# Social network data of Swiss farmers related to agricultural climate change mitigation 

## Data Collection

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| Codebook to survey data on farmers' adoption of climate change mitigation measures, individual characteristics, risk attitudes and social influences in a region of Switzerland (not AgroCO2ncept participants) |  |  |
| :---: | :---: | :---: |
| Variable-names | Question | Coding |
| id_survey | Unique answer ID of survey participant | Number |
| ego_id | Unique answer ID of network interview participant | Number |
| total_agr_land | Data obtained from AGIS database | Farm's total agricultural land (in $\mathrm{Ar}=0.01$ hectares) |
| workforce | Data obtained from AGIS database | Standard workforce units |
| trees | Data obtained from AGIS database | Number of trees owned by the farm |
| arable_land | Data obtained from AGIS database | Farm's total area of arable land (in $\mathrm{Ar}=0.01$ hectares) |
| ley | Data obtained from AGIS database | Farm's total area of ley (in $\mathrm{Ar}=0.01$ hectares) |
| perm_grass | Data obtained from AGIS database | Farm's total area of permanent grass land (in $\mathrm{Ar}=0.01$ hectares) |
| perm_crops | Data obtained from AGIS database | Farm's total area of permanent crops (in $\mathrm{Ar}=0.01$ hectares) |
| prot_cult | Data obtained from AGIS database | Farm's total area of protected cultures (in $\mathrm{Ar}=0.01$ hectares) |
| add_agr_land | Data obtained from AGIS database | Farm's total area of additional agricultural land (in $\mathrm{Ar}=$ 0.01 hectares) |
| oth_land | Data obtained from AGIS database | Farm's total are of other land (in $\mathrm{Ar}=0.01$ hectares) |
| qual_landscape | Data obtained from AGIS database | Farm's total are of land enrolled in payments for landscape quality (in $\mathrm{Ar}=0.01$ hectares) |
| spec_crops | Data obtained from AGIS database | Farm's total area of specialized crops (in $\mathrm{Ar}=0.01$ hectares) |
| grapes | Data obtained from AGIS database | Farm's total are of grapes (in $\mathrm{Ar}=0.01$ hectares) |
| vegetables | Data obtained from AGIS database | Farm's total area of vegetables (in $\mathrm{Ar}=0.01$ hectares) |
| fruits | Data obtained from AGIS database | Farm's total are of fruits (in $\mathrm{Ar}=0.01$ hectares) |
| oth_spec_crops | Data obtained from AGIS database | Farm's total are of other specialized crops (in $\mathrm{Ar}=0.01$ hectares) |
| animal_unit | Data obtained from AGIS database | Total animal units on the farm |


| cattle_animal_unit | Data obtained from AGIS database | Total animal units of cattle on the farm |
| :--- | :--- | :--- |
| dairy_cows | Data obtained from AGIS database | Total animal units of dairy cows on the farm |
| suckler_cows | Data obtained from AGIS database | Total animal units of suckler cows on the farm |
| hor_shee_goa | Data obtained from AGIS database | Total animal units of horses, sheep or goats on the farm |
| pigs_poultry | Data obtained from AGIS database | Total animal units of pigs and poultry on the farm |
| pigs | Data obtained from AGIS database | Total animal units of pigs on the farm |
| poultry | Data obtained from AGIS database | Total animal units of poultry on the farm |
| eco_proof | Data obtained from AGIS database | 1= Farm produces according to Federal regulations of <br> Proof of Ecological Performance (PEP) 0= Farm does not <br> produce according to Federal regulations of Proof of <br> Ecological Performance (PEP) |
| organic | Data obtained from AGIS database | 1= Farm produces according to Swiss Organic Farming <br> Ordinance <br> 0= Farm does not produce according to Swiss Organic <br> Farming Ordinance |
| farmtype | Data obtained from AGIS database (main production based <br> on relative area cultivated and livestock units, respectively) | Arable farming = Farm mainly produces arable crops <br> Livestock = Farm mainly produces livestock <br> Specialized Crops = Farm mainly produces specialized <br> crops <br> Others = Farm mainly produces other products |
| region | Data obtained from AGIS database | Kohlfirst/Rhein <br> Flaachtal <br> Thurtal <br> Stammertal <br> Andere Gemeinde |
| age | Data obtained from AGIS database | Numbers |


