

# Package ‘logitr’

June 14, 2021

**Title** Logit Models w/Preference & WTP Space Utility Parameterizations

**Version** 0.2.0

**Description** Estimation of multinomial (MNL) and mixed logit (MXL) models in R. Models can be estimated using “Preference” space or “Willingness-to-pay” (WTP) space utility parameterizations. Weighted models can also be estimated. An option is available to run a multi-start optimization loop with random starting points in each iteration, which is useful for non-convex problems like MXL models or models with WTP space utility parameterizations. The main optimization loop uses the ‘nloptr’ package to minimize the negative log-likelihood function. Additional functions are available for computing and comparing WTP from both preference space and WTP space models and for predicting expected choices and choice probabilities for a set (or multiple sets) of alternatives based on an estimated model. MXL models assume uncorrelated heterogeneity covariances and are estimated using maximum simulated likelihood based on the algorithms in Train (2009) “Discrete Choice Methods with Simulation, 2nd Edition” <doi:10.1017/CBO9780511805271>.

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**Suggests** dplyr, fastDummies, knitr, rmarkdown, here, ggplot2, testthat

**Imports** nloptr, stats, randtoolbox, MASS

**URL** <https://github.com/jhelvy/logitr>

**BugReports** <https://github.com/jhelvy/logitr/issues>

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|            |                                                             |
|------------|-------------------------------------------------------------|
| cars_china | <i>Stated car choice observations by Chinese car buyers</i> |
|------------|-------------------------------------------------------------|

---

### Description

Data from Helveston et al. (2015) containing 448 stated choice observations from Chinese car buyers and 384 stated choice observations from US car buyers. Conjoint surveys were fielded in 2012 in four major Chinese cities (Beijing, Shanghai, Shenzhen, and Chengdu), online in the US on Amazon Mechanical Turk, and in person at the Pittsburgh Auto show. Participants were asked to select a vehicle from a set of three alternatives. Each participant answered 15 choice questions.

### Usage

```
data(cars_china)
```

### Format

| Variable | Description                                                                |
|----------|----------------------------------------------------------------------------|
| id       | individual identifiers                                                     |
| obsnum   | identifier for unique choice observation                                   |
| choice   | dummy code for choice (1 or 0)                                             |
| hev      | dummy code for HEV vehicle type (1 or 0)                                   |
| phev10   | dummy code for PHEV vehicle type w/10 mile electric driving range (1 or 0) |
| phev20   | dummy code for PHEV vehicle type w/20 mile electric driving range (1 or 0) |
| phev40   | dummy code for PHEV vehicle type w/40 mile electric driving range (1 or 0) |
| bev75    | dummy code for BEV vehicle type w/75 mile electric driving range (1 or 0)  |
| bev100   | dummy code for BEV vehicle type w/100 mile electric driving range (1 or 0) |
| bev150   | dummy code for BEV vehicle type w/150 mile electric driving range (1 or 0) |

|                |                                                                                                        |
|----------------|--------------------------------------------------------------------------------------------------------|
| phevFastcharge | dummy code for whether PHEV vehicle had fast charging capability (1 or 0)                              |
| bevFastcharge  | dummy code for whether BEV vehicle had fast charging capability (1 or 0)                               |
| price          | price of vehicle (\$USD)                                                                               |
| opCost         | operating cost of vehicle (US cents / mile)                                                            |
| accelTime      | 0-60 mph acceleration time (seconds)                                                                   |
| american       | dummy code for whether American brand (1 or 0)                                                         |
| japanese       | dummy code for whether Japanese brand (1 or 0)                                                         |
| chinese        | dummy code for whether Chinese brand (1 or 0)                                                          |
| skorean        | dummy code for whether S. Korean brand (1 or 0)                                                        |
| weights        | weights for each individual computed so that the sample age and income demographics matched with those |

## Source

Raw data downloaded from [this repo](#)

## References

Helveston, J. P., Liu, Y., Feit, E. M., Fuchs, E. R. H., Klampfl, E., & Michalek, J. J. (2015). "Will Subsidies Drive Electric Vehicle Adoption? Measuring Consumer Preferences in the U.S. and China." *Transportation Research Part A: Policy and Practice*, 73, 96–112. doi: [10.1016/j.tra.2015.01.002](https://doi.org/10.1016/j.tra.2015.01.002)

## Examples

```
data(cars_china)

head(cars_china)
```

---

|         |                                                        |
|---------|--------------------------------------------------------|
| cars_us | <i>Stated car choice observations by US car buyers</i> |
|---------|--------------------------------------------------------|

---

## Description

Data from Helveston et al. (2015) containing 448 stated choice observations from Chinese car buyers and 384 stated choice observations from US car buyers. Conjoint surveys were fielded in 2012 in four major Chinese cities (Beijing, Shanghai, Shenzhen, and Chengdu), online in the US on Amazon Mechanical Turk, and in person at the Pittsburgh Auto show. Participants were asked to select a vehicle from a set of three alternatives. Each participant answered 15 choice questions.

