

BalticAPP choice experiment survey – FINAL MASTER VERSION
October 2016

Welcome page

Dear survey participant,

Thank you for your willingness to participate in the survey. This survey is part of a scientific, publicly funded research project in the Baltic Sea countries. Your answers will help in deciding how to manage the Baltic Sea in the future. All answers are important – it is not necessary at all that you have visited the Baltic Sea or its coast, or have any specific knowledge about it.

It will take about 20 minutes to answer the survey. You are one of the few who have been randomly selected to help in this study. Your responses will be kept confidential and individual responses cannot be identified from the data. If you have any questions regarding the study, please contact [email_address of national contact](#).

To start the survey, please click “Next”.

Many thanks,

Professor Eija Pouta,
Luonnonvarakeskus

/

Prof. Dr. Katrin Rehdanz
Institut für Weltwirtschaft, Kiel

/

Project coordinator Kristine Pakalniete
Latvijā

Note: If at some point you cannot go forward, please check that you have answered all questions. Unanswered questions are shown in red.

Language choice (Russian, Finnish, Latvian, English, German)

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In which country are you replying to the survey?

- Finland
- Latvia
- Germany

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The Baltic Sea

By the Baltic Sea we mean the whole sea from the Bothnian Bay in the north to the Gulf of Finland in the east and Kattegat in west. Around the sea you find Finland, Russia, Estonia, Latvia, Lithuania, Poland, Germany, Denmark and Sweden. The Baltic Sea is depicted with light blue colour in the map below.

Q1. Have you ever been to the Baltic Sea or its coast?

- Yes
- No → skip to non-user version [Your recreation sites]



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Your connection to the Baltic Sea

Q2. In which of the Baltic Sea countries have you ever been to the sea coast? You may choose several countries.

- Denmark
- Estonia
- Finland
- Germany
- Latvia
- Lithuania
- Poland
- Russia
- Sweden

Please think now about all your recreation visits to the Baltic Sea, whether they took place in your own country or in the other coastal countries. We are particularly interested in your outdoor recreation visits the Baltic Sea, such as being on the beach, swimming and boating.

Q3. When was the last time you spent leisure time at the Baltic Sea or its coast?

- In the last 12 months → go to Q4_a
- In the last 3 years but not in the last 12 months → go to Q4_b
- More than 3 years ago → skip to non-user version [Your recreation sites]
- I have never visited the Baltic Sea or its coast for leisure → skip to non-user version [Your recreation sites]

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[Option 1: Response to Q4: In the last 12 months]

Your visits to Baltic Sea and its coasts in the past 12 months

Q4_a. How many times did you visit the Baltic Sea or its coast in the last 12 months to spend leisure time there? Please provide a rough estimate if you cannot remember the exact number.

This link helps you calculate the number of visits.

[Option 2: Response to Q4: In the last 3 years]

Your visits to Baltic Sea and its coasts in the last 3 years

Q4_b. How many times did you visit the Baltic Sea or its coast in the last 3 years to spend leisure time there? Please provide a rough estimate if you cannot remember the exact number.

This link helps you calculate the number of visits.

PAGE BREAK

Your recreation visits to the Baltic Sea

Q5. Please mark an approximate location of your place of residence on the map provided below. This will help you to locate the recreation areas around you and researchers to calculate distances to recreation sites.

Instead of exact location, you can mark a street or an intersection that is close to your place of residence. If you have several places of residence, please select the one you spend the most time at.

In the upper right hand corner of the map you can

- zoom in and out by clicking the + and – buttons
- search for an address or town by clicking the magnifying glass button 
- change between the map (MapBox) and an aerial photo (Mapbox Satellite).

You can drag the map or the pin around. Please zoom close enough to mark the sites on the map.

CLICK HERE TO MARK YOUR PLACE OF RESIDENCE

PAGE BREAK

[Option 1: 12 months in Q3 and Q4_a:]

Q6. Please mark the site you have visited the most often for recreation at the Baltic Sea or its coast during the last 12 months. Please keep in mind that we are only interested in locations you visit for recreational purposes. You will later be requested to answer additional questions about this site. If your visit is a route, please mark the most important place of that route.

