# WILLINGNESS TO PAY

# (WTP)

# SCRIPT

## Household Clean Water Technology in Northern Ghana: Valuation, Use and Impact

**29th January, 2010**

**Innovations for Poverty Action**

# I. BDM_MARKET_STUDY

***READ EXACTLY FROM SCRIPT. DO NOT SAY <u>ANYTHING</u> THAT IS NOT IN SCRIPT.***

***READ:***

- We are performing a market study to determine the price at which we should sell the *Kosim* water filter in villages like yours. We are gathering information on how much people are willing to pay for the filters.

- We would like to sell you a filter but the price is not yet fixed. It will be determined by chance in a game we are about to play.

- You will not have to spend any more for the filter than you really want to.

- You may even be able to buy it for less.

Here is how the promotion works:

- I will ask you to tell me the <u>maximum price (***dan kuli***) you are willing to pay (***ka a ni saqi dan kuli***)</u> for the *Kosim* filter (***koterigu di mali lokorigu***).

- In this cup, I have many different balls with different numbers on them.

- The numbers represent prices for the filter.

- Then I will ask you to pick a ball from the cup, and we will look at the price together.

- If the number you pick is less than your bid, you will buy (***ani too dali***) the filter and you will pay the price you pick from the cup.

- If the number you pick is greater than your bid, then you cannot buy the filter.

- You will only have one chance to play for the filter.

- You cannot change your bid after you draw from the cup.

- You must state a price that you are actually able to pay now.

- We will practice in one moment, but for now, do you have any questions?

***Answer any questions respondent has.***

# I.1 BDM_MARKET_STUDY PRACTICE

***REMEMBER: Get respondent to state HIGHEST price they are WILLING AND ABLE to pay right now.***

***NOTE: Refer to p.23 for correct Dagbani translation of Cedi amounts.***

- Before we play for the filter, let's practice the game. We'll play the same game, but instead of playing for the filter, we will play for this bar of soap. ***Show respondent soap.***

**1)** What is the maximum amount (***dan kuli***) that you are willing to pay for this soap?
**[*Respondent states price X*]**

**2)** Now, if you pick a number that is less than or equal to X, you will buy the soap at the price you pick. If you pick a number greater than X, you will not be able to purchase the soap, even if you are willing to pay the greater number. You cannot change your bid after you pick a price. Do you understand?

**3)** Please, tell me - if you pick [X+5 peswas] now, what happens? ***If respondent does not give correct answer, explain the rules again and then ask question again.***

**4)** And if you pick [X-5 peswas] now, what happens? ***If respondent does not give correct answer, explain the rules again and then ask question again.***

**5)** If you draw [X+5], will you want to purchase the soap for [X+5]?
***IF YES:*** → **5)**
***IF NO:*** → **6)**

**6)** Do you want to change your bid to [X+5]?
***IF YES:*** OK, your new bid is [X+5]. → **2) [*use* X+5 *as new* X]**
***IF NO:*** → **6)**

**7)** So, is X truly the most you would want to pay?
***IF YES:*** → **7)**
***IF NO:*** → **1)**

**8)** If you pick X, you must be able to pay X. Are you able to pay X now?
***IF YES:*** → **I.1.1 (Page 28 of Household survey)**
***IF NO:*** What is the maximum price you are willing **and able** to pay now? → **2) [*use new X*]**

→ ***Record respondent's Final Bid*** (I.1.1, page 28)

**9)** Could you please fetch the amount you have stated you are willing to pay and show it to me?
***Wait for respondent to fetch money and check to see she has enough funds for Final Bid.***

**10)** Now you will pick a price from the cup. If you pick X or less, you will buy the soap at the price you pick. If you pick more than X, you will not be able to buy the soap. Are you ready to pick a ball?

***Mix balls in cup, hold cup above eye level of respondent and have her pick a ball without looking.***

**11)** Now you can draw a ball from the cup. ***Let respondent draw ball. Together, look at the ball and read the price picked.*** **[*Drawn price is Y*]**

→ ***Record Drawn Price*** (I.1.2, page 28)

**12)** Let us look at the ball together.

→ ***Record if Drawn Price is lower/equal to or higher than Final Bid*** (I.1.3, page 28)

a. **[*If Y <= X*]:** The price is Y which is [less than/equal to] the amount you said you would be willing and able to pay for this soap. You can now buy the item at this price.

   → ***Exchange payment for soap.***

b. **[*If Y > X*]:** The price is Y, which is greater than the amount you said you would be willing to spend. You cannot purchase the soap.

**13)** Do you have any questions about the game?

***Address any questions or concerns respondent has. Make sure she understands rules of game.***

# I.2 BDM_MARKET_STUDY FILTER SALE

***REMEMBER: Get respondent to state HIGHEST price they are WILLING AND ABLE to pay right now.***

***NOTE: Refer to p.23 for correct Dagbani translation of Cedi amounts.***

**Read:**

- Now you will play to buy the filter, so that we can determine how much we should sell the filter for in the future in villages like yours.
- Recall the community meeting on [day of community meeting]
- Have you thought about how much you are willing to pay for the filter?
- Do you have the funds available now?

Let's begin:

**1)** What is the maximum amount (***dan kuli***) that you are willing to pay for this filter?
**[*Respondent states price X*]**

**2)** Now, if you pick a number that is less than or equal to X, you will buy the soap at the price you pick. If you pick a number greater than X, you will not be able to purchase the soap, even if you are willing to pay the greater number. You cannot change your bid after you pick a price. Do you understand?

