

Appendix Q. Contingent Valuation Results: Children

First, they were asked what is the most they would be willing and able to pay to remove their child's FHS for a temporary period. They were then asked what is the most they would be willing and able to pay to remove their child's condition permanently.

Child CVM Results: Temporary Removal

Respondents were asked what is the most they are willing to pay for the removal of their child's FHS for a predefined number of years removal. They were randomly assigned one of: 1 year, 3 years and 5 years.

Child CVM Results: Temporary Removal, Aggregate

The mean WTP values for 1 year, 3 years or 5 years of removal for the pooled data (not disaggregated by condition) are £1603, £4134 and £6581 respectively, the median values are £250, £1000 and £1500 respectively

Table 1. Summary statistics: Whole Sample by Removal Period

Removal period	mean	sd	N	min	p25	Median	p75	max
1 year	1603.32	4383.3	201	0	2	250	1000	30000
3 years	4134.48	11205.04	196	0	4.5	1000	3000	100000
5 years	6581.04	16403.43	197	0	5	1500	5000	100000

Child CVM Results: Temporary Removal, by Condition

The mean WTP values for 1 year, 3 years or 5 years of removal of food allergy for a child 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
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1 year	2117.3	5132.63	141	0	0	500	1200	30000
3 years	4134.02	11648.04	127	0	0	1000	3000	100000
5 years	6745.29	16437.02	137	0	4	1200	5000	100000

The mean WTP values for 1 year, 3 years or 5 years of removal of coeliac disease for a child are £342, £7504 and £10833 respectively, the median values are £75, £1500 and £1500 respectively. As reported elsewhere, we note the small sample size of parents of children with coeliac disease and these small numbers were randomly assigned to one of three temporary durations, further reducing the sample size for specific durations of removal.

Table 3. Summary statistics: Coeliac Disease by Removal Period

Removal period	mean	sd	N	min	p25	Median	p75	max
1 year	342.3	451.91	20	0	0	75	500	1500
3 years	7504.3	15765.21	24	0	51	1500	5000	75000
5 years	10833.6	26867.3	21	0	0	1500	5000	100000

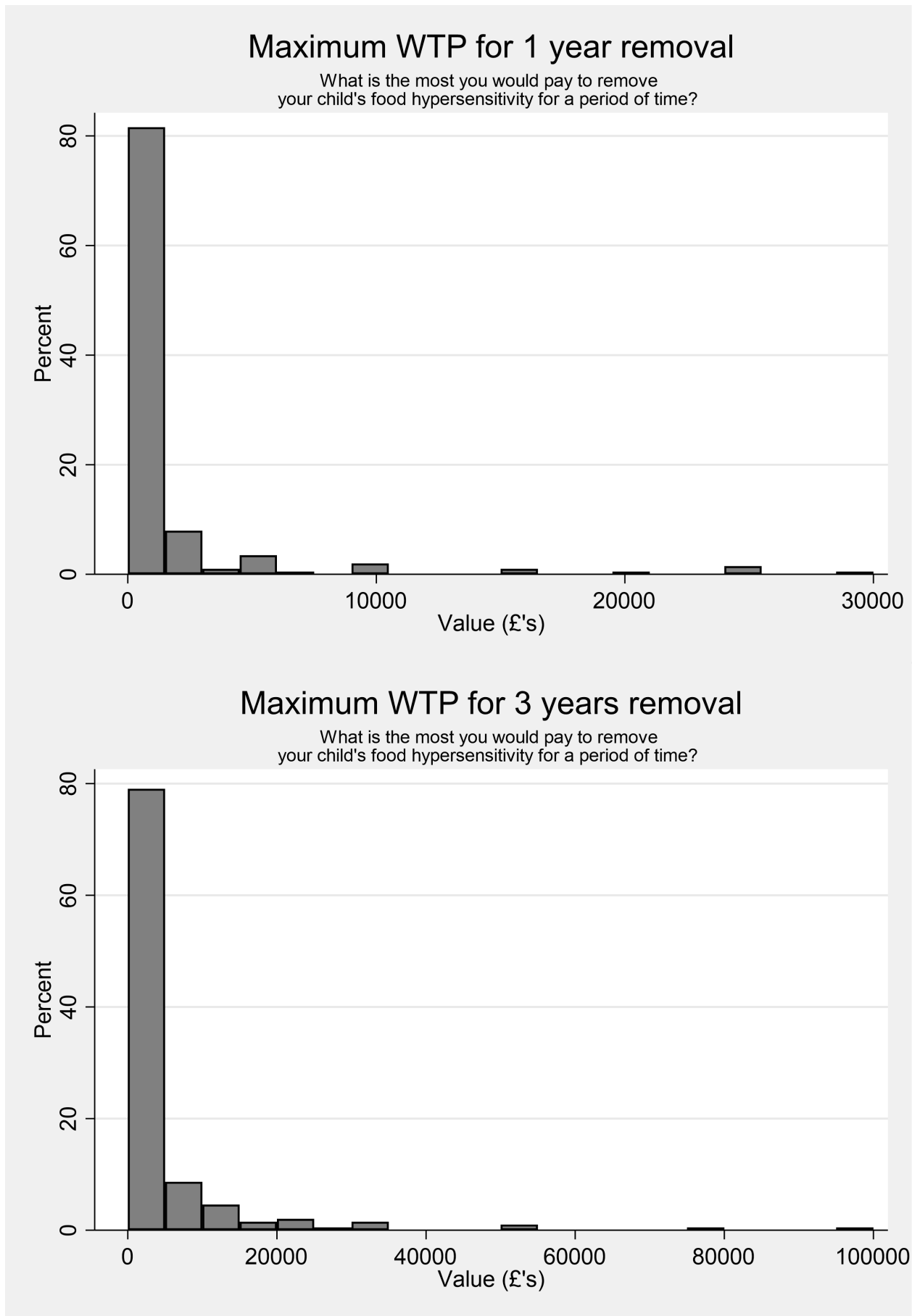
The mean WTP values for 1 year, 3 years or 5 years of removal of food intolerance for a child are £422, £2339 and £3714, the median values are £125, £300 and £2500 respectively.

