

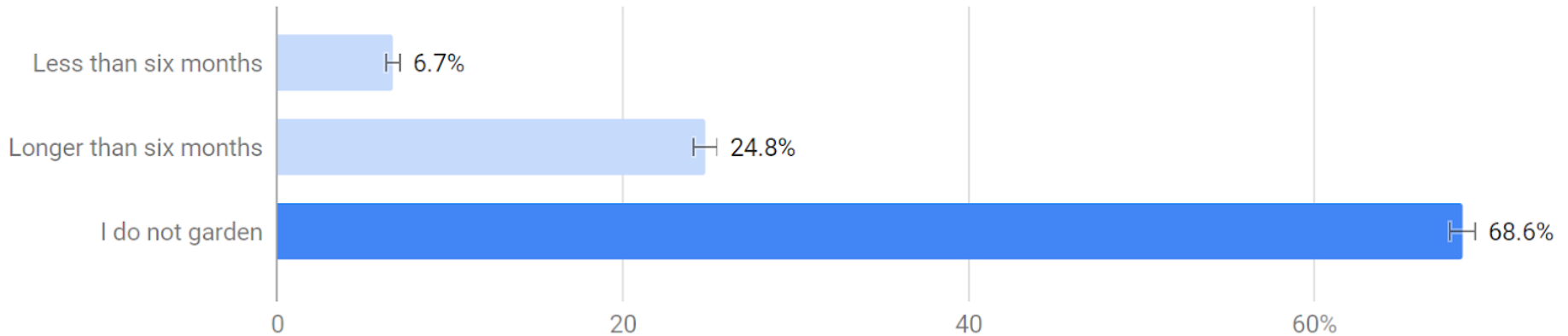


## 2020 Gardening Survey

Sponsored by:  
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# How long have you been gardening?

How long have you been gardening?



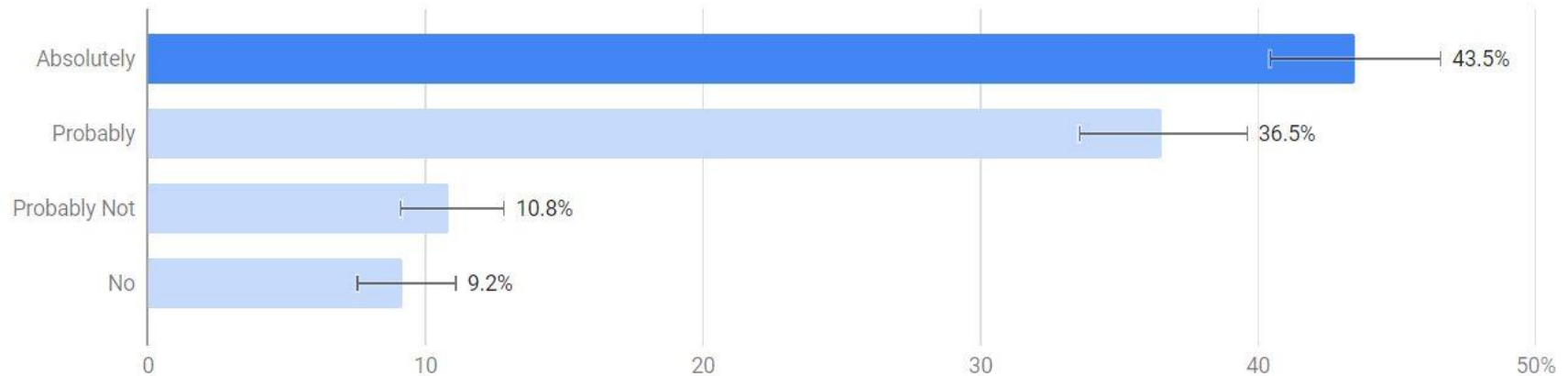
# Respondent Demographics

Group	Sample	Group	Sample	Group	Sample
Male	48.4%	18-24	6.3%	Midwest	30.2%
Female	51.6%	25-34	22.5%	Northeast	14.7%
		35-44	22.3%	South	34.8%
		45-54	17.3%	West	20.4%
		55-64	18.1%		
		65+	13.5%		

## Results:

**A vast majority (80%) indicated that they will probably or absolutely be continuing gardening going into 2021.**

Do you plan on gardening into 2021 and beyond?