**3)** Please, tell me - if you pick [X+1 cedis] now, what happens? ***If respondent does not give correct answer, explain the rules again and then ask question again.***

**4)** And if you pick [X-1 cedis] now, what happens? ***If respondent does not give correct answer, explain the rules again and then ask question again.***

**5)** If you draw [X+1], will you want to purchase the filter for [X+1]?
***IF YES:*** → **5)**
***IF NO:*** → **6)**

**6)** Do you want to change your bid to [X+1]?
***IF YES:*** OK, your new bid is [X+1]. → **2) [*use* X+1 *as new* X]**
***IF NO:*** → **6)**

**7)** So, is X truly the most you would want to pay?
***IF YES:*** → **7)**
***IF NO:*** → **1)**

**8)** If you pick X, you must be able to pay X. Are you able to pay X now?
***IF YES:*** → **I.2.1**
***IF NO:*** What is the maximum price you are willing **and able** to pay now? → **2) [*use new X*]**

→ ***Record respondent's Final Bid*** (I.2.1, page 28)

**9)** Could you please fetch the amount you have stated you are willing to pay and show it to me?
***Wait for respondent to fetch money and check to see she has enough funds for Final Bid.***

**10)** Now you will pick a price from the cup. If you pick X or less, you will buy the filter at the price you pick. If you pick more than X, you will not be able to buy the filter. Are you ready to pick a ball?

***Mix balls in cup, hold cup above eye level of respondent and have her pick a ball without looking.***

**11)** Now you can draw a ball from the cup. ***Let respondent draw ball. Together, look at the ball and read the price picked.* [*Drawn price is Y*]**

→ ***Record Drawn Price*** (I.2.2, page 28)

**12)** Let us look at the ball together.

→ ***Record if Drawn Price is lower/equal to or higher than Final Bid Survey*** (I.2.3, page 28)

a. **[*If Y <= X*]:** The price is Y which is [less than/equal to] the amount you said you would be willing and able to pay for this filter. You can now buy the filter at this price.

   →***Receive payment for filter. Record filter tracking code on survey*** (I.2.5, page 28). ***Record filter tracking code on receipt and give it to respondent. Inform her of where and when she can pick up the filter.***
   →***Skip to*** I.2.8

b. **[*If Y > X*]:** The price is Y, which is greater than the amount you said you would be willing to spend. You cannot purchase the filter.
   →***Skip to*** I.2.6

→***Skip to Section O.Conclusion. REMEMBER: record specifics about filter sale***

# J. REGULAR_BDM

***READ EXACTLY FROM SCRIPT. DO NOT SAY <u>ANYTHING</u> THAT IS NOT IN SCRIPT.***

***READ:***

- We would like to sell you a filter but the price is not yet fixed. It will be determined by chance in a game we are about to play.

- You will not have to spend any more for the filter than you really want to.

- You may even be able to buy it for less.

Here is how the promotion works:

- I will ask you to tell me the <u>maximum price (***dan kuli***) you are willing to pay (***ka a ni sagi dali***)</u> for the *Kosim* filter (koterigu di mali lokorigu).

- In this cup, I have many different balls with different numbers on them.

- The numbers represent prices for the filter.

- Then I will ask you to pick a ball from the cup, and we will look at the price together.

- If the number you pick is less than or equal to your bid, you will buy (***ani too dali***) the filter and you will pay the price you pick from the cup.

- If the number you pick is greater than your bid, then you cannot buy the filter.

- You will only have one chance to play for the filter.

- You cannot change your bid after you draw from the cup.

- You must state a price that you are actually able to pay now.

- We will practice in one moment, but for now, do you have any questions?

***Answer any questions respondent has.***

# J.1 REGULAR_BDM PRACTICE

***REMEMBER: Get respondent to state HIGHEST price they are WILLING AND ABLE to pay right now.***

***NOTE: Refer to p.23 for correct Dagbani translation of Cedi amounts.***

- Before we play for the filter, let's practice the game. We'll play the same game, but instead of playing for the filter, we will play for this bar of soap. ***Show respondent soap.***

**1)** What is the maximum amount (dan kuli) that you are willing to pay for this soap?
**[*Respondent states price X*]**

**2)** Now, if you pick a number that is less than or equal to X, you will buy the soap at the price you pick. If you pick a number greater than X, you will not be able to purchase the soap, even if you are willing to pay the greater number. You cannot change your bid after you pick a price. Do you understand?

**3)** Please, tell me - if you pick [X+5 peswas] now, what happens? ***If respondent does not give correct answer, explain the rules again and then ask question again.***

**4)** And if you pick [X-5 peswas] now, what happens? ***If respondent does not give correct answer, explain the rules again and then ask question again.***

**5)** If you draw [X+5], will you want to purchase the soap for [X+5]?
***IF YES:*** → **5)**
***IF NO:*** → **6)**

**6)** Do you want to change your bid to [X+5]?
***IF YES:*** OK, your new bid is [X+5]. → **2) [*use* X+5 *as new* X]**
***IF NO:*** → **6)**

**7)** So, is X truly the most you would want to pay?
***IF YES:*** → **7)**
***IF NO:*** → **1)**

**8)** If you pick X, you must be able to pay X. Are you able to pay X now?
***IF YES:*** → **J.1.1**
***IF NO:*** What is the maximum price you are willing **and able** to pay now? → **2) [*use new X*]**

→ ***Record respondent's Final Bid*** (J.1.1, page 29)

**9)** Could you please fetch the amount you have stated you are willing to pay and show it to me?
***Wait for respondent to fetch money and check to see she has enough funds for Final Bid.***

**10)** Now you will pick a price from the cup. If you pick X or less, you will buy the soap at the price you pick. If you pick more than X, you will not be able to buy the soap. Are you ready to pick a ball?

