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Documentation of the Stated Choice Experiment water quality valuation survey used in the Legacies of Agricultural Pollutants (LEAP) project

Larsen, Tobias Holmsgaard; Olsen, Søren Bøye; Lundhede, Thomas; Jensen, Anne Kejser; Jacobsen, Brian ; Cunha, Maria; Marques, João ; Azevedo, José Manuel ; Dessirier, Benoît ; Thorslund, Josefin ; Jarsjö, Jerker; Brouwer, Roy; Ji, Xingtong; van der Water, Irene; Basu, Nandita; Van Meter, Kim; Van Cappelen, Philippe

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DEPARTMENT OF FOOD AND RESOURCE ECONOMICS
UNIVERSITY OF COPENHAGEN

IFRO Documentation

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Documentation of the Stated Choice Experiment water quality valuation survey used in the Legacies of Agricultural Pollutants (LEAP) project

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Author contributions

Tobias Holmsgaard Larsen and Søren Bøye Olsen are main responsibles for developing and implementing the overall survey design, developing survey questionniares, developing survey protocols and instructions, and implementing the main data collection, as well as for documenting it all in this report. Maria Cunha, Jerker Jarsjö, Roy Brouwer, and Søren Bøye Olsen have been main responsibles for conducting focus group interviews in Portugal, Sweden, Canada, and Denmark, respectively. Remaining authors have to varying degrees contributed with input and feedback at different stages of the survey development.

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1. Introduction

This report provides full documentation of the development of the Stated Choice Experiment survey on water quality improvements as well as the subsequent data collection in the Legacies of Agricultural Pollutants (LEAP) project[1]. Analysis and main results are not reported here, but can be found in Larsen et al. (2020).

Project LEAP investigates the biophysical and socioeconomic aspects of agricultural pollutant legacies within water systems. The project is carried out by partners in Canada, Denmark, Portugal and Sweden. The focus is on four different case areas, located in the partner countries (Table 1). The case areas differ in several ways, but all face the common challenge of maintaining both agricultural productivity and clean water for human and ecosystem health. The particular focus of the LEAP project is on improving the predictive and socioeconomic understanding of the long-term release of legacy nutrient stores that stems from excess nutrient loads (N and P) in agroecosystems. This is done by studying the time lags and uncertainty that are related to reduced N and P pollution from agriculture.

Table 1 Case areas included in the survey

Case area	Agricultural land in watershed	Size of watershed (km^2)	Size of case area water bodies
The Grand River and its main tributaries (Ontario, Canada)	70 %[1]	6,800[1]	300 km (length, Grand River)[1]
Limfjorden (Denmark)	70 %[2]	7,600[2]	1,500 km^2 (area)[2]
The Mondego River and its main tributaries (Portugal)	32 %[3]	6,645[4]	258 km (length, Mondego River)[4]
Lake Mälaren and Hjälmaren (Sweden)	19 %[5]	22,645[6]	1,550 km^2 (area)[6]

Note: Approximate magnitudes based on [1] Grand River Conservation Authority (2014); [2] Miljøministeriet (2011); [3] Teixeira et al. (2014); [4] Agência Portuguesa do Ambiente (2016); [5] SCB (2019); [6] https://viss.lansstyrelsen.se/

2. Questionnaire development

A common template design was used as the basis for development of two questionnaires, one focusing on improvements in surface water quality, and another focusing on improvements in groundwater quality. Four different case area specific versions were made of each of these questionnaires. The case specific versions only varied in terms of the waterbodies that was in focus in the CE, and questionnaires were translated into the relevant language for each case area.

The questionnaires went through a thorough process of development including both qualitative and quantitative pretesting. Well established methods like focus group interviews, cognitive interviews and pilot tests (Johnston et al., 2017) as well as methods relatively novel to the CE literature like eye tracking (Dudinskaya et al., 2020) and Q-sorting (Armatas et al., 2014; Jensen,

[1] https://uwaterloo.ca/legacies-of-agricultural-pollutant/

2019) were used over the course of more than a year (Table 2). The testing process ensured that relevant topics were thoroughly covered, and that the respondents understood the content and format. The development process was led by researchers from University of Copenhagen, Denmark. Hence, for practical reasons, some of the initial pretests were only carried out in Denmark. This was deemed suitable as these pretests focused on rather general issues related to survey setup, cognitive load and text-length, rather than case specific aspects. The final focus group interviews and pilot tests were, however, carried out in all case areas, ensuring that any cross-country variation in opinions regarding the close-to-final questionnaire was taken into account. All focus group interviews were carried out by project partners in similar settings, following a detailed interview protocol across the countries (see Appendix 7).

Table 2 Questionnaire pretesting process

Time period	Pretest method	Participants from	No. of participants
June-November 2018	Focus group interview 1, including 1st stage of Q-methodology (Development of concourse)	All case areas	5-8 per group/case area
June 2019	Eye-tracking analysis	Denmark	13
June 2019	Expert focus group interview with project partners	All case areas	15
November 2019	2nd stage of Q-methodology (Q-sorting)	All case areas	32 (6-11 per case area)
December 2019	Eye-tracking assisted cued retrospective think-aloud personal interviews	Denmark	18
December 2019	Focus group interview 2	Denmark	8
February 2020	Focus group interview 3	All case areas	6-8 per group/case area
May 2020	Online pilot test	All case areas	502 (96-206 per case area)

Note: Protocols and reporting templates for focus group interviews 1-3 can be found in Appendix 7. Protocol and relevant documents for Q-sorting can be found in Appendix 8. Protocol for cued retrospective think-aloud interviews can be found in Appendix 9.

The use of a common questionnaire design meant that some compromises had to be made during the process of development; rather than making different questionnaires in which all details were perfectly shaped for each case area, we constructed a more general questionnaire, which was as relevant as possible for all case areas. Due to the extensive development and testing procedure we find that a common basic questionnaire design will not jeopardize the validity of the results but, in turn, it ensures a high degree of cross-case area comparability of data and results as well as provides broad and multifaceted insights about preferences for water quality across waterbodies with different characteristics and locations.

The questionnaires used are made up of three distinct parts. The first part consists of behavioral questions concerning the respondents' use of water bodies for recreational purposes (in the surface water questionnaire) and their consumption of bottled water (in the groundwater questionnaire). These are intended to "warm-up" the respondents and make them think about the subject and their preferences. In other words, putting them into the mental frame of surface water and groundwater quality.

The second part of the questionnaires is the CE section, beginning with a scenario description. In the surface water quality questionnaire, each case area is divided into two or three separate sub-areas (Figure 1). Most of these vary in terms of current water quality and hydromorphological conditions. Some parts of the case areas were already classified as being in good quality, and these were not included in the CE (this was explained to the respondents). The division into sub-areas ensures greater applicability of the results in subsequent analyzes, and a more realistic scenario description. Scenario realism is particularly important in order to avoid respondents making their own assumptions about water quality conditions (Kataria et al., 2012).

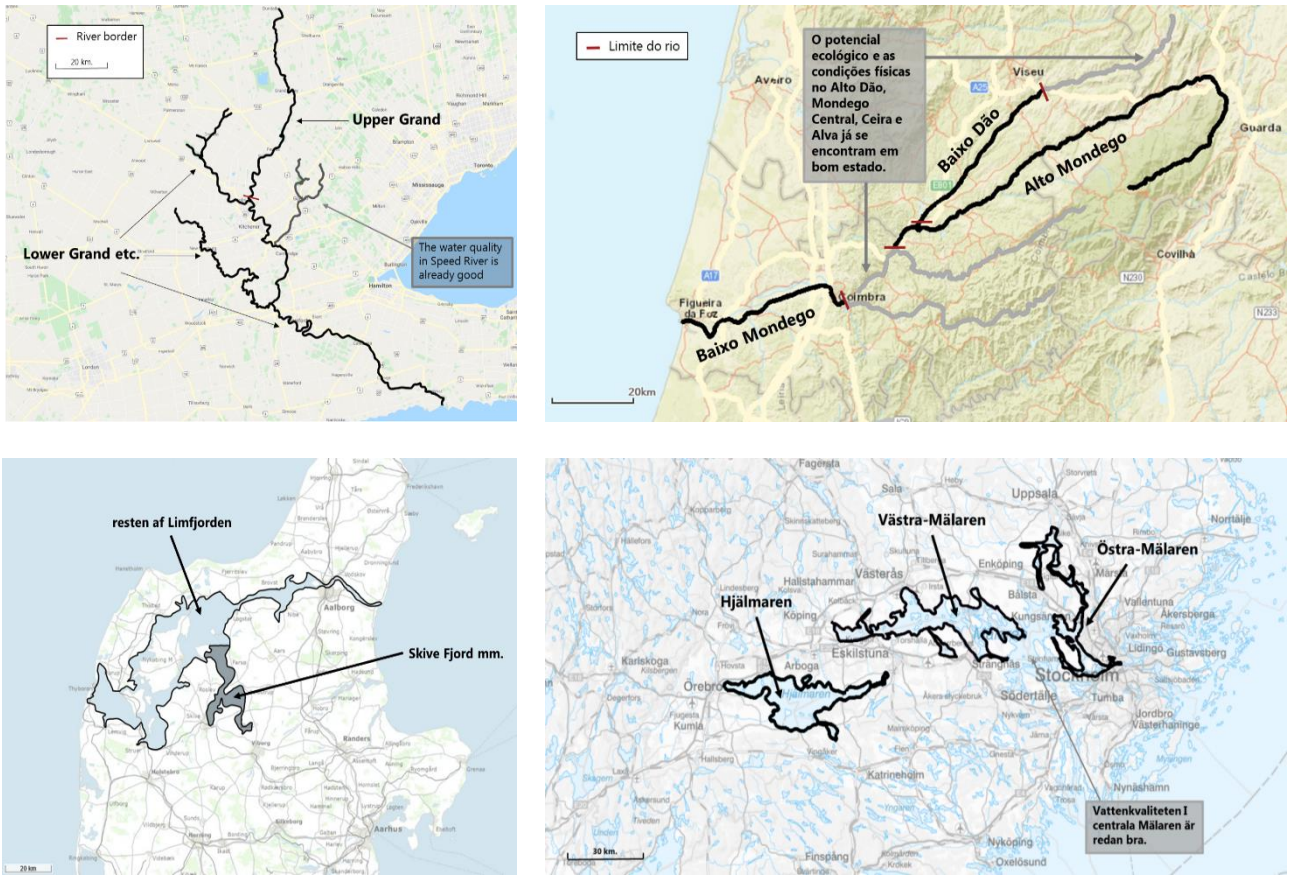

Figure 1 Maps used in the surface water questionnaire to present the sub-areas
Note: Top-left: Canadian case area; Top-right: Portuguese case area; Bottom-left: Danish case area; Bottom-right: Swedish case area.

Based on the pretest process (Table 2), expert consultations, literature reviews, and the overall project focus, a range of attributes were identified to be included in the final CE setup (Table 3).

Table 3 Attribute levels and descriptions presented in the CE

Attribute	Levels	Attribute description shown to respondents
The expected water quality	Poor; Moderate; Good	<u>*Canadian version:*</u> **Three different water quality levels are distinguished**: *Good, Moderate and Poor*. The differences between these levels are described below. The water quality will not affect your drinking water at home or the treatment of this. Each water quality level has a different color. The colors are used on the small map to show how **the water quality is expected to be on average** in Upper Grand and Lower Grand etc. **Without new policy, water quality is expected to be *Poor* in the Lower Grand etc., and *Moderate* in the Upper Grand in 4 years**. However, the expected water quality may improve by implementing new policy measures. <u>*Portuguese version (translated from Portuguese):*</u> In the following, we will distinguish between **three different levels of ecological potential and physical conditions**: *Good, Moderate and Poor*. The differences between these levels are described below. The ecological potential and physical conditions will not affect your drinking water or the treatment of this. The levels are associated with specific colors, which are used on the small map to show how the conditions is expected to be on average in Lower Dão, Upper Mondego and Lower Mondego. **If no new policy is adopted, the ecological potential and physical conditions are expected to be *Poor* in most parts of the Lower Mondego while they are expected to be *Moderate* in Lower Dão and Upper Mondego in 4 years**. However, the expected conditions may be improved by implementing new policy measures.
The risk of water quality not improving	No risk; 10 % risk; 40 % risk	Some measures do not always work as expected. **Some proposals will therefore face a risk that the water quality will not improve,** even though the adopted measures usually works. This risk is based on practical and scientific expert judgement.
The time it takes for water quality to be achieved	<u>*Surface water version:*</u> 4 years; 8 years; 20 years <u>*Groundwater version:*</u> 8 years; 20 years; 50 years	It takes time before the impacts of new measures will take full effect. Scientists can predict the number of years it takes before a new policy leads to a specific water quality. Once this number of years has passed, water quality will stay at the achieved level.
How much your household's annual tax payment increases as a consequence of the proposal	<u>*Canadian version:*</u> $15; $30; $50; $105; $210; $420 <u>*Danish version:*</u>	Implementation of the proposals for a new policy comes at a cost, which will be covered by a **household tax increase**. Hence, **each policy proposal presented in the following is associated with an increased annual tax payment for your household**. The increase can vary from $15 to $420 per year per household. The increase in your household's aggregate annual **tax payment will be implemented in 2020**, even if, as

	100 DKK; 200 DKK; 350 DKK; 700 DKK; 1400 DKK; 2800 DKK *Portuguese version:* 7.5 €; 15 €; 25 €; 50 €; 105 €; 210 € *Swedish version:* 115 SEK; 230 SEK; 400 SEK; 800 SEK; 1600 SEK; 3200 SEK	described, there may be uncertainty regarding the expected improvements, and it will take several years before they are achieved. The extra tax payment will be the same amount in all future years. If the current policy is continued with no changes, your household's tax payment will not increase. Note that the possible increase in your annual tax payment will be used exclusively for improving water quality in the Grand River. The policy proposals will thus not affect the water quality in other parts of Ontario.

Note: Unless otherwise stated, the descriptions shown here apply to the surface water questionnaire in the Canadian case area, but similar descriptions are used in the other case areas and in the groundwater questionnaire. All versions are available in Appendix 2-5. Short descriptions of each attribute level are included for the water quality and risk attribute (figure 2 and 3 present those for the former), in order to increase credibility and policy consequentiality (Zawojska et al., 2019). The tax levels were aligned through PPP-adjusted exchange rates.

A water quality ladder is used to define and communicate different surface water quality levels (Figure 2). Each level is represented by a color and described in terms of easily understandable ecosystem services regarding both biological quality elements (abundance of fish and fauna, and suitability for swimming and angling) and physio-chemical elements (water clarity). This is closely related to the setup and definitions suggested by Hime et al. (2009) for use in water quality related SP surveys. The groundwater quality levels are described using a similar water quality ladder with colors to represent each level. A related setup has previously been utilized in a groundwater valuation study by Brouwer et al. (2018). We define the groundwater quality levels in relation to chemical conditions, both in terms of use-values (drinking water) and non-use existence values (pollution of the groundwater).

Water quality	**Description of water quality**
Good	Good for swimming and angling Many fish, bird and plant species Water visibility is always good, the bottom of the Grand River is visible in most places
Moderate	Acceptable for both swimming and angling The number of fish, bird and plant species is limited Water visibility is limited, water is sometimes turbid and not clear
Poor	In some areas and periods, swimming and angling is not recommended Hardly any or only a few fish, bird and plant species Water visibility is poor, water is always opaque

Figure 2 Water quality ladder included in the Canadian surface water questionnaire

One attribute represents uncertainty regarding the policy outcome, while another represents the time lag between policy implementation and water quality improvements. The levels of the former represent certainty, slight uncertainty and much uncertainty, respectively. The levels of the latter vary over a short, medium and long time range and are chosen to be somewhat it line with actual nutrient time lags (e.g. Meals et al., 2010). The pretesting process revealed that the outcome uncertainty attribute placed a substantial cognitive burden on respondents, which is in line with previous findings (e.g. Logar and Brouwer, 2017). Different versions of the attribute were tested during this process, and a simple text-based design proved most appropriate. Part of the explanation for this seemed to be that the combination of maps and colors used in the water quality attribute already constituted considerable visual information. In order to enable estimation of monetary values, a price attribute is included, which is defined as an annual increase in the tax payment for the respondent's household. It is not stated how the tax increase would be charged (e.g. through income taxes or municipality taxes), in order to ensure credibility across the different tax systems of the four case areas. The pretesting process showed that tax as a payment vehicle was generally perceived consequential to respondents across the case areas, which is critical in ensuring valid results (Vossler et al., 2012). One common set of price levels were decided upon, based on previous literature as well as information gathered through the pretesting process, and the price set were aligned across countries through PPP-adjusted exchange rates.

The attribute definitions and levels in the Portuguese surface water questionnaire differ somewhat from those used in the other case areas. The surface water quality in the natural/unmodified parts of the Mondego River basin is overall good in terms of biological quality elements and physio-chemical elements. However, big parts of the basin is heavily modified in order to regulate the water and ensure flood protection. As a result of a lack of monitoring and maintenance, some of the modified river parts are characterized by issues with both hydromorphological elements (increasing the risk of flooding) and occasionally the biological quality elements (leading to some eutrophication). Hence, in the Portuguese surface water questionnaire, water quality is therefore defined in terms of ecological potential and physical conditions (see Figure 3). This puts obvious limits to the comparability of the estimated Portuguese water quality preferences with the estimated water quality preferences in the other case areas.

In the questionnaire version regarding groundwater quality, the setup is overall the same as in the surface water questionnaire. The groundwater quality improvements are described as pertaining to the groundwater in the municipalities where the case areas are located, as well as neighboring municipalities i.e. areas somewhat comparable to the case area watersheds. The groundwater quality was generally considered to differ less within each case area, and the case areas are hence not divided into sub-areas in the groundwater questionnaires. The levels for the time lag attribute differ from those used in the surface water questionnaire to reflect the biophysical fact that time lags between reduced pollutant leaching and resulting improvements in water quality are typically longer for groundwater than for surface water (Meals et al., 2010). Hence, the chosen time lag levels are 8 years, 20 years and 50 years (as opposed to 4 years, 8 years and 20 years in the surface

water version). Other than that, the same attributes and levels, as reported in Table 3, are used in the two different versions of the questionnaire.

Level	Description of ecological potential and physical conditions
Good	Dams, dikes, riverbanks, and sedimentation levels are frequently monitored and maintained Minimal risk of algae growth in dams Minimal risk of flooding
Moderate	Dams, dikes, riverbanks, and sedimentation levels are occasionally monitored and maintained Some risk of algae growth in dams Some risk of flooding
Poor	Dams, dikes, riverbanks, and sedimentation levels are rarely monitored and maintained High risk of algae growth in dams High risk of flooding

Figure 3 Ladder with levels of ecological potential and physical conditions included in the Portuguese surface water questionnaire (English translation)

The choice sets in the groundwater version are made up of the four attributes listed in Table 3. However, as separate average water quality expectations are stated for each of the sub-areas, the surface water versions have five or six attributes depending on the division into sub-areas. Each choice set includes a business-as-usual (BAU) alternative, presented as a certain forecast of the water quality in 4 years' time for the surface water version, and in 8 years' time for the groundwater version. The water quality levels in the BAU scenarios are based on data and reports on the present average quality level, current trends and most likely projections as expected by national water authorities in the partner countries[2]. By presenting these quality levels as future BAU conditions rather than current status quo conditions, we ensure greater scenario-realism in areas where there is wide variation in water quality within each sub-area. During pretesting, it became evident that in these areas, our focus on average water quality levels could otherwise be considered unrealistic. It is assumed (and described to respondents) that there is no risk that new policies will lead to water quality levels lower than those presented in the BAU alternative. Examples of choice sets used in the Canadian surface water and groundwater questionnaires are provided in Figure 4 and 5 (examples from the other case areas are accessible in Appendix 2-5)

[2] Canadian case area: https://www.grandriver.ca/en/our-watershed/resources/Documents/Water-Quality/GRCA_Board_WaterQualityConditions_February-24-2017.pdf
Danish case area: http://miljoegis.mim.dk/cbkort?&profile=vandrammedirektiv2-bek-2019
Portuguese case area: https://sniamb.apambiente.pt/content/planos-de-gestão-de-região-hidrográfica?language=pt-pt
Swedish case area: https://ext-geoportal.lansstyrelsen.se/arcgis/apps/MapSeries/index.html?appid=0d5184a960834906af2e0fc72d8cd99d

Figure 4 Example of a choice set used in the Canadian surface water questionnaire

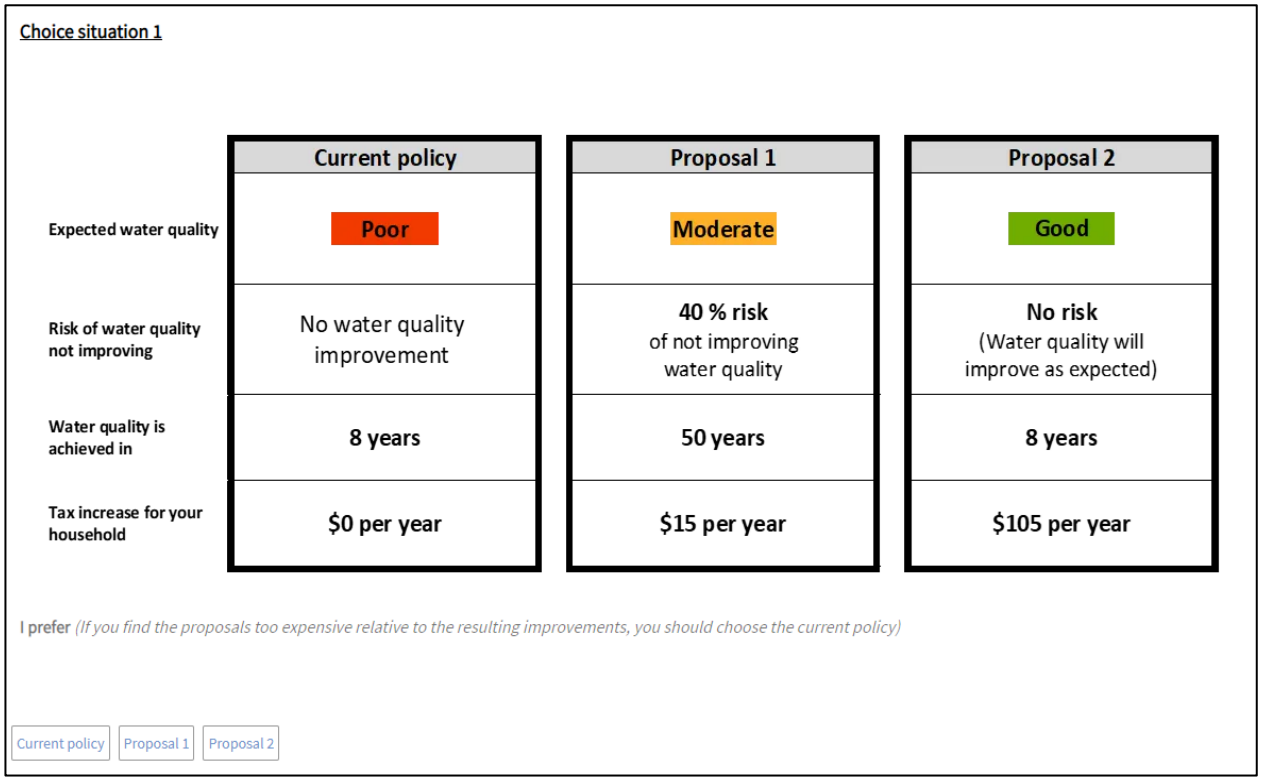

Figure 5 Example of a choice set used in the Canadian groundwater questionnaire

The attribute levels were assigned to alternatives and paired into choice sets of three alternatives: a zero-priced BAU alternative and two experimentally designed improvement alternatives with an associated tax increase. As a full factorial design comprised up to 594 alternatives[3], a fractional factorial design consisting of 12 choice sets (24 alternatives) was identified for the surface water and groundwater CEs, respectively (Louviere et al., 2000). An efficient design optimized for D-efficiency and assuming a multinomial logit model was developed using the Ngene software version 1.2.1 (ChoiceMetrics, 2018). For the pilot tests, design priors were informed by findings from previous related surveys as well as theoretical expectations and experience gained from the pretesting phase so far. The design was subsequently updated with better informed priors in terms of parameter estimates obtained in multinomial logit models run on the choice data obtained in the pilot tests (about 100 respondents for each case area, see Table 2). Before finalizing the experimental design, as suggested by Huber and Zwerina (1996), a manual swapping procedure was conducted for a few choice sets to avoid level overlap. It was ensured that attribute level balance was maintained during this procedure.

For the surface water questionnaire, the experimental design differed across the country-specific versions due to differences in the number of sub-areas and in the BAU conditions. The overall BAU groundwater quality level was assessed to be similar (poor) across the case areas, and hence the same experimental design was used across these. The 12 choice sets that each respondent encountered were randomized in order to average out any associated ordering effects (Johnston et al., 2017).

In order to minimize the potential presence of hypothetical bias, a cheap talk reminder was inserted prior to the sequence of choice sets, and an opt-out reminder was presented with each choice set (Cummings and Taylor, 1999; Ladenburg and Olsen, 2014; Alemu and Olsen, 2018).

The third and last part of the questionnaire consists of attitudinal and demographic questions. The attitudinal questions primarily consist of two sections of questions aimed at elicitation of time and risk preferences in a monetary domain. The wording and setup of these questions are heavily inspired by those used in the Global Preference Survey (Falk et al., 2016).

3. Data collection

The survey questionniares were administered online in the period May 15 – June 19 2020, and data were collected in the period May 15 – June 30 2020 by the professional survey company Userneeds. The survey was answered by a sample of 5017 respondents living in the municipalities/districts where the case areas are located, as well as neighboring

[3] As the Portuguese and Swedish surface water CEs included 3 sub-areas, of which one area could take 3 levels and two areas could take 2 levels, a full factorial design for these would be made up of ((3 x 2 x 2)-1) x 3 x 3 x 6 = 594 alternatives (the negative one in the first bracket accounts for the fact that alternatives with no water quality improvements in any sub-areas were not considered).

municipalities/districts (Table 4). All respondents were enrolled in online panels administered either by Userneeds or by partnering survey companies (Table 5).

Table 4 Sampling areas

Country	Sampling areas
Denmark - Municipalities	Herning, Holstebro, Ikast-Brande, Lemvig, Randers, Skive, Struer, Viborg, Brønderslev, Frederikshavn, Hjørring, Jammerbugt, Mariagerfjord, Morsø, Rebild, Thisted, Vesthimmerlands, Aalborg
Canada - CMA Districts	*Primary:* Brantford, Guelph, Kitchener-Cambridge-Waterloo *Secondary:* Hamilton *Tertiary:* Toronto
Portugal - Districts	*Primary*: Coimbra, Guarda, Viseu *Secondary*: Aveiro *Tertiary*: Bragança, Castelo Branco, Leiria, Portalegre, Porto, Santarém, Vila Real
Sweden - Municipalities	Stockholm, Botkyrka, Ekerö, Salem, Upplands-Bro, Strängnäs, Västerrås, Halstahammar, Kungsör, Köping, Håbo, Järfälla, Huddinge, Nykvarn, Södertalje, Örebro, Katrineholm, Arboga, Eskilstuna, Vingåker

Note: In Canada and Portugal the sampling was done progressively, first sending out questionnaires to respondents in the *primary* area, and only sending out to the *secondary* and *tertiary* areas if the target number of respondents had not been reached.

Table 5 Online panels used to sample respondents

Country	Panel provider
Denmark	Userneeds, Cint, YouGov, Eovendo
Canada	Cint, Dynata
Portugal	Cint
Sweden	Userneeds, Cint, SampleXpress

Userneeds used a standard invitation for the survey (Box 1), and if the respondents did not react to the invitation, they received a reminder after a few days. The reminder was setup as a copy of the invitation with only few changes, and hence appeared as a re-invitation rather than a warning regarding missing participation. The respondents were invited, so that the total sample (including both respondents to the pilot survey and respondents to the main survey) were nationally representative in terms of gender and age (non-interlocked; Table 6 and 7). In the Danish survey, each respondent is assigned a weight of maximum two, to ensure that the distribution is nationally representative.

Box 1 Wording of survey invitation

Dear panelist,

This new survey takes approximately 12 minutes to complete.

If you are part of the target group you will get 1200 points once the survey is completed.

As a bonus to all panelists, Userneeds have raised the number of points per survey starting 2020. In other words, you will collect points faster if you are active.

We look forward to receive your response.

Table 6 Distribution of all respondents completing either the pilot or the main survey

	Gender		Age		
Country	**Male**	**Female**	**18-35**	**36-55**	**56-65**
Denmark	49%	51%	38%	42%	20%
Canada	49%	51%	37%	49%	14%
Portugal	48%	52%	36%	48%	16%
Sweden	50%	50%	39%	45%	16%

Note: The Danish distribution in this table make use of the weight that is assigned to each respondent, hence making the distribution nationally representative.

Table 7 Distribution of respondents completing the main survey

	Gender		Age		
Country	**Male**	**Female**	**18-35**	**36-55**	**56-65**
Denmark	35 %	65 %	30%	42%	28%
Canada	46 %	53 %	42%	53%	6%
Portugal	48 %	52 %	40%	52%	8%
Sweden	49 %	51 %	45%	46%	9%

Note: The Danish distribution in this table does not account for the weight that is assigned to each respondent.
Note: The Canadian gender figures does not sum to 100 % as ≈1% of respondents identified themselves with another gender category than those presented here.

The elicited data consist of eight different datasets, two for each of the four case areas; one with data from the surface water questionnaire, and one with data from the groundwater questionnaire. When analyzing data from a SP survey, it is common practice to account for protest bidders (Johnston et al., 2017) also known as serial non-participants. These are respondents who always choose the opt-out alternative, for example because they oppose to the survey and hence indicate a zero value for a good that they actually value (Von Haefen et al., 2005; Halstead et al., 1992). We included a follow-up question asking respondents who chose the BAU alternative in all choice sets, to state their reason for doing so. Based on responses to this question, we identified respondents who we suspected were protest bidders and removed these from the datasets[4].

[4] We identified respondents as protest bidders if they chose answering option 7-14 in Q25, Q26 or Q40 in the questionnaires provided in Appendix 2-5.

Protest bidders made up 2-6 % of all respondents. We also identified respondents who were responding very fast, as we would suspect that these were not able to indicate their true preferences. Identifying a response time that is too fast is not straightforward, and we thus took a very precautious approach to this. Campbell et al. (2017) find that some respondents spend as little as 2.5 seconds per choice set, including the time required to load a webpage (the next choice set), which likely takes 1-2 seconds. With this lower bound as our reference, we decided to remove respondents spending less than 2.5 seconds in average on the three first choice sets, as previous studies have found that the first couple of choice sets may be particularly important for respondents to learn the CE setup (Day et al., 2012; Carlsson et al., 2012; Hess et al., 2012). Once the respondents have understood the setup, it is possible that fast choices reflect genuine preferences, if it e.g. is the case that only one attribute is decisive for their choice. Although the condition applied here may seem somewhat arbitrary, we argue that this conservative approach most likely did not result in removal of respondents whose choices reflected actual preferences. In total, the protest bidders and speeders made up 4-8 % of all respondents. This share of respondents is much smaller than what is found in similar water quality studies in Europe (see e.g. Kataria et al. (2012) or Pinto et al. (2016)).

It has not been possible to obtain response rates, as the respondents were collected from several survey companies. Neither have it been possible to obtain completion and drop out rates of respondents to the main survey in isolation for the Canadian and Portuguese samples. The numbers and rates presented in Table 8 applies to the total sample (both respondents to the pilot survey and respondents to the main survey), whereas those presented in Table 9 applies to the main survey only.

Table 8 Data collection characteristics (pilot+main survey)

	Denmark	Canada	Portugal	Sweden
Respondents invited from Userneeds panel	4340	N/A	N/A	2657
Complete interviews (N)	2745	996	989	964
Drop outs (N)	1065	285	329	239
Screened out (N)	553	101	29	147
Completion rate (%)	59 %	59 %	66 %	69 %
Drop out rate (%)	23 %	17 %	22 %	17 %

Note: The completion and drop out rates are computed as a share of the total number of times a respondent began answering the survey. In those cases where a started attempt neither resulted in a complete response nor a drop out, the respondent have either been screened, the quota have been full, or an error have occurred. Some respondents may have started the survey more than once, if they did not complete during an initial attempt.

Table 9 Data collection characteristics (main survey)

	Denmark	Canada	Portugal	Sweden
Respondents invited from Userneeds panel	N/A	N/A	N/A	N/A
Complete interviews (N)	2477	900	800	840
Drop outs (N)	982	N/A	N/A	219
Screened out (N)	545	N/A	N/A	141
Completion rate (%)	60 %	N/A	N/A	69 %
Drop out rate (%)	24 %	N/A	N/A	18 %

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Appendix 1. Survey splits

Split 1 (Denmark):

33 % randomly chosen to Split 1=A (control)

33 % randomly chosen to Split 1=B (financial incentive)

33 % randomly chosen to Split 1=C (risk+time Q preceding CE)

Split 1 (Canada, Portugal, Sweden):

100 % chosen to Split 1=A (control)

Split 2

50 % of Split 1=A and C randomly chosen to Split 2=1 (surface water)

50 % of Split 1=A and C randomly chosen to Split 2=2 (ground water)

50 % of Split 1=B randomly chosen to Split 2=3 (surface water+financial incentive vers. 1)

50 % of Split 1=B randomly chosen to Split 2=4 (ground water+ financial incentive vers. 2)

Split 3

If Split 1=A or C, 50 % of Split 2=1 randomly chosen to Split 3=1 (no cost lottery)

If Split 1=A or C, 50 % of Split 2=1 randomly chosen to Split 3=2 (low cost lottery)

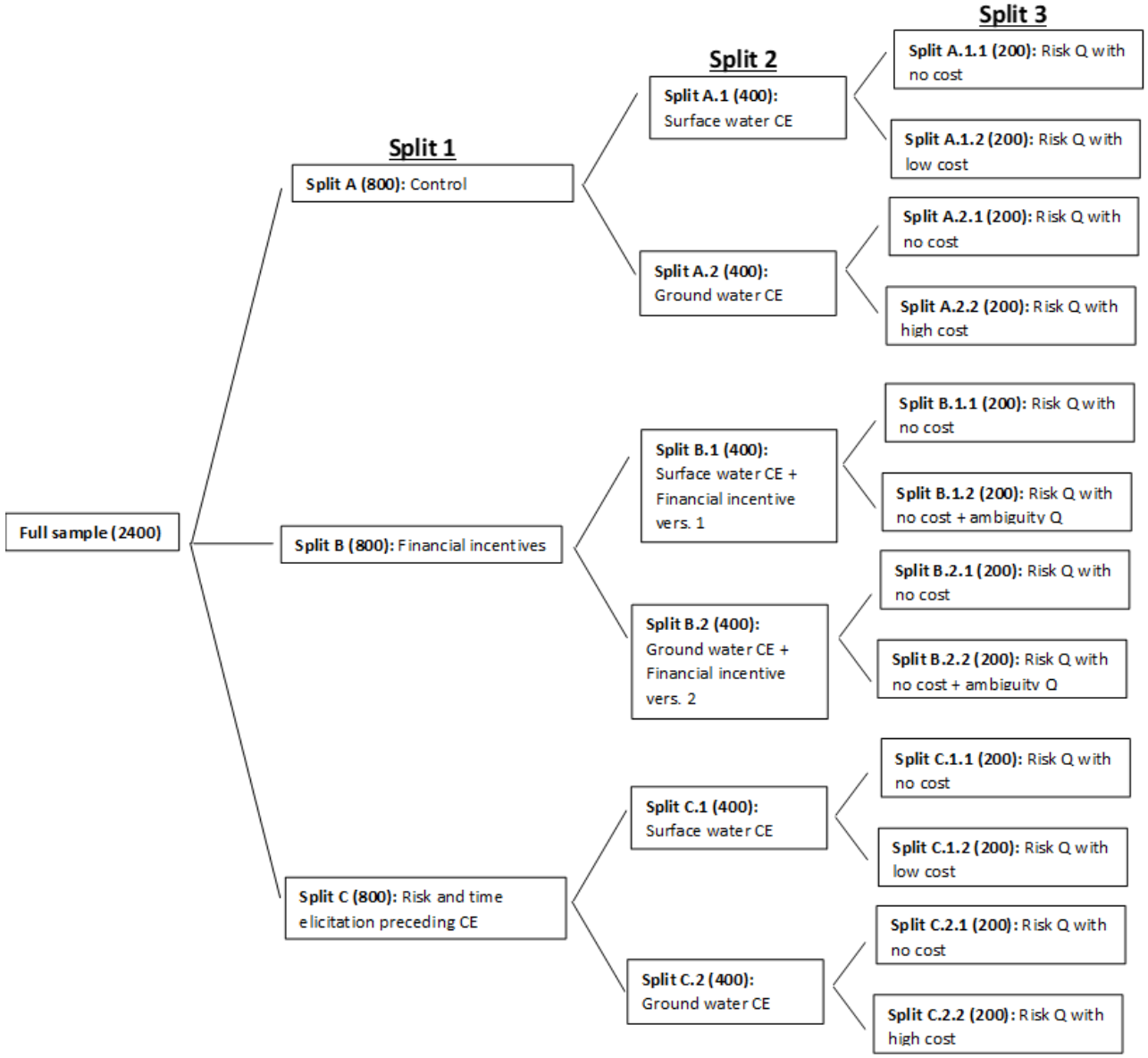
If Split 1=A or C, 50 % of Split 2=2, randomly chosen to Split 3=1 (no cost lottery)

If Split 1=A or C, 50 % of Split 2=2, randomly chosen to Split 3=3 (high cost lottery)

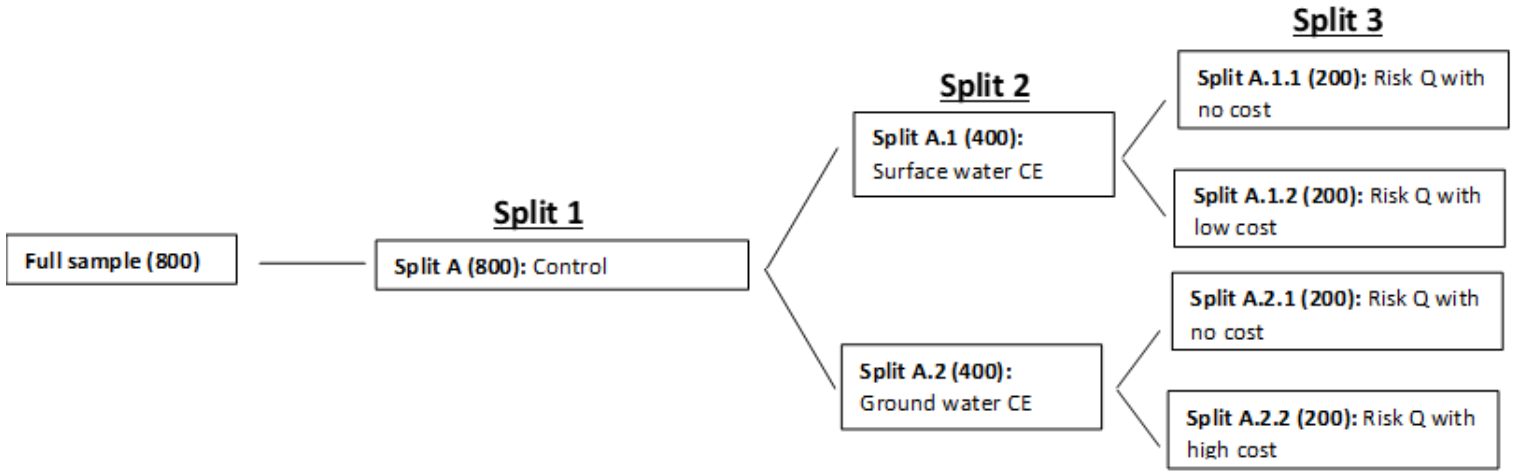
If Split 1=B, 50 % of Split 2=1 and 50 % of Split 2=2 randomly chosen to Split 3=1 (no cost lottery)

If Split 1=B, 50 % of Split 2=1 and 50 % of Split 2=2 randomly chosen to Split 3=4 (no cost lottery+ambiguity)

Denmark *(Target no. of respondents in parenthesis)*



Canada, Portugal and Sweden *(Target no. of respondents in parenthesis)*



Appendix 2.a. Danish questionnaire version

IF Split 1=A (control) or C (risk+time Q preceding CE), and Split 2=1 (surface water)
NAME IN DATASET: Info 1

Introduktion

Denne spørgeskemaundersøgelse fra Københavns Universitet er en del af et større internationalt forskningsprojekt, som har til hensigt at forbedre fremtidige politiske beslutninger vedrørende vandet i fjorde, søer og vandløb.

En repræsentativ gruppe borgere i Limfjordsområdet er blevet tilfældigt udvalgt til at besvare spørgeskemaet, heriblandt dig. Din besvarelse er meget vigtig for os, uanset om du interesserer dig for emnet eller ej.

Resultaterne fra undersøgelsen vil blive præsenteret for politikere, der træffer beslutninger om fremtidig politik, som vil påvirke kvaliteten af vandet i Limfjorden. Vi beder dig derfor læse spørgsmålene grundigt og svare ærligt, da dine svar kan være med til at påvirke den fremtidige danske politik på området. Der er ingen rigtige eller forkerte svar, og der kræves ingen særlig forhåndsviden for at kunne svare på spørgsmålene.

Spørgeskemaet består af tre dele. Det tager ca. 15-20 minutter at besvare alle spørgsmålene. Vi behandler dine svar fortroligt, og de vil kun blive brugt til forskningsprojektet.

På forhånd tak for din hjælp!

IF Split 1=B (financial incentive), and Split 2=1 (surface water)
NAME IN DATASET: Info 2

Introduktion

Denne spørgeskemaundersøgelse fra Københavns Universitet er en del af et større internationalt forskningsprojekt, som har til hensigt at forbedre fremtidige politiske beslutninger vedrørende vandet i fjorde, søer og vandløb.

En repræsentativ gruppe borgere i Limfjordsområdet er blevet tilfældigt udvalgt til at besvare spørgeskemaet, heriblandt dig. Din besvarelse er meget vigtig for os, uanset om du interesserer dig for emnet eller ej.

Resultaterne fra undersøgelsen vil blive præsenteret for politikere, der træffer beslutninger om fremtidig politik, som vil påvirke kvaliteten af vandet i Limfjorden. Vi beder dig derfor læse spørgsmålene grundigt og svare ærligt, da dine svar kan være med til at påvirke den fremtidige danske politik på området. Der kræves ingen særlig forhåndsviden for at kunne svare på spørgsmålene.

Spørgeskemaet består af tre dele. Det tager ca. 15-20 minutter at besvare alle spørgsmålene. Vi behandler dine svar fortroligt, og de vil kun blive brugt til forskningsprojektet.

På forhånd tak for din hjælp!

IF Split 1= A (control) or C (risk+time Q preceding CE), and Split 2=2 (ground water)
NAME IN DATASET: Info 3

Introduktion

Denne spørgeskemaundersøgelse fra Københavns Universitet er en del af et større internationalt forskningsprojekt, som har til hensigt at forbedre fremtidige politiske beslutninger vedrørende grundvandet, dvs. vandet i undergrunden.

En repræsentativ gruppe borgere i Limfjordsområdet er blevet tilfældigt udvalgt til at besvare spørgeskemaet, heriblandt dig. Din besvarelse er meget vigtig for os, uanset om du interesserer dig for emnet eller ej.

Resultaterne fra undersøgelsen vil blive præsenteret for politikere, der træffer beslutninger om fremtidig politik, som vil påvirke kvaliteten af grundvandet i Limfjordsområdet. Vi beder dig derfor læse spørgsmålene grundigt og svare ærligt, da dine svar kan være med til at påvirke den fremtidige danske politik på området. Der er ingen rigtige eller forkerte svar, og der kræves ingen særlig forhåndsviden for at kunne svare på spørgsmålene.

Spørgeskemaet består af tre dele. Det tager ca. 15-20 minutter at besvare alle spørgsmålene. Vi behandler dine svar fortroligt, og de vil kun blive brugt til forskningsprojektet.

På forhånd tak for din hjælp!

IF Split 1=B (financial incentive), and Split 2=2 (ground water)
NAME IN DATASET: Info 4

Introduktion

Denne spørgeskemaundersøgelse fra Københavns Universitet er en del af et større internationalt forskningsprojekt, som har til hensigt at forbedre fremtidige politiske beslutninger vedrørende grundvandet, dvs. vandet i undergrunden.

En repræsentativ gruppe borgere i Limfjordsområdet er blevet tilfældigt udvalgt til at besvare spørgeskemaet, heriblandt dig. Din besvarelse er meget vigtig for os, uanset om du interesserer dig for emnet eller ej.

Resultaterne fra undersøgelsen vil blive præsenteret for politikere, der træffer beslutninger om fremtidig politik, som vil påvirke kvaliteten af grundvandet i Limfjordsområdet. Vi beder dig derfor læse spørgsmålene grundigt og svare ærligt, da dine svar kan være med til at påvirke den fremtidige danske politik på området. Der kræves ingen særlig forhåndsviden for at kunne svare på spørgsmålene.

