Detailed Tables

Who from the following would you most like to garden with...
_____

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	135	100	100	335	230	100	459	541	325	398	246
Weighted	1000	132	97*	68*	379	247	77*	483	517	293	386	294
Shania Twain	273	45	24	18	84	76	26	205	68	73	118	78
	27%	34%	25%	26%	22%	31%	33%	42%	13%	25%	30%	26%
		D				D	D	H				
Nicole Kidman	174	17	15	9	60	63	10	123	50	76	72	23
	17%	13%	15%	13%	16%	25%	13%	26%	10%	26%	19%	8%
						ACDF		H		JK	K	
Martha Stewart	166	27	21	10	60	26	22	39	127	57	53	54
	17%	21%	22%	15%	16%	10%	29%	8%	25%	19%	14%	18%
		E	E				CDE		G	J		
George Clooney	142	21	17	15	45	33	12	25	117	53	62	24
	14%	16%	18%	22%	12%	13%	15%	5%	23%	18%	16%	8%
				DE					G	K	K	
Mark Cullen	109	8	5	6	84	5	2	29	80	16	36	54
	11%	6%	5%	9%	22%	2%	2%	6%	15%	5%	9%	18%
				EF	ABCEF				G			IJ
Kathy Renwald	19	3	1	1	11	3	1	4	15	1	8	10
	2%	2%	1%	1%	3%	1%	2%	1%	3%	0	2%	3%
									G		I	I
(DK/NS)	117	11	13	10	37	41	5	58	59	17	37	51
	12%	9%	14%	14%	10%	16%	7%	12%	11%	6%	10%	18%
						ADF						IJ

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<$30K	$30K-$59K	$60K+
		A	B	C	D	E	F	G
Base: All respondents	1000	106	231	370	290	242	325	316
Weighted	1000	109*	219	373	295	236	325	323
Shania Twain	273	40	69	103	61	54	109	94
	27%	37%	31%	28%	21%	23%	33%	29%
							E	
Nicole Kidman	174	12	35	78	48	52	43	68
	17%	11%	16%	21%	16%	22%	13%	21%
				A		F		F
Martha Stewart	166	17	38	61	49	37	53	51
	17%	15%	18%	16%	17%	16%	16%	16%
George Clooney	142	15	37	49	42	37	51	41
	14%	14%	17%	13%	14%	16%	16%	13%
Mark Cullen	109	9	15	39	45	18	30	39
	11%	8%	7%	11%	15%	8%	9%	12%
Kathy Renwald	19	0	2	11	6	3	5	9
	2%	-	1%	3%	2%	1%	2%	3%
(DK/NS)	117	17	23	32	44	35	33	22
	12%	15%	10%	9%	15%	15%	10%	7%
						G		

Detailed Tables

Have you ever secretly clipped flowers from a neighbour's garden or a public garden?

_____

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	135	100	100	335	230	100	459	541	325	398	246
Weighted	1000	132	97*	68*	379	247	77*	483	517	293	386	294
Yes	164	27	22	9	52	43	11	66	97	80	54	28
	16%	20%	22%	13%	14%	17%	15%	14%	19%	27%	14%	9%
			D						G	JK		
No	835	105	75	59	326	204	66	416	419	212	332	266
	84%	80%	78%	87%	86%	83%	85%	86%	81%	72%	86%	91%
					B			H			I	I
(DK/NS)	1	0	0	0	1	0	0	1	0	1	0	0
	0	-	-	-	0	-	-	0	-	0	-	-

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<$30K	$30K-$59K	$60K+
		A	B	C	D	E	F	G
Base: All respondents	1000	106	231	370	290	242	325	316
Weighted	1000	109*	219	373	295	236	325	323
Yes	164	11	45	65	43	55	47	49
	16%	10%	21%	17%	15%	23%	14%	15%
			A			FG		
No	835	98	174	309	251	181	277	275
	84%	90%	79%	83%	85%	77%	85%	85%
		B					E	E
(DK/NS)	1	0	0	0	1	0	1	0
	0	-	-	-	0	-	0	-

Detailed Tables

Do you currently own a property with a lawn or garden?

_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

		REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	135	100	100	335	230	100	459	541	325	398	246
Weighted	1000	132	97*	68*	379	247	77*	483	517	293	386	294
Yes	656	80	64	54	259	140	58	317	339	141	291	205
	66%	61%	67%	80%	68%	57%	75%	66%	66%	48%	75%	70%
				ABDE	E		AE				I	I
No	344	52	32	13	120	107	20	166	178	152	95	88
	34%	39%	33%	20%	32%	43%	25%	34%	34%	52%	25%	30%
		CF	C		C	CDF				JK		

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<$30K	$30K-$59K	$60K+
		A	B	C	D	E	F	G
Base: All respondents	1000	106	231	370	290	242	325	316
Weighted	1000	109*	219	373	295	236	325	323
Yes	656	64	145	231	213	94	209	265
	66%	59%	66%	62%	72%	40%	64%	82%
							E	EF
No	344	45	74	142	82	142	116	58
	34%	41%	34%	38%	28%	60%	36%	18%
						FG	G	

Detailed Tables

Do you ever feel the need to compete with your neighbours for the best garden or greenest lawn?

