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1 Asymmetric triangular mixing densities for mixed logit  
2 models

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October 5, 2016

5 **Abstract**

6 A novel method is proposed to estimate random parameter logit models using the asym-  
7 metric triangular distribution to describe unobserved preference heterogeneity in the pop-  
8 ulation of interest. The asymmetric triangular mixing density has the potential to over-  
9 come behavioural limitations associated with the most frequently applied mixing densities  
10 like the normal and log-normal distribution. With only three parameters it remains par-  
11 simonious whilst its bounded support can easily be brought in line with behavioural  
12 intuitions. The triangular mixing density is not associated with an incredibly large up-  
13 per (or lower) bound and it can accommodate varying degrees of skewness in unobserved  
14 preference heterogeneity. The proposed estimation procedure is based on the principle of  
15 mixture densities and circumvents additional simulation chatter arising when applying the  
16 inverse cumulative density function method to generate draws from the mixing density.

17 **Keywords:** Mixed logit, Mixing density, Asymmetry, Triangular Distribution

# 1 Introduction

The mixed logit model (MIXL), also referred to as the random parameters logit (RPL) model, represents one of the most popular econometric models to analyse discrete choice type data. Advantages of the MIXL model include i) the ability to model heterogeneity in the patterns of choices across respondents<sup>1</sup>; ii) non-constant error variances across alternatives via a relaxation of the independently and identically distributed error terms assumption; and iii) the potential accommodation of correlation in choices across repeated choice observations by the same respondent (e.g. [Hensher and Greene, 2003](#); [Scarpa et al., 2005](#)). Given its multi-functionality, [Keane and Wasi \(2013\)](#) acknowledge the MIXL model hosts an infinite number of alternative model specifications varying in the number and selection of alternative mixing densities.

The current paper adds the asymmetric triangular density to the set of potential mixing densities available to the analyst. By being able to control for skewness in the distribution of preferences over the population of interest, the asymmetric triangular density is more flexible than its symmetric counterpart. Its bounded support at both end of the distribution makes it a particularly attractive density relative to the more frequently used (log-)normal density. The asymmetric triangular density thereby answers the call of [Hensher and Greene \(2003\)](#) for the implementation of simple, but flexible distributional forms complying with behavioural expectations. So far this call mainly resulted in the adoption of the (constrained) symmetric triangular distribution (e.g. [Brouwer et al., 2010](#); [Hensher and Greene, 2003](#)).

The focus of this paper is on the development of a maximum simulated likelihood (MSL) estimation method for the asymmetric triangular density. The proposed estimation method is based on the principle of mixing densities and recognizes that any triangular density can be described by means of two one-sided triangular densities with a common mode. A Bayesian estimation procedure was already developed by [Dekker and Rose \(2011\)](#).

The structure of the paper is as follows. Section 2 introduces the MIXL model and defines the triangular density. Section 3 then develops the MSL estimation framework. Section 4 presents a Monte Carlo simulation and Section 5 concludes the paper .

## 2 Model structure

### 2.1 The random coefficients multinomial logit model

Suppose individual  $n$  is presented with  $J$  alternatives in choice task  $t = 1, \dots, T$ . The Random Utility Maximisation model postulates that the individual selects the alternative

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<sup>1</sup>Whilst it is common to interpret the random parameter coefficients as representing purely preference heterogeneity, the confounding between scale and preference parameters in most discrete choice models implies that any modelled heterogeneity should more correctly be interpreted as representing a mixture of both preference and scale or error heterogeneity ([Hess and Rose, 2012](#))