| educ | What is the highest education you have completed? | 1= Agricultural apprenticeship <br> 2= Agricultural mastership examination <br> 3= Agri-technician <br> 4= Technical college, university, Swiss Federal Institute <br> of Technology 5= Other |
| :---: | :---: | :---: |
| cons_general | Do you think that climate change will have consequences for agriculture in Switzerland? | 1 = very positive consequences, 2,3 = no consequences, <br> $4,5=$ very negative consequences |
| percep_hail | How did you perceive the frequency of extreme weather events over the past 10 years on your farm? [Hail] | 1= no change, 2 = increase or decrease, 3 = strong increase or strong decrease |
| percep_drought | How often have you perceived extreme weather events over the past 10 years? [Drought] | 1= no change, 2 = increase or decrease, 3 = strong increase or strong decrease |
| percep_frost | How often have you perceived extreme weather events over the past 10 years? [Frost in spring or autumn] | $1=$ no change, 2 = increase or decrease, 3 = strong increase or strong decrease |
| percep_heavyrain | How often have you perceived extreme weather events over the past 10 years? [Heavy rain] | 1= no change, 2 = increase or decrease, 3 = strong increase or strong decrease |
| percep_longrain | How often have you perceived extreme weather events over the past 10 years? [Prolonged rain periods] | $1=$ no change, 2 = increase or decrease, 3 = strong increase or strong decrease |
| percep_heat | How often have you perceived extreme weather events over the past 10 years? [Heat waves] | 1= no change, 2 = increase or decrease, 3 = strong increase or strong decrease |
| cons_farm | How do you assess the consequences of climate change for the economic development of your farm? | 1 = very positive consequences, 2,3 = no consequences, <br> $4,5=$ very negative consequences |
| self_reduc | I can do something about climate change on my farm by reducing greenhouse gases. | 1= I fully disagree, 2, 3, 4, 5= I fully agree |
| self_act | My behavior as a farmer influences climate change. | 1= I fully disagree, $2,3,4,5=1$ fully agree |
| self_cap | How successfully I can reduce greenhouse gases on the farm depends mainly on my skills as a farmer. | 1= I fully disagree, 2, 3, 4, 5= I fully agree |
| self_conf | I am confident that I can reduce greenhouse gases and at the same time produce successfully. | 1= I fully disagree, 2, 3, 4, 5= I fully agree |
| self_not | Climate change is a problem I can not change. | 1= I fully agree, 2, 3, 4, 5= I fully disagree |


| legum | Do you currently implement this measure [Legumes] | 1=yes; 0= no, NA= not relevant |
| :---: | :---: | :---: |
| legum_eff | How effective do you think is this measure? [Legumes] | $1=$ not effective at all, $2,3,4,5=$ very effective, $N A=$ don't know |
| conc | Do you currently implement this measure [Reduction concentrates] | 1=yes; 0= no, NA= not relevant |
| conc_eff | How effective do you think is this measure? [Reduction concentrates] | $1=$ not effective at all, $2,3,4,5=$ very effective, NA= don't know |
| add | Do you currently implement this measure [Additives] | $1=y e s ; 0=$ no, NA= not relevant |
| add_eff | How effective do you think is this measure? [Additives] | $1=$ not effective at all, $2,3,4,5=$ very effective, NA= don't know |
| lact | Do you currently implement this measure [Lactation] | $1=y e s ; 0=$ no, NA= not relevant |
| lact_eff | How effective do you think is this measure? [Lactation] | $1=$ not effective at all, $2,3,4,5=$ very effective, NA= don't know |
| breed | Do you currently implement this measure [Breed] | $1=y e s ; 0=$ no, NA= not relevant |
| breed_eff | How effective do you think is this measure? [Breed] | $1=$ not effective at all, $2,3,4,5=$ very effective, NA= don't know |
| covman | Do you currently implement this measure [Cover manure] | 1=yes; 0= no, NA= not relevant |
| covman_eff | How effective do you think is this measure? [Cover manure] | $1=$ not effective at all, $2,3,4,5=$ very effective, NA= don't know |
| comp | Do you currently implement this measure [Compost manure] | 1=yes; 0= no, NA= not relevant |
| comp_eff | How effective do you think is this measure? [Compost manure] | $1=$ not effective at all, $2,3,4,5=$ very effective, NA= don't know |
| drag | Do you currently implement this measure [Drag hose] | $1=y e s ; 0=$ no, NA= not relevant |
| drag_eff | How effective do you think is this measure? [Drag hose] | $1=$ not effective at all, $2,3,4,5=$ very effective, NA= don't know |
| cov | Do you currently implement this measure [Cover crop] | 1=yes; 0= no, NA= not relevant |
| cov_eff | How effective do you think is this measure? [Cover crop] | $1=$ not effective at all, $2,3,4,5=$ very effective, NA= don't know |


| plough | Do you currently implement this measure [Ploughless] | 1=yes; 0= no, NA= not relevant |
| :---: | :---: | :---: |
| plough_eff | How effective do you think is this measure? [Ploughless] | $1=$ not effective at all, $2,3,4,5=$ very effective, NA= don't know |
| solar | Do you currently implement this measure [Solarpanels] | 1=yes; 0= no, NA= not relevant |
| solar_eff | How effective do you think is this measure? [Solarpanels] | $1=$ not effective at all, $2,3,4,5=$ very effective, NA= don't know |
| biog | Do you currently implement this measure [Biogas] | $1=y e s ; 0=$ no, NA= not relevant |
| biog_eff | How effective do you think is this measure? [Biogas] | $1=$ not effective at all, $2,3,4,5$ = very effective, NA= don't know |
| ecodr | Do you currently implement this measure [Ecodrive] | 1=yes; 0= no, NA= not relevant |
| ecodr_eff | How effective do you think is this measure? [Ecodrive] | $1=$ not effective at all, $2,3,4,5=$ very effective, NA= don't know |
| legum_imag | Which of the measures that you do not currently implement could you imagine to adopt in the future, which not? [Legumes] | $1=I$ can imagine to implement it, $0=I$ cannot imagine to implement it, NA = not relevant or already implemented |
| conc_imag | Which of the measures that you do not currently implement could you imagine to adopt in the future, which not? [Concentrates] | $1=I$ can imagine to implement it, $0=I$ cannot imagine to implement it, NA = not relevant or already implemented |
| add_imag | Which of the measures that you do not currently implement could you imagine to adopt in the future, which not? [Additives] | $1=I$ can imagine to implement it, $0=I$ cannot imagine to implement it, NA = not relevant or already implemented |
| lact_imag | Which of the measures that you do not currently implement could you imagine to adopt in the future, which not? [Lactation] | $1=I$ can imagine to implement it, $0=I$ cannot imagine to implement it, NA = not relevant or already implemented |
| breed_imag | Which of the measures that you do not currently implement could you imagine to adopt in the future, which not? [Breed] | $1=I$ can imagine to implement it, $0=I$ cannot imagine to implement it, NA = not relevant or already implemented |
| covman_imag | Which of the measures that you do not currently implement could you imagine to adopt in the future, which not? [Cover manure] | $1=I$ can imagine to implement it, $0=I$ cannot imagine to implement it, NA = not relevant or already implemented |


