



**University of New Hampshire**

The Survey Center

# **New Hampshire Plant Growers Association 2018 Industry Survey**

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*The University of New Hampshire*  
**Survey Center**

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Table of Contents

Executive Summary.....1

Key Findings.....1

Demographics.....2

Business Type.....3

Products & Services.....3

Sales Volume.....4

Marketing.....8

Website.....14

Future Marketing Budget.....16

Marketing Strategy.....18

Challenges.....23

Appendix A: Detailed Tabular Results.....24

Appendix B: Open-Ended Responses.....89

Appendix C: Survey Instrument.....90

## Executive Summary

The University of New Hampshire Survey Center conducted a survey for the New Hampshire Plant Growers Association (NHPGA) to better understand the horticulture industry in the state of New Hampshire in regards to marketing practices, strategies, trends, and challenges. The NHPGA contacted members and other known businesses in the industry through emails, e-newsletters, and social media from July 10th through November 12th. Thirty-six (36) businesses completed the survey. Because of the survey delivery method no response rate can be calculated. The following figures display survey results, detailed tabular results may be found in Appendix A, Appendix B contains the open-end responses, and Appendix C contains the survey instrument.

### Key Findings

#### Business Type

Most respondents consider landscape, greenhouse, garden center, and nursery to be the terms that best describe their business.

#### Products and Services

The majority of respondents sell perennials, annuals, herbs, trees, shrubs, and vegetable plants. Fewer respondents say that they grow these products; with between 40-50% growing annuals, perennials, vegetable plants, or herbs.

#### Sales Volume

Nearly half of respondents had annual sales between \$1 million and \$9.99 million in 2017. Nearly all respondents say their 2017 sales volume increased compared to 2016, with most seeing an increase of 5% or more. Nearly all respondents expect their 2018 sales volume to increase compared to 2017, with most expecting an increase of 5% or more.

#### Marketing

Respondents are relatively spread out in terms of how much they are planning to spend on marketing their business in 2018. The majority of respondents currently utilize their website, word of mouth, Facebook, email, and print ads as marketing channels. Respondents generally feel the individual marketing channels they utilize are very or somewhat effective. The majority of respondents find their overall marketing strategy to be somewhat effective while only a quarter find it to be very effective.

#### Website

Nearly all respondents have a website and among those who do, nearly all consider their website to be mobile friendly. However, only one in five respondents have all of their products or services available for purchase on their website, while three in five have no products or services available to purchase online.

#### Future Marketing Budget

Only one-quarter of respondents plan to increase their marketing budget in 2019. Among those who do, the plurality plan to increase spending in the \$5,000-\$9,999 range. Of those who will increase their marketing budget, most will direct these additional investments into their website, advertising, and developing strategy.

#### Marketing Strategy

The execution of marketing initiatives are mostly handled by in-house staff as only one-third outsource to a marketing specialist. Just over half of respondents dedicate less than 10 hours per week to marketing. Less than half have a formal business plan or a formal marketing plan. Only one-third are tracking marketing responses or tracking sales to a marketing source, with the plurality using a manual tracking sheet. One in five respondents say their business generally responds to sales leads and inquiries immediately or within an hour, while most say their business generally responds before the close of business or within 24 hours.

#### Challenges

Respondents most frequently cite time, budget, proving return on investment (ROI), and strategy as the greatest obstacles or challenges they face in marketing.



## Demographics

Respondents are spread out relatively evenly based upon age, gender, and number of employees. More than one-third of respondents were from the Central/Lakes Region (Merrimack & Belknap County). Two-thirds of respondents are owners and two-thirds of respondents operate year-round. Three in five respondents have been in business for more than 30 years.

Figure 1a: Demographics

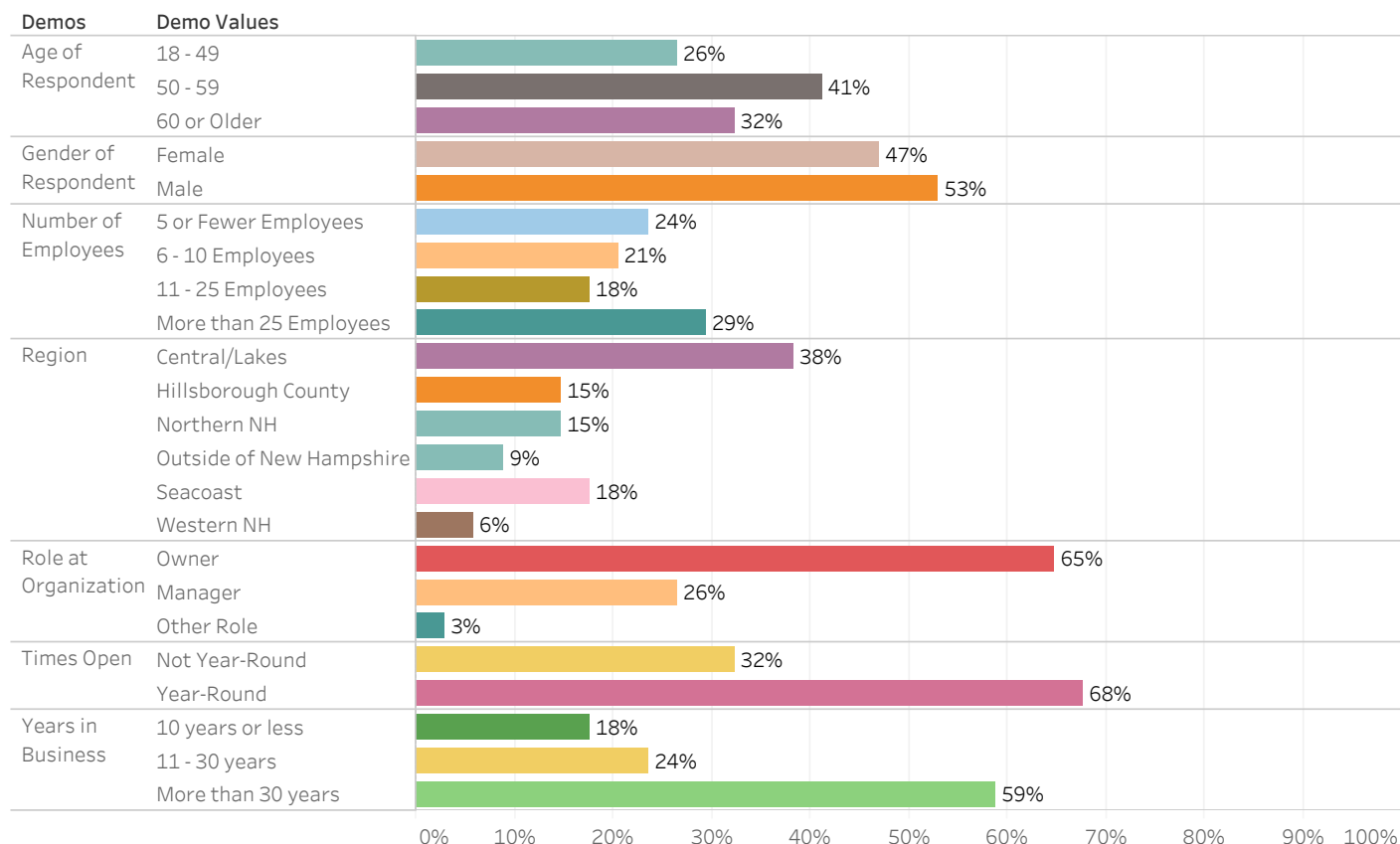
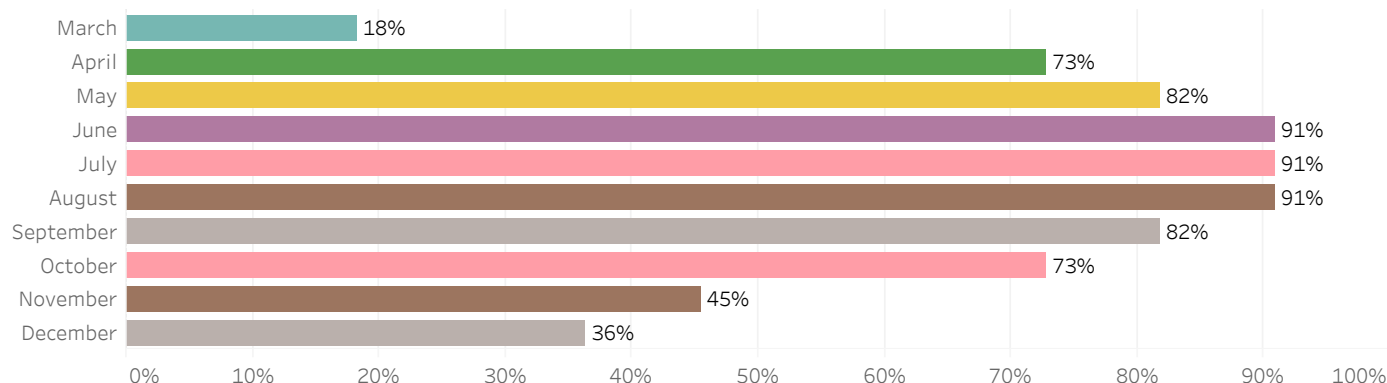


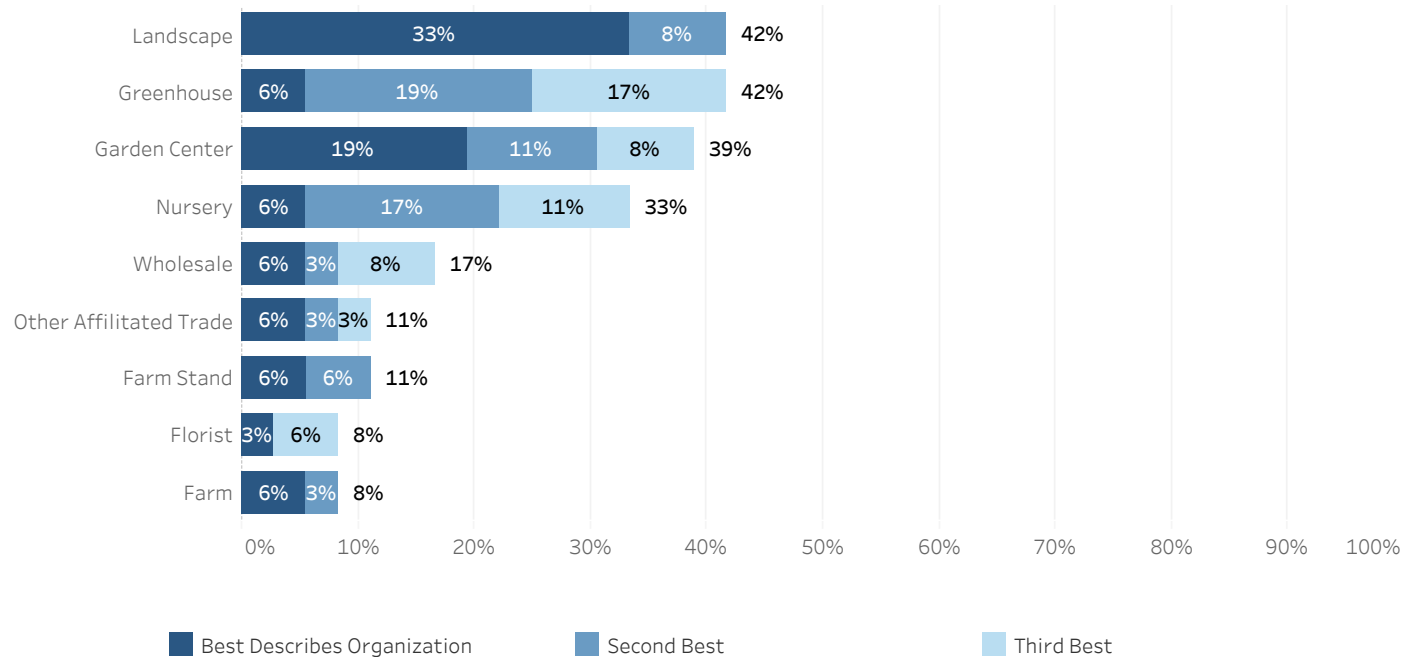
Figure 1b: Months Open Among Businesses Not Open Year-Round



## Business Type

When provided with up to three choices as to what best describes their business, roughly two in five respondents choose landscape (42%), greenhouse (42%), or garden center (39%), while one-third (33%) choose nursery. Fewer respondents choose wholesale (17%), another affiliated trade (11%), a farm stand (11%), florist (8%), or farm (8%) (Figure 2).

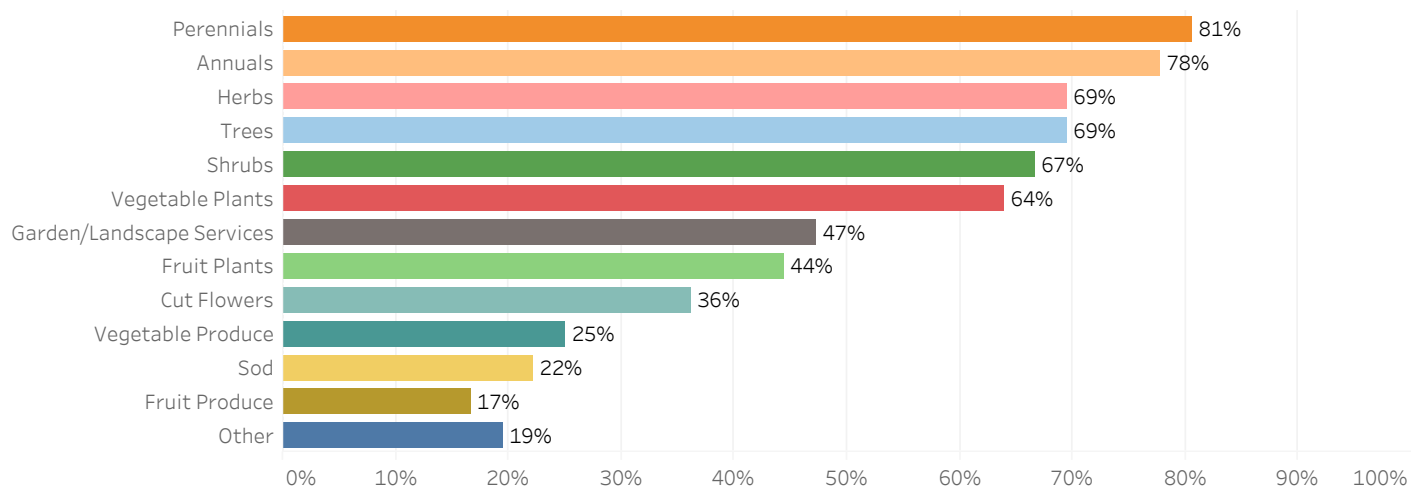
Figure 2: Which of the following best describes your business? (Select Up to Three)



## Products and Services

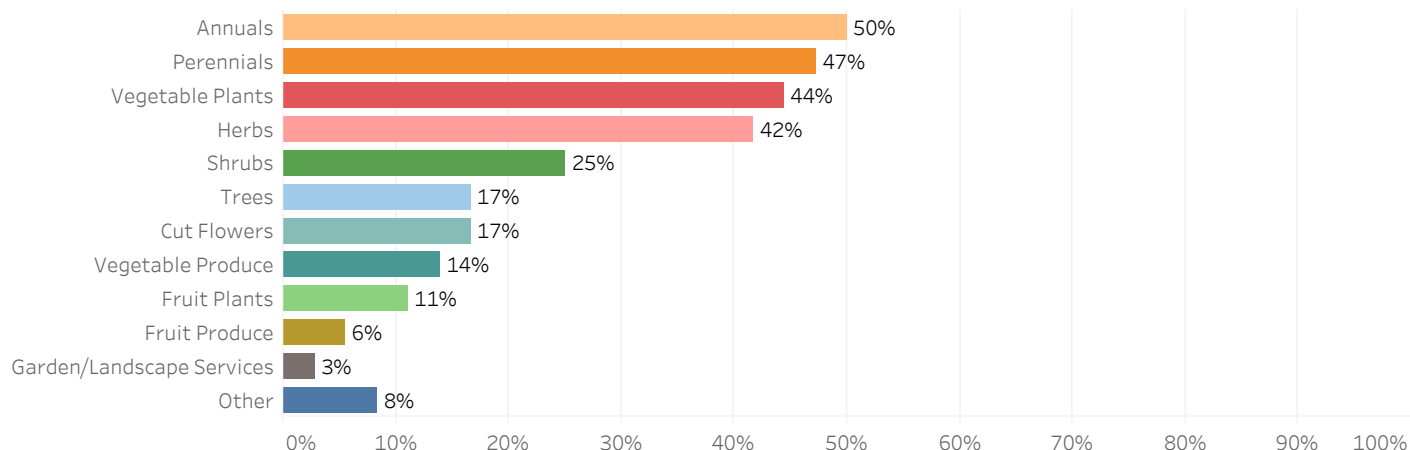
Roughly four in five respondents sell perennials (81%) and annuals (78%), while 69% sell herbs, 69% sell trees, 67% sell shrubs, and 64% sell vegetable plants. Less than half of respondents sell garden/landscape services (47%), fruit plants (44%), cut flowers (36%), vegetable produce (25%), sod (22%), or fruit produce (17%). Nineteen percent sell another type of product or service (Figure 3).

Figure 3: Which of the following do you sell?



Half of respondents (50%) grow annuals, 47% grow perennials, 44% grow vegetable plants, and 42% grow herbs. One-quarter of respondents (25%) grow shrubs, while fewer grow trees (17%), cut flowers (17%), vegetable produce (14%), fruit plants (11%), fruit produce (6%), or garden and landscape services (3%). Eight percent of respondents say that they grow something else (Figure 4).

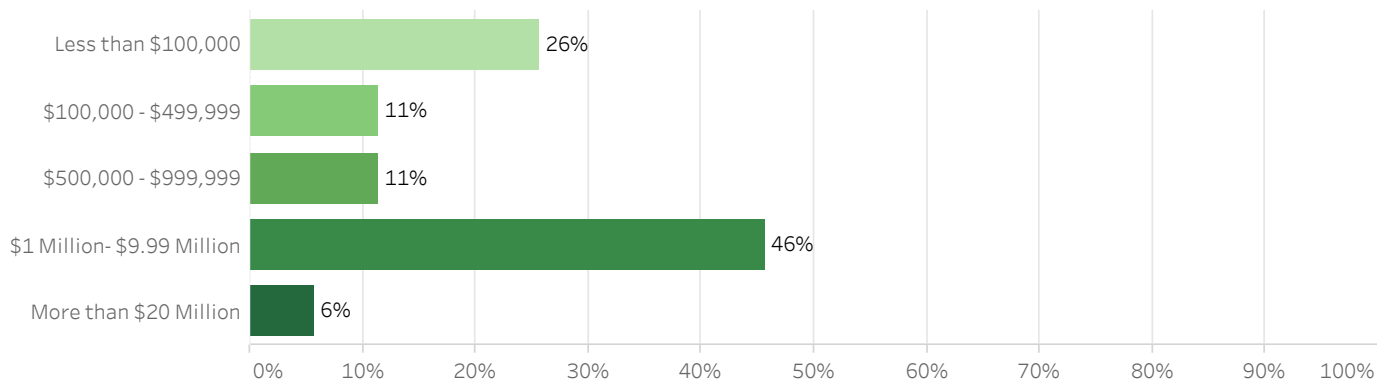
**Figure 4: Which of the following do you grow?**



## Sales Volume

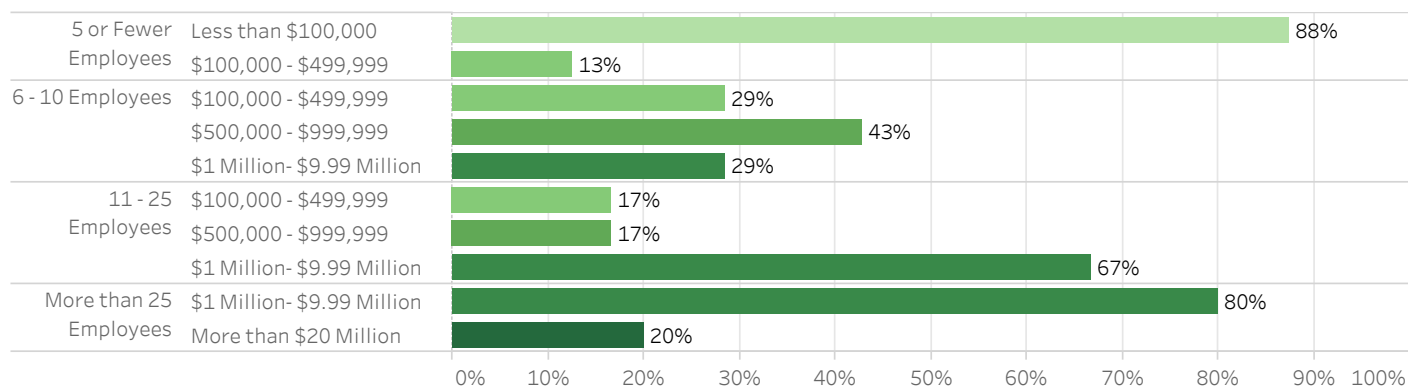
One in four respondents (26%) had less than \$100,000 in annual sales in 2017, 11% had between \$100,000 and \$499,999, 11% had between \$500,000 and \$999,999, 46% had between \$1 million and \$9.99 million, and 6% had more than \$20 million in annual sales in 2017 (Figure 5a).

**Figure 5a: What were your approximate annual sales in 2017?**



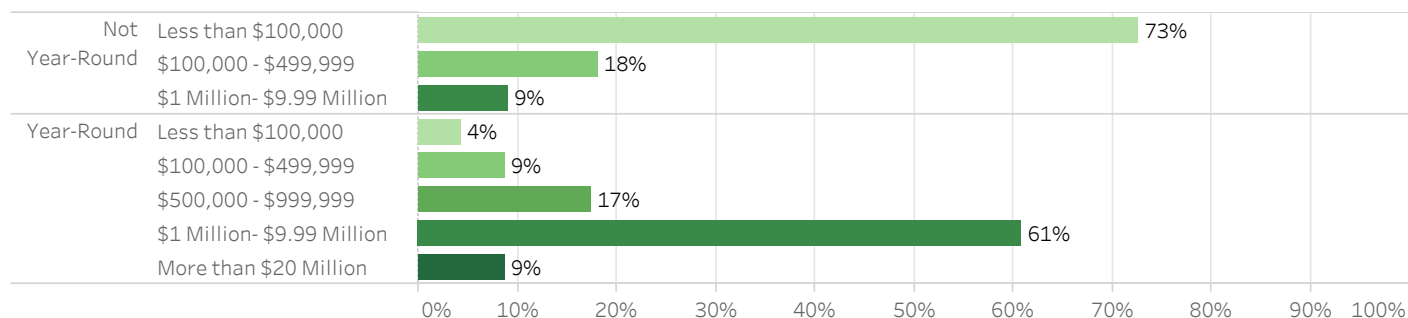
Nearly all respondents with five or fewer employees had approximate annual sales in 2017 of less than \$100,000, while most respondents with more than 10 employees had annual sales of \$1 million or more (Figure 5b).

**Figure 5b: Annual sales in 2017 - By Number of Employees**



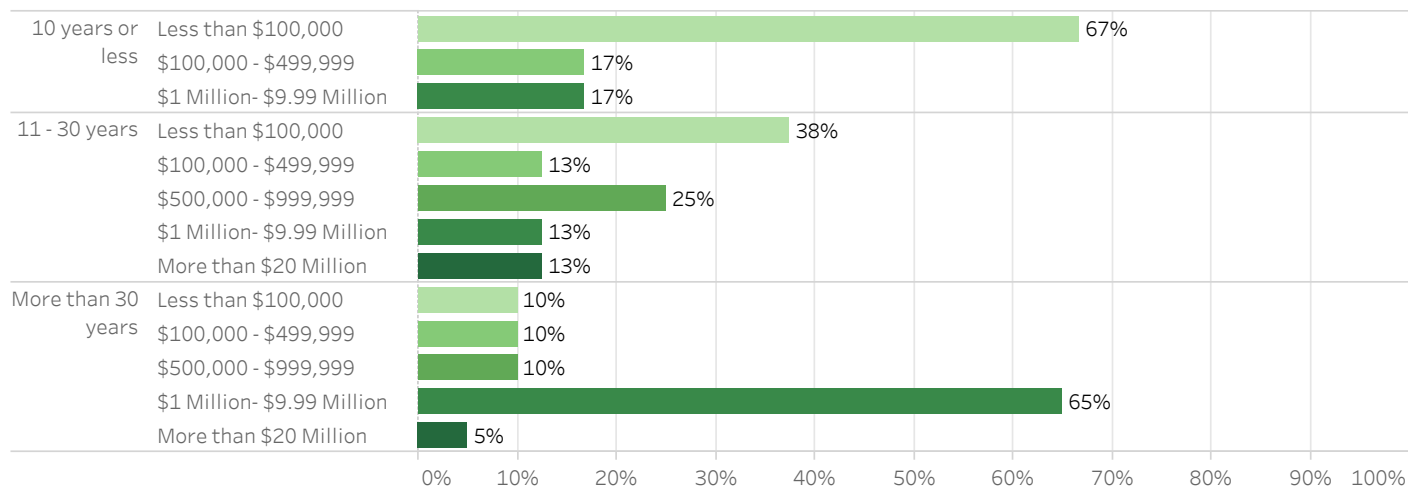
Most respondents who are in operation year-round had annual sales in 2017 of \$1 million or more, while most respondents who are not in operation year-round had annual sales in 2017 of less than \$100,000 (Figure 5c).

