

Appendix P. Contingent Valuation Results: Adults

First, they were asked what is the most they would be willing and able to pay to remove their FHS for a temporary period. They were randomly assigned a duration of 1 year, 3 years or 5 years.

They were then asked what is the most they would be willing and able to pay to remove their condition permanently.

Adult CVM Results: Temporary Removal

CVM Results: Temporary Removal in Aggregate

The mean WTP values for 1 year, 3 years or 5 years of removal for the pooled data are £696, £1678 and £2174 respectively, the median values are £100, £300 and £500 respectively – these median values correspond to a WTP value of £100/year.

Table 1. Summary statistics: Whole Sample by Removal Period

| Removal period | mean | sd | N | min | p25 | Median | p75 | Max |
|----------------|---------|---------|-----|-----|-----|--------|------|--------|
| 1 year | 696.13 | 2559.23 | 424 | 0 | 0 | 100 | 500 | 40000 |
| 3 year | 1678.01 | 6230.84 | 423 | 0 | 5 | 300 | 1200 | 100000 |
| 5 year | 2173.51 | 4585.68 | 418 | 0 | 10 | 500 | 2500 | 50000 |

CVM Results: Temporary Removal by Condition

The mean WTP values for 1 year, 3 years or 5 years of removal for adults with a food allergy are £716, £1681, £2135 respectively, the median values are £100, £300 and £500 respectively – these median values correspond to a WTP value of £100/year.

Table 2. Summary statistics: Food Allergy by Removal Period

| Removal period | mean | sd | N | min | p25 | Median | p75 | Max |
|----------------|---------|---------|-----|-----|-----|--------|------|-------|
| 1 year | 716.16 | 1869 | 117 | 0 | 0 | 100 | 500 | 15000 |
| 3 year | 1680.85 | 4266.34 | 109 | 0 | 1 | 300 | 1000 | 30000 |
| 5 year | 2135.45 | 4248.54 | 97 | 0 | 15 | 500 | 2500 | 30000 |

The mean WTP values for 1 year, 3 years or 5 years of removal for adults with coeliac disease are £682, £1713 and £2011 respectively, the median values are £100, £300 and £875 respectively.

Table 3. Summary statistics: Coeliac Disease by Removal Period

| Removal period | mean | sd | N | min | p25 | Median | p75 | Max |
|----------------|---------|---------|-----|-----|-----|--------|------|-------|
| 1 year | 682.03 | 1919.42 | 179 | 0 | 0 | 100 | 500 | 15000 |
| 3 year | 1712.81 | 4814.34 | 183 | 0 | 0 | 300 | 1500 | 50000 |
| 5 year | 2011.41 | 3435.62 | 192 | 0 | 0 | 875 | 2500 | 25000 |

The mean WTP values for 1 year, 3 years or 5 years of removal for adults with a food intolerance are £698, £1627 and £2443, the median values are £100, £250 and £500 respectively.

Table 4. Summary statistics: Food Intolerance by Removal Period

| Removal period | mean | sd | N | min | p25 | Median | p75 | Max |
|----------------|---------|---------|-----|-----|-----|--------|------|--------|
| 1 year | 697.53 | 3668.8 | 128 | 0 | .5 | 100 | 250 | 40000 |
| 3 year | 1627.04 | 8857.31 | 131 | 0 | 50 | 250 | 1000 | 100000 |
| 5 year | 2443.41 | 6102.64 | 129 | 0 | 30 | 500 | 2000 | 50000 |

The relationship between the mean WTP and the removal period is monotonic, with evidence of declining value of additional years (annual value is lower for 3 or 5 years of removal, than for 1 year).

