



July 2009

## Gardening Study

Job No. 090707

Prepared for

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## METHODOLOGY

### Sample

- Conducted nationally among 1201 respondents aged 18 years and over.
- Respondents were selected via a random sample process which included:
  - a quota being set for each capital city and non-capital city area, and within each of these areas, a quota being set for groups of statistical divisions or subdivisions;
  - random selection of household telephone numbers using random digit dialling (RDD);
  - random selection of an individual in each household by a "last birthday" screening question.

### Interviewing

- Conducted by telephone over the period of 24 - 26 July, 2009 by fully trained and personally briefed interviewers.
- To ensure the sample included those people who tend to spend a lot of time away from home, a system of call backs and appointments was incorporated.

### Weighting

- To reflect the population distribution, results were post-weighted to Australian Bureau of Statistics data on age, highest level of schooling completed, sex and area.

### ISO 20252 - Market, Social and Opinion Research

- This study was carried out in compliance with ISO 20252 - Market, Social and Opinion Research.



**SECTION G - PROG NOTE: ASK ALL RESPONDENTS**

G1 Thinking now about **gardens** and **garden areas**, this includes garden areas that you may share with others such as in a block of units. Which of the following does your home currently have? **READ OUT**

**PROG NOTE:**

- **MULTI RESPONSES ALLOWED**
- **IF CODES 1-7 SELECTED THEN CANNOT SELECT CODE 8**
- **RANDOMISE CODES 1-7 THEN 8 LAST**

1	A lawn
2	A landscaped garden
3	Fruit, vegetable or herb plants
4	A balcony with potted plants
5	Garden beds with lots of plants
6	Trees
7	An outdoor water feature
8	<b>DO NOT READ</b> None \ don't know

G2 Thinking back to when you were growing up. As far as you can remember, which of the following did your home have? **READ OUT**

**IF LIVED IN DIFFERENT HOMES, PROMPT FOR ONE WHERE THEY SPENT THE LONGEST PERIOD DURING THEIR CHILDHOOD**

**PROG NOTE:**

- **CODE FRAME AS PER G1**
- **MULTI RESPONSES ALLOWED**
- **IF CODES 1-7 SELECTED THEN CANNOT SELECT CODE 8**
- **RANDOMISE CODES 1-7 THEN 8 LAST**

G3 Thinking now about plants, including flowers, trees, fruit and vegetables, and shrubs in your home or garden. What do you personally think are the benefits of having plants in your home or garden? What else? **PROBE FULLY**

**PROG NOTE:**

- **SINGLE RESPONSE**

1	Response given ( <b>SPECIFY</b> )
2	Don't know
3	Don't have any plants at all in home or garden

**PROG NOTE: ASK IF NOT DON'T HAVE ANY PLANTS AT ALL IE NOT CODE 3 IN G3. CODE 3 IN G3 GO TO G7**

G4 From which of the following places, if any, do you usually get ideas or inspiration for plants in your own home or garden? **READ OUT**

**PROG NOTE:**

- **MULTI RESPONSES ALLOWED**
- **IF CODES 1-7 SELECTED THEN CANNOT SELECT CODE 8**
- **RANDOMISE CODES 1-6, MAINTAINING ORDER 2-3, THEN 7-8 LAST**

1	Other people's homes or gardens
2	Gardening or other lifestyle TV shows
3	Gardening or other lifestyle magazines
4	Websites on the internet
5	Garden centres
6	Newspapers
7	Somewhere else ( <b>SPECIFY</b> )
8	<b>DO NOT READ</b> None \ don't know



G5 Which of the following places, if any, do you usually buy your plants from? **READ OUT**

**PROG NOTE:**

- **MULTI RESPONSES ALLOWED**
- **IF CODES 1-6 SELECTED THEN CANNOT SELECT CODE 7**
- **RANDOMISE CODES 1-5 THEN 6-7 LAST**

1	Specialist garden centres or nurseries
2	Hardware stores such as Bunnings
3	Supermarkets such as Coles or Woolworths
4	Discount department stores such as Kmart or Big W
5	A market stall
6	Somewhere else ( <b>SPECIFY</b> )
7	<b>DO NOT READ</b> None \ don't know

G6 For each of the following, please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. Firstly...? **READ SCALE AS NECESSARY**

**PROG NOTE:**

- **SINGLE RESPONSE REQUIRED PER ROW**
- **RANDOMISE A-E**

		Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	<b>DO NOT READ</b> Don't know
A	Your garden and plants add value to your home	1	2	3	4	5	6
B	Plants and gardens have a positive impact on your health and well-being	1	2	3	4	5	6
C	Children nowadays spend less time in the garden than you did when you were young	1	2	3	4	5	6
D	Your plant purchases are based on price rather than quality	1	2	3	4	5	6
E	You intend to buy plants for your garden this spring	1	2	3	4	5	6

**PROG NOTE: ASK IF HAVE AN AREA WHERE GROW FRUIT, VEGETABLES OR HERBS IE CODE 3 IN G1. OTHERS GO TO NEXT SECT**

G7 Which of the following do you grow in your garden? **READ OUT**

**PROG NOTE:**

- **MULTI RESPONSES ALLOWED**
- **IF CODES 1-4 SELECTED THEN CANNOT SELECT CODE 5**

1	Herbs
2	Fruit trees
3	Salad vegetables such as lettuce and tomatoes
4	Vegetables such as potatoes, carrots and corn
5	<b>DO NOT READ</b> None \ don't know



**DEMOGRAPHICS**

- 1 To make sure we're speaking to a cross-section of people, please tell me if you are aged...? **READ OUT 01-04 IF AGED 18-34 OR 05-11 IF AGED 35 AND OVER**
- |  |              |                |
|--|--------------|----------------|
|  | 18-19.....01 | 40-44.....06   |
|  | 20-24.....02 | 45-49.....07   |
|  | 25-29.....03 | 50-54.....08   |
|  | 30-34.....04 | 55-59.....09   |
|  | 35-39.....05 | 60-64.....10   |
|  |              | 65+.....11     |
|  |              | REFUSED.....12 |
- 2 **RECORD SEX** MALE..... 1  
FEMALE..... 2
- 3 Are you the person who is **most** responsible for doing the household grocery shopping?  
**IF UNSURE / SHARED EQUALLY WITH SOMEONE ELSE CODE AS "YES" IE CODE 1**
- YES..... 1  
NO..... 2
- 4(a) How many people aged 18 years or over live in your household, including yourself?
- |                           | ---4(a)---<br>ADULTS | ---4(b)---<br>CHILDREN |
|---------------------------|----------------------|------------------------|
| ONE.....                  | 1                    | 1                      |
| TWO.....                  | 2                    | 2                      |
| THREE.....                | 3                    | 3                      |
| FOUR.....                 | 4                    | 4                      |
| FIVE.....                 | 5                    | 5                      |
| SIX+.....                 | 6                    | 6                      |
| NONE.....                 | -                    | 7                      |
| DON'T KNOW / REFUSED..... | 8                    | 8                      |
- 4(b) And how many children aged 17 years or younger live in your household?
- 5 Are you in paid employment full time, part time or not at all?  
**IF UNSURE / CASUAL / SELF EMPLOYED** Is that closer to full time or part time hours?
- FULL TIME..... 1  
PART TIME..... 2  
NOT AT ALL..... 3  
DON'T KNOW / REFUSED..... 4
- 6 To help us ensure we have a representative sample could you please tell me the highest level of primary or secondary school you personally have completed? Was it...? **READ OUT 1-3**
- YEAR 9 OR BELOW..... 1  
YEAR 10..... 2  
OR, YEAR 11 OR 12..... 3  
DON'T KNOW / REFUSED..... 4
- 7 And **apart** from primary and secondary school, what is the highest level of education you personally have **completed**?  
Was it...? **READ OUT 1-3**
- SR**  
A DIPLOMA OR CERTIFICATE FROM A COLLEGE OR TAFE, INCLUDING AN APPRENTICESHIP..... 1  
A DEGREE OR DIPLOMA FROM A UNIVERSITY..... 2  
OR, NONE OF THESE..... 3  
REFUSED / DON'T KNOW..... 4
- 8 Which **one** of the following best describes your present marital status?  
**READ OUT 1-6**
- SR**  
NEVER MARRIED..... 1  
DEFACTO OR LIVE TOGETHER..... 2  
MARRIED..... 3  
SEPARATED BUT NOT DIVORCED..... 4  
DIVORCED..... 5  
WIDOWED..... 6  
REFUSED..... 7
- 9 Could I please have the occupation of the main income earner of your household?  
**IF NECESSARY** Could I also have the position or job title of the main income earner of your household?
- 
- 10 Is your household's combined annual income from all sources, before tax...  
**READ OUT A-D. Would that be...? READ OUT 02-04 IF 30 TO 59, 06-08 IF 60 TO 89 OR 10-11 IF 90 THOUSAND OR MORE**
- | <u>INTERVIEWER INFORMATION</u>                    |   |
|---|---|
| UNDER \$30,000 PA IS UNDER \$577 PER WEEK         | <b>A) UNDER 40 THOUSAND DOLLARS</b>     |
| \$30,000-\$39,999 PA IS \$577-\$769 PER WEEK      | UNDER 30 THOUSAND..... 01               |
| \$40,000-\$49,999 PA IS \$770-\$962 PER WEEK      | OR, 30 TO 39 THOUSAND DOLLARS..... 02   |
| \$50,000-\$59,999 PA IS \$963-\$1,154 PER WEEK    | REFUSED / DON'T KNOW..... 03            |
| \$60,000-\$69,999 PA IS \$1,155-\$1,346 PER WEEK  | <b>B) 40 TO 79</b>                      |
| \$70,000-\$79,999 PA IS \$1,347-\$1,538 PER WEEK  | 40 TO 49 THOUSAND..... 04               |
| \$80,000-\$89,999 PA IS \$1,539-\$1,731 PER WEEK  | 50 TO 59..... 05                        |
| \$90,000-\$99,999 PA IS \$1,732-\$1,923 PER WEEK  | 60 TO 69..... 06                        |
| \$100,00-\$109,999 PA IS \$1,924-\$2,115 PER WEEK | OR, 70 TO 79 THOUSAND DOLLARS..... 07   |
| OVER \$110,000 PA IS OVER \$2,115 PER WEEK        | REFUSED / DON'T KNOW..... 08            |
|   | <b>C) OR, 80 THOUSAND OR MORE</b>       |
|   | 80 TO 89 THOUSAND..... 09               |
|   | 90 TO 99..... 10                        |
|   | 100 TO 109..... 11                      |
|   | OR, 110 THOUSAND DOLLARS OR MORE ... 12 |
|   | REFUSED / DON'T KNOW..... 13            |
|   | <b>REFUSED..... 14</b>                  |
|   | <b>DON'T KNOW..... 15</b>               |



## COMPUTER TABLES

### Base and filters

- BASE - 'Weighted respondents' (WTD RESP) - the total number of completed interviews weighted to reflect the latest Australian Bureau of Statistics population estimates. Expressed in thousands (000's).
- FILTERS - Screen the questionnaires so that only certain types of respondents will be represented in the table.

### Analysis panel

- Comprises demographic or other discriminators, sub-divided into standard groups.
  - 1 SEX - Male, Female
  - 2 AGE - 18-34 years, 35-49 years, 50+ years
  - 3 GROCERY BUYER - Whether the respondent is the person in the household most responsible for doing the weekly grocery shopping  
Yes, No
  - 4 CHILDREN - Whether there are children under the age of 18 currently living in the household.  
Yes, No
  - 5 MARITAL STATUS  
Married - married, defacto or living together  
Not married - never married, divorced, separated or widowed



- 6 WORK STATUS - Whether the respondent is in paid employment:  
Full time, Part time, Not at all
  
- 7 AREA  
'5 cap city' - the Statistical divisions of Sydney, Melbourne, Brisbane, Adelaide and Perth as defined by the Australian Bureau of Statistics  
'X-city' - the rest of Australia including ACT and Tasmania, but excluding the Northern Territory
  
- 8 SOCIO ECONOMIC STATUS (SES) - Based on the occupation of the main income earner of the household, using the ABS ASCO statistical classification. Subdivided into:  
  
White collar - professional, para-professional, manager, administrator, clerk, salesperson or other white collar worker.  
  
