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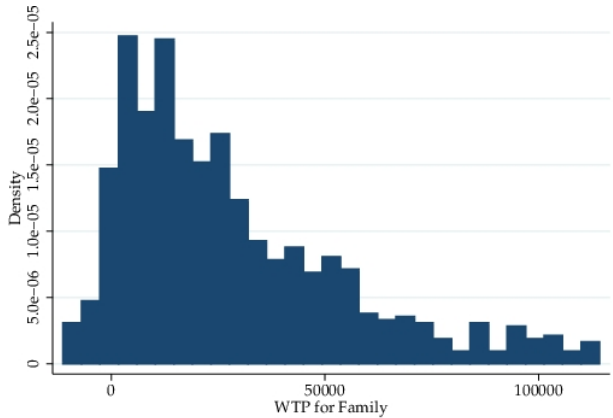
- Resulting distribution is almost never normal (i.e. it's skewed, leptokurtic, etc.)

Example from Koşar et al. (2022)



(μ = 28179; median = 21088; p10 = 1818; p90 = 66372; N = 971)

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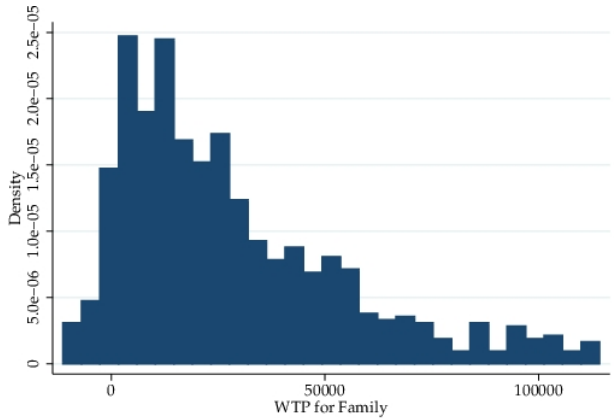

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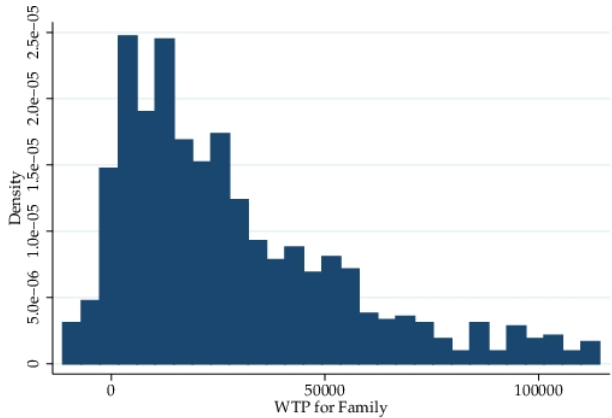

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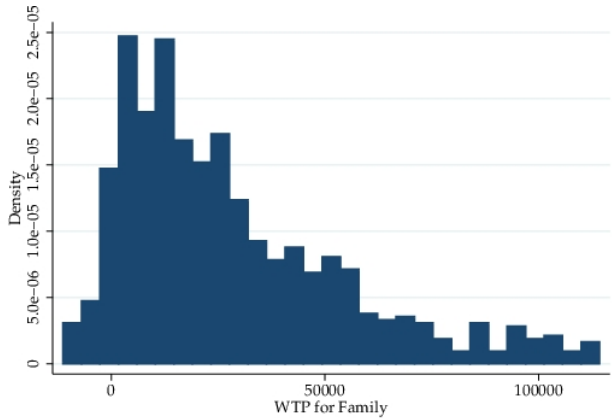

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- Some people *really* like living close to family
- Some people prefer to be apart from family (negative WTP)

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- I've never seen SP diverge from RP, but that could be due to publication bias

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- To get individual-specific preference estimates, `qreg` at individual level

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