

Social Indicators—Survey Questions

Updated by co-author B.B. based on recommendations from [‘Social Indicators for Agri-environment Schemes Final Report’](#)

[Please explain that the aim of these questions is to understand the factors that affect a farmer’s level of engagement in an AES and how AES involvement affects the farmer and their farm business]

[Please explain that the respondents can ask for the question to be repeated and/or explained]

[Please refer the interviewee to the Showcards where indicated – Showcards contain a representation of the response scale and are used to aid responses]

Unique identifier (Interviewer initials followed by number e.g. JM01.

“Firstly, some general questions about you and your farm”

1. How much involvement do you have in the day-to-day management of the farm?

Independent variables

2. Please can you tell me the total size of the whole area that you farm?

Ha	Acres

3. Please can you tell me the main farming system on your farm holding:

Mainly cereals	<input type="radio"/> ¹
Other arable	<input type="radio"/> ²
Mainly horticulture	<input type="radio"/> ³
Mainly dairy	<input type="radio"/> ⁴
Lowland sheep and/or beef	<input type="radio"/> ⁵
Upland sheep and/or beef	<input type="radio"/> ⁶
Mainly pigs & poultry	<input type="radio"/> ⁷
Mixed	<input type="radio"/> ⁸
Other	<input type="radio"/> ⁹

4. Please tell me the area of land that you farm:

	Ha	Acres
Owner occupied		
Rented in–tenanted (at least 1 year)		
Rented in (short-term agreements, less than 1 year)		
Contract or share farming		

5. Is this a:

Family farm	<input type="radio"/> ¹
Council farm	<input type="radio"/> ²
Charity-owned farm	<input type="radio"/> ³

Other
If other, please describe

☐⁴

6. Please can you tell me your age?

(1) Interest in (and awareness of) environment

The next set of questions is aiming to identify your interest and awareness of the environment on your farm.

7. How strong is your interest in wildlife on your farm?

Very strong interest	<input type="radio"/> ¹
Strong interest	<input type="radio"/> ²
Fair amount of interest	<input type="radio"/> ³
Little interest	<input type="radio"/> ⁴
No interest	<input type="radio"/> ⁵

8. Are you a member of any environmental or conservation organisations, or do you have any environmental-related hobbies, such as bird-watching, wildlife photography? Yes/No

8a. If yes, please provide details

9. Are there particular species or habitats on your farm that you manage or promote? Yes/No

9a. If yes, please provide details

10. How would you describe your current level of knowledge of birds, plants and species on the farm?

Excellent	<input type="radio"/> ¹
Very good	<input type="radio"/> ²
Good	<input type="radio"/> ³
Fair	<input type="radio"/> ⁴
Poor	<input type="radio"/> ⁵

11. Prior to joining the AES, did you undertake any of the environmental activities you now do as part of AES?

A great deal	<input type="radio"/> ¹
A fair amount	<input type="radio"/> ²
A little	<input type="radio"/> ³
None	<input type="radio"/> ⁴

11a. Please, provide details of the environmental activities undertaken?

SHOWCARD A

12. What amount of your environmental activities are currently undertaken voluntarily, without payments?

If unsure, you can prompt with examples such as wildlife, soil and water protection, historic environment activities, permitted access and other examples.

- | | |
|---------------|------------------------------------|
| The majority | <input type="radio"/> ¹ |
| A great deal | <input type="radio"/> ² |
| A fair amount | <input type="radio"/> ³ |
| A little | <input type="radio"/> ⁴ |
| None | <input type="radio"/> ⁵ |

12a Please can you provide details of the type of voluntary activities currently undertaken.

SHOWCARD B

13. How much, if at all, do you think farmers are responsible for the decline in farmland bird numbers/water pollution/other [choose one]? [Choose one that chimes with research aim. Add another if useful.]

- | | |
|------------------------------|------------------------------------|
| Very responsible | <input type="radio"/> ¹ |
| Fairly responsible | <input type="radio"/> ² |
| Somewhat responsible | <input type="radio"/> ³ |
| Not particularly responsible | <input type="radio"/> ⁴ |
| Not at all responsible | <input type="radio"/> ⁵ |

14. How would you describe your current level of knowledge of landscape and historic features, such as hedges, stone walls, traditional farm buildings, parkland and rivers on your farm? [Can be amended to suit landscape type and local heritage.]

