

Frequency of gardening or yard work

Global GfK survey



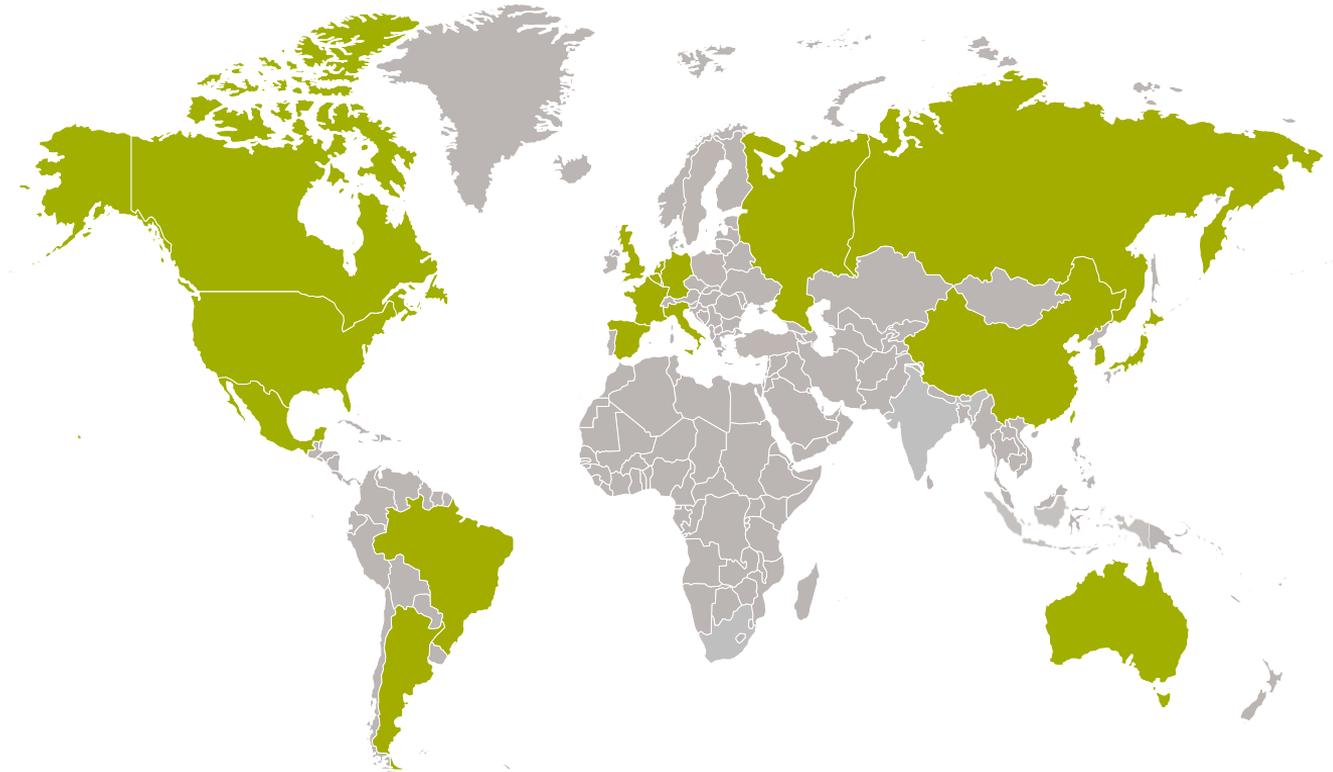
August 2017

Global GfK survey: Frequency of gardening or yard work

1 Methodology

2 Global results

3 Country results



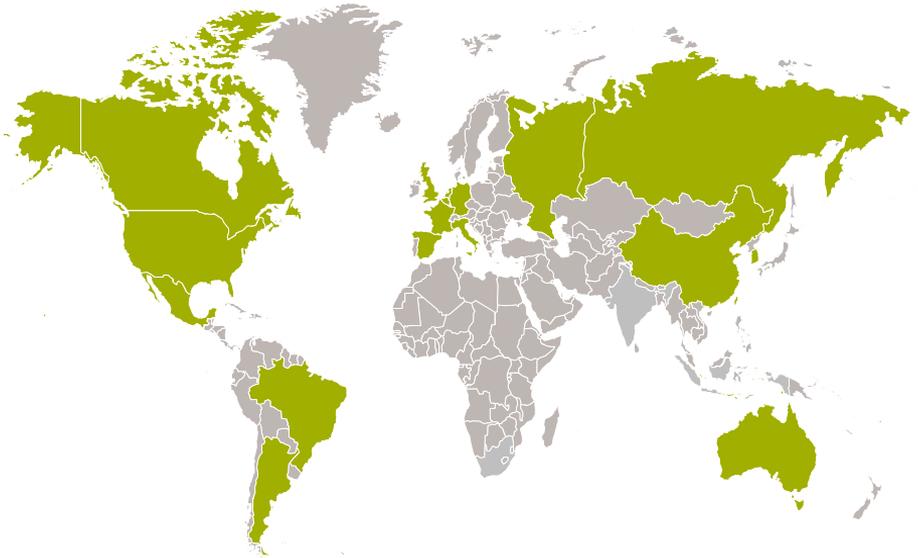
To see country results, click on the map. To go back to the table of content, click on the GfK logo anywhere in the document.

Methodology

Countries covered, methodology and sample size

GfK interviewed in summer 2017 more than 23,000 consumers (aged 15 and older) in 17 countries online. The data have been weighted to reflect the demographic composition of the online population age 15+ in each market. The global/total sample average shows the percentage for the weighted proportion of the target population relative to the other countries within a global, regional or other multi-country total and it is not a numerical addition of the average percentages from each country.

- Argentina (online/n=1017)
- Australia (online/n=1239)
- Belgium (online/n=1009)
- Brazil (online/n=1513)
- Canada (online/n=1009)
- China (online/n=1505)
- France (online/n=1510)
- Germany (online/n=1535)
- Italy (online/n=1517)
- Japan (online/n=1763)
- Mexico (online/n=1017)
- Netherlands (online/n=1026)
- Russia (online/n=1522)
- South Korea (online/n=1011)
- Spain (online/n=1506)
- UK (online/n=2175)
- USA (online/n=1503)



Question



Please indicate how often you do gardening or yard work

Options:

- Every day or most days
- At least once a week
- At least once a month
- Less often
- Never

Global results



Highlights

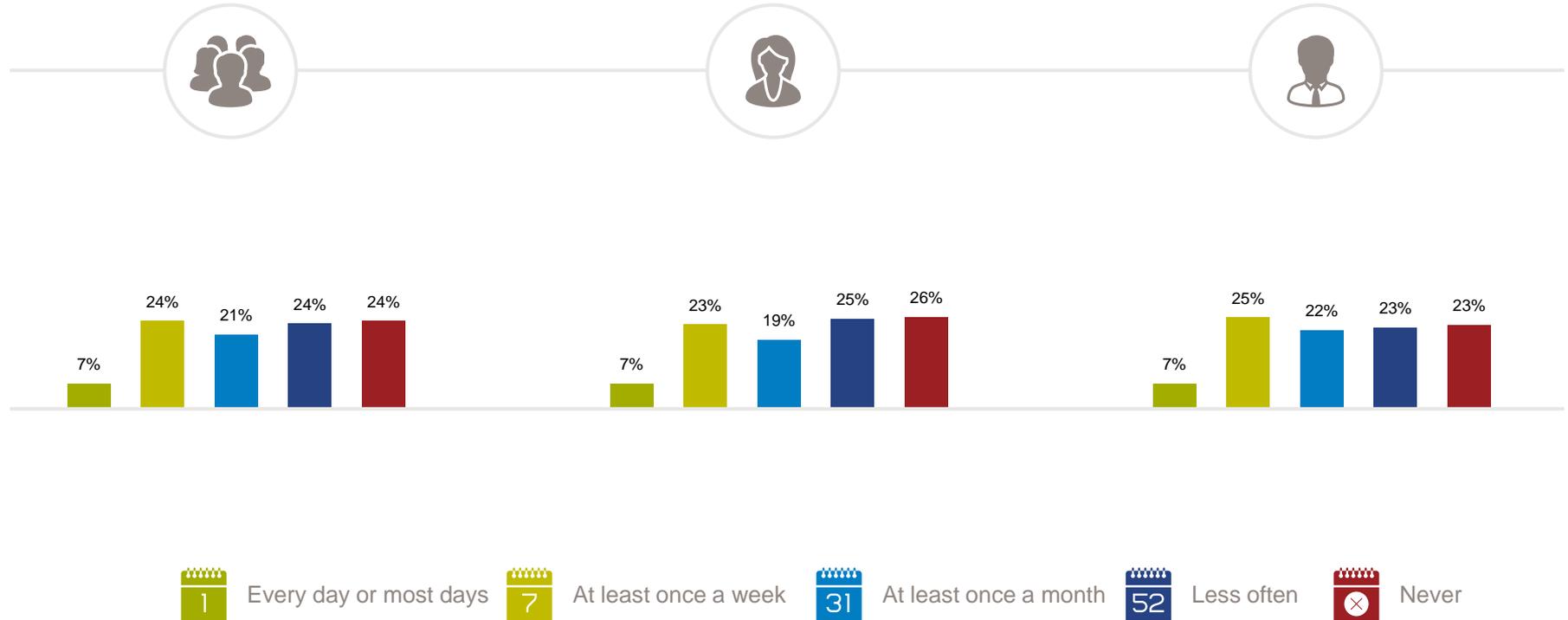
- A quarter (24 percent) of the online population across 17 countries do gardening or yard work at least once a week, and a further seven percent do it every or most days.
- Another quarter (24 percent) of people say that they never do any gardening.
- Across all countries surveyed, gardening daily or weekly is most popular in Australia, with 45 percent of the online population there reporting doing this, followed by China, Mexico, USA and Germany, all standing at a third or over.
- The countries with the highest number of people who say they never garden or do yard work are South Korea (53 percent), Japan (46 percent), Spain (44 percent), Russia (40 percent) and Argentina (33 percent).
- People who own their residence are twice as likely to do gardening or yard work daily or weekly, compared to those in rented accommodation (36 percent versus 18 percent).

Frequency of gardening or yard work

Average across all 17 countries



Total plus breakdown by gender



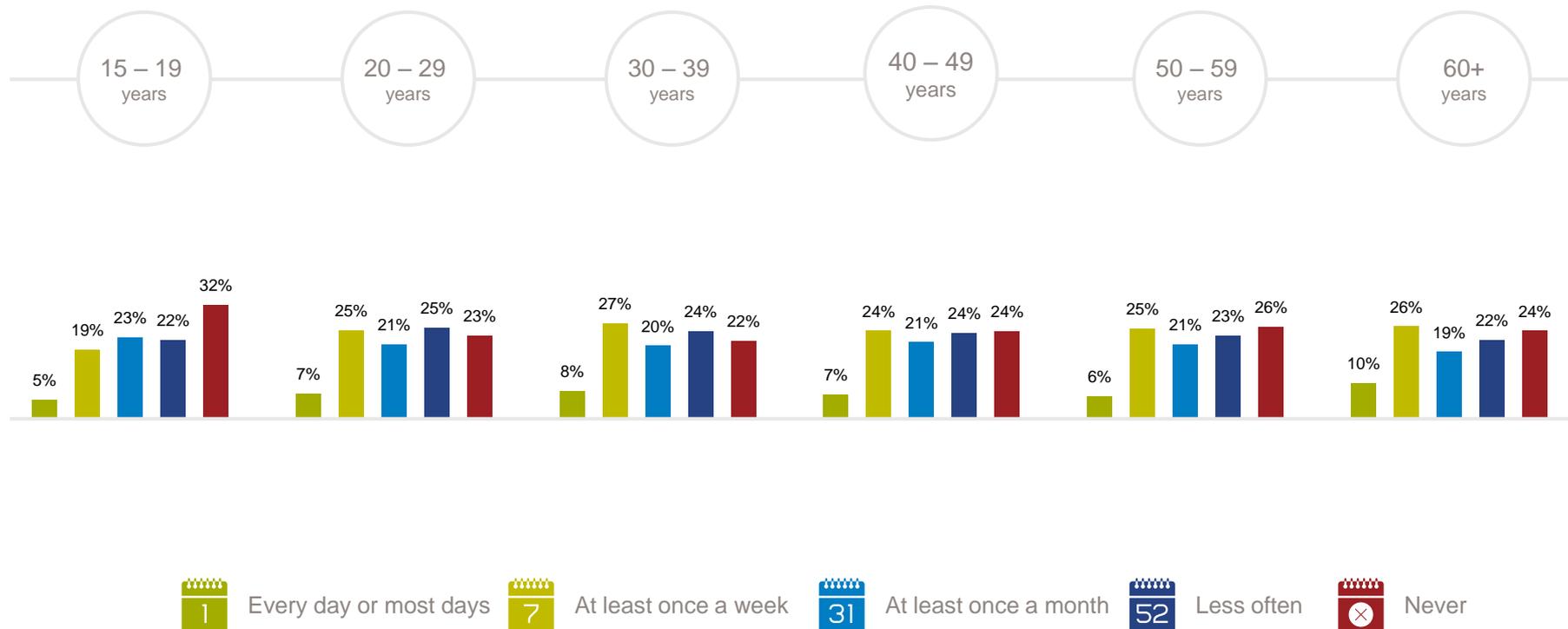
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – Global average is weighted based on the size of each country proportional to the other countries – rounded

Frequency of gardening or yard work

Average across all 17 countries



Age groups



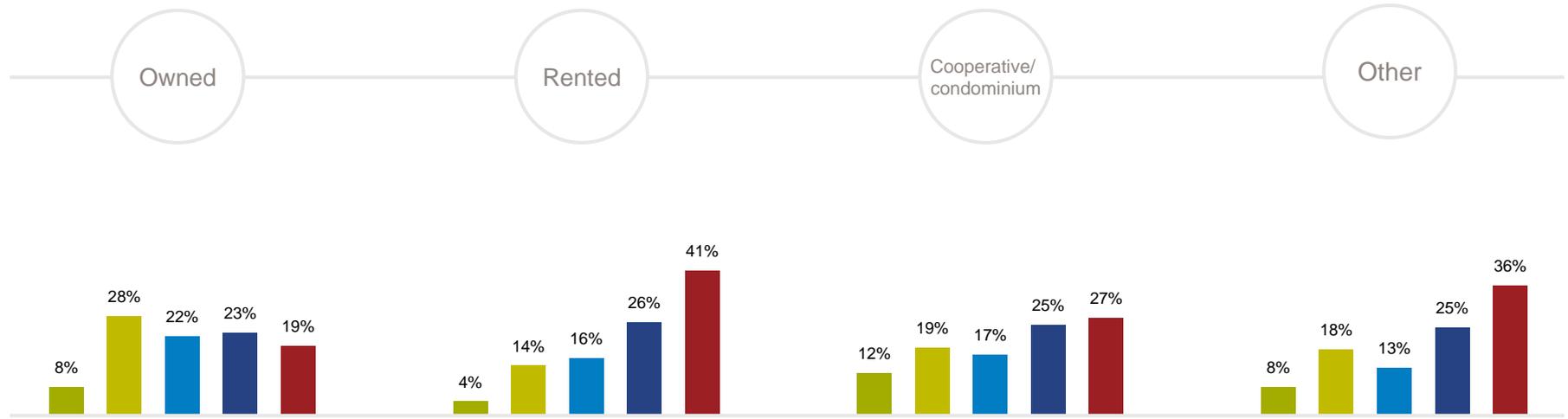
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – Global average is weighted based on the size of each country proportional to the other countries – rounded

Frequency of gardening or yard work

Average across all 17 countries



Residence owned or rented



Question: Is your main residence owned by you or your family or is it rented?



Every day or most days



At least once a week



At least once a month



Less often



Never

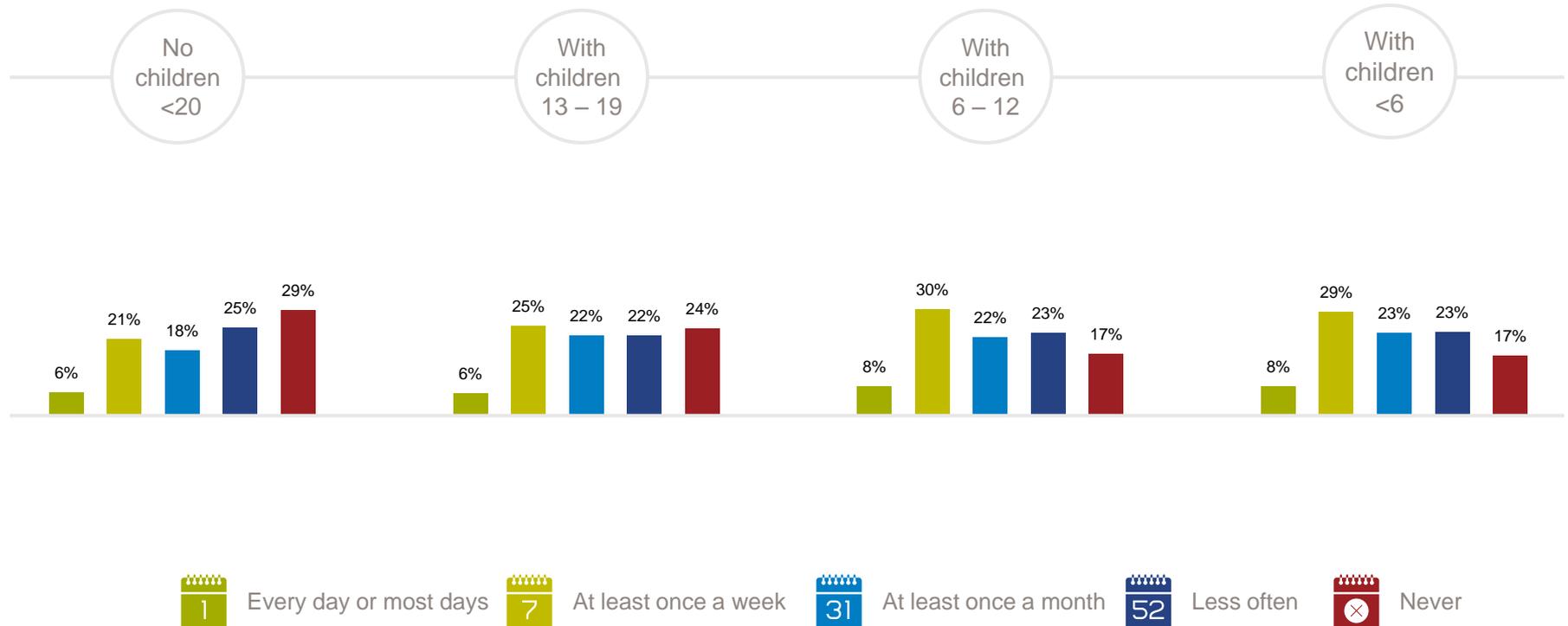
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – Global average is weighted based on the size of each country proportional to the other countries – rounded

Frequency of gardening or yard work

Average across all 17 countries



With or without children in household



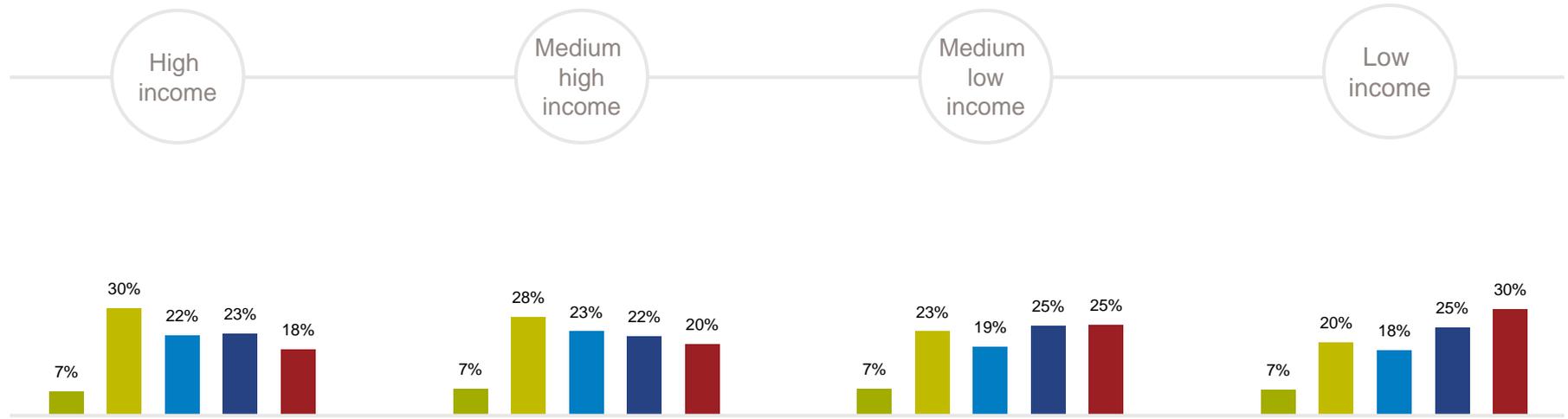
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Frequency of gardening or yard work

Average across all 17 countries



Income-groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Every day or most days



At least once a week



At least once a month



Less often



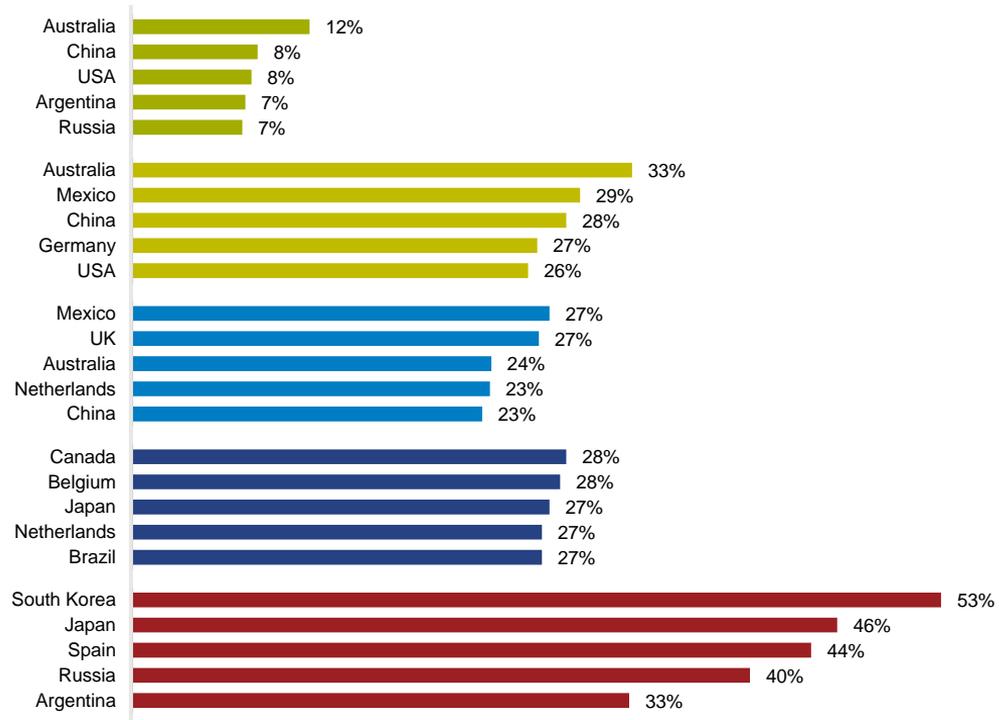
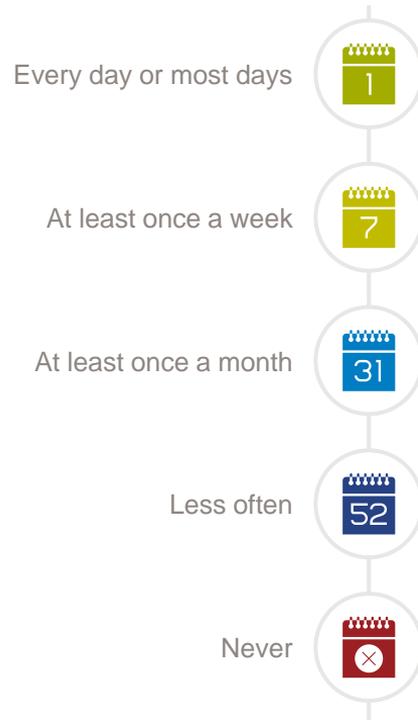
Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – Global average is weighted based on the size of each country proportional to the other countries – rounded



Frequency of gardening or yard work

Top 5 countries



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

Country results – Europe

Belgium

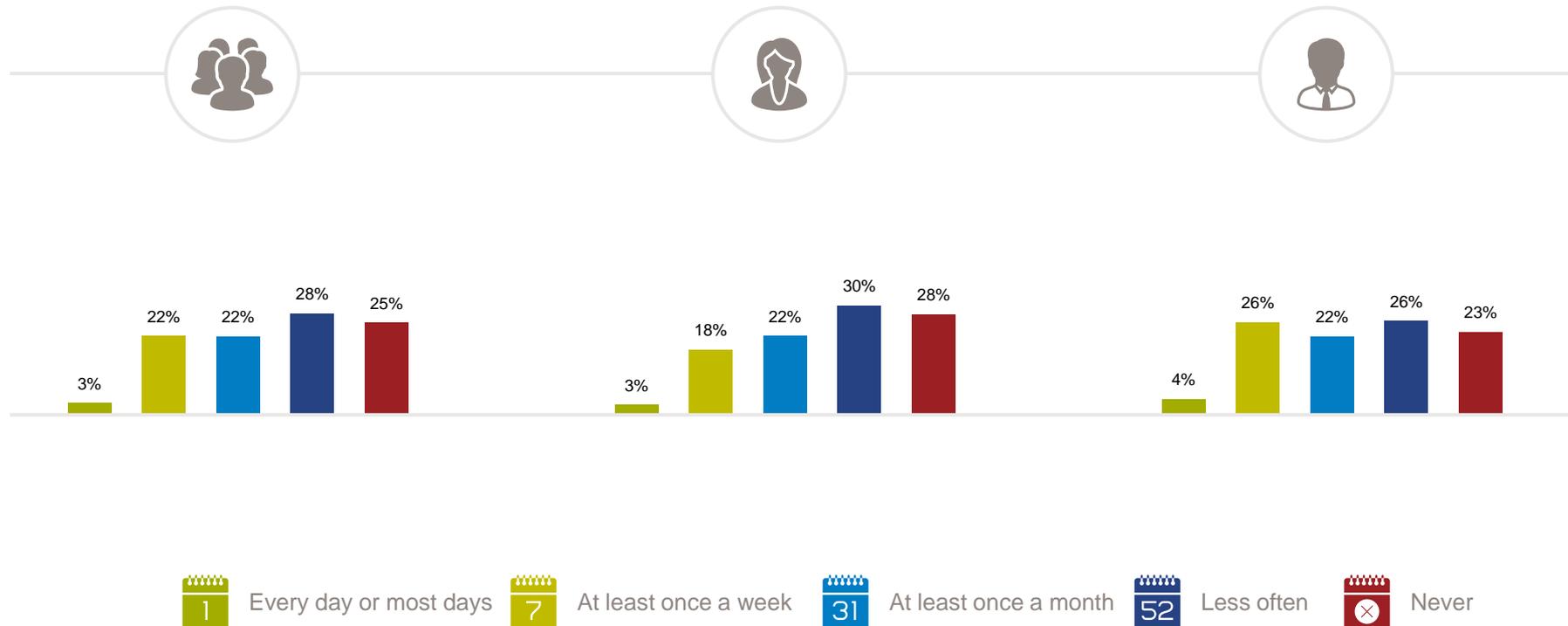


Frequency of gardening or yard work

Average across Belgium



Total plus breakdown by gender



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

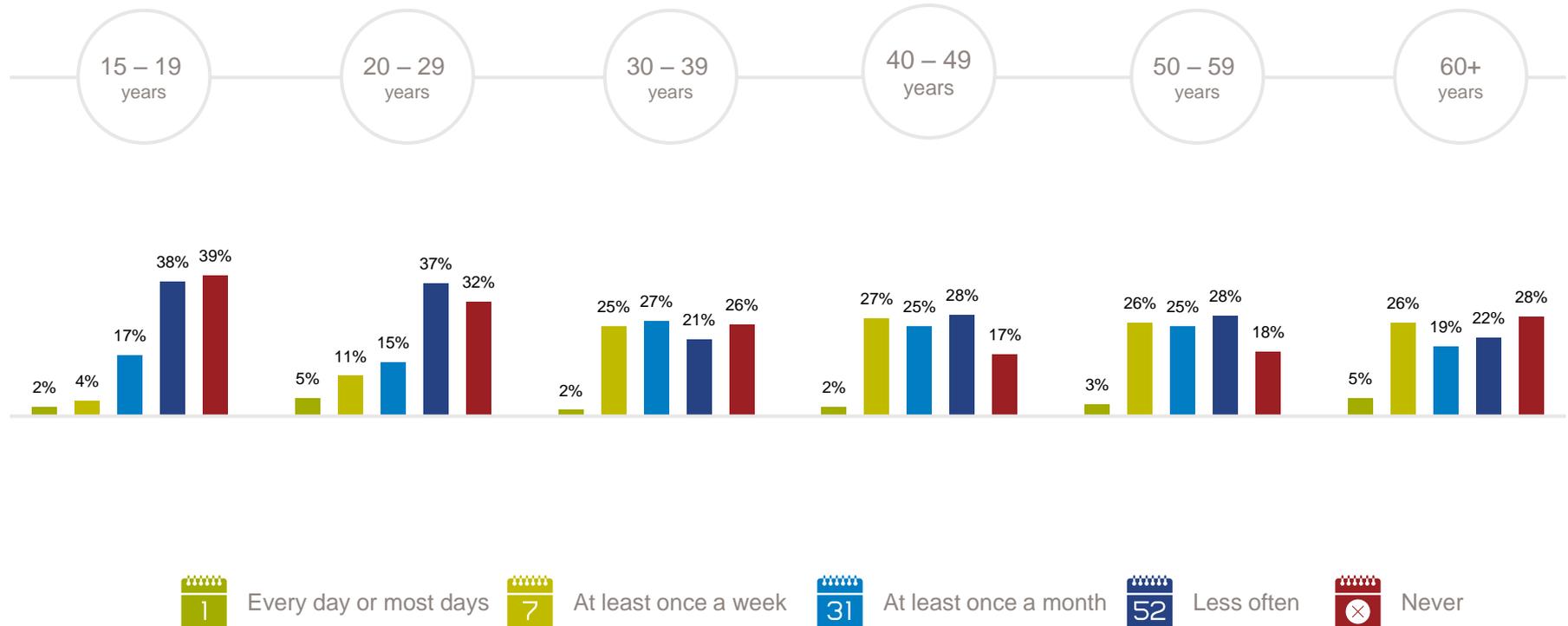
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Belgium



Age groups



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

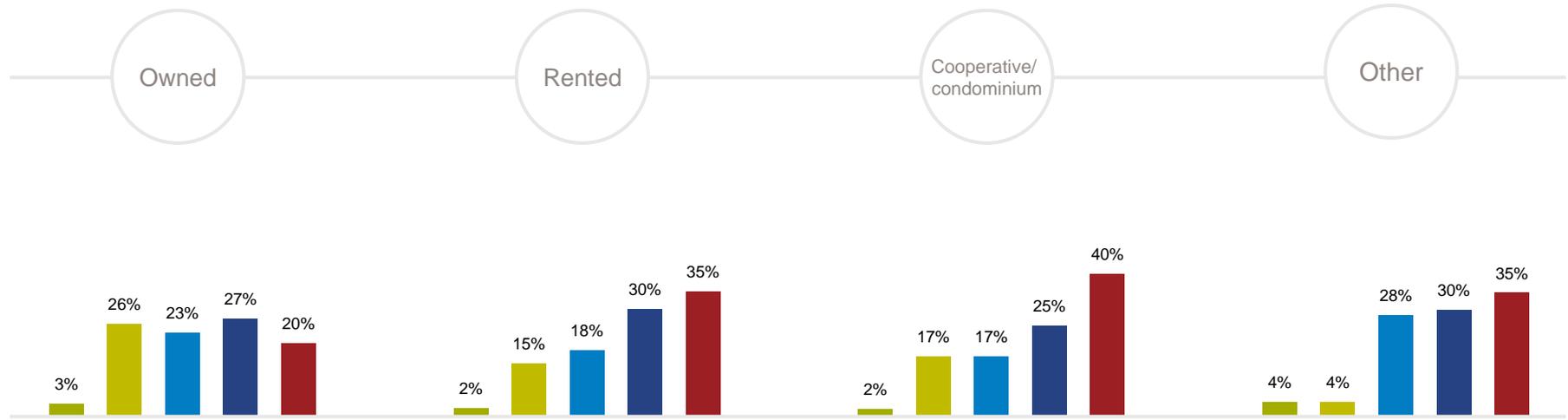
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Belgium



Residence owned or rented



Question: Is your main residence owned by you or your family or is it rented?



