

Appendix

1. Data

Table D1

Descriptive statistics - first round (n = 341)

Variable	Description	Mean	Std. Dev.	Min	Max
age	Age in years	48.241	16.918	20	92
female	= 1 if female, 0 else	0.545	0.497	0	1
income	Income, in thousands of euros per month	2.037	1.08	0.65	3.999

Table D2

Descriptive statistics - second round (n = 102)

Variable	Description	Mean	Std. Dev.	Min	Max
age	Age in years	49.352	15.004	21	85
female	= 1 if female, 0 else	0.529	0.501	0	1
income	Income, in thousands of euros per month	2.528	1.01	0.65	3.999

2. Modeling

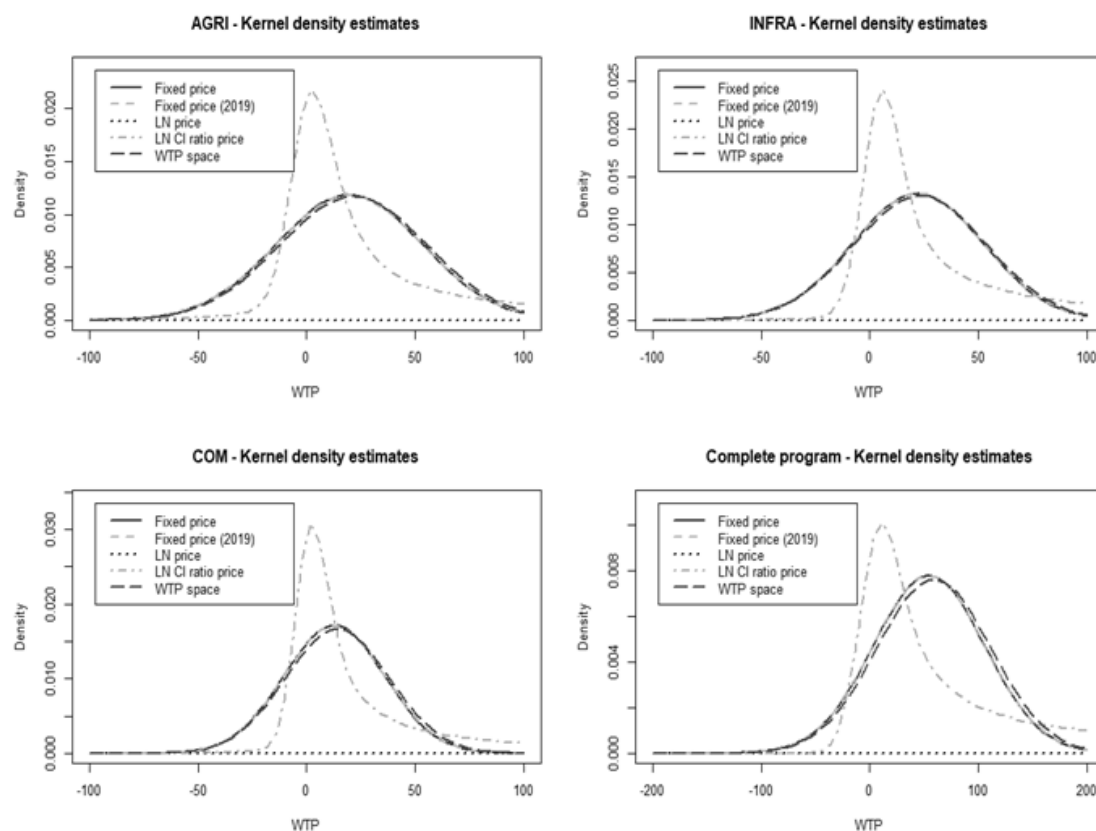


Figure M1. Willingness-to-pay distributions across models (round 1)

