

Questionnaire

Questionnaire number: _____	Date: ____/____/2023	Start time: HH:MM:SS End time : HH:MM:SS
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Introduction

The Andalusian Institute of Agricultural and Fisheries Research and Training (IFAPA) is currently conducting a survey to investigate public opinion regarding the environmental services provided by agricultural systems in Andalusia, focusing on the dehesa and sloping olive groves. Participation in the survey is anonymous. Any information you provide is strictly confidential, and will only be used for research purposes.

Identification of the respondent

P1.1 Gender: ☐ Male ☐ Female

P1.2. Age: _____

Presentation of the study

The agricultural systems of dehesa and sloping olive groves not only provide high-quality food, such as animal products and olive oil but also provide environmental services including landscape, biodiversity support, and carbon sequestration, contributing to the fight against climate change. These systems also play a vital role in generating rural employment. Covering over one and a half million hectares in Andalusia, with approximately one million hectares dedicated to dehesa and half a million hectares to sloping olive groves, they collectively constitute 17% of the region's total area. Below, you'll find images showcasing these agricultural landscapes, aimed at eliciting your preferences and opinions.

Valuation exercise (Best Worst Scaling): Olive block – Choice card 1

P3. Out of the landscapes presented below, which one do you prefer the most and which one the least?



1.6.d



2.4.a



3.1.a

Valuation exercise (Best Worst Scaling): Olive block – Choice card 2

P4. Same as P3 but with other randomly selected photos.

Valuation exercise (Best Worst Scaling): Olive block – Choice card 3

P5. Same as P3 but with other randomly selected photos.

Valuation exercise (Best Worst Scaling): Olive block – Choice card 4 (best)

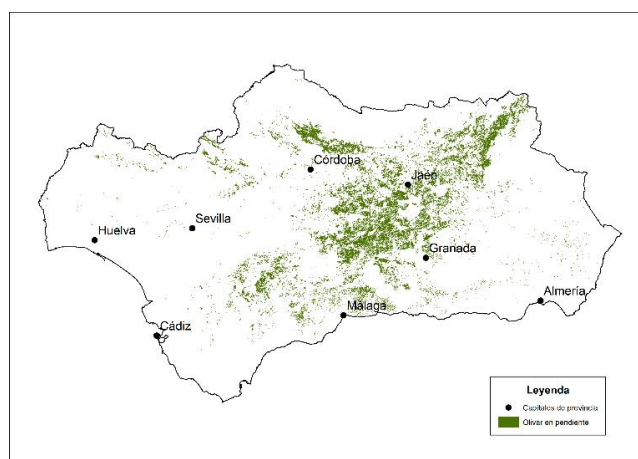
P6. Same as P3 but with the three photos chosen as best in P3, P4, and P5.

Which one do you **prefer the most** out of the three photos you previously selected as favourites?

Valuation exercise (Contingent Valuation): – Olive groves

A QUESTION FOR TREATMENT:

P7. For information purpose, a map of sloping olive groves in Andalusia is shown, highlighting your municipality of residence.



P7.1. In the images presented before, you would have noticed how the sloping olive groves landscapes vary across different plots. Considering the variability, would you be willing to pay (a random payment of €2,6,10,14,18,22,26,30 to each participant) per year through income tax to help maintain the sloping olive groves landscape in Andalusia to resemble your favourite one? [Show the preferred image in P6.]

☐ Yes

☐ No

P7.2. What is the maximum amount you would be willing to pay per year for it?

(0€ - I would not pay) € _____

Valuation exercise (Best Worst Scaling): Dehesa block– Choice card 1

P8. Out of the landscapes presented below, which one do you prefer the most and which one the least?



7.1.a

8.10.d

12.4.a

Valuation exercise (Best Worst Scaling): Dehesa block – Choice card 2

P9. Same as P8 but with other randomly selected photos.

Valuation exercise (Best Worst Scaling): Dehesa block – Choice card 3

P10. Same as P8 but with other randomly selected photos.

Valuation exercise (Best Worst Scaling): Dehesa block – Choice card 4

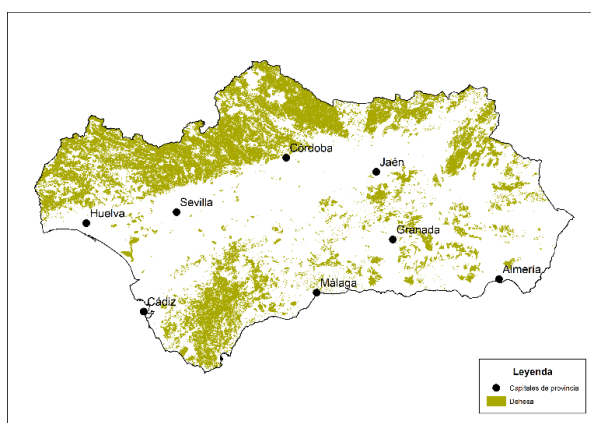
P11. Same as P8 but with the three photos chosen as best in P8, P9 and P10.