CLICK HERE TO MARK YOUR MOST VISITED LEISURE SITE IN THE LAST 12 MONTHS

[Option 2: 3 years in Q3 and Q4_b:]

Q6. Please mark the site you have visited the most often for recreation at the Baltic Sea or its coast during the last 3 years. Please keep in mind that we are only interested in locations you visit for recreational purposes. You will later be requested to answer additional questions about this site. If your visit is a route, please mark the most important place of that route.

CLICK HERE TO MARK YOUR MOST VISITED LEISURE SITE IN THE LAST 3 YEARS

PAGE BREAK

Your visits in the most visited leisure site at the sea or its coast

[Option 1: 12 months in Q3]

Q7_a. How many times did you visit this site during last 12 months? Please provide a rough estimate if you have difficulties to assess this precisely.

This link helps you to calculate the number of visits.

[Option 2: 3 years in Q3]

Q7_b. How many times did you visit this site during the last 3 years? Please provide a rough estimate if you have difficulties to assess this precisely.

This link helps you to calculate the number of visits.

Q8a. How many times did you visit the site during spring (March-May)? _____

Q8b. How many times did you visit the site during summer (June-August)? _____

Q8c. How many times did you visit the site during fall (September-November)? _____

Q8d. How many times did you visit the site during winter (December-February)? _____

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[Both Options 1 and 2: 12 months and 3 years]

Q9. What do you typically do at this site? Please choose 1-3 most important activities.

<input type="radio"/> Walking
<input type="radio"/> Jogging or running
<input type="radio"/> Swimming
<input type="radio"/> Fishing
<input type="radio"/> Nature-watching
<input type="radio"/> Diving or snorkelling
<input type="radio"/> Boating or sailing
<input type="radio"/> Sun-bathing
<input type="radio"/> Picnicking or being on the beach
<input type="radio"/> Being at the summer house
<input type="radio"/> Being on a cruise
<input type="radio"/> Going to the sauna
<input type="radio"/> Ice-skating
<input type="radio"/> Skiing on the ice
<input type="radio"/> Other, please specify: _____

PAGE BREAK

Your last visit to your most often visited site at the sea or its coast

Now please think about your **last trip to your most often visited site** for recreation at the Baltic Sea.

Q10. Did the journey start from your place of residence or some other location?

- my place of residence
- other location

Q11. How many hours did you stay at the site? Please provide your answer in hours, remembering that one day is 24 hours.

Q12. How many kilometres is the one-way distance you travelled to get to the site? Please provide a rough estimate if you have difficulties to assess this precisely.

Q13. How long did it take you to travel to the site in minutes? Please provide an estimate of the travel time in minutes, remembering that one hour is 60 minutes. Exclude all breaks and stops.

PAGE BREAK

Q14. What was the main mode of transport you used for getting to the site? If you used more than one mode please mark the one taking more time.

- Walking => skip the travel cost question to Q16
- Bicycle => skip the travel cost question to Q16
- Car
- Public transportation
- Private boat
- Public boat
- Other

Q15. What were your approximate one-way travel costs on your trip to the site? Please report your share of the travel costs of a one-way trip in euros, e.g. fuel and public transportation tickets (excluding meals and accommodation).

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Q16. How important was recreation at the sea as the purpose of the trip?

- the only purpose of the trip
- more important than other purposes, but it was not the only purpose
- equally important as other purposes
- less important than other purposes
- only a small purpose of the trip

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Quality of environment in your most often visited site at the sea and its coast

Please continue thinking about your most often visited site. Based on your own experiences, what do you think the environmental conditions at the site are? We would like to find out your personal assessment, even though it might be difficult. If you have no idea whatsoever, please mark "Don't know".

Q17a. Water clarity indicates how deep you can see under the surface.

How would you describe water clarity at your most often visited site on average?

