

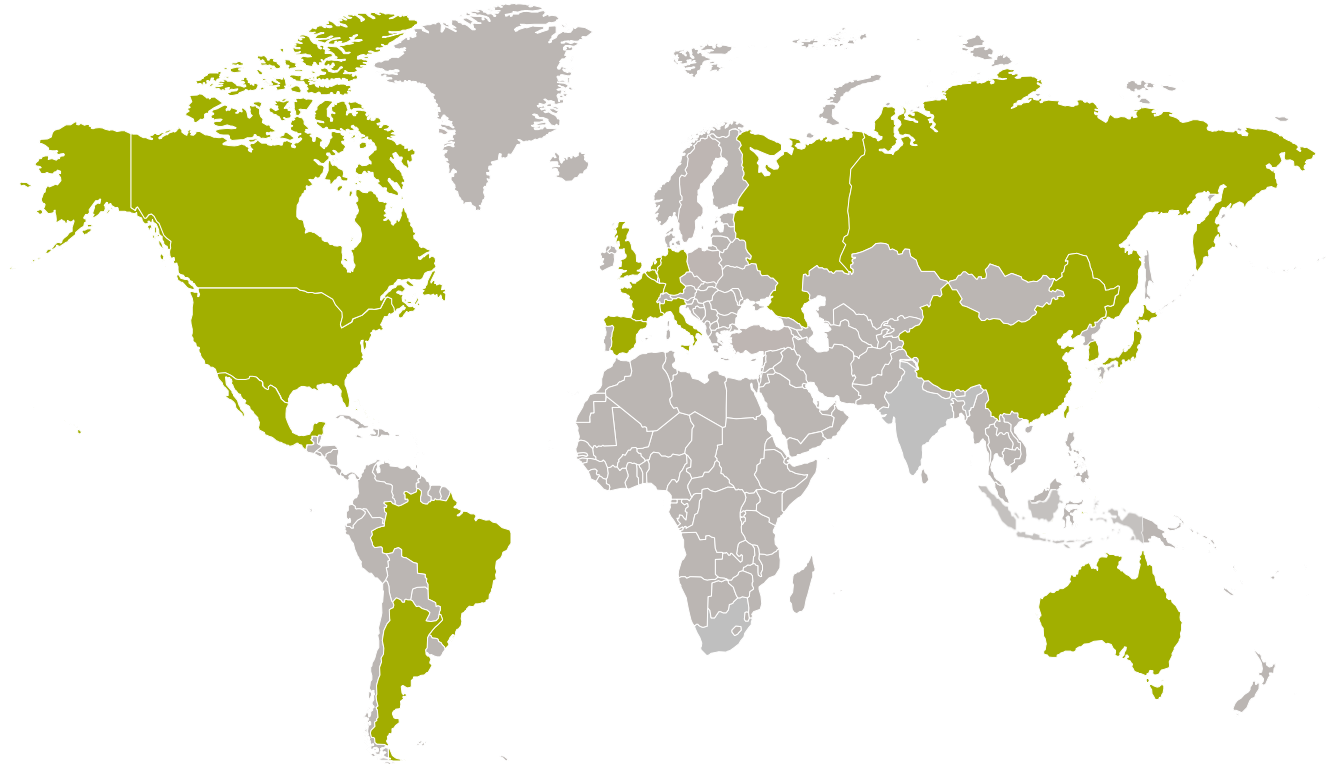
# Frequency of gardening or yard work

Global GfK survey



August 2017

### 3 Country results



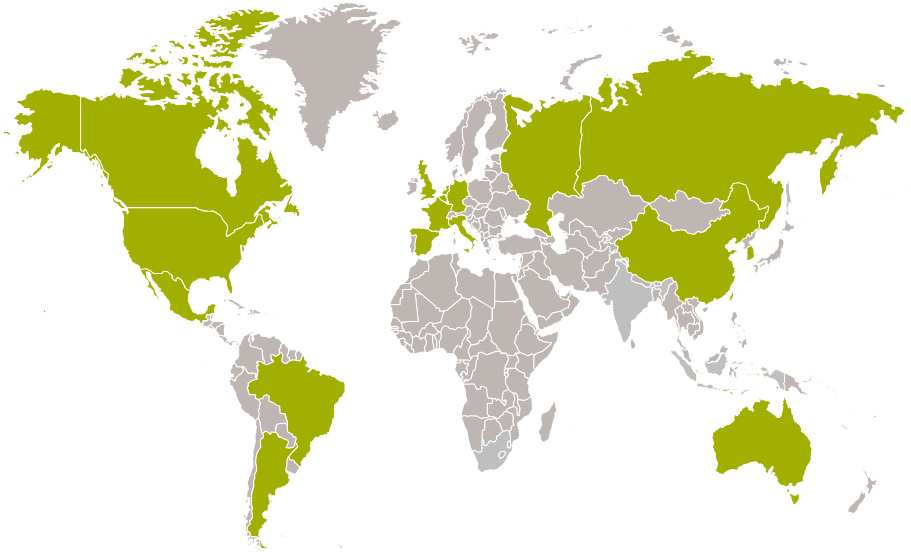
© GfK 2017 | Frequency of gardening or yard work

# 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

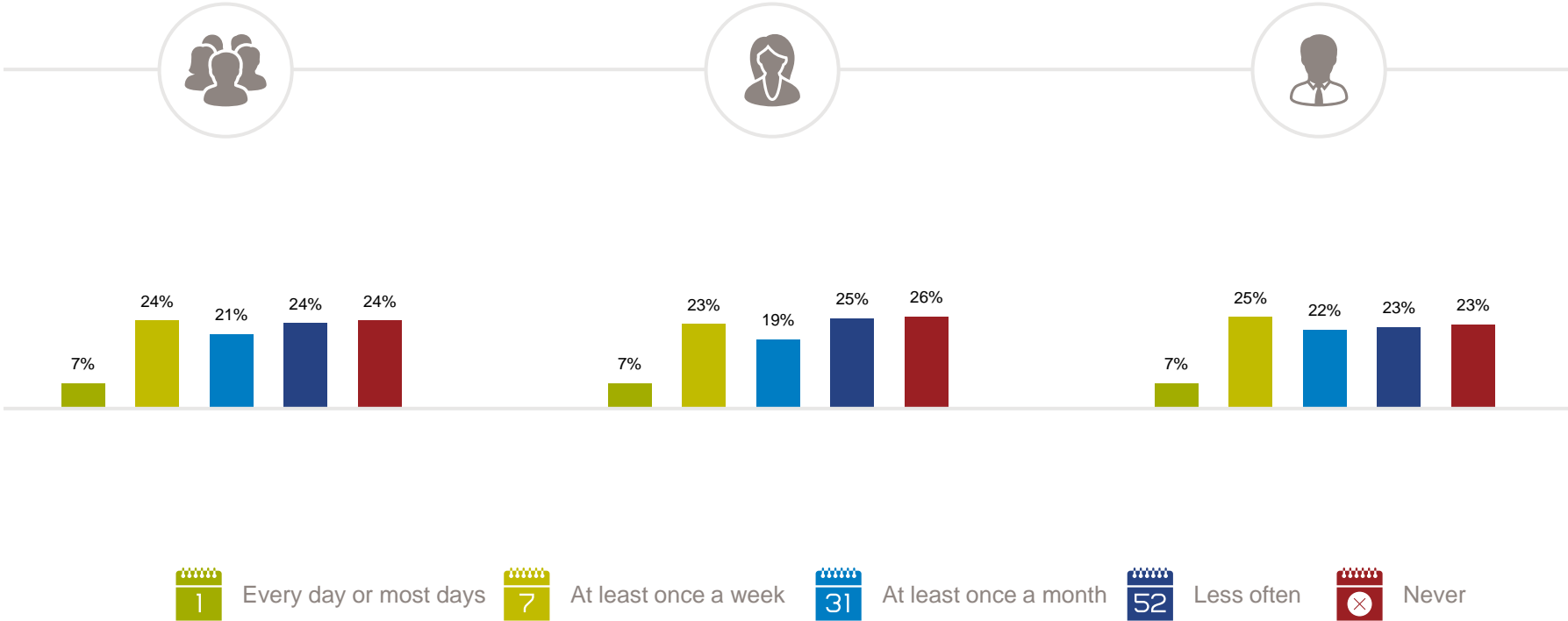
- A quarter (24 percent) of the online population across 17 countries do gardening or yard work at least once a week, and a further seven percent do it every or most days.
- Another quarter (24 percent) of people say that they never do any gardening.
- Across all countries surveyed, gardening daily or 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



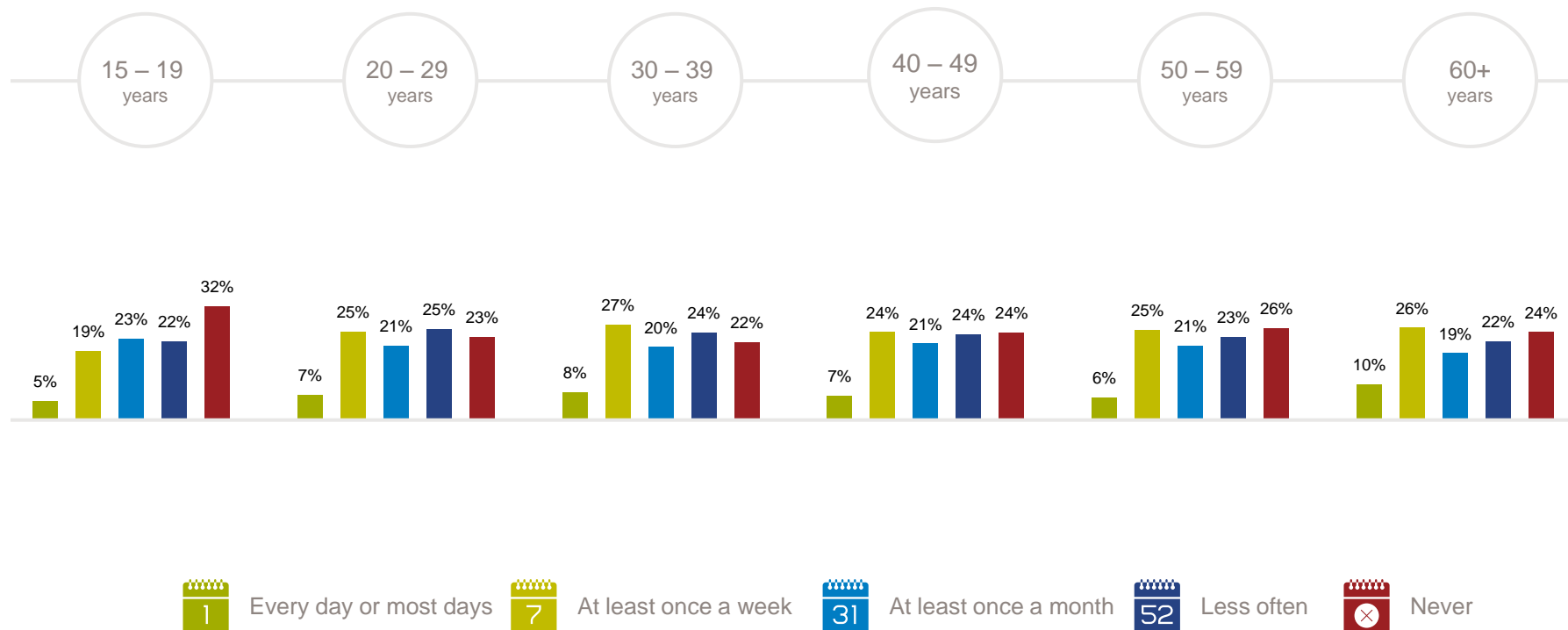


# Frequency of gardening or yard work

## Average across all 17 countries



### Age groups



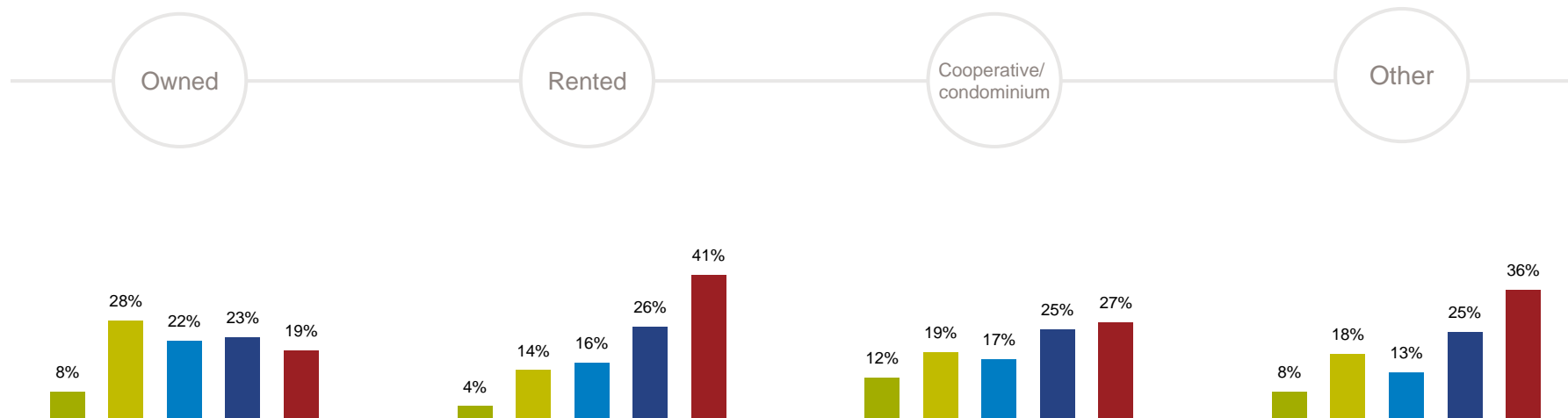
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – Global average is weighted based on the size of each country proportional to the other countries – rounded

# 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

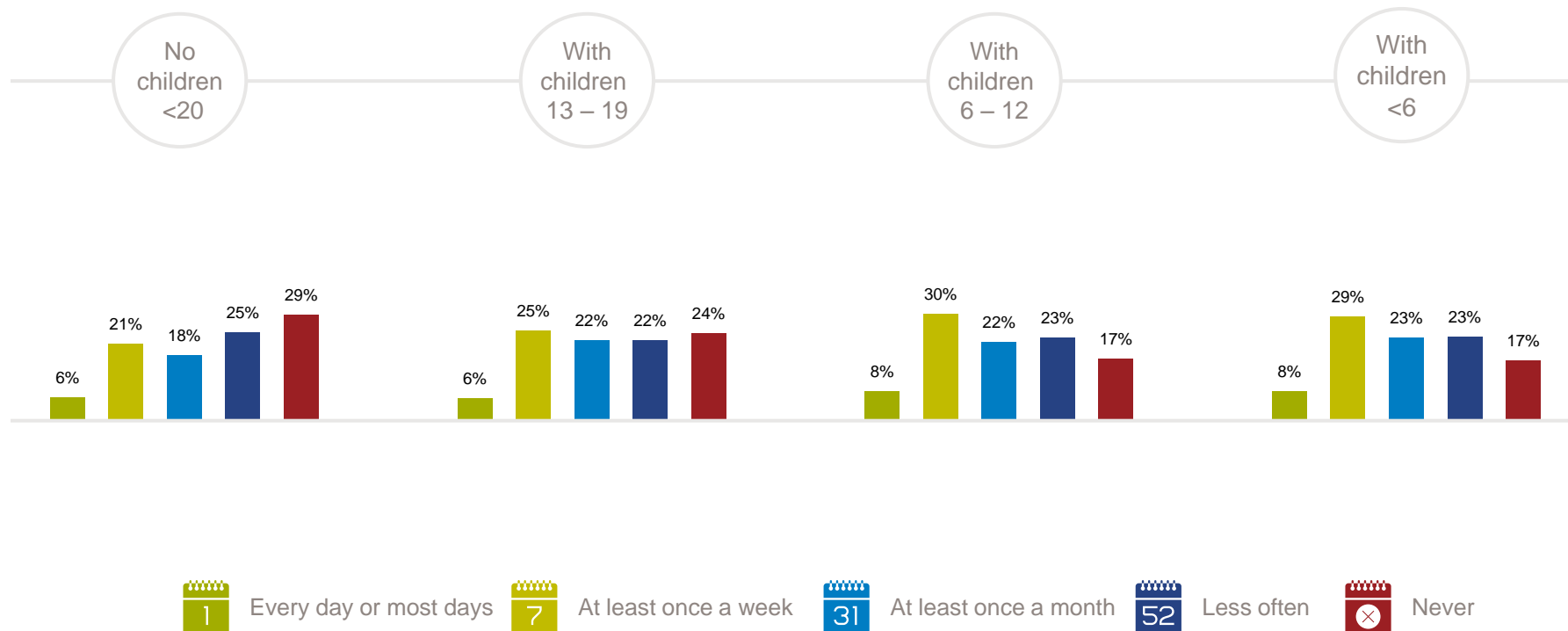
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – Global average is weighted based on the size of each country proportional to the other countries – rounded

# Frequency of gardening or yard work

## Average across all 17 countries



### With or without children in household



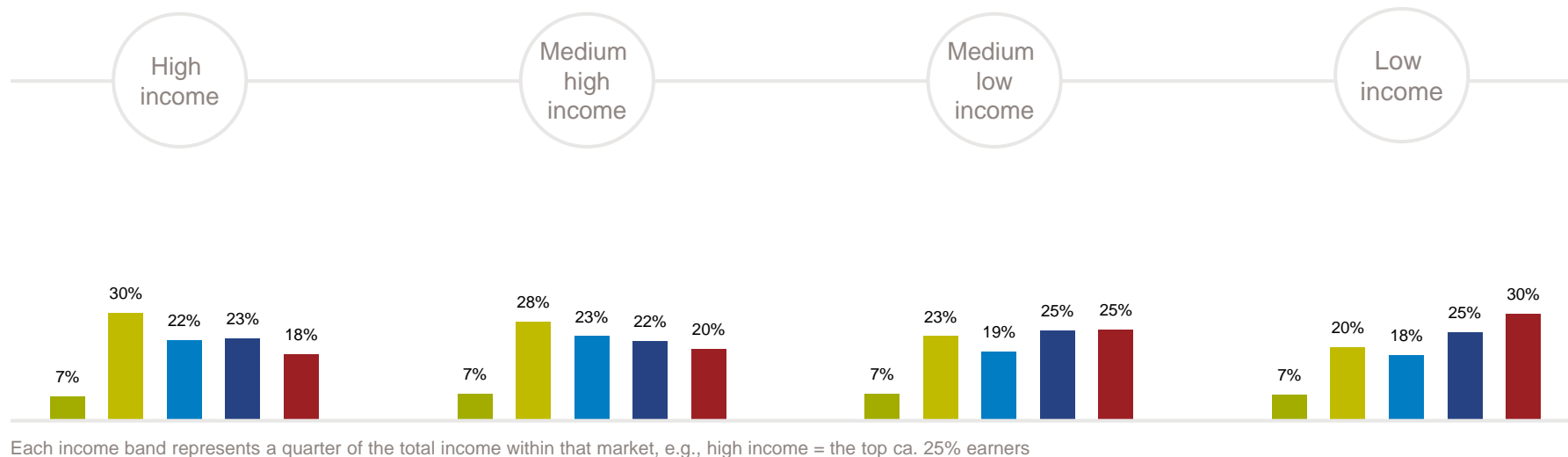
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – Global average is weighted based on the size of each country proportional to the other countries – rounded

# Frequency of gardening or yard work

## Average across all 17 countries



### Income-groups



Every day or most days



At least once a week



At least once a month



Less often



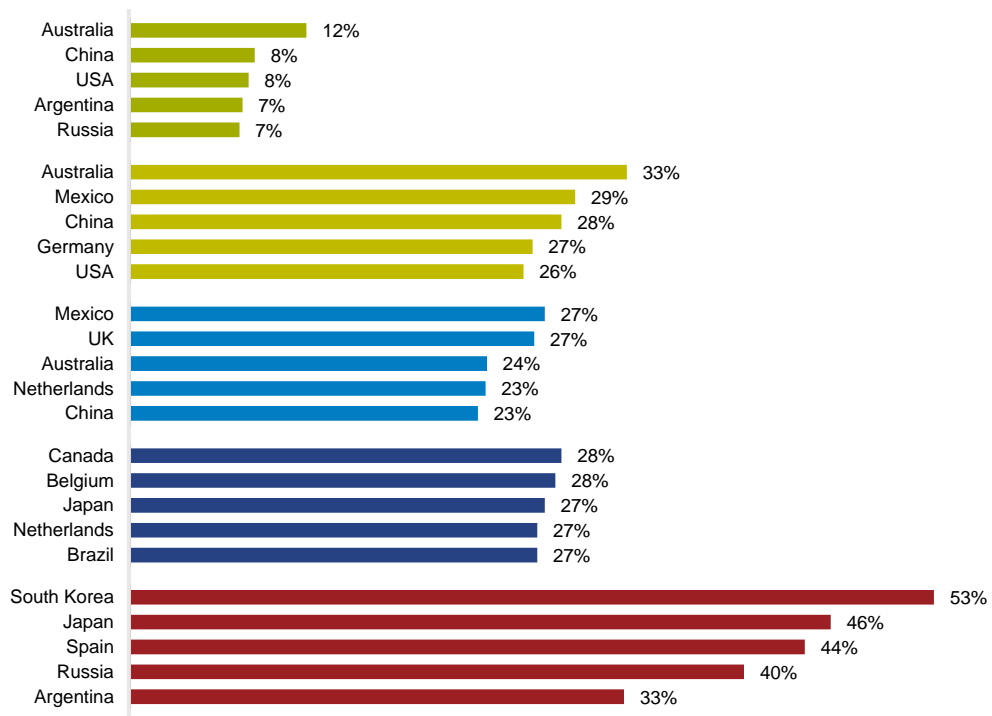
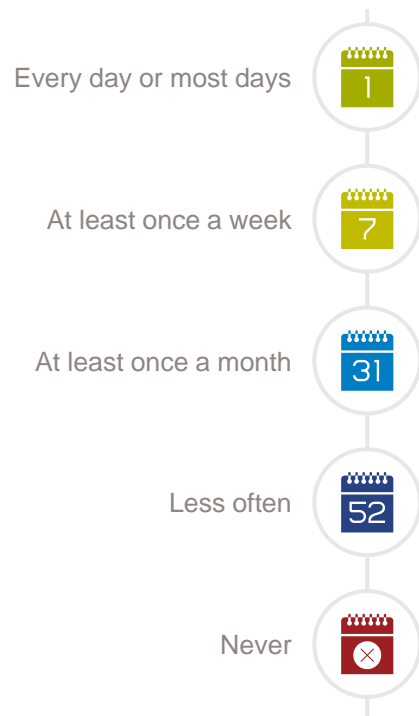
Never

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

---

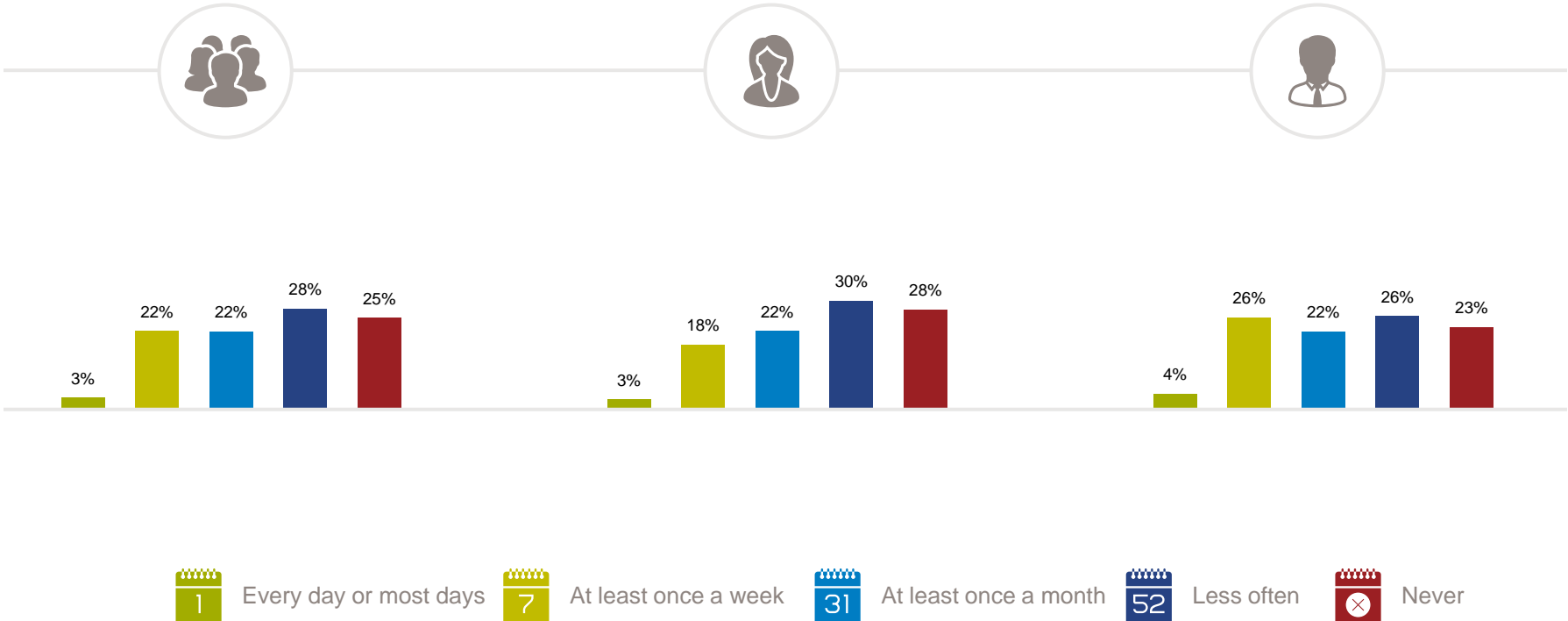


# Frequency of gardening or yard work

## Average across Belgium



### Total plus breakdown by gender



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

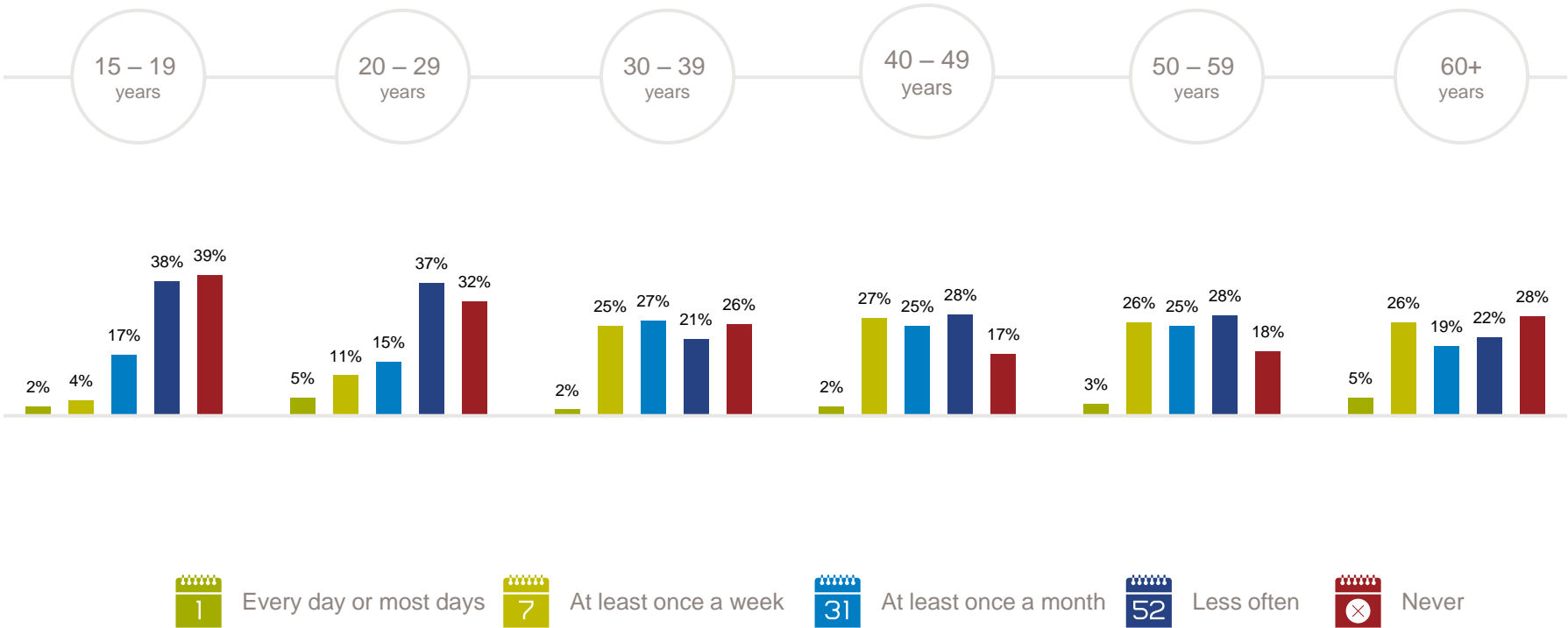


# Frequency of gardening or yard work

## Average across Belgium



### Age groups



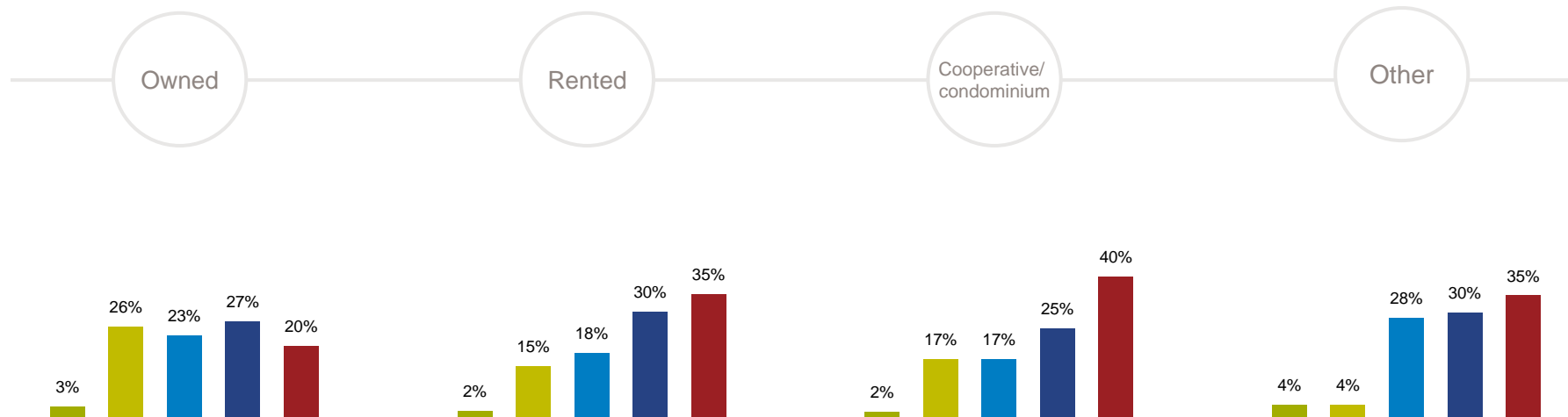
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

