HELP US TO DEVELOP BIODIVERSITY CONSERVATION BY TELLING US YOUR OPINION

Biodiversity is declining globally, and thus we need more efficient measures to slow down the pace. At the Department of Biosciences at the University of Helsinki, we are examining the role of different species and ecosystems in biodiversity conservation, as well as factors affecting environmental philanthropic behavior.

We hope that you would find time to complete this questionnaire. By participating in this survey you will help to create valuable data that can be used to develop biodiversity conservation further. It takes only about 10 minutes to complete this survey. Participation to this survey is completely voluntary, and responding to this survey occurs anonymously. Every response is very important for the reliability and the coverage of this study. All the responses will be handled confidentially and all the responses are used for research purposes only.

The data will be statistically analyzed, and thus an individual respondent cannot be identified from the data. All the data that is collected in this survey will be archived to Finnish Social Science Data Archive after this research for possible research purposes in the future.

Our sponsor Oy Karl Fazer Ab will make a 10 cent donation from every fulfilled questionnaire to nature conservation. After you have completed this survey, you can choose one of five conservation targets where the 10 cents is to be donated.

If you would like to ask more information about this study or survey, please contact Pia Lundberg, email: pia.lundberg@helsinki.fi

Thank you for your time and co-operation in advance.

Pia Lundberg  Anni Arponen  Annukka Valinio  
Doctoral student  University lecturer  Principal Research Scientist  
University of Helsinki  University of Helsinki  Natural Resources Institute Finland (Luke)

PART 1. OPINIONS

1. How much do you agree or disagree with the following statements concerning nature conservation? Please choose from every statement the option that represents your opinion most.

Opinions

<table>
<thead>
<tr>
<th>1. Environmental protection benefits everyone.</th>
<th>Totally agree</th>
<th>Partially agree</th>
<th>Neither agree nor disagree</th>
<th>Partially disagree</th>
<th>Totally disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Over the next decade, thousands of species of plants and animals will become extinct.</td>
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<td>3. Claims that we are changing the climate are greatly exaggerated.</td>
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<tr>
<td>4. While some local plants and animals may have been harmed by environmental degradation, over the whole Earth there has been little effect.</td>
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<td>5. Environmental threats to public health have been exaggerated.</td>
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<td>6. Environmental protection is beneficial to my health.</td>
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<td>7. Environmental protection will provide a better world for me and my children.</td>
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<td>8. Environmental protection will help me to have a better quality of life.</td>
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<tr>
<td>9. Environmental damage generated here harms people all over the world.</td>
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</tbody>
</table>
PART 2. OPINIONS

2. How much do you agree or disagree with the following statements concerning nature conservation? Please choose from every statement the option that represents your opinion most.

<table>
<thead>
<tr>
<th>Opinions</th>
<th>Totally agree</th>
<th>Partially agree</th>
<th>Neither agree nor disagree</th>
<th>Partially disagree</th>
<th>Totally disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I admire people who own expensive homes, cars, and clothes.</td>
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<td>2. The things I own say a lot about how well I’m doing in life.</td>
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<td>3. Buying things gives me a lot of pleasure.</td>
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<td>4. I like a lot of luxury in my life.</td>
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<td>5. My life would be better if I owned certain things I don’t have.</td>
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<td>6. I’d be happier if I could afford to buy more things.</td>
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</table>

PART 3. CONSERVATION OF SPECIES AND ECOSYSTEMS

3.1 Would you be willing to donate to conservation of ecosystems named below during next year?

A. Savannah and grasslands  
B. Finnish old-growth forest  
C. Rainforest  
D. Finnish freshwater ecosystems

Think first a sum that you would be willing to donate to conservation of ecosystems A-D altogether. Then allocate the sum between these ecosystems by choosing a sum in every row indicating the share of the sum that is targeted particularly to conservation of that ecosystem.

Choose a sum for every ecosystem. If you are not willing to donate to some of the ecosystems, mark then 0 €.