52 with the highest level of utility, i.e.  $y_{nt} = i$  when  $U_{nit} > U_{njt}, \forall j \neq i \in J$ . Utility  $U_{nit}$  is  
 53 decomposed in a structural part  $V_{nit}$  and a stochastic part  $\epsilon_{nit}$ , where  $U_{nit} = V_{nit} + \epsilon_{nit}$ .  
 54 After assuming that  $\epsilon_{nit}$  follows a type-I extreme value distribution the choice probability  
 55 for alternative  $i$  can be described by:

$$P_{nit} = \frac{\exp(V_{nit})}{\sum_{j=1}^J \exp(V_{njt})} \quad (1)$$

56  $V_{nit}$  is characterised by a linear utility function  $V_{nit} = X_{nit}\beta_n$ . Let  $X_{nit}$  represent a set of  
 57 exogenous variables and  $\beta_n$  defines the vector of marginal utility parameters. The sub-  
 58 script in  $\beta_n$  denotes marginal utility may vary across respondents. In most applications,  
 59 an insufficient number of observations per respondent is available to estimate individual  
 60 specific utility parameters. Hence, random coefficients are used to capture the heterogene-  
 61 ity in  $\beta_n$  across the population of interest. Let  $f(\beta_n|\Omega)$  denote a mixing density function  
 62 describing the distribution of marginal utility over the population of interest, where  $\Omega$   
 63 is the vector of associated hyper-parameters. The expected choice probability of observing  
 64 the sequence of choices  $y_n$  can then be described by the individual specific likelihood  $L_n$ :

$$L_n = \int_{\beta_n} \prod_{t=1}^T \frac{\exp(X_{nit}\beta_n)}{\sum_{j=1}^J \exp(X_{njt}\beta_n)} f(\beta_n|\Omega) d\beta_n \quad (2)$$

## 65 2.2 The triangular distribution

66 In this paper,  $f(\beta_n|\Omega)$  is described by a triangular density. The density is a function of  
 67 only three hyper-parameters being respectively the lower-bound  $a$ , the upper-bound  $b$  and  
 68 the mode  $c$ . These three hyper-parameters define the density function:

$$f(\beta_n|a, b, c) = \begin{cases} \frac{2(\beta_n - a)}{(b - a)(c - a)} & \text{for } a \leq \beta_n \leq c \\ \frac{2(b - \beta_n)}{(b - a)(b - c)} & \text{for } c \leq \beta_n \leq b \end{cases} \quad (3)$$

69 When  $\beta_n < a$  or  $\beta_n > b$  the density  $f(\cdot)$  will be zero. In short, the triangular distribution  
 70 qualifies as a mixing density that is simple but flexible in shape and easily complies  
 71 with behavioural expectations. Namely, the flexible mode of the triangular distribution  
 72 allows for both positively- and negatively-skewed distributions, but also symmetry by  
 73 setting  $(c - a) = (b - c)$ .<sup>2</sup> The support of the distribution can be constrained by fixing  
 74 either the lower- or the upper-bound or both. Accordingly, the triangular distribution  
 75 can accommodate non-negative (or non-positive) marginal utilities without inducing a fat  
 76 upper-tail.

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<sup>2</sup>Note that by drawing a straight line from the density at the mode to the zero density at the bounds the share of the population is decreasing at a constant rate when moving away from the mode.

## 3 Maximum Simulated Likelihood Estimation

### 3.1 The inverse cdf problem

The principles of MSL require that the simulated density can be obtained by means of rescaling and relocating a standard shape of the underlying distribution. For example, a normal distribution can be simulated by taking draws from a standard normal distribution, which are subsequently relocated by the estimated mean and rescaled by the estimated standard deviation. For the asymmetric triangular density, draws from  $f(\beta_n|\Omega)$  can be generated using an inverse cumulative density function (cdf) transformation approach for a given  $a, b, c$  (see (4)), where  $U_n^r$  represents a draw  $r$  from the standard uniform distribution defined over  $[0, 1]$  for individual  $n$ .

$$\begin{aligned} \beta_n^r &= a + \sqrt{U_n^r(b-a)(c-a)} \text{ for } U_n^r < \frac{c-a}{b-a} \\ &= b - \sqrt{(1-U_n^r)(b-a)(b-c)} \text{ for } U_n^r \geq \frac{c-a}{b-a} \end{aligned} \quad (4)$$