| comp_imag | Which of the measures that you do not currently implement could you imagine to adopt in the future, which not? [Compost manure] | $1=I$ can imagine to implement it, $0=I$ cannot imagine to implement it, NA = not relevant or already implemented |
| :---: | :---: | :---: |
| drag_imag | Which of the measures that you do not currently implement could you imagine to adopt in the future, which not? [Drag hose] | $1=I$ can imagine to implement it, $0=I$ cannot imagine to implement it, NA = not relevant or already implemented |
| cov_imag | Which of the measures that you do not currently implement could you imagine to adopt in the future, which not? [Cover crop] | $1=I$ can imagine to implement it, $0=I$ cannot imagine to implement it, NA = not relevant or already implemented |
| plough_imag | Which of the measures that you do not currently implement could you imagine to adopt in the future, which not? [Ploughless] | $1=I$ can imagine to implement it, $0=I$ cannot imagine to implement it, NA = not relevant or already implemented |
| solar_imag | Which of the measures that you do not currently implement could you imagine to adopt in the future, which not? [Solarpanels] | $1=I$ can imagine to implement it, $0=I$ cannot imagine to implement it, NA = not relevant or already implemented |
| biog_imag | Which of the measures that you do not currently implement could you imagine to adopt in the future, which not? [Biogas] | $1=I$ can imagine to implement it, $0=I$ cannot imagine to implement it, NA = not relevant or already implemented |
| ecodr_imag | Which of the measures that you do not currently implement could you imagine to adopt in the future, which not? [Ecodrive] | $1=I$ can imagine to implement it, $0=I$ cannot imagine to implement it, NA = not relevant or already implemented |
| activ_dairy | Which activities can you prinicipally imagine for your company and which not? [Dairy] | $1=$ Would definitely do, 2, 3, 4, 5= Would definitely not do that |
| activ_cattle | Which activities can you prinicipally imagine for your company and which not? [Cattle] | 1= Would definitely do, 2, 3, 4, 5= Would definitely not do that |
| activ_pig | Which activities can you prinicipally imagine for your company and which not? [Pigs] | 1= Would definitely do, 2, 3, 4, 5= Would definitely not do that |
| activ_poultry | Which activities can you prinicipally imagine for your company and which not? [Poultry] | 1= Would definitely do, 2, 3, 4, 5= Would definitely not do that |


| activ_arab | Which activities can you prinicipally imagine for your company and which not? [Arable farming] | 1= Would definitely do, 2, 3, 4, 5= Would definitely not do that |
| :---: | :---: | :---: |
| activ_special | Which activities can you prinicipally imagine for your company and which not? [Special crops] | 1= Would definitely do, 2, 3, 4, 5= Would definitely not do that |
| activ_nonag | Which activities can you prinicipally imagine for your company and which not?[Non-agricultural] | 1= Would definitely do, 2, 3, 4, 5= Would definitely not do that |
| attain_ghg | How well do the statements apply to you and your farm? [Climate protection] | 1=does not apply at all , 2,3,4,5= fully applies |
| attain_yield | How well do the statements apply to you and your farm? [Yield] | 1=does not apply at all , 2,3,4,5= fully applies |
| attain_biodiv | How well do the statements apply to you and your farm? [Biodiversity] | 1=does not apply at all , 2, 3, 4,5= fully applies |
| attain_soil | How well do the statements apply to you and your farm? [Soil fertility] | 1=does not apply at all , 2, 3, 4,5= fully applies |
| attain_incom | How well do the statements apply to you and your farm? [Income] | 1=does not apply at all , 2,3,4,5= fully applies |
| attain_acknow | How well do the statements apply to you and your farm? [Social acknowledgement] | 1=does not apply at all , 2,3,4,5= fully applies |
| innov_pion | How well do the statements apply to you and your farm? [Pinoneer] | 1=does not apply at all , 2, 3, 4,5= fully applies |
| innov_early | How well do the statements apply to you and your farm? [Early adopter] | 1=does not apply at all , 2,3,4,5= fully applies |
| innov_thorou | How well do the statements apply to you and your farm? [Thoroughly thought through] | 1=does not apply at all , 2, 3, 4,5= fully applies |
| innov_others | How well do the statements apply to you and your farm? [After others] | 1=does not apply at all , 2,3,4,5= fully applies |
| innov_trad | How well do the statements apply to you and your farm? [Traditional] | 1=fully applies , 2, 3, 4, $5=$ does not apply at all |


