

Life is a Garden



Nursery & Garden Industry Australia News Poll Key Findings* - August 2009

Australian Garden of Today

- 86% have a lawn; highest state is Queensland with 95% having a lawn
- 57% grow vegetables, herb and fruit plants; 62% of married couples 'grow their own'
- 32% have a balcony with potted plants; skewed toward male over female
- 86% have trees in their yard; 88% of Victorians have a tree in the yard
- 24% have an outdoor water features; 35% of homes in WA have a water feature

Australian Garden of Yesteryear—Australians remember their gardens growing up

- 92% had a lawn, 6% higher than today
- 77% had a dedicated plot of land for growing vegetable, herb and fruit plants; 20% higher than today, but this trend is on the rise and growing in popularity in recent years
- 89% had trees in their yard
- 13% had a water feature, 10% down from the garden of today

Families in the Garden

- 71% believe that children today spend less time in the garden than they did when they were young; higher response for Australians with children
- 75% of married respondents believe that plants have a positive impact on their health
- 75% of respondents with children agreed that plants add value to their home and lifestyle
- 74% of married couples intend to purchase plants in spring for planting in their garden

Grow Your Own/Edible Garden

- 72% of Australians plan to purchase plants for their garden this spring; 76% of young Australians intend to plant in spring reinforcing gardening trends in younger demographics
- 42% of those surveyed grow fruits and vegetables to provide healthy food and allow for self-sufficiency
- 46% of Australians grow herbs
- 44% grow fruit trees
- 63% grow vegetables such as lettuce, tomatoes, carrots and corn
- The 50+ demographic leads the 'grow your own' movement with 59% of respondents in this group saying that they currently grow edible plants

Benefits of having a garden (multiple answers permitted)

- 61% enjoy the aesthetic benefits of their garden, with over half saying it adds to the look of their home
- 44% believe that their garden adds to their overall health and enjoyment of their home
- 40% associate their garden with doing their bit for the environment

** 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 late-July 2009*

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