Canadians Favor Designating 2022 the Year of the Garden and recognize the benefits of gardening and gardens.

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Nanos Research was retained by the Canadian Garden Council to gauge Canadians' level of interest in gardening and explore gardening preferences.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,096 Canadians, 18 years of age or older, between November 26th to 29th, 2020 as part of an omnibus survey. The research was commissioned by the Canadian Garden Council.

Summary

Key Findings

1

Four in five Canadians **support** (50%) or **somewhat support** (30%) designating 2022 as the **Year of the Garden** for the Centennial of the birth of Canada's Horticulture industry.

2

Over four in five Canadians expect to spend **the same time** (66%) or **more time** (21%) gardening in 2021 compared to 2020.

3

Younger Canadians are **twice as likely** to say they expect to spend **more time gardening** in 2021 than **older Canadians**.

4

Over eight in ten Canadians **agree** (55%) or **somewhat agree** (29%) that gardening can have a **positive impact on climate change.**

5

A **strong majority** of Canadians **agree** (70%) or **somewhat agree** (26%) that gardening can **improve** their mental and physical health.

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Gardening Personas

Avid gardener

One in six Canadians (17%) describe themselves as avid gardeners, where gardening is part of who they are. Canadians aged 55 plus (20%) were twice as likely to describe themselves as avid gardeners than those aged 18-34 (10%).

Fair-weather gardener

Over three in ten Canadians (31%) say a fair-weather gardener best describes them when it comes to gardening as they like gardening as a side hobby.

New gardener

Twelve per cent of Canadians describe themselves as new gardeners that just started this year. Younger Canadians (18-34 years old) (16%) are more likely to describe themselves as new gardeners than older Canadians (eight per cent) (55 plus).

Lapsed gardener

Just over one in five Canadians (22%) describe themselves as lapsed gardeners where they gardened in the past, but do not currently garden.
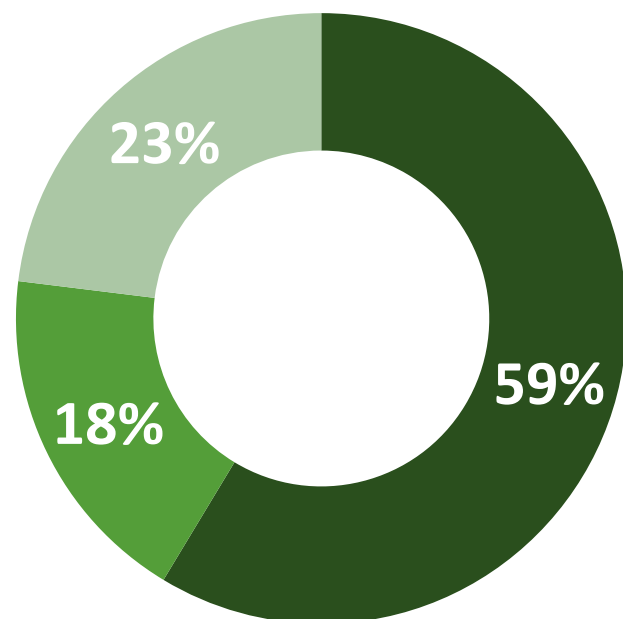
Not interested at all

Nineteen per cent of Canadians are not interested at all in gardening. Men (23%) were more likely to say that they were not interested at all in gardening than woman (16%).

Question - Which one of the following would best describe you when it comes to gardening? [ROTATE]

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Time spent gardening during 2020

Q During 2020, in a typical week when gardening was possible, would you say you spent more, the same amount or less time gardening compared to before the COVID-19 pandemic?

" In 2020, 23% of Canadians spent more time gardening compared to before the COVID-19 pandemic. "

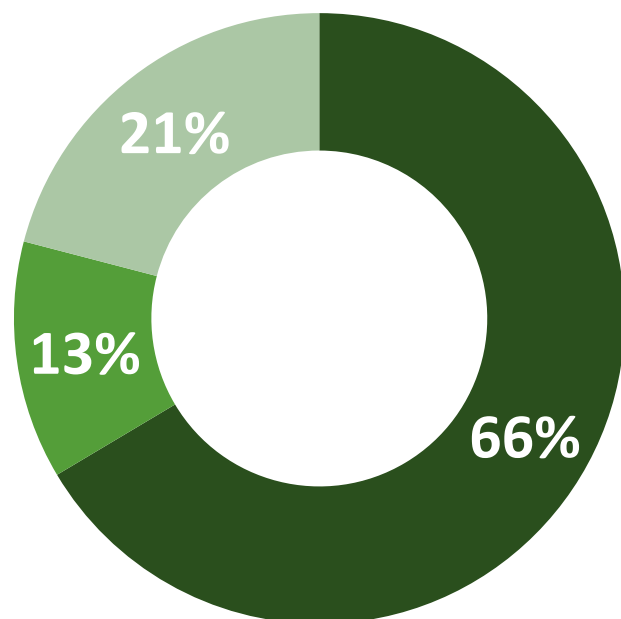**59%** About the same · **18%** Less time · **23%** More time