Spørgeskemaet består af tre dele. Det tager ca. 15-20 minutter at besvare alle spørgsmålene. Vi behandler dine svar fortroligt, og de vil kun blive brugt til forskningsprojektet.

På forhånd tak for din hjælp!

IF Split 2=1 (surface water)
NAME IN DATASET: Q1

Del 1: Dine vaner med hensyn til brug af vandområder generelt

Hvor ofte foretog du udendørs aktiviteter ved eller i vandområder i løbet af det foregående år (cirka)? Udendørs aktiviteter kan eksempelvis være svømning, sejlads, fiskeri, gå-/løbeture, camping og lignende. *(Angiv kun ét svar)*

1. Slet ikke ❑
2. 1-12 gange (Op til én gang om måneden) ❑
3. 13-52 gange (Op til én gang om ugen) ❑
4. 53 gange eller oftere (Mere end én gang om ugen) ❑
5. Ved ikke ❑

ROUTING: IF Q1=1 and Split 1=A or B, go to Info 6. IF Q1=1 and Split 1=C, go to Info 5.

IF Split 2=1 (surface water)
NAME IN DATASET: Q2

Rows/questions randomized

Hvor ofte foretog du følgende aktiviteter når du var ved et vandområde i løbet af det foregående år (cirka)?

(Angiv ét svar i hver række)	**Ofte** *(næsten hver gang)*	**Nogle gange** *(Omtrent hver anden gang)*	**Sjældent**	**Aldrig**
Ture langs vandbredden (f. eks. gang, cykling, løb eller picnic)	❑	❑	❑	❑
Sejlads (f. eks. i robåd, kano eller motoriseret båd)	❑	❑	❑	❑
Badning, svømning eller dykning	❑	❑	❑	❑
Lyst- eller fritidsfiskeri	❑	❑	❑	❑
Se på fugle og andet dyreliv	❑	❑	❑	❑

IF Split 2=1 (surface water)
NAME IN DATASET: Q3

Ud af det samlede antal gange, hvor du foretog udendørs aktiviteter i det foregående år, hvor mange foregik så ved Limfjorden (cirka)? *(Angiv kun ét svar)*

1. Ingen ❑
2. Enkelte ❑
3. Halvdelen ❑
4. Størstedelen ❑
5. Alle ❑

6. Ved ikke ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Q4

Del 1: Dine vaner med hensyn til brug af drikkevand

Hvor ofte købte du flaskevand (uden brus) i den foregående måned (cirka)?

(Angiv kun ét svar)

1. Slet ikke ❑
2. 1-2 gange (op til én gang hver anden uge) ❑
3. 3-4 gange (op til én gang om ugen) ❑
4. 5 gange eller oftere (mere end én gang om ugen) ❑
5. Ved ikke ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Q5

Var den foregående måned "normal" for dig i forhold til antallet af gange du købte flaskevand?

(Angiv kun ét svar)

1. Ja, mit antal køb af flaskevand i den foregående måned var normalt for mig ❑
2. Nej, normalt køber jeg sjældnere flaskevand ❑
3. Nej, normalt køber jeg oftere flaskevand ❑
4. Ved ikke ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Q6

Rows/questions randomized, and answer options "Flaskevand" and "Vandhanevand" randomized

Foretrækker du flaskevand eller vandhanevand med hensyn til følgende?

(Angiv ét svar i hver række)	**Flaskevand**	**Vandhane-vand**	**Hverken eller**	**Ved ikke**
Mht. smag foretrækker jeg…	❑	❑	❑	❑
Mht. sundhed foretrækker jeg…	❑	❑	❑	❑
Mht. pris foretrækker jeg…	❑	❑	❑	❑
Mht. miljøpåvirkning foretrækker jeg…	❑	❑	❑	❑
Mht. vand jeg skal servere for gæster foretrækker jeg…	❑	❑	❑	❑
Når jeg er på indkøb/shopping/bytur i Danmark foretrækker jeg…	❑	❑	❑	❑

IF Split 1=C (risk+time Q preceding CE)
NAME IN DATASET: Info 5

Vi vil her indledningsvis også stille dig nogle enkelte spørgsmål, der ikke handler om vandkvalitet, men i stedet vedrører din holdning til forskellige risici og tidshorisonter. Husk, at der ikke er nogen rigtige og forkerte svar.

IF Split 1=C (risk+time Q preceding CE) and Split 3=1 (no cost lottery)
NAME IN DATASET: Q7

[Question battery "RISK Q WITH NO COSTS", which can be found in Appendix 6.a]

IF Split 1=C (risk+time Q preceding CE) and Split 3=2 (low cost lottery)
NAME IN DATASET: Q8

[Question battery "RISK Q WITH LOW COSTS", which can be found in Appendix 6.b]

IF Split 1=C (risk+time Q preceding CE) and Split 3=3 (high cost lottery)
NAME IN DATASET: Q9

[Question battery "RISK Q WITH HIGH COSTS", which can be found in Appendix 6.c]

IF Split 1=C (risk+time Q preceding CE) and Split 2=1 (surface water)
NAME IN DATASET: Q10

[Question battery "TIME Q, SURFACE WATER", which can be found in Appendix 6.d]

IF Split 1=C (risk+time Q preceding CE) and Split 2=2 (ground water)
NAME IN DATASET: Q11

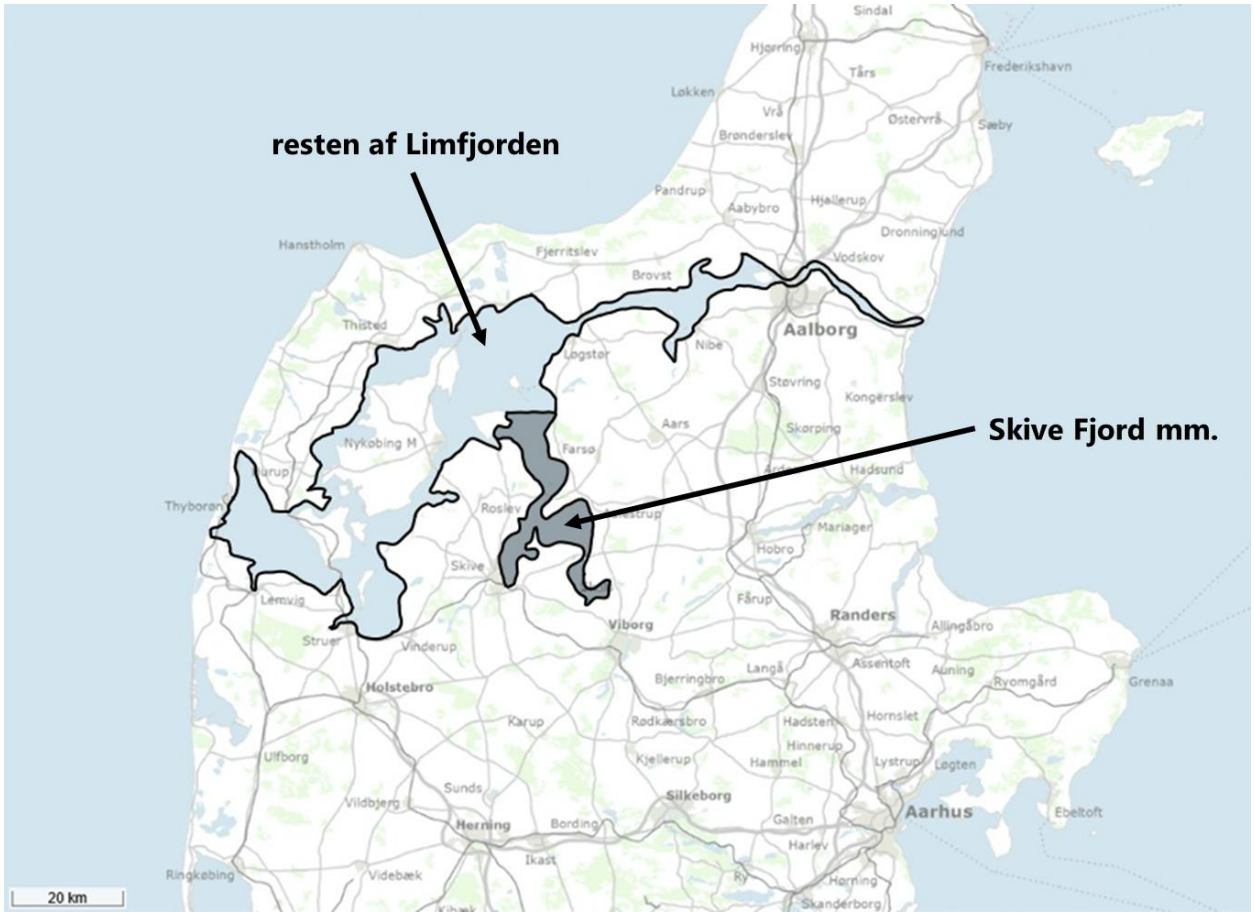
[Question battery "TIME Q, GROUND WATER", which can be found in Appendix 6.e]

IF Split 2=1 (surface water)
NAME IN DATASET: Info 6

Del 2: Din mening om forbedret vandkvalitet i Limfjorden

Man overvejer i øjeblikket forskellige forslag til en ny politik, der skal forbedre vandkvaliteten i Limfjorden. I det følgende vil vi derfor bede dig vælge imellem forskellige forslag til en ny politik, som forventes at forbedre vandkvaliteten i Limfjorden.

Vandkvaliteten varierer i forskellige områder af fjorden, og derfor deler vi den op i to områder; "Skive Fjord mm." og "resten af Limfjorden".



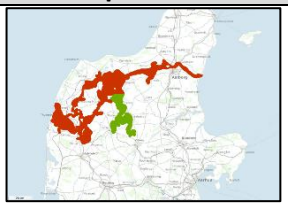
IF Split 2=1 (surface water)
NAME IN DATASET: Info 7

Forslag til en ny politik, der forbedrer vandkvaliteten

Man kan forbedre vandkvaliteten på mange måder. Her vil vi ikke fokusere på hvilken måde der er bedst. I stedet vil vi **fokusere på hvilke forbedringer der er mulige at opnå med en ny politik.** Her ser du et eksempel på, hvordan vi præsenterer konsekvenserne af forskellige forslag til en ny politik. Disse vil variere med hensyn til fire egenskaber. De fleste finder det lidt forvirrende at forstå dette eksempel, så før du skal vælge mellem forskellige forslag, vil vi beskrive hver af egenskaberne, og hvordan de er illustreret.

Forslagene vil variere med hensyn til disse fire egenskaber:

1. *Den forventede vandkvalitet*
2. *Risiko for at vandkvaliteten ikke forbedres*
3. *Hvornår vandkvaliteten vil være opnået*
4. *Hvor meget din husholdnings årlige skattebetaling øges som konsekvens af forslaget*

Eksempel på forslag til ny politik
 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **God**
10 % risiko for at vandkvaliteten ikke forbedres
8 år
700 kr. per år

IF Split 2=1 (surface water)
NAME IN DATASET: Info 8

Egenskab 1: Den forventede vandkvalitet

I det følgende vil vi skelne mellem **tre forskellige niveauer af vandkvalitet**: *God, Moderat og Dårlig*. Forskellene mellem disse er beskrevet nedenfor. Det forventes ikke, at vandkvaliteten påvirker dit drikkevand eller behandlingen af dette. Hvert vandkvalitetsniveau er forbundet med en bestemt farve, som bruges på det lille oversigtskort til at vise, hvordan **vandkvaliteten forventes at blive i gennemsnit** i Skive Fjord mm. og i resten af Limfjorden.

Hvis der ikke vedtages ny politik på området, forventes vandkvaliteten i både Skive Fjord mm. og resten af Limfjorden at blive klassificeret som *Dårlig* om 4 år. Den forventede vandkvalitet kan imidlertid forbedres ved at gennemføre nye politiske tiltag.

Vandkvalitet	Beskrivelse af vandkvalitet
God	Godt til både svømning og fiskeri Mange fisk-, fugle- og plantearter Sigtbarhed i vandet er normalt mere end 3 meter
Moderat	Acceptabelt til både svømning og fiskeri Antallet af fisk-, fugle- og plantearter er begrænset Sigtbarhed i vandet er normalt 1-3 meter
Dårlig	I nogle områder og perioder anbefales svømning og fiskeri ikke Ingen eller kun få fisk-, fugle- og plantearter Sigtbarhed i vandet er normalt mindre end 1 meter

IF Split 2=1 (surface water)
NAME IN DATASET: Info 9

Egenskab 2: Risiko for at vandkvaliteten ikke forbedres

Nogle tiltag virker ikke altid som forventet. **Derfor vil nogle forslag være forbundet med en vis risiko for at vandkvaliteten reelt ikke forbedres**, selv om man har gennemført tiltag der oftest virker**.** Risikoen for dette beregnes på baggrund af både ekspertvurderinger og praktiske erfaringer.
I det følgende kan risikoen være:

Ingen risiko (Vandkvaliteten forbedres som forventet)	**10 % risiko** for at vandkvaliteten ikke forbedres	**40 % risiko** for at vandkvaliteten ikke forbedres
• Vandkvaliteten forbedres med sikkerhed som forventet.	• I 1 ud af 10 tilfælde forbedres vandkvaliteten ikke i forhold til ved den nuværende politik.	• I 4 ud af 10 tilfælde forbedres vandkvaliteten ikke i forhold til ved den nuværende politik.

IF Split 2=1 (surface water)
NAME IN DATASET: Info 10

Egenskab 3: Hvornår vandkvaliteten vil være opnået

Det vil typisk tage noget tid før man kan se virkningen af nye tiltag. Forskere kan forudsige antallet af år, der går før en ny politik fører til en vis vandkvalitet. Når dette antal år er gået vil vandkvaliteten forblive på det opnåede niveau.
I det følgende kan vandkvaliteten opnås om:

4 år	**8 år**	**20 år**

IF Split 2=1 (surface water)
NAME IN DATASET: Info 11

Egenskab 4: Ekstra årlig skattebetaling for din husstand

Gennemførsel af forslagene til ny politik vil være forbundet med øgede omkostninger, som finansieres ved at hæve **kommuneskatten**. Derfor er der **til hvert af de følgende forslag knyttet en ekstra årlig skattebetaling for din husstand**. Denne kan variere fra 100 kr. og op til 2800 kr. per år per husstand. Den eventuelle stigning i din husholdnings samlede årlige **skattebetaling vil begynde fra år 2020**, selv om der, som beskrevet, kan være usikkerhed omkring de forventede forbedringer, og det kan tage flere år før disse er opnået. Den ekstra skat vil skulle betales i alle år fremover. Hvis den nuværende politik videreføres, vil din husstand ikke skulle betale ekstra i skat.

Indtægterne fra en eventuel stigning i din husstands skattebetaling vil udelukkende blive brugt til gennemførelse af de tiltag, der er nødvendige for at opnå de forventede vandkvalitetsforbedringer i Limfjorden. De politiske forslag vil derfor ikke påvirke vandkvaliteten i andre dele af Danmark.

IF Split 1=A (control) or C (risk+time Q preceding CE), and Split 2=1 (surface water)
NAME IN DATASET: Info 12

Du er nu klar til at gå i gang med de næste 12 spørgsmål, hvor du skal vælge mellem forskellige forslag til en ny politik vedrørende kvaliteten af vandet i Limfjorden.

I hvert spørgsmål skal du vælge mellem den nuværende politik og to nye politiske forslag. Den **nuværende politik** er den samme i hver valgsituation. De **to forslag** varierer fra spørgsmål til spørgsmål, men vil altid føre til en stigning i din husstands årlige skattebetaling.

IF Split 1=A (control) or C (risk+time Q preceding CE), and Split 2=1 (surface water)
NAME IN DATASET: Info 13

Bemærk:

- Det er vigtigt, at du **nøje overvejer alle tre valgmuligheder** i hvert spørgsmål, inden du træffer dit valg.
- **Hvert af spørgsmålene viser en ny valgsituation**, hvor de tre valgmuligheder og dit valg mellem dem skal ses helt uafhængigt af valgmulighederne i de foregående spørgsmål.
- Resultater fra lignende undersøgelser har vist, at **folk ofte har en tendens til at overvurdere**, hvor meget de rent faktisk er villige til at betale for at sikre gennemførsel af en bestemt politik. Inden du vælger, bedes du derfor sikre dig, at din husstand kan og vil betale den ekstra årlige skattebetaling knyttet til det forslag du vælger.

Du er nu klar til at svare på de 12 valgspørgsmål.

God fornøjelse!

IF Split 1=B (financial incentive), and Split 2=1 (surface water)
NAME IN DATASET: Info 14

Du er nu klar til at gå i gang med de næste 13 spørgsmål, hvor du skal vælge mellem forskellige forslag til en ny politik vedrørende kvaliteten af vandet i Limfjorden.

I hvert spørgsmål skal du vælge mellem den nuværende politik og to nye politiske forslag. Den **nuværende politik** er den samme i hver valgsituation. De **to forslag** varierer fra spørgsmål til spørgsmål, men vil altid føre til en stigning i din husstands årlige skattebetaling.

IF Split 1=B (financial incentive), and Split 2=1 (surface water)
NAME IN DATASET: Info 15

Bemærk:

- Det er vigtigt, at du **nøje overvejer alle tre valgmuligheder** i hvert spørgsmål, inden du træffer dit valg.
- **Hvert af spørgsmålene viser en ny valgsituation**, hvor de tre valgmuligheder og dit valg mellem dem skal ses helt uafhængigt af valgmulighederne i de foregående spørgsmål.
- Resultater fra lignende undersøgelser har vist, at **folk ofte har en tendens til at overvurdere**, hvor meget de rent faktisk er villige til at betale for at sikre gennemførsel af en bestemt politik. Inden du vælger, bedes du derfor sikre dig, at din husstand kan og vil betale den ekstra årlige skattebetaling knyttet til det forslag du vælger.

IF Split 1=B (financial incentive), and Split 2=1 (surface water)
NAME IN DATASET: Info 16

Læs valgspørgsmålene grundigt inden du svarer – deltag i ekstra lodtrækning om 1000 kr.
Tidligere spørgeskemaundersøgelser på internettet har vist, at nogle personer svarer enormt hurtigt – ofte inden de reelt har læst spørgsmålet igennem. Der er derfor i de følgende valgspørgsmål indlagt et simpelt kontrolspørgsmål. Kontrolspørgsmålet er let at besvare, hvis du har læst alle valgspørgsmålene grundigt og svaret ærligt på dem. Svarer du korrekt på kontrolspørgsmålet kan du deltage i en ekstra lodtrækning om 1000 kr. Op til ca. 800 personer kan være med i lodtrækningen, hvis alle svarer rigtigt. Svarer du forkert, mister du muligheden for at deltage i denne særlige lodtrækning.

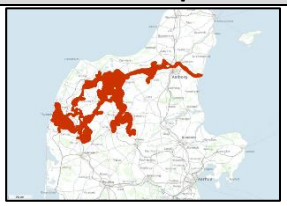
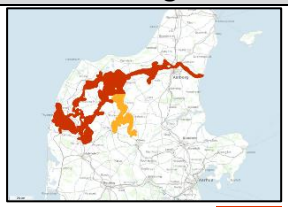
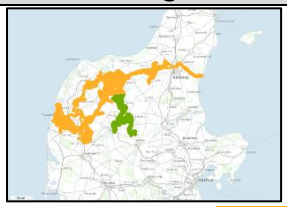
Du er nu klar til at svare på de 13 valgspørgsmål.

God fornøjelse!

IF Split 2=1 (surface water)
NAME IN DATASET: Q12-Q23

12 choice sets in random order. The choice sets can be found in Appendix 2.b.

Valgsituation 1

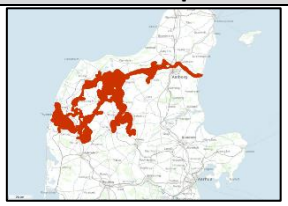
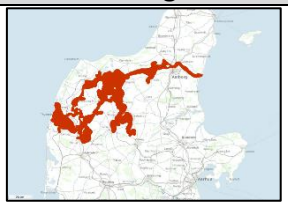
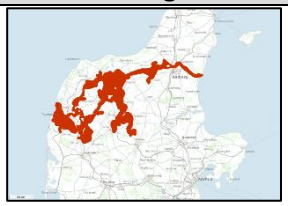
	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Dårlig**	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Moderat**	 *Resten af Limfjorden:* **Moderat** *Skive Fjord mm.:* **God**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**Ingen risiko** (Vandkvaliteten forbedres som forventet)	**10 % risiko** for at vandkvaliteten ikke forbedres
Vandkvalitet opnås om	**4 år**	**20 år**	**4 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**200 kr. per år**	**1400 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Nuværende politik	Forslag 1	Forslag 2

IF Split 1=B (financial incentive), and Split 2=1 (surface water)
NAME IN DATASET: Q24

Valgsituation 13

	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Dårlig**	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Dårlig**	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Dårlig**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	Vandkvalitet forbedres ikke	Vandkvalitet forbedres ikke
Vandkvalitet opnås om	**4 år**	**4 år**	**4 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**350 kr. per år**	**700 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Nuværende politik	Forslag 1	Forslag 2

FILTER: IF "Nuværende politik" (status quo) is chosen in all choice sets (Q12-Q23).
IF Split 1=A (control) or C (risk+time Q preceding CE), and Split 2=1 (surface water)
NAME IN DATASET: Q25

Answering option 1-14 randomized

Du valgte "Nuværende politik" i <u>alle</u> de 12 valgsituationer. Hvad var den vigtigste grund til dette? *(Angiv kun ét svar)*

1. Stigningen i skattebetalingen var generelt for høj i forhold til de beskrevne forbedringer af vandkvaliteten ❑
2. Jeg benytter ikke Limfjorden til udendørs aktiviteter ❑
3. Det er ikke noget værd for mig at vandkvaliteten forbedres i Limfjorden ❑
4. Jeg vil hellere betale for forbedringer af andre vandområder ❑
5. Jeg vil hellere bruge mine penge på noget andet ❑
6. Jeg har ikke råd til at betale mere i skat ❑
7. Jeg tror ikke på at vandkvaliteten forbedres som beskrevet ❑

8. Jeg har brug for mere information før jeg kan træffe et valg ❑
9. Vandværkerne burde betale for forbedringerne ❑
10. Staten burde betale for forbedringerne ❑
11. Dem der har forurenet vandet burde betale for forbedringerne ❑
12. Kommuneskatten er i forvejen for høj ❑
13. Det var for svært at vælge ❑
14. Jeg ved ikke hvorfor jeg valgte som jeg gjorde ❑
15. Andre grunde, angiv venligst: _____ ❑

FILTER: IF "Nuværende politik" (status quo) is chosen in all choice sets (Q12-Q24).
IF Split 1=B (financial incentive), and Split 2=1 (surface water)
NAME IN DATASET: Q26

Answering option 1-14 randomized

Du valgte "Nuværende politik" i <u>alle</u> de 13 valgsituationer. Hvad var den vigtigste grund til dette? *(Angiv kun ét svar)*

1. Stigningen i skattebetalingen var generelt for høj i forhold til de beskrevne forbedringer af vandkvaliteten ❑
2. Jeg benytter ikke Limfjorden til udendørs aktiviteter ❑
3. Det er ikke noget værd for mig at vandkvaliteten forbedres i Limfjorden ❑
4. Jeg vil hellere betale for forbedringer af andre vandområder ❑
5. Jeg vil hellere bruge mine penge på noget andet ❑
6. Jeg har ikke råd til at betale mere i skat ❑
7. Jeg tror ikke på at vandkvaliteten forbedres som beskrevet ❑
8. Jeg har brug for mere information før jeg kan træffe et valg ❑
9. Vandværkerne burde betale for forbedringerne ❑
10. Staten burde betale for forbedringerne ❑
11. Dem der har forurenet vandet burde betale for forbedringerne ❑
12. Kommuneskatten er i forvejen for høj ❑
13. Det var for svært at vælge ❑
14. Jeg ved ikke hvorfor jeg valgte som jeg gjorde ❑
15. Andre grunde, angiv venligst: _____ ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Info 17

Del 2: Din mening om forbedret vandkvalitet i Limfjordsområdet

Man overvejer i øjeblikket forskellige forslag til en ny politik, der skal forbedre kvaliteten af grundvandet i de kommuner, der støder op til Limfjorden samt deres nabokommuner. Her vil vi kalde dette for Limfjordsområdet. I det følgende vil vi derfor bede dig vælge imellem forskellige forslag til en ny politik, som forbedrer grundvandskvaliteten i dette område.

IF Split 1=B (financial incentive), and Split 2=2 (ground water)
NAME IN DATASET: Info 18

Læs informationen grundigt inden du svarer – deltag i ekstra lodtrækning om 1000 kr.
Tidligere spørgeskemaundersøgelser på internettet har vist, at nogle personer svarer enormt hurtigt – ofte inden de reelt har læst spørgsmålet igennem. Der er derfor i de følgende valgspørgsmål indlagt et simpelt kontrolspørgsmål. Kontrolspørgsmålet er let at besvare, hvis du har læst informationen og alle valgspørgsmålene grundigt og svaret ærligt på dem. Svarer du korrekt på kontrolspørgsmålet kan du deltage i en ekstra lodtrækning om 1000 kr. Op til ca. 800 personer kan være med i lodtrækningen, hvis alle svarer rigtigt. Svarer du forkert, mister du muligheden for at deltage i denne særlige lodtrækning.

IF Split 2=2 (ground water)
NAME IN DATASET: Info 19

Forslag til en ny politik, der forbedrer vandkvaliteten

Man kan forbedre vandkvaliteten på mange måder. Her vil vi ikke fokusere på hvilken måde der er bedst. I stedet vil vi **fokusere på hvilke forbedringer der er mulige at opnå med en ny politik.** Her ser du et eksempel på, hvordan vi præsenterer konsekvenserne af forskellige forslag til en ny politik. Disse vil variere med hensyn til fire egenskaber. De fleste finder det lidt forvirrende at forstå dette eksempel, så før du skal vælge mellem forskellige forslag, vil vi beskrive hver af egenskaberne, og hvordan de er illustreret.

Forslagene vil variere med hensyn til disse fire egenskaber:

1. *Den forventede vandkvalitet*
2. *Risiko for at vandkvaliteten ikke forbedres*
3. *Hvornår vil vandkvaliteten være opnået?*
4. *Hvor meget din husholdnings årlige skattebetaling øges som konsekvens af forslaget*

Eksempel på forslag til ny politik
Moderat
10 % risiko for at vandkvaliteten ikke forbedres
8 år
700 kr. per år

IF Split 2=2 (ground water)
NAME IN DATASET: Info 20

Egenskab 1: Den forventede grundvandskvalitet

I det følgende vil vi skelne mellem **tre forskellige niveauer for grundvandskvalitet:** *God, Moderat og Dårlig.* Forskellene mellem disse er beskrevet nedenfor. Vandet kan altid bruges til vanding uanset hvordan kvaliteten er.

Hvis der ikke vedtages ny politik på området, forventes grundvandskvaliteten i Limfjordsområdet i gennemsnit at blive klassificeret som *Dårlig* om 8 år. Den forventede vandkvalitet kan imidlertid forbedres ved at gennemføre nye politiske tiltag.

Grundvandskvalitet	Beskrivelse af vandkvalitet
God	Vandkvaliteten er ikke påvirket af forurening fra mennesker Vandet kan drikkes efter minimal behandling
Moderat	Vandkvaliteten er lidt påvirket af forurening fra mennesker Vandet kan drikkes efter minimal behandling
Dårlig	Vandkvaliteten er meget påvirket af forurening fra mennesker Vandet kan drikkes efter mere omfattende behandling

IF Split 2=2 (ground water)
NAME IN DATASET: Info 21

Egenskab 2: Risiko for at vandkvaliteten ikke forbedres

Nogle tiltag virker ikke altid som forventet. **Derfor vil nogle forslag være forbundet med en vis risiko for at vandkvaliteten reelt ikke forbedres**, selv om man har gennemført tiltag der oftest virker**.** Risikoen for dette beregnes på baggrund af både ekspertvurderinger og praktiske erfaringer.
I det følgende kan risikoen være:

Ingen risiko (Vandkvaliteten forbedres som forventet)	**10 % risiko** for at vandkvaliteten ikke forbedres	**40 % risiko** for at vandkvaliteten ikke forbedres
• Vandkvaliteten forbedres med sikkerhed som forventet.	• I 1 ud af 10 tilfælde forbedres vandkvaliteten ikke i forhold til ved den nuværende politik.	• I 4 ud af 10 tilfælde forbedres vandkvaliteten ikke i forhold til ved den nuværende politik.

IF Split 2=2 (ground water)
NAME IN DATASET: Info 22

Egenskab 3: Hvornår vil vandkvaliteten være opnået?

Virkningen af nye tiltag vil typisk tage noget tid. Forskere kan forudsige antallet af år, der går før en ny politik fører til en vis vandkvalitet. Når dette antal år er gået vil vandkvaliteten forblive på det opnåede niveau.
I det følgende kan vandkvaliteten opnås om:

8 år	**20 år**	**50 år**

IF Split 2=2 (ground water)
NAME IN DATASET: Info 23

Egenskab 4: Ekstra årlig skattebetaling for din husstand

Gennemførsel af forslagene til ny politik vil være forbundet med øgede omkostninger, som finansieres ved at hæve **kommuneskatten**. Derfor er der **til hvert af de følgende forslag knyttet en ekstra årlig skattebetaling for din husstand**. Denne kan variere fra 100 kr. og op til 2800 kr. per år per husstand. Stigningen i din husholdnings samlede **årlige skattebetaling vil begynde fra år 2020**, selv om der, som beskrevet, kan være usikkerhed omkring de forventede forbedringer, og det kan tage flere år før disse er opnået. Den ekstra skat vil skulle betales i alle år fremover. Hvis den nuværende politik videreføres, vil din husstand ikke skulle betale ekstra i skat.

Indtægterne fra en eventuel stigning i din husstands skattebetaling vil udelukkende blive brugt til gennemførelse af de tiltag, der er nødvendige for at opnå de forventede vandkvalitetsforbedringer i Limfjordsområdet. De politiske forslag vil derfor ikke påvirke vandkvaliteten i andre dele af Danmark.

IF Split 1=A (control) or C (risk+time Q preceding CE), and Split 2=2 (ground water)
NAME IN DATASET: Info 24

Du er nu klar til at gå i gang med de næste 12 spørgsmål, hvor du skal vælge mellem forskellige forslag til en ny politik vedrørende kvaliteten af grundvandet i Limfjordsområdet.

I hvert spørgsmål skal du vælge mellem den nuværende politik og to nye politiske forslag. Den **nuværende politik** er den samme i hver valgsituation. De **to forslag** varierer fra spørgsmål til spørgsmål, men vil altid føre til en stigning i din husstands årlige skattebetaling.

IF Split 1=A (control) or C (risk+time Q preceding CE), and Split 2=2 (ground water)
NAME IN DATASET: Info 25

Bemærk:

- Det er vigtigt, at du **nøje overvejer alle tre valgmuligheder** i hvert spørgsmål, inden du træffer dit valg.
- **Hvert af spørgsmålene viser en ny valgsituation**, hvor de tre valgmuligheder og dit valg mellem dem skal ses helt uafhængigt af valgmulighederne i de foregående spørgsmål.
- Resultater fra lignende undersøgelser har vist, at **folk ofte har en tendens til at overvurdere**, hvor meget de rent faktisk er villige til at betale for at sikre gennemførsel af en bestemt politik. Inden du vælger, bedes du derfor sikre dig, at din husstand kan og vil betale den ekstra årlige skattebetaling knyttet til det forslag du vælger.

Du er nu klar til at svare på de 12 valgspørgsmål.

God fornøjelse!

IF Split 1=B (financial incentive), and Split 2=2 (ground water)
NAME IN DATASET: Info 26

Du er nu klar til at gå i gang med de næste 13 spørgsmål, hvor du skal vælge mellem forskellige forslag til en ny politik vedrørende kvaliteten af grundvandet i Limfjordsområdet.

I hvert spørgsmål skal du vælge mellem den nuværende politik og to nye politiske forslag. Den **nuværende politik** er den samme i hver valgsituation. De **to forslag** varierer fra spørgsmål til spørgsmål, men vil altid føre til en stigning i din husstands årlige skattebetaling.

IF Split 1=B (financial incentive), and Split 2=2 (ground water)
NAME IN DATASET: Info 27

Bemærk:

- Det er vigtigt, at du **nøje overvejer alle tre valgmuligheder** i hvert spørgsmål, inden du træffer dit valg.
- **Hvert af spørgsmålene viser en ny valgsituation**, hvor de tre valgmuligheder og dit valg mellem dem skal ses helt uafhængigt af valgmulighederne i de foregående spørgsmål.
- Resultater fra lignende undersøgelser har vist, at **folk ofte har en tendens til at overvurdere**, hvor meget de rent faktisk er villige til at betale for at sikre gennemførsel af en bestemt politik. Inden du vælger, bedes du derfor sikre dig, at din husstand kan og vil betale den ekstra årlige skattebetaling knyttet til det forslag du vælger.

Du er nu klar til at svare på de 13 valgspørgsmål.

God fornøjelse

IF Split 2=2 (ground water)
NAME IN DATASET: Q27-Q38

12 choice sets in random order. The choice sets can be found in Appendix 2.c.

Valgsituation 1

	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	**Dårlig**	**God**	**Moderat**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**40 % risiko** for at vandkvaliteten ikke forbedres	**Ingen risiko** (Vandkvaliteten forbedres som forventet)
Vandkvalitet opnås om	**8 år**	**20 år**	**8 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**700 kr. per år**	**350 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Nuværende politik	Forslag 1	Forslag 2

IF Split 1=B (financial incentive), and Split 2=2 (ground water)
NAME IN DATASET: Q39

Valgsituation 13

	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	**Dårlig**	**Dårlig**	**Dårlig**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	Vandkvalitet forbedres ikke	Vandkvalitet forbedres ikke
Vandkvalitet opnås om	**8 år**	**8 år**	**8 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**350 kr. per år**	**700 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Nuværende politik	Forslag 1	Forslag 2

FILTER: IF "Nuværende politik" (status quo) is chosen in all choice sets (Q27-Q38).
IF Split 1=A (control) or C (risk+time Q preceding CE), and Split 2=2 (ground water)
NAME IN DATASET: Q40

Answering option 1-14 randomized

Du valgte "Nuværende politik" i alle de 12 valgsituationer. Hvad var den vigtigste grund til dette? *(Angiv kun ét svar)*

1. Stigningen i skattebetalingen var generelt for høj i forhold til de beskrevne ændringer i grundvandskvaliteten ❑
2. Jeg drikker ikke grundvand fra Limfjordsområdet ❑
3. Det er ikke noget værd for mig at grundvandskvaliteten i Limfjordsområdet forbedres ❑
4. Jeg vil hellere betale for bedre grundvandskvalitet i andre områder ❑
5. Jeg vil hellere bruge mine penge på noget andet ❑
6. Jeg har ikke råd til at betale mere i skat ❑
7. Jeg tror ikke på at grundvandskvaliteten ændres som beskrevet ❑
8. Jeg har brug for mere information før jeg kan træffe et valg ❑
9. Vandværkerne burde betale for forbedringerne ❑
10. Staten burde betale for forbedringerne ❑

11. Dem der har forurenet vandet burde betale for forbedringerne ❑
12. Kommuneskatten er i forvejen for høj ❑
13. Det var for svært at vælge ❑
14. Jeg ved ikke hvorfor jeg valgte som jeg gjorde ❑
15. Andre grunde, angiv venligst: _____ ❑

IF Split 1=A (control) or C (risk+time Q preceding CE)
NAME IN DATASET: Q41

Hvor sikker er du på dine 12 valg? *(Angiv kun ét svar)*

1. Meget sikker ❑
2. Sikker ❑
3. Hverken sikker eller usikker ❑
4. Usikker ❑
5. Meget usikker ❑

FILTER: IF "Nuværende politik" (status quo) is chosen in all choice sets (Q27-Q39).
IF Split 1=B (financial incentive), and Split 2=2 (ground water)
NAME IN DATASET: Q42

Answering option 1-14 randomized

Du valgte "Nuværende politik" i alle de 13 valgsituationer. Hvad var den vigtigste grund til dette? *(Angiv kun ét svar)*

1. Stigningen i skattebetalingen var generelt for høj i forhold til de beskrevne ændringer i grundvandskvaliteten ❑
2. Jeg drikker ikke grundvand fra Limfjordsområdet ❑
3. Det er ikke noget værd for mig at grundvandskvaliteten i Limfjordsområdet forbedres ❑
4. Jeg vil hellere betale for bedre grundvandskvalitet i andre områder ❑
5. Jeg vil hellere bruge mine penge på noget andet ❑
6. Jeg har ikke råd til at betale mere i skat ❑
7. Jeg tror ikke på at grundvandskvaliteten ændres som beskrevet ❑
8. Jeg har brug for mere information før jeg kan træffe et valg ❑
9. Vandværkerne burde betale for forbedringerne ❑

10. Staten burde betale for forbedringerne ❑
11. Dem der har forurenet vandet burde betale for forbedringerne ❑
12. Kommuneskatten er i forvejen for høj ❑
13. Det var for svært at vælge ❑
14. Jeg ved ikke hvorfor jeg valgte som jeg gjorde ❑
15. Andre grunde, angiv venligst: _____ ❑

IF Split 1=B (financial incentive)
NAME IN DATASET: Q43

Hvor sikker er du på dine 13 valg? *(Angiv kun ét svar)*

1. Meget sikker ❑
2. Sikker ❑
3. Hverken sikker eller usikker ❑
4. Usikker ❑
5. Meget usikker ❑

IF Split 1=A (control)
NAME IN DATASET: Info 28

Del 3: Din holdning til forskellige emner

Vi vil nu stille dig nogle spørgsmål om din holdning til forskellige emner. Vi vil blandt andet stille dig flere spørgsmål om din holdning til forskellige risici og tidshorisonter. Husk, at der ikke er nogen rigtige og forkerte svar.

IF Split 1=B (financial incentive)
NAME IN DATASET: Info 29

Del 3: Din holdning til forskellige emner

Vi vil nu stille dig nogle spørgsmål om din holdning til forskellige emner. Vi vil blandt andet stille dig flere spørgsmål om din holdning til forskellige risici og tidshorisonter. Her er der ikke nogen rigtige og forkerte svar.

IF Split 1=C (risk+time Q preceding CE)
NAME IN DATASET: Info 30

Del 3: Din holdning til forskellige emner

Vi vil afslutte spørgeskemaet med nogle mere personlige spørgsmål. Husk, at dine svar vil blive behandlet fortroligt, og at de kun vil blive benyttet til forskning. Ingen personer vil have mulighed for at spore dine svar tilbage til dig.

IF Split 2=2 (ground water)
NAME IN DATASET: Q44

I hvor høj grad føler du dig tryg ved at drikke vandet fra din vandhane? *(Angiv kun ét svar)*

1. Slet ikke ❑
2. I ringe grad ❑
3. I en vis grad ❑
4. I høj grad ❑
5. Ved ikke ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Q45

Er der installeret et anlæg i din bolig for at forhindre, at dit drikkevand er forurenet?

(Angiv kun ét svar)

1. Nej, der er ikke installeret et rensningsanlæg ❑
2. Ja, der er installeret et filtreringssystem ❑
3. Ja, der er installeret et UV desinfektionsanlæg ❑
4. Ja, der er installeret et omvendt-osmosesystem ❑
5. Ja, der er installeret et andet rensningsanlæg ❑
   - skriv venligst hvilket: _____
6. Ved ikke ❑

IF Split 1=A (control) or B (financial incentive), and Split 3=1 (no cost lottery) or 4 (no cost lottery+ambiguity)
NAME IN DATASET: Q46

[Question battery "RISK Q WITH NO COSTS", which can be found in Appendix 6.a]

IF Split 1=A (control), and Split 3=2 (low cost lottery)
NAME IN DATASET: Q47

[Question battery "RISK Q WITH LOW COSTS", which can be found in Appendix 6.b]

IF Split 1=A (control), and Split 3=3 (high cost lottery)
NAME IN DATASET: Q48

[Question battery "RISK Q WITH HIGH COSTS", which can be found in Appendix 6.c]

IF Split 1=A (control) or B (financial incentive), and Split 2=1 (surface water)
NAME IN DATASET: Q49

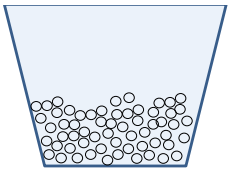
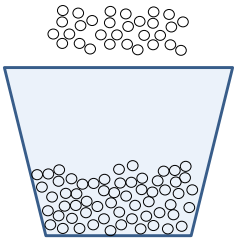
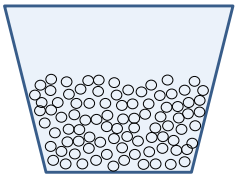
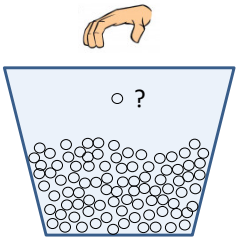
[Question battery "TIME Q, SURFACE WATER", which can be found in Appendix 6.d]

IF Split 1=A (control) or B (financial incentive), and Split 2=2 (ground water)
NAME IN DATASET: Q50

[Question battery "TIME Q, GROUND WATER", which can be found in Appendix 6.e]

IF Split 1=B (financial incentive), and Split 3=4 (no cost lottery+ambiguity)
NAME IN DATASET: Q51

Q51 and Q52 placed on the same page in the internet survey.

Her er der en skål med 60 bolde. Hver bold kan være *enten* SORT *eller* GUL, men du ved ikke hvor mange, der er af hver farve, da skålen ikke er gennemsigtig.	Nu tilføjer vi 30 RØDE bolde af samme størrelse som de andre bolde i skålen	... og vi blander dem grundigt. Hver bold er derfor lige sandsynlig at trække.	Med bind for øjnene, skal du trække én bold op af skålen.
			

Forestil dig at du har mulighed for at vinde 1000 kr. i de nedenstående lotterier. Det er gratis at deltage i lotterierne, men du må kun vælge ét lotteri i hvert spørgsmål.

Vil du foretrække at deltage i Lotteri A eller Lotteri B? *(Angiv kun ét svar)*

1. Lotteri A: Du vinder 1000 kr. hvis du trækker en RØD bold ❑
2. Lotteri B: Du vinder 1000 kr. hvis du trækker en SORT bold ❑

IF Split 1=B (financial incentive), and Split 3=4 (no cost lottery+ambiguity)
NAME IN DATASET: Q52

Q51 and Q52 are placed on the same page in the internet survey.

Vil du foretrække at deltage i Lotteri C eller Lotteri D? *(Angiv kun ét svar)*

1. Lotteri C: Du vinder 1000 kr. hvis du trækker en RØD eller GUL bold ❑
2. Lotteri D: Du vinder 1000 kr. hvis du trækker en SORT eller GUL bold ❑

IF Split 1=A (control) or B (financial incentive)
NAME IN DATASET: Info 31

Vi vil afslutte spørgeskemaet med nogle mere personlige spørgsmål. Husk, at dine svar vil blive behandlet fortroligt, og at de kun vil blive benyttet til forskning. Ingen personer vil have mulighed for at spore dine svar tilbage til dig.

NAME IN DATASET: Q53

Answering option 1 and 2 randomized

Hvad er dit køn? *(Angiv kun ét svar)*

1. Mand ❑
2. Kvinde ❑
3. Andet ❑

NAME IN DATASET: Q54

Hvad er din alder?

_____ år

NAME IN DATASET: Q55

Hvad er det højeste uddannelsesniveau du har gennemført? *(Angiv kun ét svar)*

1. Grundskole ❑
2. Ungdoms- eller erhvervsuddannelse ❑
3. Videregående uddannelse ❑

NAME IN DATASET: Q56

Hvor mange personer består din husholdning af (inklusive dig selv)?

1. _____ personer, yngre end 18 år gamle
2. _____ personer, 18 år gamle eller ældre

NAME IN DATASET: Q57

Answering option 1-11 randomized

Er du medlem af nogle af de nedenstående organisationer? *(Angiv ét eller flere svar)*

1. Danmarks Naturfredningsforening ❑
2. Lystfiskeriforeningen ❑
3. Danmarks Sportsfiskerforbund ❑
4. Verdensnaturfonden (WWF) ❑
5. Greenpeace ❑
6. Verdens Skove ❑
7. Bæredygtigt Landbrug ❑
8. Danmarks Jægerforbund ❑
9. Landbrug og Fødevarer ❑
10. Friluftsrådet ❑
11. Danmarks Ornitologiske Forening ❑
12. Jeg er ikke medlem af nogle af disse organisationer ❑

NAME IN DATASET: Q58

Er du dækket af nogle af nedenstående forsikringer? *(Angiv ét eller flere svar)*

1. Indboforsikring ❑
2. Ulykkes- og sygeforsikring ❑
3. Ved ikke/vil ikke oplyse ❑

NAME IN DATASET: Q59

Hvor ofte køber du ekstra tillægsforsikringer når du lejer bil eller køber produkter som eksempelvis elektronik, flybilletter eller koncertbilletter? *(Angiv kun ét svar)*

1. Altid ❑
2. Nogle gange ❑
3. Sjældent ❑
4. Aldrig, da jeg ikke synes der er nogen grund til at købe tillægsforsikringer ❑
5. Aldrig, da mine faste forsikringer allerede dækker den slags tillægsforsikringer ❑
6. Ved ikke/vil ikke oplyse ❑

NAME IN DATASET: Q60

Hvad er din husstands nuværende samlede årlige indkomst efter skat, inklusive offentlige ydelser? *(Angiv kun ét svar)*

1. Under 200.000 kr. ❑
2. Kr. 200.000 - 299.999 ❑
3. Kr. 300.000 - 399.999 ❑
4. Kr. 400.000 - 499.999 ❑
5. Kr. 500.000 - 599.999 ❑
6. Kr. 600.000 - 699.999 ❑
7. Kr. 700.000 - 799.999 ❑
8. Kr. 800.000 - 899.999 ❑
9. Kr. 900.000 - 999.999 ❑
10. Kr. 1.000.000 eller mere ❑
11. Ved ikke/vil ikke oplyse ❑

NAME IN DATASET: Q61

Respondents place a marker in a map to indicate where they live.