# 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

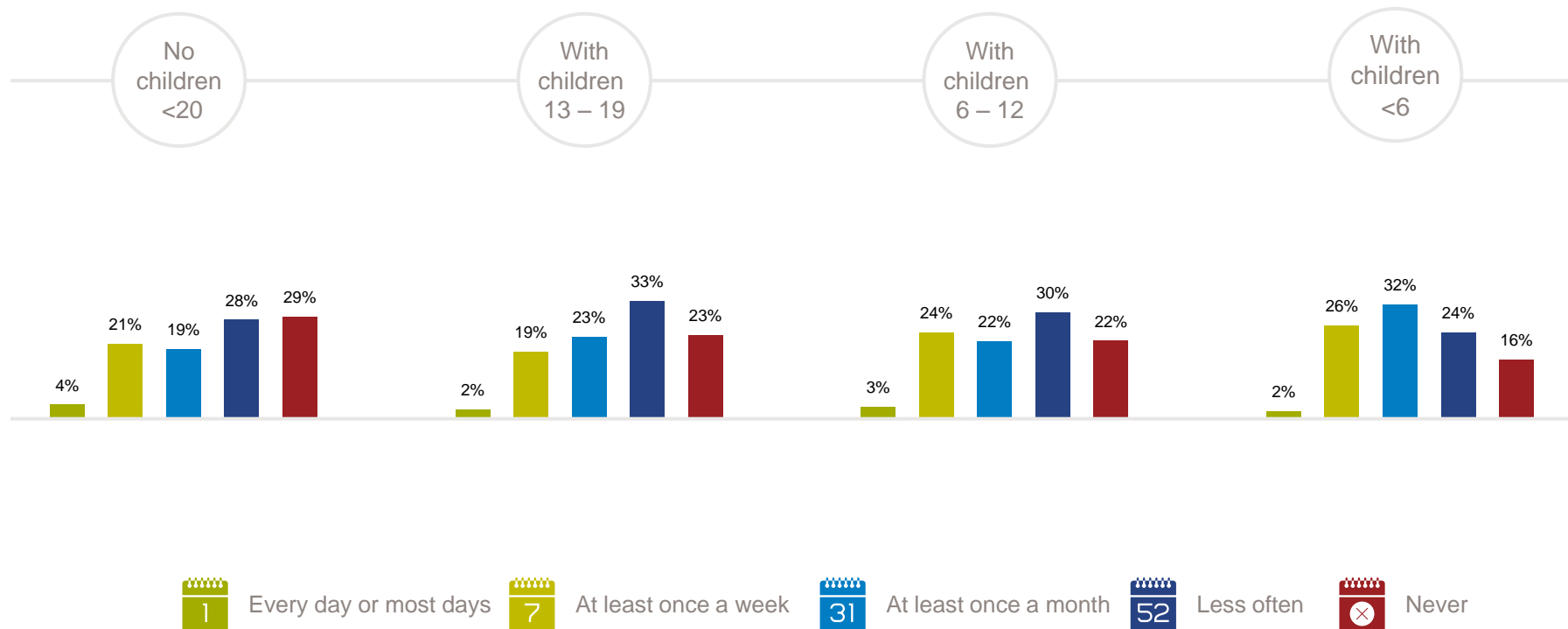
© GfK 2017 | Frequency of gardening or yard work

# 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

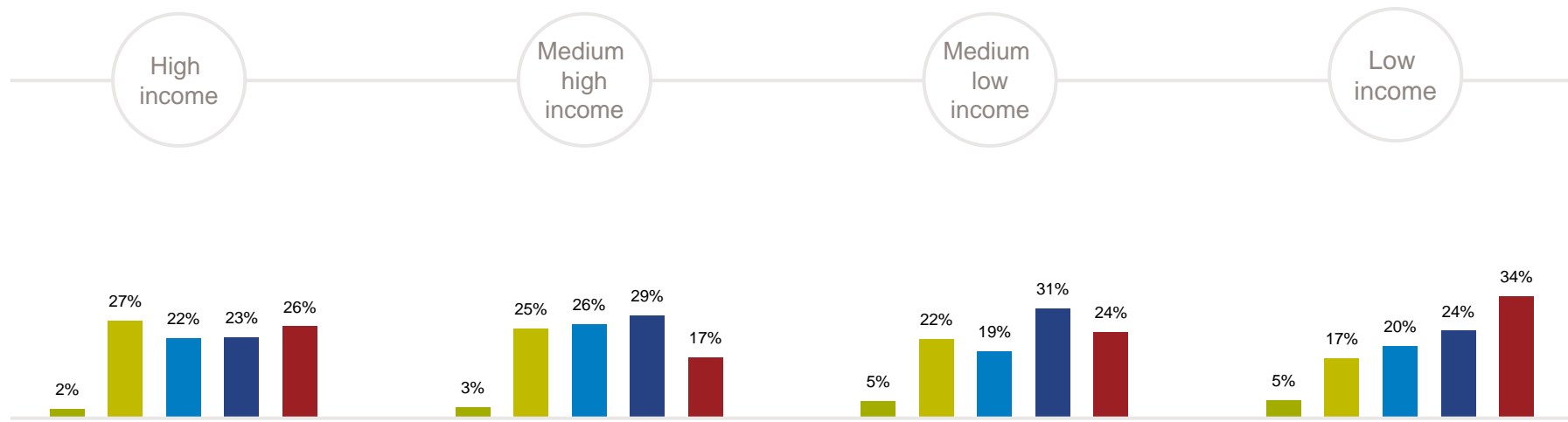
© GfK 2017 | Frequency of gardening or yard work

# 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

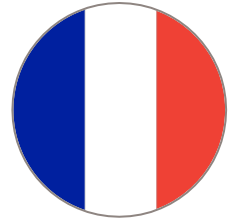
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

---

# France

---

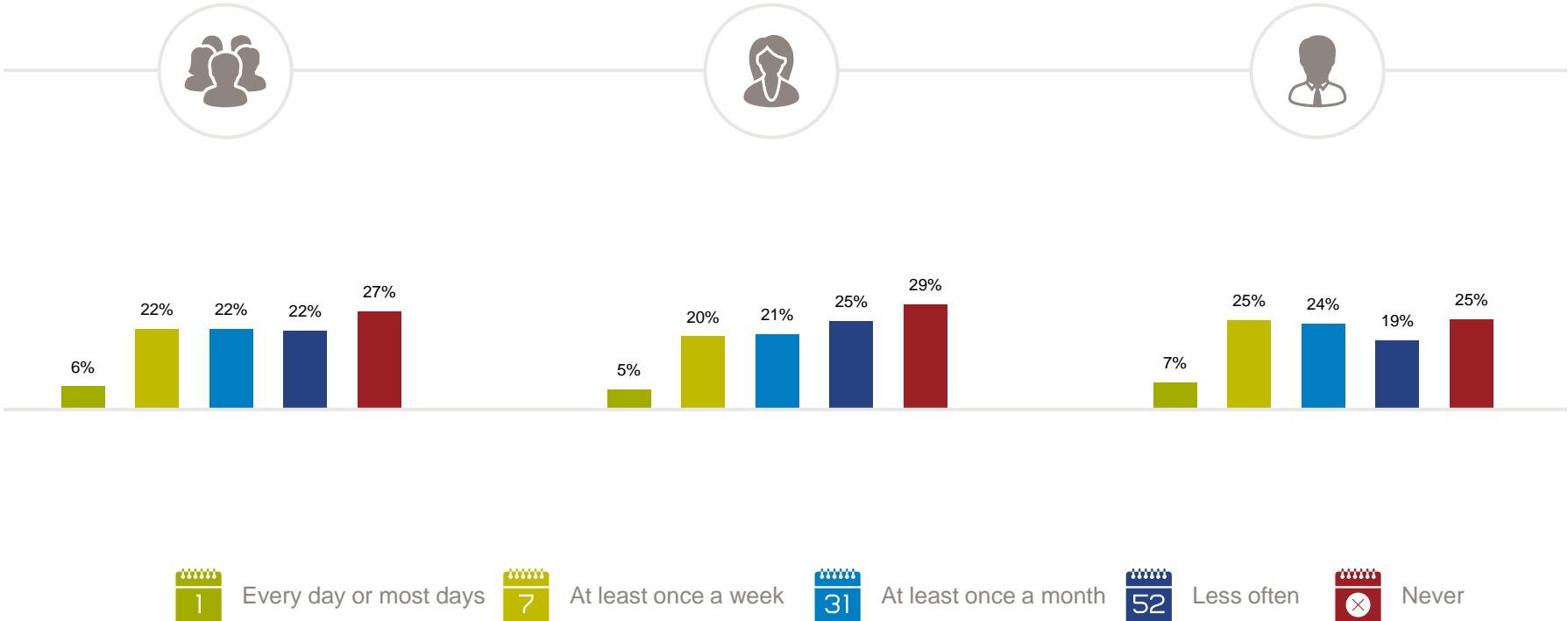


# Frequency of gardening or yard work

## Average across France



### Total plus breakdown by gender



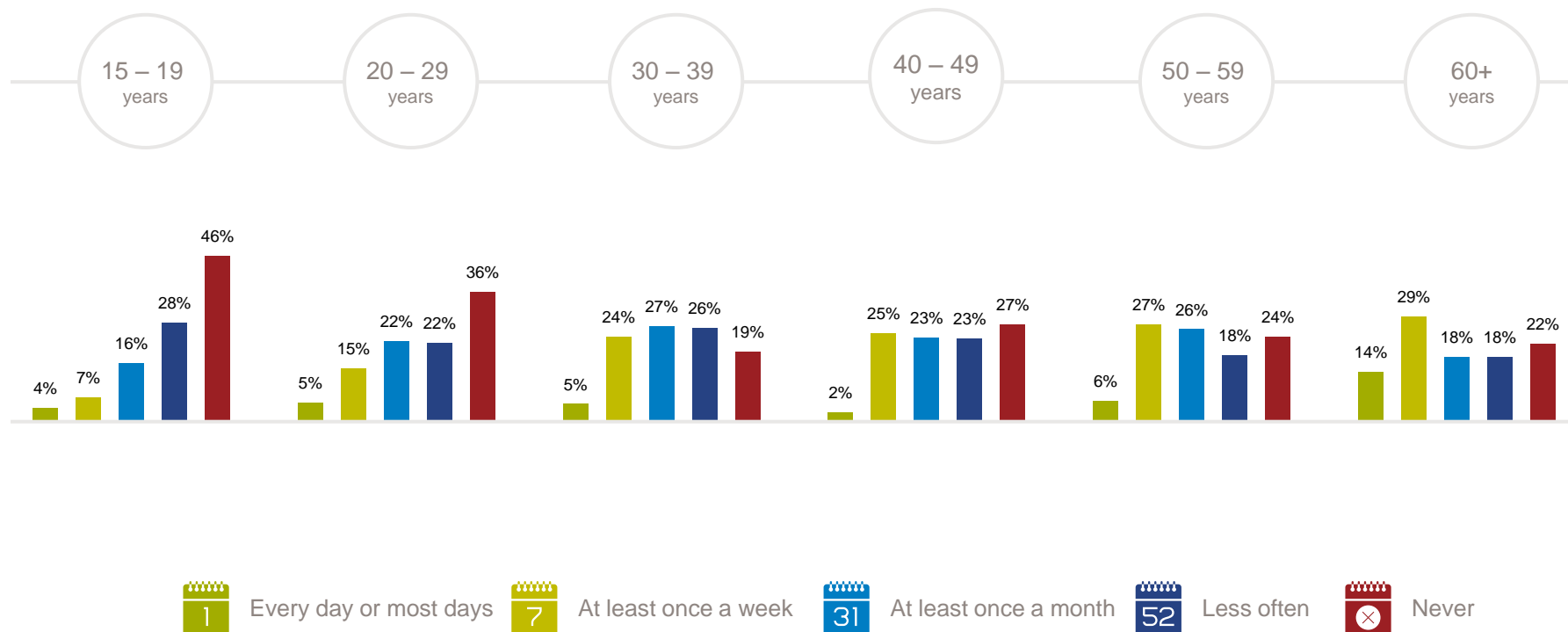
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded  
© GfK 2017 | Frequency of gardening or yard work

# Frequency of gardening or yard work

## Average across France



### Age groups



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

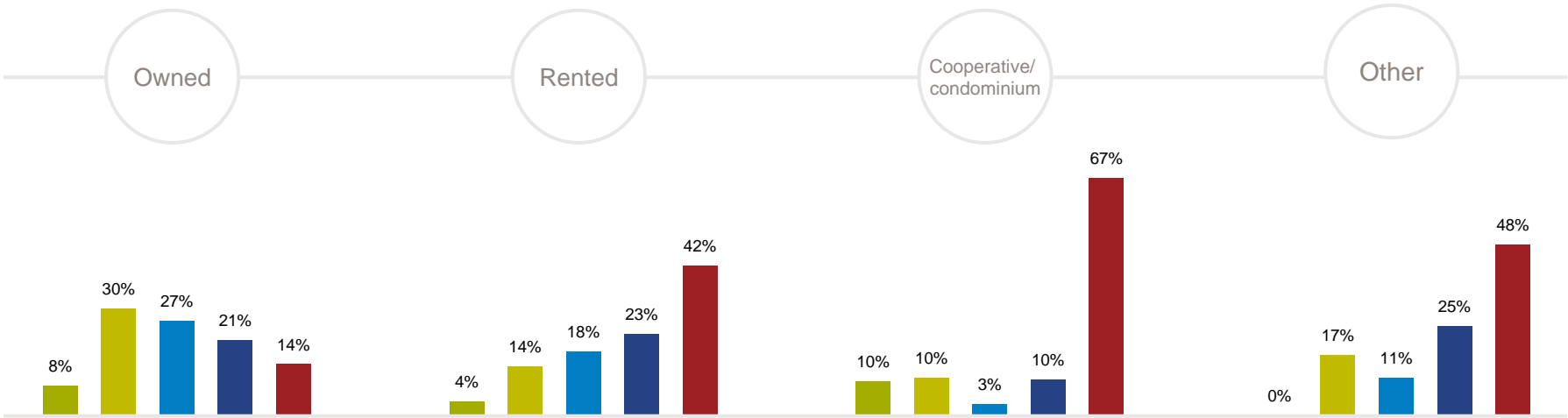
© GfK 2017 | Frequency of gardening or yard work

# Frequency of gardening or yard work

## Average across France



### 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

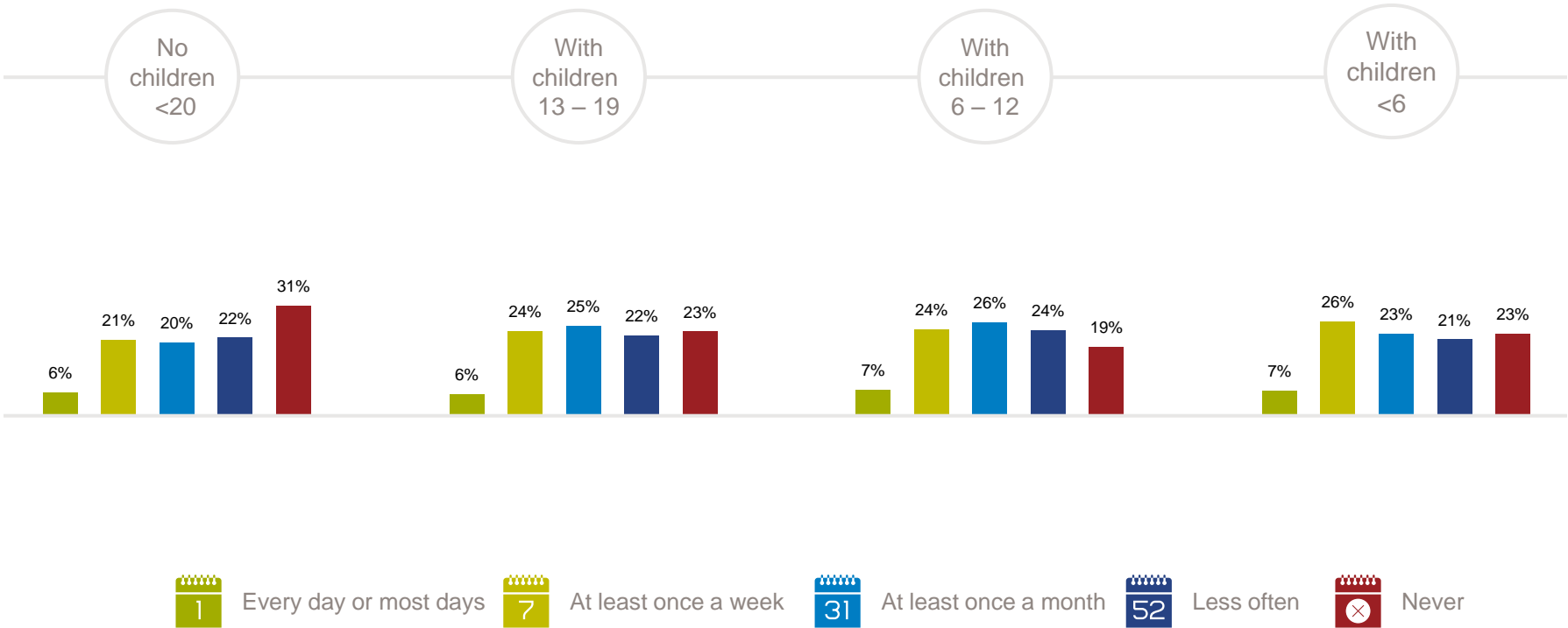


# Frequency of gardening or yard work

## Average across France



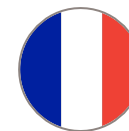
### With or without children in household



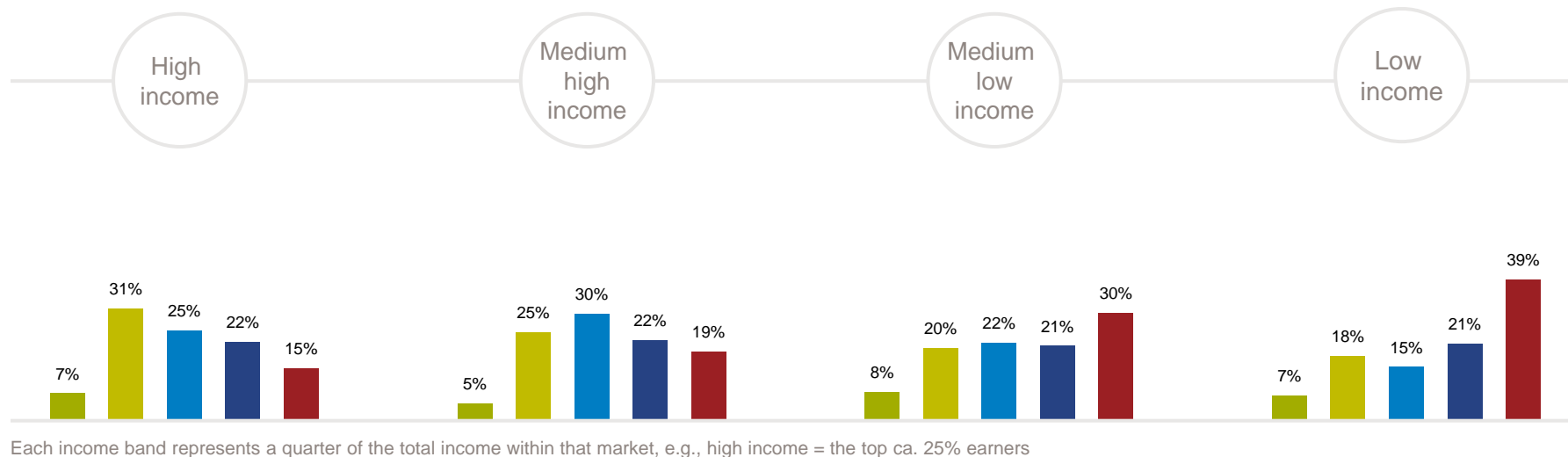
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

# Frequency of gardening or yard work

## Average across France



### Income-groups



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

---

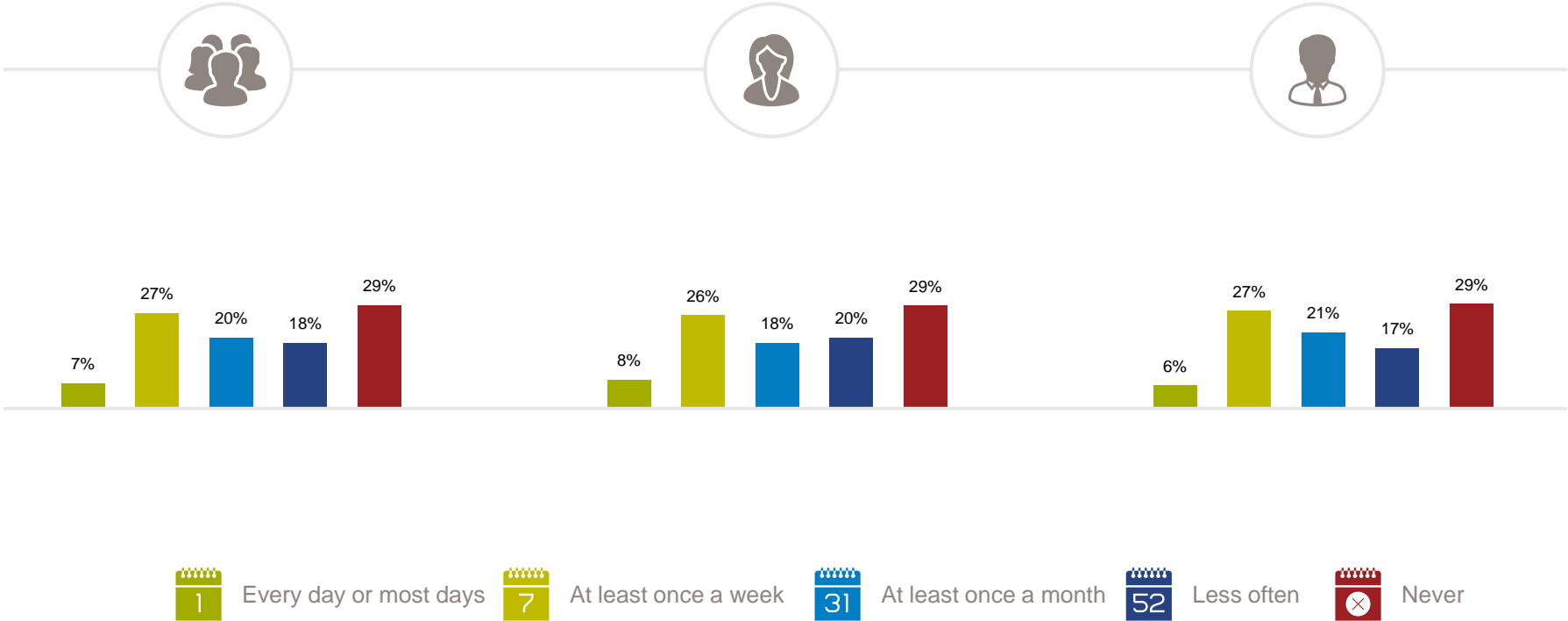


# Frequency of gardening or yard work

## Average across Germany



### Total plus breakdown by gender



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

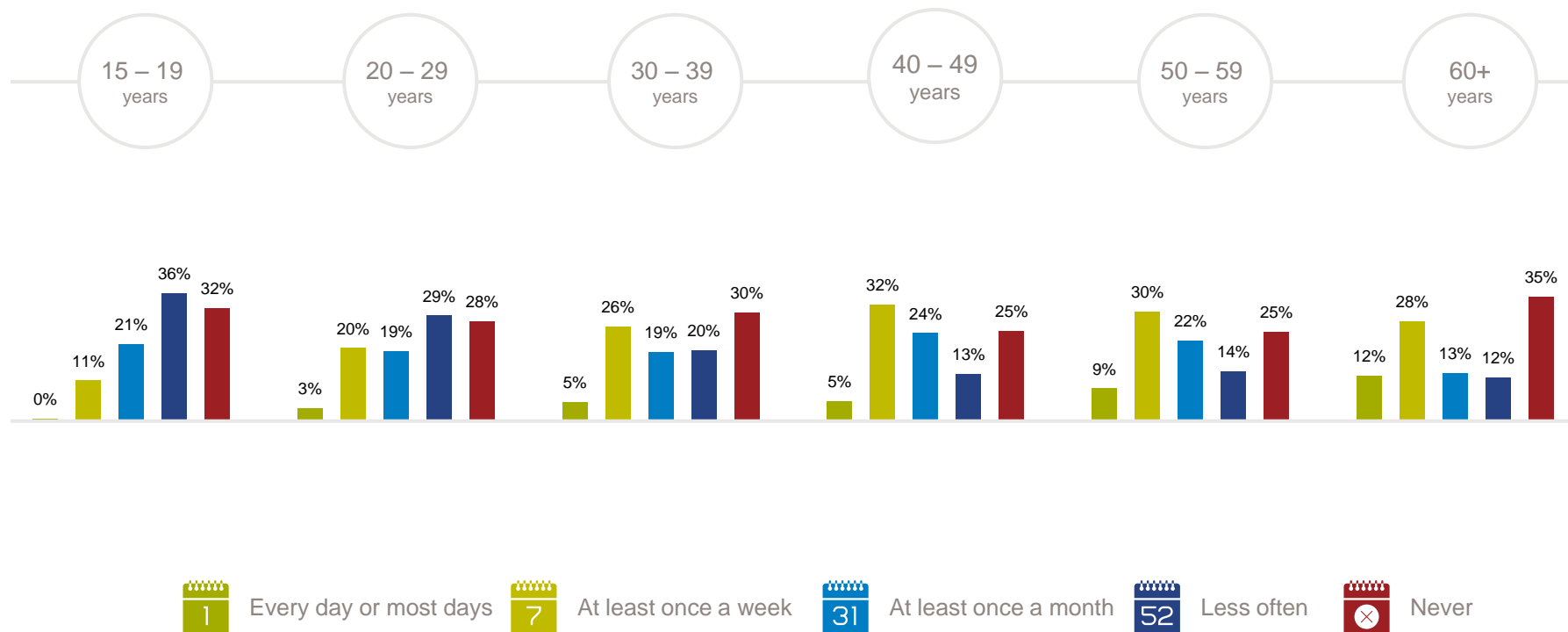
© GfK 2017 | Frequency of gardening or yard work

# 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

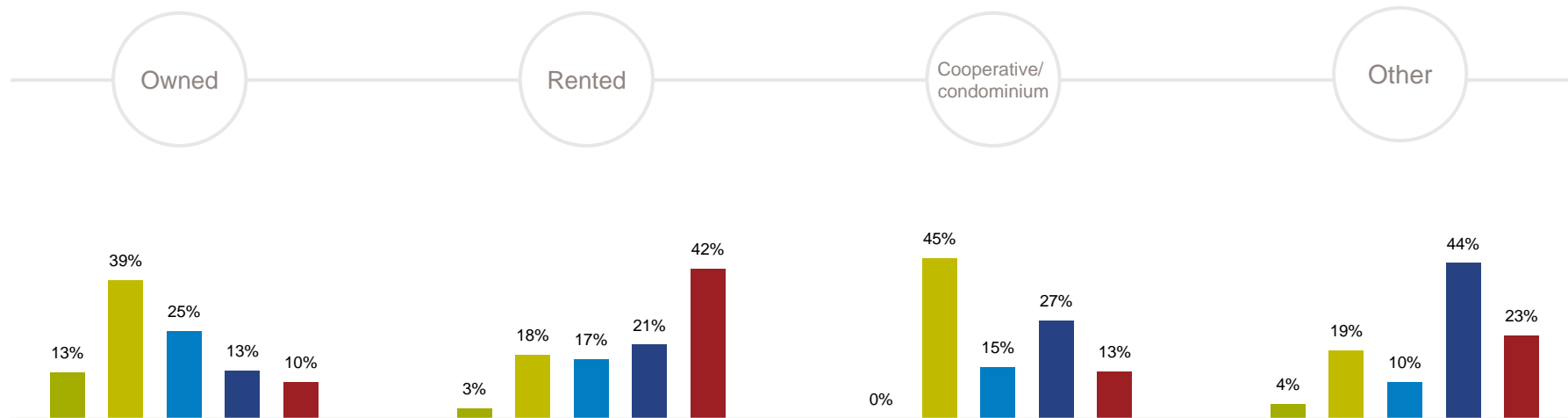
© GfK 2017 | Frequency of gardening or yard work

# 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

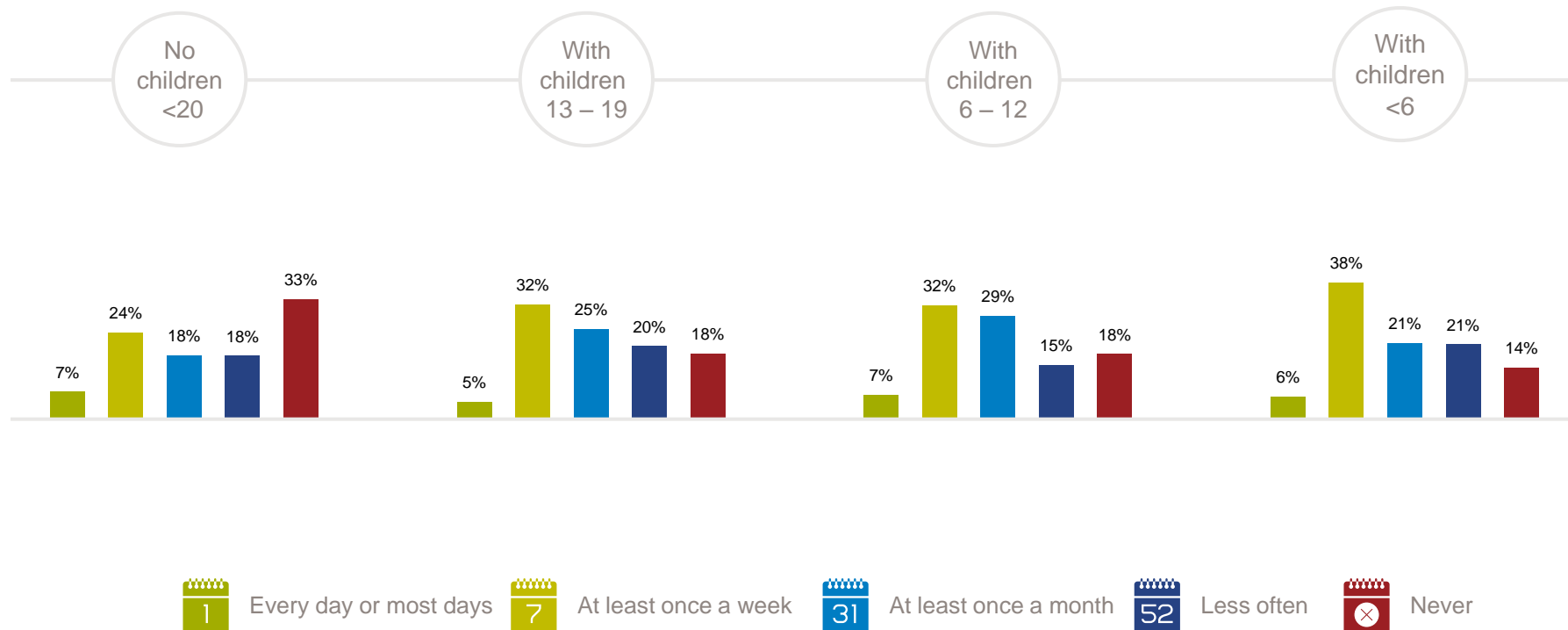
© GfK 2017 | Frequency of gardening or yard work

# 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

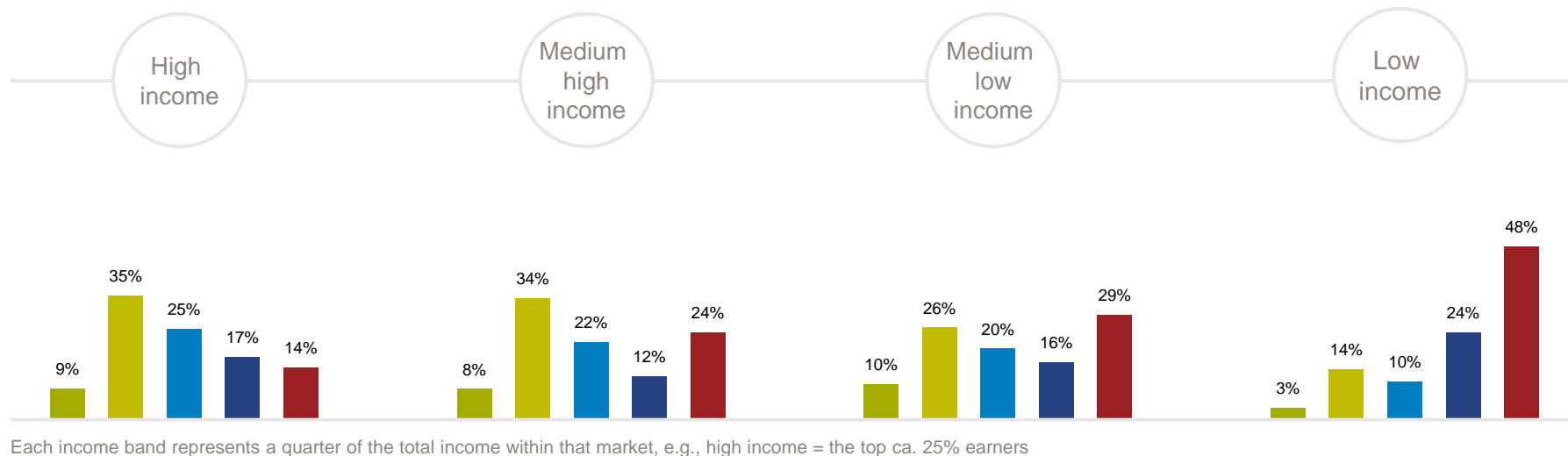
© GfK 2017 | Frequency of gardening or yard work

