

TABLE 1: Summary Statistics for the 363 Elections

Fraction of Referenda involving only Beer/Wine	0.40 (147 Elections)
Fraction of Referenda involving Off-Premise Consumption	0.40 (144 Elections)
Fraction of Referenda involving Off- and On-Premise Consumption	0.20 (72 Elections)
Fraction of Referenda involving an Entire County	0.01 (2 Elections)
Fraction of Referenda involving a Justice Precinct	0.37 (133 Elections)
Fraction of Referenda involving an Incorporated Town or City	0.63 (228 Elections)
Voting Age Population in Jurisdiction	Mean = 4145 Standard Deviation=7464
Fraction of County Voting Age Population Over the Age of 50	0.40
Fraction of County Population that is Baptist	0.48
Fraction of Referenda involving more Liberal Policy than County	0.33 (121 Elections)
Number of Alcohol Related Accidents in County Divided by County Population (1,000) in past 12 months	Mean = 2.04 Standard Deviation=0.71
Fraction of Jurisdiction Located in an MSA	0.44 (158 Elections)
Average Temperature on Day of Election (Fahrenheit)	Mean = 65.2 Standard Deviation=16.0
Rainfall on Day of Election (tenths of inches)	Mean = 0.96 Standard Deviation=3.10
Snowfall on Day of Election (tenths of inches)	Mean = 0.06 Standard Deviation=1.05
Fraction of Referenda that occurred on Saturday or Sunday	0.70 (255 Elections)
Fraction of Referenda that occurred in Summer	0.27 (97 jurisdictions)
Fraction of Referenda that Pass	0.41 (150 Elections)
Fraction of Voting Age Population Voting For Referendum	Mean = 0.17 Standard Deviation=0.12
Fraction of Voting Age Population Voting Against Referendum	Mean = 0.19 Standard Deviation=0.13
Turnout (# of votes/ Voting Age Population)	Mean = 0.36 Standard Deviation=0.22
Closeness (Difference between Votes For and Against Divided by Total Votes Cast)	Mean = 0.25 Standard Deviation=0.19

