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# The Economic Importance of Alaska's Wildlife in 2011

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## Appendix K: Contingent Valuation Results

Prepared for:

The Alaska Department of Fish and Game



Prepared by:

**ECONorthwest**  
ECONOMICS • FINANCE • PLANNING



## Appendix K – Contingent Valuation Results

**Table K-1. Final Willingness-to-Pay (WTP) Values**

Survey	Question Topic	Mean WTP (Across Total Population)
Resident Population	Amount willing to pay into a wildlife and habitat conservation fund (every year for 5 years)	\$59.15
Resident Population	Amount willing to pay into a conservation fund for brown bears (every year for 5 years)	\$39.85
Resident Population	Amount willing to pay into a conservation fund for seabirds such as puffins (every year for 5 years)	\$90.40
Resident Population	Amount willing to pay into a conservation fund for caribou (every year for 5 years)	\$52.67
Resident Population	Amount willing to pay into a conservation fund for moose (every year for 5 years)	\$45.93
Resident Wildlife Viewing	Additional amount willing to pay for the same 2011 trip	\$267.95
Resident Wildlife Viewing	Additional amount willing to pay for the same 2011 trip but with a visit to a specially managed wildlife-viewing area	\$145.49
Resident Hunting	Additional amount willing to pay for the same 2011 trip	\$438.44
Visitor Population	Amount willing to pay into a wildlife and habitat conservation fund (every year for 5 years)	\$31.71
Visitor Wildlife Viewing	Additional amount willing to pay for the same 2011 trip	\$858.16
Visitor Wildlife Viewing	Additional amount willing to pay for the same 2011 trip but with a visit to a specially managed wildlife-viewing area	\$402.97
Visitor Hunting	Additional amount willing to pay for the same 2011 trip	\$765.10

Note: See Appendix A for a description of the questions and analysis.

**Table K-2. Conservation Fund Willingness-to-Pay (WTP): Raw and Adjusted Values**

Survey	Question Topic	Raw Mean WTP Results	Percentage of Respondents Willing to Contribute	Mean WTP (Total Population)
<b>Resident Population</b>	Amount willing to pay into a wildlife and habitat conservation fund (every year for 5 years)	\$138.45	43%	\$59.15
<b>Resident Population</b>	Amount willing to pay into a conservation fund for brown bears (every year for 5 years)	\$129.40	31%	\$39.85
<b>Resident Population</b>	Amount willing to pay into a conservation fund for seabirds such as puffins (every year for 5 years)	\$222.69	41%	\$90.40
<b>Resident Population</b>	Amount willing to pay into a conservation fund for caribou (every year for 5 years)	\$146.81	36%	\$52.67
<b>Resident Population</b>	Amount willing to pay into a conservation fund for moose (every year for 5 years)	\$118.89	39%	\$45.93
<b>Visitor Population</b>	Amount willing to pay into a wildlife and habitat conservation fund (every year for 5 years)	\$70.08	45%	\$31.71

Note: The “Raw Mean WTP Results” were multiplied by the percentage of respondents that said “Yes” to an initial question asking whether they would be willing to make a contribution to the fund. The “Raw Mean WTP Results” is the average value across those respondents who said “Yes” to that initial question. The percentage of respondents who said “Yes” is indicated in the column labeled “Percentage of Respondents Willing to Contribute.” Those that said “No” were not asked about the amount they would be willing to pay. Multiplying the “Raw Mean WTP Results” by the percentage that said “Yes” produces an average value (in the column labeled “Mean WTP (Total Population)”) that can be applied across the total population.