



No. 148

Wildlife Enhancement Scheme

A Contingent Valuation Study  
of the  
Pevensey Levels

Questionnaires Annex

**English Nature Research Reports**

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No. 148

**Wildlife Enhancement Scheme**

**A Contingent Valuation Study  
of the  
Pevensey Levels**

**Questionnaires Annex**

A report prepared for English Nature  
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*Hello, I'm (NAME)... We're carrying out a survey for English Nature (the Nature Conservancy Council for England) of people living on or near the Pexessey Levels and I'd be grateful if you would answer a few questions. The information you provide will be kept strictly confidential. We do not require your name or address, only your opinions.*

## **a. Your Opinion About the Environment**

1. How important to you is coastal **Appendix 4.1**

### **Residents' Questionnaire**

*(WRITE IN THE RESPONSES, as much as possible, what the respondent says. If the reply is terse - e.g. 'not very' or 'absolutely essential' - then prompt WHY?)*

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1a. Some people think there is an increasing need to protect wild plants and animals in England. Would you say that, in your opinion, this is an urgent and immediate problem, more a problem for the future or not really a problem at all? **SHOW CARD A**

- |   |   |
|---|---|
| <input type="radio"/> * An urgent and immediate problem | 1 |
| <input type="radio"/> * More a problem for the future   | 2 |
| <input type="radio"/> * Not really a problem at all     | 3 |
| <input type="radio"/> * Don't Know                      | 4 |

1b. Which of these statements comes closest to your own view? **SHOW CARD B**  
(circle the answer)

- |   |   |
|---|---|
| <input type="radio"/> * Governments should do more to protect the environment<br>even if it means higher prices and higher taxes for everyone | 1 |
| <input type="radio"/> * Governments should keep prices and taxes low, even if<br>this sometimes means they do less for the environment        | 2 |
| <input type="radio"/> * Don't really know   | 3 |
| <input type="radio"/> * Unable to answer  | 4 |

*Hello, I'm (NAME) . We're carrying out a survey for English Nature (the Nature Conservancy Council for England) of people living on or near the Pevensy Levels and I'd be grateful if you would answer a few questions. The information you provide will be kept strictly confidential. We do not require your name or address, only your opinions.*

## **a. Your Opinion About the Environment**

1. How important to you is contact with nature?

(WRITE IN THE RESPONSE, as near as possible to what the respondent says. If the reply is terse - e.g. 'not very' or 'absolutely essential' - then prompt WHY?)

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.....

2a. Some people think there is an increasing need to protect wild plants and animals in England. Would you say that, in your opinion, this is an urgent and immediate problem, more a problem for the future or not really a problem at all? **SHOW CARD A**

- |                                   |   |
|-----------------------------------|---|
| * An urgent and immediate problem | 1 |
| * More a problem for the future   | 2 |
| * Not really a problem at all     | 3 |
| * Don't Know                      | 4 |

2b. Which of these statements comes closest to your own view? **SHOW CARD B**  
(circle one answer)

- |  |   |
|--|---|
| * Governments should do more to protect the environment even if it means higher prices and higher taxes for everyone | 1 |
| * Governments should keep prices and taxes low, even if this sometimes means they do less for the environment        | 2 |
| * Don't really know  | 3 |
| * Unable to answer   | 4 |

## b. Countryside and Habitat Preferences

HABITATS	(1)	(2)
Coasts, cliffs and beaches		
Woodlands		
Meadows, fields and heaths		
Rivers, lakes and ponds		
Wetlands (fens, bogs and marshes)		

### SHOW CARD C

#### *Your Preferences for Particular Habitats*

3. Here is a list of different landscapes and habitats. Could you please rank them in terms of how much you like and enjoy each one. Give a score of 1 to the landscape or habitat you like most, 2 to your second choice, and so on down to a score of 5 for the type you like least.

[ write answers in Column (1) ]

#### *Your Perception of Threatened Habitats*

4. Each of these different types of countryside has its own special kinds of plants and animals which live together in what are called wildlife habitats. Over the last 50 years, many of these habitats have been damaged or destroyed. Could you tell me, from your own experience, or perhaps from what you've heard from the media, which of these wildlife habitats you think have suffered most losses or damage, and which the least. Could you rank them again please, with a score of 1 meaning the most losses, and a score of 5 meaning the least.

[ write answers in Column (2) ]

In Questions 3 and 4, if respondents assign the SAME rank to more than one habitat then give each the relevant score and ADJUST the score for the habitat ranked next highest, e.g. if two habitats are jointly ranked second then give each a score of 2, and give the next habitat (or habitats if the next ranked habitats are again joint) a score of 4.

## c. The Pevensey Levels

5. How long have you been living in the area around the Pevensey Levels?

..... Years

6. How often do you engage in each of the following activities on the Pevensey Levels?

### SHOW CARD E

a. Walking more than 2 miles	1. Often	2. Sometimes	3. Never
b. Walking less than 2 miles	1. Often	2. Sometimes	3. Never
c. Cycling	1. Often	2. Sometimes	3. Never
d. Horse Riding	1. Often	2. Sometimes	3. Never
e. Birdwatching	1. Often	2. Sometimes	3. Never
f. Looking at other Wildlife	1. Often	2. Sometimes	3. Never
g. Painting or Sketching	1. Often	2. Sometimes	3. Never
h. Angling/Fishing	1. Often	2. Sometimes	3. Never
i. Visiting Historic Sites or Buildings	1. Often	2. Sometimes	3. Never
j. Visiting Local Pubs	1. Often	2. Sometimes	3. Never
k. Photography	1. Often	2. Sometimes	3. Never

7. How many hours per week do you spend enjoying recreational activities in the Levels?

a. In Winter ..... Hours

b. In Summer ..... Hours

8. How important would you say the Levels are for wildlife? SHOW CARD F

(circle one)

1. Very Important    2. Important    3. Not Important    4. Of No Value    5. Don't Know

## d. Valuing the Pevensey Levels

*The Booklet which you have just been given tells you about the work of English Nature and one of its initiatives, the Wildlife Enhancement Scheme in the Pevensey Levels. I'd like you to spend a few minutes reading it .*

9. You pay for the Wildlife Enhancement Scheme in the Pevensey Levels through taxes (income tax, VAT, excise duty etc.). For most households this payment amounts to a few pence a year. If you had your own way, would you still be willing to pay for the Wildlife Enhancement Scheme in the Pevensey Levels (circle one)

1. Yes

2. No

3. Don't know

If answer to Question 9 was 'NO' then go to Question 12, otherwise go to Question 10.

10. Bearing in mind that whatever you say you'd spend on this scheme could not be spent on anything else, would your household be willing to pay an additional amount in taxes towards the Wildlife Enhancement Scheme in the Pevensey Levels? (circle one)

1. Yes

2. No

3. Don't know

If answer to Question 10 was 'NO' then go to Question 13, otherwise go to Question 11.

The following question is a bidding game. The interviewer asks respondents to answer 'YES' or 'NO' to a series of increasing amounts until they reach one which they would NOT be willing to pay. At this point they are asked how many times as much as today they'd be willing to pay for the WES scheme, i.e. some multiple from the last multiple they said 'YES' to up to the one they were not willing to pay, i.e. the 'NO' answer.

11. Recall that the majority of households pay a few pence a year for the Wildlife Enhancement Scheme in the Pevensy Levels. Bearing in mind that there are many worthwhile nature conservation programmes in England which you might wish to support, what is the MAXIMUM your household would be willing to pay for the Wildlife Enhancement Scheme in the Pevensy Levels compared with today? Twice as much? Three times as much? Four times as much?... (and so on, using the alphabetical sequence of multiples set out below until a 'NO' answer is received)

a.	2 X	YES	NO	g.	50 X	YES	NO
b.	3 X	YES	NO	h.	100 X	YES	NO
c.	4 X	YES	NO	i.	200 X	YES	NO
d.	5 X	YES	NO	j.	500 X	YES	NO
e.	10 X	YES	NO	k.	1000 X	YES	NO
f.	20 X	YES	NO	m.	Over 1000 X	YES	NO

When a 'NO' answer is received ask the respondent Question 11a.

11a. Exactly how many times as much as today would you be willing to pay for the Wildlife Enhancement Scheme in the Pevensy Levels?

(If the response is the same as the last 'YES' answer then code that multiple at a. )

- a. .... X
- b. Don't Know
- c. Refused to Answer

If the respondent was able to answer Question 11 or Question 11a then go to Question 14. Otherwise go to Question 15.

Only ask Question 12 if the answer to question 9 was 'NO'

12. Which one of the following reasons best describes why you and your household would not be willing to pay for the Wildlife Enhancement Scheme in the Pevensy Levels. SHOW CARD G (circle one answer)

- a. I do not derive any benefit from the Pevensy Levels, so I do not want to pay for them.
- b. I pay enough taxes and should not have to pay more.
- c. I would like to pay more but cannot afford to.
- d. I already pay enough to support conservation/wildlife initiatives.
- e. I'd rather someone else paid for it.
- f. The Pevensy Levels are fine as they are and don't require the WES Scheme.
- g. Other (specify) .....



Only ask Question 13 if the answer to question 10 was 'NO'

13. Which one of the following reasons best describes why you and your household would not be willing to pay any additional taxes for the Wildlife Enhancement Scheme in the Pevensey Levels. **SHOW CARD G**

(circle one answer)

- a. I do not derive any benefit from the Pevensey Levels, so I do not want to pay for them.
- b. I pay enough taxes and should not have to pay more.
- c. I would like to pay more but cannot afford to.
- d. I already pay enough to support conservation/wildlife initiatives.
- e. I'd rather someone else paid for it.
- f. The Pevensey Levels are fine as they are and don't require the WES Scheme.
- g. Other (specify) .....

Only ask Question 14 if respondent answered Question 11

14. Which one of the following reasons best describes why you and your household would be willing to pay additional taxes for the Wildlife Enhancement Scheme in the Pevensey Levels. **SHOW CARD H**

(circle one answer)

- a. The Pevensey Levels are a valuable wildlife habitat and should be maintained.
- b. I would not pay this amount, I am just suggesting that the Levels are important.
- c. I'm in favour of preserving nature and the environment.
- d. I value the Pevensey Levels for a number of reasons and would be prepared to pay extra taxes to enhance them.
- e. I wished to show my support for green issues in general.
- f. It was just a wild guess, I would not really be willing to pay this sum.
- g. Other (specify) .....

## e. Socio-Economic Questions

*Finally, we need to ask you a few details about your household in order to investigate what sort of cross-section of the population we are sampling. All responses and the information which they contain will be treated as confidential, so please do answer the remaining questions to ensure the success of the survey.*

15. How many people in your household are:
- a. 16 or over .....
  - b. Under 16 .....

16. Does anyone in your household own a car? (circle one answer)

0. No      1. Yes

If YES go to Question 17, if NO then go to Question 18.

17. Does your household own (circle one answer):

- a. One Car      0. No      1. Yes
- b. Two or More Cars      0. No      1. Yes

18. Did you stay on at school after 16?      0. No      1. Yes

if YES : Did you go on to further or higher education? (circle one category)

- a. Completed Secondary Education
- b. Went on to Further Education
- c. Went on to Higher Education

19. Are you currently employed?

0. No

1. Yes

If NO, are you: (circle one category)

a. Not working or unemployed

b. Looking after home and/or family

c. Student

d. Retired

e. Other

20. Could you please say into which group your annual household income falls?

SHOW CARD I

(circle one category)

a. under £3,500

f. £15,000-£19,999

b. £3,500-£4,999

g. £20,000-£29,999

c. £5,000-£7,499

h. £30,000-£39,999

d. £7,500-£9,999

i. £40,000-£49,999

e. £10,000-£14,999

j. £50,000 +

21. Could you please say which of the following age groups you are in? SHOW CARD J

(circle one category)

a. Under 16

e. 45 - 54

b. 16 - 24

f. 55 - 64

c. 25 - 34

g. 65 - 74

d. 35 - 44

h. 75 +

## f. Membership of Environmental and Conservation Groups

22. Is anyone in your household a member of any of the following environmental or nature conservation groups? **SHOW CARD K**

(Please circle the answers)

- |  |       |        |
|--|-------|--------|
| a. National Trust                              | 0. No | 1. Yes |
| b. Sussex Wildlife Trust                       | 0. No | 1. Yes |
| c. Greenpeace                                  | 0. No | 1. Yes |
| d. Friends of the Earth                        | 0. No | 1. Yes |
| e. World Wide Fund for Nature                  | 0. No | 1. Yes |
| f. R.S.P.B.                                    | 0. No | 1. Yes |
| g. C.P.R.E.                                    | 0. No | 1. Yes |
| h. R.S.P.C.A.                                  | 0. No | 1. Yes |
| i. B.T.C.V.                                    | 0. No | 1. Yes |
| j. Angling Club                                | 0. No | 1. Yes |
| k. Other National Organisation (specify below) | 0. No | 1. Yes |

.....

22. Are you a member of a local branch of any of these organisations?

If YES Which? .....(specify)

23. Are you a member of any other local environment/conservation organisation?

If YES What is it called?

.....(specify)

## g. Confidential

*Would you be interested in joining a group of local people to talk further about this survey and the subjects raised in the questionnaire? We offer you £40 for a commitment to attend four evening meetings in January. In this leaflet you can read about it in more detail.*

*(Hand over leaflet)*

*If YES: May we call you back on this? Can I write down your name and telephone number?*

.....  
.....  
.....

(If respondent seems unsure, emphasize that expression of interest does not imply commitment to join a group.)

To be completed by interviewer.

LOCATION .....

INTERVIEWER .....

SEX OF RESPONDENT      0=Male      1=Female

DATE      .../.../93

DAY    Mon = 1      Tue = 2      Wed = 3      Thu = 4

        Fri = 5      Sat = 6      Sun = 7

TIME INTERVIEW STARTS    (24 hour clock)    .....

TIME INTERVIEW ENDS      (24 hour clock)      .....

INTERVIEW CODE

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