

RELIABILITY OF PEOPLE'S RESPONSES TO JAPAN'S ANTI-GLOBAL WARMING POLICIES

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This paper investigates causes of variability in the amounts of willingness to pay answered in a series of contingent valuation surveys for the implementation of anti-global warming policies by the Japanese government. It is not easy to evaluate both the risk of global warming and the benefit of anti-global warming policies. Therefore, different contexts in which the global warming question is presented would result in different answers. The study focuses on the effect of a preceding evaluation task on the stated values of the anti-global warming policies.

The study uses the data obtained from the Satsunai Survey. The survey was done in 1998 in order to evaluate the project of protecting the natural environment of River Satsunai, Japan. That task was accomplished using a double-bounded dichotomous-choice question format. The survey also asked respondents for evaluating Japan's anti-global warming policies in the next question following the Satsunai River question. A payment-card question format was used for this question. The survey was done in three locations in Japan; Sapporo City in Hokkaido Prefecture, Ohta Ward in Tokyo Prefecture and Hidaka City in Saitama Prefecture. Two randomly selected samples were prepared in each survey location and one sample was subjected to face to face interviews while the other to a mail survey.

We investigated the effects of the first question on the answers to the second question. Firstly, an anchoring effect across the distinct evaluation tasks was detected. A visual inspection of cross-tables revealed that the first bid amounts of the Satsunai River question are positively correlated to the amounts answered in the subsequent global warming question. This effect was commonly seen in all the three survey locations regardless of the survey treatments; interview or mail survey.

Presence of that effect was statistically confirmed using an ordered logit analysis in all the surveys except for the Hidaka interviews. Secondly, the payment vehicles of the first question, which were either taxation or donation, did not affect the answers to the second question.