***Mix balls in cup, hold cup above eye level of respondent and have her pick a ball without looking.***

**11)** Now you can draw a ball from the cup. ***Let respondent draw ball. Together, look at the ball and read the price picked.*** **[*Drawn price is Y*]**

→ ***Record Drawn Price*** (J.1.2, page 29)

**12)** Let us look at the ball together.

→ ***Record if Drawn Price is lower/equal to or higher than Final Bid Survey*** (J.1.3, page 29)

a. **[*If Y <= X*]:** The price is Y which is [less than/equal to] the amount you said you would be willing and able to pay for this soap. You can now buy the item at this price.

   → ***Exchange payment for soap.***

b. **[*If Y > X*]:** The price is Y, which is greater than the amount you said you would be willing to spend. You cannot purchase the soap.

**13)** Do you have any questions about the game?

***Address any questions or concerns respondent has. Make sure she understands rules of game.***

# J.2 REGULAR_BDM FILTER SALE

***REMEMBER: Get respondent to state HIGHEST price they are WILLING AND ABLE to pay right now.***

***NOTE: Refer to p.23 for correct Dagbani translation of Cedi amounts.***

**Read:**

- Now you will play to buy the filter
- Recall the community meeting on [day of community meeting]
- Have you thought about how much you are willing to pay for the filter?
- Do you have the funds available now?

Let's begin:

**1)** What is the maximum amount (dan kuli) that you are willing to pay for this filter?
**[*Respondent states price X*]**

**2)** Now, if you pick a number that is less than or equal to X, you will buy the soap at the price you pick. If you pick a number greater than X, you will not be able to purchase the soap, even if you are willing to pay the greater number. You cannot change your bid after you pick a price. Do you understand?

**3)** Please, tell me - if you pick [X+1 cedis] now, what happens? ***If respondent does not give correct answer, explain the rules again and then ask question again.***

**4)** And if you pick [X-1 cedis] now, what happens? ***If respondent does not give correct answer, explain the rules again and then ask question again.***

**5)** If you draw [X+1], will you want to purchase the filter for [X+1]?
***IF YES:*** → **5)**
***IF NO:*** → **6)**

**6)** Do you want to change your bid to [X+1]?
***IF YES:*** OK, your new bid is [X+1]. → **2) [*use* X+1 *as new* X]**
***IF NO:*** → **6)**

**7)** So, is X truly the most you would want to pay?
***IF YES:*** → **7)**
***IF NO:*** → **1)**

**8)** If you pick X, you must be able to pay X. Are you able to pay X now?
***IF YES:*** → **J.2.1**
***IF NO:*** What is the maximum price you are willing **and able** to pay now? → **2) [*use new X*]**

→ ***Record respondent's Final Bid*** (J.2.1, page 29)

**9)** Could you please fetch the amount you have stated you are willing to pay and show it to me?
***Wait for respondent to fetch money and check to see she has enough funds for Final Bid.***

**10)** Now you will pick a price from the cup. If you pick X or less, you will buy the filter at the price you pick. If you pick more than X, you will not be able to buy the filter. Are you ready to pick a ball?

***Mix balls in cup, hold cup above eye level of respondent and have her pick a ball without looking.***

**11)** Now you can draw a ball from the cup. ***Let respondent draw ball. Together, look at the ball and read the price picked.* [*Drawn price is Y*]**

→ ***Record Drawn Price*** (J.2.2, page 29)

**12)** Let us look at the ball together.

→ ***Record if Drawn Price is lower/equal to or higher than Final Bid*** (J.2.3, page 29)

a. **[*If Y <= X*]:** The price is Y which is [less than/equal to] the amount you said you would be willing and able to pay for this filter. You can now buy the filter at this price.

   →***Receive payment for filter. Record filter tracking code on survey*** ( I.2.5, page 29). ***Record filter tracking code on receipt and give it to respondent. Inform her of where and when she can pick up the filter.***

b. **[*If Y > X*]:** The price is Y, which is greater than the amount you said you would be willing to spend. You cannot purchase the filter.

→***Go to Household Survey question*** J.24, page 29

# K. BDM_ANCHORING

***READ EXACTLY FROM SCRIPT. DO NOT SAY <u>ANYTHING</u> THAT IS NOT IN SCRIPT.***

**Read:**

- We would like to sell you a filter but the price is not yet fixed. It will be determined by chance in a game we are about to play.

- You will not have to spend any more for the filter than you really want to.

- You may even be able to buy it for less.

- The price of the filter in a store or at the market is GH¢ 21.

Here is how the promotion works:

- I will ask you to tell me the <u>maximum price (***dan kuli***) you are willing to pay (***ka a ni sagi dan kuli***)</u> for the *Kosim* filter (***koterigu di mali lokorigu***).

- In this cup, I have many different balls with different numbers on them.

- The numbers represent prices for the filter.

- Then I will ask you to pick a ball from the cup, and we will look at the price together.

- If the number you pick is less than or equal to your bid, you will buy (***ani too dali***) the filter and you will pay the price you pick from the cup.

- If the number you pick is greater than your bid, then you cannot buy the filter.

- You will only have one chance to play for the filter.

- You cannot change your bid after you draw from the cup.

- You must state a price that you are actually able to pay now.

- We will practice in one moment, but for now, do you have any questions?

***Answer any questions respondent has.***

# K.1 BDM_ANCHORING PRACTICE

***REMEMBER: Get respondent to state HIGHEST price they are WILLING AND ABLE to pay right now.***

***NOTE: Refer to p.23 for correct Dagbani translation of Cedi amounts.***

- Before we play for the filter, let's practice the game. We'll play the same game, but instead of playing for the filter, we will play for this bar of soap. ***Show respondent soap.***

**1)** What is the maximum amount (dan kuli) that you are willing to pay for this soap?
**[*Respondent states price X*]**

**2)** Now, if you pick a number that is less than or equal to X, you will buy the soap at the price you pick. If you pick a number greater than X, you will not be able to purchase the soap, even if you are willing to pay the greater number. You cannot change your bid after you pick a price. Do you understand?