Water is

Turbid	Somewhat turbid	Somewhat clear	Clear	Don't know or remember
<input type="checkbox"/>				

PAGE BREAK

Q17b. Blue-green algae are a special type of algae that can grow intensively in the water column during the summer and can form a visible thick mat/layer on the surface of the water at some parts of the sea.

How would you describe blue-green algae occurrence at your most often visited site on average?

Blue-green algae is present

Often	Sometimes	Seldom	Never	Don't know or remember
<input type="checkbox"/>				

PAGE BREAK

Q17c. Some **algae** such as different types of seaweed can be **washed ashore** to varying amounts and can also produce unpleasant odours during their decay.

How would you describe algae onshore at your most often visited site on average?

Large amount of algae onshore is present

Often	Sometimes	Seldom	Never	Don't know or remember
<input type="checkbox"/>				

PAGE BREAK

Q17d. A healthy ecosystem supports a large **diversity of native species**, including healthy populations of sea birds, plants and fish.

How would you describe the diversity of species at your most often visited site on average?

a) The number of bird and plant species is

Low	Rather low	Rather high	High	Don't know or remember
<input type="checkbox"/>				

b) The number of fish species for recreational fishing (pike, pike-perch, salmon and cod) is

Low	Rather low	Rather high	High	Don't know or remember
<input type="checkbox"/>				

PAGE BREAK

Q17e. Some sites at the coast offer many **facilities**, such as parking spaces, kiosks, restaurants, toilets, showers, playgrounds, while some offer no or very few of these facilities.

How would you describe the facilities at your most often visited site?

Many	Some	None	Don't know or remember
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Environmental conditions and your future visits to your most often visited site at the sea and its coast

The future environmental conditions of the Baltic Sea and its coast can change depending on whether certain policy measures for improving the marine environment are implemented or not.

Still referring to **your most often visited site**, we would like you to think that the environmental conditions at this site and its surrounding area change in the future but remain the same at other areas in the Baltic Sea. Other factors affecting your recreational visits would stay unchanged.

Q18a-c. The table shows how the future situation at your most often visited site could look like. Considering the changes, how many times would you visit this site for recreation per year in these conditions?

[3 choice situations in each survey]

Attribute	Condition
Water clarity	Level randomly drawn from response levels Q17a
Blue-green algal blooms	Level randomly drawn from response levels Q17b
Algae onshore	Level randomly drawn from response levels Q17c
Number of bird and plant species	Level randomly drawn from response levels Q17d_a
Number of fish species for recreational fishing	Level randomly drawn from response levels Q17d_b
Facilities	Level randomly drawn from response levels Q17e
I would visit this site _____ times per year	

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Q19. Which characteristics were the most influential for the number of visits you stated? You may choose one or more characteristics.

- Water clarity
- Blue-green algal blooms
- Algae onshore
- Number of bird and plant species
- Number of fish species for recreational fishing
- Facilities
- All equally important
- None of them was influential

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Q20. Please think now that the environmental quality at the Baltic Sea and its coast becomes so poor that you start thinking about going somewhere else for recreation. Where in **Country would you go to have a similar recreational experience? Please use again the map in the window below to mark this site. You can mark any site that you would consider going to instead of the Baltic Sea.**

In the upper right hand corner of the map you can

- zoom in and out by clicking the + and – buttons
- search for an address or town by clicking the magnifying glass button 
- change between the map (MapBox) and an aerial photo (Mapbox Satellite).

You can drag the map or the pin around. Please zoom close enough to mark the sites on the map.

CLICK HERE TO MARK THE NEW SITE YOU WOULD GO TO

If you did not mark a location on the map, choose here:

- I would stay at home
- I don't know where I would go
- Other reason

PAGE BREAK

=> Respondent continues to [Your preferred state of the Baltic Sea in 2030]

Your recreation sites [this section is for non-users]

Even though you have not visited the Baltic Sea in recent years, we would like to know what kind of recreation visits you make to nature areas in your leisure time. The visits can be directed to anywhere in nature, such as forests, national parks or water bodies.