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

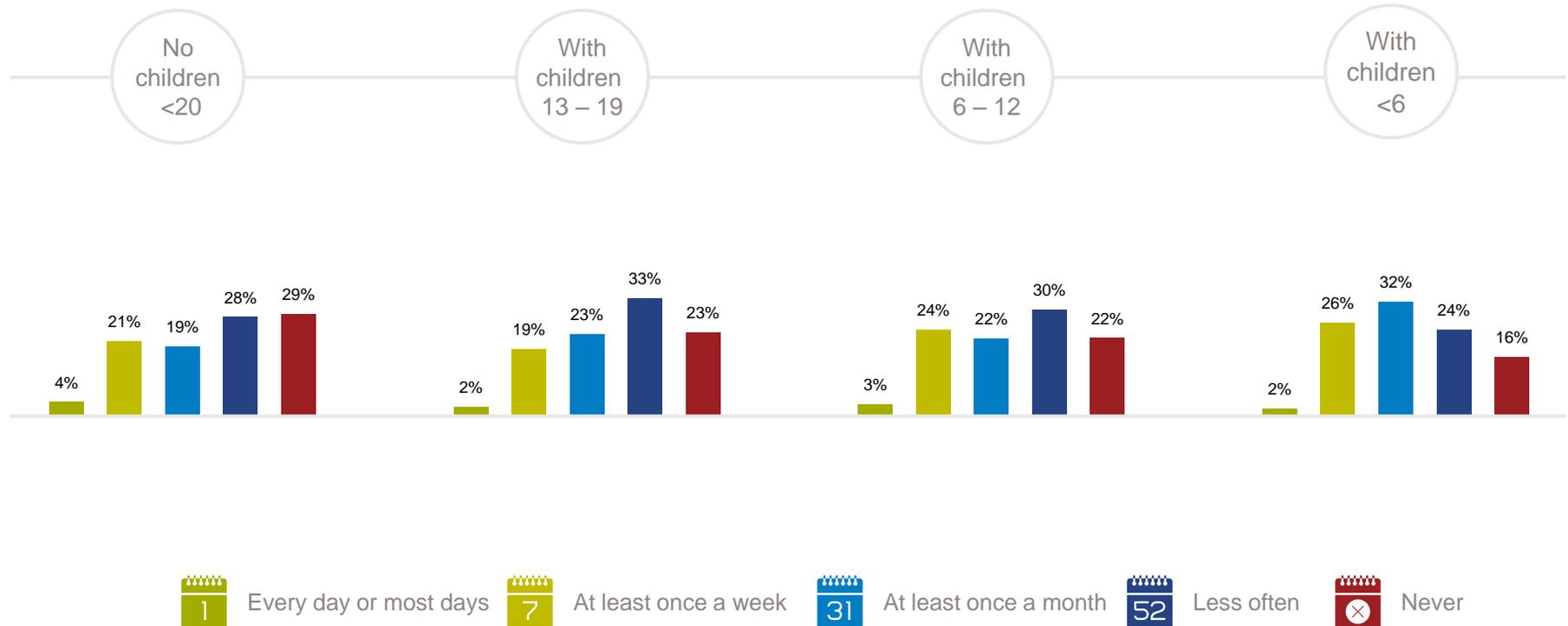
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Belgium



With or without children in household



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

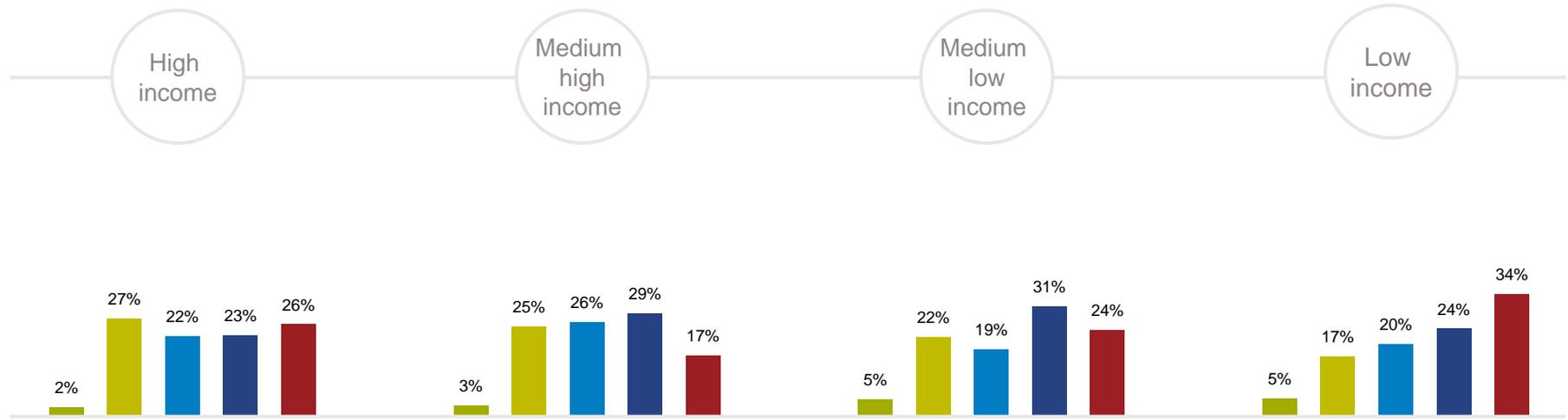
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Belgium



Income-groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Every day or most days



At least once a week



At least once a month



Less often

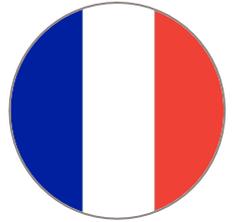


Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

France

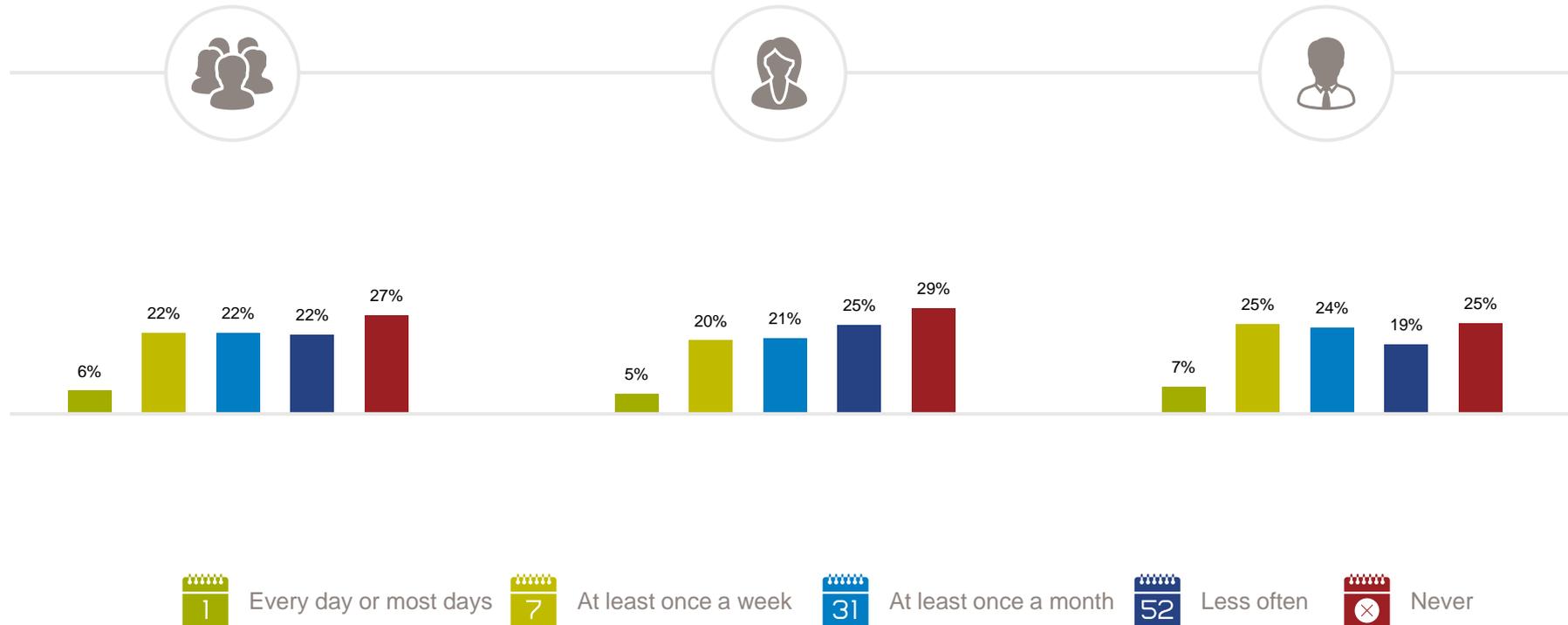


Frequency of gardening or yard work

Average across France



Total plus breakdown by gender



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

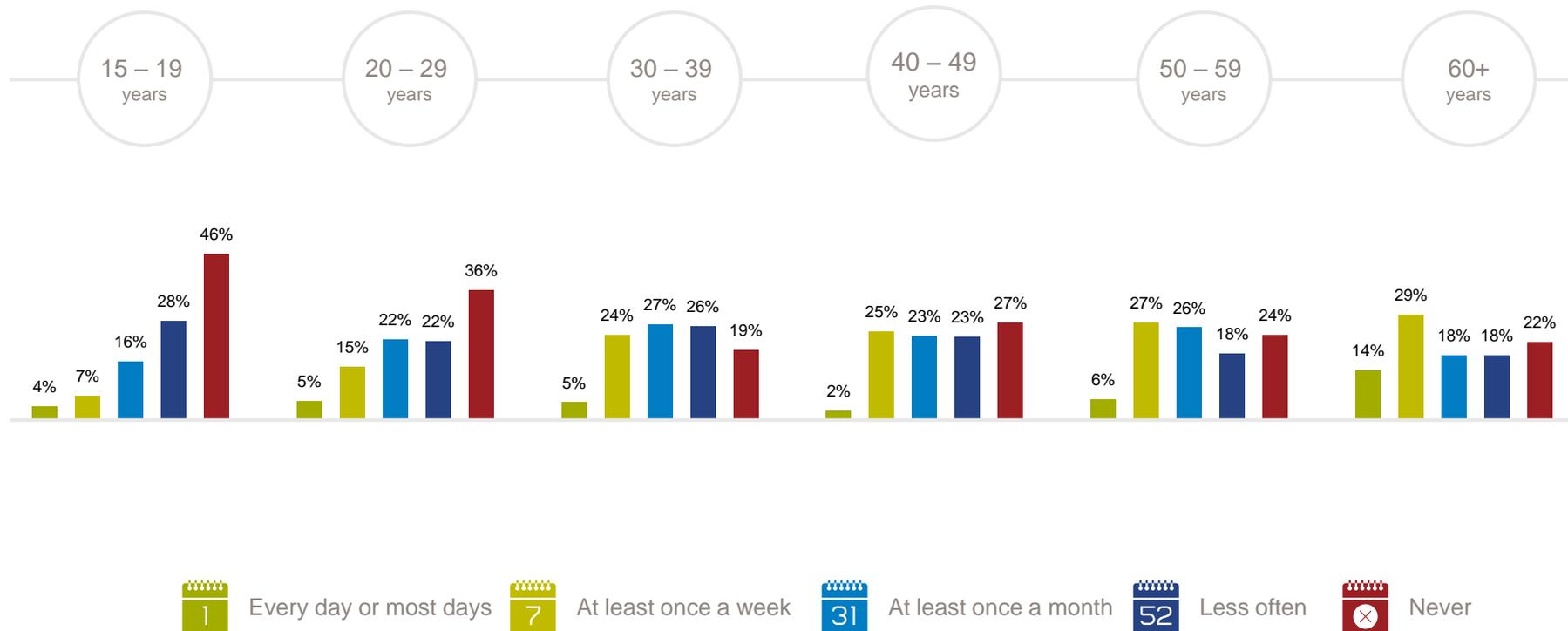
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across France



Age groups

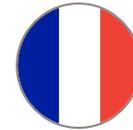


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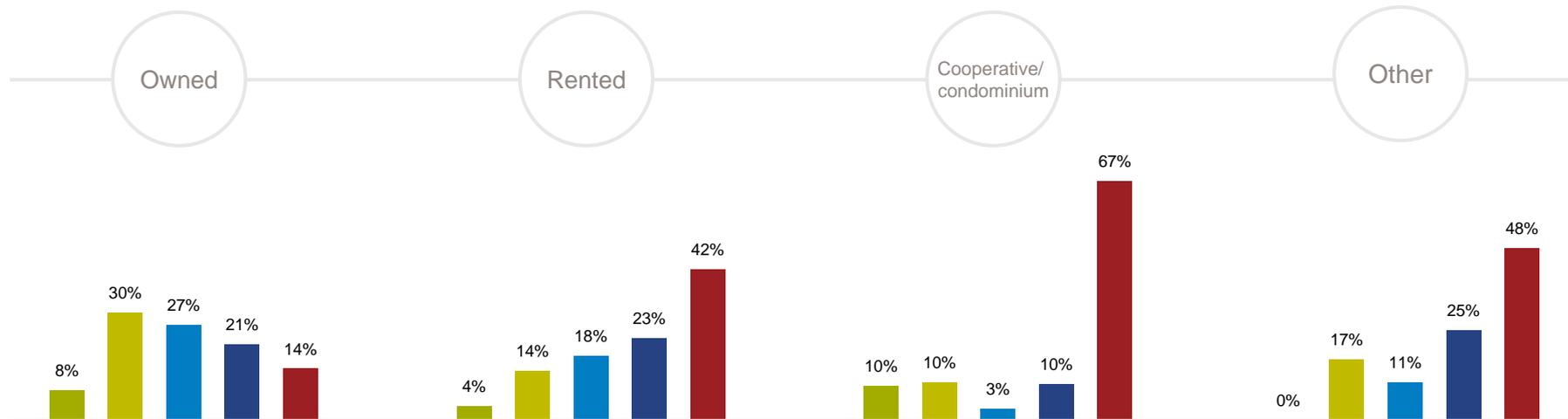
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across France



Residence owned or rented



Question: Is your main residence owned by you or your family or is it rented?



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

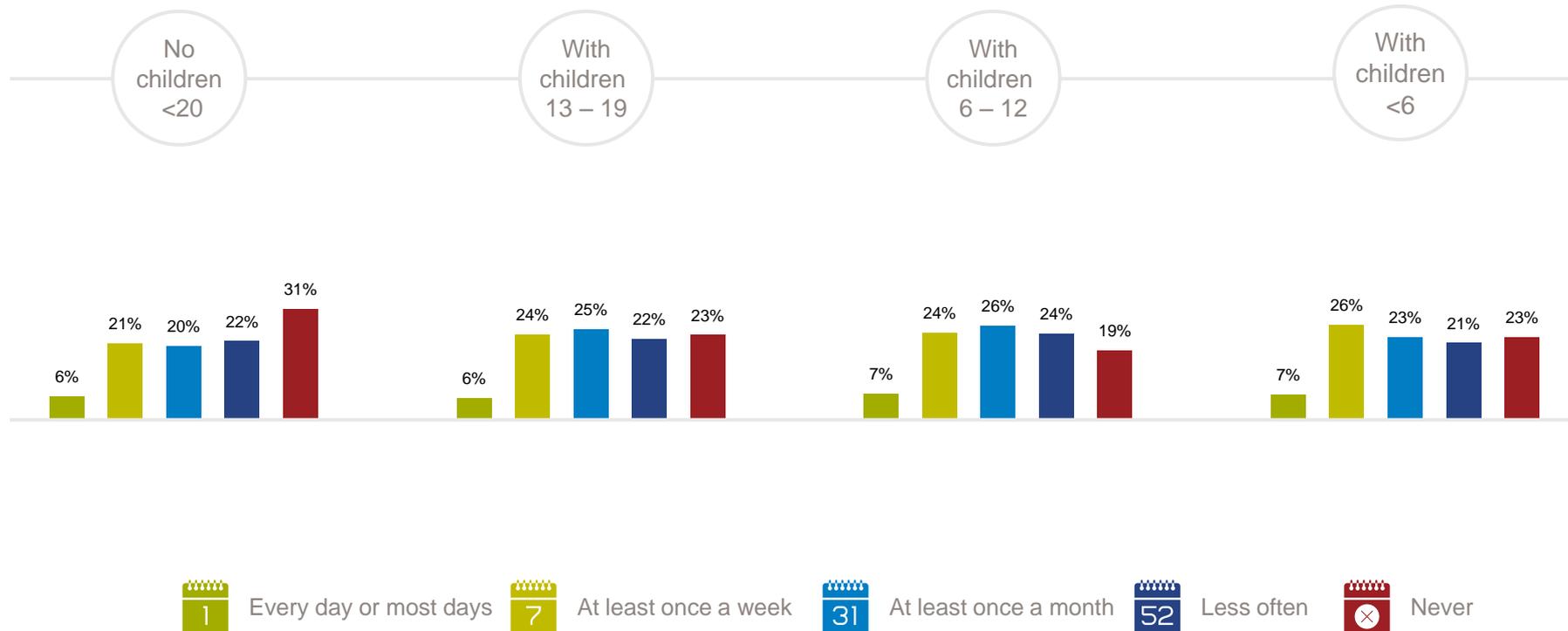
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across France



With or without children in household

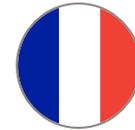


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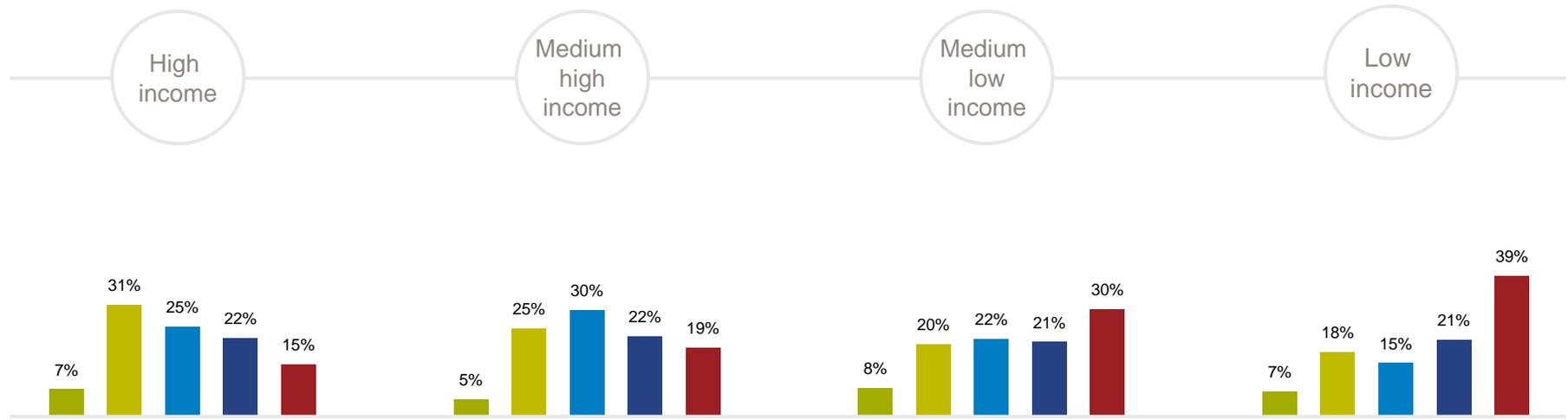
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across France



Income-groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

Germany

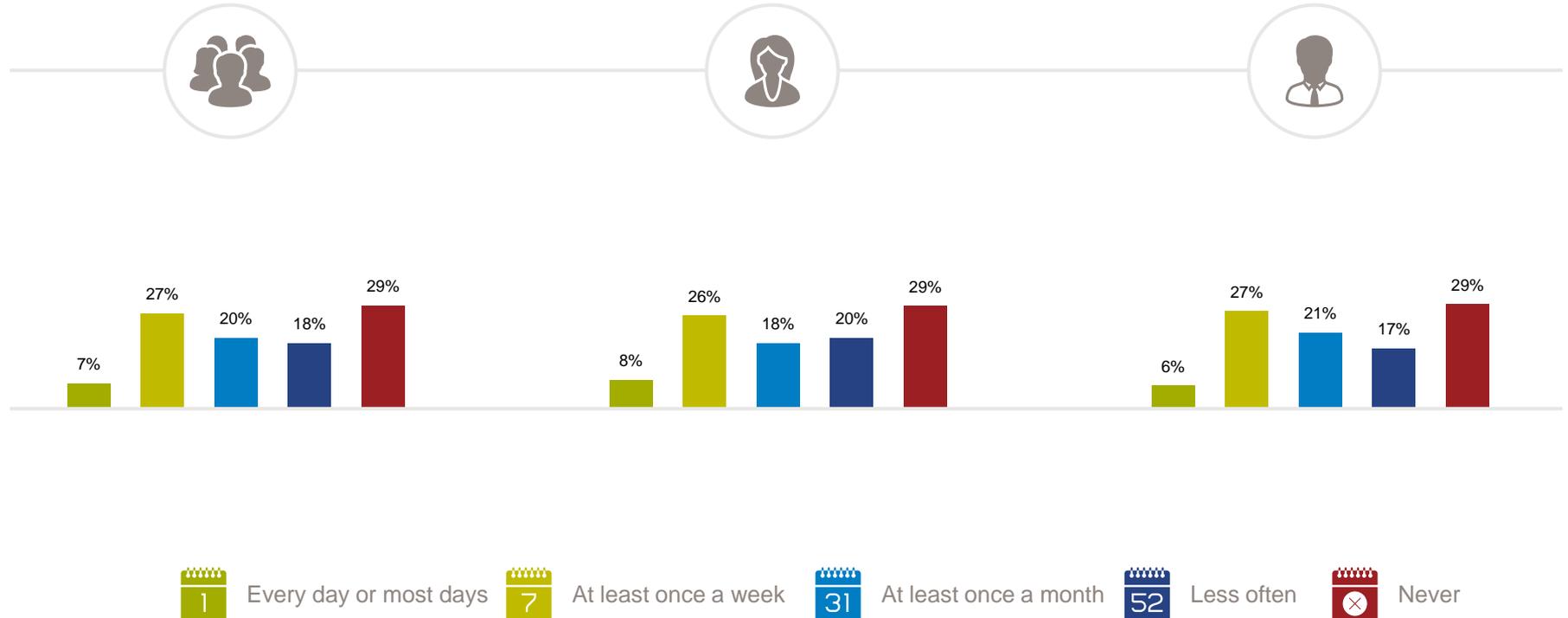


Frequency of gardening or yard work

Average across Germany



Total plus breakdown by gender



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

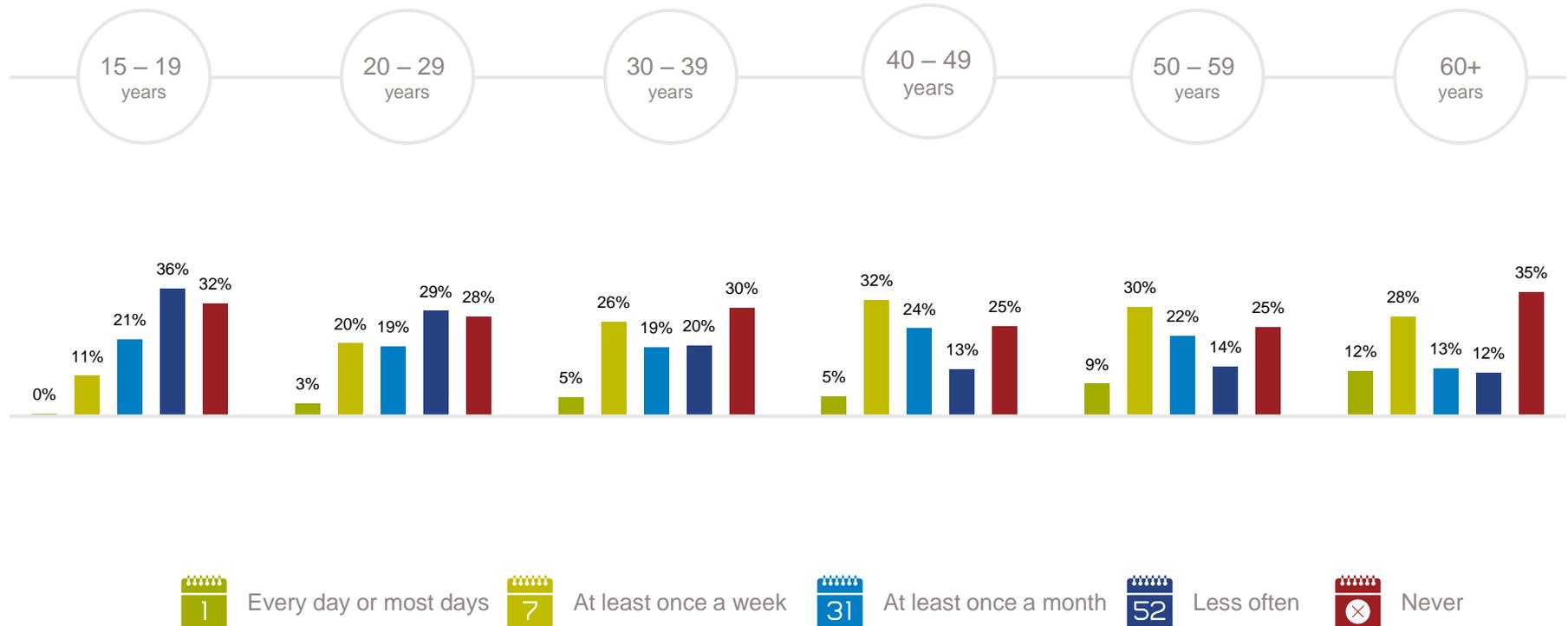
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Germany



Age groups



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

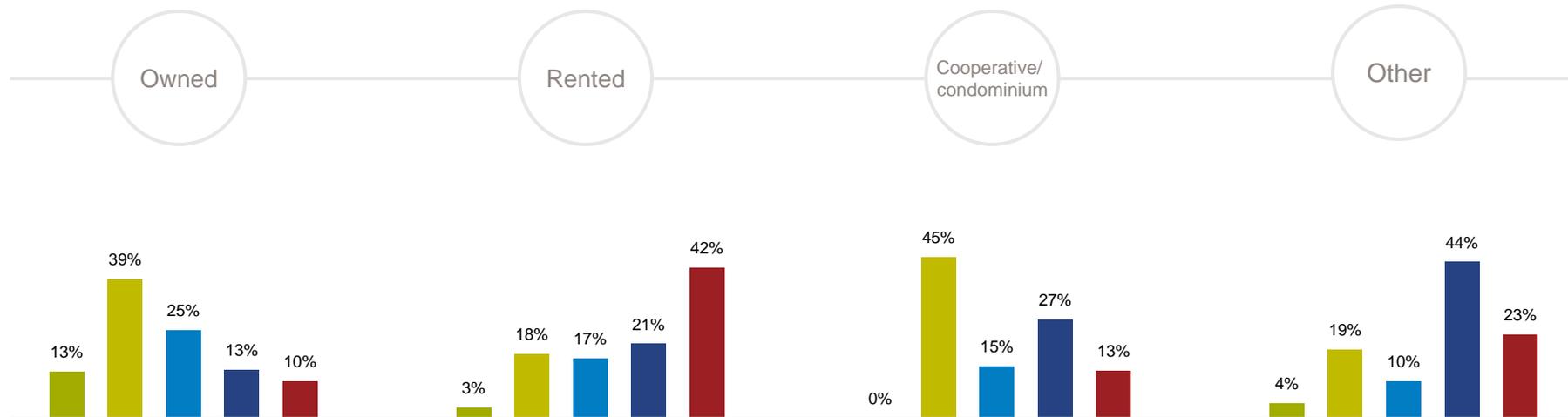
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Germany



Residence owned or rented



Question: Is your main residence owned by you or your family or is it rented?