**Figure 5c: Annual sales in 2017 - By Operation Status**



A majority of respondents who have been in operation for 10 years or less had annual sales in 2017 of less than \$100,000, while a majority of respondents who have been in operation for more than 30 years had annual sales of \$1 million or more (Figure 5d).

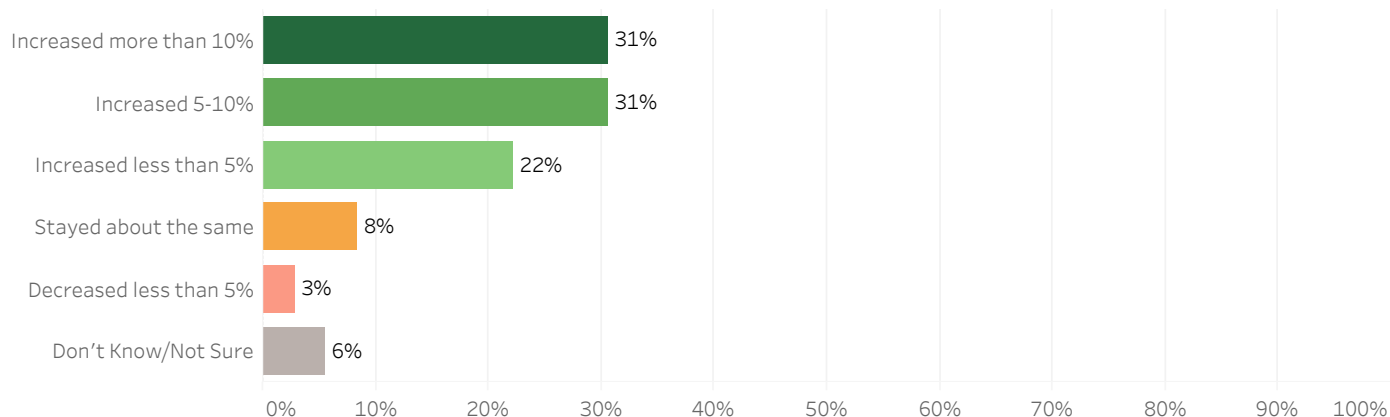
**Figure 5d: Annual sales in 2017 - By Years of Operation**





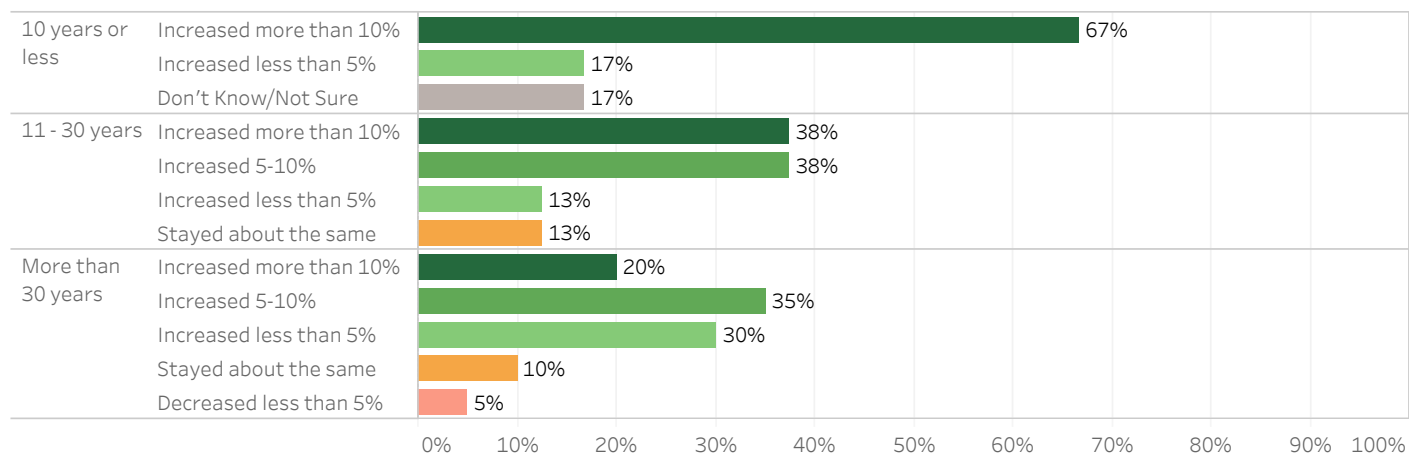
Nearly all respondents (84%) say that their 2017 sales volume increased since 2016 (31% more than 10 percent, 31% between 5-10 percent, and 22% less than 5 percent). Eight percent say their sales volume stayed about the same, 3% say it decreased less than 5%, and 6% don't know or are unsure (Figure 6a).

**Figure 6a: How did your 2017 sales volume compare to your 2016 sales volume?**



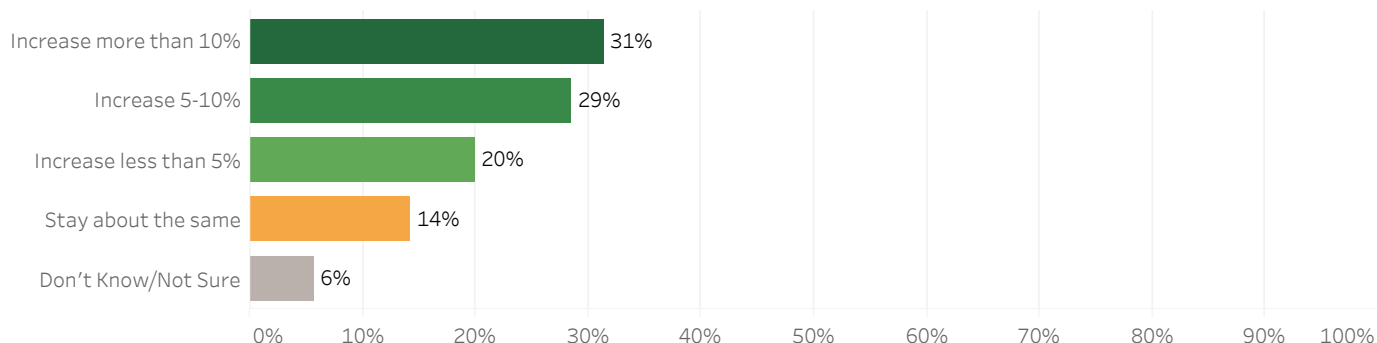
The majority of respondents who have been in operation for 10 years or less say their sales volume increased more than 10%, while the majority of respondents who have been in operation for 11-30 years say their sales volume has increased 5% or more and most respondents who have been in operation for more than 30 years say their sales volume has increased (Figure 6b).

**Figure 6b: 2017 Sales Volume Compared to 2016 Sales Volume - By Years of Operation**



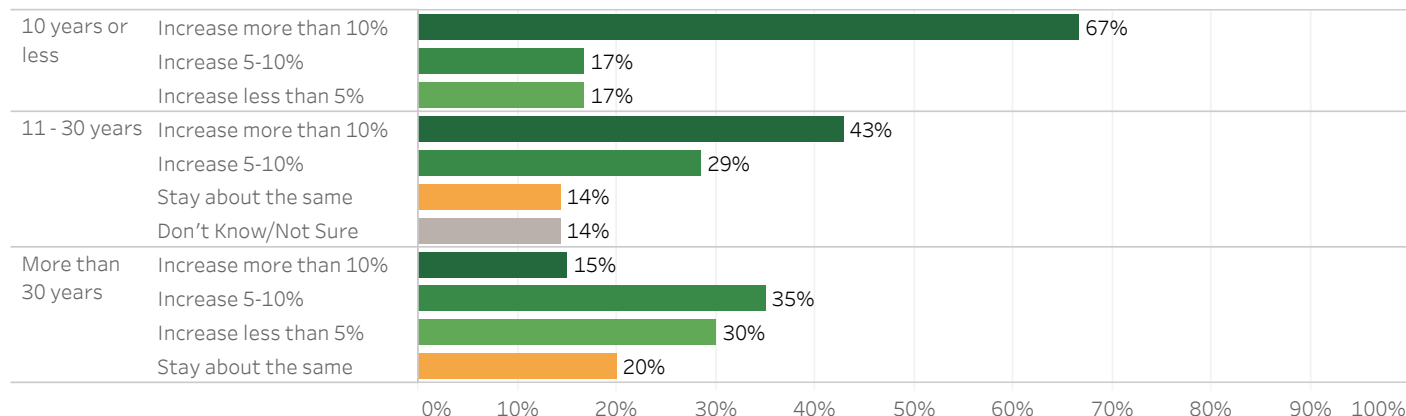
Four in five respondents (80%) expect that their 2018 sales volume will increase compared to 2017 (31% more than 10 percent, 29% between 5-10 percent, and 20% fewer than 5 percent). Fourteen percent expect their sales volume will stay about the same, while 6% don't know or are unsure (Figure 7a).

**Figure 7a: How much do you expect your sales volume to change in 2018 compared to 2017?**



The majority of respondents who have been in operation for 10 years or less expect their sales volume to increase by more than 10% in 2018. Though fewer respondents who have been in operation longer expect this much of an increase, nearly all expect to see an increase of some kind (Figure 7b).

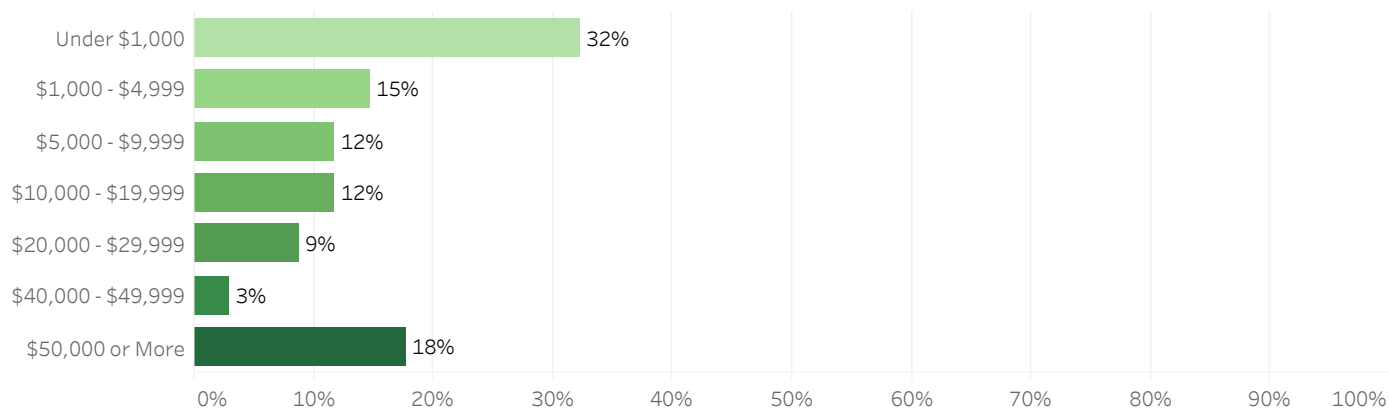
**Figure 7b: How Much Will Sales Volume Change in 2018 - By Years of Operation**



## Marketing

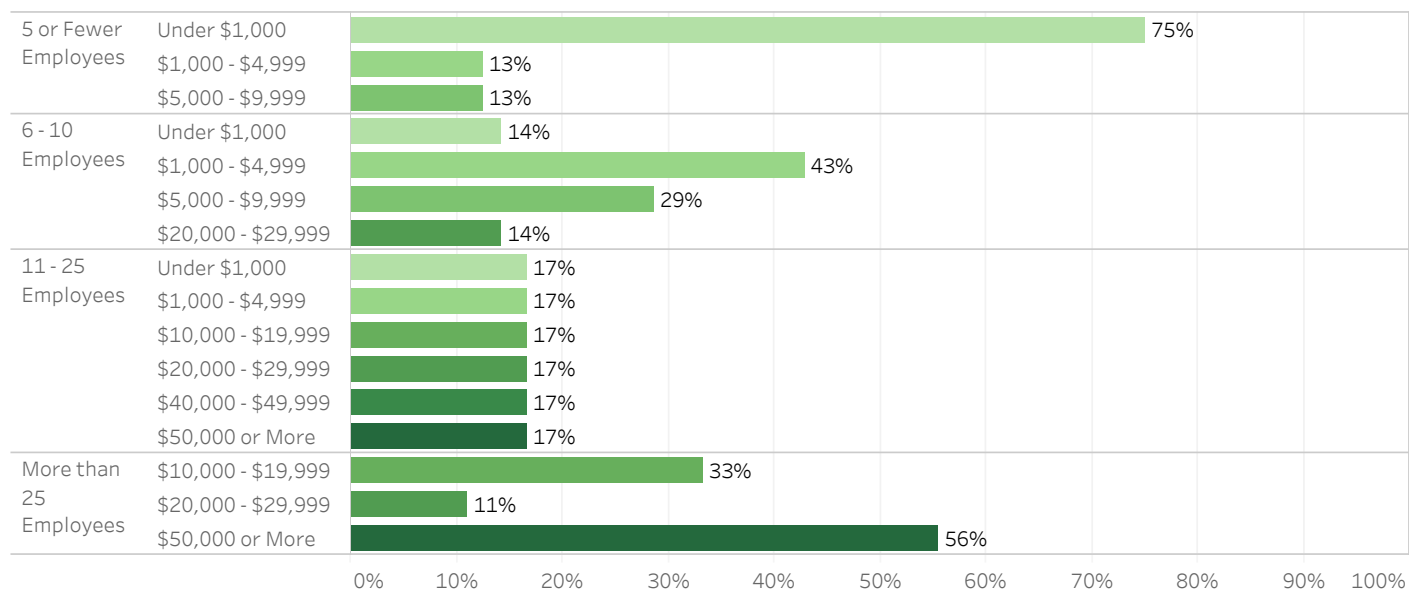
One-third (32%) of respondents will spend less than \$1,000 on marketing for their business in 2018, 15% will spend \$1,000-\$4,999, 12% will spend \$5,000-\$9,999, 12% will spend \$10,000-\$19,999, 9% will spend \$20,000-\$29,999, 3% will spend \$40,000-\$49,999, and 18% will spend \$50,000 or more (Figure 8a).

**Figure 8a: How much will you spend on marketing your business in 2018?**



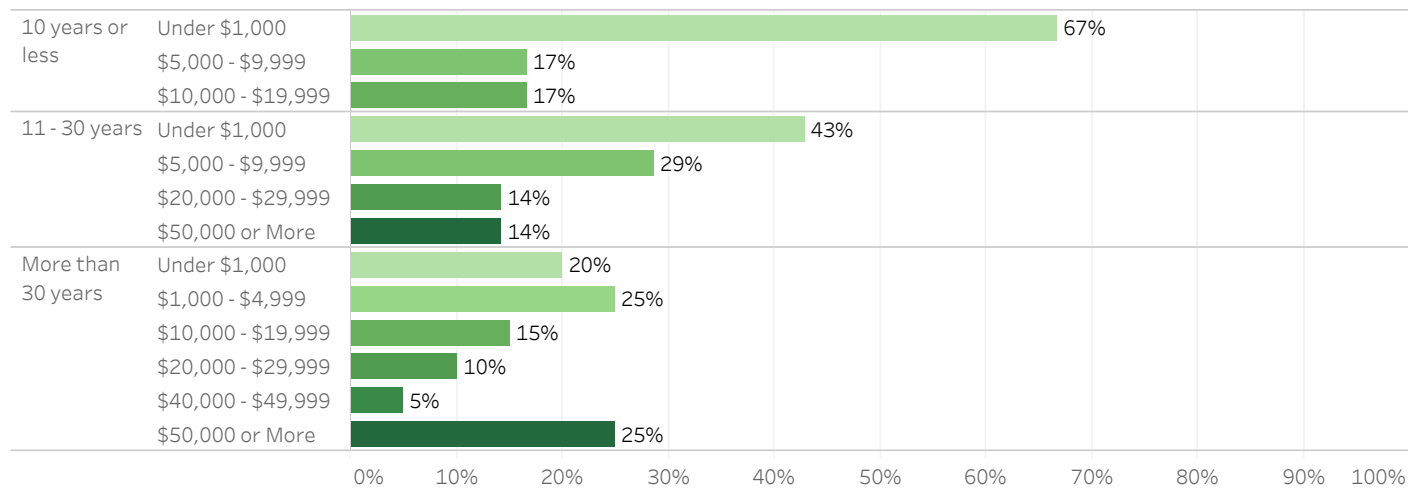
Most respondents with 5 or fewer employees will spend under \$1,000 on marketing in 2018, while most with more than 25 employees will spend \$50,000 or more. Respondents with 6-25 employees are relatively spread out in regards to how much they plan to spend in marketing their business in 2018 (Figure 8b).

**Figure 8b: Amount Spent on Marketing Business in 2018 - By Number of Employees**



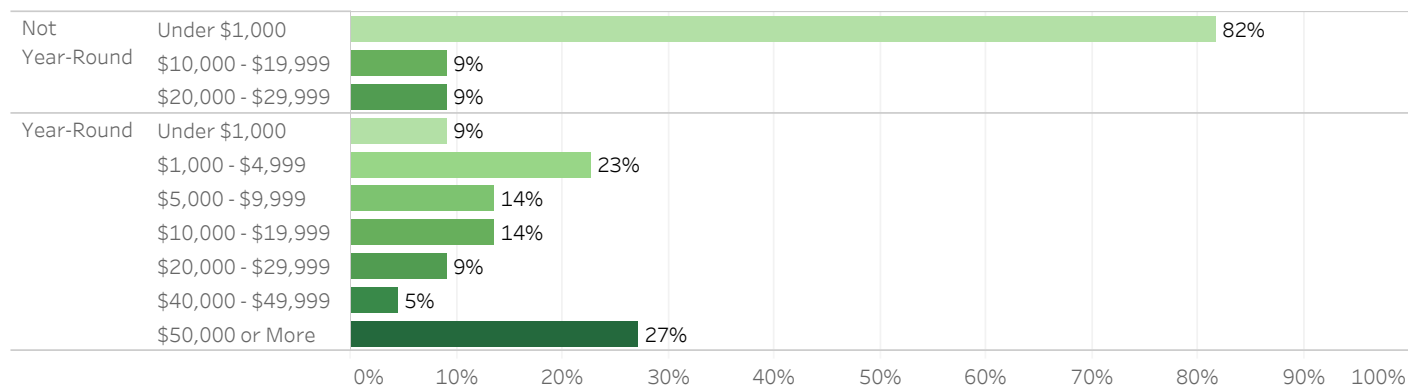
Most respondents who have been in operation for 10 years or less are planning to spend under \$1,000 on marketing in 2018, while those who have been in operation longer are more spread out in regards to how much they will spend (Figure 8c).

**Figure 8c: Amount Spent on Marketing Business in 2018 - By Years of Operation**



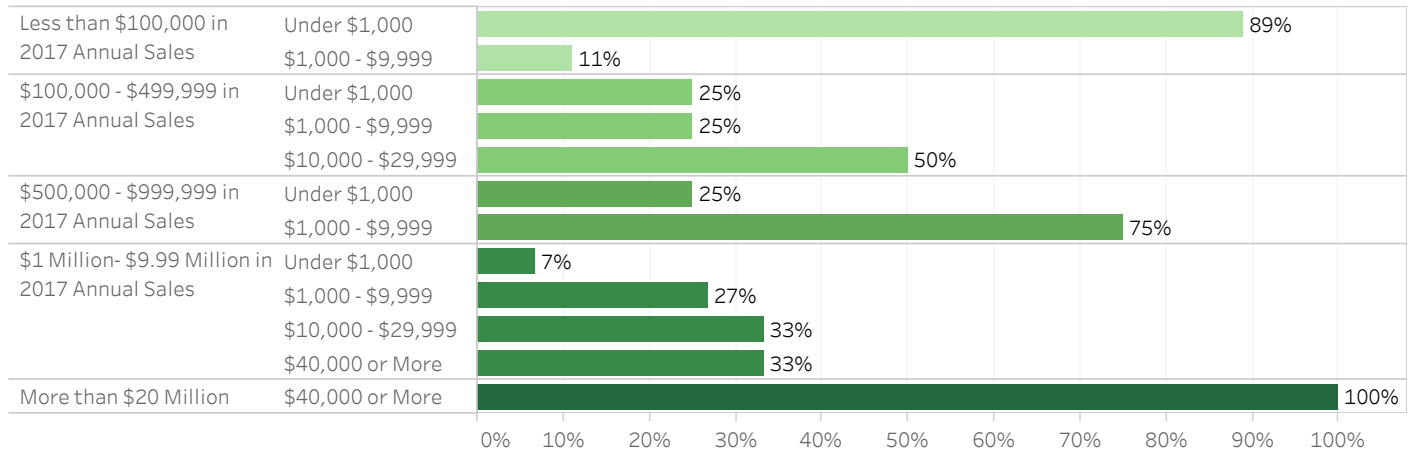
The large majority of respondents who are not in operation year-round will spend under \$1,000 marketing their business, while those who are in operation year-round are more spread out in regards to how much they will spend (Figure 8d).

**Figure 8d: Amount Spent on Marketing Business in 2018 - By Operation Status**



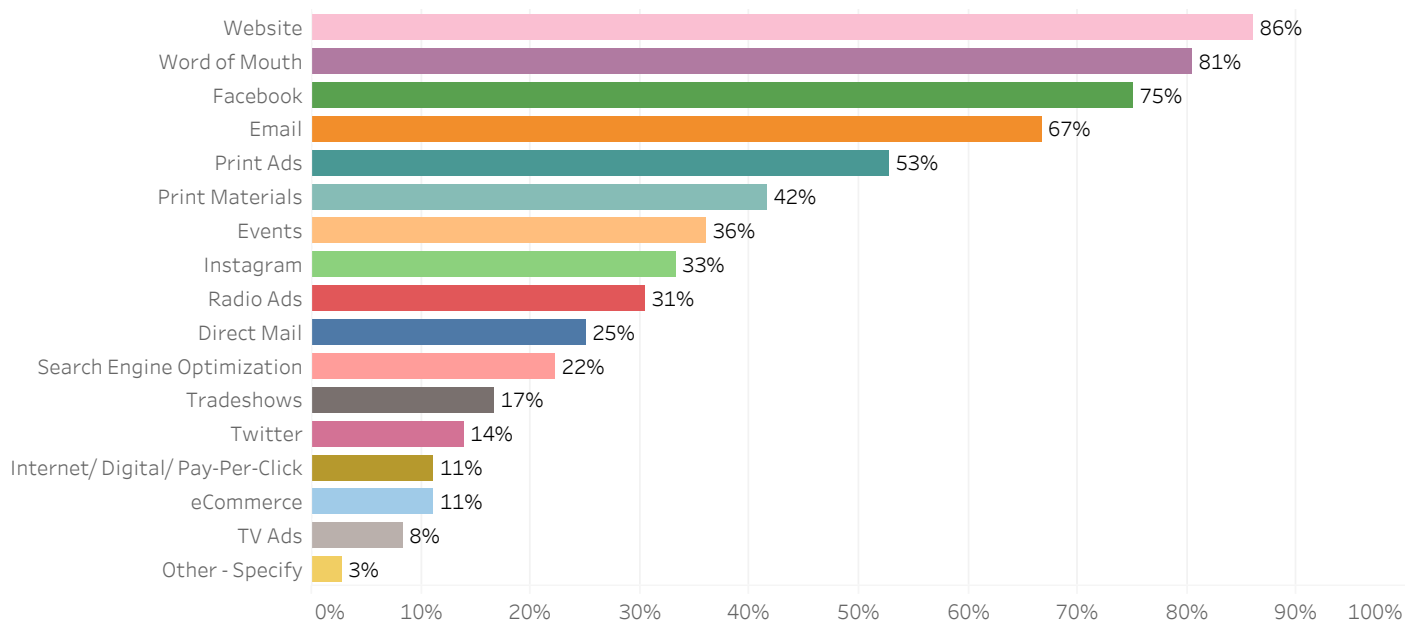
Nearly all respondents with sales of less than \$100,000 in 2017 plan to spend under \$1,000 on marketing in 2018. Respondents with \$100,000 or more in 2017 sales are relatively spread out in terms of what they are planning to spend on marketing, even when broken out into groups based upon their 2017 sales (Figure 8e).

**Figure 8e: Annual Sales in 2017 & 2018 Marketing Budget**



More than half of respondents are currently utilizing for marketing purposes their website (86%), word of mouth (81%), Facebook (75%), email (67%), and print ads (53%). Less than half are currently utilizing print materials (42%), events (36%), Instagram (33%), radio ads (31%), direct mail (25%), search engine optimization (22%), tradeshow (17%), Twitter (14%), Internet/Digital/Pay-Per-Click (11%), eCommerce (11%), TV ads (8%), or some other marketing channel (3%) (Figure 9a).

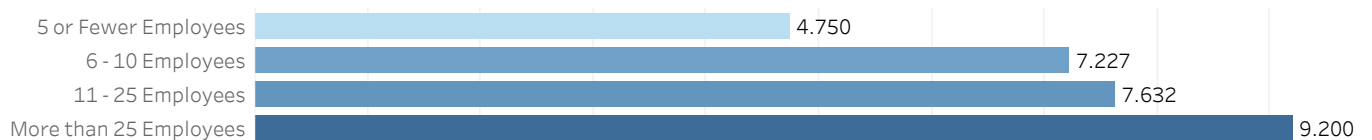
**Figure 9a: Which of the following marketing channels are you currently utilizing?**



Respondents with more employees, respondents who have been in operation longer, and those who are in operation year-round on average utilize a larger number of marketing channels (Figure 9b).