Blue collar - tradesperson, plant and machine operator, labourer, retired with previous occupation unknown, other blue collar workers, student, home duties or unemployed.
  
- 9 HIGHEST EDUCATION COMPLETED - Primary / secondary school, College / apprenticeship, University degree
  
- 10 HOUSEHOLD INCOME - Household's combined annual income from all sources before tax (for respondents specifying household income)  
Less than \$40,000, \$40,000 - \$79,999, \$80,000+



## **Respondents and weighted respondents**

- **RESPONDENTS** - The total number of completed interviews before weighting has been applied. The figure directly below the 'Total' is the number of respondents included in that table. The number of respondents included in any particular column appears at the top of the column.
- **WTD RESP (000's)** - The population estimates represented by the respondents, expressed in thousands. The percentages in the main body of the table are based on these weighted figures.

## **Questions**

- Down the left side of the page is a question description and response frame.

## **Totals**

- Column totals appear across the bottom of the table. These will be greater than 100 percent if there have been multiple responses by individuals.

## **FORMAT OF RESULTS**

- Data also available on disc in Surveycraft, TABGEN, SPSS, SYSTAT or ASCII formats.



GARDENING STUDY - 24/26 JULY 2009

NEWSPOLL  
TABLE 1

JOB:G090707A  
PAGE 1

STANDARD ANALYSIS PANEL I \*BY\* G1.BEST DESCRIPTION OF OWN GARDEN

BASE: WID. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WID. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G1.BEST DESCRIPTION OF OWN GARDEN															
A lawn	14067 86%	7001 87%	7066 85%	4360 86%	4125 89%	5581 83%	9472 85%	4595 89%	5675 91%	8392 83%	8596 87%	5471 85%	5876 85%	2726 88%	5465 86%
A landscaped garden	8863 54%	4572 57%	4291 52%	2620 52%	2787 60%	3455 52%	5884 52%	2979 58%	3900 63%	4963 49%	5849 59%	3014 47%	4047 59%	1850 59%	2966 47%
Fruit, vegetable or herb plants	9368 57%	4772 59%	4597 55%	2646 52%	2776 60%	3947 59%	5986 53%	3382 66%	3713 60%	5655 56%	6159 62%	3209 50%	4014 58%	1880 60%	3474 55%
A balcony with potted plants	5198 32%	2625 33%	2573 31%	1522 30%	1326 29%	2350 35%	3443 31%	1756 34%	1778 29%	3421 34%	3192 32%	2006 31%	2312 33%	1031 33%	1855 29%
Garden beds with lots of plants	11745 72%	5814 72%	5931 71%	3451 68%	3327 72%	4968 74%	7876 70%	3869 75%	4712 76%	7033 69%	7533 76%	4213 66%	4810 70%	2369 76%	4566 72%
Trees	14065 86%	6881 85%	7184 86%	4140 82%	4139 90%	5785 86%	9490 85%	4575 89%	5671 91%	8394 83%	8806 89%	5259 82%	5960 86%	2708 87%	5397 85%
An outdoor water feature	3925 24%	2023 25%	1902 23%	857 17%	1281 28%	1786 27%	2410 22%	1514 29%	1676 27%	2248 22%	2801 28%	1124 17%	1731 25%	950 31%	1244 20%
None \ don't know	311 2%	133 2%	179 2%	136 3%	48 1%	128 2%	247 2%	64 1%	64 1%	247 2%	175 2%	137 2%	139 2%	54 2%	119 2%
TOTALS	67543 413%	33820 420%	33723 406%	19732 391%	19809 429%	28001 418%	44808 400%	22735 441%	27188 438%	40354 397%	43111 434%	24432 380%	28887 418%	13569 436%	25086 395%



GARDENING STUDY - 24/26 JULY 2009

NEWSPOLL  
TABLE 2

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STANDARD ANALYSIS PANEL II \*BY\* G1.BEST DESCRIPTION OF OWN GARDEN  
BASE: WID. RESP.(000's)  
WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY\ -SECOND -ARY SCHOOL	COLLEGE\ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 - \$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G1.BEST DESCRIPTION OF OWN GARDEN																	
A lawn	14067 86%	8438 84%	5629 90%	4953 88%	3261 79%	3106 95%	1056 84%	1333 80%	358 94%	6850 83%	7217 89%	5323 87%	5392 89%	3352 81%	3739 84%	3185 87%	5023 85%
A landscaped garden	8863 54%	5357 53%	3505 56%	3208 57%	2067 50%	1788 55%	724 58%	849 51%	226 59%	4734 57%	4128 51%	3005 49%	3377 55%	2481 60%	1885 42%	1854 51%	3895 66%
Fruit, vegetable or herb plants	9368 57%	5703 57%	3665 58%	2994 53%	2505 61%	1827 56%	767 61%	1042 62%	233 61%	4876 59%	4492 55%	3229 53%	3559 58%	2580 62%	2281 51%	2036 56%	3686 62%
A balcony with potted plants	5198 32%	3114 31%	2085 33%	2230 39%	903 22%	1463 45%	209 17%	260 16%	134 35%	2921 35%	2277 28%	1741 28%	1952 32%	1505 36%	1147 26%	1127 31%	2221 38%
Garden beds with lots of plants	11745 72%	7164 71%	4581 73%	4036 71%	2847 69%	2356 72%	888 71%	1300 78%	319 83%	5997 73%	5749 71%	4388 71%	4326 71%	3032 73%	2996 67%	2619 72%	4463 76%
Trees	14065 86%	8588 85%	5477 87%	4802 85%	3618 88%	2866 88%	1019 81%	1437 86%	322 84%	7412 90%	6653 82%	5145 84%	5072 83%	3849 93%	3629 81%	3184 87%	5224 88%
An outdoor water feature	3925 24%	2405 24%	1520 24%	1385 24%	809 20%	753 23%	273 22%	587 35%	118 31%	2128 26%	1797 22%	1587 26%	1308 21%	1030 25%	890 20%	815 22%	1689 29%
None \ don't know	311 2%	218 2%	93 1%	134 2%	65 2%	45 1%	30 2%	37 2%		119 1%	192 2%	117 2%	123 2%	71 2%	141 3%	100 3%	50 1%
TOTALS	67543 413%	40987 406%	26556 423%	23740 420%	16075 390%	14204 434%	4967 395%	6845 411%	1711 447%	35037 425%	32505 401%	24533 400%	25109 412%	17900 433%	16708 373%	14920 409%	26251 444%



GARDENING STUDY - 24/26 JULY 2009

NEWSPOLL  
TABLE 3

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STANDARD ANALYSIS PANEL I \*BY\* G2.GARDEN HAD WHEN GROWING UP  
BASE: WID. RESP.(000's)  
WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WID. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G2.GARDEN HAD WHEN GROWING UP															
A lawn	14999	7422	7577	4813	4407	5779	10139	4860	5945	9055	9167	5832	6484	2928	5588
	92%	92%	91%	95%	95%	86%	90%	94%	96%	89%	92%	91%	94%	94%	88%
A landscaped garden	7239	3821	3418	2726	2224	2289	4646	2593	3497	3743	4671	2568	3356	1587	2296
	44%	47%	41%	54%	48%	34%	41%	50%	56%	37%	47%	40%	49%	51%	36%
Fruit, vegetable or herb plants	12582	6275	6307	3766	3491	5324	8615	3967	4760	7822	7597	4985	5456	2284	4842
	77%	78%	76%	75%	76%	80%	77%	77%	77%	77%	76%	78%	79%	73%	76%
A balcony with potted plants	3649	2231	1418	1419	1269	961	2356	1293	1582	2067	2282	1367	1955	787	907
	22%	28%	17%	28%	27%	14%	21%	25%	25%	20%	23%	21%	28%	25%	14%
Garden beds with lots of plants	13073	6389	6684	4175	3696	5202	8882	4191	5272	7802	8056	5018	5633	2556	4885
	80%	79%	80%	83%	80%	78%	79%	81%	85%	77%	81%	78%	82%	82%	77%
Trees	14575	7277	7298	4732	4339	5504	9892	4683	5956	8619	8983	5592	6498	2827	5250
	89%	90%	88%	94%	94%	82%	88%	91%	96%	85%	90%	87%	94%	91%	83%
An outdoor water feature	2096	1157	939	896	646	554	1338	758	1159	937	1245	851	1021	362	713
	13%	14%	11%	18%	14%	8%	12%	15%	19%	9%	13%	13%	15%	12%	11%
None \ don't know	227	126	100	23		204	206	20		227	149	78	59	22	146
	1%	2%	1%	0%		3%	2%	0%		2%	1%	1%	1%	1%	2%
TOTALS	68440	34699	33741	22551	20073	25817	46074	22366	28169	40271	42150	26290	30462	13351	24627
	418%	431%	406%	446%	434%	386%	411%	434%	454%	396%	424%	409%	441%	429%	388%



GARDENING STUDY - 24/26 JULY 2009

NEWSPOLL  
TABLE 4

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STANDARD ANALYSIS PANEL II \*BY\* G2.GARDEN HAD WHEN GROWING UP  
BASE: WID. RESP.(000's)  
WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY\ -SECOND -ARY SCHOOL	COLLEGE\ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 - \$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G2.GARDEN HAD WHEN GROWING UP																	
A lawn	14999 92%	9132 91%	5867 93%	5290 93%	3633 88%	3054 93%	1157 92%	1507 90%	359 94%	7741 94%	7258 89%	5506 90%	5684 93%	3810 92%	3922 88%	3320 91%	5609 95%
A landscaped garden	7239 44%	4511 45%	2728 43%	2573 45%	1793 43%	1431 44%	558 44%	694 42%	190 49%	4003 49%	3236 40%	2447 40%	2873 47%	1920 46%	1293 29%	1740 48%	3157 53%
Fruit, vegetable or herb plants	12582 77%	7465 74%	5116 81%	4131 73%	3175 77%	2529 77%	1093 87%	1308 78%	346 90%	6459 78%	6123 75%	4763 78%	4571 75%	3248 79%	3475 78%	2792 76%	4649 79%
A balcony with potted plants	3649 22%	2206 22%	1443 23%	1453 26%	724 18%	1047 32%	131 10%	206 12%	89 23%	2190 27%	1459 18%	1062 17%	1541 25%	1045 25%	469 10%	878 24%	1928 33%
Garden beds with lots of plants	13073 80%	8077 80%	4996 80%	4420 78%	3474 84%	2499 76%	1000 80%	1364 82%	316 82%	6842 83%	6231 77%	4712 77%	5052 83%	3310 80%	3335 74%	3011 82%	5034 85%
Trees	14575 89%	8982 89%	5593 89%	4925 87%	3593 87%	3012 92%	1168 93%	1552 93%	325 85%	7659 93%	6917 85%	5193 85%	5534 91%	3848 93%	3676 82%	3320 91%	5564 94%
An outdoor water feature	2096 13%	1440 14%	656 10%	720 13%	506 12%	343 10%	243 19%	239 14%	44 12%	1343 16%	752 9%	706 11%	747 12%	643 16%	328 7%	412 11%	912 15%
None \ don't know	227 1%	168 2%	58 1%	76 1%	75 2%	50 2%	7 1%	18 1%		46 1%	181 2%	138 2%	55 1%	33 1%	112 3%	33 1%	29 0%
TOTALS	68440 418%	41981 416%	26458 421%	23588 417%	16973 411%	13965 427%	5357 427%	6887 413%	1669 436%	36282 440%	32158 396%	24526 399%	26056 428%	17857 432%	16610 371%	15508 425%	26882 455%



NEWSPOLL  
TABLE 5

SUMMARY OF G1\G2 \*BY\* TYPE OF GARDEN  
BASE: WID. RESP.(000's)  
WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

SUMMARY OF G1\G2		
	CURRENTLY HAVE	HAD WHEN GROWING UP
RESPONDENTS	1201	1201
WID. RESP.(000's)	16364	16364
	100%	100%
TYPE OF GARDEN		
A lawn	14067 86%	14999 92%
A landscaped garden	8863 54%	7239 44%
Fruit, vegetable or herb plants	9368 57%	12582 77%
A balcony with potted plants	5198 32%	3649 22%
Garden beds with lots of plants	11745 72%	13073 80%
Trees	14065 86%	14575 89%
An outdoor water feature	3925 24%	2096 13%
None \ don't know	311 2%	227 1%
TOTALS	67543 413%	68440 418%



