

## Appendix

Table A1: Farm characteristics

	N	%
<i>Farm classification</i>		
Cereal	93	15.58
Dairy	44	7.37
General Cropping	62	10.39
Horticulture	6	1.01
Livestock (LFA)	117	19.60
Livestock (lowland)	98	16.42
Mixed	145	24.29
Specialist poultry	1	0.17
Other (not listed above)	31	5.19
Missing data	202	
<i>UK region</i>		
East Midlands	47	7.87
East of England	72	12.06
London	2	0.34
North East	27	4.52
North West	40	6.70
Northern Ireland	3	0.50
Scotland	83	13.90
South East England	61	10.22
South West England	116	19.43
Wales	37	6.20
West Midlands	53	8.88
Yorkshire and the Humber	56	9.38
Missing data	202	
<i>Total holding size</i>		
0 to 19 hectares	55	9.30
20 to 49 hectares	88	14.89
50 to 99 hectares	122	20.64
100 hectares or more	326	55.16
Missing data	208	
<i>Annual farm income (inc subsidies)</i>		
£0 to £60,000	299	57.28
£60,001 to £120,000	99	18.98
£120,001 to £180,000	34	6.52
£180,001 or above	90	17.25
Missing data	277	

**Table A2: Demographic characteristics**

	N	%
<i>Gender</i>		
Male	499	83.87
Female	89	14.96
Prefer not to say / Other	7	1.18
Missing data	204	
<i>Age group</i>		
0-39 years old	73	12.33
40-49 years old	84	14.19
50-59 years old	187	31.59
60-69 years old	160	27.03
70 or above	88	14.86
Missing data	207	
<i>Marital status</i>		
Single	54	9.08
Married or living with a partner	485	81.51
Divorced/separated/widowed	42	7.06
Prefer not to say	14	2.35
Missing data	204	
<i>Has any children?</i>		
No	120	20.17
Yes	460	77.31
Prefer not to say	15	2.52
Missing data	204	
<i>Highest level of education</i>		
Below high school	49	8.39
High school	224	38.36
Undergraduate degree	253	43.32
Postgraduate degree (e.g. Master's) / Doctorate /PhD	58	9.93
Missing data	215	

**Table A3: Respondent characteristics across treatment conditions**

	Maintain measures			Wildlife activity		
	Control n = 75	Award n = 72	Website n = 85	Control n =	Treat n =	Treat n =
<b>Age group</b>						
0-39	7	9	9	23	23	27
40-49	13	10	15	21	33	30
50-59	26	21	23	66	63	58
60-69	20	23	21	54	56	50
70 or above	8	8	16	37	28	23
Missing data	1	1	1	63	70	74
<b>Highest level of education</b>						
Below high school	5	2	7	16	18	15
High school	12	24	20	79	74	71
Undergraduate	42	36	48	86	94	73
Postgraduate / Doctorate	13	8	7	17	17	24
Missing data	3	2	3	66	70	79
<b>Total holding size</b>						
0-19 ha	4	2	2	25	17	13
20-49 ha	6	5	8	24	30	34
50-99 ha	13	16	12	43	44	35
100 ha or above	51	49	62	110	111	105
Missing data	1	0	1	62	71	75
<b>Annual farm income (inc</b>						
£0 - £60,000	34	31	37	95	113	91
£60,001 - £120,000	7	14	14	34	33	32
£120,001 - £180,000	6	3	8	8	14	12
£180,001 or above	13	13	14	37	23	30
Missing data	15	11	12	90	90	97
<b>Gender</b>						
Male	62	62	70	172	167	160
Female	11	9	12	26	37	26
Other / prefer not to say	1	0	2	4	0	3
Missing data	1	1	1	62	69	73
<b>Farm classification</b>						
Cereal	13	13	14	33	35	25
Dairy	2	6	4	14	14	16
General cropping	6	9	11	23	20	19
Horticulture	0	9	1	1	2	3
Livestock (LFA)	16	13	20	36	37	44
Livestock (Lowland)	12	8	11	32	37	29
Mixed	24	22	20	51	50	44
Specialist poultry	0	0	0	0	1	0
Other	2	1	3	13	9	9
Missing data	2	1	1	61	68	73
<b>Currently enrolled in an</b>						

Yes	75	72	85	83	83	69
No	0	0	0	123	124	125
Missing data	0	0	0	58	66	68
<b>Environmentally-friendly</b>						
Definitely not	0	0	0	1	11	2
Probably not	1	2	2	6	11	8
Probably yes	29	21	29	84	82	86
Definitely yes	45	49	53	112	111	94
Missing data	0	0	1	61	68	72
<b>Environmental resp. of</b>						
Definitely not	0	2	1	2	2	4
Probably not	1	0	0	2	1	4
Probably yes	19	15	16	53	60	56
Definitely yes	55	55	67	146	141	126
Missing data	0	0	1	61	69	72

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Note: Not all individuals that responded to the experimental questions also completed all of the demographic information at the end of the survey. For those that did provide this information, the table suggests that randomisation was effective in generating balance in farmer characteristics across treatment conditions.