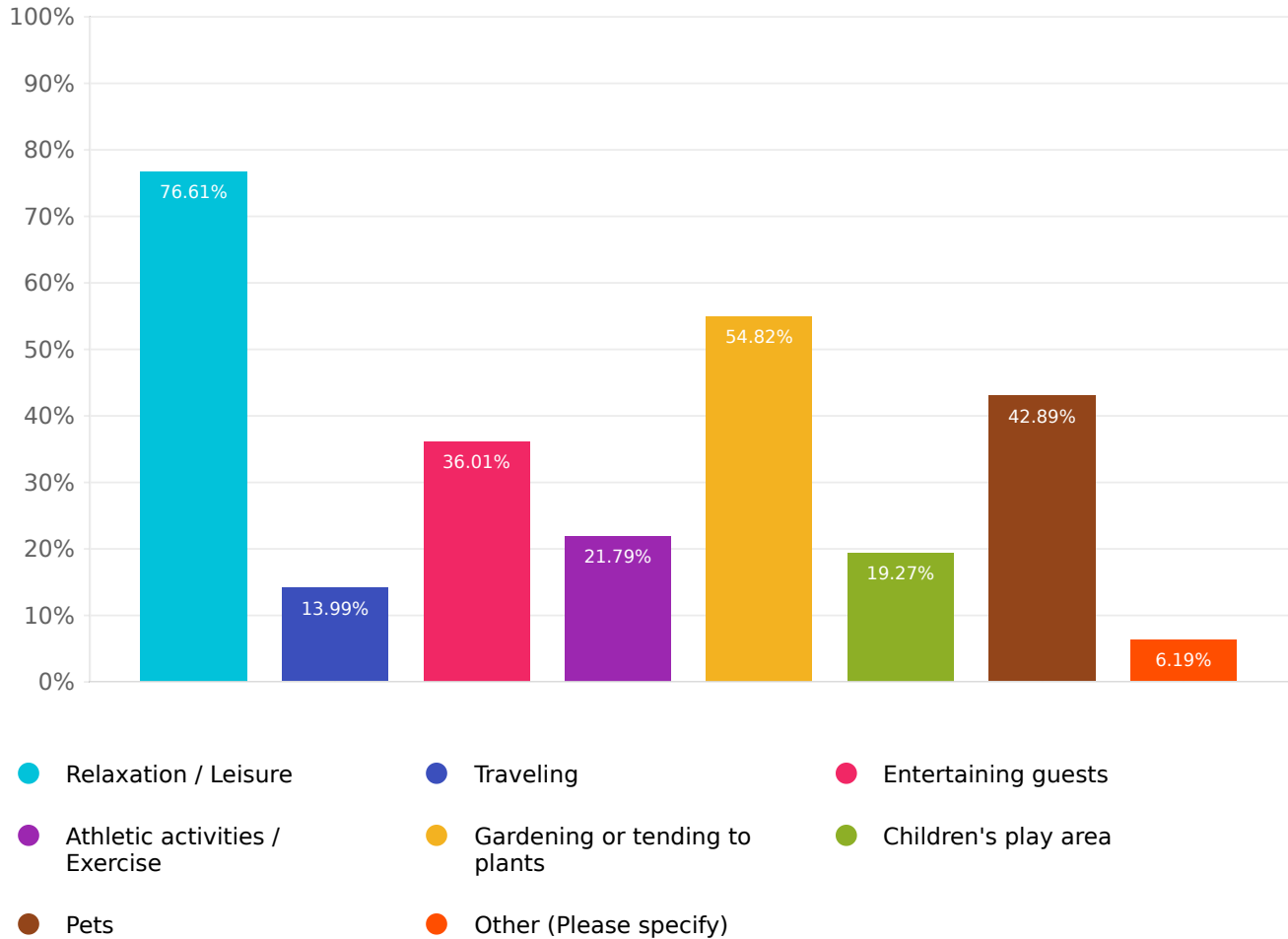


Leisure Activities

Q1

How do you typically use your outdoor space at home?
(Select all that apply)

Answered: 436 Skipped: 0



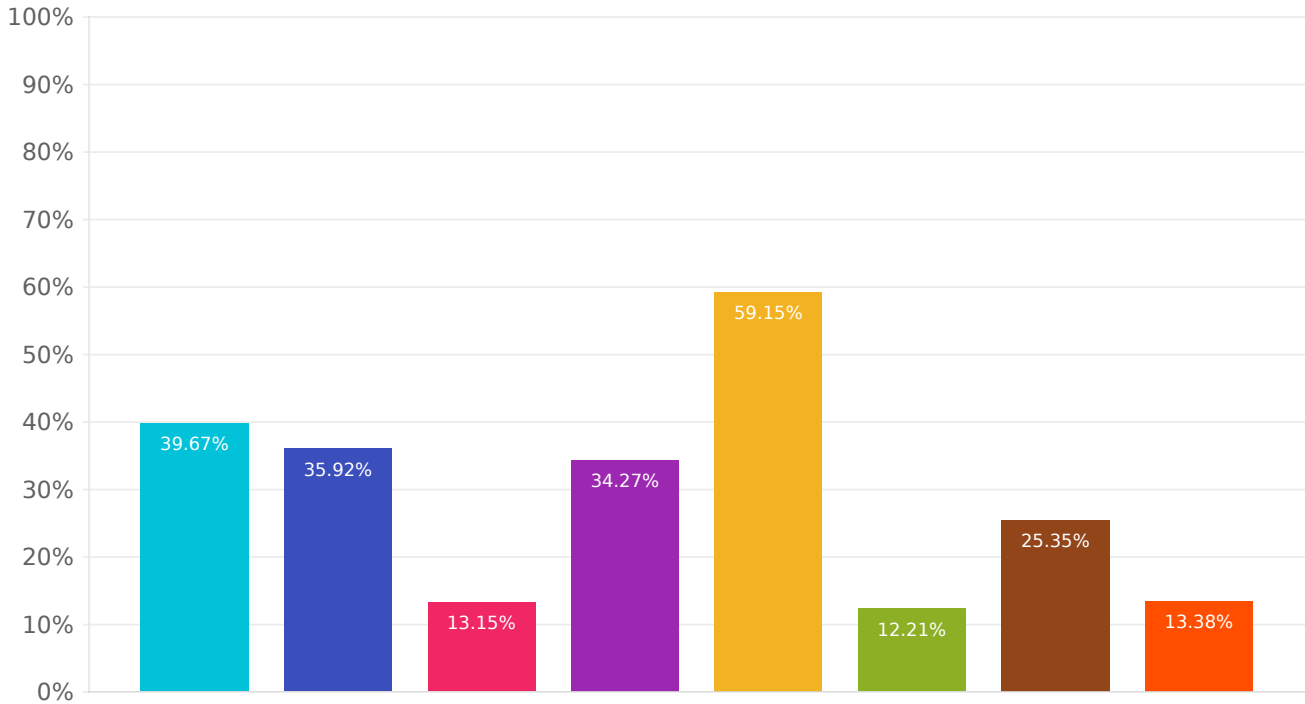
Choices	Response percent	Response count
Relaxation / Leisure	76.61%	334
Traveling	13.99%	61
Entertaining guests	36.01%	157
Athletic activities / Exercise	21.79%	95
Gardening or tending to plants	54.82%	239
Children's play area	19.27%	84
Pets	42.89%	187
Other (Please specify)	6.19%	27

Leisure Activities

Q2

Which of the following items have you purchased for your outdoor space in the past year?
(Select all that apply)

Answered: 426 Skipped: 10



Outdoor furniture

BBQ or outdoor cooking equipment

Athletic equipment (e.g., yoga mats, weights)

Decorative items (e.g., lighting, statues)

Plants, seeds, or gardening tools

Children's play equipment

Pet-related items (e.g., dog house, fencing)

Other (Please specify)

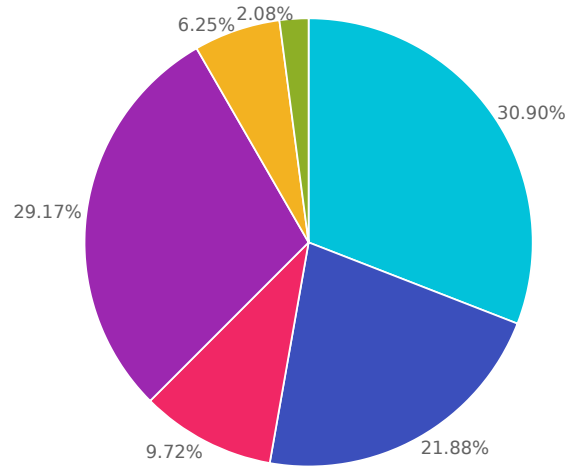
Choices	Response percent	Response count
Outdoor furniture	39.67%	169
BBQ or outdoor cooking equipment	35.92%	153
Athletic equipment (e.g., yoga mats, weights)	13.15%	56
Decorative items (e.g., lighting, statues)	34.27%	146
Plants, seeds, or gardening tools	59.15%	252
Children's play equipment	12.21%	52
Pet-related items (e.g., dog house, fencing)	25.35%	108
Other (Please specify)	13.38%	57

Leisure Activities

Q4

What is your primary reason for having a garden?

Answered: 288 Skipped: 148



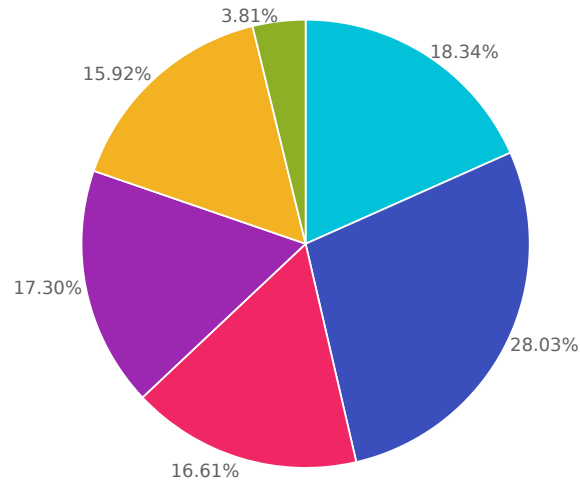
- Beauty
- Mental wellness
- Supporting pollinators and other wildlife
- Growing food
- I like to get my hands in the dirt
- Other (Please specify)

Choices	Response percent	Response count
Beauty	30.90%	89
Mental wellness	21.88%	63
Supporting pollinators and other wildlife	9.72%	28
Growing food	29.17%	84
I like to get my hands in the dirt	6.25%	18
Other (Please specify)	2.08%	6

Q5

What is your secondary reason for having a garden?

Answered: 289 Skipped: 147



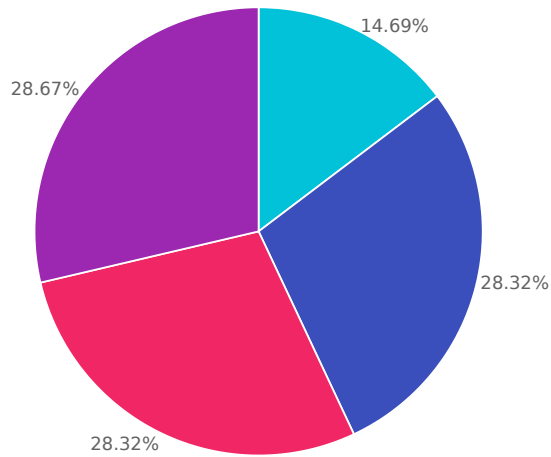
- Beauty
- Mental wellness
- Supporting pollinators and other wildlife
- Growing food
- I like to get my hands in the dirt
- Other (Please specify)

Choices	Response percent	Response count
Beauty	18.34%	53
Mental wellness	28.03%	81
Supporting pollinators and other wildlife	16.61%	48
Growing food	17.30%	50
I like to get my hands in the dirt	15.92%	46
Other (Please specify)	3.81%	11

Q6

How much of your outdoor space is occupied by lawn?

Answered: 286 Skipped: 150



76-100%

51-75%

25-50%

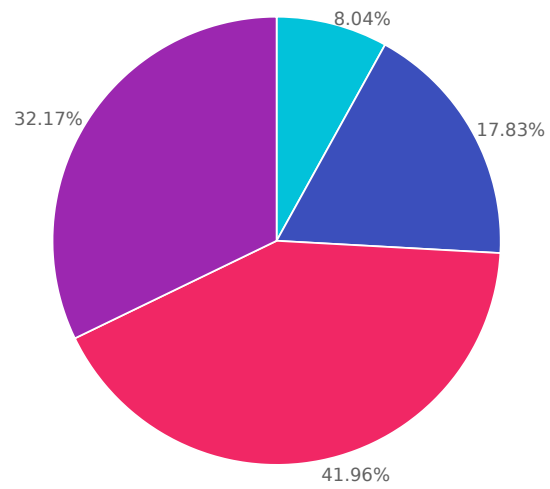
0-24%

Choices	Response percent	Response count
76-100%	14.69%	42
51-75%	28.32%	81
25-50%	28.32%	81
0-24%	28.67%	82

Q7

How much of your outdoor space is occupied by plants?

Answered: 286 Skipped: 150



76-100%

51-75%

25-50%

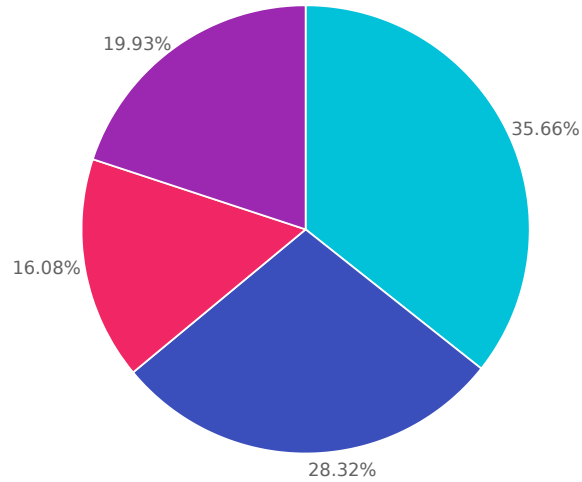
0-24%

Choices	Response percent	Response count
76-100%	8.04%	23
51-75%	17.83%	51
25-50%	41.96%	120
0-24%	32.17%	92

Q8

How far along is your garden?

Answered: 286 Skipped: 150



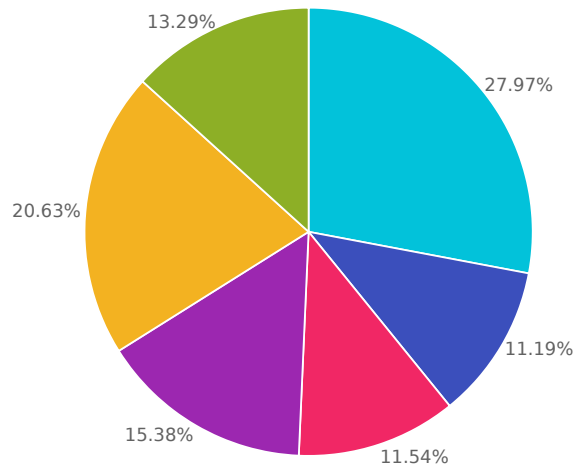
- Just started
- Early but making good progress
- Almost there!
- Mature - mostly refreshing

Choices	Response percent	Response count
Just started	35.66%	102
Early but making good progress	28.32%	81
Almost there!	16.08%	46
Mature - mostly refreshing	19.93%	57

Q9

How long have you been at your current residence?

Answered: 286 Skipped: 150



20+ years

16-20 years

11-15 years

6-10 years

3-5 years

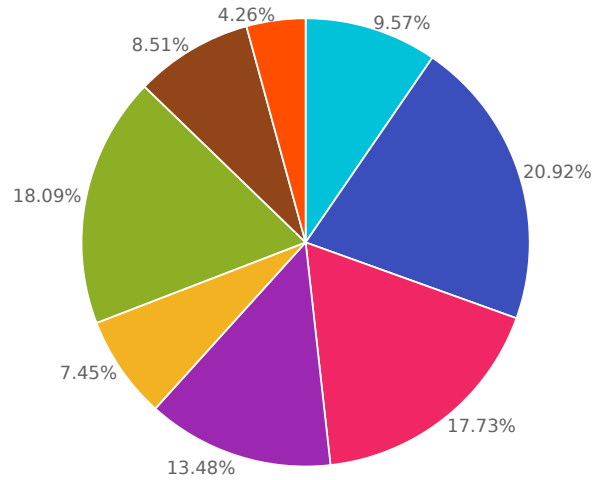
1-2 years

Choices	Response percent	Response count
20+ years	27.97%	80
16-20 years	11.19%	32
11-15 years	11.54%	33
6-10 years	15.38%	44
3-5 years	20.63%	59
1-2 years	13.29%	38

Q10

For learning more about plants and techniques, I'm primarily interested in:

Answered: 282 Skipped: 154



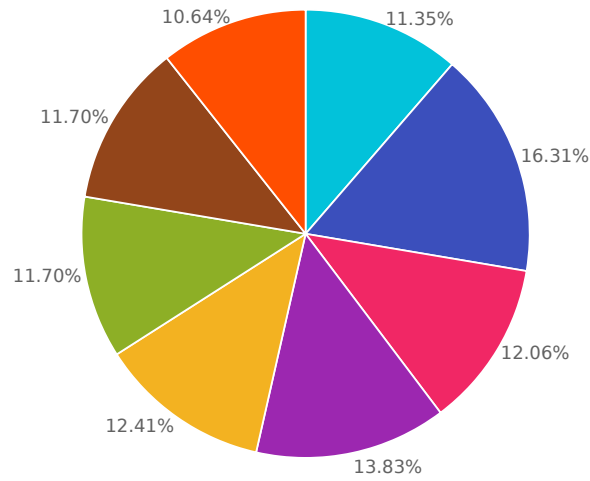
- Houseplants
- Flower & Container Gardening
- DIY Landscaping
- Sustainable Gardening
- Soil Health, Alternative Growing Methods, etc.
- Small Space Food & Fruit Gardening
- Native & Wildlife Gardening
- Therapeutic Aspects of Gardening

Choices	Response percent	Response count
Houseplants	9.57%	27
Flower & Container Gardening	20.92%	59
DIY Landscaping	17.73%	50
Sustainable Gardening	13.48%	38
Soil Health, Alternative Growing Methods, etc.	7.45%	21
Small Space Food & Fruit Gardening	18.09%	51
Native & Wildlife Gardening	8.51%	24
Therapeutic Aspects of Gardening	4.26%	12

Q11

For learning more about plants and techniques, I'm also interested in:

Answered: 282 Skipped: 154



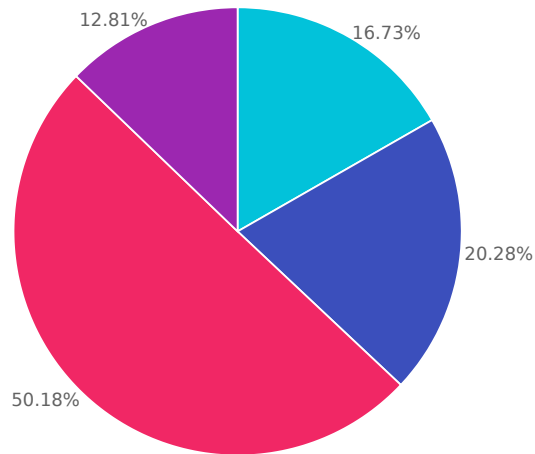
- Houseplants
- Flower & Container Gardening
- DIY Landscaping
- Sustainable Gardening
- Soil Health, Alternative Growing Methods, etc.
- Small Space Food & Fruit Gardening
- Native & Wildlife Gardening
- Therapeutic Aspects of Gardening

Choices	Response percent	Response count
Houseplants	11.35%	32
Flower & Container Gardening	16.31%	46
DIY Landscaping	12.06%	34
Sustainable Gardening	13.83%	39
Soil Health, Alternative Growing Methods, etc.	12.41%	35
Small Space Food & Fruit Gardening	11.70%	33
Native & Wildlife Gardening	11.70%	33
Therapeutic Aspects of Gardening	10.64%	30

Q12

How do you think of your garden and gardening as an activity?

