

```

name: <unnamed>
log: C:\Temp\stata\one.smcl
log type: smcl
opened on: 5 Dec 2011, 12:17:50

```

- ```

1 . generate id = _n
2 . list mode price pbeach ppier pprivate pcharter in 1/4, clean

```

|    | mode    | price  | pbeach  | ppier   | pprivate | pcharter |
|----|---------|--------|---------|---------|----------|----------|
| 1. | charter | 182.93 | 157.93  | 157.93  | 157.93   | 182.93   |
| 2. | charter | 34.534 | 15.114  | 15.114  | 10.534   | 34.534   |
| 3. | private | 24.334 | 161.874 | 161.874 | 24.334   | 59.334   |
| 4. | pier    | 15.134 | 15.134  | 15.134  | 55.93    | 84.93    |

- ```

3 .
4 . * Convert data to long form for asclgit
5 . reshape long d p q, i(id) j(fishmode beach pier private charter) string

```

Data	wide	->	long
Number of obs.	1182	->	4728
Number of variables	17	->	9
j variable (4 values)		->	fishmode
xij variables:			
	dbeach dpier ... dcharter	->	d
	pbeach ppier ... pcharter	->	p
	qbeach qpier ... qcharter	->	q

- ```

6 . list in 1/4

```

|    | id | fishmode | mode    | price  | crate | d | p      | q     | income   |
|----|----|----------|---------|--------|-------|---|--------|-------|----------|
| 1. | 1  | beach    | charter | 182.93 | .5391 | 0 | 157.93 | .0678 | 7.083332 |
| 2. | 1  | charter  | charter | 182.93 | .5391 | 1 | 182.93 | .5391 | 7.083332 |
| 3. | 1  | pier     | charter | 182.93 | .5391 | 0 | 157.93 | .0503 | 7.083332 |
| 4. | 1  | private  | charter | 182.93 | .5391 | 0 | 157.93 | .2601 | 7.083332 |

- ```

7 .
8 . * Drop the variables that don't make sense in long form
9 . drop if fishmode == "charter" | mode == 4
(2538 observations deleted)
10 . asmpbroad d p q, case(id) alternatives(fishmode) casevars(income) correlation(unstructured) structu
> ral vce(robust)
note: variable p has 106 cases that are not alternative-specific: there is no within-case
variability

```

```

Iteration 0: log simulated-pseudolikelihood = -493.8207
Iteration 1: log simulated-pseudolikelihood = -483.41654 (backed up)
Iteration 2: log simulated-pseudolikelihood = -482.98783 (backed up)
Iteration 3: log simulated-pseudolikelihood = -482.9415 (backed up)
Iteration 4: log simulated-pseudolikelihood = -482.67112
Iteration 5: log simulated-pseudolikelihood = -482.51402
Iteration 6: log simulated-pseudolikelihood = -482.44493
Iteration 7: log simulated-pseudolikelihood = -482.39599
Iteration 8: log simulated-pseudolikelihood = -482.37574
Iteration 9: log simulated-pseudolikelihood = -482.35251
Iteration 10: log simulated-pseudolikelihood = -482.30752
Iteration 11: log simulated-pseudolikelihood = -482.30473
Iteration 12: log simulated-pseudolikelihood = -482.30184
Iteration 13: log simulated-pseudolikelihood = -482.30137
Iteration 14: log simulated-pseudolikelihood = -482.30128
Iteration 15: log simulated-pseudolikelihood = -482.30128

```



13 . estat mfx

Pr(choice = beach) = .14878681

variable	dp/dx	Std. Err.	z	P> z	[ 95% C.I. ]	X
<b>p</b>						
beach	-.003556	.001052	-3.38	0.001	-.005619 -.001494	92.756
pier	.001307	.000889	1.47	0.141	-.000435 .00305	92.756
private	.002249	.000346	6.51	0.000	.001572 .002926	61.877
<b>q</b>						
beach	.213103	.06986	3.05	0.002	.07618 .350025	.23426
pier	-.078342	.044395	-1.76	0.078	-.165356 .008671	.16389
private	-.13476	.049896	-2.70	0.007	-.232555 -.036965	.16753
<b>casevars</b>						
income	.001499	.006416	0.23	0.815	-.011075 .014074	4.2346

Pr(choice = pier) = .16760542

variable	dp/dx	Std. Err.	z	P> z	[ 95% C.I. ]	X
<b>p</b>						
beach	.001307	.000889	1.47	0.141	-.000434 .003049	92.756
pier	-.004163	.000953	-4.37	0.000	-.00603 -.002295	92.756
private	.002855	.000381	7.49	0.000	.002108 .003602	61.877
<b>q</b>						
beach	-.078342	.044388	-1.76	0.078	-.165341 .008657	.23426
pier	.24944	.081484	3.06	0.002	.089733 .409146	.16389
private	-.171098	.068782	-2.49	0.013	-.305909 -.036287	.16753
<b>casevars</b>						
income	-.022517	.007227	-3.12	0.002	-.036682 -.008352	4.2346

Pr(choice = private) = .68359653

variable	dp/dx	Std. Err.	z	P> z	[ 95% C.I. ]	X
<b>p</b>						
beach	.002249	.000346	6.51	0.000	.001572 .002926	92.756
pier	.002856	.000381	7.49	0.000	.002108 .003603	92.756
private	-.005105	.000643	-7.94	0.000	-.006364 -.003845	61.877
<b>q</b>						
beach	-.134767	.049895	-2.70	0.007	-.232559 -.036975	.23426
pier	-.171109	.068784	-2.49	0.013	-.305923 -.036295	.16389
private	.305877	.116982	2.61	0.009	.076596 .535158	.16753
<b>casevars</b>						
income	.021019	.009799	2.14	0.032	.001813 .040225	4.2346

14 .



d	Coef.	Std. Err.	z	P> z	[95% Conf. Interval]	
<b>fishmode</b>						
q	1.324802	.5923961	2.24	0.025	.1637274	2.485877
p	-.0317769	.0027264	-11.66	0.000	-.0371206	-.0264332
<b>beach</b>						
(base alternative)						
<b>pier</b>						
income	-.1227555	.0494159	-2.48	0.013	-.2196089	-.0259021
_cons	.8221377	.2207783	3.72	0.000	.3894202	1.254855
<b>private</b>						
income	.0231187	.0574386	0.40	0.687	-.0894589	.1356963
_cons	.7729527	.2473358	3.13	0.002	.2881833	1.257722

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28 . log close
    name: <unnamed>
    log: C:\Temp\stata\one.smcl
    log type: smcl
    closed on: 5 Dec 2011, 12:18:23

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