

**STATED AND REVEALED
PREFERENCE SURVEY OF
DIGITAL TELEVISION SERVICES**

Instructions for using Stata do files

Technical Note

July 2004

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1. INSTRUCTIONS

Introduction

- 1.1 This report lists all the stata do files provided to the DTI in order to analyse the revealed and stated preference data for the survey conducted in June 2003.
- 1.2 The following table gives a brief description of each of the stata do files provided and how they should be used.
- 1.3 The unique id column refers to the variables that are unique to particular observations (not to be confused with a unique identifier for each row in the data set). The id variable is unique to each respondent and is consistent across each of the datasets. The Grouper variable is applicable in the between-platform SP datasets and, combined with the id variable, provides a unique identifier for the respondent and card.

Master Do File

- 1.4 The do file entitled "digital TV master do file.do" has been set up to run all the key data manipulation and analysis processes in one go. You will need to change the path name and the name of the log files to suit your local requirements, and to take care that all the files that you have been provided with are in the directory specified. Other than this, it should just run. It will produce a giant log file (99 pages at last count) that can then be searched for key words to find areas of interest.
- 1.5 It also has some code to produce the dataset that it is envisaged will be needed to apply the models in order to calculate consumer surplus. This data will be produced in the Stata data browser, from where it can be copied and pasted into Excel.

Further details

- 1.6 Table 1.1 gives further details of all the do files and what they do. Not all of these are called from the master do file; the ones that are not are provided for interest only, these give details of model runs that were part of the process but which did not make it to the report.

TABLE 1.1 SUMMARY OF THE STATA DO FILES

Stata Do File Name	Exercise	Description	Unique identifier	Input File / Files	Output File / Files	Log File
01 Clean Data.do	RP RP Data	Removes the records not used in the RP analysis	Id	Rp_main_data.dta (not provided)	DTI_main_rp_1.dta Id_file.dta – not provided	Main_Clean_Data
02 Sample Profile.do	RP RP Data	Tabulates the sample. This file also calculates average values for the RP choice set.	Id	DTI_main_rp_1.dta	DTI_main_rp_2.dta	DTI_Main_RP_sample
03 Income analysis	RP RP Data	Estimates the income for the respondents	Id	DTI_main_rp_2.dta	DTI_main_rp_3.dta Income_data.dta	Main_Income_Est
04 Join Choice Set	RP RP Data	Merges the RP choice set with the RP data file and creates the relevant choice variable.	Id	DTI_main_rp_3.dta RP_Choice_Set.csv	DTI_main_rp_4.dta RP_Choice_Set.dta	Main_Join_Choice_Data
05 Create Soci-Economic Variables	Soci- RP RP Data	Creates the majority of the soci-economic interactions used in the RP modelling		DTI_main_rp_4.dta	DTI_main_rp_5.dta	Main_Soci_Econ_Data
06 RP Analysis	RP RP Data	Creates the model in the final report. Creates a file with just the RP model interaction terms in.	Id	DTI_main_rp_5.dta	DTI_main_rp_6.dta All_rp_interaction terms.dta	DTI_main_rp_ana- lysis
06a RP additional analysis	RP RP Data	Examples of additional models tried in the RP modelling	Id	DTI_main_rp_5.dta	DTI_main_rp_6a.dta	DTI_main_rp_ana- lysis_6a
07 BSP Data	Clean Between Exercise	SP Removes the records not used in the RP analysis. Attaches the unique respondent id as generated in the RP exercise Attaches the new_income variable to each respondent	Id Grouper	Bsp_main_data.dta (not provided) Income_data Id_file	DTI_main_bsp_1.dta	Main_BSP_Clean_Data
08 BSP Choice Set	Join Between Exercise	SP Joins the Between Dataset with the relevant choice set. Creates the relevant choice variables	Id Grouper	BSP_main_1.dta	BSP_main_2.dta	DTI_main_BSP_j- oin
09 BSP economic Variables	Socio- Between Exercise	SP Creates the majority of the socio-economic interactions used in the Between SP model	Id Grouper	BSP_main_2.dta	BSP_main_3.dta	BSP_main_soci- economics
10 BSP Test for	Between SP	Tests the between SP Exercise to see if a nested model	Id	BSP_main_3.dta	BSP_main_3.dta	BSP_main_IIA_T

Stata Do File Name	Exercise	Description	Unique identifier	Input File / Files	Output File / Files	Log File
IIA	Exercise	should be used	Grouper			est
11 BSP Analysis	Between Exercise	SP Runs the final analysis on the between-platform SP as well as the trading analysis.	Id Grouper	BSP_main_3.dta	BSP_main_4.dta BSP_main_4_trading.dta	BSP_main_analysis
11a Additional Analysis	BSP Between Exercise	SP Examples of previous models run for the between exercise	Id Grouper	BSP_main_3.dta	BSP_main_3a.dta	BSP_main_additional_analysis
12 BSP run from 2003	Between Exercise	SP Using the interactions used in the 2003 model with this year's data	Id Grouper	BSP_main_3.dta	BSP_main_3b.dta	2003 interactions
13 Combining RP and BSP	Between Exercise and RP Exercise	SP Combines the RP and BSP exercise together and then runs the combined logit model on the entire dataset. Creates a spreadsheet with the data needed to apply the RP-SP model to calculate consumer surplus.	Id Grouper	BSP_main_3.dta DTI_main_rp_5.dts	DTI_main_RP_BSP_1.dta; DTI_data_for_spreadsheet.csv; DTI_data_for_spreadsheet.dta	Main_RP_join_BSP
14 WSP Clean Data	Clean Within Exercise	SP Cleans the Within SP Data	Id	WSP_main_data.dta (not provided) Income_data Id_file	wsp_main_1.dta	Main_WSP_Clean_data
15 preparation of data files	WSP of Within Exercise	SP Joins the SP attributes to the survey data and prepares two output files; one appropriate for analysis using logit / logistic (1 row per respondent-card), and the other suitable for clogit (1 row per respondent-card-alternative).	Id	WSP_Main_1.dta; "Within SP Choice Set main survey.csv"	WSP_Main_2.dta; "WSP_Main_2 with SP attributes wide.dta"; "WSP_Main_2 with SP attributes long.dta"	"WSP preparation of data files"
16 WSP analysis	logit Within Exercise	SP Runs analysis on the within-platform SP data, showing main steps in the analysis and reproducing the key results presented in the report.	Id	"WSP_Main_2 with SP attributes wide.dta"	"WSP_Main_2 with SP attributes wide 2.dta"	"WSP logit analysis"

CONTROL SHEET

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Originator: Fiona Wood

Other Contributors: Alex Mitrani

Review By: Print:

Sign:

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Clients: Department of Trade and Industry

Steer Davies Gleave:

