


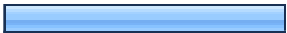





**1. How often do you use the native plant information resources on www.wildflower.org?**

		Response Percent	Response Count
daily		3.8%	56
weekly		23.3%	347
monthly		31.2%	465
<b>almost never</b>		<b>41.7%</b>	<b>622</b>
<b>answered question</b>			<b>1,490</b>
<b>skipped question</b>			<b>20</b>

**2. Which of the following best describes the reason you use the Wildflower Center's plant information resources?**

		Response Percent	Response Count
professional use		6.9%	104
<b>personal use</b>		<b>76.5%</b>	<b>1,149</b>
both professional and personal use		16.5%	248
<b>answered question</b>			<b>1,501</b>
<b>skipped question</b>			<b>9</b>

### 3. Are you already a Lady Bird Johnson Wildflower Center member?

		Response Percent	Response Count
yes (Answer Member Question)		10.6%	159
no (Answer Non-Member Question)		89.4%	1,340
		answered question	1,499
		skipped question	11

### 4. CURRENT MEMBERS: If we gave you the ability to create, manage and share personalized collections of native plant information (my garden, my gallery, my native plants, etc.) would you use that service?

		Response Percent	Response Count
yes		50.6%	211
no		49.4%	206
		answered question	417
		skipped question	1,093

**5. NON-MEMBERS: If we gave you the ability to create, manage and share personalized collections of native plant information (my gallery, my native plants, etc.), a subscription to our quarterly national magazine Wildflower and discounts to 178 native plant nurseries and service providers, would you consider becoming a national member for an annual fee of \$25.**

		Response Percent	Response Count
yes		46.6%	617
no		53.4%	708
answered question			1,325
skipped question			185

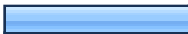

**6. Please include your email address below to receive our email newsletters. \* Your email address will not be shared**

	Response Count
	510
answered question	510
skipped question	1,000







**7. What State do you live in?**

	Response Percent	Response Count
State:	100.0%	1,291
answered question		1,291
skipped question		219







## 8. What is your sex?

		Response Percent	Response Count
Male		27.6%	368
Female		72.4%	966
answered question			1,334
skipped question			176









## 9. What is your age?

		Response Percent	Response Count
Under 13		0.2%	3
13-17		0.4%	6
18-34		14.1%	189
35-49		23.8%	319
50-64		47.4%	636
65 and Above		14.0%	188
answered question			1,341
skipped question			169

## 10. What is the highest degree or level of school you have completed?

		Response Percent	Response Count
High school or equivalent		4.7%	63
Some College		21.9%	293
<b>Undergraduate degree (4 year BA/BS)</b>		<b>38.2%</b>	<b>510</b>
Master's degree (MS)		25.2%	337
Doctoral degree (PhD)		4.6%	62
Professional degree (MD, JD, etc.)		5.2%	70
		<b>answered question</b>	<b>1,335</b>
		<b>skipped question</b>	<b>175</b>

## 11. What is your total household income?

		Response Percent	Response Count
\$110,000 to \$139,000		6.1%	77
Less than \$19,999		5.0%	63
\$20,000 to \$49,999		17.7%	224
\$50,000 to \$79,999		17.7%	225
\$80,000 to \$109,999		14.3%	181
\$140,000 to \$169,999		5.0%	64
\$170,000 or more		5.4%	68
<b>Decline to state</b>		<b>28.9%</b>	<b>367</b>
		<b>answered question</b>	<b>1,269</b>
		<b>skipped question</b>	<b>241</b>

## 12. Any additional comments you may have:

	Response Count
	280
answered question	280
skipped question	1,230