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Article — Published Version

Validity of Willingness to Pay Measures under Preference Uncertainty

PLoS ONE

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Suggested Citation: Braun, Carola; Rehdanz, Katrin; Schmidt, Ulrich (2016) : Validity of Willingness to Pay Measures under Preference Uncertainty, PLoS ONE, ISSN 1932-6203, Public Library of Science, San Francisco, Vol. 11, Iss. 4, pp. e0154078-, <https://doi.org/10.1371/journal.pone.0154078>

This Version is available at:

<https://hdl.handle.net/10419/141320>

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Table A-I: Summary Statistics

<i>Variables</i>	<i>Domain</i>	<i>Survey A</i>		<i>Survey B</i>	
		<i>mean</i>	<i>standard deviation</i>	<i>mean</i>	<i>standard deviation</i>
Awareness	0 (have never heard); 1 (have heard at least a little bit)	0.19	0.39	0.23	0.42
Acceptance	1 (strongly disagree) – 4 (strongly agree)	2.09	0.93	2.07	0.91
Risk perception	1 (very small) – 4 (very large)	3.23	0.74	3.29	0.74
Benefit perception	1 (very small) – 4 (very large)	2.45	0.78	2.43	0.77
Emotions (negative)*	1 (not at all) – 4 (strongly)	0.002	0.81	0.002	0.81
Emotions (positive)*	1 (not at all) – 4 (strongly)	-0.007	0.88	0.003	0.91
Gender	0 (male); 1 (female)	47%		51%	
High education	0 (other); 1 (A level)	34%		34%	
Income (monthly household income in €, net of taxes)	250 – 10,000	2400.47	1565.56	2483.25	1478.38
Age	18 – 87	47	15.42	46	15.21
N		776		663	

Note: * Mean values for emotions are averages of standardised items (mean = 0, standard deviation = 1). Items for negative emotions include worry, fear, sadness, anger, annoyance. Items for positive emotion encompass delight, satisfaction, hopefulness, relief.