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NEWSPOLL  
TABLE 6

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STANDARD ANALYSIS PANEL I \*BY\* G3.BENEFITS OF HAVING PLANTS IN GARDEN  
BASE: WID. RESP.(000's)  
WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WID. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G3.BENEFITS OF HAVING PLANTS IN GARDEN															
TOTAL APPEARANCE REASONS															
RESPONDENTS	722	368	354	141	193	388	509	213	252	470	485	237	298	144	280
WID. RESP.(000's)	9932	5017	4915	3272	2793	3867	6720	3212	4017	5915	6432	3500	4352	2008	3573
	61%	62%	59%	65%	60%	58%	60%	62%	65%	58%	65%	54%	63%	64%	56%
Nice to look at \ aesthetics \ beautifies \ improves the look of the house \ appearance mentions	9340 57%	4850 60%	4491 54%	3076 61%	2631 57%	3633 54%	6303 56%	3038 59%	3738 60%	5602 55%	6044 61%	3296 51%	4182 61%	1908 61%	3251 51%
Pick flowers for decoration \ decoration	420 3%	139 2%	280 3%	139 3%	121 3%	159 2%	293 3%	126 2%	204 3%	216 2%	325 3%	94 1%	104 2%	82 3%	233 4%
Improves neighbourhood appearance \ community	102 1%	28 0%	74 1%	19 0%	45 1%	38 1%	87 1%	16 0%	8 0%	94 1%	24 0%	79 1%	69 1%		33 1%
Adds colour	313 2%	133 2%	180 2%	88 2%	118 3%	107 2%	243 2%	70 1%	106 2%	207 2%	177 2%	136 2%	182 3%	34 1%	97 2%
Smells nice	343 2%	144 2%	200 2%	26 1%	112 2%	206 3%	219 2%	125 2%	161 3%	183 2%	207 2%	137 2%	130 2%	40 1%	173 3%
Makes it look \ feel like a home	303 2%	106 1%	197 2%	78 2%	57 1%	167 3%	218 2%	85 2%	117 2%	186 2%	171 2%	132 2%	93 1%	44 1%	166 3%
Nice to have greenery \ plants	429 3%	219 3%	211 3%	189 4%	109 2%	131 2%	322 3%	108 2%	193 3%	237 2%	289 3%	140 2%	270 4%	52 2%	108 2%



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NEWSPOLL  
TABLE 6 (CONT.)

STANDARD ANALYSIS PANEL I \*BY\* G3.BENEFITS OF HAVING PLANTS IN GARDEN

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	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WID. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G3.BENEFITS OF HAVING PLANTS IN GARDEN															
Brings birds \ attracts wildlife \ habitat	2315 14%	991 12%	1324 16%	462 9%	842 18%	1011 15%	1521 14%	794 15%	988 16%	1327 13%	1597 16%	719 11%	879 13%	743 24%	693 11%
TOTAL ENVIRONMENTAL BENEFITS															
RESPONDENTS	501	232	269	88	139	274	370	131	170	331	330	171	214	101	186
WID. RESP.(000's)	6573	2936	3637	1984	1956	2633	4745	1828	2671	3903	4151	2422	2865	1307	2401
	40%	36%	44%	39%	42%	39%	42%	35%	43%	38%	42%	38%	41%	42%	38%
Improves the air \ oxygen \ reduces carbon dioxide	3656 22%	1819 23%	1837 22%	1153 23%	996 22%	1507 23%	2580 23%	1076 21%	1392 22%	2265 22%	2309 23%	1347 21%	1414 20%	754 24%	1489 23%
Good for soil \ stops erosion	352 2%	156 2%	195 2%	101 2%	83 2%	168 3%	228 2%	123 2%	177 3%	175 2%	256 3%	96 1%	165 2%	88 3%	99 2%
Cooling effect \ ambient temperature \ better climate \ microclimate \ brings rain \ hold moisture	795 5%	380 5%	415 5%	98 2%	272 6%	425 6%	643 6%	152 3%	235 4%	560 6%	529 5%	266 4%	369 5%	130 4%	296 5%
Environmental benefits \ other \ NFI	3163 19%	1119 14%	2043 25%	1008 20%	986 21%	1169 17%	2287 20%	876 17%	1422 23%	1740 17%	2008 20%	1155 18%	1466 21%	628 20%	1068 17%



GARDENING STUDY - 24/26 JULY 2009

NEWSPOLL  
TABLE 6 (CONT.)

STANDARD ANALYSIS PANEL I \*BY\* G3.BENEFITS OF HAVING PLANTS IN GARDEN

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	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WID. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G3.BENEFITS OF HAVING PLANTS IN GARDEN															
TOTAL HEALTH BENEFITS															
RESPONDENTS	260	127	133	34	66	160	189	71	77	183	176	84	109	52	99
WID. RESP.(000's)	3157	1453	1705	673	945	1539	2344	813	1020	2137	1994	1163	1390	663	1104
	19%	18%	21%	13%	20%	23%	21%	16%	16%	21%	20%	18%	20%	21%	17%
Improves well being \ quality of life \ cheers you up \ makes you feel better \ positive mental health effects	913 6%	321 4%	592 7%	148 3%	239 5%	526 8%	675 6%	238 5%	215 3%	698 7%	471 5%	442 7%	304 4%	217 7%	392 6%
Exercise	272 2%	105 1%	167 2%	11 0%	67 1%	194 3%	200 2%	72 1%	90 1%	182 2%	216 2%	56 1%	83 1%	54 2%	135 2%
Relaxation \ has a calming effect \ brings peace \ therapeutic \ stress relief	1798 11%	864 11%	933 11%	407 8%	589 13%	801 12%	1335 12%	462 9%	695 11%	1102 11%	1143 11%	655 10%	858 12%	406 13%	533 8%
Health benefits NFI	583 4%	333 4%	250 3%	126 2%	177 4%	280 4%	446 4%	137 3%	147 2%	437 4%	414 4%	169 3%	286 4%	118 4%	179 3%
TOTAL ENJOYMENT \ RECREATION															
RESPONDENTS	310	143	167	50	84	176	224	86	102	208	208	102	117	68	125
WID. RESP.(000's)	4045	1817	2228	1008	1222	1814	2805	1240	1562	2483	2632	1413	1586	843	1615
	25%	23%	27%	20%	26%	27%	25%	24%	25%	24%	26%	22%	23%	27%	25%
Nice to walk through \ sit in	482 3%	203 3%	279 3%	94 2%	131 3%	257 4%	264 2%	218 4%	146 2%	336 3%	354 4%	128 2%	211 3%	108 3%	163 3%



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TABLE 6 (CONT.)

STANDARD ANALYSIS PANEL I \*BY\* G3.BENEFITS OF HAVING PLANTS IN GARDEN

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	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WID. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G3.BENEFITS OF HAVING PLANTS IN GARDEN															
I enjoy it \ source of pleasure \ its pleasant \ satisfying to see what you've created \ pride	1279 8%	590 7%	689 8%	151 3%	293 6%	835 12%	1038 9%	241 5%	322 5%	957 9%	783 8%	496 8%	386 6%	286 9%	608 10%
Spend time gardening \ provides a hobby \ enjoy looking after garden \ something to do	1109 7%	491 6%	618 7%	264 5%	206 4%	639 10%	810 7%	299 6%	320 5%	789 8%	720 7%	389 6%	423 6%	124 4%	563 9%
Gets you outdoors \ away from sitting inside	286 2%	105 1%	181 2%	96 2%	100 2%	90 1%	185 2%	101 2%	106 2%	181 2%	173 2%	113 2%	134 2%	75 2%	78 1%
Somewhere for kids \ pets to play \ run around	809 5%	325 4%	484 6%	356 7%	318 7%	134 2%	470 4%	339 7%	549 9%	260 3%	566 6%	242 4%	336 5%	235 8%	238 4%
Recreational purposes \ entertainment area \ bbqs \ social setting	309 2%	105 1%	204 2%	43 1%	157 3%	108 2%	227 2%	82 2%	167 3%	141 1%	224 2%	85 1%	123 2%	87 3%	98 2%
Makes it a good place to live \ good to be close to nature	462 3%	271 3%	191 2%	161 3%	194 4%	107 2%	245 2%	218 4%	223 4%	240 2%	281 3%	181 3%	246 4%	79 3%	138 2%



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TABLE 6 (CONT.)

STANDARD ANALYSIS PANEL I \*BY\* G3.BENEFITS OF HAVING PLANTS IN GARDEN

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	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WID. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G3.BENEFITS OF HAVING PLANTS IN GARDEN															
TOTAL FRUIT AND VEGETABLES															
RESPONDENTS	514	256	258	108	141	265	358	156	180	334	327	187	202	110	202
WID. RESP.(000's)	6947	3393	3554	2224	2162	2561	4691	2256	2834	4113	4305	2643	3032	1429	2486
	42%	42%	43%	44%	47%	38%	42%	44%	46%	40%	43%	41%	44%	46%	39%
Provides healthy \ fresh \ organic \ convenient food \ fruit \ vegetables \ herbs	5518 34%	2736 34%	2782 33%	1590 31%	1653 36%	2276 34%	3803 34%	1715 33%	2150 35%	3369 33%	3569 36%	1950 30%	2460 36%	1014 33%	2045 32%
Cheaper to grow own fruit and vegetables \ self-sufficiency	1914 12%	912 11%	1002 12%	774 15%	566 12%	574 9%	1193 11%	720 14%	814 13%	1099 11%	1059 11%	855 13%	762 11%	448 14%	704 11%
Educates children about nature \ fruit and vegetables	346 2%	102 1%	243 3%	65 1%	201 4%	81 1%	298 3%	47 1%	270 4%	76 1%	259 3%	87 1%	130 2%	95 3%	120 2%
Good to have native plants \ I like native plants in my garden	343 2%	103 1%	240 3%	21 0%	126 3%	196 3%	282 3%	61 1%	122 2%	221 2%	220 2%	123 2%	57 1%	129 4%	158 2%
Provides shade \ shelter \ wind break	1354 8%	678 8%	676 8%	397 8%	462 10%	495 7%	1020 9%	334 6%	587 9%	767 8%	875 9%	479 7%	740 11%	287 9%	327 5%
Privacy \ screens from neighbours \ blocks out noise	559 3%	306 4%	253 3%	227 4%	193 4%	139 2%	312 3%	248 5%	276 4%	283 3%	359 4%	200 3%	242 4%	150 5%	167 3%



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TABLE 6 (CONT.)