# Frequency of gardening or yard work

## Average across Germany



### Income-groups



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

---

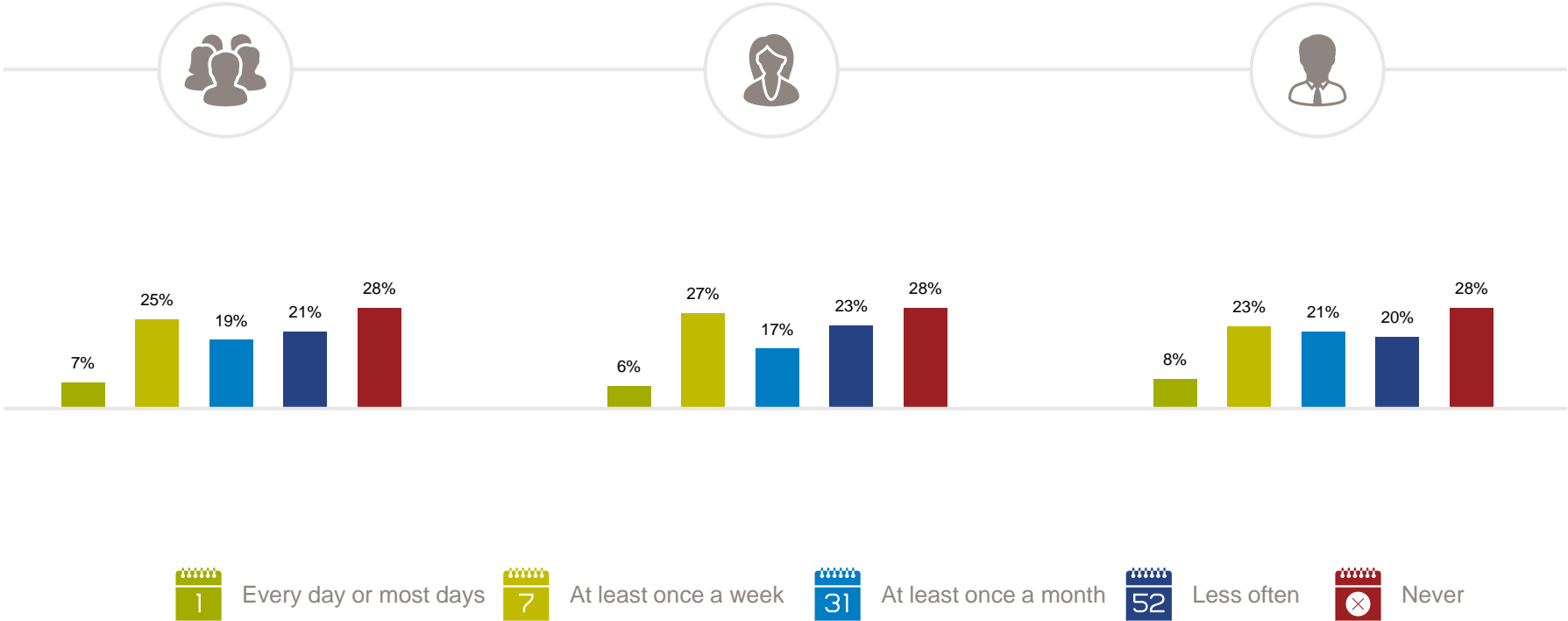


# Frequency of gardening or yard work

## Average across Italy



### Total plus breakdown by gender



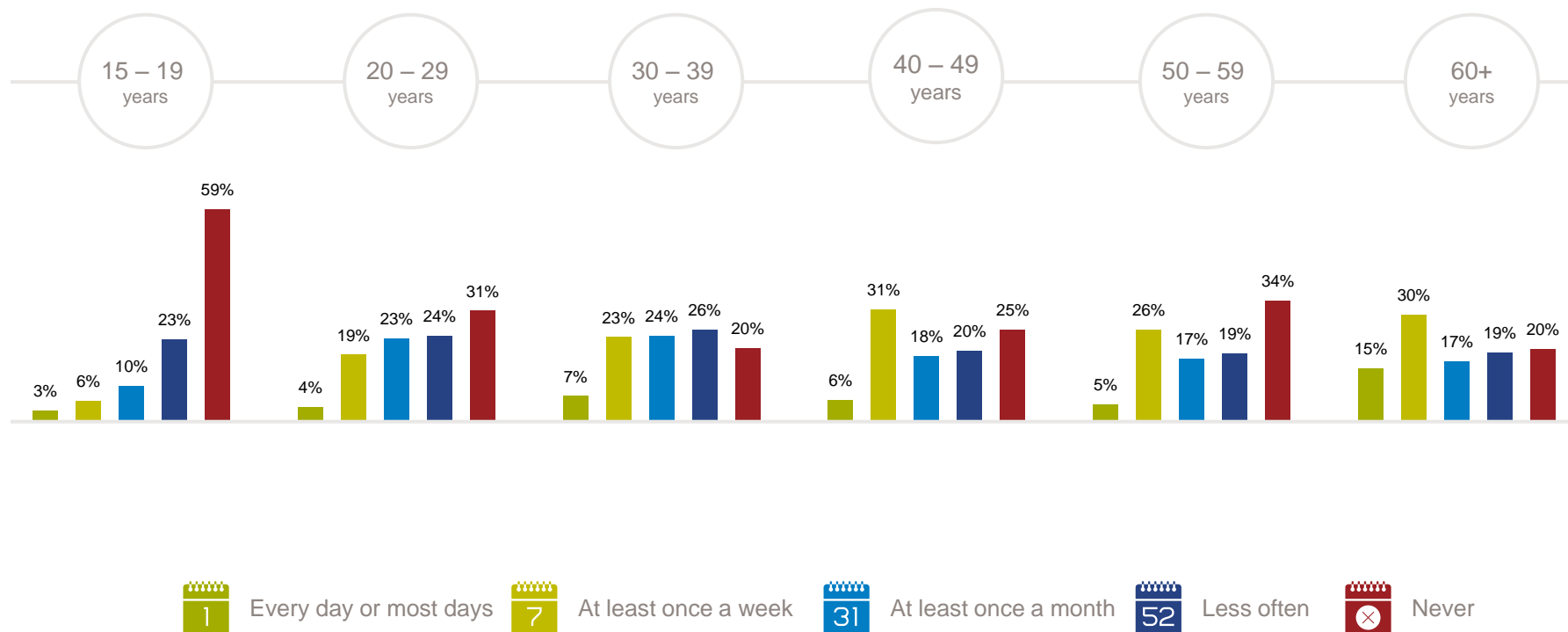
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded  
© GfK 2017 | Frequency of gardening or yard work

# 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

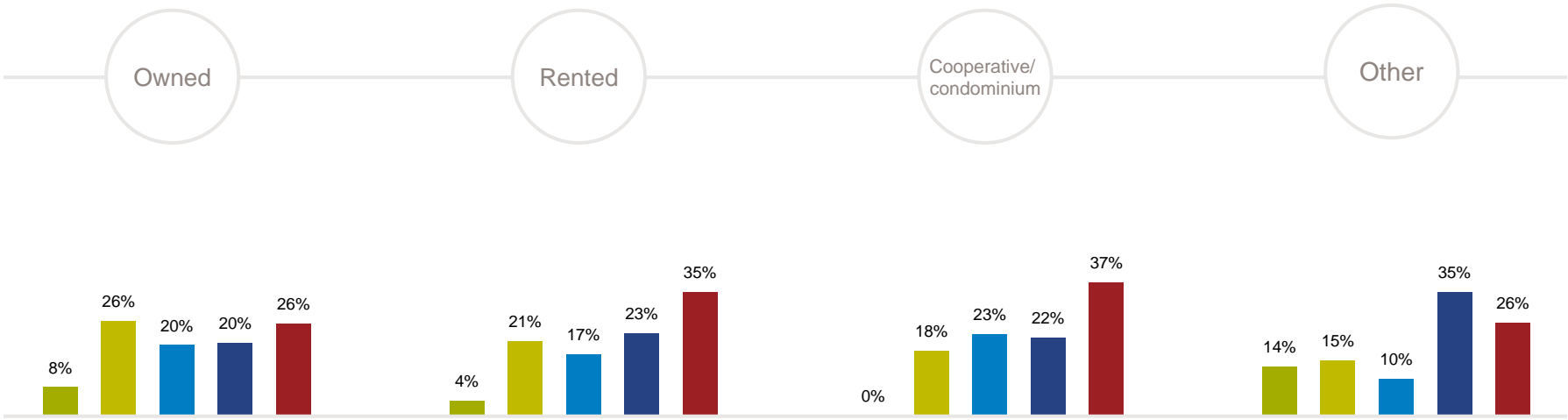
© GfK 2017 | Frequency of gardening or yard work

# 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

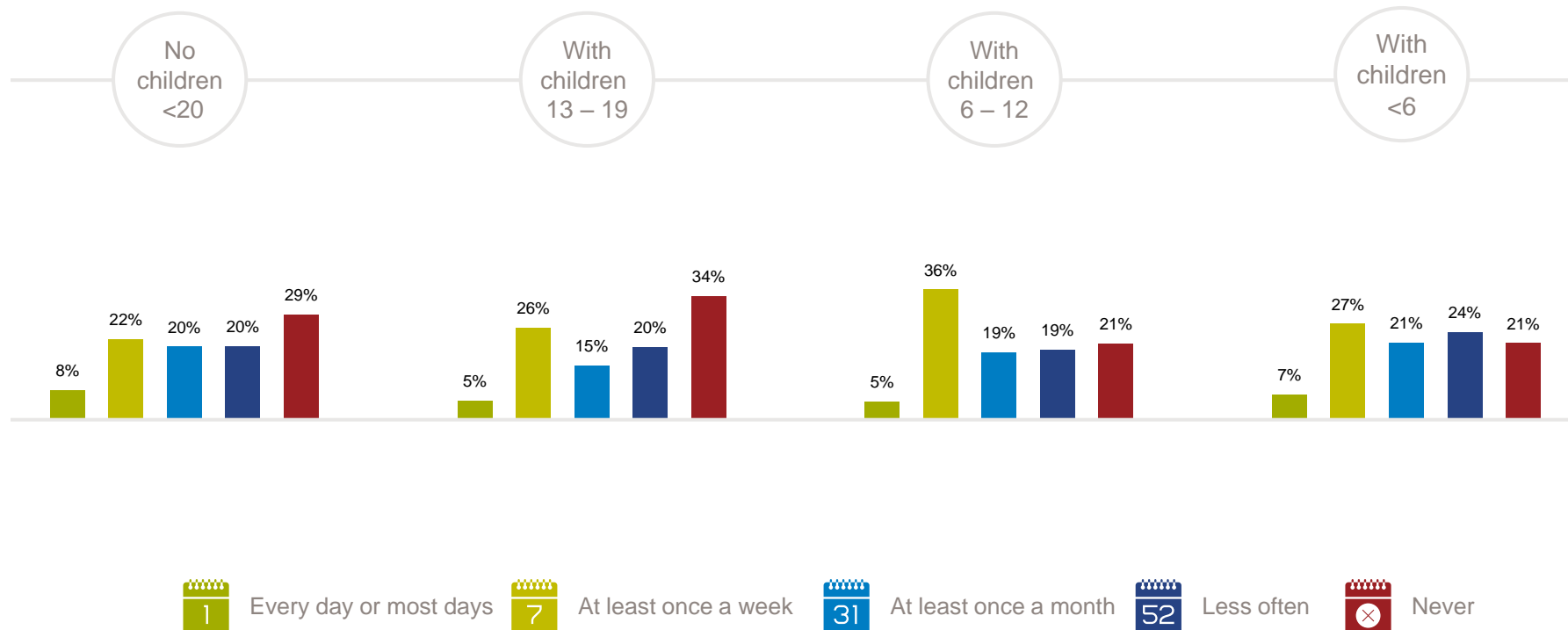
© GfK 2017 | Frequency of gardening or yard work

# 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

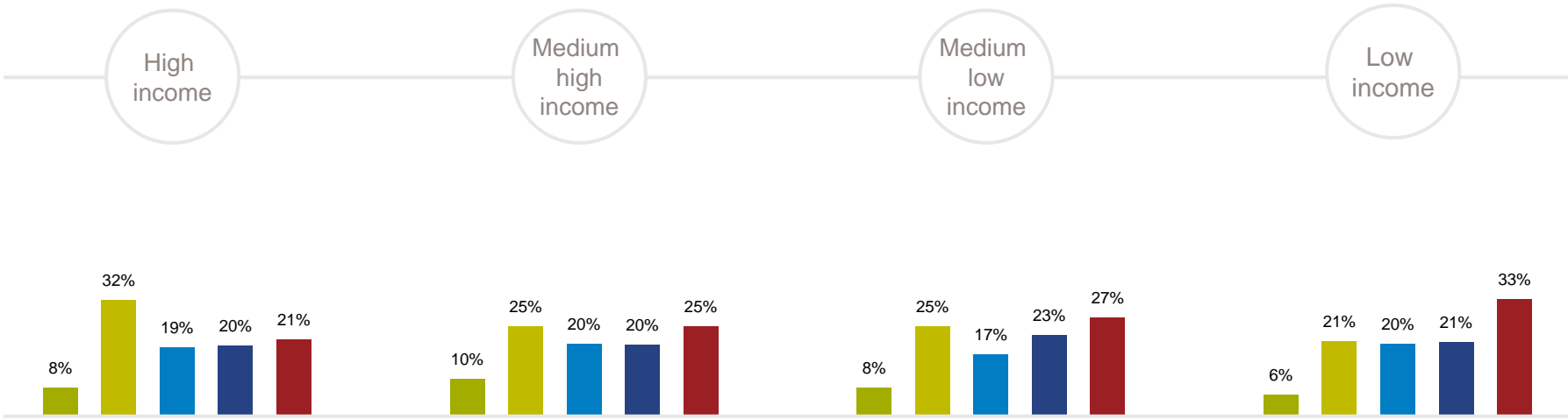
© GfK 2017 | Frequency of gardening or yard work

# 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

---

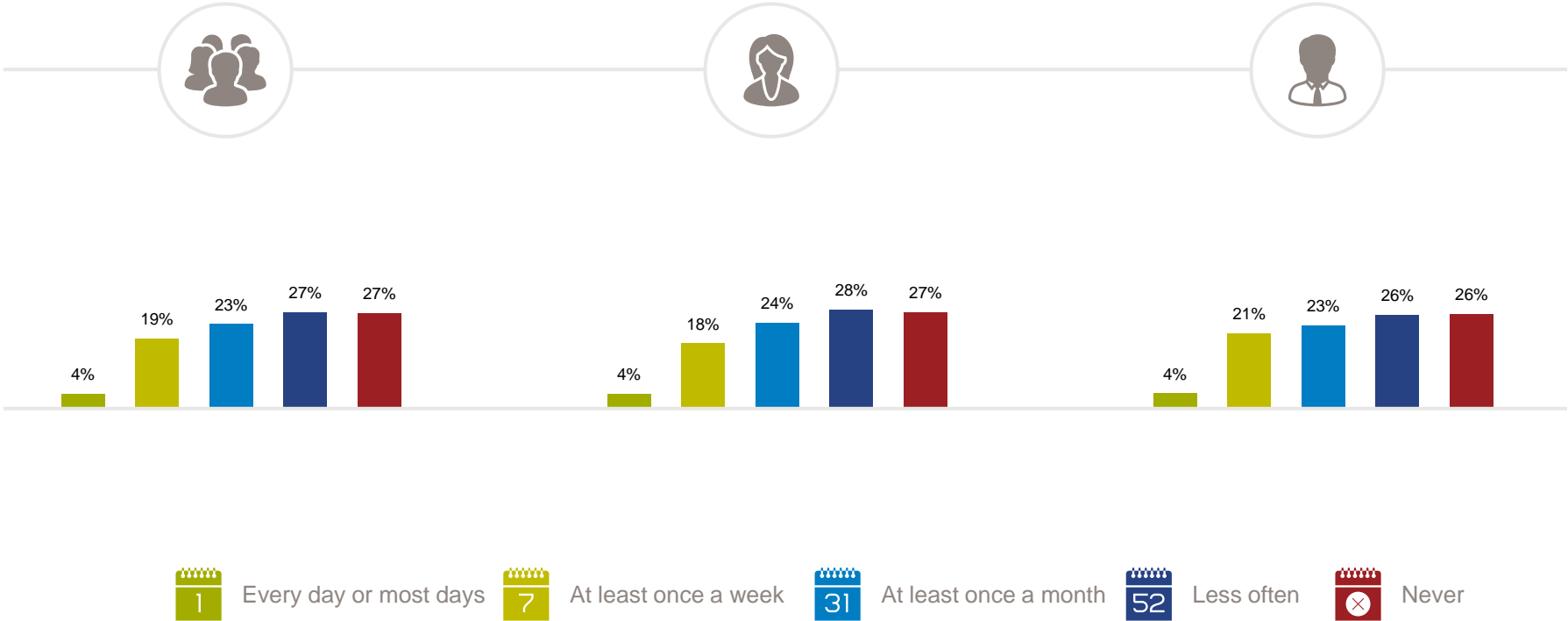


# Frequency of gardening or yard work

## Average across the Netherlands



### Total plus breakdown by gender



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

© GfK 2017 | Frequency of gardening or yard work

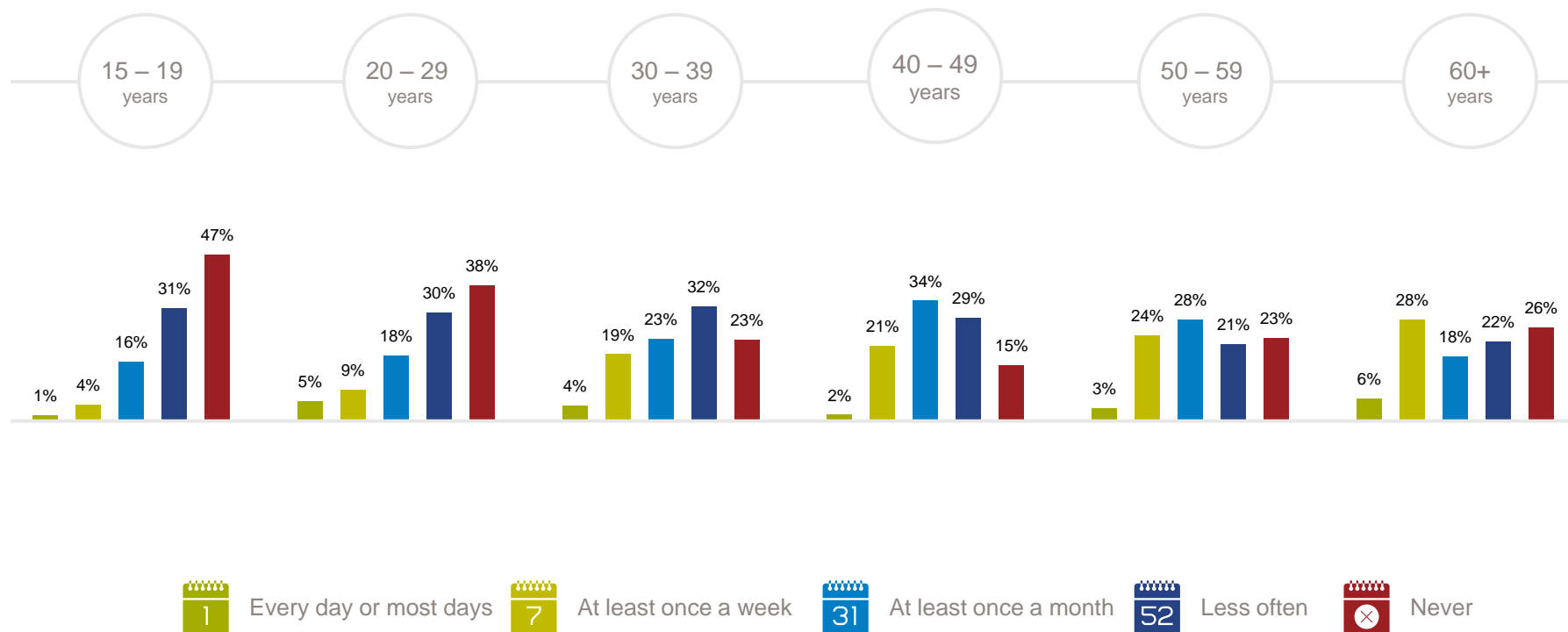


# Frequency of gardening or yard work

## Average across the Netherlands



### Age groups



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

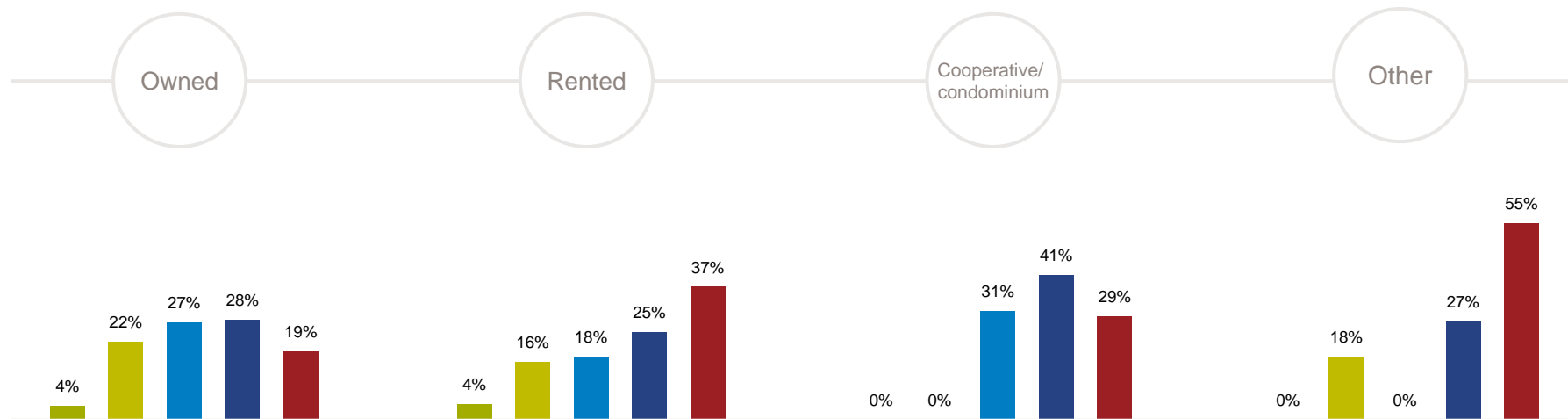
© GfK 2017 | Frequency of gardening or yard work

# 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

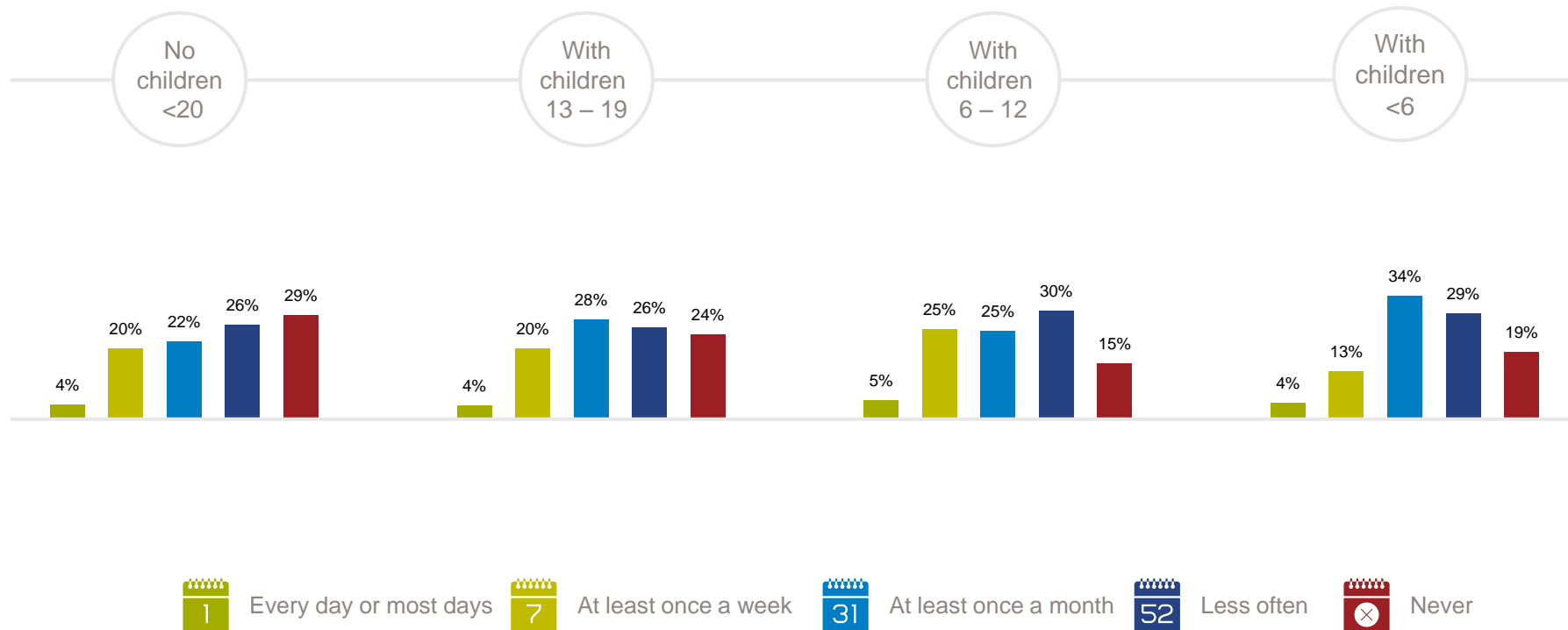
© GfK 2017 | Frequency of gardening or yard work

# 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

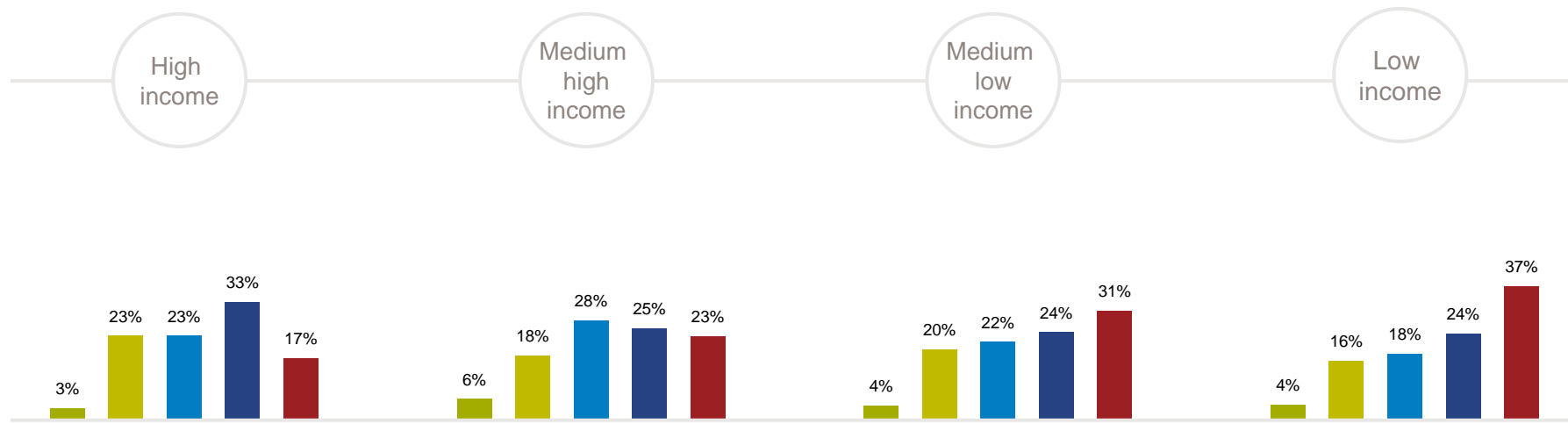
© GfK 2017 | Frequency of gardening or yard work

# 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

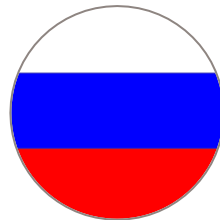
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of gardening or yard work

---

# Russia

---

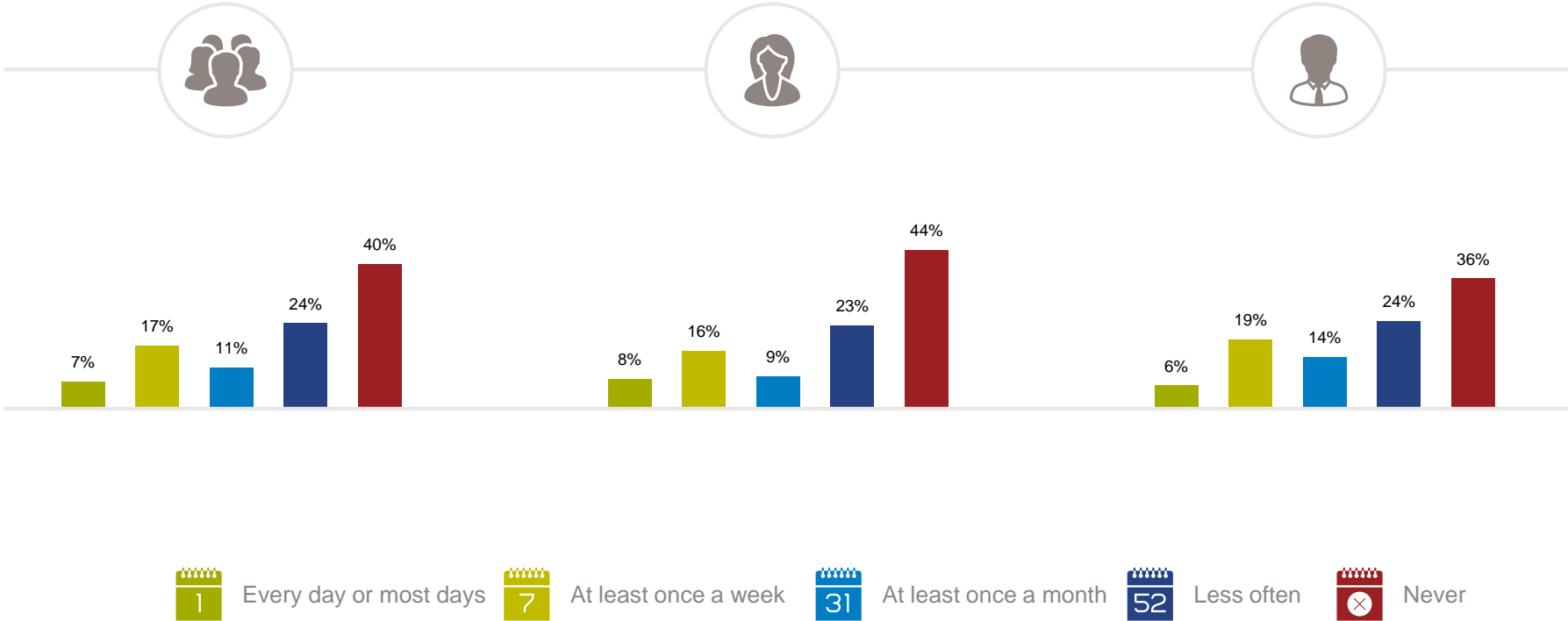


# Frequency of gardening or yard work

## Average across Russia



### Total plus breakdown by gender



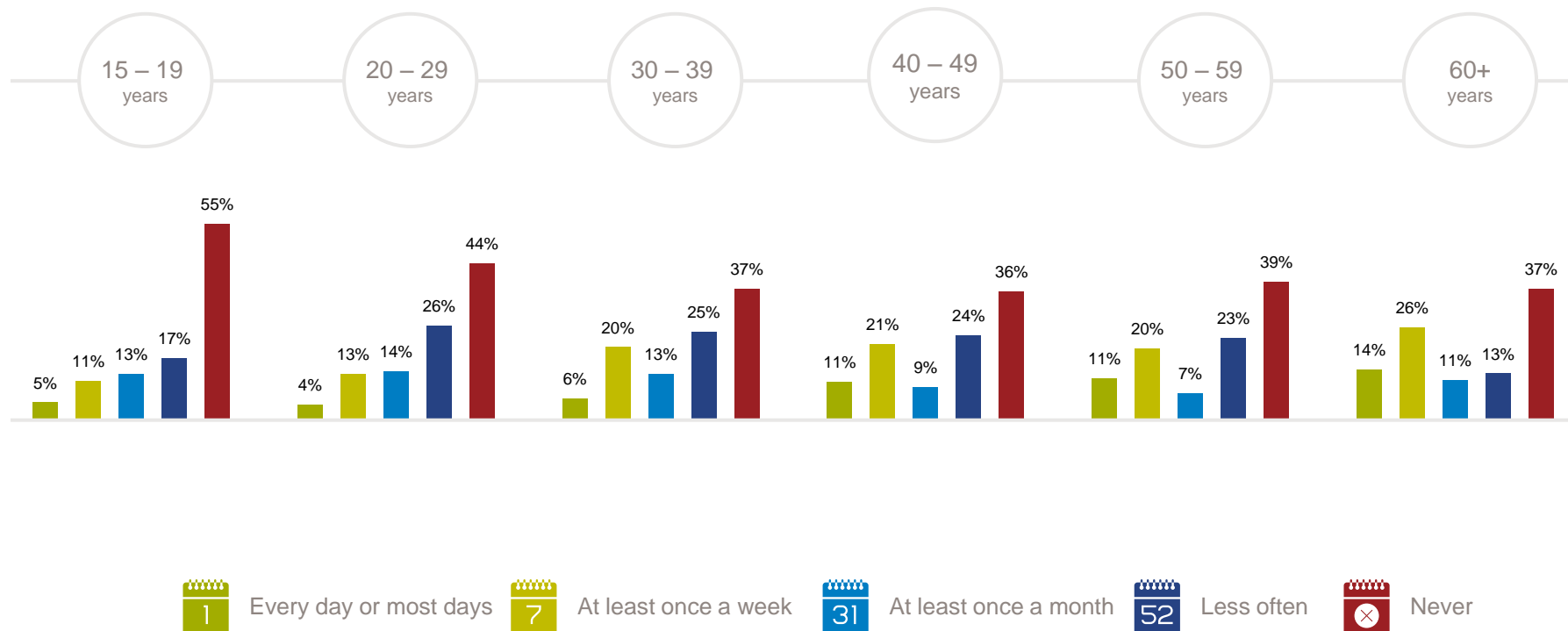
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