Answered: 281 Skipped: 155



- Gardening is my passion
- Gardening is a primary hobby
- Gardening is a good outdoor activity

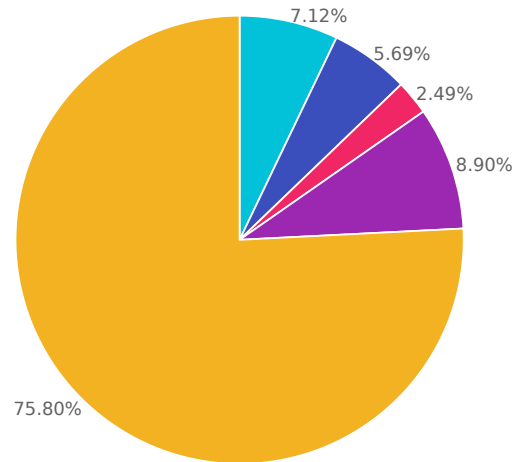
- I garden occasionally; it's more of a chore than a hobby

Choices	Response percent	Response count
Gardening is my passion	16.73%	47
Gardening is a primary hobby	20.28%	57
Gardening is a good outdoor activity	50.18%	141
I garden occasionally; it's more of a chore than a hobby	12.81%	36

Q13

Have you ever worked in the gardening or horticulture industry?

Answered: 281 Skipped: 155



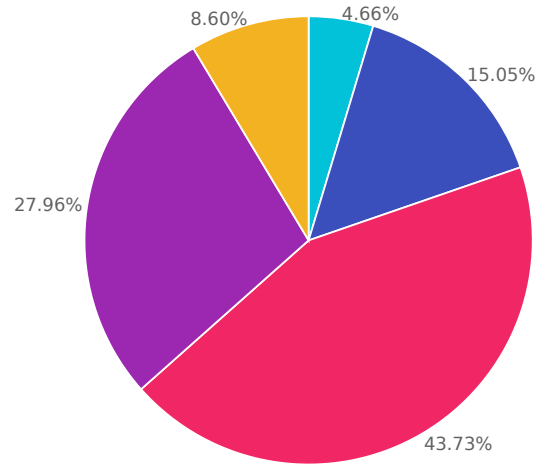
- Yes, currently working in the gardening industry
- Yes, previously worked in the gardening industry
- Yes, currently volunteer in the gardening industry
- Yes, have volunteered in the gardening industry in the past
- No, I have never worked or volunteered in the gardening industry

Choices	Response percent	Response count
Yes, currently working in the gardening industry	7.12%	20
Yes, previously worked in the gardening industry	5.69%	16
Yes, currently volunteer in the gardening industry	2.49%	7
Yes, have volunteered in the gardening industry in the past	8.90%	25
No, I have never worked or volunteered in the gardening industry	75.80%	213

Q14

What level of gardener do you consider yourself?

Answered: 279 Skipped: 157



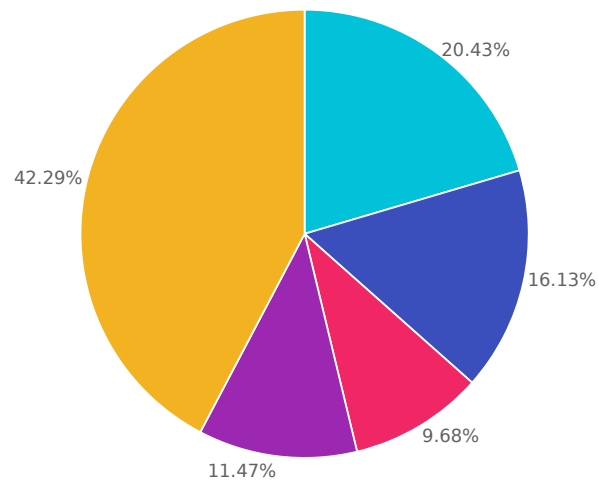
- Expert
- Advanced
- Intermediate
- Beginner
- Non-gardener/Aspiring gardener

Choices	Response percent	Response count
Expert	4.66%	13
Advanced	15.05%	42
Intermediate	43.73%	122
Beginner	27.96%	78
Non-gardener/Aspiring gardener	8.60%	24

Q15

How many years have you been gardening?

Answered: 279 Skipped: 157



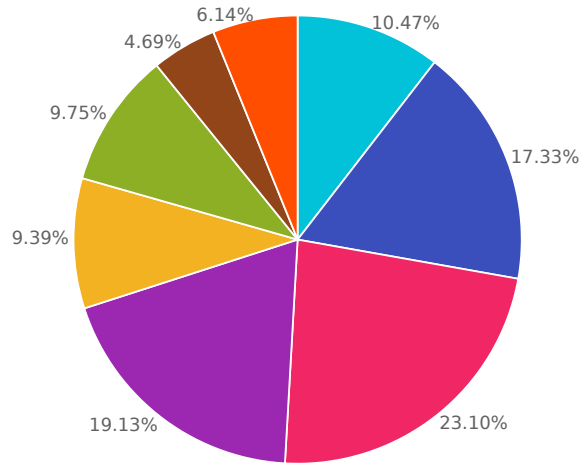
- 1-2
- 3-4
- 5-6
- 6-10
- 10+

Choices	Response percent	Response count
1-2	20.43%	57
3-4	16.13%	45
5-6	9.68%	27
6-10	11.47%	32
10+	42.29%	118

Q16

What is your approximate recurring annual garden budget?
(excluding one-time projects like major landscape changes)

Answered: 277 Skipped: 159



● \$1-\$49

● \$50-\$99

● \$100-\$199

● \$200-\$299

● \$300-\$399

● \$400-\$499

● \$500-\$999

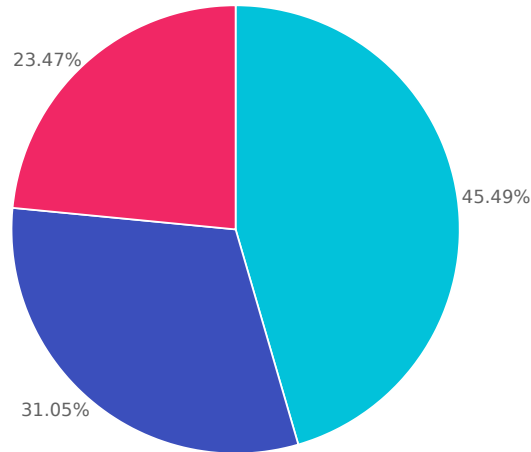
● \$1000+

Choices	Response percent	Response count
\$1-\$49	10.47%	29
\$50 - \$99	17.33%	48
\$100 - \$199	23.10%	64
\$200 - \$299	19.13%	53
\$300 - \$399	9.39%	26
\$400 - \$499	9.75%	27
\$500 - \$999	4.69%	13
\$1000+	6.14%	17

Q17

Overall, my spend on garden items last year was:

Answered: 277 Skipped: 159



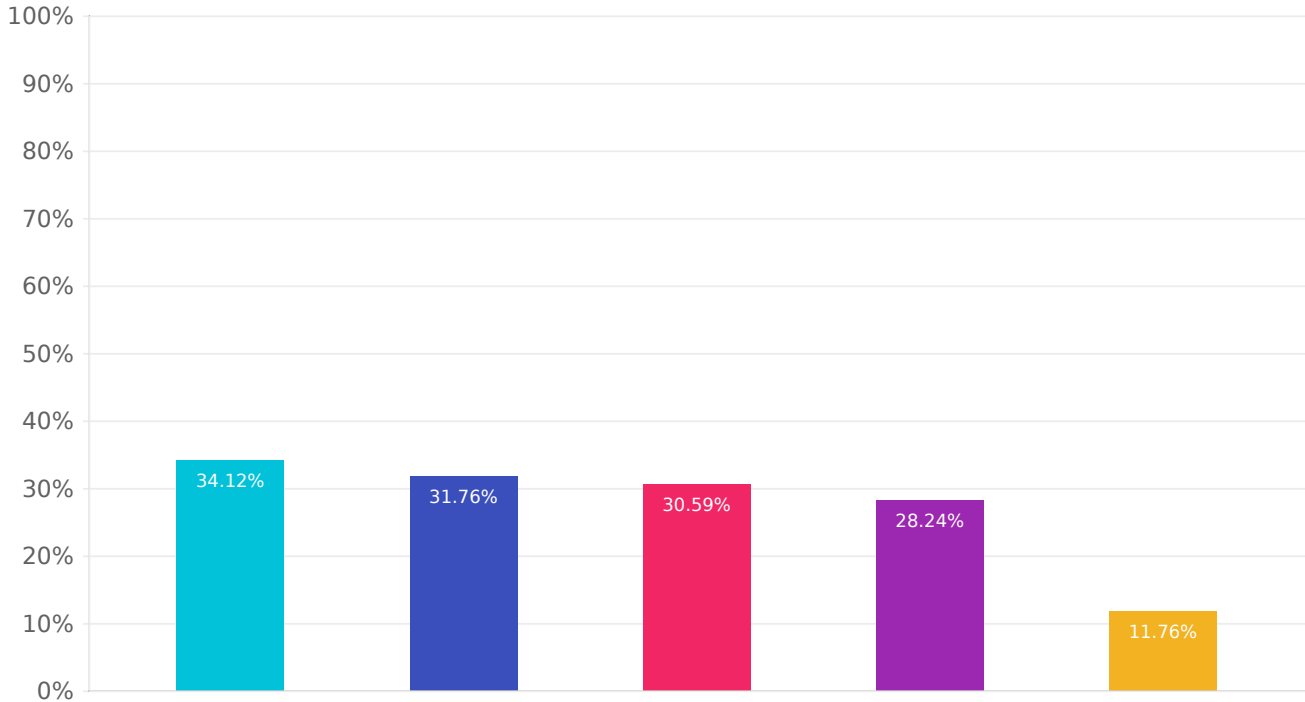
● Same as prior years
 ● Lower than prior years
 ● More than prior years

Choices	Response percent	Response count
Same as prior years	45.49%	126
Lower than prior years	31.05%	86
More than prior years	23.47%	65

Q18

What were the reasons for spending less on your garden last year?

Answered: 85 Skipped: 351



- Earned less income
- Affected by higher prices on garden items
- Affected by higher prices in non-garden areas

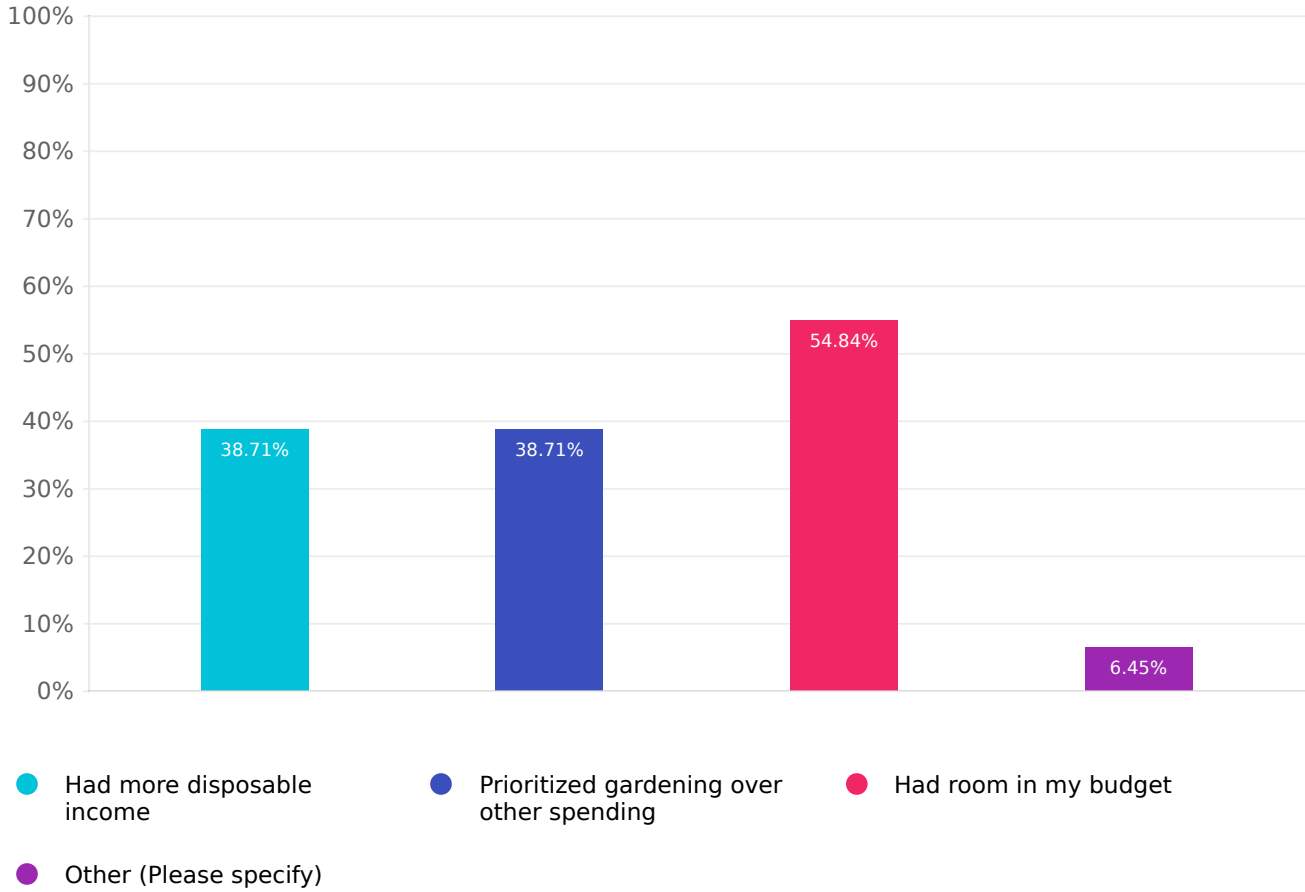
- I gardened less for non-monetary reasons
- Other (Please specify)

Choices	Response percent	Response count
Earned less income	34.12%	29
Affected by higher prices on garden items	31.76%	27
Affected by higher prices in non-garden areas	30.59%	26
I gardened less for non-monetary reasons	28.24%	24
Other (Please specify)	11.76%	10

Q19

How did you accommodate your increased spend on gardening?

Answered: 62 Skipped: 374

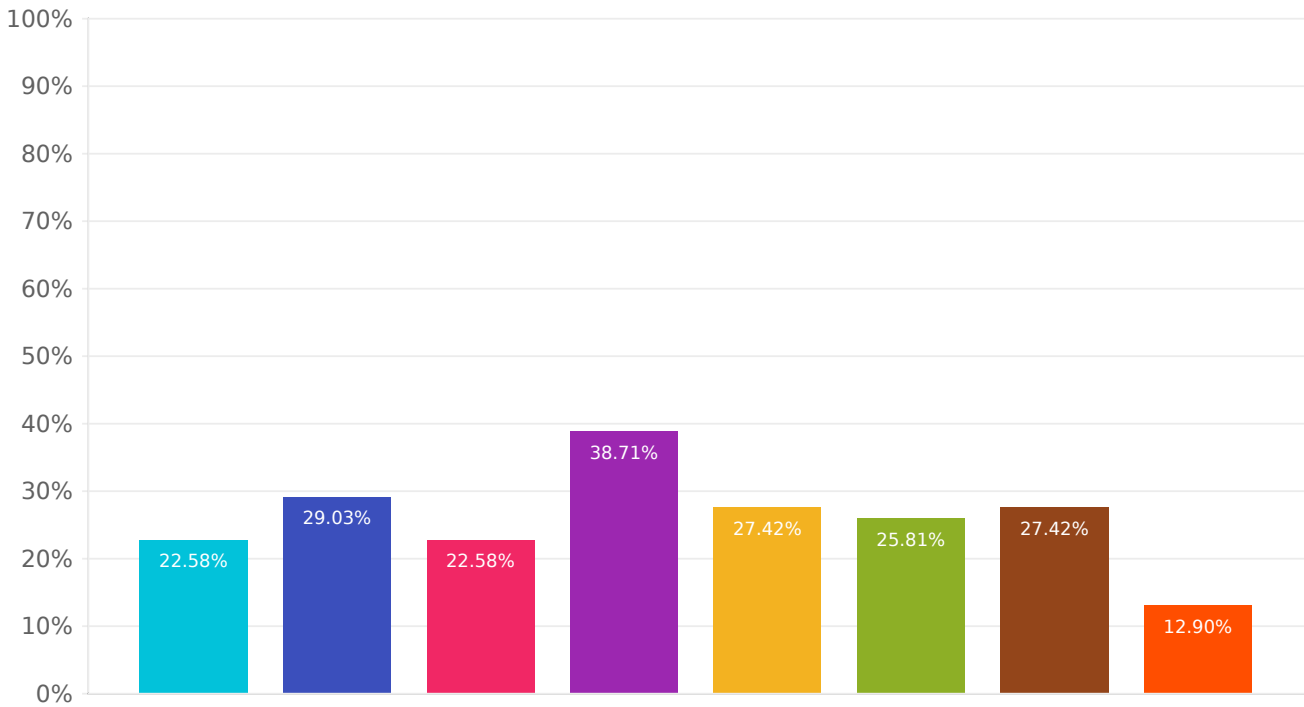


Choices	Response percent	Response count
Had more disposable income	38.71%	24
Prioritized gardening over other spending	38.71%	24
Had room in my budget	54.84%	34
Other (Please specify)	6.45%	4

Q20

What were your reasons for spending more on your garden last year?

Answered: 62 Skipped: 374



● Increased interest in gardening due to the pandemic

● Increased interest in gardening in general

● Had a larger space to garden in

● Purchased more plants

● Purchased more expensive plants

● Purchased more garden equipment

● Landscaping project

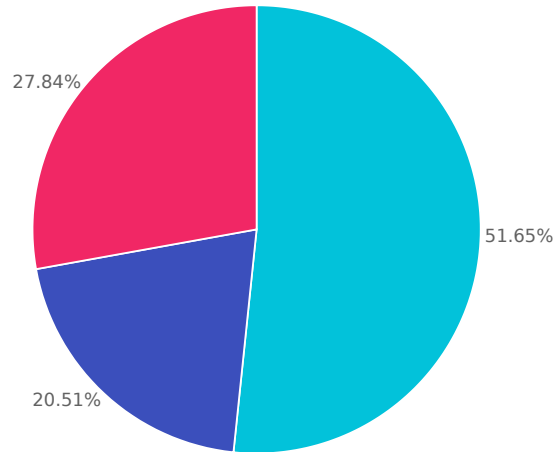
● Other (Please specify)

Choices	Response percent	Response count
Increased interest in gardening due to the pandemic	22.58%	14
Increased interest in gardening in general	29.03%	18
Had a larger space to garden in	22.58%	14
Purchased more plants	38.71%	24
Purchased more expensive plants	27.42%	17
Purchased more garden equipment	25.81%	16
Landscaping project	27.42%	17
Other (Please specify)	12.90%	8

Q21

What is your projected spend on gardening this year?

