

TABLE 8B02 ESTIMATED OWN AND CROSS-PRICE SEMI-ELASTICITIES FOR 1990 MODEL AUTOMOBILES

	<i>Mazda 323</i>	<i>Nissan Sentra</i>	<i>Ford Escort</i>	<i>Chevy Cavalier</i>	<i>Honda Accord</i>	<i>Ford Taurus</i>	<i>Buick Century</i>	<i>Nissan Maxima</i>	<i>Acura Legend</i>	<i>Lincoln Town Car</i>	<i>Cadillac Seville</i>	<i>Lexus LS400</i>	<i>BMW 735i</i>
323	-125.933	1.518	8.954	9.680	2.185	0.852	0.485	0.056	0.009	0.012	0.002	0.002	0.000
Sentra	0.705	-115.319	8.024	8.435	2.473	0.909	0.516	0.093	0.015	0.019	0.003	0.003	0.000
Escort	0.713	1.375	-106.497	7.570	2.298	0.708	0.445	0.082	0.015	0.015	0.003	0.003	0.000
Cavalier	0.754	1.414	7.406	-110.972	2.291	1.083	0.646	0.087	0.015	0.023	0.004	0.003	0.000
Accord	0.120	0.293	1.590	1.621	-51.637	1.532	0.463	0.310	0.095	0.169	0.034	0.030	0.005
Taurus	0.063	0.144	0.653	1.020	2.041	-43.634	0.335	0.245	0.091	0.291	0.045	0.024	0.006
Century	0.099	0.228	1.146	1.700	1.722	0.937	-66.635	0.773	0.152	0.278	0.039	0.029	0.005
Maxima	0.013	0.046	0.236	0.256	1.293	0.768	0.866	-35.378	0.271	0.579	0.116	0.115	0.020
Legend	0.004	0.014	0.083	0.084	0.736	0.532	0.318	0.506	-21.820	0.775	0.183	0.210	0.043
TownCar	0.002	0.006	0.029	0.046	0.475	0.614	0.210	0.389	0.280	-20.175	0.226	0.168	0.048
Seville	0.001	0.005	0.026	0.035	0.425	0.420	0.131	0.351	0.296	1.011	-16.313	0.263	0.068
LS400	0.001	0.003	0.018	0.019	0.302	0.185	0.079	0.280	0.274	0.606	0.212	-11.199	0.086
735i	0.000	0.002	0.009	0.012	0.203	0.176	0.050	0.190	0.223	0.685	0.215	0.336	-9.376

Note Cell entries i, j , where i indicates row and j column, give the percentage change in market share of i with a \$1000 change in the price of j .

Source Berry, Levinsohn & Pakes (1995, table VI, p. 880).