

Appendix B: Scenario description provided to all respondents. Gray marks information only provided in the unrestricted version of the questionnaire.

"Work is currently being done on how to improve the water quality in Danish streams, lakes and coastal waters. The environmental authorities would like to know how the public thinks about that.

In the following 12 choice situations regarding water quality please choose your preferred alternative among the three alternatives. Please consider whether you prefer the present situation or if you are willing to make an extra payment to improve the water quality as described in one of the two alternatives.

There will be no extra initiatives if you choose the present situation. The water quality will remain in the present 'poor' condition in the three areas*.

* For the BIO group the following information was added: "and the biological conditions will be equivalent".

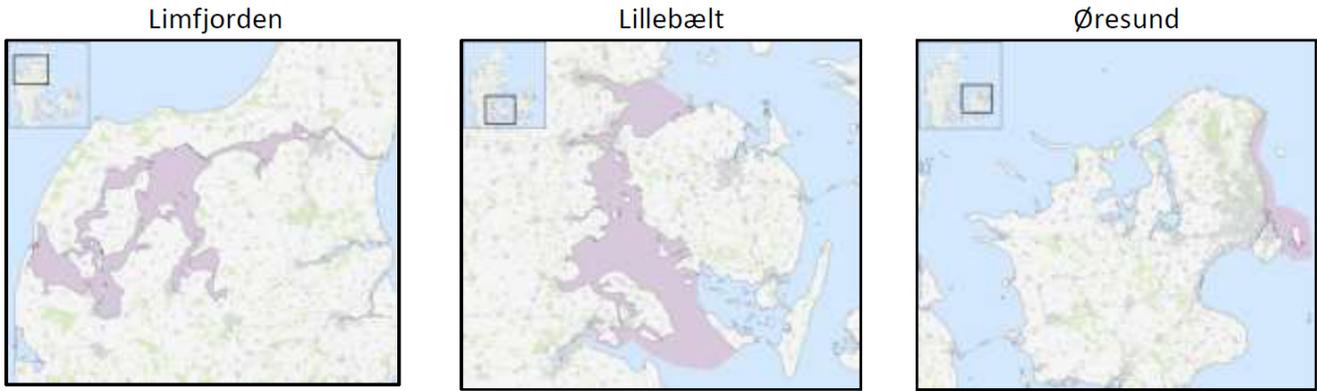
* For the FISH group the following information was added: "and commercial fishing possibilities will be equivalent".

* For the REC group the following information was added: "and recreation and lifestyle possibilities will be equivalent".

* For the MEE group one of the above three pieces of text was randomly selected and added.

Policy area

The policy areas in this study are Limfjorden, Lillebælt og Øresund.

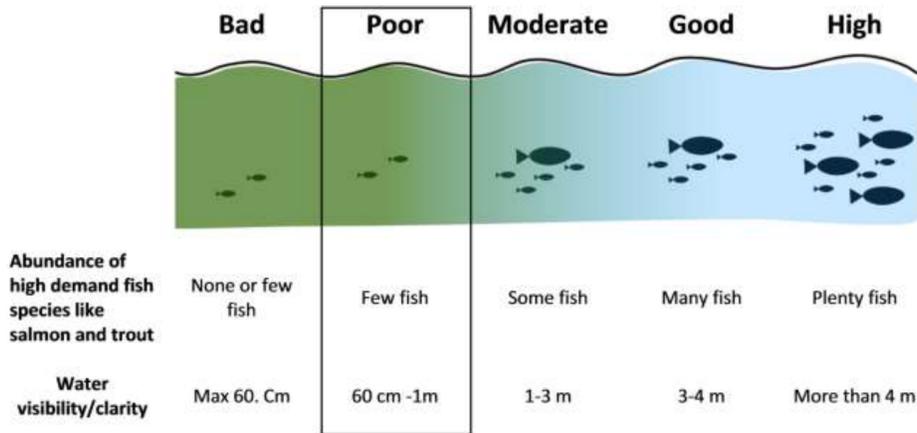


The water quality in these coastal waters is by biologists characterized as being in poor condition.

Water quality

If you choose alternative A or B there will be an improvement of the water quality from the present 'Poor' condition. There are three levels of improvement; moderate, good or high.

The conditions of each level of water quality are given in the figure below.

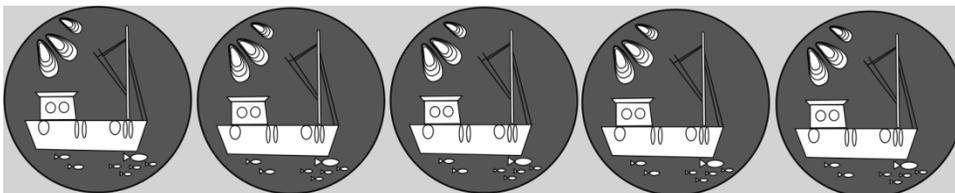


Biotic conditions [*This section was shown only to the BIO group*]



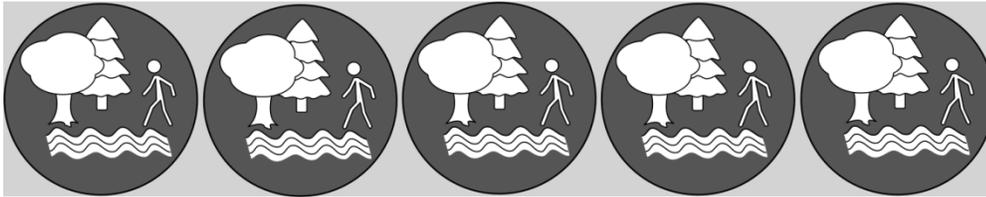
The water quality influences how we as a society and you as an individual benefit from the Danish coastal waters. The water quality ensures habitats for a wide array of animal and plant species and is part of sustaining a diverse genetic variation within species. Furthermore, the conditions in and around coastal waters sustain nutrient cycling.

Fishing industry conditions [*This section was shown only to the FISH group*]



The water quality influences how we as a society and you as an individual benefit from the Danish coastal waters. The water quality is vital for ensuring commercial fisheries as well as mussel production. An improvement of the water quality will lead to an improvement in the conditions in the fishing industry.

Conditions for recreation and livelihood [*This section was shown only to the REC group*]



The water quality influences how we as a society and you as an individual benefit from the Danish coastal waters. The water quality affects the benefits of recreational activities such as hiking, swimming, sailing and fishing. Thereby water quality is part of sustaining physical as well as psychological wellbeing and livelihood and lifestyle in the area.

[For the MEE group one of the above three pieces of information was selected and added in accordance with the text initially shown earlier in the scenario description].

Payment

The payment for the water quality improvement is a yearly payment through your income tax. Note, that the payment will reduce your household consumption possibilities for other goods and services.

Choice

Please consider each choice carefully and choose your preferred alternative based on the policy area, the water quality* and the payment.

* For the BIO group the following information was added: ", the biotic conditions"

* For the FISH group the following information was added: ", the conditions for the fishing industry"

* For the REC group the following information was added: ", the conditions for recreation and livelihood"

* For the MEE group one of the above three pieces of text was selected and added in accordance with the text initially shown earlier in the scenario description.

Land Economics 95 (3), August 2019

“Does One Size Really Fit All? Ecological Endpoint Heterogeneity in Stated Preference Welfare Analysis,”
by Anne Kejser Jensen, Robert J. Johnston, and Søren B. Olsen

Note that each of the 12 choice situations represents a new situation, in which your choice should not be affected by your previous choices.