Consumer Houseplant Purchasing Report 2021

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Introduction to the Study

COVID-19 has had dramatic impacts on the horticulture industry. Overall, most industry categories have experienced growth since 2019. Industry experts hypothesize that because people are home more, they are engaging in more plant-related activities for various reasons (health, time available, etc.). To fully capture the opportunity this increased interest affords the industry, it is imperative to understand the underlying motivations for plant purchasing during COVID-19 and determine how the industry can sustain this positive growth when consumers return to their "normal" life and work activities. In a nutshell, it comes down to answering whether COVID affects plant attitudes, perceptions, and purchasing behavior. This particular study focuses on houseplants specifically. The media has placed much attention over the last few years on the popularity of houseplants and this trend appears to have continued even during the pandemic. Interestingly, while there have been numerous studies that investigated consumer preferences for several houseplant attributes, there have been relatively few studies that have investigated the main ***drivers*** of consumer usage and there have been no systematic surveys or reports documenting ***emerging trends*** in the present houseplants marketplace. Thus, many questions remain -- for instance, what type of ***outlets*** do different consumer segments (e.g., based on age groups or lifestyles) prefer to shop for houseplants? Why do older consumers have a lower ***affinity to buy*** houseplants than younger consumers? Which houseplant ***categories*** are best liked? To what extent do ***value-added attributes*** such as decorative stylish pots increase the probability of purchase? With this research project, we seek to address these gaps in information.

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Executive Summary

Houseplants have been rising in popularity for the last decade. This trend seems to be continuing as houseplant purchases continue to increase, even during the pandemic. Yet, there is scant information available regarding the main drivers of consumer usage. Currently, we know that houseplants are well-liked by consumers aged 18-36 and some choose to buy houseplants not only for aesthetics but for their functional benefits such as air purifying effects or perceptions of mood enhancement.

Despite the numerous studies that investigated consumer preferences for several houseplant attributes, there are no systematic surveys and reports documenting emerging trends in the present houseplants marketplace. To date, most insights on consumer preferences and usage of houseplants lack data-driven, in-depth analyses. Questions remain that are less investigated. For instance, what type of outlets do different consumer segments (e.g., based on age groups or lifestyles) prefer to shop for houseplants? Why do older consumers have a lower affinity to buy houseplants than younger consumers? Which houseplant categories are best liked? To what extent do value-added attributes such as decorative stylish pots increase the probability of purchase? With this research project, we seek to address these gaps in information.

Additionally, COVID-19 has had dramatic impacts on the horticulture industry. Overall, most industry categories have experienced growth since 2019. Industry experts hypothesize that because people are home more, they are engaging in more plant-related activities for various reasons (health, time available, etc.). To fully capture the opportunity this increased interest affords the industry, it is imperative to understand the underlying motivations for plant purchasing during COVID-19 and determine how the industry can sustain this positive growth when consumers return to their “normal” life and work activities. In a nutshell, it comes down to answering whether COVID affects plant attitudes, perceptions, and purchasing behavior.

Methods

In an analysis of houseplants conducted pre-COVID in 2019, likelihood to purchase ratings, implicit pricing estimates, and houseplant buying habits were analyzed. Thus, the timing could not be better to estimate the effects of COVID's effect on houseplant purchases. These estimates are compared to the 2020 and 2021 estimates. The indoor houseplant categories investigated are listed below:

Flowering	*Narrow-leaf foliage*
Succulents	*Broad-leaf foliage*
Bromeliads	*Trailing/climbing*
Ferns	*Air Plants/Tillandsia*
Indoor Palms	*Cacti*

To address these concerns and questions, an online survey instrument was utilized to get a national sample representation of U.S. residents. Additionally, efforts were focused on plant buying and pricing from March to December 2020 to observe COVID-influenced houseplant purchasing and intended plant buying from January to December 2021 to observe if the subjects' 2020 behavior was changed or sustained momentum observed in the earlier study.

To ensure sample representativeness and data quality, a few measures were taken. To make sure there was equal representation, the sample was constrained to prevent oversampling and imbalance in selected socio-demographic variables. The initial screening section of the survey presented a block of questions, including "Please select up to 5 home décor items you would purchase in the next 12 months," where the subjects had to choose at least one plant product option to continue. They were shown a picture of a houseplant and asked what their level of interest was in purchasing a similar product for themselves or as a gift for someone, how many houseplants the subject owns, and how often they purchase.

Only participants who showed neutral interest or greater, had at least one houseplant, and indicated that they purchased houseplants at least once a year continued to the survey as a houseplant buyer. Total, there were 1,700 subjects who passed the screening block. However, if they did not pass the screening section to be considered a houseplant buyer, 300 subjects were eligible to complete a survey regarding non-purchasing behaviors and attitudes.

Regardless of purchaser or non-purchaser status, subjects had to pass at least one of two attention checks in the survey to assure they were reading the questions. If a subject failed both checks, they were removed from the survey. If the subject failed the first check, they were given a reminder to read the questions carefully. These questions assured that the subjects who completed the survey were actively interested in purchasing houseplants, paid attention to the survey, and did not complete the survey purely for monetary compensation.

After the quality assurance question block, participants were asked preliminary houseplant questions. These questions included which occasions they gift houseplants for, which outlets they prefer to purchase houseplants from and the reasons they chose those outlets, and how much they spent on each of the houseplant categories (listed above) in the past 12 months. This gave base level information about their preferred method of purchase and core reasons they choose houseplants.

In the core section of the survey, subjects observed a subset of houseplant images and rated their likelihood to purchase, acceptable price range for the houseplant, and stated their perceptions of the level of care they associate with the plant to compare to past survey results. The likelihood to purchase questions included both self and gift purchasing. On a follow-up screen, the price range questions were open response with range limits preventing absurdly low and high responses.

Lastly, the level of care question associated with each houseplant image incorporated the subject's intrinsic associated level of care which could be a clearer explanation for if the subject had a high prospect to purchase the plant or not. A notable section included a deep dive into COVID-related behaviors and impacts analyzing factors such as if the person was furloughed or fired due to COVID, their mental health during COVID, if they purchased more plants due to being home, and if they acquired any hobbies during quarantine.

These measures were included to observe if plant purchases improved mood and if the consumers perceived their houseplant purchases to be inelastic, meaning that no matter their job or environmental circumstances they would still purchase plants. At the end of the survey, sociodemographic characteristics were collected to investigate if there were any differences associated with age, income, gender, region of residency, and other attributes that could explain the subjects' behavior.

Findings

Purchasers

- Houseplant Purchasers have great optimism about the future even though their personal and professional lives were heavily affected by COVID-19. Houseplants helped offset some of the negativity experienced by the respondents during COVID. In fact, many "Purchasers" felt that houseplants made them feel happier (Figure 103) during a particularly stressful time period.

- It is also promising to note that Purchasers increased their houseplant and gardening hobby in 2020 and stated that they anticipate increasing their purchasing and behaviors into 2021 (Figure 25). Anecdotally, this has been proven to be the case. Empirically, PCE data (personal consumption expenditure) data from the Bureau of Economic Analysis for flowers, seeds, and potted plants supports this stance as well, with each month of sales in 2021 surpassing 2020 on a YOY (year-over-year) basis.

- Flowering houseplants and succulents are the most frequently purchased plant types, but do not necessarily garner the highest prices by Purchasers (refer to Table 1 and Table 2 in the *Purchaser Pricing* section for specific values).

- Purchasers reported a projected increase in their houseplant spending from 2020 to 2021 in all of the houseplant categories. Flowering houseplants are the most purchased plant category among the 10 categories included in the survey. Yet, the most spending occurred in the bromeliads and indoor palms categories. Houseplants are most often kept in the living room or in a bedroom (70% of respondents), followed by the kitchen (47% of respondents). In general, the plant is considered to be more important than the container it is in, but, notably, 37% of Purchasers think that the container is just as important as the type of plant.

- The majority of Purchasers engage with houseplant retailers, organizations, and growers on social media, but approximately18% frequently purchase houseplants after seeing a plant business's social media posts (Figure 111). Interestingly, an almost equal percentage indicated the opposite and did not make purchases after seeing posts.

- Purchasers experienced both moderately positive and negative emotional states during the COVID-19 pandemic. However, in spite of starting with a less-than-positive or even negative emotional state during COVID, Purchasers have a distinctive level of optimism for the future stemming from houseplant purchases. In fact, two-thirds of Purchasers either strongly or moderately agreed that houseplants make them happier.

- Home improvement stores and independent garden centers are top-rated location choices for purchasing houseplants (Figure 112), however there was not a large discrepancy between any of the retail venues. Overall satisfaction ratings of retailers that sell houseplants indicate that most retailers are providing satisfactory to above satisfactory offerings, value, quality, and service (Figure 136).

- Some Purchasers engage with e-commerce retailers, but indicated they have some caution with purchasing live plants online (Figure 120). Some of the barriers preventing Purchasers from buying more online is the possibility of receiving damaged plants during shipping and being unable to see the product before they purchase. On average Purchasers have only purchased 1-3 plants online in the past. Yet, Purchasers indicate they plan to increase their online purchasing by 53% into 2021 and seem moderately interested in purchasing through e-commerce channels in the future.

- Lastly, houseplant Purchasers are not just for unmarried Millennials – there is representation across the board in age, gender, household size, and geographic location for those who purchase houseplants. It is safe to say that houseplants haven't just expanded to a new consumer segment for the green industry, but also deepened the current houseplant appreciation of Baby Boomers and Generation X consumers.

Non-Purchasers

- Houseplant “Non-Purchasers” are not as optimistic about their future as Purchasers. They also have lower ratings of positivity of health and well-being (Figure 174).
- When asked if their purchasing was COVID related or not, many Non-Purchasers indicated their purchasing behavior had not been affected much by COVID indicating that COVID-19 wasn’t the main reason these Non-Purchasers weren’t engaging in purchasing houseplants (Figure 170).
- Interestingly, there is some interest from Non-Purchasers in purchasing houseplants in the future (Figure 169). Additionally, Non-Purchasers do periodically engage with plant businesses online, but only 30% follow houseplant retailers and growers (very few follow houseplant societies or associations) (Figure 181-183).
- Non-Purchasers have experienced higher levels of negative and lower levels of positive emotional status during the COVID-19 pandemic. Most would say their mental health has improved somewhat since the beginning of the pandemic, but the majority indicate they believe there will be no change in their mental health status in 2021. Since 80-89% of Non-Purchasers considered Physical Health, Mental Health, and Financial Health to be important, emphasizing the health and wellness benefits of plants to them would perhaps appeal to these potential consumers.
- Demographically, nearly half of them are male. Most households have 1-3 three teens and/or 1-2 children present in the household. There is potential to reach these consumers. But due to some of the barriers expressed, these

consumers will have to be assured that houseplants are a valuable product both for themselves and as a gift for others.

Comparison between 2019 and 2021

- Comparing Purchasers from 2019 to 2021, Purchasers in 2021 own more plants and are more active in their houseplant hobby (Figure 202). However, interestingly they purchase less frequently and they are less likely to physically go to different shopping outlets than 2019 Purchasers indicated (Figure 203, Figure 241). This is likely a direct effect of COVID on shopping behaviors.

- 2021 Purchasers are willing to pay a higher average price at each price level in each plant category (refer to Pricing Section for more specific values). The four price categories included *Too Cheap, Bargain, Getting Expensive,* and *Too Expensive*, with the range of prices between *Bargain* and *Getting Expensive* considered the range of prices affecting likelihood of purchase the most.

- 2021 Purchasers are also more likely to give a houseplant as a gift, especially a "Get Well" gift (75% of 2021 Purchasers would give a houseplant as a "Get Well" gift, while only 12% of 2019 Purchasers indicated they would) (Figure 243).

- Like 2021 Purchasers, 2019 Purchasers were most concerned about price, selection, quality, and convenient location, in selecting the venue from which to make a purchase, but a greater number of Purchasers in 2019 were also concerned about service and unique product offerings. In 2021, however, the leading factor was convenient location (compared to price being the major factor in 2019), perhaps reflecting the effect of COVID shopping preferences (e.g., curbside pickup).

- 2021 Purchasers are older, with higher levels of education, income, and members in the household than 2019 Purchasers (Figure 244-247). Purchasers in 2019 were likely to be rural or small town dwelling consumers from the Northeast, Midwest, or West while 2021 Purchasers are likely to live in metropolitan or suburban areas and reside in the Southeast and Mid-Atlantic regions of the United States (Figure 252-253).

Reflections

- This report investigates consumer behavior in the houseplant market during the COVID-19 pandemic (2021) and compares this behavior with Pre-COVID (2019) behaviors. Purchasers of houseplants during COVID want and are willing to pay price premiums for quality houseplants that are: (a) attractive and augment their living spaces and (b) are beneficial to their physical and mental health. These consumers have demonstrated that they enjoy engaging in houseplant-related activities and will likely continue to engage in those activities post-COVID.

- Strategically, the industry would do well to continue to emphasize online and in-person engagement both with Purchasers and even with Non-Purchasers, because the results of this report indicate that some Non-Purchasers are not permanently so, in that some Non-Purchasers stated that they have previously engaged in purchasing and indicate they may wish to purchase more in the future even though they did not during the time frame of this study. This stated intention is relatively good news for houseplant industry firms.

- Respondents also indicated that houseplants are not only appropriate for gifting, but also for use during general occasions, like when hosting guests or decorating the workplace. They also indicated that they purchase houseplants “just because” or they purchase because the buyer wants the houseplant to care for and nurture for themselves. This is also good news for the industry, offering multiple opportunities to position marketing campaigns and messaging to encourage both initial and repeat purchases. Houseplant purchasing does not seem to be slowing down, as some in the industry felt might happen. Yet, evaluating this information over multiple years to show purchase trends may be beneficial to support any expansion plans by industry firms.

- Lastly, it appears that the industry has been leaving money on the table, so to speak, in that the price elasticity of demand appears favorable, with respondents indicating a general willingness to pay sometimes substantially higher prices than industry firms have been charging at retail. While firms may explore this option, they should bear in mind that some respondents (perhaps entry-level hourseplant purchasers) would still need a price that would attract them to the initial purchase. This would reflect that utilizing a dynamic pricing strategy might prove useful for differing levels of consumer price elasticity of demand that might exist in the marketplace.

Part I. Purchasers

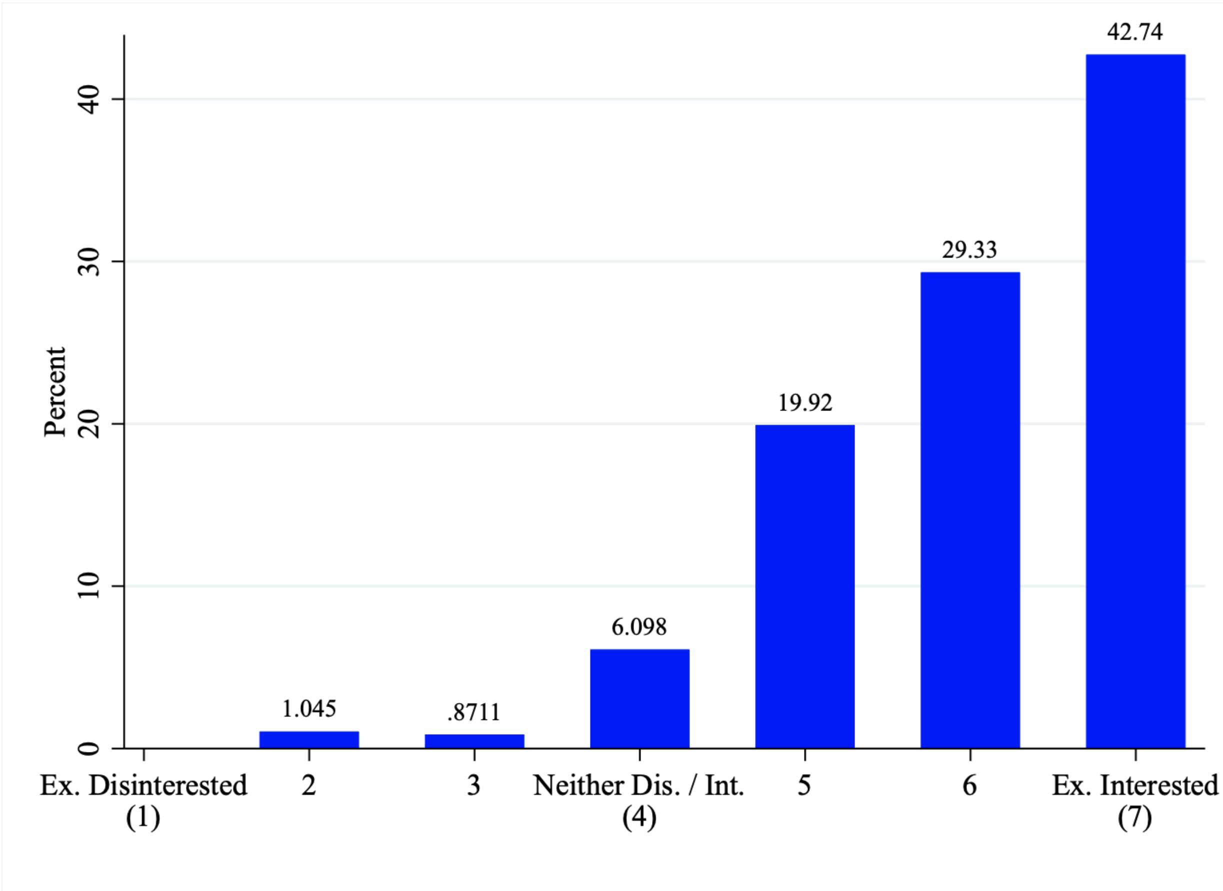
Houseplant Purchasers have great optimism about the future even though their personal and professional lives were heavily affected by COVID-19. Houseplants helped negate some of the negativity experienced by the subjects. In fact, many Purchasers felt that houseplants made them feel happier. It is also promising to note that Purchasers increased their houseplant and gardening hobby in 2020 and stated they anticipate increasing their purchasing and behaviors into 2021. Flowering houseplants and succulents are the most frequently purchased, but do not necessarily generate the highest prices viewed by Purchasers (refer to Purchaser Pricing section for specific values). The majority engage with houseplant retailers, organizations, and growers on social media, but only a subset frequently purchase products from plant businesses directly after seeing the business's posts.

Home improvement stores and independent garden centers are the top rated location choices (venues) for purchasing houseplants. Overall satisfaction ratings of retailers selling houseplants indicate that most retailers are providing satisfactory to above-satisfactory product offerings, as well as value, quality, and service. Some Purchasers engage with e-commerce retailers, but they exercise some caution when purchasing live plants online. Lastly, Houseplant Purchasers are not just unmarried Millennials – there is representation across the board in age, gender, household size, and geographic location as to who purchases houseplants. It is safe to say that houseplants haven't just expanded to a new consumer segment for the green industry, but also deepened the current usage among Baby Boomers and Generation X consumers.

Spending and Habits in 2020

In general, there is a high level of interest in purchasing houseplants. Most Purchasers only own a few houseplants (1-5), but there is a subset of Purchasers who own a multitude of houseplants. Spending only increased slightly, 5%, in 2020. But the increase in hobbies – especially in gardening – increased dramatically. This included more time allocated by the respondents to the care, maintenance, and enjoyment of their houseplants (an increase in time and care of 31%). This is supported by other 3rd-party surveys such as the 2021 National Gardening Survey.

Figure 1. Purchasers interest in purchasing houseplants in 2020[1]

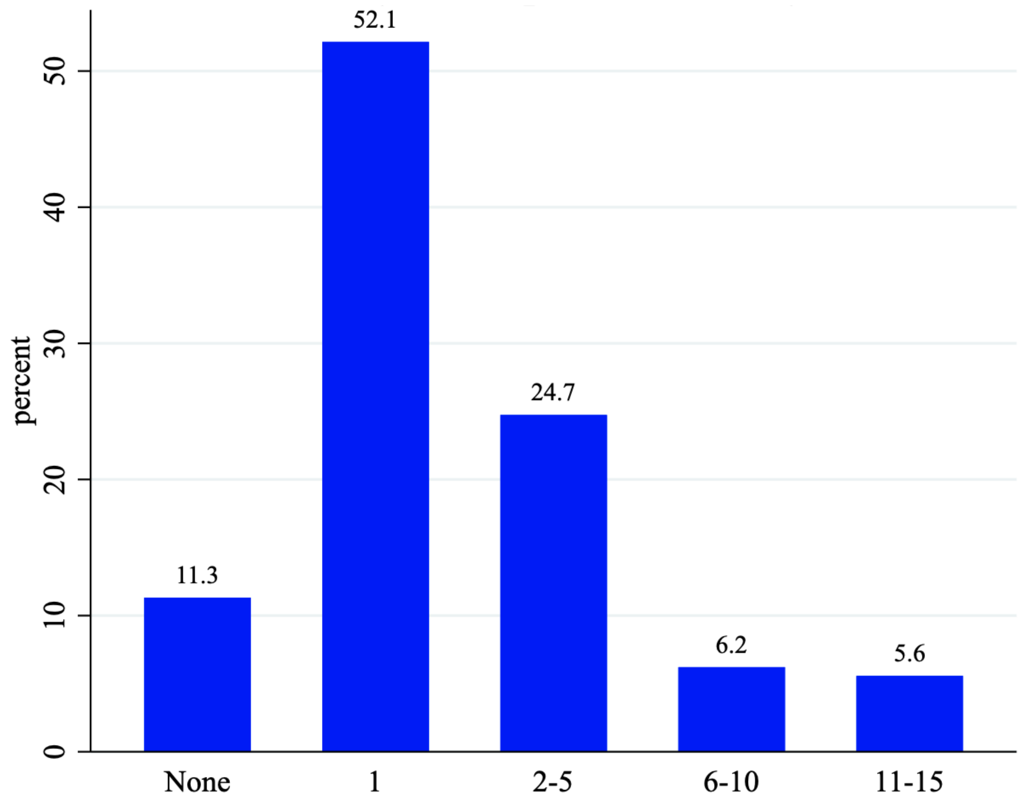


In 2020, most Purchasers (42.7%) reported extremely high levels of interest in purchasing houseplants. Combined, over 90% of respondents were interested in purchasing houseplants.

This was one of the screen-out questions the participants had to answer to proceed to the main portion of the survey. If they answered "Extremely disinterested (1)" they were not considered a Purchaser.

[1] Question (Q7): The following are some examples of live houseplant products that you will evaluate in this survey. How interested are you in purchasing similar products for yourself or as a gift for someone? N = 1722.

Figure 2. The number of houseplants that Purchaser respondents owned in 2020[2]



52% of Purchasers own one houseplant.

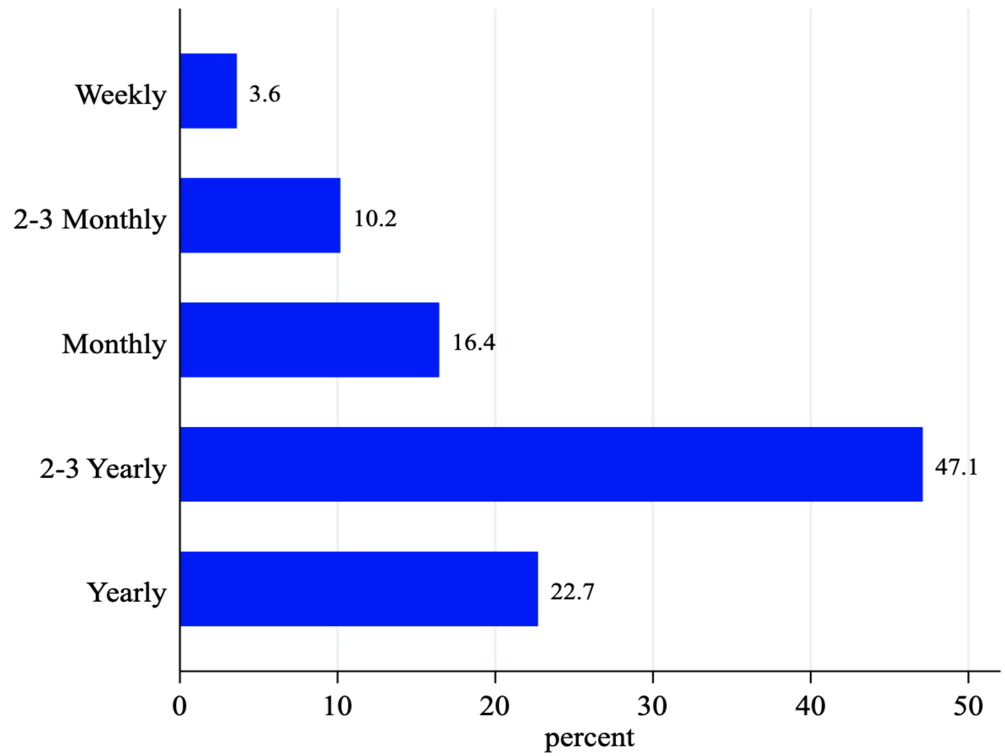
Approximately 12% own more than 6 houseplants.

Although 92% of respondents reported they were interested in purchasing houseplants, 89% owned (i.e., 11% reported no ownership of houseplants).

Approximately 89% of participants in the Purchaser segment owned at least 1 plant in 2020.

[2] Question (Q8): How many houseplants do you currently own? N = 1722.

Figure 3. Frequency of houseplant purchase by Purchasers in 2020[3]



Most Purchasers purchased houseplants either 2-3 times a year (47%) or once yearly (23%).

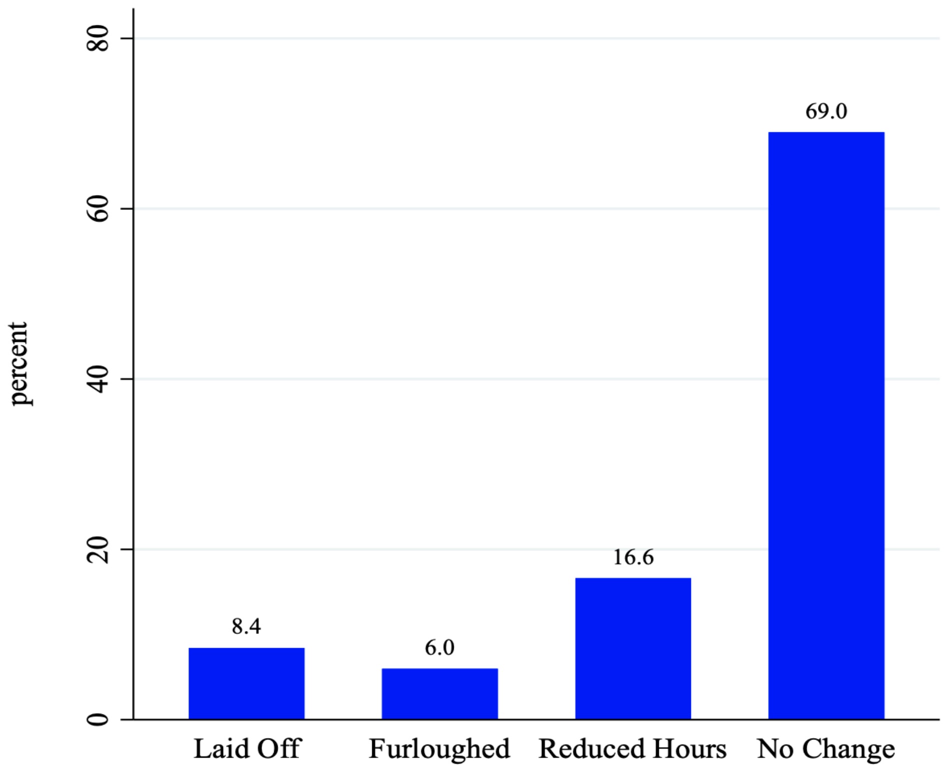
Monthly purchasers of houseplants were relatively small portion of the Purchaser segment (16%).

More frequent purchasing happened to a lesser extent.

- Only 4% of consumers purchased houseplants weekly.
- Only 10% purchased 2-3 times a month

[3] Question (Q9): How often do you usually purchase houseplant products? N = 1722.

Figure 4. Have you had a change in employment due to COVID-19[4]



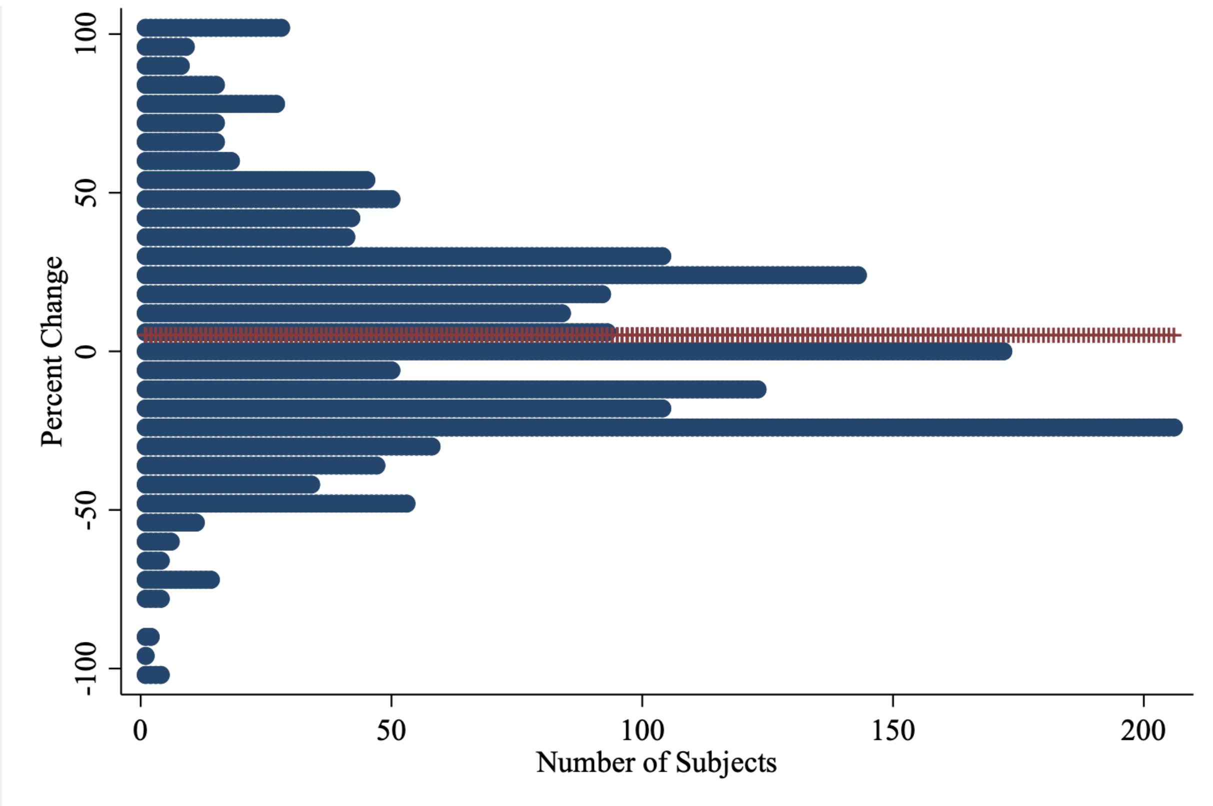
Nearly two-thirds of Purchasers experienced no change in employment status, indicating that COVID-19 did not affect their income through change in job status.

8% were laid off due to COVID-19

6% were furloughed and 17% were required to take reduced work hours.

[4] Question (Q42): Have you been laid off or furloughed with your job due to COVID-19? N = 1722.

Figure 5. Has your spending in 2020 increased or decreased?[5]

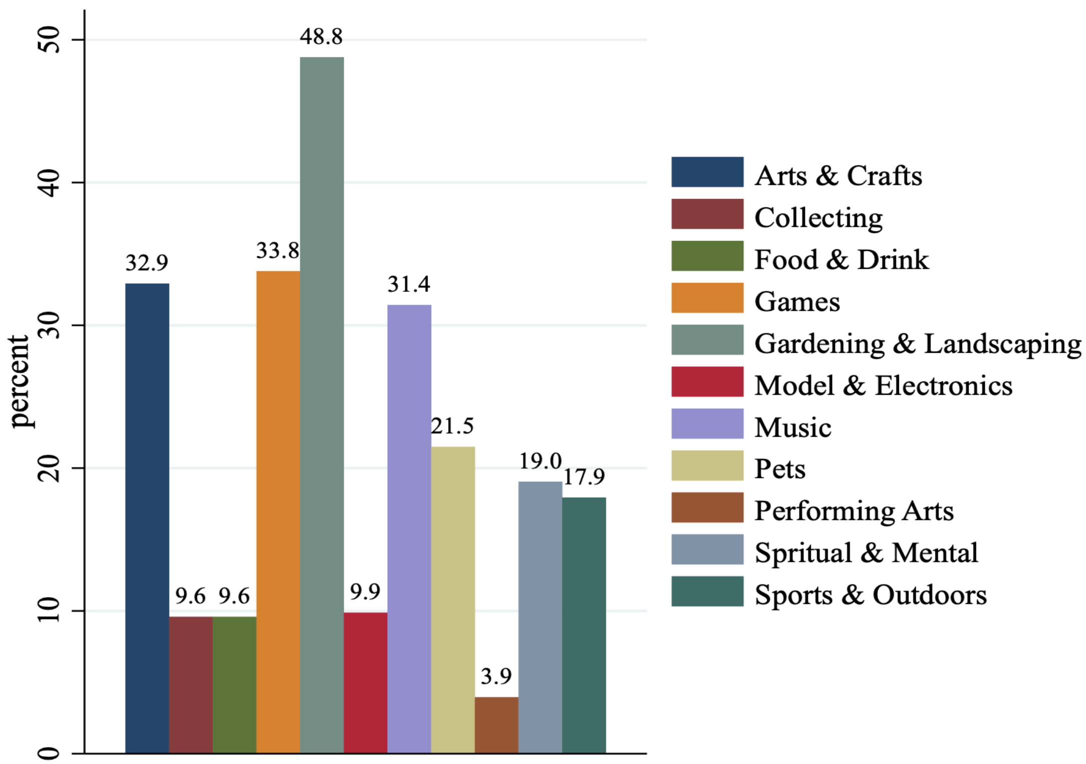


Mean spending by Purchasers was slightly above 0 at a 5% increase in spending in 2020.

Most participants either had moderate increases in spending (25%) or moderate decreases in spending (-25%).

[5] Question (Q43): Please indicate the percentage you believe your spending has increased or decreased in 2020: N = 1722.

Figure 6. Have you started new hobbies during the pandemic?[6]



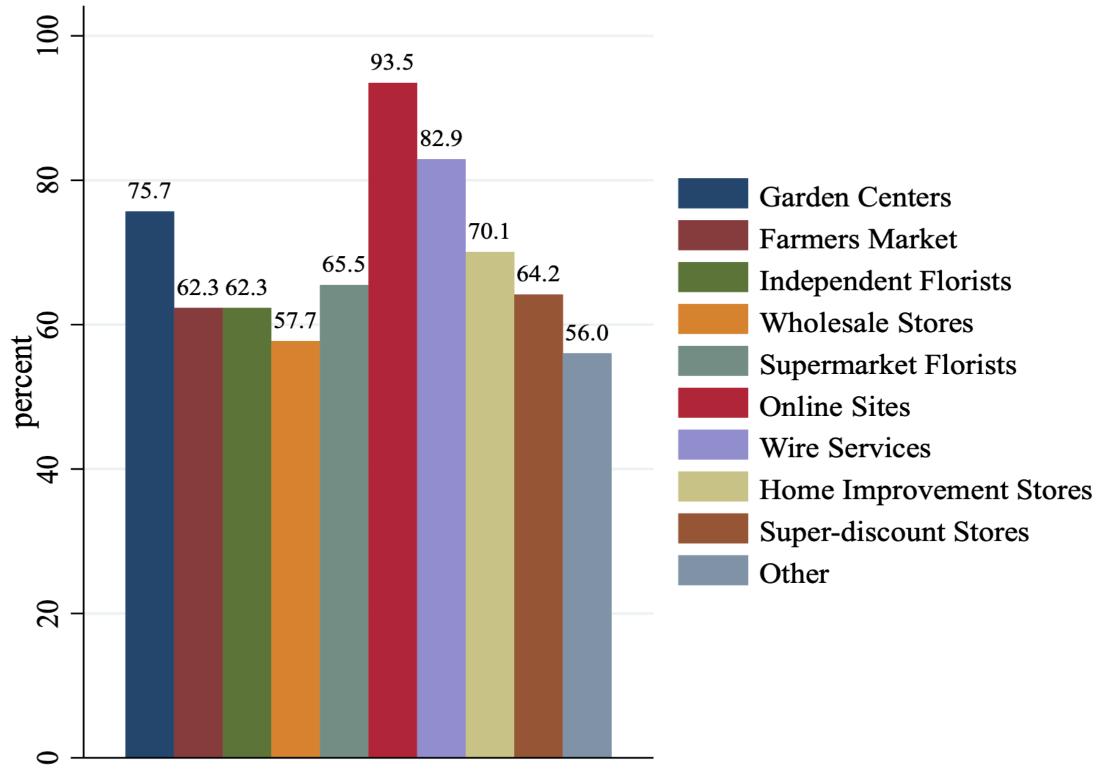
Because this is a survey about houseplants, it is expected that nearly half of the respondents participated in related activities such as gardening & landscaping during COVID-19.

Nearly 1/3 of Purchasers participated in arts & crafts, games, and music.

20% of Purchasers acquired a new pet.

[6] Question (Q44): Have you started more hobbies during the pandemic? Please select each category that applies. N = 1722.

Figure 7. How safe or comfortable are you with visiting each of these locations?[7]



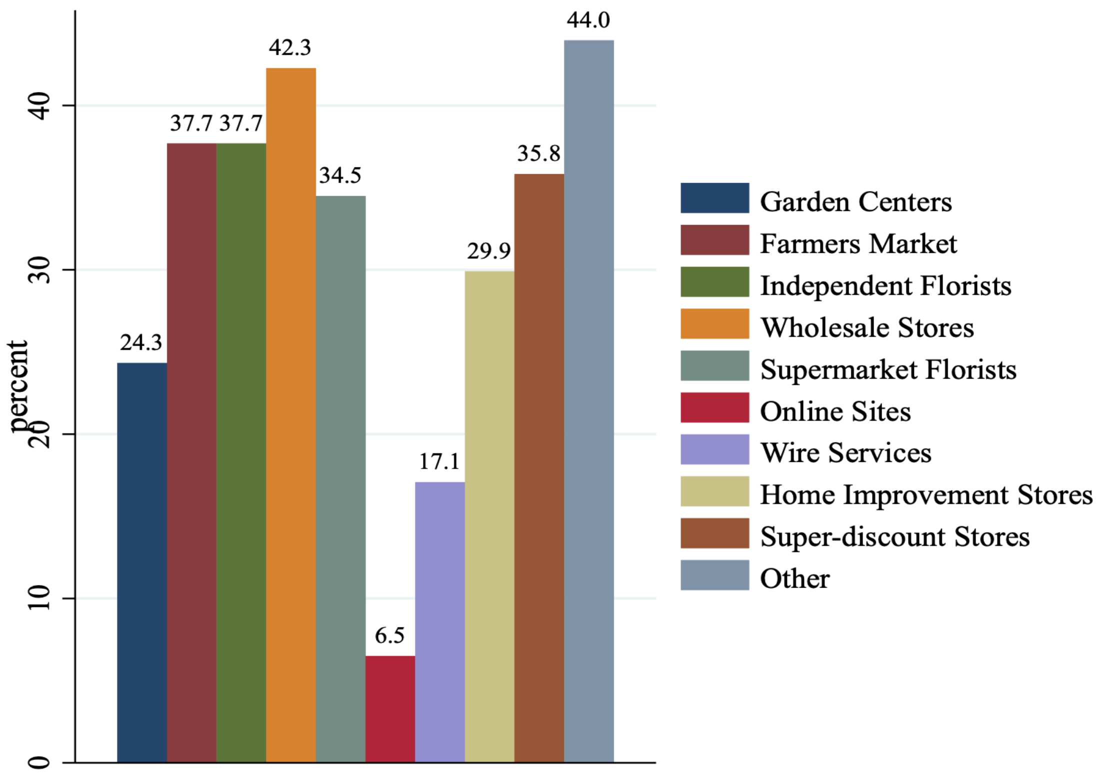
Most Purchasers were comfortable visiting online sites (94%) or Wire Services (83%).

Over half of Purchasers were comfortable visiting each of the location choices in 2020.

The top 3 physical locations: Garden Centers (76%), Home Improvement Stores (70%), and Supermarket Florists (66%).

[7]Question (Q45): In 2020, how comfortable were you with visiting each of the establishments listed below? (safe/comfortable vs. unsafe/uncomfortable) N = 1722.

Figure 8. How uncomfortable are you with visiting each of these locations?[8]



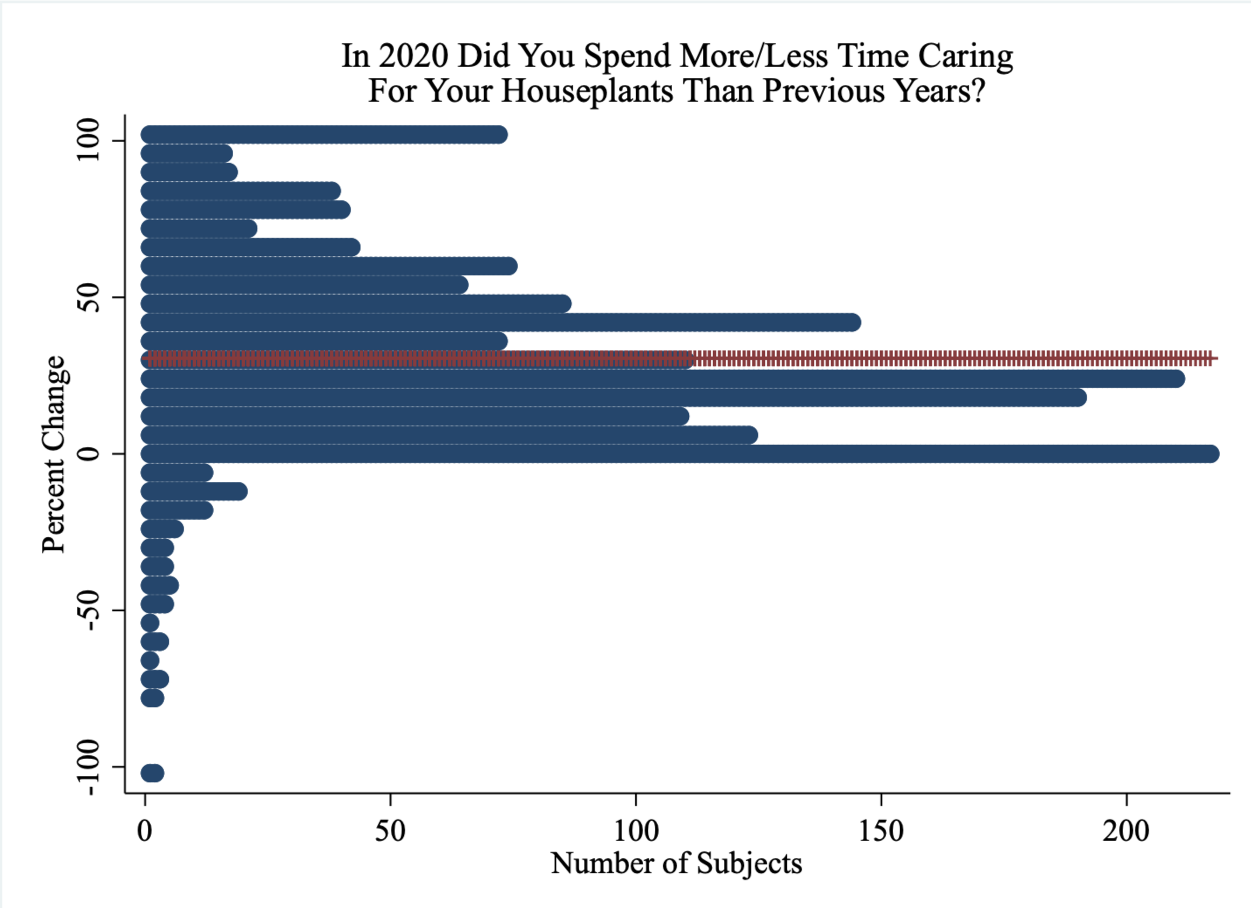
In 2020, most Purchasers were not uncomfortable visiting places.

Places least comfortable to visit during 2020: Wholesale Stores (42%) and "Other" Locations (44%), namely:

- Gas Stations
- Restaurants
- Neighbors' Homes
- Family Gatherings

[8] Question (Q45): In 2020, how comfortable were you with visiting each of the establishments listed below? N = 1722.

Figure 9. The percentage of increased or decreased time spent caring for houseplants in 2020[9]



On average Purchasers spent more time in 2020 caring for their houseplants than previous years (31%).

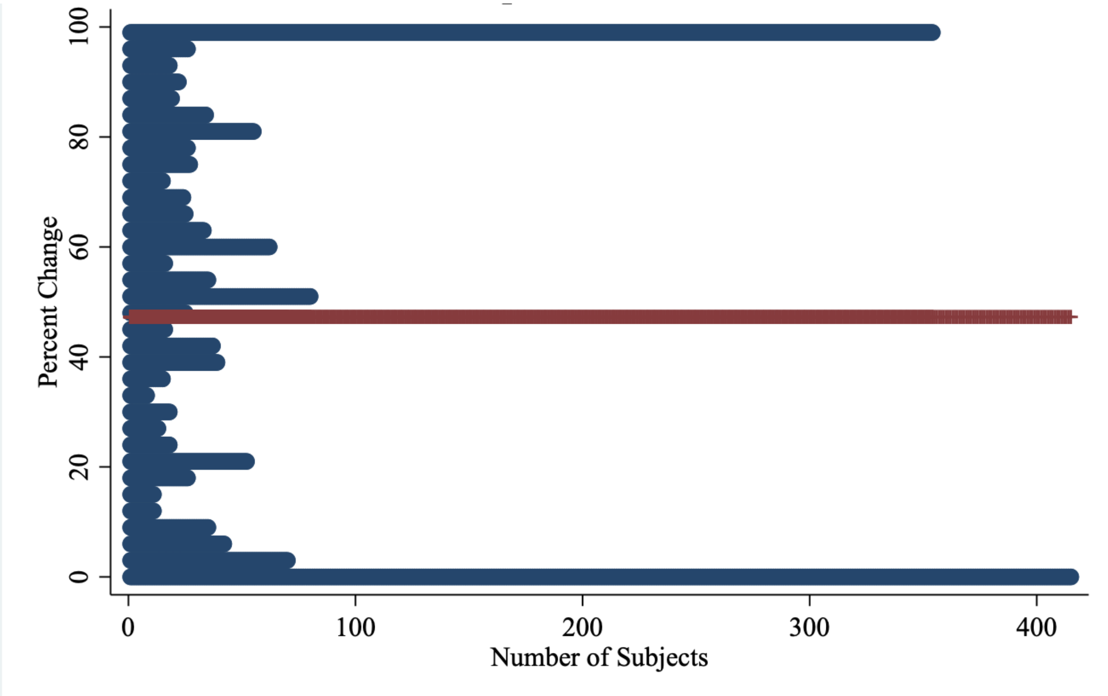
Very few Purchasers spent less time caring for their houseplants.

[9] Question (Q47): In 2020, have you spent more or less time caring for your houseplants than in previous years? Please indicate the percentage increase or decrease. N = 1722.

Spending and Habits in 2021

Purchasers are hopeful and optimistic about their purchasing in 2021, their sustained hobbies, and the ability to attend events in person.

Figure 10. The percentage of time Purchasers will spend working from home in 2021[10]

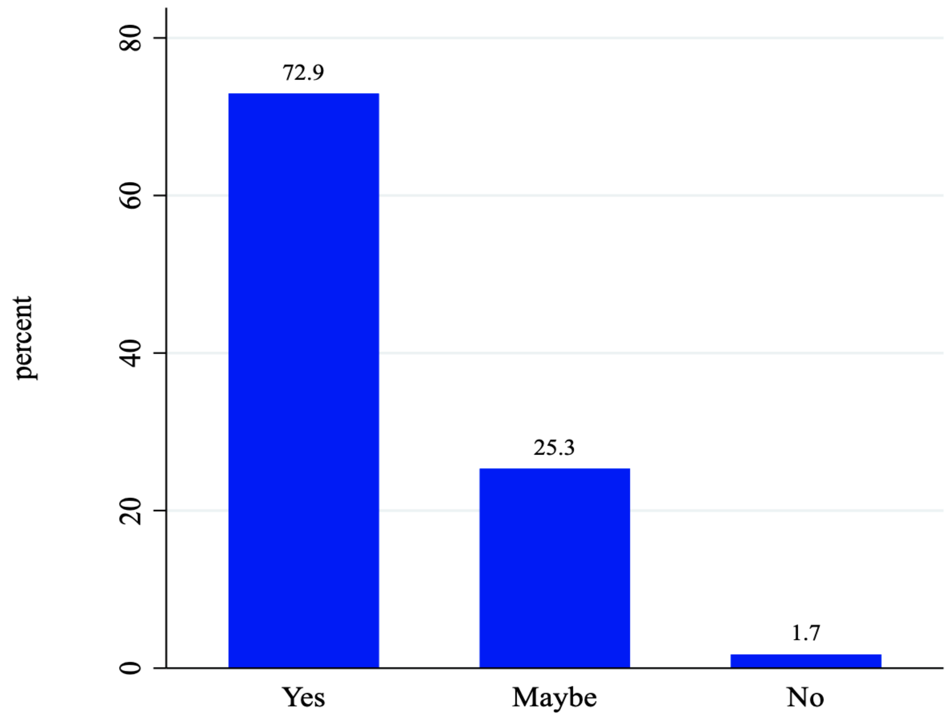


Purchasers indicated they will spend 47% more time working from home than in previous years.

The distribution of responses was fairly evenly distributed, but also bipolar, with the majority of Purchasers indicating they will spend 100% of their time working at home and on the opposite side of the spectrum, not working from home at all.

[10] In 2021, what is your best estimate of the percentage of your work that will remain at home? Please indicate the percentage below. N = 1722.

Figure 11. Do you plan to continue your hobbies in 2021 at the same level as in 2020?[11]



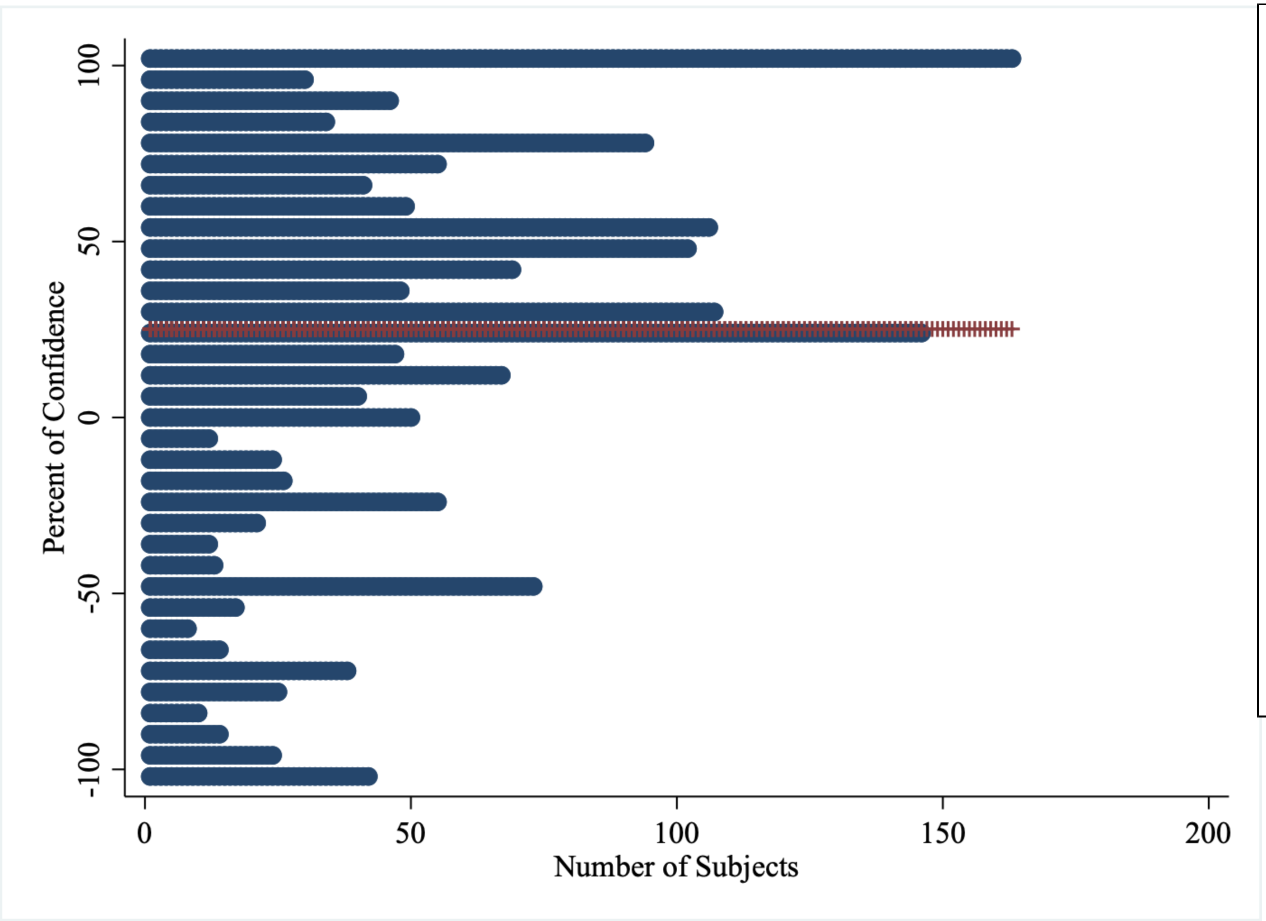
73% of Purchasers plan to continue their increased hobby activity at the same level as in 2020.

25% were considering maintaining their hobbies.

2% do not plan to continue their hobbies at the same level.

[11] Question (Q53) In 2021, do you plan to continue your hobbies at the same level that you engaged in during 2020? N = 1722.

Figure 12. How confident are you to be attending social events in-person in 2021?[12]



On average, Purchasers are 25% confident they will be attending social events in-person in 2021.

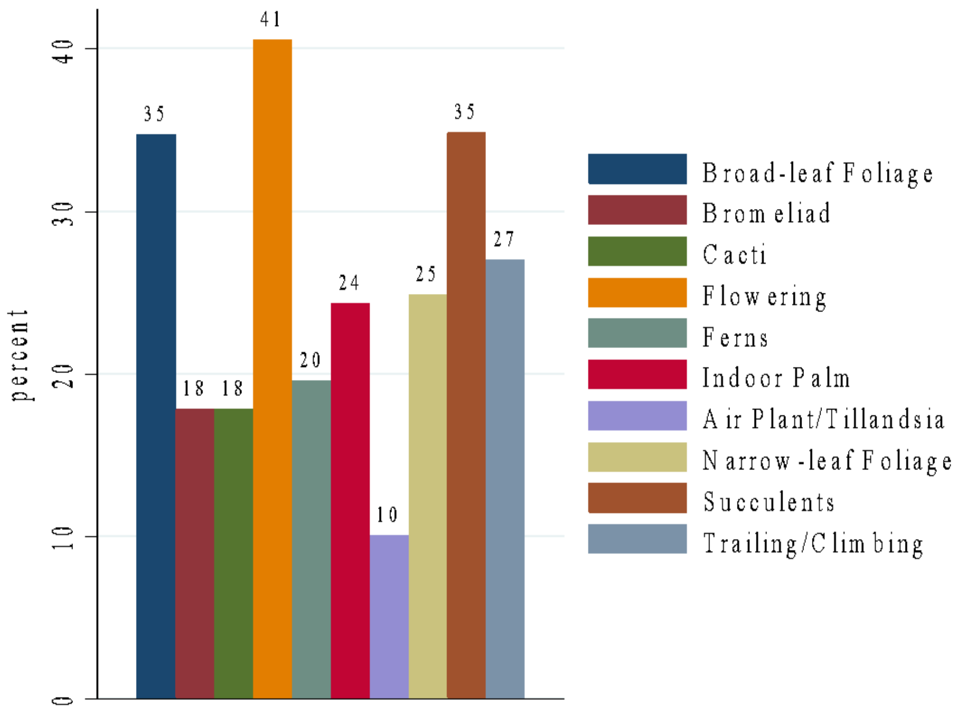
The distribution ranges from -100% (low confidence) to 100% (high levels of confidence).

[12] Question (Q54): How confident are you that you will be attending social events (e.g., parties, concerts, meetings) in-person in 2021? Please indicate the percentage below. N = 1722.

Plant Categories

Purchasers reported a projected increase in their houseplant spending from 2020 to 2021 in all of the houseplant categories. Flowering houseplants are the most purchased plant category among the 10 categories included in the survey. Yet, the most spending occurred in the bromeliads and indoor palms categories. Houseplants are most often kept in the living room or in a bedroom (70% of respondents), followed by the kitchen (47% of respondents). In general, the plant is considered to be more important than the container it is in, but, notably, 37% of Purchasers think that the container is just as important as the type of plant.

Figure 13. Which types of houseplants did you purchase in 2020?[13]

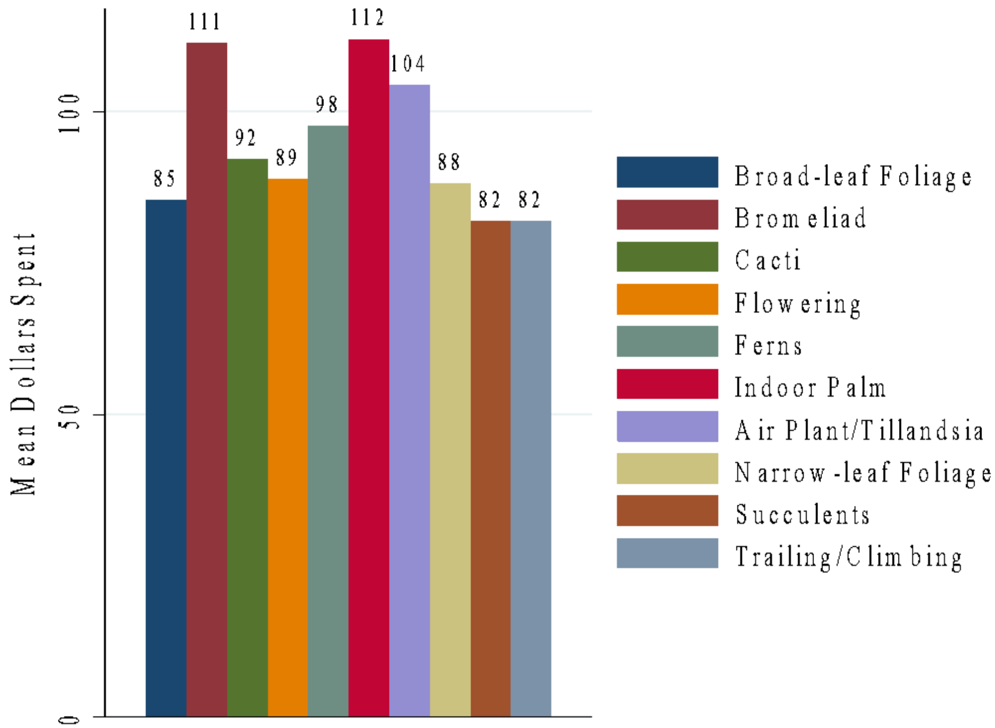


Purchasers most frequently purchased flowering houseplants (41%) followed by broad-leaf foliage houseplants (35%) and succulents (35%).

Approximately 25% of Purchasers purchased indoor palms (24%), narrow-leaf foliage houseplants (24%), and trailing or climbing houseplants (27%).

[13]Question (Q48): Which of these houseplant categories have you purchased in 2020? Select all that apply. N = 1722.

Figure 14. How much did Purchasers spend in each houseplant category in 2020?[14]



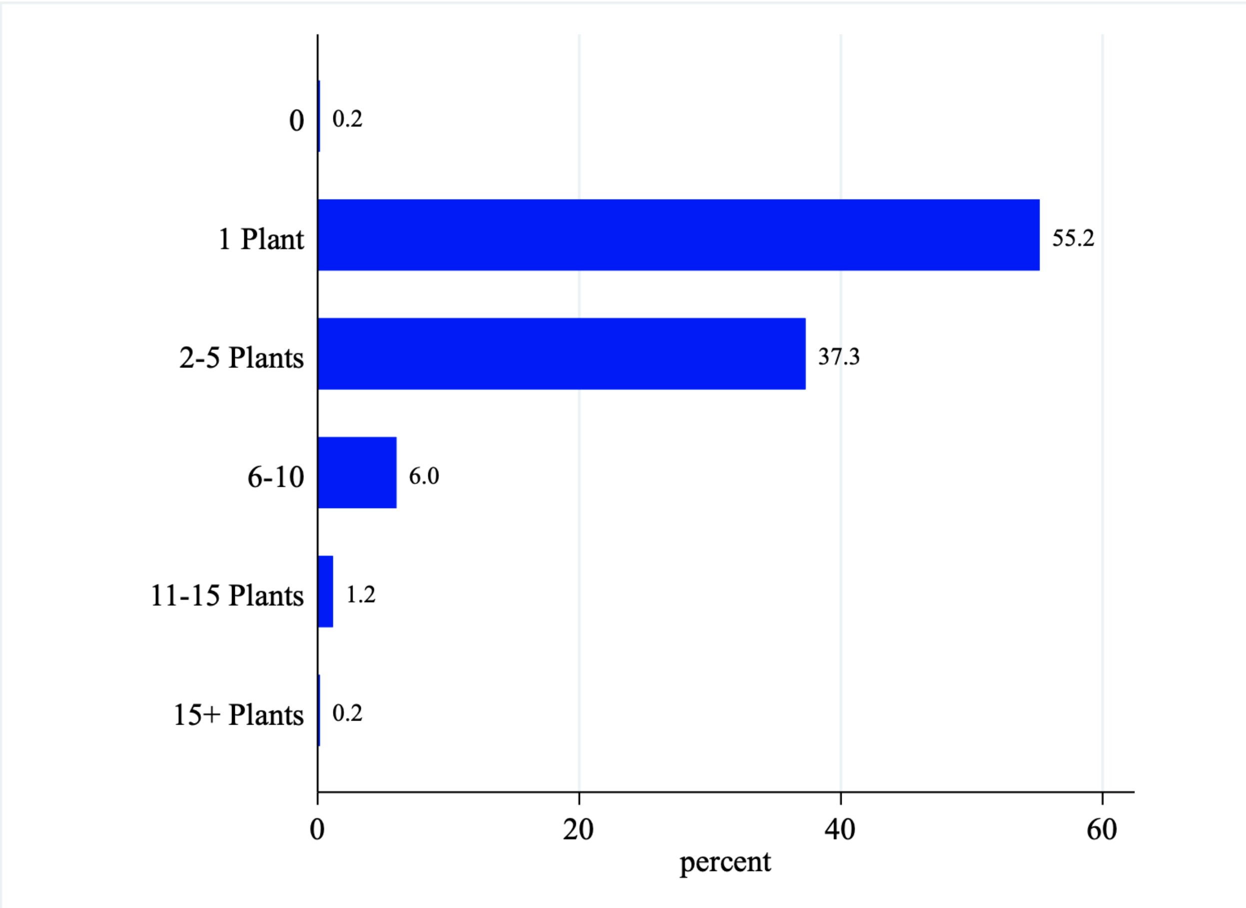
Purchasers spent the most in the plant categories of bromeliads ($111), indoor palms ($112), and air plants/*Tillandsia* ($104) in 2020.

Purchasers spent $92 on cacti and $98 on ferns.

Purchasers spent $80-$89 in broad-leaf foliage, flowering houseplants, narrow-leaf foliage, succulents, and trailing or climbing houseplants.

[14] Question (Q49): In the past 12 months (2020), approximately how much did your household spend on the following categories of houseplants? N = 1722.

Figure 15. How many broad-leaf foliage houseplants did you purchase in 2020?[15]

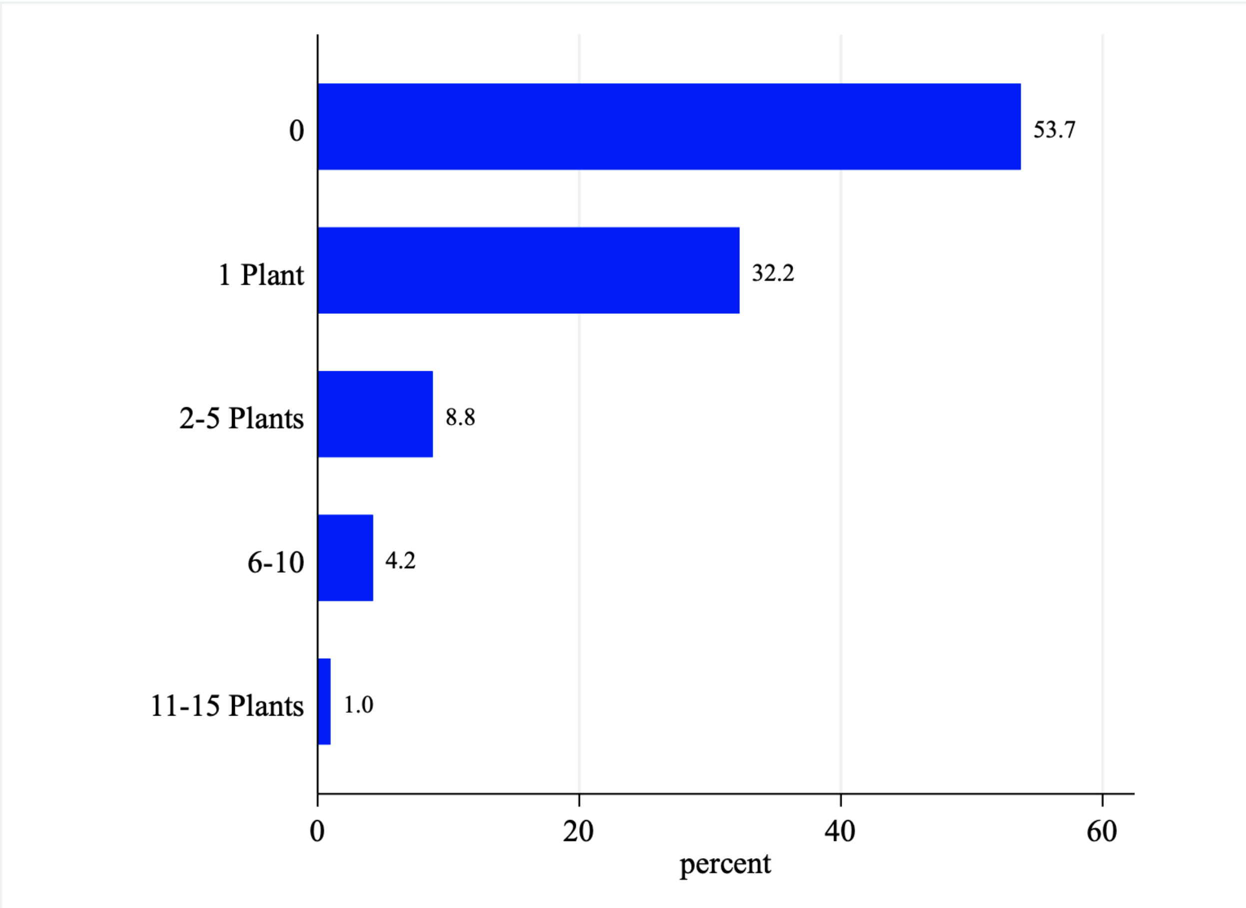


99.8% of Purchasers purchased a broad-leaf foliage houseplant in 2020.

A large portion of Purchasers (44.7%) purchased more than one broad-leaf foliage houseplant.

[15] Question (Q50): In the past 12 months (2020), please select the number of plants purchased in each category: Broad-leaf Foliage. N = 598.

Figure 16. How many bromeliads did you purchase in 2020?[16]

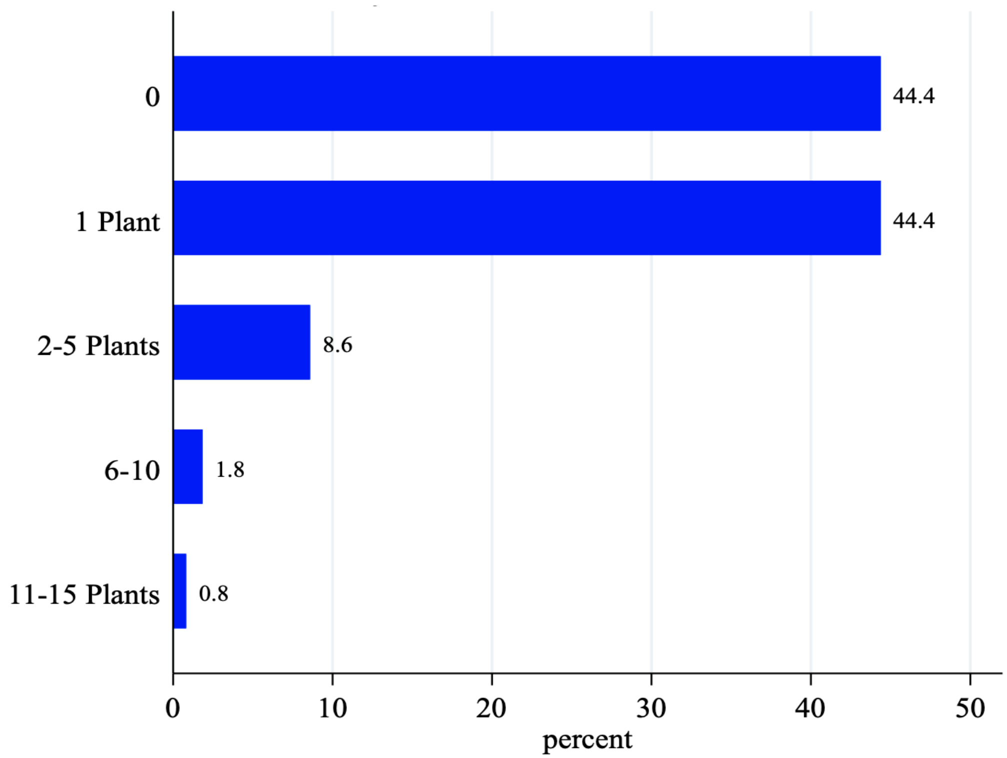


46.3% of Purchasers purchased a bromeliad in 2020.

A relatively small portion of Purchasers (14%) purchased more than one bromeliad.

[16] Question (Q50): In the past 12 months (2020), please select the number of plants purchased in each category: Bromeliad. N = 307.

Figure 17. How many cacti did you purchase in 2020?[17]

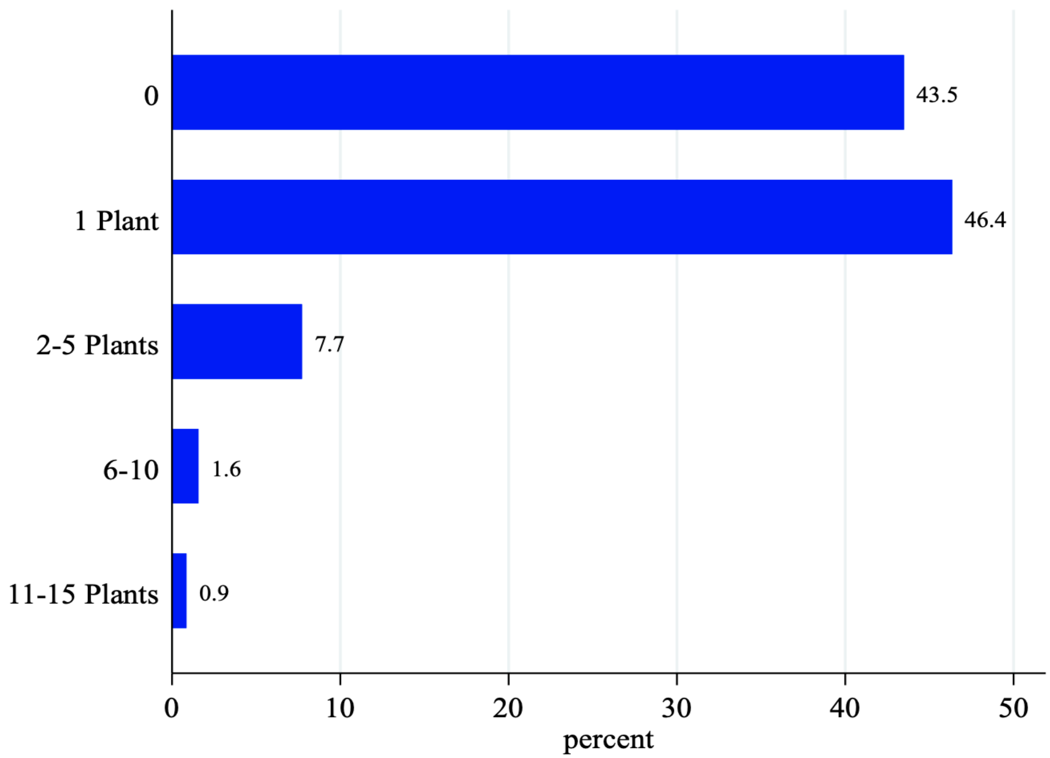


55.6% of Purchasers purchased one or more cactus plants in 2020.

A relatively small portion of Purchasers (11%) purchased more than one cactus.

[17]Question (Q50): In the past 12 months (2020), please select the number of plants purchased in each category: Cacti. N = 489.

Figure 18. How many flowering houseplants did you purchase in 2020?[18]

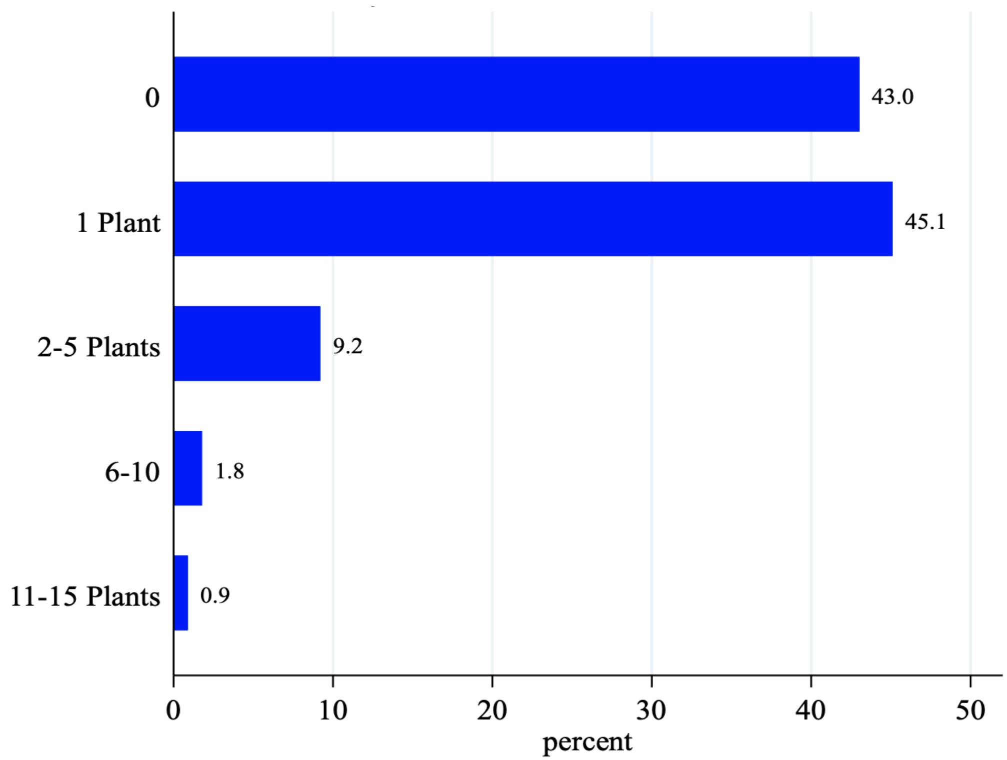


46% of Purchasers purchased one flowering houseplant in 2020.

About 10% of Purchasers purchased more than one flowering houseplant in 2020.

[18] In the past 12 months (2020), please select the number of plants purchased in each category: Flowering Houseplant. N = 699.

Figure 19. How many ferns did you purchase in 2020?[19]

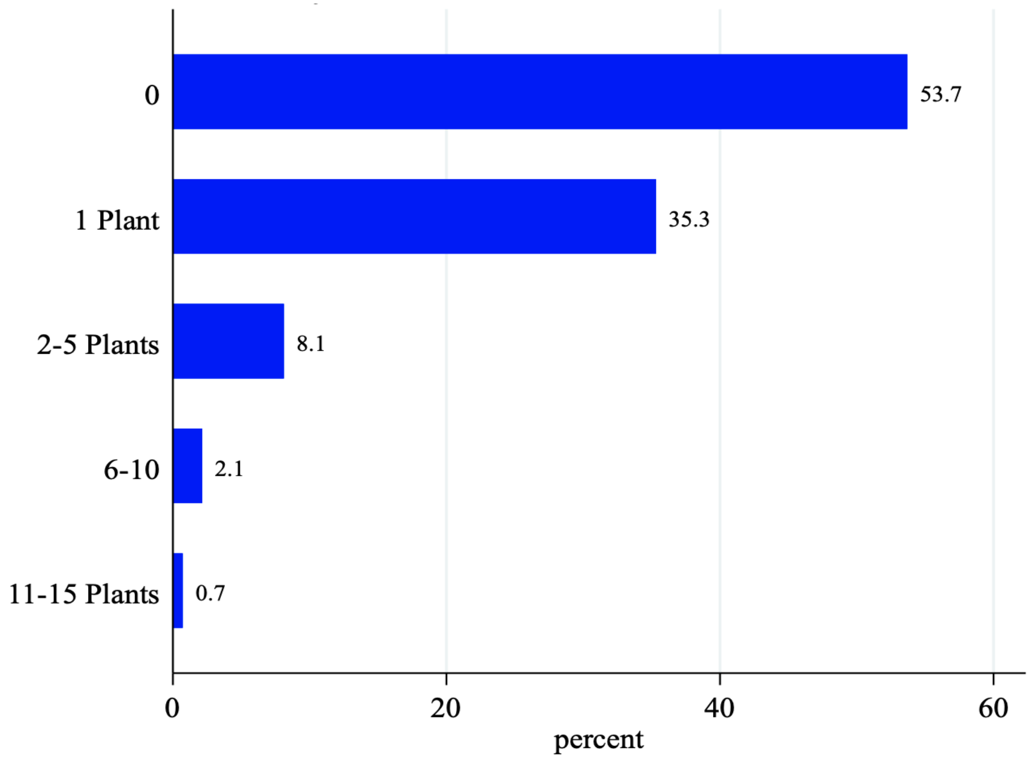


45% of Purchasers purchased one fern in 2020.

12% of Purchasers purchased more than one fern in 2020.

[19] Question (Q50): In the past 12 months (2020), please select the number of plants purchased in each category: Fern. N = 337.

Figure 20. How many indoor palms did you purchase in 2020?[20]

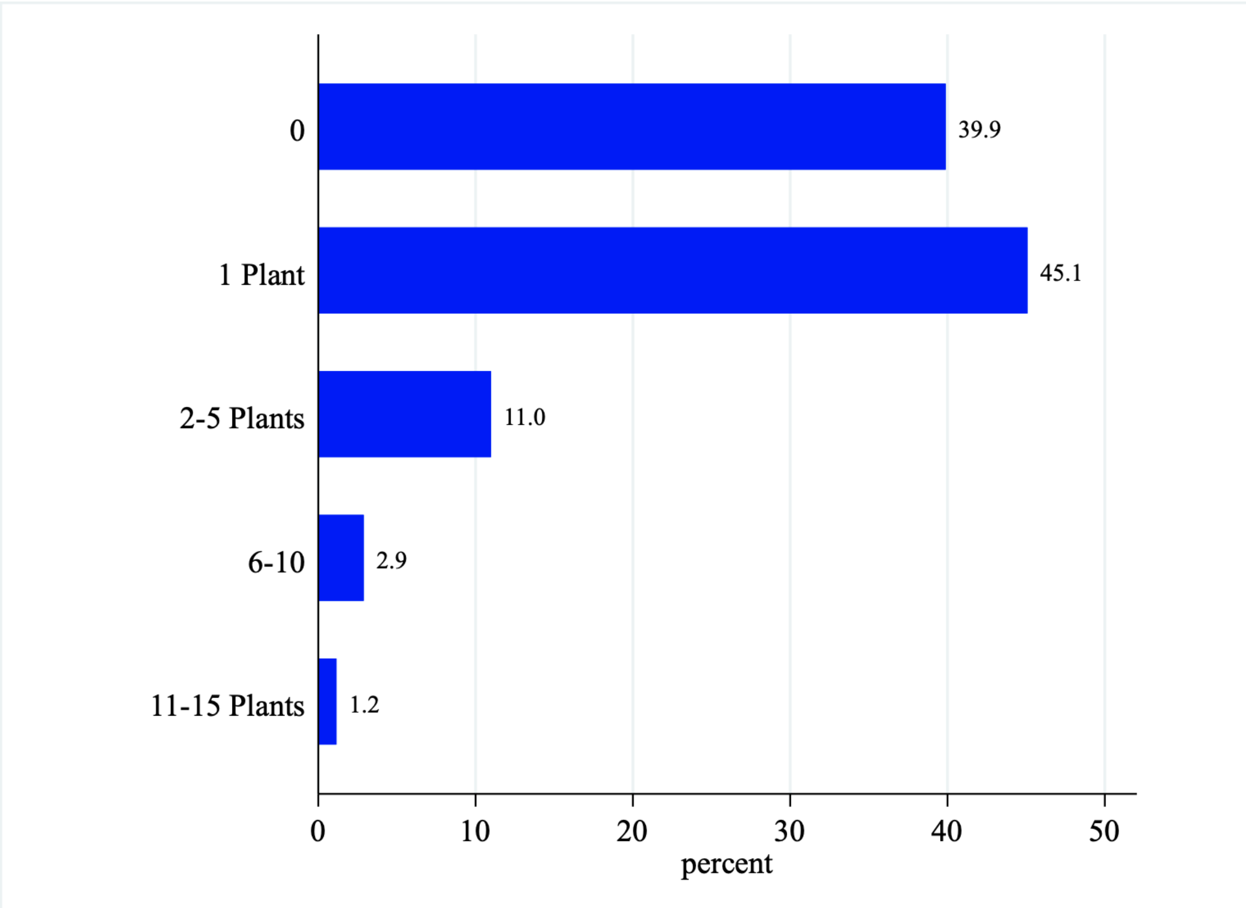


35% of Purchasers purchased one indoor palm in 2020.

11% of Purchasers purchased more than one indoor palm in 2020.

[20] Question (Q50): In the past 12 months (2020), please select the number of plants purchased in each category: Indoor Palm. N = 419.

Figure 21. How many air plants did you purchase in 2020?[21]

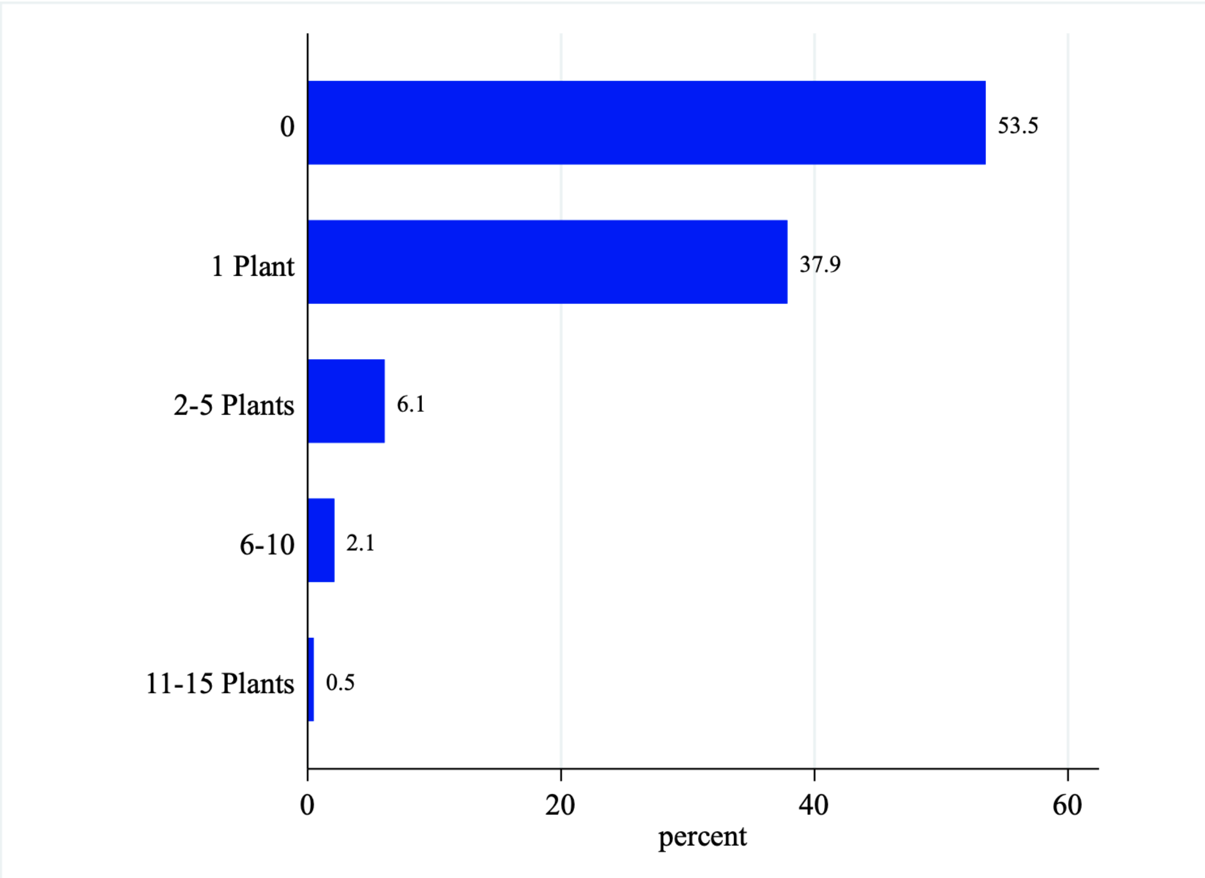


60% of Purchasers purchased one or more air plants in 2020.

About 15% of Purchasers purchased more than one air plant in 2020.

[21] Question (Q50): In the past 12 months (2020), please select the number of plants purchased in each category: Air Plant. N = 173.

Figure 22. How many narrow-leaf foliage houseplants did you purchase in 2020?[22]

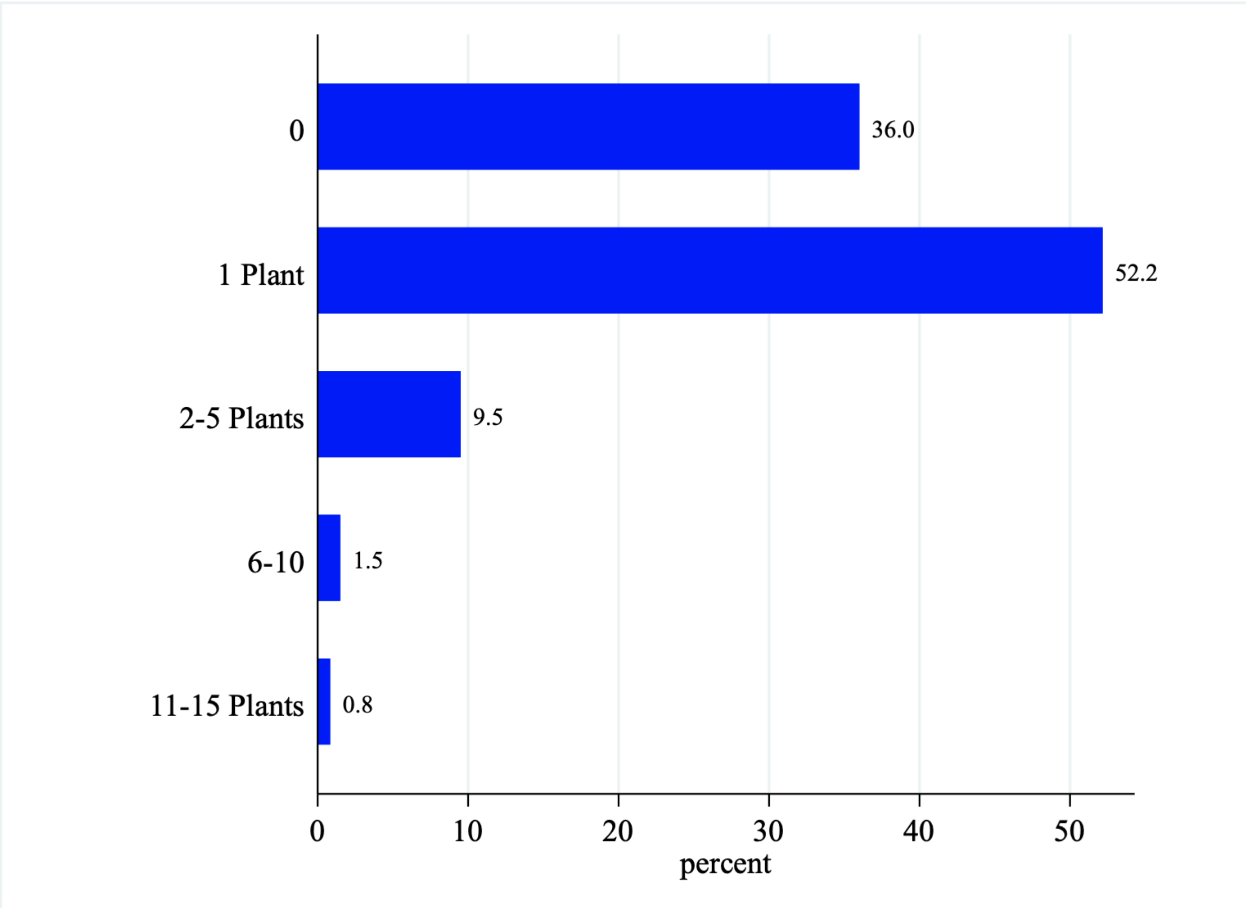


38% of Purchasers purchased one narrow-leafed foliage houseplant in 2020.

9% of Purchasers purchased more than one narrow-leafed foliage houseplant in 2020.

[22]Question (Q50): In the past 12 months (2020), please select the number of plants purchased in each category: Narrow-leaf Foliage. N = 428.

Figure 23. How many succulents did you purchase in 2020?[23]

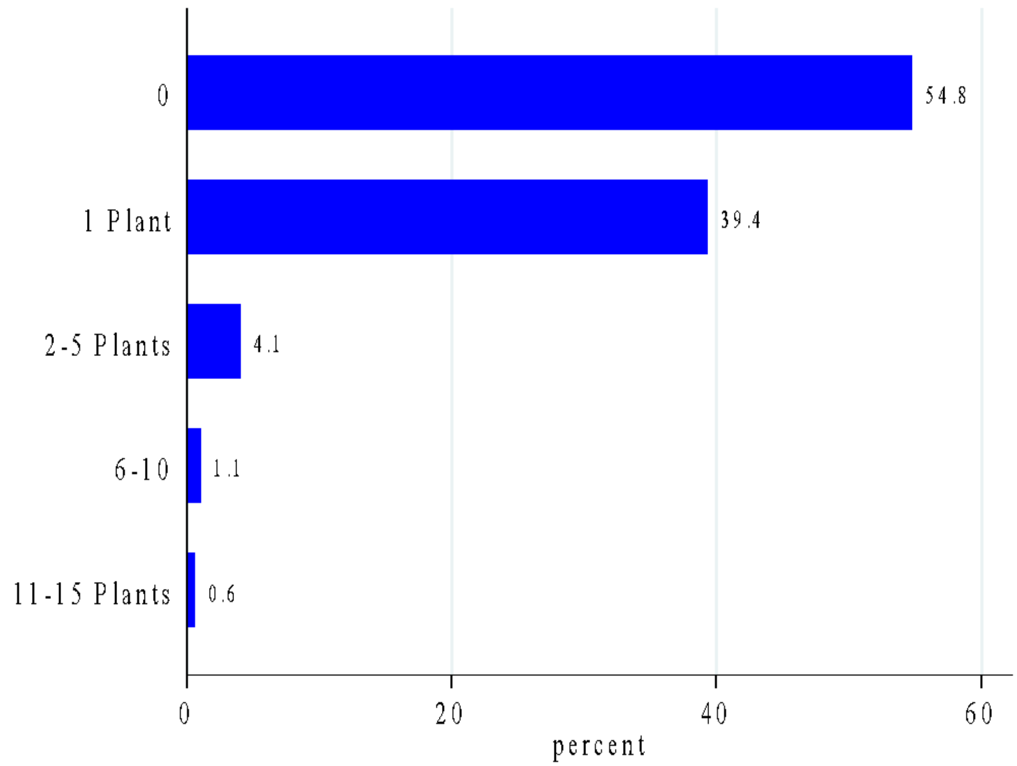


64% of Purchasers purchased one or more succulents in 2020.

A relatively small portion of Purchasers (12%) purchased more than one succulent..

[23] Question (Q50): In the past 12 months (2020), please select the number of plants purchased in each category: Succulent. N = 600.

Figure 24. How many trailing or climbing houseplants did you purchase in 2020?[24]

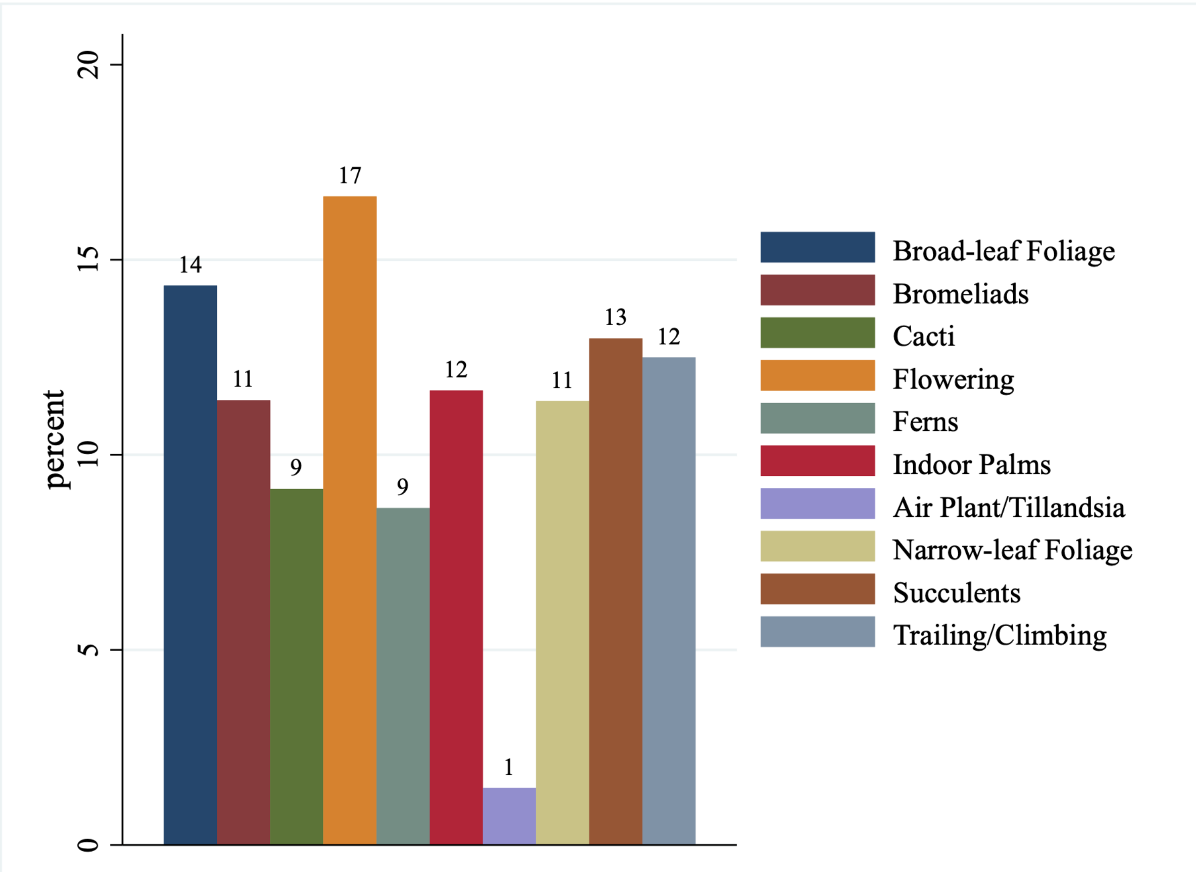


39% of Purchasers purchased one trailing or climbing houseplant in 2020.

6% of Purchasers purchased more than one trailing or climbing houseplants in 2020.

[24] Question (Q50): In the past 12 months (2020), please select the number of plants purchased in each category: Trailing/Climbing Houseplants. N = 465.

Figure 25. Purchasers projected increase in expenditures of houseplants in 2021[25]



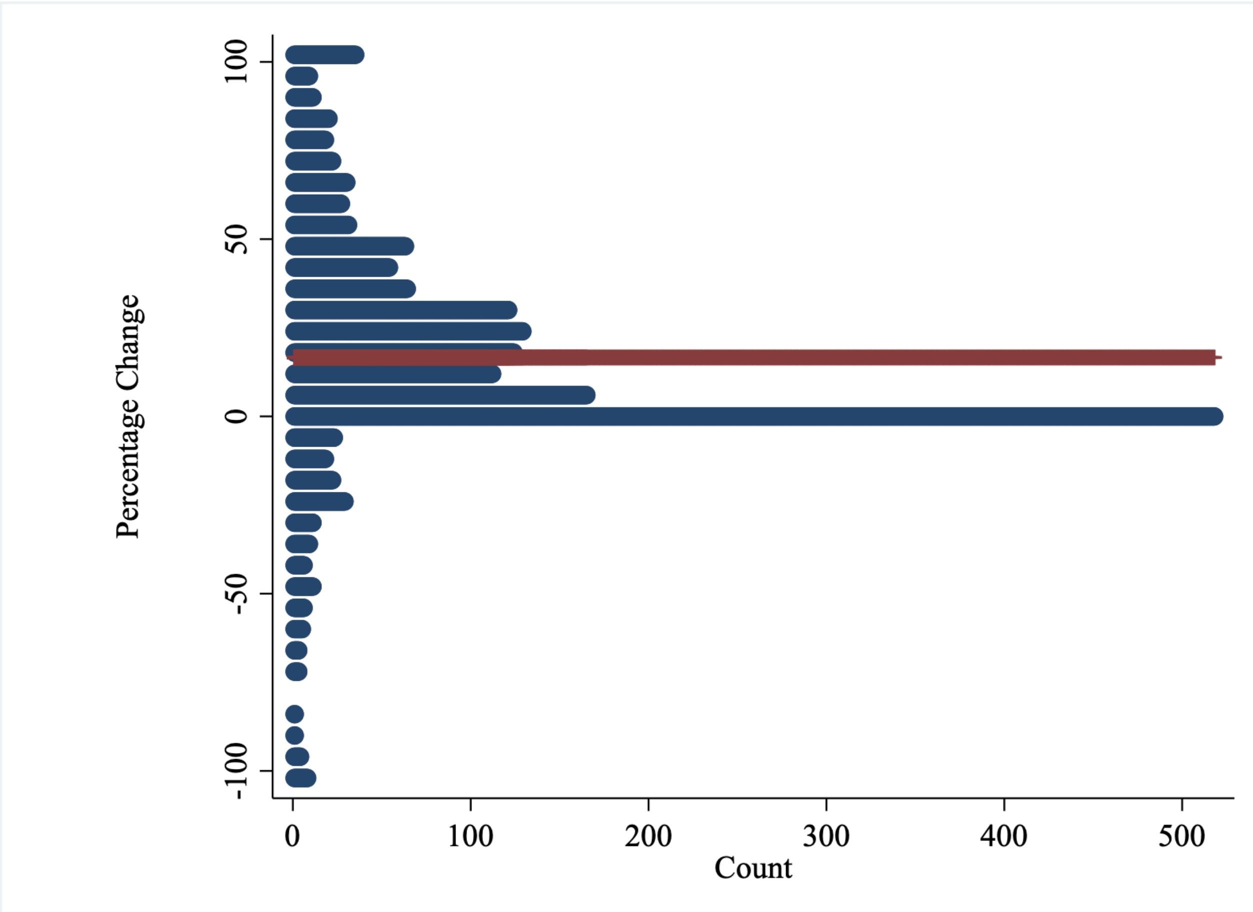
Purchasers plan to increase their houseplant expenditures from 2020 to 2021 in all categories.

The greatest increase is with Flowering Houseplants (17%).

The smallest increase is for Air Plants (1.5%).

[25] Question (Q55): In the coming 12 months (2021), to what extent do you think your expenditures will change in each category compared to 2020? Please indicate the percentage below. N = 1722.

Figure 26. How much will your purchasing expenditures for flowering houseplants change from 2020 to 2021 for Purchasers?[26]



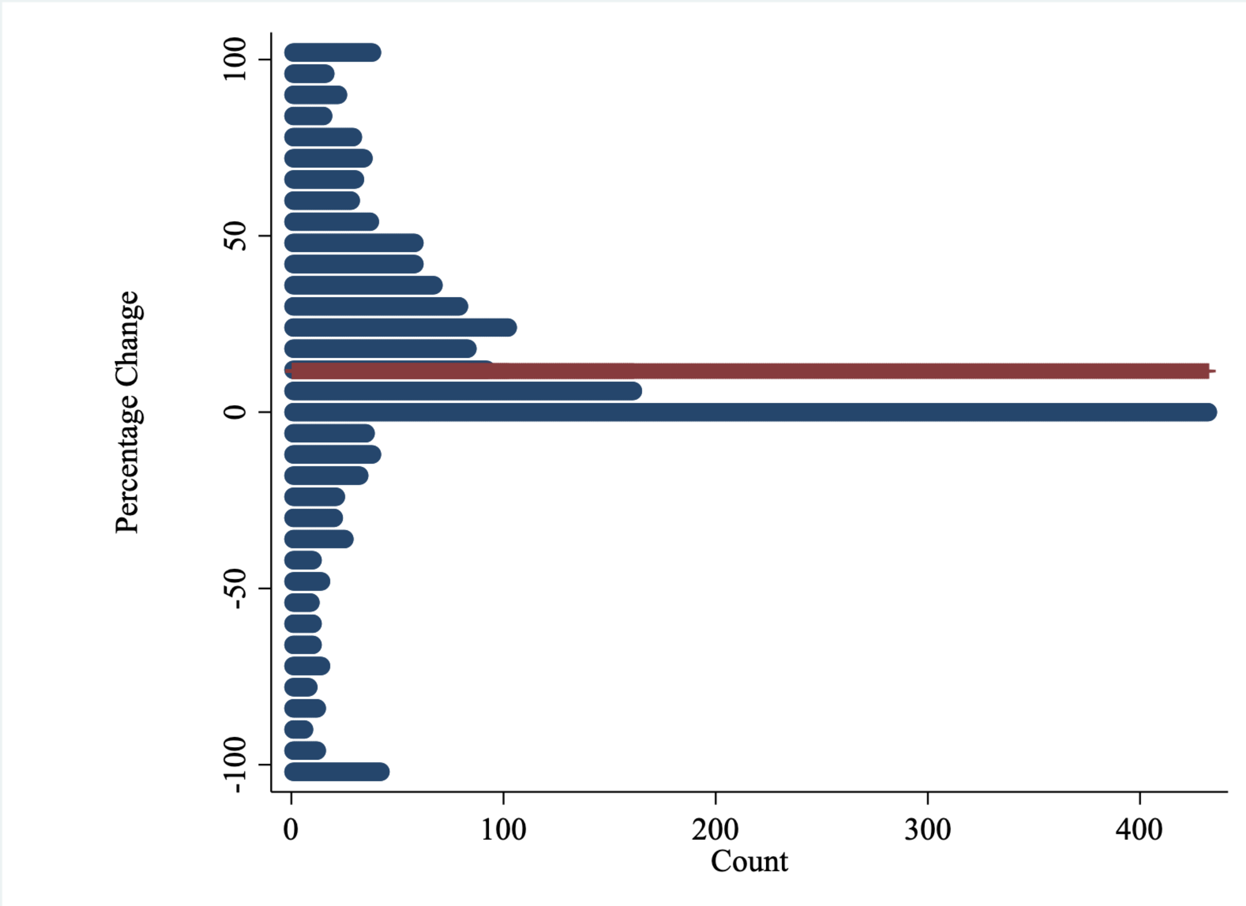
Purchasers indicate their flowering houseplant expenditures will likely increase by 17%.