Q21. Please mark an approximate location of your place of residence on the map provided below. This will help you to locate the recreation areas around you and researchers to calculate distances to recreation sites.

Instead of exact location, you can mark a street or an intersection that is close to your place of residence. If you have several places of residence, please select the one you spend the most time at.

In the upper right hand corner of the map you can

- zoom in and out by clicking the + and – buttons
- search for an address or town by clicking the magnifying glass button 
- change between the map (MapBox) and an aerial photo (Mapbox Satellite).

You can drag the map or the pin around. Please zoom close enough to mark the sites on the map.

CLICK HERE TO MARK YOUR PLACE OF RESIDENCE

PAGE BREAK

Q22. Please mark a site you have visited the most often for nature recreation in the last 12 months.

Please keep in mind that we are only interested in locations you visit for recreational purposes. You will later be requested to answer additional questions about this site. If your visit is a route, please mark the most important place of that route.

CLICK HERE TO MARK THE SITE YOU HAVE VISITED THE MOST

PAGE BREAK

Your most often visited nature recreation site

Q23. How many times did you visit this site in last 12 months? Please provide a rough estimate if you have difficulties to assess this precisely.

This link helps you calculate the number of visits.

Q24a. How many times did you visit the site during spring (March-May)? _____

Q24b. How many times did you visit the site during summer (June-August)? _____

Q24c. How many times did you visit the site during fall (September-November)? _____

Q24d. How many times did you visit the site during winter (December-February)? _____

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Q25. What do you typically do at this site? Please choose 1-3 most important activities.

<input type="radio"/> Walking
<input type="radio"/> Jogging or running
<input type="radio"/> Hiking
<input type="radio"/> Swimming
<input type="radio"/> Fishing
<input type="radio"/> Nature-watching
<input type="radio"/> Diving or snorkelling
<input type="radio"/> Cycling
<input type="radio"/> Sun-bathing or picnicking
<input type="radio"/> Boating or sailing
<input type="radio"/> Being at the summer house
<input type="radio"/> Ice-skating
<input type="radio"/> Skiing downhill or cross-country
<input type="radio"/> Berry or mushroom picking
<input type="radio"/> Hunting
<input type="radio"/> Going to the sauna
<input type="radio"/> Other, please specify: _____

Q26. Is proximity to a water body important in your visit?

- Very important
- Somewhat important
- Not very important
- Not at all important

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=> Respondent continues to [Your preferred state of the Baltic Sea in 2030]

Your preferred state of the Baltic Sea in 2030

The following table presents characteristics that portray the state of coastal and open sea areas in the entire Baltic Sea. Please familiarize with these characteristics as they are used to describe the alternative programs for the Baltic Sea in the following questions.

Attribute	Description
Water clarity	Water clarity indicates how deep you can see under the surface.
Blue-green algal blooms	Blue-green algae are a special type of algae that can grow intensively in the water column during the summer and can form a visible thick mat/layer on the surface of the water at some parts of the sea.
Ecosystem health and diversity	A healthy ecosystem supports a large diversity of native species, including healthy populations of sea birds, plants onshore and in the sea and predatory fish, such as pike, perch, pike-perch, salmon and cod. Low ecosystem health means large sea bottom areas with no plants and animals and small populations of predatory fish and birds. High ecosystem health means sea bottoms with underwater meadows and many fish species and large populations of predatory fish and birds.
New harmful alien species	Introductions of new alien species due to human activities may reduce native species conditions and populations. They may also reduce commercial fish and stick to boat hulls. There are around 120 alien species observed in the Baltic Sea. New introductions mean that damages from alien species are more likely.
Marine litter	Litter in the sea and on the shores may harm the ecosystem and degrade habitats, as organisms eat it or get entangled in it. It can also contain toxic substances which accumulate within the marine food web. Some of the litter can be seen on the shore.

