

Appendix B for 'Which benefits would make farmers happier, and which would they choose?'

B. Additional tables

Table B1: Probit regressions showing how individual and farm characteristics influence the probability of preferring a different option for choice to the option selected for happiness in each scenario

	Scenarios 1-3 pooled	Scenario 4	Scenario 5	Scenario 6
Female	-0.0412 (0.223)	0.929** (0.365)	0.0569 (0.191)	0.0608 (0.220)
<i>Age band (relative to below 50)</i>				
50-59 years	-0.218 (0.192)	0.325 (0.439)	-0.307 (0.195)	-0.711*** (0.232)
60-69 years	-0.368* (0.206)	0.0884 (0.473)	-0.450** (0.215)	-0.318 (0.216)
70 or above	-0.529* (0.274)	-0.159 (0.615)	-0.195 (0.205)	-0.193 (0.223)
Farm income (in £15k intervals)	0.00955 (0.0172)	-0.00962 (0.0404)	0.00598 (0.0155)	0.0111 (0.0176)
<i>Farm type (relative to cereal / cropping)</i>				
Dairy	-0.891** (0.391)	0.302 (0.710)	-0.16 (0.316)	-0.347 (0.337)
Livestock	-0.263 (0.199)	0.0685 (0.436)	0.0639 (0.206)	-0.16 (0.223)
Mixed	0.191 (0.197)	0.0134 (0.483)	0.245 (0.215)	-0.0432 (0.228)
Other	-0.0114 (0.367)	1.179* (0.653)	0.113 (0.292)	0.27 (0.328)
<i>Education level (relative to below high school)</i>				
High school	0.755** (0.370)	-0.147 (0.592)	-0.133 (0.286)	-0.29 (0.226)
Undergraduate degree	0.693* (0.368)	0.601 (0.576)	-0.154 (0.290)	-0.478** (0.228)
Postgraduate degree / PhD	0.49 (0.428)		-0.0429 (0.330)	
<i>Marital status (relative to single)</i>				
Married or living with partner	-0.433 (0.336)	-0.61 (0.545)	-0.171 (0.294)	0.272 (0.325)
Divorced / separated	-0.661	0.591	0.437	

	(0.513)	(0.862)	(0.404)	
Widowed			0.206	-0.0783
			(0.533)	(0.612)
Prefer not to say	-0.0273		0.251	1.076*
	(0.925)		(0.688)	(0.606)
<i>Has children? (relative to no children)</i>				
Yes	0.347	-0.607	-0.144	-0.00605
	(0.258)	(0.441)	(0.211)	(0.220)
Prefer not to say	0.121			
	(0.873)			
Life satisfaction (higher is better)	0.0198	-0.031	0.0897**	-0.105**
	(0.0352)	(0.0797)	(0.0431)	(0.0434)
Constant	-1.396***	-1.136	-1.559***	-0.361
	(0.492)	(0.882)	(0.527)	(0.527)
Observations	458	219	664	622

Note: Coefficients are estimates from probit regressions. Standard errors are in parentheses. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. The dependent variable is binary: it is 1 when choice and happiness options differ and 0 otherwise. This measure only accounts for when preferences are completely flipped (i.e. responses where the strength of preference for the same option differed between choice and well-being will be marked as 0). The first regression pools the pecuniary vs non-pecuniary scenarios by setting the dependent variable as 1 if the individual selected different options in at least one of Scenarios 1-3, and 0 if they maintained consistent preferences.

Table B2: Proportion choosing option A in each of the six scenarios, split by subgroup

	Scenario																	
	1. Env (A) vs Pec (B)			2. Pec (A) vs S&L (B)			3. Pec (A) vs Lab (B)			4. S&L (A) vs Lab (B)			5. Env (A) vs S&L (B)			6. Env (A) vs Lab (B)		
<i>Farm type</i>	<i>Cereal / cropping</i>	<i>Dairy</i>	<i>Livestock</i>	<i>Cereal / cropping</i>	<i>Dairy</i>	<i>Livestock</i>	<i>Cereal / cropping</i>	<i>Dairy</i>	<i>Livestock</i>	<i>Cereal / cropping</i>	<i>Dairy</i>	<i>Livestock</i>	<i>Cereal / cropping</i>	<i>Dairy</i>	<i>Livestock</i>	<i>Cereal / cropping</i>	<i>Dairy</i>	<i>Livestock</i>
Happier with A	43%	29%	62%	55%	70%	32%	52%	52%	48%	43%	72%	96%	51%	34%	11%	35%	64%	67%
Would choose A	36%	21%	56%	62%	75%	38%	61%	61%	57%	46%	72%	91%	53%	33%	15%	35%	64%	69%
n	75	24	108	77	20	101	82	21	108	76	23	113	149	66	319	168	64	308
<i>Education</i>	<i><= high school</i>	<i>Degree or above</i>		<i><= high school</i>	<i>Degree or above</i>		<i><= high school</i>	<i>Degree or above</i>		<i><= high school</i>	<i>Degree or above</i>		<i><= high school</i>	<i>Degree or above</i>		<i><= high school</i>	<i>Degree or above</i>	
Happier with A	47%	56%		41%	47%		34%	54%		57%	71%		30%	31%		48%	67%	
Would choose A	41%	46%		46%	57%		40%	59%		57%	70%		31%	31%		49%	67%	
n	142	147		133	152		128	173		143	150		378	379		360	403	
<i>Gender</i>	<i>Male</i>	<i>Female</i>		<i>Male</i>	<i>Female</i>		<i>Male</i>	<i>Female</i>		<i>Male</i>	<i>Female</i>		<i>Male</i>	<i>Female</i>		<i>Male</i>	<i>Female</i>	
Happier with A	50%	61%		48%	29%		47%	33%		68%	43%		28%	45%		58%	59%	
Would choose A	43%	48%		55%	38%		53%	35%		65%	52%		29%	45%		58%	58%	
n	247	46		241	48		260	40		250	44		622	132		641	119	
<i>Age</i>	<i>< 50</i>	<i>50-59</i>	<i>≥60</i>	<i>< 50</i>	<i>50-59</i>	<i>≥60</i>	<i>< 50</i>	<i>50-59</i>	<i>≥60</i>	<i>< 50</i>	<i>50-59</i>	<i>≥60</i>	<i>< 50</i>	<i>50-59</i>	<i>≥60</i>	<i>< 50</i>	<i>50-59</i>	<i>≥60</i>
Happier with A	44%	55%	54%	42%	52%	41%	54%	44%	39%	73%	72%	54%	15%	30%	39%	64%	58%	54%
Would choose A	32%	47%	49%	62%	57%	45%	62%	46%	44%	69%	73%	53%	19%	30%	39%	68%	57%	54%
n	84	94	117	60	99	130	93	89	122	77	92	127	183	210	414	200	210	400
<i>Children</i>	<i>No</i>	<i>Yes</i>		<i>No</i>	<i>Yes</i>		<i>No</i>	<i>Yes</i>		<i>No</i>	<i>Yes</i>		<i>No</i>	<i>Yes</i>		<i>No</i>	<i>Yes</i>	
Happier with A	52%	51%		48%	44%		47%	44%		60%	66%		41%	29%		57%	58%	
Would choose A	47%	43%		54%	51%		47%	51%		57%	66%		44%	29%		55%	59%	
n	60	230		50	234		72	224		58	232		150	601		150	602	

Note: Additional mixed / other farm type categories have been omitted from this analysis to focus on types with identifiable differences in farming practice.

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