Vi vil gerne undersøge om der er geografiske forskelle på folks besvarelser. Derfor vil vi bede dig markere på kortet nedenfor hvor du bor. Denne information vil blive behandlet fortroligt, vil ikke blive offentliggjort og vil ikke blive videregivet til tredjeparter. Du behøver ikke angive den præcise adresse. Det er tilstrækkeligt, hvis du markerer en vej eller et vejkryds tæt på din bopæl.

FILTER=IF Q24=”Nuværende politik” or Q39=”Nuværende politik”
IF Split 1=B (financial incentive)
NAME IN DATASET: Q62

Tillykke, du svarede rigtigt på kontrolspørgsmålet, som var lagt ind i valgspørgsmålene. Kontrolspørgsmålet var det sidste valgspørgsmål, hvor begge de to forslag til ny politik slet ikke førte til forbedringer i forhold til den nuværende politik, selv om begge førte til øget skattebetaling. Man skulle derfor vælge den nuværende politik.

Ønsker du at deltage i den ekstra lodtrækning om et gavekort på 1000 kr.?

1. Ja ❑
2. Nej ❑

FILTER=IF Q24=”Forslag 1” or ”Forslag 2”, or Q39=”Forslag 1” or ”Forslag 2”
IF Split 1=B (financial incentive)
NAME IN DATASET: Info 32

Du svarede desværre ikke korrekt på kontrolspørgsmålet, som var lagt ind i valgspørgsmålene. Kontrolspørgsmålet var det sidste valgspørgsmål, hvor begge de to forslag til ny politik slet ikke førte til forbedringer i forhold til den nuværende politik, selv om begge førte til øget skattebetaling. Man skulle derfor vælge den nuværende politik.

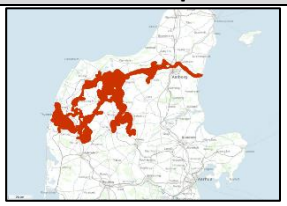
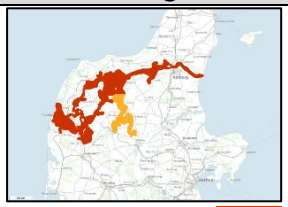
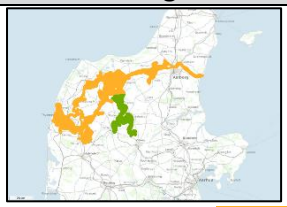
NAME IN DATASET: Info 33

Spørgeskemaet er nu slut.
Tak for din deltagelse!

Appendix 2.b. Danish choice sets, surface water

NAME IN DATASET: Q12

Valgsituation 1

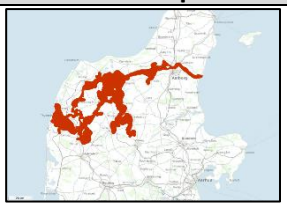
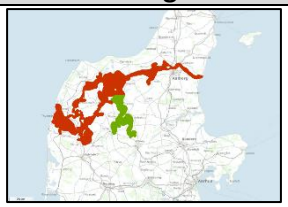
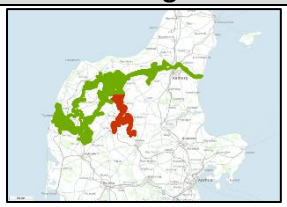
	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Dårlig**	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Moderat**	 *Resten af Limfjorden:* **Moderat** *Skive Fjord mm.:* **God**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**Ingen risiko** (Vandkvaliteten forbedres som forventet)	**10 % risiko** for at vandkvaliteten ikke forbedres
Vandkvalitet opnås om	**4 år**	**20 år**	**4 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**200 kr. per år**	**1400 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Nuværende politik	Forslag 1	Forslag 2

NAME IN DATASET: Q13

Valgsituation 2

	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Dårlig**	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **God**	 *Resten af Limfjorden:* **God** *Skive Fjord mm.:* **Dårlig**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**Ingen risiko** (Vandkvaliteten forbedres som forventet)	**40 % risiko** for at vandkvaliteten ikke forbedres
Vandkvalitet opnås om	**4 år**	**20 år**	**4 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**1400 kr. per år**	**200 kr. per år**

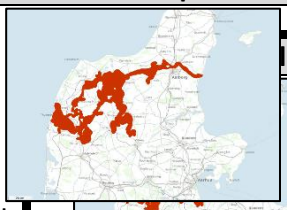
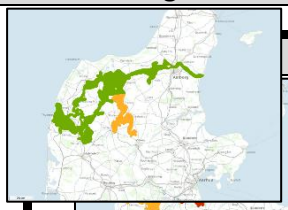
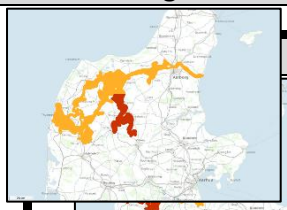
Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Nuværende politik | **Forslag 1** | **Forslag 2** | **NAME IN DATASET: Q14**

Valgsituation 3

Nuværende politik | **Forslag 1** | **Forslag 2**

NAME IN DATASET: Q15

	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Dårlig**	 *Resten af Limfjorden:* **Moderat** *Skive Fjord mm.:* **Dårlig**	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Moderat**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**40 % risiko** for at vandkvaliteten ikke forbedres	**Ingen risiko** (Vandkvaliteten forbedres som forventet)
Vandkvalitet opnås om	**4 år**	**20 år**	**8 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**700 kr. per år**	**350 kr. per år**

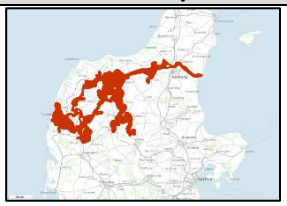
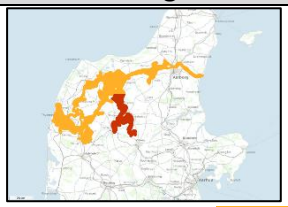
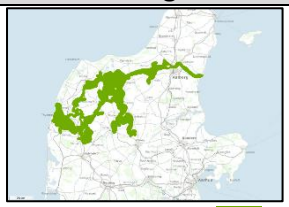
Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 4

Nuværende politik | Forslag 1 | Forslag 2

NAME IN DATASET: Q16

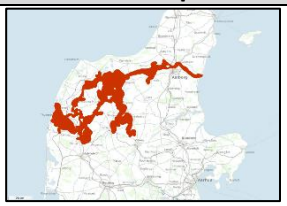
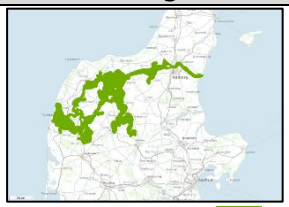
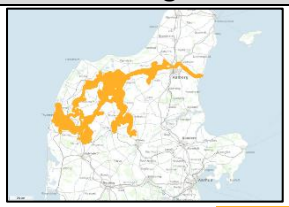
	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Dårlig**	 *Resten af Limfjorden:* **Moderat** *Skive Fjord mm.:* **Dårlig**	 *Resten af Limfjorden:* **God** *Skive Fjord mm.:* **God**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**40 % risiko** for at vandkvaliteten ikke forbedres	**10 % risiko** for at vandkvaliteten ikke forbedres
Vandkvalitet opnås om	**4 år**	**4 år**	**8 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**100 kr. per år**	**2800 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 5

Nuværende politik | Forslag 1 | Forslag 2

NAME IN DATASET: Q17

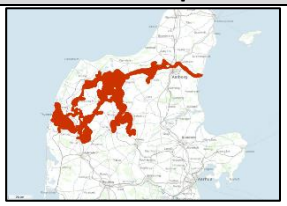
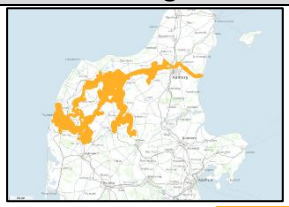
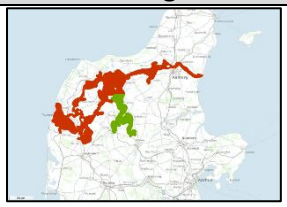
	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Dårlig**	 *Resten af Limfjorden:* **God** *Skive Fjord mm.:* **God**	 *Resten af Limfjorden:* **Moderat** *Skive Fjord mm.:* **Moderat**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**40 % risiko** for at vandkvaliteten ikke forbedres	**Ingen risiko** (Vandkvaliteten forbedres som forventet)
Vandkvalitet opnås om	**4 år**	**4 år**	**8 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**2800 kr. per år**	**100 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 6

Nuværende politik	Forslag 1	Forslag 2

NAME IN DATASET: Q18

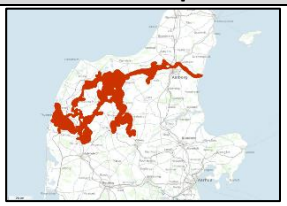
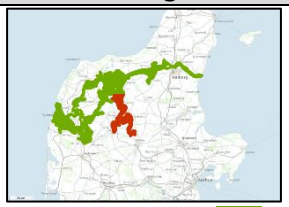
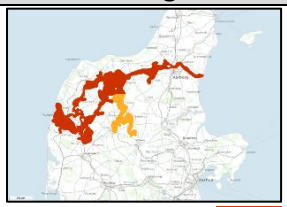
	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Dårlig**	 *Resten af Limfjorden:* **Moderat** *Skive Fjord mm.:* **Moderat**	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **God**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**10 % risiko** for at vandkvaliteten ikke forbedres	**Ingen risiko** (Vandkvaliteten forbedres som forventet)
Vandkvalitet opnås om	**4 år**	**8 år**	**20 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**350 kr. per år**	**700 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 7

Nuværende politik	Forslag 1	Forslag 2

NAME IN DATASET: Q19

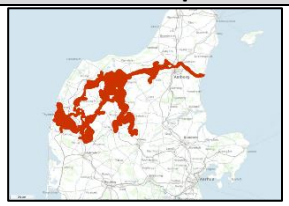
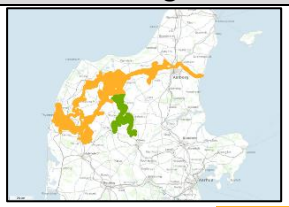
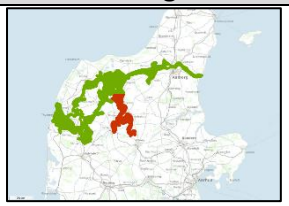
	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Dårlig**	 *Resten af Limfjorden:* **God** *Skive Fjord mm.:* **Dårlig**	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Moderat**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**40 % risiko** for at vandkvaliteten ikke forbedres	**10 % risiko** for at vandkvaliteten ikke forbedres
Vandkvalitet opnås om	**4 år**	**8 år**	**4 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**2800 kr. per år**	**100 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 8

Nuværende politik | Forslag 1 | Forslag 2

NAME IN DATASET: Q20

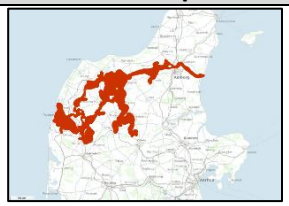
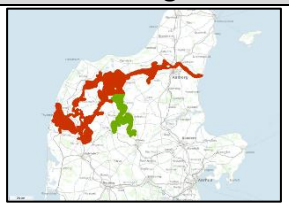
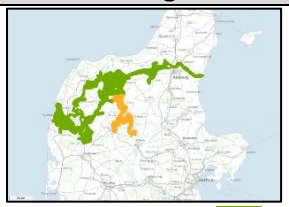
	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Dårlig**	 *Resten af Limfjorden:* **Moderat** *Skive Fjord mm.:* **God**	 *Resten af Limfjorden:* **God** *Skive Fjord mm.:* **Dårlig**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**Ingen risiko** (Vandkvaliteten forbedres som forventet)	**10 % risiko** for at vandkvaliteten ikke forbedres
Vandkvalitet opnås om	**4 år**	**4 år**	**20 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**100 kr. per år**	**1400 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 9

Nuværende politik | Forslag 1 | Forslag 2

NAME IN DATASET: Q21

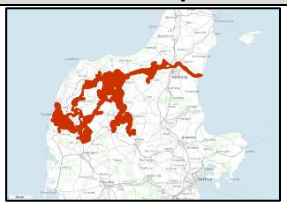
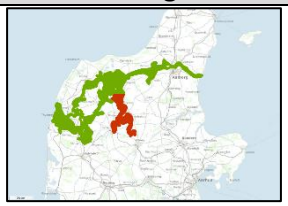
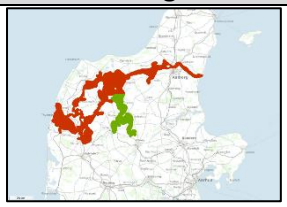
	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Dårlig**	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **God**	 *Resten af Limfjorden:* **God** *Skive Fjord mm.:* **Moderat**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**10 % risiko** for at vandkvaliteten ikke forbedres	**Ingen risiko** (Vandkvaliteten forbedres som forventet)
Vandkvalitet opnås om	**4 år**	**8 år**	**4 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**200 kr. per år**	**2800 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 10

Nuværende politik | Forslag 1 | Forslag 2

NAME IN DATASET: Q22

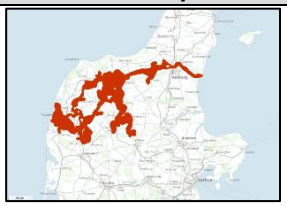
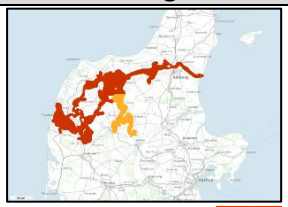
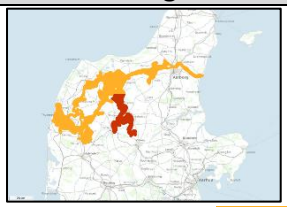
	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Dårlig**	 *Resten af Limfjorden:* **God** *Skive Fjord mm.:* **Dårlig**	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **God**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**Ingen risiko** (Vandkvaliteten forbedres som forventet)	**40 % risiko** for at vandkvaliteten ikke forbedres
Vandkvalitet opnås om	**4 år**	**8 år**	**20 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**700 kr. per år**	**350 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 11

Nuværende politik | Forslag 1 | Forslag 2

NAME IN DATASET: Q23

	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Dårlig**	 *Resten af Limfjorden:* **Dårlig** *Skive Fjord mm.:* **Moderat**	 *Resten af Limfjorden:* **Moderat** *Skive Fjord mm.:* **Dårlig**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**10 % risiko** for at vandkvaliteten ikke forbedres	**40 % risiko** for at vandkvaliteten ikke forbedres
Vandkvalitet opnås om	**4 år**	**4 år**	**20 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**1400 kr. per år**	**200 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 12

Nuværende politik	Forslag 1	Forslag 2

Appendix 2.c. Danish choice sets, ground water

NAME IN DATASET: Q27

	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	Dårlig	God	Moderat
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**40 % risiko** for at vandkvaliteten ikke forbedres	**Ingen risiko** (Vandkvaliteten forbedres som forventet)
Vandkvalitet opnås om	**8 år**	**20 år**	**8 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**700 kr. per år**	**350 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 1

Nuværende politik	Forslag 1	Forslag 2

NAME IN DATASET: Q28

	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	Dårlig	Moderat	God
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**10 % risiko** for at vandkvaliteten ikke forbedres	**Ingen risiko** (Vandkvaliteten forbedres som forventet)
Vandkvalitet opnås om	**8 år**	**50 år**	**20 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**100 kr. per år**	**2800 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Nuværende politik	Forslag 1	Forslag 2

Valgsituation 2

NAME IN DATASET: Q29

	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	**Dårlig**	**Moderat**	**God**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**Ingen risiko** (Vandkvaliteten forbedres som forventet)	**40 % risiko** for at vandkvaliteten ikke forbedres
Vandkvalitet opnås om	**8 år**	**20 år**	**8 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**350 kr. per år**	**1400 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 3

Nuværende politik	Forslag 1	Forslag 2

NAME IN DATASET: Q30

	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	**Dårlig**	**God**	**Moderat**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**Ingen risiko** (Vandkvaliteten forbedres som forventet)	**40 % risiko** for at vandkvaliteten ikke forbedres
Vandkvalitet opnås om	**8 år**	**50 år**	**20 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**700 kr. per år**	**200 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 4

Nuværende politik	Forslag 1	Forslag 2

NAME IN DATASET: Q31

	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	Dårlig	Moderat	God
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**40 % risiko** for at vandkvaliteten ikke forbedres	**10 % risiko** for at vandkvaliteten ikke forbedres
Vandkvalitet opnås om	**8 år**	**20 år**	**8 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**100 kr. per år**	**2800 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 5

Nuværende politik	Forslag 1	Forslag 2

NAME IN DATASET: Q32

	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	Dårlig	God	Moderat
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**10 % risiko** for at vandkvaliteten ikke forbedres	**40 % risiko** for at vandkvaliteten ikke forbedres
Vandkvalitet opnås om	**8 år**	**20 år**	**8 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**1400 kr. per år**	**100 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 6

Nuværende politik	Forslag 1	Forslag 2

NAME IN DATASET: Q33

	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	**Dårlig**	**Moderat**	**God**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**10 % risiko** for at vandkvaliteten ikke forbedres	**40 % risiko** for at vandkvaliteten ikke forbedres
Vandkvalitet opnås om	**8 år**	**8 år**	**50 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**1400 kr. per år**	**100 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 7

Nuværende politik	Forslag 1	Forslag 2

NAME IN DATASET: Q34

	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	**Dårlig**	**God**	**Moderat**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**40 % risiko** for at vandkvaliteten ikke forbedres	**10 % risiko** for at vandkvaliteten ikke forbedres
Vandkvalitet opnås om	**8 år**	**8 år**	**50 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**350 kr. per år**	**700 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 8

Nuværende politik	Forslag 1	Forslag 2

NAME IN DATASET: Q35

	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	**Dårlig**	**God**	**Moderat**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**Ingen risiko** (Vandkvaliteten forbedres som forventet)	**10 % risiko** for at vandkvaliteten ikke forbedres
Vandkvalitet opnås om	**8 år**	**50 år**	**20 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**2800 kr. per år**	**200 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 9

Nuværende politik	Forslag 1	Forslag 2

NAME IN DATASET: Q36

	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	**Dårlig**	**Moderat**	**God**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**Ingen risiko** (Vandkvaliteten forbedres som forventet)	**10 % risiko** for at vandkvaliteten ikke forbedres
Vandkvalitet opnås om	**8 år**	**8 år**	**50 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**2800 kr. per år**	**350 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 10

Nuværende politik	Forslag 1	Forslag 2

NAME IN DATASET: Q37

	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	**Dårlig**	**God**	**Moderat**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**10 % risiko** for at vandkvaliteten ikke forbedres	**Ingen risiko** (Vandkvaliteten forbedres som forventet)
Vandkvalitet opnås om	**8 år**	**8 år**	**50 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**200 kr. per år**	**700 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 11

Nuværende politik	Forslag 1	Forslag 2

NAME IN DATASET: Q38

	Nuværende politik	Forslag 1	Forslag 2
Forventet vandkvalitet	**Dårlig**	**Moderat**	**God**
Risiko for at vandkvalitet ikke forbedres	Vandkvalitet forbedres ikke	**40 % risiko** for at vandkvaliteten ikke forbedres	**Ingen risiko** (Vandkvaliteten forbedres som forventet)
Vandkvalitet opnås om	**8 år**	**50 år**	**20 år**
Øget skattebetaling for din husstand	**0 kr. per år**	**200 kr. per år**	**1400 kr. per år**

Jeg foretrækker *(hvis du synes forslagene er for dyre i forhold til de forbedringer, som de medfører, så vælg den nuværende politik)*

Valgsituation 12

Nuværende politik	Forslag 1	Forslag 2

Appendix 3.a. Canadian questionnaire version

IF Split 2=1 (surface water)
NAME IN DATASET: Info 1

Introduction

This questionnaire from the University of Waterloo is part of a larger international research project aimed at improving future policy decisions related to the water in rivers, lakes and streams.

A representative group of citizens in the Grand River area has been randomly selected to answer the questionnaire, including you. Your answers are of great importance to us, irrespective of whether or not you are interested in the topic.

The results from the survey will be presented to local policy makers who make decisions about future policies that may affect the water quality in the Grand River. We thus ask you to read the questions carefully and answer them truthfully, as your answers may affect future water policy. There are no right or wrong answers, and no specific prior knowledge is needed to answer the questions.

The questionnaire consists of three parts. It will take around 15-20 minutes to answer all questions. All your answers will be treated strictly confidential and will only be used for this research project.

Thank you in advance for your help!

IF Split 2=2 (ground water)
NAME IN DATASET: Info 3

Introduction

This survey from the University of Waterloo is part of a larger international research project aimed at improving future policy decisions related to the ground water i.e. the water found under the ground.

A representative group of citizens in the Grand River area has been randomly selected to answer the questionnaire, including you. Your answers are of great importance to us, irrespective of whether or not you are interested in the topic.

The results from the survey will be presented to local policy makers who make decisions about future policies that may affect the ground water quality in the Grand River area. We thus ask you to read the questions carefully and answer them truthfully, as your answers may affect future water policy. There are no right or wrong answers, and no specific prior knowledge is needed to answer the questions.

The questionnaire consists of three parts. It will take around 15-20 minutes to answer all questions. All your answers will be treated strictly confidential and will only be used for this research project.

Thank you in advance for your help!

IF Split 2=1 (surface water)
NAME IN DATASET: Q1

Part 1: Your habits regarding use of water bodies in general

How often did you engage in outdoor activities in or near a water body in the past year (approximately)? Outdoor activities include for example swimming, sailing, angling, walking, running, camping and the like. *(Select only one answer)*

1. Never ❑
2. 1-12 times (maximum once per month) ❑
3. 13-52 times (maximum once per week) ❑
4. 53 times or more often (more than once per week) ❑
5. Do not know ❑

ROUTING: IF Q1=1, go to Info 6

IF Split 2=1 (surface water)
NAME IN DATASET: Q2

Rows/questions randomized

How often did you engage in the following specific activities when you were at a water body in the past year (approximately)?

(Select one answer in each row)	**Often** *(Nearly every time)*	**Sometimes** *(approx. every second time)*	**Seldom**	**Never**
Trips along the shore (e.g. walking, cycling, running or picnicking)	❑	❑	❑	❑
Sailing (e.g. in rowing boat, canoe or motorized boat)	❑	❑	❑	❑
Swimming or diving	❑	❑	❑	❑
Angling	❑	❑	❑	❑
Watching birds or other wildlife	❑	❑	❑	❑

IF Split 2=1 (surface water)
NAME IN DATASET: Q3

Of the total number of times that you engaged in outdoor activities in the past year, how many took place in or near the Grand River (approximately)? *(Select only one answer)*

1. None ❑
2. Few ❑
3. Half ❑
4. Most ❑
5. All ❑
6. Do not know ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Q4

Part 1: Your habits regarding use of drinking water

How often did you buy bottled water (not sparkling water) in the past month (approximately)?
(Select only one answer)

1. Never ❑
2. 1-2 times (maximum once every second week) ❑
3. 3-4 times (maximum once per week) ❑
4. 5 times or more often (more than once per week) ❑
5. Do not know ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Q5

Do you consider the past month "normal" for you in terms of the number of times you bought bottled water? *(Select only one answer)*

Yes, my purchases of bottled water the past month was quite normal for me ❑
No, I normally buy bottled water less often ❑
No, I normally buy bottled water more often ❑
Do not know ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Q6

Rows/questions randomized, and answer options “Bottled water” and “Tap water” randomized

Do you prefer bottled water or tap water (including filtered water) in terms of the following?

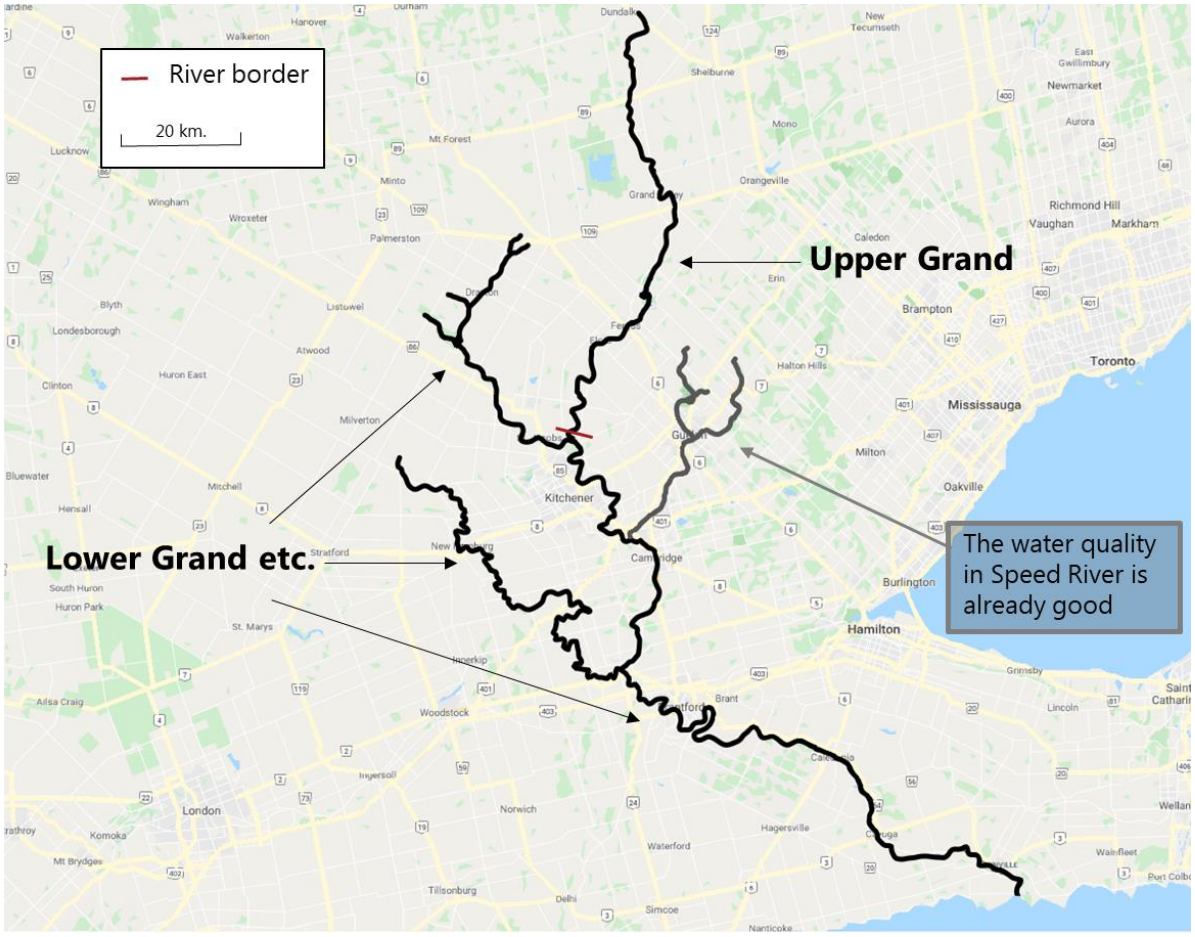
(Select one answer in each row)	**Bottled water**	**Tap water**	**Neither**	**Do not know**
In terms of taste, I prefer…	❑	❑	❑	❑
In terms of healthiness, I prefer…	❑	❑	❑	❑
In terms of price, I prefer…	❑	❑	❑	❑
In terms of environmental impact, I prefer…	❑	❑	❑	❑
In terms of water that I serve for guests, I prefer…	❑	❑	❑	❑
When I am buying groceries/shopping/going to town in Ontario, I prefer…	❑	❑	❑	❑

IF Split 2=1 (surface water)
NAME IN DATASET: Info 6

Part 2: Your opinion on improved water quality in the Grand River

Different proposals for new policies are currently considered to improve the water quality in the Grand River. In the following, we will ask you to choose between various proposals for new policies that are expected to improve the water quality in the Grand River and its main adjacent rivers.

The water quality differs somewhat across the different sections of the Grand River. To this end we divide it into two sub-basins: the “Upper Grand” and “Lower Grand etc.”, the latter covering the Lower Grand and its main tributaries, the Nith river and Conestogo river.



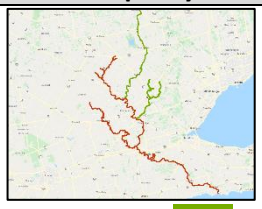
IF Split 2=1 (surface water)
NAME IN DATASET: Info 7

Proposals for a new policy that improves the water quality

There are several ways to improve water quality. Here, we will not focus on which way is best, but **which improvements are feasible with new policy**. Here is an example of how we present the different proposals for a new policy. These will vary with regard to four characteristics. Most people find it somewhat confusing to understand this example, so before you are going to choose between different proposals, we will explain the characteristics and how they are illustrated.

Each proposal varies in terms of the following four characteristics:

1. *The expected water quality*
2. *The risk of water quality not improving*
3. *The time it takes for water quality to be achieved*
4. *How much your household's annual tax payment increases as a consequence of the proposal*

Example of proposal for new policy
 *Upper Grand:* **Good** *Lower Grand etc.:* **Poor**
10 % risk of not improving water quality
8 years
$105 per year

IF Split 2=1 (surface water)
NAME IN DATASET: Info 8

Characteristic 1: The expected water quality

Three different water quality levels are distinguished: *Good, Moderate and Poor*. The differences between these levels are described below. The water quality will not affect your drinking water at home or the treatment of this. Each water quality level has a different color. The colors are used on the small map to show how **the water quality is expected to be on average** in Upper Grand and Lower Grand etc.

Without new policy, water quality is expected to be *Poor* in the Lower Grand etc., and *Moderate* in the Upper Grand in 4 years. However, the expected water quality may improve by implementing new policy measures.

Water quality	Description of water quality
Good	Good for swimming and angling Many fish, bird and plant species Water visibility is always good, the bottom of the Grand River is visible in most places
Moderate	Acceptable for both swimming and angling The number of fish, bird and plant species is limited Water visibility is limited, water is sometimes turbid and not clear
Poor	In some areas and periods, swimming and angling is not recommended Hardly any or only a few fish, bird and plant species Water visibility is poor, water is always opaque

IF Split 2=1 (surface water)
NAME IN DATASET: Info 9

Characteristic 2: The risk of water quality not improving

Some measures do not always work as expected. **Some proposals will therefore face a risk that the water quality will not improve,** even though the adopted measures usually works. This risk is based on practical and scientific expert judgement.
In the following, the risk can be:

No risk (Water quality will improve as expected)	**10 % risk** of not improving water quality	**40 % risk** of not improving water quality
• It is certain that the water quality will improve as expected.	• In 1 out of 10 cases the water quality will not improve compared to the current policy.	• In 4 out of 10 cases the water quality will not improve compared to the current policy.

IF Split 2=1 (surface water)
NAME IN DATASET: Info 10

Characteristic 3: The time it takes for water quality to be achieved

It takes time before the impacts of new measures will take full effect. Scientists can predict the number of years it takes before a new policy leads to a specific water quality. Once this number of years has passed, water quality will stay at the achieved level.
In the following, the water quality can be achieved in:

4 years	**8 years**	**20 years**

IF Split 2=1 (surface water)
NAME IN DATASET: Info 11

Characteristic 4: The increase in your household's annual tax payment

Implementation of the proposals for a new policy comes at a cost, which will be covered by a **household tax increase**. Hence, **each policy proposal presented in the following is associated with an increased annual tax payment for your household**. The increase can vary from $15 to $420 per year per household. The increase in your household's aggregate annual **tax payment will be implemented in 2020**, even if, as described, there may be uncertainty regarding the expected improvements, and it will take several years before they are achieved. The extra tax payment will be the same amount in all future years. If the current policy is continued with no changes, your household's tax payment will not increase.

Note that the possible increase in your annual tax payment will be used exclusively for improving water quality in the Grand River. The policy proposals will thus not affect the water quality in other parts of Ontario.

IF Split 2=1 (surface water)
NAME IN DATASET: Info 12

You are now ready to answer the following 12 questions, in which you have to choose between different proposals for a new policy concerning the water quality in the Grand River.

In each question, you have to make a choice between the current policy and two new policy proposals. The **current policy** is the same in each choice question. The **two proposals** differ from question to question but will always lead to an increase in your household's annual tax payment.

IF Split 2=1 (surface water)
NAME IN DATASET: Info 13

Please, notice:

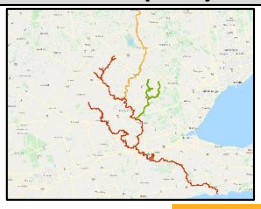
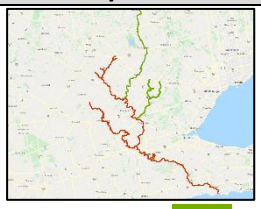
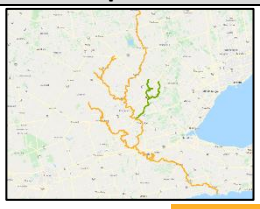
- Please **consider all three options carefully** in each question before making a choice.
- **Each question shows a new choice situation**, in which the three options and your choice should be considered completely independent of the options and choices you made in previous questions.
- Results from similar studies have shown that **people often tend to overestimate** how much they are actually willing to pay for implementation of a given policy. Thus, before making your choice, please consider carefully also that your household is able and willing to pay the increase in the annual tax payment for your preferred proposal.

You are now ready to answer the 12 choice questions.
Enjoy!

IF Split 2=1 (surface water)
NAME IN DATASET: Q12-Q23

12 choice sets in random order. The choice sets can be found in Appendix 3.b.

Choice situation 1

	Current policy	Proposal 1	Proposal 2
Expected water quality	 *Upper Grand:* **Moderate** *Lower Grand etc.:* **Poor**	 *Upper Grand:* **Good** *Lower Grand etc.:* **Poor**	 *Upper Grand:* **Moderate** *Lower Grand etc.:* **Moderate**
Risk of water quality not improving	No water quality improvement	**40 % risk** of not improving water quality	**10 % risk** of not improving water quality
Water quality is achieved in	**4 years**	**20 years**	**4 years**
Tax increase for your household	**$0 per year**	**$210 per year**	**$30 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy	Proposal 1	Proposal 2

FILTER: IF "Current policy" (status quo) is chosen in all choice sets (Q12-Q23).
IF Split 2=1 (surface water)
NAME IN DATASET: Q25

Answering option 1-14 randomized

You chose the "Current policy" in <u>all</u> 12 choice situations. What was the most important reason for this?
(Select only one answer)

1. The increase in tax payment was too high compared to the proposed improvement in water quality ❑
2. I never use these rivers for outdoor activities ❑
3. Improving the water quality in these rivers is not worth anything to me ❑
4. I would rather pay for improvements of other lakes or rivers ❑
5. I would rather use my money for something else ❑
6. I cannot afford a higher tax payment ❑
7. I do not believe the water quality will be improved as described ❑

8. I need more information before I can make a choice ❑
9. The water utility companies should pay for the water quality improvements ❑
10. The government should pay for the water quality improvements ❑
11. Those who pollute the water should pay for the water quality improvements ❑
12. The tax is too high already ❑
13. It was too difficult to choose between the different proposals ❑
14. I do not know why I chose as I did ❑
15. Other reason(s), please indicate: _____ ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Info 17

Part 2: Your opinion on improved water quality in the Grand River area

Different proposals for new policies are currently considered, to improve the ground water quality in the municipalities that the Grand River flows through, as well as in their neighboring municipalities. Here we will call this the Grand River area. In the following, we will ask you to choose between various proposals for new policies that are expected to improve the ground water quality in this area.

IF Split 2=2 (ground water)
NAME IN DATASET: Info 19

Proposals for a new policy that improves the water quality

There are several ways to improve water quality. Here, we will not focus on which way is best, but **which improvements are feasible with new policy**. Here is an example of how we present the different proposals for a new policy. These will vary with regard to four characteristics. Most people find it somewhat confusing to understand this example, so before you are going to choose between different proposals, we will explain the characteristics and how they are illustrated.

Each proposal varies in terms of the following four characteristics:

1. The expected water quality

2. The risk of water quality not improving

3. The time it takes for water quality to be achieved

4. How much your household's annual tax payment increases as a consequence of the proposal

Example of proposal for new policy
Moderate
10 % risk of not improving water quality
8 years
$105 per year

IF Split 2=2 (ground water)
NAME IN DATASET: Info 20

Characteristic 1: The expected ground water quality

Three different ground water quality levels are distinguished: *Good, Moderate and Poor*. The differences between these levels are described below. The water can always be used for irrigation no matter the quality level.

Without new policy, ground water quality is expected to be *Poor* in the Grand River area in 8 years. However, the expected water quality may improve by implementing new policy measures.

Ground water quality	Description of water quality
Good	The water quality is not affected by pollution from human activity The water can be used for drinking following minimal treatment
Moderate	The water quality is slightly affected by pollution from human activity The water can be used for drinking following minimal treatment
Poor	The water quality is very affected by pollution from human activity The water can be used for drinking following more comprehensive treatment

IF Split 2=2 (ground water)
NAME IN DATASET: Info 21

Characteristic 2: The risk of water quality not improving

Some measures do not always work as expected. **Some proposals will therefore face a risk that the water quality will not improve,** even though the adopted measures usually works. This risk is based on practical and scientific expert judgement.
In the following, the risk can be:

No risk (Water quality will improve as expected)	**10 % risk** of not improving water quality	**40 % risk** of not improving water quality
• It is certain that the water quality will improve as expected.	• In 1 out of 10 cases the water quality will not improve compared to the current policy.	• In 4 out of 10 cases the water quality will not improve compared to the current policy.

IF Split 2=2 (ground water)
NAME IN DATASET: Info 22

Characteristic 3: The time it takes for water quality to be achieved

It takes time before the impacts of new measures will take full effect. Scientists can predict the number of years it takes before a new policy leads to a specific water quality. Once this number of years has passed, water quality will stay at the achieved level.
In the following, the water quality can be achieved in:

8 years	**20 years**	**50 years**

IF Split 2=2 (ground water)
NAME IN DATASET: Info 23

Characteristic 4: The increase in your household's annual tax payment

Implementation of the proposals for a new policy comes at a cost, which will be covered by a **household tax increase**. Hence, **each policy proposal presented in the following is associated with an increased annual tax payment for your household**. The increase can vary from $15 to $420 per year per household. The increase in your household's aggregate **annual tax payment will be implemented in 2020**, even if, as described, there may be uncertainty regarding the expected improvements, and it will take several years before they are achieved. The extra tax payment will be the same amount in all future years. If the current policy is continued with no changes, your household's tax payment will not increase.

Note that the possible increase in your annual tax payment will be used exclusively for improving water quality in the Grand River area. The policy proposals will thus not affect the water quality in other parts of Ontario.

IF Split 2=2 (ground water)
NAME IN DATASET: Info 24

You are now ready to answer the following 12 questions, in which you have to choose between different proposals for a new policy concerning the ground water quality in the Grand River area.

In each question, you have to make a choice between the current policy and two new policy proposals. The **current policy** is the same in each choice question. The **two proposals** differ from question to question but will always lead to an increase in your household's annual tax payment.

IF Split 2=2 (ground water)
NAME IN DATASET: Info 25

Please, notice:

- Please **consider all three options carefully** in each question before making a choice.
- **Each question shows a new choice situation**, in which the three options and your choice should be considered completely independent of the options and choices you made in previous questions.
- Results from similar studies have shown that **people often tend to overestimate** how much they are actually willing to pay for implementation of a given policy. Thus, before making your choice, please consider carefully also that your household is able and willing to pay the increase in the annual tax payment for your preferred proposal.

You are now ready to answer the 12 choice questions.
Enjoy!

IF Split 2=2 (ground water)
NAME IN DATASET: Q27-Q38

12 choice sets in random order. The choice sets can be found in Appendix 3.c.

Choice situation 1

	Current policy	Proposal 1	Proposal 2
Expected water quality	**Poor**	**Moderate**	**Good**
Risk of water quality not improving	No water quality improvement	**10 % risk** of not improving water quality	**40 % risk** of not improving water quality
Water quality is achieved in	**8 years**	**20 years**	**50 years**
Tax increase for your household	**$0 per year**	**$420 per year**	**$210 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy	Proposal 1	Proposal 2

FILTER: IF "Current policy" (status quo) is chosen in all choice sets (Q27-Q38).
IF Split 2=2 (ground water)
NAME IN DATASET: Q40

Answering option 1-14 randomized

You chose the "Current policy" in <u>all</u> 12 choice situations. What was the most important reason for this? *(Select only one answer)*

1. The increase in tax payment was too high compared to the proposed changes in ground water quality ❑
2. I never drink ground water from the Grand River area ❑
3. Improving the ground water quality in the Grand River area is not worth anything to me ❑
4. I would rather pay for improvements of the ground water quality in other areas ❑
5. I would rather use my money for something else ❑
6. I cannot afford a higher tax payment ❑
7. I do not believe the ground water quality will be improved as described ❑
8. I need more information before I can make a choice ❑
9. The water utility companies should pay for the water quality improvements ❑

10. The government should pay for the water quality improvements ❑
11. Those who pollute the water should pay for the water quality improvements ❑
12. The tax is too high already ❑
13. It was too difficult to choose between the different proposals ❑
14. I do not know why I chose as I did ❑
15. Other reason(s), please indicate: ❑

NAME IN DATASET: Q41

How certain are you about your 12 choices? *(Select only one answer)*

1. Very certain ❑
2. Certain ❑
3. Neither certain, nor uncertain ❑
4. Uncertain ❑
5. Very uncertain ❑

NAME IN DATASET: Info 28

Part 3: Your opinion on different topics

We will now ask you some questions about your attitude towards different topics. Among other things, we will ask some more questions addressing your attitudes towards different risks and time horizons. Please remember that there are no right or wrong answers.

IF Split 2=2 (ground water)
NAME IN DATASET: Q44

To what extent do you feel safe when drinking water from the tap in your home?

(Select only one answer)

1. Not at all ❑
2. To a small extent ❑
3. To some extent ❑
4. To a great extent ❑
5. Do not know ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Q45

Are there installed any measures in your home to prevent the tap water from being polluted?

(Select only one answer)

1. No, I have not installed any preventive measures ❑
2. Yes, I have installed a filtration system ❑
3. Yes, I have installed a UV purification system ❑
4. Yes, I have installed a reverse osmosis system ❑
5. Yes, I have installed another purification system ❑
   - please, state which one:_____
6. Do not know ❑

IF Split 3=1 (no cost lottery)
NAME IN DATASET: Q46

[Question battery "RISK Q WITH NO COSTS", which can be found in Appendix 6.a]

IF Split 3=2 (low cost lottery)
NAME IN DATASET: Q47

[Question battery "RISK Q WITH LOW COSTS", which can be found in Appendix 6.b]

IF Split 3=3 (high cost lottery)
NAME IN DATASET: Q48

[Question battery "RISK Q WITH HIGH COSTS", which can be found in Appendix 6.c]

IF Split 2=1 (surface water)
NAME IN DATASET: Q49

[Question battery "TIME Q, SURFACE WATER", which can be found in Appendix 6.d]

IF Split 2=2 (ground water)
NAME IN DATASET: Q50

[Question battery "TIME Q, GROUND WATER", which can be found in Appendix 6.e]

NAME IN DATASET: Info 31

We will end the questionnaire with some more personal questions. Remember that your answers will be kept strictly confidential and that they will only be used for this study. No one will be able to track your answers back to you.

NAME IN DATASET: Q53

Answering option 1 and 2 randomized

What is your gender? *(Select only one answer)*

1. Male ❑
2. Female ❑
3. Other ❑

NAME IN DATASET: Q54

What is your age?

_____ years

NAME IN DATASET: Q55

What is the highest level of education that you have completed? *(Select only one answer)*

1. Primary school ❑
2. Secondary (including vocational) education ❑
3. Tertiary education (university degree or equal) ❑

NAME IN DATASET: Q56

How many persons are in your household (including yourself)?

