

Choice experiment question

West Japan Survey in December 2023

Please read the following explanation before answering the questions.

The sea from the northern coast of Kyushu to Tsushima is called the Genkainada area. This area has long been a well-known fishing ground. Here, too, fishers collect marine debris. For example, fishers in Munakata collect drifting and benthic marine debris mainly from their purse seines and longline fishing boats. A non-profit organization led by fishers also collects stranded debris.



Now, think about the Aji (horse mackerel) caught in Genkainada. There are two habitat types of Aji: those that migrate in the ocean and those that continue to live in near-shore rocky areas. There are many types of Aji. The most common type in the Japan Seaside off Fukuoka is Maaji.

Please imagine a situation where you are about to order Aji sashimi at a restaurant (for those who do not eat sashimi, imagine another menu such as deep fried Aji).

[The eight choice questions follow]