- | | |
|-----------|------------------------------------|
| Excellent | <input type="radio"/> ¹ |
| Very good | <input type="radio"/> ² |
| Good | <input type="radio"/> ³ |
| Fair | <input type="radio"/> ⁴ |
| Poor | <input type="radio"/> ⁵ |

SHOWCARD C

15. To what extent, if at all, does the agricultural activity on your own farm affect the landscape or historic features, such as stone walls or traditional farm buildings?

- | | |
|---------------------------------------|------------------------------------|
| A significant positive effect | <input type="radio"/> ¹ |
| Some positive effect | <input type="radio"/> ² |
| Neither positive, nor negative effect | <input type="radio"/> ³ |
| Some negative effect | <input type="radio"/> ⁴ |
| A significant negative effect | <input type="radio"/> ⁵ |

“The next set of questions is aiming to identify your attitudes and beliefs about farming”

16. How do you see your role as a farmer?

SHOWCARD C—scale only

17. On a scale of 1 to 10, how important is it for you to maximise profit from the farm?

Unim- portant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very im- portant
	1	2	3	4	5	6	7	8	9	10	

18. On a scale of 1 to 10, how important is it for you to produce food or other agricultural goods from your farm?

Unimportant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very important
	1	2	3	4	5	6	7	8	9	10

19. On a scale of 1 to 10, how important is it for you to look after the wildlife or other environmental features on your farm?

Unimportant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very important
	1	2	3	4	5	6	7	8	9	10

SHOWCARD D

	20 To what extent do you agree or disagree with the following statements?	Strongly agree	Agree	Neither agree, nor disagree	Disagree	Strongly disagree
a	“Wildlife conservation activities should be an integral part of agricultural activity”	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
b	“Wildlife conservation activities are detrimental to efficient agricultural activity”	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
c	“Wildlife conservation activities should not negatively affect farm profits”	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
d	“Farmers should take	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵

on more re-
sponsibility
for wildlife
conservation"

21a Have you achieved any wildlife conservation benefits or other environmental benefits on your farm under your scheme? Yes/No/Don't Know

SHOWCARD E

21b Has this outcome changed your attitude towards the scheme?

- | | |
|---------------|------------------------------------|
| A great deal | <input type="radio"/> ¹ |
| A fair amount | <input type="radio"/> ² |
| A little | <input type="radio"/> ³ |
| Not at all | <input type="radio"/> ⁴ |
| Don't know | <input type="radio"/> ⁵ |

21c How much feedback have you received from conservation advisers on your environmental achievements?

- | | |
|---------------|------------------------------------|
| A great deal | <input type="radio"/> ¹ |
| A fair amount | <input type="radio"/> ² |
| A little | <input type="radio"/> ³ |
| Not at all | <input type="radio"/> ⁴ |
| Don't know | <input type="radio"/> ⁵ |

SHOWCARD F

22. On a scale of 1 to 5, how hopeful do you feel about the future of the farming industry in this county?

- | | |
|-------------------|------------------------------------|
| Very hopeful | <input type="radio"/> ¹ |
| Slightly hopeful | <input type="radio"/> ² |
| Slightly hopeless | <input type="radio"/> ³ |
| Very hopeless | <input type="radio"/> ⁴ |
| Don't know | <input type="radio"/> ⁵ |

(3) Engagement with advice and training

The next set of questions is aiming to identify your level of engagement with advice and training"

23. Who do you mainly go to for advice about your AES

SHOWCARD G

24. On average, how often do you seek advice on your AES, if at all?

- | | |
|--|------------------------------------|
| Once a week | <input type="radio"/> ¹ |
| Once a month | <input type="radio"/> ² |
| Once every 3 months | <input type="radio"/> ³ |
| Once every 6 months | <input type="radio"/> ⁴ |
| Once a year | <input type="radio"/> ⁵ |
| 2 or 3 times during life of an agreement | <input type="radio"/> ⁶ |
| Never | <input type="radio"/> ⁷ |

25. Do you find the environmental advice about your AES coming to mind during daily farming tasks?

- | | |
|---------------|------------------------------------|
| Always | <input type="radio"/> ¹ |
| Nearly always | <input type="radio"/> ² |
| Occasionally | <input type="radio"/> ³ |

26. How many formal training events to acquire environmental management skills have you attended in the last 3 years?

Rarely	<input type="radio"/>	4
Never	<input type="radio"/>	5

27. How many farm demonstrations and/or farm walks have you attended to learn about environmental practices in the last 3 years?