1. _____ persons, younger than 18 years
2. _____ persons, 18 years or older

NAME IN DATASET: Q57

Answering option 1-15 randomized

Are you a member of any of the following organizations? *(Select one or more answers)*

1. Environmental Defence Canada ❑
2. Nature Conservancy Canada ❑
3. Conservation Ontario ❑
4. World Wildlife Fund ❑
5. Greenpeace ❑
6. Canadian Wildlife Federation ❑
7. Ducks Unlimited ❑
8. Ontario Nature ❑
9. Canadian Parks and Wilderness Society ❑
10. Ecojustice Canada ❑
11. Ontario Federation of Agriculture ❑
12. Grain Farmers of Ontario ❑
13. Christian Farmers Federation of Ontario ❑
14. Ontario Soil and Crop Improvement Association ❑
15. Ontario Certified Crop Advisors Association ❑
16. I am not a member of any of these organizations ❑

NAME IN DATASET: Q58

Are you covered by any of the insurances below? *(Select one or more answers)*

1. Home insurance ❑
2. Health insurance ❑
3. Do not know/do not wish to disclose ❑

NAME IN DATASET: Q59

How often do you buy additional insurance, for example when you rent a car or buy electronics products, flight tickets or concert tickets? *(Select only one answer)*

1. Always ❑
2. Sometimes ❑
3. Seldom ❑
4. Never, as I do not find it necessary to buy additional insurance ❑
5. Never, as my regular insurances are already covering such additional insurance ❑
6. Do not know/do not wish to disclose ❑

NAME IN DATASET: Q60

What is your household's current total yearly income <u>after taxes</u>, including social benefits? *(Select only one answer)*

1. Less than $10,000 ❑
2. $10,000 - 19,999 ❑
3. $20,000 - 29,999 ❑
4. $30,000 - 39,999 ❑
5. $40,000 - 49,999 ❑
6. $50,000 - 59,999 ❑
7. $60,000 - 69,999 ❑
8. $70,000 - 79,999 ❑
9. $80,000 - 89,999 ❑
10. $90,000 - 99,999 ❑
11. $100,000 - 124,999 ❑
12. $125,000 - 149,999 ❑
13. $150,000 or more ❑
14. Do not know/do not wish to disclose ❑

NAME IN DATASET: Q61

Respondents place a marker in a map to indicate where they live.

We would like to know whether there are geographical differences between people's responses. Therefore, we will ask you to place a marker on the map below to indicate where you live. This information will be treated confidentially, will not be published and will not be given to third parties. You do not have to indicate the exact address. It is sufficient if you place the marker on a street or intersection close to your house.

_____

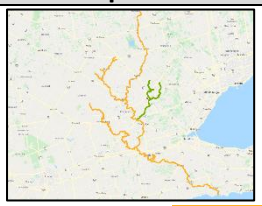
NAME IN DATASET: Info 33

The questionnaire is now over.
Thank you for your participation!

Appendix 3.b. Canadian choice sets, surface water

NAME IN DATASET: Q12

Choice situation 1

	Current policy	Proposal 1	Proposal 2
Expected water quality	*Upper Grand:* **Moderate** *Lower Grand etc.:* **Poor**	*Upper Grand:* **Good** *Lower Grand etc.:* **Poor**	 *Upper Grand:* **Moderate** *Lower Grand etc.:* **Moderate**
Risk of water quality not improving	No water quality improvement	**40 % risk** of not improving water quality	**10 % risk** of not improving water quality
Water quality is achieved in	**4 years**	**20 years**	**4 years**
Tax increase for your household	**$0 per year**	**$210 per year**	**$30 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy	Proposal 1	Proposal 2

NAME IN DATASET: Q13

Choice situation 2

	Current policy	Proposal 1	Proposal 2
Expected water quality	*Upper Grand:* **Moderate** *Lower Grand etc.:* **Poor**	*Upper Grand:* **Good** *Lower Grand etc.:* **Poor**	*Upper Grand:* **Moderate** *Lower Grand etc.:* **Good**
Risk of water quality not improving	No water quality improvement	**No risk** (Water quality will improve as expected)	**10 % risk** of not improving water quality
Water quality is achieved in	**4 years**	**8 years**	**20 years**
Tax increase for your household	**$0 per year**	**$210 per year**	**$15 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy	Proposal 1	Proposal 2

NAME IN DATASET: Q14

Choice situation 3

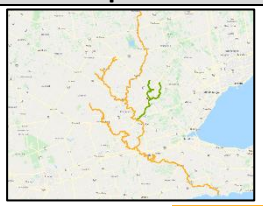
	Current policy	Proposal 1	Proposal 2
Expected water quality	 *Upper Grand:* **Moderate** *Lower Grand etc.:* **Poor**	 *Upper Grand:* **Moderate** *Lower Grand etc.:* **Moderate**	 *Upper Grand:* **Good** *Lower Grand etc.:* **Poor**
Risk of water quality not improving	No water quality improvement	**40 % risk** of not improving water quality	**10 % risk** of not improving water quality
Water quality is achieved in	**4 years**	**8 years**	**4 years**
Tax increase for your household	**$0 per year**	**$15 per year**	**$420 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy	Proposal 1	Proposal 2

NAME IN DATASET: Q15

Choice situation 4

	Current policy	Proposal 1	Proposal 2
Expected water quality	 *Upper Grand:* **Moderate** *Lower Grand etc.:* **Poor**	 *Upper Grand:* **Moderate** *Lower Grand etc.:* **Moderate**	 *Upper Grand:* **Good** *Lower Grand etc.:* **Good**
Risk of water quality not improving	No water quality improvement	**No risk** (Water quality will improve as expected)	**40 % risk** of not improving water quality
Water quality is achieved in	**4 years**	**4 years**	**20 years**
Tax increase for your household	**$0 per year**	**$30 per year**	**$210 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy	Proposal 1	Proposal 2

NAME IN DATASET: Q16

Choice situation 5

	Current policy	Proposal 1	Proposal 2
Expected water quality	 *Upper Grand:* **Moderate** *Lower Grand etc.:* **Poor**	 *Upper Grand:* **Good** *Lower Grand etc.:* **Poor**	 *Upper Grand:* **Moderate** *Lower Grand etc.:* **Moderate**
Risk of water quality not improving	No water quality improvement	**No risk** (Water quality will improve as expected)	**40 % risk** of not improving water quality
Water quality is achieved in	**4 years**	**8 years**	**4 years**
Tax increase for your household	**$0 per year**	**$50 per year**	**$105 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy	Proposal 1	Proposal 2

NAME IN DATASET: Q17

Choice situation 6

	Current policy	Proposal 1	Proposal 2
Expected water quality	 *Upper Grand:* **Moderate** *Lower Grand etc.:* **Poor**	 *Upper Grand:* **Good** *Lower Grand etc.:* **Moderate**	 *Upper Grand:* **Moderate** *Lower Grand etc.:* **Good**
Risk of water quality not improving	No water quality improvement	**10 % risk** of not improving water quality	**40 % risk** of not improving water quality
Water quality is achieved in	**4 years**	**20 years**	**8 years**
Tax increase for your household	**$0 per year**	**$50 per year**	**$105 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy	Proposal 1	Proposal 2

NAME IN DATASET: Q18

Choice situation 7

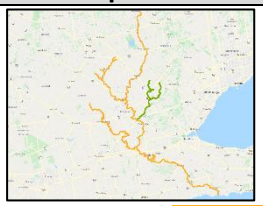
	Current policy	Proposal 1	Proposal 2
Expected water quality	*Upper Grand:* **Moderate** *Lower Grand etc.:* **Poor**	*Upper Grand:* **Moderate** *Lower Grand etc.:* **Good**	*Upper Grand:* **Good** *Lower Grand etc.:* **Poor**
Risk of water quality not improving	No water quality improvement	**10 % risk** of not improving water quality	**No risk** (Water quality will improve as expected)
Water quality is achieved in	**4 years**	**8 years**	**20 years**
Tax increase for your household	**$0 per year**	**$420 per year**	**$50 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy	Proposal 1	Proposal 2

NAME IN DATASET: Q19

Choice situation 8

	Current policy	Proposal 1	Proposal 2
Expected water quality	*Upper Grand:* **Moderate** *Lower Grand etc.:* **Poor**	 *Upper Grand:* **Moderate** *Lower Grand etc.:* **Moderate**	*Upper Grand:* **Good** *Lower Grand etc.:* **Poor**
Risk of water quality not improving	No water quality improvement	**10 % risk** of not improving water quality	**No risk** (Water quality will improve as expected)
Water quality is achieved in	**4 years**	**20 years**	**4 years**
Tax increase for your household	**$0 per year**	**$30 per year**	**$210 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy	Proposal 1	Proposal 2

NAME IN DATASET: Q20

Choice situation 9

	Current policy	Proposal 1	Proposal 2
Expected water quality	 *Upper Grand:* **Moderate** *Lower Grand etc.:* **Poor**	 *Upper Grand:* **Good** *Lower Grand etc.:* **Poor**	 *Upper Grand:* **Moderate** *Lower Grand etc.:* **Good**
Risk of water quality not improving	No water quality improvement	**40 % risk** of not improving water quality	**No risk** (Water quality will improve as expected)
Water quality is achieved in	**4 years**	**4 years**	**8 years**
Tax increase for your household	**$0 per year**	**$15 per year**	**$420 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy	Proposal 1	Proposal 2

NAME IN DATASET: Q21

Choice situation 10

	Current policy	Proposal 1	Proposal 2
Expected water quality	 *Upper Grand:* **Moderate** *Lower Grand etc.:* **Poor**	 *Upper Grand:* **Moderate** *Lower Grand etc.:* **Good**	 *Upper Grand:* **Good** *Lower Grand etc.:* **Moderate**
Risk of water quality not improving	No water quality improvement	**No risk** (Water quality will improve as expected)	**40 % risk** of not improving water quality
Water quality is achieved in	**4 years**	**20 years**	**8 years**
Tax increase for your household	**$0 per year**	**$105 per year**	**$50 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy	Proposal 1	Proposal 2

NAME IN DATASET: Q22

Choice situation 11

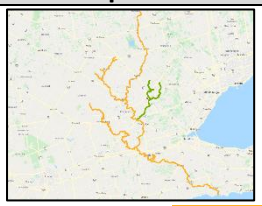
	Current policy	Proposal 1	Proposal 2
Expected water quality	*Upper Grand:* **Moderate** *Lower Grand etc.:* **Poor**	*Upper Grand:* **Moderate** *Lower Grand etc.:* **Good**	*Upper Grand:* **Good** *Lower Grand etc.:* **Poor**
Risk of water quality not improving	No water quality improvement	**40 % risk** of not improving water quality	**10 % risk** of not improving water quality
Water quality is achieved in	**4 years**	**4 years**	**8 years**
Tax increase for your household	**$0 per year**	**$420 per year**	**$15 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy	Proposal 1	Proposal 2

NAME IN DATASET: Q23

Choice situation 12

	Current policy	Proposal 1	Proposal 2
Expected water quality	*Upper Grand:* **Moderate** *Lower Grand etc.:* **Poor**	*Upper Grand:* **Good** *Lower Grand etc.:* **Good**	 *Upper Grand:* **Moderate** *Lower Grand etc.:* **Moderate**
Risk of water quality not improving	No water quality improvement	**10 % risk** of not improving water quality	**No risk** (Water quality will improve as expected)
Water quality is achieved in	**4 years**	**4 years**	**20 years**
Tax increase for your household	**$0 per year**	**$105 per year**	**$30 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy	Proposal 1	Proposal 2

Appendix 3.c. Canadian choice sets, ground water

NAME IN DATASET: Q27

Choice situation 1

	Current policy	Proposal 1	Proposal 2
Expected water quality	Poor	Good	Moderate
Risk of water quality not improving	No water quality improvement	**40 % risk** of not improving water quality	**No risk** (Water quality will improve as expected)
Water quality is achieved in	**8 years**	**8 years**	**20 years**
Tax increase for your household	**$0 per year**	**$210 per year**	**$50 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy	Proposal 1	Proposal 2

NAME IN DATASET: Q28

Choice situation 2

	Current policy	Proposal 1	Proposal 2
Expected water quality	Poor	Moderate	Good
Risk of water quality not improving	No water quality improvement	**No risk** (Water quality will improve as expected)	**40 % risk** of not improving water quality
Water quality is achieved in	**8 years**	**50 years**	**8 years**
Tax increase for your household	**$0 per year**	**$50 per year**	**$210 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy	Proposal 1	Proposal 2

NAME IN DATASET: Q29

Choice situation 3

	Current policy	Proposal 1	Proposal 2
Expected water quality	**Poor**	**Moderate**	**Good**
Risk of water quality not improving	No water quality improvement	**No risk** (Water quality will improve as expected)	**10 % risk** of not improving water quality
Water quality is achieved in	**8 years**	**8 years**	**20 years**
Tax increase for your household	**$0 per year**	**$105 per year**	**$15 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy | **Proposal 1** | **Proposal 2**

NAME IN DATASET: Q30

Choice situation 4

	Current policy	Proposal 1	Proposal 2
Expected water quality	**Poor**	**Good**	**Moderate**
Risk of water quality not improving	No water quality improvement	**10 % risk** of not improving water quality	**40 % risk** of not improving water quality
Water quality is achieved in	**8 years**	**50 years**	**20 years**
Tax increase for your household	**$0 per year**	**$50 per year**	**$105 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy | **Proposal 1** | **Proposal 2**

NAME IN DATASET: Q31

Choice situation 5

	Current policy	Proposal 1	Proposal 2
Expected water quality	Poor	Good	Moderate
Risk of water quality not improving	No water quality improvement	**10 % risk** of not improving water quality	**40 % risk** of not improving water quality
Water quality is achieved in	**8 years**	**20 years**	**50 years**
Tax increase for your household	**$0 per year**	**$420 per year**	**$30 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy | **Proposal 1** | **Proposal 2**

NAME IN DATASET: Q32

Choice situation 6

	Current policy	Proposal 1	Proposal 2
Expected water quality	Poor	Moderate	Good
Risk of water quality not improving	No water quality improvement	**40 % risk** of not improving water quality	**10 % risk** of not improving water quality
Water quality is achieved in	**8 years**	**20 years**	**50 years**
Tax increase for your household	**$0 per year**	**$105 per year**	**$420 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy | **Proposal 1** | **Proposal 2**

NAME IN DATASET: Q33

Choice situation 7

	Current policy	Proposal 1	Proposal 2
Expected water quality	Poor	Good	Moderate
Risk of water quality not improving	No water quality improvement	**No risk** (Water quality will improve as expected)	**10 % risk** of not improving water quality
Water quality is achieved in	**8 years**	**50 years**	**8 years**
Tax increase for your household	**$0 per year**	**$420 per year**	**$50 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy | **Proposal 1** | **Proposal 2**

NAME IN DATASET: Q34

Choice situation 8

	Current policy	Proposal 1	Proposal 2
Expected water quality	Poor	Moderate	Good
Risk of water quality not improving	No water quality improvement	**10 % risk** of not improving water quality	**40 % risk** of not improving water quality
Water quality is achieved in	**8 years**	**20 years**	**50 years**
Tax increase for your household	**$0 per year**	**$210 per year**	**$30 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy | **Proposal 1** | **Proposal 2**

NAME IN DATASET: Q35

Choice situation 9

	Current policy	Proposal 1	Proposal 2
Expected water quality	Poor	Good	Moderate
Risk of water quality not improving	No water quality improvement	**No risk** (Water quality will improve as expected)	**10 % risk** of not improving water quality
Water quality is achieved in	**8 years**	**8 years**	**50 years**
Tax increase for your household	**$0 per year**	**$30 per year**	**$15 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy	Proposal 1	Proposal 2

NAME IN DATASET: Q36

Choice situation 10

	Current policy	Proposal 1	Proposal 2
Expected water quality	Poor	Moderate	Good
Risk of water quality not improving	No water quality improvement	**40 % risk** of not improving water quality	**No risk** (Water quality will improve as expected)
Water quality is achieved in	**8 years**	**50 years**	**8 years**
Tax increase for your household	**$0 per year**	**$15 per year**	**$105 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy	Proposal 1	Proposal 2

NAME IN DATASET: Q37

Choice situation 11

	Current policy	Proposal 1	Proposal 2
Expected water quality	Poor	Good	Moderate
Risk of water quality not improving	No water quality improvement	**40 % risk** of not improving water quality	**No risk** (Water quality will improve as expected)
Water quality is achieved in	**8 years**	**20 years**	**8 years**
Tax increase for your household	**$0 per year**	**$15 per year**	**$210 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy | **Proposal 1** | **Proposal 2**

NAME IN DATASET: Q38

Choice situation 12

	Current policy	Proposal 1	Proposal 2
Expected water quality	Poor	Moderate	Good
Risk of water quality not improving	No water quality improvement	**10 % risk** of not improving water quality	**No risk** (Water quality will improve as expected)
Water quality is achieved in	**8 years**	**8 years**	**20 years**
Tax increase for your household	**$0 per year**	**$30 per year**	**$420 per year**

I prefer *(If you find the proposals too expensive relative to the resulting improvements, you should choose the current policy)*

Current policy | **Proposal 1** | **Proposal 2**

Appendix 4.a. Portuguese questionnaire version

IF Split 2=1 (surface water)
NAME IN DATASET: Info 1

Introdução

Este questionário-pesquisa está a ser conduzido no âmbito de um grande Projeto de Investigação internacional por um grupo de investigadores de várias Universidades, entre as quais se encontra a Universidade de Coimbra. O referido projeto visa melhorar futuras decisões políticas relacionadas com rios, lagos e outros cursos de água (em diferentes bacias hidrográficas).

Um grupo representativo de cidadãos da região do Rio Mondego foi selecionado aleatoriamente para responder ao questionário. Por isso, está a ser contatado e as suas respostas são de grande importância para nós, independentemente de ter ou não interesse neste assunto.

Os resultados da pesquisa serão apresentados a políticos que tomam decisões sobre políticas futuras que poderão afetar o potencial ecológico e as condições físicas do Rio Mondego. Portanto, solicitamos que leia as perguntas atentamente e responda com cuidado, pois as suas respostas podem afetar futuras políticas relacionadas com as condições dos meios hídricos desta bacia hidrográfica. Não há respostas certas ou erradas, e nenhum conhecimento específico prévio é necessário para responder às perguntas.

Deve ter em conta que este questionário-pesquisa é realizado em vários países. Portanto, algumas das perguntas podem parecer irrelevantes/ou desadequadas para a região do Rio Mondego. No entanto, são relevantes em outros países e, como o objetivo do projeto de investigação é poder comparar diferentes países, solicitamos que também responda a essas perguntas para que seja possível analisar as reações se certas situações ocorressem na Bacia Hidrográfica do Mondego.

O questionário está organizado em três partes. Levará cerca de 15-20 minutos para responder a todas as perguntas. Todas as suas respostas serão tratadas de forma estritamente confidencial e serão usadas apenas para o projeto de investigação.

Agradecemos antecipadamente a sua ajuda!

IF Split 2=2 (ground water)
NAME IN DATASET: Info 3

Introdução

Este questionário-pesquisa está a ser conduzido no âmbito de um grande Projeto de Investigação internacional por um grupo de investigadores de várias Universidades, entre as quais se encontra a Universidade de Coimbra. O referido projeto visa melhorar futuras decisões políticas relacionadas com as águas subterrâneas (aquíferos/água que se encontram abaixo do nível do solo).

Um grupo representativo de cidadãos da região do Rio Mondego foi selecionado aleatoriamente para responder ao questionário. Por isso, está a ser contatado e as suas respostas são de grande importância para nós, independentemente de ter ou não interesse neste assunto.

Os resultados da pesquisa serão apresentados a políticos que tomam decisões sobre políticas futuras que poderão afetar a qualidade das águas subterrâneas na região do Rio Mondego. Portanto, solicitamos que leia as perguntas atentamente e responda com cuidado, pois as suas respostas podem afetar futuras políticas da água. Não há respostas certas ou erradas, e nenhum conhecimento específico prévio é necessário para responder às perguntas.

Deve ter em conta que este questionário-pesquisa é realizado em vários países. Portanto, algumas das perguntas podem parecer irrelevantes/ou desadequadas para a região do Rio Mondego. No entanto, são relevantes em outros países e, como o objetivo do projeto de investigação é poder comparar diferentes países, solicitamos que também responda a essas perguntas para que seja possível analisar as reações se certas situações ocorressem na Bacia Hidrográfica do Mondego.

O questionário está organizado em três partes. Levará cerca de 15-20 minutos para responder a todas as perguntas. Todas as suas respostas serão tratadas de forma estritamente confidencial e serão usadas apenas para o projeto de investigação.

Agradecemos antecipadamente pela sua ajuda!

IF Split 2=1 (surface water)
NAME IN DATASET: Q1

Parte 1: Hábitos em relação ao uso de corpos de água em geral

Com que frequência praticou atividades ao ar livre em corpos de água ou áreas junto destes no último ano (aproximadamente)? As atividades ao ar livre podem incluir: natação, vela, pesca, caminhada/corrida, acampamento e similares. *(Selecione apenas uma resposta)*

1. Nunca ❑
2. 1-12 vezes (até uma vez por mês) ❑
3. 13-52 vezes (até uma vez por semana) ❑
4. 53 vezes ou mais (mais de uma vez por semana) ❑
5. Não sei ❑

ROUTING: IF Q1=1, go to Info 6

IF Split 2=1 (surface water)
NAME IN DATASET: Q2

Rows/questions randomized

Com que frequência participou nas seguintes atividades, usando corpos de água ou áreas junto destes no último ano (aproximadamente)?

(Selecione uma resposta em cada linha)	**Frequentemente** *(Quase sempre)*	**Às vezes** *(aprox. a cada duas vezes)*	**Raramente**	**Nunca**
Passear ao longo da costa (por exemplo, caminhadas, ciclismo, corrida ou piqueniques)	❑	❑	❑	❑
Velejar (por exemplo, em barco a remo, canoa ou barco a motor)	❑	❑	❑	❑
Entrar na água, nadar ou mergulhar	❑	❑	❑	❑
Pescar	❑	❑	❑	❑
Observar pássaros ou outros animais selvagens	❑	❑	❑	❑

IF Split 2=1 (surface water)
NAME IN DATASET: Q3

Do número total de vezes que participou em atividades ao ar livre, quantas ocorreram no Rio Mondego ou na sua proximidade (aproximadamente)? *(Selecione apenas uma resposta)*

1. Nenhuma ❑
2. Poucas ❑
3. Metade ❑
4. Maioria ❑
5. Todas ❑
6. Não sei ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Q4

Parte 1: Hábitos em relação ao uso de água potável em geral

Com que frequência comprou água engarrafada (não água com gás) no último mês (aproximadamente)? *(Selecione apenas uma resposta)*

1. Nunca ❑
2. 1-2 vezes (até uma vez a cada duas semanas) ❑
3. 3-4 vezes (até uma vez por semana) ❑
4. 5 vezes ou mais (mais de uma vez por semana) ❑
5. Não sei ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Q5

Considera o último mês "normal" em termos do número de vezes que comprou água engarrafada? *(Selecione apenas uma resposta)*

1. Sim, as minhas compras de água engarrafada no último mês foram normais para mim ❑
2. Não, normalmente compro água engarrafada com menos frequência ❑

3. Não, normalmente compro água engarrafada com mais frequência ❑
4. Não sei ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Q6

Rows/questions randomized, and answer options "Água engarrafada" and "Água da torneira" randomized

Prefere água engarrafada ou água da torneira (incluindo água filtrada) em relação aos seguintes itens?

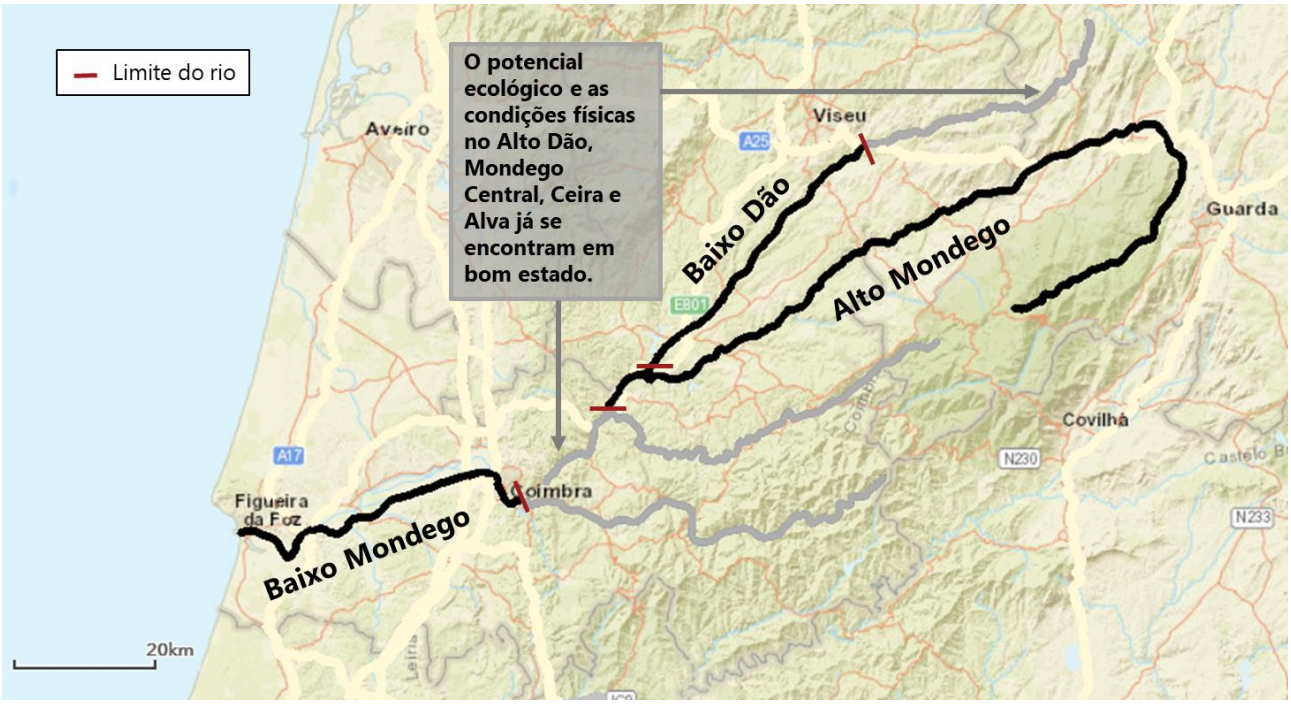
(Selecione uma resposta em cada linha)	**Água engarrafada**	**Água da torneira**	**Nenhuma**	**Não sei**
Em relação ao gosto, eu prefiro…	❑	❑	❑	❑
Em relação à saúde, eu prefiro …	❑	❑	❑	❑
Em relação ao preço, eu prefiro …	❑	❑	❑	❑
Em relação ao impacte ambiental, eu prefiro …	❑	❑	❑	❑
Em relação à água que sirvo a convidados, eu prefiro …	❑	❑	❑	❑
Quando vou às compras, ou ao Centro Comercial ou dar uma volta na cidade eu prefiro…	❑	❑	❑	❑

IF Split 2=1 (surface water)
NAME IN DATASET: Info 6

Parte 2: A sua opinião sobre a beneficiação do potencial ecológico e das condições físicas no Rio Mondego

Poderão ser consideradas diferentes propostas para uma nova política que visa melhorar o potencial ecológico e as condições físicas do Rio Mondego. Assim, solicitaremos que escolha entre várias propostas para novas políticas que poderão melhorar a situação no Rio Mondego e nos seus principais rios afluentes.

O potencial ecológico e as condições físicas diferem um pouco entre as várias zonas da Bacia Hidrográfica do Rio Mondego. Por isso, dividimo-la em três áreas: "Baixo Dão", "Alto Mondego" e "Baixo Mondego".



IF Split 2=1 (surface water)
NAME IN DATASET: Info 7

Propostas para uma nova política que melhore o potencial ecológico e as condições físicas

Existem várias maneiras de melhorar o potencial ecológico e as condições físicas dos rios. Aqui, não nos vamos concentrar em qual é a melhor maneira de o fazer. Em vez disso, **focaremos os benefícios que são possíveis de obter com uma nova política**. Aqui está um exemplo de como apresentamos as diferentes propostas para uma nova política. Elas irão variar em relação a quatro características. Muitas pessoas acham um pouco confuso perceber este exemplo; portanto, antes de escolher entre diferentes propostas, explicaremos as características e a forma como serão ilustradas.

As propostas irão variar em termos dessas quatro características:

1. *O potencial ecológico e as condições físicas esperadas do rio* →
2. *Risco de o potencial ecológico e de as condições físicas não melhorarem* →
3. *Quando o potencial ecológico e as condições físicas serão alcançadas?* →
4. *Quanto aumenta o pagamento anual de taxas da sua família como consequência da aplicação da proposta* →

Exemplo de uma proposta para uma nova política
Baixo Dão: **Razoável** *Alto Mondego:* **Bom** *Baixo Mondego:* **Medíocre**
10 % de risco de não melhorar a situação
8 anos
50 € por ano

IF Split 2=1 (surface water)
NAME IN DATASET: Info 8

Característica 1: O potencial ecológico e as condições físicas esperadas dos rios

A seguir, distinguiremos entre **três níveis diferentes de potencial ecológico e condições físicas**: *Bom, Razoável e Medíocre*. As diferenças entre estes níveis são descritas abaixo. O potencial ecológico e as condições físicas não afetarão a água potável ou o seu tratamento. Os níveis estão associados a cores específicas, as quais são usadas no pequeno mapa para mostrar o que se espera que seja **a média das condições** no Baixo Dão, Alto Mondego e Baixo Mondego.

Se nenhuma nova política for adotada, espera-se que, em 4 anos, o potencial ecológico e as condições físicas sejam *Medíocres* no Baixo Mondego e *Razoável* no Baixo Dão e no Alto Mondego. No entanto, pode haver benefícios com a implementação de novas políticas.

Nível	Descrição do potencial ecológico e das condições físicas
Bom	As albufeiras, diques e margens dos rios são monitorizados e são alvo de manutenção com frequência Risco mínimo de crescimento de algas (eutrofização) em albufeiras Risco mínimo de inundação
Razoável	As albufeiras, diques e margens dos rios são monitorizados e são alvo de manutenção ocasionalmente Risco moderado de crescimento de algas (eutrofização) em albufeiras Risco moderado de inundação
Medíocre	As albufeiras, diques e margens dos rios são monitorizados e são alvo de manutenção raramente Alto risco de crescimento de algas (eutrofização) em albufeiras Alto risco de inundação

IF Split 2=1 (surface water)
NAME IN DATASET: Info 9

Característica 2: Risco do potencial ecológico e das condições físicas não melhorarem

Algumas medidas nem sempre funcionam como esperado. **Algumas propostas estarão, portanto, associadas a um risco específico de que o potencial ecológico e as condições físicas não melhorem**, embora as medidas adotadas normalmente funcionem. Esse risco é avaliado com base no julgamento de especialistas e na experiência prática.
Nas propostas que se seguirão, o risco pode ser:

Sem risco (A situação vai melhorar conforme o esperado)	**10 % de risco** de não melhorar a situação	**40 % de risco** de não melhorar a situação
• É certo que o potencial ecológico e as condições físicas melhorarão conforme o esperado.	• Em 1 de cada 10 casos, o potencial ecológico e as condições físicas não melhorarão em comparação com a política atual	• Em 4 de cada 10 casos, o potencial ecológico e as condições físicas não melhorarão em comparação com a política atual.

IF Split 2=1 (surface water)
NAME IN DATASET: Info 10

Característica 3: Quando serão alcançados o potencial ecológico e as condições físicas?

Geralmente, leva algum tempo até que os impactes das novas medidas tenham efeito total. Os cientistas podem prever quantos anos demora para que uma nova política leve a certo potencial ecológico e certas condições físicas. Passados esses anos, a situação permanecerá no nível alcançado.
Nas propostas que se seguirão, o potencial ecológico e as condições físicas podem ser alcançadas em:

4 anos	**8 anos**	**20 anos**

IF Split 2=1 (surface water)
NAME IN DATASET: Info 11

Característica 4: Aumento do pagamento anual de taxas pela sua família (agregado familiar)

A implementação das propostas para uma nova política estará associada a custos, que deverão ser cobertos por **aumento de taxas**. Portanto, **cada proposta de política apresentada a seguir está associada a um aumento no pagamento anual de taxas pela sua família**. O montante a pagar pode variar de 7,5 € a 210 € por ano por família. O aumento no **pagamento anual agregado de taxas da sua família será implementado em 2020**, mesmo que, conforme descrito, possa haver incerteza em relação aos benefícios esperados, e levará vários anos até que sejam alcançados. O pagamento adicional de taxas será o mesmo em todos os anos futuros. Se a política atual for mantida sem mudanças, o pagamento de taxas de sua família não irá aumentar.

As receitas de um possível aumento no pagamento de taxas da sua família serão usadas apenas para implementar as políticas necessárias para garantir os benefícios esperados no potencial ecológico e nas condições físicas nos Rios Mondego e Dão. As propostas políticas não afetarão, portanto, a situação de rios em outras partes de Portugal.

IF Split 2=1 (surface water)
NAME IN DATASET: Info 12

Agora está pronto para responder às doze "situações de escolha" seguintes, nas quais deve escolher entre diferentes novas propostas políticas relacionadas com o potencial ecológico e com as condições físicas nos Rios Mondego e Dão.

Em cada pergunta, deve escolher entre a política atual e duas novas propostas de política. A **política atual** é a mesma em cada situação de escolha. As **duas propostas** diferem de pergunta para pergunta, mas sempre levarão a um aumento no pagamento anual de taxas pela sua família.

IF Split 2=1 (surface water)
NAME IN DATASET: Info 13

Por favor note:

- É importante que **considere cuidadosamente todas as três alternativas** em cada pergunta antes de fazer uma escolha.
- **Cada pergunta mostra uma nova situação de escolha**, na qual as três alternativas e a sua escolha devem ser consideradas completamente independentes das alternativas das perguntas anteriores.
- Resultados de estudos semelhantes mostraram que as **pessoas tendem a sobrestimar** quanto estão realmente dispostas a pagar pela implementação de uma determinada política. Portanto, antes de fazer a sua escolha, verifique se a sua família está apta e disposta a pagar o aumento no pagamento de taxa anual associada à proposta que vai escolher.

Agora está pronto para responder às 12 ”situações de escolha”.

IF Split 2=1 (surface water)
NAME IN DATASET: Q12-Q23

12 choice sets in random order. The choice sets can be found in Appendix 4.b.

Situação de escolha 1

	Política atual	Proposta 1	Proposta 2
Potencial ecológico e condições físicas esperadas	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Mediocre**	 *Baixo Dão:* **Bom** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Mediocre**	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Bom** *Baixo Mondego:* **Razoável**
Risco do potencial ecológico e das condições físicas não melhorarem	Sem melhorias para situação presente	**10 % de risco** de não melhorar a situação	**Sem risco** (A situação vai melhorar conforme o esperado)
Potencial ecológico e condições físicas são alcançadas em	**4 anos**	**20 anos**	**4 anos**
Aumento de taxas para a sua família	**0 € por ano**	**15 € por ano**	**25 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual	Proposta 1	Proposta 2

FILTER: IF "Política atual" (status quo) is chosen in all choice sets (Q12-Q23).
IF Split 2=1 (surface water)
NAME IN DATASET: Q25

Answering option 1-14 randomized

Se escolheu "Política atual" em <u>todas</u> as 12 situações de escolha, qual foi o motivo mais importante para isso? *(Selecione apenas uma resposta)*

1. Os aumentos no pagamento de taxas foram geralmente muito altos em comparação com os benefícios descritos no potencial ecológico e nas condições físicas ❑
2. Eu não uso esses rios para atividades ao ar livre ❑
3. Melhorar o potencial ecológico e as condições físicas nesses rios não significa nada para mim ❑
4. Prefiro pagar pela beneficiação de outros corpos de água ❑

5. Prefiro usar meu dinheiro em outra coisa ❑
6. Não posso pagar mais taxas ❑
7. Não acredito que o potencial ecológico e as condições físicas melhorem conforme descrito ❑
8. Preciso de mais informações antes de poder fazer uma escolha ❑
9. Os fornecedores de água devem pagar pela beneficiação ❑
10. O governo deve pagar pela beneficiação ❑
11. Quem deteriora o potencial ecológico e as condições físicas deve pagar pela beneficiação ❑
12. As taxas já são muito altas ❑
13. Foi muito difícil escolher ❑
14. Não sei qual a razão que me levou às escolhas que fiz ❑
15. Outro motivo, por favor indique: _____ ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Info 17

Parte 2: A sua opinião sobre a beneficiação da qualidade da água na região do Rio Mondego

Estão a ser consideradas diferentes propostas para uma nova política para melhorar a qualidade das águas subterrâneas nos municípios que o Rio Mondego atravessa, assim como nos municípios vizinhos. Aqui denominamos estes municípios como região do Rio Mondego. A seguir, portanto, solicitaremos que escolha entre várias propostas para as novas políticas que devem melhorar a qualidade das águas subterrâneas nesta região.

IF Split 2=2 (ground water)
NAME IN DATASET: Info 19

Propostas para uma nova política que melhore a qualidade da água

Existem várias maneiras de melhorar a qualidade da água. Aqui, não nos vamos concentrar em qual é a melhor maneira de o fazer. Em vez disso, **focaremos os benefícios que são possíveis de obter com uma nova política**. Aqui está um exemplo de como apresentamos as diferentes propostas para uma nova política. Elas irão variar em relação a quatro características. Muitas pessoas acham um pouco confuso perceber este exemplo; portanto, antes de escolher entre diferentes propostas, explicaremos as características e a forma como serão ilustradas.

As propostas irão variar em termos destas quatro características:

1. A qualidade esperada da água

2. Risco da qualidade da água não melhorar

3. Quando a qualidade da água será alcançada?

4. Quanto aumenta o pagamento anual de taxas da sua família como consequência da aplicação da proposta

Exemplo de uma proposta para uma nova política
Razoável
10 % de risco de não melhorar a qualidade da água
8 anos
50 € por ano

IF Split 2=2 (ground water)
NAME IN DATASET: Info 20

Característica 1: A qualidade esperada das águas subterrâneas

A seguir, distinguiremos entre **três níveis diferentes de qualidade das águas subterrâneas**: *Bom, Razoável e Medíocre*. As diferenças entre estes níveis são descritas abaixo. A água pode ser sempre usada para irrigação, independentemente do seu nível de qualidade.

A qualidade atual das águas subterrâneas na região do Rio Mondego hoje é boa, e é provável que assim continue no futuro. No entanto, no âmbito deste projeto investigação, pedimos que imagine que irá ser afetada pela poluição no futuro. Especificamente, imagine que, se **nenhuma nova política for adotada, espera-se que a qualidade das águas subterrâneas na região do Rio Mondego seja *Medíocre* em 8 anos.** No entanto, a qualidade esperada da água pode melhorar com a implementação de novas políticas.

Nível	Descrição da qualidade da água
Bom	A qualidade da água não é afetada por poluição causada pela atividade humana A água pode ser utilizada para beber após tratamento mínimo
Razoável	A qualidade da água é levemente afetada por poluição causada pela atividade humana A água pode ser utilizada para beber após tratamento mínimo
Medíocre	A qualidade da água é muito afetada por poluição causada pela atividade humana A água pode ser utilizada para beber após tratamento mais avançado

IF Split 2=2 (ground water)
NAME IN DATASET: Info 21

Característica 2: Risco de a qualidade da água não melhorar

Algumas medidas nem sempre funcionam como esperado. **Algumas propostas estarão, portanto, associadas a um risco específico de que a qualidade da água não melhore**, embora as medidas adotadas normalmente funcionem. Esse risco é avaliado com base no julgamento de especialistas e na experiência prática.

Nas propostas que se seguirão, o risco pode ser:

Sem risco (A qualidade da água vai melhorar como esperado)	**10 % de risco** de não melhorar a qualidade da água	**40 % de risco** de não melhorar a qualidade da água
• É certo que a qualidade da água melhorará conforme o esperado.	• Em 1 de cada 10 casos a qualidade da água não melhorará em comparação a política atual	• Em 4 de cada 10 casos a qualidade da água não melhorará em comparação a política atual.

IF Split 2=2 (ground water)
NAME IN DATASET: Info 22

Característica 3: Quando será alcançada a qualidade da água?

Geralmente, leva algum tempo até que os impactos das novas medidas tenham efeito total. Os cientistas podem prever quantos anos demora para que uma nova política leve a uma certa qualidade da água. Passados esses anos, a qualidade da água permanecerá no nível alcançado.

Nas propostas que se seguirão, a qualidade da água pode ser alcançada em:

8 anos	**20 anos**	**50 anos**

IF Split 2=2 (ground water)
NAME IN DATASET: Info 23

Característica 4: Aumento do pagamento anual de taxas pela sua família (agregado familiar)

A implementação das propostas para uma nova política estará associada a custos, que deverão ser cobertos por **aumento de taxas**. Portanto, **cada proposta de política apresentada a seguir está associada a um aumento no pagamento anual de taxas pela sua família**. O montante a pagar pode variar de 7,5 € a 210 € por ano por família. O aumento no **pagamento anual agregado de taxas da sua família será implementado em 2020**, mesmo que, conforme descrito, possa haver incerteza em relação aos benefícios esperados, e levará vários anos até que sejam alcançados. O pagamento adicional de taxas será o mesmo em todos os anos futuros. Se a política atual for mantida sem mudanças, o pagamento de taxas de sua família não irá aumentar.

As receitas de um possível aumento no pagamento de taxas da sua família serão usadas apenas para implementar as políticas necessárias para garantir a beneficiação esperada na qualidade da água na região do Rio Mondego. As políticas propostas não afetarão, portanto, a qualidade da água em outras áreas de Portugal.

IF Split 2=2 (ground water)
NAME IN DATASET: Info 24

Agora, está pronto para responder às doze "situações de escolha" seguintes, nas quais deve escolher entre diferentes propostas para uma nova política relacionada com a qualidade da água subterrânea na região do Rio Mondego.

Em cada pergunta, deve escolher entre a política atual e duas novas propostas de política. A **política atual** é a mesma em cada situação de escolha. As **duas propostas** diferem de pergunta para pergunta, mas sempre levarão a um aumento no pagamento anual de taxas pela sua família.

IF Split 2=2 (ground water)
NAME IN DATASET: Info 25

Por favor note:

- É importante que **considere cuidadosamente todas as três alternativas** em cada pergunta antes de fazer uma escolha.
- **Cada pergunta mostra uma nova situação de escolha**, na qual as três alternativas e a sua escolha devem ser consideradas completamente independentes das alternativas das perguntas anteriores.
- Resultados de estudos semelhantes mostraram que as **pessoas tendem a sobrestimar** quanto estão realmente dispostas a pagar pela implementação de uma determinada política. Portanto, antes de fazer a sua escolha, verifique se a sua família está apta e disposta a pagar o aumento no pagamento de taxa anual associada à proposta que vai escolher.

Agora está pronto para responder às 12 ”situações de escolha”.

IF Split 2=2 (ground water)
NAME IN DATASET: Q27-Q38

12 choice sets in random order. The choice sets can be found in Appendix 4.c.

Situação de escolha 1

	Política atual	Proposta 1	Proposta 2
Qualidade esperada da água	**Mediocre**	**Bom**	**Razoável**
Risco da qualidade da água não melhorar	A qualidade da água não melhora	**40 % de risco** de não melhorar a qualidade da água	**Sem risco** (A qualidade da água vai melhorar como esperado)
Qualidade da água é alcançada em	**8 anos**	**50 anos**	**8 anos**
Aumento de taxas para a família	**0 € por ano**	**50 € por ano**	**210 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual	Proposta 1	Proposta 2

FILTER: IF "Política atual" (status quo) is chosen in all choice sets (Q27-Q38).
IF Split 2=2 (ground water)
NAME IN DATASET: Q40

Answering option 1-14 randomized

Se escolheu "Política atual" em <u>todas</u> as 12 situações de escolha. Qual foi o motivo mais importante para isso? *(Selecione apenas uma resposta)*

1. Os aumentos no pagamento de taxas foram geralmente muito altos em comparação com as mudanças descritas na qualidade das águas subterrâneas ❑
2. Eu não bebo água subterrânea da região do Rio Mondego ❑
3. Melhorar a qualidade das águas subterrâneas da região do Rio Mondego não significa nada para mim ❑
4. Prefiro pagar pela beneficiação da qualidade das águas subterrâneas em outras regiões ❑
5. Prefiro usar o meu dinheiro em outra coisa ❑
6. Não posso pagar mais taxas ❑
7. Não acredito que a qualidade das águas subterrâneas melhore conforme descrito ❑
8. Preciso de mais informações antes de poder fazer uma escolha ❑

9. Os fornecedores de água devem pagar pelas beneficiações ❑
10. O governo deve pagar pelas beneficiações ❑
11. Quem polui a água deve pagar pelas beneficiações ❑
12. As taxas já são muito altas ❑
13. Foi muito difícil escolher ❑
14. Não sei qual a razão que me levou às escolhas que fiz ❑
15. Outro motivo, por favor indique: _____ ❑

NAME IN DATASET: Q41

Qual o seu grau de certeza sobre as 12 escolhas? *(Selecione apenas uma resposta)*

1. Muito certo ❑
2. Certo ❑
3. Nem certo nem incerto ❑
4. Incerto ❑
5. Muito incerto ❑

NAME IN DATASET: Info 28

Parte 3: A sua opinião sobre diferentes tópicos

Agora faremos algumas perguntas sobre a sua opinião em relação a diferentes tópicos. Entre outras coisas, faremos mais algumas perguntas abordando as suas atitudes em relação a diferentes riscos e horizontes temporais. Lembre-se de que não há respostas certas ou erradas.

