Supplementary Material

SECTION 1: Demographic Factors

**1. How would you describe yourself?**

[ ] Male

[ ] Female

[ ] In another way

[ ] Prefer not to say

**2. In what year where you born?** (Please input 0, if you would prefer not to say)

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**3. What is the highest level of education you have completed** (If you’re currently still in education, please indicate the highest level you have received)**?**

[ ] Primary

[ ] Secondary

[ ] Undergraduate Degree

[ ] Post-graduate Degree

[ ] Other (Please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[ ] Prefer not to say

**4. What is the annual income of your household (in £/€)?** (Annual household income is the combined gross pay, before tax, of all the income-contributing people in your home).

[ ] Less than 20,000

[ ] 20,000 to 34,999

[ ] 35,000 to 49,999

[ ] 50,000 to 74,999

[ ] 75,000 to 99,999

[ ] Over 100,000

[ ] Prefer not to say

**5. Which of the following best describes your current dietary** **preferences?**

[ ] Meat is a regular part of my diet

[ ] I am flexitarian (I eat meat some of the time)

[ ] I am vegetarian

[ ] I am vegan

[ ] I am pescatarian (I eat fist but not meat)

[ ] Prefer not to say

[ ] Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**6. How would you describe the area in which you live?**

[ ] Urban (e.g. city, large town)

[ ]  Suburban

[ ]  Semi-rural (e.g. village, slightly rural area)

[ ]  Rural

[ ]  Prefer not to say

**7. Where do you live?**

[ ] United Kingdom

[ ] Republic of Ireland

[ ] Outside UK and Republic of Ireland

**7a. (Only for Irish participants) In which province of Ireland do you live?**

[ ] Ulster

[ ] Munster

[ ] Leinster

[ ] Connaught

[ ] Prefer not to say

**7b. (Only for UK participants) What is the first part of your postcode? (e.g. EH3 or DG16)** (This will be used only to determine your broad geographical region) **(Please input 0 if you would** **prefer not to say)**

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Section 2: Factorial Vignette Scenario

**Please read carefully and consider the following scenario, in the box below, where a livestock farmer describes their approach to managing and caring for the health and natural behaviours of the animals on their farm:**

*(Participants were randomly assigned ONE of the following scenarios)*

|  |
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| "I want my animals to be healthy. To me, this means having them stress free, pain free and injury free, whilst also being aware of any health issues that might be arising and dealing with them.At the same time, I don’t think I need to do anything specific to support natural behavioural expression in my animals" |
| "I want my animals to be healthy. To me, this means having them stress free, pain free and injury free, whilst also being aware of any health issues that might be arising and dealing with them.At the same time, I want my animals to be able to express their natural behaviours. So, I try to make sure that they can go and have a wander around and see their surroundings, they can choose the animals they want to be around, lie down where they want to lie down and eat when they want to eat" |
| "When it comes to health, I am inclined to let nature take its course. I’d rather let the animal look after itself than intervene. For example, if I see the odd animal with a sore foot, I’ll leave it alone and let it heal in its own time.At the same time, I don’t think I need to do anything specific to support natural behavioural expression in my animals" |
| "When it comes to health, I am inclined to let nature take its course. I’d rather let the animal look after itself than intervene. For example, if I see the odd animal with a sore foot, I’ll leave it alone and let it heal in its own time.At the same time, I want my animals to be able to express their natural behaviours. So, I try to make sure that they can go and have a wander around and see their surroundings, they can choose the animals they want to be around, lie down where they want to lie down and eat when they want to eat" |

(NOTE: Health can be taken to mean the absence or minimisation of illness, disease and physical discomfort. Natural behavioural expression refers to behaviours that animals are internally motivated to exhibit and behaviours that are pleasurable)

**Now please answer the following questions in relation to the information provided in the above scenario:**

**1. How would you rate the overall well-being of the animals on this farm?** (drag the sliding scale to any number from 0 to 10 to indicate your response)