The distribution of predicted expenditures ranges from -60% to 100%.

Some outliers exist from -80 to -100%.

[26] Question (Q55): In the coming 12 months (2021), to what extent do you think your expenditures will change in each category compared to 2020? Please indicate the percentage below. N = 1724.

Figure 27. How much will your purchasing expenditures change for trailing/climbing houseplants from 2020 to 2021 for Purchasers?[27]

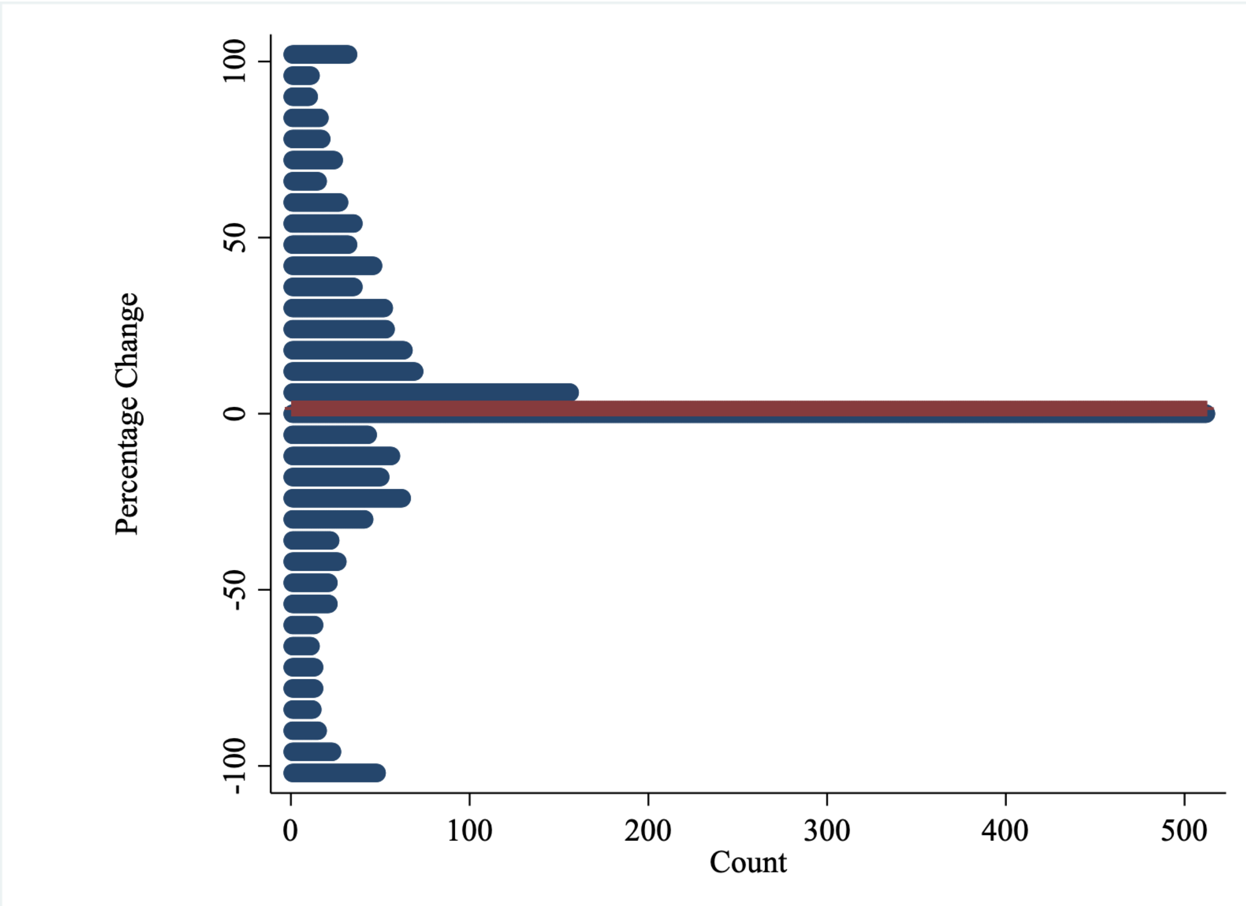


Purchasers on average indicate that they will increase trailing and climbing houseplant expenditures by 12.5%.

The distribution of predicted expenditures ranges from -100% to 100%.

[27] Question (Q55): In the coming 12 months (2021), to what extent do you think your expenditures will change in each category compared to 2020? Please indicate the percentage below. N = 1721.

Figure 28. How much will your purchasing expenditures change for succulents from 2020 to 2021 for Purchasers?[28]

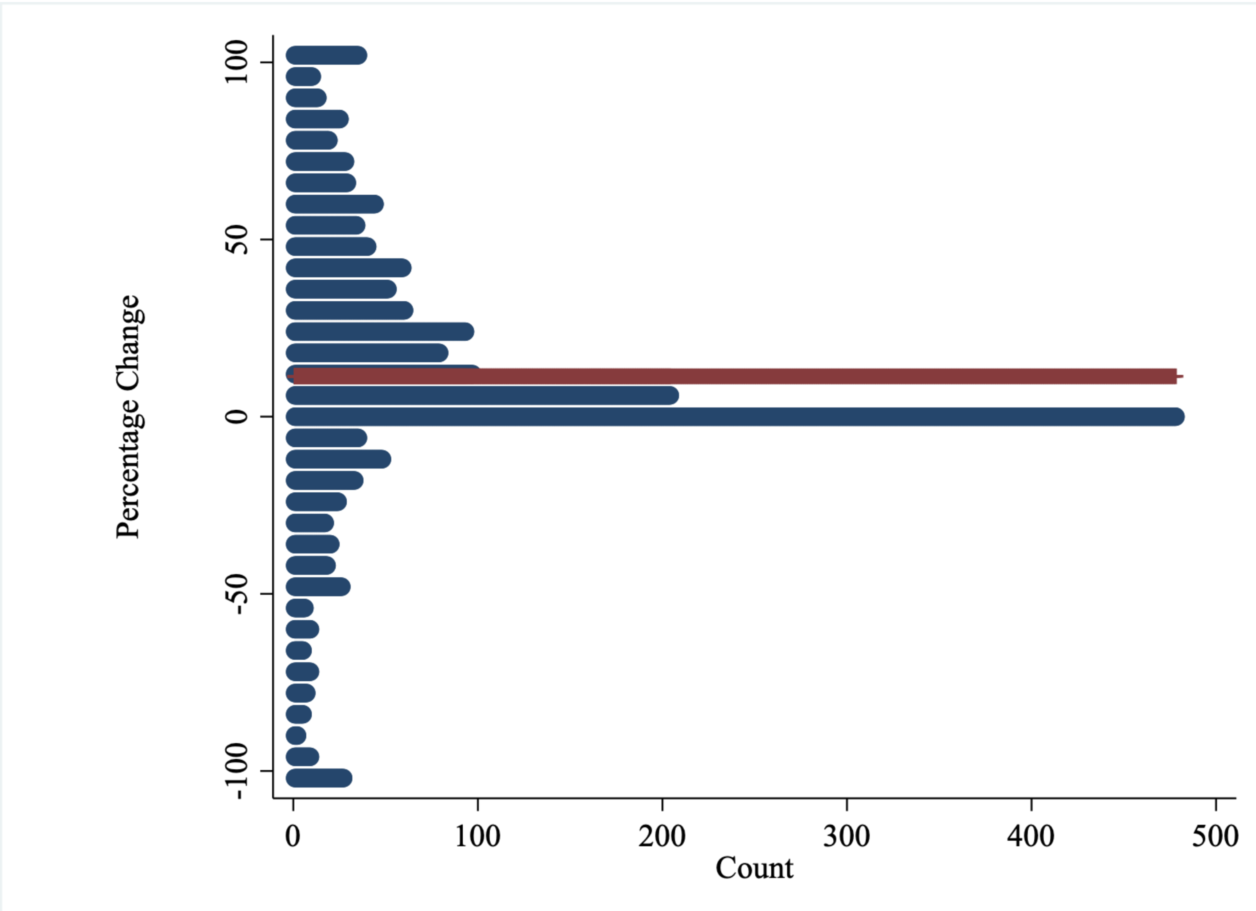


Purchasers indicate that their succulent expenditures are likely to increase by 13%.

The distribution of predicted expenditures ranges from -100% to 100%.

[28] Question (Q55): In the coming 12 months (2021), to what extent do you think your expenditures will change in each category compared to 2020? Please indicate the percentage below. N = 1715.

Figure 29. How much will your purchasing expenditures change from narrow-leaf foliage houseplants from 2020 to 2021 for Purchasers?[29]

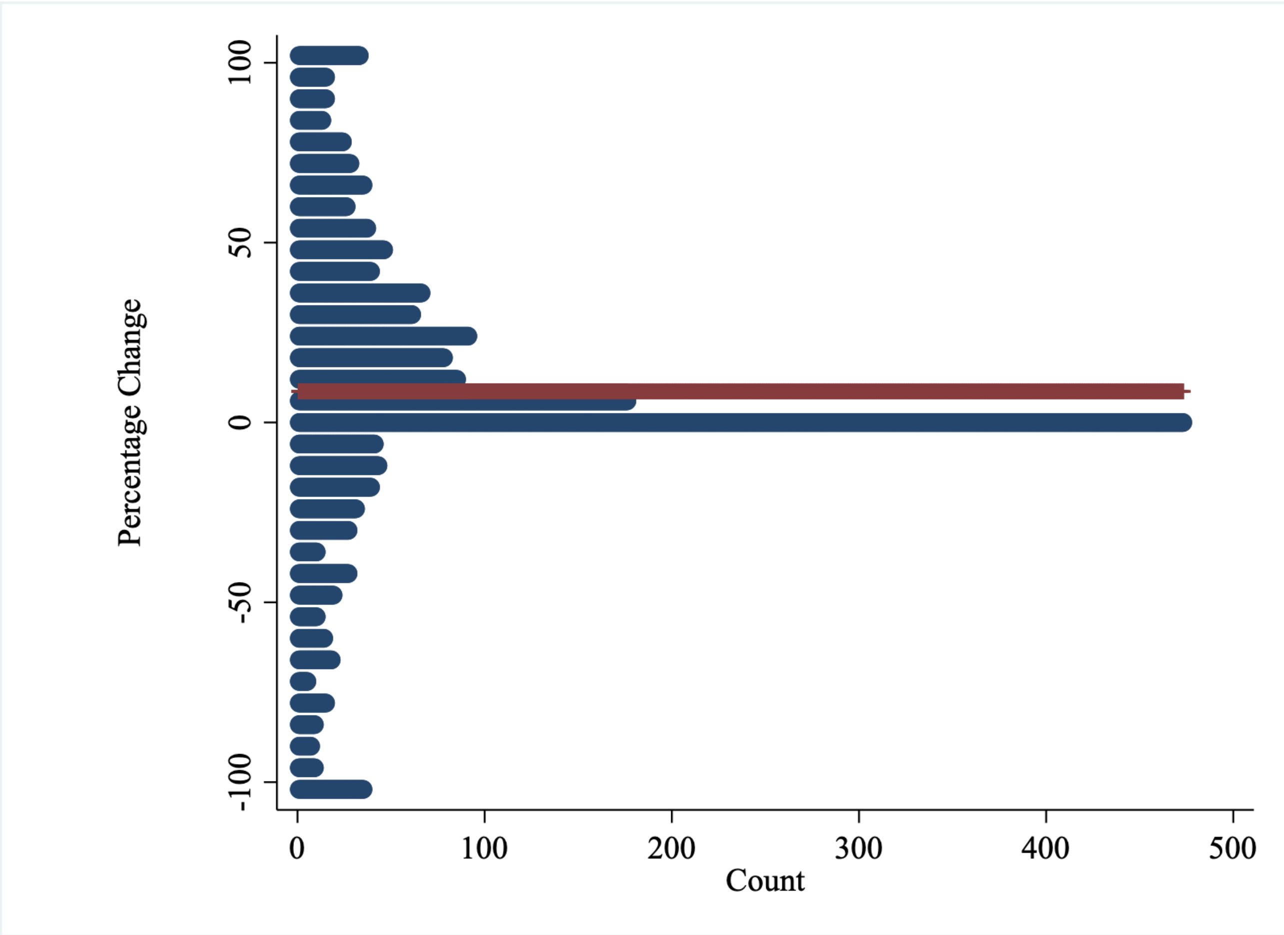


Purchasers expect their narrow-leaf foliage expenditures will increase by 11%.

The distribution of predicted expenditures ranges from -100% to 100%.

[29] Question (Q55): In the coming 12 months (2021), to what extent do you think your expenditures will change in each category compared to 2020? Please indicate the percentage below. N = 1715.

Figure 30. How much will your purchasing expenditures change for ferns from 2020 to 2021 for Purchasers?[30]

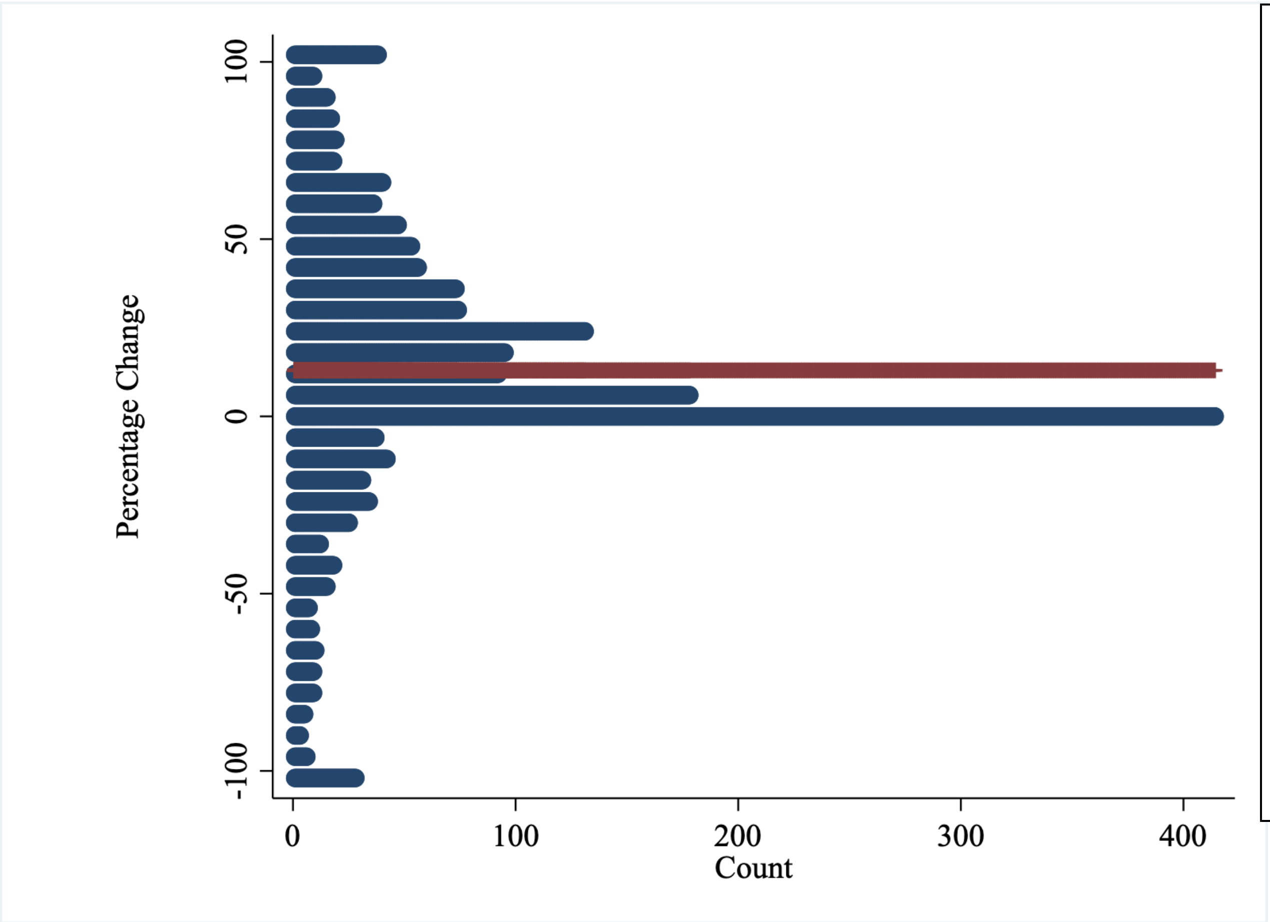


Fern expenditures for Purchasers on average will increase by 9%.

The distribution of predicted expenditures ranges from -100% to 100%.

[30] Question (Q55): In the coming 12 months (2021), to what extent do you think your expenditures will change in each category compared to 2020? Please indicate the percentage below. N = 1711.

Figure 31. How much will your purchasing expenditures change for cacti from 2020 to 2021 for Purchasers?[31]

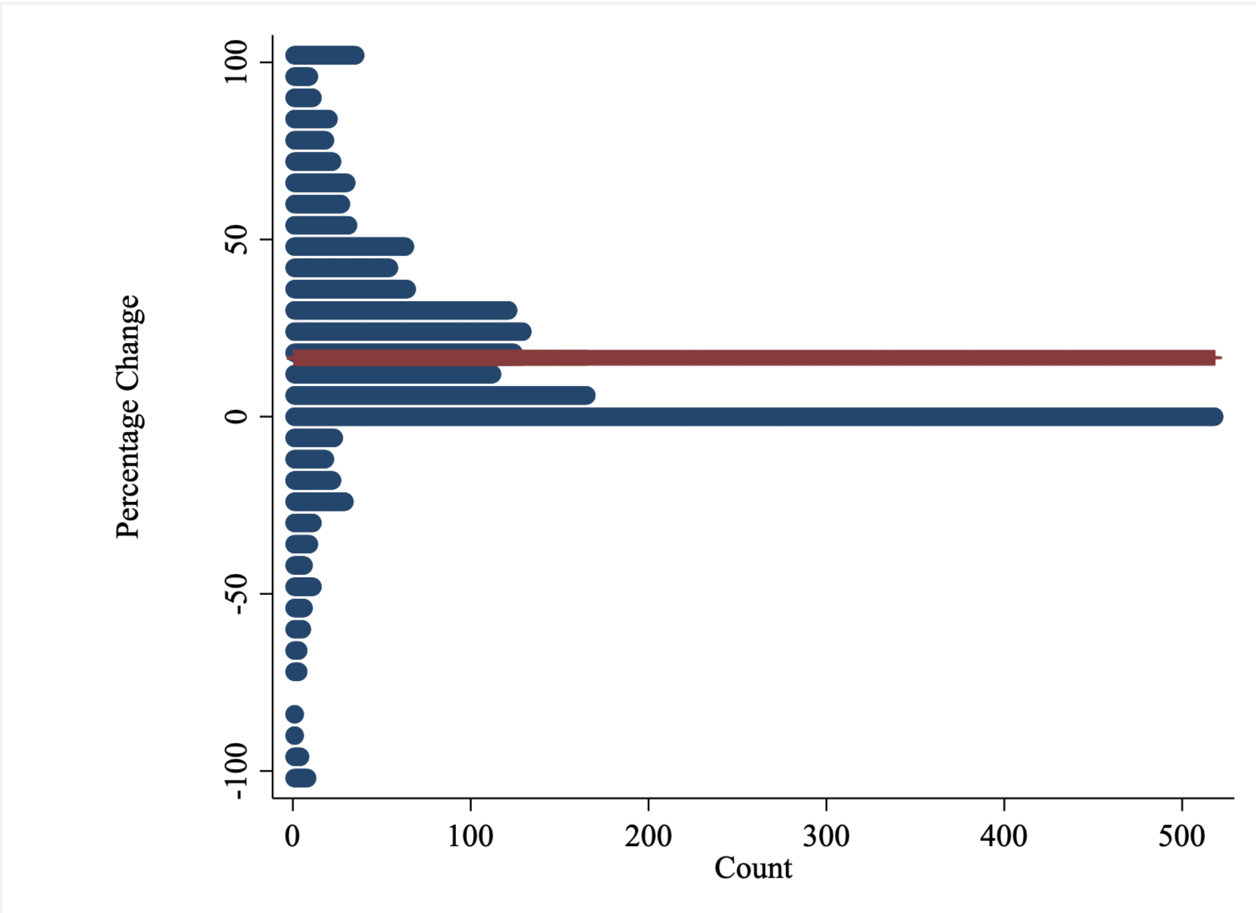


Cacti expenditures for Purchasers on average will increase by 9%.

The distribution of predicted expenditures ranges from -100% to 100%.

[31] Question (Q55): In the coming 12 months (2021), to what extent do you think your expenditures will change in each category compared to 2020? Please indicate the percentage below. N = 1709.

Figure 32. How much will your purchasing expenditures change for broad-leaf foliage houseplants from 2020 to 2021 for Purchasers?[32]

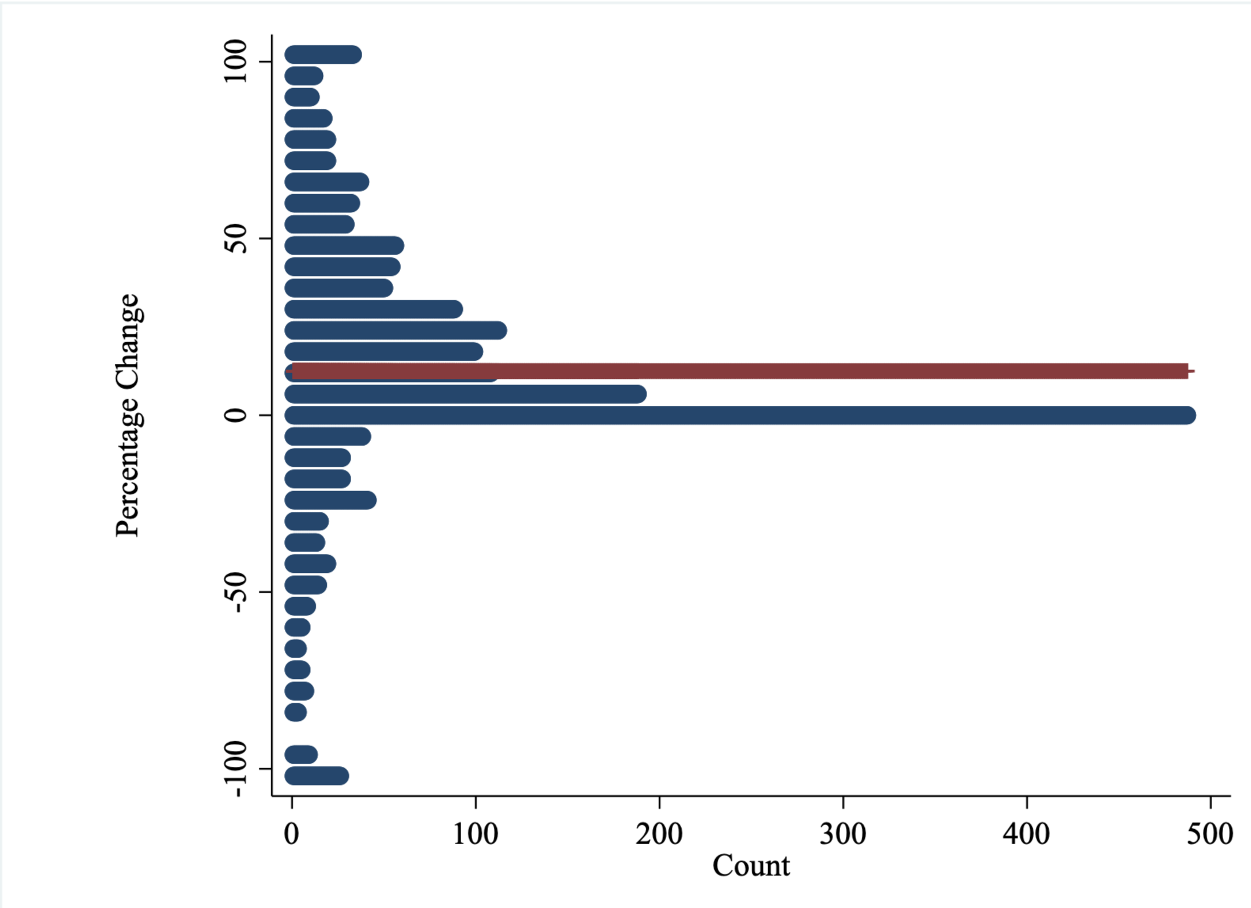


Broad-leaf foliage expenditures for Purchasers on average will increase by 14%.

The distribution of predicted expenditures ranges from -100% to 100%.

[32] Question (Q55): In the coming 12 months (2021), to what extent do you think your expenditures will change in each category compared to 2020? Please indicate the percentage below. N = 1713.

Figure 33. How much will your purchasing expenditures change for bromeliads from 2020 to 2021 for Purchasers?[33]

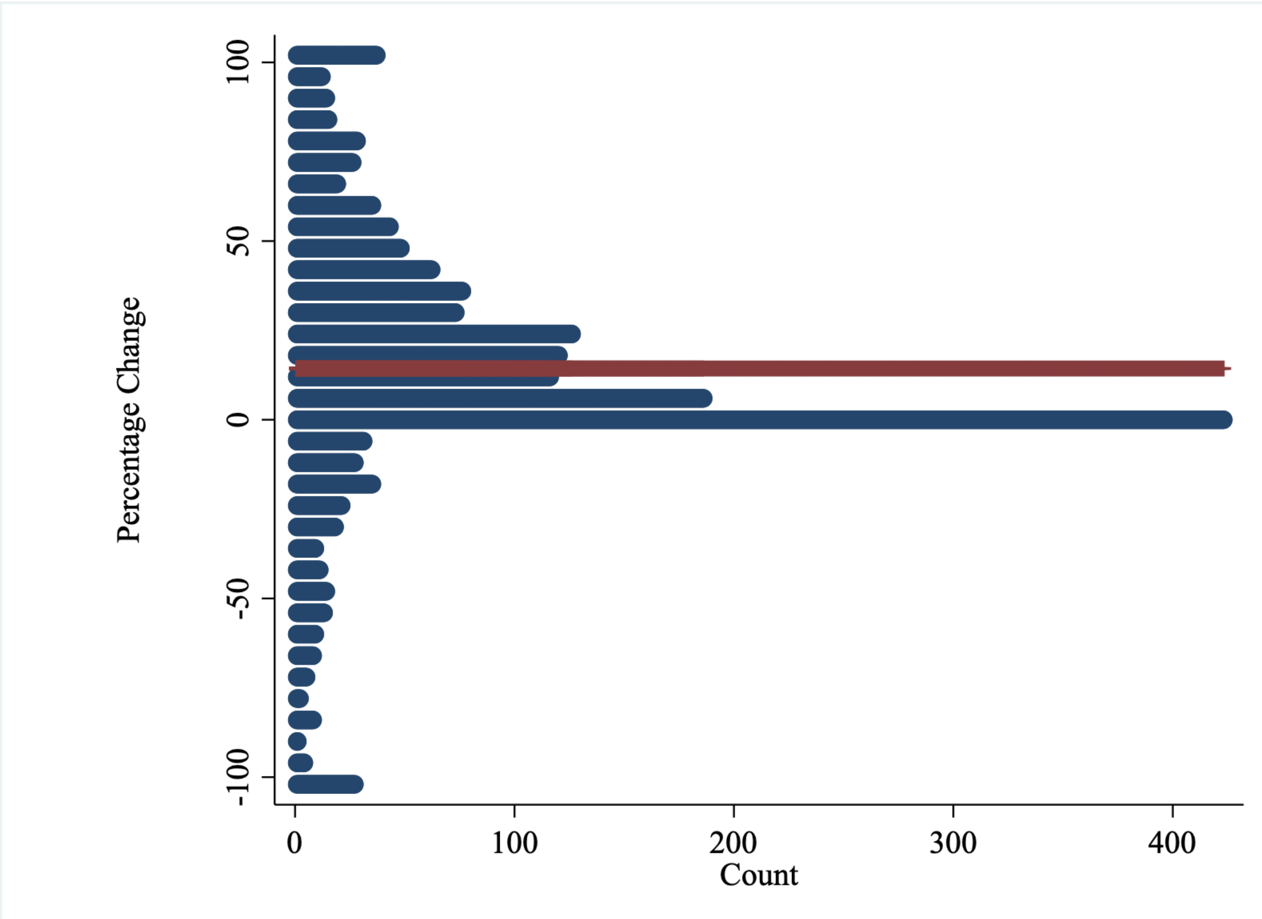


Bromeliad expenditures for Purchasers on average will increase by 11%.

The distribution of predicted expenditures ranges from -100% to 100%.

[33] Question (Q55): In the coming 12 months (2021), to what extent do you think your expenditures will change in each category compared to 2020? Please indicate the percentage. N = 1709.

Figure 34. How much will your purchasing expenditures change for air plants/Tillandsia from 2020 to 2021 (for Purchasers)?[34]

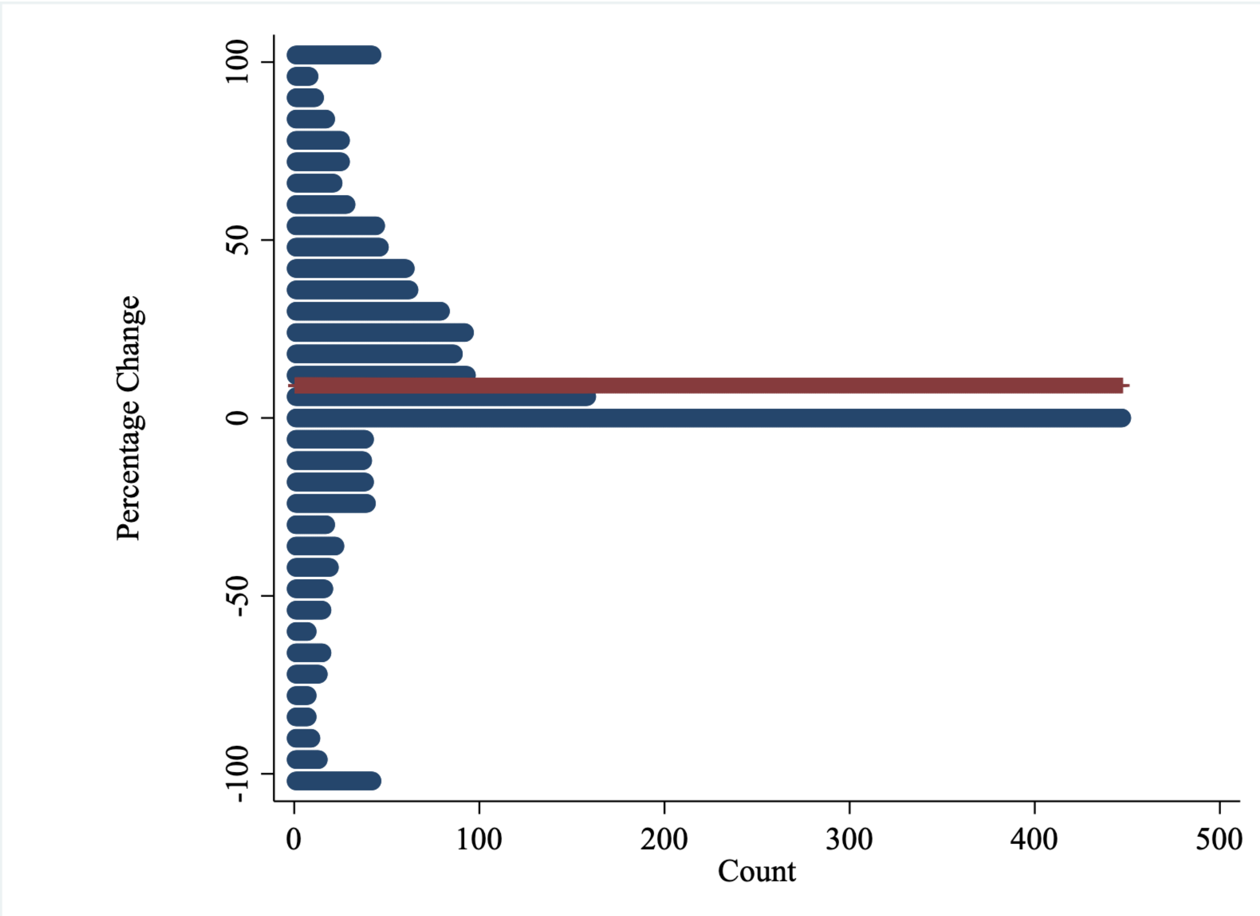


Air plant expenditures for Purchasers on average will increase by 1.5%.

The distribution of predicted expenditures ranges from -100% to 100%.

[34] Question (Q55): In the coming 12 months (2021), to what extent do you think your expenditures will change in each category compared to 2020? Please indicate the percentage below. N = 1706.

Figure 35. How much will your purchasing expenditures change for indoor palms from 2020 to 2021 for Purchasers?[35]

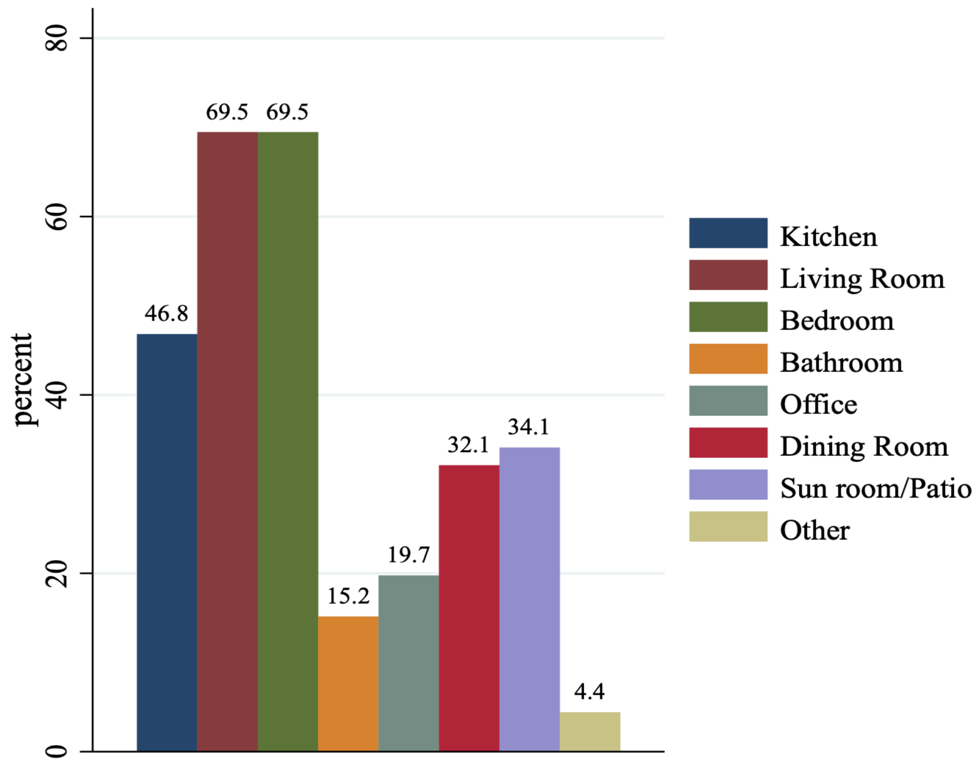


Indoor palm expenditures for Purchasers on average will increase by 12%.

The distribution of predicted expenditures ranges from -100% to 100% but more positively leaning.

[35] Question (Q55): In the coming 12 months (2021), to what extent do you think your expenditures will change in each category compared to 2020? Please indicate the percentage below. N = 1699.

Figure 36. Which rooms within their homes do Purchasers keep houseplants? [36]



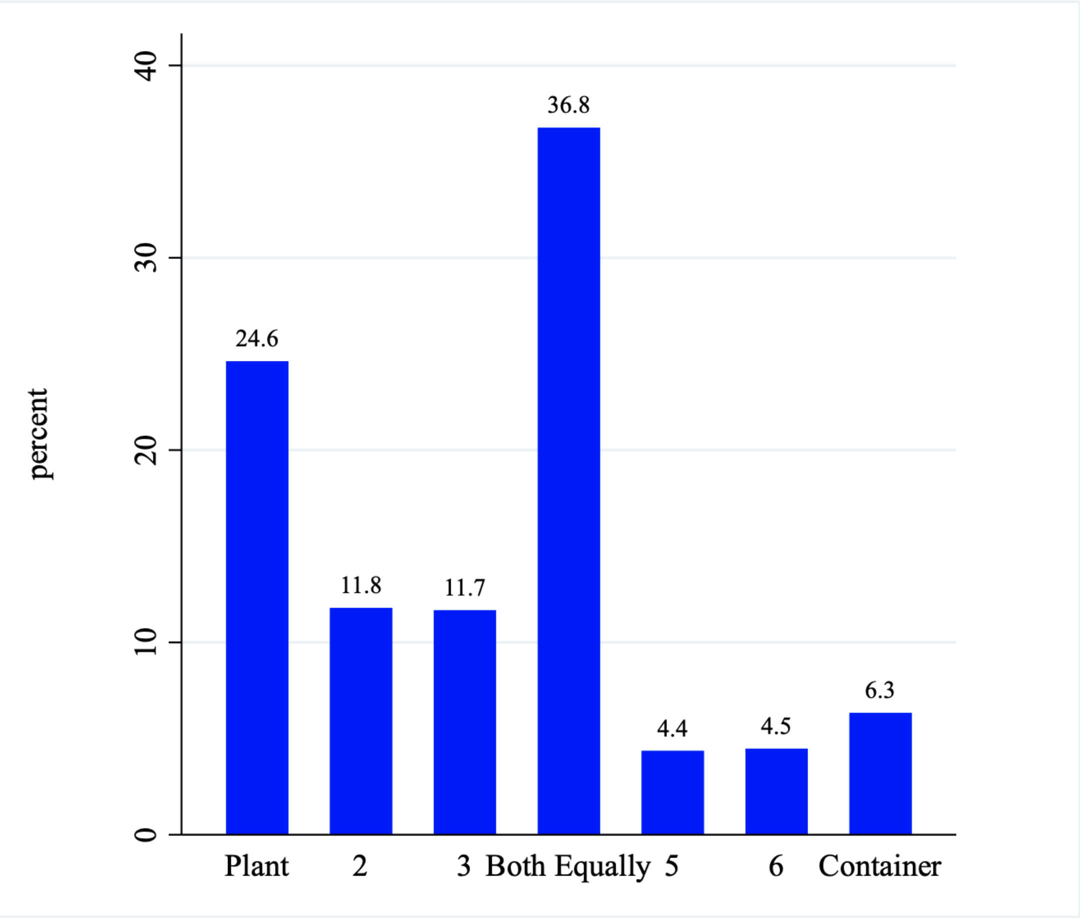
Purchasers most commonly keep their houseplants in their living room or bedroom (70%).

Half of Purchasers keep houseplants in their kitchen (47%).

Approximately 30% keep houseplants in their dining room or sunroom/patio.

[36] Question (Q51): In what rooms do you keep houseplants within your home? Select all that apply. N = 1722.

Figure 37. The importance of plant versus container for Purchasers[37]

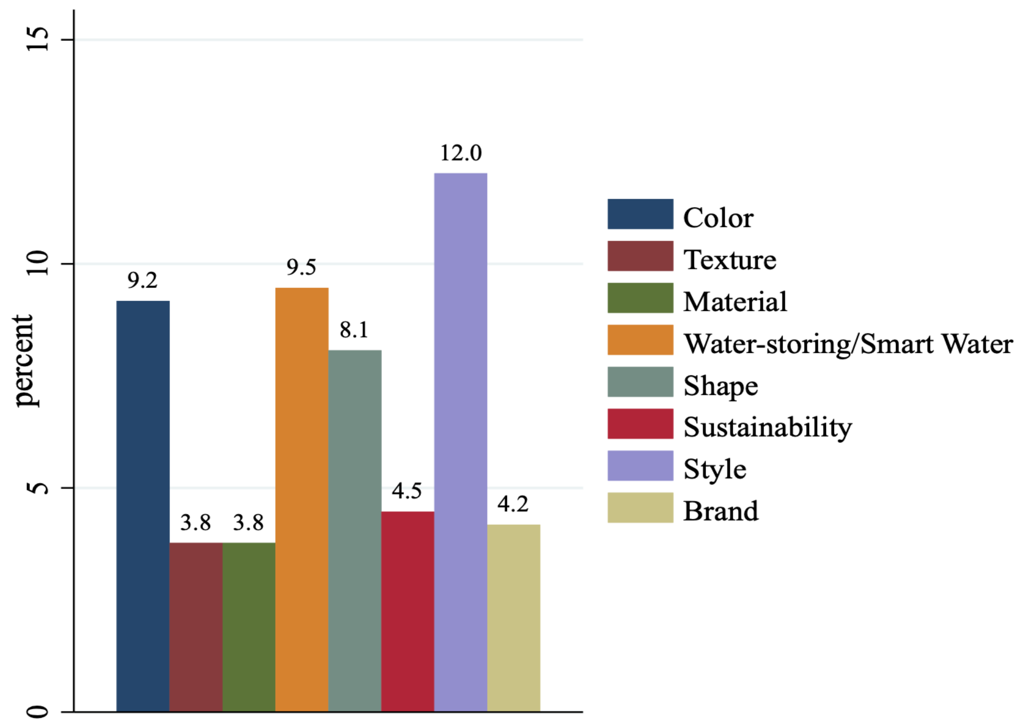


37% of Purchasers view the plant and the container to have the same level of importance.

Yet, when looking at the distribution, more Purchasers believe the plant to be important than the container.

[37] Question (Q210): When buying a houseplant product, how important is the plant versus container? Selecting "Plant is Important" (i.e., 1) means that you don't care about the container at all. Similarly, selecting "Container is Important" (i.e., 7) means that you only care about the container. N = 1722.

Figure 38. The container attributes Purchasers consider when purchasing a houseplant[38]



For the Purchasers who viewed the container as important, the style of the pot was most important (12%).

Color, Water-storing, and Shape were the second-tier attributes that Purchasers consider.

Texture, Material, Sustainability, and Brand were relatively less important attributes affecting container choice.

Note: Totals do not sum to 100 because respondents were free to choose multiple answers.

[38] Question (Q56): Which container attributes do you consider when purchasing a houseplant? N = 1102.

Pricing

No matter if the plant is small or large, Purchasers are likely to purchase the houseplant for themselves or as a gift for others. Yet, flowering houseplants, succulents, and broad-leaf foliage houseplant garnered the highest likelihood of purchase. As for the price categories, both small and large indoor palms were associated with the greatest mean “bargain price” and “getting expensive prices” reported by Purchasers. Table 1 (below) displays the overall purchase likelihoods for self and gift purchase in each plant category. Table 2 (below) displays the mean price level at the too cheap, bargain, getting expensive, and too expensive price levels in each plant category.

Table 1A. Purchase likelihood percentages for flowering houseplants, cacti, and air plants.

		Percentage of Respondents											
		Short Flowering Houseplant		Tall Flowering Houseplant		Short Cacti		Tall Cacti		Short Air Plant		Tall Air Plant	
		Self	Gift	Self	Gift	Self	Gift	Self	Gift	Self	Gift	Self	Gift
Purchase Likelihood	Very Unlikely (1)	12	11	29	31	35	34	15	18	15	18	17	19
	2	7	5	10	9	9	11	7	8	11	11	8	7
	Neither Likely Nor Unlikely (3)	18	22	16	22	21	22	21	25	24	27	21	28
	4	27	27	20	17	17	17	26	23	26	25	26	23
	Very Likely (5)	34	34	24	21	18	16	31	27	25	19	29	23

Table 1B. Purchase Likelihood percentages for succulents, trailing and climbing houseplants, and indoor palms.

		Percentage of Respondents											
		Short Succulent		Tall Succulent		Short Trailing and Climbing Houseplant		Tall Trailing and Climbing Houseplant		Short Indoor Palm		Tall Indoor Palm	
		Self	Gift	Self	Gift	Self	Gift	Self	Gift	Self	Gift	Self	Gift
Purchase Likelihood	Very Unlikely (1)	20	21	12	14	19	19	18	19	12	12	22	22
	2	9	10	5	7	7	9	10	8	6	5	8	8
	Neither Likely Nor Unlikely (3)	25	26	21	26	21	28	25	27	19	19	20	27
	4	24	23	31	29	24	23	23	27	25	29	21	19
	Very Likely (5)	22	20	32	24	28	21	25	20	28	35	30	24

Table 1C. Purchase likelihood percentages for narrow-leaf foliage houseplants, broad-leaf foliage houseplants, and ferns.

		Percentage of Respondents											
Purchase Likelihood		Short Narrow-leaf Foliage Houseplant		Tall Narrow-leaf Foliage Houseplant		Short Broad-leaf Foliage Houseplant		Tall Broad-leaf Foliage Houseplant		Short Fern		Tall Fern	
		Self	Gift	Self	Gift	Self	Gift	Self	Gift	Self	Gift	Self	Gift

	Very Unlikely (1)	41	41	31	31	14	16	17	19	13	13	11	14
	2	10	9	8	8	7	6	7	9	7	8	6	7
	Neither Likely Nor Unlikely (3)	19	21	17	21	20	23	21	25	22	24	22	27
	4	14	14	18	18	26	25	25	22	26	26	29	26
	Very Likely (5)	16	15	26	21	33	30	30	25	31	30	32	26

Table 1D. Purchase likelihood percentages for bromeliads.

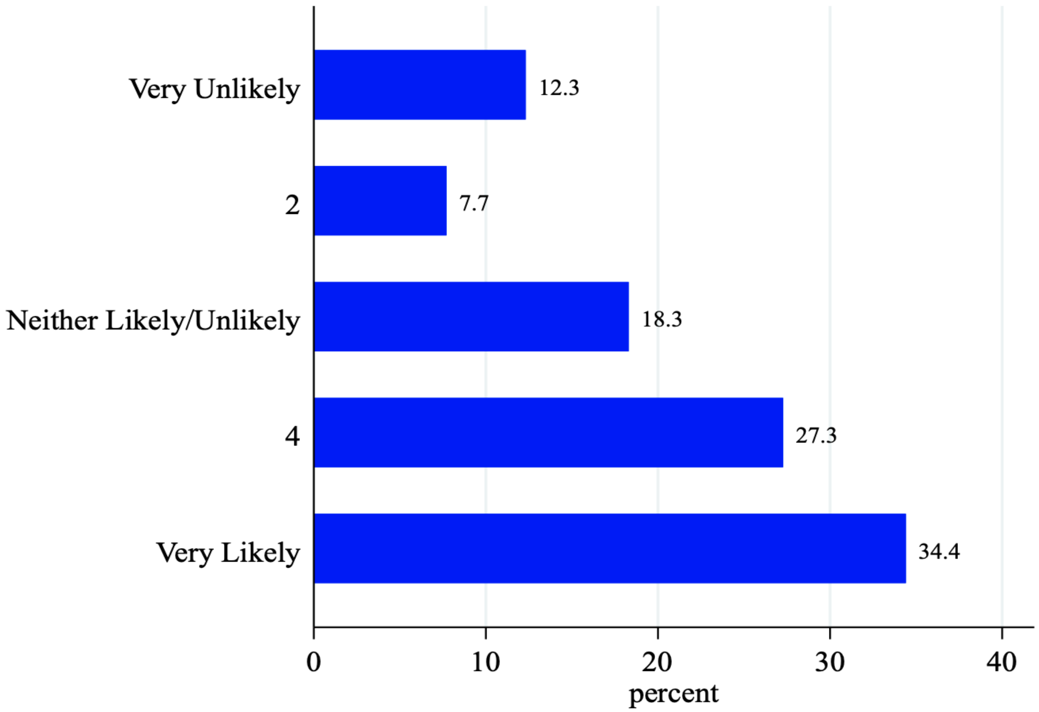
		Percentage of Respondents			
		Short Bromeliad		Tall Bromeliad	
		Self	Gift	Self	Gift
Purchase Likelihood	Very Unlikely (1)	19	22	22	22
	2	10	10	6	9
	Neither Likely Nor Unlikely (3)	21	25	19	25
	4	25	23	23	21
	Very Likely (5)	25	21	30	23

Table 2. Mean reported prices at the Too Cheap, Bargain, Getting Expensive, and Too Expensive price levels for each plant category.

	Price Levels			
	Too Cheap	Bargain	Getting Expensive	Too Expensive
Short Flowering Houseplant	10.33	20.37	37.71	65.69
Tall Flowering Houseplant	6.83	16.87	32.75	53.40
Short Cacti	6.82	14.71	27.86	48.17
Tall Cacti	12.11	23.28	39.65	61.88
Short Air Plant	6.46	15.71	30.86	50.15
Tall Air Plant	8.16	17.53	31.64	52.49
Short Succulent	8.89	17.59	33.04	50.73
Tall Succulent	8.15	19.34	34.30	55.52
Short Trailing and Climbing Houseplant	11.72	24.45	46.70	70.81
Tall Trailing and Climbing Houseplant	7.53	17.50	32.32	52.04
Short Indoor Palm	11.05	22.68	41.27	68.78
Tall Indoor Palm	11.01	20.31	35.70	55.03

Short Narrow-leaf Foliage Houseplant	10.53	21.97	42.17	69.51
Tall Narrow-leaf Foliage Houseplant	12.13	23.86	39.75	63.28
Short Broad-leaf Foliage Houseplant	10.85	21.66	40.25	64.46
Tall Broad-leaf Foliage Houseplant	11.76	23.15	40.16	64.69
Short Fern	11.06	23.00	39.60	66.98
Tall Fern	11.85	23.43	40.17	63.89
Short Bromeliad	11.21	21.92	37.60	63.06
Tall Bromeliad	12.76	25.37	44.85	66.75

Figure 39. Likelihood of Purchasers purchasing small flowering houseplant for self.[39]



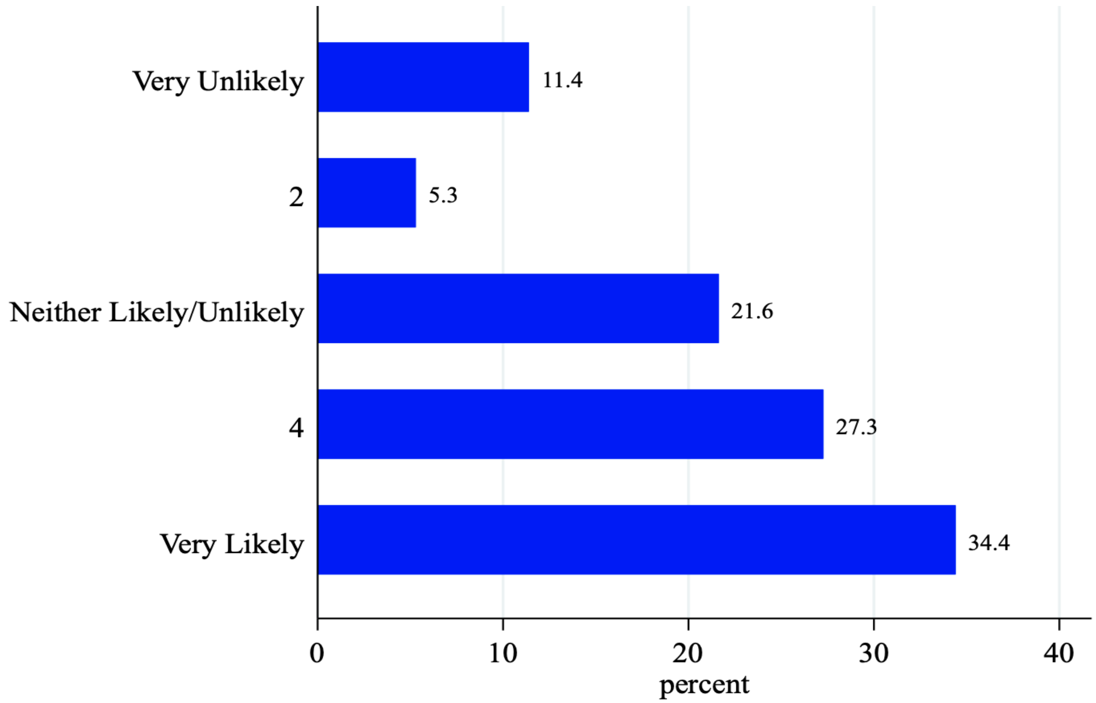
Most Purchasers are Likely (27%) or Very Likely (34%) to purchase a small flowering houseplant for themselves.

18% are Neither Likely nor Unlikely to purchase a small flowering houseplant for themselves.

20% are less Likely to purchase a small flowering houseplant.

[39] Question (Q63): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 869.

Figure 40. Likelihood of Purchasers purchasing small flowering houseplant for gifting[40]



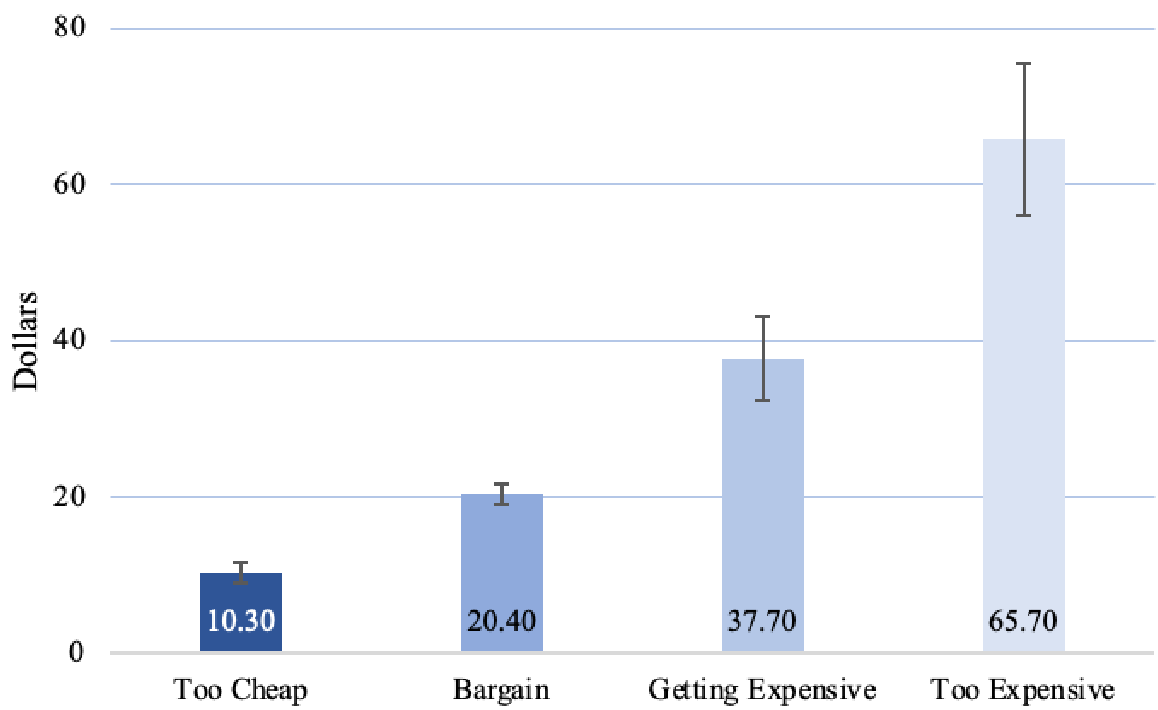
Most Purchasers are Likely (4 – 27%) or Very Likely (34%) to purchase a small flowering houseplant as a gift for someone else.

22% are Neither Likely nor Unlikely to purchase a small flowering houseplant for someone else as a gift.

16% are less Likely to purchase a small flowering houseplant as a gift.

[40] Question (Q63): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 869.

Figure 41. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive levels for small flowering houseplants for Purchasers[41]



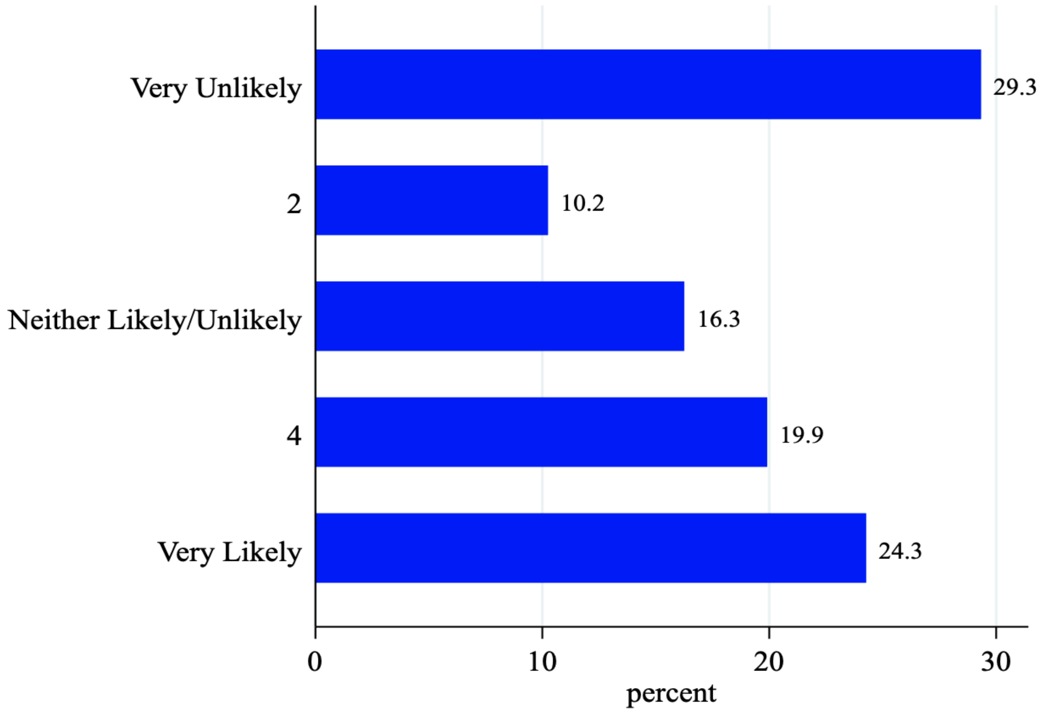
The optimal price range for a small flowering houseplant is between a "Bargain" of $20.40 and "Getting Expensive" of $37.70, on average.

The average price Purchasers felt was "too cheap" for a small flowering houseplant was $10.30.

Average price for "Too Expensive" for a small flowering houseplant is $65.70.

[41] Question (Q64-67): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N = 869.

Figure 42. Likelihood of purchase of small cacti for a self-purchase for Purchasers[42]



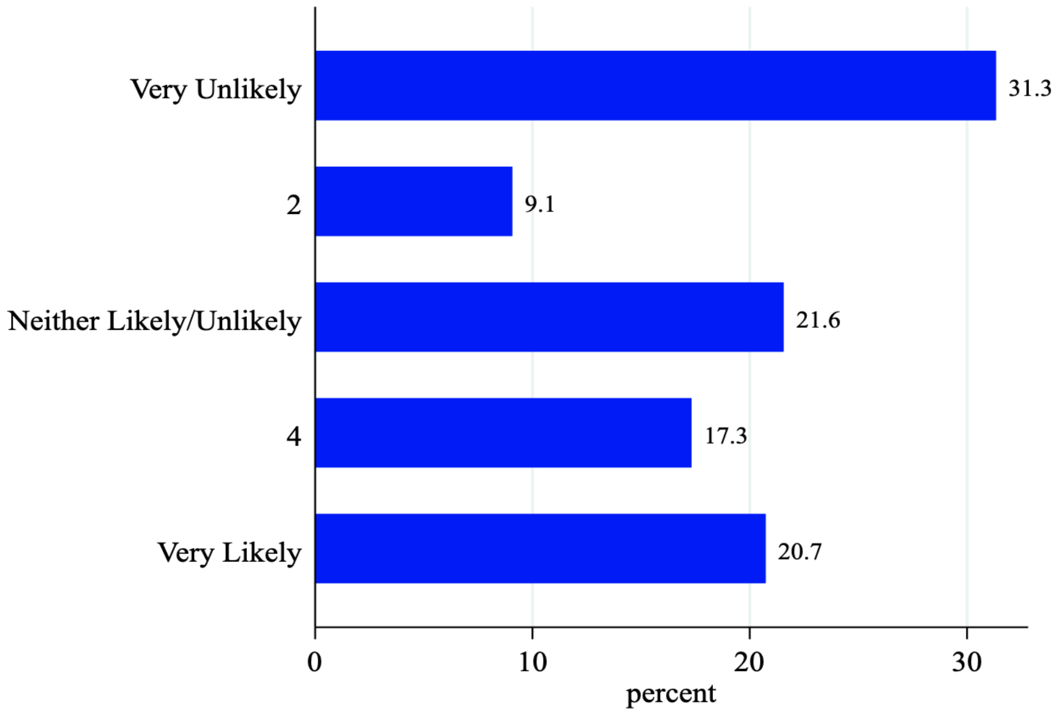
29% of Purchasers are Very Unlikely to purchase a small cactus for themselves.

16% are Neither Likely nor Unlikely to purchase a small cactus for themselves.

44% are Likely or Very Likely to purchase a small cactus.

[42] Question (Q68): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 849.

Figure 43. Likelihood of purchase of small cacti for a gift purchase for Purchasers[43]



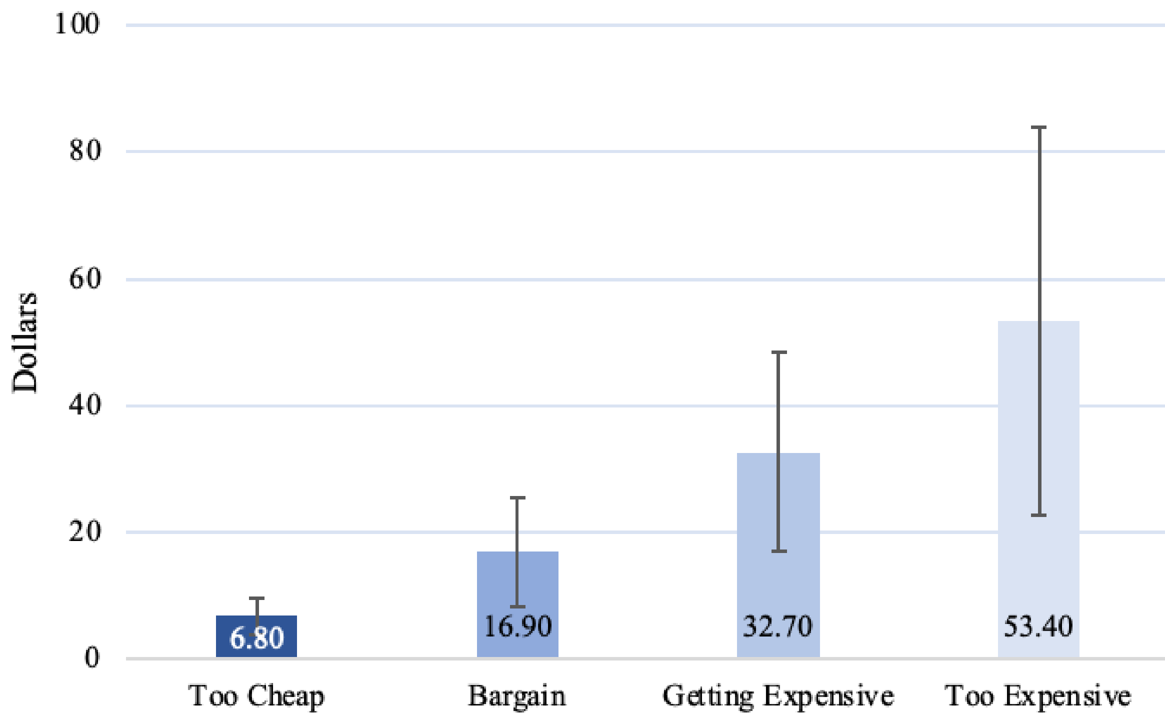
31% of Purchasers are Very Unlikely to purchase a small cactus as a gift for someone else.

22% are Neither Likely nor Unlikely to purchase a small cactus.

38% are Likely or Very Likely to purchase a small cactus as a gift for someone else.

[43] Question (Q68): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 849.

Figure 44. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive levels for small cacti for Purchasers[44]



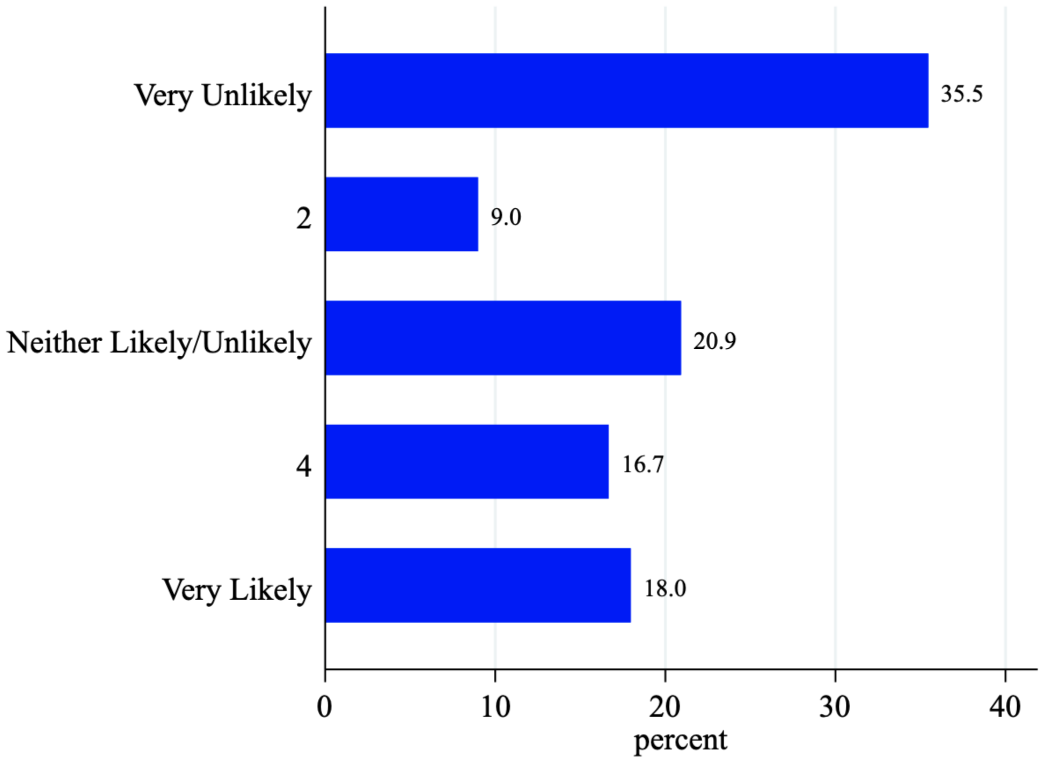
The optimal price range for a small cactus is between a "Bargain" of $16.90 and "Getting Expensive" of $32.70, on average.

The average price Purchasers felt was "too cheap" for a small cactus was $6.80.

Average price for "Too Expensive" for a small cactus is $53.40.

[44] Question (Q69-72): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N = 849.

Figure 45. Likelihood of purchase of small air plant/Tillandsia for a self-purchase for Purchasers[45]



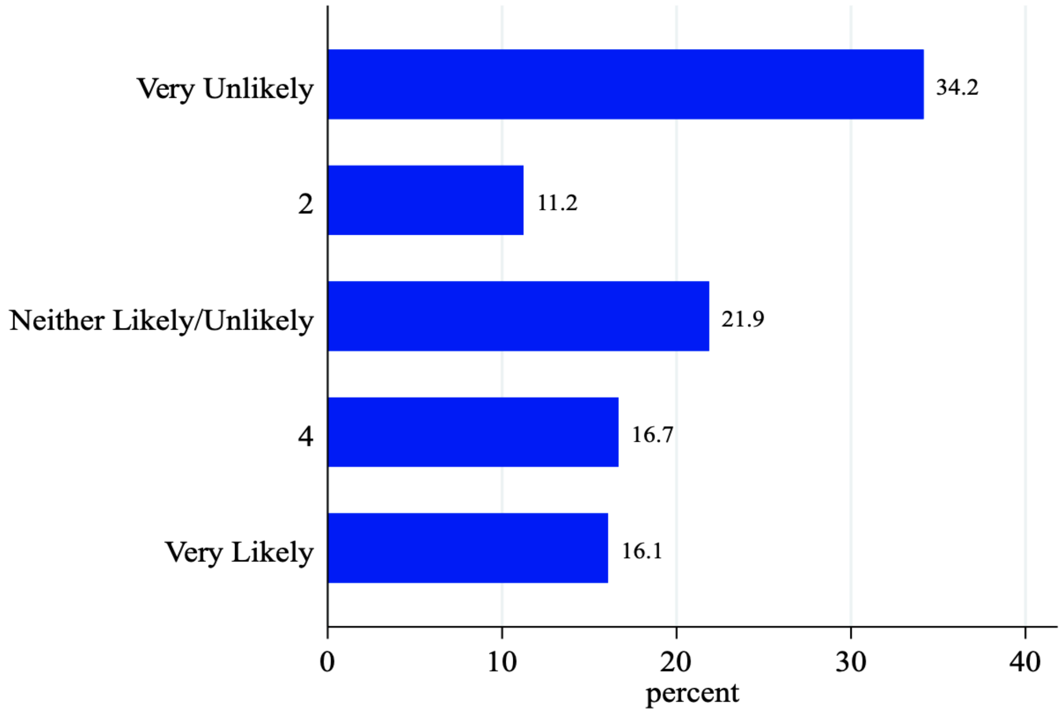
36% of Purchasers are Very Unlikely to purchase a small air plant/*Tillandsia* for themselves.

21% are Neither Likely nor Unlikely to purchase a small air plant/*Tillandsia*.

35% are Likely or Very Likely to purchase a small air plant/*Tillandsia* for themselves.

[45] Question (Q73): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 846.

Figure 46. Likelihood of purchase of small air plant/Tillandsia for a gift purchase for Purchasers[46]



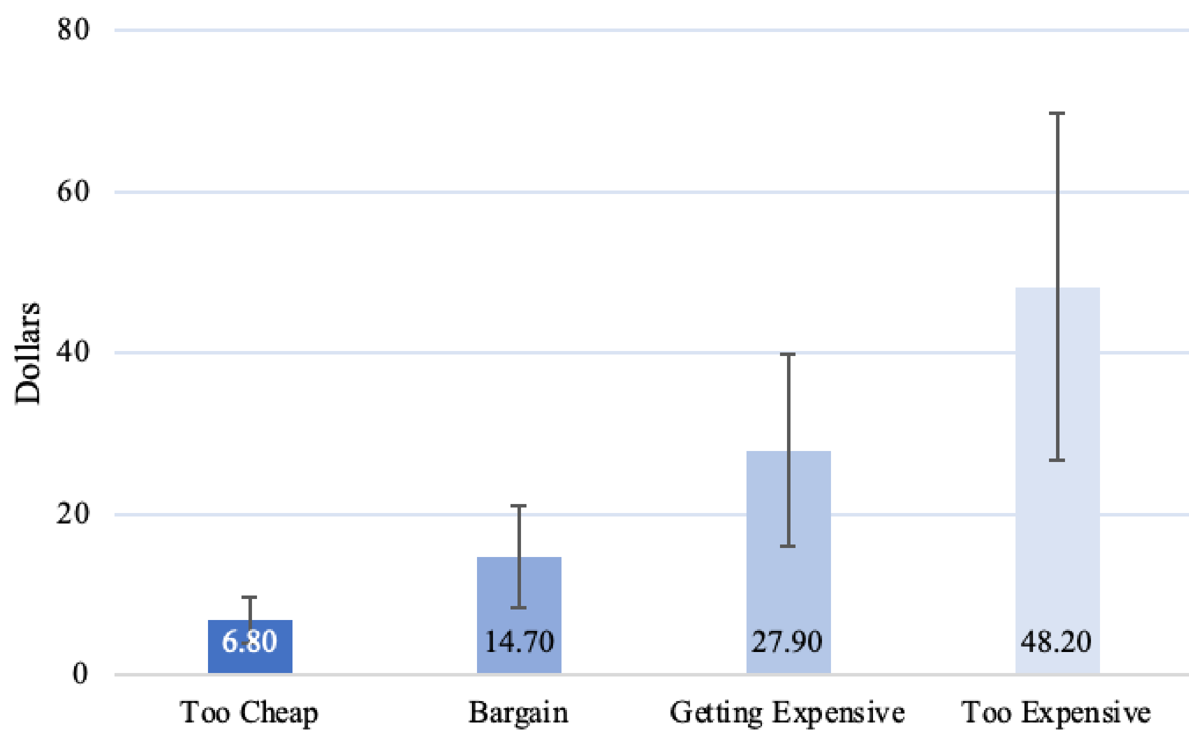
34% of Purchasers are Very Unlikely to purchase a small air plant/*Tillandsia* as a gift for someone else.

22% are Neither Likely nor Unlikely to purchase a small air plant/*Tillandsia*.

33% are Likely or Very Likely to purchase a small air plant/*Tillandsia* as a gift for someone else.

[46] Question (Q73): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 846.

Figure 47. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive levels for small air plant for Purchasers[47]



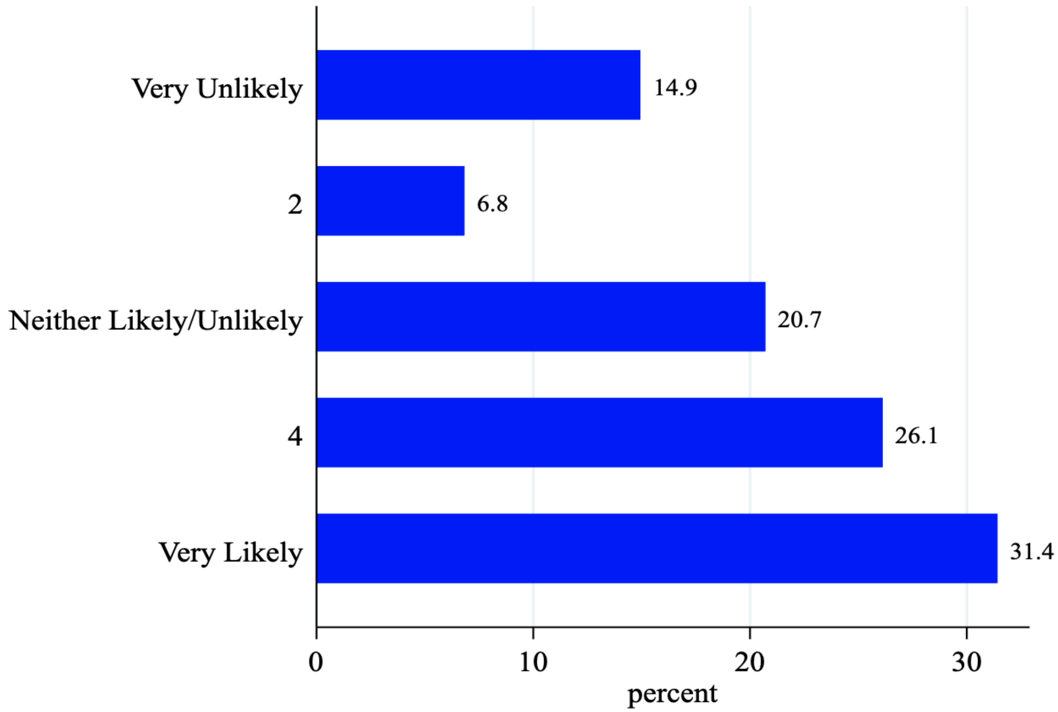
The optimal price range for a small air plant/*Tillandsia* is between a "Bargain" of $14.70 and "Getting Expensive" of $27.90, on average.

The average price Purchasers felt was "too cheap" for a small air plant was $6.80.

Average price for "Too Expensive" for a small air plant is $48.20.

[47] Question (Q74-77): At what price would you think this product is: too cheap, bargain, getting expensive and too expensive? N = 846.

Figure 48. Likelihood of purchase of small succulent for a self-purchase for Purchasers[48]



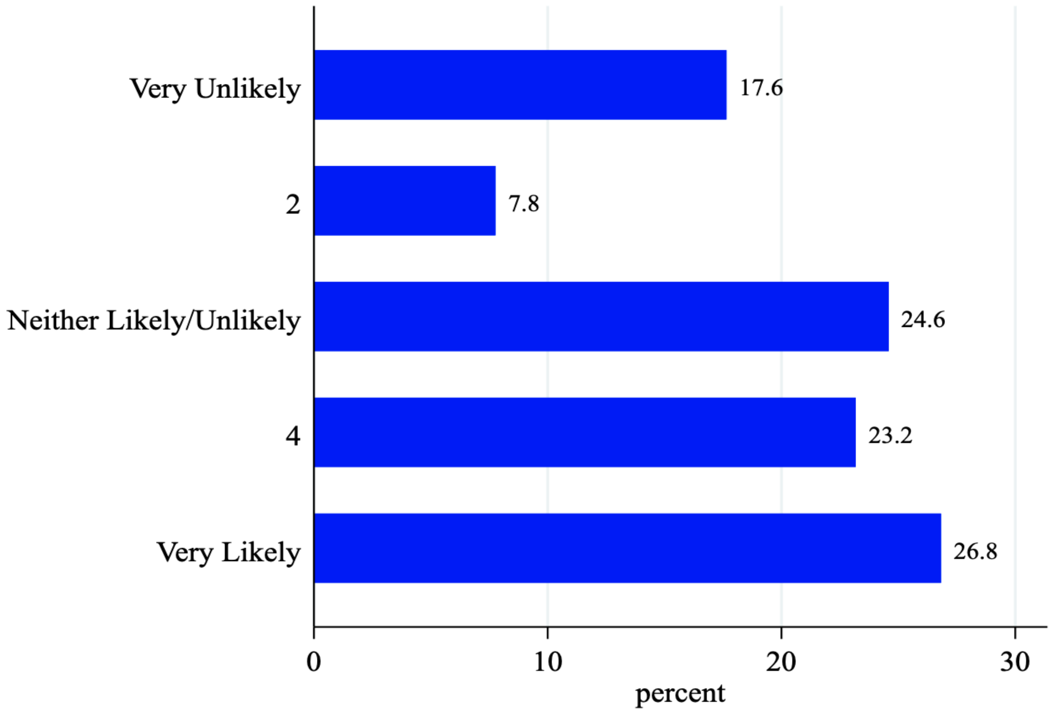
15% of Purchasers are Very Unlikely to purchase a small succulent for themselves.

21% are Neither Likely nor Unlikely to purchase a small succulent.

58% are Likely or Very Likely to purchase a small succulent.

[48] Question (Q78): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 850.

Figure 49. Likelihood of purchase of small succulent for a gift purchase for Purchasers[49]



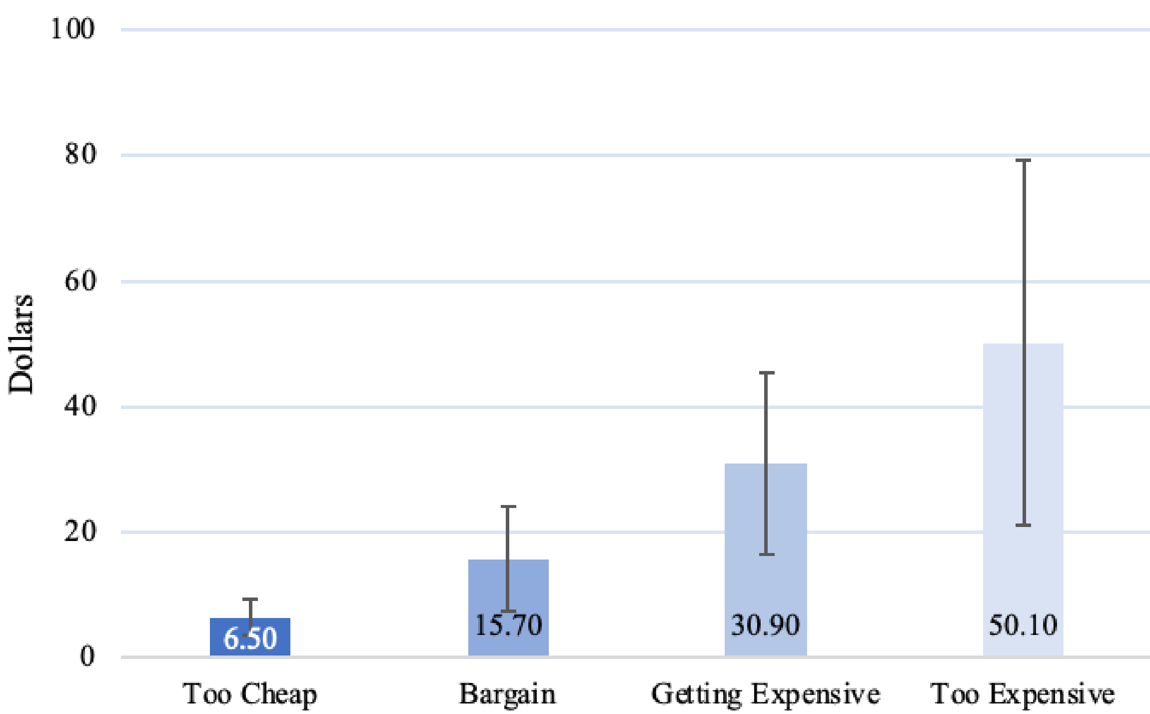
18% of Purchasers are Very Unlikely to purchase a small succulent as a gift for someone else.

25% are Neither Likely nor Unlikely to purchase a small succulent.

50% are Likely or Very Likely to purchase a small succulent as a gift for someone else.

[49] Question (Q78): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 850.

Figure 50. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive levels for small succulents for Purchasers[50]



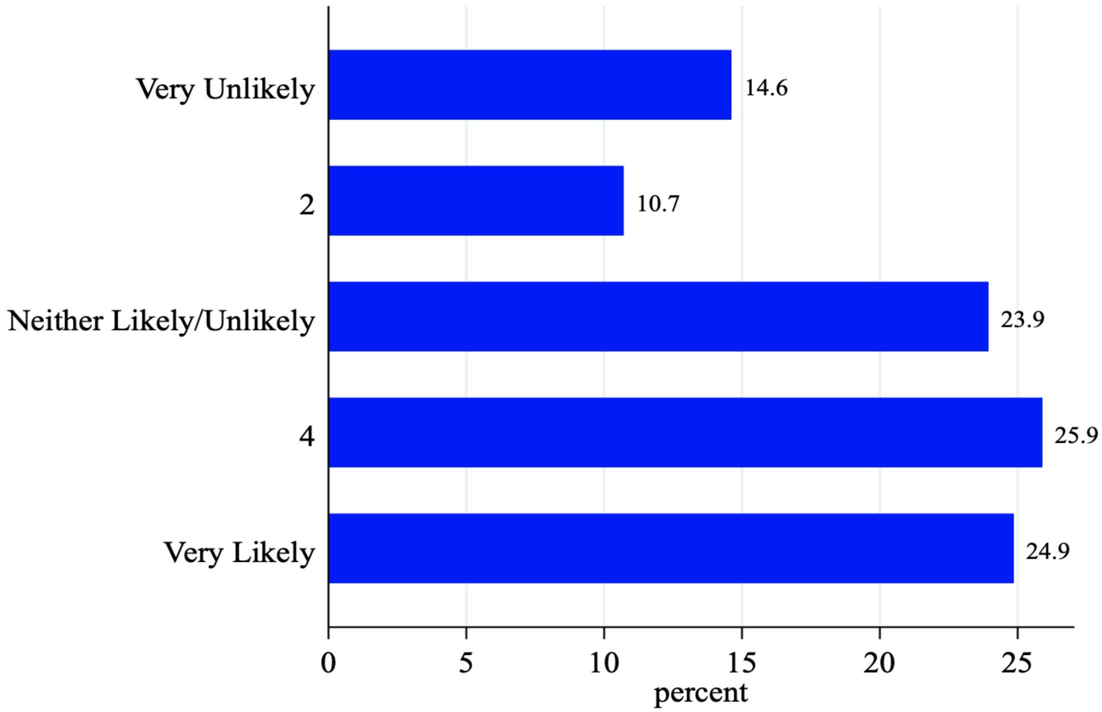
The optimal price range for a small succulent is between a "Bargain" of $15.70 and "Getting Expensive" of $30.90, on average.

The average price Purchasers felt was "too cheap" for a small succulent was $6.50.

Average price for "Too Expensive" for a small succulent is $50.10.

[50] Question (Q79-82): At what price would you think this product is: too cheap, bargain, getting expensive and too expensive? N = 850.

Figure 51. Likelihood of purchase of small trailing or climbing houseplant for a self-purchase for Purchasers[51]



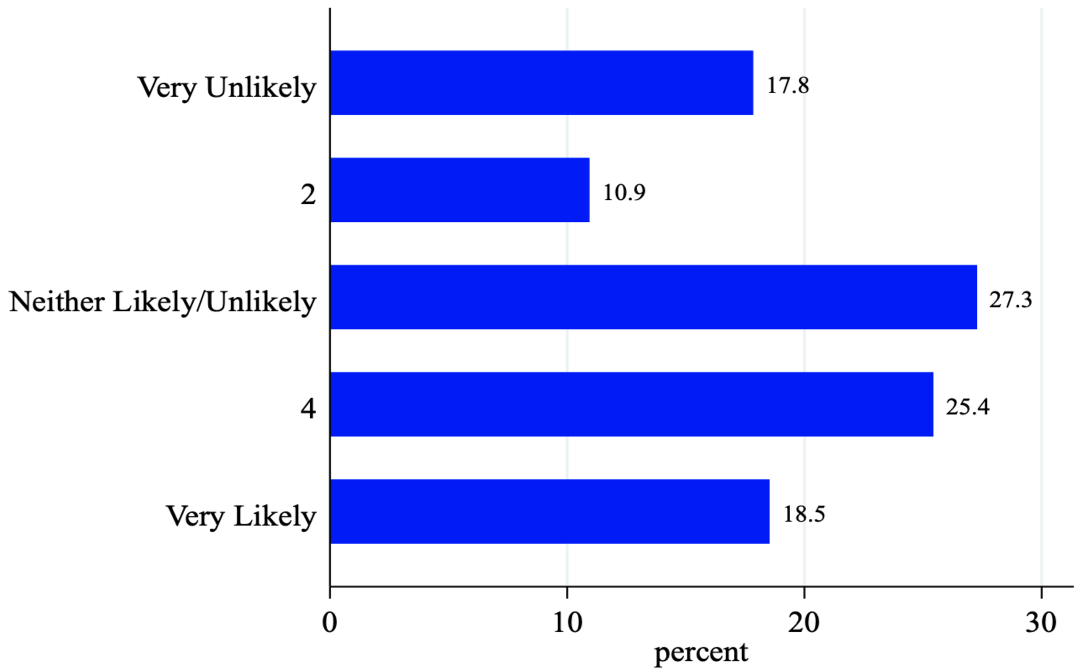
15% of Purchasers are Very Unlikely to purchase a small trailing or climbing houseplant for themselves.

24% are Neither Likely nor Unlikely to purchase a small trailing or climbing houseplant.

51% are Likely or Very Likely to purchase a small trailing or climbing houseplant for themselves.

[51] Question (Q83): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 869.

Figure 52. Likelihood of purchase of small trailing or climbing houseplant for a gift purchase for Purchasers[52]



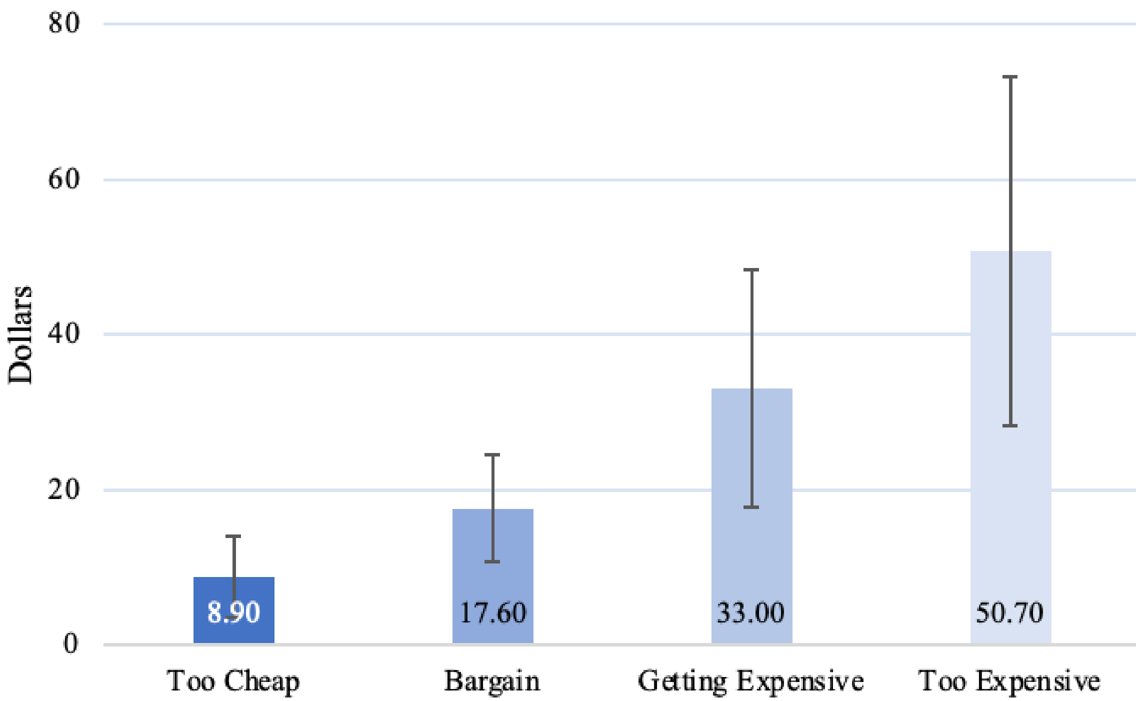
18% of Purchasers are Very Unlikely to purchase a small trailing or climbing houseplant as a gift for someone else.

27% are Neither Likely nor Unlikely to purchase a small trailing or climbing houseplant.

44% are Likely or Very Likely to purchase a small trailing or climbing houseplant as a gift for someone else.

[52] Question (Q83): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 869.

Figure 53. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive levels for small trailing or climbing houseplant for Purchasers[53]



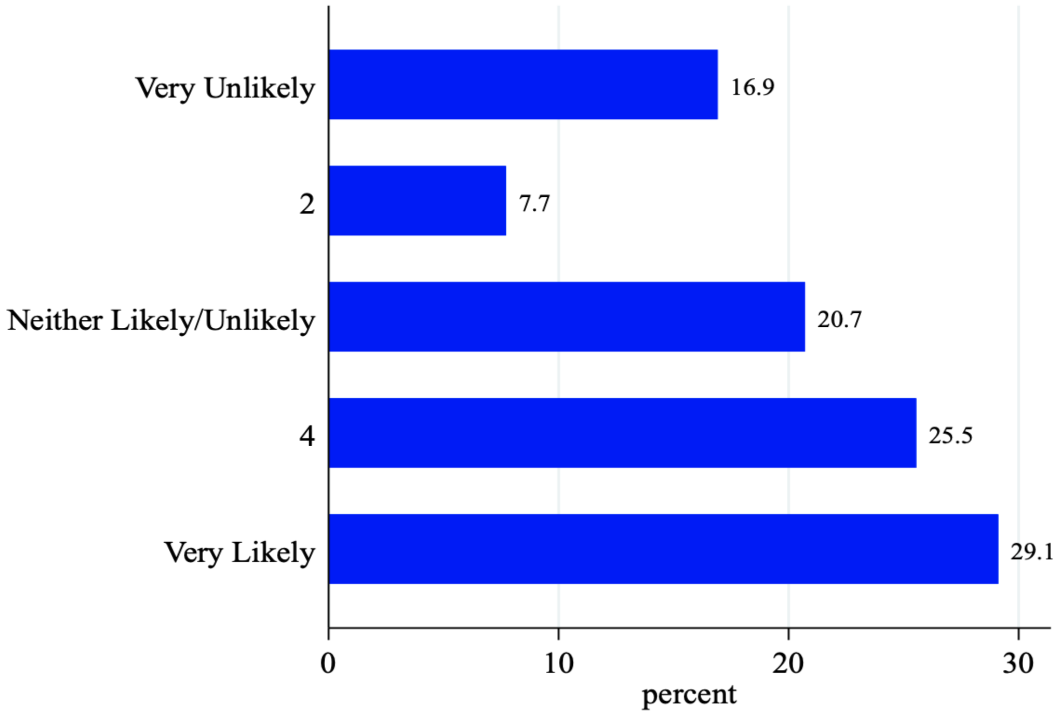
The optimal price range for a small trailing or climbing houseplant is between a "Bargain" of $17.60 and "Getting Expensive" of $33.00, on average.

The average price Purchasers felt was "too cheap" for a small trailing or climbing houseplant was $8.90.

Average price for "Too Expensive" for a small trailing or climbing houseplant is $50.70.

[53] Question (Q84-87): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N = 869.

Figure 54. Likelihood of purchase of small indoor palm for a self-purchase for Purchasers[54]



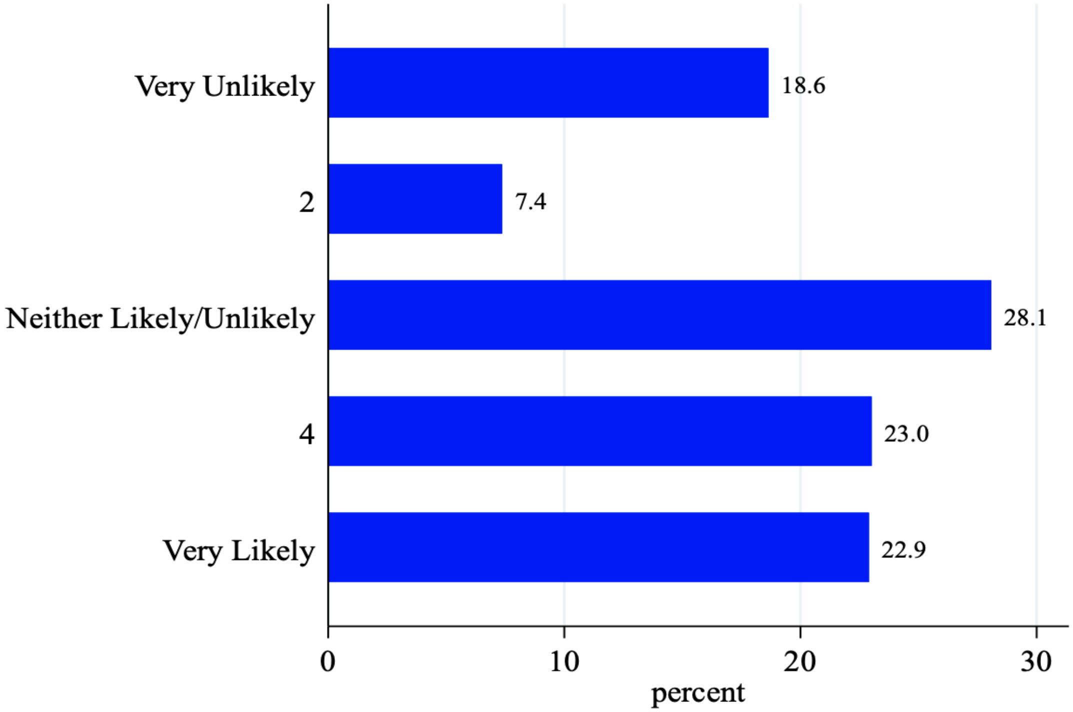
17% of Purchasers are Very Unlikely to purchase a small indoor palm for themselves.

21% are Neither Likely nor Unlikely to purchase a small indoor palm.

55% are Likely or Very Likely to purchase a small indoor palm for themselves.

[54] Question (Q88): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 869.

Figure 55. Likelihood of purchase of small indoor palm for a gift purchase for Purchasers[55]



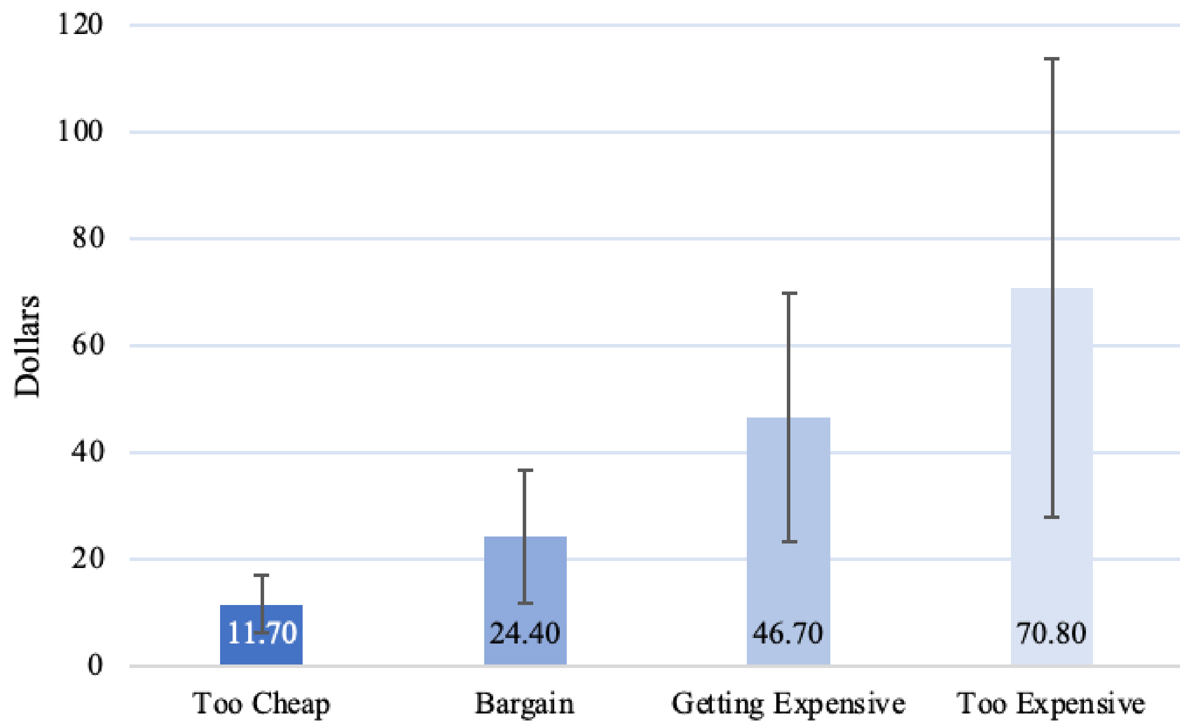
19% of Purchasers are Very Unlikely to purchase a small indoor palm as a gift for someone else.

28% are Neither Likely nor Unlikely to purchase a small indoor palm.

46% are Likely or Very Likely to purchase a small indoor palm for themselves.

[55] Question (Q88): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 869.

Figure 56. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive levels for small indoor palms for Purchasers[56]



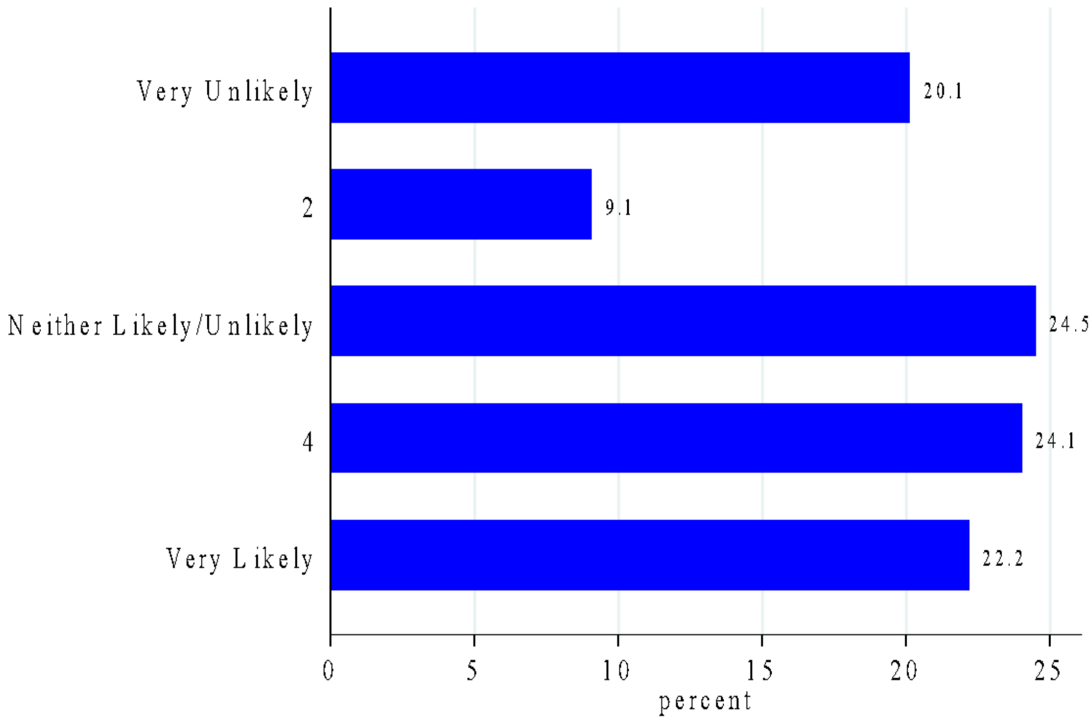
The optimal price range for a small indoor palm is between a "Bargain" of $24.40 and "Getting Expensive" of $46.70, on average.

The average price Purchasers felt was "too cheap" for a small indoor palm was $11.70.

Average price for "Too Expensive" for a small indoor palm is $70.80.

[56] Question (Q89-92): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N = 869.

