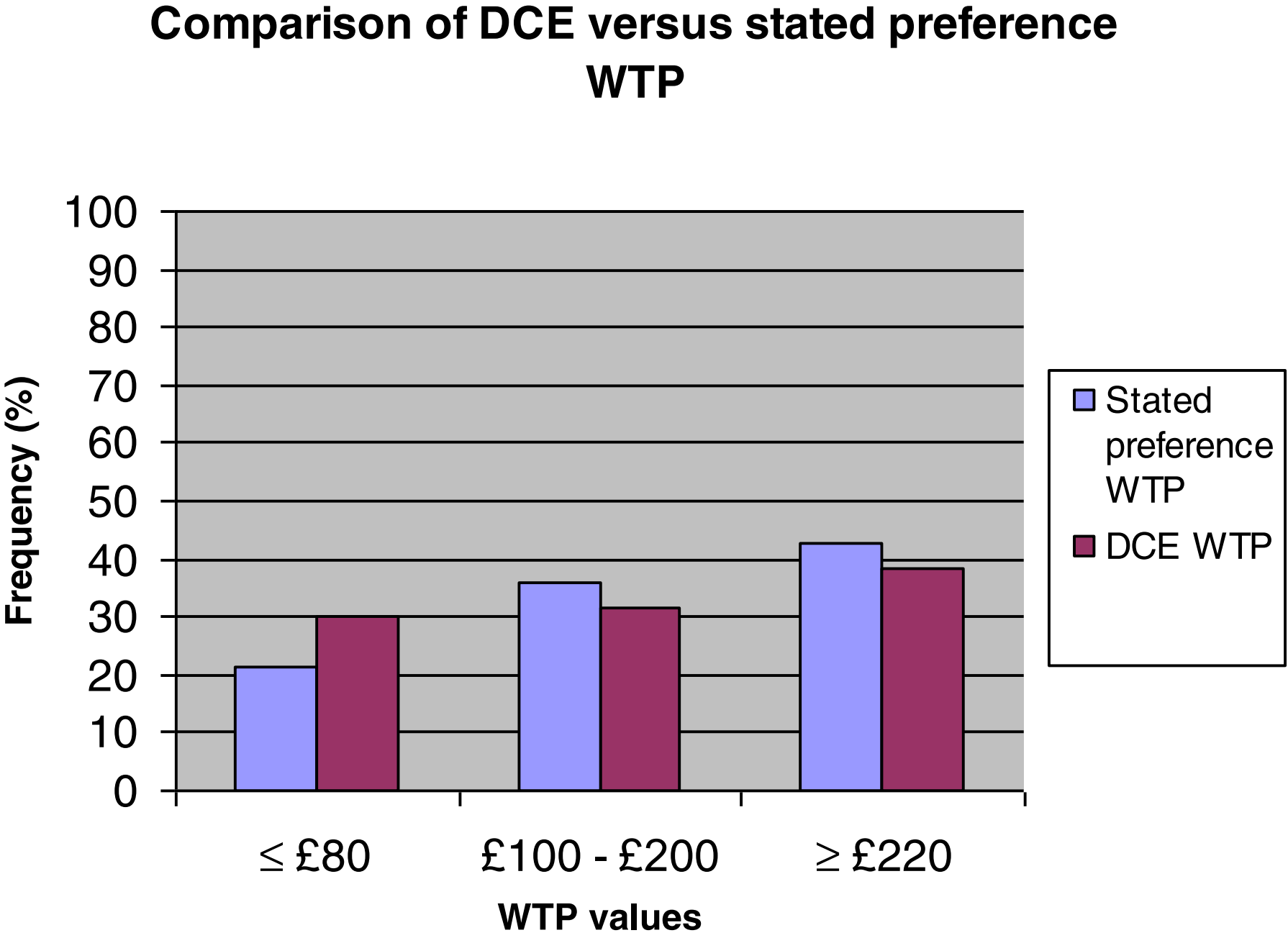
Comparison of DCE versus stated preference WTP
100
90
80
70
60
50
40
30
20
10
0
Frequency (%)
≤ £80
£100 - £200
≥ £220
WTP values
Stated preference WTP
DCE WTP