About the same	Atlantic (n=110)	Quebec (n=236)	Ontario (n=354)	Prairies (n=229)	BC (n=167)
	56.4%	54.9%	59.3%	62.9%	58.6%
	Men (n=561)	Women (n=530)	18-34 (n=220)	35-54 (n=410)	55 plus (n=466)
	62.5%	54.7%	54.3%	58.2%	62.1%
	Avid gardener (n=196)	Fair-weather gardener (n=327)	Lapsed gardener (n=239)	New gardener (n=115)	Not interested in gardening at all (n=219)
	54.4%	62.7%	52.9%	36.1%	75.6%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 26th to 29th, 2020, n=1,096, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Time predicted to spend gardening during 2021

Next year, in 2021, do you expect to spend more, about the same or less time gardening compared to this year?

> In 2021, 21% of Canadians expect to spend more gardening compared to 2020.
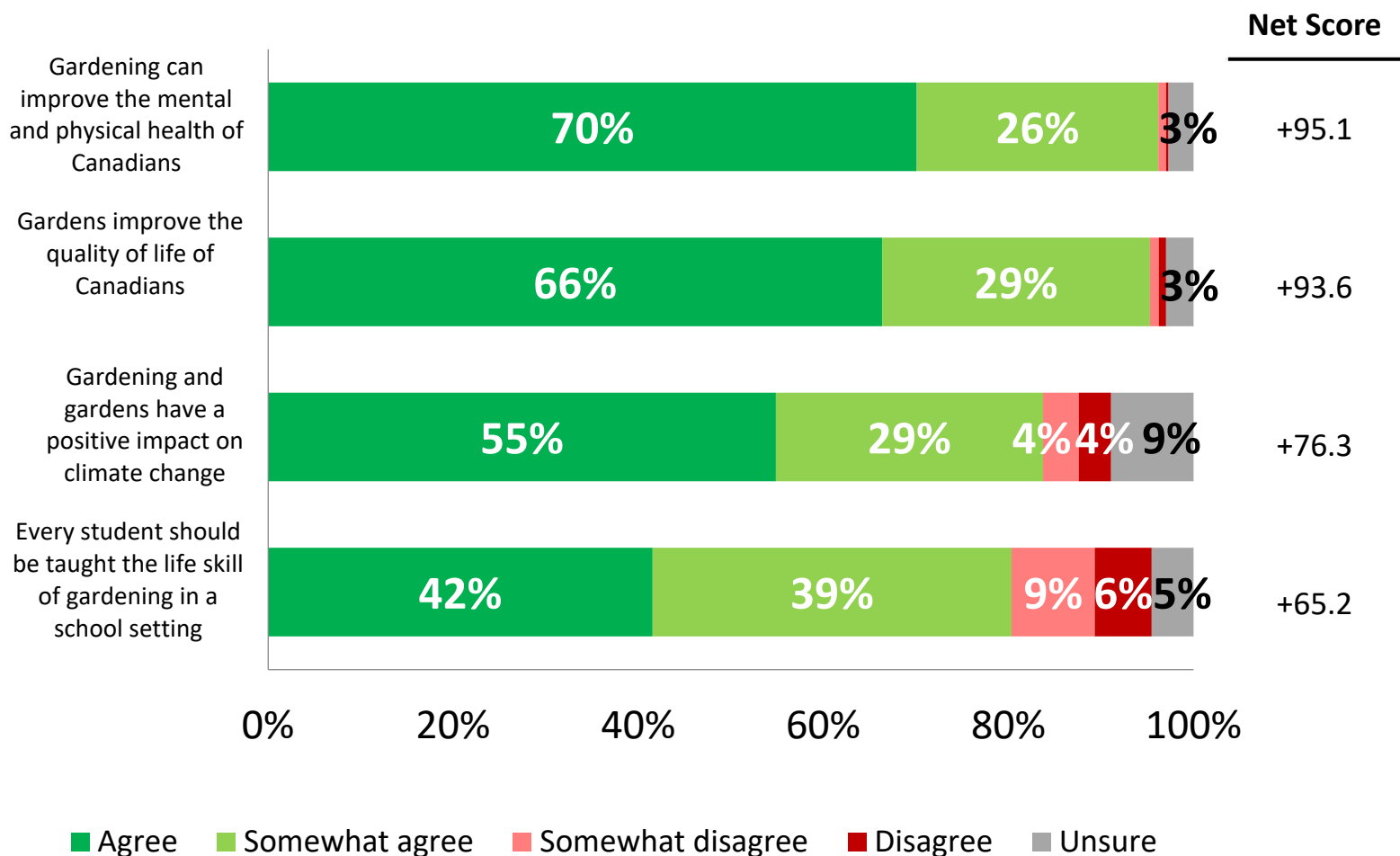

