

**Olivia Blacklock**

**Pierce Street Gardens**

**Marketing Research Analysis**

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**Gender Descriptive Analysis**

**Statistics**

Please indicate your gender.

N	Valid	29
	Missing	0

**Please indicate your gender.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	16	55.2	55.2	55.2
	Female	13	44.8	44.8	100.0
	Total	29	100.0	100.0	

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**Age Descriptive Analysis**

**Statistics**

Please indicate your age.-Age

N	Valid	29
	Missing	0
Mean		21.3448
Std. Deviation		4.73042
Minimum		18.00
Maximum		44.00

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**College Level Descriptive Analysis**

**Statistics**

Please indicate what year in school you are.

N	Valid	29
	Missing	0

Please indicate what year in school you are.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Freshman College	4	13.8	13.8	13.8
	Sophomore College	6	20.7	20.7	34.5
	Junior College	4	13.8	13.8	48.3
	Senior College	15	51.7	51.7	100.0
	Total	29	100.0	100.0	

## Price Reasonable

### Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	If a cactus, succulent, or air plant was priced at \$5, how likely is it you would purchase the pl...	3.93	15	1.870	.483
	How reasonable is the price above?	5.47	15	1.457	.376
Pair 2	If a cactus, succulent, or air plant was \$3, how likely is it you would purchase the plant.	4.00	14	1.754	.469
	How reasonable is the price above?	5.93	14	.997	.267

### Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	If a cactus, succulent, or air plant was priced at \$5, how likely is it you would purchase the pl... & How reasonable is the price above?	15	.563	.029
Pair 2	If a cactus, succulent, or air plant was \$3, how likely is it you would purchase the plant. & How reasonable is the price above?	14	.352	.217

**Paired Samples Test**

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	If a cactus, succulent, or air plant was priced at \$5, how likely is it you would purchase the pl... - How reasonable is the price above?	-1.533	1.598	.413	-2.418	-.649	-3.717	14	.002
Pair 2	If a cactus, succulent, or air plant was \$3, how likely is it you would purchase the plant. - How reasonable is the price above?	-1.929	1.685	.450	-2.902	-.955	-4.281	13	.001

## Free Cactus to Paying Cactus

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
If a cactus, succulent, or air plant was priced at \$5, how likely is it you would purchase the pl...	15	3.93	1.870	.483
If a cactus, succulent, or air plant was \$3, how likely is it you would purchase the plant.	14	4.00	1.754	.469
If someone gave you a cactus, succulent, or air plant for free, how likely is it you would take c...	29	5.83	1.583	.294

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
If a cactus, succulent, or air plant was priced at \$5, how likely is it you would purchase the pl...	8.148	14	.000	3.933	2.90	4.97
If a cactus, succulent, or air plant was \$3, how likely is it you would purchase the plant.	8.532	13	.000	4.000	2.99	5.01
If someone gave you a cactus, succulent, or air plant for free, how likely is it you would take c...	19.829	28	.000	5.828	5.23	6.43

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## Likely To Purchase Regression First Time

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	<p>Please indicate below if you agree with the following statement: I have thought about..., Please indicate your age.-Age, Please indicate your gender., Please indicate below if you agree with the following statement: I enjoy caring for..., Pierce Street Gardens is a cactus, succulent, and air plant nursery based in Eugene, Oregon. It i..., Please indicate below if you agree with the following statement: I am a plant lover...., Pierce Street Gardens also sets up a booth at the University of Oregon Street fair every Spring</p> <p>a...<sup>b</sup></p>		Enter

a. Dependent Variable: Pierce Street Gardens is run by a local Eugene woman named Marcia Peeters. It takes only 10 minut...

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846 <sup>a</sup>	.717	.622	1.082

a. Predictors: (Constant), Please indicate below if you agree with the following statement: I have thought about..., Please indicate your age.-Age, Please indicate your gender., Please indicate below if you agree with the following statement: I enjoy caring for..., Pierce Street Gardens is a cactus, succulent, and air plant nursery based in Eugene, Oregon. It i..., Please indicate below if you agree with the following statement: I am a plant lover...., Pierce Street Gardens also sets up a booth at the University of Oregon Street fair every Spring a...

