Contingent Valuation Literature


This paper outlines the conjoint-stated preference approach and describes how it can be used to value environmental amenities. The advantages of SP techniques both in relation to CV methods and revealed preference techniques.


This article may have been published as "Stated preference methods for valuing environmental amenities." in I. Bateman and K. Willis (Editors), Valuing Environmental Preferences: Theory and Practice of the Contingent Valuation Method in the U.s., E.C. and Developing Countries. Oxford University Press.


This paper examines issues surrounding the potential applicability of non-market valuation techniques to Indigenous Peoples. A conceptual model examines relationships between natural and cultural environments and value systems. Problems of valuation identified include eliciting values for individuals, aggregating individuals values into measures of social welfare and comparisons of welfare across culturally different groups.


This paper finds the designs for discrete choice contingent valuation surveys that maximize
the precision of a statistic of interest about the public’s willingness to pay (WTP) for a change in the environmental quality, such as median WTP. An optimization problem is set up, in which the efficiency of the estimate of median WTP (or a related concept) is the objective function to optimize with respect to the survey design (i.e., the set of bids offered to the respondents). In deriving the optimal designs, we consider alternative econometric models, such as the basic “single-bound” model that uses the responses to the first payment question, the traditional interval data (or “double-bound”) model for surveys with a follow-up payment question, and the recently proposed bivariate binary response model. Simulations are carried out to compare the alternative design principles and assess their performances with respect to the statistic of primary interest, median WPT, and other welfare measures, such as mean WTP. Other designs that are constructed ad hoc are also examined.


This report begins by introducing the concepts involved in the contingent valuation method. It then discusses the drawbacks to the CV technique and then discusses issues concerning the design of CV surveys, including use of the referendum format to elicit individual values, ways of addressing the so-called "embedding" problem, and the evaluation of damages that last for some period but not forever. The report also presents guidelines to which the Panel believes any CV study should adhere to and the panel's final conclusions.


Bergland, Olvar; Eirik Romstad; Seung-Woo Kim; Don McLeod. 1989. “The Use of Bootstrapping in Contingent Valuation Studies.” Oregon State University, Department of Agriculture and Resource Economics. September 26, 1989. Keywords: bootstrapping, contingent valuation (CV)


Binger, Brian R.; Robert F. Copple; Elizabeth Hoffman. 1995. “The Use of Contingent Valuation Methodology in Natural Resource Damage Assessments: Legal Fact and
Economic Fiction.” Northwestern University Law Review, Volume: 89, Issue: 3, Pages: 1029-1116. Keywords: Contingent Valuation, Legal


This paper argues that existence values for obscure resources should not be ruled out a priori because consumers have limited time and resources for information gathering. Furthermore, to the extent that environmental "good things" are highly substitutable, existence values must be cautiously interpreted when evaluating public choice alternatives, but similar concerns do not arise in damage assessments. Issues associated with adding up existence values across resources, high per unit values, and property rights in the existence of resources are also addressed. The discussion is of relatively complex theoretical issues.


This chapter provides a non-technical review of the CV method and the issues that any successful study must deal with. The chapter also provides examples of actual CV studies. The examples explore several issues related to CV methods, including how different payment vehicles affect valuations and how contingent values compare to values from simulated markets.

Blackburn, McKinley ; Glenn W. Harrison; Elisabeth E. Rutstrom. 1994. “Statistical Bias Functions and Informative Hypothetical Surveys.” American Journal of Agricultural Economics, Volume: 76, Issue: December, Pages: 1084-1088. Keywords: Statistical Bias
This paper examines the question, do the answers to survey questions provide information that is useful in estimating the real economic commitment that a subject would make with actual provision of the good? The paper attempts to determine if the bias of the within-subject hypothetical responses in Cummings, Harrison, and Rutstrom (1995) is a systematic function of the socioeconomic characteristics of the sample.


Since passage of the Magnuson Fishery Conservation and Management Act of 1977, U.S. fishery managers have concerned themselves with achieving “optimum social yield”. To effect this mandate, fishery managers have focused on direct effort controls without determining how fishermen, commercial or recreational, may prefer the fishery be regulated. Using contingent valuation methods, economists may determine if preferences exist for some types of regulations. This paper uses contingent, or discrete, choice questions from a 1991 mail survey of Northeastern recreational Western Atlantic bluefin tuna fishermen to demonstrate that fishermen have preferences for catch limit regulations.