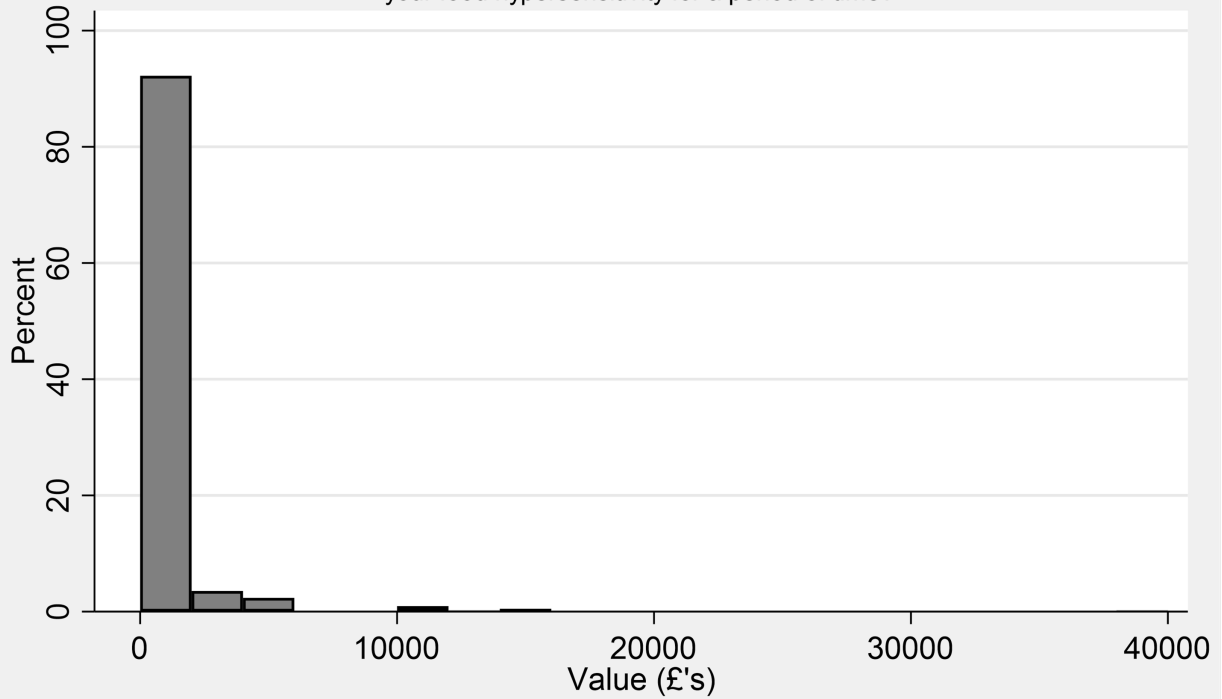
Table 5. CVM WTP Values, in aggregate and by Condition

| Value | years | Mean, £ | /year | years | Median, £ | /year |
|-------------|-------|---------|-------|-------|-----------|-------|
| Aggregate | 1 | 696 | 696 | 1 | 100 | 100 |
| Aggregate | 3 | 1678 | 559 | 3 | 300 | 100 |
| Aggregate | 5 | 2174 | 435 | 5 | 500 | 100 |
| Allergy | 1 | 716 | 716 | 1 | 100 | 100 |
| Allergy | 3 | 1681 | 560 | 3 | 300 | 100 |
| Allergy | 5 | 2135 | 427 | 5 | 500 | 100 |
| Coeliac | 1 | 682 | 682 | 1 | 100 | 100 |
| Coeliac | 3 | 1713 | 571 | 3 | 300 | 100 |
| Coeliac | 5 | 2011 | 402 | 5 | 875 | 175 |
| Intolerance | 1 | 698 | 698 | 1 | 100 | 100 |
| Intolerance | 3 | 1627 | 542 | 3 | 250 | 83 |
| Intolerance | 5 | 2443 | 489 | 5 | 500 | 100 |

Figure 1 Distribution of open ended WTP by period: adults

Maximum WTP for 1 year removal

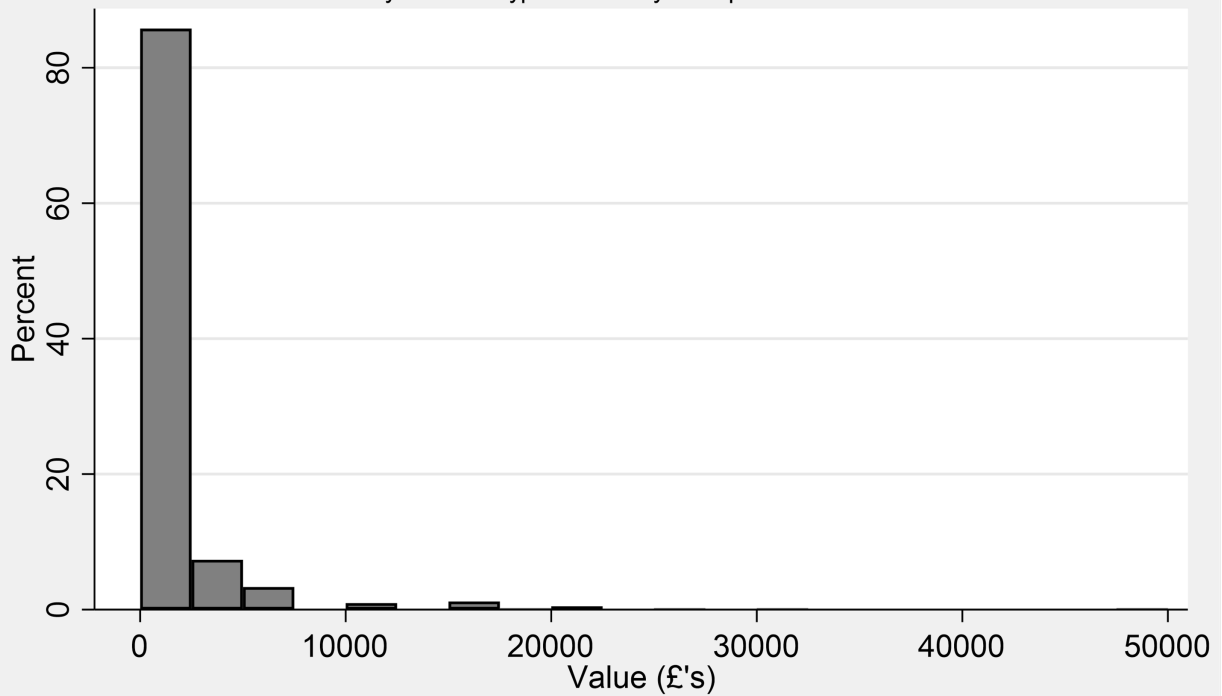
What is the most you would pay to remove your food hypersensitivity for a period of time?