## Usage

```
data(cars_us)
```

## Format

| Variable       | Description                                                                                            |
|----------------|--------------------------------------------------------------------------------------------------------|
| id             | individual identifiers                                                                                 |
| obsnum         | identifier for unique choice observation                                                               |
| choice         | dummy code for choice (1 or 0)                                                                         |
| hev            | dummy code for HEV vehicle type (1 or 0)                                                               |
| phev10         | dummy code for PHEV vehicle type w/10 mile electric driving range (1 or 0)                             |
| phev20         | dummy code for PHEV vehicle type w/20 mile electric driving range (1 or 0)                             |
| phev40         | dummy code for PHEV vehicle type w/40 mile electric driving range (1 or 0)                             |
| bev75          | dummy code for BEV vehicle type w/75 mile electric driving range (1 or 0)                              |
| bev100         | dummy code for BEV vehicle type w/100 mile electric driving range (1 or 0)                             |
| bev150         | dummy code for BEV vehicle type w/150 mile electric driving range (1 or 0)                             |
| phevFastcharge | dummy code for whether PHEV vehicle had fast charging capability (1 or 0)                              |
| bevFastcharge  | dummy code for whether BEV vehicle had fast charging capability (1 or 0)                               |
| price          | price of vehicle (\$USD)                                                                               |
| opCost         | operating cost of vehicle (US cents / mile)                                                            |
| accelTime      | 0-60 mph acceleration time (seconds)                                                                   |
| american       | dummy code for whether American brand (1 or 0)                                                         |
| japanese       | dummy code for whether Japanese brand (1 or 0)                                                         |
| chinese        | dummy code for whether Chinese brand (1 or 0)                                                          |
| skorean        | dummy code for whether S. Korean brand (1 or 0)                                                        |
| weights        | weights for each individual computed so that the sample age and income demographics matched with those |

## Source

Raw data downloaded from [this repo](#)

## References

Helveston, J. P., Liu, Y., Feit, E. M., Fuchs, E. R. H., Klampfl, E., & Michalek, J. J. (2015). "Will Subsidies Drive Electric Vehicle Adoption? Measuring Consumer Preferences in the U.S. and China." *Transportation Research Part A: Policy and Practice*, 73, 96–112. doi: [10.1016/j.tra.2015.01.002](https://doi.org/10.1016/j.tra.2015.01.002)

## Examples

```
data(cars_us)
```

```
head(cars_us)
```

---

```
coef.logitr
```

*Get the model coefficients*

---

## Description

Returns the coefficients of an estimated model of the 'logitr' class.

**Usage**

```
## S3 method for class 'logitr'  
coef(object, ...)
```

**Arguments**

object            The output of a model estimated using the logitr() function.  
...               other arguments

**Value**

A vector of the coefficients from a model estimated using the logitr() function.

**Examples**

```
# Run a MNL model in the Preference Space:  
data(yogurt)  
  
mnl_pref <- logitr(  
  data = yogurt,  
  choiceName = "choice",  
  obsIDName = "obsID",  
  parNames = c("price", "feat", "dannon", "hiland", "yoplait")  
)  
  
# Get the model coefficients:  
coef(mnl_pref)
```

---

dummyCode

*Add dummy-coded variables to data frame.*

---

**Description**

This function is depreciated. Use fastDummies::dummy\_cols() instead.

**Usage**

```
dummyCode(df, vars)
```

**Arguments**

df                A data frame.  
vars              The variables in the data frame for which you want to create new dummy coded variables.

**Value**

A dataframe with new dummy-coded variables added.

---

|              |                                                          |
|--------------|----------------------------------------------------------|
| getCoefTable | <i>Get the coefficient summary table as a data frame</i> |
|--------------|----------------------------------------------------------|

---

**Description**

Returns a data frame of the coefficient summary table of a model estimated using the `logitr()` function.