<table>
<thead>
<tr>
<th>Ecosystem</th>
<th>0 €</th>
<th>1 €</th>
<th>3 €</th>
<th>5 €</th>
<th>10 €</th>
<th>20 €</th>
<th>40 €</th>
<th>50 €</th>
<th>75 €</th>
<th>100 €</th>
<th>200 €</th>
<th>500 €</th>
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</thead>
<tbody>
<tr>
<td>A. Savannah and grasslands</td>
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<td>B. Finnish old-growth forest</td>
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<td>C. Rainforest</td>
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<td>D. Finnish freshwater ecosystems</td>
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</table>

If you marked 0 € for some ecosystem, please describe briefly why you would not be willing to donate to that (or those) target?
3.2 If you could choose species instead of ecosystems, would you be willing to donate to conservation of species named below during next year?

A. Lynx
B. Bornean orangutan
C. African wild dog
D. Siberian flying squirrel
E. Golden-crowned flying fox
F. Otter
G. Sumatran tiger
H. Wolverine

Think first a sum that you would be willing to donate to conservation of species A-H altogether. Then allocate the sum between these species by marking a sum in every row indicating the share of the sum that is targeted particularly to conservation of that species.

Choose a sum for every species. If you are not willing to donate to some of the species, mark then 0 €.

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<tr>
<th>Species</th>
<th>0</th>
<th>1</th>
<th>3</th>
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<th>75</th>
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<tr>
<td>A. Lynx</td>
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<td>B. Bornean orangutan</td>
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<td>C. African wild dog</td>
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<td>D. Siberian flying squirrel</td>
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<td>E. Golden-crowned flying fox</td>
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<td>F. Otter</td>
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<tr>
<td>G. Sumatran tiger</td>
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<td>H. Wolverine</td>
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</table>

If you marked 0 € for some species, please describe briefly why you would not be willing to donate to that (or those) target?

3.3 If you could choose instead of single species or ecosystems a conservation project, where the donations would be used to conservation of following three species jointly: Bornean orangutan, Golden-crowned flying fox and Sumatran tiger, would you be willing to donate money for this conservation project during the next year?

Think first a sum that you would be willing to donate to conservation project 1, and mark the sum to the row below. If you are not willing to donate to this project, mark then 0 €.
Conservation project 1

0 1 3 5 10 15 20 30 40 50 75 100 200 500
€ € € € € € € € € € € € € €

Bornean orangutan, golden-crowned flying fox and Sumatran tiger

If you marked 0 €, please describe briefly why you would not be willing to donate to that target?

3.4 If you could choose instead of species or ecosystems or conservation project 1 a general donation to biodiversity conservation that a conservation organization could freely use to conservation projects where mostly needed, would you be willing to donate money to that project during next year?

Think first a sum that you would be willing to donate to conservation project 2, and mark the sum to the row below. If you are not willing to donate to this project, mark then 0 €.

Conservation project 2

0 1 3 5 10 16 20 30 40 60 75 100 200 500
€ € € € € € € € € € € € € €

Biodiversity conservation

If you marked 0 €, please describe briefly why you would not be willing to donate to that target?

3.5 Please evaluate the effect of factors named below to the decision to make a donation to the conservation of ecosystems in the question 3.1 and to species in question 3.2.

Question 3.1 Ecosystems

Very much Much Not much not little Little Very little

Endangerment/rarity

Beauty

It is a Finnish ecosystem

The ecosystem is familiar to me.

The ecosystem evokes positive feelings in me.

Other reason.

Please specify the other reason here.

Question 3.2 Species

Very much Much not much not little Little Very little

Endangerment/rarity

Beauty, cuteness, appealingness

Species occurs in Finland.

Species is familiar to me.

Species evokes positive feelings in me.

Species occurs only in a certain geographic range

Other reason.

Please specify the other reason here.
PART 4. PARTICIPATION IN ORGANIZATIONAL ACTIVITIES AND DONATIONS TO NGOS

4.1 Are you a member of some conservation organization?

Membership

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

I’m member

☐

☐

4.2 If you answered yes, mark then to which conservation organization/organizations you belong to.

Conservation organization

☐ The Finnish Association for Nature Conservation
☐ WWF
☐ The Finnish Nature League
☐ Birdlife
☐ The Finnish Natural Heritage Foundation
☐ The Finnish Society for Nature and Environment
☐ Other

4.3 Have you participated in the activities of a conservation organization (e.g. bird counts, reed cut bees)?

Organizational activities

Yes
No

I have participated in activities arranged by NGO

☐

☐

4.4 Have you donated to nature conservation within previous two years?

Donations

Yes
No

I have donated or paid subscriptions

☐

☐

If you answered Yes, please answer to the questions below. If you answered No, proceed to part 5 in the questionnaire.

4.5 Evaluate how much you have donated to nature conservation within last two years?

Mark possible subscriptions to the other box.

Donations approx (€)

Subscriptions approx (€)

4.6 Donation target

I usually donate to

☐ species
☐ ecosystems
☐ does not matter

4.7 The form of donation

☐ I have made one-time donation/donations.
☐ I pay every month a certain sum.

4.8 Do you search information about the conservation target before you make a donation?

Information retrieval

Yes
Sometimes
No

I search information before donation

☐

☐

4.9 If you search information before making a donation, which of the following information retrieval channels do you use? You can choose multiple options.
PART 5. QUESTIONS CONCERNING NATURE AND NATURE CONSERVATION

Please read carefully following questions through. Choose the alternative (or alternatives) that you consider the right answer.

5.1 Choose, which of the following threats currently threatens most the survival of Saimaa ringed seal population?

Saimaa ringed seal
Threat
- Environmental toxins
- Drowning to fishnets
- Climate change
- Decreasing food supply
- Regulation of water systems
- I don’t know.

6.2. Which three species in the list below are threatened in Finland?

Threatened species are
- Natterer's bat
- Otter
- Baltic ringed seal
- Lesser white-fronted goose
- Wolf
- Siberian jay
- Bearded reedling
- Capercaillie
- I don’t know

5.3 Below is a set of factors that cause species to become threatened. Choose from the list the two most important causes of threat in Finland.

Main reasons
- Peatland drainage for forestry and peat harvesting
- Interspecific competition
- Climate change
- Changes in forest ecosystems
- Construction of waterways
- Picking and collecting
- Overgrowing of habitats
- I don’t know

5.4 Which two of the following statements are correct?

Statements
- Small-sized species will become extinct most easily.
- Species that are specialized in certain habitats will survive better than species that are not specialized.
- Species that occur in a restricted area will become extinct more easily than species that have wider distribution.
- The hunt caused by predators is a significant factor causing extinction.
- Small separate populations will enhance the survival of the species.
- Parring with individuals that have come from elsewhere will decrease the risk to become extinct in a small population.
- I don’t know.

PART 6. BACKGROUND QUESTIONS

Then a few background questions that are needed in statistical analysis.
6.1 Gender

6.2 Birth year

6.3 Place of domicile

- Densely built city
- Suburb
- Countryside

6.4 Is your residential area

- 1 person
- 2 persons
- 3 persons
- 4 persons
- 5 persons
- 6 persons or more

6.5 Size of household

- None
- 1 person
- 2 persons
- 3 persons
- 4 persons or more

from which under 18 years old

6.6 What is your highest level of education?

- Level of education: - Select one -

- Other, which?

6.7 What is your current occupational status?

- Current occupational status: - Select one -

- Other, which?

6.8 What is your field of education? If you don’t have finished your studies yet, please choose your study field here.

- Field of education: - Select one -

- Other, which?

6.9 Please choose from the menu bar the total income of your household before tax.

- Households monthly income: - Select one -

6.10 How would you describe your political orientation in left-right axel?

- political orientation:

6.11 Which political party you find to be closest to your own political thinking?

- Party: - Select one -

6.12 Other comments. All information concerning nature conservation and donations is valuable and welcome.

DONATION TO NATURE CONSERVATION

Oy Karl Fazer Ab, which is sponsoring our study, will donate 9,10 € from every completed questionnaire to nature conservation. Please choose from the list below the target for donation.

- Donation target:
  - Amur leopard
  - Peatland conservation
  - Biodiversity conservation
  - Siberian Jay
  - Baltic Sea conservation