



Axiom Marketing 2021 Gardening Insight Survey: Gardening in a COVID-19 World

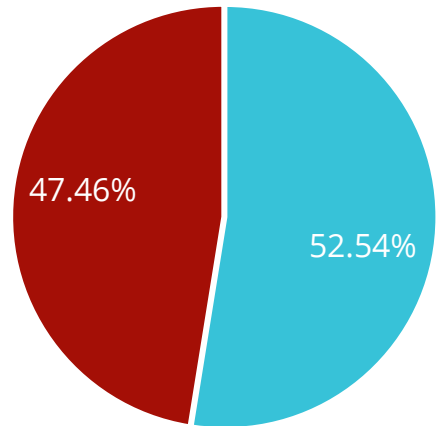
11.18.2020



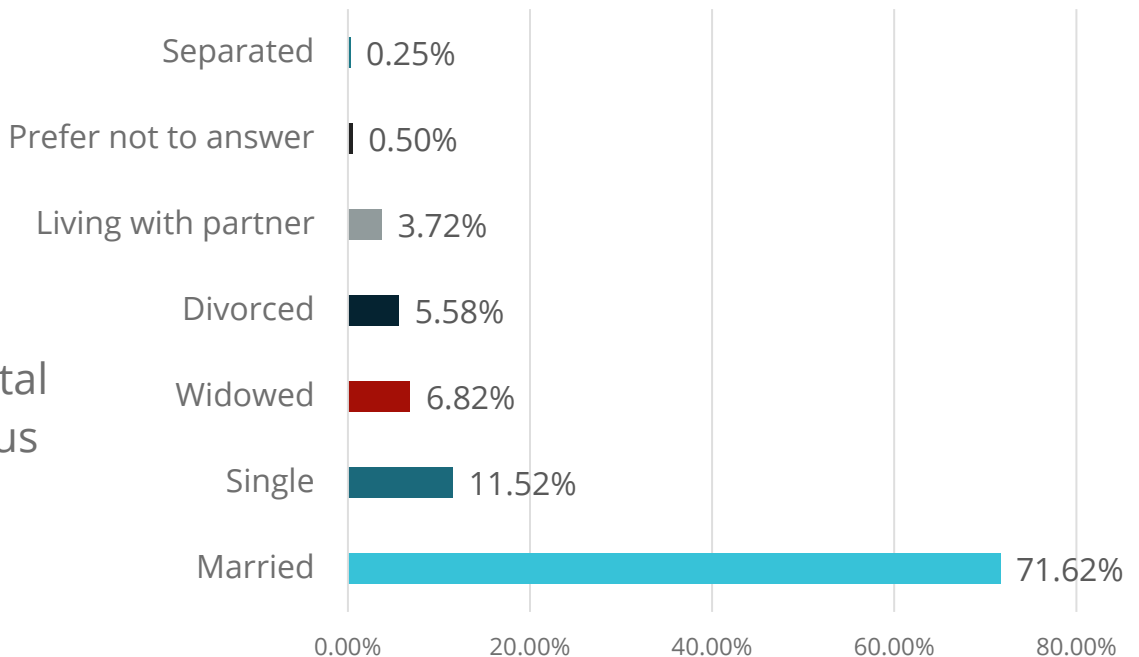
Survey Demographics

Gender

■ Male
■ Female

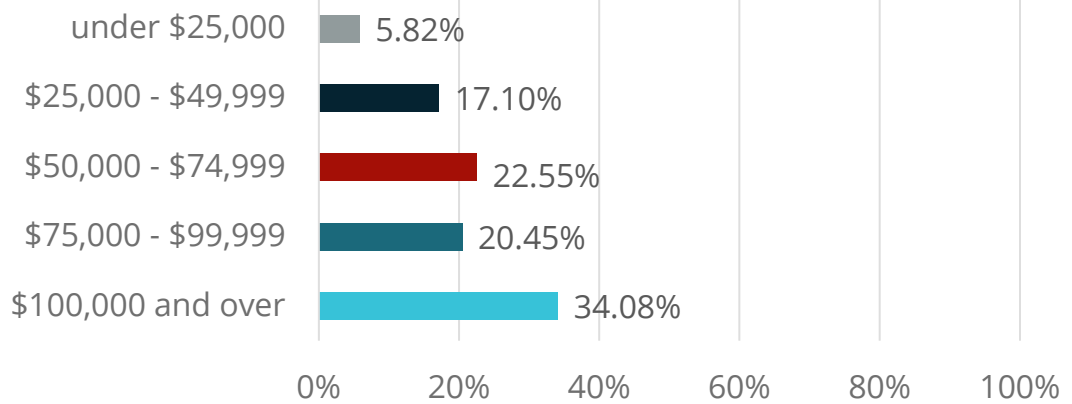


Marital status

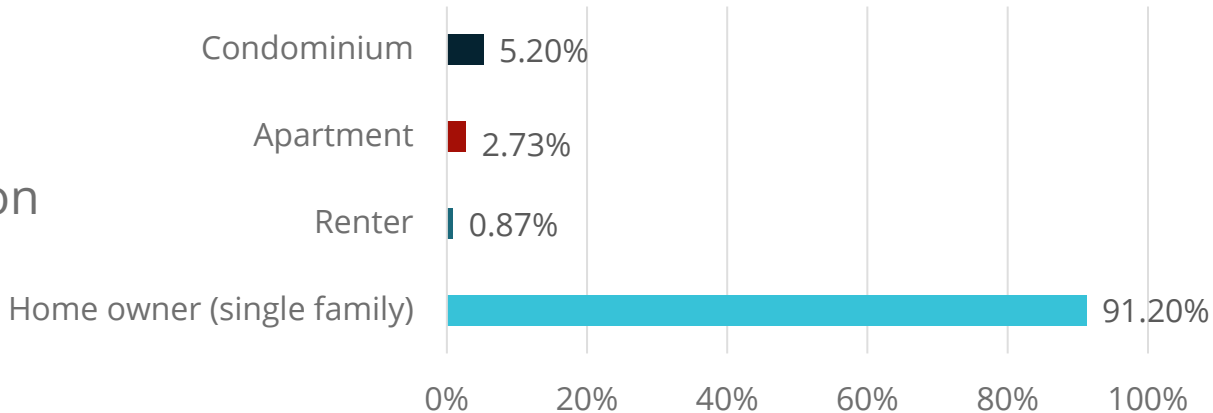


