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"Using Choice Experiments to Analyze Consumers' Preferences for the Attributes of Non-Market Goods".

Abstract: "The public benefits of multi dimensional land use within Agri-Environmental Schemes (AES) are studied in the Netherlands using the method of choice experiments. Households are asked to choose from several attributes accompanied with photographs representing the multifunctionality of land use across different levels. A mixed Tobit model is estimated to identify the effect of socio-demographic characteristics on the choices made towards the respective attributes. Results indicate that the willingness to pay for the attributes dramatically differ among socio-demographic characteristics of respondents."