

# OUTdoor

**DESIGN & LIVING**

**Who is the *Outdoor Design & Living* reader?**

Roy Morgan  
— Research —

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## 1 Roy Morgan Reader Profile

As the supplier of the readership currency for newspaper and magazines in Australia, Roy Morgan research provides research estimates and profiles to publishers and agencies to help evaluate, buy and sell advertising. These readership estimates are from our Roy Morgan Single Source Survey, which interviews more than 50,000 people each year nation-wide. Agencies and publishers rely on our award-winning software ASTEROID to provide easy and quick analysis.

For smaller niche titles not included on the Roy Morgan Readership Survey, Roy Morgan Research can conduct a Roy Morgan Reader Profile.

The Reader Profile is often established via an in-magazine survey conducted by Roy Morgan Research. They can also be conducted online utilising subscriber lists. Roy Morgan designs the questionnaire in consultation with the client, receives the completed questionnaires, enters the data and compiles the data into an ASTEROID database. Incentives are usually provided by the client to encourage respondents to participate.

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## 2 Methodology

This document contains the results from a reader survey published in *Outdoor Design & Living* issue 16 and issue 17. Both surveys were identical and appeared in two separate issues to maximise the accuracy of the results.

The study was commissioned by Universal Magazines to find insights into the *Outdoor Design & Living* reader regarding their methods of research, project planning, attitudes towards the magazine and demographics. The findings were collated and reported by Roy Morgan Research.

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## 3 Reading habits

### 3.1 Past issues of *Outdoor Design & Living*

71.4% of readers keep their copy of *Outdoor Design & Living* to refer back to later

23.5% of readers were looking at the first issue they've read

9.2% of readers pass their copy of *Outdoor Design & Living* on to a friend or family member

1.0% of readers pass their copy of *Outdoor Design & Living* on to a work associate

0.5% of readers recycle or throw away their copy of *Outdoor Design & Living*

*Question: What do you do with past issues of Outdoor Design & Living?*

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## 4 Attitudes and opinions

### 4.1 All attitudes — Agree

96.9% of readers agree that *Outdoor Design & Living* provides useful information and ideas

92.9% of readers agree that *Outdoor Design & Living* is cutting-edge and up-to-date with the latest trends

92.3% of readers agree that *Outdoor Design & Living* is inspirational

91.3% of readers agree that *Outdoor Design & Living* is a leading outdoor design publication

*Question: Do you agree or disagree that Outdoor Design & Living:*

### 4.2 Reason for reading magazine

87.8% of readers are planning to build a landscape for their home within the next two years

14.8% of readers work in the outdoor industry and like to keep up-to-date

*Question: Which of the following best describes your reason for reading Outdoor Design & Living?*

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## 5 Building and landscape

### 5.1 Start building landscape

56.2% of readers are planning to start building their landscape within six months

81.2% of readers are planning to start building their landscape within 12 months

*Question: When do you intend to start building your landscape?*

### 5.2 Method used to research ideas

84.7% use magazines to research ideas for their outdoor project

62.2% use television programs to research ideas for their outdoor project

57.7% use the internet to research ideas for their outdoor project

52.0% visit nurseries to research ideas for their outdoor project

50.0% use books to research ideas for their outdoor project

33.7% attend home shows and expos to research ideas for their outdoor project

30.6% visit landscape centres and showrooms to research ideas for their outdoor project

18.4% use recommendations from friends to research ideas for their outdoor project

17.9% use newspapers to research ideas for their outdoor project

17.9% use recommendations from professionals to research ideas for their outdoor project

4.6% use Yellow Pages to research ideas for their outdoor project

*Question: Which of the following best describes how the research for the landscape project is being done?*

### 5.3 Number of plants expected to purchase

5.6% of readers plan to purchase less than 10 plants for their outdoor project

13.8% of readers plan to purchase 10-19 plants for their outdoor project

20.4% of readers plan to purchase 20-29 plants for their outdoor project

5.6% of readers plan to purchase 30-39 plants for their outdoor project

41.3% of readers plan to purchase 40 or more plants for their outdoor project

*Question: How many plants do you expect to purchase for your landscape (excluding seedlings)?*

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## 5 Building and landscape

### 5.4 Products intended to buy in next 12 months

- 70.4% of readers intend to purchase hard landscaping (eg paving, tiling, edging) for their outdoor project
- 67.3% of readers intend to purchase outdoor lighting for their outdoor project
- 59.2% of readers intend to purchase pots/planters for their outdoor project
- 57.1% of readers intend to purchase soft landscaping (eg planting, lawns) for their outdoor project
- 55.1% of readers intend to purchase garden art (eg sculpture) for their outdoor project
- 55.1% of readers intend to purchase outdoor furniture for their outdoor project
- 51.5% of readers intend to purchase a water feature for their outdoor project
- 46.9% of readers intend to purchase fencing for their outdoor project
- 43.9% of readers intend to purchase decking for their outdoor project
- 42.9% of readers intend to purchase a feature wall for their outdoor project
- 29.6% of readers intend to purchase shade covers for their outdoor project
- 27.0% of readers intend to purchase a barbecue for their outdoor project
- 26.0% of readers intend to purchase outdoor structures (eg gazebo/outhouse) for their outdoor project
- 22.4% of readers intend to purchase a pool/spa for their outdoor project
- 19.4% of readers intend to purchase an outdoor kitchen for their outdoor project
- 8.7% of readers intend to purchase children's play equipment for their outdoor project

*Question: Which of the following products do you intend to buy in the next 12 months?*

### 5.5 Intended total spend on landscape

- 58.1% of readers intend to spend up to \$24,999 on their outdoor project
- 28.6% readers intend to spend \$25,000 and more on their outdoor project

*Question: How much IN TOTAL do you intend to spend on your landscape?*

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## 6 Demographics of *Outdoor Design & Living* readers

### 6.1 Sex

71.0% of readers are female

29.0% of readers are male

*Question: Are you male or female?*

### 6.2 Age

3.1% of readers are under 24 years old

22.5% of readers are 25-34 years old

36.7% of readers are 35-44 years old

24.5% of readers are 45-54 years old

13.3% of readers are 55 years or older

*Question: What is your age?*

### 6.3 Annual household income

13.3% of readers have an annual household income of less than \$50,000

31.6% of readers have an annual household income of \$50,000-\$79,999

52.0% of readers have an annual household income of \$80,000 or more

*Question: What is your annual household income before tax?*