

Survey: Florists' Review Christmas Survey


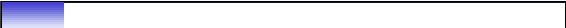
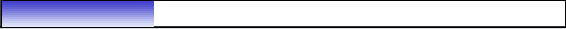


Report: Default Report

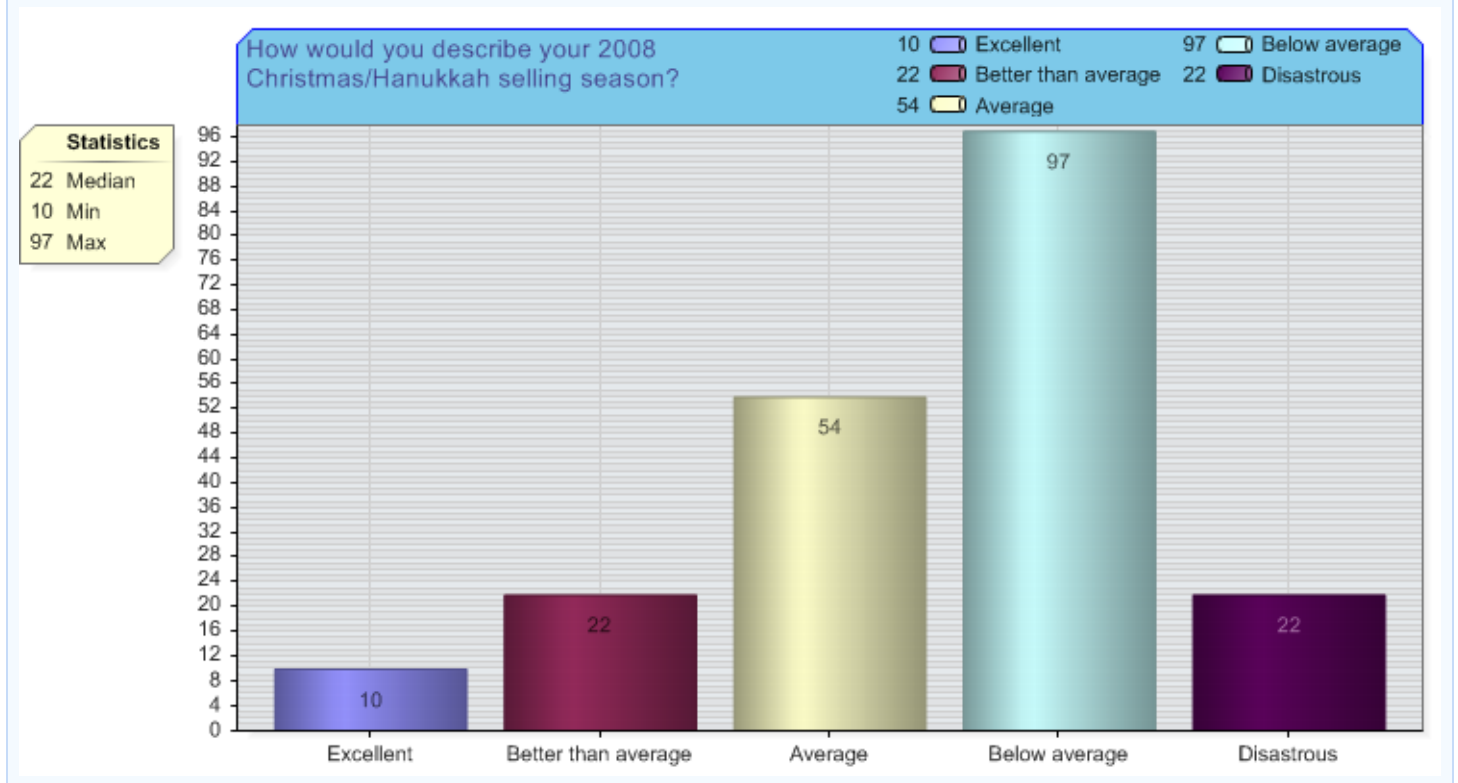
Survey Status		Respondent Statistics		Points Summary:
Status:	Closed	Total Responses:	200	No Points Questions used in this survey.
Deploy Date:	12/24/2008	Completes:	200	
Closed Date:		Partials:	0	

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 View Questions:

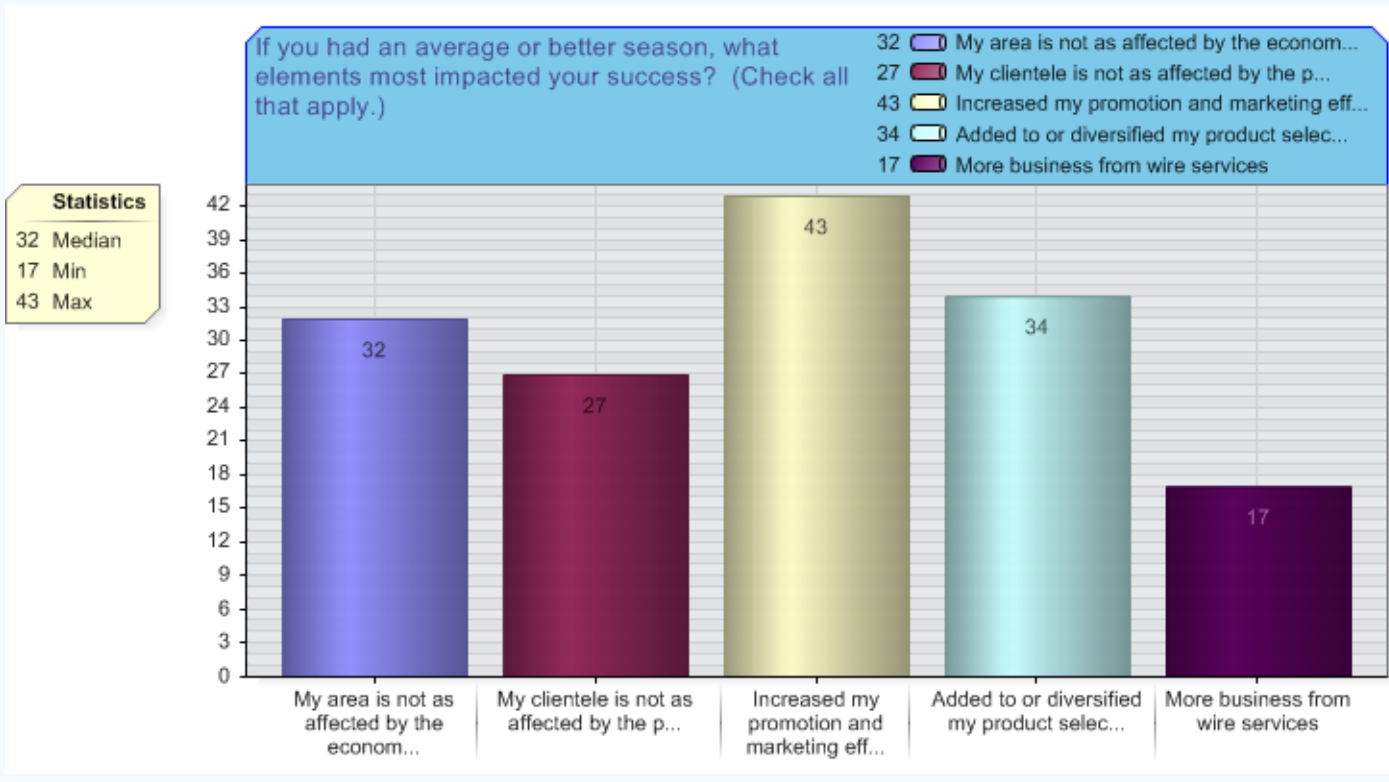
1. How would you describe your 2008 Christmas/Hanukkah selling season?

	Responses	Percent
Excellent: 	10	5.03%
Better than average: 	22	11.06%
Average: 	54	27.14%
Below average: 	97	48.74%
Disastrous: 	22	11.06%
Total Responded to this question:		199 99.5%
Total who skipped this question:		1 0.5%
Total:		200 100%