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

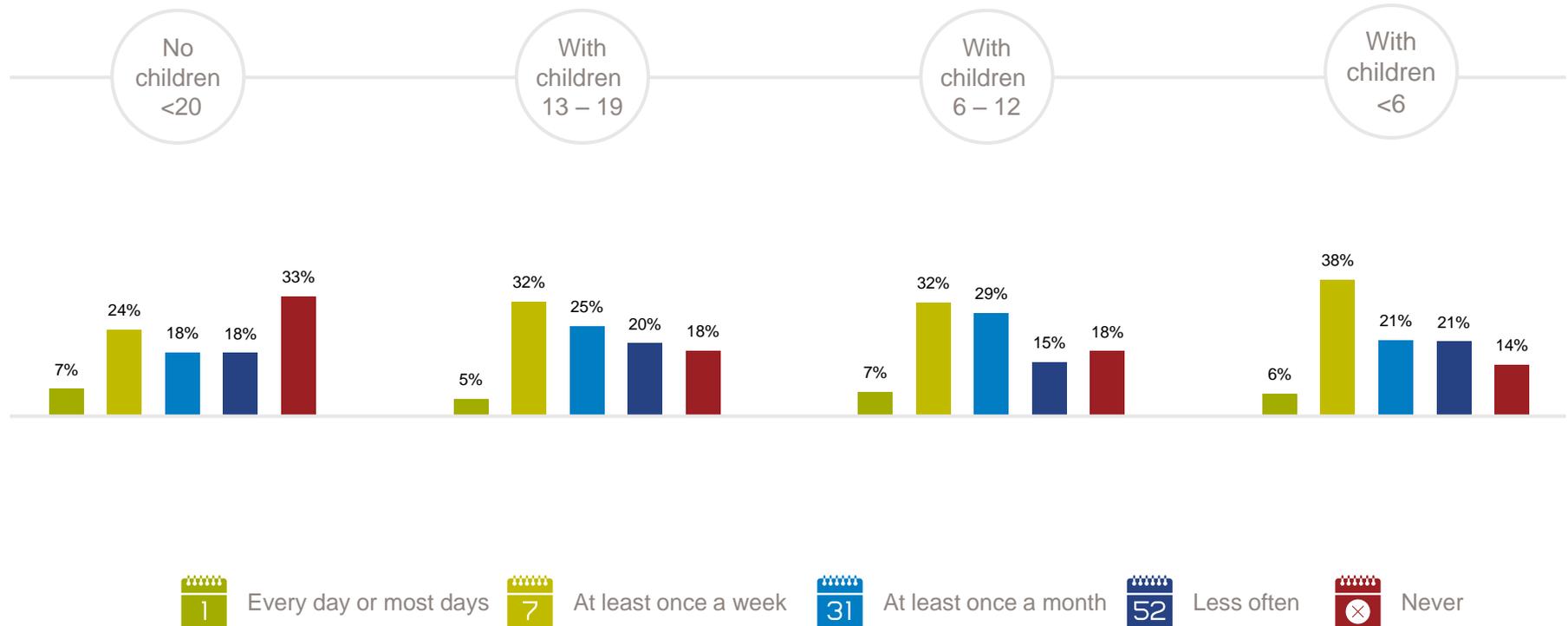
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Germany



With or without children in household



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

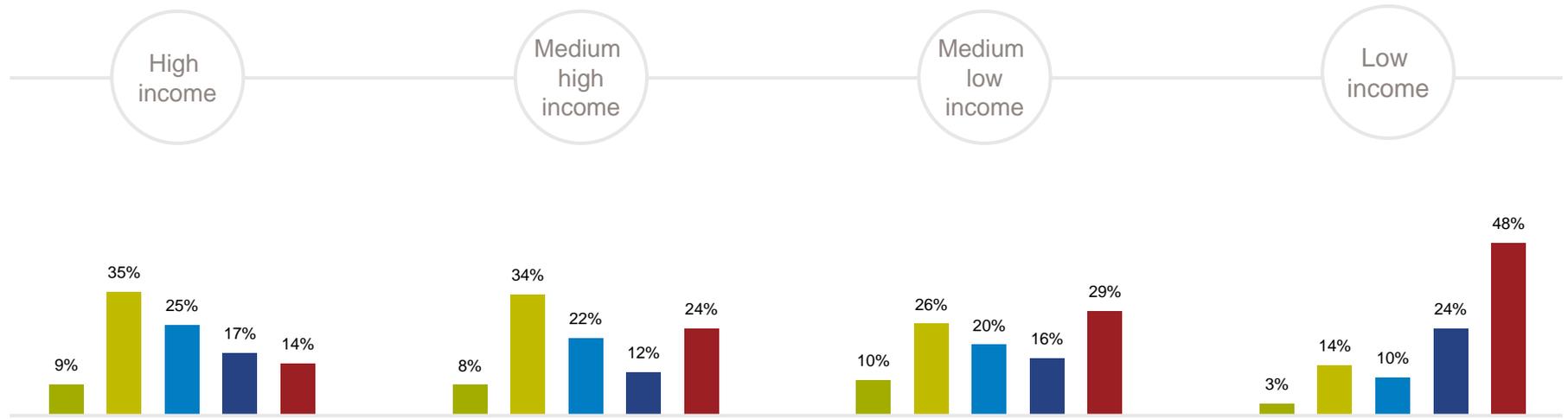
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Germany



Income-groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

Italy

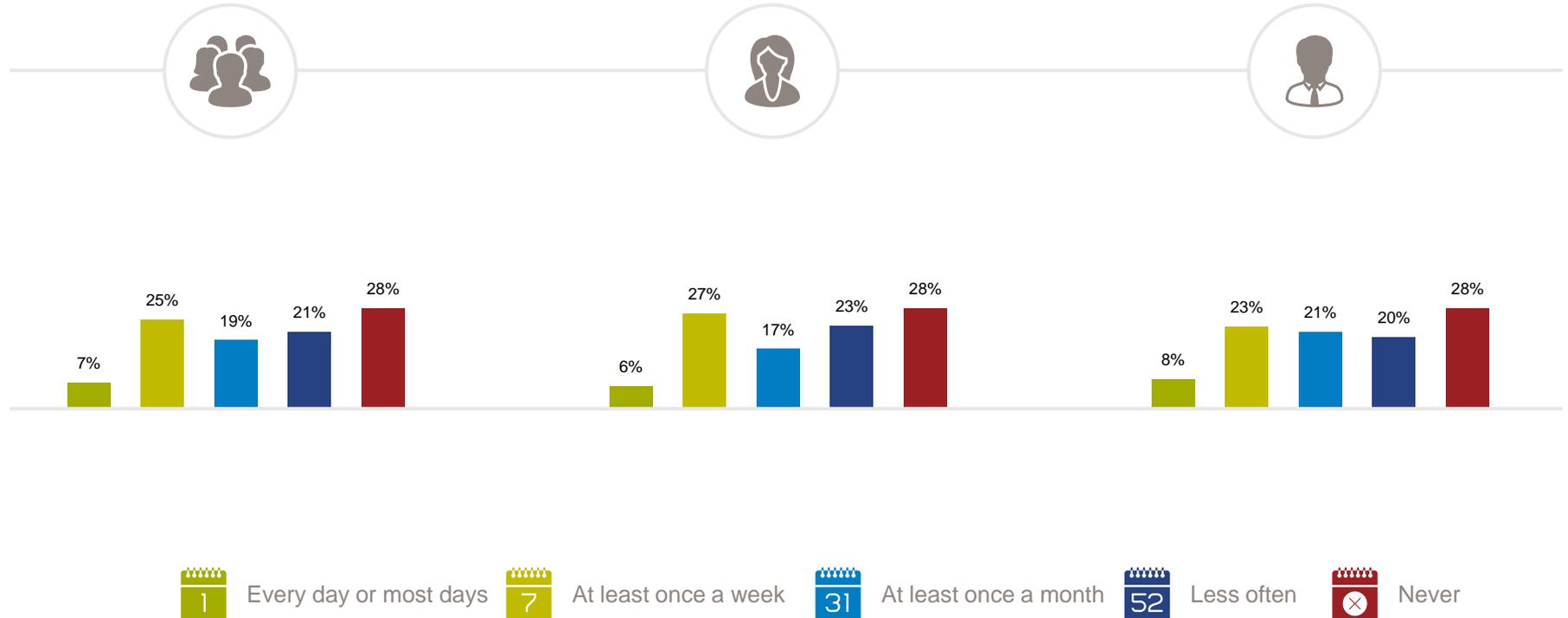


Frequency of gardening or yard work

Average across Italy



Total plus breakdown by gender



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

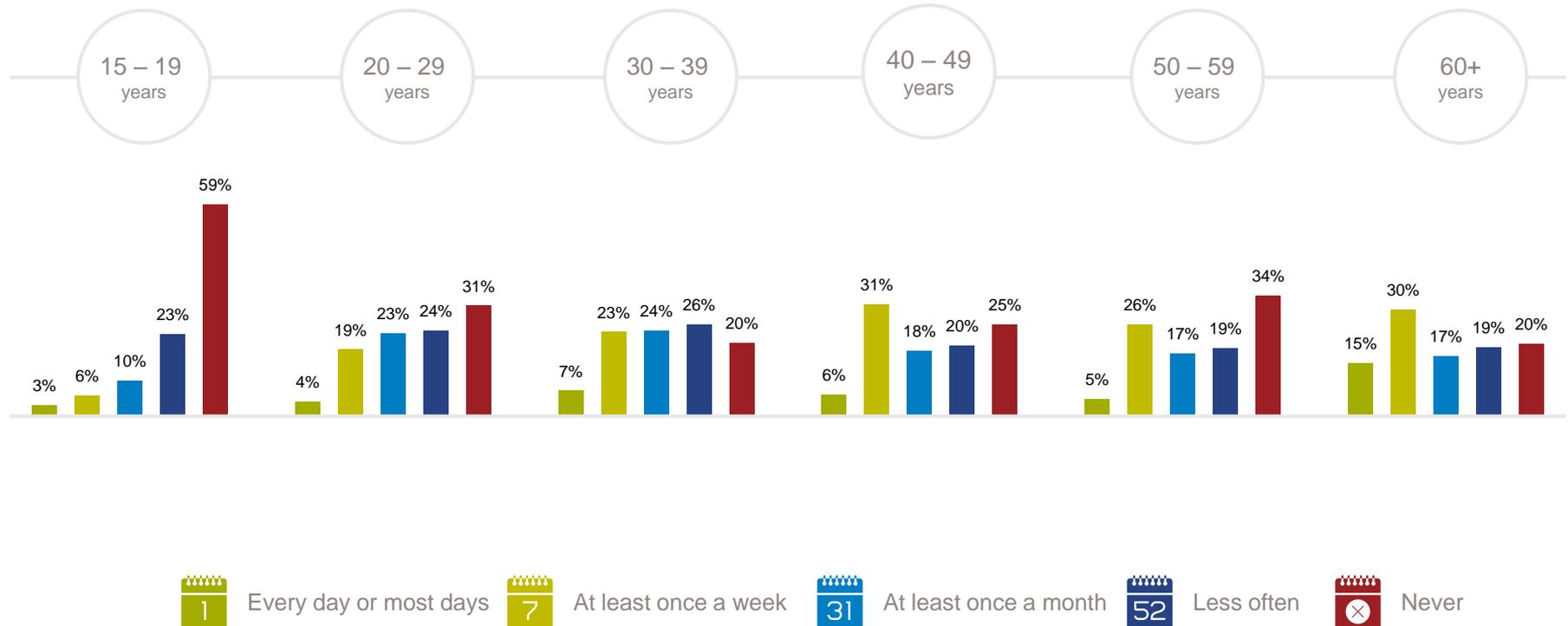
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Italy



Age groups



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

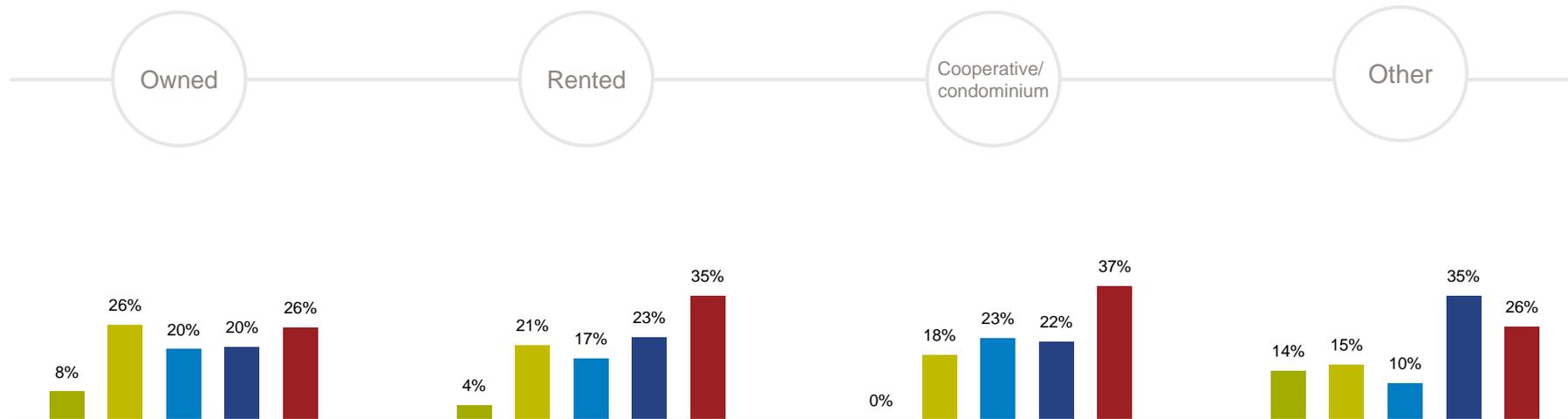
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Italy



Residence owned or rented



Question: Is your main residence owned by you or your family or is it rented?



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

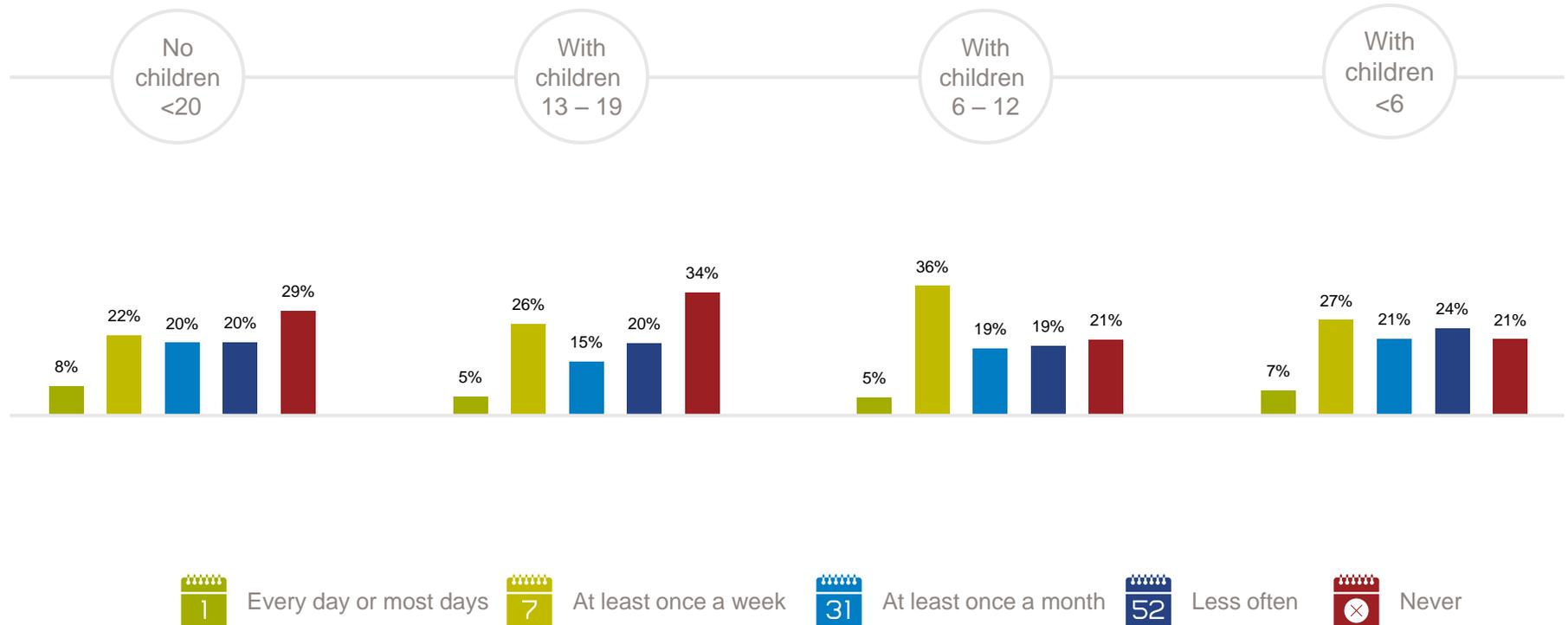
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Italy



With or without children in household



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

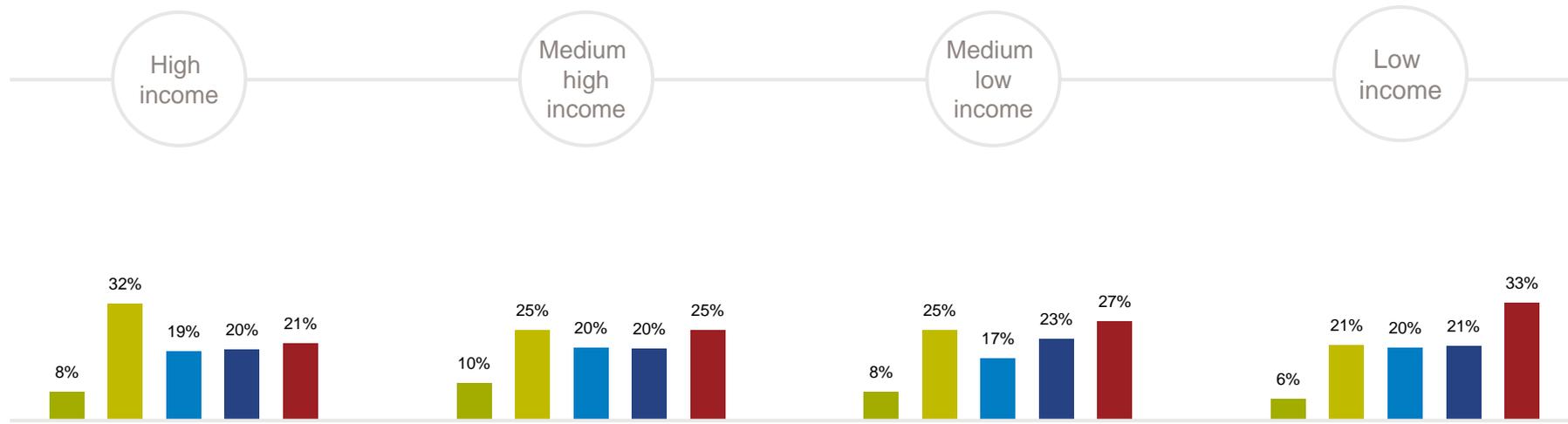
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Italy



Income-groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Every day or most days



At least once a week



At least once a month



Less often

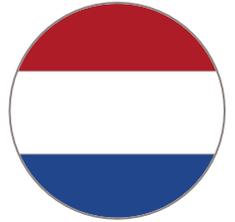


Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

Netherlands

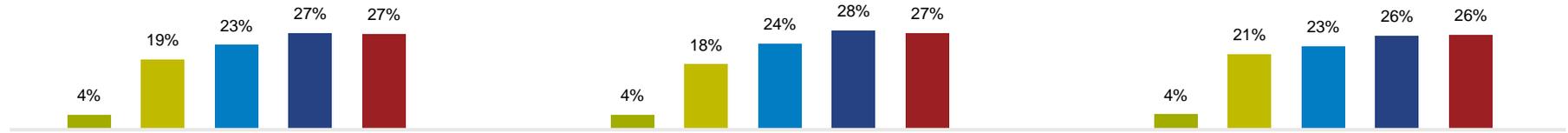


Frequency of gardening or yard work

Average across the Netherlands



Total plus breakdown by gender



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

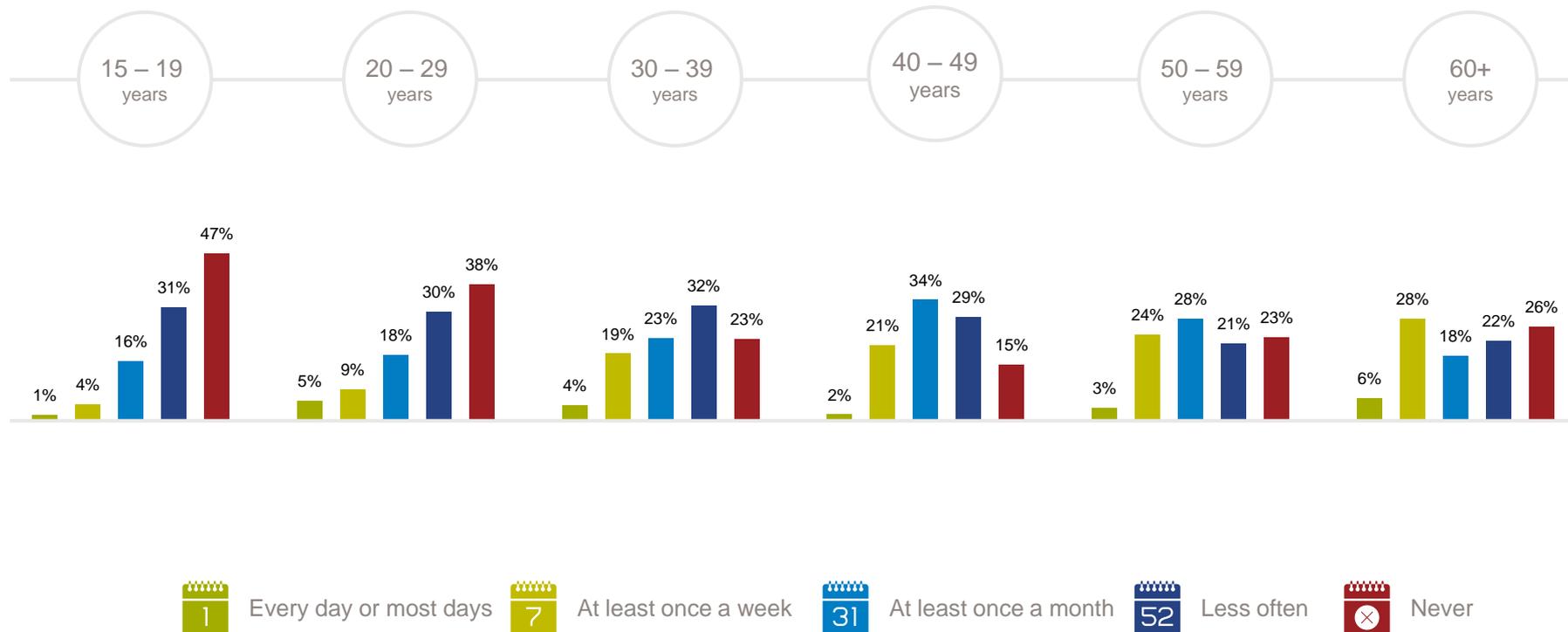
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across the Netherlands



Age groups



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

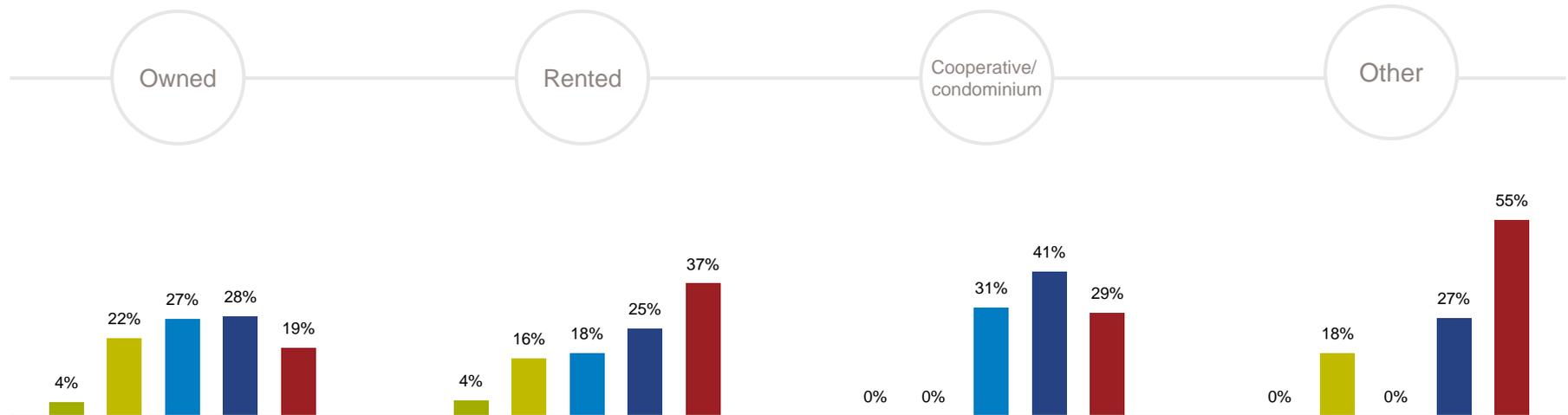
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across the Netherlands



Residence owned or rented



Question: Is your main residence owned by you or your family or is it rented?



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across the Netherlands



With or without children in household



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

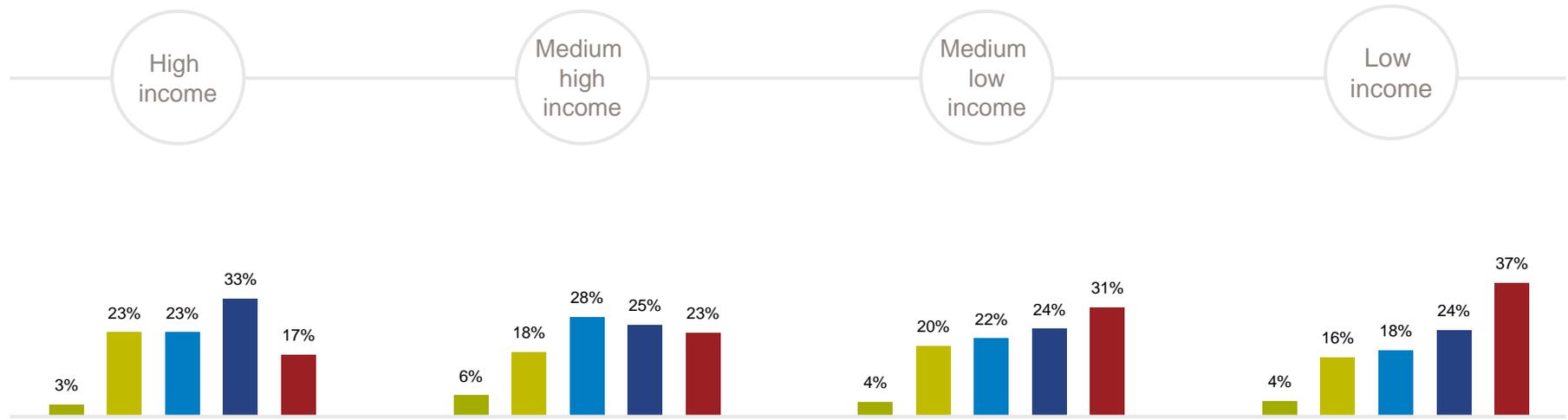
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across the Netherlands



Income-groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

Russia

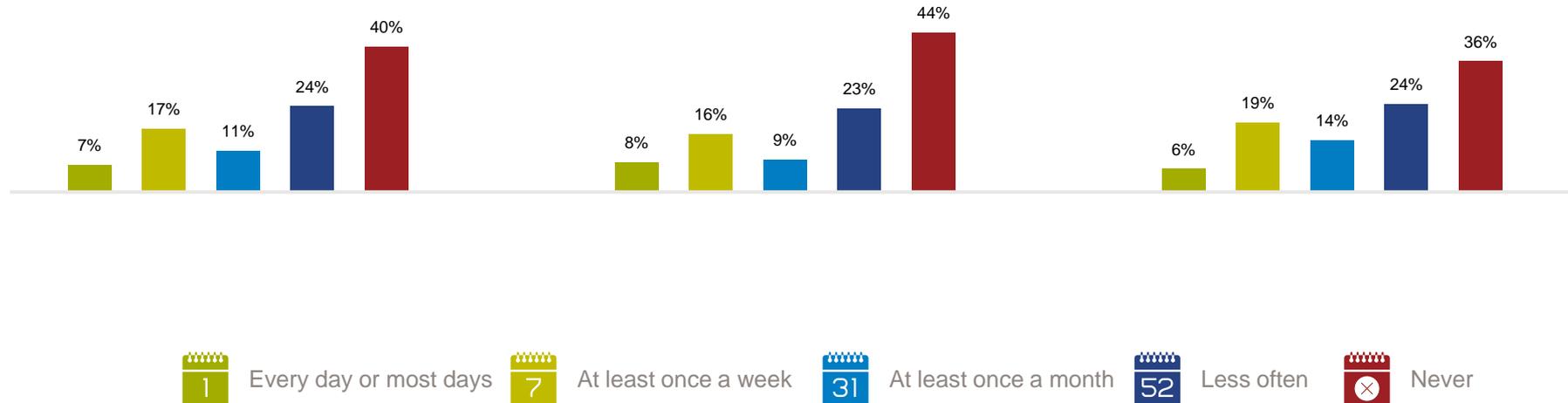


Frequency of gardening or yard work

Average across Russia



Total plus breakdown by gender



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

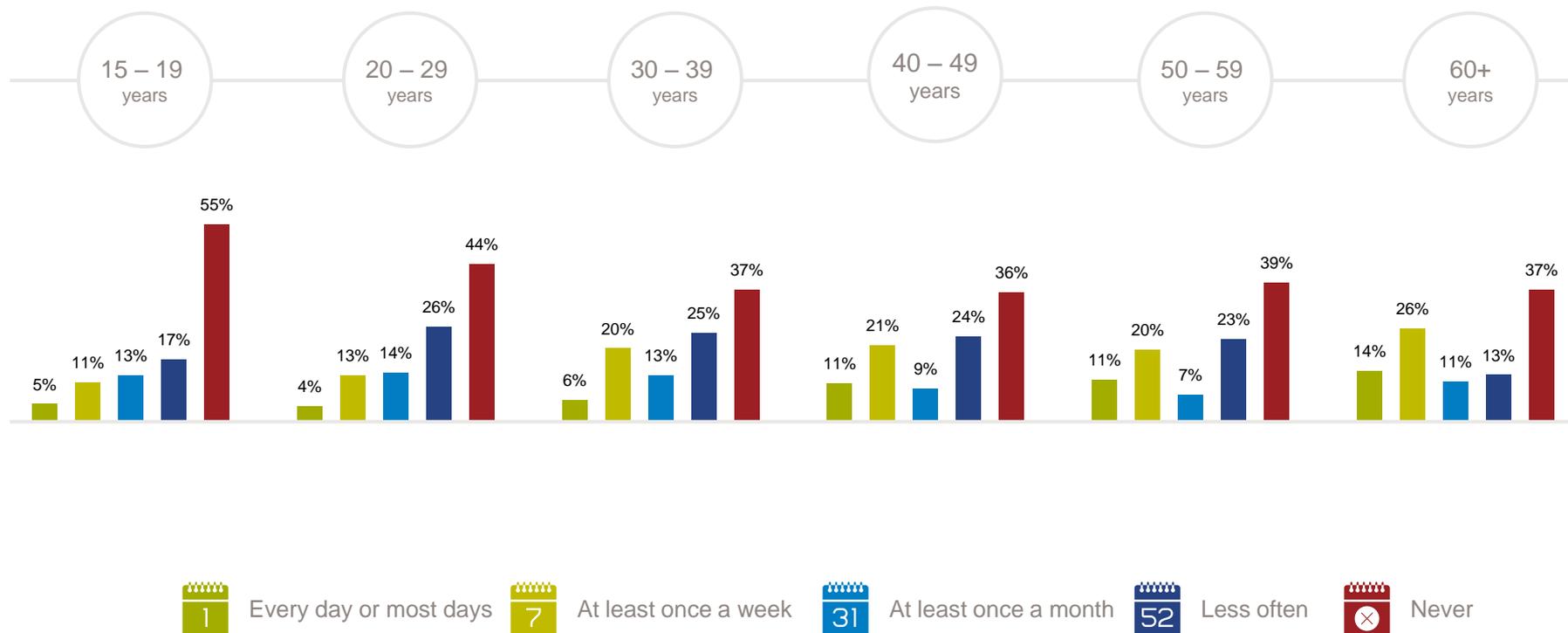
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Russia



Age groups



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

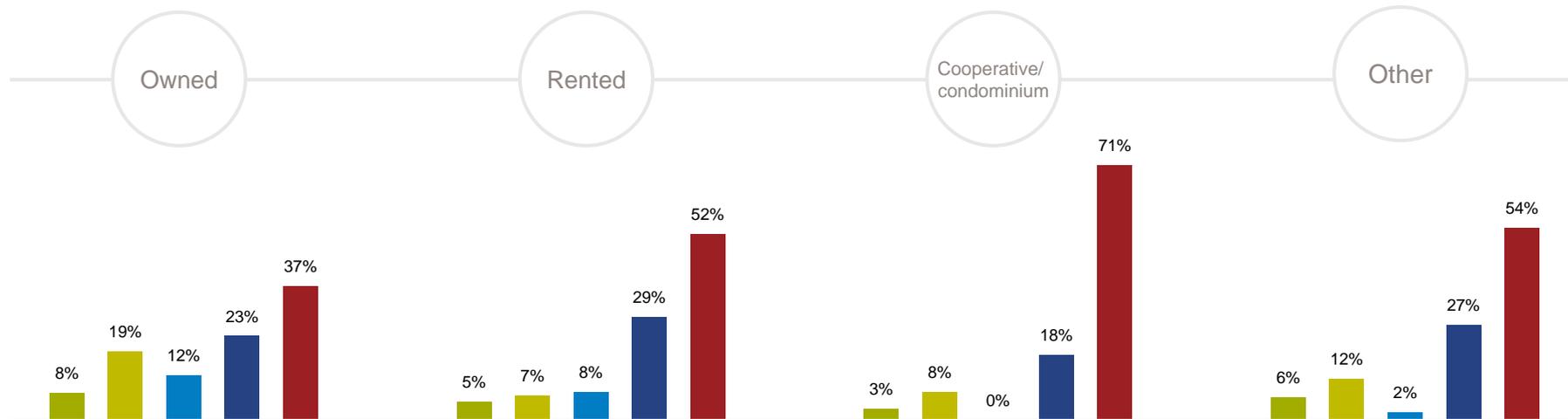
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Russia



Residence owned or rented



Question: Is your main residence owned by you or your family or is it rented?