**3)** Please, tell me - if you pick [X+5 peswas] now, what happens? ***If respondent does not give correct answer, explain the rules again and then ask question again.***

**4)** And if you pick [X-5 peswas] now, what happens? ***If respondent does not give correct answer, explain the rules again and then ask question again.***

**5)** If you draw [X+5], will you want to purchase the soap for [X+5]?
***IF YES:*** → **5)**
***IF NO:*** → **6)**

**6)** Do you want to change your bid to [X+5]?
***IF YES:*** OK, your new bid is [X+5]. → **2) [*use* X+5 *as new* X]**
***IF NO:*** → **6)**

**7)** So, is X truly the most you would want to pay?
***IF YES:*** → **7)**
***IF NO:*** → **1)**

**8)** If you pick X, you must be able to pay X. Are you able to pay X now?
***IF YES:*** → **K.1.1**
***IF NO:*** What is the maximum price you are willing **and able** to pay now? → **2) [*use new X*]**

→ ***Record respondent's Final Bid*** (K.1.1, page 30)

**9)** Could you please fetch the amount you have stated you are willing to pay and show it to me?
***Wait for respondent to fetch money and check to see she has enough funds for Final Bid.***

**10)** Now you will pick a price from the cup. If you pick X or less, you will buy the soap at the price you pick. If you pick more than X, you will not be able to buy the soap. Are you ready to pick a ball?

***Mix balls in cup, hold cup above eye level of respondent and have her pick a ball without looking.***

**11)** Now you can draw a ball from the cup. ***Let respondent draw ball. Together, look at the ball and read the price picked.*** **[*Drawn price is Y*]**

→ ***Record Drawn Price*** (K.1.2, page 30

**12)** Let us look at the ball together.

→ ***Record if Drawn Price is lower/equal to or higher than Final Bid*** (K.1.3, page 30)

a. **[*If Y <= X*]:** The price is Y which is [less than/equal to] the amount you said you would be willing and able to pay for this soap. You can now buy the item at this price.

→ ***Exchange payment for soap.***

b. **[*If Y > X*]:** The price is Y, which is greater than the amount you said you would be willing to spend. You cannot purchase the soap.

**13)** Do you have any questions about the game?

***Address any questions or concerns respondent has. Make sure she understands rules of game.***

# K.2 BDM_ANCHORING FILTER SALE

***REMEMBER: Get respondent to state HIGHEST price they are WILLING AND ABLE to pay right now.***

***NOTE: Refer to p.23 for correct Dagbani translation of Cedi amounts.***

**Read:**

- Now you will play to buy the filter.
- Recall the community meeting on [date of meeting]
- Have you thought about how much you are willing to pay for the filter?
- For your information, the filter costs GH¢ 21 at stores or at the market in town.
- Do you have the funds available now?

Let's begin:

**1)** What is the maximum amount (***dan kuli***) that you are willing to pay for this filter?
**[*Respondent states price X*]**

**2)** Now, if you pick a number that is less than or equal to X, you will buy the soap at the price you pick. If you pick a number greater than X, you will not be able to purchase the soap, even if you are willing to pay the greater number. You cannot change your bid after you pick a price. Do you understand?

**3)** Please, tell me - if you pick [X+1 cedis] now, what happens? ***If respondent does not give correct answer, explain the rules again and then ask question again.***

**4)** And if you pick [X-1 cedis] now, what happens? ***If respondent does not give correct answer, explain the rules again and then ask question again.***

**5)** If you draw [X+1], will you want to purchase the filter for [X+1]?
***IF YES:*** → **5)**
***IF NO:*** → **6)**

**6)** Do you want to change your bid to [X+1]?
***IF YES:*** OK, your new bid is [X+1]. → **2) [*use* X+1 *as new* X]**
***IF NO:*** → **6)**

**7)** So, is X truly the most you would want to pay?
***IF YES:*** → **7)**
***IF NO:*** → **1)**

**8)** If you pick X, you must be able to pay X. Are you able to pay X now?
***IF YES:*** → **K.2.1**
***IF NO:*** What is the maximum price you are willing **and able** to pay now? → **2) [*use new X*]**

→ ***Record respondent's Final Bid*** (K.2.1, page 30)

**9)** Could you please fetch the amount you have stated you are willing to pay and show it to me?
***Wait for respondent to fetch money and check to see she has enough funds for Final Bid.***

**10)** Now you will pick a price from the cup. If you pick X or less, you will buy the filter at the price you pick. If you pick more than X, you will not be able to buy the filter. Are you ready to pick a ball?

***Mix balls in cup, hold cup above eye level of respondent and have her pick a ball without looking.***

**11)** Now you can draw a ball from the cup. ***Let respondent draw ball. Together, look at the ball and read the price picked.* [*Drawn price is Y*]**

→ ***Record Drawn Price*** (K.2.2, on page 30)

**12)** Let us look at the ball together.

→ ***Record if Drawn Price is lower/equal to or higher than Final Bid*** (K.2.3, page 30)

a. **[*If Y <= X*]:** The price is Y which is [less than/equal to] the amount you said you would be willing and able to pay for this filter. You can now buy the filter at this price.

→***Receive payment for filter. Record filter tracking code on survey*** ( K.2.5, page 30). ***Record filter tracking code on receipt and give it to respondent. Inform her of where and when she can pick up the filter.***

→***Skip to Section O.Conclusion. REMEMBER: record specific about filter sale***

b. **[*If Y > X*]:** The price is Y, which is greater than the amount you said you would be willing to spend. You cannot purchase the filter.

