

# Table of Contents

Notes for the Reader .....	6
Executive Summary .....	7
Analysis & Commentary .....	9
Charlie Nardoizzi Analysis & Commentary .....	9
Effect of COVID-19 .....	16
Past & Future Participation & Spending .....	19
Lawn & Garden Activities Participation & Spending .....	24
Characteristics of Participating Households .....	37
Which Members of Household Participates .....	37
Gardener Type - Self .....	38
Gardener Type - Spouse or Significant Other .....	38
Experiences of Lawn & Garden Participants .....	42
Reasons "Veterans" Participate .....	42
Reasons "Newcomers" Participate .....	45
What Would Make More Likely to Participate .....	46
Frequent Causes of Problems .....	49
Non-Participating Households .....	52
Past Household Participation .....	52
Why Household Stopped Participating .....	53
Why Household Has Never Participated .....	54
Factors Making Participation More Likely .....	55

# Table of Contents

Age Group Profiles .....	58
18-34 year olds .....	58
35-44 year olds .....	81
45-54 year olds .....	104
55-64 year olds .....	127
Aged 65 and older .....	150
Residence Group Profiles .....	173
House .....	173
Apartment or Condo .....	196
Gardener Typology Group Profiles .....	219
Garden Masters .....	219
Garden Enthusiasts .....	238
Casual Gardeners .....	257
Reluctant Gardeners .....	276
Just Cut the Grass Gardeners .....	295
Methodology.....	314
Appendix A: Detailed Tabular Results.....	316
Appendix B: Survey Instrument.....	408