NFF # 3: Foliage Overview 9-15-14

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Study Objectives:
The objective of this study is to find out what drives customer choice at the point of plant purchases, and to determine the values of individual aspects of the purchasing environment.

Sampling Approach:

Gender	50% male, 50% female
Race/ethnicity	25% White/Caucasian, 25% Black/African American, 25% Hispanic/Latino, 25% Asian
Age	20% 18-24, 20% 25-34, 20% 35-44 20% 45-54, 20% 55-64

Screening Question:
Have you purchased a plant in the last 6 months?

Yes
No

STUDY CONSTRUCTION

Welcome Screen:
Welcome! In this survey, we will ask you to imagine different experiences involving foliage plants. On each screen in the survey, you will see several phrases that describe this experience. These phrases may include plant containers ("These plants are in a: …"), extras ("These plants come with: …"), and the store displays ("These plants are located: …"). On each screen in the survey, several of these phrases will be presented together. We ask that you take a moment to imagine the experience depicted by the phrases – its distinct sensory and psychological qualities. For example:

These plants are in a: traditional green pot.
These plants come with: a free fertilizer packet.
These plants are located: in the outdoor garden center.

Closing your eyes for a brief moment may help you imagine this experience.

Next, we will prompt you to answer two questions, which appear below each description:

1) How much would this experience interest you?

Not at all… 1 2 3 4 5 6 7 8 9 …Very much

2) What price would you pay for a foliage plant of this type?

1=$4.99 2=$7.99 3=$9.99 4=$14.99 5=$19.99 6=$24.99 7=$29.99

You will be asked the same two questions for each description of an experience. Please note that each type is UNIQUE. It is important that you rate each type as a single unit. It should take 15-20 minutes to compete this survey. To continue click >>

Rating Questions

1) How much would this experience interest you?
Not at all… 1 2 3 4 5 6 7 8 9 …Very much

2) What price would you pay for a foliage plant of this type?
1=$4.99 2=$7.99 3=$9.99 4=$14.99 5=$19.99 6=$24.99 7=$29.99

Categories and Elements (6 X 6)

Category A: Container
- Biodegradable containers
- Traditional green pots
- Containers with graphics to demonstrate what the plant will look like
- Soil pots that allow you to put the plant directly into the ground
- Plastic containers
- Clay pots add a nice touch

Category B: Tags
- Large tags make it easier to find and read the information
- Tags in the shape of the plant are visually appealing
- Biodegradable tags to be more environmentally conscious
- Bilingual tags
- Tag color should match the container
- Graphics on tag show what the plant will look like

Category C: Sleeves
- Plastic sleeves are more durable
- Sleeves with handles allow you to easily move the plant
- Sleeves with graphics
- Clear sleeves so that you can see the plant
- Paper sleeves
- Colorful plant sleeves

Category D: Store Display
- Indoor garden centers
- Outdoor garden centers
- Plants displayed on benches
- Plants displayed on racks make good use of the space
- Displaying plants on the floor
- Small plants displayed by checkout

Category E: Extras
- Plants that come with a free fertilizer packet
- A free disease control packet with every plant
- Plants that come with free soil packets
- Buy one, get one free
- Coupons can be found in the local newspaper
- Purchasing a plant enters you into a drawing to win a vacation

Category F: Endorsement /Promotions
- This plant appeared on a TV commercial
- A well-known nursery grew this plant

The nursery that grew this plant is extremely involved in social media
This plant appeared in Better Homes and Gardens
This plant is sold on QVC
This plant was produced by a renowned breeder

Demographics:

Please indicate your GENDER:

Male
Female

Please indicate the AGE GROUP you belong to:

18-24
25-34
35-44
45-54
55-64

For demographic purposes only, which of the following BEST describes your ETHIC background?

White/Caucasian
Black/African American
Hispanic/Latino
Asian
Other

Which of the following best describes the neighborhood where you live?

Rural, open undeveloped country/remote from towns or villages
Small town or village
Suburban area outside a city
Small city
Urban/big city

Which of the following BEST describes the highest level of education you have completed?

Grade/elementary/Jr. High
Completed high school
Some college less than 2 years
Completed college
Completed graduate/post graduate
Vocational school

What is your household income per year BEFORE TAXES?

Under US $30,000
US $30,000-$39,999
US $40,000-$49,999
US $50,000-$74,999
US $75,000-$99,999
US $100,000-$124,999
US $125,000 and over

Please indicate your current MARITAL status.

Single (never married)
Single/living with partner
Married

Separated/Divorced
Widowed

Have you ever purchased foliage plants before?
Yes
No

How often do you purchase foliage plants?
Never
Once or twice a year
Once or twice per six months
Once or twice a month
Once a week
Multiple times a week

How often do you purchase foliage plants for yourself?
Never
Once or twice a year
Once or twice per six months
Once or twice a month
Once a week
Multiple times a week

How often do you purchase plants for others?
Never
Once or twice a year
Once or twice per six months
Once or twice a month
Once a week
Multiple times a week

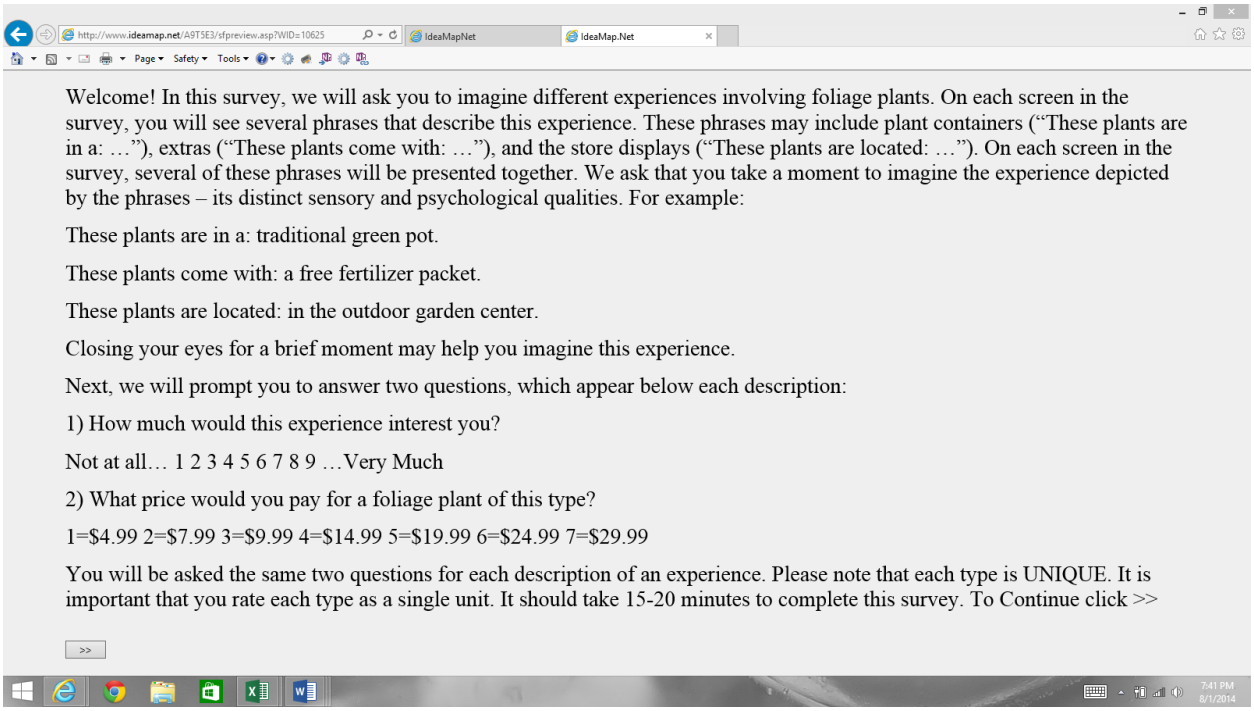
How often do you receive foliage plants?
Never
Once or twice a year
Once or twice per six months
Once or twice a month
Once a week
Multiple times a week

When you receive foliage plants do they satisfy you as a gift?
Not applicable
Yes
No

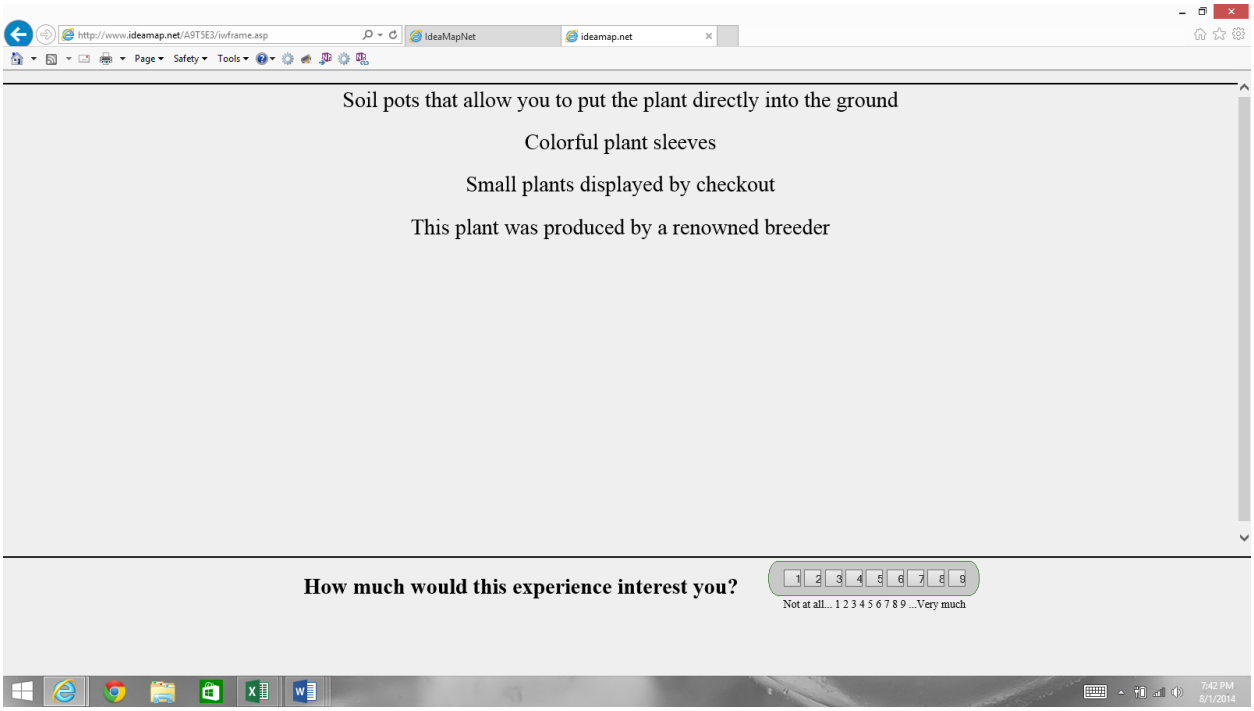
How often do you see or smell plants?
Never
Maybe once a month
Once a week
Once a day
All the time

STUDY SCREEN SHOTS

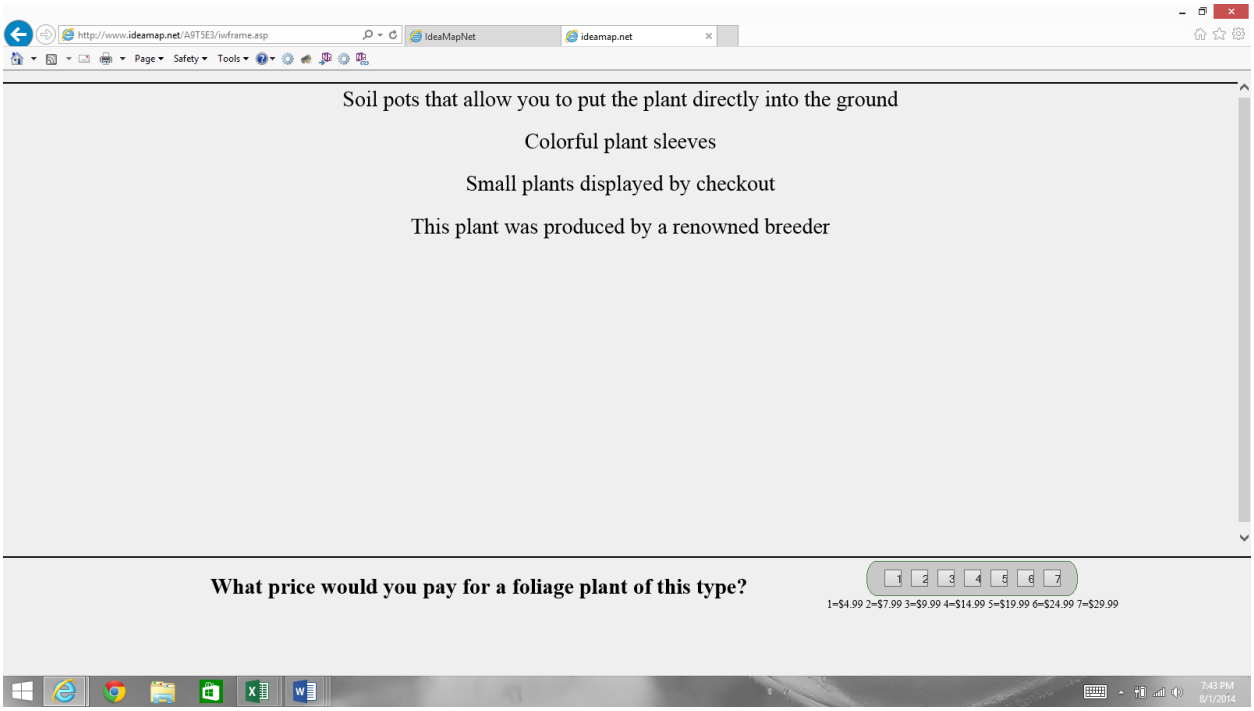
Welcome Screen:



Rating Question 1 (Interest) Screen:



Rating Question 2 ($$$) Screen:


http://www.ideamap.net/A9T5E3/iwframe.asp
IdeaMapNet
ideamap.net
Page
Safety
Tools
Soil pots that allow you to put the plant directly into the ground
Colorful plant sleeves
Small plants displayed by checkout
This plant was produced by a renowned breeder
What price would you pay for a foliage plant of this type?
1 2 3 4 5 6 7
1=$4.99 2=$7.99 3=$9.99 4=$14.99 5=$19.99 6=$24.99 7=$29.99
7:43 PM
8/1/2014

STUDY METHODS

Rule developing experimentation (RDE) developed by Moskowitz Jacobs Inc., in cooperation with the Wharton School of Business at the University of Pennsylvania, and implemented with IdeaMap® technology was used to identify consumer preferences for plant purchases. IdeaMap® technology uses modified conjoint analysis to determine the effect of a single independent variable when presented in multiple combinations with other independent variables. This methodology was previously employment by Colquhoun et al. (2012) and Levin et al. (2012) to evaluate consumer-desired traits in fresh strawberry and flowers, respectively. Setup of the plant purchase experiment and statistical analysis of the survey data were similar.

Six categories of plant purchase traits were tested in this study: container, tags, sleeves, store display, extras, and endorsement /promotions. These categories were further divided into 6 specific elements for a total of 36 independent elements listed in Table 2. Each subject was introduced to the study by a welcome screen, and was sequentially asked to rate their interest in shopping for a foliage plant consisting of a combination of 3 or 4 randomized elements (each from a different category) on a 9 point scale, and the price willing to pay for the same plant purchase experience (Figure 1). Subjects responded to 48 of these permutated element combinations and 14 demographic questions before completing the survey.

A representative baseline control called an additive constant set the benchmark for the impact of individual elements on consumer preference. This constant for the study as a whole was 42 (Table 3), indicating that 42% of subjects would respond favorably to the concept of a plant purchase experience in general, without influence of the subsequent elements. The interest value is added to the constant to indicate the percentage of subjects that would be interested in the respective element. The interest value of a particular element is shown as the difference respective to the constant to show incremental or decremental effects on overall liking.