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

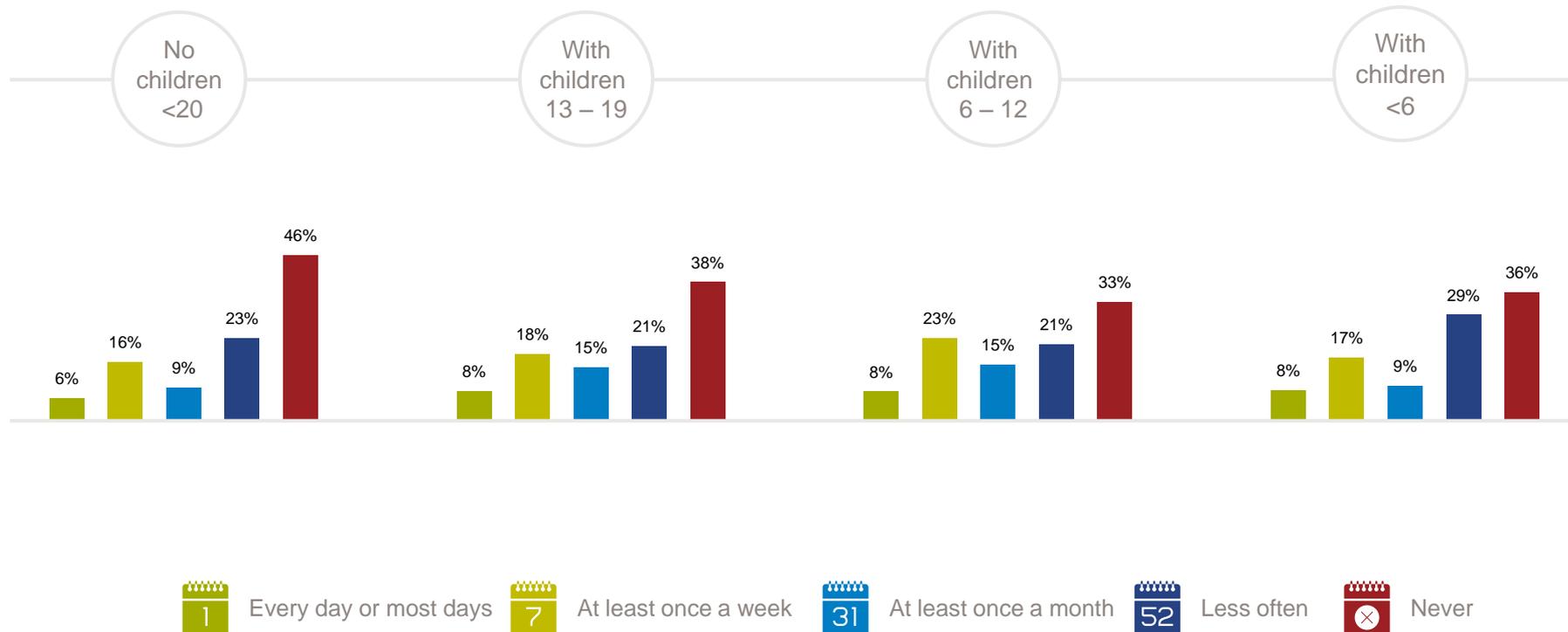
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Russia



With or without children in household



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

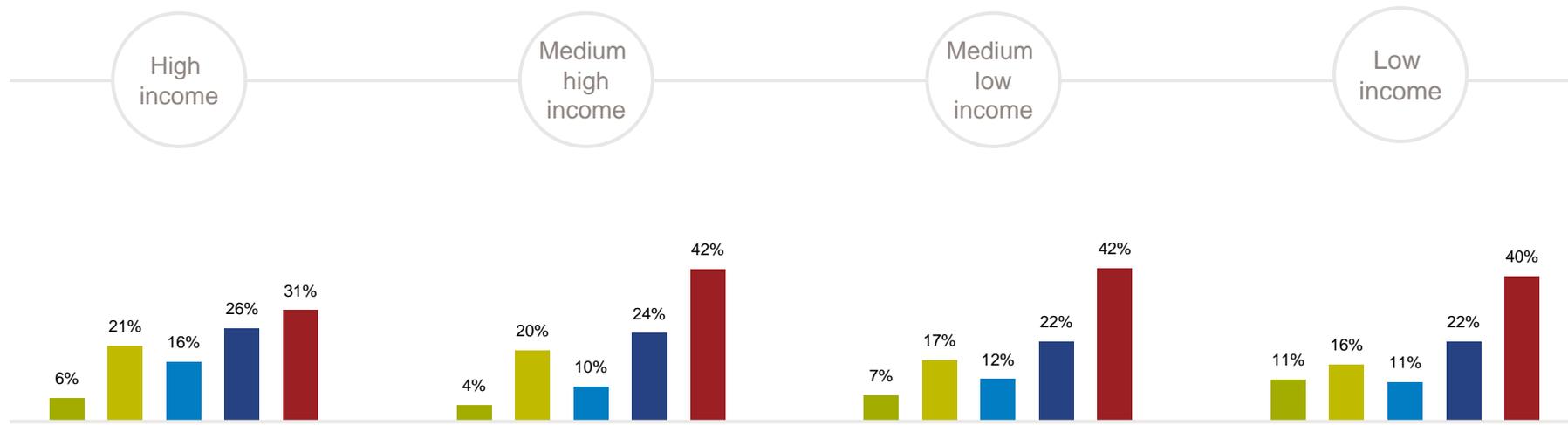
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Russia



Income-groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

Spain

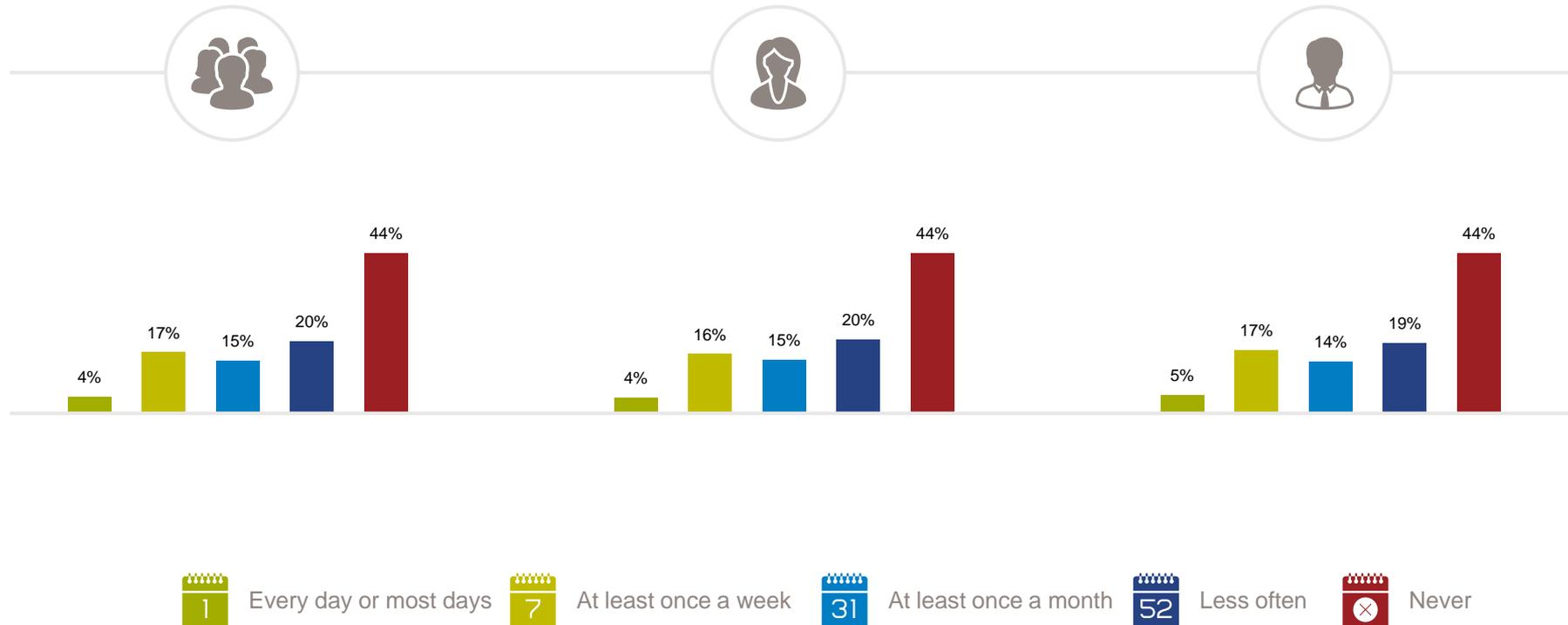


Frequency of gardening or yard work

Average across Spain



Total plus breakdown by gender



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

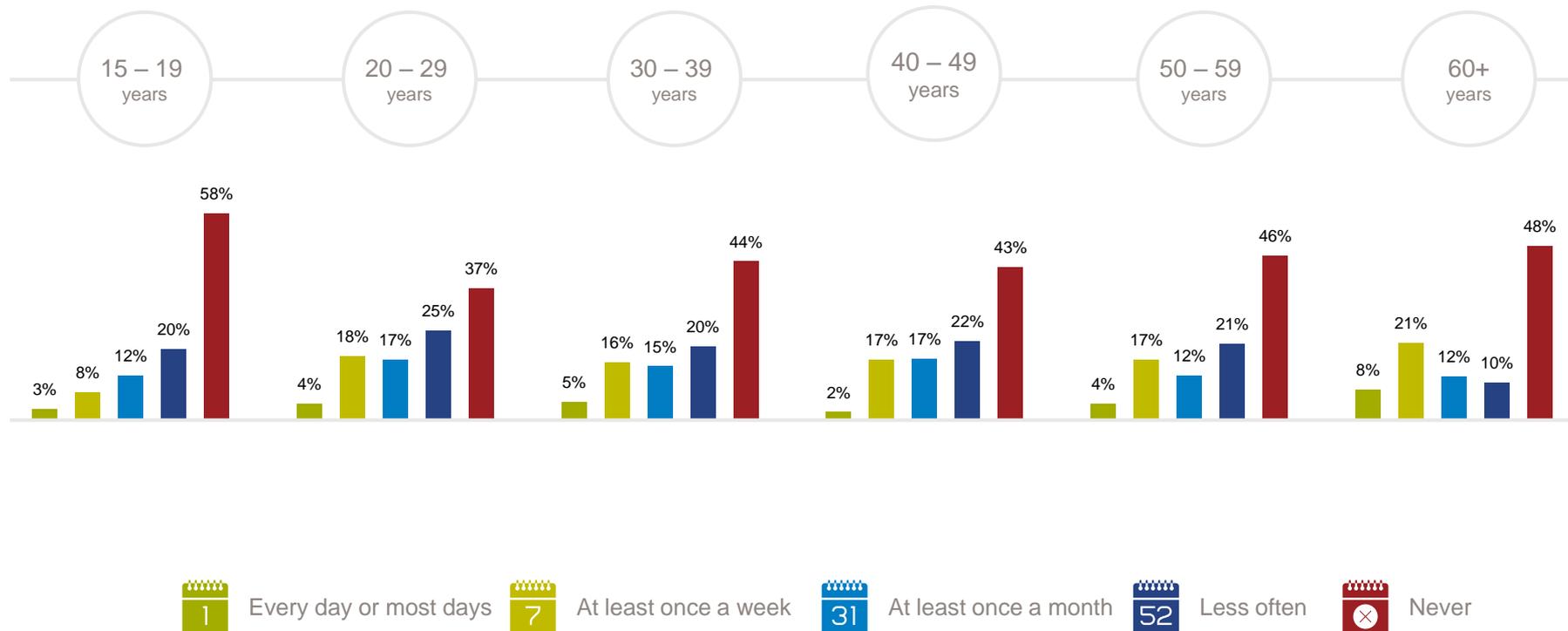
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Spain



Age groups



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

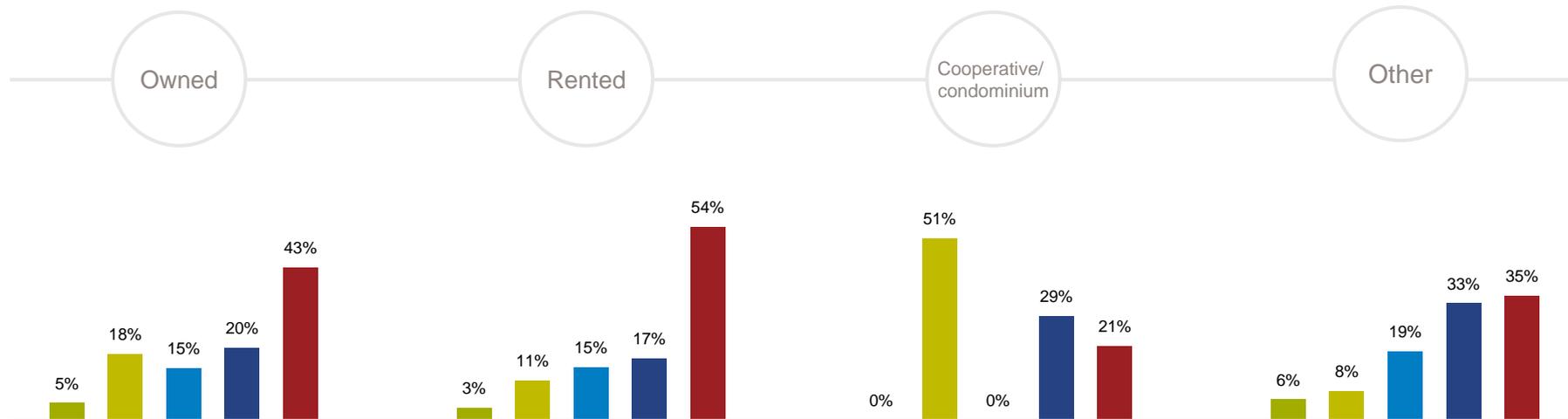
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Spain



Residence owned or rented



Question: Is your main residence owned by you or your family or is it rented?



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

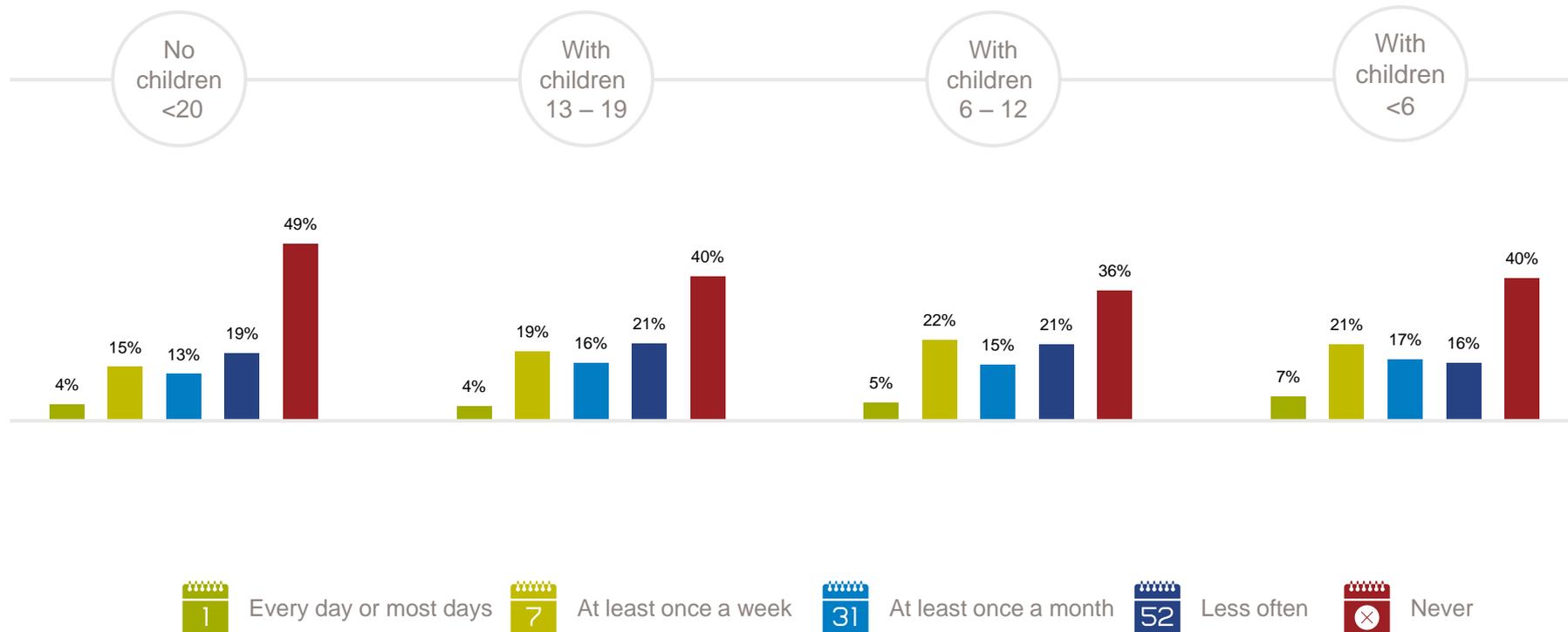
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Spain



With or without children in household



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

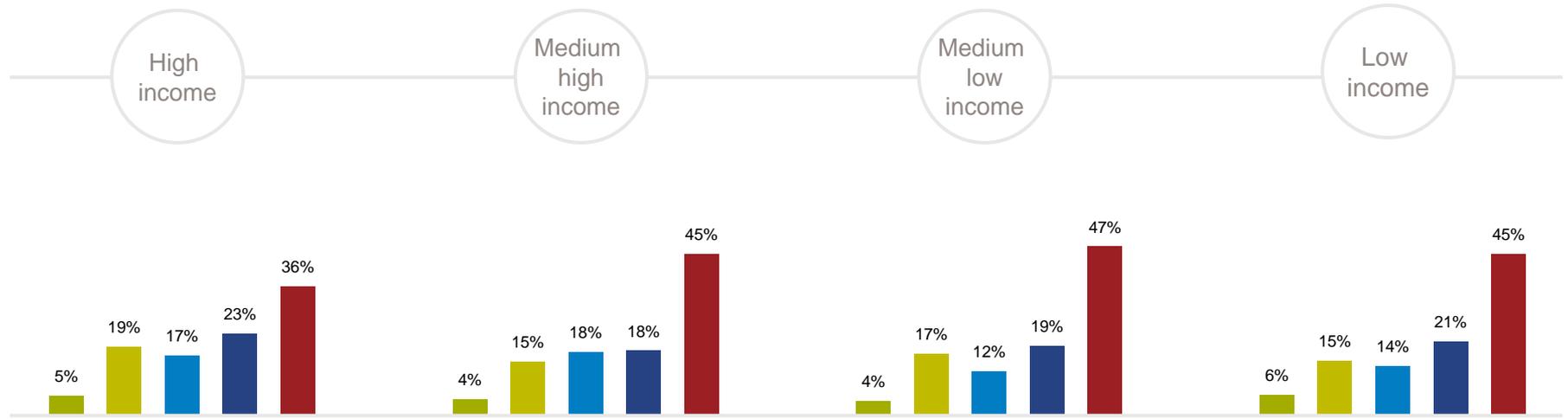
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Spain



Income-groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

United Kingdom

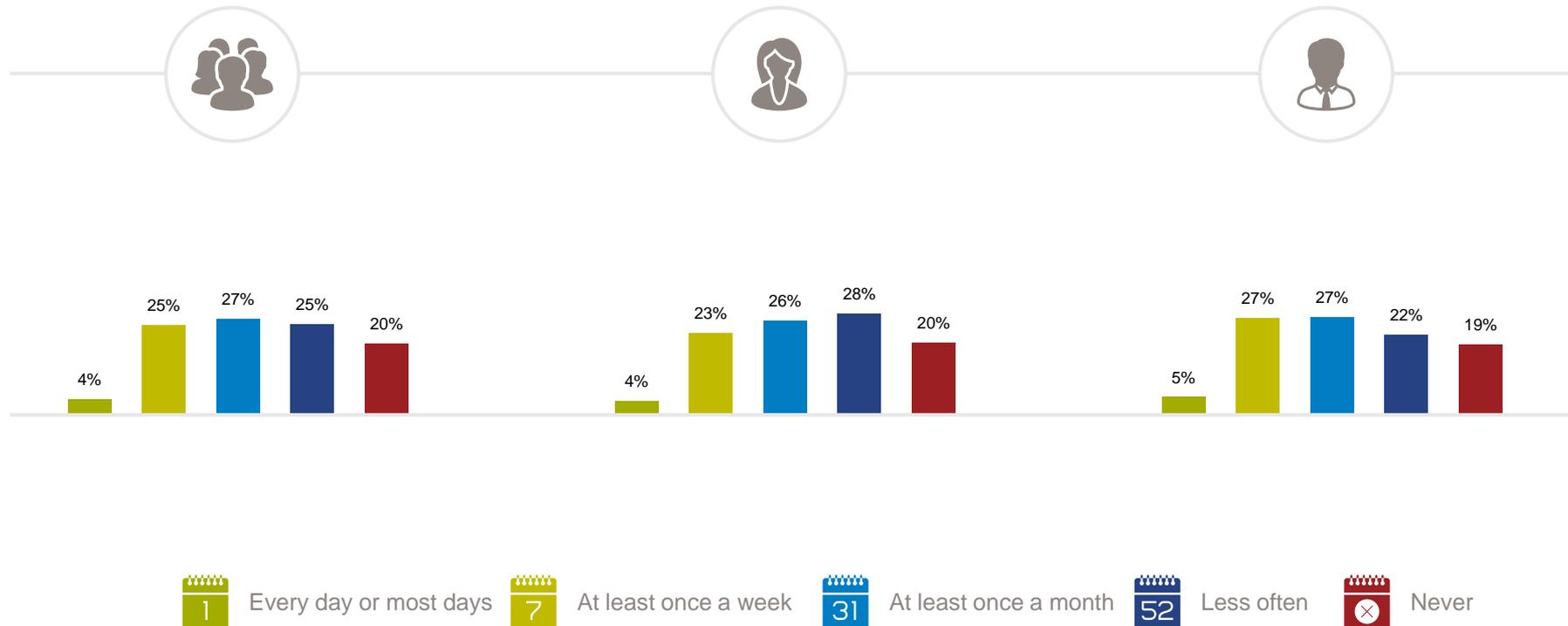


Frequency of gardening or yard work

Average across the UK



Total plus breakdown by gender



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

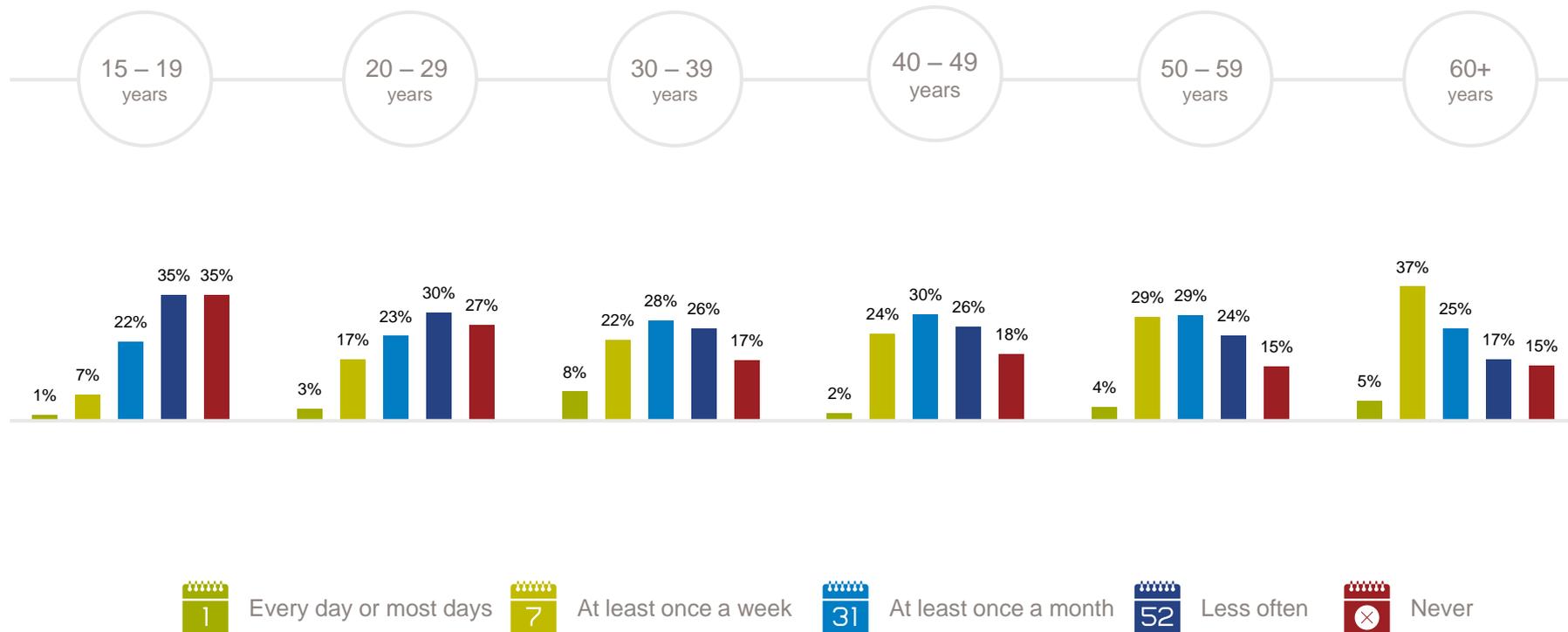
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across the UK



Age groups



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

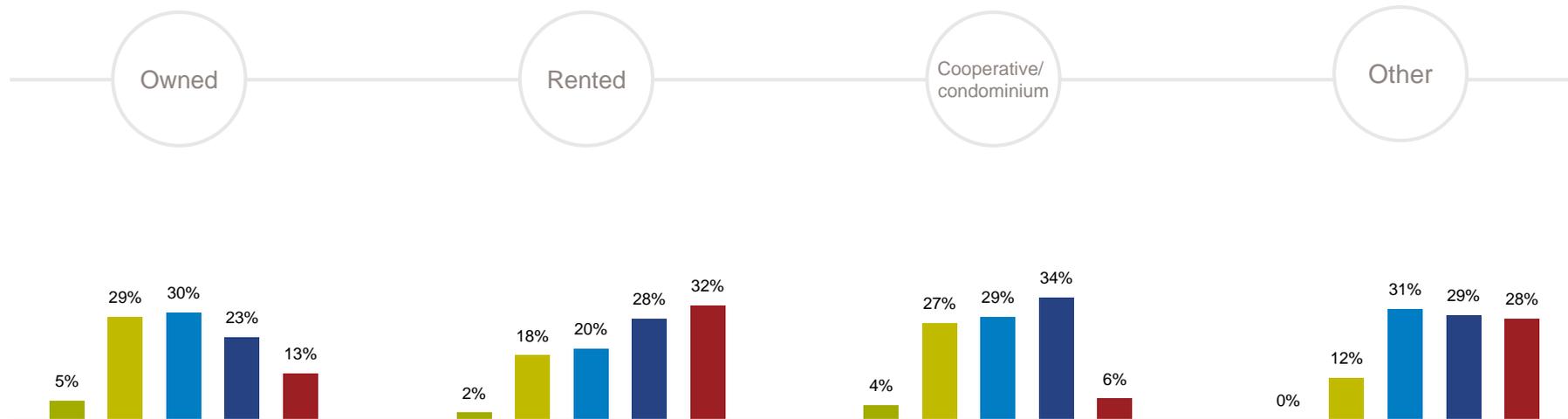
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across the UK



Residence owned or rented



Question: Is your main residence owned by you or your family or is it rented?