Answered: 273 Skipped: 163



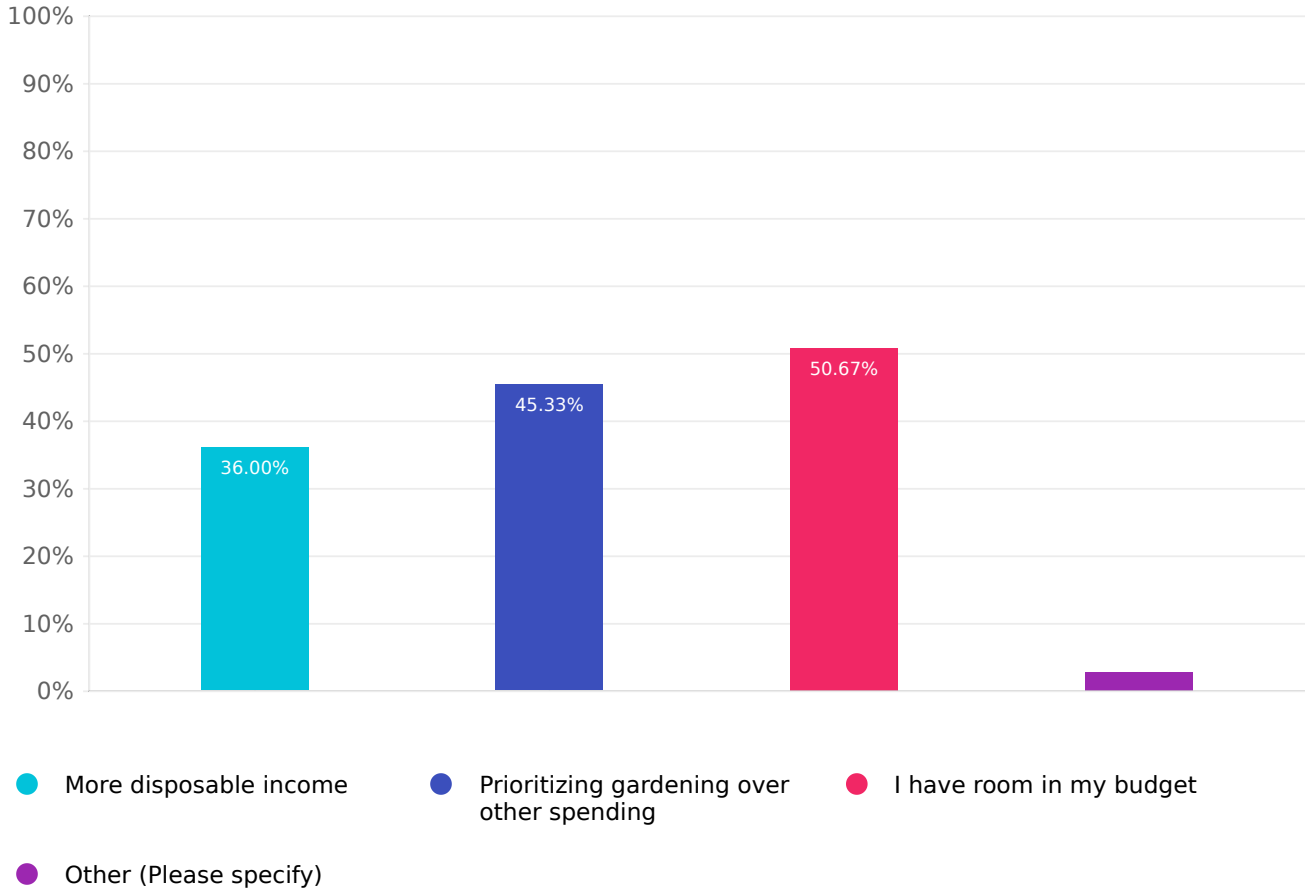
● Same as prior years ● Less than prior years ● More than prior years

Choices	Response percent	Response count
Same as prior years	51.65%	141
Less than prior years	20.51%	56
More than prior years	27.84%	76

Q22

How will you accommodate your increasing spend on gardening this year?

Answered: 75 Skipped: 361

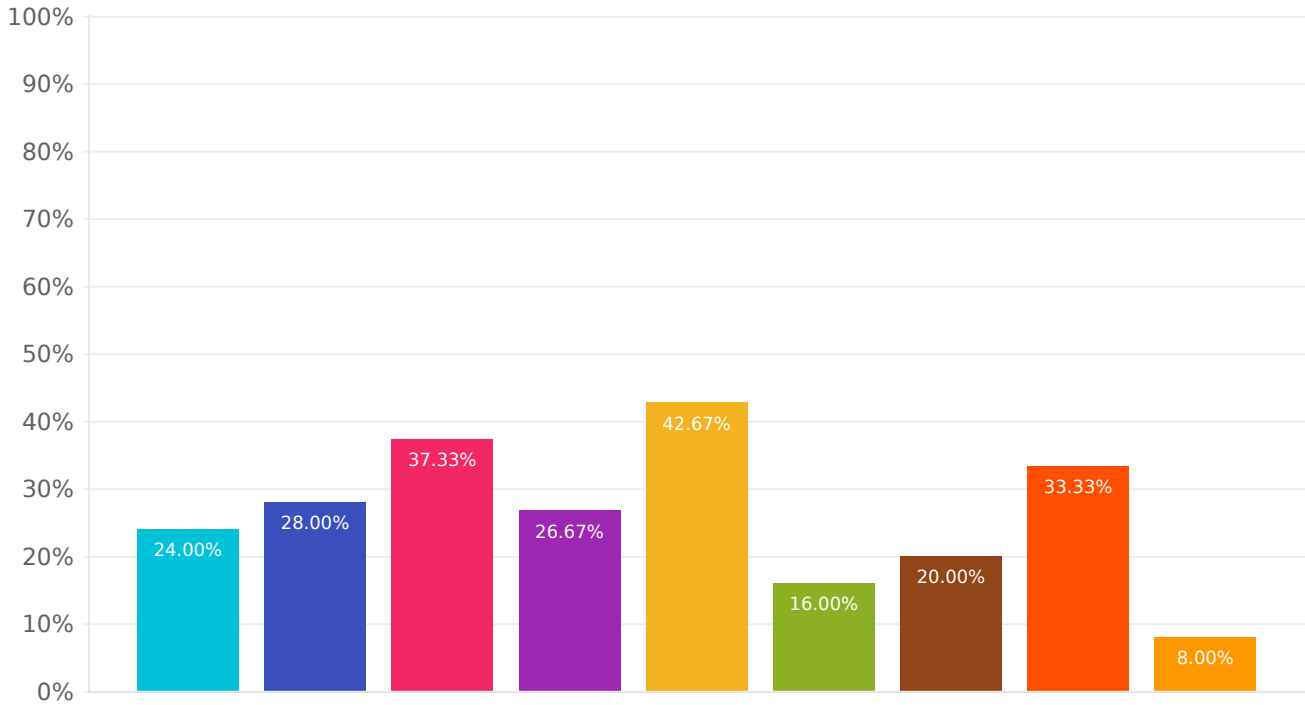


Choices	Response percent	Response count
More disposable income	36.00%	27
Prioritizing gardening over other spending	45.33%	34
I have room in my budget	50.67%	38
Other (Please specify)	2.67%	2

Q23

What are your reasons for spending more on your garden this year?

Answered: 75 Skipped: 361



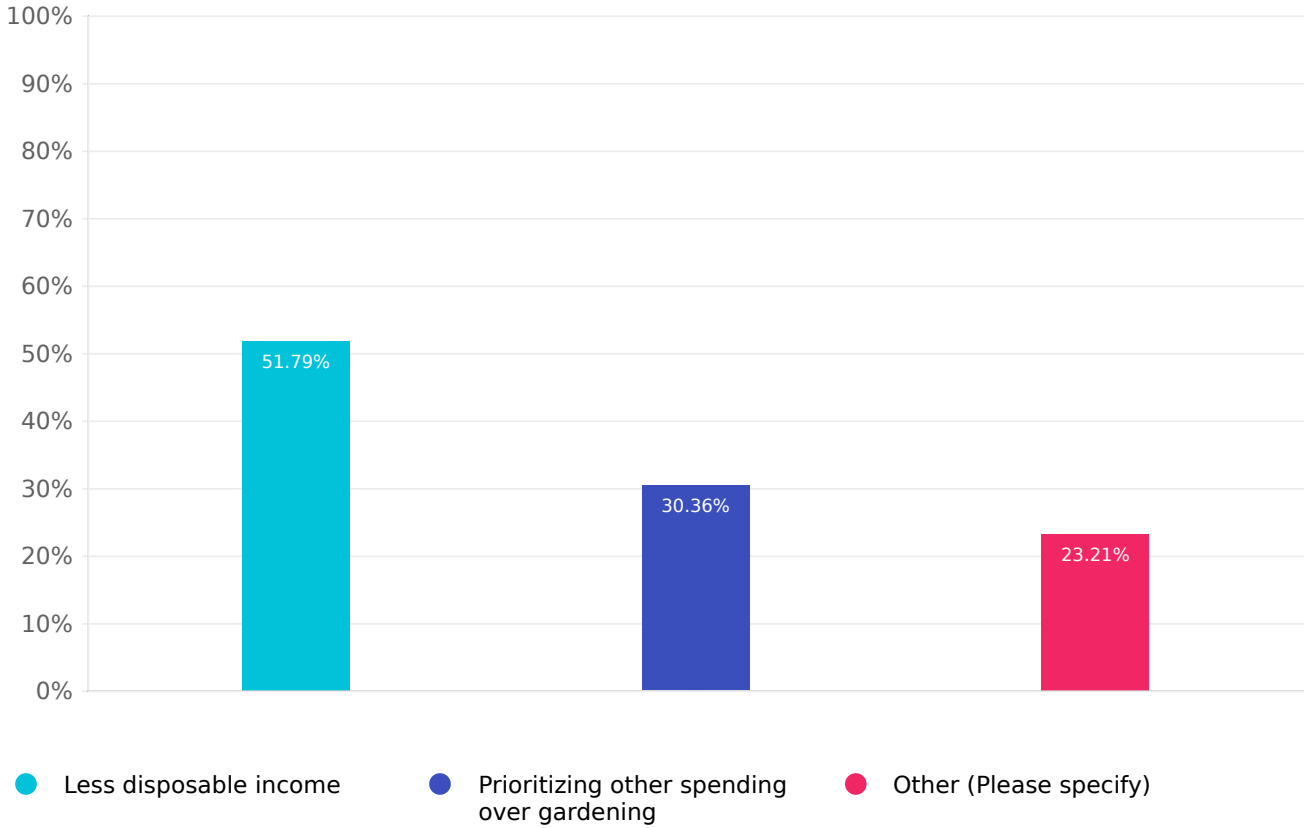
- Increased interest in gardening due to the pandemic
- Increased interest in gardening in general
- More time to garden
- Larger space to garden in
- Purchasing more plants
- Purchasing more expensive plants
- Purchasing more garden equipment
- Landscaping project
- Other (Please specify)

Choices	Response percent	Response count
Increased interest in gardening due to the pandemic	24.00%	18
Increased interest in gardening in general	28.00%	21
More time to garden	37.33%	28
Larger space to garden in	26.67%	20
Purchasing more plants	42.67%	32
Purchasing more expensive plants	16.00%	12
Purchasing more garden equipment	20.00%	15
Landscaping project	33.33%	25
Other (Please specify)	8.00%	6

Q24

Budgetary reasons for spending less on gardening this year?

Answered: 56 Skipped: 380

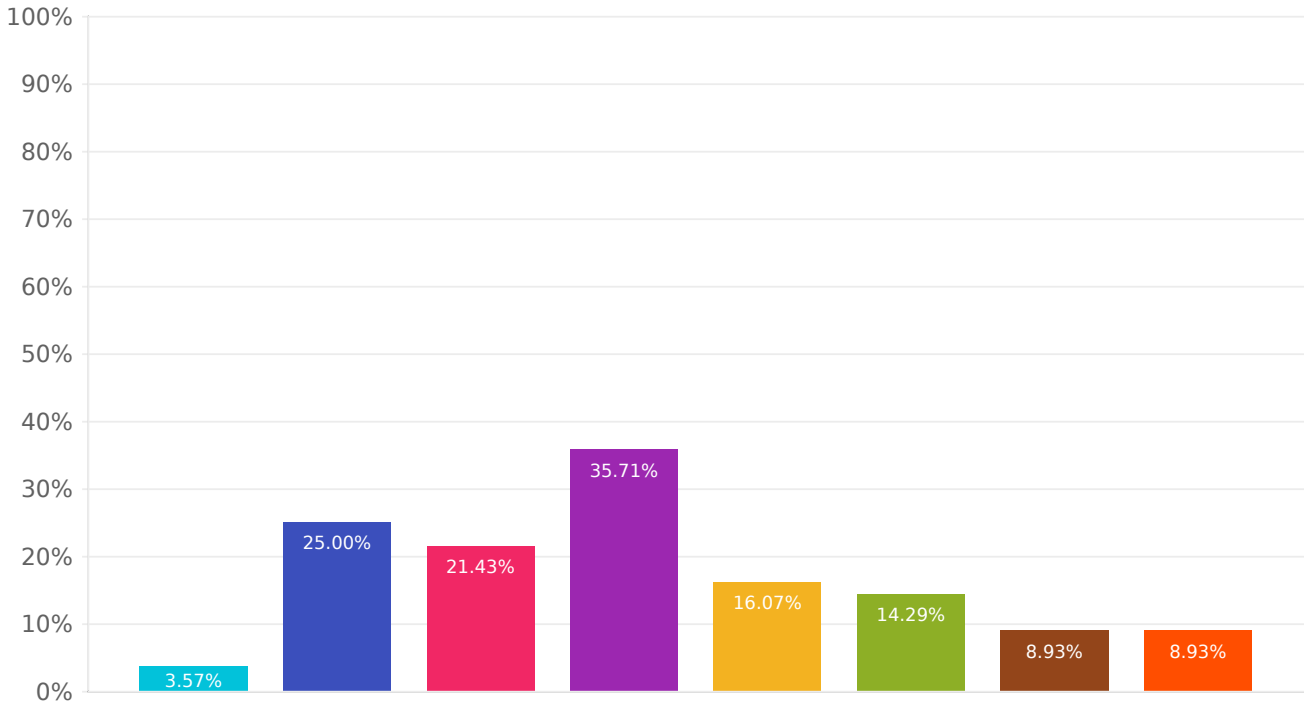


Choices	Response percent	Response count
Less disposable income	51.79%	29
Prioritizing other spending over gardening	30.36%	17
Other (Please specify)	23.21%	13

Q25

Where/why will you decrease spending on your garden this year?

Answered: 56 Skipped: 380



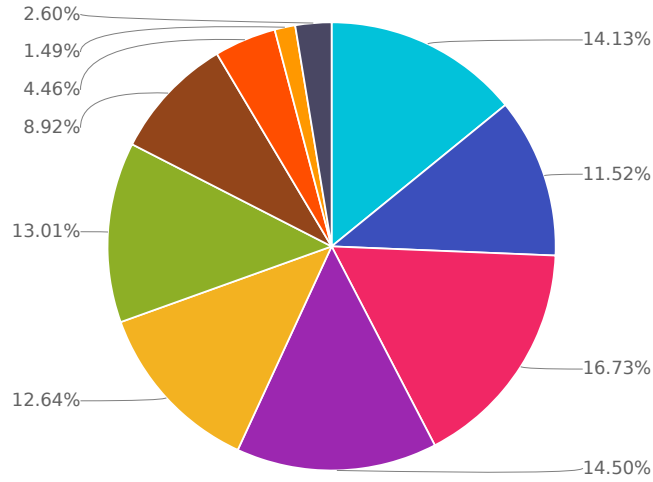
- Decreased interest in gardening
- Less time to garden
- Smaller space to garden in
- Purchasing fewer plants
- Purchasing less expensive plants
- Purchasing less garden equipment
- Spending less on landscaping
- Other (Please specify)

Choices	Response percent	Response count
Decreased interest in gardening	3.57%	2
Less time to garden	25.00%	14
Smaller space to garden in	21.43%	12
Purchasing fewer plants	35.71%	20
Purchasing less expensive plants	16.07%	9
Purchasing less garden equipment	14.29%	8
Spending less on landscaping	8.93%	5
Other (Please specify)	8.93%	5

Q26

What is your total outdoor garden space?

Answered: 269 Skipped: 167



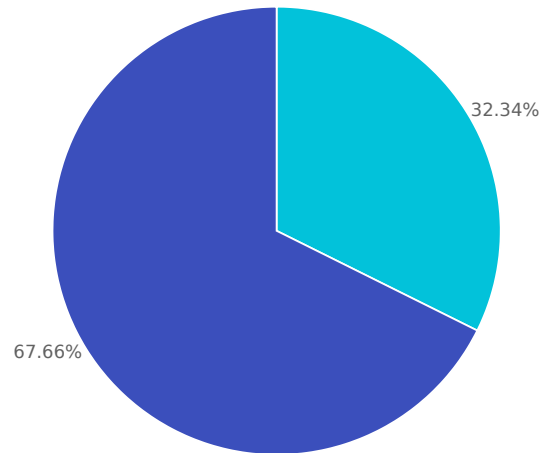
- <25 sq ft
- 25 - 50 sq ft
- 51 - 100 sq ft
- 101 - 250 sq ft
- 251 - 500 sq ft
- 501 - 1,000 sq ft
- 1,001 - 2,500 sq ft
- 2,501 - 5,000 sq ft
- 5,001 - 10,000 sq ft
- >10,000 sq ft

Choices	Response percent	Response count
<25 sq ft	14.13%	38
25 - 50 sq ft	11.52%	31
51 - 100 sq ft	16.73%	45
101 - 250 sq ft	14.50%	39
251 - 500 sq ft	12.64%	34
501 - 1,000 sq ft	13.01%	35
1,001 - 2,500 sq ft	8.92%	24
2,501 - 5,000 sq ft	4.46%	12
5,001 - 10,000 sq ft	1.49%	4
>10,000 sq ft	2.60%	7

Q27

Last year, did you undertake any significant projects in your outdoor space?
This could include landscaping work, such as redesigning your yard or adding new garden beds, as well as installing features like an outdoor kitchen or a patio.

Answered: 269 Skipped: 167



● Yes

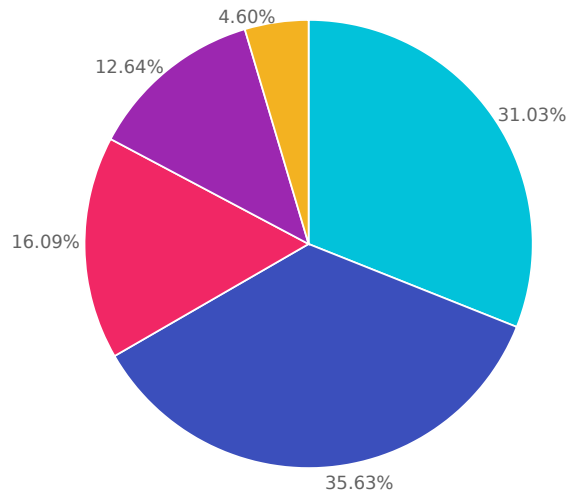
● No

Choices	Response percent	Response count
Yes	32.34%	87
No	67.66%	182

Q28

How much did you approximately spend?
Please select the range that best fits your total expenditure.