**Figure 9b: Average Number of Marketing Channels Utilized**

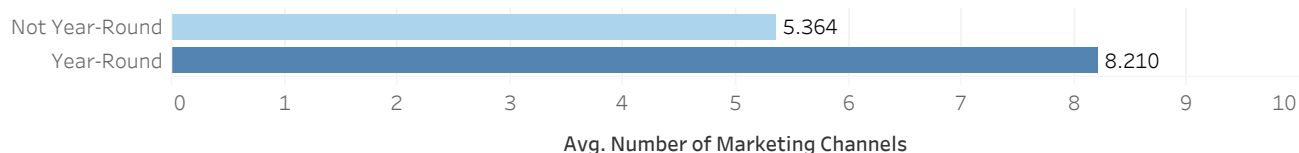
**By Number of Employees**



**By Years in Operation**



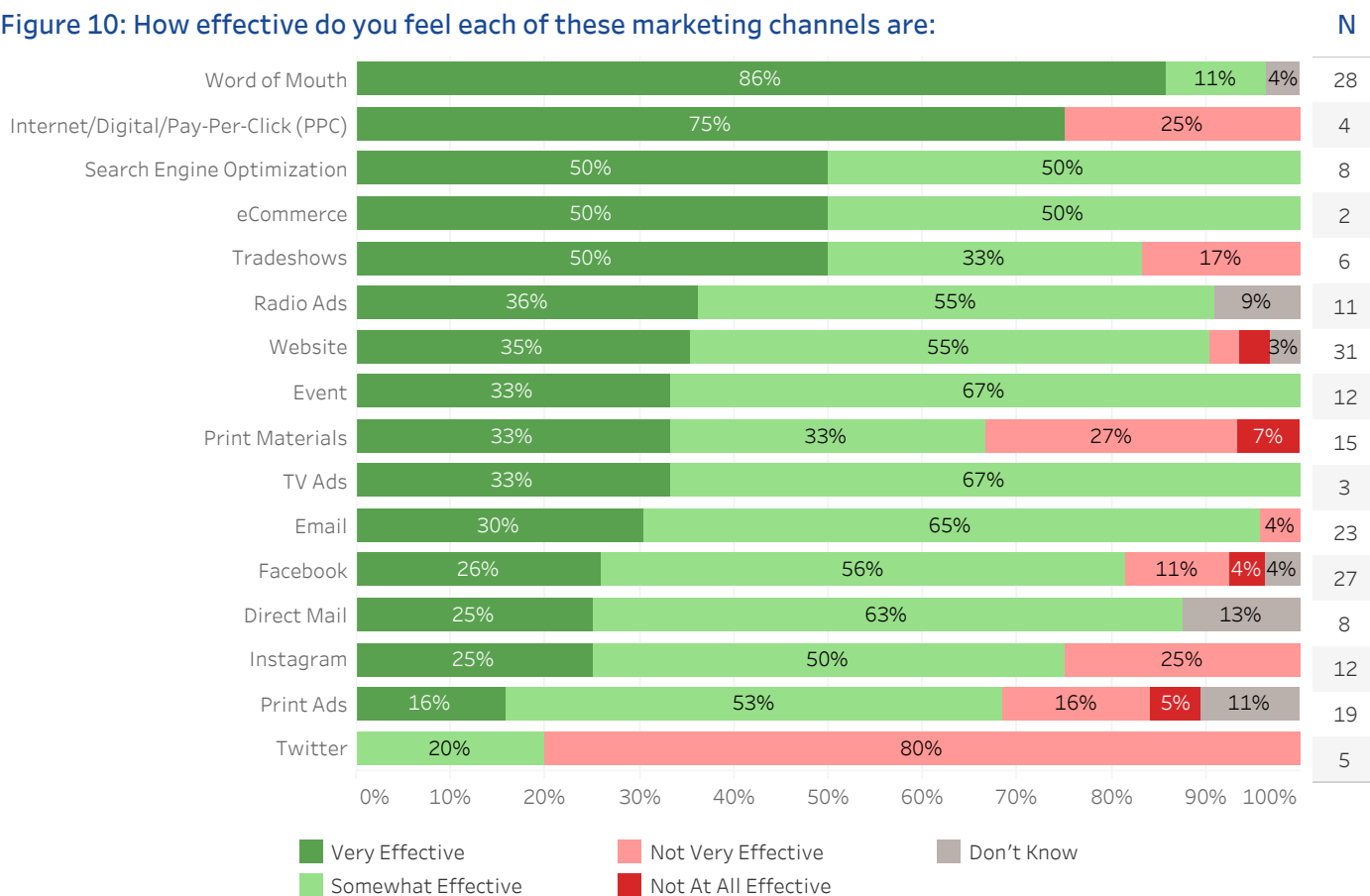
**By Operation Status**





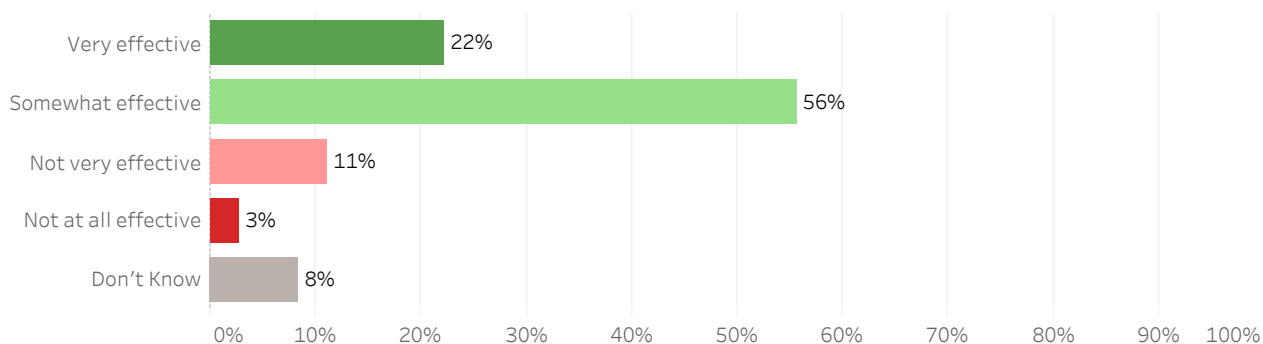
When respondents were asked how effective they feel each marketing channel they use is, 86% feel word of mouth is very effective, while 75% also feel Internet/Digital/Pay-Per-Click (PPC) is very effective. Half of applicable respondents (50%) feel Search Engine Optimization, eCommerce, and tradeshow are very effective. Fewer respondents find radio ads (36%), their website (35%), events (33%), print materials (33%), TV ads (33%), email (30%), Facebook (26%), direct mail (25%), Instagram (25%), or print ads (16%) to be very effective (Figure 10).

Figure 10: How effective do you feel each of these marketing channels are:



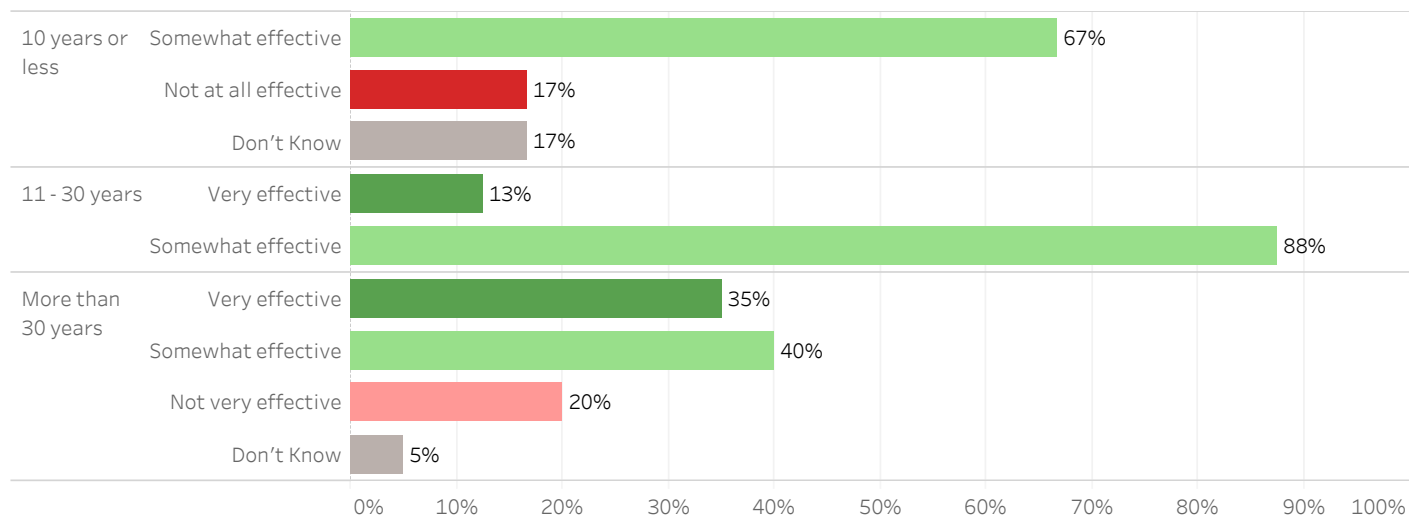
Less than a quarter (22%) of respondents feel their overall marketing strategy is very effective, more than half (56%) feel it is somewhat effective, 11% feel it is not very effective, 3% feel it is not at all effective, and 8% don't know (Figure 11a).

**Figure 11a: How effective do you feel your overall marketing strategy is:**



One-third of respondents who have been in operation for more than 30 years feel their marketing strategy is very effective, while fewer respondents in operation for 11-30 years and no respondents in operation for 10 years or less feel this way (Figure 11b).

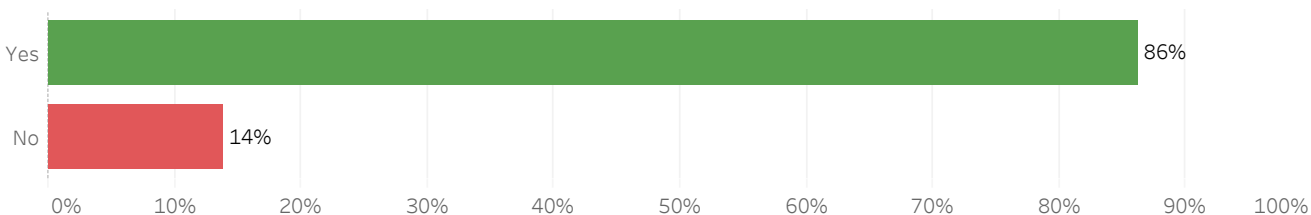
**Figure 11b: How Effective Overall Marketing Strategy is - By Years of Operation**



## Website

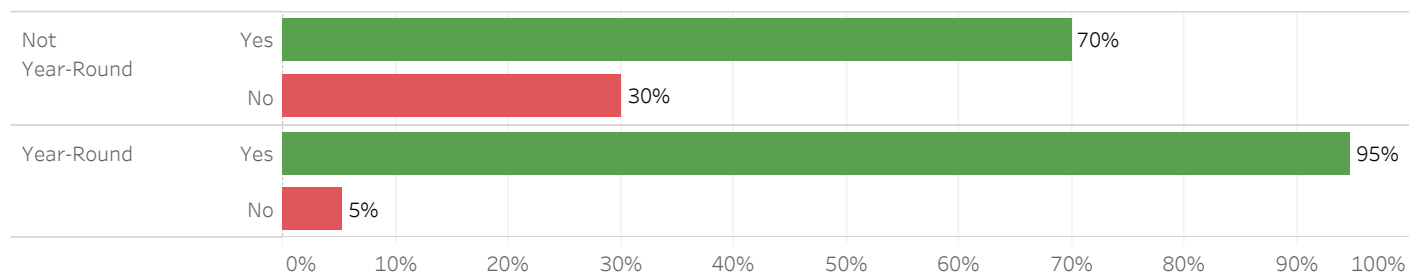
The large majority of respondents (86%) say their company has a website while 14% do not (Figure 12a).

**Figure 12a: Does your company have a website?**



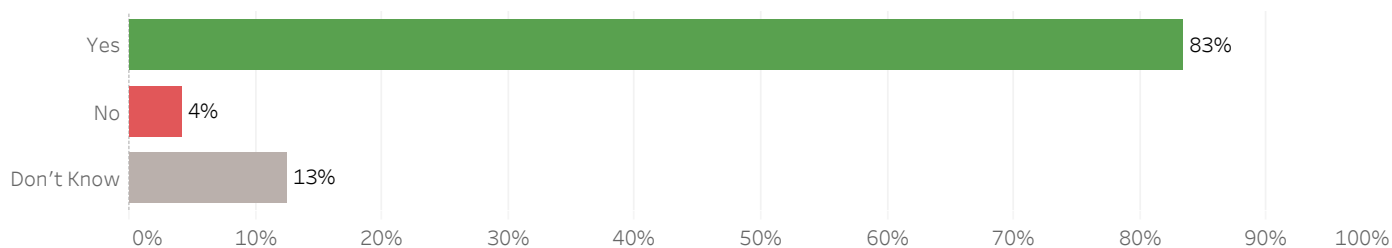
Nearly all respondents who are in operation year-round say their company has a website, while slightly fewer of those who are not in operation year-round do (Figure 12b).

**Figure 12b: Does Company Have Website - By Operation Status**



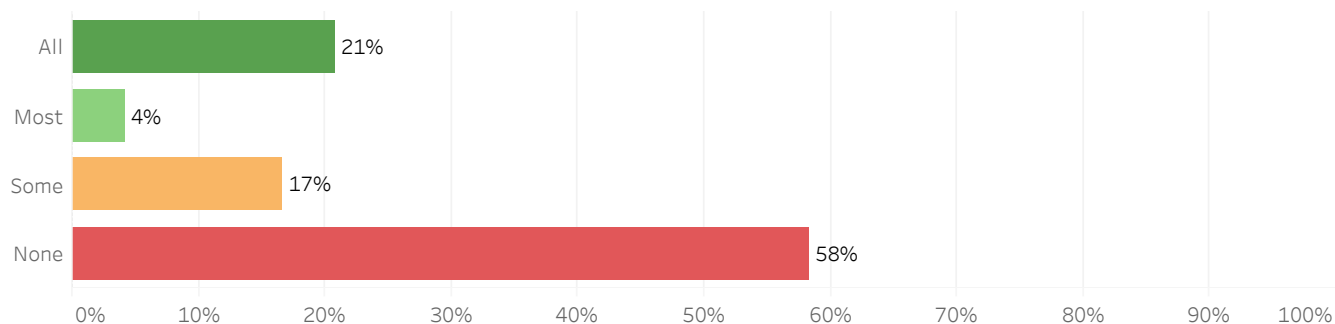
Eighty-three percent of respondents with a website (N=24) consider their website to be mobile friendly, 4% don't consider their website to be mobile friendly, and 13% don't know or are unsure (Figure 13).

**Figure 13: Would you consider your website to be mobile friendly?**



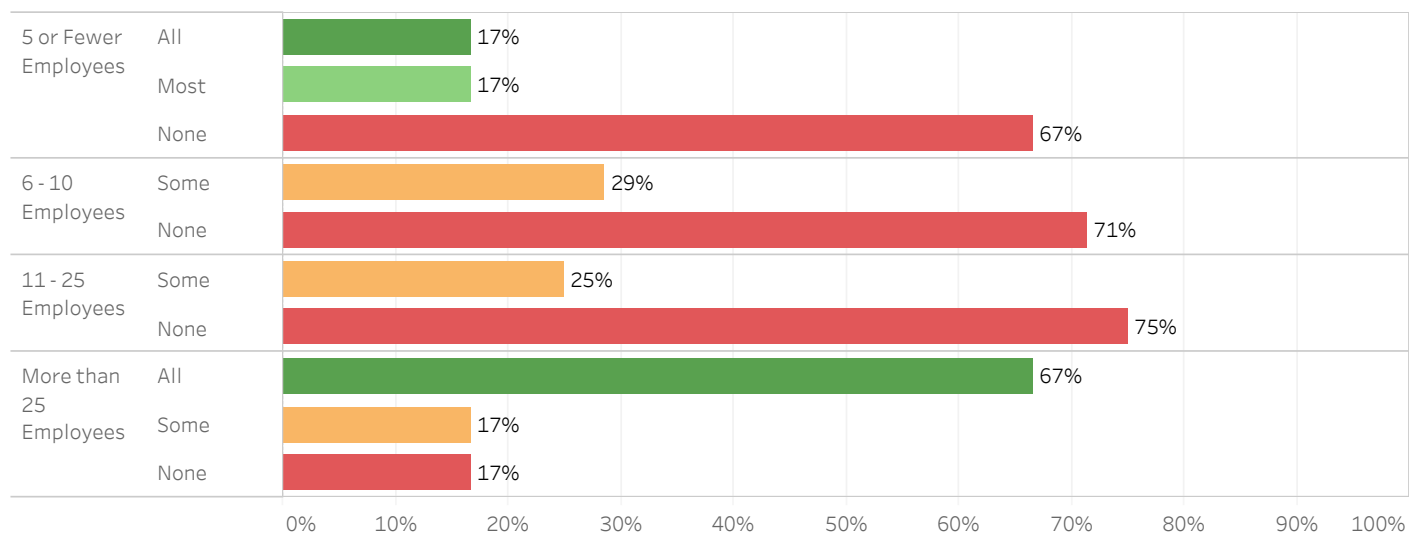
One in five respondents (21%) say that all of their products and services are available for purchase on their website, 4% say most are available, 17% say some are available, and the majority (58%) say that none of their products or services are available for purchase on their website (Figure 14a).

**Figure 14a: What amount of your products or services are available for purchase on your website?**



The majority of respondents with 25 or fewer employees do not have any of their products or services for purchase on their website, while the majority of respondents with more than 25 employees have all of their products and services available on their website (Figure 14b).

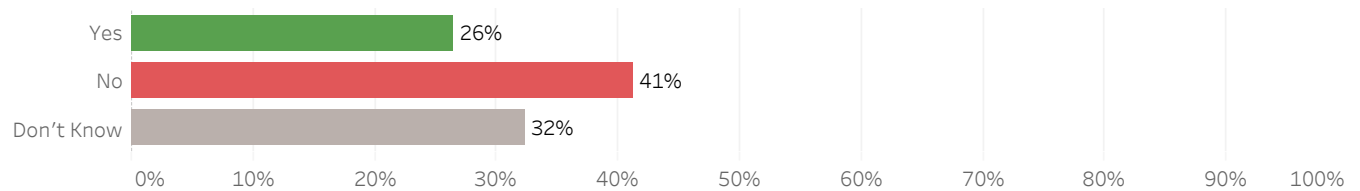
**Figure 14b: Amount of Products or Services Available for Purchase on Website - By Number of Employees**



## Future Marketing Budget

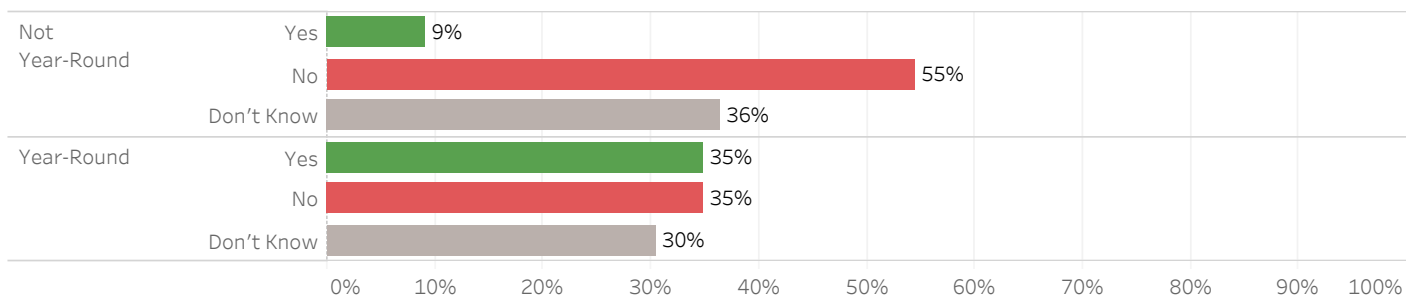
One-quarter (26%) of respondents plan to increase their marketing budget in 2019, 41% do not plan to, and 32% don't know or are unsure (Figure 15a).

Figure 15a: Do you plan to increase your marketing budget in 2019?



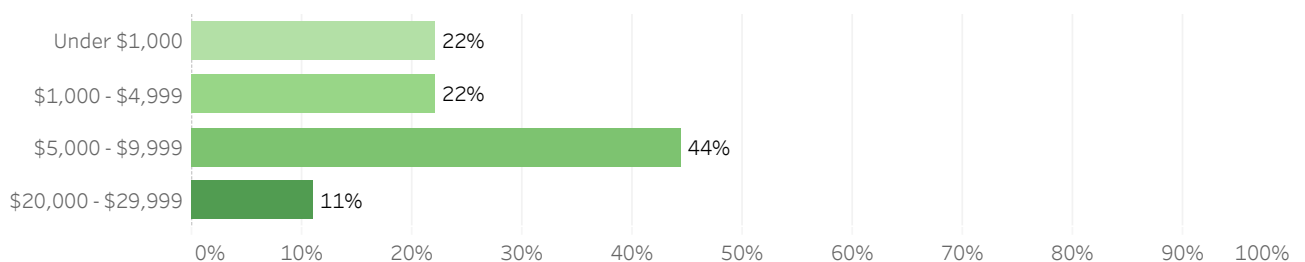
A slight majority of respondents who are not in operation year-round are not planning to increase their marketing budget in 2019, while those who are in operation year-round are evenly divided (Figure 15b).

Figure 15b: Plan to Increase Marketing Budget in 2019 - By Operation Status



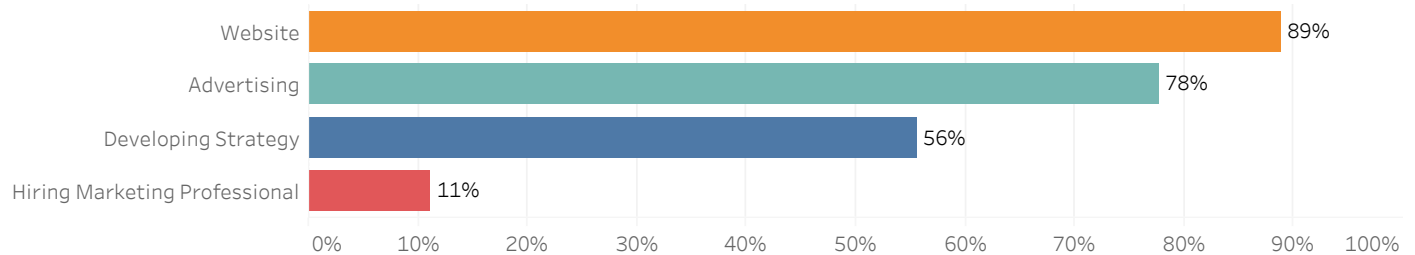
Among those who plan on increasing their marketing budget in 2019 (N=9), 22% will do so by an amount under \$1,000, 22% plan to spend an additional \$1,000-\$4,999, 44% plan to spend an additional \$5,000-\$9,999, and 11% plan to spend an additional \$20,000-\$29,999 (Figure 16).

Figure 16: By how much do you plan to increase your marketing budget in 2019?



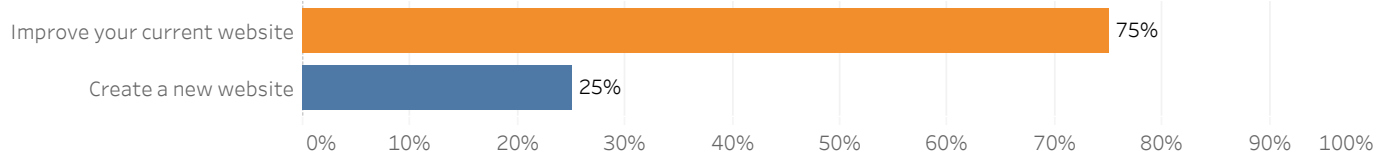
Among those who plan on increasing their marketing budget in 2019 (N=9), 89% are planning on making investments in their website, 78% are planning to invest in advertising, 56% are planning to invest in developing strategy, and 11% are planning to invest in hiring a marketing professional (Figure 17).

**Figure 17: Are you planning on making additional investments in any of the following marketing areas for 2019? (Select All That Apply)**



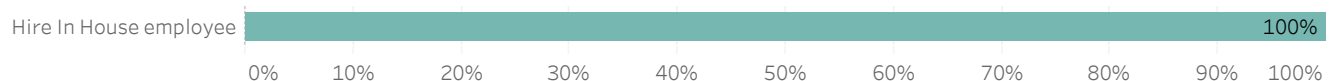
Among the respondents planning to invest in website development (N=8), 75% plan to improve their current website and 25% plan to create a new website (Figure 18).