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

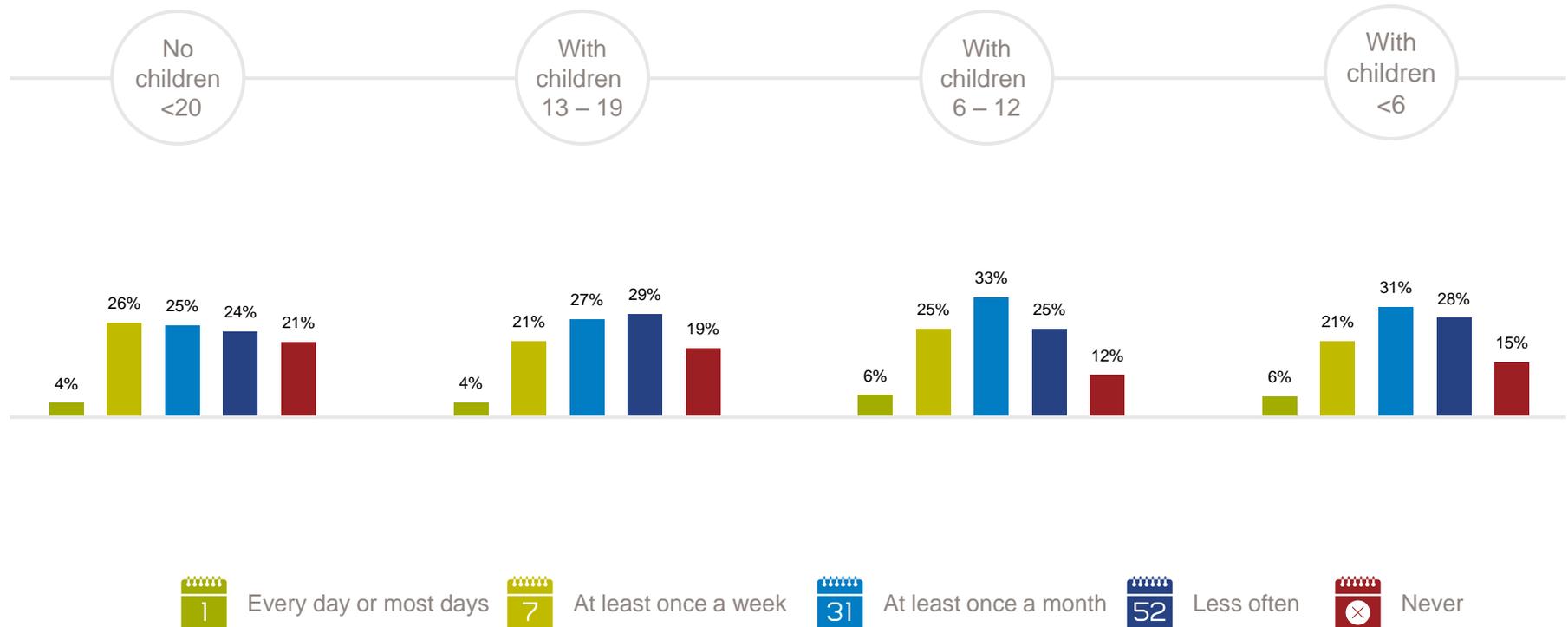
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across the UK



With or without children in household



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

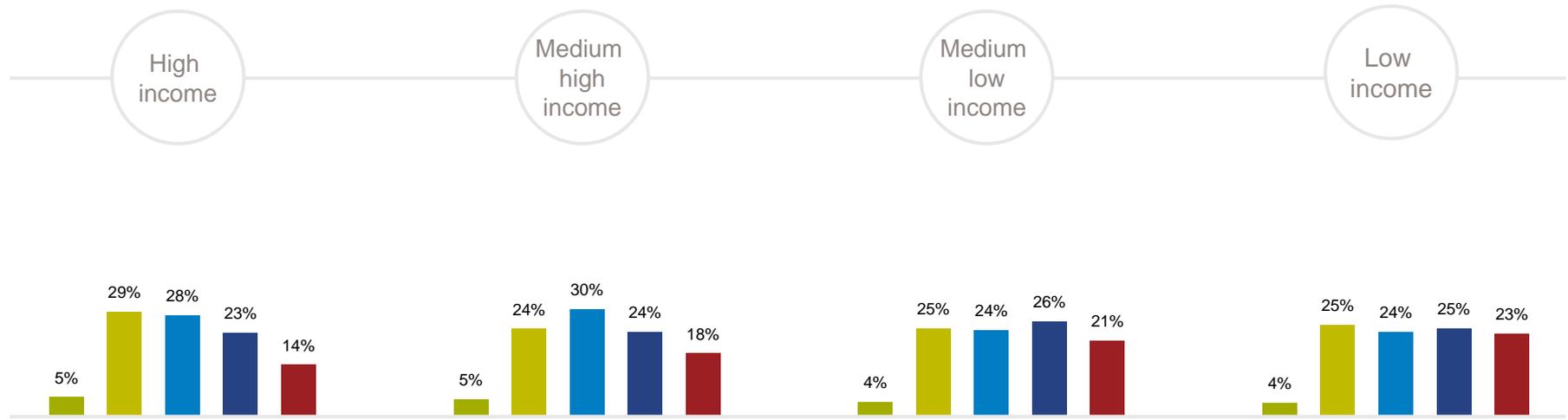
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across the UK



Income-groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

Country results – North America

Canada

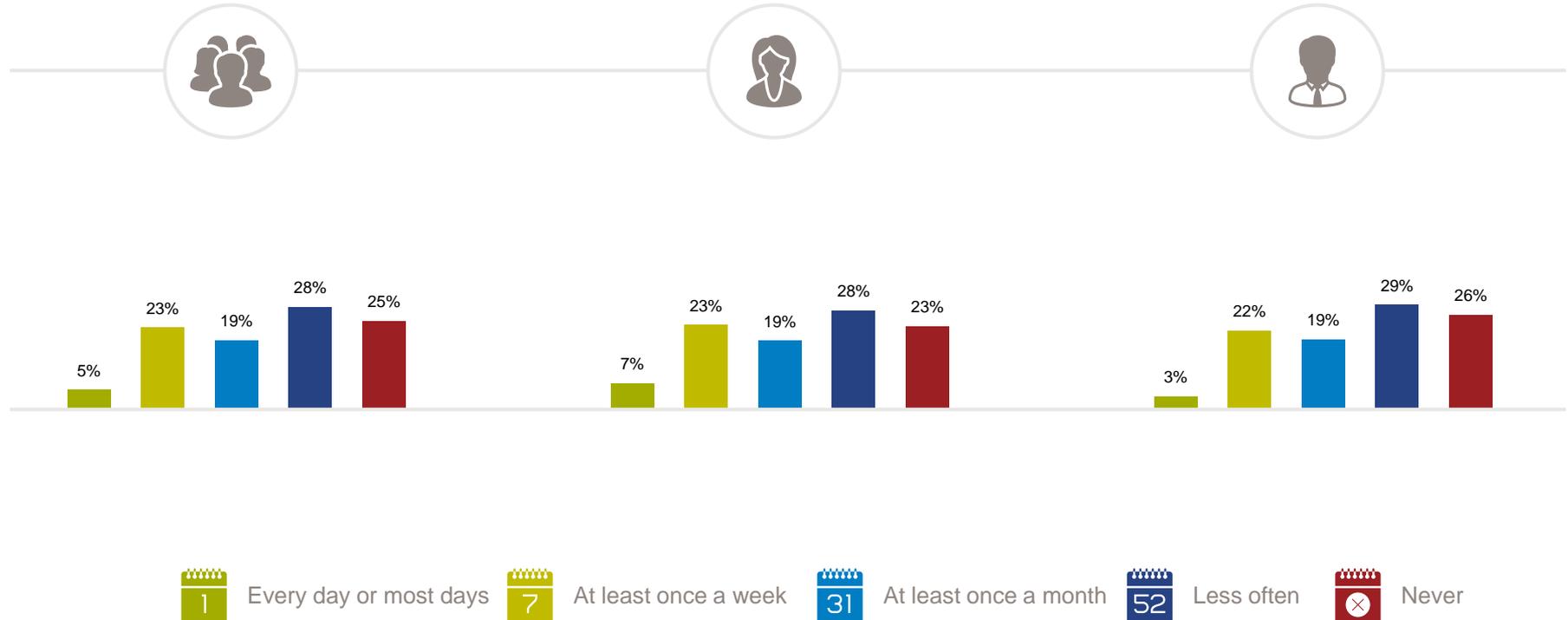


Frequency of gardening or yard work

Average across Canada



Total plus breakdown by gender



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

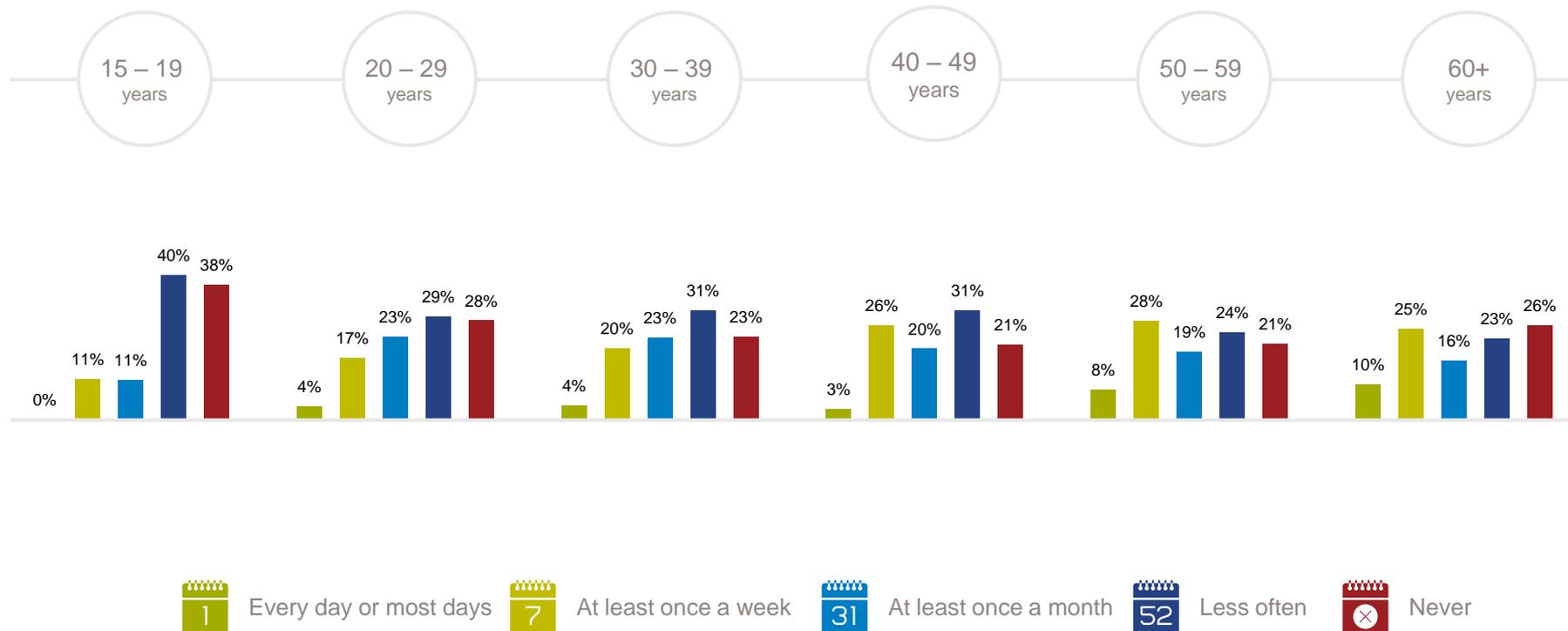
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Canada



Age groups



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

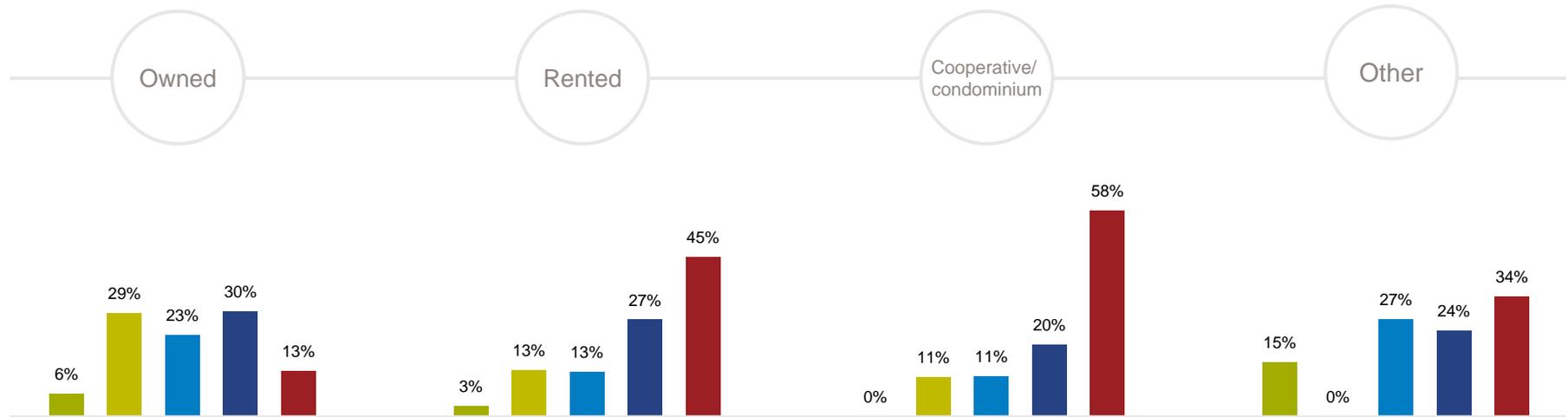
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Canada



Residence owned or rented



Question: Is your main residence owned by you or your family or is it rented?



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

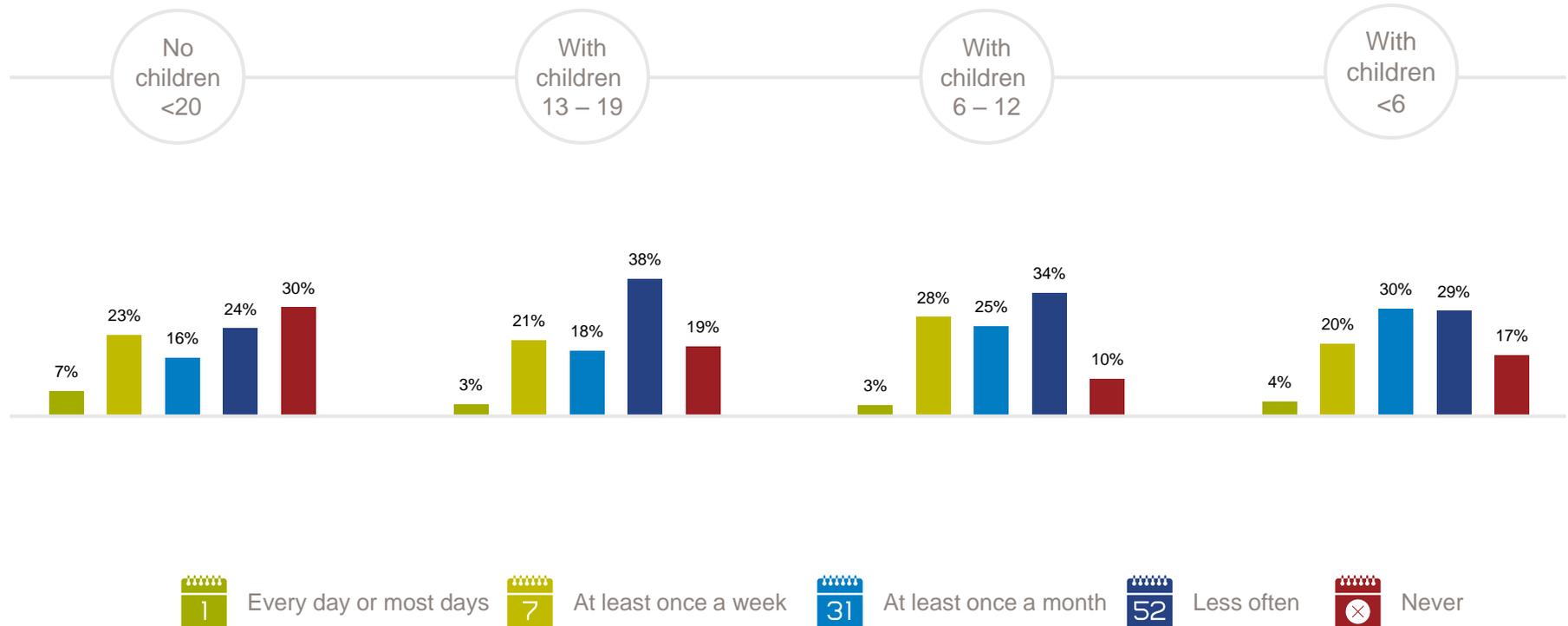
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Canada



With or without children in household



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

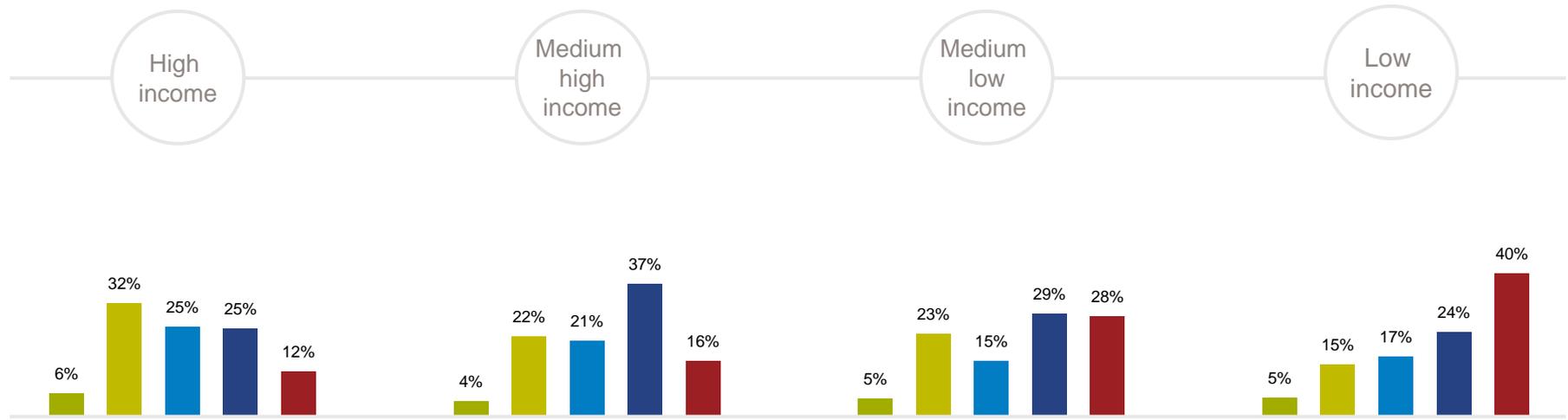
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Canada



Income-groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

USA

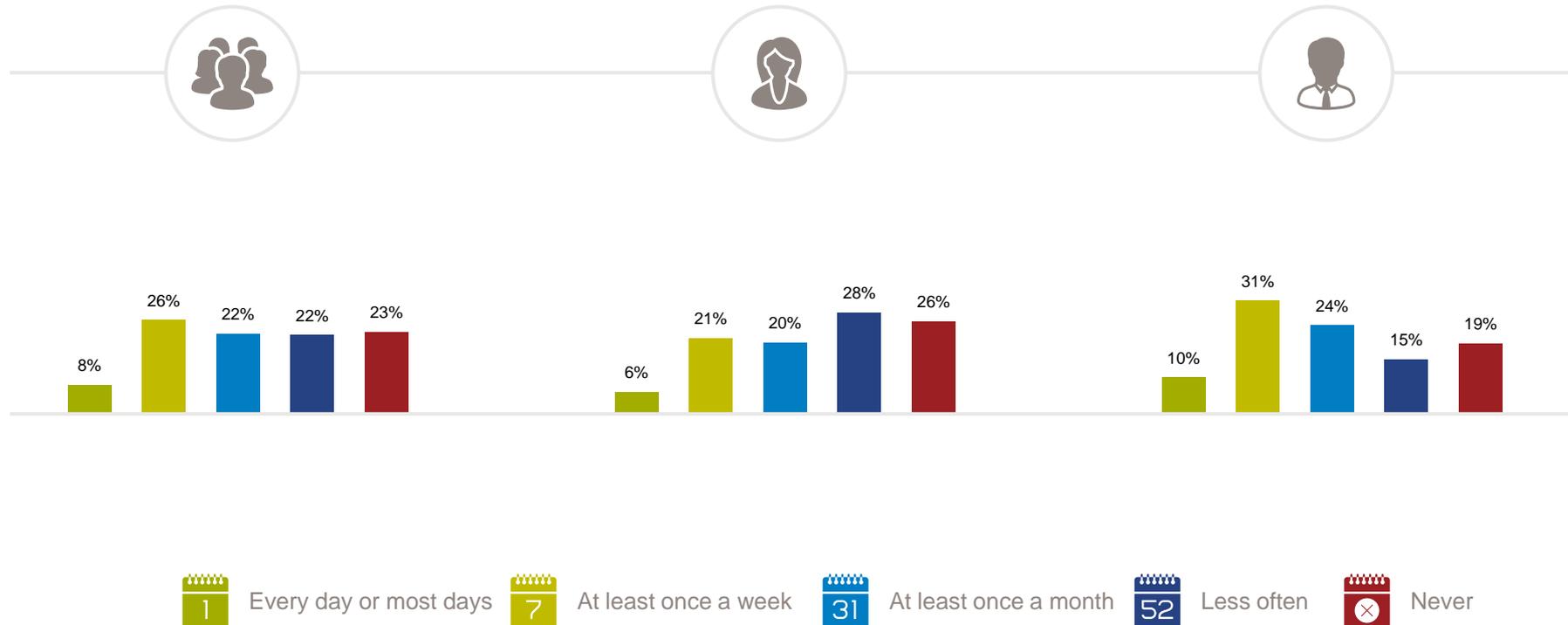


Frequency of gardening or yard work

Average across the USA



Total plus breakdown by gender



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

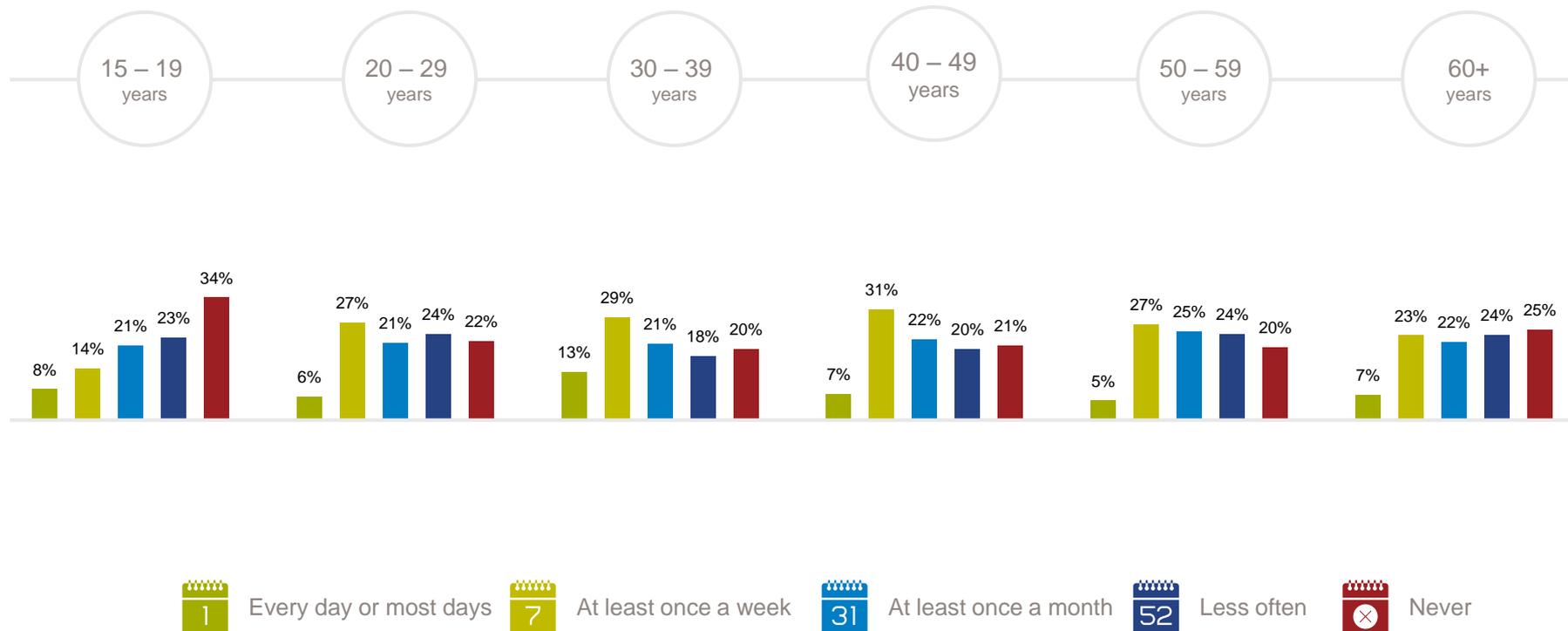
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across the USA



Age groups



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

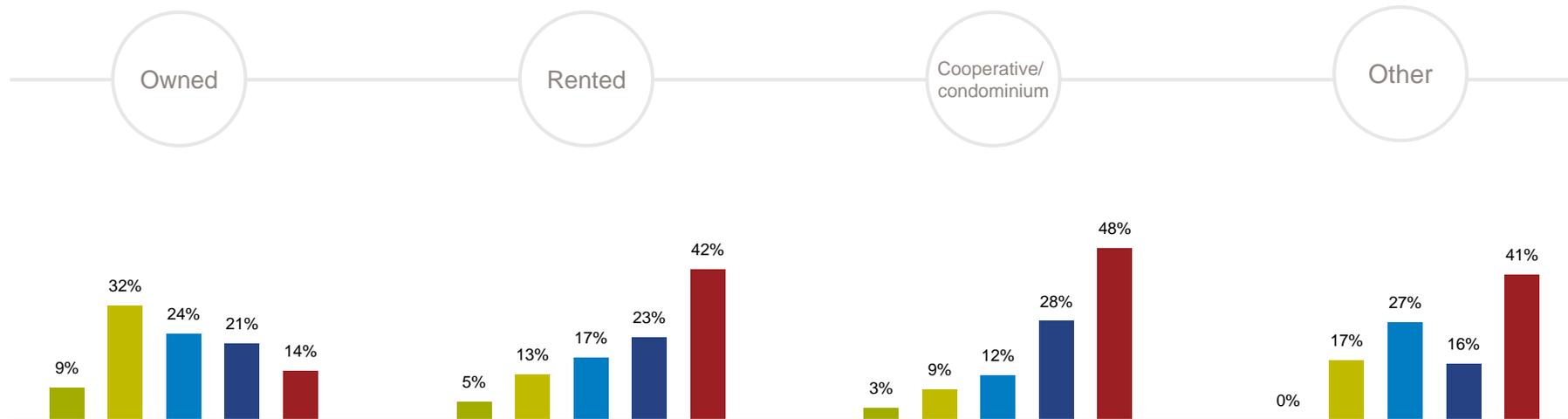
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across the USA



Residence owned or rented



Question: Is your main residence owned by you or your family or is it rented?



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

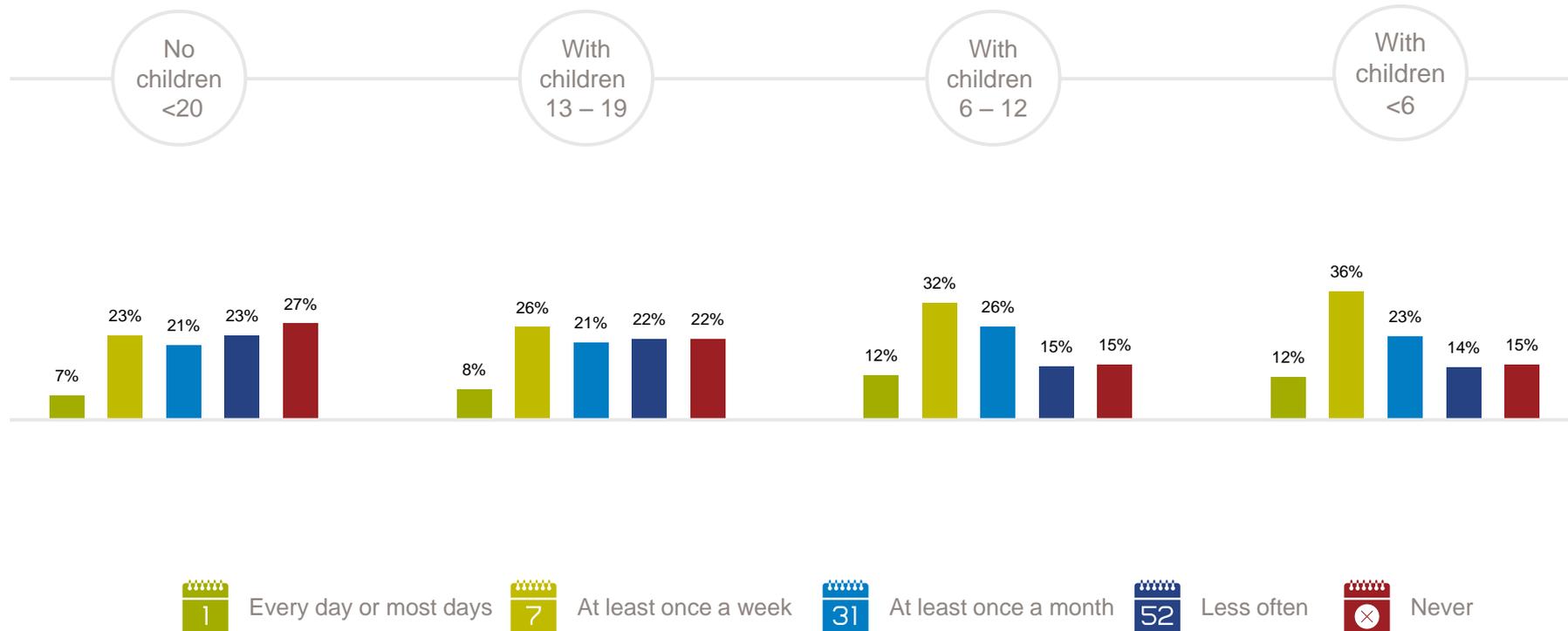
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across the USA



With or without children in household



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

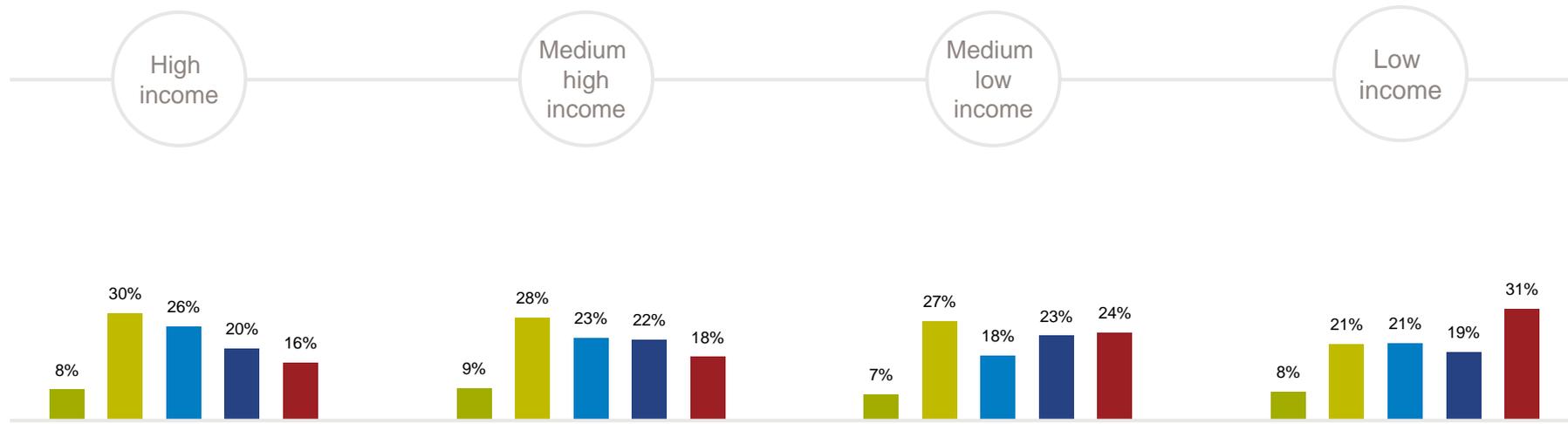
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across the USA