→***Skip to* K.2.*6***

# L. RAND_TIOLI

***READ EXACTLY FROM SCRIPT. DO NOT SAY <u>ANYTHING</u> THAT IS NOT IN SCRIPT.***

**Read:**

- We will give you the chance to purchase the Kosim filter.
- There is no set price for the filter.
- The price will be determined by chance.
- In this cup, I have many different balls with different numbers on them.
- The numbers represent prices for the filter.
- I will ask you to pick a ball from the cup, and we will look at the price together.
- I will then ask you if you are willing to purchase the filter at the price picked.
- If you are willing to purchase at the price picked, I will sell you the filter and you will have to pay now.
- This is the only time we will offer this filter to you.
- We will not offer you any other price and we cannot bargain.
- We would first offer you a bar of soap to buy using the same procedure and then the filter
- Do you understand?

***Answer any questions respondent has.***

- **Have you determined the most you would be willing to pay**

# L.1 RAND_TIOLI PRACTICE

***→ Mix balls in cup; hold cup above eye level of respondent; have her pick a ball without looking***

- Now you can draw a ball from the cup.

***→ Record Drawn Price*** (L.1.1, page 31)

- Are you willing to purchase the Soap at this price?

***→ Record if Respondent is willing to pay Drawn Price*** (L.1.2, page 31)

**a.** If "Yes":

***→Receive payment for Soap and give it to respondent***

**b.** If "No":
***→Go to Section L.2***, page 31

***Answer any questions respondent has.***

# L.2 RAND_TIOLI FILTER

**Read:**

- We will now give you the chance to purchase the Kosim filter.
- Like I said, there is no set price for the filter.
- The price will be determined by chance.
- I will ask you to pick a ball from the cup, and we will look at the price together.
- I will then ask you if you are willing to purchase the filter at the price picked.
- If you are willing to purchase at the price picked, I will sell you the filter and you will have to pay now.
- This is the only time we will offer this filter to you.
- Do you understand?

***Answer questions and address any concerns respondent may have. Make sure she understands that she cannot bargain.***

→ ***Mix balls in cup; hold cup above eye level of respondent; have her pick a ball without looking***

- Now you can draw a ball from the cup.

→ ***Record Drawn Price*** (L.2.1, page 31)

- Are you willing to purchase the filter at this price?

→ ***Record if Respondent is willing to pay Drawn Price*** (L.2.2, page 31)

**c.** If "Yes":

→***Receive payment for filter. Record filter tracking code on survey*** ( L.2.3, page 31). ***Record filter tracking code on receipt and give it to respondent. Inform her of where and when she can pick up the filter.***

→***Go to question*** L.2.5, page 31

**d.** If "No":
→***Go to question*** L.2.4, page 31

# M. STANDARD_TIOLI

***READ EXACTLY FROM SCRIPT. DO NOT SAY <u>ANYTHING</u> THAT IS NOT IN SCRIPT.***

**Read:**

- You have been selected by chance (***ti piila gandam gandam***) to receive a special promotion for the Kosim Filter (***koterigu din mali lokorigu***)
- We are offering you the filter at a specific price.
- This is the only time we will offer this filter to you.
- We will not offer you any other price and we cannot bargain.
- If you do accept the special promotion price, you will have to pay now.
- But before we play for the filter we will play the same game for a bar of soap.
- Do you understand?

# M.1 STANDARD_TIOLI PRACTICE

***NOTE: Refer to p.23 for correct Dagbani translation of Cedi amounts.***

→ ***Record assigned STAND_TIOLI Price for soap*** (M.1.1, page 32)

- Are you willing to purchase the soap at this price?

→ ***Record if Respondent is willing to pay STAND_TIOLI Price*** (M.1.2, page 32)

**a.** If "Yes":

→***Exchange and go to Section*** M.2, page 32

**b.** If "No":

→ **G*o to Section*** M.2, page 32

***Address any questions or concerns respondent has. Make sure she understands rules of game.***

# M.2 STANDARD_TIOLI FILTER

**Read:**

- We will now offer you a chance to buy the filter
- Like I said, we are offering you the filter at a specific price.
- This is the only time we will offer this filter to you.
- We will not offer you any other price and we cannot bargain.
- If you do accept the special promotion price, you will have to pay now.
- Do you understand?

***Answer questions and address any concerns respondent may have.***

→ ***Check Respondent Assignment Sheet and record assigned STAND_TIOLI Price*** (M.2.1, page 32)

- Are you willing to purchase the filter at this price?

→ ***Record if Respondent is willing to pay STAND_TIOLI Price*** (M.2.2, page 32)

**c.** If "Yes":

→***Receive payment for filter. Record filter tracking code on survey*** (M.2.3, page 32). ***Record filter tracking code on receipt and give it to respondent. Inform her of where and when she can pick up the filter.***

→***Go to question*** M.2.5, page 32

**d.** If "No":

→**Go and continue from question** M.2.4, page 32

# N. STAND_TIOLI_ANCHORING

***READ EXACTLY FROM SCRIPT. DO NOT SAY <u>ANYTHING</u> THAT IS NOT IN SCRIPT.***

**Read:**

- You have been selected by chance (***ti piila gandam gandam***) to receive a special promotion for the Kosim Filter (***koterigu din mali lokorigu***)
- The price of the filter at a store or at the market in town is GH¢ 21.
- We are offering you the filter at a specific price.
- This is the only time we will offer this filter to you.
- We will not offer you any other price and we cannot bargain.
- If you do accept the special promotion price, you will have to pay now.
- But before I offer the filter to you at the fixed price I will offer you a bar of soap using the same procedure.
- Do you understand?

# N.1 STAND_TIOLI_ANCHORING PRACTICE

***NOTE: Refer to p.23 for correct Dagbani translation of Cedi amounts.***

→ ***Record assigned STAND_TIOLI_Anchoring Price*** (N.1.1, page 33)

- Are you willing to purchase the soap at this price?

