



Raise Awareness

BRINGING COMMUNITY ENGAGEMENT TO YOUR DOOR

LEARN MORE

WHAT WE DO

Do you want to get involved in your local neighborhood or community and feel overwhelmed in trying to start? Raise Awareness is a community driven organization that welcomes organizations and individuals to their local community in need.

LEARN MORE



TESTIMONIALS

Becoming part of Raise Awareness helped build my confidence and love for people. After my wonderful experience, I decided to change my major to sociology.

MORE TESTIMONIALS

RAISING AWARENESS HELPS RAISE COMMUNITIES



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ex. name@email.com

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PROJECT
GOOD
WORK

SAMPLE MARKET RESEARCH REPORT

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TARGET MARKET CHARACTERISTICS

What percentage of households in the US have gardens?

In the US about 25% of households garden. In the west 23% of Americans Garden, in the mid-west 26%, in the northeast 22%, and in the south 29% of Americans gardens.

What is the vegetable that is grown the most in the US?

Hands down the tomato is the most popular vegetable grown in US gardens with 86% of gardens growing them. Followed by 47% of gardens that have cucumbers and 46% include sweet peppers.



How many households have gardens?

In 2008 there were 36 million gardens in the US, and by 2009 there were 43 million houses with gardens.

TARGET MARKET CHARACTERISTICS

How much time does it take to keep up a vegetable garden?

The average home gardener will spend about 5 hours a week in a garden. These tasks will include weeding, planting seeds, watering, and moving dirt. The more time a homeowner spends the more they will gain from their backyard garden?

What is the average size of a US garden?

According to this infographic the average size of American [vegetable gardens](#) are 600 square feet, while most gardens are actually around 96 square feet. 96 feet is 12 feet by 8 feet of garden space.

At the end of the day gardening for food is a great hobby that has great returns on investment. Whether you are growing a small plot in your front yard, or have dedicated acreage. One thing is for sure. Gardening is time well spent. Check out the [Mother Nature Network](#) for more great gardening info.



BRAND PERSONA



- Interested in many topics
- Information giving
- Growth Mindset
- Helpful
- Timeless Style
- Action oriented

Target Persona



Persona 4 Mark

- Likes kite-surfing and yoga
- Thinks it's important to eat healthy
- Has been a teacher, likes to get into deep conversations about life and its meaning
- Likes quirky jokes
- Has a master degree from a good university like Berkeley
- Will likely write a book or start an organization in his lifetime