STANDARD ANALYSIS PANEL I \*BY\* G3.BENEFITS OF HAVING PLANTS IN GARDEN

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	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WTD. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G3.BENEFITS OF HAVING PLANTS IN GARDEN															
Adds value \ increases property price \ easier to sell	252 2%	150 2%	102 1%		101 2%	151 2%	168 1%	84 2%	115 2%	137 1%	216 2%	36 1%	129 2%	13 0%	110 2%
Other	723 4%	386 5%	337 4%	162 3%	151 3%	410 6%	467 4%	255 5%	240 4%	482 5%	425 4%	297 5%	189 3%	173 6%	361 6%
Don't know	453 3%	192 2%	261 3%	159 3%	122 3%	172 3%	347 3%	106 2%	134 2%	319 3%	118 1%	334 5%	126 2%	59 2%	267 4%
Don't have any plants at all in home or garden	303 2%	196 2%	107 1%	115 2%	134 3%	54 1%	187 2%	116 2%	81 1%	222 2%	166 2%	137 2%	222 3%	7 0%	73 1%
TOTALS	41597 254%	19559 243%	22038 265%	11805 234%	12551 272%	17241 258%	28916 258%	12681 246%	16508 266%	25089 247%	26547 267%	15050 234%	17769 257%	8667 278%	15161 239%



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STANDARD ANALYSIS PANEL II \*BY\* G3.BENEFITS OF HAVING PLANTS IN GARDEN

BASE: WID. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY\ -SECONDARY SCHOOL	COLLEGE\ -APPRENTICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 - \$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G3.BENEFITS OF HAVING PLANTS IN GARDEN																	
TOTAL APPEARANCE REASONS																	
RESPONDENTS	722	425	297	234	178	109	93	77	31	386	336	254	249	219	189	167	279
WID. RESP.(000's)	9932	6114	3818	3833	2419	1799	756	884	241	5250	4682	3557	3574	2802	2261	2345	4046
	61%	61%	61%	68%	59%	55%	60%	53%	63%	64%	58%	58%	59%	68%	51%	64%	68%
Nice to look at \ aesthetics \ beautifies \ improves the look of the house \ appearance mentions	9340 57%	5622 56%	3718 59%	3491 62%	2346 57%	1677 51%	726 58%	869 52%	230 60%	5017 61%	4323 53%	3371 55%	3328 55%	2641 64%	2096 47%	2217 61%	3896 66%
Pick flowers for decoration \ decoration	420 3%	321 3%	99 2%	251 4%	115 3%	45 1%	9 1%			176 2%	243 3%	165 3%	170 3%	84 2%	130 3%	67 2%	116 2%
Improves neighbourhood appearance \ community	102 1%	60 1%	43 1%	54 1%	31 1%	8 0%	9 1%			76 1%	26 0%	28 0%	40 1%	34 1%	33 1%	9 0%	60 1%
Adds colour	313 2%	184 2%	129 2%	143 3%	42 1%	84 3%	33 3%		11 3%	204 2%	109 1%	49 1%	204 3%	60 1%	42 1%	43 1%	189 3%
Smells nice	343 2%	278 3%	66 1%	221 4%	57 1%	26 1%	32 3%	7 0%		176 2%	168 2%	105 2%	124 2%	115 3%	141 3%	76 2%	119 2%
Makes it look \ feel like a home	303 2%	124 1%	179 3%	58 1%	115 3%	70 2%	33 3%	16 1%	11 3%	55 1%	248 3%	198 3%	62 1%	43 1%	136 3%	62 2%	36 1%



GARDENING STUDY - 24/26 JULY 2009

NEWSPOLL  
TABLE 7 (CONT.)

STANDARD ANALYSIS PANEL II \*BY\* G3.BENEFITS OF HAVING PLANTS IN GARDEN

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	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY -SECOND -ARY SCHOOL	COLLEGE -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 -\$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G3.BENEFITS OF HAVING PLANTS IN GARDEN																	
Nice to have greenery \ plants	429 3%	307 3%	122 2%	249 4%	87 2%	47 1%	5 0%	36 2%	7 2%	275 3%	154 2%	101 2%	192 3%	137 3%	66 1%	138 4%	198 3%
Brings birds \ attracts wildlife \ habitat	2315 14%	1261 13%	1054 17%	619 11%	626 15%	538 16%	160 13%	320 19%	52 13%	1358 16%	957 12%	785 13%	903 15%	627 15%	521 12%	596 16%	909 15%
TOTAL ENVIRONMENTAL BENEFITS RESPONDENTS	501	313	188	131	119	95	69	66	21	294	207	163	176	162	132	118	193
WID. RESP.(000's)	6573	4247	2326	2089	1572	1504	526	714	169	3595	2978	2344	2441	1788	1582	1649	2479
	40%	42%	37%	37%	38%	46%	42%	43%	44%	44%	37%	38%	40%	43%	35%	45%	42%
Improves the air \ oxygen \ reduces carbon dioxide	3656 22%	2563 25%	1093 17%	1391 25%	950 23%	625 19%	198 16%	418 25%	74 19%	1900 23%	1756 22%	1287 21%	1363 22%	1007 24%	946 21%	820 22%	1346 23%
Good for soil \ stops erosion	352 2%	186 2%	166 3%	69 1%	79 2%	115 4%	18 1%	51 3%	18 5%	231 3%	121 1%	93 2%	177 3%	82 2%	61 1%	127 3%	124 2%
Cooling effect \ ambient temperature \ better climate \ microclimate \ brings rain \ hold moisture	795 5%	503 5%	292 5%	112 2%	176 4%	260 8%	84 7%	163 10%		487 6%	308 4%	302 5%	201 3%	291 7%	208 5%	102 3%	366 6%
Environmental benefits \ other \ NFI	3163 19%	1954 19%	1209 19%	893 16%	779 19%	822 25%	324 26%	247 15%	98 26%	1677 20%	1485 18%	1211 20%	1182 19%	770 19%	724 16%	888 24%	1146 19%



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NEWSPOLL  
TABLE 7 (CONT.)

STANDARD ANALYSIS PANEL II \*BY\* G3.BENEFITS OF HAVING PLANTS IN GARDEN

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	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY -SECOND -ARY SCHOOL	COLLEGE\ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 -\$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G3.BENEFITS OF HAVING PLANTS IN GARDEN																	
TOTAL HEALTH BENEFITS	260	145	115	79	62	38	38	28	15	150	110	67	113	80	76	57	101
RESPONDENTS	3157	1850	1308	1195	700	552	350	263	98	1685	1472	850	1484	823	889	671	1209
WID. RESP.(000's)	19%	18%	21%	21%	17%	17%	28%	16%	26%	20%	18%	14%	24%	20%	20%	18%	20%
Improves well being \ quality of life \ cheers you up \ makes you feel better \ positive mental health effects	913 6%	564 6%	349 6%	332 6%	265 6%	191 6%	69 5%	38 2%	19 5%	521 6%	392 5%	288 5%	380 6%	245 6%	274 6%	179 5%	295 5%
Exercise	272 2%	146 1%	126 2%	61 1%	89 2%	42 1%	51 4%	11 1%	18 5%	141 2%	131 2%	86 1%	95 2%	91 2%	112 3%	18 0%	119 2%
Relaxation \ has a calming effect \ brings peace \ therapeutic \ stress relief	1798 11%	1027 10%	770 12%	607 11%	354 9%	375 11%	219 17%	174 10%	69 18%	937 11%	861 11%	483 8%	847 14%	467 11%	420 9%	429 12%	761 13%
Health benefits NFI	583 4%	288 3%	295 5%	341 6%	102 2%	36 1%	26 2%	54 3%	24 6%	259 3%	324 4%	200 3%	279 5%	104 3%	192 4%	121 3%	171 3%



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NEWSPOLL  
TABLE 7 (CONT.)

STANDARD ANALYSIS PANEL II \*BY\* G3.BENEFITS OF HAVING PLANTS IN GARDEN

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	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY \ -SECOND -ARY SCHOOL	COLLEGE \ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 - \$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G3.BENEFITS OF HAVING PLANTS IN GARDEN																	
TOTAL ENJOYMENT \ RECREATION RESPONDENTS	310	170	140	99	85	43	33	42	8	179	131	102	97	111	96	60	118
WID. RESP.(000's)	4045	2223	1822	1500	1063	644	337	438	62	2297	1747	1427	1286	1332	1174	855	1470
	25%	22%	29%	27%	26%	20%	27%	26%	16%	28%	22%	23%	21%	32%	26%	23%	25%
Nice to walk through \ sit in	482	320	162	179	157	85	11	51		254	228	172	190	119	133	61	222
	3%	3%	3%	3%	4%	3%	1%	3%		3%	3%	3%	3%	3%	3%	2%	4%
I enjoy it \ source of pleasure \ its pleasant \ satisfying to see what you've created \ pride	1279	701	578	438	336	231	115	119	40	703	576	589	309	381	499	219	423
	8%	7%	9%	8%	8%	7%	9%	7%	11%	9%	7%	10%	5%	9%	11%	6%	7%
Spend time gardening \ provides a hobby \ enjoy looking after garden \ something to do	1109	579	530	362	302	140	163	126	17	555	554	468	352	289	382	218	331
	7%	6%	8%	6%	7%	4%	13%	8%	4%	7%	7%	8%	6%	7%	9%	6%	6%
Gets you outdoors \ away from sitting inside	286	160	127	95	69	50	27	41	4	163	124	18	174	95	104	76	67
	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	0%	3%	2%	2%	2%	1%
Somewhere for kids \ pets to play \ run around	809	378	430	271	222	155	42	114	4	567	242	151	273	385	90	270	399
	5%	4%	7%	5%	5%	5%	3%	7%	1%	7%	3%	2%	4%	9%	2%	7%	7%



GARDENING STUDY - 24/26 JULY 2009

NEWSPOLL  
TABLE 7 (CONT.)

STANDARD ANALYSIS PANEL II \*BY\* G3.BENEFITS OF HAVING PLANTS IN GARDEN

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	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY \ -SECOND -ARY SCHOOL	COLLEGE \ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 - \$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G3.BENEFITS OF HAVING PLANTS IN GARDEN																	
Recreational purposes \ entertainment area \ bbqs \ social setting	309 2%	243 2%	66 1%	138 2%	76 2%		12 1%	82 5%		238 3%	71 1%	54 1%	90 1%	164 4%	48 1%	98 3%	127 2%
Makes it a good place to live \ good to be close to nature	462 3%	272 3%	190 3%	270 5%	94 2%	57 2%	13 1%	22 1%	7 2%	263 3%	199 2%	115 2%	204 3%	144 3%	82 2%	125 3%	214 4%
TOTAL FRUIT AND VEGETABLES																	
RESPONDENTS	514	292	222	148	135	77	68	67	19	276	238	174	174	166	161	115	181
WID. RESP.(000's)	6947	4329	2618	2311	1879	1278	584	748	147	3729	3218	2361	2545	2041	1929	1480	2615
	42%	43%	42%	41%	46%	39%	46%	45%	38%	45%	40%	38%	42%	49%	43%	41%	44%
Provides healthy \ fresh \ organic \ convenient food \ fruit \ vegetables \ herbs	5518 34%	3317 33%	2201 35%	2024 36%	1395 34%	1011 31%	468 37%	514 31%	106 28%	3027 37%	2491 31%	1677 27%	2136 35%	1706 41%	1545 35%	1199 33%	2152 36%
Cheaper to grow own fruit and vegetables \ self-sufficiency	1914 12%	1300 13%	614 10%	470 8%	607 15%	393 12%	123 10%	257 15%	64 17%	916 11%	998 12%	875 14%	506 8%	533 13%	594 13%	341 9%	656 11%
Educates children about nature \ fruit and	346 2%	230 2%	115 2%	93 2%	70 2%	79 2%	49 4%	46 3%	8 2%	196 2%	149 2%	84 1%	128 2%	135 3%	97 2%	76 2%	99 2%



GARDENING STUDY - 24/26 JULY 2009

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TABLE 7 (CONT.)

STANDARD ANALYSIS PANEL II \*BY\* G3.BENEFITS OF HAVING PLANTS IN GARDEN

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	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY \ -SECONDARY SCHOOL	COLLEGE \ -APPRENTICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 - \$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G3.BENEFITS OF HAVING PLANTS IN GARDEN																	
vegetables																	
Good to have native plants \ I like native plants in my garden	343 2%	244 2%	99 2%	150 3%	107 3%	57 2%	7 1%	22 1%		218 3%	125 2%	161 3%	78 1%	104 3%	125 3%	65 2%	111 2%
Provides shade \ shelter \ wind break	1354 8%	948 9%	406 6%	380 7%	300 7%	339 10%	115 9%	206 12%	15 4%	854 10%	500 6%	373 6%	447 7%	534 13%	245 5%	287 8%	700 12%
Privacy \ screens from neighbours \ blocks out noise	559 3%	375 4%	184 3%	202 4%	48 1%	188 6%	16 1%	76 5%	29 8%	262 3%	298 4%	211 3%	216 4%	132 3%	85 2%	118 3%	280 5%
Adds value \ increases property price \ easier to sell	252 2%	114 1%	138 2%	88 2%	66 2%	48 1%	27 2%	8 0%	16 4%	149 2%	103 1%	102 2%	103 2%	47 1%	34 1%	34 1%	112 2%
Other	723 4%	422 4%	301 5%	171 3%	249 6%	162 5%	50 4%	77 5%	14 4%	301 4%	421 5%	330 5%	251 4%	142 3%	251 6%	129 4%	214 4%
Don't know	453 3%	369 4%	84 1%	151 3%	149 4%	103 3%	7 1%	42 3%		167 2%	286 4%	215 4%	169 3%	68 2%	184 4%	49 1%	65 1%
Don't have any plants at all in home or garden	303 2%	174 2%	128 2%	64 1%		173 5%	36 3%	29 2%		158 2%	145 2%	52 1%	224 4%	26 1%	84 2%	132 4%	66 1%
TOTALS	41597 254%	25536 253%	16062 256%	14438 255%	10458 253%	8232 251%	3277 261%	4239 254%	953 249%	22480 272%	19117 236%	14399 235%	15395 253%	11803 286%	10683 239%	9389 257%	16089 272%



