

Willingness to Pay for a Clear Night Sky: Use of the Contingent Valuation Method

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A clear night sky is a public good, and as a public good government intervention to regulate it is justifiable. Light pollution decreases the ability to view a clear, unobstructed night sky and can have energy related, biological, human health, and scientific consequences. In order for governments to intervene more effectively, an economic analysis of light pollution with regards to costs and benefits needs to be performed. This poster describes the use of the contingent valuation method to place an economic value on light pollution. Using the payment card method, students in the RIT community were surveyed regarding their willingness to pay for a clear night sky. Students were asked their willingness to pay for two improvements and one worsening in the level of light pollution, with the most frequent response being \$0. The means and other descriptive statistics of students' WTP responses are interpreted. This poster also describes interval censoring and Tobit regression analysis techniques used to represent the WTP responses of the survey population.