**Figure 18: Regarding website development, are you planning to:**



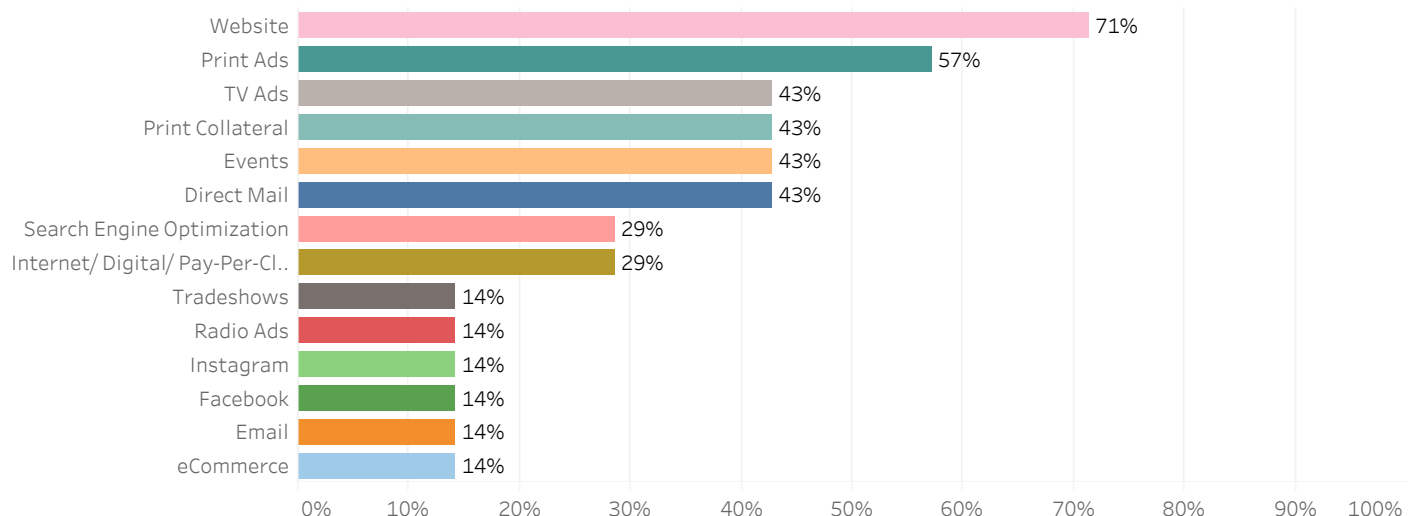
The one respondent planning to invest in hiring a marketing professional is planning to hire an in-house employee (Figure 19).

**Figure 19: Regarding hiring a marketing professional, are you planning to:**



Among respondents planning to invest in advertising (N=7), 71% plan to invest more in their website, 57% in print ads, 43% in TV ads, 43% in print collateral, 43% in events, 43% in direct mail, 29% in Search Engine Optimization, 29% in Internet/Digital/Pay-Per-Click, 14% each in tradeshow, radio ads, Instagram, Facebook, Email, and in eCommerce (Figure 20).

**Figure 20: Which of the following marketing channels are you planning to invest more money in:**

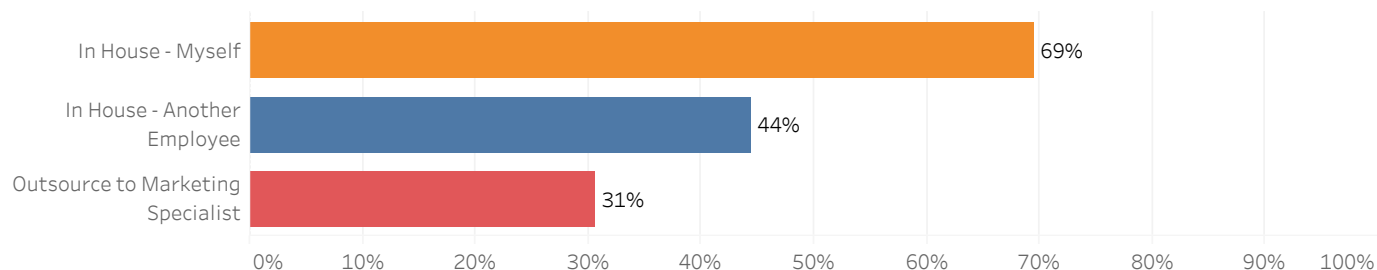




## Marketing Strategy

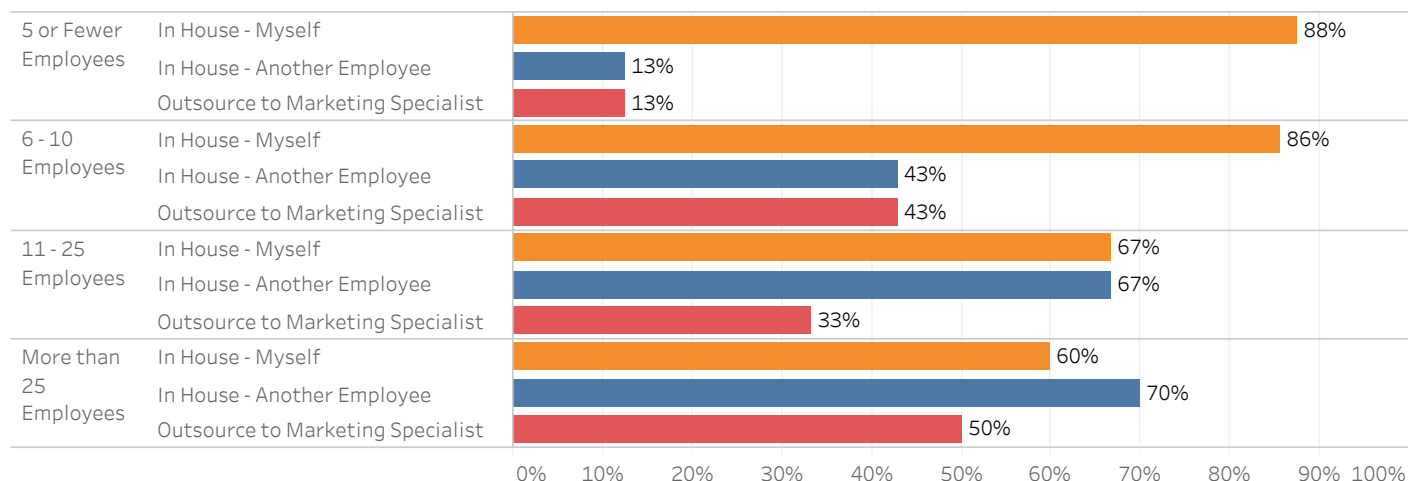
Seven in ten (69%) say that they currently execute marketing initiatives themselves, 44% have another in-house employee do this, and 31% outsource to a marketing specialist (Figure 21a).

**Figure 21a: Who currently executes your marketing initiatives? (Check all that apply)**



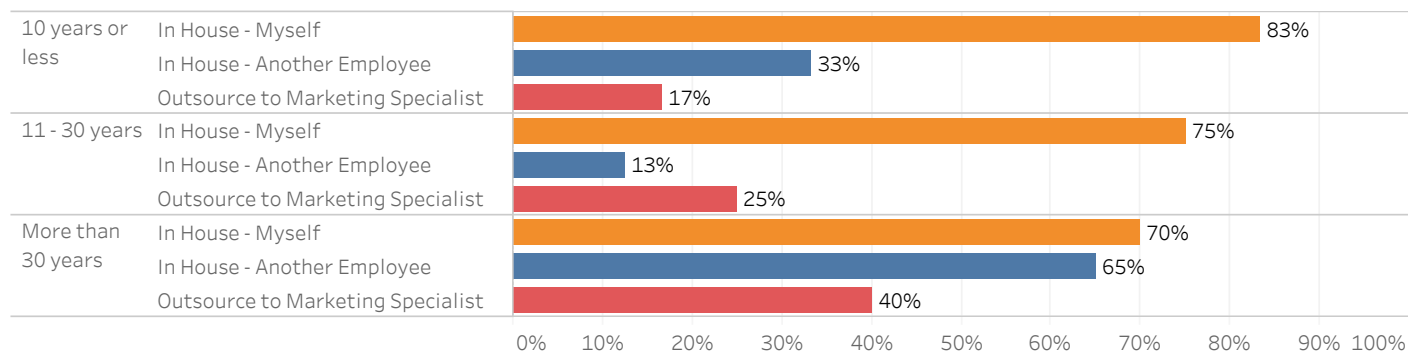
Nearly all respondents with 5 or fewer employees execute marketing initiatives themselves, while respondents with more employees are more likely to have other in-house employees or outsourced marketing specialists do so (Figure 21b).

**Figure 21b: Currently Executes Marketing Initiatives - By Number of Employees**



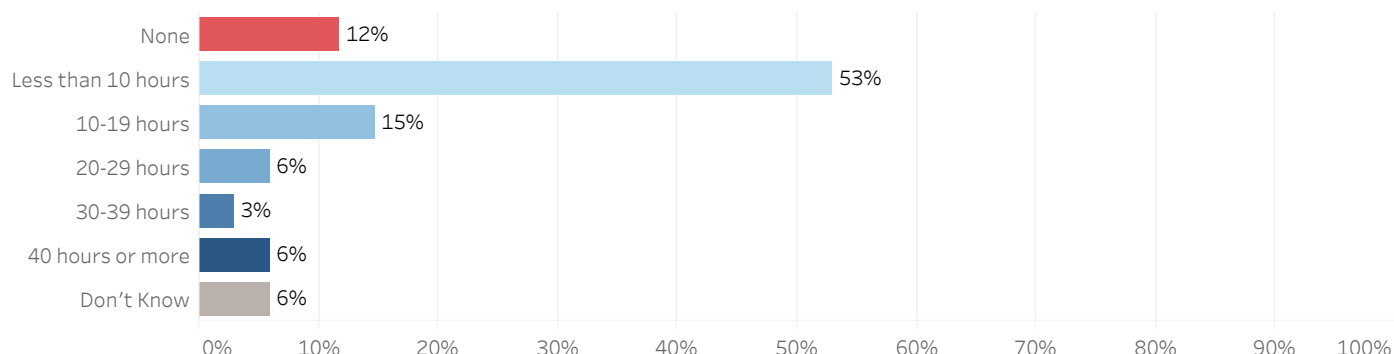
Most respondents who have been in operation for less than 30 years are currently executing marketing initiatives themselves, while respondents who have been in operation more than 30 years tend to report more of a mix of employees (in-house or outsourced) currently executing these initiatives (Figure 21c).

**Figure 21c: Currently Executes Marketing Initiatives - By Years of Operation**



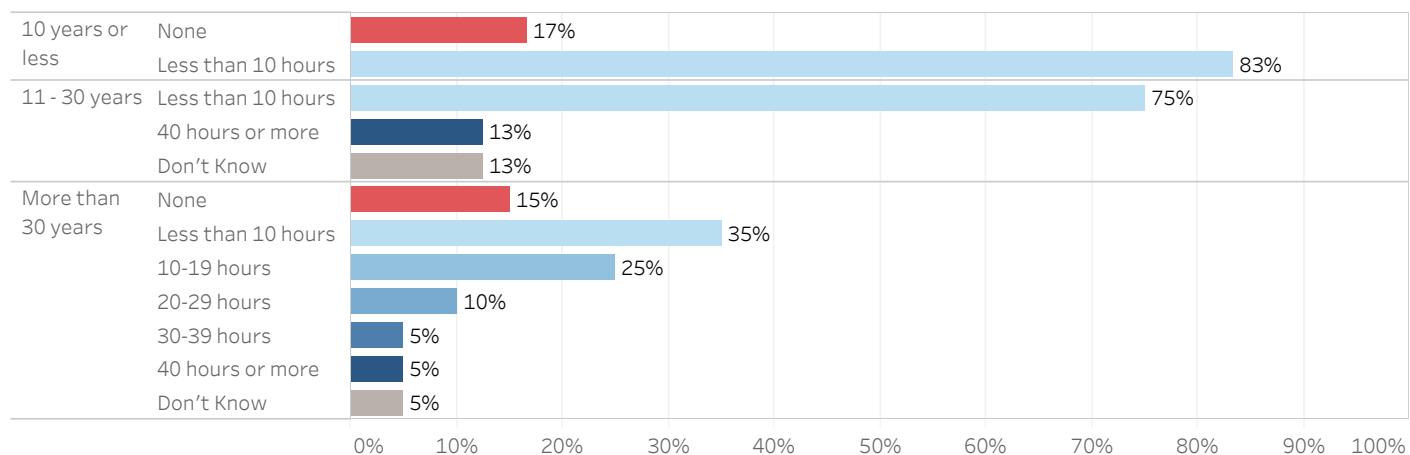
About half of respondents (53%) say their organization dedicates less than 10 hours per week to marketing, 15% dedicate 10-19 hours, 6% dedicate 20-29 hours, 3% dedicate 30-39 hours, and 6% dedicate 40 hours or more. Twelve percent of respondents do not dedicate any time to marketing and 6% are not sure (Figure 22a).

**Figure 22a: On average, how many hours per week does your organization dedicate to marketing?**



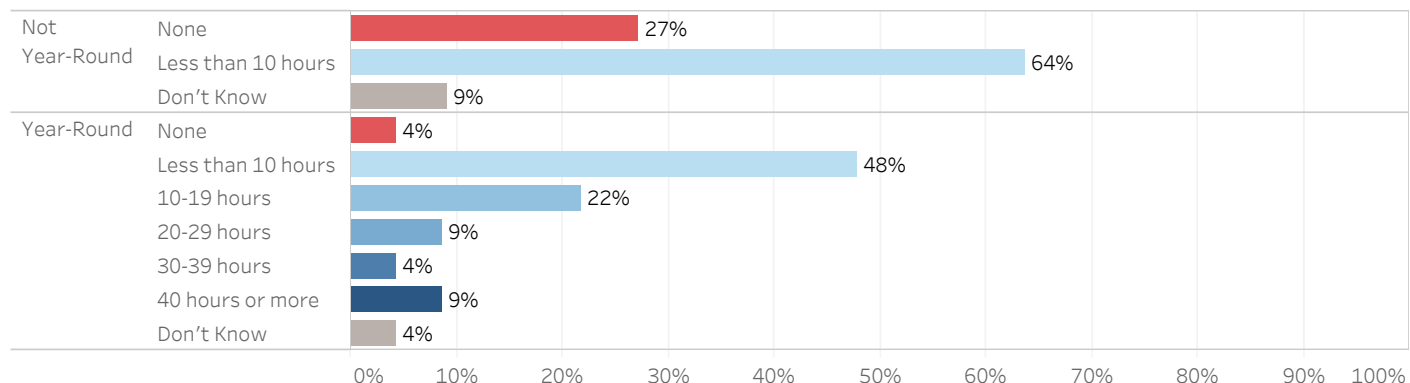
Nearly all respondents who have been in operation for 30 years or less dedicate less than 10 hours to marketing, while those who have been in operation for more than 30 years are much more spread out in the amount of time they dedicate (Figure 22b).

**Figure 22b: Hours per week organization dedicates to marketing - By Years of Operation**



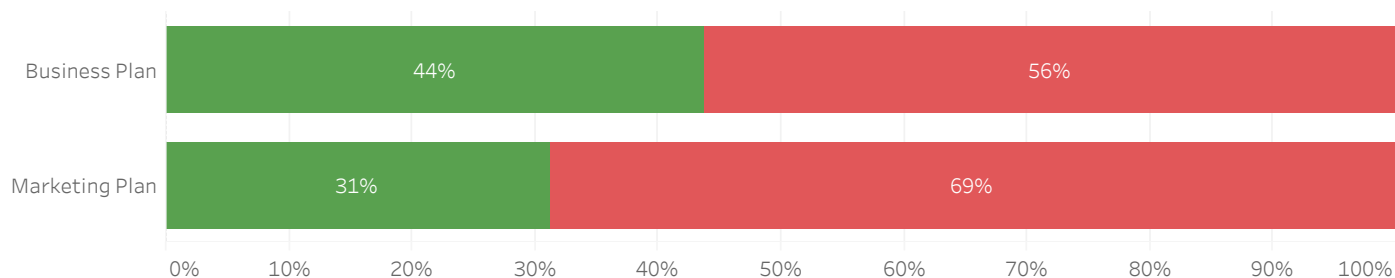
Nearly all respondents who are not in operation year-round dedicate less than 10 hours or no time at all to marketing, while those in operation year-round are much more spread out in the amount of time they dedicate (Figure 22c).

**Figure 22c: Hours per week organization dedicates to marketing - By Operation Status**



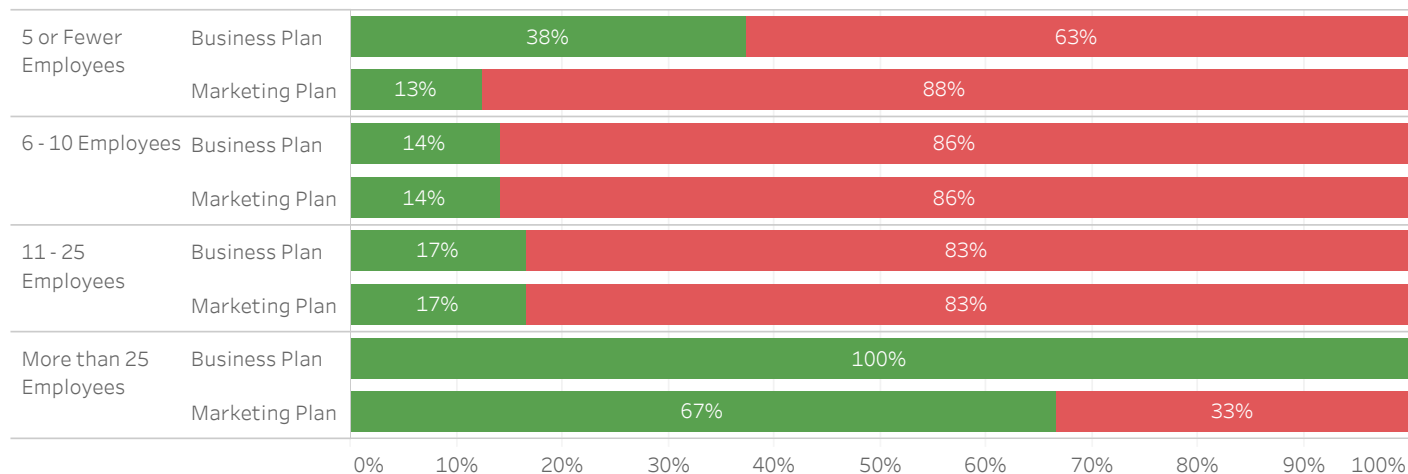
Forty-four percent of respondents say that they have a formal business plan and 31% have a formal marketing plan (Figure 23a).

Figure 23a: Do you have a formal:



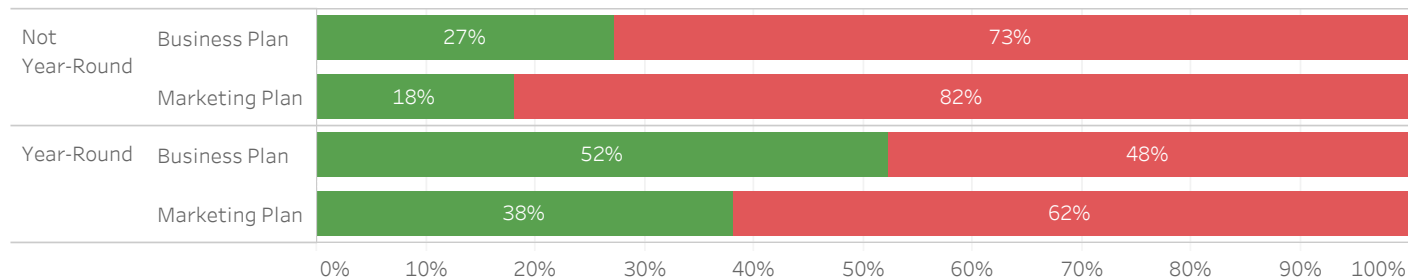
Few respondents with 25 or fewer employees have a formal business plan or marketing plan. All respondents with more than 25 employees have a formal business plan and a majority have a formal marketing plan (Figure 23b).

Figure 23b: Have Formal Business or Marketing Plan - By Number of Employees



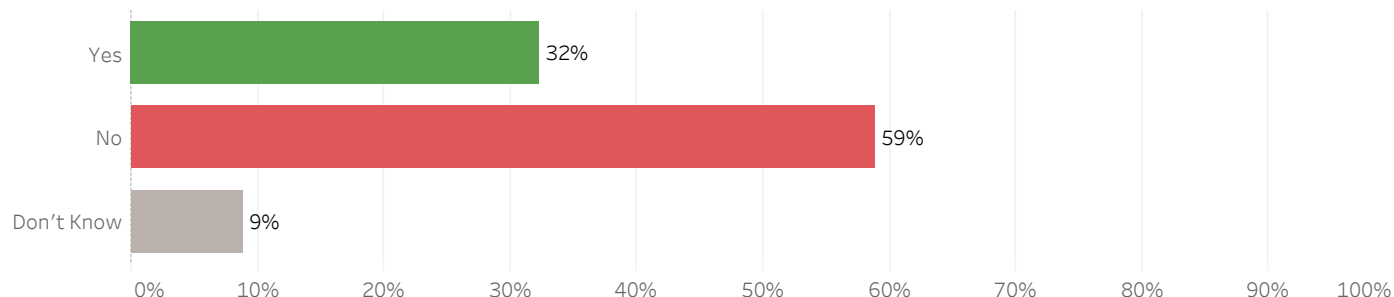
Relatively few respondents who are not in operation year-round have a formal business or marketing plan. A slight majority of respondents in operation year-round have a business plan while a smaller amount have a formal marketing plan (Figure 23c).

Figure 23c: Have Formal Business or Marketing Plan - By Operation Status



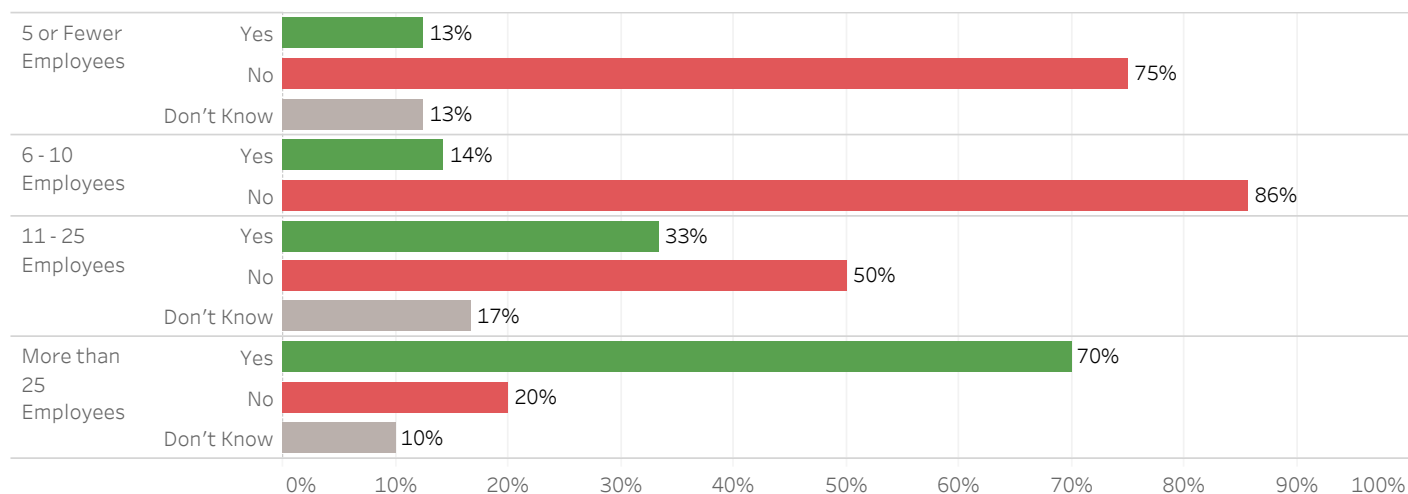
One in three respondents (32%) say they are tracking marketing responses or sales to a marketing source, 59% are not, and 9% don't know (Figure 24a).

**Figure 24a: Are you tracking your marketing responses or tracking sales to a marketing source?**



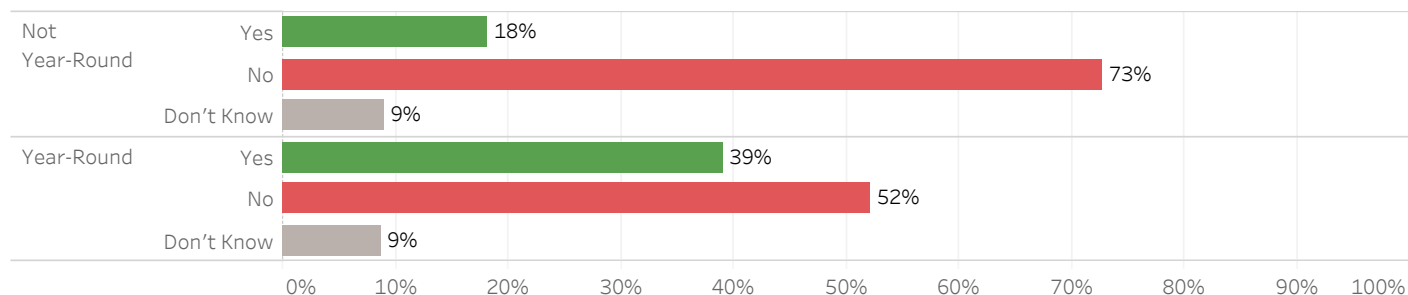
The majority of respondents with 25 or fewer employees are not tracking marketing responses or sales to a marketing source while the majority of those with more than 25 employees are doing so (Figure 24b).