_____

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: Has a lawn or garden	654	79	64	80	229	127	75	297	357	155	302	174
Weighted	656	80*	64*	54*	259	140	58*	317	339	141	291	205
Yes	69	6	7	9	35	5	6	34	34	20	35	12
	10%	8%	11%	17%	13%	4%	11%	11%	10%	14%	12%	6%
				E	E		E			K	K	
No	587	74	57	45	224	135	51	283	305	121	256	193
	90%	92%	89%	83%	87%	96%	89%	89%	90%	86%	88%	94%
						CDF						IJ

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<$30K	$30K-$59K	$60K+
		A	B	C	D	E	F	G
Base: Has a lawn or garden	654	65	153	225	209	98	208	260
Weighted	656	64*	145	231	213	94*	209	265
Yes	69	7	12	26	24	8	21	37
	10%	10%	8%	11%	11%	8%	10%	14%
No	587	58	133	205	189	86	188	229
	90%	90%	92%	89%	89%	92%	90%	86%

Detailed Tables

Of the following, which is your favourite to plant in your garden?

_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

		REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: Has a lawn or garden	654	79	64	80	229	127	75	297	357	155	302	174
Weighted	656	80*	64*	54*	259	140	58*	317	339	141	291	205
Flowers	306	36	30	21	133	57	29	95	211	58	143	95
	47%	45%	46%	38%	51%	41%	51%	30%	62%	41%	49%	46%
					C				G			
Fruits and Vegetables	172	27	15	21	57	40	12	103	69	47	63	59
	26%	33%	23%	39%	22%	29%	20%	33%	20%	33%	22%	29%
				BDF				H		J		
Trees and shrubs	165	17	19	10	64	40	15	111	54	35	81	46
	25%	21%	30%	19%	25%	29%	25%	35%	16%	24%	28%	22%
								H				
(DK/NS)	14	1	1	2	5	3	2	8	6	2	4	5
	2%	1%	2%	4%	2%	2%	4%	2%	2%	1%	1%	3%

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<$30K	$30K-$59K	$60K+
		A	B	C	D	E	F	G
Base: Has a lawn or garden	654	65	153	225	209	98	208	260
Weighted	656	64*	145	231	213	94*	209	265
Flowers	306	26	67	114	99	48	96	116
	47%	40%	46%	49%	47%	51%	46%	44%
Fruits and Vegetables	172	24	32	58	57	28	59	61
	26%	37%	22%	25%	27%	30%	28%	23%
		B						
Trees and shrubs	165	13	42	57	52	14	52	82
	25%	19%	29%	25%	25%	15%	25%	31%
								E
(DK/NS)	14	2	4	2	5	3	2	6
	2%	4%	3%	1%	2%	3%	1%	2%

Detailed Tables

On a sunny Sunday morning, if you had a choice between gardening and spending INTIMATE time with a spouse or partner, which would you SECRETLY prefer?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: Has a lawn or garden and a spouse or partner	635	73	62	79	222	126	73	290	345	154	298	163
Weighted	636	74*	63*	54*	251	139	56*	309	327	140	288	192
Spending intimate time with your spouse or partner	507	62	45	42	195	127	36	266	241	131	236	130
	80%	83% F	71%	78%	78% F	91% BCDF	65%	86% H	74%	93% JK	82% K	68%
Spending time in your garden	114 18%	11 15%	15 24% E	10 18% E	51 20% E	11 8%	17 31% AE	38 12%	76 23% G	9 6%	46 16% I	57 30% IJ
(DK/NS)	15 2%	2 2%	3 5% E	2 4%	4 2%	1 1%	3 4%	5 2%	10 3%	1 1%	6 2%	5 3%

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<$30K	$30K-$59K	$60K+
		A	B	C	D	E	F	G
Base: Has a lawn or garden and a spouse or partner	635	62	152	211	208	91	204	255
Weighted	636	61*	144	216	212	87*	205	260
Spending intimate time with your spouse or partner	507	43	113	182	167	61	169	220
	80%	70%	78%	84% A	79%	71%	83% E	85% E
Spending time in your garden	114 18%	16 26%	30 21%	33 15%	35 16%	23 27% FG	32 15%	38 15%
(DK/NS)	15 2%	3 4% C	1 1%	1 1%	9 4%	2 3%	4 2%	2 1%