Survey Demographics

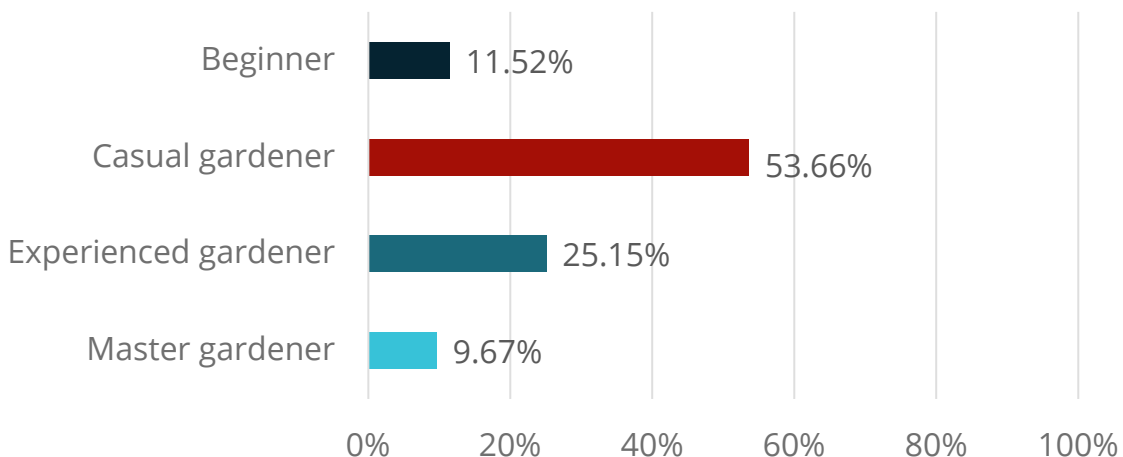
Household income



Living situation

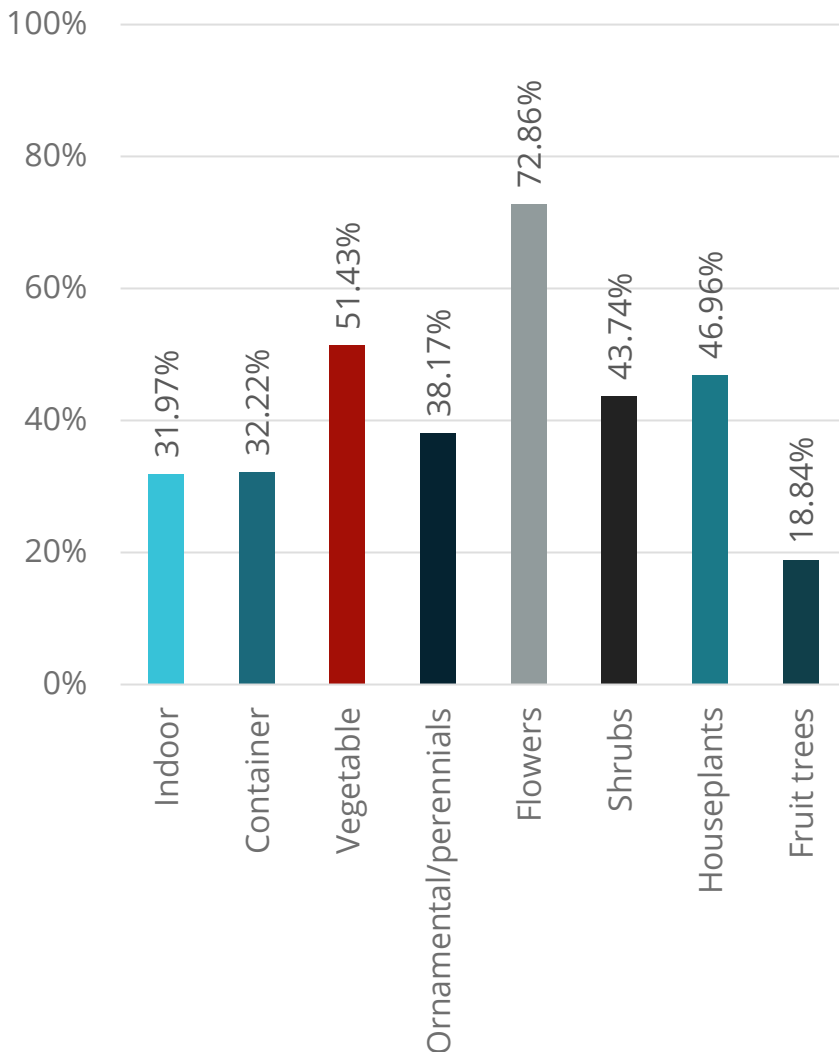


Gardening experience



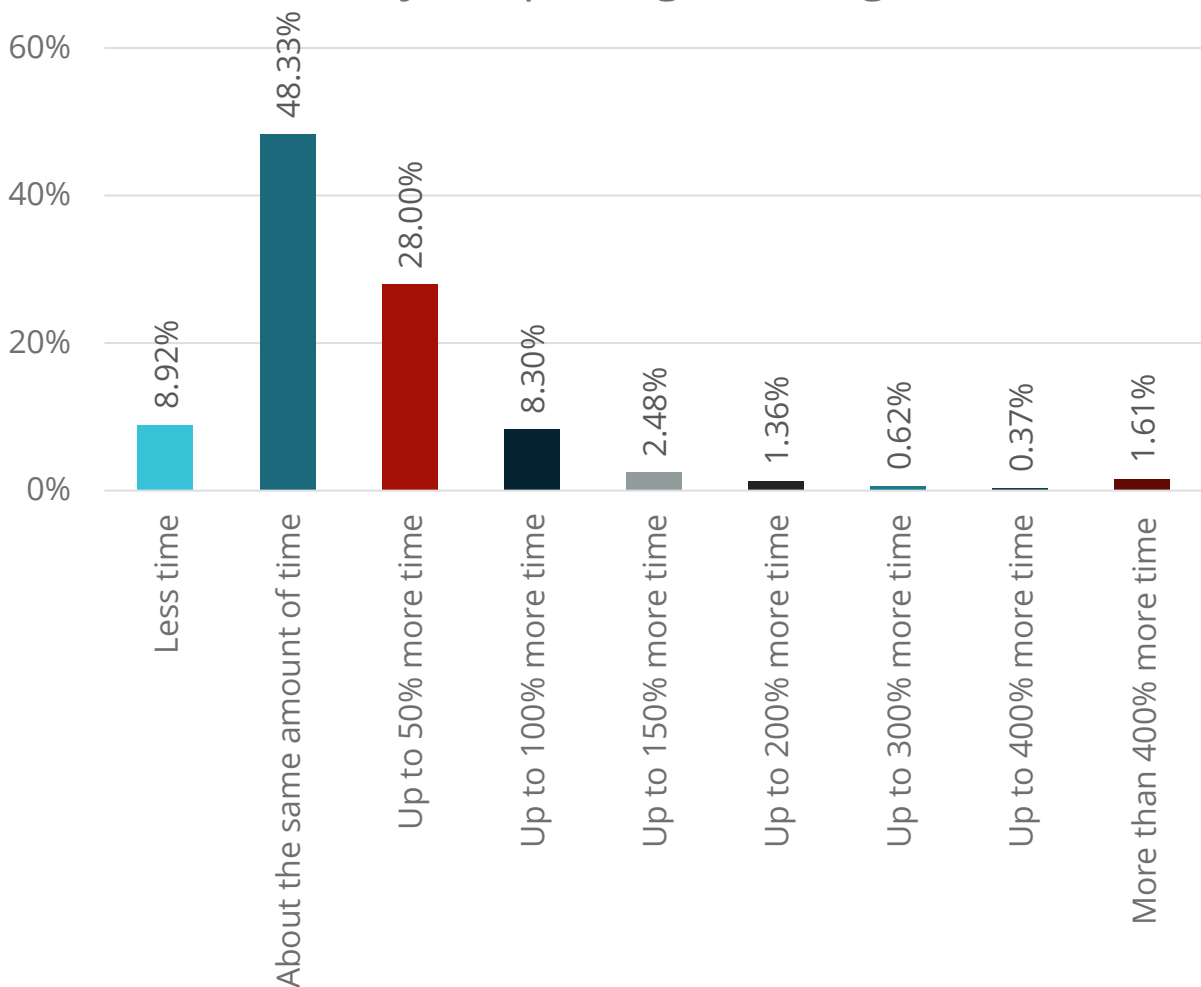
Growing flowers is the most popular activity

What best describes the type of gardening you do?