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STANDARD ANALYSIS PANEL I \*BY\* G4.WHERE GET INSPIRATION FOR OWN GARDEN

BASE: WID. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WID. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G4.WHERE GET INSPIRATION FOR OWN GARDEN															
Other people's homes or gardens	12298 75%	5979 74%	6319 76%	3832 76%	3745 81%	4721 71%	8486 76%	3812 74%	5059 82%	7239 71%	7807 79%	4491 70%	5414 78%	2492 80%	4393 69%
Gardening or other lifestyle TV shows	11179 68%	5129 64%	6051 73%	3427 68%	3226 70%	4526 68%	7923 71%	3256 63%	4452 72%	6727 66%	6978 70%	4201 65%	4906 71%	2182 70%	4091 64%
Gardening or other lifestyle magazines	6729 41%	2860 36%	3869 47%	1775 35%	1969 43%	2985 45%	4764 43%	1965 38%	2512 40%	4218 42%	4445 45%	2285 36%	2810 41%	1527 49%	2392 38%
Websites on the internet	2883 18%	1539 19%	1345 16%	1350 27%	862 19%	671 10%	1876 17%	1007 20%	1309 21%	1574 15%	1849 19%	1035 16%	1554 23%	444 14%	885 14%
Garden centres	8731 53%	4007 50%	4725 57%	2333 46%	2393 52%	4005 60%	5944 53%	2787 54%	3313 53%	5418 53%	5695 57%	3036 47%	3399 49%	1915 62%	3417 54%
Newspapers	4279 26%	2048 25%	2231 27%	1176 23%	1199 26%	1904 28%	2860 26%	1419 28%	1602 26%	2677 26%	2514 25%	1766 27%	1529 22%	820 26%	1930 30%
Somewhere else	4041 25%	2074 26%	1966 24%	1253 25%	1183 26%	1605 24%	2773 25%	1268 25%	1453 23%	2588 25%	2559 26%	1481 23%	1739 25%	816 26%	1486 23%
None \ don't know	1075 7%	567 7%	508 6%	401 8%	230 5%	445 7%	690 6%	385 7%	295 5%	780 8%	459 5%	616 10%	418 6%	136 4%	522 8%
Don't have any plants	303 2%	196 2%	107 1%	115 2%	134 3%	54 1%	187 2%	116 2%	81 1%	222 2%	166 2%	137 2%	222 3%	7 0%	73 1%
TOTALS	51520 315%	24399 303%	27120 326%	15662 310%	14941 323%	20916 313%	35504 317%	16016 311%	20076 324%	31444 310%	32472 327%	19048 296%	21990 318%	10341 332%	19188 302%



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STANDARD ANALYSIS PANEL II \*BY\* G4.WHERE GET INSPIRATION FOR OWN GARDEN

BASE: WID. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY\ -SECOND -ARY SCHOOL	COLLEGE\ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 - \$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G4.WHERE GET INSPIRATION FOR OWN GARDEN																	
Other people's homes or gardens	12298 75%	7386 73%	4912 78%	4492 79%	3037 74%	2255 69%	950 76%	1281 77%	283 74%	6387 77%	5911 73%	4393 72%	4731 78%	3174 77%	3069 69%	2855 78%	4728 80%
Gardening or other lifestyle TV shows	11179 68%	6855 68%	4325 69%	3940 70%	2762 67%	2202 67%	890 71%	1124 67%	262 68%	5547 67%	5632 69%	4361 71%	4179 69%	2639 64%	2901 65%	2455 67%	4180 71%
Gardening or other lifestyle magazines	6729 41%	3906 39%	2823 45%	2331 41%	1744 42%	1339 41%	479 38%	640 38%	195 51%	3312 40%	3417 42%	2576 42%	2424 40%	1728 42%	1857 41%	1391 38%	2514 43%
Websites on the internet	2883 18%	2019 20%	864 14%	923 16%	739 18%	555 17%	303 24%	287 17%	77 20%	1748 21%	1135 14%	835 14%	1039 17%	1009 24%	430 10%	664 18%	1456 25%
Garden centres	8731 53%	5267 52%	3464 55%	2770 49%	2233 54%	1780 54%	753 60%	956 57%	238 62%	4521 55%	4210 52%	3325 54%	3123 51%	2283 55%	2397 54%	1873 51%	3197 54%
Newspapers	4279 26%	2870 28%	1409 22%	1273 22%	1256 30%	758 23%	526 42%	349 21%	117 31%	1933 23%	2346 29%	1829 30%	1365 22%	1085 26%	1389 31%	949 26%	1321 22%
Somewhere else	4041 25%	2557 25%	1484 24%	1412 25%	1287 31%	694 21%	216 17%	365 22%	67 18%	2233 27%	1808 22%	1238 20%	1507 25%	1295 31%	891 20%	991 27%	1681 28%
None \ don't know	1075 7%	671 7%	404 6%	325 6%	256 6%	340 10%	21 2%	109 7%	25 7%	489 6%	587 7%	425 7%	359 6%	291 7%	348 8%	251 7%	335 6%
Don't have any plants	303 2%	174 2%	128 2%	64 1%		173 5%	36 3%	29 2%		158 2%	145 2%	52 1%	224 4%	26 1%	84 2%	132 4%	66 1%
TOTALS	51520 315%	31705 314%	19814 316%	17531 310%	13314 323%	10097 308%	4174 332%	5139 308%	1264 330%	26329 319%	25191 311%	19037 310%	18952 311%	13531 327%	13367 299%	11561 317%	19477 330%



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STANDARD ANALYSIS PANEL I \*BY\* G5.WHERE USUALLY BUY PLANTS FROM  
BASE: WID. RESP.(000's)  
WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WID. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G5.WHERE USUALLY BUY PLANTS FROM															
Specialist garden centres or nurseries	12239 75%	6102 76%	6136 74%	3405 67%	3581 78%	5252 78%	8334 74%	3905 76%	4689 76%	7549 74%	7717 78%	4522 70%	5425 79%	2475 79%	4338 68%
Hardware stores such as Bunnings	10536 64%	5027 62%	5509 66%	3512 69%	2899 63%	4125 62%	7118 63%	3418 66%	4361 70%	6175 61%	6751 68%	3785 59%	4536 66%	2127 68%	3873 61%
Supermarkets such as Coles or Woolworths	2956 18%	1327 16%	1629 20%	614 12%	838 18%	1504 22%	2294 20%	662 13%	1009 16%	1947 19%	1780 18%	1176 18%	1301 19%	375 12%	1280 20%
Discount department stores such as Kmart or Big W	4037 25%	1627 20%	2410 29%	1043 21%	1232 27%	1762 26%	3066 27%	971 19%	1582 25%	2455 24%	2509 25%	1527 24%	1588 23%	725 23%	1723 27%
A market stall	7261 44%	3200 40%	4061 49%	2242 44%	2072 45%	2947 44%	5211 46%	2050 40%	2942 47%	4319 43%	4804 48%	2458 38%	3169 46%	1554 50%	2538 40%
Somewhere else	3093 19%	1209 15%	1884 23%	950 19%	819 18%	1324 20%	2131 19%	961 19%	1101 18%	1991 20%	1757 18%	1336 21%	1319 19%	577 19%	1196 19%
None \ don't know	888 5%	540 7%	348 4%	391 8%	194 4%	303 5%	501 4%	387 8%	286 5%	602 6%	300 3%	588 9%	277 4%	121 4%	490 8%
Don't have any plants	303 2%	196 2%	107 1%	115 2%	134 3%	54 1%	187 2%	116 2%	81 1%	222 2%	166 2%	137 2%	222 3%	7 0%	73 1%
TOTALS	41312 252%	19228 239%	22084 266%	12271 243%	11770 255%	17270 258%	28841 257%	12471 242%	16050 259%	25262 249%	25783 259%	15529 242%	17839 258%	7961 256%	15512 244%



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STANDARD ANALYSIS PANEL II \*BY\* G5.WHERE USUALLY BUY PLANTS FROM  
BASE: WID. RESP.(000's)  
WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY -SECONDARY SCHOOL	COLLEGE\ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 -\$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G5.WHERE USUALLY BUY PLANTS FROM																	
Specialist garden centres or nurseries	12239 75%	7560 75%	4679 75%	4303 76%	3166 77%	2121 65%	1023 81%	1294 78%	333 87%	6494 79%	5745 71%	4522 74%	4344 71%	3373 82%	3072 69%	2499 68%	4959 84%
Hardware stores such as Bunnings	10536 64%	6449 64%	4087 65%	3227 57%	2766 67%	2180 67%	927 74%	1196 72%	239 62%	5489 67%	5047 62%	3904 64%	3953 65%	2679 65%	2606 58%	2440 67%	4094 69%
Supermarkets such as Coles or Woolworths	2956 18%	1692 17%	1264 20%	1117 20%	818 20%	576 18%	129 10%	264 16%	50 13%	1367 17%	1589 20%	1267 21%	1008 17%	681 16%	1072 24%	714 20%	692 12%
Discount department stores such as Kmart or Big W	4037 25%	2399 24%	1638 26%	1569 28%	941 23%	798 24%	273 22%	361 22%	95 25%	1855 22%	2182 27%	1712 28%	1410 23%	915 22%	1381 31%	730 20%	1250 21%
A market stall	7261 44%	4081 40%	3180 51%	2231 39%	1907 46%	1709 52%	499 40%	705 42%	211 55%	3835 46%	3427 42%	2530 41%	2896 48%	1835 44%	1829 41%	1798 49%	2582 44%
Somewhere else	3093 19%	1828 18%	1265 20%	1113 20%	814 20%	567 17%	315 25%	192 12%	92 24%	1561 19%	1531 19%	1007 16%	1194 20%	891 22%	811 18%	737 20%	1206 20%
None \ don't know	888 5%	552 5%	336 5%	301 5%	157 4%	335 10%	16 1%	67 4%	11 3%	403 5%	485 6%	384 6%	352 6%	152 4%	316 7%	198 5%	234 4%
Don't have any plants	303 2%	174 2%	128 2%	64 1%		173 5%	36 3%	29 2%		158 2%	145 2%	52 1%	224 4%	26 1%	84 2%	132 4%	66 1%
TOTALS	41312 252%	24736 245%	16576 264%	13926 246%	10569 256%	8459 258%	3218 256%	4108 246%	1032 269%	21162 256%	20150 248%	15379 250%	15382 253%	10551 255%	11171 249%	9248 253%	15083 255%



STATEMENT \*BY\* G6.OPINIONS OF GARDENS  
BASE: WID. RESP.(000's)  
WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

	STATEMENT				
	Your garden and plants add value to your home	Plants and gardens have a positive impact on your health and well-being	Children nowadays spend less time in the garden than you did when you were young	Your plant purchases are based on price rather than quality	You intend to buy plants for your garden this spring
RESPONDENTS	1201	1201	1201	1201	1201
WID. RESP.(000's)	16364	16364	16364	16364	16364
	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS					
TOTAL AGREE					
Strongly agree	8291 51%	8906 54%	8936 55%	8926 55%	8969 55%
Somewhat agree	3408 21%	2917 18%	2651 16%	3177 19%	2846 17%
**SUBTOTALS	11699 71%	11824 72%	11587 71%	12103 74%	11814 72%
Neither agree nor disagree	598 4%	512 3%	765 5%	623 4%	818 5%
TOTAL DISAGREE					
Somewhat disagree	1932 12%	2014 12%	1907 12%	1667 10%	1765 11%
Strongly disagree	1452 9%	1356 8%	1451 9%	1247 8%	1252 8%
**SUBTOTALS	3384 21%	3370 21%	3359 21%	2914 18%	3017 18%