Three commonly used techniques of asking contingent valuation questions are compared: iterative bidding, payment cards, and dichotomous choice. The results reveal that no single contingent valuation technique is neutral in the elicitation of hicksian surplus and each technique has its strengths and weaknesses. The iterative bidding estimates contain a starting point bias, while the payment card and dichotomous choice estimates were influenced by the interviewers soliciting the contingent values. Finally, the analysis of dichotomous choice responses involves unresolved issues that warrant further investigation. On the other hand, dichotomous choice is the easiest technique to administer in a survey setting.


This paper presents an empirical comparison of the contingent valuation (CV) method and
stated choice experiments. The empirical application involves the effect of environmental quality changes arising from forest management practices on recreational moose hunting values in the area of Alberta, Canada. Significant differences were found between the CV method and the conjoint (stated choice) analysis.


This book contains revised versions of contributions that were presented in a workshop at the Bismarck Hotel in Chicago on November 18, 1988. A survey of the state of the art methods for measuring the demand for environmental quality.


"Closed-ended contingent valuation" surveys can be very useful in the evaluation of nonmarket resources. Respondents merely state whether they would accept or reject a hypothetical threshold amount, either as payment for giving up access to the resource or as a fee for its use. The authors develop a maximum likelihood procedure which exploits the variation in the threshold values to allow direct and separate point estimates of regression-like slope coefficients and error standard deviations (without truncation bias). Their illustration uses data from a survey of recreational fisherman to examine factors which influence individuals' willingness-to-pay.


The authors adapt the theoretical state-preference model to value nonmarket public goods under individual uncertainty about use, illustrating with an assessment of willingness-to-pay to prevent acid rain lake damage in the northeast United States. Individual usage uncertainty is modeled via probabilities of participation in trout fishing. Changes in environmental quality are valued using a random utility model to explain yes/no responses to a contingent valuation question. The authors produce quantitative welfare measures: individual fitted and simulated passive- and active-use values, individual expected consumer surplus, option price, option value, and complete individual willingness-to-pay loci.

Cameron,-Trudy-Ann; Huppert,-Daniel-D. “OLS versus ML Estimation of Non-market Resource Values with Payment Card Interval Data.”

Contingent valuation methods (CVM) have been shown to be potentially very useful for eliciting information about demands for non-market goods. We assess the sensitivity of "payment card" CVM results to the researcher's choice of estimation method. Empirical payment card data are used in both (1) a naive ordinary least squares (OLS) procedure employing interval midpoints as proxies for the true dependent variable, and (2) and efficient maximum likelihood (ML) procedure which explicitly accommodates the intervals. Depending upon the design of the payment card, OLS can yield biased parameter estimates, misleading inferences regarding the effects of different variables on resource values, and biased estimates of the overall resource value.


The travel cost method (TCM) has long been used to infer the economic value of nonmarket resources and public goods. More recently, contingent valuation (CVM) survey methods have gained popularity for eliciting these values. Here, CVM survey responses are combined with TCM data on actual market behavior to estimate jointly both the parameters of the underlying utility function and its corresponding ordinary demand function. This is a prototypical empirical example of a new modeling strategy, variants of which should provide useful in many applications, especially where reliance on a single valuation method is undesirable.


Dichotomous choice (referendum) contingent valuation questions are inefficient in that a very large number of observations are required to identify a distribution of resource values with any degree of accuracy. An alternative questioning strategy introduce a follow up dichotomous choice question. We generalize upon previous analyses of this type of data by relaxing the assumption that the identical unobserved resource value motivates both responses. While values implied by the first and second responses are highly correlated and may be drawn from the same distribution, they are definitely not identical. Furthermore, assuming that they are can severely distort the estimated valuation distribution.


In this paper, contingent valuation (CVM) survey responses are combined with travel cost method (TCM) data on actual market behavior to estimate jointly both the parameters of the underlying utility function and its corresponding ordinary demand function.


A new method for estimating the demand curve for publicly supplied goods when quantities are restricted to a few discrete levels is introduced. The method involves fitting a conditional logit model to choices from a set of survey options in which price and quantity are both varied and consumer attitudes are explicitly controlled for. The estimate parameters of the valuation function serve to trace out the marginal value of the good at each level of hypothetical consumption in survey data. We apply the method to the valuation of salmon on Alaska's Kenai river. We find that there is a distinct kink in the marginal valuation function and that sport fishermen may place a negative marginal value on fish permits exceeding their desired catch levels.


