Table 1: BLP demand estimates with income and regional heterogeneity

Panel A. Std. devs of random coefficients σ		**Panel B. Demographic heterogeneity π**	
	Coef (s.e.)		Coef (s.e.)
$\log(\text{mpg}_{\text{ICE/Hyb}})$	5.753 (1.049)	Intercept $\times \log(\text{income}_{10k})$	3.935 (0.931)
log(hp)	1.957 (0.184)	Price−subsidy $\times \log(\text{income}_{10k})$	4.679 (1.563)
Van	6.581 (1.672)	Truck × North Central	3.512 (2.051)
Truck	12.456 (3.192)	Truck × South Central	3.229 (2.103)
SUV	2.640 (0.323)	Truck × Mountain	3.595 (2.806)
EV	1.996 (0.987)	SUV × North East	0.625 (0.531)
Euro brand	2.074 (0.392)	SUV × North Central	0.553 (0.505)
Luxury brand	2.707 (0.468)	EV × North East	0.893 (1.056)
		EV × South Atlantic	0.693 (1.113)
		EV × Mountain	1.290 (1.383)
		EV × Pacific	3.204 (1.059)

Panel C. Mean tastes β and EV×year interactions			
Mean tastes β		EV×year interactions	
Variable	Coef (s.e.)	Term	Coef (s.e.)
Price−subsidy	-33.147 (5.205)	EV ×2016	1.201 (0.972)
log(size)	1.428 (0.139)	EV ×2017	-0.206 (0.951)
log(hp)	1.240 (0.347)	EV ×2018	1.678 (1.024)
$\log(\text{mpg}_{\text{ICE/hyb}})$	-1.147 (0.930)	EV ×2019	1.348 (0.795)
$\log(\text{mpg}_{\text{EV}})$	1.457 (1.508)	EV ×2020	2.841 (0.918)
Hybrid	-3.875 (0.553)	EV ×2021	3.193 (1.029)
EV	-11.989 (3.705)	EV ×2022	4.522 (1.098)
Van	-11.099 (2.984)	EV ×2023	4.169 (1.167)
Truck	-17.668 (4.679)	EV ×2024	3.266 (1.162)
SUV	-0.594 (0.328)		

Notes: Standard errors are clustered by model (2,982 clusters). $\log(\text{income}_{10k})$ is household income in \$10,000 units. Prices and subsidies are in \$100,000 units. Year and firm fixed effects and additional year-by-SUV, year-by-Hybrid interactions are included but omitted from the table for brevity.