Group: ❑ Doer ❑ Non-Doer

**Barrier Analysis Questionnaire:**

**Calculating Profit and Loss for use with farmers that sell a portion of their crop[[1]](#footnote-2)**

**Behavior Statement**

Targeted farmers calculate their profit/loss based on costs

and sales records they keep themselves.

**Demographic Data**

Interviewer’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Questionnaire No.: \_\_\_\_\_Date: \_\_\_/\_\_\_/\_\_\_

Community: \_\_\_\_\_\_\_\_\_\_\_\_\_

Scripted Introduction:

Hi, my name is\_\_\_\_\_\_\_\_\_; and I am part of a study team looking into things farmers do to increase their income. The study includes a discussion of this issue and will take about 20 minutes. I would like to hear your views on this topic. You are not obliged to participate in the study and no services will be withheld if you decide not to. Likewise, if you chose to be interviewed you will not receive any gifts, special services or remuneration. Everything we discuss will be held in strict confidence and will not be shared with anyone else.

Would you like to participate in the study? [ If not, thank them for their time.]

**Section A - Doer/Non-doer Screening Questions**

1. What is your primary occupation?

❑ a. Farmer

❑ b. Anything other than farmer 🡪 *End interview and look for another respondent*

❑ c. Don’t Know / Won’t say 🡪 *End interview and look for another respondent*

2. What is the main crop that you plant? [maize, rice, sorghum, millet, or other seed crop] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 🡨 write the name of the crop here

3. Did you sell any of your harvested [insert name of crop mentioned] \_\_\_\_\_\_\_\_\_\_\_ after the last growing season?

❑ a. Yes

❑ b. No 🡪 *End interview and look for another respondent*

❑ c. Doesn’t know/Won’t say 🡪 *End interview and look for another respondent*

*I would like you to think about the things you did during the last growing season to answer the following questions.*

4. What were the things you had to buy or pay for in order to cultivate and sell your crop of [write the name of the crop they mentioned above]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

❑ a. seeds

❑ b. fertilizer

❑ c. pesticides

❑ d. labor

❑ e. transport

❑ f. other

❑ g. doesn’t remember/won’t say🡪 *End the interview and look for a different* *respondent*

5. Did you record the total costs associated with these expenditures?

❑ a. Yes

❑ b. No 🡪 Mark as Non-doer

❑ c. Doesn’t know/Won’t say 🡪 *End interview and look for another respondent*

6. Could you please show me where you recorded these costs?

❑ a. Was able to see where the costs were recorded

❑ b. Not able to see where the costs were recorded 🡪 *Mark as Non-doer*

*Now I am going to ask you about your harvest and sales*

7. How many kilos[[2]](#footnote-3) of grain did you harvest from your crop of [insert the name of the crop they mentioned above here] \_\_\_\_\_\_\_\_\_\_\_\_\_during your last growing season? \_\_\_\_\_\_\_\_\_\_\_\_ 🡨 write total kilos of grain harvested

OR

❑ c. Doesn’t know/Won’t say 🡪 *End interview and look for another respondent*

8. Earlier you told me that you sold a portion of your harvest; did you record all of the sales events, prices and amounts for any of the harvest that you sold from your crop of [insert the name of the crop them mentioned here] \_\_\_\_\_\_\_\_\_\_\_\_\_?

❑ a. Yes

❑ b. No 🡪 *Mark as Non-doer*

❑ c. Doesn’t know/Won’t say 🡪 *End interview and look for another respondent*

9. Did you add up all the sales figures and amounts for any of the harvest that was sold and calculate the total value of sales?

❑ a. Yes

❑ b. No 🡪 Mark as Non-doer

❑ c. Doesn’t know/Won’t say 🡪 *End interview and look for another respondent*

10. Did you record the total amount that you earned from all the sales? (the value of sales)?

❑ a. Yes

❑ b. No 🡪 Mark as Non-doer

❑ c. Doesn’t know/Won’t say 🡪 *End interview and look for another respondent*

11. Could you please show me where you recorded the total value your sales?

(*look to see where the farmer has recorded the prices and amounts from the various sales*)

❑ a. Was able to see where the sales were recorded

❑ b. Not able to see where the sales were recorded 🡪 *Mark as Non-doer*

*Now I would like you to think about any of your harvested grain that was not sold*

12. Did you record the value of your unsold portion of your harvest using a similar price to that obtained for the sold portion of your harvest?

