

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).

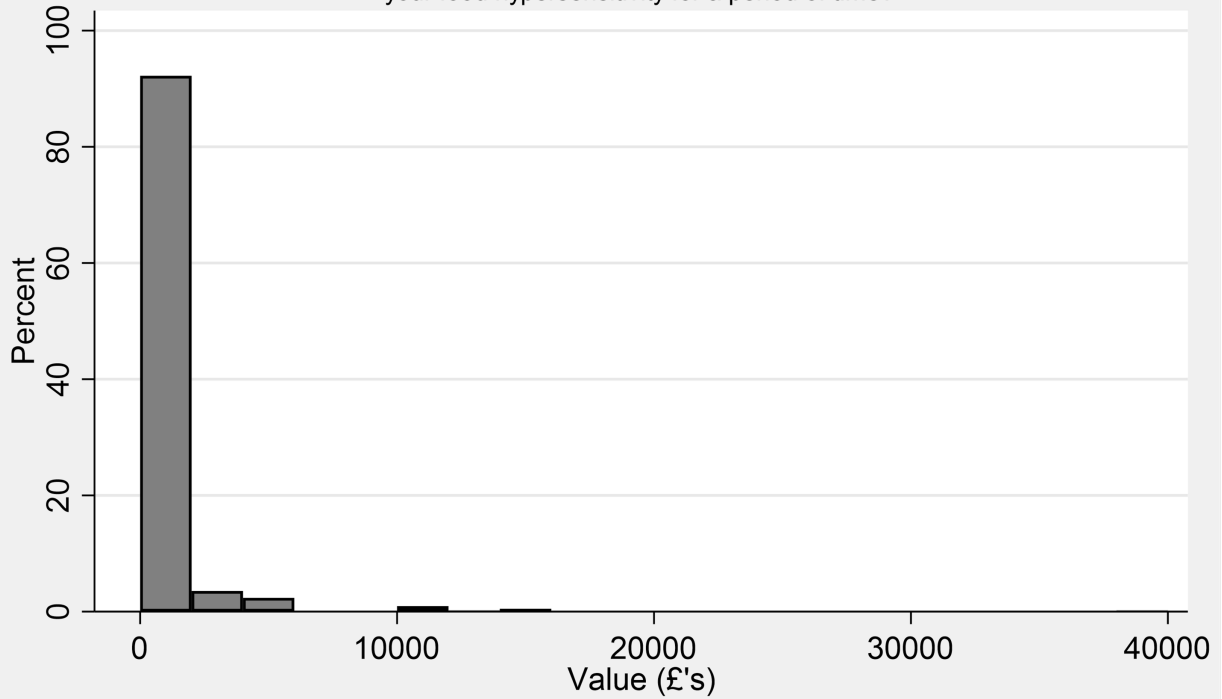
Table 5. CVM WTP Values, in aggregate and by Condition

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

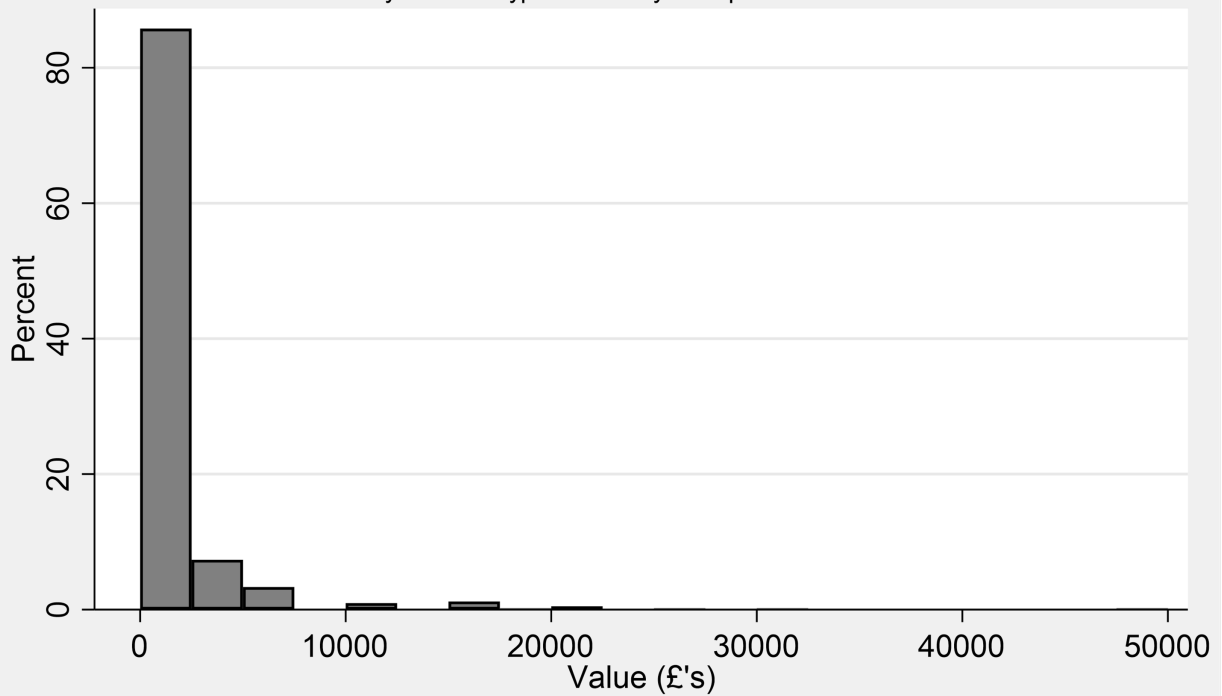
What is the most you would pay to remove your food hypersensitivity for a period of time?



