

GUIDE TO FILLING IN THE AHP QUESTIONNAIRE

The objective of the questionnaire is to understand which factors are most important for the **enhancement of Piedmontese chestnut resource**. You will be asked to put an "x" in each row of the tables to define a score for the pairwise comparison of these factors.

There are four tables to be completed, to which different criteria for evaluating the objective are linked. Specifically, the first table assesses the criterion of the **strengths** associated with the Piedmontese chestnut resource; the second deals with its **weaknesses**, while the third and last tables respectively assess the **opportunities** and **threats** involving this forest resource.

A) STRENGTHS - FAC-SIMILE

1. This is a **fac-simile** of the table you will have to evaluate.

2. You have to evaluate **each line** with an 'x' comparing the left factor with the right factor.

Factor	Factor weighting score																	Factor
	More important than								Equal	Less important than								
Factor A	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Factor B
Factor A	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Factor C
Factor A	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Factor D
Factor B	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Factor C
Factor B	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Factor D
Factor C	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Factor D

A) STRENGTHS – FAC-SIMILE

3. Remember that each factor refers to the objective: enhancement of Piedmontese chestnut resource.

4. Factor A is 6 times more important than factor B. Factor B is equally as important as factor C for chestnut enhancement, while factor D is 7 times more important than factor C.

Factor	Factor weighting score																	Factor
	More important than								Equal	Less important than								
Factor A	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Factor B
Factor A	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Factor C
Factor A	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Factor D
Factor B	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Factor C
Factor B	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Factor D
Factor C	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Factor D