| satisf_Idw | How satisfied are you currently with your annual agricultural income (including direct payments, excluding off-farm income)? | 1 =very unhappy, 2, 3, 4, 5=very happy |
| :---: | :---: | :---: |
| thresh_ldw | Below what agricultural income per year would you be no longer satisfied (in CHF per year)? | $\begin{aligned} & 13=130000,12=120000,11=110000,10=100000, \\ & 9=90000,8=80000,7=70000,6=60000,5=50000, \\ & 4=40000,3=30000,2=20000,1=10000 \end{aligned}$ |
| sartisf_total | How satisfied are you currently with your total earned income (agricultural income, self-employment and other off-farm income)? | 1 =very unhappy, $2,3,4$, 5=very happy |
| thresh_total | Below what total income per year would you be no longer satisfied (in CHF per year)? | $\begin{aligned} & 13=160000,12=150000,11=140000,10=130000, \\ & 9=120000,8=110000,7=100000,6=90000,5=80000, \\ & 4=70000,3=60000,2=50000,1=40000 \end{aligned}$ |
| share | What is the share of your purely agricultural income (including direct payments, excluding off-farm income) of your total earned income? | $1=0-25 \%, 2=25-50 \%, 3=51-75 \%, 4=76-100 \%$ |
| others_opinions | How important is it to you what people around you think about the success of your farm and your farming skills? | 1=not important at all, 2,3,4,5=very important |
| soc_impr | How well do the statements apply to you and your farm? [Impression] | 1=does not apply at all , 2,3,4,5= fully applies |
| soc_inc | How well do the statements apply to you and your farm? [higher income] | 1=does not apply at all , 2,3,4,5= fully applies |
| soc_env | How well do the statements apply to you and your farm? [more enviromental] | 1=does not apply at all , 2,3,4,5= fully applies |
| soc_compinc | How well do the statements apply to you and your farm? [comparison income] | 1=does not apply at all , 2,3,4,5= fully applies |
| soc_compenv | How well do the statements apply to you and your farm? [comparison environmental] | 1=does not apply at all , 2,3,4,5= fully applies |
| net_name1_neigh | Please indicate from where you know the person or how you are related to this person [Neighbor] | 1=yes; NA=no answer |


| net_name1_work | Please indicate from where you know the person or how you are related to this person [Workmate] | 1=yes; NA=no answer |
| :---: | :---: | :---: |
| net_name1_frien | Please indicate from where you know the person or how you are related to this person [Friend] | 1=yes; NA=no answer |
| net_name1_fam | Please indicate from where you know the person or how you are related to this person [Familymember] | 1=yes; NA=no answer |
| net_name1_part | Please indicate from where you know the person or how you are related to this person [Partner] | 1=yes; NA=no answer |
| net_name1_club | Please indicate from where you know the person or how you are related to this person [Club Colleague] | 1=yes; NA=no answer |
| net_name1_vet | Please indicate from where you know the person or how you are related to this person [Veterinary] | 1=yes; NA=no answer |
| net_name1_ext | Please indicate from where you know the person or how you are related to this person [Extension service] | 1=yes; NA=no answer |
| net_name1_oth | Please indicate from where you know the person or how you are related to this person [Other] | 1=yes; NA=no answer |
| net_name2_neigh | Please indicate from where you know the person or how you are related to this person [Neighbor] | 1=yes; NA=no answer |
| net_name2_work | Please indicate from where you know the person or how you are related to this person [Workmate] | 1=yes; NA=no answer |
| net_name2_frien | Please indicate from where you know the person or how you are related to this person [Friend] | 1=yes; NA=no answer |
| net_name2_fam | Please indicate from where you know the person or how you are related to this person [Familymember] | 1=yes; NA=no answer |
| net_name2_part | Please indicate from where you know the person or how you are related to this person [Partner] | 1=yes; NA=no answer |
| net_name2_club | Please indicate from where you know the person or how you are related to this person [Club Colleague] | 1=yes; NA=no answer |
| net_name2_vet | Please indicate from where you know the person or how you are related to this person [Veterinary] | 1=yes; NA=no answer |