Which one do you prefer the most out of the three photos you previously selected as favourites?

Valuation exercise (Contingent Valuation): – Dehesa

A QUESTION FOR TREATMENT:

P12. For information purpose, a map of the dehesa in Andalusia is shown, highlighting your municipality of residence.



P12.1. In the images presented before, you would have noticed how the dehesa landscapes vary across different plots. Considering the variability, would you be willing to pay (a random

payment of €2,6,10,14,18,22,26,30 to each participant) per year through income tax to help maintain the dehesa landscape in Andalusia to resemble your favourite one? [Show the preferred image in P11.]

☐ Yes

☐ No

P12.2. What is the maximum amount you would be willing to pay per year for it?

(0€ - I would not pay) € _____

Olive groves vs. dehesa (Comparison choice card)

P13. [Showing the two images chosen as the best sloping olive grove landscape in P6 and the best dehesa landscape in P11]

1. Out of the following landscapes, which one do you **prefer**?



7.1.a



3.1.a

2. Can you please describe to us what aspects of the landscape caught your attention the most to make you prefer that landscape? [up to 1000 characters]

Attitudes towards the agricultural landscape

P14. Please rank the following statements in order of their importance to you.

In choosing images, I consider the fact that.....

1.they convey a sense of harmony and connection to nature.
2.reflect a balance between productivity and environmental conservation.
3.reflect a significant contribution to the economic development of rural areas.
4. they are visually appealing.

Contingent valuation: non-payers

If '0€ - I would not pay' is chosen for both the most preferred sloping olive groves and the dehesa landscapes in P7.2 and P12.2,

P15. You have chosen the option 'not to pay', what is the main reason behind your decision? (The statements are shown in random order.)

☐

1. I do not value the landscapes shown.

-
- ☐ 2. I can't afford to pay extra.
- ☐ 3. I doubt the effectiveness of a policy programme to achieve this objective.
- ☐ 4. I doubt that this survey will provide accurate results regarding the improvement of the agricultural landscape.
- ☐ 5. I'm not uncertain about my preference, so I chose the option 'not to pay'.
- ☐ 6. I am not willing to pay to conserve the landscape of an autonomous community that is not mine.

P15b. Typically, visually appealing agricultural landscapes feature extensive vegetation cover, such as lush greenery, and a diverse array of species, including various trees, flowers, and bushes. This type of landscape not only enhances visual quality but also generates numerous environmental services, for instance, biodiversity preservation, soil fertility conservation, and carbon sequestration. They are also often associated with greater economic sustainability.

Considering these factors, please select **one** option from the following, that aligns best with your willingness to pay for the sloping olive groves and dehesa landscapes that resemble the ones you prefer the most.

☐	I've taken into account both the aesthetics of the landscape and the environmental services it provides when deciding the payments.
☐	I've taken into account only the aesthetic of the landscape in deciding the payments. This amount would not increase even if its positive environmental impacts are taken into consideration.
☐	I've taken only the aesthetic value of the landscape in deciding the payments. This amount would increase if its positive environmental impacts are taken into consideration.

Valuation of services provided by the dehesa

P16. Rank the following services provided by the dehesa, from the most important to the least. [Randomise the order.]

1. Landscape
2. Diversity of flora and fauna
3. Soil conservation
4. Carbon sequestration
5. Vitality of rural areas

P16.6. Regarding the ranking of these services, please select the statement which best reflects your opinion. [Randomise the order.]

1. Each service appears to hold varying levels of importance to me.
2. All services appear to hold a similar level of importance.
3. No service is important.
4. Some services are important while some are not.

Valuation of services provided by the sloping olive groves

P17. Rank the following services provided by the sloping olive groves, from the most important to the least. [Randomise the order.]

1. Landscape
2. Diversity of flora and fauna
3. Soil conservation
4. Carbon sequestration
5. Vitality of rural areas

P17.6. Regarding the ranking of these services, please select the statement which best reflects your opinion. [Randomise the order.]

1. Each service appears to hold varying levels of importance to me.
2. All services appear to hold a similar level of importance.
3. No service is important.
4. Some services are important while some are not.

Opinion and Attitudes

P18. Please indicate how much you agree or disagree with the following statements using a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree. [The statements are in rotation.]

