# Example: SP Survey in the audience, WS2024/25
(orange: 25 degrees, sunny) (blue: cold, rain)

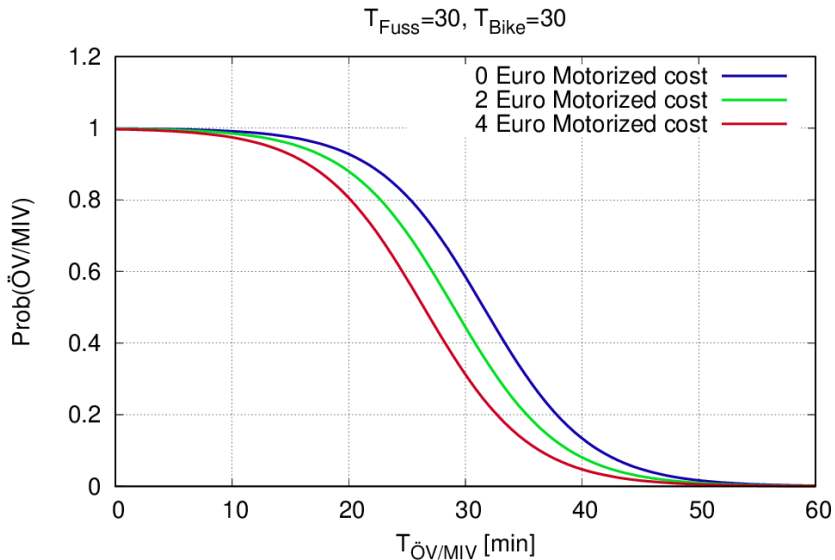| Choice Set	Alt. 1: Ped	Alt. 2: Bike	Alt. 3: PT/Car	Alt 1	Alt 2	Alt 3
1	30 min	15 min	30 min+2€	5	14	8
2	30 min	15 min	30 min+3€	5	15	6
3	30 min	15 min	30 min+5€	5	18	4
4	30 min	15 min	40 min+3€	9	28	1
5	30 min	25 min	30 min+3€	16	12	9
6	30 min	25 min	30 min+3€	.	.	.
6	30 min	25 min	30 min+3€	.	.	.

Alternative Specific, no Weather: Fit Quality

$$V_i = \beta_0 \delta_{i1} + \beta_1 \delta_{i2} + \beta_2 K + \beta_3 T_1 \delta_{i1} + \beta_4 T_2 \delta_{i2} + \beta_5 T_3 \delta_{i3}$$
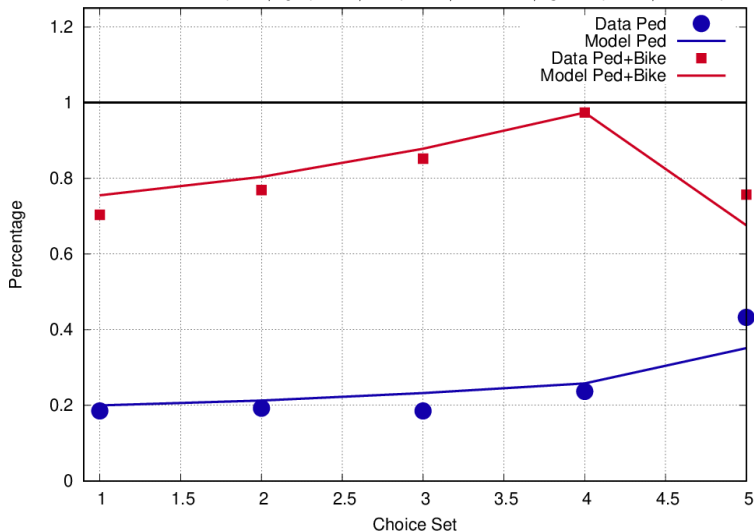
$\ln L = -142.1$,
$\ln L_{\text{init}} = -170.3$,
$\beta_0 = +0.1 \pm 3.3$,
$\beta_1 = -4.7 \pm 3.0$,
$\beta_2 = -0.28 \pm 0.24$,
$\beta_3 = -0.25 \pm 0.11$,
$\beta_4 = -0.11 \pm 0.04$,
$\beta_5 = -0.22 \pm 0.09$