❑ a. Yes

❑ b. No 🡪 Mark as Non-doer

❑ c. Doesn’t know/Won’t say 🡪 *End interview and look for another respondent*

13. Did you subtract the **total cost** of cultivating your main crop from the **total value** of the **sold and unsold portions** of the crop to calculate your profit or loss?

❑ a. Yes

❑ b. No 🡪 *Mark as Non-doer*

❑ c. Doesn’t know/Won’t say 🡪 *End interview and look for another respondent*

14. Could you please show me where you recorded the total profit or loss?

❑ a. Was able to see where the total profit or loss was recorded

❑ b. Not able to see where the total profit and loss was recorded 🡪 *Mark as Non-doer*

**DOER /NON-DOER CLASSIFICATION TABLE**

***Follow this table with care***

|  |  |  |
| --- | --- | --- |
| **DOER**  (all of the following) | **Non-Doer**  (any ONE of the following) | **Do Not Interview**  (any ONE of the following) |
| Question 1 = A |  | Question 1 = B or C |
|  |  |  |
| Question 3 = A |  | Question 3 = B or C |
|  |  |  |
| Question 5 = A | Question 5 = B | Question 5 = C |
| Question 6 = A | Question 6 = B |  |
|  |  | Question 7 = C |
| Question 8 = A | Question 8 = B | Question 8 = C |
| Question 9 = A | Question 9 = B | Question 9 = C |
| Question 10 = A | Question 10 = B | Question 10 = C |
| Question 11 = A | Question 11 = B |  |
| Question 12 = A | Question 12 = B | Question 12 = C |
| Question 13 = A | Question 13 = B | Question 13 = C |
| Question 14 = A | Question 14 = B |  |

Group: ❑ Doer ❑ Non-doer

**Behavior Explanatio**n - In the following questions I am going to be asking you about calculating the profit and loss of your crop. By this I mean recording all of the costs associated with planting your main crop, recording the value you received from the sale of your main crop, recording the value of your unsold crop; and then subtracting the costs from the total value of your crop (sales and unsold) to calculate your profit or loss.

**Section B – Research Questions**

*(Perceived Self-efficacy)*

1. **Doers and Non-doers:** With your present knowledge, money, and skills do you think that you could calculate the profit and loss from your crop, based on costs and sales records?

❑ a. Yes

❑ b. Possibly

❑ c. No

❑ d. Don’t Know

*(Perceived Self-efficacy)*

**2a. *Doers***: What makes it ***easier*** for you to calculate the profit and loss from your crop, based on costs and sales records?

**2b.** ***Non-doers***: What would make it ***easier*** for you to calculate the profit and loss from your crop, based on costs and sales records?

***(Write all responses below. Probe with “What else?”)***

*(Perceived Self-efficacy)*

**3a. *Doers***: What makes it ***difficult*** for you to calculate the profit and loss from your crop, based on costs and sales records?

**3b.** ***Non-doers***: What would make it ***difficult*** for you to calculate the profit and loss from your crop, based on costs and sales records?

***(Write all responses below. Probe with “What else?”)***

*(Perceived Positive Consequences)*

**4a.** ***Doers:*** What are the ***advantages*** of calculating the profit and loss from your crop, based on costs and sales records?

**4b. *Non-doers:*** What would be the ***advantages*** of calculating the profit and loss from your crop, based on costs and sales records?

***(Write all responses below. Probe with “What else?”)***

*(Perceived Negative Consequences)*

**5a.** ***Doers:*** What are the ***disadvantages*** of calculating the profit and loss from your crop, based on costs and sales records?

**5b. *Non-doers:*** What would be the ***disadvantages*** of calculating the profit and loss from your crop, based on costs and sales records?

***(Write all responses below. Probe with “What else?”)***

*(Perceived Social Norms )*

**6a. *Doers:*** Do most of the people that you know approve of you calculating the profit and loss from your crop, based on costs and sales records?