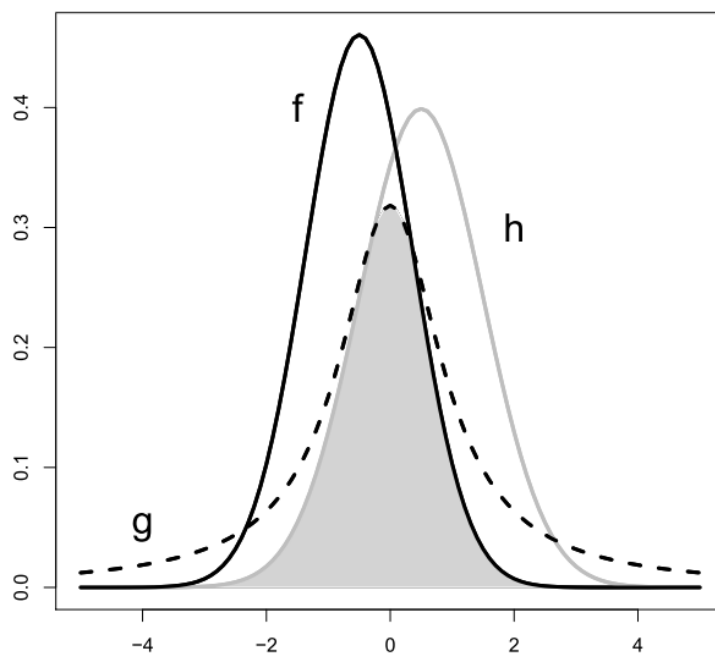


Figure M2. The AC test statistics (Martinez-Camblor et al. 2008)

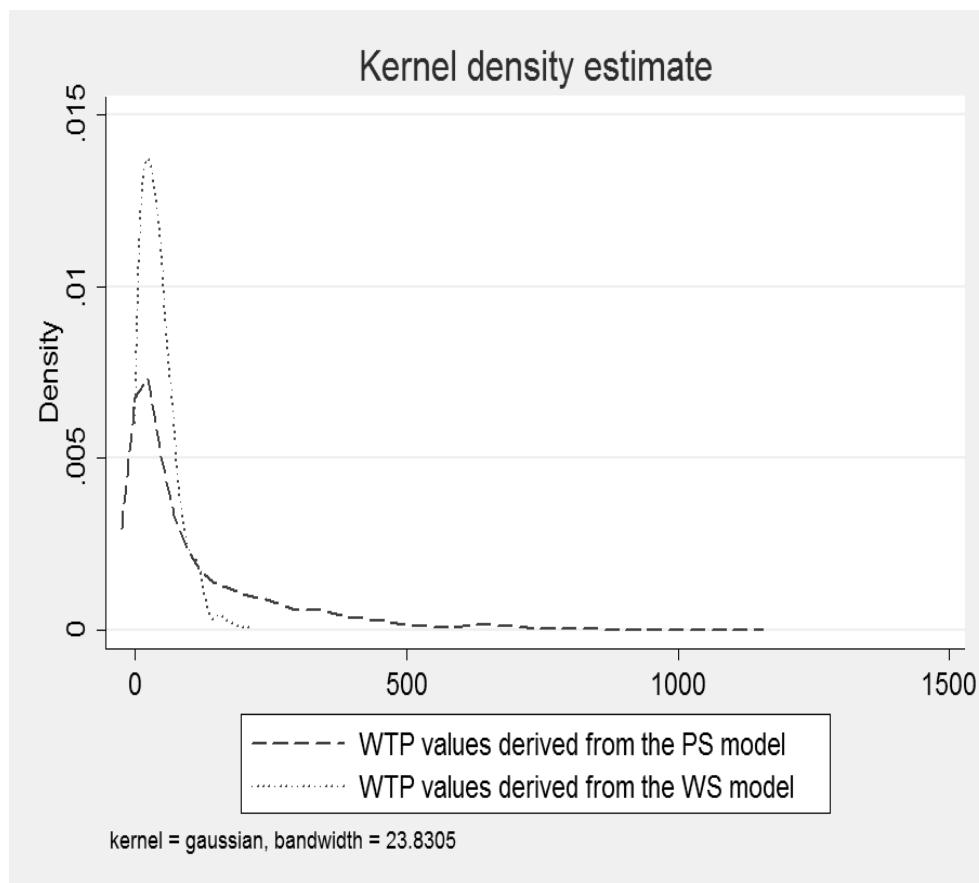


Figure M3. Kernel density estimates of WTP values drawn from the two competing models during step (ii) of survey round two

3. Survey

The screenshot shows a web-based survey interface. At the top, there is a text input field for 'ID (please use a new ID for each respondent)' containing the number '1'. Below this is a dropdown menu for 'Income' set to '2000'. A dropdown menu for 'BLOC' is set to '2'. There are six choice options, each with a dropdown menu: 'Choice 1' (1), 'Choice 2' (2), 'Choice 3' (2), 'Choice 4' (1), 'Choice 5' (2), and 'Choice 6' (1). A 'Favorite choice' dropdown menu is set to '3'. At the bottom, there are three buttons: 'CANCEL', 'CLEAR', and a larger 'CALCULATE' button.

