







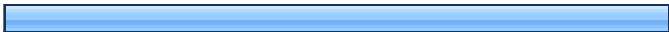


1. Which category best describes you?

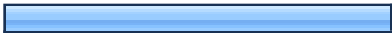

		Response Percent	Response Count
Retail Florist		47.1%	179
Studio Florist		9.2%	35
Wholesale Florist		3.2%	12
Grower		0.0%	0
Manufacturer		1.8%	7
Event Designer		10.0%	38
Freelance Designer		17.6%	67
Educator/Instructor		9.2%	35
Consultant		1.8%	7
	Other (please specify)		45

answered question	380
skipped question	25



2. What is your zip code?

		Response Percent	Response Count
ZIP/Postal Code:		100.0%	388
answered question	388		
skipped question	17		



3. Are you a member of AIFD?

		Response Percent	Response Count
Yes		58.2%	228
No		41.8%	164
answered question			392
skipped question			13

4. Are you planning on attending the IMAGINE symposium?

		Response Percent	Response Count
Yes		52.6%	203
No		47.4%	183
answered question			386
skipped question			19

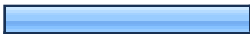







5. Which best describes you?

		Response Percent	Response Count
I am a business owner		69.7%	267
I am an employee		32.1%	123
answered question			383
skipped question			22

6. How many years have you been a floral professional?

		Response Percent	Response Count
less than 1		1.3%	5
1		1.5%	6
2		1.5%	6
3		2.5%	10
4		2.3%	9
5		3.5%	14
6		2.3%	9
7		3.0%	12
8		1.3%	5
9		1.0%	4
10		3.8%	15
11		1.5%	6
12		3.3%	13
13		1.3%	5
14		1.8%	7
15+		68.2%	270
answered question			396
skipped question			9

7. What traditional marketing methods do you use to promote yourself or your business?



		Response Percent	Response Count
Yellow pages		36.8%	98
Local print ads		47.7%	127
Magazine ads		27.8%	74
Radio		19.9%	53
TV		12.4%	33
Outdoor advertising		16.2%	43
Telemarketing		10.2%	27
Direct mail		48.5%	129

Other (please specify) 183

answered question 266

skipped question 139

8. Do you have a website for your business?

		Response Percent	Response Count
Yes		78.7%	300
No		21.3%	81

answered question 381

skipped question 24

9. Do you personally manage your website?

		Response Percent	Response Count
Yes		62.4%	169
No, it's managed by a third party		37.6%	102
answered question			271
skipped question			134



10. How often do you update the information and photos on your website?

		Response Percent	Response Count
Daily		6.7%	18
Weekly		22.4%	60
Monthly		47.8%	128
Yearly		17.5%	47
Never		5.6%	15
answered question			268
skipped question			137



11. Do you know have web analytics (traffic stats) for your website?

		Response Percent	Response Count
Yes		67.4%	180
No		23.2%	62
I don't know what web analytics are		9.4%	25
answered question			267
skipped question			138




12. Do you collect email addresses from your customers?

		Response Percent	Response Count
Yes		76.0%	250
No		24.0%	79
answered question			329
skipped question			76

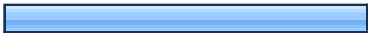

13. Do you send email newsletters or announcements to your customers?

		Response Percent	Response Count
Yes		54.1%	178
No		45.9%	151
answered question			329
skipped question			76






14. How often do you send out email newsletters?

		Response Percent	Response Count
Daily		0.0%	0
Weekly		18.2%	36
Monthly		40.4%	80
Holidays		41.4%	82
answered question			198
skipped question			207
















15. Do you customize and personalize your email newsletters?

		Response Percent	Response Count
Yes		54.5%	134
No		45.5%	112
		answered question	246
		skipped question	159



16. How much time do you spend weekly on marketing your business?

		Response Percent	Response Count
Less than 1 hour		26.6%	83
1 - 2 hours		23.4%	73
2-5 hours		29.2%	91
5-10 hours		14.1%	44
11+ hours		6.7%	21
		answered question	312
		skipped question	93



