|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **mean** |  |  | **s.dev.** |  |
|  |  | **(s.e.)** |  |  | **(s.e)** |  |
|  | **Set A** | **Set B** | **Set C** | **Set A** | **Set B** | **Set C** |
|  | **(Survey 1)** | **(Survey 1)** | **(Survey 2)** | **(Survey 1)** | **(Survey 1)** | **(Survey 2)** |
| **SQ** | -3.3501\*\*\* | -3.1028\*\*\* | -3.8276\*\*\* | 9.3465\*\*\* | 9.5824\*\*\* | 9.9276\*\*\* |
| (0.1705) | (0.1983) | (0.2435) | (0.4981) | (0.4893) | (0.5503) |
| **COM** | 1.4453\*\*\* | 1.7119\*\*\* | 1.2651\*\*\* | 3.0513\*\*\* | 4.5291\*\*\* | 3.8175\*\*\* |
| (0.1375) | (0.1713) | (0.1673) | (0.1461) | (0.2275) | (0.2032) |
| **SGR** | 2.8564\*\*\* | 2.9956\*\*\* | 2.1774\*\*\* | 3.5575\*\*\* | 4.9951\*\*\* | 3.6621\*\*\* |
| (0.1406) | (0.1867) | (0.1702) | (0.1560) | (0.2192) | (0.1647) |
| **VIS1** | 0.0774 | -0.2908 | 0.0434 | 1.9919\*\*\* | 2.5533\*\*\* | 1.9357\*\*\* |
| (0.1569) | (0.1945) | (0.1978) | (0.2050) | (0.2029) | (0.1686) |
| **VIS2** | -0.3001\* | -0.2543 | -0.2619 | 4.1114\*\*\* | 4.7297\*\*\* | 4.0454\*\*\* |
| (0.1770) | (0.2163) | (0.2422) | (0.2193) | (0.2049) | (0.2129) |
| **COST** | -1.0903\*\*\* | -0.7978\*\*\* | -0.9872\*\*\* | 1.1387\*\*\* | 1.4160\*\*\* | 1.1986\*\*\* |
| (0.0470) | (0.0595) | (0.0520) | (0.0474) | (0.0693) | (0.0647) |
| Log-likelihood (constant only) | -30833.5642 | |  |  |  |  |
| Log-likelihood | -18496.7692 | |  |  |  |  |
| McFadden R2 | 0.4001 | |  |  |  |  |
| Ben-Akiva R2 | 0.5449 | |  |  |  |  |
| AIC/n | 1.3158 | |  |  |  |  |
| n | 28404 | |  |  |  |  |
| k | 189 | |  |  |  |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **Set A** | | | | | | **Set B** | | | | | |
|  |  | **(Survey 1)** | | | | | | **(Survey 1)** | | | | | |
|  |  | **SQ** | **COM** | **SGR** | **VIS1** | **VIS2** | **COST** | **SQ** | **COM** | **SGR** | **VIS1** | **VIS2** | **COST** |
| **Set A**  **(Survey 1)** | **SQ** | 1.0000\*\*\* | -0.5601\*\*\* | -0.5288\*\*\* | -0.8579\*\*\* | -0.8507\*\*\* | 0.1352\*\*\* | 0.9963\*\*\* | -0.5742\*\*\* | -0.6219\*\*\* | -0.8346\*\*\* | -0.8732\*\*\* | 0.1091\*\* |
| **COM** |  | 1.0000\*\*\* | 0.4898\*\*\* | 0.1080 | 0.1874\*\*\* | -0.0150 | -0.5613\*\*\* | 0.9804\*\*\* | 0.5620\*\*\* | 0.1454\* | 0.2027\*\*\* | -0.0201 |