Figure 57. Likelihood of purchase of small narrow-leaf foliage houseplant for a self-purchase for Purchasers[57]



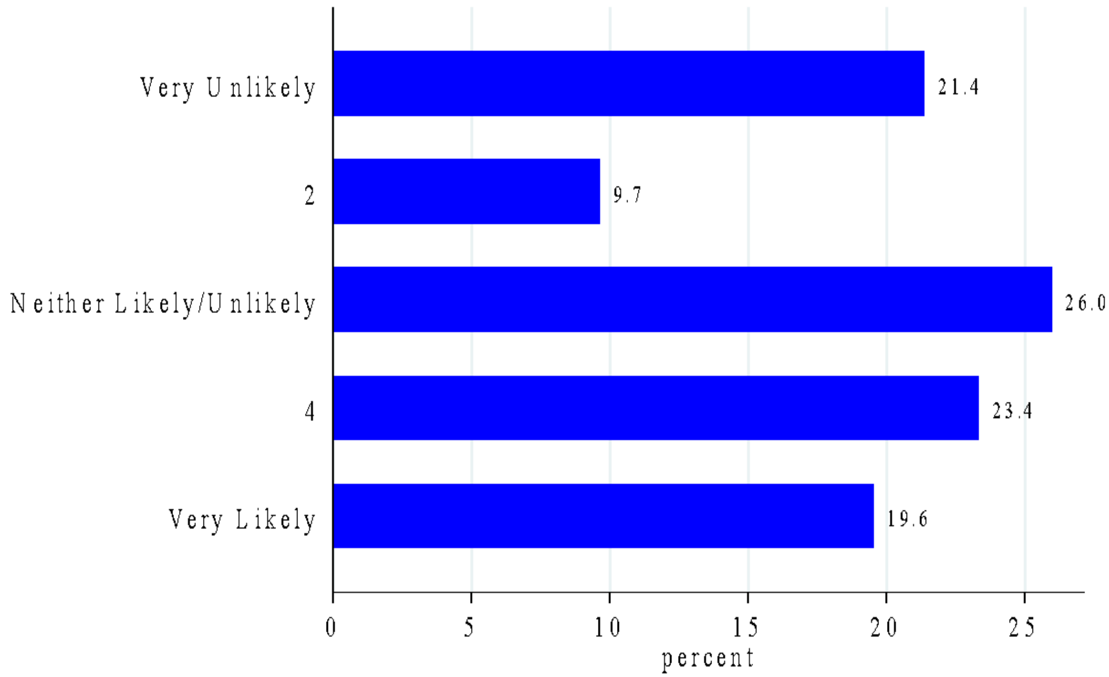
20% of Purchasers are Very Unlikely to purchase a small narrow-leaf foliage houseplant for themselves.

25% are Neither Likely nor Unlikely to purchase a small narrow-leaf foliage houseplant.

46% are Likely or Very Likely to purchase a small narrow-leaf foliage houseplant for themselves.

[57] Question (Q93): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 869.

Figure 58. Likelihood of purchase of small narrow-leaf foliage houseplant for a gift purchase for Purchasers[58]



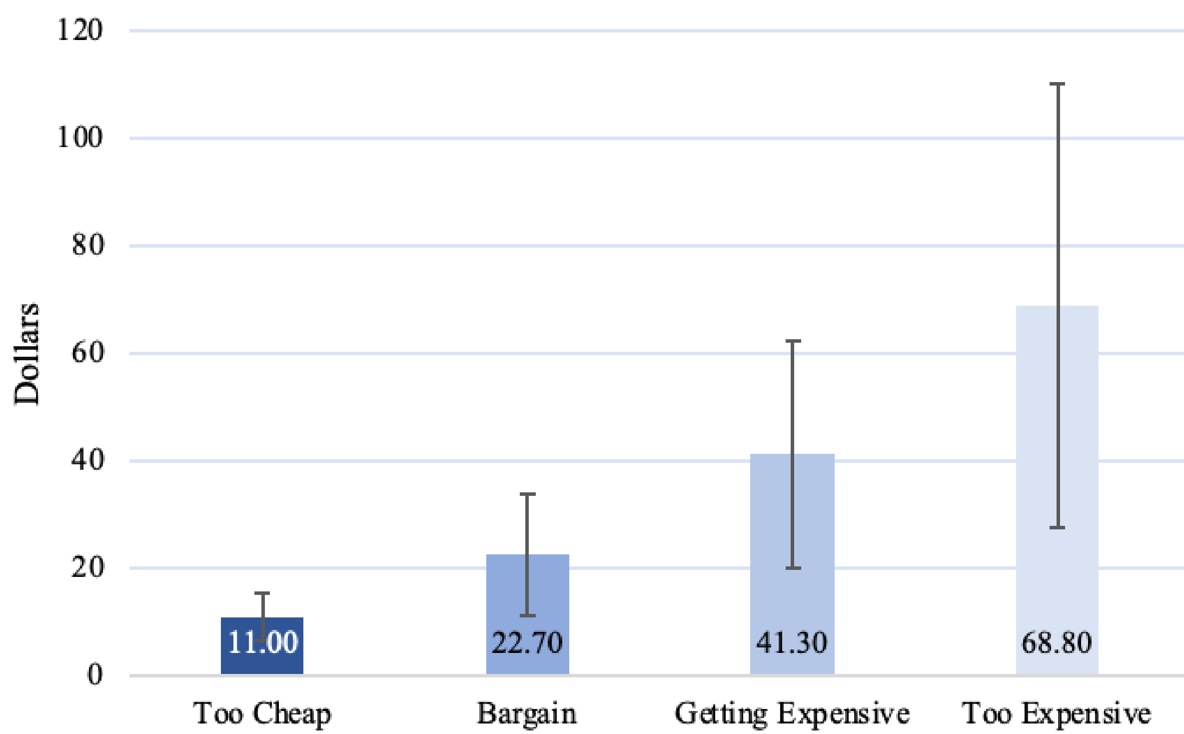
21% of Purchasers are Very Unlikely to purchase a small narrow-leaf foliage houseplant as a gift for someone else.

26% are Neither Likely nor Unlikely to purchase a small narrow-leaf foliage houseplant.

43% are Likely or Very Likely to purchase a small narrow-leaf foliage houseplant as a gift for someone else.

[58] Question (Q93): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 869.

Figure 59. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive levels for small narrow-leaf foliage houseplants for Purchasers[59]



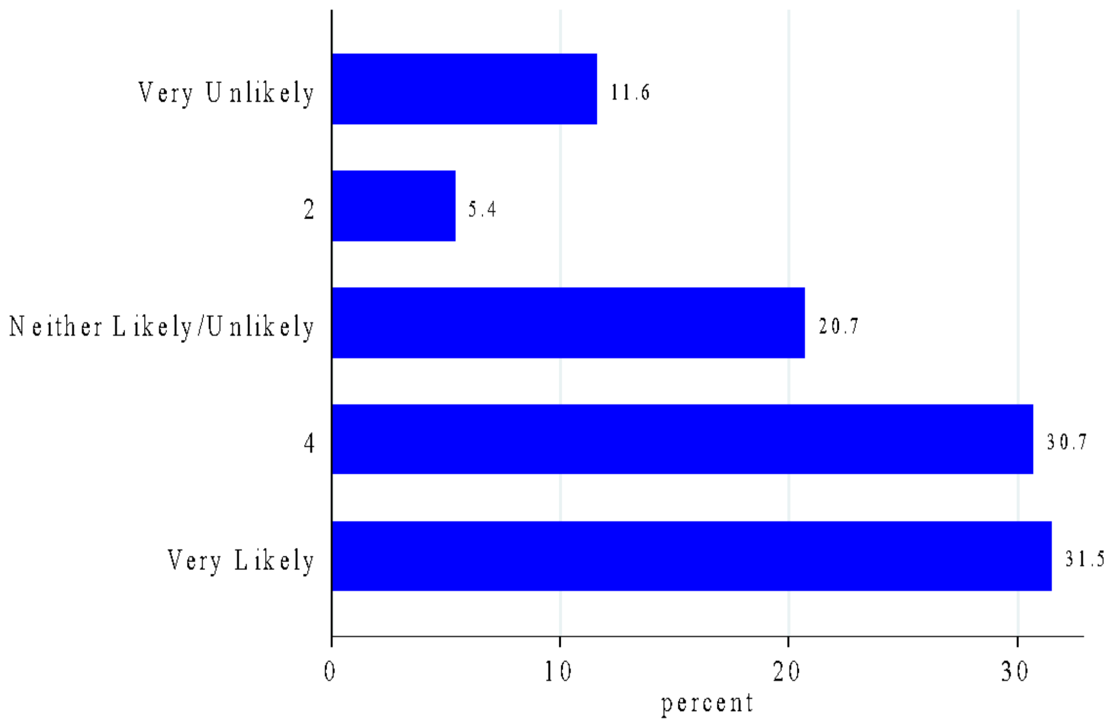
The optimal price range for a small narrow-leaf foliage houseplant is between a "Bargain" of $22.70 and "Getting Expensive" of $41.30, on average.

The average price Purchasers felt was "too cheap" for a small narrow-leaf foliage houseplant was $11.00.

Average price for "Too Expensive" for a small narrow-leaf foliage houseplant is $68.80.

[59] Question (Q94-97): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N = 869.

Figure 60. Likelihood of purchase of small broad-leaf foliage houseplant for a self-purchase for Purchasers[60]



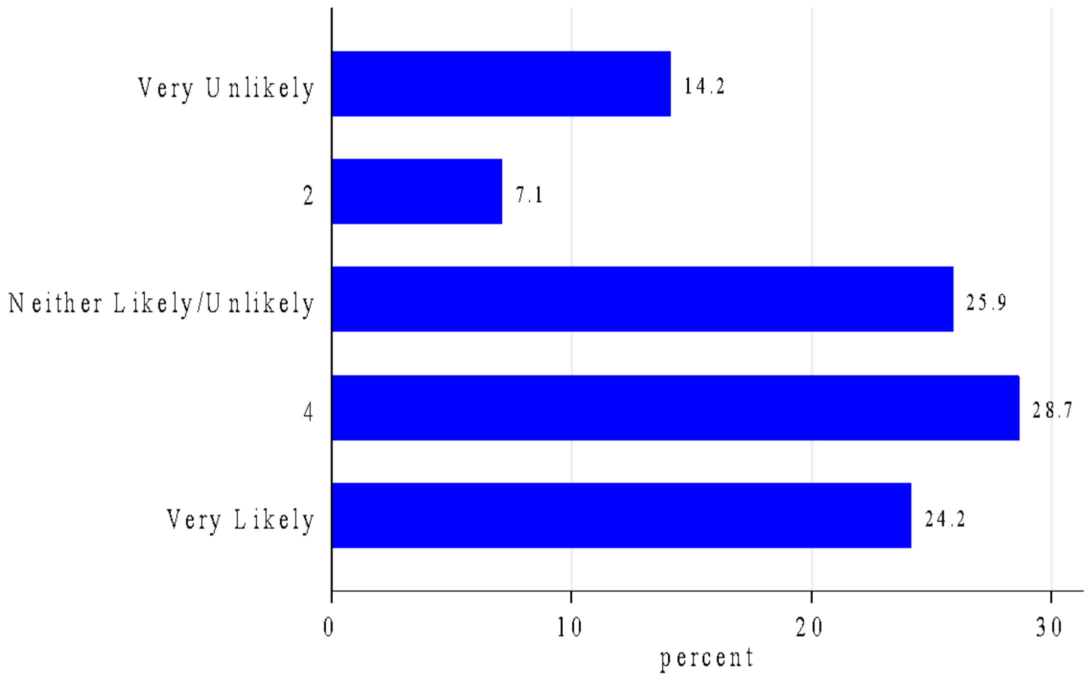
12% of Purchasers are Very Unlikely to purchase a small broad-leaf foliage houseplant for themselves.

21% are Neither Likely nor Unlikely to purchase a small broad-leaf foliage houseplant.

62% are Likely or Very Likely to purchase a small broad-leaf foliage houseplant for themselves.

[60]Question (Q98): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 869.

Figure 61. Likelihood of purchase of small broad-leaf foliage houseplant for a gift purchase for Purchasers[61]



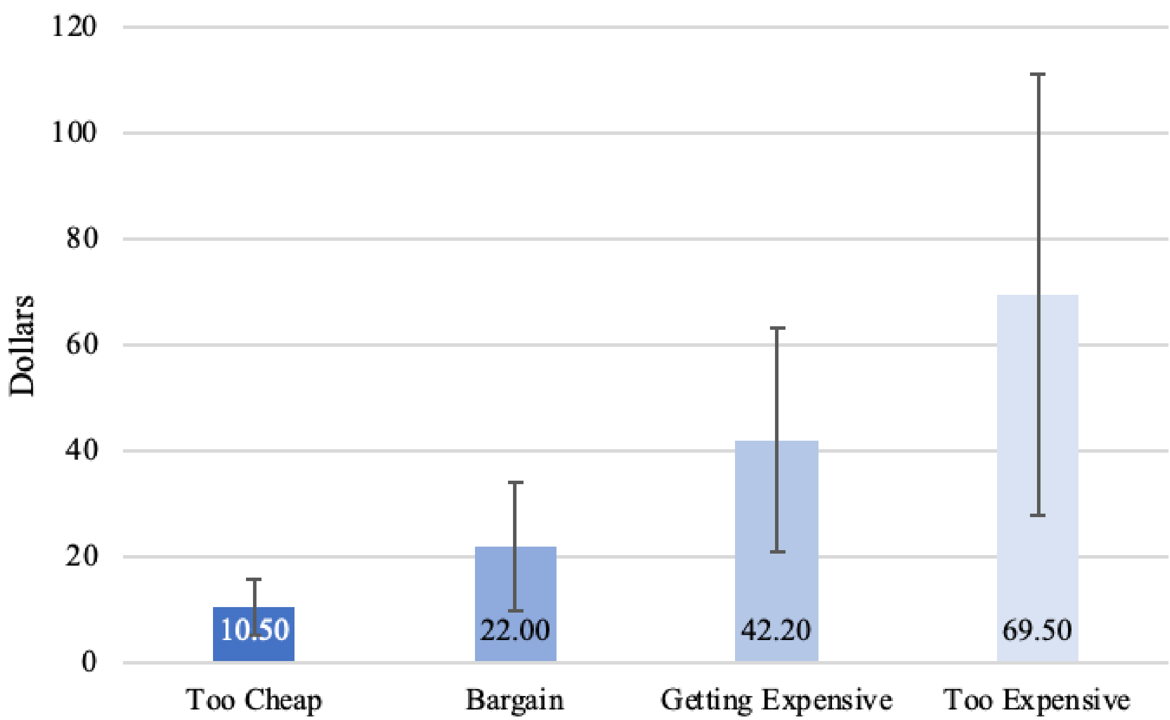
14% of Purchasers are Very Unlikely to purchase a small broad-leaf foliage houseplant as a gift for someone else.

26% are Neither Likely nor Unlikely to purchase a small broad-leaf foliage houseplant.

53% are Likely or Very Likely to purchase a small broad-leaf foliage houseplant as a gift for someone else.

[61] Question (Q98): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 869.

Figure 62. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive levels for small broad-leaf foliage houseplants for Purchasers[62]



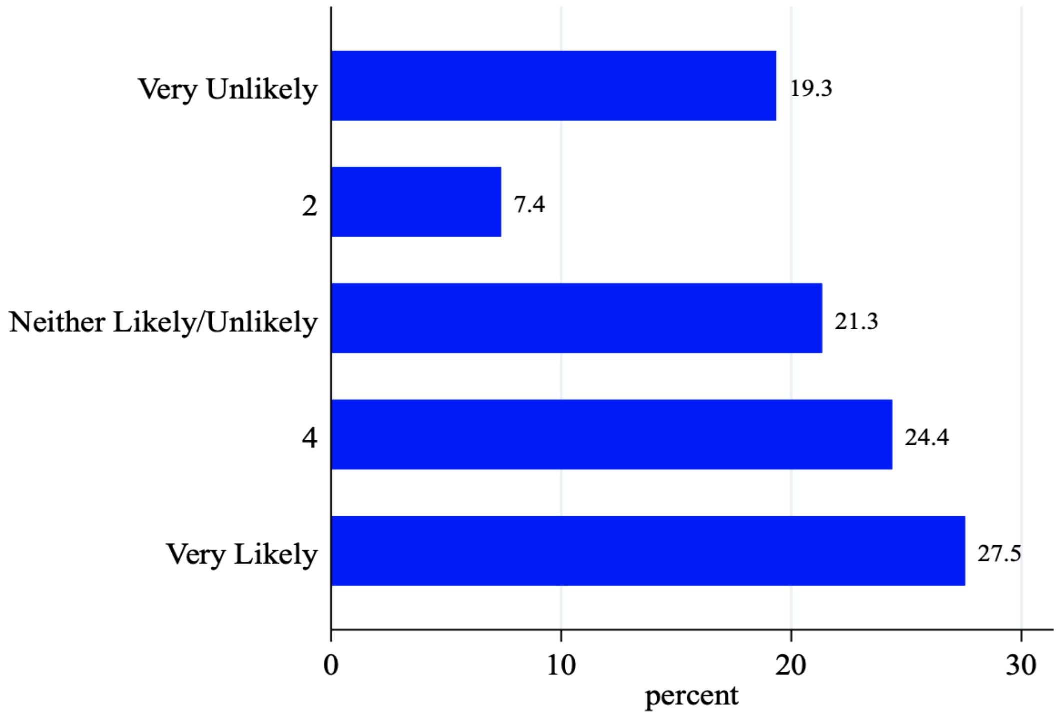
The optimal price range for a small broad-leaf foliage houseplant is between a "Bargain" of $22.00 and "Getting Expensive" of $42.20, on average.

The average price Purchasers felt was "too cheap" for a small broad-leaf foliage houseplant was $10.50.

Average price for "Too Expensive" for a small broad-leaf foliage houseplant is $69.50.

[62] Question (Q99-102): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N = 869.

Figure 63. Likelihood of purchase of small ferns for a self-purchase for Purchasers[63]



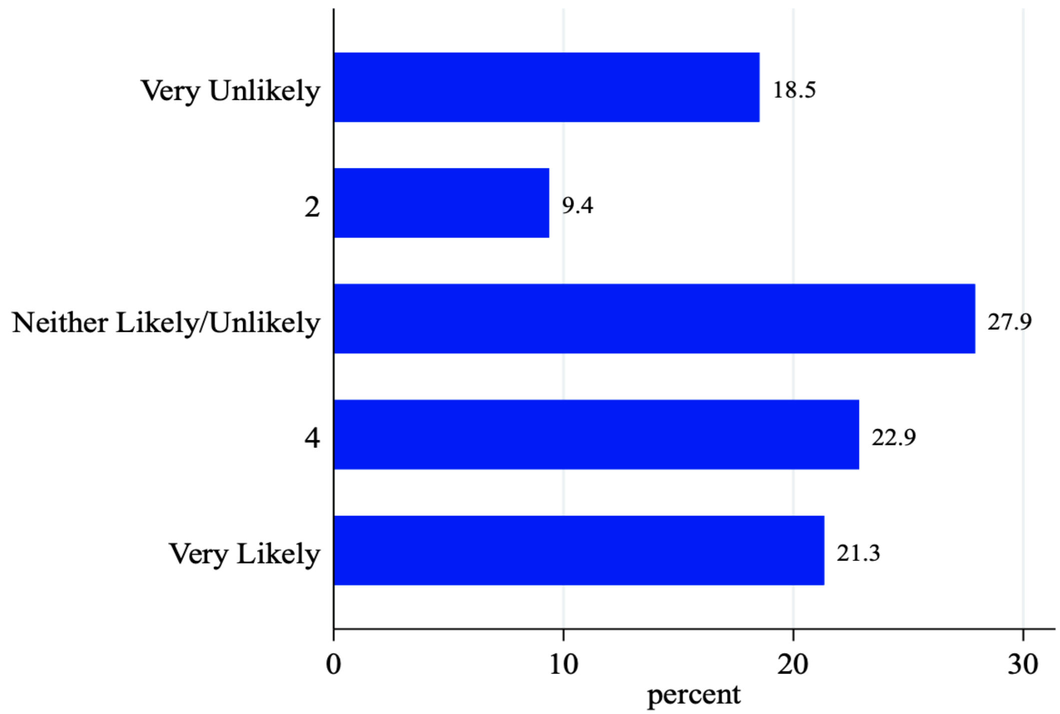
19% of Purchasers are Very Unlikely to purchase a small fern for themselves.

21% are Neither Likely nor Unlikely to purchase a small fern.

52% are Likely or Very Likely to purchase a small fern for themselves.

[63]Question (Q103): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 853.

Figure 64. Likelihood of purchase of small ferns for a gift purchase for Purchasers[64]



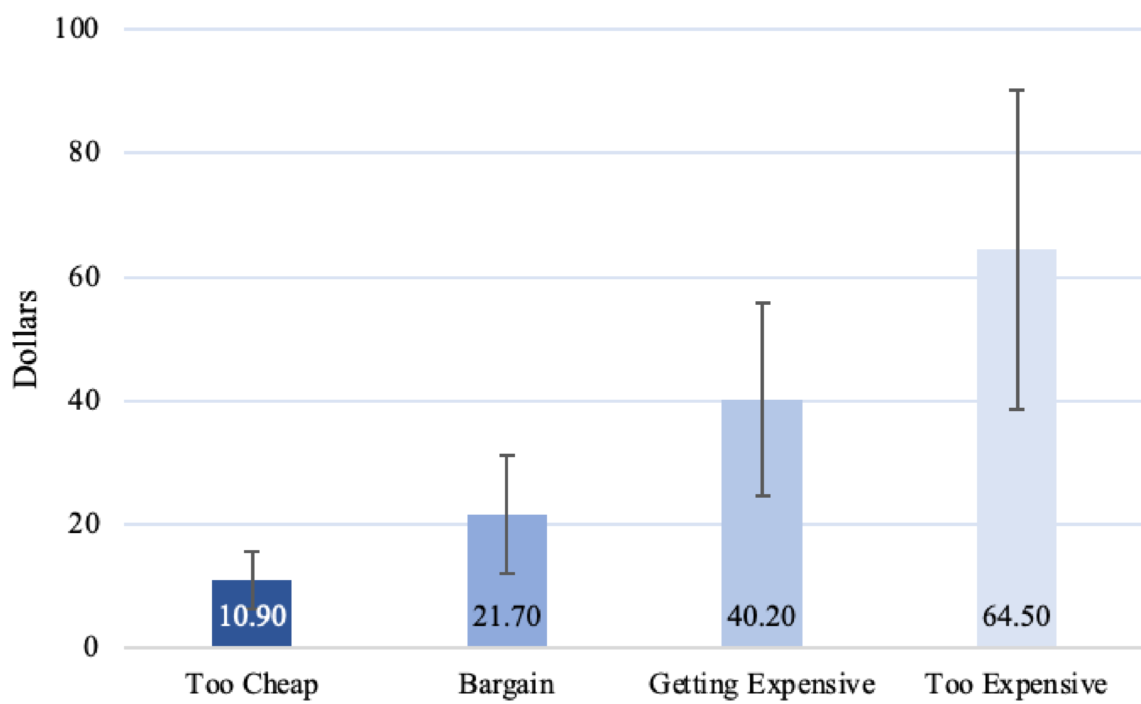
19% of Purchasers are Very Unlikely to purchase a small fern as a gift for someone else.

28% are Neither Likely nor Unlikely to purchase a small fern.

44% are Likely or Very Likely to purchase a small fern as a gift for someone else.

[64] Question (Q103): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 853.

Figure 65. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive levels for small ferns for Purchasers [65]



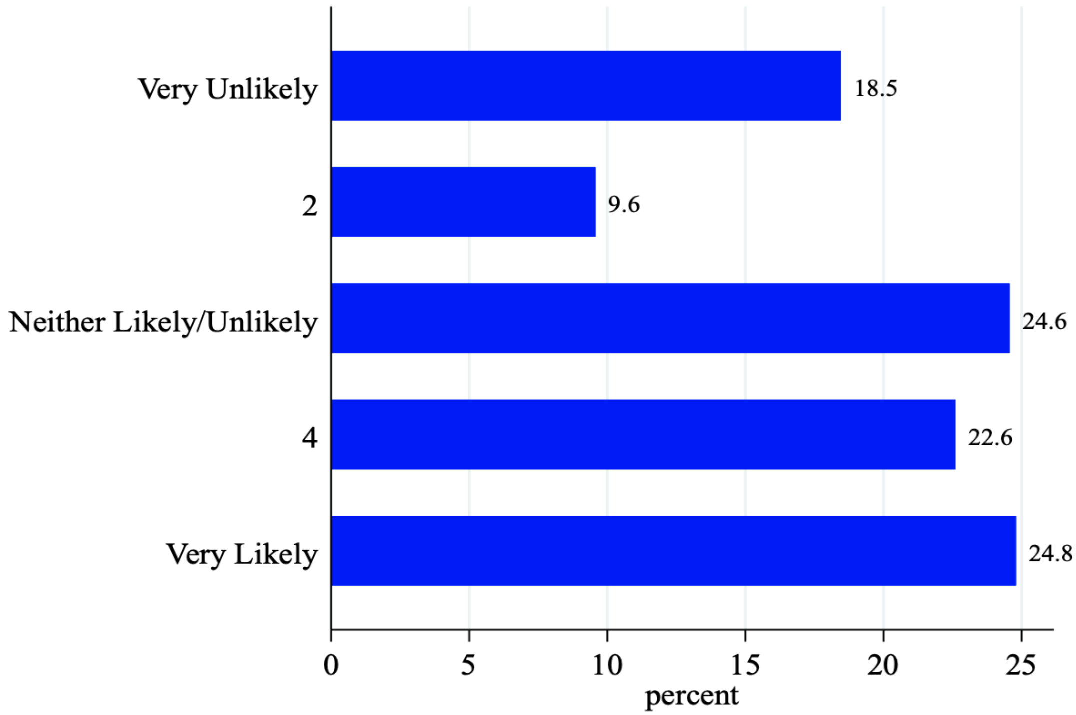
The optimal price range for a small fern is between a "Bargain" of $21.70 and "Getting Expensive" of $40.20, on average.

The average price Purchasers felt was "too cheap" for a small fern was $10.90.

Average price for "Too Expensive" for a small fern is $64.50.

[65] Question (Q104-107): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N = 853.

Figure 66. Likelihood of purchase of small bromeliads for a self-purchase for Purchasers[66]



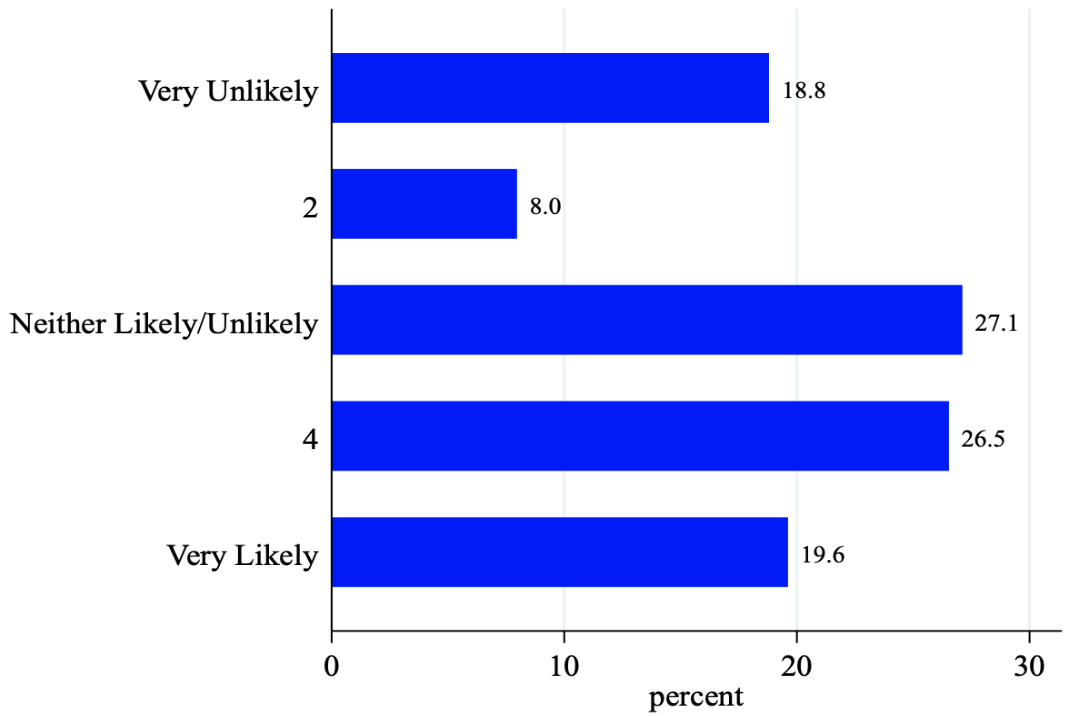
19% of Purchasers are Very Unlikely to purchase a small bromeliad for themselves.

25% are Neither Likely nor Unlikely to purchase a small bromeliad.

47% are Likely or Very Likely to purchase a small bromeliad for themselves.

[66] Question (Q108): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 867.

Figure 67. Likelihood of purchase of small bromeliads for a gift purchase for Purchasers[67]



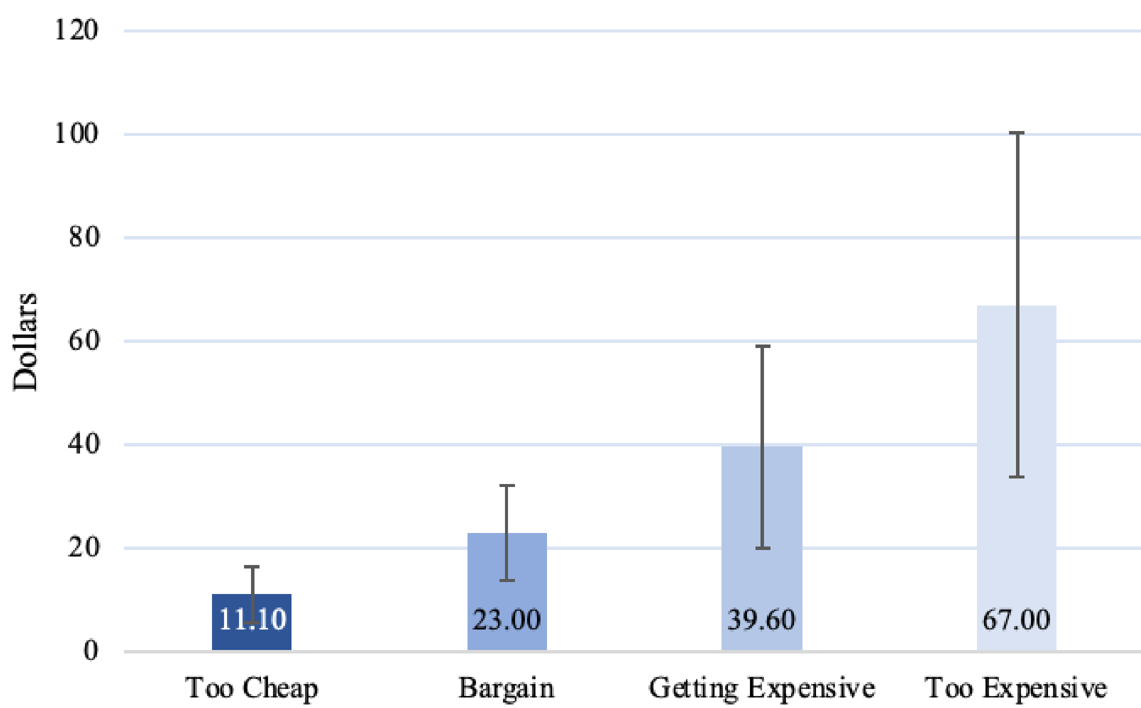
19% of Purchasers are Very Unlikely to purchase a small bromeliad as a gift for someone else.

27% are Neither Likely nor Unlikely to purchase a small bromeliad.

46% are Likely or Very Likely to purchase a small bromeliad as a gift for someone else.

[67] Question (Q108): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 867.

Figure 68. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive levels for small bromeliads for Purchasers[68]



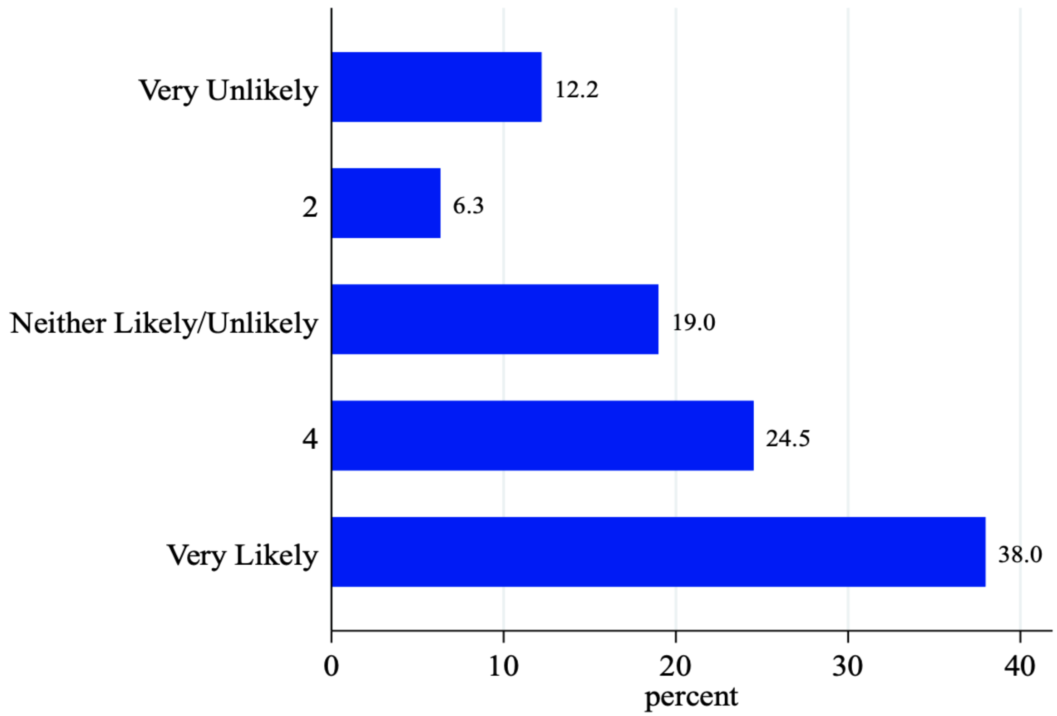
The optimal price range for a small bromeliad is between a "Bargain" of $23.00 and "Getting Expensive" of $39.60, on average.

The average price Purchasers felt was "too cheap" for a small bromeliad was $11.10.

Average price for "Too Expensive" for a small bromeliad is $67.00.

[68] Question (Q109-112): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N = 867.

Figure 69. Likelihood of purchase of large flowering houseplants for a self-purchase for Purchasers[69]



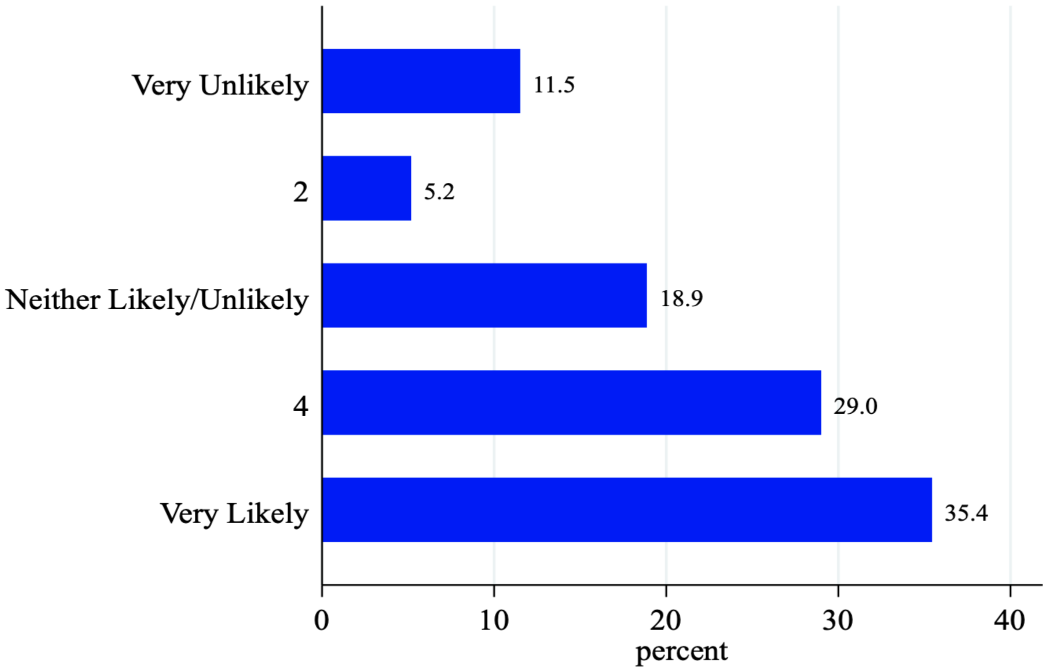
12% of Purchasers are Very Unlikely to purchase a large flowering houseplant for themselves.

19% are Neither Likely nor Unlikely to purchase a large flowering houseplant.

63% are Likely or Very Likely to purchase a large flowering houseplant for themselves.

[69] Question (Q113): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 869.

Figure 70. Likelihood of purchase of large flowering houseplants for a gift purchase for Purchasers[70]



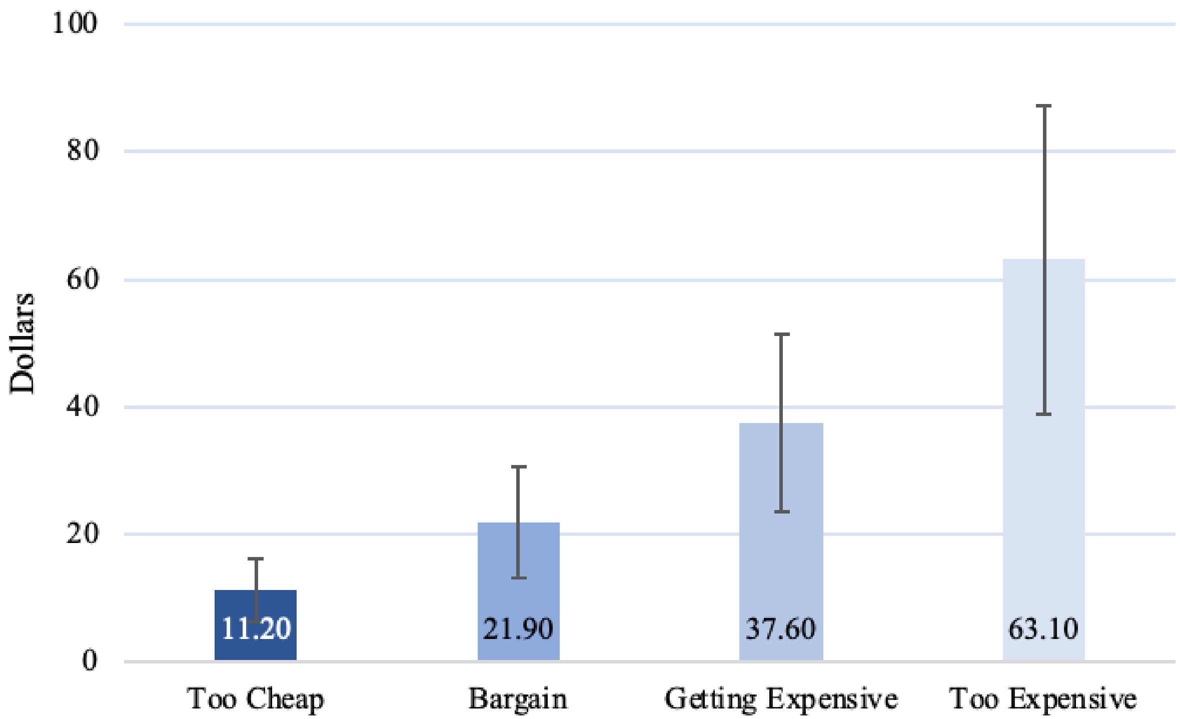
12% of Purchasers are Very Unlikely to purchase a large flowering houseplant as a gift for someone else.

19% are Neither Likely nor Unlikely to purchase a large flowering houseplant.

64% are Likely or Very Likely to purchase a large flowering houseplant as a gift for someone else.

[70] Question (Q113): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 869.

Figure 71. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive levels for large flowering houseplants for Purchasers[71]



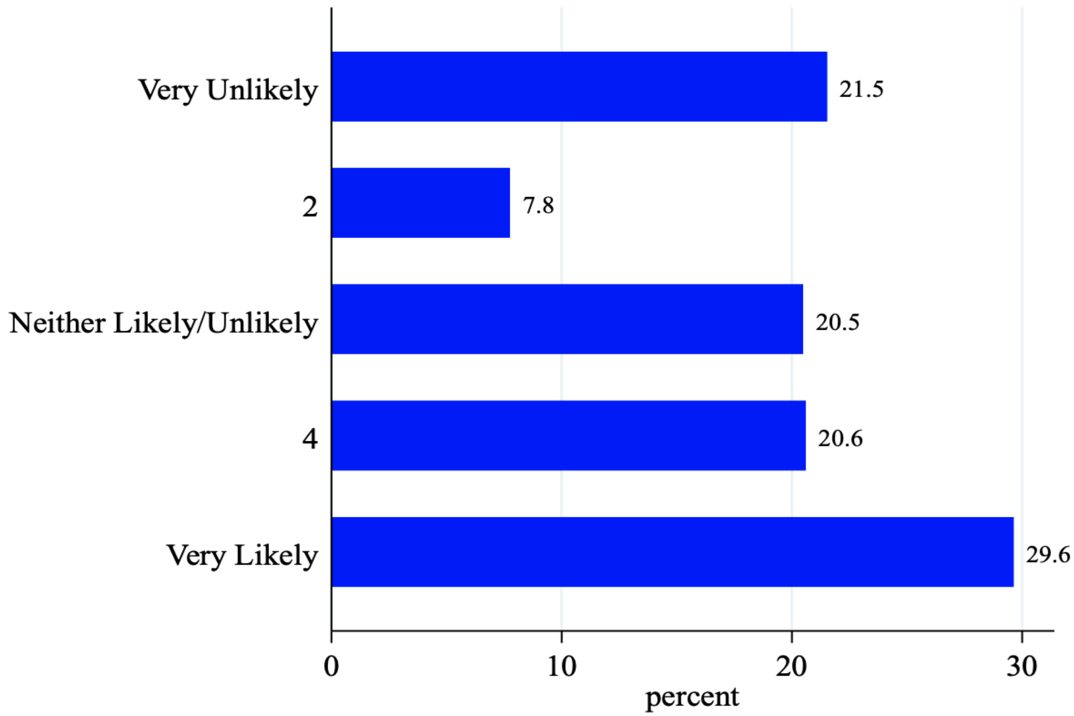
The optimal price range for a large flowering houseplant is between a "Bargain" of $21.90 and "Getting Expensive" of $37.60, on average.

The average price Purchasers felt was "too cheap" for a large flowering houseplant was $11.20.

Average price for "Too Expensive" for a large flowering houseplant is $63.10.

[71] Question (Q114-117): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N = 869.

Figure 72. Likelihood of purchase of large ferns for a self-purchase for Purchasers[72]



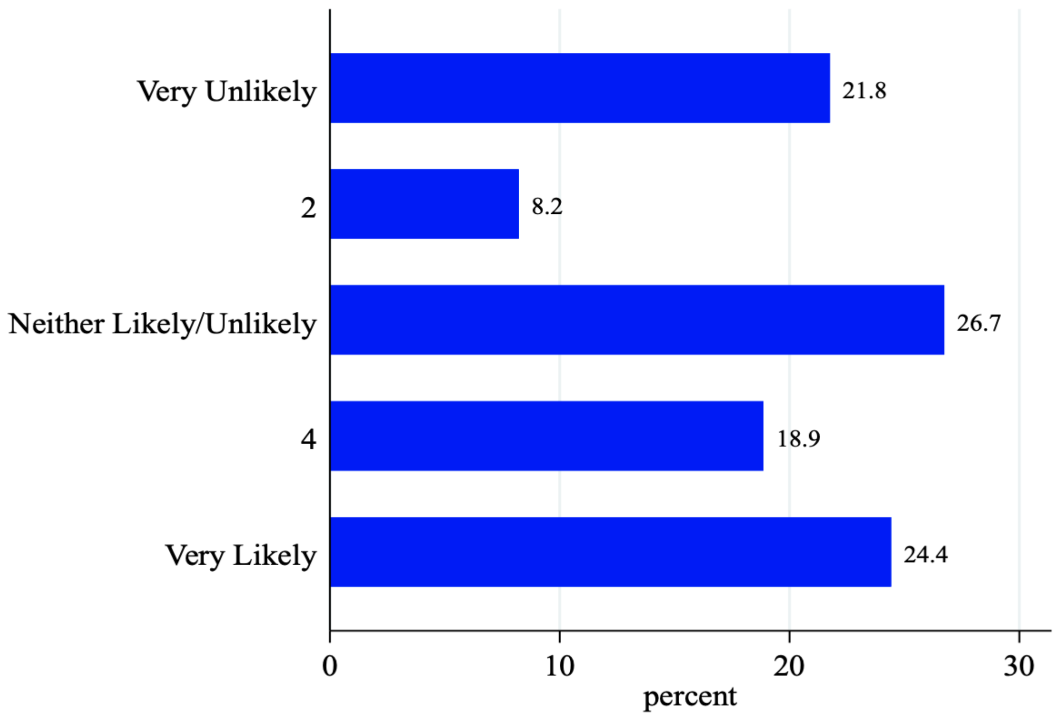
22% of Purchasers are Very Unlikely to purchase a large fern for themselves.

21% are Neither Likely nor Unlikely to purchase a large fern.

50% are Likely or Very Likely to purchase a large fern for themselves.

[72] Question (Q118): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 864.

Figure 73. Likelihood of purchase of large ferns for a gift purchase for Purchasers[73]



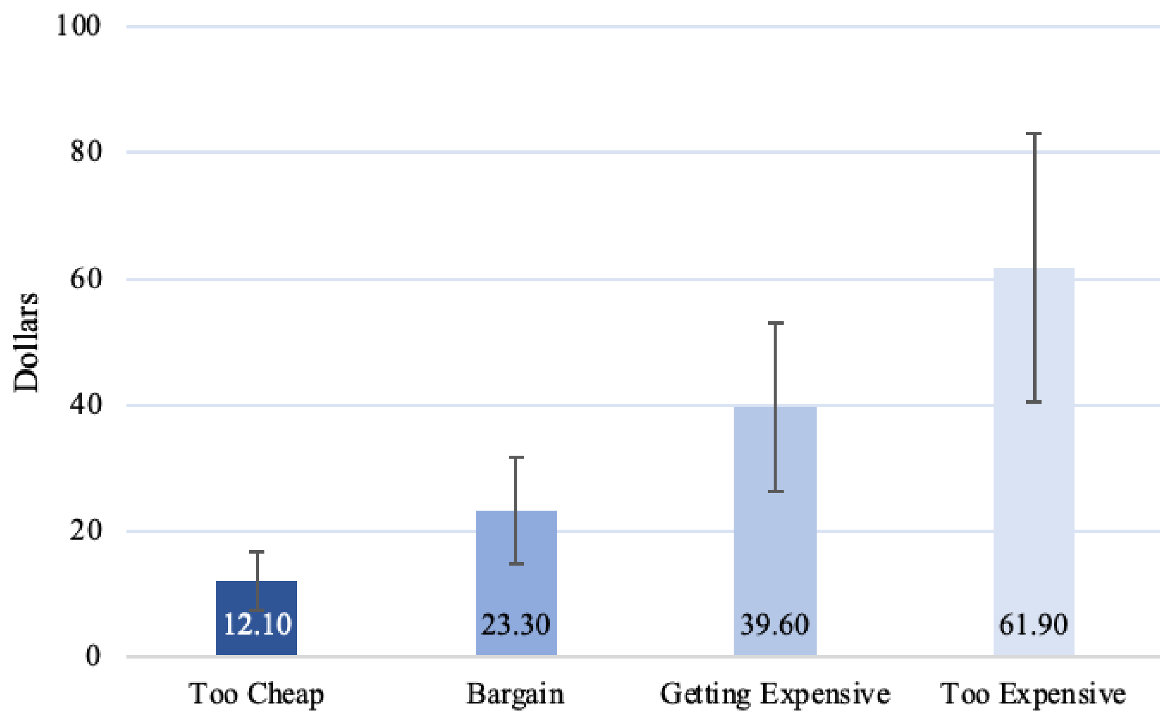
22% of Purchasers are Very Unlikely to purchase a large fern as a gift for someone else.

27% are Neither Likely nor Unlikely to purchase a large fern.

43% are Likely or Very Likely to purchase a large fern as a gift for someone else.

[73]Question (Q118): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 864.

Figure 74. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive levels for large ferns for Purchasers[74]



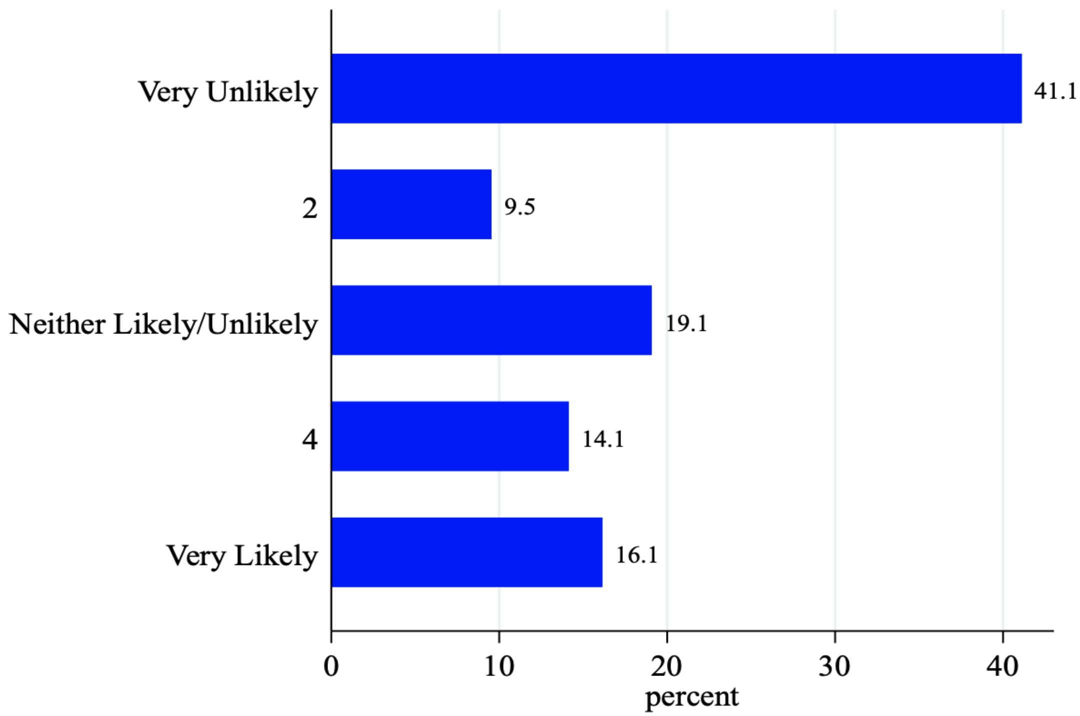
The optimal price range for a large fern is between a "Bargain" of $23.30 and "Getting Expensive" of $39.60, on average.

The average price Purchasers felt was "too cheap" for a large fern was $12.10.

Average price for "Too Expensive" for a large fern is $61.90.

[74] Question (Q119-122): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N = 864.

Figure 75. Likelihood of purchase of large air plants/*Tillandsia* for a self-purchase for Purchasers[75]



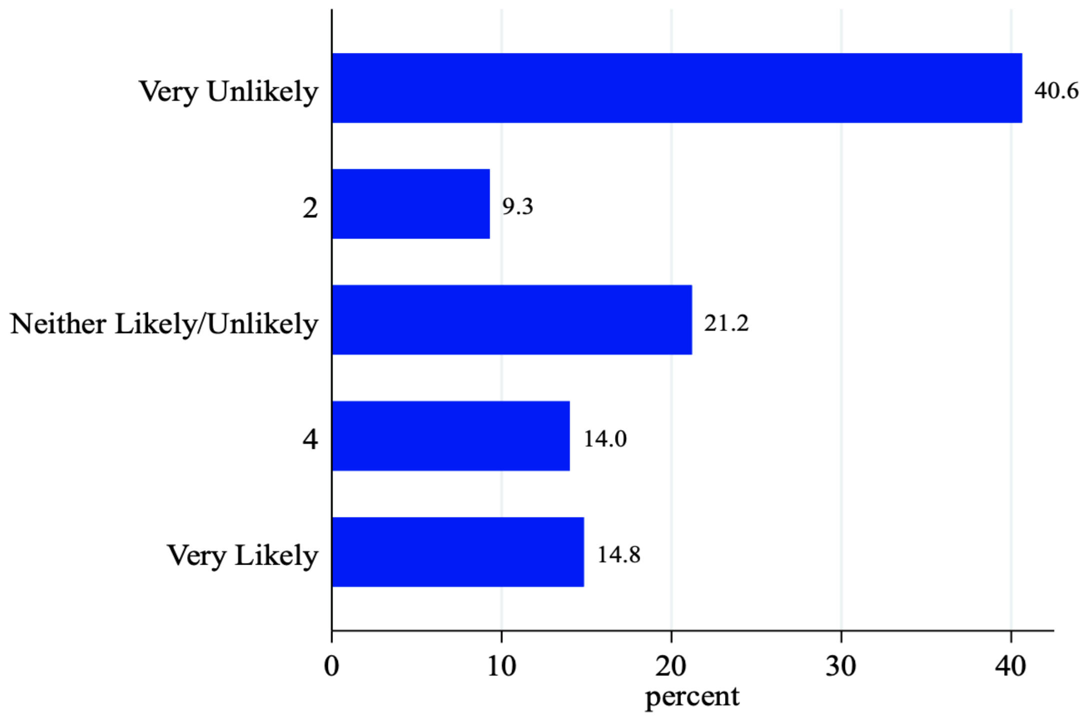
41% of Purchasers are Very Unlikely to purchase a large air plant/*Tillandsia* for themselves.

19% are Neither Likely nor Unlikely to purchase a large air plant/*Tillandsia*.

30% are Likely or Very Likely to purchase a large flowering air plant/*Tillandsia* plant for themselves.

[75] Question (Q123): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 849.

Figure 76. Likelihood of purchase of large air plants/*Tillandsia* for a gift purchase for Purchasers[76]



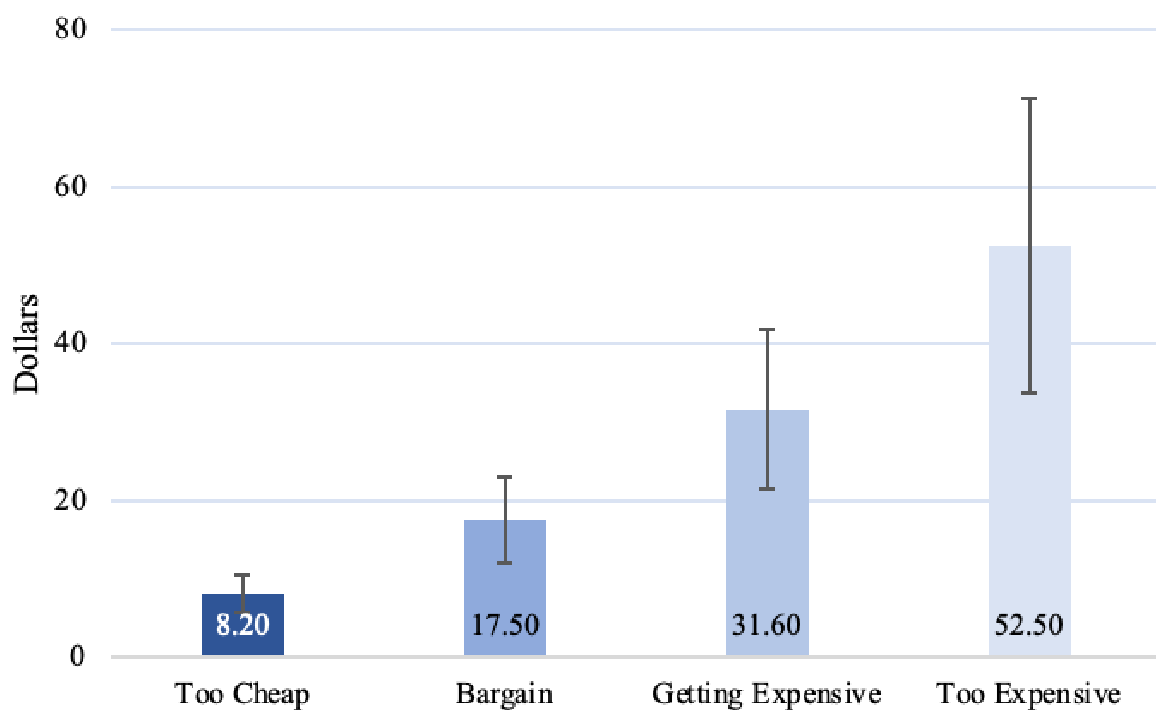
41% of Purchasers are Very Unlikely to purchase a large air plant/*Tillandsia* as a gift for someone else.

21% are Neither Likely nor Unlikely to purchase a large air plant/*Tillandsia*.

29% are Likely or Very Likely to purchase a large air plant/*Tillandsia* as a gift for someone else.

[76] Question (Q123): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 849.

Figure 77. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive levels for large air plants/*Tillandsia* for Purchasers[77]



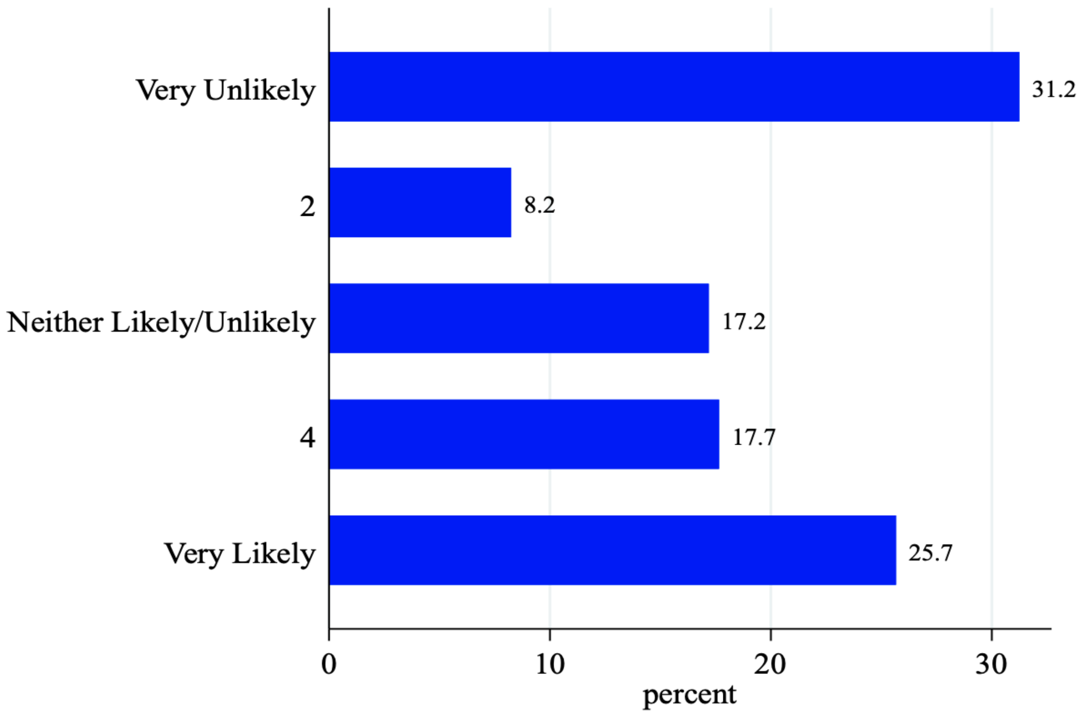
The optimal price range for a large air plant is between a “Bargain” of $17.50 and “Getting Expensive” of $31.60, on average.

The average price Purchasers felt was “too cheap” for a large air plant was $8.20.

Average price for “Too Expensive” for a large air plant is $52.50.

[77] Question (Q124-127): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N = 849.

Figure 78. Likelihood of purchase of large cacti for a self-purchase for Purchasers[78]



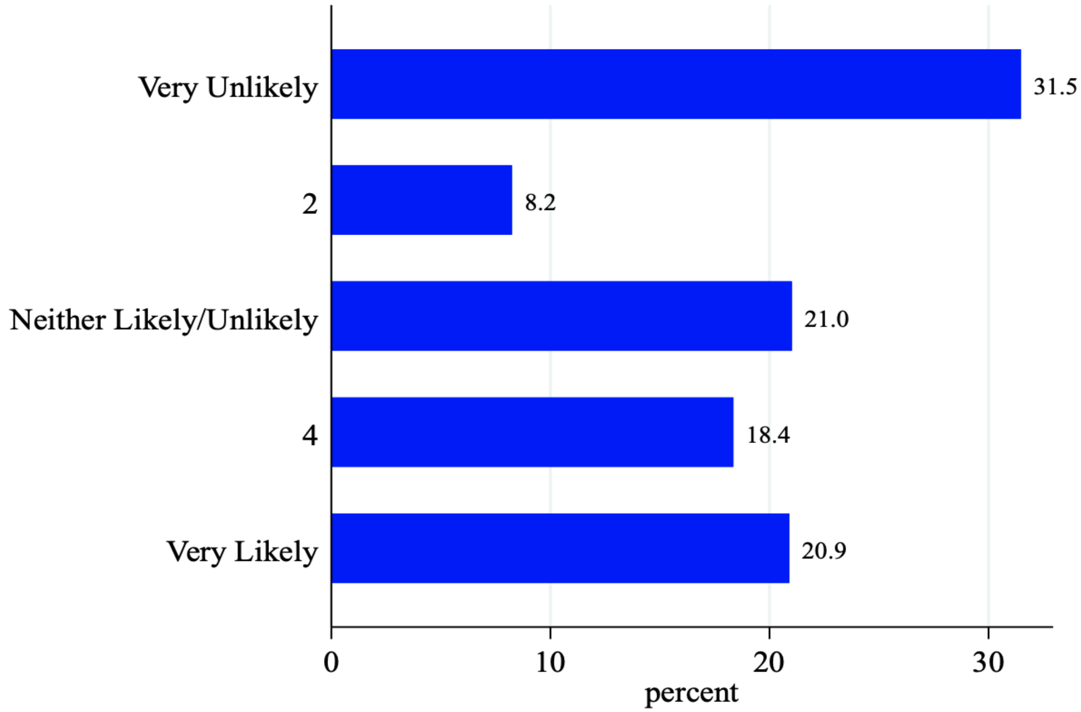
31% of Purchasers are Very Unlikely to purchase a large cactus for themselves.

17% are Neither Likely nor Unlikely to purchase a large cactus.

43% are Likely or Very Likely to purchase a large cactus for themselves.

[78] Question (Q128): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 861.

Figure 79. Likelihood of purchase of large cacti for a gift purchase for Purchasers[79]



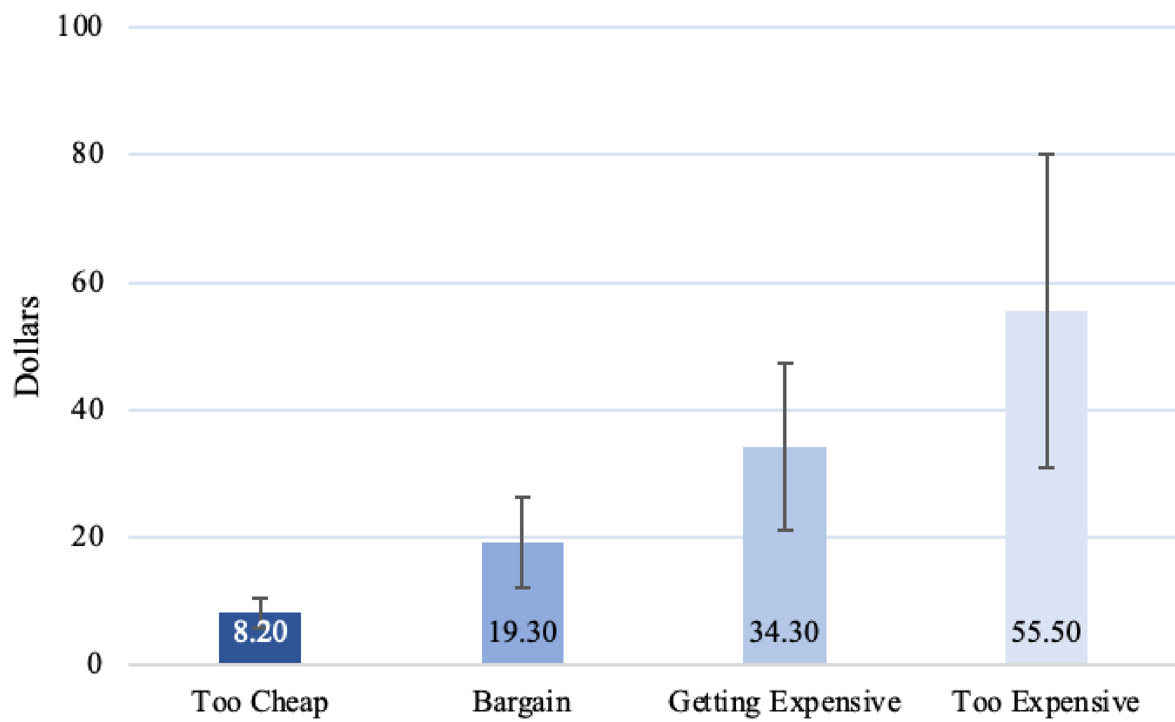
32% of Purchasers are Very Unlikely to purchase a large cactus as a gift for someone else.

21% are Neither Likely nor Unlikely to purchase a large cactus.

39% are Likely or Very Likely to purchase a large cactus as a gift for someone else.

[79] Question (Q128): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 861.

Figure 80. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive levels for large cacti for Purchasers[80]



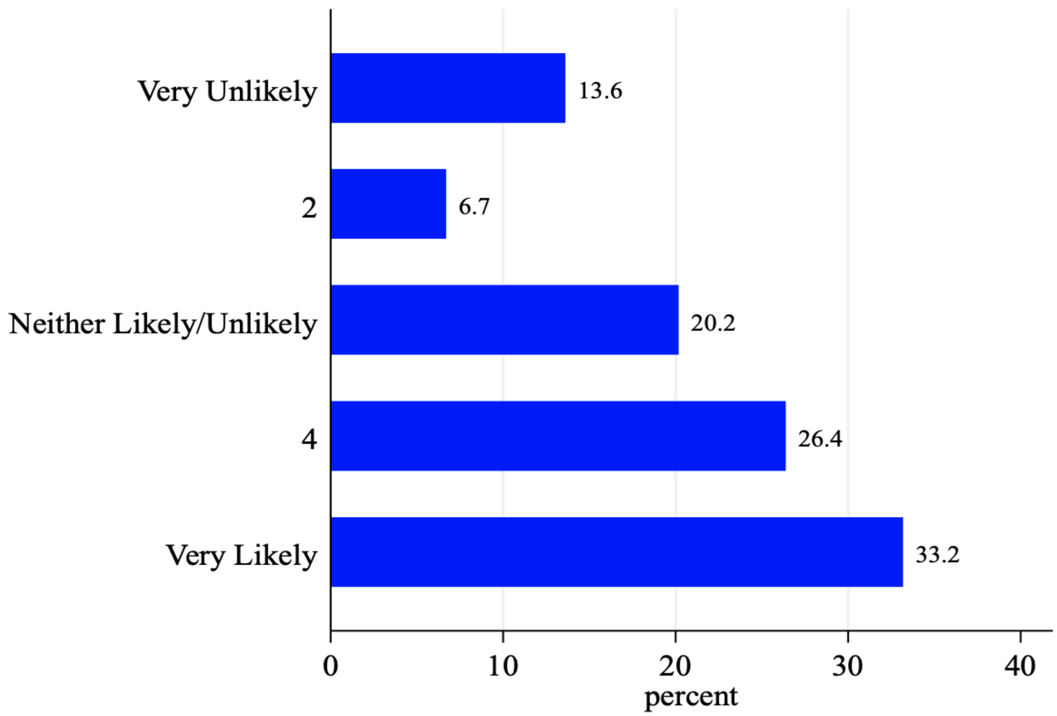
The optimal price range for a large cactus is between a "Bargain" of $19.30 and "Getting Expensive" of $34.30, on average.

The average price Purchasers felt was "too cheap" for a large cactus was $8.20.

Average price for "Too Expensive" for a large cactus is $55.50.

[80] Question (Q129-132): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N = 861.

Figure 81. Likelihood of purchase of large succulent for a self-purchase for Purchasers[81]



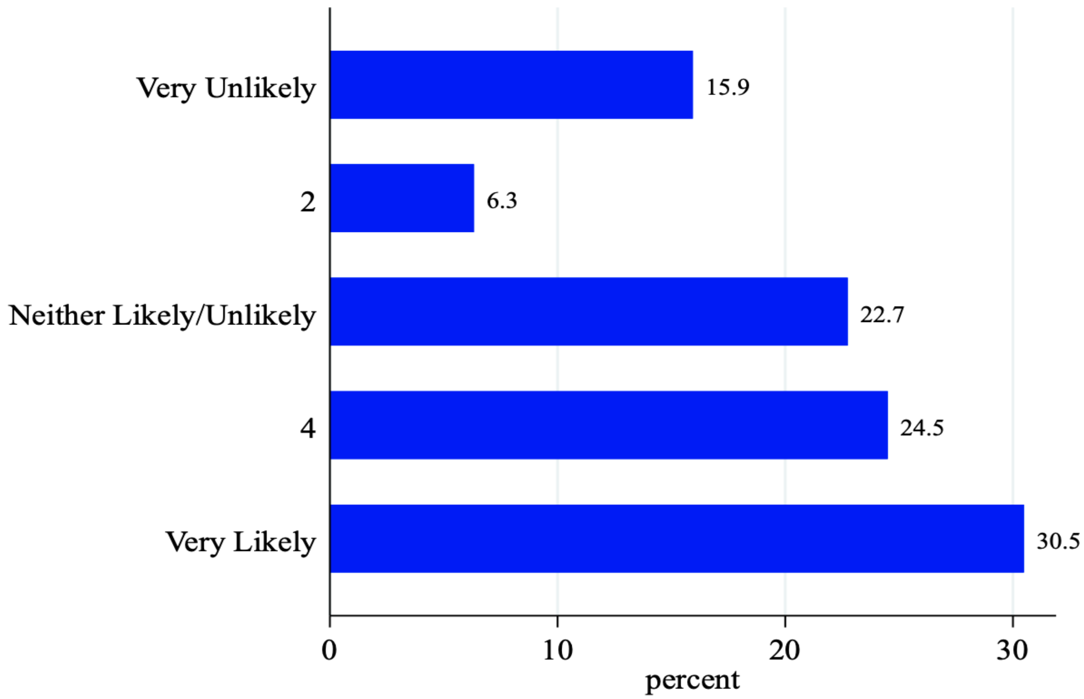
14% of Purchasers are Very Unlikely to purchase a large succulent for themselves.

20% are Neither Likely nor Unlikely to purchase a large succulent.

60% are Likely or Very Likely to purchase a large succulent for themselves.

[81] Question (Q133): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 853.

Figure 82. Likelihood of purchase of large succulent for a gift purchase for Purchasers[82]



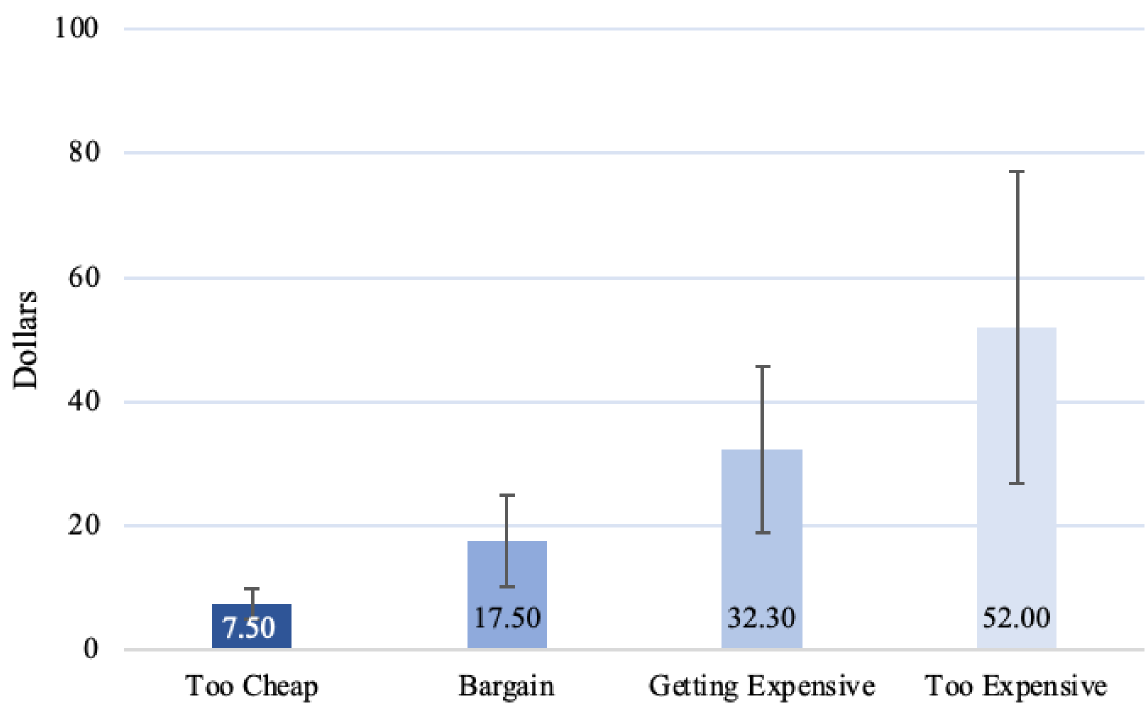
16% of Purchasers are Very Unlikely to purchase a large succulent as a gift for someone else.

23% are Neither Likely nor Unlikely to purchase a large succulent.

55% are Likely or Very Likely to purchase a large succulent as a gift for someone else.

[82] Question (Q133): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 853.

Figure 83. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive levels for large succulents for Purchasers[83]



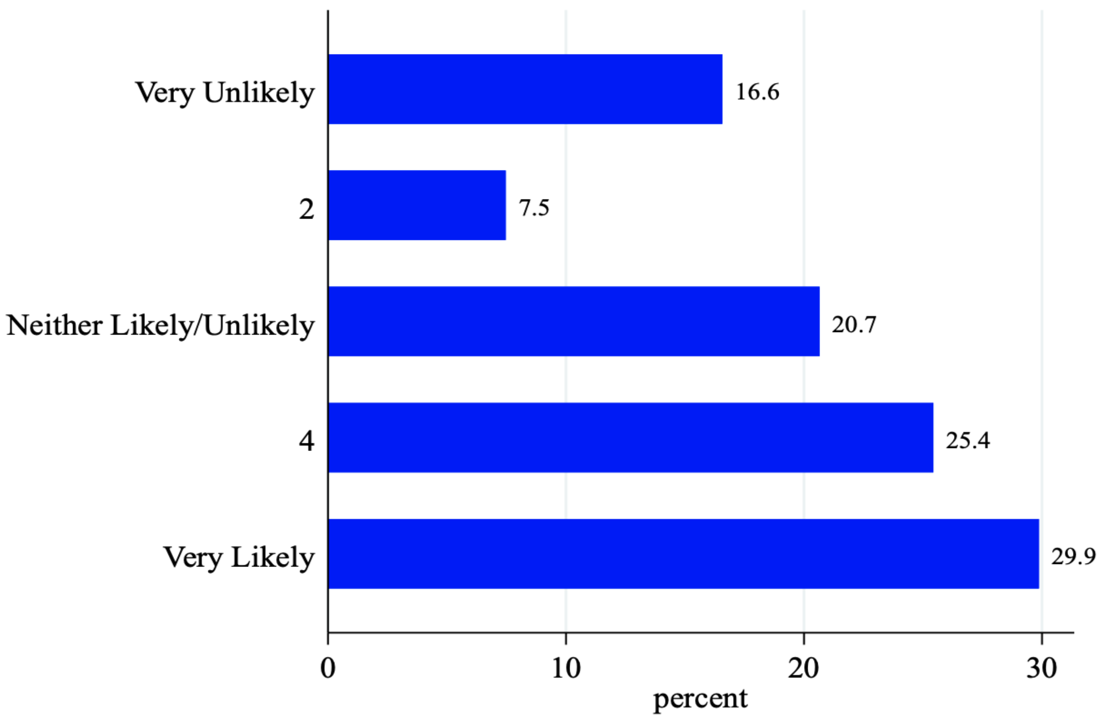
The optimal price range for a large succulent is between a “Bargain” of $17.50 and “Getting Expensive” of $32.30, on average.

The average price Purchasers felt was “too cheap” for a large succulent was $7.50.

Average price for “Too Expensive” for a large succulent is $52.00.

[83] Question (Q134-137): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N = 853.

Figure 84. Likelihood of purchase of large trailing or climbing houseplants for a self-purchase for Purchasers[84]



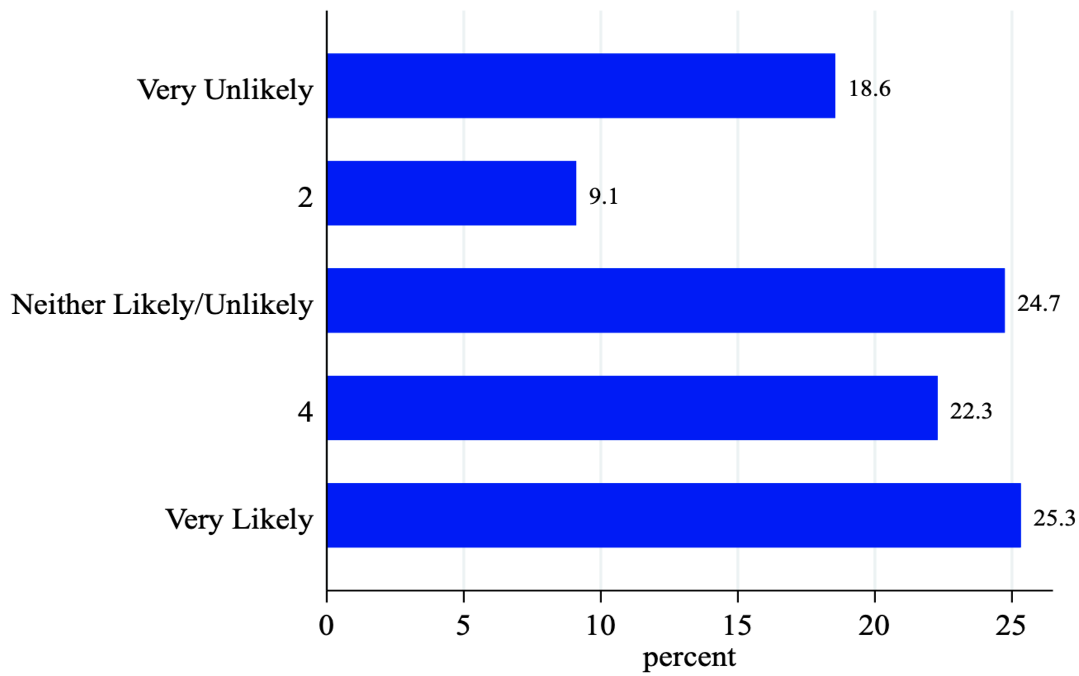
17% of Purchasers are Very Unlikely to purchase a large trailing or climbing houseplant for themselves.

21% are Neither Likely nor Unlikely to purchase a large trailing or climbing houseplant.

55% are Likely or Very Likely to purchase a large trailing or climbing houseplant for themselves.

[84] Question (Q138): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 857.

Figure 85. Likelihood of purchase of large trailing or climbing houseplants for a gift purchase for Purchasers[85]



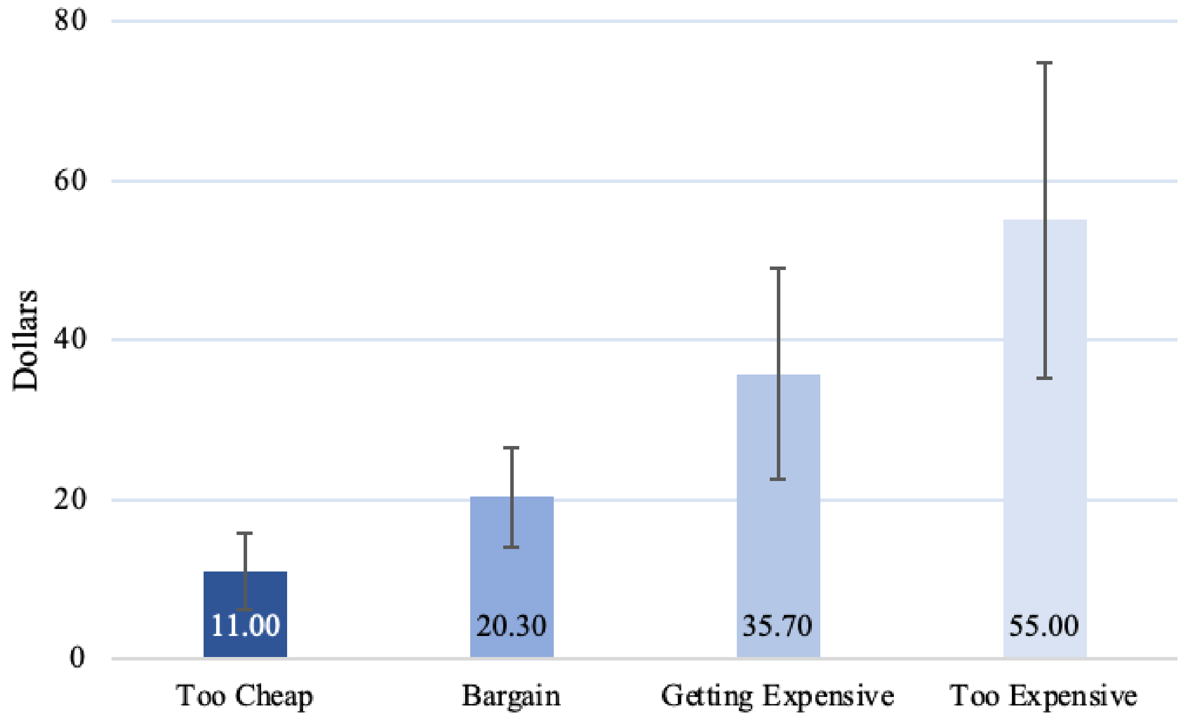
19% of Purchasers are Very Unlikely to purchase a large trailing or climbing houseplant as a gift for someone else.

25% are Neither Likely nor Unlikely to purchase a large trailing or climbing houseplant.

48% are Likely or Very Likely to purchase a large trailing or climbing houseplant as a gift for someone else.

[85] Question (Q138): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 857.

Figure 86. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive levels for large trailing or climbing houseplants for Purchasers[86]



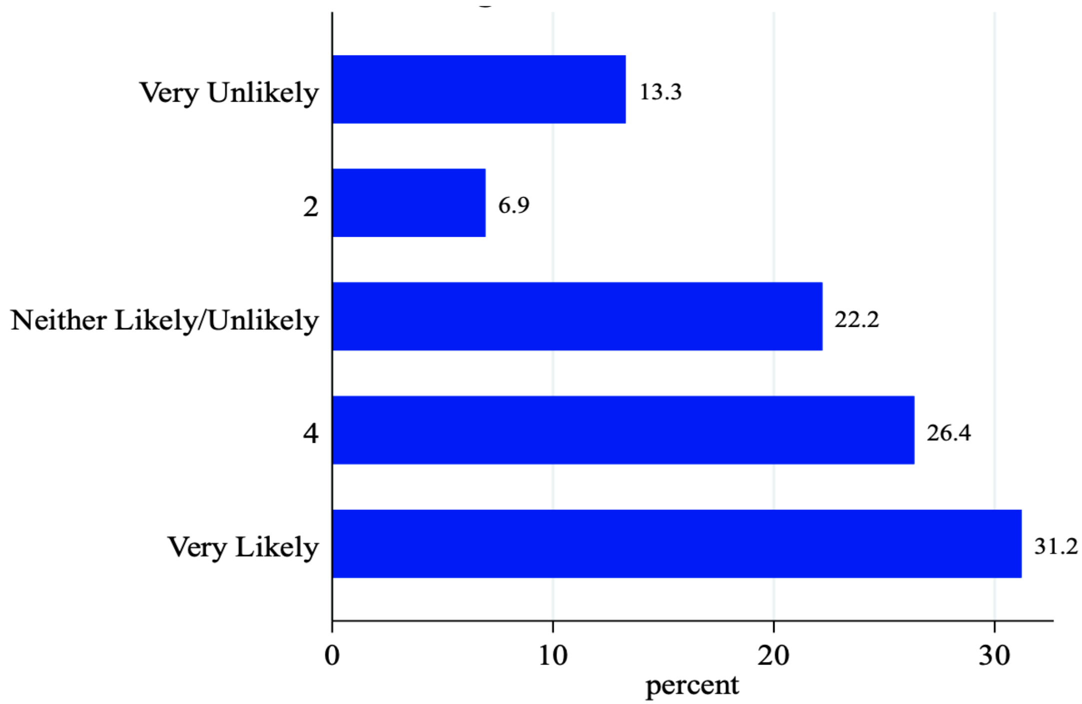
The optimal price range for a large trailing or climbing houseplants is between a “Bargain” of $20.30 and “Getting Expensive” of $35.70, on average.

The average price Purchasers felt was “too cheap” for a large trailing or climbing houseplants was $11.00.

Average price for “Too Expensive” for a large trailing or climbing houseplants is $55.00.

[86] Question (Q139-142): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N = 857.

Figure 87. Likelihood of purchase of large bromeliads for a self-purchase for Purchasers[87]



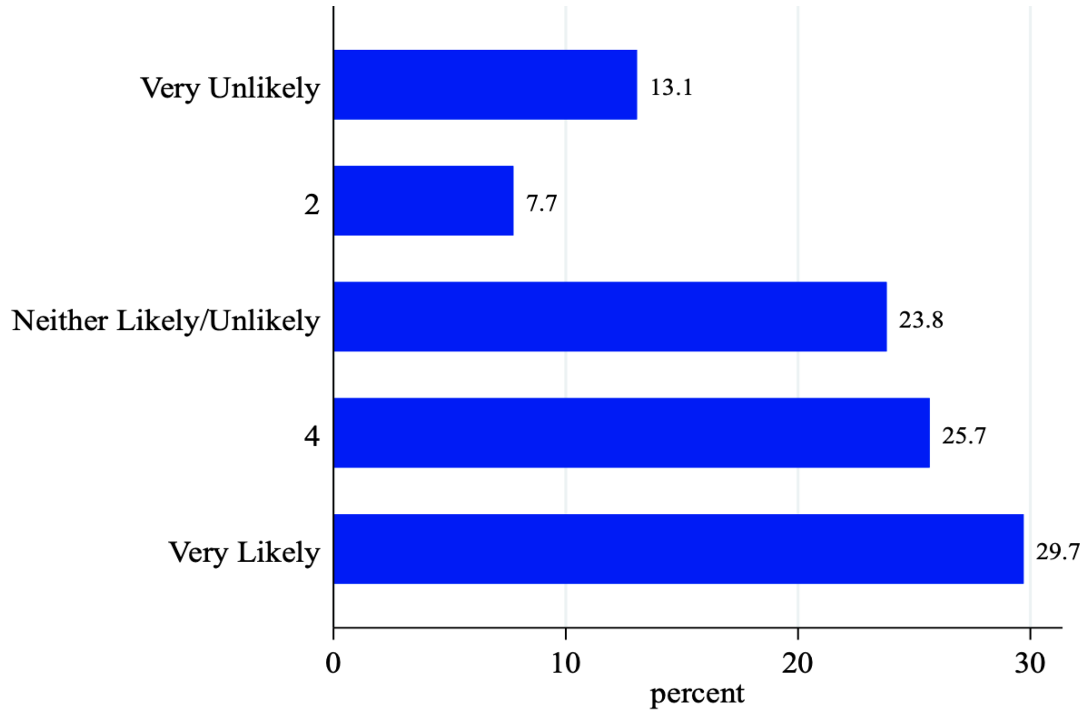
13% of Purchasers are Very Unlikely to purchase a large bromeliad for themselves.

22% are Neither Likely nor Unlikely to purchase a large bromeliad.

58 % are Likely or Very Likely to purchase a large bromeliad for themselves.

[87] Question (Q143): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 865.

Figure 88. Likelihood of purchase of large bromeliads for a gift purchase for Purchasers[88]



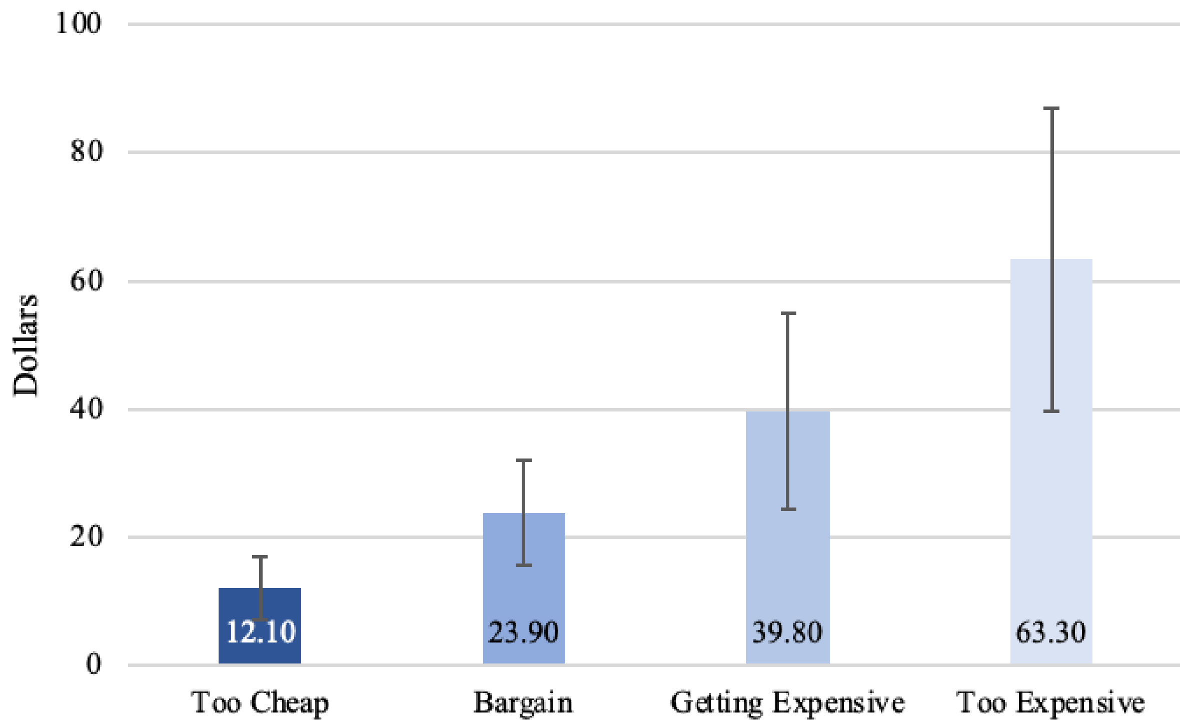
13% of Purchasers are Very Unlikely to purchase a large bromeliad as a gift for someone else.

24% are Neither Likely nor Unlikely to purchase a large bromeliad.

55% are Likely or Very Likely to purchase a large bromeliad as a gift for someone else.

[88] Question (Q143): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 865.

Figure 89. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive Levels for large bromeliads for Purchasers[89]



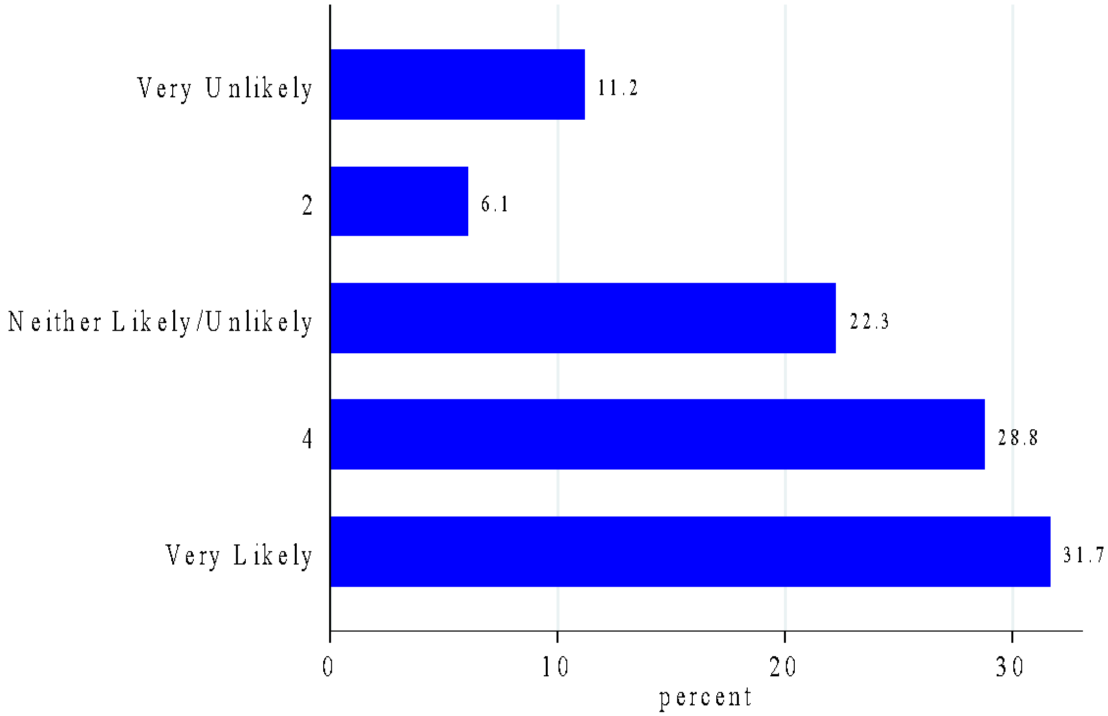
The optimal price range for large bromeliad is between a "Bargain" of $23.90 and "Getting Expensive" of $39.80, on average.

The average price Purchasers felt was "too cheap" for a large bromeliad was $12.10.

Average price for "Too Expensive" for a large bromeliad is $63.30.

[89] Question (Q144-147): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N = 865.

Figure 90. Likelihood of purchase of large broad-leaf foliage houseplant for a self purchase for Purchasers[90]



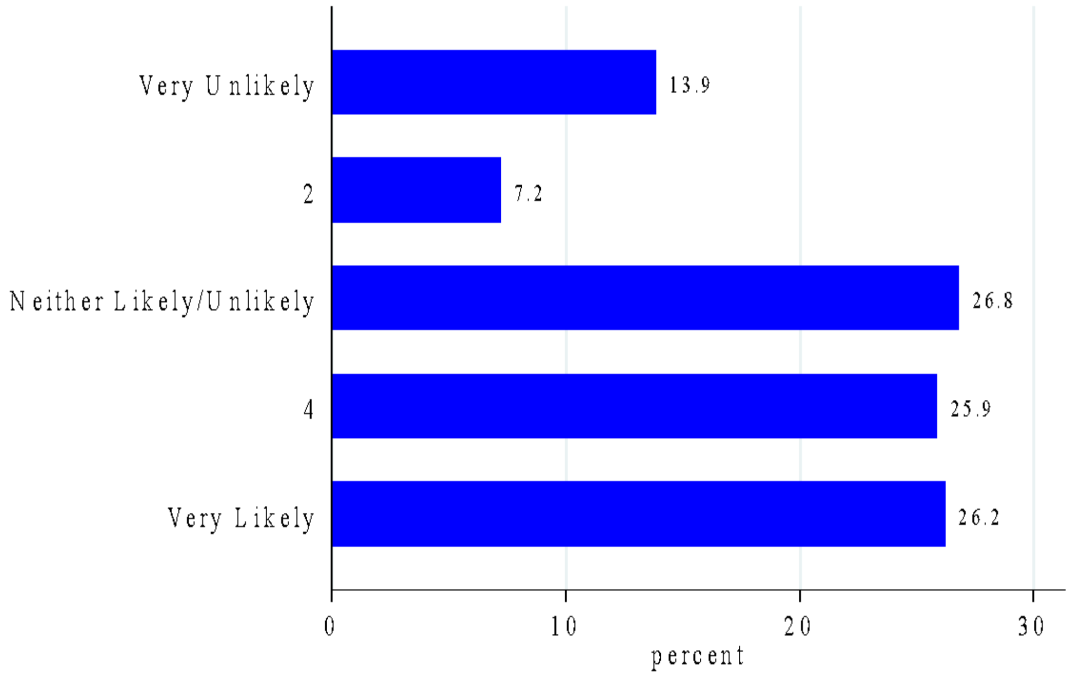
11% of Purchasers are Very Unlikely to purchase a large broad-leaf foliage houseplant for themselves.

22% are Neither Likely nor Unlikely to purchase a large broad-leaf foliage houseplant.

61% are Likely or Very Likely to purchase a large broad-leaf foliage houseplant for themselves.

[90] Question (Q148): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 858.

Figure 91. Likelihood of purchase of large broad-leaf foliage houseplant for a gift purchase for Purchasers[91]



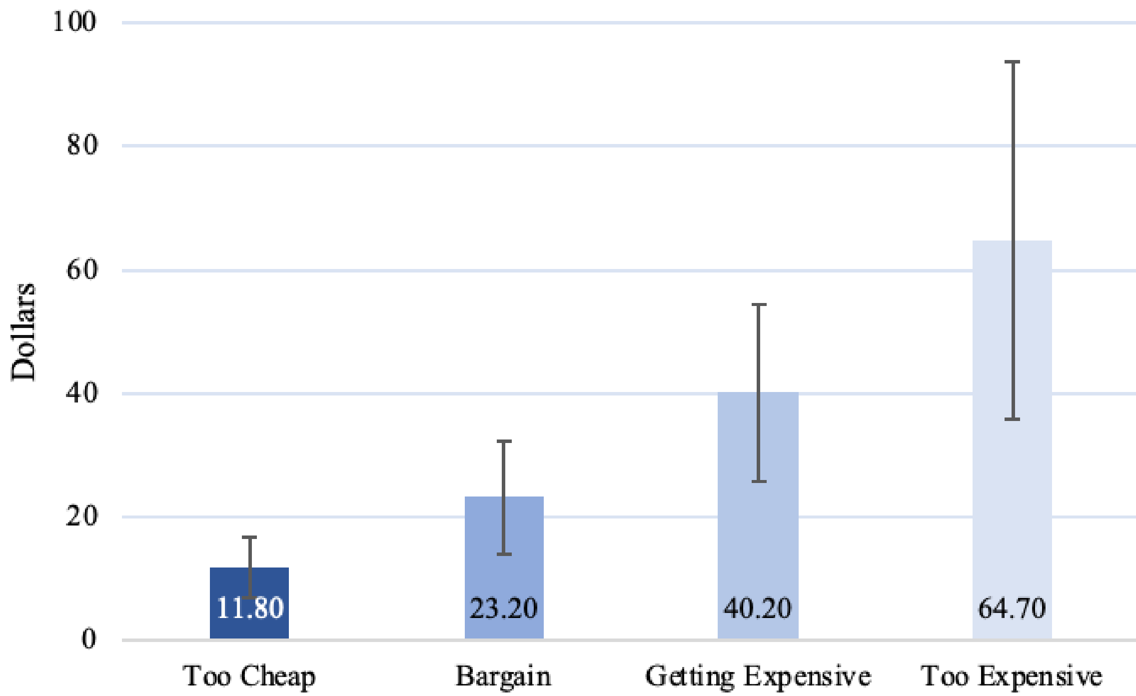
14% of Purchasers are Very Unlikely to purchase a large broad-leaf foliage houseplant as a gift for someone else.

27% are Neither Likely nor Unlikely to purchase a large broad-leaf foliage houseplant.

52% are Likely or Very Likely to purchase a large broad-leaf foliage houseplant as a gift for someone else.

[91] Question (Q148): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 858.

Figure 92. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive levels for large broad-leaf foliage houseplant for Purchasers[92]



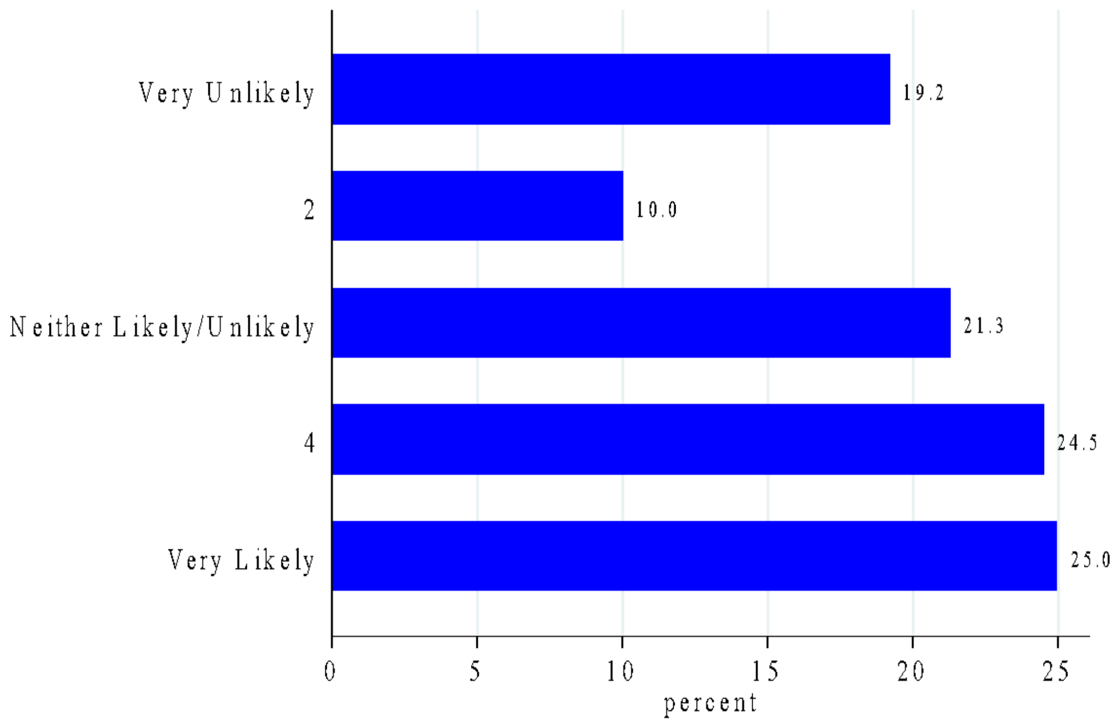
The optimal price range for a large broad-leaf foliage houseplant is between a “Bargain” of $23.20 and “Getting Expensive” of $40.20, on average.

The average price Purchasers felt was “too cheap” for a large broad-leaf foliage houseplant was $11.80.

Average price for “Too Expensive” for a large broad-leaf foliage houseplant is $64.70.

[92] Question (Q149-152): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N = 858.

