



**2015**  
CONSUMER  
REPORT

  
*just add ice*<sup>®</sup>  
ORCHIDS

# Grown & Supplied by Green Circle Growers

Green Circle Growers is one of the largest greenhouse operations in North America. Just Add Ice® Orchids are raised in an environmentally friendly fashion on more than 107 acres of greenhouse space, 35 acres of which is dedicated solely to orchids. We use highly efficient growing techniques, water conservation and a sustainable heat source to grow over 8 million orchids each year.

The Just Add Ice® Orchids brand is committed to introducing new ideas to the marketplace, continuously striving to best serve customers and the environment. Each year, we ask our customers to complete a brief consumer research survey. The results help us gain a better understanding of important demographic information and lifestyle preferences.

This report includes the consumer survey results brought to you exclusively by





**1.7 million**  
annual website visitors

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Over **1.3 million** blog views  
**30,000+** weekly blog e-mail subscribers  
**10,000** comments

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Over **65,000** social media followers  
that contributed **100,000+** visits to  
our website

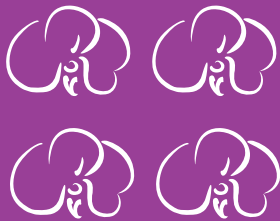
# Report Highlights



Just Add Ice® Orchids appeal to a wide range of budgets.



Purple is the most popular orchid color.



The majority of our customers own more than one orchid.



Birthdays are consistently the number one occasion to give an orchid.



The color of the orchid and ease of care were the most influential purchasing factors.