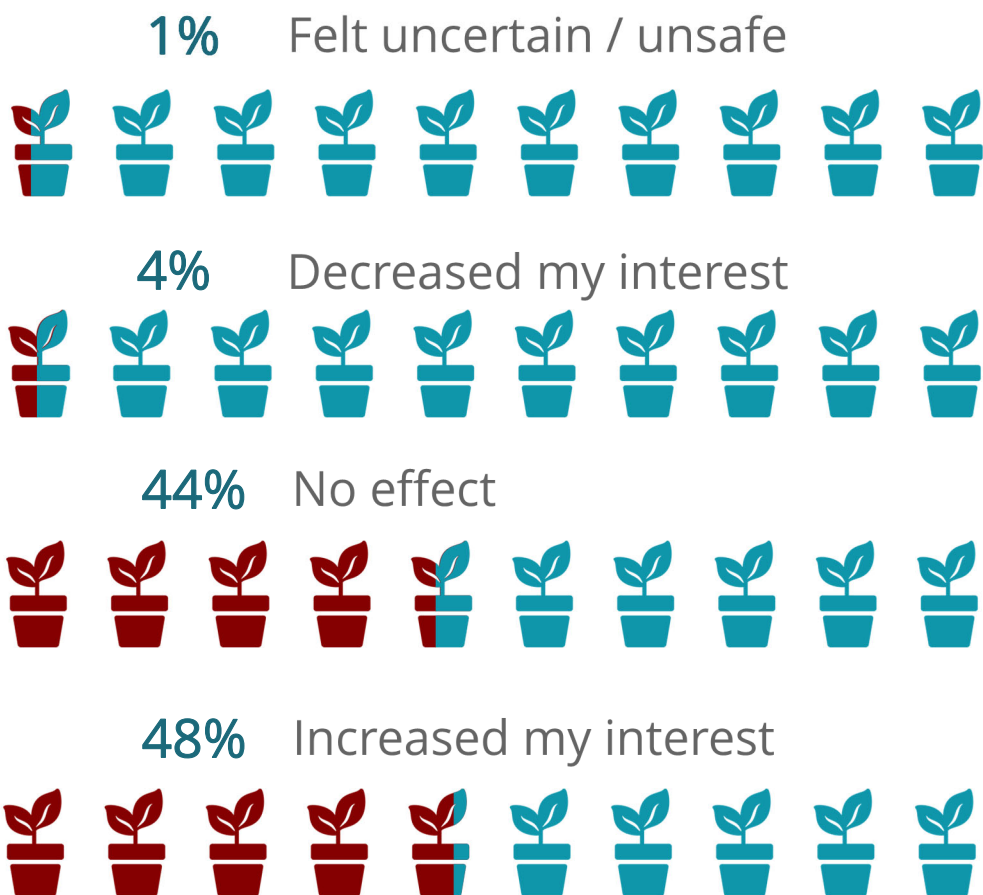


Gardeners spent **42% more time** gardening in 2020

In 2020 how much more time did you spend gardening?

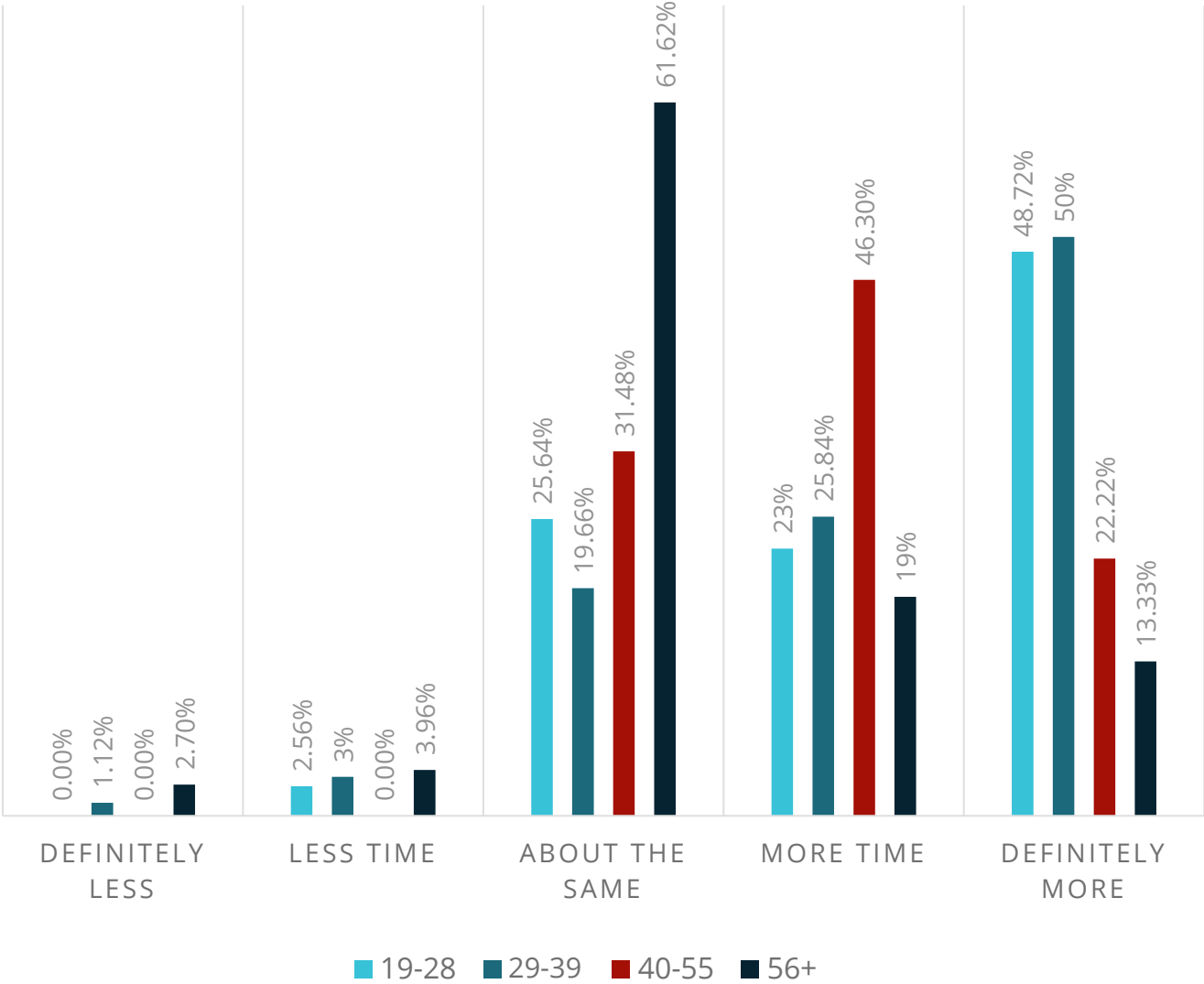


What effect did **COVID-19** have on your gardening interest and involvement?

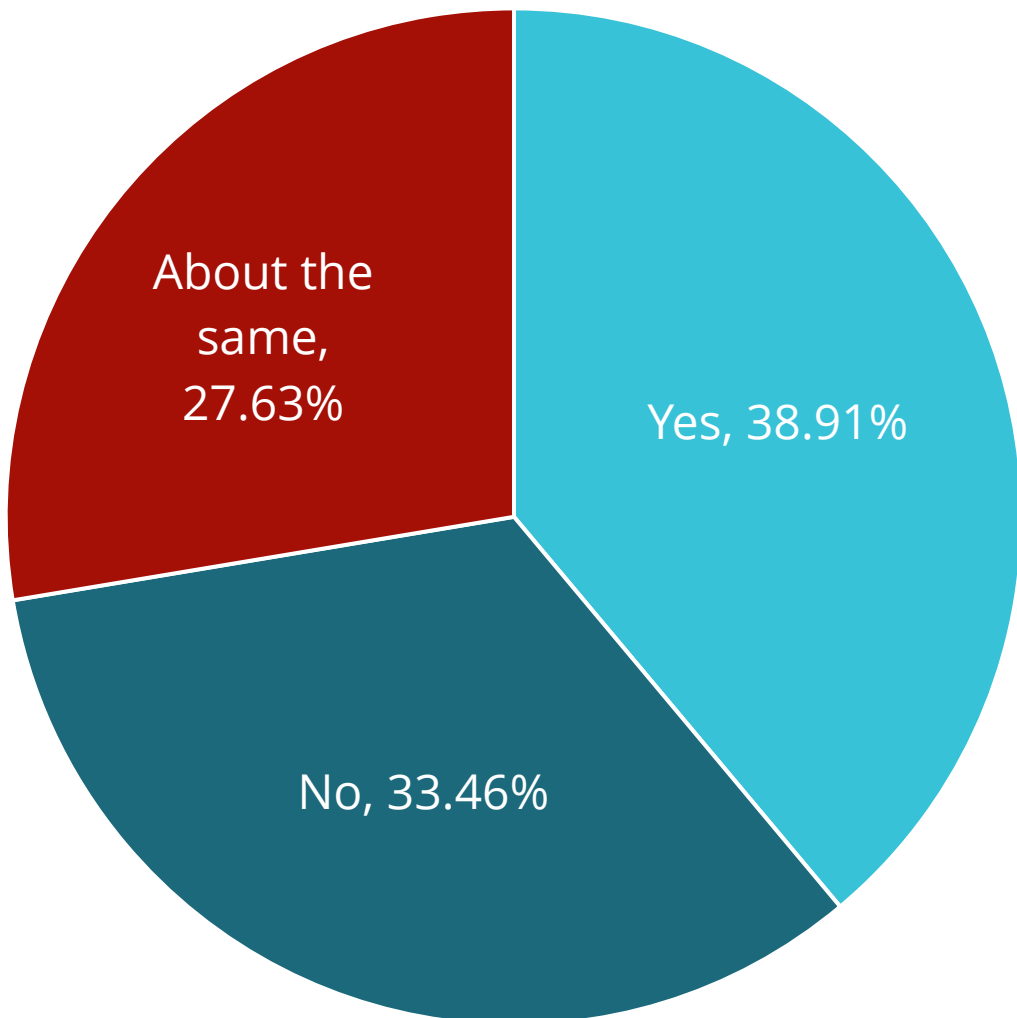


COVID-19 had younger homeowners gardening more

How has COVID influenced how much time you spend gardening indoors or out? (By Age Group)



