

A303 Stonehenge

Amesbury to Berwick Down

Valuing Heritage Impacts: Appendices

HE551506-AA-GEN-SWI-RP-JX-000026

P01, S2

06/02/2017

CONTENTS

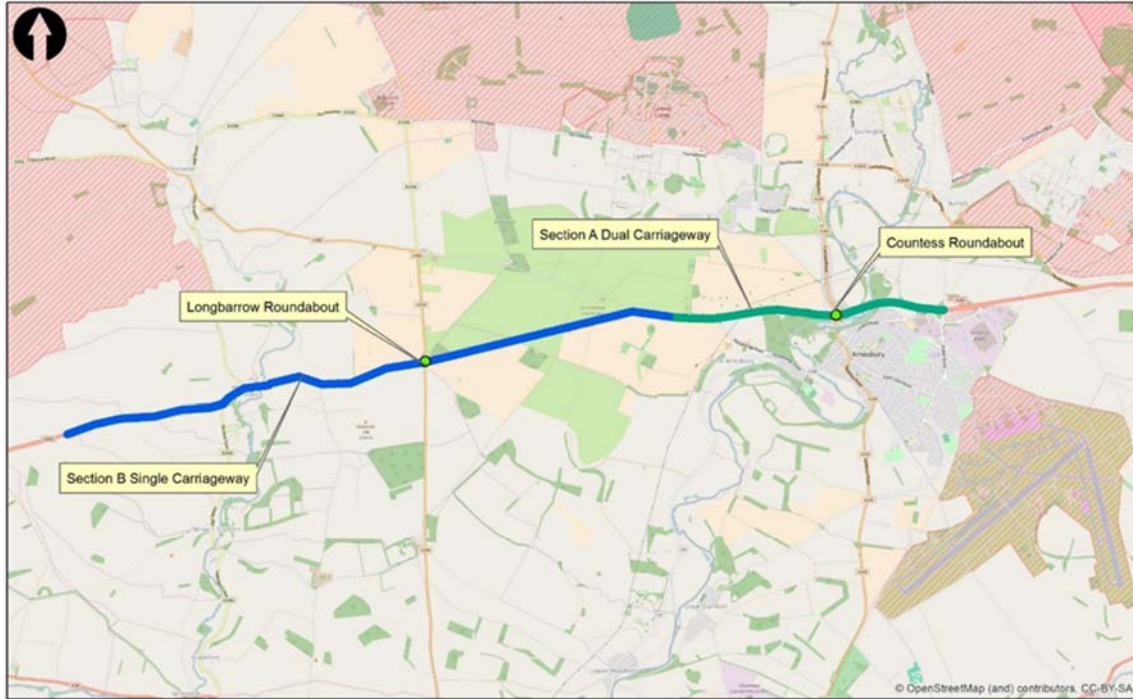
Chapter	Pages
Appendix A Survey Information	I
A.1 Visual information provided to survey respondents	II
A.2 Stonehenge Visitor Survey	VII
A.3 Local Residents' Survey	XXXIV
A.4 General Population Survey	LIV
Appendix B Comparing the results with the Mourato/Maddison study	LXXVIII
Appendix C Report of the Survey Pilots	LXXX
C.1 Pilot - Visitor Survey	LXXXI
C.2 Stonehenge Local Population (Road User) Pilot Debrief questions 14-15th September 2016	LXXXVII
C.3 Stonehenge General Population Pilot Debrief questions 21st September 2016	XCIV
Appendix D Validity Testing	C
VIF values above 4 would generate concerns around multicollinearity.	CI

Appendix A Survey Information

A.1 Visual information provided to survey respondents

Visual information provided to survey respondents is set out here. All three surveys included the same material.

Map – Status quo



Amesbury to Berwick Down: Section Location Detail

The map shows the section divisions for the Amesbury to Berwick Down Scheme.

Key

— Section A Dual Carriageway
— Section B Single Carriageway

● Roundabouts

Photo – View of the A303 from the stone circle: Status Quo



Photo – View of the A303 from the stone circle: A303 removed



Photo: View of Stonehenge from the A303: Status Quo



Photo: View of Stonehenge from the A303: A303 removed



Map: Status quo



Map: A303 removed into tunnel



A.2 Stonehenge Visitor Survey

Stonehenge Visitor Survey



Introduction [READ OUT]

My name is _____ and I am working with Ipsos MORI, the market research agency. Highways England is looking at possible ways of resolving issues with the A303:

- The A303 runs through the Stonehenge World Heritage Site and is part of the national road network.
- We want to understand people's thoughts about removing the road from the Stonehenge site.
- We would like to ask you questions about your experience today and views of an alternative transport scenario to the current A303 within the Stonehenge World Heritage Site.

We would be grateful if you could spare about **15** minutes **to** answer some questions.

- You do not need any previous knowledge of the Stonehenge World Heritage Site or the road network.
- The survey is anonymous and all information provided is strictly confidential.

I would also stress that this survey is not a public consultation. We are simply exploring views of possible solutions to address issues caused to the Stonehenge World Heritage Site by the A303.

SC1. Can I just confirm that you have understood the information I have provided about the background and purpose of this survey?

- Yes CONTINUE
- No RETURN TO INTRO AND CLARIFY ANY AREAS OF UNCERTAINTY

SC2. Would you be willing to help with this survey?

- Yes CONTINUE
- No CLOSE AND THANK

IF YES, SHOW TEXT BELOW:

READ OUT

Many thanks and I'd like to start with a few questions just to confirm that you are eligible for the survey. The interview will be conducted on a tablet computer and I will ask you to look at the screen for much of the time.

Screener questions

SQ1. Are you currently resident in the UK?

Yes

No

SQ2. Which of the following age groups do you fall into (INTERVIEWER: SHOW SCREEN)?

Under 16 years old TERMINATE & THANK

16 -- 19 years old

20 -- 24 years old

25 -- 29 years old

30 -- 34 years old

35 -- 39 years old

40 -- 44 years old

45 -- 49 years old

50 -- 54 years old

55 -- 59 years old

60 -- 64 years old

65 -- 69 years old

70 -- 74 years old

75 -- 79 years old

80 -- 84 years old

Over 84 years old

SQ3. Are you visiting the Stonehenge World Heritage Site in a professional capacity (for example, are you working here, a teacher on a school trip, a nanny or child minder accompanying children, a driver bringing visitors into the site)?

Yes

No

TO QUALIFY ALL RESPONDENTS MUST BE UK RESIDENTS, 16 OR OVER AND NOT VISITING STONEHENGE IN A PROFESSIONAL CAPACITY

IF SC2 = No or SQ2 = Under 16 or SQ3 = Yes – TERMINATE & THANK

INTERVIEWER SAY: Thank you very much for your time today. Unfortunately, we will not be able to use your responses in our survey today. We hope you have a great day.

SQ4. Have you already visited the Stonehenge stone circle as part of your visit today?

Yes

No

IF NO – CLOSE AND THANK: We will not delay you from seeing the stones now. We hope you will be able to return to complete the full questionnaire after your visit

Quota questions

Interviewer to complete Q1. Respondent gender

Q1.

Male

Female

Other

Interviewer to hand/show tablet to respondent

A. Visits and attitudes

We would like to ask some questions about your visit to Stonehenge today, and your attitudes to some of the issues that affect this heritage site.

A1. Have you previously visited any other World Heritage Sites in the UK (e.g. Blenheim Palace, Canterbury Cathedral, Neolithic Orkney etc.)?

Please select one answer

- Yes
- No
- Don't know

A2. Apart from today, how many times, if any, have you visited the Stonehenge World Heritage Site in your lifetime? By 'visited' we mean exploring the landscape, paying to visit the stone circle or walking or cycling in the area.

Please select one answer

0 1 2 3 4 5 6 7 8 9 10+

SP DROP DOWN LIST 0-10+

A3. How many adults, age 16 or over, including yourself, are in your party on this visit?

Please select one answer

1 2 3 4 5 6 7 8 9 10+

SP DROP DOWN LIST 1-10+ [ZERO NOT ALLOWED AS INCLUDES RESPONDENT]

IF MORE THAN '1' AT A3 ASK:

A4. And how many children aged under 16 are with you today on this visit?

Please select one answer

0 1 2 3 4 5 6 7 8 9 10+

SP DROP DOWN LIST 1-10+ [MAY BE ZERO]

A5. Approximately how long did you spend at the World Heritage Site today (including the stone circle, wider landscape and visitor centre)?

Please select one answer

SP DROP DOWN LIST [hours (e.g. 1 hour)

- Less than ½ an hour
- From ½ an hour up to 1 hour
- From 1 up to 1½ hours
- From 1½ up to 2 hours
- From 2 up to 2½ hours
- From 2½ up to 3 hours
- From 3 up to 3½ hour
- From 3½ up to 4 hours
- From 4 up to 4½ hour
- From 4½ up to 5 hours
- From 5 up to 5½ hour
- From 5½ up to 6 hours
- From 6 up to 6½ hour
- From 6½ up to 7 hours
- 7 hours or more

A6. Apart from the stone circle, are you familiar with the other archaeological monuments in the Stonehenge World Heritage Site?

- Yes
- No

A7. How did you arrive at the stone circle from the visitor centre?

Please select one answer

- Walking
- Shuttle bus
- Other (please specify):

A8. Did you:

Please select all that apply

- Pick up a free guide book
- Buy a guidebook
- Hire an audio tour
- Download an audio tour to your mobile phone
- None of the above [Exclusive]

A9. How did you travel to Stonehenge today? Please select your main mode of transport.

Please select one answer

- Own car (driver)
- Own car (passenger)
- Other's car
- Public transport (train)
- Public transport (bus)
- Public transport (train and bus)
- Organised trip/tour
- Cycled/walked
- Other (please specify): _____

A10. Which of the following sentences best describes your visit today?

Please select one answer

- The visit to Stonehenge was my sole/main purpose
- The visit is part of wider trip in the area/region
- The visit is part of wider trip in the UK
- I was passing through the area
- Other (please specify): _____

A11. How long did it take you to get to Stonehenge today?

____ hour ____ minutes (e.g. 1 hour, 30 minutes)

A12. Approximately how much did you personally spend on your trip to Stonehenge today? This includes travel costs to and from the site, as well as any expenditure on entry, food or gifts while at the site.

Please enter a number to the nearest whole pound

£ _____

- Don't know

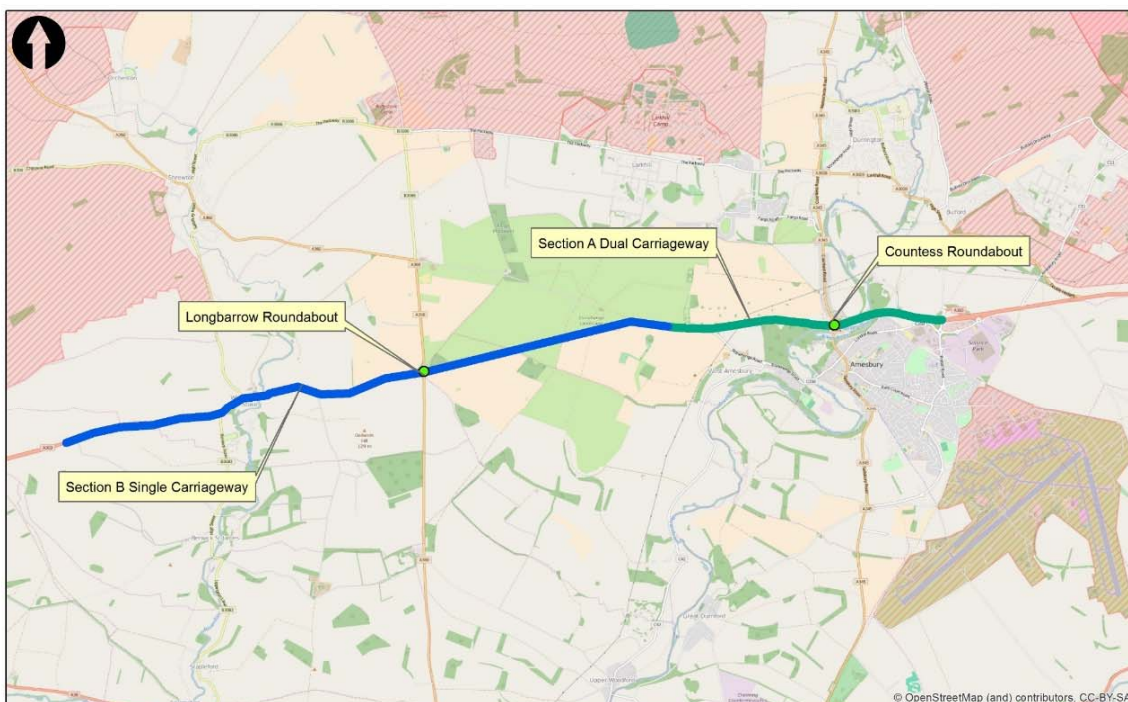
A13. Did you use the A303 road during your any part of journey today?

Please select one answer

- Yes
- No
- Don't know

A14. The interviewer will now hand over a maps showing the A303 between Amesbury and Winterbourne Stoke.

INTERVIEWER TO HAND OVER A14 MAP Apart from your trip here today, how often do you travel on the A303 between Amesbury and Winterbourne Stoke in either direction, i.e. the section passing Stonehenge?



Amesbury to Berwick Down: Section Location Detail

The map shows the section divisions for the Amesbury to Berwick Down Scheme.

Key

- Section A Dual Carriageway
- Section B Single Carriageway
- Roundabouts

Please select one answer

- More often than once a week
- Less often than once a week but more than once a month
- Less often than once a month but more than once a year
- Less often than once a year
- I have never travelled along that road
- Don't know

A15. If the A303 were removed from its current location you would no longer be able to see Stonehenge whilst travelling past by car, coach, or bus. To what extent, if at all, would you

miss seeing Stonehenge whilst travelling along the road, on a scale of 1 to 5 where 1 is 'not miss at all' and 5 is 'miss a lot'?

Please select one answer

Not miss at all

Miss a lot

Don't know

1	2	3	4	5	DK
---	---	---	---	---	----

A16. Overall, how much did you enjoy your visit today, on a scale of 1 to 5 where 1 is 'did not enjoy at all' and 5 is 'enjoyed a lot'?

Please select one answer

Did not enjoy at all

Enjoyed a lot

1	2	3	4	5
---	---	---	---	---

A17. How likely is it that you will visit Stonehenge again in the future, on a scale of 1 to 5 where 1 is 'not at all likely' and 5 is 'very likely'?

