

# USP Garden Trends and Brands Monitor

## European Quantitative Consumer Research

### Research objective(s):

The residential garden market is changing under the influence of for example changing consumer wishes and demands about sustainability. Currently, there is no report available that provides structural insights on the European garden market based on quantitative research. This research aims to provide the 'hard' figures you need for your marketing and sales activities.

### Target group(s):

- 1.000 consumers per country that have a garden and are involved in the purchasing of new products
  - o Aged between 21 and 75

### Target countries:

- Austria, Belgium, Denmark, France, Germany, Italy, Netherlands, Norway, Poland, Portugal, Spain, Sweden, UK

### Structure of the questionnaire:

- Block A: Selection & Background (segmentation)
- Block B: Characteristics of the garden
- Block C: Products in the garden
- Block C: Branding
- Block D: Smart Garden
- Block E: Sustainable Garden
- Block F: City Gardening
- Block G: Healthy Gardening
- Block H: Outdoor living

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<b>A</b>	<b>Selection and background</b>
A1.	What is your gender?
A2.	What is your age?
A3.	Do you live in a city, in a town or in the country?
A4.	Is your current house owned or rented?
A5.	In what type of house do you live?
A6.	Do you have a garden?
A7.	What share of the garden is allocated to grass, paving, flower beds or other?
A8.	Are you the one maintaining your garden or does somebody else do it?
A9.	When in need of new garden product, who is involved in the decision-making process regarding this purchase?
A10.	What is your housing situation?
A11.	What is your household's monthly net income?
A12.	Consumers can be assigned to the six groups below on the basis of their DIY experience. In which group would you place yourself?
<b>B</b>	<b>Characteristics of the garden</b>
B2.	Can you (roughly) indicate the size of your garden in squared meters?
B3.	Could you indicate the size of your garden based on the following answer options?
B4.	Which of the following objects do you have in your garden?
B5.	What percentage of your garden currently consists of garden paving, grass (the lawn) and flowers & plants? - Total must add up to 100%.
B6.	Which of the following descriptions matches your garden best?
B7.	For which purposes do you use your garden?
B8.	How much time you spend on gardening per week?
B9.	You mentioned to have somebody doing the gardening for you. Why do you have somebody doing the gardening for you?
B10.	You mentioned to have a professional gardener. How did you found out if the professional will be able to deliver good quality and is a reliable company?
B11.	What are for you the most important selection criteria's when selecting a professional gardener to work for you?

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B12. When you would hire a professional gardener, how would find out if the professional will be able to deliver good quality and is a reliable company?

C Products in the garden

C1. Which of the following engine powered products do you currently own?

C2. Which of the following engine powered products would you like to have for your garden?

C3. Which of the following hand tools do you currently own?

C4. Which of the following hand tools would you like to have for your garden?

C5. Which of the following pressure powered tools do you currently own?

C6. Which of the following pressure powered tools would you like to have for your garden?

C7. Where do you store your garden equipment?

C8. Do you have a special storage rack for your tools?

C9. Which of the following outdoor furniture do you have in your garden?

C10. Which of the following outdoor lighting do you have in your garden? [show images]

C11. Which of the following stone/ concrete/ porcelain products do you have in your garden? [show images]

C12. Which of the following outdoor kitchen products do you have in your garden? [show images]

D Branding

Da Petrol or battery-powered lawnmower

Da1. Which of the following **petrol or battery-powered lawnmower** brands do you know?

Da2. Which of the following **petrol or battery-powered lawnmower** brands do currently own?

Db Robotic mowers

Db1. Which of the following **robotic mower** brands do you know?

Db2. Which of the following **robotic mower** brands do you know?

Dc Outdoor power equipment

Dc1. Which of the following **outdoor power equipment** brands do you know?

Dc2. Which of the following **outdoor power equipment** brands do you own?

Dd Pressure powered products

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Dd1. Which of the following **pressure powered products** brands do you know?

Dd2. Which of the following **pressure powered products** brands do you own?

**De** Pressure powered products

De1. Which of the following **hand tools** brands do you know?

De2. Which of the following **hand tools** brands do you own?

**Df** Stone/ concrete

Df1. Which of the following **Stone/ concrete** brands do you know?

Df2. Which of the following **Stone/ concrete** brands do you own?

**Dg** Outdoor furniture

Dg1. Which of the following **Outdoor furniture** brands do you know?

Dg2. Which of the following **Outdoor furniture** brands do you own?

**Dh** Outdoor lighting

Dh1. Which of the following **Outdoor lighting** brands do you know?

Dh2. Which of the following **Outdoor lighting** brands do you own?

**Dj** Outdoor kitchen

Dj1. Which of the following **Outdoor kitchen/ barbecue** brands do you know?

Dj2. Which of the following **Outdoor kitchen/ barbecue** brands do you own?

**E** Smart Garden

E2. Do you have a 'smart' home? A home is smart if at least one 'smart' product (controllable via an app) is present.

E3. Which of the following 'smart options' for your garden do you know?

E4. Which of the following 'smart options' for your garden do already own?

E5. Which of the following 'smart options' for your garden are you interested in?

E6. To what extent do you agree or disagree with the following statements?

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**F** Sustainable Garden

F1. How important is having sustainable gardening to you?

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F2. Are you currently active with sustainable gardening by doing any of the following things?

F3. In what way are you saving water?

F4. Do you currently own a rain gauge to record rainfall?

F5. Do you currently own any of the following products for your garden?

F6. Are you interested in doing one of the following sustainable actions in your garden?

F7. To what extent do you agree or disagree with the following statements?

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**G** City Gardening

G1. Are you familiar with vertical gardens?

G2. Do you currently own a vertical garden?

G3. Are you interested in a vertical garden?

G4. You have mentioned to also have a balcony. Do you have plants on your balcony?

G5. Do you have a kitchen garden?

G6. Are you currently active in urban city gardens?

G7. Does your city have 'mobile gardens'?

G8. Have you rented flower beds?

G9. To what extent do you agree or disagree with the following statements:

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**H** Healthy Gardening

H1. Did you ever experience garden tools that had too much power?

H2. How important is safety on product for you?

H3. When purchasing your garden products, what aspects are important to you?

H4. When thinking about the garden products you have bought in the past years, do you have the idea that manufacturers think about ergonomics?

H5. When thinking about the garden products you have bought in the past years, do you have the idea that manufacturers think about ease of use?

H6. To what extent do you agree or disagree with the following statements:

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I	Outdoor living
H1.	How often do you spend time outside?
H2.	How important is having an outdoor kitchen?
H3.	How important is comfort outside?
H3.	Does your garden need the same level of comfort as the inside of your house?
H4.	How important is it that your garden matches your indoor furniture?

AND MORE