Figure 5. Tallest Redwood

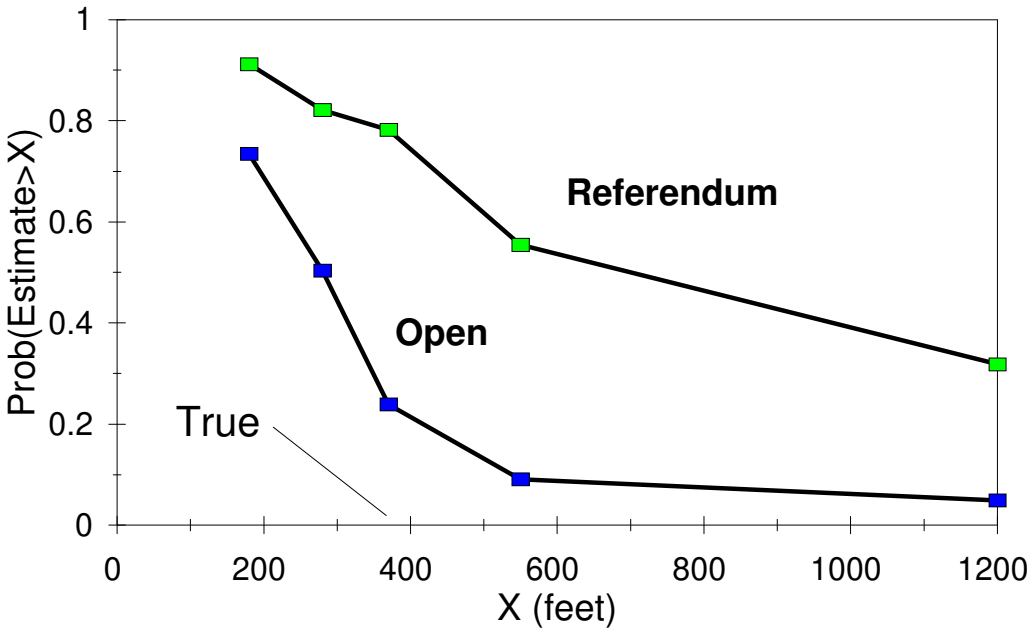

Figure 6. Comparison of Behavior Across Tasks

CRITERION	Seabirds	Redwoods	Gasoline	Rainfall	Accidents
Marginal effect of starting point bid	0.284	0.513	0.275	0.591	0.216
Nonparametric Referendum inflation factor	2.60	1.99	2.38	2.04	1.83
Bias in Open-Ended Mean	NA	34.0%	13.4%	-58.4%	NA
Bias in Nonparametric Referendum Mean	NA	166.3%	169.5%	-15.2%	NA

TASKS:

Seabirds: Value of 50,000 offshore Pacific coast seabirds saved from small oil spills
Redwoods: Heigth in feet of tallest redwood in California
Gasoline: Average monthly consumption in gallons of U.S. individual car owners
Rainfall: Number of inches of rainfall each year at Mount Wialeale, Hawaii
Accidents: Value of highway improvements to reduce accident rate by 20 percent

NOTES

The marginal effect of the starting point bid is the coefficient of a regression of open-ended follow-up WTP on bid.
The nonparametric referendum inflation factor is the ratio of the referendum to the open-ended means, where the means are estimated from the area under the complementary cumulative distribution function.
The bias is the percentage deviation of the mean response from the true value.