Income-groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

Country results – Latin America

Argentina

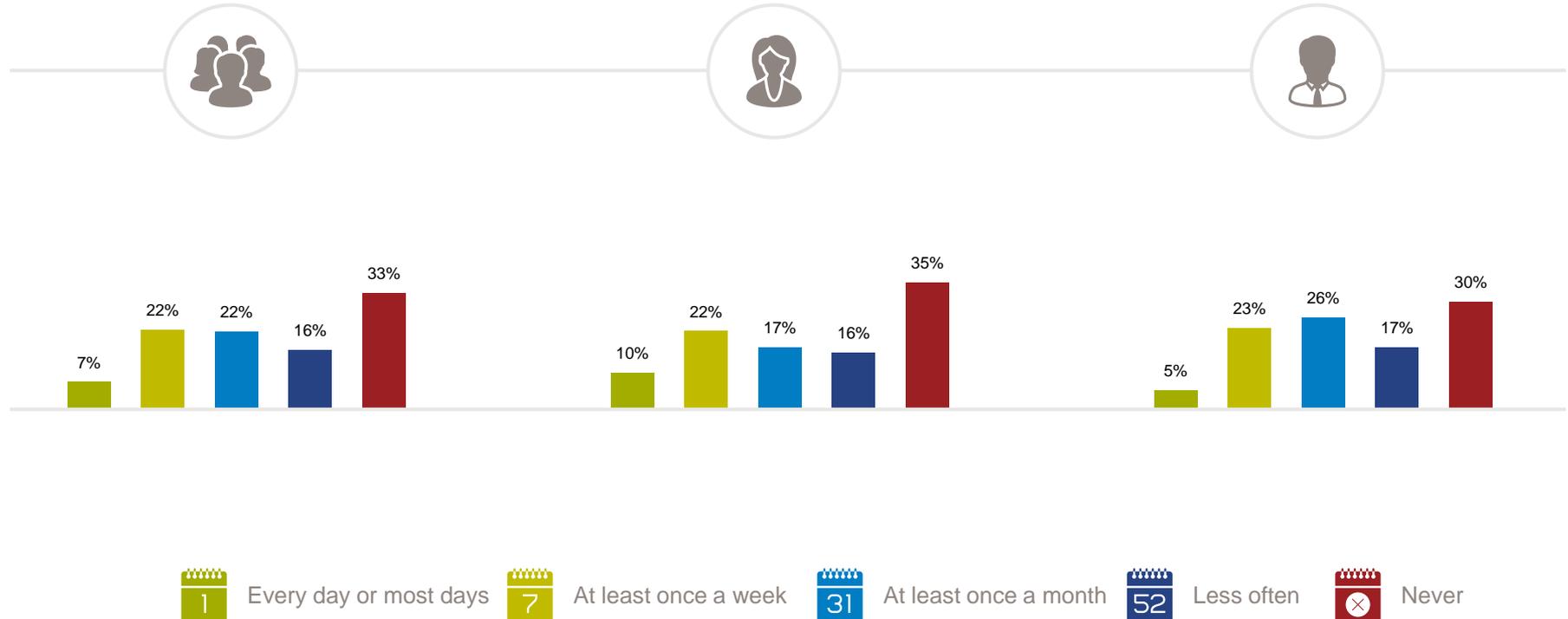


Frequency of gardening or yard work

Average across Argentina



Total plus breakdown by gender



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

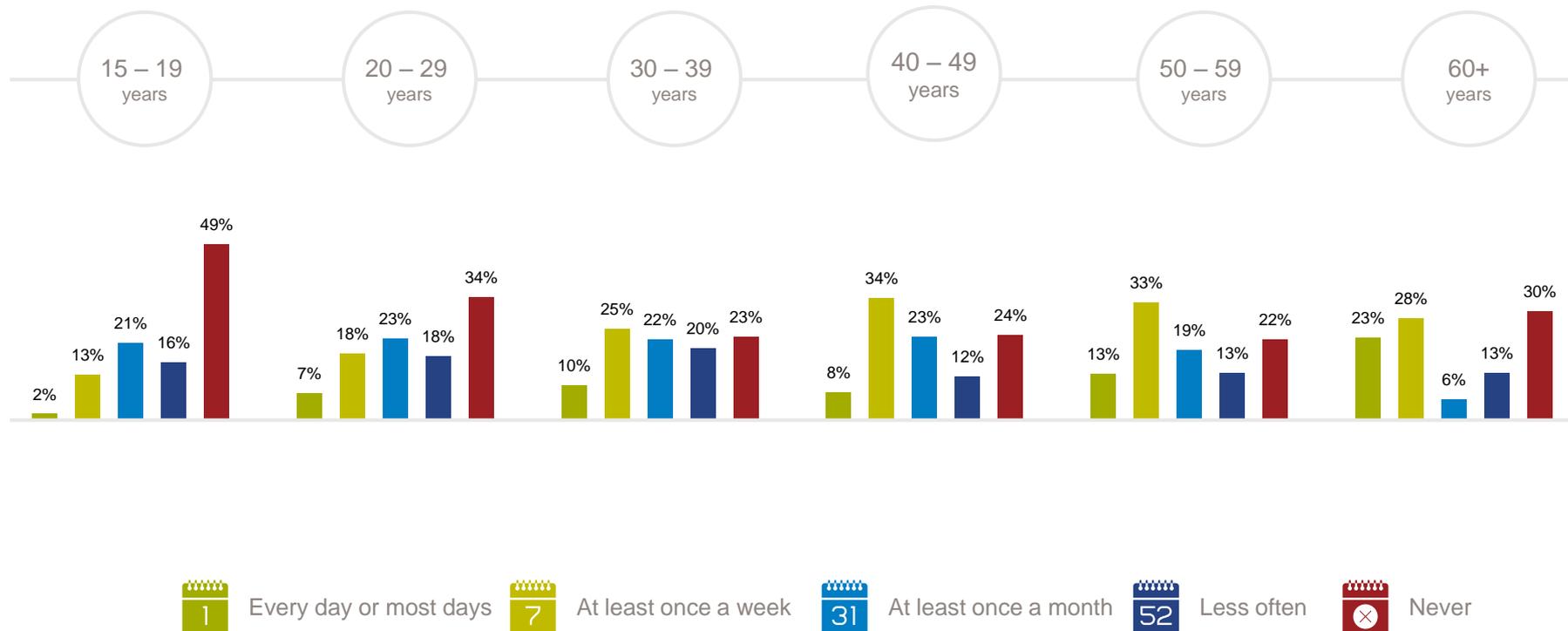
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Argentina



Age groups



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

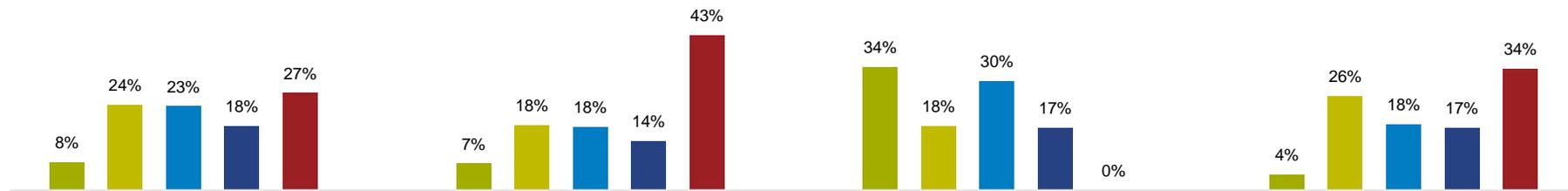
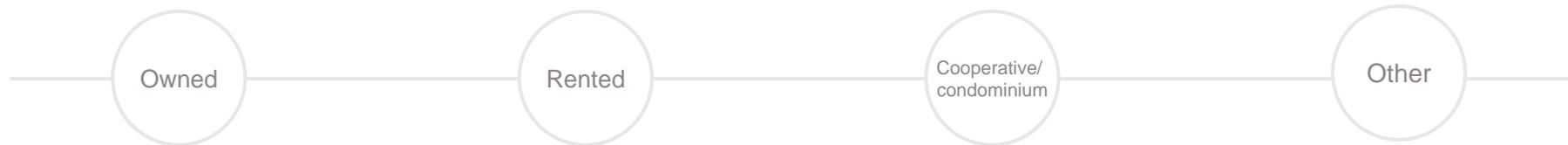
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Argentina



Residence owned or rented



Question: Is your main residence owned by you or your family or is it rented?



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

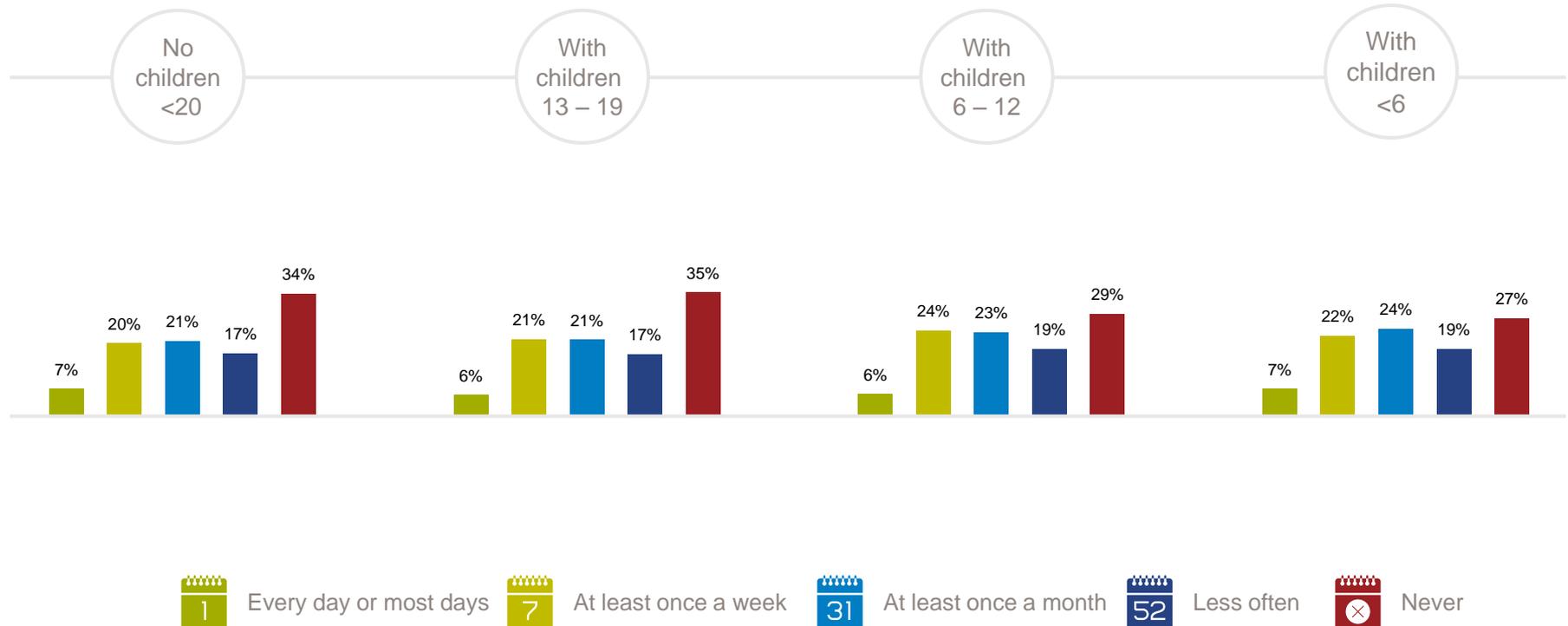
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Argentina



With or without children in household



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

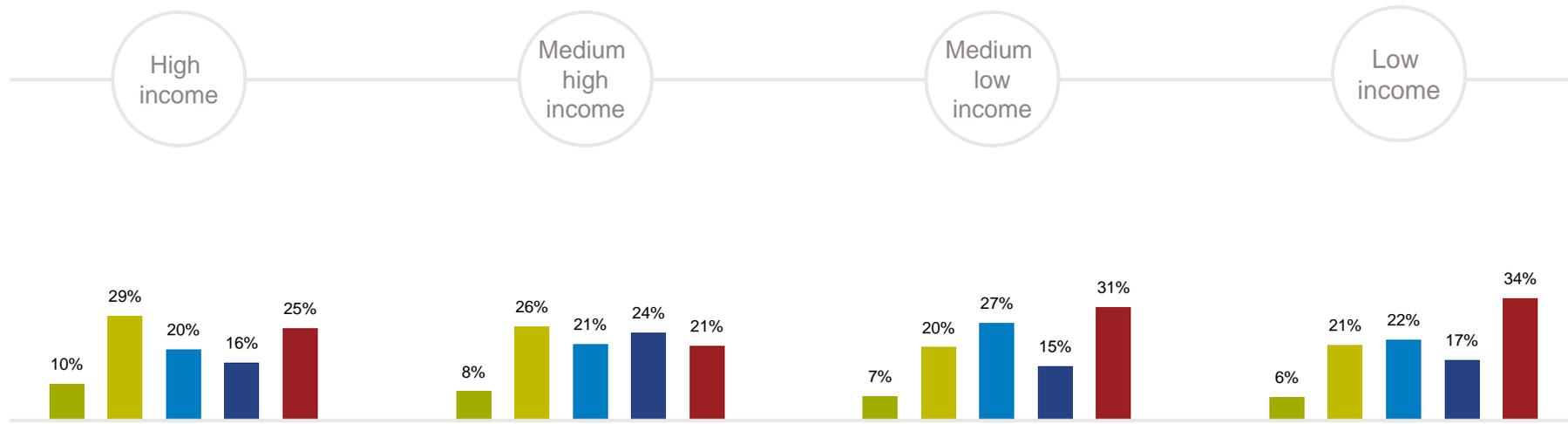
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Argentina



Income-groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

Brazil

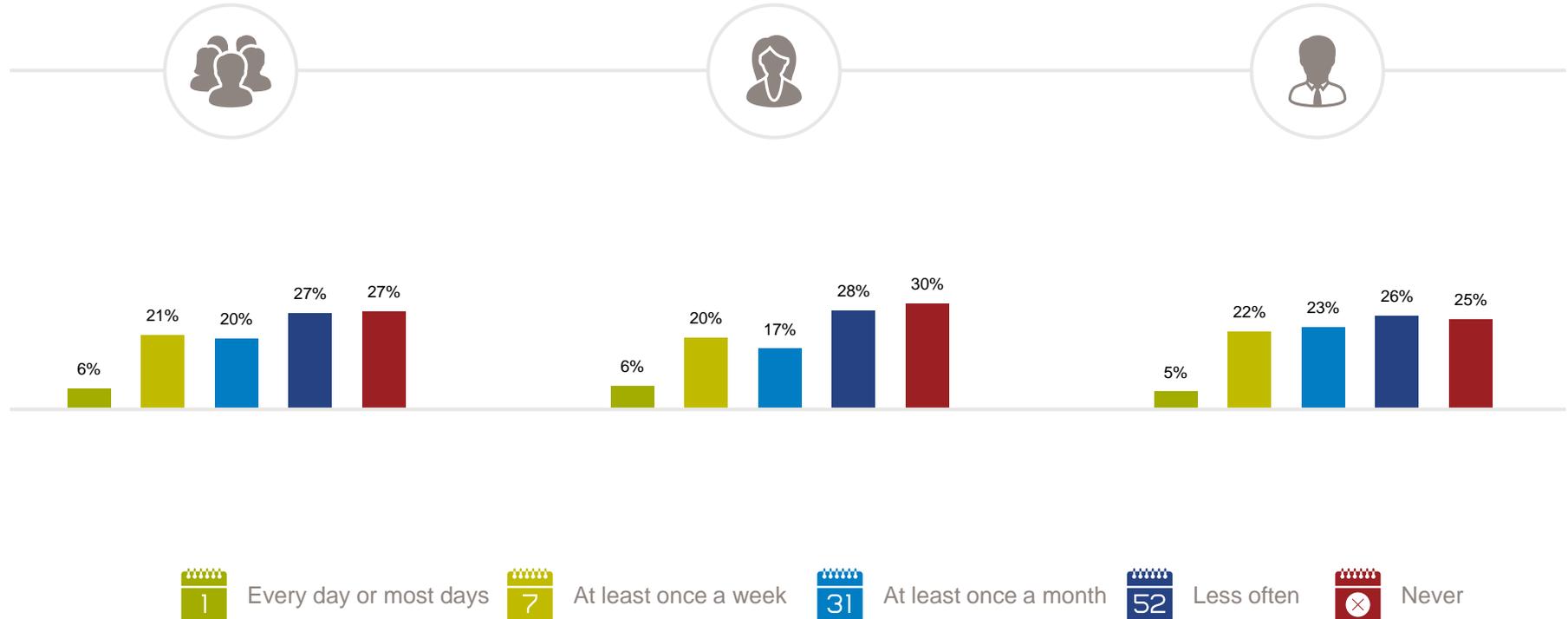


Frequency of gardening or yard work

Average across Brazil



Total plus breakdown by gender



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

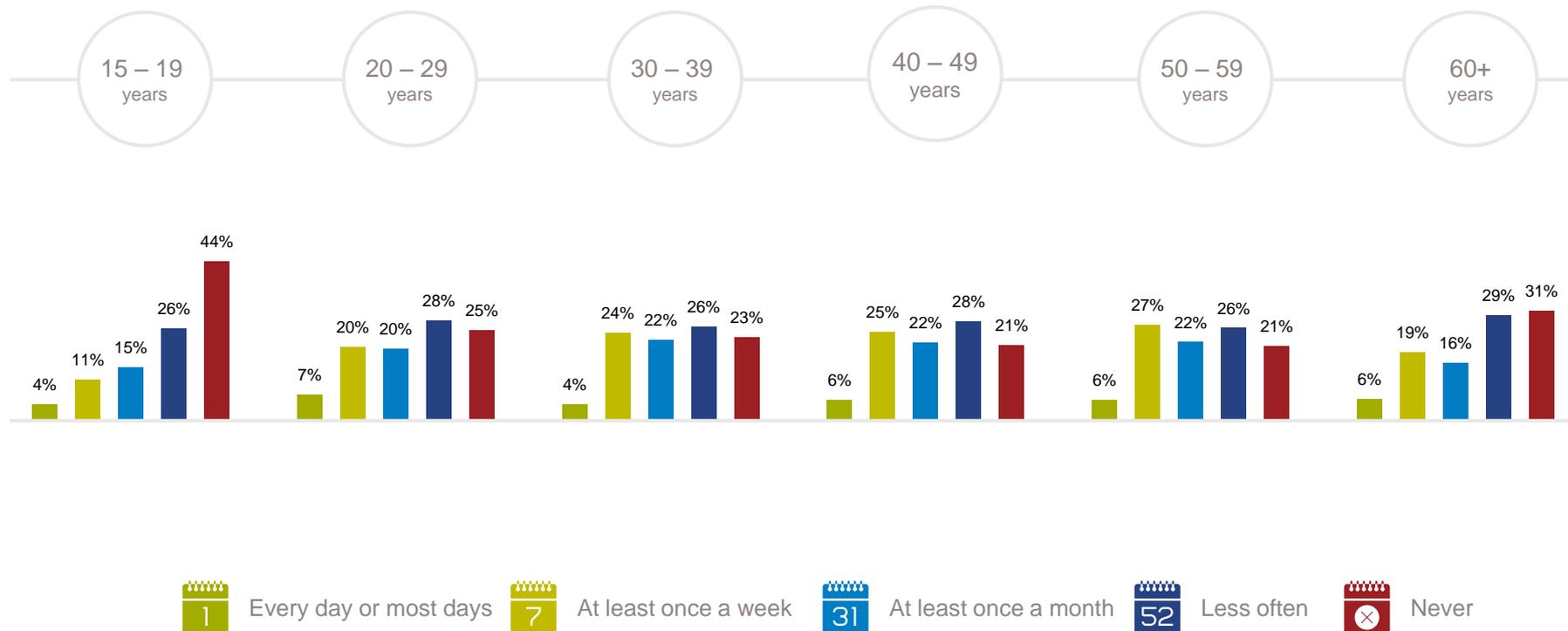
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Brazil



Age groups



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

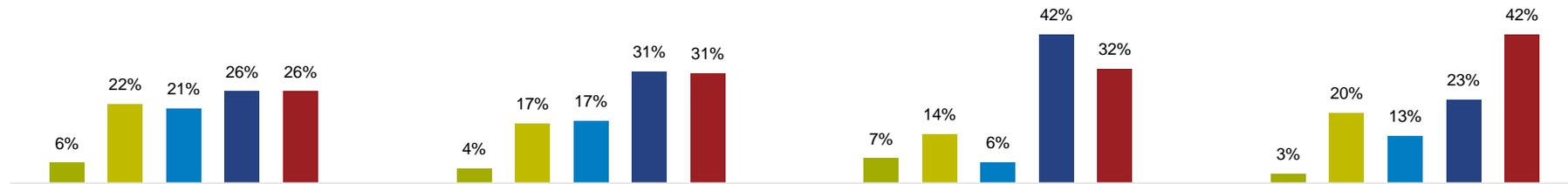
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Brazil



Residence owned or rented



Question: Is your main residence owned by you or your family or is it rented?



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

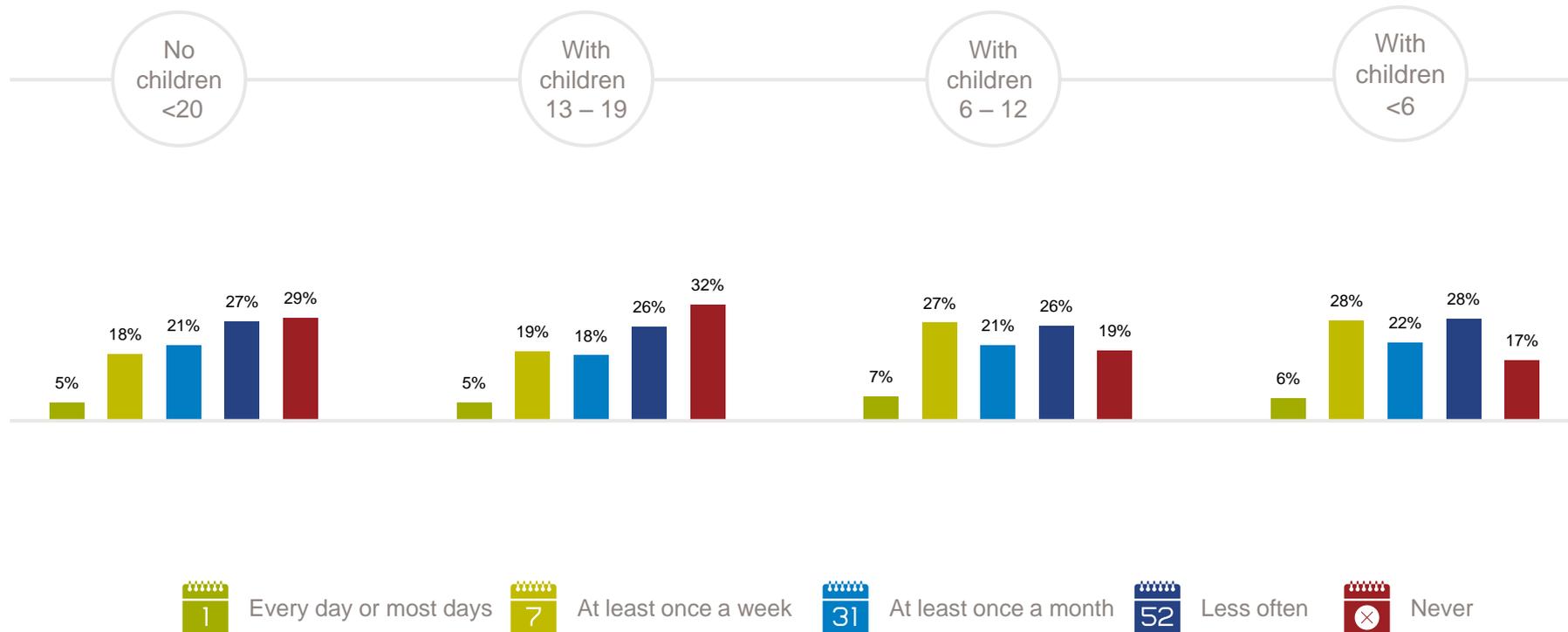
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Brazil



With or without children in household



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

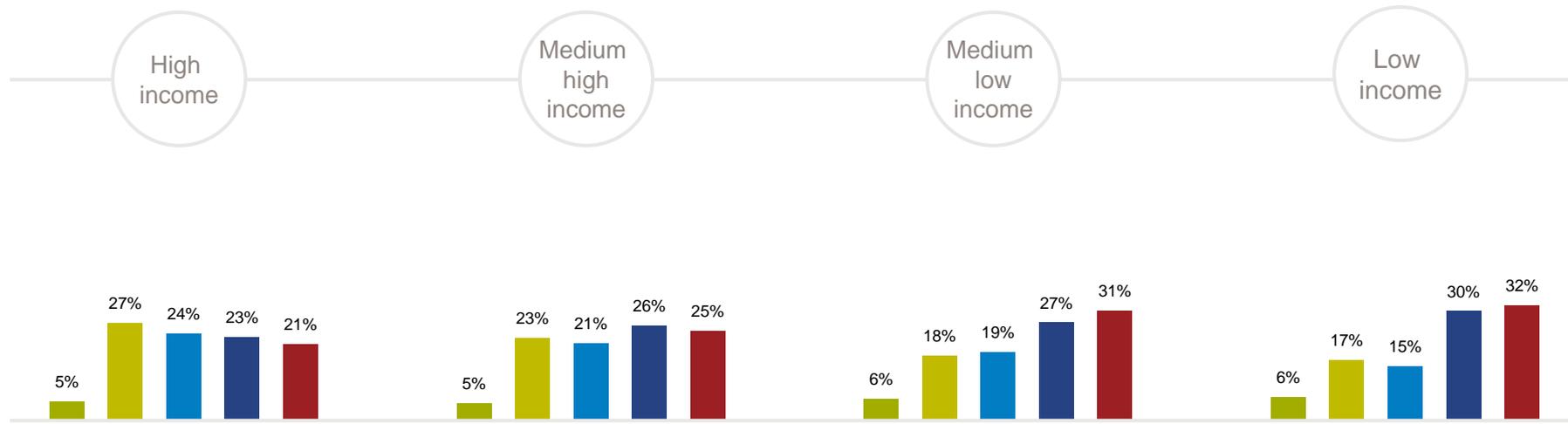
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Brazil



Income-groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

Mexico

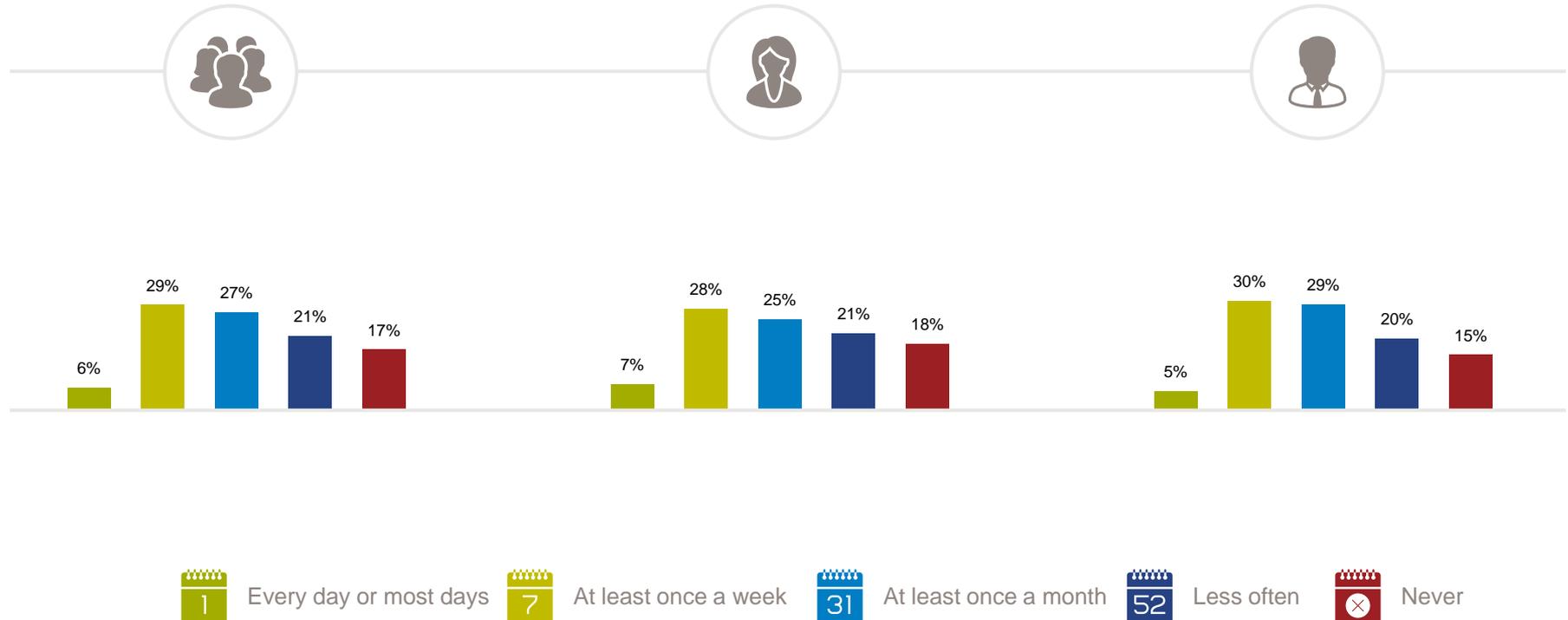


Frequency of gardening or yard work

Average across Mexico



Total plus breakdown by gender



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

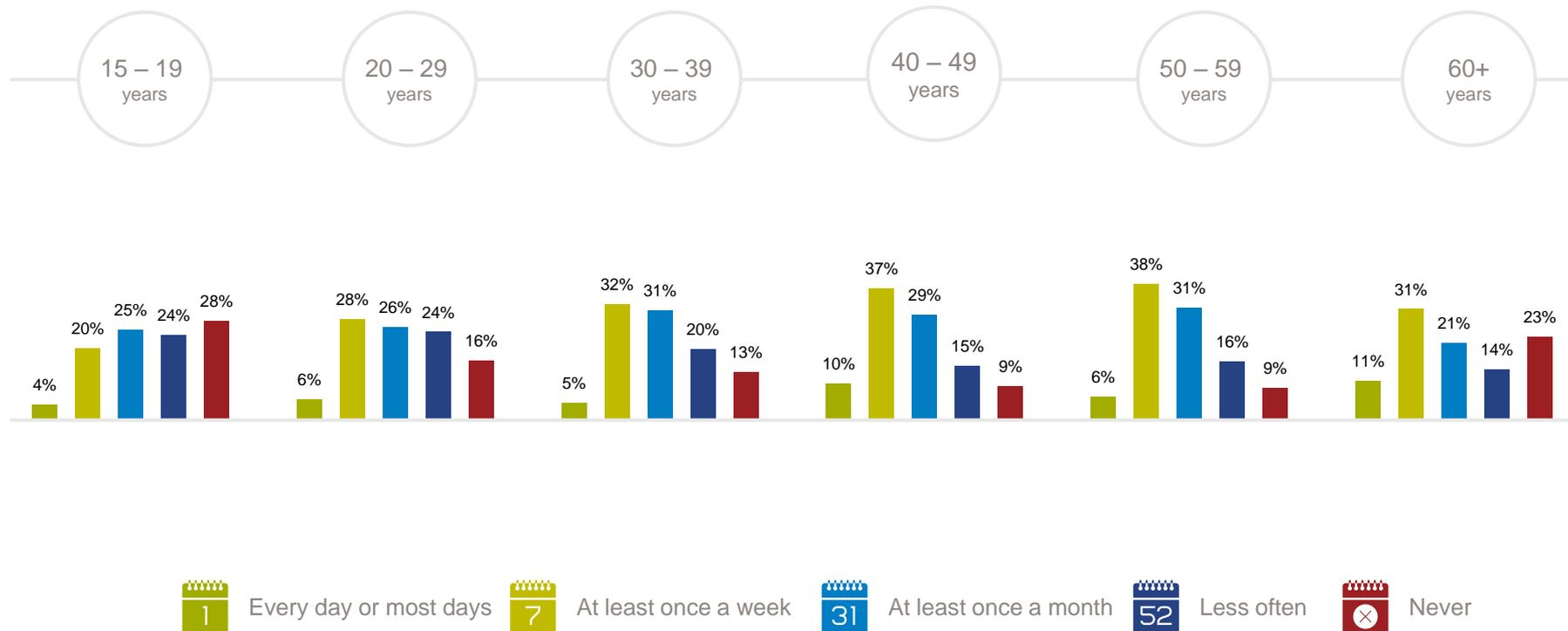
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Mexico



Age groups



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

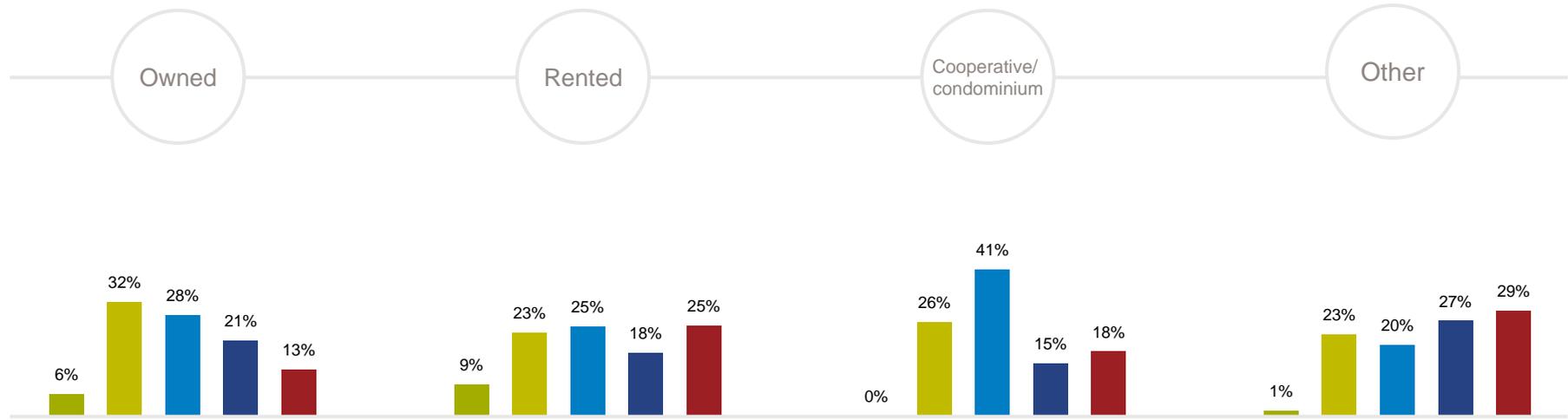
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Mexico



Residence owned or rented



Question: Is your main residence owned by you or your family or is it rented?