More than 5 events	<input type="radio"/>	1
Between 2 and 5 events	<input type="radio"/>	2
1 event	<input type="radio"/>	3
No events	<input type="radio"/>	4

SHOWCARD H

28. To what extent have you implemented environmental changes following a training event or demonstration?

I have implemented a significant number of changes (3+)	<input type="radio"/>	1
I have implemented some changes (1-2)	<input type="radio"/>	2
I have not made any changes	<input type="radio"/>	3
Not applicable	<input type="radio"/>	4

(4) Level of AES experience

“The next set of questions aims to identify your level of AES experience and your level of confidence in delivering their AES

29. How long have you been involved in AES? years

SHOWCARD I

		Very confident	Moderately confident	Slightly confident	Slightly unconfident	Unconfident
30.	How confident are you in your environmental knowledge/skills/abilities?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
31.	How confident would you be in managing options without prescriptions? *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Additional explanation of a Payment by Results approach—as one where the farmer is provided with descriptions of the desired outcomes, including how quality is assessed, and the farmer chooses the best way to achieve these outcomes. Payment is based on the quality of the outcomes achieved.

31a. If answer to 31 is ‘confident’ or ‘slightly confident’ ask:

Are you confident because you have the history of knowing what the prescription says and are used to doing it? Yes/No

31b. If answer to 31 is 'confident' or 'slightly confident' ask:

Are you confident because you have your own new ideas for managing your options? Yes/No

SHOWCARD J

32. Since starting your AES, do you now feel more or less confident in implementing your AES options? Why is this?

Hugely more confident	<input type="radio"/>
Moderately more confident	<input type="radio"/>
No change in confidence	<input type="radio"/>
Moderately less confident	<input type="radio"/>
Hugely less confident	<input type="radio"/>

SHOWCARD K

How much do you agree or disagree with the following statement?	Strongly agree	Agree	Neither agree, nor disagree	Disagree	Strongly disagree
33. "As a result of my engagement in AES I have become more ambitious in managing my land for the environment"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SHOWCARD L

34. Since the start of the scheme, to what extent has your understanding increased or decreased in terms of what your AES options are trying to achieve

Large increase in understanding	<input type="radio"/>
Some increase in understanding	<input type="radio"/>
No change in understanding	<input type="radio"/>
Some reduction in understanding	<input type="radio"/>
Large reduction in understanding	<input type="radio"/>

34a Why is this?

(5) Succession

"The next set of questions aims to identify some further information about you and your farm businesses"

SHOWCARD M

35. If a family farm (see Q5) will a member of your family take on the management of the farm after you retire? (For holdings with non-familial manager or where succession not possible use 'Not Applicable')

Definitely	<input type="radio"/>
Possibly/undecided	<input type="radio"/>
Unlikely	<input type="radio"/>
Definitely not	<input type="radio"/>
Not applicable	<input type="radio"/>

SHOWCARD N

36. To what extent does your succession situation affect your current environmental decision-making in relation to joining/continuing in AES?

- | | | |
|-----------------|-----------------------|---|
| High effect | <input type="radio"/> | 1 |
| Moderate effect | <input type="radio"/> | 2 |
| Low effect | <input type="radio"/> | 3 |
| No effect | <input type="radio"/> | 4 |
| Don't know | <input type="radio"/> | 5 |

(6) Lifecycle stage**SHOWCARD O**

37. Which of these statements reflect your current business stage? (please select only one)

- | | | |
|---|-----------------------|---|
| I am reducing the intensity of the business | <input type="radio"/> | 1 |
| I am diversifying the business | <input type="radio"/> | 2 |
| I am maintaining the business without major changes | <input type="radio"/> | 3 |
| I am intensifying the business | <input type="radio"/> | 4 |
| I am selling the business | <input type="radio"/> | 5 |