## Results (cont.)

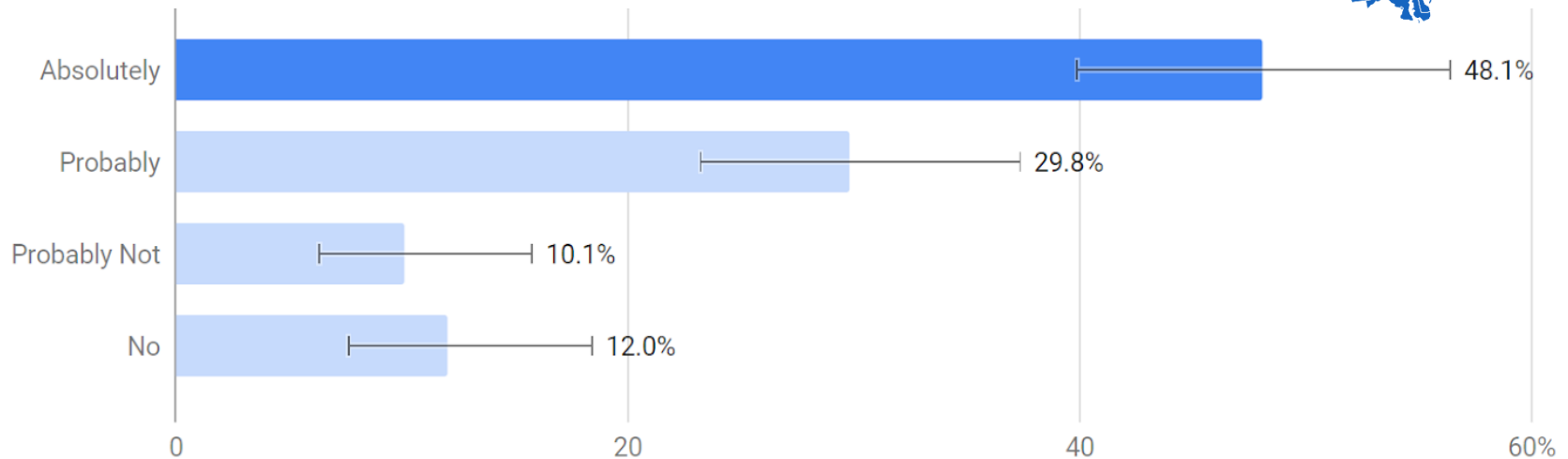
- Looking at the geographic data, all regions of the United States saw a relatively even breakdown of those that intended to continue garden and those that did not.
- The West saw the highest intent (82.8% of users indicated they would probably or absolutely continue gardening) while the lowest intent came out of the Northeast (77.9%).

# Results\* (cont.)

\*Users within the Northeast United States

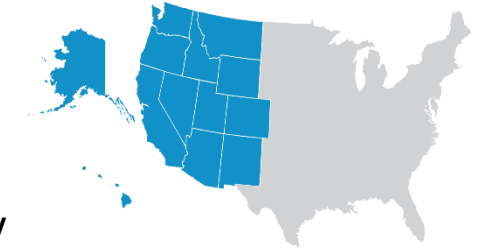
Nearly half of the users from within the northeast indicated that they would absolutely be continuing to garden after the pandemic ends. Another 30% said that they would probably be continuing to garden after the pandemic. Interestingly, the Northeast had the highest number of definitive “Yes” and “No” answers.

Do you plan on gardening into 2021 and beyond?



