

SECTION A: PRELIMINARY INFORMATION	
A0. Was this survey conducted originally on paper or electronically?	<input type="checkbox"/> 1. Paper <input type="checkbox"/> 2. Electronically
A1. Field Officer (FO) Name	
A2. Field Officer ID:	_ _ _ _ _ _ _
A3. Respondent ID:	_ _ _ _ _ _ _
A4. School Landmark (FO: Be as detailed as possible)	

SECTION B: IDENTIFYING THE RESPONDENT	
B1. (FO: Don't read): Household visit number for completing survey (from checklist).	<input type="checkbox"/> 1. First visit <input type="checkbox"/> 2. Second visit <input type="checkbox"/> 3. Third visit
B2. Date	_ _ - _ _ - _ _ _ _ _ (dd mm yyyy)
B3. Start Time (FO: Use 24h clock)	_ _ : _ _ (hh:mm)
B4. (FO: Don't read): Please collect the GPS information for this household. Make sure to wait until the accuracy is 5 meters or less before you record the information.	a. Latitude _0 . _ _ _ _ _ b. Longitude 3 4 . _ _ _ _ _ c. Accuracy _____ d. Altitude _ _ _ _ _ meters
B5. Were you able to track the correct household of the respondent on your checklist?	<input type="checkbox"/> 0. No <input type="checkbox"/> 1. Yes →B7
B6. Why were you unable to track the correct household of the respondent on your checklist?	→Z1. Mark in checklist that the household for this respondent could not be tracked and the respondent should not be revisited.
B7. (FO: Don't read): Is anyone home at this household?	<input type="checkbox"/> 0. No → Z1. Mark in checklist that no one was at home. This respondent should be revisited again. <input type="checkbox"/> 1. Yes
B8. (FO: Don't read) Is the respondent from the checklist available to be surveyed?	<input type="checkbox"/> 0. No <input type="checkbox"/> 1. Yes →C1
B9. Will the respondent be available to be surveyed in the next few days?	<input type="checkbox"/> 0. No <input type="checkbox"/> 1. Yes →B11
B10. Why isn't the respondent available to be surveyed in the next few days?	→Z1. Mark in checklist that this respondent should not be revisited.
B11. What day will the respondent be available to be surveyed?	_ _ - _ _ - _ _ _ _ _ (dd mm yyyy) →Z1. Mark in checklist that this respondent should be revisited on the date above.

SECTION C: CONSENT	
Please go with the respondent through the “Study Explanation and Informed Consent” document.	
C1. (FO: Don't read): Has informed consent been obtained?	<input type="checkbox"/> 0. No <input type="checkbox"/> 1. Yes →C3
C2. (FO: Don't read): What is the reasons why the respondent does not want to participate in the study?	→J1
C3. (FO: Don't read): Did you give a copy of the completed consent for to the respondent?	<input type="checkbox"/> 0. No → Ask the respondent whether he or she wants a copy and give it to him or her if desired. <input type="checkbox"/> 1. Yes
C4. (FO: Don't read): Please record any comments or questions on this section of the survey.	

SECTION D: CONTACT INFORMATION											
<i>(FO: Read): Now I would like to ask for your contact information so we can contact you in the future.</i>											
<i>For all the questions, keep in mind that we will not share any of the information that you give us with anybody else. Your survey answers will not affect your compensation for participation or any other benefits that you may receive from us in the future in any way. That is, regardless of your answers below, and we will visit your household in the future.</i>											
D1. Respondent's Full Name (First and Last):											
D2. Respondent's Other Name(s)?											
<i>(FO: Read): Could you tell me a phone number that I could reach you at? This would be your own number. However, if you don't have your own cellphone, you can provide me with the number of a friend, neighbor, or other family member. If possible, please tell us the number of someone who lives nearby such that we can contact you if needed.</i>											
D3. What is the respondent's first phone number? <i>(FO: If no number write -99)</i>	<table border="1"> <tr> <td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td> </tr> </table>										
D4. Who is the owner of this phone?	<input type="checkbox"/> 0. No phone number available <input type="checkbox"/> 1. Respondent <input type="checkbox"/> 2. Another household member <input type="checkbox"/> 3. Neighbor <input type="checkbox"/> 4. Other person in village <input type="checkbox"/> 5. Other person further away <input type="checkbox"/> 98. Other, specify: _____										
D5. What is the respondent's second phone number? <i>(FO: If no number write -99)</i>	<table border="1"> <tr> <td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td> </tr> </table>										
D6. Who is the owner of this phone?	<input type="checkbox"/> 0. No second phone number available <input type="checkbox"/> 1. Respondent <input type="checkbox"/> 2. Household member. <input type="checkbox"/> 3. Neighbor <input type="checkbox"/> 4. Other person in village <input type="checkbox"/> 5. Other person further away <input type="checkbox"/> 98. Other, specify: _____										
D7. (FO: Read): What is your position in this household?	<input type="checkbox"/> 1. Household head <input type="checkbox"/> 2. Spouse to HH head <input type="checkbox"/> 3. Son or Daughter of HH head <input type="checkbox"/> 3. Mother or Father of HH head <input type="checkbox"/> 4. Sibling to HH head <input type="checkbox"/> 5. Employee or farm manager (not related to										

	HH head) [] 98. Other, specify: _____
D8. (FO: Don't read): Please record any comments or questions on this section of the survey.	