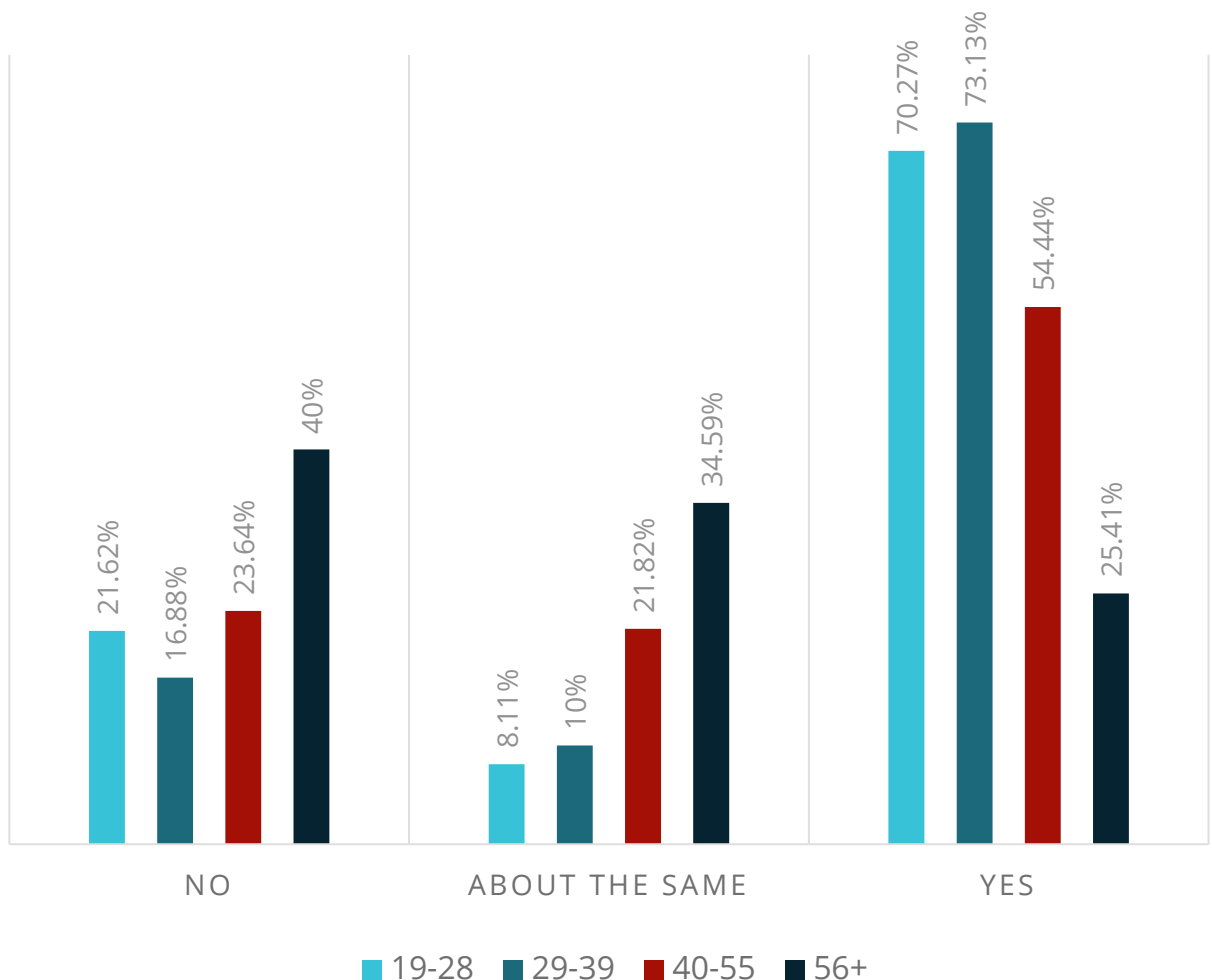
Working from home led to a **39% increase** in gardening



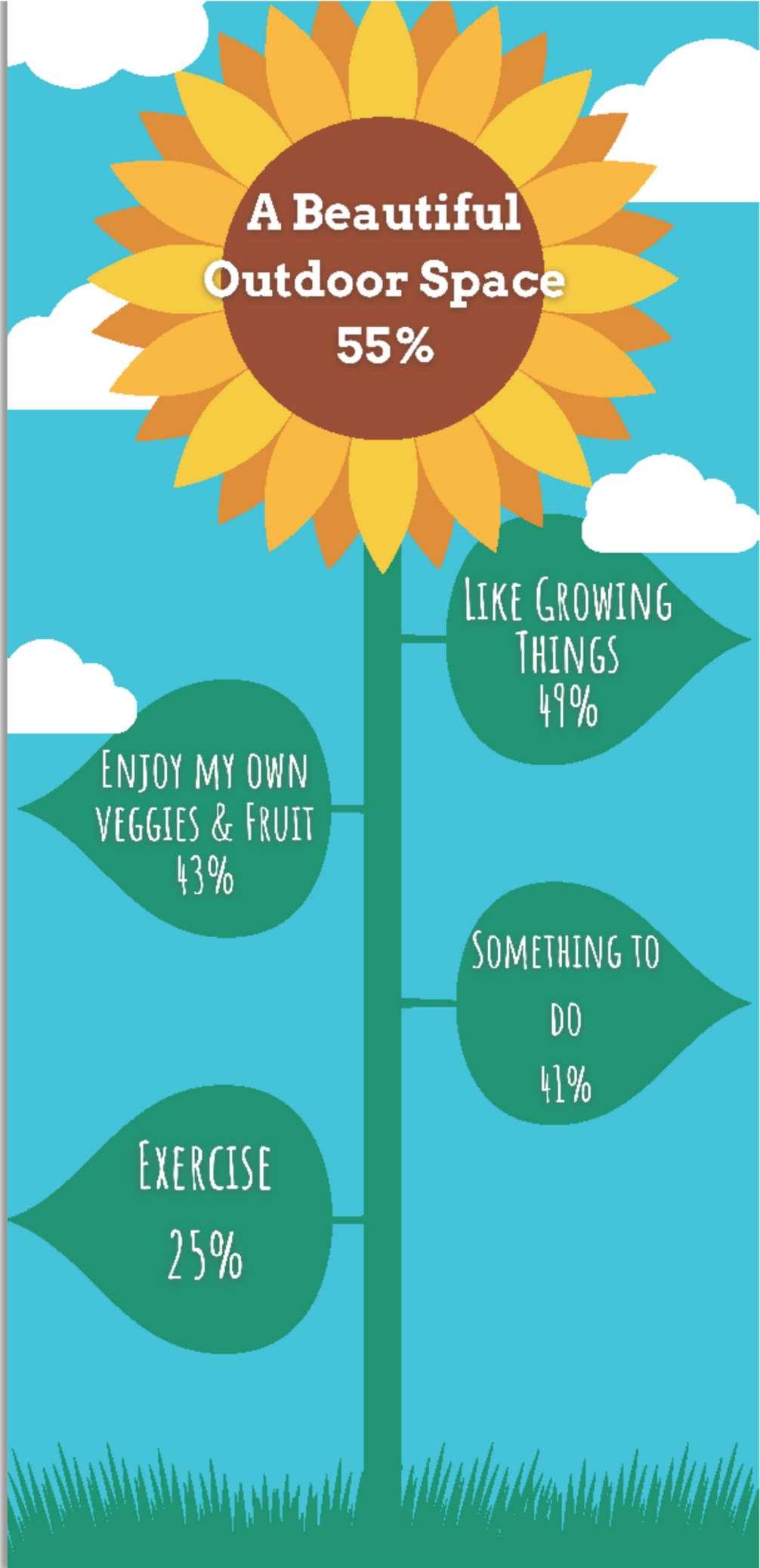
If you are working from home, did you spend more time gardening in 2020?