Outlier of £100,000 removed

Maximum WTP for 3 years removal

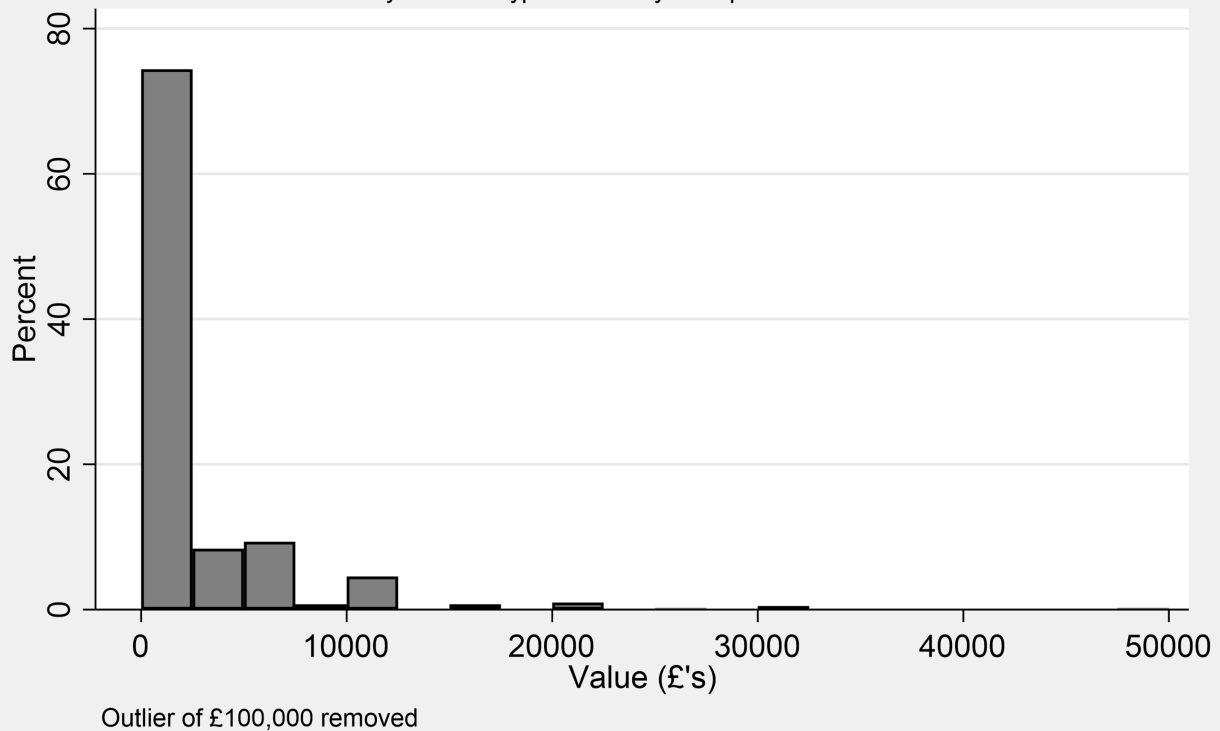
What is the most you would pay to remove your food hypersensitivity for a period of time?



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