Please select one answer

Not at all likely

Very likely

1	2	3	4	5
---	---	---	---	---

A18. To what extent do you disagree or agree with the following statements about the Stonehenge World Heritage Site (referred to as Stonehenge below)?

Please select one answer per row

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
a. Stonehenge is one of the most important heritage sites in the UK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Stonehenge has a value only for those who actually visit it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Stonehenge should be protected for future generations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Other monuments within the World Heritage Site surrounding the Stonehenge stone circle should be equally protected	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. I don't think that Stonehenge has any inherent value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A19. Are you a member of a heritage, conservation or environmental organisation?

No [Exclusive]

If yes, please select all that apply

Member of a Stonehenge preservation organisation

Member of the English Heritage

Member the National Trust or Historic England

Member of other organisation. If so, please provide name(s): _____

A20. We would like to ask you about your preferences for how public spending is allocated. Public spending is allocated to several areas. In your opinion, what are the TOP 5 areas where public funds should be spent?

Please read all options before selecting your top 5 areas.

RANDOMISE ORDER

**CHOOSE 5 AREAS
ONLY**

- | | |
|--------------------------------------|--------------------------|
| Education | <input type="checkbox"/> |
| Environment | <input type="checkbox"/> |
| Health care | <input type="checkbox"/> |
| Heritage | <input type="checkbox"/> |
| Libraries, arts, museums and culture | <input type="checkbox"/> |
| Housing | <input type="checkbox"/> |
| International aid/development | <input type="checkbox"/> |
| Defence | <input type="checkbox"/> |
| Pensions | <input type="checkbox"/> |
| Public order and safety | <input type="checkbox"/> |
| Sport | <input type="checkbox"/> |
| The economy | <input type="checkbox"/> |
| Transport | <input type="checkbox"/> |
| Don't know | <input type="checkbox"/> |

B. Valuation questions

In this section we will present information about a possible change in the roads layout in the area.

- We remind you that this survey is not a public consultation.
- It is part of a targeted survey for assessing the effect of removing the A303 from the surrounding area around Stonehenge.
- Stonehenge is one of the 29 UK sites that have been designated a United Nations World Heritage Site, making it of Outstanding Universal Value for humankind.
- The Stonehenge World Heritage Site encompasses one of the richest concentrations of prehistoric archaeological monuments in the world.

In this survey we will talk a lot about the surrounding World Heritage Landscape contains over 450 known archaeological monuments including:

- The Stonehenge Avenue - a 3km ceremonial avenue which links the River Avon to Stonehenge.
- The Cursus – a 3km ceremonial earthwork which predates Stonehenge.

Last year over 1.3 million people visited Stonehenge.

B1a. How familiar, if at all, were you with this information beforehand?

Please select one answer

Not at all familiar	Slightly familiar	Moderately familiar	Very familiar	Extremely familiar
1	2	3	4	5

NEW SCREEN

The interviewer will now hand over maps and images of the A303 as it currently is in the Stonehenge World Heritage Site.

INTERVIEWER TO HAND OVER B1 IMAGE AND B1 MAP

NEW SCREEN

The A303 road passes through the centre of the World Heritage Site about 165m (540ft) from the stone circle.

- The section of the A303 near Stonehenge is a single carriageway and at times suffers from severe congestion.
- Traffic on the road can be heard whilst walking around the stones and the wider landscape.

- Traffic on the road is visible from the stone circle, and the road passes through an otherwise high quality, open, rural landscape.
- Traffic on the road prevents visitors from moving freely across the World Heritage Site to the South which contains a number of other rare and important archaeological sites.
- Those travelling on the A303 enjoy clear views of Stonehenge
- The A303 also provides access to the site, and provides for local movement of goods and cars.
- The existing road is relatively rural in nature, and has little signage.

B1b. How familiar, if at all, were you with this information beforehand?

Please select one answer

Not at all familiar	Slightly familiar	Moderately familiar	Very familiar	Extremely familiar
1	2	3	4	5

B2. To what extent, if at all, do you think that the nearby A303 affects the following aspects of Stonehenge and the surrounding World Heritage Site landscape? Please indicate on the scale below.

Please select one answer per row

RANDOMISE ORDER OF SHOWING EACH STATEMENT

	The road has a negative impact	The road has a slightly negative impact	Neither negative nor beneficial	The road has a slightly beneficial impact	The road has a beneficial impact	Don't know
a. The setting of Stonehenge in the wider landscape	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. The quality of the experience of Stonehenge and the surrounding World Heritage Site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. The view of Stonehenge from the road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In the past, different scenarios have been put forward to change the layout of the existing A303 road. Work is currently underway to develop a range of scenarios and a public consultation is planned for early 2017.

- We will provide you with information about **an alternative road scenario which would move the A303 road from its current position within the Stonehenge World Heritage Site.**
- **This is an indicative scenario which is presented here for the purposes of this hypothetical exercise only.**
- We remind you that this survey is not a public consultation.
- It is a targeted survey for assessing the benefit of removing the A303 from the area surrounding Stonehenge.

We would like you to imagine that two hypothetical scenarios exist for the A303 at Stonehenge.

A. Current situation: Leave the A303 road as it is.

B. A tunnel of approximately 2.9km (1.8 miles): Convert the A303 to a dual carriageway and construct a tunnel within the World Heritage Site through which the A303 road will pass, removing the A303 from its current surface route across part of the World Heritage Site. Construction of the tunnel would take around three years.

NEW SCREEN

The interviewer will now hand over maps and images of the Stonehenge World Heritage Site with the A303 rerouted.

INTERVIEWER TO HAND OVER B2 MAP AND B2 IMAGE

NEW SCREEN

This picture shows a view of the Stonehenge World Heritage Site if the A303 became a dual-carriageway with a tunnel of 2.9km (1.8 miles).

- The A303 within Stonehenge World Heritage Site would no longer be visible from Stonehenge.
- Reduced traffic noise whilst visiting the stones, which would make large areas of the World Heritage Site more tranquil.
- Removal of the A303 would reconnect the World Heritage Site to the north and south of the existing A303 allowing visitors to walk freely between Stonehenge and other archaeological sites in the World Heritage Site.
- Tunnel entrances would be constructed within the Stonehenge World Heritage site. These would not be visible from the stones but would be new visible features in the archaeological landscape, although the road would be carefully designed to reduce its impact as far as possible.
- Dual carriageway would lead up to the tunnel entrances, including the short sections inside the World Heritage site.
- Stonehenge would not be visible from the new A303 route.
- A route along the old A303 route would provide access for cyclists, horse riders and walkers.

NEW SCREEN

We have now shown you two hypothetical scenarios of:

A: The current A303 situation

B: A 2.9k (1.8 mile) tunnel option

Please read through this summary table which highlights the impacts associated with each option.

The interviewer will now hand over a summary table of the impacts associated with the current A303 and the 2.9k (1.8 mile) tunnel alternative.

INTERVIEWER TO HAND OVER B3 INFORMATION SHEET

Current A303 (Status Quo)	2.9km (1.8 mile) Tunnel Alternative
A303 runs 165 metres from stone circle	A303 removed from current location and redirected through tunnel
Single carriageway alongside Stonehenge monument, with some dual carriageway within the World Heritage Site	Dual carriageways will lead up to the tunnel entrances, including sections inside the World Heritage Site.
Traffic noise audible from stones	Less traffic noise audible from stones and an increase in tranquillity
Traffic visible from stones	No traffic visible from stones
No access to World Heritage Site to south of current A303	Reconnect the World Heritage Site to the north and south of the existing A303, allowing people to explore the whole landscape.
Stonehenge visible from A303	Stonehenge not visible from the new A303 route.

B3. How easy or difficult did you find this information to understand? Please indicate on the scale below, where 1 is not at all easy to understand, and 5 is very easy to understand?

Please select one answer

Not at all easy to understand

Very easy to understand

1	2	3	4	5
---	---	---	---	---

For the next set of questions, please imagine a situation where the tunnel scenario was selected and was paid for by an increase in national taxes, for three years. Please think for a moment about how much the proposed scenario to remove the A303 from the World Heritage Site would be worth to you and your household, if anything.

B4. Would you be prepared to pay something, even if only a very small amount, to support the construction of a tunnel route?

Please select one answer

- Yes GO TO B5
- Maybe GO TO B5
- No GO TO B9

ASK ALL SAYING YES OR MAYBE AT B4

B5. Looking at the list of amounts below, what is the maximum you would be willing to pay per year, to support a tunnel route? This would be via an increase in your overall annual national taxes in each year of the three-year construction period, to support a tunnel route?

Studies have shown that many people answering surveys such as this one, say they are willing to pay more than they would actually be willing to pay in reality.

- Please think about this question as if it were a real decision and you were actually making a payment for real.
- Please do not agree to pay an amount if you think you cannot afford it;
- If you feel you have paid enough already;
- Or have other things to spend your money on.
- Also, this question is just about the proposed road scheme. *Remember, we are not asking you about how much you value the Stonehenge World Heritage Site, we are asking you how much you would value taking the road out of part of the World Heritage Site.*

Please select one answer

- £0 £2.50 £9 £22 £75
- £0.05 £3 £10 £25 £100

- | | | | | |
|--------------------------------|-----------------------------|------------------------------|------------------------------|---|
| <input type="checkbox"/> £0.20 | <input type="checkbox"/> £4 | <input type="checkbox"/> £11 | <input type="checkbox"/> £27 | <input type="checkbox"/> £125 |
| <input type="checkbox"/> £0.50 | <input type="checkbox"/> £5 | <input type="checkbox"/> £12 | <input type="checkbox"/> £30 | <input type="checkbox"/> £150 |
| <input type="checkbox"/> £1 | <input type="checkbox"/> £6 | <input type="checkbox"/> £15 | <input type="checkbox"/> £35 | <input type="checkbox"/> £175 |
| <input type="checkbox"/> £1.50 | <input type="checkbox"/> £7 | <input type="checkbox"/> £18 | <input type="checkbox"/> £40 | <input type="checkbox"/> £200 |
| <input type="checkbox"/> £2 | <input type="checkbox"/> £8 | <input type="checkbox"/> £20 | <input type="checkbox"/> £50 | <input type="checkbox"/> Other amount
£_____ |

ASK SAYING YES OR MAYBE AT B4

B6. How certain are you that you would really pay this amount per year, for three years, in additional annual taxes if asked?

Please select one answer

Not certain at
all

Very certain

Don't know

1	2	3	4	5	6
---	---	---	---	---	---

ASK ALL STATING AN AMOUNT > £0 AT B5

B7. Below is a list of potential benefits of the proposed tunnel option for Stonehenge World Heritage Site. We would like to know which, if any, are the most important to you. Please rate the outcomes listed in terms of their importance to you.

Please select one answer per row

RANDOMISE ORDER OF STATEMENTS BELOW

	Not at all important	Slightly important	Important	Fairly important	Very important
a. Reduction of traffic noise/ tranquility of Stonehenge and the World Heritage Site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. No traffic visible from the stone circle at the Stonehenge World Heritage Site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. The ability to explore the whole Stonehenge World Heritage site and explore all its archaeological monuments without the land being divided by the road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. The removal of a modern road from a historic landscape	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ASK ALL STATING AN AMOUNT > £0 AT B5

B8. Which of the reasons below best describes your motivations for being prepared to pay an increase in annual taxes for the proposed tunnel scheme described to you?

Please read all options before selecting the one answer that best describes your opinion.

RANDOMISE ORDER OF ALL STATEMENTS EXCEPT 'OTHER'

Please select one answer

Reason that best describes your motivations to pay an increase in annual taxes	<i><u>Please choose one reason only</u></i>
I support the removal of the A303 from a historic landscape	<input type="checkbox"/>
The road spoils the tranquility of the Stonehenge World Heritage Site	<input type="checkbox"/>
The road is an eye sore when visiting the Stonehenge stone circle	<input type="checkbox"/>
People should have the opportunity to visit the whole of the Stonehenge World Heritage Site and explore all its archaeological monuments without the land severance caused by the road	<input type="checkbox"/>
Stonehenge is a national icon that should be protected	<input type="checkbox"/>
A dual carriage-way would relieve traffic congestion and reduce accidents	<input type="checkbox"/>
A new road would benefit local communities	<input type="checkbox"/>
I do not believe I would really have to pay	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

ASK ALL NOT WILLING TO PAY ANYTHING [IF NO AT B4 OR £0 AT B5]

B9. You indicated that you would not be willing to pay any additional taxes to fund the rerouting of the A303. In a hypothetical situation, imagine that it was decided to proceed with the redirecting of the A303 from its current location. The A303 would be redirected and you would no longer be able to view Stonehenge from the road. How would it affect your overall level of life satisfaction if the A303 was removed from its current location?

Please select one answer REVERSE ORDER OF STATEMENT 1-3 VS 3-1 BETWEEN INTERVIEWS

- The removal of the A303 from its current location would have no significant effect on my life satisfaction – GO TO B11
- The removal of the A303 from its current location would reduce my life satisfaction - GO TO B10
- The removal of the A303 from its current location would increase my life satisfaction – GO TO B11

IF RESPONDENT SELECTED SCENARIO 2 IN B9: ‘The removal of the A303 from its current location would reduce my life satisfaction’

B10. You stated that the removal of the A303 from its current location would reduce your life satisfaction. Assuming nothing else in your life would change, imagine that in order to compensate you for not being able to use the A303 in its current location you were given a publically-funded cash compensation. How much money would you have to receive, as a one-off payment, to give you the same life satisfaction that you have now (not better or worse but just the same) once the A303 is removed from its current location? Note that whatever compensation amount you receive will mean that money cannot be used on other public services.

Please select one answer

- | | | | | |
|--------------------------------|--------------------------------|------------------------------|------------------------------|---|
| <input type="checkbox"/> £0 | <input type="checkbox"/> £2.50 | <input type="checkbox"/> £9 | <input type="checkbox"/> £22 | <input type="checkbox"/> £75 |
| <input type="checkbox"/> £0.05 | <input type="checkbox"/> £3 | <input type="checkbox"/> £10 | <input type="checkbox"/> £25 | <input type="checkbox"/> £100 |
| <input type="checkbox"/> £0.20 | <input type="checkbox"/> £4 | <input type="checkbox"/> £11 | <input type="checkbox"/> £27 | <input type="checkbox"/> £125 |
| <input type="checkbox"/> £0.50 | <input type="checkbox"/> £5 | <input type="checkbox"/> £12 | <input type="checkbox"/> £30 | <input type="checkbox"/> £150 |
| <input type="checkbox"/> £1 | <input type="checkbox"/> £6 | <input type="checkbox"/> £15 | <input type="checkbox"/> £35 | <input type="checkbox"/> £175 |
| <input type="checkbox"/> £1.50 | <input type="checkbox"/> £7 | <input type="checkbox"/> £18 | <input type="checkbox"/> £40 | <input type="checkbox"/> £200 |
| <input type="checkbox"/> £2 | <input type="checkbox"/> £8 | <input type="checkbox"/> £20 | <input type="checkbox"/> £50 | <input type="checkbox"/> Other amount
£_____ |

ASK ALL NOT WILLING TO PAY ANYTHING OR ACCEPT COMPENSATION [IF B9=1 OR B9=3 OR B10=£0]

B11. People have different reasons for saying they would not be willing to pay an increase in annual taxes [ONLY DISPLAY “or accept compensation” IF B10=£0] for a change to the current A303 at Stonehenge World Heritage Site. Which of the reasons below best describes why you chose not to pay?