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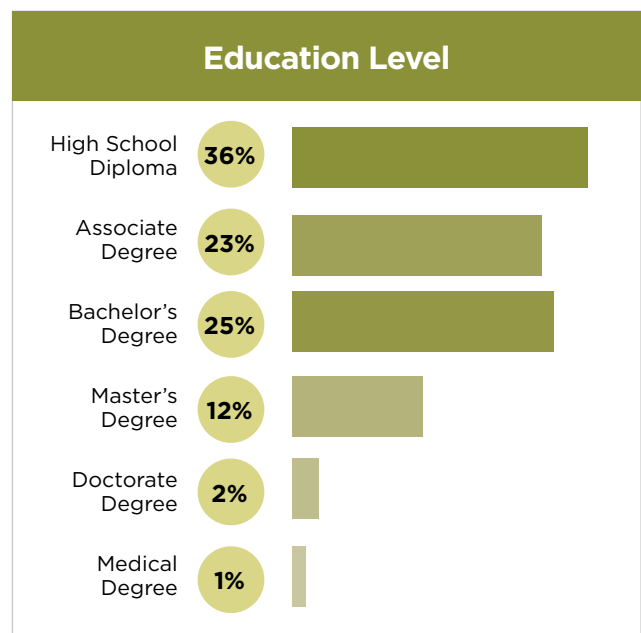
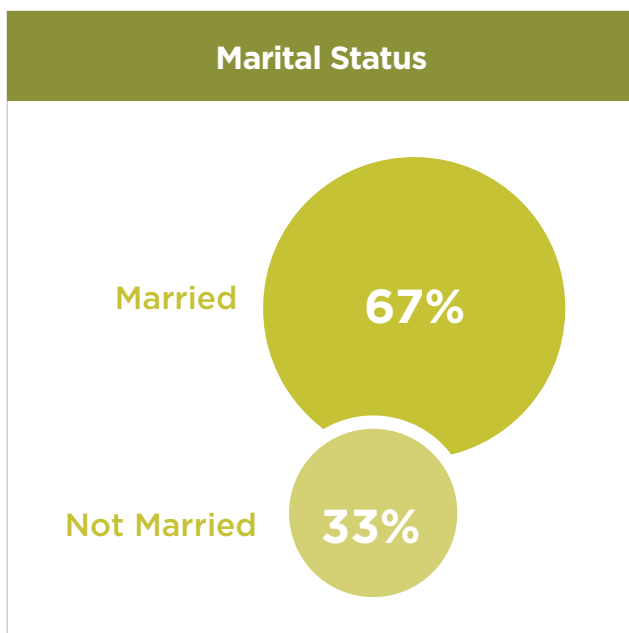
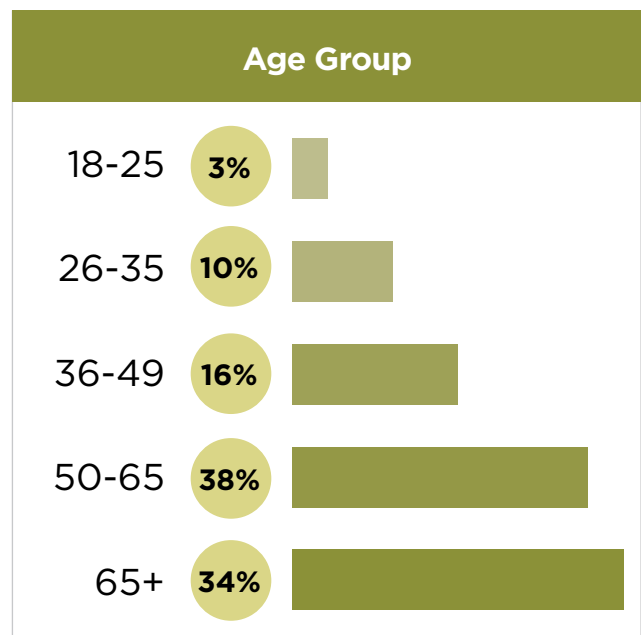
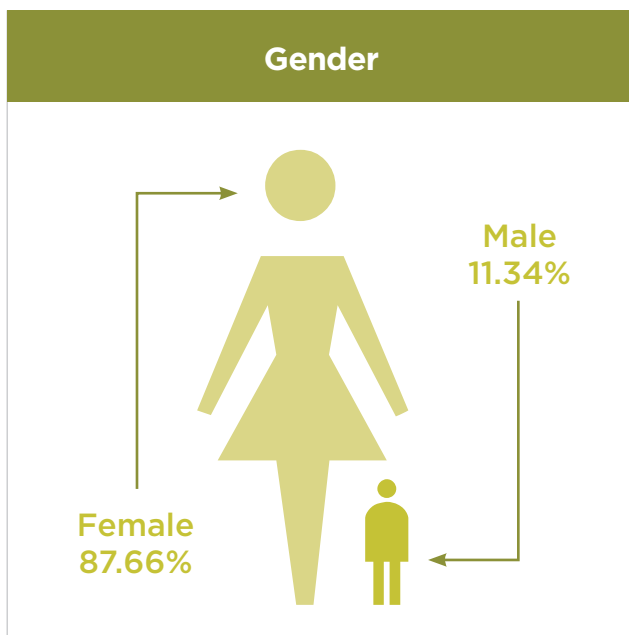
My orchid rebloomed the first day of April. It's as beautiful today as the first day it bloomed. It has seven blooms and no signs of the blooms wilting. I am very excited and looking forward to buying more.