# 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

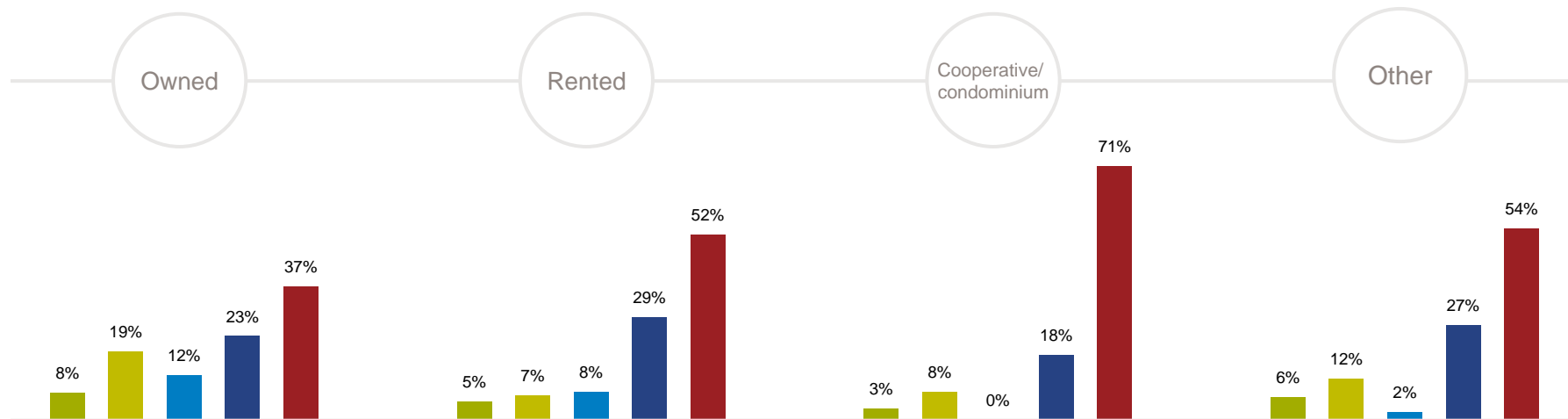
© GfK 2017 | Frequency of gardening or yard work

# 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

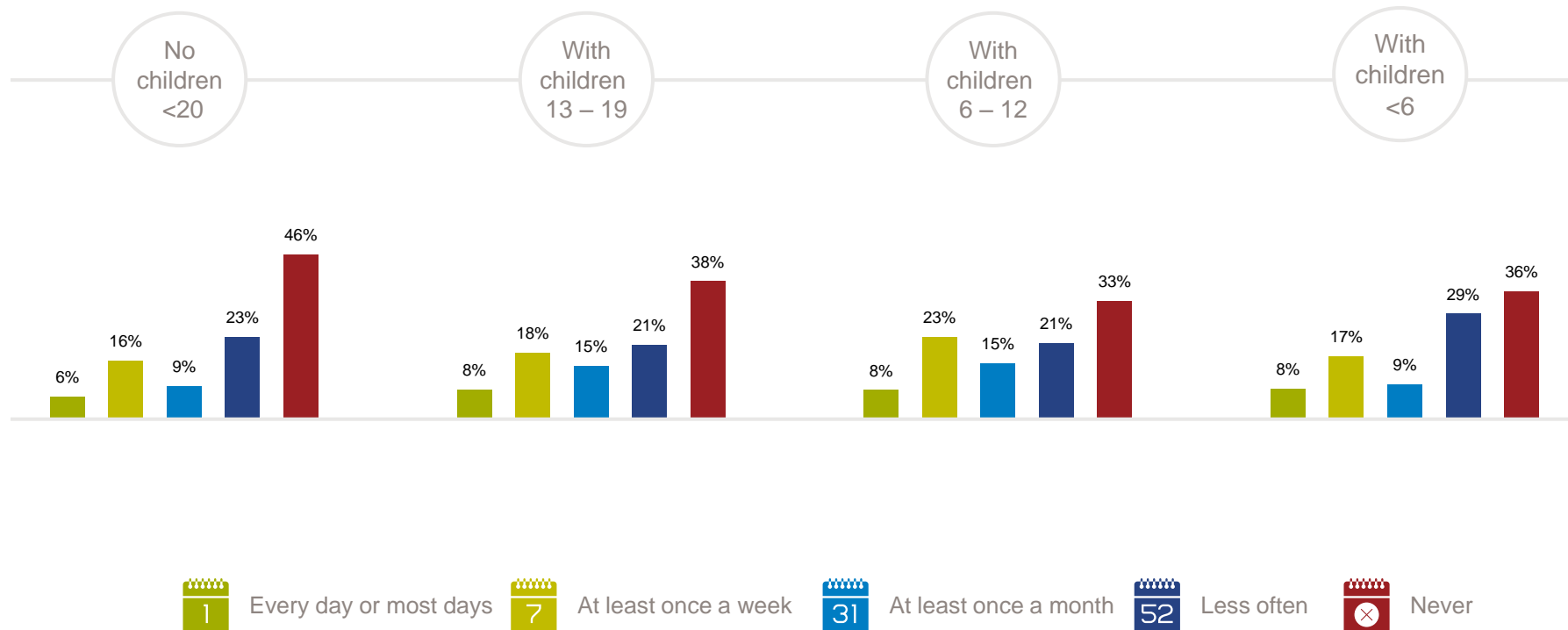


# Frequency of gardening or yard work

## Average across Russia



### With or without children in household



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

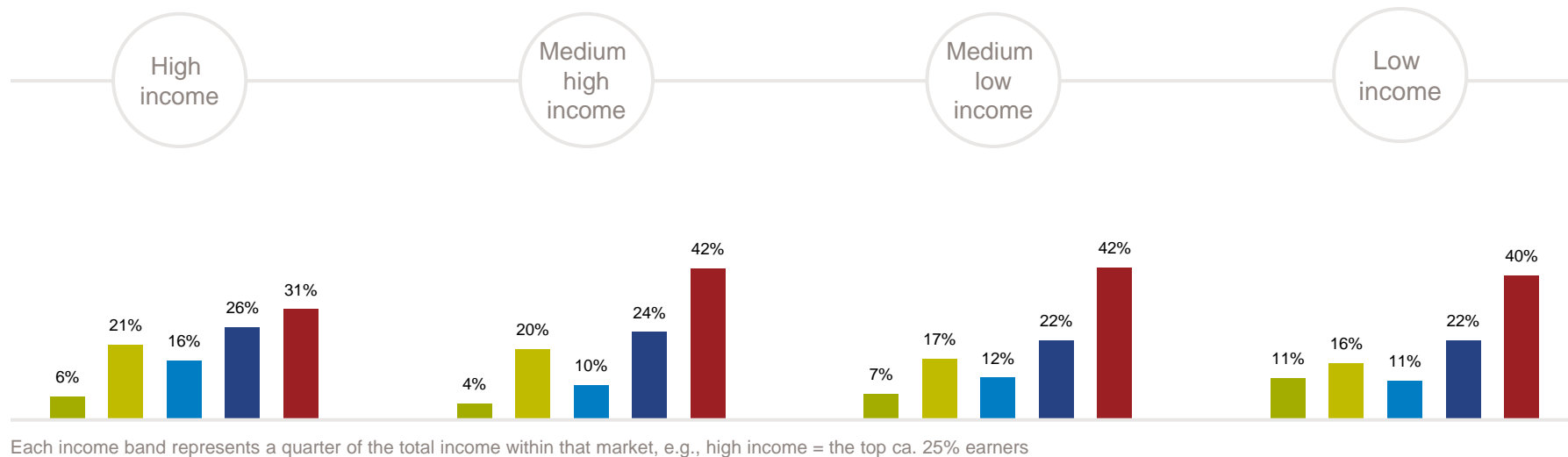
© GfK 2017 | Frequency of gardening or yard work

# Frequency of gardening or yard work

## Average across Russia



### Income-groups



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

---

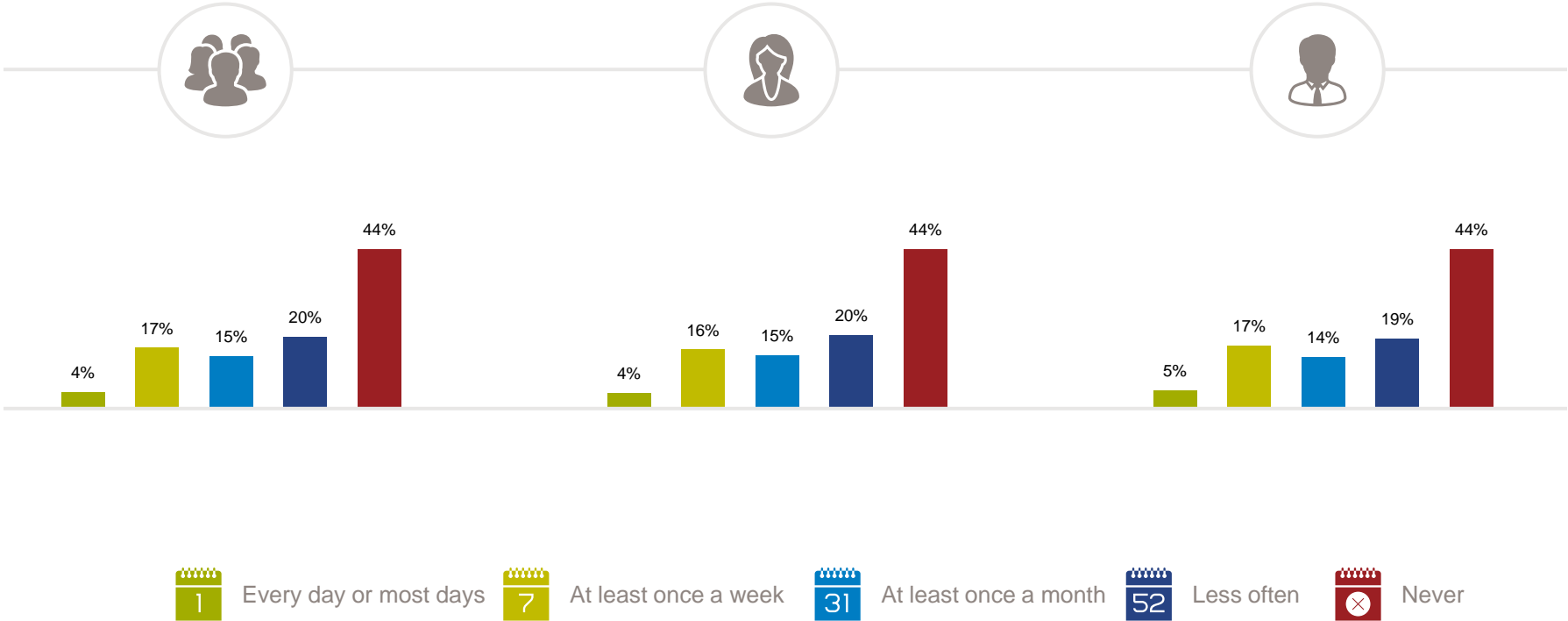


# Frequency of gardening or yard work

## Average across Spain



### Total plus breakdown by gender



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

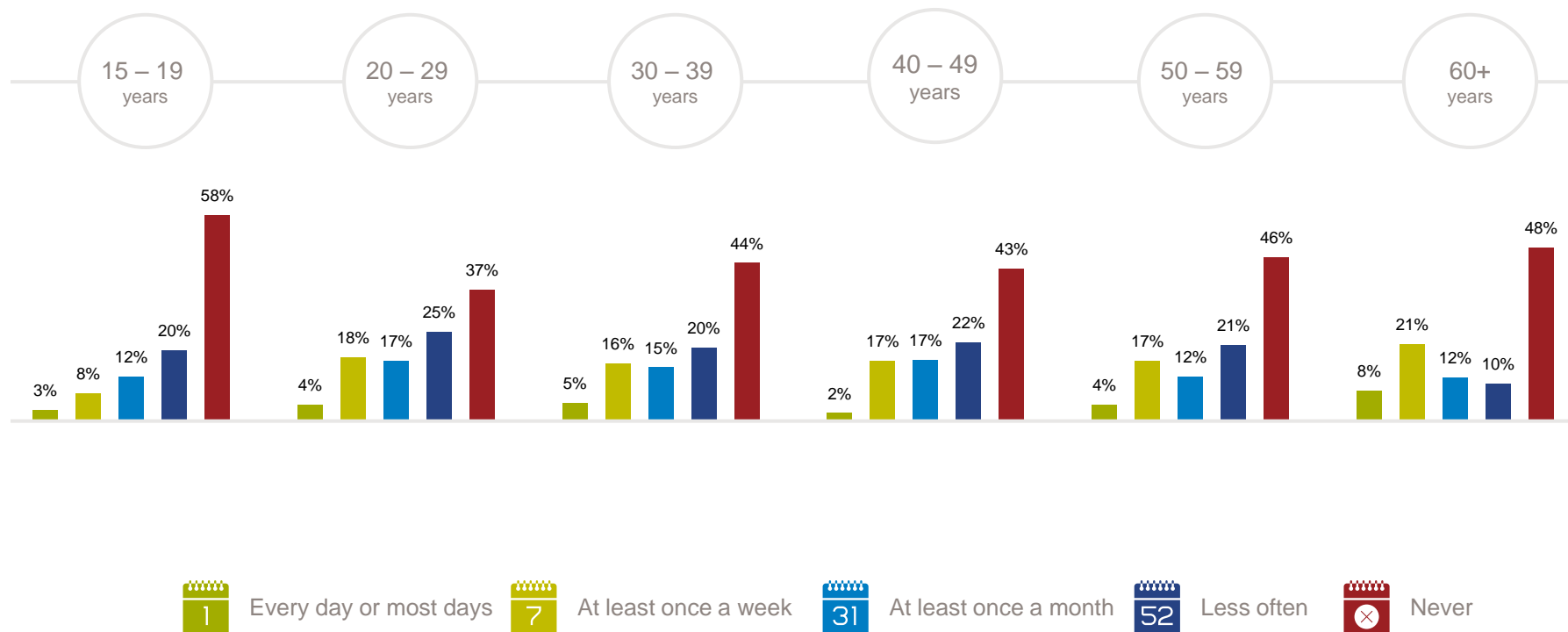
© GfK 2017 | Frequency of gardening or yard work

# 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

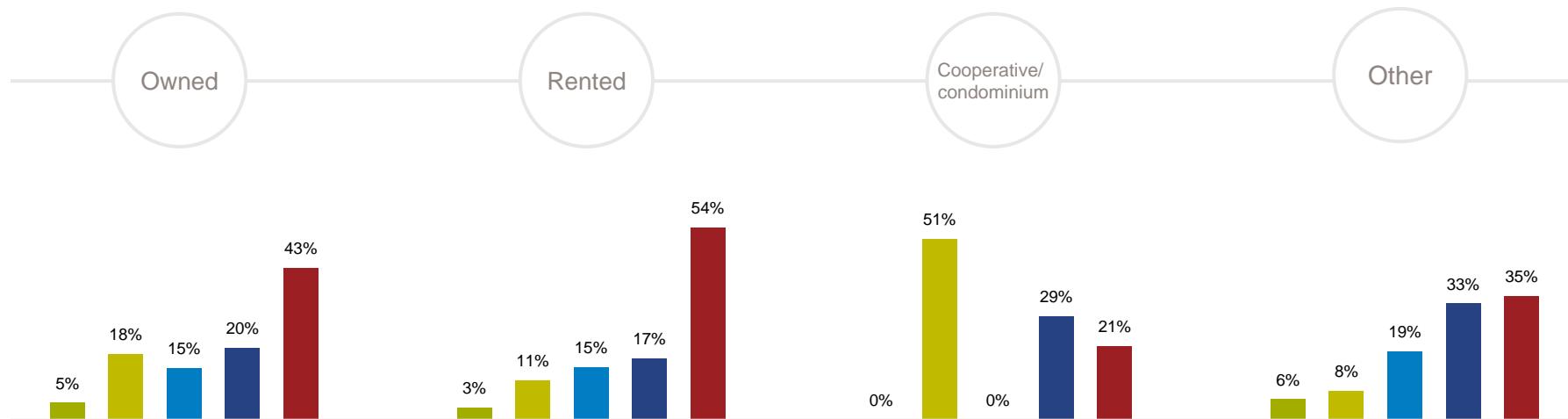
© GfK 2017 | Frequency of gardening or yard work

# 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

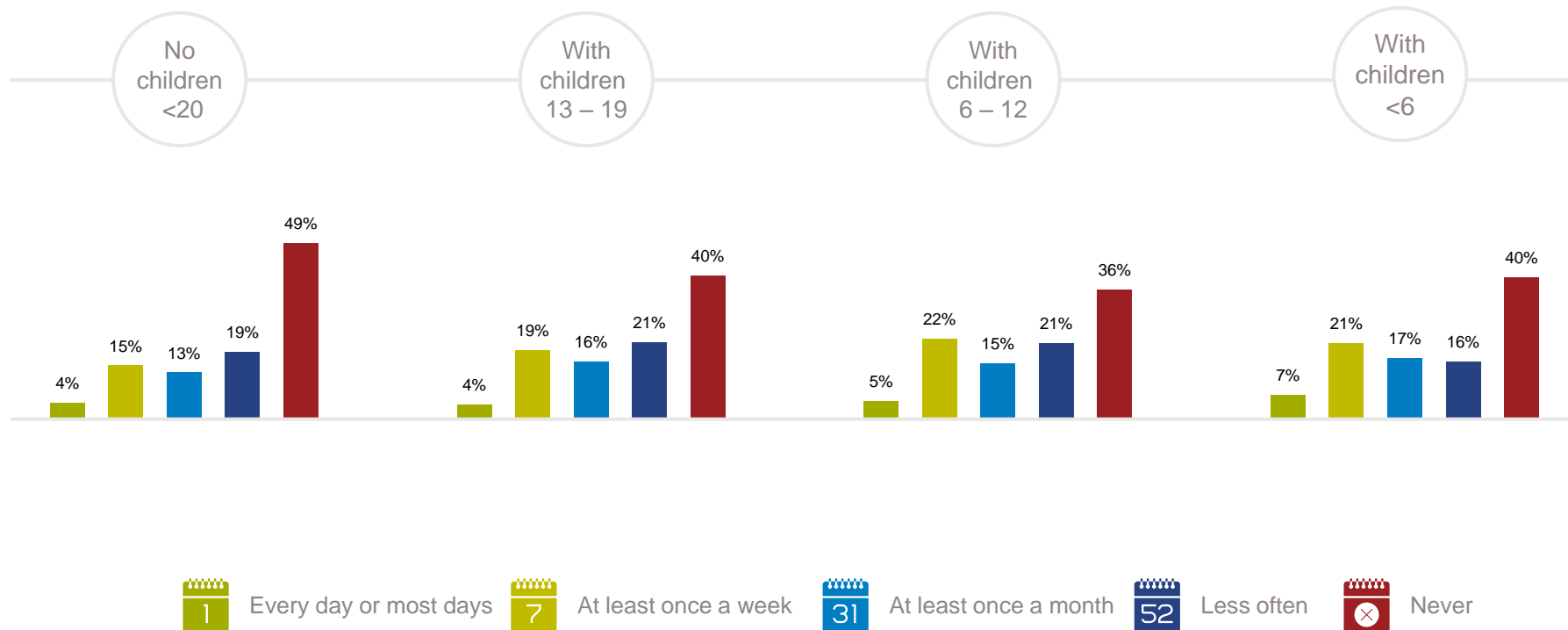
© GfK 2017 | Frequency of gardening or yard work

# 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

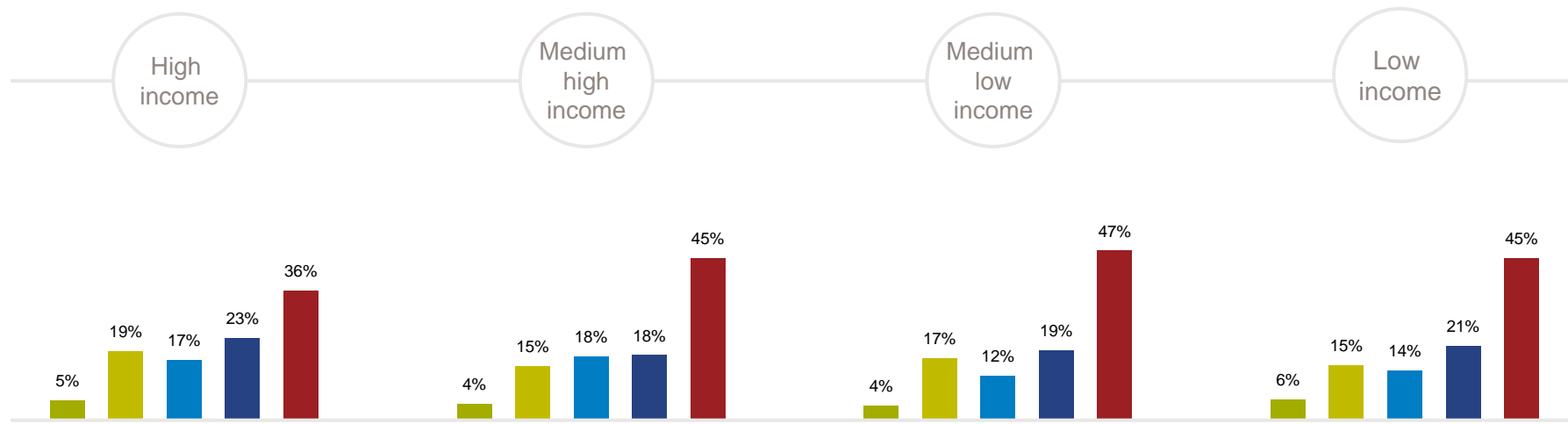
© GfK 2017 | Frequency of gardening or yard work

# 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

---

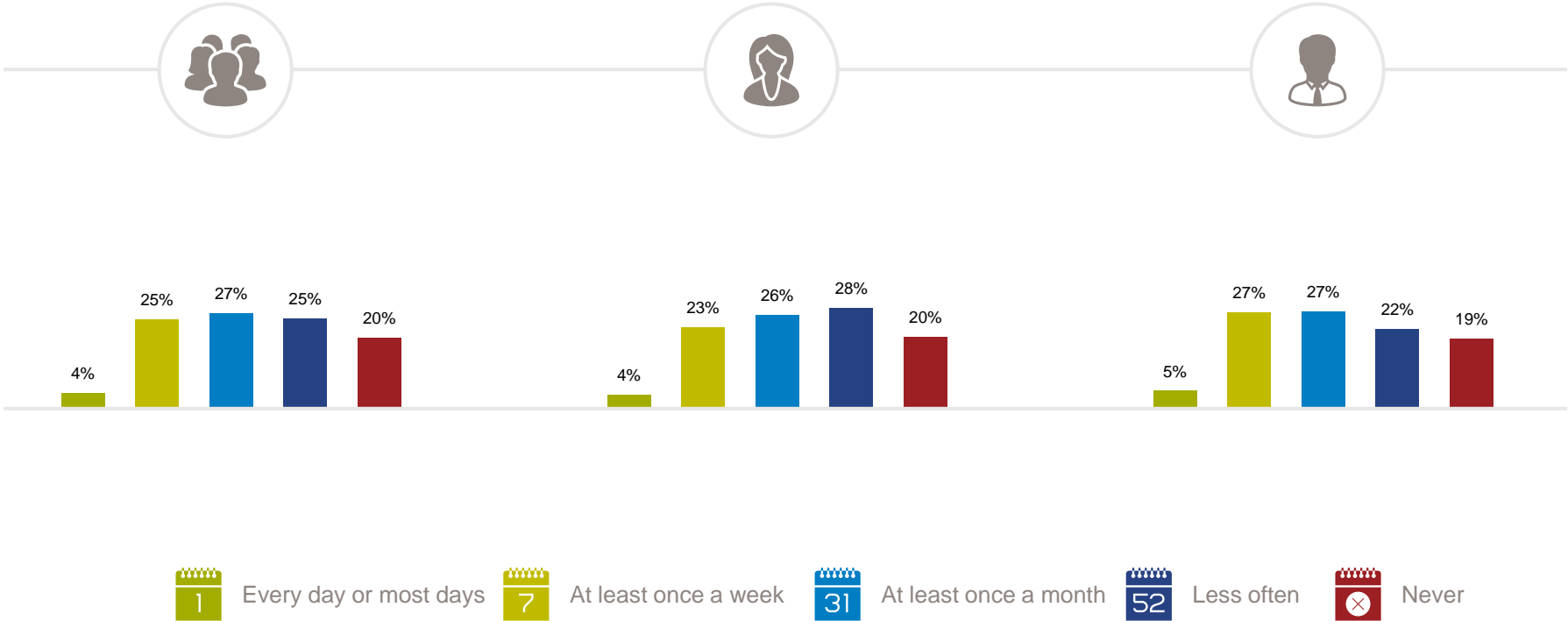


# Frequency of gardening or yard work

## Average across the UK



### Total plus breakdown by gender



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

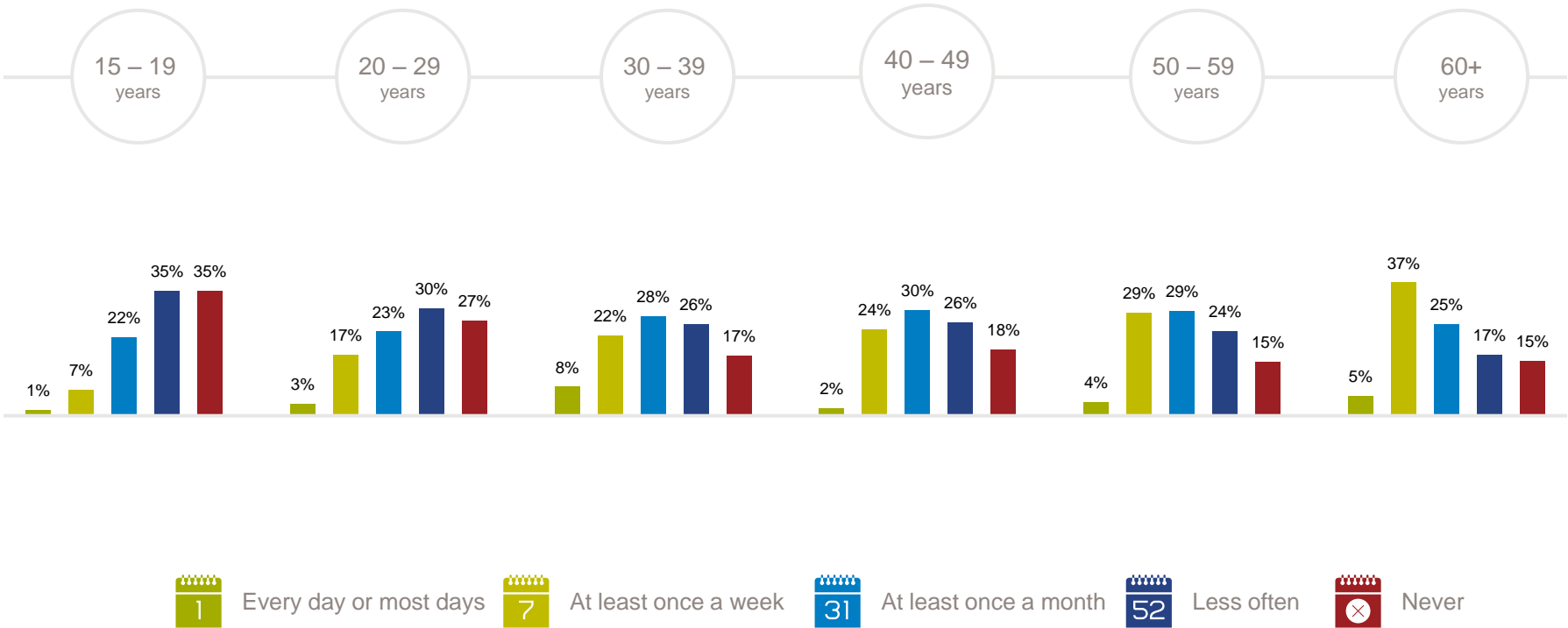
© GfK 2017 | Frequency of gardening or yard work

# 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

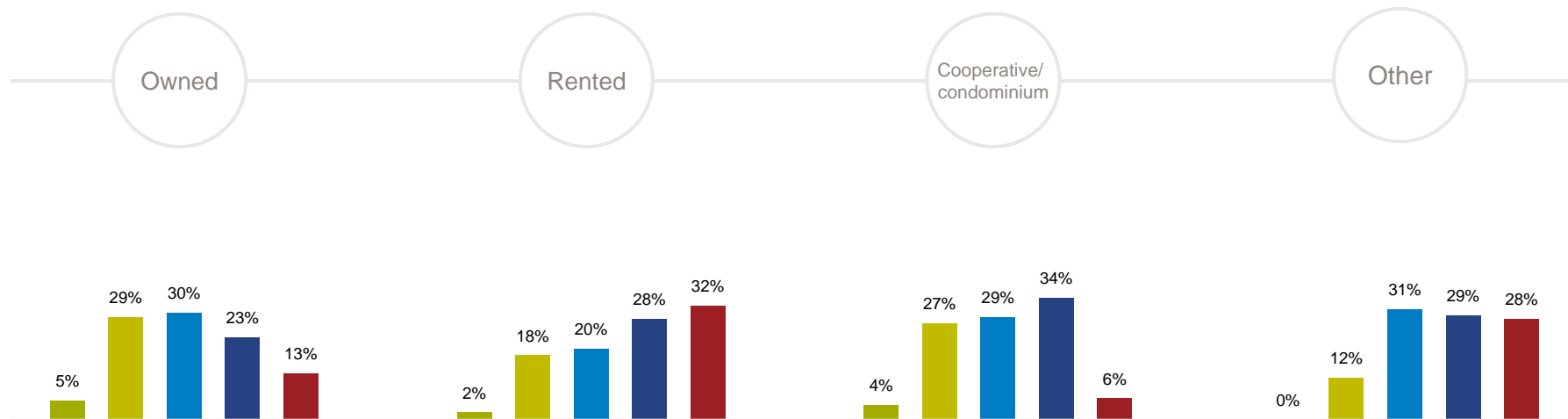
© GfK 2017 | Frequency of gardening or yard work

