

Willingness to pay questions

(These questions can be used in place of the Value of Enjoyment questions (Questions 11-17) in the evaluation section, Section E: Valuation after Questions 9 and 10.

READ OUT

I am going to read out some information about the seafront/river/riverside and then ask you some questions about how you think this area should be managed.

(Insert text and illustration(s) (DRAWING C etc) to describe the problems affecting the seafront/river/riverside and schemes that could be undertaken to remedy them).

All the schemes under consideration would provide protection to the seafront/river/riverside and the town/village/houses/businesses nearby. The basic costs of defence works are already included within the Governments budget. However, the schemes could also provide additional recreational benefits that would have to be paid for through additional taxes paid for by all households.

We want to know how much extra (if anything) you would be prepared to pay in increased taxes in order to obtain these additional recreational benefits. This may be a difficult question. It may help you to think about the following points. **SHOW WTP CARD 1**

- (1) All the schemes being considered would protect property, so you should assume that property will be protected and think only of the recreation benefits of the scheme(s).
 - (2) In the current economic circumstances, you may not be able to afford to pay any more in taxes to protect even if you would like to. Also there may be other areas of public expenditure (such as education or health care) upon which you would prefer any extra money to be spent.
 - (3) Any money you would pay towards the scheme would not be available to you for other purchases
 - (4) There may be other environmental issues or other coasts or rivers that you would prefer to spend money on.
 - (5) There are alternative coastal/river sites you could go to in the area.
11. So, would you be prepared to pay, on behalf of your household, a small increase in taxes every year so that more money can be spent to improve recreation at the seafront/river/riverside?

Yes = 1 **GO TO 12(a)**

No = 0 **GO TO 13**

Don't know = -8**GO TO 13**

12(a). What is the maximum amount in extra taxes that your household would be prepared to pay every year in order to obtain the recreational benefits provided by the scheme for the seafront/river/riverside here?

(A payment ladder or payment card can be used to elicit WTP)

£ per year extra

12(b). Why are you prepared to pay that/not prepared to pay?

PROBE, RECORD VERBATIM

13. If the scheme were in place, would you get more, less or the same amount of enjoyment from a visit compared to a visit to this seafront/river/riverside in its current condition? **SHOW CARD E**

-3	-2	-1	0	+1	+2	+3	(CODE DON'T KNOW = -8)
Much less enjoyment			The same amount of enjoyment			Much more enjoyment	

14(a). If the scheme were in place, would you visit the seafront/river/riverside more or less often than you do now? **SHOW CARD F**

Don't visit now anyway = -1
 Would never visit = 0
 Would visit much less often than now = 1
 Would visit less often than now = 2

 Would visit as often as now = 3
 Would visit more often than now = 4
 Would visit much more often = 5
IF CODES 0, 1, 2, GO TO 14(b), ELSE GO TO 16

14(b). Would you go somewhere else instead?

Yes = 1 **GO TO 15**
 No = 0 **GO TO 16**

15. How much more or less would it cost your household to go to this alternative site over a year?

£.....:.....More

£.....:.....Less

Don't know = -888.88

16. Now, can you tell me how strongly you are in favour or against the scheme shown in the Drawing C being adopted? **SHOW DRAWING C AND CARD G**

1	2	3	4	5
Strongly against	Against	Neither against nor in favour	In favour	Strongly in favour

17. Why are you in favour/against this scheme?
PROBE RECORD VERBATIM

(The series of willingness to pay questions 11-17, can be repeated for each of the schemes proposed for the seafront/river/riverside). WTP SHOW CARD X

- (1) All the schemes being considered would protect property, so you should assume that property will be protected and think only of the recreation benefits of the scheme(s).
 - (2) In the current economic circumstances, you may not be able to afford to pay any more in taxes to protect even if you would like to. Also there may be other areas of public expenditure (such as education or health care) upon which you would prefer any extra money to be spent.
 - (3) Any money you would pay towards the scheme would not be available to you for other purchases
 - (4) There may be other environmental issues or other coasts or rivers that you would prefer to spend money on.
 - (5) There are alternative coastal/river sites you could go to in the area.
18. So, would you be prepared to pay, on behalf of your household, a small increase in taxes every year so that more money can be spent to improve recreation at the seafront/river/riverside?