



OUR READERS

Personal Information

Average Age	59 years
Sex	
Male	19%
Female	81%
Income	
\$100,000 plus	28%
\$75,000-100,000	21%
\$40,000-75,000	32%
Home Ownership	
Primary Residence	82%
Second Home	18%
Average Education	College Degree

Magazine Readership

Average subscription term	4.6 years
Readers per issue	2.8 persons
Save issues for later reference	88%

Internet Usage

Use Internet regularly	68%
Use CG site at least monthly ...	39%
... To make purchases	50%
... To seek advice	57%

97%

Use our web site for sources

GARDENING HABITS

Gardening Habits

Flower gardeners	98%
Vegetable gardeners	57%
Herb gardeners	51%
Container gardeners	61%
Water gardeners	28%
Greenhouses	20%

Time spent in the Garden

1-7 hours per week	28%
8-14 hours per week	42%
15-21 hours per week	21%
More than 21 hours per week	9%

Gardening Skill

Experienced	45%
Intermediate	48%
Beginning	7%

98%

Are flower gardeners

SPENDING HABITS

Buying Habits

Spending	
More than \$700 per year	29%
\$400-700 per year	28%
\$200-400 per year	31%
Less than \$200 per year	12%

Travel

Leisure Travel Destinations

The Carolinas	32%
The Southeast	47%
Elsewhere in U.S.	21%
Outside United States	7%

Purchases

Bulbs	80%
Flower plants/seed	98%
Vegetable plants/seed	68%
Woody plants	67%
Water plants	20%
Pavers/Stone/Walls	28%
Outdoor furniture	30%
Sculpture	36%

Visit public gardens

68%

72%

Use advertising for purchases