Answered: 87 Skipped: 349



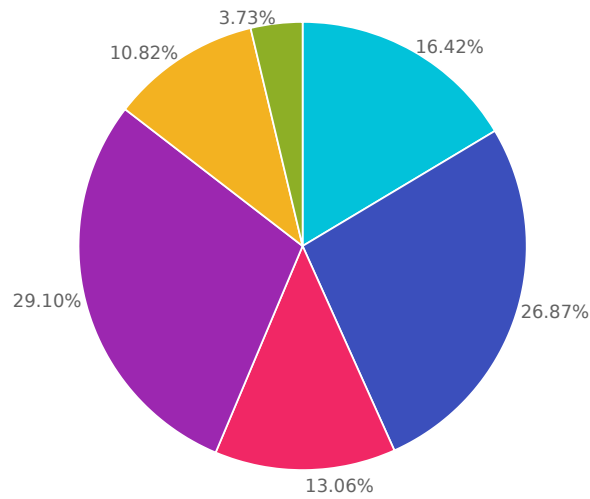
- Under \$500
- \$501 - \$1,000
- \$1,001 - \$5,000
- \$5,001 - \$10,000
- Over \$10,000

Choices	Response percent	Response count
Under \$500	31.03%	27
\$501 - \$1,000	35.63%	31
\$1,001 - \$5,000	16.09%	14
\$5,001 - \$10,000	12.64%	11
Over \$10,000	4.60%	4

Q29

How often do you make significant changes to your garden or outdoor space?
 Consider 'signifiant changes' as projects that significantly alter the appearance or function of your space. If you only made significant changes when you first moved in, please select the corresponding option.

Answered: 268 Skipped: 168



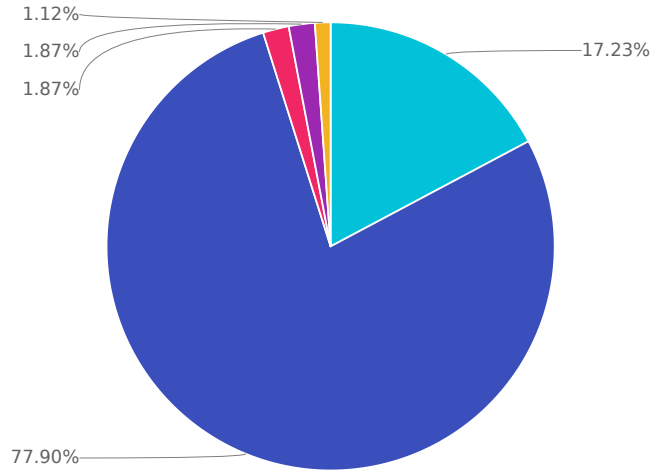
- Annually
- Every 2-3 years
- Every 4-5 years
- Rarely
- Only when I first moved in
- Never

Choices	Response percent	Response count
Annually	16.42%	44
Every 2-3 years	26.87%	72
Every 4-5 years	13.06%	35
Rarely	29.10%	78
Only when I first moved in	10.82%	29
Never	3.73%	10

Q30

Where do you primarily garden?

Answered: 267 Skipped: 169



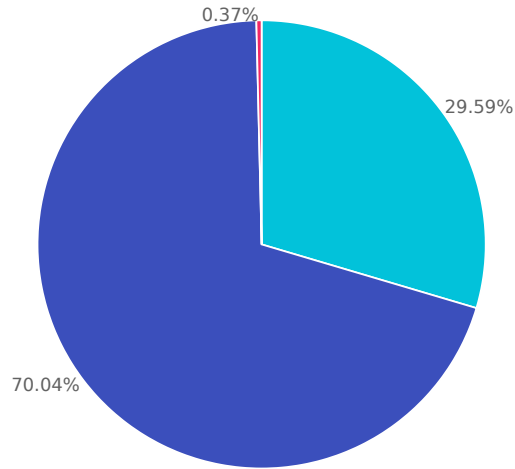
- Apartment / Condo Balcony or Porch
- Home Yard / Landscape
- School or Community Garden
- Farm or Large-Scale Agricultural Operation
- Indoors

Choices	Response percent	Response count
Apartment / Condo Balcony or Porch	17.23%	46
Home Yard / Landscape	77.90%	208
School or Community Garden	1.87%	5
Farm or Large-Scale Agricultural Operation	1.87%	5
Indoors	1.12%	3

Q31

Do you rent or own?

Answered: 267 Skipped: 169



● Rent

● Own

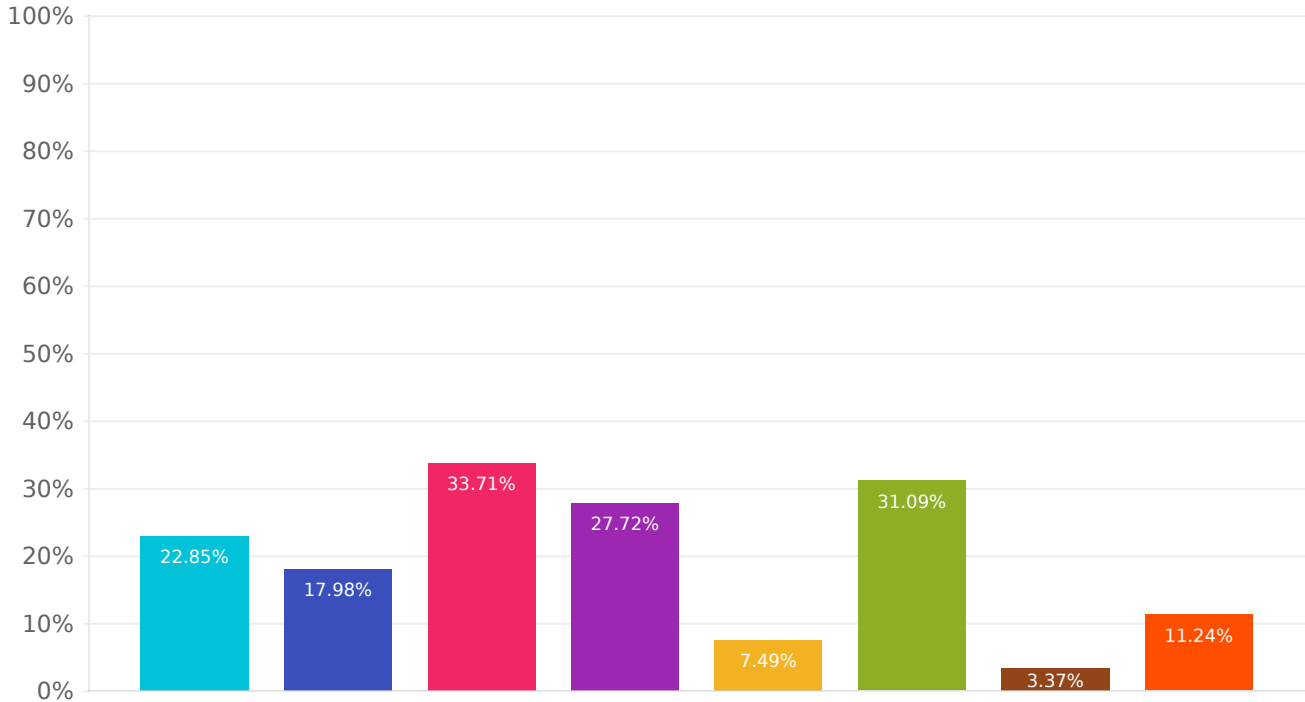
● Other (Please specify)

Choices	Response percent	Response count
Rent	29.59%	79
Own	70.04%	187
Other (Please specify)	0.37%	1

Q32

What (if any) are your barriers to achieving gardening success?

Answered: 267 Skipped: 169



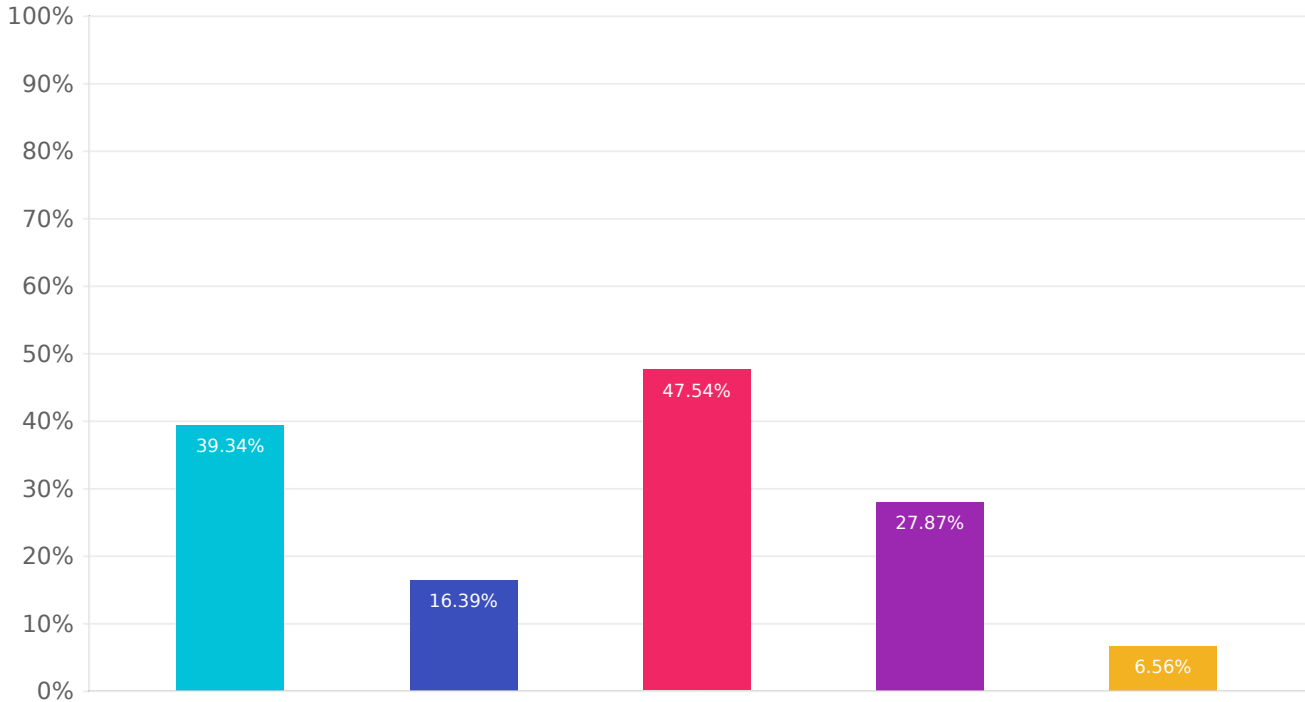
- Not enough space in current garden
- Need more information or education
- Cost of buying more plants
- Not enough time
- Non-interested partner or other family members
- Local climate not conducive to things I'd like to grow
- HOA or similar does not allow / limits
- Other (Please specify)

Choices	Response percent	Response count
Not enough space in current garden	22.85%	61
Need more information or education	17.98%	48
Cost of buying more plants	33.71%	90
Not enough time	27.72%	74
Non-interested partner or other family members	7.49%	20
Local climate not conducive to things I'd like to grow	31.09%	83
HOA or similar does not allow / limits	3.37%	9
Other (Please specify)	11.24%	30

Q33

If lack of space is an issue, why is that?

Answered: 61 Skipped: 375



- I'm in an apartment/condo, would like a house with a yard
- I'm in an apartment/condo, would like a larger outdoor area
- My yard is too small

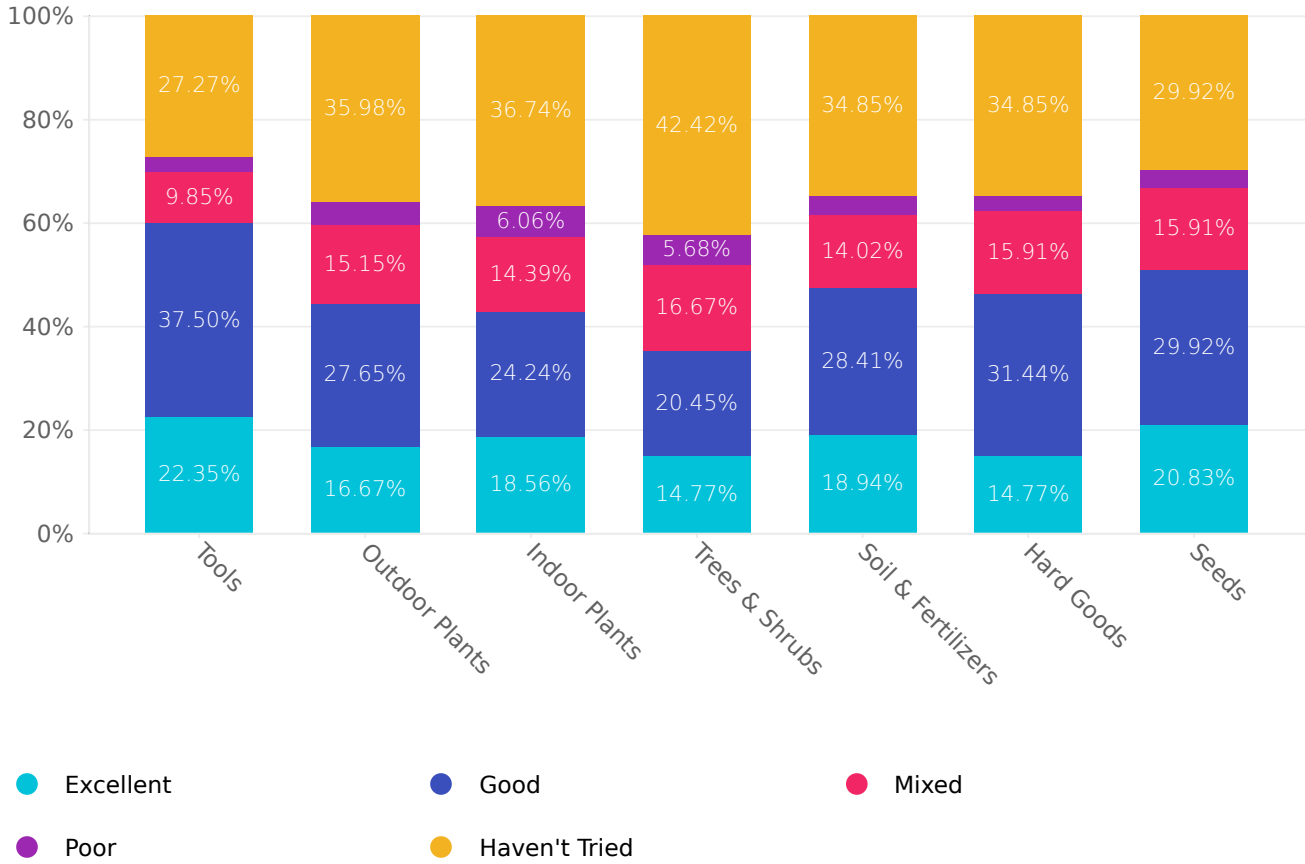
- My yard is occupied with other things
- None of the above

Choices	Response percent	Response count
I'm in an apartment/condo, would like a house with a yard	39.34%	24
I'm in an apartment/condo, would like a larger outdoor area	16.39%	10
My yard is too small	47.54%	29
My yard is occupied with other things	27.87%	17
None of the above	6.56%	4

Q34

Rate your satisfaction with purchasing garden items online

Answered: 264 Skipped: 172



Row	Excellent	Good	Mixed	Poor	Haven't Tried	Response count
Tools	22.35% (59)	37.50% (99)	9.85% (26)	3.03% (8)	27.27% (72)	264
Outdoor Plants	16.67% (44)	27.65% (73)	15.15% (40)	4.55% (12)	35.98% (95)	264
Indoor Plants	18.56% (49)	24.24% (64)	14.39% (38)	6.06% (16)	36.74% (97)	264
Trees & Shrubs	14.77% (39)	20.45% (54)	16.67% (44)	5.68% (15)	42.42% (112)	264
Soil & Fertilizers	18.94% (50)	28.41% (75)	14.02% (37)	3.79% (10)	34.85% (92)	264
Hard Goods	14.77% (39)	31.44% (83)	15.91% (42)	3.03% (8)	34.85% (92)	264
Seeds	20.83% (55)	29.92% (79)	15.91% (42)	3.41% (9)	29.92% (79)	264

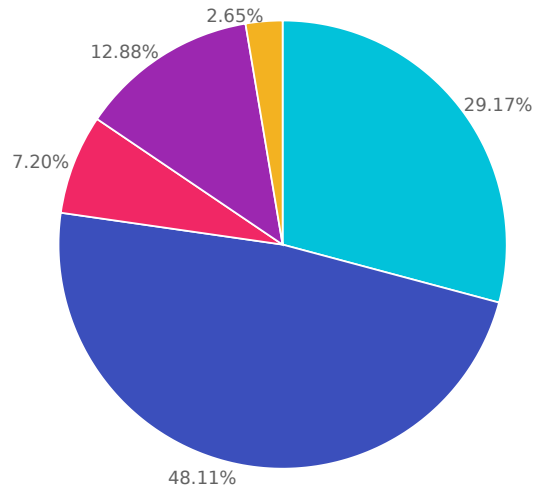
Rate your satisfaction with purchasing garden items online.

No Responses

Q35

Where do you primarily shop for gardening supplies, such as plants, seeds, tools, and fertilizers?

Answered: 264 Skipped: 172



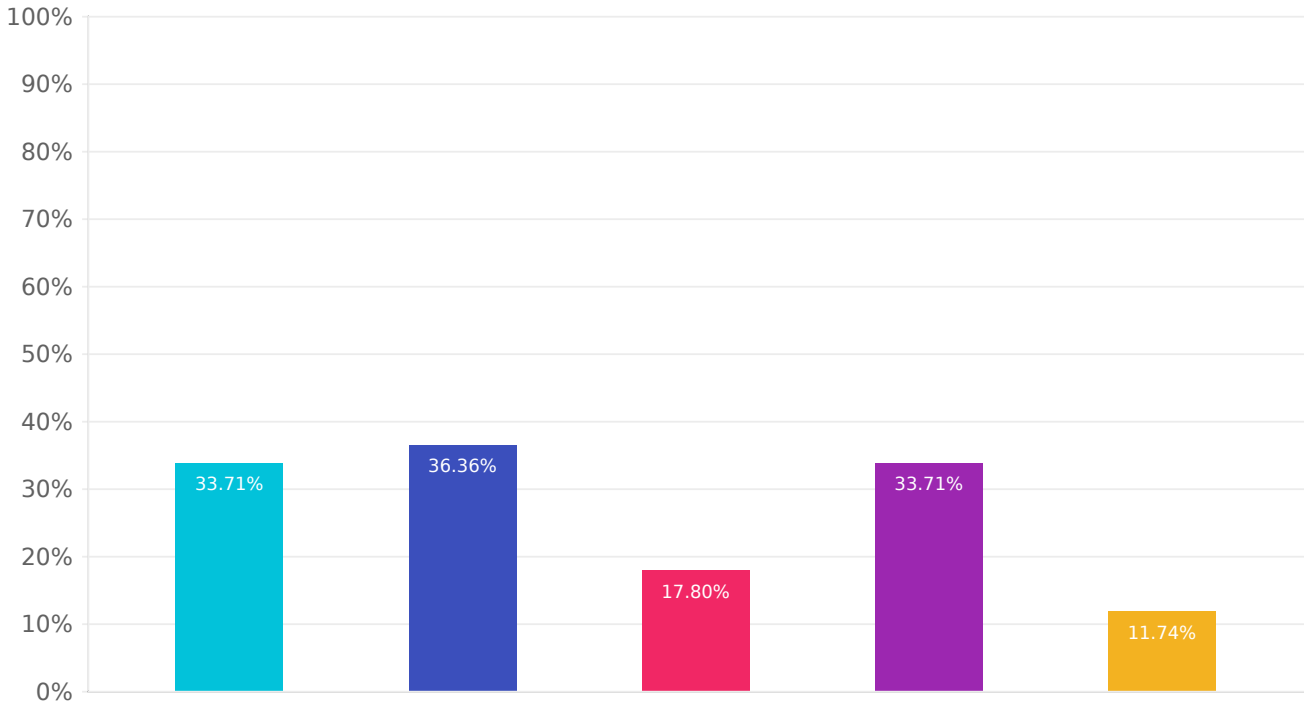
- Big Box Retail (in-store or online)
- Local Garden Center (in-store or online)
- Online Non-Local Retailer
- Other Retail (grocery, hardware, etc.)
- Community Events (plant sales, etc.)