Figure S1. Main interface of the computer program

		GENERATE VALUES (1)		
COST 1	1	26,719	2	55,4004 (2)
COST 2	1	30,7205	2	37,9362 (3)
COST 3	1	0,8934	2	8,7736
COST 4	1	100,3502	2	42,932
COST 5	1	2,4391	2	5,4466
COST 6	1	286,1706	2	6,1271
COST 7	1	7,2095	2	27,5518
COST 8	1	6,5699	2	24,3163
COST 9	1	3,9116	2	23,0664
COST 10	1	190,3426	2	28,5536

Figure S2. Computer interface presented to the respondents during step (iii) of round 2¹

¹(1) The interviewer must click on “Generate Values”, which draws 10 random WTP values for each model.
 (2) The respondent must choose which value is the closest to her/his preferences by clicking on it.

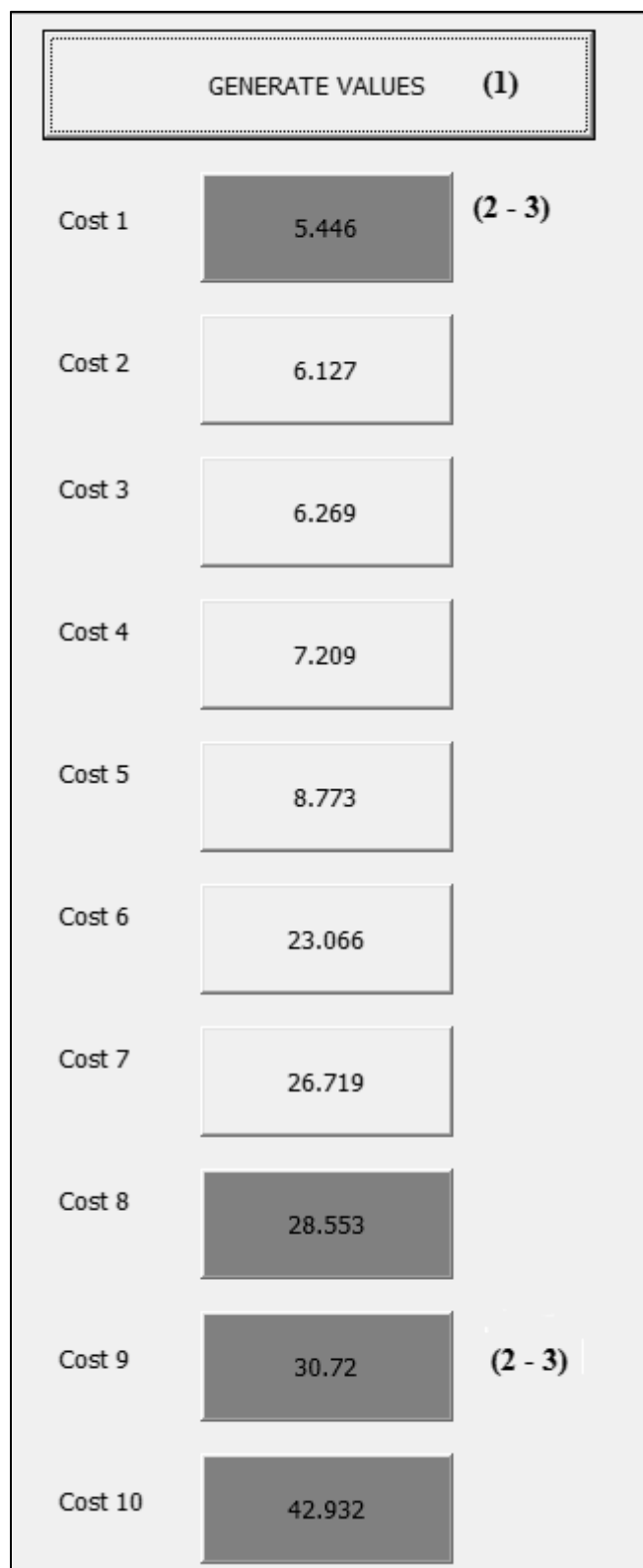


Figure S3. Computer interface presented to the respondents during step (iv) of round 2²

(3) Once the respondent has clicked, the second line becomes visible and the respondent must make a choice again. This procedure is repeated until there are no more values to choose.

² (1) The interviewer must click on “Generate Values”, which sorts and report the 10 WTP values selected by respondents during step (iii)