SECTION E: DEMOGRAPHICS	
<i>(FO: Read): Now I would like to ask you again some questions about your background, your household and your household's farming practices. Please try to answer the questions as accurately as possible. You can choose to skip any of the questions if you do not want to answer them.</i>	
E1. (FO: Don't read): What is the respondent's gender?	[] 0. Male [] 1. Female
E2. (FO: Read): What is your age in years? <i>(FO: If the respondent is unsure, please write down his or her best guess. If respondent less than 18 years stop the survey).</i>	_ _ years
E3. (FO: Read): What is your tribe?	[] 1. Luo [] 2. Luhya [] 3. Teso [] 4. Kisii [] 98. Other, specify: _____
E4. (FO: Read): What is the highest level of education you have attained?	[] 0. None [] 1. Class 1 (primary school) [] 2. Class 2 (primary school) [] 3. Class 3 (primary school) [] 4. Class 4 (primary school) [] 5. Class 5 (primary school) [] 6. Class 6 (primary school) [] 7. Class 7(primary school) [] 8. Class 8 (primary school) [] 9. Form 1 (secondary school) [] 10. Form 2 (secondary school) [] 11. Form 3 (secondary school) [] 12. Form 4 (secondary school) [] 13. Form 5 (secondary school) [] 14. Form 6 (secondary school) [] 15. Polytechnic [] 16. College (non-University) [] 17. University
E5. (FO: Read): Can you write a letter in Kiswahili?	[] 0. No [] 1. Yes
E6. (FO: Read): Can you read a letter in Kiswahili?	[] 0. No →E8 [] 1. Yes
E7. (FO: Read): Can you add numbers?	[] 0. No →E10 [] 1. Yes
E8. (FO: Read): How much is 9 plus 6? <i>(FO: Write "-99" if respondent doesn't know)</i>	_____
E9. (FO: Read): Can you multiply numbers?	[] 0. No →E12 [] 1. Yes
E10. (FO: Read): How much is 8 times 6?	

<p>(FO: Write “-99” if respondent doesn’t know.)</p>	<p>_____</p>
<p>E11. (FO: Read): What is your current marital status? (FO: Read answer options)</p>	<p>[] 1. Married [] 2. Widowed [] 3. Divorced / Separated [] 4. Cohabiting [] 5. Never married and not cohabiting [] 98. Other, specify: _____</p>
<p>E12. (FO: Read): How many adults who are 18 years old or older currently live in your household (including yourself and your spouses)? (FO: Explain to respondent that household members are defined as group of people who live together, pool their money, and eat at least one meal together each day. This should be for a period of at least 6 months.)</p>	<p>_____ total</p>
<p>E13. (FO: Read): How many children who are 17 years old and younger currently live in your household?</p>	<p>_____ total</p>
<p>E17. (FO: Don’t read): What is the main material of the roof of this household? (FO: Mark only one. If multiple buildings in compound, refer to the one respondent uses for sleeping.)</p>	<p>[] 1. Corrugated iron sheets [] 2. Tin [] 3. Tiles [] 4. Concrete [] 5. Asbestos sheets [] 6. Grass/reeds [] 7. Makuti [] 8. Mud/dung [] 9. Stone [] 10. Brick [] 11. Block [] 12. Wood [] 98. Other, specify: _____</p>
<p>E18. (FO: Don’t read): Is the respondent wearing some footwear?</p>	<p>[] 0. No, respondent is barefoot [] 1. Yes</p>
<p>E19.(FO: Don’t read): Please record any comments or questions on this section of the survey.</p>	

<p>Section F: PRIOR AGRICULTURAL EXPERIENCE</p>	
<p>(FO: Read): Now I would like to ask you some questions about your maize and legumes agricultural activities during the LR 2014 season. That is the most recent harvest season that just ended.</p>	
<p>F1. (FO: Read): Did your household grow maize in the LR 2014 season?</p>	<p>[] 0. No→ [] 1. Yes</p>
<p>F2. (FO: Read): In total, how many acres of land did your household grow maize on during the LR 2014 season?</p>	<p> _ _ _ . _ _ _ acres of total land</p>
<p>F3. (FO: Read): What type of maize seeds did you use during the LR 2014 season?</p>	<p>[] 1. Hybrid [] 2. Local</p>