Please read all options before selecting the one answer that best describes your opinion.

RANDOMISE ORDER OF ALL STATEMENTS EXCEPT ‘OTHER’

Please select one answer

Reason that best describes why you chose not to pay	<i>Please choose <u>one</u> reason only</i>
I have more important things to think about	<input type="checkbox"/>
I would prefer to keep the A303 in its current location but do not require compensation	<input type="checkbox"/>
There should be a longer tunnel scenario	<input type="checkbox"/>
I am not willing to pay increased taxes over a period of three years	<input type="checkbox"/>

Reason that best describes why you chose not to pay	<i>Please choose <u>one</u> reason only</i>
We should be reducing road use, not building more roads	<input type="checkbox"/>
Any changes to the road layout should be paid for through local council tax	<input type="checkbox"/>
Any changes to the road layout should be paid for through road tax	<input type="checkbox"/>
Any changes to the road layout should be paid for through voluntary donations	<input type="checkbox"/>
Any changes to the road layout should be paid for through increases in visitor fees	<input type="checkbox"/>
I do not care about Stonehenge	<input type="checkbox"/>
I do not feel confident stating a value that I would be willing to pay in the current uncertain political climate Other (please specify)	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

C. Demographics

Finally, we would like to ask you a few questions about yourself to help us understand the profile of our respondents. The survey is anonymous and all information provided is strictly confidential. It will be used for statistical purposes only.

C1. How many children under the age of 16 live in your household?

Please select one answer

- 0 1 2 3 4 5 6 7 8 9 10+ children

(DROP DOWN BOX 0-10+)

C2. What is your legal marital status?

Please select one answer

- | | | |
|--|--|---|
| <input type="checkbox"/> Single and never married or never in a legally recognised Civil Partnership | <input type="checkbox"/> Separated but legally married/ in a same-sex civil partnership | <input type="checkbox"/> Widowed/ surviving civil partner |
| <input type="checkbox"/> Married | <input type="checkbox"/> Divorced/dissolved civil partnership | <input type="checkbox"/> Co-habiting |
| <input type="checkbox"/> A Civil Partner in a legally recognised Civil Partnership | <input type="checkbox"/> Former Civil Partner | <input type="checkbox"/> Rather not say |

C3. What is your highest educational level or qualification?

Please select one answer

- | | | |
|---|---|--|
| <input type="checkbox"/> No formal educational qualifications | <input type="checkbox"/> A level/HNC/HND/etc. | <input type="checkbox"/> College/University degree |
| <input type="checkbox"/> O level/GCSE/GCE | <input type="checkbox"/> Professional qualification | <input type="checkbox"/> Higher degree (Master's, Doctorate) |
| | | <input type="checkbox"/> Rather not say |

C4. Which of the following best describes your current work status?

Please select one answer

- Self-employed
- Looking after the family/home
- Long-term sick or disabled
- Employed full-time (>30hrs/week)
- Retired from paid work
- Unemployed
- Employed part-time (<=30hrs/week)
- Temporarily sick or injured
- Rather not say
- Student

C5. What is your ethnicity?

Please select one answer

- Asian / Asian British
- Black / African / Caribbean / Black British
- Mixed / Multiple ethnic groups
- White British
- White Other
- Other ethnic group
- Rather not say

C6. In general, would you say your health is

Please select one answer

Excellent	Very Good	Good	Fair	Poor	Rather not say
-----------	-----------	------	------	------	----------------

C7. How would you describe your religious/spiritual belief?

Please select one answer

- Not religious
- Buddhist
- Other
- Christian
- Hindu
- Don't know
- Muslim
- Pagan
- Rather not say

C8. Which of the following best describes your total annual household income before tax?

Please select one answer

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> £0–14,999 | <input type="checkbox"/> £30,000–39,999 | <input type="checkbox"/> £60,000–79,999 | <input type="checkbox"/> £150,000 + |
| <input type="checkbox"/> £15,000–19,999 | <input type="checkbox"/> £40,000–49,999 | <input type="checkbox"/> £80,000–99,999 | <input type="checkbox"/> Rather not say |
| <input type="checkbox"/> £20,000–29,999 | <input type="checkbox"/> £50,000–59,999 | <input type="checkbox"/> £100,000- £149,999 | |

C9. Do you have a full UK driving license?

Please select one answer

- Yes
- No
- Don't know
- Rather not say

C10. Have you or any member of your family ever benefited from Stonehenge or English Heritage in terms of employment or other direct economic benefits?

Please select one answer

- Yes
- No
- Don't know

C11. What is your postcode? This information will be used for analysis purpose only. You will not be re-contacted following this survey. This information is entirely confidential. If you prefer you can give the first half of your postcode (e.g. L23).

This is the end of the survey.

Thank you very much for your time!

A.3 Stonehenge B Road User Survey

Stonehenge Road User Survey

Intro:

Highways England is looking at possible ways of resolving issues with the A303. The A303 runs through the Stonehenge World Heritage Site and is part of the national road network. We want to understand people's thoughts about removing the road from the Stonehenge site. We would like to ask you questions about your use of the A303 road and views of an alternative transport scenario to the current A303 within the Stonehenge World Heritage Site. We would be grateful if you could spare about 15 minutes to answer some questions. You do not need any previous knowledge of the Stonehenge World Heritage Site or the road network. The survey is anonymous and all information provided is strictly confidential. I would also stress that this survey is not a public consultation. We are simply exploring views of possible solutions to address issues caused to the Stonehenge World Heritage Site by the A303.

SC1 Can I just confirm that you have understood the information we have provided about the background and purpose of this survey?

- Yes (1)
- No (2)

SC2 Would you be willing to help with this survey?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To Unfortunately we will not be able to ...

SQ Many thanks. We would like to start with a few questions just to confirm that you are eligible for the survey. The questions on this page are to ensure that we access a UK representative sample by gender, age group and region. If the survey ends for you after these questions, it is because we have reached our quota for respondents with similar characteristics.

SQ1 Are you currently resident in the UK?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To Unfortunately we will not be able to ...

SQ2 What is your age group?

- Under 16 years old (1)
- 16 - 19 years old (2)
- 20 - 24 years old (3)
- 25 - 29 years old (4)
- 30 - 34 years old (5)
- 35 - 39 years old (6)
- 40 - 44 years old (7)
- 45 - 49 years old (8)
- 50 - 54 years old (9)
- 55 - 59 years old (10)
- 60 - 64 years old (11)
- 65 - 69 years old (12)
- 70 - 74 years old (13)
- 75 - 79 years old (14)
- 80 - 84 years old (15)
- Over 84 years old (16)

If Under 16 years old Is Selected, Then Skip To Unfortunately we will not be able to ...

SQ3 Do you currently live within 50 miles of Stonehenge World Heritage Site?

- Yes (1)
- No (2)

SQ4 In the past 12 months have you used the A303 between Amesbury and Winterbourne Stoke, in either direction, i.e. the section passing Stonehenge? By use, we mean as a driver or passenger, for personal or business purposes.

- Yes (1)
- No (2)

Q2 Does anyone in your household own a car or van?

- Yes (1)
- No (2)

Q1 What is your gender?

- Male (1)
- Female (2)
- Other (3)

Answer If Are you currently resident in the UK? No Is Selected Or What is your age group? Under 16 years old Is Selected Or Would you be willing to help with this survey? No Is Selected

Q110 Unfortunately we will not be able to use your responses in our survey today as we have reached our quota for respondents with similar characteristics. Thank you very much for your time today.

A1 We would like to ask some questions about your use of the A303 road, specifically the section between Amesbury and Winterbourne Stoke on average, in either direction, i.e. the section passing Stonehenge? How often do you travel on the A303 between Amesbury and Winterbourne Stoke on average, in either direction, i.e. the section passing Stonehenge? By travel, we mean as a driver or passenger.

- More often than once a week (14)
- Less often than once a week but more than once a month (15)
- Less often than once a month but more than once a year (16)
- Less often than once a year (17)
- I have never travelled along that road (18)
- Don't know (19)

If I have never travelled along... Is Selected, Then Skip To End of Block

A2 In the past, when you have travelled on the A303 between Amesbury and Winterbourne Stoke on average, did you most commonly travel as: (PLEASE CHOOSE ONLY ONE OPTION)

- Driver (24)
- Passenger (25)
- Mixed: Either driver or passenger (26)
- Other (please specify) (27) _____
- Don't know (28)

A3 What is the usual purpose of your journey (i.e. the most common reason for traveling) on the A303 between Amesbury and Winterbourne Stoke, i.e. the section passing Stonehenge? By travel, we mean as a driver or passenger.

- Traveling to work (commuting) (19)
- Personal / recreation (20)
- Business / employment (e.g. taxi driving, agricultural) (21)
- Freight / commercial (i.e. goods transport) (22)
- Other (please specify) (23) _____

A4 On average, what is your usual journey time (how long your journey takes) when traveling in either direction on the A303 between Amesbury and Winterbourne Stoke, i.e. the section passing Stonehenge? By travel, we mean as a driver or passenger.

- 1 - 5 minutes (4)
- 6 - 15 minutes (5)
- 16 - 30 minutes (6)
- 31 - 45 minutes (7)
- 46 – 60 minutes (one hour) (8)
- An hour – an hour and a half (60 – 90 minutes) (9)
- Up to two hours (10)
- More than two hours (11)

A5 Have you ever chosen to drive via the A303 in order to pass by and view Stonehenge from the road?

- Never (9)
- Once (10)
- Sometimes (11)
- Often (12)
- Always (13)

A6 On average, what is your usual journey distance (how far do you travel) when traveling in either direction on the A303 between Amesbury and Winterbourne Stoke, i.e. the section passing Stonehenge? By travel, we mean as a driver or passenger.

- 1 - 5 miles (1.6 - 9 km) (4)
- 6 - 10 miles (10 – 16 km) (5)
- 11 - 15 miles (17 – 24 km) (6)
- 16 – 20 miles (25 – 32 km) (7)
- 21 – 30 miles (33 – 48 km) (8)
- More than 30 miles (49 km) (9)
- Don't know (10)

A7 How often, if ever, have you experienced congestion while traveling on the A303 between Amesbury and Winterbourne Stoke on average, in either direction, i.e. the section passing Stonehenge?

- Never (3)
- Rarely (4)
- Sometimes (5)
- Often (6)
- Always (7)
- Don't know (8)

We would now like to ask some questions about your views on the Stonehenge World Heritage Site.

A8 How many times, if any, have you visited the Stonehenge World Heritage Site in your lifetime? By 'visited' we mean exploring the landscape, paying to visit the stone circle or walking or cycling in the area.

- 0 (1)
- 1 (2)
- 2 (3)
- 3 (4)
- 4 (5)
- 5 (6)
- 6 (7)
- 7 (8)
- 8 (9)
- 9 (10)
- 10+ (11)

A9 Apart from the stone circle, are you familiar with the other archaeological monuments in the Stonehenge World Heritage Site?

- Yes (1)
- No (2)

A10 How likely is it that you will visit Stonehenge in the future, on a scale of 1 to 5 where 1 is 'not at all likely' and 5 is 'very likely'?

- Not at all likely 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- Very likely 5 (7)

A11 Have you previously visited any other World Heritage Sites in the UK? (apart from Stonehenge, e.g., Blenheim Palace, Canterbury Cathedral, Neolithic Orkney etc.)?

- Yes (4)
- No (5)
- Don't know (6)

A12 To what extent do you disagree or agree with the following statements about the Stonehenge World Heritage Site (Stonehenge)? Please select one answer per row

	Strongly disagree (4)	Disagree (5)	Neither agree nor disagree (6)	Agree (7)	Strongly agree (3)
Stonehenge is one of the most important heritage sites in the UK (21)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stonehenge has a value only for those who actually visit it (22)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stonehenge should be protected for future generations (23)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other monuments within the World Heritage Site surrounding the Stonehenge stone circle should be equally protected (24)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't think that Stonehenge has any inherent value (25)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A13 If the A303 were removed from its current location you would no longer be able to see Stonehenge whilst travelling past by car, coach, or bus. To what extent, if at all, would you miss seeing Stonehenge whilst travelling along the road, on a scale of 1 to 5 where 1 is 'not miss at all' and 5 is 'miss a lot'?

- Not miss at all 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- Miss a lot 5 (5)
- Don't know (6)

A14 We would like to ask you some questions about heritage and culture. In the last 12 months, have you been to any of these? (PLEASE SELECT ALL THAT APPLY)

- Dance event (4)
- Event connected with books or writing (5)
- Exhibition or collection of art, photography or sculpture (6)
- Film at a cinema or other venue (7)
- Heritage site visit (8)
- Music event (9)
- Opera / operetta (10)
- Theatre (Play, drama or musical) (11)
- Other cultural event (please specify) (12) _____

A15 Are you a member of a heritage, conservation or environmental organisation?

- No (4)
- Member of a Stonehenge preservation organisation (5)
- Member of the English Heritage (6)
- Member of the National Trust or Historic England (7)
- Member of other organisation. If so, please provide name(s): (8) _____

A16 We would like to ask you about your preferences for how public spending is allocated. Public spending is allocated to several areas. In your opinion, what are the TOP 5 areas where public funds should be spent?

- Education (4)
- Environment (5)
- Health care (6)
- Heritage (7)
- Libraries, arts, museums and culture (8)
- Housing (9)
- International aid/development (10)
- Defence (11)
- Pensions (12)
- Public order and safety (13)
- Sport (14)
- The economy (15)
- Transport (16)
- Don't know (17)

IntroBb

In this section we will present information about a possible change in the roads layout in the area. We remind you that this survey is not a public consultation. It is part of a targeted survey for assessing the effect of removing the A303 from the surrounding area around Stonehenge. Stonehenge is one of the 29 UK sites that have been designated a United Nations World Heritage Site, making it of Outstanding Universal Value for humankind. The Stonehenge World Heritage Site encompasses one of the richest concentrations of prehistoric archaeological monuments in the world. In this survey we will talk a lot about the surrounding World Heritage Landscape contains over 450 known archaeological monuments including: The Stonehenge Avenue - a 3km ceremonial avenue which links the River Avon to Stonehenge. The Cursus – a 3km ceremonial earthwork which predates Stonehenge. Last year over 1.3 million people visited Stonehenge.