**Figure 24b: Tracking Marketing Responses or Sales to Marketing Source - By Number of Employees**



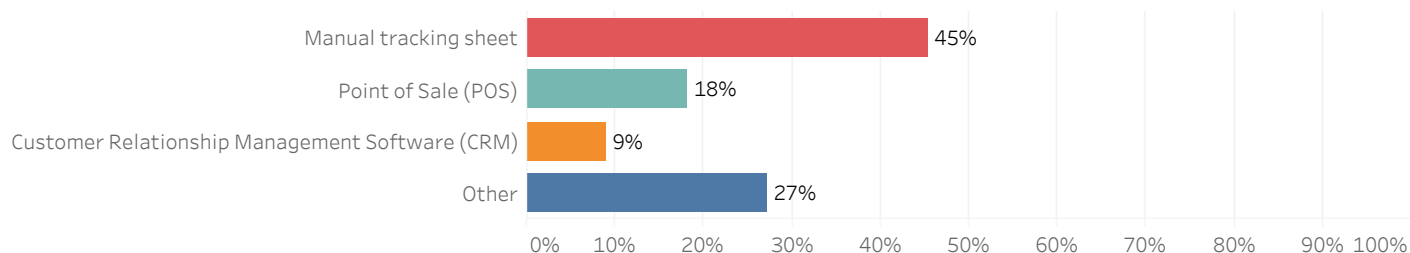
The large majority of respondents who are not in operation year-round and a smaller majority of respondents who are in operation year-round do not track marketing responses or sales to a marketing source (Figure 24c).

**Figure 24c: Tracking Marketing Responses or Sales to Marketing Source - By Operation Status**



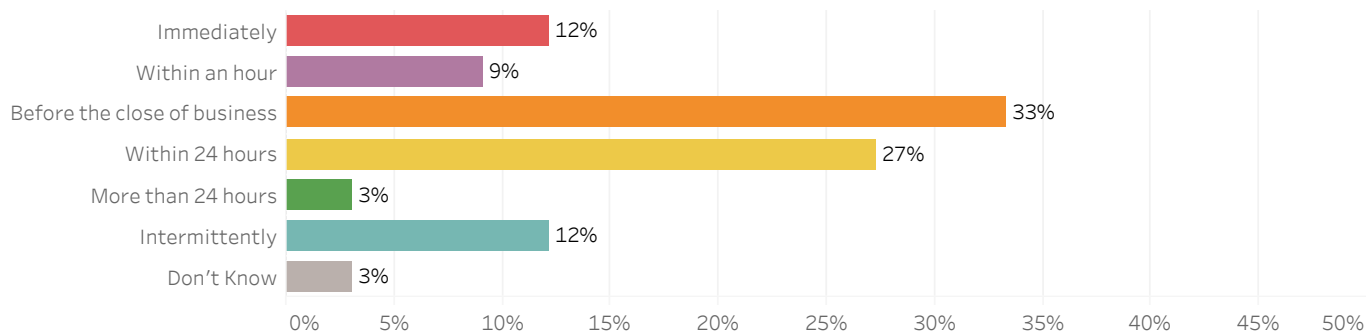
Among respondents who are currently tracking this (N=11), 45% are using a manual tracking sheets, 18% are using Point of Sale (POS), 9% are using Customer Relationship Management (CRM) software, and 27% are using something else (Figure 25).

**Figure 25: What method do you use for tracking?**



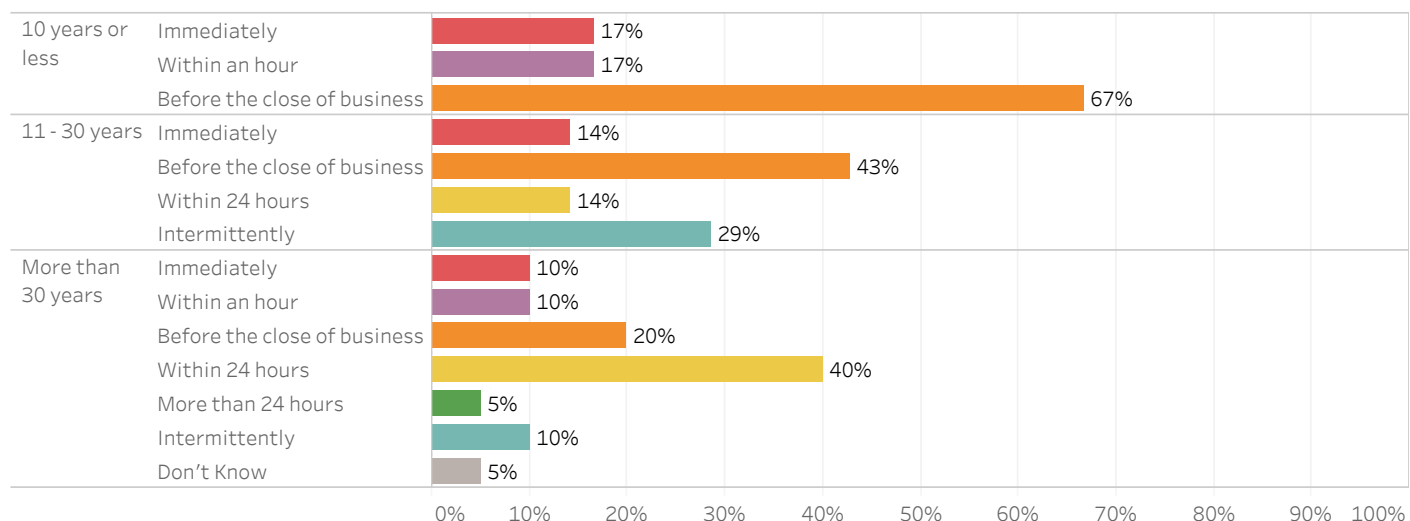
One in five respondents (21%) say their business generally responds to inbound sales leads and inquiries immediately (12%) or within an hour (9%). One-third (33%) say their business generally responds before the close of business, 27% say within 24 hours, 3% say within more than 24 hours, 12% say they respond intermittently, and 3% don't know (Figure 26a).

**Figure 26a: How quickly does your business generally respond to inbound sales leads/inquiries (inbound calls/emails/IMs/texts)?**



All respondents who have been in operation for 10 years or less say their response time to inbound sales leads or inquiries is before the close of business or sooner, while a plurality of respondents who have been in operation for 11-30 years say they respond before the close of business and a plurality of respondents who have been in operation for more than 30 years say they respond within 24 hours (Figure 26b).

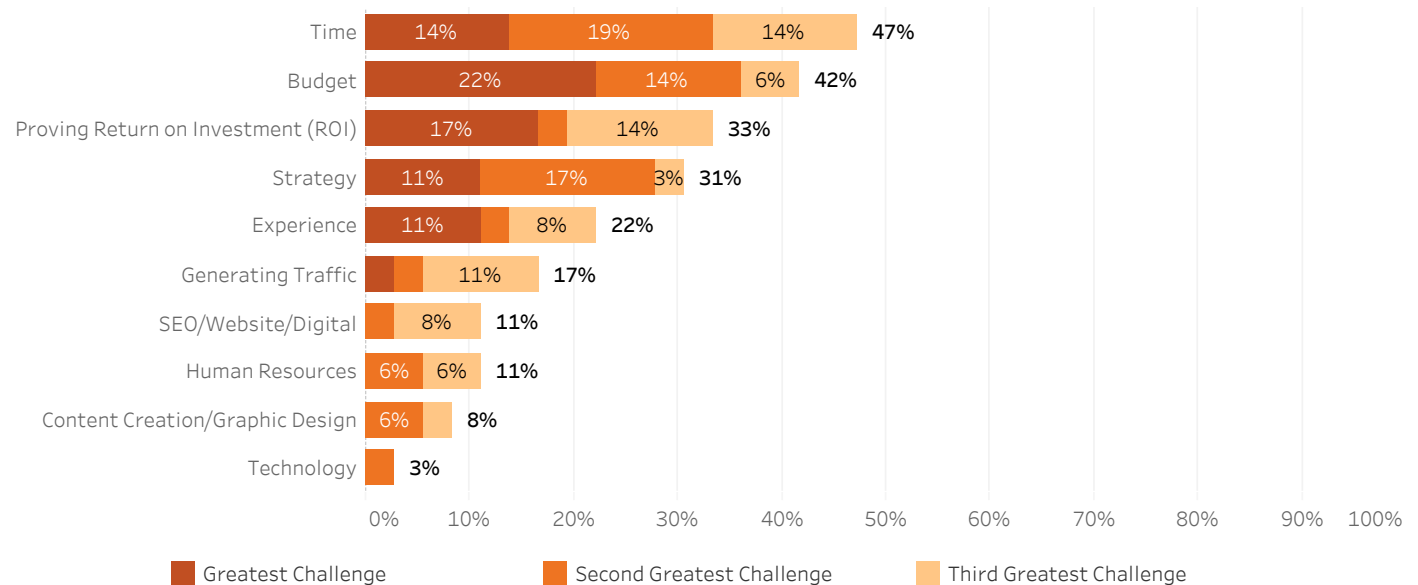
**Figure 26b: Response Time to Inbound Sales Leads/Inquiries - By Years of Operation**



## Challenges

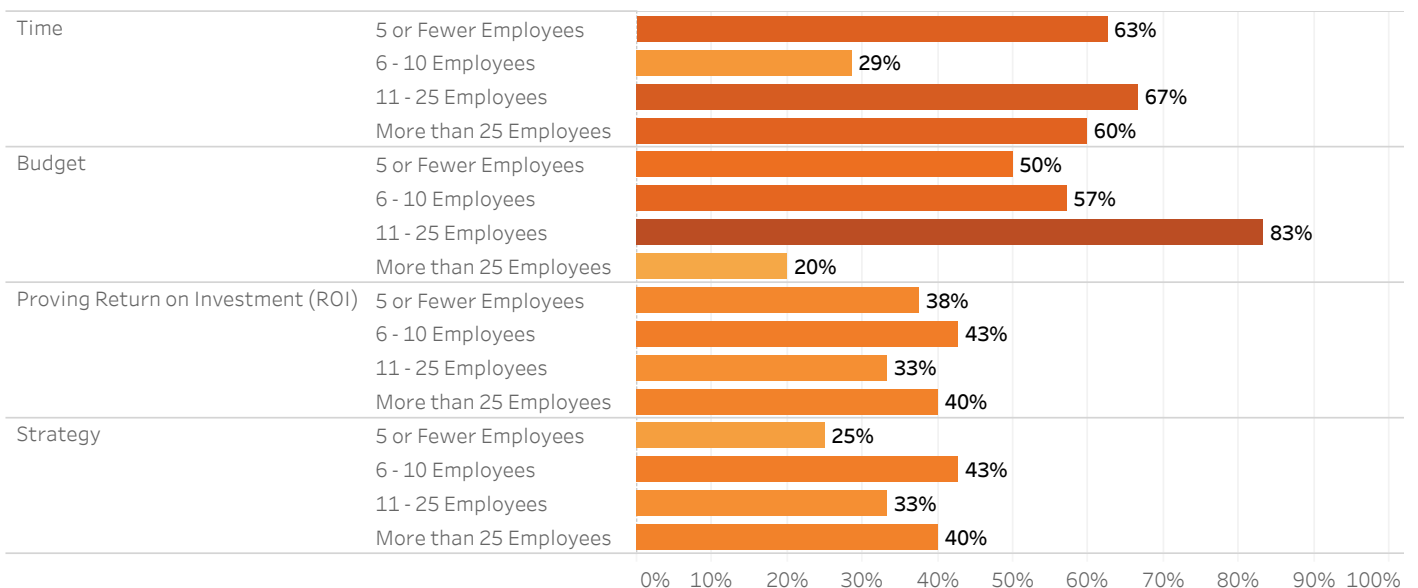
When asked for the three greatest obstacles or challenges that respondents face in marketing, nearly half (47%) mention time, 42% mention budget, 33% mention proving return on investment (ROI), 31% mention strategy, 22% mention experience, 17% mention generating traffic, 11% mention SEO/Website/Digital, 11% mention human resources, 8% mention content creation/graphic design, and 3% mention technology (Figure 27a).

**Figure 27a: Which of the following are the greatest obstacles/challenges you face in marketing? (Select up to three)**



A majority of respondents with 25 or fewer employees say that the budget is a top obstacle or challenge they face in marketing while very few respondents with more than 25 employees cite this as an obstacle or challenge (Figure 27b).

**Figure 27b: Top Obstacles/Challenges Faced in Marketing - By Number of Employees**





## Appendix A

Q1\_1: Which of the following best describes your business? - Garden Center

		Best Describes Organization	Second Best	Third Best	(N)
OVERALL		19%	11%	8%	36
Age of Respondent	18 - 49	11%	22%	11%	9
	50 - 59	29%	7%	14%	14
	60 or Older	9%	9%		11
Gender of Respondent	Female	25%	6%	13%	16
	Male	11%	17%	6%	18
Number of Employees	5 or Fewer Employees				8
	6 - 10 Employees	43%			7
	11 - 25 Employees	17%	33%	50%	6
	More than 25 Employees	20%	20%		10
Region	Central/Lakes	15%	8%	15%	13
	Hillsborough County	60%			5
	Northern NH		20%		5
	Outside of New Hampshire				3
	Seacoast	17%	33%	17%	6
	Western NH				2
Role at Organization	Owner	27%	14%		22
	Manager		11%	33%	9
	Other Role				1
Times Open	Not Year-Round			9%	11
	Year-Round	26%	17%	9%	23
Years in Business	10 years or less		17%		6
	11 - 30 years	13%			8
	More than 30 years	25%	15%	15%	20

## Q1\_2: Which of the following best describes your business? - Greenhouse

		Best Describes Organization	Second Best	Third Best	(N)
OVERALL		6%	19%	17%	36
Age of Respondent	18 - 49			33%	9
	50 - 59	7%	29%		14
	60 or Older	9%	18%	27%	11
Gender of Respondent	Female	6%	25%	13%	16
	Male	6%	11%	22%	18
Number of Employees	5 or Fewer Employees	13%	13%	13%	8
	6 - 10 Employees		43%	14%	7
	11 - 25 Employees	17%		33%	6
	More than 25 Employees		20%	20%	10
Region	Central/Lakes		15%	15%	13
	Hillsborough County		40%	20%	5
	Northern NH	20%		20%	5
	Outside of New Hampshire		33%		3
	Seacoast	17%	17%	17%	6
	Western NH			50%	2
Role at Organization	Owner	5%	23%	27%	22
	Manager	11%	11%		9
	Other Role				1
Times Open	Not Year-Round	9%	9%	18%	11
	Year-Round	4%	22%	17%	23
Years in Business	10 years or less		17%	17%	6
	11 - 30 years	13%	13%		8
	More than 30 years	5%	20%	25%	20

Q1\_3: Which of the following best describes your business? - Farm

		Best Describes Organization	Second Best	(N)
OVERALL		6%	3%	36
Age of Respondent	18 - 49		11%	9
	50 - 59			14
	60 or Older	9%		11
Gender of Respondent	Female	6%		16
	Male		6%	18
Number of Employees	5 or Fewer Employees			8
	6 - 10 Employees			7
	11 - 25 Employees			6
	More than 25 Employees		10%	10
Region	Central/Lakes		8%	13
	Hillsborough County			5
	Northern NH	20%		5
	Outside of New Hampshire			3
	Seacoast			6
	Western NH			2
Role at Organization	Owner		5%	22
	Manager			9
	Other Role			1
Times Open	Not Year-Round	9%		11
	Year-Round		4%	23
Years in Business	10 years or less			6
	11 - 30 years	13%		8
	More than 30 years		5%	20

## Q1\_4: Which of the following best describes your business? - Farm Stand

		Best Describes Organization	Second Best	(N)
OVERALL		6%	6%	36
Age of Respondent	18 - 49	11%	11%	9
	50 - 59			14
	60 or Older	9%		11
Gender of Respondent	Female	6%		16
	Male	6%	6%	18
Number of Employees	5 or Fewer Employees	13%	13%	8
	6 - 10 Employees			7
	11 - 25 Employees			6
	More than 25 Employees	10%		10
Region	Central/Lakes	8%		13
	Hillsborough County			5
	Northern NH		20%	5
	Outside of New Hampshire	33%		3
	Seacoast			6
	Western NH			2
Role at Organization	Owner	5%	5%	22
	Manager	11%		9
	Other Role			1
Times Open	Not Year-Round	9%	9%	11
	Year-Round	4%		23
Years in Business	10 years or less	17%	17%	6
	11 - 30 years			8
	More than 30 years	5%		20

Q1\_5: Which of the following best describes your business? - Florist

		Best Describes Organization	Third Best	(N)
OVERALL		3%	6%	36
Age of Respondent	18 - 49	11%		9
	50 - 59		14%	14
	60 or Older			11
Gender of Respondent	Female	6%	13%	16
	Male			18
Number of Employees	5 or Fewer Employees			8
	6 - 10 Employees		29%	7
	11 - 25 Employees	17%		6
	More than 25 Employees			10
Region	Central/Lakes		8%	13
	Hillsborough County		20%	5
	Northern NH			5
	Outside of New Hampshire			3
	Seacoast	17%		6
	Western NH			2
Role at Organization	Owner		9%	22
	Manager	11%		9
	Other Role			1
Times Open	Not Year-Round			11
	Year-Round	4%	9%	23
Years in Business	10 years or less			6
	11 - 30 years		13%	8
	More than 30 years	5%	5%	20

Q1\_6: Which of the following best describes your business? - Nursery

		Best Describes Organization	Second Best	Third Best	(N)
OVERALL		6%	17%	11%	36
Age of Respondent	18 - 49		11%	11%	9
	50 - 59		14%	7%	14
	60 or Older	18%	27%	9%	11
Gender of Respondent	Female	6%	25%	13%	16
	Male	6%	11%	6%	18
Number of Employees	5 or Fewer Employees			13%	8
	6 - 10 Employees		14%	14%	7
	11 - 25 Employees	17%	50%		6
	More than 25 Employees	10%		10%	10
Region	Central/Lakes		15%		13
	Hillsborough County		20%	20%	5
	Northern NH		20%	20%	5
	Outside of New Hampshire		33%	33%	3
	Seacoast	33%			6
	Western NH		50%		2
Role at Organization	Owner	9%	9%	9%	22
	Manager		22%	11%	9
	Other Role				1
Times Open	Not Year-Round	9%	27%	9%	11
	Year-Round	4%	13%	9%	23
Years in Business	10 years or less			33%	6
	11 - 30 years		13%		8
	More than 30 years	10%	25%	5%	20



Q1\_7: Which of the following best describes your business? - Landscape

		Best Describes Organization	Second Best	(N)
OVERALL		33%	8%	36
Age of Respondent	18 - 49	44%	11%	9
	50 - 59	50%		14
	60 or Older	9%	18%	11
Gender of Respondent	Female	38%	13%	16
	Male	33%	6%	18
Number of Employees	5 or Fewer Employees	50%	25%	8
	6 - 10 Employees	29%		7
	11 - 25 Employees	33%	17%	6
	More than 25 Employees	30%		10
Region	Central/Lakes	38%		13
	Hillsborough County	20%	20%	5
	Northern NH	60%	20%	5
	Outside of New Hampshire	33%		3
	Seacoast	17%	17%	6
	Western NH	50%		2
Role at Organization	Owner	32%	9%	22
	Manager	44%	11%	9
	Other Role			1
Times Open	Not Year-Round	55%	9%	11
	Year-Round	26%	9%	23
Years in Business	10 years or less	67%		6
	11 - 30 years	25%	13%	8
	More than 30 years	30%	10%	20

Q1\_8: Which of the following best describes your business? - Wholesale

		Best Describes Organization	Second Best	Third Best	(N)
OVERALL		6%	3%	8%	36
Age of Respondent	18 - 49	11%		11%	9
	50 - 59			14%	14
	60 or Older	9%	9%		11
Gender of Respondent	Female			6%	16
	Male	11%	6%	11%	18
Number of Employees	5 or Fewer Employees				8
	6 - 10 Employees				7
	11 - 25 Employees			17%	6
	More than 25 Employees	20%	10%	10%	10
Region	Central/Lakes	15%			13
	Hillsborough County				5
	Northern NH				5
	Outside of New Hampshire			33%	3
	Seacoast		17%	33%	6
	Western NH				2
Role at Organization	Owner	5%	5%	5%	22
	Manager	11%		11%	9
	Other Role				1
Times Open	Not Year-Round		9%		11
	Year-Round	9%		13%	23
Years in Business	10 years or less				6
	11 - 30 years	13%			8
	More than 30 years	5%	5%	15%	20

## Q1\_9: Which of the following best describes your business? - Other Affiliated Trade

		Best Describes Organization	Second Best	Third Best	(N)
OVERALL		6%	3%	3%	36
Age of Respondent	18 - 49				9
	50 - 59	7%	7%		14
	60 or Older	9%		9%	11
Gender of Respondent	Female			6%	16
	Male	11%	6%		18
Number of Employees	5 or Fewer Employees	13%			8
	6 - 10 Employees		14%		7
	11 - 25 Employees				6
	More than 25 Employees	10%			10
Region	Central/Lakes				13
	Hillsborough County	20%			5
	Northern NH			20%	5
	Outside of New Hampshire	33%			3
	Seacoast		17%		6
	Western NH				2
Role at Organization	Owner	5%	5%		22
	Manager				9
	Other Role	100%			1
Times Open	Not Year-Round			9%	11
	Year-Round	9%	4%		23
Years in Business	10 years or less				6
	11 - 30 years	13%	13%	13%	8
	More than 30 years	5%			20

Q2\_1: Which of the following do you sell?

		Annuals	Fruit Plants	Fruit Produce	Herbs	Perennials	Vegetable Plants	Vegetable Produce
OVERALL		78%	44%	17%	69%	81%	64%	25%
Age of Respondent	18 - 49	89%	44%	33%	78%	89%	78%	44%
	50 - 59	79%	57%	14%	71%	79%	57%	14%
	60 or Older	64%	27%		55%	73%	55%	18%
Gender of Respondent	Female	75%	50%	6%	75%	75%	69%	19%
	Male	78%	39%	22%	61%	83%	56%	28%
Number of Employees	5 or Fewer Employees	50%	25%	13%	50%	50%	38%	25%
	6 - 10 Employees	100%	57%	14%	71%	100%	71%	14%
	11 - 25 Employees	100%	67%		83%	100%	83%	17%
	More than 25 Employees	80%	50%	30%	80%	90%	70%	30%
Region	Central/Lakes	85%	62%	23%	85%	85%	69%	38%
	Hillsborough County	80%	60%		80%	80%	80%	20%
	Northern NH	80%	20%	40%	60%	80%	60%	40%
	Outside of New Hampshire				33%			
	Seacoast	83%	33%		50%	100%	67%	
	Western NH	100%	50%		50%	100%	50%	
Role at Organization	Owner	82%	45%	23%	64%	86%	68%	32%
	Manager	89%	56%		100%	89%	67%	11%
Times Open	Not Year-Round	64%	36%	9%	64%	73%	45%	27%
	Year-Round	83%	48%	17%	70%	83%	70%	22%
Years in Business	10 years or less	67%	33%	33%	67%	67%	50%	33%
	11 - 30 years	63%	25%	13%	50%	63%	50%	25%
	More than 30 years	85%	55%	10%	75%	90%	70%	20%

Q2\_1: Which of the following do you sell?

		Cut Flowers	Garden/ Landscape Services	Shrubs	Sod	Trees	Other	(N)
OVERALL		36%	47%	67%	22%	69%	19%	36
Age of Respondent	18 - 49	56%	56%	89%	11%	100%	33%	9
	50 - 59	36%	57%	71%	36%	71%	14%	14
	60 or Older	18%	36%	45%	18%	45%	18%	11
Gender of Respondent	Female	44%	50%	63%	25%	75%	13%	16
	Male	28%	50%	72%	22%	67%	28%	18
Number of Employees	5 or Fewer Employees	25%	75%	38%		38%		8
	6 - 10 Employees	57%	43%	100%	29%	100%		7
	11 - 25 Employees	33%	50%	83%	50%	83%	17%	6
	More than 25 Employees	30%	40%	80%	30%	70%	60%	10
Region	Central/Lakes	23%	38%	77%	31%	69%	31%	13
	Hillsborough County	60%	40%	80%		80%	20%	5
	Northern NH	40%	80%	60%	20%	80%	20%	5
	Outside of New Hampshire	33%	33%			33%	33%	3
	Seacoast	50%	50%	67%	33%	67%		6
	Western NH		100%	100%	50%	100%		2
Role at Organization	Owner	32%	50%	73%	18%	68%	23%	22
	Manager	44%	56%	78%	44%	78%	11%	9
	Other Role						100%	1
Times Open	Not Year-Round	27%	64%	45%	9%	55%		11
	Year-Round	39%	43%	78%	30%	78%	30%	23
Years in Business	10 years or less	50%	67%	67%	17%	67%	17%	6
	11 - 30 years	38%	38%	50%	13%	63%	13%	8
	More than 30 years	30%	50%	75%	30%	75%	25%	20

Q2\_2: Which of the following do you grow?

		Annuals	Fruit Plants	Fruit Produce	Herbs	Perennials	Vegetable Plants	Vegetable Produce
OVERALL		50%	11%	6%	42%	47%	44%	14%
Age of Respondent	18 - 49	44%	22%	11%	44%	44%	44%	22%
	50 - 59	43%			29%	36%	29%	
	60 or Older	64%			55%	64%	55%	18%
Gender of Respondent	Female	63%	6%		50%	50%	50%	13%
	Male	39%	6%	6%	33%	44%	33%	11%
Number of Employees	5 or Fewer Employees	38%	13%		38%	38%	25%	
	6 - 10 Employees	57%			43%	43%	43%	
	11 - 25 Employees	83%			50%	67%	67%	17%
	More than 25 Employees	40%	10%	10%	40%	50%	40%	20%
Region	Central/Lakes	46%	8%	8%	31%	38%	31%	23%
	Hillsborough County	80%	20%		60%	60%	80%	20%
	Northern NH	20%			20%	20%	20%	
	Outside of New Hampshire	33%			33%	33%		
	Seacoast	67%			67%	83%	67%	
	Western NH	50%			50%	50%	50%	
Role at Organization	Owner	55%	9%	5%	45%	50%	50%	14%
	Manager	56%			44%	56%	33%	11%
Times Open	Not Year-Round	55%	9%		45%	64%	36%	9%
	Year-Round	48%	4%	4%	39%	39%	43%	13%
Years in Business	10 years or less	33%	17%		33%	33%	17%	
	11 - 30 years	38%			25%	25%	25%	13%
	More than 30 years	60%	5%	5%	50%	60%	55%	15%

Q2\_2: Which of the following do you grow?