# 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

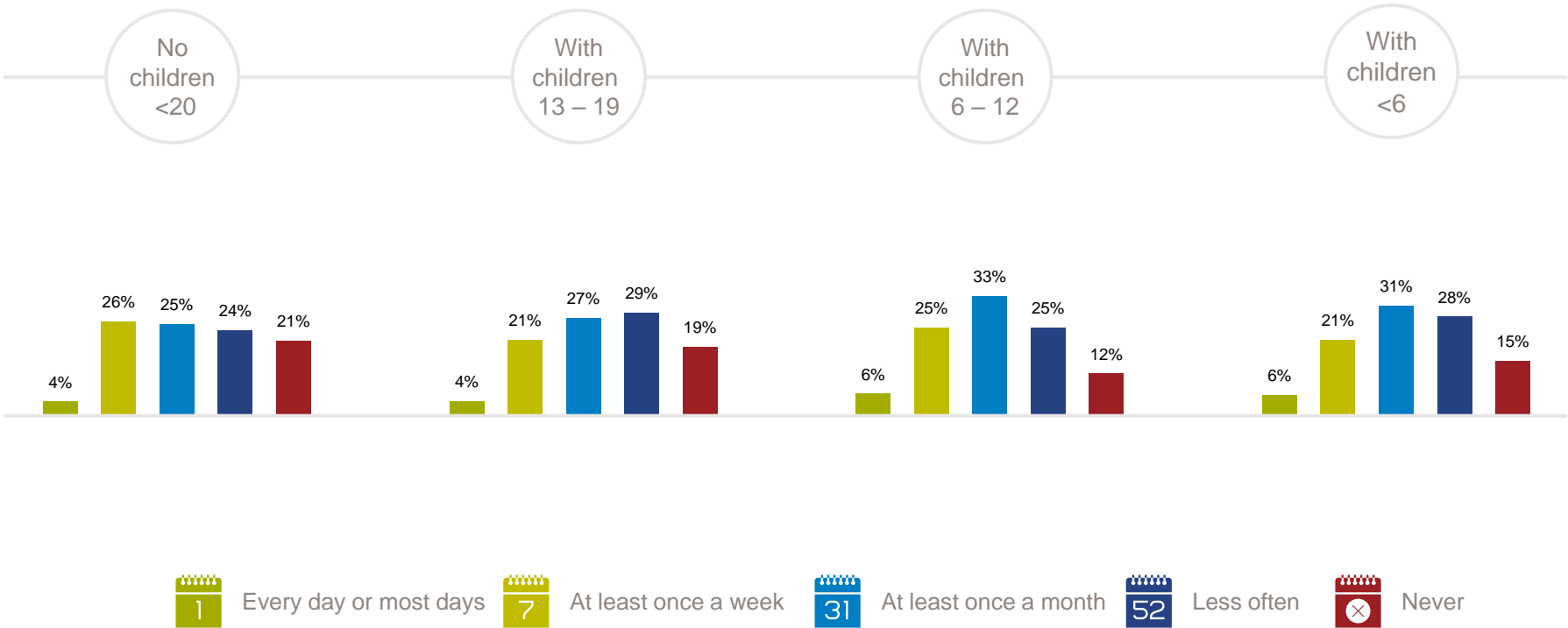
© GfK 2017 | Frequency of gardening or yard work

# 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

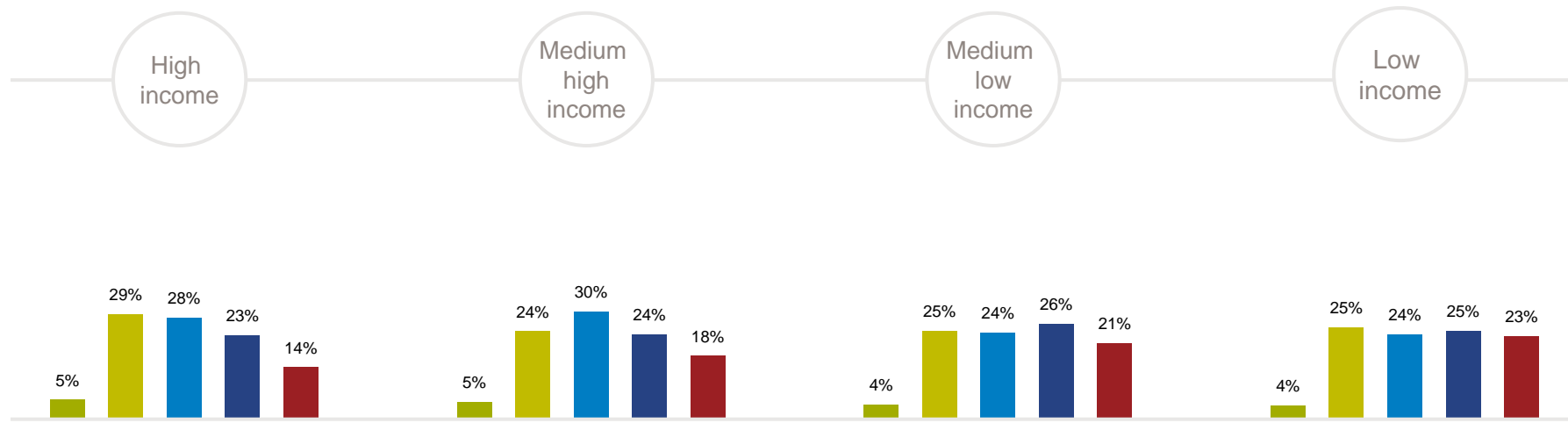
© GfK 2017 | Frequency of gardening or yard work

# 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

---



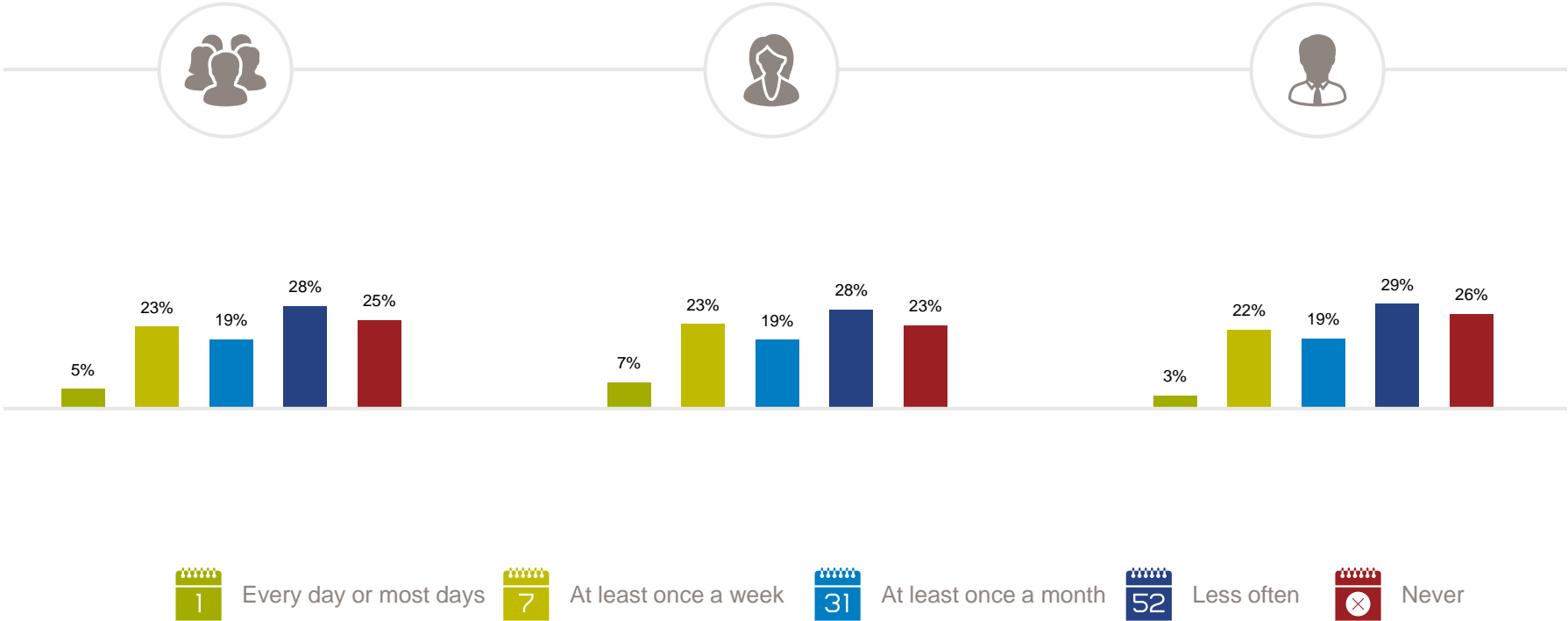


# Frequency of gardening or yard work

## Average across Canada



### Total plus breakdown by gender



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

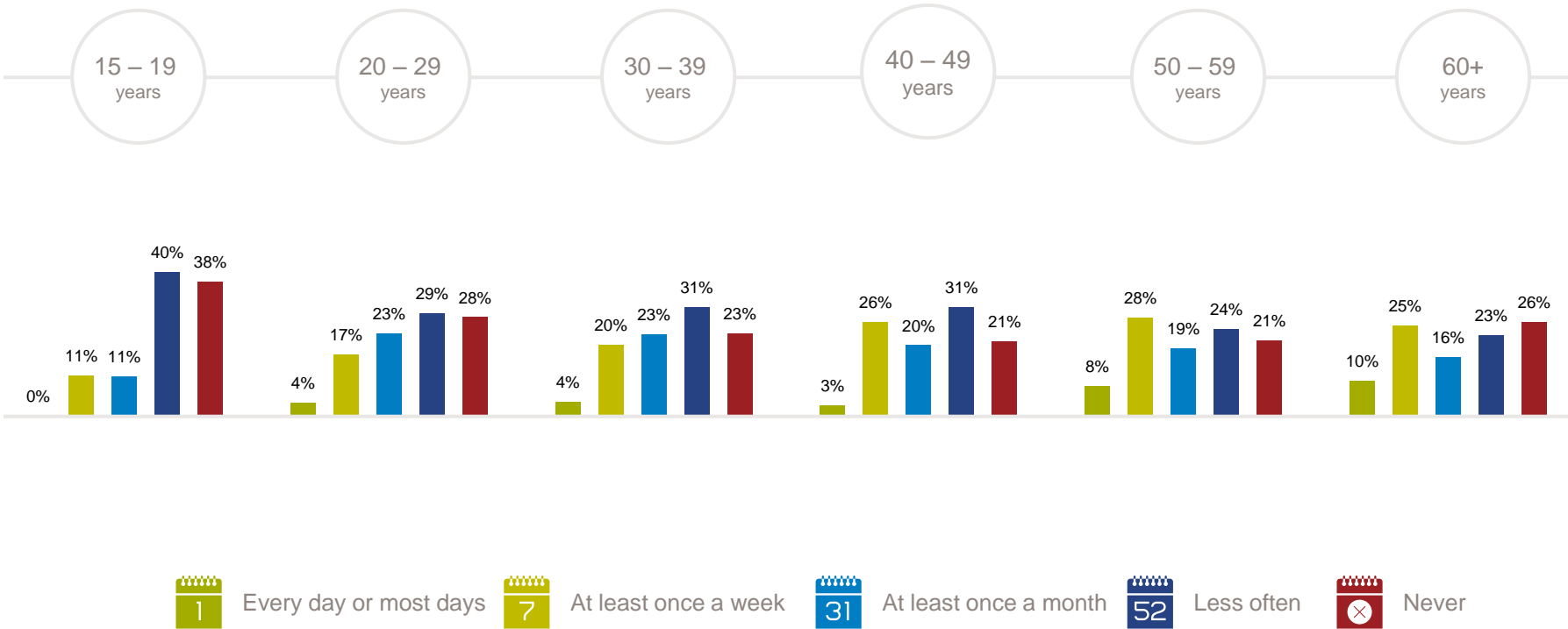
© GfK 2017 | Frequency of gardening or yard work

# Frequency of gardening or yard work

## Average across Canada



### Age groups



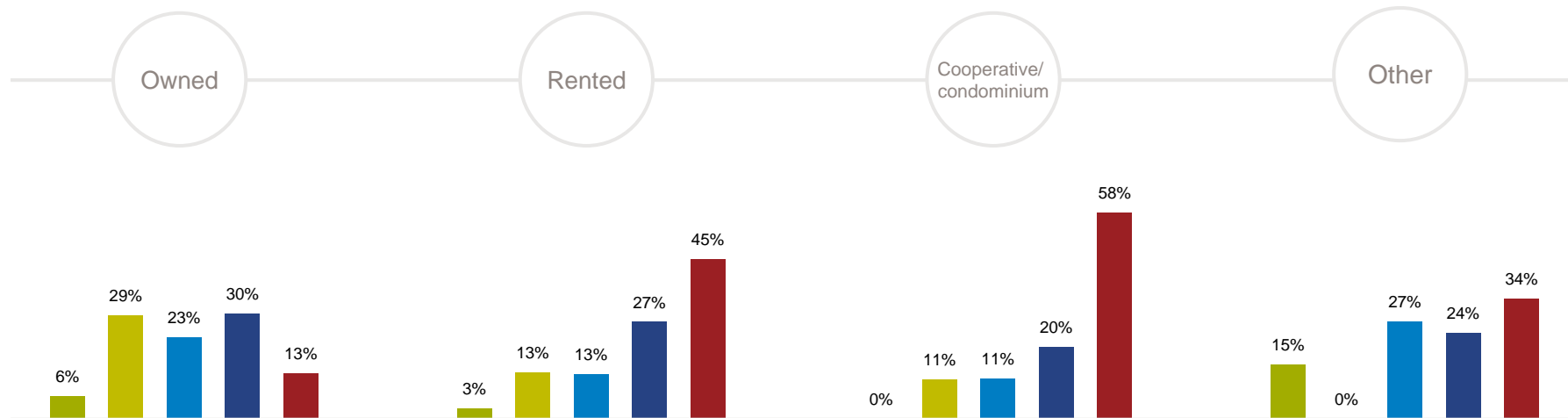
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

# 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

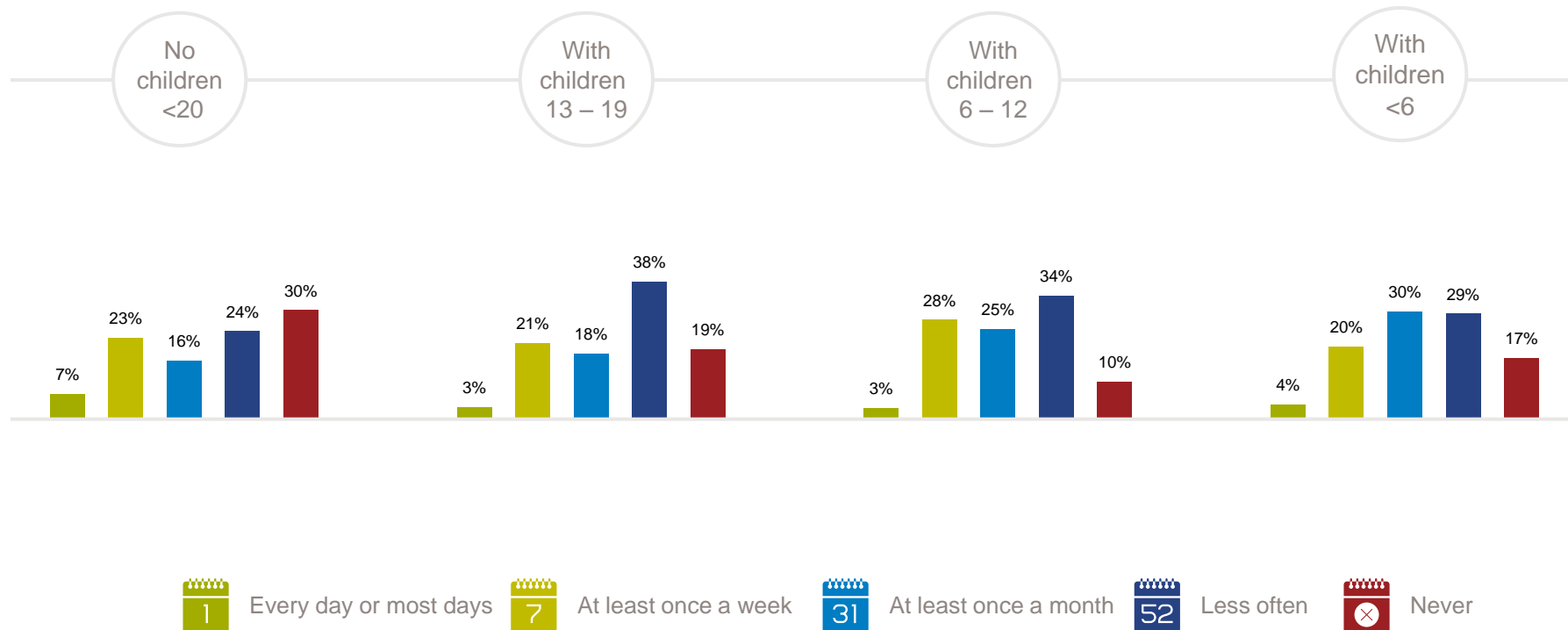
© GfK 2017 | Frequency of gardening or yard work

# 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

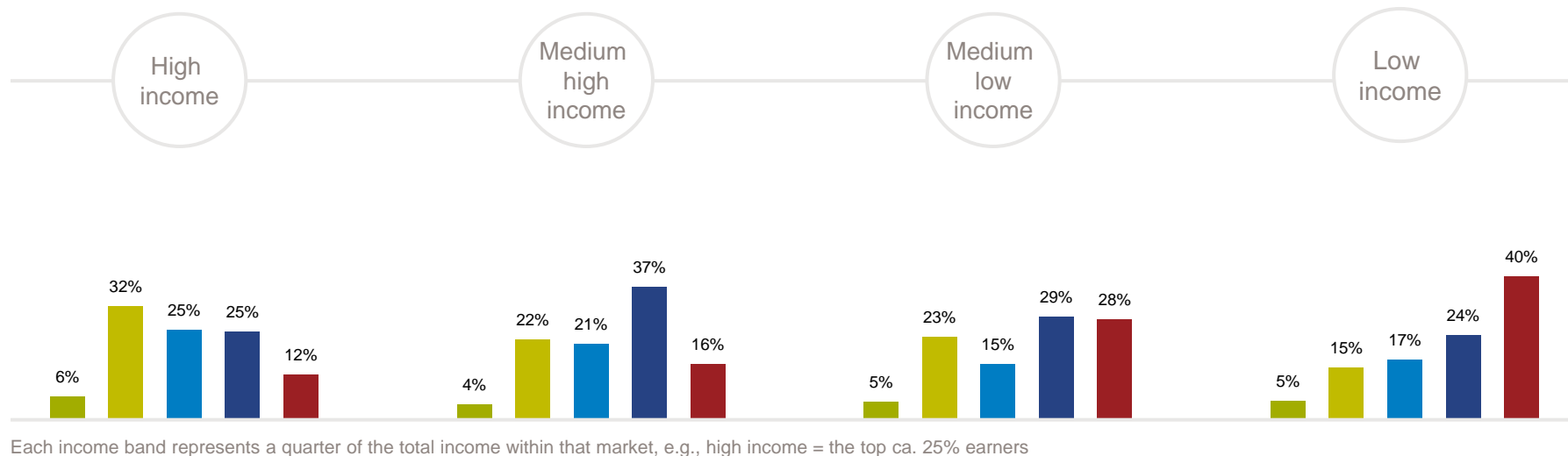
© GfK 2017 | Frequency of gardening or yard work

# Frequency of gardening or yard work

## Average across Canada



### Income-groups



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

---

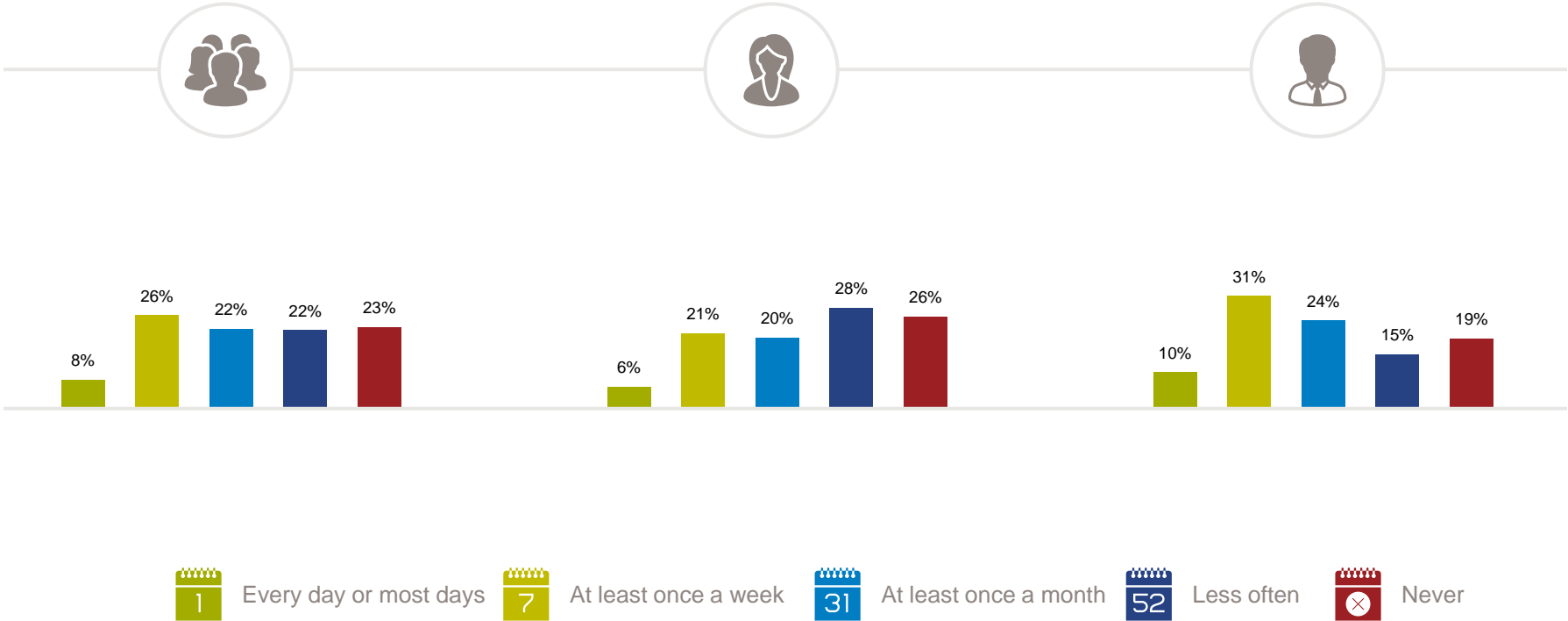


# Frequency of gardening or yard work

## Average across the USA



### Total plus breakdown by gender



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

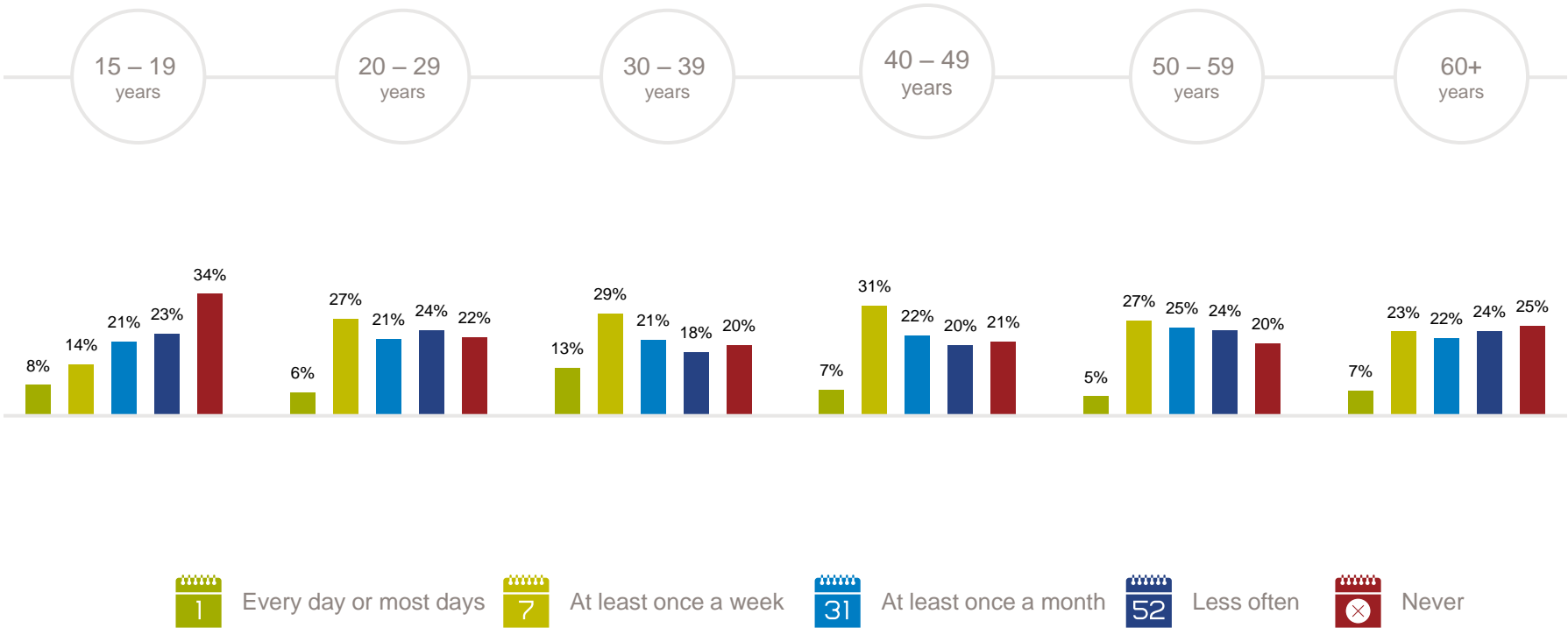
© GfK 2017 | Frequency of gardening or yard work

# 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

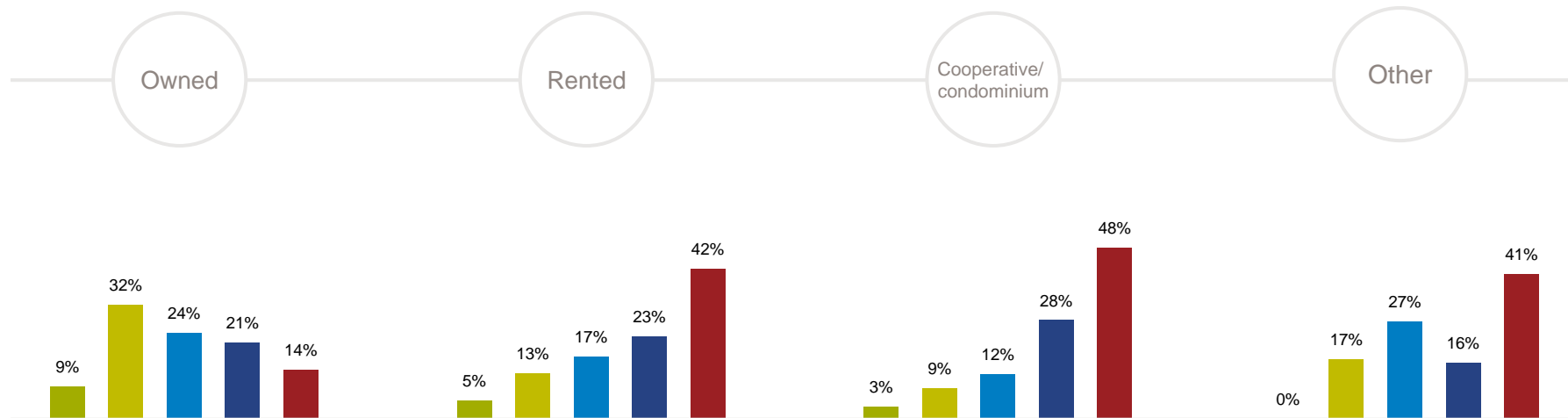


# Frequency of gardening or yard work

## 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

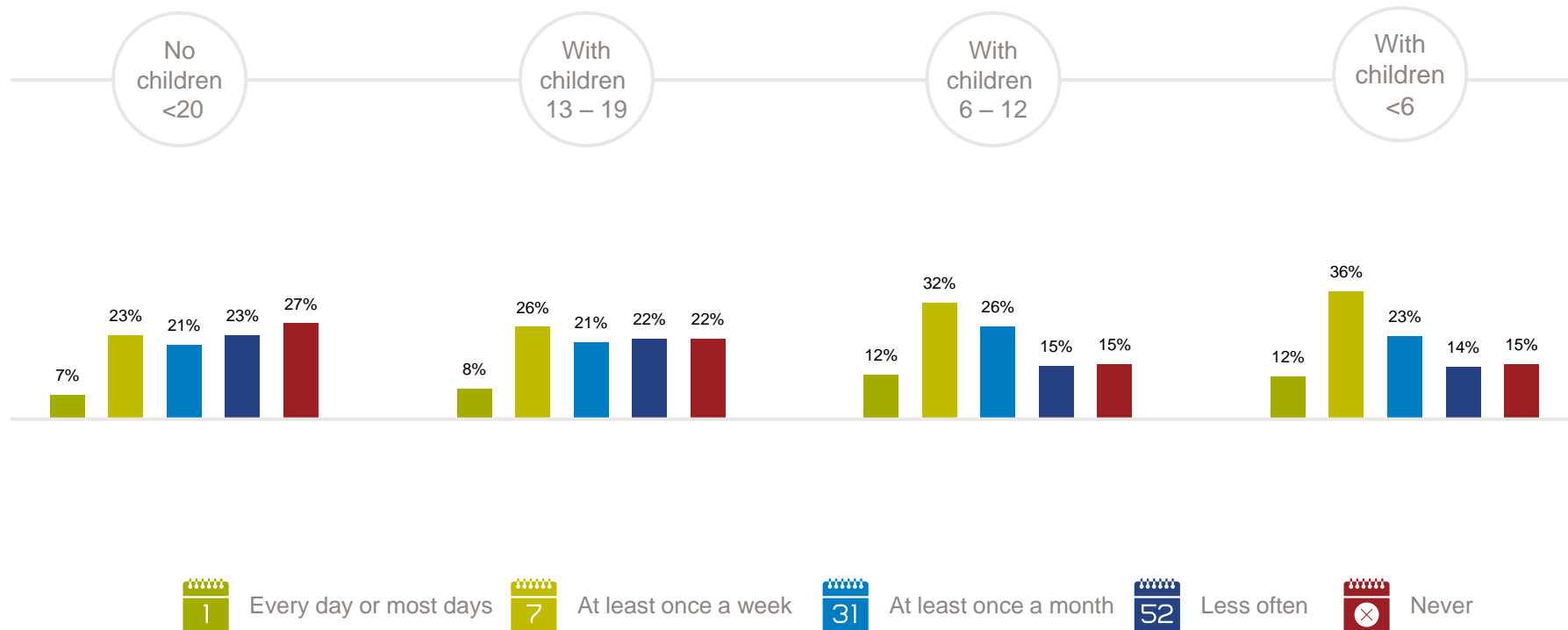
© GfK 2017 | Frequency of gardening or yard work

# 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

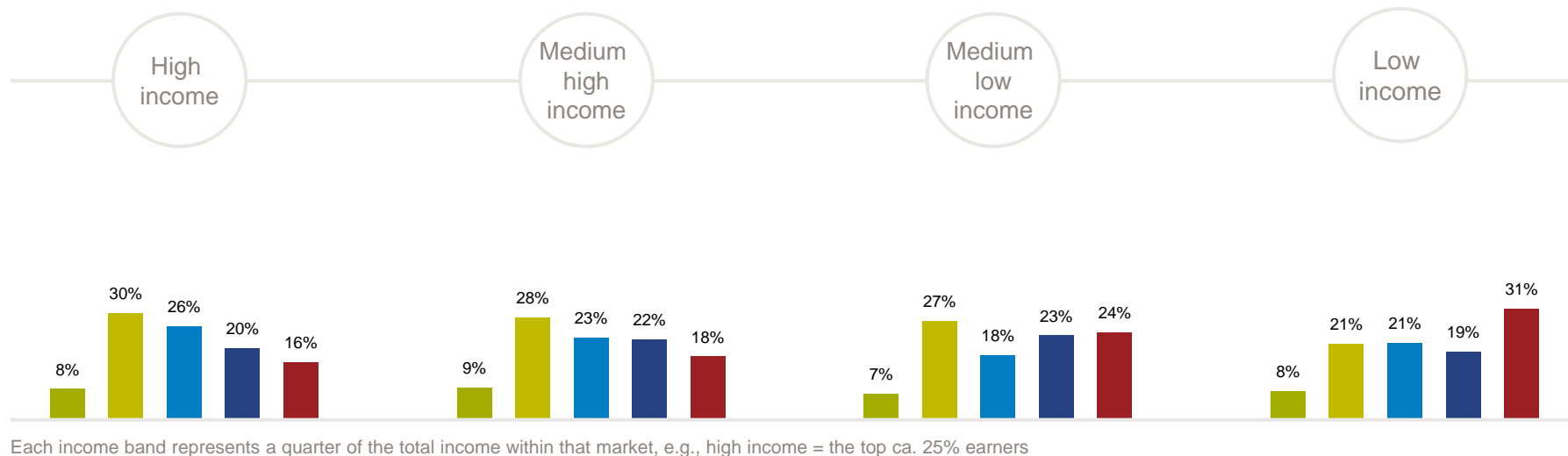
© GfK 2017 | Frequency of gardening or yard work

