

TABLE 5D01 CHOICE ELASTICITIES IN RESPONSE TO CHANGE IN RAIL SERVICE IN CANADA

<i>Rail level of service attribute</i>	<i>Segment 1</i>			<i>Segment 2</i>			<i>Segment 3</i>			<i>Market</i>		
	<i>Rail</i>	<i>Air</i>	<i>Car</i>	<i>Rail</i>	<i>Air</i>	<i>Car</i>	<i>Rail</i>	<i>Air</i>	<i>Car</i>	<i>Rail</i>	<i>Air</i>	<i>Car</i>
Frequency	0.15	-0.01	-0.04	0.20	-0.03	-0.04	0.06	-0.01	-0.01	0.41	-0.05	-0.10
Cost	-0.57	0.06	0.14	-0.77	0.14	0.15	-0.14	0.03	0.03	-1.48	0.22	0.31
In-vehicle travel time	-0.32	0.01	0.09	-0.03	0.00	0.00	-0.51	0.07	0.12	-0.86	0.09	0.21
Out-of-vehicle travel time	-0.35	0.03	0.09	-0.18	0.03	0.04	-0.67	0.08	0.16	-1.20	0.14	0.29
Mode choice shares	0.07	0.20	0.73	0.80	0.07	0.13	0.06	0.76	0.18	0.15	0.40	0.44

*Note* The overall market elasticity is the sum of the elasticity entries in the individual segments).

Market segmentation based on qualitative differences in passengers:

Segment 1 = high proportion males, high proportion weekday travellers, short trip distance).

Segment 2 = lower income, high proportion females, high proportion group travel, weekend travellers, medium trip distance).

Segment 3 = higher income, high proportion travel alone, weekday travellers, long trip distance).

*Source* Bhat (1997, table 7, p. 46).