

# Survey Format S1. Questionnaire for complementary information for Choice Experiment

Enumerator: \_\_\_\_\_ Date: \_\_\_\_\_

## I. Instructions:

- Introduce yourself with the person and briefly explain what the study it's about:

*Hi, mi name is \_\_\_\_\_ I came from the National Autonomous University of Mexico, together with other schoolfellows we are realizing a study to know farmers land preferences. All responses are anonymous and only for the study purposes. The approximate time of the questionnaire its 15 to 20 minutes.*

- Ask if the person is willing to participate in the study and their permission. Preferably do the questionnaire to the head of the family. Note: if the person does not want to participate, thank in the same way and say goodbye.

*Would you like to help us with the study and participate?*

## II. Cuestionario:

1. What is your name? \_\_\_\_\_
2. How old are you? \_\_\_\_\_
3. To what degree did you study? \_\_\_\_\_
4. Which is your status in the community (ejidatario, comunero, posesionario, avecindado)?  
C: \_\_\_\_\_ E: \_\_\_\_\_ P: \_\_\_\_\_ A: \_\_\_\_\_
5. Where are you from? \_\_\_\_\_
6. How many people live in your house? \_\_\_\_\_  
Adults: \_\_\_\_\_ Youngs (13-21): \_\_\_\_\_ Children: \_\_\_\_\_
7. What do you work on? \_\_\_\_\_
8. Do you have a plot? \_\_\_\_ How many hectares? \_\_\_\_\_
9. What is the main use of your plot? \_\_\_\_\_
10. What do you have in your plot?  
a) Pasture: \_\_\_\_ b) Crops: \_\_\_\_ c) Forest: \_\_\_\_  
d) Rivers or streams: \_\_\_\_ e) other: \_\_\_\_\_
11. Where do you have your plot?  
Ejido: \_\_\_\_\_ AC: \_\_\_\_\_ outside: \_\_\_\_\_

12. Do you receive any governmental support? \_\_\_\_\_

## III. Choice Experiment:

In this section you must explain the exercise to the respondent:

*Next, I'm going to ask you some questions about the preferences that you have about the land or plots. This is done through an exercise with cards containing drawings explaining the characteristics of the plots (explain each attribute and its level with the attribute card). The features that we include are:*

- a) Quantity of forest or virgin forest
- b) Ground slope
- c) Water availability
- d) Property regime
- e) Cost of the plot

Afterwards, we have to introduce the respondent to our hypothetical situation where she or he will have to decide between the options of plots presented.

*Suppose you have some money saved and someone offer you some plots, all of them 10 hectares, which of the following options would you choose?*

From here the cards are shown in the established sequence of each block and the answers are recorded, explaining each option of each card. Note: do not advance until the exercise is well understood.

Block: \_\_\_\_\_

1. Option: \_\_\_\_\_ Why did you decide this?  
\_\_\_\_\_
2. Option: \_\_\_\_\_ Why did you decide this?  
\_\_\_\_\_
3. Option: \_\_\_\_\_ Why did you decide this?  
\_\_\_\_\_
4. Option: \_\_\_\_\_ Why did you decide this?  
\_\_\_\_\_
5. Option: \_\_\_\_\_ Why did you decide this?  
\_\_\_\_\_
6. Option: \_\_\_\_\_ Why did you decide this?  
\_\_\_\_\_

If you bought a plot, for what purposes would you use it?  
\_\_\_\_\_

Finally, ask if she or he want to add any comments about the exercise. Thank and say goodbye.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_