

Table of Contents

Notes for the Reader.....	1
Executive Summary.....	2
Analysis & Commentary.....	4
Jim Feinson Analysis & Commentary	4
Charlie Nardoizzi Analysis & Commentary	10
Lawn & Garden Activities Participation.....	14
Lawn & Garden Spending.....	19
Demographic Spotlight.....	28
Wealthy Households (\$200,000+ Annual Income)	28
Young People (18 to 34 Year Olds)	31
The Highly Educated	35
Latin or Hispanic Identity	37
Geographic Regions	40
Participation and Spending on Individual Activities.....	43
Lawn Care	43
Landscaping	47
Hardscaping	51
Tree Care	53
Controlling Insects	57
Flower Gardening	61
Vegetable Gardening	65
Indoor Houseplant Gardening	69
Container Gardening	72
Shrub Care	76
Cultivating Fruit Trees	80
Growing Flower Bulbs	83
Herb Gardening	87
Water Gardening	91
Growing Berries	92
Characteristics of Participating Households.....	94
Which Members of Household Participates	94
Gardener Type - Self	95
Gardener Type - Spouse or Significant Other	95
Non-Participating Households.....	98
Past Household Participation	98
Why Household Stopped Participating	99
Why Household Has Never Participated	99
Factors Making Participation More Likely	100

Table of Contents

Lawn & Garden Product Purchases.....	102
Soil Amendment or Mulch Products	105
Nursery Products & Outdoor Plants	109
Watering Equipment & Irrigation Products	113
Outdoor Fertilizers	116
Houseplants, Products & Supplies	120
Seeds & Bulbs	123
Disease, Insect, or Weed Control & Chemical Products	127
Hand Tools	130
Floral Products & Supplies	134
Outdoor Living & Patio Products	137
Outdoor Containers & Season Extending Products	140
Garden Information Products	143
Outdoor Power Equipment Products	146
Lawn Care or Landscape Services	149
Food Preservation or Preparation Products	153
General Outdoor Products	156
Lawn and Garden Retailers.....	158
Home Centers	160
Lawn and Garden Centers or Nurseries	162
Mass Merchandisers & Discount Stores	164
Hardware Stores	166
Feed/Seed Stores	168
General Online Retailers	169
Near Term Predictions.....	171
Anticipated Participation in 2020 Among Non-Participants	171
Predicted 2019 Lawn and Garden Spending	172
Organic Products.....	173
Nature & Wildlife Practices.....	174
Lawn Conversion to Natural or Wildflower Landscape	174
Native Plants	174
Plants Beneficial to Bees, Butterflies, or Birds	175
Interest in Growing Legal Cannabis.....	176
Methodology.....	180
Appendix A: Detailed Tabular Results.....	183
Appendix B: Survey Instrument.....	251