

**Online supplementary material**

Figure A1 Example of choice card



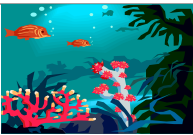

Attribute		Alternative 1	Alternative 2	Alternative 3 (same as today)
Size of protected area		5.000 km <sup>2</sup>	10.000 km <sup>2</sup>	2.445 km <sup>2</sup>
Attractiveness to business activity		Attractive both to oil/gas and fisheries	No, not attractive to any business activity	Some attractiveness both to oil/gas and fisheries
Important as habitat and hiding place for fish		Not important	Important	Some importance
Costs per household per year		15 Euro/year	75 Euro/year	0
I prefer				

Table A1 Attributes and attribute levels

Attribute	Size of protected area (km <sup>2</sup> )	Protected area attractive for oil/gas and fisheries activities	Protected area important as habitat for fish?	Additional costs of protection
Reference level	2.445	Partly	Partly	0
Level 1	5.000	Attractive for fisheries	Not Important	7
Level 2	10.000	Attractive for oil/gas activities	Important	15
Level 3		Attractive for both fisheries and oil/gas activities		35
Level 4		Neither attractive for fisheries nor for oil/gas activities		75

Table A2 Socio-demographic characteristics of the sub-sets

	<i>Respondents certain of their choices</i>	<i>Respondents less certain of their choices</i>	<i>High score respondents</i>	<i>Low score respondents</i>
Male share	0.4	0.67	0.39	0.60
Age	42	48.9	43	46.67
ENGO member <sup>a</sup>	1.2%	3.45%	3.0%	1.4%
Education	3.49	3.28	3.55	3.26
Labor force participation	71.6%	53.3%	70%	58%
Working in the marine sector	6.2%	1.7%	3%	5.5%
Household size (cont. var.)	3.33	3.26	3.37	3.28
Annual personal income	3.815	3.37	4.03	3.25
Annual household income	5.05	4.65	5.35	4.45
N	81	58	67	72

<sup>a</sup> Environmental non-governmental organisation

Table A3 Number of groups which became more or less similar with respect to choices

	No of groups with more similar choices after deliberation	No of groups with no change in similarity in choices before and after deliberation	No of groups with less similar choices after deliberation
Across all choice cards	7	17	4
Choice card 1	10	12	6
Choice card 2	8	13	7
Choice card 3	5	13	10
Choice card 4	8	11	9
Choice card 5	7	14	7
Choice card 6	8	11	9
Choice card 7	6	12	10
Choice card 8	6	16	6
Choice card 9	9	12	7
Choice card 10	8	15	5
Choice card 11	9	11	8
Choice card 12	11	12	5

Table A4 Mean attribute coefficient ( $\_C$ ) and t-value (in brackets), mean interaction coefficient ( $\_D$ ) and t-value (in brackets), and relative scale (t-value in brackets) for four sub-groups of respondents

<i>Variable</i>	<i>High score - Certain</i>	<i>High score - uncertain</i>	<i>Low score - Certain</i>	<i>Low score - Uncertain</i>
Cost_mean_C	-0.20 (-3.91)	-0.19 (-2.61)	0.03 (2.32)	0.03 (3.58)
Small_size_mean_C	0.36 (0.57)	1.61 (2.11)	-0.99 (-1.31)	0.17 (0.30)
Large_size_mean_C	0.23 (0.49)	0.62 (0.98)	-0.55 (-0.82)	0.34 (-1.78)
Oil_mean_C	-0.35 (-0.66)	-0.84 (-1.51)	-0.28 (-0.63)	-0.97 (-2.85)
Fish_mean_C	-0.36 (-0.82)	-0.63 (-1.32)	0.28 (0.59)	-0.10 (-2.85)
Habitat_mean_C	3.65 (4.62)	1.76 (3.70)	2.63 (5.57)	-0.75 (2.66)
Cost_std.dev_C	0.24 (3.65)	0.21 (2.59)	-0.19 (-4.87)	-0.24 (-13.56)
Small_size_std.dev_C	1.28 (4.00)	1.43 (2.47)	1.17 (4.41)	-0.43 (-1.78)
Large_size_std.dev_C	1.31 (3.08)	2.16 (3.12)	-2.11 (-4.09)	-1.05 (-3.79)
Oil_std.dev_C	-3.06 (-4.69)	-1.94 (-3.08)	-1.95 (-5.83)	-0.80 (-3.79)
Fish_std.dev_C	1.49 (4.47)	1.97 (3.21)	-1.13 (-3.28)	1.31 (4.23)
Habitat_std.dev_C	2.77 (4.54)	1.09 (1.32)	2.97 (4.68)	0.81 (4.55)
Cost_mean_D	-0.04 (-2.32)	-0.02 (-1.50)	-0.02 (-1.28)	-0.26 (-38.11)
Small_size_mean_D	-0.48 (-0.63)	-0.81 (-0.74)	0.30 (0.32)	0.95 (1.25)
Large_size_mean_D	-0.04 (-0.07)	0.40 (0.34)	0.50 (0.67)	0.89 (1.52)
Oil_mean_D	-0.17 (-0.28)	0.76 (1.31)	0.37 (0.73)	0.16 (0.32)
Fish_mean_D	0.52 (1.05)	0.75 (1.06)	-0.70 (-1.29)	0.06 (0.16)
Habitat_mean_D	-0.23 (-0.45)	0.96 (0.84)	0.43 (0.76)	-0.17 (-0.44)
Cost_std.dev_D	0.09 (3.63)	0.07 (2.90)	0.01 (1.36)	0.43 (37.01)
Small_size_std.dev_D	0.13 (0.80)	-0.34 (-2.22)	1.14 (2.95)	-1.23 (-2.15)
Large_size_std.dev_D	-0.82 (-2.97)	1.16 (1.79)	-1.59 (-3.79)	1.26 (3.36)
Oil_std.dev_D	-0.84 (-2.28)	-1.59 (-2.25)	-0.23 (-1.05)	0.18 (0.47)
Fish_std.dev_D	-0.77 (-3.71)	0.21 (1.06)	0.86 (4.41)	0.76 (2.37)
Habitat_std.dev_D	-0.01 (-0.10)	-1.14 (-1.81)	-1.85 (-4.71)	0.89 (4.98)
Relscale_A	1.88 (1.33)	1.17 (0.28)	1.40 (1.35)	1.49 (1.15)
Log-likelihood	-656.5	-439.3	-574.4	-584.0
N/k	1032/25	576/25	912/25	816/25
Adj.R2	0.40	0.27	0.39	0.26

Table A5 MNL model estimated attribute coefficients in preference space (t-values in brackets) based on individual choices before and after deliberation, and for the pooled model when assuming endogenous relative scale for choices made after deliberation

Attribute	MNL model; mean coefficient for choices made Before deliberation	MNL model; mean coefficient for choices made After deliberation	MNL Pooled model, Endogenous Relative scale for choices after deliberation
Small (mean)	-0.41 (-2.01)	-0.60 (-2.81)	-0.48 (-3.39)
Large (mean)	-0.44 (-2.69)	-0.55 (-2.98)	-0.47 (-3.92)
Oil (mean)	-0.15 (-1.30)	-0.06 (-0.45)	-0.10 (-1.18)
Fish (mean)	0.08 (0.77)	0.09 (0.87)	0.08 (1.16)
Habitat (mean)	1.16 (9.94)	1.28 (9.40)	1.15 (10.13)
Cost (mean)	-0.02 (-7.37)	-0.02 (-7.89)	-0.02 (-8.48)
Relative scale <sup>a</sup>			1.125 (0.875)
Log-Likelihood value	-1648.6	-1609.5	-3258.7
N, k	1668, 6	1668,6	3336, 7
Adj. R squared	0.097	0.118	0.109

<sup>a</sup> t-value when tested against 1

Table A6 Mean WTP-coefficients and 90% confidence intervals in Euro for each elicitation situation from the MNL-model.

	WTP in Euro, Before	90% CI	WTP in Euro, After	90% CI	Difference
Small	-22.88 (1.77)	-25.8, -20.0	-31.19 (2.40)	-35.1, -27.3	Yes
Large	-24.65 (2.43)	-27.5, -20.7	-28.88 (2.60)	-33.1, -24.6	No
Oil	-8.54 (1.32)	-10.7, -6.4	-3.06 (0.46)	-3.8, -2.3	Yes
Fish	4.31 (0.74)	3.1, 5.5	4.45 (0.83)	3.1, 5.8	No
Habitat	65.14 (-6.81)	54.0, 76.3	67.81 (6.95)	56.4, 79.2	No
Cost <sup>a</sup>	-0.018 (0.0021)		-0.019 (0.0023)		No
LL-value	-1648.6		-1609.5		
Adj. R <sup>2</sup>	0.097		0.1184		
N, k	1668, 6		1668, 6		

<sup>a</sup> In preference space, std.error in brackets, \* significant at 10% level

Table A7 Mean attribute coefficients, (t-values in brackets) based on pooled choices, mean treatment coefficients, (t-values in brackets), and relative scale (t-value in brackets) for treatment coefficients

Attribute	Attribute coefficients for choices made before deliberation	Non-random treatment coefficient for choices made after deliberation
Cost_mean	-0.018 (-7.37)	-0.012 (-3.18)
Small_mean	-0.41 (-2.0)	-0.52 (-1.33)
Large_mean	-0.44 (-2.67)	-0.42 (-1.21)
Oil_mean	-0.15 (-1.30)	0.06 (0.27)
Fish_mean	0.078 (0.77)	0.056 (0.31)
Habitat_mean	1.16 (9.94)	0.85 (2.94)
LL-value	-3258	
N, k	3336, 13	
Adj. R-squared	0.1075	