

Supplementary material

The effects of spatial framing and attribute range on the measurement of nonuse values of biodiversity improvements

Kennet Christian Uggeldahl*¹, Thomas Lundhede^{1,2}, Jette Bredahl Jacobsen¹, Søren Bøye Olsen¹

¹Department of Food and Resource Economics, University of Copenhagen, Rolighedsvej 23, 1958 Frb. C, Denmark

² Department of Agricultural Economics, Extension and Rural Development, University of Pretoria, Hatfield, South Africa

*Corresponding author: kcu@ifro.ku.dk

S1. Demographics of the sample

Table S1. Characteristics of the sample and the respondents across versions

| Spatial framing: | Small (wide) | Small (narrow) | Large (wide) | Large (narrow) | Small & Large (wide) | Small & Large (narrow) |
|-------------------------------|--------------|----------------|--------------|----------------|----------------------|------------------------|
| <u>Collected sample:</u> | | | | | | |
| Response rate | 17.5% | 18.3% | 18.1% | 18.3% | 18.4% | 18.7% |
| Respondents completing survey | 1016 | 1067 | 1060 | 1063 | 1067 | 1084 |
| Protesters | 12% | 13% | 16% | 16% | 14% | 13% |
| Strategic respondents | 14% | 16% | 15% | 15% | 13% | 14% |
| Respondents used in analysis | 756 | 758 | 734 | 732 | 778 | 785 |
| Median response time (min) | 12.2 | 12.3 | 12.4 | 12.4 | 12.2 | 12.8 |
| | | | | | | |

Demographics for the sample used in the analysis

| | | | | | | |
|--|-----|-----|-----|-----|-----|-----|
| <i>Gender</i> | | | | | | |
| Man | 50% | 54% | 53% | 48% | 51% | 52% |
| Women | 50% | 46% | 46% | 52% | 48% | 48% |
| Other / Did not disclose | 1% | 1% | 1% | 0% | 1% | 0% |
| <i>Age</i> | | | | | | |
| 18-28 | 7% | 8% | 9% | 7% | 8% | 10% |
| 29-39 | 11% | 9% | 8% | 12% | 11% | 11% |
| 40-50 | 14% | 17% | 16% | 17% | 16% | 16% |
| 51-61 | 29% | 28% | 28% | 26% | 29% | 29% |
| 62 + | 38% | 38% | 38% | 38% | 36% | 33% |
| <i>Region</i> | | | | | | |
| Capital region | 32% | 30% | 28% | 33% | 27% | 31% |
| Zealand | 17% | 16% | 16% | 12% | 14% | 15% |
| Southern Denmark | 18% | 20% | 20% | 19% | 22% | 21% |
| Central Denmark | 26% | 24% | 26% | 27% | 26% | 24% |
| Northern Denmark | 8% | 9% | 10% | 9% | 11% | 9% |
| <i>Household income</i> | | | | | | |
| under 400.000 DKK | 26% | 28% | 28% | 28% | 30% | 27% |
| 400.000 - 700.000 DKK | 28% | 30% | 25% | 27% | 28% | 25% |
| over 700.000 DKK | 40% | 33% | 37% | 37% | 34% | 39% |
| Did not disclose | 6% | 9% | 9% | 8% | 8% | 9% |
| <i>University Education, corresponding to at least a Bachelor's degree</i> | 60% | 62% | 58% | 61% | 60% | 59% |

S2. Models with dummy coded improvement

Table S2. Results from RPL mode in WTP-space with improvement levels coded as dummy variables. Note, the slightly different model specification used compared to the main models in the paper, as the attributes relating to the characteristics of the area (β_{cur} and β_{for}) are here interactions with the alternative specific constant for the proposed policy alternative, and not with the improvement variable as in equations (4) and (5).

| Spatial framing (attribute range): | Small (wide) | | Small (narrow) | | Large (wide) | | Large (narrow) | | Small & Large (wide) | | Small & Large (narrow) | |
|---|-----------------|-----|-------------------|-----|-----------------|-----|-------------------|-----|----------------------------|-----|------------------------------|-----|
| Attribute: | | | | | | | | | | | | |
| Means of random parameters | | | | | | | | | | | | |
| α_{cost} | 0.66 | *** | 0.82 | *** | 1.13 | *** | 1.33 | *** | 0.63 | *** | 1.35 | *** |
| s.e. | 0.08 | | 0.10 | | 0.17 | | 0.15 | | 0.06 | | 0.19 | |
| $\beta_{imp} (level=2)$ | 525 | *** | 341 | *** | 53 | | 58 | | 353 | *** | 165 | ** |
| s.e. | 87 | | 84 | | 68 | | 52 | | 89 | | 63 | |
| $\beta_{imp} (level=3)$ | 800 | *** | 414 | *** | 84 | | 206 | *** | 628 | *** | 366 | *** |
| s.e. | 93 | | 89 | | 70 | | 20 | | 97 | | 72 | |
| $\beta_{imp} (level=4)$ | 1005 | *** | 771 | *** | 6 | | 171 | *** | 793 | *** | 446 | *** |
| s.e. | 92 | | 87 | | 60 | | 28 | | 99 | | 67 | |
| $\beta_{imp} (level=5)$ | 1246 | *** | 805 | *** | 158 | ** | 95 | ** | 853 | *** | 632 | *** |
| s.e. | 100 | | 105 | | 67 | | 30 | | 117 | | 73 | |
| $\beta_{imp} (level=6)$ | 1334 | *** | 922 | *** | 177 | ** | 207 | *** | 964 | *** | 554 | *** |
| s.e. | 108 | | 99 | | 66 | | 17 | | 108 | | 74 | |
| β_{cur} | 2 | | 2 | | -6 | ** | -5 | *** | 4 | | -1 | |
| s.e. | 2 | | 2 | | 2 | | 0 | | 2 | | 2 | |
| β_{for} | 121 | ** | 147 | ** | 138 | *** | 19 | , | 100 | , | 88 | * |
| s.e. | 49 | | 56 | | 41 | | 11 | | 56 | | 42 | |
| β_{SQ} | -353 | ** | -541 | *** | -1296 | *** | -1159 | *** | -497 | *** | -839 | *** |
| s.e. | 132 | | -127 | | 78 | | 22 | | 137 | | 82 | |
| Standard deviations of random parameters | | | | | | | | | | | | |
| σ_{cost} | 0.40 | ** | 0.72 | *** | 1.21 | *** | 1.58 | *** | 0.61 | *** | 1.14 | *** |
| s.e. | 0.13 | | 0.15 | | 0.24 | | 0.23 | | 0.11 | | 0.22 | |
| $\sigma_{imp} (level=2)$ | 512 | ** | -258 | | -57 | | 14 | | 141 | | -101 | * |
| s.e. | 206 | | -279 | | 45 | | 28 | | 152 | | 49 | |
| $\sigma_{imp} (level=3)$ | -11 | | 105 | | -56 | | 29 | *** | 46 | | -43 | |
| s.e. | 32 | | 70 | | 61 | | 4 | | 52 | | 27 | |
| $\sigma_{imp} (level=4)$ | -4 | | 198 | | -183 | ** | 153 | *** | 71 | | -372 | *** |
| s.e. | 27 | | 163 | | 79 | | 12 | | 129 | | 67 | |
| $\sigma_{imp} (level=5)$ | 124 | | 188 | | 5 | | -17 | , | -16 | | 458 | *** |
| s.e. | 745 | | 186 | | 32 | | 9 | | 81 | | 54 | |
| $\sigma_{imp} (level=6)$ | 200 | | -356 | ** | 199 | | 187 | *** | 33 | | 488 | *** |
| s.e. | 290 | | -126 | | 228 | | 11 | | 174 | | 93 | |
| σ_{cur} | 1 | , | -2 | * | -2 | *** | 8 | *** | -1 | | 4 | *** |
| s.e. | 1 | | -1 | | 1 | | 0 | | 5 | | 1 | |

