

1 **Appendix 2. List of potential determining variables evaluated in the WTP analysis**

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Variable name	Format	Description
Employ	Categorical variable (5 categories)	Employment status
Income	Ordinal variable (4 point scale)	Household income category, values given as central value in 4 categories
Eggfreq	Integer (interval scale)	Frequency of egg purchases, where 1=daily or weekly; 0=less than weekly
Rank_ch	Integer (ordinal scale 0-100)	Difference between respondent welfare rating and stated current average welfare rating
A1	Binary variable (M or F)	Gender
A2	Integer (interval scale)	Respondent age
A3	Integer (interval scale)	Age left full-time education
A8	Integer (interval scale)	Number of eggs bought each month
A10a	Ordinal variable (5 point scale)	Attitudinal variable. Ranking of agreement with statement: 'They are fresher than other eggs'
A10b	Ordinal variable (5 point scale)	Attitudinal variable. Ranking of agreement with statement: 'Free range hens are happy'
A10c	Ordinal variable (5 point scale)	Attitudinal variable. Ranking of agreement with statement: 'They taste better than other eggs'
A10d	Ordinal variable (5 point scale)	Attitudinal variable. Ranking of agreement with statement: 'They are healthier than other eggs'
A10e	Ordinal variable (5 point scale)	Attitudinal variable. Ranking of agreement with statement: 'Hen welfare is better'
B1	Binary variable (1=agreement; 0=neutral or disagreement)	Attitudinal variable. Ranking of agreement with statement: 'I feel well informed about how laying hens are treated'
B2	Binary variable (1=agreement; 0=neutral or disagreement)	Attitudinal variable. Ranking of agreement with statement: 'I am concerned about the way laying hens are treated in the process of producing eggs'
B3	Binary variable (1=agreement; 0=neutral or disagreement)	Attitudinal variable. Ranking of agreement with statement: 'Eggs from birds with high welfare are healthier and better tasting'
B4	Binary variable (1=agreement; 0=neutral or disagreement)	Attitudinal variable. Ranking of agreement with statement: 'It's wrong to eat eggs from hens that have not had a good life'

B5	Binary variable (1=agreement; 0=neutral or disagreement)	Attitudinal variable. Ranking of agreement with statement: 'Free range production provides higher levels of welfare than cage production'
B6	Binary variable (1=agreement; 0=neutral or disagreement)	Attitudinal variable. Ranking of agreement with statement: 'Eggs from high welfare are safer to eat'
B7	Binary variable (1=agreement; 0=neutral or disagreement)	Attitudinal variable. Ranking of agreement with statement: 'I am happy to pay more for free range eggs'
B8	Binary variable (1=agreement; 0=neutral or disagreement)	Attitudinal variable. Ranking of agreement with statement: 'It is important that hens can display normal behaviour'
C1	Integer (interval scale)	Bid level accepted
C3	Binary variable (yes / no)	Prior knowledge of feather pecking as a problem
C5a	Binary variable (yes / no)	Knowledge of feather pecking changes attitudes to free range eggs

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