Figure 1: Turnout Histogram

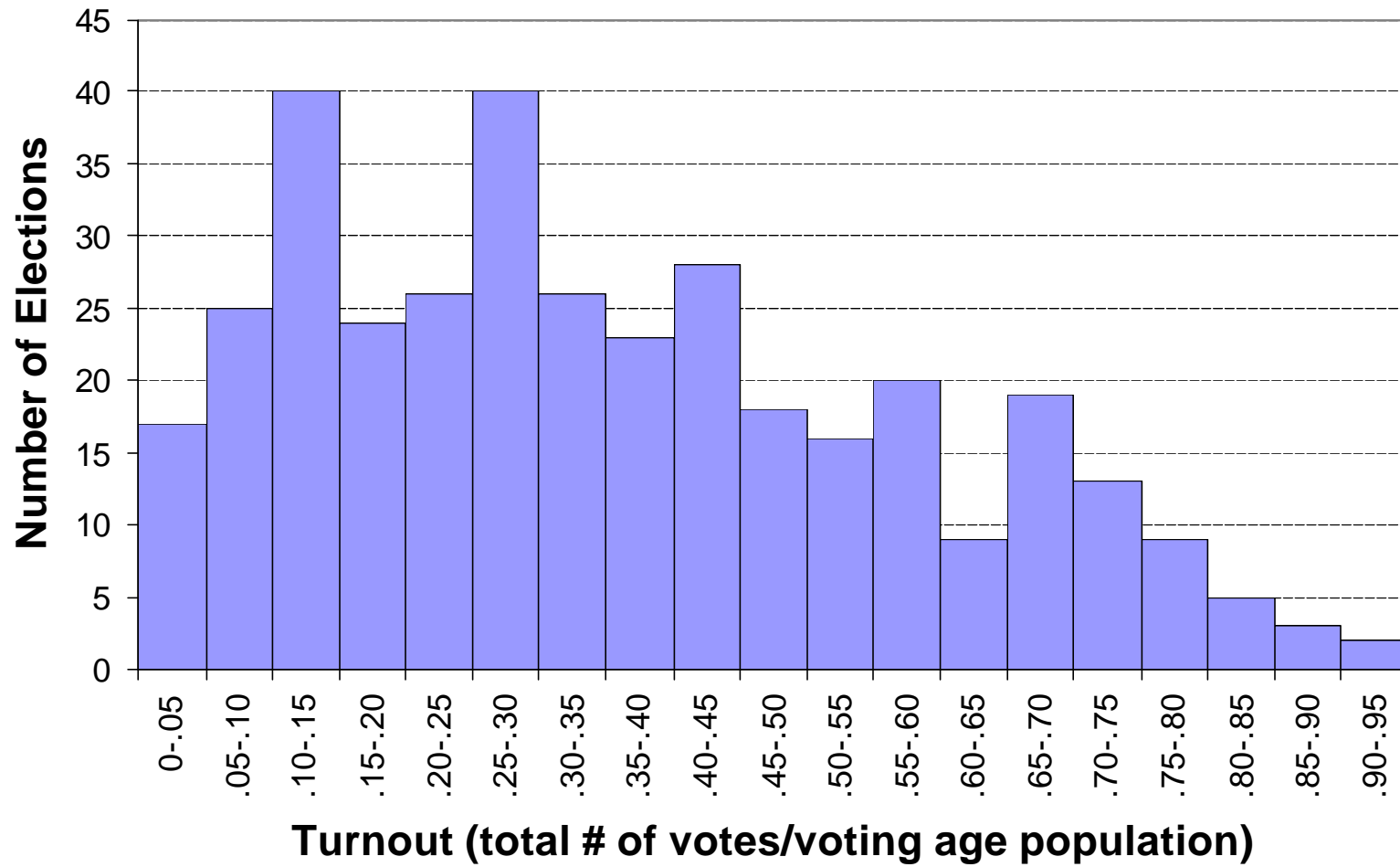


Figure 2: Closeness Histogram

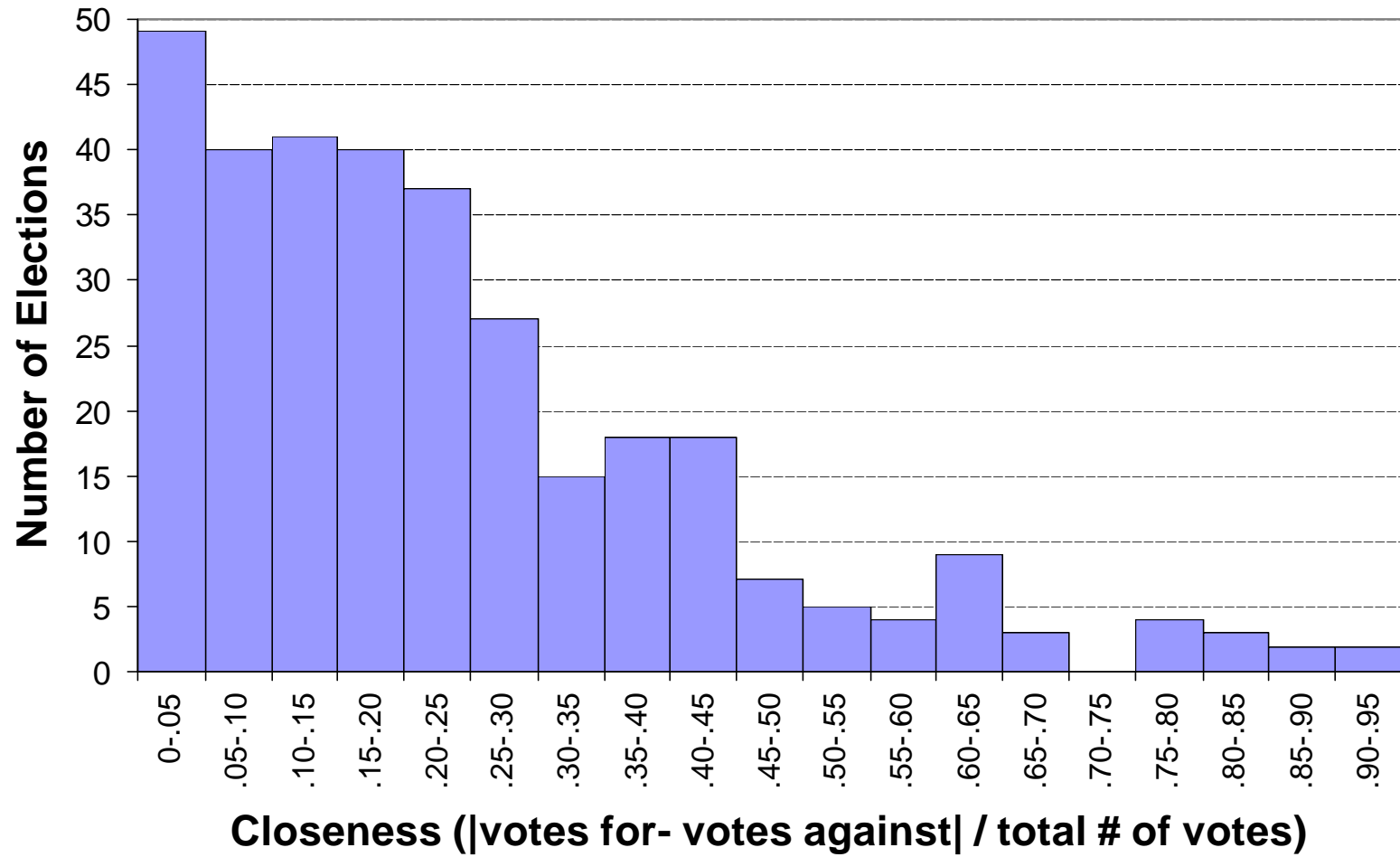


TABLE 2: BASIC MODEL  
N=363 , Log Likelihood=749.20

VARIABLES	Coefficients
v:	
Fraction of County Population that is Baptist	-0.531 (0.477)
Fraction of County Voting Age Population Over the Age of 50	-0.428 (0.572)
Alcohol Related Accidents in County in Prior Year	0.044 (0.062)
Indicator Variable for Town or City Referendum	-0.083 (0.084)
Indicator Variable for Jurisdiction being Located in an MSA	-0.413** (0.118)
Constant	1.948** (0.369)
w:	
Constant	1.144** (0.099)
b:	
Indicator Variable for Off-Premise Consumption of Alcohol	0.379** (0.134)
Indicator Variable for Off- and On-Premise Consumption of Alcohol	-0.610** (0.173)
Indicator Variable for Town or City Referendum	1.888** (0.112)
Indicator Variable for Most Liberal Policy in County	0.568** (0.115)
Constant	-2.758** (0.70)
x:	
Indicator Variable for Off-Premise Consumption of Alcohol	0.142 (0.158)
Indicator Variable for Off- and On-Premise Consumption of Alcohol	-1.045** (0.184)
Indicator Variable for Town or City Referendum	1.497** (0.113)
Indicator Variable for Most Liberal Policy in County	0.614** (0.115)
Constant	-1.848** (0.709)
c:	
Indicator Variable for Election on Weekend	0.282** (0.117)
Rainfall on Day of Election (tenths of inches)	0.002 (0.002)
Snowfall on Day of Election (tenths of inches)	0.067 (0.052)
Average Temperature on Day of Election (Fahrenheit)	0.009 (0.024)
Average Temperature Squared	0.00002 (0.0002)
Indicator Variable for Election in Summer	-0.103 (0.161)

Standard errors are in parentheses. \* Statistically significant at the .10 level; \*\* Statistically significant at the .05 level.

TABLE 3: ESTIMATED VALUES FROM BASIC MODEL

Model Parameters	Mean Estimates
v	5.07 (0.91)
w	4.14 (0)
x	0.92 (0.97)
b	0.59 (0.65)
c	2.45 (0.56)

Standard errors are in parentheses.