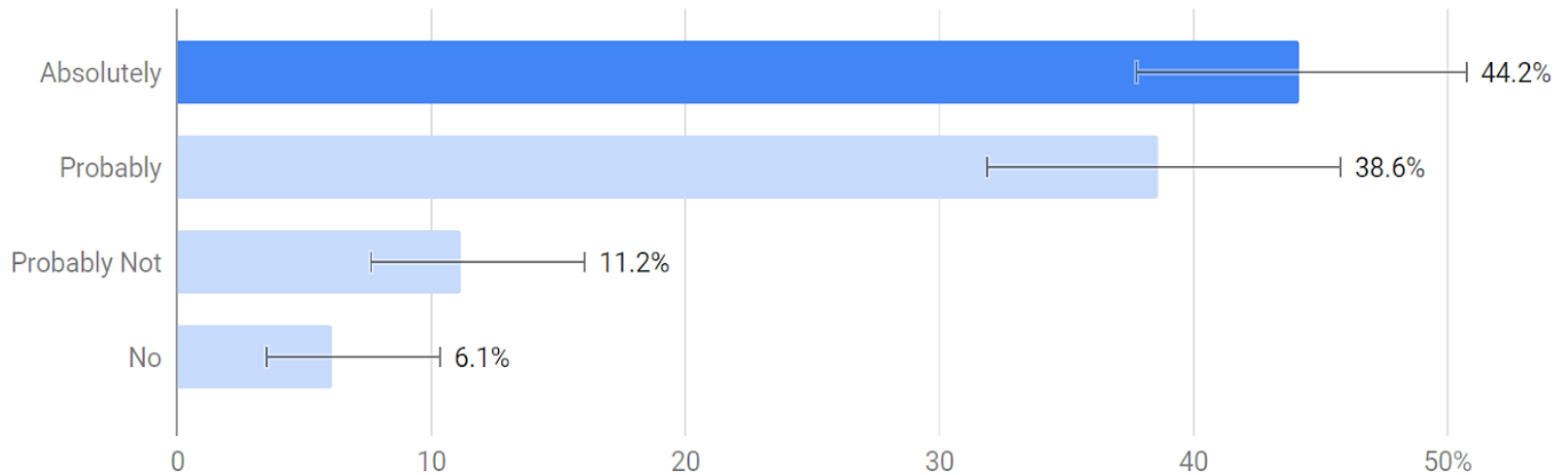
# Results\* (cont.)

\*Users within the Western United States



Users in the West demonstrated the highest intent to continue gardening, with nearly 83% indicating they would Probably or Absolutely continue and only 6% indicating they would definitely not be continuing. California was a substantial contributor here, with 86.5% of users indicating intent to continue.

Do you plan on gardening into 2021 and beyond?



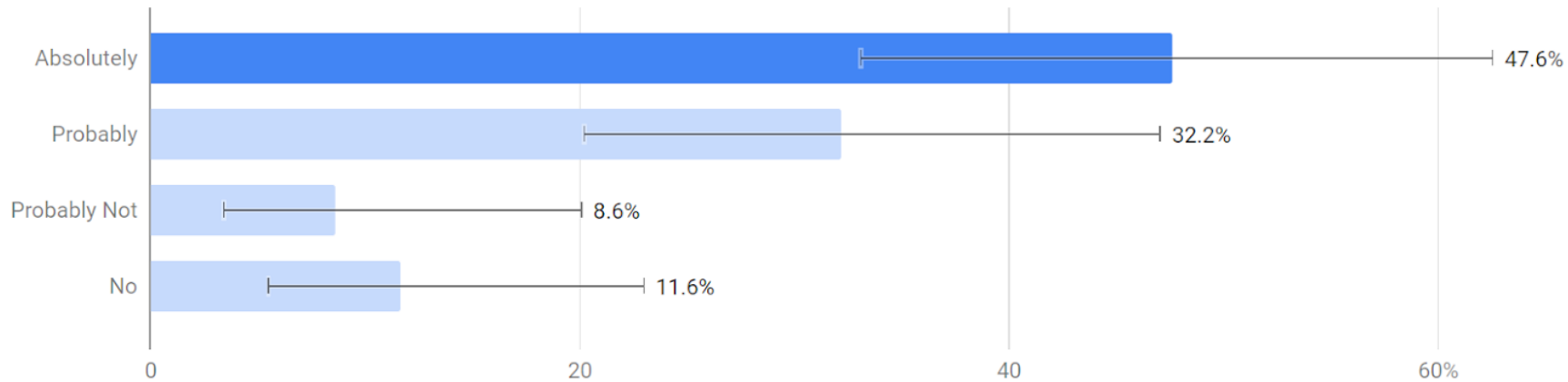
# Results\* (cont.)

\*Users within New York State

While a similar percentage of respondents in New York state indicated intent to continue gardening as those in the entire US (~80%), a larger percentage in New York indicated that they absolutely intend to continue gardening.



Do you plan on gardening into 2021 and beyond?