Outlier of £100,000 removed

Maximum WTP for 3 years removal

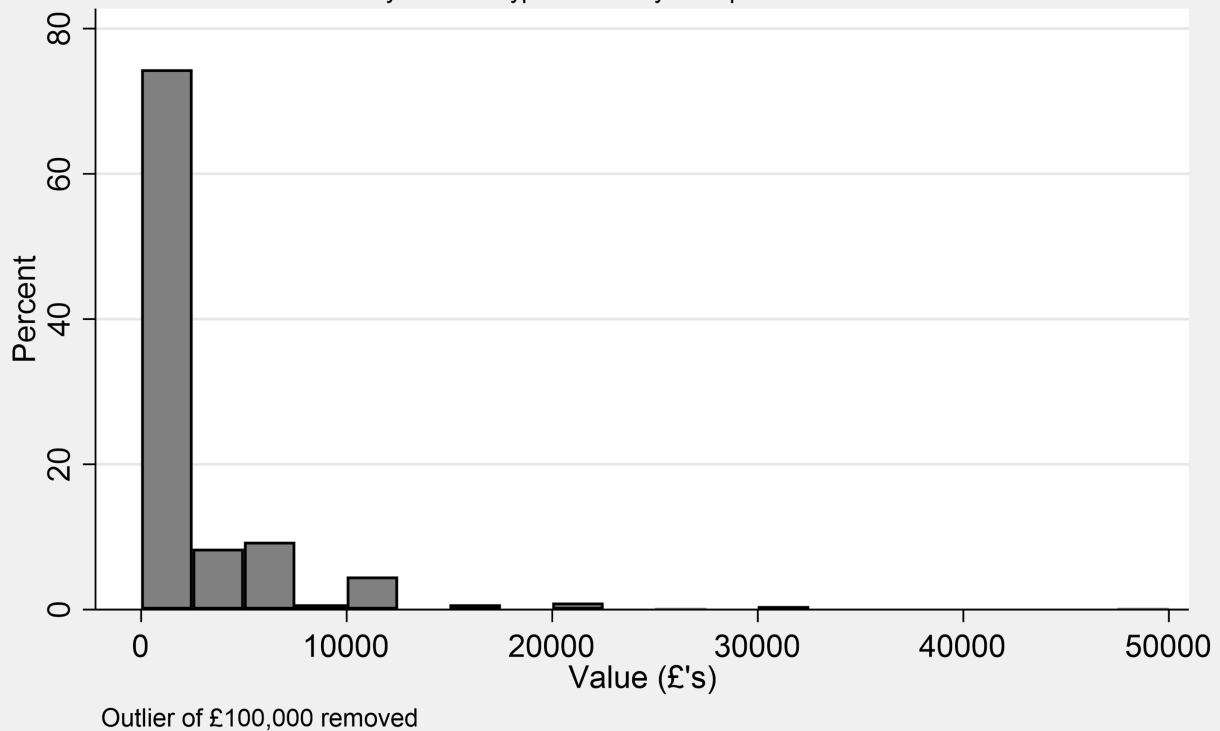
What is the most you would pay to remove your food hypersensitivity for a period of time?



Outlier of £100,000 removed

Maximum WTP for 5 years removal

What is the most you would pay to remove your food hypersensitivity for a period of time?



CVM Results: Permanent Removal

The mean WTP value for permanent removal for the pooled data was £5367, the median value was £1000.

Table 6. What is the most you are willing to pay for permanent removal of your condition?

| - | mean | std. Dev | N | Min | p25 | Median | p75 | max |
|-------------|--------|-----------|-----|-----|-----|--------|------|--------|
| Maximum WTP | 5366.8 | 11203.133 | 299 | 0 | 300 | 1000 | 5000 | 100000 |

The mean WTP value for permanent removal of food allergy, coeliac disease and food intolerance conditions are £6184, £6996 and £4054 respectively.

Table 7. What is the most you are willing to pay for permanent removal of your condition? By Only or Worst Condition

| Only or worst condition | mean | sd | N | min | p25 | Median | p75 | max |
|-------------------------|--------|----------|-----|-----|-----|--------|------|--------|
| Food allergy | 6183.7 | 13166.96 | 366 | 0 | 70 | 5000 | 5000 | 100000 |
| Coeliac disease | 6996.3 | 14326.14 | 584 | 0 | 500 | 2500 | 7000 | 100000 |
| Food intolerance | 4054.3 | 9796.37 | 419 | 0 | 100 | 1000 | 5000 | 100000 |