

We'd like to ask you some questions about gardening. Do you currently grow or cultivate plants in your home (either indoors or outdoors)?



	GENDER		AGE			REGION					ETHNICITY			ANNUAL HOUSEHOLD INCOME				
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	East Asian	European	South Asian	<\$50k	\$50k-\$100k	\$100k+
Yes, I do	63%	57%	68%	63%	57%	68%	67%	67%	65%	64%	59%	53%	66%	67%	67%	56%	69%	68%
No, I do not	37%	43%	32%	37%	43%	32%	33%	33%	35%	36%	41%	47%	34%	33%	44%	31%	32%	

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



Grow Plants	GENDER		AGE			REGION						ETHNICITY		ANNUAL HOUSEHOLD INCOME				
	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	East Asian	European	South Asian	<\$50k	\$50k-\$100k	\$100k+	
Mostly for ornamental purposes (such as flowers, foliage)	39%	39%	40%	36%	41%	40%	40%	45%	41%	38%	30%	52%	37%	44%	37%	40%	40%	
Mostly for consumption (such as vegetables, fruits, herbs)	27%	29%	25%	32%	27%	23%	16%	28%	23%	27%	31%	40%	26%	25%	32%	29%	26%	26%
Both	34%	32%	35%	32%	32%	37%	44%	32%	32%	32%	31%	30%	22%	38%	24%	35%	34%	34%

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



	GENDER		AGE			REGION					ETHNICITY			ANNUAL HOUSEHOLD INCOME				
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	East Asian	European	South Asian	<\$50k	\$50k-\$100k	\$100k+
Less than \$50	26%	21%	30%	26%	28%	25%	26%	26%	23%	24%	28%	28%	31%	24%	24%	42%	18%	13%
\$50 to \$100	37%	37%	38%	44%	34%	36%	32%	35%	37%	36%	45%	32%	47%	37%	32%	39%	40%	30%
\$101 to \$199	23%	25%	21%	21%	22%	24%	26%	29%	23%	22%	19%	17%	12%	23%	44%	13%	25%	34%
More than \$200	14%	16%	12%	9%	17%	15%	15%	9%	17%	17%	8%	23%	10%	17%	0%	6%	17%	23%

To those who grow or cultivate plants in their home - All things considered, how do you think the plants you grow or cultivate compare to others in your neighbourhood?



	GENDER		AGE			REGION					ETHNICITY			ANNUAL HOUSEHOLD INCOME				
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	East Asian	European	South Asian	<\$50k	\$50k-\$100k	\$100k+
Better than most	23%	27%	20%	30%	20%	21%	21%	22%	32%	22%	20%	34%	14%	23%	32%	19%	29%	20%
About the same as most	61%	61%	60%	56%	58%	66%	60%	62%	54%	63%	64%	51%	66%	62%	56%	56%	62%	65%
Worse than most	7%	5%	9%	8%	10%	5%	10%	9%	8%	5%	7%	6%	12%	8%	6%	11%	5%	7%
Not sure	9%	6%	11%	7%	12%	8%	10%	7%	6%	9%	9%	9%	9%	8%	6%	13%	4%	8%

	ANNUAL EXPENDITURE				
	Canada	<\$50	\$50-100	\$101-199	\$200+
Better than most	23%	15%	21%	28%	36%
About the same as most	61%	53%	66%	62%	57%
Worse than most	7%	15%	7%	5%	1%
Not sure	9%	17%	6%	5%	6%