The term “embedding” is ill defined and has been applied to distinct phenomena, some predicted by economic theory and others not. This paper lays out a theoretical framework for looking at these phenomena and provides a set of well defined terms. Included is a discussion of survey design problems that may induce spurious evidence in favor of the hypothesis that respondents are insensitive to the scope of the good being valued. An empirical example of the component sensitivity is provided. This test rejects the hypothesis that respondents are insensitive to the scope of the good being valued.


The contingent value passive use value debate.


This is a technical overview of the CV method. Some of the topics covered in this overview include the theoretical foundations of constructed markets, the design of constructed markets, methods of eliciting CV responses, sample design, and the estimation of valuation functions.


This paper summarizes the design, implementation and results of a CV survey intended to measure the value of lost passive use brought about by the Exxon Valdez oil spill of March, 1989.

Carson, Richard T.; W. Micheal Hanemann; Raymond J. Kopp; Jon A. Krosnick; Robert C. Mitchell; Stanley Presser; Paul A. Ruud; V. Kerry Smith. 1994. “Prospective Interim Lost Use Value Due to DDT and PCB Contamination in the Southern Californian Bight: Volume 1 & 2.” National Oceanic and Atmospheric Administration, September. **Keywords**: Lost Use, CV, Contingent Valuation, Montrose.


This paper lays out a theoretical framework for looking at the "embedding" phenomena and provides a set of well-defined terms. Included is a discussion of survey design problems which may induce spurious evidence in favor of the hypothesis that respondents are insensitive to the scope of the good being valued. A empirical example of the component sensitivity is provided using a 1991 contingent valuation study conducted by the Australian Resource Assessment
Commission to measure willingness to pay to prevent possible injuries from a large proposed open pit mine in the Kakadu Conservation Zone.


This paper discusses key areas of the debate over contingent valuation and the validity of passive use value. The authors conclude that recent criticisms of CV and passive use value have produced few new theoretical or methodological insights and that many arguments pertain generally to applied welfare economics rather than CV specifically. Claims that empirical CV findings are theoretically inconsistent are not supported by the literature taken as a whole.


Businesses and governments devote substantial resources to the collection and analysis of survey data concerning the public’s preferences. The possibility of strategic responses to such surveys is analyzed. Consequential and hypothetical surveys are formally defined. For the former the question is posed: what form should strategic behavior take? The particular form is shown to be context dependent. Key features of context such the question response format and the nature of the potential change in the agent's choice set are examined and several propositions concerning optimal strategic response are derived. In a number of important cases, the strategic response is shown to coincide with truth-telling and, in other instances, valuable information can be extracted from a strategic response if its nature is understood. Hopeless cases are identified.


Chestnut, Lauraine G.; Rowe, Robert D. 1990. “Preservation Values for Visibility Protection at


This paper briefly presents research on directions that might be considered as a means of addressing the disparities in stated preference and revealed preference methods.

In this paper three simple laboratory experiments are designed and implemented to test the hypothesis that the hypothetical dichotomous choice (DC) method will generate the same responses as the real DC method. This hypothesis is rejected in all of the experiments. Applications of the DC method under conditions where payment is hypothetical can give misleading estimates of the propensity of subjects to pay the stated amounts.


Desvousges, William H.; Alicia R. Gable; Richard W. Dunford; Sara P. Hudson. 1993. “Contingent valuation: the wrong tool to measure passive-use losses.” **Choices.** Second Quarter.


The evidence supports the conclusion that to date, contingent valuation surveys do not measure the preferences they attempt to measure. Moreover, reasons are present for thinking that changes in survey methods are not likely to change this conclusion. Viewed alternatively as opinion polls on possible government actions, these surveys do not have much information to contribute to informed policy making. Thus, reliance on contingent valuation surveys in either damage assessments or in government decision making is basically misguided.


This article presents an experiment designed to test the reliability of the benefit function transfer approach using contingent valuation methods. The experiment uses data collected from anglers surveyed across eight contiguous Texas Gulf Coast bay regions over three distinct time periods. Results indicate that the benefit function transfer approach tends to over-estimate benefits, implying that, at least for the case of recreational saltwater fishing Texas, the benefit function transfer approach is not reliable. (c) 1996 Academic Press, Inc.


