Supplement F – the description of the sampling strategy

BalticSurvey: Samples and sample sizes

The purpose of this short document is to report on the status of the choice of samples and sample sizes in BalticSurvey. Partners are invited to comment on the document. A separate document suggesting a procedure for analysis of data and reporting, including tasks for partners, is currently being prepared and will be sent to all partners later.

**1. Background**

Given the resource constraints, we want to accomplish at least two things in BalticSurvey:

1. Obtain nationally representative information for all nine Baltic Sea countries on people’s use and attitudes related to the Baltic Sea environment. This basic information constitutes what is necessary to include in the report to SEPA. More on this issue will follow in the forthcoming separate document on data analysis and reporting.
2. Obtain data on Baltic Sea visitors that enable a travel cost analysis. Questions have been designed so that the approach of Vesterinen et al. (2010) can be followed. (This paper is found in a separate PDF.) This objective is more ambitious than the first one and results of this analysis do not have to be included in the report to SEPA. The travel cost analysis is a kind of research task in its own, which the BalticSurvey personmonths might not cover. This will also be an issue in the forthcoming separate document on data analysis and reporting.

For accomplishing objective #1, Synovate applies procedures for representative sampling for national populations in all nine countries. It has been discussed with RU if the national Russian population is relevant or whether a geographical limitation would be reasonable (e.g. the European part of Russia). The conclusion of this discussion is that Russian policymakers are likely to be interested in nationally representative information, so a geographical limitation would not be adequate. This conclusion was also supported by Synovate Russia.

For accomplishing objectives #1 and #2, the number of observations (interviews) has to be sufficiently large. The point of departure in the agreement with Synovate has been 1000 interviews per country. However, the situation here becomes quite complex, since for some countries it can be expected that only a small proportion of the national population is visitors to the Baltic Sea. In the same time, the number of observations that is necessary for applying the approach of Vesterinen et al. (2010) is likely to be about 400-600 visitors per country, according to a rough judgment made by Janne Artell (e-mail 17 Feb. 2010). While it would be preferable to follow this approach, a simple zonal travel cost analysis might be possible to carry out with fewer observations.

**2. Sampling strategy**

For achieving both objectives above to the greatest extent possible given the limited budget, the status of the sampling strategy for the different countries is as follows:

DE: 1000 interviews based on the national population, which should be enough for accomplishing objective #1. However, it is not likely to be enough for accomplishing objective #2. It is very costly to increase the national sample as a way of getting at least 400 observations on visitors. A reasonable way to proceed could be to make a special sampling of the part of DE in which most visitors are found, but in order to do this efficiently we need indications from the national sample on where to find visitors. The conclusion is therefore that only the national population is sampled at this stage and that it is investigated whether a follow-up study could be done separately for obtaining enough observations on visitors for enabling a travel cost analysis à la Vesterinen et al.

DK: 1000 interviews should be enough for accomplishing both objective #1 and #2. However, Synovate has suggested 800 interviews based on the national population because of the very high cost situation in DK. Synovate has been asked to give a cost figure for 1000 interviews.

EE: 1000 interviews based on the national population, which should be enough for accomplishing objective #1 and probably also #2.

FI: 1000 interviews based on the national population, which should be enough for accomplishing objective #1 and probably also #2.

LV: 1000 interviews based on the national population, which should be enough for accomplishing objective #1 and probably also #2.

LT: 1000 interviews based on the national population, which should be enough for accomplishing objective #1 and probably also #2.

PL: 1000 interviews based on the national population, which should be enough for accomplishing objective #1. However, it is not likely to be enough for accomplishing objective #2. It is very costly to increase the national sample as a way of getting at least 400 observations on visitors. A reasonable way to proceed could be to make a special sampling of the part of PL in which most visitors are found (if there is such a part), but in order to do this efficiently we need indications from the national sample on where to find visitors. The conclusion is therefore that only the national population is sampled at this stage and that it is investigated whether a follow-up study could be done separately for obtaining enough observations on visitors for enabling a travel cost analysis à la Vesterinen et al.

RU: The problems for DE and PL become even more pronounced for Russia because of its very big population and area. This means that relying on only a national sample amounting to 1000 interviews implies a risk that extremely few visitors to the Baltic Sea are included. Therefore a coastal sample has been geographically defined as the S:t Petersburg and Kaliningrad areas. Preliminary, 1000 interviews will be done for this coastal sample. As a supplement to the coastal sample for getting information on nationally representative attitudes and use, 500 interviews are planned to be carried out for a national sample. Synovate is at present investigating the costs for this. Taken together, this should be enough for accomplishing objective #1 and probably also #2.

SE: 1000 interviews based on the national population, which should be enough for accomplishing objective #1 and probably also #2.