The described inverse cdf approach, however, introduces additional chatter in the simulation. During each optimization iteration the values for  $a, b$ , and  $c$  adjust, implying that the number of draws assigned to the first (and second) part of (4) change. The accuracy by which the right- and left-hand side of the triangular density are approximated thereby varies at each iteration and potentially causes numerical difficulties.<sup>3</sup>

### 3.2 Using a mixture of densities

To work around this issue, a simulation approach comparable to the mixtures of normal densities (e.g. Fosgerau and Hess, 2009) is proposed. It is easily recognized that the asymmetric triangular distribution can be constructed by means of two one-sided triangular densities with a common mode  $c$ . The first one-sided density has its lower bound at  $a$  and its upper bound is equivalent to its mode  $c$ . For the second one-sided triangular density,  $c$  describes the mode and the lower bound while  $b$  describes its upper bound. Draws from both distributions can be generated independently using (5). Where  $U_{1n}^r$  and  $U_{2n}^r$  represent draws from two independent standard uniform distributions and  $\beta_{1n}^r$  and  $\beta_{2n}^r$  the associated transformations following from the inverse cdf method.

$$\begin{aligned} \beta_{1n}^r &= a + (c-a)\sqrt{U_{1n}^r} \\ \beta_{2n}^r &= b - (b-c)\sqrt{U_{2n}^r} \end{aligned} \quad (5)$$

Since both sides of the distribution are generated independently, the problem of additional simulation chatter no longer prevails. The two independent densities, however, still

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<sup>3</sup>Additional chatter is not arising with the symmetric triangular density. 50% of its mass is always situated on each side of the mode.

104 need combining into a single density for which the mass is normalized to unity. This is  
 105 accomplished by respectively assigning the weights  $\frac{c-a}{b-a}$  and  $\frac{b-c}{b-a}$ , i.e. the share of mass  
 106 assigned to the left and right-hand side of the mode. The simulated likelihood function  
 107 is accordingly described by (6).

$$L_n = \left(\frac{c-a}{b-a}\right) \frac{1}{R} \sum_{r=1}^R \prod_{t=1}^T \frac{\exp(X_{nit}\beta_{1n}^r)}{\sum_{j=1}^J \exp(X_{njt}\beta_{1n}^r)} + \left(\frac{b-c}{b-a}\right) \frac{1}{R} \sum_{r=1}^R \prod_{t=1}^T \frac{\exp(X_{nit}\beta_{2n}^r)}{\sum_{j=1}^J \exp(X_{njt}\beta_{2n}^r)} \quad (6)$$

108 A step by step description of the simulation procedure is provided below:

- 109 1. For individual  $n$  generate two independent sets of  $R$  draws from a standard uniform  
 110 distribution. Label these sets of draws respectively as  $U_{1n}$  and  $U_{2n}$ .
- 111 2. Transform  $U_{1n}$  and  $U_{2n}$  into draws for respectively  $\beta_{1n}$  and  $\beta_{2n}$  using (5).
- 112 3. Evaluate the multinomial logit choice probability for all choices  $t = 1, \dots, T$  made  
 113 by individual  $n$  at each draw  $\beta_{1n}^r$ .
- 114 4. Multiply the outcomes of step 3 across the  $T$  choices made by individual  $n$  and  
 115 subsequently average across the  $R$  draws.
- 116 5. Repeat steps 3 and 4 for  $\beta_{2n}$ .
- 117 6.  $L_n$  is then a weighted average of steps 4 and 5 using  $\frac{c-a}{b-a}$  and  $\frac{b-c}{b-a}$  as weights.
- 118 7. Repeat steps 1 to 6 for each individual.
- 119 8. Take the logarithm of each  $L_n$  and sum over all respondents for the log-likelihood.