**Usage**

```
getCoefTable(object)
```

**Arguments**

`object`            The output of a model estimated model using the `logitr()` function.

**Value**

Returns a data frame of the coefficient summary table of a model estimated using the `logitr()` function.

**Examples**

```
library(logitr)

# Run a MNL model in the preference space
mnl_pref <- logitr(
  data = yogurt,
  choiceName = "choice",
  obsIDName = "obsID",
  parNames = c("price", "feat", "dannon", "hiland", "yoplait")
)

# Get the coefficient summary table as a data frame
getCoefTable(mnl_pref)
```

---

|        |                                                      |
|--------|------------------------------------------------------|
| logitr | <i>The main function for estimating logit models</i> |
|--------|------------------------------------------------------|

---

**Description**

Use this function to estimate multinomial (MNL) and mixed logit (MXL) models with "Preference" space or "Willingness-to-pay" (WTP) space utility parameterizations. The function includes an option to run a multistart optimization loop with random starting points in each iteration, which is useful for non-convex problems like MXL models or models with WTP space utility parameterizations. The main optimization loop uses the `nloptr()` function to minimize the negative log-likelihood function.

**Usage**

```

logitr(
  data,
  choiceName,
  obsIDName,
  parNames,
  priceName = NULL,
  randPars = NULL,
  randPrice = NULL,
  modelSpace = "pref",
  weightsName = NULL,
  clusterName = NULL,
  robust = FALSE,
  options = list()
)

```

**Arguments**

|                          |                                                                                                                                                                                                                                                                                                                                                   |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <code>data</code>        | The choice data, formatted as a <code>data.frame</code> object.                                                                                                                                                                                                                                                                                   |
| <code>choiceName</code>  | The name of the column that identifies the choice variable.                                                                                                                                                                                                                                                                                       |
| <code>obsIDName</code>   | The name of the column that identifies each choice observation.                                                                                                                                                                                                                                                                                   |
| <code>parNames</code>    | The names of the parameters to be estimated in the model. Must be the same as the column names in the <code>data</code> argument. For WTP space models, do not include price in <code>parNames</code> .                                                                                                                                           |
| <code>priceName</code>   | The name of the column that identifies the price variable. Only required for WTP space models. Defaults to <code>NULL</code> .                                                                                                                                                                                                                    |
| <code>randPars</code>    | A named vector whose names are the random parameters and values the distribution: 'n' for normal or 'ln' for log-normal. Defaults to <code>NULL</code> .                                                                                                                                                                                          |
| <code>randPrice</code>   | The random distribution for the price parameter: 'n' for normal or 'ln' for log-normal. Only used for WTP space MXL models. Defaults to <code>NULL</code> .                                                                                                                                                                                       |
| <code>modelSpace</code>  | Set to 'wtp' for WTP space models. Defaults to "pref".                                                                                                                                                                                                                                                                                            |
| <code>weightsName</code> | The name of the column that identifies the weights to be used in model estimation. Optional. Defaults to <code>NULL</code> .                                                                                                                                                                                                                      |
| <code>clusterName</code> | The name of the column that identifies the cluster groups to be used in model estimation. Optional. Defaults to <code>NULL</code> .                                                                                                                                                                                                               |
| <code>robust</code>      | Determines whether or not a robust covariance matrix is estimated. Defaults to <code>FALSE</code> . Specification of a <code>clusterName</code> or <code>weightsName</code> will override the user setting and set this to 'TRUE' (a warning will be displayed in this case). Replicates the functionality of Stata's <code>cmcmmlxlogit</code> . |
| <code>options</code>     | A list of options.                                                                                                                                                                                                                                                                                                                                |

**Details**

The following options control the detailed behavior of the optimization algorithm. They must be provided as a named list to the `options` argument, e.g. `options = list(...)`.

