



# THE AUDIENCE

Meet the Garden audience who hears about—and attends—special events like the Green Living Festival.

## INSPIRED THROUGH INTERACTION

Garden members are particularly interested in meaningful interactions with experts on topics that directly impact their lives, community, and environment. Recent surveys show connections like those with exhibitors and vendors at the Green Living Festival are valuable to this audience. **They want to learn more about protecting plants, addressing climate change, and engaging with sustainability programs and initiatives.**

## PUBLIC FESTIVAL AUDIENCE

- 47 average age
- 24% have children 18 or younger in the home
- 15% have children 12 or younger in the home
- 33% members
- 49% local adult visitors
- 41% report household income of \$100,000 or greater

## DIGITAL MEDIA AUDIENCE

- 419,000 website visitors per month
- 371,000 email subscribers
- 214,000 Facebook followers
- 124,000 Instagram followers
- 44,000 X (formerly Twitter) followers

## GARDEN MEMBER AUDIENCE

- 52K households
- 85% live in the greater St. Louis area
- 71% visit 3 or more times per year
- 95% attend at least 1 signature event per year
- 23% of member visits include a guest
- 26% of member visits include children
- 42% report household income of \$100,000 or greater
- 81% hold a bachelor's degree or higher