

Table 3: Ordered logistic regression results on hen welfare (odds-ratio). The dependent variable is represented by hen welfare. The four model specifications progressively consider an increasing number of regressors to explain the relationship between the regressors and the propensity to consider hen welfare. The obtained results are expressed in terms of odds-ratio: value > 1 = increasing relationship; value < 1 negative relationship.

VARIABLES	(B.1) odds ratio	(B.2) odds ratio	(B.3) odds ratio	(B.4) odds ratio	(B.5) odds ratio	(B.6) odds ratio	(B.7) odds ratio
Gender (1 female)	1.625*** (0.189)	1.697*** (0.200)	1.712*** (0.204)	1.556*** (0.187)	1.580*** (0.192)	1.571*** (0.193)	1.472*** (0.187)
<i>Age classes</i>							
<i>Benchmark (Age < 25)</i>							
25<Age<39	1.581* (0.401)	2.242*** (0.589)	2.236*** (0.600)	2.020** (0.564)	1.999** (0.563)	1.958** (0.555)	2.279*** (0.666)
40<Age<59	1.897** (0.473)	3.098*** (0.854)	3.111*** (0.865)	2.927*** (0.850)	2.967*** (0.873)	2.999*** (0.886)	2.737*** (0.830)
60<Age<75	2.863*** (0.755)	3.220*** (0.987)	3.164*** (0.988)	3.003*** (0.977)	3.006*** (0.990)	3.243*** (1.076)	2.510*** (0.864)
75<Age	4.577** (2.887)	4.048** (2.778)	4.010** (2.655)	4.265** (2.927)	4.445** (3.124)	4.818** (3.372)	5.584** (3.955)
<i>Education</i>							
<i>Benchmark (Elementary-school education)</i>							
Middle-school	0.937 (0.193)	1.034 (0.214)	1.040 (0.217)	1.061 (0.223)	1.157 (0.250)	1.078 (0.236)	1.042 (0.239)
High-school education	1.194 (0.269)	1.339 (0.302)	1.283 (0.291)	1.204 (0.280)	1.321 (0.310)	1.225 (0.290)	1.120 (0.277)
Degree education	1.217 (0.258)	1.355 (0.291)	1.325 (0.291)	1.363 (0.306)	1.553* (0.356)	1.424 (0.331)	1.190 (0.294)
Further-degree education	1.345 (0.309)	1.515* (0.355)	1.461 (0.347)	1.446 (0.346)	1.595* (0.392)	1.442 (0.359)	1.204 (0.316)
<i>Job position</i>							
<i>Benchmark (other)</i>							
Unemployed/Homemaker		0.897 (0.625)	0.932 (0.662)	0.851 (0.583)	0.786 (0.523)	0.842 (0.551)	0.891 (0.594)
Employed		0.726 (0.488)	0.737 (0.505)	0.731 (0.480)	0.565 (0.358)	0.605 (0.378)	0.753 (0.477)
Retired		1.478 (1.039)	1.446 (1.038)	1.294 (0.894)	0.951 (0.640)	0.967 (0.643)	1.201 (0.814)
Student		1.289 (0.898)	1.432 (1.017)	1.297 (0.882)	1.082 (0.711)	1.153 (0.746)	1.492 (1.002)
Agri-food sector		1.466*** (0.211)	1.441** (0.212)	1.321* (0.201)	1.315* (0.205)	1.280 (0.200)	1.150 (0.184)
Family members			0.905** (0.043)	0.922* (0.045)	0.912* (0.045)	0.919* (0.045)	0.962 (0.046)
Pet in family			1.296** (0.142)	1.248** (0.138)	1.210* (0.136)	1.233* (0.140)	1.239* (0.142)