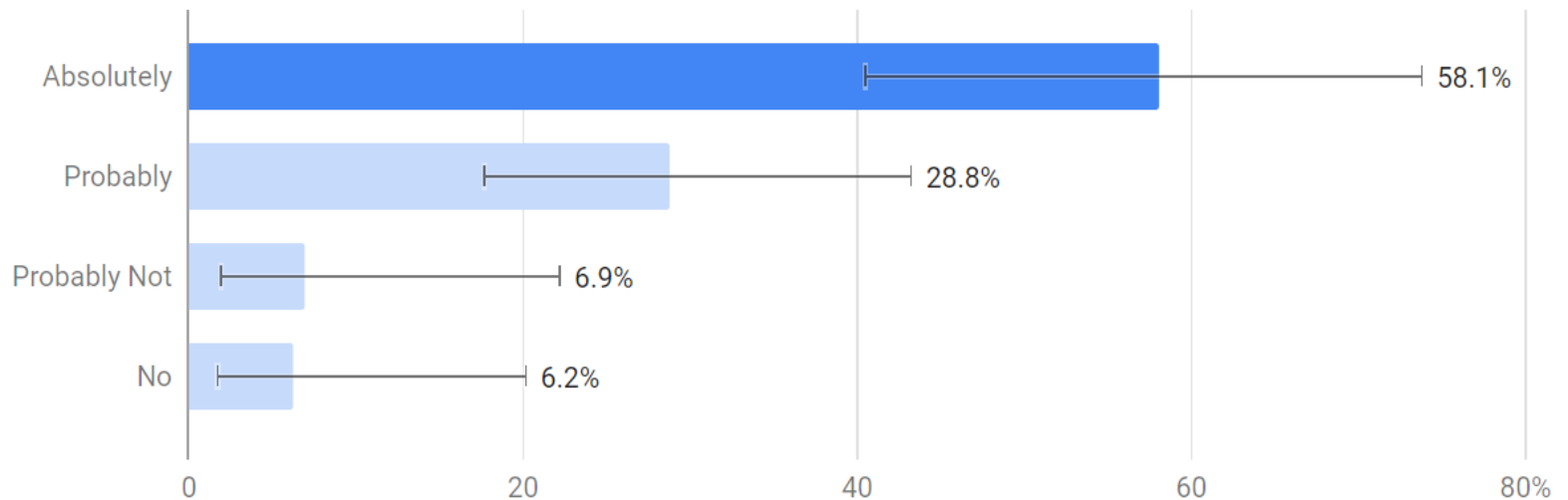
# Results\* (cont.)

\*Users within Pennsylvania



Nearly 87% of users in Pennsylvania indicated intent to continue gardening after the pandemic; a stronger result than the national average.

Do you plan on gardening into 2021 and beyond?



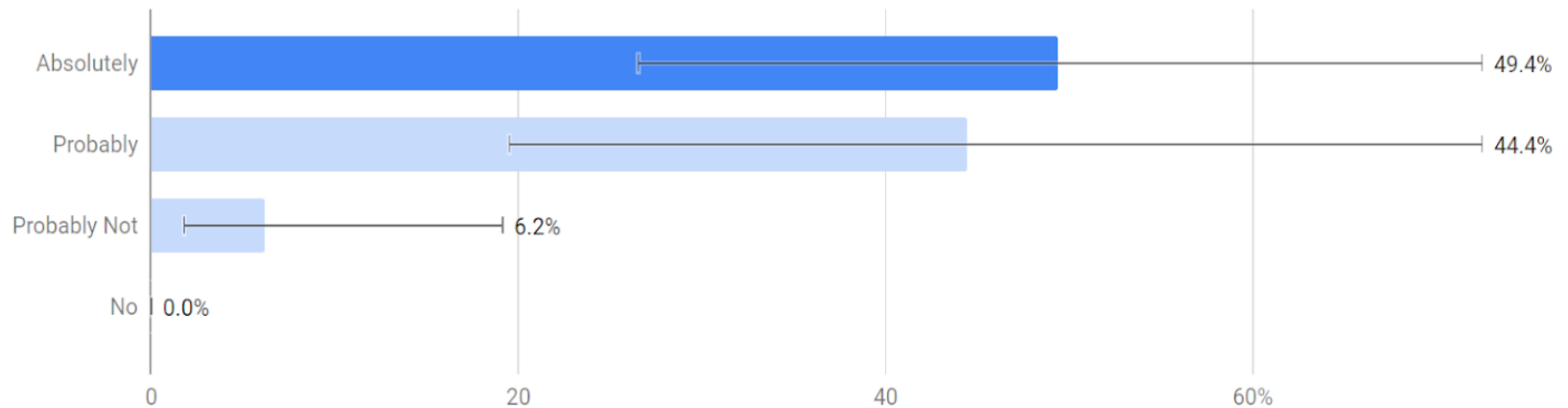
# Results\* (cont.)

\*Users within Michigan



Users from within Michigan showed some of the highest intent to continue gardening of any state, with nearly 94% of users saying they would probably or absolutely continue. No respondents from Michigan indicated they would absolutely not be continuing.

Do you plan on gardening into 2021 and beyond?