| | | | | | | | | | | | | |
|----------------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| σ_{for} | 961 | *** | 1011 | *** | 1071 | *** | 1047 | *** | 1102 | *** | 1046 | *** |
| s.e. | 48 | | 48 | | 45 | | 31 | | 55 | | 38 | |
| β_{SQ} | 0.40 | ** | 0.72 | *** | 1.21 | *** | 1.58 | *** | 0.61 | *** | 1.14 | *** |
| s.e. | 0.13 | | 0.15 | | 0.24 | | 0.23 | | 0.11 | | 0.22 | |
| # respondents | 756 | | 758 | | 734 | | 732 | | 778 | | 785 | |
| Final LL | 2304 | | 2349 | | 2243 | | 2236 | | 2441 | | 233 | |
| Rho-squared | 0.267 | | 0.255 | | 0.265 | | 0.265 | | 0.246 | | 0.282 | |

Note: The estimates for the non-cost attributes have been rescaled to DKK from 1000s DKK used in estimation. '***' indicates significance at the 0.001 level; '**' at the 0.01 level; '*' at the 0.05 level and ',' at the 0.1 level.

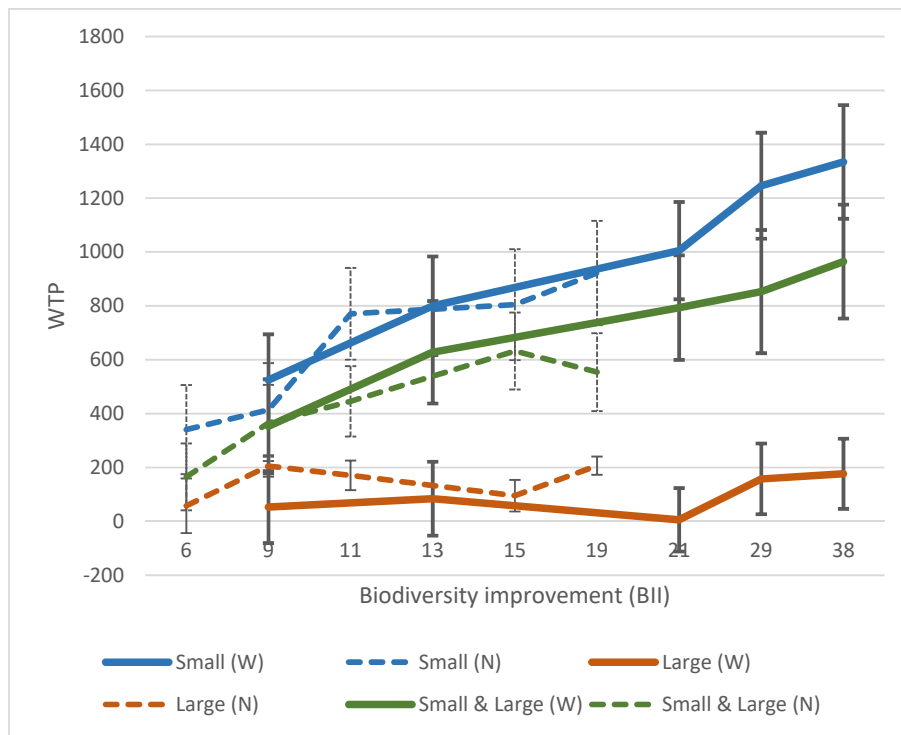


Figure S.2: The WTP for biodiversity improvements from Table S.2 illustrated. Note that a 4-unit increase is the reference level for the dummy coding improvement attribute.