| **SGR** |  |  | 1.0000\*\*\* | 0.4734\*\*\* | 0.4756\*\*\* | -0.1366\*\*\* | -0.5108\*\*\* | 0.4883\*\*\* | 0.9798\*\*\* | 0.4223\*\*\* | 0.5308\*\*\* | 0.0044 |
| **VIS1** |  |  |  | 1.0000\*\*\* | 0.9075\*\*\* | -0.2050\*\*\* | -0.8441\*\*\* | 0.1360 | 0.5252\*\*\* | 0.9231\*\*\* | 0.9434\*\*\* | -0.1722\*\*\* |
| **VIS2** |  |  |  |  | 1.0000\*\*\* | -0.0979\*\* | -0.8255\*\*\* | 0.2197\*\*\* | 0.5549\*\*\* | 0.9237\*\*\* | 0.9647\*\*\* | 0.0087 |
| **COST** |  |  |  |  |  | 1.0000\*\*\* | 0.1191\*\*\* | 0.0636 | -0.0534 | -0.0723 | -0.1833\*\*\* | 0.7854\*\*\* |
| **Set B**  **(Survey 1)** | **SQ** |  |  |  |  |  |  | 1.0000\*\*\* | -0.5748\*\*\* | -0.6029\*\*\* | -0.8119\*\*\* | -0.8475\*\*\* | 0.1009\*\* |
| **COM** |  |  |  |  |  |  |  | 1.0000\*\*\* | 0.5792\*\*\* | 0.1844\*\* | 0.2164\*\*\* | 0.0180 |
| **SGR** |  |  |  |  |  |  |  |  | 1.0000\*\*\* | 0.4970\*\*\* | 0.5926\*\*\* | 0.0697 |
| **VIS1** |  |  |  |  |  |  |  |  |  | 1.0000\*\*\* | 0.9568\*\*\* | -0.0220 |
| **VIS2** |  |  |  |  |  |  |  |  |  |  | 1.0000\*\*\* | -0.0680 |
| **COST** |  |  |  |  |  |  |  |  |  |  |  | 1.0000\*\*\* |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **Set C** | | | | | |
|  |  | **(Survey 2)** | | | | | |
|  |  | **SQ** | **COM** | **SGR** | **VIS1** | **VIS2** | **COST** |
| **Set A**  **(Survey 1)** | **SQ** | 0.6463\*\*\* | -0.3478\*\*\* | -0.3181\*\*\* | -0.4337\*\*\* | -0.4662\*\*\* | 0.0380 |
| **COM** | -0.3048\*\*\* | 0.3569\*\*\* | 0.2738\*\*\* | 0.0492 | 0.0950\*\* | 0.2212\*\*\* |
| **SGR** | -0.3195\*\*\* | 0.3028\*\*\* | 0.3894\*\*\* | 0.1329 | 0.1092\*\* | 0.0535 |
| **VIS1** | -0.5584\*\*\* | 0.2366\*\*\* | 0.2693\*\*\* | 0.4328\*\*\* | 0.4504\*\*\* | -0.1456\*\*\* |
| **VIS2** | -0.5755\*\*\* | 0.2636\*\*\* | 0.2365\*\*\* | 0.5360\*\*\* | 0.5920\*\*\* | -0.0372 |
| **COST** | 0.0966\*\* | -0.0285 | 0.2900\*\*\* | 0.1109 | -0.0448 | 0.4147\*\*\* |
| **Set B**  **(Survey 1)** | **SQ** | 0.6513\*\*\* | -0.3328\*\*\* | -0.3162\*\*\* | -0.4336\*\*\* | -0.4539\*\*\* | 0.0593 |
| **COM** | -0.2892\*\*\* | 0.3380\*\*\* | 0.2945\*\*\* | 0.0680 | 0.0944\*\* | 0.1928\*\*\* |
| **SGR** | -0.3688\*\*\* | 0.3316\*\*\* | 0.4221\*\*\* | 0.1982\*\* | 0.1705\*\*\* | 0.0782\* |
| **VIS1** | -0.5005\*\*\* | 0.1442\*\*\* | 0.2554\*\*\* | 0.4422\*\*\* | 0.4506\*\*\* | 0.0299 |
| **VIS2** | -0.5654\*\*\* | 0.2556\*\*\* | 0.2470\*\*\* | 0.4604\*\*\* | 0.5024\*\*\* | -0.0043 |