IF Split 2=2 (ground water)
NAME IN DATASET: Q44

Até que ponto se sente seguro quando bebe a água que sai da sua torneira?

(Selecione apenas uma resposta)

1. De modo nenhum ❑
2. Em pequena medida ❑
3. Até certo ponto ❑
4. Em grande medida ❑
5. Não sei ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Q45

Instalou algum dispositivo na sua residência para impedir que a água da torneira fosse poluída?

(Selecione apenas uma resposta)

1. Não, eu não instalei nenhum dispositivo preventivo ❑
2. Sim, eu instalei um sistema de filtragem ❑
3. Sim, eu instalei um sistema de purificação UV ❑
4. Sim, eu instalei um sistema de osmose reversa ❑
5. Sim, eu instalei outro sistema de purificação ❑
   - por favor, indique qual: _____
6. Não sei ❑

IF Split 3=1 (no cost lottery)
NAME IN DATASET: Q46

[Question battery "RISK Q WITH NO COSTS", which can be found in Appendix 6.a]

IF Split 3=2 (low cost lottery)
NAME IN DATASET: Q47

[Question battery "RISK Q WITH LOW COSTS", which can be found in Appendix 6.b]

IF Split 3=3 (high cost lottery)
NAME IN DATASET: Q48

[Question battery "RISK Q WITH HIGH COSTS", which can be found in Appendix 6.c]

IF Split 2=1 (surface water)
NAME IN DATASET: Q49

[Question battery "TIME Q, SURFACE WATER", which can be found in Appendix 6.d]

IF Split 2=2 (ground water)
NAME IN DATASET: Q50

[Question battery "TIME Q, GROUND WATER", which can be found in Appendix 6.e]

NAME IN DATASET: Info 31

Terminaremos o questionário com algumas perguntas mais pessoais. Lembre-se de que as suas respostas serão mantidas em sigilo e que serão usadas apenas para pesquisa. Ninguém poderá rastrear as suas respostas chegando à sua origem.

NAME IN DATASET: Q53

Answering option 1 and 2 randomized

Qual é o seu sexo? *(Selecione apenas uma resposta)*

1. Masculino ❑
2. Feminino ❑
3. Outro ❑

NAME IN DATASET: Q54

Quanto anos tem?

_____ anos de idade

NAME IN DATASET: Q55

Qual é o nível mais alto de educação que concluiu? *(Selecione apenas uma resposta)*

1. Escola primária ou ensino básico ❑
2. Ensino secundário (incluindo profissional) ❑
3. Ensino superior (diploma universitário ou semelhante) ❑

NAME IN DATASET: Q56

Quantas pessoas há no seu agregado familiar (incluindo-o a si)?

1. _____ pessoas mais novas do que 18 anos de idade
2. _____ pessoas de 18 anos de idade ou mais velhas

NAME IN DATASET: Q57

Answering option 1-9 randomized

É membro de alguma das organizações abaixo? *(Selecione uma ou mais respostas)*

1. APRH – Associação Portuguesa dos Recursos Hídricos ❑
2. GEOTA – Grupo de Estudos de Ordenamento do Território e Ambiente ❑
3. APAI – Associação Portuguesa de Avaliação de Impactes ❑
4. LPN – Liga para a proteção da natureza ❑
5. Greenpeace ❑
6. ABOFHBM – Associação de Beneficiários da Obra de Fomento Hidroagrícola do Baixo Mondego ❑
7. ZERO – Associação Sistema Terrestre Sustentável ❑
8. SPEA – Sociedade Portuguesa para o Estudo das Aves ❑
9. Quercus - Associação Nacional de Conservação da Natureza ❑
10. Eu não sou membro de nenhuma dessas organizações ❑

NAME IN DATASET: Q58

Está coberto por algum dos seguros abaixo? *(Selecione uma ou mais respostas)*

1. Seguro residencial ❑
2. Seguro de saúde ❑
3. Não sei/Não desejo divulgar ❑

NAME IN DATASET: Q59

Com que frequência compra seguros adicionais ao alugar um carro ou ao comprar produtos como, por exemplo, eletrónicos, passagens aéreas ou bilhetes para espetáculos?

(Selecione apenas uma resposta)

1. Sempre ❑
2. Às vezes ❑
3. Raramente ❑
4. Nunca, pois não acho necessário comprar seguro adicional ❑
5. Nunca, pois meus seguros regulares já cobrem tais seguros adicionais ❑
6. Não sei/Não desejo divulgar ❑

NAME IN DATASET: Q60

Qual é a renda anual total atual de sua família <u>após os impostos</u>, incluindo benefícios sociais?

(Selecione apenas uma resposta)

1. Menor que 10.000 € ❑
2. € 10.000 - 19.999 ❑
3. € 20.000 - 29.999 ❑
4. € 30.000 - 39.999 ❑
5. € 40.000 - 49.999 ❑
6. € 50.000 - 59.999 ❑
7. € 60.000 - 69.999 ❑
8. € 70.000 - 79.999 ❑
9. € 80.000 - 89.999 ❑
10. € 90.000 - 99.999 ❑
11. € 100.000 ou mais ❑
12. Não sei/não desejo divulgar ❑

NAME IN DATASET: Q61

Respondents place a marker in a map to indicate where they live.

Gostaríamos de saber se existem diferenças geográficas entre as respostas das pessoas. Portanto, solicitaremos que você coloque um marcador no mapa abaixo para indicar onde você mora. Essa informação será tratada confidencialmente, não será publicada e não será fornecida a terceiros.

Você não precisa indicar o endereço exato. É suficiente se você colocar o marcador em uma rua ou cruzamento perto de sua casa.

_____

NAME IN DATASET: Info 33

O questionário está encerrado.
Obrigado pela sua participação!

Appendix 4.b. Portuguese choice sets, surface water

NAME IN DATASET: Q12

Situação de escolha 1

	Política atual	Proposta 1	Proposta 2
Potencial ecológico e condições físicas esperadas	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Mediocre**	 *Baixo Dão:* **Bom** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Mediocre**	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Bom** *Baixo Mondego:* **Razoável**
Risco do potencial ecológico e das condições físicas não melhorarem	Sem melhorias para situação presente	**10 % de risco** de não melhorar a situação	**Sem risco** (A situação vai melhorar conforme o esperado)
Potencial ecológico e condições físicas são alcançadas em	**4 anos**	**20 anos**	**4 anos**
Aumento de taxas para a sua família	**0 € por ano**	**15 € por ano**	**25 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual	Proposta 1	Proposta 2

NAME IN DATASET: Q13

	Política atual	Proposta 1	Proposta 2
Potencial ecológico e condições físicas esperadas	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Mediocre**	 *Baixo Dão:* **Bom** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Mediocre**	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Bom** *Baixo Mondego:* **Bom**
Risco do potencial ecológico e das condições físicas não melhorarem	Sem melhorias para situação presente	**Sem risco** (A situação vai melhorar conforme o esperado)	**40 % de risco** de não melhorar a situação
Potencial ecológico e condições físicas são alcançadas em	**4 anos**	**4 anos**	**20 anos**
Aumento de taxas para a sua família	**0 € por ano**	**7,5 € por ano**	**50 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Situação de escolha 2

NAME IN DATASET: Q14

Situação de escolha 3

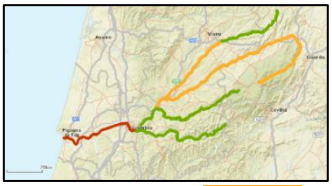
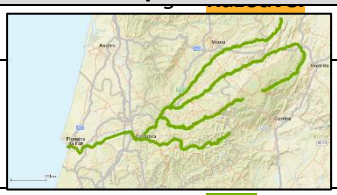
Política atual	Proposta 1	Proposta 2

NAME IN DATASET: Q15

Situação de escolha 4

NAME IN DATASET: Q16

Situação de escolha 5

Política atual	Proposta 1	Proposta 2
Potencial ecológico e condições físicas esperadas	 Baixo Dão: Razoável	Baixo Dão: Razoável	Baixo Dão: Bom
Risco do potencial ecológico e das condições físicas não melhorarem	Baixo Dão: Razoável Alto Mondego: Razoável Baixo Mondego: Mediocre	 Baixo Dão: Bom Alto Mondego: Bom Baixo Mondego: Bom	Baixo Dão: Razoável Alto Mondego: Razoável Baixo Mondego: Razoável
Potencial ecológico e condições físicas são alcançadas em	4 anos	8 anos	4 anos
Aumento de taxas para a sua família	0 € por ano	50 € por ano	15 € por ano
Risco do potencial ecológico e das condições físicas não melhorarem	Sem melhorias para situação presente	40 % de risco de não melhorar a situação	10 % de risco de não melhorar a situação
Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*			

Política atual	Proposta 1	Proposta 2
Potencial ecológico e condições físicas são alcançadas em	4 anos	4 anos	20 anos
Aumento de taxas para a sua família	0 € por ano	105 € por ano	15 € por ano

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual	Proposta 1	Proposta 2

	Política atual	Proposta 1	Proposta 2
Potencial ecológico e condições físicas esperadas	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Mediocre**	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Bom** *Baixo Mondego:* **Mediocre**	 *Baixo Dão:* **Bom** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Bom**
Risco do potencial ecológico e das condições físicas não melhorarem	Sem melhorias para situação presente	**10 % de risco** de não melhorar a situação	**Sem risco** (A situação vai melhorar conforme o esperado)
Potencial ecológico e condições físicas são alcançadas em	**4 anos**	**8 anos**	**20 anos**
Aumento de taxas para a sua família	**0 € por ano**	**15 € por ano**	**210 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

NAME IN DATASET: Q17

Situação de escolha 6

	Política atual	Proposta 1	Proposta 2
Potencial ecológico e condições físicas esperadas	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Mediocre**	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Bom** *Baixo Mondego:* **Mediocre**	 *Baixo Dão:* **Bom** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Razoável**
Risco do potencial ecológico e das condições físicas não melhorarem	Sem melhorias para situação presente	**Sem risco** (A situação vai melhorar conforme o esperado)	**40 % de risco** de não melhorar a situação
Potencial ecológico e condições físicas são alcançadas em	**4 anos**	**20 anos**	**8 anos**
Aumento de taxas para a sua família	**0 € por ano**	**210 € por ano**	**105 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual	Proposta 1	Proposta 2

NAME IN DATASET: Q18

Situação de escolha 7

Política atual	Proposta 1	Proposta 2

	Política atual	Proposta 1	Proposta 2
Potencial ecológico e condições físicas esperadas	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Mediocre**	 *Baixo Dão:* **Bom** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Razoável**	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Bom** *Baixo Mondego:* **Mediocre**
Risco do potencial ecológico e das condições físicas não melhorarem	Sem melhorias para situação presente	**10 % de risco** de não melhorar a situação	**Sem risco** (A situação vai melhorar conforme o esperado)
Potencial ecológico e condições físicas são alcançadas em	**4 anos**	**8 anos**	**20 anos**
Aumento de taxas para a sua família	**0 € por ano**	**105 € por ano**	**7,5 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

NAME IN DATASET: Q19

Situação de escolha 8

	Política atual	Proposta 1	Proposta 2
Potencial ecológico e condições físicas esperadas	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Mediocre**	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Bom** *Baixo Mondego:* **Bom**	 *Baixo Dão:* **Bom** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Mediocre**
Risco do potencial ecológico e das condições físicas não melhorarem	Sem melhorias para situação presente	**40 % de risco** de não melhorar a situação	**Sem risco** (A situação vai melhorar conforme o esperado)
Potencial ecológico e condições físicas são alcançadas em	**4 anos**	**20 anos**	**8 anos**
Aumento de taxas para a sua família	**0 € por ano**	**7,5 € por ano**	**25 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual	Proposta 1	Proposta 2

NAME IN DATASET: Q20

Situação de escolha 9

Política atual | Proposta 1 | Proposta 2

	Política atual	Proposta 1	Proposta 2
Potencial ecológico e condições físicas esperadas	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Mediocre**	 *Baixo Dão:* **Bom** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Bom**	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Bom** *Baixo Mondego:* **Mediocre**
Risco do potencial ecológico e das condições físicas não melhorarem	Sem melhorias para situação presente	**10 % de risco** de não melhorar a situação	**40 % de risco** de não melhorar a situação
Potencial ecológico e condições físicas são alcançadas em	**4 anos**	**4 anos**	**8 anos**
Aumento de taxas para a sua família	**0 € por ano**	**25 € por ano**	**7,5 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

NAME IN DATASET: Q21

Situação de escolha 10

	Política atual	Proposta 1	Proposta 2
Potencial ecológico e condições físicas esperadas	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Mediocre**	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Razoável**	 *Baixo Dão:* **Bom** *Alto Mondego:* **Bom** *Baixo Mondego:* **Bom**
Risco do potencial ecológico e das condições físicas não melhorarem	Sem melhorias para situação presente	**40 % de risco** de não melhorar a situação	**10 % de risco** de não melhorar a situação
Potencial ecológico e condições físicas são alcançadas em	**4 anos**	**4 anos**	**8 anos**
Aumento de taxas para a sua família	**0 € por ano**	**50 € por ano**	**105 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual | Proposta 1 | Proposta 2

NAME IN DATASET: Q22

Situação de escolha 11

Política atual | Proposta 1 | Proposta 2

	Política atual	Proposta 1	Proposta 2
Potencial ecológico e condições físicas esperadas	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Mediocre**	 *Baixo Dão:* **Bom** *Alto Mondego:* **Bom** *Baixo Mondego:* **Razoável**	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Bom**
Risco do potencial ecológico e das condições físicas não melhorarem	Sem melhorias para situação presente	**40 % de risco** de não melhorar a situação	**10 % de risco** de não melhorar a situação
Potencial ecológico e condições físicas são alcançadas em	**4 anos**	**20 anos**	**4 anos**
Aumento de taxas para a sua família	**0 € por ano**	**25 € por ano**	**210 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

NAME IN DATASET: Q23

Situação de escolha 12

	Política atual	Proposta 1	Proposta 2
Potencial ecológico e condições físicas esperadas	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Mediocre**	 *Baixo Dão:* **Razoável** *Alto Mondego:* **Bom** *Baixo Mondego:* **Razoável**	 *Baixo Dão:* **Bom** *Alto Mondego:* **Razoável** *Baixo Mondego:* **Mediocre**
Risco do potencial ecológico e das condições físicas não melhorarem	Sem melhorias para situação presente	**Sem risco** (A situação vai melhorar conforme o esperado)	**40 % de risco** de não melhorar a situação
Potencial ecológico e condições físicas são alcançadas em	**4 anos**	**8 anos**	**4 anos**
Aumento de taxas para a sua família	**0 € por ano**	**210 € por ano**	**50 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual | Proposta 1 | Proposta 2

Appendix 4.c. Portuguese choice sets, ground water

NAME IN DATASET: Q27

Situação de escolha 1

	Política atual	Proposta 1	Proposta 2
Qualidade esperada da água	**Mediocre**	**Bom**	**Razoável**
Risco da qualidade da água não melhorar	A qualidade da água não melhora	**40 % de risco** de não melhorar a qualidade da água	**Sem risco** (A qualidade da água vai melhorar como esperado)
Qualidade da água é alcançada em	**8 anos**	**50 anos**	**8 anos**
Aumento de taxas para a família	**0 € por ano**	**50 € por ano**	**210 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual | **Proposta 1** | **Proposta 2**

NAME IN DATASET: Q28

Situação de escolha 2

	Política atual	Proposta 1	Proposta 2
Qualidade esperada da água	**Mediocre**	**Bom**	**Razoável**
Risco da qualidade da água não melhorar	A qualidade da água não melhora	**10 % de risco** de não melhorar a qualidade da água	**Sem risco** (A qualidade da água vai melhorar como esperado)
Qualidade da água é alcançada em	**8 anos**	**50 anos**	**8 anos**
Aumento de taxas para a família	**0 € por ano**	**105 € por ano**	**25 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual | **Proposta 1** | **Proposta 2**

NAME IN DATASET: Q29

Situação de escolha 3

	Política atual	Proposta 1	Proposta 2
Qualidade esperada da água	**Mediocre**	**Bom**	**Razoável**
Risco da qualidade da água não melhorar	A qualidade da água não melhora	**40 % de risco** de não melhorar a qualidade da água	**10 % de risco** de não melhorar a qualidade da água
Qualidade da água é alcançada em	**8 anos**	**8 anos**	**20 anos**
Aumento de taxas para a família	**0 € por ano**	**210 € por ano**	**50 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual | **Proposta 1** | **Proposta 2**

NAME IN DATASET: Q30

Situação de escolha 4

	Política atual	Proposta 1	Proposta 2
Qualidade esperada da água	**Mediocre**	**Razoável**	**Bom**
Risco da qualidade da água não melhorar	A qualidade da água não melhora	**40 % de risco** de não melhorar a qualidade da água	**10 % de risco** de não melhorar a qualidade da água
Qualidade da água é alcançada em	**8 anos**	**8 anos**	**20 anos**
Aumento de taxas para a família	**0 € por ano**	**7,5 € por ano**	**105 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual | **Proposta 1** | **Proposta 2**

NAME IN DATASET: Q31

Situação de escolha 5

	Política atual	Proposta 1	Proposta 2
Qualidade esperada da água	**Mediocre**	**Razoável**	**Bom**
Risco da qualidade da água não melhorar	A qualidade da água não melhora	**10 % de risco** de não melhorar a qualidade da água	**Sem risco** (A qualidade da água vai melhorar como esperado)
Qualidade da água é alcançada em	**8 anos**	**8 anos**	**50 anos**
Aumento de taxas para a família	**0 € por ano**	**7,5 € por ano**	**50 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual | **Proposta 1** | **Proposta 2**

NAME IN DATASET: Q32

Situação de escolha 6

	Política atual	Proposta 1	Proposta 2
Qualidade esperada da água	**Mediocre**	**Razoável**	**Bom**
Risco da qualidade da água não melhorar	A qualidade da água não melhora	**Sem risco** (A qualidade da água vai melhorar como esperado)	**40 % de risco** de não melhorar a qualidade da água
Qualidade da água é alcançada em	**8 anos**	**50 anos**	**20 anos**
Aumento de taxas para a família	**0 € por ano**	**105 € por ano**	**15 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual | **Proposta 1** | **Proposta 2**

NAME IN DATASET: Q33

Situação de escolha 7

	Política atual	Proposta 1	Proposta 2
Qualidade esperada da água	**Mediocre**	**Razoável**	**Bom**
Risco da qualidade da água não melhorar	A qualidade da água não melhora	**Sem risco** (A qualidade da água vai melhorar como esperado)	**40 % de risco** de não melhorar a qualidade da água
Qualidade da água é alcançada em	**8 anos**	**50 anos**	**8 anos**
Aumento de taxas para a família	**0 € por ano**	**15 € por ano**	**105 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual | **Proposta 1** | **Proposta 2**

NAME IN DATASET: Q34

Situação de escolha 8

	Política atual	Proposta 1	Proposta 2
Qualidade esperada da água	**Mediocre**	**Razoável**	**Bom**
Risco da qualidade da água não melhorar	A qualidade da água não melhora	**40 % de risco** de não melhorar a qualidade da água	**10 % de risco** de não melhorar a qualidade da água
Qualidade da água é alcançada em	**8 anos**	**20 anos**	**8 anos**
Aumento de taxas para a família	**0 € por ano**	**25 € por ano**	**210 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual | **Proposta 1** | **Proposta 2**

NAME IN DATASET: Q35

Situação de escolha 9

	Política atual	Proposta 1	Proposta 2
Qualidade esperada da água	**Mediocre**	**Razoável**	**Bom**
Risco da qualidade da água não melhorar	A qualidade da água não melhora	**10 % de risco** de não melhorar a qualidade da água	**Sem risco** (A qualidade da água vai melhorar como esperado)
Qualidade da água é alcançada em	**8 anos**	**20 anos**	**50 anos**
Aumento de taxas para a família	**0 € por ano**	**50 € por ano**	**15 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual | **Proposta 1** | **Proposta 2**

NAME IN DATASET: Q36

Situação de escolha 10

	Política atual	Proposta 1	Proposta 2
Qualidade esperada da água	**Mediocre**	**Bom**	**Razoável**
Risco da qualidade da água não melhorar	A qualidade da água não melhora	**Sem risco** (A qualidade da água vai melhorar como esperado)	**10 % de risco** de não melhorar a qualidade da água
Qualidade da água é alcançada em	**8 anos**	**20 anos**	**50 anos**
Aumento de taxas para a família	**0 € por ano**	**210 € por ano**	**25 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual | **Proposta 1** | **Proposta 2**

NAME IN DATASET: Q37

Situação de escolha 11

	Política atual	Proposta 1	Proposta 2
Qualidade esperada da água	**Mediocre**	**Bom**	**Razoável**
Risco da qualidade da água não melhorar	A qualidade da água não melhora	**10 % de risco** de não melhorar a qualidade da água	**40 % de risco** de não melhorar a qualidade da água
Qualidade da água é alcançada em	**8 anos**	**8 anos**	**20 anos**
Aumento de taxas para a família	**0 € por ano**	**15 € por ano**	**7,5 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual | **Proposta 1** | **Proposta 2**

NAME IN DATASET: Q38

Situação de escolha 12

	Política atual	Proposta 1	Proposta 2
Qualidade esperada da água	**Mediocre**	**Bom**	**Razoável**
Risco da qualidade da água não melhorar	A qualidade da água não melhora	**Sem risco** (A qualidade da água vai melhorar como esperado)	**40 % de risco** de não melhorar a qualidade da água
Qualidade da água é alcançada em	**8 anos**	**20 anos**	**50 anos**
Aumento de taxas para a família	**0 € por ano**	**25 € por ano**	**7,5 € por ano**

Eu prefiro *(Se achar as propostas muito caras em relação aos benefícios resultantes, deverá sempre escolher a política atual)*

Política atual | **Proposta 1** | **Proposta 2**

Appendix 5.a. Swedish questionnaire version

IF Split 2=1 (surface water)
NAME IN DATASET: Info 1

Introduktion

Denna undersökning från Stockholms universitet är en del av ett stort internationellt forskningsprojekt som syftar till att förbättra framtida politiska beslut och regleringar som rör vatten i sjöar och vattendrag.

Vi har slumpmässigt valt ut en representativ grupp invånare från området runt Mälaren och Hjälmaren för att besvara detta frågeformulär, däribland du. Dina svar är viktiga för oss, oavsett om du är intresserad av ämnet eller inte.

Resultaten från undersökningen kommer att presenteras för lokala politiker som fattar beslut om kommande regleringar som kan påverka vattenkvaliteten i Mälaren och Hjälmaren. Vi ber dig därför att läsa frågorna noggrant och besvara dem ärligt, eftersom dina svar kan vara med och påverka framtida politiska regleringar gällande vattenkvalitet. Det finns inga rätt eller fel svar, och ingen förkunskaper krävs för att besvara frågorna.

Frågeformuläret består av tre delar. Det tar cirka 15-20 minuter att svara på alla frågor. Alla dina svar kommer att behandlas konfidentiellt och kommer endast att användas för detta forskningsprojekt.

Tack på förhand för din hjälp!

IF Split 2=2 (ground water)
NAME IN DATASET: Info 3

Introduktion

Denna undersökning från Stockholms universitet är en del av ett stort internationellt forskningsprojekt som syftar till att förbättra framtida politiska beslut och regleringar som rör grundvatten, alltså vatten som finns under marken.

Vi har slumpmässigt valt ut en representativ grupp invånare från området runt Mälaren och Hjälmaren för att besvara detta frågeformulär, däribland du. Dina svar är viktiga för oss, oavsett om du är intresserad av ämnet eller inte.

Resultaten från undersökningen kommer att presenteras för lokala politiker som fattar beslut om kommande regleringar som kan påverka grundvattenkvaliteten i området kring Mälaren och Hjälmaren. Vi ber dig därför att läsa frågorna noggrant och besvara dem ärligt, eftersom dina svar kan vara med och påverka framtida politiska regleringar gällande vattenkvalitet. Det finns inga rätt eller fel svar, och ingen förkunskaper krävs för att besvara frågorna.

Frågeformuläret består av tre delar. Det tar cirka 15-20 minuter att svara på alla frågor. Alla dina svar kommer att behandlas konfidentiellt och kommer endast att användas för detta forskningsprojekt.

Tack på förhand för din hjälp!

IF Split 2=1 (surface water)
NAME IN DATASET: Q1

Del 1: Dina vanor angående användandet av vattendrag i allmänhet

Hur ofta har du under föregående år utfört utomhusaktiviteter i, eller i närheten av, vattendrag (ungefär)? Utomhusaktiviteter kan inkludera simning, segling, sportfiskeri, promenader, löpning, camping och liknande. *(Välj endast ett svar)*

1. Aldrig ❑
2. 1-12 gånger (upp till en gång i månaden) ❑
3. 13-52 gånger (upp till en gång i veckan) ❑
4. 53 gånger eller oftare (mer än en gång i veckan) ❑
5. Vet ej ❑

ROUTING: IF Q1=1, go to Info 6

IF Split 2=1 (surface water)
NAME IN DATASET: Q2

Rows/questions randomized

Hur ofta utförde du följande aktiviteter i, eller i närheten av, vattendrag under föregående år (ungefär)?

(Välj ett svar i varje rad)	**Ofta** *(Nästan varje gång)*	**Ibland** *(ca varannan gång)*	**Sällan**	**Aldrig**
Utflykter längs vattnet (t.ex. promenader, cykling, löpning, picknick)	❑	❑	❑	❑
Segling (t.ex. i roddbåt, kanot eller motorbåt)	❑	❑	❑	❑
Simning eller dykning	❑	❑	❑	❑
Sportfiske	❑	❑	❑	❑
Titta på fåglar eller annat djurliv	❑	❑	❑	❑

IF Split 2=1 (surface water)
NAME IN DATASET: Q3

Av ditt totala antal utomhusaktiviteter föregående år, hur många utfördes på eller vid Mälaren eller Hjälmaren (ungefär)? *(Välj endast ett svar)*

1. Inga ❑
2. Några få ❑
3. Hälften ❑
4. De flesta ❑
5. Alla ❑
6. Vet ej ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Q4

Del 1: Dina vanor angående användandet av dricksvatten

Hur många gånger under den föregående månaden har du köpt vatten på flaska (inte kolsyrat)?
(Välj endast ett svar)

1. Aldrig ❑
2. 1-2 gånger (upp till en gång varannan vecka) ❑
3. 3-4 gånger (upp till en gång i veckan) ❑
4. 5 gånger eller oftare (mer än en gång i veckan) ❑
5. Vet ej ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Q5

Anser du att föregående månad var "normal" med hänsyn till hur många gånger du köpte vatten på flaska? *(Välj endast ett svar)*

1. Ja, föregående månads inköp av vatten på flaska var normal för mig ❑
2. Nej, jag brukar normalt köpa vatten på flaska mer sällan ❑
3. Nej, jag brukar normalt köpa vatten på flaska oftare ❑
4. Vet ej ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Q6

Rows/questions randomized, and answer options “Vatten på flaska” and “Kranvatten” randomized

Föredrar du vatten på flaska eller kranvatten, när det gäller följande aspekter?

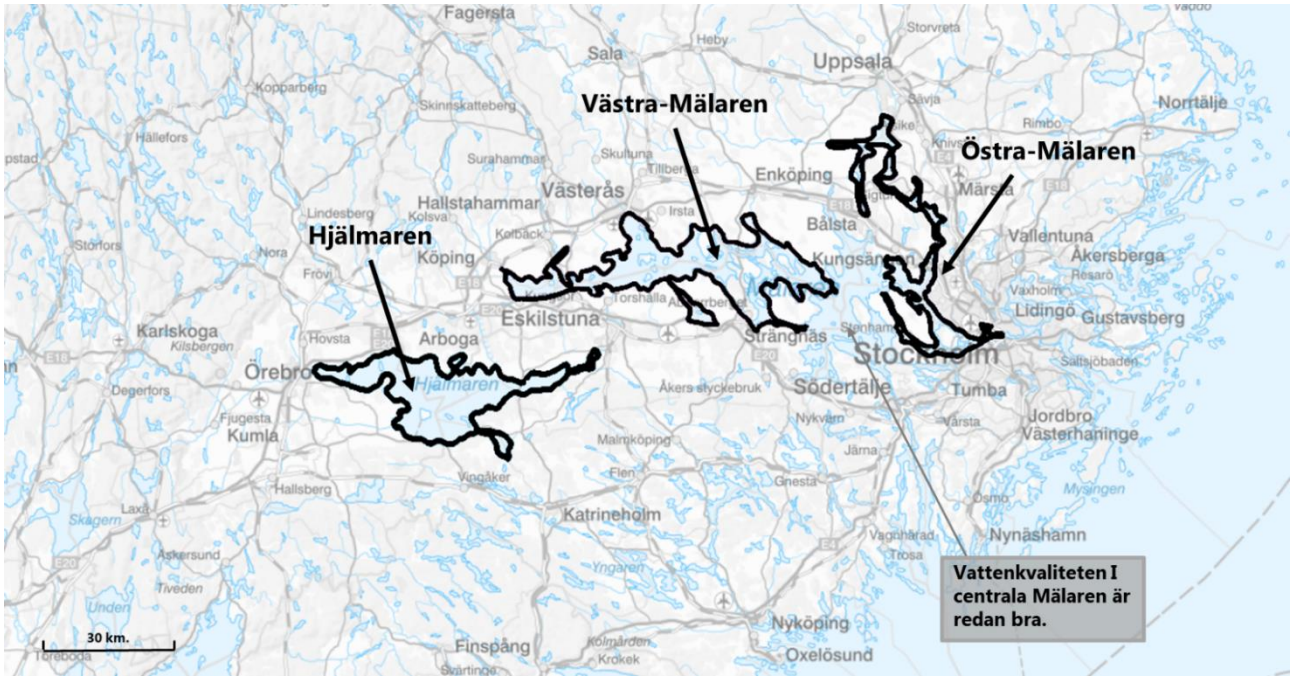
(Välj ett svar i varje rad)	**Vatten på flaska**	**Kranvatten**	**Inget av det**	**Vet ej**
När det gäller smak föredrar jag …	❑	❑	❑	❑
När det gäller hälsa föredrar jag …	❑	❑	❑	❑
När det gäller pris föredrar jag …	❑	❑	❑	❑
När det gäller miljöpåverkan föredrar jag…	❑	❑	❑	❑
När det gäller vatten jag ska servera gäster föredrar jag …	❑	❑	❑	❑
När jag handlar mat/shoppar/går på stan i Sverige föredrar jag …	❑	❑	❑	❑

IF Split 2=1 (surface water)
NAME IN DATASET: Info 6

Del 2: Dina åsikter angående förbättrad vattenkvalitet i Mälaren och Hjälmaren

För närvarande övervägs olika förslag till nya politiska regleringar för att förbättra vattenkvaliteten i Mälaren och Hjälmaren. Vi kommer därför be dig att välja mellan olika förslag på nya politiska regleringar som väntas förbättra vattenkvaliteten i Mälaren och Hjälmaren.

Vattenkvaliteten skiljer sig något mellan dessa sjöar och skiljer sig också inom Mälaren. Därför fokuserar vi på tre områden; ”Östra-Mälaren”, "Västra-Mälaren", och "Hjälmaren".



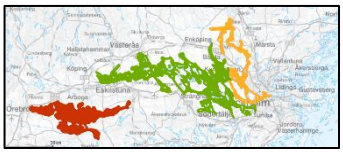
IF Split 2=1 (surface water)
NAME IN DATASET: Info 7

Förslag till en ny reglering som förbättrar vattenkvaliteten

Det finns flera sätt att förbättra vattenkvalitet. Vi kommer inte att fokusera på vilket sätt som är bäst. Istället **fokuserar vi på förbättringar som är möjliga att uppnå med nya politiska regleringar**. Här är ett exempel på hur vi presenterar de olika förslagen på nya politiska regleringar. De kommer att variera med avseende på fyra aspekter. De flesta tycker att det kan vara förvirrande att förstå exemplet, så innan du väljer mellan olika förslag kommer vi att förklara aspekterna och hur de illustreras.

Förslagen kommer att variera på följande aspekter:

1. *Den förväntade vattenkvaliteten*
2. *Risk att vattenkvaliteten inte förbättras*
3. *När kommer vattenkvaliteten att uppnås?*
4. *Hur mycket ditt hushålls årliga skattebetalning kommer öka till följd av förslaget*

Exempel på förslag till ny reglering

Östra-Mälaren: **Moderat** *Västra-Mälaren:* **Bra** *Hjälmaren:* **Dålig**
10 % risk att vattenkvaliteten inte förbättras
8 år
800 kr. per år

IF Split 2=1 (surface water)
NAME IN DATASET: Info 8

Aspekt 1: Den förväntade vattenkvaliteten

Vi kommer att skilja mellan **tre olika nivåer av vattenkvalitet**: *Bra, Moderat och Dålig*. Skillnaderna mellan dessa nivåer beskrivs nedan. Vattenkvaliteten kommer inte att påverka ditt dricksvatten eller hur detta behandlas. Vattenkvalitetsnivåerna är förknippade med specifika färger, som används på den lilla kartan för att visa hur **den genomsnittliga vattenkvaliteten förväntas bli** i Östra Mälaren, Västra Mälaren och Hjälmaren.

Om ingen ny reglering antas förväntas vattenkvaliteten vara *Dålig* i Hjälmaren, medan den förväntas vara *Moderat* i Östra Mälaren och Västra Mälaren inom 4 år. Den förväntade vattenkvaliteten kan dock förbättras genom att genomföra nya politiska åtgärder.

Vattenkvalitet	Beskrivning av vattenkvalitet
Bra	Bra för både simning och sportfiske Många fisk-, fågel- och växtarter Sikten i vattnet är normalt mer än 3 meter.
Moderat	Acceptabel för både simning och sportfiske Begränsat antal fisk-, fågel- och växtarter Sikten i vattnet är normalt 1-3 meter
Dålig	I vissa områden och perioder rekommenderas inte simning och sportfiske Inga eller mycket få fisk-, fågel- och växtarter Sikten i vattnet är normalt mindre än 1 meter

IF Split 2=1 (surface water)
NAME IN DATASET: Info 9

Aspekt 2: Risk att vattenkvaliteten inte förbättras

Vissa metoder fungerar inte alltid som förväntat. **Vissa förslag kommer därför att förknippas med en risk att vattenkvaliteten inte förbättras**, även om de metoder som används oftast fungerar. Risken för detta bedöms utifrån både experters bedömning och praktiska erfarenheter.
Risken kan därför vara:

Ingen risk (Vattenkvaliteten förbättras som förväntat)	**10 % risk** att vattenkvaliteten inte förbättras	**40 % risk** att vattenkvaliteten inte förbättras
• Det är helt säkert att vattenkvaliteten förbättras som förväntat.	• I 1 av 10 fall kommer vattenkvaliteten inte att förbättras jämfört med nuvarande reglering.	• I 4 av 10 fall kommer vattenkvaliteten inte att förbättras jämfört med nuvarande reglering.

IF Split 2=1 (surface water)
NAME IN DATASET: Info 10

Aspekt 3: När kommer vattenkvaliteten att uppnås?

Det tar oftast tid innan effekterna av nya regleringar får full effekt. Forskare kan förutsäga antalet år det tar innan en ny reglering leder till specifika vattenkvaliteter. Vattenkvaliteten kommer att hållas på den uppnådda nivån efter att det angivna antalet år har passerat.
Vattenkvaliteten kan uppnås inom:

4 år	**8 år**	**20 år**

IF Split 2=1 (surface water)
NAME IN DATASET: Info 11

Aspekt 4: Höjning av ditt hushålls årliga skatt

Att genomföra de olika förslagen till ny reglering kommer att medföra kostnader, och dessa finansieras genom **skattehöjningar**. **Varje regleringsförslag som presenteras är därför förknippat med en höjd årlig skattebetalning för ditt hushåll**. Storleken på detta kan variera från 115 kr. till 3200 kr. per år per hushåll. Ökningen i ditt hushålls totala årliga **skattebetalning kommer att införas under 2020**, även om förslagen beskrivs med osäkerhet kring de förväntade förbättringarna, och att det kommer ta flera år innan resultaten uppnås. Den extra skattebetalningen kommer att vara densamma under alla framtida år. Om den nuvarande regleringen fortsätter utan förändringar så ökar inte ditt hushålls skatt.

Intäkterna från en eventuell ökning av ditt hushålls skattebetalning kommer endast att användas för att genomföra de politiska åtgärder som är nödvändiga för att säkerställa de förväntade förbättringarna av vattenkvaliteten i Mälaren och Hjälmaren. De politiska förslagen kommer alltså inte att påverka vattenkvaliteten i andra delar av Sverige.

IF Split 2=1 (surface water)
NAME IN DATASET: Info 12

Du är nu redo att svara på följande 12 frågor där du ska välja mellan olika nya förslag till regleringar angående vattenkvaliteten i Mälaren och Hjälmaren.

I varje fråga ska du välja mellan den nuvarande politiken och två nya förslag. Den **nuvarande regleringen** är densamma i varje valsituation. De **två förslagen** skiljer sig från fråga till fråga men kommer alltid att leda till en ökning av ditt hushålls årliga skattebetalning.

IF Split 2=1 (surface water)
NAME IN DATASET: Info 13

Tänk på att:

• Det är viktigt att du **noggrant överväger alla tre alternativen** i varje fråga innan du gör ett val.

• **Varje fråga visare en ny valsituation** där de tre alternativen och ditt val ska vara helt oberoende av alternativen i de föregående frågorna.

• Resultat från liknande studier har visat att **många brukar överskatta** hur mycket de faktiskt är villiga att betala för genomförandet av en viss politik. Tänk därför på att endast välja alternativ där ditt hushåll kan och är villiga att betala höjningen av den årliga skattebetalningen som anges i förslagen.

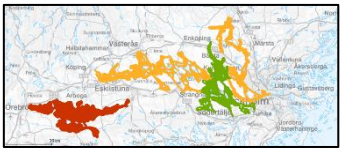
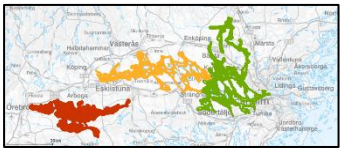
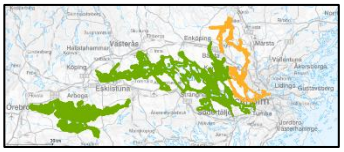
Du är nu redo att svara på de 12 valfrågorna.

Håll tillgodo!

IF Split 2=1 (surface water)
NAME IN DATASET: Q12-Q23

12 choice sets in random order. The choice sets can be found in Appendix 5.b.

Valsituation 1

	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Dålig**	 *Östra-Mälaren:* **Bra** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Dålig**	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Bra** *Hjälmaren:* **Bra**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**Ingen risk** (Vattenkvaliteten förbättras som förväntat)	**40 % risk** att vattenkvaliteten inte förbättras
Vattenkvaliteten uppnås inom	**4 år**	**20 år**	**8 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**800 kr. per år**	**400 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering	Förslag 1	Förslag 2

FILTER: IF "Nuvarande reglering" (status quo) is chosen in all choice sets (Q12-Q23).
IF Split 2=1 (surface water)
NAME IN DATASET: Q25

Answering option 1-14 randomized

Du valde "Nuvarande reglering" i alla 12 valsituationerna. Vad var det viktigaste skälet till det?

(Välj endast ett svar)

1. Skattehöjningarna var för höga gentemot de beskrivna förbättringarna i vattenkvaliteten ❑
2. Jag använder inte dessa sjöar för utomhusaktiviteter ❑
3. Förbättringar i vattenkvaliteten i dessa sjöar är inte värt något för mig ❑
4. Jag vill hellre betala för förbättringar i andra vattendrag ❑
5. Jag vill hellre använda mina pengar på annat ❑
6. Jag har inte råd med högre skatt ❑
7. Jag tror inte att vattenkvaliteten kommer att förbättras som beskrivet ❑

8. Jag behöver mer information för att kunna välja ❑
9. Vattenverken borde finansiera förbättringarna ❑
10. Staten borde finansiera förbättringarna ❑
11. De som förorenar vattnet borde betala för förbättringarna ❑
12. Skatten är redan för hög ❑
13. Det var för svårt att välja ❑
14. Jag vet inte varför jag valde som jag gjorde ❑
15. Andra orsaker, vänligen ange här: _____ ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Info 17

Del 2: Dina åsikter angående förbättrad vattenkvalitet i Mälaren och Hjälmaren området

För närvarande övervägs olika förslag till nya politiska regleringar för att förbättra grundvattenkvaliteten i kommunerna kring Mälaren och Hjälmaren. Vi kalla dessa Mälaren och Hjälmaren området. Vi kommer be dig att välja mellan olika förslag på nya politiska regleringar som väntas förbättra vattenkvaliteten i detta område.

IF Split 2=2 (ground water)
NAME IN DATASET: Info 19

Förslag till en ny reglering som förbättrar vattenkvaliteten

Det finns flera sätt att förbättra vattenkvalitet. Vi kommer inte att fokusera på vilket sätt som är bäst. Istället **fokuserar vi på förbättringar som är möjliga att uppnå med nya politiska regleringar**. Här är ett exempel på hur vi presenterar de olika förslagen på nya politiska regleringar. De kommer att variera med avseende på fyra aspekter. De flesta tycker att det kan vara förvirrande att förstå exemplet, så innan du väljer mellan olika förslag kommer vi att förklara aspekterna och hur de illustreras.

Förslagen kommer att variera på följande aspekter:

1. *Den förväntade vattenkvaliteten*
2. *Risk att vattenkvaliteten inte förbättras*
3. *När kommer vattenkvaliteten att uppnås?*
4. *Hur mycket ditt hushålls årliga skattebetalning kommer öka till följd av förslaget*

Exempel på förslag till ny reglering
Moderat
10 % risk att vattenkvaliteten inte förbättras
8 år
800 kr. per år

IF Split 2=2 (ground water)
NAME IN DATASET: Info 20

Aspekt 1: Den förväntade grundvattenkvaliteten

Vi kommer att skilja mellan **tre olika nivåer av grundvattenkvalitet**: *Bra, Moderat och Dålig.* Skillnaderna mellan dessa nivåer beskrivs nedan. Vattnet kan alltid användas till bevattning, oavsett vattenkvaliteten.

Om ingen ny reglering antas förväntas vattenkvaliteten i Mälaren och Hjälmaren området vara *Dålig* inom 8 år. Den förväntade vattenkvaliteten kan dock förbättras genom att genomföra nya politiska åtgärder.

Grundvattenkvalitet	Beskrivning av vattenkvalitet
Bra	Vattenkvaliteten är inte påverkad av föroreningar från mänskliga aktiviteter Vattnet kan användas som dricksvatten efter minimal behandling
Moderat	Vattenkvaliteten är något påverkad av föroreningar från mänskliga aktiviteter Vattnet kan användas som dricksvatten efter minimal behandling
Dålig	Vattenkvaliteten är mycket påverkad av föroreningar från mänskliga aktiviteter Vattnet kan användas som dricksvatten efter omfattande behandling

IF Split 2=2 (ground water)
NAME IN DATASET: Info 21

Aspekt 2: Risk att vattenkvaliteten inte förbättras

Vissa metoder fungerar inte alltid som förväntat. **Vissa förslag kommer därför att förknippas med en risk att vattenkvaliteten inte förbättras**, även om de metoder som används oftast fungerar. Risken för detta bedöms utifrån både experters bedömning och praktiska erfarenheter.
Risken kan därför vara:

Ingen risk (Vattenkvaliteten förbättras som förväntat)	**10 % risk** att vattenkvaliteten inte förbättras	**40% risk** att vattenkvaliteten inte förbättras
• Det är helt säkert att vattenkvaliteten förbättras som förväntat.	• I 1 av 10 fall kommer vattenkvaliteten inte att förbättras jämfört med nuvarande reglering.	• I 4 av 10 fall kommer vattenkvaliteten inte att förbättras jämfört med nuvarande reglering.

IF Split 2=2 (ground water)
NAME IN DATASET: Info 22

Aspekt 3: När kommer vattenkvaliteten att uppnås?

