

Qualifier for Respondents:

Homeowner; income \$25,000k and above

Category Purchase within Past Year (January 2004 to December 2004)

Standard demographics, including region of residence

About Outdoor Living Purchases and Purchase Behavior

1. In the past 12 months, from January 2004 through December 2004, did you purchase any of the following types of products or services for your garden, yard, and outdoor living spaces of your home?

Y/N Any Plant Materials, such as:

[Check all that apply]

Seeds & Bulbs

Nursery plants, such as trees or shrubs

Flowers or flowering plants

Perennial plants

Herbs

Ornamental grasses

Water/bog plants

Indoor and/or houseplants

Other plant materials

Y/N Any Garden Tools, Equipment and/or Supplies, such as:

[Check all that apply]

Insect control products

Weed control products

Deer, rabbit and rodent control products

Lawn fertilizers

Plant food

Soil amendments and/or Mulch

Watering equipment and supplies

Indoor plant supplies, including seed propagation and indoor plant containers

Garden hand tools

Outdoor and/or garden power equipment

Outdoor plant containers

Y/N Any Outdoor Living Supplies and/or Accessories, such as:

[Check all that apply]

Barbecue Grills and/or outdoor cooking equipment and supplies

Chimneas, fire pits/places and/or outdoor wood stoves or gas heaters

Outdoor furniture

Fencing and/or landscape timbers, borders, etc.

Trellises, Arbors and Gazebos

Greenhouses

Garden Sheds

Lighting Accents, including spot lights, path lights, etc.

Pool supplies and accessories

Swimming pool and/or hot tub

Garden statues and/or decorative accents

Garden fountains

Water gardens and/or ponds, streams, waterfalls

Porch and patio decorative accents, such as flags, signs, wreaths, other décor accents

Bird feeders

Y/N Any Landscaping and/or outdoor living services, such as:

[Check all that apply]

Lawn care and maintenance

Garden care and maintenance

Tree and shrub maintenance

Landscaping design and installation

Outdoor contractors, patio/pool/fencing installation and/or other outdoor living building services

[For any Yes to major categories above, ask:]

2. How much did you spend in total on ... in the past year?

\$50 or less

\$51-\$100

\$101-\$250

\$251-\$500

- \$501-\$750
- \$751-\$1,000
- \$1,001-\$2,500
- \$2,501-\$5,000
- \$5,001-\$7,500
- \$7,501-\$10,000
- \$10,000-\$25,000
- \$25,000-\$50,000
- \$50,001 and above

- All Plant Materials
- All Garden Tools, Equipment and/or Supplies
- All Outdoor Living Products
- All Landscaping and Outdoor Living Services

[For any Yes to major categories above, ask:]

3. In the past year, did you spend more than, less than or about the same on purchases of compared to the previous year?

- Spent significantly more
- Spent somewhat more
- Spent about the same
- Spent somewhat less
- Spent significantly less

- All Plant Materials
- All Garden Tools, Equipment and/or Supplies
- All Outdoor Living Products
- All Landscaping and Outdoor Living Services

4. In the coming year, do you expect to spend more than, less than or about the same on purchases of compared with last year?

- Spend significantly more
- Spend somewhat more
- Spend about the same

Spend somewhat less

Spend significantly less

All Plant Materials

All Garden Tools, Equipment and/or Supplies

All Outdoor Living Products

All Landscaping and Outdoor Living Services

[For any Yes to major PRODUCT categories above except Outdoor Services, ask:]

5. In what kind of stores did you make your purchases in the past year? (Check all that apply)

1-Home Center store, such as Lowes, Home Depot

2-Hardware Store, such as Ace, True Value, local hardware store

3-Garden Center and/or Nursery, such as local garden center

4-Patio and Pool Specialty Store, such as local pool specialty store

5-Garden and Outdoor Living Lifestyle Specialty Store, such as Smith & Hawken

6-Farm Store and/or Seed Store, such as Agway, Tractor Supply

6-Home Furnishings Specialty Store, such as Williams Sonoma, Crate and Barrel, Pier 1, Restoration Hardware, Bed Bath & Beyond, Ethan Allen, etc.

