Table 2: Instrumental Variable - Multinomial Logit Regression

	LA	Chicago	Dallas	Houston	Syracuse	Spokane
			Dependent variable:			
			log(share) - log(outshr)			
	(1)	(2)	(3)	(4)	(5)	(6)
Constant	−6.596***	−7.634***	−6.460***	−6.645***	−4.686***	−5.244***
	(0.284)	(0.229)	(0.275)	(0.258)	(0.228)	(0.212)
p2_Wmean	−0.188***	−0.122***	−0.152***	−0.229***	−0.063***	−0.247***
	(0.017)	(0.015)	(0.018)	(0.016)	(0.013)	(0.013)
prct_PR	2.157***	3.771***	1.656***	2.644***	1.378***	0.495***
	(0.136)	(0.129)	(0.147)	(0.148)	(0.141)	(0.098)
ABV	−0.250***	−0.438***	−0.385***	−0.314***	0.001	−0.121***
	(0.049)	(0.042)	(0.041)	(0.042)	(0.041)	(0.039)
Calories_oz	0.217***	0.255***	0.211***	0.193***	0.013	0.205***
	(0.033)	(0.028)	(0.027)	(0.028)	(0.028)	(0.026)
Carbs_oz	−1.170***	−1.487***	−1.591***	−1.233***	−0.958***	−1.338***
	(0.141)	(0.123)	(0.119)	(0.121)	(0.121)	(0.108)
USA	−0.343***	−0.085	0.547***	0.379***	0.407***	0.359***
	(0.105)	(0.096)	(0.094)	(0.100)	(0.091)	(0.082)
Mexico	1.325***	0.608***	1.007***	1.017***	−1.298***	0.225**
	(0.124)	(0.105)	(0.105)	(0.111)	(0.103)	(0.097)
Observations	2,600	2,600	2,600	2,600	2,600	2,600
R^2	0.239	0.406	0.323	0.406	0.328	0.357
Adjusted R^2	0.237	0.404	0.321	0.404	0.326	0.355
Residual Std. Error (df = 2592)	1.716	1.457	1.435	1.435	1.432	1.350

Note: *p<0.1; **p<0.05; ***p<0.01