Panel Direct Online (www.paneldirectonline.com), a division of Focus Forward, LLC (www.focusfwd.com), was used to recruit a specific distribution of subjects for the study. A total of 312 subjects completed the survey "NFF Study III." The desired distribution was a ~50/50 split between male and female and a ~25/25/25/25 split between White, Black, Hispanic, and Asian ethnic backgrounds.

Multiple steps contributed to the success and efficiency of the IdeaMap® study with the first step as the most ambiguous, category and element design. The next step was the main effects experimental setup with a 6 variable, 6 level design. Each of the 36 options (elements) appeared 5 times in 60 permutated combinations. Every study subject evaluated a unique set of 60 combinations with the same 36 elements. Every combination (concept) comprised a minimum of 3 to a maximum of 4 elements, and a maximum of 1 element from each category. All combinations were incomplete and eliminated collinearity. The original experimental design ensured that all 36 elements were statistically independent of each other.

Regression modeling was used to determine which elements drive liking/disking. Regression modeling related the independent variables (elements) to the dependent variable (rating), and assigned numerical values to each element using an additive equation of the form: Rating = k0 + k1 (element A1) + k2 (element A2) + … + k36 (element F6), where k0 is the additive constant, and k1-k36 correspond to impact values of elements 1-36, respectively.

K-cluster analysis (MacQueen, 1967) was applied to the matrix of 36 columns (one per element) and 312 rows (one per respondent) to identify segments within the surveyed population. Clusters comprise a fraction of the total population and should separate the total population by differing impact values regarding the elements rated. Within a cluster, the strongest performing elements (positive or negative) should be similar (Moskowitz, 2012). In this way, the elements within a segment are enriched for impact.

STUDY RESULTS

Tables

Table 1. Categories (A - F) and elements (1 - 6) used for the NFF Study III IdeaMap® study.

Container	
A1	Biodegradable containers
A2	Traditional green pots
A3	Containers with graphics to demonstrate what the plant will look like
A4	Soil pots that allow you to put the plant directly into the ground
A5	Plastic containers
A6	Clay pots add a nice touch
Tags	
B1	Large tags make it easier to find and read the information
B2	Tags in the shape of the plant are visually appealing
B3	Biodegradable tags to be more environmentally conscious
B4	Bilingual tags
B5	Tag color should match the container
B6	Graphics on tag show what the plant will look like
Sleeves	
C1	Plastic sleeves are more durable
C2	Sleeves with handles allow you to easily move the plant
C3	Sleeves with graphics
C4	Clear sleeves so that you can see the plant
C5	Paper sleeves
C6	Colorful plant sleeves
Store Display	
D1	Indoor garden centers
D2	Outdoor garden centers
D3	Plants displayed on benches
D4	Plants displayed on racks make good use of the space
D5	Displaying plants on the floor
D6	Small plants displayed by checkout
Extras	
E1	Plants that come with a free fertilizer packet
E2	A free disease control packet with every plant
E3	Plants that come with free soil packets
E4	Buy one, get one free
E5	Coupons can be found in the local newspaper
E6	Purchasing a plant enters you into a drawing to win a vacation
Endorsement /Promotions	
F1	This plant appeared on a TV commercial
F2	A well-known nursery grew this plant
F3	The nursery that grew this plant is extremely involved in social media

F4	This plant appeared in Better Homes and Gardens
F5	This plant is sold on QVC
F6	This plant was produced by a renowned breeder

Table 2. Demographics of respondents (n = 312).

NFF Study III	Total Sample
Base Size	312
	%
Please indicate your GENDER:	
Male	36%
Female	64%
Please indicate the AGE GROUP you belong to:	
18-24	10%
25-34	29%
35-44	23%
45-54	20%
55-64	18%
For demographic purposes only, which of the following BEST describes your ETHIC background?	
White/Caucasian	35%
Black/African American	28%
Hispanic/Latino	11%
Asian	27%
Other	0%
Which of the following best describes the neighborhood where you live?	
Rural, open undeveloped country/remote from towns or villages	13%
Small town or village	10%
Suburban area outside a city	39%
Small city	13%
Urban/big city	25%
Which of the following BEST describes the highest level of education you have completed?	
Grade/elementary/Jr. High	2%
Completed high school	18%
Some college less than 2 years	26%
Completed college	37%
Completed graduate/post graduate	17%
Vocational school	1%
What is your household income per year BEFORE TAXES?	
Under US $30,000	21%
US $30,000-$39,999	15%
US $40,000-$49,999	11%
US $50,000-$74,999	18%
US $75,000-$99,999	19%
US $100,000-$124,999	9%

US $125,000 and over	8%
Please indicate your current MARITAL status.	
Single (never married)	28%
Single/living with partner	10%
Married	50%
Separated/Divorced	11%
Widowed	2%
Have you ever purchased foliage plants before?	
Yes	90%
No	10%
How often do you purchase foliage plants?	
Never	8%
Once or twice a year	39%
Once or twice per six months	34%
Once or twice a month	12%
Once a week	4%
Multiple times a week	3%
How often do you purchase foliage plants for yourself?	
Never	8%
Once or twice a year	44%
Once or twice per six months	30%
Once or twice a month	11%
Once a week	4%
Multiple times a week	4%
How often do you purchase plants for others?	
Never	23%
Once or twice a year	43%
Once or twice per six months	20%
Once or twice a month	10%
Once a week	3%
Multiple times a week	2%
How often do you receive foliage plants?	
Never	36%
Once or twice a year	40%
Once or twice per six months	14%
Once or twice a month	5%
Once a week	1%
Multiple times a week	3%

When you receive foliage plants do they satisfy you as a gift?	
Not applicable	23%
Yes	70%
No	7%
How often do you see or smell plants?	
Never	1%
Maybe once a month	20%
Once a week	24%
Once a day	16%
All the time	39%

Table 3. Total study data for rating question 1. The data is presented in a heat-map illustration to help identify the high and low interest values per column.

	NFF III		1	1
		Total Sample	Male	Female
	Base Size	312	112	200
	Constant	42	34	46
A1	Biodegradable containers	5	6	4
A2	Traditional green pots	3	3	2
A3	Containers with graphics to demonstrate what the plant will look like	3	4	2
A4	Soil pots that allow you to put the plant directly into the ground	7	3	10
A5	Plastic containers	-2	-1	-3
A6	Clay pots add a nice touch	0	-1	1
B1	Large tags make it easier to find and read the information	2	3	1
B2	Tags in the shape of the plant are visually appealing	3	7	0
B3	Biodegradable tags to be more environmentally conscious	4	5	3
B4	Bilingual tags	-3	0	-4
B5	Tag color should match the container	-1	4	-5
B6	Graphics on tag show what the plant will look like	2	1	2
C1	Plastic sleeves are more durable	0	3	-2
C2	Sleeves with handles allow you to easily move the plant	3	9	1
C3	Sleeves with graphics	1	6	-2
C4	Clear sleeves so that you can see the plant	6	12	4
C5	Paper sleeves	2	5	-1
C6	Colorful plant sleeves	5	9	3
D1	Indoor garden centers	-1	4	-3
D2	Outdoor garden centers	0	1	-1
D3	Plants displayed on benches	-1	-1	-2
D4	Plants displayed on racks make good use of the space	2	3	1
D5	Displaying plants on the floor	-3	3	-7
D6	Small plants displayed by checkout	2	3	0
E1	Plants that come with a free fertilizer packet	4	7	3
E2	A free disease control packet with every plant	4	9	1
E3	Plants that come with free soil packets	5	4	6
E4	Buy one, get one free	12	8	14
E5	Coupons can be found in the local newspaper	6	8	5
E6	Purchasing a plant enters you into a drawing to win a vacation	4	8	2
F1	This plant appeared on a TV commercial	-2	-1	-3
F2	A well-known nursery grew this plant	3	3	3
F3	The nursery that grew this plant is extremely involved in social media	3	1	4
F4	This plant appeared in Better Homes and Gardens	4	6	3
F5	This plant is sold on QVC	-6	-5	-6
F6	This plant was produced by a renowned breeder	3	4	2

2	2	2	2	2	3	3	3	3	4
18-24	**25-34**	**35-44**	**45-54**	**55-64**	**White**	**Black**	**Latino**	**Asian**	**Rural**
30	92	72	63	55	108	88	33	83	40
44	36	48	54	28	28	46	49	53	33
8	5	4	-2	10	13	3	0	-3	8
11	3	-1	0	5	6	0	2	3	6
-4	7	1	-1	6	2	1	5	5	2
-4	6	12	1	18	12	1	9	8	10
-2	3	-2	-8	-2	-2	-5	2	0	0
2	2	-2	-7	9	1	-3	-6	6	-4
15	4	-4	2	-1	4	6	0	-5	3
9	4	4	-4	4	10	-2	-1	-1	-1
10	2	1	6	3	7	3	5	-2	2
9	-6	-2	-3	-5	-4	0	11	-10	-2
9	6	-3	-13	-4	-2	-4	1	0	-3
5	5	-2	-3	3	0	8	4	-4	1
-6	2	1	-3	0	-3	-3	2	4	8
-3	3	1	6	6	11	0	3	-3	-2
-3	2	-3	-1	8	4	-7	4	3	-6
-2	10	0	9	11	8	7	1	6	-1
-6	2	1	0	7	3	-3	-1	5	-4
5	8	1	1	10	8	7	-4	4	4
-2	5	-6	0	-5	0	-1	-3	-1	-1
5	2	-6	-3	3	-1	2	-3	-2	1
-7	3	-7	7	-6	-1	-5	-3	3	-1
9	9	-6	0	-3	0	2	2	3	2
-9	1	-4	-1	-8	-6	-1	9	-7	1
-8	8	-3	1	2	3	5	-5	-2	16
1	6	1	4	7	6	6	4	0	12
11	-1	4	8	3	4	4	8	1	6
11	6	7	4	-2	3	6	-1	8	-1
12	11	1	15	22	16	11	11	7	12
4	9	2	0	12	9	6	6	2	14
15	6	3	2	0	1	10	9	0	6
1	2	-5	-8	-1	-2	-4	-3	-1	4
2	7	6	-4	2	6	2	-2	3	17
-4	8	2	-3	7	5	3	4	1	7
14	5	4	-1	1	10	1	-8	3	3
-6	1	-3	-9	-17	-5	-6	-10	-5	1
7	6	5	-6	3	2	9	-3	0	8

4	4	4	4	5
Small town or village	**Suburban**	**Small city**	**Urban/big city**	**Grade/elementary/Jr. High**
31	123	41	77	5
31	39	55	48	24
16	6	-6	1	21
3	7	-6	0	19
10	2	-3	4	12
15	8	-3	8	29
9	-3	-14	0	-3
7	4	-7	-3	8
11	-2	5	2	23
7	2	-1	5	27
3	0	9	8	2
-2	1	-8	-6	-27
0	0	-8	1	-10
5	2	-3	2	-5
-6	-4	4	1	-22
3	6	-4	7	-1
19	-1	-2	1	22
4	10	7	4	-4
3	1	3	3	14
9	6	-4	7	-8
-4	2	-5	-1	6
-4	0	-3	1	0
4	-2	-4	-2	3
-10	4	-3	4	-2
-4	-1	-6	-7	-14
-5	3	-3	-4	-8
13	4	3	-2	12
17	3	2	0	22
12	5	5	4	14
20	10	17	7	21
12	6	10	-3	14
6	4	7	2	-12
-8	-6	-2	2	-1
2	-3	5	5	18
10	4	-5	1	-19
-4	6	7	2	-4
-4	-8	-12	-5	-17
3	-1	5	5	5

5	5	5
Completed high school	**Some college less than 2 years**	**Completed college**
55	80	114
44	46	36
0	6	8
5	-2	4
-1	1	8
1	9	11
-5	-2	1
-3	1	4
0	4	1
3	4	3
6	5	6
0	-7	-2
-1	-3	2
-4	6	5
-13	0	5
3	6	0
-1	3	2
0	5	12
-2	4	2
1	7	8
1	-7	3
8	-7	2
-1	-4	-1
5	-5	2
8	-17	0
-1	-7	5
7	-1	5
8	2	4
5	4	6
13	11	11
12	-2	6
5	5	5
6	-1	-2
8	3	1
3	6	6
6	5	5
-2	-2	-10
4	6	4

5	5	6	6
Completed graduate/post graduate	**Vocational school**	**Under US $30,000**	**US $30,000-$39,999**
54	4	65	48
53	-22	43	35
-4	21	7	-2
0	36	7	-1
0	-16	5	-3
2	19	10	8
-6	6	0	-4
-6	10	6	-8
1	8	3	12
-3	6	4	7
-7	11	4	8
0	17	-9	5
-6	8	-4	8
-6	20	1	8
2	13	3	-7
7	19	7	-1
-6	2	-1	-1
4	20	3	6
1	-23	-4	-5
3	-1	6	4
0	-16	-4	0
-3	-21	-1	5
1	2	-8	3
9	-5	-1	5
0	14	-9	0
8	13	2	-1
4	47	5	10
-2	37	0	9
2	9	2	3
7	59	11	20
9	30	6	7
1	28	9	4
-11	-25	-3	0
0	15	5	2
-7	12	6	3
-2	-21	0	8
-6	8	-5	-4
-5	-1	9	1

6	6	6	6
US $40,000-$49,999	**US $50,000-$74,999**	**US $75,000-$99,999**	**US $100,000-$124,999**
33	57	58	27
65	36	36	43
-3	7	7	6
-6	7	-3	8
2	2	3	6
7	5	2	19
-3	0	-1	-11
-2	9	-7	-5
0	0	0	-4
-13	8	2	2
2	5	6	-4
-3	-8	-1	0
-21	2	2	0
-1	-1	7	0
-16	7	6	1
-4	0	12	-1
-6	7	4	2
-2	8	15	9
-4	7	12	-3
-12	7	15	3
0	-2	1	-1
0	-2	-4	1
-5	-6	3	12
3	-3	8	-6
-3	-9	2	6
-1	1	5	8
-4	4	5	-2
3	4	4	1
7	11	2	3
-2	16	9	9
-7	17	2	1
-7	6	6	-2
0	-1	1	-7
-4	9	1	-2
2	7	9	-11
5	7	-3	20
-8	-7	-3	0
-8	4	0	15

6	7	7	7	7
US $125,000 and over	**Single (never married)**	**Single/living with partner**	**Married**	**Separated/Divorced**
24	86	32	156	33
45	33	40	48	36
7	11	3	2	-2
9	9	-12	2	5
8	10	-14	3	3
7	5	11	7	16
-1	6	-11	-4	-3
8	4	3	-3	1
-5	7	11	-4	8
0	7	2	-1	7
-3	8	7	-2	13
4	-1	6	-6	2
-3	4	-5	-2	-7
-8	7	6	-3	4
-9	2	-2	-3	3
7	4	5	1	13
-5	1	-5	0	7
4	4	7	5	18
4	-2	-10	4	11
4	10	-1	2	11
2	1	-11	1	-3
-1	6	-2	-5	5
0	-5	-8	1	2
5	9	7	-3	-2
-4	1	-12	-4	1
-4	2	10	-1	2
6	11	-3	2	3
13	10	-1	1	10
9	7	7	3	6
13	13	8	10	16
13	6	0	6	10
5	12	16	0	-8
-11	4	-5	-4	-4
5	7	6	3	-4
-10	8	2	1	4
-4	2	11	3	6
-20	-3	-4	-6	-13
-3	6	6	2	-5