# Frequency of gardening or yard work

## Average across the USA



### Income-groups



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

---

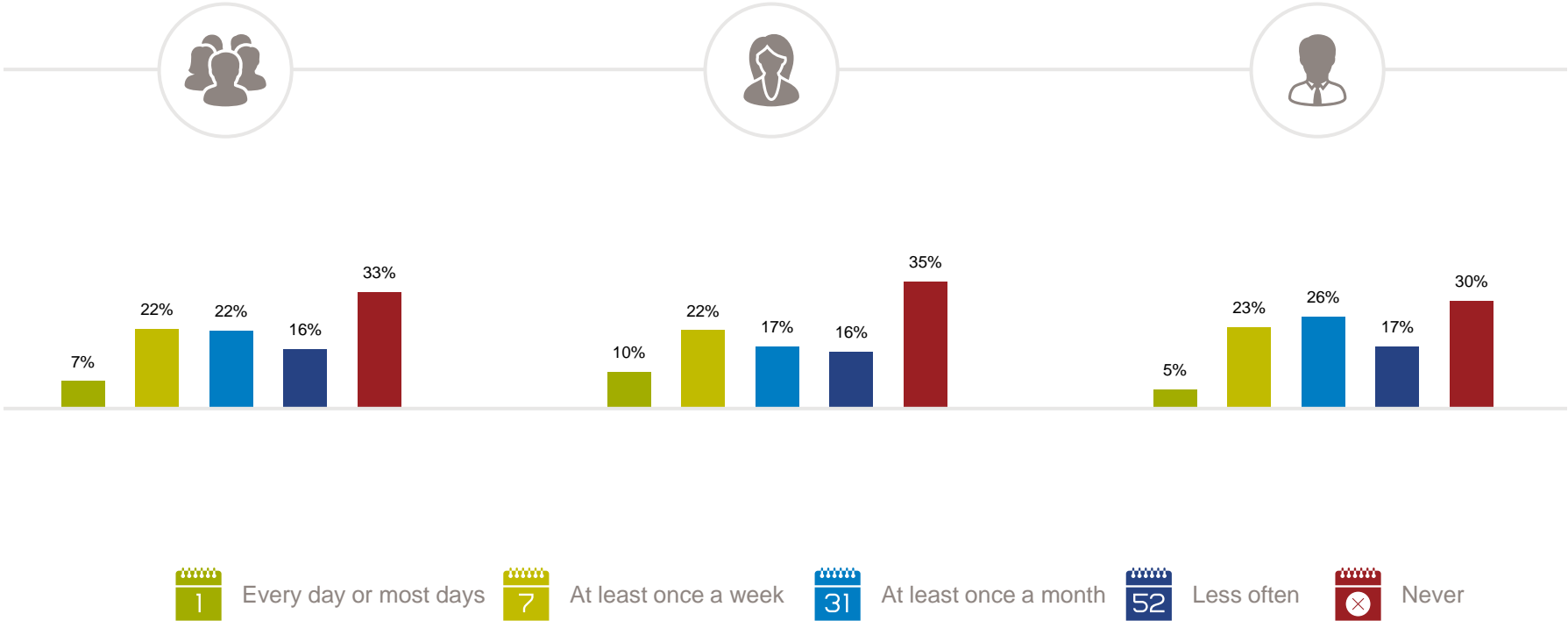


# Frequency of gardening or yard work

## Average across Argentina



### Total plus breakdown by gender



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

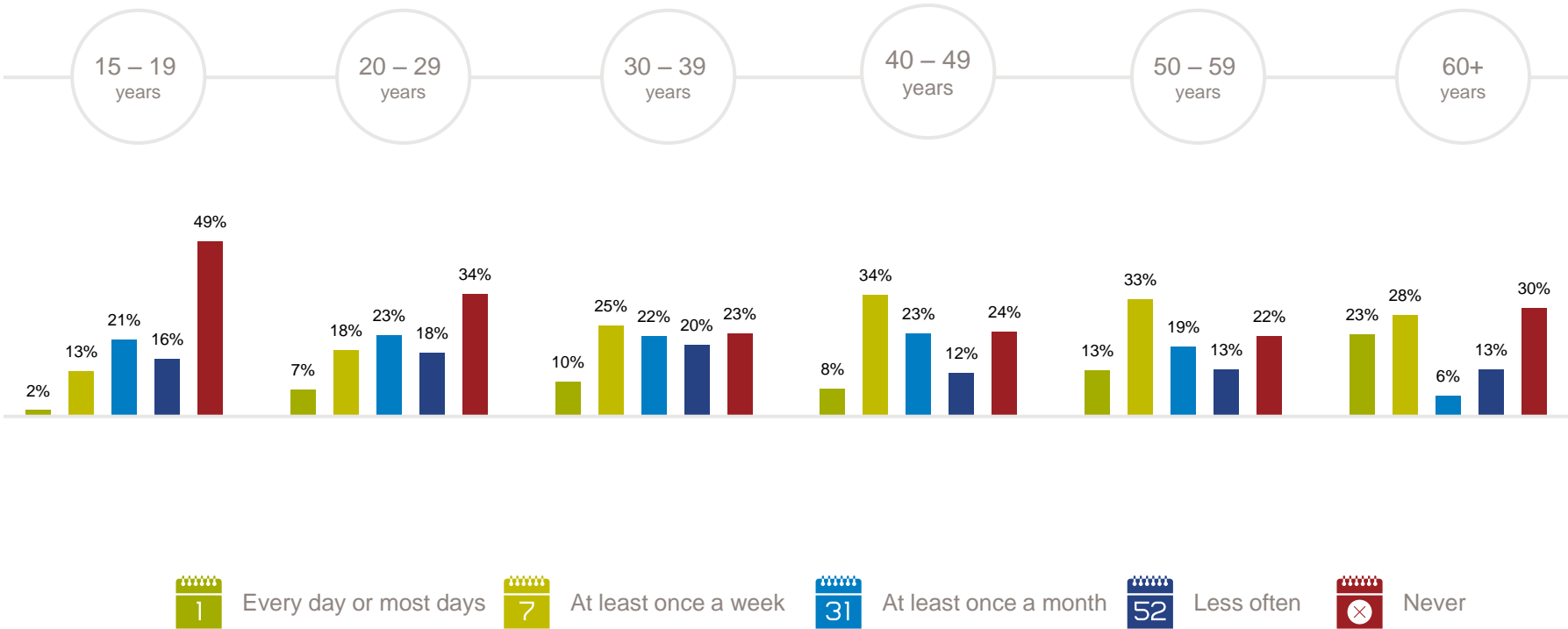
© GfK 2017 | Frequency of gardening or yard work

# Frequency of gardening or yard work

## Average across Argentina



### Age groups



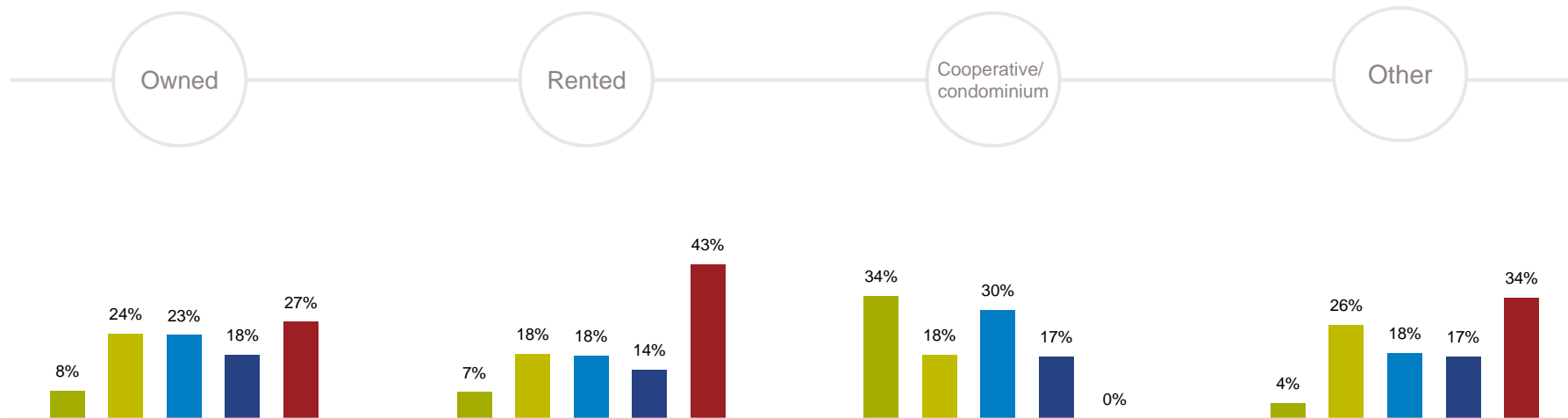
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

# 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

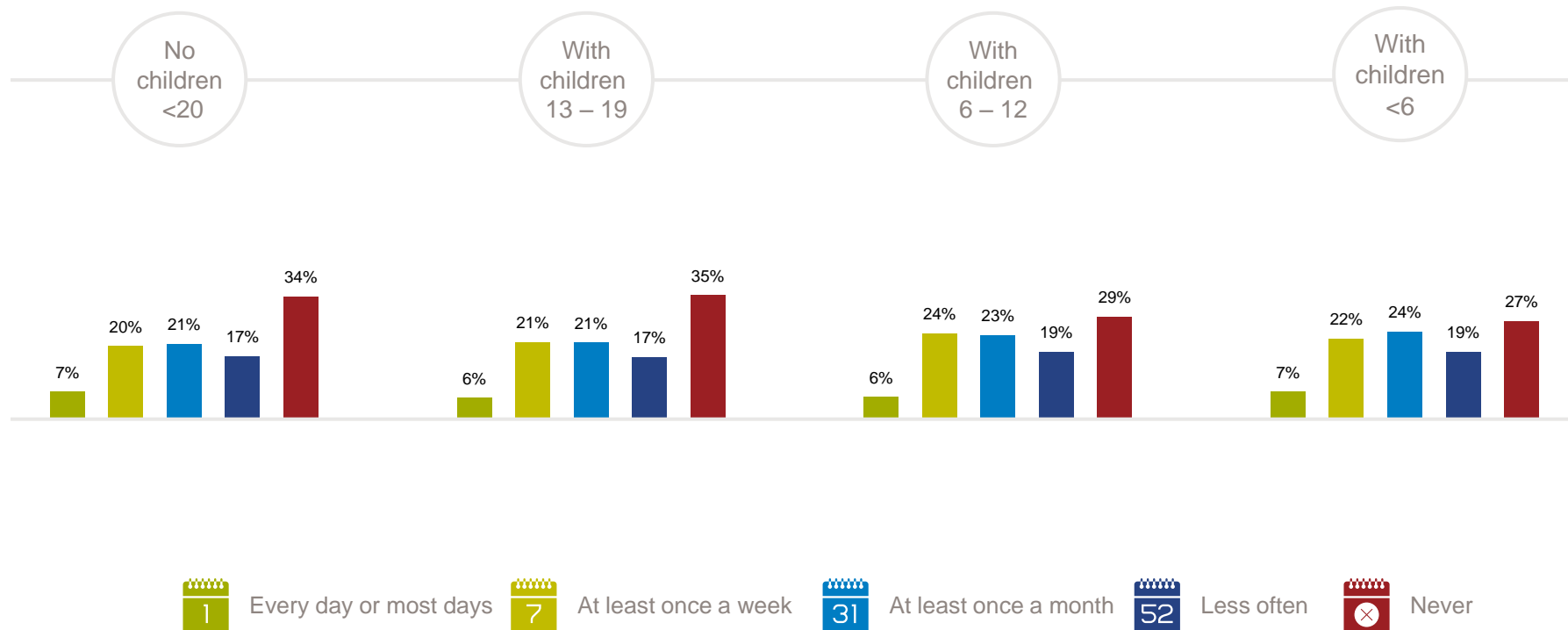


# Frequency of gardening or yard work

## Average across Argentina



### With or without children in household



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

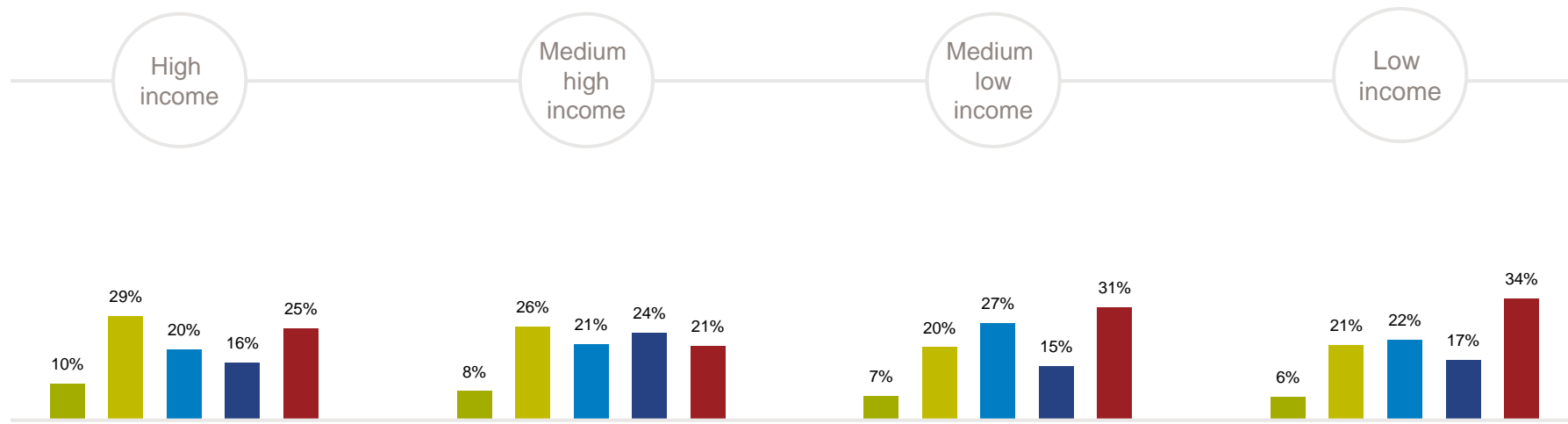
© GfK 2017 | Frequency of gardening or yard work

# 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

---

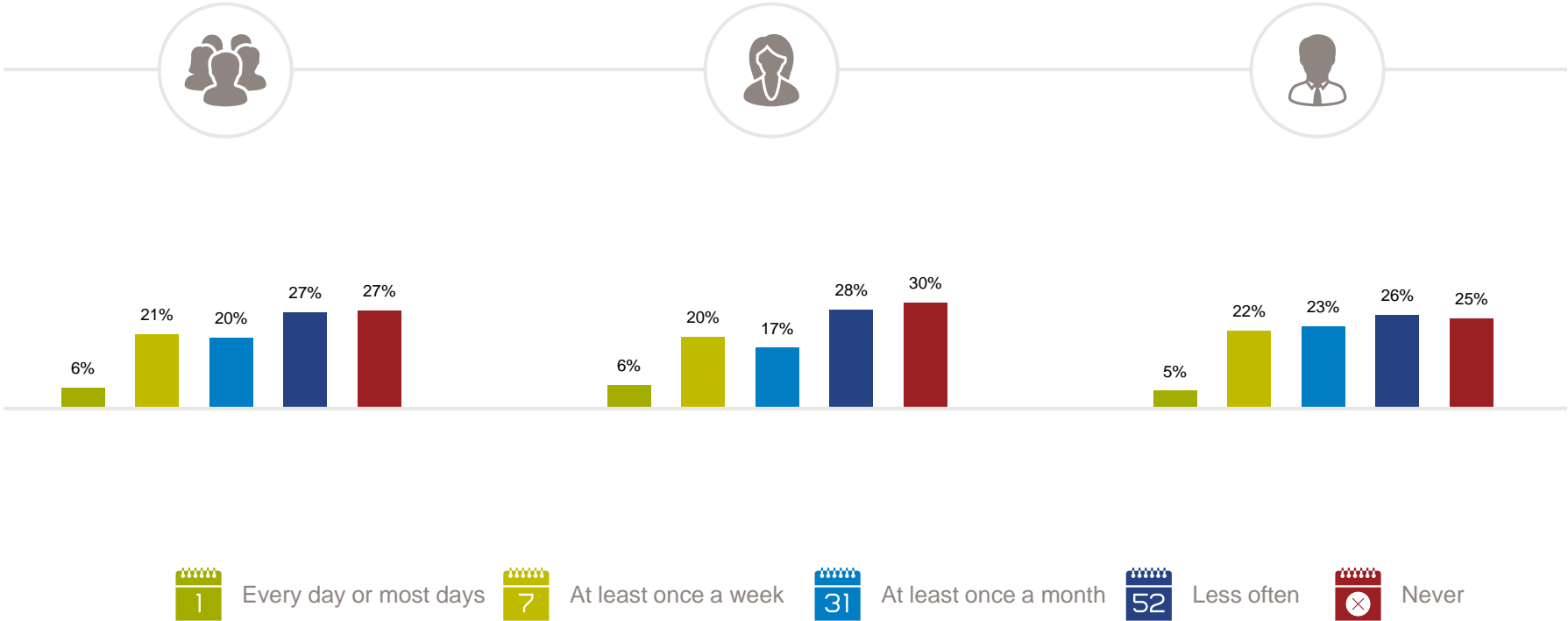


# Frequency of gardening or yard work

## Average across Brazil



### Total plus breakdown by gender



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

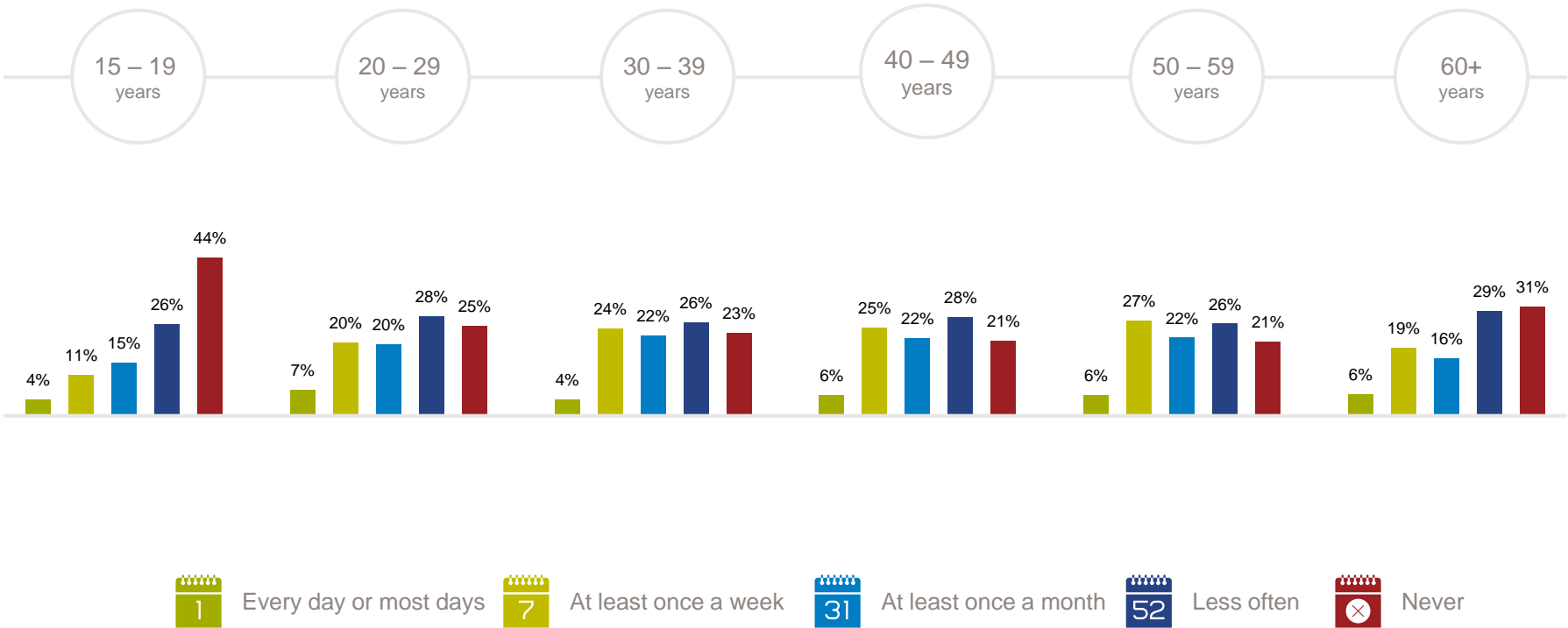
© GfK 2017 | Frequency of gardening or yard work

# 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

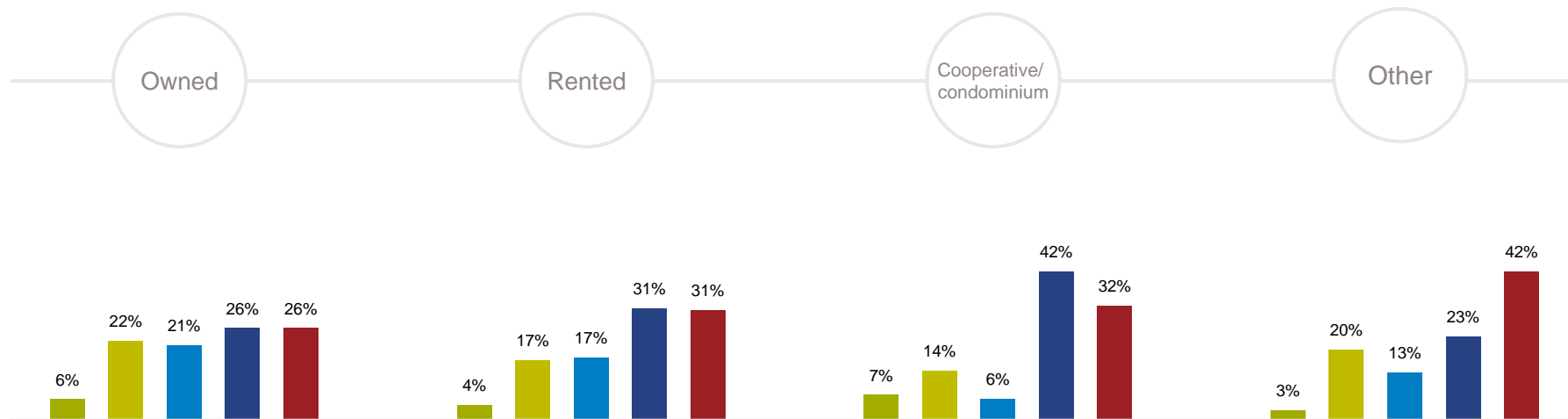
© GfK 2017 | Frequency of gardening or yard work

# 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

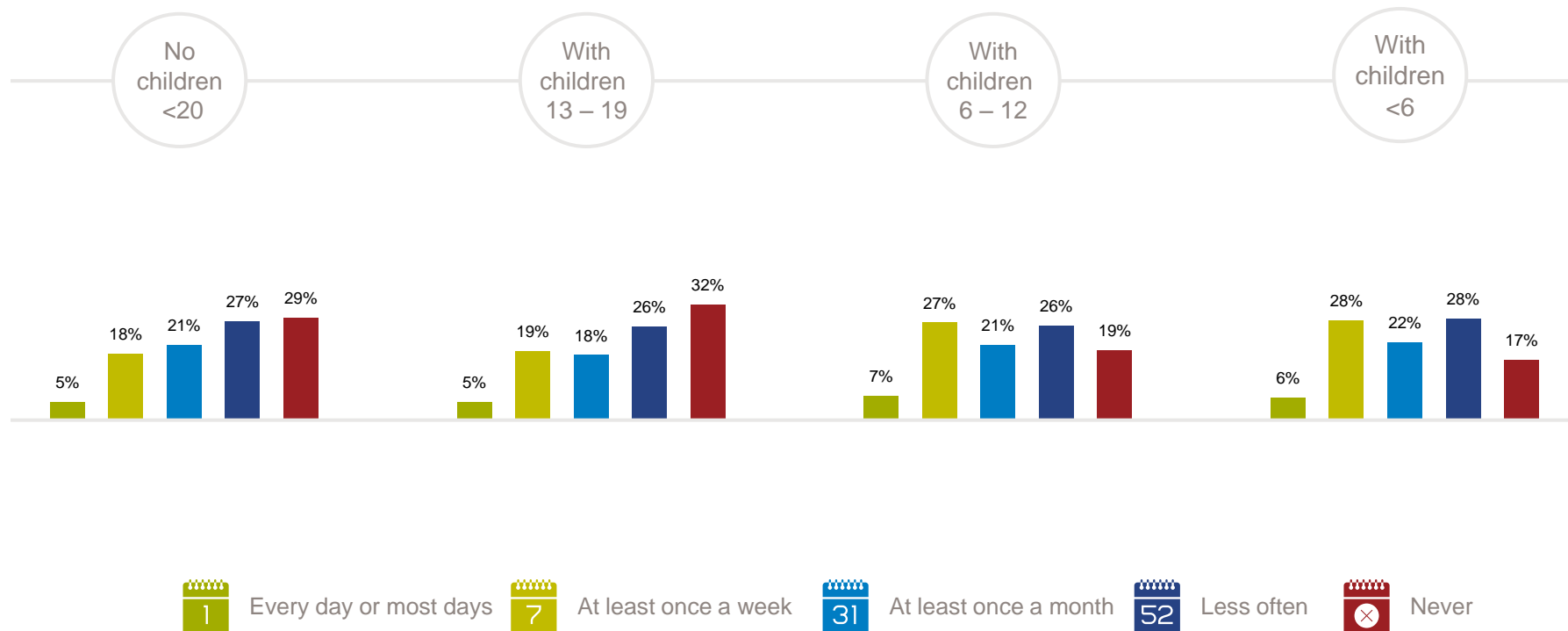
© GfK 2017 | Frequency of gardening or yard work

# 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

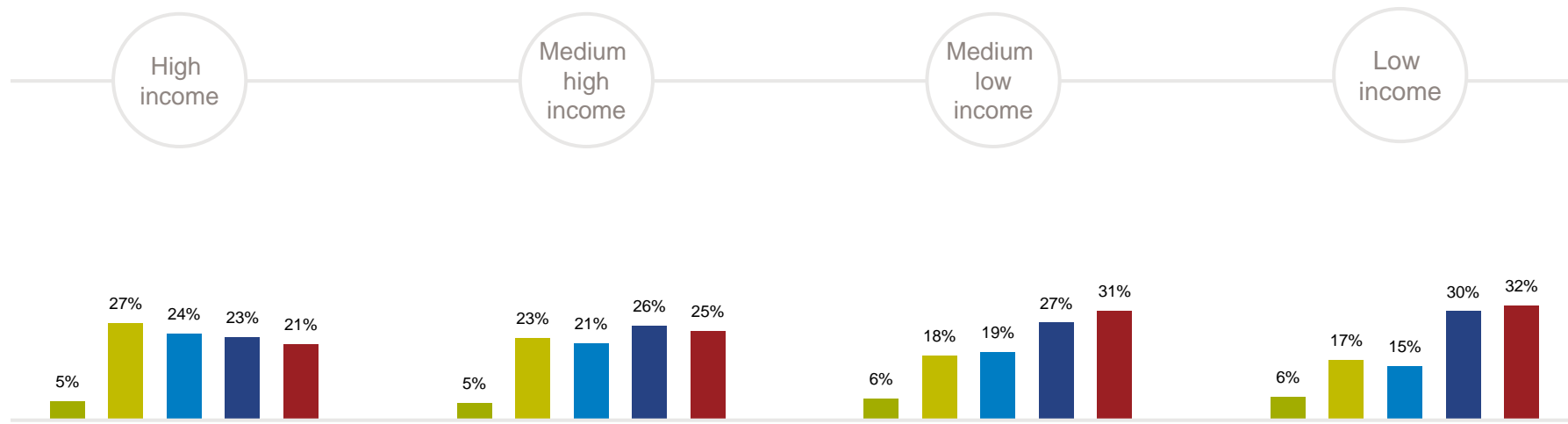
© GfK 2017 | Frequency of gardening or yard work

# 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

---

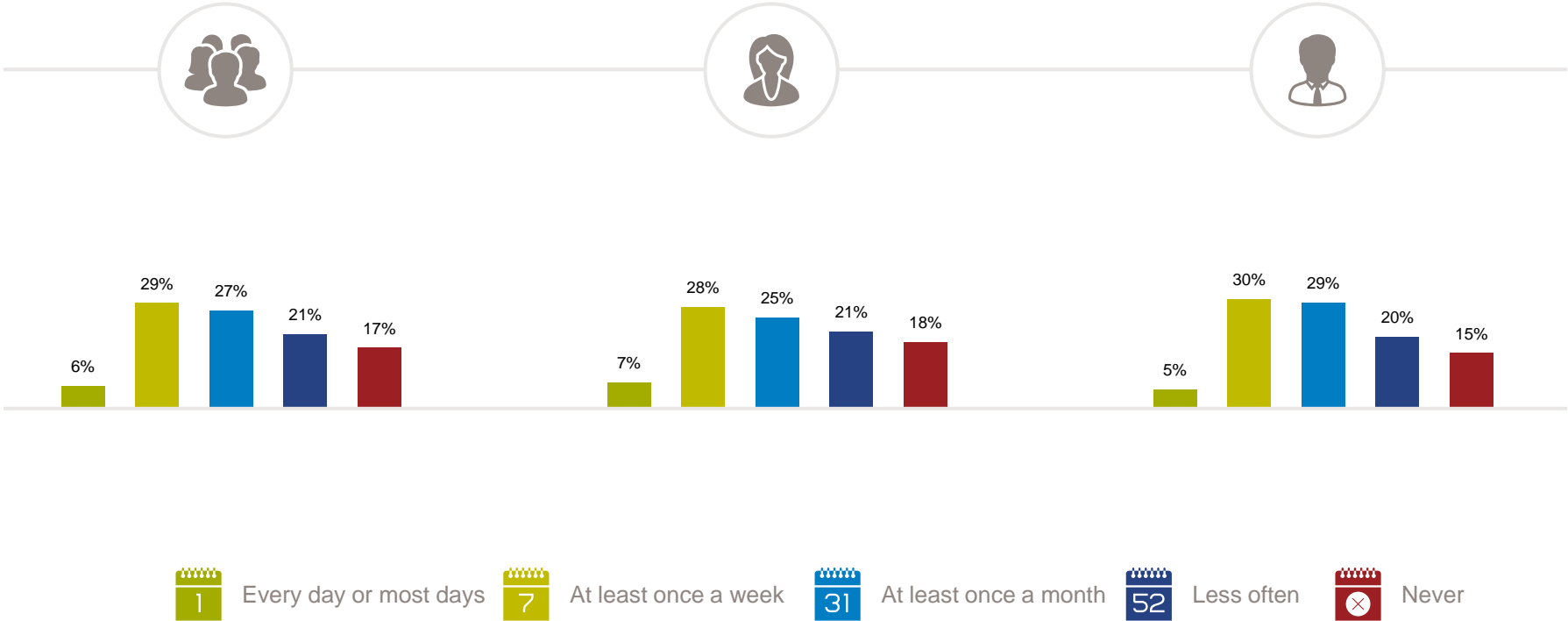


# Frequency of gardening or yard work

## Average across Mexico



### Total plus breakdown by gender



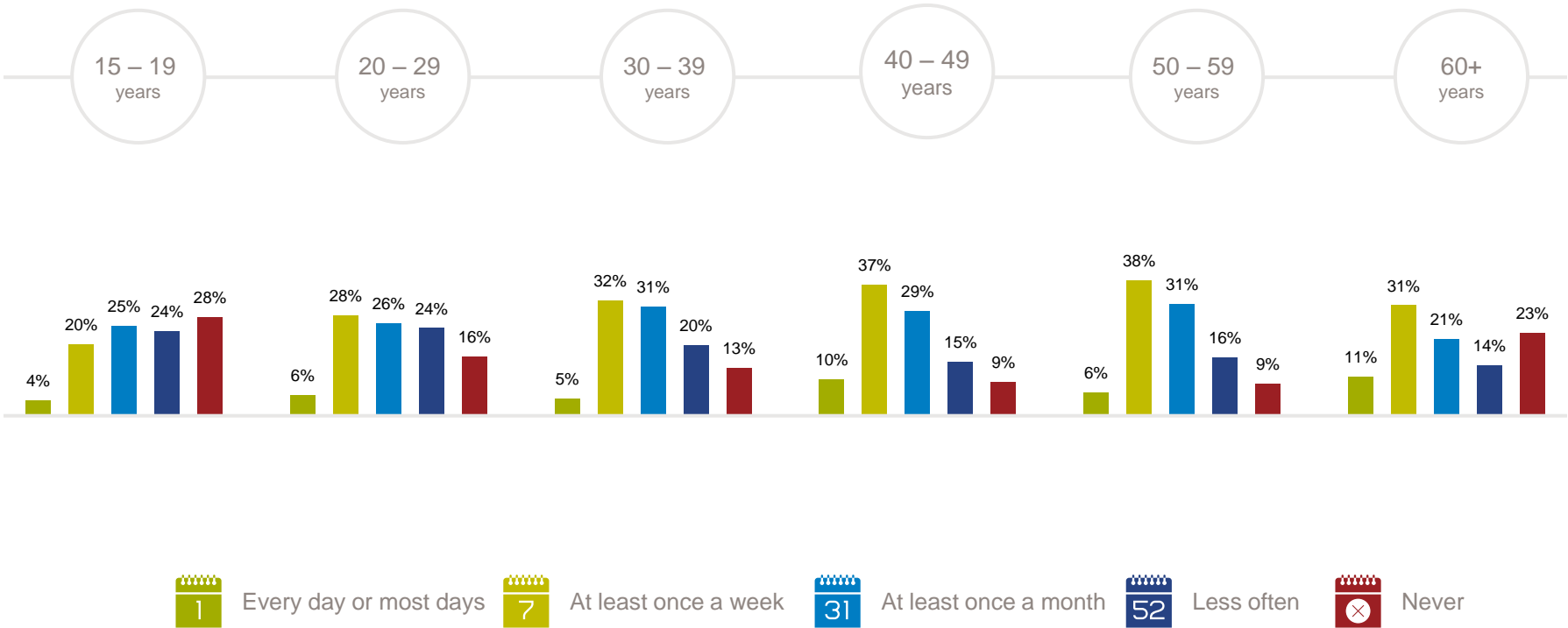
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded  
© GfK 2017 | Frequency of gardening or yard work