**Why did you give this rating for overall well-being? Please describe in your own words below:**

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**2. Did you think of a particular type of farm animal when you read the above scenario?**

[ ] No

[ ] Yes

If Yes: Please describe here:

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**3. How would you rate the overall physical health of the animals on this farm?** (drag the sliding scale to any number from 0 to 10 to indicate your response)



**4. How would you rate the overall mental health of the animals on this farm?** (drag the sliding scale to any number from 0 to 10 to indicate your response)



**5. How would you rate the overall ability of the animals on this farm to be productive? (i.e. their ability to be able to produce desired outputs such as milk or meat)** (drag the sliding scale to any number from 0 to 10 to indicate your response)



**6. How do you think other members of the public would rate the well-being of the animals on this farm?** (drag the sliding scale to any number from 0 to 10 to indicate your response)



**7. If you were to change anything about this farm; what would that be?**

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Section 3: Attitudes to the importance of minimising health issues and promoting natural behaviours

**When it comes to caring for the well-being of farm animals, how important do you think the following are:**

(NOTE: Health can be taken to mean the absence or minimisation of illness, disease and physical discomfort. Natural behavioural expression refers to behaviours that animals are internally motivated to exhibit and behaviours that are pleasurable)

1. **Minimising Health issues**



1. **Promoting the expression of natural behaviours**



**When it comes to caring for the well-being of farm animals, which of the following do you think is the most important? (please select one only)**

[ ] Minimising health issues

[ ] Promoting the expression of natural behaviours

Section 4: Belief in Animal Mind Scale

**Please rate, from 0 to 10, the extent to which you agree or disagree with the following statements?**

**1. Most farm animals are unaware of what is happening to them**



**2. Most farm animals are capable of experiencing a range of feelings and emotions (e.g. pain, fear, contentment, maternal affection)**



**3. Most farm animals are able to think to some extent to solve problems and make decisions about what to do**



**4. Most farm animals are more like computer programs, i.e. mechanically responding to instinctive urges without awareness of what they are doing.**



Section 5: Participant characteristics relating to farming

**How long have** \* **you been farming?**

[ ] 5 years or under

[ ] 6 to 10 years

[ ] 11 to 20 years

[ ] 21 to 30 years

[ ] More than 30 years

[ ] Prefer not to say

**2. How many animals do you manage (including those you own and / or are contracted to manage)?** If mixed, please describe by species (e.g. 1000 sheep and 400 beef cattle).

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**3. Which of the following best describes the type of farm business you have? (Please select all that apply).**

[ ] Family-run business

[ ] Commercial Partnership

[ ] Direct-to-buyer (e.g. farm shop, door-to-door delivery)

[ ] Small-holding (e.g. croft)

[ ] Other (please describe) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4. Is your farm:**

[ ] Non-organic

[ ] Organic

[ ] Other (please describe) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**5. Is your farm part of a Farm Assurance Scheme?**

[ ] Yes

[ ] No

[ ] Prefer not to say

**6. What is your farming sector? (Please select** \* **all that apply)**

[ ] Sheep

[ ] Beef

[ ] Dairy

[ ] Pig

[ ] Broiler Chicken

[ ] Laying-Hen

[ ] Poultry Other (e.g. Duck, Turkey)

[ ] Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**7. Which of the following best describes how you manage the majority of your animals?**

[ ] The majority of my animals are housed all-year round

[ ] The majority of my animals are housed for part of the year and outdoor for part of the year

[ ] The majority of my animals are housed but have free access to the outdoors all of the time

[ ] The majority of my animals are housed but have free access to the outdoors some of the time

[ ] The majority of my animals are outdoor all year round

[ ] Other (please describe) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**8. How would you rate the input intensity of your farm?** (drag the sliding scale to any number from 0 to 10 to indicate your response)

*Input* can be taken to mean use of fertilisers, pesticides, bought-in concentrated feed and fodder etc.

*Intensity* can be taken to mean the extent to which inputs are increased to produce each unit of output (e.g. productivity)