| net_name2_ext | Please indicate from where you know the person or how you are related to this person [Extension service] | 1=yes; NA=no answer |
| :---: | :---: | :---: |
| net_name2_oth | Please indicate from where you know the person or how you are related to this person [Other] | 1=yes; NA=no answer |
| net_name3_neigh | Please indicate from where you know the person or how you are related to this person [Neighbor] | 1=yes; NA=no answer |
| net_name3_work | Please indicate from where you know the person or how you are related to this person [Workmate] | 1=yes; NA=no answer |
| net_name3_frien | Please indicate from where you know the person or how you are related to this person [Friend] | 1=yes; NA=no answer |
| net_name3_fam | Please indicate from where you know the person or how you are related to this person [Familymember] | 1=yes; NA=no answer |
| net_name3_part | Please indicate from where you know the person or how you are related to this person [Partner] | 1=yes; NA=no answer |
| net_name3_club | Please indicate from where you know the person or how you are related to this person [Club Colleague] | 1=yes; NA=no answer |
| net_name3_vet | Please indicate from where you know the person or how you are related to this person [Veterinary] | 1=yes; NA=no answer |
| net_name3_ext | Please indicate from where you know the person or how you are related to this person [Extension service] | 1=yes; NA=no answer |
| net_name3_oth | Please indicate from where you know the person or how you are related to this person [Other] | 1=yes; NA=no answer |
| net_name4_neigh | Please indicate from where you know the person or how you are related to this person [Neighbor] | 1=yes; NA=no answer |
| net_name4_work | Please indicate from where you know the person or how you are related to this person [Workmate] | 1=yes; NA=no answer |
| net_name4_frien | Please indicate from where you know the person or how you are related to this person [Friend] | 1=yes; NA=no answer |
| net_name4_fam | Please indicate from where you know the person or how you are related to this person [Familymember] | 1=yes; NA=no answer |


| net_name4_part | Please indicate from where you know the person or how you are related to this person [Partner] | 1=yes; NA=no answer |
| :---: | :---: | :---: |
| net_name4_club | Please indicate from where you know the person or how you are related to this person [Club Colleague] | 1=yes; NA=no answer |
| net_name4_vet | Please indicate from where you know the person or how you are related to this person [Veterinary] | 1=yes; NA=no answer |
| net_name4_ext | Please indicate from where you know the person or how you are related to this person [Extension service] | 1=yes; NA=no answer |
| net_name4_oth | Please indicate from where you know the person or how you are related to this person [Other] | 1=yes; NA=no answer |
| net_name5_neigh | Please indicate from where you know the person or how you are related to this person [Neighbor] | 1=yes; NA=no answer |
| net_name5_work | Please indicate from where you know the person or how you are related to this person [Workmate] | 1=yes; NA=no answer |
| net_name5_frien | Please indicate from where you know the person or how you are related to this person [Friend] | 1=yes; NA=no answer |
| net_name5_fam | Please indicate from where you know the person or how you are related to this person [Familymember] | 1=yes; NA=no answer |
| net_name5_part | Please indicate from where you know the person or how you are related to this person [Partner] | 1=yes; NA=no answer |
| net_name5_club | Please indicate from where you know the person or how you are related to this person [Club Colleague] | 1=yes; NA=no answer |
| net_name5_vet | Please indicate from where you know the person or how you are related to this person [Veterinary] | 1=yes; NA=no answer |
| net_name5_ext | Please indicate from where you know the person or how you are related to this person [Extension service] | 1=yes; NA=no answer |
| net_name5_oth | Please indicate from where you know the person or how you are related to this person [Other] | 1=yes; NA=no answer |
| net_name6_neigh | Please indicate from where you know the person or how you are related to this person [Neighbor] | 1=yes; NA=no answer |