Figure 93. Likelihood of purchase of large narrow-leaf foliage houseplant for a self purchase for Purchasers[93]



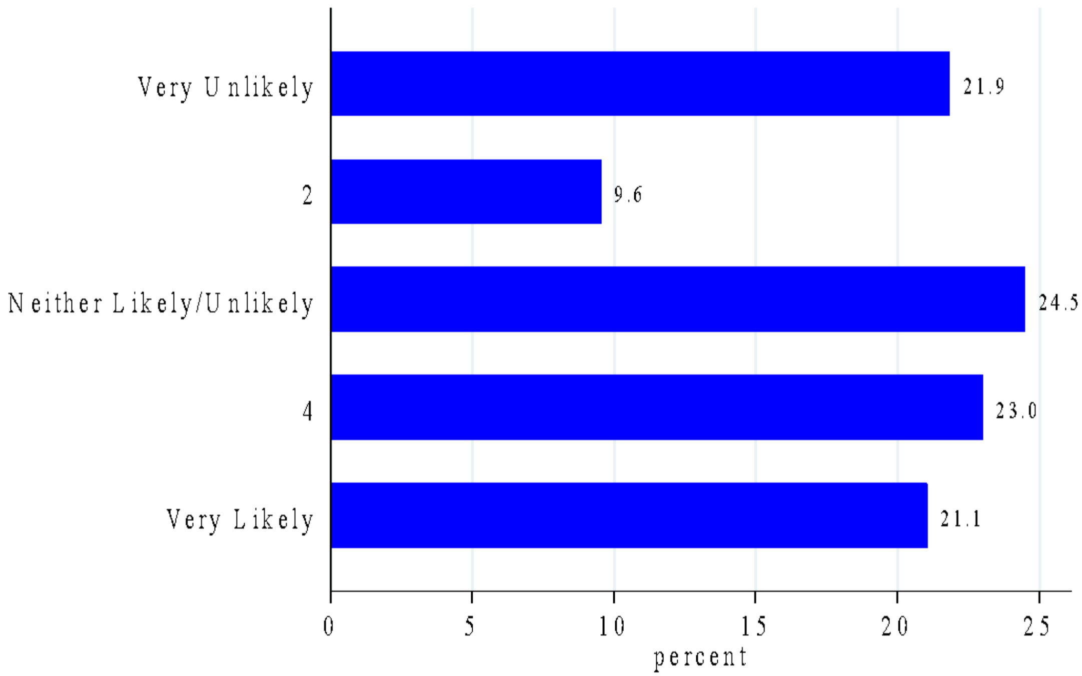
19% of Purchasers are Very Unlikely to purchase a large narrow-leaf foliage houseplant for themselves.

21% are Neither Likely nor Unlikely to purchase a large narrow-leaf foliage houseplant.

50% are Likely or Very Likely to purchase a large broad-leaf foliage houseplant for themselves.

[93]Question (Q153): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 869.

Figure 94. Likelihood of purchase of large narrow-leaf foliage houseplant for a gift purchase for Purchasers[94]



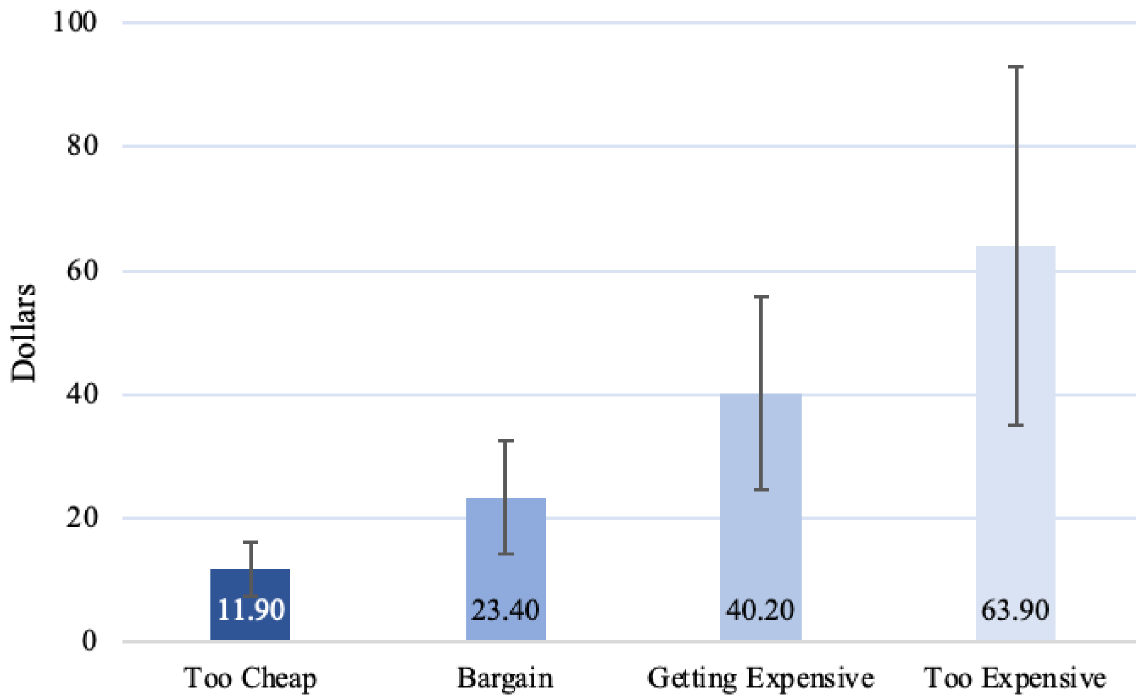
22% of Purchasers are Very Unlikely to purchase a large narrow-leaf foliage houseplant as a gift for someone else.

25% are Neither Likely nor Unlikely to purchase a large narrow-leaf foliage houseplant.

44% are Likely or Very Likely to purchase a large narrow-leaf foliage houseplant as a gift for someone else.

[94] Question (Q153): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 869.

Figure 95. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive levels for large narrow-leaf foliage houseplant for Purchasers[95]



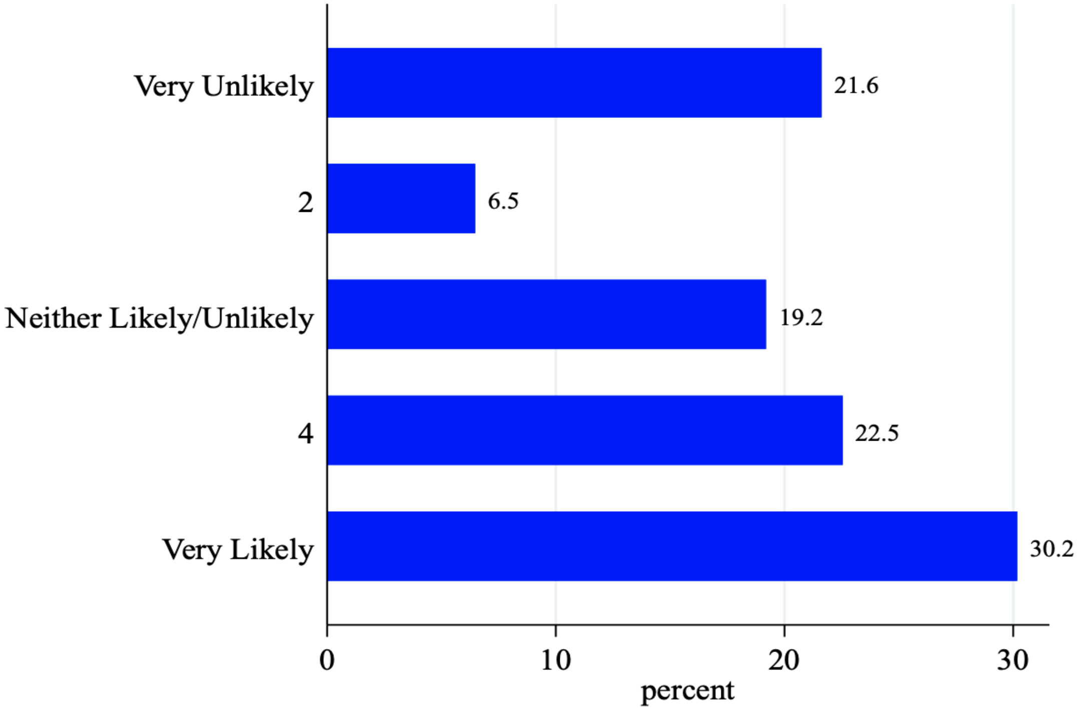
The optimal price range for a large narrow-leaf foliage houseplant is between a "Bargain" of $23.40 and "Getting Expensive" of $40.20, on average.

The average price Purchasers felt was "too cheap" for a large narrow-leaf foliage houseplant was $11.90.

Average price for "Too Expensive" for a large narrow-leaf foliage houseplant is $63.90.

[95] Question (Q154-157): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N = 869.

Figure 96. Likelihood of purchase of large indoor palms for a self purchase for Purchasers[96]



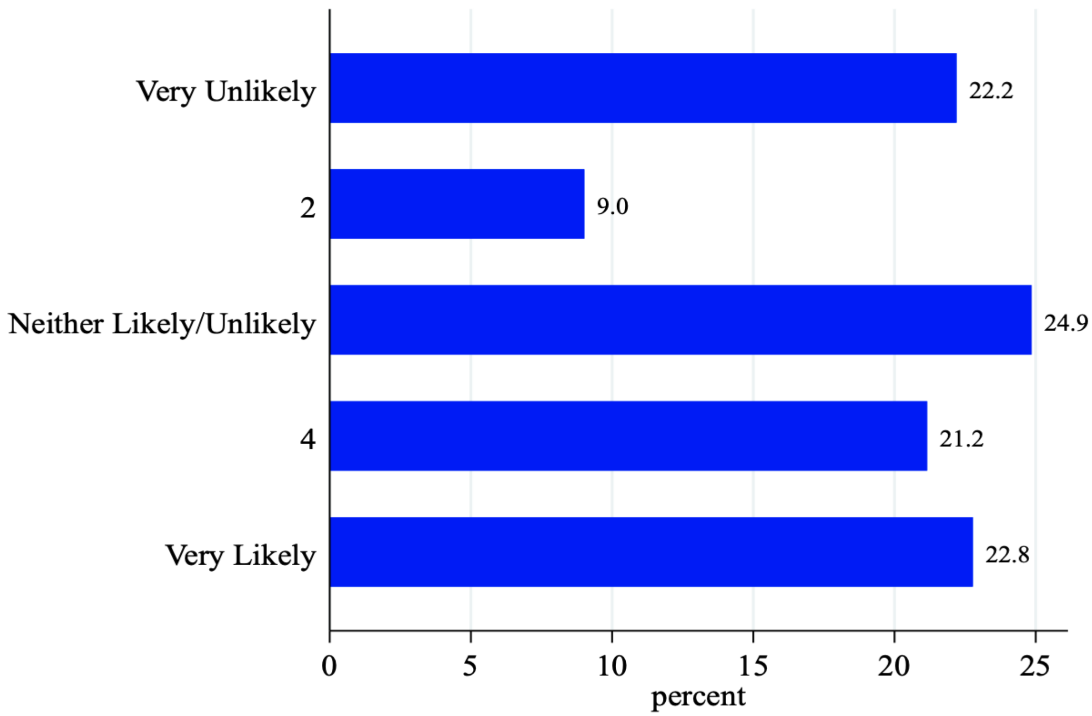
22% of Purchasers are Very Unlikely to purchase a large indoor palm for themselves.

19% are Neither Likely nor Unlikely to purchase a large indoor palm.

53% are Likely or Very Likely to purchase a large indoor palm for themselves.

[96] Question (Q158): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 865.

Figure 97. Likelihood of purchase of large indoor palms for a gift purchase for Purchasers[97]



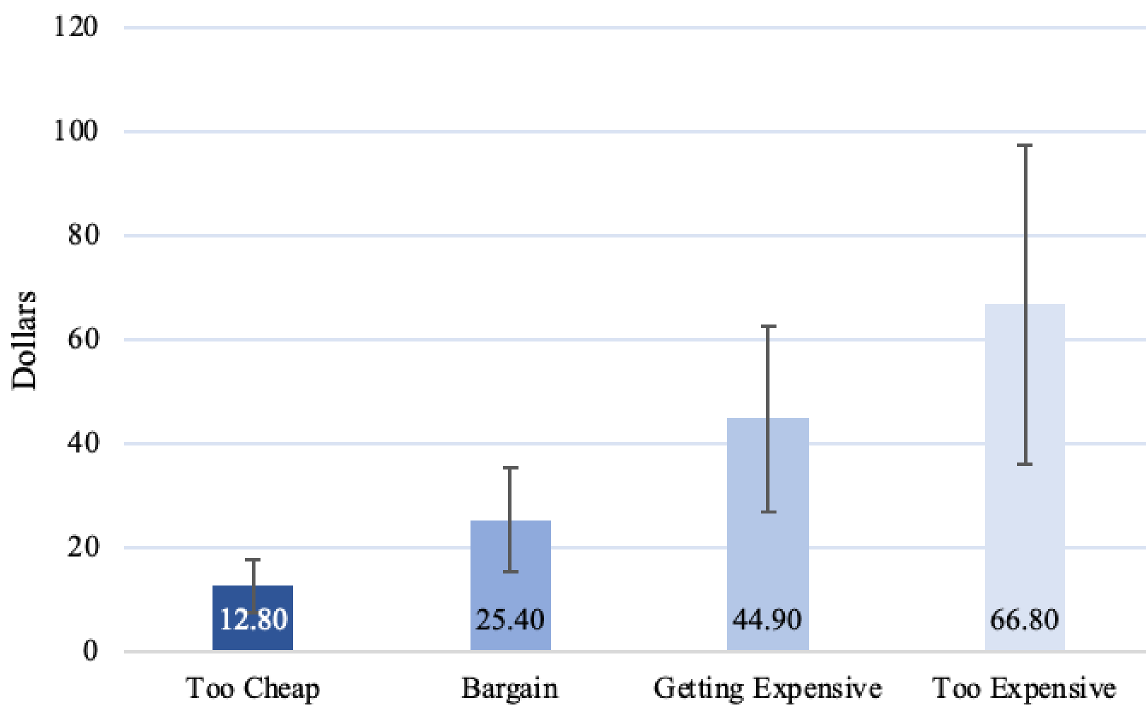
22% of Purchasers are Very Unlikely to purchase a large indoor palm as a gift for someone else.

25% are Neither Likely nor Unlikely to purchase a large indoor palm.

44% are Likely or Very Likely to purchase a large indoor palm as a gift for someone else.

[97] Question (Q158): How likely is it that you would purchase this product for yourself or as a gift for someone? N = 865.

Figure 98. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive Levels for large indoor palms for Purchasers[98]



The optimal price range for a large indoor palm is between a "Bargain" of $25.40 and "Getting Expensive" of $44.90, on average.

The average price Purchasers felt was "too cheap" for a large indoor palm was $12.80.

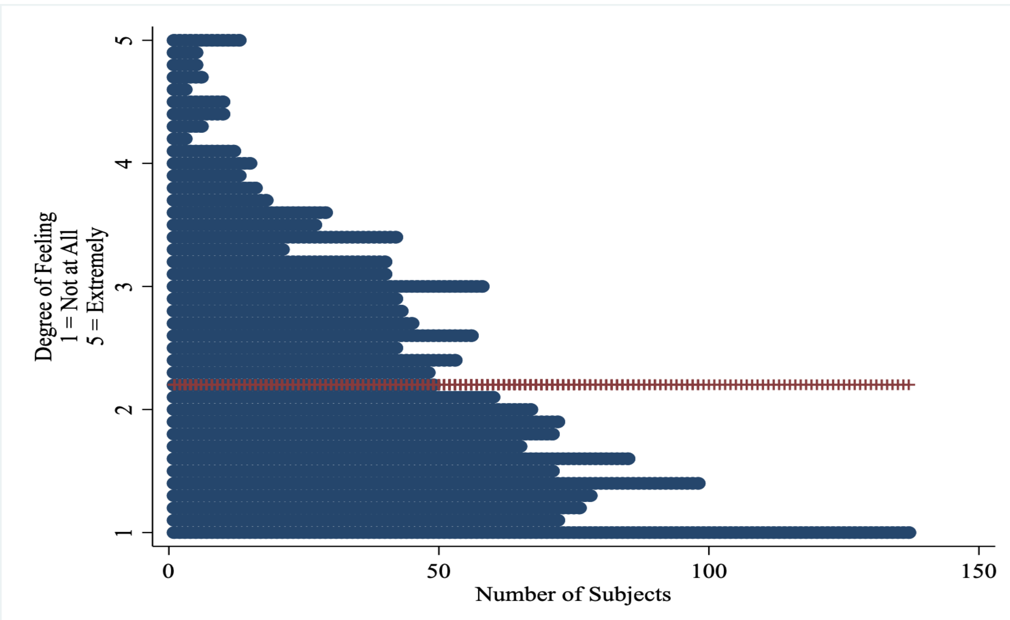
Average price for "Too Expensive" for a large indoor palm is $66.80.

[98] Question (Q159-162): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N = 865.

Health and Well-being

Purchasers experienced both moderately positive and negative emotional states during the COVID-19 pandemic. However, in spite of starting with a less-than-positive or even negative emotional state during COVID, Purchasers have a distinctive level of optimism for the future stemming from houseplant purchases. In fact, two-thirds of Purchasers either strongly or moderately agreed that houseplants make them happier.

Figure 99. Positive emotional state during COVID-19 for Purchasers[99]

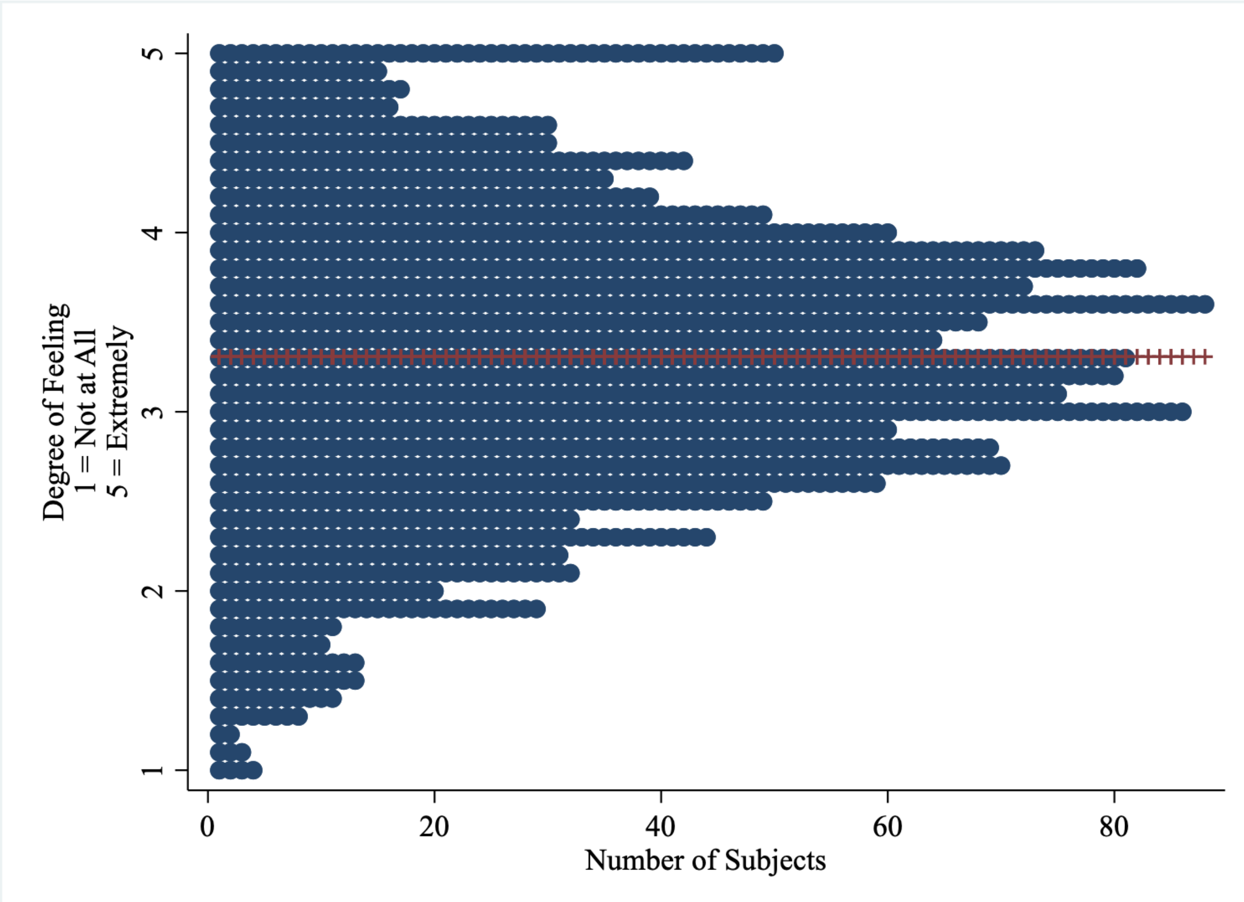


On average, Purchasers ranked their positive emotional state during COVID-19 to be 2.21 out of 5 (1 – Not Likely, 5 – Likely).

The graph leans heavily to the Unlikely to feel positive emotions with many of the Purchaser ranked their positive emotional state at a 1 out of 5.

[99] Question (Q19): This scale consists of a number of words that describe different feelings and emotions. Read each item and then mark the appropriate answer next to that word. Indicate to the extent you have felt this way during the past 12 months (2020). N = 1722.

Figure 100. Negative emotional stage during COVID-19 for Purchasers[100]

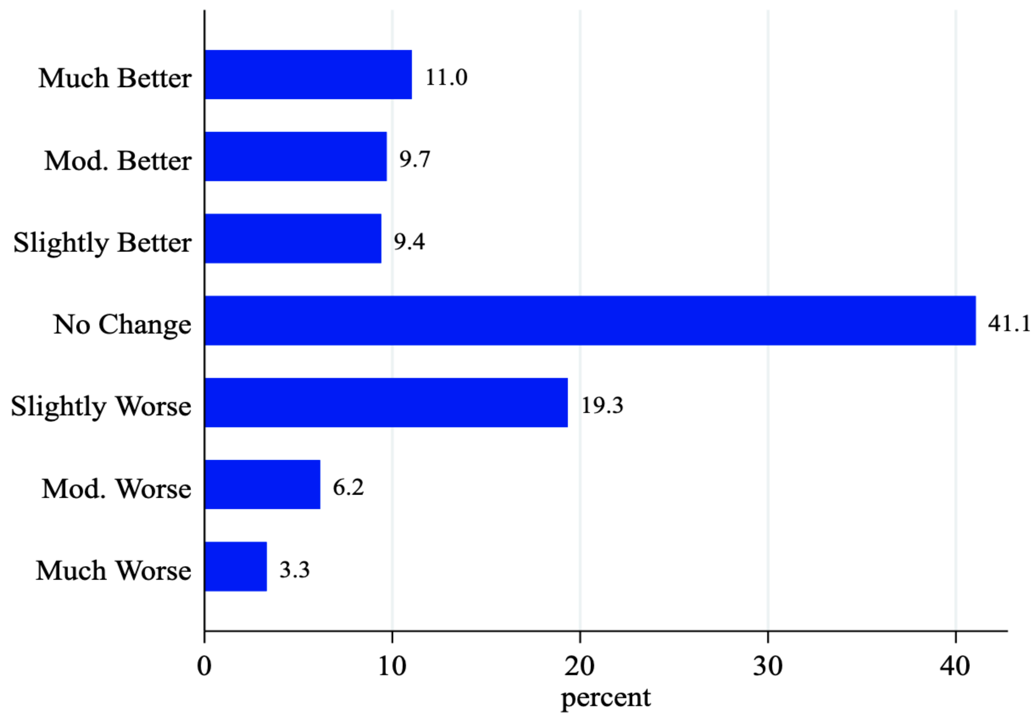


On average, Purchasers ranked their negative emotional state during COVID-19 to be 3.26 out of 5 (1 – Not Likely, 5 – Likely).

This negative emotions graph was more distributed, indicating that the Purchasers had more diversity in the likelihood of feeling negative emotions during COVID-19.

[100] Question (Q19): This scale consists of a number of words that describe different feelings and emotions. Read each item and then mark the appropriate answer next to that word. Indicate to the extent you have felt this way during the past 12 months (2020). N = 1722.

Figure 101. Change in mental health status during COVID-19 for Purchasers of houseplants[101]



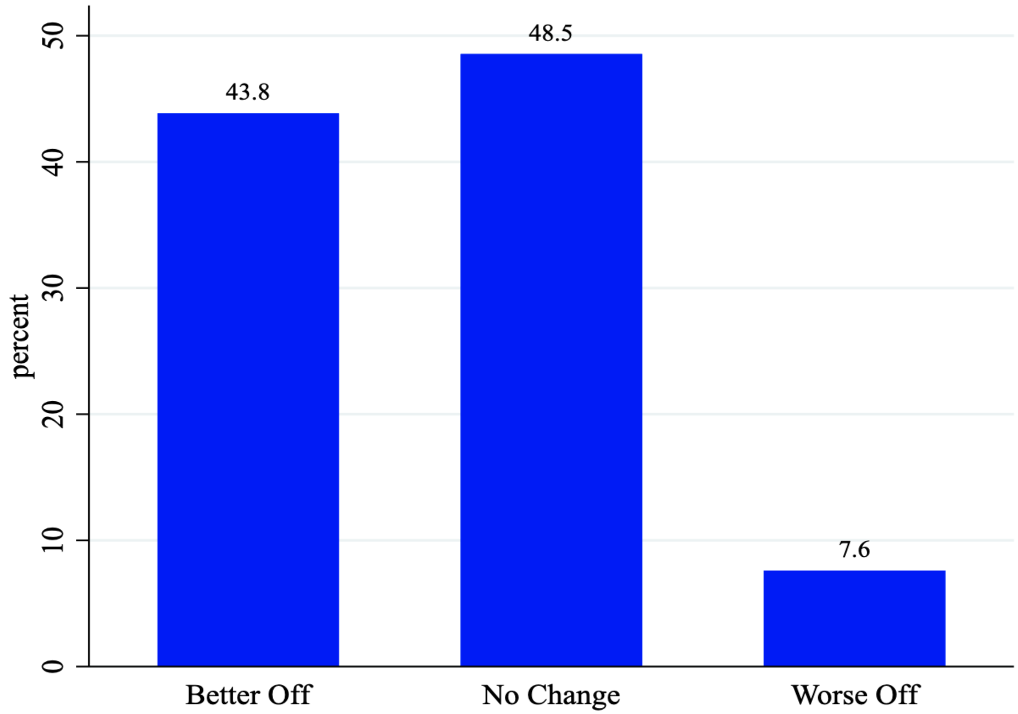
Most Purchasers would say that over the course of COVID-19 pandemic that their mental health status has not changed (41%).

Some Purchasers indicated it was improved, even slightly (30%).

Other Purchasers indicated it was worse (29%).

[101] Question (Q20): Do you gauge your mental health to be better or worse since the beginning of the COVID-19 crisis? N = 1722.

Figure 102. Optimism for the future for Purchasers [102]



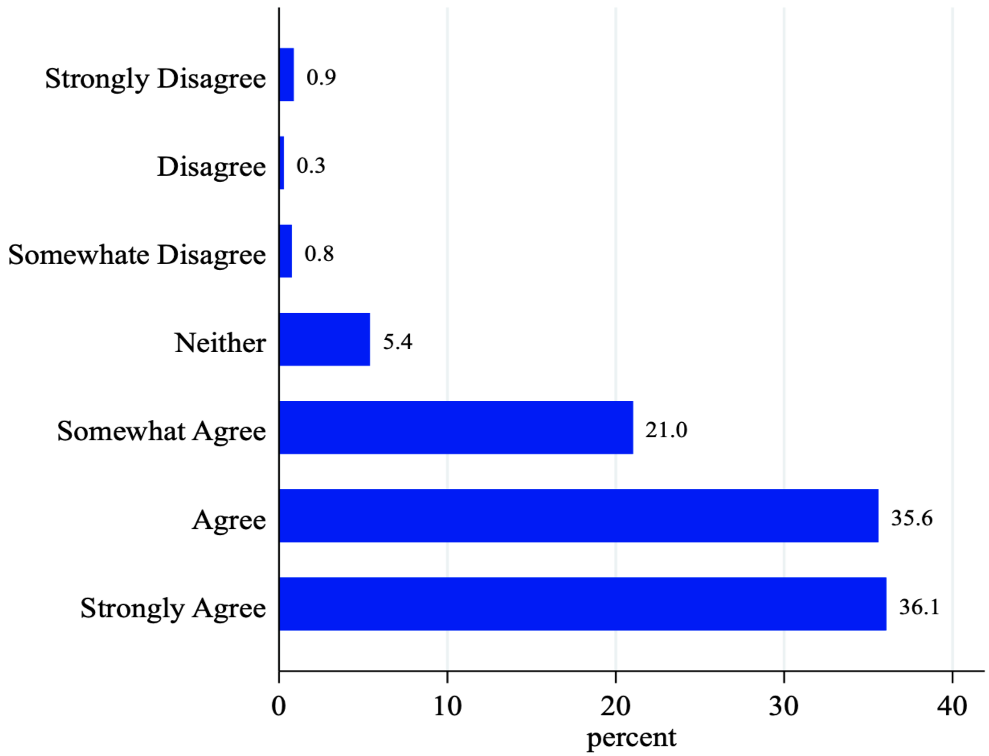
When predicting the future of their lives, 44% of Purchasers were optimistic and said they felt they would be better off in 2021 than in 2020.

49% of Purchasers felt they would be no better nor worse off in 2021 than in 2020.

A minority of Purchasers felt they would be worse off (8%).

[102] Question (Q21): Looking ahead into 2021 do you think that a year from now you (and your family) will be better off or worse off, or just about the same as now? N = 1722.

Figure 103. Do houseplants make Purchasers happier?[103]



36% of Purchasers strongly agreed that houseplants made them feel happier.

Another 36% of Purchasers agreed that houseplants made them feel happier.

21% of Purchasers somewhat agreed.

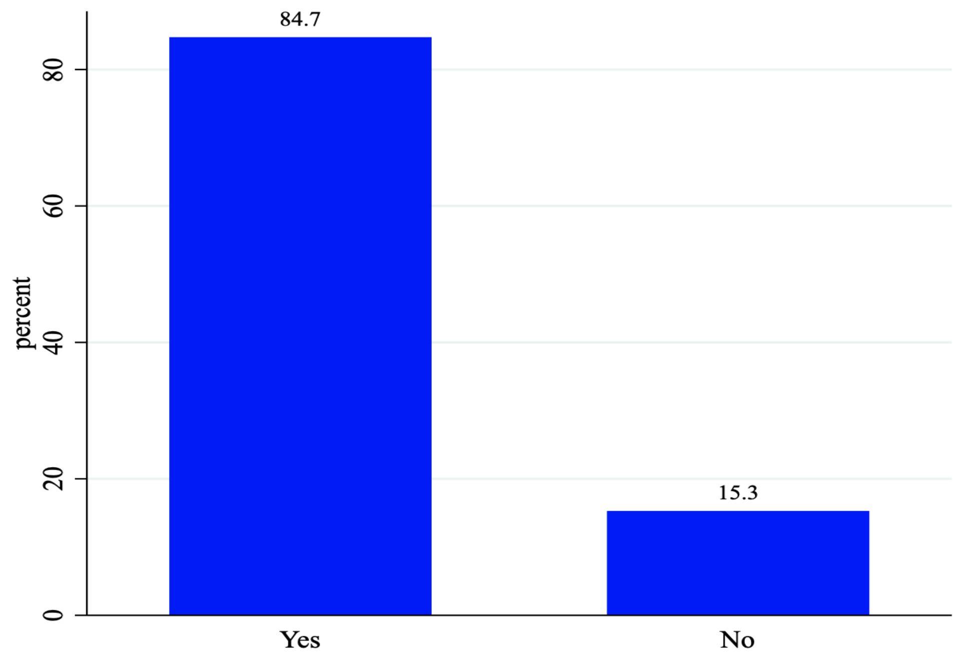
2% of Purchasers disagreed that houseplants made them feel happier.

[103] Question (Q46): In general, would you say that houseplants make you happier? N = 1722.

Social Media Usage

Most Purchasers have at least one social media account and engage in their accounts daily. The top social media platforms for houseplant Purchasers included Facebook, Instagram, Pinterest, and Twitter. Approximately 25% to 30% of Purchasers follow a retailer, grower, or houseplant-related association. Those who follow a plant-related business are likely to order a plant product from them after viewing the business's social media page.

Figure 104. Purchasers who have and do not have social media account[104]

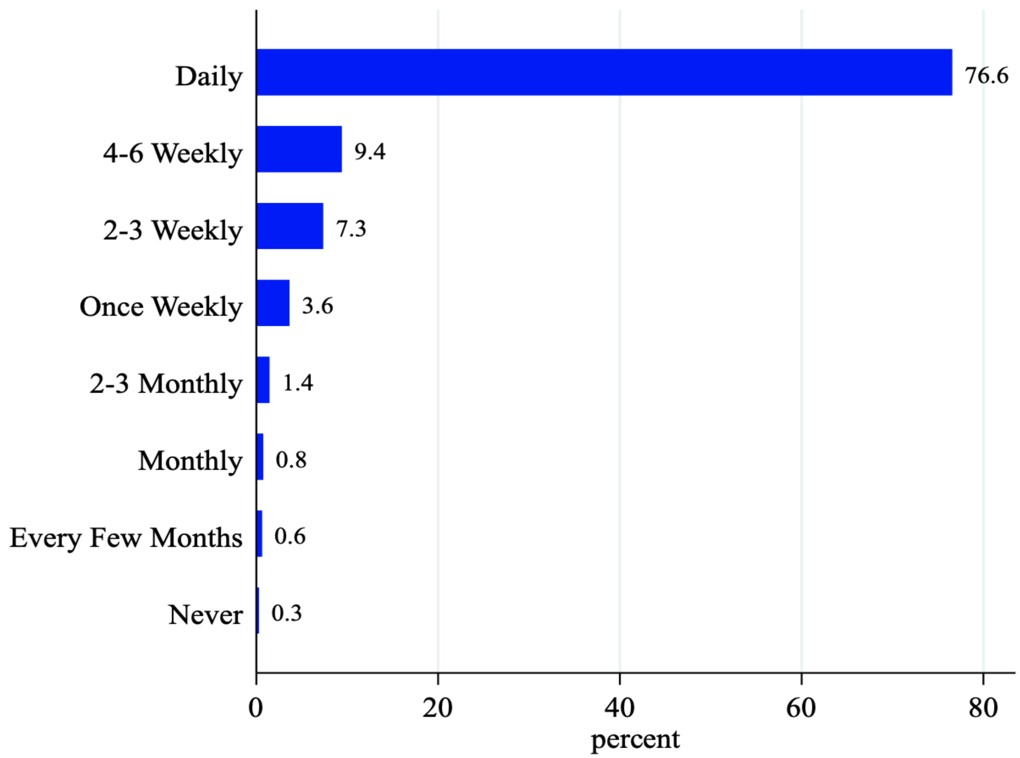


85% of Purchasers have at least one social media account.

15% of Purchasers do not have social media accounts.

[104] Question (Q22): Do you have a social media account? N = 1722.

Figure 105. Frequency of social media use for Purchasers[105]

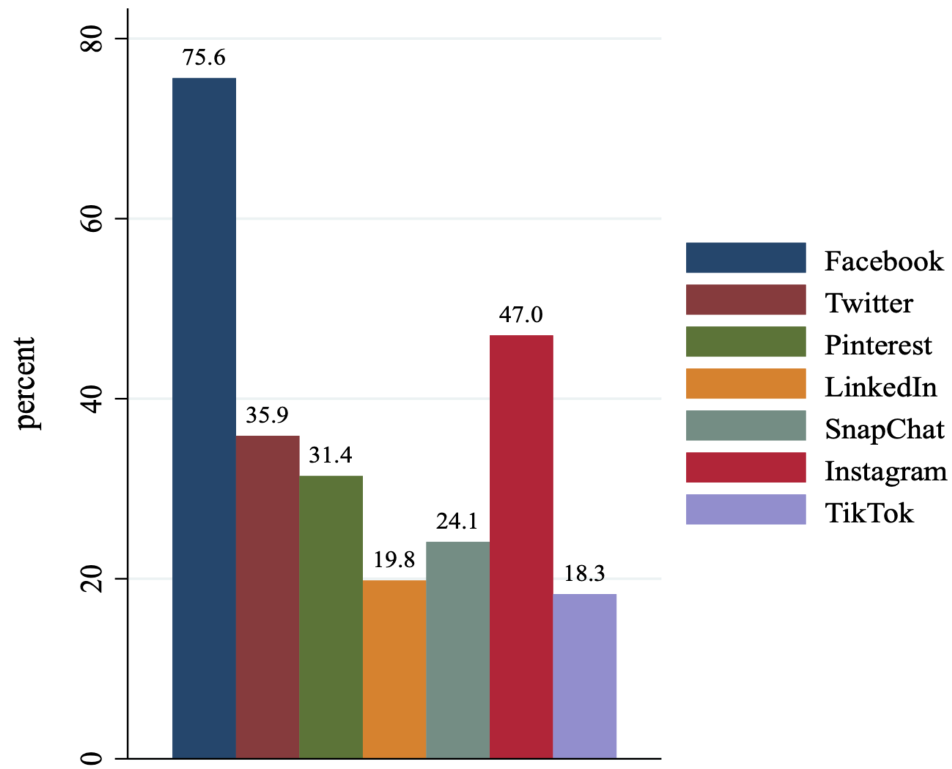


The vast majority of Purchasers use their social media accounts daily (77%).

The frequency of use trails off from 9% using their accounts 4-6 times weekly to 7% using their accounts 2-3 times weekly to 4% using their accounts once weekly to under 1% using their accounts less than once a week (monthly, every few months, never).

[105] Question (Q23): How frequently do you use social media (in general)? N = 1459.

Figure 106. Top social media platforms for Purchasers[106]



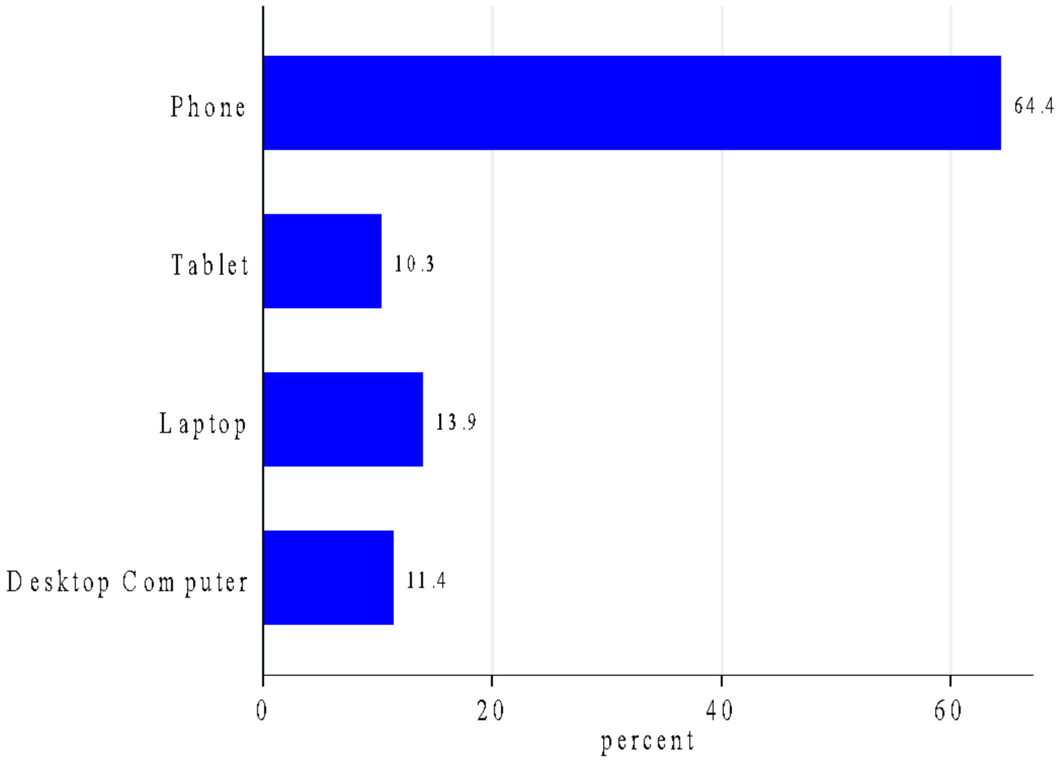
The most popular (Top 5) social media platforms are Facebook (76%), Instagram (47%), Twitter (36%), Pinterest (31%), and SnapChat (24%).

Also of interest, is LinkedIn with 20% of users using the platform.

TikTok is becoming more used with 18% of users having an account.

[106] Question (Q24): Which of the following social media sites do you use? (check all that apply). N = 1459.

Figure 107. Technology used to check social media accounts for Purchasers[107]

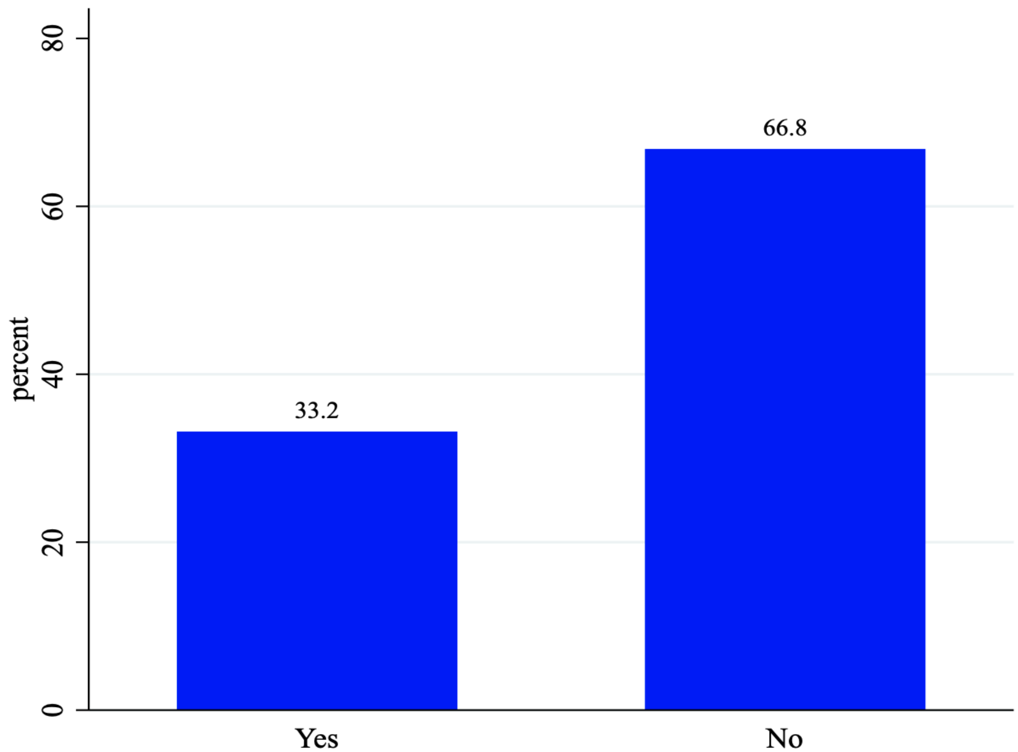


Checking social media is mostly done by phone (64%).

Some users still check their accounts primarily on a laptop (14%), by tablet (10%), or by desktop computer (11%).

[107] Question (Q25): How do you primarily check social media? N = 1459.

Figure 108. Purchasers that follow houseplant retailers on social media[108]

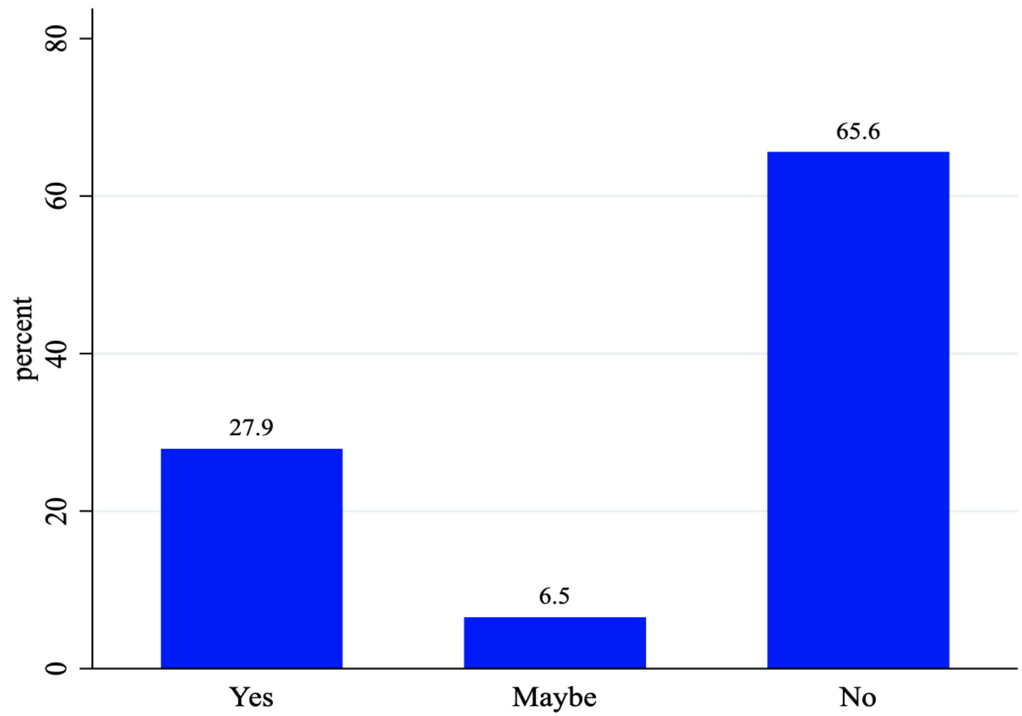


33% of Purchasers follow a retailer on social media who sells houseplants.

67% of Purchasers do not follow a retailer on social media who sells houseplants.

[108] Question (Q26): Do you currently follow a retailer that sells houseplants on social media? N = 1459.

Figure 109. Purchasers who follow a houseplant-related organization on social media[109]



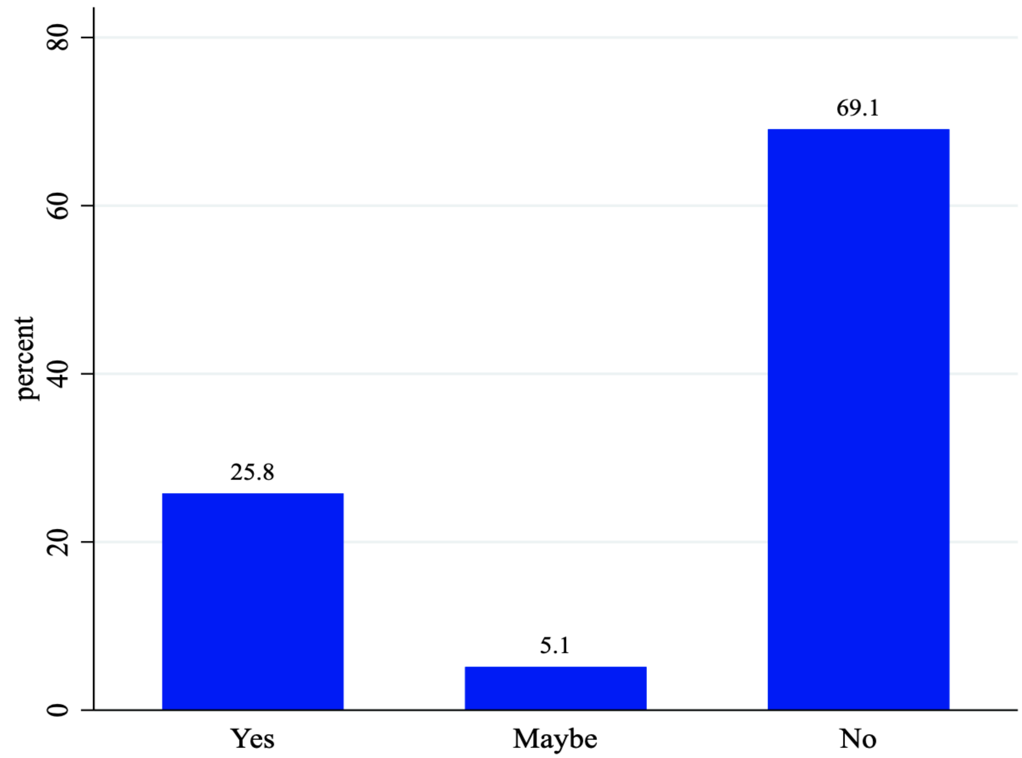
28% of Purchasers follow an organization on social media who is associated with houseplants.

66% of Purchasers do not follow an organization on social media who is associated with houseplants.

7% are unsure if they follow a houseplant organization.

[109] Question (Q27): Do you currently follow a houseplant-related organization (e.g., associations, societies, etc.) on social media? N = 1459.

Figure 110. Purchasers who follow a houseplant grower on social media[110]



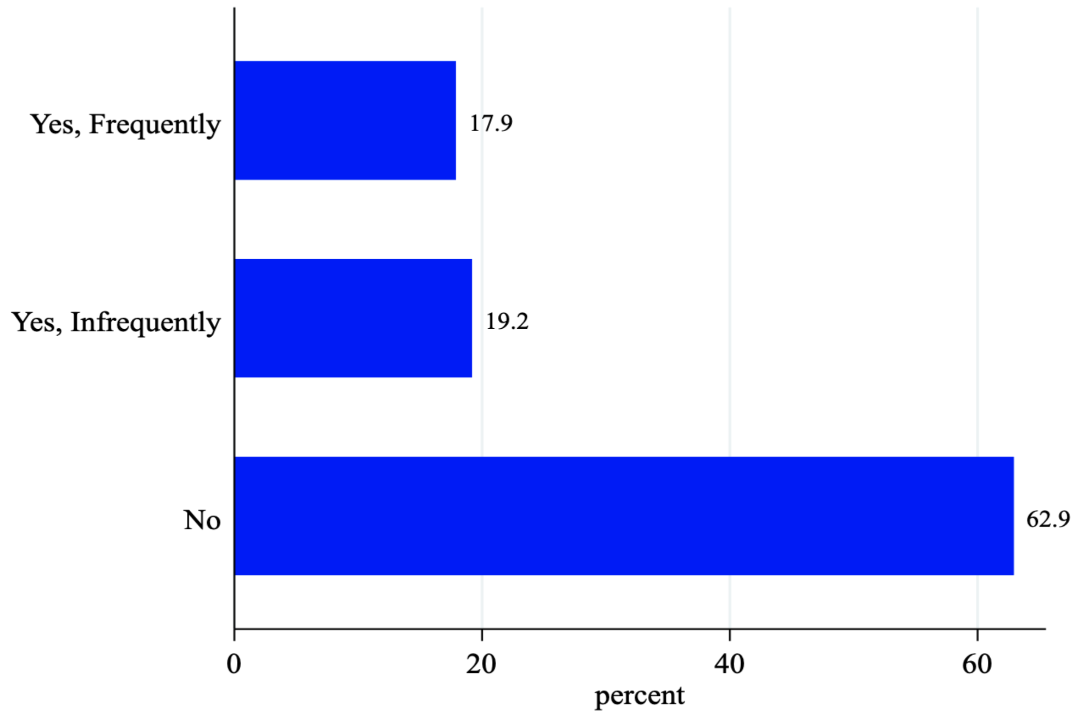
26% of Purchasers follow a grower on social media who sells or grows houseplants.

70% of Purchasers do not follow a grower on social media who sells or grows houseplants

5% are unsure if they follow a houseplant grower.

[110] Question (Q28): Do you currently follow a houseplant grower on social media (e.g., Altman Plants, Costa Farms, Green Circle Growers, Metrolina Greenhouses)? N = 1459.

Figure 111. Purchasers who have purchased from retailers, growers, or a houseplant organization after viewing their social media[111]



18% of Purchasers have <u>frequently</u> purchased from a houseplant business after viewing their social media.

19% of Purchasers have <u>infrequently</u> purchased from a houseplant business after viewing their social media.

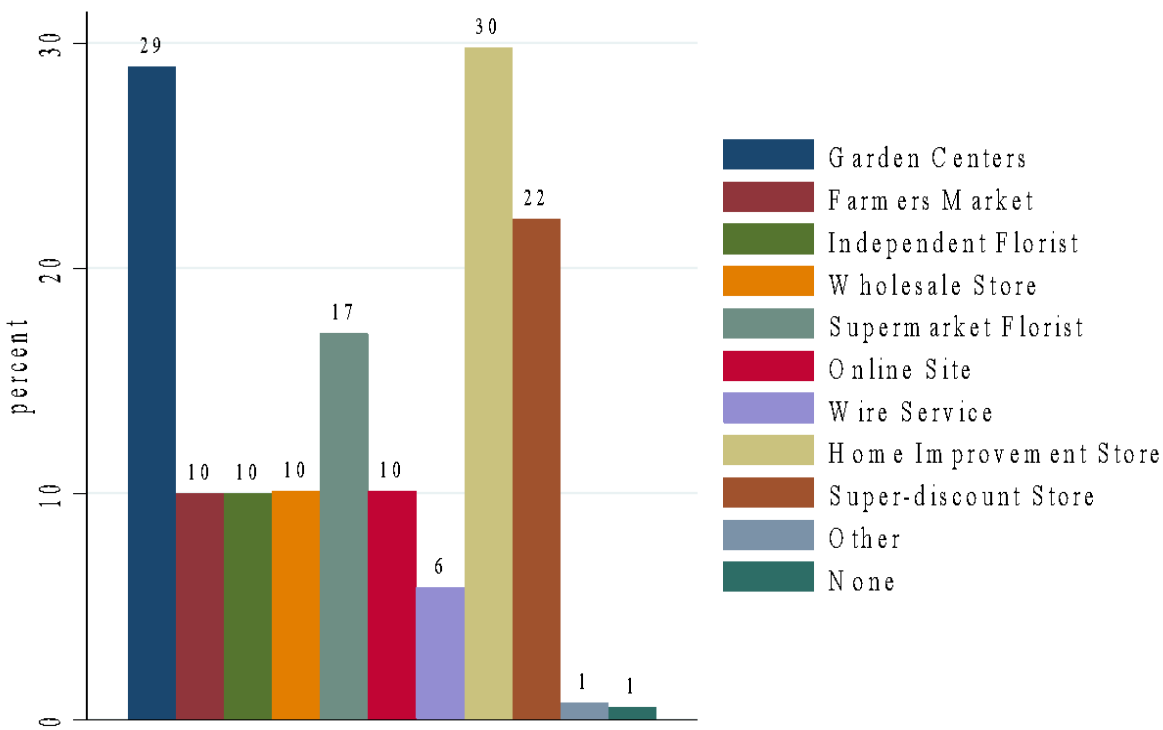
63% have not purchased from a plant business after viewing their social media.

[111] Question (Q29): Have you purchased from any of these plant businesses after viewing their social media posts? N = 1459.

Shopping Outlet Preferences

The most popular retail locations Purchasers choose to purchase houseplants from are independent garden centers and home improvement stores. The top reasons Purchasers select their preferred retail location is based on price, selection of products, and convenient location.

Figure 112. Houseplant purchasing outlet preferences for Purchasers[112]

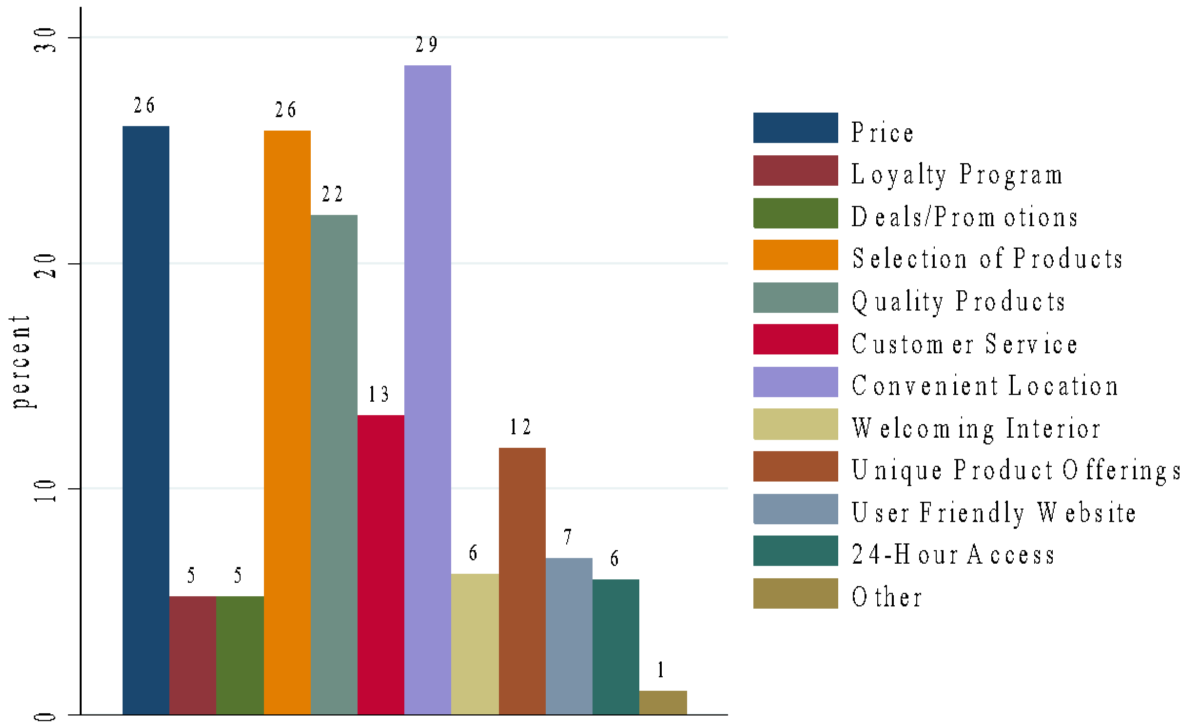


Houseplants are most purchased from Home Improvement stores (30%), Independent Garden Centers (29%), Super-discount stores (22%), and Supermarket Florists (17%).

The second tier of outlets that houseplants are purchased from are Farmer's Markets, Independent Florists, Wholesale stores, and Online Sites (all 10% of Purchasers).

[112] Question (Q163): Which of the following outlets do you usually purchase houseplants or other floral products from? (select all that apply). N = 1722.

Figure 113. The primary reasons for purchase at selected outlets of purchase for Purchasers[113]



The outlets chosen from the previous question, (Q163), were commonly chosen because of their convenient location (29%), price (26%), selection of products (26%), and quality of product (22%).

Customer service and unique product offerings were mentioned by 13% and 12% of the Purchaser respondents, respectively.

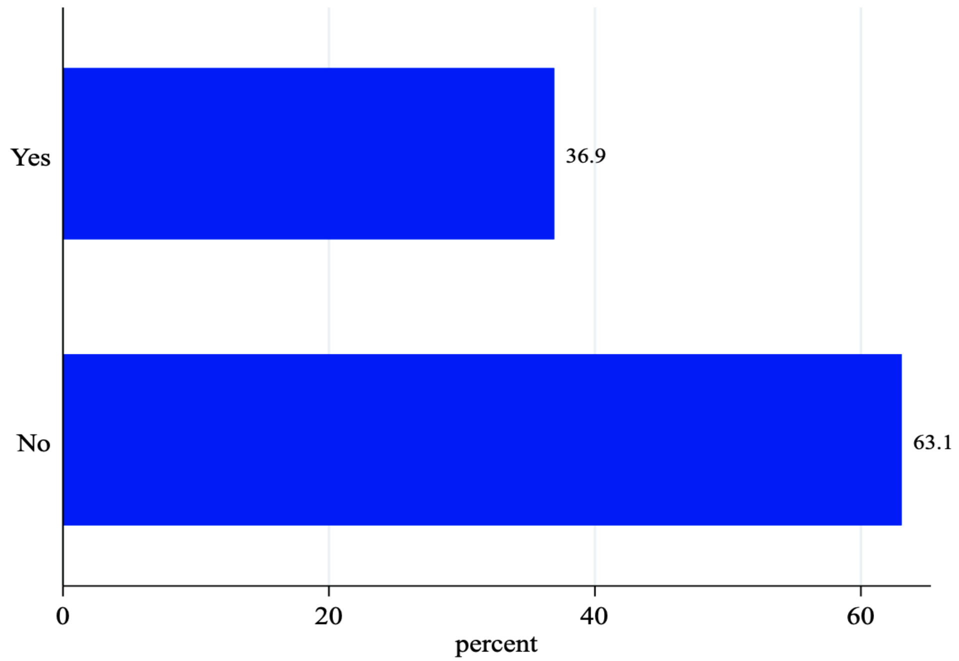
Other reasons that had minor contributions included loyalty programs, deals, welcoming interior, user friendly website, or 24-hour access.

[113] Question (Q164): What are the primary reasons you selected the outlet(s) in the previous question? (select all that apply). N = 1722.

E-commerce

The majority of Purchasers haven't purchased houseplants online and prefer to purchase in-store. Some of the barriers preventing Purchasers from buying more online is the possibility of receiving damaged plants during shipping and being unable to see the product before they purchase. On average Purchasers have only purchased 1-3 plants online in the past. Yet, Purchasers indicate they plan to increase their online purchasing by 53% into 2021 and seem moderately interested in purchasing through e-commerce channels in the future.

Figure 114. Have you purchased houseplant products from an online company?[114]

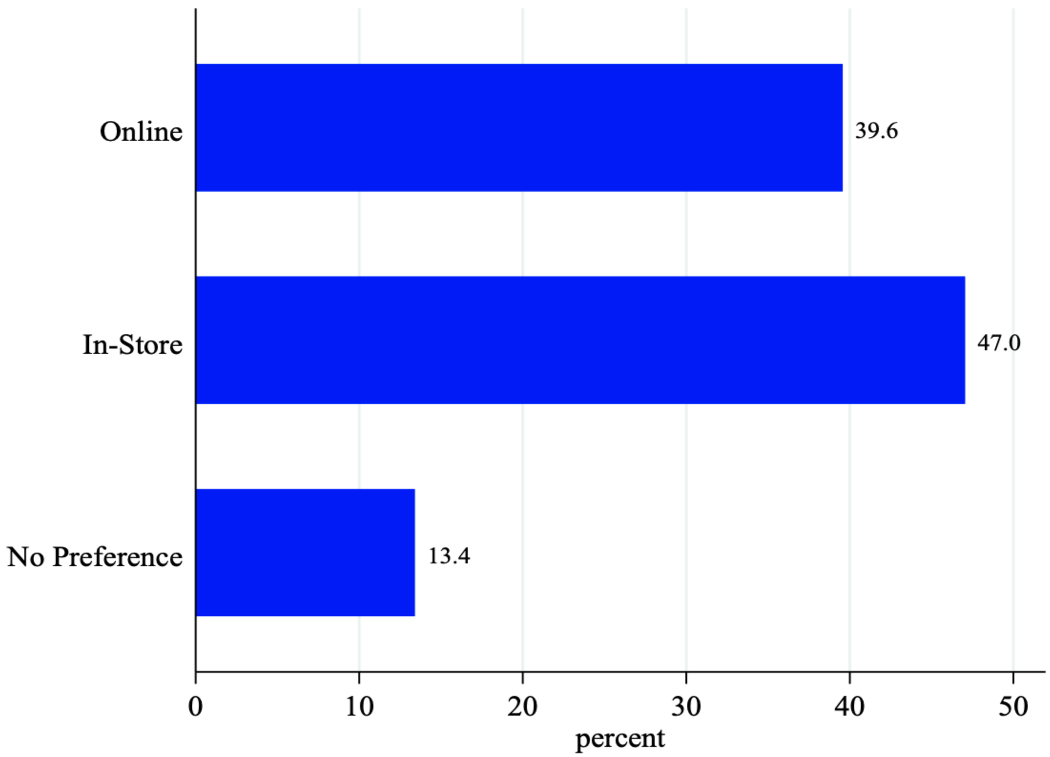


37% of Purchasers have purchased houseplant products from an online company.

63% of Purchasers have not purchased houseplant products from an online company.

[114] Question (Q165): Have you purchased plant products from an online company (e.g., Amazon, E-bay, etc.)? N = 869.

Figure 115. Preference for shopping online or in-store for houseplants for Purchasers[115]



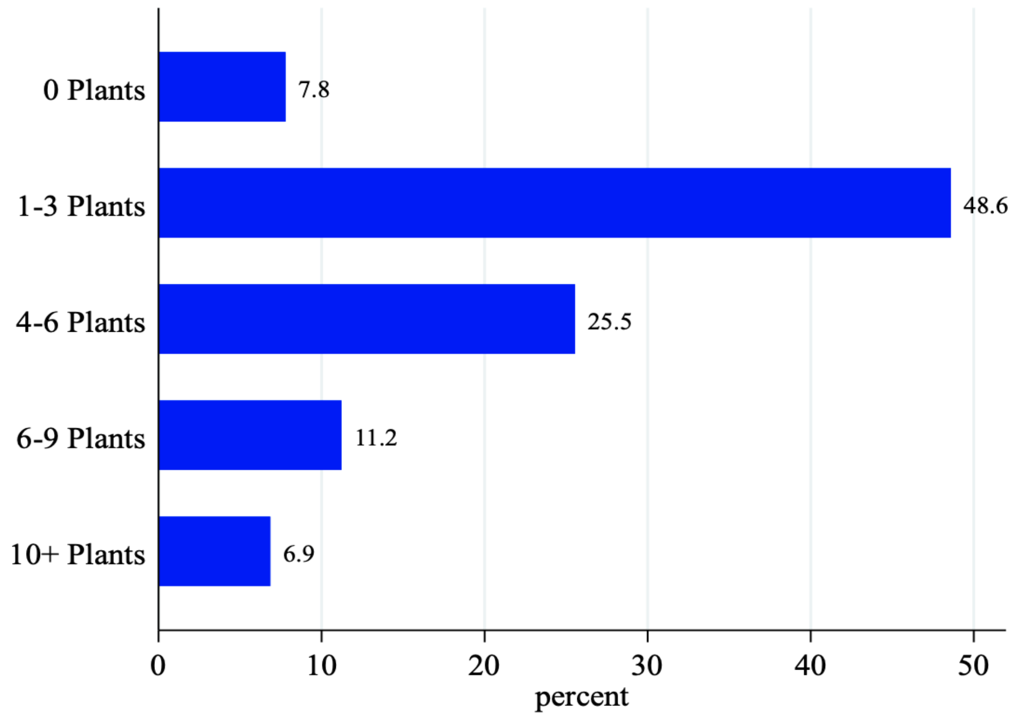
40% of Purchasers prefer to buy houseplant products online.

47% of Purchasers prefer to buy houseplant products in-store.

13% of Purchasers have no preference whether buying houseplant products online or in-store.

[115] Question (Q166): Do you prefer to shop online or in-store for houseplants? N = 869.

Figure 116. Number of houseplants purchased by Purchasers from an online company[116]



Nearly 50% of Purchasers have purchased 1-3 houseplants from an online retailer.

26% purchased 4-6 houseplants online.

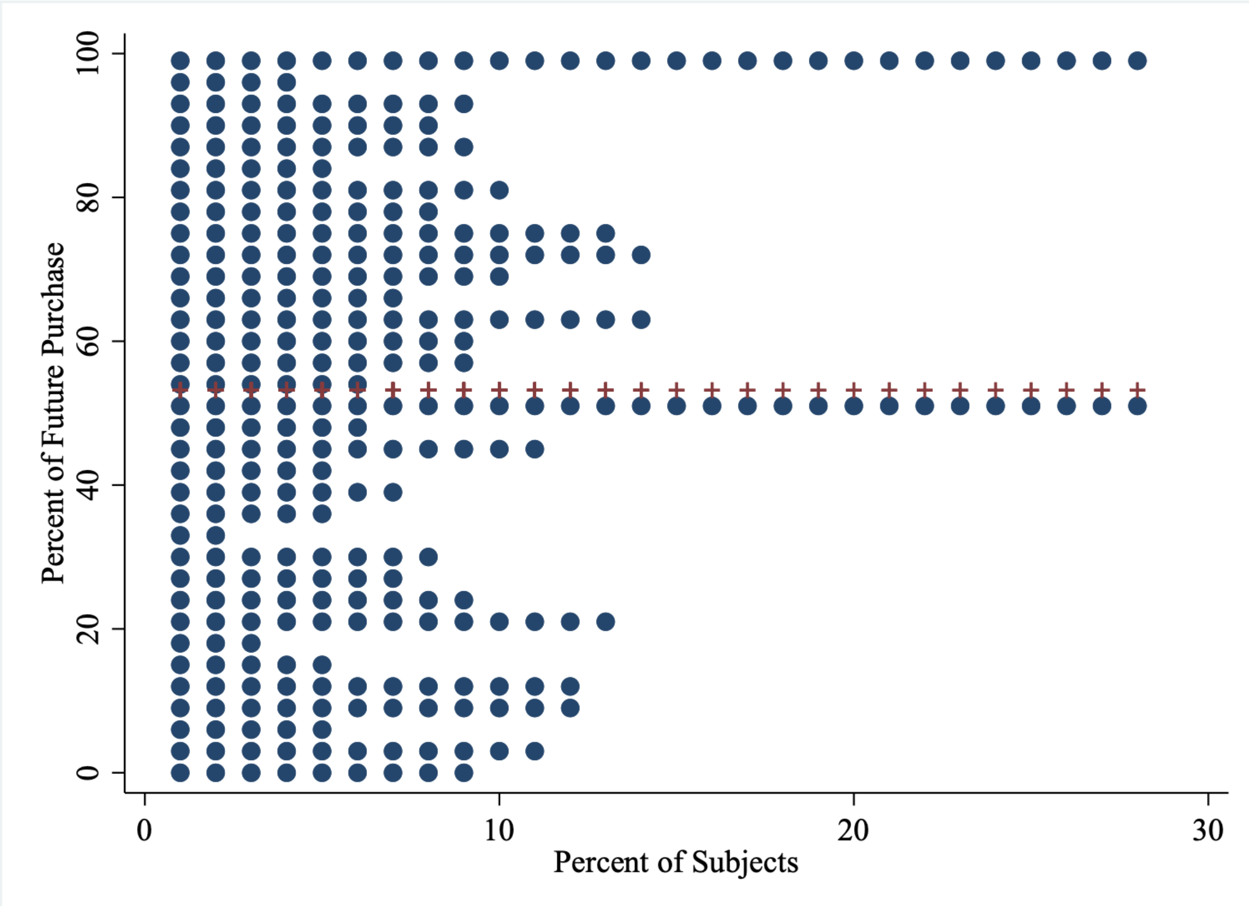
11% have purchased 6-9 houseplants online.

7% have purchased 10 or more houseplants online.

8% have not purchased any houseplants online.

[116] Question (Q167): In the past 12 months (2020), approximately how many plants have you purchased from an online company (e.g., Amazon, E-bay, etc.)? N = 321.

Figure 117. Perceived future purchase of houseplants online in 2021 for Purchasers[117]

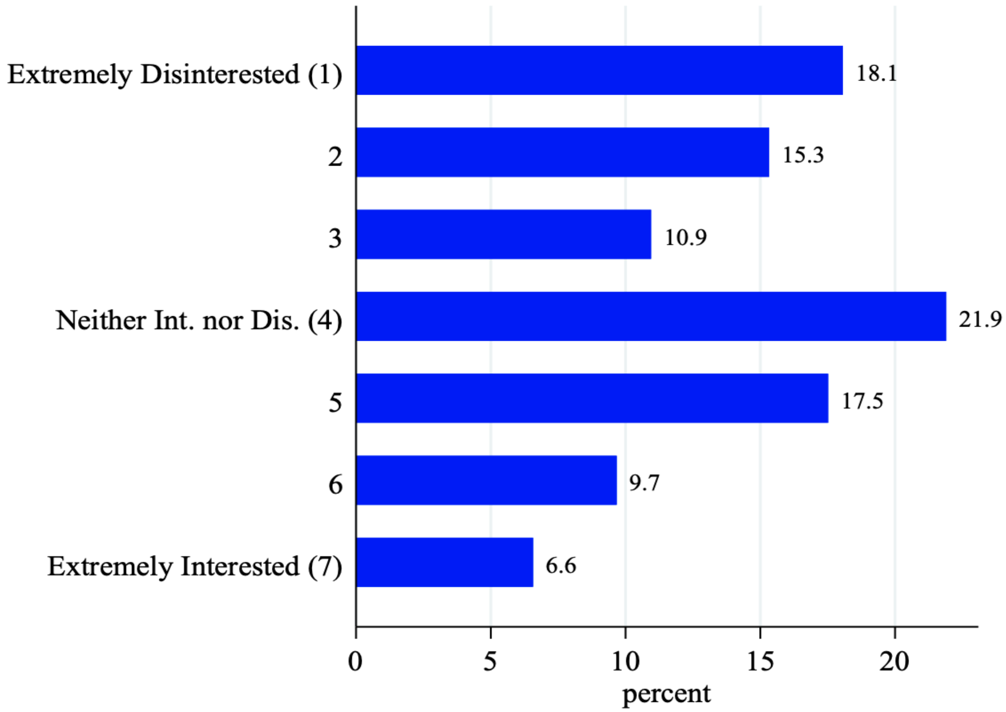


Purchasers indicated they, on average, plan to purchase 53% more houseplants online in 2021.

The range of responses are from a 0% increase to 100% increase in online purchasing.

[117] Question (Q168): Do you see yourself purchasing more houseplants online in 2021? Please indicate the percentage of increase: N = 321.

Figure 118. Interest level of purchasing houseplants online for Purchasers[118]



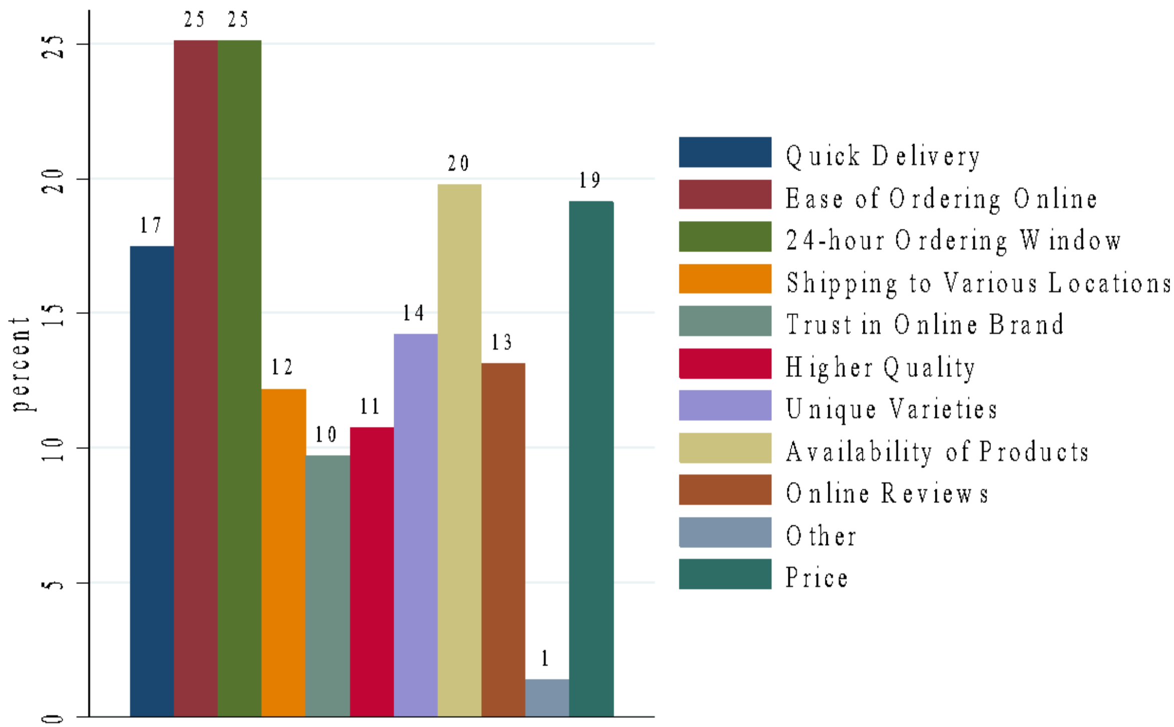
Purchasers ranged in their interest of ordering houseplants online with the greatest percentage indicating neither interested nor disinterested (22%).

34% of Purchasers have some level of interest in purchasing houseplants online.

44% are, at various levels, disinterested in purchasing houseplants online.

118 Question (Q169): How interested would you be in ordering plants from an online retailer? N = 548.

Figure 119. Perceived benefits of purchasing online floral products for Purchasers[119]

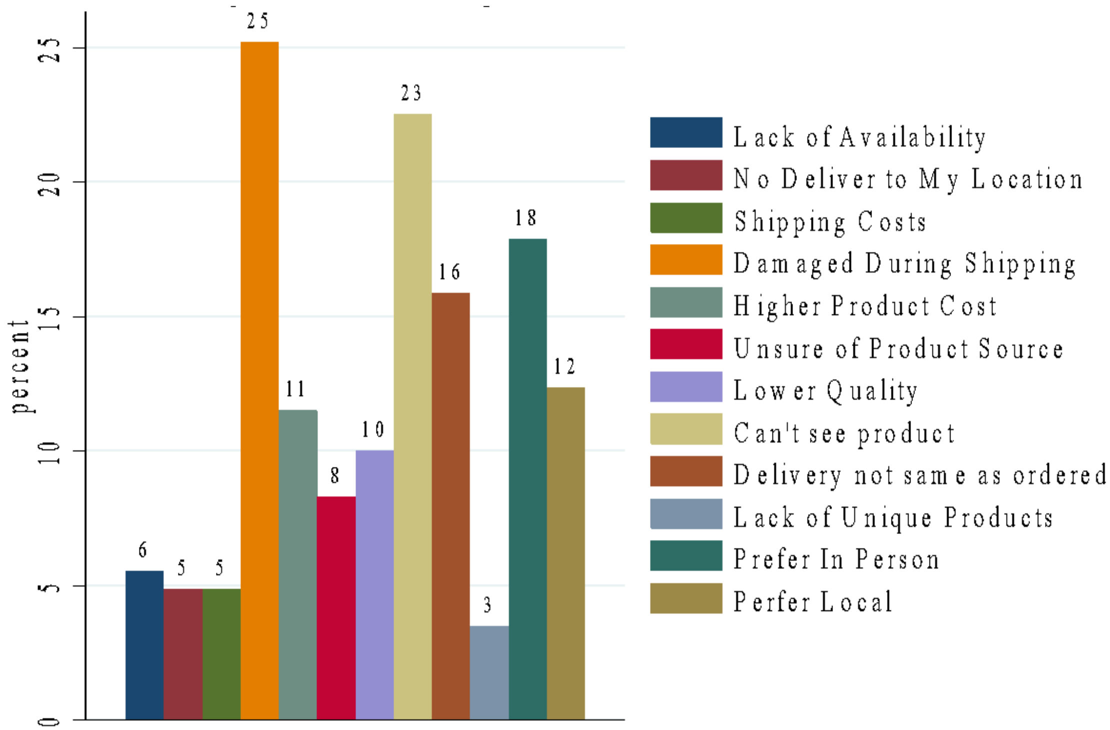


Purchasers indicate the top benefits of purchasing houseplant products online include ease of ordering online (25%) and a 24-hour ordering window (25%).

15-20% of Purchasers indicate the benefits of quick delivery, availability of products, and price contributes to their decision of online ordering.

[119] Question (Q170): In your opinion, what are the primary benefits of purchasing floral products online? (select all that apply). N = 869.

Figure 120. Perceived barriers of purchasing online floral products for Purchasers[120]



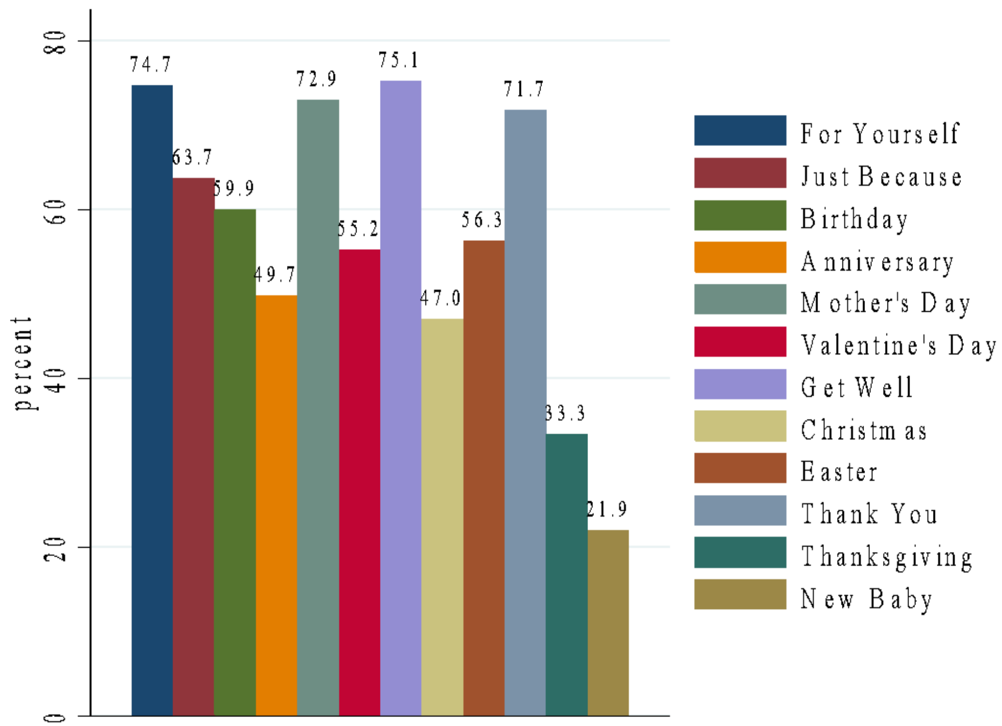
Conversely, the top barriers to purchasing houseplant products online include damage during shipping (25%) and inability to see the product before purchasing (23%).

10-20% of Purchasers indicate the barriers of higher product cost, product delivered is not the same as ordered, prefer in-person shopping, and prefer local shopping affects their purchasing decision.

[120] Question (Q171): In your opinion, what are the primary barriers of using online companies to order floral products? (select all that apply). N = 869.

Gifting Occasions

Figure 121. The likelihood of a Purchaser giving a houseplant as a gift for each occasion[121]

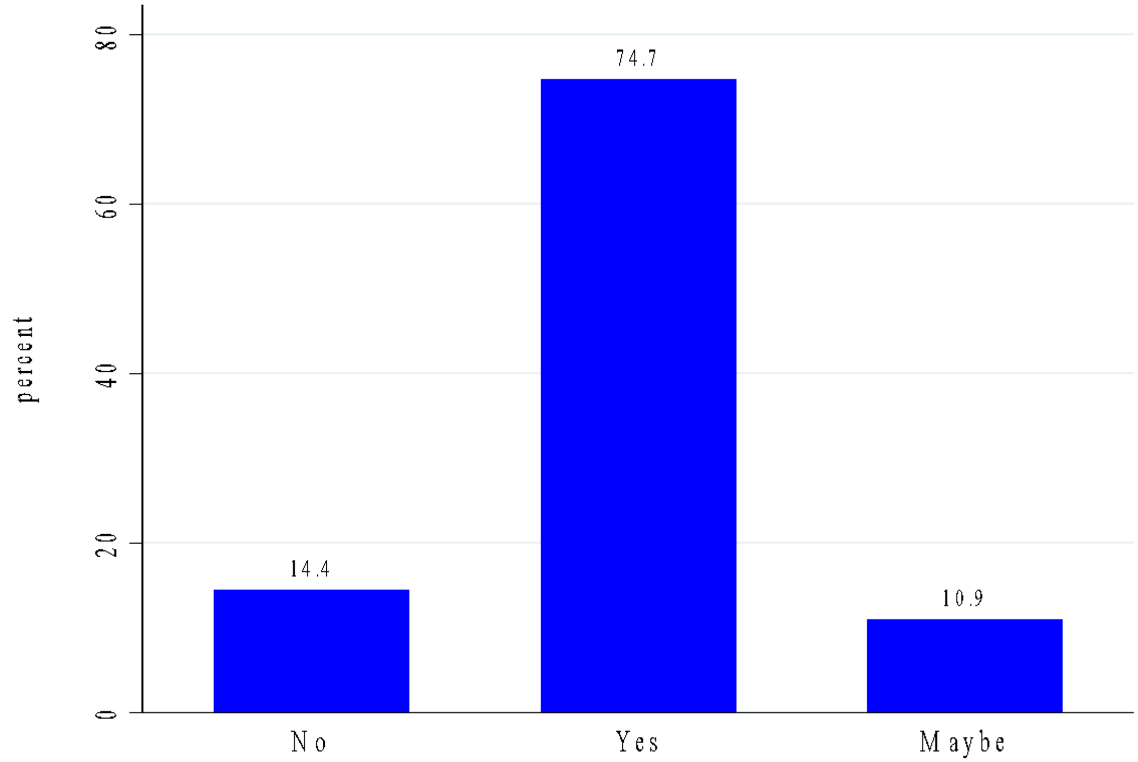


60-70% of Purchasers have a positive likelihood of gifting houseplants to themselves, as a just-because gift, for Mother's Day, as a get-well gift, or as a thank you gift.

50-60% of Purchasers have a positive likelihood of gifting houseplants for the following occasions: birthdays, anniversaries, Valentine's Day, Christmas gifts, or Easter gifts.

[121] Question (Q172): Please rate your likelihood of giving a houseplant product as a gift for the following occasions. N = 853.

Figure 122. The likelihood of a Purchaser giving a houseplant as a gift to themselves[122]



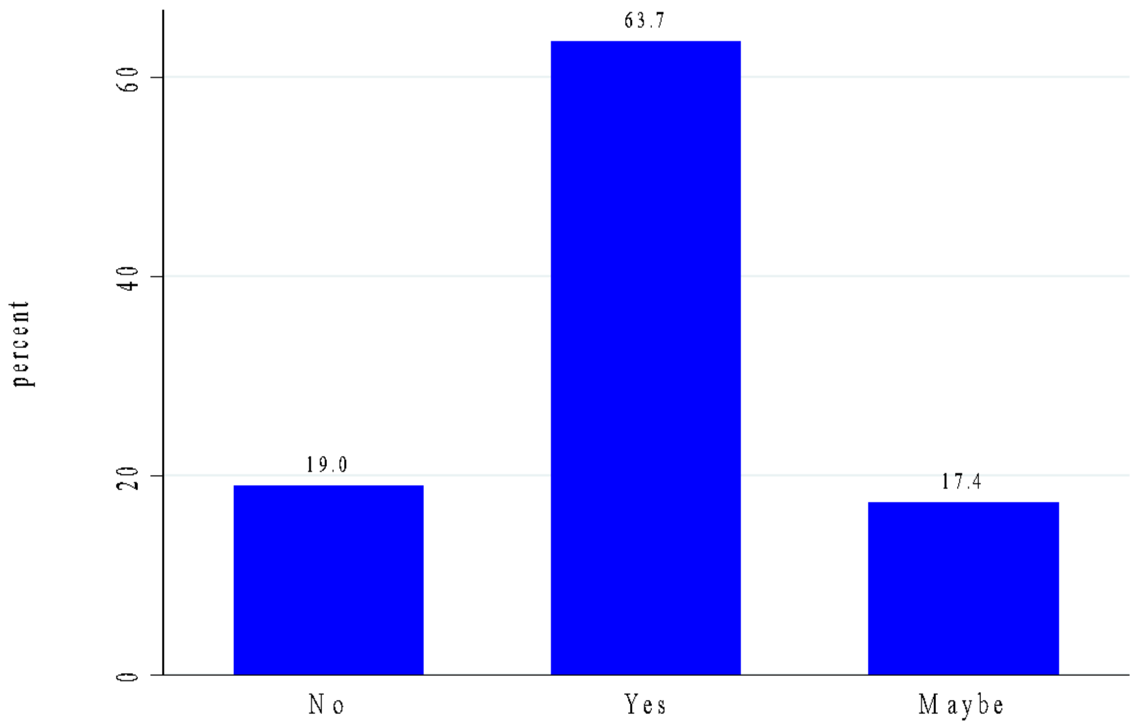
Looking at each specific gifting option, 14% of Purchasers indicate they would not purchase a houseplant for themselves.

74% of Purchasers indicate they would purchase a houseplant as a gift for themselves.

11% are not certain that they would buy a houseplant for themselves.

[122] Question (Q172): Please rate your likelihood of giving a houseplant product as a gift for the following occasions. N = 853.

Figure 123. The likelihood of a Purchaser giving a houseplant as a gift "Just Because"[123]



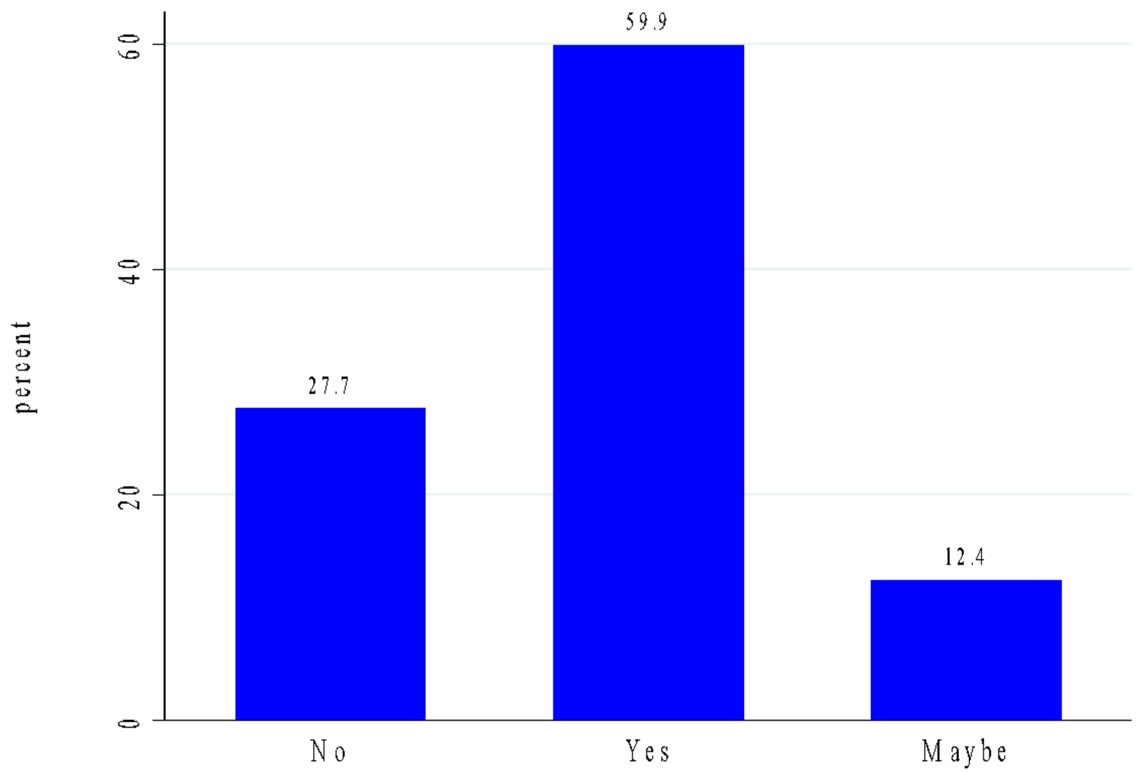
19% of Purchasers indicate they would not purchase a houseplant for themselves.

64% of Purchasers indicate they would purchase a houseplant as a gift for themselves.

17% are not certain that they would buy a houseplant for themselves.

[123] Question (Q172): Please rate your likelihood of giving a houseplant product as a gift for the following occasions. N = 853.

Figure 124. The likelihood of a Purchaser giving a houseplant as a gift for a birthday[124]



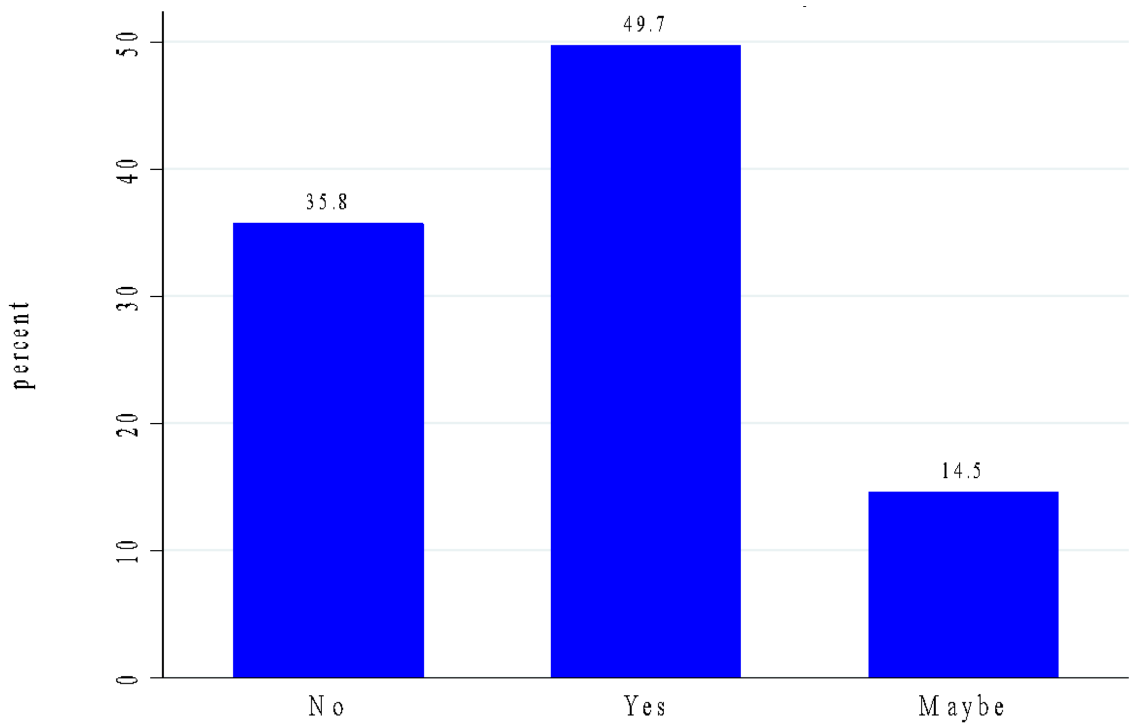
27% of Purchasers indicate they would not purchase a houseplant as a gift for a birthday.

60% of Purchasers indicate they would purchase a houseplant as a gift for a birthday.

12% are not certain that they would buy a houseplant as a gift for a birthday.

[124] Question (Q172): Please rate your likelihood of giving a houseplant product as a gift for the following occasions. N = 853.

Figure 125. The likelihood of a Purchaser giving a houseplant as a gift for an anniversary[125]



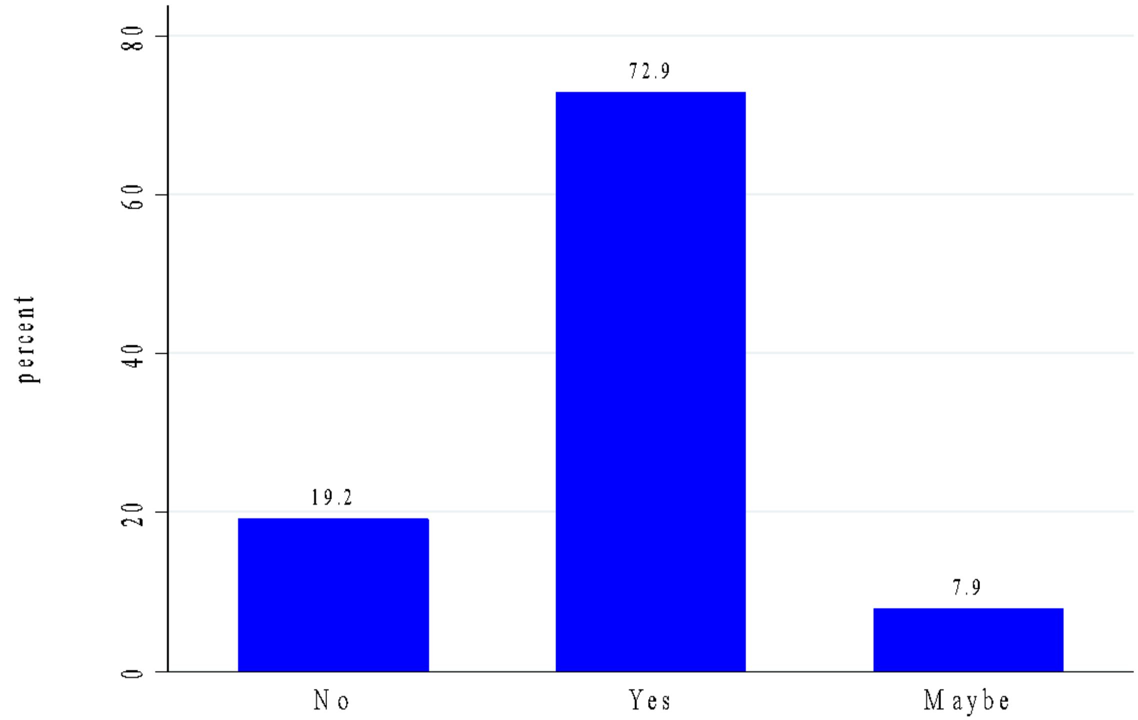
36% of Purchasers indicate they would not purchase a houseplant as a gift for an anniversary.

50% of Purchasers indicate they would purchase a houseplant as a gift for an anniversary.

15% are not certain that they would buy a houseplant as a gift for an anniversary.

[125] Question (Q172): Please rate your likelihood of giving a houseplant product as a gift for the following occasions. N = 853.

Figure 126. The likelihood of a Purchaser giving a houseplant as gift for Mother's Day[126]



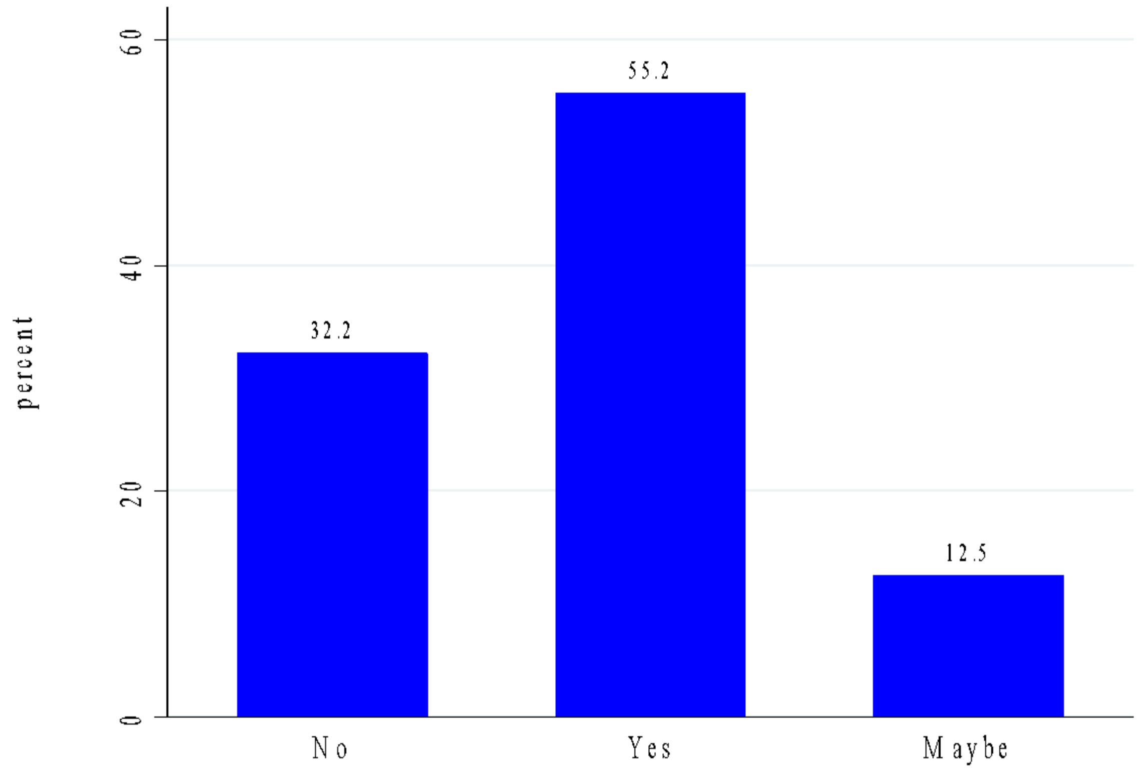
19% of Purchasers indicate they would not purchase a houseplant as a gift for Mother's Day.

73% of Purchasers indicate they would purchase a houseplant as a gift for Mother's Day.

8% are not certain that they would buy a houseplant as a gift for Mother's Day.

[126] Question (Q172): Please rate your likelihood of giving a houseplant product as a gift for the following occasions. N = 853.

Figure 127. The likelihood of a Purchaser giving a houseplant as a gift for Valentine's Day[127]



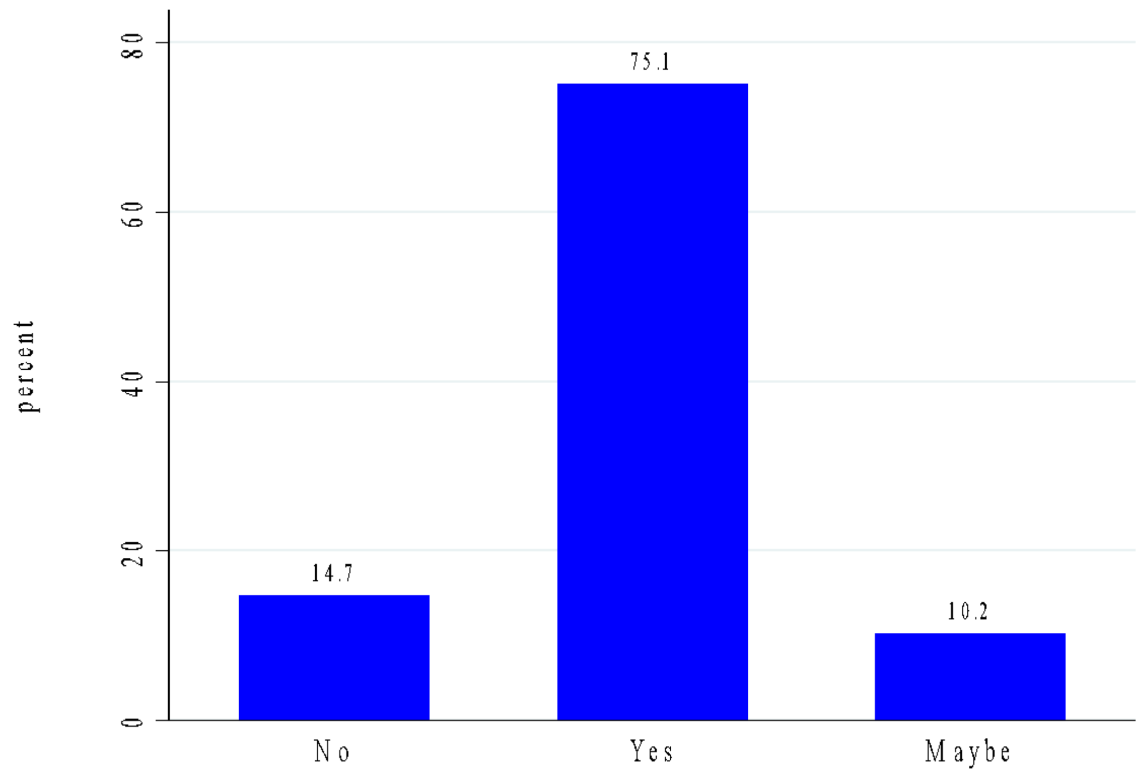
32% of Purchasers indicate they would not purchase a houseplant as a gift for Valentine's Day.

55% of Purchasers indicate they would purchase a houseplant as a gift for Valentine's.