# 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

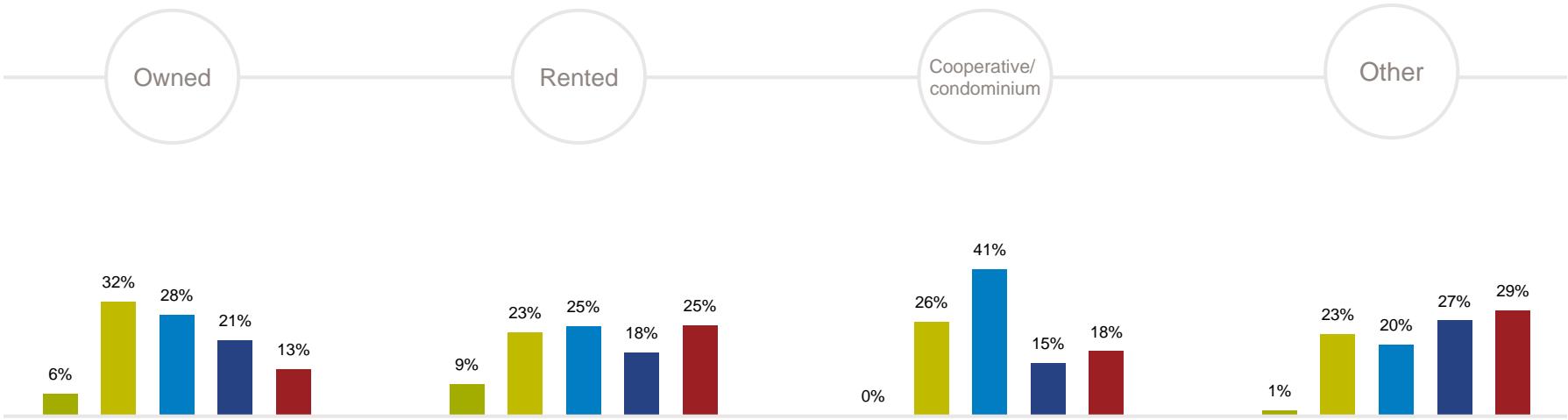
© GfK 2017 | Frequency of gardening or yard work

# 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

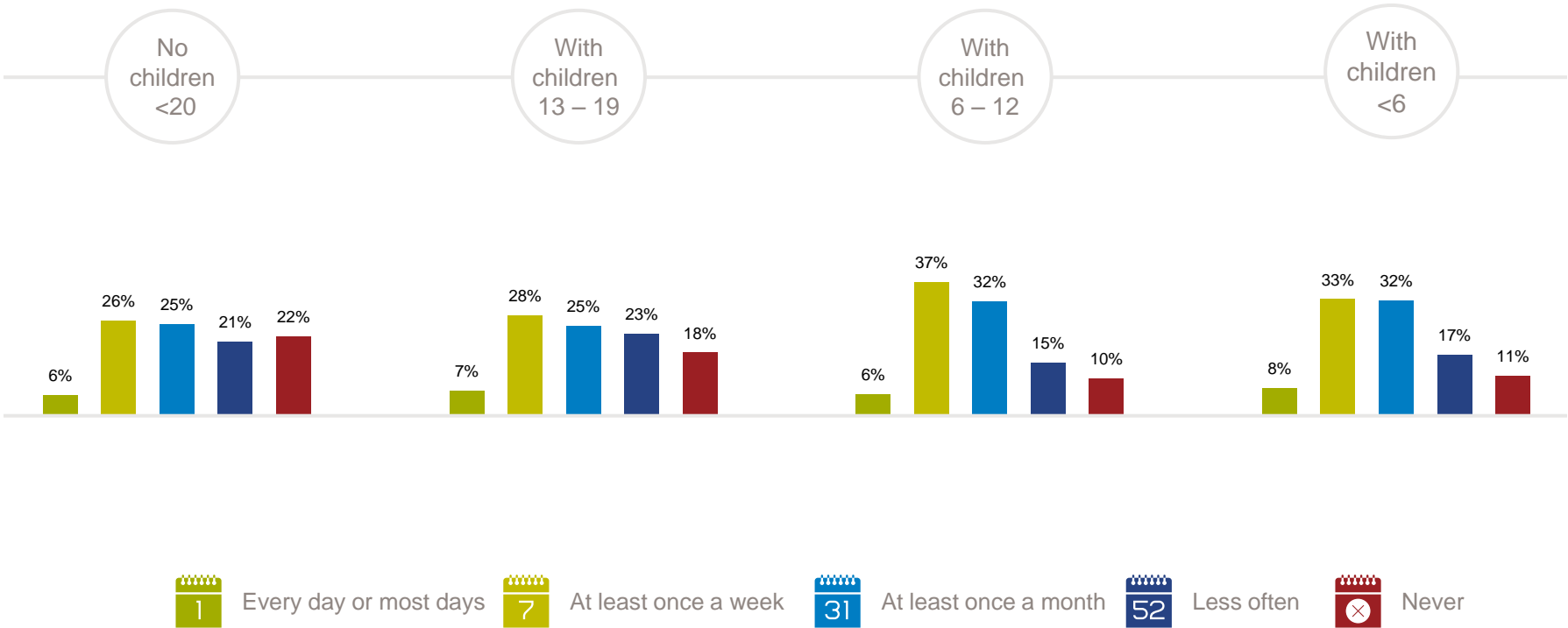
© GfK 2017 | Frequency of gardening or yard work

# Frequency of gardening or yard work

## Average across Mexico



### With or without children in household



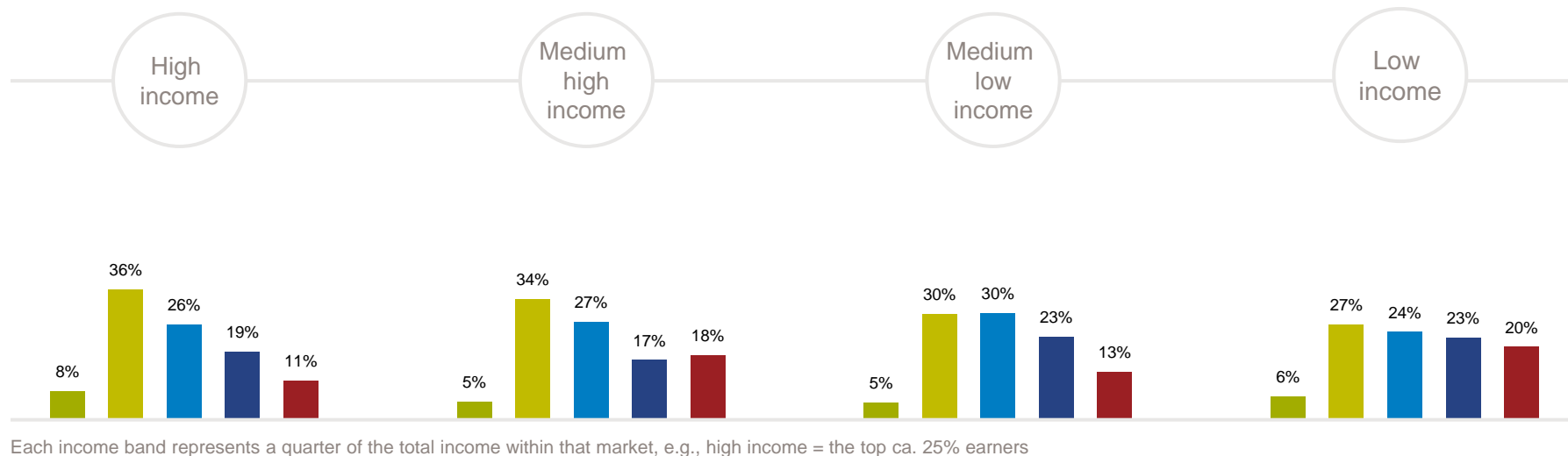
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

# Frequency of gardening or yard work

## Average across Mexico



### Income-groups



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

---



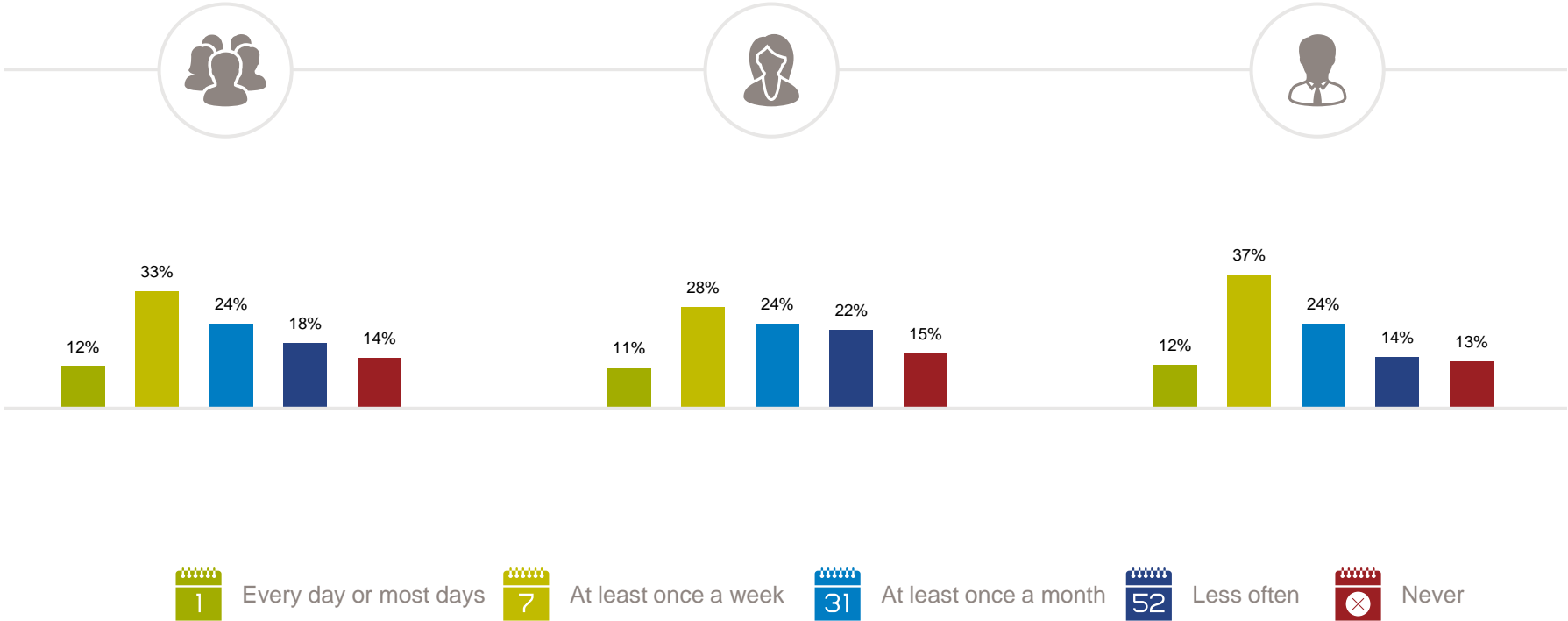


# Frequency of gardening or yard work

## Average across Australia



### Total plus breakdown by gender



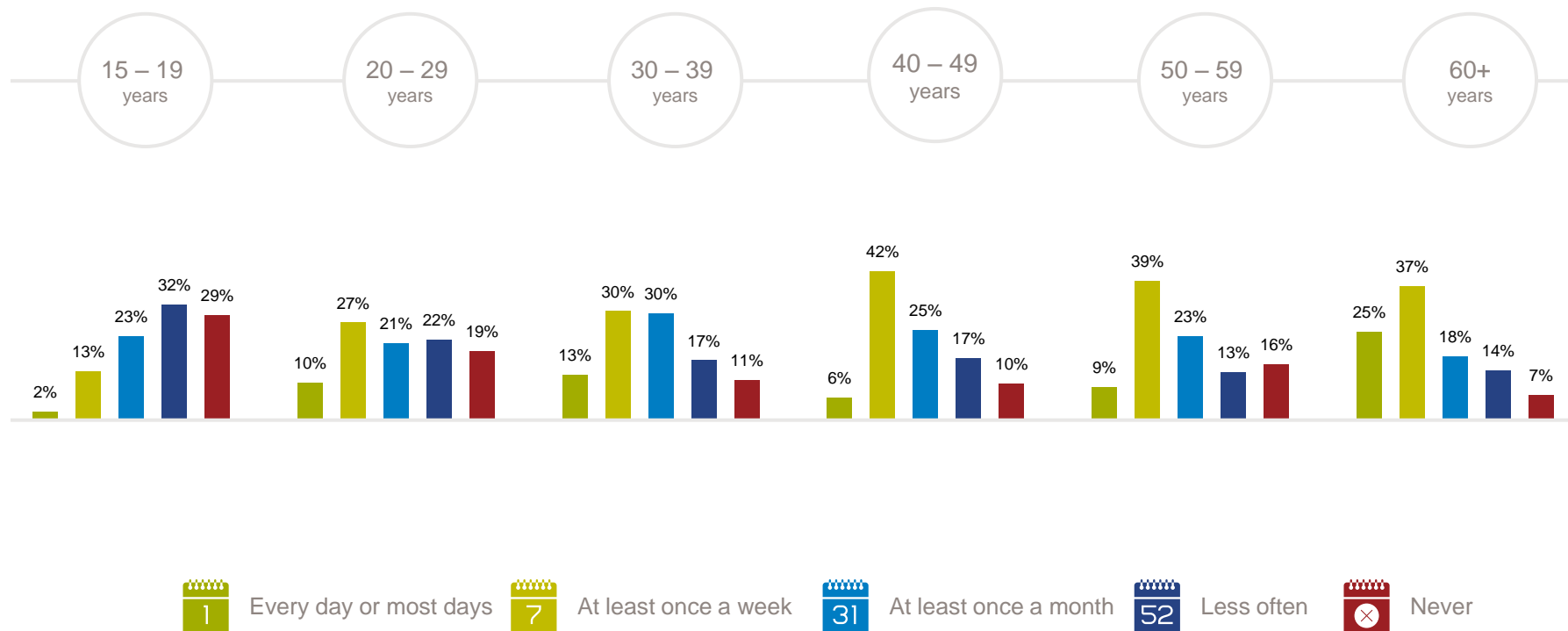
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

# 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

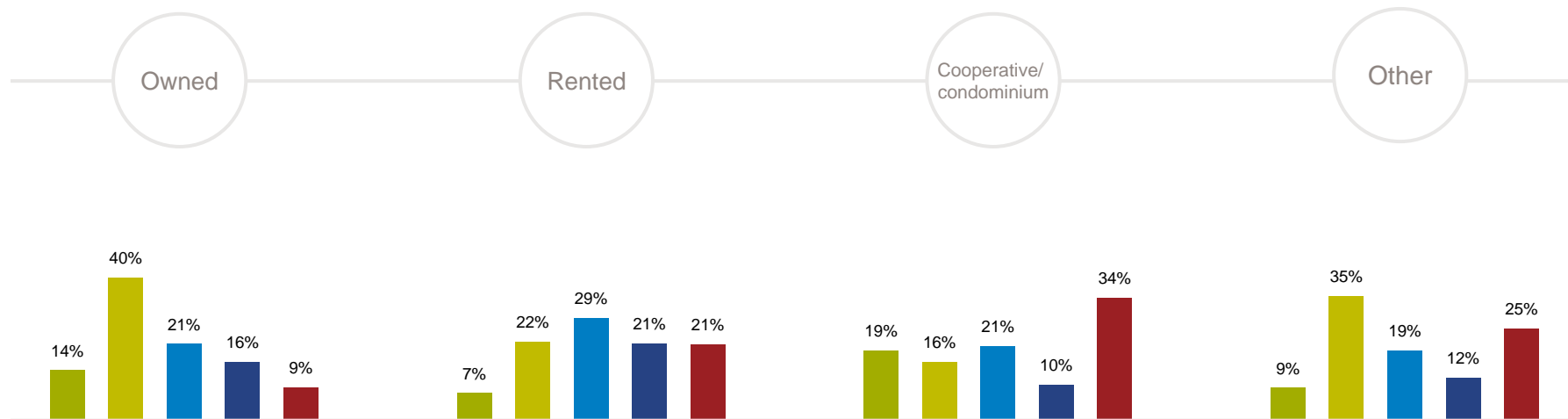
© GfK 2017 | Frequency of gardening or yard work

# 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

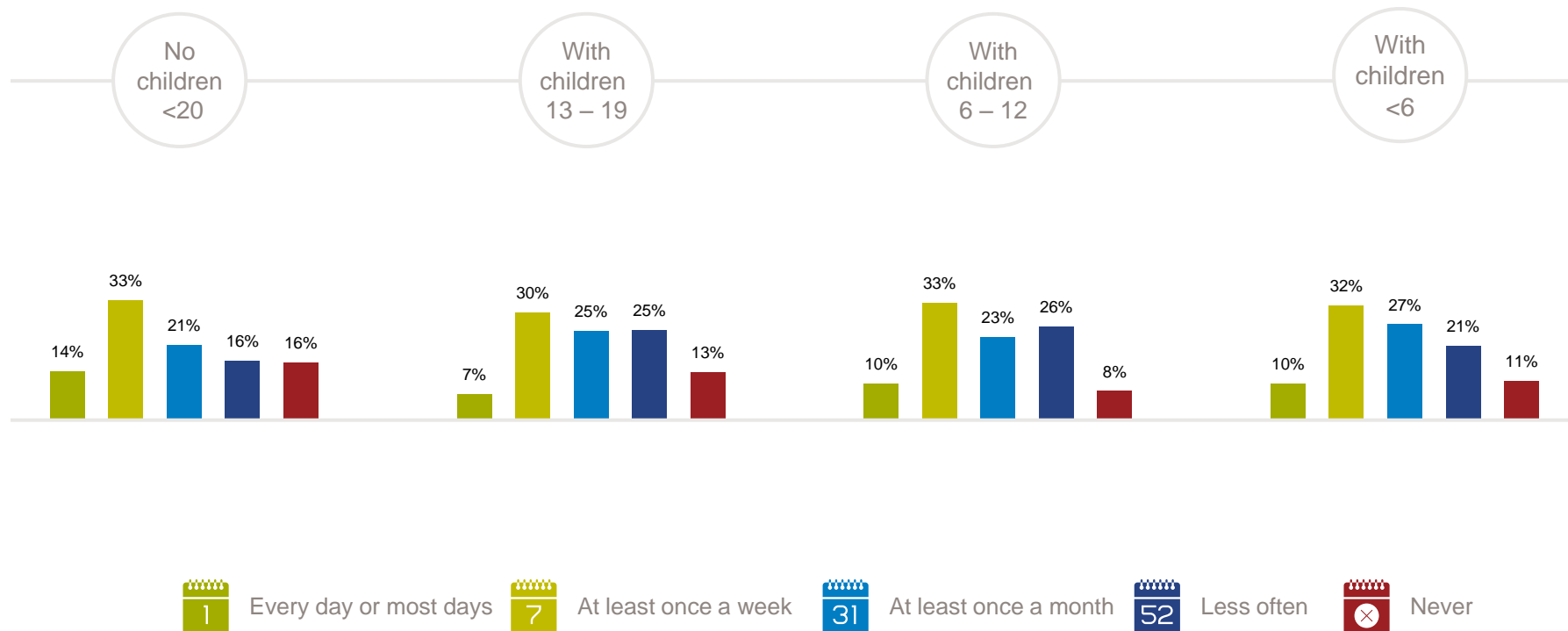
© GfK 2017 | Frequency of gardening or yard work

# Frequency of gardening or yard work

## Average across Australia



### With or without children in household



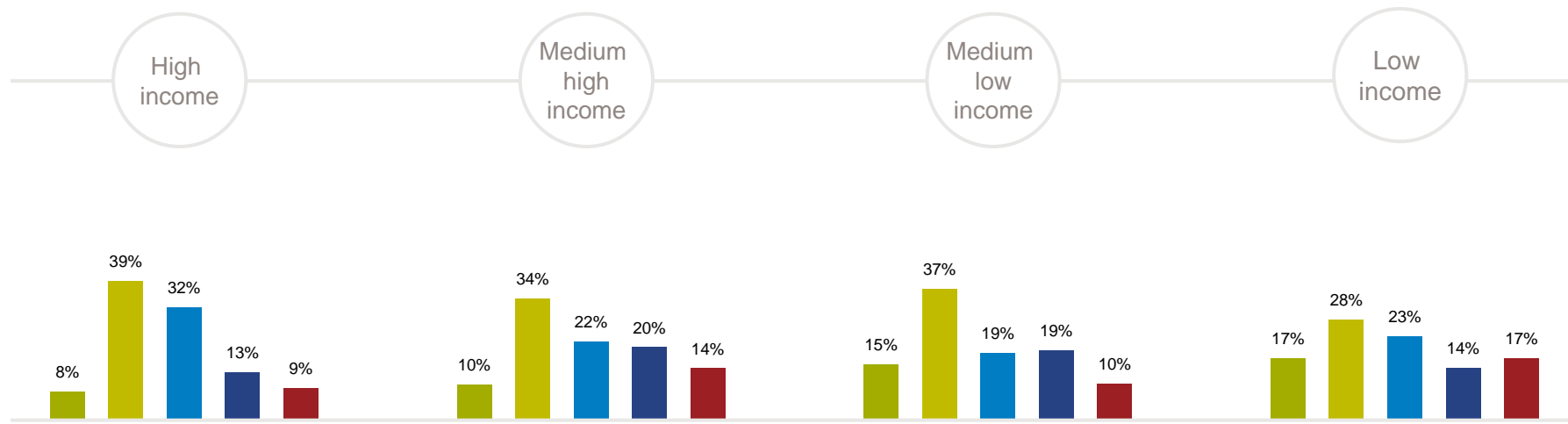
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

# 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

---

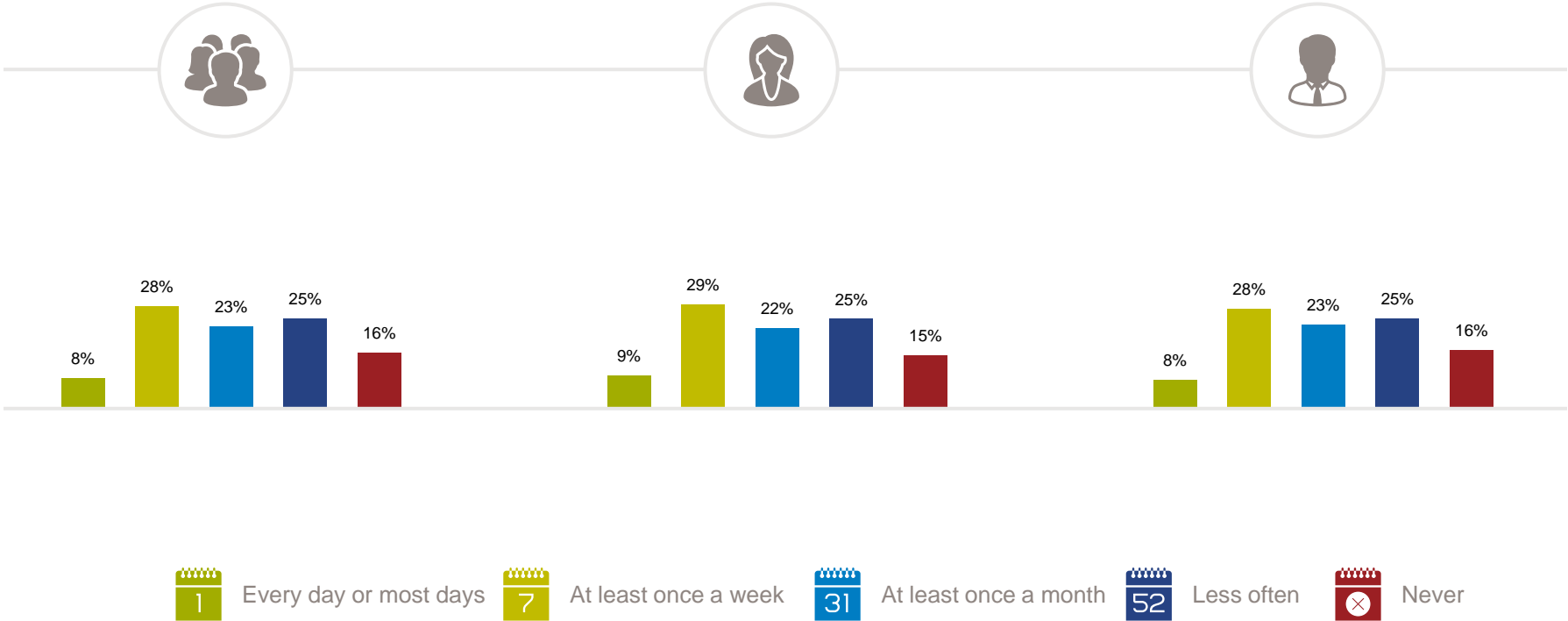


# Frequency of gardening or yard work

## Average across China



### Total plus breakdown by gender



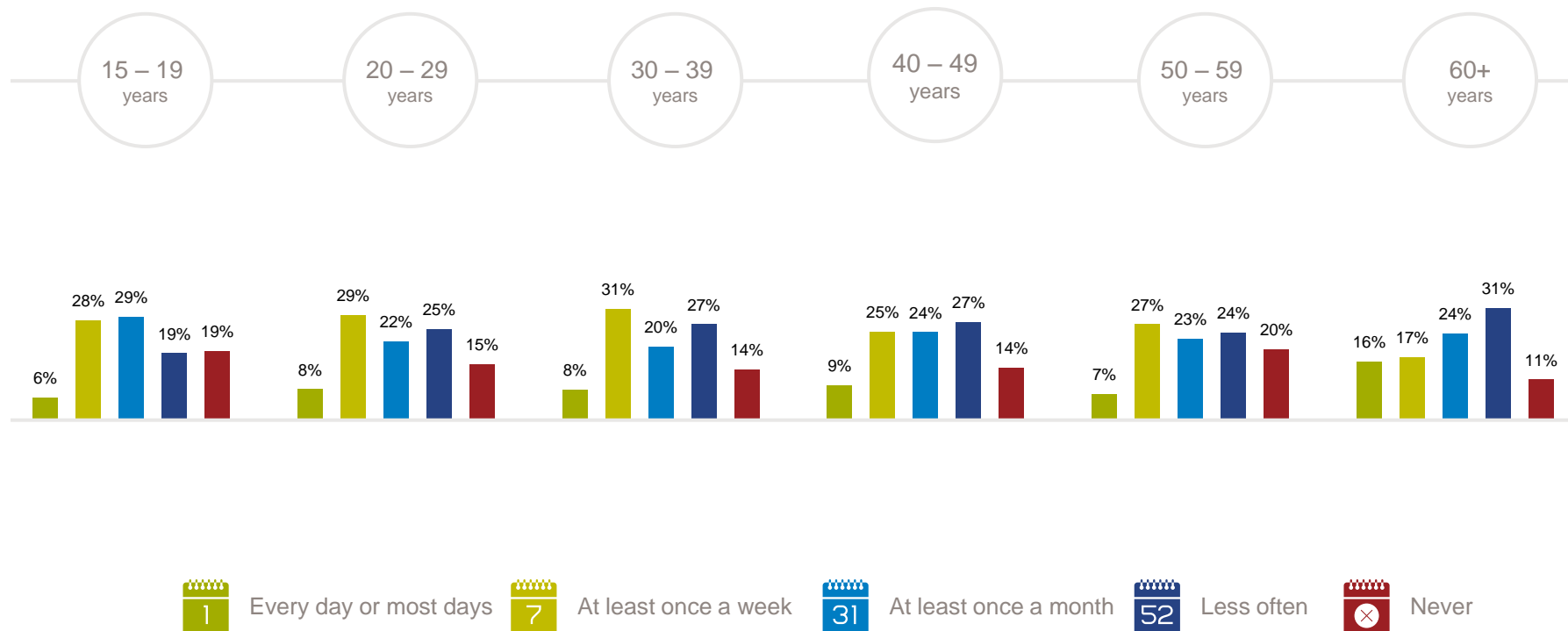
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

# 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

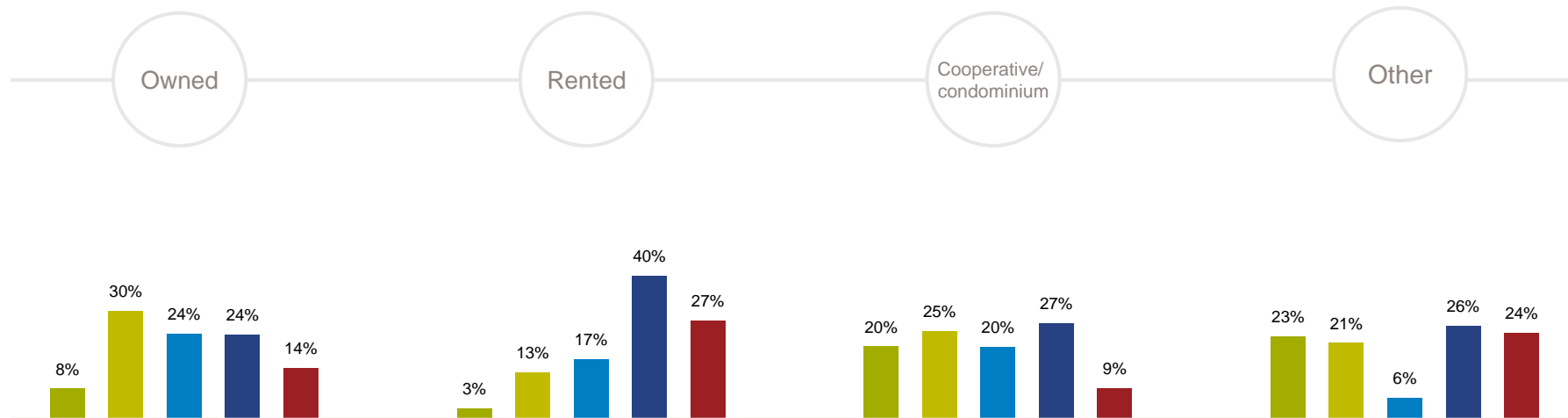


# Frequency of gardening or yard work

## 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

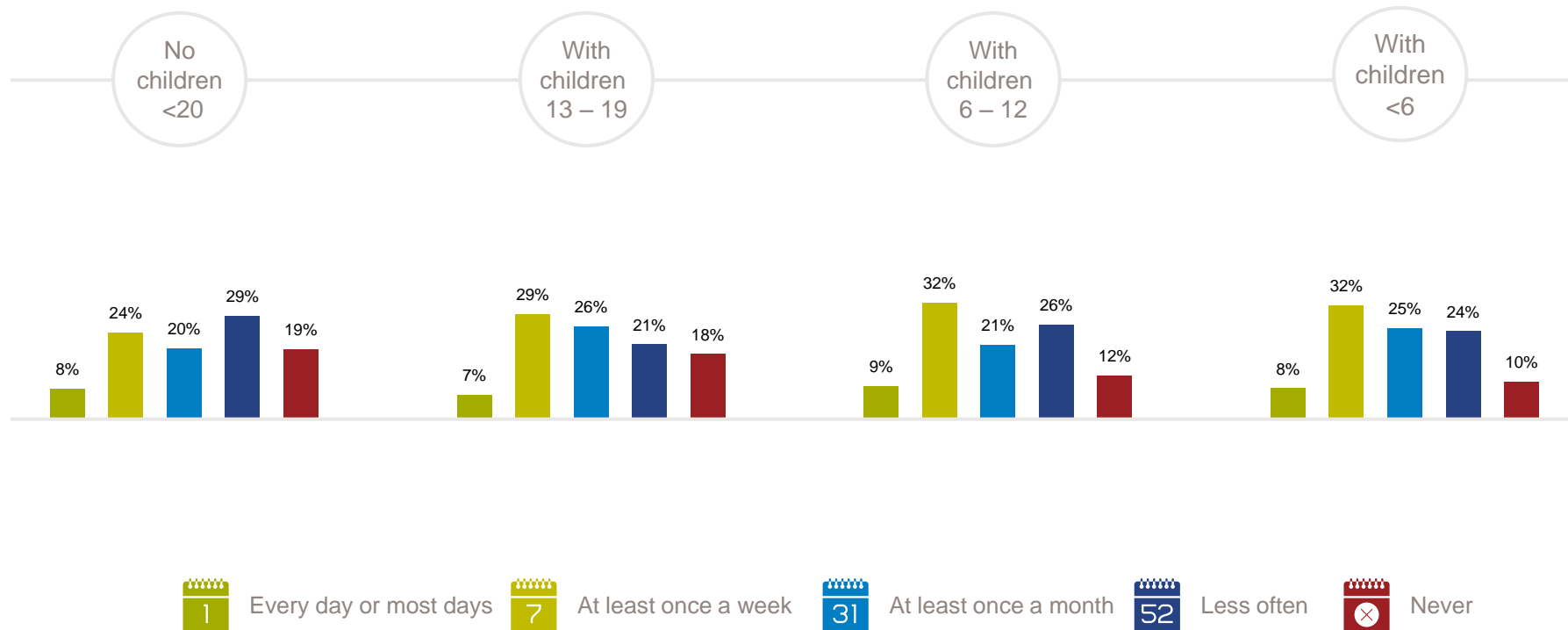
© GfK 2017 | Frequency of gardening or yard work

