

Appendix A

Figure A1 Example of choice card





	<u>Alternative 1:</u> 12 new sites are used for aquaculture	<u>Alternative 2:</u> Fewer than 12 new sites are used for aquaculture	<u>Alternative 3:</u> Fewer than 12 new sites are used for aquaculture
Reduction in coastal cod recruitment 	10%	5%	2%
Increased mortality for wild Atlantic salmon smolt due to sea lice infection 	10%	2.5%	5%
Time for aquaculture induced sediments to break down 	2 years	1 year	½ year
Visual effects and noise from aquaculture 	Noticeable in 30% of the coastal area	Noticeable in 20% of the coastal area	Noticeable in 10% of the coastal area
Increased tax for your household per year for the next 10 years	0	500	2000
I prefer			

Table A1 Mean marginal household Willingness-To-Pay (WTP) coefficients and 95% confidence intervals for baseline and treatment respondents for the MNL model.

Values for the non-cost attributes in Norwegian kroner (NOK)

	Baseline		Treatment	
	Mean WTP	95% CI	Mean WTP	95% CI
ASC	-523	[-2400, 1354]	-1884**	[-3731,-389]
COD	428***	[259, 598]	333***	[182, 484]
WILD SALMON	220***	[19, 422]	291***	[112, 470]
SEABED	767***	[245, 1289]	678***	[184, 1172]
SEASCAPE	0	[-30, 32]	40***	[6, 75]
LL-value	-2470.22			
Adj.R2	0.074			
BIC	5034.8			
AIC	4964.4			
Obs./N/k	2599/293/12			

* p < 0.1; ** p < 0.05; *** p < 0.01

Table A2 Estimated BAU (ASC) and attribute coefficients (mean and standard deviation) for men, and shift (mean) relative to men for women, full sample model in preference space

Attribute	Mean	St. Error of mean	St. Deviation	St. Error of St. Deviation
ASC_men	12.72***	3.78	15.7***	3.82
COST_menⁱ	-1.08***	0.46	2.21***	0.176
COD_men	0.23***	0.06	0.15***	0.06
WILDSALMON_men	0.05**	0.02	0.17***	0.05
SEABED_men	0.12	0.40	0.06	0.53
SEASCAPE_men	0.04***	0.01	0.03**	0.014
ASC_shift_women	7.03***	1.65		
COST_shift_women	-0.05	0.30		
COD_shift_women	-0.09	0.131		
WILDSALMON_shift_women	0.01	0.12		
SEABED_shift_women	-0.77	0.56		
SEASCAPE_shift_women	-0.08***	0.02		
Rel.scale womenⁱⁱ	0.76	0.245		
Model diagnostics				
LL-value	-1608.64			
Adjusted R2	0.39			
BIC	3366.7			
AIC	3255.3			
N/k/parameters	2599/293/19			

* p < 0.1; ** p < 0.05; *** p < 0.01

ⁱ This is the mean and std.deviation of the natural log of the negative cost.

ⁱⁱ This is compared to one

Table A3 Estimated BAU (ASC) and attribute coefficients (mean and standard deviation) for baseline respondents, and shift (mean) relative to baseline for treatment respondents, PSM full sample model in preference space

Attribute	Mean	St. Error of mean	St. Deviation	St. Error of St. Deviation
ASC_baseline	6.42***	1.289	1.89***	0.39
COST_baselineⁱ	-0.66***	0.24	2.72***	0.16
COD_baseline	0.34***	0.05	0.128***	0.05
WILDSALMON_baseline	0.035	0.028	0.129***	0.04
SEABED_baseline	0.214	0.33	0.74***	0.18
SEASCAPE_baseline	0.04***	0.01	0.04***	0.015
ASC_shift_treatment	-3.84***	1.16		
COST_shift_treatment	0.1	0.065		
COD_shift_treatment	-0.12	0.07		
WILDSALMON_shift_treatment	0.25***	0.08		
SEABED_shift_treatment	0.42	0.33		
SEASCAPE_shift_treatment	0.005	0.02		
Rel.scale treatmentⁱⁱ	1.33	0.28		
Model diagnostics				
LL-value	-876.3			
Adjusted R2	0.425			
BIC	1892			
AIC	1790.65			
N/k/parameters	1532/173/19			

* p < 0.1; ** p < 0.05; *** p < 0.01

ⁱ This is the mean and std.deviation of the natural log of the negative cost.

ⁱⁱ This is compared to one