All Lines of Business 2020
(Based on 14,682 Responses)

- Landscape Contractor/Maintenance: 2,559 (17%)
- Garden Center: 1,962 (13%)
- Nursery Grower / Wholesaler: 1,497 (10%)
- Landscape/Interiorscape Designer: 971 (7%)
- Greenhouse Grower: 955 (7%)
- Lawn Maintenance: 921 (6%)
- Landscape / Hardscape Supplier: 902 (6%)
- Professional Grounds Maintenance: 806 (5%)
- Landscape Architect: 737 (5%)
- Non-Profit/Gov't Organization: 466 (3%)
- Consulting Services: 450 (3%)
- Irrigation Specialist: 367 (2%)
- Education: 315 (2%)
- Allied Product Supplier/Distributor: 250 (2%)
- Arboriculture: 238 (2%)
- Other: 1,011 (7%)
- No Response: 275 (2%)

Total: 14,682
Purchasing Power 2020
(Based on 6,081 Responses *)

Final Decision Maker 3,005 (49%)
Make Recommendations 2,356 (39%)
End User 151 (3%)
No Role 569 (9%)

* Purchasing Power demographic question was only asked during pre-registration
Job Description 2020
(Based on 7,952 Responses)

- Owner/Pres/CEO: 2,444 (31%)
- Manager: 1,575 (20%)
- Sales/Marketing: 709 (9%)
- No Response: 428 (5%)
- Attending Spouse: 132 (2%)
- Student: 60 (1%)
- Staff/Employee: 1,475 (18%)
- VP/General Manager: 597 (7%)
- Buyer: 532 (7%)
Primary Reason for Attending
(Based on 5,885 Responses*)

- Network/Make New Contacts: 2,129 (36%)
- See New Products: 2,030 (35%)
- Maintain Visibility/See Friends: 289 (5%)
- To Buy: 791 (13%)
- To Shop: 646 (11%)

* Reason for Attending demographic question was only asked during pre-registration
Top Attending States 2020
*(Based on 7,678 Responses)*

- Maryland: 31%
- Other: 9%
- Pennsylvania: 18%
- Virginia: 12%
- New Jersey: 10%
- New York: 7%
- DC and DE: 6%
- CT, OH, MA and NC: 7%
How Many Times Attended 2020
(Based on 7,950 Responses)

- 1st Time Attending: 1,482 (19%)
- No Response: 1,856 (23%)
- 2 - 4 Times: 1,870 (24%)
- 5 - 7 Times: 882 (11%)
- 8 - 10 Times: 475 (6%)
- More than 10 Times: 1,385 (17%)