Supplement E – Translation of the questionnaire used in the study

**BalticSurvey questionnaire**

Hallo! We are doing an investigation on people’s views on different issues regarding the Baltic Sea, and we would like to ask you some questions about this. It will take 10-20 minutes to go through them. We do this on behalf of a number of research institutes in all Baltic Sea countries, and the same questions are right now posed to people in all countries around the Baltic Sea. Your answers will be anonymous.

0. We would be very grateful if you participate. Would you be willing to do so?

YES 🡪 *continue with the interview*

NO 🡪 OK, thank you and good bye.

By “the Baltic Sea” we mean the whole sea around which you find Finland, Russia, Estonia, Latvia, Lithuania, Poland, Germany, Denmark and Sweden. And by “the Baltic Sea” we also refer to both the waters and the shores of the sea.

*Interviewer: If a respondent asks how “seashore” is defined, explain that it is approximately the piece of land from which the sea water is visible.*

1. 1a. In which municipality do you live?

MUNICIPALITY

1b. What is your postal code?

CODE

*Synovate: Don’t ask Q1a and Q1b if these pieces of information can be filled in without asking the respondent.*

1. About how far from the Baltic Sea do you live? Give an approximate answer in kilometres.

KILOMETRES

*Interviewer:*

* *If the respondent asks whether this is a distance as the crow flies or as a road distance, answer “as the crow flies”.*
* *This question refers to the respondent’s permanent home, and not to e.g. summer houses.*
* *If necessary, have a conversation with the respondent helping him/her to determine an approximate distance by starting to ask “Is it more or less than 30 km?”. (It might be the case that the interviewer KNOWS that the place the respondent’s place of living is less than 30 km from the sea. In such a case it makes sense to start the conversation with another and more suitable level. For similar reasons, there might also be cases where it is also more suitable in Q15 and Q17 to start the conversation with another level.)*

1. Do you have or have had an occupation that is somehow dependent on the Baltic Sea?

YES

NO

1. Have you ever been to the Baltic Sea to spend leisure time there? This could be about swimming, boating and fishing, but also for example walking along the seashore, skating and going on a cruise.

YES 🡪 *go to question 5*

NO 🡪 *go to question 20*

1. When was your last visit to the Baltic Sea to spend leisure time there? Was it “in the last 12 months, that is in 1 April 2009 to 31 March 2010”, “in the last 5 years, but not in the last 12 months” or “more than 5 years ago”?

LAST 12 MONTHS (1 APRIL 2009-31 MARCH 2010) 🡪 *go to question 6*

IN THE LAST 5 YEARS, BUT NOT IN THE LAST 12 MONTHS 🡪 *go to question 20*

MORE THAN 5 YEARS AGO 🡪 *go to question 20*

1. 6a. Now think about the months of 1 April 2009 to 30 September 2009. This means about 180 days. At about how many of these days did you spend at least some leisure time at the Baltic Sea?

NUMBER OF DAYS

*Interviewer: If necessary, have a conversation with the respondent helping him/her to approximately determine the number of days by starting to ask “More or less than 5 days?”*

6b. And now think about the months of 1 October 2009 to 31 March 2010. Again, this means about 180 days. At about how many of these days did you spend at least some leisure time at the Baltic Sea?

NUMBER OF DAYS

*Interviewer: If necessary, have a conversation with the respondent helping him/her to approximately determine the number of days by starting to ask “More or less than 5 days?”*

1. Now think about the last 12 months, i.e. 1 April 2009 to 31 March 2010, and the days you spent at least some leisure time at the Baltic Sea, i.e. X days (*interviewer: add the answers to Q6a and Q6b in order to obtain X)*. At about how many of these days did you do the following?
   1. Swimming (in the sea)

NUMBER OF DAYS

* 1. Diving (in the sea)

NUMBER OF DAYS

* 1. Windsurfing, water skiing

NUMBER OF DAYS

* 1. Boating – e.g. sailing, power boating, rowing, canoeing/kayaking

NUMBER OF DAYS

* 1. Jigging

NUMBER OF DAYS

* 1. Other types of fishing than jigging

NUMBER OF DAYS

* 1. Being at the beach or seashore for walking, picnicking, sunbathing, visiting touristic or cultural sites, etc.

