

**Contingent Valuation Methodology – A Primitive WTP Survey**  
**Conservation Biology 381**  
**Spring 2009**

**General:** Please fill these survey out responsibly and honestly – do not try to be provocative or nihilistic – our sample is simply too small to take that sort of thing into account even when we acknowledge that it happens.

It is best if you work with someone else (so you can discuss the results) and if you put your data on the attached spreadsheet.

SAVE THE SPREADSHEETS WITH THE FOLLOWING FILENAME:

YOUR INITIALS\_WTP.XLS (example: KNP\_CAL\_WTP.xls)

THEN, PLEASE E-MAIL THEM TO ME AND I WILL COMPILE THEM FOR EVERYONE, WITHOUT NAMES.

**Please fill out the survey by completing scenario 1 before looking at scenario 2.**

You should probably jot down your general reasons for the choices you have made.

**Scenario #1:** Suppose that you are the head of a household and your median income is \$63,000 (the median in the USA).

How much would you be willing to spend on the following things (zero is an option – but you may not spend more than your total income. In making these decisions, you will need to decide how much money you probably need for other life activities.

Here is the list, broken into sub-categories and contrasting choices

**1. Land areas:**

**A. General**

- Local
- Regional
- National
- Other countries
- First world
- Third world

**B. Specific projects**

- improved outdoors recreational parks in your local region
- regional wilderness areas (restricted public access, no vehicles, few trails no hunting)
- rainforest preserve
- desert preserve
- threatened relict boreal forest preserve in Vermont

**2. Restoration/habitat protection**

- Re-introduction of wolves to the Quabbin reservation 40 miles west of Worcester (and close to being in my backyard)
- Research on the invasive wooly adelgid (homopteran) that threatens eastern hemlock trees
- Restoration of tall grass prairie in the Midwest
- Removal of dams such that most New England streams run free – with concomitant relocation of some people living in flood plains.

### **3. Species preservation**

#### **A. General:**

- Plants
- Lower plants
- Flowering plants
- Animals
- Invertebrates
- Vertebrates
- Terrestrial
- Aquatic

#### **B. Specific populations**

- globally endangered moss
- locally endangered moss
- globally endangered flowering plant
- locally endangered flowering plant
- globally endangered small ground orchid in your region
- globally endangered small ground orchids in the everglades
- locally endangered inconspicuous cricket
- globally endangered cricket
- globally endangered butterfly
- desert pupfish
- timber rattlesnake population in MA
- polar bear preservation
- Bengal tiger
- HIV virus

**Scenario 2:** Suppose you are the joint head of a family and your median income is \$63,000 before taxes (this was the 2007 median family income in the USA – many of us should count ourselves as blessed).

Suppose that you pay the following:

category	Percentage income	Amount
Housing	27.8%	17514
transportation	14.4	9072
Food	10.3	6490
Savings	10	6300
Taxes	8.7	5500
utilities	5.7	3600
Clothing	3.1	1950
healthcare	4.7	2960
education	1.6	1000
remainder	23.7% (76.3% spent)	\$8,614

Notice that you have \$8,600 remaining for things such as savings, entertainment, personal care, and gifts. Now, with this in mind (including the limitation that you cannot spend more than \$8600, fill out the form again.