

APPENDIX A

SURVEY QUESTIONS

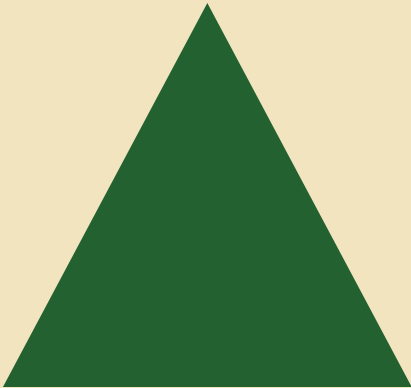
DEMAND - CAPTCHA PORTION

Q1 | Are you human?



I'm not a robot

Q2 | What shape is this?



- ☐ Hexagon
- ☐ Circle
- ☐ Square
- ☐ Triangle

Q3 | What shape is this?



- ☐ Hexagon
- ☐ Circle
- ☐ Square
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DEMAND

Q6 | Rate your confidence in the following statement:

“I know what compost is.”

- ☐ Not confident
- ☐ Slightly confident
- ☐ Moderately confident
- ☐ Confident
- ☐ Very confident

Q7 | *Compost is a mixture that consists largely of decayed organics matter and is used for fertilizing land.*

Given this definition, how confident are you in understanding what compost is?

- ☐ Not confident
- ☐ Slightly confident
- ☐ Moderately confident
- ☐ Confident
- ☐ Very confident

Q8 | How often do you purchase compost?

- ☐ Never
- ☐ Infrequently
- ☐ Sometimes
- ☐ Frequently
- ☐ Very often

Q9 | How satisfied are you with the quality of existing compost products on the market?

This is question was only displayed if answer to Q8 was not “Never”

- ☐ Extremely dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat satisfied
- ☐ Extremely satisfied

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DEMAND

Q10 | For what purposes do you use compost? Select all that apply.

This question was only displayed if answer to Q8 was not “Never”

- ☐ Personal gardening
- ☐ Community gardening
- ☐ Landscaping business
- ☐ Farming business
- ☐ Gardening business
- ☐ Other (please specify)

Q11 | What factors do you value most when purchasing compost? Select only two.

This question was only displayed if answer to Q8 was not “Never”

- ☐ Locally-sourced materials
- ☐ Competitive pricing
- ☐ High-quality compost product
- ☐ Convenience of pickup/delivery options
- ☐ Other

Q12 | Where do you usually purchase compost? Select all that apply.

This question was only displayed if answer to Q8 was not “Never”

- ☐ Garden center/nursery
- ☐ Online
- ☐ Hardware stores
- ☐ Farmers market
- ☐ Other (please specify)

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COMPETITIVE ANALYSIS

Q10 | For what purposes do you use compost? Select all that apply.

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- ☐ Other (please specify)

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ENGAGEMENT

Q15 | How much would you be willing to pay for a bag of compost (1 cubic foot)?

Below is a 1 cubic foot bag of compost for reference.

An image of a 1 foot by 1 foot by 1 foot compost bag was included under this question for reference

- ☐ \$1-5
- ☐ \$6-10
- ☐ \$11-15
- ☐ \$16-20
- ☐ \$21-25
- ☐ \$25+

Q16 | How much compost (quantity) would you purchase at a time? Below is a 1 cubic foot bag of compost for reference.

This question was only displayed if answer to Q8 was not “Never”

An image of a 1 foot by 1 foot by 1 foot compost bag was included under this question for reference

- ☐ 2 lbs
- ☐ 5 lbs
- ☐ 10 lbs
- ☐ 1 cubic ft (~25lbs)

Q17 | If you have heard about local composting services and/ or products, how did you hear about them? Select all that apply.

- ☐ Word of mouth
- ☐ Social media
- ☐ Online search
- ☐ In-person tabling
- ☐ In-store
- ☐ Other (please specify)
- ☐ I have not heard about local services

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ALIGNMENT WITH IVCC

Q18 | What are the most important factors that affect your decision to purchase a product? Select only two.

- ☐ Brand identity
- ☐ Commitment to sustainability
- ☐ Mission statement, company values
- ☐ Social media presence
- ☐ Website
- ☐ Quality of Product

Q19 | How much do you agree with this statement?

“It is important to me to support local small businesses when I make purchases.”

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

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DEMOGRAPHICS

Q20 | What is your age?

- ☐ 18-25 (2)
- ☐ 26-30 (3)
- ☐ 31-38 (4)
- ☐ 39+ (5)

Q21 | Where do you currently live?

- ☐ Santa Barbara
- ☐ Goleta
- ☐ Isla Vista
- ☐ Hope Ranch
- ☐ Montecito
- ☐ Other (please specify)

Q22 | What gender do you identify with?

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Prefer not to say

Q23 | What is your ethnicity? Select all that apply.

- ☐ African American
- ☐ Asian
- ☐ Latino or Hispanic
- ☐ Native Hawaiian or Pacific Islander
- ☐ Native American
- ☐ Caucasian/White
- ☐ Other
- ☐ Prefer not to say

Q24 | Are you currently employed?

- ☐ Yes
- ☐ No

Q25 | Do you work in any of the following fields? Select all that apply.

This question was displayed only if answer to Q24 was "Yes"

- ☐ Farming and Agriculture
- ☐ Gardening and Landscaping
- ☐ Greenhouse Operation
- ☐ Nurseries
- ☐ Urban Planning
- ☐ Facility Management (parks, golf courses, sports fields, etc.)
- ☐ None of the Above