1: Strongly disagree; 2: Strongly disagree; 3: Somewhat disagree; 4: Neither agree nor disagree; 5: Somewhat agree; 6: Strongly agree; 7: Strongly agree.

1. Labels on food products should include more information on the sustainability of their production.	1	2	3	4	5	6	7
2. I would use a mobile application to learn about the environmental and social services associated with the food products I buy.	1	2	3	4	5	6	7
3. I am willing to pay a slight premium for organic or sustainable products.	1	2	3	4	5	6	7
4. I place a higher value on the nearby landscapes of sloping olive groves and dehesa because I have more opportunities to enjoy them.	1	2	3	4	5	6	7

Biodiversity knowledge

P19. What does biodiversity mean to you? [Rotate statements.]

1. I have heard the term, but I am not sure of its meaning.
2. The set of natural parks and biosphere reserves.
3. Diversity of animals
4. Diversity of plants, animals, and micro-organisms.
97. I have never heard of the term.

P20. Biodiversity or biological diversity refers to the variety of living things (plants, animals, or microorganisms) that exist on Earth and the natural patterns they form. In your opinion, what are the benefits of high biodiversity for society? [up to 1000 characters]

Opinion and Attitudes: Biodiversity

P21. Please indicate how much you agree or disagree with the following statements using a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree. [The statements are in rotation.]

1: Strongly disagree; 2: Strongly disagree; 3: Somewhat disagree; 4: Neither agree nor disagree; 5: Somewhat agree; 6: Strongly agree; 7: Strongly agree.

1. Intensive agriculture poses a serious threat to biodiversity.	1	2	3	4	5	6	7
2. I would be willing to change my consumption habits to reduce the negative impact of agriculture on biodiversity.	1	2	3	4	5	6	7
3. I support the conservation of endangered species, even when they pose constraints to economic development.	1	2	3	4	5	6	7
4. I am concerned about the loss of animal and plant species around the world.	1	2	3	4	5	6	7
5. I value the agricultural landscape near my place of residence more.	1	2	3	4	5	6	7

Lifestyle

P22.1. How often do you visit places with predominantly agricultural landscapes?

Daily Once a week Once a month Once every 3 months Once a year Never

[If Never in 22.1, go directly to 23. For any of the other answers, go to 22.2 and 22.3].

P22.2. How often do you visit places with predominantly olive grove landscapes?

Daily Once a week Once a month Once every 3 months Once a year Never

P22.3. How often do you visit places with predominantly dehesa landscapes?

Daily Once a week Once a month Once every 3 months Once a year Never

Opinion and attitudes

P23.1. If you were to assess your level of environmental awareness, based on your personal actions, how would you describe yourself?

No 1 2 3 4 5 6 7 Highly conscientiousness conscientious

Socioeconomic characteristics

P24.1. 1. Do you have family members or close friends who are farmers?

Yes No

P24.1.2. If Yes in 24.1.1. with sloping olive groves or dehesa?

Yes, both. Only olive grove farmers Only dehesa farmers Don't know

P24.2. Do you do shopping for your household?

Yes, mostly. Yes, sometimes. Yes, rarely. No, never.

P24.3. What is your level of education?

- ☐ Unfinished primary education
- ☐ First degree (School certificate, EGB 1st stage, more or less 10 years)
- ☐ Second degree, 1st cycle (School graduate, or EGB 2nd stage, 1st and 2nd ESO-1st cycle-up to 14 years old)
- ☐ Second degree, 2nd cycle (FP I^o and II^o, Bachiller superior, BUP, 3^o and 4^o of ESO (2nd cycle) COU, PREU, 1^o and 2^o Bachillerato)
- ☐ Third degree, 1st Cycle (Equivalent to Technical Engineer, 3 years, University Schools, Technical Engineers, Architects, etc.)

☐ Bachelor's degree, 2nd Cycle (University students, Higher degrees, Faculties, Higher Technical Schools, etc.

☐ Third degree (Master's)

☐ Third degree (Doctorate)

P24.4. Number of persons in the household (including yourself): _____

P24.5. Number of minors (< 18 years) in the household: _____

P24.6. Total household income (includes all income received by household members: salaries, pensions, rents...)

☐ <=600 €/month

☐ 3001-3500 €

☐ 601 - 1000 €

☐ 3501-4000 €

☐ 1001 - 1500 €

☐ 4001-5000 €

☐ 1501 - 2000 €

☐ 5001-8000 €

☐ 2001 - 2500 €

☐ >8000 €

☐ 2501 - 3000 €

☐ Prefer not to say

P24.7. Postal code of residence: _____

Thank you very much for your cooperation!