Willingness-to-pay questioning sequence

When your child gets ill your family incurs losses such as medical costs, lost productivity and missed leisure time. We are now going to ask you a hypothetical question.

Suppose you were told in the next month your child was going to contract another illness, like the one they have just had. Assume you can purchase a special preventative medicine to completely avoid getting this illness again.

**Version 1:** How much are you willing to pay for this medicine? Take into account that the money you spend on this will then not be able to be used on other things such as leisure activities. $__________________________

**Version 2:** Think about how much you are willing to pay for this medicine. Take into account that the money you spend on this will then not be able to be used on other things such as leisure activities. Would you be willing to pay $50? $200? $350 $500? (Once they answer no, go down in $50 increments, then $25 increments until you get their maximum willingness-to-pay).

**Version 3:** Think about how much you are willing to pay for this medicine. Take into account that the money you spend on this will then not be able to be used on other things such as leisure activities. Would you be willing to pay $500 $350 $200? $50? (Once they answer yes, go up in $50 increments, then $25 increments until you get their maximum willingness-to-pay).