Work from home caused younger gardeners to garden a lot more

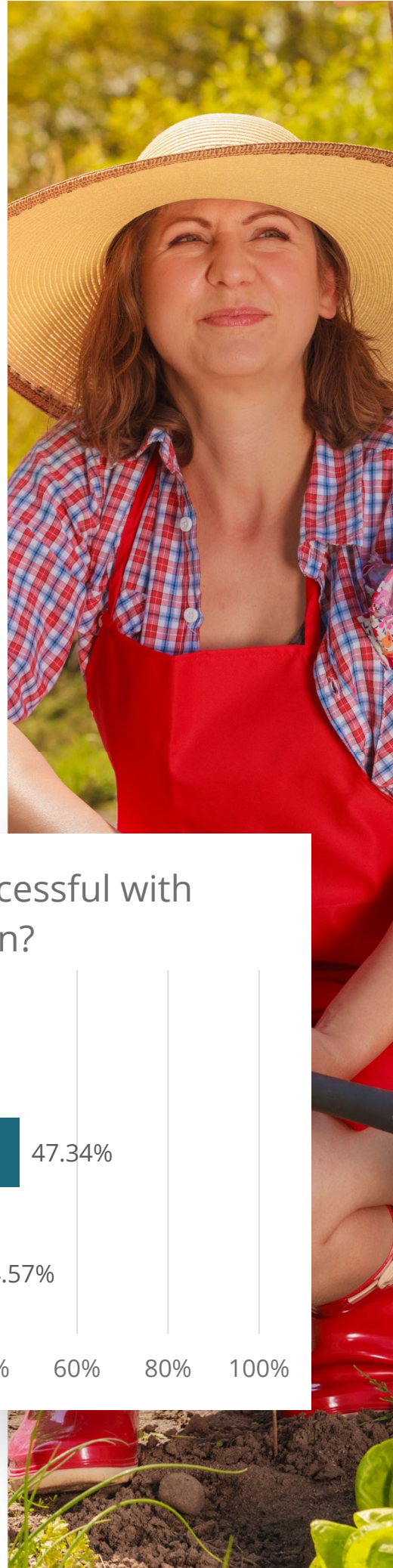
If you are working from home, did you spend more time gardening in 2020? (By Age Group)



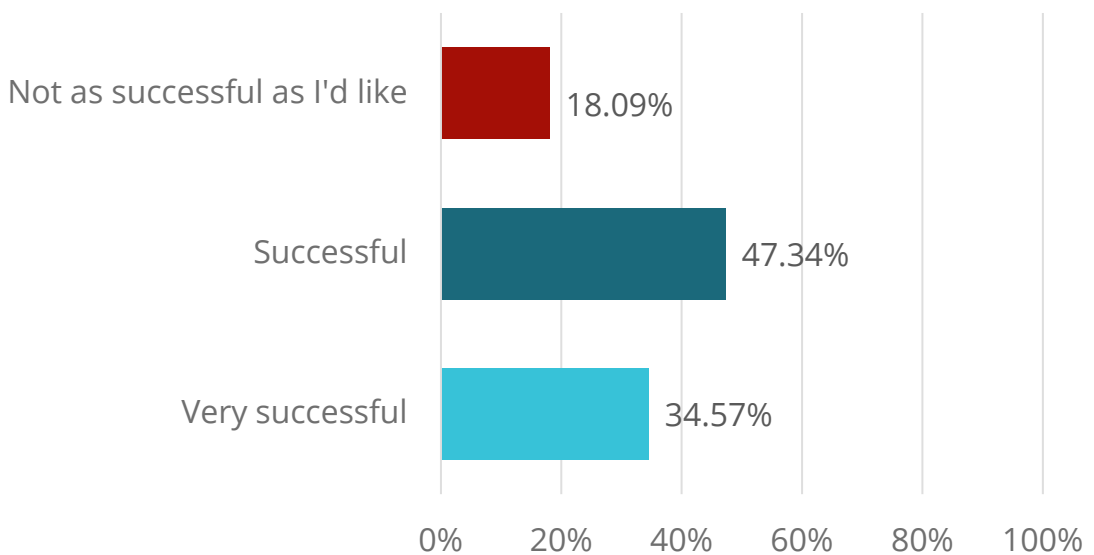
Reasons People Garden



In 2020, 82% of gardeners felt successful

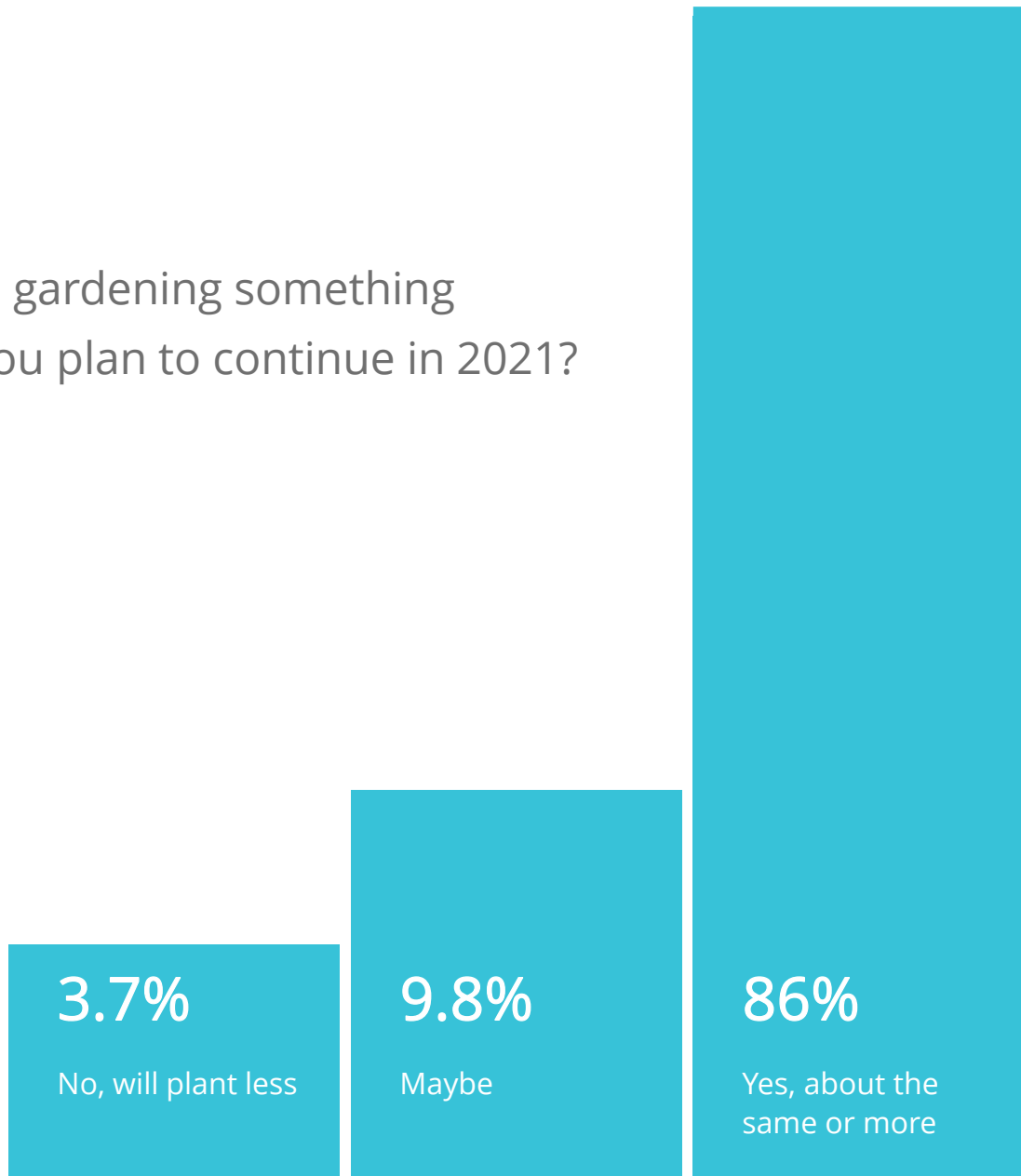


Did you feel you were successful with
your 2020 garden?