NUMBER OF DAYS

* 1. Skating, skiing

NUMBER OF DAYS

* 1. Go on a cruise/use water-based transportation for recreation

NUMBER OF DAYS

*Interviewer:*

* *If necessary, have a conversation with the respondent helping him/her to to approximately determine the number of days by starting to ask “At more or less than half of X days?”, where X is the sum obtained by adding the answers to Q6a and Q6b. (However, if Q6a+Q6b=only 1 day, just try to explore what activities he/she did during that day.)*
* *If a respondent asks how “seashore” is defined, explain that it is approximately the piece of land from which the sea water is visible.*
* *For respondents who only visited the sea in 1 April 2009-30 September 2009 (see answer to Q6a)* ***OR*** *only visited the sea in 1 October 2009-31 March 2010 (see answer to Q6b):*

Now, please think about the **last** visit to the Baltic Sea that you made intentionally in **1 April 2009-30 September 2009/1 October 2009-31 March 2010** for spending leisure time there. Several questions about **this particular visit** will now follow.

* + *Interviewer: Skip “last” if Q6a=1 day or Q6b=1 day and skip also Q11 and Q12 for this respondent. Select time period (1 April 2009-30 September 2009 or 1 October 2009-31 March 2010) depending on in which period the respondent made his/her visit(s).*
* *For respondents who visited the sea* ***BOTH*** *in 1 April 2009-30 September 2009 and 1 October 2009-31 March 2010 (see answers to Q6a and Q6b):*
  + *Tell* ***every second*** *respondent the following:*

Now, please think about the **last** visit to the Baltic Sea that you made intentionally **in 1 April 2009 to 30 September 2009** for spending leisure time there. Several questions about **this particular visit** will now follow.

* + - *Interviewer: Skip “last” if Q6a=1 day and skip also Q11 and Q12 for this respondent.*
  + *And tell* ***every second*** *respondent the following:*

Now, please think about the **last** visit to the Baltic Sea that you made intentionally **in 1 October 2009 to 31 March 2010** for spending leisure time there. Several questions about **this particular visit** will now follow.

* + - *Interviewer: Skip “last” if Q6b=1 day and skip also Q11 and Q12 for this respondent.*

1. In what month did you make this visit to sea?

MONTH

*Interviewer: Check that the month reported by the respondent falls within the period that the respondent was asked after Q7 to consider.*

1. *Interviewer: If the answer to Q7i was greater than zero days, ask Q9a. If Q7i=0 days, go directly to Q9b in the third column in the table below and then continue with the other questions in the third column.*

9a. Was your last visit **only** about going on a cruise or using water-based transportation?