### 120 3.3 Alternative parameterisations

121 Estimations are conducted in Ox (Doornik and Ooms, 2006). Codes are available upon  
 122 request and easily transferable to other software packages. To avoid restrictions on the pa-  
 123 rameters of interest during estimation, it is common practice for the symmetric triangular  
 124 density to estimate the mode  $c$  and the log of the spread such that  $\exp(s) = (c-a) = (b-c)$ .  
 125 A natural extension is the estimation of two spread parameters for the asymmetric tri-  
 126 angular density. Empirical exploration revealed that directly estimating i) the mode and  
 127 upper and lower bounds, or ii) the mode, mean  $\mu$  and standard deviation  $\sigma$  of the tri-  
 128 angular density<sup>4</sup> may reduce the correlation patterns between parameter estimates, but  
 129 more often results in failure of the estimation routine and higher standard errors on the  
 130 bounds of the triangular density. This paper therefore uses the parameterisation based  
 131 on the mode and spreads parameters. Analytical gradients are provided in A.

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<sup>4</sup>The lower and upper bound are then defined by  $a = \frac{(c-3\mu) - \sqrt{-3(c^2 + \mu^2) + 6\mu c + 24\sigma^2}}{2}$  and  $b = 3\mu - a - c$ .

## 132 4 Monte Carlo simulations

133 A simple way to verify the proposed estimation procedure, whilst avoiding additional  
 134 simulation chatter, is to estimate a model using the symmetric triangular density and  
 135 contrast it against the inverse cdf method, which is known to work in this context. A  
 136 simulated dataset of  $N = 1,000$  respondents each making  $T = 10$  choices over  $J = 3$   
 137 randomly generated alternatives is generated. The scale parameter of the additive error  
 138 term is normalised to one. The attribute values for a single explanatory variable are  
 139 drawn from a standard normal distribution. The corresponding preference parameter  $\beta_n$   
 140 follows a symmetric triangular density with  $c = 0$  and  $s = \ln(4)$ . Table 1 reveals the two  
 141 methods provide nearly identical results. The negligible differences are numerical and  
 142 caused by the additional set of Halton draws applied in the mixing approach.<sup>5</sup>

Table 1: Verification of the proposed estimation procedure using simulated data

	Inv. Cdf		Mixing approach	
	Estimate	t-ratio	Estimate	t-ratio
mode	0.0172	0.297	0.0171	0.295
ln(spread)	1.3666	41.90	1.3667	41.90
LL	-9,012.38		-9,012.36	
obs	10,000		10,000	
n	1,000		1,000	

143 A full set of Monte Carlo simulations, based on the same data structure, is then performed  
 144 contrasting the performance of the inverse cdf and mixing approach. For each of in total  
 145 seven model specifications, 50 datasets are generated. Each dataset takes a unique set  
 146 of random draws from the error term. The hyper parameters of the triangular density  
 147 structurally vary across the model specifications controlling the degree of skewness.

148 Table 2 describes the results for the symmetric density as defined above. The table  
 149 includes estimation results for the symmetric triangular density to act as a point of refer-  
 150 ence. As expected, the model fit is highly comparable, but on average slightly better when  
 151 using the asymmetric triangular density. This is a direct result of including an additional  
 152 parameter in the model. The asymmetric estimation procedure is more data intensive as  
 153 reflected by the increase in the standard errors on all parameters, in particular the mode.  
 154 This also causes a slight bias and more variation in the actual parameter estimates across  
 155 the 50 datasets for the asymmetric triangular density. On average, the size of the bias is  
 156 limited and comparable between the inverse cdf and the mixing approach.

157 The subsequent six model specifications all keep the mode at zero whilst shifting both  
 158 bounds by one unit at a time to the left or right. As such, the  $[lower, upper]$  bounds  
 159 range between  $[-7, 1]$  and  $[1, 7]$ . Tables 3 and 4 reflect that estimation of the mode remains  
 160 somewhat of an issue. Especially when one of the bounds moves close to the mode, the  
 161 mode tends to be drawn somewhat to that bound and the bias of the mode and that

<sup>5</sup>Sets of 1,000 Halton draws are used in all estimations for each mixing component.

