

Conservation Practices and Motivations Survey Interview Guide
 November 2020
 Project Leads: Carlos Coleman and Kathy Ott

Interviewer's Name	
Note taker's Name	
POID	
PID	
State	
Date of Interview	
List frame number of acres of cropland	
List frame number of acres of pasture	
List frame value of sales	
Observed Gender of Respondent	
Observed Age of Respondent (18-29, 30-44, 45-59, 60+)	
Other Information 1	
Other Information 2	

Before we begin, I want to tell you a little more about the project and what we will be doing today. We are in the process of testing a questionnaire that will be sent to farmers to ask about their conservation practices and motivations for engaging in conservation (or not). We test these questions with producers like you because we want to make sure a survey is easy for people, and that the questions are understandable, before we send the survey to everyone.

So this is what I'm going to ask you to do today: I'm going to have you read some of the questions and report the answers you provide to me. I may ask you follow up questions that may seem like I'm testing you, but this is really a test of us to see if we designed a questionnaire that producers like you can answer. Specifically, I may ask 'why you answered the way you did,' 'how you interpreted certain questions' and 'discuss any questions and/or terms that you found confusing or did not understand.' This will help us make sure that everyone who receives this form understands the questions. Again, all your answers and everything we discuss today will be kept completely confidential. If you have any difficulty answering a question, let me know, we will discuss it after you have completed the form. Do you have any questions before we start?

NOTE: Not all sections will be asked of all respondents because of limited time on the phone. Each respondent will be asked to review a subset of these sections/questions.

General emergent probes for any/all questions:

- How did you arrive at an answer for this question?
- In your own words, what does this question/this term mean to you?
- Were there any terms used in this section that you did not understand?
- Would you need to use your records to answer this question?
- Would you need to talk to someone else on this operation to answer this question/section?
- Were there any questions you cannot answer?

Respondent Engagement with Questionnaire

General Observations

[Interviewer] Note here any remarks or observations gathered from the respondent's initial engagement with you and the questionnaire that may be of relevance to their conservation practices and participation in programs used to support those practices (especially USDA-NRCS)

Global Questions

Questions 1

1. What does "crop practices" mean to you in this question?
2. What does "your operation" mean to you in this question?
3. What land do you include in "your operation"? Land you own, rent from someone else, rent out to someone? Would you include grazing or any other land you hold as a part of your farm operation? Would you include land you no longer operate on?
4. Did you notice the include list? Are there any practices you would add to the list? Anything you would exclude?
5. Which practices in the list have you heard of? Which have you not heard of?

Question 2

1. Do you know what the Conservation Stewardship Program is? Do you know who administers the program?

Question 2a

1. In your own words, what does “financial assistance” mean to you?

2. In your own words, what does “annual practice” mean to you in this sentence? Could you provide some examples? What is it not?

Question 2b

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so? For example are they able to comprehend the scale, did they understand the text in the rows/columns, etc.

Question 3

1. In your own words, what does “technical assistance” mean to you? In your own words what do the terms “financial assistance” mean to you?

Question 3a

2. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so? For example are they able to comprehend the scale, did they understand the text in the rows/columns, etc.

Question 3b

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so? For example are they able to comprehend the scale, did they understand the text in the rows/columns, etc.

Section 2 - Cover Crops

Question 1a

1. How would you answer question 1? Why did you answer that way? <If they had cover crops> tell me about the cover crops you grew.

[Interviewer] Is there any evidence of respondents having issues filling out the table after asking them to do so? For example are they able to comprehend the scale, did they understand the text in the rows/columns, etc.

Question 2

2. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so? For example are they able to comprehend the scale, did they understand the text in the rows/columns, etc..

Question 3

1. How did you come up with your answer?
2. **[Interviewer]** Did you hear any issues with the respondents' ability to recall any of these requested items? Did you hear any issues with respondents' ability to provide a percentage? How confident are they?

Question 3.a.i.

1. In your own words, what is a "conservation compliance need"?

Question 3b

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so? For example, did they understand the text in the rows/columns, etc.] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Question 3c

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so? For example are they able to comprehend the scale, did they understand the text in the rows/columns, etc.

Question 4

1. Tell me what question 4 means to you in your own words. How would you answer this question? Why did you answer that way?

Question 4a

2. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so? For example are they able to comprehend the scale, did they understand the text in the rows/columns, etc.] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Question 4.a.i.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so? For example are they able to comprehend the scale, did they understand the text in the rows/columns, etc.

Question 5

1. **[Interviewer]** Could they recall the year or are they providing a range? How confident are they?

Question 5.a.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so? For example are they able to comprehend the scale, did they understand the text in the rows/columns, etc.

Section 3 – Nutrition Management

Question 1

1. What does the term “nutrient management plan” mean to you? Do you have one? Is it written? **How did you arrive at your answer? [Interviewer]** Did they see the term “written nutrient management plan?” How do they understand this term? Would they answer ‘no’ to this question if they in fact engaged in some nutrient management practice without a written plan?

Question 1.a.

[Interviewer] Is there any evidence of respondents having issues filling out the table after asking them to do so? For example are they able to comprehend the scale, did they understand the text in the rows/columns, etc.] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Questions 2.a., 3, 3.a.

1. **Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so? For example, did they understand the text in the rows/columns, etc.] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Questions 3.b.

1. **Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Question 3.c.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?

Questions 4.a.

1. **[Interviewer]**] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Question 4.a.i.

1. **[Interviewer]** Did you observe any issues with respondents' ability to fill out the table after asking them to fill out the table?

Question 5

1. [Interviewer] Do they report a year or a range? How confident are they in their answers?

Question 5.a.

1. **[Interviewer]** Did you observe any issues with respondents' ability to fill out the table after asking them to fill out the table?

Section 4 – Pest Management

Question 1

1. What does the term “pest management plan” mean to you? Do you have one? Is it written? How did you arrive at your answer? **[Interviewer]** Did they see the term “written pest management plan?” How do they understand this term? Would they answer ‘no’ to this question if they in fact engaged in some nutrient management practice without a written plan?

Question 1.a.

1. **[Interviewer]**] Is there any evidence of respondents having issues filling out the table after asking them to do so? Any issues with the scale?

Questions 2.a., 3, 3.a.

1. **Interviewer**] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Questions 3.b.

1. **Interviewer**] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Question 3.c.

1. **Interviewer**] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Questions 4.a.

1. **Interviewer**] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Question 4.a.i.

1. **Interviewer** Did you observe any issues with respondents' ability to fill out the table after asking them to fill out the table?

Question 5

1. [Interviewer] Do they report a year or a range? How confident are they in their answers?

Question 5.a.

1. **Interviewer** Did you observe any issues with respondents' ability to fill out the table after asking them to fill out the table?

Section 5 – Conservation Tillage

Question 1 and 1.a.

1. What does the term “conservation tillage” mean to you? **[Interviewer]**] Is there any evidence of respondents having issues filling out the table after asking them to do so? Any issues with the scale?

Questions 2.a., 3, 3.a.

1. **[Interviewer]**] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Questions 3.b.

1. **[Interviewer]**] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Question 3.c.

1. **[Interviewer]**] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Questions 4.a.

1. **[Interviewer]**] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Question 4.a.i.

1. **[Interviewer]** Did you observe any issues with respondents’ ability to fill out the table after asking them to fill out the table?

Question 5

1. [Interviewer] Do they report a year or a range? How confident are they in their answers?

Question 5.a.

1. **[Interviewer]** Did you observe any issues with respondents' ability to fill out the table after asking them to fill out the table?

Section 6 – Drain Water Management

Question 1

1. What does the term “drain water management plan” mean to you? Do you have one? Is it written? How did you arrive at your answer? **[Interviewer]** Did they see the term “drain water management plan?” How do they understand this term? Would they answer ‘no’ to this question if they in fact engaged in some nutrient management practice without a written plan?

Question 1.a.

1. **[Interviewer]**] Is there any evidence of respondents having issues filling out the table after asking them to do so? Any issues with the scale?

Questions 2.a., 3, 3.a.

1. **Interviewer]**] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Questions 3.b.

1. **Interviewer]**] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Question 3.c.

1. **[Interviewer]**] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Questions 4.a.

1. **[Interviewer]**] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Question 4.a.i.

1. **[Interviewer]** Did you observe any issues with respondents' ability to fill out the table after asking them to fill out the table?

Question 5

1. [Interviewer] Do they report a year or a range? How confident are they in their answers?

Question 5.a.

1. **[Interviewer]** Did you observe any issues with respondents' ability to fill out the table after asking them to fill out the table?

Section 7 – Overland Flow Management Practices

Question 1

1. What does the term “overland flow management” mean to you? **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so? Specifically, do they see ‘owned’ and ‘leased’? Do those distinctions make sense?

Question 1.a.

2. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so? Any issues with the scale?

Question 2

3. What does maintenance mean to you in this sentence?

Question 2.c.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?

Questions 3 and 3.a.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Question 3.b.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?

Questions 4.a.

2. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Question 4.a.

3. In your own words what do the terms “financial assistance” and “technical assistance” mean to you?

Question 4.a.i.

4. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?

Section 8 – Field Edge Improvements

Section Question

1. What does the terms ‘field edge structures’ and ‘field edge improvement’ mean to you?

Question 1

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so? Specifically, do they see ‘owned’ and ‘leased’? Do those distinctions make sense?

Question 1.a.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so? Any issues with the scale?

Question 2.a.

1. What does maintenance mean to you in this sentence?

Question 2.c.

1. What does the term “field border” mean to you? How about “filter strip”? How about “riparian buffer”? **[Interviewer]**
2. Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Questions 3 and 3.a.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Question 3.b.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Question 4.a.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Question 4.a.i.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Section 9 – Wetland Conservation Practices

Question 1

1. In your own words, what does the term “easement” mean to you?
2. What categories listed in this question have you heard of? Which have you not heard of?

Question 2

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so? Specifically, do they see ‘owned’ and ‘leased’? Do those distinctions make sense?

Question 2.a.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so? Any issues with the scale?

Question 3.a.

2. What does maintenance mean to you in this sentence?

Question 3.c.

3. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Questions 4 and 4.a.

4. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Question 4.b.

5. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Question 5.a.

6. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Question 5.b.

7. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Section 10 – Irrigation Management and System Improvements

Question 1

1. In your own words, what does the term “irrigation equipment” mean to you? Could you provide some examples?

Question 2.a.i.

2. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Questions 3a, 3.b. and 3.c.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Question 3.c.i.

1. In your own words what do the terms “financial assistance” and “technical assistance” mean to you?
2. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so? Are they reporting figures or ranges? How confident are they in their answers?

Question 3.c.ii.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Question 4.a.

2. In your own words, what do the terms “financial assistance” and “technical assistance” mean to you?

Question 4.a.i.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Question 5.a.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Question 6.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Question 6.a.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Question 7.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so?] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Question 7.a.

1. **[Interviewer]** Is there any evidence of respondents having issues filling out the table after asking them to do so? .] Is there any evidence of respondents having issues filling out the table after asking them to do so?

Summary

1. Take a look at the whole questionnaire. How long do you think it would take to fill this questionnaire out?

2. Is there anything else you'd like to discuss today about this questionnaire or these topics?

3. Is there anything you'd like to discuss today about anything else?