

Appendix A

Figure A1. Sample choice set for the restricted (a) and the unrestricted (b) version of the survey (The example in (b) is for the group motivated by the conditions for recreation and lifestyle)

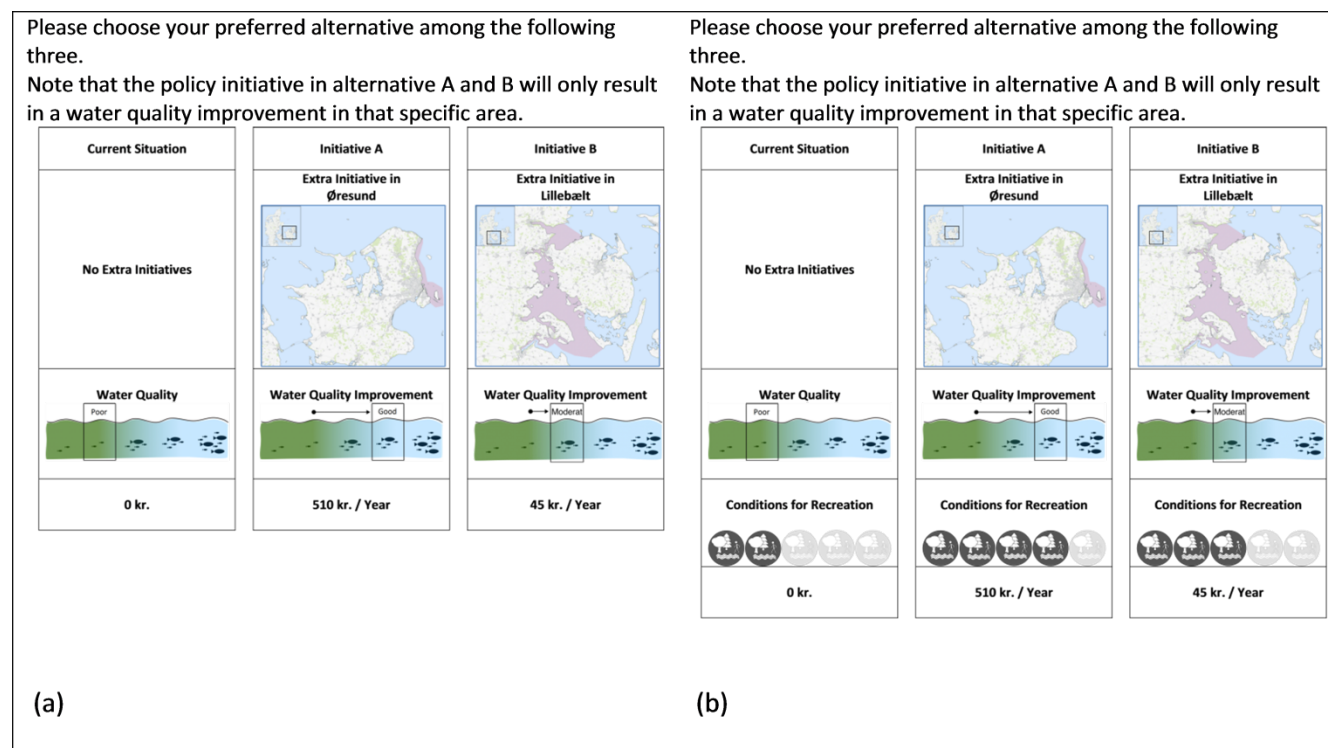


Figure A2. Statements used to determine ecological endpoint motivations




Symbol	Motivation	Significant distinguishing statements
	Biotic conditions	<ul style="list-style-type: none"> • The conditions in and around coastal waters must ensure biodiversity conservation in terms of diversity of animal and plant species. • The conditions in and around coastal waters must support nutrient recycling • The conditions in and around coastal waters must ensure good living conditions for animals and plants
	Conditions for recreation and lifestyle	<ul style="list-style-type: none"> • The conditions in and around coastal waters must provide physical and mental well-being • The conditions in and around coastal waters must preserve livelihood and lifestyle in the area • The conditions in and around coastal waters must support recreational activities such as hiking, beach trips and picnicking
	Conditions for the fishing industry	<ul style="list-style-type: none"> • The conditions in and around coastal waters must secure commercial fisheries. • The conditions in and around coastal waters must ensure industrial production in the area • The conditions in and around coastal waters must ensure water based production of e.g. mussels.

Table A1. Relationship between utility specifications, assumed ecological endpoints and WTP in each beneficiary group

			Motivation of beneficiary group, g			
	Utility specification	Information on ecological endpoint	Biotic conditions	Fishing industry	Recreational activities	Mixed endpoint motivation
Restricted version	$W(Z, I)$	Z	$WTP_{BIO}^W(\partial Z)$	$WTP_{FISH}^W(\partial Z)$	$WTP_{REC}^W(\partial Z)$	$WTP_{MEE}^W(\partial Z)$
Unrestricted version	$V(Z, Y_g(Z), I)$	$Y_g(Z)$	$WTP_{BIO}^V(\partial Z)$	$WTP_{FISH}^V(\partial Z)$	$WTP_{REC}^V(\partial Z)$	$WTP_{MEE}^V(\partial Z)$