

Table S5. Regression coefficients of models: **(a)** socio-economic class explaining farm structure, grassland management and vegetation characteristics (only target variables with socio-economic parameters remaining in model are shown), **(b)** socio-economic class and farm structure data explaining vegetation characteristics and **(c)** socio-economic class and grassland management explaining vegetation characteristics. P = part-time business, E = with agricultural education. Significant ($P \leq 0.05$) effects are shown in bold. Missing values representing parameters not remaining in model after model validation.

(a) Socio-economic class												
Coefficients		Farm structure					Grassland management			Vegetation characteristics		
		Grassland area	Proportion horse area	Purchase	Horses (LU)	Labour	Mineral fertiliser	Organic fertiliser	Reseeding	alpha-HNV	gamma-HNV	Sørensen index
	(Intercept)	3.023	2.434	-1.402	3.586	1.145	0.681	-3.328	6.801	-1.352	2.5	0.5487
Income type	P	-0.860	-0.547	-	-1.189	-0.926	-	-	-	-	-	-
Education	E	0.475	-2.470	-1.482	-	-0.196	1.753	1.775	-14.364	-0.658	-0.640	-0.184
I x E	P x E	-	2.651	-	-	-	-	-	-	-	-	-
(b) Socio-economic class + farm structure data												
Coefficients		YS Forbs	alpha-FSR	beta-FSR	gamma-FSR	alpha-HNV	beta-HNV	gamma-HNV	alpha-WR	beta-WR	gamma-WR	Sørensen index
	(Intercept)	-1.449	2.105	1.962	2.646	-2.386	0.595	1.311	3.006	2.073	5.164	0.549
Income type	P	-	-	-	-	-	-	-	-	-	-	-
Education	E	-	-	-	-	-	-	-	-	-	-	-0.182
IxE	P x E	-	-	-	-	-	-	-	-	-	-	-
Grassland area		-	0.001	-	0.001	-	-	0.011	-	-	0.006	-
Proportion horse area		0.360	0.186	-	0.196	1.385	0.614	1.519	0.005	-	-	-
Purchase		-	-	-	-	-	-	-	-	-	-	-
Horses (LU)		0.003	-	-	-	-0.016	-	-0.015	-	-	-	-
Labour		-0.065	-	0.029	-	-	-	-	-	0.072	-	-
(c) Socio-economic class + fertilisation + grassland management												
Coefficients		YS Forbs	alpha-FSR			alpha-HNV			alpha-WR			Sørensen index
	(Intercept)	-0.861	2.434			-0.680			3.274			0.486
Income type	P	-	-			-			-			-
Education	E	-	-			-			-			-0.147
I x E	P x E	-	-			-			-			-
Fertilisation	Yes	-	-			-			-			-
Collecting dung	Yes	0.276	-0.196			-			-0.734			-
Harrowing	Yes	-	-			-			-			0.205
Reseeding	Yes	-0.236	-0.087			-0.654			-			-
Rolling	Yes	-	-			-			0.860			-
Herbicides	Yes	-0.264	-0.125			-			-			-
Topping	Yes	-0.199	-			-0.597			-			-0.210
Topping + cutting removal	Yes	-	-0.131			-0.893			-			-
Mowing	Yes	-0.334	-0.144			-0.347			-0.555			-