| Argument        | Description                                                                                                                                                 |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| numMultiStarts  | Number of times to run the optimization loop, each time starting from a different random starting point for                                                 |
| keepAllRuns     | Set to TRUE to keep all the model information for each multistart run. If TRUE, the <code>logitr()</code> function will                                     |
| startParBounds  | Set the lower and upper bounds for the starting parameters for each optimization run, which are generated                                                   |
| startVals       | A vector of values to be used as starting values for the optimization. Only used for the first run if <code>numMultiStarts</code>                           |
| useAnalyticGrad | Set to FALSE to use numerically approximated gradients instead of analytic gradients during estimation (for                                                 |
| scaleInputs     | By default each variable in <code>data</code> is scaled to be between 0 and 1 before running the optimization routine                                       |
| standardDraws   | By default, a new set of standard normal draws are generated during each call to <code>logitr</code> (the same draws are                                    |
| numDraws        | The number of Halton draws to use for MXL models for the maximum simulated likelihood.                                                                      |
| printLevel      | The print level of the <code>nloptr</code> optimization loop. Use <code>nloptr::nloptr.print.options()</code> for more details.                             |
| xtol_rel        | The relative x tolerance for the <code>nloptr</code> optimization loop. Use <code>nloptr::nloptr.print.options()</code> for more details.                   |
| xtol_abs        | The absolute x tolerance for the <code>nloptr</code> optimization loop. Use <code>nloptr::nloptr.print.options()</code> for more details.                   |
| ftol_rel        | The relative f tolerance for the <code>nloptr</code> optimization loop. Use <code>nloptr::nloptr.print.options()</code> for more details.                   |
| ftol_abs        | The absolute f tolerance for the <code>nloptr</code> optimization loop. Use <code>nloptr::nloptr.print.options()</code> for more details.                   |
| maxeval         | The maximum number of function evaluations for the <code>nloptr</code> optimization loop. Use <code>nloptr::nloptr.print.options()</code> for more details. |
| algorithm       | The optimization algorithm that <code>nloptr</code> uses.                                                                                                   |

## Value

The function returns a list object containing the following objects.

| Value            | Description                                                                                                                             |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| coef             | The model coefficients at convergence.                                                                                                  |
| standErrs        | The standard errors of the model coefficients at convergence.                                                                           |
| logLik           | The log-likelihood value at convergence.                                                                                                |
| nullLogLik       | The null log-likelihood value (if all coefficients are 0).                                                                              |
| gradient         | The gradient of the log-likelihood at convergence.                                                                                      |
| hessian          | The hessian of the log-likelihood at convergence.                                                                                       |
| covariance       | The covariance matrix at convergence.                                                                                                   |
| numObs           | The number of observations.                                                                                                             |
| numParams        | The number of model parameters.                                                                                                         |
| startPars        | The starting values used.                                                                                                               |
| multistartNumber | The multistart run number for this model.                                                                                               |
| time             | The user, system, and elapsed time to run the optimization.                                                                             |
| iterations       | The number of iterations until convergence.                                                                                             |
| message          | A more informative message with the status of the optimization result.                                                                  |
| status           | An integer value with the status of the optimization (positive values are successes). Use <a href="#">statusCodes</a> for more details. |
| modelSpace       | The model space ('pref' or 'wtp').                                                                                                      |
| priceName        | The name of the column that identifies the price variable.                                                                              |
| parNames         | The names of the parameters to be estimated in the model.                                                                               |
| randPars         | A named vector whose names are the random parameters and values the distribution: 'n' for normal and 't' for t.                         |
| parSetup         | A summary of the distributional assumptions on each model parameter ("f"="fixed", "n"="normal distribution", "t"="t-distribution").     |
| weightsUsed      | TRUE or FALSE for whether weights were used in the model.                                                                               |
| clusterName      | The name of the column used to identify the cluster groups used in model estimation.                                                    |
| numClusters      | The number of clusters.                                                                                                                 |
| robust           | TRUE or FALSE for whether or not a robust covariance matrix was estimated.                                                              |
| standardDraws    | The draws used during maximum simulated likelihood (for MXL models).                                                                    |
| randParSummary   | A summary of any random parameters (for MXL models).                                                                                    |



multistartSummary A summary of the log-likelihood values for each multistart run (if more than one multistart was used).  
 options A list of all the model options.

## Examples

```
## Not run:

# For more detailed examples, visit
# https://jhelvy.github.io/logitr/articles/

library(logitr)

# Run a MNL model in the Preference Space:
mnl_pref <- logitr(
  data = yogurt,
  choiceName = "choice",
  obsIDName = "obsID",
  parNames = c("price", "feat", "dannon", "hiland", "yoplait")
)

# Run a MNL model in the WTP Space:
mnl_wtp <- logitr(
  data = yogurt,
  choiceName = "choice",
  obsIDName = "obsID",
  parNames = c("feat", "dannon", "hiland", "yoplait"),
  priceName = "price",
  modelSpace = "wtp"
)

## End(Not run)
```

---

|                |                        |
|----------------|------------------------|
| predictChoices | <i>Predict choices</i> |
|----------------|------------------------|

---

## Description

Returns the expected choices for a set of one or more alternatives based on the results from an estimated model.