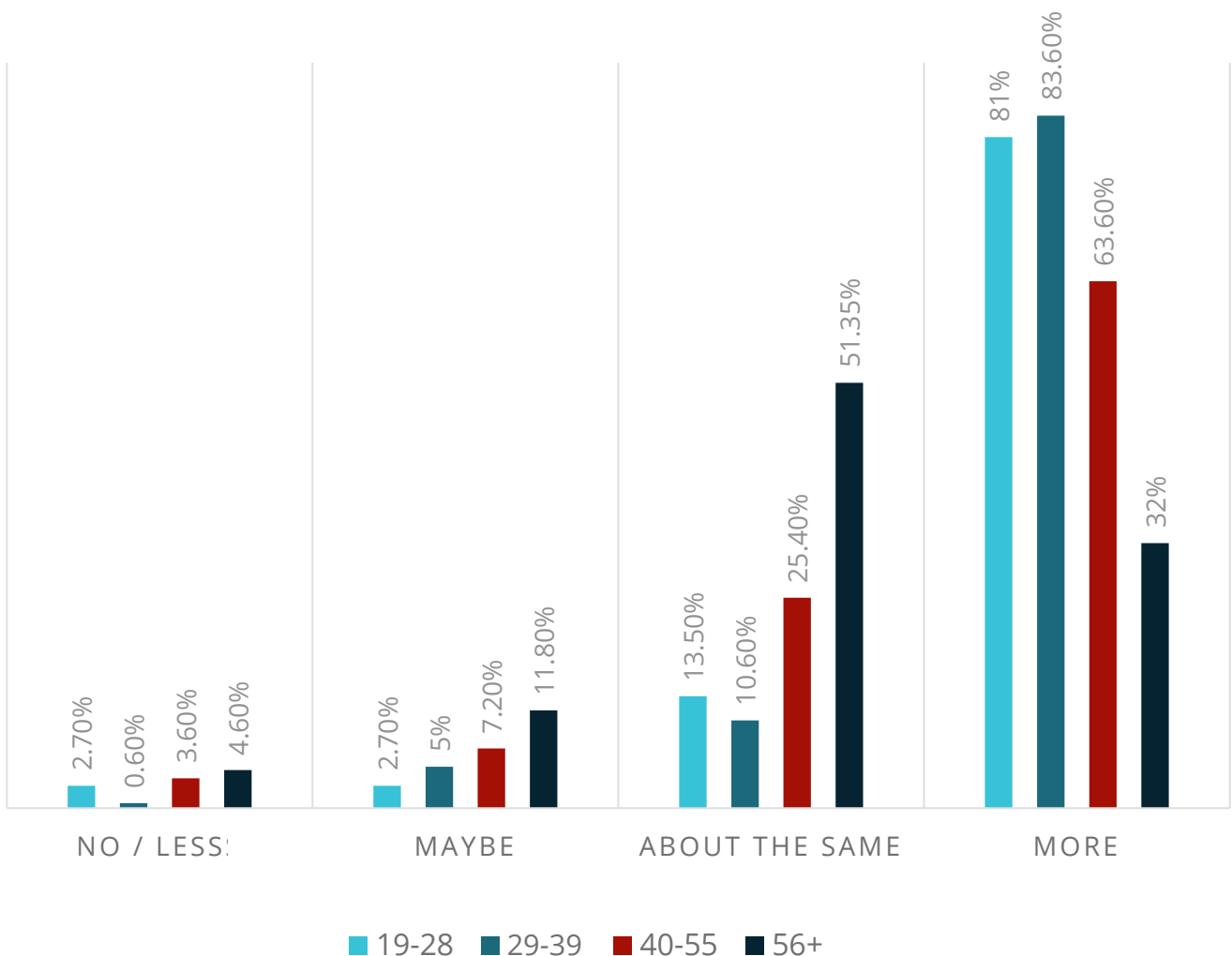
86% plan to garden the same or more!

Is gardening something you plan to continue in 2021?



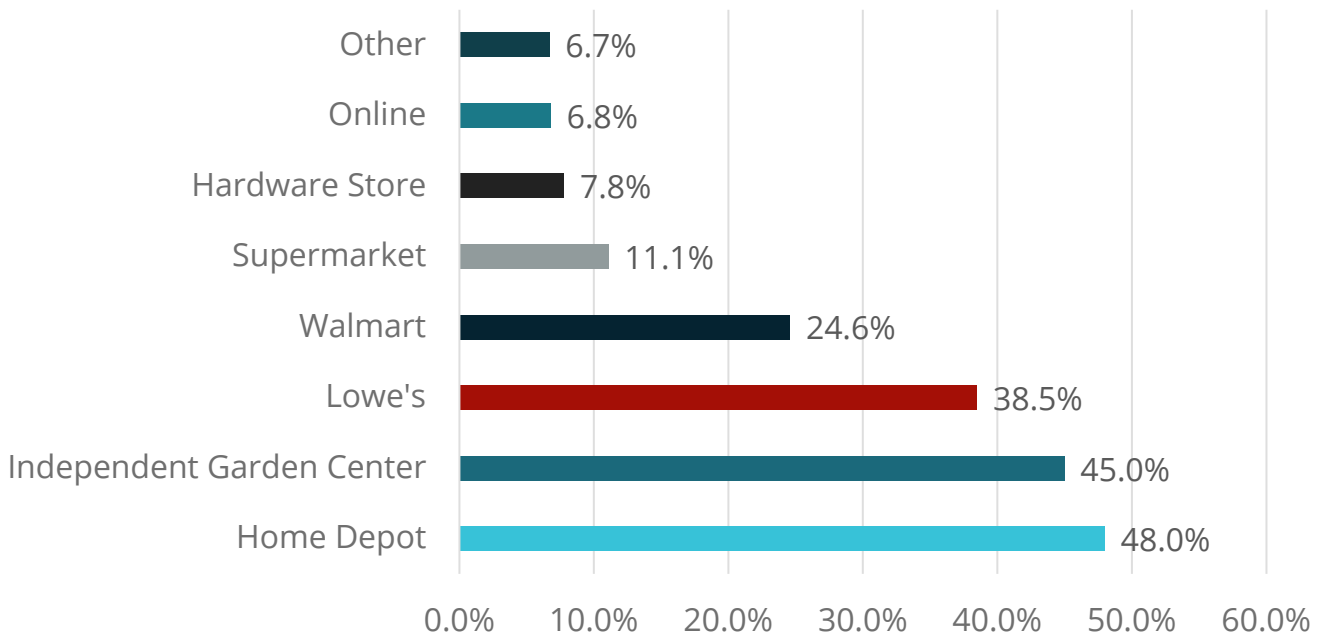
Young gardeners plan to grow more in 2021

Is gardening something you plan to continue in 2021?
(By Age Group)