21%

13%

66%

- ■ About the same
- ■ Less time
- ■ More time

About the same

Atlantic (n=110)	Quebec (n=236)	Ontario (n=354)	Prairies (n=229)	BC (n=167)
60.6%	**63.6%**	**68.3%**	**67.9%**	**67.2%**
Men (n=561)	Women (n=530)	18-34 (n=220)	35-54 (n=410)	55 plus (n=466)
69.4%	**64.0%**	**58.2%**	**67.8%**	**71.1%**
Avid gardener (n=196)	Fair-weather gardener (n=327)	Lapsed gardener (n=239)	New gardener (n=115)	Not interested in gardening at all (n=219)
69.6%	**71.1%**	**61.5%**	**47.1%**	**73.4%**

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 26th to 29th, 2020, n=1,096, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Views on impacts of gardening

Q | Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]

Net Score

Statement		Net Score
Gardening can improve the mental and physical health of Canadians	70% · 26% · 3%	+95.1
Gardens improve the quality of life of Canadians	66% · 29% · 3%	+93.6
Gardening and gardens have a positive impact on climate change	55% · 29% · 4% · 4% · 9%	+76.3
Every student should be taught the life skill of gardening in a school setting	42% · 39% · 9% · 6% · 5%	+65.2

0%   20%   40%   60%   80%   100%

■ Agree   ■ Somewhat agree   ■ Somewhat disagree   ■ Disagree   ■ Unsure

> " Over nine in ten Canadians agree or somewhat agree that gardening and garden improve the quality of life of Canadians, as well as their physical and mental health. "
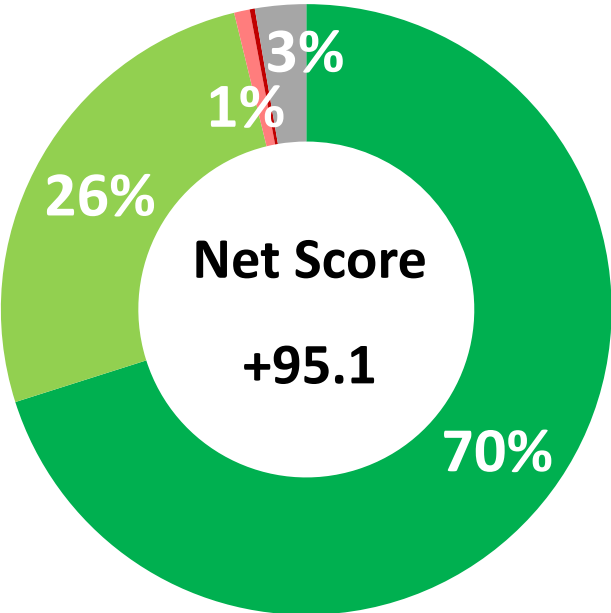
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 26th to 29th, 2020, n=1,096, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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# Gardening can improve mental and physical health of Canadians

Gardening can improve the mental and physical health of Canadians

> More than four in five Canadians not interested in gardening at all agree or somewhat agree that Gardening can improve mental and physical health.

- ■ Agree
- ■ Somewhat agree
- ■ Somewhat disagree
- ■ Disagree
- ■ Unsure

Net Score +95.1

Atlantic (n=110)	Quebec (n=236)	Ontario (n=354)	Prairies (n=229)	BC (n=167)
97.2%	97.7%	95.8%	94.7%	96.2%

Men (n=561)	Women (n=530)	18-34 (n=220)	35-54 (n=410)	55 plus (n=466)
95.1%	97.2%	97.3%	95.9%	95.7%