YES 🡪 *use the questions in the second column in the table below*

NO 🡪 *use the questions in the third column in the table below*

|  |  |  |
| --- | --- | --- |
|  | *Second column* | *Third column* |
|  | *Questions if Q9a=YES* | *Questions if Q7i=0 days or Q9a=NO* |
| 9b,  9c | 9b. What was the place of departure of the cruise? Please state the closest bigger city.  NAME OF CITY  9c. What was the place of destination of the cruise? Please state the closest bigger city.  NAME OF CITY  *Interviewer:*   * *If the respondent doesn’t know the closest bigger city, ask him/her to state the province instead.* * *In case the cruise does not have a destination (i.e. an on-sea cruise), fill in the place of departure in Q9c as well.* | 9b. Where at the Baltic Sea is the place of your visit situated? Please state the closest bigger city. If you visited another Baltic Sea country, the name of the country is enough.  NAME OF CITY OR COUNTRY  *Interviewer: If the respondent doesn’t know the closest bigger city, ask him/her to state the province instead.* |
| 10. | Was your cruise longer than one day?  YES 🡪 How many days?  NUMBER OF DAYS  NO 🡪 How many hours?  NUMBER OF HOURS | Did you stay at this place longer than one day?  YES 🡪 How many days?  NUMBER OF DAYS  NO 🡪 How many hours?  NUMBER OF HOURS |
| 11. |  | What activities did you do during your visit?  *Interviewer: If the visit was in April-September 2009, skip Q11e (jigging) and Q11h (skating and skiing) if they are not reasonable activities. Also change Q11f to “Fishing”.*   1. Swimming (in the sea)   YES  NO   1. Diving (in the sea)   YES  NO   1. Windsurfing, water skiing   YES  NO   1. Boating – e.g. sailing, power boating, rowing, canoeing/kayaking   YES  NO   1. Jigging   YES  NO   1. Other types of fishing than jigging   YES  NO   1. Being at the beach or seashore for walking, picnicking, sunbathing, visiting touristic or cultural sites, etc.   YES  NO   1. Skating, skiing   YES  NO   1. Go on a cruise/use water-based transportation for recreation   YES  NO |
| 12. | Did you made the same cruise more than once in 1 April 2009-30 September 2009/1 October 2009-31 March 2010?  YES 🡪 How many times?  NUMBER OF TIMES  NO  *Interviewer: Select time period (1 April 2009-30 September 2009 or 1 October 2009-31 March 2010) depending on what period was selected before Q8.* | Did you visit this place for doing the same activities as those you just stated more than once in 1 April 2009 to 30 September 2009/1 October 2009 to 31 March 2010?  YES 🡪 How many times?  NUMBER OF TIMES  NO  *Interviewer:*   * *Say “activity” if the respondent answered “yes” to only one of the items Q11a-i. Select time period (1 April 2009-30 September 2009 or 1 October 2009-31 March 2010) depending on what period was selected before Q8.* * *“As those you just stated” in Q12 refer to the activities stated by the respondent in Q11.* |
| 13. | How would you describe the sea water quality in the waters of your last cruise? Please use a scale from 1 to 5, where 1 stands for very bad quality and 5 for very good quality of water. The numbers in between serve to graduate your assessment.  1-5  *Interviewer: If the respondent asks for more information about the scale, translate 2 to “rather bad quality”, 3 to “neither bad nor good quality” and 4 to “rather good quality”.* | How would you describe the sea water quality at the place and time of your last visit? Please use a scale from 1 to 5, where 1 stands for very bad quality and 5 for very good quality of water. The numbers in between serve to graduate your assessment.  1-5  *Interviewer: If the respondent asks for more information about the scale, translate 2 to “rather bad quality”, 3 to “neither bad nor good quality” and 4 to “rather good quality”.* |
| 14. | For going to the place of departure for the cruise, did you go from home or did you rather go from any other place, for example from summer house or from relatives’ home?  FROM HOME  FROM ANOTHER PLACE | For visiting this place, did you go from home or did you rather go from any other place, for example from summer house or relatives’ home?  FROM HOME  FROM ANOTHER PLACE |
| 15. | About how far was the place of departure for your cruise from the place you left? Give an approximate answer in kilometres.  KILOMETRES  *Interviewer:*   * *If the respondent asks whether this is a distance as the crow flies or as a road distance, answer “as the crow flies”.* * *If necessary, have a conversation with the respondent helping him/her to determine an approximate distance by starting to ask “Was it more or less than 20 km?”.* | About how far was the place you visited from the place you left? Give an approximate answer in kilometres.  KILOMETRES  *Interviewer:*   * *If the respondent asks whether this is a distance as the crow flies or as a road distance, answer “as the crow flies”.* * *If necessary, have a conversation with the respondent helping him/her to determine an approximate distance by starting to ask “Was it more or less than 20 km?”.* |
| 16. | I will now mention some modes of transport and you are then asked to say what mode of transport that you **mainly** used for going to the place of departure for your cruise.  *Interviewer: Read the modes below and then ask the respondent to select the* ***main*** *mode of transport.*  CAR OR MOTORCYCLE  TRAIN  COACH *(i.e., bus for long-distance travels)*  PLANE  BOAT  LOCAL PUBLIC TRANSPORT  OTHER, E.G. BY FOOT, BY BIKE | I will now mention some modes of transport and you are then asked to say what mode of transport that you **mainly** used for going to the place you visited.  *Interviewer: Read the modes below and then ask the respondent to select the* ***main*** *mode of transport.*  CAR OR MOTORCYCLE  TRAIN  COACH *(i.e., bus for long-distance travels)*  PLANE  BOAT  LOCAL PUBLIC TRANSPORT  OTHER, E.G. BY FOOT, BY BIKE |
| 17. | About how long was your travel (one way) to the place of departure for your cruise? Give an approximate answer in hours and minutes.  NUMBER OF HOURS  NUMBER OF MINUTES  *Interviewer: If necessary, have a conversation with the respondent helping him/her to determine an approximate number of hours and minutes by starting to ask “Was it more or less than 30 minutes?”.* | About how long was your travel (one way) to the place you visited? Give an approximate answer in hours and minutes.  NUMBER OF HOURS  NUMBER OF MINUTES  *Interviewer: If necessary, have a conversation with the respondent helping him/her to determine an approximate number of hours and minutes by starting to ask “Was it more or less than 30 minutes?”.* |
| 18. | You might have had other purposes with your travel than going to your cruise, for example also visiting relatives and friends. About to what extent was your purpose with your travel to go to the cruise? Please use a scale from 1 to 5, where 1 stands for that “going to the cruise was only a **marginal** purpose of my travel” and 5 stands for that “going to the cruise was the **only** purpose of my travel”. The numbers in between serve to graduate your assessment.  1-5  *Interviewer: If the respondent asks for more information about the scale, translate 2 to “going to the cruise was not only a marginal purpose, but it was less important than other purposes”, 3 to “going to the cruise was equally important than other purposes” and 4 to “going to the cruise was more important than other purposes, but it was not the only purpose”.* | You might have had other purposes with your travel than being at the sea, for example also visiting relatives and friends. About to what extent was your purpose with your travel to be at the sea? Please use a scale from 1 to 5, where 1 stands for that “being at the sea was only a **marginal** purpose of my travel” and 5 stands for that “being at the sea was the **only** purpose of my travel”. The numbers in between serve to graduate your assessment.  1-5  *Interviewer: If the respondent asks for more information about the scale, translate 2 to “being at the sea was not only a marginal purpose, but it was less important than other purposes”, 3 to “being at the sea was equally important than other purposes” and 4 to “being at the sea was more important than other purposes, but it was not the only purpose”.* |