TABLE 4: INTENSITY MODEL  
N=363 , Log Likelihood=704.05

VARIABLES	Coefficients
v:	
Fraction of County Population that is Baptist	-0.519 (0.401)
Fraction of County Voting Age Population Over the Age of 50	-0.497 (0.577)
Alcohol Related Accidents in County in Prior Year	0.071 (0.057)
Indicator Variable for Town or City Referendum	-0.080 (0.087)
Indicator Variable for Jurisdiction being Located in an MSA	-0.333** (0.116)
Constant	1.850** (0.290)
w:	
Constant	1.165** (0.103)
a:	
Fraction of County Population that is Baptist	0.971 (0.496)
Fraction of County Voting Age Population Over the Age of 50	1.022 (0.621)
Voting Age Population (1,000)	-0.021** (0.008)
b:	
Indicator Variable for Off-Premise Consumption of Alcohol	0.063 (0.131)
Indicator Variable for Off- and On-Premise Consumption of Alcohol	-0.154 (0.156)
Indicator Variable for Town or City Referendum	0.896** (0.115)
Indicator Variable for Most Liberal Policy in County	0.165 (0.123)
Constant	-2.440** (0.739)
x:	
Indicator Variable for Off-Premise Consumption of Alcohol	-0.036 (0.133)
Indicator Variable for Off- and On-Premise Consumption of Alcohol	-0.342* (0.159)
Indicator Variable for Town or City Referendum	0.700** (0.115)
Indicator Variable for Most Liberal Policy in County	0.237* (0.126)
Constant	-2.053** (0.740)
c:	
Indicator Variable for Election on Weekend	0.133 (0.117)
Rainfall on Day of Election (tenths of inches)	0.001 (0.002)
Snowfall on Day of Election (tenths of inches)	0.017 (0.052)
Average Temperature on Day of Election (Fahrenheit)	0.004 (0.023)
Average Temperature Squared	0.0000 (0.0002)
Indicator Variable for Election in Summer	-0.069 (0.162)

Standard errors are in parentheses. \* Statistically significant at the .10 level; \*\* Statistically significant at the .05 level.

TABLE 5: ESTIMATED VALUES FROM INTENSITY MODEL

Model Parameters	Mean Estimates
v	4.93 (0.78)
w	4.21 (0)
a	2.28 (0.55)
x	0.24 (0.15)
b	0.20 (0.13)
c	1.42 (0.13)

Standard errors are in parentheses.

TABLE 6: POPULARITY MODEL  
N=363 , Log Likelihood=692.26

VARIABLES	Coefficients
v:	
Fraction of County Population that is Baptist	-0.374* (0.214)
Fraction of County Voting Age Population Over the Age of 50	-0.334 (0.326)
Alcohol Related Accidents in County in Prior Year	0.053* (0.032)
Indicator Variable for Town or City Referendum	0.085* (0.049)
Indicator Variable for Jurisdiction being Located in an MSA	-0.190** (0.062)
Constant	1.437** (0.173)
w:	
Constant	1.240** (0.091)
a:	
Indicator Variable for Off-Premise Consumption of Alcohol	0.130 (0.120)
Indicator Variable for Off- and On-Premise Consumption of Alcohol	-0.336** (0.146)
Indicator Variable for Town or City Referendum	0.818** (0.110)
Indicator Variable for Most Liberal Policy in County	0.270** (0.115)
Voting Age Population (1,000)	-0.024** (0.007)
Constant	-0.678 (0.698)
c:	
Indicator Variable for Election on Weekend	0.135 (0.117)
Rainfall on Day of Election (tenths of inches)	0.001 (0.002)
Snowfall on Day of Election (tenths of inches)	0.022 (0.052)
Average Temperature on Day of Election (Fahrenheit)	0.005 (0.024)
Average Temperature Squared	0.0000 (0.0002)
Indicator Variable for Election in Summer	-0.060 (0.161)

Standard errors are in parentheses. \* Statistically significant at the .10 level; \*\* Statistically significant at the .05 level.

TABLE 7: ESTIMATED VALUES FROM POPULARITY MODEL

Model Parameters	Mean Estimates
v	4.34 (0.36)
w	4.46 (0)
a	1.06 (0.65)
c	1.50 (0.15)

Standard errors are in parentheses.

TABLE 8: VUONG'S NON-NESTED TEST STATISTIC

		Vuong's Test Statistic
Null Hypothesis	Basic Model = Intensity Model	2.18
	Basic Model = Popularity Model	2.81
	Intensity Model = Popularity Model	2.08