2. If you had an average or better season, what elements most impacted your success?
(Check all that apply.)

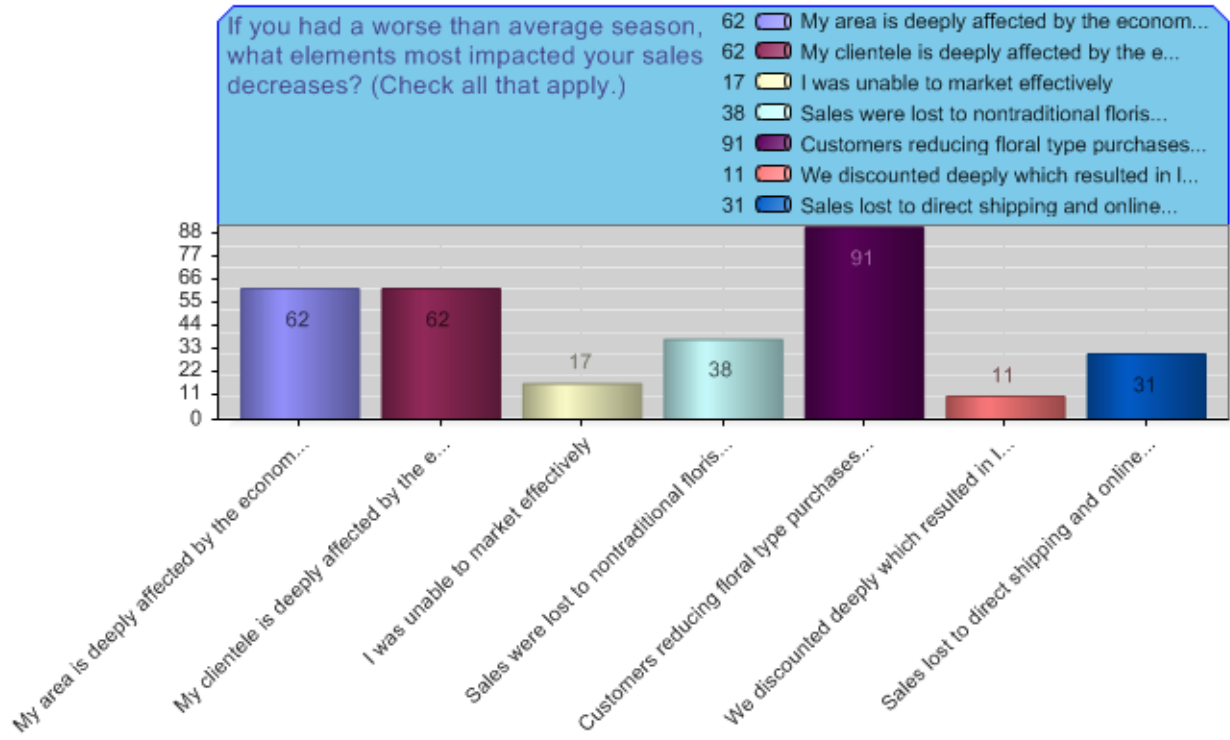
	Responses	Percent
My area is not as affected by the economy as other areas:	32	30.19%
My clientele is not as affected by the poor economy:	27	25.47%
Increased my promotion and marketing efforts:	43	40.57%
Added to or diversified my product selection to increase sales:	34	32.08%
More business from wire services:	17	16.04%
Total Responded to this question:		106 53%
Total who skipped this question:		94 47%
Total:		200 100%



3. If you had a worse than average season, what elements most impacted your sales decreases? (Check all that apply.)

	Responses	Percent
My area is deeply affected by the economy:	62	47.69%
My clientele is deeply affected by the economy:	62	47.69%
I was unable to market effectively:	17	13.08%
Sales were lost to nontraditional florist businesses (like supermarkets):	38	29.23%
Customers reducing floral type purchases in general:	91	70%
We discounted deeply which resulted in lower sales:	11	8.46%
Sales lost to direct shipping and online floral companies:	31	23.85%
Total Responded to this question:	130	65%
Total who skipped this question:	70	35%
Total:	200	100%

Statistics
38 Median
11 Min
91 Max



4. If you had a below-average 2008 holiday selling season, what are your plans for the future? (Check all that apply.)

	Responses	Percent
Reduce labor costs:	49	37.4%
Reduce hardgoods inventory purchasing:	69	52.67%
Reduce fresh inventory purchasing:	43	32.82%
Look at trimming all possible expenses:	103	78.63%
Look at adding new and different product lines:	58	44.27%
Increase my sales and marketing efforts:	60	45.8%
Down-size my shop or move to another location:	14	10.69%
Look for financing options:	19	14.5%
File for bankruptcy and attempt to reorganize my debt:	5	3.82%
Sell or close down my store:	10	7.63%
Total Responded to this question:	131	65.5%
Total who skipped this question:	69	34.5%
Total:	200	100%

If you had a below-average 2008 holiday selling season, what are your plans for the future? (Check all that apply.)

- 49 Reduce labor costs
- 69 Reduce hardgoods inventory purchasing
- 43 Reduce fresh inventory purchasing
- 103 Look at trimming all possible expenses
- 58 Look at adding new and different product...
- 60 Increase my sales and marketing efforts
- 14 Down-size my shop or move to another loc...
- 19 Look for financing options
- 5 File for bankruptcy and attempt to reorg...
- 10 Sell or close down my store

Statistics	
46	Median
5	Min
103	Max