$\text{AC}_{\text{ped}}[\text{ped-min}] = \frac{\beta_0}{-\beta_3} = +0.5$ $\qquad$ $\text{VoT}[\text{€/ÖV-h}] = \frac{60\beta_5}{\beta_2} = 46.8$

$\text{AC}_{\text{bike}}[\text{ped-min}] = \frac{\beta_1}{-\beta_3} = -18.9$

Dependence of the modal split on motorized attributes

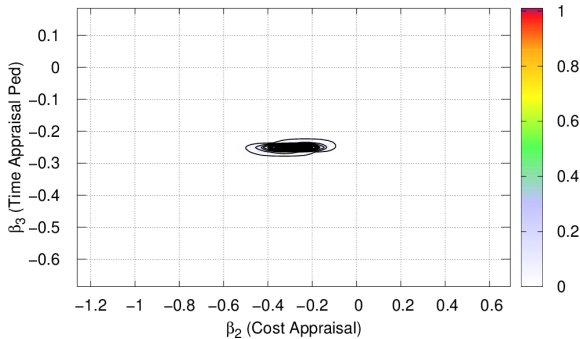$T_{Fuss}=30$, $T_{Bike}=30$

Legend:
- 0 Euro Motorized cost
- 2 Euro Motorized cost
- 4 Euro Motorized cost

y-axis: Prob(ÖV/MIV)
x-axis: $T_{ÖV/MIV}$ [min]

Dependence of the Modal Split on distance at fixed speeds

Motorized Ad−hoc Costs 1.0 Euro

v_{ped}=5.0 km/h, v_{bike}=15.0 km/h, v_{Mot}=25.0 km/h
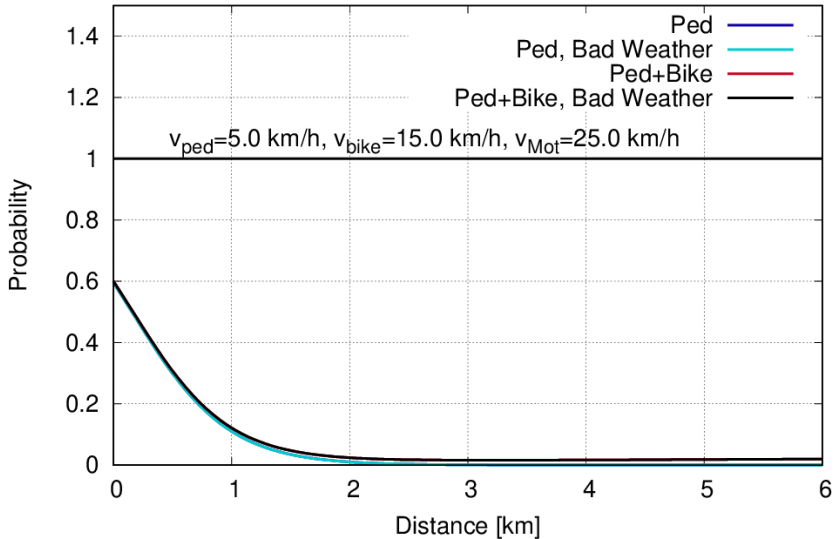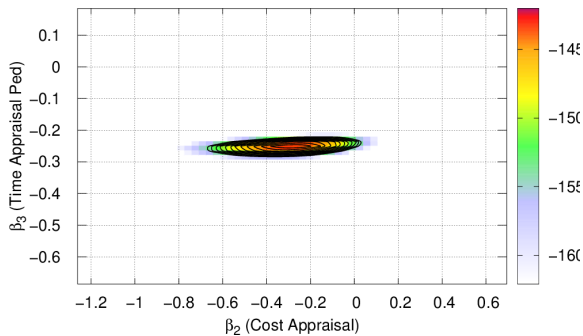
Likelihood and log likelihood
relative to time and cost appraisal β_2 and β_3, resp.

Likelihoodfunktion $L(\beta_2, \beta_3, \hat{\beta}_0, ...)$

Log-Likelihoodfunktion $\tilde{L}(\beta_2, \beta_3, \hat{\beta}_0, ...)$

Log likelihood: sections through parameter space

$$V_i = \beta_0 \delta_{i1} + \beta_1 \delta_{i2} + \beta_2 K + \beta_3 T_1 \delta_{i1} + \beta_4 T_2 \delta_{i2} + \beta_5 T_3 \delta_{i3}$$