



ACERH

AUSTRALIAN CENTRE FOR ECONOMIC RESEARCH ON HEALTH

SEMINAR SERIES

Monday, 25 June 2007, 2:00 – 3:00pm

Gordon Ada Video Conference Room (Rm 3.030)
Building 54c (new JCSMR Building)
Garran Road, The Australian National University

Investigating preferences for drinking water using a best worst choice experiment

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Lecturer in Economics

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THE SPEAKER

Emily's current research interests focus on preference elicitation and the derivation of welfare measures using stated and revealed preference methods. Emily originally moved to Newcastle in 2003 to undertake her PhD in economics and before that held the positions of Senior Health Economist and Health Economist at the Centre for Health Economics Research and Evaluation (CHERE) at the University of Technology Sydney and the University of Sydney. Prior to joining CHERE she was a Health Economist at the Australian Commonwealth Department of Health.

ABSTRACT

This seminar presents preliminary results of a best worst choice (BWC) experiment undertaken to investigate preferences for drinking water. BWC experiments are a modified choice experiment designed to increase the statistical efficiency of random utility choice models by obtaining additional information per choice set compared to standard discrete choice experiments. Water is a key policy issue in Australia. Untreated drinking water can be hazardous to human health so tap water is commonly disinfected with chlorine to remove potentially harmful microorganisms. Such treatment involves a tradeoff between reducing the immediate risk of microbial illness (such as gastroenteritis) and the much smaller (and debated) long term risk of bladder cancer associated with disinfection by products. Preferences for this and other tradeoffs can be expressed via choice of drinking water. Such issues are considered using a BWC experiment in which a sample of the general public in Sydney, Australia chose between their status quo tap water and hypothetical drinking water options.

PARKING AND BUILDING ACCESS

A campus map for ANU can be viewed on the University's web site at <http://campusmap.anu.edu.au/>. Visitors to the campus are advised to take a taxi to the venue if possible. The closest Pay Parking is at University House (pay at the meter in the quadrangle).

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