Choices	Response percent	Response count
Big Box Retail (in-store or online)	29.17%	77
Local Garden Center (in-store or online)	48.11%	127
Online Non-Local Retailer	7.20%	19
Other Retail (grocery, hardware, etc.)	12.88%	34
Community Events (plant sales, etc.)	2.65%	7

Q36

Where else do you shop for gardening supplies? (Select all that apply)

Answered: 264 Skipped: 172



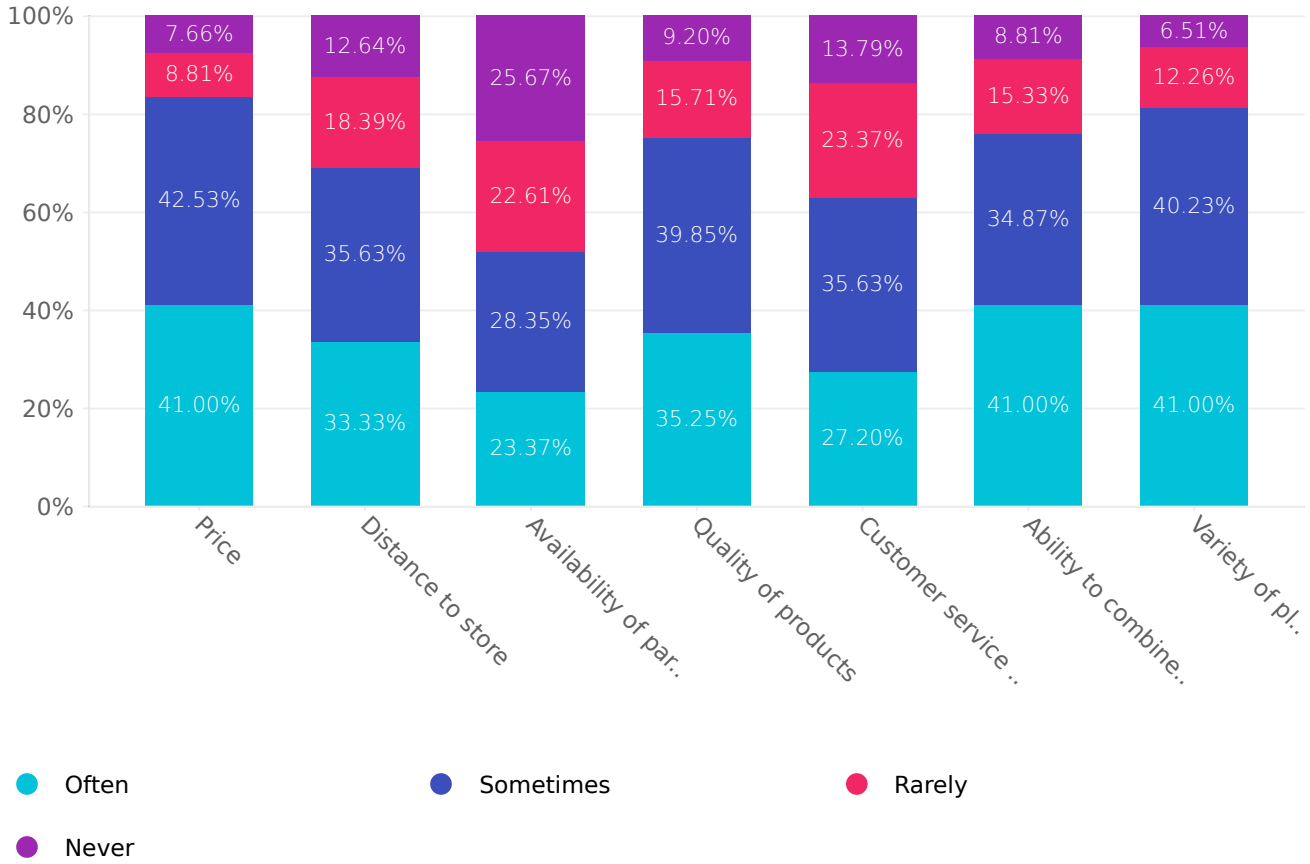
- Big Box Retail (in-store or online)
- Local Garden Center (in-store or online)
- Online Non-Local Retailer
- Other Retail (grocery, hardware, etc.)
- Community Events (plant sales, etc.)

Choices	Response percent	Response count
Big Box Retail (in-store or online)	33.71%	89
Local Garden Center (in-store or online)	36.36%	96
Online Non-Local Retailer	17.80%	47
Other Retail (grocery, hardware, etc.)	33.71%	89
Community Events (plant sales, etc.)	11.74%	31

Q37

Which factors make you shop at BigBox retailers over local garden centers?

Answered: 261 Skipped: 175

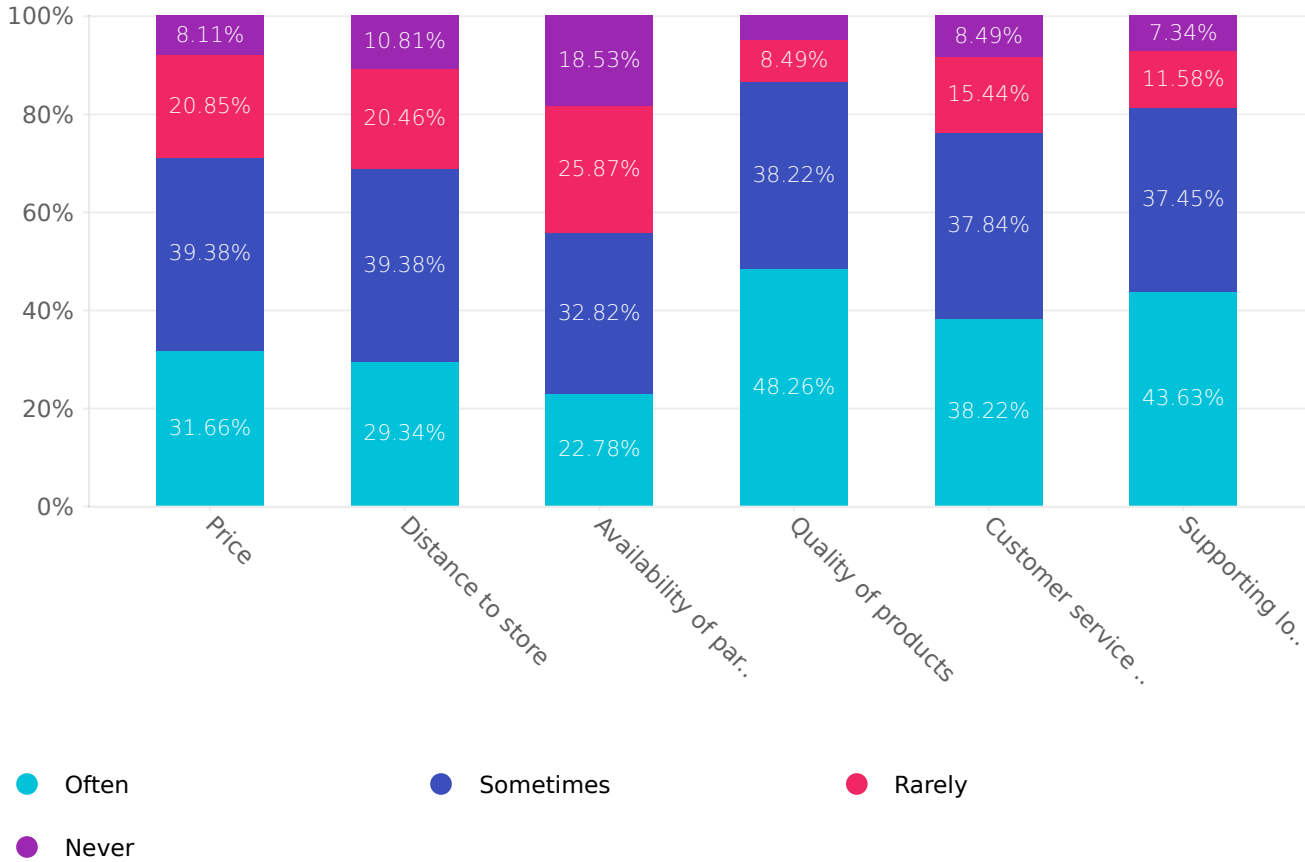


Row	Often	Sometimes	Rarely	Never	Response count
Price	41.00% (107)	42.53% (111)	8.81% (23)	7.66% (20)	261
Distance to store	33.33% (87)	35.63% (93)	18.39% (48)	12.64% (33)	261
Availability of parking	23.37% (61)	28.35% (74)	22.61% (59)	25.67% (67)	261
Quality of products	35.25% (92)	39.85% (104)	15.71% (41)	9.20% (24)	261
Customer service experience	27.20% (71)	35.63% (93)	23.37% (61)	13.79% (36)	261
Ability to combine with other shopping needs	41.00% (107)	34.87% (91)	15.33% (40)	8.81% (23)	261
Variety of plants available	41.00% (107)	40.23% (105)	12.26% (32)	6.51% (17)	261

Q38

Which factors make you shop at local garden centers over BigBox retail?

Answered: 259 Skipped: 177

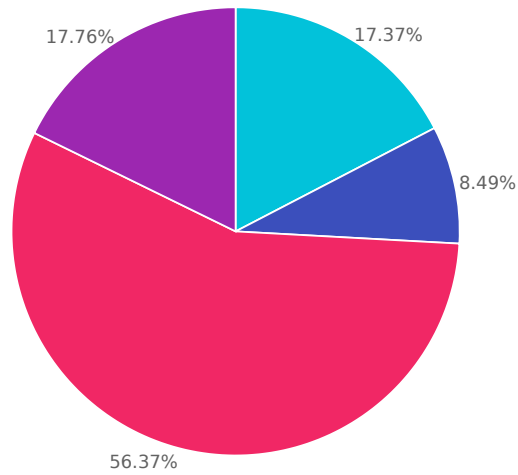


Row	Often	Sometimes	Rarely	Never	Response count
Price	31.66% (82)	39.38% (102)	20.85% (54)	8.11% (21)	259
Distance to store	29.34% (76)	39.38% (102)	20.46% (53)	10.81% (28)	259
Availability of parking	22.78% (59)	32.82% (85)	25.87% (67)	18.53% (48)	259
Quality of products	48.26% (125)	38.22% (99)	8.49% (22)	5.02% (13)	259
Customer service experience	38.22% (99)	37.84% (98)	15.44% (40)	8.49% (22)	259
Supporting local business	43.63% (113)	37.45% (97)	11.58% (30)	7.34% (19)	259

Q39

Do you plant from seeds?

Answered: 259 Skipped: 177



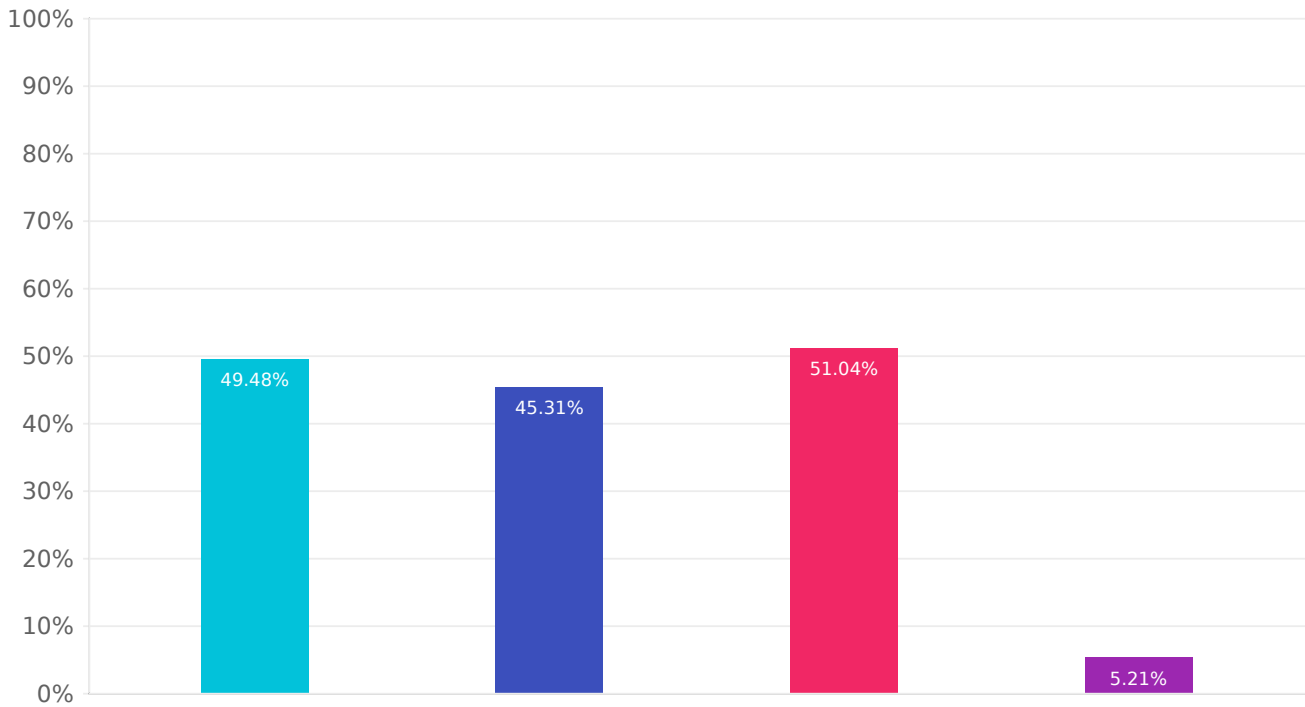
- No, not my thing
- Not so far, but I am interested
- Sometimes
- Often

Choices	Response percent	Response count
No, not my thing	17.37%	45
Not so far, but I am interested	8.49%	22
Sometimes	56.37%	146
Often	17.76%	46

Q40

What motivates you to plant from seeds?

Answered: 192 Skipped: 244



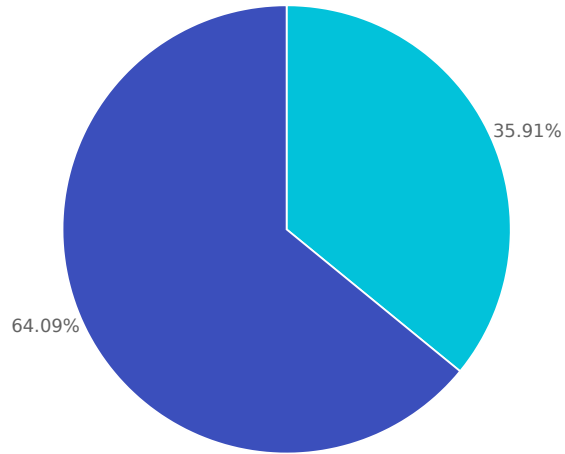
- The experience
- Price
- Access to more varieties
- Other (Please specify)

Choices	Response percent	Response count
The experience	49.48%	95
Price	45.31%	87
Access to more varieties	51.04%	98
Other (Please specify)	5.21%	10

Q41

Do you purchase Gardening Books?

Answered: 259 Skipped: 177



● Yes

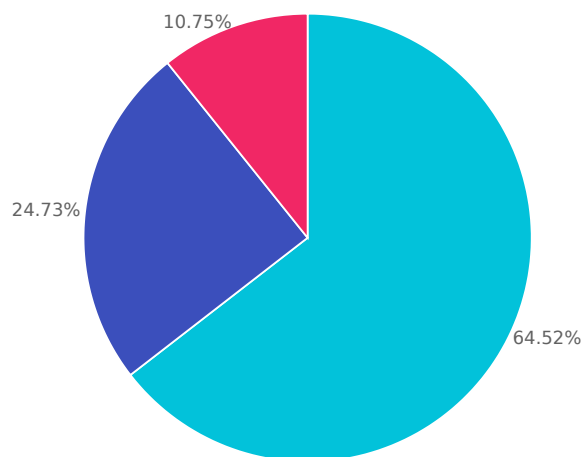
● No

Choices	Response percent	Response count
Yes	35.91%	93
No	64.09%	166

Q42

How many gardening books do you purchase a year?

Answered: 93 Skipped: 343



● 1-2

● 3-5

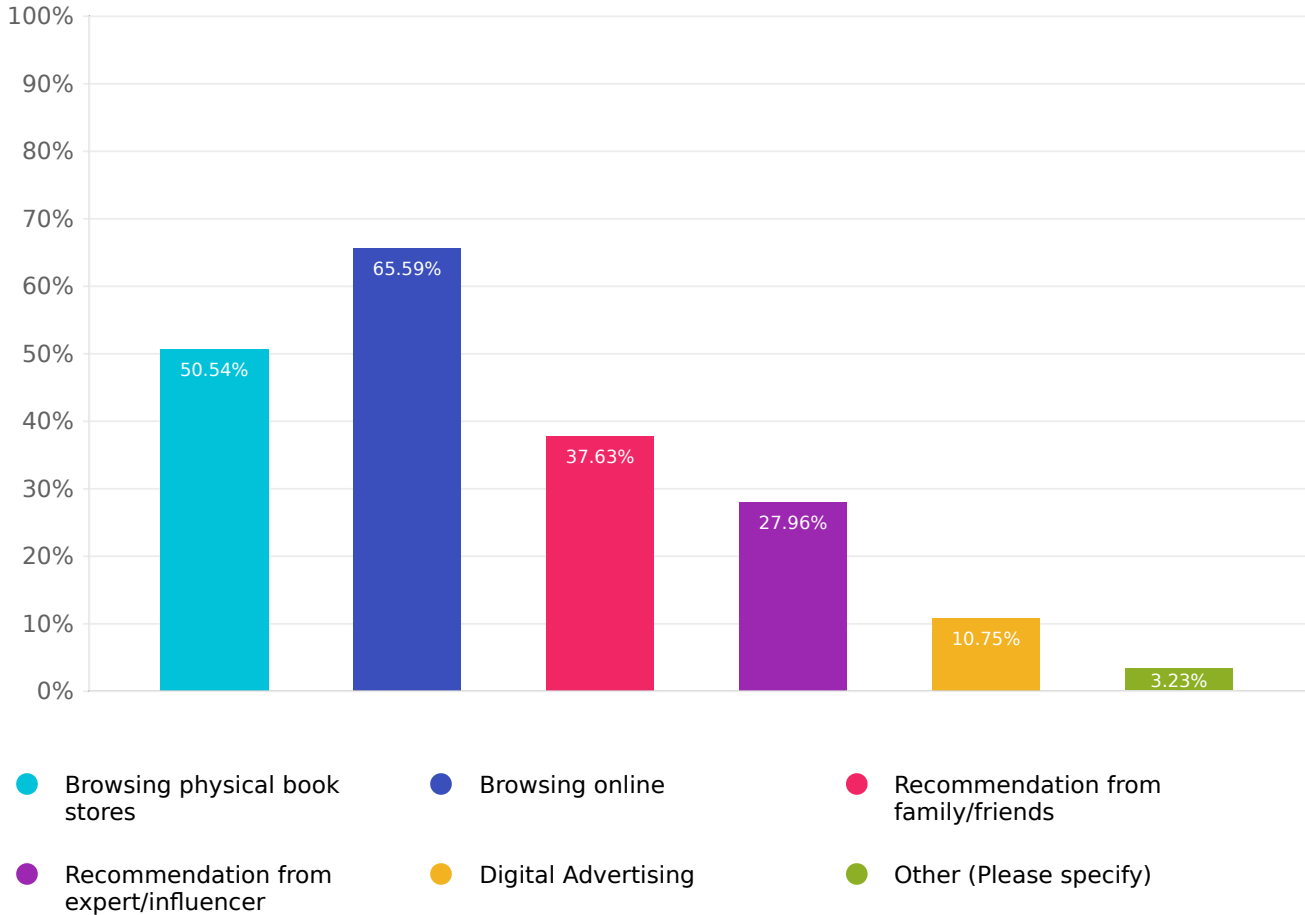
● 5+

Choices	Response percent	Response count
1-2	64.52%	60
3-5	24.73%	23
5+	10.75%	10

Q43

How do you find new gardening books?