## Usage

```
predictChoices(model, alts, obsIDName = NULL)
```

## Arguments

**model** The output of a model estimated model using the `logitr()` function. Include if you want to compare true choices from actual observations (e.g. hold outs) to the predicted choices.

|           |                                                                                                                                                                                             |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| alts      | A data frame of a set of alternatives for which to predict choices. Each row is an alternative and each column an attribute corresponding to parameter names in the estimated model.        |
| obsIDName | The name of the column that identifies each set of alternatives. Required if simulating results for more than one set of alternatives. Defaults to NULL (for a single set of alternatives). |

### Value

A data frame with the predicted choices for each alternative in alts.

### Examples

```
## Not run:
# Run a MNL model in the Preference Space:
library(logitr)

mnl_pref <- logitr(
  data = yogurt,
  choiceName = "choice",
  obsIDName = "obsID",
  parNames = c("price", "feat", "brand")
)

# You can predict choices for any set of alternative, such as hold out
# samples or within-sample. For this example I will predict choices on
# the full yogurt data set, which was used to estimate the model.

# Run the simulation using the preference space MNL model:
choices_mnl_pref <- predictChoices(
  model      = mnl_pref,
  alts       = yogurt,
  obsIDName = "obsID"
)

head(choices_mnl_pref)

# Compute the accuracy
chosen <- subset(choices, choice == 1)
chosen$correct <- chosen$choice == chosen$choice_predict
sum(chosen$correct) / nrow(chosen)

## End(Not run)
```

---

predictProbs

*Predict expected choice probabilities*

---

### Description

Returns the expected choice probabilities for a single set or multiple sets of alternatives based on the results from an estimated model.

**Usage**

```
predictProbs(
  model,
  alts,
  obsIDName = NULL,
  computeCI = TRUE,
  alpha = 0.025,
  numDraws = 10^4
)
```

**Arguments**

|           |                                                                                                                                                                                                   |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| model     | The output of a model estimated model using the <code>logitr()</code> function.                                                                                                                   |
| alts      | A data frame of a set of alternatives for which to predict choice probabilities. Each row is an alternative and each column an attribute corresponding to parameter names in the estimated model. |
| obsIDName | The name of the column that identifies each set of alternatives. Required if simulating results for more than one set of alternatives. Defaults to NULL (for a single set of alternatives).       |
| computeCI | Should a confidence interval be computed? Defaults to TRUE.                                                                                                                                       |
| alpha     | The sensitivity of the computed confidence interval. Defaults to <code>alpha = 0.025</code> , reflecting a 95% CI.                                                                                |
| numDraws  | The number of draws to use in simulating uncertainty for the computed confidence interval.                                                                                                        |

**Value**

A data frame with the estimated choice probabilities for each alternative in `alts`.

**Examples**

```
## Not run:
# Run a MNL model in the Preference Space:
library(logitr)

mnl_pref <- logitr(
  data = yogurt,
  choiceName = "choice",
  obsIDName = "obsID",
  parNames = c("price", "feat", "brand")
)

# Create a set of alternatives for which to predict choice probabilities.
# Each row is an alternative and each column an attribute.
# In this example, I just use two of the choice observations from the
# yogurt dataset:
alts <- subset(yogurt, obsID %in% c(42, 13),
              select = c('obsID', 'price', 'feat', 'brand'))
alts
```

```
# Predict choice probabilities using the estimated preference space MNL
# model:
predictProbs(mnl_pref, alts, obsIDName = "obsID")

## End(Not run)
```

---

|            |                                                                                                                                                 |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| recodeData | <i>Returns a list of the design matrix X and updated parNames and randPars to include any dummy-coded categorical or interaction variables.</i> |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------|

---

### Description

Recodes the data and returns a list of the encoded design matrix (X) as well as two vectors (parNames and randPars) with discrete (categorical) variables and interaction variables added to X, parNames, and randPars.