Table 2: Monte Carlo simulations for 50 datasets using the symmetric triangular density

		Symmetric		Inverse CDF		Mixing approach	
		value	st. error*	value	st. error*	value	st. error*
LL	average	-8975.72		-8975.47		-8975.47	
	5%	-9063.37		-9062.86		-9062.84	
	95%	-8886.73		-8886.58		-8886.57	
mode	average	-0.003	0.059	0.0316	0.2410	0.0306	0.2406
	5%	-0.033	0.057	-0.1938	0.1859	-0.1939	0.1862
	95%	0.040	0.061	0.2857	0.3137	0.2847	0.3139
lower	average	-4.014	0.021	-4.0313	0.0401	-4.0310	0.0401
	5%	-4.146	0.019	-4.2428	0.0325	-4.2425	0.0325
	95%	-3.870	0.023	-3.8222	0.0495	-3.8219	0.0496
upper	average	4.009	0.020	3.9855	0.0408	3.9859	0.0407
	5%	3.844	0.018	3.7620	0.0330	3.7627	0.0330
	95%	4.167	0.023	4.2191	0.0490	4.2191	0.0492

\* These are summary statistics for the st. errors, not st. errors of the reported values.

162 bound slightly increase. Estimation of the bounds, however, remains reasonably accurate  
 163 although the standard errors tend to increase slightly with the degree of asymmetry in  
 164 the distribution. Despite this minor issue, these Monte Carlo simulations illustrate the  
 165 asymmetric triangular distribution can be used as an alternative mixing density for the  
 166 mixed logit model.

Table 3: Monte Carlo simulations for 50 datasets using positive skewed triangular densities

		Bounds [-3,5]				Bounds [-2,6]				Bounds [-1,7]			
		Inverse cdf		Mixing approach		Inverse cdf		Mixing approach		Inverse cdf		Mixing approach	
		value	st. error	value	st. error	value	st. error	value	st. error	value	st. error	value	st. error
LL	average	-8836.374		-8836.35		-8416.39		-8416.35		-7653.25		-7653.24	
	5%	-8909.503		-8909.49		-8506.42		-8506.41		-7726.82		-7726.81	
	95%	-8755.417		-8755.44		-8326.74		-8326.75		-7573.95		-7573.87	
mode	average	-0.042	0.252	-0.042	0.252	-0.059	0.232	-0.059	0.231	-0.092	0.231	-0.086	0.223
	5%	-0.286	0.197	-0.286	0.198	-0.355	0.173	-0.355	0.172	-0.488	0.047	-0.480	0.060
	95%	0.240	0.333	0.239	0.332	0.153	0.314	0.151	0.312	0.126	0.357	0.130	0.304
lower	average	-2.982	0.033	-2.982	0.033	-1.959	0.028	-1.960	0.027	-0.893	0.040	-0.898	0.033
	5%	-3.220	0.027	-3.221	0.026	-2.179	0.021	-2.178	0.021	-1.124	0.002	-1.124	0.004
	95%	-2.770	0.046	-2.769	0.046	-1.741	0.047	-1.741	0.044	-0.515	0.085	-0.533	0.065
upper	average	5.024	0.052	5.024	0.052	6.012	0.062	6.012	0.062	6.984	0.074	6.983	0.074
	5%	4.797	0.045	4.797	0.045	5.704	0.052	5.704	0.052	6.721	0.065	6.719	0.064
	95%	5.357	0.063	5.358	0.063	6.286	0.075	6.284	0.074	7.315	0.086	7.317	0.085

Table 4: Monte Carlo simulations for 50 datasets using negative skewed triangular densities

