**Supplementary information**

Supplementary Table 1. Relationship between response to the first question and demographic factors.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Coefficient | | | | | | | | | | | |
| Q1 |  | Q2 |  | Q3 |  | Q4 |  | Q5 |  | Q6 |  |
|  | Income | 0.0014\*\* |  | 0.00099\* |  | 0.0014\*\*\* |  | 0.00066 |  | 0.0011\*\* |  | -0.000014 |  |
|  | Age | -0.0031 |  | 0.0022 |  | -0.015\* |  | -0.0049 |  | -0.012 |  | -0.0015 |  |
|  | Marital status | 0.49\*\* |  | -0.27 |  | 0.39\* |  | 0.089 |  | 0.58\*\*\* |  | 0.075 |  |
|  | Pattern of employment | -0.57\*\* |  | 0.40\* |  | -0.44\* |  | 0.30 |  | -0.40 |  | 0.26 |  |
|  | Education level | 0.23 |  | 0.0026 |  | 0.096 |  | 0.11 |  | -0.024 |  | 0.16 |  |
|  | \**p* < 0.1; \*\**p* < 0.05, \*\*\**p* < 0.01 | |  |  |  |  |  |  |  |  |  |  |  |

Supplementary Figure 1 Example of WTP questionnaire (Questionnaire 7)