Answered: 93 Skipped: 343

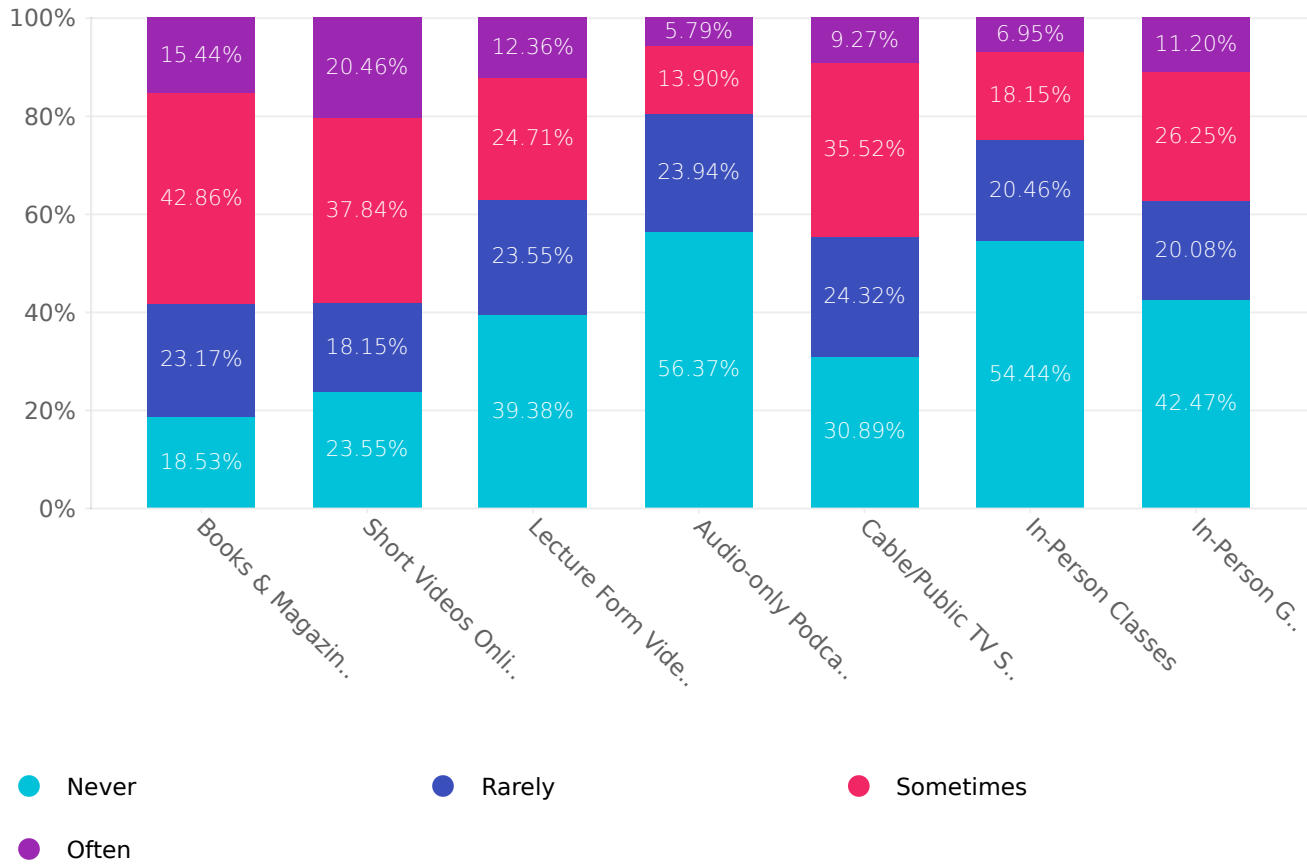


Choices	Response percent	Response count
Browsing physical book stores	50.54%	47
Browsing online	65.59%	61
Recommendation from family/friends	37.63%	35
Recommendation from expert/influencer	27.96%	26
Digital Advertising	10.75%	10
Other (Please specify)	3.23%	3

Q44

I learn about gardening in the following ways...

Answered: 259 Skipped: 177

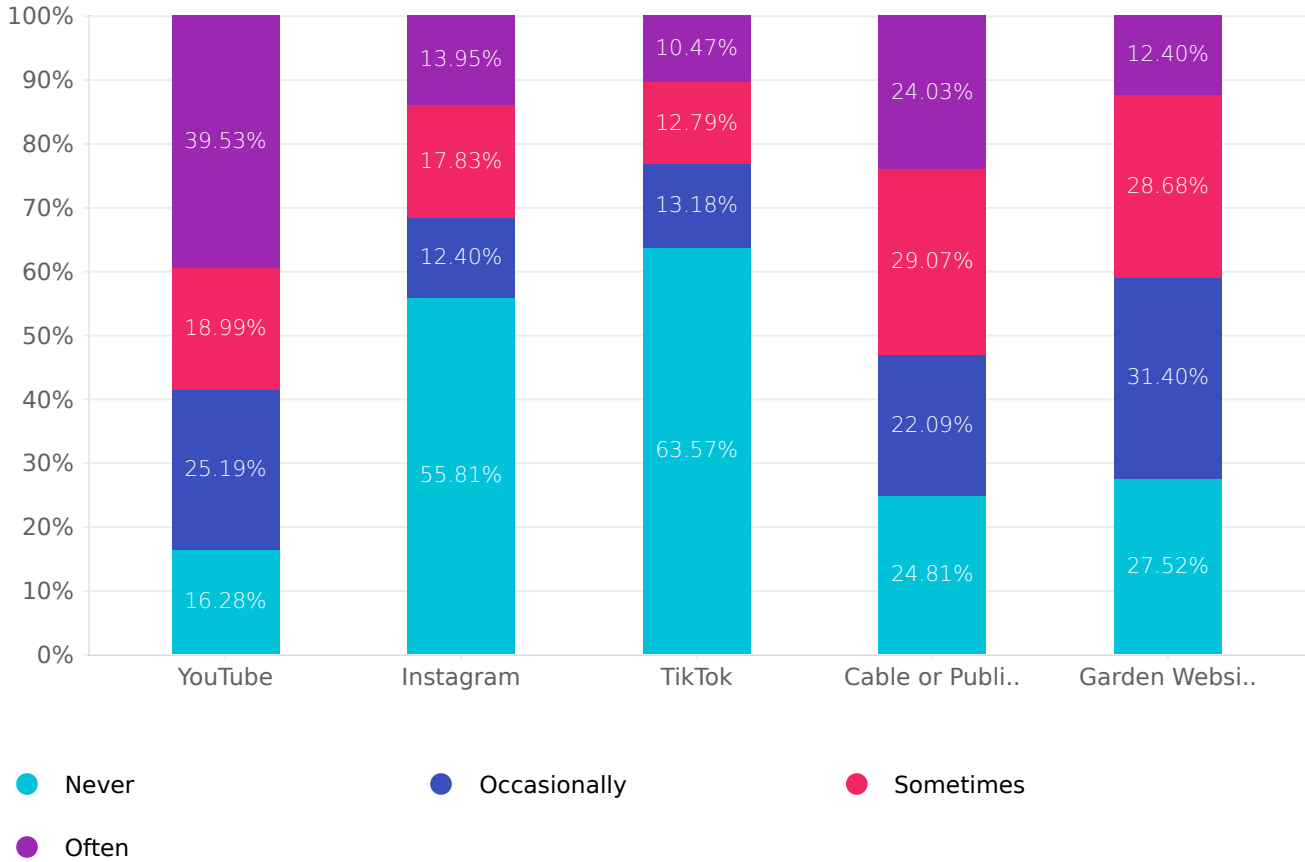


Row	Never	Rarely	Sometimes	Often	Response count
Books & Magazines	18.53% (48)	23.17% (60)	42.86% (111)	15.44% (40)	259
Short Videos Online	23.55% (61)	18.15% (47)	37.84% (98)	20.46% (53)	259
Lecture Form Videos Online	39.38% (102)	23.55% (61)	24.71% (64)	12.36% (32)	259
Audio-only Podcasts	56.37% (146)	23.94% (62)	13.90% (36)	5.79% (15)	259
Cable/Public TV Shows	30.89% (80)	24.32% (63)	35.52% (92)	9.27% (24)	259
In-Person Classes	54.44% (141)	20.46% (53)	18.15% (47)	6.95% (18)	259
In-Person Garden Events	42.47% (110)	20.08% (52)	26.25% (68)	11.20% (29)	259

Q45

Rate your usage of the following channels

Answered: 258 Skipped: 178

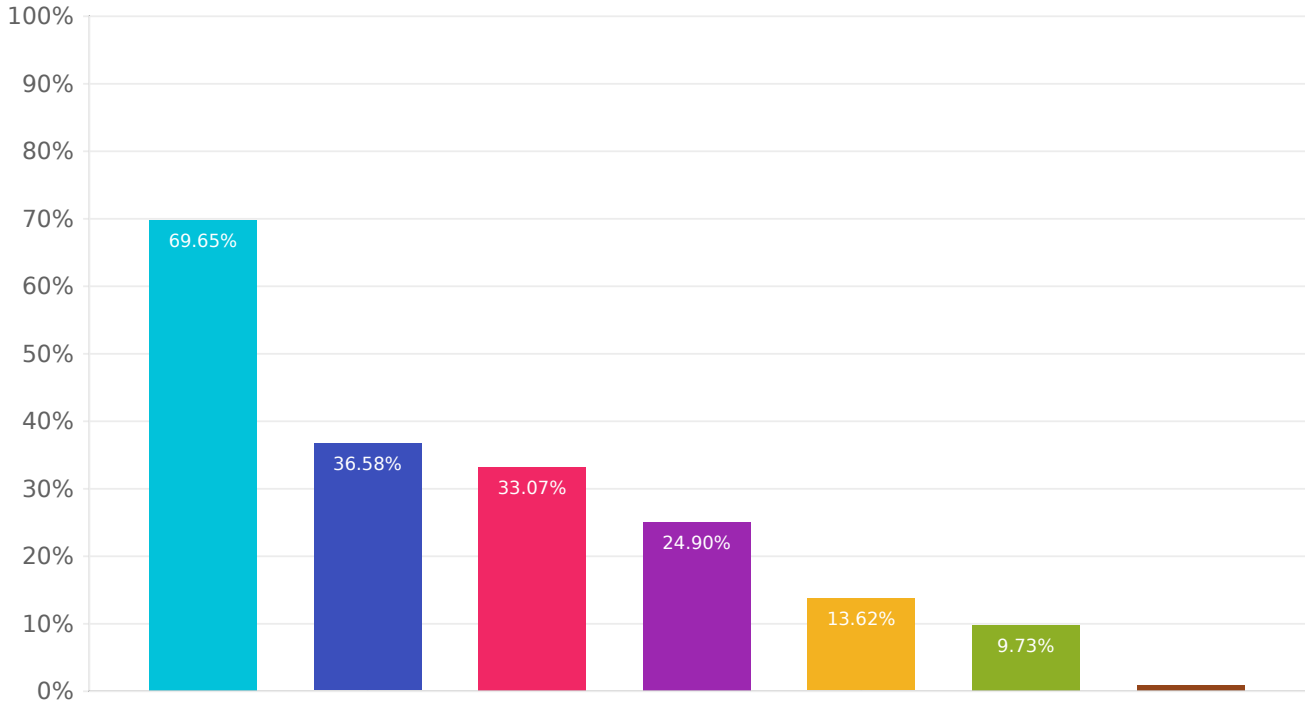


Row	Never	Occasionally	Sometimes	Often	Response count
YouTube	16.28% (42)	25.19% (65)	18.99% (49)	39.53% (102)	258
Instagram	55.81% (144)	12.40% (32)	17.83% (46)	13.95% (36)	258
TikTok	63.57% (164)	13.18% (34)	12.79% (33)	10.47% (27)	258
Cable or Public TV	24.81% (64)	22.09% (57)	29.07% (75)	24.03% (62)	258
Garden Websites	27.52% (71)	31.40% (81)	28.68% (74)	12.40% (32)	258
Other?					15

Q46

How do you water your garden?

Answered: 257 Skipped: 179



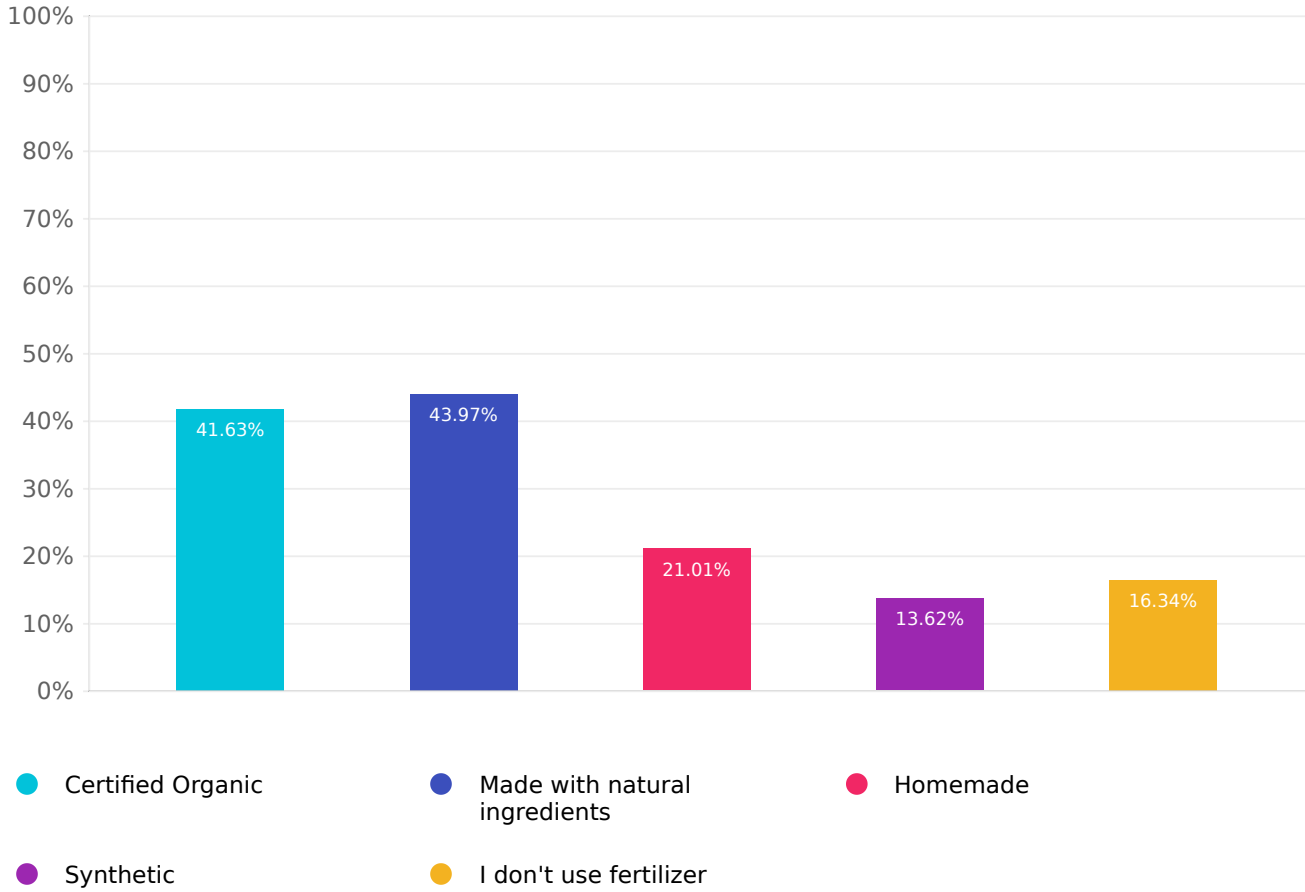
- Hand watering
- Sprinkler(s)
- Hose irrigation
- Drip irrigation
- Self-watering containers
- In-ground self-watering solutions
- Other (Please specify)

Choices	Response percent	Response count
Hand watering	69.65%	179
Sprinkler(s)	36.58%	94
Hose irrigation	33.07%	85
Drip irrigation	24.90%	64
Self-watering containers	13.62%	35
In-ground self-watering solutions	9.73%	25
Other (Please specify)	0.78%	2

Q47

What type of fertilizer do you use?

Answered: 257 Skipped: 179

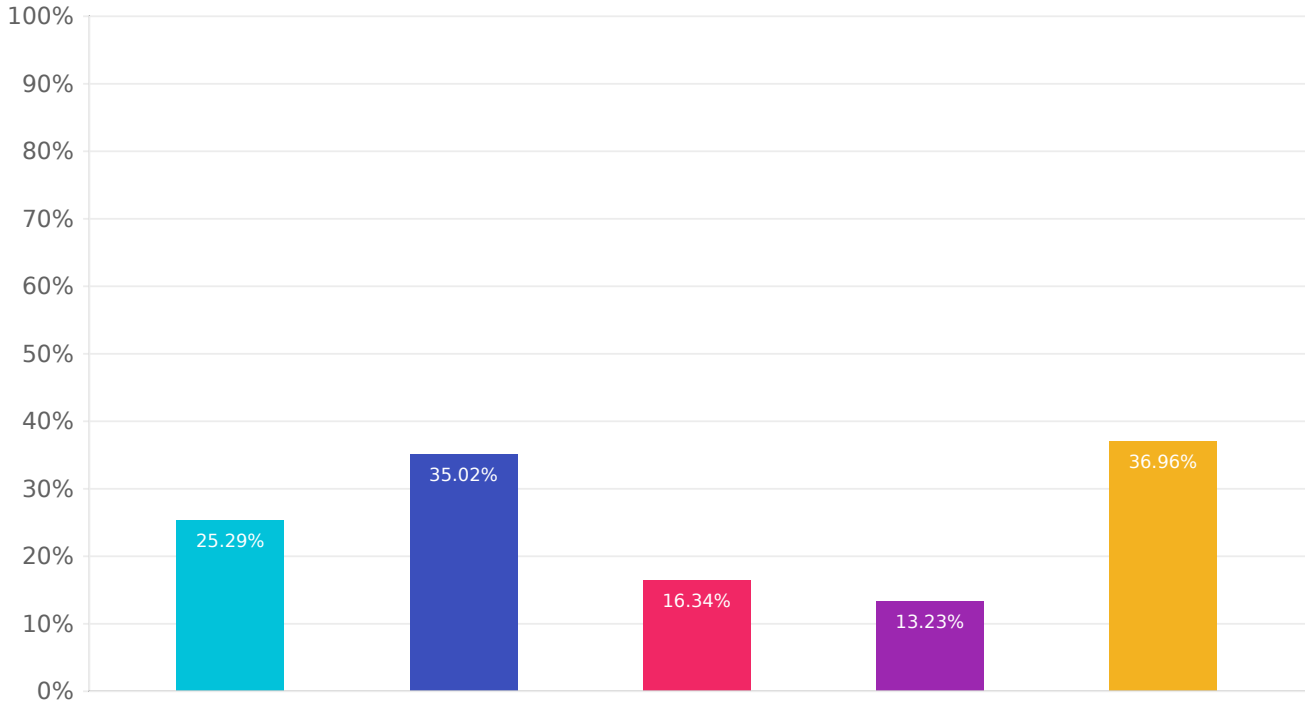


Choices	Response percent	Response count
Certified Organic	41.63%	107
Made with natural ingredients	43.97%	113
Homemade	21.01%	54
Synthetic	13.62%	35
I don't use fertilizer	16.34%	42

Q48

What type of pest control do you use?