		Cut Flowers	Garden/ Landscape Services	Shrubs	Trees	Other	(N)
OVERALL		17%	3%	25%	17%	8%	36
Age of Respondent	18 - 49	33%	11%	44%	33%	11%	9
	50 - 59	7%		14%	14%		14
	60 or Older	18%		27%	9%	18%	11
Gender of Respondent	Female	19%	6%	25%	19%	6%	16
	Male	17%		28%	17%	11%	18
Number of Employees	5 or Fewer Employees	38%	13%	13%	13%		8
	6 - 10 Employees			14%	14%		7
	11 - 25 Employees	33%		50%	33%	17%	6
	More than 25 Employees	10%		30%	10%	20%	10
Region	Central/Lakes	8%		38%	23%	15%	13
	Hillsborough County	40%	20%	20%	20%	20%	5
	Northern NH						5
	Outside of New Hampshire	33%		33%	33%		3
	Seacoast	33%		17%			6
	Western NH			50%	50%		2
Role at Organization	Owner	14%	5%	23%	14%	14%	22
	Manager	33%		33%	22%		9
	Other Role						1
Times Open	Not Year-Round	18%	9%	27%	27%		11
	Year-Round	17%		26%	13%	13%	23
Years in Business	10 years or less	33%	17%	17%	17%		6
	11 - 30 years			13%			8
	More than 30 years	20%		35%	25%	15%	20

Q3: What were your approximate annual sales in 2017?

		Less than \$100,000	\$100,000 - \$499,999	\$500,000 - \$999,999	\$1 Million- \$9.99 Million	More than \$20 Million	(N)
OVERALL		26%	11%	11%	46%	6%	35
Age of Respondent	18 - 49	22%		11%	56%	11%	9
	50 - 59	14%	21%	14%	50%		14
	60 or Older	45%	9%	9%	27%	9%	11
Gender of Respondent	Female	38%		6%	56%		16
	Male	17%	22%	17%	33%	11%	18
Number of Employees	5 or Fewer Employees	88%	13%				8
	6 - 10 Employees		29%	43%	29%		7
	11 - 25 Employees		17%	17%	67%		6
	More than 25 Employees				80%	20%	10
Region	Central/Lakes	15%	15%	15%	38%	15%	13
	Hillsborough County	40%			60%		5
	Northern NH	80%			20%		5
	Outside of New Hampshire	33%			67%		3
	Seacoast		17%	17%	67%		6
	Western NH		50%	50%			2
Role at Organization	Owner	32%	14%	9%	41%	5%	22
	Manager	11%	11%	22%	44%	11%	9
	Other Role				100%		1
Times Open	Not Year-Round	73%	18%		9%		11
	Year-Round	4%	9%	17%	61%	9%	23
Years in Business	10 years or less	67%	17%		17%		6
	11 - 30 years	38%	13%	25%	13%	13%	8
	More than 30 years	10%	10%	10%	65%	5%	20



Q4: How did your 2017 sales volume compare to your 2016 sales volume?

		Increased more than 10%	Increased 5-10%	Increased less than 5%	Stayed about the same	Decreased less than 5%	Don't Know/Not Sure	(N)
OVERALL		31%	31%	22%	8%	3%	6%	36
Age of Respondent	18 - 49	22%	33%	33%	11%			9
	50 - 59	29%	36%	21%	7%	7%		14
	60 or Older	45%	18%	18%	9%		9%	11
Gender of Respondent	Female	19%	38%	19%	13%	6%	6%	16
	Male	44%	22%	28%	6%			18
Number of Employees	5 or Fewer Employees	50%	13%	25%			13%	8
	6 - 10 Employees	43%	43%	14%				7
	11 - 25 Employees		17%	67%		17%		6
	More than 25 Employees	30%	50%	10%	10%			10
Region	Central/Lakes	15%	54%	15%	8%	8%		13
	Hillsborough County	20%	40%	40%				5
	Northern NH	100%						5
	Outside of New Hampshire				67%		33%	3
	Seacoast	33%		67%				6
	Western NH	50%	50%					2
Role at Organization	Owner	45%	32%	18%	5%			22
	Manager		33%	44%		11%	11%	9
	Other Role				100%			1
Times Open	Not Year-Round	45%	18%	18%	9%		9%	11
	Year-Round	26%	35%	26%	9%	4%		23
Years in Business	10 years or less	67%		17%			17%	6
	11 - 30 years	38%	38%	13%	13%			8
	More than 30 years	20%	35%	30%	10%	5%		20

Q5: How much do you expect your sales volume to change in 2018 compared to 2017?

		Increase more than 10%	Increase 5-10%	Increase less than 5%	Stay about the same	Don't Know/Not Sure	(N)
OVERALL		31%	29%	20%	14%	6%	35
Age of Respondent	18 - 49	33%	33%	22%	11%		9
	50 - 59	29%	36%	7%	21%	7%	14
	60 or Older	30%	20%	40%	10%		10
Gender of Respondent	Female	27%	27%	20%	27%		15
	Male	33%	33%	22%	6%	6%	18
Number of Employees	5 or Fewer Employees	50%	13%	25%	13%		8
	6 - 10 Employees	71%	29%				7
	11 - 25 Employees		17%	50%	33%		6
	More than 25 Employees	10%	60%	20%		10%	10
Region	Central/Lakes	15%	46%	8%	31%		13
	Hillsborough County	40%	20%	40%			5
	Northern NH	75%	25%				4
	Outside of New Hampshire	33%			33%	33%	3
	Seacoast	17%	17%	67%			6
	Western NH	50%	50%				2
Role at Organization	Owner	36%	32%	23%	9%		22
	Manager	22%	33%	22%	22%		9
	Other Role					100%	1
Times Open	Not Year-Round	30%	20%	20%	30%		10
	Year-Round	30%	35%	22%	9%	4%	23
Years in Business	10 years or less	67%	17%	17%			6
	11 - 30 years	43%	29%		14%	14%	7
	More than 30 years	15%	35%	30%	20%		20

Q6: How much will you spend on marketing your business in 2018?

		Under \$1,000	\$1,000 - \$4,999	\$5,000 - \$9,999	\$10,000 - \$19,999	\$20,000 - \$29,999	\$40,000 - \$49,999	\$50,000 or More	(N)
OVERALL		32%	15%	12%	12%	9%	3%	18%	36
Age of Respondent	18 - 49	33%		11%	22%			33%	9
	50 - 59	23%	15%	15%	15%	15%		15%	13
	60 or Older	45%	27%			9%	9%	9%	11
Gender of Respondent	Female	44%	19%	6%		6%	6%	19%	16
	Male	24%	12%	12%	24%	12%		18%	17
Number of Employees	5 or Fewer Employees	75%	13%	13%					8
	6 - 10 Employees	14%	43%	29%		14%			7
	11 - 25 Employees	17%	17%		17%	17%	17%	17%	6
	More than 25 Employees				33%	11%		56%	9
Region	Central/Lakes	15%		23%	15%	8%		38%	13
	Hillsborough County	20%	80%						5
	Northern NH	80%			20%				5
	Outside of New Hampshire	100%							2
	Seacoast	17%			17%	33%	17%	17%	6
	Western NH	50%	50%						2
Role at Organization	Owner	32%	23%	9%	14%	9%	5%	9%	22
	Manager	22%		11%	11%	11%		44%	9
Times Open	Not Year-Round	82%			9%	9%			11
	Year-Round	9%	23%	14%	14%	9%	5%	27%	22
Years in Business	10 years or less	67%		17%	17%				6
	11 - 30 years	43%		29%		14%		14%	7
	More than 30 years	20%	25%		15%	10%	5%	25%	20

Q7: Which of the following marketing channels are you currently utilizing? (Select all that apply)

		Email	Facebook	Instagram	Print Materials	Twitter	Website	Word of Mouth
OVERALL		67%	75%	33%	42%	14%	86%	81%
Age of Respondent	18 - 49	89%	89%	56%	44%	11%	78%	89%
	50 - 59	64%	79%	21%	43%	29%	93%	79%
	60 or Older	55%	55%	36%	36%		82%	82%
Gender of Respondent	Female	50%	56%	19%	31%	19%	81%	88%
	Male	83%	89%	50%	50%	11%	89%	78%
Number of Employees	5 or Fewer Employees	63%	38%	25%	25%		75%	88%
	6 - 10 Employees	86%	100%	29%	29%	29%	100%	86%
	11 - 25 Employees	67%	83%	17%	33%	17%	83%	83%
	More than 25 Employees	80%	90%	70%	80%	20%	90%	80%
Region	Central/Lakes	62%	85%	38%	46%	31%	85%	77%
	Hillsborough County	80%	80%				80%	80%
	Northern NH	60%	40%	40%	40%		100%	60%
	Outside of New Hampshire	33%	33%	33%	33%		67%	100%
	Seacoast	100%	83%	67%	67%	17%	83%	100%
	Western NH	50%	100%		50%		100%	100%
Role at Organization	Owner	77%	73%	36%	36%	5%	91%	86%
	Manager	56%	89%	44%	56%	44%	67%	78%
	Other Role	100%			100%		100%	100%
Times Open	Not Year-Round	55%	36%	27%	27%		73%	73%
	Year-Round	74%	91%	39%	48%	22%	91%	87%
Years in Business	10 years or less	50%	50%	50%	17%		67%	83%
	11 - 30 years	88%	50%	38%	50%	25%	88%	75%
	More than 30 years	65%	90%	30%	45%	15%	90%	85%

Q7: Which of the following marketing channels are you currently utilizing? (Select all that apply)

		Direct Mail	Internet/ Digital/ Pay-Per-Click	Print Ads	Radio Ads	Search Engine Optimization	Tradeshows	TV Ads
OVERALL		25%	11%	53%	31%	22%	17%	8%
Age of Respondent	18 - 49	33%	33%	44%	44%	11%	22%	33%
	50 - 59	21%	7%	57%	36%	36%	14%	
	60 or Older	27%		45%	18%	9%	18%	
Gender of Respondent	Female	13%	6%	56%	38%	31%	13%	6%
	Male	39%	17%	44%	28%	11%	22%	11%
Number of Employees	5 or Fewer Employees			13%		13%	13%	
	6 - 10 Employees	14%	14%	71%	14%	29%		
	11 - 25 Employees	33%	17%	50%	67%	33%		17%
	More than 25 Employees	60%	20%	70%	60%	20%	50%	20%
Region	Central/Lakes	23%	8%	62%	69%	23%	23%	15%
	Hillsborough County	20%		40%		20%	20%	
	Northern NH		20%	40%				
	Outside of New Hampshire	33%					33%	
	Seacoast	67%	33%	67%	33%	50%	17%	17%
	Western NH			50%				
Role at Organization	Owner	27%	9%	41%	23%	18%	14%	5%
	Manager	22%	22%	78%	67%	33%	22%	22%
	Other Role	100%					100%	
Times Open	Not Year-Round	9%		27%	9%		18%	
	Year-Round	35%	17%	61%	43%	30%	17%	13%
Years in Business	10 years or less		17%			17%	17%	
	11 - 30 years	38%	25%	63%	25%	13%	25%	13%
	More than 30 years	30%	5%	60%	45%	25%	15%	10%

Q7: Which of the following marketing channels are you currently utilizing? (Select all that apply)

		eCommerce	Events	Other - Specify	(N)
OVERALL		11%	36%	3%	36
Age of Respondent	18 - 49	22%	44%		9
	50 - 59	7%	29%		14
	60 or Older	9%	45%	9%	11
Gender of Respondent	Female	6%	38%	6%	16
	Male	17%	39%		18
Number of Employees	5 or Fewer Employees		38%	13%	8
	6 - 10 Employees	14%	14%		7
	11 - 25 Employees	17%	17%		6
	More than 25 Employees	20%	70%		10
Region	Central/Lakes	15%	31%		13
	Hillsborough County		20%		5
	Northern NH		60%	20%	5
	Outside of New Hampshire	33%	67%		3
	Seacoast	17%	50%		6
	Western NH				2
Role at Organization	Owner	5%	36%	5%	22
	Manager	22%	33%		9
	Other Role	100%	100%		1
Times Open	Not Year-Round		36%	9%	11
	Year-Round	17%	39%		23
Years in Business	10 years or less		50%		6
	11 - 30 years	25%	63%	13%	8
	More than 30 years	10%	25%		20

Q8\_1: How effective do you feel each of these marketing channels are: Website

		Very Effective	Somewhat Effective	Not Very Effective	Not At All Effective	Don't Know	(N)
OVERALL		35%	55%	3%	3%	3%	31
Age of Respondent	18 - 49	29%	57%	14%			7
	50 - 59	38%	54%		8%		13
	60 or Older	44%	44%			11%	9
Gender of Respondent	Female	38%	54%			8%	13
	Male	38%	50%	6%	6%		16
Number of Employees	5 or Fewer Employees	33%	50%		17%		6
	6 - 10 Employees	29%	57%	14%			7
	11 - 25 Employees	40%	40%			20%	5
	More than 25 Employees	56%	44%				9
Region	Central/Lakes	55%	36%	9%			11
	Hillsborough County	25%	50%			25%	4
	Northern NH	20%	60%		20%		5
	Outside of New Hampshire		100%				2
	Seacoast	40%	60%				5
	Western NH	50%	50%				2
Role at Organization	Owner	35%	55%		5%	5%	20
	Manager	67%	17%	17%			6
	Other Role		100%				1
Times Open	Not Year-Round	13%	75%		13%		8
	Year-Round	48%	43%	5%		5%	21
Years in Business	10 years or less	50%	25%		25%		4
	11 - 30 years	14%	71%	14%			7
	More than 30 years	44%	50%			6%	18

Q8\_2: How effective do you feel each of these marketing channels are: Email

		Very Effective	Somewhat Effective	Not Very Effective	(N)
OVERALL		30%	65%	4%	23
Age of Respondent	18 - 49	38%	63%		8
	50 - 59	13%	75%	13%	8
	60 or Older	50%	50%		6
Gender of Respondent	Female		100%		7
	Male	47%	47%	7%	15
Number of Employees	5 or Fewer Employees	40%	60%		5
	6 - 10 Employees		100%		5
	11 - 25 Employees		75%	25%	4
	More than 25 Employees	63%	38%		8
Region	Central/Lakes	25%	63%	13%	8
	Hillsborough County	33%	67%		3
	Northern NH	67%	33%		3
	Outside of New Hampshire		100%		1
	Seacoast	33%	67%		6
	Western NH		100%		1
Role at Organization	Owner	38%	63%		16
	Manager	20%	60%	20%	5
	Other Role		100%		1
Times Open	Not Year-Round	33%	50%	17%	6
	Year-Round	31%	69%		16
Years in Business	10 years or less	67%	33%		3
	11 - 30 years	14%	86%		7
	More than 30 years	33%	58%	8%	12



Q8\_3: How effective do you feel each of these marketing channels are: Facebook

		Very Effective	Somewhat Effective	Not Very Effective	Not At All Effective	Don't Know	(N)
OVERALL		26%	56%	11%	4%	4%	27
Age of Respondent	18 - 49	13%	50%	38%			8
	50 - 59	36%	55%		9%		11
	60 or Older	17%	67%			17%	6
Gender of Respondent	Female	22%	56%	11%		11%	9
	Male	25%	56%	13%	6%		16
Number of Employees	5 or Fewer Employees		67%	33%			3
	6 - 10 Employees	29%	71%				7
	11 - 25 Employees	20%	40%		20%	20%	5
	More than 25 Employees	33%	56%	11%			9
Region	Central/Lakes	18%	64%	9%	9%		11
	Hillsborough County	50%	25%			25%	4
	Northern NH		50%	50%			2
	Outside of New Hampshire			100%			1
	Seacoast	40%	60%				5
	Western NH		100%				2
Role at Organization	Owner	31%	56%	6%		6%	16
	Manager	13%	63%	13%	13%		8
Times Open	Not Year-Round		50%	25%	25%		4
	Year-Round	29%	57%	10%		5%	21
Years in Business	10 years or less		67%	33%			3
	11 - 30 years		75%	25%			4
	More than 30 years	33%	50%	6%	6%	6%	18

Q8\_4: How effective do you feel each of these marketing channels are: Twitter

		Somewhat Effective	Not Very Effective	(N)
OVERALL		20%	80%	5
Age of Respondent	18 - 49		100%	1
	50 - 59	25%	75%	4
Gender of Respondent	Female	33%	67%	3
	Male		100%	2
Number of Employees	6 - 10 Employees		100%	2
	11 - 25 Employees		100%	1
	More than 25 Employees	50%	50%	2
Region	Central/Lakes	25%	75%	4
	Seacoast		100%	1
Role at Organization	Owner		100%	1
	Manager	25%	75%	4
Times Open	Year-Round	20%	80%	5
Years in Business	11 - 30 years		100%	2
	More than 30 years	33%	67%	3

Q8\_5: How effective do you feel each of these marketing channels are: Instagram

		Very Effective	Somewhat Effective	Not Very Effective	(N)
OVERALL		25%	50%	25%	12
Age of Respondent	18 - 49	20%	40%	40%	5
	50 - 59		100%		3
	60 or Older	50%	25%	25%	4
Gender of Respondent	Female	33%	33%	33%	3
	Male	22%	56%	22%	9
Number of Employees	5 or Fewer Employees	50%		50%	2
	6 - 10 Employees		50%	50%	2
	11 - 25 Employees			100%	1
	More than 25 Employees	29%	71%		7
Region	Central/Lakes	40%	40%	20%	5
	Northern NH		50%	50%	2
	Outside of New Hampshire	100%			1
	Seacoast		75%	25%	4
Role at Organization	Owner	25%	50%	25%	8
	Manager	25%	50%	25%	4
Times Open	Not Year-Round	33%	33%	33%	3
	Year-Round	22%	56%	22%	9
Years in Business	10 years or less	33%	33%	33%	3
	11 - 30 years		67%	33%	3
	More than 30 years	33%	50%	17%	6

## Q8\_6: How effective do you feel each of these marketing channels are: Word of Mouth

		Very Effective	Somewhat Effective	Don't Know	(N)
OVERALL		86%	11%	4%	28
Age of Respondent	18 - 49	100%			8
	50 - 59	80%	20%		10
	60 or Older	78%	11%	11%	9
Gender of Respondent	Female	69%	23%	8%	13
	Male	100%			14
Number of Employees	5 or Fewer Employees	86%	14%		7
	6 - 10 Employees	80%	20%		5
	11 - 25 Employees	80%		20%	5
	More than 25 Employees	100%			8
Region	Central/Lakes	78%	22%		9
	Hillsborough County	50%	25%	25%	4
	Northern NH	100%			3
	Outside of New Hampshire	100%			3
	Seacoast	100%			6
	Western NH	100%			2
Role at Organization	Owner	78%	17%	6%	18
	Manager	100%			7
	Other Role	100%			1
Times Open	Not Year-Round	75%	25%		8
	Year-Round	89%	5%	5%	19
Years in Business	10 years or less	100%			5
	11 - 30 years	80%	20%		5
	More than 30 years	82%	12%	6%	17

## Q8\_7: How effective do you feel each of these marketing channels are: Print Materials

		Very Effective	Somewhat Effective	Not Very Effective	Not At All Effective	(N)
OVERALL		33%	33%	27%	7%	15
Age of Respondent	18 - 49		25%	50%	25%	4
	50 - 59	50%	33%	17%		6
	60 or Older	50%	25%	25%		4
Gender of Respondent	Female	40%	40%	20%		5
	Male	33%	22%	33%	11%	9
Number of Employees	5 or Fewer Employees		50%	50%		2
	6 - 10 Employees	50%		50%		2
	11 - 25 Employees		50%	50%		2
	More than 25 Employees	50%	25%	13%	13%	8
Region	Central/Lakes	50%		33%	17%	6
	Northern NH		50%	50%		2
	Outside of New Hampshire		100%			1
	Seacoast	50%	50%			4
	Western NH			100%		1
Role at Organization	Owner	38%	25%	38%		8
	Manager	40%	20%	20%	20%	5
	Other Role		100%			1
Times Open	Not Year-Round	33%	33%	33%		3
	Year-Round	36%	27%	27%	9%	11
Years in Business	10 years or less			100%		1
	11 - 30 years	25%	50%		25%	4
	More than 30 years	44%	22%	33%		9

Q8\_8: How effective do you feel each of these marketing channels are: Internet/Digital/Pay-Per-Click (PPC)

		Very Effective	Not Very Effective	(N)
OVERALL		75%	25%	4
Age of Respondent	18 - 49	67%	33%	3
	50 - 59	100%		1
Gender of Respondent	Female	100%		1
	Male	67%	33%	3
Number of Employees	6 - 10 Employees	100%		1
	11 - 25 Employees	100%		1
	More than 25 Employees	50%	50%	2
Region	Central/Lakes	100%		1
	Northern NH		100%	1
	Seacoast	100%		2
Role at Organization	Owner	50%	50%	2
	Manager	100%		2
Times Open	Year-Round	75%	25%	4
Years in Business	10 years or less		100%	1
	11 - 30 years	100%		2
	More than 30 years	100%		1

Q8\_9: How effective do you feel each of these marketing channels are: Direct Mail

		Very Effective	Somewhat Effective	Don't Know	(N)
OVERALL		25%	63%	13%	8
Age of Respondent	18 - 49	67%	33%		3
	50 - 59		100%		3
	60 or Older		50%	50%	2
Gender of Respondent	Female		50%	50%	2
	Male	33%	67%		6
Number of Employees	6 - 10 Employees		100%		1
	11 - 25 Employees		50%	50%	2
	More than 25 Employees	40%	60%		5
Region	Central/Lakes	100%			2
	Hillsborough County			100%	1
	Outside of New Hampshire		100%		1
	Seacoast		100%		4
Role at Organization	Owner	20%	60%	20%	5
	Manager	50%	50%		2
	Other Role		100%		1
Times Open	Not Year-Round		100%		1
	Year-Round	29%	57%	14%	7
Years in Business	11 - 30 years	33%	67%		3
	More than 30 years	20%	60%	20%	5

Q8\_9: How effective do you feel each of these marketing channels are: TV Ads

		Very Effective	Somewhat Effective	(N)
OVERALL		33%	67%	3
Age of Respondent	18 - 49	33%	67%	3
Gender of Respondent	Female		100%	1
	Male	50%	50%	2
Number of Employees	11 - 25 Employees		100%	1
	More than 25 Employees	50%	50%	2
Region	Central/Lakes	50%	50%	2
	Seacoast		100%	1
Role at Organization	Owner		100%	1
	Manager	50%	50%	2
Times Open	Year-Round	33%	67%	3
Years in Business	11 - 30 years	100%		1
	More than 30 years		100%	2



Q8\_11: How effective do you feel each of these marketing channels are: Radio Ads

		Very Effective	Somewhat Effective	Don't Know	(N)
OVERALL		36%	55%	9%	11
Age of Respondent	18 - 49	25%	75%		4
	50 - 59	40%	40%	20%	5
	60 or Older	50%	50%		2
Gender of Respondent	Female	33%	50%	17%	6
	Male	40%	60%		5
Number of Employees	6 - 10 Employees			100%	1
	11 - 25 Employees	25%	75%		4
	More than 25 Employees	50%	50%		6
Region	Central/Lakes	44%	44%	11%	9
	Seacoast		100%		2
Role at Organization	Owner	20%	60%	20%	5
	Manager	50%	50%		6
Times Open	Not Year-Round		100%		1
	Year-Round	40%	50%	10%	10
Years in Business	11 - 30 years	50%		50%	2
	More than 30 years	33%	67%		9

## Q8\_12: How effective do you feel each of these marketing channels are: Print Ads

		Very Effective	Somewhat Effective	Not Very Effective	Not At All Effective	Don't Know	(N)
OVERALL		16%	53%	16%	5%	11%	19
Age of Respondent	18 - 49		75%	25%			4
	50 - 59	25%	25%	25%		25%	8
	60 or Older	20%	60%		20%		5
Gender of Respondent	Female	22%	33%	22%		22%	9
	Male	13%	63%	13%	13%		8
Number of Employees	5 or Fewer Employees		100%				1
	6 - 10 Employees	20%	40%			40%	5
	11 - 25 Employees		33%	67%			3
	More than 25 Employees	29%	43%	14%	14%		7
Region	Central/Lakes	25%	50%	13%		13%	8
	Hillsborough County		50%			50%	2
	Northern NH		100%				2
	Seacoast		25%	50%	25%		4
	Western NH	100%					1
Role at Organization	Owner	11%	44%	11%	11%	22%	9
	Manager	29%	43%	29%			7
Times Open	Not Year-Round		67%		33%		3
	Year-Round	21%	43%	21%		14%	14
Years in Business	11 - 30 years		80%			20%	5
	More than 30 years	25%	33%	25%	8%	8%	12

Q8\_13: How effective do you feel each of these marketing channels are: Search Engine Optimization (SEO)

		Very Effective	Somewhat Effective	(N)
OVERALL		50%	50%	8
Age of Respondent	18 - 49	100%		1
	50 - 59	60%	40%	5
	60 or Older		100%	1
Gender of Respondent	Female	60%	40%	5
	Male	50%	50%	2
Number of Employees	5 or Fewer Employees		100%	1
	6 - 10 Employees	50%	50%	2
	11 - 25 Employees	50%	50%	2
	More than 25 Employees	100%		2
Region	Central/Lakes	67%	33%	3
	Hillsborough County		100%	1
	Seacoast	67%	33%	3
Role at Organization	Owner	25%	75%	4
	Manager	100%		3
Times Open	Year-Round	57%	43%	7
Years in Business	10 years or less		100%	1
	11 - 30 years	100%		1
	More than 30 years	60%	40%	5

Q8\_14: How effective do you feel each of these marketing channels are: Tradeshow

		Very Effective	Somewhat Effective	Not Very Effective	(N)
OVERALL		50%	33%	17%	6
Age of Respondent	18 - 49	50%	50%		2
	50 - 59	50%		50%	2
	60 or Older	50%	50%		2
Gender of Respondent	Female		50%	50%	2
	Male	75%	25%		4
Number of Employees	5 or Fewer Employees		100%		1
	More than 25 Employees	60%	20%	20%	5
Region	Central/Lakes	33%	33%	33%	3
	Hillsborough County		100%		1
	Outside of New Hampshire	100%			1
	Seacoast	100%			1
Role at Organization	Owner	33%	67%		3
	Manager	50%		50%	2
	Other Role	100%			1
Times Open	Not Year-Round	50%	50%		2
	Year-Round	50%	25%	25%	4
Years in Business	10 years or less		100%		1
	11 - 30 years	100%			2
	More than 30 years	33%	33%	33%	3

Q8\_15: How effective do you feel each of these marketing channels are: Events

		Very Effective	Somewhat Effective	(N)
OVERALL		33%	67%	12
Age of Respondent	18 - 49	50%	50%	4
	50 - 59	33%	67%	3
	60 or Older	20%	80%	5
Gender of Respondent	Female	17%	83%	6
	Male	50%	50%	6
Number of Employees	5 or Fewer Employees	33%	67%	3
	11 - 25 Employees		100%	1
	More than 25 Employees	43%	57%	7
Region	Central/Lakes	50%	50%	4
	Hillsborough County		100%	1
	Northern NH		100%	3
	Outside of New Hampshire	50%	50%	2
	Seacoast	50%	50%	2
Role at Organization	Owner	29%	71%	7
	Manager	67%	33%	3
	Other Role		100%	1
Times Open	Not Year-Round	25%	75%	4
	Year-Round	38%	63%	8
Years in Business	10 years or less	33%	67%	3
	11 - 30 years	25%	75%	4
	More than 30 years	40%	60%	5

Q8\_16: How effective do you feel each of these marketing channels are: eCommerce

		Very Effective	Somewhat Effective	(N)
OVERALL		50%	50%	2
Age of Respondent	18 - 49	50%	50%	2
Gender of Respondent	Female	100%		1
	Male		100%	1
Number of Employees	6 - 10 Employees		100%	1
	11 - 25 Employees	100%		1
Region	Central/Lakes		100%	1
	Seacoast	100%		1
Role at Organization	Manager	50%	50%	2
Times Open	Year-Round	50%	50%	2
Years in Business	11 - 30 years		100%	1
	More than 30 years	100%		1

Q9: How effective do you feel your **overall** marketing strategy is?