13% are not certain that they would buy a houseplant as a gift for Valentine's Day.

[127] Question (Q172): Please rate your likelihood of giving a houseplant product as a gift for the following occasions. N = 853.

Figure 128. The likelihood of a Purchaser giving a houseplant as a Get-Well gift[128]



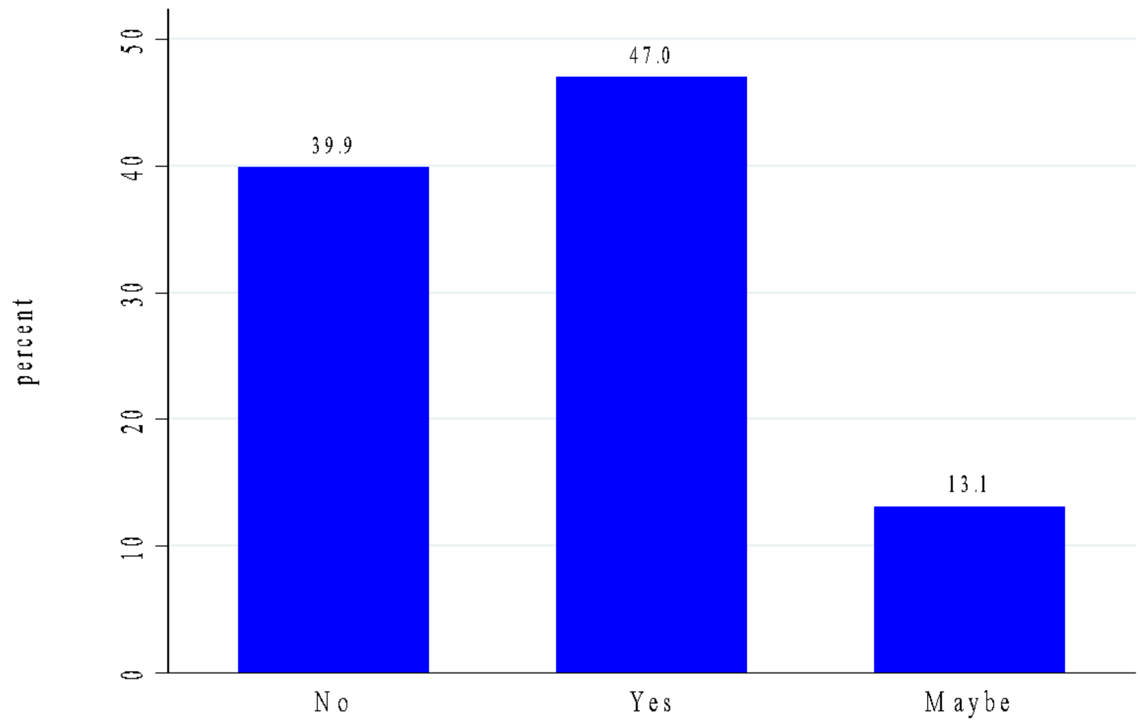
15% of Purchasers indicate they would not purchase a houseplant as a get-well gift.

75% of Purchasers indicate they would purchase a houseplant as a get-well gift.

10% are not certain that they would buy a houseplant as a get-well gift.

[128] Question (Q172): Please rate your likelihood of giving a houseplant product as a gift for the following occasions. N = 853.

Figure 129. The likelihood of a Purchaser giving a houseplant as a gift for Christmas[129]



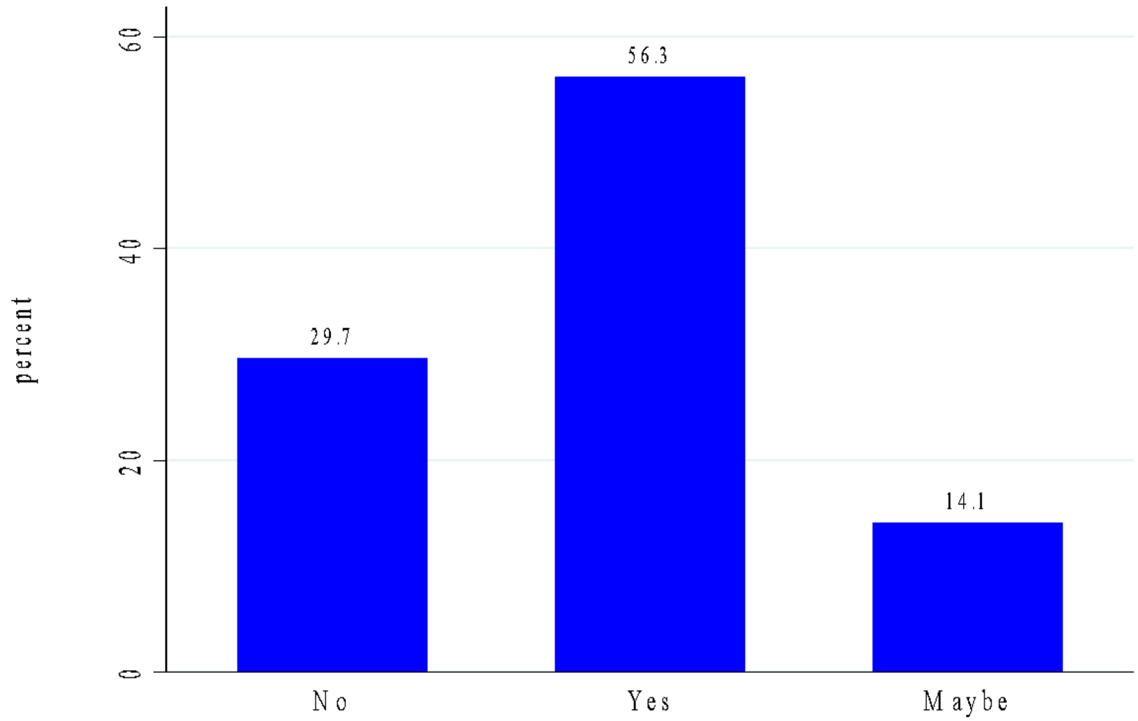
40% of Purchasers indicate they would not purchase a houseplant as a gift for Christmas.

47% of Purchasers indicate they would purchase a houseplant as a gift for Christmas

13% are not certain that they would buy a houseplant as a gift for Christmas.

[129] Question (Q172): Please rate your likelihood of giving a houseplant product as a gift for the following occasions. N = 853.

Figure 130. The likelihood of a Purchaser giving a houseplant as a gift for Easter[130]



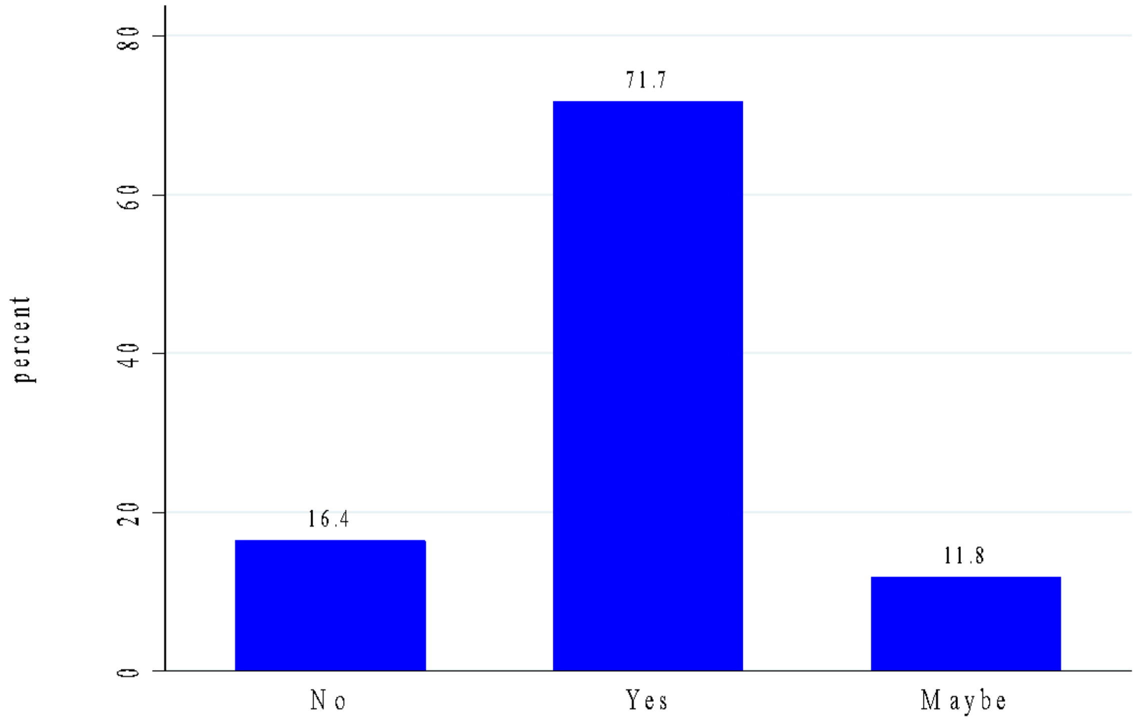
30% of Purchasers indicate they would not purchase a houseplant as a gift for Easter.

56% of Purchasers indicate they would purchase a houseplant as a gift for Easter.

14% are not certain that they would buy a houseplant as a gift for Easter.

[130] Question (Q172): Please rate your likelihood of giving a houseplant product as a gift for the following occasions. N = 853.

Figure 131. The likelihood of a Purchaser giving a houseplant as a Thank-You gift[131]



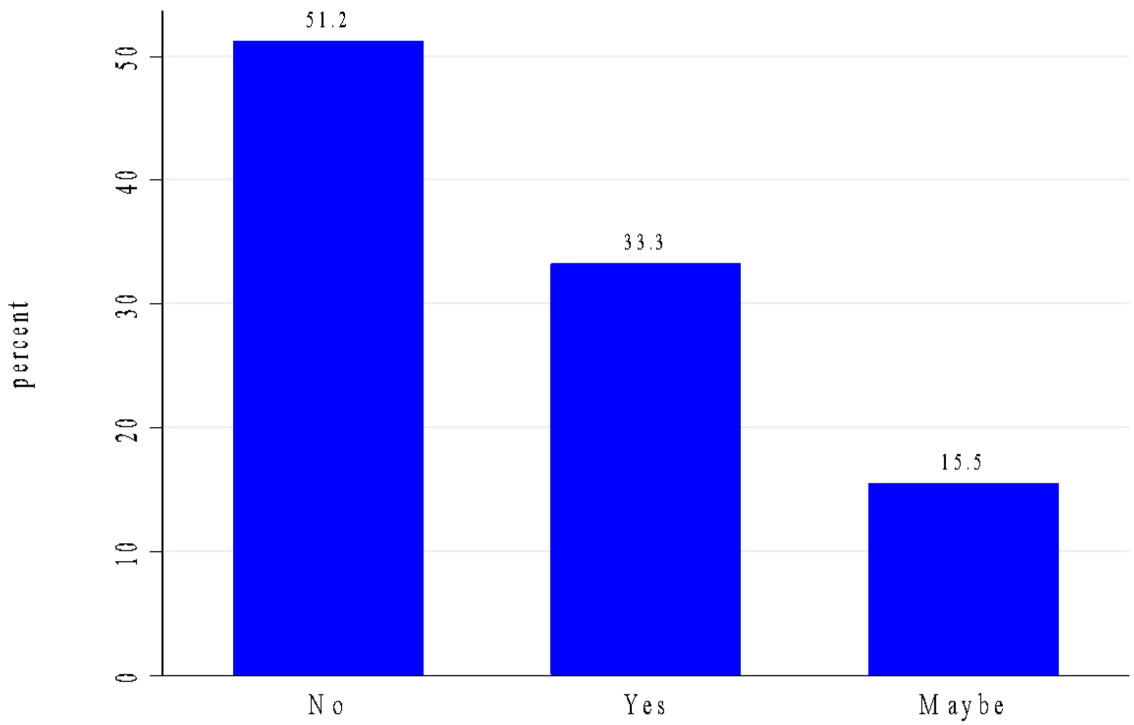
16% of Purchasers indicate they would not purchase a houseplant as a thank-you gift.

72% of Purchasers indicate they would purchase a houseplant as a thank-you gift.

12% are not certain that they would buy a houseplant as a thank-you gift.

[131] Question (Q172): Please rate your likelihood of giving a houseplant product as a gift for the following occasions. N = 853.

Figure 132. The likelihood of a Purchaser giving a houseplant as a gift for Thanksgiving[132]



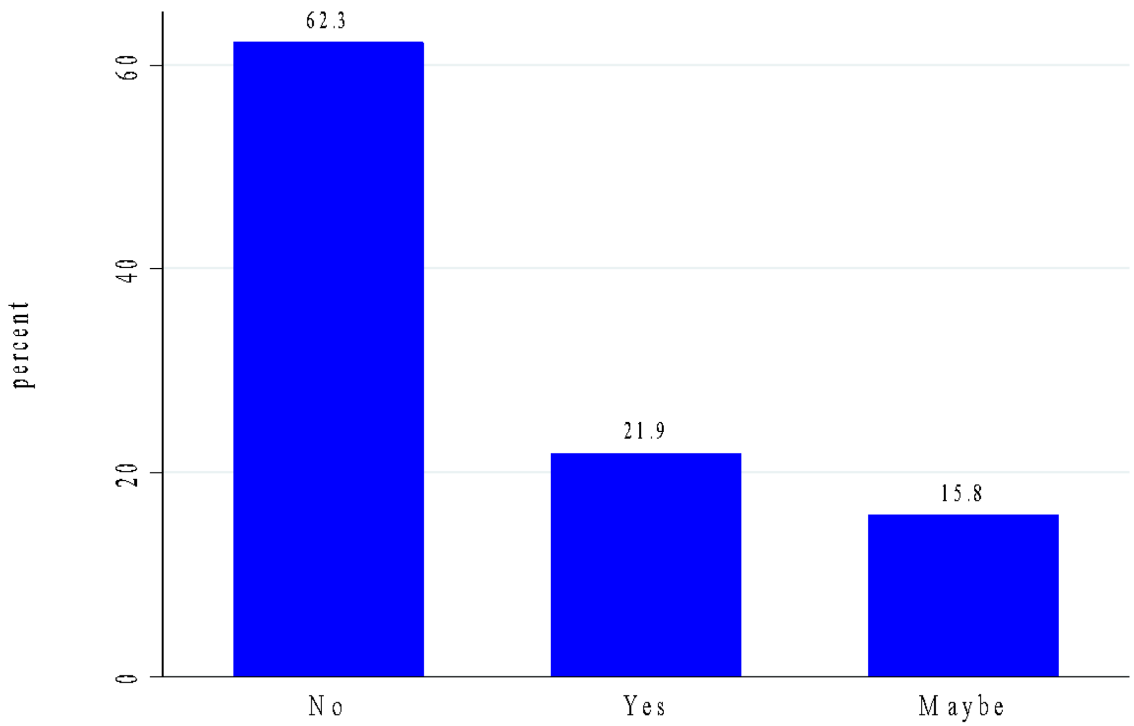
51% of Purchasers indicate they would not purchase a houseplant as a gift for Thanksgiving.

33% of Purchasers indicate they would purchase a houseplant as a gift for Thanksgiving.

16% are not certain that they would buy a houseplant as a gift for Thanksgiving..

[132] Question (Q172): Please rate your likelihood of giving a houseplant product as a gift for the following occasions. N = 853.

Figure 133. The likelihood of a Purchaser giving a houseplant as a new baby gift[133]



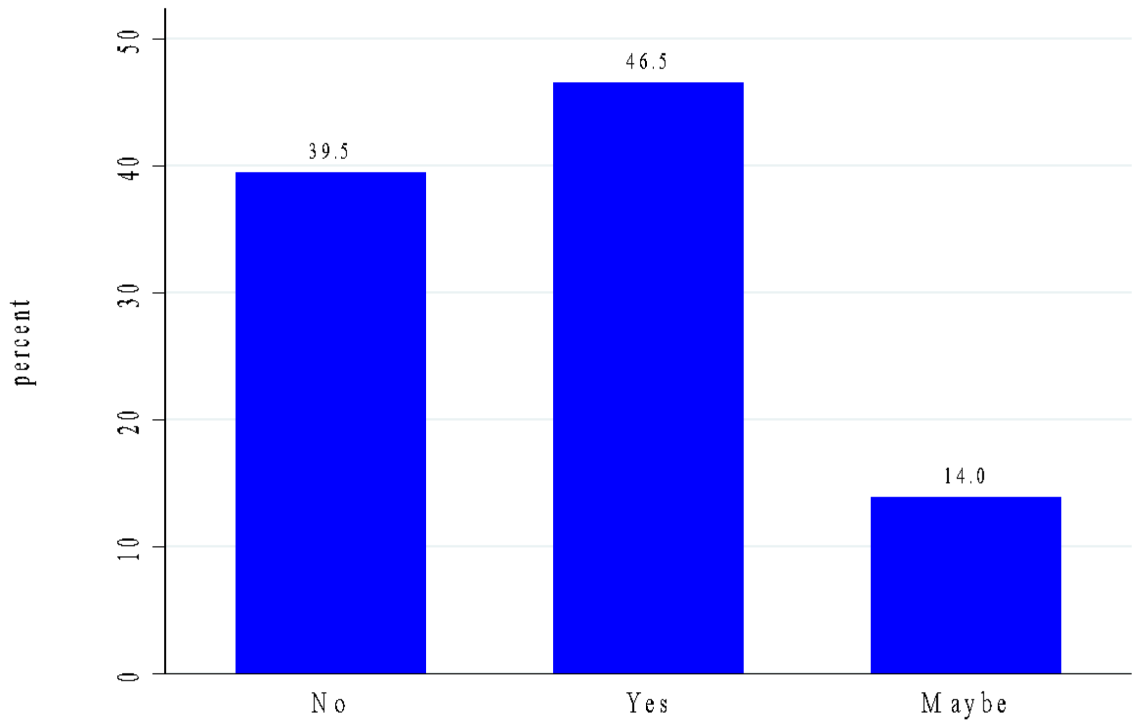
62% of Purchasers indicate they would not purchase a houseplant as a new baby gift.

22% of Purchasers indicate they would purchase a houseplant as a new baby gift.

16% are not certain that they would buy a houseplant as a new baby gift.

[133] Question (Q172): Please rate your likelihood of giving a houseplant product as a gift for the following occasions. N = 853.

Figure 134. The likelihood of a Purchaser giving a houseplant as a gift for a coworker[134]



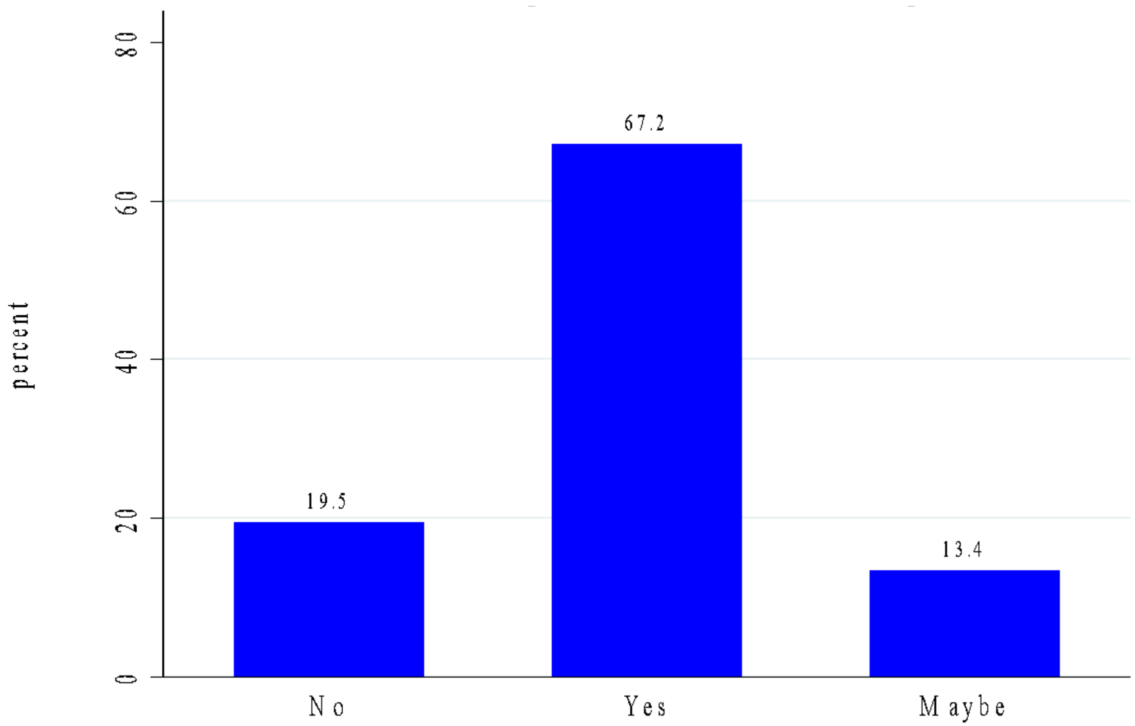
40% of Purchasers indicate they would not purchase a houseplant as a gift for a coworker.

47% of Purchasers indicate they would purchase a houseplant as a gift for a coworker.

14% are not certain that they would buy a houseplant as a gift for a coworker.

[134] Question (Q172): Please rate your likelihood of giving a houseplant product as a gift for the following occasions. N = 853.

Figure 135. The likelihood of a Purchaser giving a houseplant as an expression of friendship[135]



20% of Purchasers indicate they would not purchase a houseplant as an expression of friendship.

67% of Purchasers indicate they would purchase a houseplant as a gift as an expression of friendship

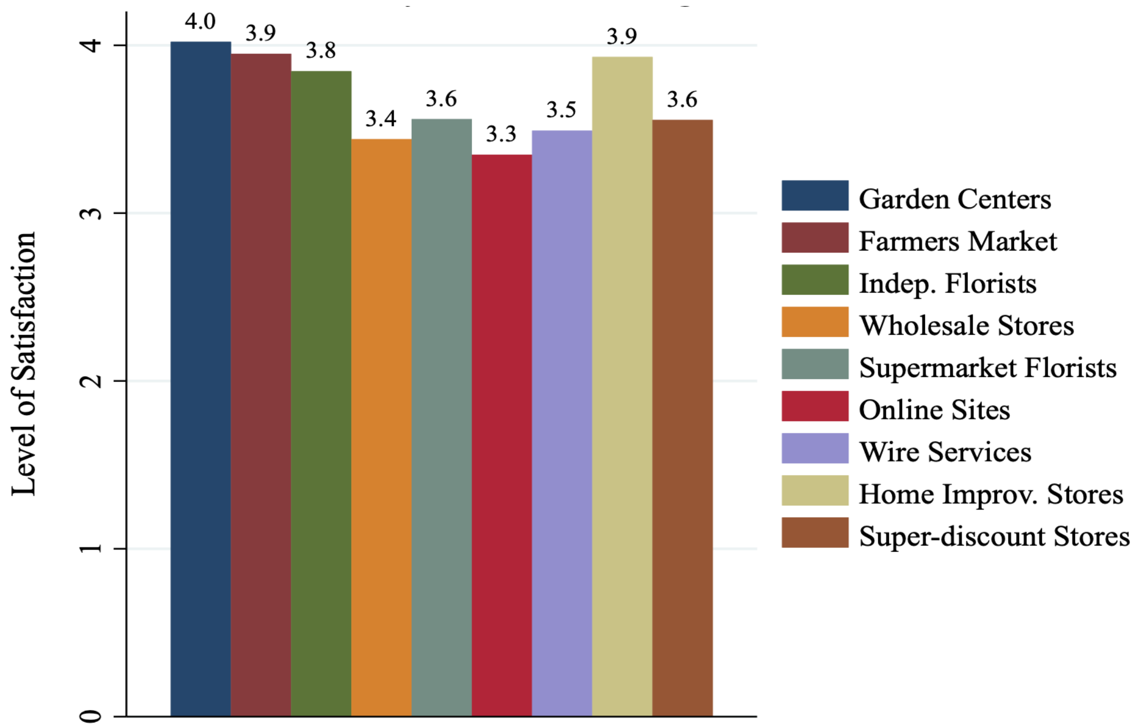
13% are not certain that they would buy a houseplant as a gift as an expression of friendship.

[135] Question (Q172): Please rate your likelihood of giving a houseplant product as a gift for the following occasions. N = 853.

Customer Satisfaction by Venue

Overall, Purchaser satisfaction was moderate to high regardless of which retail venue they primarily shopped.. This indicates that Purchasers are satisfied by the current offerings by all retailers in quality, price, exclusivity, and value. None of the retailers were rated a perfect average of 5 out of 5, indicating continual room for improvement, but all retailers met moderate expectations. In the future, Purchasers plan to increase their purchasing at independent garden centers, independent florists, and home improvement stores, and decrease their houseplant purchasing with wire services (e.g. FTD). The top ranked factors affecting the purchasing decision included quality, price, value, selection, and convenience.

Figure 136. Purchasers' **OVERALL satisfaction level** with floral products by categories of retailers[136]

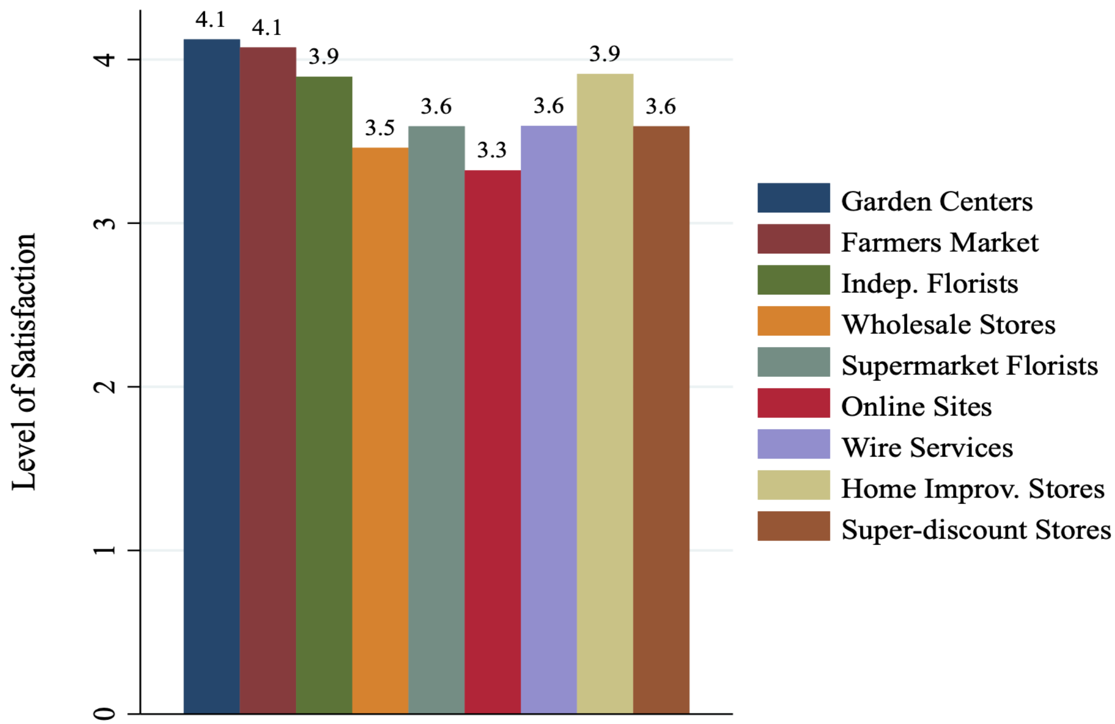


When ranking from 0 – Extremely Unsatisfied to 5 – Extremely satisfied, the average overall satisfaction level for Garden Centers is 4.0.

The remaining retailer scors followed closely between 3.0 to 3.9 out of 5.0 in overall satisfaction of products and services offered.

[136]Question (Q173): Overall, how satisfied are you with the floral products and services offered by the following retailers? N = 853.

Figure 137. Purchasers' satisfaction level with the **QUALITY** of floral products by categories of retailers[137]

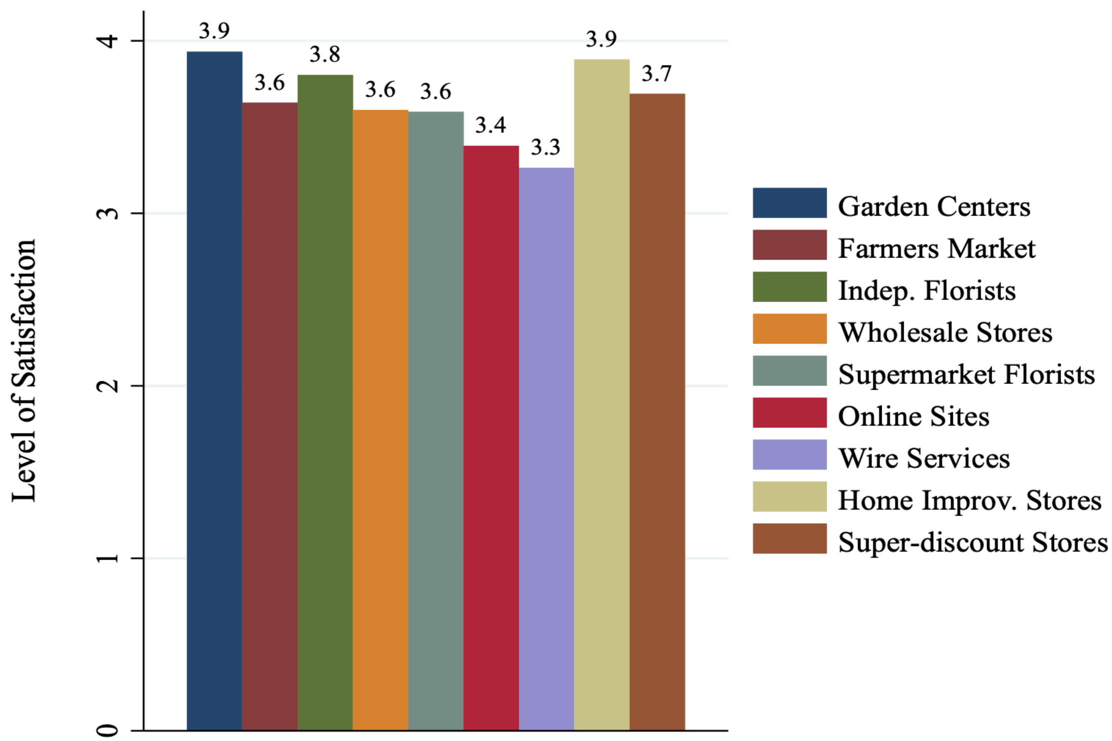


Focusing specifically on quality aspect of satisfaction, the average satisfaction level for Garden Centers is 4.1 and Farmer's Markets is 4.1.

The remaining retailers scored between 3.0 to 3.9 out of 5.0 in satisfaction of the quality of products and services offered.

[137] Question (Q175): Overall, how satisfied are you with the QUALITY of floral products and services offered by the following retailers? N = 853.

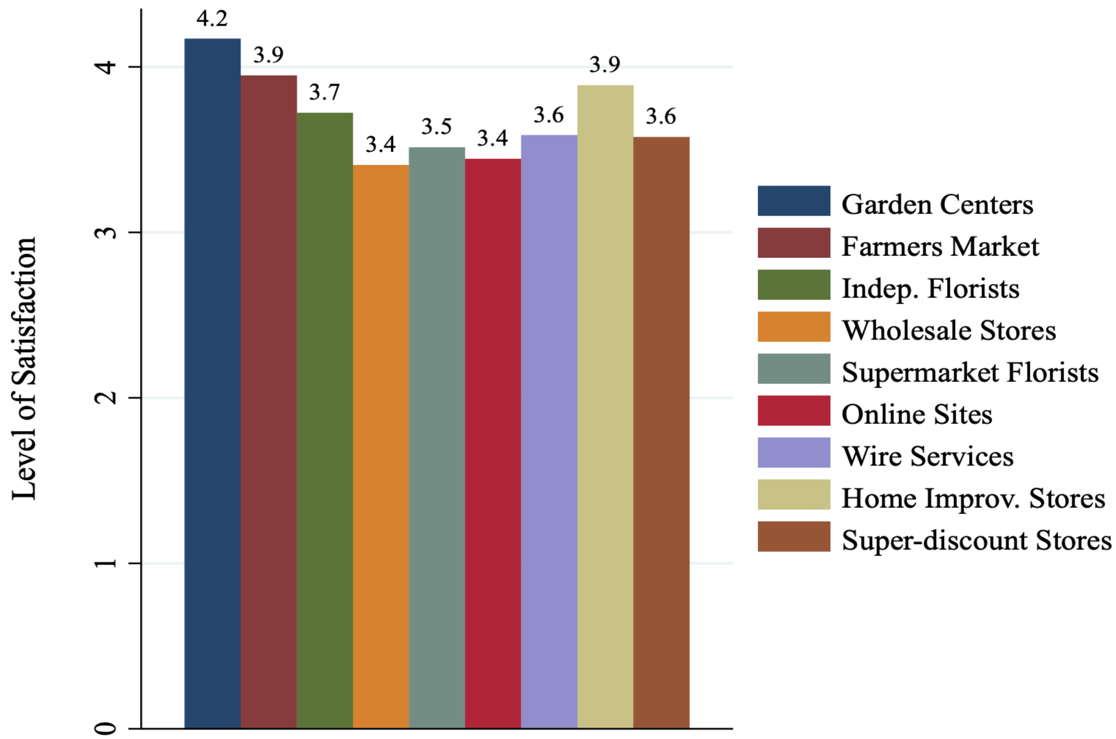
Figure 138. Purchasers' satisfaction level with the **VALUE** of floral products by categories of retailers[138]



Focusing specifically on value, the average satisfaction level all of the retailers ranged from 3.3 – 3.9 out of 5.0 for the products and services offered by the firms.

[138] Question (Q176): Overall, how satisfied are you with the VALUE of floral products and services offered by the following retailers? N = 853.

Figure 139. Purchasers' satisfaction level with the **VARIETY** of products by categories of retailers[139]

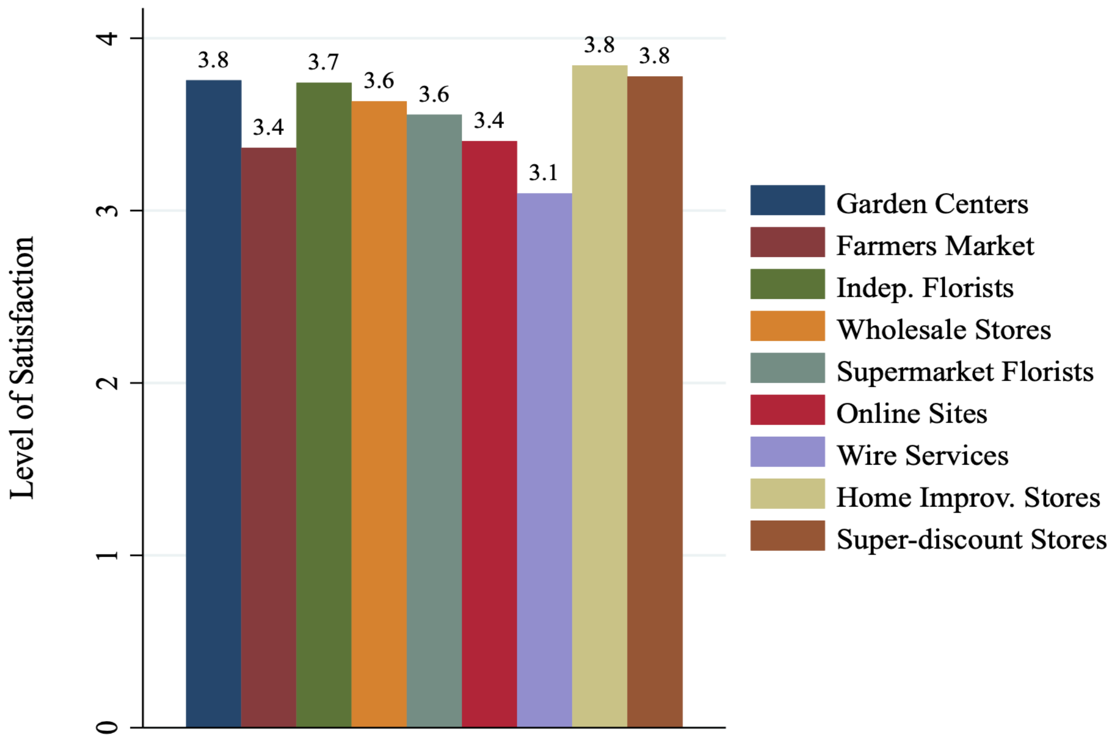


Focusing specifically on variety of product offerings, the average satisfaction level for Garden Centers is 4.2.

The remaining retailers scored between 3.4 to 3.9 out of 5.0 in satisfaction of the variety of products and services offered.

[139] Question (Q177): Overall, how satisfied are you with the VARIETY of floral products and services offered by the following retailers? N = 853.

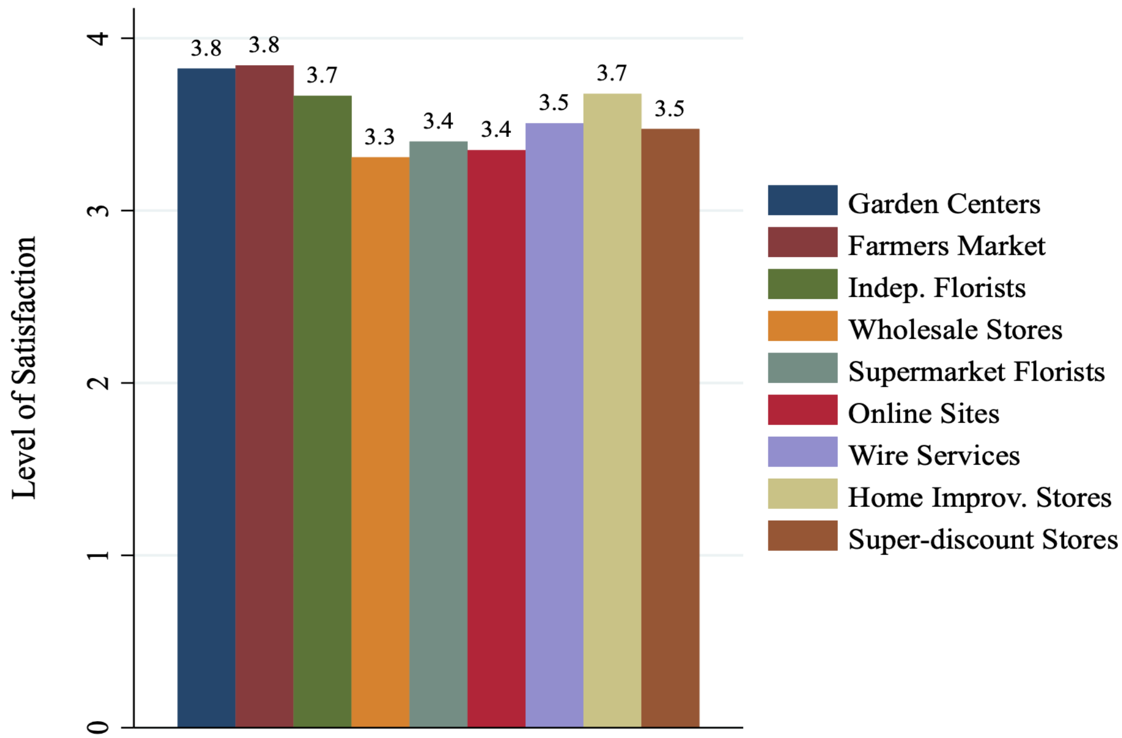
Figure 140. Purchasers' satisfaction level with the **PRICE** of products by categories of retailers[140]



Focusing specifically on price, the average satisfaction level all of the retailers ranged from 3.1 – 3.8 out of 5.0 for the products and services offered by the firms.

[140] Question (Q178): Overall, how satisfied are you with the PRICE of floral products and services offered by the following retailers? N = 853.

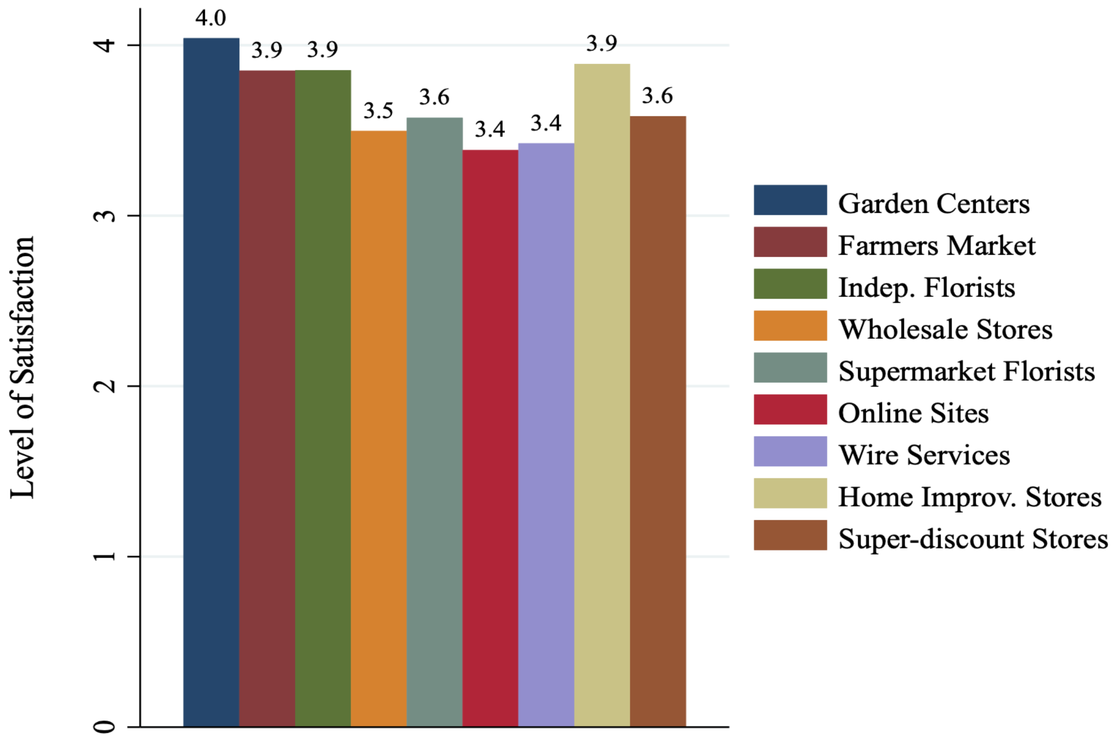
Figure 141. Purchasers' satisfaction level with the **EXCLUSIVITY** of products by categories of retailers[141]



Focusing specifically on exclusivity, the average satisfaction level all of the retailers ranged from 3.3 – 3.8 out of 5.0 for the products and services offered by the firms.

[141] Question (Q179): Overall, how satisfied are you with the EXCLUSIVITY of floral products and services offered by the following retailers? N = 853.

Figure 142. The extent to which Purchasers would recommend categories of retailers to their friends[142]

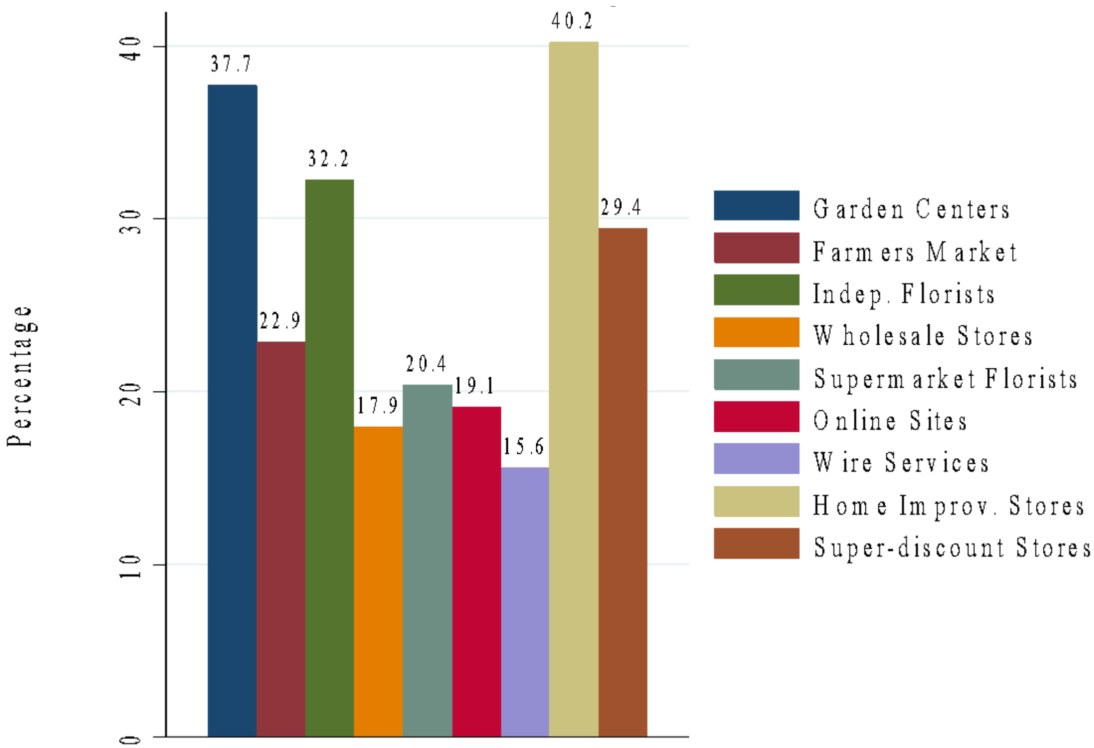


When asked if the Purchasers would recommend each of the retailers, the average satisfaction level for Garden Centers is 4.0.

The remaining retailers scored between 3.4 to 3.9 out of 5.0 in the level Purchasers would be willing to recommend the retailer to their friends.

[142] Question (Q180): Please indicate the extent to which you would recommend the following retailers to your friends. N = 853.

Figure 143. Planned increase in houseplant purchases by Purchasers at each retailer[143]



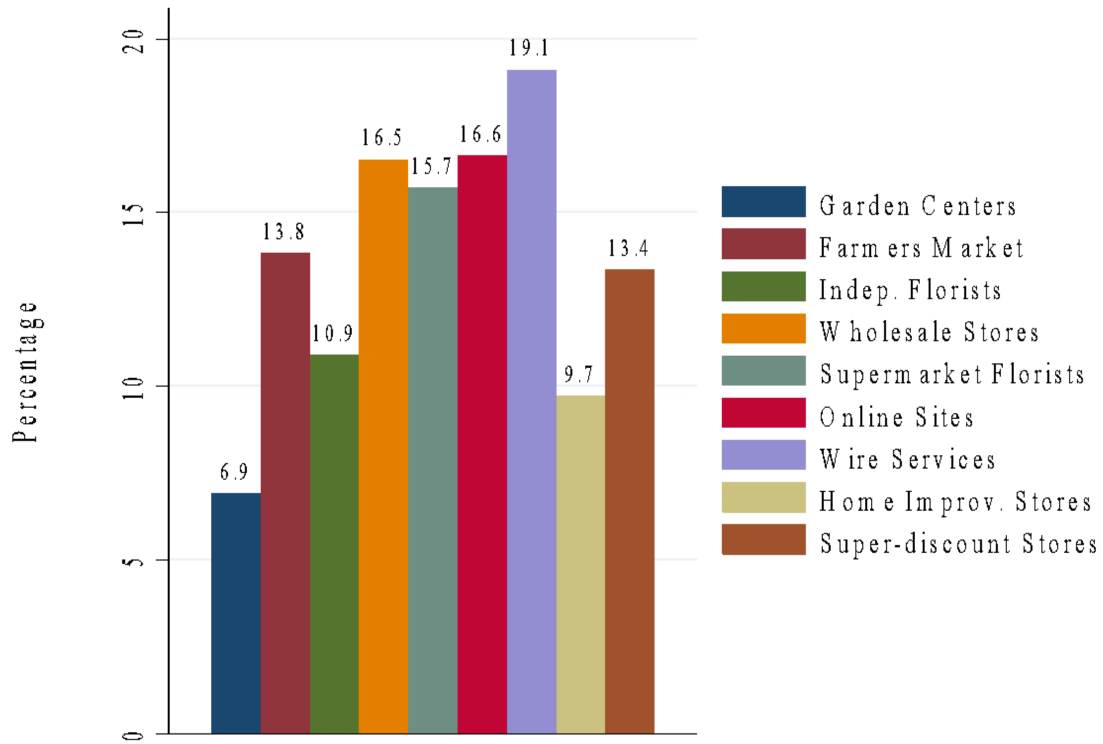
40% of Purchasers plan to increase their houseplant purchasing at home improvement stores

38% and 32% of Purchasers plan to increase their houseplant purchasing at garden centers and independent florists.

15-23% of Purchasers plan to have an increase in purchases from the remaining retailers.

[143] Question (Q181): In the next 12 months, do you plan to increase, decrease, or keep the same level of purchases from the following retailers? N = 853.

Figure 144. Planned decrease in houseplant purchases by Purchasers at each retailer [144]



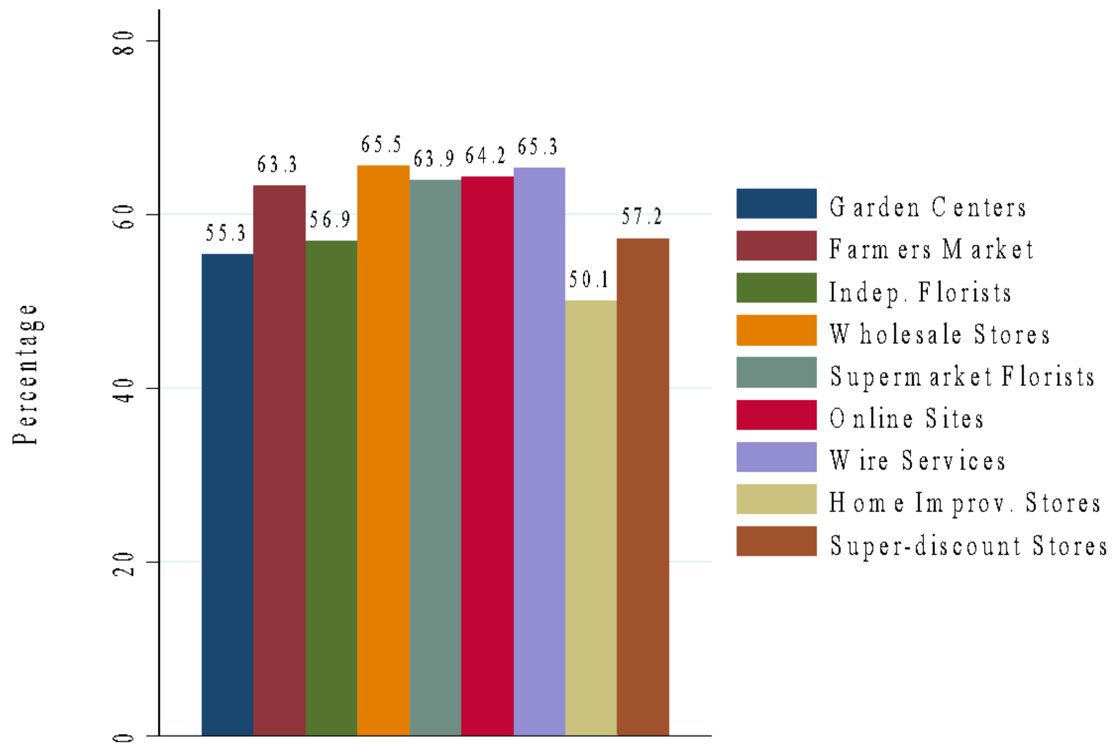
19% of Purchasers plan to decrease their houseplant purchasing with Wire Services.

13-17% of Purchasers plan to have a decrease in purchases from the Farmer's Markets, Wholesale stores, Supermarket stores, online sites, and super-discount stores.

7%, 11%, and 9% of Purchasers plan to decrease purchasing at Garden Centers, Independent Florists, and Home Improvement stores.

[144] Question (Q181): In the next 12 months, do you plan to increase, decrease, or keep the same level of purchases from the following retailers? N = 853.

Figure 145. Planned houseplant purchases at the same level as they do currently by Purchasers at each retailer [145]



60-65% of Purchasers plan to have no change in their purchasing at Farmer's Markets, Wholesale stores, Supermarket Florists, Online Sites, and with Wire Services.

55-57% of Purchaser plan to not change their purchasing for Garden Centers, Independent Florists, and Super-discount stores.

50% plan to have no change in spending with Home Improvement stores.

[145] Question (Q181): In the next 12 months, do you plan to increase, decrease, or keep the same level of purchases from the following retailers? N = 853.

Table 3. Average rank of factors most influential in the decision to purchase houseplants by Purchasers (1=Most Important, and 10=Least Important) [146]

Factor	Percentage of Respondents by Rank Level					
	Rank = 1	Rank = 2	Rank = 3	Rank = 4	Rank = 5	Rank Mean Score
Quality	**32**	**21**	**15**	**9**	**6**	**3.15**
Price	**20**	**15**	**17**	**15**	**9**	**3.90**
Exclusivity	3	3	8	9	9	7.00
Usefulness	2	5	7	9	11	6.29
Ability to customize	2	4	5	6	9	6.90
Value	**9**	**18**	**18**	**14**	**11**	**4.30**
Selection	**18**	**18**	**14**	**13**	**11**	**4.09**
Convenience	**6**	**7**	**10**	**13**	**14**	**5.46**
Service levels	2	4	4	6	10	6.84
Brand	4	3	4	7	8	7.15
Other	0	0	0	0	0	10.89

Quality has the lowest rank mean, indicating on average it is the first choice factor, followed by price.

Value, selection, and convenience are the next highest ranked factors.

At the bottom of the factors considered most influential during purchasing: exclusivity, service levels, and brand.

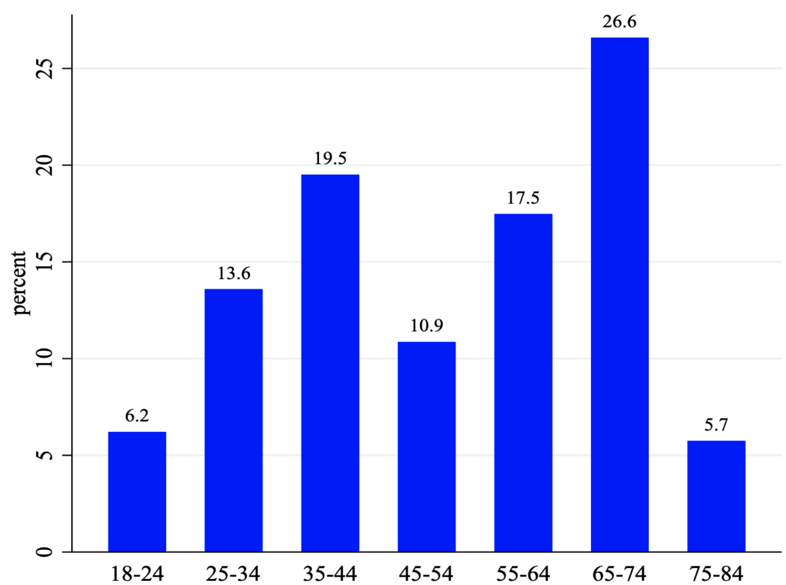
Note: Rank Mean of 1 indicates first choice, Rank Mean of 11 indicates last choice.

146 Question (Q182): Please rank the factors that are most influential in your decision to purchase products or services from different retailers. (1=Most Important, and 10=Least Important) Click and drag up or down to reorder the items.

Socio-Demographics

Purchase households tend to be small with an average of 2 adults and no teens or children. The household tends to include a couple who is married. Purchasers are more likely to have some college education, if not an associates or bachelor's degree, and are also more affluent than the average American household. Even though the average age of Purchasers is 51.8 years old, there is still significant representation from younger consumers (Generation Z and Millennials). Values that align with Generation Z and Millennials are presented through the life states that are most important to Purchasers which include Physical Health, Mental Health, and Financial Health. Purchasers are likely to have a pet in their home.

Figure 147. Age of the Purchasers[147]



Mean age of Purchasers is 51.8 years old.

6% of Houseplant Purchaser are Generation Z.

34% of Houseplant Purchasers are Millennials.

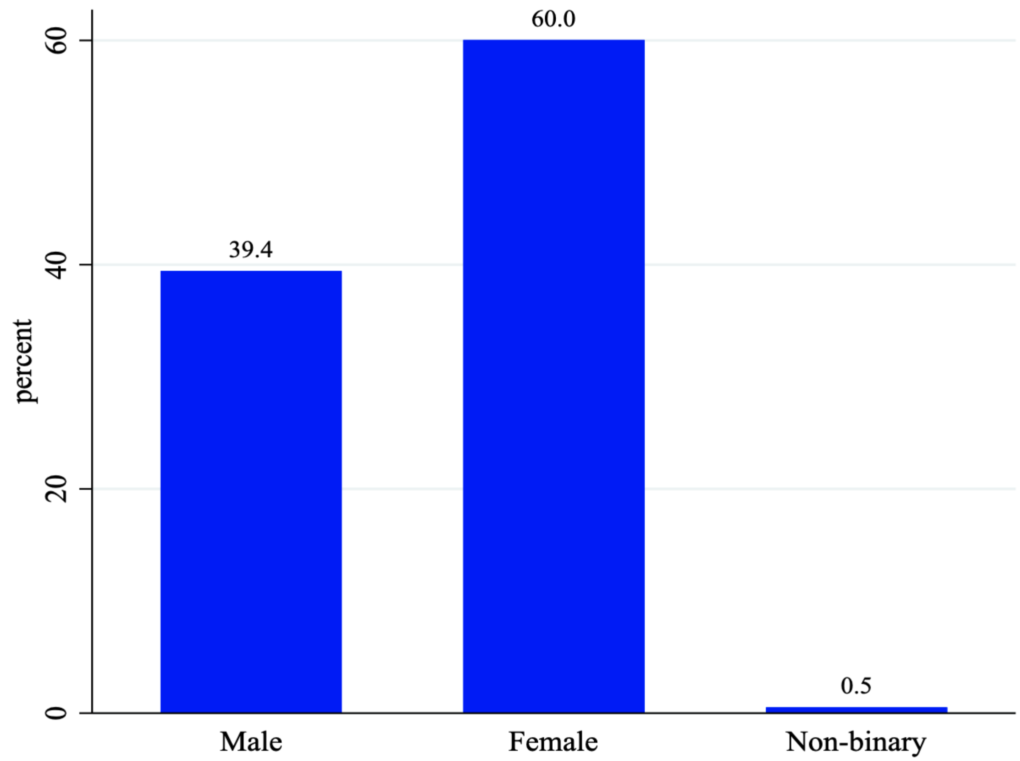
11% of Purchasers are Generation X.

45% of Purchasers are Baby Boomers.

6% are the Greatest Generation.

[147] Question (Q4): What's your age? N = 1722.

Figure 148. Gender of the Purchasers[148]

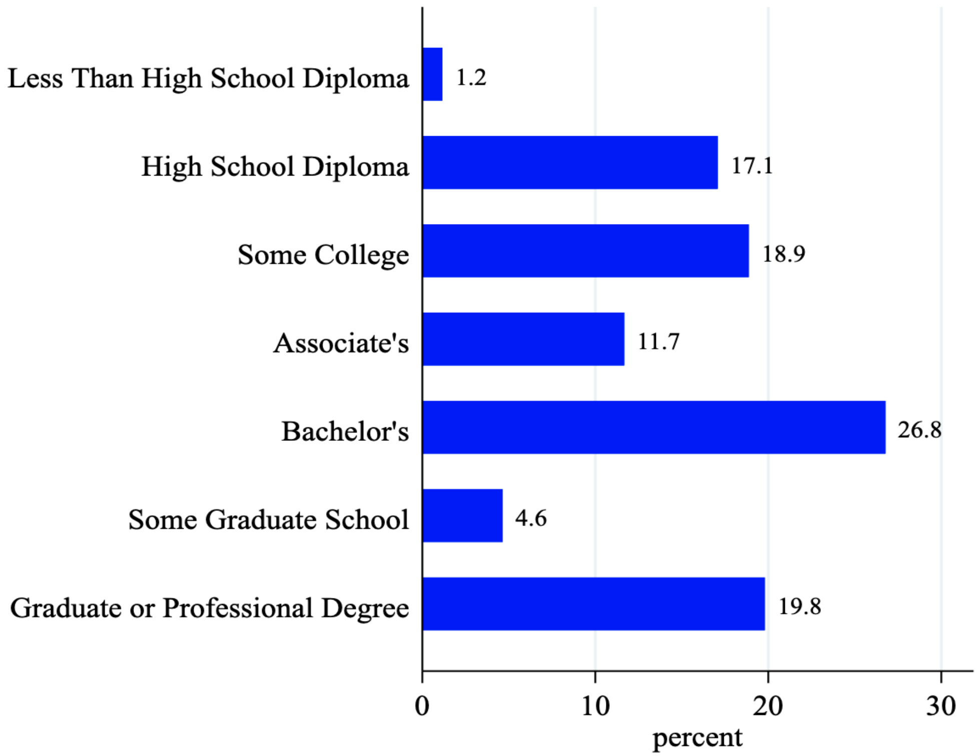


40% of Houseplant Purchasers are male.

60% of Purchasers are female.

[148] Question (Q5): What's your gender? N = 1722.

Figure 149. Education level of Purchasers[149]



17% of Purchasers have completed High School/GED.

32% have completed some college or an associate degree.

27% of Purchasers have their bachelor's degree.

25% have completed some or achieved a graduate or professional degree.

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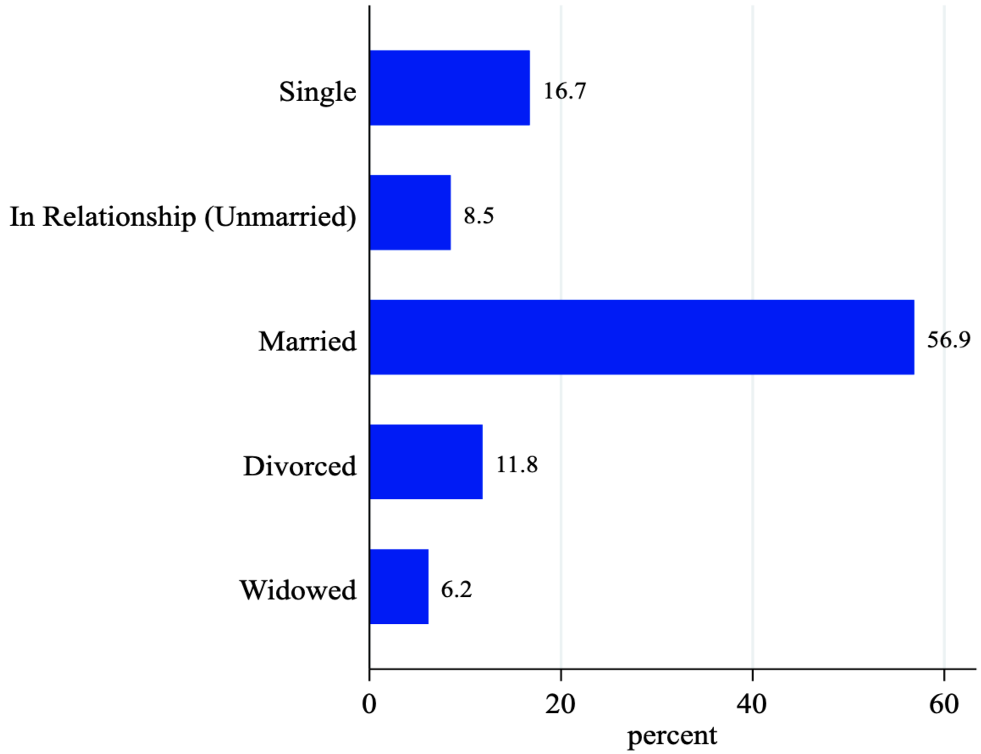
149 Question (Q30): What is the highest level of education you have completed? N = 1722.

Figure 150. Relationship Status of Purchasers[150]



26% of Purchasers are unmarried/single.

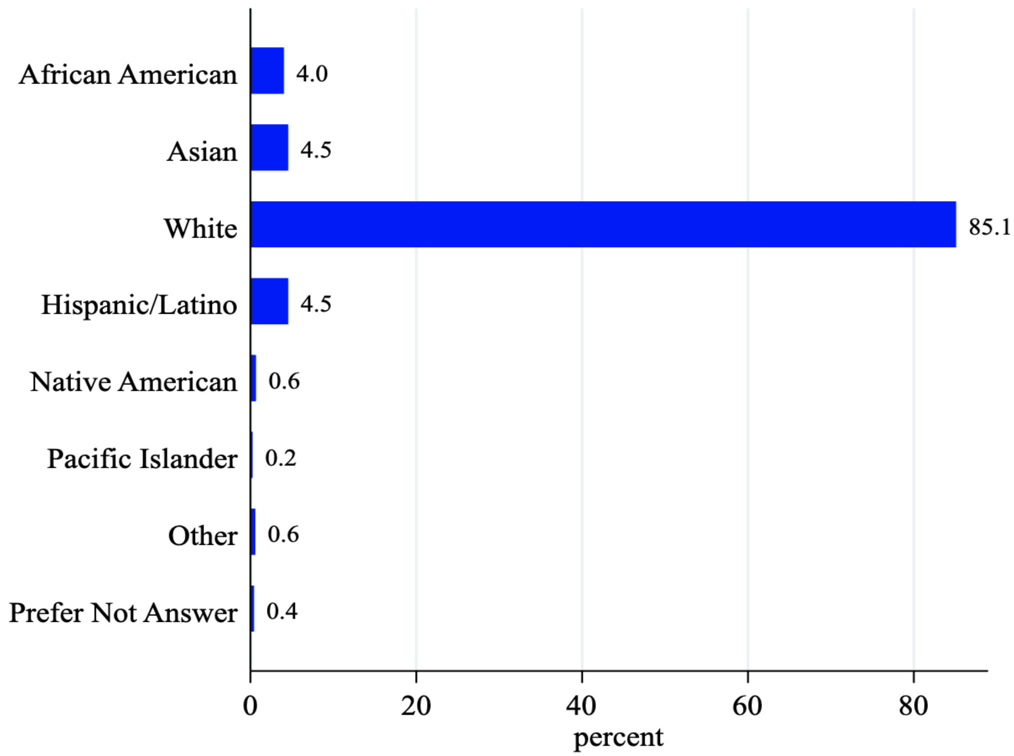
57% of Purchasers are married.

12% of Purchasers are divorced.

6% of Purchasers are widowed.

[150] Question (Q31): What is your relationship status? N = 1722.

Figure 151. Ethnicity of Purchasers[151]



85% of Purchasers are White.

4% are African American.

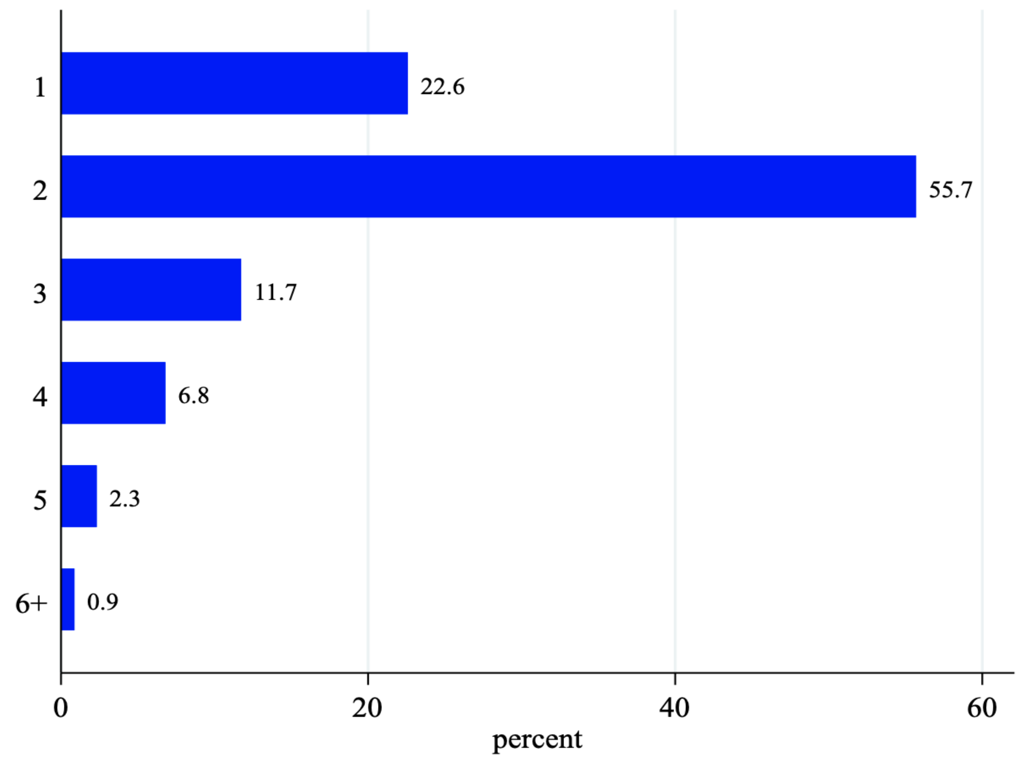
5% are Asian or Hispanic/Latino.

Less than 1% are Native American, Pacific Islander, or Other.

0.4% declined to identify their ethnicity.

[151] Question (Q32): What is your ethnic heritage? N = 1722.

Figure 152. Number of Adults in Household for Purchasers[152]



On average 2 adults live in a Purchasers household (HH).

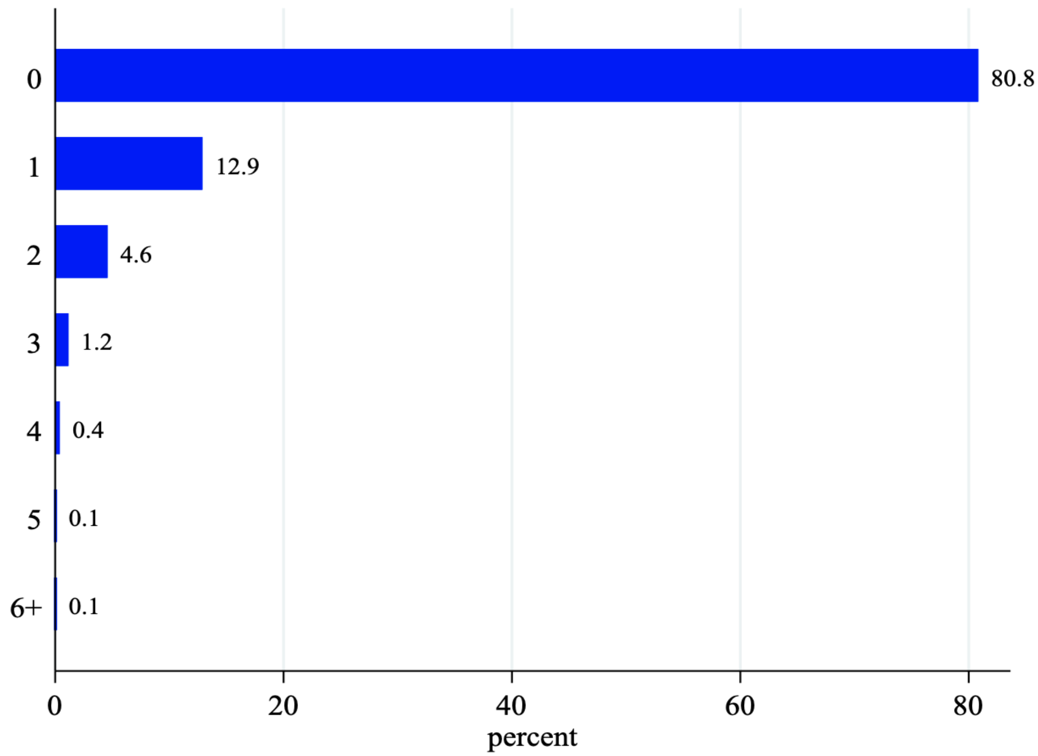
23% of Purchaser HH have 1 adult.

12% of Purchaser HH have 3 adults.

10% of Purchaser households have more than 3 adults living within the HH.

[152] Question (Q33): Including yourself, how many adults (18 years and older) live in your household? N = 1722.

Figure 153. Number of Teens in Households for Purchasers[153]



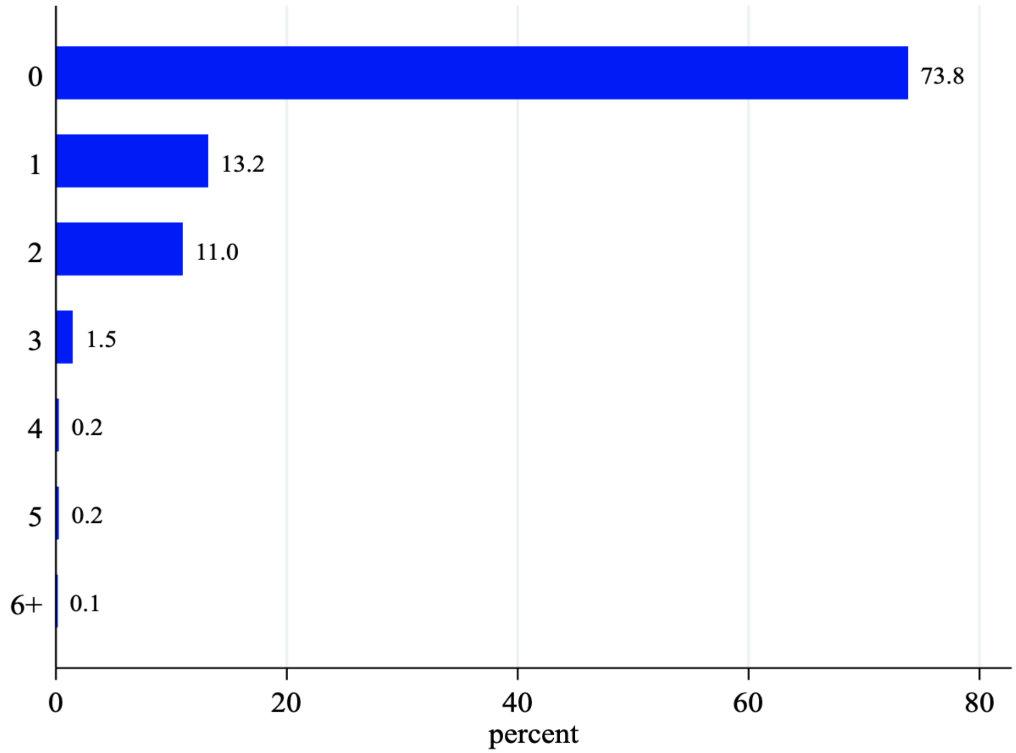
81% of Purchaser Households (HH) do not have any teens (13-17 years old).

13% of Purchaser HH have one teen.

6% of Purchaser HH have more than one teen.

[153] Question (Q34): How many adolescents (13-17 years old) live in your household? N = 1722.

Figure 154. Number of children in households for Purchasers[154]



74% of Purchaser Household (HH) have no children (<12 years old) living in their household.

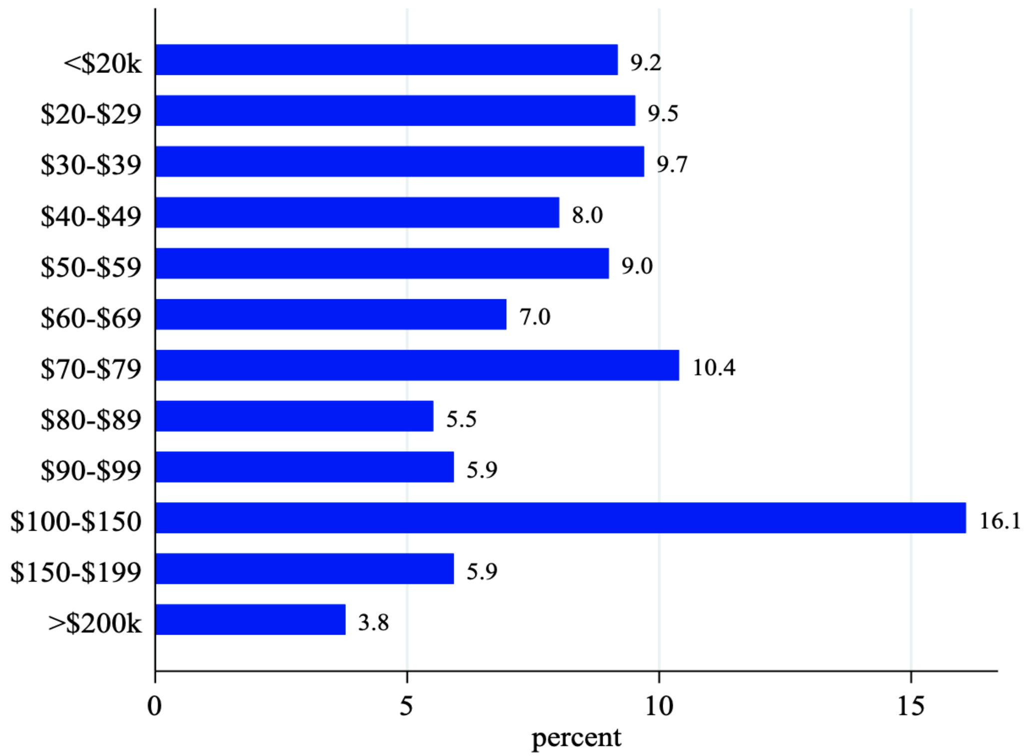
13% of Purchaser HH have 1 child.

11% of Purchaser HH have 2 children.

2% have more than two children living in the HH.

[154] Question (Q35): How many children (under 12 years old) live in your household? N = 1722.

Figure 155. Annual income for Purchasers[155]



Average annual income for Purchasers is $77,802.

The median annual income for Purchasers is $65,000.

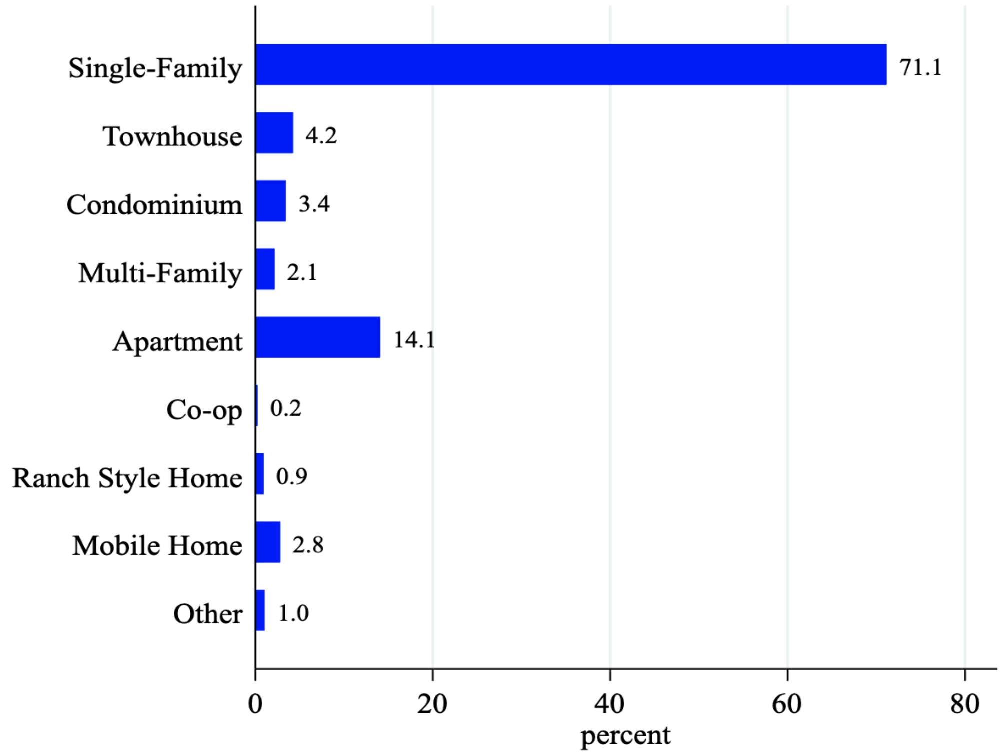
47% of Purchasers are below the federal median income ($59,000).

28% of Purchasers have an annual income from $60,000 to $99,999.

26% of Purchasers have an annual income above $100,000.

[155] Question (Q36): What is your annual total household income? N = 1722.

Figure 156. The type of domain Purchasers live in[156]



71% of Purchaser Households (HH) live in Single-family homes.

14% of HH live in apartments.

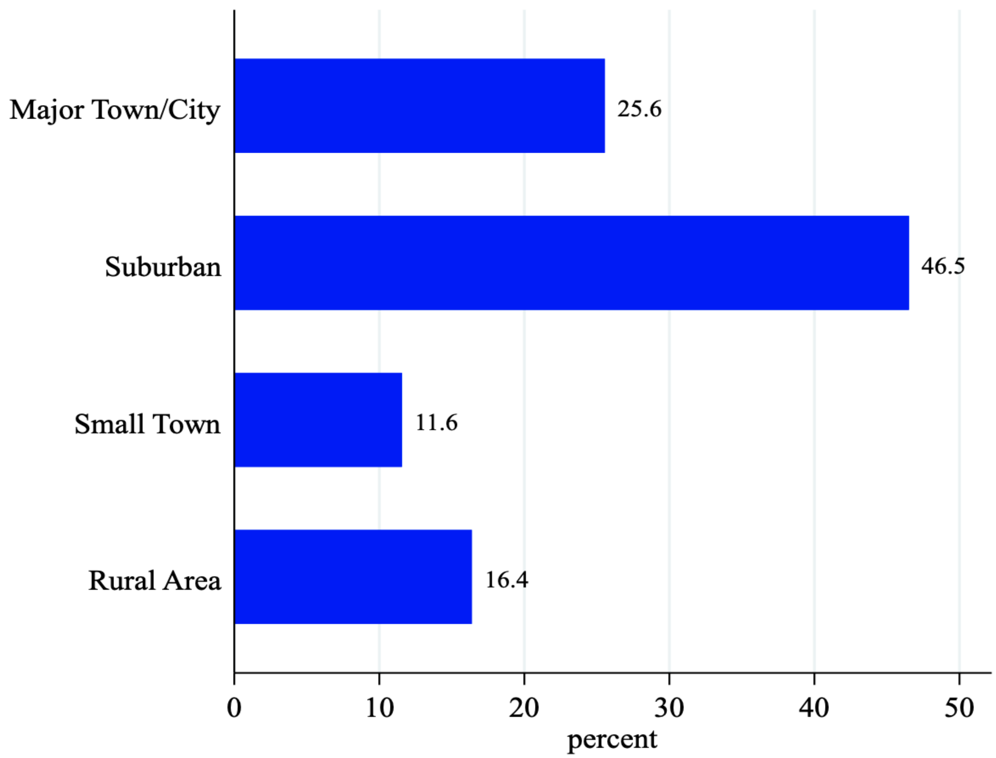
7% live in townhomes or condominiums.

2% live in multi-family homes.

3% live in mobile homes.

[156] Question (Q37): What type of domain do you live in? N = 1722.

Figure 157. Population area classifications for Purchasers[157]



26% of Purchasers live in Major Cities or Metropolitan areas.

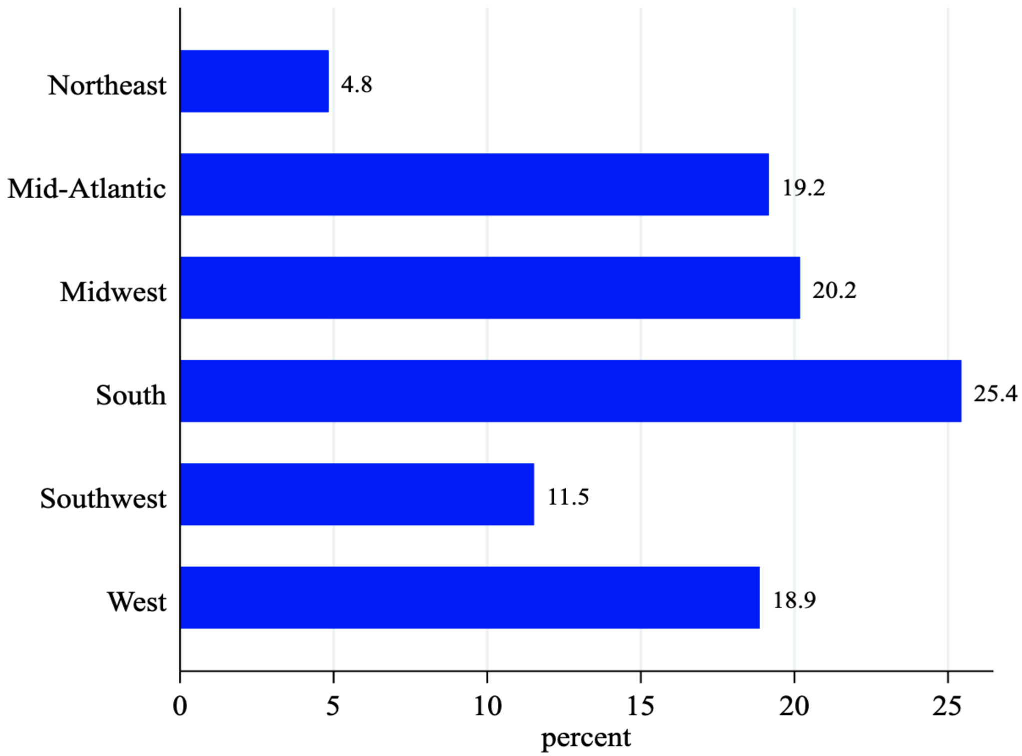
47% of Purchasers live in suburban areas.

12% of Purchasers live in small towns.

16% live in rural areas.

[157] Question (Q38): How would you describe the area in which you live? N = 1722.

Figure 158. Geographic region of residency for Purchasers[158]



25% of Purchasers live in the South region of the United States.

20% of respondents live in the Midwest and another 20% the Mid-Atlantic region.

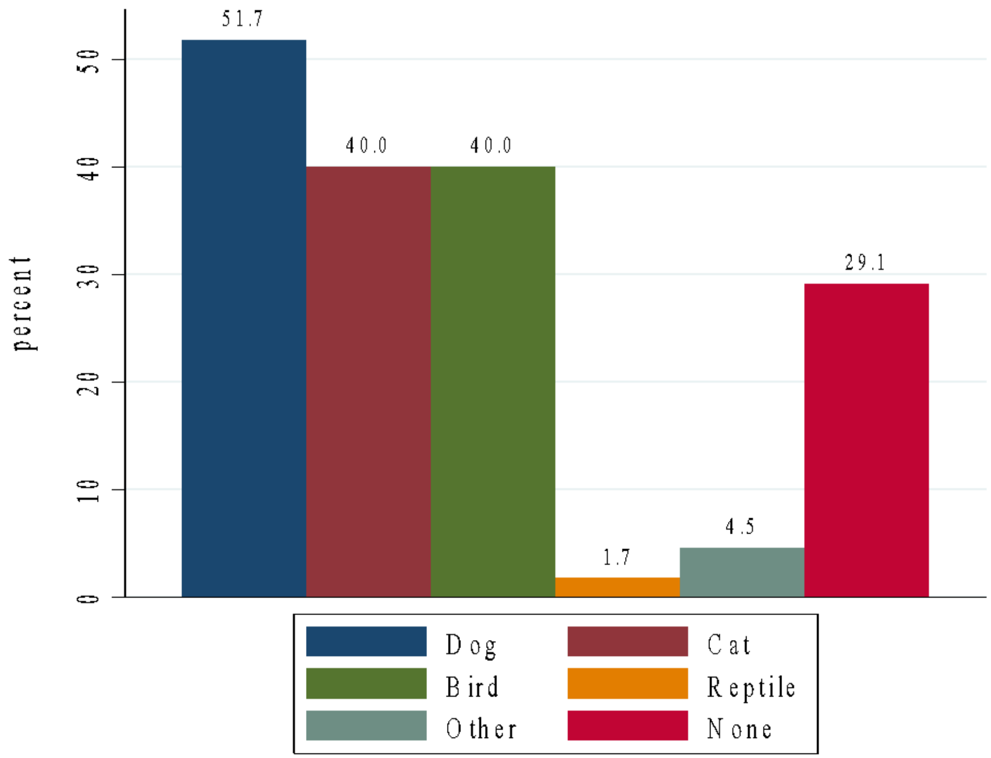
19% live in the West region.

12% live in the Southwest region of the United States.

5% live in the Northeast.

[158] Question (Q39): In which state do you currently reside? N = 1722.

Figure 159. Purchasers Pets[159]



52% of Purchasers own a dog.

40% own a cat or a bird.

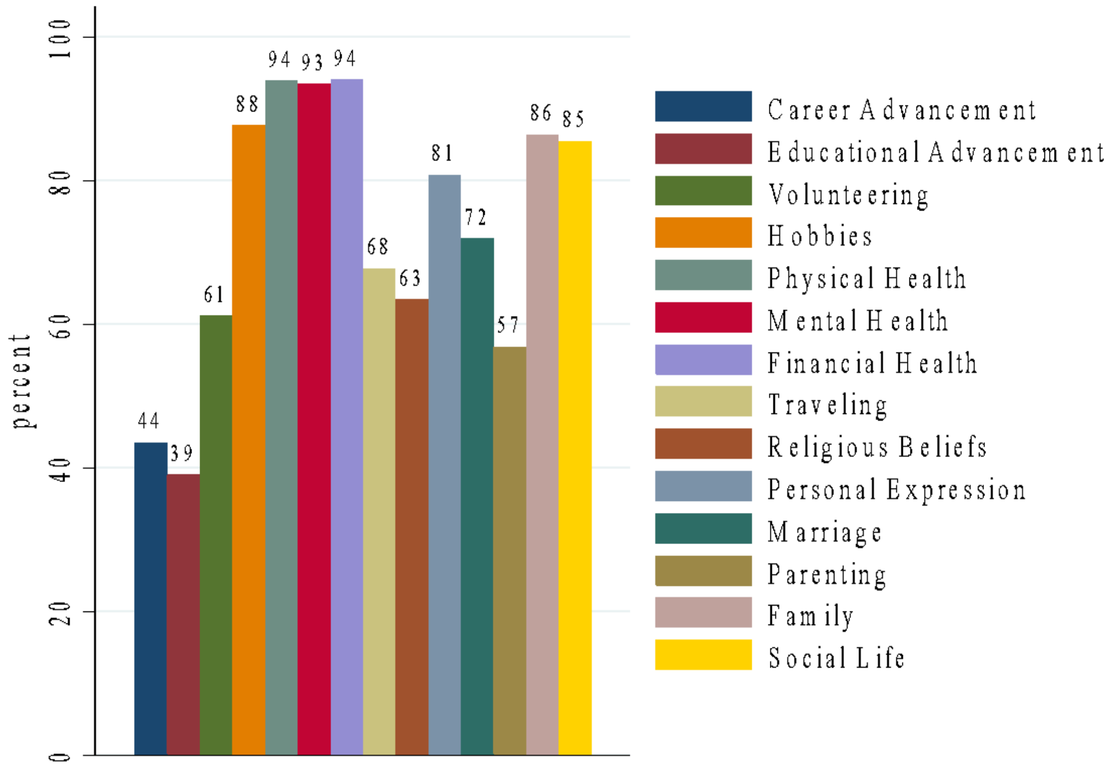
2% own a reptile.

5% own a different type of pet including a fish and small rodents.

29% of Purchasers do not own any pets.

[159] Question (Q40): What pets reside in your home? Please select all that apply. N = 1722.

Figure 160. Important life stages for Purchasers[160]



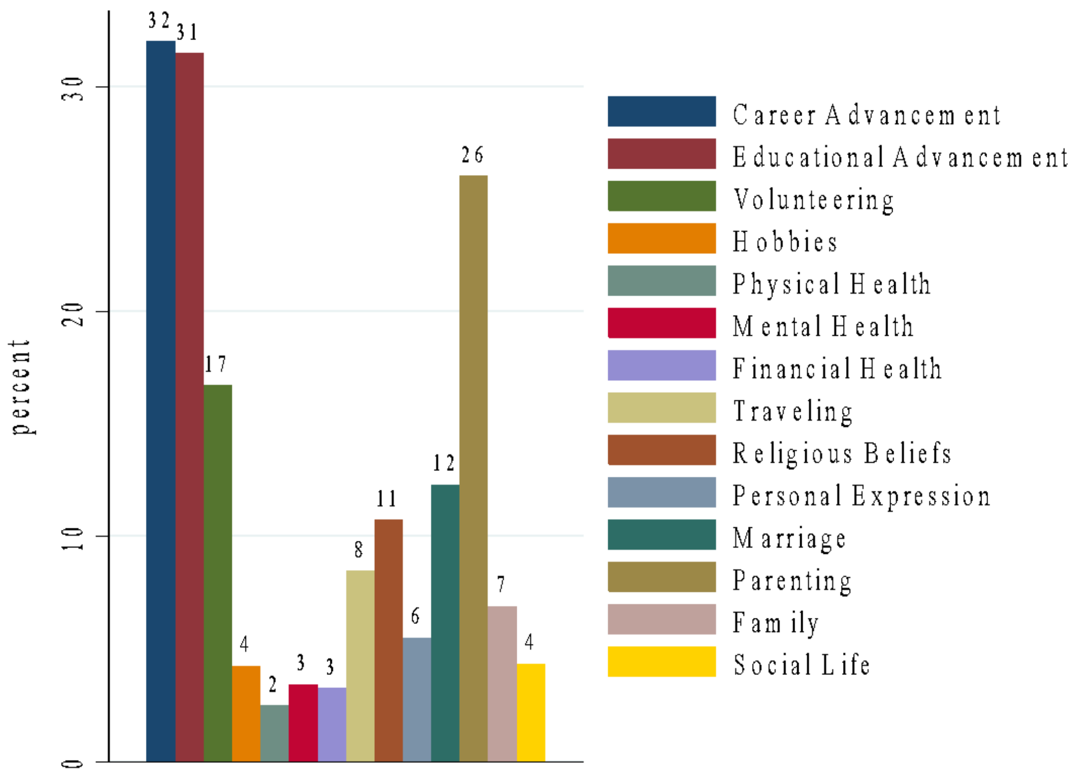
At least 90% of Purchasers viewed the life stages of Physical Health, Mental Health, and Financial Health as important.

80-89% of Purchasers considered Hobbies, Personal Expression, Family and Social Life to be important.

50-70% considered Volunteering, Traveling, Religious Beliefs, and Parenting to be important.

[160] Question (Q41): Thinking about your current life stage, which of the following life stage categories would you say are important or unimportant to you? N = 1722.

Figure 161. Not applicable life stages for Purchasers[161]



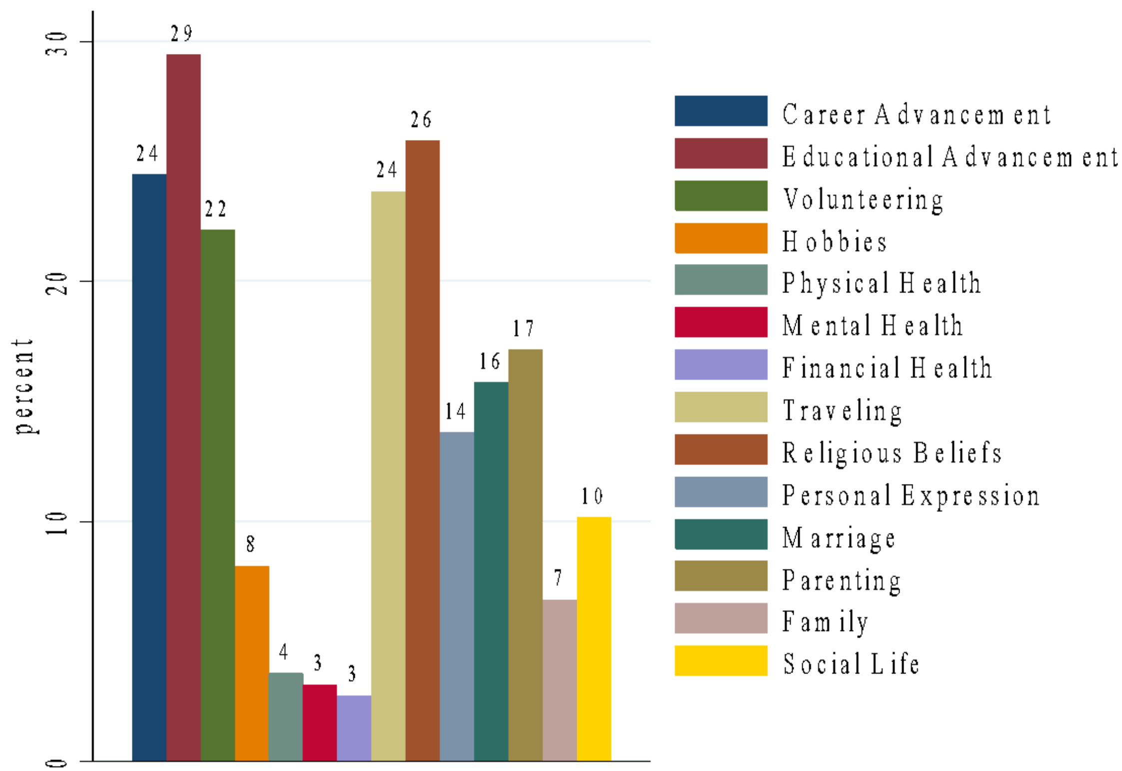
At least 30% of Purchasers considered Career Advancement and Educational Advancement to be non-applicable.

26% considered Parenting to be non-applicable.

The remaining life stages had under 20% of Purchasers who considered the life stages to be not applicable.

[161] Question (Q41): Thinking about your current life stage, which of the following life stage categories would you say are important or unimportant to you? N = 1722.

Figure 162. Unimportant life stages for Purchasers[162]



20-29% of Purchaser consider Career Advancement, Education Advancement, Volunteering, Traveling, and Religious Beliefs to be unimportant.

10-19% of Purchasers consider Personal Expression, Marriage, Parenting and Social Life to be unimportant.

[162] Question (Q41): Thinking about your current life stage, which of the following life stage categories would you say are important or unimportant to you? N = 1722.

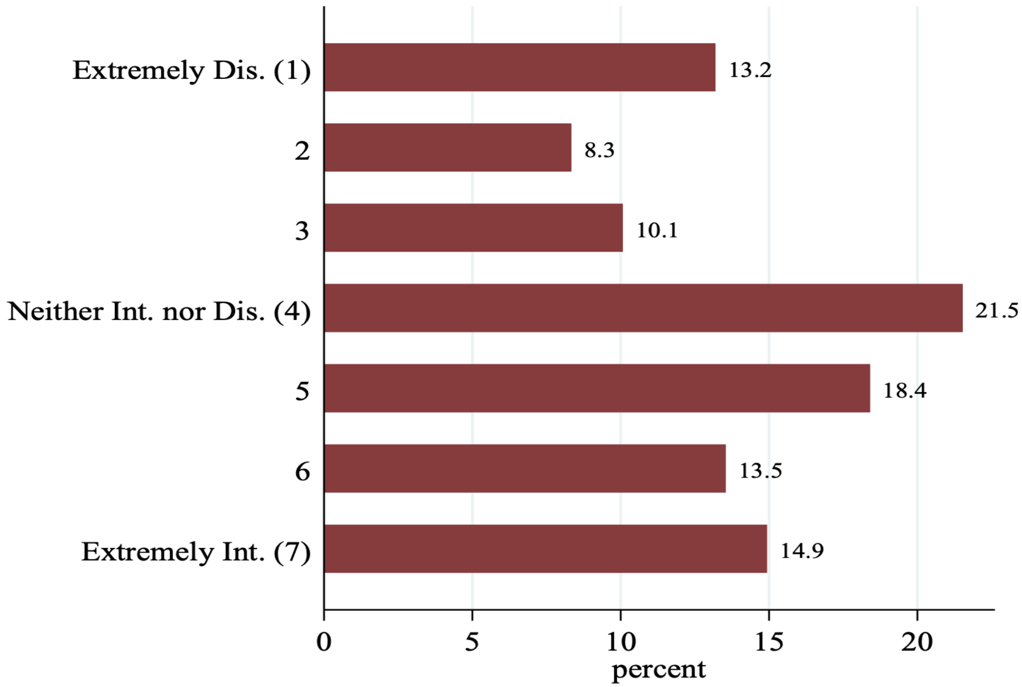
Part II. Non-Purchasers

Houseplant Non-Purchasers are not as optimistic about the future. They have lower ratings of positivity of health and well-being. When asked if their purchasing was COVID related or not, many Non-Purchasers indicated their purchasing behavior had not been affected much by COVID indicating that COVID-19 wasn't the reason these Non-Purchasers weren't engaging in purchasing houseplants. Yet, in spite of this, there is some interest from Non-Purchasers in purchasing houseplants in the future. Additionally, Non-Purchasers do engage with plant businesses online, but only 30% follow social media sites of houseplant retailers and growers (and very little follow houseplant societies or associations). Demographically, they consist nearly half male. Most Non-Purchaser households have 1-3 three teens, and 1-2 children present in the household. There is potential to reach these consumers. But due to some of the barriers, these consumers will have to be assured that houseplants are a valuable product both for themselves and as a gift for others.

Reasons for Non-Purchase

Even though these Non-Purchasers do not purchase often or have not purchased at all in the past year, some are still interested in purchasing houseplants in general and would consider purchasing in the future. Only 46% of Non-Purchasers do not have houseplants, indicating that 54% of Non-Purchasers own at least one houseplant. But they rarely purchase houseplants (most indicate they have purchased a houseplant in the past, so it is a mistake to say they never do). The top reasons they do not purchase for themselves include that they own pets, and they desire to buy other products instead of houseplants. The top reason they do not purchase houseplants as a gift for others is that they would rather buy other products.

Figure 163. Level of interest in purchasing houseplants for Non-Purchasers[163]



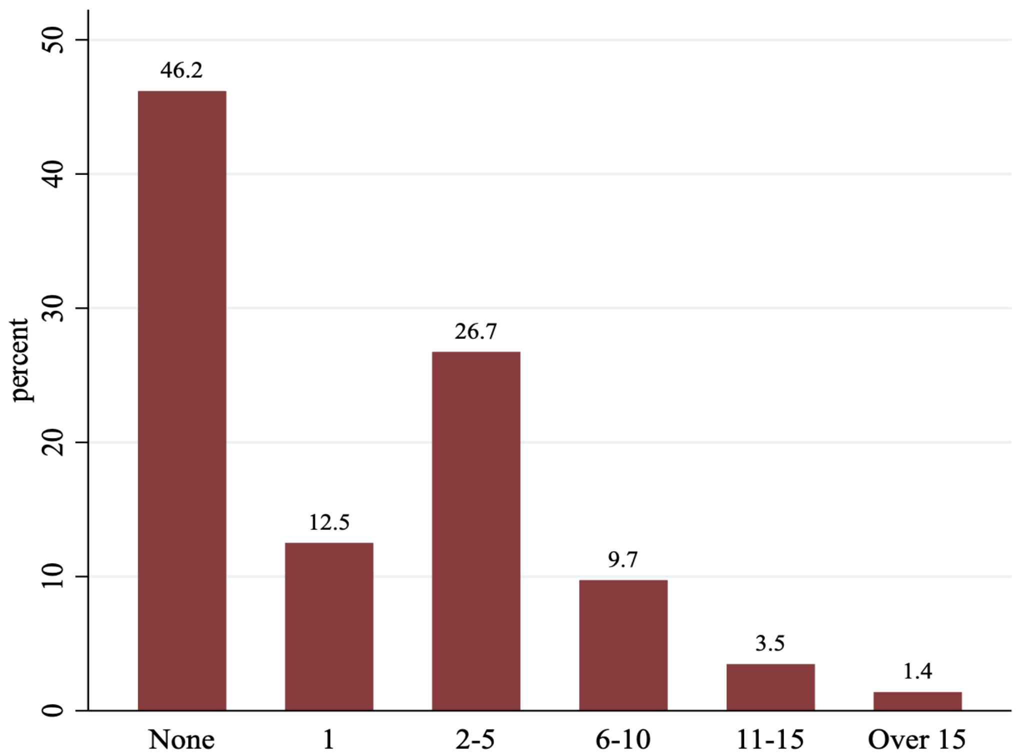
32% of Non-Purchasers are disinterested in purchasing houseplants on some level.

