**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)