# 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

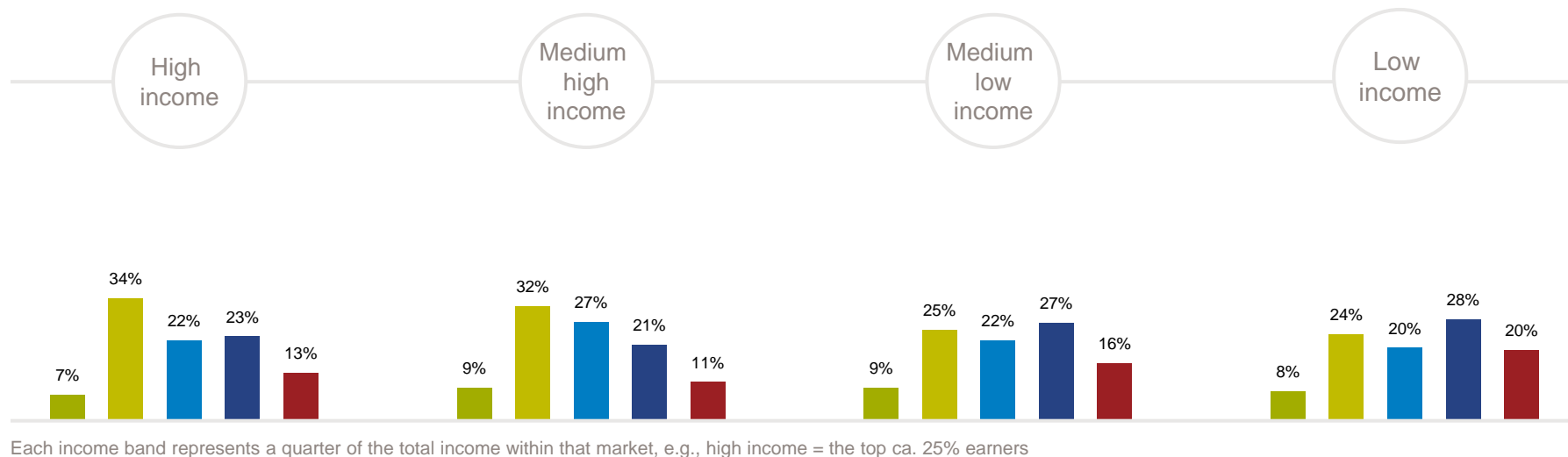
© GfK 2017 | Frequency of gardening or yard work

# Frequency of gardening or yard work

## Average across China



### Income-groups



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

---

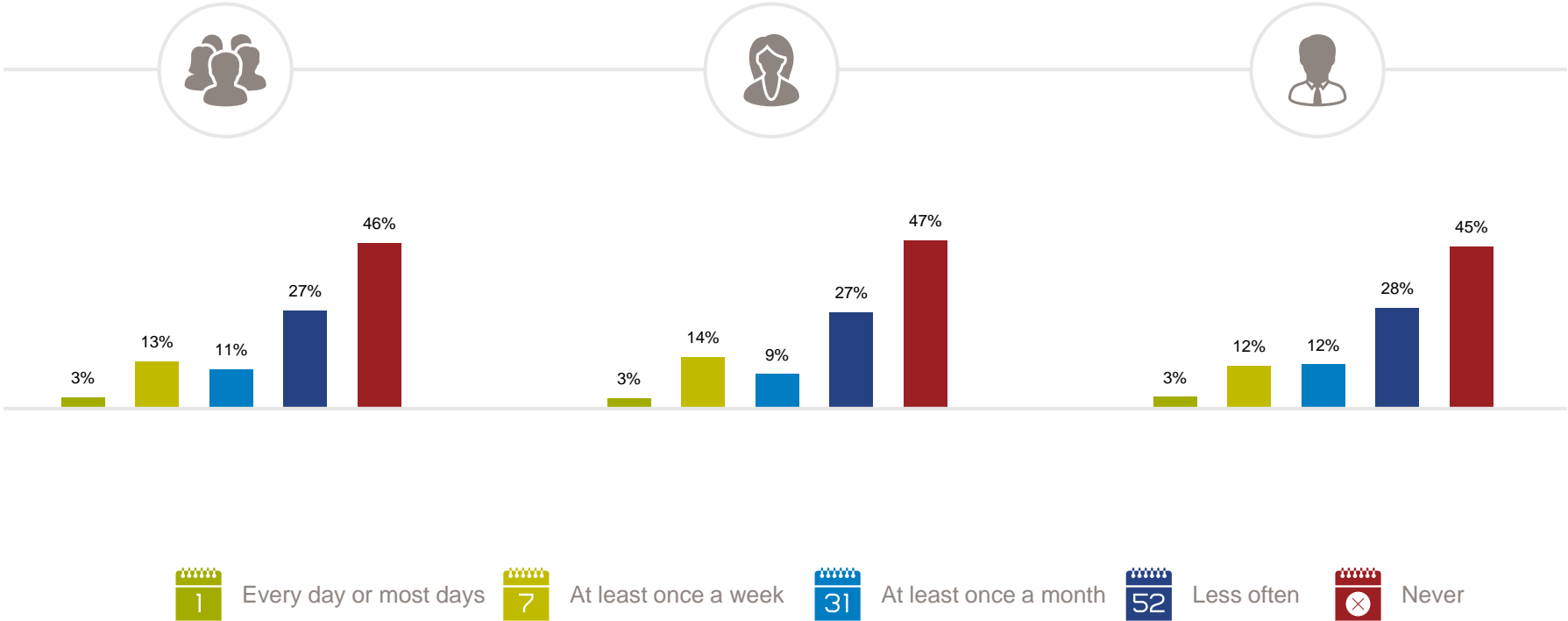


# Frequency of gardening or yard work

## Average across Japan



### Total plus breakdown by gender



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

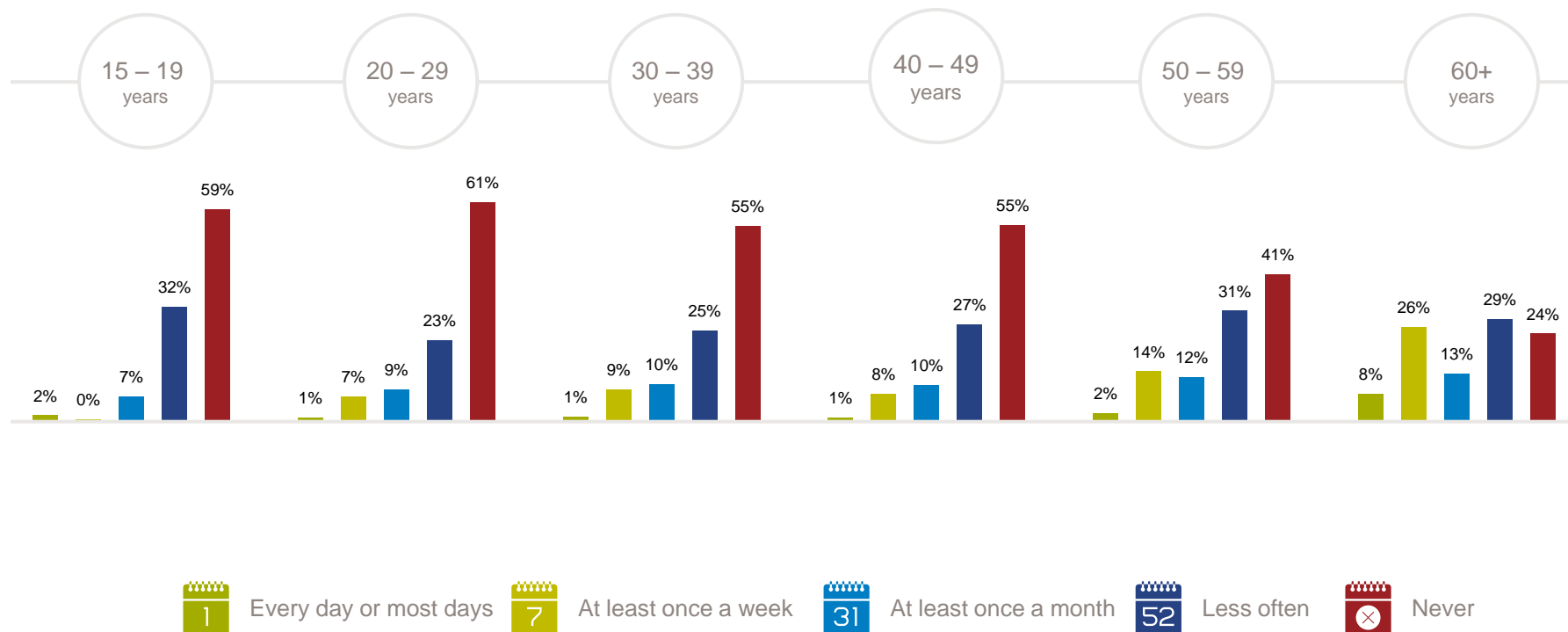
© GfK 2017 | Frequency of gardening or yard work

# 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

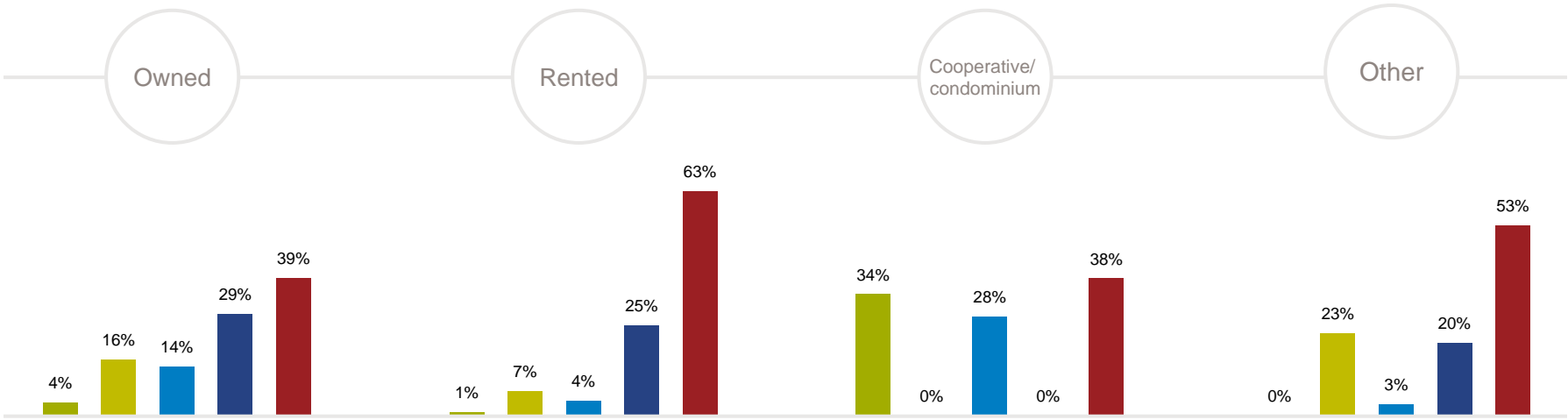
© GfK 2017 | Frequency of gardening or yard work

# 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

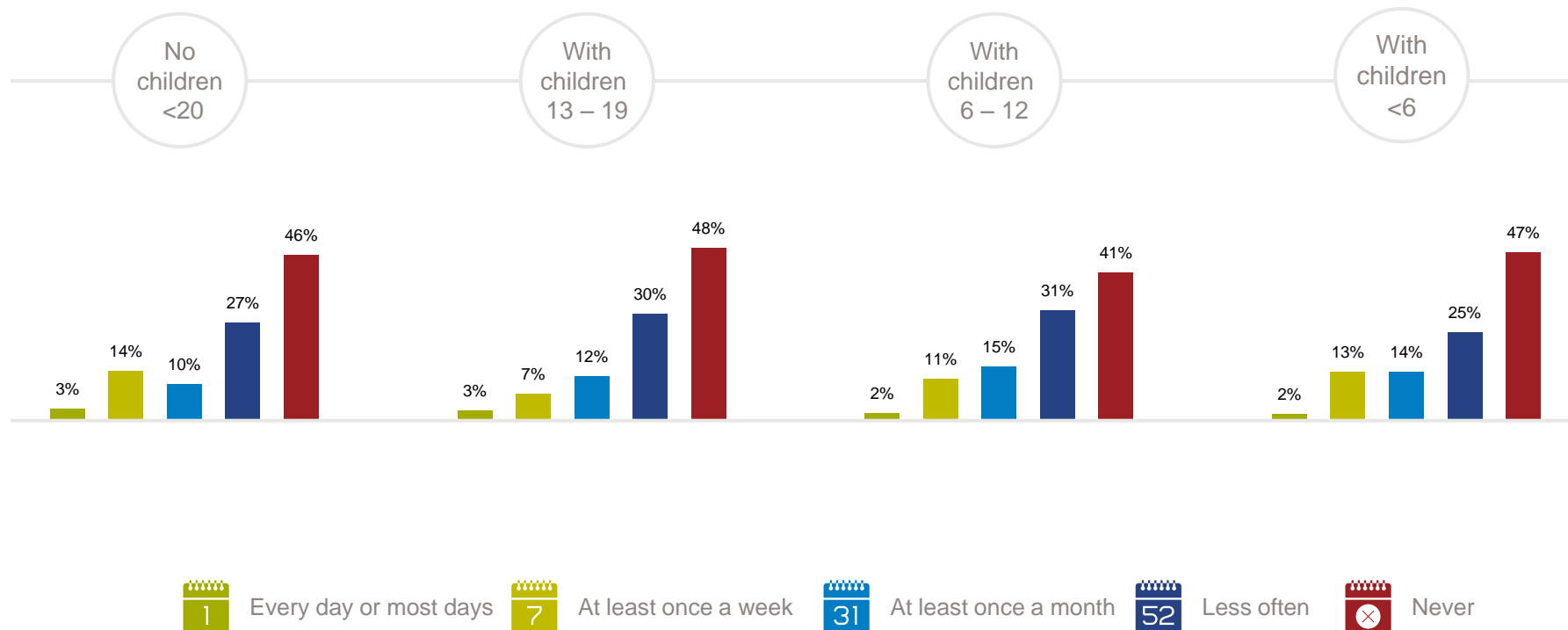
© GfK 2017 | Frequency of gardening or yard work

# 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

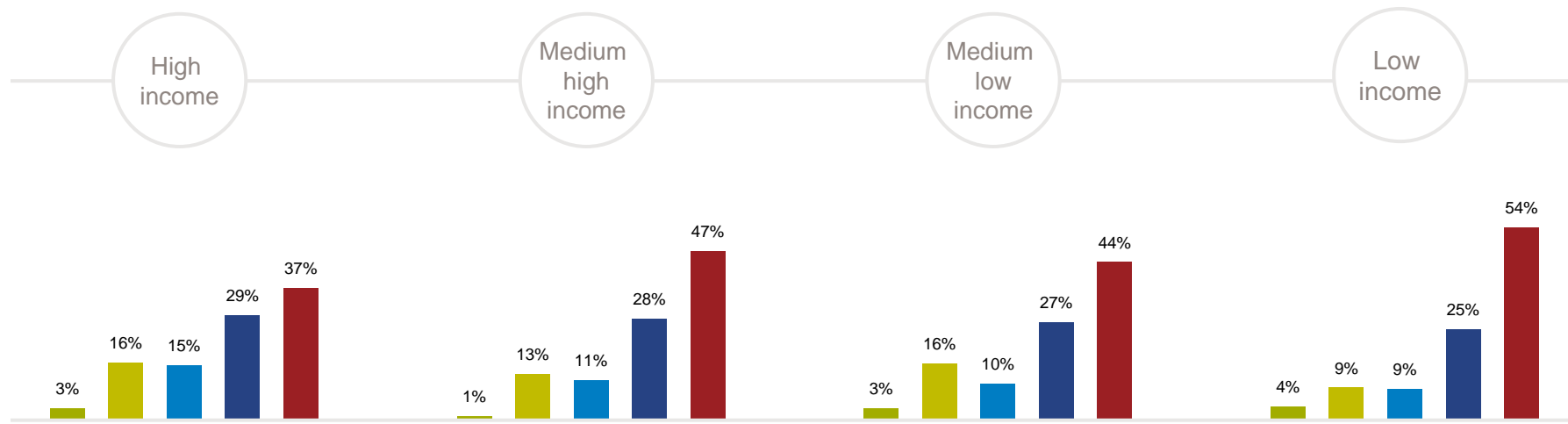


# Frequency of gardening or yard work

## 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

---

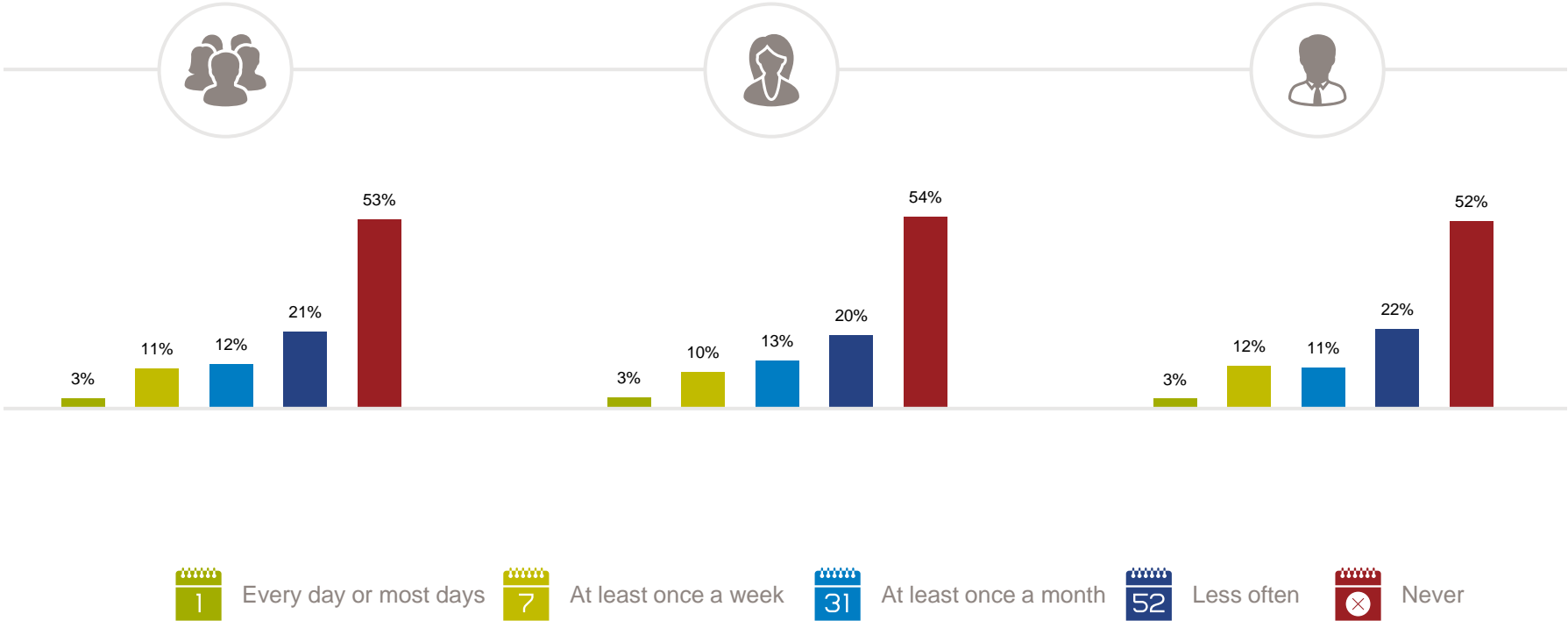


# Frequency of gardening or yard work

## Average across South Korea



### Total plus breakdown by gender



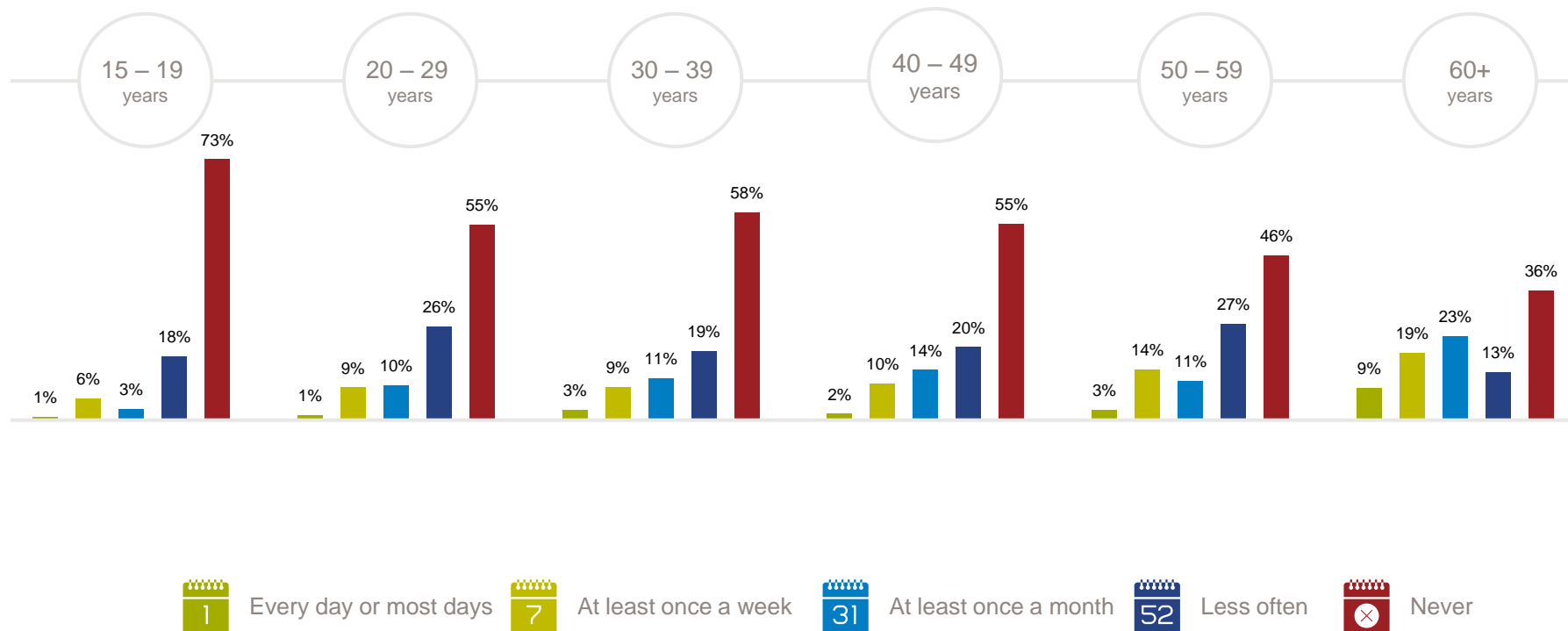
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – rounded

# 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

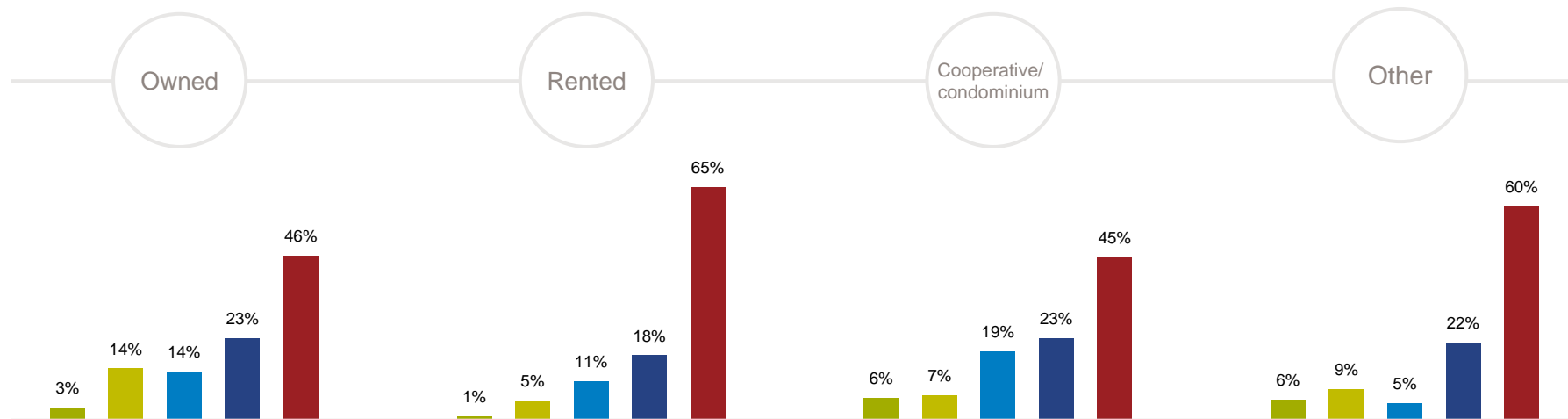
© GfK 2017 | Frequency of gardening or yard work

# 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

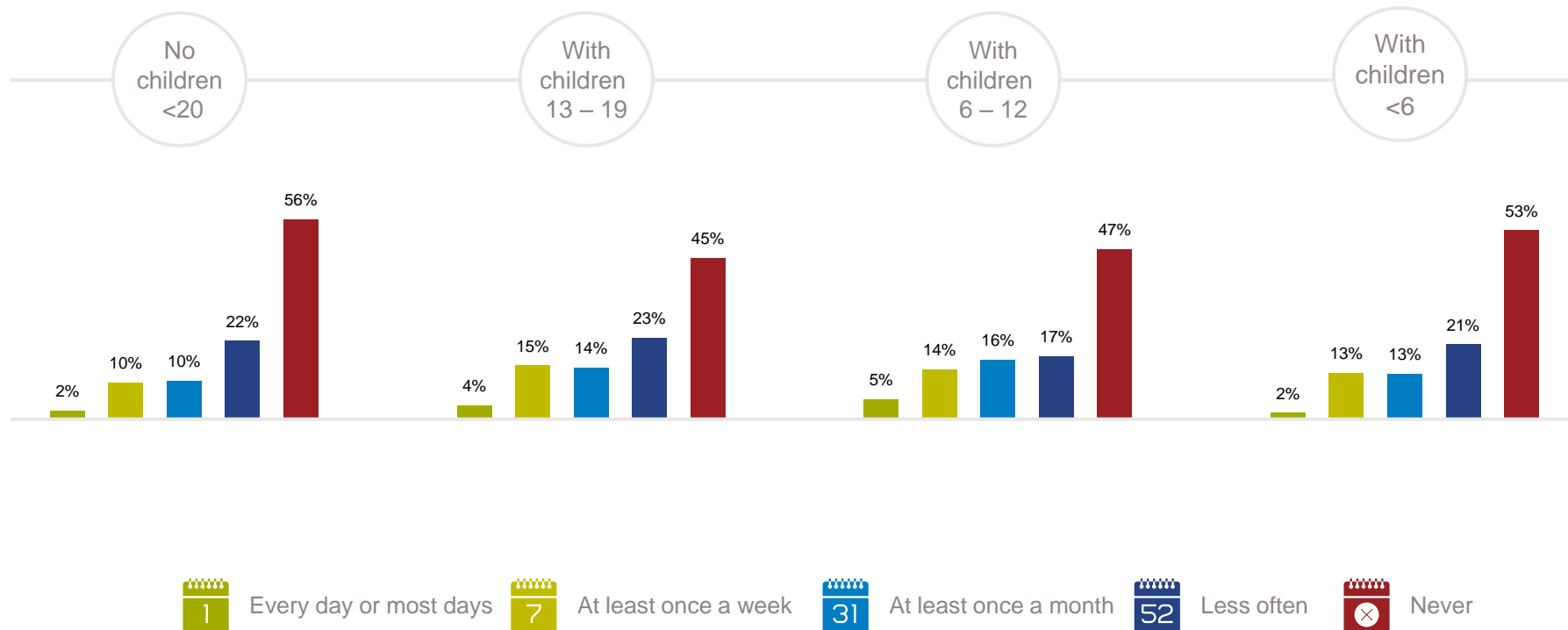
© GfK 2017 | Frequency of gardening or yard work

# 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

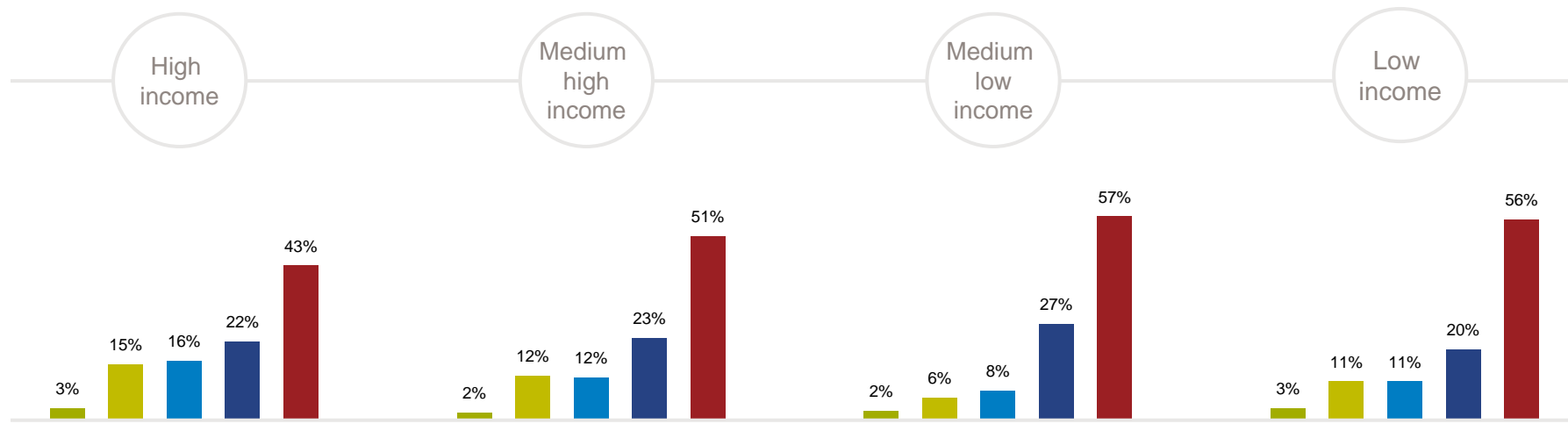
© GfK 2017 | Frequency of gardening or yard work

# 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](mailto:press@gfk.com)