Table 4. Summary statistics: Food Intolerance by Removal Period

Removal period	mean	sd	N	min	p25	Median	p75	max
1 year	422.1	812.98	40	0	75	125	500	5000
3 years	2338.6	5337.22	45	0	15	300	2000	30000
5 years	3714.2	4738.6	39	0	500	2500	5000	25000

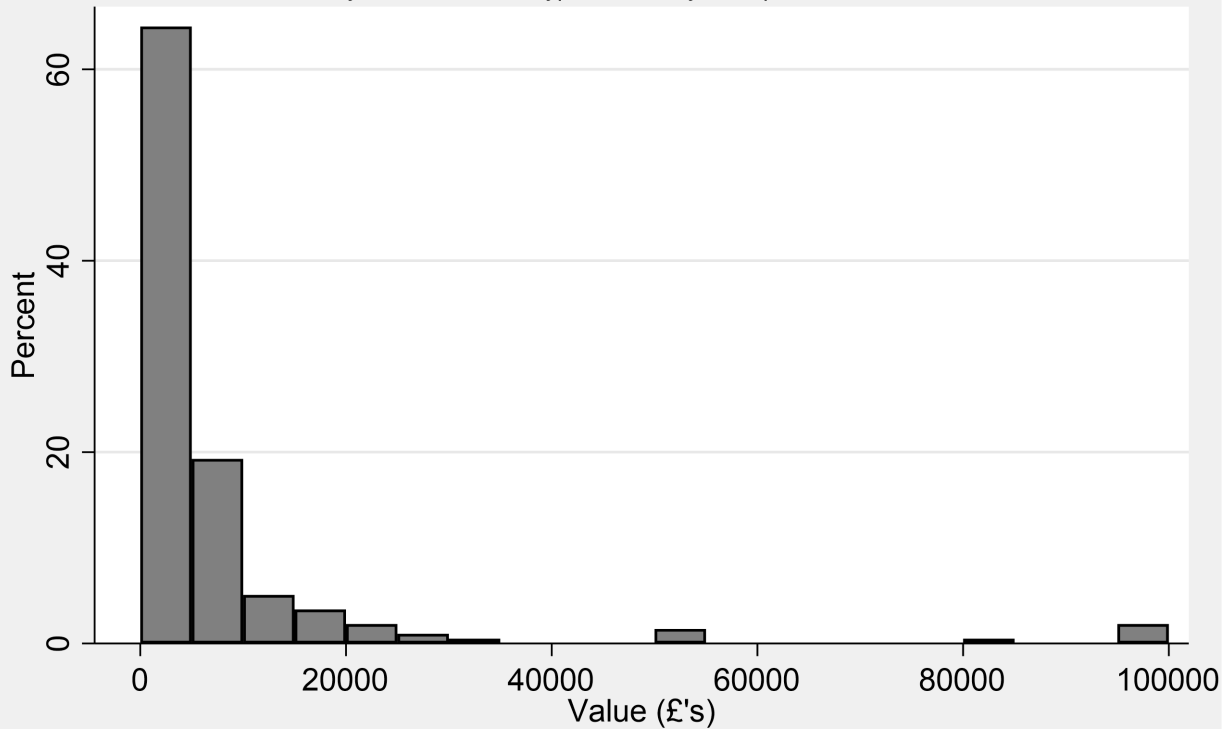
The relationship between the amount a respondent is willing to pay and the removal period is monotonic. For the adults there was greater consistency between the annualized WTP values across the condition than is the case for parents responding regarding temporary relief for their children: the WTP values for food intolerance are lower than for food allergy or coeliac disease.

Figure 2 Distribution of open ended WTP by period: children



Maximum WTP for 5 years removal

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



Child CVM Results: Permanent Removal

The mean WTP value for permanent removal of the child's condition for the pooled data is £16912, the median value was £5000.

Table 5: Maximum willingness to pay for permanent removal of child's only/worst condition, aggregate.

-	mean	Std. Dev.	N	min	p25	Median	p75	Max
Maximum WTP	16912.15	27294.25	698	0	500	5000	20000	100000

The mean WTP values for permanent removal of a child's food allergy, coeliac disease and food intolerance are £16982, £19820 and £6648 respectively.

Table 6: Maximum willingness to pay for permanent removal of child's only/worst condition.

Only or worst condition	mean	sd	N	min	p25	Median	p75	max
Coeliac disease	16981.6	26893.22	70	0	1000	5500	20000	100000
Food Allergy	19819.7	29458.99	489	0	1000	5000	25000	100000
Food Intolerance	6648.4	14004.47	139	0	200	1000	10000	100000

The WTP values of parents regarding their children are significantly higher than those for adults regarding their own conditions. As with temporary removal the parents WTP regarding food intolerance were much lower than those for food allergy or coeliac disease which were of a similar magnitude.