### Usage

```
recodeData(data, parNames, randPars)
```

### Arguments

|          |                                                                                                                                                                              |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| data     | The choice data, formatted as a data.frame object.                                                                                                                           |
| parNames | The names of the parameters to be estimated in the model. Must be the same as the column names in the data argument. For WTP space models, do not include price in parNames. |
| randPars | A named vector whose names are the random parameters and values the distribution: 'n' for normal or 'ln' for log-normal. Defaults to NULL.                                   |

### Value

A list of the design matrix (X) and two vectors (parNames and randPars) with discrete (categorical) variables and interaction variables added.

### Examples

```
data(yogurt)

result <- recodeData(
  data = yogurt,
  parNames = c("price", "feat", "brand", "price*brand"),
  randPars = c(feat = "n", brand = "n")
)

result$parNames
result$randPars
head(result$X)
```

---

|                |                                 |
|----------------|---------------------------------|
| simulateShares | <i>Simulate expected shares</i> |
|----------------|---------------------------------|

---

### Description

This function has been depreciated since logitr version 0.1.4. Use predictProbs() instead.

### Usage

```
simulateShares(
  model,
  alts,
  obsIDName = NULL,
  priceName = NULL,
  computeCI = TRUE,
  alpha = 0.025,
  numDraws = 10^4
)
```

### Arguments

|           |                                                                                                                                                                                             |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| model     | The output of a model estimated model using the logitr() function.                                                                                                                          |
| alts      | A data frame of a set of alternatives for which to simulate shares. Each row is an alternative and each column an attribute corresponding to parameter names in the estimated model.        |
| obsIDName | The name of the column that identifies each set of alternatives. Required if simulating results for more than one set of alternatives. Defaults to NULL (for a single set of alternatives). |
| priceName | The name of the parameter that identifies price. Only required for WTP space models. Defaults to NULL.                                                                                      |
| computeCI | Should a confidence interval be computed? Defaults to TRUE.                                                                                                                                 |
| alpha     | The sensitivity of the computed confidence interval. Defaults to alpha = 0.025, reflecting a 95% CI.                                                                                        |
| numDraws  | The number of draws to use in simulating uncertainty for the computed confidence interval.                                                                                                  |

### Value

A data frame with the estimated shares for each alternative in alts.

---

 statusCodes

*View a description the nloptr status codes*


---

### Description

Prints a description of the status codes from the nloptr optimization routine.

### Usage

```
statusCodes()
```

### Details

| Code | Description                                                                                                   |
|------|---------------------------------------------------------------------------------------------------------------|
| 1    | Generic success return value.                                                                                 |
| 2    | Optimization stopped because stopval was reached.                                                             |
| 3    | Optimization stopped because ftol_rel or ftol_abs was reached.                                                |
| 4    | Optimization stopped because xtol_rel or xtol_abs was reached.                                                |
| 5    | Optimization stopped because maxeval was reached.                                                             |
| 6    | Optimization stopped because maxtime was reached.                                                             |
| -1   | Generic failure code.                                                                                         |
| -2   | Invalid arguments (e.g. lower bounds are bigger than upper bounds, an unknown algorithm was specified, etc.). |
| -3   | Ran out of memory.                                                                                            |
| -4   | Halted because roundoff errors limited progress (in this case, the optimization stopped).                     |
| -5   | Halted because of a forced termination: the user called nlopt_force_stop(opt).                                |

### Value

No return value; prints a summary of the nloptr status codes to the console.

### Examples

```
statusCodes()
```

---

 summary.logitr

*View summary of estimated model*


---

### Description

Prints a summary of a model estimated using the logitr() function

**Usage**

```
## S3 method for class 'logitr'
summary(object, ...)
```

**Arguments**

```
object      The output of a model estimated model using the logitr() function.
...         other arguments
```

**Value**

No return value; prints a summary of the model results to the console.

**Examples**

```
# Run a MNL model in the Preference Space with a multistart:
data(yogurt)

mnl_pref <- logitr(
  data = yogurt,
  choiceName = "choice",
  obsIDName = "obsID",
  parNames = c("price", "feat", "dannon", "hiland", "yoplait"),
  options = list(
    numMultiStarts = 5,
    keepAllRuns = TRUE
  )
)

# View a summary of the model:
summary(mnl_pref)
```

---

wtp

*Get WTP from a preference space model*


---

**Description**

Returns the computed WTP from a preference space model.

