

Table 1: Multinomial Logit Regression

	<i>Dependent variable:</i>					
	log(share) - log(outshr)					
	LA (1)	Chicago (2)	Dallas (3)	Houston (4)	Syracuse (5)	Spokane (6)
Constant	−6.745*** (0.276)	−8.486*** (0.220)	−6.479*** (0.256)	−6.070*** (0.245)	−3.796*** (0.221)	−5.530*** (0.207)
p2_Wmean	−0.175*** (0.016)	−0.041*** (0.014)	−0.151*** (0.016)	−0.274*** (0.015)	−0.133*** (0.012)	−0.220*** (0.012)
ABV	−0.255*** (0.049)	−0.472*** (0.042)	−0.385*** (0.041)	−0.287*** (0.042)	0.032 (0.041)	−0.132*** (0.039)
pctc_PR	2.138*** (0.136)	3.772*** (0.128)	1.654*** (0.146)	2.699*** (0.148)	1.408*** (0.140)	0.470*** (0.098)
Calories_oz	0.219*** (0.033)	0.270*** (0.028)	0.212*** (0.027)	0.178*** (0.028)	−0.011 (0.027)	0.207*** (0.026)
Carbs_oz	−1.208*** (0.140)	−1.728*** (0.121)	−1.594*** (0.117)	−1.092*** (0.119)	−0.691*** (0.119)	−1.395*** (0.107)
USA	−0.297*** (0.103)	0.249*** (0.092)	0.552*** (0.090)	0.177* (0.096)	0.102 (0.088)	0.455*** (0.080)
Mexico	1.350*** (0.124)	0.726*** (0.104)	1.009*** (0.104)	0.901*** (0.110)	−1.388*** (0.102)	0.260*** (0.097)
Observations	2,600	2,600	2,600	2,600	2,600	2,600
R ²	0.240	0.413	0.323	0.408	0.337	0.358
Adjusted R ²	0.237	0.412	0.321	0.407	0.335	0.356
Residual Std. Error (df = 2592)	1.716	1.448	1.435	1.433	1.422	1.348
F Statistic (df = 7; 2592)	116.620***	261.049***	176.928***	255.383***	188.118***	206.251***

Note:

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