Answered: 257 Skipped: 179



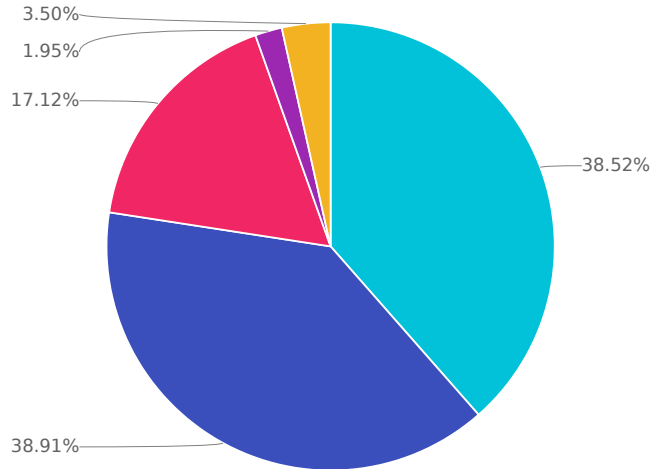
- Certified Organic
- Made with natural ingredients
- Homemade
- Synthetic
- I don't use pest control products

Choices	Response percent	Response count
Certified Organic	25.29%	65
Made with natural ingredients	35.02%	90
Homemade	16.34%	42
Synthetic	13.23%	34
I don't use pest control products	36.96%	95

Q49

How many raised garden beds do you have?

Answered: 257 Skipped: 179



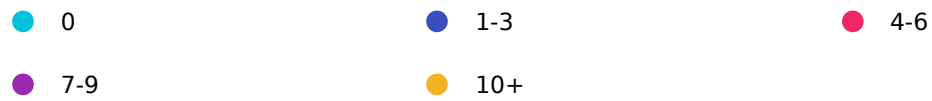
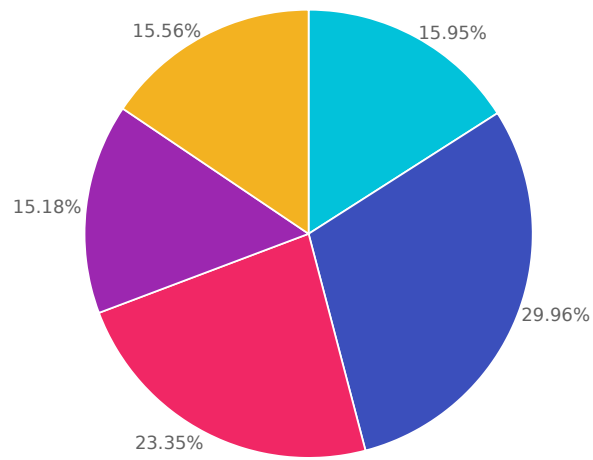
- 0
- 1-3
- 4-6
- 7-9
- 10+

Choices	Response percent	Response count
0	38.52%	99
1-3	38.91%	100
4-6	17.12%	44
7-9	1.95%	5
10+	3.50%	9

Q50

How many containers do you have?

Answered: 257 Skipped: 179

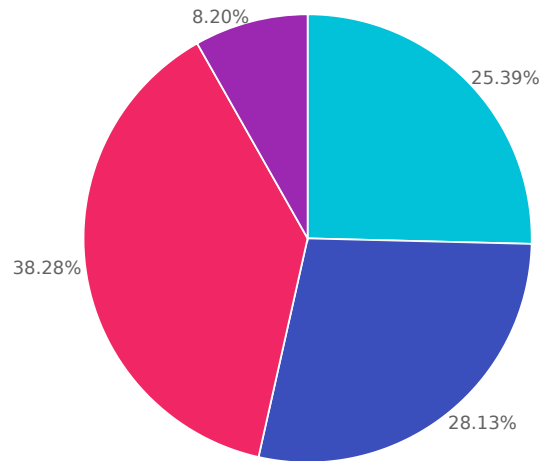


Choices	Response percent	Response count
0	15.95%	41
1-3	29.96%	77
4-6	23.35%	60
7-9	15.18%	39
10+	15.56%	40

Q51

Do you garden organically?

Answered: 256 Skipped: 180



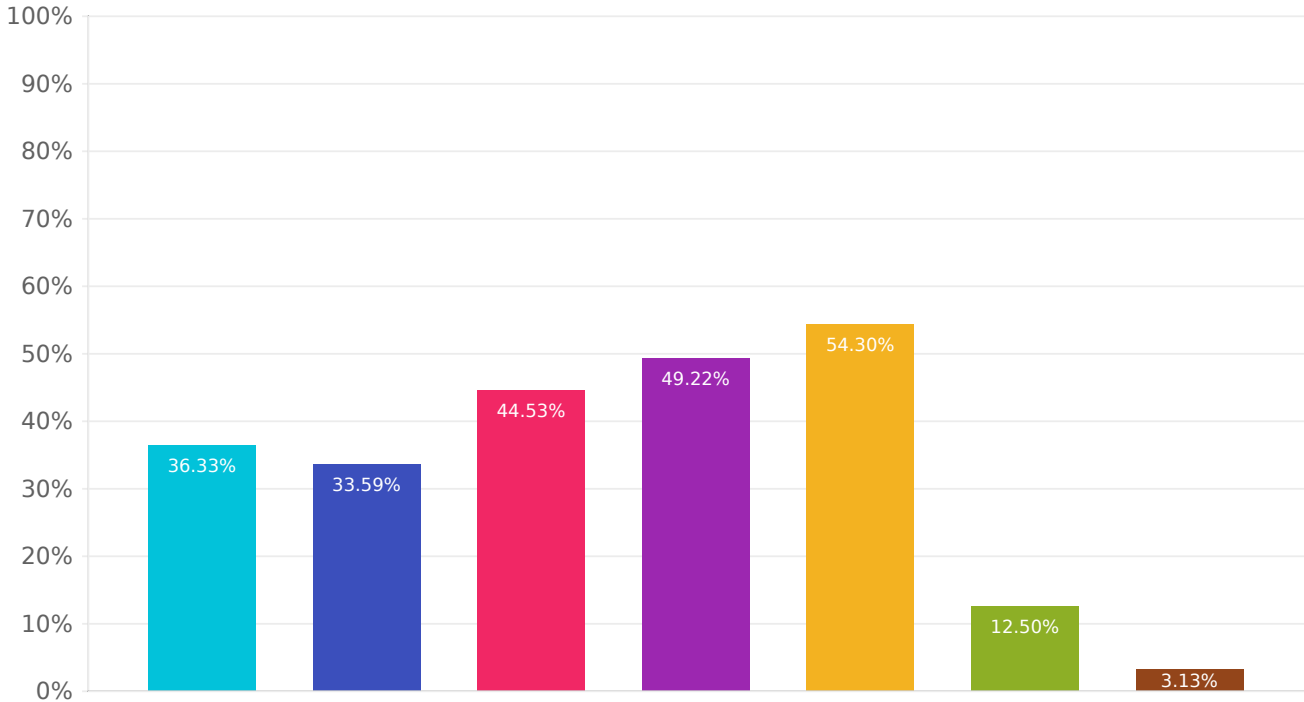
- Yes
- No
- As much as I can
- Need more education on how

Choices	Response percent	Response count
Yes	25.39%	65
No	28.13%	72
As much as I can	38.28%	98
Need more education on how	8.20%	21

Q52

Select the top three aspects of plant care you find most challenging/confusing

Answered: 256 Skipped: 180



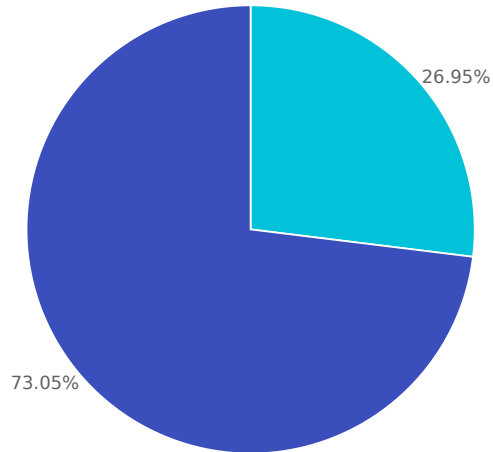
- Initial Planting
- Watering
- Fertilizing
- Pruning
- Insect & Pest Management
- Harvesting
- Other (Please specify)

Choices	Response percent	Response count
Initial Planting	36.33%	93
Watering	33.59%	86
Fertilizing	44.53%	114
Pruning	49.22%	126
Insect & Pest Management	54.30%	139
Harvesting	12.50%	32
Other (Please specify)	3.13%	8

Q53

Do you use mobile or computer apps to assist in your gardening efforts?

Answered: 256 Skipped: 180



● Yes

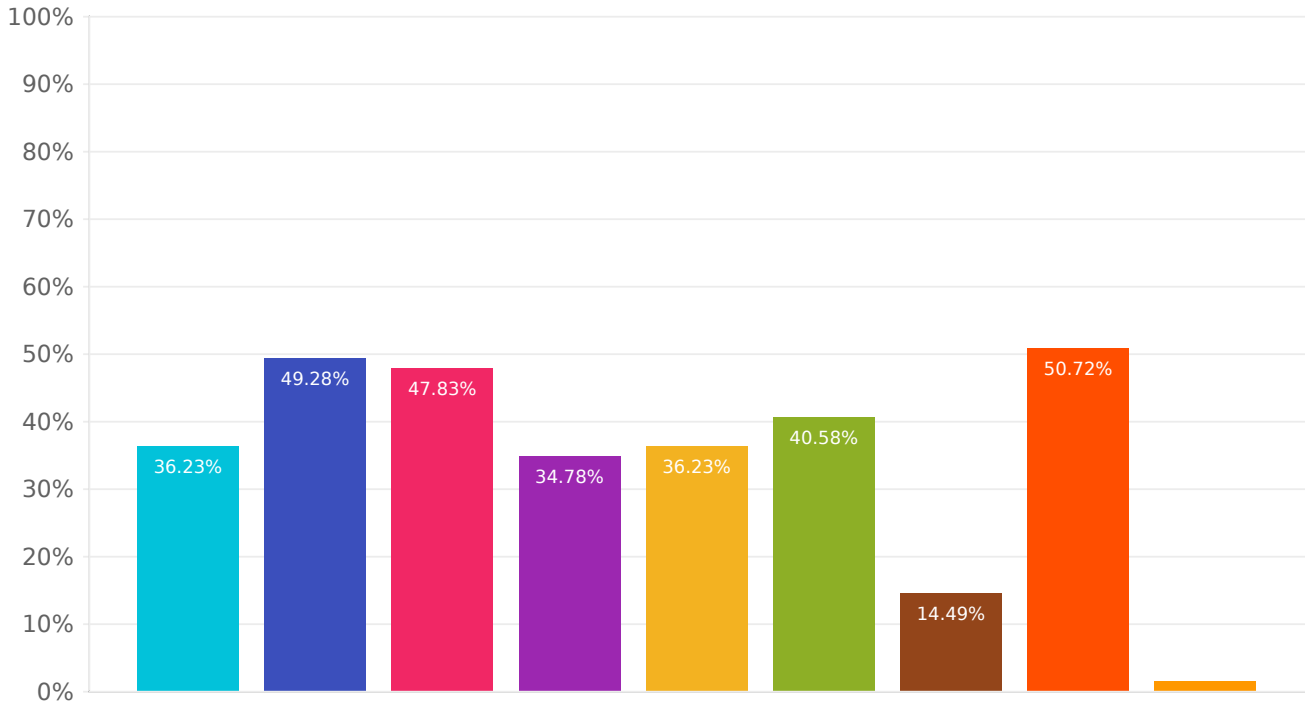
● No

Choices	Response percent	Response count
Yes	26.95%	69
No	73.05%	187

Q54

What do you use apps for?

Answered: 69 Skipped: 367



● Weather recommendations

● Care instructions

● Plant recognition

● Disease recognition

● Garden planning

● Garden/landscape design

● Automated/remote scheduling of irrigation

● Basic gardening advice

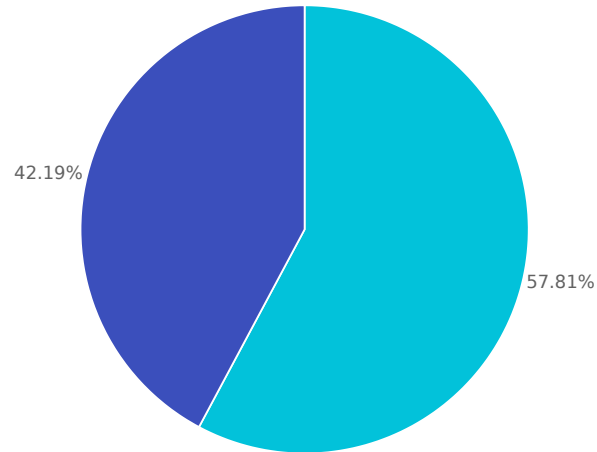
● Other (Please specify)

Choices	Response percent	Response count
Weather recommendations	36.23%	25
Care instructions	49.28%	34
Plant recognition	47.83%	33
Disease recognition	34.78%	24
Garden planning	36.23%	25
Garden/landscape design	40.58%	28
Automated/remote scheduling of irrigation	14.49%	10
Basic gardening advice	50.72%	35
Other (Please specify)	1.45%	1

Q55

Do you have native plants in your garden?

Answered: 256 Skipped: 180



● Yes

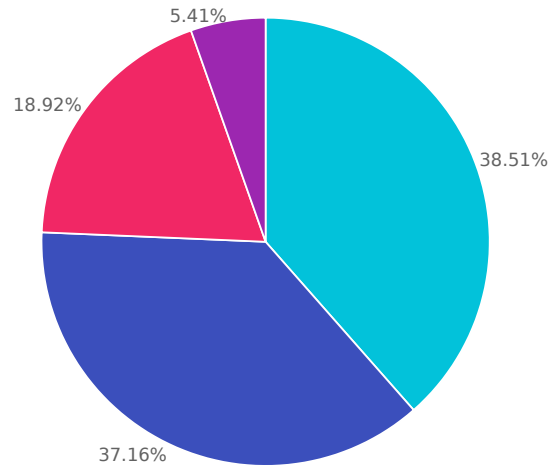
● No

Choices	Response percent	Response count
Yes	57.81%	148
No	42.19%	108

Q56

What percentage of your garden is native or pollinator-friendly plants?

Answered: 148 Skipped: 288



1-25%

26-50%

51-75%

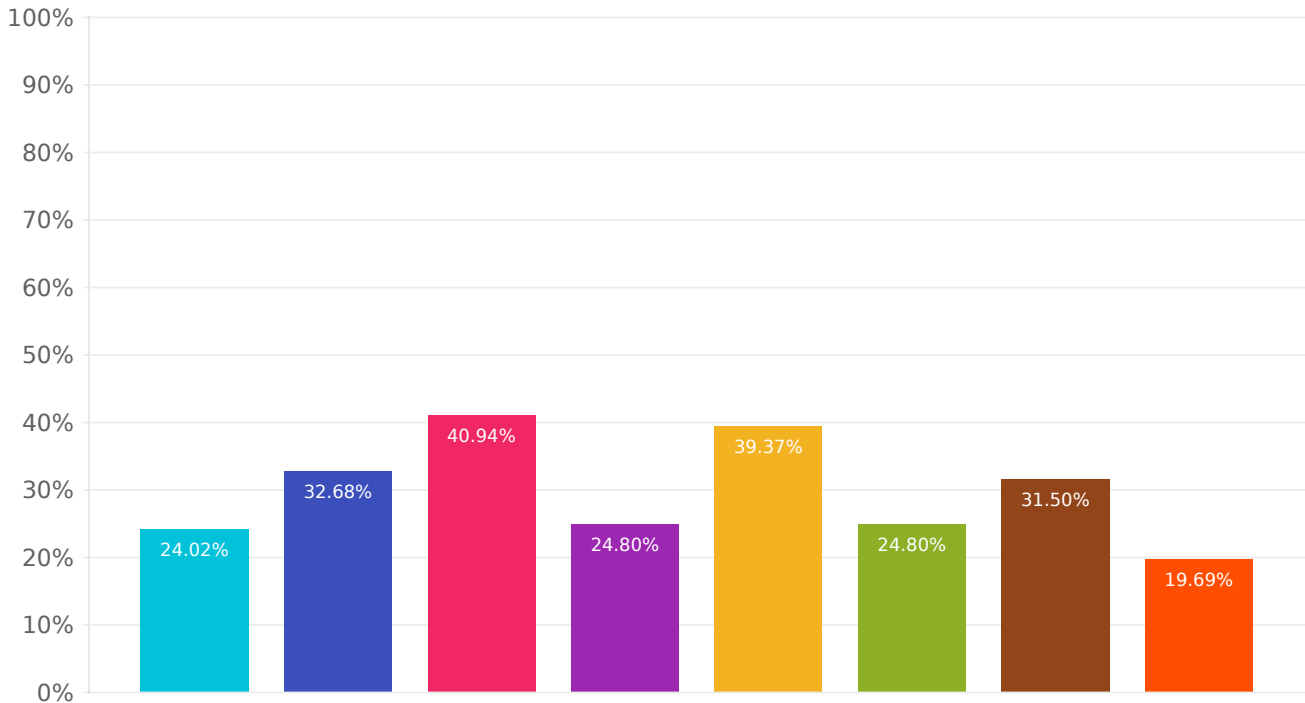
76-100%

Choices	Response percent	Response count
1-25%	38.51%	57
26-50%	37.16%	55
51-75%	18.92%	28
76-100%	5.41%	8

Q57

In a typical year, excluding one-time projects, which two garden item categories do you consistently spend the most on?

Answered: 254 Skipped: 182



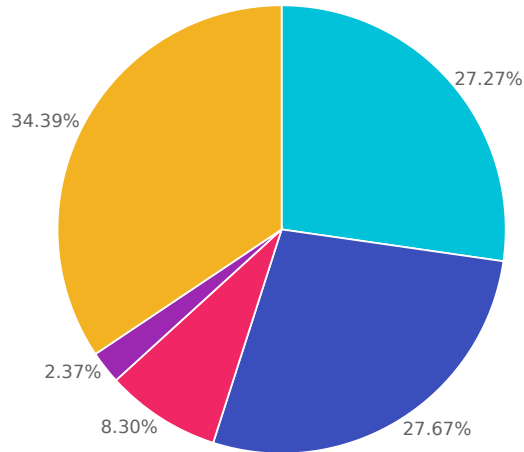
- Annual ornamental plants
- Perennial ornamental plants
- Vegetable plants
- Herb plants
- Gardening Supplies (tools, pots, containers)
- Trees & Shrubs
- Seeds (any type)
- Native plants

Choices	Response percent	Response count
Annual ornamental plants	24.02%	61
Perennial ornamental plants	32.68%	83
Vegetable plants	40.94%	104
Herb plants	24.80%	63
Gardening Supplies (tools, pots, containers)	39.37%	100
Trees & Shrubs	24.80%	63
Seeds (any type)	31.50%	80
Native plants	19.69%	50

Q58

How often do you visit in-person Garden and/or Outdoor Living Shows?