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Your preferred state of the Baltic Sea in 2030

In the following, we present programs to improve the state of the Baltic Sea. More funds are needed to implement such a program. The chosen program would be financed by collecting a mandatory Baltic Sea tax from each adult in all Baltic Sea countries in 2017-2030.

We would like to know what your preferred program is given its cost. This information will help policymakers to decide how to manage the Baltic Sea environment in the future.

Next you will be presented with six choice situations with different conditions of the Baltic Sea marine and coastal environment in the year 2030 and the associated cost. In each choice situation, please compare the three alternatives and choose your preferred alternative. Think carefully how much the improvement is worth to you and how much you can afford to pay when choosing the alternative.

PAGE BREAK

27a-f. Which of the following alternatives would you choose? [6 choice tasks in each survey]

Example of a choice task [eng56]

Characteristic	State in 2030 without additional measures	Program A	Program B
Water clarity	turbid	somewhat turbid	somewhat clear
Blue-green algal blooms	often	sometimes	seldom
Ecosystem health and diversity	poor	rather poor	poor
New harmful alien species	several	none	none
Amount of marine litter	considerable	moderate	considerable
Your Baltic Sea tax in 2017-2030	0 €	800 € per year (in total 11200 €)	75 € per year (in total 1050 €)

I would choose

- State in 2030 without additional measures
- Program A
- Program B

PAGE BREAK AFTER EACH CHOICE TASK

Q28. If you chose the first alternative (state in 2030 without additional measures) in any of the previous tasks, what was the most important reason?

- The state of the marine environment without additional measures is satisfactory
- Other alternatives were too expensive
- Other alternatives were not good enough
- I could not afford to pay the alternative programs
- Other problems are more important
- I oppose more individual taxes
- I do not believe the state of the marine environment could be improved
- I do not care about the Baltic Sea
- Other reason, please specify _____
- I did not choose the status quo in any of the previous tasks

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Q29. How important do you personally consider the following reasons to value the Baltic Sea and its coastal areas? Please consider your overall motivation to value the Baltic Sea as 100 points and distribute these points among the following reasons according to your motivations. It is not necessary to allocate points to all reasons, so if you do not care about the particular reason, you can write 0. The total must be 100 points.

Please distribute points	Points
Opportunities for recreational activities (e.g. swimming, fishing, walking, boating, bird watching).	_____
Enjoyment from landscapes.	_____
Inspiration for artistic work (photographing...).	_____
An environment for learning and gaining new information.	_____
Spiritual experiences, sense of belonging, and symbolic meaning.	_____
Experiencing historically and culturally important places.	_____
Habitats for many animals and plants.	_____
Other reasons not mentioned in the list above.	_____
Sum	100

PAGE BREAK

Q30. To what extent do you agree or disagree with the following statements? Please tick one box on each row.

Statement	I totally agree	I agree rather than disagree	I neither agree or disagree	I disagree rather than agree	I totally disagree
The balance of nature is very delicate and easily upset by human activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The earth has only limited room and resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plants and animals do not exist primarily for human use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modifying the environment for human use seldom causes serious problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are no limits to economic growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is humans' right to rule the rest of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Background information

Q31. In what year were you born?

Q32. What is your gender?

- Female
- Male

Q33. How many people live in your household, including yourself?

Q34. How many people in your household are under 18 years old?

PAGE BREAK

Q35. What is your highest completed level of education?

- Compulsory school
- Vocational education
- High school
- University/Polytechnic

Q36. What is your current occupational status? Please choose only one option that best describes your occupational status.

- Employed full-time
- Employed part-time
- Retired
- Student
- Home-employed/Homemaker
- Self-employed
- Unemployed

Q37. What is your monthly net income (after taxes)? Please include all sources of income, including benefits, stipends, pension etc.

- 1 level [country-specific]
- 2 level
- 3 level
- 4 level
- 5 level
- 6 level
- 7 level
- 8 level
- I don't want to specify my income level

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Q38. What is your nationality? [Latvia]

- Latvian
- Other

Q39. To which region of Latvia does the place of your residence belong to? [Latvia]

- Rīga
- Vidzeme
- Zemgale
- Pierīga
- Kurzeme
- Latgale

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Q40. Think about answering to the survey. To which extent do you agree or disagree with the following statements?