Avid gardener (n=196)	Fair-weather gardener (n=327)	Lapsed gardener (n=239)	New gardener (n=115)	Not interested in gardening at all (n=219)
98.9%	98.7%	98.3%	98.0%	86.4%
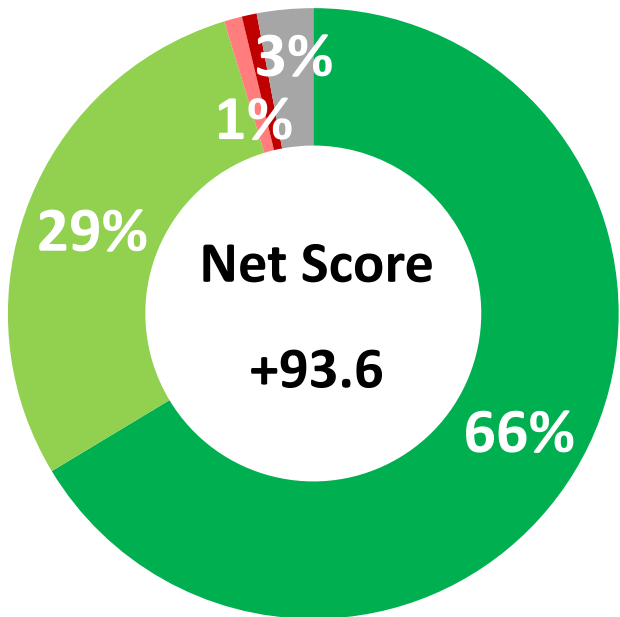
Agree/ somewhat agree

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

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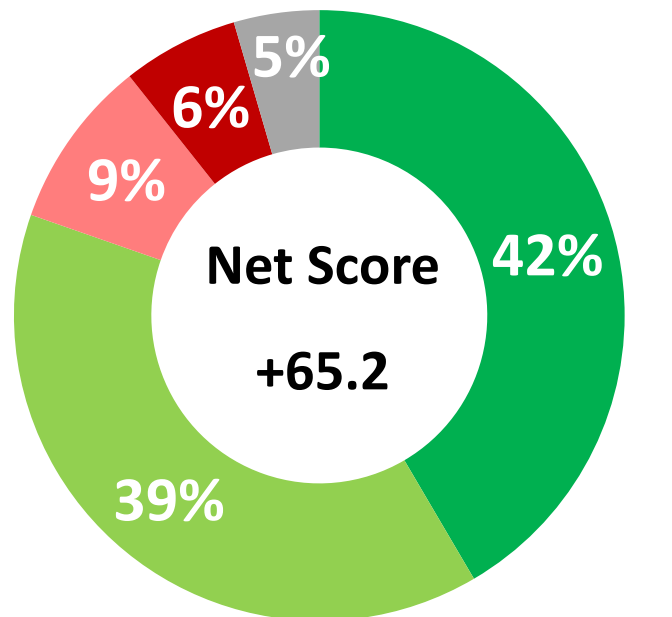
Gardens improve the quality of life of Canadians

Q Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]

Gardens improve the quality of life of Canadians

" A strong majority of Canadians agree (66%) or somewhat agree (29%) that that gardens improve the quality of life of Canadians. "

Net Score

+93.6

66%

29%

3%

1%

- ■ Agree
- ■ Somewhat agree
- ■ Somewhat disagree
- ■ Disagree
- ■ Unsure

Agree/ somewhat agree	Atlantic (n=110)	Quebec (n=236)	Ontario (n=354)	Prairies (n=229)	BC (n=167)
	97.2%	98.8%	94.9%	92.1%	93.8%
	Men (n=561)	Women (n=530)	18-34 (n=220)	35-54 (n=410)	55 plus (n=466)
	93.4%	97.0%	93.0%	95.4%	96.8%
	Avid gardener (n=196)	Fair-weather gardener (n=327)	Lapsed gardener (n=239)	New gardener (n=115)	Not interested in gardening at all (n=219)
	98.0%	96.3%	98.4%	98.2%	86.2%

*Weighted to the true population proportion.
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Students being taught the life skill of gardening in school

Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]

Every student should be taught the life skill of gardening in a school setting

"Four in five Canadians agree (42%) or somewhat agree (39%) that every student should be taught the life skill of gardening in a school setting."

Net Score +65.2

- 42% Agree
- 39% Somewhat agree
- 9% Somewhat disagree
- 6% Disagree
- 5% Unsure

