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S1 Table. Frequency Distribution of Agricultural Land Managers' Socioeconomic Data and GHGs Emission Measures

Table 1. Frequency Distribution of Agricultural Land Managers' Age

Age	Number	%
18-24	5	2.5
25-39	66	33.5
40-49	72	36.5
50-59	39	19.8
51-60	0	0.0
61-70	11	5.6
71+	4	2.0
	197	100

Table 2. Frequency Distribution of Number of Full-time Equivalent (FTEs) Workers on the farm

Number of FTEs	Count	Percentage
less than 0.5	8	4.1
0.5-1	22	11.2
1-1.9	44	22.3
2-2.9	45	22.8
3-4.9	27	13.7
5+	51	25.9
	197	100

Table 3. Distribution of Dominant farm enterprise (on the average represents >2/3rds of farmers output)

Farming sector	Distribution of respondents	Percentage
Other	2	1
Horticulture	10	5
Specialist Poultry	14	7
Dairy	13	6.5
Lowland Grazing Livestock	14	7
Specialist Pigs	14	7
Grazing Livestock (Less favoured areas)	15	7.5
General cropping	29	15
Mixed	31	16
Cereals	54	27

Table 4. Agricultural Land Managers' Time in Farming

Time in farming	Count	%
0-5 years	10	5.1
6-10 years	45	22.8
11-20 years	41	20.8

21-30 years	51	25.9
31-40 years	21	10.7
41-50 years	16	8.1
51+ years	13	6.6

Table 5. Distribution of Agricultural Land Managers' Highest Level of Education

Level of education	Count	%
below GCSE / O-Level	7	3.6
GCSE / O-Level	12	6.1
HND / Other diploma	25	12.7
A-Level	27	13.7
Undergraduate degree	83	42.1
Formal apprenticeship	22	11.2
Postgraduate degree	18	9.1
Other	3	1.5

Table 6. Distribution of perception of current business performance as an income-generating business.

Current business performance	Count	%
Very well	44	22.6
Fairly well	69	35.4
Average	65	33.3
Not very well	15	7.7
Very poorly	2	1.0

Table 7. Distribution of Motivation to take up environmental practices

Motivations	Count	Percentage
Opportunity to reduce GHG emissions	72	14.9
Improving soil health	91	18.8
The opportunity to leave a legacy	57	11.8
Increasing efficiency	36	7.4
To boost biodiversity	72	14.9
Increasing profitability	60	12.4
Adapting for the future	23	4.8
Improving water quality	41	8.5
Receiving funding from an agri-environment scheme	32	6.6

Table 8. Distribution of Willingness to try new measures for reducing GHG emissions

Willingness to try new measures for reducing GHG emissions	Count	Percentage
Very willing	68	35.1
Quite willing	79	40.7
Neutral	35	18.0
Quite unwilling	7	3.6
Very unwilling	5	2.6