Det tar oftast tid innan effekterna av nya regleringar får full effekt. Forskare kan förutsäga antalet år det tar innan en ny reglering leder till specifika vattenkvaliteter. Vattenkvaliteten kommer att hållas på den uppnådda nivån efter att det angivna antalet år har passerat.
Vattenkvaliteten kan uppnås inom:

8 år	**20 år**	**50 år**

IF Split 2=2 (ground water)
NAME IN DATASET: Info 23

Aspekt 4: Höjning av ditt hushålls årliga skatt

Att genomföra de olika förslagen till ny reglering kommer att medföra kostnader, och dessa finansieras genom **skattehöjningar**. **Varje regleringsförslag som presenteras är därför förknippat med en höjd årlig skattebetalning för ditt hushåll**. Storleken på detta kan variera från 115 kr. till 3200 kr. per år per hushåll. Ökningen i ditt hushålls totala årliga **skattebetalning kommer att införas under 2020**, även om förslagen beskrivs med osäkerhet kring de förväntade förbättringarna, och att det kommer ta flera år innan resultaten uppnås. Den extra skattebetalningen kommer att vara densamma under alla framtida år. Om den nuvarande regleringen fortsätter utan förändringar så ökar inte ditt hushålls skatt.

Intäkterna från en eventuell ökning av ditt hushålls skattebetalning kommer endast att användas för att genomföra de politiska åtgärder som är nödvändiga för att säkerställa de förväntade förbättringarna av vattenkvaliteten i Mälaren och Hjälmaren området. De politiska förslagen kommer alltså inte att påverka vattenkvaliteten i andra delar av Sverige.

IF Split 2=2 (ground water)
NAME IN DATASET: Info 24

Du är nu redo att svara på följande 12 frågor där du ska välja mellan olika nya förslag till regleringar angående grundvattenkvaliteten i Mälaren och Hjälmaren området.

I varje fråga ska du välja mellan den nuvarande politiken och två nya förslag. Den **nuvarande regleringen** är densamma i varje valsituation. De **två förslagen** skiljer sig från fråga till fråga men kommer alltid att leda till en ökning av ditt hushålls årliga skattebetalning.

IF Split 2=2 (ground water)
NAME IN DATASET: Info 25

Tänk på att:

• Det är viktigt att du **noggrant överväger alla tre alternativen** i varje fråga innan du gör ett val.

• **Varje fråga visare en ny valsituation** där de tre alternativen och ditt val ska vara helt oberoende av alternativen i de föregående frågorna.

• Resultat från liknande studier har visat att **många brukar överskatta** hur mycket de faktiskt är villiga att betala för genomförandet av en viss politik. Tänk därför på att endast välja alternativ där ditt hushåll kan och är villiga att betala höjningen av den årliga skattebetalningen som anges i förslagen.

Du är nu redo att svara på de 12 valfrågorna.

Håll tillgodo!

IF Split 2=2 (ground water)
NAME IN DATASET: Q27-Q38

12 choice sets in random order. The choice sets can be found in Appendix 5.c.

Valsituation 1

	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	**Dålig**	**Moderat**	**Bra**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**40 % risk** att vattenkvaliteten inte förbättras	**Ingen risk** (Vattenkvaliteten förbättras som förväntat)
Vattenkvaliteten uppnås inom	**8 år**	**8 år**	**20 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**800 kr. per år**	**400 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering	Förslag 1	Förslag 2

FILTER: IF "Nuvarande reglering" (status quo) is chosen in all choice sets (Q27-Q38).
IF Split 2=2 (ground water)
NAME IN DATASET: Q40

Answering option 1-14 randomized

Du valde "Nuvarande reglering" i alla 12 valsituationerna. Vad var det viktigaste skälet till det?

(Välj endast ett svar)

1. Skattehöjningarna var för höga gentemot de beskrivna förbättringarna i grundvattenkvaliteten ❑
2. Jag dricker inte kranvatten från området runt Mälaren och Hjälmaren ❑
3. Det är inte värt något för mig att förbättra grundvattnet i området runt Mälaren och Hjälmaren ❑
4. Jag vill hellre betala för förbättringar i grundvattnet i andra områden ❑
5. Jag vill hellre använda mina pengar på annat ❑
6. Jag har inte råd med högre skatt ❑
7. Jag tror inte att grundvattnet kommer att förbättras som beskrivet ❑
8. Jag behöver mer information för att kunna välja ❑
9. Vattenverken borde finansiera förbättringarna ❑
10. Staten borde finansiera förbättringarna ❑

11. De som förorenar vattnet borde betala för förbättringarna ❑
12. Skatten är redan för hög ❑
13. Det var för svårt att välja ❑
14. Jag vet inte varför jag valde som jag gjorde ❑
15. Andra orsaker, vänligen ange här: ❑

NAME IN DATASET: Q41

Hur säker är du i dina 12 val? *(Välj endast ett svar)*

1. Väldigt säker ❑
2. Säker ❑
3. Varken säker eller osäker ❑
4. Osäker ❑
5. Väldigt osäker ❑

NAME IN DATASET: Info 28

Del 3: Dina åsikter inom olika ämnen

Vi kommer nu att ställa några frågor om dina attityder till olika ämnen. Vi kommer bland annat att ställa fler frågor angående dina attityder till olika risker och tidshorisonter. Kom ihåg att det inte finns några rätt eller fel svar.

IF Split 2=2 (ground water)
NAME IN DATASET: Q44

I vilken utsträckning känner du dig säker när du dricker kranvatten i ditt hem?

(Välj endast ett svar)

1. Inte alls ❑
2. I liten utsträckning ❑
3. I viss utsträckning ❑
4. I stor utsträckning ❑
5. Vet inte ❑

IF Split 2=2 (ground water)
NAME IN DATASET: Q45

Finns det några installerade åtgärder i ditt hem för att förhindra att ditt kranvatten förorenas?

(Välj endast ett svar)

1. Nej, jag har inte installerat några förebyggande åtgärder ❑
2. Ja, jag har installerat ett filtreringssystem ❑
3. Ja, jag har installerat ett UV desinfektionssystem ❑
4. Ja, jag har installerat ett omvänt osmos system ❑
5. Ja, jag har installerat ett annat reningssystem ❑
   - vänligen ange vilket: _____
6. Vet inte ❑

IF Split 3=1 (no cost lottery)
NAME IN DATASET: Q46

[Question battery "RISK Q WITH NO COSTS", which can be found in Appendix 6.a]

IF Split 3=2 (low cost lottery)
NAME IN DATASET: Q47

[Question battery "RISK Q WITH LOW COSTS", which can be found in Appendix 6.b]

IF Split 3=3 (high cost lottery)
NAME IN DATASET: Q48

[Question battery "RISK Q WITH HIGH COSTS", which can be found in Appendix 6.c]

IF Split 2=1 (surface water)
NAME IN DATASET: Q49

[Question battery "TIME Q, SURFACE WATER", which can be found in Appendix 6.d]

IF Split 2=2 (ground water)
NAME IN DATASET: Q50

[Question battery "TIME Q, GROUND WATER", which can be found in Appendix 6.e]

NAME IN DATASET: Info 31

Vi avslutar frågeformulären med några mer personliga frågor. Kom ihåg att dina svar hålls konfidentiella och att de endast kommer att användas för forskning. Ingen kommer att kunna spåra dina svar till dig.

NAME IN DATASET: Q53

Answering option 1 and 2 randomized

Viket kön har du? *(Välj endast ett svar)*

1. Man ❑
2. Kvinna ❑
3. Annat ❑

NAME IN DATASET: Q54

Hur gammal är du?

_____ år

NAME IN DATASET: Q55

Vilken är din högsta avklarade utbildningsnivå? *(Välj endast ett svar)*

1. Grundskola ❑
2. Gymnasieexamen eller yrkesexamen ❑
3. Högre utbildning (universitets examen eller liknande) ❑

NAME IN DATASET: Q56

Hur många personer är det i ditt hushåll (inklusive dig själv)?

1. _____ personer under 18 år
2. _____ personer 18 år eller äldre

NAME IN DATASET: Q57

Answering option 1-10 randomized

Är du medlem i någon av nedanstående organisationer? *(Välj ett eller flera svar)*

1. Naturskyddsföreningen ❑
2. Sveriges Sportfiske- och Fiskevårdsförbund ❑
3. Lantbrukarnas Riksförbund ❑
4. Världsnaturfonden (WWF) ❑
5. Greenpeace ❑
6. Svenska Jägareförbundet ❑
7. Lantmännen ❑
8. Friluftsfrämjandet ❑
9. Svenska Turistföreningen (STF) ❑
10. BirdLife Sverige ❑
11. Jag är inte medlem I någon av dessa organisationer ❑

NAME IN DATASET: Q58

Har du någon av nedanstående försäkringar? *(Välj ett eller flera svar)*

1. Hemförsäkring ❑
2. Sjukförsäkring ❑
3. Vet inte/vill inte ange ❑

NAME IN DATASET: Q59

Hur ofta köper du extra försäkringar när du hyr bil eller köper produkter såsom elektronik, flygbiljetter eller konsertbiljetter? *(Välj endast ett svar)*

1. Alltid ❑
2. Ibland ❑
3. Sällan ❑
4. Aldrig, eftersom jag inte finner det nödvändigt att köpa ytterligare försäkring ❑
5. Aldrig, eftersom mina vanliga försäkringar redan täcker sådana extra försäkringar ❑
6. Vet inte/vill inte ange ❑

NAME IN DATASET: Q60

Vilken är din personliga nuvarande inkomst, totalt per år <u>före skatt</u>, inklusive sociala förmåner? *(Välj endast ett svar)*

1. Mindre än 100 000 kr. ❑
2. Kr. 100 000 – 199 999 ❑
3. Kr. 200 000 – 299 999 ❑
4. Kr. 300 000 – 399 999 ❑
5. Kr. 400 000 – 499 999 ❑
6. Kr. 500 000 – 599 999 ❑
7. Kr. 600 000 – 699 999 ❑
8. Kr. 700 000 – 799 999 ❑
9. Kr. 800 000 – 899 999 ❑
10. Kr. 900 000 – 999 999 ❑
11. Kr. 1 000 000 eller mer ❑
12. Vet inte/vill inte ange ❑

NAME IN DATASET: Q61

Respondents place a marker in a map to indicate where they live.

Vi skulle vilja veta om det finns geografiska skillnader mellan personers svar. Vi ber dig därför att indikera på kartan nedanför var du bor. Denna information kommer att behandlas konfidentiellt,

och kommer inte att publiceras och inte heller delas med tredje parter. Du måste inte indikera din exakta adress. Det räcker att du placerar markören på en gata eller korsning nära din bostad.

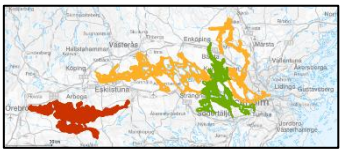
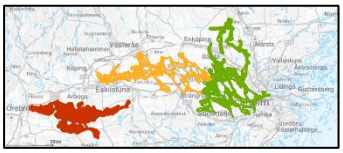
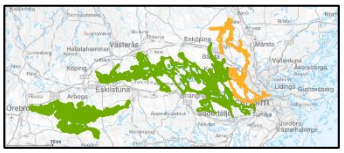
NAME IN DATASET: Info 33

Frågeformuläret är nu färdig.
Tack för din medverkan!

Appendix 5.b. Swedish choice sets, surface water

NAME IN DATASET: Q12

Valsituation 1

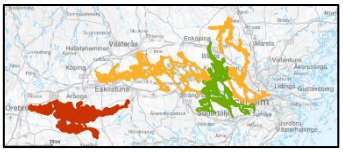
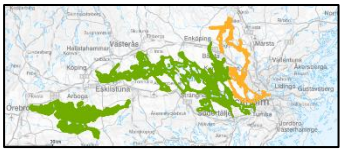
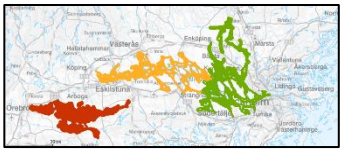
	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Dålig**	 *Östra-Mälaren:* **Bra** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Dålig**	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Bra** *Hjälmaren:* **Bra**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**Ingen risk** (Vattenkvaliteten förbättras som förväntat)	**40 % risk** att vattenkvaliteten inte förbättras
Vattenkvaliteten uppnås inom	**4 år**	**20 år**	**8 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**800 kr. per år**	**400 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering	Förslag 1	Förslag 2

NAME IN DATASET: Q13

Valsituation 2

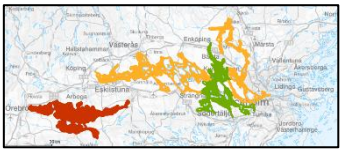
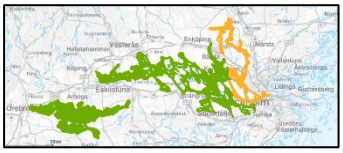
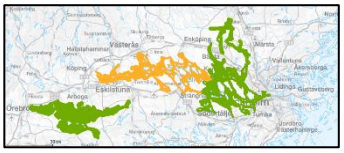
	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Dålig**	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Bra** *Hjälmaren:* **Bra**	 *Östra-Mälaren:* **Bra** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Dålig**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**10 % risk** att vattenkvaliteten inte förbättras	**40 % risk** att vattenkvaliteten inte förbättras
Vattenkvaliteten uppnås inom	**4 år**	**20 år**	**8 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**400 kr. per år**	**800 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering	Förslag 1	Förslag 2

NAME IN DATASET: Q14

Valsituation 3

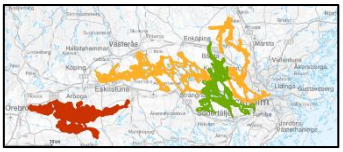
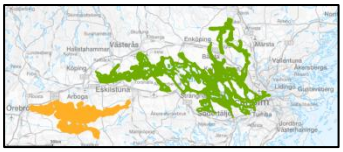
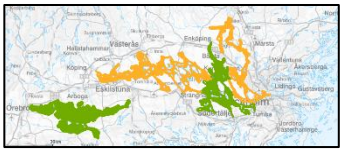
	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Dålig**	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Bra** *Hjälmaren:* **Bra**	 *Östra-Mälaren:* **Bra** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Bra**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**10 % risk** att vattenkvaliteten inte förbättras	**Ingen risk** (Vattenkvaliteten förbättras som förväntat)
Vattenkvaliteten uppnås inom	**4 år**	**4 år**	**8 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**1600 kr. per år**	**400 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering	Förslag 1	Förslag 2

NAME IN DATASET: Q15

Valsituation 4

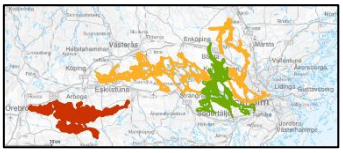
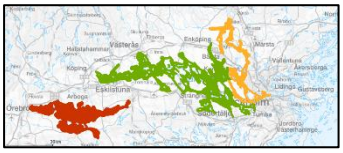
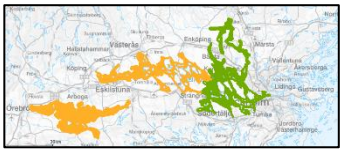
	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Dålig**	 *Östra-Mälaren:* **Bra** *Västra-Mälaren:* **Bra** *Hjälmaren:* **Moderat**	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Bra**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**40 % risk** att vattenkvaliteten inte förbättras	**Ingen risk** (Vattenkvaliteten förbättras som förväntat)
Vattenkvaliteten uppnås inom	**4 år**	**4 år**	**20 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**115 kr. per år**	**1600 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering	Förslag 1	Förslag 2

NAME IN DATASET: Q16

Valsituation 5

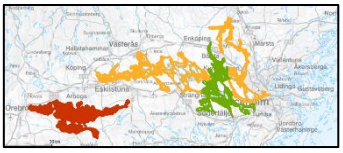
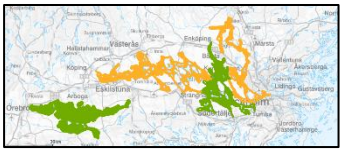
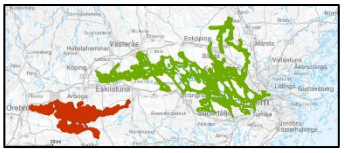
	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Dålig**	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Bra** *Hjälmaren:* **Dålig**	 *Östra-Mälaren:* **Bra** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Moderat**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**40 % risk** att vattenkvaliteten inte förbättras	**10 % risk** att vattenkvaliteten inte förbättras
Vattenkvaliteten uppnås inom	**4 år**	**20 år**	**4 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**400 kr. per år**	**800 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering	Förslag 1	Förslag 2

NAME IN DATASET: Q17

Valsituation 6

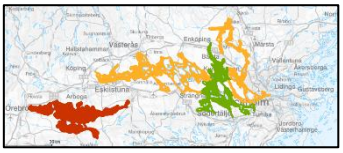
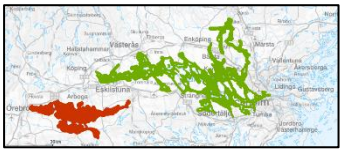
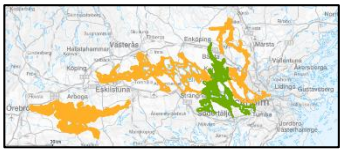
	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Dålig**	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Bra**	 *Östra-Mälaren:* **Bra** *Västra-Mälaren:* **Bra** *Hjälmaren:* **Dålig**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**10 % risk** att vattenkvaliteten inte förbättras	**Ingen risk** (Vattenkvaliteten förbättras som förväntat)
Vattenkvaliteten uppnås inom	**4 år**	**8 år**	**20 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**3200 kr. per år**	**115 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering	Förslag 1	Förslag 2

NAME IN DATASET: Q18

Valsituation 7

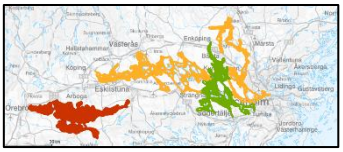
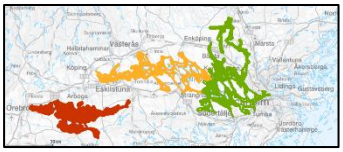
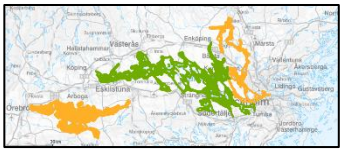
	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Dålig**	 *Östra-Mälaren:* **Bra** *Västra-Mälaren:* **Bra** *Hjälmaren:* **Dålig**	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Moderat**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**Ingen risk** (Vattenkvaliteten förbättras som förväntat)	**40 % risk** att vattenkvaliteten inte förbättras
Vattenkvaliteten uppnås inom	**4 år**	**8 år**	**20 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**3200 kr. per år**	**230 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering | **Förslag 1** | **Förslag 2**

NAME IN DATASET: Q19

Valsituation 8

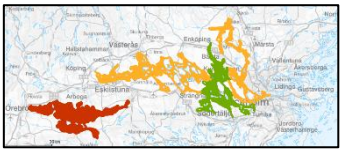
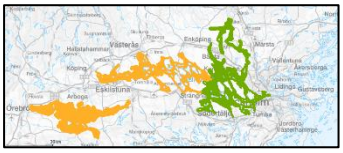
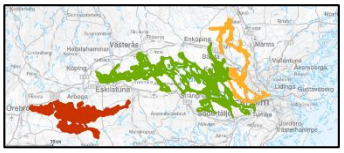
	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Dålig**	 *Östra-Mälaren:* **Bra** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Dålig**	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Bra** *Hjälmaren:* **Moderat**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**10 % risk** att vattenkvaliteten inte förbättras	**Ingen risk** (Vattenkvaliteten förbättras som förväntat)
Vattenkvaliteten uppnås inom	**4 år**	**8 år**	**4 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**115 kr. per år**	**3200 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering | **Förslag 1** | **Förslag 2**

NAME IN DATASET: Q20

Valsituation 9

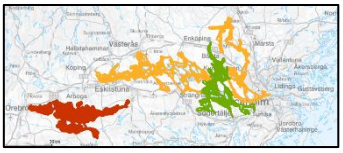
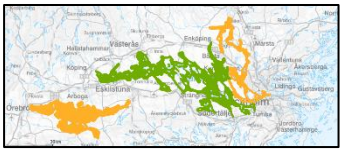
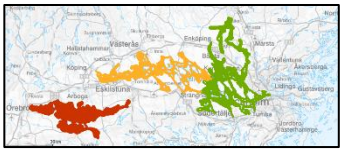
	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Dålig**	 *Östra-Mälaren:* **Bra** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Moderat**	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Bra** *Hjälmaren:* **Dålig**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**40 % risk** att vattenkvaliteten inte förbättras	**10 % risk** att vattenkvaliteten inte förbättras
Vattenkvaliteten uppnås inom	**4 år**	**20 år**	**4 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**1600 kr. per år**	**115 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering | **Förslag 1** | **Förslag 2**

NAME IN DATASET: Q21

Valsituation 10

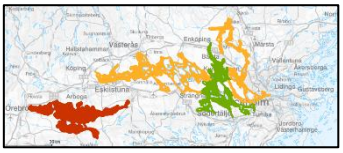
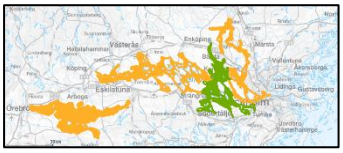
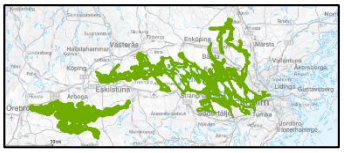
	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Dålig**	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Bra** *Hjälmaren:* **Moderat**	 *Östra-Mälaren:* **Bra** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Dålig**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**Ingen risk** (Vattenkvaliteten förbättras som förväntat)	**40 % risk** att vattenkvaliteten inte förbättras
Vattenkvaliteten uppnås inom	**4 år**	**8 år**	**4 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**230 kr. per år**	**1600 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering | **Förslag 1** | **Förslag 2**

NAME IN DATASET: Q22

Valsituation 11

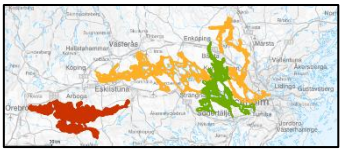
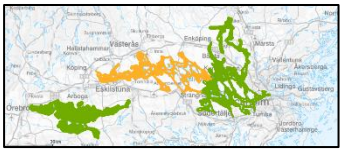
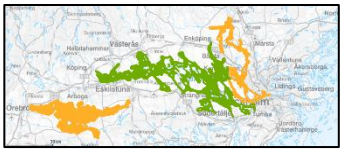
	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Dålig**	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Moderat**	 *Östra-Mälaren:* **Bra** *Västra-Mälaren:* **Bra** *Hjälmaren:* **Bra**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**Ingen risk** (Vattenkvaliteten förbättras som förväntat)	**10 % risk** att vattenkvaliteten inte förbättras
Vattenkvaliteten uppnås inom	**4 år**	**4 år**	**20 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**230 kr. per år**	**3200 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering | **Förslag 1** | **Förslag 2**

NAME IN DATASET: Q23

Valsituation 12

	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Dålig**	 *Östra-Mälaren:* **Bra** *Västra-Mälaren:* **Moderat** *Hjälmaren:* **Bra**	 *Östra-Mälaren:* **Moderat** *Västra-Mälaren:* **Bra** *Hjälmaren:* **Moderat**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**40 % risk** att vattenkvaliteten inte förbättras	**10 % risk** att vattenkvaliteten inte förbättras
Vattenkvaliteten uppnås inom	**4 år**	**4 år**	**8 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**800 kr. per år**	**230 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering | **Förslag 1** | **Förslag 2**

Appendix 5.c. Swedish choice sets, ground water

NAME IN DATASET: Q27

Valsituation 1

	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	**Dålig**	**Moderat**	**Bra**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**40 % risk** att vattenkvaliteten inte förbättras	**Ingen risk** (Vattenkvaliteten förbättras som förväntat)
Vattenkvaliteten uppnås inom	**8 år**	**8 år**	**20 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**800 kr. per år**	**400 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering	Förslag 1	Förslag 2

NAME IN DATASET: Q28

Valsituation 2

	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	**Dålig**	**Moderat**	**Bra**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**Ingen risk** (Vattenkvaliteten förbättras som förväntat)	**40 % risk** att vattenkvaliteten inte förbättras
Vattenkvaliteten uppnås inom	**8 år**	**8 år**	**20 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**400 kr. per år**	**800 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering	Förslag 1	Förslag 2

NAME IN DATASET: Q29

Valsituation 3

	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	**Dålig**	**Bra**	**Moderat**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**10 % risk** att vattenkvaliteten inte förbättras	**Ingen risk** (Vattenkvaliteten förbättras som förväntat)
Vattenkvaliteten uppnås inom	**8 år**	**50 år**	**20 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**115 kr. per år**	**1600 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering | **Förslag 1** | **Förslag 2**

NAME IN DATASET: Q30

Valsituation 4

	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	**Dålig**	**Moderat**	**Bra**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**10 % risk** att vattenkvaliteten inte förbättras	**40 % risk** att vattenkvaliteten inte förbättras
Vattenkvaliteten uppnås inom	**8 år**	**50 år**	**8 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**230 kr. per år**	**3200 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering | **Förslag 1** | **Förslag 2**

NAME IN DATASET: Q31

Valsituation 5

	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	**Dålig**	**Bra**	**Moderat**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**40 % risk** att vattenkvaliteten inte förbättras	**Ingen risk** (Vattenkvaliteten förbättras som förväntat)
Vattenkvaliteten uppnås inom	**8 år**	**20 år**	**8 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**115 kr. per år**	**3200 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering | **Förslag 1** | **Förslag 2**

NAME IN DATASET: Q32

Valsituation 6

	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	**Dålig**	**Moderat**	**Bra**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**40 % risk** att vattenkvaliteten inte förbättras	**10 % risk** att vattenkvaliteten inte förbättras
Vattenkvaliteten uppnås inom	**8 år**	**20 år**	**50 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**230 kr. per år**	**1600 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering | **Förslag 1** | **Förslag 2**

NAME IN DATASET: Q33

Valsituation 7

	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	**Dålig**	**Moderat**	**Bra**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**10 % risk** att vattenkvaliteten inte förbättras	**40 % risk** att vattenkvaliteten inte förbättras
Vattenkvaliteten uppnås inom	**8 år**	**20 år**	**50 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**1600 kr. per år**	**115 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering | **Förslag 1** | **Förslag 2**

NAME IN DATASET: Q34

Valsituation 8

	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	**Dålig**	**Moderat**	**Bra**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**40 % risk** att vattenkvaliteten inte förbättras	**10 % risk** att vattenkvaliteten inte förbättras
Vattenkvaliteten uppnås inom	**8 år**	**50 år**	**8 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**400 kr. per år**	**800 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering | **Förslag 1** | **Förslag 2**

NAME IN DATASET: Q35

Valsituation 9

	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	**Dålig**	**Bra**	**Moderat**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**Ingen risk** (Vattenkvaliteten förbättras som förväntat)	**40 % risk** att vattenkvaliteten inte förbättras
Vattenkvaliteten uppnås inom	**8 år**	**20 år**	**8 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**3200 kr. per år**	**230 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering | **Förslag 1** | **Förslag 2**

NAME IN DATASET: Q36

Valsituation 10

	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	**Dålig**	**Bra**	**Moderat**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**Ingen risk** (Vattenkvaliteten förbättras som förväntat)	**10 % risk** att vattenkvaliteten inte förbättras
Vattenkvaliteten uppnås inom	**8 år**	**8 år**	**50 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**800 kr. per år**	**230 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering | **Förslag 1** | **Förslag 2**

NAME IN DATASET: Q37

Valsituation 11

	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	**Dålig**	**Bra**	**Moderat**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**Ingen risk** (Vattenkvaliteten förbättras som förväntat)	**10 % risk** att vattenkvaliteten inte förbättras
Vattenkvaliteten uppnås inom	**8 år**	**50 år**	**20 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**3200 kr. per år**	**400 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering | **Förslag 1** | **Förslag 2**

NAME IN DATASET: Q38

Valsituation 12

	Nuvarande reglering	Förslag 1	Förslag 2
Förväntad vattenkvalitet	**Dålig**	**Bra**	**Moderat**
Risk att vattenkvaliteten inte förbättras	Ingen förbättring i vattenkvaliteten	**10 % risk** att vattenkvaliteten inte förbättras	**Ingen risk** (Vattenkvaliteten förbättras som förväntat)
Vattenkvaliteten uppnås inom	**8 år**	**8 år**	**50 år**
Skatteökning för ditt hushåll	**0 kr. per år**	**1600 kr. per år**	**115 kr. per år**

Jag föredrar *(Om du tycker att förslagen är för dyra i förhållande till de förbättringar de leder till bör du välja nuvarande reglering)*

Nuvarande reglering | **Förslag 1** | **Förslag 2**

Appendix 6.a. RISK Q WITH NO COSTS

This question battery consists of 31 sub-questions, of which each respondent sees five sub-questions. All respondents starts by seeing SUBQ1. The next four questions are conditional on the answer to SUBQ1 and the next questions.

Here we show SUBQ1 and SUBQ2 in each country. The remaining SUBQ's are similar to SUBQ2, with only the certain payment varying across the SUBQ's. The certain payments for each country, as well as the routing for each SUBQ are found in the back of this appendix.

Please note, that all these SUBQ's has a prefix in the dataset, which is based on the name of the question in which they are asked in the questionnaire.

Denmark

NAME IN DATASET: SUBQ1

Forestil dig følgende situation: Du kan vælge mellem **enten** at deltage gratis i en lodtrækning, hvor du har 90 % chance for at vinde 8.000 kr. og 10 % chance for ikke at vinde noget, **eller** i stedet at få en bestemt sum penge udbetalt (se nedenfor).

Hvad vil du foretrække: En lodtrækning med 90 % chance for at modtage 8.000 kr. og 10 % chance for ikke at modtage noget, eller at få et garanteret beløb på 7.500 kr.?

(Angiv kun ét svar)

1. Lodtrækning ..... ❑
2. Garanteret beløb ..... ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

Hvad vil du foretrække: En lodtrækning med 90 % chance for at modtage 8.000 kr. og 10 % chance for ikke at modtage noget, eller at få et garanteret beløb på 5.100 kr.?

(Angiv kun ét svar)

1. Lodtrækning ..... ❑
2. Garanteret beløb ..... ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Canada

NAME IN DATASET: SUBQ1

Please imagine the following situation: You can choose between **either** participating for free in a lottery which gives you a 90% chance of winning $1,250 and a 10% chance of winning nothing, **or** instead receiving a certain amount of money as per below.

What would you prefer: a lottery with a 90% chance of winning $1,250 and a 10% chance of winning nothing, or a certain payment of $1,175?

(Select only one answer)

1. Lottery ❑
2. Certain payment ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

What would you prefer: a lottery with a 90% chance of winning $1,250 and a 10% chance of winning nothing, or a certain payment of $775?

(Select only one answer)

1. Lottery ❑
2. Certain payment ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Portugal

NAME IN DATASET: SUBQ1

Por favor, imagine a seguinte situação: pode escolher **entre** participar de graça em uma lotaria com 90 % de chance de ganhar 700 € e 10 % de chance de não ganhar nada, **ou** então receber um pagamento certo de uma quantia de dinheiro (veja abaixo).

O que preferiria: uma lotaria com 90 % de chance de ganhar 700 € e 10 % de chance de não ganhar nada, ou um pagamento certo de 655 €?

(Selecione apenas uma resposta)

1. Lotaria ❑
2. Pagamento certo ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

O que preferiria: uma lotaria com 90 % de chance de ganhar 700 € e 10 % de chance de não ganhar nada, ou um pagamento certo de 455 €?

(Selecione apenas uma resposta)

1. Lotaria ❑
2. Pagamento certo ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Sweden

NAME IN DATASET: SUBQ1

Föreställ dig följande situation: Du kan välja mellan att **antingen** delta gratis i ett lotteri som ger dig en 90 % chans att vinna 9 000 kr. och en 10 % chans att vinna ingenting, **eller** få en säker betalning på ett givet belopp (se hur mycket nedan).

Vad skulle du föredra: ett lotteri med 90 % chans att vinna 9 000 kr. och 10 % chans att inte vinna något, eller en säker betalning på 8 450 kr.?

(Välj endast ett svar)

1. Lotteri ❑
2. Säker betalning ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

Vad skulle du föredra: ett lotteri med 90 % chans att vinna 9 000 kr. och 10 % chans att inte vinna något, eller en säker betalning på 5 650 kr.?

(Välj endast ett svar)

1. Lotteri ❑
2. Säker betalning ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Name in dataset	Certain payment, Denmark (D.kr.)	Certain payment, Canada ($)	Certain payment, Portugal (€)	Certain payment, Sweden (S.kr.)	If SUBQ=1 (lottery), go to:	If SUBQ=2 (certain payment), go to:
SUBQ1	7500	1175	655	8450	SUBQ17	SUBQ2
SUBQ2	5100	775	455	5650	SUBQ10	SUBQ3
SUBQ3	3900	575	355	4600	SUBQ4	SUBQ7
SUBQ4	4500	675	405	4950	SUBQ5	SUBQ6
SUBQ5	4800	725	430	5300	Next Q (battery ends)	Next Q (battery ends)
SUBQ6	4200	625	380	4775	Next Q (battery ends)	Next Q (battery ends)
SUBQ7	3300	475	305	3900	SUBQ8	SUBQ9
SUBQ8	3600	525	330	4250	Next Q (battery ends)	Next Q (battery ends)
SUBQ9	3000	425	280	3550	Next Q (battery ends)	Next Q (battery ends)
SUBQ10	6300	975	555	7050	SUBQ14	SUBQ11
SUBQ11	5700	875	505	6350	SUBQ13	SUBQ12
SUBQ12	5400	825	480	6000	Next Q (battery ends)	Next Q (battery ends)
SUBQ13	6000	925	530	6700	Next Q (battery ends)	Next Q (battery ends)
SUBQ14	6900	1075	605	7750	SUBQ15	SUBQ16
SUBQ15	7200	1125	630	8100	Next Q (battery ends)	Next Q (battery ends)
SUBQ16	6600	1025	580	7400	Next Q (battery ends)	Next Q (battery ends)
SUBQ17	9900	1575	855	11250	SUBQ25	SUBQ18
SUBQ18	8700	1375	755	9850	SUBQ22	SUBQ19
SUBQ19	8100	1275	705	9150	SUBQ20	SUBQ21
SUBQ20	8400	1325	730	9500	Next Q (battery ends)	Next Q (battery ends)
SUBQ21	7800	1225	680	8800	Next Q (battery ends)	Next Q (battery ends)
SUBQ22	9300	1475	805	10550	SUBQ23	SUBQ24
SUBQ23	9600	1525	830	10900	Next Q (battery ends)	Next Q (battery ends)
SUBQ24	9000	1425	780	10200	Next Q (battery ends)	Next Q (battery ends)
SUBQ25	11100	1775	955	12300	SUBQ29	SUBQ26
SUBQ26	10500	1675	905	11600	SUBQ27	SUBQ28
SUBQ27	10800	1725	930	11950	Next Q (battery ends)	Next Q (battery ends)
SUBQ28	10200	1625	880	11425	Next Q (battery ends)	Next Q (battery ends)
SUBQ29	11700	1875	1005	13000	SUBQ31	SUBQ30
SUBQ30	11400	1825	980	12650	Next Q (battery ends)	Next Q (battery ends)
SUBQ31	12000	1925	1030	13350	Next Q (battery ends)	Next Q (battery ends)

Appendix 6.b. RISK Q WITH LOW COSTS

This question battery consists of 31 sub-questions, of which each respondent sees five sub-questions. All respondents starts by seeing SUBQ1. The next four questions are conditional on the answer to SUBQ1 and the next questions.

Here we show SUBQ1 and SUBQ2 in each country. The remaining SUBQ's are similar to SUBQ2, with only the certain payment varying across the SUBQ's. The certain payments for each country, as well as the routing for each SUBQ are found in the back of this appendix.

Please note, that all these SUBQ's has a prefix in the dataset, which is based on the name of the question in which they are asked in the questionnaire.

Denmark

NAME IN DATASET: SUBQ1

Forestil dig følgende situation: Du kan vælge mellem **enten** at betale 100 kr. for at deltage i en lodtrækning, hvor du har 90 % chance for at vinde 8.000 kr. og 10 % chance for ikke at vinde noget, **eller** i stedet at få en bestemt sum penge udbetalt (se nedenfor).

Hvad vil du foretrække: At betale 100 kr. for en lodtrækning med 90 % chance for at modtage 8.000 kr. og 10 % chance for ikke at modtage noget, eller at få et garanteret beløb på 7.400 kr.?

(Angiv kun ét svar)

1. Lodtrækning ..... ❑
2. Garanteret beløb ..... ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

Hvad vil du foretrække: At betale 100 kr. for en lodtrækning med 90 % chance for at modtage 8.000 kr. og 10 % chance for ikke at modtage noget, eller at få et garanteret beløb på 5.000 kr.?

(Angiv kun ét svar)

1. Lodtrækning ..... ❑
2. Garanteret beløb ..... ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Canada

NAME IN DATASET: SUBQ1

Please imagine the following situation: You can choose between **either** paying $25 for participation in a lottery which gives you a 90% chance of winning $1,250 and a 10% chance of winning nothing, **or** instead receiving a certain amount of money as per below.

What would you prefer: paying $25 for a lottery with a 90 % chance of winning $1,250 and 10 % chance of winning nothing, or a sure payment of $1,150?

(Select only one answer)

1. Lottery ❑
2. Certain payment ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

What would you prefer: paying $25 for a lottery with a 90 % chance of winning $1,250 and 10 % chance of winning nothing, or a sure payment of $750?

(Select only one answer)

1. Lottery ❑
2. Certain payment ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Portugal

NAME IN DATASET: SUBQ1

Por favor, imagine a seguinte situação: pode escolher **entre** pagar 5 € para participar em uma lotaria com 90 % de chance de ganhar 700 € e 10 % de chance de não ganhar nada, **ou** então receber um pagamento certo de uma quantia de dinheiro (veja abaixo).

O que preferiria: pagar 5 € por uma lotaria com 90 % de chance de ganhar 700 € e 10 % de chance de não ganhar nada, ou um pagamento certo de <u>650 €</u>?

(Selecione apenas uma resposta)

1. Lotaria ❑
2. Pagamento certo ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

O que preferiria: pagar 5 € por uma lotaria com 90 % de chance de ganhar 700 € e 10 % de chance de não ganhar nada, ou um pagamento certo de <u>450 €</u>?

(Selecione apenas uma resposta)

1. Lotaria ❑
2. Pagamento certo ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Sweden

NAME IN DATASET: SUBQ1

Föreställ dig följande situation: Du kan välja mellan att **antingen** betala 100 kr. för att delta i ett lotteri som ger dig en 90 % chans att vinna 9 000 kr. och en 10 % chans att vinna ingenting, **eller** få en säker betalning på ett givet belopp (se hur mycket nedan).

Vad skulle du föredra: att betala 100 kr. för ett lotteri med 90 % chans att vinna 9 000 kr. och 10 % chans att inte vinna något, eller en säker betalning på 8 350 kr.?

(Välj endast ett svar)

1. Lotteri ❑
2. Säker betalning ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

Vad skulle du föredra: att betala 100 kr. för ett lotteri med 90 % chans att vinna 9 000 kr. och 10 % chans att inte vinna något, eller en säker betalning på 5 550 kr.?

(Välj endast ett svar)

1. Lotteri ❑
2. Säker betalning ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Name in dataset	Certain payment, Denmark (D.kr.)	Certain payment, Canada ($)	Certain payment, Portugal (€)	Certain payment, Sweden (S.kr.)	If SUBQ=1 (lottery), go to:	If SUBQ=2 (certain payment), go to:
SUBQ1	7400	1150	650	8350	SUBQ17	SUBQ2
SUBQ2	5000	750	450	5550	SUBQ10	SUBQ3
SUBQ3	3800	550	350	4500	SUBQ4	SUBQ7
SUBQ4	4400	650	400	4850	SUBQ5	SUBQ6
SUBQ5	4700	700	425	5200	Next Q (battery ends)	Next Q (battery ends)
SUBQ6	4100	600	375	4675	Next Q (battery ends)	Next Q (battery ends)
SUBQ7	3200	450	300	3800	SUBQ8	SUBQ9
SUBQ8	3500	500	325	4150	Next Q (battery ends)	Next Q (battery ends)
SUBQ9	2900	400	275	3450	Next Q (battery ends)	Next Q (battery ends)
SUBQ10	6200	950	550	6950	SUBQ14	SUBQ11
SUBQ11	5600	850	500	6250	SUBQ13	SUBQ12
SUBQ12	5300	800	475	5900	Next Q (battery ends)	Next Q (battery ends)
SUBQ13	5900	900	525	6600	Next Q (battery ends)	Next Q (battery ends)
SUBQ14	6800	1050	600	7650	SUBQ15	SUBQ16
SUBQ15	7100	1100	625	8000	Next Q (battery ends)	Next Q (battery ends)
SUBQ16	6500	1000	575	7300	Next Q (battery ends)	Next Q (battery ends)
SUBQ17	9800	1550	850	11150	SUBQ25	SUBQ18
SUBQ18	8600	1350	750	9750	SUBQ22	SUBQ19
SUBQ19	8000	1250	700	9050	SUBQ20	SUBQ21
SUBQ20	8300	1300	725	9400	Next Q (battery ends)	Next Q (battery ends)
SUBQ21	7700	1200	675	8700	Next Q (battery ends)	Next Q (battery ends)
SUBQ22	9200	1450	800	10450	SUBQ23	SUBQ24
SUBQ23	9500	1500	825	10800	Next Q (battery ends)	Next Q (battery ends)
SUBQ24	8900	1400	775	10100	Next Q (battery ends)	Next Q (battery ends)
SUBQ25	11000	1750	950	12200	SUBQ29	SUBQ26
SUBQ26	10400	1650	900	11500	SUBQ27	SUBQ28
SUBQ27	10700	1700	925	11850	Next Q (battery ends)	Next Q (battery ends)
SUBQ28	10100	1600	875	11325	Next Q (battery ends)	Next Q (battery ends)
SUBQ29	11600	1850	1000	12900	SUBQ31	SUBQ30
SUBQ30	11300	1800	975	12550	Next Q (battery ends)	Next Q (battery ends)
SUBQ31	11900	1900	1025	13250	Next Q (battery ends)	Next Q (battery ends)

Appendix 6.c. RISK Q WITH HIGH COSTS

This question battery consists of 31 sub-questions, of which each respondent sees five sub-questions. All respondents starts by seeing SUBQ1. The next four questions are conditional on the answer to SUBQ1 and the next questions.

Here we show SUBQ1 and SUBQ2 in each country. The remaining SUBQ's are similar to SUBQ2, with only the certain payment varying across the SUBQ's. The certain payments for each country, as well as the routing for each SUBQ are found in the back of this appendix.

Please note, that all these SUBQ's has a prefix in the dataset, which is based on the name of the question in which they are asked in the questionnaire.

Denmark

NAME IN DATASET: SUBQ1

Forestil dig følgende situation: Du kan vælge mellem **enten** at betale 1.000 kr. for at deltage i en lodtrækning, hvor du har 90 % chance for at vinde 9.000 kr. og 10 % chance for ikke at vinde noget, **eller** i stedet at få en bestemt sum penge udbetalt (se nedenfor).

Hvad vil du foretrække: At betale 1.000 kr. for en lodtrækning med 90 % chance for at modtage 9.000 kr. og 10 % chance for ikke at modtage noget, eller at få et garanteret beløb på 7.400 kr.?

(Angiv kun ét svar)

1. Lodtrækning ..... ❑
2. Garanteret beløb ..... ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

Hvad vil du foretrække: At betale 1.000 kr. for en lodtrækning med 90 % chance for at modtage 9.000 kr. og 10 % chance for ikke at modtage noget, eller at få et garanteret beløb på 5.000 kr.?

(Angiv kun ét svar)

1. Lodtrækning ..... ❑
2. Garanteret beløb ..... ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Canada

NAME IN DATASET: SUBQ1

Please imagine the following situation: You can choose between **either** paying $250 for participation in a lottery which gives you a 90% chance of winning $1,500 and a 10% chance of winning nothing, **or** instead receiving a certain amount of money as per below.

What would you prefer: paying $250 for a lottery with a 90 % chance of winning $1,500 and 10 % chance of winning nothing, or a sure payment of $1,150?

(Select only one answer)

1. Lottery ❑
2. Certain payment ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

What would you prefer: paying $250 for a lottery with a 90 % chance of winning $1,500 and 10 % chance of winning nothing, or a sure payment of $750?

(Select only one answer)

1. Lottery ❑
2. Certain payment ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Portugal

NAME IN DATASET: SUBQ1

Por favor, imagine a seguinte situação: pode escolher **entre** pagar 50 € para participar em uma lotaria com 90 % de chance de ganhar 750 € e 10 % de chance de não ganhar nada, **ou** então receber um pagamento certo de uma quantia de dinheiro (veja abaixo).

O que preferiria: pagar 50 € por uma lotaria com 90 % de chance de ganhar 750 € e 10 % de chance de não ganhar nada, ou um pagamento certo de <u>650 €</u>?

(Selecione apenas uma resposta)

1. Lotaria ❑
2. Pagamento certo ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

O que preferiria: pagar 50 € por uma lotaria com 90 % de chance de ganhar 750 € e 10 % de chance de não ganhar nada, ou um pagamento certo de <u>450 €</u>?