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VERSION 1

	<input type="checkbox"/> 3. Hybrid and local <input type="checkbox"/> 99. Don't Know
F4. (FO: Read): Could you tell me all the types of chemical fertilizer have you heard of? <i>(FO: Don't read. Mark all that apply. If respondent doesn't know name but describes the type mark appropriate box for that type.)</i>	<input type="checkbox"/> 0. None <input type="checkbox"/> 1. DAP <input type="checkbox"/> 2. NPK <input type="checkbox"/> 3. CAN <input type="checkbox"/> 4. Urea <input type="checkbox"/> 5. Respondent describes a type of fertilizer, but description doesn't fit any of the above. <input type="checkbox"/> 98. Other, specify: _____
F5. (FO: Read): Have you ever heard of NPK?	<input type="checkbox"/> 0. No →F33 <input type="checkbox"/> 1. Yes
F6. (FO: Read): How much would NPK cost today at the nearest market? <i>(Write "-99" if respondent doesn't know.)</i>	_____ Ksh <input type="checkbox"/> Per 1 90 Kg bag <input type="checkbox"/> Per 1 50 Kg bag <input type="checkbox"/> Per 1 Goro-goro <input type="checkbox"/> Per 1 Kg
F7. (FO: Read): What quantity of NPK would you apply per maize planting hole if you were farming 1 acre of land? <i>(FO: Read Options)</i>	<input type="checkbox"/> 0. None <input type="checkbox"/> 1. ¼ teaspoon <input type="checkbox"/> 2. ½ teaspoon <input type="checkbox"/> 3. 1 teaspoon <input type="checkbox"/> 4. 1 tablespoon <input type="checkbox"/> 98. Other, specify: _____ <input type="checkbox"/> 99. Don't Know
F8. (FO: Read): In total, how long would it take to apply 50 Kg of NPK on 1 acre of your maize plot? <i>(FO: This should be total time for all forms of labor and number of times it was applied)</i>	a. _____ Hours b. _____ Minutes
F9. (FO: Read): Do you think using NPK will change the amount of weeding time that you will spend on your maize plot?	<input type="checkbox"/> 1. Decrease a lot <input type="checkbox"/> 2. Decrease somewhat <input type="checkbox"/> 3. Neither increase nor decrease (no change) <input type="checkbox"/> 4. Increase somewhat <input type="checkbox"/> 5. Increase a lot
F10.(FO: Read): How risky do you think it is to invest in NPK? <i>(FO: Read Options)</i>	<input type="checkbox"/> 1. Very risky <input type="checkbox"/> 2. Somewhat risky <input type="checkbox"/> 3. Neither risky nor safe <input type="checkbox"/> 4. Somewhat safe <input type="checkbox"/> 5. Very safe <input type="checkbox"/> 99. Don't Know
F11.(FO: Read): Have you ever used NPK on your maize?	<input type="checkbox"/> 0. No →F32 <input type="checkbox"/> 1. Yes
F12.(FO: Read): Did you use NPK on your maize in the LR 2014 season?	<input type="checkbox"/> 0. No →F32 <input type="checkbox"/> 1. Yes
F13.(FO: Read): How much NPK did you use on your maize in the LR 2014 season? <i>(Write "-99" if respondent doesn't know.)</i>	1. _____ kg 2. _____ gg
F14.(FO: Read): Do you know anyone who has used NPK on their maize before?	<input type="checkbox"/> 0. No <input type="checkbox"/> 1. Yes
F15.(FO: Read): Have you ever heard of DAP?	<input type="checkbox"/> 0. No →F38 <input type="checkbox"/> 1. Yes
F16.(FO: Read): How much would DAP cost today at the nearest market? <i>(Write "-99" if respondent doesn't know.)</i>	_____ Ksh <input type="checkbox"/> Per 1 90 Kg bag <input type="checkbox"/> Per 1 50 Kg bag