	STATEMENT				
	Your garden and plants add value to your home	Plants and gardens have a positive impact on your health and well-being	Children nowadays spend less time in the garden than you did when you were young	Your plant purchases are based on price rather than quality	You intend to buy plants for your garden this spring
RESPONDENTS	1201	1201	1201	1201	1201
WTD. RESP.(000's)	16364	16364	16364	16364	16364
	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS					
Don't know	380 2%	356 2%	351 2%	421 3%	412 3%
Don't have any plants	303 2%	303 2%	303 2%	303 2%	303 2%
TOTALS	16364 100%	16364 100%	16364 100%	16364 100%	16364 100%



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STANDARD ANALYSIS PANEL I \*BY\* G6.OPINIONS OF GARDENS  
 BASE: WID. RESP.(000's)  
 WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA  
 FILTERS: STATEMENT(Your garden and plants add value to your home)

	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WID. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS															
TOTAL AGREE															
Strongly agree	8291 51%	3630 45%	4662 56%	2128 42%	2394 52%	3769 56%	5735 51%	2556 50%	3057 49%	5235 52%	5242 53%	3050 47%	3451 50%	1704 55%	3136 49%
Somewhat agree	3408 21%	1953 24%	1455 18%	1123 22%	1057 23%	1228 18%	2232 20%	1175 23%	1599 26%	1809 18%	2142 22%	1265 20%	1556 23%	678 22%	1174 19%
**SUBTOTALS	11699 71%	5582 69%	6117 74%	3251 64%	3451 75%	4997 75%	7967 71%	3732 72%	4655 75%	7044 69%	7384 74%	4315 67%	5008 73%	2382 76%	4310 68%
Neither agree nor disagree	598 4%	382 5%	216 3%	287 6%	85 2%	226 3%	319 3%	279 5%	212 3%	386 4%	225 2%	372 6%	193 3%	46 1%	359 6%
TOTAL DISAGREE															
Somewhat disagree	1932 12%	1024 13%	908 11%	906 18%	476 10%	550 8%	1348 12%	584 11%	722 12%	1210 12%	1137 11%	795 12%	909 13%	396 13%	627 10%
Strongly disagree	1452 9%	735 9%	717 9%	365 7%	417 9%	670 10%	1076 10%	376 7%	464 7%	988 10%	870 9%	582 9%	489 7%	219 7%	744 12%
**SUBTOTALS	3384 21%	1759 22%	1625 20%	1272 25%	892 19%	1220 18%	2424 22%	960 19%	1186 19%	2198 22%	2007 20%	1377 21%	1398 20%	616 20%	1371 22%
Don't know	380 2%	137 2%	243 3%	128 3%	58 1%	194 3%	311 3%	69 1%	71 1%	309 3%	154 2%	226 4%	85 1%	63 2%	232 4%



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TABLE 13 (CONT.) STANDARD ANALYSIS PANEL I \*BY\* G6.OPINIONS OF GARDENS

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	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WTD. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS															
Don't have any plants	303	196	107	115	134	54	187	116	81	222	166	137	222	7	73
	2%	2%	1%	2%	3%	1%	2%	2%	1%	2%	2%	2%	3%	0%	1%
TOTALS	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



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STANDARD ANALYSIS PANEL II \*BY\* G6.OPINIONS OF GARDENS

BASE: WID. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

FILTERS: STATEMENT(Your garden and plants add value to your home)

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY\ -SECOND -ARY SCHOOL	COLLEGE\ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 - \$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS																	
TOTAL AGREE																	
Strongly agree	8291	4842	3450	2712	2245	1659	533	947	196	4259	4032	3236	2990	2066	2355	2038	2862
	51%	48%	55%	48%	54%	51%	42%	57%	51%	52%	50%	53%	49%	50%	53%	56%	48%
Somewhat agree	3408	2254	1154	1374	647	679	297	312	99	1791	1617	1237	1277	894	791	734	1302
	21%	22%	18%	24%	16%	21%	24%	19%	26%	22%	20%	20%	21%	22%	18%	20%	22%
**SUBTOTALS	11699	7096	4603	4086	2892	2338	830	1259	295	6050	5649	4473	4267	2959	3146	2773	4164
	71%	70%	73%	72%	70%	71%	66%	75%	77%	73%	70%	73%	70%	72%	70%	76%	71%
Neither agree nor disagree																	
Neither agree nor disagree	598	429	169	265	195	93	13	23	9	333	264	214	191	192	188	145	189
	4%	4%	3%	5%	5%	3%	1%	1%	2%	4%	3%	3%	3%	5%	4%	4%	3%
TOTAL DISAGREE																	
Somewhat disagree	1932	1314	618	623	512	305	178	257	57	941	991	586	798	547	538	271	853
	12%	13%	10%	11%	12%	9%	14%	15%	15%	11%	12%	10%	13%	13%	12%	7%	14%
Strongly disagree	1452	800	652	485	441	257	167	93	10	641	811	642	490	319	380	280	551
	9%	8%	10%	9%	11%	8%	13%	6%	3%	8%	10%	10%	8%	8%	8%	8%	9%
**SUBTOTALS	3384	2114	1270	1108	953	562	345	350	67	1582	1802	1229	1289	867	917	552	1404
	21%	21%	20%	20%	23%	17%	27%	21%	18%	19%	22%	20%	21%	21%	20%	15%	24%



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STANDARD ANALYSIS PANEL II \*BY\* G6.OPINIONS OF GARDENS

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	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY\ -SECOND -ARY SCHOOL	COLLEGE\ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 - \$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS																	
Don't know	380	273	107	135	87	108	32	7	12	129	251	172	120	89	142	49	83
	2%	3%	2%	2%	2%	3%	3%	0%	3%	2%	3%	3%	2%	2%	3%	1%	1%
Don't have any plants	303	174	128	64		173	36	29		158	145	52	224	26	84	132	66
	2%	2%	2%	1%		5%	3%	2%		2%	2%	1%	4%	1%	2%	4%	1%
TOTALS	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



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STANDARD ANALYSIS PANEL I \*BY\* G6.OPINIONS OF GARDENS

BASE: WID. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

FILTERS: STATEMENT(Plants and gardens have a positive impact on your health and well-being)

	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WID. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS															
TOTAL AGREE															
Strongly agree	8906 54%	4195 52%	4711 57%	2395 47%	2530 55%	3982 60%	6333 57%	2573 50%	3348 54%	5559 55%	5802 58%	3104 48%	3562 52%	1701 55%	3643 57%
Somewhat agree	2917 18%	1533 19%	1385 17%	1248 25%	774 17%	895 13%	1915 17%	1002 19%	1254 20%	1663 16%	1623 16%	1294 20%	1431 21%	587 19%	899 14%
**SUBTOTALS	11824 72%	5728 71%	6096 73%	3643 72%	3303 72%	4877 73%	8249 74%	3575 69%	4602 74%	7222 71%	7425 75%	4398 68%	4993 72%	2288 73%	4542 72%
Neither agree nor disagree	512 3%	348 4%	164 2%	177 4%	194 4%	141 2%	315 3%	197 4%	260 4%	252 2%	327 3%	185 3%	214 3%	112 4%	186 3%
TOTAL DISAGREE															
Somewhat disagree	2014 12%	949 12%	1065 13%	689 14%	580 13%	745 11%	1258 11%	756 15%	779 13%	1235 12%	1062 11%	952 15%	833 12%	443 14%	738 12%
Strongly disagree	1356 8%	684 8%	671 8%	342 7%	352 8%	662 10%	910 8%	446 9%	409 7%	947 9%	836 8%	520 8%	549 8%	219 7%	587 9%
**SUBTOTALS	3370 21%	1633 20%	1736 21%	1031 20%	932 20%	1406 21%	2168 19%	1202 23%	1188 19%	2181 21%	1898 19%	1471 23%	1383 20%	662 21%	1325 21%
Don't know	356 2%	152 2%	204 2%	87 2%	57 1%	212 3%	291 3%	65 1%	75 1%	281 3%	120 1%	236 4%	93 1%	44 1%	218 3%



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TABLE 15 (CONT.) STANDARD ANALYSIS PANEL I \*BY\* G6.OPINIONS OF GARDENS

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	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WTD. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS															
Don't have any plants	303	196	107	115	134	54	187	116	81	222	166	137	222	7	73
	2%	2%	1%	2%	3%	1%	2%	2%	1%	2%	2%	2%	3%	0%	1%
TOTALS	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



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STANDARD ANALYSIS PANEL II \*BY\* G6.OPINIONS OF GARDENS

BASE: WID. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE/SEX/AREA

FILTERS: STATEMENT(Plants and gardens have a positive impact on your health and well-being)

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY\ -SECOND -ARY SCHOOL	COLLEGE\ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 - \$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS																	
TOTAL AGREE																	
Strongly agree	8906 54%	5532 55%	3375 54%	3071 54%	2302 56%	1885 58%	616 49%	812 49%	221 58%	4287 52%	4619 57%	3289 54%	3385 56%	2232 54%	2567 57%	1860 51%	3273 55%
Somewhat agree	2917 18%	1969 20%	949 15%	956 17%	778 19%	464 14%	282 22%	386 23%	51 13%	1611 20%	1306 16%	1153 19%	964 16%	800 19%	451 10%	917 25%	1149 19%
**SUBTOTALS	11824 72%	7500 74%	4323 69%	4027 71%	3079 75%	2349 72%	899 72%	1197 72%	272 71%	5899 71%	5925 73%	4443 72%	4350 71%	3031 73%	3019 67%	2776 76%	4422 75%
Neither agree nor disagree	512 3%	337 3%	175 3%	177 3%	114 3%	38 1%	29 2%	143 9%	11 3%	317 4%	195 2%	166 3%	200 3%	147 4%	100 2%	49 1%	286 5%
TOTAL DISAGREE																	
Somewhat disagree	2014 12%	1102 11%	912 15%	822 15%	477 12%	347 11%	156 12%	149 9%	62 16%	1194 14%	820 10%	816 13%	639 10%	559 14%	561 13%	455 12%	657 11%
Strongly disagree	1356 8%	765 8%	591 9%	409 7%	382 9%	313 10%	117 9%	104 6%	31 8%	570 7%	786 10%	485 8%	550 9%	321 8%	503 11%	231 6%	394 7%
**SUBTOTALS	3370 21%	1867 19%	1503 24%	1232 22%	859 21%	660 20%	273 22%	253 15%	93 24%	1764 21%	1605 20%	1301 21%	1189 20%	879 21%	1064 24%	686 19%	1051 18%



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STANDARD ANALYSIS PANEL II \*BY\* G6.OPINIONS OF GARDENS

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	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY\ -SECOND -ARY SCHOOL	COLLEGE\ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 - \$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS																	
Don't know	356	207	149	158	74	54	19	44	7	114	242	179	128	49	212	7	82
	2%	2%	2%	3%	2%	2%	2%	3%	2%	1%	3%	3%	2%	1%	5%	0%	1%
Don't have any plants	303	174	128	64		173	36	29		158	145	52	224	26	84	132	66
	2%	2%	2%	1%		5%	3%	2%		2%	2%	1%	4%	1%	2%	4%	1%
TOTALS	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



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STANDARD ANALYSIS PANEL I \*BY\* G6.OPINIONS OF GARDENS

BASE: WID. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

FILTERS: STATEMENT(Children nowadays spend less time in the garden than you did when you were young)

	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WID. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS															
TOTAL AGREE															
Strongly agree	8936	4116	4820	2457	2594	3885	6271	2665	3303	5633	5512	3424	3769	1661	3506
	55%	51%	58%	49%	56%	58%	56%	52%	53%	55%	55%	53%	55%	53%	55%
Somewhat agree	2651	1404	1246	1034	728	888	1583	1068	1143	1508	1603	1047	1153	680	817
	16%	17%	15%	20%	16%	13%	14%	21%	18%	15%	16%	16%	17%	22%	13%
**SUBTOTALS	11587	5521	6066	3492	3322	4773	7854	3733	4446	7141	7116	4471	4923	2341	4323
	71%	69%	73%	69%	72%	71%	70%	72%	72%	70%	72%	70%	71%	75%	68%
Neither agree nor disagree	765	325	440	329	149	287	556	209	276	489	483	282	297	173	295
	5%	4%	5%	7%	3%	4%	5%	4%	4%	5%	5%	4%	4%	6%	5%
TOTAL DISAGREE															
Somewhat disagree	1907	998	909	707	489	711	1372	536	782	1125	1176	731	898	242	767
	12%	12%	11%	14%	11%	11%	12%	10%	13%	11%	12%	11%	13%	8%	12%
Strongly disagree	1451	813	638	367	389	695	991	460	498	953	871	580	474	329	648
	9%	10%	8%	7%	8%	10%	9%	9%	8%	9%	9%	9%	7%	11%	10%
**SUBTOTALS	3359	1811	1548	1074	879	1406	2363	995	1281	2078	2048	1311	1372	571	1416
	21%	22%	19%	21%	19%	21%	21%	19%	21%	20%	21%	20%	20%	18%	22%
Don't know	351	204	147	43	136	172	249	102	122	230	124	227	91	22	238
	2%	3%	2%	1%	3%	3%	2%	2%	2%	2%	1%	4%	1%	1%	4%