*Municipality population**Benchmark (<5,000 inhabitants)*

5,000<inhabitants<15,000	0.776*	0.769*	0.796	0.795	0.764
	(0.116)	(0.117)	(0.123)	(0.124)	(0.127)
15,000<inhabitants<50,000	1.041	1.003	1.056	1.062	1.043
	(0.160)	(0.158)	(0.170)	(0.171)	(0.172)
Inhabitants>50,000	0.959	0.981	1.175	1.195	1.279
	(0.295)	(0.299)	(0.356)	(0.367)	(0.376)
Provincial/Regional Capital	1.022	1.052	1.215	1.192	1.130
	(0.167)	(0.176)	(0.215)	(0.212)	(0.206)
Meat eating		0.283***	0.284***	0.288***	0.364***
		(0.050)	(0.052)	(0.053)	(0.069)
Welfare-quality		1.785***	1.559**	1.627**	1.058
		(0.319)	(0.293)	(0.309)	(0.196)

*Egg consumption**Benchmark (Never)*

Once a month		0.217*	0.285	0.292	0.157**
		(0.183)	(0.238)	(0.258)	(0.144)
Twice a month		0.348	0.447	0.432	0.184*
		(0.284)	(0.359)	(0.366)	(0.165)
Once a week		0.255*	0.339	0.324	0.156**
		(0.209)	(0.273)	(0.276)	(0.139)
Several times a week		0.352	0.435	0.420	0.197*
		(0.289)	(0.351)	(0.357)	(0.176)

*Change in consumption**Benchmark (Unchanged)*

Increased consumption		1.128	1.104	1.099	1.060
		(0.150)	(0.149)	(0.150)	(0.147)
Decreased consumption		1.097	1.127	1.141	1.218
		(0.193)	(0.196)	(0.197)	(0.214)
Influenced by price			0.689***	0.693***	0.906
			(0.093)	(0.094)	(0.127)

*Place of buying eggs**Benchmark (Supermarket)*

Traditional grocery store			0.973	0.948	0.934
			(0.149)	(0.144)	(0.145)
Market			1.197	1.176	1.074
			(0.194)	(0.193)	(0.170)
Own farm			2.047***	2.033***	1.772***
			(0.351)	(0.354)	(0.321)
Organic store			1.940***	1.969***	1.121
			(0.416)	(0.435)	(0.272)
Online shopping/home delivery			0.902	0.887	0.879
			(0.382)	(0.371)	(0.303)
Directly from a farmer			1.883***	1.852***	1.469***
			(0.233)	(0.232)	(0.193)

<i>Effect of the color of the eggshell</i>						1.117 (0.207)	1.177 (0.225)
<i>What color?</i>							
<i>Benchmark (None)</i>							
	White					1.136 (0.232)	0.948 (0.192)
	Brown					1.153 (0.181)	1.019 (0.165)
<i>Buying eggs of different colors</i>						1.588*** (0.264)	1.238 (0.218)
<i>Type of eggs</i>							
<i>Benchmark (No preference)</i>							
	Code 3						0.533 (0.286)
	Code 2						0.457*** (0.060)
	Code 1						1.071 (0.127)
	Code 0						1.619*** (0.208)
	Unmarked eggs from local farms						0.173*** (0.039)
Trad. IT local breed knowledge							1.629*** (0.259)
Willingness to pay							1.961*** (0.218)
/cut1		0.178*** (0.056)	0.250* (0.185)	0.205** (0.159)	0.030*** (0.033)	0.037*** (0.040)	0.063** (0.070)
/cut2		0.526** (0.161)	0.747 (0.557)	0.612 (0.479)	0.092** (0.100)	0.115** (0.123)	0.195 (0.216)
/cut3		1.791* (0.546)	2.585 (1.929)	2.133 (1.669)	0.332 (0.362)	0.434 (0.463)	0.743 (0.823)
/cut4		6.720*** (2.079)	9.899*** (7.407)	8.276*** (6.491)	1.382 (1.505)	1.914 (2.040)	3.306 (3.661)
Observations		1,217	1,217	1,217	1,217	1,217	1,217
Pseudo R-squared		0.0138	0.0208	0.0247	0.0474	0.0641	0.0671

Robust seeform in parentheses

*** p<0.01, ** p<0.05, * p<0.1