— Shelia M., Mount Ayr, IA



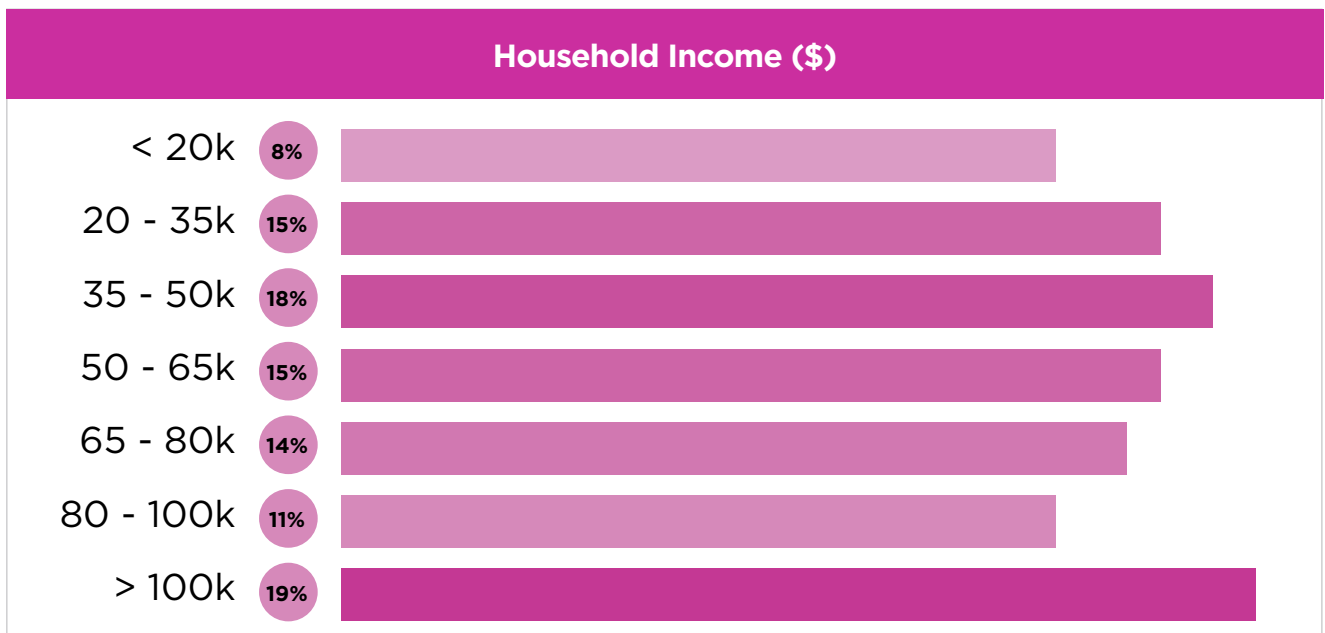
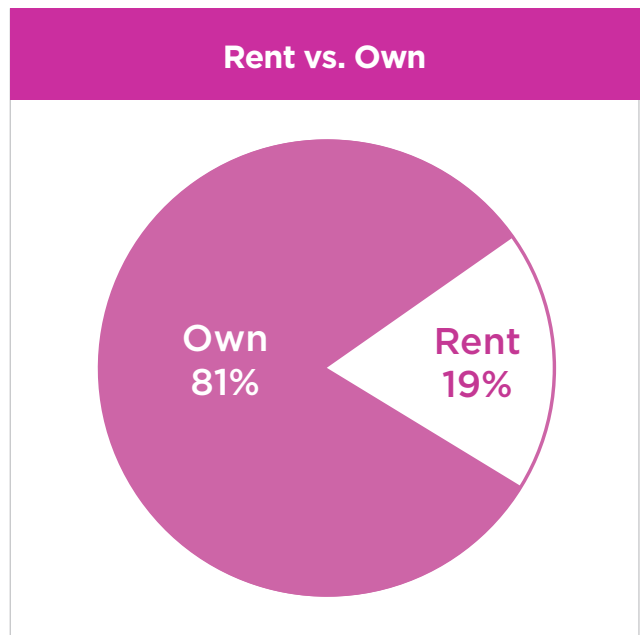
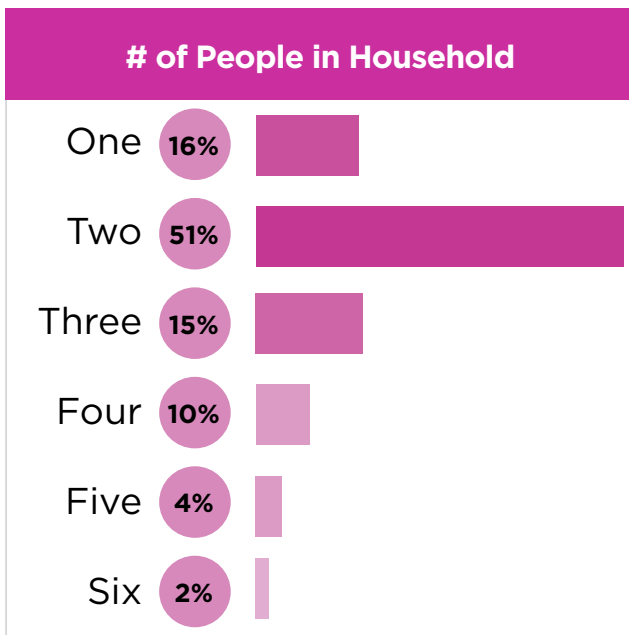
# Gender & Age