→ ***Record if Respondent is willing to pay STAND_TIOLI_Anchoring Price*** (N.1.2, page 33)

**a.** If "Yes":

→***Receive payment and give soap then go to Section***

**b.** If "No":

→ ***Skip to Section N.2.***

# N.2 STAND_TIOLI_ANCHORING FILTER

**Read:**

- We will now offer you a chance to buy the filter
- Like I said, we are offering you the filter at a specific price.
- This is the only time we will offer this filter to you.
- We will not offer you any other price and we cannot bargain.
- If you do accept the special promotion price, you will have to pay now.
- Do you understand?

***Answer questions and address any concerns respondent may have.***

→ ***Check Respondent Assignment Sheet and record assigned STAND_TIOLI_Anchoring Price*** (N.2.1, page 33)

- Are you willing to purchase the filter at this price?

→ ***Record if Respondent is willing to pay STAND_TIOLI_Anchoring Price*** (N.2.2, page 33)

**c.** If "Yes":

→***Receive payment for filter. Record filter tracking code on survey*** ( N.2.3, page 33). ***Record filter tracking code on receipt and give it to respondent. Inform her of where and when she can pick up the filter.***

→***Skip to M.2.5.***

**d.** If "No":

→Skip to N.2.4 and complete survey

# Dagbani translations of Cedi Amounts

| Amount (in new Cedis, GH¢) | Amount (in old Cedis) | Amount in Dagbani translation |
|---|---|---|
| **SOAP SALES** | | |
| 0.00 | 0 | Yoli |
| 0.10 | 1,000 | Kpalan si Anu |
| 0.20 | 2,000 | Kpalan Pia |
| 0.30 | 3,000 | Kpalan Pia ni Anu |
| 0.40 | 4,000 | Kpalan Pishi |
| 0.50 | 5,000 | Kpalan Pishi ni Anu |
| 0.60 | 6,000 | Kpalan Pihita |
| 0.70 | 7,000 | Kpalan Pihita ni Anu |
| 0.80 | 8,000 | Kpalan Pihi nahi |
| 0.90 | 9,000 | Kpalan Pihi nahi ni Anu |
| 1.00 | 10,000 | Kpalan Pihinu |
| 1.20 | 12,000 | Kpalan Pihi yobu |
| 1.25 | 12,500 | Kpalan pihi yobu ni ayi ni pihinu |
| **FILTER SALES** | | |
| 0.00 | 0 | Yoli |
| 0.50 | 5,000 | Kpalan Pishi ni Anu |
| 1.00 | 10,000 | Kpalan Pihinu |
| 1.50 | 15,000 | Kpalan Pisopoin ni Anu |
| 2.00 | 20,000 | Kpalan Kobga |
| 2.50 | 25,000 | Kpalan Kobgi ni pishi ni anu |
| 3.00 | 30,000 | Kpalan Kobgi ni Pihinu |
| 3.50 | 35,000 | Kpalan Kobgi ni Pisopoin ni Anu |
| 4.00 | 40,000 | Kpalan Kobsiyi |
| 5.00 | 50,000 | Kpalan Kobsiyi ni Pihinu |
| 6.00 | 60,000 | Kpalan Kobsita |
| 7.00 | 70,000 | Kpalan Kobsita ni Pihinu |
| 8.00 | 80,000 | Kpalan Kobsinahi |
| 9.00 | 90,000 | Kpalan Kobsinahi ni Pihinu |
| 10.00 | 100,000 | Kpalan Kobsinu |
| 11.00 | 110,000 | Kpalan Kobsinu ni Pihinu |
| 12.00 | 120,000 | Kpalan Kobsiyobu |

# I. BDM_MARKET_STUDY

→ ***READ FROM THE WTP SCRIPT (****Section I, Page 2****)***

***READ EXACTLY FROM SCRIPT. DO NOT SAY <u>ANYTHING</u> THAT IS NOT IN SCRIPT.***

# I.1 BDM_MARKET_STUDY PRACTICE

| | | | |
|---|---|---|---|
| I.1.1 | *RECORD RESPONDENT'S FINAL BID* | □□.□□ GH¢ | → Script (8) |
| I.1.2 | What price did you draw from the cup? | □□.□□ GH¢ | → Script (10) |
| I.1.3 | ***WAS THE PRICE DRAWN LESS THAN OR EQUAL TO THE PRICE STATED BY THE SUBJECT?*** | Yes . . . . . 1<br>No . . . . . 2 | → Script (10.a.)<br>→ Script (10.b.) |

→***WTP Script, Section I.2***

# I.2 BDM_MARKET_STUDY FILTER SALE

| | | | |
|---|---|---|---|
| I.2.1 | *RECORD RESPONDENT'S FINAL BID* | □□.□□ GH¢ | → Script (8) |
| I.2.2 | What price did you draw from the cup? | □□.□□ GH¢ | |
| I.2.3 | ***WAS THE PRICE DRAWN LESS THAN OR EQUAL TO THE PRICE STATED BY THE SUBJECT?*** | Yes . . . . . 1<br>No . . . . . 2 | → Script (10.a.)<br>→ Script (10.b.), I.2.6 |
| I.2.4 | *Did respondent draw a lower price than she bid but still refuse to buy?* | Yes . . . . . 1<br>No . . . . . 2 | → I.2.8 |
| I.2.5 | *Record Filter Tracking Code Here & On Receipt.*<br>*Use Village+ Compound+ Adult codes* | V□□C□□A□□ → I.2.8 | |
| I.2.6 | ***IF LOST:***<br>Do you wish you had bid higher? | Yes . . . . . 1<br>No . . . . . 2 | |
| I.2.7 | ***IF LOST:***<br>***Did respondent try to pay more than she bid?*** | Yes . . . . . 1<br>No . . . . . 2 | |
| I.2.8 | How much do you think this filter would sell for in a store in Tamale? | □□.□□ GH¢<br>Does not know . . . . . -888<br>Will not say . . . . . -999 | → Sec. O<br>→ Sec. O |
| I.2.9 | How do you know? What made you give that price? | _____<br>_____ | |