B1 How familiar, if at all, were you with this information beforehand?

- Not at all familiar 1 (1)
- Slightly familiar 2 (2)
- Moderately familiar 3 (3)
- Very familiar 4 (4)
- Extremely familiar 5 (5)

The A303 road passes through the centre of the World Heritage Site about 165m (540ft) from the stone circle. The section of the A303 near Stonehenge is a single carriageway and at times suffers from severe congestion. Traffic on the road can be heard whilst walking around the stones and the wider landscape. Traffic on the road is visible from the stone circle, and the road passes through an otherwise high quality, open, rural landscape. Traffic on the road prevents visitors from moving freely across the World Heritage Site to the South which contains a number of other rare and important archaeological sites. Those travelling on the A303 enjoy clear views of Stonehenge. The A303 also provides access to the site, and provides for local movement of goods and cars. The existing road is relatively rural in nature, and has little signage.

Image of the current location of the A303 within the Stonehenge World Heritage Site

Map of the current location of the A303 within the Stonehenge World Heritage Site.

B2 How familiar, if at all, were you with this information beforehand?

- Not at all familiar 1 (1)
- Slightly familiar 2 (2)
- Moderately familiar 3 (3)
- Very familiar 4 (4)
- Extremely familiar 5 (5)

B2 To what extent, if at all, do you think that the nearby A303 affects the following aspects of Stonehenge and the surrounding World Heritage Site landscape? Please indicate on the scale below.

	The road has a negative impact (1)	The road has a slightly negative impact (2)	Neither negative nor beneficial (3)	The road has a slightly beneficial impact (4)	The road has a beneficial impact (5)	Don't know (6)
The setting of Stonehenge in the wider landscape (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of the experience of Stonehenge and the surrounding World Heritage Site (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The view of Stonehenge from the road (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q87 In the past, different scenarios have been put forward to change the layout of the existing A303 road. Work is currently underway to develop a range of scenarios and a public consultation is planned for early 2017. We will provide you with information about an alternative road scenario which would move the A303 road from its current position within the Stonehenge World Heritage Site. This is an indicative scenario which is presented here for the purposes of this hypothetical exercise only. We remind you that this survey is not a public consultation. It is a targeted survey for assessing the benefit of removing the A303 from the area surrounding Stonehenge. We would like you to imagine that two hypothetical scenarios exist for the A303 at Stonehenge. A. Current situation: Leave the A303 road as it is. B. A tunnel of approximately 2.9km (1.8 miles): Convert the A303 to a dual carriageway and construct a tunnel within the World Heritage Site through which the A303 road will pass, removing the A303 from its current surface route across part of the World Heritage Site. Construction of the tunnel would take around three years. Representation of an indicative alternative route for the A303 tunnel. Note that the tunnel portals are indicated as a range over a broad area within the World Heritage Site (hatched circles on the map). The route of the western approach road to the tunnel is also represented as a range (shaded area between dotted lines).

The pictures below show a view of the Stonehenge World Heritage Site if the A303 became a dual-carriageway with a tunnel of 2.9km (1.8 miles). The A303 within Stonehenge World Heritage Site would no longer be visible from Stonehenge. Reduced traffic noise whilst visiting the stones, which would make large areas of the World Heritage Site more tranquil. Removal of the A303 would reconnect the World Heritage Site to the north and south of the existing A303 allowing visitors to walk freely between Stonehenge and other archaeological sites in the World Heritage Site. Tunnel entrances would be constructed within the Stonehenge World Heritage site. These would not be visible from the stones but would be new visible features in the archaeological landscape, although the road would be carefully designed to reduce its impact as far as possible. Dual carriageway would lead up to the tunnel entrances, including the short sections inside the World Heritage site. Stonehenge would not be visible from the new A303 route. A route along the old A303 route would provide access for cyclists, horse riders and walkers.

Representation of the Stonehenge World Heritage Site with the A303 removed.

B3 Impacts associated with current A303 (do nothing)	and the 2.9km tunnel option	Current A303 (Status Quo)	2.9km Tunnel Alternative	A303 runs 165 metres from stone circle	Current
A303 removed from current location and redirected through tunnel	Single carriageway alongside Stonehenge monument, with some dual carriageway within the World Heritage Site				
Dual carriageways will lead up to the tunnel entrances, including sections inside the World Heritage Site.	Traffic noise audible from stones	Less traffic noise audible from stones and an increase in tranquillity	Traffic visible from stones	No traffic visible from stones	
No access to World Heritage Site to south of current A303	Reconnect the World Heritage Site to the north and south of the existing A303, allowing people to explore the whole landscape.				
Stonehenge visible from A303	Stonehenge not visible from the new A303 route.				

How easy or difficult did you find this information to understand? Please indicate on the scale below, where 1 is not at all easy to understand, and 5 is very easy to understand?

- Not at all easy to understand 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- Very easy to understand 5 (5)

B4 For the next set of questions, please imagine a situation where the tunnel scenario was selected and was paid for by an increase in national taxes, for three years. Please think for a moment about how much the proposed scenario to remove the A303 from the World Heritage Site would be worth to you and your household, if anything. Would you be prepared to pay something, even if only a very small amount, to support the construction of a tunnel route?

- Yes (1)
- Maybe (3)
- No (4)

If No Is Selected, Then Skip To You indicated that you would not be w...

B5 Looking at the list of amounts below, what is the maximum you would be willing to pay per year, to support a tunnel route? This would be via an increase in your annual taxes in each year of the three-year construction period. Studies have shown that many people answering surveys such as this one, say they are willing to pay more than they would actually be willing to pay in reality. Please think about this question as if it were a real decision and you were actually making a payment for real. Please do not agree to pay an amount if you think you cannot afford it; If you feel you have paid enough already; Or have other things to spend your money on. Also, this question is just about the proposed road scheme. Remember, we are not asking you about how much you value the Stonehenge World Heritage Site, we are asking you how much you would value taking the road out of part of the World Heritage Site.

- £0 (1)
- £0.05 (61)
- £0.20 (2)
- £0.50 (3)
- £1 (31)
- £1.50 (32)
- £2 (34)
- £2.50 (35)
- £3 (36)
- £4 (37)
- £5 (38)
- £6 (39)
- £7 (40)
- £8 (41)
- £9 (4)
- £10 (5)
- £10 (42)
- £11 (43)
- £12 (44)
- £15 (45)
- £18 (46)
- £20 (47)
- £22 (48)
- £25 (49)
- £27 (17)
- £30 (50)
- £35 (51)
- £40 (52)
- £50 (53)
- £75 (54)
- £100 (55)
- £125 (56)
- £150 (57)
- £175 (58)
- £200 (59)
- Other amount (60) _____

B6 How certain are you that you would really pay this amount per year, for 3 years, in additional annual taxes if asked?

- Not certain at all 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- Very certain 5 (5)
- Don't know (6)

Answer If Looking at the list of amounts below, what is the maximum you would be willing to pay per year, i... £0 Is Not Selected

B7 Below is a list of potential benefits of the proposed tunnel option for Stonehenge World Heritage Site. We would like to know which are the most important to you. Please rate the outcomes listed in terms of their importance to you.

	Not at all important (2)	Slightly important (3)	Important (4)	Fairly important (5)	Very important (6)
Reduction of traffic noise/ tranquility of Stonehenge and the World Heritage Site (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No traffic visible from the stone circle at the Stonehenge World Heritage Site (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ability to explore the whole Stonehenge World Heritage site and explore all its archaeological monuments without the land being divided by the road (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The removal of a modern road from a historic landscape (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer If Looking at the list of amounts below, what is the maximum you would be willing to pay per year, i... £0 Is Not Selected

B8 Which of the reasons below best describes your motivations for being prepared to pay an increase in annual taxes for the proposed tunnel scheme described to you? (Choose one only)

- I support the removal of the A303 from a historic landscape (4)
- The road spoils the tranquility of the Stonehenge World Heritage Site (5)
- The road is an eye sore when visiting the Stonehenge stone circle (6)
- People should have the opportunity to visit the whole of the Stonehenge World Heritage Site and explore all its archaeological monuments without the land being divided by the road (7)
- Stonehenge is a national icon that should be protected (8)
- A dual carriage-way would relieve traffic congestion and reduce accidents (9)
- A new road would benefit local communities (10)
- I do not believe I would really have to pay (11)
- Other (please specify) (12) _____
- Don't know (13)

Answer If For the next set of questions, please imagine a situation where the tunnel scenario was selected and was paid for by an increase in national taxes, leading to a reduction in your disposable in... No Is Selected Or Looking at the list of amounts below, what is the maximum you would be willing to pay per year, i... £0 Is Selected

B9 You indicated that you would not be willing to pay any additional taxes to fund the rerouting of the A303. In a hypothetical situation, imagine that it was decided to proceed with the redirecting of the A303 from its current location. The A303 would be redirected and you would no longer be able to view Stonehenge from the road. How would it affect your overall level of life satisfaction if the A303 was removed from its current location?

- The removal of the A303 from its current location would have no significant effect on my life satisfaction (4)
- The removal of the A303 from its current location would reduce my life satisfaction (5)
- The removal of the A303 from its current location would increase my life satisfaction (6)

If The removal of the A303 fro... Is Selected, Then Skip To End of BlockIf The removal of the A303 fro... Is Selected, Then Skip To You stated that the removal of the A3...If The removal of the A303 fro... Is Selected, Then Skip To End of Block

Answer If You indicated that you would not be willing to pay any additional taxes to fund the rerouting of the A303. In a hypothetical situation, imagine that it was decided to proceed with the redirecting o... The removal of the A303 from its current location would reduce my life satisfaction Is Selected

B10 You stated that the removal of the A303 from its current location would reduce your life satisfaction. Assuming nothing else in your life would change, imagine that in order to compensate you for not being able to use the A303 in its current location you were given a publicly funded cash compensation. How much money would you have to receive, as a one-off payment, to give you the same life satisfaction that you have now (not better or worse but just the same) once the A303 is removed from its current location? Note that whatever compensation amount you receive will mean that money cannot be used on other public services.

- £0 (36)
- £0.05 (70)
- £0.20 (37)
- £0.50 (38)
- £1 (39)
- £1.50 (40)
- £2 (41)
- £2.50 (42)
- £3 (43)
- £4 (44)
- £5 (45)
- £6 (46)
- £7 (47)
- £8 (48)
- £9 (49)
- £10 (50)
- £11 (51)
- £12 (52)
- £15 (53)
- £18 (54)
- £20 (55)
- £22 (56)
- £25 (57)
- £27 (58)
- £30 (59)
- £35 (60)
- £40 (61)
- £50 (62)
- £75 (63)
- £100 (64)
- £125 (65)
- £150 (66)
- £175 (67)
- £200 (68)
- Other amount (69) _____

Answer If You indicated that you would not be willing to pay any additional taxes to fund the rerouting of the A303. In a hypothetical situation, imagine that it was decided to proceed with the redirecting o... The removal of the A303 from its current location would have no significant effect on my life satisfaction Is Selected Or You indicated that you would not be willing to pay any additional taxes to fund the rerouting of the A303. In a hypothetical situation, imagine that it was decided to proceed with the redirecting o... The removal of the A303 from its current location would increase my life satisfaction Is Selected Or You stated that the removal of the A303 from its current location would reduce your life satisfaction... £0 Is Selected

B11 People have different reasons for saying they would not be willing to pay an increase in annual taxes for a change to the current A303 at Stonehenge World Heritage Site. Which of the reasons below best describes why you chose not to pay? (Choose one only) Reason that best describes why you chose not to pay. Please choose one reason only

- I have more important things to think about (4)
- I would prefer to keep the A303 in its current location but do not require compensation (5)
- There should be a longer tunnel scenario (6)
- I am not willing to pay increased taxes over a period of three years (7)
- We should be reducing road use, not building more roads (8)
- Any changes to the road layout should be paid for through local council tax (9)
- Any changes to the road layout should be paid for through road tax (10)
- Any changes to the road layout should be paid for through voluntary donations (11)
- Any changes to the road layout should be paid for through increases in visitor fees (12)
- I do not care about Stonehenge (13)
- I do not feel confident stating a value that I would be willing to pay in the current uncertain political climate (14)
- Other (please specify) (15) _____
- Don't know (16)

C Finally, we would like to ask you a few questions about yourself to help us understand the profile of our respondents. The survey is anonymous and all information provided is strictly confidential. It will be used for statistical purposes only.

C1 How many children under the age of 16 live in your household?

- 0 (1)
- 1 (2)
- 2 (3)
- 3 (4)
- 4 (5)
- 5 (6)
- 6 (7)
- 7 (8)
- 8 (9)
- 9 (10)
- 10+ (11)

C2 What is your legal marital status?

- Single and never married or never in a legally recognised Civil Partnership (1)
- Married (2)
- A Civil Partner in a legally recognised Civil Partnership (3)
- Separated but legally married/ in a civil partnership (4)
- Divorced/dissolved civil partnership (5)
- Former Civil Partner (6)
- Widowed/ surviving civil partner (7)
- Co-habiting (8)
- Rather not say (9)

C3 What is your highest educational level or qualification?

- No formal educational qualifications (1)
- O level/GCSE/GCE (2)
- A level/HNC/HND/etc (3)
- Professional qualification (4)
- College/University degree (5)
- Higher degree (Master's, Doctorate) (6)
- Rather not say (7)

C4 Which of the following best describes your current work status?

- Self-employed (1)
- Employed full-time (>30hrs/week) (2)
- Employed part-time (3)
- Student (4)
- Looking after the family/home (5)
- Retired from paid work (6)
- Temporarily sick or injured (7)
- Long-term sick or disabled (8)
- Unemployed (9)
- Rather not say (10)

C5 What is your ethnicity?

- Asian / Asian British (4)
- Black / African / Caribbean / Black British (6)
- Mixed / Multiple ethnic groups (8)
- White British (9)
- White Other (10)
- Other ethnic group (2)
- Rather not say (1)

C6 In general, would you say your health is...

- Excellent (4)
- Very good (5)
- Good (3)
- Fair (2)
- Poor (1)
- Rather not say (6)

C7 How would you describe your religious/spiritual belief?

- Not religious (1)
- Christian (2)
- Muslim (3)
- Buddhist (4)
- Hindu (5)
- Paganism (6)
- Other (7)
- Don't know (8)
- Rather not say (9)

C8 Which of the following best describes your total annual household income before tax?

