

Life is a Garden



Nursery & Garden Industry Australia News Poll Key Findings*- July 2008

Environment/Sustainability

- 91% find a sustainable, environmentally friendly garden appealing, reinforcing a trend towards green living, compared to cottage gardens at 46%
- 60% associate their garden with doing their bit for the environment
- 89% are in favour of local government increasing the amount of green space
- 71% consider planting water-wise plants or other plants suited to their climate, emphasising that Australians are adapting gardening practices to local water restrictions
- 76% consider using water-efficient products such as wetting agents, mulch or soaker hoses when planting
 - 85% of residents in WA consider using water-efficient products when planting
 - 84% of residents in SA consider using water-efficient products when planting
- 53% consider making their own worm farm for compost for more environmentally friendly gardening, showing that Australians are utilising alternative means to achieve green results
- 51% are likely to plant more trees or plants in their garden in the next six months
- 36% are likely to give trees or plants to others to plant in their garden in the next six months
- 39% are likely to pay extra to help offset their environmental impact (such as programs which plant trees to offset carbon emissions) in the next six months

Grow Your Own/Edible Garden

- 63% currently have herbs and vegetable for sustainable living at home
 - 50% of these respondents have a balcony garden with potted plants
 - 63% of these respondents have a patio or courtyard garden
- 74% find the grow your own/edible garden appealing
 - 82% of Tasmanians find the edible garden appealing (highest of all states)
 - 80% of rural Australians find the edible garden appealing, compared to 71% of Australians living in the five major cities (Sydney, Melbourne, Brisbane, Adelaide and Perth)
 - 83% of respondents aged 25-34 find an edible garden appealing
- 48% associate their garden with growing their own food, highlighting the emergent trend of the 'kitchen garden'
- 80% find a garden with a mixture of trees and plants suited to your space, intermingled with edible plants appealing

What Australians associate with their garden (multiple answers permitted)

- 75% relax in their garden
- 68% entertain with family and friends
- 60% as a way to do their bit for the environment
- 48% to grow their own food
- 43% to work in and keep fit
- 39% to learn about nature

* Based on research commissioned for the Life is a Garden initiative, by Nursery & Garden Industry Australia (NGIA), that surveyed over 1,200 Australian respondents in July 2008

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