

APPENDIX

Some Formal Pilot Pretest Results

Monetary incentives and response rates

Under OMB Control No.: 648-0511, two pilot pretests were conducted to test survey protocols with particular emphasis on determining the effect on response rates of three monetary incentive amounts, \$2, \$5, and \$10. The first pilot survey employed the \$2 and \$5 treatments, while the second pilot survey (conducted under a worksheet change) used a \$10 incentive for all respondents.

Total response rates (calculated as the number of completes over the total eligible respondents) for each treatment are listed in Table A-1.

Table A-1. Response Rates by Incentive Amount

| Incentive Amount | Response Rate (Total eligible sample size) |
|-------------------------|---|
| \$2 | 34.9% (192) |
| \$5 | 49.0% (200) |
| \$10 | 57.0% (142) |

Statistical tests of differences between the response rates of the three treatments suggest that the \$5 treatment and \$10 response rates are significantly larger than the \$2 treatment, with corresponding p-values of 0.00235 and 0.000281, respectively (for a one-sided statistical test with a null hypothesis of equal response rates). In addition, the \$10 treatment response rate is statistically different from the \$5 treatment response rate at the 10% level (p-value of 0.0711).

Correlation between general attitudinal questions and stated preferences

Results from the pretest implementation also provide additional evidence of the correlation of both questions Q1 and Q3 with the choice question responses (Q11, Q13, and Q14). As shown in Table A-2, the more positive a person's expressed reaction to the Endangered Species Act (Q1), the more likely they are to say the status quo (SQ) alternative is the worst choice in the choice questions, which is equivalent to saying they have a positive willingness to pay for protecting Steller sea lions. Specifically, very few individuals with a negative reaction to the Endangered Species Act (ESA), and thus perhaps a negative view of protection threatened and endangered species, were willing to pay a positive amount of money for alternatives that involve doing more and paying more to protect Steller sea lions. Conversely, there was a large number of individuals with positive reactions to the ESA that said they prefer alternatives that do more and cost more to doing nothing more.

Table A-2. Evidence of Correlation Between Responses to Q1 and Choosing the Status Quo Alternative in Stated Preference Choice Questions from Pretest Implementation

| <i>Q1 - When you think of the Endangered Species Act, how positive or negative is your general reaction?</i> | <i>Q11 - SQ is worst choice</i> | <i>Q13 - SQ is worst choice</i> | <i>Q14 - SQ is worst choice</i> |
|--|---------------------------------|---------------------------------|---------------------------------|
| Mostly positive | 56 | 58 | 56 |
| Somewhat positive | 25 | 29 | 26 |
| Neutral | 10 | 11 | 10 |
| Somewhat negative | 4 | 3 | 3 |
| Mostly negative | 1 | 0 | 0 |

Another general attitudinal question that appears correlated to responses to the choice questions is Q3. As Table A-3 shows, individuals who disagreed with the statement that “Protecting threatened and endangered species is important to me” generally did not choose the status quo alternative as the worst choice, which is consistent with the idea that these individuals would generally prefer to not spend money on alternatives that do more to protect Steller sea lions. Also, individuals who agreed with the statement tended to dislike the status quo alternative.

Table A-3. Evidence of Correlation Between Responses to Q3 (part 1) and Choosing the Status Quo Alternative in Stated Preference Choice Questions from Pretest Implementation

| <i>Q3 - Protecting threatened and endangered species is important to me</i> | <i>Q11 - SQ is worst choice</i> | <i>Q13 - SQ is worst choice</i> | <i>Q14 - SQ is worst choice</i> |
|---|---------------------------------|---------------------------------|---------------------------------|
| Strongly disagree | 1 | 1 | 0 |
| Somewhat disagree | 3 | 1 | 1 |
| Neither agree or disagree | 6 | 5 | 5 |
| Somewhat agree | 38 | 42 | 42 |
| Strongly agree | 50 | 55 | 50 |

Responses by Survey Stage

In each survey treatment, the majority of completed surveys were returned before the telephone interviews were conducted. Specifically, 78% of all completes were received for the \$10 treatment, 83% for the \$5 treatment, and 82% for the \$2 treatment. Following the telephone contact, another 14%, 6%, and 18% of completes were received. The remainder of completes in each treatment was received after the second full mailing was sent out.