17. What percentage of your gross business volume do you spend on marketing?

		Response Percent	Response Count
0%		9.2%	25
1%		9.9%	27
2%		9.2%	25
3%		8.1%	22
4%		2.2%	6
5%		23.4%	64
6%		2.9%	8
7%		4.0%	11
8%		1.8%	5
9%		0.7%	2
10%		20.1%	55
11%		0.0%	0
12%		1.1%	3
13%		0.4%	1
14%		0.7%	2
15%+		6.2%	17
answered question			273
skipped question			132

18. Do you believe the axiom: "The best way to build your business is by word of mouth" ?

		Response Percent	Response Count
Yes		92.3%	299
No		7.7%	25
answered question			324
skipped question			81

19. Do you understand the term "inbound marketing" ?

		Response Percent	Response Count
Yes		28.1%	91
No		71.9%	233
answered question			324
skipped question			81

20. What do you see as the biggest challenge for your business to grow?

		Response Count
		226
answered question		226
skipped question		179









21. What is your biggest marketing challenge?

	Response Count
	212
answered question	212
skipped question	193

22. Do you visit or use any of the following for "personal" use? Check all that apply.

	Response Percent	Response Count
Blogs	45.2%	127
Facebook	92.5%	260
Twitter	26.0%	73
Review sites (Yelp, TripAdvisor)	39.5%	111
Forums	19.6%	55
Videos (YouTube, Vimeo)	52.7%	148
Photos (Flickr, Picasa)	34.9%	98
Geo-location sites (Gowalla, Foursquare)	7.1%	20
answered question	281	
skipped question	124	



23. What type of social media do you actively use for your business? Check all that apply.

		Response Percent	Response Count
Blogs		34.7%	90
Facebook		93.4%	242
Twitter		29.0%	75
Review sites (Yelp, TripAdvisor)		21.6%	56
Forums		8.5%	22
Videos (YouTube, Vimeo)		22.4%	58
Photos (Flickr, Picasa)		22.0%	57
Geo-location sites (Gowalla, Foursquare)		6.2%	16
answered question			259
skipped question			146



24. Please, tell us how often you update the information on your social networks if you use the following?

	Daily	Weekly	Monthly	For Holidays	Response Count
Blog	6.2% (6)	45.4% (44)	37.1% (36)	11.3% (11)	97
Facebook	38.4% (93)	38.4% (93)	16.5% (40)	6.6% (16)	242
Twitter	38.6% (32)	44.6% (37)	7.2% (6)	9.6% (8)	83
YouTube	3.3% (2)	16.7% (10)	45.0% (27)	35.0% (21)	60
answered question					248
skipped question					157






25. Do you currently know how your customers find your business?

		Response Percent	Response Count
Yes		74.9%	215
No		25.1%	72
answered question			287
skipped question			118

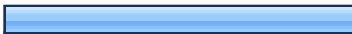

26. Do you monitor what people say about your business online?

		Response Percent	Response Count
Yes		69.1%	197
No		30.9%	88
answered question			285
skipped question			120



27. What is your biggest obstacle to enter the social media field?

		Response Percent	Response Count
I don't know how		22.0%	39
I don't have time		53.7%	95
I don't believe it works		4.0%	7
I don't see the value (return on investment)		7.9%	14
All of the above		12.4%	22
Other (please specify)			60
answered question			177
skipped question			228

28. Would you hire someone to help you with marketing/social media marketing/web presence?

		Response Percent	Response Count
Yes		52.5%	149
No		47.5%	135
answered question			284
skipped question			121

29. Would you be interested in purchasing an ebook "How to do social media for the floral industry" ?

		Response Percent	Response Count
Yes		68.7%	195
No		31.3%	89
answered question			284
skipped question			121

30. Is there anything else you like to share about your marketing, social media or the upcoming IMAGINE conference?

	Response Count
	69
answered question	69
skipped question	336