In the last year, we saw an **increase in female** consumers and we **remained popular with the 55-65 and 65+ age groups.**



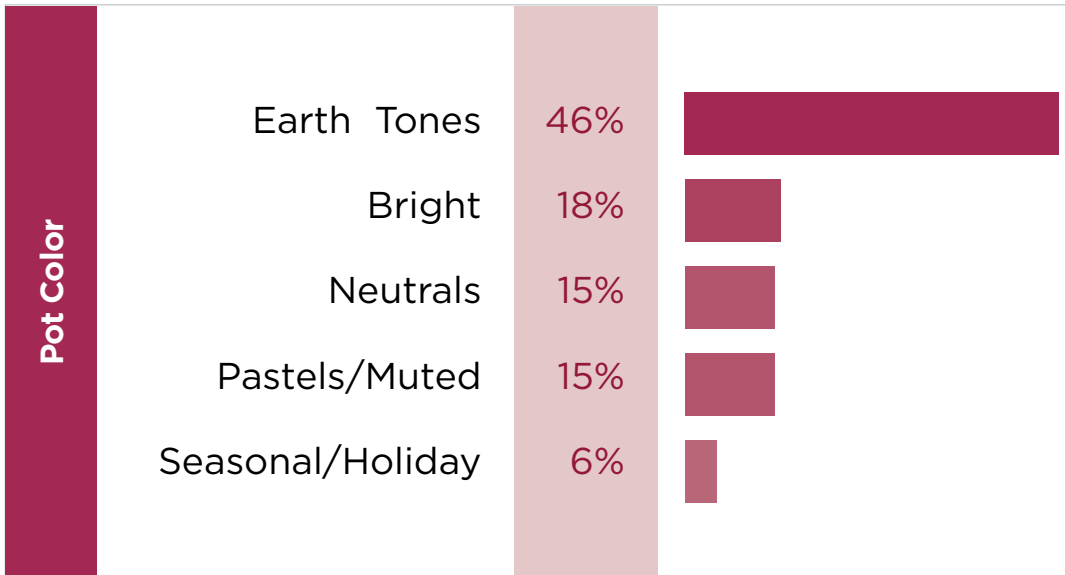
# Household

Just Add Ice® Orchids appeal to a wide range of budgets. This is the **third year in a row the data has shown a nearly even divide between income levels.**