→***Skip to Section O.Conclusion. REMEMBER: record specifics about filter sale***

# J. REGULAR_BDM

→ ***READ FROM THE WTP SCRIPT (****Section J, Page 7)*

***READ EXACTLY FROM SCRIPT. DO NOT SAY <u>ANYTHING</u> THAT IS NOT IN SCRIPT.***

## J.1 REGULAR_BDM PRACTICE

| | | | |
|---|---|---|---|
| J.1.1 | *RECORD RESPONDENT'S FINAL BID* | □□.□□ GH¢ | → Script (8) |
| J.1.2 | What price did you draw from the cup? | □□.□□ GH¢ | |
| J.1.3 | ***WAS THE PRICE DRAWN LESS THAN OR EQUAL TO THE PRICE STATED BY THE SUBJECT?*** | Yes . . . . . 1<br>No . . . . . 2 | → Script (10.a.)<br>→ Script (10.b.) |

→***WTP Script, Section J.2***

## J.2 REGULAR_BDM FILTER SALE

| | | | |
|---|---|---|---|
| J.2.1 | *RECORD RESPONDENT'S FINAL BID* | □□.□□ GH¢ | → Script (8) |
| J.2.2 | What price did you draw from the cup? | □□.□□ GH¢ | |
| J.2.3 | ***WAS THE PRICE DRAWN LESS THAN OR EQUAL TO THE PRICE STATED BY THE SUBJECT?*** | Yes . . . . . 1<br>No . . . . . 2 | → Script (10.a.)<br>→ Script (10.b.), J.2.6 |
| J.2.4 | *Did respondent draw a lower price than she bid but still refuse to buy?* | Yes . . . . . 1<br>No . . . . . 2 | → J.2.7 |
| J.2.5 | *Record Filter Tracking Code Here & On Receipt.*<br>*Use Village+ Compound+ Adult codes* | V□□C□□A□□ → J.2.8 | |
| J.2.6 | ***IF LOST:***<br>Do you wish you had bid higher? | Yes . . . . . 1<br>No . . . . . 2 | |
| J.2.7 | ***IF LOST:***<br>***Did respondent try to pay more than she bid?*** | Yes . . . . . 1<br>No . . . . . 2 | |
| J.2.8 | How much do you think this filter would sell for in a store in Tamale? | □□.□□ GH¢<br>Does not know . . . . . -888<br>Will not say . . . . . -999 | → Sec. O<br>→ Sec. O |
| J.2.9 | How do you know? What made you give that price? | _____<br>_____ | |

→***Skip to Section O.Conclusion. REMEMBER: record specifics about filter sale***

# K. BDM_ANCHORING

→ ***READ FROM THE WTP SCRIPT*** (Section K, Page 12)

***READ EXACTLY FROM SCRIPT. DO NOT SAY <u>ANYTHING</u> THAT IS NOT IN SCRIPT.***

# K.1 BDM_ANCHORING PRACTICE

| | | | |
|---|---|---|---|
| K.1.1 | *RECORD RESPONDENT'S FINAL BID* | □□.□□ GH¢ | → Script (8) |
| K.1.2 | What price did you draw from the cup? | □□.□□ GH¢ | |
| K.1.3 | *WAS THE PRICE DRAWN LESS THAN OR EQUAL TO THE PRICE STATED BY THE SUBJECT?* | Yes . . . . . 1<br>No . . . . . 2 | → Script (10.a.)<br>→ Script (10.b.) |

→***WTP Script, Section K.2***

# K.2 BDM_ANCHORING FILTER SALE

| | | | |
|---|---|---|---|
| K.2.1 | *RECORD RESPONDENT'S FINAL BID* | □□.□□ GH¢ | → Script (8) |
| K.2.2 | What price did you draw from the cup? | □□.□□ GH¢ | |
| K.2.3 | *WAS THE PRICE DRAWN LESS THAN OR EQUAL TO THE PRICE STATED BY THE SUBJECT?* | Yes . . . . . 1<br>No . . . . . 2 | → Script (10.a.)<br>→ Script (10.b.), K.2.6 |
| K.2.4 | *Did respondent draw a lower price than she bid but still refuse to buy?* | Yes . . . . . 1<br>No . . . . . 2 | → Sec. O |
| K.2.5 | ***Record Filter Tracking Code Here & On Receipt.***<br>***Use Village+ Compound+ Adult codes*** | V□□C□□A□□ → Sec. O | |
| K.2.6 | ***IF LOST:***<br>Do you wish you had bid higher? | Yes . . . . . 1<br>No . . . . . 2 | |
| K.2.7 | ***IF LOST:***<br>***Did respondent try to pay more than she bid?*** | Yes . . . . . 1<br>No . . . . . 2 | |

→***Skip to Section O.Conclusion. REMEMBER: record specific about filter sale***

# L. RAND_TIOLI

→ ***READ FROM THE WTP SCRIPT*** (Section L, Page 17)

***READ EXACTLY FROM SCRIPT. DO NOT SAY <u>ANYTHING</u> THAT IS NOT IN SCRIPT.***

# L.1 RAND_TIOLI PRACTICE

| | | | |
|---|---|---|---|
| L.1.1 | What price did you draw from the cup? | □□.□□ GH¢ | |
| L.1.2 | ARE YOU WILLING TO PURCHASE THE SOAP AT THIS PRICE? | Yes . . . . . 1<br>No . . . . . 2 | → EXCHANGE<br>→ L.2 |

