## The questionnaire S1. Selected questions used in the article.

A. General, economic, and financia	l questions:	
Economic size (ES) Prod	uction types (TF)	
Education:		
□ primary	□ vocational training	$\square$ secondary
□ bachelor degree	☐ higher education MSc	☐ scientific education (PhD)
Is there already a known successo	r in running a farm?	
□ yes	□ no	□ it is difficult to say
Please give the following values, o	lescribing your farm:	
The area of the Utilized Agricultur	ral Area on which the activity is carrie	d out (in ha)
including lease (ha)		
The total number of animals in lar	ge livestock units	
Share of plant cover on arable land	d during winter (%)?	
A number of groups of plants		
Share of agricultural income in tot	al household income (in %)	
The value of agricultural output	Farm net income	
Value of gross investment	Value of equity	
Total liabilities	Value of assets	
C. Other questions		
Indicate the importance of the farm	's objectives (1-small important, 3-med	dium, 5-very important):
1/2/3/4/5 providing of income 1/2/3/	4/5 ensuring continuity of running	
1/2/3/4/5 increasing the value of ass	tets $1/2/3/4/5$ care for the environment	ent
1/2/3/4/5 providing funds to the family	1/2/3/4/5 increase of output	
1/2/3/4/5 modernization of the farm 1	/2/3/4/5 stabilization of the economic situ	ation of the family

**Table S1.** List of the explanatory variables used in the classification tree model (C&RT).

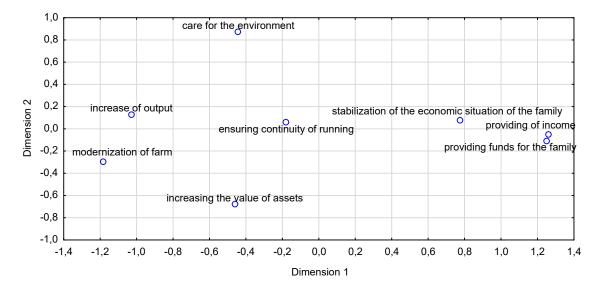
Variables used in	n the first stage		
Quantitative	Qualitative		
Total liabilities, utilized agricultural area, average farm capital, fertilizers per 1 ha, land value, cash flow, assets-absorption of income, the share of plant cover on arable land during winter, farm net income, gross investment, number of separate agricultural parcels, number of groups of plants, the share of agricultural income in total household income.	Economics size (ES), type of farming, level of education, is the education agricultural?, opinion on the wealth effect, is the successor known?, have measures been taken to improve the environment in the last three years?, investment situation, are you going to develop the farm?, sales under multiannual contracts, sales under short-term contracts, define your economic situation, use of rainwater, opinion on the use of own funds in the context of risks.		
Variables finally used after the	e importance ranking in C&RT.		
Quantitative	Qualitative		
Utilized agricultural area, the share of plant cover on arable land during winter, farm net income, assets-absorption of income, number of groups of plants, gross investment, farm capital, fertilizers per 1 ha, total liabilities.	Type of farming, level of education, is the education agricultural?, use of rainwater, have measures been taken to improve the environment in the last three years?, investment situation, opinion on the wealth effect.		

Source: Own study based on the questionnaire survey.

**Table S2.** The coordinates for specific objectives in the agricultural holdings surveyed in the Wielkopolska region in multidimensional scaling.

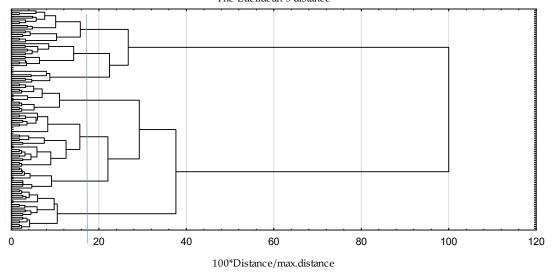
	Stress = .035; Alienation = .056		
Specification of the objectives	Dimension 1	Dimension 2	
providing of income	1.26217	-0.047671	
increasing the value of assets	-0.45874	-0.681282	
providing funds for the family	1.24903	-0.110614	
modernization of farm	-1.18069	-0.300182	
ensuring continuity of running	-0.18012	0.062050	
care for the environment	-0.44187	0.872094	
increase of output	-1.02707	0.128528	
stabilization of the economic situation of the family	0.77730	0.077077	

Source: Own study based on the questionnaire survey.



**Figure S1.** The distribution of the objectives of operation in the examined agricultural holdings in the Wielkopolska region in two-dimensional space from the perspective of the multidimensional scaling; N=120. Source: Own study based on the questionnaire survey.

## The Ward's method The Euclidean's distance



**Figure S2.** The dendrogram (the cluster analysis—the agglomeration) of the examined agricultural holdings in the Wielkopolska region due to the objectives of their operation; N=120. Source: Own study based on the questionnaire survey.

**Table S3.** The mean of the objectives of operation of the examined agricultural holdings in the Wielkopolska region due to the distinguished clusters (Figure S2).

Specification		Cluster No. 2 N=15	Cluster No. 3 N=21	Cluster No. 4 N=28	Cluster No. 5 N=22
providing of income	4.82	4.67	3.48	4.61	5.00
increasing the value of assets	4.50	3.27	3.33	3.04	4.36
providing funds for the family	4.82	4.27	3.05	4.93	4.91
modernization of farm	3.79	1.93	3.10	3.71	4.36
ensuring continuity of running	4.03	2.87	3.38	3.86	4.82
care for the environment	3.50	3.60	3.62	3.82	4.64
increase of output		2.67	3.05	3.32	4.27
stabilization of the economic situation of the family	4.50	4.13	3.57	4.46	5.00

The hierarchy of each objective from 1 to 5. Source: Own study based on the questionnaire survey.