7-Mass Merchandiser, warehouse club and/or other discount store, such as Wal-Mart, Target, Kmart, Costco, Dollar Store

8-Grocery Store, Supermarket, Drug Store, such as Acme, Albertsons, A&P, Whole Foods

9-Mail order, Internet, Television Shopping and other non-store retailers, such as Plow & Hearth, Gardeners Supply, QVC

10-Other Type of Store

11-None of the above

All Plant Materials

All Garden Tools, Equipment and/or Supplies

All Outdoor Living Products

[For any respondent that selected Nursery and/or Garden Center above for any category, ask...]

5a. Please check how strongly you agree or disagree with the following statements, using a scale where 1=Strongly Agree; 2=Somewhat Agree; 3=Neither Agree or Disagree; 4=Somewhat Disagree; 5=Strongly Disagree

I may pay more when I shop for garden and outdoor living products at garden centers and/or nurseries, but it is worth it.

I value the advice I find when I shop at garden centers and/or nurseries.

I enjoy visiting garden centers to get ideas and see all the different options for my garden.

I often go to garden centers and/or nurseries to see what they have, then I shop for the same thing for less in other stores.

I only go to garden centers and/or nurseries as last resort when I can't find something for the garden or outdoor living at other stores.

The garden centers and nurseries in my area carry the better brands of garden and outdoor living products, so I prefer to shop at those stores.

The quality of products I can find at garden centers and nurseries is beyond compare.

The garden centers and nurseries where I shop go out of their way to make sure I am satisfied with my purchases.

[For any Yes to major PRODUCT categories except Outdoor Services above, ask:]

6. Thinking about your last purchase made, what were the primary reasons why you bought the last item? (Check up to three reasons)

- 1- Price/Value Relationship
- 2- Look and Style
- 3- Excellent Quality
- 4- Trusted or Favorite Brand
- 5- Performance
- 6- Discounted Price
- 7- Replace a Worn Out Item
- 8- Enhance a Current Space or Display
- 9- Safety and/or environmentally friendly
- 10- Other Reasons not mentioned above

Plant Materials

Garden Tools, Equipment and/or Supplies

Outdoor Living Products

[For any Yes to major categories above, ask:]

7. Thinking about the store where you bought your most recent purchase, what were the primary reasons why you made your most recent purchase at this store? (Check up to three reasons)

1-Helpfulness of Staff/Attention to My Needs

- 2-Convenience of Store
- 3-Quality of Merchandise
- 4-Brands carried
- 5-Wide Selection of Merchandise
- 6-Good Prices for Merchandise
- 7-Knowledge of Sales Staff/Information Provided
- 8-Trust in the Store
- 9-Place where I like to shop for other things
- 10-Pleasant environment for shopping
- 11-Other Reasons Not Mentioned Above

Plant Materials

Garden Tools, Equipment and/or Supplies

Outdoor Living Products

About Brands

8. What brands do you associate with outdoor living and gardening? [unaided awareness; up to three selections with selection for No Brands Come to Mind]

9. Check those brands which you are aware of as brands associated with gardening and/or outdoor living.

Plant Materials

- Ball/Pan American
- David Austin Roses
- Endless Summer
- Flower Carpet
- Flower Fields
- Hines
- Jackson & Perkins
- Miracle-Gro plants
- Monrovia
- Proven Winners
- Wayside Gardens

Garden Supplies

- Bayer

Bonide
Esopoma
Fertilome
Hyponex
Jonathan Green
Miracle-Gro
Ortho
Osmocote
Round-Up
Schultz
Scotts
Spectracide/Spectrum
Brands

Garden Tools and Equipment

Black & Decker
Briggs-Stratton
Coleman
Corona
Country Home
Products
Cub Cadet
DR
Fiskars
Homelite
Toro
Troy-Bilt
Wolf

Outdoor Living Products

Char-Broil
Emberglow
Hampton Bay
Henri Studios
Seasonal Designs
Smith & Hawken
Weber Grills

Outdoor Living Retailers, including Internet Retailers

Gardener's Supply
Home Depot
Lowe's

Plow & Hearth
Smith & Hawken stores
Smith & Hawken catalog/internet
Target

10. In the past year, did you make any gardening and/or outdoor living purchases of these specific brands, or in the case of retailers at these stores and/or websites? [Check all that apply]

Plant Materials

Ball/Pan American
David Austin Roses
Endless Summer
Flower Carpet
Flower Fields
Hines
Jackson & Perkins
Miracle-Gro plants
Monrovia
Proven Winners
Wayside Gardens