		Bounds [-5,3]				Bounds [-6,2]				Bounds [-7,1]			
		Inverse cdf		Mixing approach		Inverse cdf		Mixing approach		Inverse cdf		Mixing approach	
		value	st. error	value	st. error	value	st. error	value	st. error	value	st. error	value	st. error
LL	average	-8827.68		-8827.69		-8390.17		-8390.19		-7616.27		-7616.27	
	5%	-8899.51		-8899.52		-8458.76		-8458.75		-7707.00		-7707.05	
	95%	-8765.68		-8765.71		-8294.21		-8294.20		-7537.79		-7537.79	
mode	average	0.028	0.238	0.028	0.239	-0.021	0.234	-0.020	0.234	0.086	0.292	0.088	0.282
	5%	-0.204	0.190	-0.204	0.190	-0.361	0.187	-0.362	0.187	-0.318	0.102	-0.317	0.047
	95%	0.254	0.308	0.255	0.309	0.331	0.297	0.333	0.300	0.505	0.469	0.516	0.494
lower	average	-5.035	0.050	-5.035	0.051	-5.970	0.063	-5.970	0.063	-7.019	0.078	-7.019	0.078
	5%	-5.241	0.044	-5.241	0.044	-6.263	0.053	-6.263	0.053	-7.371	0.069	-7.371	0.069
	95%	-4.831	0.058	-4.830	0.058	-5.618	0.074	-5.618	0.074	-6.663	0.089	-6.663	0.088
upper	average	2.980	0.032	2.980	0.032	1.999	0.026	1.999	0.026	0.923	0.091	0.920	0.071
	5%	2.779	0.025	2.779	0.025	1.767	0.020	1.767	0.020	0.552	0.008	0.539	0.002
	95%	3.187	0.043	3.187	0.043	2.211	0.038	2.211	0.038	1.153	0.168	1.153	0.198

167 The amount of simulation chatter appears negligible between the inverse cdf and mixing  
168 approach. To investigate this further, the number of draws is systematically decreased  
169 for the [-7,1] dataset whilst comparing the performance of both estimators.<sup>6</sup> Table 5  
170 highlights that at lower numbers of draws the MSL procedure becomes less accurate and  
171 differences start to arise from the log-likelihood values at 1,000 draws when using the  
172 mixing approach. The Root Means Square Difference (RMSD) for the log-likelihoods  
173 shows more rapidly increasing degrees of simulation chatter for the inverse cdf relative  
174 to the mixing approach. Not surprisingly, this chatter mainly affects the estimation of  
175 the upper bound and the mode, i.e. the short-end of the asymmetric triangular density.  
176 The bias and RMSD for the lower bound, relative to the true model parameter of -7, stay  
177 fairly constant, also at a lower number of draws in both approaches. The bias and RMSD  
178 on the mode and upper bound, however, increase more rapidly for the inverse cdf.

## 179 5 Conclusions

180 The Monte Carlo simulations illustrate that the asymmetric triangular density can be  
181 added to the toolbox of the discrete choice modeller. The recommended mixing approach  
182 relies on a mixture of densities. Its application will therefore have an impact on esti-  
183 mation time. Namely, when  $z$  random parameters are assumed to follow an asymmetric  
184 triangular density then  $2^z$  ‘classes’ of respondents can possibly formed. This rapidly in-  
185 creases the number of times the likelihood function needs to be evaluated. The Monte  
186 Carlo simulations, however, reveal that the amount of simulation chatter associated with  
187 the more traditional and quicker inverse cdf approach is limited, even at a reasonably low  
188 number of draws. More draws may, however, be required when the underlying density is  
189 heavily skewed or when complex models are estimated with multiple random parameters.

190 The data requirements of the asymmetric triangular density are higher than those  
191 for its symmetric counterpart, or other two-parameter densities such as the normal and  
192 log-normal density. Increasing degrees of correlation between the parameter estimates  
193 and limited empirical identification are not uncommon when estimating more complex  
194 densities such as the Johnson-SB density or off-set parameters for the log-normal den-  
195 sity (e.g. Train and Sonnier, 2005). In empirical applications it may therefore be useful  
196 to fix one of the bounds. This is not controversial since in many empirical applications we  
197 which to restrict  $\beta_n$  to a particular domain. The asymmetric triangular density might,  
198 however, not be the best choice when modelling heterogeneity in cost sensitivities. Daly  
199 et al. (2012) point out that no moments of the willingness-to-pay density exist when the  
200 upper bound is strictly positive. Moreover, when fixing the upper bound at zero only the  
201 mean will be defined, but not any higher moments.

