

	<i>Dependent variable:</i>		
	Wine Rating (Likert Scale from 1 to 5)		
	(1)	(2)	(3)
Treatment of Showing Price	0.123 (0.313)	0.056 (0.318)	0.197 (0.349)
Drank Cheap Wine [i]	-1.278*** (0.314)	-1.294*** (0.335)	-1.231*** (0.343)
Drank Medium-Priced Wine [i]	-0.500** (0.248)	-0.529** (0.263)	-0.538** (0.231)
Interaction of Treatment and Cheap Wine	0.646 (0.481)	0.663 (0.498)	0.620 (0.501)
Interaction of Treatment and Medium Wine	0.395 (0.403)	0.424 (0.415)	0.483 (0.391)
Live in Alameda/Contra Costa County [ii]		-0.648 (0.416)	-1.189*** (0.371)
Live in Marin County [ii]		-0.581** (0.230)	-0.551** (0.260)
Live in San Francisco County [ii]		-0.574* (0.305)	-0.650** (0.326)
Live in San Mateo County [ii]		-0.623** (0.243)	-0.648* (0.378)
Gender Being Male		0.009 (0.204)	0.245 (0.273)
Age			-0.001 (0.007)
Prefer White Wine			0.159 (0.344)
Wine Quiz Score			0.006 (0.075)
Constant	3.667*** (0.216)	4.222*** (0.280)	4.012*** (0.634)
Chosen Model	No	Yes	No
Observations	111	108	93
R <sup>2</sup>	0.205	0.234	0.234
Adjusted R <sup>2</sup>	0.167	0.155	0.108
Residual Std. Error	0.969 (df = 105)	0.982 (df = 97)	1.012 (df = 79)
F Statistic	5.411*** (df = 5; 105)	2.960*** (df = 10; 97)	1.855** (df = 13; 79)
<i>Note:</i> * p<0.1; ** p<0.05; *** p<0.01 Clustered standard error is used (cluster by each subject id) (1) Regression without covariates (2) Regression with selected set of covariates (final model) (3) Regression with full set of covariates [i] Expensive Wine being the reference wine type [ii] Sonoma County being the reference county			