(7) Farmer education**SHOWCARD P**

38. What is your highest level of formal education?

- | | | |
|---|-----------------------|---|
| Full Secondary Education
(up to 14/16 years old) | <input type="radio"/> | 1 |
| Further Education
(16 years old+, incl. BTEC, City & Guilds, NVQ3+ or HNC) | <input type="radio"/> | 2 |
| Higher Education
(18 years old+, incl. HND, Degree, MSc Degree or PhD) | <input type="radio"/> | 3 |

(8) Farm tenure**SHOWCARD Q**

39. If you rent land, would you say you share the same goals as your landlord?

- | | | |
|--------------------------|-----------------------|---|
| Yes, completely the same | <input type="radio"/> | 1 |
| Yes, somewhat the same | <input type="radio"/> | 2 |
| No, somewhat different | <input type="radio"/> | 3 |
| No, completely different | <input type="radio"/> | 4 |
| Don't know/ not sure | <input type="radio"/> | 5 |

(9) Resilience

The next set of question aims to identify your view on the ability of the farm business to recover quickly following difficulties.

SHOWCARD R

- | 40. How much do you agree or disagree with the following statements? | Strongly agree | Agree | Neither agree, nor disagree | Disagree | Strongly disagree |
|--|-----------------------|-----------------------|-----------------------------|-----------------------|-----------------------|
| a "After something challenging has happened, | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| | 1 | 2 | 3 | 4 | 5 |

	such as poor crop yield/flood-ing/other, it is easy for my farm to bounce back to its current profitability” “I find it easy to get back to normal after a set back, such as a health is-sue” “A big shock on the farm, such as for example a fall in crop prices/disease issue, will not heavily affect me, as I have enough op-tions to deal with shocks on my farm”					
b		<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
c		<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵

41. As a result of joining an AES has there been a change in response to how you bounce back from challenging situations?

Harder to bounce back	<input type="radio"/> ¹
Easier to bounce back	<input type="radio"/> ²
No change in ability to bounce back	<input type="radio"/> ³
Don't know/not sure	<input type="radio"/> ⁴

(10) Sense of Control

“This next set of questions aims to identify your view on your capacity to act inde-pendently and to make their own free choices”.

SHOWCARD S

42. How much do you agree or disagree with the following statement?	Strongly agree	Agree	Neither agree, nor disagree	Disagree	Strongly disagree
a “I have a very high level of in-fluence over the deci-sions that affect my farm busi-ness?”	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
b “I have con-cerns about	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵

how my
scheme af-
fects the
level of in-
fluence over
the deci-
sions that
affect my
farm busi-
ness"

(11) Bonding social capital

"This next set of questions aims to understand how being part of an AES might affect how interact with other farmers and people, and might affect your farm business and yourself"

43. How many farming groups or networks are you a member of?

44. In how many of these farming groups or networks do you have any responsibility, such as being a committee member, raising funds, organizing events or admin work?

45. In the past 6 months, how many farming neighbours have helped you out, if any?

- | | |
|----|-----------------------|
| 4+ | <input type="radio"/> |
| 3 | <input type="radio"/> |
| 2 | <input type="radio"/> |
| 1 | <input type="radio"/> |
| 0 | <input type="radio"/> |

46. And, in the past 6 months, how many of your farming neighbours have helped you out, if any?

- | | |
|----|-----------------------|
| 4+ | <input type="radio"/> |
| 3 | <input type="radio"/> |
| 2 | <input type="radio"/> |
| 1 | <input type="radio"/> |
| 0 | <input type="radio"/> |

47. Typically, how frequently do you share farming information or knowledge with other farmers (e.g. face-to-face, phone, email, social media)

- | | |
|-----------------------|-----------------------|
| Once a week | <input type="radio"/> |
| Once a month | <input type="radio"/> |
| Once every 3 months | <input type="radio"/> |
| Once every 6 months | <input type="radio"/> |
| Once a year | <input type="radio"/> |
| Less than once a year | <input type="radio"/> |
| Never | <input type="radio"/> |

48. As a result of joining AES, to what extent, if at all, has your level of working with other farmers increased or decreased:

- | | |
|-------------------------------|-----------------------|
| Greatly increased | <input type="radio"/> |
| Some increase | <input type="radio"/> |
| No change in level of working | <input type="radio"/> |