	Atlantic (n=110)	Quebec (n=236)	Ontario (n=354)	Prairies (n=229)	BC (n=167)
Agree/ somewhat agree	84.6%	82.4%	79.8%	73.6%	85.5%
	Men (n=561)	Women (n=530)	18-34 (n=220)	35-54 (n=410)	55 plus (n=466)
	77.0%	83.4%	82.3%	78.4%	80.7%
	Avid gardener (n=196)	Fair-weather gardener (n=327)	Lapsed gardener (n=239)	New gardener (n=115)	Not interested in gardening at all (n=219)
	86.2%	81.2%	81.8%	81.3%	71.8%
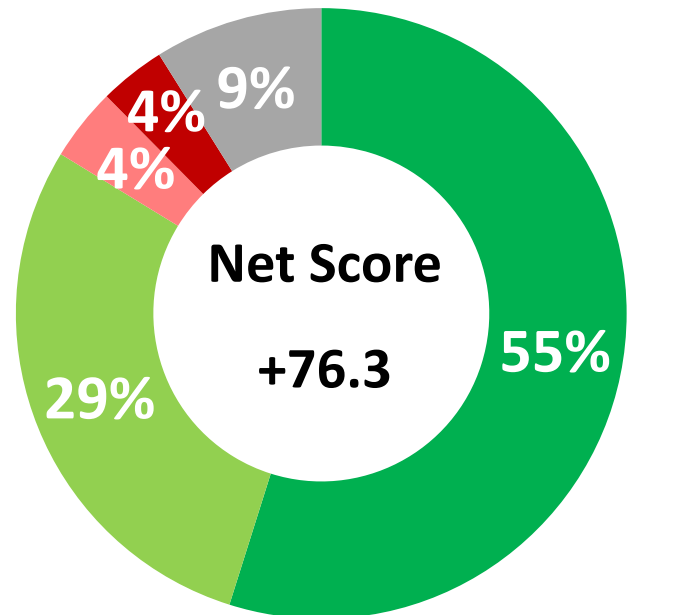
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 26th to 29th, 2020, n=1,096, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Gardening and gardens have a positive impact on climate change

Q Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]

Gardening and gardens have a positive impact on climate change

" Only 4% of Canadians somewhat disagree and 4% disagree that gardening and gardens have a positive impact on climate change. "

Net Score +76.3

55%
29%
4%
4%
9%

- ■ Agree
- ■ Somewhat agree
- ■ Somewhat disagree
- ■ Disagree
- ■ Unsure

Agree/ somewhat agree	Atlantic (n=110)	Quebec (n=236)	Ontario (n=354)	Prairies (n=229)	BC (n=167)
	91.6%	**85.2%**	**83.9%**	**81.4%**	**80.1%**
	Men (n=561)	Women (n=530)	18-34 (n=220)	35-54 (n=410)	55 plus (n=466)
	79.3%	**88.0%**	**83.5%**	**83.4%**	**84.2%**
	Avid gardener (n=196)	Fair-weather gardener (n=327)	Lapsed gardener (n=239)	New gardener (n=115)	Not interested in gardening at all (n=219)
	88.8%	**83.4%**	**86.1%**	**86.2%**	**75.8%**
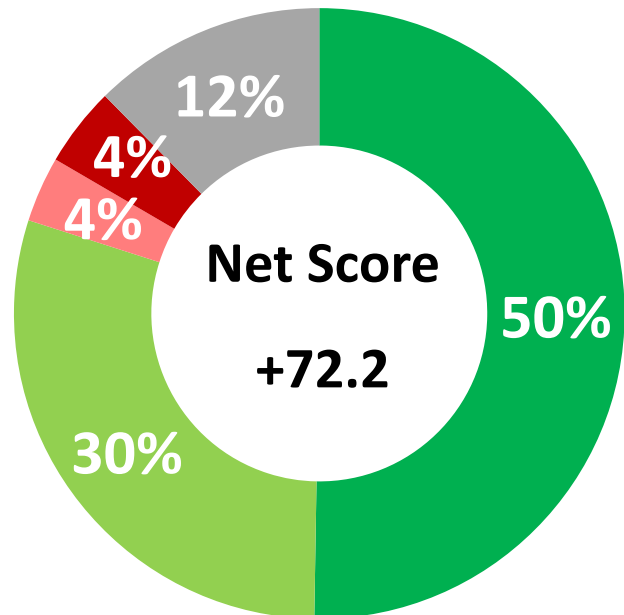
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

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Designating 2022 as the Year of the Garden

2022 is the Centennial of the birth of Canada's Horticulture industry. Do you support, somewhat support, somewhat oppose or oppose the idea of designating 2022 as the Year of the Garden?

> Only 4% of Canadians oppose and another 4% somewhat oppose the idea of designating 2022 as the Year of the Garden.

Net Score
+72.2

50%
30%
4%
4%
12%

- Support
- Somewhat support
- Somewhat oppose
- Oppose
- Unsure

Support/ somewhat support

Atlantic (n=110)	Quebec (n=236)	Ontario (n=354)	Prairies (n=229)	BC (n=167)
87.7%	77.4%	83.0%	75.0%	78.6%
Men (n=561)	Women (n=530)	18-34 (n=220)	35-54 (n=410)	55 plus (n=466)
73.0%	86.4%	77.8%	80.5%	80.9%
Avid gardener (n=196)	Fair-weather gardener (n=327)	Lapsed gardener (n=239)	New gardener (n=115)	Not interested in gardening at all (n=219)
87.5%	83.4%	81.6%	67.9%	73.3%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 26th to 29th, 2020, n=1,096, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,096 Canadians, 18 years of age or older, between November 26th to 29th, 2020 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,096 Canadians is ±3.0 percentage points, 19 times out of 20.