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

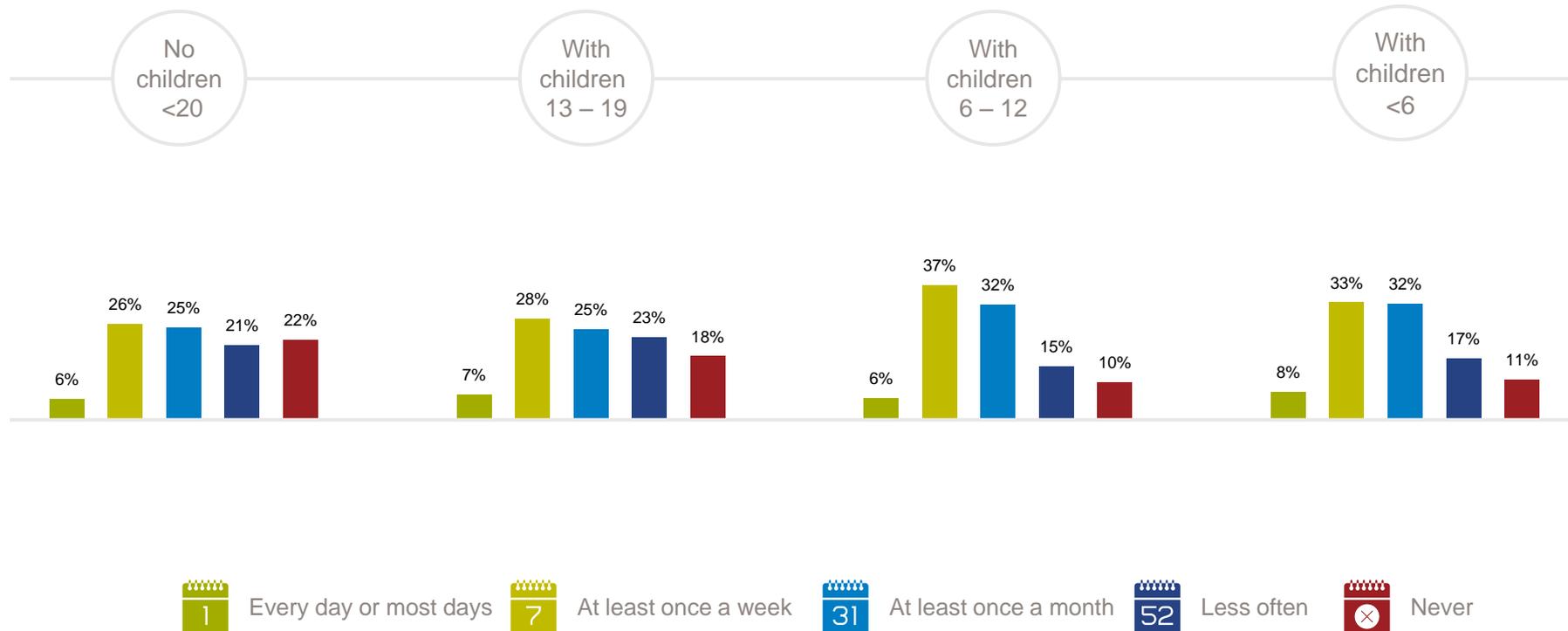
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Mexico



With or without children in household



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

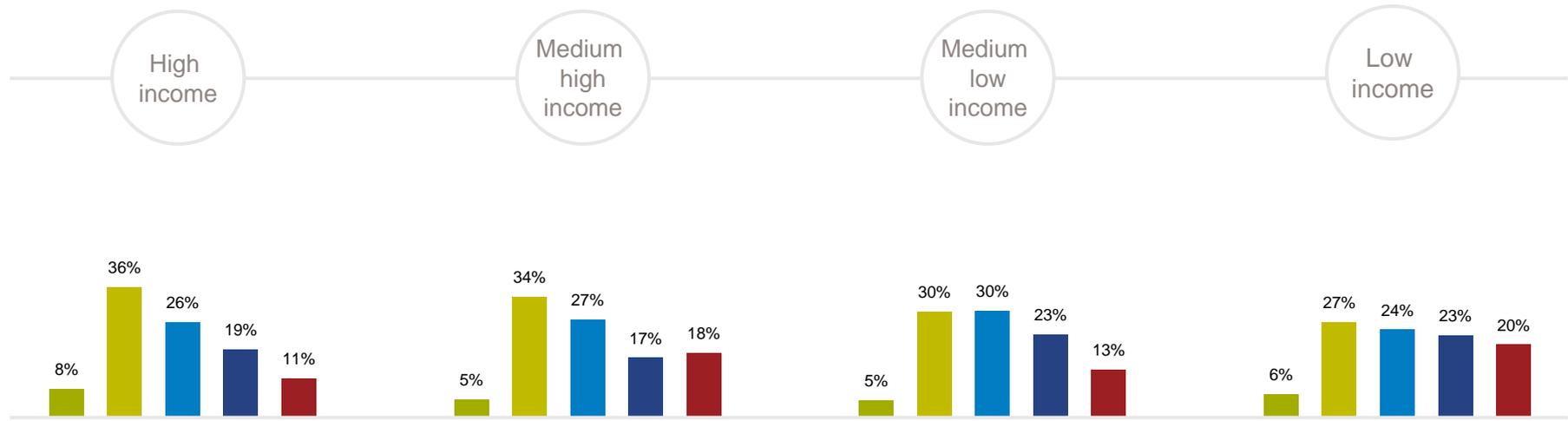
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Mexico



Income-groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

Country results – Asia-Pacific

Australia

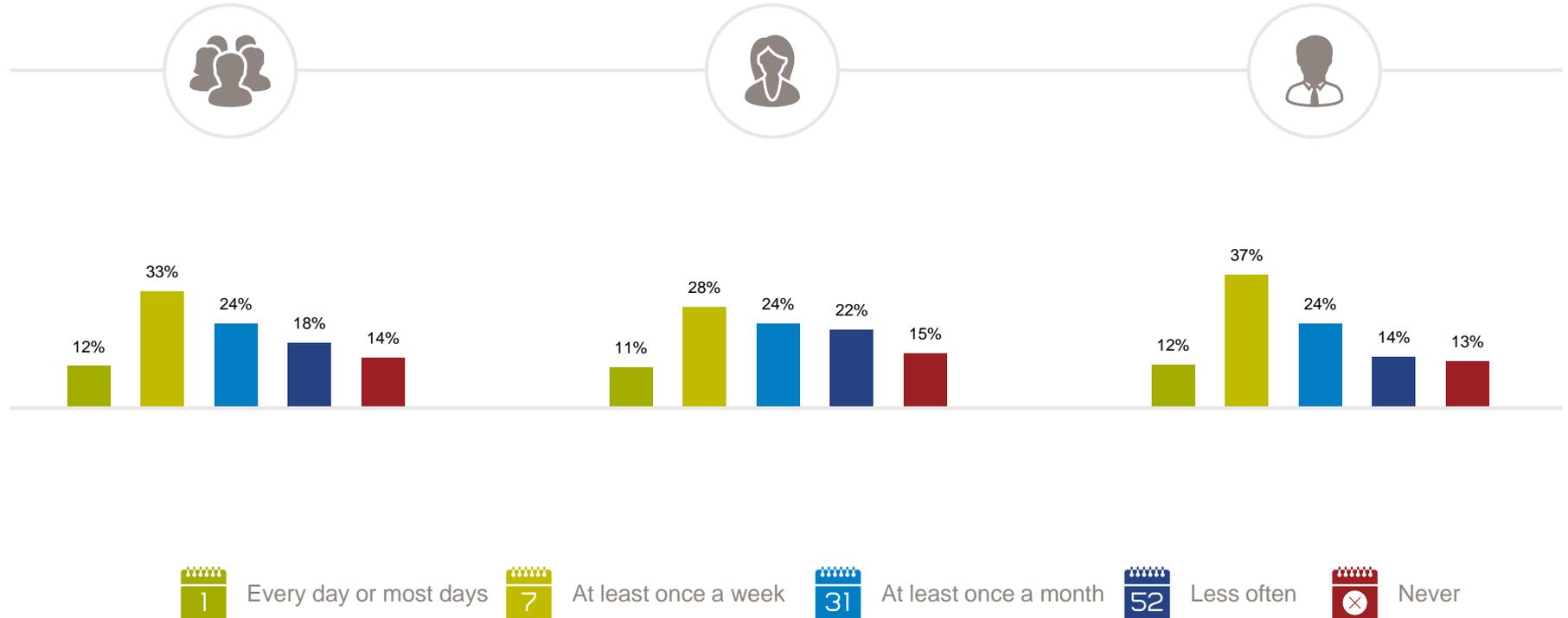


Frequency of gardening or yard work

Average across Australia



Total plus breakdown by gender



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

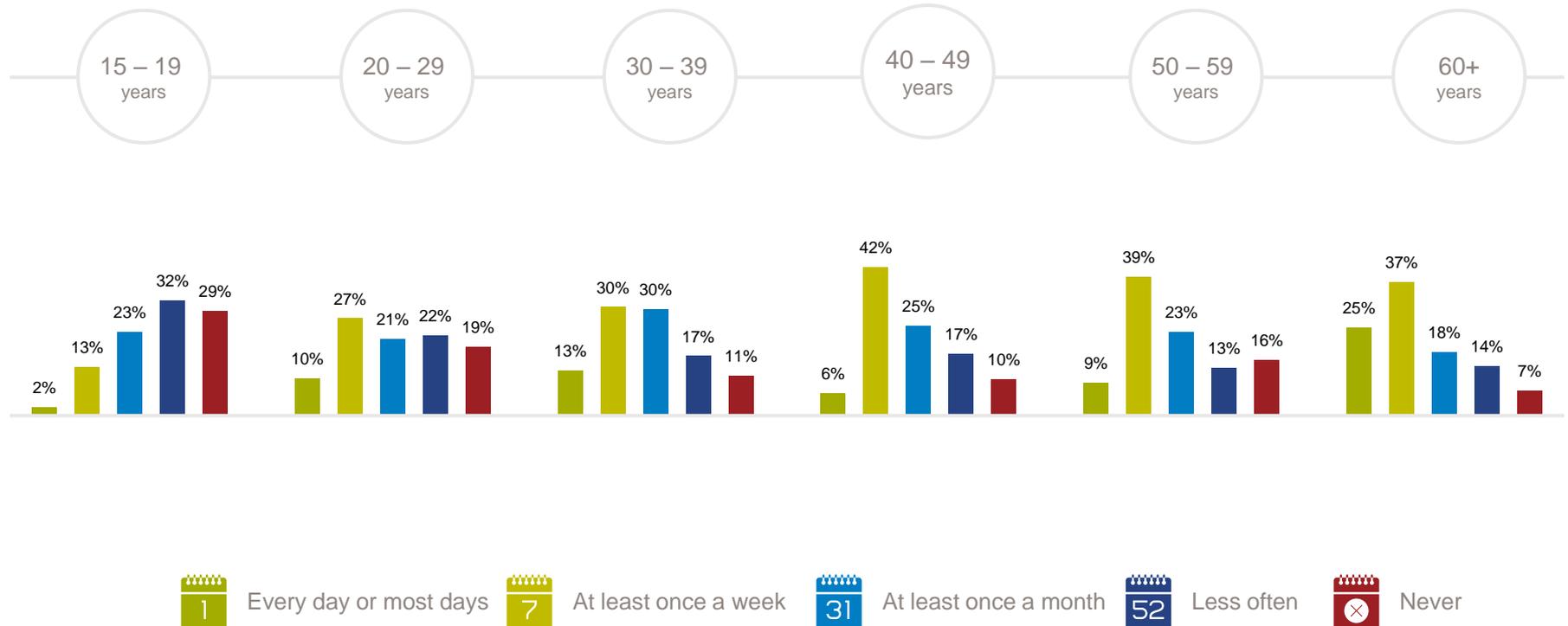
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Australia



Age groups



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

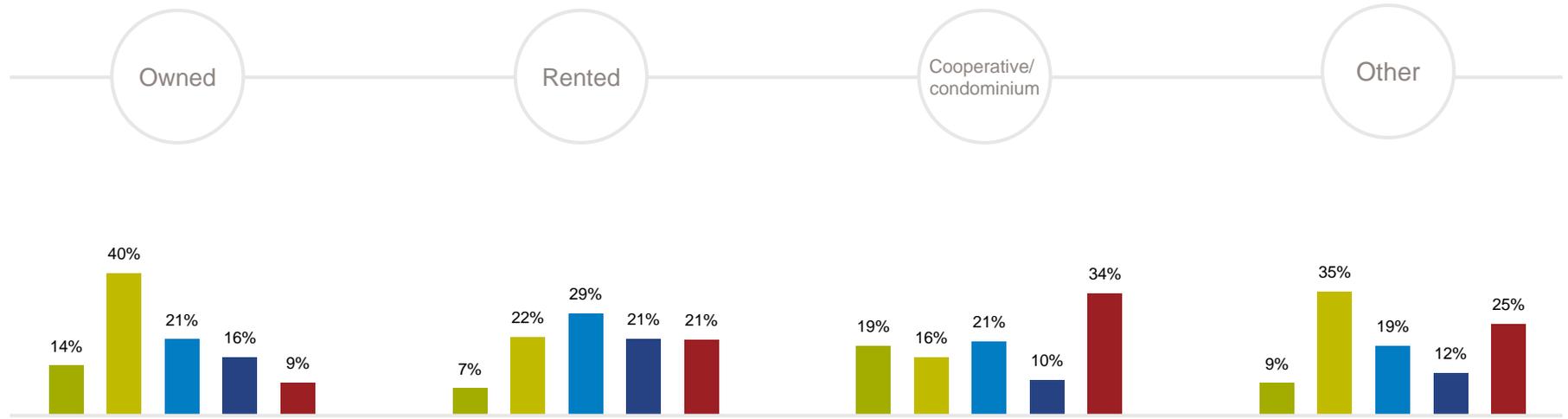
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Australia



Residence owned or rented



Question: Is your main residence owned by you or your family or is it rented?



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

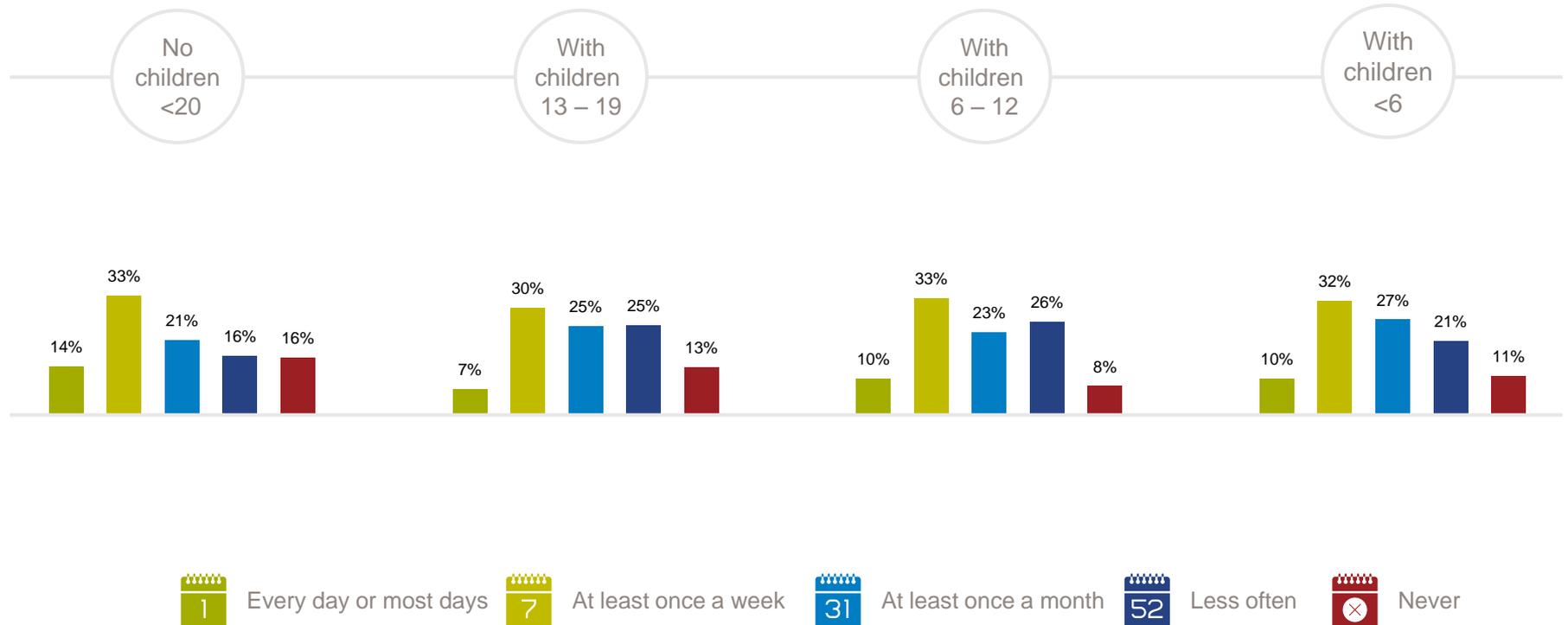
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Australia



With or without children in household



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

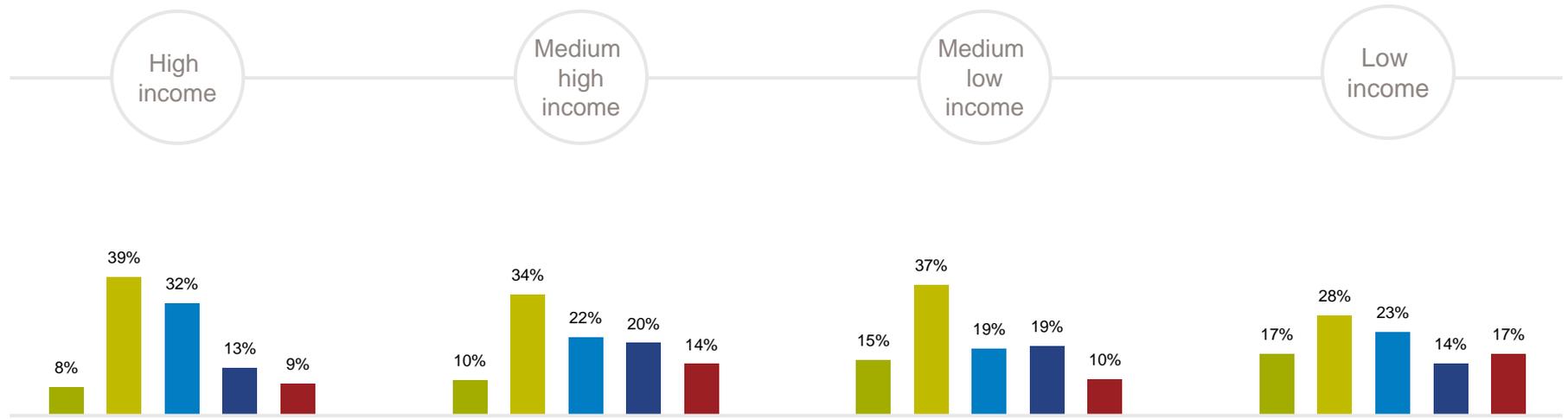
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Australia



Income-groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

China

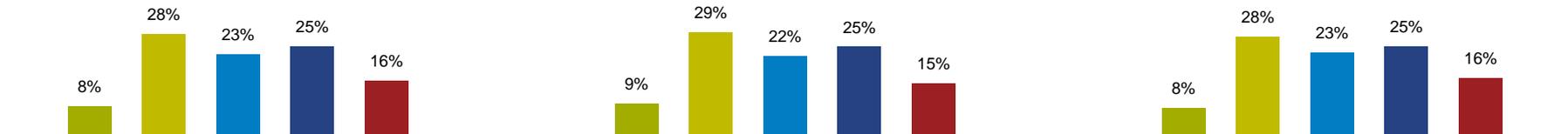


Frequency of gardening or yard work

Average across China



Total plus breakdown by gender



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

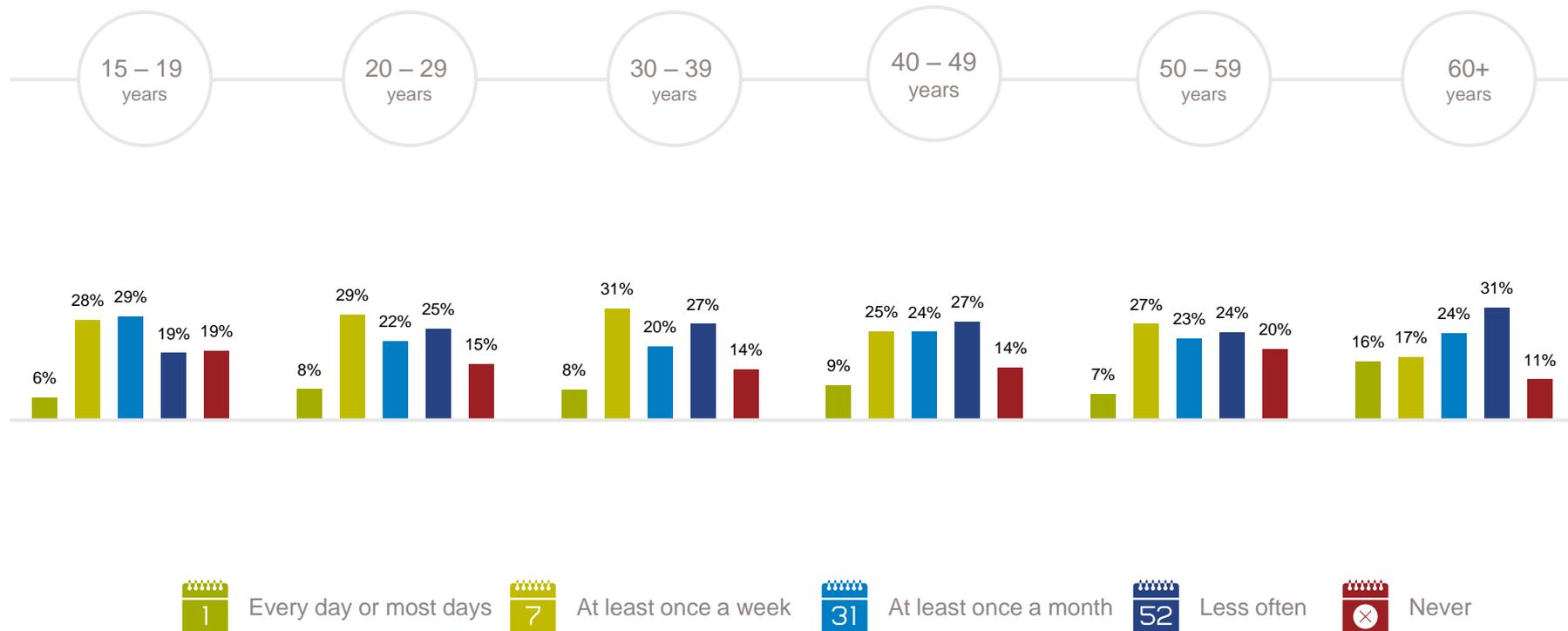
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across China



Age groups



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

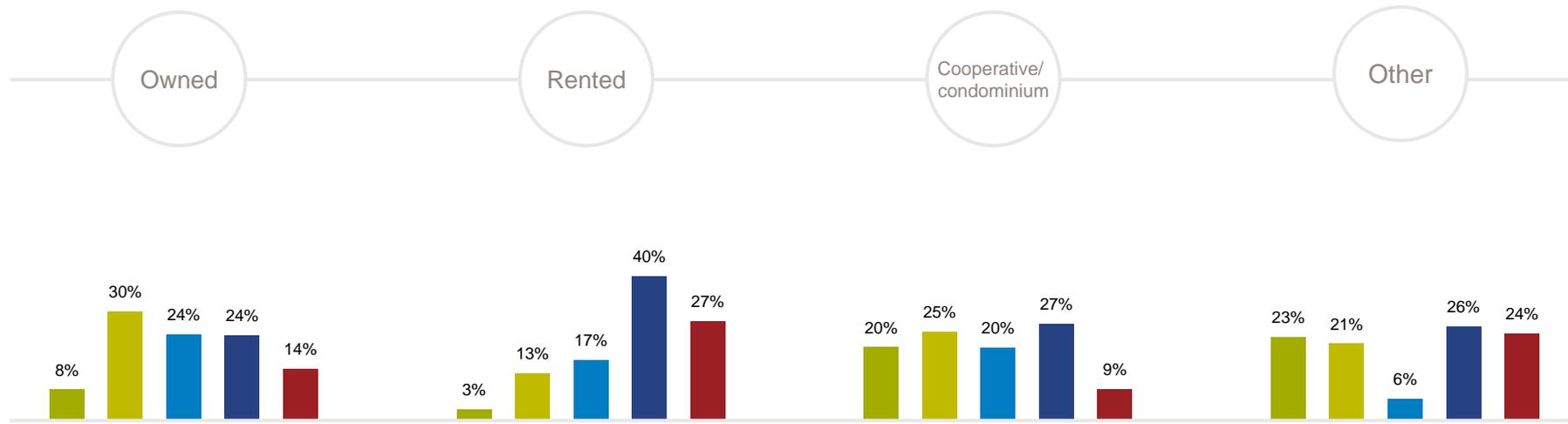
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across China



Residence owned or rented



Question: Is your main residence owned by you or your family or is it rented?