**6b.** ***Non-doers***: Would most of the people that you know approve of you calculating the profit and loss from your crop, based on costs and sales records?

❑ a. Yes

❑ b. Possibly

❑ c. No

❑ d. Don’t Know / Won’t say

*(Perceived Social Norms )*

**7a.** ***Doers:*** Who are the people that ***approve*** of you calculating the profit and loss from your crop, based on costs and sales records?

**7b.** ***Non-doers:*** Who are the people that ***would approve*** of you calculating the profit and loss from your crop, based on costs and sales records?

***(Write all responses below. Probe with “Who else?”)***

*(Perceived Social Norms)*

**8a.** ***Doers:*** Who are the people that ***disapprove*** of you calculating the profit and loss from your crop, based on costs and sales records?

**8b.** ***Non-doers:*** Who are the people that ***would disapprove*** of you calculating the profit and loss from your crop, based on costs and sales records?

***(Write all responses below. Probe with “Who else?”)***

*(Perceived Access)*

**9a.** ***Doers:*** How difficult is it to get the things you need to calculate the profit and loss from your crop, based on costs and sales records? Very difficult, somewhat difficult, or not difficult at all?

**9b. *Non-doers:*** How difficult would it be to get the things you need to calculate the profit and loss from your crop, based on costs and sales records? Very difficult, somewhat difficult, not difficult at all

❑ a. Very difficult

❑ b. Somewhat difficult

❑ c. Not difficult at all.

❑ d. Don’t Know / Won’t say

*(Perceived Cues for Action / Reminders)*

**10a. *Doers:*** How difficult is it to remember how to calculate the profit and loss from your crop, based on costs and sales records? Very difficult, somewhat difficult, or not difficult at all?

**10b. *Non-doers:*** How difficult do you think it would be to remember how to calculate the profit and loss from your crop, based on costs and sales records?

Very difficult, somewhat difficult, or not difficult at all?

❑ a. Very difficult

❑ b. Somewhat difficult

❑ c. Not difficult at all.

❑ d. Don’t Know / Won’t say

*(Perceived Susceptibility / Perceived Risk)*

**11.** ***Doers* *and Non-doers:*** How likely is it that your costs would be higher than the money you earned from the sale of your main crop next year? Very likely, somewhat likely, not likely at all

❑ a. Very likely

❑ b. Somewhat likely

❑ c. Not likely at all

*(Perceived Severity)*

**12.** **Doers and Non-doers:** How serious would it be if your costs were higher than the money you earned from the sale of your main crop next year? Very serious, somewhat serious, or not serious at all?

❑ a. Very serious

❑ b. Somewhat serious

❑ c. Not serious at all

❑ d. Don’t Know / Won’t say

*(Action Efficacy)*

**13. Doers and Non-doers:** How likely is it that you would lose money (spend more than your earn) on the sale of your crop if you calculated the profit/loss based on cost and sales records?

Very likely, somewhat likely or not likely at all?

❑ a. Very likely

❑ b. Somewhat likely

❑ c. Not likely at all

*(Policy)*

**14. *Doers and Non-doers*:** Are there any community laws or rules in place that make it more likely that you would calculate the profit and loss from your crop, based on costs and sales records?

❑ a. Yes

❑ b. No

❑ c. Don’t Know / Won’t say

*(Culture)*

**15. Doers and Non-doers:** Are there any cultural rules or taboos against calculating the profit and loss from your crop, based on costs and sales records?

❑ a. Yes

❑ b. No

❑ c. Don’t Know / Won’t say

*Now I am going to ask you a question totally unrelated to the topic we’ve been discussing.*

*(Question on Universal Motivators)*

**16. Doers and Non-doers:** What is the one thing you desire most in life?

***THANK THE RESPONDENT FOR HIS /HER TIME!***

1. This survey needs to be conducted just before the planting season begins to make it easier to find farmers who have sold or consumed all or most of the harvest from the prior season. [↑](#footnote-ref-2)
2. The unit of calculating the harvest should be modified to the local context. [↑](#footnote-ref-3)