

Figure B.2. Plot of WTP distribution for the single-bounded format.

3.2 Weighted Extended Spike Model –double-bounded format–

```

--> sample; all$
--> maximize; labels=a1,a2,a3,a4; start=1,1,0.75,1; wts=weight;
  fcn= Fzero=exp(a1)/(1+exp(a1)) |
        Fbide=exp(a1+a2*bide)/(1+exp(a1+a2*bide)) |
        Fbupe=exp(a1+a2*bupe)/(1+exp(a1+a2*bupe)) |
        Fdowne=exp(a1+a2*bdowne)/(1+exp(a1+a2*bdowne)) |
        Gzero=exp(a3)/(1+exp(a3)) |
        Gbide=exp(a3+a4*nbide)/(1+exp(a3+a4*nbide)) |
        Gbupe=exp(a3+a4*nbupe)/(1+exp(a3+a4*nbupe)) |
        Gdowne=exp(a3+a4*nbdowne)/(1+exp(a3+a4*nbdowne)) |
  p*ss*log(1-Fbupe)
  +p*nn*log(Fdowne-Fzero)
  +p*sn*log(Fbupe-Fbide)
  +p*ns*log(Fbide-Fdowne)
  +(1-p)*(1-z)*log(Fzero-Gzero)
  +z*ss*log(Gzero-Gdowne)
  +z*nn*log(Gbupe)
  +z*sn*log(Gdowne-Gbide)
  +z*ns*log(Gbide-Gbupe)$
Normal exit from iterations. Exit status=0.

+-----+
| User Defined Optimization          |
| Maximum Likelihood Estimates      |
| Dependent variable      Function  |
| Weighting variable      WEIGHT    |
| Number of observations    337     |
| Iterations completed      9       |
| Log likelihood function  -681.9437 |
+-----+

+-----+-----+-----+-----+-----+
|Variable| Coefficient | Standard Error | b/St.Er. | P[|Z| > z] | Mean of X |
+-----+-----+-----+-----+-----+
A1      -.5089352146 | .12057219      | -4.221    | .0000      |
A2      3.886961646 | .23850607      | 16.297    | .0000      |
A3      -1.284950109 | .14285158      | -8.995    | .0000      |
A4      1.336107155 | .24307550      | 5.497     | .0000      |

--> calc; wedbmed=-(a1/a2)*10000$ wedbmed=1309,3 pesetas

```

Figure B.3. Estimation results for the double-bounded format.