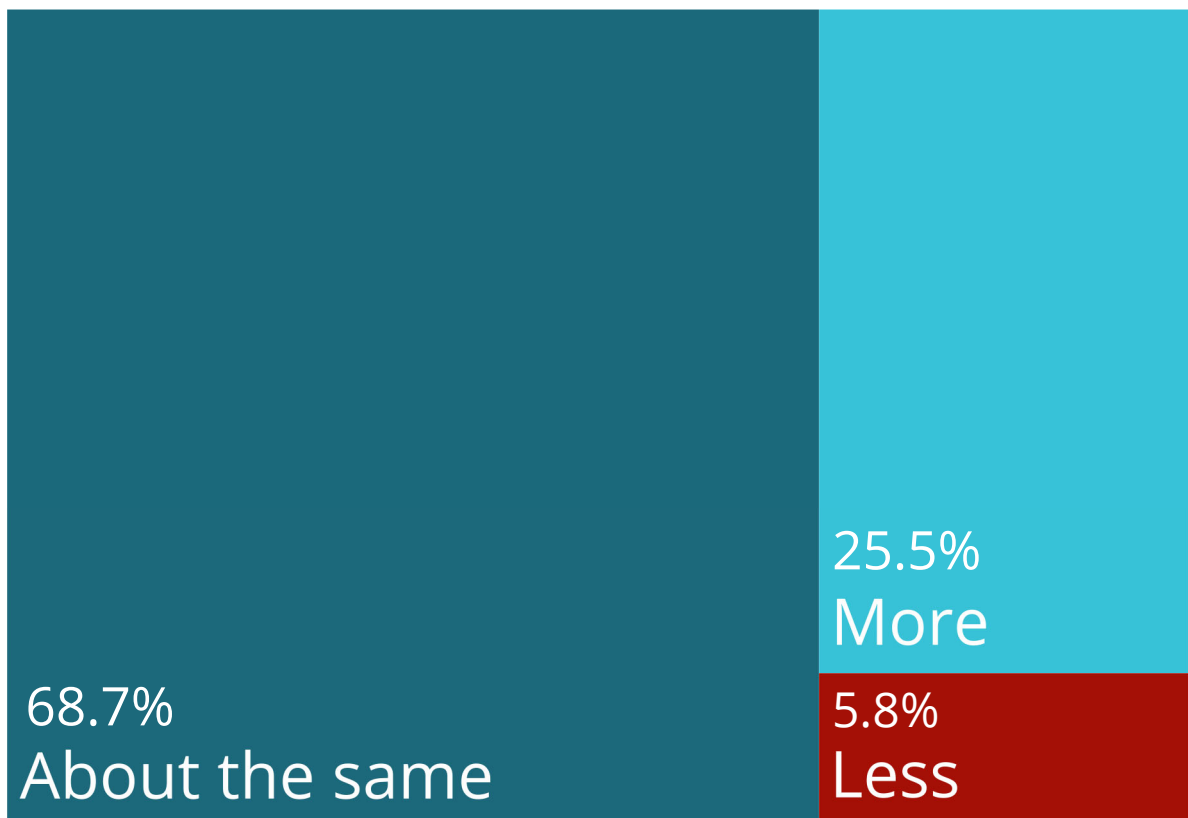
Where did gardeners buy their supplies?

Where did you buy the things you planted in your garden in 2020? (check all that apply)

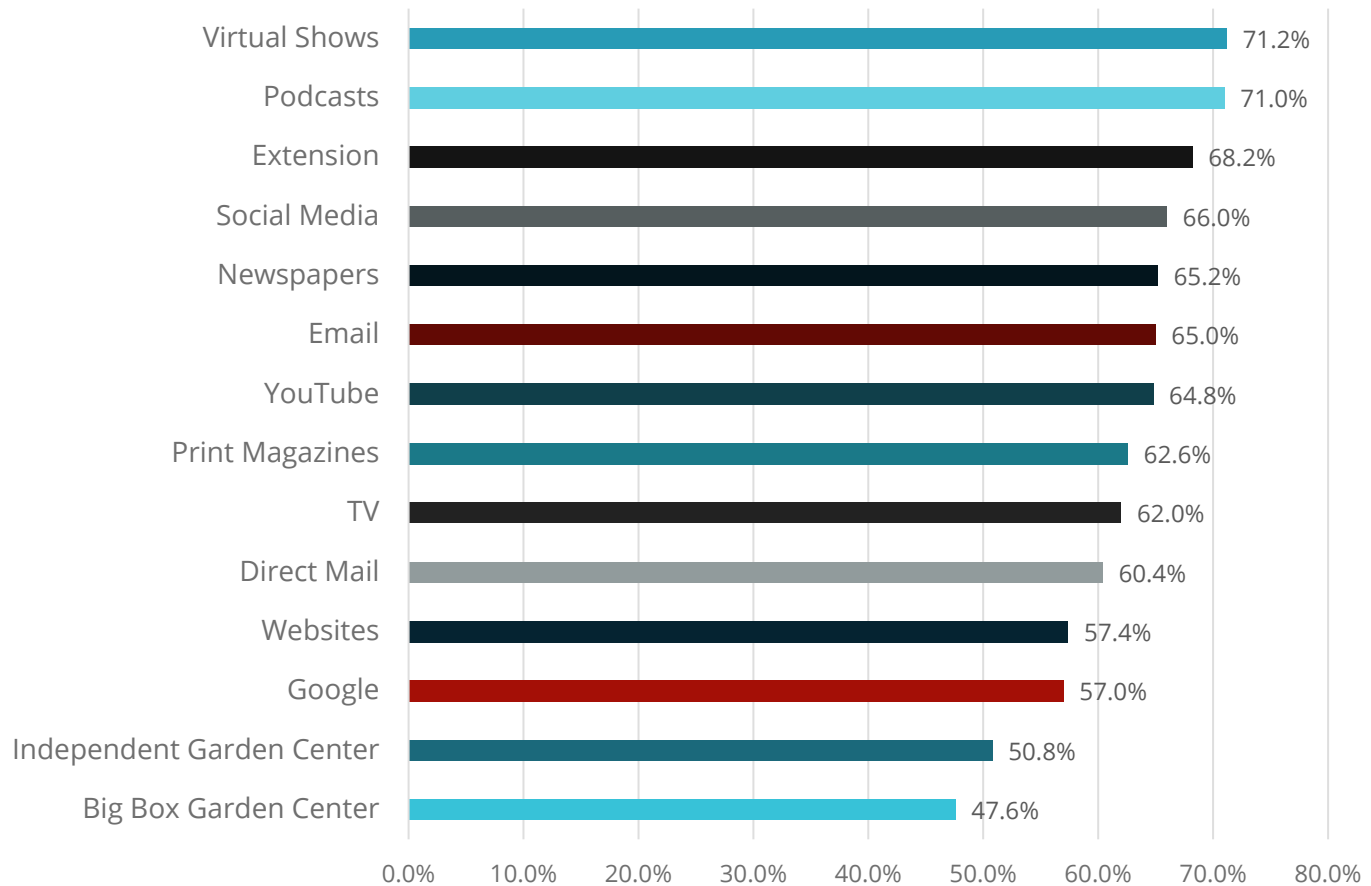


In 2021, 94.2% of gardeners plan to visit garden centers the same amount or more!

Compared to 2020, will you visit garden centers more or less in 2021?