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	<input type="checkbox"/> Per 1 Goro-goro <input type="checkbox"/> Per 1 Kg
F17.(FO: Read): What quantity of DAP would you apply per maize planting hole if you were farming 1 acre of land? <i>(FO: Read Options)</i>	<input type="checkbox"/> 0. None <input type="checkbox"/> 1. ¼ teaspoon <input type="checkbox"/> 2. ½ teaspoon <input type="checkbox"/> 3. 1 teaspoon <input type="checkbox"/> 4. 1 tablespoon <input type="checkbox"/> 98. Other, specify: _____ <input type="checkbox"/> 99. Don't Know
F18.(FO: Read): In total, how long would it take to apply 50 Kg of DAP on 1 acre of your maize plot? <i>(FO: This should be total time for all forms of labor and number of times it was applied)</i>	a. _____ Hours b. _____ Minutes
F19.(FO: Read): Do you think using DAP will change the amount of weeding time that you will spend on your maize plot?	<input type="checkbox"/> 1. Decrease a lot <input type="checkbox"/> 2. Decrease somewhat <input type="checkbox"/> 3. Neither increase nor decrease (no change) <input type="checkbox"/> 4. Increase somewhat <input type="checkbox"/> 5. Increase a lot
F20.(FO: Read): How risky do you think it is to invest in DAP? <i>(FO: Read Options)</i>	<input type="checkbox"/> 1. Very risky <input type="checkbox"/> 2. Somewhat risky <input type="checkbox"/> 3. Neither risky nor safe <input type="checkbox"/> 4. Somewhat safe <input type="checkbox"/> 5. Very safe <input type="checkbox"/> 99. Don't Know
F21.(FO: Read): Have you ever used DAP on your maize?	<input type="checkbox"/> 0. No → F37 <input type="checkbox"/> 1. Yes
F22.(FO: Read): Did you use DAP in LR 2014 on your maize?	<input type="checkbox"/> 0. No → F37 <input type="checkbox"/> 1. Yes
F23.(FO: Read): How much DAP did you use on your maize in LR 2014? <i>(Write "-99" if respondent doesn't know.)</i>	1. _____ kg 2. _____ gg
F24.(FO: Read): Do you know anyone who has used DAP before on their maize?	<input type="checkbox"/> 0. No <input type="checkbox"/> 1. Yes
F25.(FO: Read): Have you ever heard of CAN?	<input type="checkbox"/> 0. No → F43 <input type="checkbox"/> 1. Yes
F26.(FO: Read): How much would CAN cost today at the nearest market? <i>(Write "-99" if respondent doesn't know.)</i>	_____ Ksh <input type="checkbox"/> Per 1 90 Kg bag <input type="checkbox"/> Per 1 50 Kg bag <input type="checkbox"/> Per 1 Goro-goro <input type="checkbox"/> Per 1 Kg
F27.(FO: Read): What quantity of CAN would you apply per maize planting hole if you were farming 1 acre of land? <i>(FO: Read Options)</i>	<input type="checkbox"/> 0. None <input type="checkbox"/> 1. ¼ teaspoon <input type="checkbox"/> 2. ½ teaspoon <input type="checkbox"/> 3. 1 teaspoon <input type="checkbox"/> 4. 1 tablespoon <input type="checkbox"/> 98. Other, specify: _____ <input type="checkbox"/> 99. Don't Know
F28.(FO: Read): In total, how long would it take to apply 50 Kg of CAN on 1 acre of your maize plot? <i>(FO: This should be total time for all forms of labor and number of times it was applied)</i>	a. _____ Hours b. _____ Minutes

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<p>F29.(FO: Read): Do you think using CAN will change the amount of weeding time that you will spend on your maize plot?</p>	<p>[] 1. Decrease a lot [] 2. Decrease somewhat [] 3. Neither increase nor decrease (no change) [] 4. Increase somewhat [] 5. Increase a lot</p>
<p>F30.(FO: Read): How risky do you think it is to invest in CAN? (FO: Read Options)</p>	<p>[] 1. Very risky [] 2. Somewhat risky [] 3. Neither risky nor safe [] 4. Somewhat safe [] 5. Very safe [] 99. Don't Know</p>
<p>F31.(FO: Read): Have you ever used CAN on your maize?</p>	<p>[] 0. No →F42 [] 1. Yes</p>
<p>F32.(FO: Read): Did you use CAN in LR 2014 on your maize?</p>	<p>[] 0. No →F42 [] 1. Yes</p>
<p>F33.(FO: Read): How much CAN did you use in LR 2014 on your maize? (Write “-99” if respondent doesn't know.)</p>	<p>1. _____ kg 2. _____ gg</p>
<p>F34.(FO: Read): Do you know anyone who has used CAN on their maize before?</p>	<p>[] 0. No [] 1. Yes</p>
<p>F35.(FO: Read): Have you heard of agricultural lime?</p>	<p>[] 0. No →F46 [] 1. Yes</p>
<p>F36.(FO: Read): Have you ever used agricultural lime on your land?</p>	<p>[] 0. No [] 1. Yes</p>
<p>F37.(FO: Read): Do you know anyone who has used agricultural lime before?</p>	<p>[] 0. No [] 1. Yes</p>
<p>F38.(FO: Read): Have you ever experimented with chemical fertilizer to learn about which fertilizer (if any) works best on your plot? If yes, which fertilizers did you experiment with? (FO: Mark all options that apply.)</p>	<p>[] 0. No →F48 [] 1. Yes, I experimented with DAP [] 2. Yes, I experimented with NPK [] 3. Yes, I experimented with CAN [] 98. Yes, I experimented with other, specify: _____</p>
<p>F39.(FO: Read): How exactly did you experiment? (FO: Mark all options that apply.)</p>	<p>[] 1. I used fertilizer(s) on one part of my plot, but not on others and compared the outcomes [] 2. I used fertilizer(s) in one season, but not in another and compared the outcomes [] 98. Other, specify: _____</p>
<p>F40.(FO: Read): Do you know other farmers that have experimented with fertilizer to learn about which fertilizer (if any) works best on your plot? If yes, which fertilizers did they experiment with? (FO: Mark all options that apply.)</p>	<p>[] 0. No [] 1. Yes, they experimented with DAP [] 2. Yes, they experimented with NPK [] 3. Yes, they experimented with CAN [] 98. Yes, they experimented with other, specify: _____</p>
<p>F41.(FO: Read): Have you ever heard about the Bluespoon?</p>	<p>[] 0. No [] 1. Yes</p>
<p>F42. Have you or anyone in this household <u>heard of any</u> IPA's or KARLO (formerly KARI) activities? (FO: Check all that apply)</p>	<p>[] 0. No [] 1. Bluespoon [] 2. School Meeting (soap) [] 3. Test Plots [] 4. Soil Tests [] 5. Fertilizer Coupons [] 98. Other: _____</p>

