US Monsanto

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Discrete choice (multinomial logit) model

Dependent variable Choice

Log likelihood function -3600.66627

Estimation based on N = 3665, K = 7

Inf.Cr.AIC = 7215.3 AIC/N = 1.969

Model estimated: Oct 26, 2016, 18:17:43

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

Constants only -4009.0062 .1019 .1010

Response data are given as ind. choices

Number of obs.= 3690, skipped 25 obs

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| Standard Prob. 95% Confidence

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

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PRICE| -1.02216\*\*\* .20842 -4.90 .0000 -1.43066 -.61367

PRODUCER| .11647 .10481 1.11 .2665 -.08896 .32190

SEEDS| .44083\*\*\* .04485 9.83 .0000 .35293 .52873

CDPROD| .00686\*\*\* .00162 4.23 .0000 .00369 .01004

CDPRICE| -.00935\*\*\* .00268 -3.49 .0005 -.01460 -.00410

TECHPRI| .03286\*\*\* .00368 8.92 .0000 .02563 .04008

NEPPRI| -.00263 .00162 -1.62 .1042 -.00581 .00054

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

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US Emotional

Discrete choice (multinomial logit) model

Dependent variable Choice

Log likelihood function -3605.67073

Estimation based on N = 3684, K = 7

Inf.Cr.AIC = 7225.3 AIC/N = 1.961

Model estimated: Oct 26, 2016, 18:18:43

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

Constants only -4013.7778 .1017 .1008

Response data are given as ind. choices

Number of obs.= 3834, skipped 150 obs

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| Standard Prob. 95% Confidence

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

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PRICE| -.51443\*\* .20865 -2.47 .0137 -.92338 -.10549

PRODUCER| .08300 .10871 .76 .4452 -.13007 .29607

SEEDS| .37680\*\*\* .04403 8.56 .0000 .29051 .46309

CDPROD| .00752\*\*\* .00169 4.46 .0000 .00422 .01083

CDPRICE| -.01633\*\*\* .00278 -5.86 .0000 -.02178 -.01087

TECHPRI| .02937\*\*\* .00358 8.20 .0000 .02235 .03639

NEPPRI| -.00107 .00167 -.64 .5205 -.00435 .00220

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

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US Simple

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Discrete choice (multinomial logit) model

Dependent variable Choice

Log likelihood function -3635.37715

Estimation based on N = 3690, K = 7

Inf.Cr.AIC = 7284.8 AIC/N = 1.974

Model estimated: Oct 26, 2016, 18:16:08

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

Constants only -4022.9585 .0963 .0955

Response data are given as ind. choices

Number of obs.= 3771, skipped 81 obs

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| Standard Prob. 95% Confidence

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

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PRICE| -.90890\*\*\* .20888 -4.35 .0000 -1.31828 -.49951

PRODUCER| .11006 .09748 1.13 .2589 -.08100 .30111

SEEDS| .50048\*\*\* .04468 11.20 .0000 .41291 .58805

CDPROD| .00695\*\*\* .00151 4.60 .0000 .00399 .00992

CDPRICE| -.01157\*\*\* .00252 -4.60 .0000 -.01650 -.00664

TECHPRI| .02269\*\*\* .00368 6.17 .0000 .01549 .02990

NEPPRI| .00068 .00174 .39 .6970 -.00274 .00409

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

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US Benefit

Discrete choice (multinomial logit) model

Dependent variable Choice

Log likelihood function -3546.72207

Estimation based on N = 3610, K = 7

Inf.Cr.AIC = 7107.4 AIC/N = 1.969

Model estimated: Oct 26, 2016, 18:22:53

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

Constants only -3956.5194 .1036 .1027

Response data are given as ind. choices

Number of obs.= 3690, skipped 80 obs

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| Standard Prob. 95% Confidence

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

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PRICE| .02630 .20624 .13 .8985 -.37792 .43052

PRODUCER| -.22903\*\* .10635 -2.15 .0313 -.43748 -.02058

SEEDS| .41769\*\*\* .04628 9.02 .0000 .32698 .50841

CDPROD| .01249\*\*\* .00169 7.40 .0000 .00919 .01580

CDPRICE| -.02648\*\*\* .00280 -9.47 .0000 -.03196 -.02100

TECHPRI| .01589\*\*\* .00366 4.34 .0000 .00872 .02307

NEPPRI| .00226 .00166 1.36 .1723 -.00099 .00552

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

US Control

Discrete choice (multinomial logit) model

Dependent variable Choice

Log likelihood function -3471.11111

Estimation based on N = 3612, K = 7

Inf.Cr.AIC = 6956.2 AIC/N = 1.926

Model estimated: Oct 26, 2016, 18:23:45

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

Constants only -3947.4346 .1207 .1198

Response data are given as ind. choices

Number of obs.= 3690, skipped 78 obs

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| Standard Prob. 95% Confidence

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

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PRICE| -1.52010\*\*\* .22777 -6.67 .0000 -1.96652 -1.07367

PRODUCER| .05979 .10873 .55 .5824 -.15331 .27289

SEEDS| .36122\*\*\* .04672 7.73 .0000 .26966 .45279

CDPROD| .00879\*\*\* .00173 5.07 .0000 .00539 .01219

CDPRICE| -.01990\*\*\* .00289 -6.90 .0000 -.02556 -.01425

TECHPRI| .04360\*\*\* .00388 11.23 .0000 .03599 .05121

NEPPRI| .00827\*\*\* .00177 4.67 .0000 .00480 .01174

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

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