Table 5. Logit-Model Estimation Results for the Probability of Belonging to a Specific Market Segment (t-statistic in Parenthesis)

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| **Variable Description** | **Estimated Parameter (t statistic)** | **Marginal Effects** |
| **Benefits Dominated** | **Concerns Dominated** | **Uncertain** | **Well Informed** |
| **Factors for the benefits-dominated market segment** |  |  |  |  |  |
| Male Respondent Indicator (1 if respondent is male, 0 otherwise)  | 0.361(3.33) | 0.0543 | -0.0150 | -0.0183 | -0.0210 |
| University Respondent Indicator (1 if respondent is classified as a university respondent, 0 otherwise) | 0.405(3.04) | 0.0610 | -0.0168 | -0.0205 | -0.0236 |
| High Commute Distance Indicator (1 if respondent travels a one-way distance of 20 miles or more for their commute, 0 otherwise)  | 0.445(3.28) | 0.0670 | -0.0185 | -0.0225 | -0.0259 |
| Medium Overall Daily Travel Time Indicator (1 if respondent travels 45 minutes or less on an average for their total daily travel, 0 otherwise)  | 0.250(2.31) | 0.0377 | -0.0104 | -0.0127 | -0.0146 |
| High Parking Time Indicator (1 if respondent spent 10 or more minutes on an average towards finding a parking spot during their commute, 0 otherwise) | 0.223(1.75) | 0.0337 | -0.0093 | -0.0113 | -0.0130 |
| **Factors for the concerns-dominated market segment** |  |  |  |  |  |
| Constant | 1.147(7.23) |  |  |  |  |
| Baby Boomer Indicator (1 if respondent is 50 to 64 years old, 0 otherwise)  | 0.359(3.31) | -0.0149 | 0.0617 | -0.0227 | -0.0241 |
| High Income Household Indicator (1 if respondent is a member of a household with an annual income $150,000 or more, 0 otherwise)  | -0.263(-1.77) | 0.0109 | -0.0453 | 0.0166 | 0.0177 |
| Graduate Degree Indicator (1 if respondent’s highest educational qualification is a graduate degree, 0 otherwise)  | -0.239(-2.21) | 0.099 | -0.0411 | 0.0151 | 0.0160 |
| Zero Vehicle Ownership Indicator (1 if respondent is a member of a household that owns more than three vehicles, 0 otherwise)  | 0.353(2.14) | -0.0147 | 0.0607 | -0.0223 | -0.0237 |
| Recent New Vehicle Purchase Category Indicator (1 if respondent most recently purchased or leased a new vehicle, 0 otherwise)  | -0.211(-2.11) | -0.0147 | 0.0607 | -0.0223 | -0.0237 |
| Drive Alone Commuter Indicator (1 if respondent typically drives alone to their commute, 0 otherwise)  | -0.414(-3.77) | 0.0172 | -0.0712 | 0.0262 | 0.0278 |
| Major Injury Severity Indicator (1 if the respondent was involved in one or more crashes, and respondent-involved crashes resulted in major injury, 0 otherwise) | -0.295(-2.21) | 0.0123 | -0.0508 | 0.0187 | 0.0199 |
| **Factors for the uncertain market segment** |  |  |  |  |  |
| Constant | 0.968(7.41) |  |  |  |  |
| Generation X Indicator (1 if respondent is 35 to 49 years old, 0 otherwise)  | -0.336(-2.22) | 0.0170 | 0.0213 | -0.0660 | 0.0276 |
| Very High Licensed Driver Household Indicator (1 if respondent is a member of a household that has 3 or more licensed drivers, 0 otherwise)  | -0.274(-2.32) | 0.0139 | 0.0173 | -0.0537 | 0.0225 |
| Non-Commuter Indicator (1 if respondent does not undertake a commute trip, 0 otherwise)  | 0.257(2.23) | -0.0130 | -0.0163 | 0.0505 | -0.0212 |
| **Factors for the well-informed market segment** |  |  |  |  |  |
| Constant | 0.844(6.77) |  |  |  |  |
| Millennial Indicator (1 if respondent is less than 35 years old, 0 otherwise)  | 0.603(5.76) | -0.0352 | -0.0405 | -0.0486 | 0.1253 |
| High Commute Time Indicator (1 if respondent spent a total of 60 minutes or more on an average for their one-way commute, 0 otherwise)  | 0.339(1.69) | -0.0198 | -0.0228 | -0.0278 | 0.0704 |
| Number of observations | 2477 |
| Log-likelihood at constant | -3393.29 |
| Log-likelihood at convergence | -3319.39 |