202 The contributions of this paper hopefully spur the empirical application of what has  
203 extensively been discussed as a potentially attractive distribution for mixed logit models.

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<sup>6</sup>The number of draws used should not be used as a benchmark. Empirical datasets may require more draws to ensure stability of the likelihood function. This is especially the case when using multiple random parameters or more complex model specifications.

Table 5: Simulation chatter at lower numbers of draws

		Mixing approach	Inverse CDF approach				Mixing approach			
		1,000 draws	500 draws	250 draws	200 draws	100 draws	500 draws	250 draws	200 draws	100 draws
LL	average	-7616.27	-7616.25	-7616.21	-7616.46	-7616.75	-7616.24	-7616.24	-7616.25	-7616.31
	average diff		0.0192	0.0627	-0.1827	-0.4773	0.0320	0.0372	0.0248	-0.0353
	RMSD		0.0977	0.1978	0.2541	0.6266	0.0486	0.1314	0.0896	0.1899
mode	bias	0.088	0.0857	0.0863	0.0999	0.1216	0.0837	0.0933	0.0782	0.0691
	RMSD	0.265	0.2653	0.2713	0.2781	0.2938	0.2586	0.2696	0.2579	0.2443
lb	bias	0.019	0.0183	0.0185	0.0217	0.0272	0.0188	0.0211	0.0163	0.0150
	RMSD	0.224	0.2238	0.2242	0.2249	0.2261	0.2235	0.2254	0.2207	0.2166
ub	bias	0.080	0.0780	0.0786	0.0877	0.1026	0.0756	0.0833	0.0722	0.0643
	RMSD	0.204	0.2046	0.2106	0.2154	0.2268	0.1976	0.2060	0.1988	0.1873

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## A Gradients

This appendix derives the gradients for the proposed mixture of one-sided triangular densities. The first thing to note is that the weights assigned to the one-sided triangular density are independent of the mode  $c$  and can be rewritten respectively to  $\frac{\exp(s_1)}{\exp(s_1)+\exp(s_2)}$  and  $\frac{\exp(s_2)}{\exp(s_1)+\exp(s_2)}$ . This results in the following partial derivatives:

$$\frac{\partial \frac{\exp(s_i)}{\exp(s_i) + \exp(s_j)}}{\partial s_i} = \frac{\exp(s_i + s_j)}{(\exp(s_i) + \exp(s_j))^2} \quad (7)$$

$$\frac{\partial \frac{\exp(s_i)}{\exp(s_i) + \exp(s_j)}}{\partial s_j} = -\frac{\exp(s_i + s_j)}{(\exp(s_i) + \exp(s_j))^2} \quad (8)$$

235 The first order derivatives of the two one-sided triangular probability density functions  
 236 give rise to (9)-(12). Recognizing that the first term is always the original pdf, from  
 237 which it is easy to take draws, makes writing the simulated equivalent of the gradient  
 238 convenient. Before we do that define  $E(P_n^1)$  and  $E(P_n^2)$  as the expected choice probability  
 239 for individual  $n$  based on either the first (or second) one-sided triangular density for  
 240 notational convenience.

$$\frac{\partial \frac{2(\beta_n - c + \exp(s_1))}{\exp(2s_1)}}{\partial c} = \frac{2(\beta_n - c + \exp(s_1))}{\exp(2s_1)} \left[ \frac{-1}{\beta_n - c + \exp(s_1)} \right] \quad (9)$$

$$\frac{\partial \frac{2(\beta_n - c + \exp(s_1))}{\exp(2s_1)}}{\partial s_1} = \frac{2(\beta_n - c + \exp(s_1))}{\exp(2s_1)} \left[ \frac{\exp(s_1)}{\beta_n - c + \exp(s_1)} - 2 \right] \quad (10)$$

$$\frac{\partial \frac{2(c + \exp(s_2) - \beta_n)}{\exp(2s_2)}}{\partial c} = \frac{2(c + \exp(s_2) - \beta_n)}{\exp(2s_2)} \left[ \frac{1}{c + \exp(s_2) - \beta_n} \right] \quad (11)$$

$$\frac{\partial \frac{2(c + \exp(s_2) - \beta_n)}{\exp(2s_2)}}{\partial s_2} = \frac{2(c + \exp(s_2) - \beta_n)}{\exp(2s_2)} \left[ \frac{\exp(s_2)}{c + \exp(s_2) - \beta_n} - 2 \right] \quad (12)$$