Two Monte Carlo willingness-to-pay (WTP) models were constructed to compare three approaches that generate bids for the referendum contingent valuation method (CVM). In the first model, WTP was normally distributed, and in the second, was lognormally distributed. The bid approaches were those of K.L. Boyle, M.P. Welsh, and R.C. Bishop (1988), J.C. Cooper (1993), and an ad hoc third approach. Some properties of these approaches were discussed. WTP estimates from the three approaches were compared to the true value. Results indicated that Boyle et al.’s approach was preferred, especially when variation in WTP was low. Estimates from the three approaches became more comparable as WTP Variability and sample size increased.


This paper develops a framework for combining revealed and stated preference (contingent valuation) data in estimating people's responses to environmental risks. The approach is applied to the risks posed by pesticide residues on fresh produce.

Epp, Donald J. ; Alan B. Griffith. 1990. “Knowledge Effects on Responses in Contingent Valuation.” The Pennsylvania State University, Agricultural Economics and Rural Sociology Department, December 1990. **Keywords:** Contingent valuation (CV).


Fischhoff, Baruch; Marilyn Jacobs Quadrel; Mark Kamlet; Jonathan Leland; Stephen Klepper; George Loewenstein; Stephanie Byram; Patrick Stroh; Wendy Davis; Claire Palmgren; Robyn Dawes; Ann Bostrom; Paul Fischbeck; Adler, Dan. 1991. “Psychological Aspects of Contingent Valuation Research.” Carnegie Mellon University, Department of Social and Decision Sciences, June 1991. **Keywords:** embedding effects, constructive replication, theoretical tests, development.

Fischhoff, Baruch ; Marilyn Jacobs Quadrel; Mark Kamlet; Robyn Dawes; Paul Fischbeck; Steven Klepper; Jonathan Leland; George Loewenstein. 1992. “Embedding Effects: Stimulus Representation and Response Modes.” Carnegie Mellon University, Department of Social


In this paper, the authors provide a theoretical review of option value and its relationship to a more familiar concept in decision analysis, the value of information. They further show how option value might be measured with the aid of a partly realistic and partly hypothetical example. The authors also consider how contingent valuation techniques might be used to estimate option value.


Hailu, Atakelty; Wiktor Adamowicz; Peter Boxall. 1997. “Complements, Substitutes, Budget Constraints and Valuation: Application of a Multi-Program Environmental Valuation Method.” University of Alberta, October 21, 1997. **Keywords:** stated choice methods, conjoint.

This study employs a multi-program contingent valuation (CVM) design to simultaneously assess the value of three ecosystem conservation programs in Alberta, Canada. The design is different than most other CVM designs and has several attractive features including the natural incorporation of direct reminders of substitute/complementary programs and budget constraints.

Hammitt, James K. 1993. “Consumer Willingness to Pay to Avoid Pesticide Residues.” Report Number: RP-227. **Keywords:** contingent valuation, willingness to pay, wtp, pesticide contamination, EPA.


This very technical paper shows that for quantity changes of public goods, there is no presumption that WTP and WTA must be close in value and, unlike price changes, the difference between WTP and WTA depends not only on an income effect but also on a substitution effect.


This paper supports the feasibility of using contingent valuation to measure people's value for the environment. It focuses on the use of contingent valuation to measure people's values for environmental resources. It also describes how researchers go about conducting reliable surveys. It then addresses some common objections to surveys and, lastly, considers the compatibility between contingent valuation and economic theory.


Since the work of Bishop and Heberlein, a number of contingent valuation experiments have appeared involving discrete responses that are analyzed by logit or similar techniques. This paper addresses the issues of how the logit models should be formulated to be consistent with the hypothesis of utility maximization and how measures of compensating and equivalent surplus should be derived from the fitted models. Two distinct types of welfare measures are introduced and then estimated from Bishop and Heberlein's data.


This paper focuses generally on the use of contingent valuation to measure people's values for environmental resources, rather than specifically on natural resource damages. It will describe how researchers go about conducting reliable surveys. It then addresses some common objections to surveys and, lastly, considers the compatibility between contingent valuation and economic theory.

valuation method, CVM, NRDA, CERCLA, rule making, vicarious value, bequest value, inherent value.


The papers and comments are revised versions of research presented at a conference organized by Cambridge Economics, Inc., held in Washington, D.C., on April 2-3, 1992.


Standard economic concepts are used to develop a technical model of individual behavior when subject to the constraints of the contingent valuation choice context. The model is used to show that different contingent valuation formats have predictably different performance characteristics.