		Very effective	Somewhat effective	Not very effective	Not at all effective	Don't Know	(N)
OVERALL		22%	56%	11%	3%	8%	36
Age of Respondent	18 - 49	22%	67%		11%		9
	50 - 59	14%	64%	7%		14%	14
	60 or Older	36%	36%	27%			11
Gender of Respondent	Female	31%	63%	6%			16
	Male	17%	50%	17%	6%	11%	18
Number of Employees	5 or Fewer Employees	25%	50%		13%	13%	8
	6 - 10 Employees		71%	29%			7
	11 - 25 Employees	17%	50%	33%			6
	More than 25 Employees	40%	50%			10%	10
Region	Central/Lakes	23%	69%	8%			13
	Hillsborough County	20%	60%	20%			5
	Northern NH	20%	40%		20%	20%	5
	Outside of New Hampshire	33%	67%				3
	Seacoast	33%	50%			17%	6
	Western NH			100%			2
Role at Organization	Owner	18%	55%	14%	5%	9%	22
	Manager	33%	56%	11%			9
	Other Role		100%				1
Times Open	Not Year-Round	18%	45%	18%	9%	9%	11
	Year-Round	26%	61%	9%		4%	23
Years in Business	10 years or less		67%		17%	17%	6
	11 - 30 years	13%	88%				8
	More than 30 years	35%	40%	20%		5%	20

Q10: Does your company have a website?

		Yes	No	(N)
OVERALL		86%	14%	29
Age of Respondent	18 - 49	86%	14%	7
	50 - 59	92%	8%	12
	60 or Older	80%	20%	10
Gender of Respondent	Female	79%	21%	14
	Male	93%	7%	15
Number of Employees	5 or Fewer Employees	75%	25%	8
	6 - 10 Employees	100%		7
	11 - 25 Employees	80%	20%	5
	More than 25 Employees	100%		7
Region	Central/Lakes	90%	10%	10
	Hillsborough County	80%	20%	5
	Northern NH	100%		4
	Outside of New Hampshire	67%	33%	3
	Seacoast	80%	20%	5
	Western NH	100%		2
Role at Organization	Owner	90%	10%	20
	Manager	71%	29%	7
	Other Role	100%		1
Times Open	Not Year-Round	70%	30%	10
	Year-Round	95%	5%	19
Years in Business	10 years or less	67%	33%	6
	11 - 30 years	100%		6
	More than 30 years	88%	12%	17



Q11: Would you consider your website to be mobile friendly?

		Yes	No	Don't Know	(N)
OVERALL		83%	4%	13%	24
Age of Respondent	18 - 49	100%			5
	50 - 59	73%	9%	18%	11
	60 or Older	88%		13%	8
Gender of Respondent	Female	91%		9%	11
	Male	77%	8%	15%	13
Number of Employees	5 or Fewer Employees	83%		17%	6
	6 - 10 Employees	83%		17%	6
	11 - 25 Employees	75%	25%		4
	More than 25 Employees	86%		14%	7
Region	Central/Lakes	75%	13%	13%	8
	Hillsborough County	100%			4
	Northern NH	100%			4
	Outside of New Hampshire	50%		50%	2
	Seacoast	100%			4
	Western NH	50%		50%	2
Role at Organization	Owner	89%		11%	18
	Manager	75%	25%		4
	Other Role			100%	1
Times Open	Not Year-Round	57%	14%	29%	7
	Year-Round	94%		6%	17
Years in Business	10 years or less	100%			4
	11 - 30 years	60%		40%	5
	More than 30 years	87%	7%	7%	15

Q12: What amount of your products or services are available for purchase on your website?

		All	Most	None	Some	(N)
OVERALL		21%	4%	58%	17%	24
Age of Respondent	18 - 49			50%	50%	6
	50 - 59	30%		60%	10%	10
	60 or Older	25%	13%	63%		8
Gender of Respondent	Female	27%		55%	18%	11
	Male	15%	8%	62%	15%	13
Number of Employees	5 or Fewer Employees	17%	17%	67%		6
	6 - 10 Employees			71%	29%	7
	11 - 25 Employees			75%	25%	4
	More than 25 Employees	67%		17%	17%	6
Region	Central/Lakes	44%		33%	22%	9
	Hillsborough County		25%	75%		4
	Northern NH			75%	25%	4
	Outside of New Hampshire			100%		1
	Seacoast	25%		50%	25%	4
	Western NH			100%		2
Role at Organization	Owner	17%	6%	67%	11%	18
	Manager	40%		20%	40%	5
Times Open	Not Year-Round	29%		71%		7
	Year-Round	18%	6%	53%	24%	17
Years in Business	10 years or less			75%	25%	4
	11 - 30 years	20%		40%	40%	5
	More than 30 years	27%	7%	60%	7%	15

Q14: Do you plan to increase your marketing budget in 2019?

		Yes	No	Don't Know	(N)
OVERALL		26%	41%	32%	34
Age of Respondent	18 - 49	33%	22%	44%	9
	50 - 59	36%	36%	29%	14
	60 or Older	9%	64%	27%	11
Gender of Respondent	Female	19%	50%	31%	16
	Male	33%	33%	33%	18
Number of Employees	5 or Fewer Employees	25%	50%	25%	8
	6 - 10 Employees	29%	29%	43%	7
	11 - 25 Employees	17%	17%	67%	6
	More than 25 Employees	40%	40%	20%	10
Region	Central/Lakes	38%	31%	31%	13
	Hillsborough County	20%	40%	40%	5
	Northern NH	20%	80%		5
	Outside of New Hampshire		33%	67%	3
	Seacoast	17%	50%	33%	6
	Western NH	50%		50%	2
Role at Organization	Owner	27%	50%	23%	22
	Manager	33%	11%	56%	9
	Other Role			100%	1
Times Open	Not Year-Round	9%	55%	36%	11
	Year-Round	35%	35%	30%	23
Years in Business	10 years or less	33%	33%	33%	6
	11 - 30 years	13%	50%	38%	8
	More than 30 years	30%	40%	30%	20

Q15: By how much do you plan to increase your marketing budget in 2019?

		Under \$1,000	\$1,000 - \$4,999	\$5,000 - \$9,999	\$20,000 - \$29,999	(N)
OVERALL		22%	22%	44%	11%	9
Age of Respondent	18 - 49	33%		33%	33%	3
	50 - 59	20%	20%	60%		5
	60 or Older		100%			1
Gender of Respondent	Female	33%		67%		3
	Male	17%	33%	33%	17%	6
Number of Employees	5 or Fewer Employees	50%	50%			2
	6 - 10 Employees	50%	50%			2
	11 - 25 Employees			100%		1
	More than 25 Employees			75%	25%	4
Region	Central/Lakes		20%	60%	20%	5
	Hillsborough County	100%				1
	Northern NH	100%				1
	Seacoast			100%		1
	Western NH		100%			1
Role at Organization	Owner	33%	33%	17%	17%	6
	Manager			100%		3
Times Open	Not Year-Round	100%				1
	Year-Round	13%	25%	50%	13%	8
Years in Business	10 years or less	50%	50%			2
	11 - 30 years			100%		1
	More than 30 years	17%	17%	50%	17%	6

Q16: Are you planning on making additional investments in any of the following marketing areas for 2019? (Select all that apply)

		Advertising	Developing Strategy	Hiring Marketing Professional	Website	(N)
OVERALL		78%	56%	11%	89%	9
Age of Respondent	18 - 49	100%	67%	33%	100%	3
	50 - 59	80%	40%		80%	5
	60 or Older		100%		100%	1
Gender of Respondent	Female	100%	33%		67%	3
	Male	67%	67%	17%	100%	6
Number of Employees	5 or Fewer Employees	50%	50%		100%	2
	6 - 10 Employees	50%	50%		50%	2
	11 - 25 Employees	100%	100%		100%	1
	More than 25 Employees	100%	50%	25%	100%	4
Region	Central/Lakes	80%	40%	20%	100%	5
	Hillsborough County	100%				1
	Northern NH	100%	100%		100%	1
	Seacoast	100%	100%		100%	1
	Western NH		100%		100%	1
Role at Organization	Owner	67%	67%	17%	83%	6
	Manager	100%	33%		100%	3
Times Open	Not Year-Round	100%	100%		100%	1
	Year-Round	75%	50%	13%	88%	8
Years in Business	10 years or less	50%	50%		100%	2
	11 - 30 years	100%			100%	1
	More than 30 years	83%	67%	17%	83%	6

Q17: Regarding website development, are you planning to:

		Create a new website	Improve your current website	(N)
OVERALL		25%	75%	8
Age of Respondent	18 - 49	33%	67%	3
	50 - 59	25%	75%	4
	60 or Older		100%	1
Gender of Respondent	Female	50%	50%	2
	Male	17%	83%	6
Number of Employees	5 or Fewer Employees		100%	2
	6 - 10 Employees		100%	1
	11 - 25 Employees		100%	1
	More than 25 Employees	50%	50%	4
Region	Central/Lakes	40%	60%	5
	Northern NH		100%	1
	Seacoast		100%	1
	Western NH		100%	1
Role at Organization	Owner	20%	80%	5
	Manager	33%	67%	3
Times Open	Not Year-Round		100%	1
	Year-Round	29%	71%	7
Years in Business	10 years or less		100%	2
	11 - 30 years		100%	1
	More than 30 years	40%	60%	5

Q19: Which of the following marketing channels are you planning to invest more money in:

		Website	Email	Facebook	Instagram	Print Collateral
OVERALL		71%	14%	14%	14%	43%
Age of Respondent	18 - 49	67%		33%		67%
	50 - 59	75%	25%		25%	25%
	60 or Older					
Gender of Respondent	Female	67%	33%		33%	33%
	Male	75%		25%		50%
Number of Employees	5 or Fewer Employees					100%
	6 - 10 Employees					
	11 - 25 Employees	100%	100%		100%	
	More than 25 Employees	100%		25%		50%
Region	Central/Lakes	100%	25%	25%	25%	50%
	Hillsborough County					
	Northern NH					100%
	Outside of New Hampshire					
	Seacoast	100%				
	Western NH					
Role at Organization	Owner	50%		25%		25%
	Manager	100%	33%		33%	67%
	Other Role					
Times Open	Not Year-Round					100%
	Year-Round	83%	17%	17%	17%	33%
Years in Business	10 years or less					100%
	11 - 30 years	100%				100%
	More than 30 years	80%	20%	20%	20%	20%

Q19: Which of the following marketing channels are you planning to invest more money in:

		Internet/ Digital/ Pay-Per-Click	Direct Mail	TV Ads	Radio Ads	Print Ads	Search Engine Optimization
OVERALL		29%	43%	43%	14%	57%	29%
Age of Respondent	18 - 49	33%	67%	33%	33%	67%	
	50 - 59	25%	25%	50%		50%	50%
	60 or Older						
Gender of Respondent	Female	33%	33%	33%		33%	67%
	Male	25%	50%	50%	25%	75%	
Number of Employees	5 or Fewer Employees					100%	
	6 - 10 Employees		100%				
	11 - 25 Employees			100%			100%
	More than 25 Employees	50%	50%	50%	25%	75%	25%
Region	Central/Lakes	50%	50%	50%	25%	50%	50%
	Hillsborough County		100%				
	Northern NH					100%	
	Outside of New Hampshire						
	Seacoast			100%		100%	
	Western NH						
Role at Organization	Owner		50%	25%		50%	
	Manager	67%	33%	67%	33%	67%	67%
	Other Role						
Times Open	Not Year-Round					100%	
	Year-Round	33%	50%	50%	17%	50%	33%
Years in Business	10 years or less					100%	
	11 - 30 years	100%	100%	100%	100%	100%	
	More than 30 years	20%	40%	40%		40%	40%



Q19: Which of the following marketing channels are you planning to invest more money in:

		Tradeshows	Events	eCommerce	(N)
OVERALL		14%	43%	14%	7
Age of Respondent	18 - 49	33%	67%	33%	3
	50 - 59		25%		4
	60 or Older				
Gender of Respondent	Female				3
	Male	25%	75%	25%	4
Number of Employees	5 or Fewer Employees				1
	6 - 10 Employees				1
	11 - 25 Employees				1
	More than 25 Employees	25%	75%	25%	4
Region	Central/Lakes	25%	50%	25%	4
	Hillsborough County				1
	Northern NH				1
	Outside of New Hampshire				
	Seacoast		100%		1
	Western NH				
Role at Organization	Owner		50%	25%	4
	Manager	33%	33%		3
	Other Role				
Times Open	Not Year-Round				1
	Year-Round	17%	50%	17%	6
Years in Business	10 years or less				1
	11 - 30 years	100%	100%		1
	More than 30 years		40%	20%	5

Q20: Who currently executes your marketing initiatives? (Check all that apply)

		In House - Another Employee	In House - Myself	Outsource to Marketing Specialist	(N)
OVERALL		44%	69%	31%	36
Age of Respondent	18 - 49	44%	78%	22%	9
	50 - 59	43%	64%	43%	14
	60 or Older	55%	82%	27%	11
Gender of Respondent	Female	50%	75%	38%	16
	Male	44%	72%	28%	18
Number of Employees	5 or Fewer Employees	13%	88%	13%	8
	6 - 10 Employees	43%	86%	43%	7
	11 - 25 Employees	67%	67%	33%	6
	More than 25 Employees	70%	60%	50%	10
Region	Central/Lakes	46%	62%	38%	13
	Hillsborough County	60%	100%	40%	5
	Northern NH	20%	100%		5
	Outside of New Hampshire	67%	33%		3
	Seacoast	50%	67%	67%	6
	Western NH	50%	100%		2
Role at Organization	Owner	45%	86%	32%	22
	Manager	56%	44%	44%	9
	Other Role		100%		1
Times Open	Not Year-Round	27%	82%	9%	11
	Year-Round	57%	70%	43%	23
Years in Business	10 years or less	33%	83%	17%	6
	11 - 30 years	13%	75%	25%	8
	More than 30 years	65%	70%	40%	20

Q21: On average, how many hours per week does your organization dedicate to marketing?

		None	Less than 10 hours	10-19 hours	20-29 hours	30-39 hours	40 hours or more	Don't Know	(N)
OVERALL		12%	53%	15%	6%	3%	6%	6%	36
Age of Respondent	18 - 49	11%	56%		22%		11%		9
	50 - 59	7%	57%	29%				7%	14
	60 or Older	18%	45%	9%		9%	9%	9%	11
Gender of Respondent	Female	13%	50%	25%	6%	6%			16
	Male	11%	56%	6%	6%		11%	11%	18
Number of Employees	5 or Fewer Employees	13%	75%	13%					8
	6 - 10 Employees		71%	14%				14%	7
	11 - 25 Employees	33%	17%	17%	17%	17%			6
	More than 25 Employees		40%	20%	10%		20%	10%	10
Region	Central/Lakes	15%	38%	23%	8%		15%		13
	Hillsborough County	20%	40%	40%					5
	Northern NH	20%	80%						5
	Outside of New Hampshire		67%					33%	3
	Seacoast		67%		17%	17%			6
	Western NH		50%					50%	2
Role at Organization	Owner	14%	59%	9%	5%	5%	5%	5%	22
	Manager	11%	33%	33%	11%		11%		9
	Other Role							100%	1
Times Open	Not Year-Round	27%	64%					9%	11
	Year-Round	4%	48%	22%	9%	4%	9%	4%	23
Years in Business	10 years or less	17%	83%						6
	11 - 30 years		75%				13%	13%	8
	More than 30 years	15%	35%	25%	10%	5%	5%	5%	20

Q22\_1: Do you have a formal business plan?

		Yes	No	(N)
OVERALL		44%	56%	32
Age of Respondent	18 - 49	63%	38%	8
	50 - 59	38%	62%	13
	60 or Older	36%	64%	11
Gender of Respondent	Female	27%	73%	15
	Male	59%	41%	17
Number of Employees	5 or Fewer Employees	38%	63%	8
	6 - 10 Employees	14%	86%	7
	11 - 25 Employees	17%	83%	6
	More than 25 Employees	100%		9
Region	Central/Lakes	54%	46%	13
	Hillsborough County	20%	80%	5
	Northern NH	40%	60%	5
	Outside of New Hampshire	100%		1
	Seacoast	50%	50%	6
	Western NH		100%	2
Role at Organization	Owner	41%	59%	22
	Manager	56%	44%	9
Times Open	Not Year-Round	27%	73%	11
	Year-Round	52%	48%	21
Years in Business	10 years or less	50%	50%	6
	11 - 30 years	29%	71%	7
	More than 30 years	47%	53%	19

Q22\_2: Do you have a formal marketing plan?

		Yes	No	(N)
OVERALL		31%	69%	32
Age of Respondent	18 - 49	38%	63%	8
	50 - 59	23%	77%	13
	60 or Older	36%	64%	11
Gender of Respondent	Female	27%	73%	15
	Male	35%	65%	17
Number of Employees	5 or Fewer Employees	13%	88%	8
	6 - 10 Employees	14%	86%	7
	11 - 25 Employees	17%	83%	6
	More than 25 Employees	67%	33%	9
Region	Central/Lakes	31%	69%	13
	Hillsborough County	20%	80%	5
	Northern NH	40%	60%	5
	Outside of New Hampshire		100%	1
	Seacoast	50%	50%	6
	Western NH		100%	2
Role at Organization	Owner	23%	77%	22
	Manager	44%	56%	9
Times Open	Not Year-Round	18%	82%	11
	Year-Round	38%	62%	21
Years in Business	10 years or less	17%	83%	6
	11 - 30 years	43%	57%	7
	More than 30 years	32%	68%	19

Q23: Are you tracking your marketing responses or tracking sales to a marketing source?

		Yes	No	Don't Know	(N)
OVERALL		32%	59%	9%	34
Age of Respondent	18 - 49	33%	67%		9
	50 - 59	36%	57%	7%	14
	60 or Older	27%	55%	18%	11
Gender of Respondent	Female	19%	69%	13%	16
	Male	44%	50%	6%	18
Number of Employees	5 or Fewer Employees	13%	75%	13%	8
	6 - 10 Employees	14%	86%		7
	11 - 25 Employees	33%	50%	17%	6
	More than 25 Employees	70%	20%	10%	10
Region	Central/Lakes	54%	46%		13
	Hillsborough County		80%	20%	5
	Northern NH	20%	80%		5
	Outside of New Hampshire		33%	67%	3
	Seacoast	50%	50%		6
	Western NH		100%		2
Role at Organization	Owner	32%	64%	5%	22
	Manager	44%	44%	11%	9
	Other Role			100%	1
Times Open	Not Year-Round	18%	73%	9%	11
	Year-Round	39%	52%	9%	23
Years in Business	10 years or less	33%	50%	17%	6
	11 - 30 years	25%	63%	13%	8
	More than 30 years	35%	60%	5%	20

Q24: What method do you use for tracking?

		Customer Relationship Management Software (CRM)	Manual tracking sheet	Point of Sale (POS)	Other	(N)
OVERALL		9%	45%	18%	27%	11
Age of Respondent	18 - 49	11%		11%	11%	3
	50 - 59		29%	7%		5
	60 or Older		9%		18%	3
Gender of Respondent	Female		13%		6%	3
	Male	6%	17%	11%	11%	8
Number of Employees	5 or Fewer Employees		13%			1
	6 - 10 Employees		14%			1
	11 - 25 Employees			17%	17%	2
	More than 25 Employees	10%	30%	10%	20%	7
Region	Central/Lakes		31%	15%	8%	7
	Northern NH	20%				1
	Seacoast		17%		33%	3
Role at Organization	Owner	5%	14%		14%	7
	Manager		22%	22%		4
Times Open	Not Year-Round			9%	9%	2
	Year-Round	4%	22%	4%	9%	9
Years in Business	10 years or less	17%	17%			2
	11 - 30 years		13%	13%		2
	More than 30 years		15%	5%	15%	7

Q25: How quickly does your business generally respond to inbound sales leads/inquiries /(inbound calls/emails/IMs/Texts)?

		Immediately	Within an hour	Before the close of business	Within 24 hours
OVERALL		12%	9%	33%	27%
Age of Respondent	18 - 49		11%	44%	33%
	50 - 59	23%		54%	8%
	60 or Older	9%	18%		45%
Gender of Respondent	Female	19%	13%	25%	19%
	Male	6%	6%	41%	35%
Number of Employees	5 or Fewer Employees	25%	13%	50%	13%
	6 - 10 Employees	29%		29%	29%
	11 - 25 Employees		17%	17%	17%
	More than 25 Employees		11%	44%	33%
Region	Central/Lakes		8%	38%	23%
	Hillsborough County	40%		20%	20%
	Northern NH	40%		40%	20%
	Outside of New Hampshire		50%		50%
	Seacoast		17%	50%	17%
	Western NH				100%
Role at Organization	Owner	18%	5%	32%	27%
	Manager		22%	44%	11%
Times Open	Not Year-Round	18%	9%	27%	27%
	Year-Round	9%	9%	36%	27%
Years in Business	10 years or less	17%	17%	67%	
	11 - 30 years	14%		43%	14%
	More than 30 years	10%	10%	20%	40%



Q25: How quickly does your business generally respond to inbound sales leads/inquiries /(inbound calls/emails/IMs/Texts)?