<p>F43. Have you or anyone in this household <u>participated</u> in any of IPA's or KARLO (formerly KARI) activities? (FO: Check all that apply)</p>	<p>[] 0. No [] 1. Bluespoon [] 2. School Meeting (soap) [] 3. Test Plots [] 4. Soil Tests [] 5. Fertilizer Coupons [] 98. Other:_____</p>
<p>F44. (FO: Read): Have you ever had a soil test analysis conducted in your land?</p>	<p>[] 0. No [] 1. Yes</p>
<p>F45. (FO: Read): Have you ever received recommendations for your soil?</p>	<p>[] 0. No [] 1. Yes</p>
<p>F46. (FO: Read): Who did you receive recommendations from? (FO: Check all that apply)</p>	<p>[] 1. Organization:_____ [] 2. Neighbor [] 3. Agricultural Extension Officer [] 98. Other:_____</p>
<p>F47. (FO: Read): What was the recommendation? (FO: Take brief notes)</p>	
<p>F48. (FO: Don't read): Please record any comments or questions on this section of the survey. Please try to refer to which question this comment refers to.</p>	

SECTION G: BELIEFS ABOUT INPUTS AND SOIL QUALITY

(FO: Read): Now I would like to ask you some questions how you think different types of fertilizer may work on your land.

<p>G1. (FO: Read): Suppose, hypothetically, you applied no fertilizer on 1 acre of your land. How many bags (50 kg) of total maize cobs (unshelled) do you think you would harvest? (FO: If the respondent is unsure, prompt them to give their best guess.)</p>	<p>_____ Bags (50 Kg)</p>
<p>G2. (FO: Read): Suppose, hypothetically, you applied 50 Kg of DAP on 1 acre of your land. In total how many bags (50 kg) of total maize cobs (unshelled) do you think you would harvest? (FO: If the respondent is unsure, prompt them to give their best guess.)</p>	<p>_____ Bags (50 Kg)</p>
<p>G3. (FO: Read): Suppose, hypothetically, you applied 50 Kg of NPK on 1 acre of your land. In total, how many bags (50 kg) of total maize cobs (unshelled) do you think you would harvest? (FO: If the respondent is unsure, prompt them to give their best guess.)</p>	<p>_____ Bags (50 Kg)</p>

<p>G4. (FO: Read): Suppose, hypothetically, you applied 50 Kg of CAN on 1 acre of your land. In total, how many bags (50 kg) of total maize cobs (unshelled) do you think you would harvest?</p> <p><i>(FO: If the respondent is unsure, prompt them to give their best guess.)</i></p>	<p>_____ Bags (50 Kg)</p>
<p>G5. (FO: Read): If we gave you a voucher for Ksh 1000 in fertilizer and you could spend it on any combination of CAN, DAP and NPK or just on one or two of these types of fertilizer. How much of that would you spend on DAP, CAN or NPK?</p> <p><i>(FO: Fill out all the following types of fertilizer. Make sure the total adds to 1,000 Ksh. If respondent would not buy a particular type, write "0" for that type. If respondent would buy everything from one type of fertilizer, write 1,000 Ksh for this type, and zero for the other types.)</i></p>	<p>(a) Spend on DAP: _____ Ksh</p> <p>(b) Spend on CAN: _____ Ksh</p> <p>(c) Spend on NPK: _____ Ksh</p>
<p>G6. (FO: Read): I am going to read you a list of chemical fertilizers. Could you tell me which one do you think would be the most profitable for your land? That is, which one should you invest in so you can expect to get the highest possible profits from maize farming?</p> <p><i>By profits we mean the value of the yields you harvest minus all of the expenses you make for farming including family and hired labor costs. Hence, when comparing the different types of fertilizer, we would like you consider their effects on yields, their costs including labor costs and extra labor effort that you may have from tending the field.</i></p> <p><i>(FO: Read): DAP, NPK, CAN, Urea. Mark one option only.</i></p>	<p><input type="checkbox"/> 1. DAP</p> <p><input type="checkbox"/> 2. NPK</p> <p><input type="checkbox"/> 3. CAN</p> <p><input type="checkbox"/> 4. Urea</p> <p><input type="checkbox"/> 99. Don't Know →G8</p>
<p>G7. (FO: Read): Which type of fertilizer do you think would be the second most profitable for your land?</p> <p><i>(FO: Please make sure the answer here is not the same as in the previous question.)</i></p>	<p><input type="checkbox"/> 1. DAP</p> <p><input type="checkbox"/> 2. NPK</p> <p><input type="checkbox"/> 3. CAN</p> <p><input type="checkbox"/> 4. Urea</p> <p><input type="checkbox"/> 99. Don't Know</p>

SECTION I: COMMUNITY RELATIONS

(FO: Read): In the future, we would like to interview additional maize farmers like you. Hence, we would like you to tell us two maize farmers in this village. Please focus on individuals with whom you discuss the most about agriculture with and who live in the same village as you do. These contacts could be friends, neighbors, or other family members. This will only be done for research purposes.