241 When (13) defines the likelihood function of interest for individual  $n$

$$\begin{aligned} L_n &= \frac{\exp(s_1)}{\exp(s_1) + \exp(s_2)} \int_{\beta_{1n}} \prod_{t=1}^T \frac{\exp(X_{nit}\beta_{1n})}{\sum_{j=1}^J \exp(X_{njt}\beta_{1n})} \frac{\beta_{1n} - c + \exp(s_1)}{\exp(2s_1)} d\beta_{1n} \quad (13) \\ &+ \frac{\exp(s_2)}{\exp(s_1) + \exp(s_2)} \int_{\beta_{2n}} \prod_{t=1}^T \frac{\exp(X_{nit}\beta_{2n})}{\sum_{j=1}^J \exp(X_{njt}\beta_{2n})} \frac{c + \exp(s_2) - \beta_{2n}}{\exp(2s_2)} d\beta_{2n} \\ &= \frac{\exp(s_1)}{\exp(s_1) + \exp(s_2)} E(P_n^1) + \frac{\exp(s_2)}{\exp(s_1) + \exp(s_2)} E(P_n^2) \end{aligned}$$

242 Then the simulated gradients are provided by (14)-(16). Note that the same draws as  
 243 used in the main estimation procedure can be used to evaluate the gradient.

$$\frac{\partial L_n}{\partial c} = \frac{\exp(s_1)}{\exp(s_1) + \exp(s_2)} \frac{1}{R} \sum_{r=1}^R \prod_{t=1}^T \frac{\exp(X_{nit}\beta_{1n}^r)}{\sum_{j=1}^J \exp(X_{njt}\beta_{1n}^r)} \left[ \frac{-1}{\beta_{1n}^r - c + \exp(s_1)} \right] \quad (14)$$

$$+ \frac{\exp(s_2)}{\exp(s_1) + \exp(s_2)} \frac{1}{R} \sum_{r=1}^R \prod_{t=1}^T \frac{\exp(X_{nit}\beta_{2n}^r)}{\sum_{j=1}^J \exp(X_{njt}\beta_{2n}^r)} \left[ \frac{1}{c + \exp(s_2) - \beta_{2n}^r} \right]$$

$$\frac{\partial L_n}{\partial s_1} = \frac{\exp(s_1 + s_2)}{(\exp(s_1) + \exp(s_2))^2} (E(P_n^1) - E(P_n^2)) \quad (15)$$

$$+ \frac{\exp(s_1)}{\exp(s_1) + \exp(s_2)} \frac{1}{R} \sum_{r=1}^R \prod_{t=1}^T \frac{\exp(X_{nit}\beta_{1n}^r)}{\sum_{j=1}^J \exp(X_{njt}\beta_{1n}^r)} \left[ \frac{\exp(s_1)}{\beta_{1n}^r - c + \exp(s_1)} - 2 \right]$$

$$\frac{\partial L_n}{\partial s_2} = \frac{\exp(s_1 + s_2)}{(\exp(s_1) + \exp(s_2))^2} (E(P_n^2) - E(P_n^1)) \quad (16)$$

$$+ \frac{\exp(s_2)}{\exp(s_1) + \exp(s_2)} \frac{1}{R} \sum_{r=1}^R \prod_{t=1}^T \frac{\exp(X_{nit}\beta_{2n}^r)}{\sum_{j=1}^J \exp(X_{njt}\beta_{2n}^r)} \left[ \frac{\exp(s_2)}{c + \exp(s_2) - \beta_{2n}^r} - 2 \right]$$