

# GARDEN & GREENHOUSE

## READERSHIP SURVEY & SUBSCRIBER PROFILE

### Garden & Greenhouse Subscriber Work Environment

Greenhouse Growers	58%
39% Greenhouse Growing Area Less than 1,000 Square Feet	
12% Greenhouse Growing Area 1,001 to 5,000 Square Feet	
3% Greenhouse Growing Area 5,001 to 10,000 Square Feet	
4% Greenhouse Growing Area of More Than 25,000 Square Feet	
58% Total Greenhouse Growers	
88% Commercial Greenhouse Growers who Have Retail Operations	
Indoor Gardeners & Traditional Gardeners	26%
Educational	5%
Supplier/Manufacturer	5%
Research	3%
Government Agencies & Other	3%

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<b>Total Readership</b>	<b>100%</b>
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Garden & Greenhouse Readers Listing Business Addresses	47%
88% Business Includes Retail Order Operations	
29% Business Includes Landscaping Services	
16% Business Includes Wholesale Operations	
11% Business Includes Mail-Order Operations	

Garden & Greenhouse Readers Not Listing Business Addresses	53%
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<b>Total</b>	<b>100%</b>
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### Garden & Greenhouse Subscriber Purchasing Authority

Subscribers Reporting Purchasing Authority	85%
Purchasing Areas (Many subscribers reported purchasing authority in more than one area)	
Bedding Plants	56%
Cut Flowers	28%
Equipment	39%
Foliage	35%
Greenhouse Vegetables	42%
Other Floricultural Plants	32%
Potted Plants	56%
Seedlings/Plugs	44%
Structures	21%
Supplies	47%

### How Garden & Greenhouse Readers Respond to Advertisers

#### Garden & Greenhouse Readers Respond to Customer Advertisements

By: (Many subscribers reported responding to advertisements in more than one way)

Visit the Advertisers Website	72%
Call the Advertiser	33%
Retain Garden & Greenhouse Ads for Future Reference	29%

#### Garden & Greenhouse Readers Responding to Advertisements Responded to the Following Number of Company Advertisements each issue

Readers Responding to 1 to 4 Company Ads each Issue	81%
Readers Responding to 5 or More Company Ads each Issue	19%