<p>11. (FO: Read): Imagine <u>you</u> could choose between two different situations to live in. Which one would you prefer?</p>	<p><input type="checkbox"/> 1. Scenario A</p> <p><input type="checkbox"/> 2. Scenario B</p>
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<p>Scenario A: A situation where you harvest 5 more bags of maize per season (than you usually do), but your 3 closest neighbors harvest 10 more bags (than they usually do).</p> <p>Scenario B: A world where you harvest 2 more bags of maize per season but your 3 closest neighbors harvest 1 more bag of maize.</p>	
<p>12. (FO: Read): Imagine <u>one of your closest neighbors</u> could choose between two different situations to live in. Which one do you think they would prefer?</p> <p>Scenario A: A situation where you harvest 5 more bags of maize per season (than you usually do), but your 3 closest neighbors harvest 10 more bags (than they usually do).</p> <p>Scenario B: A world where you harvest 2 more bags of maize per season but your 3 closest neighbors harvest 1 more bag of maize.</p>	<p>[] 1. Scenario A [] 2. Scenario B [] 99. Don't Know</p>
<p>13. (FO: Read): On a scale from 1 to 5, where 1 is not well and 5 is very well, how well do you know which inputs (seed type, fertilizer type, etc.) did your three closest neighbors use in their land during the Long Rains 2013?</p>	<p>[] 1. Doesn't know any of the inputs they use [] 2. Doesn't know most of the inputs they use [] 3. Knows about half of the inputs they use [] 4. Knows some or most of the inputs they use [] 5. Knows all of the specific inputs they use</p>
<p>14. (FO: Read): Suppose that while you are away, an extension officer visits the village and gives a presentation on farming practices. If you asked your closest neighbor to share the information from this presentation with you, on a scale from 1 to 5, where 1 is very inaccurate and 5 very accurate, how accurate do you think would your neighbor's description be?</p>	<p>[] 1. Very inaccurate [] 2. Mostly inaccurate [] 3. Somewhat accurate and inaccurate [] 4. Mostly accurate [] 5. Very accurate</p>
<p>15. (FO: Don't read): Please record any comments or questions on this section of the survey. Please try to refer to which question this comment refers to.</p>	

SECTION 5: WILLINGNESS TO PAY FOR INFORMATION

(FO: Read):

We have worked with several farmers in this and other areas in Western Kenya to collect soil samples from their land. That is, we collected soil samples from famers' land and sent them to KARI to measure the nutrients of the soil. KARI made recommendations for fertilizer and other inputs based on this information. We did this to learn more about the soil characteristics in the area and what optimal fertilizers for different soil types are.

Today, we would like to give you the opportunity to learn about the soil test results of some of these farmers.

Do you have any questions about this?

I have the information about the soil in your area today but I would like to know how much you value the information and how much you would be willing to pay for it. We are going to determine the maximum price that you would pay for this information and then we will offer the information at a price that is determined by a lottery. As long the price that you offered is greater than the price determined by the lottery, then you will be able to purchase the soil test information at that price. That is, the price that you pay may be lower than the price that you offer to pay. However, if the price that you

offer is lower than the price that is determined by the lottery, then you will not be able to purchase the information today. Therefore, you want to make sure that you are offering the highest amount you are willing to pay for the information so that you may be able to purchase it.

The price that you will pay will be determined by a lottery. You will be asked to scratch the last two digits of a scratch card. Based upon those numbers, I will have a list of possible prices. The two numbers will determine which price is offered.

Practice Round: Matches

(FO: Read) Do you have any questions at this point? We will play a practice round first. Before we play for the information sheets let's practice the game. We'll play the same game, but instead of playing for the information we talked about, we will play for this box of matches. [FO: Show respondent the matches.]

S1. (FO: Read): What is the maximum amount that you are willing to pay for this box of matches?	_____ Ksh [X]
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S2. (FO: Read): Now, if you pick a number that is less than or equal to [X], you will buy these matches at the price you just picked. If you pick a number greater than [X], you will not be able to purchase the matches, even if you are willing to pay the greater number. You cannot change your bid after you pick a price. Is this clear?	<input type="checkbox"/> 0. No → FO: Repeat instructions <input type="checkbox"/> 1. Yes
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(FO: Read): Now tell me, if you scratch that corresponds to [X+1 Ksh] now, what happens?

(FO: If respondent does not give correct answer, explain the rules again and then ask question again.)

And if you scratch [X-1 Ksh] now, what happens?

(FO: If respondent does not give correct answer, explain the rules again and then ask question again.)