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TABLE 17 (CONT.) STANDARD ANALYSIS PANEL I \*BY\* G6.OPINIONS OF GARDENS

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	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WTD. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS															
Don't have any plants	303	196	107	115	134	54	187	116	81	222	166	137	222	7	73
	2%	2%	1%	2%	3%	1%	2%	2%	1%	2%	2%	2%	3%	0%	1%
TOTALS	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



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STANDARD ANALYSIS PANEL II \*BY\* G6.OPINIONS OF GARDENS

BASE: WID. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

FILTERS: STATEMENT(Children nowadays spend less time in the garden than you did when you were young)

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY\ -SECOND -ARY SCHOOL	COLLEGE\ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 - \$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS																	
TOTAL AGREE																	
Strongly agree	8936 55%	5103 51%	3833 61%	2943 52%	2562 62%	1679 51%	683 54%	879 53%	191 50%	4546 55%	4390 54%	3360 55%	3324 55%	2252 54%	2528 56%	1917 53%	3153 53%
Somewhat agree	2651 16%	1873 19%	778 12%	958 17%	422 10%	594 18%	214 17%	373 22%	91 24%	1524 18%	1127 14%	955 16%	814 13%	882 21%	513 11%	732 20%	1044 18%
**SUBTOTALS	11587 71%	6976 69%	4611 73%	3900 69%	2983 72%	2274 69%	896 71%	1252 75%	282 74%	6070 74%	5517 68%	4315 70%	4138 68%	3134 76%	3042 68%	2649 73%	4196 71%
Neither agree nor disagree	765 5%	530 5%	234 4%	292 5%	206 5%	122 4%	52 4%	63 4%	30 8%	482 6%	283 3%	307 5%	161 3%	296 7%	162 4%	117 3%	386 7%
TOTAL DISAGREE																	
Somewhat disagree	1907 12%	1183 12%	724 12%	890 16%	433 11%	242 7%	146 12%	154 9%	42 11%	819 10%	1088 13%	700 11%	896 15%	312 8%	610 14%	395 11%	707 12%
Strongly disagree	1451 9%	990 10%	461 7%	463 8%	465 11%	269 8%	86 7%	140 8%	28 7%	635 8%	816 10%	594 10%	543 9%	314 8%	420 9%	303 8%	470 8%
**SUBTOTALS	3359 21%	2173 22%	1185 19%	1352 24%	899 22%	510 16%	232 18%	294 18%	71 18%	1454 18%	1904 23%	1294 21%	1439 24%	626 15%	1031 23%	697 19%	1177 20%



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TABLE 18 (CONT.)

STANDARD ANALYSIS PANEL II \*BY\* G6.OPINIONS OF GARDENS

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	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY\ -SECOND -ARY SCHOOL	COLLEGE\ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 - \$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS																	
Don't know	351	232	119	49	38	195	40	29		89	263	172	128	51	159	55	81
	2%	2%	2%	1%	1%	6%	3%	2%		1%	3%	3%	2%	1%	4%	2%	1%
Don't have any plants	303	174	128	64		173	36	29		158	145	52	224	26	84	132	66
	2%	2%	2%	1%		5%	3%	2%		2%	2%	1%	4%	1%	2%	4%	1%
TOTALS	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



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STANDARD ANALYSIS PANEL I \*BY\* G6.OPINIONS OF GARDENS

BASE: WID. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

FILTERS: STATEMENT(Your plant purchases are based on price rather than quality)

	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WID. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS															
TOTAL AGREE															
Strongly agree	8926 55%	4217 52%	4709 57%	2668 53%	2473 54%	3786 57%	6066 54%	2860 55%	3223 52%	5703 56%	5414 54%	3513 55%	3509 51%	1803 58%	3614 57%
Somewhat agree	3177 19%	1576 20%	1601 19%	1097 22%	969 21%	1111 17%	2169 19%	1008 20%	1319 21%	1858 18%	2065 21%	1112 17%	1483 21%	593 19%	1100 17%
**SUBTOTALS	12103 74%	5793 72%	6310 76%	3764 74%	3442 75%	4897 73%	8236 73%	3868 75%	4543 73%	7561 74%	7479 75%	4625 72%	4993 72%	2396 77%	4715 74%
Neither agree nor disagree	623 4%	274 3%	349 4%	293 6%	121 3%	209 3%	417 4%	206 4%	361 6%	262 3%	359 4%	264 4%	270 4%	156 5%	197 3%
TOTAL DISAGREE															
Somewhat disagree	1667 10%	974 12%	693 8%	470 9%	513 11%	684 10%	1146 10%	520 10%	664 11%	1002 10%	961 10%	705 11%	721 10%	351 11%	595 9%
Strongly disagree	1247 8%	591 7%	657 8%	249 5%	343 7%	656 10%	866 8%	382 7%	474 8%	773 8%	829 8%	418 7%	549 8%	140 4%	558 9%
**SUBTOTALS	2914 18%	1565 19%	1349 16%	719 14%	855 19%	1340 20%	2012 18%	902 17%	1139 18%	1775 17%	1790 18%	1124 17%	1270 18%	491 16%	1153 18%
Don't know	421 3%	228 3%	192 2%	162 3%	68 1%	191 3%	357 3%	64 1%	82 1%	339 3%	143 1%	278 4%	151 2%	64 2%	207 3%



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NEWSPOLL  
TABLE 19 (CONT.)

STANDARD ANALYSIS PANEL I \*BY\* G6.OPINIONS OF GARDENS

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	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WTD. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS															
Don't have any plants	303	196	107	115	134	54	187	116	81	222	166	137	222	7	73
	2%	2%	1%	2%	3%	1%	2%	2%	1%	2%	2%	2%	3%	0%	1%
TOTALS	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



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STANDARD ANALYSIS PANEL II \*BY\* G6.OPINIONS OF GARDENS

BASE: WID. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

FILTERS: STATEMENT(Your plant purchases are based on price rather than quality)

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY\ -SECOND -ARY SCHOOL	COLLEGE\ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 - \$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS																	
TOTAL AGREE																	
Strongly agree	8926 55%	5666 56%	3260 52%	3080 54%	2360 57%	1782 54%	693 55%	792 48%	218 57%	4370 53%	4557 56%	3754 61%	3054 50%	2118 51%	2730 61%	1691 46%	3106 53%
Somewhat agree	3177 19%	2112 21%	1065 17%	1341 24%	776 19%	413 13%	191 15%	374 22%	82 21%	1725 21%	1452 18%	967 16%	1344 22%	866 21%	727 16%	891 24%	1235 21%
**SUBTOTALS	12103 74%	7778 77%	4325 69%	4421 78%	3136 76%	2196 67%	884 70%	1167 70%	300 78%	6095 74%	6009 74%	4721 77%	4398 72%	2984 72%	3457 77%	2582 71%	4341 73%
Neither agree nor disagree	623 4%	345 3%	278 4%	141 2%	149 4%	138 4%	30 2%	166 10%		365 4%	258 3%	193 3%	281 5%	148 4%	79 2%	205 6%	243 4%
TOTAL DISAGREE																	
Somewhat disagree	1667 10%	899 9%	767 12%	605 11%	444 11%	323 10%	133 11%	103 6%	59 15%	873 11%	793 10%	472 8%	587 10%	607 15%	361 8%	369 10%	699 12%
Strongly disagree	1247 8%	590 6%	657 10%	309 5%	275 7%	339 10%	106 8%	193 12%	24 6%	602 7%	646 8%	466 8%	469 8%	313 8%	350 8%	300 8%	474 8%
**SUBTOTALS	2914 18%	1490 15%	1424 23%	915 16%	719 17%	662 20%	239 19%	295 18%	83 22%	1475 18%	1439 18%	938 15%	1056 17%	920 22%	711 16%	669 18%	1173 20%



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NEWSPOLL  
TABLE 20 (CONT.)

STANDARD ANALYSIS PANEL II \*BY\* G6.OPINIONS OF GARDENS

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	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY\ -SECOND -ARY SCHOOL	COLLEGE\ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 -\$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS																	
Don't know	421	298	122	117	122	105	67	11		160	261	235	131	54	146	62	84
	3%	3%	2%	2%	3%	3%	5%	1%		2%	3%	4%	2%	1%	3%	2%	1%
Don't have any plants	303	174	128	64		173	36	29		158	145	52	224	26	84	132	66
	2%	2%	2%	1%		5%	3%	2%		2%	2%	1%	4%	1%	2%	4%	1%
TOTALS	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



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STANDARD ANALYSIS PANEL I \*BY\* G6.OPINIONS OF GARDENS

BASE: WID. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

FILTERS: STATEMENT(You intend to buy plants for your garden this spring)

	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WID. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS															
TOTAL AGREE															
Strongly agree	8969	4456	4513	2671	2567	3730	6061	2908	3396	5572	5710	3259	3910	1693	3367
	55%	55%	54%	53%	56%	56%	54%	56%	55%	55%	57%	51%	57%	54%	53%
Somewhat agree	2846	1362	1484	1164	658	1023	1975	871	1134	1712	1614	1232	1079	629	1138
	17%	17%	18%	23%	14%	15%	18%	17%	18%	17%	16%	19%	16%	20%	18%
**SUBTOTALS	11814	5817	5997	3835	3226	4753	8035	3779	4530	7284	7324	4491	4988	2322	4504
	72%	72%	72%	76%	70%	71%	72%	73%	73%	72%	74%	70%	72%	75%	71%
Neither agree nor disagree	818	422	396	329	227	262	575	244	309	509	465	353	363	140	315
	5%	5%	5%	7%	5%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%
TOTAL DISAGREE															
Somewhat disagree	1765	764	1001	493	529	743	1253	512	720	1045	1090	675	691	396	678
	11%	9%	12%	10%	11%	11%	11%	10%	12%	10%	11%	11%	10%	13%	11%
Strongly disagree	1252	690	561	184	439	629	851	400	455	797	737	515	531	216	504
	8%	9%	7%	4%	9%	9%	8%	8%	7%	8%	7%	8%	8%	7%	8%
**SUBTOTALS	3017	1455	1562	677	967	1372	2105	912	1175	1842	1827	1190	1222	612	1182
	18%	18%	19%	13%	21%	21%	19%	18%	19%	18%	18%	19%	18%	20%	19%
Don't know	412	166	246	97	66	249	307	105	111	301	155	257	110	32	270
	3%	2%	3%	2%	1%	4%	3%	2%	2%	3%	2%	4%	2%	1%	4%



GARDENING STUDY - 24/26 JULY 2009

NEWSPOLL  
TABLE 21 (CONT.) STANDARD ANALYSIS PANEL I \*BY\* G6.OPINIONS OF GARDENS

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	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WTD. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS															
Don't have any plants	303	196	107	115	134	54	187	116	81	222	166	137	222	7	73
	2%	2%	1%	2%	3%	1%	2%	2%	1%	2%	2%	2%	3%	0%	1%
TOTALS	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



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STANDARD ANALYSIS PANEL II \*BY\* G6.OPINIONS OF GARDENS

BASE: WID. RESP.(000's)

WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

FILTERS: STATEMENT(You intend to buy plants for your garden this spring)

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY\ -SECOND -ARY SCHOOL	COLLEGE\ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 - \$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS																	
TOTAL AGREE																	
Strongly agree	8969	5523	3446	3008	2431	1652	754	907	216	4286	4683	3500	3387	2082	2546	2191	3163
	55%	55%	55%	53%	59%	50%	60%	54%	57%	52%	58%	57%	56%	50%	57%	60%	54%
Somewhat agree	2846	1805	1041	1057	683	527	196	317	66	1652	1193	990	1009	847	830	501	1050
	17%	18%	17%	19%	17%	16%	16%	19%	17%	20%	15%	16%	17%	20%	19%	14%	18%
**SUBTOTALS	11814	7328	4487	4065	3114	2178	950	1224	283	5938	5876	4490	4396	2929	3375	2692	4213
	72%	73%	71%	72%	75%	67%	76%	73%	74%	72%	72%	73%	72%	71%	75%	74%	71%
Neither agree nor disagree	818	527	291	342	252	170	11	43		451	367	241	383	194	141	200	397
	5%	5%	5%	6%	6%	5%	1%	3%		5%	5%	4%	6%	5%	3%	5%	7%
TOTAL DISAGREE																	
Somewhat disagree	1765	1021	744	644	402	329	134	208	49	961	804	567	638	560	427	377	643
	11%	10%	12%	11%	10%	10%	11%	12%	13%	12%	10%	9%	10%	14%	10%	10%	11%
Strongly disagree	1252	778	474	394	253	303	108	143	51	580	671	583	345	324	353	134	517
	8%	8%	8%	7%	6%	9%	9%	9%	13%	7%	8%	9%	6%	8%	8%	4%	9%
**SUBTOTALS	3017	1799	1218	1038	655	632	242	351	100	1542	1475	1150	983	884	780	511	1160
	18%	18%	19%	18%	16%	19%	19%	21%	26%	19%	18%	19%	16%	21%	17%	14%	20%



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TABLE 22 (CONT.)