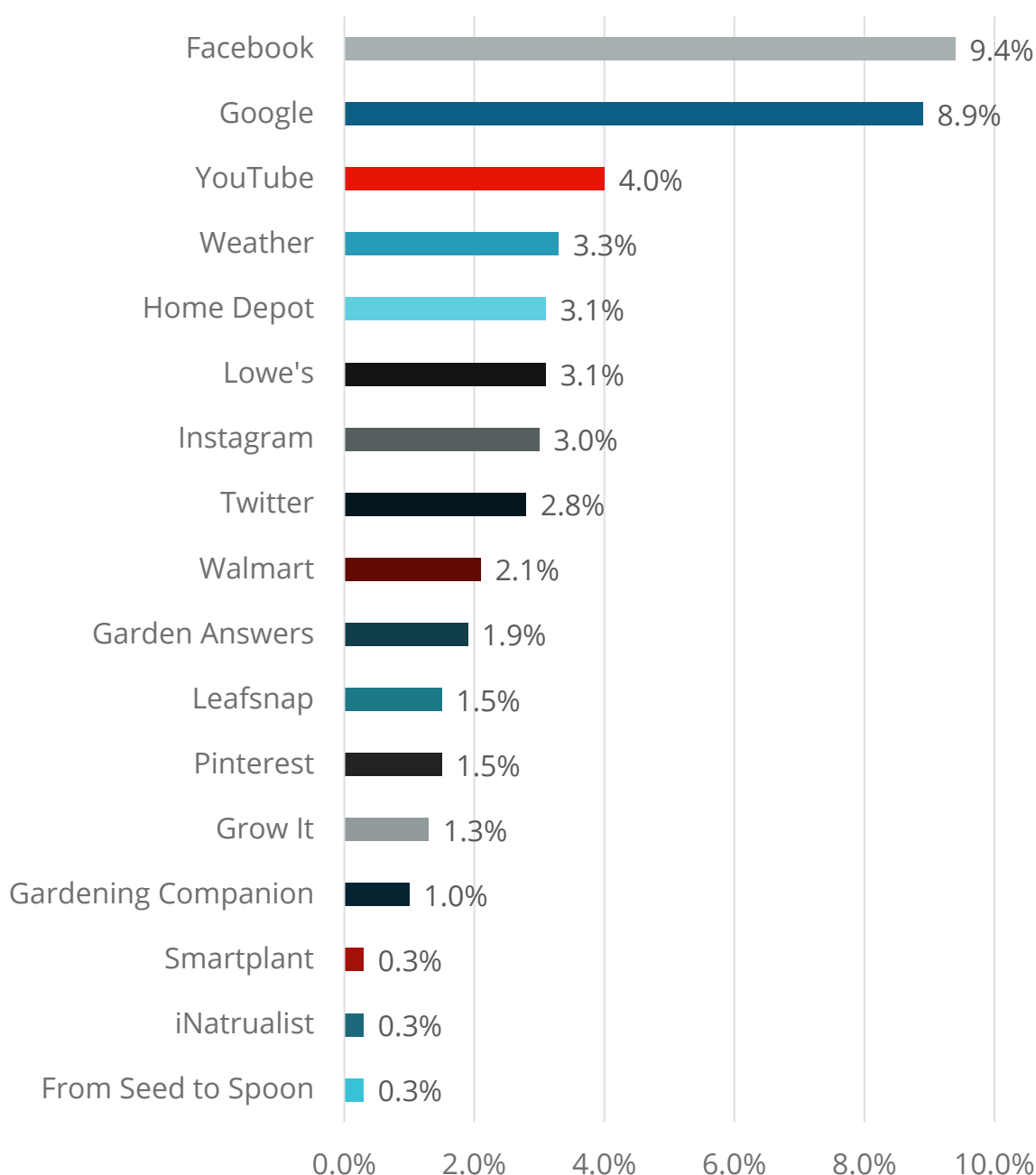


Where did gardeners learn about new products?

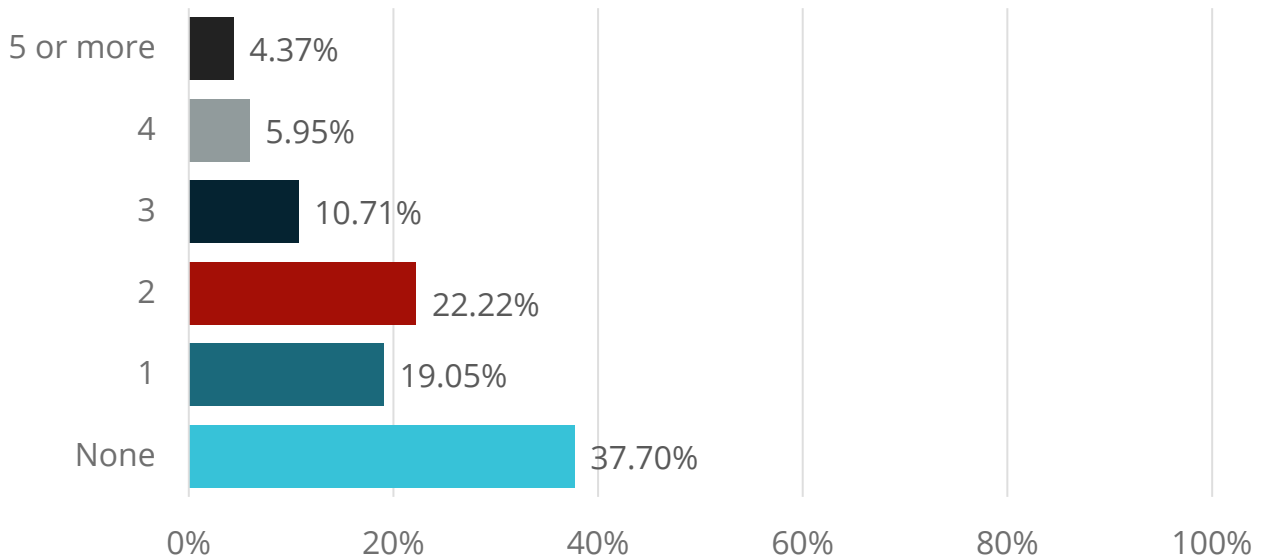


App usage for gardening

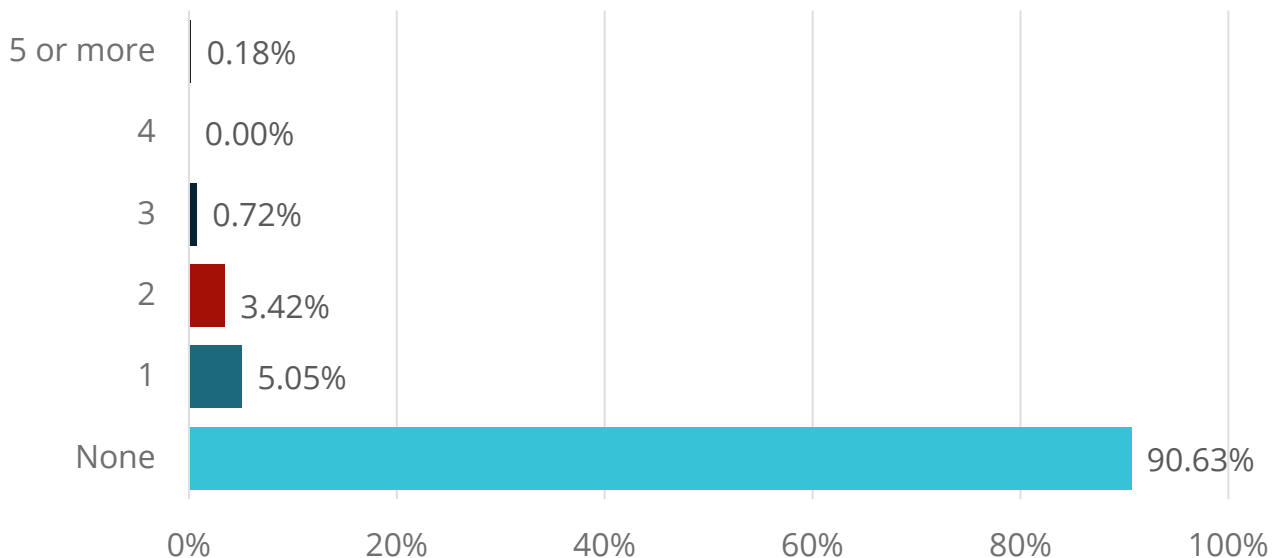
Please list the three most important apps that you use the most.



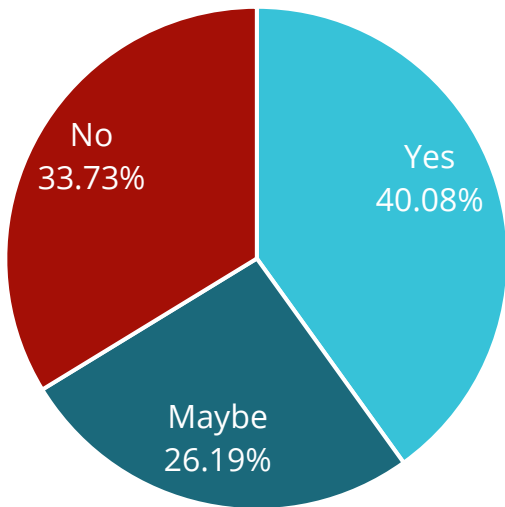
Under age 55 embracing Gardening Apps



56+ are not using Gardening Apps

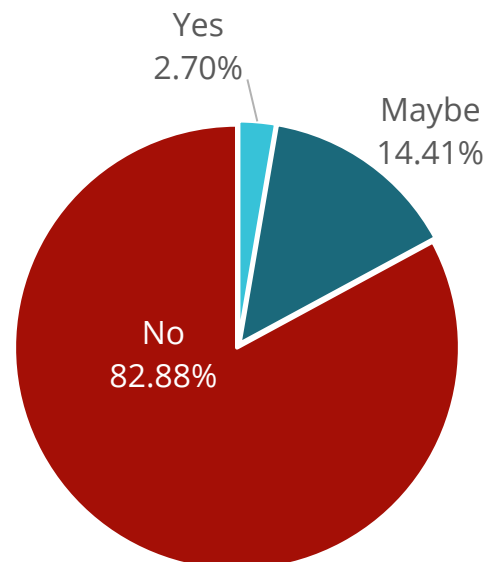


Would you like to receive marketing messages **via text?**



Under age 55
would like
marketing texts

Age 56+
would not like
marketing texts





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