S3. (FO: Read): If you draw [X+1 Ksh], will you want to purchase the box of matches for [X+1 Ksh]?	<input type="checkbox"/> 0. No → S5 <input type="checkbox"/> 1. Yes
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S4. (FO: Read): Do you want to change your bid to [X+1 Ksh]?	<input type="checkbox"/> 0. No → Keep the original bid → S6 <input type="checkbox"/> 1. Yes → OK, your new bid is [X+1 Ksh]. [FO: use X+1 Ksh as new X]
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S5. (FO: Read): If you draw [X+1 Ksh], will you want to purchase the box of matches for [X+1 Ksh]?	<input type="checkbox"/> 0. No <input type="checkbox"/> 1. Yes → Repeat the process of bidding up the price until the respondent says "No." Then proceed.
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S6. (FO: Read): So, is X truly the most you would want to pay?	<input type="checkbox"/> 0. No → Go back to S1 to re-explain the process of bidding with the respondent. <input type="checkbox"/> 1. Yes
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S7. (FO: Read): If you pick X, you must be able to pay X. Are you able to pay X now?	<input type="checkbox"/> 0. No <input type="checkbox"/> 1. Yes → S9
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S8. (FO: Read): What is the maximum price you are willing and able to pay now?	_____ Ksh
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(FO: Use amount the respondent is able to pay now as new X)

(FO: Read): Could you please get the amount you have stated you are willing to pay and show it to me?

SERIAL

<p>(FO: Wait for respondent to fetch money and check to see she has enough funds for final bid. If the respondent has less than what he previously bid, use the amount they have on hand and are willing to pay as new final bid.)</p>	
<p>S9. (FO: Read): What is the final bid the respondent is willing and able to pay for the box of matches?</p>	<p>_____ Ksh</p>
<p>(FO: Read): Now you will scratch the card. If the last 2 digits corresponds X or less, you will buy the matches at the price you pick. (FO: Show table)</p> <p>(FO: Read): If you pick more than [X], you will not be able to buy the matches. Are you ready to scratch the card?</p> <p>(FO: Let respondent scratch the card and compare it to the corresponding table)</p>	
<p>S10. (FO: Don't read): Record drawn price (after the respondent has scratched the card):</p>	<p>_____ Ksh</p>
<p>S11. (FO: Don't read): Is the draw price higher or lower than the respondent's final bid?</p>	<p>[<input type="checkbox"/>] 1. Higher →S13 [<input type="checkbox"/>] 2. Lower (or equal to)</p>
<p>S12. (FO: Read): The price is "Y," which is less than or equal to the amount you said you would be willing and able to pay for the matches. You can now buy the item at this price.</p> <p>(FO: Exchange payment for matches)</p>	
<p>S13. (FO: Read): The price is "Y," which is greater than the amount you said you would be willing to spend. You cannot purchase the matches.</p>	
<p>S14. (FO: Read): Do you have any questions about the game?</p>	<p>[<input type="checkbox"/>] 0. No [<input type="checkbox"/>] 1. Yes → Answer the respondent's remaining questions</p>
<p>SOIL TEST INFORMATION</p>	
<p>(FO: Read): As I explained, we collected and sent for analysis soil samples of several farmers living in Western Kenya. Soil scientists at KARI produced organic and inorganic fertilizer and other input recommendation based on the characteristics of each soil sample.</p> <p>Now we want to know how much you would value the input recommendations coming from <u>soil tests from some neighboring farmers</u> in the area.</p> <p>Now, I am going to offer you the information for the results from a soil test that was taken from a farm within 5km of your school. Then we will scratch the card which will determine the price of the information sheet as we did with the matches [FO: show card].</p> <p>(FO: STOP HERE and make sure to explain information sheet template before starting module)</p> <p>(FO: Read): You will have a few payment options. You may pay today in cash or with MPESA. If you pay today, we will provide the information sheet to you today. In case you do not have the money available today you may choose to pay in cash or MPESA and pick up your information at the closest agrovet. Using this option, you would bring the cash to the agrovet, or MPESA us the money and pick up the information sheet at the closet agrovet.</p>	
<p>S15. (FO: Read): Before I ask you what the highest amount you are willing to pay for this information, could you tell me in a scale to 1 to 4, where 1 is very different and 4 is very similar, how similar do you think your land (soil, moisture, exposure to rain, etc) is to that of people living in the areas were we worked?</p>	<p>[<input type="checkbox"/>] 1. Very different [<input type="checkbox"/>] 2. Somewhat different [<input type="checkbox"/>] 3. Somewhat similar [<input type="checkbox"/>] 4. Very similar [<input type="checkbox"/>] 99. Don't Know</p>