		More than 24 hours	Intermittently	Don't Know	(N)
OVERALL		3%	12%	3%	33
Age of Respondent	18 - 49		11%		9
	50 - 59	8%	8%		13
	60 or Older		18%	9%	11
Gender of Respondent	Female		19%	6%	16
	Male	6%	6%		17
Number of Employees	5 or Fewer Employees				8
	6 - 10 Employees		14%		7
	11 - 25 Employees	17%	17%	17%	6
	More than 25 Employees		11%		9
Region	Central/Lakes	8%	23%		13
	Hillsborough County			20%	5
	Northern NH				5
	Outside of New Hampshire				2
	Seacoast		17%		6
	Western NH				2
Role at Organization	Owner		14%	5%	22
	Manager	11%	11%		9
	Other Role				
Times Open	Not Year-Round	9%	9%		11
	Year-Round		14%	5%	22
Years in Business	10 years or less				6
	11 - 30 years		29%		7
	More than 30 years	5%	10%	5%	20

Q26\_1: Which of the following are the greatest obstacles/challenges you face in marketing? - Budget

		Greatest Challenge	Second Greatest Challenge	Third Greatest Challenge	(N)
OVERALL		22%	14%	6%	36
Age of Respondent	18 - 49	11%		11%	9
	50 - 59	43%	21%	7%	14
	60 or Older	9%	18%		11
Gender of Respondent	Female	31%	13%	13%	16
	Male	17%	17%		18
Number of Employees	5 or Fewer Employees	50%			8
	6 - 10 Employees	14%	29%	14%	7
	11 - 25 Employees	33%	33%	17%	6
	More than 25 Employees	10%	10%		10
Region	Central/Lakes	23%	15%		13
	Hillsborough County	40%	20%	20%	5
	Northern NH	40%			5
	Outside of New Hampshire				3
	Seacoast	17%	17%	17%	6
	Western NH		50%		2
Role at Organization	Owner	23%	14%	5%	22
	Manager	33%	22%	11%	9
	Other Role				1
Times Open	Not Year-Round	27%	18%		11
	Year-Round	22%	13%	9%	23
Years in Business	10 years or less	50%			6
	11 - 30 years	13%	13%		8
	More than 30 years	20%	20%	10%	20

Q26\_2: Which of the following are the greatest obstacles/challenges you face in marketing? - Experience

		Greatest Challenge	Second Greatest Challenge	Third Greatest Challenge	(N)
OVERALL		11%	3%	8%	36
Age of Respondent	18 - 49	11%			9
	50 - 59	14%		14%	14
	60 or Older	18%		9%	11
Gender of Respondent	Female	19%		6%	16
	Male	6%	6%	11%	18
Number of Employees	5 or Fewer Employees	25%			8
	6 - 10 Employees	14%		29%	7
	11 - 25 Employees	17%		17%	6
	More than 25 Employees		10%		10
Region	Central/Lakes	8%	8%	15%	13
	Hillsborough County	20%			5
	Northern NH				5
	Outside of New Hampshire	33%			3
	Seacoast	17%			6
	Western NH			50%	2
Role at Organization	Owner	14%	5%	9%	22
	Manager	11%		11%	9
	Other Role				1
Times Open	Not Year-Round	18%		18%	11
	Year-Round	9%	4%	4%	23
Years in Business	10 years or less	17%			6
	11 - 30 years	25%		13%	8
	More than 30 years	5%	5%	10%	20

Q26\_3: Which of the following are the greatest obstacles/challenges you face in marketing? - Strategy

		Greatest Challenge	Second Greatest Challenge	Third Greatest Challenge	(N)
OVERALL		11%	17%	3%	36
Age of Respondent	18 - 49	11%	33%	11%	9
	50 - 59	7%	21%		14
	60 or Older	18%			11
Gender of Respondent	Female	6%	25%		16
	Male	17%	11%	6%	18
Number of Employees	5 or Fewer Employees	13%	13%		8
	6 - 10 Employees		43%		7
	11 - 25 Employees	17%	17%		6
	More than 25 Employees	20%	10%	10%	10
Region	Central/Lakes		31%	8%	13
	Hillsborough County	20%	40%		5
	Northern NH				5
	Outside of New Hampshire				3
	Seacoast	50%			6
	Western NH				2
Role at Organization	Owner	14%	18%	5%	22
	Manager	11%	22%		9
	Other Role				1
Times Open	Not Year-Round	9%	9%		11
	Year-Round	13%	22%	4%	23
Years in Business	10 years or less		17%		6
	11 - 30 years		25%		8
	More than 30 years	20%	15%	5%	20

Q26\_4: Which of the following are the greatest obstacles/challenges you face in marketing? - Content Creation/Graphic Design

		Second Greatest Challenge	Third Greatest Challenge	(N)
OVERALL		6%	3%	36
Age of Respondent	18 - 49			9
	50 - 59	14%	7%	14
	60 or Older			11
Gender of Respondent	Female	13%	6%	16
	Male			18
Number of Employees	5 or Fewer Employees	13%		8
	6 - 10 Employees			7
	11 - 25 Employees			6
	More than 25 Employees	10%	10%	10
Region	Central/Lakes	15%	8%	13
	Hillsborough County			5
	Northern NH			5
	Outside of New Hampshire			3
	Seacoast			6
	Western NH			2
Role at Organization	Owner	5%		22
	Manager	11%	11%	9
	Other Role			1
Times Open	Not Year-Round	9%		11
	Year-Round	4%	4%	23
Years in Business	10 years or less			6
	11 - 30 years	13%		8
	More than 30 years	5%	5%	20

Q26\_5: Which of the following are the greatest obstacles/challenges you face in marketing? - Time

		Greatest Challenge	Second Greatest Challenge	Third Greatest Challenge	(N)
OVERALL		14%	19%	14%	36
Age of Respondent	18 - 49	33%	22%	22%	9
	50 - 59	7%	14%	14%	14
	60 or Older	9%	27%	9%	11
Gender of Respondent	Female		13%	19%	16
	Male	28%	28%	11%	18
Number of Employees	5 or Fewer Employees	13%	38%	13%	8
	6 - 10 Employees	14%		14%	7
	11 - 25 Employees	17%	33%	17%	6
	More than 25 Employees	20%	20%	20%	10
Region	Central/Lakes	23%		15%	13
	Hillsborough County		20%	40%	5
	Northern NH	20%	60%		5
	Outside of New Hampshire				3
	Seacoast		50%	17%	6
	Western NH	50%			2
Role at Organization	Owner	14%	23%	14%	22
	Manager	22%	22%	22%	9
	Other Role				1
Times Open	Not Year-Round	27%	27%	9%	11
	Year-Round	9%	17%	17%	23
Years in Business	10 years or less	17%	33%	17%	6
	11 - 30 years	13%	13%	13%	8
	More than 30 years	15%	20%	15%	20

Q26\_6: Which of the following are the greatest obstacles/challenges you face in marketing? - Human Resources

		Second Greatest Challenge	Third Greatest Challenge	(N)
OVERALL		6%	6%	36
Age of Respondent	18 - 49	11%	22%	9
	50 - 59			14
	60 or Older	9%		11
Gender of Respondent	Female	6%		16
	Male	6%	11%	18
Number of Employees	5 or Fewer Employees	13%		8
	6 - 10 Employees			7
	11 - 25 Employees	17%		6
	More than 25 Employees		20%	10
Region	Central/Lakes		8%	13
	Hillsborough County			5
	Northern NH	20%	20%	5
	Outside of New Hampshire			3
	Seacoast	17%		6
	Western NH			2
Role at Organization	Owner	9%	9%	22
	Manager			9
	Other Role			1
Times Open	Not Year-Round	9%		11
	Year-Round	4%	9%	23
Years in Business	10 years or less	17%	17%	6
	11 - 30 years			8
	More than 30 years	5%	5%	20

Q26\_7: Which of the following are the greatest obstacles/challenges you face in marketing? - Technology

		Second Greatest Challenge	(N)
OVERALL		3%	36
Age of Respondent	18 - 49		9
	50 - 59		14
	60 or Older	9%	11
Gender of Respondent	Female	6%	16
	Male		18
Number of Employees	5 or Fewer Employees	13%	8
	6 - 10 Employees		7
	11 - 25 Employees		6
	More than 25 Employees		10
Region	Central/Lakes		13
	Hillsborough County		5
	Northern NH		5
	Outside of New Hampshire	33%	3
	Seacoast		6
	Western NH		2
Role at Organization	Owner		22
	Manager	11%	9
	Other Role		1
Times Open	Not Year-Round	9%	11
	Year-Round		23
Years in Business	10 years or less	17%	6
	11 - 30 years		8
	More than 30 years		20



Q26\_8: Which of the following are the greatest obstacles/challenges you face in marketing? - SEO/Website/Digital

		Second Greatest Challenge	Third Greatest Challenge	(N)
OVERALL		3%	8%	36
Age of Respondent	18 - 49			9
	50 - 59	7%	21%	14
	60 or Older			11
Gender of Respondent	Female		6%	16
	Male	6%	11%	18
Number of Employees	5 or Fewer Employees	13%	25%	8
	6 - 10 Employees		14%	7
	11 - 25 Employees			6
	More than 25 Employees			10
Region	Central/Lakes	8%	8%	13
	Hillsborough County			5
	Northern NH		20%	5
	Outside of New Hampshire			3
	Seacoast		17%	6
	Western NH			2
Role at Organization	Owner	5%	14%	22
	Manager			9
	Other Role			1
Times Open	Not Year-Round		18%	11
	Year-Round	4%	4%	23
Years in Business	10 years or less	17%	17%	6
	11 - 30 years		25%	8
	More than 30 years			20

Q26\_9: Which of the following are the greatest obstacles/challenges you face in marketing? - Generating Traffic

		Greatest Challenge	Second Greatest Challenge	Third Greatest Challenge	(N)
OVERALL		3%	3%	11%	36
Age of Respondent	18 - 49				9
	50 - 59	7%	7%	14%	14
	60 or Older			18%	11
Gender of Respondent	Female	6%	6%	25%	16
	Male				18
Number of Employees	5 or Fewer Employees			13%	8
	6 - 10 Employees		14%	14%	7
	11 - 25 Employees			33%	6
	More than 25 Employees	10%			10
Region	Central/Lakes	8%		8%	13
	Hillsborough County		20%	20%	5
	Northern NH				5
	Outside of New Hampshire			33%	3
	Seacoast			17%	6
	Western NH				2
Role at Organization	Owner		5%	9%	22
	Manager	11%		22%	9
	Other Role				1
Times Open	Not Year-Round			9%	11
	Year-Round	4%	4%	13%	23
Years in Business	10 years or less			17%	6
	11 - 30 years				8
	More than 30 years	5%	5%	15%	20

Q26\_10: Which of the following are the greatest obstacles/challenges you face in marketing? - Proving Return on Investment (ROI)

		Greatest Challenge	Second Greatest Challenge	Third Greatest Challenge	(N)
OVERALL		17%	3%	14%	36
Age of Respondent	18 - 49	33%		11%	9
	50 - 59	14%	7%	14%	14
	60 or Older	9%		18%	11
Gender of Respondent	Female	19%		6%	16
	Male	17%	6%	22%	18
Number of Employees	5 or Fewer Employees			38%	8
	6 - 10 Employees	43%			7
	11 - 25 Employees	17%		17%	6
	More than 25 Employees	20%	10%	10%	10
Region	Central/Lakes	23%		8%	13
	Hillsborough County	20%			5
	Northern NH	20%		40%	5
	Outside of New Hampshire				3
	Seacoast	17%	17%	33%	6
	Western NH				2
Role at Organization	Owner	23%	5%	18%	22
	Manager	11%		11%	9
	Other Role				1
Times Open	Not Year-Round			27%	11
	Year-Round	26%	4%	9%	23
Years in Business	10 years or less	17%		33%	6
	11 - 30 years	25%		13%	8
	More than 30 years	15%	5%	10%	20

## Appendix B

Q1\_9 Which of the following best describes your business? - Other

- agri-tourism
- distributor
- Pest control
- Trees and Landscaping

Q2 Which of the following do you sell or grow? (Select all that apply)

- Farm and Feed, Pet
- Firewood
- hard goods to growers/retailers
- Hardscape
- Irrigation installation, pool installation, arborculture services
- poinsettia Christmas & fall
- Rental Pots & Weddings
- Young plants

Q7 Which of the following marketing channels are you currently utilizing: (Select all that apply)

- Chamber of Commerce

Q10 Does your company have a website?

- <https://salmonfallsnurseryandlandscaping.com/>
- [rollinggreennursery.com](http://rollinggreennursery.com)
- [www.housebythesideoftheroad.com](http://www.housebythesideoftheroad.com)
- [www.iwantgreengrass.com](http://www.iwantgreengrass.com)
- [www.jsggardens.com](http://www.jsggardens.com)
- [www.natureselitenh.com](http://www.natureselitenh.com)
- [www.nhladybug.com](http://www.nhladybug.com)
- [www.nicolesgreenhouseandflorist.com](http://www.nicolesgreenhouseandflorist.com)
- [www.studleys.com](http://www.studleys.com)
- [www.thenortherngarden.com](http://www.thenortherngarden.com)
- [www.vanberkumnursery.com](http://www.vanberkumnursery.com)

Q24 What method do you use for tracking?

- check hit on emails
- google analytics
- On Facebook & Instagram only - using their metrics tools

Q30\_4 In what months are you generally open for business? (Select All That Apply)

- outside sales

## Appendix C

# NH Plant Growers Association Industry Survey

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### Start of Block: Default Question Block

INT Thank you for your participation in this short survey. The New Hampshire Plant Growers Association is conducting this survey to better understand the agriculture and horticulture industry in the state in regards to marketing practices, strategies and trends, as well as get a better sense of the challenges that those in the industry face. Your feedback will better inform the marketing strategy of Plant Something NH and the results of the survey are expected to be published in January 2019.

This survey should only take about 5 minutes of your time and we would greatly appreciate your participation.

This survey is being administered by the University of New Hampshire Survey Center. Your responses to this survey will be kept confidential and the data will only be reported to the NH Plant Growers Association in group format.



Q1 Which of the following best describes your business? (Rank up to three options where 1 is the closest match to your business, 2 is the second closest match, and 3 is the third closest match)

- \_\_\_\_\_ Garden Center (1)
- \_\_\_\_\_ Greenhouse (2)
- \_\_\_\_\_ Farm (3)
- \_\_\_\_\_ Farm Stand (4)
- \_\_\_\_\_ Florist (5)
- \_\_\_\_\_ Nursery (6)
- \_\_\_\_\_ Landscape (7)
- \_\_\_\_\_ Wholesale (8)
- \_\_\_\_\_ Other affiliated trade - Specify (9)



Q2 Which of the following do you sell or grow? (Select all that apply)

	Sell (1)	Grow (2)
Annuals (1)	<input type="checkbox"/>	<input type="checkbox"/>
Perennials (2)	<input type="checkbox"/>	<input type="checkbox"/>
Fruit Produce (3)	<input type="checkbox"/>	<input type="checkbox"/>
Fruit Plants (4)	<input type="checkbox"/>	<input type="checkbox"/>
Vegetable Produce (5)	<input type="checkbox"/>	<input type="checkbox"/>
Vegetable Plants (6)	<input type="checkbox"/>	<input type="checkbox"/>
Herbs (7)	<input type="checkbox"/>	<input type="checkbox"/>
Cut Flowers (8)	<input type="checkbox"/>	<input type="checkbox"/>
Trees (9)	<input type="checkbox"/>	<input type="checkbox"/>
Shrubs (10)	<input type="checkbox"/>	<input type="checkbox"/>
Sod (11)	<input type="checkbox"/>	<input type="checkbox"/>
Garden/Landscape Services (12)	<input type="checkbox"/>	<input type="checkbox"/>



Other - Specify (13)

☐☐

Q3 What were your approximate annual sales in 2017?

- ☐ Less than \$100,000 (1)
- ☐ \$100,000 - \$499,999 (2)
- ☐ \$500,000 - \$999,999 (3)
- ☐ \$1 Million- \$9.99 Million (4)
- ☐ \$10 Million - \$20 Million (5)
- ☐ More than \$20 Million (6)

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Page Break

Q4 How did your 2017 sales volume compare to your 2016 sales volume?

- ☐ Increased more than 10 percent (1)
  - ☐ Increased between 5 and 10 percent (2)
  - ☐ Increased less than 5 percent (3)
  - ☐ Stayed about the same (4)
  - ☐ Decreased less than 5 percent (5)
  - ☐ Decreased between 5 and 10 percent (6)
  - ☐ Decreased more than 10 percent (7)
  - ☐ Don't Know/Not Sure (8)
-

Q5 How much do you expect your sales volume to change in 2018 compared to 2017?

- ☐ Increase more than 10 percent (1)
- ☐ Increase between 5 and 10 percent (2)
- ☐ Increase less than 5 percent (3)
- ☐ Stay about the same (4)
- ☐ Decrease less than 5 percent (5)
- ☐ Decrease between 5 and 10 percent (6)
- ☐ Decrease more than 10 percent (7)
- ☐ Don't Know/Not Sure (8)

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Page Break

Q6 How much will you spend on marketing your business in 2018?

- ☐ Under \$1,000 (1)
- ☐ \$1,000 - \$4,999 (2)
- ☐ \$5,000 - \$9,999 (3)
- ☐ \$10,000 - \$19,999 (4)
- ☐ \$20,000 - \$29,999 (5)
- ☐ \$30,000 - \$39,999 (6)
- ☐ \$40,000 - \$49,999 (7)
- ☐ \$50,000 or More (8)

Page Break

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Q7 Which of the following marketing channels are you currently utilizing: (Select all that apply)

☐ Website (1)

☐ Email (2)

☐ Facebook (3)

☐ Twitter (4)

☐ Instagram (5)

☐ Word of Mouth (Unpaid referrals or recommendations from customers) (6)

☐ Print Materials (7)

☐ Internet/Digital/Pay-Per-Click (PPC) (8)

☐ Direct Mail (9)

☐ TV Ads (10)

☐ Radio Ads (11)

☐ Print Ads (12)

☐ Search Engine Optimization (SEO) (13)

☐ Tradeshow (14)

☐ Events (15)

☐ eCommerce (Selling products and services online) (16)

☐ Other - Specify (17) \_\_\_\_\_

Q8 How effective do you feel each of these marketing channels are:

	Very Effective (1)	Somewhat Effective (2)	Not Very Effective (3)	Not At All Effective (4)	Don't Know (5)
Website (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Word of Mouth (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Print Materials (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet/Digital/Pay-Per-Click (PPC) (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct Mail (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV Ads (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio Ads (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Print Ads (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search Engine Optimization (SEO) (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tradeshows (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
eCommerce (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 How effective do you feel your **overall** marketing strategy is?

- ☐ Very effective (1)
- ☐ Somewhat effective (2)
- ☐ Not very effective (3)
- ☐ Not at all effective (4)
- ☐ Don't Know (5)

Q10 Does your company have a website?

- ☐ Yes - Enter URL (Optional) (1)  
\_\_\_\_\_
- ☐ No (2)

---

*Display This Question:*

*If Does your company have a website? = Yes - Enter URL (Optional)*

Q11 Would you consider your website to be mobile friendly? (Test it here!  
<https://search.google.com/test/mobile-friendly>)

- ☐ Yes (1)
- ☐ No (2)
- ☐ Don't Know (3)

---

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*Display This Question:*

*If Does your company have a website? = Yes - Enter URL (Optional)*

Q12 What amount of your products or services are available for purchase on your website?

- ☐ All (1)
- ☐ Most (2)
- ☐ Some (3)
- ☐ None (4)

*Display This Question:*

*If Does your company have a website? = Yes - Enter URL (Optional)*

Q13 Are there any other websites that you currently sell products and services on?

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Page Break



Q14 Do you plan to increase your marketing budget in 2019?

- ☐ Yes (1)
- ☐ No (2)
- ☐ Don't Know (3)

*Skip To: Q20 If Do you plan to increase your marketing budget in 2019? != Yes*

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Page Break

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*Display This Question:*

*If Do you plan to increase your marketing budget in 2019? = Yes*

Q15 By how much do you plan to increase your marketing budget in 2019?

- ☐ Under \$1,000 (1)
  - ☐ \$1,000 - \$4,999 (2)
  - ☐ \$5,000 - \$9,999 (3)
  - ☐ \$10,000 - \$19,999 (4)
  - ☐ \$20,000 - \$29,999 (5)
  - ☐ \$30,000 - \$39,999 (6)
  - ☐ \$40,000 - \$49,999 (7)
  - ☐ \$50,000 or More (8)
- 

*Display This Question:*

*If Do you plan to increase your marketing budget in 2019? = Yes*

Q16 Are you planning on making additional investments in any of the following marketing areas for 2019? (Select all that apply)

- ☐ Developing Strategy (1)
- ☐ Website (2)
- ☐ Hiring Marketing Professional (3)
- ☐ Advertising (4)

---

Page Break

*Display This Question:*

*If Are you planning on making additional investments in any of the following marketing areas for 201... = Website*

Q17 Regarding website development, are you planning to:

- ☐ Create a new website (1)
- ☐ Improve your current website (2)

---

*Display This Question:*

*If Are you planning on making additional investments in any of the following marketing areas for 201... = Hiring Marketing Professional*

Q18 Regarding hiring a marketing professional, are you planning to:

- ☐ Hire In House employee (1)
- ☐ Outsource to Marketing Specialist (2)

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Page Break



*Display This Question:*

*If Are you planning on making additional investments in any of the following marketing areas for 201... = Advertising*

Q19 Which of the following marketing channels are you planning to invest more money in:

- ☐ Website (1)
- ☐ Email (2)
- ☐ Facebook (3)
- ☐ Twitter (4)
- ☐ Instagram (5)
- ☐ Print Collateral (6)
- ☐ Internet/Digital/Pay-Per-Click (PPC) (7)
- ☐ Direct Mail (8)
- ☐ TV Ads (9)
- ☐ Radio Ads (10)
- ☐ Print Ads (11)
- ☐ Search Engine Optimization (SEO) (12)
- ☐ Tradeshow (13)

☐ Events (14)

☐ eCommerce (Selling products and services online) (15)

☐ Other - Specify (16) \_\_\_\_\_

Q20 Who currently executes your marketing initiatives? (Check all that apply)

☐ In House - Myself (1)

☐ In House - Another Employee (2)

☐ Outsource to Marketing Specialist (3)

-----

Q21 On average, how many hours per week does your organization dedicate to marketing?

☐ None (1)

☐ Fewer than 10 hours (2)

☐ 10-19 hours (3)

☐ 20-29 hours (4)

☐ 30-39 hours (5)

☐ 40 hours or more (6)

☐ Don't Know (7)

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Q22 Do you have a formal:

	Yes (1)	No (2)
Business Plan (1)	<input type="radio"/>	<input type="radio"/>
Marketing Plan (2)	<input type="radio"/>	<input type="radio"/>

Q23 Are you tracking your marketing responses or tracking sales to a marketing source?

- ☐ Yes (1)
- ☐ No (2)
- ☐ Don't Know (3)

*Display This Question:*

*If Are you tracking your marketing responses or tracking sales to a marketing source? = Yes*

Q24 What method do you use for tracking?

- ☐ Manual tracking sheet (1)
- ☐ Point of Sale (POS) (2)
- ☐ Customer Relationship Management Software (CRM) (3)
- ☐ Other (4) \_\_\_\_\_

Page Break

Q25 How quickly does your business generally respond to inbound sales leads/inquiries (inbound calls/emails/IMs/Texts)?

- ☐ Immediately (1)
- ☐ Within an hour (2)
- ☐ Before the close of business (3)
- ☐ Within 24 hours (4)
- ☐ More than 24 hours (5)
- ☐ Intermittently (Respond as quickly as time/resources allow) (6)
- ☐ Don't Know (7)

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Q26 Which of the following are the greatest obstacles/challenges you face in marketing? (Please rank up to three where 1 indicates the greatest challenge, 2 indicates the second greatest challenge and 3 indicates the third greatest challenge)

- \_\_\_\_\_ Budget (1)
- \_\_\_\_\_ Experience (2)
- \_\_\_\_\_ Strategy (3)
- \_\_\_\_\_ Content Creation/Graphic Design (4)
- \_\_\_\_\_ Time (5)
- \_\_\_\_\_ Human Resources (6)
- \_\_\_\_\_ Technology (7)
- \_\_\_\_\_ SEO/Website/Digital (8)
- \_\_\_\_\_ Generating Traffic (9)
- \_\_\_\_\_ Proving Return on Investment (ROI) (10)
- \_\_\_\_\_ Other - Specify (11)

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Page Break

Q27 Now a few final questions... Are you:

- ☐ Male (1)
- ☐ Female (2)
- ☐ Other (3) \_\_\_\_\_
- 

Q28 How old are you?

- ☐ 18 - 29 (1)
- ☐ 30 - 39 (2)
- ☐ 40 - 49 (3)
- ☐ 50 - 59 (4)
- ☐ 60 - 69 (5)
- ☐ 70 or Older (6)
- 

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Q29 In what county is your company's primary location?

- ☐ Belknap (1)
  - ☐ Carroll (2)
  - ☐ Cheshire (3)
  - ☐ Coos (4)
  - ☐ Grafton (5)
  - ☐ Hillsborough (6)
  - ☐ Merrimack (7)
  - ☐ Rockingham (8)
  - ☐ Strafford (9)
  - ☐ Sullivan (10)
  - ☐ Outside of New Hampshire (11)
- 

Q30 What best describes your role in your organization?

- ☐ Owner (1)
  - ☐ Manager (2)
  - ☐ Marketing Professional (3)
  - ☐ Other - Specify (4) \_\_\_\_\_
- 

Page Break

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Q31 How many years has your organization been in business?

- ☐ 5 years or less (1)
- ☐ 6 - 10 years (2)
- ☐ 11 - 20 years (3)
- ☐ 21 - 30 years (4)
- ☐ More than 30 years (5)
- 

Q32 How many of the following types of employees does your business have:

- ☐ Full-Time (1) \_\_\_\_\_
- ☐ Part-Time (2) \_\_\_\_\_
- ☐ Seasonal (3) \_\_\_\_\_
- 

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Q33 Is your business open year-round or only certain months out of the year?

- ☐ Year-Round (1)
- ☐ Not Year-Round (2)
- 

*Display This Question:*

*If Is your business open year-round or only certain months out of the year? = Not Year-Round*

Q34 In what months are you generally open for business? (Select All That Apply)

- ☐ January (1)
- ☐ February (2)
- ☐ March (3)
- ☐ April (4)
- ☐ May (5)
- ☐ June (6)
- ☐ July (7)
- ☐ August (8)
- ☐ September (9)
- ☐ October (10)
- ☐ November (11)
- ☐ December (12)

ADD Thank you for completing this survey! If you have any additional comments you would like the NH Plant Growers Association to know about, please type them below.

It's imperative that we get feedback from as many people in the NH agriculture/horticulture industry as possible. We'd greatly appreciate it if you would help us get the word out about the survey with people you know in the industry. [Click here to share the survey link.](#)

Click the right arrow to submit your responses.

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End of Block: Default Question Block

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