7	8	8	9	9
Widowed	**Yes**	**No**	**Never**	**Once or twice a year**
5	280	32	25	122
44	43	28	23	37
3	5	0	-3	5
-4	3	2	-1	3
-16	3	4	2	3
-28	7	8	5	10
-13	-3	2	3	-5
6	0	2	1	3
-8	2	6	8	2
2	3	2	4	4
11	3	6	6	0
-29	-3	0	-7	-4
-21	-1	-2	4	-1
-10	1	5	6	-5
16	1	-7	-6	-4
4	3	10	9	3
14	1	0	0	2
14	7	-1	0	7
-4	1	5	1	-2
16	5	10	10	3
-14	-1	3	7	0
5	-1	8	8	2
20	-2	1	5	2
8	1	8	6	-1
-13	-3	-2	2	-8
5	1	3	2	0
4	5	-2	-1	6
-6	4	8	9	3
-3	5	0	1	7
22	12	6	5	16
10	7	-1	1	5
14	4	2	-1	4
-29	-3	1	1	-2
-17	3	7	4	3
-13	3	5	8	0
0	3	9	8	4
-15	-8	9	11	-7
15	4	-3	-6	6

9	9	9	9
Once or twice per six months	**Once or twice a month**	**Once a week**	**Multiple times a week**
107	38	12	8
47	50	52	46
5	0	18	14
1	8	6	5
2	3	13	-2
4	10	12	-3
-4	0	13	21
-5	6	0	0
-1	0	9	11
0	4	1	8
4	4	9	20
-3	2	1	4
-7	5	1	17
5	6	12	12
6	0	3	-12
0	5	-4	40
-2	2	-6	20
8	4	6	13
4	6	3	5
8	-1	0	26
-3	-3	1	0
-5	0	4	-11
-2	-12	2	-8
3	-3	9	15
0	-2	12	-8
4	-5	12	-6
7	-2	4	-5
6	-4	5	9
5	-2	11	1
12	1	3	20
9	8	2	-14
5	1	4	18
-6	-1	8	15
3	-1	15	8
5	3	4	16
0	9	12	2
-13	-1	5	9
0	5	11	12

10	10	10	10
Never	**Once or twice a year**	**Once or twice per six months**	**Once or twice a month**
26	136	93	35
6	26	66	56
6	5	5	-1
6	5	-1	-1
0	7	1	-4
4	13	2	10
8	-3	-5	-7
9	7	-8	-6
10	4	-5	4
11	5	-4	3
11	4	-1	5
2	-2	-8	0
6	-3	-6	2
7	0	-2	10
5	0	0	-5
25	0	2	-2
6	4	-6	0
11	8	3	5
9	1	3	-5
12	6	3	2
6	3	-8	-6
11	4	-8	-4
10	3	-7	-15
6	3	-7	9
4	-2	-8	-7
3	6	-4	-1
3	10	2	-2
19	7	-1	-3
6	12	-2	-4
15	19	6	-1
7	10	2	6
10	7	1	-3
12	-1	-9	-5
11	6	-6	9
12	6	-4	5
12	6	-6	11
16	-5	-20	2
4	7	-6	10

10	10	11	11
Once a week	Multiple times a week	Never	Once or twice a year
11	11	72	134
71	45	28	39
12	5	1	5
1	14	10	4
-14	13	9	4
-6	4	16	8
-4	24	-2	0
-15	6	8	1
5	12	0	3
-4	10	1	1
2	14	5	2
-1	6	-2	-6
17	6	-5	-2
10	10	-2	0
-1	1	-9	2
-3	27	6	1
0	14	1	-1
5	16	13	6
-2	7	-2	1
0	12	3	5
-5	9	-3	1
-10	3	5	1
9	6	0	-1
-3	20	3	2
2	11	0	-6
-9	13	3	1
-22	5	8	4
-16	16	14	4
2	4	8	6
0	10	20	9
-1	-2	3	6
0	8	3	4
10	2	-5	-2
5	8	2	3
6	1	7	-2
11	1	9	0
10	6	-5	-11
3	5	1	3

11	11	11	11
Once or twice per six months	**Once or twice a month**	**Once a week**	**Multiple times a week**
61	30	8	7
57	59	20	60
-1	13	13	22
-7	-1	25	-12
-1	-9	21	-17
3	-5	13	-6
-9	-5	40	-12
-7	-6	14	-8
4	-11	18	23
6	4	9	13
9	-10	15	23
3	-5	14	7
5	-7	9	20
6	1	11	15
3	3	3	-4
-1	4	27	19
3	-6	17	18
4	-5	17	8
2	10	2	-4
3	9	9	21
-1	-8	14	-6
-7	-6	6	-18
-1	-6	5	-3
-1	0	23	-7
-7	6	14	-5
3	-3	18	-7
-1	1	14	5
-2	-14	22	6
5	-8	10	4
16	-10	18	30
15	-10	6	17
7	-10	17	28
-8	13	9	-1
3	5	11	-4
3	13	6	3
3	8	4	12
-2	0	10	12
3	1	9	16

12	12	12	12
Never	**Once or twice a year**	**Once or twice per six months**	**Once or twice a month**
111	126	45	17
33	38	69	43
1	7	5	8
2	3	0	1
3	6	-3	-5
9	10	-2	6
-3	-2	-4	-1
5	2	-11	-6
0	4	-1	-3
1	5	0	-2
5	3	3	-4
-2	-6	-1	8
-9	3	-2	13
0	-1	9	0
-1	0	-4	14
8	-1	1	11
0	2	3	-12
11	5	3	-6
4	-2	9	-11
3	6	6	9
0	0	-4	-2
7	-5	-3	-1
0	-3	-2	5
2	2	-2	0
0	-10	2	6
3	-2	1	22
2	11	-6	1
10	3	-4	-6
3	12	-5	-10
12	17	3	-6
4	8	8	-1
1	8	0	5
-4	-5	7	1
3	3	4	-5
4	4	-2	3
5	3	4	-3
-7	-9	1	6
1	5	2	3

12	12	13	13	13	14
Once a week	**Multiple times a week**	**Not applicable**	**Yes**	**No**	**Never**
3	10	73	218	21	4
93	53	22	50	26	55
5	2	3	4	17	-7
-6	21	6	1	11	0
-4	13	5	2	8	-20
-1	5	9	6	18	-5
-12	14	-4	-3	9	-30
-36	1	1	0	5	-12
10	11	6	0	8	26
-2	4	5	2	3	1
-4	14	9	2	3	11
-9	7	-1	-3	-7	-2
1	6	-1	-2	5	13
8	16	4	0	11	-16
14	-8	6	-2	-3	4
-20	16	11	0	9	17
9	6	1	0	7	10
-10	19	12	4	11	9
12	-2	4	1	-1	8
1	5	4	4	22	-15
-26	0	2	-3	10	-17
-18	1	9	-4	-1	3
15	-4	4	-4	5	-20
-10	12	3	1	0	-33
9	1	-1	-5	2	-19
-22	3	6	0	-2	-3
-26	-4	6	4	3	-11
-2	7	8	3	5	-4
-8	12	9	4	2	3
-2	12	9	11	22	-2
1	-2	5	5	16	-6
-6	15	-1	5	14	8
4	10	1	-3	-1	7
9	15	11	0	12	2
20	-6	0	3	12	-10
7	3	11	2	0	-14
5	-4	-4	-7	1	-6
4	8	7	0	17	-17

14	14	14	14	1-2	2-2
Maybe once a month	**Once a week**	**Once a day**	**All the time**	**Segment 1 of 2**	**Segment 2 of 2**
61	76	49	122	177	135
39	43	49	39	40	44
5	2	8	5	1	9
3	-1	-3	8	-2	9
8	-4	2	6	1	5
9	0	7	12	3	14
0	-13	0	4	-4	1
5	-6	-5	5	-2	4
9	-1	-5	3	6	-4
6	4	7	-1	5	-1
-2	4	11	3	8	-2
-3	5	-12	-3	1	-8
4	1	5	-9	4	-8
-2	4	6	1	8	-7
-7	2	6	-1	0	0
-3	4	1	6	1	6
3	2	4	-3	-1	3
5	6	7	7	7	6
-2	2	6	1	-1	4
4	8	3	5	2	9
-5	8	-3	-3	2	-4
5	-1	-6	0	6	-8
3	2	-3	-5	4	-8
0	6	-1	2	5	-3
-6	-5	5	-3	6	-15
-1	5	-1	1	5	-4
9	3	4	3	7	1
6	-1	7	5	8	-2
12	4	8	0	7	2
15	10	0	16	14	8
7	4	3	8	13	-3
1	4	0	7	6	2
-2	-3	-6	-1	-7	4
6	-4	-2	8	-2	10
-4	4	5	6	2	5
1	5	3	6	-4	15
-6	-10	-11	-2	-11	1
4	10	-9	4	-4	11

1-3	2-3	3-3	1-4	2-4	3-4
Segment 1 of 3	Segment 2 of 3	Segment 3 of 3	Segment 1 of 4	Segment 2 of 4	Segment 3 of 4
177	92	43	102	92	43
40	44	44	48	44	44
1	11	4	0	11	4
-2	6	13	-9	6	13
1	3	10	-4	3	10
3	14	14	-2	14	14
-4	3	-4	-10	3	-4
-2	9	-7	-3	9	-7
6	-6	1	4	-6	1
5	-3	4	3	-3	4
8	0	-5	6	0	-5
1	-8	-8	-4	-8	-8
4	-8	-8	2	-8	-8
8	-9	0	1	-9	0
0	-1	0	-9	-1	0
1	6	6	-7	6	6
-1	4	1	-8	4	1
7	4	10	3	4	10
-1	7	-2	-9	7	-2
2	11	5	-2	11	5
2	-11	11	3	-11	11
6	-16	9	6	-16	9
4	-17	12	8	-17	12
5	-9	10	8	-9	10
6	-19	-6	6	-19	-6
5	-11	12	4	-11	12
7	1	1	9	1	1
8	3	-11	9	3	-11
7	4	-3	9	4	-3
14	13	-2	17	13	-2
13	4	-20	13	4	-20
6	7	-9	4	7	-9
-7	1	10	-2	1	10
-2	11	8	1	11	8
2	8	-3	7	8	-3
-4	11	23	-2	11	23
-11	-3	10	-5	-3	10
-4	9	15	2	9	15

4-4	1-5	2-5	3-5	4-5	5-5
Segment 4 of 4	**Segment 1 of 5**	**Segment 2 of 5**	**Segment 3 of 5**	**Segment 4 of 5**	**Segment 5 of 5**
75	102	65	27	43	75
29	48	40	55	44	29
3	0	12	9	4	3
9	-9	-1	25	13	9
8	-4	4	1	10	8
9	-2	15	11	14	9
3	-10	3	5	-4	3
-1	-3	6	16	-7	-1
9	4	-6	-6	1	9
8	3	-6	4	4	8
10	6	1	-3	-5	10
8	-4	-12	3	-8	8
6	2	-7	-11	-8	6
17	1	-9	-11	0	17
12	-9	0	-1	0	12
13	-7	4	11	6	13
9	-8	7	-4	1	9
13	3	3	7	10	13
11	-9	6	11	-2	11
9	-2	12	8	5	9
0	3	-6	-23	11	0
5	6	-13	-25	9	5
-1	8	-12	-29	12	-1
0	8	-5	-18	10	0
5	6	-17	-25	-6	5
7	4	-8	-18	12	7
3	9	7	-14	1	3
7	9	11	-18	-11	7
4	9	12	-15	-3	4
11	17	21	-7	-2	11
12	13	12	-15	-20	12
9	4	15	-15	-9	9
-14	-2	-3	10	10	-14
-6	1	11	12	8	-6
-5	7	4	17	-3	-5
-7	-2	13	6	23	-7
-21	-5	-6	5	10	-21
-12	2	12	3	15	-12

1-6	2-6	3-6	4-6	5-6	6-6
Segment 1 of 6	Segment 2 of 6	Segment 3 of 6	Segment 4 of 6	Segment 5 of 6	Segment 6 of 6
82	65	27	43	20	75
47	40	55	44	55	29
1	12	9	4	-5	3
-5	-1	25	13	-28	9
-3	4	1	10	-5	8
1	15	11	14	-13	9
-11	3	5	-4	-5	3
0	6	16	-7	-16	-1
6	-6	-6	1	-1	9
-1	-6	4	4	16	8
1	1	-3	-5	25	10
-6	-12	3	-8	5	8
0	-7	-11	-8	9	6
-2	-9	-11	0	15	17
-9	0	-1	0	-10	12
-9	4	11	6	1	13
-8	7	-4	1	-9	9
4	3	7	10	-3	13
-9	6	11	-2	-12	11
-4	12	8	5	5	9
2	-6	-23	11	6	0
2	-13	-25	9	23	5
7	-12	-29	12	8	-1
5	-5	-18	10	24	0
3	-17	-25	-6	17	5
4	-8	-18	12	3	7
11	7	-14	1	0	3
14	11	-18	-11	-12	7
13	12	-15	-3	-5	4
22	21	-7	-2	-4	11
18	12	-15	-20	-5	12
7	15	-15	-9	-8	9
-8	-3	10	10	25	-14
4	11	12	8	-11	-6
7	4	17	-3	5	-5
0	13	6	23	-11	-7
-4	-6	5	10	-7	-21
6	12	3	15	-14	-12

Table 4. Total study data for rating question 2. The data is presented in a heat-map illustration to help identify the high and low financial values ($$$) per column.

			1	1
		Total Sample	**Male**	**Female**
	Base Size	312	112	200
A1	Biodegradable containers	4.27	4.18	4.32
A2	Traditional green pots	3.35	3.84	3.08
A3	Containers with graphics to demonstrate what the plant will look like	3.76	3.81	3.73
A4	Soil pots that allow you to put the plant directly into the ground	3.71	3.81	3.65
A5	Plastic containers	3.29	3.53	3.16
A6	Clay pots add a nice touch	3.95	3.49	4.21
B1	Large tags make it easier to find and read the information	3.12	2.39	3.53
B2	Tags in the shape of the plant are visually appealing	3.23	3.18	3.26
B3	Biodegradable tags to be more environmentally conscious	3.53	3.13	3.76
B4	Bilingual tags	2.57	2.68	2.51
B5	Tag color should match the container	3.05	2.85	3.17
B6	Graphics on tag show what the plant will look like	3.03	2.70	3.21
C1	Plastic sleeves are more durable	3.05	3.33	2.89
C2	Sleeves with handles allow you to easily move the plant	3.21	3.31	3.16
C3	Sleeves with graphics	3.45	4.13	3.07
C4	Clear sleeves so that you can see the plant	3.55	3.99	3.30
C5	Paper sleeves	2.96	3.47	2.68
C6	Colorful plant sleeves	3.10	3.17	3.06
D1	Indoor garden centers	3.29	3.15	3.37
D2	Outdoor garden centers	3.50	3.64	3.42
D3	Plants displayed on benches	3.46	3.43	3.47
D4	Plants displayed on racks make good use of the space	3.69	4.21	3.40
D5	Displaying plants on the floor	3.30	3.17	3.37
D6	Small plants displayed by checkout	3.04	3.02	3.05
E1	Plants that come with a free fertilizer packet	3.53	3.25	3.69
E2	A free disease control packet with every plant	3.54	2.95	3.87
E3	Plants that come with free soil packets	3.51	3.39	3.57
E4	Buy one, get one free	4.61	4.27	4.80
E5	Coupons can be found in the local newspaper	3.68	3.19	3.96
E6	Purchasing a plant enters you into a drawing to win a vacation	3.83	3.60	3.96
F1	This plant appeared on a TV commercial	3.41	3.25	3.49
F2	A well-known nursery grew this plant	3.81	3.73	3.85
F3	The nursery that grew this plant is extremely involved in social media	3.72	3.58	3.80
F4	This plant appeared in Better Homes and Gardens	3.84	3.31	4.14
F5	This plant is sold on QVC	3.15	3.33	3.05
F6	This plant was produced by a renowned breeder	3.94	4.08	3.86

