**Supplemental material:** Original survey questions that provided data for the current manuscript

1. Do you have any of the following cattle enterprises? Check all that are applicable.

⎕ Cow-calf ⎕ Stocker ⎕ Grass-finishing ⎕ Custom graze

We do not operate any of these cattle enterprises ⎕

*If you never operated any of the listed cattle enterprises, please stop here and return the survey in the envelope provided. Thank you.*

2. In a typical year, how long is your grazing season? \_\_\_\_\_\_\_\_\_\_\_\_\_\_ days/year

3. On your current operation, please indicate how many acres are:

|  |  |  |
| --- | --- | --- |
|  | Total acres operated | Of which, acres rented |
| i. Native rangeland | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ii. Improved pastures | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| iii. Planted area for hay/forage | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| iv. Cropland | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

4. When managing your ranch, how do you rate the importance of the following main goals:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **MANAGEMENT GOALS** | **iMPORTANCE OF eACH gOAL** | | | | |
| **Not  Important** | **Slightly Important** | **Somewhat Important** | **Quite**  **Important** | **Very**  **Important** |
| Maintain high economic returns every year | ⎕ | ⎕ | ⎕ | ⎕ | ⎕ |
| Breed/maintain high quality stock | ⎕ | ⎕ | ⎕ | ⎕ | ⎕ |
| Improve soil/grassland quality | ⎕ | ⎕ | ⎕ | ⎕ | ⎕ |
| Improve water quality/wildlife habitat | ⎕ | ⎕ | ⎕ | ⎕ | ⎕ |
| Be considered one of the best ranchers in my area | ⎕ | ⎕ | ⎕ | ⎕ | ⎕ |
| Achieve a desirable work-life balance | ⎕ | ⎕ | ⎕ | ⎕ | ⎕ |

***Before continuing with the questionnaire, please read the following definitions to make sure that you understand how we are using terms in this survey.***

|  |  |  |
| --- | --- | --- |
| **Continuous Grazing**  Livestock have unrestricted access to the entire pasture or rangeland throughout the grazing season. | **Rotational Grazing**  Usually 4 to 15 pastures per herd are used and livestock **graze on each paddock for weeks or months** before moving to the next one. | **Management Intensive Grazing (MIG)**  More pastures (usually 16+) per herd are used with short grazing periods of 1 to 14 days followed by a grass recovery period of 20 to 100 days. |

5. Please check your current adoption status for rotational grazing or MIG and specify the number of years of adoption (Please write “0” in the “Years of adoption” space for practices not adopted yet).

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Adoption Status** | | **Not adopted yet** | **Adopted, but discontinued** | **Currently practicing** | **Years of practicing** |
| **On owned land** | Rotation grazing | ⎕ | ⎕ | ⎕ | \_\_\_\_\_\_\_\_ Years |
| MIG | ⎕ | ⎕ | ⎕ | \_\_\_\_\_\_\_\_ Years |
| **On rented land** | Rotation grazing | ⎕ | ⎕ | ⎕ | \_\_\_\_\_\_\_\_ Years |
| MIG | ⎕ | ⎕ | ⎕ | \_\_\_\_\_\_\_\_ Years |

6. Please rate the importance of following information sources that may affect your rotational grazing or MIG adoption decision making.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **sources** | **iMPORTANCE OF information source** | | | | |
| **Not  Important** | **Slightly Important** | **Somewhat Important** | **Quite**  **Important** | **Very**  **Important** |
| Government agencies (such as NRCS) | ⎕ | ⎕ | ⎕ | ⎕ | ⎕ |
| Associations (Grassland Coalition, Society for Range Management, etc.) | ⎕ | ⎕ | ⎕ | ⎕ | ⎕ |
| University extension | ⎕ | ⎕ | ⎕ | ⎕ | ⎕ |

7. Whether or not you have adopted, please indicate what you observe or expect regarding the following possible benefits associated with rotational grazing or MIG practices on your ranch or neighboring ranches.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Potential Benefits** | **None** | **Slight** | **Medium** | **Significant** |
| Increased percentage of desirable grass | ⎕ | ⎕ | ⎕ | ⎕ |
| Decreased runoff and erosion | ⎕ | ⎕ | ⎕ | ⎕ |
| Increased drought resilience/faster drought recovery | ⎕ | ⎕ | ⎕ | ⎕ |
| Prolonged grazing season | ⎕ | ⎕ | ⎕ | ⎕ |
| Increased stocking rate capacity | ⎕ | ⎕ | ⎕ | ⎕ |
| Increased livestock weight gain | ⎕ | ⎕ | ⎕ | ⎕ |
| Improved livestock health | ⎕ | ⎕ | ⎕ | ⎕ |

8. What is the highest level of education that you have completed?

|  |  |
| --- | --- |
| ⎕ Less than high school | ⎕ 4-year college degree |
| ⎕ High school | ⎕ Advanced degree (Masters, etc.) |
| ⎕ Some college/technical school |  |

9. Please indicate the level of **your beef cattle enterprise gross sales** in a typical year.

|  |  |
| --- | --- |
| ⎕ Less than $50,000 | ⎕ From $250,000 up to $499,999 |
| ⎕ From $50,000 up to $99,999 | ⎕ From $500,000 up to $999,999 |
| ⎕ From $100,000 up to $249,999 | ⎕ $1 million or more |