# Consumer Preferences

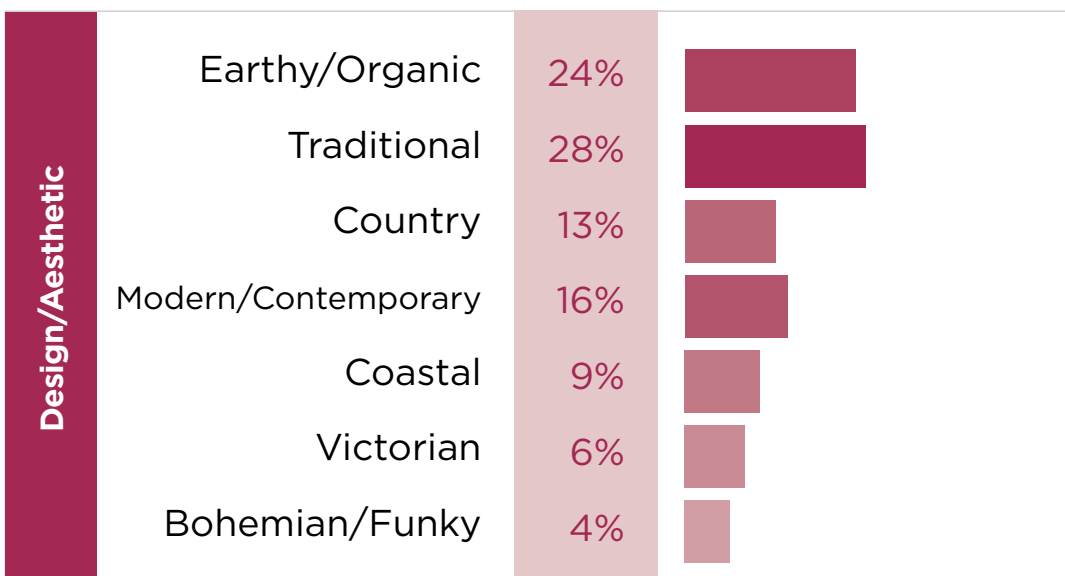
The majority of consumers found home decor ideas and care tips via Just Add Ice's Facebook, Pinterest and YouTube channels. When decorating their homes, consumers preferred earth-tone pot colors for the third year in a row, and a traditional design aesthetic, which edged out last year's most popular choice of rustic or country. In addition, many consumers had more than one orchid in their homes.



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I have 15 orchids and what a joy they are to me. One or two are always in bloom.

— Betty C., Toledo, OH



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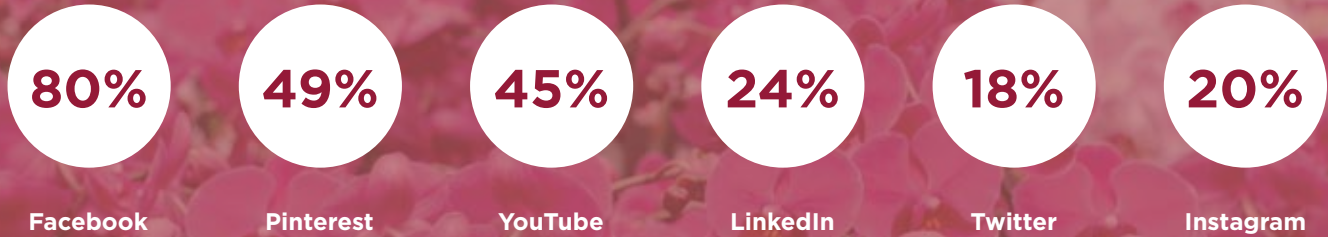
I got my first orchid and I watch the beauty everyday.

— Gwendolyn J., Ooltewah, TN



# Social Media Channels

Used to Access Content



## Orchid Color



**69% of consumers**  
own more than one orchid.  
This is a 16% increase from 2014.



**55% of consumers**  
purchased two or more  
orchids in 2015.

# Purchasing Habits

**One out of every two orchids were purchased as gifts.** Most orchids were purchased for a family member on his or her birthday or were given on Mother's Day.

Because of their ease of care, consumers were very likely to buy Just Add Ice® Orchids again as a gift.



There are countless reasons to give an orchid.  
**On average...**



**One out of every two** orchids were purchased as a gift.



**Birthdays & Mother's Day** rank the top occasion to give an orchid.



These orchids are a beautiful addition to my life.

— Teresa D., Fort Worth, TX



## Top Factors When Purchasing an Orchid

91% of customers were influenced by ease of care & website support



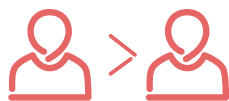
## Quality is Key

75% of customers were more influenced by quality than price



## Future Purchases

96% of customers say they are likely to purchase Just Add Ice® Orchids as gifts in the future



## For Someone Else

Over half of purchases are for someone else





A family-owned company based in Oberlin, Ohio, Green Circle Growers has been ranked as a Top 10 Greenhouse by Greenhouse Grower Magazine. In addition to growing 8 million orchids each year, other high-value, easy-care products include anthuriums, bromeliads, bonsai and money tree. For more information on orchid care or decor ideas, visit our blog.