Contingent behavior (CBQ)
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Contingent Behaviour

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1 Introduction

Contingent behavior questions ask individuals what they would do under hypothetical circumstances. They can be combined with observed behaviors within the travel cost method, or can be asked of their own, to help place a value on specified (non−market) private goods.

2 Methodology

Suppose, for example, that data was gathered from a sample of anglers about their actual fishing trips to a particular fishing site. Suppose that each angler reported the number of fishing trips he or she took to this site over the last 12 months, and the price per trip. These data represent these anglers’ actual behaviors. Suppose now that the same anglers were asked (i) how many times they go fishing in a year if the price per trip increased by a specified percentage; (ii) how many times they would go fishing in a year if the conditions at the site changed (for example, water quality or the catch rate improved); (iii) whether the angler would continue to go fishing or stop going altogether if the price per trip increased to X.

Questions (i), (ii), and (iii) are possible examples of contingent behavior questions. The responses to these questions can be combined with the actual trips to estimate the demand for fishing trips as a function of price and current/changed environmental quality. Questions (i) and (iii) allow the researcher to get a better sense for the slope of the recreational demand function and for the choke price (i.e., the price at which the angler will forgo fishing altogether), while question (ii) allows the researcher to estimate the shift in the demand function as the quality of the site changes. All of these questions allow better estimates of the welfare associated with access to the site at the present and at improved conditions.

3 Process

These questions are usually asked in surveys, along with questions about actual behaviors.

4 Review

4.1 Evaluation results

Not described yet.

4.2 Experiences

Not described yet.

4.3 Combinations

The tool provides input for Cost−benefit Analysis. The tool can be used with Market methods and non−market valuation methods. Alternative tools are: Contingent Valuation, Travel cost method.
4.4 Strengths and weaknesses

Strengths:

• the method allows one to examine policies and options outside of those observed at present

Weaknesses:

• hypothetical behaviors

4.5 Further work

Not described yet.

4.6 References

Not described yet.