



GREENHOUSE

Salisbury Greenhouse 2015

1. How long have you been shopping at Salisbury?		
Answer Options	Response Percent	Response Count
My first visit was in 2015	3.9%	33
1-5 years	23.7%	199
5-15 years	32.6%	274
More than 15 years	39.8%	334
answered question		840
skipped question		0
2. Where do you hear about Salisbury? (can answer more than once)		
Answer Options	Response Percent	Response Count
Word-of-mouth	65.4%	549
Email newsletter	29.2%	245
Newspaper articles	19.2%	161
Newspaper advertising	14.4%	121
T.V.	16.5%	139
Radio	13.2%	111
Social Media (Facebook, Youtube, Pinterest, etc.)	19.4%	163
Gardening books by Rob Sproule	12.6%	106
Landscaping	5.4%	45
answered question		840
skipped question		0
3. How old are you?		
Answer Options	Response Percent	Response Count
18-29	2.7%	23
30-40	12.7%	107
41-55	32.3%	271
56 and better	52.3%	439
answered question		840
skipped question		0

4. How willing would you be to recommend Salisbury?

Answer Options	Response Percent	Response Count
1 (would never recommend Salisbury)	0.5%	4
2	0.2%	2
3	0.6%	5
4	1.2%	10
5	1.9%	16
6	1.7%	14
7	5.2%	44
8	17.4%	146
9	14.4%	121
10 (would always recommend Salisbury)	56.9%	478
answered question		840
skipped question		0

6. How would you rate the Word-of-Mouth you've heard about Salisbury?

Answer Options	Response Percent	Response Count
Bad	0.1%	1
Average	6.8%	57
Good	51.2%	430
Excellent	41.9%	352
answered question		840
skipped question		0