

1 Appendix 1 Class-specific attribute importances

		Animal- centred group	Human- centred group	Business- orientated group
	Segment size (%)	35.2	34.4	30.4
	Number of respondents	43	43	37
Attribute	Categorisation			
1. To make sure that my dairy cows are kept in such a way that they can produce as much as possible	Use value	0.010	0.017	0.110
2. To make sure that the production of my dairy cows is at such a level that my business is as	Use value	0.011	0.020	0.154

profitable as

possible

3.	To make sure that my dairy cows are kept in such a way that I can continue my business	Use value	0.044	0.047	0.087
4.	To make sure that my dairy cows are healthy, so that I have time available to do other things	Use value	0.012	0.009	0.028
5.	To make sure that my dairy cows are kept in such a way that my work environment is good	Use value	0.011	0.013	0.018
6.	To make sure that my dairy	Use value	0.008	0.006	0.013

cows are kept in
such a way that
my milk
production is
adjusted to
current producer
prices of milk

7.	To make sure that my dairy production is run in such a way that the current animal welfare law is satisfied, but not more.	Use value	0.004	0.002	0.004
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8.	To make sure that my dairy cows are kept in such a way that I can earn my living from my business	Use value	0.032	0.020	0.036
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<p>9. My interest in good handling of animals, even though it is currently too expensive to keep the animals in as good a way as I would like</p>	<p>Non-use value/Pure use value</p>	<p>0.025</p>	<p>0.016</p>	<p>0.019</p>
<p>10. For the business to make enough profit for me to further improve the way my dairy cows are kept</p>	<p>Non-use value/Pure use value</p>	<p>0.018</p>	<p>0.036</p>	<p>0.171</p>
<p>11. To feel happy knowing that my dairy cows are well-kept</p>	<p>Non-use value/Existence value</p>	<p>0.194</p>	<p>0.094</p>	<p>0.0575</p>
<p>12. To avoid feeling uncomfortable knowing that</p>	<p>Non-use value/Existence value</p>	<p>0.051</p>	<p>0.013</p>	<p>0.013</p>

my dairy cows

are not well-

kept

13. Dairy cows have a right to be treated well	Non-use value/Existence value	0.084	0.048	0.015
14. To make sure that my dairy production is ethical	Non-use value/Existence value	0.015	0.017	0.005
15. To feel that I keep my dairy production in the right way	Non-use value/Existence value	0.076	0.083	0.047
16. To make sure that my dairy cows have free access to water and that they have a balanced fodder regime	Non-use value/Existence value	0.062	0.051	0.026

<p>17. To make sure that my dairy cows have good housing that offers shelter and comfortable places for resting</p>	<p>Non-use value/Existence value</p>	<p>0.037</p>	<p>0.041</p>	<p>0.031</p>
<p>18. To make sure that disease, pain and injury among my dairy cows are prevented and that diagnosis and treatment are quickly established if needed</p>	<p>Non-use value/Existence value</p>	<p>0.095</p>	<p>0.074</p>	<p>0.049</p>
<p>19. To make sure that my dairy cows are able to practise their natural</p>	<p>Non-use value/Existence value</p>	<p>0.040</p>	<p>0.042</p>	<p>0.027</p>

behaviours, for
instance by
offering enough
space and the
company of
other dairy
cows

<p>20. To prevent my dairy cows feeling fear or in other ways suffering mentally</p>	<p>Non-use value/Existence value</p>	<p>0.036</p>	<p>0.013</p>	<p>0.011</p>
<p>21. To make sure my dairy cows feel well even when this requires unprofitable actions</p>	<p>Non-use value/Pure non- use value</p>	<p>0.079</p>	<p>0.044</p>	<p>0.020</p>
<p>22. To contribute to future generations also being able to</p>	<p>Non-use value/bequest value</p>	<p>0.008</p>	<p>0.024</p>	<p>0.004</p>

experience dairy
cows outdoors
in their natural
environment

23. To contribute to	Non-use	0.013	0.028	0.009
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dairy cows in
Sweden being
so well kept that
Swedish dairy
production can
continue

24. To contribute to	Non-use	0.006	0.052	0.007
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giving
consumers the
choice to
purchase food
products that
have been
produced under
good animal
husbandry, if
they would like
to do that

25. To make sure that consumers will continue to demand my production in the long run	Non-use value/paternalistic altruism	0.006	0.058	0.009
26. To feel proud that the way I keep my animals is acknowledged by the industry, market or consumers	Non-use value/paternalistic altruism	0.009	0.098	0.023
27. To contribute to consumers being offered high-quality food products	Non-use value/paternalistic altruism	0.006	0.034	0.007

2 Note: The attribute importances presented here indicate the importance assigned to each
3 attribute, by each segment. Higher values indicate that the individual attribute is more
4 important for the segment and lower values indicate that the individual attribute is less
5 important for the segment.