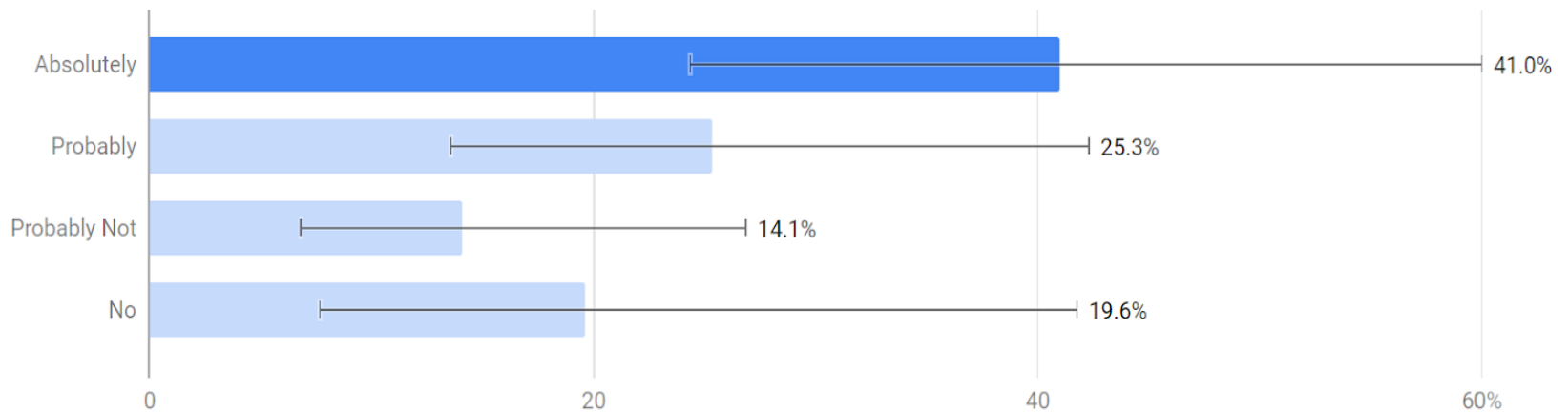
# Results\* (cont.)

\*Users within New Jersey

Users from within New Jersey demonstrated much lower-than-average intent to continue gardening and had some of the lowest results of any focus-geo. Only 66.3% of users in New Jersey indicated that they would probably or absolutely be continuing to garden into 2021.



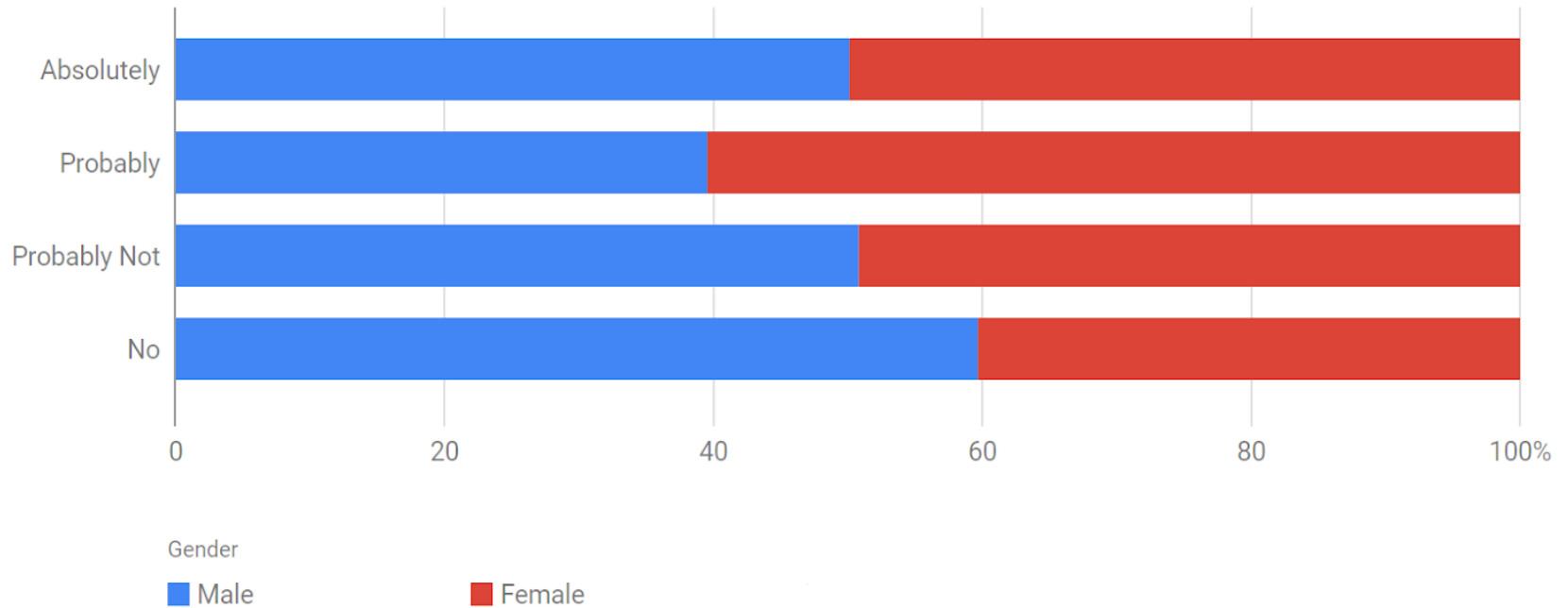
Do you plan on gardening into 2021 and beyond?



