# Supplementary Material for “Exploring Consumer Preferences for Potting Mix Characteristics using Best-Worst Scaling”

## Table A1: Supplemental Sub-Sample Results, Gardening Characteristics

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Overall | Master Gardener | Home Improvement | Agree in human -caused Climate Change | 10+ years Gardening Experience | Peat Moss: Used | Enviro effects garden products: Agree/Strongly Agree |
|  | N=499 |  | N=203 |  | N=230 |  | N=296 |  | N=346 |  | N=408 |  | N=368 |  |
|  | StdBW | Rank | StdBW | Rank | StdBW | Rank | StdBW | Rank | StdBW | Rank | StdBW | Rank | StdBW | Rank |
| Plant/Garden-Specific | 0.298 | 1 | 0.409 | 1 | 0.347 | 1 | 0.335 | 1 | 0.286 | 1 | 0.305 | 1 | 0.291 | 1 |
| Pre-mix | 0.248 | 2 | 0.221 | 2 | 0.343 | 2 | 0.222 | 2 | 0.271 | 2 | 0.25 | 2 | 0.239 | 2 |
| Price | 0.210 | 3 | 0.170 | 3 | 0.257 | 3 | 0.219 | 3 | 0.202 | 3 | 0.182 | 3 | 0.216 | 3 |
| Local | 0.151 | 4 | 0.145 | 4 | 0.100 | 4 | 0.196 | 4 | 0.143 | 4 | 0.15 | 4 | 0.17 | 4 |
| Moisture Control  | 0.096 | 5 | 0.126 | 5 | 0.071 | 5 | 0.184 | 5 | 0.070 | 5 | 0.094 | 5 | 0.09 | ***6*** |
| Organic | 0.088 | 6 | 0.028 | 6 | 0.065 | 6 | 0.058 | 6 | 0.068 | 6 | 0.084 | 6 | 0.144 | ***5*** |
| Contains Fertilizer | 0.046 | 7 | 0.015 | 7 | -0.031 | 7 | 0.013 | 7 | 0.028 | 7 | 0.037 | 7 | 0.007 | 7 |
| Contains Peat Moss | -0.051 | 8 | -0.055 | 8 | -0.047 | 8 | -0.13 | 8 | -0.019 | 8 | -0.021 | 8 | -0.076 | 8 |
| Brand | -0.132 | 9 | -0.102 | 9 | -0.167 | 9 | -0.157 | 9 | -0.112 | 9 | -0.133 | 9 | -0.146 | 9 |
| Packaging | -0.368 | 10 | -0.358 | 10 | -0.361 | 10 | -0.381 | 10 | -0.353 | 10 | -0.375 | 10 | -0.369 | 10 |
| Delivery | -0.587 | 11 | -0.600 | 11 | -0.578 | 11 | -0.558 | 11 | -0.584 | 11 | -0.573 | 11 | -0.565 | 11 |

***Bold numbers*** denote the ranking of the attribute differs from the Overall outcome.

## Table A2: Supplemental Sub-Sample Results, Demographic Characteristics

|  |  |  |  |
| --- | --- | --- | --- |
|  | Overall | Gender: Female | Edu: Graduate degree |
|  | N=499 |  | N=351 |  | N=182 |  |
|  | StdBW | Rank | StdBW | Rank | StdBW | Rank |
| Plant/Garden-Specific | 0.298 | 1 | 0.301 | 1 | 0.323 | 1 |
| Pre-mix | 0.248 | 2 | 0.258 | 2 | 0.264 | 2 |
| Price | 0.210 | 3 | 0.214 | 3 | 0.204 | 3 |
| Local | 0.151 | 4 | 0.157 | 4 | 0.173 | 4 |
| Moisture Control  | 0.096 | 5 | 0.094 | 6 | 0.080 | 5 |
| Organic | 0.088 | 6 | 0.095 | 5 | 0.055 | 6 |
| Contains Fertilizer | 0.046 | 7 | 0.073 | 7 | 0.043 | 7 |
| Contains Peat Moss | -0.051 | 8 | -0.073 | 8 | -0.080 | 8 |
| Brand | -0.132 | 9 | -0.142 | 9 | -0.110 | 9 |
| Packaging | -0.368 | 10 | -0.378 | 10 | -0.404 | 10 |
| Delivery | -0.587 | 11 | -0.599 | 11 | -0.547 | 11 |