

Neighborhood Nursery User Survey/Interview Script

Demographics:

1. What is your name?
2. What age range fits you best?
 - I'm in my 20's or younger
 - I'm in my 30's
 - I'm in my 40's
 - I'm in my 50's
 - I'm in my 60's or older
3. Are you:
 - Working full-time/part-time
 - Retired
 - A student
 - Other
4. How would you rate your level of experience with gardening?
 - Absolute beginner
 - Some basic knowledge and experience
 - Experienced
 - Expert
5. Do you currently have a garden?
 - Yes
 - No
6. If yes, please tell me about your garden space and its main goals. (i.e., food security, wildlife habitat, calm and beauty, all of these? Something else?)

Scaled Questions

On a scale of 1 – 5 where 1 = “I don’t care about that” and 5 = “I choose mainly...”

7. How concerned are you about choosing pollinator plants, 1-5?
8. How concerned are you about choosing native plants, 1-5?
9. How concerned are you about edible landscapes, same scale of 1-5?
10. How concerned are you about your garden as a wildlife habitat, 1-5?

11. How concerned are you about sustainability and environmental impact as it relates to your garden?

General Experiences

12. Generally, when you buy plants, where do you go? How do you decide where to go?

13. If you've bought plants from an individual or small/local nursery, how did you find out about their sale?

Online Experiences

14. Do you look online for information about plants?

- ☐ Yes
- ☐ No

15. If yes, where/what sites?

16. Do you look online for information about growing tips, troubleshooting, etc.?

17. If yes, where/what sites?

18. When looking for information about plants for sale or gardening resources, which of the following do you like?

- ☐ Gardening or nursery blogs
- ☐ Newsletters or emails
- ☐ Social media posts (facebook or Instagram)
- ☐ Videos (reels/stories/tiktok/youtube)
- ☐ Business websites
- ☐ Gardening groups (either online or in person)
- ☐ None of these

Garden Assistance

19. Have you ever sought help with your garden? (That could look like help choosing/buying plants, space planning, keeping plants healthy, etc.) If so, please tell me about the experience.

20. If yes, what was your budget?

21. Would you be interested in hiring someone to help you choose plants and design a customized plan for your garden space(s)?

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ Other

22. Please tell me why or why not.

23. Can you tell me about your favorite place to buy plants? What does it look and feel like to be there? Why do you enjoy it so much?

24. How far are you willing to drive to visit a nursery, if price and selection are right? (In miles or minutes).

25. Are there any plants on your nursery wish list that you consistently struggle to find?

Thank you so much for your time and assistance with our project!