# Template 2: DCE experimental design

This template provides the formatted choice scenarios that can be re-populated with the levels you are using to define your attributes.

* The scenarios are arranged in the 5 blocks of 5 choice scenarios[[1]](#footnote-1).
* The attribute levels for Cost, Beach access, and Recreational, dining & club facilities have already been entered into the scenarios.
* The attribute levels for Sandy beach, Foreshore reserve and Natural reserve that currently appear in the template relate to those used in the pilot study.

**These will require updating according to the levels you are using**.

You can use the table below as a reference point to match your corresponding levels for updating the information in the choice scenario template:

|  |  |
| --- | --- |
| **Template level** | **Your level**  |
| *Sandy beach (Sb)* |
| 25% |  |
| 50% |  |
| 75% |  |
| 100% |  |
| *Foreshore reserve (Fr)* |
| 25% |  |
| 50% |  |
| 75% |  |
| 100% |  |
| *Natural reserve (Nr)* |
| 25% |  |
| 50% |  |
| 75% |  |
| 100% |  |

### Block 1

#### Block 1, Scenario 1

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $400     | $50     |
| **sb** | 50     | 50     |
| **fr** | 25     | 75     |
| **nr** | 50     | 25     |
| **ba** | Average     | Good     |
| **fac** | Absent     | Absent     |

#### Block 1, Scenario 2

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $100     | $100     |
| **sb** | 50     | 25     |
| **fr** | 75     | 25     |
| **nr** | 25     | 75     |
| **ba** | Good     | Average     |
| **fac** | Present     | Absent     |

#### Block 1, Scenario 3

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $50     | $100     |
| **sb** | 25     | 75     |
| **fr** | 25     | 50     |
| **nr** | 25     | 50     |
| **ba** | Average     | Good     |
| **fac** | Present     | Present     |

#### Block 1, Scenario 4

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $100     | $200     |
| **sb** | 100     | 25     |
| **fr** | 100     | 75     |
| **nr** | 75     | 100     |
| **ba** | Good     | Average     |
| **fac** | Present     | Present     |

#### Block 1, Scenario 5

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $400     | $100     |
| **sb** | 100     | 25     |
| **fr** | 100     | 100     |
| **nr** | 50     | 25     |
| **ba** | Average     | Average     |
| **fac** | Present     | Present     |

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### Block 2

#### Block 2, Scenario 1

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $100     | $50     |
| **sb** | 50     | 75     |
| **fr** | 25     | 75     |
| **nr** | 100     | 50     |
| **ba** | Average     | Average     |
| **fac** | Present     | Present     |

#### Block 2, Scenario 2

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $50     | $200     |
| **sb** | 25     | 50     |
| **fr** | 50     | 75     |
| **nr** | 100     | 100     |
| **ba** | Poor     | Average     |
| **fac** | Absent     | Present     |

#### Block 2, Scenario 3

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $200     | $50     |
| **sb** | 75     | 25     |
| **fr** | 50     | 25     |
| **nr** | 25     | 50     |
| **ba** | Average     | Average     |
| **fac** | Present     | Present     |

#### Block 2, Scenario 4

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $200     | $100     |
| **sb** | 25     | 75     |
| **fr** | 50     | 75     |
| **nr** | 50     | 25     |
| **ba** | Good     | Poor     |
| **fac** | Present     | Present     |

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#### Block 2, Scenario 5

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $200     | $400     |
| **sb** | 50     | 25     |
| **fr** | 75     | 50     |
| **nr** | 50     | 100     |
| **ba** | Good     | Average     |
| **fac** | Present     | Absent     |

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### Block 3

#### Block 3, Scenario 1

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $50     | $100     |
| **sb** | 50     | 75     |
| **fr** | 25     | 75     |
| **nr** | 100     | 50     |
| **ba** | Poor     | Average     |
| **fac** | Absent     | Absent     |