22% are neither interested nor disinterested in purchasing houseplants.

47% of Non-Purchasers are interested in purchasing houseplants some time in the future.

[163]Question (Q7): The following are some examples of live houseplant products that you will evaluate in this survey. How interested are you in purchasing similar products for yourself or as a gift for someone? N = 288.

Figure 164. The number of houseplants Non-Purchasers own[164]



46% of Non-Purchasers do not own a houseplant.

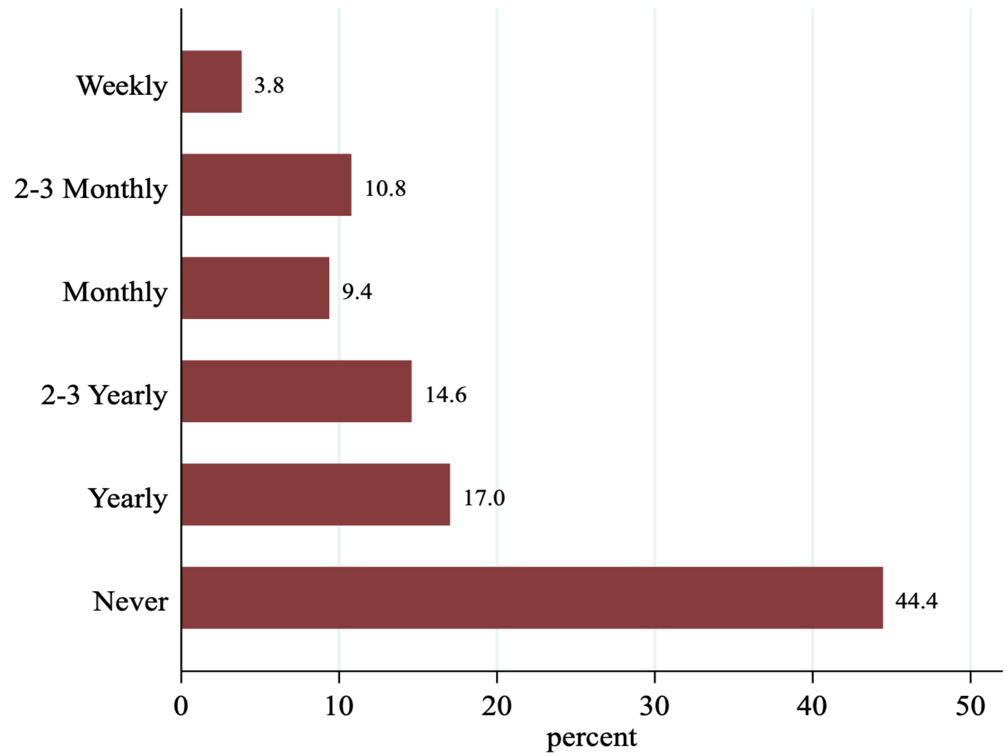
13% of Non-Purchasers own 1 houseplant.

27% of Non-Purchasers own 2 houseplants.

15% of Non-Purchasers own more than 2 houseplants.

[164] Question (Q8): How many houseplants do you currently own? N = 288.

Figure 165. The frequency of houseplant purchases by Non-Purchasers[165]



44% of Non-Purchasers never purchase houseplants.

17% purchase houseplants once yearly.

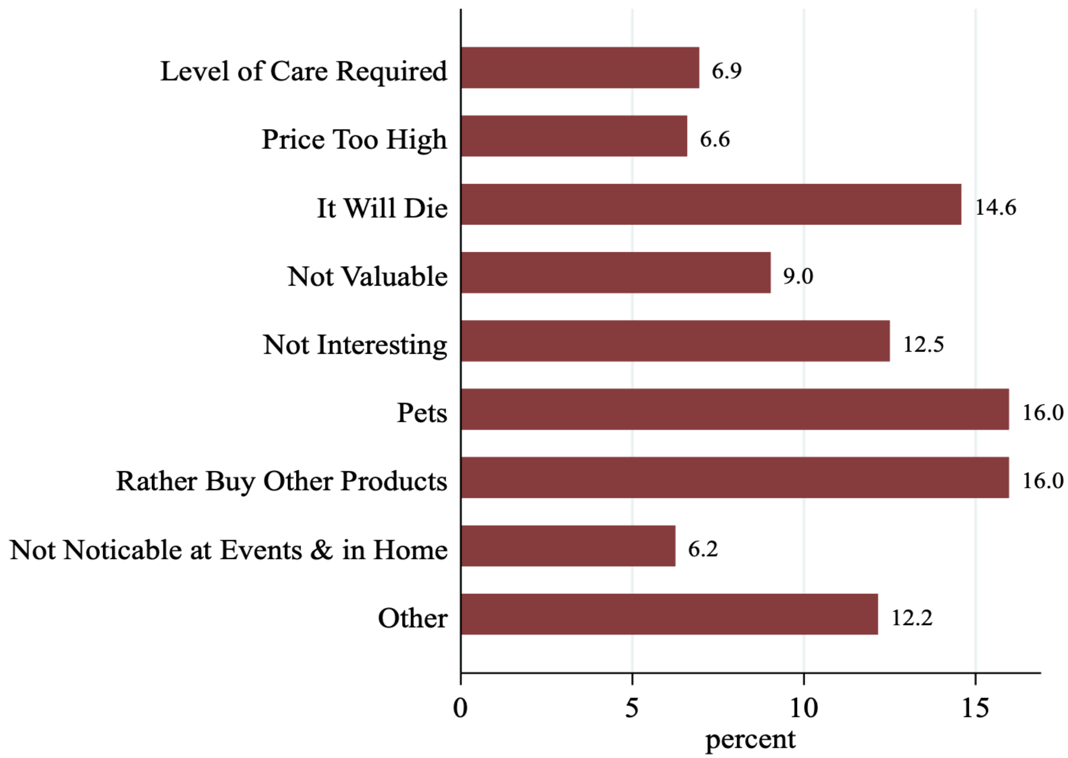
15% purchase 2 or 3 times a year.

20% purchase 1 to 3 times monthly.

4% of Non-Purchasers purchase houseplants weekly.

[165] Question (Q9): How often do you usually purchase houseplant products? N = 288.

Figure 166. The major reasons Non-Purchasers do not buy houseplants for themselves[166]



The top reasons for not purchasing houseplants for themselves include pets (16%) and the desire to buy other products instead (16%).

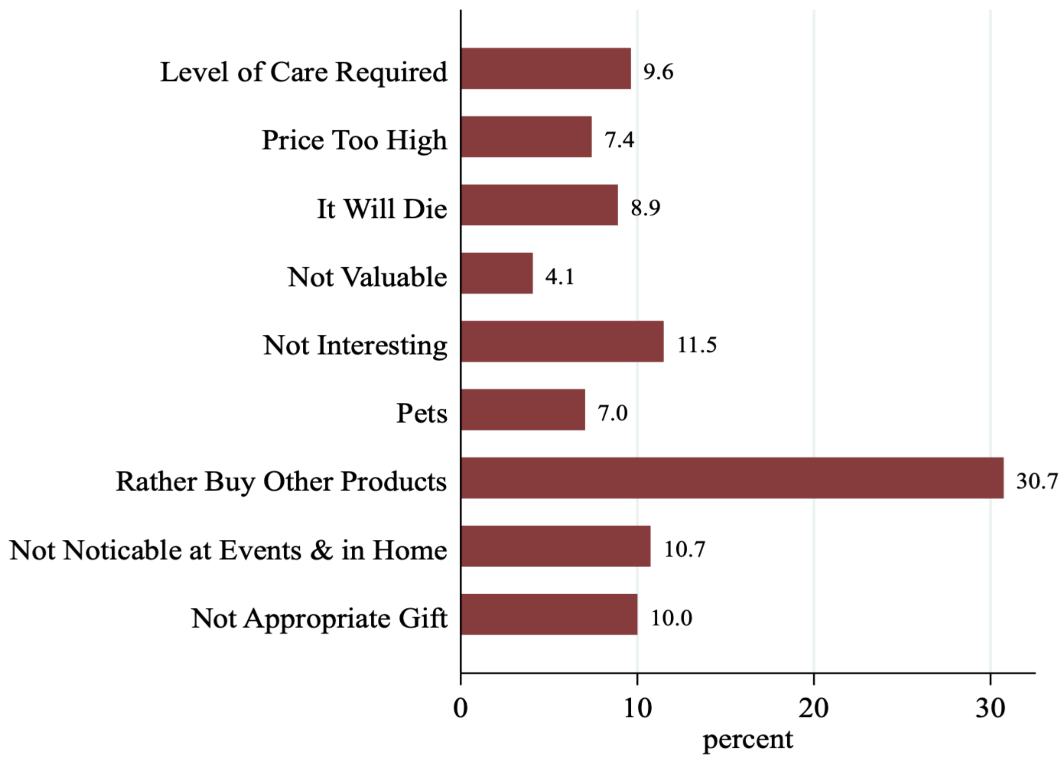
15% do not purchaser houseplants for themselves because the plant will die.

12% indicated they are not interested in houseplants or there were other reasons for non-purchase.

Under 10% viewed the level care too much, price as too high, not a valuable product, or they don't notice them.

[166] Question (Q12): What are the major reasons that you do not purchase houseplants for yourself? N = 288.

Figure 167. The major reasons Non-Purchasers do not buy houseplants for others[167]



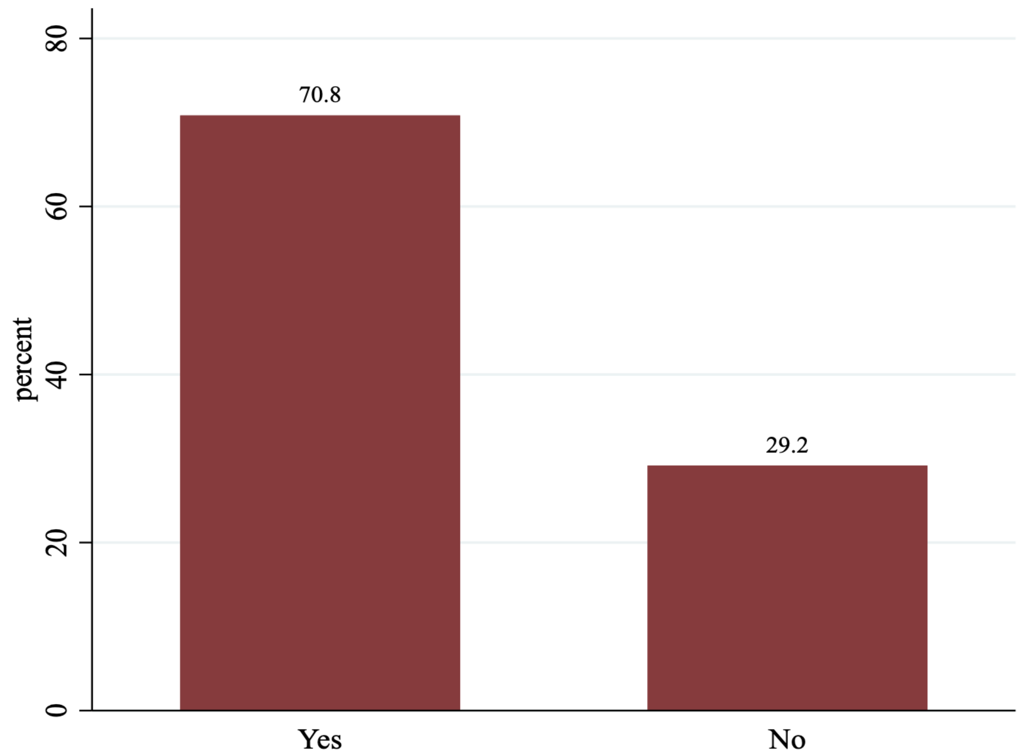
As a gift for others, 31% of Non-Purchasers would rather buy other products instead of houseplants.

12% are not interested in purchasing houseplants a gift.

10-11% view houseplants as an inappropriate gift, the level of care required is too great, or not noticeable.

[167] Question (Q13): What are the major reasons that you do not purchase houseplants as a gift for someone? N = 288.

Figure 168. Whether Non-Purchasers have purchased houseplants ever in their past (responses not restricted to 2020)[168]

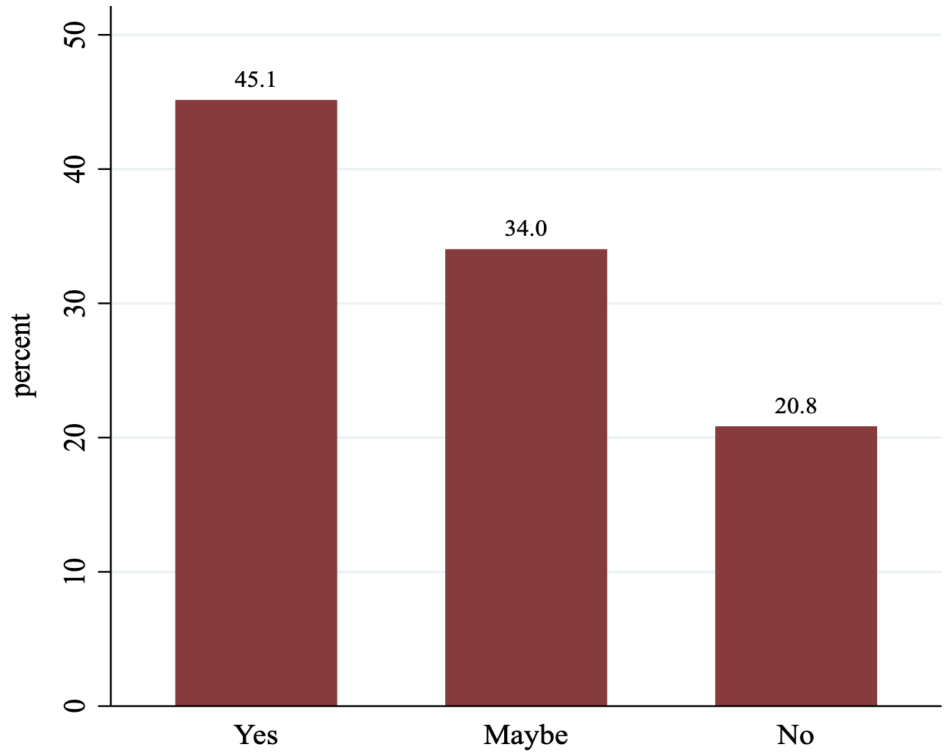


71% of Non-Purchasers have purchased a houseplant before.

29% have never purchased a houseplant.

[168] Question (Q14): Have you previously purchased houseplants? N = 288.

Figure 169. Non-Purchasers consideration for purchasing houseplants in the future[169]



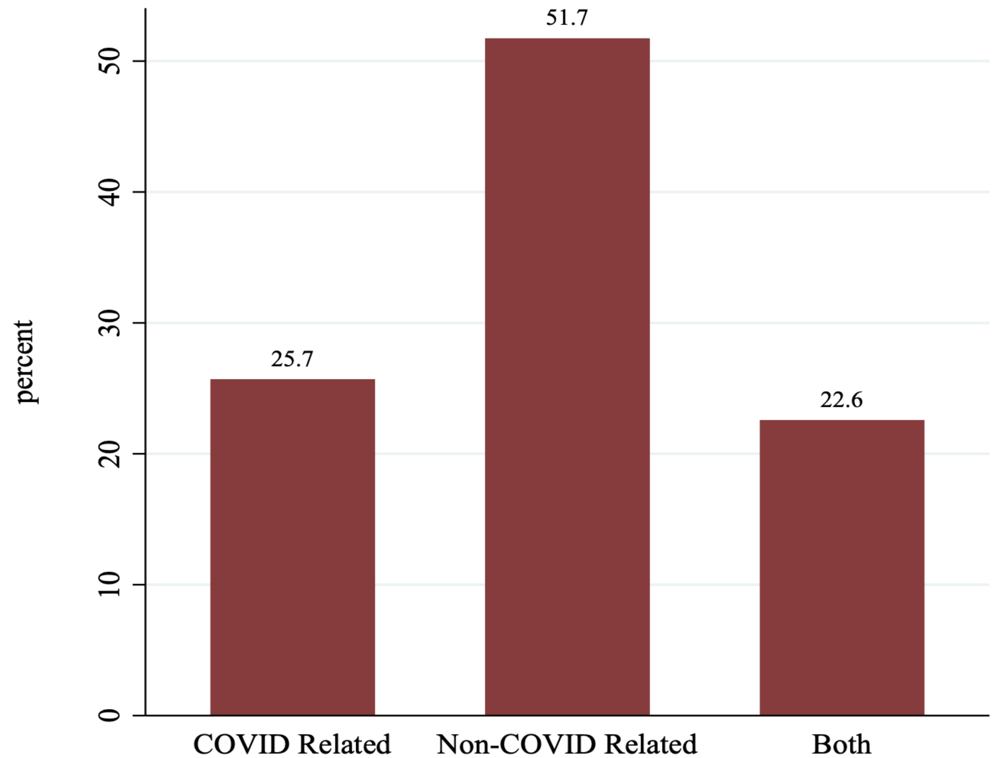
45% of Non-Purchasers would consider purchasing a houseplant in the future.

34% might consider purchasing houseplants in the future.

21% would not consider purchasing houseplants in the future.

[169] Question (Q15): Would you consider buying houseplants in the future? N = 288.

Figure 170. Were COVID-19 and Non-COVID-19 reasons barriers for general purchasing for Non-Purchasers[170]



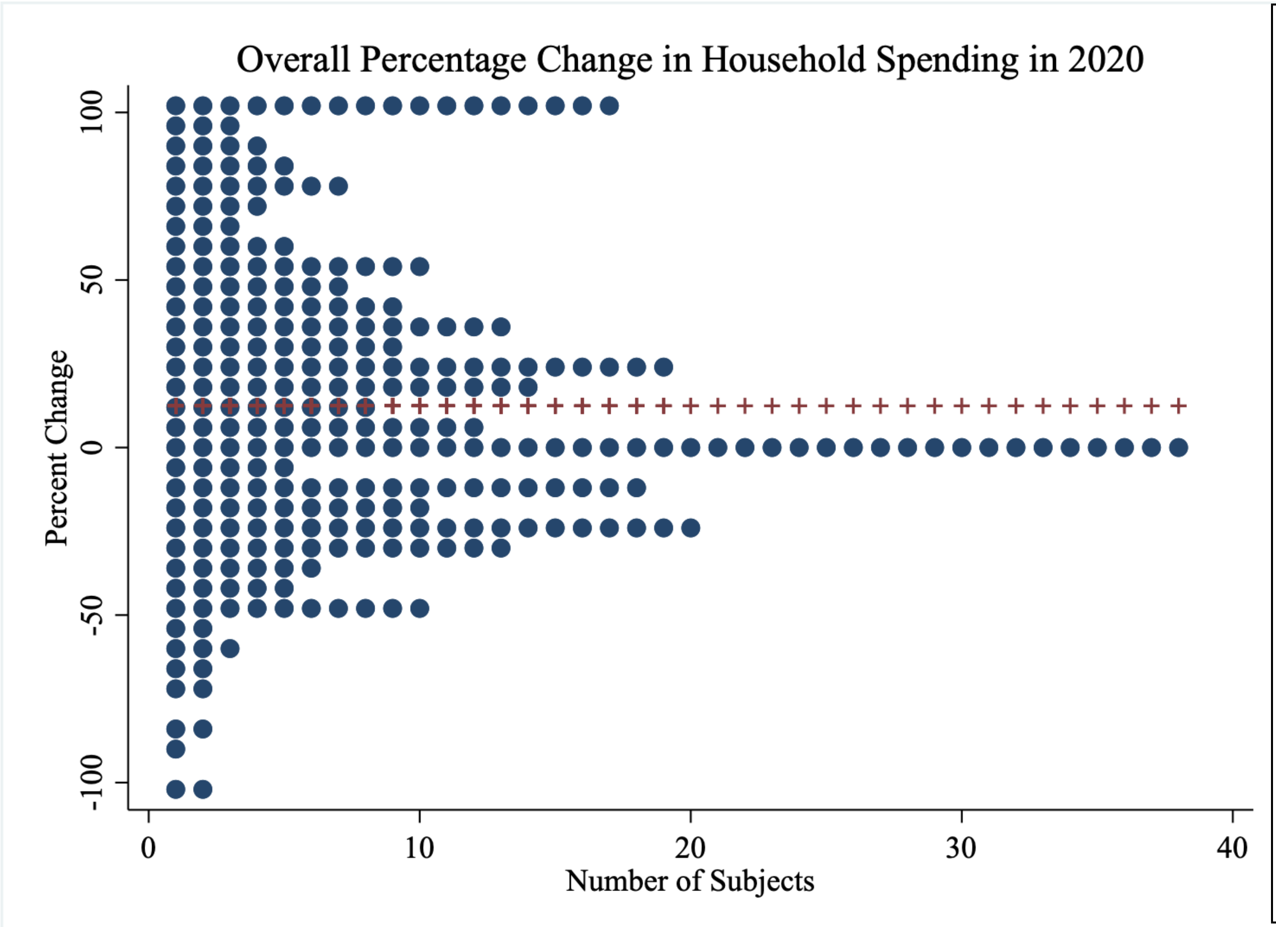
26% of Non-Purchasers did not buy products this year due to COVID related reasons.

52% of Non-Purchasers did not buy products this year due to non-COVID related reasons.

23% did not buy products this year due to both COVID related and non-COVID related reasons.

[170] Question (Q16): What is stopping you from purchasing this year? N = 288.

Figure 171. The overall percentage of change in houseplant purchasing in 2020 for Non-Purchasers[171]

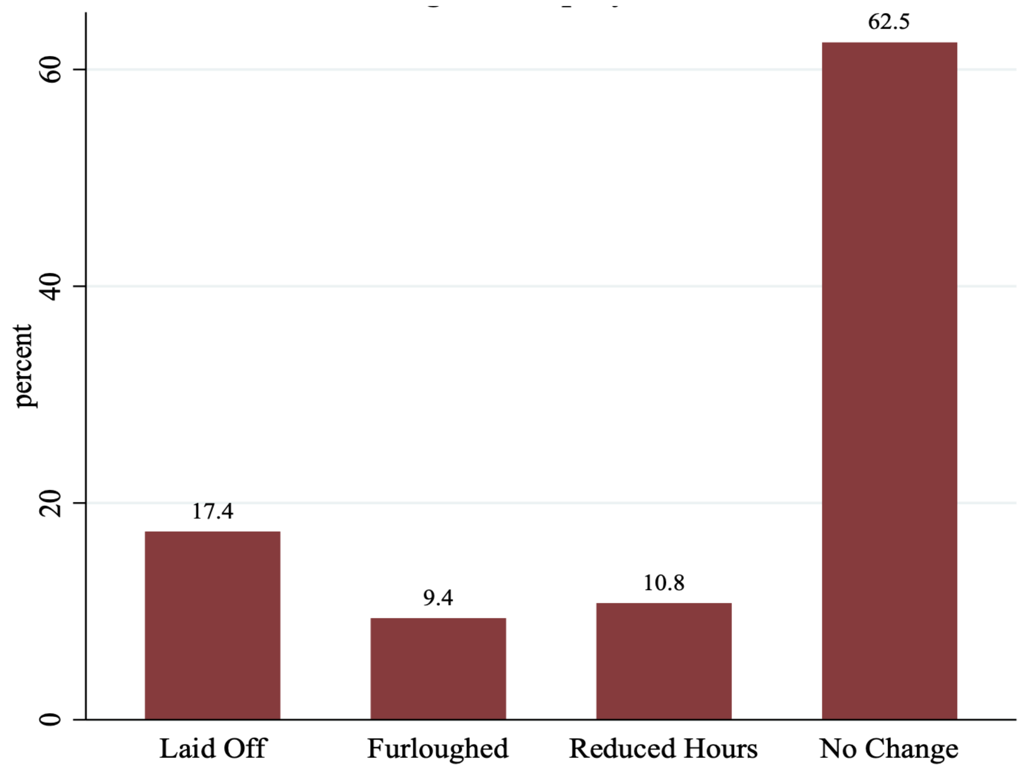


The average percentage change in household spending by Non-Purchasers in 2020 was 12.45%.

Many households reported 0% change, but the distribution of spending ranged from -100% to 100%.

[171] Question (Q17): Please indicate the percentage you believe your overall household spending has increased or decreased in 2020: N = 288.

Figure 172. Have you had a change in employment due to COVID-19 for Non-Purchasers[172]



17% of Non-Purchasers were laid off during the COVID-19 pandemic.

9% of Non-Purchasers were furloughed.

11% of Non-Purchasers worked reduced hours.

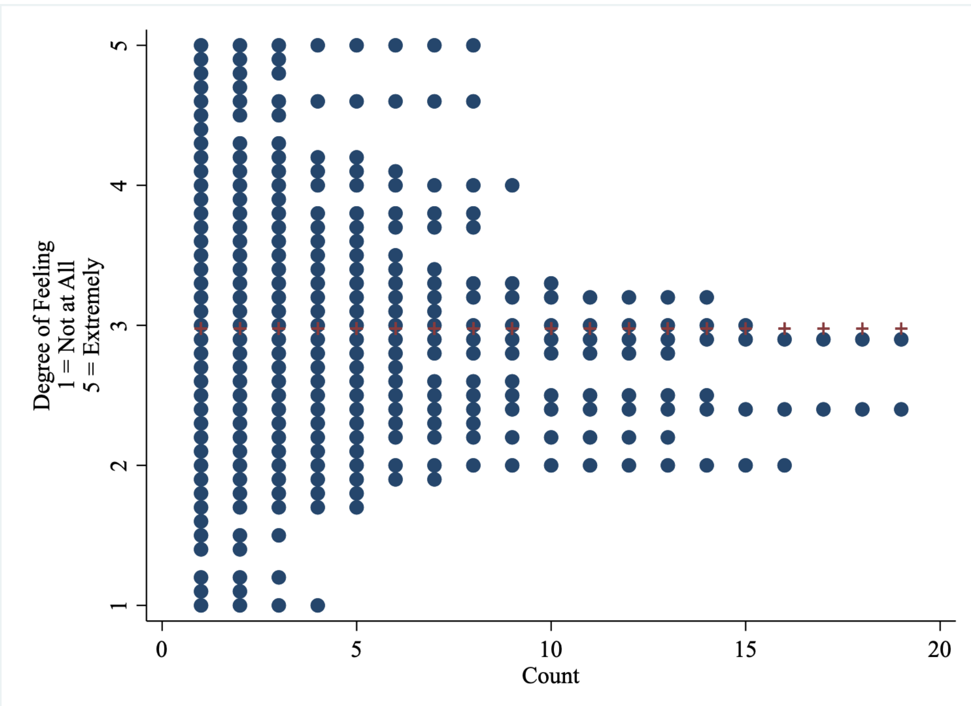
63% of Non-Purchasers had no change in employment status due to COVID-19.

[172] Question (Q18): Have you been laid off or furloughed with your job due to COVID? N = 288.

Health and Well-being

Non-Purchasers have higher levels of negative and lower levels of positive emotional status during the COVID-19 pandemic. Most would say their mental health has improved since the beginning of the pandemic, but the majority indicate they believe there will be no change in their mental health status in 2021.

Figure 173. Negative emotional state during COVID-19 for Non-Purchasers[173]

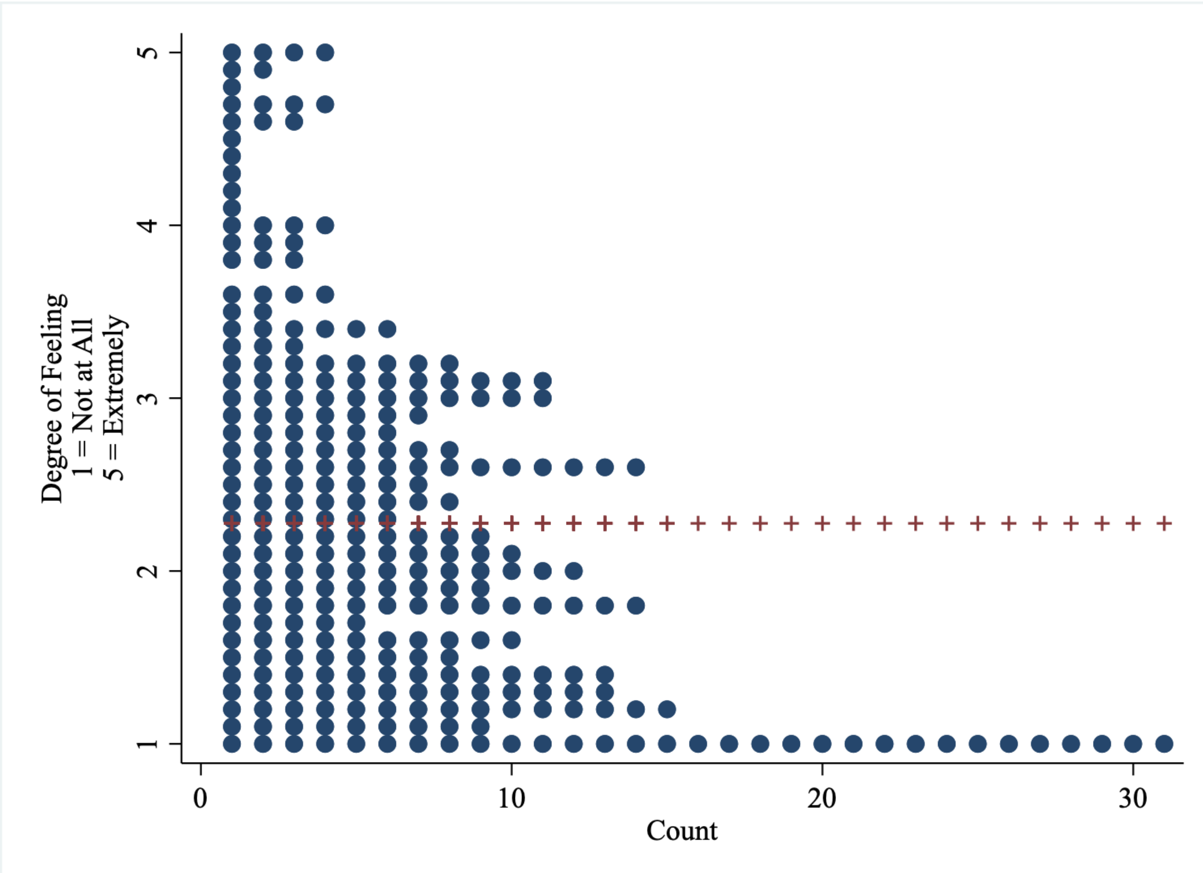


On a scale of 1 – Very Slight, Not at all to 5 – Very Likely, the average negative emotions felt during COVID-19 by Non-Purchasers was moderate (2.97/5).

Most of the distribution of Non-Purchasers were clustered from the ratings 2 to 4 indicating, in general, they felt similarly.

[173] Question (Q19): This scale consists of a number of words that describe different feelings and emotions. Read each item and then mark the appropriate answer next to that word. Indicate to the extent you have felt this way during the past 12 months (2020). N = 288.

Figure 174. Positive emotional state during COVID-19 for Non-Purchasers[174]

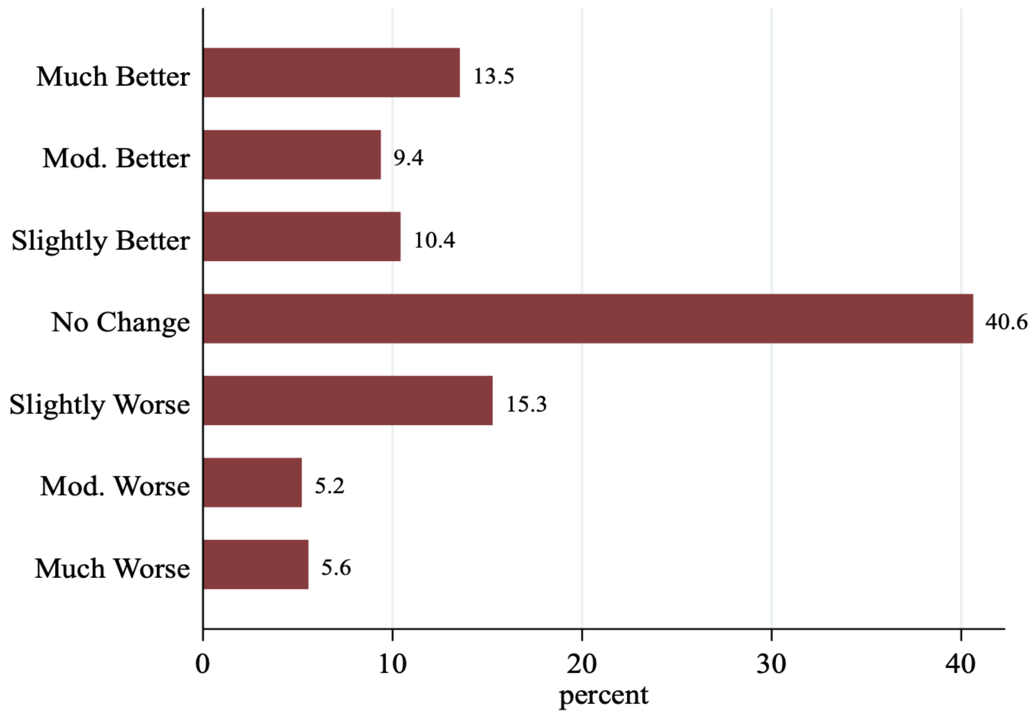


On a scale of 1 – Very Slight, Not at all to 5 – Very Likely, the average positive emotions felt during COVID-19 by Non-Purchasers was a little positive (2.27/5).

Most of the distribution of Non-Purchasers were clustered from the ratings 1 to 43indicating, in general, they felt similarly did not feel very positive.

[174] Question (Q19): This scale consists of a number of words that describe different feelings and emotions. Read each item and then mark the appropriate answer next to that word. Indicate to the extent you have felt this way during the past 12 months (2020). N = 288.

Figure 175. Mental health status during COVID-19 for Non-Purchasers[175]



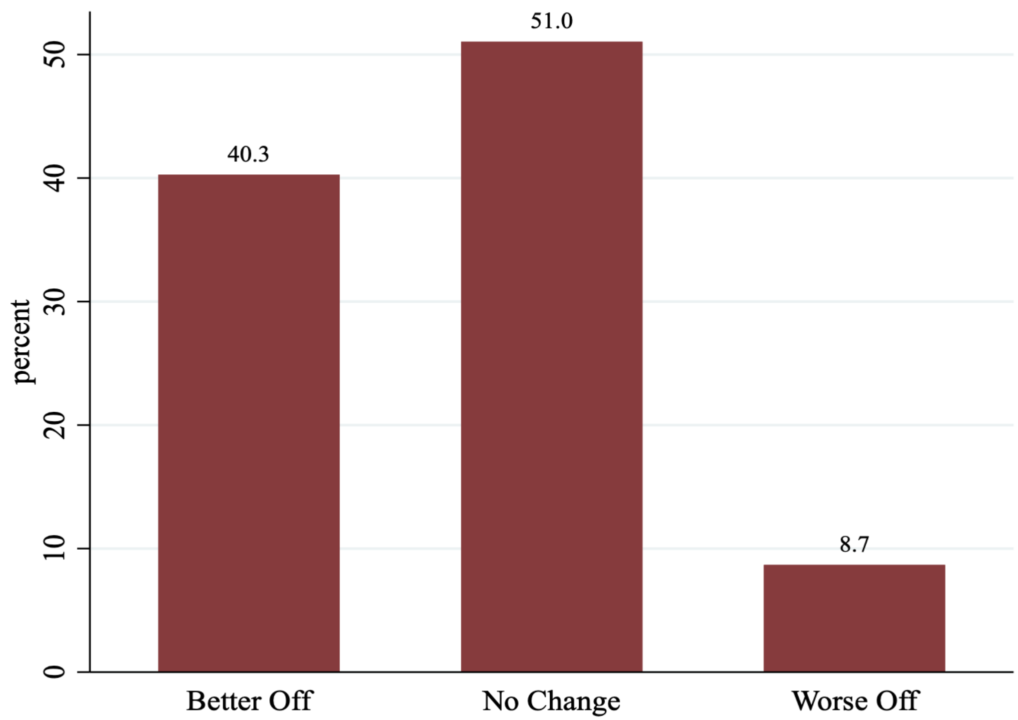
41% of Non-Purchasers indicated that their mental health hasn't changes since the beginning of COVID-19.

33% of Non-Purchasers gauged their mental health had improved since the beginning of COVID-19, even 14% indicating much better.

26% gauged their mental health to have worsened with 15% indicating a slightly worse status.

[175] Question (Q20): Do you gauge your mental health to be better or worse since the beginning of the COVID-19 crisis? N = 288.

Figure 176. Degree of optimism for the future by Non-Purchasers[176]



40% of Non-Purchasers believe they will be better off in 2021.

51% of Non-Purchasers do not think there be a change in life status (neither better nor worse) in 2021.

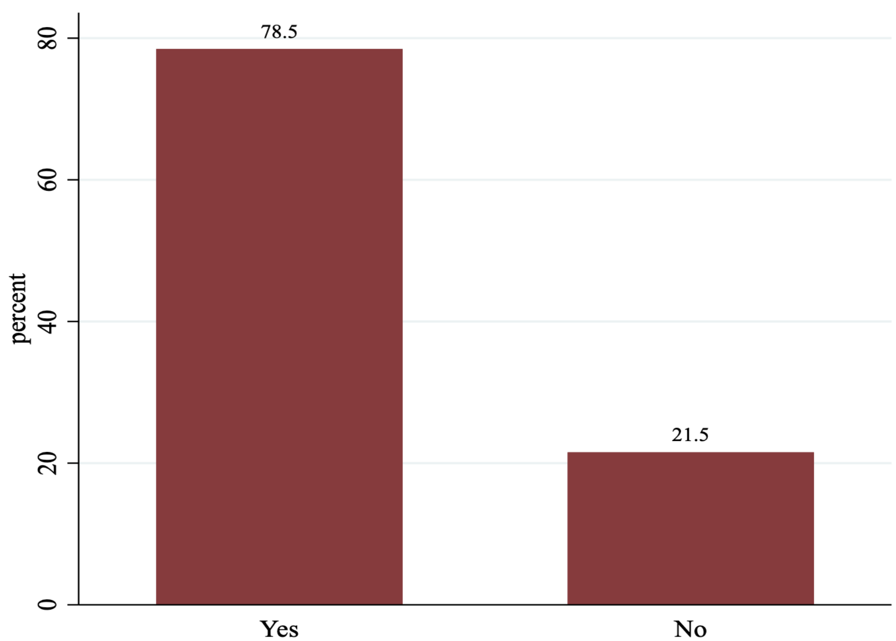
9% of Non-Purchasers believe they will be worse off in 2021.

[176] Question (Q21): Looking ahead into 2021 do you think that a year from now you (and your family) will be better off or worse off, or just about the same as now? N = 288.

Social Media Usage

Most Non-Purchasers have a social media account and check it daily from their phone. The top social media platforms that Non-Purchasers use include Facebook, Instagram and Twitter. Twenty-five to thirty percent of Non-Purchasers follow a houseplant retailer, organization, and/or grower on social media but only a small percentage of them purchase from the plant businesses after viewing their social media.

Figure 177. Non-Purchasers that have and do not have social media[177]

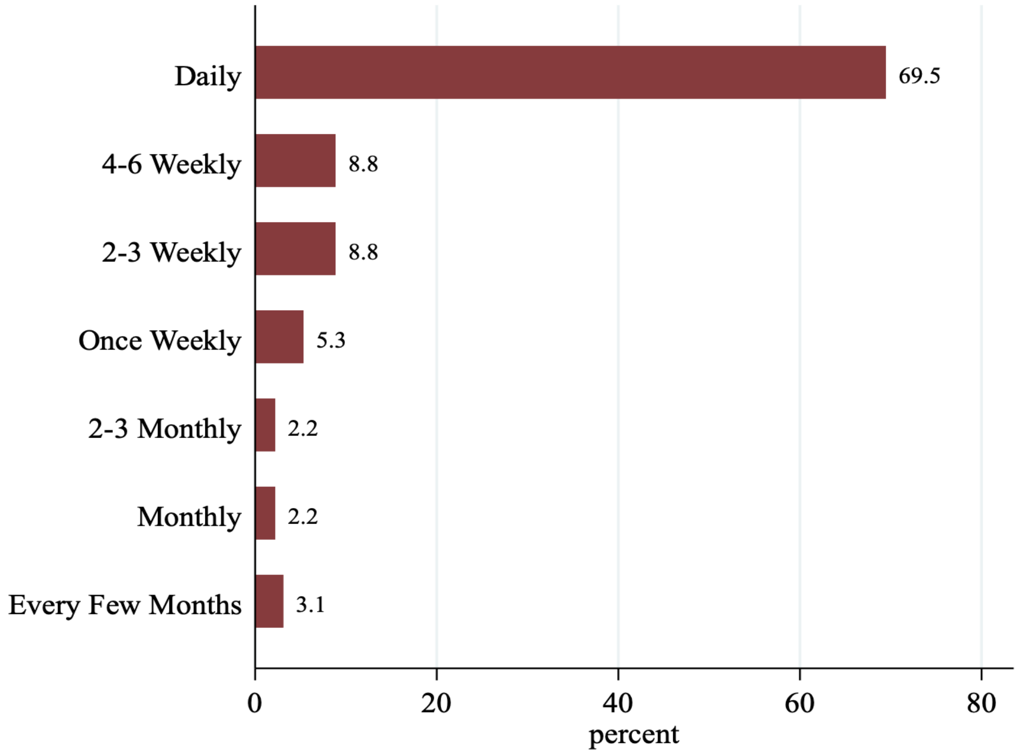


79% of Non-Purchasers have a social media account.

22% of Non-Purchasers do not have a social media account.

[177]Question (Q22): Do you have a social media account? N = 288.

Figure 178. Frequency of social media usage for Non-Purchasers[178]



70% of Non-Purchasers use their social media accounts daily.

9% of Non-Purchasers use their social media 4-6 or 2-3 times weekly.

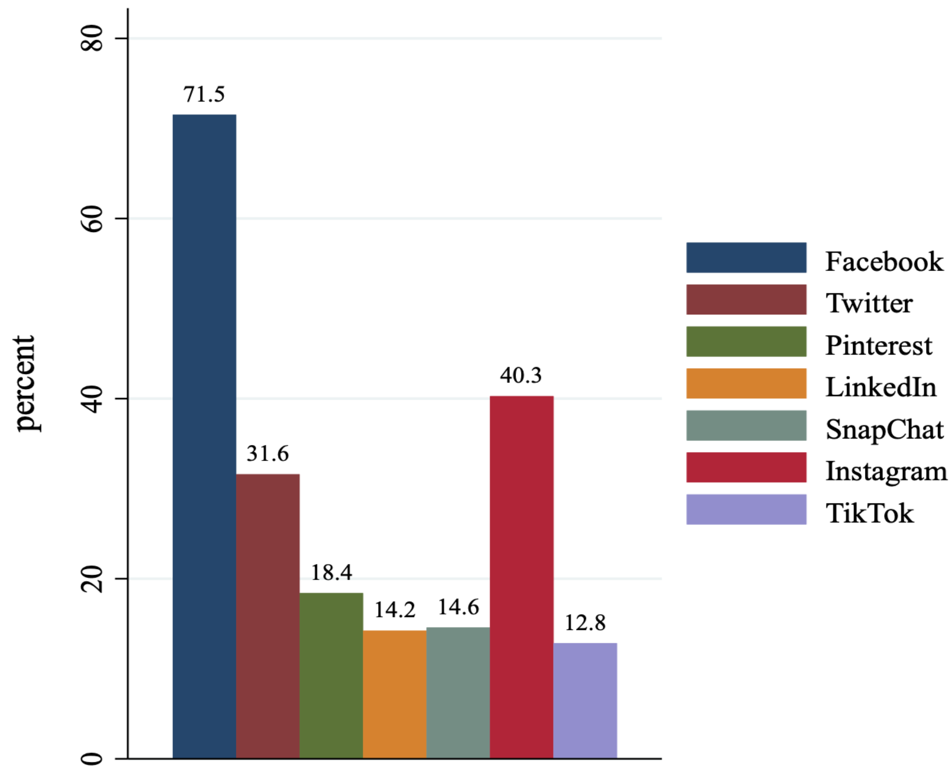
5% use their social media accounts once a week.

2% use their social media accounts 2-3 or once monthly.

3% use their social media every few months.

[178] Question (Q23): How frequently do you use social media (in general)? N = 226.

Figure 179. Top social media platforms for Non-Purchasers[179]



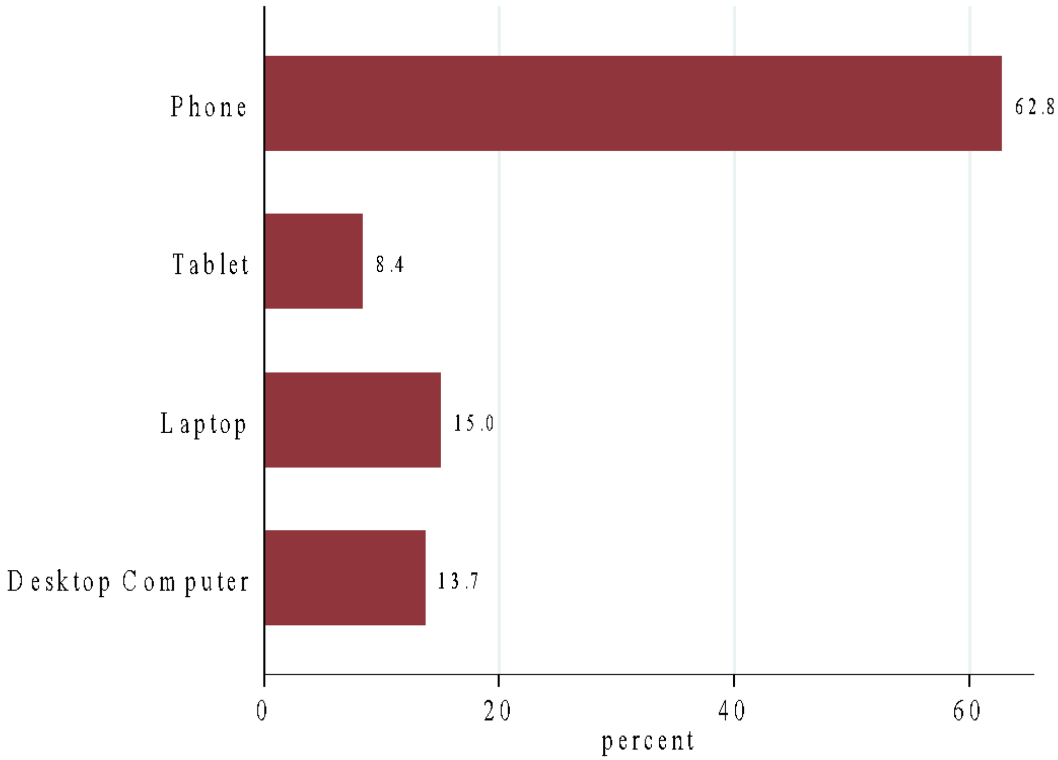
The top five social media accounts used by Non-Purchasers are: Facebook (72%), Instagram (40%), Twitter (32%), Pinterest (18%), and SnapChat (15%).

LinkedIn is a close 6th with 14% of Non-Purchasers having an account.

13% of Non-Purchasers have an account with the increasingly popular platform, TikTok.

[179] Question (Q24): Which of the following social media sites do you use? (check all that apply). N = 226.

Figure 180. Technology used to check social media accounts for Non-Purchasers[180]



63% of Non-Purchasers check their social media accounts primarily by using their phone.

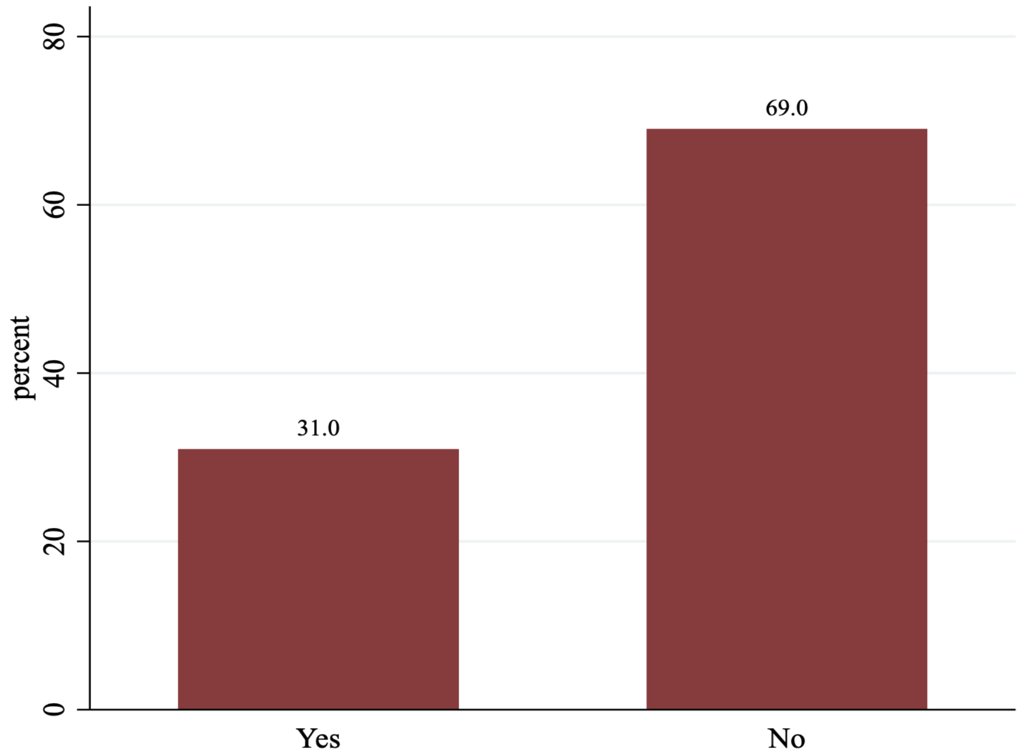
8% of Non-Purchasers use their tablet to check their social media.

15% use their laptop as the primary means to check their social media.

14% primarily use their desktop computer to check their social media accounts.

[180] Question (Q25): How do you primarily check social media? N = 226.

Figure 181. Non-Purchasers that follow houseplant retailers on social media[181]

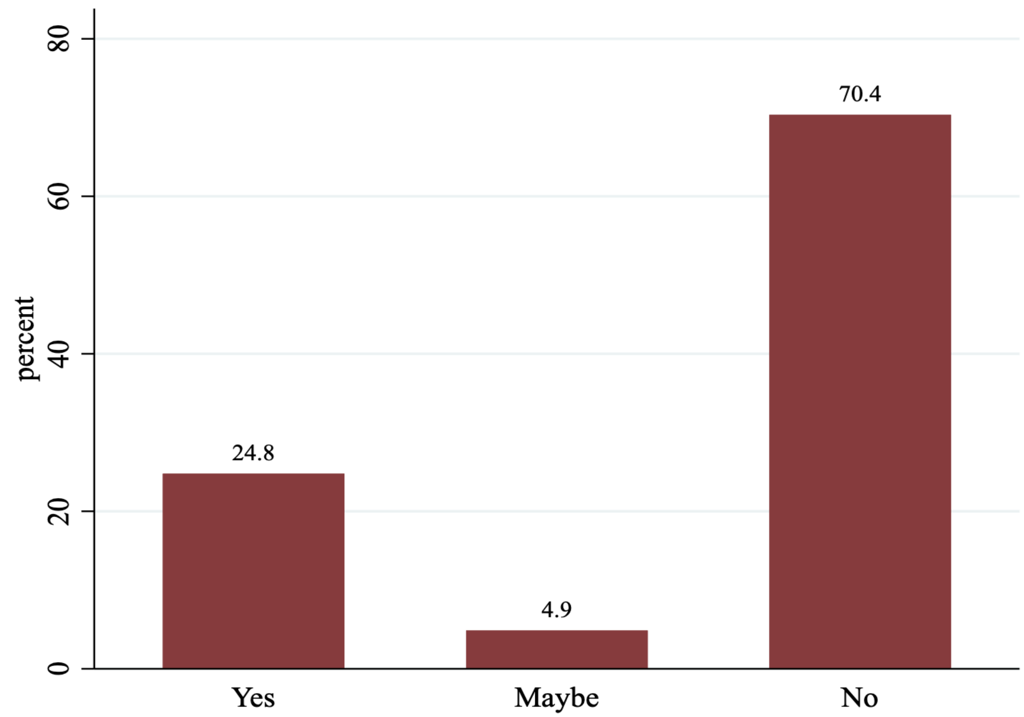


31% of Non-Purchasers follow a houseplant retailer on social media.

69% of Non-Purchasers do not follow a houseplant retailer on social media.

[181] Question (Q27): Do you currently follow a retailer that sells houseplants on social media? N = 226.

Figure 182. Non-Purchasers that follow a houseplant organization on social media[182]



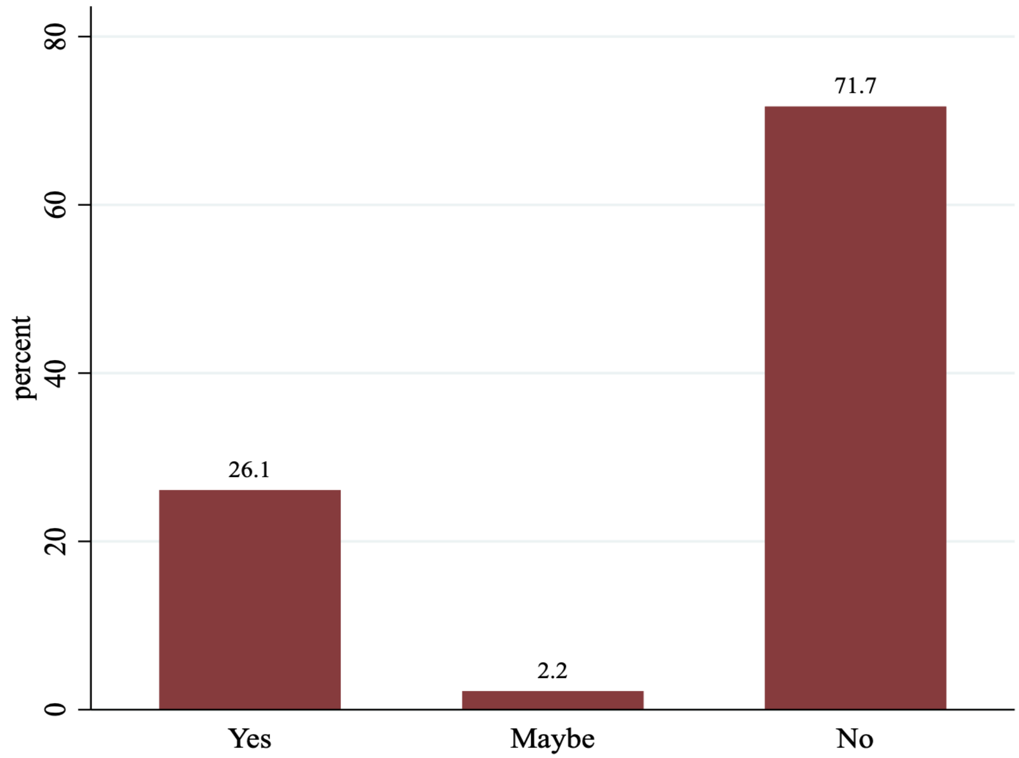
25% of Non-Purchasers follow a houseplant organization, such as an association or society, on social media.

5% of Non-Purchasers might follow a houseplant organization on social media.

70% of Non-Purchasers do not follow a houseplant organization on social media.

[182] Question (Q27): Do you currently follow a houseplant-related organization (e.g., associations, societies, etc.) on social media? N = 226.

Figure 183. Non-Purchasers that follow a houseplant grower on social media[183]



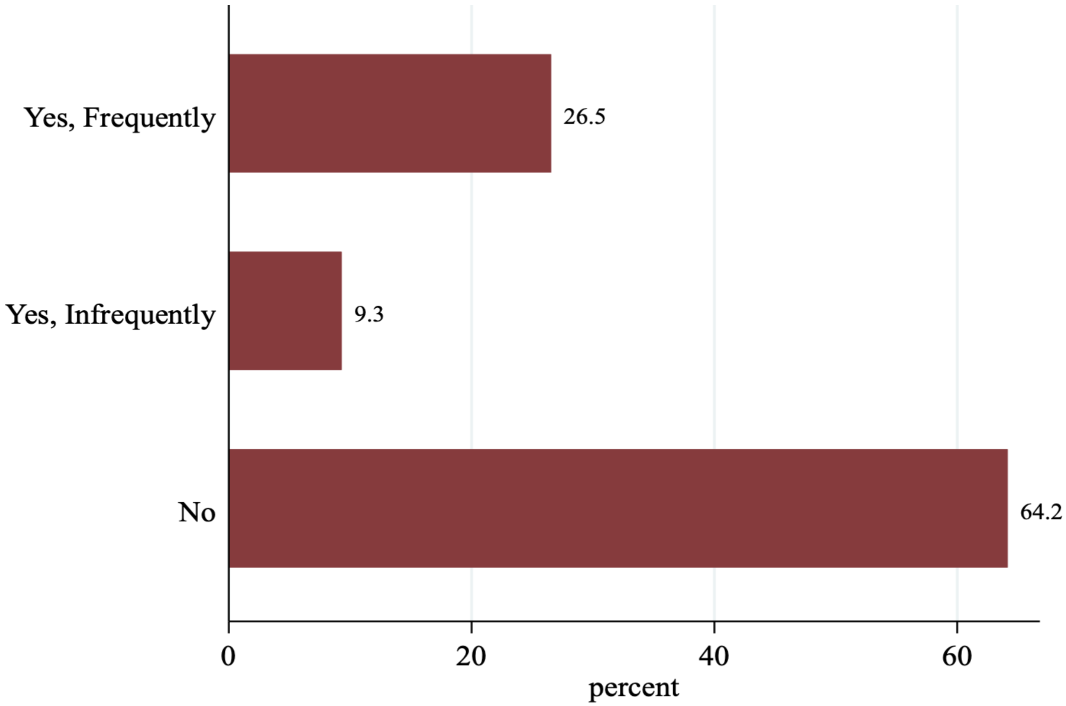
26% of Non-Purchasers follow a houseplant grower on social media.

2% might follow a houseplant grower on a social media.

72% of Non-Purchasers do not follow a houseplant grower on social media.

[183] Question (Q28): Do you currently follow a houseplant grower on social media (e.g., Altman Plants, Costa Farms, Green Circle Growers, Metrolina Greenhouses)? N = 226.

Figure 184. Non-Purchasers who have purchased from retailers, growers, or a houseplant organization after viewing their social media[184]



27% of Non-Purchasers have frequently purchased houseplants after viewing a plant business's social media.

9% of Non-Purchasers have infrequently purchased houseplants after viewing a plant business's social media.

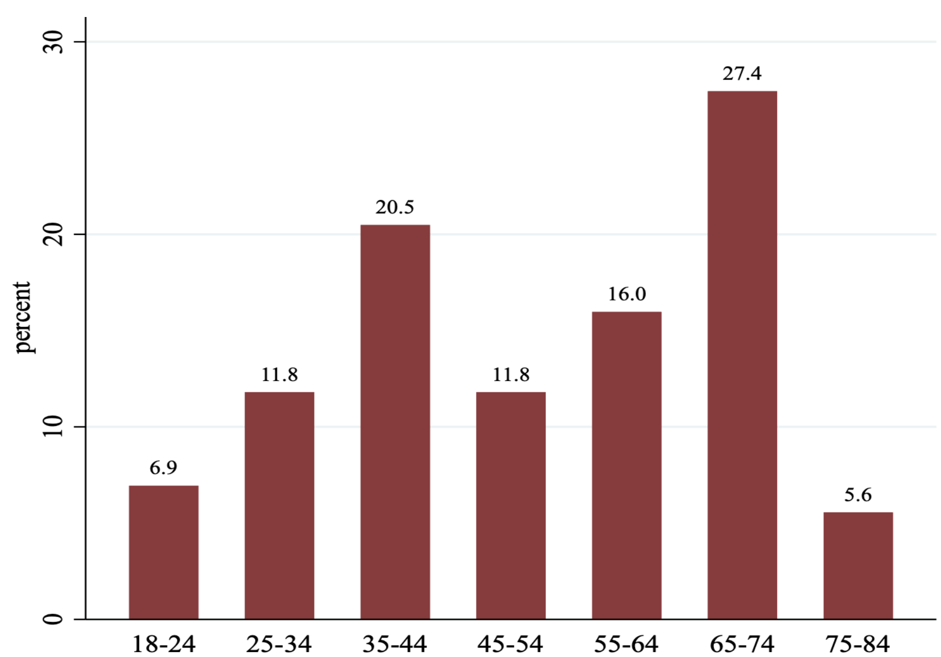
64% of Non-Purchasers do not purchase houseplants after viewing a plant business's social media.

[184] Question (Q29): Have you purchased from any of these plant businesses after viewing their social media posts? N = 226.

Socio-Demographics

Non-Purchasers tend to be larger households with an average of 2 adults (married) and, if minors are present, 1 teen and 1 child. The majority of Non-Purchasers tend to have a high school diploma, some college education, or an associate degree. The gender of Non-Purchasers is nearly evenly split. The average annual income is very close to the U.S. median household income ($59,000). If Non-Purchasers do not have a dog, then they are likely to have no pets in the household.

Figure 185. Age of the Non-Purchasers[185]



Mean age of Non-Purchasers is 51.9 years old.

7% of houseplant Non-Purchaser are Generation Z.

33% of houseplant Non-Purchasers are Millennials.

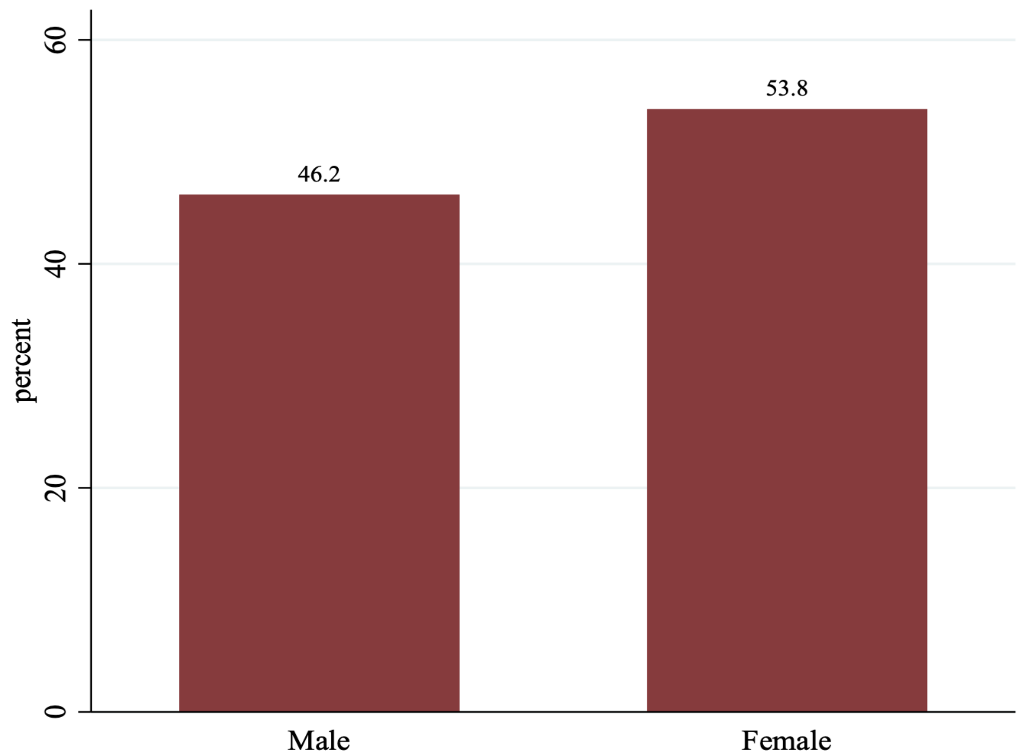
12% of Non-Purchasers are Generation X.

43% of Non-Purchasers are Baby Boomers.

6% are the Great Generation.

[185] Question (Q4): What's your age? N = 288.

Figure 186. Gender of the Non-Purchasers[186]

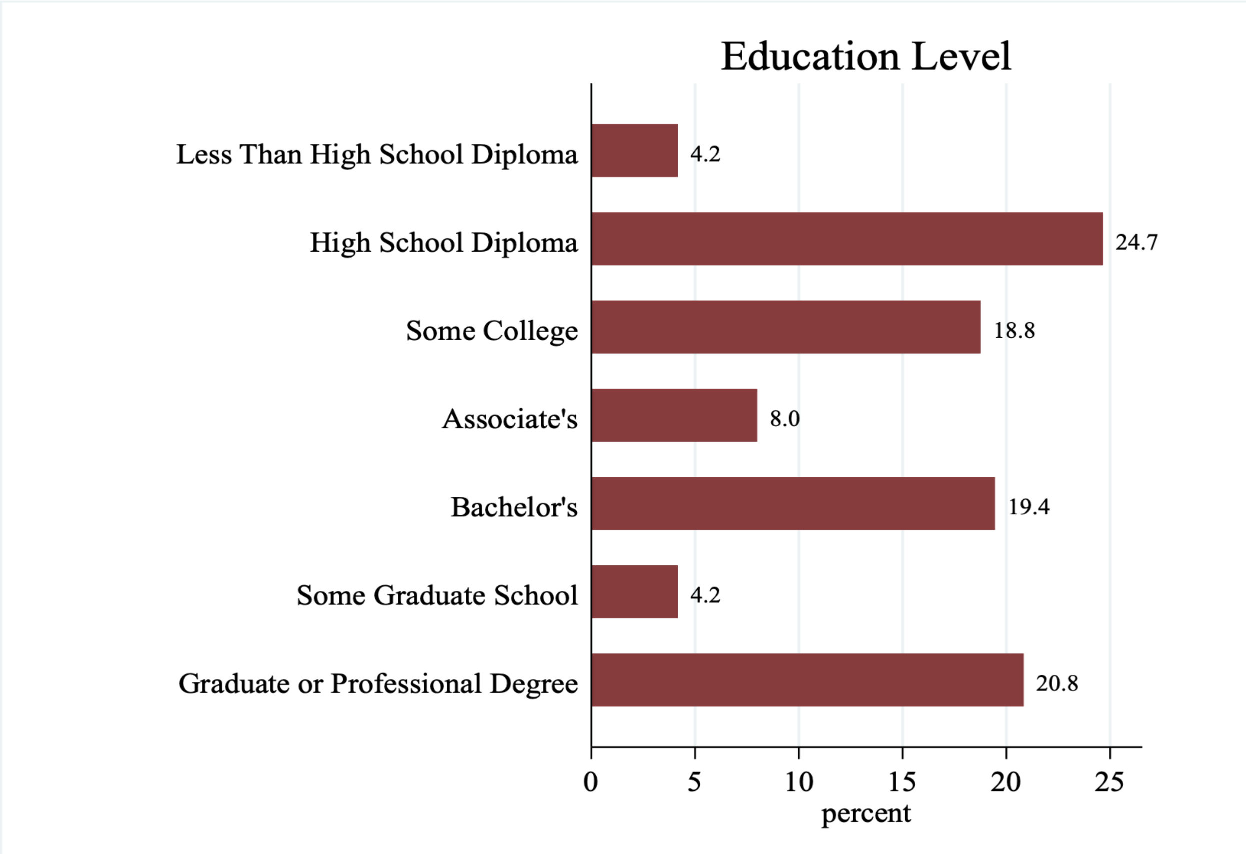


46% of houseplant Non-Purchasers are female.

54% of Non-Purchasers are male.

[186] Question (Q5): What's your gender? N = 288.

Figure 187. Education level of Non-Purchasers[187]



29% of Non-Purchasers have some or completed High School/GED.

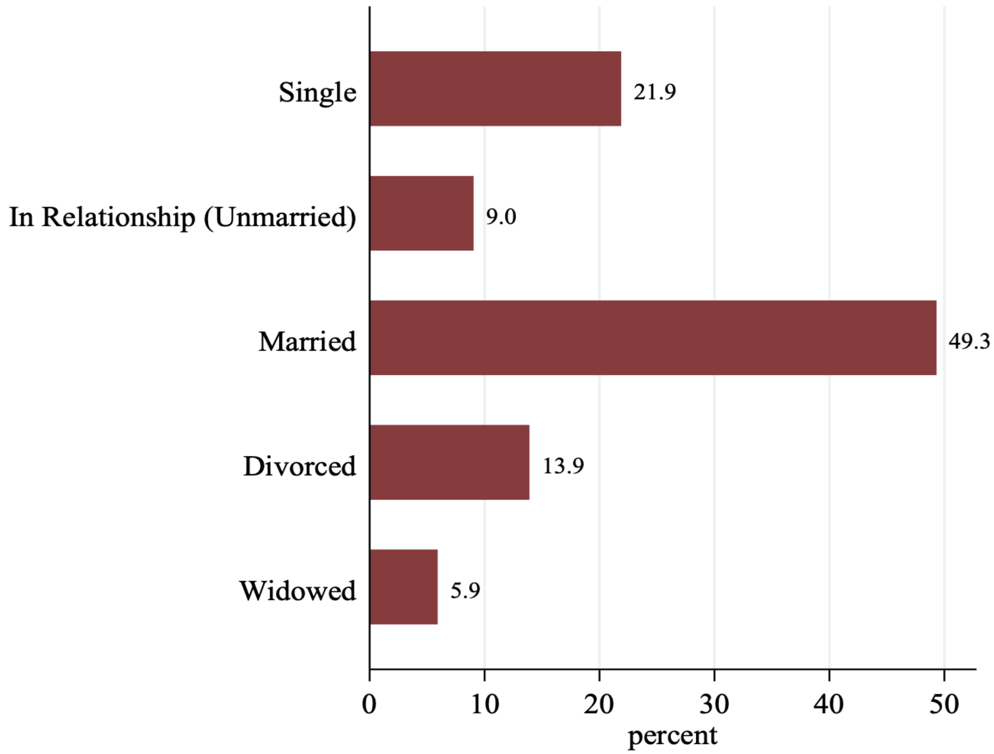
27% have completed some college or an associate degree.

19% of Non-Purchasers have their bachelor's degree.

25% have completed some or achieved a graduate or professional degree.

[187] Question (Q30): What is the highest level of education you have completed? N = 288.

Figure 188. Relationship Status of Non-Purchasers[188]



31% of Non-Purchasers are unmarried/single.

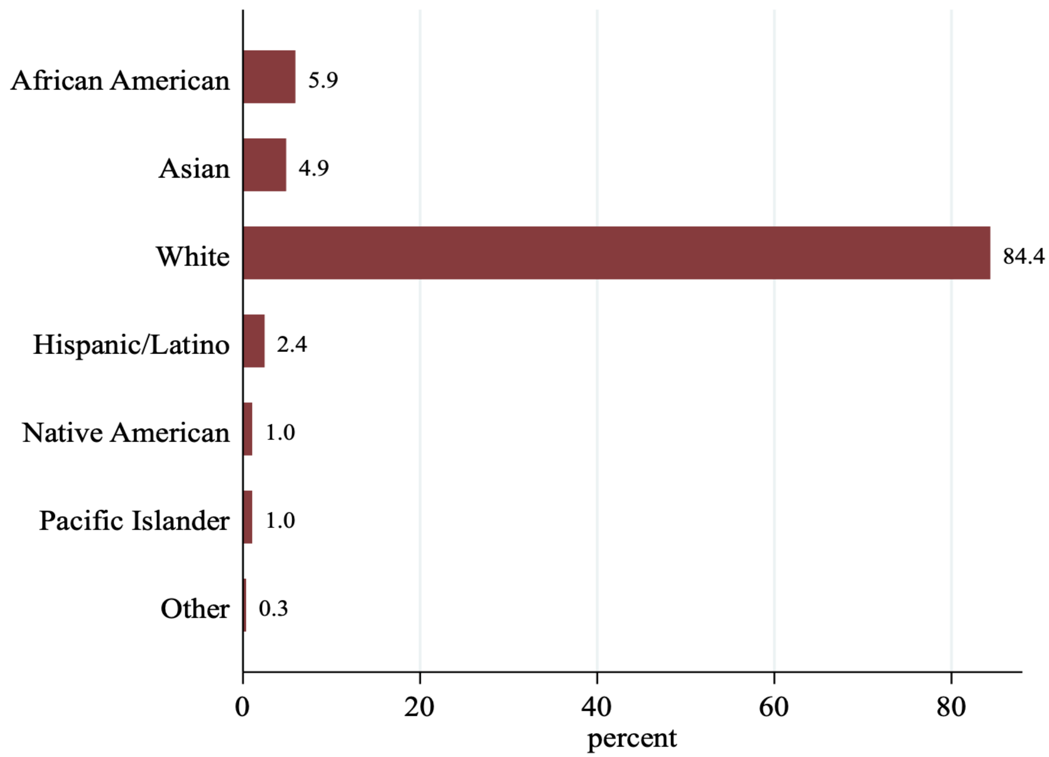
49% of Non-Purchasers are married.

14% of Non-Purchasers are divorced.

6% of Non-Purchasers are widowed.

[188] Question (Q31): What is your relationship status? N = 288.

Figure 189. Ethnicity of Non-Purchasers[189]



84% of Non-Purchasers are White.

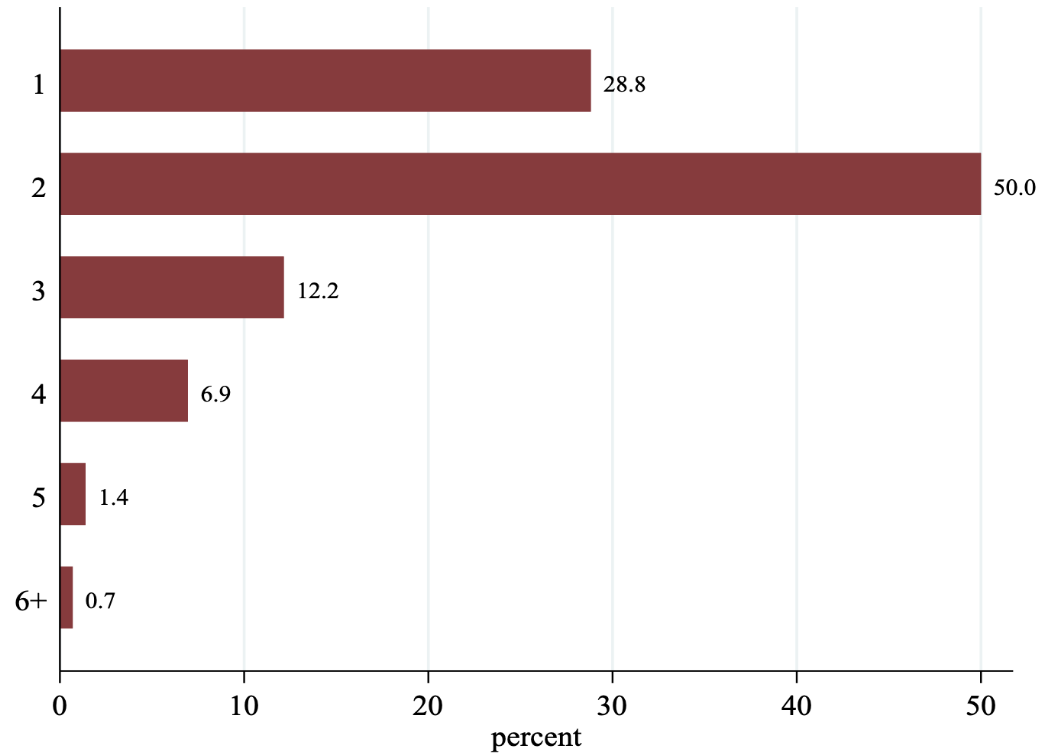
6% are African American.

7% are Asian or Hispanic/Latino.

Less than 2% are Native American, Pacific Islander, or Other.

[189] Question (Q32): What is your ethnic heritage? N = 288.

Figure 190. Number of adults in household for Non-Purchasers[190]



On average 2 adults live in a Non-Purchasers household (HH).

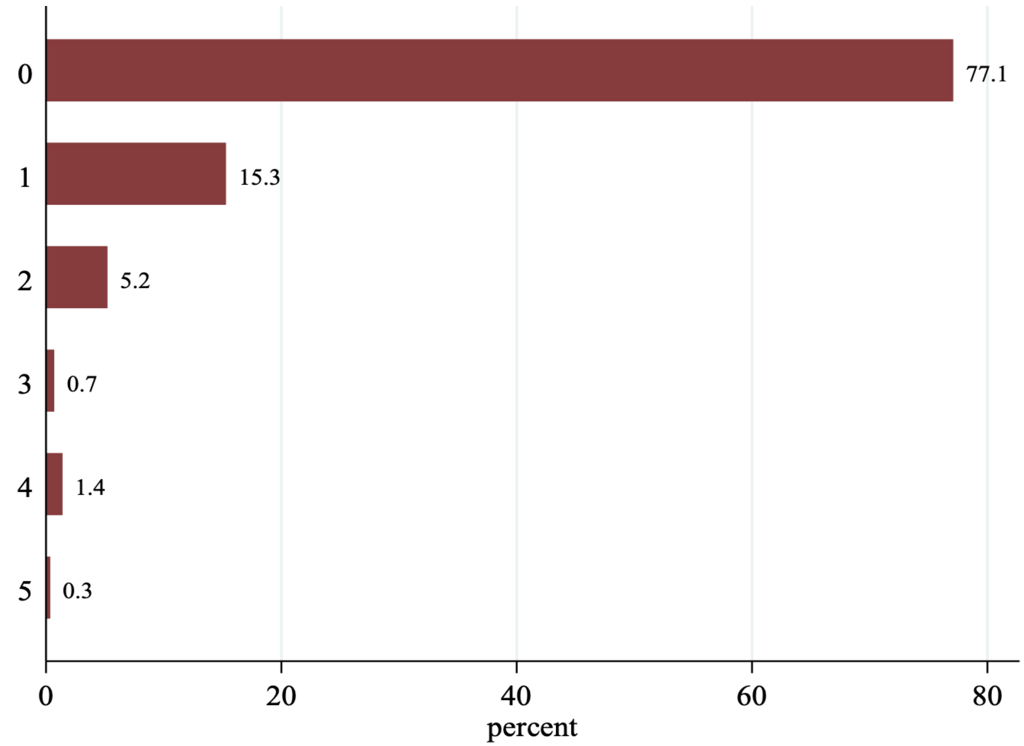
29% of Non-Purchaser HH have 1 adult.

12% of Non-Purchaser HH have 3 adults.

9% of Non-Purchaser households have more than 3 adults living within the HH.

[190] Question (Q33): Including yourself, how many adults (18 years and older) live in your household? N = 288.

Figure 191. Number of Teens in Households for Non-Purchasers[191]



77% of Non-Purchaser Households (HH) do not have any teens (13-17 years old).

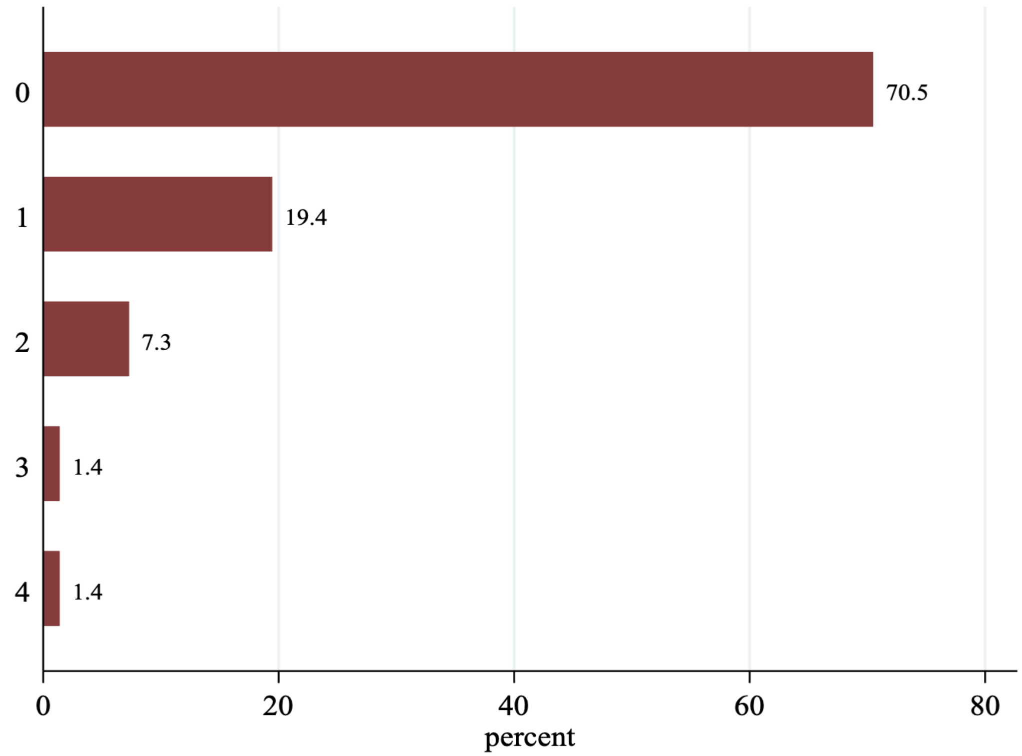
15% of Non-Purchaser HH have one teen.

5% of Non-Purchaser HH have two teens.

2% of Non-Purchasers have more than 2 teens in the HH.

[191] Question (Q34): How many adolescents (13-17 years old) live in your household? N = 288.

Figure 192. Number of children in households for Non-Purchasers[192]



71% of Non-Purchaser Household (HH) have no children (<12 years old) living in their household.

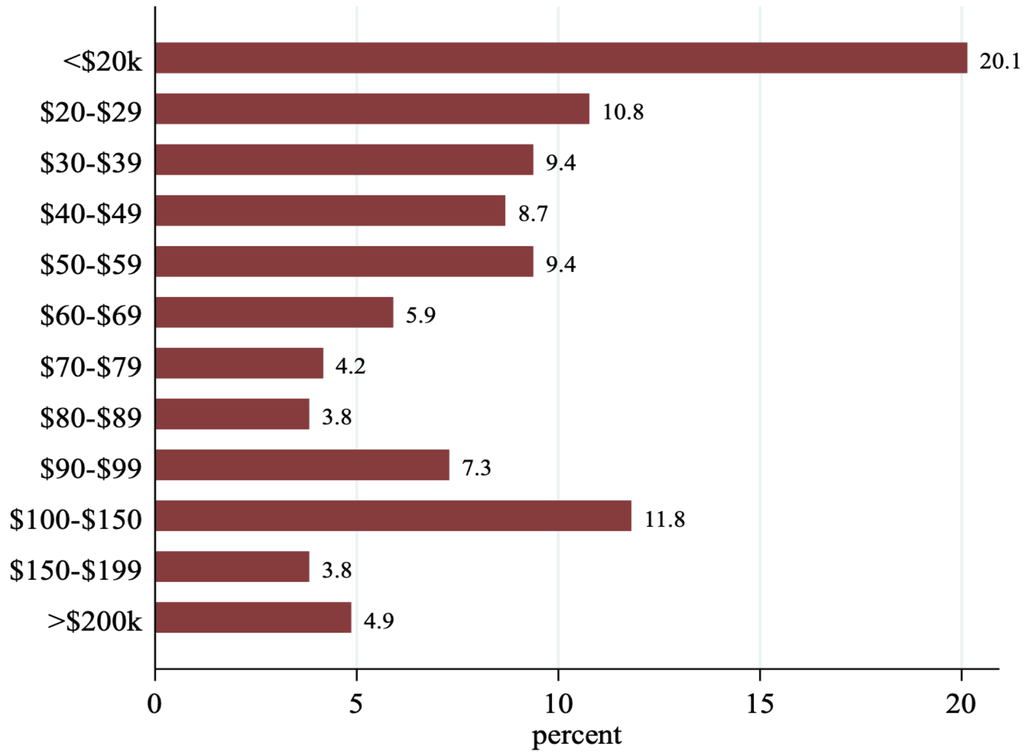
19% of Non-Purchaser HH have 1 child.

7% of Non-Purchaser HH have 2 children.

4% have more than two children living in the HH.

[192] Question (Q35): How many children (under 12 years old) live in your household? N = 288.

Figure 193. Annual income for Non-Purchasers[193]



Average annual income for Non-Purchasers is $59,542.

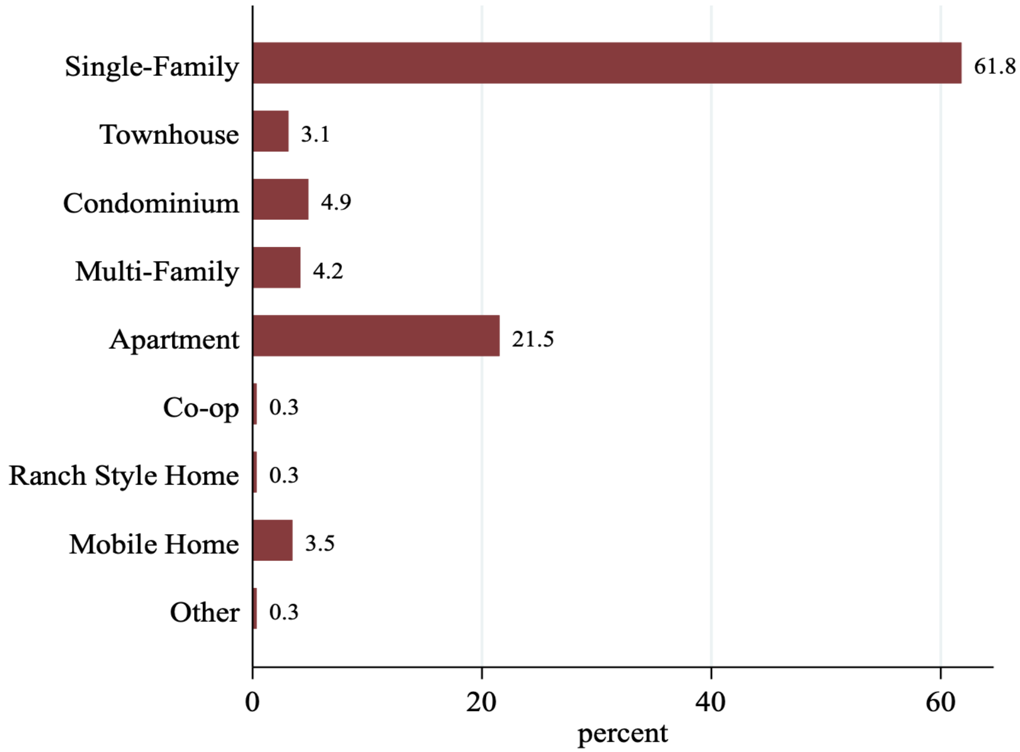
58% of Non-Purchasers are below the federal median income ($59,000).

21% of Non-Purchasers have an annual income from $60,000 to $99,999.

21% of Non-Purchasers have an annual income above $100,000.

[193] Question (Q36): What is your annual total household income? N = 288.

Figure 194. The type of domain Non-Purchasers live in[194]



62% of Non-Purchaser Households (HH) live in single-family homes.

22% of HH live in apartments.

7% live in townhomes or condominiums.

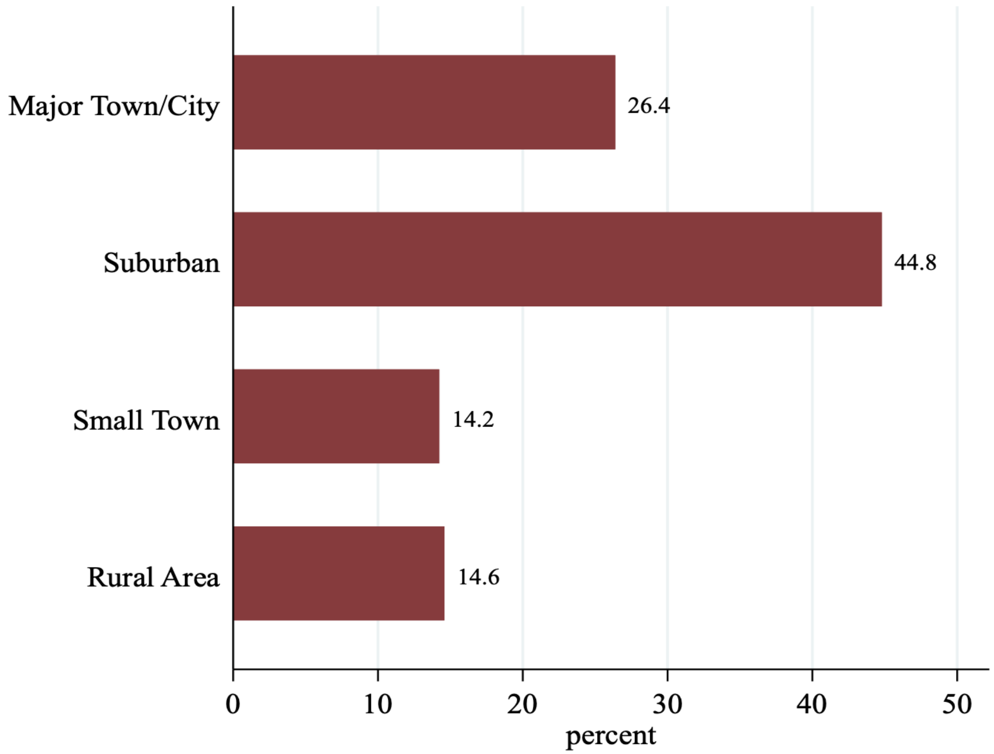
4% live in multi-family homes.

4% live in mobile homes.

1% live in either a co-op, ranch style home, or other type of home.

[194] Question (Q37): What type of domain do you live in? N = 288.

Figure 195. Population area classifications for Non-Purchasers[195]



26% of Non-Purchasers live in Major Cities or Metropolitan areas.

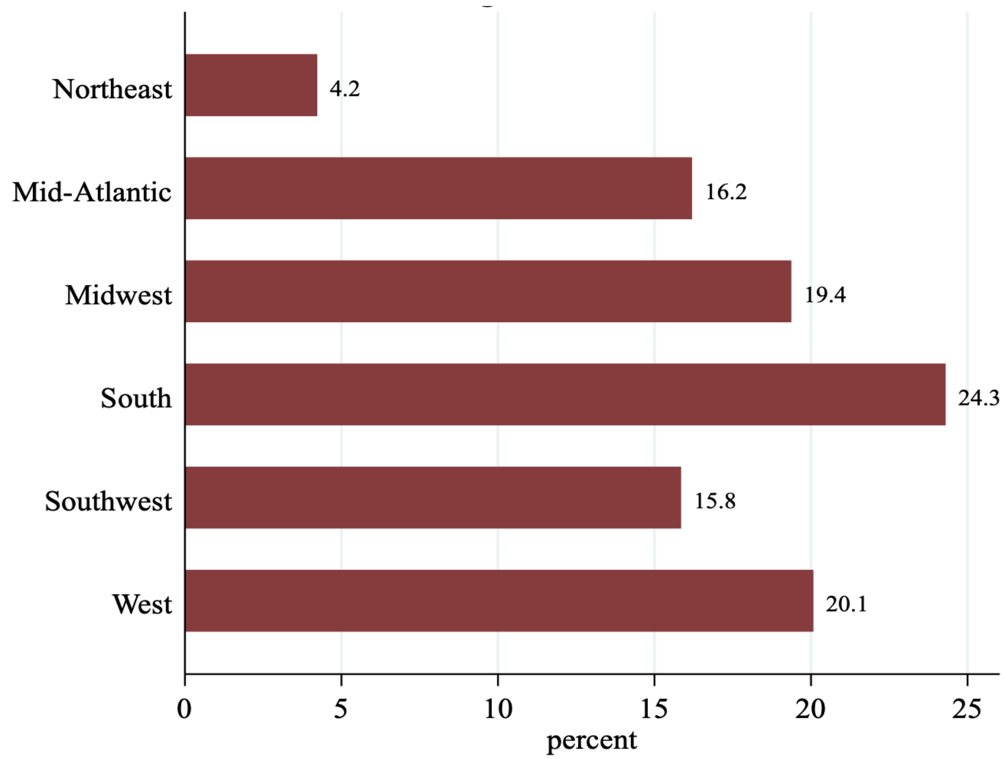
45% of Non-Purchasers live in suburban areas.

14% of Non-Purchasers live in small towns.

15% live in rural areas.

[195] Question (Q38): How would you describe the area in which you live? N = 288.

Figure 196. Geographic region of residency for Non-Purchasers[196]



24% of Non-Purchasers live in the South region of the United States.

19% live in the Midwest region.

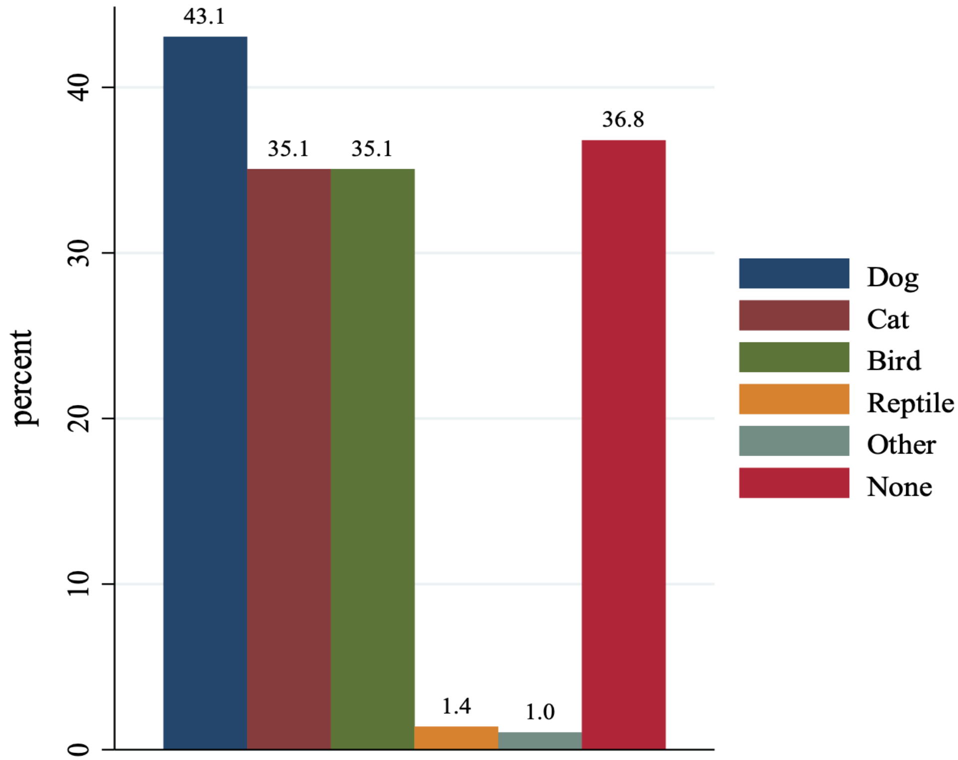
20% live in the West region.

16% live in the Southwest or Mid-Atlantic region of the United States.

4% live in the Northeast.

[196] Question (Q39): In which state do you currently reside? N = 288.

Figure 197. Non-Purchasers pets[197]



43% of Non-Purchasers own a dog.

35% own a cat or a bird.

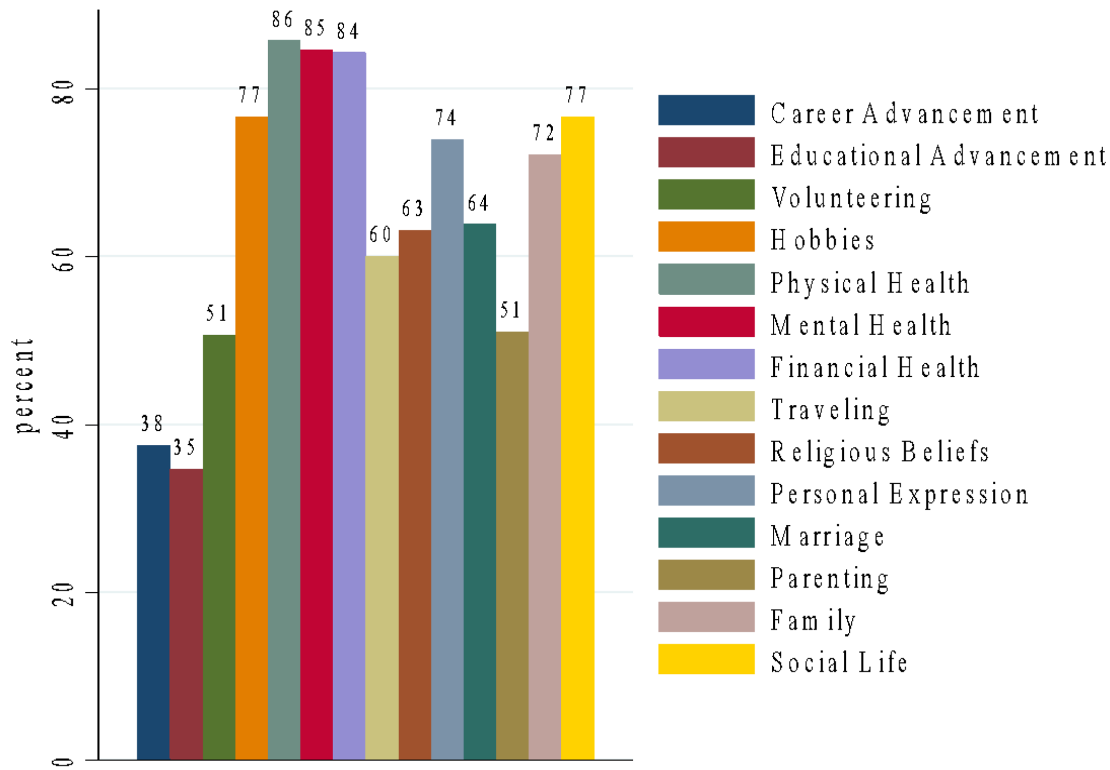
2% own a reptile.

2% own a different type of pet including a fish and small rodents.

37% of Non-Purchasers do not own any pets.

[197] Question (Q40): What pets reside in your home? Please select all that apply. N = 288.

Figure 198. Important life stages for Non-Purchasers[198]



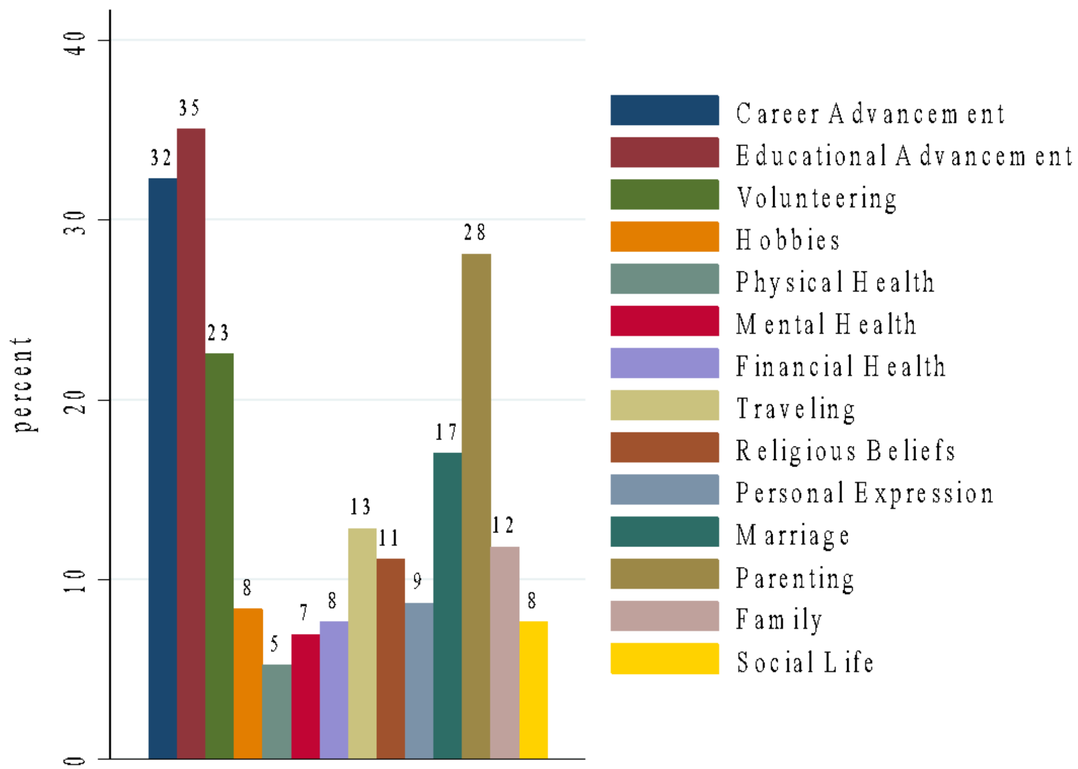
80-89% of Non-Purchasers considered Physical Health, Mental Health, and Financial Health to be important.

70-79% considered Hobbies, Personal Expression, Family, and Social Life to be important.

50-65% of Non-Purchasers considered Volunteering, Traveling, Religious Beliefs, Marriage, and Parenting to be important.

[198] Question (Q41): Thinking about your current life stage, which of the following life stage categories would you say are important or unimportant to you? N = 288.