The research was commissioned by the Canadian Garden Council and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

METHODOLOGY

Element	Description
Research sponsor	Canadian Garden Council
Population and Final Sample Size	1096 Randomly selected individuals.
Source of Sample	Nanos Hybrid Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	November 26th to 29th, 2020
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Thirteen percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was topic six of an omnibus survey. Previous content included the COVID-19 pandemic, social media, charitable organisations, personal finances, and fisheries in Canada.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

TECHNICAL NOTE

NANOS RESEARCH

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TABULATIONS

2020-1771 – Canadian Garden Council – National Survey – STAT SHEET

			Canada 2020-11	Region					Gender			Age		
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Our next few questions are about gardening and gardens in Canada. Which one of the following would best describe you when it comes to gardening? [ROTATE]	Total	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	Avid gardener – Gardening is part of who I am	%	16.5	18.8	2.8	19.7	22.7	21.6	14.0	19.0		9.5	18.4	19.9
	Fair-weather gardener – I like gardening as a side hobby	%	30.8	26.9	17.3	36.6	35.1	33.7	28.5	33.0		34.2	30.0	29.2
	Lapsed gardener – I gardened in the past but do not garden currently	%	21.8	23.7	31.9	17.6	19.2	18.9	22.1	21.5		18.4	20.5	25.4
	A new gardener – I just started this year	%	11.5	1.4	33.7	5.0	4.1	6.7	12.1	10.6		15.5	11.7	8.4
	Not interested at all in gardening	%	19.4	29.2	14.3	21.1	18.8	19.1	23.2	15.9		22.4	19.5	17.1

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					Region				Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - During 2020, in a typical week when gardening was possible, would you say you spent more, the same amount or less time gardening compared to before the COVID-19 pandemic?	Total	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	About the same	%	58.6	56.4	54.9	59.3	62.9	58.6	62.5	54.7		54.3	58.2	62.1
	Less time	%	18.3	19.5	26.3	16.2	15.5	13.8	17.7	18.9		17.7	18.0	19.1
	More time	%	23.0	24.1	18.8	24.5	21.7	27.6	19.9	26.3		28.0	23.8	18.8

					Region				Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Next year, in 2021, do you expect to spend more, about the same or less time gardening compared to this year?	Total	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	About the same	%	66.4	60.6	63.6	68.3	67.9	67.2	69.4	64.0		58.2	67.8	71.1
	Less time	%	12.6	16.0	18.3	8.7	14.8	9.2	12.3	12.8		10.6	11.1	15.4
	More time	%	20.9	23.5	18.1	23.0	17.3	23.6	18.2	23.2		31.2	21.1	13.5

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Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]

					Region					Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Gardening can improve the mental and physical health of Canadians	Total	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	Agree	%	70.1	70.5	63.6	74.6	64.7	75.6	63.8	75.9		68.6	72.5	69.0
	Somewhat agree	%	26.1	26.7	34.1	21.2	30.1	20.6	31.4	21.3		28.6	23.5	26.7
	Somewhat disagree	%	0.8	1.5	0.7	0.5	1.8	0.4	1.0	0.6		0.3	0.7	1.3
	Disagree	%	0.3	0.0	0.0	0.3	0.5	0.5	0.4	0.1		0.0	0.6	0.2
	Unsure	%	2.7	1.3	1.6	3.4	2.9	2.9	3.4	2.0		2.4	2.8	2.8

Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]

					Region					Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Gardens improve the quality of life of Canadians	Total	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	Agree	%	66.4	67.1	59.4	70.1	64.1	70.7	60.1	72.1		64.5	67.4	66.7
	Somewhat agree	%	28.9	30.1	39.4	24.8	28.0	23.1	33.3	25.0		28.5	27.9	30.1
	Somewhat disagree	%	1.0	1.5	0.4	0.3	2.7	1.2	1.4	0.5		1.2	1.0	0.8
	Disagree	%	0.8	0.0	0.0	1.8	0.5	0.0	1.6	0.0		0.6	1.6	0.2
	Unsure	%	3.0	1.3	0.8	3.0	4.7	5.0	3.5	2.5		5.2	2.0	2.2

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2020-1771 – Canadian Garden Council – National Survey – STAT SHEET

Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]