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#### Block 3, Scenario 2

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $50     | $100     |
| **sb** | 25     | 50     |
| **fr** | 50     | 25     |
| **nr** | 25     | 50     |
| **ba** | Good     | Average     |
| **fac** | Present     | Present     |

#### Block 3, Scenario 3

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $50     | $200     |
| **sb** | 50     | 75     |
| **fr** | 75     | 50     |
| **nr** | 75     | 50     |
| **ba** | Average     | Good     |
| **fac** | Absent     | Present     |

#### Block 3, Scenario 4

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $50     | $50     |
| **sb** | 75     | 25     |
| **fr** | 50     | 50     |
| **nr** | 100     | 50     |
| **ba** | Poor     | Good     |
| **fac** | Present     | Present     |

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#### Block 3, Scenario 5

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $100     | $400     |
| **sb** | 75     | 50     |
| **fr** | 25     | 50     |
| **nr** | 25     | 50     |
| **ba** | Average     | Average     |
| **fac** | Present     | Absent     |

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### Block 4

#### Block 4, Scenario 1

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $400     | $100     |
| **sb** | 75     | 50     |
| **fr** | 75     | 25     |
| **nr** | 25     | 50     |
| **ba** | Good     | Good     |
| **fac** | Present     | Present     |

#### Block 4, Scenario 2

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $100     | $50     |
| **sb** | 75     | 25     |
| **fr** | 25     | 50     |
| **nr** | 25     | 100     |
| **ba** | Average     | Average     |
| **fac** | Present     | Absent     |

#### Block 4, Scenario 3

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $400     | $100     |
| **sb** | 75     | 75     |
| **fr** | 50     | 25     |
| **nr** | 50     | 25     |
| **ba** | Good     | Average     |
| **fac** | Present     | Present     |

#### Block 4, Scenario 4

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $200     | $200     |
| **sb** | 75     | 25     |
| **fr** | 100     | 50     |
| **nr** | 75     | 100     |
| **ba** | Good     | Average     |
| **fac** | Absent     | Absent     |

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#### Block 4, Scenario 5

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $100     | $400     |
| **sb** | 100     | 50     |
| **fr** | 25     | 100     |
| **nr** | 25     | 25     |
| **ba** | Average     | Good     |
| **fac** | Present     | Present     |

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### Block 5

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#### Block 5, Scenario 1

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $50     | $50     |
| **sb** | 25     | 50     |
| **fr** | 25     | 75     |
| **nr** | 25     | 50     |
| **ba** | Good     | Good     |
| **fac** | Present     | Absent     |

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#### Block 5, Scenario 2

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $400     | $50     |
| **sb** | 75     | 50     |
| **fr** | 50     | 100     |
| **nr** | 75     | 50     |
| **ba** | Average     | Poor     |
| **fac** | Present     | Present     |

#### Block 5, Scenario 3

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $100     | $50     |
| **sb** | 75     | 25     |
| **fr** | 50     | 75     |
| **nr** | 100     | 75     |
| **ba** | Good     | Average     |
| **fac** | Absent     | Present     |

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#### Block 5, Scenario 4

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $50     | $200     |
| **sb** | 75     | 50     |
| **fr** | 100     | 25     |
| **nr** | 50     | 75     |
| **ba** | Poor     | Good     |
| **fac** | Present     | Absent     |

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#### Block 5, Scenario 5

|  |  |  |
| --- | --- | --- |
|  | **alt1** | **alt2** |
| **cost** | $200     | $400     |
| **sb** | 25     | 25     |
| **fr** | 75     | 100     |
| **nr** | 25     | 25     |
| **ba** | Average     | Poor     |
| **fac** | Present     | Present     |

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1. Note that these identification numbers (e.g. Block 1, Scenario 1) are different to the ‘choice situation’ numbers shown in the design matrix reported in Appendix 4 (Table A4.1) as the scenarios have been rearranged in the correct order for application in a survey (in this case Block1, Scenario 1 is choice situation 5). [↑](#footnote-ref-1)