1. To what extent do you disagree or agree with the following statements? Please use a scale from 1 to 5, where 1 stands for “I totally **dis**agree” and 5 stands for “I totally agree”. The numbers in between serve to graduate your assessment.

*Interviewer: If the respondent asks for more information about the scale, translate 2 to “I disagree rather than agree”, 3 to “I neither agree nor disagree” and 4 to “I agree rather than disagree”.*

*Synovate: Rotate 19a-b and 19c-d randomly.*

* 1. I could equally well have visited another place at the Baltic Sea for spending leisure time.

1-5

* 1. I could equally well have visited another place not situated at the Baltic Sea for spending leisure time.

1-5

* 1. I would visit the Baltic Sea more often if the sea water quality became better than at your last visit.

1-5

* 1. I would visit the Baltic Sea more seldom if the sea water quality became poorer than at your last visit.

1-5

This was the final question related to your last visit. Now follows some more general questions about your attitudes to the Baltic Sea environment.

1. In your opinion, what is on average the status of the environment in the XXXish part of the Baltic Sea? Please use a scale from 1 to 5, where 1 stands for “very bad” and 5 stands for “very good”. The numbers in between serve to graduate your assessment.

1-5

*Interviewer: If the respondent asks for more information about the scale, translate 2 to “rather bad”, 3 to “neither bad nor good” and 4 to “rather good”.*

1. In your opinion, what is on average the status of the Baltic Sea environment in general? Please use a scale from 1 to 5, where 1 stands for “very bad” and 5 stands for “very good”. The numbers in between serve to graduate your assessment.

1-5

*Interviewer: If the respondent asks for more information about the scale, translate 2 to “rather bad”, 3 to “neither bad nor good” and 4 to “rather good”.*

1. To what extent do you disagree or agree with the following statements? Please use a scale from 1 to 5, where 1 stands for “I totally **dis**agree” and 5 stands for “I totally agree”. The numbers in between serve to graduate your assessment.

*Interviewer: If the respondent asks for more information about the scale, translate 2 to “I disagree rather than agree”, 3 to “I neither agree nor disagree” and 4 to “I agree rather than disagree”.*

*Synovate: Rotate 22a-f randomly.*

* 1. I am worried about the Baltic Sea environment.

1-5

* 1. Baltic Sea environmental problems belong to the three most important environmental problems in XXXland.

1-5

* 1. The Baltic Sea environment is better today than 10 years ago.

1-5

* 1. The Baltic Sea environment is poorer today than 10 years ago.

1-5

* 1. The Baltic Sea water quality restricts my recreation opportunities at present.

1-5

* 1. I affect the Baltic Sea environment.