| net_name6_work | Please indicate from where you know the person or how you are related to this person [Workmate] | 1=yes; NA=no answer |
| :---: | :---: | :---: |
| net_name6_frien | Please indicate from where you know the person or how you are related to this person [Friend] | 1=yes; NA=no answer |
| net_name6_fam | Please indicate from where you know the person or how you are related to this person [Familymember] | 1=yes; NA=no answer |
| net_name6_part | Please indicate from where you know the person or how you are related to this person [Partner] | 1=yes; NA=no answer |
| net_name6_club | Please indicate from where you know the person or how you are related to this person [Club Colleague] | 1=yes; NA=no answer |
| net_name6_vet | Please indicate from where you know the person or how you are related to this person [Veterinary] | 1=yes; NA=no answer |
| net_name6_ext | Please indicate from where you know the person or how you are related to this person [Extension service] | 1=yes; NA=no answer |
| net_name6_oth | Please indicate from where you know the person or how you are related to this person [Other] | 1=yes; NA=no answer |
| net_name7_neigh | Please indicate from where you know the person or how you are related to this person [Neighbor] | 1=yes; NA=no answer |
| net_name7_work | Please indicate from where you know the person or how you are related to this person [Workmate] | 1=yes; NA=no answer |
| net_name7_frien | Please indicate from where you know the person or how you are related to this person [Friend] | 1=yes; NA=no answer |
| net_name7_fam | Please indicate from where you know the person or how you are related to this person [Familymember] | 1=yes; NA=no answer |
| net_name7_part | Please indicate from where you know the person or how you are related to this person [Partner] | 1=yes; NA=no answer |
| net_name7_club | Please indicate from where you know the person or how you are related to this person [Club Colleague] | 1=yes; NA=no answer |
| net_name7_vet | Please indicate from where you know the person or how you are related to this person [Veterinary] | 1=yes; NA=no answer |


| net_name7_ext | Please indicate from where you know the person or how you are related to this person [Extension service] | 1=yes; NA=no answer |
| :---: | :---: | :---: |
| net_name7_oth | Please indicate from where you know the person or how you are related to this person [Other] | 1=yes; NA=no answer |
| net_name8_neigh | Please indicate from where you know the person or how you are related to this person [Neighbor] | 1=yes; NA=no answer |
| net_name8_work | Please indicate from where you know the person or how you are related to this person [Workmate] | 1=yes; NA=no answer |
| net_name8_frien | Please indicate from where you know the person or how you are related to this person [Friend] | 1=yes; NA=no answer |
| net_name8_fam | Please indicate from where you know the person or how you are related to this person [Familymember] | 1=yes; NA=no answer |
| net_name8_part | Please indicate from where you know the person or how you are related to this person [Partner] | 1=yes; NA=no answer |
| net_name8_club | Please indicate from where you know the person or how you are related to this person [Club Colleague] | 1=yes; NA=no answer |
| net_name8_vet | Please indicate from where you know the person or how you are related to this person [Veterinary] | 1=yes; NA=no answer |
| net_name8_ext | Please indicate from where you know the person or how you are related to this person [Extension service] | 1=yes; NA=no answer |
| net_name8_oth | Please indicate from where you know the person or how you are related to this person [Other] | 1=yes; NA=no answer |
| net_name9_neigh | Please indicate from where you know the person or how you are related to this person [Neighbor] | 1=yes; NA=no answer |
| net_name9_work | Please indicate from where you know the person or how you are related to this person [Workmate] | 1=yes; NA=no answer |
| net_name9_frien | Please indicate from where you know the person or how you are related to this person [Friend] | 1=yes; NA=no answer |
| net_name9_fam | Please indicate from where you know the person or how you are related to this person [Familymember] | 1=yes; NA=no answer |