	I totally agree	I agree rather than disagree	I neither agree or disagree	I disagree rather than agree	I totally disagree
I read the questions thoroughly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understood the questions completely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was easy to answer to the questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was certain about my responses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q41. Do you have any feedback on the survey or the research topic?

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Code of an interviewer ____ [Latvia]

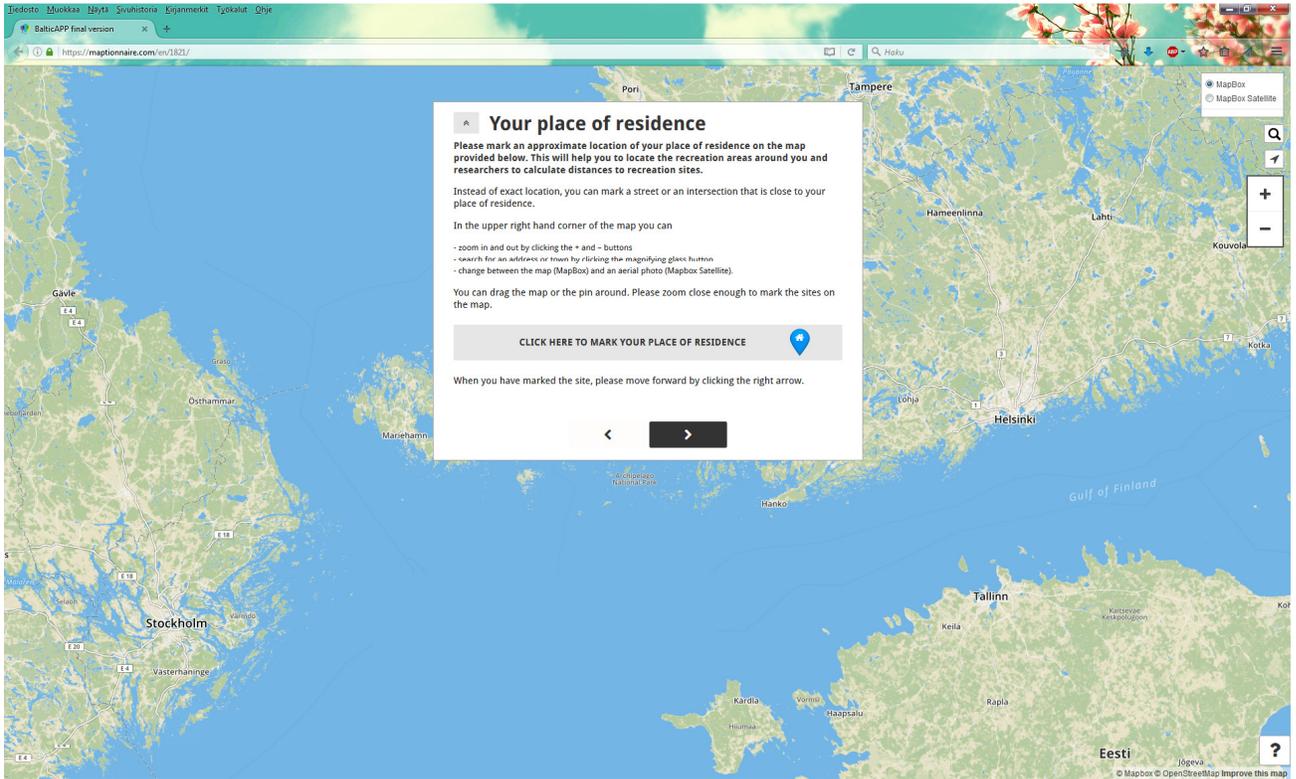
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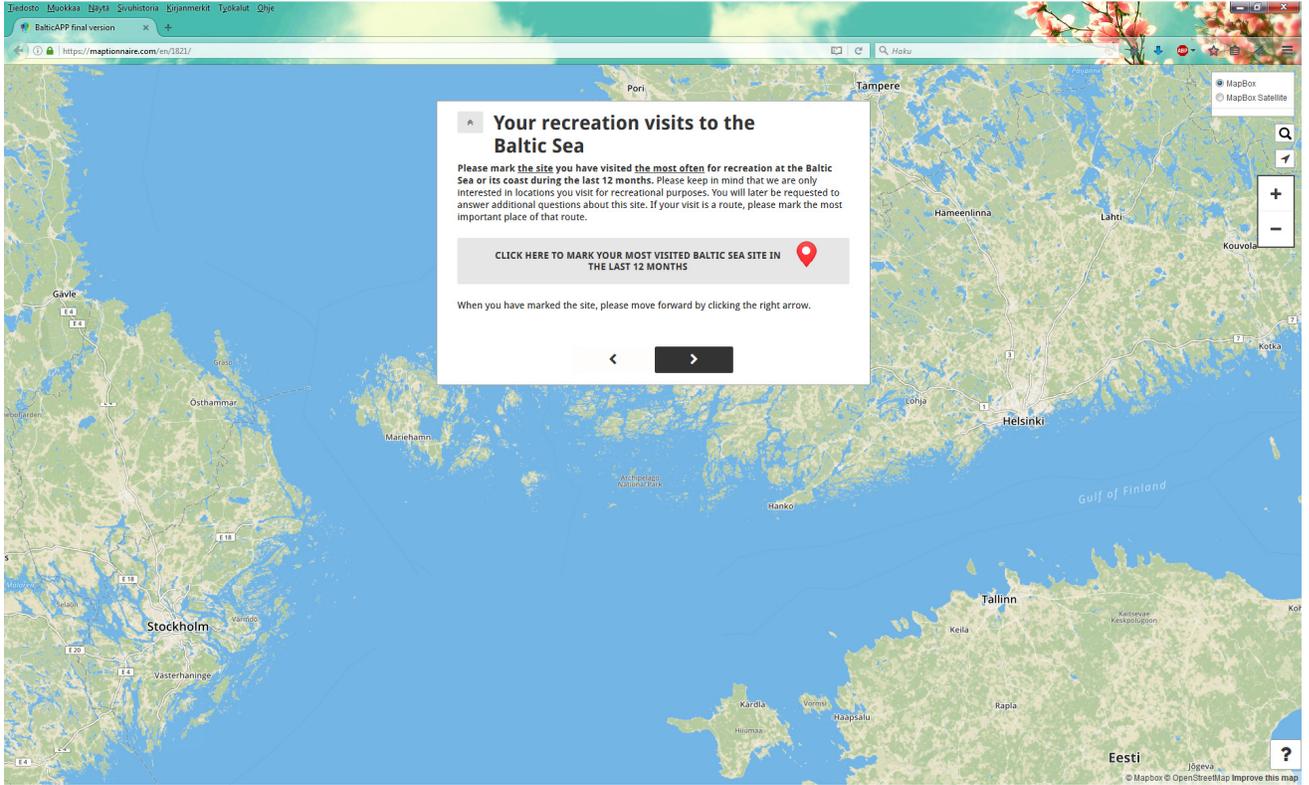
Your completed questionnaire has been received. Thank you!

Screenshots of the internet survey

Map question on the place of residence



Map question on recreation sites



Question on future recreation visits

Environmental conditions and your future visits to your most often visited site at the sea and its coast

The table shows how the future situation at your most often visited site could look like.

Considering the changes, how many times would you visit this site for recreation per year in these conditions?

Characteristic	Condition
Water clarity	Somewhat clear
Blue-green algal blooms	Often
Algae onshore	Often
Number of bird and plant species	Rather low
Number of fish species for recreational fishing	Low
Facilities	None

1. Number of times I would visit the site per year:

Navigation: < >