2	2	2	2	2	3	3	3	3	4
Age 18-24	**Age 25-34**	**Age 35-44**	**Age 45-54**	**Age 55-64**	**White**	**Black**	**Latino**	**Asians**	**Rural**
30	92	72	63	63	108	88	33	83	40
4.96	4.01	5.24	3.82	3.82	3.84	5.31	5.32	3.31	5.06
4.99	2.99	3.69	3.29	3.29	3.01	3.37	4.18	3.46	3.73
4.24	4.06	3.76	3.16	3.16	3.19	4.22	5.02	3.50	4.41
4.24	3.67	4.12	3.54	3.54	3.38	4.41	4.50	3.09	4.11
4.38	3.75	3.65	2.13	2.13	2.59	4.02	4.26	3.04	4.62
4.24	4.24	3.82	3.51	3.51	3.53	3.82	6.19	3.75	4.71
2.77	3.42	2.99	3.06	3.06	3.63	3.06	2.59	2.73	3.63
3.92	3.16	2.83	3.63	3.63	3.06	3.86	3.09	2.84	2.02
3.65	3.53	3.71	3.49	3.49	3.72	3.93	3.20	3.00	3.38
3.68	1.92	2.77	2.94	2.94	2.44	3.09	3.09	1.97	1.15
2.57	3.91	2.93	2.40	2.40	2.95	3.27	2.39	3.21	2.11
2.27	3.29	2.90	2.97	2.97	2.79	3.54	3.24	2.72	3.90
3.43	2.34	3.44	3.79	3.79	2.73	3.70	2.81	2.88	2.75
4.29	2.89	3.02	3.60	3.60	2.85	3.77	3.23	3.10	2.81
3.91	3.21	3.77	3.89	3.89	3.11	3.93	3.73	3.27	2.18
4.27	3.38	2.95	4.28	4.28	3.30	4.05	2.72	3.66	2.14
4.11	3.11	1.92	3.94	3.94	2.57	3.27	2.45	3.37	3.23
3.81	2.28	3.51	3.44	3.44	3.25	3.15	2.40	3.13	3.66
2.21	3.80	3.63	3.52	3.52	3.33	3.13	3.67	3.26	3.17
1.40	4.22	3.57	3.83	3.83	3.03	4.51	3.55	3.01	3.51
3.62	3.85	3.39	3.67	3.67	3.23	3.99	3.38	3.21	4.01
4.45	4.06	4.12	2.88	2.88	3.85	3.93	4.14	3.07	3.71
2.80	4.17	3.31	3.10	3.10	2.73	4.36	4.46	2.44	3.63
2.94	3.73	2.90	2.77	2.77	2.51	3.45	3.36	3.16	3.46
3.82	3.68	3.70	3.59	3.59	2.92	3.97	4.64	3.43	3.86
1.49	4.16	3.60	4.06	4.06	3.18	4.09	4.49	3.05	3.53
3.36	4.09	3.72	3.38	3.38	3.08	3.78	3.12	3.93	3.14
5.06	4.94	4.64	4.82	4.82	4.10	4.65	6.11	4.66	4.42
2.76	4.45	4.77	2.83	2.83	3.56	3.77	3.66	3.76	3.72
3.96	4.40	4.95	2.74	2.74	3.84	3.94	2.63	4.16	5.05
3.75	3.77	3.22	4.06	4.06	2.84	3.80	3.81	3.56	5.40
4.34	4.49	3.66	3.47	3.47	3.68	3.90	4.17	3.72	3.90
3.46	4.78	3.37	3.29	3.29	2.98	4.21	5.51	3.47	5.45
3.72	4.53	3.17	3.95	3.95	3.67	3.94	4.27	3.80	4.25
2.97	4.16	3.64	3.11	3.11	2.84	2.96	3.05	3.78	4.03
4.64	4.58	3.31	3.88	3.88	3.45	4.48	4.32	3.85	5.09

4	4	4	4	5
Small town or village	**Suburban**	**Small city**	**Urban/big city**	**Completed high school**
31	123	41	77	55
4.32	4.22	3.66	4.24	3.93
3.00	3.26	3.36	3.46	4.15
3.99	3.51	3.07	4.07	3.93
3.50	3.13	3.86	4.44	3.82
3.22	3.02	2.49	3.48	3.26
4.31	3.44	4.06	4.18	4.20
3.13	3.25	3.96	2.20	3.72
3.58	3.08	2.89	4.15	3.53
4.41	3.36	3.35	3.63	3.18
1.97	2.53	3.15	3.30	3.37
2.23	3.33	2.28	3.84	2.56
2.77	2.64	3.13	3.26	3.27
2.20	3.00	2.73	3.81	2.50
2.88	3.40	2.75	3.51	2.90
3.29	3.79	3.39	3.67	3.81
3.32	3.62	3.76	4.15	4.20
3.12	2.89	2.47	3.15	3.27
3.57	3.17	2.92	2.60	3.00
2.23	3.36	3.42	3.61	3.50
2.41	3.45	3.16	4.18	3.18
2.48	3.84	3.49	2.94	3.32
2.73	3.43	3.50	4.59	3.57
2.70	3.19	2.13	4.16	3.26
2.75	2.63	3.04	3.60	3.69
3.97	3.07	3.48	3.95	3.20
3.59	3.24	3.52	4.02	2.77
3.65	3.43	2.69	4.19	3.53
4.70	4.10	4.93	5.33	4.20
3.38	4.29	2.64	3.37	2.90
3.79	3.99	2.15	3.84	2.44
1.33	2.53	4.18	4.19	3.01
4.02	3.33	3.97	4.34	3.61
3.28	3.22	3.76	3.79	3.54
2.95	3.74	4.01	4.06	3.29
2.75	2.75	3.79	3.14	3.98
4.35	3.61	4.56	3.36	3.60

5	5	5
Some college less than 2 years	**Completed college**	**Completed graduate/post graduate**
80	114	54
4.06	4.39	4.43
2.85	3.50	3.03
3.71	3.66	3.61
3.51	3.80	3.39
2.97	3.80	3.01
3.86	4.22	3.08
3.49	2.90	2.22
3.34	3.05	2.80
4.17	3.35	3.12
2.36	2.12	3.31
3.77	2.85	2.87
2.92	3.07	2.97
2.65	2.96	4.42
3.31	3.33	3.46
3.08	3.12	4.30
3.36	3.29	4.01
2.74	2.75	3.45
2.85	3.24	3.21
2.79	3.08	4.25
3.36	3.57	3.84
3.42	2.88	4.82
2.87	3.94	4.76
2.54	3.21	4.46
2.12	3.54	2.87
3.17	3.54	4.59
2.90	4.29	3.71
3.13	3.86	3.48
4.19	4.64	5.32
3.26	3.92	4.73
4.16	4.18	3.78
2.91	3.18	4.93
3.86	3.01	5.32
3.76	3.59	4.44
4.16	3.71	4.30
3.30	2.40	3.85
4.17	3.85	4.34

6	6	6	6
Under US $30,000	**US $30,000-$39,999**	**US $40,000-$49,999**	**US $50,000-$74,999**
65	48	33	57
3.78	4.04	5.72	4.38
2.78	3.34	4.05	3.33
3.73	4.26	4.06	3.04
3.37	4.07	4.69	3.79
3.08	3.83	3.12	3.30
4.00	4.65	3.45	4.63
3.97	3.58	2.21	3.49
4.03	3.13	1.10	3.40
4.23	3.45	2.91	4.12
2.82	2.45	1.35	2.20
2.97	2.82	1.06	3.93
4.21	2.37	2.45	3.76
2.37	2.97	2.55	3.17
2.91	3.75	1.83	2.92
2.21	3.84	2.45	3.82
2.99	3.81	2.99	3.78
2.57	4.01	1.82	2.79
2.52	3.80	1.72	3.22
2.63	2.83	3.05	3.60
3.42	3.34	4.03	3.03
3.00	2.90	2.72	3.15
2.66	3.51	4.44	3.27
2.91	2.58	3.40	2.93
2.66	2.90	3.45	2.76
3.18	3.05	3.75	4.03
3.62	3.20	3.14	3.63
3.62	3.00	3.42	3.86
4.72	3.81	3.18	4.82
2.82	3.94	2.40	3.80
3.89	3.50	2.72	4.00
2.21	4.52	3.65	3.91
3.66	3.45	3.17	3.78
3.84	3.85	3.87	3.59
3.96	4.53	3.40	3.96
3.27	3.31	2.90	3.01
4.31	4.42	4.11	3.40

6	6	6	7
US $75,000-$99,999	**US $100,000-$124,999**	**US $125,000 and over**	**Single (never married)**
58	27	24	86
3.72	4.84	4.52	4.46
3.40	3.50	3.75	3.30
4.14	3.02	3.99	4.44
3.41	3.45	3.40	4.09
3.66	2.68	2.79	3.63
3.03	3.42	4.35	4.22
2.45	2.50	2.60	2.58
3.00	3.41	4.18	3.10
2.82	3.30	3.25	3.22
2.87	3.42	3.00	2.18
3.62	2.92	3.15	2.78
1.84	2.88	3.25	2.92
2.73	4.94	4.09	2.90
3.72	3.23	4.35	3.75
3.95	4.33	4.32	3.55
4.28	2.56	4.08	3.31
2.98	2.53	4.38	3.13
3.27	3.68	3.82	3.59
4.01	2.67	4.55	3.50
3.45	4.68	3.18	3.69
4.50	5.12	3.15	3.30
4.87	3.66	4.00	5.07
3.94	3.99	4.18	3.86
3.43	3.40	3.09	3.31
4.10	3.27	2.89	3.76
3.80	3.62	3.65	3.19
3.04	4.93	3.02	4.33
5.38	5.02	5.09	5.16
5.08	4.01	3.25	3.78
4.10	4.55	3.95	3.96
2.64	4.01	4.06	3.48
3.68	5.37	4.37	3.65
3.52	3.14	4.41	4.25
2.96	4.81	3.49	4.03
3.07	3.66	2.77	3.15
3.35	5.49	2.66	4.08

7	7	7	8	8
Single/living with partner	**Married**	**Separated/Divorced**	**Yes**	**No**
32	156	33	280	32
4.72	4.32	3.20	4.25	4.40
2.17	3.83	2.71	3.54	1.70
3.23	3.59	3.54	3.67	4.47
3.99	3.44	3.51	3.70	3.81
3.68	3.19	3.09	3.28	3.39
3.29	3.96	3.72	4.00	3.50
3.04	3.17	4.36	3.34	1.22
2.93	3.12	4.27	3.28	2.82
5.25	3.16	4.24	3.59	3.00
2.27	2.61	3.54	2.63	2.04
3.25	3.11	3.50	3.15	2.18
3.76	2.82	3.62	3.18	1.68
2.99	2.85	4.33	3.07	2.88
3.64	2.92	3.43	3.20	3.35
3.61	3.32	3.36	3.54	2.68
3.51	3.56	4.07	3.53	3.70
2.63	2.91	3.23	3.00	2.63
3.36	2.67	3.91	3.10	3.08
2.88	3.51	2.62	3.21	4.00
3.57	3.47	3.30	3.53	3.20
3.87	3.57	3.01	3.51	2.99
2.69	3.39	2.79	3.67	3.86
3.43	3.42	1.76	3.38	2.62
3.41	3.00	2.09	3.14	2.17
2.92	3.68	3.13	3.59	3.01
3.43	3.86	3.21	3.50	3.90
3.36	3.12	3.40	3.58	2.83
3.60	4.50	4.25	4.59	4.78
2.99	3.97	2.65	3.67	3.82
4.27	3.99	2.68	3.80	4.06
3.27	3.63	2.34	3.30	4.35
3.10	4.29	2.95	3.79	3.92
3.38	3.66	3.29	3.67	4.22
3.19	4.05	3.14	3.79	4.27
2.32	3.21	3.34	2.98	4.58
3.77	4.13	2.85	4.04	3.06

9	9	9	9	9
Never	**Once or twice a year**	**Once or twice per 6 months**	**Once or twice a month**	**Once a week**
25	122	107	38	12
4.74	3.20	4.48	5.05	7.93
2.37	2.78	3.90	3.57	5.18
4.58	3.25	3.79	3.46	6.87
3.33	3.51	3.81	3.95	3.05
3.31	2.48	3.25	4.58	5.90
3.37	3.40	4.23	4.83	3.68
1.34	2.93	3.61	3.43	3.73
3.29	3.11	3.50	2.51	3.29
3.06	3.48	3.83	3.38	2.31
1.53	2.34	2.84	2.03	4.42
2.15	3.22	3.24	2.42	1.72
1.44	3.09	3.23	3.27	3.17
3.41	2.77	3.27	3.01	3.44
4.32	3.03	3.18	2.05	6.16
2.66	3.60	3.55	2.59	3.63
3.94	3.51	4.13	2.72	2.47
2.58	3.07	3.11	2.64	1.70
3.16	2.61	3.50	2.97	3.71
3.12	3.49	2.83	2.57	7.97
2.71	3.59	3.49	3.20	6.48
2.19	3.77	3.30	3.14	6.40
3.06	3.54	3.97	2.81	7.14
1.75	2.96	3.63	3.60	4.74
1.96	2.86	3.13	2.87	6.54
3.33	2.81	4.14	2.95	5.01
3.10	3.36	3.46	4.39	3.87
1.99	3.16	3.76	3.50	6.82
4.52	3.96	5.10	4.45	6.15
3.62	3.27	3.96	4.20	3.67
3.09	3.17	4.03	4.32	5.42
3.90	2.95	3.32	3.11	4.90
4.20	3.28	3.79	4.05	5.27
3.73	2.96	4.13	3.95	5.63
4.22	3.24	3.61	4.83	6.20
4.34	2.36	3.44	2.75	6.37
2.85	3.95	3.64	4.92	3.27

9	10	10	10
Multiple times a week	**Never**	**Once or twice a year**	**Once or twice per 6 months**
8	26	136	93
7.15	3.94	3.55	4.49
4.15	3.24	2.59	4.14
5.28	3.54	3.40	3.91
6.49	3.41	3.73	3.55
6.15	3.87	2.42	3.23
6.55	3.89	3.80	4.15
2.57	1.23	2.97	3.47
4.64	4.06	3.09	3.03
4.26	2.90	3.49	3.97
5.43	0.94	2.33	3.05
5.79	2.49	2.87	3.18
2.98	1.22	3.33	2.94
2.93	3.26	2.87	2.97
4.18	4.49	3.14	2.74
6.17	2.74	3.46	3.46
0.55	3.94	3.32	3.60
4.00	1.92	2.99	3.06
4.75	2.52	2.89	3.36
3.33	1.74	3.50	2.92
1.53	2.78	3.26	3.74
1.84	2.05	3.23	4.00
3.35	3.20	3.39	3.81
5.25	1.88	2.50	4.05
3.38	1.84	2.57	3.78
7.60	3.09	3.21	4.07
4.13	2.93	3.80	3.07
5.14	2.15	3.46	3.21
6.93	4.62	4.40	4.89
4.07	3.23	3.45	3.76
8.66	3.04	3.24	4.16
9.08	3.78	2.99	3.45
7.39	4.46	2.98	3.95
5.94	4.02	3.34	3.72
6.69	3.58	3.62	3.37
4.57	4.71	2.56	3.50
7.47	3.30	3.80	3.89