<p>S16. (FO: Read): What is the maximum amount that you are willing to pay for this information sheet? Remember, that we will ask you to purchase the information if the number you say is lower than the amount determined by the scratch card.</p>	<p>_____Ksh (FO: This is amount X)</p>
<p>S17. (FO: Read): Now, if you pick a number that is less than or equal to X, you will buy this information sheet at the price you just picked. If you pick a number greater than X, you will not be able to purchase the information sheet, even if you are willing to pay the greater number. You cannot change your bid after you pick a price. Is this clear?</p>	<p>[] 0. No → FO: Repeat instructions [] 1. Yes</p>
<p>S18. (FO: Read): Now tell me, if you scratch a number that corresponds to [X+10 Ksh] now, what happens? <i>(FO: If respondent does not give correct answer, explain the rules again and then ask question again.)</i> (FO: Read): And if you scratch [X-10 Ksh] now, what happens? <i>(FO: If respondent does not give correct answer, explain the rules again and then ask question again.)</i> If you draw [X+10 Ksh], will you want to purchase the information sheet for [X+10 Ksh]?</p>	<p>[] 0. No [] 1. Yes → S21</p>
<p>S19. (FO: Read): Do you want to change your bid to [X+10 Ksh]?</p>	<p>[] 0. No → Keep amount and proceed [] 1. Yes → OK, your new bid is [X+10 Ksh]. (FO: use X+10 Ksh as new X)</p>
<p>S20. (FO: Read): If you draw [X+10 Ksh], will you want to purchase the information sheet for [X+10 Ksh]?</p>	<p>[] 0. No [] 1. Yes → Repeat the process (S18 – S19) until the respondent answers “No.” Then, proceed to S21.</p>
<p>S21. (FO: Read): So, is X truly the most you would want to pay?</p>	<p>[] 0. No [] 1. Yes → S23</p>
<p>S22. (FO: Read): How much is truly the most you would want to pay?</p>	<p>_____ Ksh</p>
<p>S23. (FO: Read): Are you able to pay X now?</p>	<p>[] 0. No [] 1. Yes → Go to S32. “Respondent fetches the Money”</p>
<p>S24. (FO: Read): Would you be able to pay X now through MPESA?</p>	<p>[] 0. No [] 1. Yes → Go to S29. “Respondent pays through MPESA”</p>
<p>S25. (FO: Read): When would you have X?</p>	<p>[] 1. Later today [] 2. Within a week [] 98. Other: _____</p>
<p>S28. (FO: Read): Could you collect the money and either MPESA the money to us or bring it to the closest Agrovet?</p>	<p>[] 0. No → S31 [] 1. Yes, MPESA → Go to S29. “Respondent Pays through MPESA”</p>

SECTION J. RESPONSE TO INFORMATION	
(FO: Read): Now I would like to ask you some questions about the information you just received.	
J1. (FO: Don't read): Did respondent purchase or agree to purchase the soil test information sheet? <i>(FO: This is if they bid higher than the drawn price, whether or not they will receive the information today.)</i>	<input type="checkbox"/> 0. No →Z1 <input type="checkbox"/> 1. Yes
J2. (FO: Don't read): How did the respondent pay for the information sheet?	<input type="checkbox"/> 1. Cash →J4 <input type="checkbox"/> 2. MPESA <input type="checkbox"/> 3. MPESA, but will pick up at the Agrovet <input type="checkbox"/> 4. Will bring cash to pick up at the Agrovet →J4
J3. (FO: Don't read): What MPESA account did they pay from?	_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _
J4. (FO: Don't read): Did the respondent receive the information sheet today?	<input type="checkbox"/> 0. No <input type="checkbox"/> 1. Yes →Z1
J5. (FO: Read): Are you surprised about the recommendation for the specific type of fertilizer?	<input type="checkbox"/> 0. No <input type="checkbox"/> 1. Yes
J6. (FO: Read): Now that we've given you the information, how much do you think this information is worth to you?	_____ Ksh
J7. (FO: Read): How much do you think an average farmer from this village would value this information at?	_____ Ksh
J8. (FO: Read): Do you think you will share this information with other people outside your household? If yes, how many?	<input type="checkbox"/> 0. No <input type="checkbox"/> 1. Yes, with _____ people <input type="checkbox"/> 99. Don't Know
J9. (FO: Read): How do you expect to use this information?	
J10. (FO: Don't read): Please record any comments or questions on this section of the survey. Please try to refer to which question this comment refers to.	

SECTION Z: QUALITY CONTROL	
Z1. End Survey time <i>(FO: Use 24 hour clock)</i>	_ _ _ _ : _ _ _ _
Z2. In what language did you conduct the survey? <i>(FO: Check all that apply)</i>	<input type="checkbox"/> 1. Swahili <input type="checkbox"/> 2. Luo <input type="checkbox"/> 3. Teso <input type="checkbox"/> 4. Luhya <input type="checkbox"/> 98. Other, specify: _____
Z3. Did the survey have to be interpreted by a third person to the respondent?	<input type="checkbox"/> 0. No <input type="checkbox"/> 1. Yes
Z4. Did the respondent consult with other household members to answer any of the above questions?	<input type="checkbox"/> 0. No <input type="checkbox"/> 1. Yes
Z5. Directions to Household: <i>(FO: Please be as specific as possible)</i>	
Z6. (FO: Don't read): Please record any comments or questions on the entire survey. Please try to refer to which section this comment refers to.	