## Results (cont.)

Women seem to be slightly more intent on keeping up with their newfound hobby after the pandemic than men.

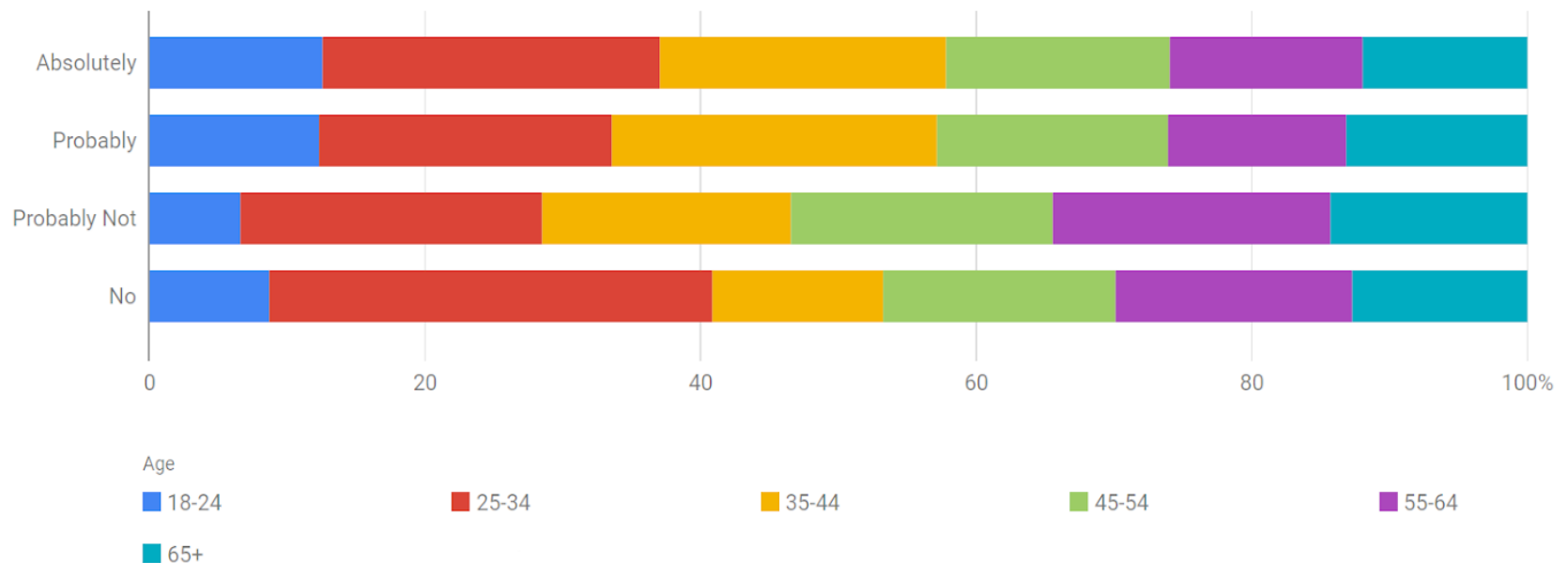
Do you plan on gardening into 2021 and beyond?



## Results (cont.)

86.8% of users age 18-24 and 85.1% of users age 35-44 indicated that they intent to continue gardening after the pandemic. These age brackets represent the highest intent, while users age 55-65 represent the lowest intent (74.2%).

Do you plan on gardening into 2021 and beyond?





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