				Region					Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Every student should be taught the life skill of gardening in a school setting	Total	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	Agree	%	41.5	45.1	39.1	43.4	39.9	41.1	34.8	47.6		46.3	40.3	39.3
	Somewhat agree	%	38.8	39.5	43.3	36.4	33.7	44.5	42.2	35.8		36.0	38.1	41.4
	Somewhat disagree	%	9.0	6.5	8.9	8.6	13.2	5.6	10.3	7.8		8.1	9.3	9.4
	Disagree	%	6.2	4.5	3.6	7.2	9.3	4.1	7.7	4.7		4.4	7.2	6.6
	Unsure	%	4.5	4.3	5.1	4.4	3.9	4.8	5.0	4.1		5.3	5.2	3.4

Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]

				Region					Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Gardening and gardens have a positive impact on climate change	Total	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	Agree	%	54.9	62.7	49.3	57.8	53.4	54.2	46.3	63.0		52.7	55.0	56.3
	Somewhat agree	%	28.9	28.9	35.9	26.1	28.0	25.9	33.0	25.0		30.8	28.4	27.9
	Somewhat disagree	%	3.9	1.9	3.0	3.0	6.0	5.8	5.5	2.3		3.4	3.5	4.5
	Disagree	%	3.5	0.7	2.0	4.2	5.4	3.0	5.3	1.6		1.7	4.1	4.2
	Unsure	%	8.9	5.9	9.9	8.9	7.2	11.1	9.9	8.1		11.4	9.0	7.1

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,096 Canadians, 18 years of age or older, between November 26th and November 29th, 2020. The margin of error this survey is ±3.0 percentage points, 19 times out of 20. *Note: Sample has been shaded due to small sample size.

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					Region				Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - 2022 is the Centennial of the birth of Canada's Horticulture industry. Do you support, somewhat support, somewhat oppose or oppose the idea of designating 2022 as the Year of the Garden?	Total	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	Support	%	50.3	53.2	44.6	56.5	44.3	49.0	40.6	59.9		47.4	49.8	52.7
	Somewhat support	%	29.7	34.6	32.7	26.5	30.7	29.7	32.4	26.6		30.4	30.7	28.2
	Somewhat oppose	%	3.5	1.8	4.1	2.6	5.1	3.5	4.5	2.5		3.9	2.8	3.8
	Oppose	%	4.2	1.3	3.5	4.7	6.4	2.5	6.8	1.7		4.7	4.8	3.3
	Unsure	%	12.4	9.2	15.0	9.7	13.6	15.4	15.7	9.3		13.6	11.9	12.0

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				Region					Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Our next few questions are about gardening and gardens in Canada. Which one of the following would best describe you when it comes to gardening? [ROTATE]	Total	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	Avid gardener – Gardening is part of who I am	%	16.5	18.8	2.8	19.7	22.7	21.6	14.0	19.0		9.5	18.4	19.9
	Fair-weather gardener – I like gardening as a side hobby	%	30.8	26.9	17.3	36.6	35.1	33.7	28.5	33.0		34.2	30.0	29.2
	Lapsed gardener – I gardened in the past but do not garden currently	%	21.8	23.7	31.9	17.6	19.2	18.9	22.1	21.5		18.4	20.5	25.4
	A new gardener – I just started this year	%	11.5	1.4	33.7	5.0	4.1	6.7	12.1	10.6		15.5	11.7	8.4
	Not interested at all in gardening	%	19.4	29.2	14.3	21.1	18.8	19.1	23.2	15.9		22.4	19.5	17.1

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			Canada 2020-11	Which one of the following would best describe you when it comes to gardening?				
				Avid gardener – Gardening is part of who I am	Fair-weather gardener – I like gardening as a side hobby	Lapsed gardener – I gardened in the past but do not garden currently	A new gardener – I just started this year	Not interested at all in gardening
Question - During 2020, in a typical week when gardening was possible, would you say you spent more, the same amount or less time gardening compared to before the COVID-19 pandemic?	Total	Unwgt N	1096	196	327	239	115	219
		Wgt N	1006	166	310	219	115	195
	About the same	%	58.6	54.4	62.7	52.9	36.1	75.6
	Less time	%	18.3	5.9	9.3	32.6	35.9	16.7
	More time	%	23.0	39.7	28.0	14.5	28.0	7.7

			Canada 2020-11	Which one of the following would best describe you when it comes to gardening?				
				Avid gardener – Gardening is part of who I am	Fair-weather gardener – I like gardening as a side hobby	Lapsed gardener – I gardened in the past but do not garden currently	A new gardener – I just started this year	Not interested at all in gardening
Question - Next year, in 2021, do you expect to spend more, about the same or less time gardening compared to this year?	Total	Unwgt N	1096	196	327	239	115	219
		Wgt N	1006	166	310	219	115	195
	About the same	%	66.4	69.6	71.1	61.5	47.1	73.4
	Less time	%	12.6	3.0	6.5	14.7	29.5	18.1
	More time	%	20.9	27.4	22.4	23.7	23.4	8.5