10	10	10	11
Once or twice a month	**Once a week**	**Multiple times a week**	**Never**
35	11	11	72
5.29	6.88	6.24	3.62
3.71	4.92	3.74	2.97
4.48	2.81	6.03	3.63
4.97	0.88	4.34	3.22
4.82	5.07	6.49	2.24
4.08	2.42	5.45	3.92
4.15	2.93	3.44	2.28
3.14	4.10	4.16	2.92
3.33	1.86	4.14	2.31
2.00	3.66	6.02	2.06
3.10	4.22	4.27	2.15
3.00	4.65	2.80	2.19
3.17	2.79	5.29	2.50
2.47	5.62	5.17	2.66
2.66	4.12	6.71	3.39
3.90	5.76	1.76	3.68
2.69	4.82	3.30	2.77
3.36	2.74	4.45	3.39
3.23	4.72	6.32	2.49
3.93	4.15	3.92	2.84
2.47	6.57	5.04	2.39
4.33	3.89	5.36	2.28
3.76	5.34	6.58	2.51
2.55	4.45	5.60	2.13
2.50	5.77	5.07	2.60
4.40	1.82	4.78	2.75
4.68	3.93	5.64	2.81
3.60	5.75	6.92	4.09
4.26	4.25	4.57	3.34
4.16	5.66	7.32	2.96
2.99	3.01	8.99	3.41
4.08	5.28	8.86	3.24
4.10	3.26	7.02	3.17
4.11	6.47	7.66	3.32
2.14	4.90	5.18	1.99
4.28	3.71	6.72	2.95

11	11	11	11
Once or twice a year	**Once or twice per 6 months**	**Once or twice a month**	**Once a week**
134	61	30	8
3.69	5.29	5.30	6.09
3.06	3.93	3.83	3.42
3.54	3.78	3.90	5.31
3.80	4.21	2.42	3.70
2.85	4.83	4.04	6.18
3.51	4.08	4.70	7.11
3.08	3.94	3.38	3.02
2.68	3.73	5.00	2.48
3.88	3.80	3.31	4.22
2.45	2.22	3.75	4.54
3.24	3.27	3.31	4.33
3.24	2.98	3.70	4.45
2.76	3.11	4.87	2.88
3.31	2.73	4.45	4.45
2.81	3.89	3.94	5.51
3.79	3.25	3.19	3.07
2.92	3.02	3.65	0.03
2.53	3.69	3.25	4.14
3.60	3.42	2.93	8.86
3.80	3.82	2.81	6.43
3.55	3.71	4.71	7.00
3.91	3.83	5.38	5.54
3.14	3.48	4.59	8.90
3.30	2.89	3.65	5.56
3.23	4.52	4.78	4.12
3.55	3.51	5.35	4.92
3.29	3.84	4.04	6.07
4.17	4.88	6.00	6.91
3.59	3.83	4.10	6.50
3.45	4.37	4.85	8.40
2.95	3.27	4.10	8.58
3.35	4.59	3.89	7.87
3.04	4.56	4.93	5.83
3.51	3.96	5.13	6.91
2.66	3.91	5.17	7.12
4.06	4.42	3.76	6.85

11	12	12	12
Multiple times a week	**Never**	**Once or twice a year**	**Once or twice per 6 months**
7	111	126	45
6.70	3.58	4.09	5.24
5.78	2.63	2.89	5.63
6.55	3.05	3.59	4.79
8.12	3.22	3.86	4.07
2.56	2.67	2.65	5.56
4.78	3.80	3.69	4.91
4.50	2.36	3.34	4.16
5.93	2.84	3.06	4.25
7.23	2.84	3.92	3.74
5.88	1.85	2.55	3.02
4.11	2.10	3.45	3.88
3.39	2.94	3.00	3.04
6.20	2.85	2.46	3.89
4.54	2.84	3.12	3.31
8.02	3.70	2.73	4.65
2.21	3.21	3.84	4.33
5.66	2.54	2.78	4.54
4.12	3.02	2.89	3.46
0.24	2.90	3.16	3.66
1.21	3.06	3.37	4.83
0.91	2.61	3.42	4.32
3.48	2.82	3.81	4.78
0.97	2.42	3.02	4.79
3.16	2.27	3.01	3.28
4.38	2.64	3.92	3.98
2.43	3.00	3.70	3.77
6.71	2.81	4.03	2.70
7.53	4.25	4.63	4.58
2.63	2.89	4.18	4.24
5.59	2.77	3.96	4.32
4.35	3.05	2.85	4.54
6.60	3.24	2.99	5.51
7.59	3.27	3.22	5.47
5.45	3.60	3.56	3.44
4.50	2.39	2.61	4.79
4.87	3.67	3.90	4.19

12	12	12	13
Once or twice a month	**Once a week**	**Multiple times a week**	**Not applicable**
17	3	10	73
5.47	5.13	7.50	3.36
3.98	4.65	5.54	2.11
4.58	4.54	7.34	2.51
5.21	0.82	4.43	3.12
2.41	7.81	8.15	2.83
3.34	2.00	6.35	3.29
3.74	1.48	4.47	2.81
4.36	2.91	3.32	2.78
4.64	1.15	5.00	2.96
4.34	5.31	4.89	1.77
4.55	1.15	2.76	2.64
4.68	2.56	1.66	2.91
5.31	5.13	4.39	2.70
4.87	10.05	3.27	3.70
2.60	5.07	5.35	3.60
2.29	5.59	1.59	3.24
2.80	1.89	3.45	2.69
3.64	2.75	4.11	3.37
2.54	11.49	6.51	2.95
4.41	2.86	2.57	3.00
5.90	7.59	4.07	2.80
3.68	12.28	4.48	2.51
6.75	2.66	4.20	2.33
5.63	8.07	4.89	3.01
4.07	9.52	3.83	2.36
4.49	7.38	3.69	2.78
5.18	8.49	3.92	2.79
5.17	12.90	5.21	3.56
3.80	5.51	3.05	2.61
6.39	7.85	6.20	2.65
3.11	5.16	9.29	3.88
5.64	5.01	9.14	3.85
4.48	0.82	6.86	2.83
4.60	7.43	9.51	3.87
5.12	13.42	4.36	2.81
3.46	1.52	7.80	3.51

13	14	14	14	14	14
Yes	**Never**	**Maybe once a month**	**Once a week**	**Once a day**	**All the time**
218	4	61	76	49	122
4.39	4.55	3.71	4.36	4.30	4.47
3.66	7.34	2.69	4.39	3.02	3.04
3.96	3.66	3.72	3.65	3.80	3.82
3.85	4.16	3.87	3.87	3.25	3.71
3.33	4.26	3.03	3.28	3.51	3.30
4.10	1.86	4.12	3.68	4.17	4.02
3.27	0.22	2.58	2.71	3.72	3.52
3.47	0.80	2.40	3.76	3.05	3.47
3.74	5.01	2.98	2.39	4.64	4.03
2.79	1.77	1.44	2.69	2.74	3.01
3.26	0.45	2.99	2.99	3.23	3.13
3.15	4.09	2.30	2.65	3.37	3.46
3.07	2.67	2.83	3.81	2.04	3.10
2.80	1.37	2.89	3.69	2.58	3.40
3.30	9.45	3.31	3.27	3.64	3.36
3.56	5.68	4.00	3.23	3.13	3.62
2.93	5.29	3.65	2.99	2.22	2.83
2.93	4.13	2.79	3.39	3.19	3.00
3.38	5.58	2.91	2.89	4.08	3.34
3.69	4.22	3.01	4.04	4.22	3.08
3.67	5.14	3.46	4.41	2.95	3.01
3.92	8.02	4.00	3.91	3.98	3.14
3.77	0.54	2.65	3.83	3.57	3.27
3.06	4.80	2.49	3.65	3.61	2.65
4.03	0.48	3.74	4.09	3.59	3.19
3.82	0.11	2.71	4.42	4.03	3.33
3.79	0.88	3.66	3.62	4.38	3.09
5.00	1.80	4.15	5.07	5.11	4.57
3.99	2.98	3.45	3.64	4.36	3.58
4.22	1.35	3.84	3.74	4.91	3.61
3.33	6.91	3.49	2.89	2.98	3.74
3.73	4.79	3.15	3.54	3.84	4.26
4.01	5.94	3.43	3.58	3.77	3.87
3.87	4.53	3.54	3.50	4.07	4.08
3.15	7.69	3.44	2.90	2.87	3.11
4.13	4.08	3.59	3.96	4.39	3.91

1-6	2-6	3-6	4-6	5-6	6-6
Seg 1 of 6	**Seg 2 of 6**	**Seg 3 of 6**	**Seg 4 of 6**	**Seg 5 of 6**	**Seg 6 of 6**
82	65	27	43	20	75
3.78	4.58	5.12	3.60	2.44	5.10
2.53	3.78	5.31	3.71	1.73	3.42
3.23	3.49	3.73	3.80	3.70	4.56
3.08	4.75	4.27	3.26	2.10	3.99
2.84	3.72	3.45	2.01	1.53	4.55
4.04	3.59	5.80	2.99	3.61	4.14
3.85	1.91	4.30	1.60	4.34	3.50
3.16	2.31	4.81	3.00	5.84	2.98
4.18	2.69	4.38	2.12	4.71	3.74
2.20	1.59	4.32	2.20	4.92	2.77
3.43	2.49	2.91	2.01	4.32	3.42
3.12	1.26	4.03	3.58	3.72	3.61
3.42	2.06	4.27	3.78	2.95	2.68
3.40	3.28	2.17	3.10	3.33	3.37
4.12	2.95	2.98	3.94	1.93	3.45
4.06	2.65	3.01	3.81	3.91	3.71
3.37	2.81	2.76	3.87	2.50	2.33
3.05	3.32	3.45	3.76	2.39	2.65
3.42	2.97	3.13	4.65	2.49	2.93
3.90	2.48	2.42	4.43	4.99	3.38
3.59	2.50	2.72	5.62	2.76	3.36
3.36	3.03	4.23	4.72	4.39	3.66
4.03	2.33	2.78	3.64	4.69	2.96
3.19	1.48	4.12	3.88	3.56	3.23
3.63	4.64	2.36	4.69	1.74	2.71
3.86	3.86	2.40	3.63	4.17	3.11
4.42	3.93	3.72	3.66	2.48	2.26
5.12	5.58	2.90	3.94	4.23	4.32
4.68	4.46	3.19	2.35	3.25	2.97
4.27	4.87	3.19	3.29	4.42	2.82
3.22	3.52	3.20	5.16	3.61	2.53
3.93	4.62	4.13	2.96	3.89	3.31
3.65	4.55	4.23	3.28	3.64	3.19
3.43	4.01	3.37	5.22	5.08	3.19
2.57	3.66	4.50	4.43	4.21	1.83
5.00	3.85	4.02	4.33	3.70	2.66

Table 5. A Topline interest value alignment of the NFF Study III subjects. Data shown are for rating question 1 (n = 312). Total element interest values of all subjects ranked from highest to lowest. The constant is a calculated value that depicts the percentage of subjects that would respond favorably (7 - 9) if no elements were present, i.e. a study baseline. The interest value is a percentage that is added to the constant for a percentage of subjects, which would be interested or disinterested in the respective element.

	Total Sample	
		Total Sample
	Base Size	312
	Constant	42
E4	Buy one, get one free	12
A4	Soil pots that allow you to put the plant directly into the ground	7
C4	Clear sleeves so that you can see the plant	6
E5	Coupons can be found in the local newspaper	6
C6	Colorful plant sleeves	5
E3	Plants that come with free soil packets	5
A1	Biodegradable containers	5
E1	Plants that come with a free fertilizer packet	4
E6	Purchasing a plant enters you into a drawing to win a vacation	4
E2	A free disease control packet with every plant	4
F4	This plant appeared in Better Homes and Gardens	4
B3	Biodegradable tags to be more environmentally conscious	4
C2	Sleeves with handles allow you to easily move the plant	3
F2	A well-known nursery grew this plant	3
F3	The nursery that grew this plant is extremely involved in social media	3
A3	Containers with graphics to demonstrate what the plant will look like	3
F6	This plant was produced by a renowned breeder	3
A2	Traditional green pots	3
B2	Tags in the shape of the plant are visually appealing	3
B1	Large tags make it easier to find and read the information	2
B6	Graphics on tag show what the plant will look like	2
D4	Plants displayed on racks make good use of the space	2
C5	Paper sleeves	2
D6	Small plants displayed by checkout	2
C3	Sleeves with graphics	1
A6	Clay pots add a nice touch	0
C1	Plastic sleeves are more durable	0
D2	Outdoor garden centers	0
D1	Indoor garden centers	-1
D3	Plants displayed on benches	-1
B5	Tag color should match the container	-1

A5	Plastic containers	-2
F1	This plant appeared on a TV commercial	-2
B4	Bilingual tags	-3
D5	Displaying plants on the floor	-3
F5	This plant is sold on QVC	-6

Table 6. A Topline financial value ($$$) alignment of the NFF Study III subjects. Data shown are for rating question 2 (n = 312). Total element financial values of all subjects ranked from highest to lowest.

	Total Sample	
		$$$
	BASE SIZE:	312
E4	Buy one, get one free	$4.61
A1	Biodegradable containers	$4.27
A6	Clay pots add a nice touch	$3.95
F6	This plant was produced by a renowned breeder	$3.94
F4	This plant appeared in Better Homes and Gardens	$3.84
E6	Purchasing a plant enters you into a drawing to win a vacation	$3.83
F2	A well-known nursery grew this plant	$3.81
A3	Containers with graphics to demonstrate what the plant will look like	$3.76
F3	The nursery that grew this plant is extremely involved in social media	$3.72
A4	Soil pots that allow you to put the plant directly into the ground	$3.71
D4	Plants displayed on racks make good use of the space	$3.69
E5	Coupons can be found in the local newspaper	$3.68
C4	Clear sleeves so that you can see the plant	$3.55
E2	A free disease control packet with every plant	$3.54
B3	Biodegradable tags to be more environmentally conscious	$3.53
E1	Plants that come with a free fertilizer packet	$3.53
E3	Plants that come with free soil packets	$3.51
D2	Outdoor garden centers	$3.50
D3	Plants displayed on benches	$3.46
C3	Sleeves with graphics	$3.45
F1	This plant appeared on a TV commercial	$3.41
A2	Traditional green pots	$3.35
D5	Displaying plants on the floor	$3.30
A5	Plastic containers	$3.29
D1	Indoor garden centers	$3.29
B2	Tags in the shape of the plant are visually appealing	$3.23
C2	Sleeves with handles allow you to easily move the plant	$3.21
F5	This plant is sold on QVC	$3.15

B1	Large tags make it easier to find and read the information	$3.12
C6	Colorful plant sleeves	$3.10
B5	Tag color should match the container	$3.05
C1	Plastic sleeves are more durable	$3.05
D6	Small plants displayed by checkout	$3.04
B6	Graphics on tag show what the plant will look like	$3.03
C5	Paper sleeves	$2.96
B4	Bilingual tags	$2.57

Table 7. A normalized comparison of the Topline data for rating question 1 and rating question 2. The interest data was converted to positive numbers and the value rage was 17.4. The $$$ data was converted to a zero baseline scale and the value range was $2.04. The $$$ range was divided by the interest range to equal a constant 0.12. All interest data was then multiplied by the constant, thereby, generating a normalized scale based on the $$$ data.