Garden Supplies

Bayer
Bonide
Esopoma
Fertilome
Hyponex
Jonathan Green
Miracle-Gro
Ortho
Osmocote
Round-Up
Schultz
Scotts
Spectracide/Spectrum
Brands

Garden Tools and Equipment

Black & Decker

Briggs-Stratton
Coleman
Corona
Country Home
Products
Cub Cadet
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Fiskars
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Toro
Troy-Bilt
Wolf

Outdoor Living Products

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Smith & Hawken stores
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About Lifestyle Factors

11. In the past year, January 2004 through December 2004, did you undertake any major outdoor home improvement projects, such as installing new landscaping, new decks, new patios, new walkways, new pool, new water garden, etc.?

Y/N

11a. In the coming year, January 2005 through December 2005, do you have any plans to undertake any major outdoor home improvement projects?

Y/N

12. Approximately what size is the lot of your primary residence?

1/3 acre or less

Larger than 1/3 acre but less than 1/2 acre

Larger than 1/2 acre but less than 1 acre

Larger than 1 acre but less than 2 acres

Larger than 2 acres but less than 5 acres

Larger than 5 acres but less than 10 acres

Larger than 10 acres

13. Do the outdoor living areas of your home include any of the following special features? [Check all that apply]

Outdoor hearth and/or barbecue, such as wood burning fireplace or grill, gas fireplace or grill, chimineas

Outdoor kitchen and/or cooking equipment, such as outdoor range, refrigerators, dishwashers, sinks, cocktail bar, etc.

Water, such as swimming pool, hot tub, waterfall, pond, water garden

Outdoor shelters, such as gazebos, pool houses, sunrooms, awnings, umbrellas

Accessories, such as sound systems, patio heaters

Lighting, such as spotlights, pathway lights, torches

Bird feeding and care

Luxury patio and/or lawn furniture

14. What are your primary sources of inspiration and ideas for your homes outdoor living areas. Please indicate whether very important, somewhat important or somewhat unimportant/not important.

Cable television channels, such as HGTV

BBC cable shows, such as Ground Force or Home Front

Gardening magazines, such as

Gardening books

Friends and Neighbors

Garden Centers or Nurseries

15. Which statement best describes you views of your home's outdoor living space? [Check only 1]

My home's outdoor living space is an extension of my indoor living space

My home's outdoor living space is a reflection of our family's lifestyle

I wish I did not have to spend so much time and money maintaining and improving it
My home's outdoor living space is a window on the world
My home's outdoor living space gives me a sense of pride and accomplishment

16. Which statement best describes how you use your home's outdoor living space?
[Check only 1]

It's mainly used as an outdoor living room

It's mainly used as an entertainment area

It's mainly used as a family area where kids and pets play

It's mainly used as a retreat or sanctuary

It's mainly used as my personal corner of the world that is designed by me and tuned to my interests

About Attitudes related to Outdoor Living

17. Please check how strongly you agree or disagree with the following statements, using a scale where 1=Strongly Agree; 2=Somewhat Agree; 3=Neither Agree or Disagree; 4=Somewhat Disagree; 5=Strongly Disagree

I am spending more time and money now decorating and enjoying the outdoor living areas of my home.

Having a beautifully landscaped home gives me great pleasure.

I love to spend time working in the garden; it refreshes me and enhances the quality of my life.

I find working in the garden and tending the lawn a bother; I get no great pleasure from it.

I like to watch garden shows on television and read gardening magazines and books to get new ideas to use in my garden.

When it is nice outside, I like to spend as much time as possible outside in the outdoor living areas of my home.

I regularly shop for new gardening tools, equipment and supplies that will make my job as a gardener easier or will enhance the way my garden grows.

When it comes to buying things for the outside of your home, it pays to spend more and get the very best quality; the cheapest things generally don't last.

If I had more time, I would love to spend it outside tending the garden and making the outdoor living areas really nice.

I just don't have a 'green thumb,' so it is worth it to me to pay to have people with garden experience and knowledge to take care of my garden.

I work hard to make my garden to stand out from my neighborhood.

I take pleasure in people admiring my garden.

I like to grow unusual plants and try out new ideas in my garden.

I stay away from chemical fertilizers and additives; I stick to natural, organic methods to improve growing conditions in my garden and yard.

Every year I try to plant vegetables and/or herbs in my garden; there is nothing better than serving food you have grown in your own garden.