Hoehn, John P. 1987. “Contingent Valuation in Fisheries Management: The Design of Satisfactory Contingent Valuation Formats.” American Fisheries Society, volume: 116, Pages: 412-419. **Keywords:** CV


Policymakers and other interested parties frequently request information on the recreational value of a fish. Although fishing valuation studies date back at least 25 years, most studies focus on the average value of a fish. If the purpose of such estimates is to measure the value of incremental changes in fish numbers, then use of average estimates may lead to an incorrect policy decisions. The objective of this analysis is to estimate the marginal value of a steelhead trout in a recreational fishery on the John Day River of Oregon. The study uses contingent valuation procedures to elicit willingness to pay estimates for improvements in fish numbers and success rates. For the anglers in this survey, the value of an additional steelhead is $6.65 under current catch conditions. This value is much lower than values currently used in public debates in the Pacific Northwest, but similar to some marginal values reported in the recent literature. Implications of these values relative to average values are discussed.


This paper along with Rosenthal and Nelson (1992) debates why existence values should or should not be used in cost-benefit analysis. This paper argues that nonuse values are consistent with neoclassical welfare theory and this theory provides a solid foundation upon which to help evaluate the desirability of many public policies.


The empirical literature on discrete response contingent valuation has found that seemingly innocuous changes in the statistical models estimated result in significantly different point estimates of willingness to pay. This paper hypothesizes and tests several potential explanations for these results. First, it investigates and compares the biases inherent in single-bounded and double-bounded maximum likelihood estimation procedures and examines how they react to various bid designs and sample sizes. Then, it examines the presence and identification of “outliers” in binary choice data and how these outliers influence estimation. Finally, it presents an alternative approach to addressing the issue of outliers which explicitly acknowledges the possibility of upwardly biased response probabilities.


The consistency of an individual's willingness to pay (WTP) responses for increases in the quantity of an environmental public good (whale populations) is tested along three lines. First, we test whether WTP for 50 percent and 100 percent increases in whale populations are statistically different from zero. Second, we ask whether the incremental WTP from a 50 percent increase to a 100 percent increase is statistically significant. Finally, we test whether there is diminishing marginal valuation of the second 50 percent increment in gray whale populations. The paired t-tests on open-ended WTP responses supported all three sets of hypotheses. Both visitors and households provided WTP responses that were statistically different from zero and increased (but in a diminishing fashion) for the second increment in WTP. In this survey both visitors and households provided estimates of total economic value (including non-use or existence values) for large changes in wildlife/fishery resources that were consistent with consumer theory.


We test for an embedding effect on a geographically distributed public good and the extent to which improvements in the CVM design reduce the occurrence and magnitude of embedding
effects in valuation. Using both open-ended and dichotomous choice CVM for protection of forests in all of southeastern Australia and two smaller portions of that area, we find the occurrence of embedding effects in only one of the two levels. When embedding effects were present, there was a reduction in value much smaller than that found by Kahneman and Knetsch.

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In this paper a test is performed of the recommendation by the NOAA panel on contingent valuation that respondents be reminded about other substitute resources and their budget constraint prior to answering the WTP question. The context for this experiment is a CVM study of the benefits from reducing fire hazards to old-growth forests in Oregon in 1993. The test was performed using two mail surveys.


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This book explains how to design conjoint analysis experiments and estimate statistical conjoint models. It also focuses on using the theory in practical research settings and discusses approaches to forecasting consumer choice behavior.


This paper reviews the theory and methods used in the measurement and modeling of stated preferences with particular emphasis on methods used in marketing and transportation research.


This technical paper compares the informational efficiencies of contingent rating, contingent ranking and two contingent paired-comparison methods as alternatives to the referendum contingent valuation method. Data are for waterfowl hunting in Delaware.


In 1979, Bishop and Heberlein introduced an appealing variant of the contingent valuation method which required only yes or no responses (1979). Hanemann developed a utility-theoretic interpretation of the yes/no responses which has helped popularize the approach (1984). Recently Cameron has offered another interpretation, also utility-theoretic (1987), which she argues is more general than the Hanemann random utility model. This paper compares the deterministic models suggested by Hanemann and Cameron, showing them to be dual to each other. It shows that correct specification of either function must exclude endogenous variables such as quantity demanded. It also demonstrates that using utility-theoretic models allows one to compare travel cost models and contingent valuation models on the basis of their implied behavior, not on the unobservable surplus or variation measure.