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

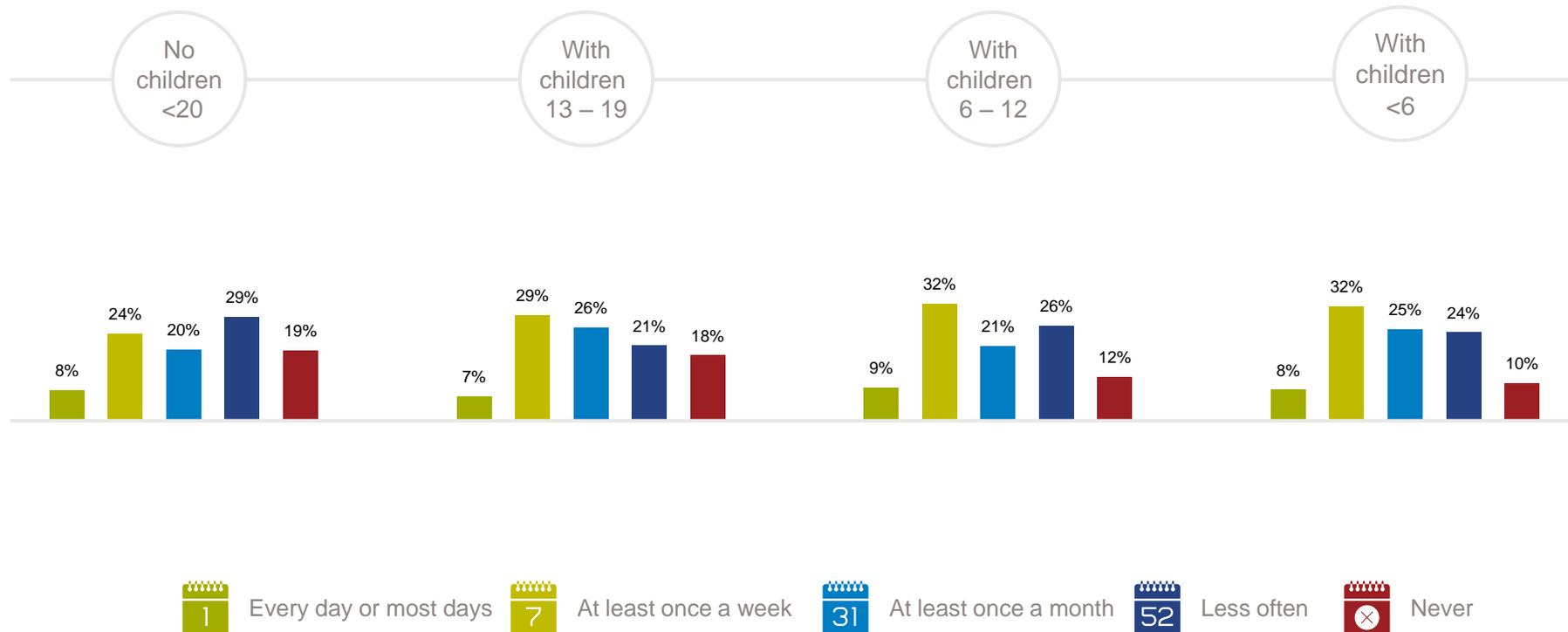
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across China



With or without children in household



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

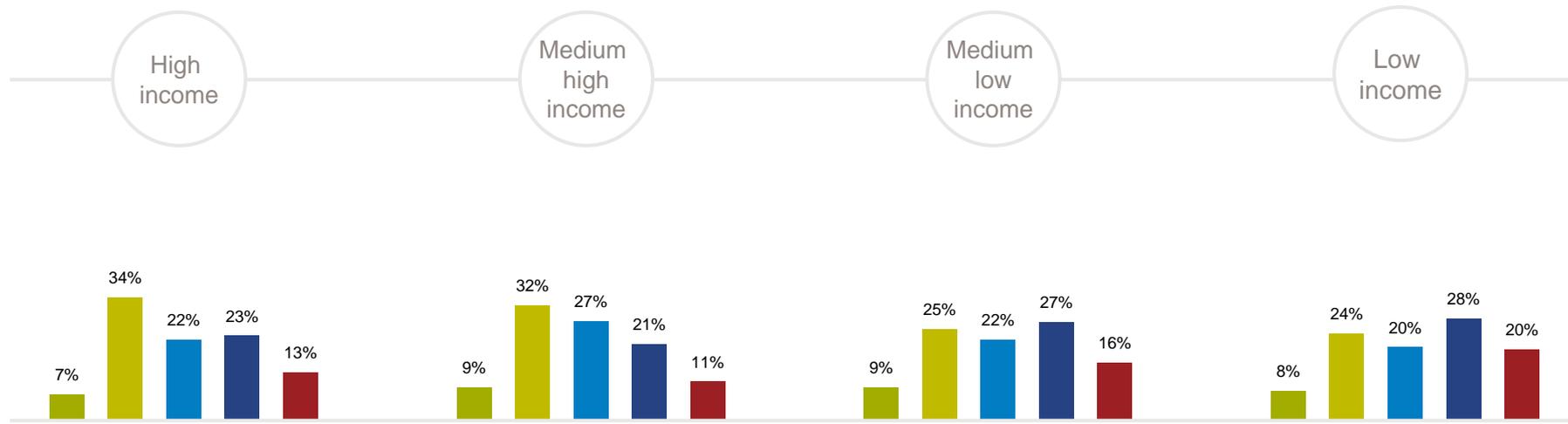
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across China



Income-groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

Japan

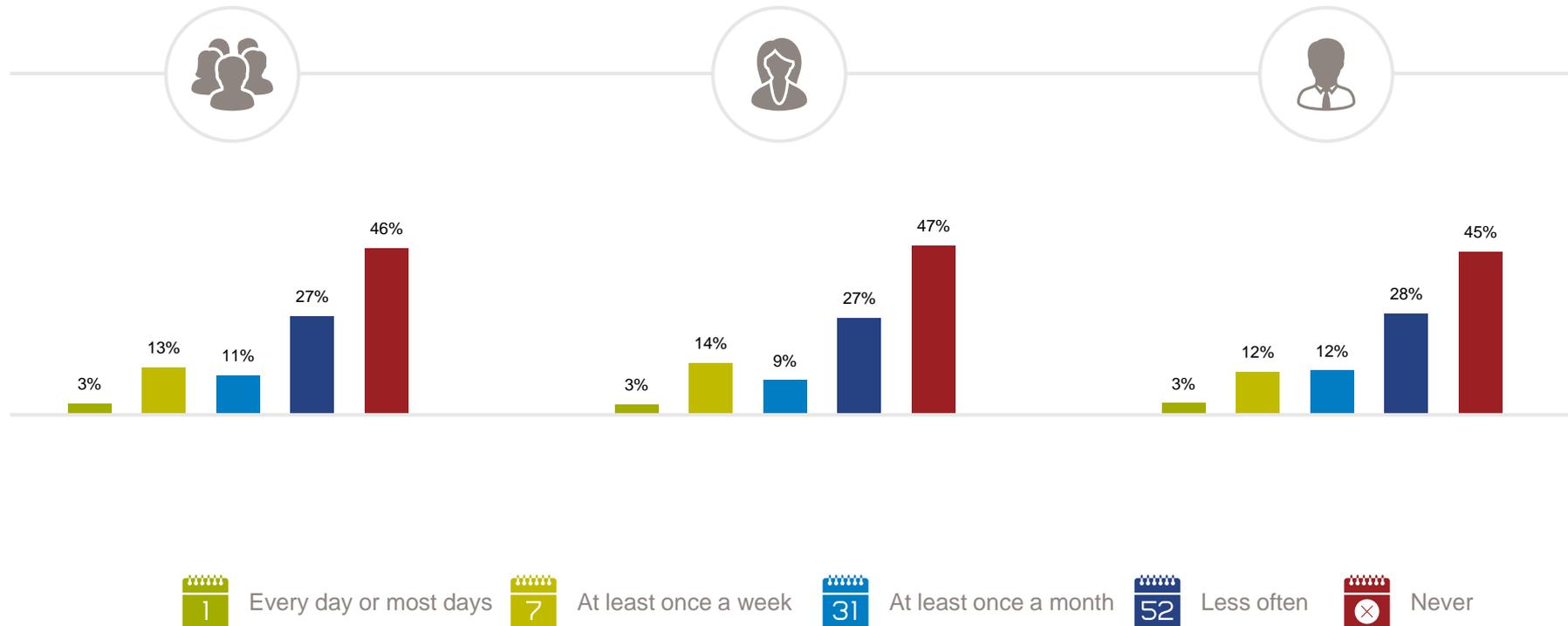


Frequency of gardening or yard work

Average across Japan



Total plus breakdown by gender



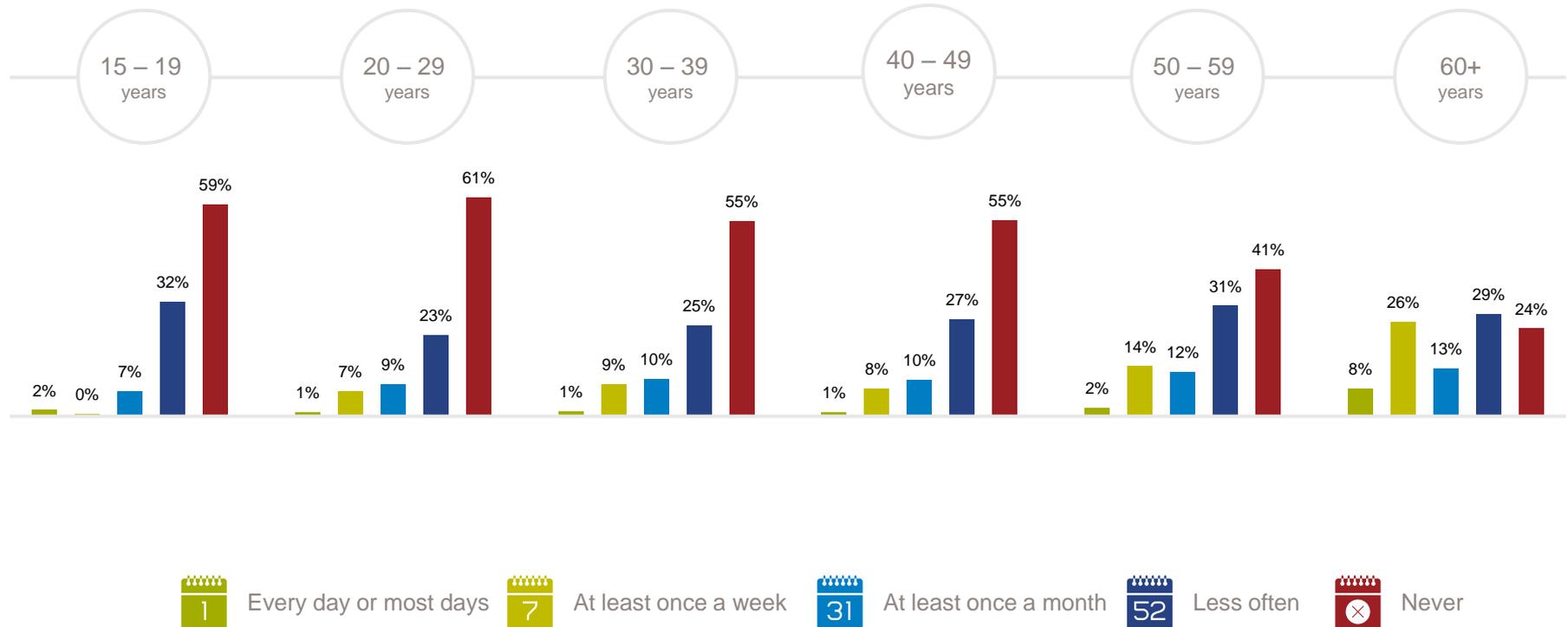
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

Frequency of gardening or yard work

Average across Japan



Age groups



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

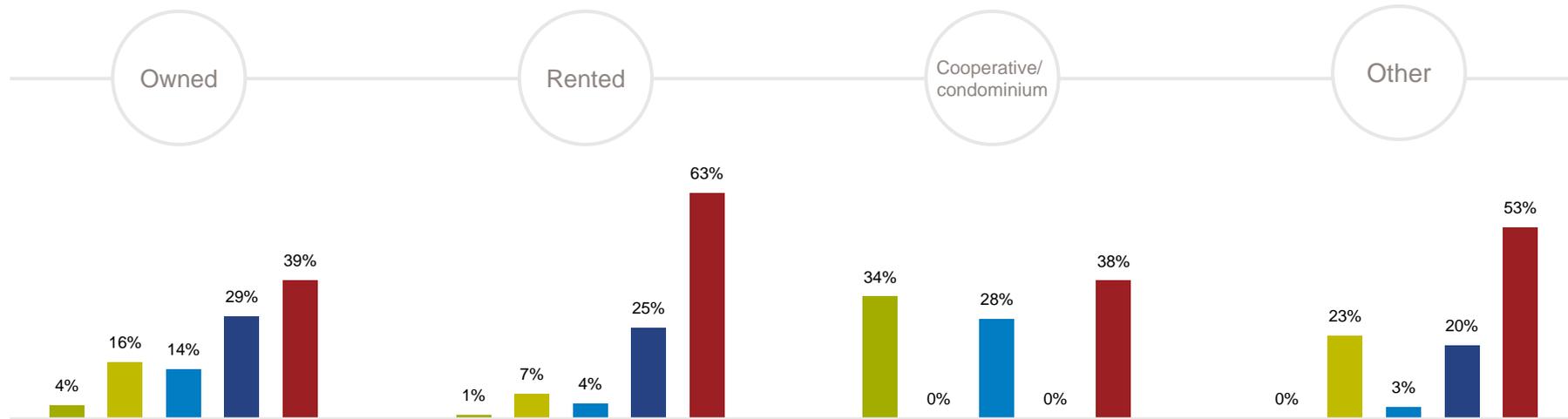
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Japan



Residence owned or rented



Question: Is your main residence owned by you or your family or is it rented?



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

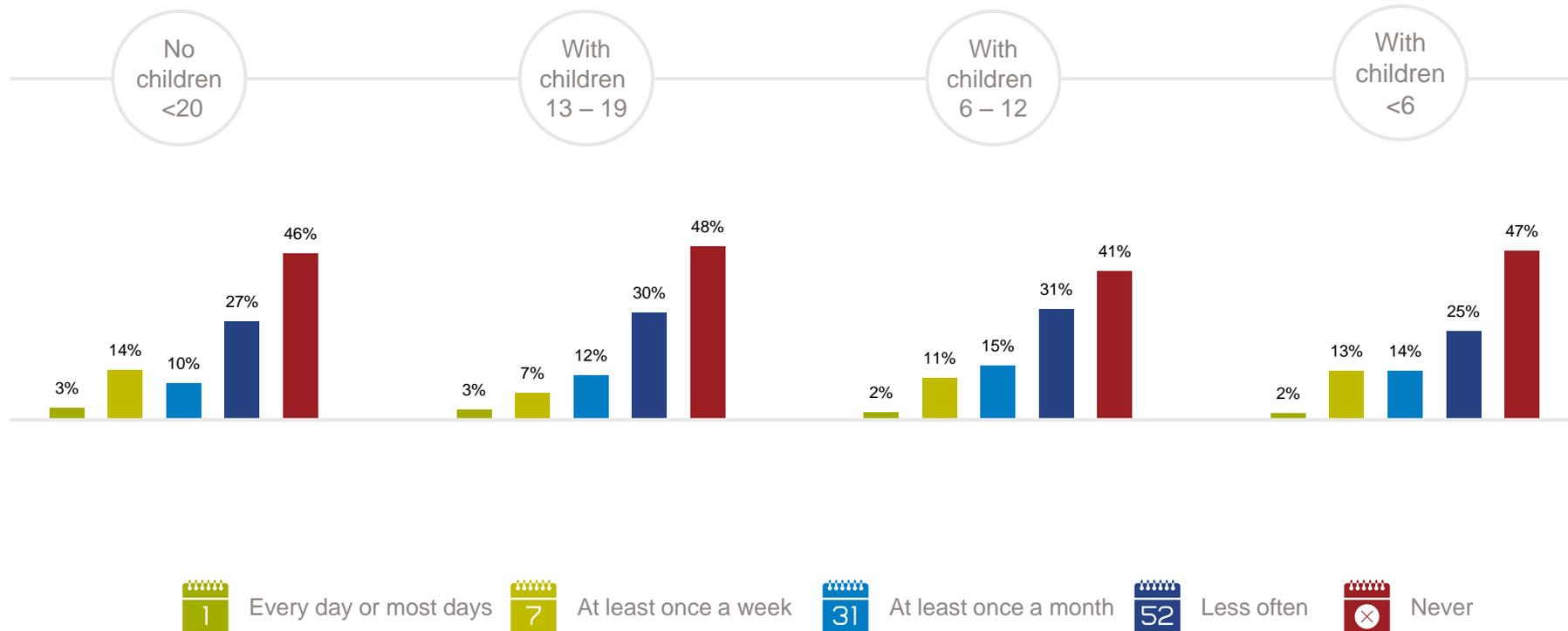
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Japan



With or without children in household



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

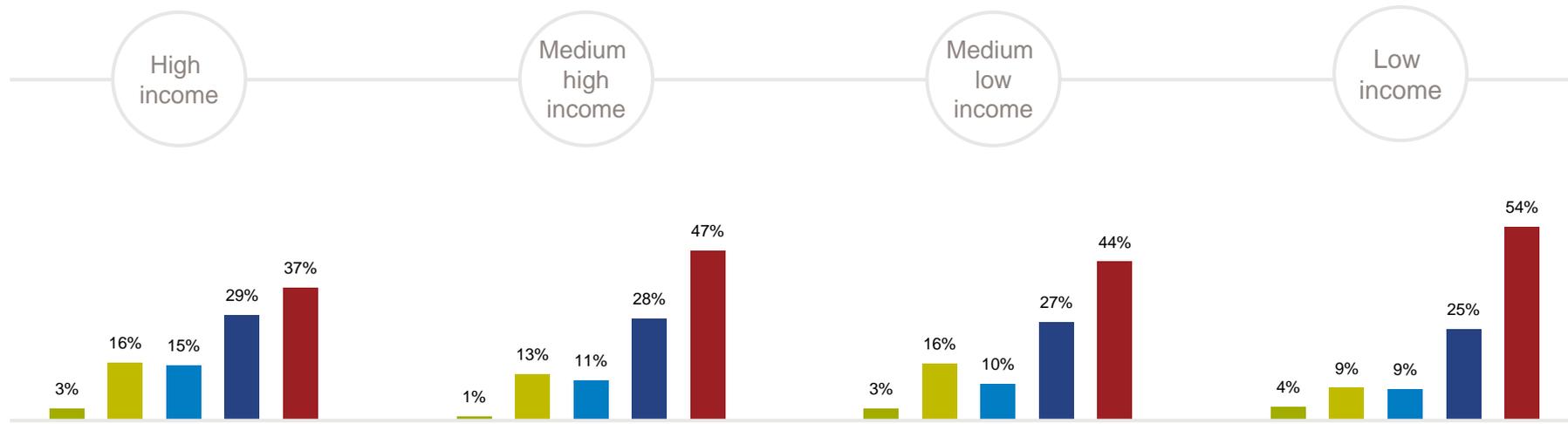
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across Japan



Income-groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

South Korea

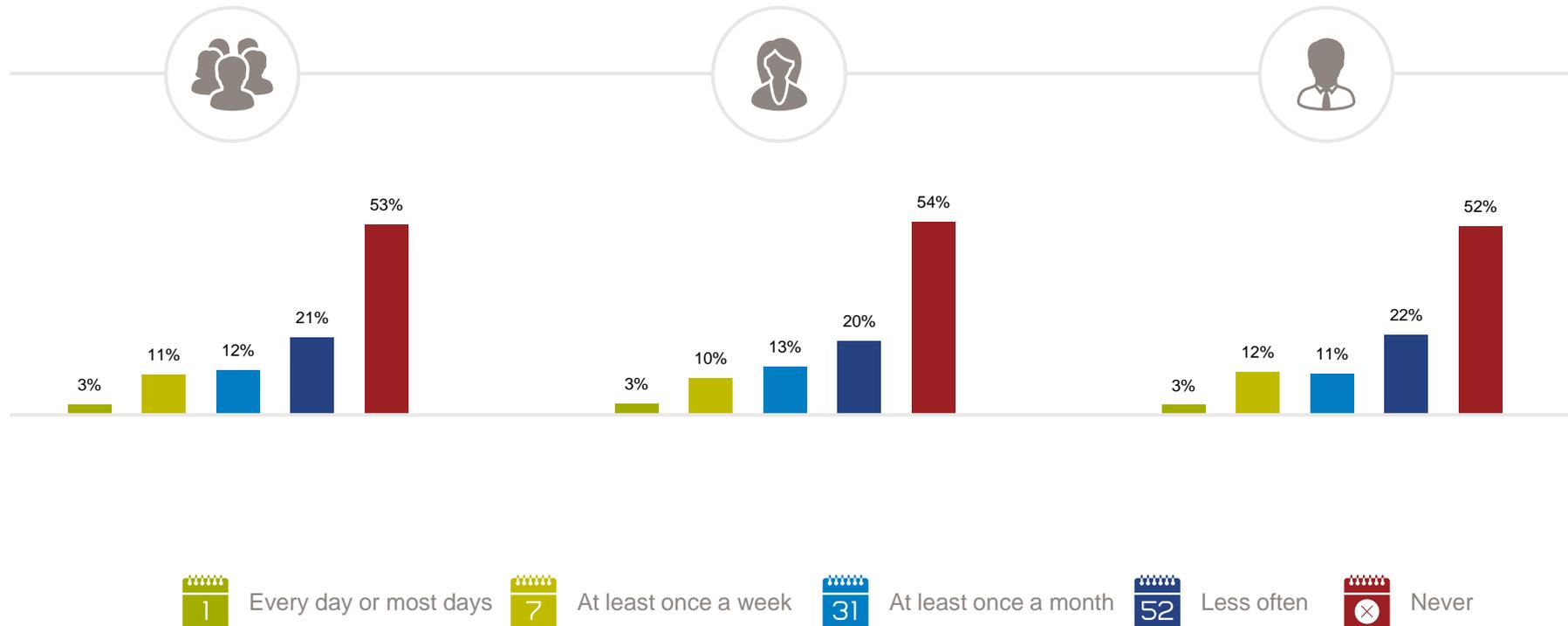


Frequency of gardening or yard work

Average across South Korea



Total plus breakdown by gender



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

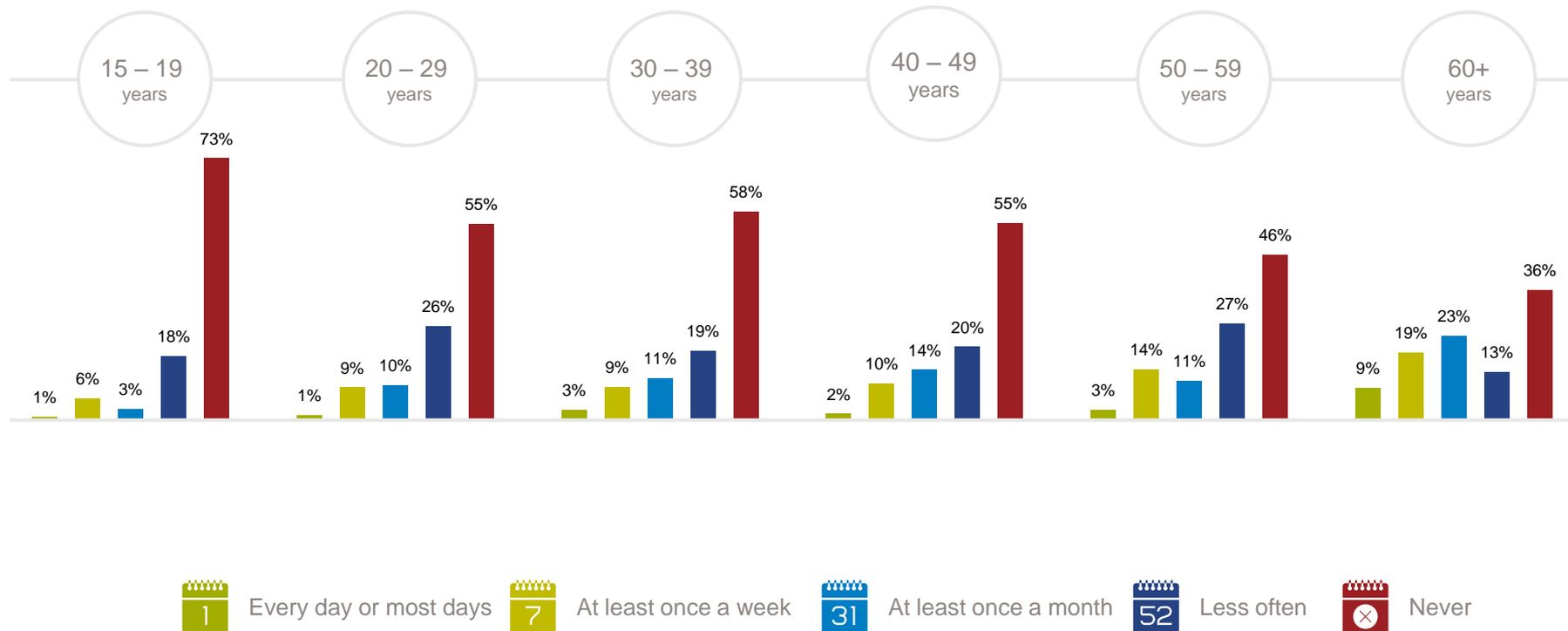
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across South Korea



Age groups



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

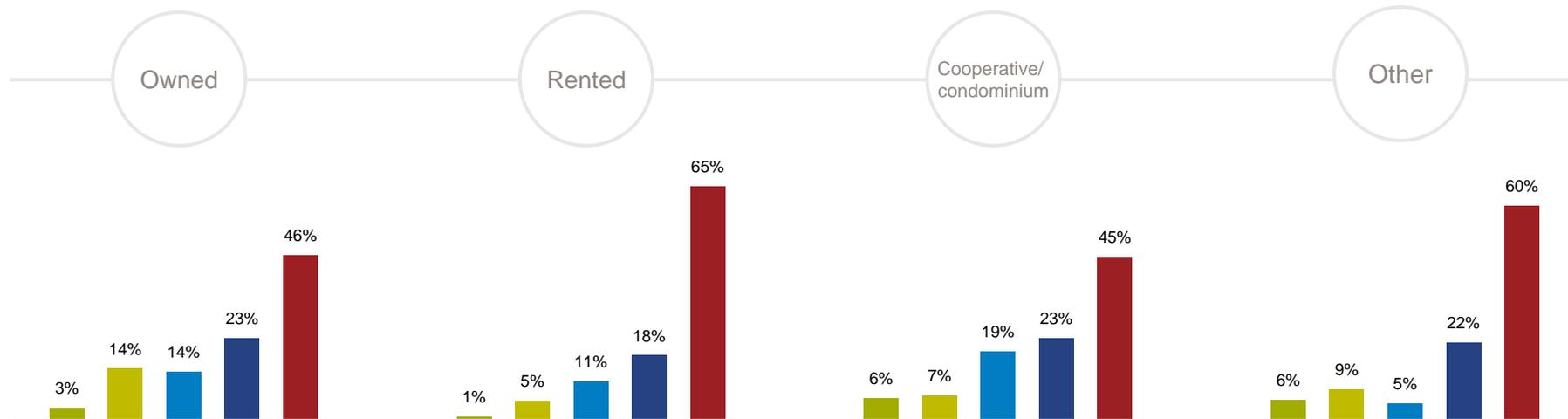
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across South Korea



Residence owned or rented



Question: Is your main residence owned by you or your family or is it rented?



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

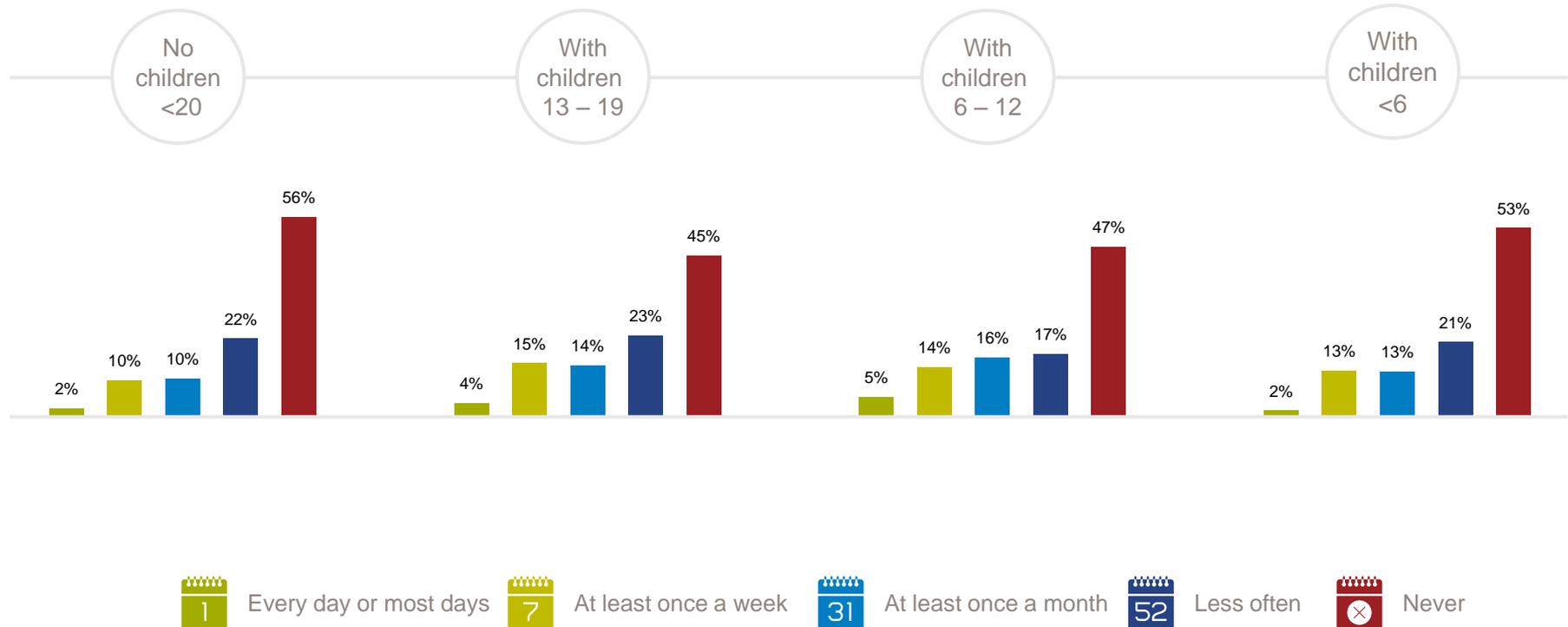
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across South Korea



With or without children in household



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

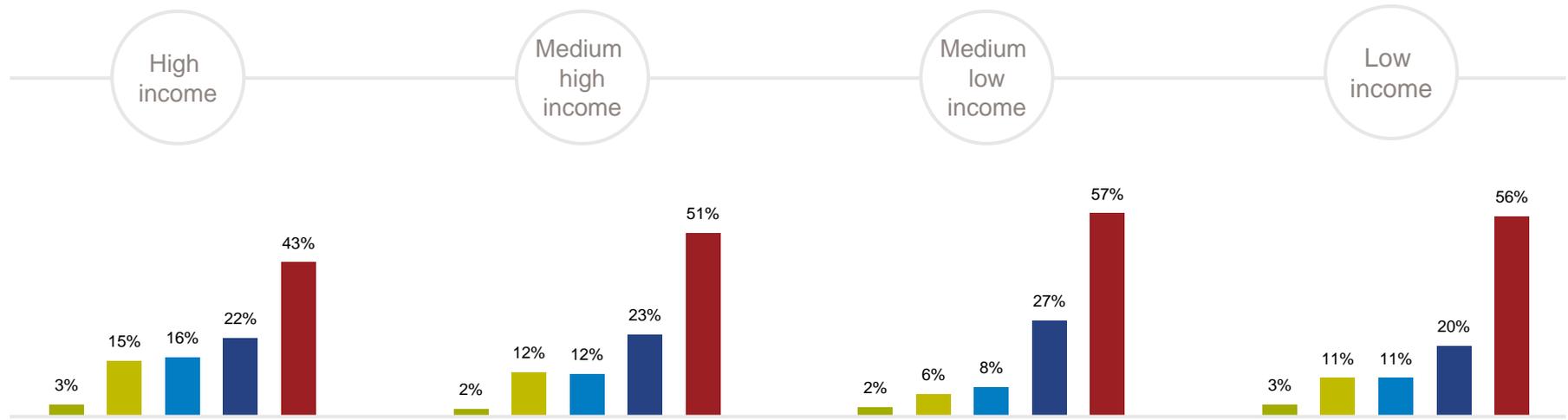
© GfK 2017 | Frequency of gardening or yard work

Frequency of gardening or yard work

Average across South Korea



Income-groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Every day or most days



At least once a week



At least once a month



Less often



Never

Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

For more information please contact
press@gfk.com