AUS Monsanto

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Discrete choice (multinomial logit) model

Dependent variable Choice

Log likelihood function -3565.81597

Estimation based on N = 3607, K = 7

Inf.Cr.AIC = 7145.6 AIC/N = 1.981

Model estimated: Oct 26, 2016, 18:40:05

R2=1-LogL/LogL\* Log-L fncn R-sqrd R2Adj

Constants only -3919.3465 .0902 .0893

Response data are given as ind. choices

Number of obs.= 3690, skipped 83 obs

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| Standard Prob. 95% Confidence

CHOICE| Coefficient Error z |z|>Z\* Interval

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PRICE| .48888\* .26791 1.82 .0680 -.03622 1.01399

PRODUCER| -.01889 .13970 -.14 .8924 -.29269 .25491

SEEDS| .12589\*\*\* .04297 2.93 .0034 .04166 .21012

CDPROD| .00846\*\*\* .00211 4.01 .0001 .00433 .01260

CDPRICE| -.02201\*\*\* .00344 -6.39 .0000 -.02876 -.01526

TECHPRI| .02248\*\*\* .00412 5.45 .0000 .01440 .03056

NEPPRI| -.00279 .00199 -1.40 .1603 -.00668 .00110

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Note: \*\*\*, \*\*, \* ==> Significance at 1%, 5%, 10% level.

AUS Emotional

Discrete choice (multinomial logit) model

Dependent variable Choice

Log likelihood function -3573.23312

Estimation based on N = 3679, K = 7

Inf.Cr.AIC = 7160.5 AIC/N = 1.946

Model estimated: Oct 26, 2016, 18:41:37

R2=1-LogL/LogL\* Log-L fncn R-sqrd R2Adj

Constants only -4004.6815 .1077 .1069

Response data are given as ind. choices

Number of obs.= 3690, skipped 11 obs

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| Standard Prob. 95% Confidence

CHOICE| Coefficient Error z |z|>Z\* Interval

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PRICE| -.06899 .27783 -.25 .8039 -.61354 .47555

PRODUCER| -.12537 .14181 -.88 .3767 -.40331 .15258

SEEDS| .11453\*\*\* .04342 2.64 .0083 .02943 .19964

CDPROD| .01083\*\*\* .00215 5.04 .0000 .00662 .01503

CDPRICE| -.02240\*\*\* .00349 -6.42 .0000 -.02924 -.01556

TECHPRI| .03855\*\*\* .00433 8.90 .0000 .03006 .04705

NEPPRI| -.00108 .00204 -.53 .5962 -.00509 .00292

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Note: \*\*\*, \*\*, \* ==> Significance at 1%, 5%, 10% level.

AUS Simple

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Discrete choice (multinomial logit) model

Dependent variable Choice

Log likelihood function -3559.44033

Estimation based on N = 3609, K = 7

Inf.Cr.AIC = 7132.9 AIC/N = 1.976

Model estimated: Oct 26, 2016, 18:42:55

R2=1-LogL/LogL\* Log-L fncn R-sqrd R2Adj

Constants only -3897.5626 .0868 .0859

Response data are given as ind. choices

Number of obs.= 3690, skipped 81 obs

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| Standard Prob. 95% Confidence

CHOICE| Coefficient Error z |z|>Z\* Interval

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PRICE| .46468\* .28123 1.65 .0985 -.08652 1.01587

PRODUCER| -.20138 .13830 -1.46 .1454 -.47244 .06968

SEEDS| .14393\*\*\* .04244 3.39 .0007 .06075 .22710

CDPROD| .01092\*\*\* .00206 5.29 .0000 .00687 .01496

CDPRICE| -.02343\*\*\* .00336 -6.96 .0000 -.03002 -.01683

TECHPRI| .02496\*\*\* .00458 5.45 .0000 .01599 .03393

NEPPRI| -.00108 .00203 -.53 .5940 -.00506 .00290

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Note: \*\*\*, \*\*, \* ==> Significance at 1%, 5%, 10% level.

AUS Benefit

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Discrete choice (multinomial logit) model

Dependent variable Choice

Log likelihood function -3508.55307

Estimation based on N = 3573, K = 7

Inf.Cr.AIC = 7031.1 AIC/N = 1.968

Model estimated: Oct 26, 2016, 18:44:08

R2=1-LogL/LogL\* Log-L fncn R-sqrd R2Adj

Constants only -3893.6252 .0989 .0980

Response data are given as ind. choices

Number of obs.= 3690, skipped 117 obs

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| Standard Prob. 95% Confidence

CHOICE| Coefficient Error z |z|>Z\* Interval

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PRICE| .59757\*\* .27285 2.19 .0285 .06279 1.13235

PRODUCER| -.09721 .14168 -.69 .4926 -.37490 .18047

SEEDS| .08542\* .04382 1.95 .0513 -.00047 .17131

CDPROD| .01024\*\*\* .00218 4.70 .0000 .00597 .01451

CDPRICE| -.02636\*\*\* .00356 -7.40 .0000 -.03334 -.01938

TECHPRI| .02349\*\*\* .00421 5.58 .0000 .01524 .03174

NEPPRI| -.00163 .00207 -.79 .4312 -.00569 .00243

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Note: \*\*\*, \*\*, \* ==> Significance at 1%, 5%, 10% level.

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AUS Control

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Discrete choice (multinomial logit) model

Dependent variable Choice

Log likelihood function -3714.45345

Estimation based on N = 3607, K = 7

Inf.Cr.AIC = 7442.9 AIC/N = 2.063

Model estimated: Oct 26, 2016, 18:46:03

R2=1-LogL/LogL\* Log-L fncn R-sqrd R2Adj

Constants only -3837.3239 .0320 .0311

Response data are given as ind. choices

Number of obs.= 3690, skipped 83 obs

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| Standard Prob. 95% Confidence

CHOICE| Coefficient Error z |z|>Z\* Interval

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PRICE| -.71021\*\* .27608 -2.57 .0101 -1.25132 -.16911

PRODUCER| .20923 .13263 1.58 .1147 -.05072 .46918

SEEDS| .02566 .04000 .64 .5211 -.05273 .10405

CDPROD| .00220 .00198 1.11 .2668 -.00168 .00608

CDPRICE| -.00864\*\*\* .00325 -2.66 .0078 -.01500 -.00227

TECHPRI| .02601\*\*\* .00437 5.95 .0000 .01745 .03458

NEPPRI| .00570\*\*\* .00212 2.69 .0071 .00155 .00985

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Note: \*\*\*, \*\*, \* ==> Significance at 1%, 5%, 10% level.

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