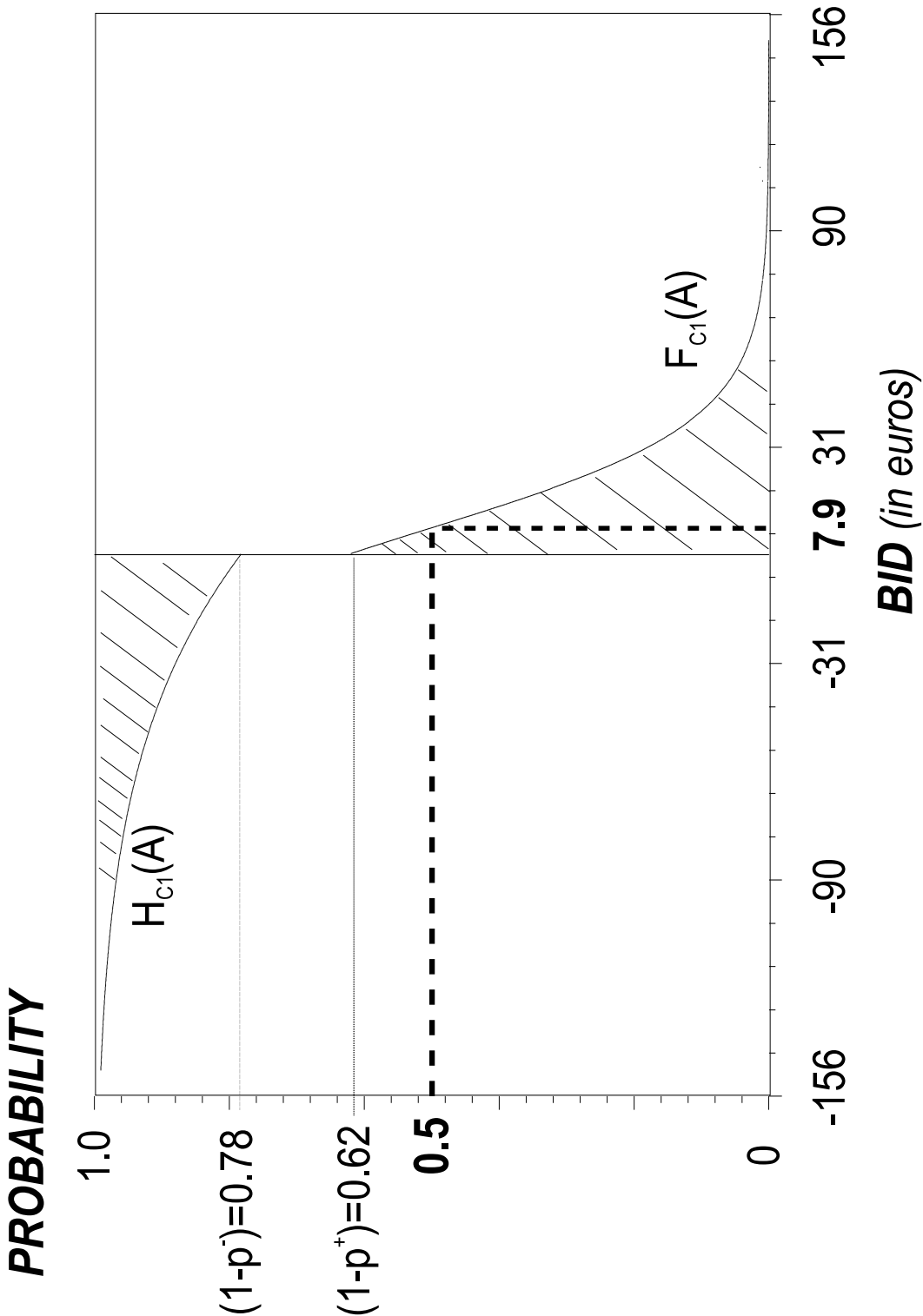


Figure B.4. Plot of WTP distribution for the double-bounded format.

4. Results from the Contingent ranking

4.1 Ranking Ordering

Table B.10. Options ordering

<i>Options</i>	<i>A</i>	<i>B</i>	<i>C</i>	<i>D</i>	<i>E</i>
<i>Ranked first</i>	54	38	137	10	13
<i>Ranked second</i>	15	109	29	91	8
<i>Ranked third</i>	51	18	84	32	67
<i>Ranked fourth</i>	15	84	1	117	35
<i>Ranked fifth</i>	117	3	1	2	129

4.2 Estimation results

```

-:
--> sample; all$
--> nlogit; lhs=zvrank; rhs=zvbid,zvcant;
      choices=a1,a2,a3,a4,a5; ranks$
Normal exit from iterations. Exit status=0.
+-----+
| Discrete choice (multinomial logit) model |
| Maximum Likelihood Estimates             |
| Dependent variable      Choice           |
| Weighting variable      ONE              |
| Number of observations   252             |
| Iterations completed    19              |
| Log likelihood function  -1199,801      |
| Log-L for Choice model = -1199,8013     |
| R2=1-LogL/LogL* Log-L fncn R-sqrd RsqAdj |
| No coefficients -405,5784 ***** ***** |
| Constants only  -309,3751 ***** ***** |
| Model estimated using RANK data for LHS. |
| Number of obs.= 252, skipped 0 bad obs. |
+-----+

+-----+-----+-----+-----+-----+-----+
|Variable | Coefficient | Standard Error | b/St.Er. | P[|Z|>z] | Mean of X |
+-----+-----+-----+-----+-----+-----+
ZVBID  -,7054140267E-04 | ,66544251E-04 | -1,060 | ,2891
ZVCANT  ,5697735617E-01 | ,37956557E-01 | 1,501 | ,1333

--> calc; mrank=-b(2)/b(1)$ 808
--> wald; labels=alfa,beta; start=b(1),b(2); var=varb; fn1=-beta/alfa$ 808 (240)
+-----+
| WALD procedure. Estimates and standard errors |
| for nonlinear functions and joint test of |
| nonlinear restrictions. |
| Wald Statistic = 11,35794 |
| Prob. from Chi-squared[ 1] = ,00075 |
+-----+

+-----+-----+-----+-----+-----+-----+
|Variable | Coefficient | Standard Error | b/St.Er. | P[|Z|>z] | Mean of X |
+-----+-----+-----+-----+-----+-----+
Fncn( 1) 807,7151008 | 239,66706 | 3,370 | ,0008

--> CALC;MRANK=807,715101$

```