STANDARD ANALYSIS PANEL II \*BY\* G6.OPINIONS OF GARDENS

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	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY\ -SECOND -ARY SCHOOL	COLLEGE\ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 - \$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G6.OPINIONS OF GARDENS																	
Don't know	412	257	154	149	105	121	16	21		164	248	207	104	101	98	116	69
	3%	3%	2%	3%	3%	4%	1%	1%		2%	3%	3%	2%	2%	2%	3%	1%
Don't have any plants	303	174	128	64		173	36	29		158	145	52	224	26	84	132	66
	2%	2%	2%	1%		5%	3%	2%		2%	2%	1%	4%	1%	2%	4%	1%
TOTALS	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



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STANDARD ANALYSIS PANEL I \*BY\* G7.WHICH OF THE FOLLOWING DO YOU GROW IN YOUR GARDEN  
BASE: WID. RESP.(000's)  
WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

	TOTAL	SEX		AGE			GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS		
		MALE	FEMALE	18-34	35-49	50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL-TIME	PART-TIME	NOT AT ALL
RESPONDENTS	1201	601	600	233	307	661	852	349	389	812	769	432	482	227	492
WID. RESP.(000's)	16364	8056	8308	5053	4620	6691	11209	5155	6205	10159	9937	6427	6905	3114	6345
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G7.WHICH OF THE FOLLOWING DO YOU GROW IN YOUR GARDEN															
Herbs	7587 46%	3841 48%	3746 45%	2085 41%	2178 47%	3324 50%	4871 43%	2716 53%	2954 48%	4633 46%	5139 52%	2448 38%	3235 47%	1567 50%	2786 44%
Fruit trees	7162 44%	3703 46%	3458 42%	1952 39%	2202 48%	3007 45%	4591 41%	2570 50%	2820 45%	4342 43%	4741 48%	2421 38%	3171 46%	1497 48%	2494 39%
Salad vegetables such as lettuce and tomatoes	6289 38%	3150 39%	3139 38%	1526 30%	1900 41%	2862 43%	4100 37%	2188 42%	2446 39%	3843 38%	4496 45%	1793 28%	2678 39%	1122 36%	2488 39%
Vegetables such as potatoes, carrots and corn	4041 25%	2043 25%	1997 24%	910 18%	1214 26%	1917 29%	2574 23%	1467 28%	1508 24%	2532 25%	2961 30%	1080 17%	1648 24%	860 28%	1533 24%
None \ don't know	154 1%	99 1%	55 1%	74 1%		81 1%	106 1%	48 1%	50 1%	104 1%	26 0%	129 2%	48 1%	12 0%	94 1%
Don't have an area where grow fruit, vegetables or herbs	6996 43%	3284 41%	3711 45%	2407 48%	1844 40%	2744 41%	5223 47%	1773 34%	2492 40%	4504 44%	3778 38%	3218 50%	2891 42%	1234 40%	2871 45%
TOTALS	32228 197%	16121 200%	16107 194%	8954 177%	9339 202%	13935 208%	21466 192%	10762 209%	12271 198%	19958 196%	21140 213%	11088 173%	13671 198%	6292 202%	12265 193%



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TABLE 24

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STANDARD ANALYSIS PANEL II \*BY\* G7.WHICH OF THE FOLLOWING DO YOU GROW IN YOUR GARDEN  
BASE: WID. RESP.(000's)  
WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

	TOTAL	AREA								S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		5 CAP CITY	X-CITY	NSW	VIC	QLD	SA	WA	TAS	WHITE	BLUE	PRIMARY\ -SECOND -ARY SCHOOL	COLLEGE\ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 - \$79999	\$80000+
RESPONDENTS	1201	701	500	351	300	200	150	150	50	622	579	432	427	342	355	268	427
WID. RESP.(000's)	16364	10086	6278	5658	4126	3274	1256	1667	383	8252	8112	6140	6091	4133	4477	3651	5907
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
G7.WHICH OF THE FOLLOWING DO YOU GROW IN YOUR GARDEN																	
Herbs	7587 46%	4627 46%	2960 47%	2492 44%	1946 47%	1499 46%	644 51%	841 50%	165 43%	4145 50%	3443 42%	2516 41%	2745 45%	2326 56%	1748 39%	1468 40%	3320 56%
Fruit trees	7162 44%	4187 42%	2975 47%	2110 37%	1985 48%	1372 42%	626 50%	852 51%	217 57%	3693 45%	3469 43%	2478 40%	2696 44%	1987 48%	1720 38%	1658 45%	2820 48%
Salad vegetables such as lettuce and tomatoes	6289 38%	3579 35%	2710 43%	1917 34%	1770 43%	1214 37%	528 42%	676 41%	183 48%	3266 40%	3023 37%	2187 36%	2323 38%	1778 43%	1631 36%	1339 37%	2501 42%
Vegetables such as potatoes, carrots and corn	4041 25%	1995 20%	2045 33%	1131 20%	1203 29%	735 22%	399 32%	416 25%	156 41%	2030 25%	2011 25%	1552 25%	1483 24%	1005 24%	1094 24%	896 25%	1504 25%
None \ don't know	154 1%	136 1%	18 0%	86 2%	6 0%	50 2%		12 1%		18 0%	136 2%	75 1%	79 1%		66 1%	32 1%	6 0%
Don't have an area where grow fruit, vegetables or herbs	6996 43%	4383 43%	2613 42%	2664 47%	1621 39%	1447 44%	489 39%	625 38%	150 39%	3376 41%	3620 45%	2912 47%	2531 42%	1553 38%	2196 49%	1615 44%	2221 38%
TOTALS	32228 197%	18906 187%	13322 212%	10400 184%	8530 207%	6318 193%	2685 214%	3423 205%	871 227%	16527 200%	15701 194%	11720 191%	11858 195%	8650 209%	8455 189%	7008 192%	12371 209%



## NEWSPOLL TERMS AND CONDITIONS

### A) Professional behaviour and Privacy

NEWSPOLL is a member of the Association of Market and Social Research Organisations and is ISO20252 quality accredited. Newspoll adheres to the Code of Professional Behaviour of the Australian Market and Social Research Society and the Market and Social Research Privacy Principles. The Code of Professional Behaviour includes the following key requirements:

#### 1. Confidentiality

Clients' identities will not be revealed to respondents nor to any third party without the client's consent or unless Newspoll becomes legally obliged to do so. Respondents' identities will not be revealed to clients without the respondent's consent and only in cases where the information is to be used for research purposes and the intended use has been explained to respondents.

#### 2. Ownership of information and retention of records

Results to a research study commissioned by a client become the property of the client. Results to syndicated studies remain the property of NEWSPOLL.

All research proposals, research designs, questionnaires and processing techniques, including systems of weighting, remain the property of NEWSPOLL. All computer table reports provided by NEWSPOLL identify the variables used in the weighting process. Further details, if required, are available at an additional cost. Photocopies of individual questionnaires or a copy of the database, **excluding** respondents' identities, may be made available to a client at the client's expense.

Unless specified otherwise, any hard copy or electronic material provided by a client for the conduct of a project will be retained by Newspoll and stored in a secure location. Documentation and research results (both hard copy and electronic) associated with projects are kept for a minimum of two years.

#### 3. Publication of results

Clients choosing to release the findings of a NEWSPOLL survey must ensure that the results are represented in an objective and non-misleading fashion.

NEWSPOLL advises that all questions must be objective and not intentionally misleading or attempting to elicit a desired response. NEWSPOLL must be consulted and agree in advance on the form and content of any intended release. NEWSPOLL must be provided with a copy of the proposed release and given 48 hours for its review. Up to two executive hours will be made available for this review process. Additional reviewing time, if required, will be charged at an hourly rate. NEWSPOLL is obliged to take action to correct any misleading statements about the research or its findings. **The NEWSPOLL name may be used only in cases where these conditions have been satisfied.**

### B) Conditions of agreement between NEWSPOLL and clients

#### 1. Reporting

Standard reporting comprises computer tables provided in electronic PDF format. For Omnibus studies tables include two standard demographic banners. Optional summary reports if required will be provided electronically in Microsoft Word or PowerPoint. Alternatively two hard copies may be provided for each report produced (A4 sized).

#### 2. Conduct of fieldwork

From time to time Newspoll employs the services of associated companies to assist with fieldwork related services. Newspoll reserves the right to do so when required.

#### 3. Costs and confirmation of costs

Costs for a study can be confirmed only after agreement on questionnaire outline or on sighting a draft client questionnaire. Changes to agreed research specifications and/or questionnaire will result in a cost revision. Unless otherwise specified, all quoted costs refer to Australian dollars and reflect current year's rates, effective for the January - December period. Costs are quoted exclusive of GST. For Australian clients, GST will be shown separately on a tax invoice and must be paid for by the client.

#### 4. Omnibus bookings, approvals and late changes

Space on NEWSPOLL's Omnibuses is strictly limited to ensure high quality response, and early booking is recommended. Final approval of a questionnaire refers to approval, after all agreed changes, to a questionnaire developed or formatted by Newspoll and submitted to a client for review.

Questionnaires approved, or bookings made, after the following deadlines are subject to late surcharges as shown:

	Final Questionnaire Approval Deadline	Late surcharge	
<b>Telephone Omnibus</b>			
Fri - Sun	Thurs 11:00am	After 11:00am	15% of study cost, min \$435 plus GST
Mon - Wed or Mon - Thurs	Thurs 5:00pm	After 5:00pm	15% of study cost, min \$435 plus GST
<b>Online Omnibus</b>			
Thurs-Sun	Tues 4:00pm	Questionnaires <b>must be</b> finalised and approved by specified deadline, otherwise they <b>cannot</b> be included in the Online Omnibus and cancellation charges apply (see section 5. below)	

#### 5. Cancellation charges

NEWSPOLL reserves the right to charge a fee where a confirmed booking is made and the project is subsequently cancelled. Cancellation fees are based on the amount of work completed and costs incurred. They are subject to a minimum 10 percent charge if questionnaire development has begun, up to the full cost of the project if fieldwork or analysis has commenced.

#### 6. Postponement charges

NEWSPOLL reserves the right to charge a fee where a confirmed booking is made and the project is subsequently postponed. Fees are based on the costs incurred as a result of postponement.

#### 7. Invoicing and payment terms

Omnibus studies are invoiced in full at the time of provision of results or for multi-round studies 50 percent will be invoiced at the commencement of the study and 50 percent on provision of results. Custom studies are invoiced 50 percent upon commissioning and 50 percent upon provision of results.

Full payment of invoices is requested within 7 days of invoice date. Newspoll reserves the right to impose a late payment surcharge of up to \$1,000 per month for invoices unpaid after 30 days. NEWSPOLL also reserves the right to delay the commencement of any study if there are overdue invoices from previous studies.

