

YouGov SixthSense Survey Results

Sample Size: 2021

Fieldwork: 24 - 26 March, 2010

	Gender		Social Grade		Region								
	Total	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
Unweighted Base	2021	1028	993	954	1067	481	311	412	186	215	97	268	51
All UK adults	2021	982	1039	1112	909	483	325	447	188	251	99	170	59

Thinking about growing your own fruit and vegetables, which of these, if any, apply to you?

I have grown my own for several years now	19%	19%	19%	19%	18%	18%	19%	20%	23%	18%	26%	14%	3%
I have started to grow my own in the last year	15%	13%	17%	16%	14%	16%	15%	17%	15%	14%	14%	10%	17%
I would grow my own but I haven't got any space	22%	20%	23%	21%	23%	23%	18%	21%	18%	27%	14%	29%	19%
I haven't got time to grow my own	17%	17%	18%	18%	17%	16%	19%	18%	20%	16%	22%	16%	17%
I'm not interested in growing my own	23%	28%	19%	23%	24%	24%	28%	20%	19%	22%	17%	27%	37%
Don't know	4%	3%	4%	3%	4%	3%	1%	4%	4%	4%	7%	3%	6%

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From which of these retailers, if any, have you bought (either in-store or online) any gardening tools, equipment, plants or garden furniture in the last six months?

B&Q	33%	36%	30%	34%	31%	37%	34%	32%	31%	25%	28%	34%	44%
Homebase	21%	20%	22%	22%	19%	13%	22%	25%	24%	22%	14%	25%	25%
Any other independent or multiple specialist garden centre, eg. Blooms	12%	11%	13%	15%	8%	10%	13%	18%	12%	10%	13%	7%	4%
Tesco/Tesco Direct	10%	9%	10%	10%	9%	6%	9%	11%	10%	8%	17%	14%	11%
Argos	8%	8%	8%	7%	9%	6%	9%	9%	8%	7%	8%	6%	9%
Any specialist nursery	7%	7%	8%	9%	5%	7%	7%	10%	7%	4%	12%	5%	1%
Any other major supermarket	5%	4%	6%	4%	6%	5%	7%	4%	7%	6%	3%	5%	-
Any other independent or multiple specialist DIY retailer, eg. Focus DIY	5%	5%	5%	5%	4%	3%	7%	5%	7%	3%	13%	4%	-
Direct from manufacturer/grower	4%	5%	4%	4%	4%	3%	6%	6%	6%	3%	9%	3%	1%
Dobbies	4%	4%	5%	5%	3%	4%	6%	2%	2%	1%	2%	20%	-
Any online garden supplies specialist, eg. gardensupplies.co.uk	3%	3%	4%	4%	3%	3%	3%	3%	3%	5%	3%	3%	-
Amazon.co.uk	2%	3%	2%	2%	3%	2%	2%	2%	5%	1%	6%	2%	6%
Notcutts	2%	2%	3%	3%	2%	1%	2%	3%	5%	4%	2%	-	-
Mail order catalogue	2%	2%	3%	3%	2%	2%	2%	3%	3%	0%	4%	3%	4%
Hilliers	1%	1%	1%	1%	1%	-	1%	4%	1%	1%	2%	-	-
Other	6%	5%	7%	7%	6%	7%	6%	6%	8%	7%	8%	3%	3%
Have not bought any gardening tools, equipment, plants or garden furniture in the last six months	38%	39%	38%	35%	42%	39%	37%	32%	39%	48%	33%	41%	43%