S3. Results based on MNL models

Table S3. Results for all versions based MNL models with utility specified as in equation (5)

| Spatial framing (attribute range): | Small (wide) | | Small (narrow) | | Large (wide) | | Large (narrow) | | Small & Large (wide) | | Small & Large (narrow) | |
|---------------------------------------|-----------------|-----|-------------------|-----|-----------------|-----|-------------------|-----|----------------------------|-----|------------------------------|-----|
| Attribute | | | | | | | | | | | | |
| α_{cost} | 1.19 | *** | 1.12 | *** | 1.13 | *** | 1.10 | *** | 1.05 | *** | 1.13 | *** |
| s.e. | 0.05 | | 0.05 | | 0.05 | | 0.05 | | 0.05 | | 0.05 | |
| β_{imp} | 54.08 | *** | 60.87 | *** | 14.65 | * | 44.52 | *** | 38.76 | *** | 41.33 | *** |
| s.e. | 7.24 | | 11.51 | | 6.60 | | 11.62 | | 7.21 | | 10.75 | |
| $\beta_{imp>21}$ | 9.42 | | | | 18.81 | ** | | | -8.00 | | | |
| s.e. | 7.18 | | | | 6.86 | | | | 7.31 | | | |
| $\beta_{cur*imp}$ | 0.07 | | -0.05 | | -0.27 | ** | -0.66 | ** | 0.23 | * | -0.03 | |
| s.e. | 0.12 | | 0.23 | | 0.11 | | 0.22 | | 0.12 | | 0.22 | |
| $\beta_{for*imp}$ | 3.97 | | 8.71 | , | 4.81 | , | -2.58 | | 4.92 | , | -0.51 | |
| s.e. | 2.43 | | 5.01 | | 2.57 | | 5.02 | | 2.60 | | 4.75 | |
| β_{SQ} | -378 | *** | -579 | *** | -1044 | *** | -907 | *** | -524 | *** | -760 | *** |
| s.e. | 70.24 | | 69.33 | | 71.76 | | 67.71 | | 77.25 | | 67.00 | |
| # respondents | 756 | | 758 | | 734 | | 732 | | 778 | | 785 | |
| Final LL | 2571 | | 2689 | | 2656 | | 2687 | | 2778 | | 2819 | |
| Rho-squared | 0.182 | | 0.147 | | 0.130 | | 0.117 | | 0.142 | | 0.137 | |

Note: The estimates for the non-cost attributes have been rescaled to DKK from 1000s DKK used in estimation. '***' indicates significance at the 0.001 level; '**' at the 0.01 level; '*' at the 0.05 level and ',' at the 0.1 level.

S4. Answers to follow up question identifying protest and strategic respondents

Table S4.1. The number of respondents answering do nothing in all six choice set, and their answers to a follow-up question. Shaded answers were used to identify respondents not revealing their real preferences. These respondents were removed from the final sample.

| | S(W) | S(N) | L(W) | L(N) | S&L (W) | S&L (N) |
|--|------|------|------|------|------------|------------|
| <u>Number of respondents choosing “do nothing” in all six choice sets</u> | | | | | | |
| | 146 | 184 | 223 | 239 | 198 | 203 |
| <u>Share of these respondents stating the reason for this sequence of choices was:</u> | | | | | | |
| It's not fair that I have to pay more in taxes | 17% | 11% | 10% | 13% | 15% | 11% |
| It is morally wrong to put a price on biodiversity in this way. It has a value in itself | 7% | 9% | 4% | 5% | 3% | 3% |
| I can't afford to pay more taxes | 8% | 6% | 8% | 7% | 8% | 12% |
| I am not interested in the topic | 3% | 4% | 3% | 3% | 4% | 2% |
| I think the proposals are too expensive in relation to the size of the improvement | 8% | 13% | 14% | 18% | 13% | 14% |
| I don't think any of the proposals will be realized | 3% | 6% | 7% | 6% | 4% | 5% |
| I don't think any of the proposals would improve biodiversity in Denmark | 9% | 11% | 10% | 9% | 7% | 10% |
| I would like biodiversity in Denmark to improve, but do not think it is something I should pay for | 14% | 13% | 13% | 10% | 15% | 17% |
| The questions were too difficult | 1% | 1% | 1% | 0% | 0% | 1% |
| I don't know | 2% | 5% | 2% | 3% | 1% | 1% |
| Other | 29% | 22% | 29% | 25% | 30% | 23% |

Table S4.2. The number of respondents choosing the policy option in all six choice sets, and their answers to a follow question. Shaded answers were used to identify respondents not revealing their real preferences. These respondents were removed from the final sample.

| | S(W) | S(N) | L(W) | L(N) | S&L (W) | S&L (N) |
|--|------|------|------|------|------------|------------|
| <u>Number of respondents choosing “policy” in all six choice sets</u> | 232 | 263 | 264 | 251 | 247 | 262 |
| <u>Share of these respondents stating the reason for this sequence of choices was:</u> | | | | | | |
| Biodiversity in Denmark should be improved no matter how much it costs | 35% | 43% | 39% | 37% | 35% | 37% |
| I am willing to pay more taxes for the described improvement in biodiversity | 34% | 33% | 36% | 32% | 40% | 39% |
| I did not understand the questions | 0% | 0% | 0% | 0% | 0% | 0% |
| I feel that these were the morally correct answers | 8% | 4% | 7% | 7% | 4% | 4% |
| I am interested in the topic | 3% | 4% | 5% | 4% | 5% | 5% |
| I will get more out of the improvements than they would cost me | 5% | 4% | 3% | 4% | 3% | 3% |
| The questions were too difficult | 1% | 0% | 0% | 0% | 0% | 0% |
| Regardless of the improvement, it felt like the right thing to do | 9% | 7% | 5% | 13% | 8% | 8% |
| I don't know | 0% | 2% | 2% | 2% | 0% | 1% |
| Other | 3% | 2% | 1% | 1% | 4% | 3% |

S5. Translated version of the survey used in the study

New pages in the survey indicated by the vertical lines. Differences between survey versions, such as:

- The location of the improved area (west or east of the great straight)
- The spatial framing (“Small”, “Large” or “Small & Large”)
- The attribute range (Narrow or Wide)

are marked with [alt:].

Information that was presented as pop-up windows, given the respondents clicked on the information, is marked with [...]

Welcome!

This survey is conducted by a research group at the University of Copenhagen and concerns Danes' attitudes towards nature and the environment.

Throughout the questionnaire, there will be several descriptions and pieces of information about nature and the environment in Denmark.

Your answers can help form the basis for future planning and management of nature and the environment in Denmark, so it is important that you read the descriptions and information carefully and answer the questions honestly based on your own opinions and viewpoints.

It takes about 10–20 minutes to complete the survey.

We greatly appreciate the time you spend completing the questionnaire. Thank you in advance for your help!

Consent to the Processing of Your Data in the Research Project

In connection with your participation in this survey, which is part of a research project at the University of Copenhagen, we need your consent to process your data, i.e., the information you provide in this survey.

Your data will be treated confidentially.

Your answers will be anonymized before they are stored and processed.

We ask for your consent according to the rules in the General Data Protection Regulation (GDPR). You can read more about the project and the processing of your data in the information sheet (opens in a new tab).

By clicking “Next,” you give your consent for the University of Copenhagen to register and process your responses in this research project.

First, we will ask you some questions about yourself.

What is your gender?

- Female
- Male
- Non-binary
- Other
- Prefer not to answer

How old are you?

(Please enter your age below)

What is your highest completed level of education?

- Primary school (8th–10th grade, including lower secondary school)
- General upper secondary education (including HF)
- Vocational upper secondary education (including HHX and HTX)
- Vocational education and training (e.g., EUD, crafts, office, and retail training)
- Short-cycle higher education (up to 2 years) – with prior upper secondary or vocational upper secondary education
- Medium-cycle higher education (2 - 4½ years)
- Long-cycle higher education (5 years or more)
- Research education (e.g., PhD)
- Other
- Prefer not to answer / Don't know

What is your household's total annual income before taxes?

(By household, we mean people you have a family relationship with who live at your address.)

- Under 200,000 DKK
- 200,000 - 299,999 DKK
- 300,000 - 399,999 DKK
- 400,000 - 499,999 DKK
- 500,000 - 599,999 DKK
- 600,000 - 699,999 DKK
- 700,000 - 799,999 DKK
- 800,000 - 899,999 DKK
- 900,000 DKK or more
- Prefer not to answer

How many people over the age of 18 live in your household (including yourself)?

- 1
- 2
- 3
- 4
- 5
- 6+

How many people under the age of 18 live in your household?

- 0
- 1
- 2
- 3
- 4
- 5+

What is your postal code?

(Enter and select from the list)

The next questions concern your attitudes towards a number of broad societal issues.

How important do you think it is that Denmark:

| Issue | Very Important | Important | Slightly Important | Not Important | Don't Know |
|---|----------------|-----------|--------------------|---------------|------------|
| Improves the public school system? | | | | | |
| Improves the chances of unemployed and long-term unemployed people to return to the labor market? | | | | | |
| Improves the healthcare system? | | | | | |
| Lowers taxes? | | | | | |
| Reduces greenhouse gas emissions? | | | | | |
| Improves the state of nature and biodiversity? | | | | | |

Publicly funded resources are used to pay for many different things.

Do you think more or less should be spent on the following in the future:

| Area | Much More | More | Same as Now | Less | Much Less |
|-------------------|-----------|------|-------------|------|-----------|
| Defense | | | | | |
| Healthcare system | | | | | |
| Education | | | | | |

| Area | Much More | More | Same as Now | Less | Much Less |
|-------------------------------------|-----------|------|-------------|------|-----------|
| Environmental and nature protection | | | | | |
| Police, justice, and fire services | | | | | |

Next, the survey turns to biodiversity in Denmark.

No preparation or prior knowledge of biodiversity is required to answer the following questions.

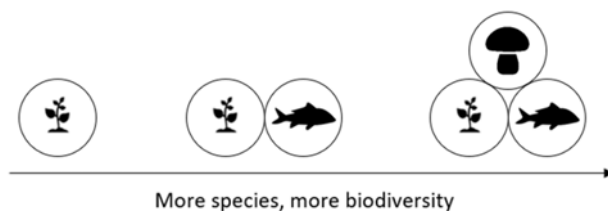
Your answers are important regardless of how much you know about biodiversity—even if you've never thought about it before.

Have you heard the term biodiversity before?

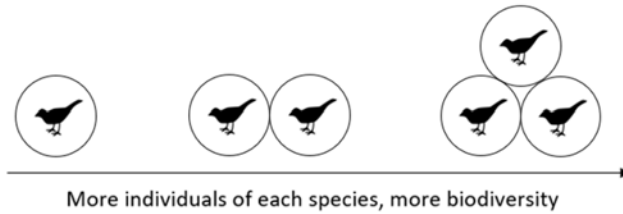
- No
- Yes, but I don't know what it means
- Yes, and I have an idea of what it means
- Yes, and I understand what it means
- Yes, and I know exactly what it means

What is biodiversity?

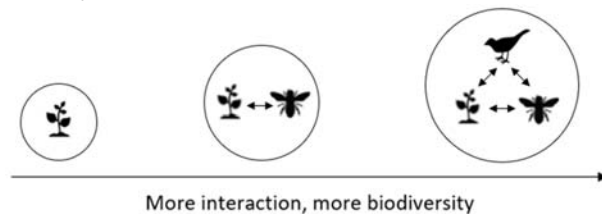
- Biodiversity encompasses many things. At its core, it refers to how varied living nature is, and the interactions that arise due to this diversity (click here to see the UN definition of biodiversity). [The United Nations (UN) defines biodiversity as: "The diversity of living organisms in all environments, both on land and in water, and the ecological interactions in which organisms participate. Biodiversity includes the variation within and between species, as well as the diversity of ecosystems."]
- An area's biodiversity is often described by **how many different types of living organisms or species**—such as animals, plants, fungi, and bacteria—are found in the area.



- **The number of individuals of each species** present in an area is also used to describe biodiversity.



- Biodiversity also includes the **interactions between species, and between species and the environment**. In other words, how organisms affect each other and their surroundings (click here for an example). **[For example through food chains, pollination, or natural processes like decomposition.]** More biodiversity could mean a longer food chain or that more species affect or depend on each other.



How well does this description of biodiversity match your own understanding of what biodiversity is?

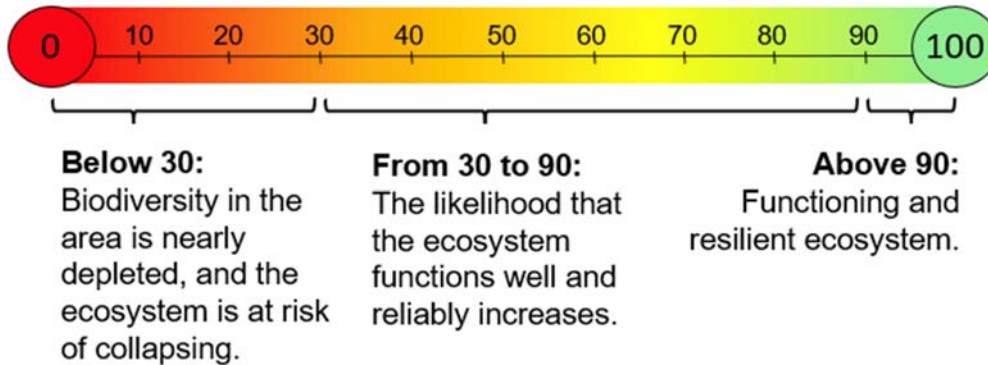
- Very well
- Well
- Somewhat
- Not very well
- Not at all
- Don't know

How can biodiversity be measured?

- One way to assess an area's current biodiversity is to compare it to what the biodiversity would have been without human influence.
- This can be done using a **biodiversity index**, which ranges from 0 to 100. (Click here for information about how the index is calculated.) **[The index uses a comprehensive knowledge base and is based on data about plants, fungi, and animals from around the world. By**

combining satellite images, field data, and modeling, the index can be calculated for areas globally.]

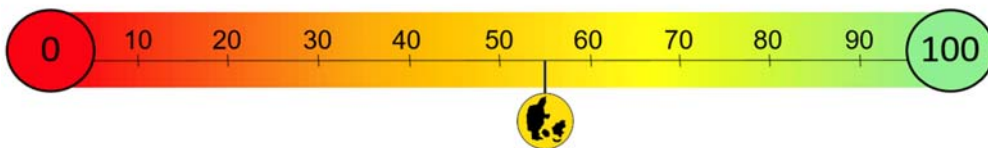
- A value close to 0 means that very little of the naturally occurring biodiversity remains.
- A value close to 100 means that the biodiversity is close to what it would be without human influence.



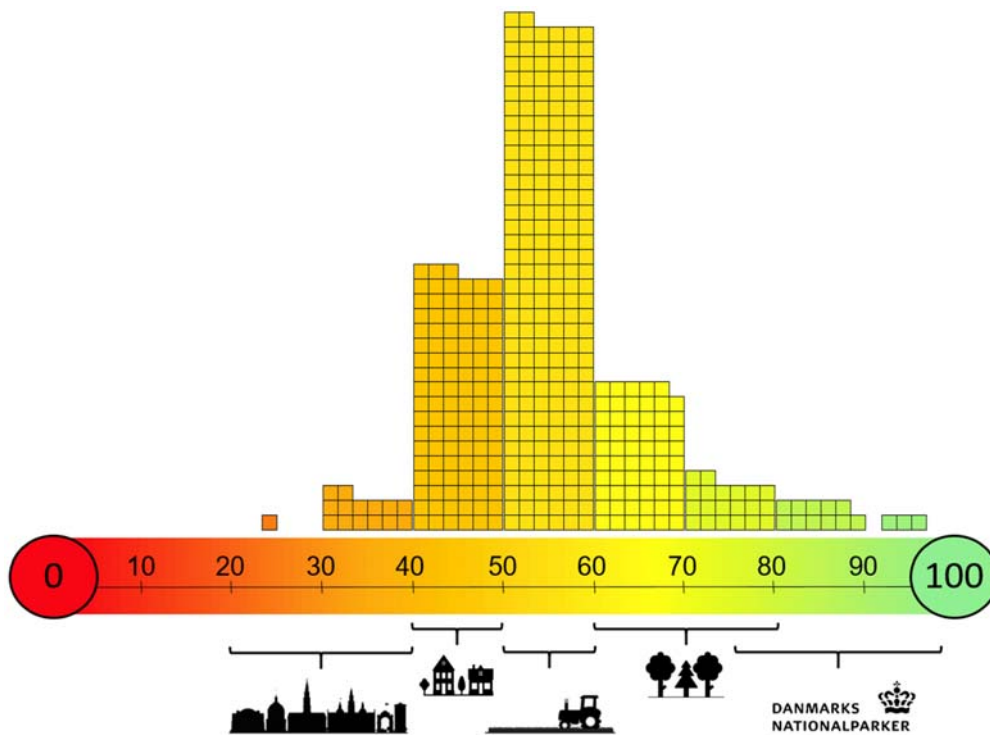
- The biodiversity index reflects the biodiversity relative to the natural baseline.
- Forested areas naturally tend to have higher biodiversity than open landscapes like meadows or heathlands.
- Thus, a forested area with a given index value has "more" biodiversity than an open area with the same index value.

Current Biodiversity in Denmark

- The average biodiversity index value across all of Denmark is **55.1**.
- Because the index includes many factors, this number does not mean that 55.1% of species or nature areas remain in Denmark. The index should be understood as a general indicator of biodiversity on a scale from 0 to 100.



- The index value varies across the country.
- If Denmark were divided into squares of 10 x 10 km (100 km²), there would be about 419 full squares.
Below, these squares are distributed based on their biodiversity index and the typical land use.



- Urban areas generally have the lowest values. In the most densely built-up areas, the value is close to 0. But in 10 x 10 km urban zones, the average typically ranges between 20 and 40, since these areas also contain green spaces and parks.
- The highest values are found in forests, wetlands, and national parks that have been left undisturbed for many years.

How does the current biodiversity in Denmark match your perception of the biodiversity status?

- The status is better than I expected
- The status is roughly what I expected
- The status is worse than I expected
- Don't know

Referendum on a Proposal to Improve Biodiversity in Denmark

On the next pages, we will present a proposal to improve biodiversity in Denmark by implementing a measure funded through a special annual tax.

Imagine that a referendum is held on this proposal, and you have to decide whether to vote:

- **FOR the proposal**, meaning biodiversity improves and your household's annual tax increases, or
- **AGAINST the proposal**, meaning biodiversity does not improve and your household's annual tax remains the same.

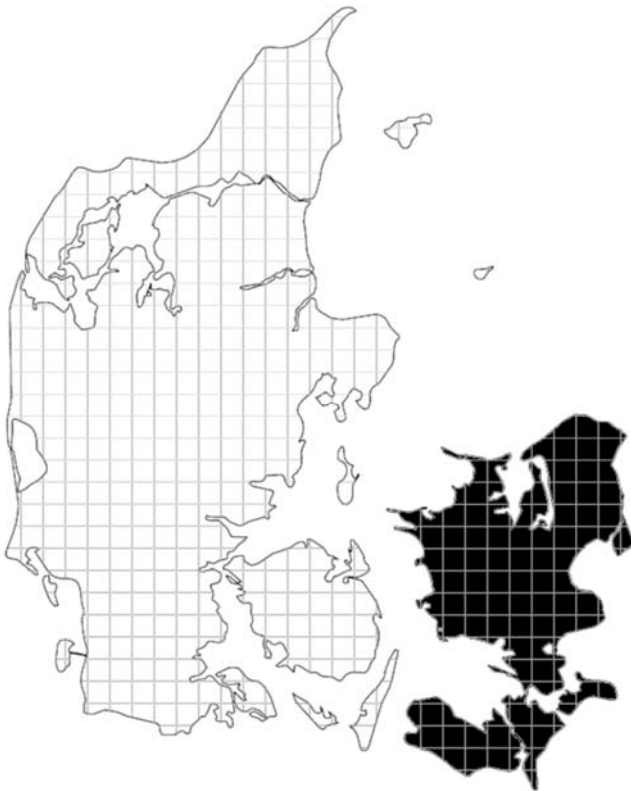
We are interested in your opinion regardless of whether you support or oppose the proposal.

You will receive more information about the proposal on the next pages, after which you will be asked to cast your vote.

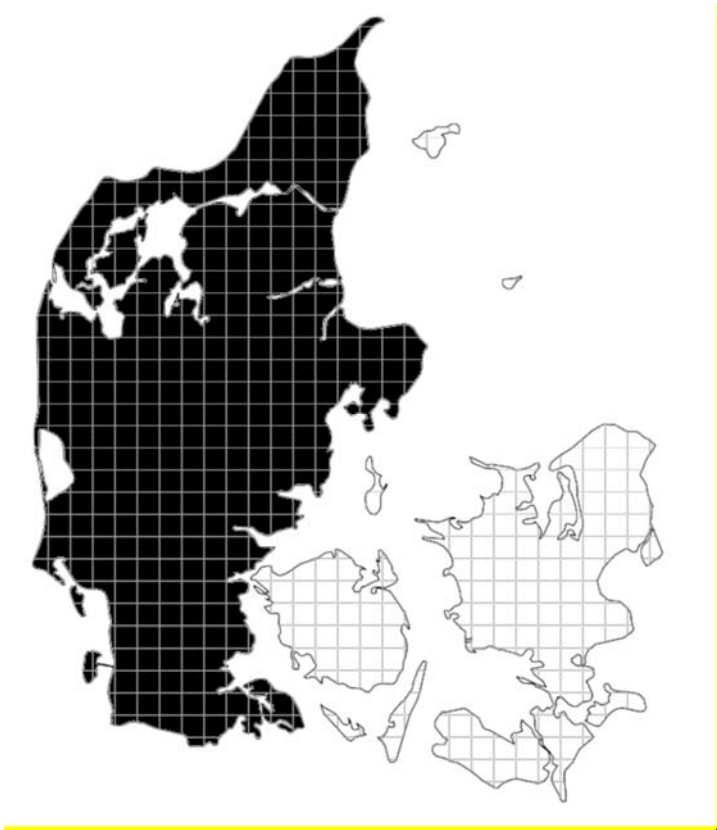
The proposal improves biodiversity in a 100 km² area on Zealand [alt: in Jutland]

This corresponds to a 10 km × 10 km square on the map.

It has not yet been determined exactly where on Zealand [alt: in Jutland] the improvement will occur, but the area will be selected by experts.



[alt:



What does the proposal involve?

The improvement in biodiversity can be achieved in various ways.

Generally, the initiative involves restoring the area to a more natural state. surroundings

[Click here for a list of measures that can improve the biodiversity in an area.](#)

[Examples of measures that can improve biodiversity include:

- Designating the area as protected nature
- Changing the intensity of land use, e.g., converting to organic farming or more nature-friendly forestry
- Withdrawing the area from agricultural or forestry production (e.g., letting it lie fallow)
- Restoring natural conditions, such as removing pollution or re-establishing wetlands
- Reintroducing animals or replanting plants that would naturally occur in Denmark
- Regulating current species populations to make room for other naturally occurring species]

It has not yet been determined which specific actions will be taken. This will be decided later by experts.

So, try to set aside the method used to achieve the improvement and focus on the outcome.

Different areas are being considered

The areas considered for improvement differ in several ways:

- **Primary natural type:** The area may be **forest or open nature** (e.g., meadows and heathlands). Forests naturally have a higher biodiversity baseline than open landscapes.
- **Current biodiversity:** Described by the biodiversity index, which may range from **33 to 57**.

Effects of the proposal vary by:

- **Magnitude of biodiversity improvement:** Measured as the **increase in biodiversity index**, which could range from **4 to 38** [alt: 4 to 19] points.
This corresponds to an increase in Denmark's **average biodiversity index between 0.010 and 0.091** [alt: 0.010 and 0.045] from the current 55.1 over a period of 10–20 years.
- **Cost of the proposal:** Funded via an **annual special tax**, through an income tax increase. The cost depends on household income and varies across households.
You will be asked to consider whether your household would be willing to pay the specified amount for the described proposal.

You will soon be presented with one specific version of the proposal.

The Vote

On the next page, a proposal is described that improves biodiversity in a 100 km² area on Zealand [alt: in Jutland] but increases your household's annual tax payment.

You need to decide whether you vote **FOR** or **AGAINST** the proposal.

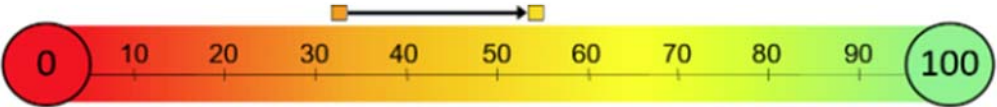
There can be many reasons why you might vote against the proposal. For example, you might think the improvement is not worth the money, or that money should not be prioritized for improving biodiversity.

It could also be that you actually like the proposal but still vote against it, for example because you would rather spend the money on other things, or because the annual cost is more than you can afford. If you are in doubt, vote against the proposal.

There can also be many reasons why you are willing to pay for the described improvement in biodiversity and therefore vote for the proposal.

[NOTE: Here is shown an example of a choice set from each spatial framing treatment. A respondent only saw one of the versions shown below]

Do you vote for or against this proposal?

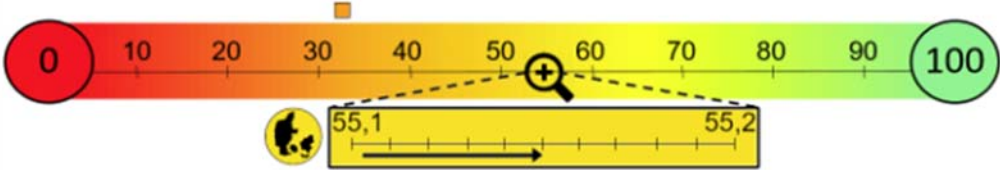
| |
|--|
| <h2>Proposal</h2> |
| Biodiversity is improved in a 100km ² large Forest area where the current biodiversity is 33 |
| The biodiversity in the area is improved by +21 (from 33 to 54) |
|  |
| The proposal increases your households tax payment by 100 kr / year |

Please choose:

- I vote **AGAINST** the proposal (no improvement, no cost).
 - I vote **FOR** the proposal (improvement in biodiversity, additional annual tax payment).
-

[ALT:

Do you vote for or against this proposal?

| |
|--|
| <h2>Proposal</h2> |
| Biodiversity is improved in a 100km ² large Forest area where the current biodiversity is 33 |
|  |
| The improvement corresponds to increasing the in biodiversity in Denmark by +0,05 (from 55,100 to 55,150) |
| The proposal increases your households tax payment by 100 kr / year |

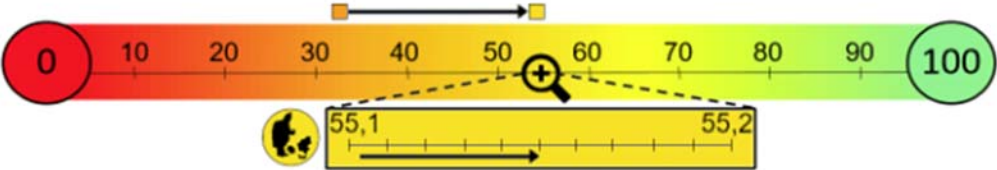
Please choose:

- I vote **AGAINST** the proposal (no improvement, no cost).
- I vote **FOR** the proposal (improvement in biodiversity, additional annual tax payment).

]

[ALT:

Do you vote for or against this proposal?

| |
|--|
| <h2>Proposal</h2> |
| Biodiversity is improved in a 100km ² large Forest area where the current biodiversity is 33 |
| The biodiversity in the area is improved by +21 (from 33 to 54) |
|  |
| The improvement corresponds to increasing the in biodiversity in Denmark by +0,05 (from 55,100 to 55,150) |
| The proposal increases your households tax payment by 100 kr / year |

Please choose:

- I vote **AGAINST** the proposal (no improvement, no cost).
- I vote **FOR** the proposal (improvement in biodiversity, additional annual tax payment).

]

Thank you for your vote.

As mentioned, it has not yet been decided exactly where the measure will be implemented.

Instead of the proposal you just responded to, you will now be shown 5 other proposals, where the measure will be carried out in other locations on Zealand [alt: in Jutland].

The proposals differ in terms of:

- The primary type of nature in the area
- The current biodiversity of the area
- The size of the improvement in biodiversity
- The cost of the proposal

Please now disregard the previous proposal.

Consider the proposal on the next page as if it were the only proposal you had to vote on.

Even though you will be shown multiple proposals, this does not mean that the measure will be implemented in multiple areas.

Do you vote for or against this proposal?

[CHOICE SET 2]

Please choose:

- I vote **AGAINST** the proposal (no improvement, no cost).
- I vote **FOR** the proposal (improvement in biodiversity, additional annual tax payment).

Please now disregard the two previous proposals and consider the proposal on the next page as if it were the only proposal you had to vote on.

The proposals differ in terms of:

- The primary type of nature in the area
- The current biodiversity of the area
- The size of the improvement in biodiversity
- The cost of the proposal

Even though you will be shown multiple proposals, this does not mean that the measure will be implemented in multiple areas.

[Four more choice sets with similar setup as above followed]

Thank you for your choices.

You have voted for one or more of the proposed measures to improve biodiversity in Denmark.

What is the main reason you voted for it?

I voted for one or more proposals because...:

- (0) ... it improves my opportunities to experience biodiversity, for example through better recreational opportunities or more beautiful nature
 - (2) ... it improves my opportunities to experience biodiversity in the future
 - (1) ... it improves the natural processes that biodiversity contributes to, such as pollination and the filtering of drinking water and air, etc.
 - (3) ... it improves future generations' chances to enjoy biodiversity
 - (4) ... an improvement in biodiversity gives me joy — even if I do not directly experience it
 - (8) ... an improvement in biodiversity has value in itself
 - (9) ... it improves nature's ability to withstand and adapt to future changes
 - (10)... regardless of the improvement, it felt like the right thing to do
 - (6) Other: _____
 - (7) Don't know
-

Thank you for your choices.

In all six votes, you have voted against the proposed measures to improve biodiversity in Denmark.

Which of the following statements best describes your reason for this?

- (1) I don't believe any of the proposals will actually happen
 - (2) I am not interested in the topic
 - (3) I don't believe any of the proposals would improve biodiversity in Denmark
 - (4) I think the proposals are too expensive relative to the size of the improvement
 - (5) It is not fair that I should pay more in taxes
 - (6) I cannot afford to pay more in taxes
 - (7) The questions were too difficult
 - (8) I would like biodiversity in Denmark to improve, but I don't think it is something I should pay for
 - (11) It is morally wrong to put a price on biodiversity in this way. It has value in itself
 - (9) Other: _____
 - (10) Don't know
-

You have voted in all six ballots for implementing the measure to improve biodiversity.

Which of the following statements best describes your reason for this?

- (1) Biodiversity in Denmark should be improved regardless of the cost
 - (2) I did not understand the questions
 - (3) The questions were too difficult
 - (4) I am interested in the topic
 - (5) I am willing to pay more in taxes for the described improvement in biodiversity
 - (6) I felt these were the morally right answers
 - (7) I will benefit more from the improvements than they would cost me
 - (10) Regardless of the improvement, it felt like the right thing to do
 - (8) Other: _____
 - (9) Don't know
-

Why improve biodiversity?

Although you have voted against the proposals in all six ballots, we would like to hear what the most important reason for improving biodiversity is for you (if you think it is important).

For me, the most important reason to improve biodiversity is because...

- (0) ... it improves my opportunities to experience biodiversity, for example through better recreational opportunities or more beautiful nature
 - (1) ... it improves my opportunities to experience biodiversity in the future
 - (2) ... it improves the natural processes that biodiversity contributes to, such as pollination and the filtering of drinking water and air, etc.
 - (3) ... it improves future generations' chance to enjoy biodiversity
 - (4) ... an improvement in biodiversity gives me joy — even if I do not directly experience it
 - (8) ... an improvement in biodiversity has value in itself
 - (10) ... it improves nature's ability to withstand and adapt to future changes
 - (6) Other: _____
 - (9) I do not think improving biodiversity is important
 - (7) Don't know
-

Which of the following statements best describes how you perceived the improvement in each proposal?

- (1) It was an improvement in a specific area
- (2) It was a general improvement of biodiversity in Denmark
- (3) Other: _____
- (4) Don't know

Which of the following statements best describes what you think an improvement in biodiversity leads to?

- (1) The diversity of plants and animals, etc., increases
- (2) The number of existing plants and animals, etc., increases
- (4) Natural processes, e.g. pollination and filtering of drinking water and air, are strengthened
- (3) I thought of all the above statements
- (5) Other: _____

- (6) Don't know
-

How do you perceive the size of the improvement?

In the first proposal, you were presented with a measure that would improve biodiversity in a 100 km² area by +, i.e., from to . This corresponds to the average biodiversity in Denmark improving by +, i.e., from 55,100 to .

How do you perceive the size of this improvement?

For biodiversity in the area, I perceive the improvement as:

- (1) A very large improvement in the area's biodiversity
- (2) A large improvement in the area's biodiversity
- (3) A small improvement in the area's biodiversity
- (4) A very small improvement in the area's biodiversity
- (5) Don't know

For biodiversity in Denmark, I perceive the improvement as:

- (1) A very large improvement in biodiversity in Denmark
 - (3) A large improvement in biodiversity in Denmark
 - (2) A small improvement in biodiversity in Denmark
 - (4) A very small improvement in biodiversity in Denmark
 - (5) Don't know
-

Below is the first proposal you were asked to consider.

Now that you have had more time to think about it, has this made you want to change your choice?

[first choice set displayed again]

Please choose:

- I vote **AGAINST** the proposal (no improvement, no cost).
 - I vote **FOR** the proposal (improvement in biodiversity, additional annual tax payment).
-

You changed your choice from voting AGAINST to now voting FOR the proposal.

What is the main reason for this?

- (1) I have had more time to think about my opinion on the proposal
- (2) Compared to the other proposals I was shown, I still think this is a good proposal
- (3) I answered randomly the first time
- (4) My first answer was a mistake

- (5) Other: _____
 - (6) Don't know
-

You changed your choice from voting FOR to now voting AGAINST the proposal.

What is the main reason for this?

- (1) I have had more time to think about my opinion on the proposal
 - (2) Compared to the other proposals shown, I still think this is a bad proposal
 - (3) I answered randomly the first time
 - (4) My first answer was a mistake
 - (5) Other: _____
 - (6) Don't know
-

Thank you very much for your participation in the survey.

If you have any questions about the survey, you are welcome to contact:

If you have any further comments about the survey, you are also welcome to write them in the field below: