

VISITORS - ECONOMIC VALUATION CARD

SECTION 1. How sure are you that the option you chose as your most preferred among the three options is your most preferred?

Select one answer only

- a. Not sure at all
- b. Slightly sure
- c. Moderately sure
- d. Very sure
- e. Extremely sure

SECTION 2. Would you prefer to pay for new environmental programs through higher taxes, the cost of incentives to businesses and households, or through higher prices?

Select one answer only

- a. Through higher taxes
- b. Through the cost of incentives to businesses and households
- c. Through higher prices
- d. No preference

SECTION 3. Would you say you think of yourself as not an environmentalist at all, slightly an environmentalist, a moderate environmentalist, a strong environmentalist or a very strong environmentalist?

Select one answer only

- a. Not an environmentalist at all
- b. Slightly an environmentalist
- c. A moderate environmentalist
- d. A strong environmentalist
- e. A very strong environmentalist

-----flip over to the other side-----

SECTION 4. Agreement with Statements

Statement	Strongly Disagree (a)	Somewhat Disagree (b)	Neither agree nor disagree (c)	Somewhat Agree (d)	Strongly Agree (e)
Costs should not be a factor when protecting the environment.	☐	☐	☐	☐	☐
I found it difficult to select an option of reef conditions I preferred.	☐	☐	☐	☐	☐
I was concerned that the Puerto Rico government cannot effectively manage coral reefs.	☐	☐	☐	☐	☐
I should not have to pay more to protect or restore coral reefs in Puerto Rico.	☐	☐	☐	☐	☐
The public's views as expressed in this survey should be important to the Puerto Rico government when it chooses how to manage coral reefs.	☐	☐	☐	☐	☐
I understood the different alternatives presented in each choice question.	☐	☐	☐	☐	☐
The different reef attribute levels in each alternative were clear and I was able to distinguish the difference across the "Status Quo" and alternatives B and C in making my choice.	☐	☐	☐	☐	☐
The illustrations of coral reef conditions helped me distinguish the low, medium and high conditions for all reef attributes.	☐	☐	☐	☐	☐
The pictures of different levels of crowding helped me distinguish low, medium and high crowding conditions.	☐	☐	☐	☐	☐
The government should use incentives to businesses and households to pay for environmental protections instead of regulations that result in higher prices or taxes to businesses and households.	☐	☐	☐	☐	☐

SECTION 5. How certain are you that additional funding would achieve the goals of protecting the environment?

Select one answer only.

- a. Very certain**
- b. Certain**
- c. Somewhat certain**
- d. Uncertain**
- e. Very uncertain**