	Base Size	312	312
		InV	$$$
A1	Biodegradable containers	1.22	1.70
A2	Traditional green pots	1.02	0.78
A3	Containers with graphics to demonstrate what the plant will look like	1.03	1.19
A4	Soil pots that allow you to put the plant directly into the ground	1.56	1.14
A5	Plastic containers	0.45	0.72
A6	Clay pots add a nice touch	0.74	1.38
B1	Large tags make it easier to find and read the information	0.91	0.55
B2	Tags in the shape of the plant are visually appealing	1.00	0.66
B3	Biodegradable tags to be more environmentally conscious	1.10	0.96
B4	Bilingual tags	0.38	0.00
B5	Tag color should match the container	0.53	0.48
B6	Graphics on tag show what the plant will look like	0.88	0.46
C1	Plastic sleeves are more durable	0.64	0.48
C2	Sleeves with handles allow you to easily move the plant	1.09	0.64
C3	Sleeves with graphics	0.79	0.88
C4	Clear sleeves so that you can see the plant	1.44	0.98
C5	Paper sleeves	0.87	0.39
C6	Colorful plant sleeves	1.29	0.53
D1	Indoor garden centers	0.61	0.72
D2	Outdoor garden centers	0.64	0.93
D3	Plants displayed on benches	0.55	0.89
D4	Plants displayed on racks make good use of the space	0.88	1.12
D5	Displaying plants on the floor	0.32	0.73
D6	Small plants displayed by checkout	0.87	0.47
E1	Plants that come with a free fertilizer packet	1.17	0.96
E2	A free disease control packet with every plant	1.16	0.97
E3	Plants that come with free soil packets	1.25	0.94
E4	Buy one, get one free	2.04	2.04
E5	Coupons can be found in the local newspaper	1.37	1.11
E6	Purchasing a plant enters you into a drawing to win a vacation	1.17	1.26
F1	This plant appeared on a TV commercial	0.43	0.84
F2	A well-known nursery grew this plant	1.07	1.24
F3	The nursery that grew this plant is extremely involved in social media	1.06	1.15
F4	This plant appeared in Better Homes and Gardens	1.14	1.27

F5	This plant is sold on QVC	0.00	0.58
F6	This plant was produced by a renowned breeder	1.03	1.37

Figure 1. A pie chart depicting percentages of study subjects that responded to the question, ‘How often do you purchase foliage plants?’

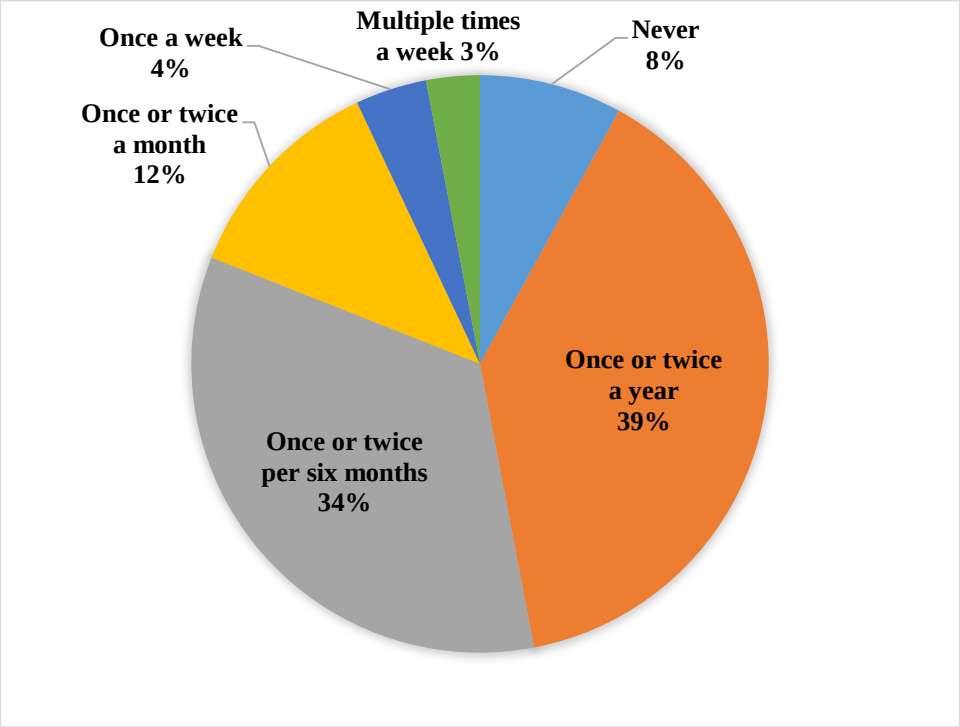


Figure 2. A pie chart depicting percentages of study subjects that responded to the question, ‘How often do you purchase plants for others?’

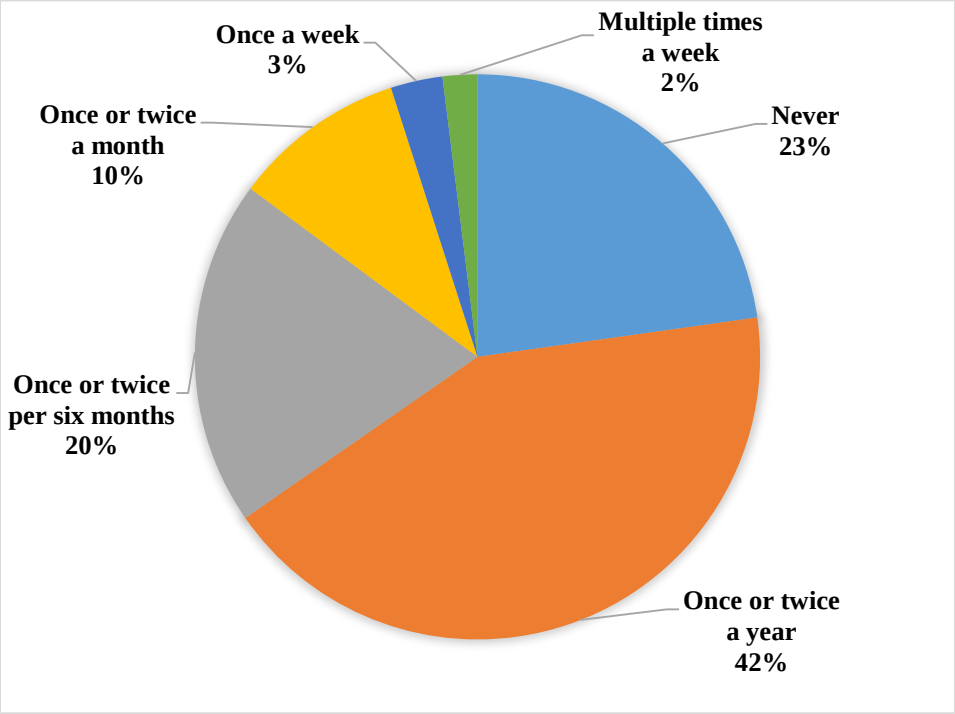


Figure 3. A pie chart depicting percentages of study subjects that responded to the question, ‘How often do you receive foliage plants?’

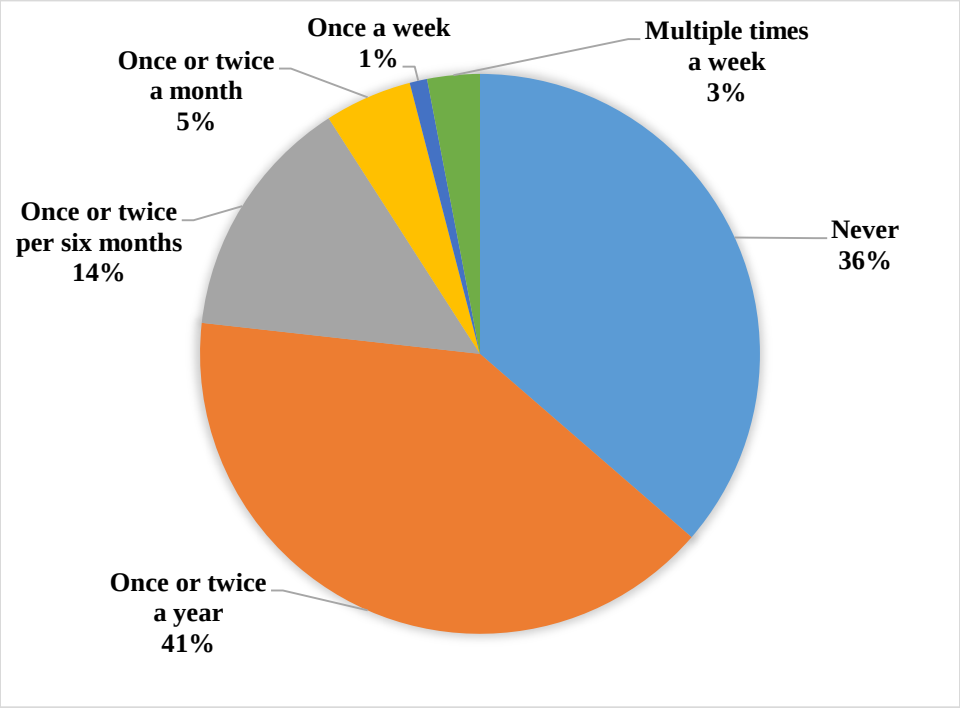


Figure 4. A pie chart depicting percentages of study subjects that responded to the question, ‘When you receive foliage plants do they satisfy you as a gift?’

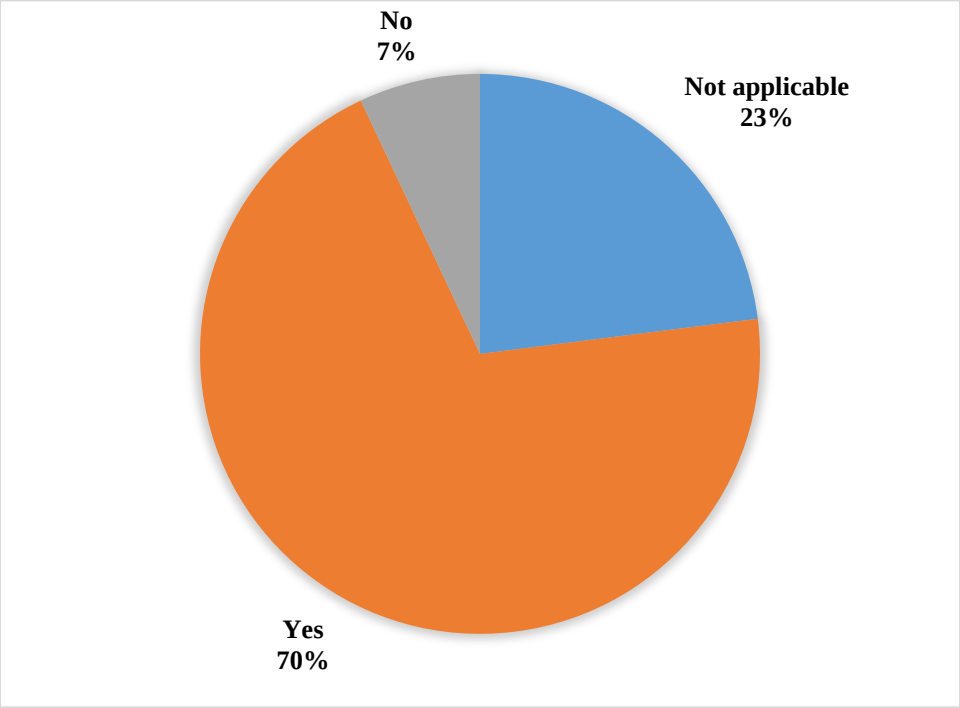


Figure 5. A pie chart depicting percentages of study subjects that responded to the question, ‘How often do you see or smell plants?’

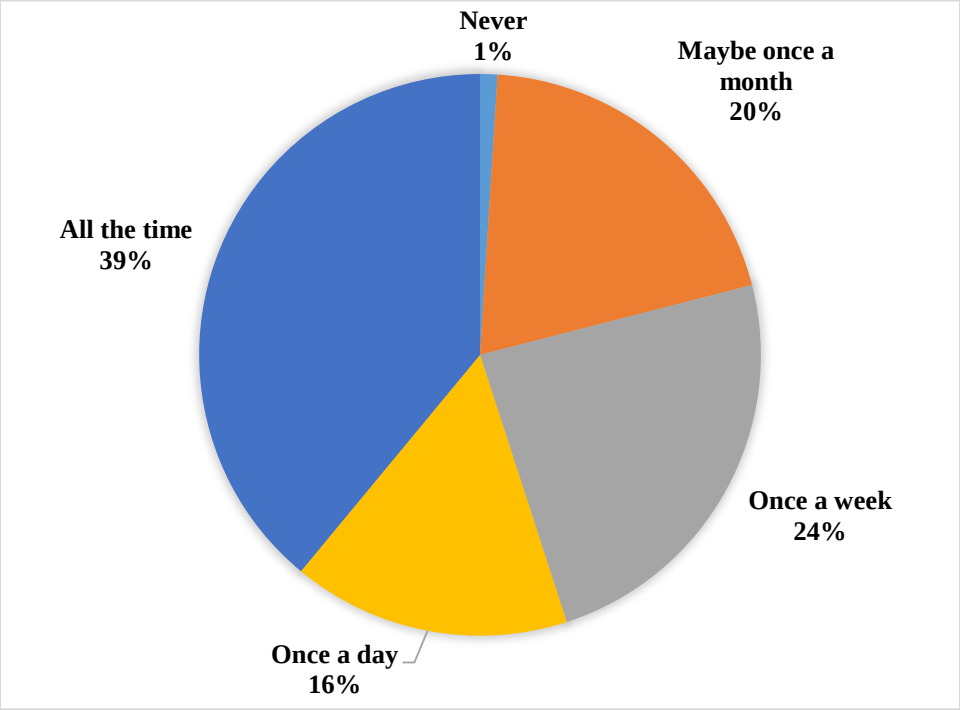


Figure 6. A normalized comparison of the **Topline** data (Table 7) for rating question 1 (interest – blue line) and rating equation 2 ($$$ - green line) in a line graph format intended to facilitate comprehension (n = 312). Letters A - F on the X-axis indicates categories A - F with elements 1 - 6 (Table 1) represented consecutively and the Y-axis is a normalized, non-unit scale.

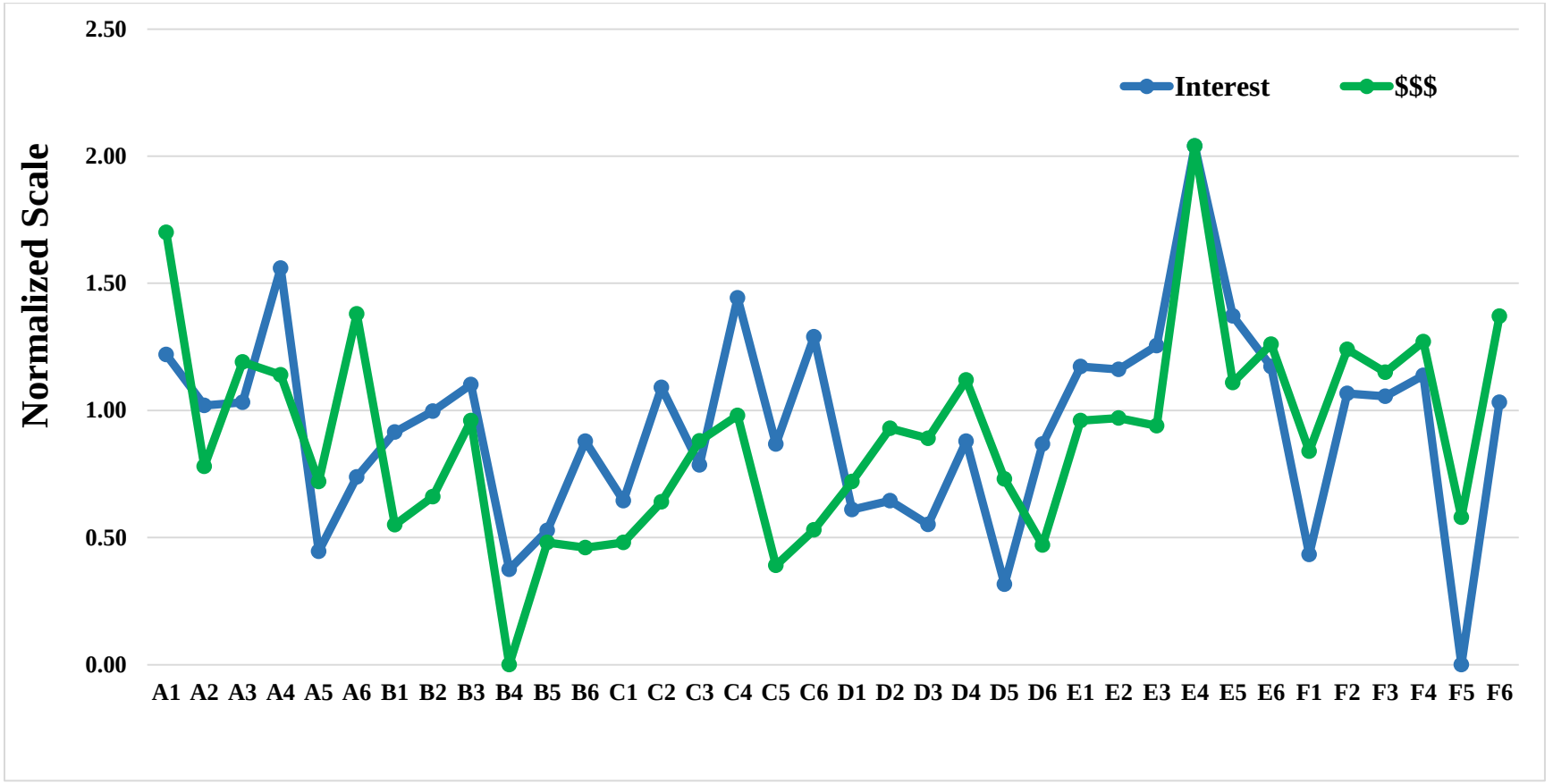


Figure 7. A normalized comparison of the top line data for rating question 1 (interest – blue line) and rating question 2 ($$$ - green line) in a line graph format intended to facilitate comprehension (n = 312). Categories are separated, elements are arranged by identifier, and identifier can be matched with element in Table 1.

