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Methodology:

Results are based on an online study conducted from June 12 to June 14, 2021, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error – which measures sample variability – is +/- 3.1 percentage points, 19 times out of 20.

To those who grow or cultivate plants in their home - How much do you spend on gardening tools, plants and/or seeds each year?

Less than \$50 – 26%
\$50 to \$100 – 37%
\$101 to \$199 – 23%
More than \$200 – 14%

To those who grow or cultivate plants in their home - Why do you grow or cultivate plants in your home?

Mostly for ornamental purposes (such as flowers, foliage) – 39%
Mostly for consumption (such as vegetables, fruits, herbs) – 27%
Both – 34%

Home Gardening is More Prevalent in Western Canada

British Columbians and Albertans are more likely to be growing or cultivating plants at home than Canadians in other provinces.

Vancouver, BC [June 24, 2021] – More than three-in-five Canadians are enjoying gardening at home, with the number climbing in two western provinces, a new Research Co. poll has found.

In the online survey of a representative national sample, 63% of Canadians say they currently grow or cultivate plants in their home, either indoors or outdoors.

The proportion of Canadian home gardeners is highest in British Columbia (67%) and Alberta (also 67%), followed by Saskatchewan and Manitoba (65%), Ontario (64%), Quebec (59%) and Atlantic Canada (53%).

“More than two thirds of Canadians aged 55 and over (68%) are home gardeners,” says Mario Canseco, President of Research Co. “Fewer Canadians aged 18-to-34 (63%) and aged 35-to-54 (57%) are growing or cultivating plants at home.”

Canadian women are more likely to be partaking in home gardening (68%) than their male counterparts (57%).

Just under two-in-five Canadian home gardeners (39%) grow or cultivate plants at home mostly for ornamental purposes, while 27% do so mostly for consumption.

One third (34%) of home gardeners are interested in growing or cultivating plants both for ornamental purposes and consumption—including 44% of those who reside in British Columbia.

Across the country, 14% of Canadian home gardeners say they spend more than \$200 a year on tools, plants and seeds. In contrast, 23% say they devote anywhere from \$101 to \$199, 37% spend anywhere from \$50 to \$100 and 26% devote less than \$50 on a yearly basis.

Just under one-in-four Canadian home gardeners (23%) think the plants they grow or cultivate are better than most others in their neighbourhood. While 61% of home gardeners see little difference, 7% admit that their plants are worse than most others in the area where they reside.

Canadian home gardeners who spend more than \$200 a year on tools, plants and seeds are significantly more likely to think that



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their plants are superior to others in their neighbourhood (36%) than those who make a lower investment in their hobby.

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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