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Calibrating Dissimilar Payment Vehicles in Contingent Valuation Studies: An Example of Reducing
Hydrilla in Two North Florida Spring-Fed River Systems

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Abstract

Choice of payment vehicle (PV) is important to contingent-valuation practitioners. They are often left using scenarios that may elicit bias responses; for example hypothetical gate fees in open access areas. Utility bills may avoid bias, but introduce a scaling problem. A survey of north-Florida spring-based recreation calibrates these two dissimilar PVs.