

CEOE Marine Policy Seminar  
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**Title**

*Great Lakes Offshore Wind Development: Willingness to Pay and Public Perceptions*

**Abstract**

This presentation will overview a stated preference (SP), contingent valuation (CV) study conducted from 2012-2013 that explored public perceptions and estimated the willingness to pay (WTP) for a utility-scale freshwater, offshore wind farm in Lake Michigan. Respondents' support for the hypothetical project was tested as a function of their sensitivity to both the wind farm's distance from shoreline and ancillary impact on electricity rates, as well as related perceptions. Probit model analyses suggest that an increase/decrease in electricity price, the wind farm's distance from shoreline, and existing support for traditional forms of electricity generation sources, among others, are statistically significant in determining the probability of support for offshore wind farm development in the Great Lakes. The presentation will conclude with discussion of preference heterogeneity as it relates to distance; specifically, placement of a wind farm 3 or 6 miles from shoreline would incur an average social cost but elicit a social benefit if setback 10 miles for the average respondent across both sample regions.