

Appendix

Table A1: Treatment 1 label user/non label user

	Label user Mean	SD	Marginal Effect Mean	Non user Mean	SD	Marginal Effect Mean
Constant	1.519*** (0.501)			3.611*** (0.531)		
Price	-0.971*** (0.044)		-0.106	-0.873*** (0.061)		-0.108
Age	0.007 (0.006)		0.001	-0.020*** (0.006)		-0.002
Male	0.265* (0.148)		0.025	1.010*** (0.170)		0.108
HHsize	0.222** (0.093)		0.020	0.258* (0.133)		0.027
Kids	-0.238 (0.209)		-0.022	-0.799*** (0.271)		-0.082
Low Income	0.685** (0.343)		0.064	-0.863*** (0.263)		-0.088
High Income	-0.506*** (0.167)		-0.045	-0.315 (0.194)		-0.032
Employed	-0.119 (0.161)		-0.011	-0.234 (0.187)		-0.024
Single	0.322* (0.183)		0.029	-0.575*** (0.218)		-0.057
MSC label	3.612*** (0.186)	1.654*** (0.143)	0.388	0.480** (0.243)	2.041*** (0.243)	0.052
AIC	2576.63			1688.94		
Log likelihood	-1276.31			-832.47		
Observations	4,788			3,078		

Std. errors in parentheses

Table A2: Treatment 2 label user/non label user

	Label User Mean	SD	Marginal Effects Mean	Non User Mean	SD	Marginal Effects Mean
Constant	3.504*** (0.317)			4.080*** (0.461)		
Price	-0.247*** (0.014)		-0.288	-0.452*** (0.019)		-0.058
Age	-0.025*** (0.004)		-0.003	-0.030*** (0.006)		-0.003
Male	0.133 (0.086)		0.014	0.571*** (0.104)		0.063
HHsize	-0.065 (0.059)		-0.007	0.185** (0.080)		0.020
Kids	0.085 (0.130)		0.009	-0.196 (0.169)		-0.021
Low Income	-0.436** (0.177)		-0.045	-1.292*** (0.236)		-0.127
High Income	-0.250** (0.104)		-0.026	-0.043 (0.129)		-0.005
Employed	-0.246** (0.103)		-0.026	-0.621*** (0.149)		-0.064
Single	-0.398*** (0.117)		-0.041	0.097 (0.142)		0.010
Fisheries worldwide	-0.250*** (0.073)	0.636*** (0.090)	-0.025	0.099 (0.089)	-0.653*** (0.121)	0.011
Fisheries EU	-0.216*** (0.069)	0.591*** (0.144)	-0.021	0.019 (0.089)	0.823*** (0.104)	0.003
Heavily overfished	-3.042*** (0.148)	-2.322*** (0.181)	-0.240	-2.489*** (0.147)	1.762*** (0.128)	-0.212
Slightly overfished	-0.893*** (0.105)	1.808*** (0.140)	-0.070	-0.411*** (0.099)	1.231*** (0.112)	-0.035
Bycatch	-2.810*** (0.173)	2.547*** (0.142)	-0.209	-1.579*** (0.138)	2.134*** (0.121)	-0.134
MSC label	1.243*** (0.108)	1.754*** (0.115)	0.104	0.607*** (0.139)	-1.590*** (0.115)	0.058
AIC	10413.80				7407.59	
Log likelihood	-5184.90				-3681.80	
Observations	22,896			13,896	13,896	

Std. errors in parentheses

Table A3: Treatment 3 label user / non label user

	Label user Mean	SD	Marginal Effect Mean	Non user Mean	SD	Marginal Effect Mean
Constant	4.379*** (0.385)			2.169*** (0.366)		
Price	-0.251*** (0.013)		-0.322	-0.471*** (0.014)		-0.061
Age	-0.024*** (0.004)		-0.003	0.013*** (0.004)		0.001
Male	0.653*** (0.106)		0.078	0.228** (0.104)		0.028
HHsize	-0.170* (0.087)		-0.020	0.182** (0.074)		0.022
Kids	-0.034 (0.172)		-0.004	-0.380** (0.164)		-0.045
Low Income	-0.365 (0.237)		-0.041	0.259 (0.222)		0.032
High Income	0.131 (0.123)		0.015	0.160 (0.115)		0.020
Employed	-0.565*** (0.132)		-0.063	0.374*** (0.124)		0.058
Single	-0.389*** (0.129)		-0.043	-0.314** (0.132)		-0.038
Fisheries worldwide	-0.079 (0.063)	-0.336*** (0.109)	-0.009	-0.225*** (0.068)	0.675*** (0.075)	-0.026
Fisheries EU	-0.173*** (0.062)	-0.354*** (0.089)	-0.019	-0.182*** (0.058)	-0.132 (0.095)	-0.022
Heavily overfished	-3.680*** (0.178)	2.401*** (0.136)	-0.293	-2.359*** (0.168)	2.240*** (0.262)	-0.211
Slightly overfished	-0.769*** (0.066)	0.543*** (0.067)	-0.068	-0.850*** (0.072)	-0.782*** (0.081)	-0.084
Bycatch	-2.519*** (0.133)	2.200*** (0.109)	-0.205	-1.553*** (0.114)	2.349*** (0.157)	-0.140
MSC label	0.388*** (0.065)	0.674*** (0.070)	0.034	0.275*** (0.058)	-0.497*** (0.096)	0.028
AIC	8947.68				9413.78	
Log likelihood	-4451.83				-4684.89	
Observations	18,000	18,000		18,360	18,360	

Std. errors in parentheses

Ngene Code for generating the choice sets

Experiment 1

Design

;alts = fish1*, fish2*, no fish product

;rows=6

;eff=(rppanel, d)

;alg=all

;model:

U(Fisch1) = price[-0.84200]*P[1.92, 3.36, 4.40, 8.03] + label[n,3.17584,0.32712]*MSC[0,1]/

U(Fisch2) = price*P+ label*MSC;

Experiment 2

Design

;alts = fish1*, fish2*, no fish product

;rows = 24

;block = 3

;eff=(rppanel,d)

;start= Design_T3.xls

;model:

U(Fish1) = fix[2.49718] + price[-0.43378]* P[1.92, 3.36, 4.40, 8.03] + catcharea.dummy[-0.29212|-0.96431]*H[0,1,2] + stock.dummy[-3.71123|-1.08216]*S[0,1,2] + bycatch[n,-2.97723,0.43583]*B[0,1]+label[n,1.53957,0.33531]*M[0,1]/

U(Fish2) = fix + price*P+ catcharea*H+ stock*S+ bycatch*B+label*M;

Experiment 3:

Design

;alts = fish1*, fish2*, no fish product

;rows = 24

;block = 3

;eff=(rppanel,d)

;start= Design_T4.xls

;cond:

if(Fish1.M=1, Fish1.S=2),

if(Fish1.M=1, Fish1.B=0),

if(Fish2.M=1, Fish2.S=2),

if(Fish2.M=1, Fish2.B=0)

;model:

U(Fish1) = fix[2.49718] + price[-0.43378]* P[1.92, 3.36, 4.40, 8.03] + catcharea.dummy[-0.29212|-0.96431]*H[0,1,2] + stock.dummy[-3.71123|-1.08216]*S[0,1,2] + bycatch[n,-2.97723,0.43583]*B[0,1]+label[n,1.53957,0.33531]*M[0,1]/

U(Fish2) = fix + price*P+ catcharea*H+ stock*S+ bycatch*B+label*M;