The contingent valuation method for estimating the existence value of natural resources is examined for psychophysical robustness, statistical reliability, and economic sensibility. Extensions of standard models for willingness to pay, and suitable econometric techniques for analyzing these models, are developed. The analysis is applied to a series of experiments on the value of preserving wilderness areas in the western United States. The results call into question the reliability of the CV method for estimating existence values.


This book is a comprehensive treatment of survey design, implementation and analysis of contingent valuation studies.


This study estimates changes in the value of recreational hunting experience as road access, game populations, congestion, and travel distance change in the forest environment because of harvesting operations. The model is a variant of the contingent valuation method that evaluates multiple environmental quality changes.


Public Comments Charles R. Plott, Jerry Hausman, Richard Bishop, Daniel McFadden, V. Kerry Smith and others

Oxford. Pages: 231-246. **Keywords:** contingent behavior, calibration.


In this paper the validity of the CV method is brought into question by several experimental observations. An embedding effect is demonstrated, in which WTP for a good varies depending on whether it is evaluated on its own or as part of a more inclusive category. The authors conclude that contingent valuation responses reflect the WTP for the moral satisfaction of contributing to public goods, not the economic value of these goods. Both of the studies sample, by telephone, adults living in the greater Vancouver region in Canada in 1989.


Most contingent valuation studies in the literature utilized a predetermined geographic market area for their sample frame. In other words, they did not include variables that would measure the extent of the geographic areas over which to aggregate willingness to pay. These
studies implicitly assumed that the effects of geographic distance were moot; an assumption that could have led to an understatement of the aggregate benefit values computed in these studies. The overall goal of this study was to determine if distance affects willingness to pay for public goods with large non-use values. The data used came from a contingent valuation study regarding the San Joaquin Valley, CA. Respondents were asked about their willingness to pay (WTP) for three proposed programs designed to reduce various environmental problems in the Valley. A logit model was used to examine the effects of geographic distance on respondents' willingness to pay for each of the three programs. Results indicate that distance affected WTP for two of the three programs (wetlands habitat and wildlife, and the wildlife contamination control programs). We calculate the underestimate in benefits if the geographic extent of the public good market is arbitrarily limited to one political jurisdiction.


This is the first of three non-technical overview articles in this issue of the Journal of Economic Perspectives that discusses the contingent valuation method. This article provides an overview of the technique and debate surrounding the contingent valuation method. It serves as an introduction to the articles by Diamond and Hausman (1994) and Hanemann (1994).


This paper along with Kopp (1992) debates why existence values should or should not be used in cost-benefit analysis. This paper argues that the growing acceptance of and reliance on existence values is misguided. Calculations of existence value in essence seek to employ formal economic methods to resolve matters of cultural symbolism and social ideology.


Rowe, Robert D. 1992. “Comments on Non-Use Values and CVM in Response to NOAA-Proposed Regulations for Natural Resource Damage Assessments Under the Oil Pollution Act of 1990.” RCG/Hagler, Bailly, Inc. December 8, 1992. **Keywords:** Contingent Valuation

Comments prepared for NOAA Office of General Council


This article considers the use of 'multiplication' (multiplying the per-household estimate of WTP by the number of households in the population to obtain an aggregate WTP) to gauge the plausibility of CV estimates of people's values for environmental resources. The author argues that these calculations provide no basis for judging the plausibility of an estimate of what a representative household would be willing to pay for some change in an environmental resource.


This paper reviews research on nonmarket valuation, including travel cost studies, hedonic models and contingent valuation. Includes a review of work done by Diamond, Hausman and others found in 'Contingent Valuation-A Critical Assessment. Recent studies of CVM are evaluated for their performance.


This paper is a very broad discussion of the effects of assigning a significant role to economic measures of environmental resources' values in determining private parties' natural resource damage liability financial obligations. Discusses Habitat Equivalency Analysis and Contingent Valuation Methods.


Keywords: Laboratory Markets, Contingent valuation.


Using independent pretest and posttest control groups, the authors find ex post estimates of Hicksian surplus are reliable regardless of whether respondents have direct experience with an activity.


This report contains the results of a descriptive analysis of saltwater anglers residing in selected Central and Northern California counties. The report provides estimates of economic value associated with hypothetical changes in salmon/striped bass catch rates. These values were obtained by a direct elicitation technique known as the contingent valuation method (CVM).


Whitehead, John C. 1990. “Measuring Willingness-to-Pay for Wetlands Preservation with the