→***WTP Script, Section L.2***

# L.2. RAND_TIOLI FILTER

| | | | |
|---|---|---|---|
| L.2.1 | What price did you draw from the cup? | □□.□□ GH¢ | |
| L.2.2 | ARE YOU WILLING TO PURCHASE THE FILTER AT THIS PRICE? | Yes . . . . . 1<br>No . . . . . 2 | → EXCHANGE<br>→ L.2.4 |
| L.2.3 | ***Record Filter Tracking Code Here & On Receipt.***<br>***Use Village+ Compound+ Adult codes*** | V□□C□□A□□ | → L.2.5 |
| L.2.4 | Although we cannot sell you the filter today, we would like to know how much your family decided it was willing to pay for the filter. Can you tell us please? | □□.□□ GH¢ | |
| L.2.5 | How much do you think this filter would sell for in a store in Tamale? | □□.□□ GH¢<br>Does not know . . . . . -888<br>Will not say . . . . . -999 | <br>→ Sec. O<br>→ Sec. O |
| L.2.6 | How do you know? What made you give that price? | _____<br>_____ | |

→***Skip to Section O.Conclusion. REMEMBER: record specific about filter sale***

# M. STANDARD_TIOLI

→ ***READ FROM THE WTP SCRIPT*** (Section M, Page 19)

***READ EXACTLY FROM SCRIPT. DO NOT SAY <u>ANYTHING</u> THAT IS NOT IN SCRIPT.***

# M.1 STANDARD_TIOLI PRACTICE

| | | | |
|---|---|---|---|
| M.1.1 | **RECORD STANDARD_TIOLI PRICE**<br><br>The special promotion price we are offering the soap to you is **__PRICE__** New Ghana Cedis | STAND_TIOLI PRICE:<br>☐☐.☐☐ GH¢ | |
| M.1.2 | ARE YOU WILLING TO PURCHASE THE SOAP AT THIS PRICE? | Yes . . . . . 1<br>No . . . . . 2 | → EXCHANGE<br>→ M.2 |

→***WTP Script, Section M.2***

# M.2 STANDARD_TIOLI FILTER

| | | | |
|---|---|---|---|
| M.2.1 | **CHECK RESPONDENT ASSIGNMENT SHEET AND RECORD STANDARD_TIOLI PRICE**<br><br>The special promotion price we are offering the filter to you is **__PRICE__** New Ghana Cedis | STAND_TIOLI PRICE:<br>☐☐.☐☐ GH¢ | |
| M.2.2 | ARE YOU WILLING TO PURCHASE THE FILTER AT THIS PRICE? | Yes . . . . . 1<br>No . . . . . 2 | → EXCHANGE<br>→ M.2.4 |
| M.2.3 | ***Record Filter Tracking Code Here & On Receipt.***<br>***Use Village+ Compound+ Adult codes*** | V☐☐C☐☐A☐☐ → M.2.5 | |
| M.2.4 | Although we cannot sell you the filter today, we would like to know how much your family decided it was willing to pay for the filter. Can you tell us please? | .<br>☐☐.☐☐ GH¢ | |
| M.2.5 | How much do you think this filter would sell for in a store in Tamale? | ☐☐.☐☐ GH¢<br><br>Does not know . . . . . -888<br>Will not say . . . . . -999 | <br><br>→ M.2.7<br>→ M.2.7 |
| M.2.6 | How do you know? What made you give that price? | _____<br><br>_____ | |
| M.2.7 | Did respondent ask how TIOLI price was determined? | Yes . . . . . 1<br>No . . . . . 2 | |

→***Skip to Section O.Conclusion. REMEMBER: record specific about filter sale***

# N. STAND_TIOLI_ANCHORING

→ ***READ FROM THE WTP SCRIPT*** (Section N, Page 21)

***READ EXACTLY FROM SCRIPT. DO NOT SAY <u>ANYTHING</u> THAT IS NOT IN SCRIPT.***

# N.1 STAND_TIOLI_ANCHORING PRACTICE

| | | | |
|---|---|---|---|
| N.1.1 | **RECORD STANDARD_TIOLI_ANCHORING PRICE**<br><br>The special promotion price we are offering the Soap to you is **__PRICE__** New Ghana Cedis | STAND_TIOLI_ANCHORING PRICE:<br>☐☐.☐☐ GH¢ | |
| N.1.2 | ARE YOU WILLING TO PURCHASE THE SOAP AT THIS PRICE? | Yes . . . . . 1<br>No . . . . . 2 | → EXCHANGE<br>→ N.2 |

→***WTP Script, Section N.2***

# N. 2 STAND_TIOLI_ANCHORING FILTER

| | | | |
|---|---|---|---|
| N.2.1 | **CHECK RESPONDENT ASSIGNMENT SHEET AND RECORD STANDARD_TIOLI_ANCHORING PRICE**<br><br>The special promotion price we are offering the filter to you is **__PRICE__** New Ghana Cedis | STAND_TIOLI_ANCHORING PRICE:<br>☐☐.☐☐ GH¢ | |
| N.2.2 | ARE YOU WILLING TO PURCHASE THE FILTER AT THIS PRICE? | Yes . . . . . 1<br>No . . . . . 2 | → EXCHANGE<br>→ N.2.4 |
| N.2.3 | ***Record Filter Tracking Code Here & On Receipt.***<br>***Use Village+ Compound+ Adult codes*** | V☐☐C☐☐A☐☐ | → N.2.5 |
| N.2.4 | Although we cannot sell you the filter today, we would like to know how much your family decided it was willing to pay for the filter. Can you tell us please? | ☐☐.☐☐ GH¢ | |
| N.2.5 | Did respondent ask how TIOLI price was determined? | Yes . . . . . 1<br>No . . . . . 2 | |

→***Skip to Section O. Conclusion. REMEMBER: record specific about filter sale***