Answered: 253 Skipped: 183



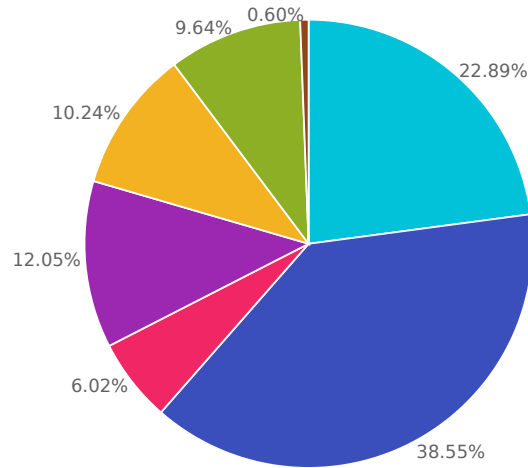
- Annually
- Every 2-3 years
- Every 4-5 years
- Every 6-10 Years
- 10+ Years or Never

Choices	Response percent	Response count
Annually	27.27%	69
Every 2-3 years	27.67%	70
Every 4-5 years	8.30%	21
Every 6-10 Years	2.37%	6
10+ Years or Never	34.39%	87

Q59

Primary reason for attending?

Answered: 166 Skipped: 270



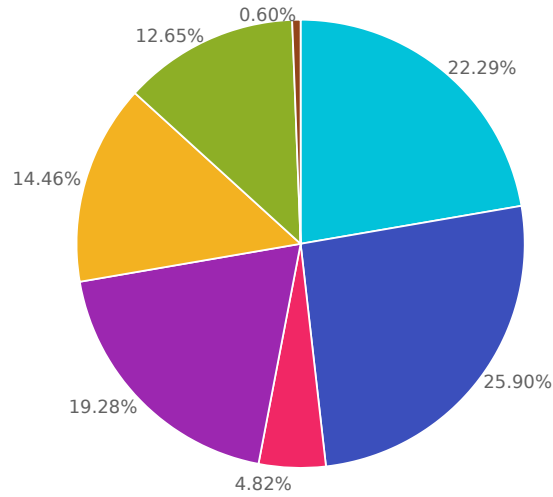
- Inspiration for My Own Space
- General Interest
- Enjoyment in Colder Months
- Great Deals on Purchases
- Experience Products Firsthand
- Educational Workshops and Talks
- Other (Please specify)

Choices	Response percent	Response count
Inspiration for My Own Space	22.89%	38
General Interest	38.55%	64
Enjoyment in Colder Months	6.02%	10
Great Deals on Purchases	12.05%	20
Experience Products Firsthand	10.24%	17
Educational Workshops and Talks	9.64%	16
Other (Please specify)	0.60%	1

Q60

Secondary reason for attending?

Answered: 166 Skipped: 270



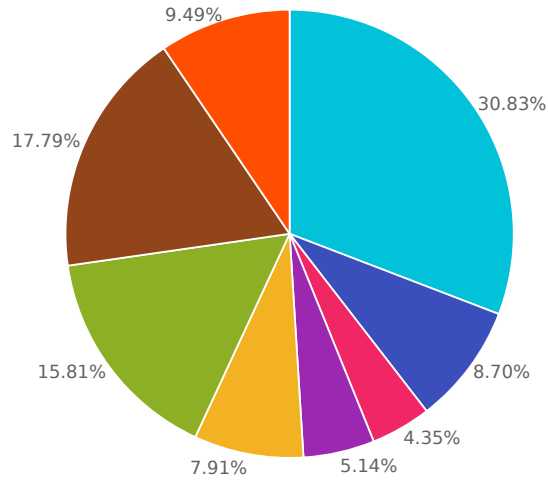
- Inspiration for My Own Space
- General Interest
- Enjoyment in Colder Months
- Great Deals on Purchases
- Experience Products Firsthand
- Educational Workshops and Talks
- Other (Please specify)

Choices	Response percent	Response count
Inspiration for My Own Space	22.29%	37
General Interest	25.90%	43
Enjoyment in Colder Months	4.82%	8
Great Deals on Purchases	19.28%	32
Experience Products Firsthand	14.46%	24
Educational Workshops and Talks	12.65%	21
Other (Please specify)	0.60%	1

Q61

Primary reason for not attending more frequently?

Answered: 253 Skipped: 183



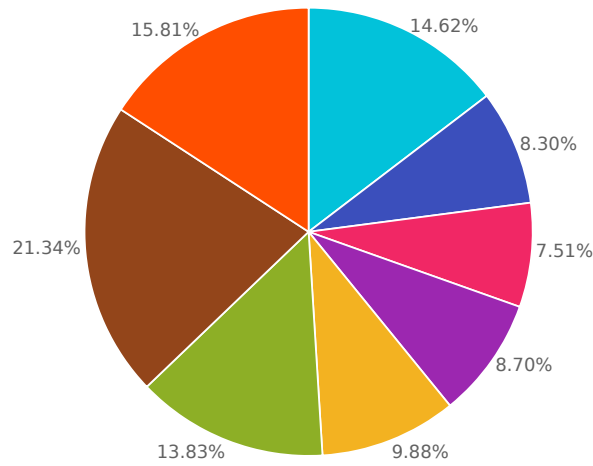
- Lack of Time
- Limited Gardening Focus
- Limited Outdoor Living Focus
- Unrelated Vendors
- Lack of New Attractions
- Cost of Attendance
- Distance or Travel Concerns
- Event Size or Crowds

Choices	Response percent	Response count
Lack of Time	30.83%	78
Limited Gardening Focus	8.70%	22
Limited Outdoor Living Focus	4.35%	11
Unrelated Vendors	5.14%	13
Lack of New Attractions	7.91%	20
Cost of Attendance	15.81%	40
Distance or Travel Concerns	17.79%	45
Event Size or Crowds	9.49%	24

Q62

Secondary reason for not attending more frequently?

Answered: 253 Skipped: 183



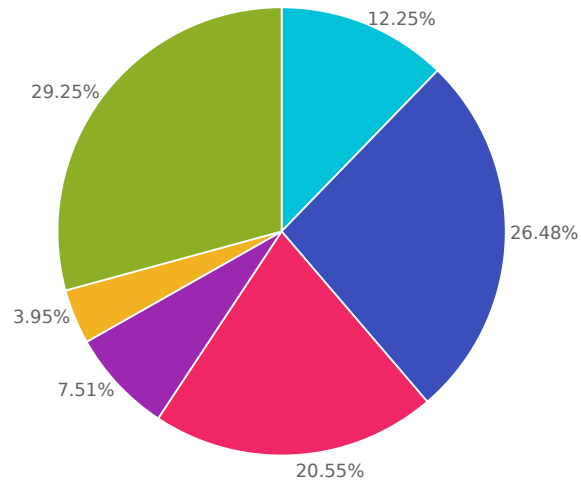
- Lack of Time
- Limited Gardening Focus
- Limited Outdoor Living Focus
- Unrelated Vendors
- Lack of New Attractions
- Cost of Attendance
- Distance or Travel Concerns
- Event Size or Crowds

Choices	Response percent	Response count
Lack of Time	14.62%	37
Limited Gardening Focus	8.30%	21
Limited Outdoor Living Focus	7.51%	19
Unrelated Vendors	8.70%	22
Lack of New Attractions	9.88%	25
Cost of Attendance	13.83%	35
Distance or Travel Concerns	21.34%	54
Event Size or Crowds	15.81%	40

Q63

How often do you visit large public gardens or botanical gardens?

Answered: 253 Skipped: 183



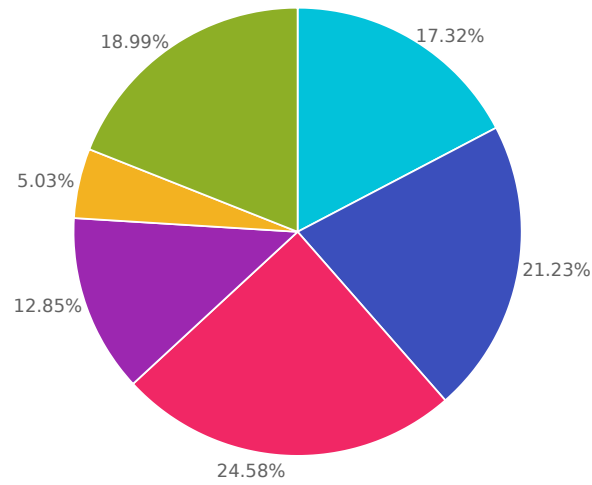
- Several times a year
- One a year
- Every 2-3 years
- Every 4-5 years
- Every 6-10 Years
- 10+ Years or Never

Choices	Response percent	Response count
Several times a year	12.25%	31
One a year	26.48%	67
Every 2-3 years	20.55%	52
Every 4-5 years	7.51%	19
Every 6-10 Years	3.95%	10
10+ Years or Never	29.25%	74

Q64

Primary reason for visiting?

Answered: 179 Skipped: 257



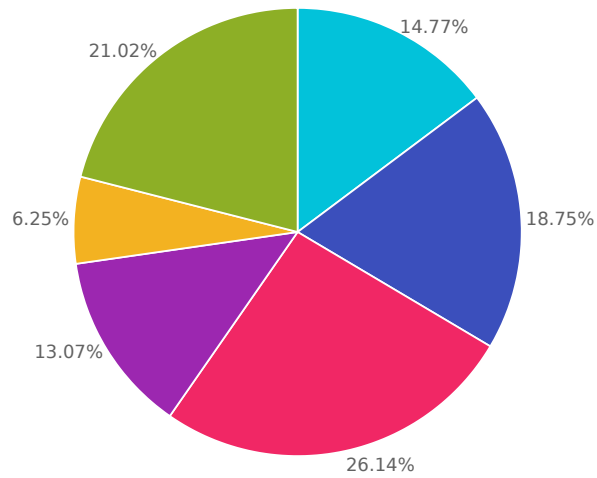
- Inspiration for My Own Space
- General Interest in Gardening and Plants
- Appreciation of Nature and Outdoor Beauty
- Opportunity to See Rare or Exotic Plants
- Educational Workshops and Talks
- Relaxation and Well-being
- Other (Please specify)

Choices	Response percent	Response count
Inspiration for My Own Space	17.32%	31
General Interest in Gardening and Plants	21.23%	38
Appreciation of Nature and Outdoor Beauty	24.58%	44
Opportunity to See Rare or Exotic Plants	12.85%	23
Educational Workshops and Talks	5.03%	9
Relaxation and Well-being	18.99%	34
Other (Please specify) No Responses	0.00%	0

Q65

Secondary reason for visiting? (if applicable)

Answered: 176 Skipped: 260



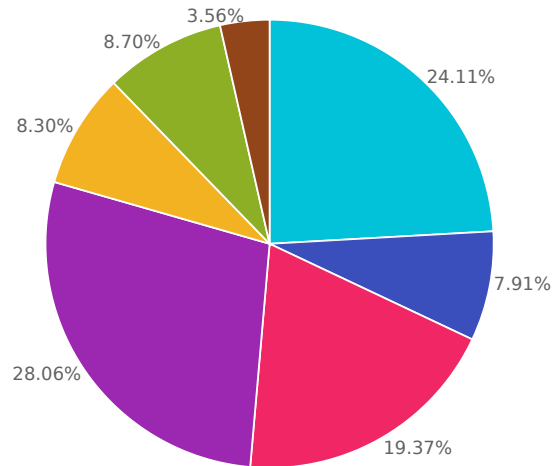
- Inspiration for My Own Space
- General Interest in Gardening and Plants
- Appreciation of Nature and Outdoor Beauty
- Opportunity to See Rare or Exotic Plants
- Educational Workshops and Talks
- Relaxation and Well-being

Choices	Response percent	Response count
Inspiration for My Own Space	14.77%	26
General Interest in Gardening and Plants	18.75%	33
Appreciation of Nature and Outdoor Beauty	26.14%	46
Opportunity to See Rare or Exotic Plants	13.07%	23
Educational Workshops and Talks	6.25%	11
Relaxation and Well-being	21.02%	37

Q66

Primary reason for not visiting more frequently?

Answered: 253 Skipped: 183



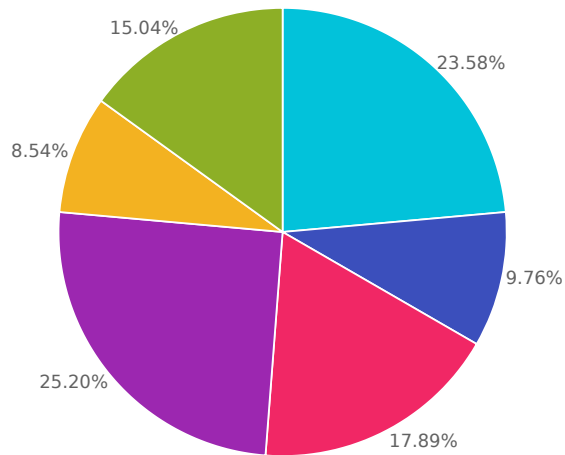
- Lack of Time
- Lack of New Attractions
- Cost of Visiting
- Distance or Travel Concerns
- Preference for Personal Garden Space
- Weather or Seasonal Considerations
- Other (Please specify)

Choices	Response percent	Response count
Lack of Time	24.11%	61
Lack of New Attractions	7.91%	20
Cost of Visiting	19.37%	49
Distance or Travel Concerns	28.06%	71
Preference for Personal Garden Space	8.30%	21
Weather or Seasonal Considerations	8.70%	22
Other (Please specify)	3.56%	9

Q67

Secondary reason for not visiting more frequently? (if applicable)

Answered: 246 Skipped: 190



- Lack of Time
- Lack of New Attractions
- Cost of Visiting
- Distance or Travel Concerns
- Preference for Personal Garden Space
- Weather or Seasonal Considerations

Choices	Response percent	Response count
Lack of Time	23.58%	58
Lack of New Attractions	9.76%	24
Cost of Visiting	17.89%	44
Distance or Travel Concerns	25.20%	62
Preference for Personal Garden Space	8.54%	21
Weather or Seasonal Considerations	15.04%	37

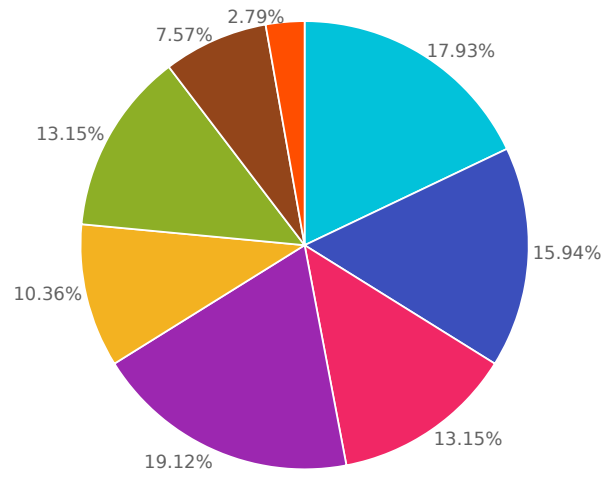
Demographics

Your answers are completely anonymous.

Q68

Household Income

Answered: 251 Skipped: 185



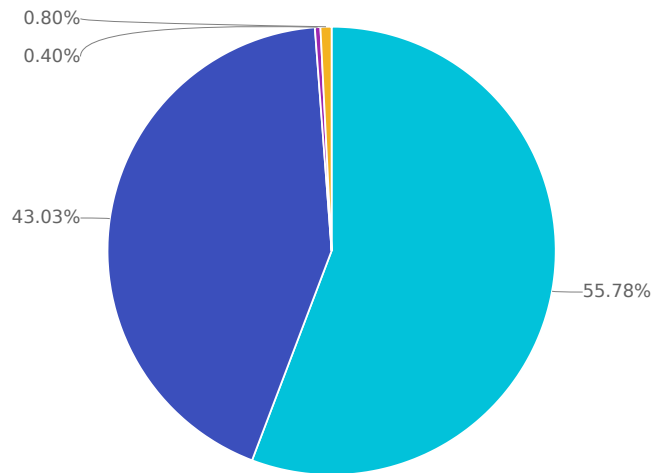
- Less Than \$20,000
- \$20,000 - \$34,999
- \$35,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$250,000
- \$250,000+

Choices	Response percent	Response count
Less Than \$20,000	17.93%	45
\$20,000 - \$34,999	15.94%	40
\$35,000 - \$49,999	13.15%	33
\$50,000 - \$74,999	19.12%	48
\$75,000 - \$99,999	10.36%	26
\$100,000 - \$149,999	13.15%	33
\$150,000 - \$250,000	7.57%	19
\$250,000+	2.79%	7

Q69

What is your gender?

Answered: 251 Skipped: 185



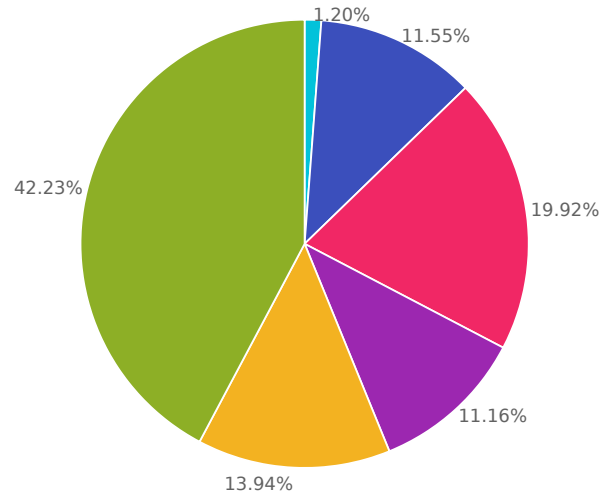
- Female
- Male
- Transgender
- Non-binary / Non-confirming
- Prefer not to respond

Choices	Response percent	Response count
Female	55.78%	140
Male	43.03%	108
Transgender	0.00%	0
Non-binary / Non-confirming	0.40%	1
Prefer not to respond	0.80%	2

Q70

Age Group

Answered: 251 Skipped: 185



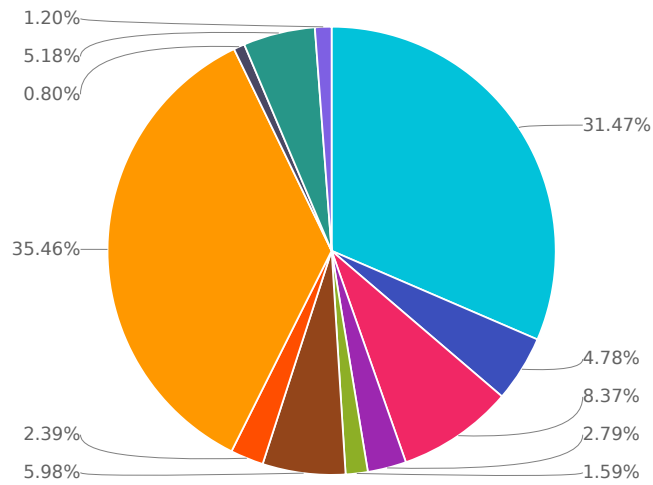
- <25
- 25-34
- 35-44
- 45-54
- 55-65
- 65+

Choices	Response percent	Response count
<25	1.20%	3
25-34	11.55%	29
35-44	19.92%	50
45-54	11.16%	28
55-65	13.94%	35
65+	42.23%	106

Q71

What is your employment status?

Answered: 251 Skipped: 185



- Employed full-time
- Employed part-time
- Self-employed full-time
- Self-employed part-time
- Active military
- Inactive military/Veteran
- Temporarily unemployed
- Full-time homemaker
- Retired
- Student
- Disabled
- Prefer not to answer

Choices	Response percent	Response count
Employed full-time	31.47%	79
Employed part-time	4.78%	12
Self-employed full-time	8.37%	21
Self-employed part-time	2.79%	7
Active military	0.00%	0
Inactive military/Veteran	1.59%	4
Temporarily unemployed	5.98%	15
Full-time homemaker	2.39%	6
Retired	35.46%	89
Student	0.80%	2
Disabled	5.18%	13
Prefer not to answer	1.20%	3

Q72

Zip Code where you garden

Answered: 251 Skipped: 185