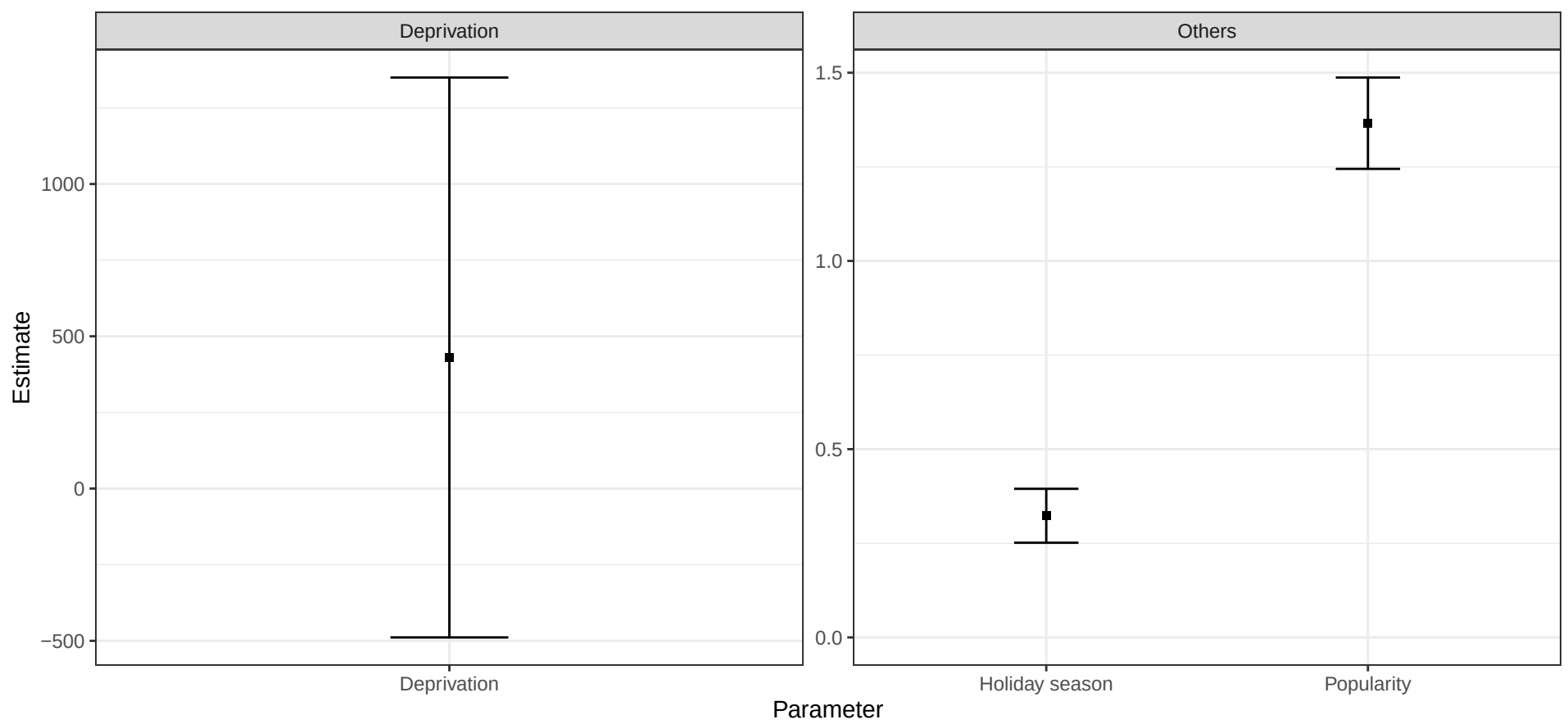




Holiday season and deprivation exponentiated
Popularity is log-transformed