

The nonmarket approaches (e.g., Bidding Game and Rank Ordering) attempt to elicit values through surveys of how respondents think they would react to a proposed visibility change. In contrast to the market approaches, nonmarket approaches do not attempt to infer values of a component of environmental quality from observation of individuals' actual behaviour in response to a change in environmental quality. Instead, individuals are asked to predict how they would respond to a change in environmental quality. Bias of values determined by this method may be due to the level of information conveyed to respondents. This approach presupposes that a particular change in environmental quality can be described to the respondents, usually with photographs and verbal descriptions, in a way that corresponds to what their perceptions of the actual experience would be. For example, it is assumed that a photograph of the Grand Canyon obscured by pollution will elicit a response that corresponds to what the response to the actual situation would be. This type of approach also assumes that individuals are capable and willing to predict their response behaviour to a hypothetical situation that they may not have ever experienced.

It is recommended that a review of empirical studies on the value of visibility be undertaken to provide a range of values for various regions, and for urban and rural areas.

7.3.7 Summary

The following table provides a summary of methods and their applicability to the various LRTAP affected receptor categories. The 'X' denotes that the method can be used, whereas X denotes the method which is recommended as most appropriate. The methods capture only the primary values and that regional econometric analysis is necessary to draw out the secondary economic effects (e.g., jobs and income) in a given sector and in a specific area.

7.4 QUALIFICATIONS, CONCLUSIONS AND RECOMMENDATIONS

This section has provided a review of methods which can be employed to determine the primary economic benefits of LRTAP reduction on specific receptor categories, as well as the secondary economic effects.

7.4.1 Qualifications

Although numerous limitations and qualifications have been noted, with respect to specific methods or issues, there are three significant qualifications which are relevant to LRTAP-related environmental effects: