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**Monetary Valuation of Environmental Goods: Alternatives to Contingent Valuation**

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## Appendix I The IJburg Questionnaire

This appendix contains the complete text of the IJburg questionnaire. First, the introductory letter is presented, followed by the text of the questionnaire. There are thirty-five versions of the questionnaire: thirty versions for the conjoint measurement study, and five versions for the contingent valuation study. In this appendix, one CM questionnaire (version RII-6) is given in its entirety. The CVM questionnaire is almost identical, except for the valuation questions (question 7, 8 and 9). Here, only these deviant questions are given (version V-4).

### *Introductory letter*

Date:	31 January, 1997	Department:	BE/F&O
Your ref.:		Contact:	Ms B.E. Baarsma
Our ref.:		Phone direct:	(+31) 20 525.4223
Enclosure(s):	2	FAX:	(+31) 20 525.4033
Subject:	Questionnaire IJburg		

Dear resident of Amsterdam,

Currently, a research is being carried out on the valuation of the impacts on the environment of the (possible) construction of a new district, viz. IJburg. This study is part of a research project on the valuation of the environment. We kindly request you to look at the enclosed questionnaire and to answer the questions. This will take up about 10 minutes of your time.

As you may know, the Municipality of Amsterdam intends to construct the new district of IJburg in the IJmeer, on artificial islands. This plan has met with quite some resistance. The question whether or not this new district IJburg is to be realised, will shortly be the subject of a referendum in Amsterdam.

It is important to note that the research on hand is strictly for scientific purposes and is not in any way connected with either the referendum or the Municipality of Amsterdam, or with any groups in favour of or against the new district. The results will be used exclusively for scientific purposes, and will not be released for any other purposes. Apart from this, we would like to stress that, in processing these questionnaires, your anonymity is fully guaranteed.

For the research to succeed it is essential that you fill in the questionnaire, and return it before March 15th, 1997. Please use the enclosed return envelop (no stamps required).

If you have any further questions, please contact Ms Barbara Baarsma (phone 525.4223). During the period of February 4 – March 14, 1997, she will be available on weekdays (except Mondays) between 09.30 and 12.00 hours.

Thanking you in advance for your time and effort,

Yours sincerely,

Ms Barbara E. Baarsma

Prof. dr. J.G. Lambooy





*Situation 4*

**Nature:** the quantity of plants and animals in the IJmeer remains the same

**Recreation:** the possibilities for water sports and other forms of recreation decrease by 10%

**One-time contribution:** f15

*Situation 5*

**Nature:** the quantity of plants and animals in the IJmeer decreases by 50%

**Recreation:** the possibilities for water sports and other forms of recreation remain the same

**One-time contribution:** f2.50

*Situation 6*

**Nature:** the quantity of plants and animals in the IJmeer remains the same

**Recreation:** the possibilities for water sports and other forms of recreation remain the same

**One-time contribution:** f5

Please indicate your ordering of the six situations below. Consider the various situations well and keep in mind your income and other expenses. (Please state the number of the situation of your choice on the dotted lines.)

- My first choice would be                      situation No. ....
- My second choice would be                    situation No. ....
- My third choice would be                     situation No. ....
- My fourth choice would be                    situation No. ....
- My fifth choice would be                      situation No. ....
- My sixth choice would be                     situation No. ....

- 8) Could you please give report marks (between 0 and 10) for each of the six situations, where 10 represents what you feel to be the best possible situation and 0 represents what you feel to be the worst possible situation. Your choices can get marks ranging from 0 to 10, and each subsequent choice gets a lower mark than did the previous one (the second choice gets a lower mark than does the first choice, the third choice gets a lower mark than does the second choice, and so on). Please give marks for each choice.

- First choice:                      mark .....
- Second choice:                    mark .....
- Third choice:                     mark .....
- Fourth choice:                    mark .....
- Fifth choice:                      mark .....
- Sixth choice:                     mark .....

- 9) You have now ranked and graded the six different situations, but could you please also indicate the situation that is the most acceptable to you (meaning the situation that you would really be willing to pay for).

Please cross one answer only.

- Only the first choice
- The first and the second choice
- The first, second and third choice
- The first, second, third and fourth choice
- The first, second, third, fourth and fifth choice
- All six choices
- None of these choices

Some background questions to conclude with.

- 10) What is your age?  
- I am ..... years of age
- 11) Are you a male or a female?  
- Male

- Female

- 12) Your household consists of how many members (including yourself)? Please indicate the number of people per age group.
- ..... persons in the age group of 0-18
  - ..... persons in the age group of 19-64
  - ..... persons in the age group of 65 and over
- 13) Are you the breadwinner (are you the one who provides the major part of the household income)?
- Yes
  - No
- 14) What is your current employment situation?
- employed (paid job)
  - unemployed / disabled
  - on a pension / on early retirement
  - full-time housewife or househusband
  - student
  - otherwise, viz. ....
- 15) Are you currently house-hunting?
- Yes, I have been for ..... years already
  - No
- 16) Do you have any plans to move to a location outside Amsterdam?
- Yes, because .....
  - No
- 17) Would you like to live in IJburg?
- Yes
  - No
  - Don't know
- 18) How much is the net monthly household income (the sum total of all incomes, including your own)? (Net income means the income after taxes.)
- Less than f1,500
  - f1,501 – f2,000
  - f2,001 – f2,500
  - f2,501 – f3,000
  - f3,001 – f3,500
  - f3,501 – f4,000
  - f4,001 – f4,500
  - f4,501 – f5,000
  - f5,001 – f5,500
  - f5,501 – f6,000
  - f6,001 – f6,500
  - f6,501 – f7,500
  - f7,501 – f8,500
  - f8,501 – f9,500
  - f9,501 – f10,500
  - f10,501 or more
- 19) What is the highest educational level of the breadwinner (the one contributing most to the household income)?
- Primary school
  - Lower vocational education (LBO/VBO)
  - Lower general secondary education (MAVO)
  - Intermediate vocational education (MBO)
  - Higher general secondary education (HAVO)
  - Pre-university education (VWO)
  - Higher vocational education (HBO)
  - University education
  - Other, viz. ....
- 20) Do you own a car?
- Yes
  - No
- 21) Do you consider yourself or your household to be environment-friendly?
- Yes
  - No
  - To a certain extent
- 22) Are you, or is any other member of your household, a member of an environment protection or nature reserve / natural heritage society?
- Yes → Please continue with question 22a
  - No → Please continue with question 23
  - Don't know → Please continue with question 22a

22a) Which of the societies mentioned below are you (or is a member of your household) a member of?

- Greenpeace
- World Nature Fund
- Society of Natural Heritage
- Birds Protection Society
- Animal Protection Society
- Environment Protection Society
- Society for the Preservation of the IJsselmeer
- Others, viz. ....

23) Do you ever go on or near the IJmeer (e.g., for sailing or rowing, or for cycling or walking)?

- Yes, at least once a week
- Yes, at least once a month
- Yes, twice a year
- Yes, once a year or less
- No

24) Do you have future plans to make use of the IJmeer as a green and recreation area?

- Yes
- No
- Don't know

If you have any further remarks or suggestions concerning this questionnaire or the IJmeer in general, please use the space below.

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Thank you very much for your kind co-operation.

**CVM questionnaire: question 7, 8 and 9**

The construction of this new green and recreation area will cost a great deal of money. Now, *suppose* that an 'IJmeer Fund' is established, which will pay for the costs of this development project. Everyone is asked to pay a *voluntary, one-time-only* contribution to this fund. These contributions will be used only for the construction of the new green and recreation area, and if more money is contributed than is needed, the surplus will be paid back to the contributors, proportionally according to their contributions. When answering question No.7, you should assume that all green and recreational values that are lost as a result of the construction of the new areas, are to be compensated.

- 7) Some people say that they are willing to contribute *f*15 to the 'IJmeer Fund', others are willing to pay more, whereas yet others are willing to pay less. Would you be willing to contribute *f*15, more than *f*15, or less than *f*15 to the 'IJmeer Fund'?
- Please keep in mind your income and other expenses.
- About *f*15 → Please continue with question 10
  - More than *f*15, viz. *f*..... → Please continue with question 10
  - Less than *f*15, viz. *f*..... → Please continue with question 8
  - Don't know → Please continue with question 9
- 8) You are willing to pay less than *f*15 to the 'IJmeer Fund'. For what reason?
- It is not worth that much to me
  - I cannot afford it
  - Others should pay for it
  - Different reason, viz. ....
- 9) You are not sure how much you would contribute to the 'IJmeer Fund'. Why not?
- Insufficient information
  - I am not sure whether my household can afford such a sum
  - I am not sure how much it is worth to me
  - The decision is not mine to make
  - Different reason, viz. ....