- £0–14,999 (1)
- £15,000–19,999 (2)
- £20,000–29,999 (3)
- £30,000–39,999 (4)
- £40,000–49,999 (5)
- £50,000–59,999 (6)
- £60,000–79,999 (7)
- £80,000–99,999 (9)
- £100,000- £149,999 (10)
- £150,000 + (11)
- Rather not say (12)

C9 Do you have a valid UK driving license?

- Yes (1)
- No (2)
- Don't know (3)
- Rather not say (4)

C10 Have you or any member of your family ever benefited from Stonehenge or English Heritage in terms of employment or other direct economic benefits?

- Yes (1)
- No (2)
- Don't know (3)

C11 What is your postcode? This information will be used for analysis purpose only. You will not be re-contacted following this survey. This information is entirely confidential. If you prefer you can give the first half of your postcode (e.g. L23)

End This is the end of the survey. We thank you very much for your time!

A.4 General Population Survey

Stonehenge General Population Survey

Intro

Highways England is looking at possible ways of resolving issues with the A303. The A303 runs through the Stonehenge World Heritage Site and is part of the national road network. We want to understand people's thoughts about removing the road from the Stonehenge site. We would like to ask you questions about your use of the A303 road and views of an alternative transport scenario to the current A303 within the Stonehenge World Heritage Site. We would be grateful if you could spare about 15 minutes to answer some questions. You do not need any previous knowledge of the Stonehenge World Heritage Site or the road network. The survey is anonymous and all information provided is strictly confidential. I would also stress that this survey is not a public consultation. We are simply exploring views of possible solutions to address issues caused to the Stonehenge World Heritage Site by the A303.

SC1 Can I just confirm that you have understood the information we have provided about the background and purpose of this survey?

- Yes (1)
- No (2)

SC2 Would you be willing to help with this survey?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To Unfortunately we will not be able to ...

SQ Many thanks. We would like to start with a few questions just to confirm that you are eligible for the survey. The questions on this page are to ensure that we access a UK representative sample by gender, age group and region. If the survey ends for you after these questions, it is because we have reached our quota for respondents with similar characteristics.

SQ1 Are you currently resident in the UK?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To Unfortunately we will not be able to ...

SQ2 What is your age group?

- Under 16 years old (1)
- 16 - 19 years old (2)
- 20 - 24 years old (3)
- 25 - 29 years old (4)
- 30 - 34 years old (5)
- 35 - 39 years old (6)
- 40 - 44 years old (7)
- 45 - 49 years old (8)
- 50 - 54 years old (9)
- 55 - 59 years old (10)
- 60 - 64 years old (11)
- 65 - 69 years old (12)
- 70 - 74 years old (13)
- 75 - 79 years old (14)
- 80 - 84 years old (15)
- Over 84 years old (16)

If Under 16 years old Is Selected, Then Skip To Unfortunately we will not be able to ...

SQ3 Please select your postcode area (the first one or two letters of your full postcode):

- AB (17)
- AL (18)
- B (19)
- BA (20)
- BB (21)
- BD (22)
- BH (23)
- BL (24)
- BN (25)
- BR (26)
- BS (27)
- BT (28)
- CA (29)
- CB (30)
- CF (31)
- CH (32)
- CM (33)
- CO (34)
- CR (35)
- CT (36)
- CV (37)
- CW (38)
- DA (39)
- DD (40)
- DE (41)
- DG (42)
- DH (43)
- DL (44)
- DN (45)
- DT (46)
- DY (47)
- E (48)
- EC (49)
- EH (50)
- EN (51)
- EX (52)
- FK (53)
- FY (54)
- G (55)
- GL (56)
- GU (57)
- HA (58)
- HD (59)
- HG (60)
- HP (61)

- HR (62)
- HS (63)
- HU (64)
- HX (65)
- IG (66)
- IP (67)
- IV (68)
- KA (69)
- KT (70)
- KW (71)
- KY (72)
- L (73)
- LA (74)
- LD (75)
- LE (76)
- LL (77)
- LN (78)
- LS (79)
- LU (80)
- M (81)
- ME (82)
- MK (83)
- ML (84)
- N (85)
- NE (86)
- NG (87)
- NN (88)
- NP (89)
- NR (90)
- NW (91)
- OL (92)
- OX (93)
- PA (94)
- PE (95)
- PH (96)
- PL (97)
- PO (98)
- PR (99)
- RG (100)
- RH (101)
- RM (102)
- S (103)
- SA (104)
- SE (105)
- SG (106)
- SK (107)
- SL (108)

- SM (109)
- SN (110)
- SO (111)
- SP (112)
- SR (113)
- SS (114)
- ST (115)
- SW (116)
- SY (117)
- TA (118)
- TD (119)
- TF (120)
- TN (121)
- TQ (122)
- TR (123)
- TS (124)
- TW (125)
- UB (126)
- W (127)
- WA (128)
- WC (129)
- WD (130)
- WF (131)
- WN (132)
- WR (133)
- WS (134)
- WV (135)
- YO (136)
- ZE (137)
- BT (138)

Q1 What is your gender?

- Male (1)
- Female (2)
- Other (3)

Answer If Are you currently resident in the UK? No Is Selected Or What is your age group? Under 16 years old Is Selected Or Do you currently live within 50 miles of Stonehenge World Heritage Site? No Is Selected Or In the past 12 months have you used the A303 between Amesbury and Winterbourne Stoke, in either d... No Is Selected Or Based on the

- 7 (8)
- 8 (9)
- 9 (10)
- 10+ (11)

A9 Apart from the stone circle, are you familiar with the other archaeological monuments in the Stonehenge World Heritage Site?

- Yes (1)
- No (2)

A10 How likely is it that you will visit Stonehenge in the future, on a scale of 1 to 5 where 1 is 'not at all likely' and 5 is 'very likely'?

- Not at all likely 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- Very likely 5 (7)

A11 Have you previously visited any other World Heritage Sites in the UK? (apart from Stonehenge, e.g., Blenheim Palace, Canterbury Cathedral, Neolithic Orkney etc.)?

- Yes (4)
- No (5)
- Don't know (6)

A12 To what extent do you disagree or agree with the following statements about the Stonehenge World Heritage Site (Stonehenge)? Please select one answer per row

	Strongly disagree (4)	Disagree (5)	Neither agree nor disagree (6)	Agree (7)	Strongly agree (3)
Stonehenge is one of the most important heritage sites in the UK (21)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stonehenge has a value only for those who actually visit it (22)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stonehenge should be protected for future generations (23)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other monuments within the World Heritage Site surrounding the Stonehenge stone circle should be equally protected (24)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't think that Stonehenge has any inherent value (25)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SQ4 We would like to ask some questions about your use of the A303 road, specifically the section between Amesbury and Winterbourne Stoke on average, in either direction, i.e. the section passing Stonehenge? In the past 12 months have you used the A303 between Amesbury and Winterbourne Stoke, in either direction, i.e. the section passing Stonehenge? By use, we mean as a driver or passenger, for personal or business purposes.

- Yes (1)
- No (2)
- Don't know (3)

If No Is Selected, Then Skip To If the A303 were removed from its cur...If Don't know Is Selected, Then Skip To If the A303 were removed from its cur...

A1 How often do you travel on the A303 between Amesbury and Winterbourne Stoke on average, in either direction, i.e. the section passing Stonehenge? By travel, we mean as a driver or passenger.

- More often than once a week (14)
- Less often than once a week but more than once a month (15)
- Less often than once a month but more than once a year (16)
- Less often than once a year (17)
- I have never travelled along that road (18)
- Don't know (19)

If I have never travelled alon... Is Selected, Then Skip To If the A303 were removed from its cur...

A3 What is the usual purpose of your journey (i.e. the most common reason for traveling) on the A303 between Amesbury and Winterbourne Stoke, i.e. the section passing Stonehenge? By travel, we mean as a driver or passenger.

- Traveling to work (commuting) (19)
- Personal / recreation (20)
- Business / employment (e.g. taxi driving, agricultural) (21)
- Freight / commercial (i.e. goods transport) (22)
- Other (please specify) (23) _____

A4 On average, what is your usual journey time (how long your journey takes) when traveling in either direction on the A303 between Amesbury and Winterbourne Stoke, i.e. the section passing Stonehenge? By travel, we mean as a driver or passenger.

- 1 - 5 minutes (4)
- 6 - 15 minutes (5)
- 16 - 30 minutes (6)
- 31 - 45 minutes (7)
- 46 - 60 minutes (one hour) (8)
- An hour - an hour and a half (60 - 90 minutes) (9)
- Up to two hours (10)
- More than two hours (11)

A5 Have you ever chosen to drive via the A303 in order to pass by and view Stonehenge from the road?

- Never (9)
- Once (10)
- Sometimes (11)
- Often (12)
- Always (13)

A6 On average, what is your usual journey distance (how far do you travel) when traveling in either direction on the A303 between Amesbury and Winterbourne Stoke, i.e. the section passing Stonehenge? By travel, we mean as a driver or passenger.

- 1 - 5 miles (1.6 - 9 km) (4)
- 6 - 10 miles (10 - 16 km) (5)
- 11 - 15 miles (17 - 24 km) (6)
- 16 - 20 miles (25 - 32 km) (7)
- 21 - 30 miles (33 - 48 km) (8)
- More than 30 miles (49 km) (9)
- Don't know (10)

A7 How often, if ever, have you experienced congestion while traveling on the A303 between Amesbury and Winterbourne Stoke on average, in either direction, i.e. the section passing Stonehenge?

- Never (3)
- Rarely (4)
- Sometimes (5)
- Often (6)
- Always (7)
- Don't know (8)

A13 If the A303 were removed from its current location you would no longer be able to see Stonehenge whilst travelling past by car, coach, or bus. To what extent, if at all, would you miss seeing Stonehenge whilst travelling along the road, on a scale of 1 to 5 where 1 is 'not miss at all' and 5 is 'miss a lot'?

- Not miss at all 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- Miss a lot 5 (5)
- Don't know (6)

A16 We would like to ask you about your preferences for how public spending is allocated. Public spending is allocated to several areas. In your opinion, what are the TOP 5 areas where public funds should be spent?

- Education (4)
- Environment (5)
- Health care (6)
- Heritage (7)
- Libraries, arts, museums and culture (8)
- Housing (9)
- International aid/development (10)
- Defence (11)
- Pensions (12)
- Public order and safety (13)
- Sport (14)
- The economy (15)
- Transport (16)
- Don't know (17)

IntroBb

In this section we will present information about a possible change in the roads layout in the area. We remind you that this survey is not a public consultation. It is part of a targeted survey for assessing the effect of removing the A303 from the surrounding area around Stonehenge. Stonehenge is one of the 29 UK sites that have been designated a United Nations World Heritage Site, making it of Outstanding Universal Value for humankind. The Stonehenge World Heritage Site encompasses one of the richest concentrations of prehistoric archaeological monuments in the world. In this survey we will talk a lot about the surrounding World Heritage Landscape contains over 450 known archaeological monuments including: The Stonehenge Avenue - a 3km ceremonial avenue which links the River Avon to Stonehenge. The Cursus – a 3km ceremonial earthwork which predates Stonehenge. Last year over 1.3 million people visited Stonehenge.

B1 How familiar, if at all, were you with this information beforehand?

- Not at all familiar 1 (1)
- Slightly familiar 2 (2)
- Moderately familiar 3 (3)
- Very familiar 4 (4)
- Extremely familiar 5 (5)

The A303 road passes through the centre of the World Heritage Site about 165m (540ft) from the stone circle. The section of the A303 near Stonehenge is a single carriageway and at times suffers from severe congestion. Traffic on the road can be heard whilst walking around the stones and the wider landscape. Traffic on the road is visible from the stone circle, and the road passes through an otherwise high quality, open, rural landscape. Traffic on the road prevents visitors from moving freely across the World Heritage Site to the South which contains a number of other rare and important archaeological sites. Those travelling on the A303 enjoy clear views

of Stonehenge. The A303 also provides access to the site, and provides for local movement of goods and cars. The existing road is relatively rural in nature, and has little signage.

Image of the current location of the A303 within the Stonehenge World Heritage Site

Map of the current location of the A303 within the Stonehenge World Heritage Site.

B2 How familiar, if at all, were you with this information beforehand?

- Not at all familiar 1 (1)
- Slightly familiar 2 (2)
- Moderately familiar 3 (3)
- Very familiar 4 (4)
- Extremely familiar 5 (5)

B2 To what extent, if at all, do you think that the nearby A303 affects the following aspects of Stonehenge and the surrounding World Heritage Site landscape? Please indicate on the scale below.

	The road has a negative impact (1)	The road has a slightly negative impact (2)	Neither negative nor beneficial (3)	The road has a slightly beneficial impact (4)	The road has a beneficial impact (5)	Don't know (6)
The setting of Stonehenge in the wider landscape (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of the experience of Stonehenge and the surrounding World Heritage Site (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The view of Stonehenge from the road (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q87 In the past, different scenarios have been put forward to change the layout of the existing A303 road. Work is currently underway to develop a range of scenarios and a public consultation is planned for early 2017. We will provide you with information about an alternative road scenario which would move the A303 road from its current position within the Stonehenge World Heritage Site. This is an indicative scenario which is presented here for the purposes of this hypothetical exercise only. We remind you that this survey is not a public consultation. It is a targeted survey for assessing the benefit of removing the A303 from the area surrounding Stonehenge. We would like you to imagine that two hypothetical scenarios exist for the A303 at Stonehenge. A. Current situation: Leave the A303 road as it is. B. A tunnel of approximately 2.9km (1.8 miles): Convert the A303 to a dual carriageway and construct a tunnel within the World Heritage Site through which the A303 road will pass, removing the A303 from its current surface route across part of the World Heritage Site. Construction of the tunnel would take around three years. Representation of an indicative alternative route for the A303 tunnel. Note that the tunnel portals are indicated as a range over a broad area within the World Heritage Site (hatched circles on the map). The route of the western approach road to the tunnel is also represented as a range (shaded area between dotted lines).

The pictures below show a view of the Stonehenge World Heritage Site if the A303 became a dual-carriageway with a tunnel of 2.9km (1.8 miles). The A303 within Stonehenge World Heritage Site would no longer be visible from Stonehenge. Reduced traffic noise whilst visiting the stones, which would make large areas of the World Heritage Site more tranquil. Removal of the A303 would reconnect the World Heritage Site to the north and south of the existing A303 allowing visitors to walk freely between Stonehenge and other archaeological sites in the World Heritage Site. Tunnel entrances would be constructed within the Stonehenge World Heritage site. These would not be visible from the stones but would be new visible features in the archaeological landscape, although the road would be carefully designed to reduce its impact as far as possible. Dual carriageway would lead up to the tunnel entrances, including the short sections inside the World Heritage site. Stonehenge would not be visible from the new A303 route. A route along the old A303 route would provide access for cyclists, horse riders and walkers.

Representation of the Stonehenge World Heritage Site with the A303 removed.

B3 Impacts associated with current A303 (do nothing) and the 2.9km tunnel option Current A303 (Status Quo) 2.9km Tunnel Alternative A303 runs 165 metres from stone circle A303 removed from current location and redirected through tunnel Single carriageway alongside Stonehenge monument, with some dual carriageway within the World Heritage Site Dual carriageways will lead up to the tunnel entrances, including sections inside the World Heritage Site. Traffic noise audible from stones Less traffic noise audible from stones and an increase in tranquillity Traffic visible from stones No traffic visible from stones No access to World Heritage Site to south of current A303 Reconnect the World Heritage Site to the north and south of the existing A303, allowing people to explore the whole landscape. Stonehenge visible from A303 Stonehenge not visible from the new A303 route. How easy or difficult did you find this information to understand? Please indicate on the scale below, where 1 is not at all easy to understand, and 5 is very easy to understand?

- Not at all easy to understand 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- Very easy to understand 5 (5)

B4 For the next set of questions, please imagine a situation where the tunnel scenario was selected and was paid for by an increase in national taxes, for three years. Please think for a moment about how much the proposed scenario to remove the A303 from the World Heritage Site would be worth to you and your household, if anything. Would you be prepared to pay something, even if only a very small amount, to support the construction of a tunnel route?

- Yes (1)
- Maybe (3)
- No (4)

If No Is Selected, Then Skip To You indicated that you would not be w...

B5 Looking at the list of amounts below, what is the maximum you would be willing to pay per year, to support a tunnel route? This would be via an increase in your annual taxes in each year of the three-year construction period. Studies have shown that many people answering surveys such as this one, say they are willing to pay more than they would actually be willing to pay in reality. Please think about this question as if it were a real decision and you were actually making a payment for real. Please do not agree to pay an amount if you think you cannot afford it; If you feel you have paid enough already; Or have other things to spend your money on. Also, this question is just about the proposed road scheme. Remember, we are not asking you about how much you value the Stonehenge World Heritage Site, we are asking you how much you would value taking the road out of part of the World Heritage Site.

- £0 (1)
- £0.05 (61)
- £0.20 (2)
- £0.50 (3)
- £1 (31)
- £1.50 (32)
- £2 (34)
- £2.50 (35)
- £3 (36)
- £4 (37)
- £5 (38)
- £6 (39)
- £7 (40)
- £8 (41)
- £9 (4)
- £10 (5)
- £10 (42)
- £11 (43)
- £12 (44)
- £15 (45)
- £18 (46)
- £20 (47)
- £22 (48)
- £25 (49)
- £27 (17)
- £30 (50)
- £35 (51)
- £40 (52)
- £50 (53)
- £75 (54)
- £100 (55)
- £125 (56)
- £150 (57)
- £175 (58)
- £200 (59)
- Other amount (60) _____

B6 How certain are you that you would really pay this amount per year, for 3 years, in additional annual taxes if asked?

- Not certain at all 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- Very certain 5 (5)
- Don't know (6)

Answer If Looking at the list of amounts below, what is the maximum you would be willing to pay per year, i... £0 Is Not Selected

B7 Below is a list of potential benefits of the proposed tunnel option for Stonehenge World Heritage Site. We would like to know which are the most important to you. Please rate the outcomes listed in terms of their importance to you.

	Not at all important (2)	Slightly important (3)	Important (4)	Fairly important (5)	Very important (6)
Reduction of traffic noise/ tranquility of Stonehenge and the World Heritage Site (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No traffic visible from the stone circle at the Stonehenge World Heritage Site (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ability to explore the whole Stonehenge World Heritage site and explore all its archaeological monuments without the land being divided by the road (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The removal of a modern road from a historic landscape (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer If Looking at the list of amounts below, what is the maximum you would be willing to pay per year, i... £0 Is Not Selected

B8 Which of the reasons below best describes your motivations for being prepared to pay an increase in annual taxes for the proposed tunnel scheme described to you? (Choose one only)

- I support the removal of the A303 from a historic landscape (4)
- The road spoils the tranquility of the Stonehenge World Heritage Site (5)
- The road is an eye sore when visiting the Stonehenge stone circle (6)
- People should have the opportunity to visit the whole of the Stonehenge World Heritage Site and explore all its archaeological monuments without the land being divided by the road (7)
- Stonehenge is a national icon that should be protected (8)
- A dual carriage-way would relieve traffic congestion and reduce accidents (9)
- A new road would benefit local communities (10)
- I do not believe I would really have to pay (11)
- Other (please specify) (12) _____
- Don't know (13)

Answer If For the next set of questions, please imagine a situation where the tunnel scenario was selected and was paid for by an increase in national taxes, leading to a reduction in your disposable in... No Is Selected Or Looking at the list of amounts below, what is the maximum you would be willing to pay per year, i... £0 Is Selected

B9 You indicated that you would not be willing to pay any additional taxes to fund the rerouting of the A303. In a hypothetical situation, imagine that it was decided to proceed with the redirecting of the A303 from its current location. The A303 would be redirected and you would no longer be able to view Stonehenge from the road. How would it affect your overall level of life satisfaction if the A303 was removed from its current location?

- The removal of the A303 from its current location would have no significant effect on my life satisfaction (4)
- The removal of the A303 from its current location would reduce my life satisfaction (5)
- The removal of the A303 from its current location would increase my life satisfaction (6)

If The removal of the A303 fro... Is Selected, Then Skip To End of BlockIf The removal of the A303 fro... Is Selected, Then Skip To You stated that the removal of the A3...If The removal of the A303 fro... Is Selected, Then Skip To End of Block

Answer If You indicated that you would not be willing to pay any additional taxes to fund the rerouting of the A303. In a hypothetical situation, imagine that it was decided to proceed with the redirecting o... The removal of the A303 from its current location would reduce my life satisfaction Is Selected

B10 You stated that the removal of the A303 from its current location would reduce your life satisfaction. Assuming nothing else in your life would change, imagine that in order to compensate you for not being able to use the A303 in its current location you were given a publicly funded cash compensation. How much money would you have to receive, as a one-off payment, to give you the same life satisfaction that you have now (not better or worse but just the same) once the A303 is removed from its current location? Note that whatever compensation amount you receive will mean that money cannot be used on other public services.

- £0 (36)
- £0.05 (70)
- £0.20 (37)
- £0.50 (38)
- £1 (39)
- £1.50 (40)
- £2 (41)
- £2.50 (42)
- £3 (43)
- £4 (44)
- £5 (45)
- £6 (46)
- £7 (47)
- £8 (48)
- £9 (49)
- £10 (50)
- £11 (51)
- £12 (52)
- £15 (53)
- £18 (54)
- £20 (55)
- £22 (56)
- £25 (57)
- £27 (58)
- £30 (59)
- £35 (60)
- £40 (61)
- £50 (62)
- £75 (63)
- £100 (64)
- £125 (65)
- £150 (66)
- £175 (67)
- £200 (68)
- Other amount (69) _____

Answer If You indicated that you would not be willing to pay any additional taxes to fund the rerouting of the A303. In a hypothetical situation, imagine that it was decided to proceed with the redirecting o... The removal of the A303 from its current location would have no significant effect on my life satisfaction Is Selected Or You indicated that you would not be willing to pay any additional taxes to fund the rerouting of the A303. In a hypothetical situation, imagine that it was decided to proceed with the redirecting o... The removal of the A303 from its current location would increase my life satisfaction Is Selected Or You stated that the removal of the A303 from its current location would reduce your life satisfac... £0 Is Selected

B11 People have different reasons for saying they would not be willing to pay an increase in annual taxes $\{e://Field/comp\}$ for a change to the current A303 at Stonehenge World Heritage Site. Which of the reasons below best describes why you chose not to pay? (Choose one only) Reason that best describes why you chose not to pay. Please choose one reason only

- I have more important things to think about (4)
- I would prefer to keep the A303 in its current location but do not require compensation (5)
- There should be a longer tunnel scenario (6)
- I am not willing to pay increased taxes over a period of three years (7)
- We should be reducing road use, not building more roads (8)
- Any changes to the road layout should be paid for through local council tax (9)
- Any changes to the road layout should be paid for through road tax (10)
- Any changes to the road layout should be paid for through voluntary donations (11)
- Any changes to the road layout should be paid for through increases in visitor fees (12)
- I do not care about Stonehenge (13)
- I do not feel confident stating a value that I would be willing to pay in the current uncertain political climate (14)
- Other (please specify) (15) _____
- Don't know (16)

C Finally, we would like to ask you a few questions about yourself to help us understand the profile of our respondents. The survey is anonymous and all information provided is strictly confidential. It will be used for statistical purposes only.

C1 How many children under the age of 16 live in your household?

- 0 (1)
- 1 (2)
- 2 (3)
- 3 (4)
- 4 (5)
- 5 (6)
- 6 (7)
- 7 (8)
- 8 (9)
- 9 (10)
- 10+ (11)

C2 What is your legal marital status?

- Single and never married or never in a legally recognised Civil Partnership (1)
- Married (2)
- A Civil Partner in a legally recognised Civil Partnership (3)
- Separated but legally married/ in a civil partnership (4)
- Divorced/dissolved civil partnership (5)
- Former Civil Partner (6)
- Widowed/ surviving civil partner (7)
- Co-habiting (8)
- Rather not say (9)

C3 What is your highest educational level or qualification?

- No formal educational qualifications (1)
- O level/GCSE/GCE (2)
- A level/HNC/HND/etc (3)
- Professional qualification (4)
- College/University degree (5)
- Higher degree (Master's, Doctorate) (6)
- Rather not say (7)

C4 Which of the following best describes your current work status?

- Self-employed (1)
- Employed full-time (>30hrs/week) (2)
- Employed part-time ((3)
- Student (4)
- Looking after the family/home (5)
- Retired from paid work (6)
- Temporarily sick or injured (7)
- Long-term sick or disabled (8)
- Unemployed (9)
- Rather not say (10)

C5 What is your ethnicity?

- Asian / Asian British (4)
- Black / African / Caribbean / Black British (6)
- Mixed / Multiple ethnic groups (8)
- White British (9)
- White Other (10)
- Other ethnic group (2)
- Rather not say (1)

C6 In general, would you say your health is...

- Excellent (4)
- Very good (5)
- Good (3)
- Fair (2)
- Poor (1)
- Rather not say (6)

C7 How would you describe your religious/spiritual belief?

- Not religious (1)
- Christian (2)
- Muslim (3)
- Buddhist (4)
- Hindu (5)
- Paganism (6)
- Other (7)
- Don't know (8)
- Rather not say (9)

C8 Which of the following best describes your total annual household income before tax?

- £0–14,999 (1)
- £15,000–19,999 (2)
- £20,000–29,999 (3)
- £30,000–39,999 (4)
- £40,000–49,999 (5)
- £50,000–59,999 (6)
- £60,000–79,999 (7)
- £80,000–99,999 (9)
- £100,000- £149,999 (10)
- £150,000 + (11)
- Rather not say (12)

C9 Do you have a valid UK driving license?

- Yes (1)
- No (2)
- Don't know (3)
- Rather not say (4)

C10 Have you or any member of your family ever benefited from Stonehenge or English Heritage in terms of employment or other direct economic benefits?

- Yes (1)
- No (2)
- Don't know (3)

C11 What is your postcode? This information will be used for analysis purpose only. You will not be re-contacted following this survey. This information is entirely confidential. If you prefer you can give the first half of your postcode (e.g. L23)

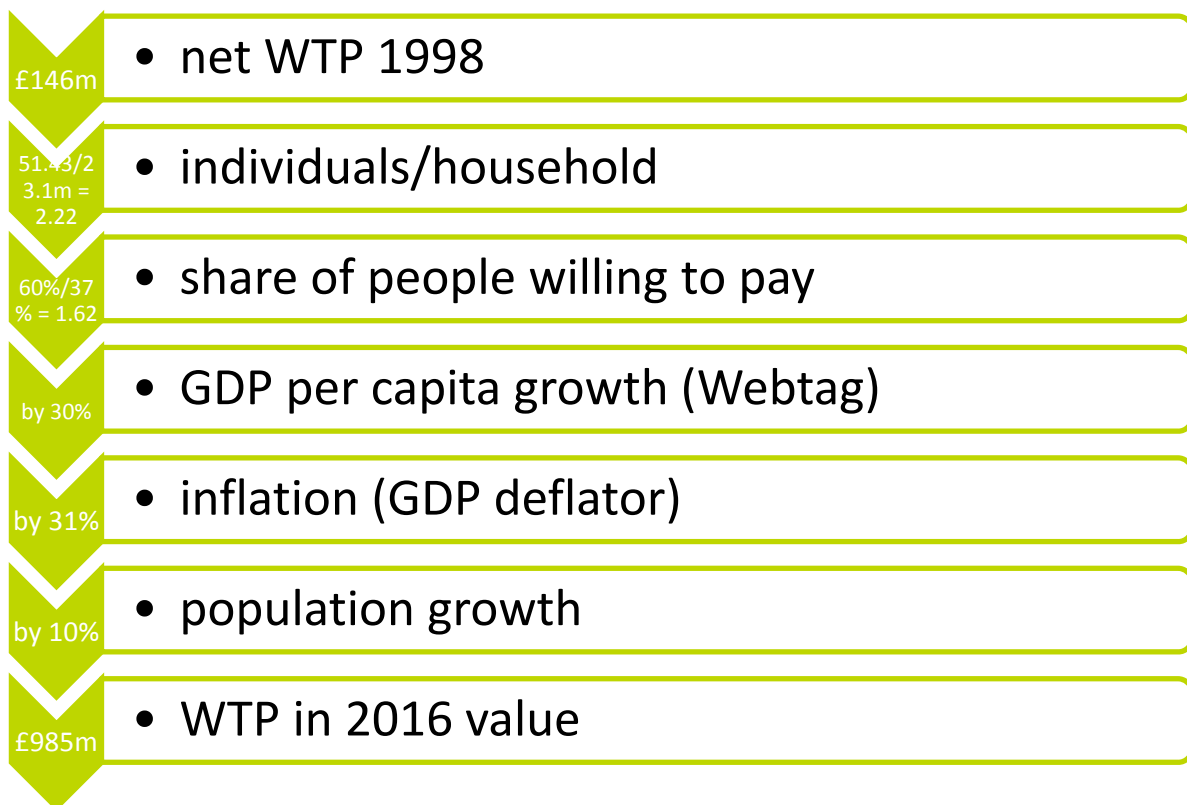
End This is the end of the survey. We thank you very much for your time!

