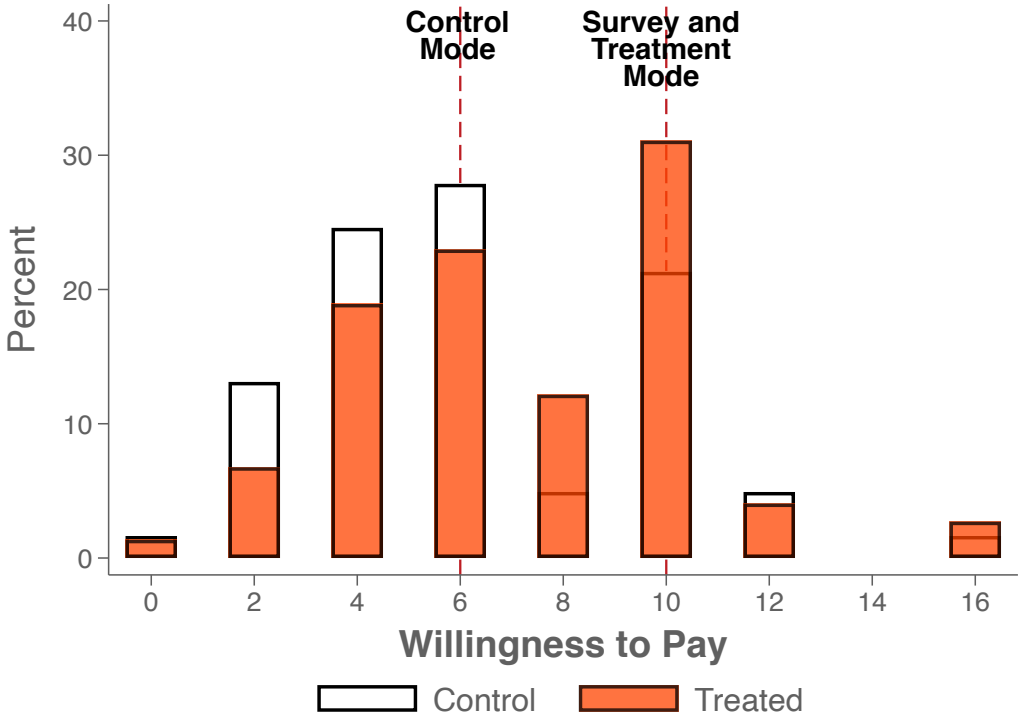
Control Mode
Survey and Treatment Mode
Percent
40
30
20
10
0
0
2
4
6
8
10
12
14
16
Willingness to Pay
Control
Treated