Figure 199. Not applicable life stages for Non-Purchasers[199]



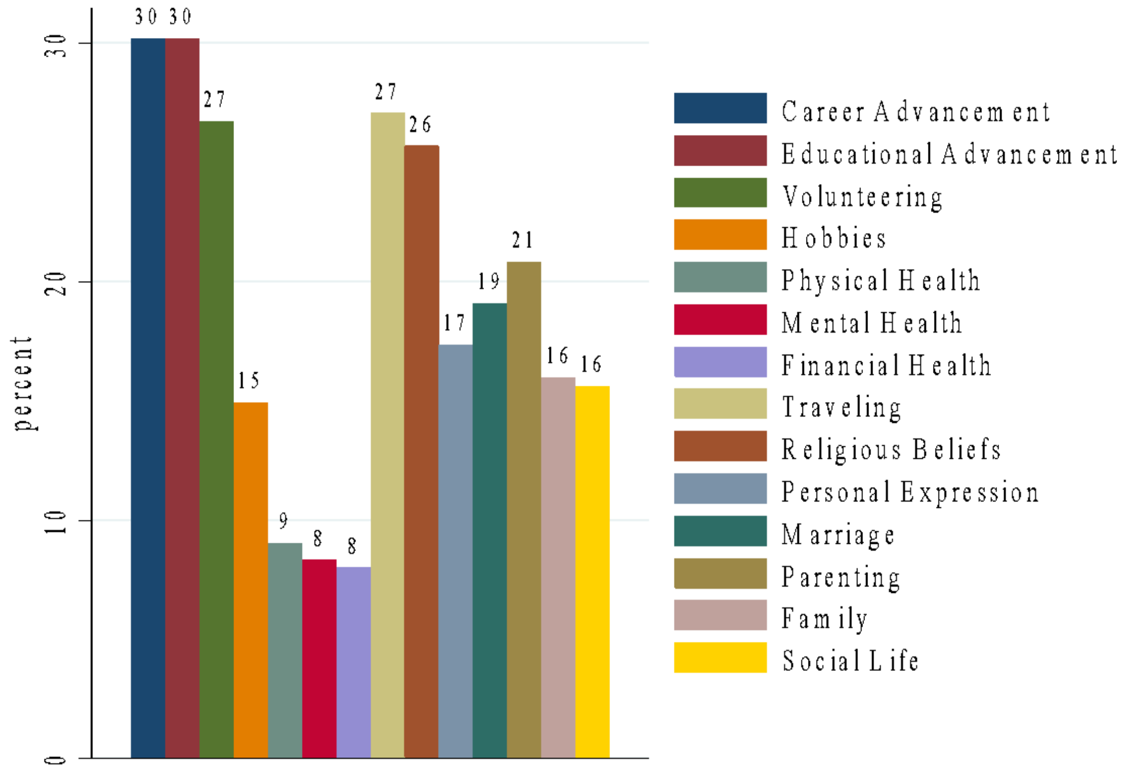
30-35% of Non-Purchasers considered Career Advancement and Education Advancement to be not applicable to their life.

28% of Non-Purchase considered Parenting to not be applicable.

23% of Non-Purchasers considered Volunteering to not be applicable.

[199] Question (Q41): Thinking about your current life stage, which of the following life stage categories would you say are important or unimportant to you? N = 288.

Figure 200. Unimportant life stages for Non-Purchasers[200]



25-35% of Non-Purchaser consider Career Advancement, Education Advancement, Volunteering, Traveling, and Religious Beliefs to be unimportant.

15-24% of Non-Purchasers consider Hobbies, Personal Expression, Marriage, Parenting, Family, and Social Life to be unimportant.

[200] Question (Q41): Thinking about your current life stage, which of the following life stage categories would you say are important or unimportant to you? N = 288.

Part III. Comparisons Between 2021 and 2019

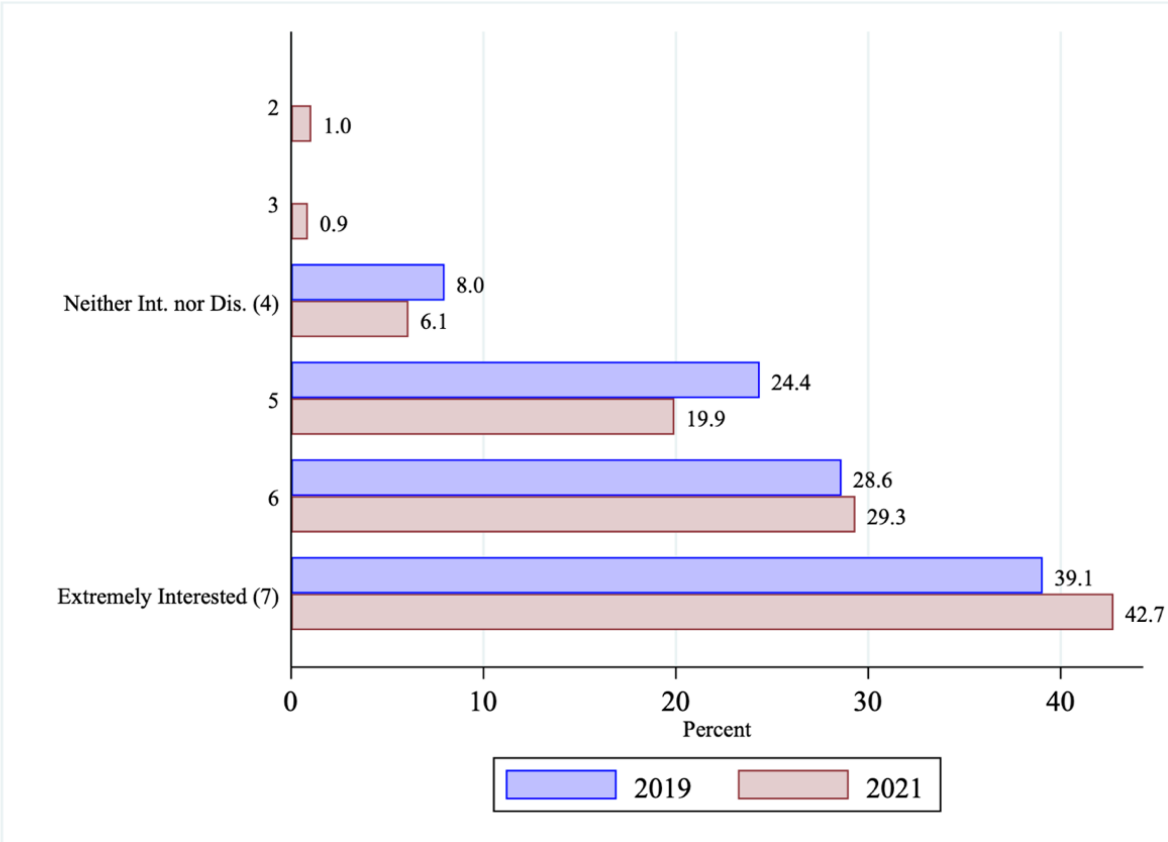
Comparing Purchasers from 2019 to 2021, Purchasers in 2021 own more plants and are more active in their houseplant hobby. Interestingly, they purchase less frequently and they are less likely to physically go to different shopping outlets than 2019 Purchasers (perhaps an influence of COVID sheltering-in-place). Also, 2021 Purchasers are willing to pay a higher average price value at each price level in each plant category.

2021 Purchasers are also more likely to give a houseplant as a gift, especially a “Get Well” gift (75% of 2021 Purchasers would give a houseplant as a “Get Well” gift, as compared to 12% of 2019 Purchasers). 2021 Purchasers are older, have higher levels of education, income, and members in the household than 2019 Purchasers. Geographically, 2019 Purchasers has a higher percentage of rural or small town dwelling consumers from the Northeast, Midwest, or West while 2021 Purchasers had higher percentages in metropolitan or suburban areas in the Southeast and Mid-Atlantic regions of the United States.

Spending

Overall, Purchasers in 2021 own more houseplants but purchase less frequently than Purchasers in 2019. Additionally, 2021 Purchasers spend more in each of the comparable plant categories. The largest spending difference is in the indoor palm category, while the smallest spending difference is in the broad-leaf foliage category.

Figure 201. Purchasers level of interest in purchasing houseplants in 2019 and 2021[201]

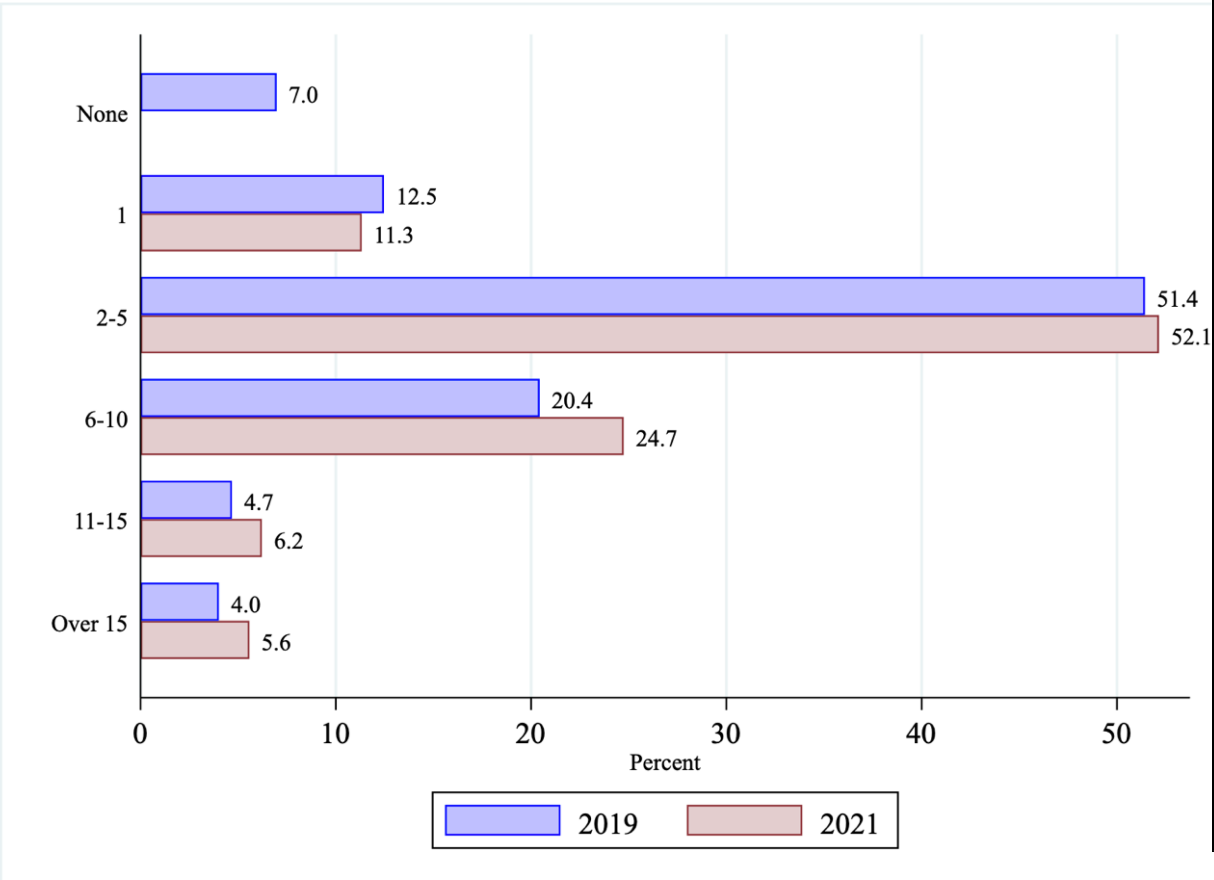


There is a statistically significant difference between Purchasers interest in purchasing houseplants in 2019 versus 2021.

2021 survey respondents have slightly broader distribution of interest ranging from not very interested (2) to extremely interested (7), while 2019 subjects range from neither interested nor disinterest (4) to extremely interested (7).

[201] Question(Q7): The following are some examples of live houseplant products that you will evaluate in this survey. How interested are you in purchasing similar products for yourself or as a gift for someone? N2019 = 2094; N2021 = 1722.

Figure 202. The number of houseplants that Purchaser respondents owned in 2019 and 2021[202]



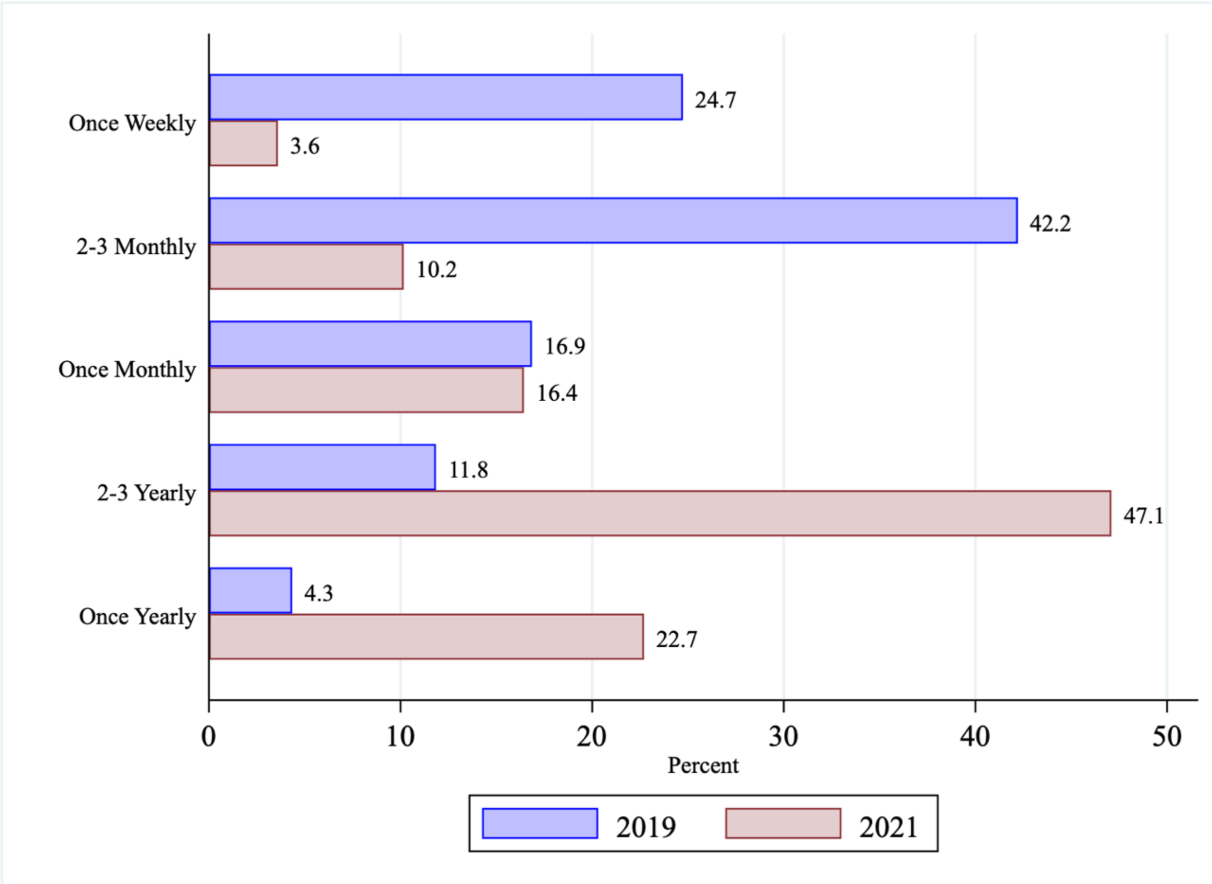
There is a statistically significant difference between the number of houseplants Purchasers owned in 2019 versus 2021.

Purchasers in 2021 own slightly more houseplants than Purchasers in 2019.

About 89% of Purchasers in 2021 own at least 2 houseplants while 81% of Purchasers in 2019 own at least two houseplants.

[202] Question (Q8): How many houseplants do you currently own? N2019 = 2094; N2021 = 1722.

Figure 203. Frequency of houseplant purchases by Purchasers in 2019 and 2021[203]



There is a statistically significant difference between the frequency of houseplant purchasing between Purchasers in 2019 and 2021.

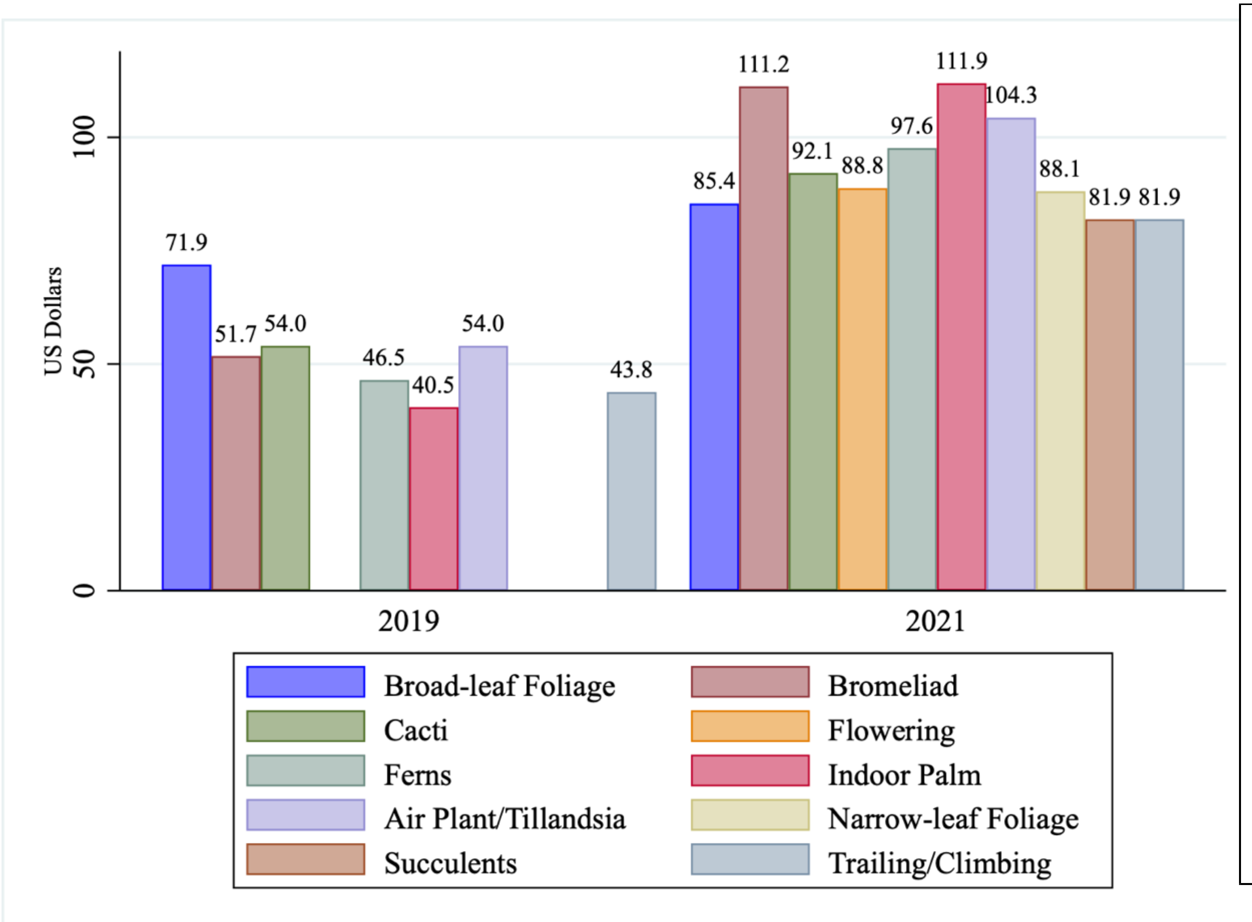
Purchasers in 2019 purchased more frequently than Purchasers in 2021.

About 25 % of 2019 Purchasers purchase weekly while about 4% of 2021 Purchaser purchase weekly.

About 42% of 2019 Purchasers buy houseplants 2-3 monthly versus 10% of 2021 Purchasers.

[203] Question (Q9): How often do you usually purchase houseplant products? N2019 = 2094; N2021 = 1722.

Figure 204. How much Purchasers spent in each houseplant category in 2019 and 2021?[204]



There is a statistically significant difference between the average spending in each plant category for Purchasers in 2019 and 2021.

On average, there is more spending in each of the plant categories in 2021 than in 2019.

The smallest difference in spending is in the plant Broad-leaf Foliage category.

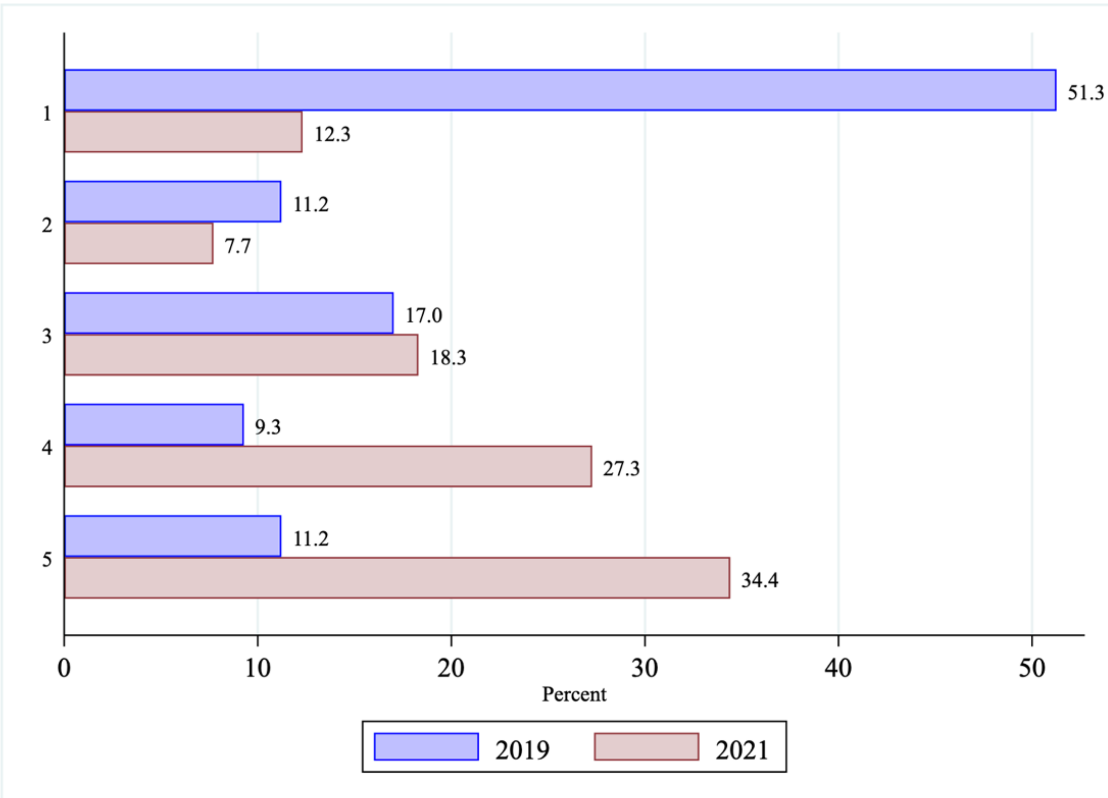
The largest difference in spending is in the Indoor Palm category.

[204] Question (Q49): In the past 12 months (2020), approximately how much did your household spend on the following categories of houseplants? N2019 = 2094; N2021 = 1722.

Pricing

On average, there are differences in most of the plant categories in likelihood to purchase for both self-purchase and gift purchase. Additionally, 2021 Purchasers report higher prices for the four levels in each plant category than in 2019.

Figure 205. Likelihood of purchase of small flowering houseplants for **self-purchase** for Purchasers in 2019 and 2021 [205]



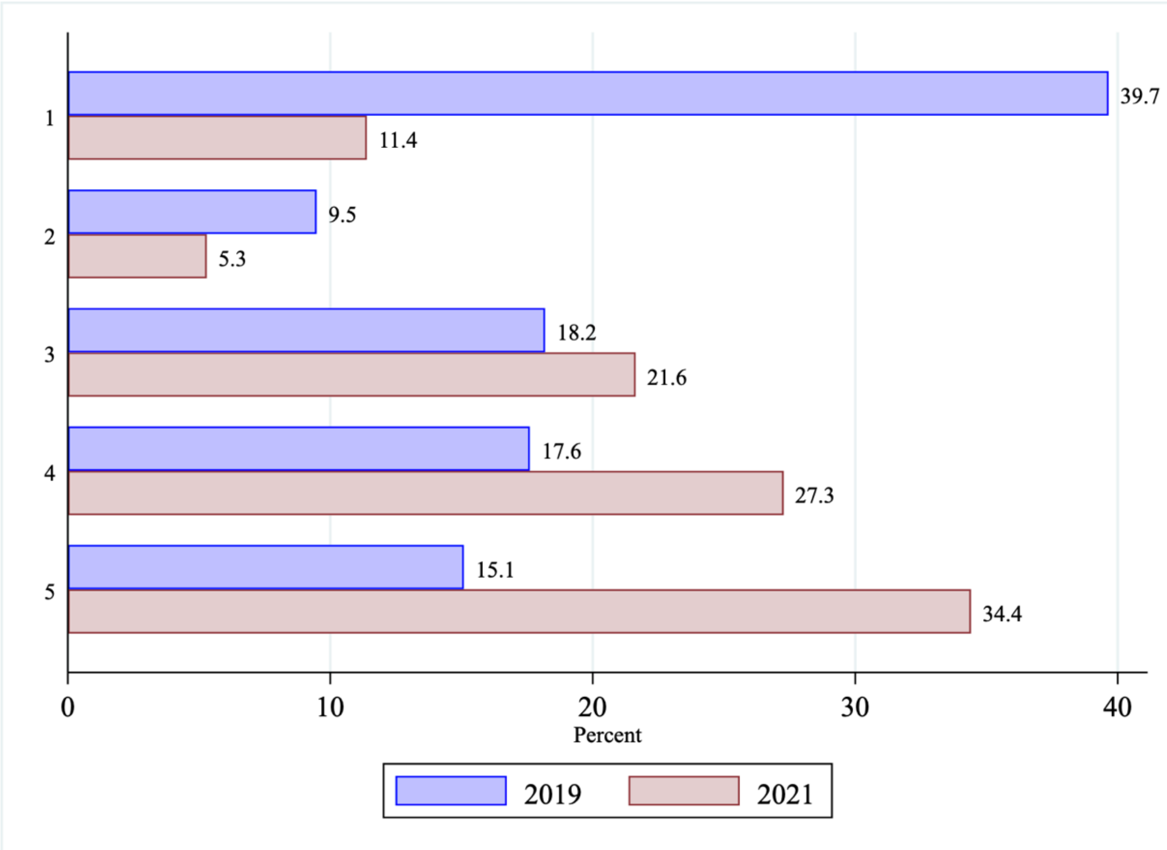
There is a statistically significant difference between the likelihood for self-purchase of small flowering houseplants for Purchasers in 2019 and 2021.

On average, 2021 Purchasers are more likely to purchase a small flowering houseplant for themselves than 2019 Purchasers.

34% of 2021 Purchasers are very likely to purchase a small flowering houseplant versus 11.2% of 2019 Purchasers.

[205] Question (Q63): How likely is it that you would purchase this product for yourself or as a gift for someone? **(1=Very Unlikely, 5=Very Likely).** N2019 = 517; N2021 = 869.

Figure 206. Likelihood of purchase of small flowering houseplant for a **gift purchase** for Purchasers in 2019 and 2021[206]



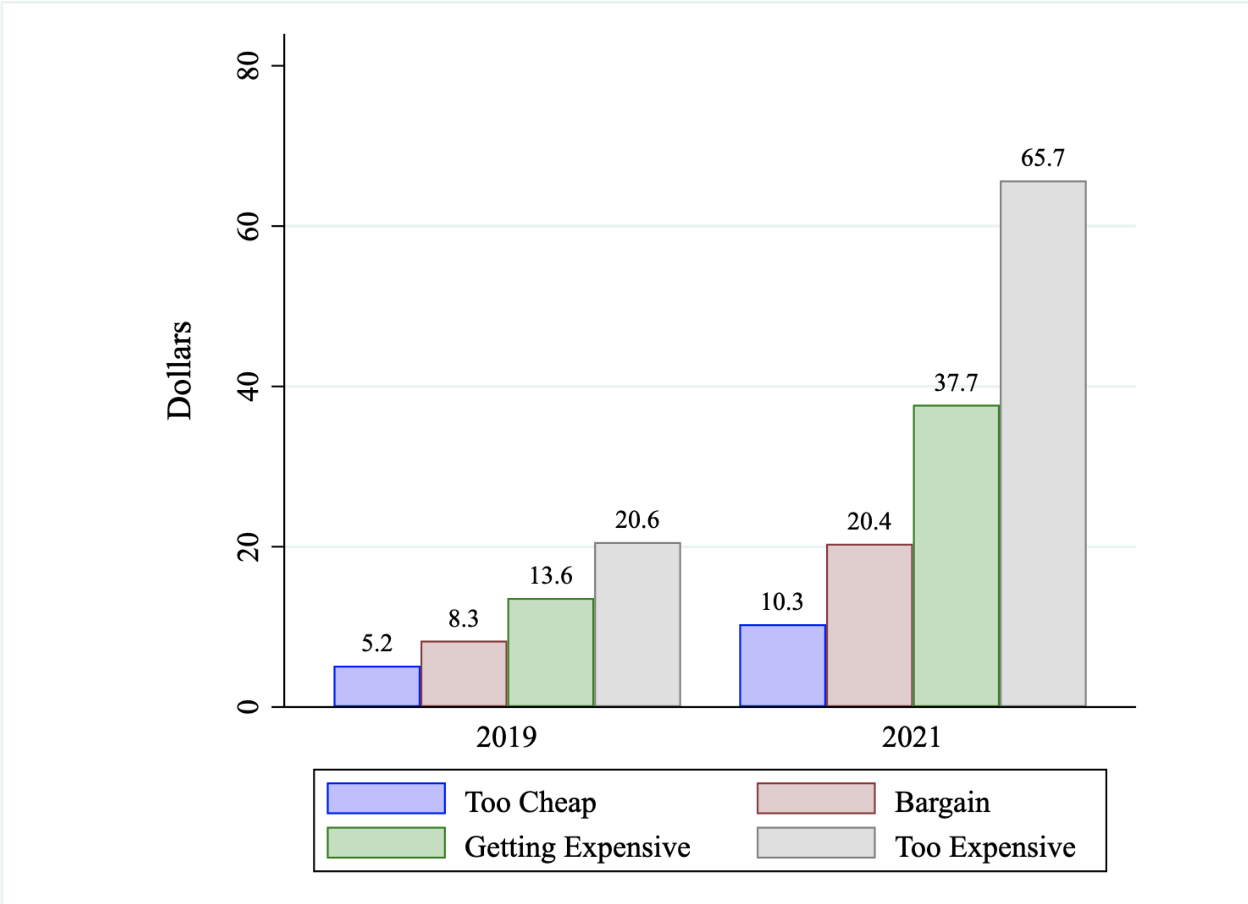
There is a statistically significant difference between the likelihood for gift purchases of small flowering houseplants for Purchasers in 2019 and 2021.

On average, 2021 Purchasers are more likely to purchase a small flowering houseplant as a gift for others than 2019 Purchasers.

34% of 2021 Purchasers are very likely to purchase a small flowering houseplant versus 15.1% of 2019 Purchasers.

[206] Question (Q63): How likely is it that you would purchase this product for yourself or as a gift for someone? **(1=Very Unlikely, 5=Very Likely).** N2019 = 517; N2021 = 869.

Figure 207. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive Levels for small flowering houseplants for Purchasers in 2019 and 2021[207]



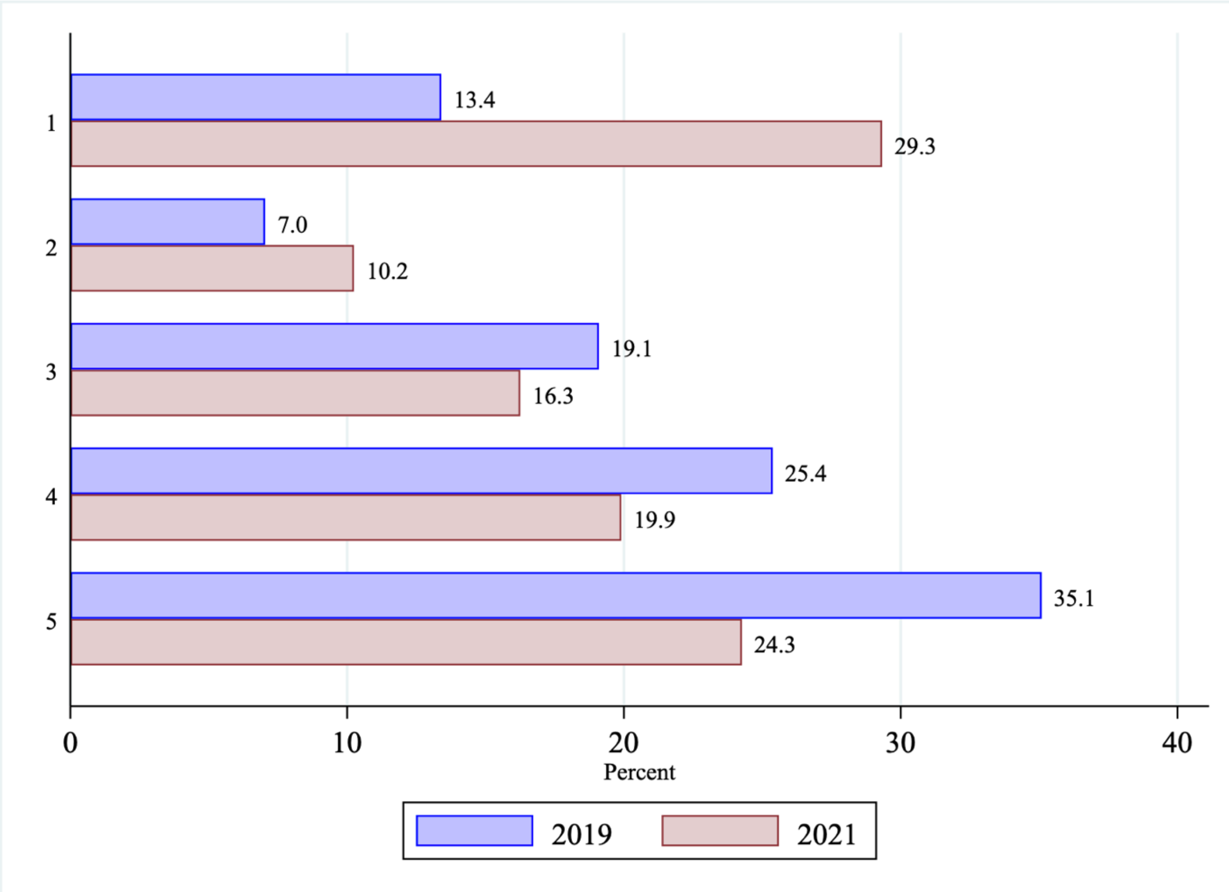
There is a statistically significant difference between the price levels of small flowering houseplants for Purchasers in 2019 and 2021.

2021 Purchasers are willing to pay more for a small flowering houseplant than 2019 Purchasers.

On average, 2021 Purchasers are willing to pay between $20.40 to $37.70 whereas 2019 Purchasers are willing to pay $8.30 to $13.60.

[207] Question (Q64-67): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N2019 = 517; N2021 = 869.

Figure 208. Likelihood of purchase of small cacti for a **self-purchase** for Purchasers in 2019 and 2021[208]



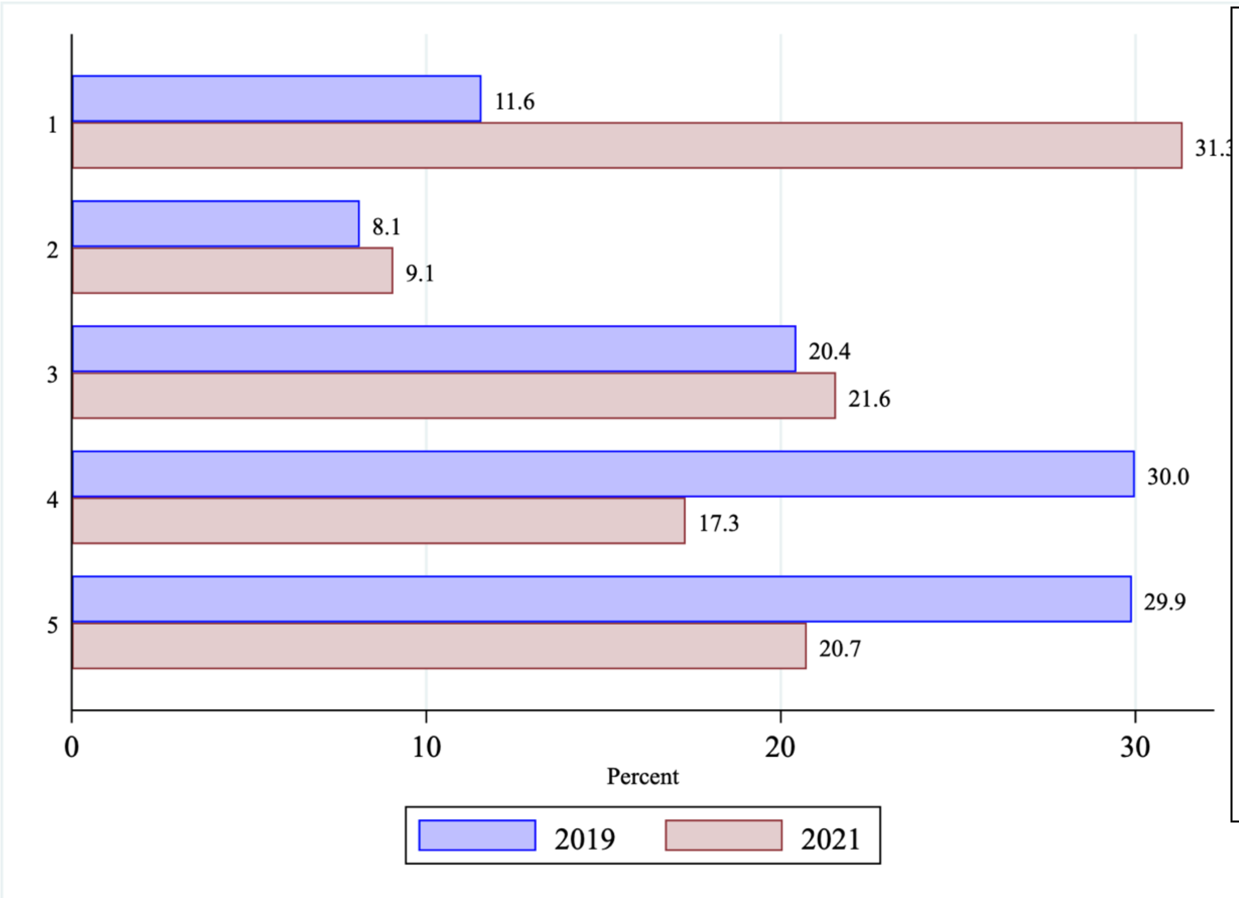
There is a statistically significant difference between the likelihood for self-purchase of small cacti for Purchasers in 2019 and 2021.

On average, 2019 Purchasers are more likely to purchase a small cacti for themselves than 2021 Purchasers.

35% of 2019 Purchasers are very likely to purchase a small cacti versus 24% of 2021 Purchasers.

[208] Question (Q68): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 517; N2021 = 869.

Figure 209. Likelihood of purchase of small cacti for a **gift purchase** for Purchasers in 2019 and 2021[209]



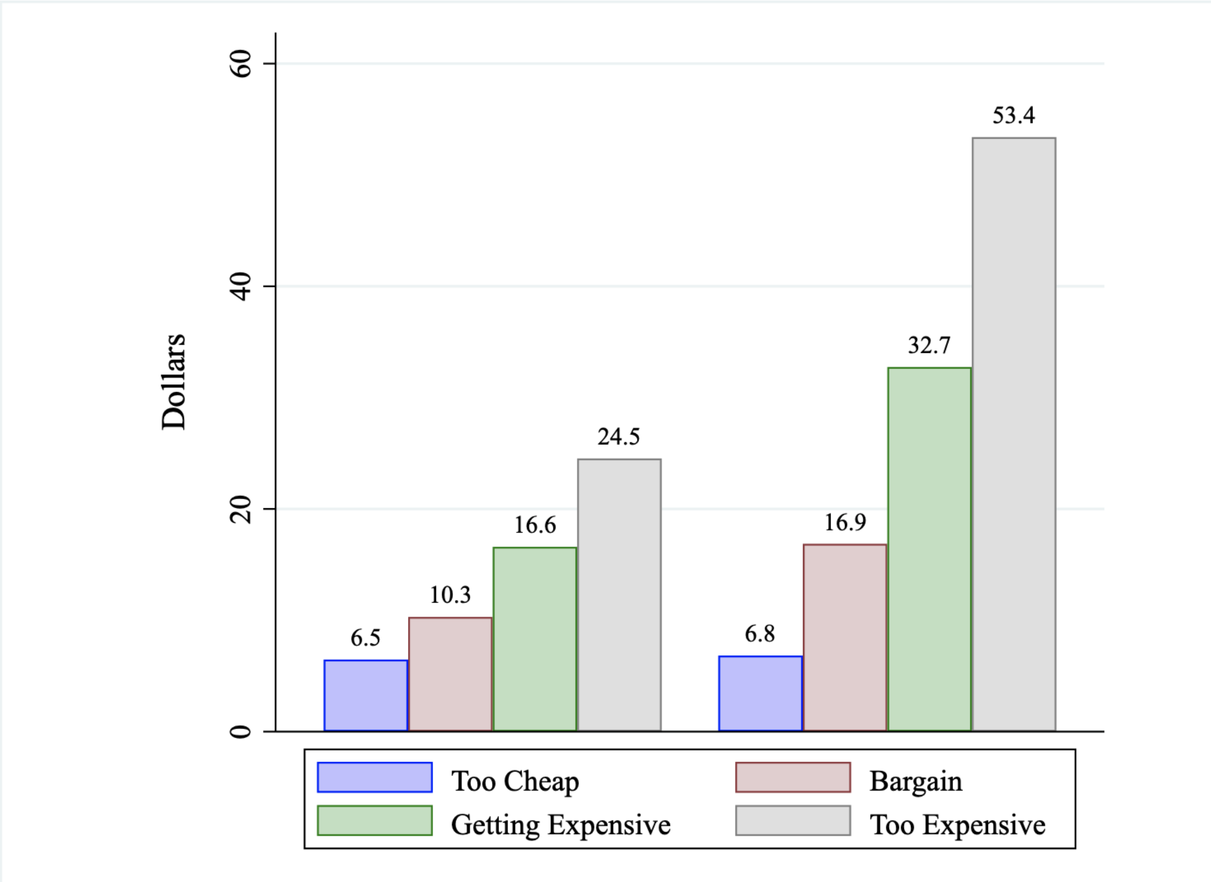
There is a statistically significant difference between the likelihood for gift purchases of small cacti for Purchasers in 2019 and 2021.

On average, 2019 Purchasers are more likely to purchase a small cacti as a gift for others than 2021 Purchasers.

About 30% of 2021 Purchasers are very likely to purchase a small cacti versus 21% of 2019 Purchasers.

[209] Question (Q68): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 517; N2021 = 869.

Figure 210. Levels for small cacti for Purchasers in 2019 and 2021[210]



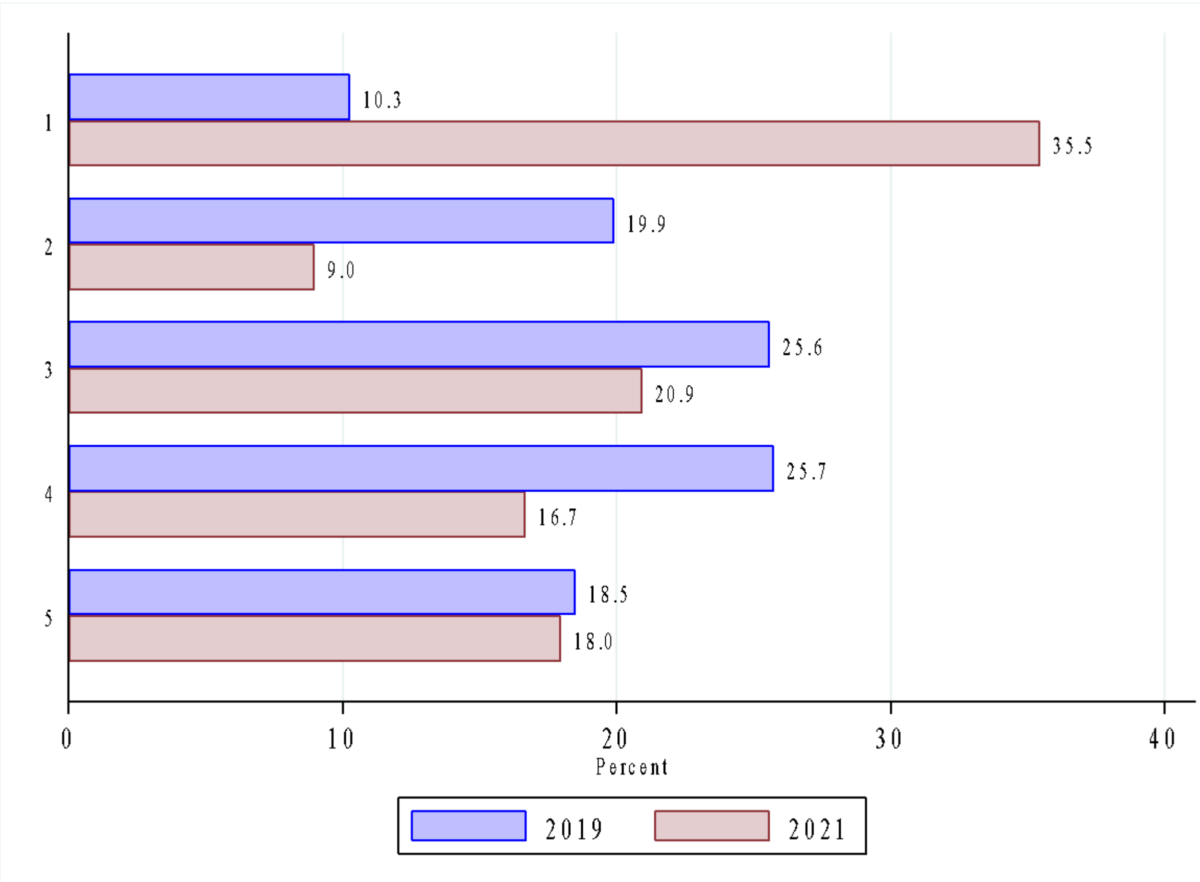
There is a statistically significant difference between the price levels of small flowering houseplants for Purchasers in 2019 and 2021.

2021 Purchasers are willing to pay more for a small flower houseplant than 2019 Purchasers.

On average, 2021 Purchasers are willing to pay between $16.90 to $32.70 whereas 2019 Purchasers are willing to pay $10.30 to $16.60.

210 Question (Q69-72): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N2019 = 517; N2021 = 869.

Figure 211. Likelihood of purchase of small air plant/Tillandsia for a **self-purchase** for Purchasers in 2019 and 2021[211]



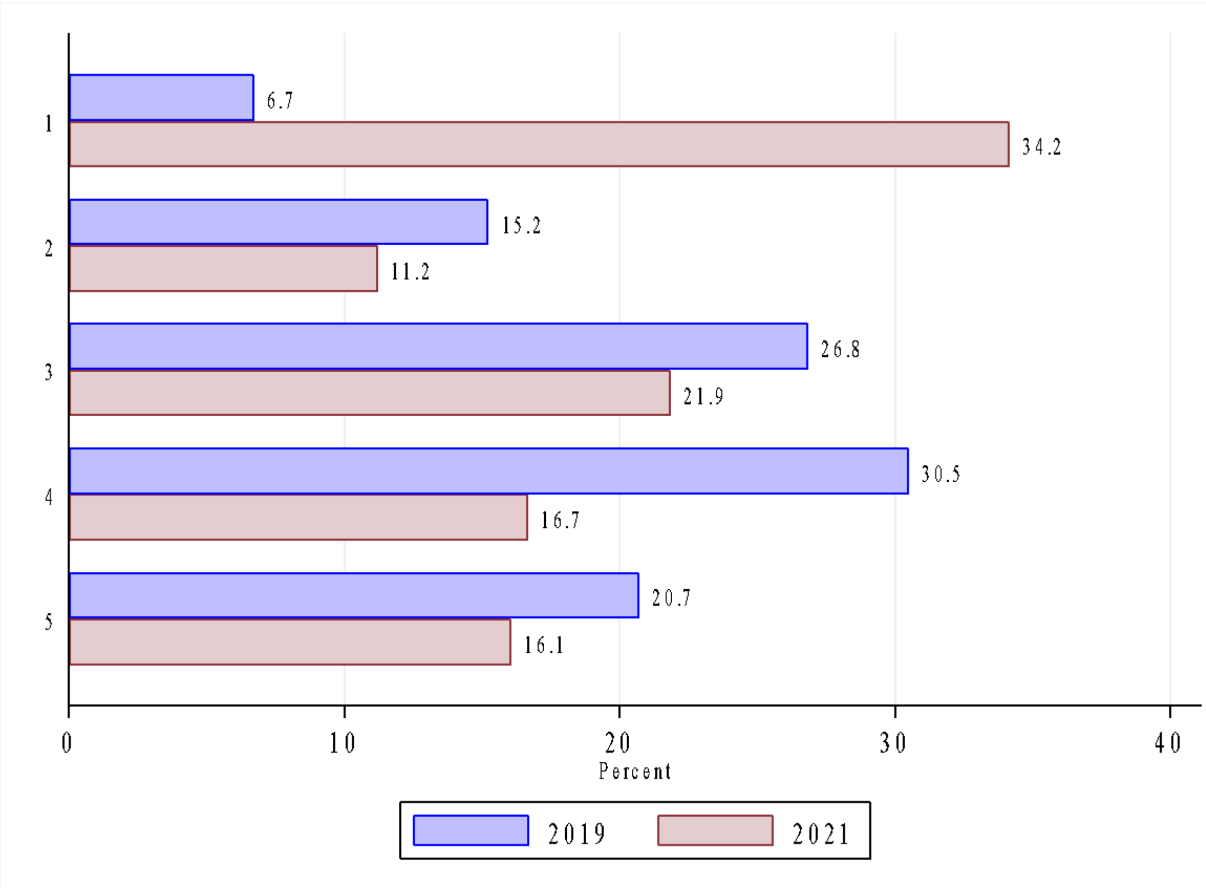
There is a statistically significant difference between the likelihood for self-purchase of a small air plant/Tillandsia for Purchasers in 2019 and 2021.

On average, 2019 Purchasers are more likely to purchase a small air plant/Tillandsia for themselves than 2021 Purchasers.

26% of 2019 Purchasers are somewhat likely to purchase a small air plant/Tillandsia versus 17% of 2021 Purchasers.

[211] Question (Q73): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 517; N2021 = 869.

Figure 212. Likelihood of purchase of small air plant/Tillandsia for a **gift purchase** for Purchasers in 2019 and 2021[212]



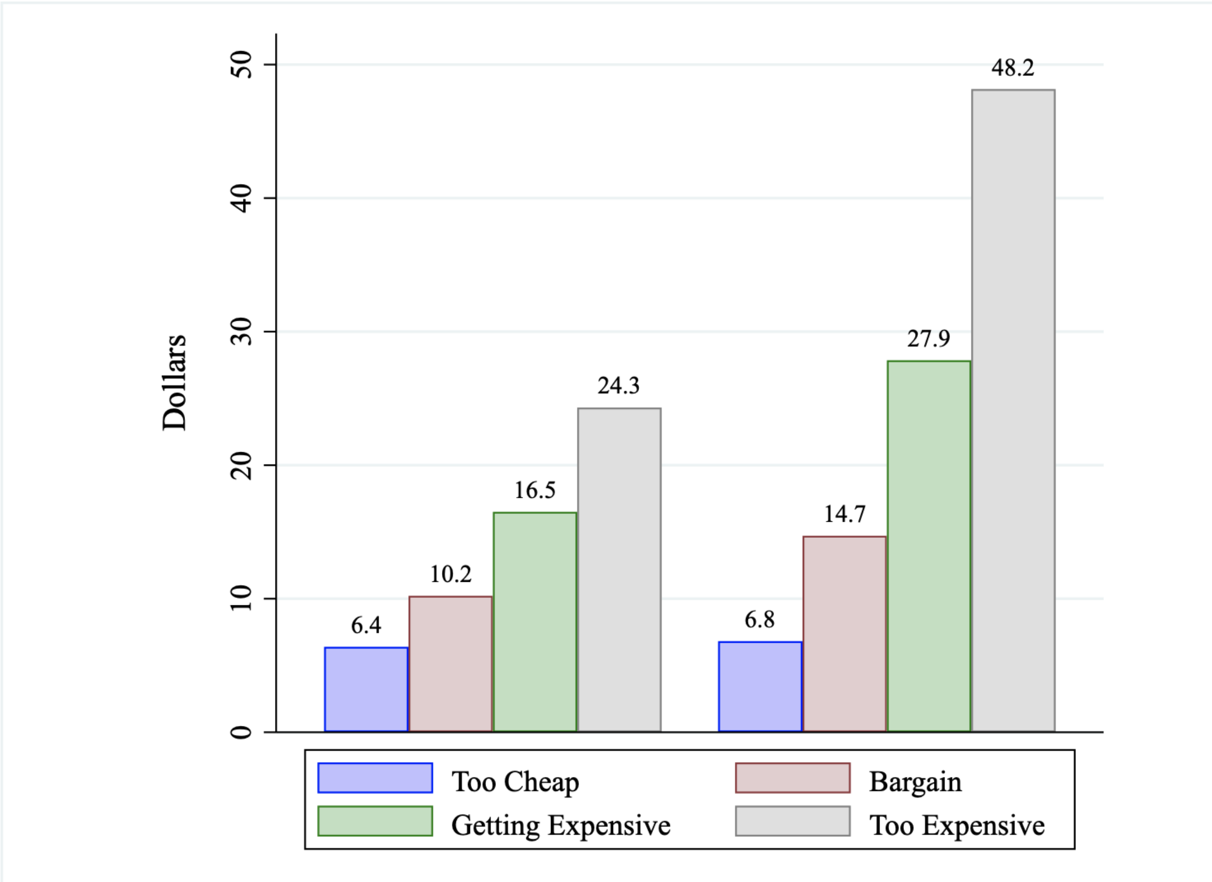
There is a statistically significant difference between the likelihood for gift purchases of a small air plant/Tillandsia for Purchasers in 2019 and 2021.

On average, 2019 Purchasers are more likely to purchase a small air plant/Tillandsia as a gift for others than 2021 Purchasers.

26% of 2019 Purchasers are somewhat likely to purchase a small air plant/Tillandsia versus 17% of 2021 Purchasers.

[212] Question (Q73): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 517; N2021 = 869.

Figure 213. Levels for small air plant for Purchasers in 2019 and 2021[213]



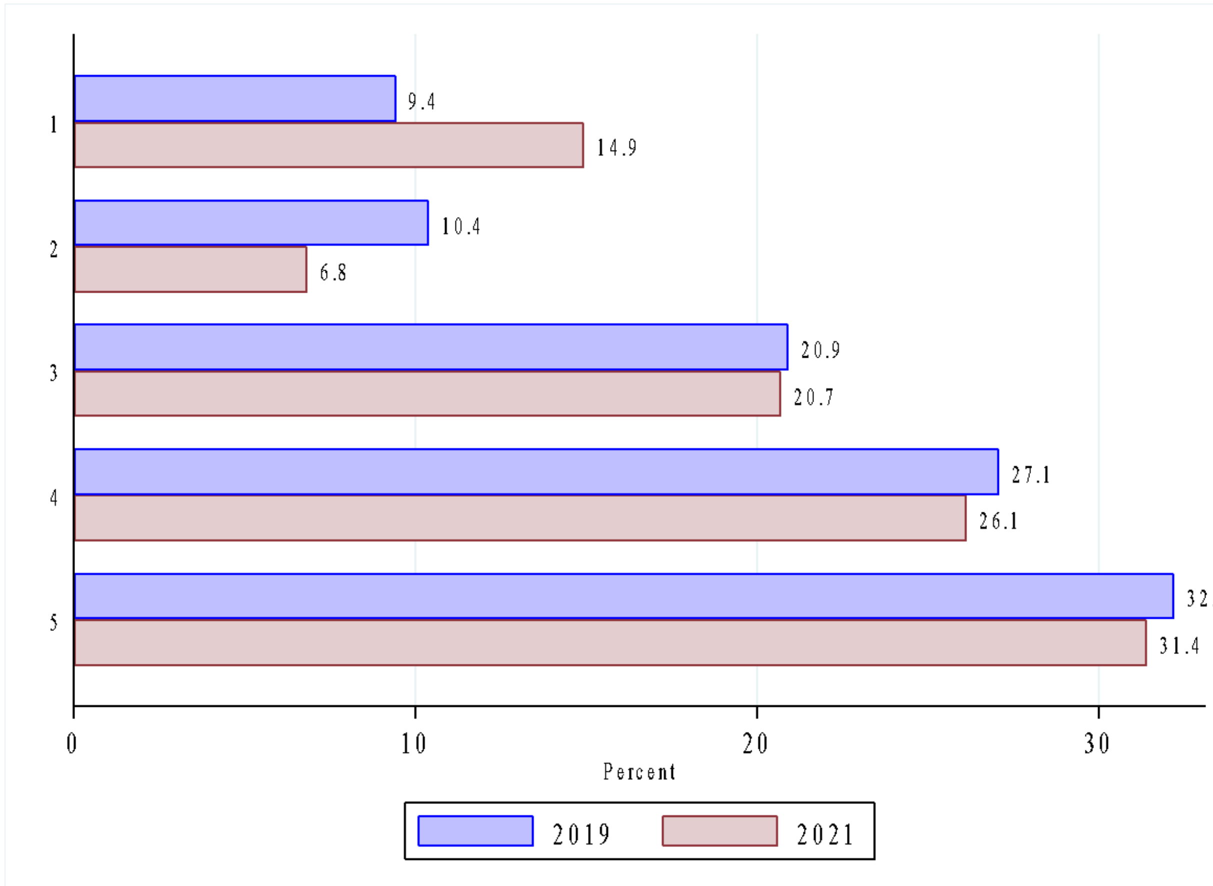
There is a statistically significant difference between the price levels of small flowering houseplants for Purchasers in 2019 and 2021.

2021 Purchasers are willing to pay more for a small air plant than 2019 Purchasers.

On average, 2021 Purchasers are willing to pay between \$14.70 to \$27.90 whereas 2019 Purchasers are willing to pay \$10.20 to \$16.50.

[213] Question (Q74-77): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N2019 = 517; N2021 = 869.

Figure 214. Likelihood of purchase of small succulent for a **self-purchase** for Purchasers in 2019 and 2021[214]

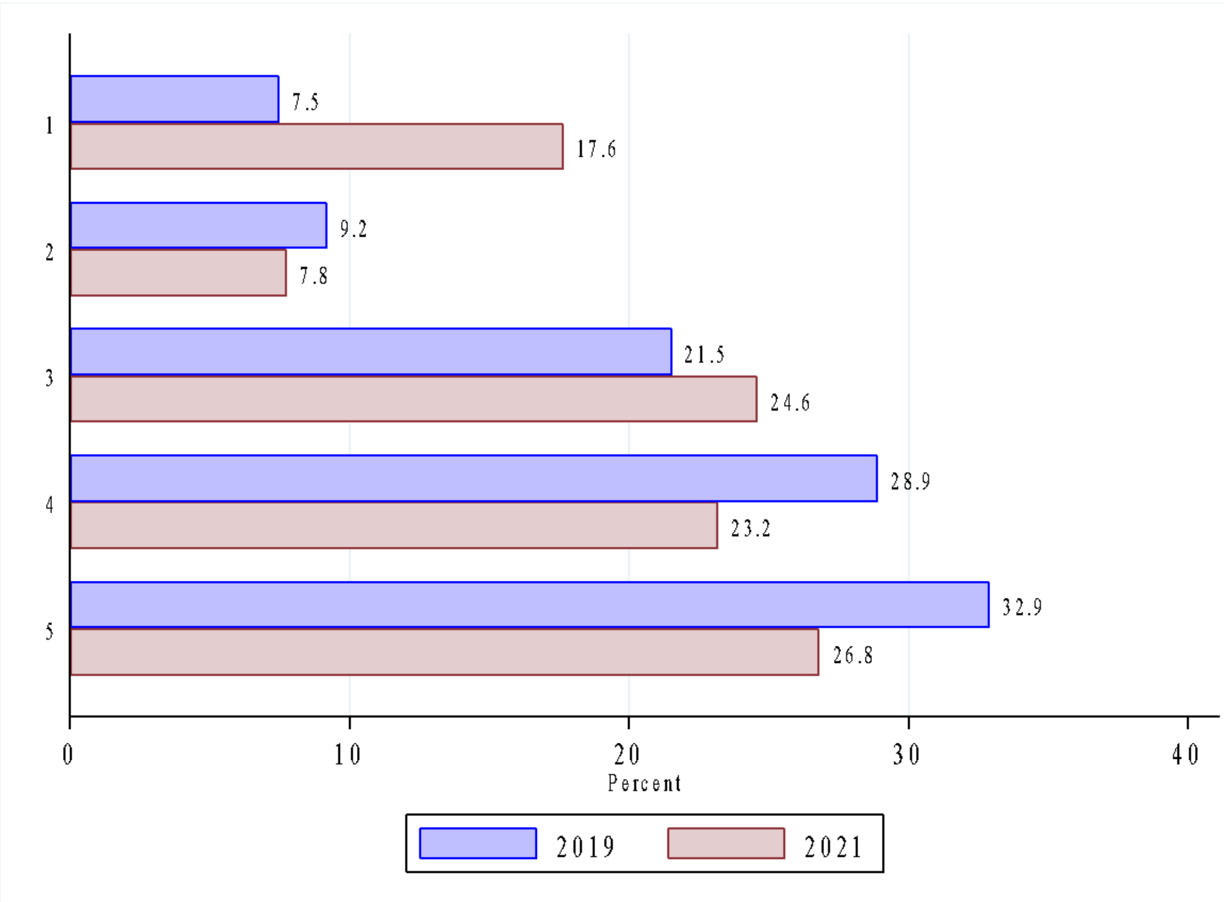


There is not a statistically significant difference between the likelihood for self-purchase of small succulents for Purchasers in 2019 and 2021.

On average, 2019 Purchasers have the same likeliness to purchase a small succulent for themselves as 2021 Purchasers.

[214] Question (Q78): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 517; N2021 = 850.

Figure 215. Likelihood of purchase of small succulent for a **gift purchase** for Purchasers in 2019 and 2021[215]



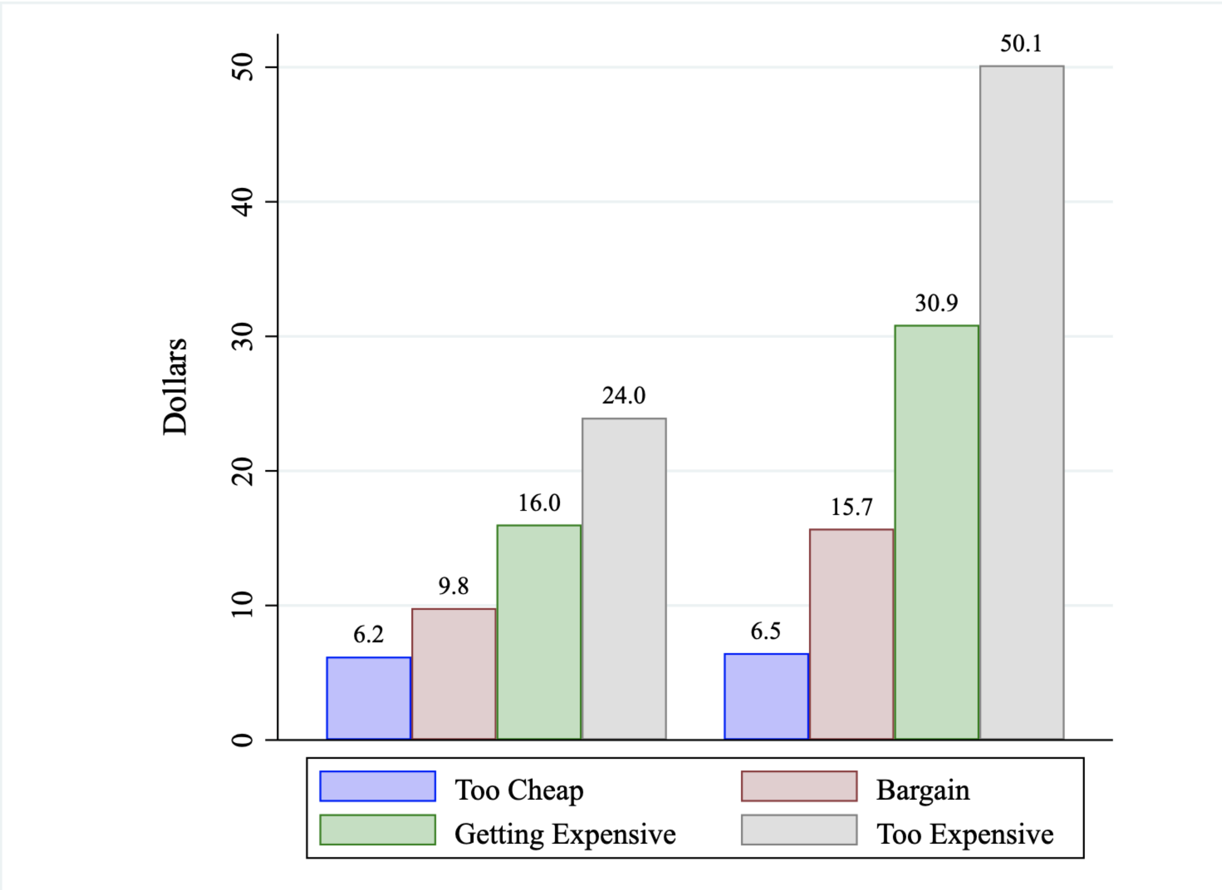
There is statistically significant difference between the likelihood for gift purchases of small succulent for Purchasers in 2019 and 2021.

On average, 2019 Purchasers are more likely to purchase a small succulent as a gift for others than 2021 Purchasers.

32.9% of 2019 Purchasers are extremely likely to purchase a small succulent versus 26.8% of 2021 Purchasers.

[215] Question (Q73): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 517; N2021 = 850.

Figure 216. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive Levels for small succulents for Purchasers in 2019 and 2021[216]



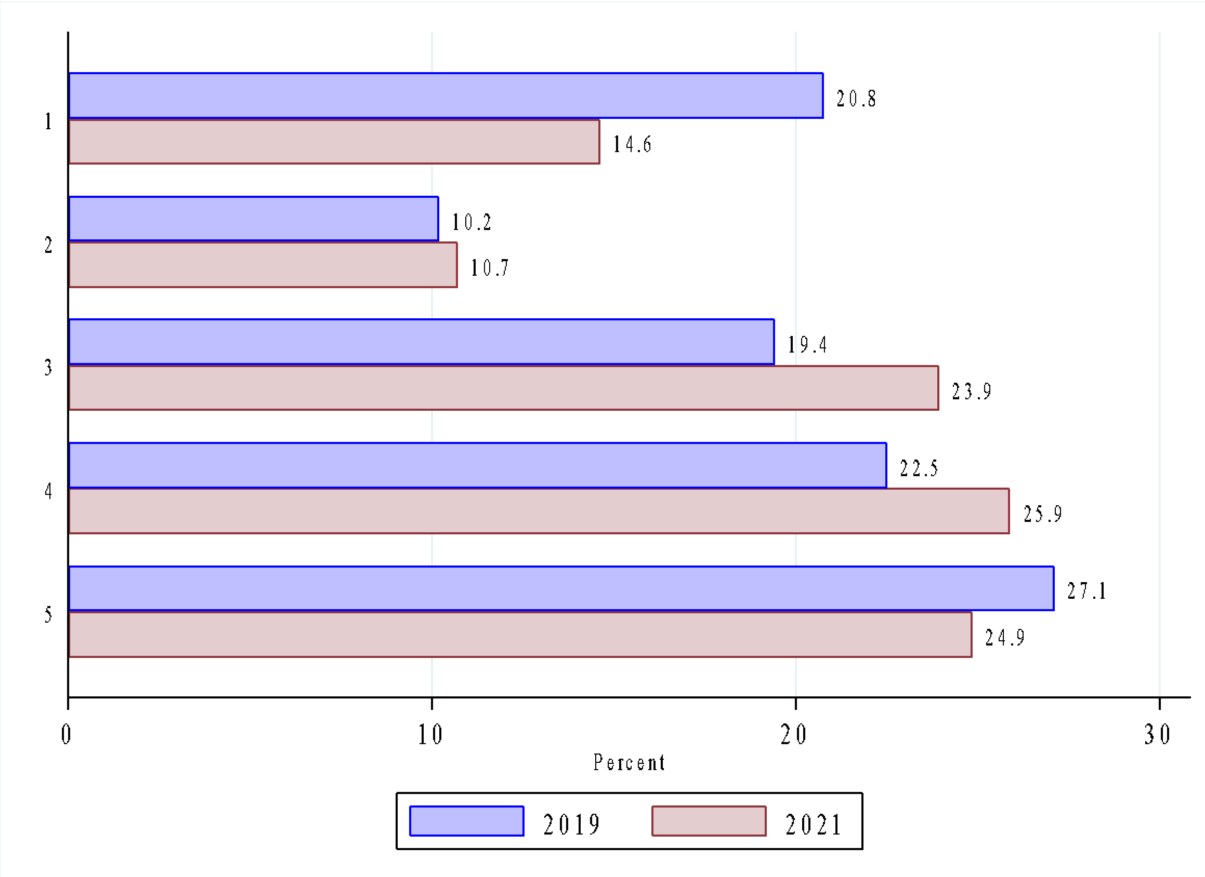
There is a statistically significant difference between the price levels of small succulent for Purchasers in 2019 and 2021.

2021 Purchasers are willing to pay more for a small succulent than 2019 Purchasers.

On average, 2021 Purchasers are willing to pay between $15.70 to $30.90 whereas 2019 Purchasers are willing to pay $9.80 to $16.00.

[216] Question (Q79-82): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N2019 = 517; N2021 = 850.

Figure 217. Likelihood of purchase of small trailing or climbing houseplant for a **self-purchase** for Purchasers in 2019 and 2021[217]

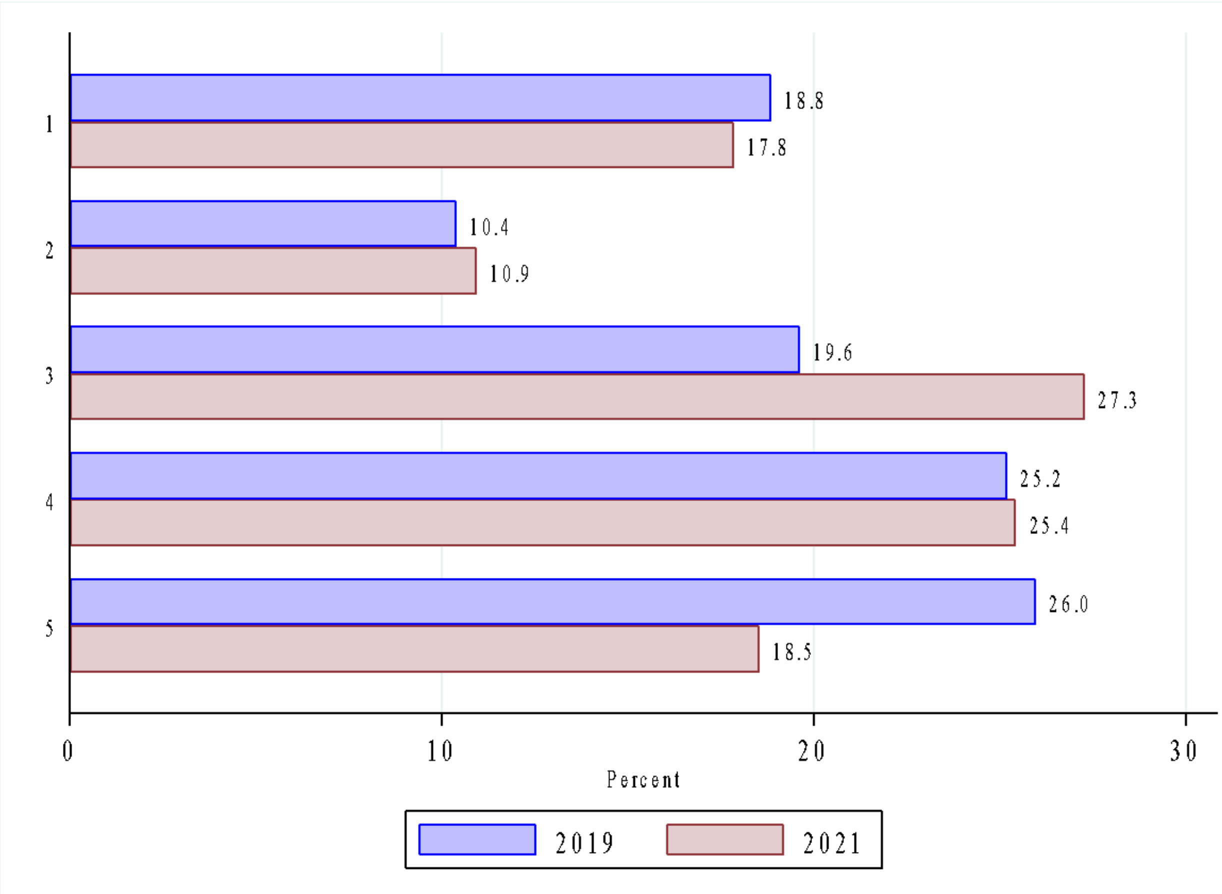


There is not a statistically significant difference between the likelihood for self-purchase of small trailing or climbing houseplants for Purchasers in 2019 and 2021.

On average, 2019 Purchasers have the same likeliness to purchase a small trailing or climbing houseplants for themselves as 2021 Purchasers.

[217] Question (Q83): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 520; N2021 = 869.

Figure 218. Likelihood of purchase of small trailing or climbing houseplant for a **gift purchase** for Purchasers in 2019 and 2021[218]



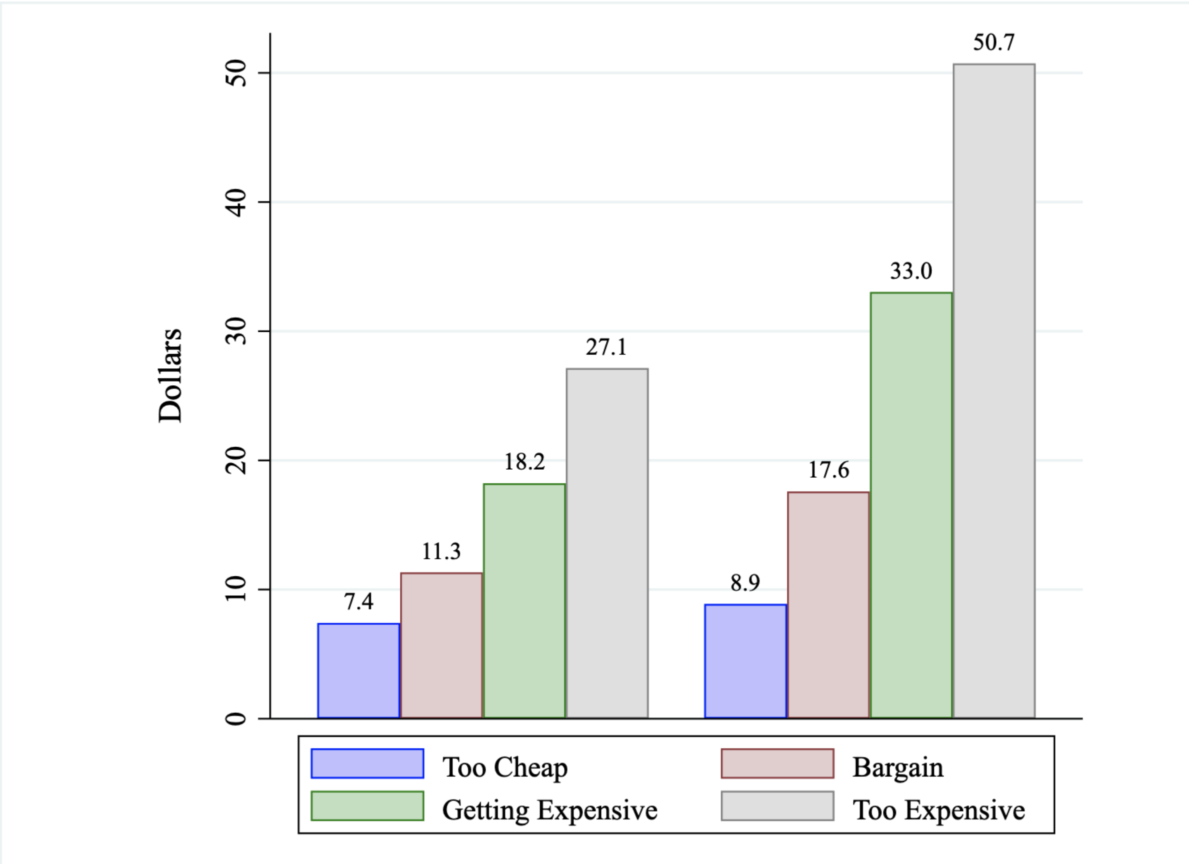
There is a statistically significant difference between the likelihood for gift purchases of small trailing or climbing houseplants for Purchasers in 2019 and 2021.

On average, 2021 Purchasers are more likely to purchase a small trailing or climbing houseplants as a gift for others than 2019 Purchasers.

About 70% of 2019 Purchasers are likely to purchase a small trailing or climbing houseplants versus 71% of 2021 Purchasers.

[218] Question (Q83): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 520; N2021 = 869.

Figure 219. Mean Prices at Too Cheap, Bargain, Getting Expensive, and Too Expensive Levels for small trailing or climbing houseplant for Purchasers in 2019 and 2021[219]



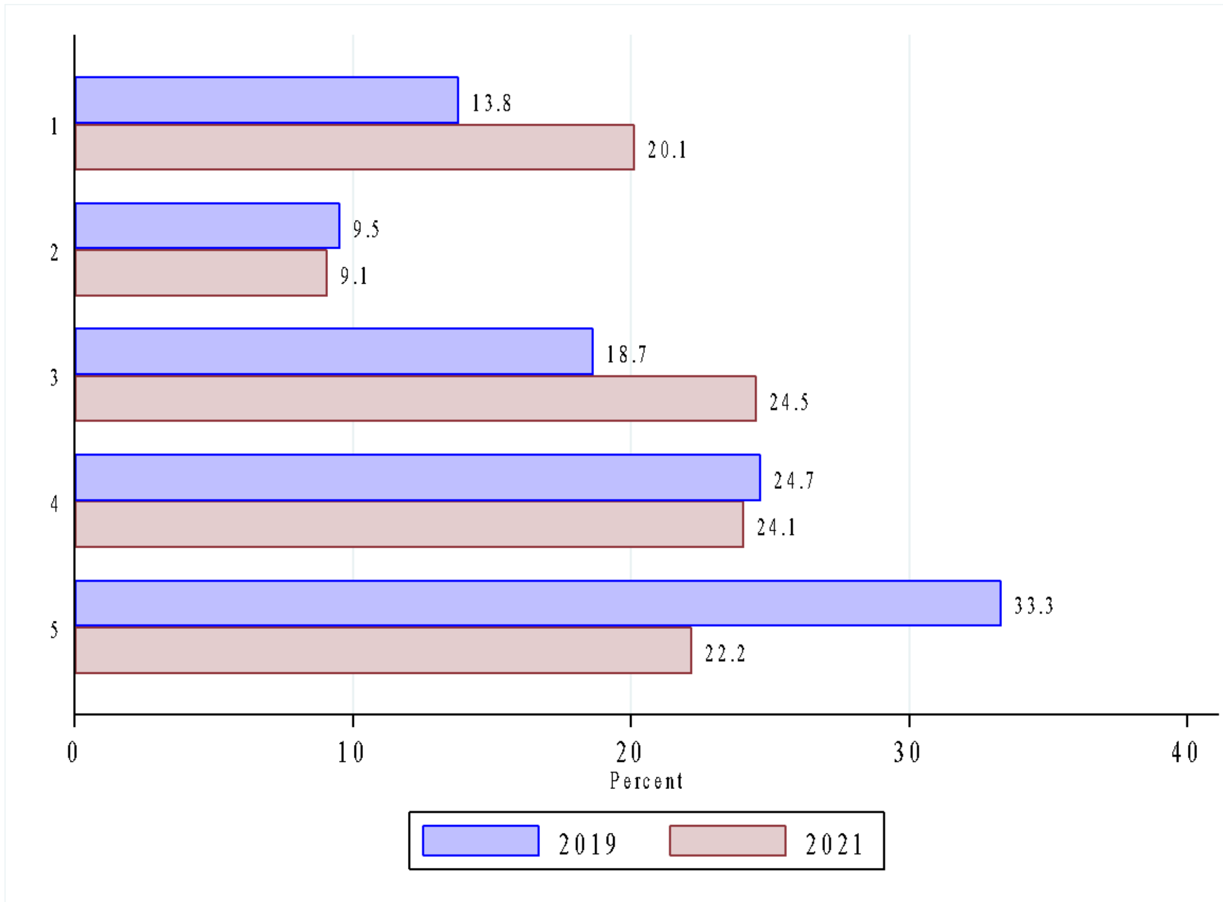
There is a statistically significant difference between the price levels of small trailing and climbing houseplants for Purchasers in 2019 and 2021.

2021 Purchasers are willing to pay more for a small trailing or climbing houseplant than 2019 Purchasers.

On average, 2021 Purchasers are willing to pay between \$17.60 to \$33.00 whereas 2019 Purchasers are willing to pay \$11.30 to \$18.20.

[219] Question (Q84-87): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N2019 = 520; N2021 = 869.

Figure 220. Likelihood of purchase of small narrow-leaf foliage houseplant for a **self-purchase** for Purchasers in 2019 and 2021[220]



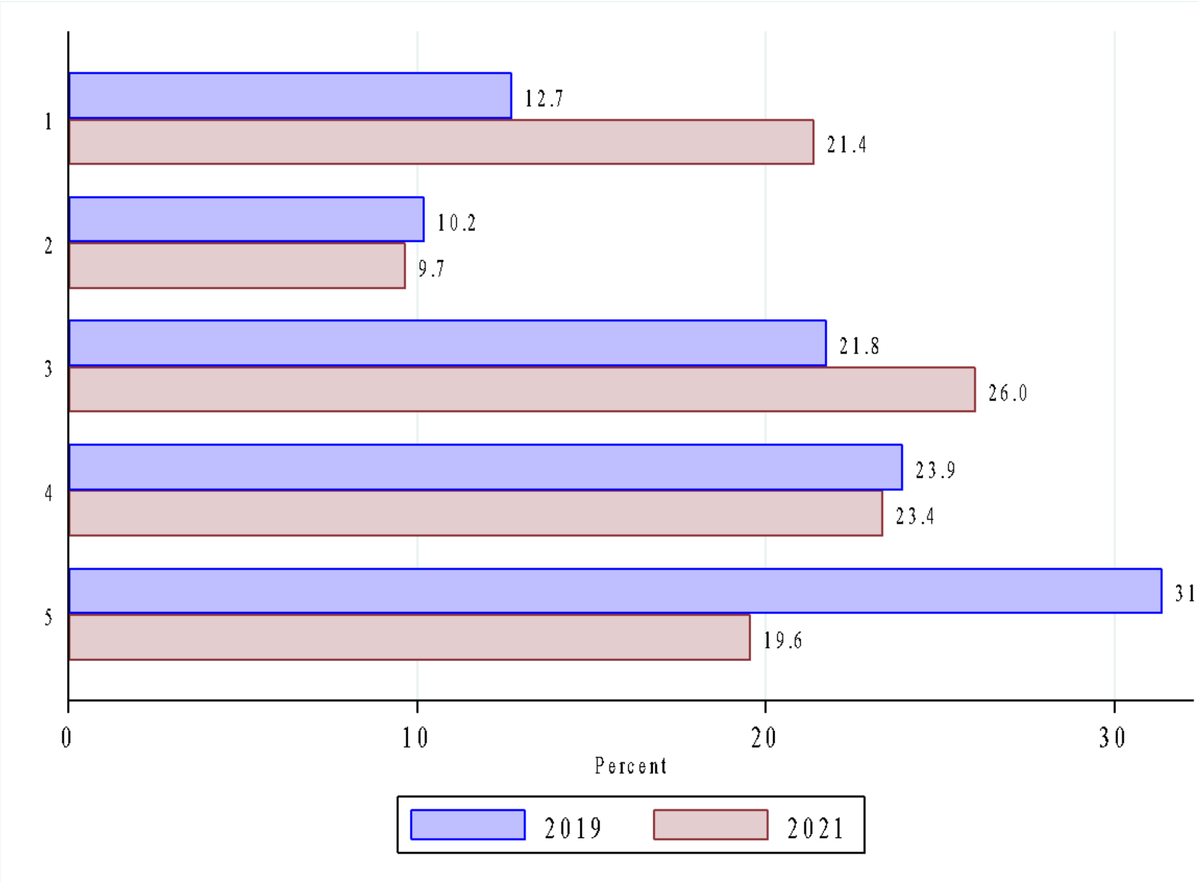
There is a statistically significant difference between the likelihood for self-purchase of small air narrow-leaf foliage houseplants for Purchasers in 2019 and 2021.

On average, 2019 Purchasers are more likely to purchase a small narrow-leaf foliage houseplant for themselves than 2021 Purchasers.

About 33% of 2019 Purchasers are somewhat likely to purchase a small narrow-leaf foliage houseplant versus 22% of 2021 Purchasers.

[220] Question (Q93): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 597; N2021 = 869.

Figure 221. Likelihood of purchase of small narrow-leaf foliage houseplant for a **gift purchase** for Purchasers in 2019 and 2021[221]



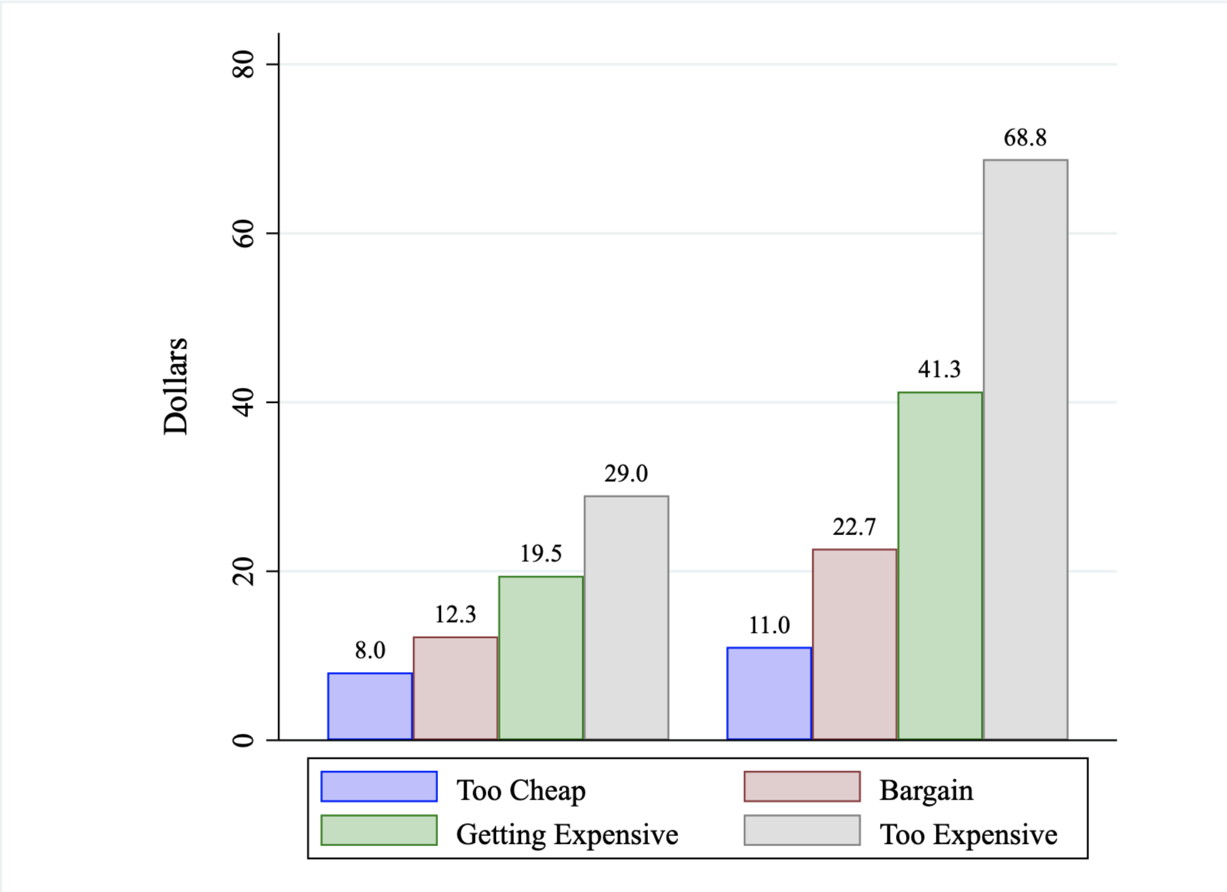
There is a statistically significant difference between the likelihood for gift purchases of small narrow-leaf foliage houseplants for Purchasers in 2019 and 2021.

On average, 2019 Purchasers are more likely to purchase a small narrow-leaf foliage houseplants as a gift for others than 2021 Purchasers.

About 31% of 2019 Purchasers are extremely likely to purchase a small narrow-leaf foliage houseplants versus 20% of 2021 Purchasers.

[221] Question (Q93): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 597; N2021 = 869.

Figure 222. Levels for small narrow-leaf foliage houseplants for Purchasers in 2019 and 2021[222]



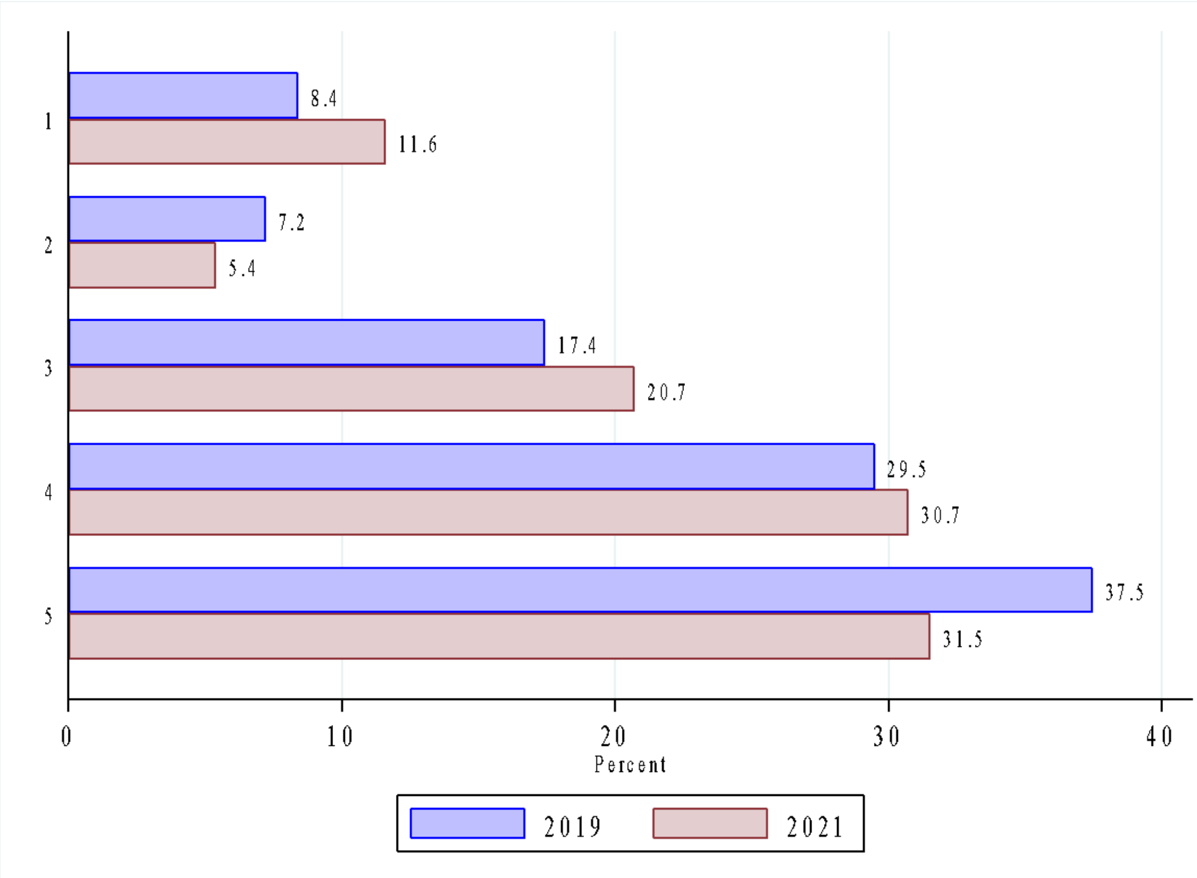
There is a statistically significant difference the price levels of small trailing and climbing houseplants for Purchasers in 2019 and 2021.

2021 Purchasers are willing to pay more for a small trailing or climbing houseplant than 2019 Purchasers.

On average, 2021 Purchasers are willing to pay between $22.70 to $41.30 whereas 2019 Purchasers are willing to pay $12.30 to $19.50.

[222] Question (Q94-97): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N2019 = 597; N2021 = 869.

Figure 223. Likelihood of purchase of small broad-leaf foliage houseplant for a **self-purchase** for Purchasers in 2019 and 2021[223]



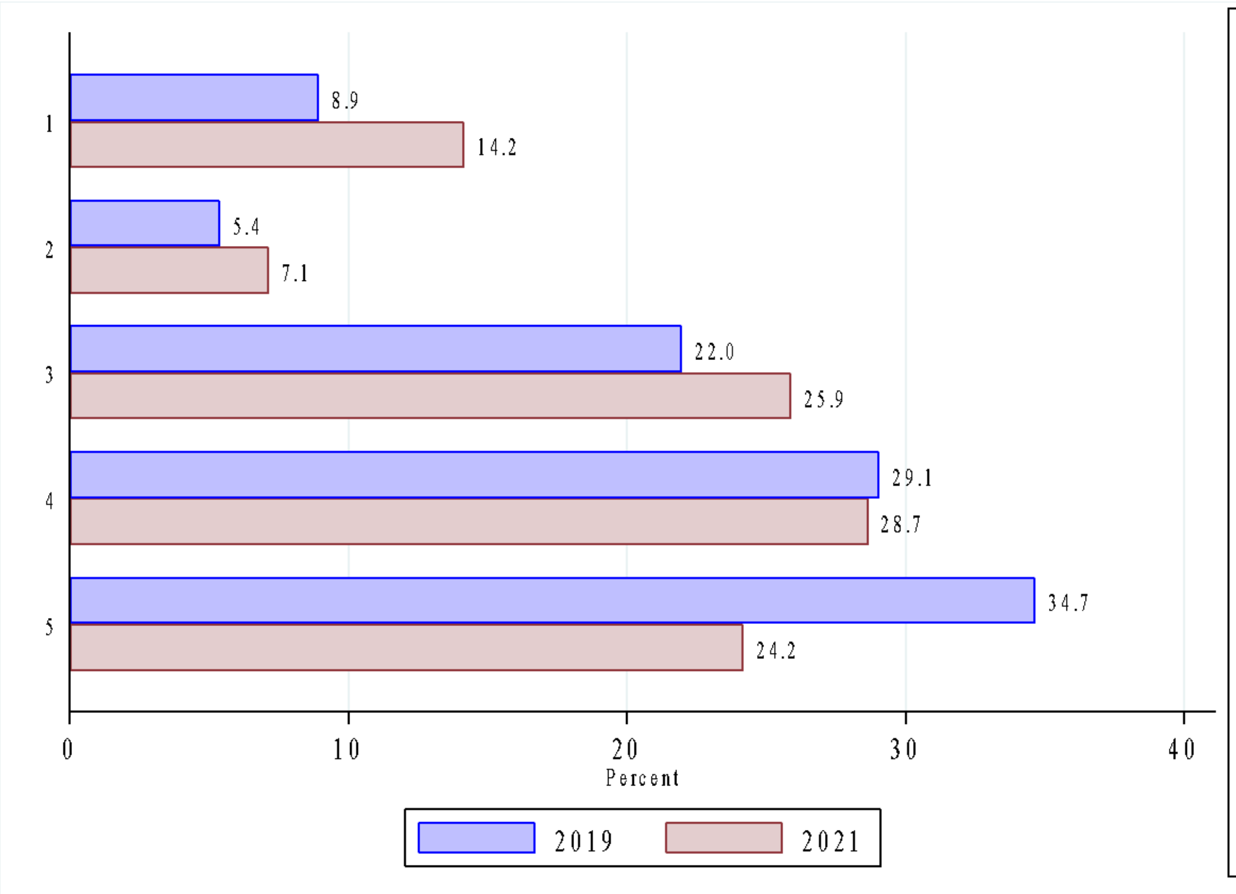
There is a statistically significant difference the likelihood for self-purchase of small air broad-leaf foliage houseplants for Purchasers in 2019 and 2021.

On average, 2019 Purchasers are more likely to purchase a small broad-leaf foliage houseplant for themselves than 2021 Purchasers.

About 38% of 2019 Purchasers are somewhat likely to purchase a small broad-leaf foliage houseplant versus 32% of 2021 Purchasers.

[223] Question (Q98): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 929; N2021 = 869.

Figure 224. Likelihood of purchase of small broad-leaf foliage houseplant for a **gift purchase** for Purchasers in 2019 and 2021[224]



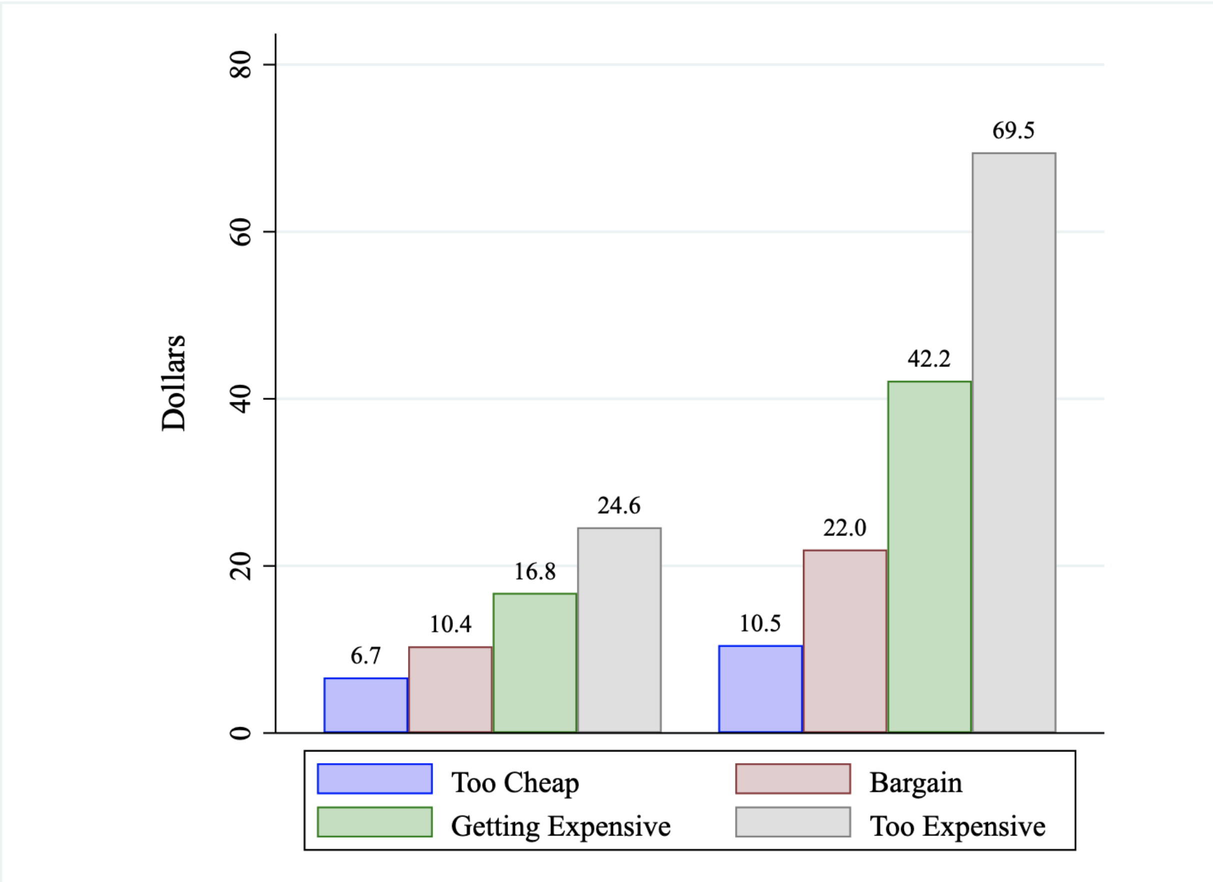
There is a statistically significant difference the likelihood for gift purchases of small broad-leaf foliage houseplants for Purchasers in 2019 and 2021.

On average, 2019 Purchasers are more likely to purchase a small broad-leaf foliage houseplants as a gift for others than 2021 Purchasers.

About 35% of 2019 Purchasers are extremely likely to purchase a small broad-leaf foliage houseplants versus 24% of 2021 Purchasers.

[224] Question (Q98): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 929; N2021 = 869.

Figure 225. Levels for small broad-leaf foliage houseplants for Purchasers in 2019 and 2021[225]



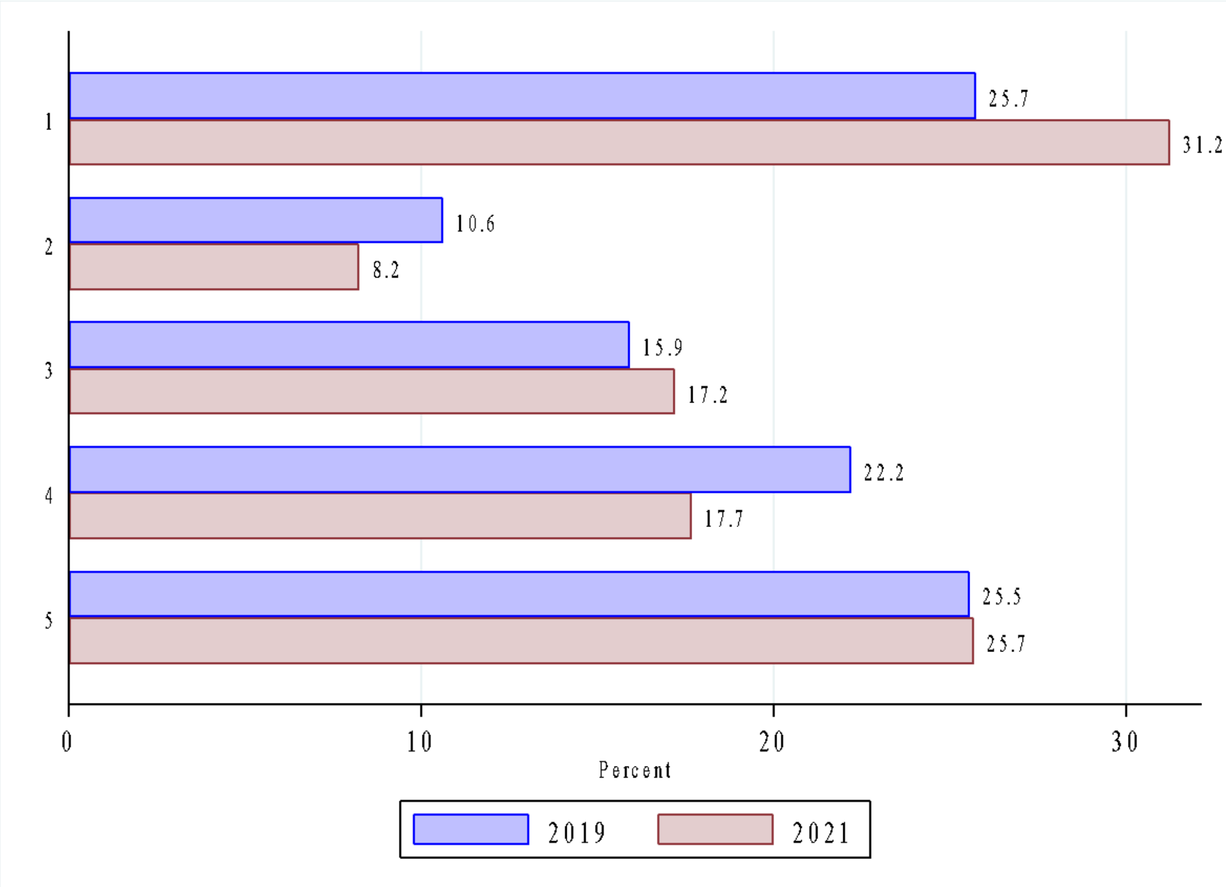
There is a statistically significant difference the price levels of small trailing and climbing houseplants for Purchasers in 2019 and 2021.

