

Garden & Greenhouse
Readership Survey & Subscriber Profile

Subscriber Work Environment

Individual Greenhouse Owners	42%
Gardeners (Outdoor & Indoor)	34%
Commercial Greenhouse Growers	14%
Manufacturer or Supplier	4%
Researcher	3%
Educational Institution	3%
Total	100%

Greenhouse Growing Area

Less than 5,000 Square Feet	69%
5,001 to 10,000 Square Feet	14%
10,001 to 25,000 Square Feet	10%
25,001 to 50,000 Square Feet	4%
50,000 Square Feet or Larger	3%
Total	100%

Purchasing Authority

Purchasing Areas

(Many subscribers reported purchasing authority in more than one area)

Bedding Plants	88%
Cut Flowers	52%
Equipment	71%
Foliage	61%
Greenhouse Vegetables	88%
Other Floricultural Plants	47%
Potted Plants	91%
Seedlings/Plugs	86%
Structures	33%
Supplies	86%

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	84%
Call the Advertiser	31%
Retain <i>Garden & Greenhouse</i> Ads for Future Reference	34%

***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	77%
Readers Responding to 5 or More Company Ads each Issue	23%