| **COST** | 0.0074 | 0.0132 | 0.2125\*\*\* | 0.0857 | -0.0298 | 0.3722\*\*\* |
| **Set C**  **(Survey 2)** | **SQ** | 1.0000\*\*\* | -0.5714\*\*\* | -0.4637\*\*\* | -0.5963\*\*\* | -0.7142\*\*\* | 0.1380\*\*\* |
| **COM** |  | 1.0000\*\*\* | 0.3651\*\*\* | -0.0601 | 0.1903\*\*\* | -0.0569 |
| **SGR** |  |  | 1.0000\*\*\* | 0.3075\*\*\* | 0.4493\*\*\* | 0.1567\*\*\* |
| **VIS1** |  |  |  | 1.0000\*\*\* | 0.8506\*\*\* | 0.0075 |
| **VIS2** |  |  |  |  | 1.0000\*\*\* | -0.0583 |
| **COST** |  |  |  |  |  | 1.0000\*\*\* |

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|  | **Means** | | | | **Means & Variances** | | | | **Means & Variances & Correlations** | | | |
|  | **A = B** | **A = C** | **B = C** | **A = B = C** | **A = B** | **A = C** | **B = C** | **A = B = C** | **A = B** | **A = C** | **B = C** | **A = B = C** |
| **SQ** | 1.0138 | 2.7056\* | 5.6417\*\* | 5.6518\* | 1.0173 | 3.5412 | 5.9852\* | 6.2237 | 5.0550 | 136.6064\*\*\* | 135.3316\*\*\* | 171.0386\*\*\* |
| (1) | (1) | (1) | (2) | (2) | (2) | (2) | (4) | (3) | (3) | (3) | (6) |
| **COM** | 2.1128 | 0.7258 | 3.7172\* | 4.0337 | 29.8657\*\*\* | 8.4317\*\* | 9.6575\*\*\* | 37.2137\*\*\* | 32.3881\*\*\* | 141.8678\*\*\* | 150.9603\*\*\* | 161.9812\*\*\* |
| (1) | (1) | (1) | (2) | (2) | (2) | (2) | (4) | (3) | (3) | (3) | (6) |
| **SGR** | 0.4459 | 9.7694\*\*\* | 10.6682\*\*\* | 12.7026\*\*\* | 29.8734\*\*\* | 9.8580\*\*\* | 35.0110\*\*\* | 42.7886\*\*\* | 31.5231\*\*\* | 117.3079\*\*\* | 118.7153\*\*\* | 129.6190\*\*\* |
| (1) | (1) | (1) | (2) | (2) | (2) | (2) | (4) | (3) | (3) | (3) | (6) |
| **VIS1** | 2.3144 | 0.0186 | 1.5134 | 2.5617 | 4.2198 | 0.3403 | 6.0724\*\* | 6.7376 | 10.0569\*\* | 20.7889\*\*\* | 29.7390\*\*\* | 34.6797\*\*\* |
| (1) | (1) | (1) | (2) | (2) | (2) | (2) | (4) | (3) | (3) | (3) | (6) |
| **VIS2** | 0.0313 | 0.0176 | 0.0006 | 0.0365 | 6.8311\*\* | 0.1048 | 6.9301\*\* | 9.1927\* | 11.9285\*\*\* | 75.1860\*\*\* | 94.1143\*\*\* | 102.3977\*\*\* |
| (1) | (1) | (1) | (2) | (2) | (2) | (2) | (4) | (3) | (3) | (3) | (6) |
| **All WTP** | 6.9604 | 10.4590\* | 18.0242\*\*\* | 22.1515\*\* | 43.9139\*\*\* | 30.1523\*\*\* | 43.4875\*\*\* | 80.2975\*\*\* | 57.1342\*\*\* | 463.9029\*\*\* | 482.8585\*\*\* | 582.4573\*\*\* |
| (5) | (5) | (5) | (10) | (10) | (10) | (10) | (20) | (15) | (15) | (15) | (30) |