**Appendix**



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| --- | --- | --- | --- | --- |
| Contingent Valuation Regression Models with Alternative Re-coding of Yes Variablea | | | | |
|  | Logit (Yes1) | | Logit (Yes10) | |
| Variable | Coeff. | S.E. | Coeff. | S.E. |
| Constant | -0.22 | 0.16 | -1.31\*\*\* | 0.21 |
| Bid | -0.041\*\*\* | 0.0033 | -0.049\*\*\* | 0.0047 |
| Own-price | -0.0021\*\*\* | 0.0006 | -0.00035 | 0.00076 |
| Cross-price | 0.0012 | 0.00077 | -0.0011 | 0.0010 |
| Income | 0.010 | 0.0016 | 0.012\*\*\* | 0.0021 |
| Pseudo-R2 | 0.10 | | 0.11 | |
| χ2 (d.f.) | 239.24 (4) | | 166.72 (4) | |
| Sample Size | 1772 | | 1772 | |
| aRegression models are weighted.  \*\*\*Significant at p=.01. | | | | |
| \*\*Significant at p=.05. | | | | |
| \*Significant at p =.10. | | | | |