Appendix B Comparing the results with the Mourato/Maddison study

The Mourato/Maddison study undertaken in 1998 calculated a net WTP of £149m. In nominal terms this is a substantially lower value than estimated in this study. A number of factors help to explain the difference. In the 1998 study about 37% of individuals were willing to pay for the removal of the road and construction of a 2km long tunnel. In the current study 67.4% (visitors and road users) and 59.2% General population were willing to pay (for the purpose of the comparison we aggregate this to about 60%). The Mourato Maddison study aggregated the WTP to 23.1 million households compared to 51.43m individuals in the Simerica study. Real GDP has grown by 31% since 1998 (Webtag guidance), inflation of 30% (Webtag GDP deflator) and the population by about 10%.

The resulting value of £1bn is just below the confidence interval of £1.189 to £1.462bn for the Simerica 2016 study. In addition to the quantified differences used about, it has to be noted that the Mourato and Maddison study conducted a total of 357 interviews, of these 129 on site. The current study has about 3400 respondents, with more than 400 on site, making it more robust with a smaller variance. In addition, attitudes towards heritage will have changed raising the value the population puts in cultural heritage and the proposal has changed from a 2km tunnel to a 2.9km tunnel.

Overall the quantifiable differences calculated a 2016 value in the following way (some rounding):



Appendix C Report of the Survey Pilots

C.1 Pilot - Visitor Survey

Stonehenge Visitor Survey - Pilot Debrief questions 12th September 2016

We performed a pilot survey at the Stonehenge site on 12th September 2016. The pilot was performed under identical conditions to the full survey, with professional interviewers, delivered on pads, and with visual aids. The only difference to the full survey was the absence of shelter, chairs and tables which visual materials could be placed on. We obtained 16 completed pilot surveys with n=15 follow-up debrief questions.

- In terms of **length**, 53% (n=8) found the survey length okay, while 27% (n=4) found the survey a little long, and 20% (n=3) found it very long.
- In terms of **difficulty**, all respondents found the survey either okay (80%; n=12) or very easy (20%; n=3).
- 100% of respondents indicates that they had **enough information** on the purpose and aims of the survey.
- 100% of respondents found the **photos and map images** of Stonehenge and the alternative road schemes helpful for answering this survey.

We asked specific questions about the valuation section.

For the WTP question, 47% (n=7) found the scenario of an increase in annual taxes to support the alternative road scheme realistic. 27% (n=4) found the taxation scenario unrealistic, while 27% (n=4) did not know.

In terms of **sensitivity**, (n=2) respondents indicated that they found some of the questions personal or sensitive. Of these, one indicated that they did not like answering questions about their income. The other indicated that they found the tax question private and didn't want to discuss this.

Table 1 shows that **100% of respondents felt they had enough information about the Stonehenge World Heritage Site, the existing route of the A303, and the impacts associated with the existing route of the A303.** 13% (n=2) indicated that they would have liked more information on the 2.9km tunnel scheme and the impacts associated with the 2.9km tunnel scheme. No respondents indicated that they would like less information for any aspect of the information provided in the valuation section of the survey.

Table 1 – Respondents provided with sufficient information on different aspects of the survey

	Yes – I had <u>ENOUGH</u> information	I would have liked <u>MORE</u> information	I would have liked <u>LESS</u> information
The Stonehenge World Heritage Site	15	0	0
The existing route of the A303	15	0	0
The impacts associated with the existing route of the A303	15	0	0
The 2.9km tunnel scheme	13	2	0
The impacts associated with the 2.9km tunnel scheme	13	2	0

Willingness to pay range

We asked if the range of payment amounts shown in the WTP payment ladder was adequate, in terms of the number of values shown and the range of values. Of those who answered the WTP question (n=12), **92% (n=11) indicated that the payment range was adequate**, with one person indicating they would have liked a wider range of values.

We asked individuals if their stated annual WTP taxation value was for themselves (as an individual) or their whole household. This question was also asked in the WTP range-testing question. Of those who answered the WTP question (n=16), 56% (n=9) indicated that the WTP was for themselves as an individual, while 38% (n=6) indicated that their WTP was for their household. One respondent indicated they their stated WTP referred to neither. These pilot findings lead us to conclude that the WTP taxation question can be interpreted as either an individual or a household value, with the majority of respondents stating an individual-level WTP value.

In the pilot survey data 80% (n=16) indicated that they would or would maybe be willing to pay an increase in annual taxes over the three year construction period to support the tunnel scheme (Table 2).

Table 2 WTP Annual Tax – Yes/Maybe/No

	N.	%
Yes	6	30.00
Maybe	10	50.00
No	4	20.00
Total	20	100.00

We tested the range provided in the payment ladder though the pilot survey.

The raw mean WTP an increase in annual taxes for the alternative (tunnel) road scheme across n=20 respondents was £13.75¹. Aggregated over the course of the construction period this amounts to a mean WTP of £41.25 per individual visitor.

This is a realistic WTP value, which aligns with the previous contingent valuation study at Stonehenge, which found that 35% of households were willing to pay an extra £18.50 over the next two years to construct the proposed tunnel, while 58% of households were willing to pay £7.40 for the next two years to construct the tunnel. We also note that this our initial estimate is based only on pilot data of n=16 respondents.

Of those who indicated that they would or would maybe be willing to pay, 20% (n=4) then went on to give a zero response.

Table 3 shows the range of values given by respondents. We see 11 WTP values of £5 or less, 3 values between £10-£25, and two maximum values at £50. There were no values closer to the maximum WTP value. 62% (n=8) were certain or very certain in their stated WTP value.

These findings lead us to conclude that the WTP payment ladder range is set realistically for the visitor population.

Table 3 WTP Annual Tax – Value range

WTP	N.	%
£0.00	3	18.75
£1.00	1	6.25
£2.50	2	12.50
£3.00	1	6.25
£5.00	4	25.00
£10.00	1	6.25

¹ WTP values coded as mid-point intervals for calculation of mean WTP.

WTP	N.	%
£20.00	1	6.25
£25.00	1	6.25
£50.00	2	12.50
Total	16	100.00

When we recode No responses as £0 WTP values, we find that the mean WTP an annual tax to support the tunnel scheme is £10.75. Note that this is the final approach that will be used to estimate mean WTP in the full dataset.

We also collected four additional surveys with individuals who had not participated in the full pilot (n=4). These individuals were provided with the same information from the willingness to pay question in the valuation section of the survey. We asked them an open-end question on their WTP an annual tax over three years for the tunnel option. WTP elicited ranged between 5p, £5 and £30 (mean £10). We then presented these respondents with the payment ladder questions. Maximum WTP ranged from £5 to £30 and £50 (mean £22.50).

These values indicate that the payment ladder value range are set accurately, with the potential for some additional lower level figures. Based on these findings we included a lower figure of £0.05p in the final payment ladder.

Familiarity and opinion questions

We found that on 5% of respondents (n=1) were very familiar with the information about Stonehenge. In contrast, 40% (n=8) were very or extremely familiar with the information about the current A303 road.

- 70% (n=14) felt that the A303 has a negative or slightly negative effect on the **setting of Stonehenge in the wider landscape.**
- 75% (n=15) felt that the A303 has a negative or slightly negative effect on the **quality of the experience of Stonehenge and the surrounding WHS**
- 47% (n=9) felt that the A303 has a negative or slightly negative effect on the **view of Stonehenge from the road.**
- 26% (n=5) felt the A303 had a beneficial or slightly beneficial effect on the **view of Stonehenge from the road**

85% (n=17) found the information about the two road scenarios easy or very easy to understand.

In terms of the benefits associated with the different road options:

- 84% (n=11) found the **reduction of traffic noise/ tranquility** of Stonehenge and the World Heritage Site fairly or very important
- 54% (n=7) found **having no traffic visible from the stone circle** at the Stonehenge World Heritage Site fairly or very important

- 56% (n=10) found the **ability to explore the whole Stonehenge World Heritage site** and explore all its archaeological monuments without the land being divided by the road fairly or very important
- 54% (n=7) found the **removal of a modern road from a historic landscape** fairly or very important

Table 4 shows the reasons people gave for being willing to pay an increase in taxes.

Reason that best describes your motivations to pay an increase in annual taxes	<i>Please choose <u>one reason only</u></i>
I support the removal of the A303 from a historic landscape	0
The road spoils the tranquility of the Stonehenge World Heritage Site	23% (n=3)
The road is an eye sore when visiting the Stonehenge stone circle	0
People should have the opportunity to visit the whole of the Stonehenge World Heritage Site and explore all its archaeological monuments without the land severance caused by the road	31% (n=4)
Stonehenge is a national icon that should be protected	23% (n=3)
A dual carriage-way would relieve traffic congestion and reduce accidents	23% (n=3)
A new road would benefit local communities	0
I do not believe I would really have to pay	0
Other (please specify)	0
Don't know	0

Willingness to accept range

We asked how realistic respondents found the willingness to accept compensation question. Of those who answered this question (n=4) 100% indicated that they didn't find the scenario realistic.

This question was asked to those who said they would not be willing to pay to support the tunnel scheme, or gave a £0 response when asked. In the pilot data, only 2 of the 20 respondents indicated that the removal of the road would reduce their life satisfaction.

Table 5 - Removal of A303 would reduce life satisfaction

Removal of the A303 on Life Satisfaction	
Decrease	2
Increase	1
No significant effect	4
Total	7
Observations	7

Those two individuals each gave a WTA value of £200. This is the highest value available in the payment card.

These findings suggest that:

A) Respondents are having some trouble with their understanding of the WTA compensation question.

B) The fact that individuals are consistently selecting the highest compensation amount may suggest that the WTA range needs to be set higher.

However, we note that this finding is based on a very small sample of n=2.

There is also the risk that we might be witnessing compensation WTA bias, whereby respondents always choose the higher figure. This may be accentuated by hypothetical bias generated by the ambiguity in the compensation question.

There is a further risk in providing a wider payment range for the WTA question, that, having seen the previous payment ladder (those who answered Yes/Maybe, but then £0 response) could potentially influence stated WTA, priming respondents to think that they should select a higher amount.

We note that the compensation value in the WTA question is a one off (lifetime) compensation amount for the loss of the road. In the final analysis, we would aggregate WTA values across the remaining lifetime of the respondent (eg £200/35 years = £5.71 annual compensation).

Also note that when we recode No responses (n=4) as zero for the WTA compensation value we obtain a mean WTA of £66.67.

For this reason we suggest adding the following text to the compensation question (underlined):

B10. You stated that the removal of the A303 from its current location would reduce your life satisfaction. Assuming nothing else in your life would change, imagine that in order to compensate you for not being able to use the A303 in its current location you were given a publically-funded cash compensation. How much money would you have to receive, as a one-off payment, to give you the same life satisfaction that you have now (not better or worse but just the same) once the A303 is removed from its current location? Note that whatever compensation amount you receive will mean that that money cannot be used on other public services.

C.2 Stonehenge Local Population (Road User) Pilot Debrief questions 14-15th September 2016

We performed a pilot survey of the online road user survey using a panel of n=50 individuals living within 50 miles of Stonehenge and who had used the A303 between Amesbury and Winterbourne Stoke in the last 12 months. The pilot road user survey was performed over 14th-15th September 2016. The pilot was performed under identical conditions to the full survey. We obtained 57 completed pilot surveys and 54 completed debrief questions.

- In terms of **length**, 85% (n=46) found the survey length okay, while 13% (n=7) found the survey a little long, and none found it very long. One individual found the survey length to be very short
- In terms of **difficulty**, 63% (n=34) found the survey either okay or very easy (21%; n=11).
- 87% of respondents (n=47) indicates that they had **enough information** on the purpose and aims of the survey.
- 91% of respondents (n=49) found the **photos and map images** of Stonehenge and the alternative road schemes helpful for answering this survey.

We asked specific questions about the valuation section.

For the WTP question, 60% (n=32) found the scenario of an increase in annual taxes to support the alternative road scheme realistic. 24% (n=13) found the taxation scenario unrealistic, while 17% (n=9) did not know.

In terms of **sensitivity**, (n=10) respondents indicated that they found some of the questions personal or sensitive. Of these, one indicated that he/she did not like answering questions about their income. The other indicated that he/she did not like answering his/her postcode. Two respondents answered n/a.

Table 1 shows that **93% of respondents felt they had enough information about the Stonehenge World Heritage Site. 91% of respondents felt that they had enough information about the existing route of the A303. 94% of respondents felt that they had enough information about the impacts associated with the existing route of the A303.** 17% (n=9) indicated that they would have liked more information on the 2.9km tunnel scheme and 20% (n=11) reported that they would have liked more information on the impacts associated with the 2.9km tunnel scheme. No respondents indicated that they would like less information for any aspect of the information provided in the valuation section of the survey.

Table 1 – Respondents provided with sufficient information on different aspects of the survey

	Yes – I had <u>ENOUGH</u> information	I would have liked <u>MORE</u> information	I would have liked <u>LESS</u> information
The Stonehenge World Heritage Site	50	4	0
The existing route of the A303	49	5	0
The impacts associated with the existing route of the A303	51	3	0
The 2.9km tunnel scheme	45	9	0
The impacts associated with the 2.9km tunnel scheme	42	11	1

Willingness to pay range

We asked if the range of payment amounts shown in the WTP payment ladder was adequate, in terms of the number of values shown and the range of values. **78% (n=42) indicated that the payment range was adequate.** 9% (n=5) indicated that they would have liked a wider range of values. 6% n=3 indicated that they would have liked more values of a lower amount, while 7% (n=4) indicated that they would have liked more values of a lower amount.

We asked individuals if their stated annual WTP taxation value was for themselves (as an individual) or their whole household. This question was also asked in the WTP range-testing question. Of those who answered the WTP question (n=39), 45% (n=24) indicated that the WTP was for themselves as an individual, while 33% (n=13) indicated that their WTP was for their household. Two respondent indicated that they did not know or were not sure. These pilot findings lead us to conclude that the WTP taxation question can be interpreted as either an individual or a household value, with the majority of respondents stating an individual-level WTP value.

In the pilot survey data 74% (n=42) indicated that they would or would maybe be willing to pay an increase in annual taxes over the three year construction period to support the tunnel scheme (Table 2).

Table 2 WTP Annual Tax – Yes/Maybe/No

	N.	%
Yes	18	31.58
Maybe	24	42.11
No	15	26.32
Total	57	100.00

We tested the range provided in the payment ladder through the pilot survey.

The raw mean WTP an increase in annual taxes for the alternative (tunnel) road scheme across n=20 respondents was £14.92². Aggregated over the course of the construction period this amounts to a mean WTP of £44.76 per individual visitor. This value is close to the WTO value elicited in the visitor survey (£13.75). This gives us confidence in the robustness of the payment ladder elicitation mechanism and hypothetical scenario.

This is a realistic WTP value, which aligns with the previous contingent valuation study at Stonehenge, which found that 35% of households were willing to pay an extra £18.50 over the next two years to construct the proposed tunnel, while 58% of households were willing to pay £7.40 for the next two years to construct the tunnel. We also note that this our initial estimate is based only on pilot data of n=42 respondents who answered the WTP question.

Of those who indicated that they would or would maybe be willing to pay, 7% (n=3) then went on to give a zero response.

Table 3 shows the range of values given by respondents. We see 20 WTP values of £5 or less, 10 values between £10-£25, and three values between £30 and £50 and two values of £125. There were no values closer to the maximum WTP value. 82% (n=33) were certain or very certain in their stated WTP value.

These findings lead us to conclude that the WTP payment ladder range is set realistically for the visitor population.

² WTP values coded as mid-point intervals for calculation of mean WTP.

Table 3 WTP Annual Tax – Value range

WTP	N.	%
0	3	7.14
£0.20	1	2.38
£1	4	9.52
£1.50	1	2.38
£2	5	11.90
£3	2	4.76
£4	2	4.76
£5	5	11.90
£10	8	19.05
£12	1	2.38
£20	1	2.38
£25	4	9.52
£30	2	4.76
£50	1	2.38
£125	2	4.76
Total	42	100.00

When we recode No responses as £0 WTP values (total 27% zero response), we find that the mean WTP an annual tax to support the tunnel scheme is £12.26. Note that this is the final approach that will be used to estimate mean WTP in the full dataset.

These values indicate that the payment ladder value range are set accurately, with the potential for some additional lower level figures.

Familiarity and opinion questions

We found that on 25% of respondents (n=14) were familiar or very familiar with the information about Stonehenge. In contrast, 56% (n=32) were very or extremely familiar with the information about the current A303 road.

- Only 42% (n=24) felt that the A303 has a negative or slightly negative effect on the **setting of Stonehenge in the wider landscape** (in contrast to 70% in the visitor survey).

- 47% (n=27) felt that the A303 has a negative or slightly negative effect on the **quality of the experience of Stonehenge and the surrounding WHS** (in contrast to 75% in the visitor survey).
- 21% (n=12) felt that the A303 has a negative or slightly negative effect on the **view of Stonehenge from the road**.
- 50% (n=28) felt the A303 had a beneficial or slightly beneficial effect on the **view of Stonehenge from the road** (in contrast to 26% in the visitor survey).

77% (n=44) found the information about the two road scenarios easy or very easy to understand.

In terms of the benefits associated with the different road options:

- 67% (n=26) found the **reduction of traffic noise/ tranquility** of Stonehenge and the World Heritage Site fairly or very important
- 51% (n=20) found **having no traffic visible from the stone circle** at the Stonehenge World Heritage Site fairly or very important
- 64% (n=25) found the **ability to explore the whole Stonehenge World Heritage site** and explore all its archaeological monuments without the land being divided by the road fairly or very important
- 59% (n=23) found the **removal of a modern road from a historic landscape** fairly or very important

Table 4 shows the reasons people gave for being willing to pay an increase in taxes. Only two people responded that they stated a WTP because they did not believe they would have to pay.

WTP for tunnel route - Reasons to pay	N.	%
A dual carriage-way would relieve traffic congestion and reduce accidents	8	22.22
A new road would benefit local community	2	5.56
I do not believe I would really have to pay	2	5.56
I support the removal of the A303 from a historic landscape	3	8.33
People should have the opportunity to visit the whole of the Stonehenge World Heritage Site and explore all its archaeological monuments without the land severance caused by the road	10	27.78
Stonehenge is a national icon that should be protected	9	25
The road spoils the tranquility of the Stonehenge World Heritage Site	2	5.56
Total	36	100

Willingness to accept range

We asked how realistic respondents found the willingness to accept compensation question. Of those who answered this question (n=5) 80% indicated that they didn't find the scenario realistic, while n=1 indicated that they did not know.

This question was asked to those who said they would not be willing to pay to support the tunnel scheme, or gave a £0 response when asked. In the pilot data, 5 respondents indicated that the removal of the road would reduce their life satisfaction.

Table 5 - Removal of A303 would reduce life satisfaction

Removal of the A303 on Life Satisfaction	
Decrease	5
Increase	2
No significant effect	11
Total	18

Those five individuals either gave WTA value of zero (n=3), or £200 (n=2) the highest value available in the payment card.

Table 6 WTA Range

	N.	%
0	3	60.00
200	2	40.00
Total	5	100.00

Alongside the visitor survey pilot, these findings suggest that:

- A) Respondents are having some trouble with their understanding of the WTA compensation question.
- B) The fact that individuals are consistently selecting the lowest or highest compensation amount adds further evidence of a lack of understanding or lack of realism in the WTA question.

This is despite adding the note that “whatever compensation amount you receive will mean that that money cannot be used on other public services”, as recommended following the previous visitor survey pilot.

However, we note that this finding is based on a very small sample of n=5.

There is also the risk that we might be witnessing compensation WTA bias, whereby respondents always choose the higher figure. This may be accentuated by hypothetical bias generated by the ambiguity in the compensation question.

There is a further risk in providing a wider payment range for the WTA question, that, having seen the previous payment ladder (those who answered Yes/Maybe, but then £0 response) could potentially influence stated WTA, priming respondents to think that they have should select a higher amount.

We note that the compensation value in the WTA question is a one off (lifetime) compensation amount for the loss of the road. In the final analysis, we would aggregate WTA values across the remaining lifetime of the respondent.

Also note that when we recode No responses (n=11) as zero for the WTA compensation value we obtain a mean WTA of £25.01.

C.3 Stonehenge General Population Pilot Debrief questions 21st September 2016

We performed a pilot survey of the online general population survey using a nationally representative panel of n=46. The pilot general population survey was performed over 20th-21st September 2016. The pilot was performed under identical conditions to the full survey. We obtained 46 completed pilot surveys and debrief questions.

- In terms of **length**, 65% (n=39) found the survey length okay, while 7% (n=3) found the survey a little long or very long. Three respondents found the survey length to be very short
- In terms of **difficulty**, 52% (n=42) found the survey either okay or easy. 9% (n=4) found the survey hard or very hard.
- 76% of respondents (n=35) indicates that they had **enough information** on the purpose and aims of the survey. 22% (n=10) would have liked more information, and one individual would have liked less information.
- 80% of respondents (n=37) found the **photos and map images** of Stonehenge and the alternative road schemes helpful for answering this survey.

We asked specific questions about the valuation section.

For the WTP question, 35% (n=16) found the scenario of an increase in annual taxes to support the alternative road scheme realistic. 37% (n=17) found the taxation scenario unrealistic, while 28% (n=13) did not know.

In terms of **sensitivity**, 3 respondents indicated that they found some of the questions personal or sensitive.

Table 1 shows that **83% of respondents felt they had enough information about the Stonehenge World Heritage Site. 80% of respondents felt that they had enough information about the existing route of the A303. 85% of respondents felt that they had enough information about the impacts associated with the existing route of the A303.** 26% indicated that they would have liked more information on the 2.9km tunnel scheme and 28% reported that they would have liked more information on the impacts associated with the 2.9km tunnel scheme.

Table 1 – Respondents provided with sufficient information on different aspects of the survey

	Yes – I had <u>ENOUGH</u> information	I would have liked <u>MORE</u> information	I would have liked <u>LESS</u> information
The Stonehenge World Heritage Site	38	8	0
The existing route of the A303	37	9	0
The impacts associated with the existing route of the A303	39	6	1
The 2.9km tunnel scheme	34	12	0
The impacts associated with the 2.9km tunnel scheme	33	13	0

Willingness to pay range

We asked if the range of payment amounts shown in the WTP payment ladder was adequate, in terms of the number of values shown and the range of values. **67% (n=31) indicated that the payment range was adequate.** 20% (n=9) indicated that they would have liked a wider range of values. 4% n=2 indicated that they would have liked more values of a lower amount, while 9% (n=4) indicated that they would have liked more values of a lower amount.

We asked individuals if their stated annual WTP taxation value was for themselves (as an individual) or their whole household. This question was also asked in the WTP range-testing question. Of those who answered the WTP question (n=28), 46% (n=13) indicated that the WTP was for themselves as an individual, while 32% (n=9) indicated that their WTP was for their household. Six respondents indicated that they did not know or were not sure. These pilot findings lead us to conclude that the WTP taxation question can be interpreted as either an individual or a household value, with the majority of respondents stating an individual-level WTP value.

In the pilot survey data 60% (n=28) indicated that they would or would maybe be willing to pay an increase in annual taxes over the three year construction period to support the tunnel scheme (Table 2).

Table 2 WTP Annual Tax – Yes/Maybe/No

	N.	%
Yes	8	17.39
Maybe	20	43.48
No	18	39.13
Total	46	100.00

We tested the range provided in the payment ladder though the pilot survey.

The raw mean WTP an increase in annual taxes for the alternative (tunnel) road scheme across n=28 respondents was £11.03³. Aggregated over the course of the construction period this amounts to a mean WTP of £33.09 per individual visitor. This value is close to the WTP value elicited in the visitor survey (£13.75). This gives us confidence in the robustness of the payment ladder elicitation mechanism and hypothetical scenario.

This is a realistic WTP value, which aligns with the previous contingent valuation study at Stonehenge, which found that 35% of households were willing to pay an extra £18.50 over the next two years to construct the proposed tunnel, while 58% of households were willing to pay £7.40 for the next two years to construct the tunnel. We also note that this our initial estimate is based only on pilot data of n=42 respondents who answered the WTP question.

Of those who indicated that they would or would maybe be willing to pay, 4% (n=2) then went on to give a zero response.

Table 3 shows the range of values given by respondents. We see 9 WTP values of £5 or less, 14 values between £10-£25, and three values between £30 and £35 with no higher values. 62% (n=16) were certain or very certain in their stated WTP value.

These findings lead us to conclude that the WTP payment ladder range is set realistically for the general population (who we would expect to have a lower WTP than the user (visitor and road) samples.

³ WTP values coded as mid-point intervals for calculation of mean WTP.

Table 3 WTP Annual Tax – Value range

	N.	%
£0	2	7.14
£1	3	10.71
£3	3	10.71
£5	3	10.71
£10	9	32.14
£12	1	3.57
£18	1	3.57
£20	1	3.57
£22	1	3.57
£25	1	3.57
£30	2	7.14
£35	1	3.57
Total	28	100.00

When we recode No responses as £0 WTP values (total 39% zero response), we find that the mean WTP an annual tax to support the tunnel scheme is £7.19. Note that this is the final approach that will be used to estimate mean WTP in the full dataset.

These values indicate that the payment ladder value range are set accurately.

Familiarity and opinion questions

We found that on 17% of respondents (n=8) were familiar or very familiar with the information about Stonehenge. In contrast, 33% (n=15) were very or extremely familiar with the information about the current A303 road. This is lower than the user survey population, which is as we would expect.

- Only 33% (n=15) felt that the A303 has a negative or slightly negative effect on the **setting of Stonehenge in the wider landscape** (in contrast to 70% in the visitor survey).
- 30% (n=14) felt that the A303 has a negative or slightly negative effect on the **quality of the experience of Stonehenge and the surrounding WHS** (in contrast to 75% in the visitor survey).
- Only 4% (n=2) felt that the A303 has a negative or slightly negative effect on the **view of Stonehenge from the road**.
- In contrast, 54% (n=25) felt the A303 had a beneficial or slightly beneficial effect on the **view of Stonehenge from the road** (in contrast to 26% in the visitor survey).

74% (n=34) found the information about the two road scenarios easy or very easy to understand.

In terms of the benefits associated with the different road options:

- 54% (n=14) found the **reduction of traffic noise/ tranquility** of Stonehenge and the World Heritage Site fairly or very important
- 65% (n=17) found **having no traffic visible from the stone circle** at the Stonehenge World Heritage Site fairly or very important
- 62% (n=16) found the **ability to explore the whole Stonehenge World Heritage site** and explore all its archaeological monuments without the land being divided by the road fairly or very important
- 54% (n=14) found the **removal of a modern road from a historic landscape** fairly or very important

Table 4 shows the reasons people gave for being willing to pay an increase in taxes. No respondents reported that they stated a WTP because they did not believe they would have to pay.

WTP for tunnel route - Reasons to pay	N.	%
A dual carriage-way would relieve traffic congestion and reduce accidents	3	13
A new road would benefit local community	1	4
I do not believe I would really have to pay	0	0
I support the removal of the A303 from a historic landscape	2	9
People should have the opportunity to visit the whole of the Stonehenge World Heritage Site and explore all its archaeological monuments without the land severance caused by the road	6	26
Stonehenge is a national icon that should be protected	8	35
The road spoils the tranquility of the Stonehenge World Heritage Site	1	4
Total	23	100

Willingness to accept range

We asked how realistic respondents found the willingness to accept compensation question. Of the two individuals who answered this question, one reported that they did and one that they didn't find the scenario realistic, while n=1 indicated that they did not know.

This question was asked to those who said they would not be willing to pay to support the tunnel scheme, or gave a £0 response when asked. In the pilot data, only 2 of the 20 respondents indicated that the removal of the road would reduce their life satisfaction.

Table 5 Removal of A303 would reduce life satisfaction

Removal of the A303 on Life Satisfaction	
Decrease	2
Increase	1
No significant effect	17
Total	20

Those two individuals either gave WTA value of zero (n=1), or £9 (n=1).

When we recode No responses (n=17) as zero for the WTA compensation value we obtain a mean WTA of £0.51.

Appendix D Validity Testing

Results of the VIF (Variance Inflation Factor) Tests

VIF values above 4 would generate concerns around multicollinearity.

Variable	VIF
General population	3.01
Retired	2.92
Road users	2.75
In employment (full time, part time, self-employed)	2.72
Log age	2.32
Student	1.59
Log income	1.46
Children	1.41
Married/with partner	1.29
Familiar with the impact of A303	1.26
Number of times visited Stonehenge	1.25
Member	1.23
Health	1.19
Drivers license	1.17
Likely	1.17
University education	1.11
Ethnicity	1.1
Female	1.09
Certainty	1.03
Mean VIF	1.64

Kernel Density Estimates