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.165	7	8.881	7.583	.000 <sup>b</sup>
	Residual	24.593	21	1.171		
	Total	86.759	28			

a. Dependent Variable: Pierce Street Gardens is run by a local Eugene woman named Marcia Peeters. It takes only 10 minut...

b. Predictors: (Constant), Please indicate below if you agree with the following statement: I have thought about..., Please indicate your age.-Age, Please indicate your gender., Please indicate below if you agree with the following statement: I enjoy caring for..., Pierce Street Gardens is a cactus, succulent, and air plant nursery based in Eugene, Oregon. It i..., Please indicate below if you agree with the following statement: I am a plant lover...., Pierce Street Gardens also sets up a booth at the University of Oregon Street fair every Spring a...

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.620	1.674		1.565	.133
	Please indicate your gender.	-.591	.506	-.170	-1.168	.256
	Please indicate your age.-Age	-.069	.046	-.185	-1.480	.154
	Pierce Street Gardens also sets up a booth at the University of Oregon Street fair every Spring a...	.344	.152	.430	2.264	.034
	Pierce Street Gardens is a cactus, succulent, and air	-.224	.183	-.222	-1.227	.233

plant nursery based in Eugene, Oregon. It i...					
Please indicate below if you agree with the following statement: I am a plant lover....	.099	.225	.071	.440	.665
Please indicate below if you agree with the following statement: I enjoy caring for...	-.019	.235	-.013	-.083	.935
Please indicate below if you agree with the following statement: I have thought abou...	.567	.141	.646	4.033	.001

a. Dependent Variable: Pierce Street Gardens is run by a local Eugene woman named Marcia Peeters. It takes only 10 minut...

#### Likely To Purchase Regression Fixed

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Please indicate below if you agree with the following statement: I have thought abou..., Pierce Street Gardens also sets up a booth at the University of Oregon Street fair every Spring a... <sup>b</sup>		Enter

a. Dependent Variable: Pierce Street Gardens is run by a local Eugene woman named Marcia Peeters. It takes only 10 minut...

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 <sup>a</sup>	.658	.632	1.068

a. Predictors: (Constant), Please indicate below if you agree with the following statement: I have thought about..., Pierce Street Gardens also sets up a booth at the University of Oregon Street fair every Spring a...

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.119	2	28.560	25.053	.000 <sup>b</sup>
	Residual	29.639	26	1.140		
	Total	86.759	28			

a. Dependent Variable: Pierce Street Gardens is run by a local Eugene woman named Marcia Peeters. It takes only 10 minut...

b. Predictors: (Constant), Please indicate below if you agree with the following statement: have thought about..., Pierce Street Gardens also sets up a booth at the University of Oregon Street fair every Spring a...

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.693	.486		1.428	.165
	Pierce Street Gardens also sets up a booth at the University of Oregon Street fair every Spring a... Please indicate below if you agree with the following statement: I have thought about...	.240	.107	.299	2.238	.034
		.540	.117	.616	4.602	.000

a. Dependent Variable: Pierce Street Gardens is run by a local Eugene woman named Marcia Peeters. It takes only 10 minut...



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## Willingness To Pay

### Statistics

Using the sliding scale below to answer the following question:  
How much would you currently be...-Amount You'd Be Willing to Spend in Dollars (\$)

N	Valid	29
	Missing	0
Mean		5.6897
Std. Deviation		3.46517
Minimum		.00
Maximum		15.00

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## Willingness to Travel

### Statistics

Use the sliding scale below to answer the following question  
How far would you travel in minutes...-Distance in Minutes

N	Valid	29
	Missing	0
Mean		10.1724
Std. Deviation		6.87682
Minimum		.00
Maximum		25.00