(Selecione apenas uma resposta)

1. Lotaria ❑
2. Pagamento certo ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Sweden

NAME IN DATASET: SUBQ1

Föreställ dig följande situation: Du kan välja mellan att **antingen** betala 1 000 kr. för att delta i ett lotteri som ger dig en 90 % chans att vinna 10 000 kr. och en 10 % chans att vinna ingenting, **eller** få en säker betalning på ett givet belopp (se hur mycket nedan).

Vad skulle du föredra: att betala 1 000 kr. för ett lotteri med 90 % chans att vinna 10 000 kr. och 10 % chans att inte vinna något, eller en säker betalning på 8 350 kr.?

(Välj endast ett svar)

1. Lotteri ❑
2. Säker betalning ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

Vad skulle du föredra: att betala 1 000 kr. för ett lotteri med 90 % chans att vinna 10 000 kr. och 10 % chans att inte vinna något, eller en säker betalning på 5 550 kr.?

(Välj endast ett svar)

3. Lotteri ❑
4. Säker betalning ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Name in dataset	Certain payment, Denmark (D.kr.)	Certain payment, Canada ($)	Certain payment, Portugal (€)	Certain payment, Sweden (S.kr.)	If SUBQ=1 (lottery), go to:	If SUBQ=2 (certain payment), go to:
SUBQ1	7400	1150	650	8350	SUBQ17	SUBQ2
SUBQ2	5000	750	450	5550	SUBQ10	SUBQ3
SUBQ3	3800	550	350	4500	SUBQ4	SUBQ7
SUBQ4	4400	650	400	4850	SUBQ5	SUBQ6
SUBQ5	4700	700	425	5200	Next Q (battery ends)	Next Q (battery ends)
SUBQ6	4100	600	375	4675	Next Q (battery ends)	Next Q (battery ends)
SUBQ7	3200	450	300	3800	SUBQ8	SUBQ9
SUBQ8	3500	500	325	4150	Next Q (battery ends)	Next Q (battery ends)
SUBQ9	2900	400	275	3450	Next Q (battery ends)	Next Q (battery ends)
SUBQ10	6200	950	550	6950	SUBQ14	SUBQ11
SUBQ11	5600	850	500	6250	SUBQ13	SUBQ12
SUBQ12	5300	800	475	5900	Next Q (battery ends)	Next Q (battery ends)
SUBQ13	5900	900	525	6600	Next Q (battery ends)	Next Q (battery ends)
SUBQ14	6800	1050	600	7650	SUBQ15	SUBQ16
SUBQ15	7100	1100	625	8000	Next Q (battery ends)	Next Q (battery ends)
SUBQ16	6500	1000	575	7300	Next Q (battery ends)	Next Q (battery ends)
SUBQ17	9800	1550	850	11150	SUBQ25	SUBQ18
SUBQ18	8600	1350	750	9750	SUBQ22	SUBQ19
SUBQ19	8000	1250	700	9050	SUBQ20	SUBQ21
SUBQ20	8300	1300	725	9400	Next Q (battery ends)	Next Q (battery ends)
SUBQ21	7700	1200	675	8700	Next Q (battery ends)	Next Q (battery ends)
SUBQ22	9200	1450	800	10450	SUBQ23	SUBQ24
SUBQ23	9500	1500	825	10800	Next Q (battery ends)	Next Q (battery ends)
SUBQ24	8900	1400	775	10100	Next Q (battery ends)	Next Q (battery ends)
SUBQ25	11000	1750	950	12200	SUBQ29	SUBQ26
SUBQ26	10400	1650	900	11500	SUBQ27	SUBQ28
SUBQ27	10700	1700	925	11850	Next Q (battery ends)	Next Q (battery ends)
SUBQ28	10100	1600	875	11325	Next Q (battery ends)	Next Q (battery ends)
SUBQ29	11600	1850	1000	12900	SUBQ31	SUBQ30
SUBQ30	11300	1800	975	12550	Next Q (battery ends)	Next Q (battery ends)
SUBQ31	11900	1900	1025	13250	Next Q (battery ends)	Next Q (battery ends)

Appendix 6.d. TIME Q, SURFACE WATER

This question battery consists of 31 sub-questions, of which each respondent sees five sub-questions. All respondents starts by seeing SUBQ1. The next four questions are conditional on the answer to SUBQ1 and the next questions.

Here we show SUBQ1 and SUBQ2 in each country. The remaining SUBQ's are similar to SUBQ2, with only the payment in 8 years varying across the SUBQ's. The payments in 8 years for each country, as well as the routing for each SUBQ are found in the back of this appendix.

Please note, that all these SUBQ's has a prefix in the dataset, which is based on the name of the question in which they are asked in the questionnaire.

Denmark

NAME IN DATASET: SUBQ1

Forestil dig, at du fik valget mellem **enten** at modtage et bestemt beløb om 4 år, **eller** at modtage et højere beløb om 8 år. Vi vil nu præsentere dig for fem forskellige situationer. Beløbet om 4 år er det samme i alle disse situationer. Beløbet om 8 år er forskelligt fra situation til situation. I hver situation vil vi gerne vide, hvad du foretrækker.

Overvej venligst følgende: Vil du helst modtage 10.000 kr. om 4 år eller 15.400 kr. om 8 år?

(Angiv kun ét svar)

1. 10.000 kr. om 4 år ..... ❑
2. 15.400 kr. om 8 år ..... ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

Vil du helst modtage 10.000 kr. om 4 år eller 12.500 kr. om 8 år?

(Angiv kun ét svar)

1. 10.000 kr. om 4 år ..... ❑
2. 12.500 kr. om 8 år ..... ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Canada

NAME IN DATASET: SUBQ1

Imagine you are given the choice between **either** receiving a payment in 4 years, **or** receiving a higher payment in 8 years. We will now present you with five situations. The payment in 4 years is the same in all of these situations. The payment in 8 years is different in every situation. For each of these situations we would like to know what you prefer.

Please consider the following: Would you rather receive $1,600 in 4 years or $2,460 in 8 years?

(Select only one answer)

1. $1,600 in 4 years ❑
2. $2,460 in 8 years ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

Would you rather receive $1,600 in 4 years or $2,000 in 8 years?

(Select only one answer)

1. $1,600 in 4 years ❑
2. $2,000 in 8 years ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Portugal

NAME IN DATASET: SUBQ1

Por favor, imagine que pode escolher **entre** receber um pagamento em 4 anos **ou** receber um pagamento maior em 8 anos. Vamos agora confrontá-lo com diferentes situações. O pagamento em 4 anos é o mesmo em todas as situações. O pagamento em 8 anos é diferente em todas as situações. Para cada uma das situações, gostaríamos de saber o que prefere.

Por favor, considere o seguinte: preferiria receber 900 € em 4 anos ou 1.390 € em 8 anos?

(Selecione apenas uma resposta)

1. 900 € em 4 anos ❑
2. 1.390 € em 8 anos ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

Preferiria receber 900 € em 4 anos ou 1.120 € em 8 anos?

(Selecione apenas uma resposta)

1. 900 € em 4 anos ❑
2. 1.120 € em 8 anos ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Sweden

NAME IN DATASET: SUBQ1

Föreställ dig att du fick valet mellan att **antingen** få en utbetalning om 4 år **eller** att få en högre betalning om 8 år. Vi kommer nu att presentera fem olika situationer. Utbetalningen om 4 år är densamma i alla dessa situationer. Utbetalningen om 8 år är olika i alla situationer. För var och en av dessa situationer vill vi veta vad du föredrar.

Föredrar du att få 12 000 kr. om 4 år eller 18 500 kr. om 8 år?

(Välj endast ett svar)

1. 12 000 kr. om 4 år ❑
2. 18 500 kr. om 8 år ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

Föredrar du att få 12 000 kr. om 4 år eller 15 000 kr. om 8 år?

(Välj endast ett svar)

1. 12 000 kr. om 4 år ❑
2. 15 000 kr. om 8 år ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Name in dataset	Payment in 8 years, Denmark (D.kr.)	Payment in 8 years, Canada ($)	Payment in 8 years, Portugal (€)	Payment in 8 years, Sweden (S.kr.)	If SUBQ=1 (4 years), go to:	If SUBQ=2 (8 years), go to:
SUBQ1	15400	2460	1390	18500	SUBQ17	SUBQ2
SUBQ2	12500	2000	1120	15000	SUBQ10	SUBQ3
SUBQ3	11200	1790	1010	13400	SUBQ7	SUBQ4
SUBQ4	10600	1700	950	12700	SUBQ6	SUBQ5
SUBQ5	10300	1650	930	12400	Next Q (battery ends)	Next Q (battery ends)
SUBQ6	10900	1740	980	13100	Next Q (battery ends)	Next Q (battery ends)
SUBQ7	11900	1900	1070	14300	SUBQ8	SUBQ9
SUBQ8	12200	1950	1100	14600	Next Q (battery ends)	Next Q (battery ends)
SUBQ9	11600	1860	1040	13900	Next Q (battery ends)	Next Q (battery ends)
SUBQ10	13900	2220	1250	16700	SUBQ14	SUBQ11
SUBQ11	13200	2110	1190	15800	SUBQ13	SUBQ12
SUBQ12	12900	2060	1160	15500	Next Q (battery ends)	Next Q (battery ends)
SUBQ13	13600	2180	1220	16300	Next Q (battery ends)	Next Q (battery ends)
SUBQ14	14600	2340	1310	17500	SUBQ16	SUBQ15
SUBQ15	14300	2290	1290	17200	Next Q (battery ends)	Next Q (battery ends)
SUBQ16	15000	2400	1350	18000	Next Q (battery ends)	Next Q (battery ends)
SUBQ17	18500	2960	1670	22200	SUBQ18	SUBQ25
SUBQ18	20200	3230	1820	24200	SUBQ22	SUBQ19
SUBQ19	19300	3090	1740	23200	SUBQ20	SUBQ21
SUBQ20	19700	3150	1770	23600	Next Q (battery ends)	Next Q (battery ends)
SUBQ21	18900	3020	1700	22700	Next Q (battery ends)	Next Q (battery ends)
SUBQ22	21000	3360	1890	25200	SUBQ23	SUBQ24
SUBQ23	21500	3440	1940	25800	Next Q (battery ends)	Next Q (battery ends)
SUBQ24	20600	3300	1850	24700	Next Q (battery ends)	Next Q (battery ends)
SUBQ25	16900	2700	1520	20300	SUBQ29	SUBQ26
SUBQ26	16100	2580	1450	19300	SUBQ28	SUBQ27
SUBQ27	15800	2530	1420	19000	Next Q (battery ends)	Next Q (battery ends)
SUBQ28	16500	2640	1480	19800	Next Q (battery ends)	Next Q (battery ends)
SUBQ29	17700	2830	1590	21200	SUBQ31	SUBQ30
SUBQ30	17300	2770	1560	20800	Next Q (battery ends)	Next Q (battery ends)
SUBQ31	18100	2900	1630	21700	Next Q (battery ends)	Next Q (battery ends)

Appendix 6.e. TIME Q, GROUND WATER

This question battery consists of 31 sub-questions, of which each respondent sees five sub-questions. All respondents starts by seeing SUBQ1. The next four questions are conditional on the answer to SUBQ1 and the next questions.

Here we show SUBQ1 and SUBQ2 in each country. The remaining SUBQ's are similar to SUBQ2, with only the payment in 20 years varying across the SUBQ's. The payments in 20 years for each country, as well as the routing for each SUBQ are found in the back of this appendix.

Please note, that all these SUBQ's has a prefix in the dataset, which is based on the name of the question in which they are asked in the questionnaire.

Denmark

NAME IN DATASET: SUBQ1

Forestil dig, at du fik valget mellem **enten** at modtage et bestemt beløb om 8 år, **eller** at modtage et højere beløb om 20 år. Vi vil nu præsentere dig for fem forskellige situationer. Beløbet om 8 år er det samme i alle disse situationer. Beløbet om 20 år er forskelligt fra situation til situation. I hver situation vil vi gerne vide, hvad du foretrækker.

Overvej venligst følgende: Vil du helst modtage 15.000 kr. om 8 år eller 55.000 kr. om 20 år?

(Angiv kun ét svar)

1. 15.000 kr. om 8 år ❑
2. 55.000 kr. om 20 år ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

Vil du helst modtage 15.000 kr. om 8 år eller 29.000 kr. om 20 år?

(Angiv kun ét svar)

1. 15.000 kr. om 8 år ❑
2. 29.000 kr. om 20 år ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Canada

NAME IN DATASET: SUBQ1

Imagine you are given the choice between **either** receiving a payment in 8 years, **or** receiving a higher payment in 20 years. We will now present you with different situations. The payment in 8 years is the same in all of these situations. The payment in 20 years is different in every situation. For each of these situations we would like to know what you prefer.

Please consider the following: Would you rather receive $2,400 in 8 years or $8,800 in 20 years?

(Select only one answer)

1. $2,400 in 8 years ❑
2. $8,800 in 20 years ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

Would you rather receive $2,400 in 8 years or $4,700 in 20 years?

(Select only one answer)

1. $2,400 in 8 years ❑
2. $4,700 in 20 years ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Portugal

NAME IN DATASET: SUBQ1

Por favor, imagine que tem a escolha **entre** receber um pagamento em 8 anos **ou** receber um pagamento maior em 20 anos. Vamos agora confrontá-lo com diferentes situações. O pagamento em 8 anos é o mesmo em todas as situações. O pagamento em 20 anos é diferente em todas as situações. Para cada uma dessas situações, gostaríamos de saber o que prefere.

Por favor, considere o seguinte: preferiria receber 1.300 € em 8 anos ou 4.700 € em 20 anos?

(Selecione apenas uma resposta)

1. 1.300 € em 8 anos ❑
2. 4.700 € em 20 anos ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

Preferiria receber 1.300 € em 8 anos ou 2.500 € em 20 anos?

(Selecione apenas uma resposta)

1. 1.300 € em 8 anos ❑
2. 2.500 € em 20 anos ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Sweden

NAME IN DATASET: SUBQ1

Föreställ dig att du fick valet mellan att **antingen** få en utbetalning om 8 år **eller** att få en högre betalning om 20 år. Vi kommer nu att presentera fem olika situationer. Utbetalningen om 8 år är densamma i alla dessa situationer. Utbetalningen om20 år är olika i alla situationer. För var och en av dessa situationer vill vi veta vad du föredrar.

Föredrar du att få 17 000 kr. om 8 år eller 62 000 kr. om 20 år?

(Välj endast ett svar)

1. 17 000 kr. om 8 år ❑
2. 62 000 kr. om 20 år ❑

ROUTING: IF SUBQ1=1, go to SUBQ17. IF SUBQ1=2, go to SUBQ2.

NAME IN DATASET: SUBQ2

Föredrar du att få 17 000 kr. om 8 år eller 33 000 kr. om 20 år?

(Välj endast ett svar)

1. 17 000 kr. om 8 år ❑
2. 33 000 kr. om 20 år ❑

ROUTING: IF SUBQ2=1, go to SUBQ10. IF SUBQ2=2, go to SUBQ3

Name in dataset	Payment in 20 years, Denmark (D.kr.)	Payment in 20 years, Canada ($)	Payment in 20 years, Portugal (€)	Payment in 20 years, Sweden (S.kr.)	If SUBQ=1 (8 years), go to:	If SUBQ=2 (20 years), go to:
SUBQ1	55000	8800	4700	62000	SUBQ17	SUBQ2
SUBQ2	29000	4700	2500	33000	SUBQ10	SUBQ3
SUBQ3	21000	3400	1800	24000	SUBQ7	SUBQ4
SUBQ4	18000	2900	1500	20000	SUBQ6	SUBQ5
SUBQ5	16000	2600	1400	19000	Next Q (battery ends)	Next Q (battery ends)
SUBQ6	19000	3100	1700	22000	Next Q (battery ends)	Next Q (battery ends)
SUBQ7	25000	4000	2200	29000	SUBQ8	SUBQ9
SUBQ8	27000	4400	2400	31000	Next Q (battery ends)	Next Q (battery ends)
SUBQ9	23000	3700	2000	27000	Next Q (battery ends)	Next Q (battery ends)
SUBQ10	40000	6400	3500	46000	SUBQ14	SUBQ11
SUBQ11	34000	5500	3000	39000	SUBQ13	SUBQ12
SUBQ12	32000	5200	2800	36000	Next Q (battery ends)	Next Q (battery ends)
SUBQ13	38000	6000	3300	43000	Next Q (battery ends)	Next Q (battery ends)
SUBQ14	47000	7500	4000	53000	SUBQ16	SUBQ15
SUBQ15	44000	7000	3800	50000	Next Q (battery ends)	Next Q (battery ends)
SUBQ16	51000	8100	4400	57000	Next Q (battery ends)	Next Q (battery ends)
SUBQ17	95000	15200	8200	108000	SUBQ18	SUBQ25
SUBQ18	124000	19800	10700	140000	SUBQ22	SUBQ19
SUBQ19	108000	17300	9300	122000	SUBQ20	SUBQ21
SUBQ20	115000	18300	9900	130000	Next Q (battery ends)	Next Q (battery ends)
SUBQ21	101000	16200	8800	115000	Next Q (battery ends)	Next Q (battery ends)
SUBQ22	139000	22200	12000	157000	SUBQ23	SUBQ24
SUBQ23	149000	23900	12900	169000	Next Q (battery ends)	Next Q (battery ends)
SUBQ24	131000	21000	11400	149000	Next Q (battery ends)	Next Q (battery ends)
SUBQ25	72000	11600	6300	82000	SUBQ29	SUBQ26
SUBQ26	63000	10000	5400	71000	SUBQ28	SUBQ27
SUBQ27	59000	9500	5100	67000	Next Q (battery ends)	Next Q (battery ends)
SUBQ28	67000	10800	5800	76000	Next Q (battery ends)	Next Q (battery ends)
SUBQ29	83000	13300	7200	94000	SUBQ31	SUBQ30
SUBQ30	78000	12400	6700	88000	Next Q (battery ends)	Next Q (battery ends)
SUBQ31	89000	14200	7700	101000	Next Q (battery ends)	Next Q (battery ends)

Appendix 7.a. Protocol for focus group interview 1

The group should consist of 6-8 participants who as far as possible represent the sociodemographic variation within the target population in the exemplar area (e.g. both male and female, young and old, high and low income, urban and rural, high and low education, etc.). Participants should be lay people without expert knowledge on the agriculture and water nexus.

Recruitment of participants for the group is done either 1) by nomination, asking a neutral party in the case area to nominate a list of persons satisfying the criteria outlined above, or 2) by ads or announcements in newspapers, bulletin boards or social media, or 3) by using a professional selection service. Participation will be incentivized by offering participants a small reward, e.g. a gift certificate of $25. When the participants have been recruited, make sure to send a personal written confirmation by mail or email, informing about place and time of the meeting.

T**he facilitator** moderates the interview and ensures that it progresses in accordance with the semi-structured interview script below. It is important to follow the manuscript text as closely as possible, especially those sections where it is explicitly written what information should be given to respondents (this is indicated below with *"italic"*).
The facilitator should:

- ask questions and probes, but not participate in the dialogue or correct participants.
- be able to keep the discussion going, deal tactfully with difficult or outspoken group members, and make sure all participants are heard
- be knowledgeable about the agriculture-water-nexus

During the focus group interview, the facilitator should

- set a positive tone.
- make sure everyone is heard; draw out quieter group members.
- probe for more complete answers if necessary.
- monitor your questions and the time closely – it is your job to make sure you are on track.
- don't argue a point with a participant, even if they are mistaken about something. Address it later if you must.

The note-taker records the interview by taking notes during the interview (possibly also using a digital recorder or recording using a phone), and assists the interviewer whenever relevant. Specifically, it is very important that the note-taker takes notes during the open discussion in phase 2 as well as in the discussion of the three different themes in phase 3. It is important to write down all the statements that respondents make during these discussions, whether they are formulated explicitly as statements/opinions/preferences or more implicit in arguments or explanations. These

notes should be entered directly into section 3 of the Reporting Document during the interview. Aspects not related to the themes should be noted in section 4 of the reporting document during the interview.

The interview

Duration: 1-1½ hours.

Location: Comfortable and easily accessible. All participants (including the facilitator and the note-taker) should be seated around a single table, able to see each other.

Prepare the following for the interview:

- Coffee, tea, water and snacks should be made available on the table.
- Name cards (folded sheet of A4 that participants write their own first name on and place on the table in front of them – after the interview, the folded name cards will be used for collecting the notes with statements that each participant has written during the interview).

- 5 pieces of paper (approximately size A6) per participant in each of the colors: white, green and blue.

- 3 to 4 colored info pages of each theme (provided along with this protocol) to be placed on the table at the relevant time during Phase 3

- A pen for each participant.

Interview script

Phase 1 (Welcome, 5 minutes)

0. When respondents arrive, make sure to greet them and ask them to take a seat at the table. Ask them to write their first name on the name card available on the table in front of them.
1. Start of interview: Welcome and thank everyone for agreeing to participate
2. Introduce yourself and the note-taker. Let participants know that the note-taker will be taking notes about what is discussed, but that individual names or identifying information will not be attached to comments.
3. Ask for permission to record the interview, if you are using a recorder
4. Give participants practical information about the process, timing, location of restrooms, availability of drinks and snacks, etc.
5. Let participants briefly introduce themselves (their first name and where they are from) and fill in the participant information in section 2 of the reporting document
6. Provide a very brief overview of the project and goals for the focus group.
   - ***6.1.*** *"**This focus group interview is part of an international research project with partners from universities in Sweden, Denmark, Portugal and Canada.***
     The project focuses on the impacts of agriculture on water quality in relation to groundwater and surface water, such as lakes, streams, rivers and coastal waters. In recent years a range of measures have been taken by farmers in order to reduce pollution of the water resources and to improve water quality.
     The purpose of this meeting is to assess the attitudes, opinions, viewpoints and preferences of the public at large in relation to agriculture and water quality".
     "*More information about the project is available <u>after</u> the meeting*" (in order to avoid that this information influences the group discussion)
7. Explain the "rules" for the focus group interview:
   - 7.1. One person talks at a time
   - 7.2. Everyone has the right to talk. The facilitator may ask someone who is talking a lot to step back and give others a chance to talk and may ask a person who is less outspoken if he or she has anything to share
   - 7.3. There are no right or wrong answers/ideas/opinions. Everyone's ideas will be respected. Please, do not comment on or make judgments about what someone else says, and do not offer advice until after the meeting.

Phase 2 (open discussion about agriculture and water quality, 15 minutes)

8. *"**To begin with, we are interested in your thoughts and opinions about agriculture and water quality. What are your immediate thoughts when I say agricultural production, and how do you think it is related to water quality?**"*

   This phase of the meeting is intentionally unstructured, and the challenge for the facilitator is to get the discussion started and keep it going, without affecting the direction of the discussion (except trying to keep it within the context of agriculture and water quality). It is thus important that the facilitator actively keeps the discussion going, e.g. by using probes like "Would you explain further?", "Could you give an example?", "How is this related to that?", "I don't understand?". If the discussion moves too far away from the topic, it may be necessary to read out the introductory text to Phase 2 again.

Phase 3 (structured brainstorm: agriculture and water quality, 60-75 minutes)

9. ***"In the following, we want to discuss some specific aspects with you in relation to agriculture and water quality. We want you to think about what is important for you, what affects you, how it affects you, which aspects should be considered when new policies or measures are introduced - both from your personal view and from a societal point of view?***

   To give you an example, from a completely different area, a theme could be public transportation.
   So what may be important for you in relation to such a theme? Well, it could be
   that travel time is important for some people, while the number of changes between for instance bus and train, and the associated waiting time is important to others.
   From a more societal angle, you might find it important to have an effective public transportation system because it reduces CO2 emissions if people choose the bus instead of the car – or because the roads will be less congested.

   In front of you are three small paper notes of different colours. Each colour is associated with a theme that we would like to discuss with you.
   The idea is that you write down statements regarding your viewpoints, understandings and worries within the associated theme.
   Please make one short and concise statement per piece of paper.
   In relation to the example of public transport, a statement to put on a note could be "there should be enough seats for all passengers in the bus".

We will collect all these notes afterwards and use them in the follow-up work in the project.
Anything that comes to your mind is relevant.
For each theme, you will get 2-3 minutes for yourself and write down as many statements as you can think of in relation to the theme.
We will then have an open discussion about what you have written on your notes. You are welcome to write down more notes during this discussion, if something else comes to mind.*"*

It is important that the facilitator keeps this discussion as far as possible open and on track in terms of keeping focus on the specified themes and aimed at getting as many statements as possible down on paper concerning what is important for the individual participants. It might be necessary to ask participants to write down their statements that could emerge during this phase, if they have not already done so. Also important is to keep track of time to ensure that all three themes are discussed (max 1 hour in total).

10. Each theme is introduced by a small piece of text. The specific pieces of text in *"italics"* and **bold** for each theme below should be printed on separate pages and put on the table in front of respondents, so they can read it. These info-statements should only be distributed when each theme is presented. Use as large a font as possible, to increase readability and let respondents share (3-4 copies of each should be enough depending on the size of the table). If possible, use coloured paper to match the colour coding for each theme, otherwise write clearly on the top of each page which colour they should be using when writing down their statements.

10.1. Water quality (Blue paper) – max 15 minutes

10.1.1. "***The first theme considers water. We are thinking about both surface water like streams, rivers, lakes, and coastal waters as well as groundwater. The quality of water and whether or not it is polluted, may affect us in different ways.***
Which aspects of water quality are important to you, and why?*"*

10.2. Agricultural production (Green paper) – max 15 minutes

10.2.1. "***The second theme considers the use of land for agricultural production. Land is used by landowners and farmers to grow crops and graze cattle and other animals, but might also play a role in rural livelihoods, and the visual appearance of the landscape.***
Which aspects of agricultural production are important to you, and why?*"*

10.3. Regulation of agriculture and water quality (White paper) – max 30 minutes

10.3.1. "***The third theme considers the balance between agricultural production and water quality. In agriculture, fertilizers are typically used to enhance the growth of plants, and pesticides are used to control pests and weeds. Though applied on fields, fertilizer and pesticide residues may sometimes end up in surface waters and groundwater where it may affect water quality negatively. Quite often, such negative impacts on water quality will show up several years after, and often far away from the field where the fertilizer and pesticides were applied. So, when regulating the use of fertilizer and pesticides in agriculture, it might take several years before we see improvements in water quality, and there will often be uncertainty about the magnitude and location of the improvement. This makes it difficult to target and evaluate measures to reduce fertilizer or pesticide use in agriculture. What are your thoughts and opinions in relation to these aspects of time delays and uncertainty about the improvements when it comes to environmental regulation of agriculture?***"

Phase 4 (Closing the interview, 5 minutes)

11. Collect the statement notes from each participant inside the folded name card in order to keep track of who stated what. On each name card, write the participant number in accordance with the numbers assigned in section 2 of the Reporting Document.
12. Ask if there are any questions before we finish? Any other comments or considerations that they would like to mention in relation to the discussion?
13. Thank participants for their participation and say goodbye
14. If requested, give them contact information for further follow up, and direct them to the LEAP web-page if interested in following the project and its results (https://uwaterloo.ca/legacies-of-agricultural-pollutant/)

Phase 5 (post-interview processing)

15. Immediately after the interview, the facilitator and the note-taker discuss and assess the focus group interview. If there were any deviations from the Protocol, these are noted in section 6 of the Reporting Document. Any other observations and experiences that may be relevant for the subsequent use of the outcome of the focus group are noted in section 5 of the Reporting Document.
16. The facilitator and/or the note-taker enter all of the collected statement notes into section 4 of the Reporting Document. If the interview was recorded digitally, the sound recording may be used to further update and correct section 4.
17. The facilitator is responsible for finalizing the Reporting Document.

Water quality (blue paper)

The first theme considers water.

We are thinking about both surface water like streams, rivers, lakes, and coastal waters as well as groundwater.

The quality of water and whether or not it is polluted, may affect us in different ways.

Which aspects of water quality are important to you, and why?

The second theme considers the use of land for agricultural production.

Land is used by landowners and farmers to grow crops and graze cattle and other animals, but might also play a role in rural livelihoods, and the visual appearance of the landscape.

Which aspects of agricultural production are important to you, and why?

The third theme considers the balance between agricultural production and water quality.

In agriculture, fertilizers are typically used to enhance the growth of plants, and pesticides are used to control pests and weeds. Though applied on fields, fertilizer and pesticide residues may sometimes end up in surface waters and groundwater where it may affect water quality negatively.

Quite often, such negative impacts on water quality will show up several years after, and often far away from the field where the fertilizer and pesticides were applied. So, when regulating the use of fertilizer and pesticides in agriculture, it might take several years before we see improvements in water quality, and there will often be uncertainty about the magnitude and location of the improvement. This makes it difficult to target and evaluate measures to reduce fertilizer or pesticide use in agriculture.

What are your thoughts and opinions in relation to these aspects of time delays and uncertainty about the improvements when it comes to environmental regulation of agriculture?

Appendix 7.b. Protocol for focus group interview 2 (partly in Danish)

Gruppen skal bestå af 6-8 deltagere, som så vidt som muligt repræsenterer den sociodemografiske variation case områdets population. (eks. både mænd og kvinder, unge og ældre, høj og lav indkomst, urban og landlig, høj og lav uddannelse, etc.). Deltagerne skal være lægmænd uden ekspertviden om samspillet mellem landbrugsproduktion og vandkvalitet.

Rekruttering af deltagere til gruppen skal foretages gennem enten 1) nominering, hvor en neutral person I case området nominerer en liste med personer, der opfylder de ovenstående kriterier, eller 2) ved hjælp af opslag eller annoncer I aviser, opslagstavler eller sociale medier, eller 3) ved brug af en professionel rekrutteringsservice. For at skabe et incitament til at deltage vil hver deltager modtage et gavekort på $25. Når deltagerne er rekrutteret fremsendes en personlig skriftlig bekræftelse enten med post eller på e-mail, med informationer om tid og sted for mødet.

Facilitatoren modererer interviewet og sørger for at det gennemføres i overensstemmelse med den semi-strukturerede interviewprotokol nedenfor. Det er vigtigt at følge manuskriptet så tæt som muligt, især de afsnit, hvor det udtrykkeligt er skrevet, hvilke oplysninger der skal gives til respondenterne (disse er angivet med ***"fed kursiv"***).

Facilitatoren bør:

- stille spørgsmål og bede om uddybende kommentarer, men ikke deltage i dialogen eller rette på deltagerne.
- være i stand til at holde diskussionen igang, taktfuldt håndtere vanskelige eller stærkt talenden deltagere, og sørge for at alle deltagere bliver hørt
- være vidende om samspillet mellem landbrugsproduktion og vandmiljø

Under fokusgruppeinterviewet skal facilitatoren:

- sørge for en positiv tone.
- sørge for at alle bliver hørt
- Spørge efter mere uddybende svar, hvis det er nødvendigt.
- Holde et vågent øje med spørgsmål og tid - det er dit job at sikre, at du er på rette spor.
- Diskuter ikke et punkt med en deltager, selv ikke hvis de tager fejl. Adressér det evt. senere, hvis det er nødvendigt

Referenten dokumenterer interviewet ved at tage noter under interviewet (samt evt. ved hjælp af en digital optager eller optagelse ved hjælp af en telefon) og hjælper facilitatoren, når det er relevant. Specielt er det meget vigtigt, at referenten tager noter under den åbne diskussion i fase 2 samt i

drøftelsen af de tre forskellige temaer i fase 3. Det er vigtigt at nedskrive alle de udsagn /meninger og præferencer, som respondenterne laver under disse drøftelser. Disse kan også være mere implicitte i form af argumenter eller forklaringer. Disse noter skal indtastes direkte i afsnit 3 i rapporteringsdokumentet under interviewet. Aspekter, der ikke er relateret til temaerne, skal noteres i afsnit 4 i rapporteringsdokumentet under interviewet.

Interviewet

Længde: 1-1½ time.

Lokation: Komfortabelt og let tilgængeligt. Alle deltagere (herunder facilitator og referent) bør sidde rundt om et enkelt bord, og være i stand til at se hinanden.

Klargør følgende inden interviewet:

- Kaffe, te, vand og snacks skal være tilgængelige på bordet.
- Navneskilte (Deltagerne skriver deres navn på et foldet stykke A4 papir og placerer det på bordet foran dem – Efter interviewet bruges de foldede navneskilte til at samle spørgeskemaer og illustrationsark, som den enkelte deltager har nedskrevet under interviewet).

- En kuglepen eller blyant til hver deltager

- Et spørgeskema til hver deltager ("Questionnaire Country_FG2.docx"). Brug to-sidet udskrift på A4, hæftet med to klammer I venstre side (så det bliver et hæfte). Spørgeskemaet må ikke deles ud før fase 2.

- Et sæt illustrationsark ("Illustration sheet Country_FG2.docx") til hver deltager. Brug enkelt-sidet udskrift på A4 med en enkelt hæfteklamme I øverste venstre hjørne. Illustrationsarket må ikke deles ud før fase 3.1.

- *Facilitatoren såvel som referenten bør som forberedelse have læst nedenstående interview manuscript og spørgeskemaet igennem mindst et par gange for at sikre et veludført interview!*

Interview manuskript

Fase 1 (Velkommen, 5 minutter)

0. Når respondenterne ankommer, skal du sørge for at hilse på dem og bede dem om at tage plads ved bordet. Bed dem om at skrive deres fornavn på navneskiltet og placer det på bordet foran dem.
1. Start af interview: Velkommen og tak alle for at de har lyst og mulighed for at deltage
2. Introducér dig selv og referenten. Lad deltagerne vide, at referenten vil tage noter om, hvad der diskuteres, men at de enkelte kommetarer ikke vil kunne ledes tilbage til bestemte personer.
3. Bed om tilladelse til at optage interviewet, hvis du bruger en optager
4. Giv deltagerne praktiske oplysninger om processen, timingen, toilettet, tilgængeligheden af drikkevarer og snacks osv.
5. Lad kort deltagerne introducere sig selv (deres fornavn og hvor de er fra) og udfyld deltageroplysningerne i afsnit 2 i rapporteringsdokumentet
6. Giv et meget kort overblik over projektet og målene for fokusgruppen:
   *"**Fokusgruppeinterviewet her er en del af et internationalt forskningsprojekt med partnere fra universiteter i Sverige, Danmark, Portugal og Canada.***
   Projektet fokuserer på landbrugets indvirkning på vandkvaliteten i forhold til grundvand og overfladevand, såsom søer, vandløb, floder og kystvande.
   Formålet med mødet er at afprøve et spørgeskema, som vi har udviklet med henblik på at indsamle information om folks holdninger, meninger, præferencer og synspunkter i relation til vandkvalitet. Vi har planer om at sende spørgeskemaet ud til omkring 5000 svarpersoner til næste år.
   Men før vi gør det, er vi nødt til at sikre os, at både spørgsmålene og informationen i spørgeskemaet rent faktisk er forståelige. Det er derfor vi har brug for jeres hjælp i dag.
   Vi vil ikke forklare mere om selve projektet lige nu, men I må meget gerne få mere at vide om projektet efter mødet"
   (Hvis nogen spørger, så forklar at det er for at undgå at påvirke dem med mere information end vores svarpersoner vil have)
7. Forklar 'reglerne' for fokusgruppeinterviewet:
   7.1. En person taler ad gangen
   7.2. Alle har ret til at tale. Facilitatoren kan spørge en person, der taler meget om at træde tilbage og give andre en chance for at udtrykke sig og kan ligeledes spørge en mere tilbageholdende person, om han eller hun har noget at dele
   7.3. Der er ingen rigtige eller forkerte svar / ideer / meninger. Alles ideer vil blive respekteret. Vær venlig ikke at kommentere eller bedømme hvad andre gruppemedlemmer siger, og vent med at give råd til efter interviewet er afsluttet.

Phase 2 (answering questionnaire, 20-30 minutes)

8. Hand out one questionnaire to each participant.
9. Inform the participants that they should answer the questionnaire quietly, not discussing the questions with others, just as if they were doing this on their own at home. Explain that they will get about 20-25 minutes to answer the questionnaire. Once they are finished they should wait

quietly until everyone is done. Explain that when 25 minutes have gone, you will stop them if they are not yet finished, simply because it is more important to have time for the following discussions than waiting for the last few answers.

10. Also inform the participants that their thoughts on the questionnaire will be discussed in plenum in the next phase. It may therefore be useful for them to take notes on their thoughts when answering. They should simply write down such notes directly in the questionnaire. Similarly, if anything in the questionnaire is unclear or seems strange to them, they should make a note about it in the questionnaire and then raise the issue in the plenum phase afterwards rather than ask for help right away.
11. While participants answer the questionnaire, make sure that the room is quiet. If two or more participants engage in conversation, respectfully ask them to remain quiet until all have finished the questionnaire.
12. Keep track of time. Observe and note down the time when the first participant finishes the questionnaire as well as when the last participant finishes.
13. Hopefully all participants finish in close to 20 minutes, but if 25 minutes have gone and some participant(s) have still not finished, inform them that they will only get one more minute to finish, and then proceed to phase 3. You might though adjust the timing slightly, if it is evident that no one is finished after 25 minutes. In that case give them a few more minutes, so that at least half of them have finished.

Phase 3 (open discussion about the questionnaire, 30-45 minutes)

14. ***"Vi vil nu gå igennem spørgeskemaet sammen og diskutere indhold, ordvalg og udformning. Vi kommer til at bruge mest tid på del 2 i spørgeskemaet."***

The questionnaire should then be reviewed/discussed in plenum, question by question (including the text pages).

It is particularly important to get feedback on whether and how the participants have understood the information texts as well as the questions – and it is much less important what they have actually answered to the questions. Start out by explaining respondents that the discussions will be centered on their understanding (or lack thereof) of the questions and information texts in the questionnaire rather than what they have actually answered. Explain that it is not that you are not interested in their answers, but since you will collect their questionnaires at the end of the interview, it will be possible for the research group to have a closer look at their specific answers after the interview. Also explain, that you might not answer all the questions they might have, either simply because you are unable to or because there is not enough time to do so during the interview (in which case they are welcome to ask for elaboration after the interview).

The review of some questions and text-parts may take longer than others. If a question or text-part was clearly well understood by everyone, then quickly proceed to next question. If they find specific information or questions difficult to understand, probe more into why they found it difficult, and also ask for suggestions of how it could be improved. Try to figure out if it is only a single participant who misunderstands a particular question / finds it difficult to understand, or it is rather a general issue for several participants. Also try to find out whether a question/text is perceived as slightly difficult (i.e. fairly easy to understand), somewhat difficult (i.e. requires more effort to understand) or very difficult (i.e. not possible to understand).

The introduction and part 1 of the questionnaire should be reviewed as quickly as possible. In part 3 it is particularly important to get feedback on questions 11-20, whereas you do not need to go through questions 21-28 if time is running out (these questions concerning personal information are rather standard, so not much need for feedback on these).

The overall time spent on reviewing each questionnaire part should be approximately:
- Introduction and part 1: 5 minutes.
- Part 2: 20-30 minutes + 10 minutes for the procedure described in Phase 3.1 below (Notice: once you are done with the general review of part 2, you should move on to Phase 3.1. *before* continuing with the general review of part 3 of the questionnaire)
- Part 3: 10-15 minutes.

This review phase of the interview is intentionally somewhat unstructured, and the challenge for the facilitator is to get the discussion started and keep it going, without affecting the direction of the discussion (except trying to keep it within the context of the questionnaire and breaking off discussions that are not fruitful in terms of adding to our understanding of how participants experienced and perceived the questions). It is thus important that the facilitator actively keeps the discussion going, e.g. by using probes like "Would you explain further?", "Could you give an example?", "How is this related to that?", "I don't understand?", until it is assessed that enough information about the issue of the discussion is obtained.

14.1. The following questions could be used to initiate and facilitate the review process:

"Var det svært at forstå det her spørgsmål / den her tekstbid? Hvorfor? Synes I alle det? Har I forslag til hvordan det kan ændres??"

"Hvordan forstod I det her spørgsmål / den her tekstbid"?

"Har I andre kommentarer til det her spørgsmål / den her tekst?"

14.2. Whenever illustrations are prevalent – particularly in part 2:

"Var det svært at forstå hvad illustrationerne skulle forestille? Kan I uddybe hvorfor eller hvilke særlige aspekter, som gjorde det svært eller forvirrende?"

14.3. For the text-heavy first half of part 2, address the text and illustrations associated with one headline at the time. A few specific issues should be addressed for this part:

"Hvad synes I om kortene der blev brugt? Ville I være i stand til at udpege på kortet hvor I bor?"

"Hvordan opfattede I illustrationerne af usikkerhed på side 6? Kan I forklare hvad det betyder når vandkvaliteten 'Mest sandsynligt' når God status?"

"How did you understand the illustrations of timeframes on page 7? Did you consider that the expected water quality improvement would be realized in the beginning, middle or end of the timeframe interval, or did you rather consider that it could be anywhere in the interval?"

"Var det realistisk at omkostningerne ved at opnå vandkvalitetsforbedringerne skulle dækkes a fen øget skat for den enkelte husholdning? Hvorfor/hvorfor ikke? Er der andre måder at betale for, som er mere realistiske?"

15. When you are finished with reviewing part 3, round of the review with these questions regarding general aspects of the questionnaire:

"Hvad synes I om lotteri-spørgsmålene (spørgsmål 11-20)? Følte I jer testet, dvs. Havde I fornemmelsen af, at der var et 'korrekt' svar? Tror I I ville have svaret anderledes på lotterispørgsmålene, hvis udbetalingerne var rigtige og ikke bare tænkte?"

"Hvad tænker I generelt om spørgeskemaet I forhold til

- ***længde?***
- ***værhedsgrad?***
- ***opbygning?"***

"Var emnerne interessante?"

"Hvis I havde fået spørgeskemaet her derhjemme, ville I så have svaret på det? Hvorfor/hvrofor ikke?"

<u>Phase 3.1. (detailed questions about part 2 in the questionnaire, 10 minutes)</u>

16. Once you are done with the general review of part 2 you should do the following before continuing your review of part 3:
17. Hand out one set of illustration sheets to each participant (The printout of "Illustration sheet Country_FG2.docx" with different illustrations of the icons for "tap water treatment", "certainty of prediction", and "when the conditions are achieved".

17.1. Ask the participants to look at the sheets individually for about two minutes in total, and put a circle around the illustrations they find to best illustrate the different conditions (specified on the sheets). Explain that they can pick any of the illustrations on the sheet, also the one that is currently used in the questionnaire, and if they cannot decide, they can circle more than one illustration

17.2. Once everyone has made up their minds (or after about two minutes), ask each person to reveal her/his decision and reflect shortly on her/his choice.

18. Ask the participants about their overall view of part 2:

"Var de beskrevne forhold realistiske?"

"*Forstod I systemet med valget mellem forskellige politikforslag i del 2, og gav det mening? Var de beskrevne konsekvenser af politikforslagene realistiske? Hvorfor/hvorfor ikke?"*

"Tog I alle fem egenskaber i betragtning da I traf jeres valg, eller så I bort for nogen af egenskaberne?"

"Hvis I blev spurgt om at svare på de same seks valgsitationer igen om en uge, tror I så I ville vælge de samme? Hvorfor/hvorfor ikke?"

"Hvad tænker I hvis der I stedet for 6 havde været 9 valgsituationer? Og hvad hvis det var 12?"

Phase 4 (closing the interview, 5 minutes)

19. Ask if there are any questions before we finish? Any other comments or considerations that they would like to mention in relation to the discussion?
20. Ask participants to leave their questionnaires and sheets with illustrations on the table.
21. Thank participants for their participation and say goodbye. If relevant, provide them with their fee/reward for participating in the focus group.
22. If requested, give them contact information for further follow up, and direct them to the LEAP web-page if interested in following the project and its results (https://uwaterloo.ca/legacies-of-agricultural-pollutant/).
23. Collect the questionnaires and sheets with illustrations for post-processing.

Phase 5 (post-interview processing)

24. Immediately after the interview, the facilitator and the note-taker discuss and assess the focus group interview. Then the Reporting Document needs to be completed (Use the file "Reporting template_FG2.docx" for this purpose). It is important to note down all the issues/concerns/suggestions that came up during the interview, which could lead to subsequent improvements of the questionnaire. If there were any deviations from the protocol, these are noted in section 5 of the Reporting Document. Any other observations and experiences that may be relevant for the subsequent use of the outcome of the focus group are noted in section 6 of the Reporting Document.

