

# Understanding Freight Shippers' Choices through a New Form of Preference Revelation \*

by  
Kenneth Train  
Adjunct Professor of Economics  
University of California, Berkeley,  
and  
Wesley W. Wilson  
Professor of Economics  
University of Oregon

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## Abstract

Transportation researchers have recently introduced a stated-preference (sp) method in which the attributes of the sp alternatives are based on the choice that the respondent made in a real-world setting. This practice can enhance the realism of the sp task and the efficacy of preference revelation. However, the practice creates dependence between the sp attributes and unobserved factors, contrary to the independence assumption that is maintained for standard estimation procedures. We describe a general estimation method that accounts for this non-independence and give specific examples based on standard and mixed logit specifications of utility. We show conditions under which standard estimation methods are consistent despite the non-independence. We illustrate the general methodology through an application to shippers' choice of route and mode along the Columbia/Snake River system.

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