



HOME AND GARDEN

Yankee brings home the distinct style, rich architectural heritage, and robust landscape of New England. Each issue educates and entertains our readership of do-it-yourself remodelers, redecorators, and gardeners with showcase home profiles, engaging “how-tos,” and gardening tips.

Yankee Home Owner Profile

- 81% are homeowners
 - 11.2% own or rent a second home
- On average spent \$7,088 on home renovation last year
- Average home value is \$345,130
- 77% plan on home renovations in the next 2 years
 - 44% remodel
 - 39% paint
 - 22% floors

Yankee Gardening Profile

- 83% of all Yankee readers have gardens
- 58% maintain their own yard & garden
- Spend on average nearly \$700 on lawn & garden

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