Some decrease	<input type="radio"/> ⁴
Greatly decreased	<input type="radio"/> ⁵

SHOWCARD T

49. Generally speaking, would you say that people can be trusted?

People can almost always be trusted	<input type="radio"/> ¹
People can usually be trusted	<input type="radio"/> ²
You usually need to be careful in dealing with people	<input type="radio"/> ³
You almost always need to be careful in dealing with people	<input type="radio"/> ⁴
Can't choose	<input type="radio"/> ⁵

SHOWCARD U

50. Could you tell me for each whether you trust people from this group	Completely	Some-what	Not very much	Not at all
Your family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other farmers in the local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your landlord (if applicable)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your local community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Natural England	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Natural England	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RPA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Defra	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political parties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SHOWCARD V

51. To what extent has joining the AES changed your level of trust towards the following groups	Completely	Some-what	Not very much	Not at all
Your family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other farmers in the local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your landlord (if applicable)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your local community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Natural England	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Natural England	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RPA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Defra	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political parties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(12) Bridging social capital

52. How many non-farming groups or networks are you a member of?

53. In how many of these non-farming groups or networks do you have any responsibility, such as being a committee member, raising funds, organizing events or admin work?

54. In the past 6 months, how many non-farming neighbours have you done a favour for, if any?

4+	<input type="radio"/> ¹
3	<input type="radio"/> ²
2	<input type="radio"/> ³

1	<input type="radio"/>
0	<input type="radio"/>

55. And, in the past 6 months, how many of your non-farming neighbours have helped you out, if any?

4+	<input type="radio"/>
3	<input type="radio"/>
2	<input type="radio"/>
1	<input type="radio"/>
0	<input type="radio"/>

SHOWCARD W

56. Do you, or have you ever, engaged with the general public in relation to any of these activities

Open Farm Sunday	<input type="radio"/>
Social media (farming-specific)	<input type="radio"/>
Tourism accommodation – camping, B&B etc	<input type="radio"/>
Tourism activity – tours, workshops etc	<input type="radio"/>
School visits	<input type="radio"/>
Other educational events e.g. BioBlitz, bird watching groups	<input type="radio"/>
Public rights of way	<input type="radio"/>
“Face time a farmer”	<input type="radio"/>
Helping out at local events with farming-related activities	<input type="radio"/>
Provision of facilities (e.g. meeting rooms)	<input type="radio"/>
Been interviewed for a podcast, radio programme, article etc	<input type="radio"/>
Farm gate sales	<input type="radio"/>
Shooting events	<input type="radio"/>
Other (Please specify)	<input type="radio"/>

SHOWCARD X

57. To what extent, has joining the AES increased or decreased your <u>level of contact</u> with:	Greatly increased	Slightly increased	No change	Slightly decreased	Greatly decreased
Other farmers?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General public?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

57a. If increased contact, to what extent has this been a positive or negative experience with other farmers?

Very positive experience	<input type="radio"/>
Slightly positive experience	<input type="radio"/>
Both positive and negative experience	<input type="radio"/>
Slightly negative experience	<input type="radio"/>
Very negative experience	<input type="radio"/>

57b. If increased contact, to what extent has this been a positive or negative experience with general public?

Very positive experience	<input type="radio"/> ¹
Slightly positive experience	<input type="radio"/> ²
Both positive and negative experience	<input type="radio"/> ³
Slightly negative experience	<input type="radio"/> ⁴
Very negative experience	<input type="radio"/> ⁵

58. How important is it for you to be recognised by the public for your AES work?

Very important	<input type="radio"/> ¹
Important	<input type="radio"/> ²
Slightly important	<input type="radio"/> ³
Not important at all	<input type="radio"/> ⁴

59. To what extent, if at all, have you been acknowledged by members of the public for your work in delivering environmental benefits?

