

Annex: Questionnaire used for the Contingent Valuation Survey

Introduction

This survey is aimed at collecting the willingness-to-pay (WTP) information in the Ethiopian road safety context for a contingent valuation (CV) based estimation of the value of statistical life (VSL). The survey takes about 5 minutes to complete and it is anonymous. Thank you for your cooperation!

Section I: Profile of the respondent

Mark only one box for each question.

1. Gender

- Male
- Female

2. Which of these age groups do you fit into?

- 18-29 years
- 30-39 years
- 40-54 years
- 55+ years

3. Education

- College diploma and below
- Bachelor
- Masters
- PhD and above

4. Have you seen a road traffic crash before?

- Yes
- No

5. Have you been involved in a road traffic crash yourself before?

- Yes
- No

6. Are you married?

- Yes
- No

7. What is your monthly income in Ethiopian birr?

- Less than 5,000
(Skip to question 8)
- 5,000 to 9,999
(Skip to question 11)
- 10,000 to 19,999
(Skip to question 14)
- More than 20,000
(Skip to question 17)

Section II: Creating awareness on the subject.

According to the 2018 World Health Organization (W.H.O.) global status report on road safety, road traffic crashes kill more people around the world than malaria, and they are the leading causes of death among young people aged 5 to 29 – especially in developing countries. Every year up to 1.35 million people are killed and 50 million people are injured by traffic crashes, world wide. Road traffic crashes and casualties are increasing at an alarming rate day by day. Road traffic injuries and fatalities impose a huge economic burden especially on the developing economies.

Section III: Initial and follow-up bids

To contribute to a road safety improvement investment in Ethiopia aiming to reduce road traffic crashes by 50% annually, are you willing to pay:

8. 200 birr per year? *

- Yes Skip to question 9
- No Skip to question 10

9. 400 birr per year? *

- Yes Stop the bid
- No Stop the bid

10. 100 birr per year? *

- Yes Stop the bid
- No Stop the bid

11. 400 birr per year? *

- Yes Skip to question 12
- No Skip to question 13

12. 800 birr per year? *

- Yes Stop the bid
- No Stop the bid

13. 200 birr per year? *

- Yes Stop the bid
- No Stop the bid

14. 800 birr per year? *

- Yes Skip to question 15
- No Skip to question 16

15. 400 birr per year? *

- Yes Stop the bid
- No Stop the bid

16. 1600 birr per year? *

- Yes Stop the bid
- No Stop the bid

17. 1600 birr per year? *

- Yes Skip to question 18
- No Skip to question 19

18. 3200 birr per year? *

- Yes Stop the bid
- No Stop the bid

19. 800 birr per year? *

- Yes Stop the bid
- No Stop the bid

Note:

The questionnaire is original to this study and the content was completely created and developed by the authors. An open source Google Forms was used to create an online survey and distribute to respondents. This survey tool can be used by others for similar studies with proper citation of the article.