| net_name9_part | Please indicate from where you know the person or how you are related to this person [Partner] | 1=yes; NA=no answer |
| :---: | :---: | :---: |
| net_name9_club | Please indicate from where you know the person or how you are related to this person [Club Colleague] | 1=yes; NA=no answer |
| net_name9_vet | Please indicate from where you know the person or how you are related to this person [Veterinary] | 1=yes; NA=no answer |
| net_name9_ext | Please indicate from where you know the person or how you are related to this person [Extension service] | 1=yes; NA=no answer |
| net_name9_oth | Please indicate from where you know the person or how you are related to this person [Other] | 1=yes; NA=no answer |
| net_name10_neigh | Please indicate from where you know the person or how you are related to this person [Neighbor] | 1=yes; NA=no answer |
| net_name10_work | Please indicate from where you know the person or how you are related to this person [Workmate] | 1=yes; NA=no answer |
| net_name10_frien | Please indicate from where you know the person or how you are related to this person [Friend] | 1=yes; NA=no answer |
| net_name10_fam | Please indicate from where you know the person or how you are related to this person [Familymember] | 1=yes; NA=no answer |
| net_name10_part | Please indicate from where you know the person or how you are related to this person [Partner] | 1=yes; NA=no answer |
| net_name10_club | Please indicate from where you know the person or how you are related to this person [Club Colleague] | 1=yes; NA=no answer |
| net_name10_vet | Please indicate from where you know the person or how you are related to this person [Veterinary] | 1=yes; NA=no answer |
| net_name10_ext | Please indicate from where you know the person or how you are related to this person [Extension service] | 1=yes; NA=no answer |
| net_name10_oth | Please indicate from where you know the person or how you are related to this person [Other] | 1=yes; NA=no answer |
| net_name1_imp | Please indicate how important the person is for your decision-making on the farm. | 1=very important, 2=important, 3= not important |


| net_name2_imp | Please indicate how important the person is for your <br> decision-making on the farm. | 1=very important, 2=important, 3= not important |
| :--- | :--- | :--- |$|$| net_name3_imp |
| :--- |
| net_name4_imp |
| Please indicate how important the person is for your <br> decision-making on the farm. |
| net_name5_imp |
| Please indicate how important the person is for your <br> decision-making on the farm. |
| Please indicate how important the person is for your <br> decision-making on the farm. |
| net_name6_imp |
| Please indicate how important the person is for your <br> decision-making on the farm. |
| net_name8_imp |
| net_name9_imp |
| Please indicate how important the person is for your <br> decision-making on the farm. |
| net_name10_imp |
| Please indicate how important the person is for your <br> decision-making on the farm. |
| Please indicate how important the person is for your <br> decision-making on the farm. |
| lott_1 |


| biodiv_goal | Please rank these goals regarding their importance for your decisions on the farm. [Preservation of biodiversity] | 8 = highest importance, 5, 4, 3, 2, 1= lowest importance |
| :---: | :---: | :---: |
| acknow_goal | Please rank these goals regarding their importance for your decisions on the farm. [Social acknowledgement] | 9 = highest importance, 5, 4, 3, 2, 1= lowest importance |
| yield_goal | Please rank these goals regarding their importance for your decisions on the farm. [High yield] | $10=$ highest importance, $5,4,3,2,1=$ lowest importance |
| income_goal | Please rank these goals regarding their importance for your decisions on the farm. [High income] | 11 = highest importance, 5, 4, 3, 2, 1= lowest importance |
| info_gew | After completing the survey, would you like to receive 10 CHF in return for your participation and profit? | 1=yes; 0= no |
| info_resul | Would you like to receive a summary of the survey results? | $1=y e s ; 0=n o$ |
| interviewtime | Data representing how long the participant took to answer the whole survey | Seconds |