**Usage**

```
wtp(model, priceName)
```

**Arguments**

```
model      The output of a "preference space" model estimated using the logitr() func-
           tion.
priceName  The name of the parameter that identifies price.
```

**Details**

Willingness to pay is computed by dividing the estimated parameters of a utility model in the "preference" space by the price parameter. Uncertainty is handled via simulation.

**Value**

A data frame of the WTP estimates.

**Examples**

```
# Run a MNL model in the Preference Space:
library(logitr)

mnl_pref <- logitr(
  data = yogurt,
  choiceName = "choice",
  obsIDName = "obsID",
  parNames = c("price", "feat", "dannon", "hiland", "yoplait")
)

# Get the WTP implied from the preference space model
wtp(mnl_pref, priceName = "price")
```

---

wtpCompare

---

*Compare WTP from preference and WTP space models*


---

**Description**

Returns a comparison of the WTP between a preference space and WTP space model.

**Usage**

```
wtpCompare(model_pref, model_wtp, priceName)
```

**Arguments**

|            |                                                                                         |
|------------|-----------------------------------------------------------------------------------------|
| model_pref | The output of a "preference space" model estimated using the logitr() function.         |
| model_wtp  | The output of a "willingness to pay space" model estimated using the logitr() function. |
| priceName  | The name of the parameter that identifies price.                                        |

**Details**

Willingness to pay (WTP) is first computed from the preference space model by dividing the estimated parameters by the price parameter. Then those estimates are compared against the WTP values directly estimated from the "WTP" space model. Uncertainty is handled via simulation.



**Value**

A data frame comparing the WTP estimates from preference space and WTP space models.

**Examples**

```
# Run a MNL model in the Preference Space:
library(logitr)

mnl_pref <- logitr(
  data = yogurt,
  choiceName = "choice",
  obsIDName = "obsID",
  parNames = c("price", "feat", "dannon", "hiland", "yoplait")
)

# Get the WTP implied from the preference space model
wtp_mnl_pref <- wtp(mnl_pref, priceName = "price")

# Run a MNL model in the WTP Space:
mnl_wtp <- logitr(
  data = yogurt,
  choiceName = "choice",
  obsIDName = "obsID",
  parNames = c("feat", "dannon", "hiland", "yoplait"),
  priceName = "price",
  modelSpace = "wtp",
  options = list(startVals = wtp_mnl_pref$Estimate)
)

# Compare the WTP between the two spaces:
wtpCompare(mnl_pref, mnl_wtp, priceName = "price")
```

---

yogurt

*Choice observations of yogurt purchases by 100 households*


---

**Description**

Data from Jain et al. (1994) containing 2,412 choice observations from a series of yogurt purchases by a panel of 100 households in Springfield, Missouri, over a roughly two-year period. The data were collected by optical scanners and contain information about the price, brand, and a "feature" variable, which identifies whether a newspaper advertisement was shown to the customer. There are four brands of yogurt: Yoplait, Dannon, Weight Watchers, and Hiland, with market shares of 34%, 40%, 23% and 3%, respectively.

**Usage**

```
data(yogurt)
```

**Format**

| Variable | Description                                                                    |
|----------|--------------------------------------------------------------------------------|
| id       | individual identifiers                                                         |
| obsID    | identifier for unique choice observation                                       |
| alt      | alternative in each choice observation                                         |
| choice   | dummy code for choice (1 or 0)                                                 |
| price    | price of yogurt                                                                |
| feat     | dummy for whether a newspaper advertisement was shown to the customer (1 or 0) |
| brand    | yogurt brand: "yoplait", "dannon", "hiland", or "weight" (for weight watcher)  |
| dannon   | dummy variable for the "dannon" brand (1 or 0)                                 |
| hiland   | dummy variable for the "hiland" brand (1 or 0)                                 |
| weight   | dummy variable for the "weight" brand (1 or 0)                                 |
| yoplait  | dummy variable for the "yoplait" brand (1 or 0)                                |

### Source

Raw data downloaded from the package mlogit v0.3-0 by Yves Croissant [archive](#)

### References

Dipak C. Jain, Naufel J. Vilcassim & Pradeep K. Chintagunta (1994) A Random-Coefficients Logit Brand-Choice Model Applied to Panel Data, *Journal of Business & Economic Statistics*, 12:3, 317-328, doi: [10.1080/07350015.1994.10524547](https://doi.org/10.1080/07350015.1994.10524547)

### Examples

```
data(yogurt)
```

```
head(yogurt)
```

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