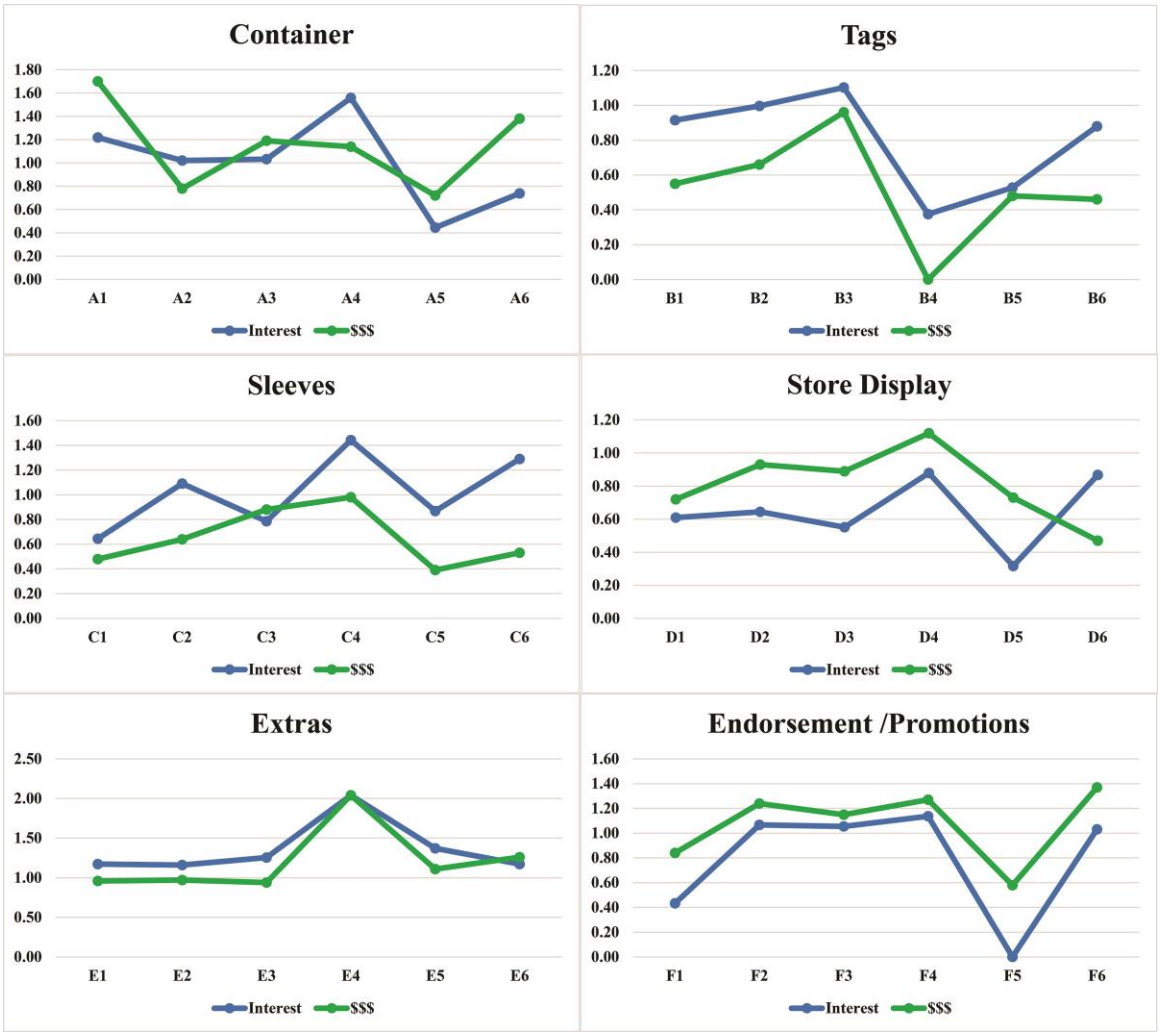


Figure 8. A normalized comparison of the Male data for rating question 1 (interest – blue line) and rating question 2 ($$$ - green line) in a line graph format intended to facilitate comprehension (n = 112). Letters A - F on the X-axis indicates categories A - F with elements 1 - 6 represented (Table 1).

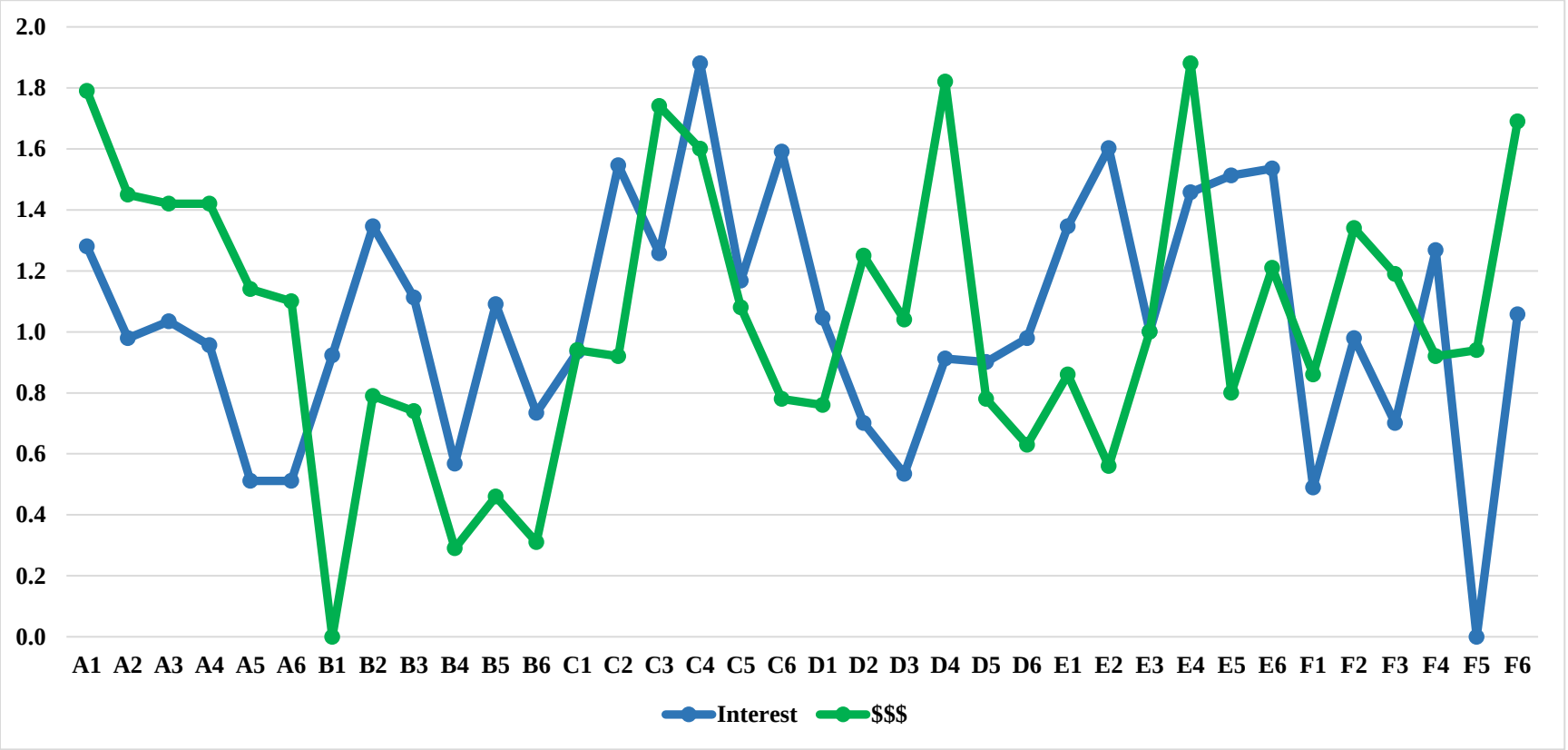


Figure 9. A normalized comparison of the Female data for rating question 1 (interest – blue line) and rating question 2 ($$$ - green line) in a line graph format intended to facilitate comprehension (n = 200). Letters A - F on the X-axis indicates categories A - F with elements 1 - 6 represented (Table 1).

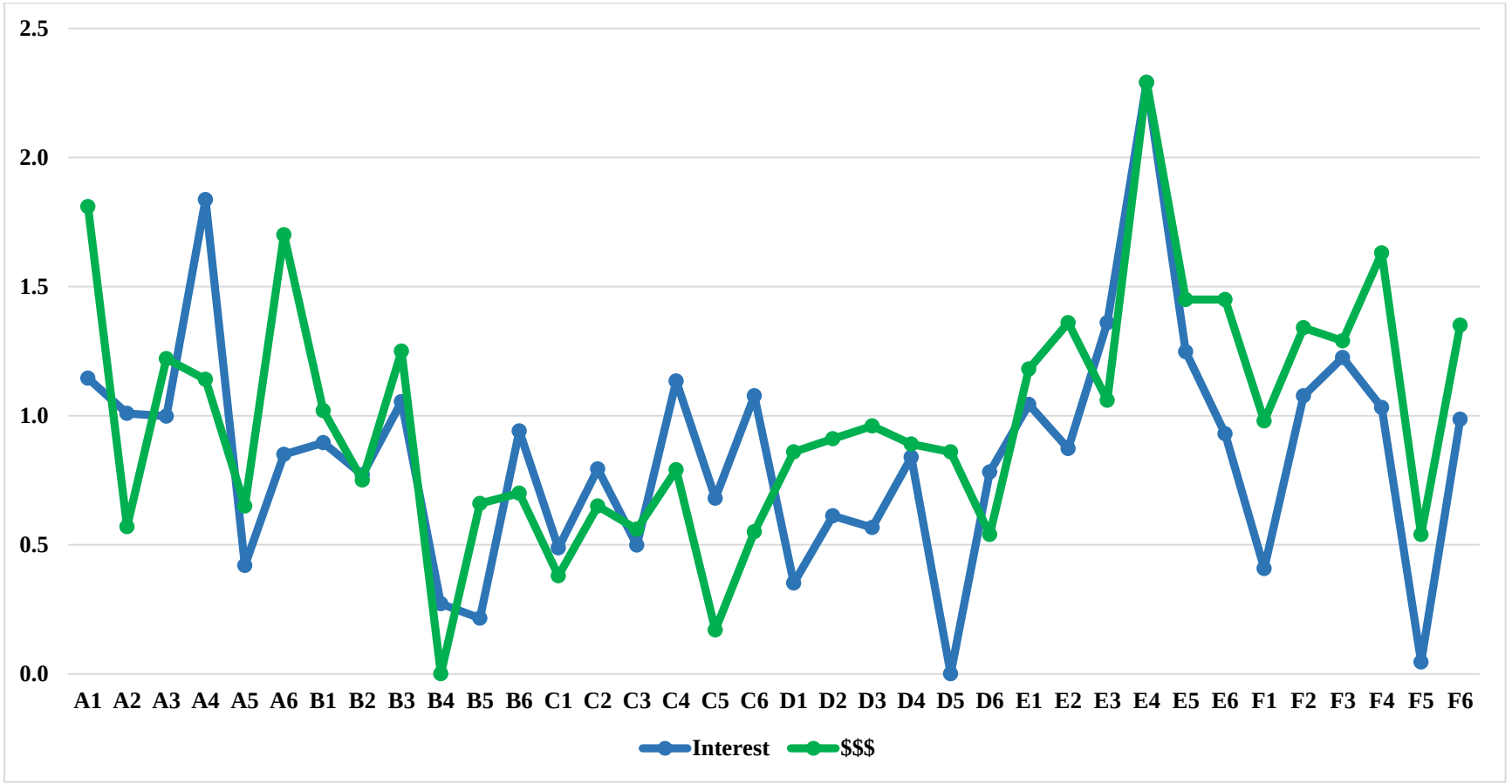


Figure 11. Age comparison of unadulterated interest values from rating question 1. Elements are on the X-axis and the Y-axis is the interest. 18 – 24 year old subjects (blue line, n = 30) have been plotted along with 25 – 34 year old subjects (red line, n = 92), 35 – 44 year old subjects (grey line, n = 72), 45 – 54 year old subjects (yellow line, n = 63), and 55 – 64 year old subjects (dark blue line, n = 55) in a line graph. Elements are arranged by category and element number.

Figure 12. Ethnicity comparison of unadulterated interest values from rating question 1. Elements are on the X-axis and the Y-axis is the interest. White subjects (blue line, n = 108) have been plotted along with Black subjects (red line, n =88), Latino subjects (Gray line, n = 33), and Asian subjects (grey line, n = 83) in a line graph. Elements are arranged by category and element number.

