

Forecasting Canadians' New Vehicles Penetration with Atemporal Panel Data

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Abstract

This paper aims at estimating a mixed logit model to analyse Canadian consumers' declared preferences when faced with new transportation technologies using alternative fuels. In order to do so, we use data from a study on stated preferences (SP) of Canadian households regarding transportation undertaken by the Energy and Materials Research Group at Simon Fraser University. This data is particularly suited to the analysis of the impact of new technologies and alternative energy sources for which no well-established market yet exist. This study enables us to identify the main determinants of individual choices in terms of new transportation technologies. Simulations are carried out to determine on which socioeconomic factors it would be necessary to lay the stress in the development of policies aimed at promoting the integration of new technologies on the Canadian automotive market.

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