High levels of acknowledgement	<input type="radio"/> ¹
Moderate levels of acknowledgement	<input type="radio"/> ²
Low levels of acknowledgement	<input type="radio"/> ³
No acknowledgement	<input type="radio"/> ⁴

(13) Linking social capital

SHOWCARD Y

60. How often do you communicate with the farming government agencies, such as Natural England, RPA, Defra?

On a regular basis >7 times a year	<input type="radio"/> ¹
Fairly regularly 4–6 times a year	<input type="radio"/> ²
Some communication from time to time 2–3 times a year	<input type="radio"/> ³
Minimal communication—might communicate once a year	<input type="radio"/> ⁴
Does not communicate at all—other than receiving through the post	<input type="radio"/> ⁵

(14) Cultural capital

61. How do you think you are perceived by other farmers?

62. Since you joined, has engagement in an AES become more or less acceptable within the farming community?

Greatly increased acceptance	<input type="radio"/> ¹
Some increased acceptance	<input type="radio"/> ²
No change in acceptance	<input type="radio"/> ³
Some decreased acceptance	<input type="radio"/> ⁴
Greatly decreased acceptance	<input type="radio"/> ⁵

63. Since joining AES, to what extent, if at all, do other farmers come to you for advice about AES implementation:

Frequently	<input type="radio"/> ¹
Occasionally	<input type="radio"/> ²
Never	<input type="radio"/> ³

(15) Wellbeing–employment conditions

“This final set of questions (15-18) relates to your wellbeing in relation to employment conditions, job satisfaction and quality of life”

64. How many days of holiday do you take a year? Or how many days a year do you get away from the farm?

0-7 days	<input type="radio"/> ¹
8-14 days	<input type="radio"/> ²
15-21 days	<input type="radio"/> ³
22 days plus	<input type="radio"/> ⁴

65. On average, during peak times, how many hours do you work on farm a day? Hours/day

SHOWCARD Z

66. To what extent, if at all, has your involvement in AES increased or decreased:	Large increase	Slight increase	No change	Slight decrease	Large decrease
Number of holidays you've taken?	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Extent of off farm working?	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Average Peak working hours on the farm	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵

(16) Wellbeing – job satisfaction

SHOWCARD AA

67. How satisfied are you with...	Completely satisfied	More than satisfied	Satisfied	Less than satisfied	Not satisfied at all
a your work-life balance?	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
b being a farmer/land manager?	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
c your freedom of decision-making?	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
d your quality of life?	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵

SHOWCARD AB

68. To what extent has your involvement in AES affected your satisfaction with:	Large increase in satisfaction	Moderate increase in satisfaction	No change to satisfaction	Moderate reduction in satisfaction	Large reduction in satisfaction
your work-life balance?	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
being a farmer/land manager?	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
your freedom of decision-making?	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
your overall quality of life?	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵

69. To what extent, if at all, has your involvement in AES made your job more enjoyable?

Greatly increased enjoyment	<input type="radio"/> ¹
Some increased enjoyment	<input type="radio"/> ²
No impact on enjoyment	<input type="radio"/> ³
Some reduced enjoyment	<input type="radio"/> ⁴

Greatly reduced enjoyment

○⁵**(17) Wellbeing – quality of life****SHOWCARD AC – scale only**

70. Taking all things together, how happy would you say you are at the moment?

Extremely Un- happy	○	○	○	○	○	○	○	○	○	○	Extremely Happy
	1	2	3	4	5	6	7	8	9	10	

71. Overall, to what extent do you feel that the things you do in your life are worthwhile?

Not at all Worth- while	○	○	○	○	○	○	○	○	○	○	Completely Worthwhile
	1	2	3	4	5	6	7	8	9	10	

72. How is your...	Very Good	Good	Fair	Bad	Very Bad
a. physical health in general, would you say it is:	○	○	○	○	○
b. mental health in general, would you say it is:	○	○	○	○	○

(18) Social Outcomes – Mental health and subjective wellbeing**SHOWCARD AD**

73. To what extent, if at all, have your stress levels increased or decreased as a re- sult of:	Greatly in- creased	Slightly in- creased	No change	Slightly de- creased	Greatly de- creased
Workload due to your AES agree- ment?	○ ¹	○ ²	○ ³	○ ⁴	○ ⁵
AES administration and bureaucracy?	○ ¹	○ ²	○ ³	○ ⁴	○ ⁵
AES inspections	○ ¹	○ ²	○ ³	○ ⁴	○ ⁵
Financial issues as a result of your AES agreement	○ ¹	○ ²	○ ³	○ ⁴	○ ⁵
Family conflicts as a result of your AES agreement	○ ¹	○ ²	○ ³	○ ⁴	○ ⁵

[Thank you for helping us with our research into Ask if the interviewee would like to be provided with a copy of the findings and provide details on how this will be done]