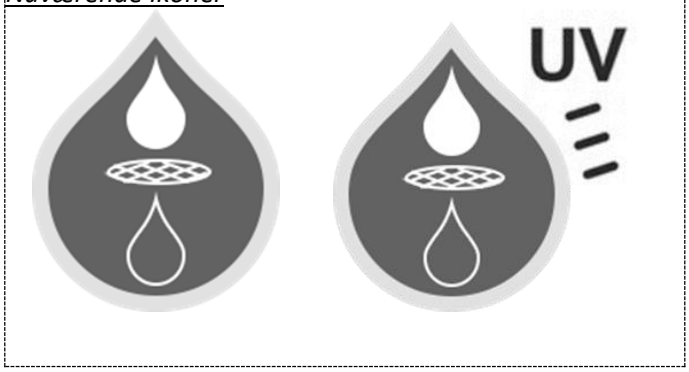
25. Update and correct section 3 of the Reporting document based on the questionnaires and illustration sheets filled in by participants as well as the sound recording (If the interview was recorded digitally).
26. The facilitator is responsible for finalizing the Reporting Document in English. Once the document is finalized it should be returned to Søren via mail: sobo@ifro.ku.dk

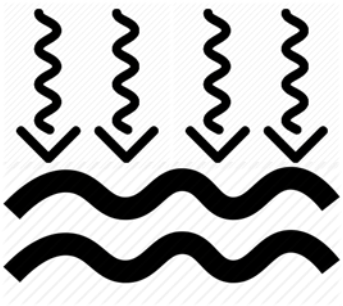
Illustration sheet

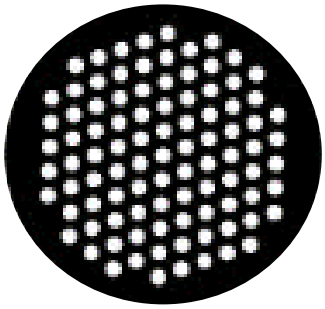
Hvilket ikon synes du bedst illustrerer "Ikke-kemisk desinfektion"?

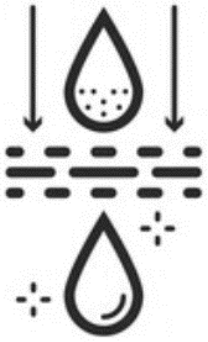
Hvilket ikon synes du bedst illustrerer "Simpel behandling"?

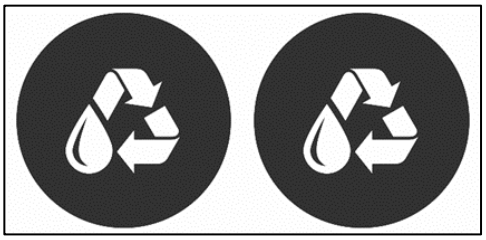
Nuværende ikoner

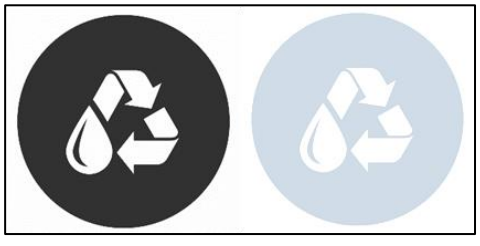






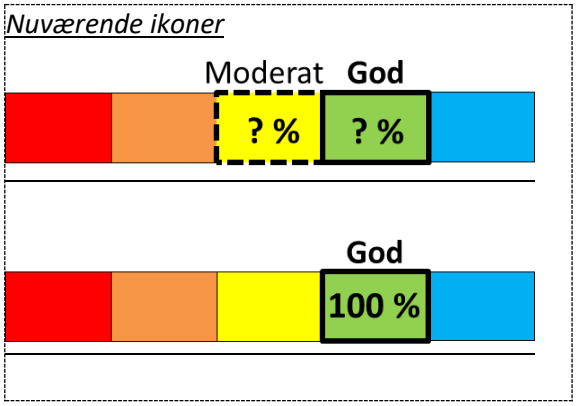


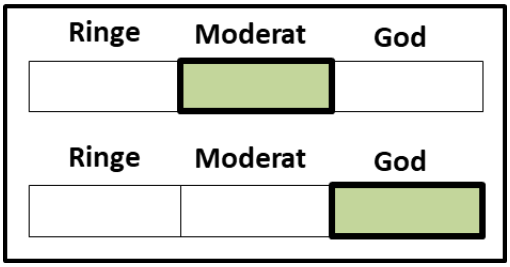


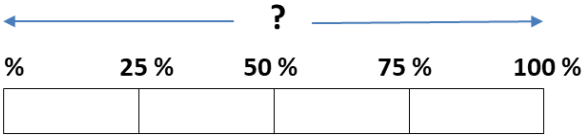


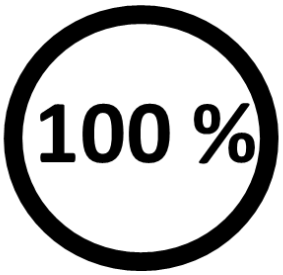
Hvilket ikon synes du bedst illustrerer "Sikker forventning"?

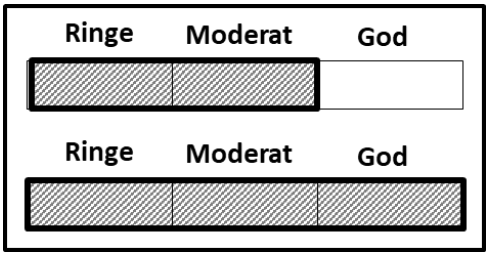
Hvilket ikon synes du bedst illustrerer "Usikker forventning"?

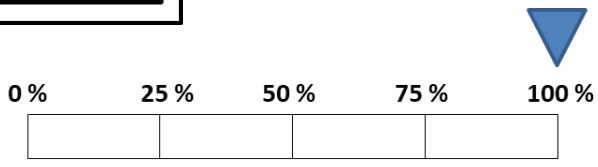


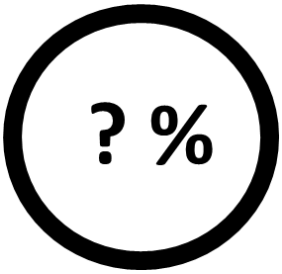






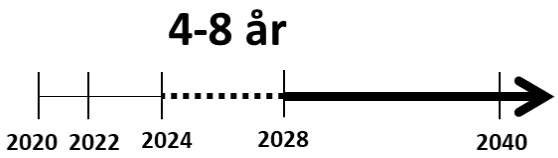


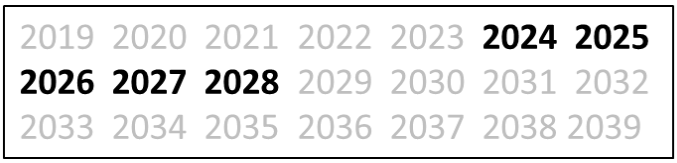


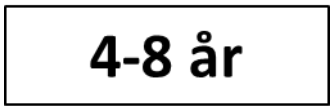


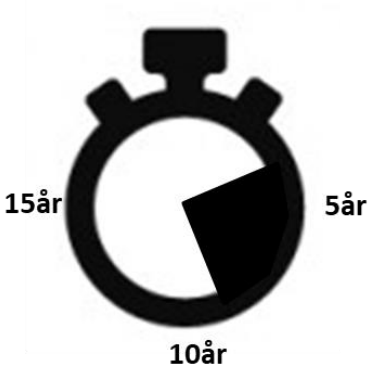
Hvilket ikon synes du bedst illustrerer at forbedringerne opnås om "4-8 år"?

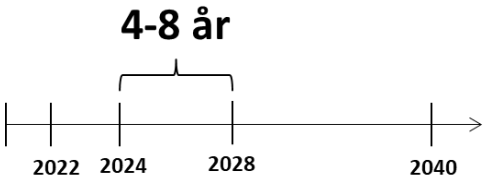
Nuværende ikon











Appendix 7.c. Protocol for focus group interview 3

The group should consist of 6-8 participants who as far as possible represent the sociodemographic variation within the target population in the exemplar area (e.g. male and female, young and old, high and low income, urban and rural, high and low education, etc.). Participants should be lay-people without expert knowledge on the agriculture and water nexus, and they should not have participated in previous focus groups in the project.

Recruitment of participants for the group is done either 1) by nomination, asking a neutral party in the case area to nominate a list of persons satisfying the criteria outlined above, or 2) by ads or announcements in newspapers, bulletin boards or social media, or 3) by using a professional selection service. Participation should be incentivized by offering participants a small reward, e.g. a gift certificate of $25. When the participants have been recruited, make sure to send a personal written confirmation by mail or email, informing about place and time of the meeting.

The facilitator moderates the interview and ensures that it progresses in accordance with the semi-structured interview script below. It is important to follow the interview script as closely as possible, especially those sections where it is explicitly written what information should be given to respondents (this is indicated below in *"**bold italic**"*).
The facilitator should ideally:

- ask questions and probes, but not participate in the dialogue or correct participants.
- be able to keep the discussion going, deal tactfully with difficult or outspoken group members, and make sure all participants are heard.
- be knowledgeable about the agriculture-water-nexus.

During the focus group interview, the facilitator should

- set a positive tone.
- make sure everyone is heard; draw out quieter group members.
- probe for more complete answers if necessary.
- monitor questions and the time closely
- *not* argue specific points with participants, even if they are mistaken about something. Address it later if you must.

The note-taker records the interview by taking notes on a laptop during the interview (possibly also using a digital recorder or recording using a phone if the group allows), and assists the interviewer whenever relevant. Specifically, it is very important that the note-taker takes notes during the open discussions in phase 3. It is important to note down all the statements/comments/reactions that respondents make during these discussions, whether they are formulated explicitly as statements/opinions/preferences or more implicit as arguments or explanations. These notes should be

entered directly into section 3 of the Reporting Document during the interview. Aspects not directly related to the questionnaire discussion should be noted in section 4 of the Reporting Document during the interview.

The interview

Duration: 1½ hours.

Location: Comfortable and easily accessible. All participants (including the facilitator and the note-taker) should be seated around a single table, able to see each other.

Prepare the following for the interview:

- Coffee, tea, water and snacks should be made available on the table.
- Name cards (folded sheet of A4 that participants write their own first name on and place on the table in front of them).
- A pen for each participant.
- One printout of the questionnaire for each participant ("Questionnaire Country_FG3.docx"). Use two-sided printing on A4 and staple it with two staples on the left side (so that it becomes magazine style booklet). The questionnaire should not be handed out until Phase 2.
- *The facilitator as well as the note-taker should have carefully read the interview script below as well as the questionnaire at least a couple of times in order to conduct a successful interview!*

Interview script

Phase 1 (Welcome, 5 minutes)

0. When respondents arrive, make sure to greet them and ask them to take a seat at the table. Ask them to write their first name on the name card available on the table in front of them.
1. Start of interview: Welcome and thank everyone for agreeing to participate.
2. Introduce yourself and the note-taker. Let participants know that the note-taker will be taking notes about what is discussed, but that individual names or identifying information will not be attached to comments.
3. Ask for permission to record the interview, if you are using a recorder.
4. Give participants practical information about the process, timing, location of restrooms, availability of drinks and snacks, etc.
5. Let participants briefly introduce themselves (their first name, age, educational background and whether they are a member of any relevant association). Use this information to fill in the participant information in section 2 of the Reporting Document.
6. Provide a very brief overview of the project and goals for the focus group:
   *"**This focus group interview is part of an international research project with partners from universities in Sweden, Denmark, Portugal and Canada.***
   The project focuses on the future quality of the groundwater and surface water, such as lakes, streams and rivers.
   The purpose of this meeting is to test a questionnaire which we have developed with the intent to collect information about peoples' attitudes, opinions, preferences and viewpoints in relation to water quality. We will distribute the questionnaire to around 5000 participants later this year. However, before doing so, we need to make sure that all the questions and information provided in the questionnaire is actually understandable. That is why we need your help here today. We will not say more about the project right now, but more information about the project is available after the meeting" (if anyone asks, explain that this is in order to avoid that this information influences the group discussion)
7. Explain the "rules" for the focus group interview:
   7.1. One person talks at a time.
   7.2. Everyone has the right to talk. The facilitator may ask someone who is talking a lot to step back and give others a chance to talk, and may ask a person who is less outspoken if he or she has anything to share.
   7.3. There are no right or wrong answers/ideas/opinions. Everyone's ideas and viewpoints will be respected. Please, do not comment on or make judgments about what someone else says, and do not offer advice until after the meeting.

Phase 2 (answering questionnaire, 20-30 minutes)

8. Hand out one questionnaire to each participant.
9. Inform the participants that they should answer the questionnaire quietly, not discussing the questions with others, just as if they were doing this on their own at home. Explain that they will get about 20-25 minutes to answer the questionnaire. Once they are finished they should wait quietly until everyone is done. Explain that when 25 minutes have gone, you will stop them if they are not yet finished, simply because it is more important to have time for the following discussions than waiting for the last few answers.
10. Also inform the participants that their thoughts on the questionnaire will be discussed in plenum in the next phase. It may therefore be useful for them to take notes on their thoughts when answering. They should simply write down such notes directly in the questionnaire. Similarly, if anything in the questionnaire is unclear or seems strange to them, they should make a note about it in the questionnaire and then raise the issue in the plenum phase afterwards rather than ask for help right away.
11. While participants answer the questionnaire, make sure that the room is quiet. If two or more participants engage in conversation, respectfully ask them to remain quiet until all have finished the questionnaire.
12. Keep track of time. Observe and note down the time when the first participant finishes the questionnaire as well as when the last participant finishes. (This needs to be entered in section 3 of the reporting template!)
13. Hopefully all participants finish in close to 20 minutes, but if 25 minutes have gone and some participant(s) have still not finished, inform them that they will have to stop now in order to have enough time for the next phase of the interview. You might though adjust the timing slightly, if it is evident that no one is finished after 25 minutes. In that case give them a few more minutes, so that at least half of them have finished.

Phase 3 (open discussion about the questionnaire, 45-60 minutes)

14. ***"We will now go through the questionnaire together, and discuss the content, wording and design of each part. We will spend most time on part two of the questionnaire."***

The questionnaire should then be reviewed/discussed in plenum, question by question (including the text pages).

It is particularly important to get feedback on whether and how the participants have understood the information texts as well as the questions – and it is much less important what they have actually answered to the questions. Start out by explaining respondents that the discussions will be centered on their understanding (or lack thereof) of the questions and information texts in the questionnaire rather than what they have actually answered. Explain that it is not that you are not interested in their answers, but since you will collect their questionnaires at the end of the interview,

it will be possible for the research group to have a closer look at their specific answers after the interview. Also explain, that you might not answer all the questions they might have, either simply because you are unable to or because there is not enough time to do so during the interview (in which case they are welcome to ask for elaboration afterwards).

The review of some questions and text-parts may take longer than others. If a question or text-part was clearly well understood by everyone, then quickly proceed to next question. If they find specific information or questions difficult to understand, probe more into why they found it difficult, and also ask for suggestions of how it could be improved. Try to figure out if it is only a single participant who misunderstands a particular question (or finds it difficult to understand), or it is rather a general issue for several participants. Also try to find out whether a question/text is perceived as slightly difficult (i.e. fairly easy to understand), somewhat difficult (i.e. requires more effort to understand) or very difficult (i.e. not possible to understand).

The Introduction and Part 1 of the questionnaire should be reviewed as quickly as possible. The entire Part 2 needs to be carefully assessed as this is the most important part of the questionnaire. In Part 3 it is particularly important to get feedback on questions 14-24, whereas you do not need to go through the demographic questions on the last two pages if time is running out (these questions concerning personal information are rather standard, so not much need for feedback on these).

The overall time spent on reviewing each questionnaire part should be approximately:
- Introduction and Part 1: 5 minutes.
- Part 2: 30-40 minutes.
- Part 3: 10-15 minutes.

This review phase of the interview is intentionally somewhat unstructured, and the challenge for the facilitator is to get the discussion started and keep it going, without affecting the direction of the discussion (except trying to keep it within the context of the questionnaire and breaking off discussions that are not fruitful in terms of adding to our understanding of how participants experienced and perceived the questions). It is thus important that the facilitator actively keeps the discussion going, e.g. by using probes like ***"Would you explain further?", "Could you give an example?", "How is this related to that?", "I don't understand?"***, until it is assessed that enough information about the issue of the discussion is obtained.

14.1. The following questions could be used to initiate and facilitate the review process:

"Did you have any difficulties understanding this question/piece of text? Which? Did you all experience this? Do you have suggestions for changes that would make it easier to understand this question/text?"

"How did you understand this specific question/text"?

"Do you have any other comments regarding this question/text?"

14.2. Whenever illustrations are prevalent – particularly in part 2:

"Did you have any difficulties understanding what the illustration(s) were representing? Can you elaborate on why or which particular aspects that made it difficult or confusing? "

14.3. For the text-heavy first half of part 2, address the text and illustrations associated with one headline at the time. A few specific issues should be addressed for this part:

"What did you think of the maps used? Would you be able to pinpoint on the map where you live?"

"How did you understand the description of uncertainty levels on page 6? Can you explain what it means when there is a '75 % probability' of reaching a Good water quality?"

"How did you understand the timeframes on page 7? Did you consider that the expected water quality improvement would be realized in the beginning, middle or end of the timeframe interval, or did you rather consider that it could be anywhere in the interval?"

14.4. It is particularly important to ask the respondents on their attitude towards the tax payment:

"Do you find it realistic that the costs of the water quality improvements will be covered by a tax increase for your household? Why/why not? Are there other forms of payment that you would find more relevant to use in practice?"

14.4. Regarding the choice situations:

"***Did you understand the setup of the policy choice questions in part 2 and did it make sense to you? Were the described consequences of the policies credible? Why/why not?"***

"Did you consider all the characteristics when choosing among policies or did you ignore certain characteristics?"

"If you were asked to answer the same choice situations again in a week, do you think you would make the same choices? Why/why not?"

15. When you are finished with reviewing part 3, round of the review with these questions regarding general aspects of the questionnaire:

"What did you think of the lottery questions (questions 14-24) in general? Did you feel you were being tested, i.e. that there was a 'correct' answer? Would you have answered these questions differently, if the lotteries were actually real and not hypothetical?"

"What are your thoughts on the questionnaire in general, in terms of

- ***length?***
- ***difficulty?***
- ***structure?"***

"Did you find the topics interesting?"

"If you had received this questionnaire at home, would you have answered it? Why/why not?"

Phase 4 (closing the interview, 5 minutes)

16. Ask if there are any questions before we finish? Any other comments or considerations that they would like to mention in relation to the discussion?
17. Ask participants to leave their questionnaires on the table, and explain that they will be treated with confidentiality and only shared with other researchers in the LEAP research project.
18. Thank participants for their participation and say goodbye. If relevant, provide them with their fee/reward for participating in the focus group.
19. If requested, give them contact information for further follow up, and direct them to the LEAP web-page if interested in following the project and its results (https://uwaterloo.ca/legacies-of-agricultural-pollutant/).
20. Collect the questionnaires for post-processing.

Phase 5 (post-interview processing)

21. Immediately after the interview, the facilitator and the note-taker discuss and assess the focus group interview. Then the Reporting Document needs to be completed (Use the file "Reporting template_FG3.docx" for this purpose). It is important to note down all the issues/concerns/suggestions that came up during the interview, which could lead to subsequent improvements of the questionnaire. If there were any deviations from the protocol, these are noted in section 5 of the Reporting Document. Any other observations and experiences that may be relevant for the subsequent use of the outcome of the focus group are noted in section 6 of the Reporting Document.
22. Update and correct section 3 of the Reporting document based on the questionnaires filled in by participants as well as the sound recording (If the interview was recorded digitally).
23. The facilitator is responsible for finalizing the Reporting Document in English. Once the document is finalized it should be returned to Søren via mail: sobo@ifro.ku.dk
    Additionally, the filled-in questionnaires should be brought along to the LEAP annual meeting in Stockholm and handed over to Søren.

Appendix 7.d. Reporting document for focus group interview 1

Study information

Date: x
Number of focus group participants: x
Exemplar site: x
Facilitator: x
Note-taker: x
Brief description of procedure used for recruiting participants: x

Participant information

Participant 1 (P1): Age: x Gender: x Educational background: x
Membership of relevant associations (e.g. farmers, Environmental NGOs): x

Participant 2 (P2): Age: x Gender: x Educational background: x
Membership of relevant associations (e.g. farmers, Environmental NGOs): x

Participant 3 (P3): Age: x Gender: x Educational background: x
Membership of relevant associations (e.g. farmers, Environmental NGOs): x

Participant 4 (P4): Age: x Gender: x Educational background: x
Membership of relevant associations (e.g. farmers, Environmental NGOs): x

Participant 5 (P5): Age: x Gender: x Educational background: x
Membership of relevant associations (e.g. farmers, Environmental NGOs): x

Participant 6 (P6): Age: x Gender: x Educational background: x
Membership of relevant associations (e.g. farmers, Environmental NGOs): x

Participant 7 (P7): Age: x Gender: x Educational background: x
Membership of relevant associations (e.g. farmers, Environmental NGOs): x

Participant 8 (P8): Age: x Gender: x Educational background: x
Membership of relevant associations (e.g. farmers, Environmental NGOs): x

Participant 9 (P9): Age: x Gender: x Educational background: x
Membership of relevant associations (e.g. farmers, Environmental NGOs): x

Participant 10 (P10): Age: x Gender: x Educational background: x
Membership of relevant associations (e.g. farmers, Environmental NGOs): x

Comments obtained in Phase 2 (Open discussion about agriculture and water quality)

As far as possible, enter all statements/opinions/preferences/argumentations/explanations as well as other potentially relevant observations here:

- Xx
- Xx
- Xx

Observations from Phase 3 and Statements collected

Theme 1 Water quality (blue paper):

- *Note the time when information is given (i.e. when info-page is distributed):* XX:XX
- *Observations from individual part of brainstorm (E.g. body language of respondents):*
  - Xx
  -
- *Notes from the discussion part of brainstorm (write down as much as possible, in particular statements, attitudes, opinions, viewpoints, dilemmas, etc.):*
  - Xx
  -
- *Statements written by each of the respondents on coloured notes (to be added after the interview):*
  - P1: xx
  - P1: xx
  - P2: xx
  -

Theme 2 Agricultural production (Green paper):

- *Note the time when information is given (i.e. when info-page is distributed):* XX:XX
- *Observations from individual part of brainstorm (E.g. body language of respondents):*
  - Xx
  -
- *Notes from the discussion part of brainstorm (write down as much as possible, in particular statements, attitudes, opinions, viewpoints, dilemmas, etc.):*
  - Xx
  -
- *Statements written by each of the respondents on coloured notes (to be added after the interview):*
  - P1: xx
  - P1: xx
  - P2: xx
  -

Theme 3 Regulation of agriculture and water quality (White paper):

- *Note the time when information is given (i.e. when info-page is distributed):* XX:XX
- *Observations from individual part of brainstorm (E.g. body language of respondents):*
  - Xx
  -
- *Notes from the discussion part of brainstorm (write down as much as possible, in particular statements, attitudes, opinions, viewpoints, dilemmas, etc.):*
  - Xx
  -
- *Statements written by each of the respondents on coloured notes (to be added after the interview):*
  - P1: xx
  - P1: xx
  - P2: xx
  -

Other notes

Any other observations and notes made by the note-taker during the interview

Xxx

Deviations from the protocol

Were there any deviations from the descriptions in the protocol? If so, what are the reasons and possible implications?

Xxx

Facilitator's and note-taker's additional comments on the focus group

E.g. if one person was very dominating in the group, or other potentially important information to convey regarding the focus group composition and/or the implementation of the interview.

xxx

Appendix 7.e. Reporting document for focus group interviews 2 and 3

Study information

Date: [FILL IN]
Number of focus group participants: [FILL IN]
Exemplar site: [FILL IN]
Facilitator: [FILL IN]
Note-taker: [FILL IN]
Brief description of procedure used for recruiting participants: [FILL IN]

Participant information

Participant 1 (P1): Age: [FILL IN]Gender: [FILL IN] Educational background: [FILL IN]
Membership of relevant associations (e.g. farmers, Environmental NGOs): [FILL IN]

Participant 2 (P2): Age: [FILL IN] Gender: [FILL IN] Educational background: [FILL IN]
Membership of relevant associations (e.g. farmers, Environmental NGOs): [FILL IN]

Participant 3 (P3): Age: [FILL IN]Gender: [FILL IN] Educational background: [FILL IN]
Membership of relevant associations (e.g. farmers, Environmental NGOs): [FILL IN]

Participant 4 (P4): Age: [FILL IN] Gender: [FILL IN] Educational background: [FILL IN]
Membership of relevant associations (e.g. farmers, Environmental NGOs): [FILL IN]

Participant 5 (P5): Age: [FILL IN] Gender: [FILL IN] Educational background: [FILL IN]
Membership of relevant associations (e.g. farmers, Environmental NGOs): [FILL IN]

Participant 6 (P6): Age: [FILL IN]Gender: [FILL IN] Educational background: [FILL IN]
Membership of relevant associations (e.g. farmers, Environmental NGOs): [FILL IN]

Participant 7 (P7): Age: [FILL IN] Gender: [FILL IN] Educational background: [FILL IN]
Membership of relevant associations (e.g. farmers, Environmental NGOs): [FILL IN]

Participant 8 (P8): Age: [FILL IN] Gender: [FILL IN] Educational background: [FILL IN]
Membership of relevant associations (e.g. farmers, Environmental NGOs): [FILL IN]

Comments obtained in Phase 3 (open discussion about the questionnaire)

As far as possible, enter all statements/opinions/preferences/argumentations/explanations as well as other potentially relevant observations here:

Introduction and part 1:

- [FILL IN – please clearly refer to specific page and question numbers in the questionnaire, and for individual statements or whenever relevant please also refer to participant numbers, e.g. P1, from the previous page]
- [FILL IN]
- …

Part 2:

- [FILL IN]
- [FILL IN]
- …

Part 3:

- [FILL IN]
- [FILL IN]
- …

Questionnaire in general:

The first respondent finishes the questionnaire in [FILL IN] minutes.
The last respondent finishes the questionnaire in [FILL IN] minutes.
Other comments on the questionnaire in general:

- [FILL IN]
- [FILL IN]
- …

Other notes

Any other observations and notes made by the note-taker during the interview
[FILL IN]

Deviations from the protocol

Were there any deviations from the descriptions in the protocol? If so, what are the reasons and possible implications?
[FILL IN]

Facilitator's and note-taker's additional comments on the focus group

E.g. if one person was very dominating in the group, or other potentially important information to convey regarding the focus group composition and/or the implementation of the interview.
[FILL IN]

Appendix 8.a. Protocol for collecting Q-sorting data

The purpose of this task is to finalize the Q-methodology study that was initiated in the first focus groups that were conducted in the four exemplar sites. The first part of the task consists of preparing and sending a letter to the participants from the first focus group and some new participants – we need answers from at least six participants for each exemplar site. The last part of the task consists of collecting answers from the participants and returning these to Søren.

Along with this protocol, three documents are provided for the first part of the task: "Document 1 - Letter and instructions.docx", "Document 2 - The Q-board_A3-sheet.docx" and "Document 3 - The Q-set notes_A4-sheet.docx". A fourth document is provided for the last part of the task: "Document 4 - Reporting template.xlsx".

First part: prepare and send letters

1. The number of participants answering should be at least six for each exemplar site. Since it is most likely that not everyone you send letters to will answer, you should send letters to all the participants from the first focus group and 10 new participants. You need names and postal addresses for all of them.
   1.1. The new participants should as far as possible represent the sociodemographic variation within the target population in the exemplar area (e.g. both male and female, young and old, high and low income, urban and rural, high and low education, etc.). Participants should be lay people without expert knowledge on the agriculture and water nexus.
   1.2. The new participants should be recruited in a similar way to how you recruited participants for the first focus group. I.e. either 1) by nomination, asking a neutral party in the case area to nominate a list of persons satisfying the criteria outlined above, or 2) by ads or announcements in newspapers, bulletin boards or social media, or 3) by using a professional selection service. Participation will be incentivized by offering participants a small reward, e.g. a gift certificate of $25.
   1.3. Make a list of names and addresses of the individual participants, and give each of them a unique ID number (e.g. "1", "2", "3" etc.).

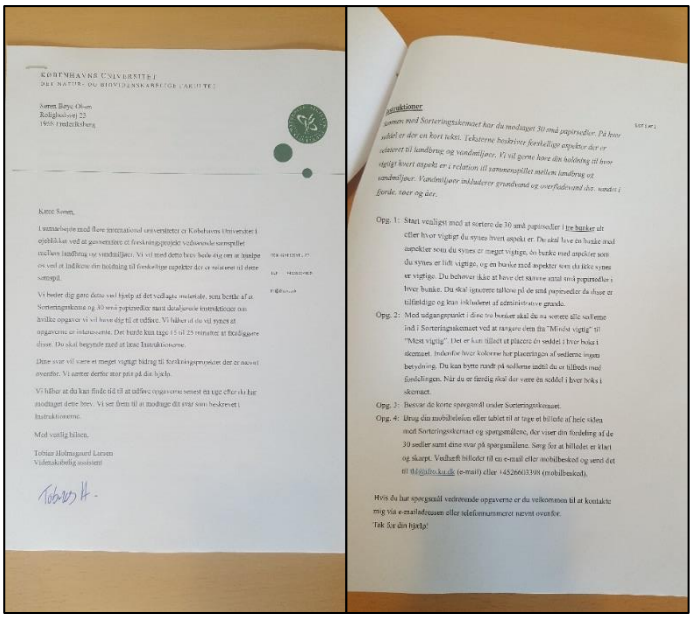
2. Open Document 1 (Letter and instructions).
   2.1. Translate the document into your country's official language.
   2.2. Insert the text of the letter in a document with the official letterhead of your university.

2.3. Fill in the missing parts (respondent name, name of your university, time of previous focus groups, your email and mobile phone number etc. – all the places where there is a parenthesis that says "Insert…").

2.4. Print one letter and instructions for each participant. Notice that the letter has to be individualized to the individual participant, so make sure to only print one copy at a time, and then change the "respondent name" to the next respondent's name before printing the next copy. Notice also, that we provide two different versions of Document 1. You should use Document 1.1. for participants who participated in the first focus group. You should use Document 1.2. for new participants.

2.5. Sign the letters so that your signature is placed in the bottom of each letter next to your name.

2.6. Staple the letter and instructions together.



Picture 1. The letter and instruction text should be translated and inserted in a document with the official letterhead of your university before it is printed and signed. The pictures shows an example of a Danish translation that is inserted to an official UCPH document.

3. Open Document 2 (the Q-board).

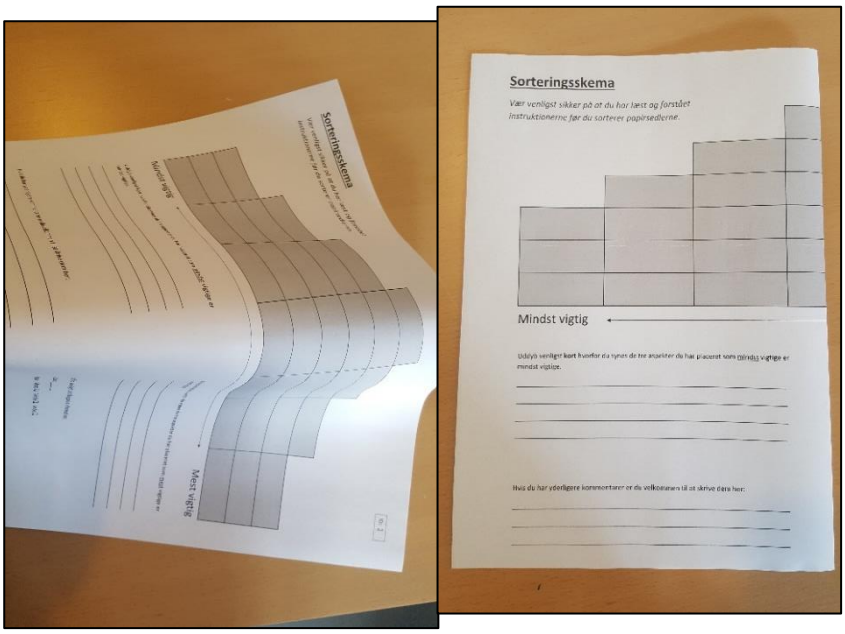
3.1. Translate the document into your country's official language.

3.2. Enter the ID number for the first respondent in the top right corner.

3.3. Print the Q-board. Notice that this has to be printed in A3 size.

3.4. Repeat steps 3.2. and 3.3. by inserting the ID numbers of the other participants and printing the Q-board. Notice that the Q-board is individualized in terms of the ID number, so only print one copy at a time, and change the ID number to the next respondent before printing the next copy.

3.5. Fold the Q-board so that it fits into an A4-sized envelope while the headline remain visible (see picture 2).



Picture 2. After translation and printing of the Q-board, this should be folded so that it fits into an A4-sized envelope while the headline remain visible. The pictures shows an example of a folded Q-board which is translated to Danish.

4. Open Document 3 (the Q-set notes).

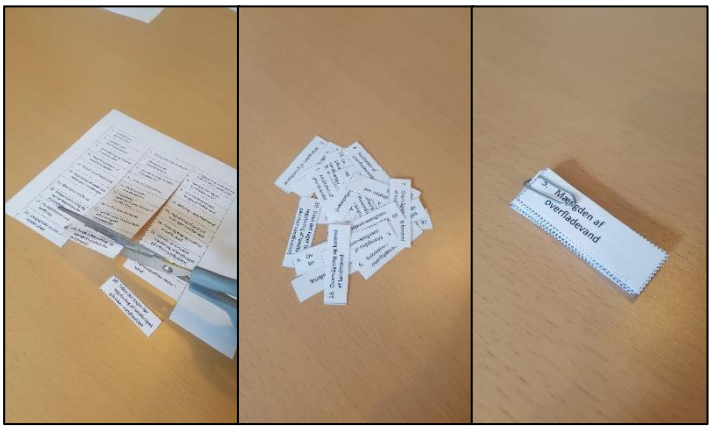
4.1. Translate the document into your country's official language.

4.2. Print the page.

4.3. Cut out the notes so that you end up with 30 small paper notes.

4.4. Use a paper clip to keep the set of 30 small paper notes together.

4.5. Repeat steps 4.2 to 4.4 until you have one set of 30 small paper notes for each respondent.



Picture 3. After translation and printing of the Q-set notes, these should be cut out so that you end up with 30 small paper notes. Use a paper clip to keep the 30 small paper notes together. The pictures here shows an example of this procedure on a Danish translation of the Q-set notes.

5. Prepare and send the letters
    5.1. Make a set of material for each participant consisting of: The individualized letter and instructions (Document 1), the individualized Q-board (Document 2), and a set of the 30 small paper notes kept together by a paper clip (Document 3). Make sure that the name on the letter matches the ID on the Q-board according to the list you made in step 1.1.
    5.2. Pack all the material for each respondent into an A4-sized envelope.
    5.3. Write name and address of the respondent on the letter. Make sure that the name matches the letter.
    5.4. Add required postage.
    5.5. Send letters using the postal services in your country.

<u>Second part: Collect answers and return these to Søren</u>

6. Be prepared that some participants might call you and ask for help if there is something they don't understand. If so, help them as good you can.

7. Once the participants have completed the Q-sorting they will send you a picture of the entire Q-sorting page via email or phone (as described in the bottom of the instructions that are sent to the participants). They are asked to do so within about a week. So if you haven't heard from a participant after about two weeks, you can assume that you will not get a response from that participant.

8. Open the Reporting template (Document 4). This includes a separate excel sheet for all of your participants.
   8.1. Report the Q-sorting of each participant who answered by filling in the Q-boards in the Reporting template such that these reflect the participants' placement of the paper notes. You only need to fill in the number on each paper note, not the entire text.
   8.2. Report in full the participants' answers to the included questions and their additional comments. These answers and comments should be translated into English.
   8.3. Make a note for participants who did not participate in the first focus group.

9. If fewer than six respondents have returned a picture of their Q-sorting to you after 2 weeks you should get in touch with those who have not responded (either through email, phone or mail) and remind them of the letter you have sent them. If necessary you may need to send letters to new participants to ensure that you get at least six answers.

10. Once you have collected data from the participants (at least six) and entered this in the Reporting template, please send the Reporting template to Søren via email (sobo@ifro.ku.dk).

Appendix 8.b. Letter and instructions for Q-sorting

THE LETTER BELOW SHOULD BE TRANSLATED TO THE RELEVANT LANGUAGE AND INSERTED IN OFFICIAL LETTERHEAD PAPER FROM THE LOCAL PARTNER UNIVERSITY (do not include this text in yellow!)

Dear [respondent name],

In collaboration with several international universities, [Insert local university name] is currently carrying out a research project regarding the interaction between farming and aquatic environments. With this letter, we will ask you to help us by indicating your attitudes towards different aspects related to this interaction.

We ask you to do this using the enclosed material, which consists of a Sorting Grid and 30 small paper notes as well as detailed instructions on the tasks we would like you to do. We hope you will find the tasks interesting. It should only take about 15 to 25 minutes to complete these. You should start by reading the Instructions.

Your answers will serve as very important input to the international research project mentioned above. We therefore greatly appreciate your help.

We hope you can find time to complete the tasks within a week after receiving this letter. We look forward to receiving your answer as explained in the Instructions.

Best regards

[Insert researcher's name and title]

Instructions

Along with the Sorting Grid, you have received 30 small paper notes. On each paper note is a short text. The texts describe different aspects related to farming and aquatic environments. We would like to know your opinion about how important each of these aspects are in relation to the interaction between farming and aquatic environments. Aquatic environments include ground water and surface water i.e. the water in lakes, rivers and streams.

Task 1: Please start by sorting the 30 small paper notes into three piles, according to how important you find each aspect to be. You should make one pile with aspects that you find very important, one pile with aspects that you find somewhat important, and one pile with aspects that you do not find important. You do not have to have the same amount of small paper notes in each pile. The numbers on the small the paper notes should be ignored as these are random and only included for administrative reasons.

Task 2: Based on your three piles, please sort all the notes into the Sorting Grid, ranking them from 'Least important' to 'Most important'. Only one note is allowed in each grid cell. You can shuffle the notes around until you are happy with the distribution. When done, there should be a note in each cell of the grid.

Task 3: Please answer the short questions below the Sorting Grid.

Task 4: Using your mobile phone or tablet, please take a picture of the entire page with the Sorting Grid and the questions, showing your final distribution of the 30 notes and your answers to the questions. Make sure that the picture is clear and sharp. Then attach the picture to an email or text message and send it to [Insert researcher email] (email) or [Insert researcher phone number] (text message).

If you have any questions regarding the tasks, you are welcome to contact me via the email address or phone number mentioned above.
Thank you for your help!

Appendix 8.c. Q-set notes

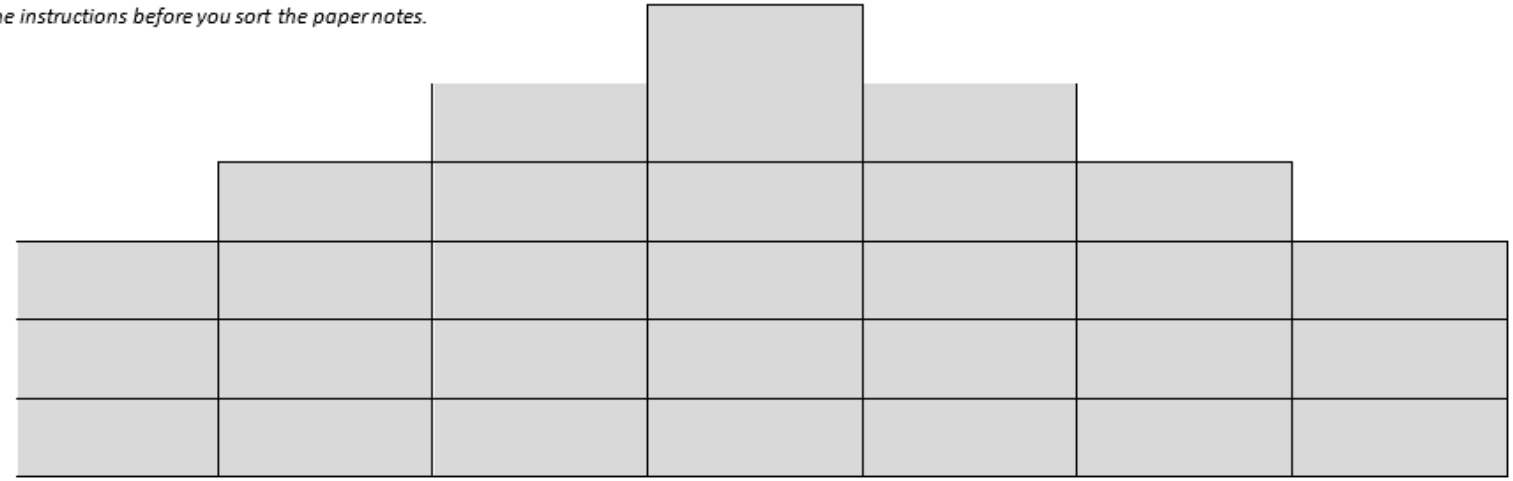
1. Quality of groundwater	2. Quantity of groundwater	3. Access to groundwater through wells or water taps
4. Quality of surface water	5. Quantity of surface water	6. Recreation in and on surface water
7. Monitoring and control of water quality	8. Groundwater can be used for drinking	9. Surface water can be used for drinking
10. Trust in the tap water quality	11. Stable water supply	12. Bathing in surface water
13. Fishing in surface water	14. Biodiversity in surface water	15. Regulation of pesticide use in agriculture
16. Regulation of fertilizer use in agriculture	17. Research on impacts of agriculture on water quality	18. Monitoring and control of farmers
19. Organic farming	20. Small-scale local farming	21. Certainty that agricultural regulation improves water quality
22. Environmental education and awareness of consumers	23. Long term impacts of agriculture on water quality	24. Test of new pesticides and fertilizers
25. Profitability of farming	26. Pollution from farming in the past	27. Pharmaceutical residues in water
28. Long term threats to water quality	29. Environmental education and awareness of farmers	30. The time it takes for agricultural regulation to improve water quality

Appendix 8.c. Q-board

Sorting Grid

ID:

Please make sure that you have read and understood the instructions before you sort the paper notes.



Please, **briefly** elaborate on why you find the three aspects you have placed as least important to be least important.

Please, **briefly** elaborate on why you find the three aspects you have placed as most important to be most important.

If you have any additional comments, you are welcome to write them here:

Please, fill in the following information:

Age:

Gender: Male ❑ Female ❑ Other ❑

Appendix 9. Protocol for cued retrospective think-aloud interview

1) Welcome respondents and introduce project and interview. (5 min.)

2) Instructions to, and completion of, task 1 and 2 (30 min.)
    a. "The interview consists of 3 tasks. In the first task you are asked to answer a few simple questions. In the second task you are asked to answer an entire questionnaire. In the third task you are asked to elaborate on your thoughts regarding the two first tasks."
    b. "I am going to record your eye movements while you are working on the two first tasks, so I will calibrate the eye-tracking system before you start. In a minute you will see a dot appearing on your screen; please follow it with your eyes." After calibration: "Thank you, the system is calibrated. Please complete the next task; you can work in silence. You are allowed to ask questions but questions related to the content of the tasks will not be answered, only those with regard to the functioning of the software program."
    c. After completion of task 1, and possibly a small break: "Once again I will calibrate the eye-tracking system before you start. In a minute you will see a dot appearing on your screen; please follow it with your eyes." After calibration: "Thank you, the system is calibrated. Please complete the next task; you can work in silence. Again, you are allowed to ask questions but questions related to the content of the tasks will not be answered, only those with regard to the functioning of the software program."

3) Instructions to task 3 (1 min.)
    a. "I will now show you a replay of your eye movements and your actions for some of the pages you encountered. Please watch it and tell me what you were thinking during problem solving. If you want the record to pause, you can press the 'stop' button using the mouse. When you want it to proceed, you can press the 'play' button in the program menu".
    b. "You should try to really verbalize everything that come to mind, and not mind my presence in doing so, even when curse words come to mind for example, these should also be verbalized. You should express your thoughts freely and not with any specific task in mind, like evaluating the page. Act as if you were alone, with no one listening, and just keep talking."

4) Training think aloud (4 min.)
    a. "First I will show you replays of your eye movements during task 1. You can use this for a short practice on verbalization of your thoughts. Please, try to verbalize everything that comes to your mind while watching the replays."
        i. Start recording sound via microphone or camera on laptop. Make sure that you or the respondent state out loud which page that are evaluated when, to ease analysis of the sound recording.
        ii. In iMotions: Press respondent -> recorded data -> "show gaze replay".
        iii. Move replay screen to second monitor.
        iv. During the thinking aloud task tell the respondent "Please, try to keep talking" after each 5 seconds of silence.
    b. Once the respondent is comfortable with thinking out loud, show no more pages from task 1 and move on to primary think aloud.

5) Think aloud – task 3 (25 min.)
    a. "I will now show you replays of your eye movements for a selected number of the pages you were shown in the questionnaire in task 2. Please, watch it and tell me what you were thinking when shown the pages. Try to verbalize everything that comes to your mind."
        i. Eye movements for a pre-determined set of stimuli (e.g. Q2, info1, Q4, info2, att1, att2, att3, att4, CE1, other CE's, Q7, Q11-19+info) is replayed together with eventual stimuli that the interviewer found problematic.
        ii. During the thinking aloud task tell the respondent "Please, try to keep talking" after each 5 seconds of silence.

6) Extra questions (5 min.)
    a. A few extra questions addressing specific issues noticed by the interviewer during concurrent or retrospective watching of eye movements may be asked, maybe referring to specific eye recorded eye movements.

7) Standard questions on overall evaluating thoughts on questionnaire (5 min.)

Time needed with each respondent: approx. 1 hr. 15 min.