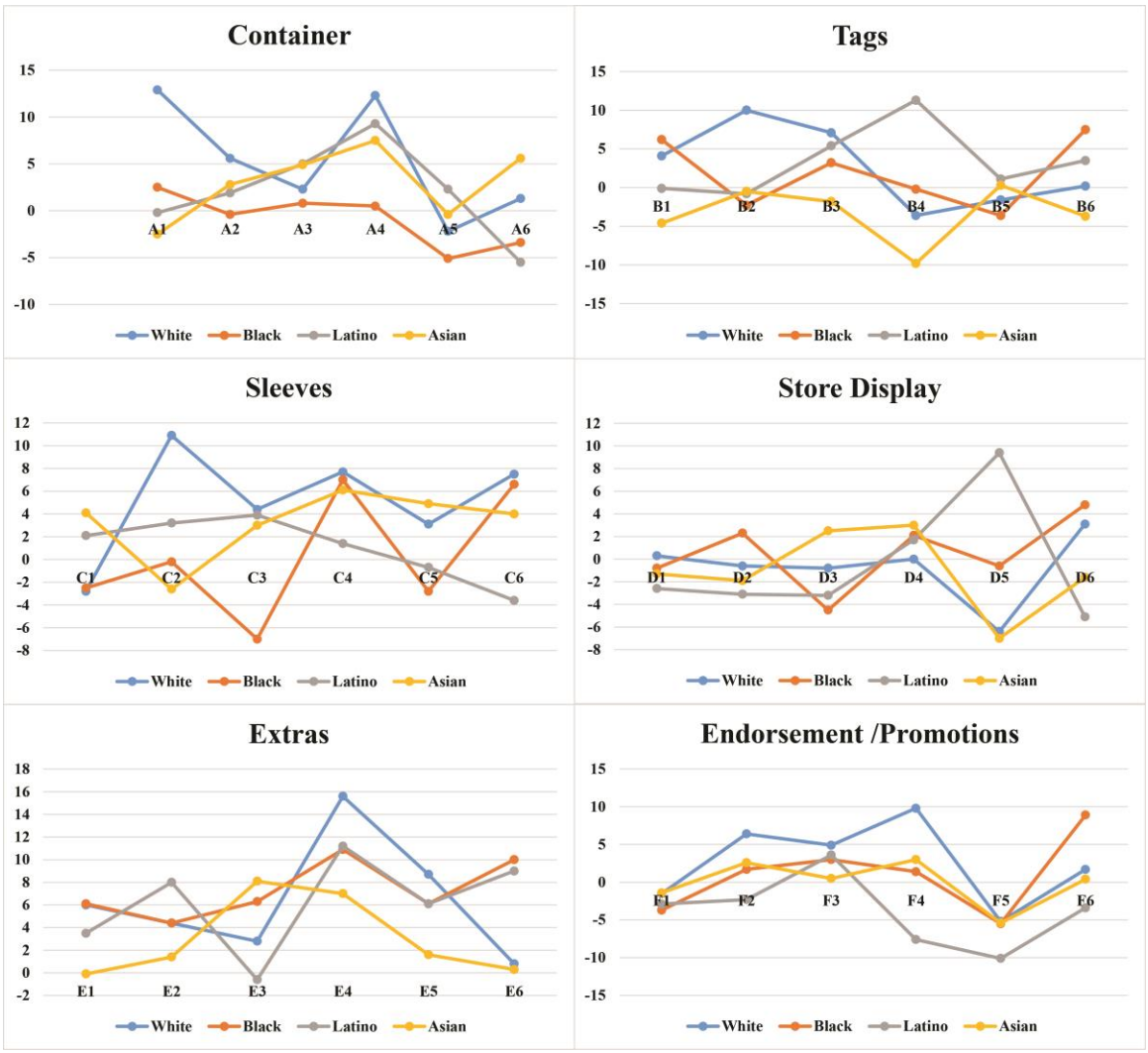


Figure 13. A normalized comparison of the Purchased plants once or twice a year data for rating question 1 (interest – blue line) and rating question 2 ($$$ - green line) in a line graph format intended to facilitate comprehension (n = 122). Letters A – F on the X-axis indicates categories A – F with elements 1 - 6 represented in each panel.

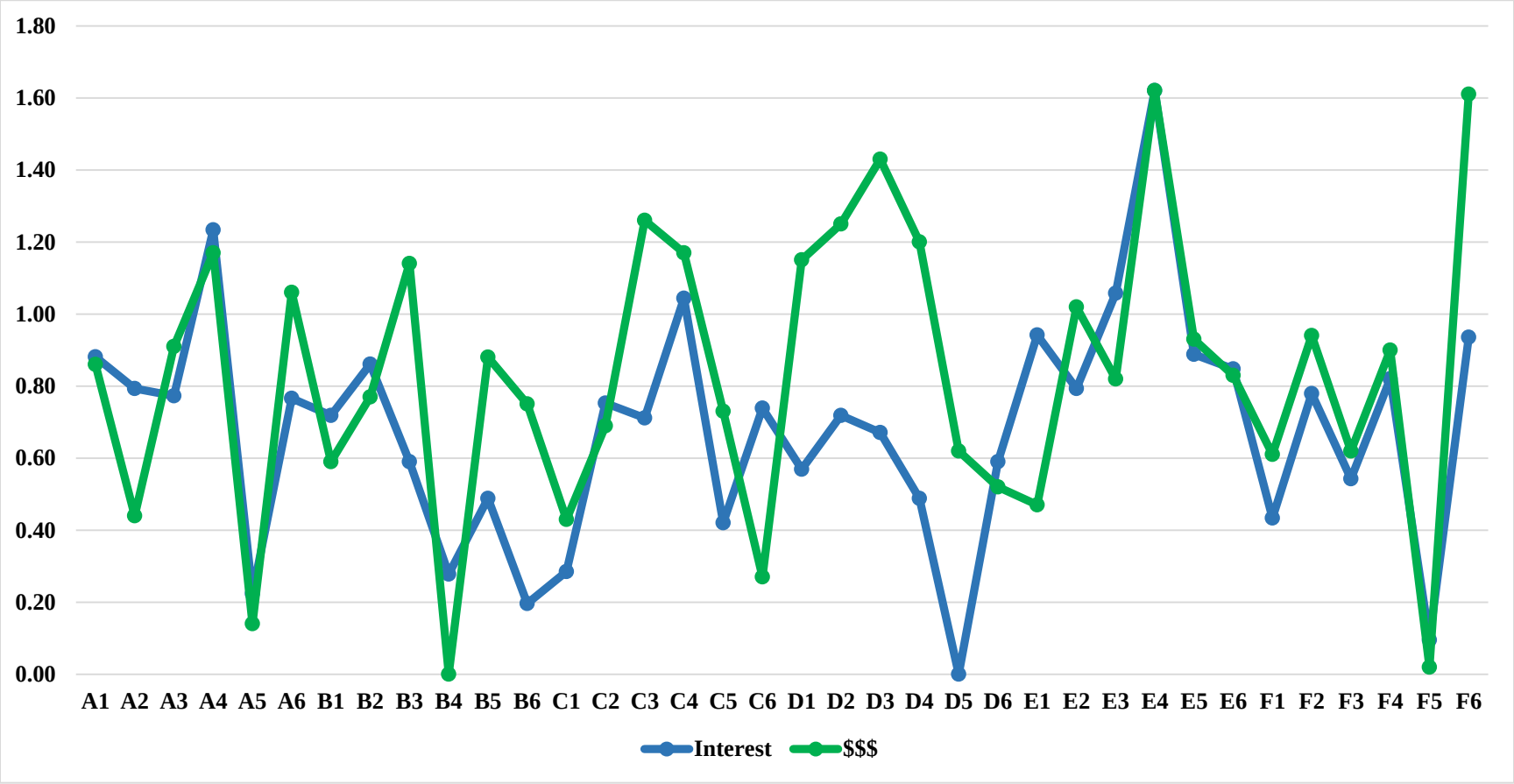


Figure 14. A normalized comparison of the Purchased plants once or twice per six months data for rating question 1 (interest – blue line) and rating question 2 ($$$ - green line) in a line graph format intended to facilitate comprehension (n = 107). Letters A – F on the X-axis indicates categories A – F with elements 1 - 6 represented in each panel.

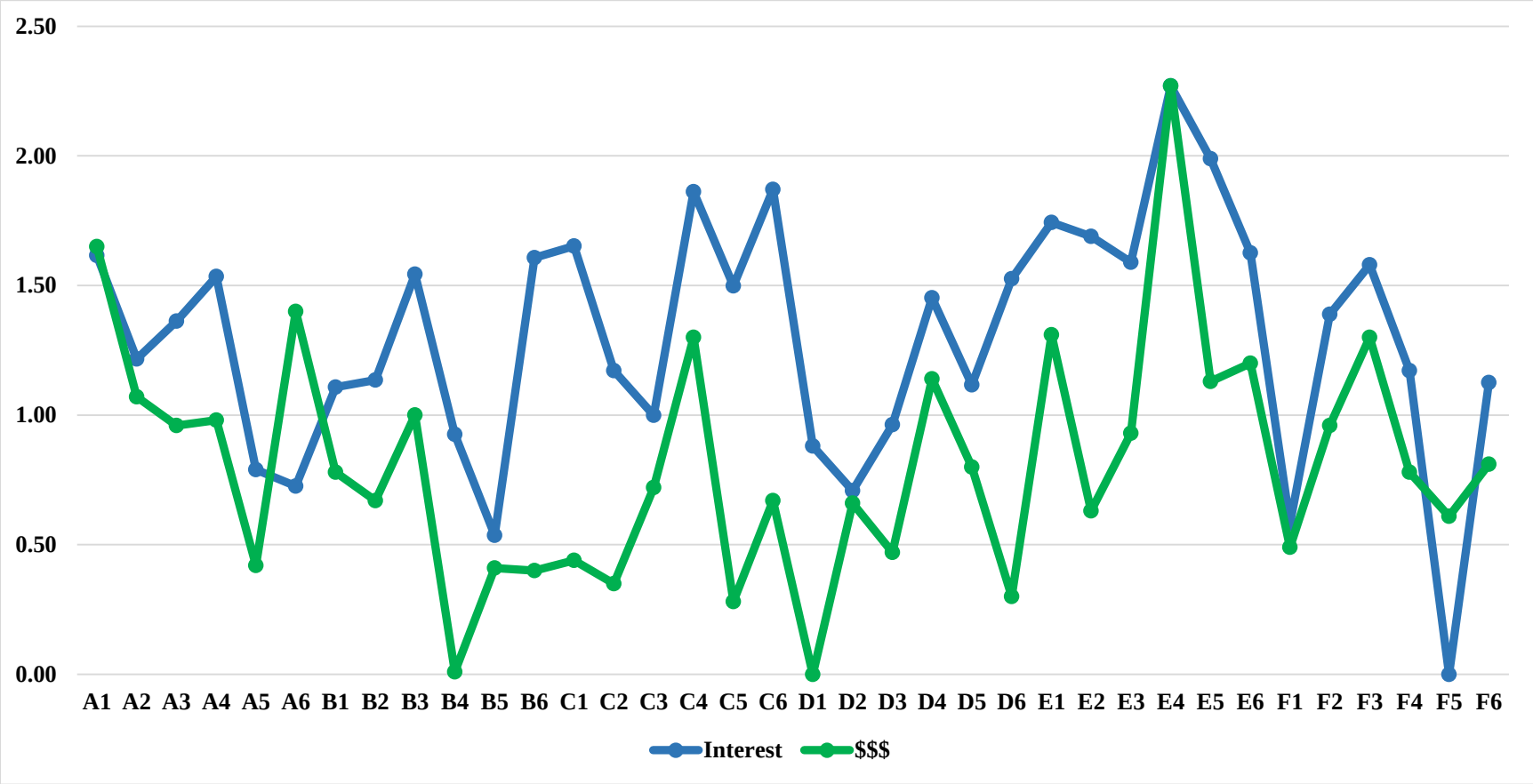
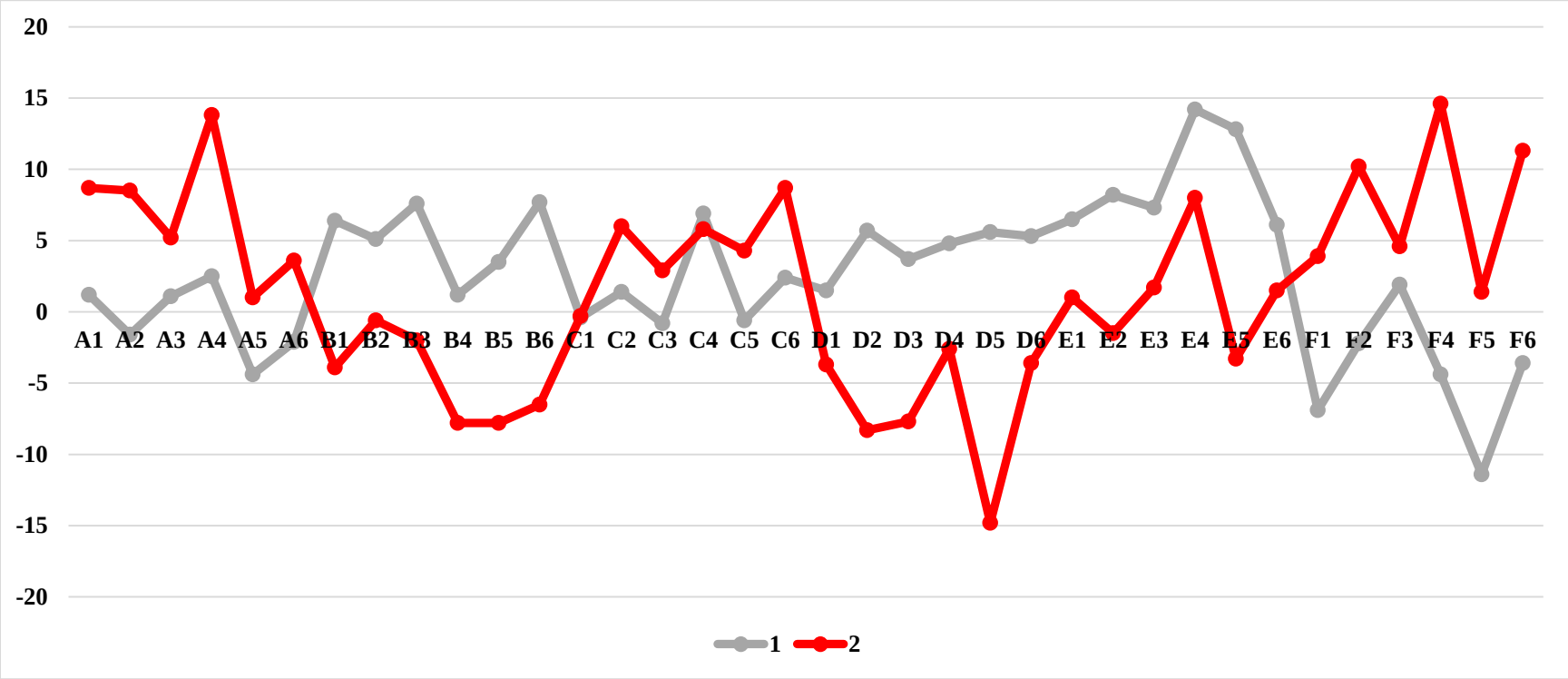


Figure 15. K-cluster analysis (K=2). A normalized comparison of Segment 1 data (gray line, n = 177) and Segment 2 data (red line, n = 135) for rating question 1 (y-axis = interest) in a line graph format intended to facilitate comprehension. Letters A – F on the X-axis indicates categories A – F with elements 1 - 6 represented in each panel.



SUMMARY

This study was designed to elucidate what drives customer choice at the point of plant purchases, and to determine the values of individual aspects of the purchasing environment. Six categories of were chosen: plant container, plant tags, protective plant sleeves, specific features of the store display, 'extras', and endorsements/promotions. By using the IdeaMap® technology, we were able to unbiasedly assay interest values (InV) and the amount willing to purchase ($$$) for 36 independent elements housed in the six categories.

The top four take-aways:

1. Best strategy to increase market space may be focusing on and convincing consumers that normally purchase one or two plants a year to shift to the one or two plants per six months segment. 39% of respondents, in this study, purchase one or two plants a year, while 34% of respondents purchase one or two plants every six months (Fig. 1), and the two segments have very dissimilar cognitive economic perceptions (Fig. 13 and 14).
2. TopLine results demonstrate that in general people will pay more for a biodegradable pot, and even compared to a 'soil' pot, a bilingual tag is not important to InV or $$$ for this study, and the selling of plants on QVC is not of InV or $$$ (Fig. 6).
3. Male and female segments are markedly different (Fig. 8 and 9). The male segment seems very interested and willing to pay for pots, sleeves, and plants on racks; while the female segment seems interested and will pay for biodegradable and clay pots, but not for paper sleeves. However, both segments are willing to pay for plants from a renowned breeder.
4. To shift the one or two plant a year consumer to the one or two plant every six months consumer, focus on elements B3, B5, B6, C3, and F6. In addition, the store display environment means a lot to these consumers.

The data generated by this study is massive in size and scope. With that said, the dataset can be analyzed in many different ways. The tables for the total dataset on InV values and $$$ values (Tables 3 and 4) can be simple inserted into just about any data manipulation software package. Note, K-clustering did not result in manageable data for this study.

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