<ul> <li> What is your full name? </li> <li> What is your phone number? </li> <li> How did you hear about us? </li> <li> From 1-10, how satisfied were you with our services? </li> <li> Can we text you about our services around this time next year? </li> <li> Any recommendations/comments? </li> </ul>

For the primary research I created google form survey that asked the questions bulleted above. Below are the responses of 5 customers that we have serviced in the past week.

From the responses from the survey, we see that customers are very happy with our services. This was expected. We always do a good job and decline jobs that we think we will not do well. From this survey, we see that a majority of our hits are from craigslist, and none are from Facebook. I think it is time to ditch Facebook and focus solely on Craigslist and yard signs. Another purpose of this survey was to collect names and numbers – and it did it perfectly. 4/5 customers said we could contact them next, with the one not needing our services next year since he is planting grass. I plan on using this survey more in the future with other customers.