



2005 Web Site Visitor and Regional Gardening E-Newsletter Subscriber Demographics

Gender %

Male:27
Female:73

Age %

34 and under9
35-4932
50-6547
66 and over12
Mean51

Income %

Less than \$50,00027
\$50-\$74,99921
\$75,000-\$99,99916
\$100,000 and more12
n/a24
Mean	\$.55k

Property Size %

Less than 1/4 acre23
1/4 to 1/2 acre24
1/2 to 1 acre18
1-5 acres17
5 acres or more13
DK2
Don't own property2

Region %

Northeast30
Southeast21
Midwest27
Northwest6
Southwest9
West coast6

How Many Years Gardening %

5 or less19
6-1014
11-2019
21-3018
31 or more30

Why Garden %

Beautification88
Relaxation87
Hobby75
Exercise65
Food source63
Entertainment40
Grow organic produce24

Where Obtain Gardening Info %

Internet83
Magazines79
Books73
Television59
Friends56
Product packaging30
Retail stores29

Visited www.garden.org %

Daily3
Weekly31
Monthly37
Seasonally18
DK10

Continued on reverse



Source: July 2005 Garden.org Visitor Survey

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Web site visitor and Regional Gardening e-newsletter subscriber demographics, continued

Lawn & Garden Participation	%	Nat'l Avg.
Flower gardening	.93	.36
Lawn care	.80	.48
Vegetable gardening	.74	.22
Indoor houseplants	.66	.39
Landscaping	.55	.33
Container gardening	.63	.21
Herb gardening	.51	.14
Fruit gardening	.31	.11
Flower bulb gardening	.65	.26
Berry gardening	.30	.6
Seed starting	.49	.9
Tree care	.51	.24
Insect control	.58	.28
Shrub care	.58	.26

What Types of Products Purchased	%	Nat'l Avg.
Seeds / bulbs	.86	.63
Nursery products	.78	.64
Watering equipment	.53	.58
Outdoor fertilizer	.69	.63
Insect control	.57	.58
Soil amendments	.69	.60
Garden tools	.71	.49
Outdoor power equipment	.29	.31
Outdoor containers	.56	.33
Gardening information	.39	.22

How Much Money Spent in Last 12 Months on Lawn & Garden Products	%
Less than \$250	.18
\$250-\$499	.26
\$500-\$999	.27
\$1,000-\$1,999	.15
\$2,000 or more	.10
DK	.4
Mean	\$.798

Where Purchased Products	%
Home center	.81
Garden center	.72
Mass merchandiser	.50
Internet	.43
Catalog	.40
Hardware store	.25
Feed/seed store	.23
Supermarket/drugstore	.14

Products Purchased Online	%
Books	.63
Gifts	.52
Clothing	.47
Music	.41
Gardening	.37
Electronics	.34
Software	.31
Travel Arrangements	.31
Home improvements	.20
Food	.17

Other Hobbies or Interests	%
Reading	.69
Cooking	.55
Pets	.51
Crafts	.43
Travel	.43
Music	.42
Bird watching	.41
Hiking / walking	.41
Photography	.38
Camping	.22



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