

	<i>Dependent variable:</i>		
	Wine Rating (Likert Scale from 1 to 5)		
	(1)	(2)	(3)
Treatment of Showing Price	0.123 (0.319)	0.056 (0.337)	0.197 (0.433)
Drank Cheap Wine [i]	-1.278*** (0.323)	-1.294*** (0.337)	-1.231*** (0.397)
Drank Medium-Priced Wine [i]	-0.500 (0.323)	-0.529 (0.337)	-0.538 (0.397)
Interaction of Treatment and Cheap Wine	0.646 (0.451)	0.663 (0.463)	0.620 (0.521)
Interaction of Treatment and Medium Wine	0.395 (0.451)	0.424 (0.463)	0.483 (0.521)
Live in Alameda/Contra Costa County [ii]		-0.648 (0.425)	-1.189** (0.557)
Live in Marin County [ii]		-0.581** (0.286)	-0.551* (0.321)
Live in San Francisco County [ii]		-0.574 (0.349)	-0.650* (0.382)
Live in San Mateo County [ii]		-0.623 (0.646)	-0.648 (0.717)
Gender Being Male		0.009 (0.215)	0.245 (0.330)
Age			-0.001 (0.010)
Prefer White Wine			0.159 (0.319)
Wine Quiz Score			0.006 (0.076)
Constant	3.667*** (0.228)	4.222*** (0.350)	4.012*** (0.713)
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)

*Note:*

\* p<0.1; \*\* p<0.05; \*\*\* p<0.01

(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