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Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]

			Canada 2020-11	Which one of the following would best describe you when it comes to gardening?				
				Avid gardener – Gardening is part of who I am	Fair-weather gardener – I like gardening as a side hobby	Lapsed gardener – I gardened in the past but do not garden currently	A new gardener – I just started this year	Not interested at all in gardening
Question - Gardening can improve the mental and physical health of Canadians	Total	Unwgt N	1096	196	327	239	115	219
		Wgt N	1006	166	310	219	115	195
	Agree	%	70.1	88.8	75.9	70.1	57.5	52.5
	Somewhat agree	%	26.1	10.1	22.9	28.3	40.5	33.9
	Somewhat disagree	%	0.8	0.6	0.6	0.7	0.7	1.7
	Disagree	%	0.3	0.0	0.2	0.0	0.0	1.1
	Unsure	%	2.7	0.5	0.5	1.0	1.3	10.8

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Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]

			Canada 2020-11	Which one of the following would best describe you when it comes to gardening?				
				Avid gardener – Gardening is part of who I am	Fair-weather gardener – I like gardening as a side hobby	Lapsed gardener – I gardened in the past but do not garden currently	A new gardener – I just started this year	Not interested at all in gardening
Question - Gardens improve the quality of life of Canadians	Total	Unwgt N	1096	196	327	239	115	219
		Wgt N	1006	166	310	219	115	195
	Agree	%	66.4	87.3	70.9	71.8	48.8	45.6
	Somewhat agree	%	28.9	10.7	25.4	26.5	49.4	40.6
	Somewhat disagree	%	1.0	0.0	1.1	0.5	0.0	2.6
	Disagree	%	0.8	0.0	1.5	0.0	0.0	1.7
	Unsure	%	3.0	2.0	1.1	1.1	1.8	9.6

Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]

			Canada 2020-11	Which one of the following would best describe you when it comes to gardening?				
				Avid gardener – Gardening is part of who I am	Fair-weather gardener – I like gardening as a side hobby	Lapsed gardener – I gardened in the past but do not garden currently	A new gardener – I just started this year	Not interested at all in gardening
Question - Every student should be taught the life skill of gardening in a school setting	Total	Unwgt N	1096	196	327	239	115	219
		Wgt N	1006	166	310	219	115	195
	Agree	%	41.5	54.1	44.4	42.3	37.6	27.7
	Somewhat agree	%	38.8	32.1	36.8	39.5	43.7	44.0
	Somewhat disagree	%	9.0	7.7	6.3	11.5	9.2	11.4
	Disagree	%	6.2	3.4	7.4	3.9	5.2	9.7
	Unsure	%	4.5	2.7	5.1	2.8	4.3	7.2

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Do you agree, somewhat agree, somewhat disagree or disagree with the following: [RANDOMIZE]

			Which one of the following would best describe you when it comes to gardening?				
			Canada 2020-11	Avid gardener – Gardening is part of who I am	Fair-weather gardener – I like gardening as a side hobby	Lapsed gardener – I gardened in the past but do not garden currently	A new gardener – I just started this year	Not interested at all in gardening
Question - Gardening and gardens have a positive impact on climate change:	Total	Unwgt N	1096	196	327	239	115	219
		Wgt N	1006	166	310	219	115	195
	Agree	%	54.9	66.8	57.0	54.7	49.2	44.9
	Somewhat agree	%	28.9	22.0	26.5	31.4	37.0	30.9
	Somewhat disagree	%	3.9	2.5	4.2	2.6	4.7	5.4
	Disagree	%	3.5	6.1	3.8	1.1	2.4	4.1
	Unsure	%	8.9	2.6	8.5	10.2	6.7	14.7

			Which one of the following would best describe you when it comes to gardening?				
			Canada 2020-11	Avid gardener – Gardening is part of who I am	Fair-weather gardener – I like gardening as a side hobby	Lapsed gardener – I gardened in the past but do not garden currently	A new gardener – I just started this year	Not interested at all in gardening
Question - 2022 is the Centennial of the birth of Canada's Horticulture industry. Do you support, somewhat support, somewhat oppose or oppose the idea of designating 2022 as the Year of the Garden?	Total	Unwgt N	1096	196	327	239	115	219
		Wgt N	1006	166	310	219	115	195
	Support	%	50.3	66.0	53.8	48.0	34.6	43.1
	Somewhat support	%	29.7	21.5	29.6	33.6	33.2	30.2
	Somewhat oppose	%	3.5	2.8	3.1	2.0	6.0	4.8
	Oppose	%	4.2	3.6	2.4	6.5	3.4	5.5
	Unsure	%	12.4	6.1	11.1	9.9	22.7	16.3

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