2021 Purchasers are willing to pay more for a small broad-leaf foliage houseplant than 2019 Purchasers.

On average, 2021 Purchasers are willing to pay between $22.00 to $42.20 whereas 2019 Purchasers are willing to pay $10.40 to $16.80.

[225] Question (Q99-102): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N2019 = 929; N2021 = 869.

Figure 226. Likelihood of purchase of large cacti for a **self-purchase** for Purchasers in 2019 and 2021[226]

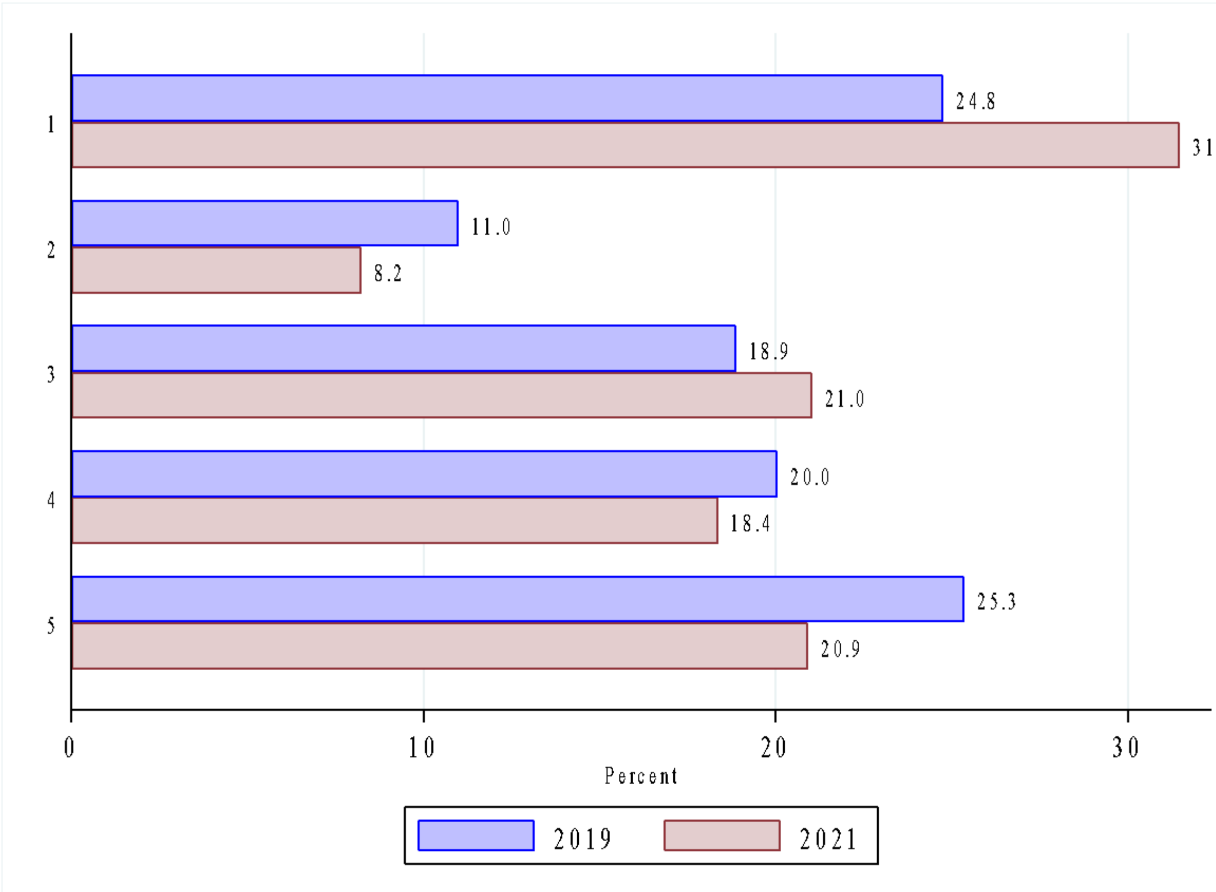


There is no statistically significant difference between the likelihood for self-purchase of large cacti for Purchasers in 2019 and 2021.

On average, 2019 Purchasers are the same likelihood to purchase a large cacti for themselves as 2021 Purchasers.

[226] Question (Q128): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 509; N2021 = 861.

Figure 227. Likelihood of purchase of large cacti for a **gift purchase** for Purchasers in 2019 and 2021[227]



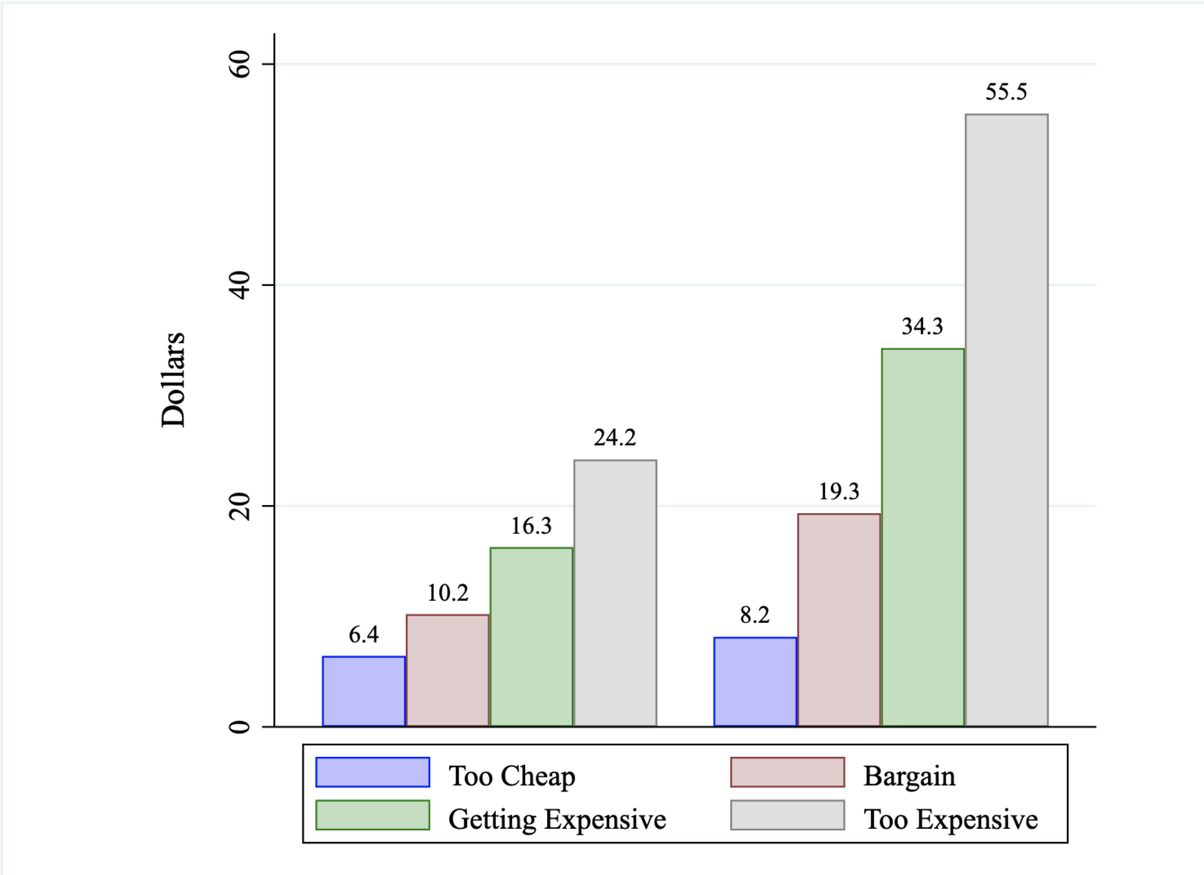
There is a statistically significant difference between the likelihood for gift purchases of large cacti for Purchasers in 2019 and 2021.

On average, 2019 Purchasers are more likely to purchase a large cacti as a gift for others than 2021 Purchasers.

About 25% of 2019 Purchasers are extremely likely to purchase a large cacti versus 21% of 2021 Purchasers.

[227] Question (Q128): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 509; N2021 = 861.

Figure 228. Levels for large cacti for Purchasers in 2019 and 2021[228]



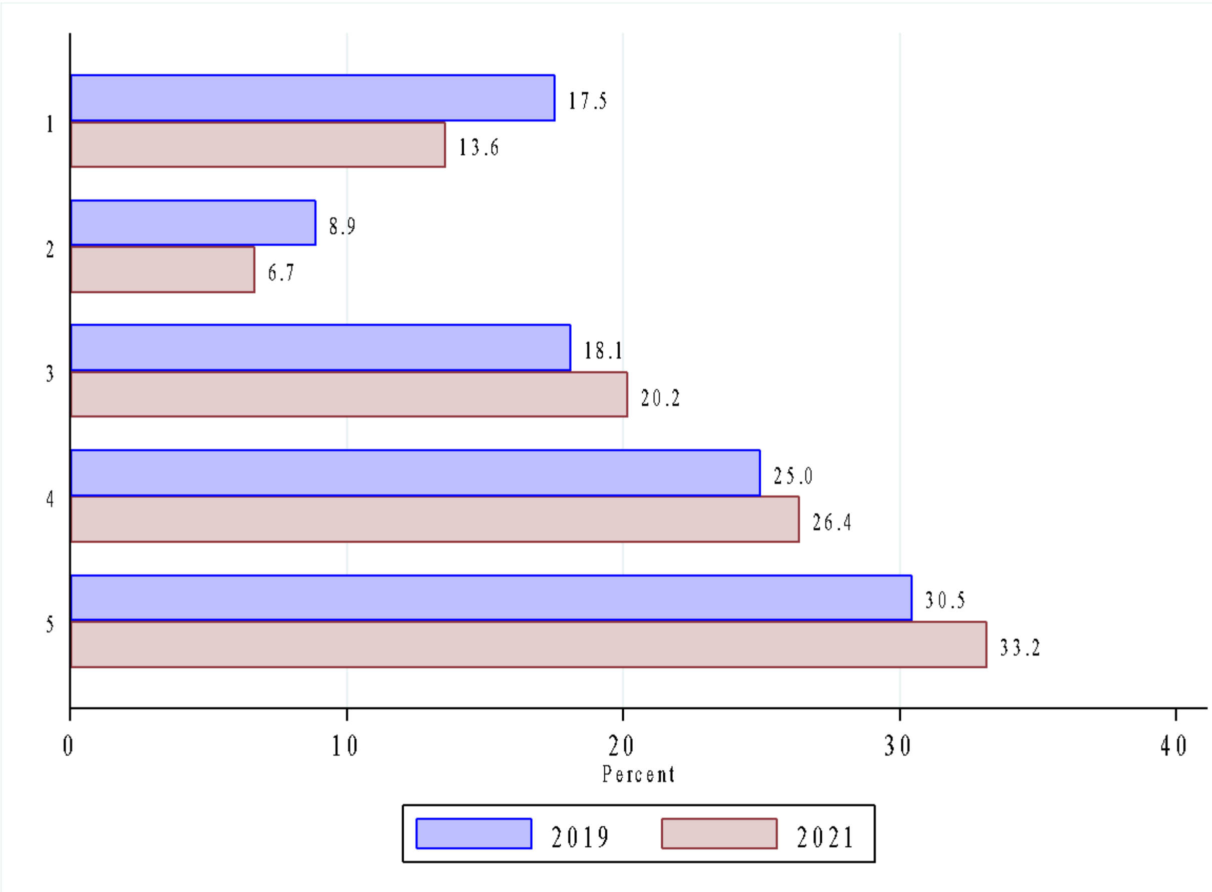
There is statistically significant difference between the price levels of large cacti for Purchasers in 2019 and 2021.

2021 Purchasers are willing to pay more for a large cacti than 2019 Purchasers.

On average, 2021 Purchasers are willing to pay between $19.30 to $34.30 whereas 2019 Purchasers are willing to pay $10.20 to $16.30.

[228] Question (Q129-132): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N2019 = 509; N2021 = 861.

Figure 229. Likelihood of purchase of large succulent for a **self-purchase** for Purchasers in 2019 and 2021[229]



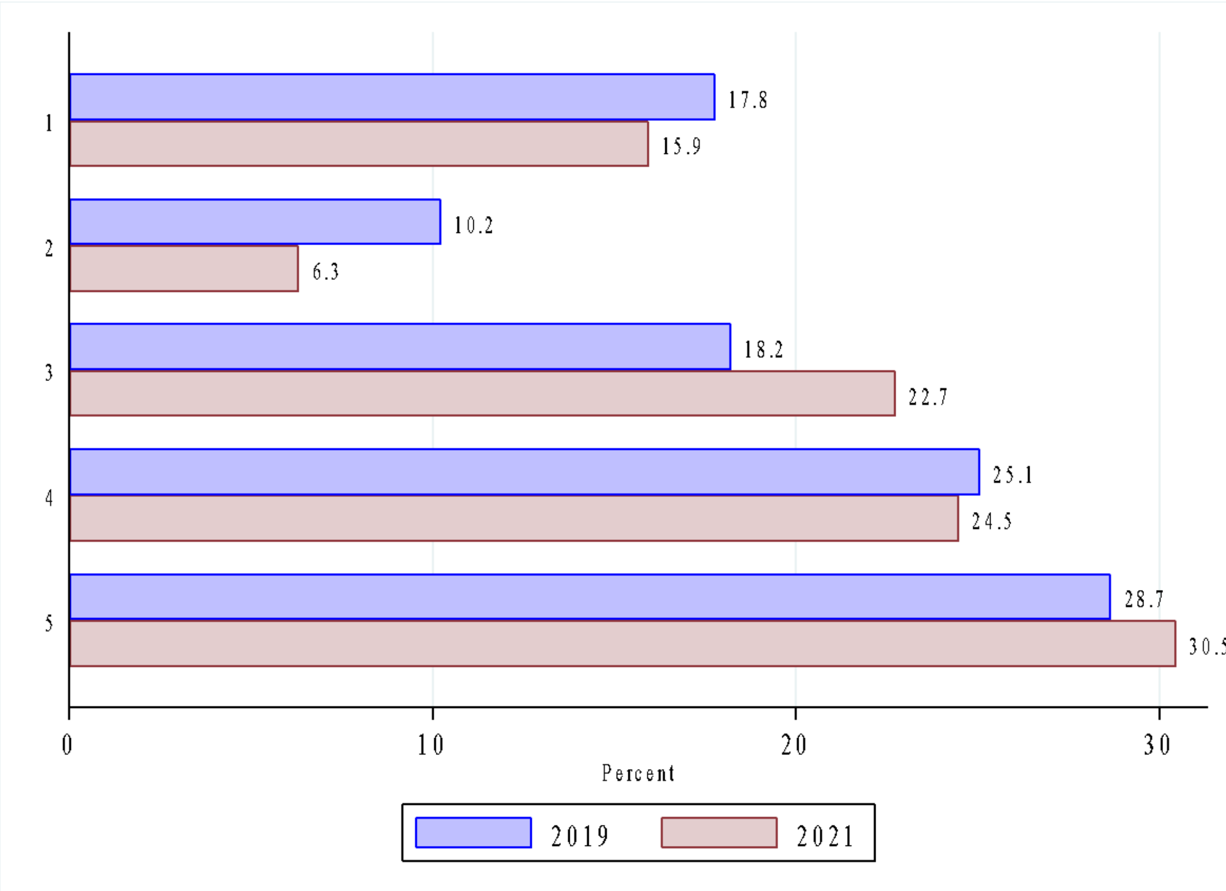
There is a statistically significant difference between the likelihood for self-purchase of large succulents for Purchasers in 2019 and 2021.

On average, 2021 Purchasers are more likely to purchase a large succulent for themselves than 2019 Purchasers.

About 33% of 2021 Purchasers are extremely likely to purchase a large succulent versus 31% of 2019 Purchasers.

229 Question (Q133): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 889; N2021 = 853.

Figure 230. Likelihood of purchase of large succulent for a **gift purchase** for Purchasers in 2019 and 2021[230]

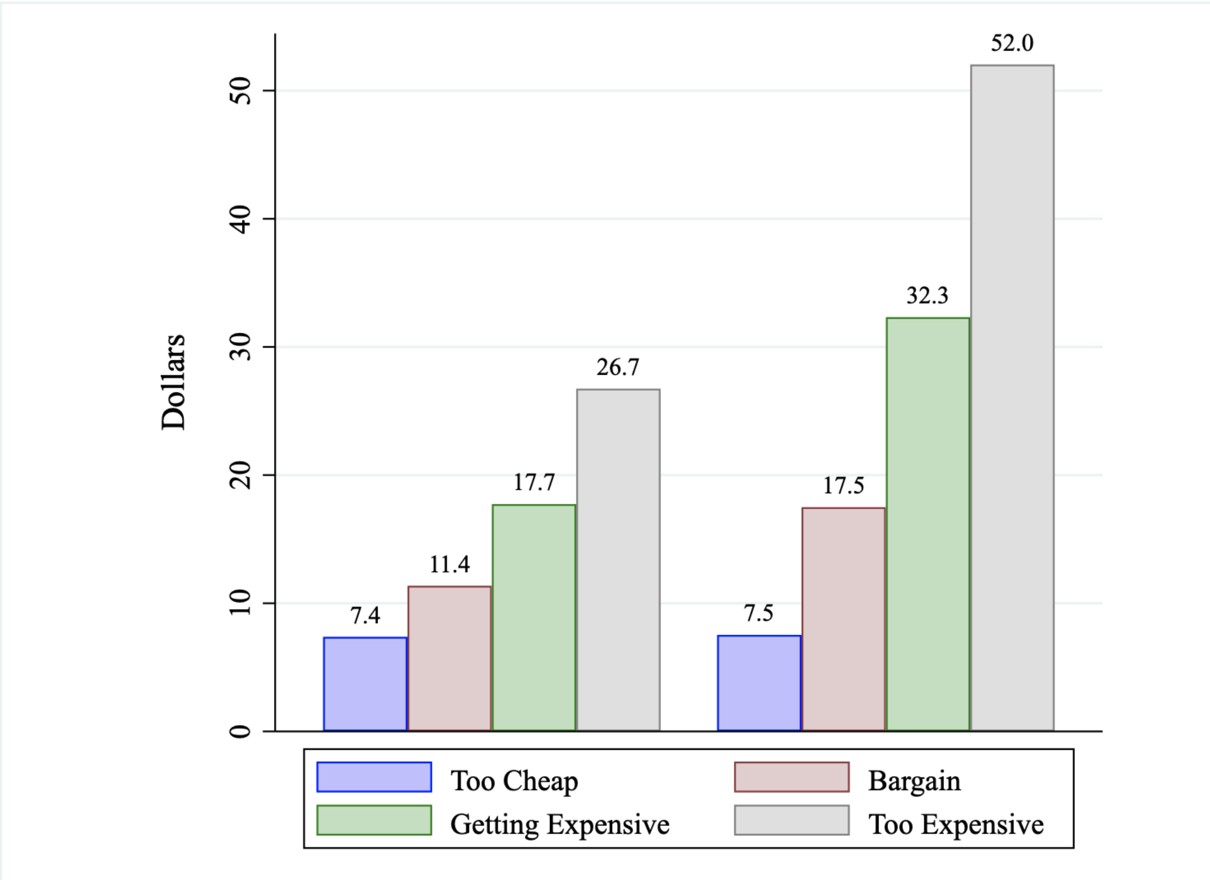


There is not a statistically significant difference between the likelihood for gift purchases of large succulent for Purchasers in 2019 and 2021.

On average, 2019 Purchasers are just as likely to purchase a large succulent as a gift for others as 2021 Purchasers.

[230] Question (Q133): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 889; N2021 = 853.

Figure 231. Levels for large succulents for Purchasers in 2019 and 2021[231]



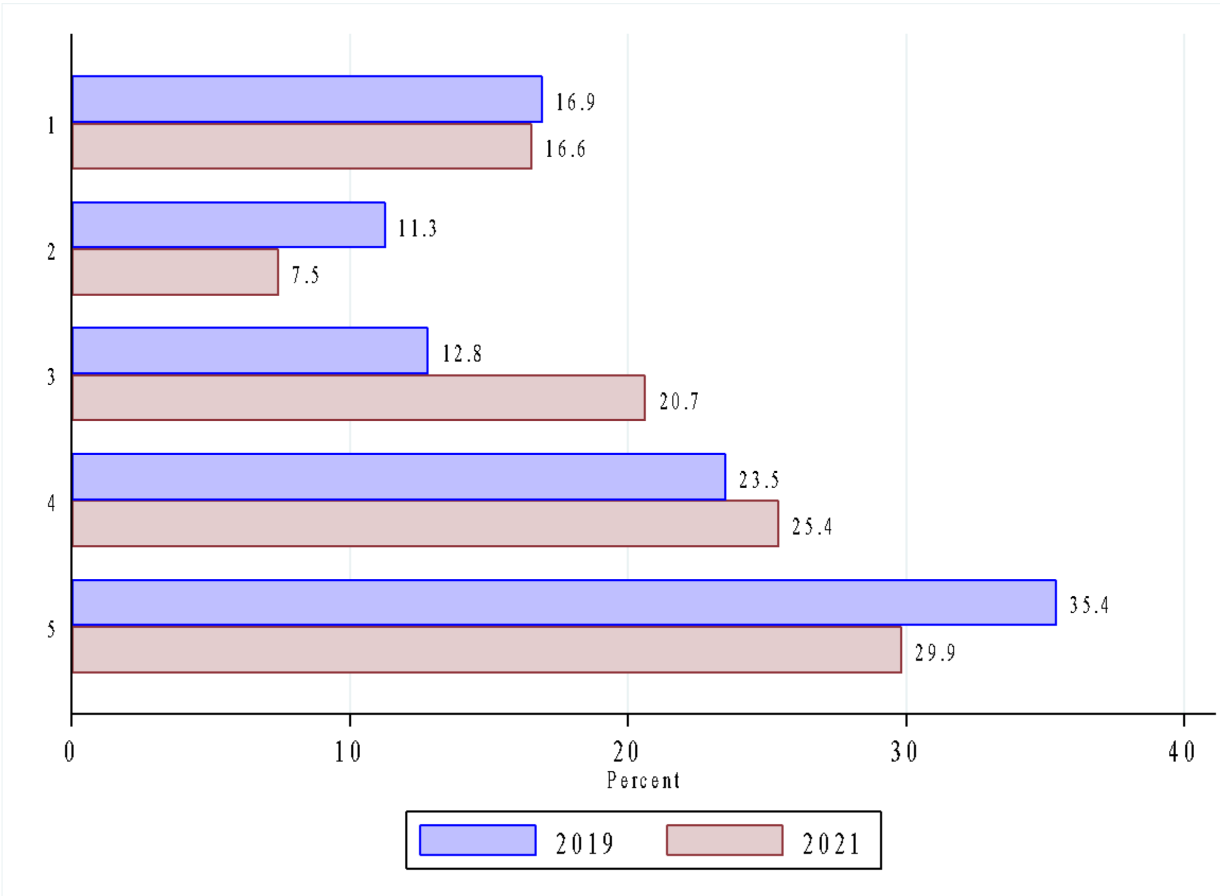
There is a statistically significant difference between the price levels of large succulents for Purchasers in 2019 and 2021.

2021 Purchasers are willing to pay more for a large succulents than 2019 Purchasers.

On average, 2021 Purchasers are willing to pay between $17.50 to $32.30 whereas 2019 Purchasers are willing to pay $11.40 to $17.70.

[231] Question (Q134-137): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N2019 = 889; N2021 = 853.

Figure 232. Likelihood of purchase of large trailing or climbing houseplants for a **self-purchase** for Purchasers in 2019 and 2021[232]

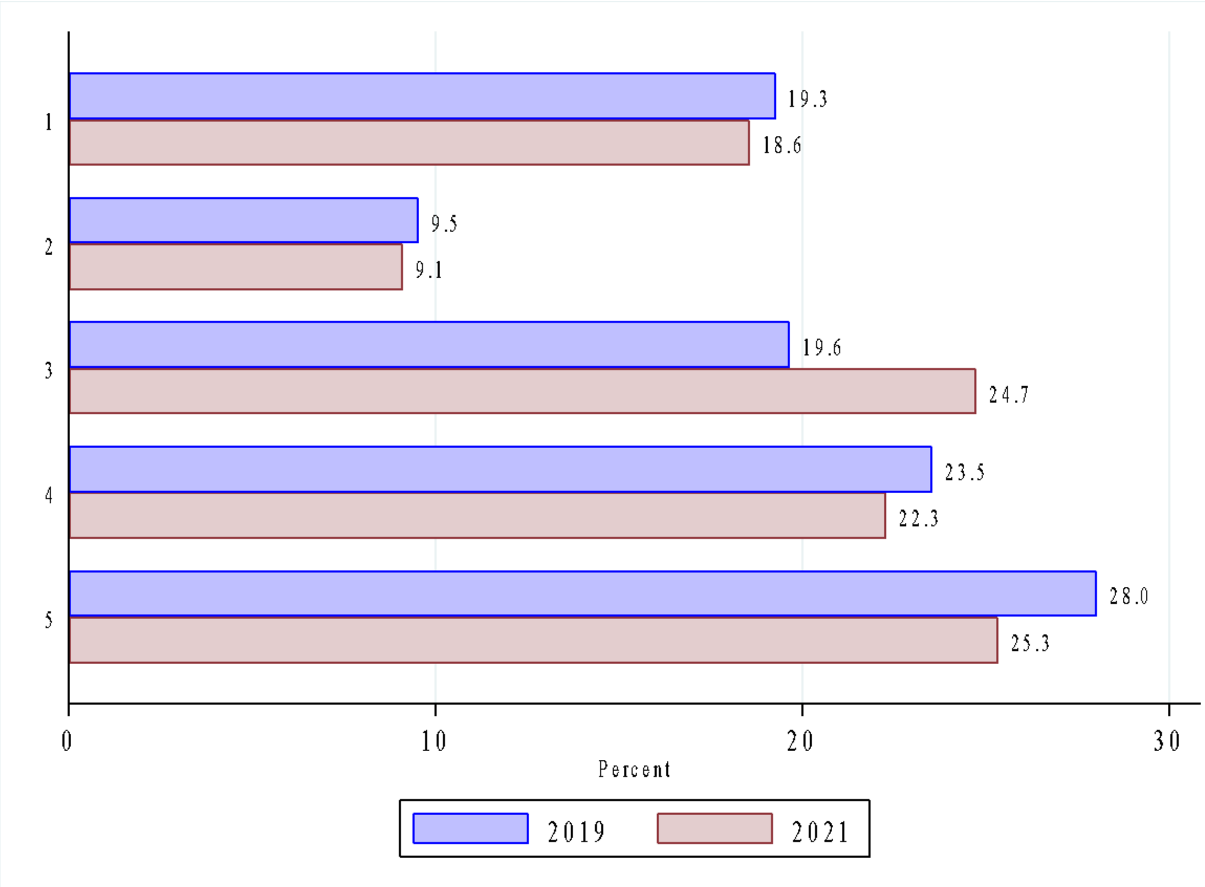


There is not a statistically significant difference between the likelihood for self-purchase of large trailing or climbing houseplant for Purchasers in 2019 and 2021.

On average, 2021 Purchasers are just as likely to purchase a large trailing or climbing houseplant for themselves as 2019 Purchasers.

[232] Question (Q138): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 514; N2021 = 857.

Figure 233. Likelihood of purchase of large trailing or climbing houseplants for a **gift purchase** for Purchasers in 2019 and 2021[233]

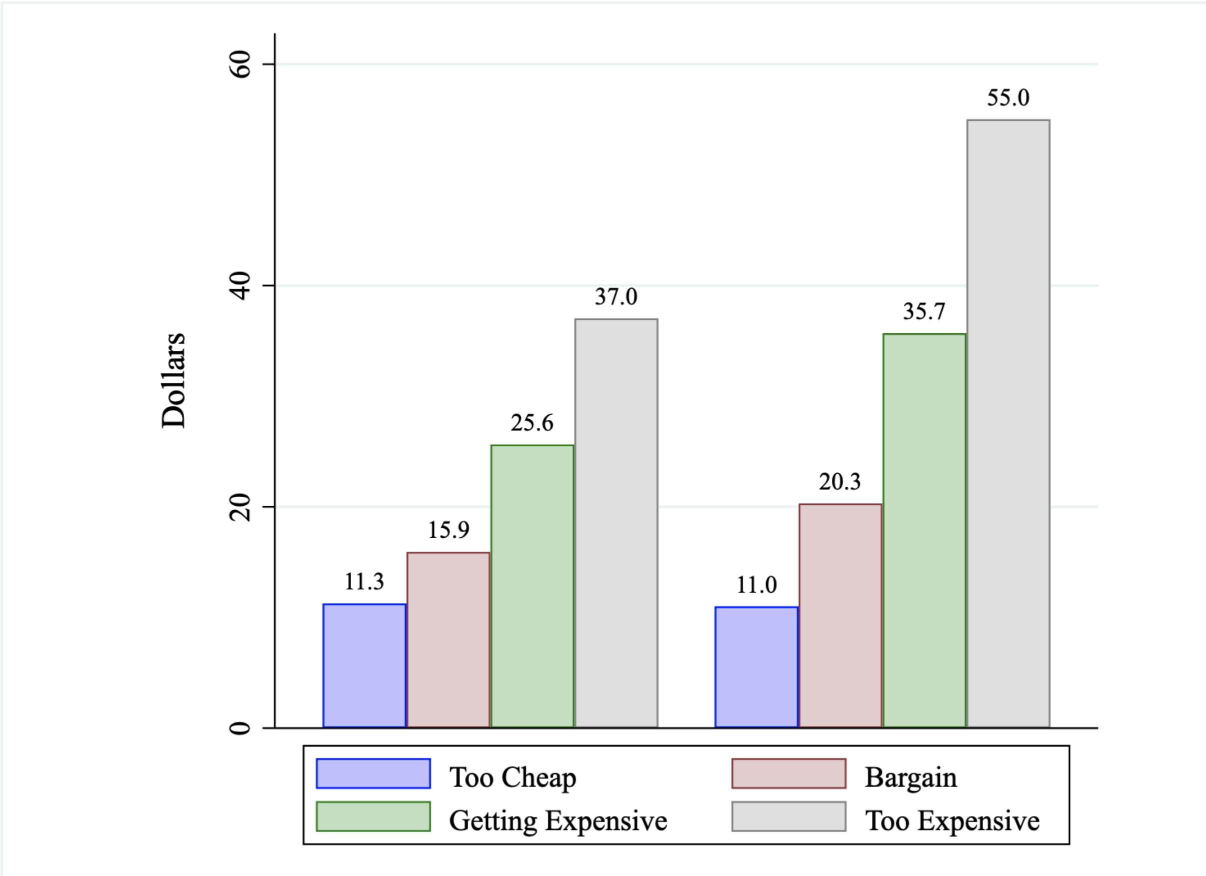


There is not a statistically significant difference between the likelihood for gift purchases of large trailing or climbing houseplants for Purchasers in 2019 and 2021.

On average, 2019 Purchasers are just as likely to purchase a large trailing or climbing houseplants as a gift for others as 2021 Purchasers.

[233] Question (Q138): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 514; N2021 = 857.

Figure 234. Levels for large trailing or climbing houseplants for Purchasers in 2019 and 2021[234]



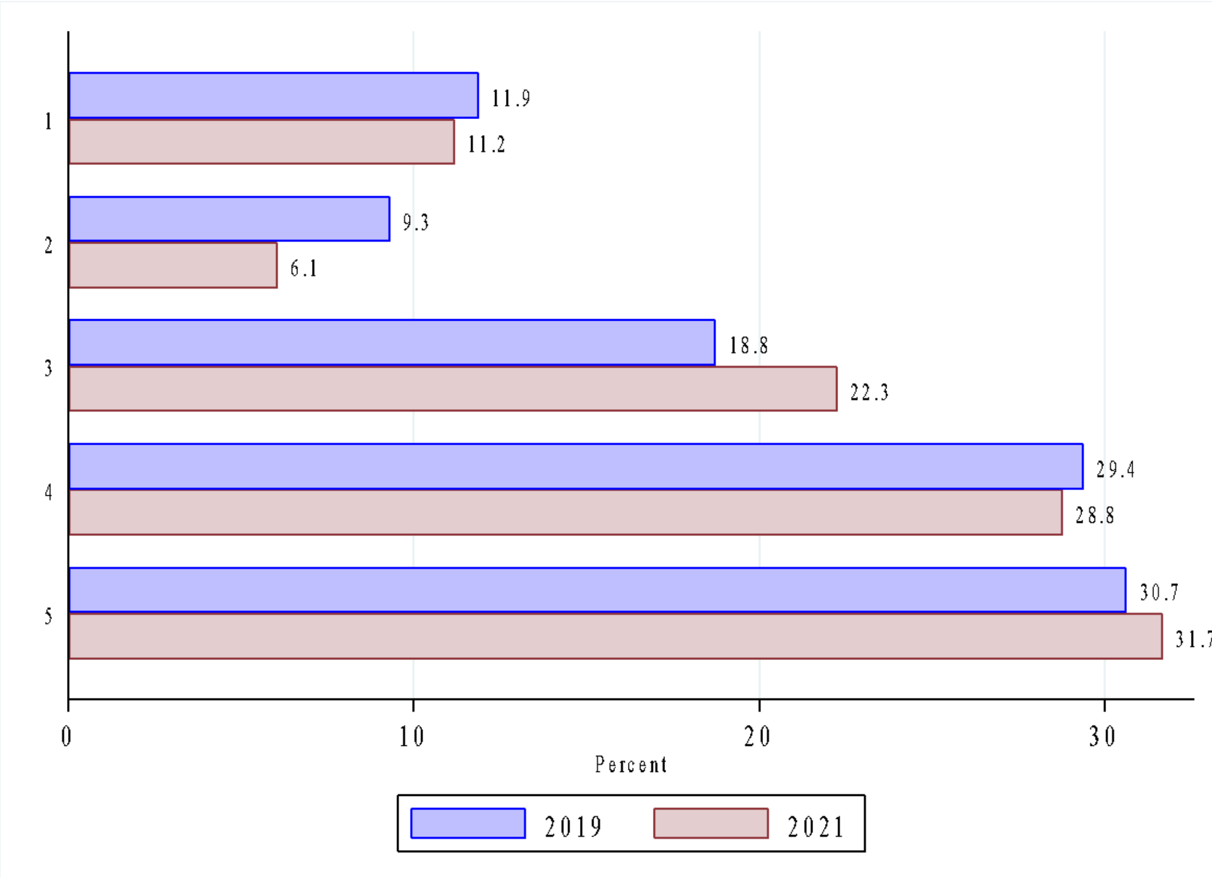
There is a statistically significant difference between the price levels of large trailing or climbing houseplants for Purchasers in 2019 and 2021.

2021 Purchasers are willing to pay more for a large trailing or climbing houseplants than 2019 Purchasers.

On average, 2021 Purchasers are willing to pay between $20.30 to $35.70 whereas 2019 Purchasers are willing to pay $15.90 to $25.60.

[234] Question (Q139-142): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N2019 = 514; N2021 = 857.

Figure 235. Likelihood of purchase of large broad-leaf foliage houseplant for a **self purchase** for Purchasers in 2019 and 2021[235]

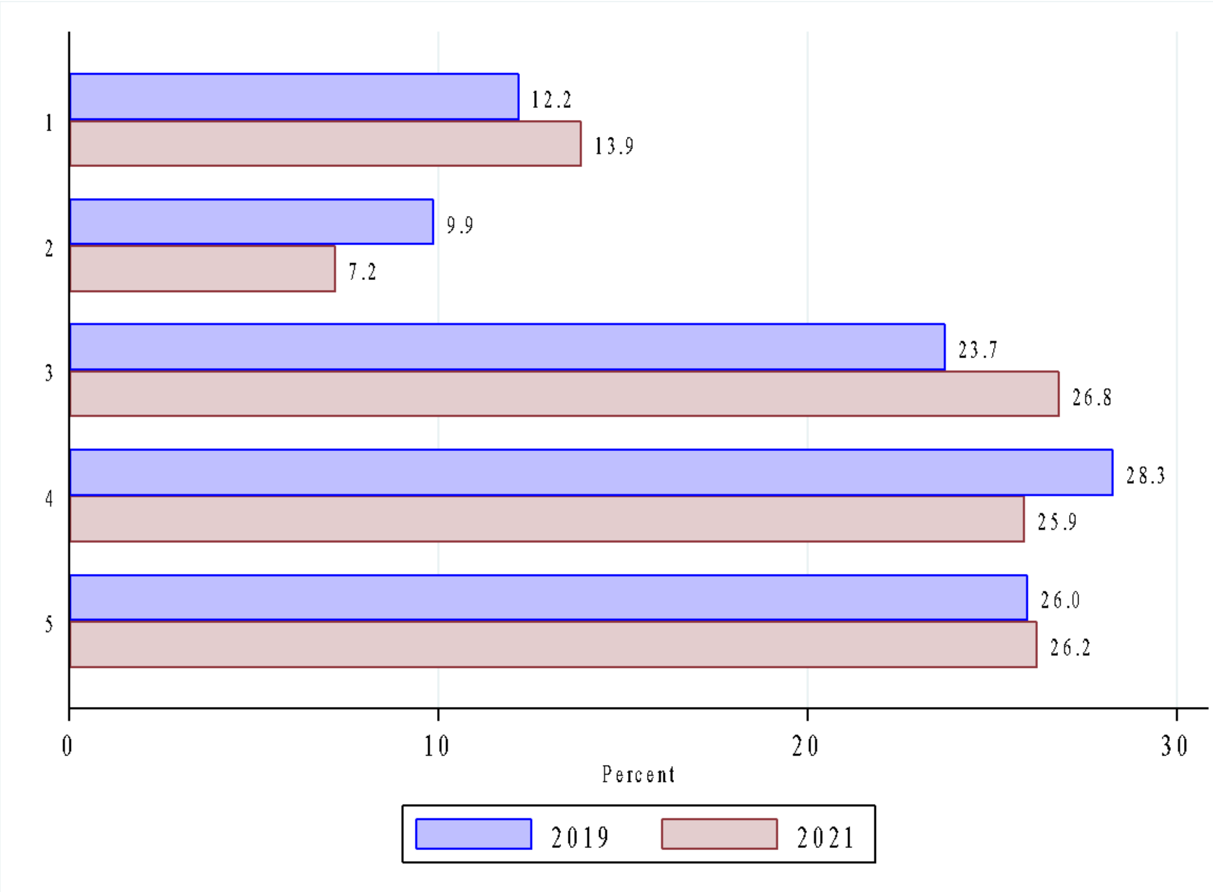


There is not a statistically significant difference between the likelihood for self-purchase of large broad-leaf foliage houseplants or climbing houseplants for Purchasers in 2019 and 2021.

On average, 2021 Purchasers are just as likely to purchase a large broad-leaf foliage houseplant for themselves as 2019 Purchasers.

[235] Question (Q148): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 714; N2021 = 858.

Figure 236. Likelihood of purchase of large broad-leaf foliage houseplant for a **gift purchase** for Purchasers in 2019 and 2021[236]

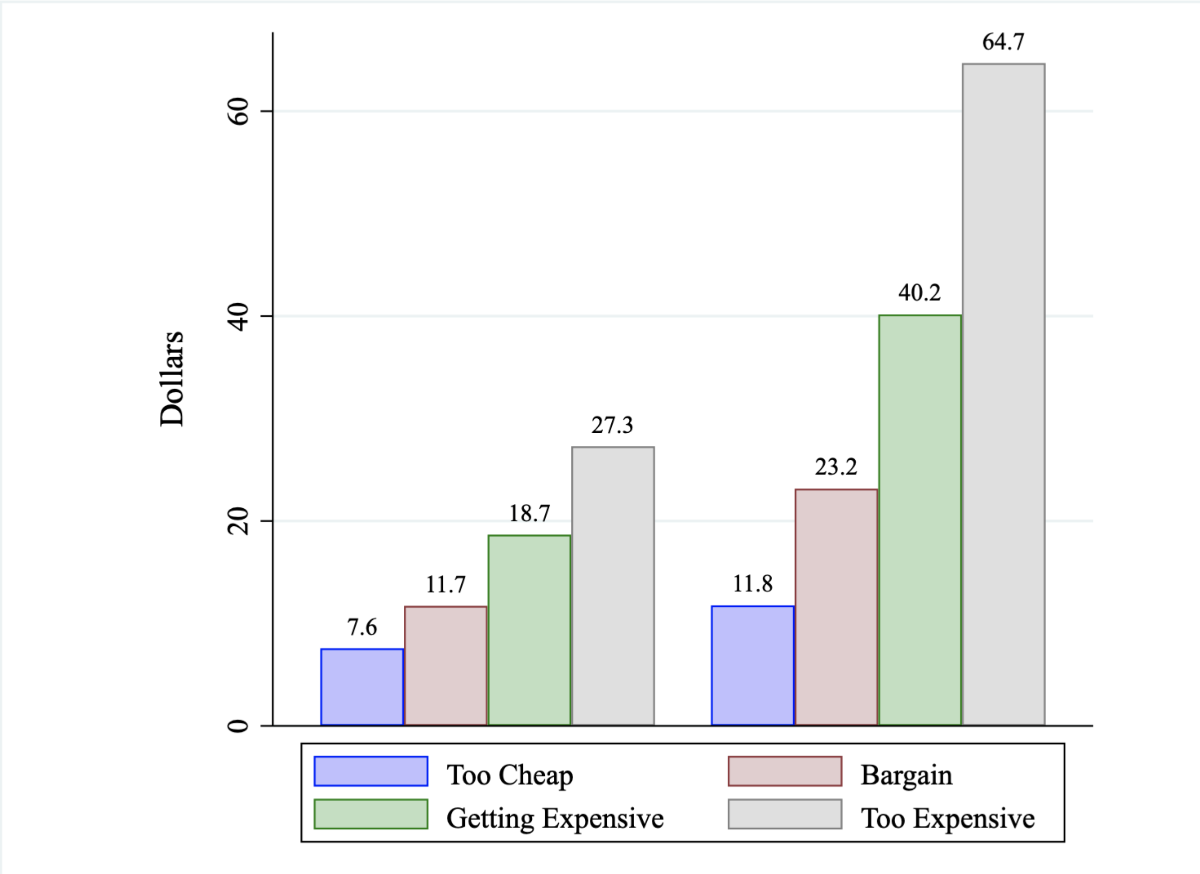


There is not a statistically significant difference between the likelihood for gift purchases of large broad-leaf foliage houseplants for Purchasers in 2019 and 2021.

On average, 2019 Purchasers are just as likely to purchase a large broad-leaf foliage houseplants as a gift for others as 2021 Purchasers.

[236] Question (Q148): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 714; N2021 = 858.

Figure 237. Levels for large broad-leaf foliage houseplant for Purchasers in 2019 and 2021[237]



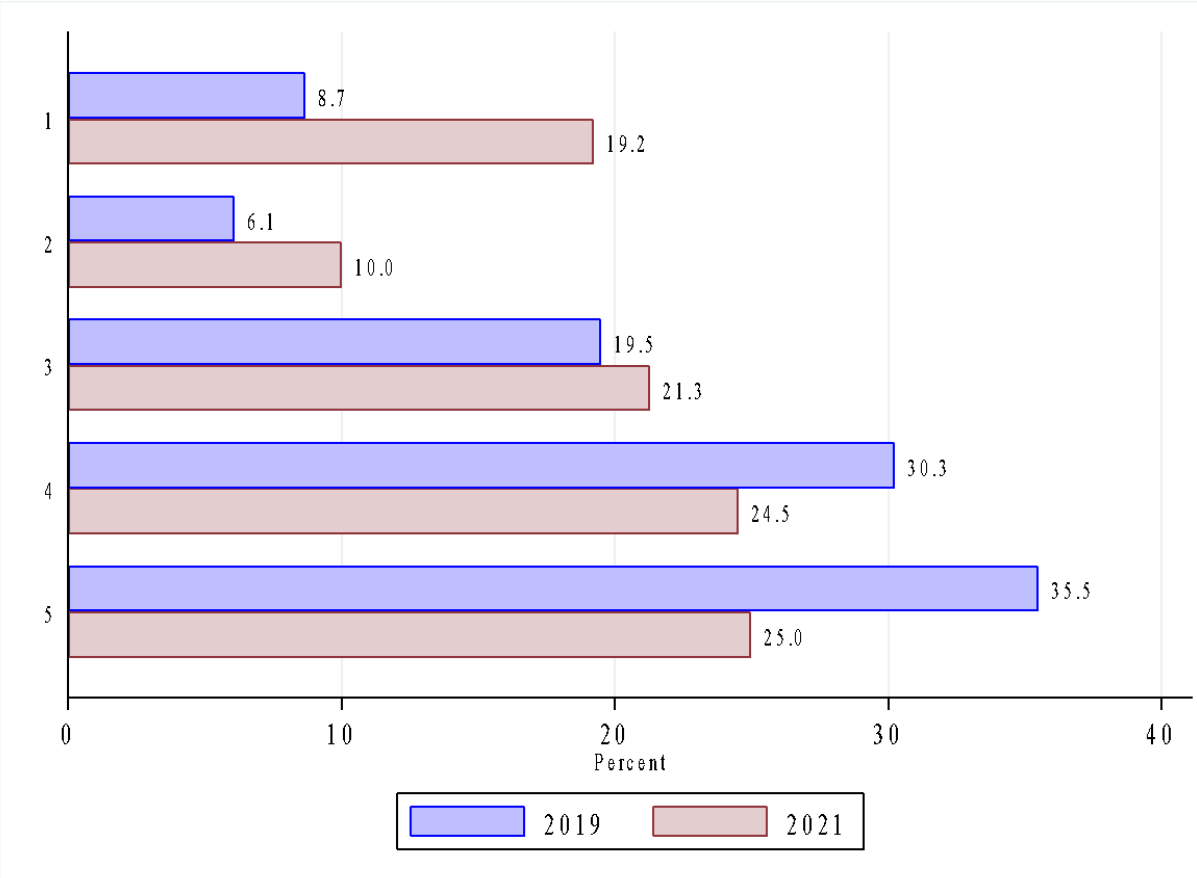
There is a statistically significant difference between the price levels of large broad-leaf foliage houseplants for Purchasers in 2019 and 2021.

2021 Purchasers are willing to pay more for a large broad-leaf foliage houseplants than 2019 Purchasers.

On average, 2021 Purchasers are willing to pay between $23.20 to $40.20 whereas 2019 Purchasers are willing to pay $11.70 to $18.70.

[237] Question (Q149-152): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N2019 = 714; N2021 = 858.

Figure 238. Likelihood of purchase of large narrow-leaf foliage houseplant for a **self purchase** for Purchasers in 2019 and 2021[238]



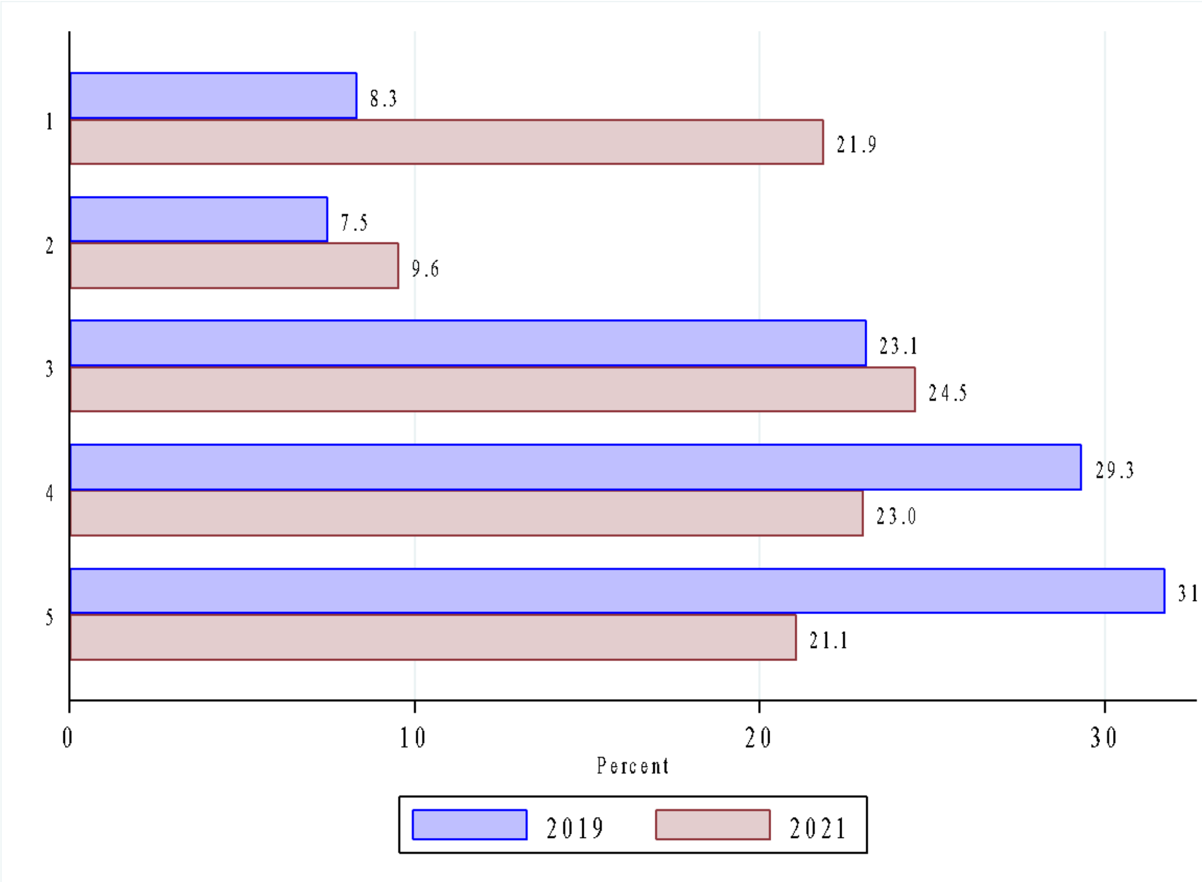
There is a statistically significant difference between the likelihood for self-purchase of large narrow-leaf foliage houseplants for Purchasers in 2019 and 2021.

On average, 2019 Purchasers are more likely to purchase a large narrow-leaf foliage houseplant for themselves than 2021 Purchasers.

About 36% of 2019 Purchasers are extremely likely to purchase a large succulent versus 25% of 2021 Purchasers.

[238] Question (Q153): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 600; N2021 = 869.

Figure 239. Likelihood of purchase of large narrow-leaf foliage houseplant for a **gift purchase** for Purchasers in 2019 and 2021[239]



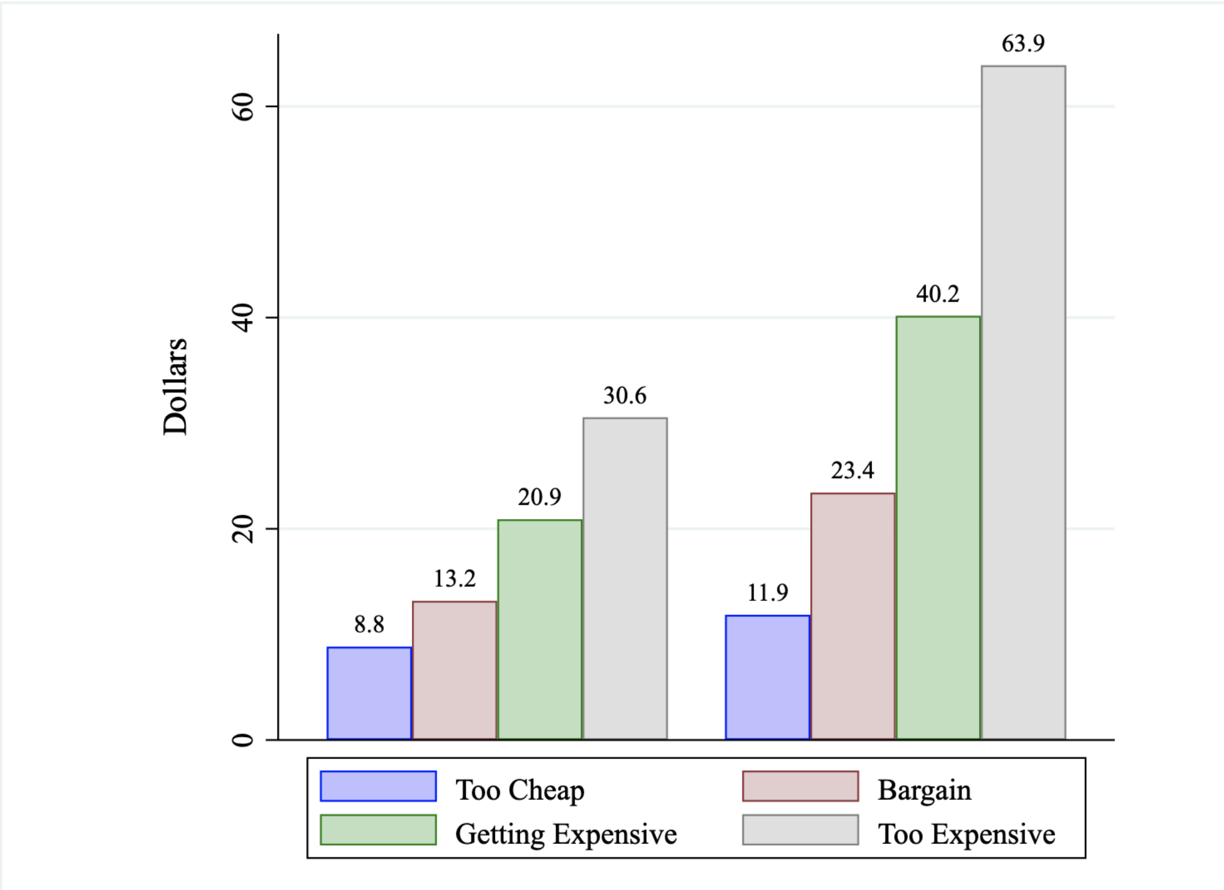
There is a statistically significant difference between the likelihood as a gift purchase of large narrow-leaf foliage houseplants for Purchasers in 2019 and 2021.

On average, 2019 Purchasers are more likely to purchase a large narrow-leaf foliage houseplant has a gift for others than 2021 Purchasers.

About 32% of 2019 Purchasers are extremely likely to purchase a large succulent versus 21% of 2021 Purchasers.

[239] Question (Q153): How likely is it that you would purchase this product for yourself or as a gift for someone? (1=Very Unlikely, 5=Very Likely). N2019 = 600; N2021 = 869.

Figure 240. Levels for large narrow-leaf foliage houseplant for Purchasers in 2019 and 2021[240]



There is a statistically significant difference between the price levels of large narrow-leaf foliage houseplants for Purchasers in 2019 and 2021.

2021 Purchasers are willing to pay more for a large narrow-leaf foliage houseplants than 2019 Purchasers.

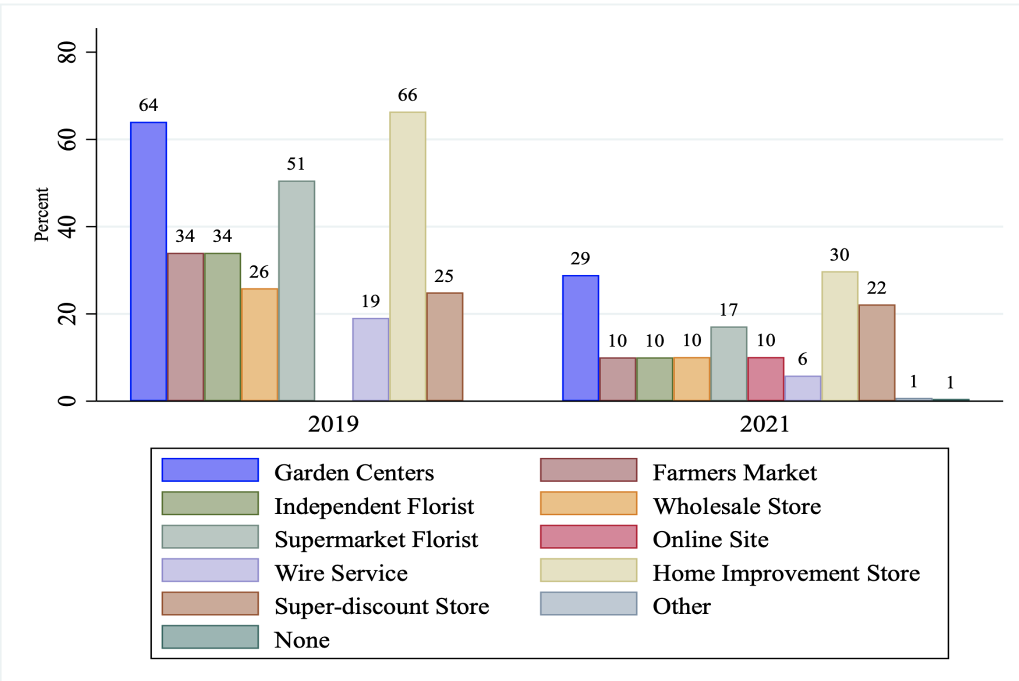
On average, 2021 Purchasers are willing to pay between $23.40 to $40.20 whereas 2019 Purchasers are willing to pay $13.20 to $20.90.

[240] Question (Q154-157): At what price would you think this product is too cheap, bargain, getting expensive and too expensive? N2019 = 600; N2021 = 869.

Outlets

Purchasers in 2019 visited retail outlets more often than 2021 Purchasers. They also reported in greater numbers for the reasons they purchased at each of the retail outlets, convenient location being a driver factor in 2021.

Figure 241. Houseplant purchasing outlets for Purchasers in 2019 and 2021[241]



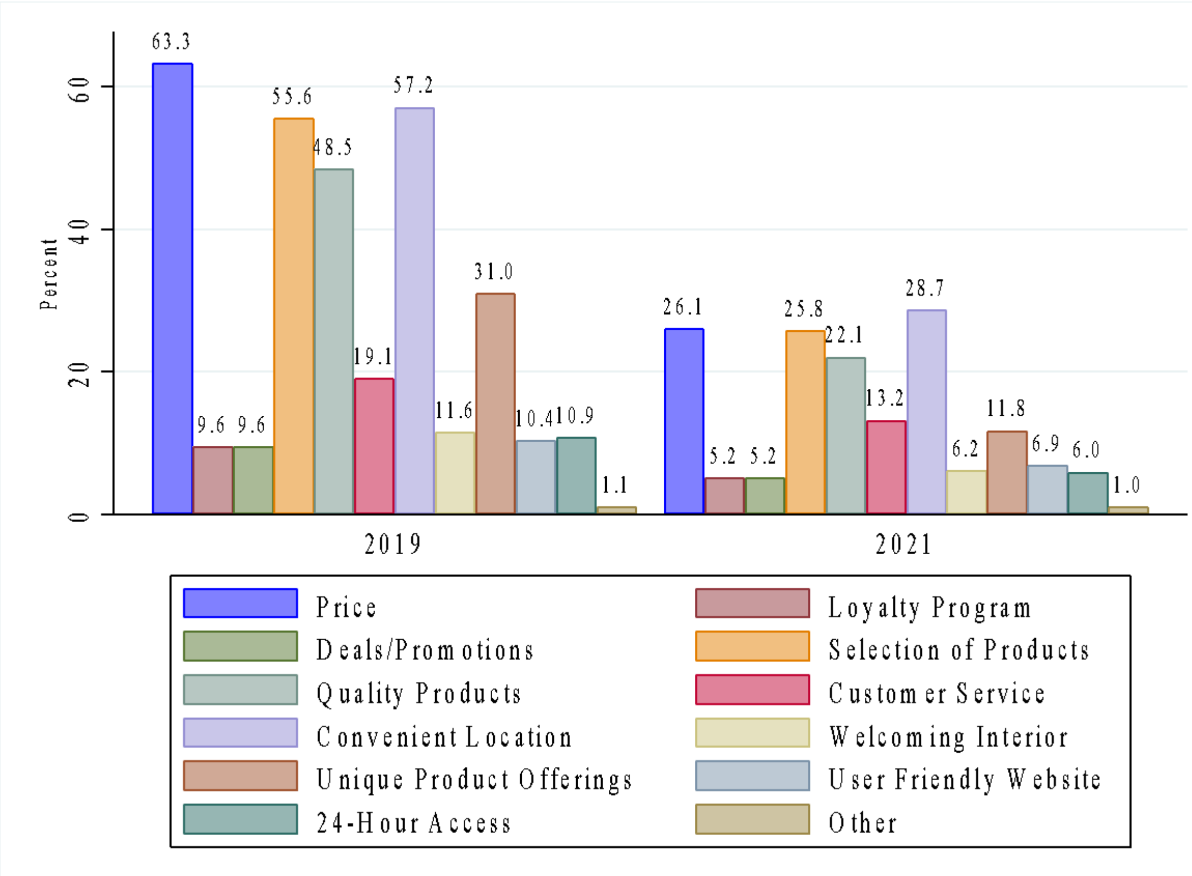
There is a statistically significant difference between the houseplant purchasing outlets in 2019 and 2021.

On average, 2019 Purchasers purchased at more at outlets overall.

Like 2021 Purchasers, 2019 Purchasers purchased at Home Improvement stores, garden centers, and supermarket floral departments the most.

241 Question (Q163): Which of the following outlets do you usually purchase houseplants or other floral products from? (select all that apply). The category "Online Sites" was introduced as a category in 2021; therefore, no data is present for that category in 2019. N2019 = 2094; N2021 = 1722.

Figure 242. The primary reasons for purchase at selected outlets of purchase for Purchasers in 2019 and 2021[242]



There is a statistically significant difference between the reasons that Purchasers choose houseplant purchasing outlets in 2019 and 2021.

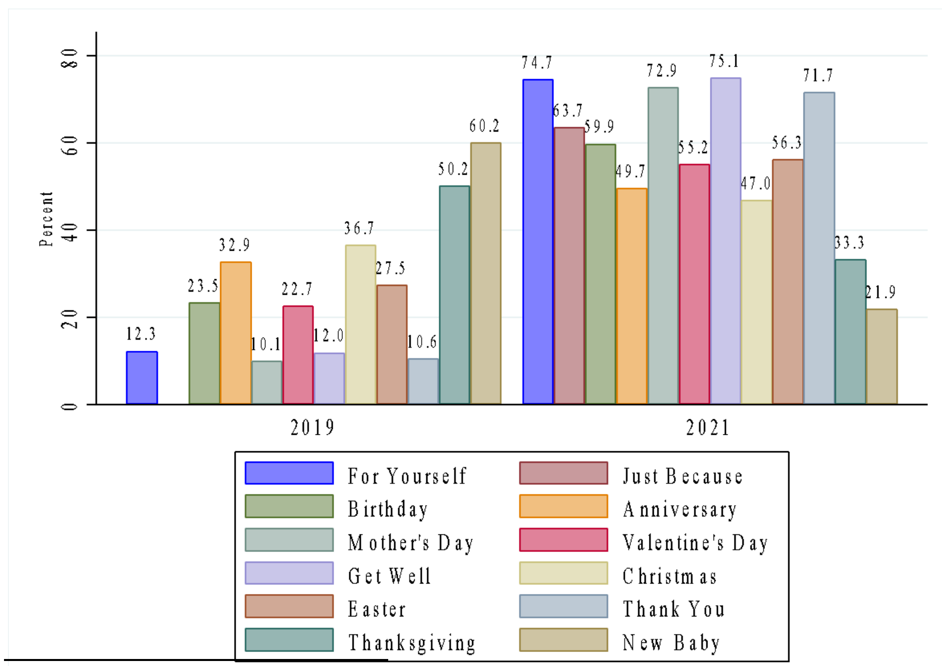
Like 2021 Purchasers, 2019 Purchasers were most concerned about price, selection, quality, and convenient location, but a greater number of Purchasers in 2019 were also concerned about service and unique product offerings.

[242] Question (Q164): What are the primary reasons you selected the outlet(s) in the previous question? (select all that apply). N2019 = 2094; N2021 = 1722.

Occasions

2021 Purchasers report purchasing houseplants for most holidays and special events more than 2019 Purchasers. The greatest difference was in the "Get Well" gift category where 75% of 2021 Purchasers would give a houseplant as a "Get Well" gift and only 12% of 2019 Purchasers would. Houseplants are more likely to be given as a gift in 2021 in the following categories: for yourself, just because, birthday, anniversary, Mother's Day, Valentine's Day, Christmas, Easter, and as a thank you. 2019 Purchasers had a higher likelihood of giving a houseplant as a gift for Thanksgiving and for a new baby.

Figure 243. The likelihood of a Purchaser giving a houseplant as a gift for each occasion in 2019 and 2021[243]



There is statistically significant difference between the likelihood of giving a houseplant gift for specific occasions between 2019 and 2021 Purchasers.

2021 Purchasers have a significantly greater likelihood of giving a houseplant as a gift for nearly every occasion, except for Thanksgiving and a new baby.

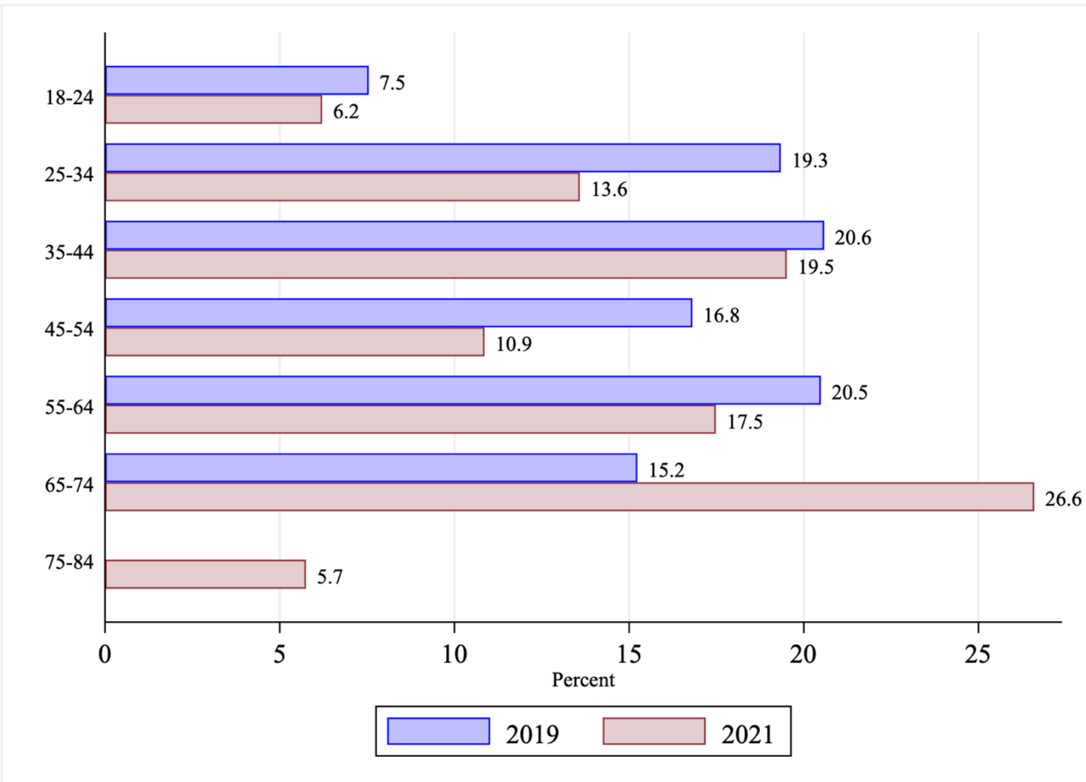
The greatest difference is where 75% of 2021 Purchasers would give a houseplant as a "Get Well" gift while only 12% of 2019 Purchasers would.

[243] Question (Q172): Please rate your likelihood of giving a houseplant product as a gift for the following occasions. N2019 = 2094; N2021 = 853.

Socio-Demographics

2021 Purchasers are older, with more education, income, and members in the household than 2019 Purchasers. There is no difference in the ethnic heritage of Purchasers. 2019 Purchasers are likely to be rural or small town dwelling consumers from the Northeast, Midwest, or West while 2021 Purchasers are likely to live in metropolitan or suburban areas and reside in the Southeast and Mid-Atlantic regions of the United States.

Figure 244. Age of the Purchasers in 2019 and 2021[244]

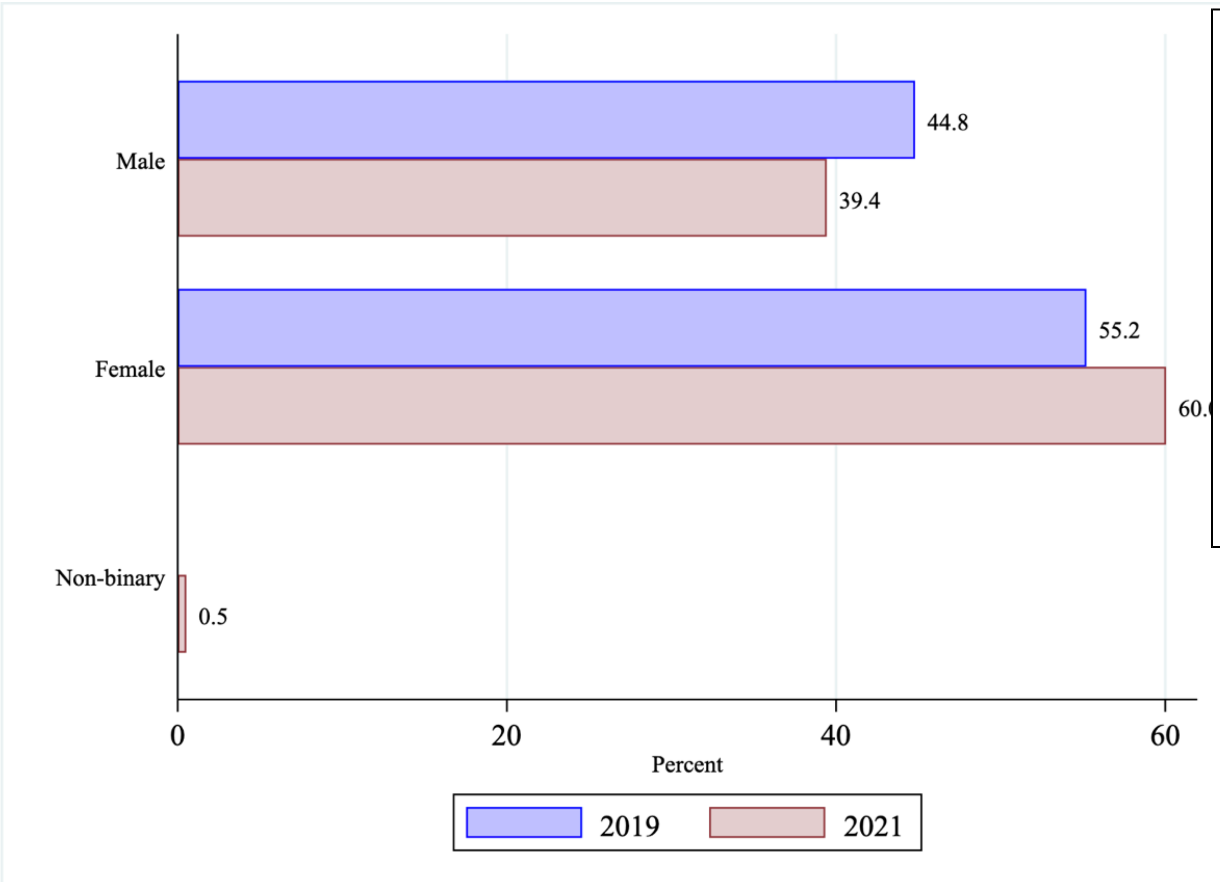


There is a statistically significant difference between the age of 2019 and 2021 Purchasers.

2021 Purchasers are slightly older than 2019 Purchasers, with the average age of 2021 Purchasers being 52 years old, while the average age of 2019 Purchasers was 47 years old.

[244] Question (Q4): What's your age? N2019 = 2094; N2021 = 1722.

Figure 245. Gender of the Purchasers in 2019 and 2021[245]

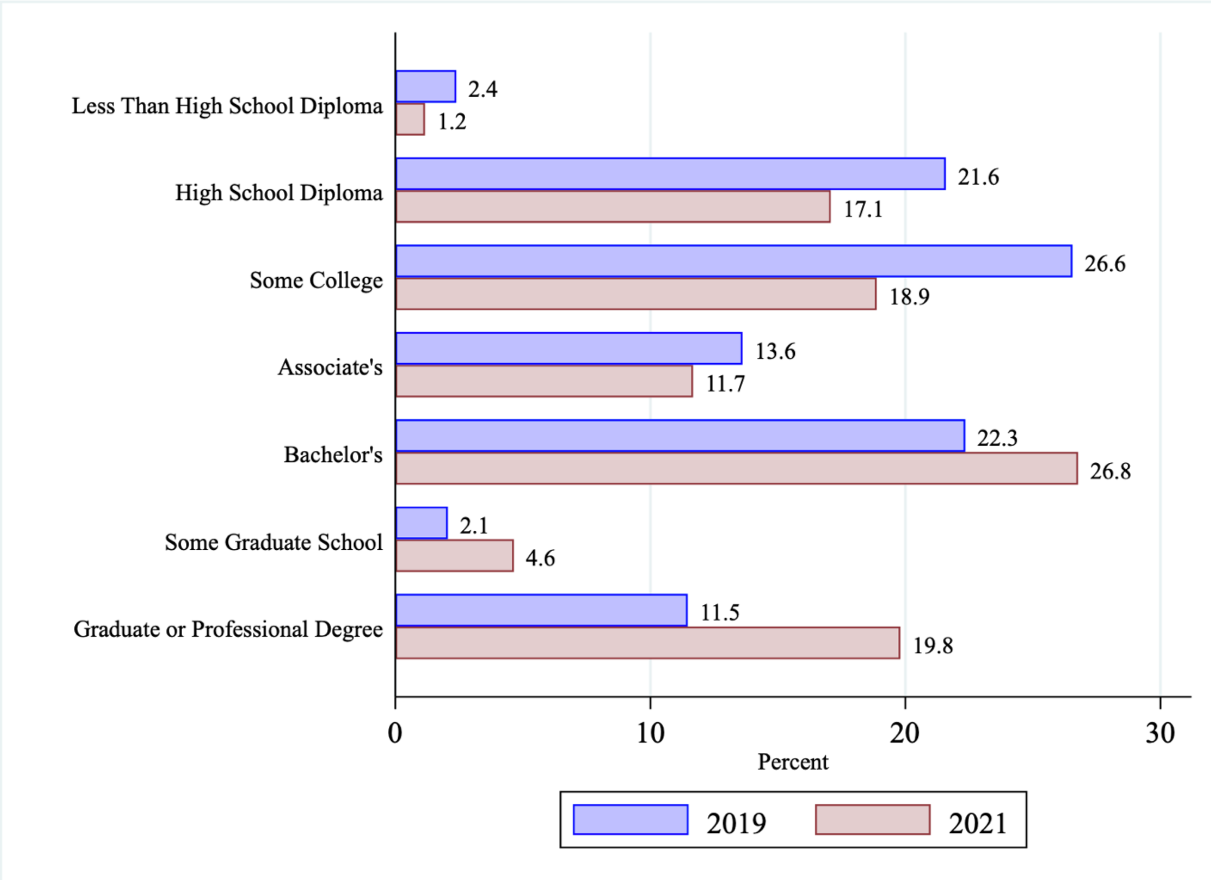


There is a statistically significant difference between the gender of 2019 and 2021 Purchasers.

2021 Purchasers are significantly more female and less male than 2019 Purchasers.

[245] Question (Q5): What's your gender? N2019 = 2094; N2021 = 1722.

Figure 246. Education level of Purchasers in 2019 and 2021[246]



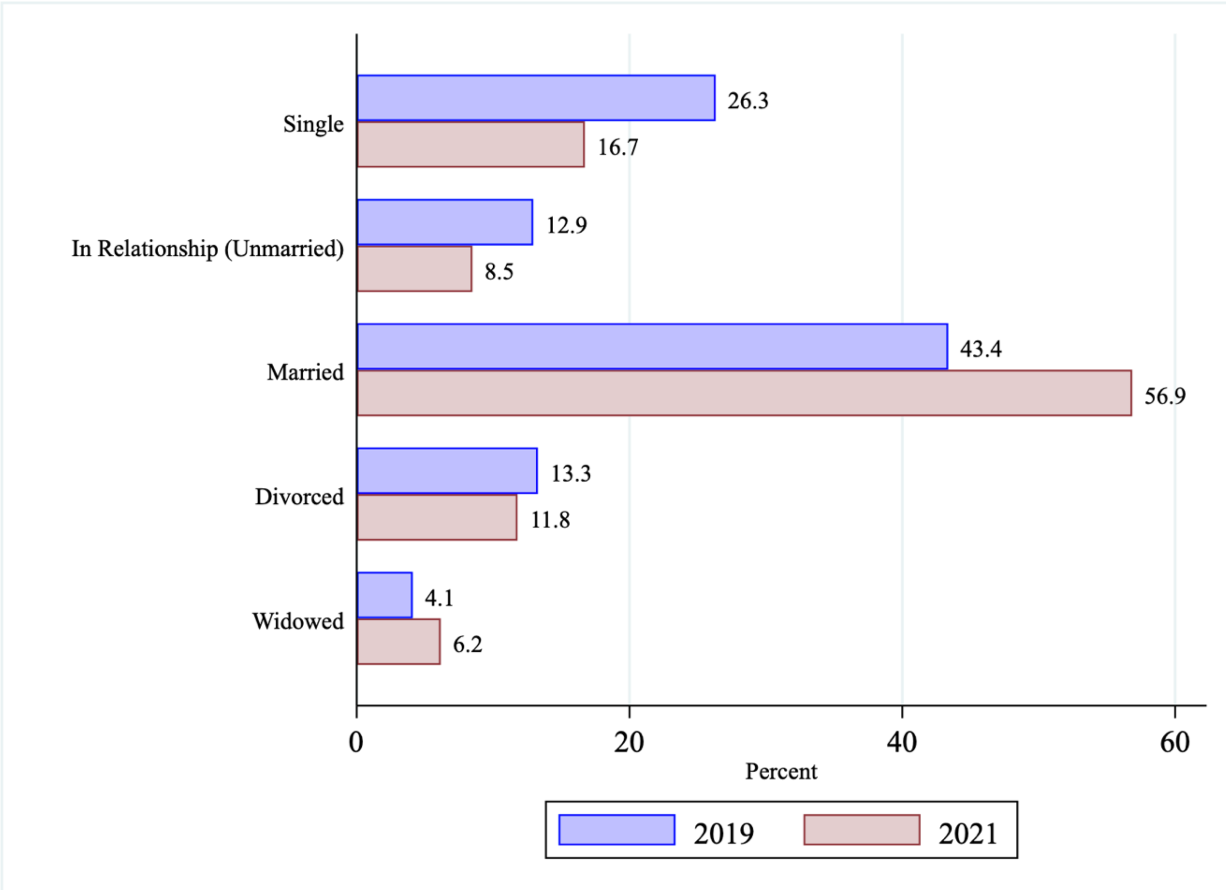
There is a statistically significant difference between the education level of 2019 and 2021 Purchasers.

2021 Purchasers have higher levels of education than 2019 Purchasers.

2021 Purchasers' average education level is a bachelor's degree level while 2019 Purchasers have an average education level of an associate's degree.

[246] Question (Q30): What is the highest level of education you have completed? N2019 = 2094; N2021 = 1722.

Figure 247. Relationship Status of Purchasers in 2019 and 2021[247]

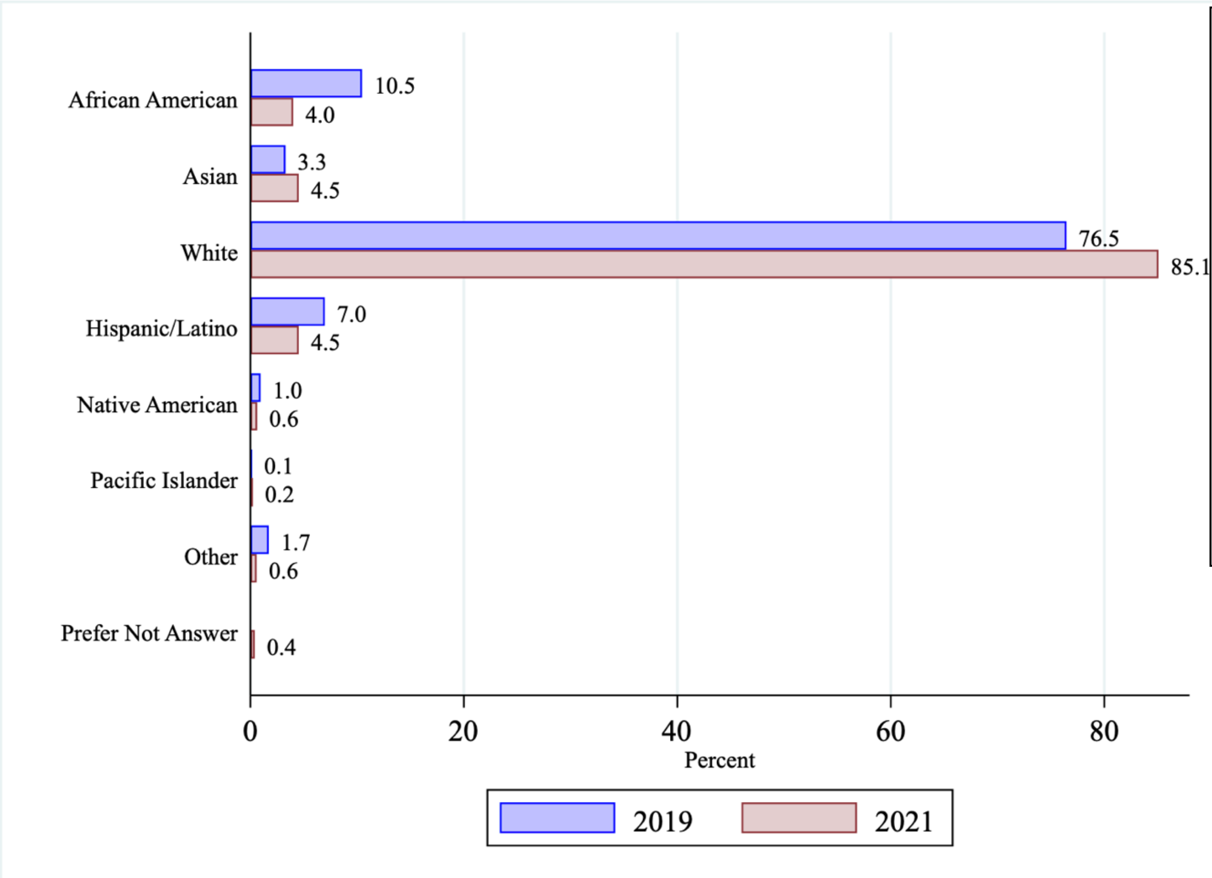


There is a statistically significant difference between the relationship status of 2019 and 2021 Purchasers.

2021 Purchasers are more likely to be married than 2019 Purchasers, while 2019 Purchasers are more likely to be single or divorced.

[247] Question (Q31): What is your relationship status? N2019 = 2094; N2021 = 1722.

Figure 248. Ethnicity of Purchasers in 2019 and 2021[248]

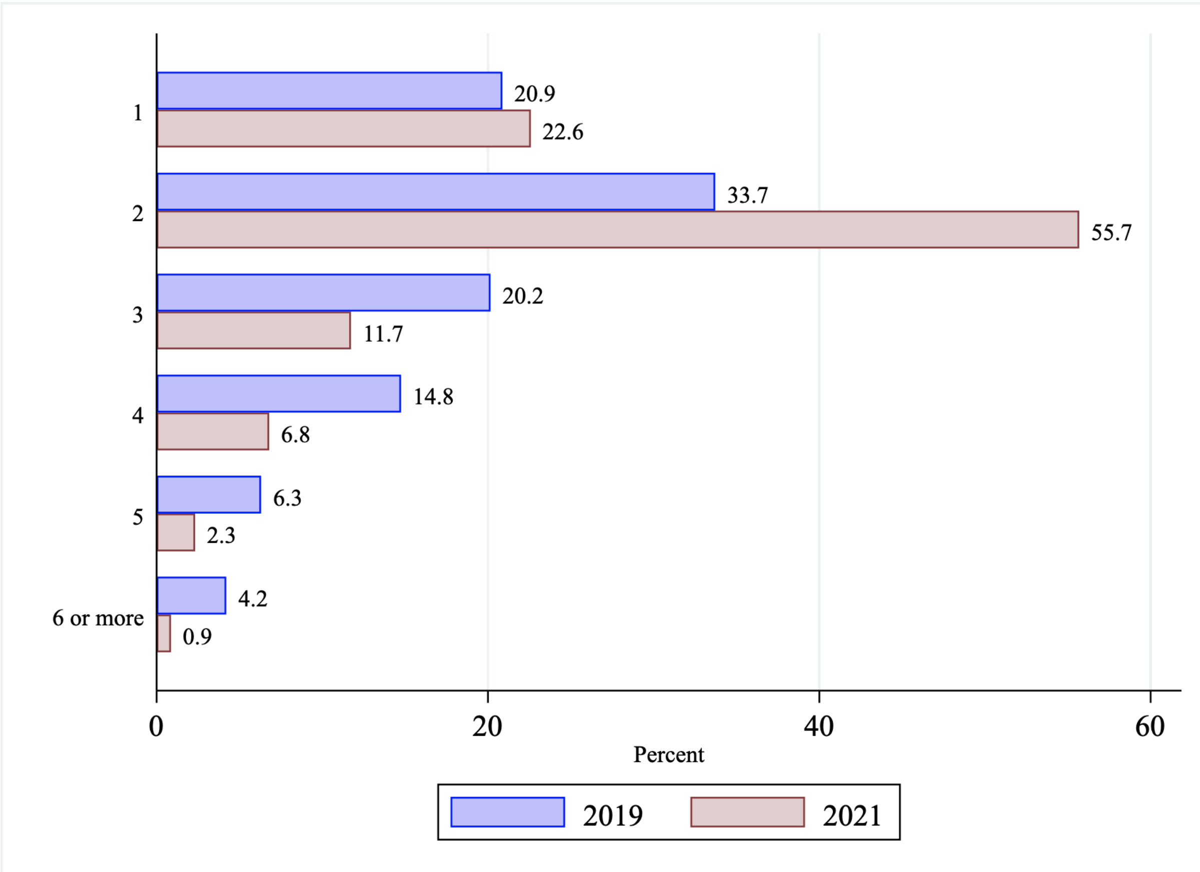


There is not a statistically significant difference between the ethnicity of 2019 Purchasers and 2021 Purchasers.

Both 2019 and 2021 Purchasers are predominately white.

[248] Question (Q32): What is your ethnic heritage? N2019 = 2094; N2021 = 1722.

Figure 249. Number of Members in Household for Purchasers in 2019 and 2021[249]

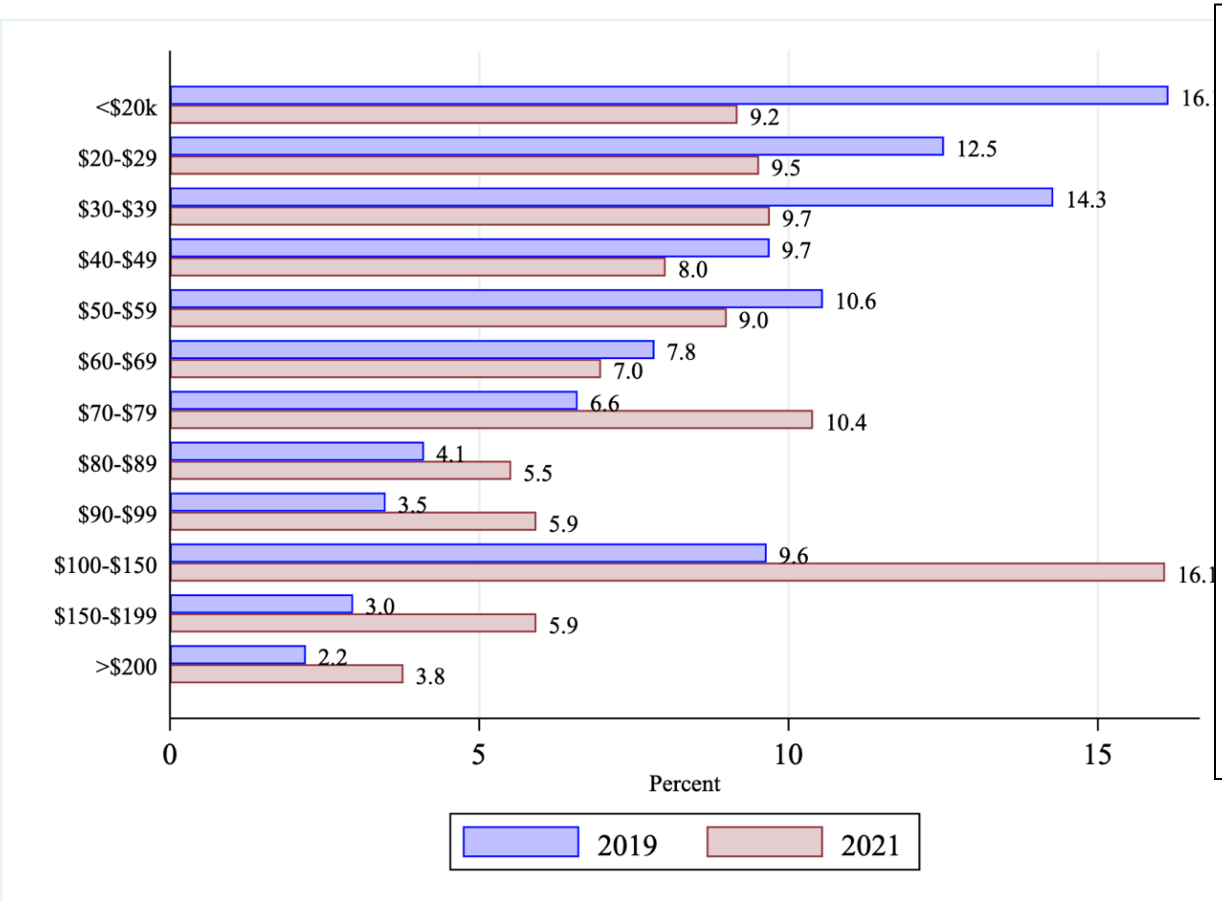


There is a statistically significant difference between the number of individuals present in the household for 2019 Purchasers and 2021 Purchasers.

2019 Purchasers are more likely to have larger household sizes with 2 to 3 members while 2021 Purchasers are more likely to have smaller households of 1 to 2 members.

[249] Question (Q33-35): Including yourself, how many people live in your household? N2019 = 2094; N2021 = 1722.

Figure 250. Annual income for Purchasers in 2019 and 2021[250]



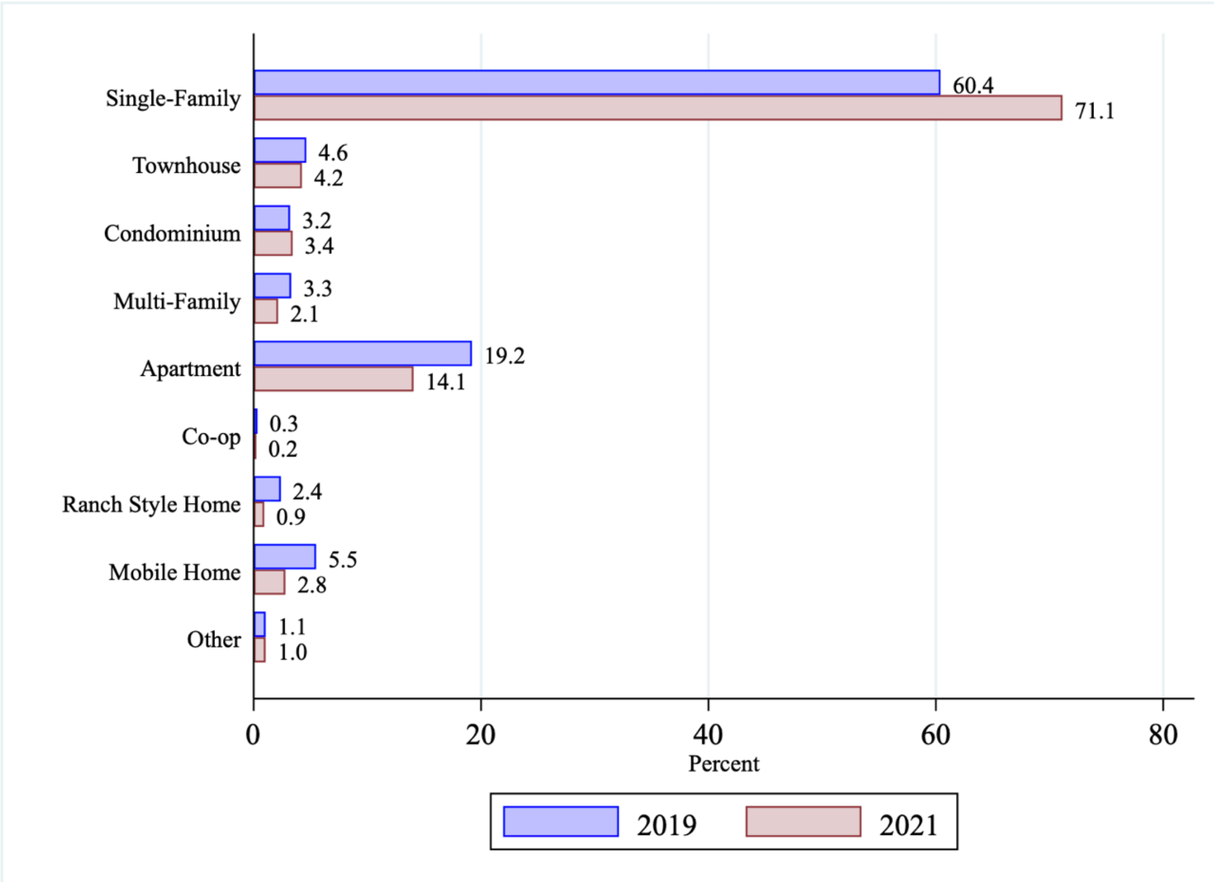
There is a statistically significant difference between the annual income for 2019 Purchasers and 2021 Purchasers.

2019 Purchasers are more likely to have smaller annual income than 2021 Purchasers.

The average annual income for 2019 Purchasers is $52,099 while the average income for 2021 Purchasers is $64,988.

[250] Question (Q36): What is your annual total household income? N2019 = 2094; N2021 = 1722.

Figure 251. The type of domain Purchasers live for 2019 and 2021[251]



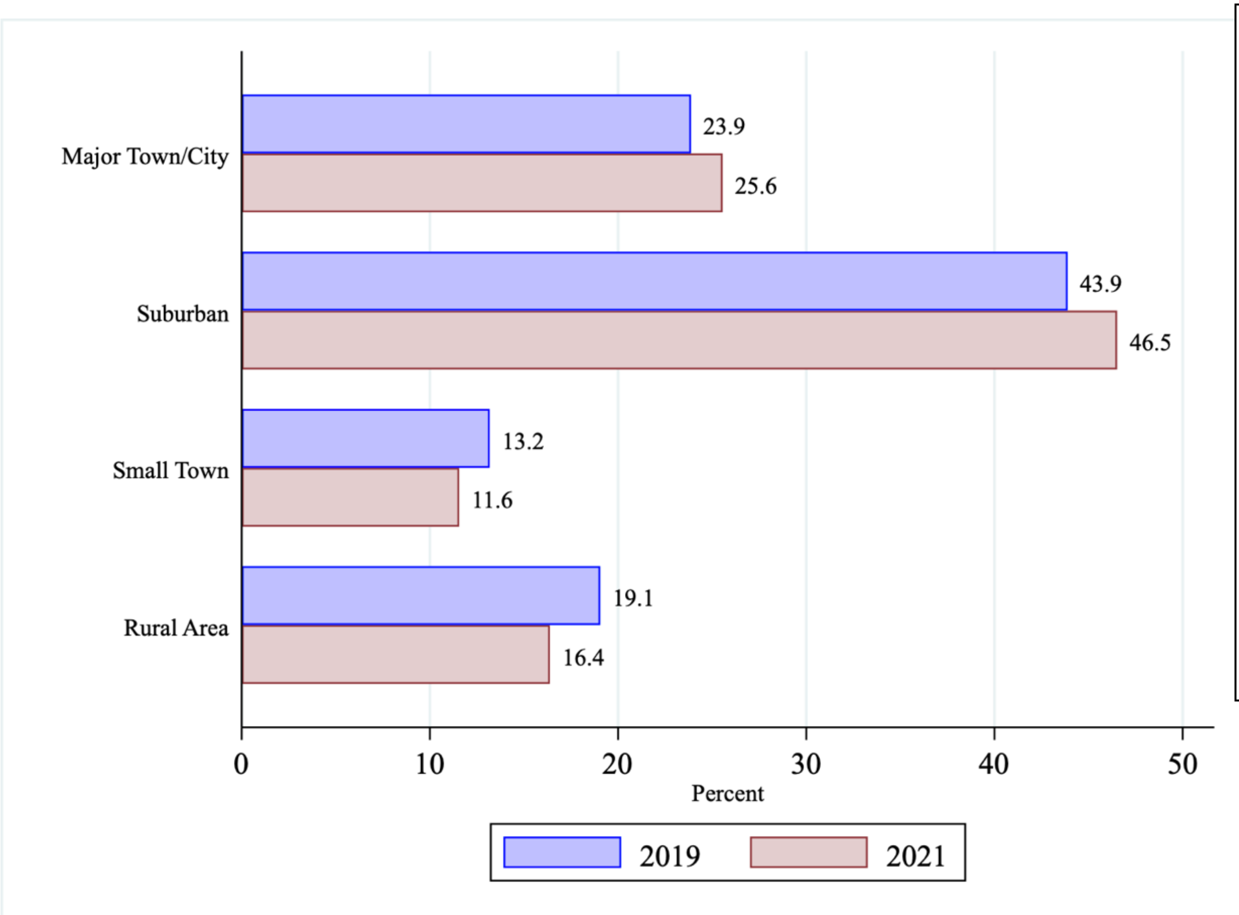
There is a statistically significant difference between the type of domain 2019 Purchasers and 2021 Purchasers live in.

2021 Purchasers are more likely to live in single-family homes.

2019 Purchasers are more likely to live in apartments.

[251] Question (Q37): What type of domain do you live in? N2019 = 2094; N2021 = 1722.

Figure 252. Population area classifications for Purchasers in 2019 and 2021[252]



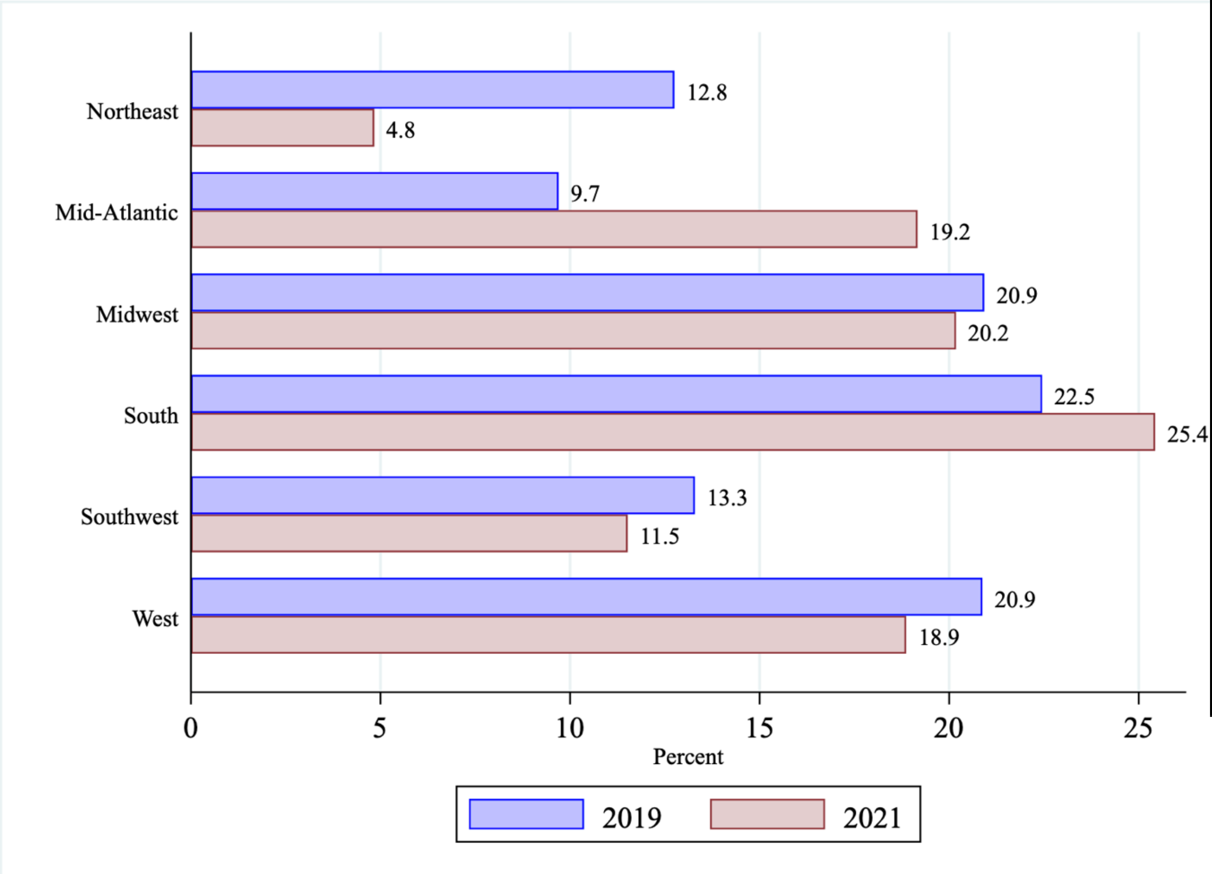
There is a statistically significant difference between the population classification for 2019 Purchasers and 2021 Purchasers.

2021 Purchasers are more likely to live in metropolitan and suburban areas.

2019 Purchasers are more likely to live in small towns and rural areas.

[252] Question (Q38): How would you describe the area in which you live? N2019 = 2094; N2021 = 1722.

Figure 253. Region of the U.S.[253]



There is a statistically significant difference between the region of residency for 2019 Purchasers and 2021 Purchasers.

2021 Purchasers are more likely to live in the Mid-Atlantic and South regions of the United States.

2019 Purchasers are more likely to live in the Northeast, Southwest, Midwest, and West.

[253] Question (Q39): What state do you reside in? N2019 = 2094; N2021 = 1722.

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