1-5

1. I will now mention some Baltic Sea issues. For each of them you are asked to say to what extent you view it as a problem or not, using a scale from 1 to 5, where 1 stands for “Not at all a problem in the Baltic Sea” and 5 stands for “A very big problem in the Baltic Sea”. The numbers in between serve to graduate your assessment.

*Interviewer: If the respondent asks for more information about the scale, translate 2 to “rather small problem”, 3 to “neither small nor big problem” and 4 to “rather big problem”.*

*Synovate: Rotate 23a-n randomly.*

1. Coastal water quality

1-5

1. Open sea water quality

1-5

1. Water turbidity

1-5

1. Algal blooms

1-5

1. Lack of oxygen in sea bottoms

1-5

1. Heavy metals and other hazardous substances

1-5

1. Small everyday oil leakages

1-5

1. Possibility of major oil spill

1-5

1. Unexploded mines and chemical weapons lying at the sea bottom

1-5

1. Gas pipelines lying at the sea bottom

1-5

1. Offshore wind turbines

1-5

1. Overfishing

1-5

1. Litter

1-5

1. Damage to flora and fauna in the sea

1-5

1. Are there any **other** issues related to the Baltic Sea that in your opinion are very big problems?

YES 🡪 What issues?

TEXT

NO

1. To what extent do you disagree or agree with the following statements about your role in taking actions for improving the Baltic Sea environment? Please use a scale from 1 to 5, where 1 stands for “I totally **dis**agree” and 5 stands for “I totally agree”. The numbers in between serve to graduate your assessment.

*Interviewer: If the respondent asks for more information about the scale, translate 2 to “I disagree rather than agree”, 3 to “I neither agree nor disagree” and 4 to “I agree rather than disagree”.*

1. I can myself play a role in improving the Baltic Sea environment.

1-5

1. I currently contribute financially for funding actions through taxes or other types of payments.

1-5

1. I am prepared to contribute more financially for funding actions.

1-5

1. I will now mention five XXXish actors who might take actions for improving the Baltic Sea environment. Then I will ask you for each of them to say to what extent you view it as necessary or not that they take action, using a scale from 1 to 5, where 1 stands for “Not at all necessary” and 5 stands for “Very necessary”. The numbers in between serve to graduate your assessment.

*Interviewer: If the respondent asks for more information about the scale, translate 2 to “hardly necessary”, 3 to “somewhat necessary” and 4 to “rather necessary”.*

*Synovate: Rotate 25a-e randomly.*

*Interviewer: Now read all the five items, then return to the first item and ask the respondent to use the scale. If necessary, repeat the scale.*

1. Wastewater plants

1-5

1. Farmers

1-5

1. Professional fishermen

1-5

1. Industry

1-5

1. Sea transports and ports

1-5

1. I will now mention four ways that can possibly be used for individuals and enterprises in XXXland to fund actions to improve the Baltic Sea environment. Then I will ask you for each of them to say to what extent you find them acceptable or not, using a scale from 1 to 5, where 1 stands for “Totally **un**acceptable” and 5 stands for “Totally acceptable”. The numbers in between serve to graduate your assessment.

*Interviewer: If the respondent asks for more information about the scale, translate 2 to “unacceptable rather than acceptable”, 3 to “neither unacceptable or acceptable” and 4 to “acceptable rather than unacceptable”.*

*Synovate: Rotate 26a-d randomly.*

*Interviewer: Now read all the four items, then return to the first item and ask the respondent to use the scale. If necessary, repeat the scale.*

* 1. Increased taxes

1-5

* 1. Increased water bills

1-5

1. Increased charges on pollution emissions

1-5

1. Earmarked payments paid by everyone

1-5

Finally I have a few questions about yourself.

1. In what year were you born?

YEAR

1. What is your gender?

*Interviewer: Don’t ask this question if the answer is obvious. Fill in the answer yourself.*

FEMALE

MALE

1. What is your highest level of education? Is it “Compulsory school”, “High school”, “Vocational education” or “University”?

HIGHEST LEVEL OF EDUCATION

1. How many persons live in your household, including yourself?

NUMBER OF PERSONS

1. How many of these persons are younger than 18 years of age?

NUMBER OF PERSONS

1. What is the monthly net income after tax of your **household**? Please include all your sources of income, for example salaries, pensions and allowances.

A: less than SEK 12 000

B: SEK 12 000-19 999

C: SEK 20 000-29 999

D: SEK 30 000-44 999

E: SEK 45 000 or more

Thank you very much!