

LazyLawn – Artificial Grass

METHODOLOGY NOTE

ComRes interviewed 2,044 GB adults online between 21st and 23rd February 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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Gardening Survey

ONLINE Fieldwork : 21st-23rd February 2014

Absolutes/col percents

Table 1

Q.1 Which of the following statements best applies to you?**Base: All respondents**

	Gender		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2044	983	1061	165	335	422	367	302	453	708	502	303	531	545	518	508	287	186
Weighted base	2044	1002	1042	245	327	389	348	306	429	552	593	429	470	519	539	513	295	177
I have a natural lawn in my garden	1440 70%	678 68%	762 73%	147 60%	210 64%	276 71%	256 74%	224 73%	327 76%	423 77%	406 69%	320 75%	291 62%	340 65%	414 77%	353 69%	206 70%	128 72%
I have an artificial lawn in my garden	53 3%	39 4%	14 1%	7 3%	20 6%	15 4%	4 1%	3 1%	4 1%	20 4%	8 1%	14 3%	10 2%	21 4%	15 3%	5 1%	7 2%	5 3%
I have no lawn in my garden	265 13%	124 12%	141 14%	29 12%	39 12%	44 11%	47 13%	45 15%	61 14%	48 9%	70 12%	57 13%	90 19%	51 10%	55 10%	90 18%	52 18%	18 10%
I do not have a garden	286 14%	160 16%	125 12%	63 26%	58 18%	54 14%	40 12%	34 11%	37 9%	60 11%	109 18%	38 9%	79 17%	108 21%	56 10%	65 13%	30 10%	27 15%

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Absolutes/col percents

Table 1

Q.1 Which of the following statements best applies to you?**Base: All respondents**

	Q.1 Which of the following statements best applies to you?				
	Total	I have a natural lawn in my garden	I have an artificial lawn in my garden	I have no lawn in my garden	I do not have a garden
Unweighted base	2044	1385	54	293	312
Weighted base	2044	1440	53	265	286
I have a natural lawn in my garden	1440 70%	1440 100%	-	-	-
I have an artificial lawn in my garden	53 3%	-	53 100%	-	-
I have no lawn in my garden	265 13%	-	-	265 100%	-
I do not have a garden	286 14%	-	-	-	286 100%

Gardening Survey

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Absolutes/col percents

Table 2

Q.2 If you did not have to maintain the lawn in your garden (through mowing, weeding, etc.), roughly how much time per week, if any, do you think that you would save?

Base: All with a natural lawn

	Gender		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1385	639	746	87	193	287	254	219	345	517	332	216	320	341	389	335	195	125
Weighted base	1440	678	762	147	210	276	256	224	327	423	406	320	291	340	414	353	206	128
Less than two hours per week	1063 74%	506 75%	557 73%	107 73%	156 74%	211 77%	184 72%	169 75%	237 72%	309 73%	318 78%	224 70%	212 73%	256 75%	303 73%	259 73%	150 73%	94 74%
At least two hours but less than five hours per week	312 22%	139 21%	173 23%	30 21%	46 22%	60 22%	61 24%	42 19%	74 22%	97 23%	75 19%	75 23%	66 23%	67 20%	96 23%	72 20%	46 22%	31 24%
At least five hours but less than ten hours per week	55 4%	30 4%	25 3%	6 4%	5 2%	5 2%	11 4%	13 6%	16 5%	15 4%	11 3%	19 6%	10 3%	14 4%	14 3%	17 5%	8 4%	2 2%
At least ten hours but less than twenty hours per week	8 1%	2 *	5 1%	3 2%	3 1%	- -	1 *	1 *	- -	1 *	2 *	2 1%	3 1%	3 1%	- -	4 1%	1 *	- -
Twenty hours per week or more	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *	1 *	1 *	- -	- -	- -	1 *	1 *	- -	- -
Mean	1.89	1.85	1.92	2.11	1.90	1.65	1.93	1.94	1.92	1.88	1.74	2.07	1.93	1.88	1.83	2.03	1.89	1.72
Standard deviation	1.95	1.77	2.09	2.52	2.09	1.29	1.79	2.24	1.93	1.89	1.90	2.06	1.98	1.96	1.75	2.38	1.81	1.33
Standard error	0.05	0.07	0.08	0.27	0.15	0.08	0.11	0.15	0.10	0.08	0.10	0.14	0.11	0.11	0.09	0.13	0.13	0.12

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Q.2 If you did not have to maintain the lawn in your garden (through mowing, weeding, etc.), roughly how much time per week, if any, do you think that you would save?

Base: All with a natural lawn

	Q.1 Which of the following statements best applies to you?				
	Total	I have a natural lawn in my garden	I have an artificial lawn in my garden	I have no lawn in my garden	I do not have a garden
Unweighted base	1385	1385	-	-	-
Weighted base	1440	1440	-	-	-
Less than two hours per week	1063 74%	1063 74%	-	-	-
At least two hours but less than five hours per week	312 22%	312 22%	-	-	-
At least five hours but less than ten hours per week	55 4%	55 4%	-	-	-
At least ten hours but less than twenty hours per week	8 1%	8 1%	-	-	-
Twenty hours per week or more	1 *	1 *	-	-	-
Mean	1.89	1.89	-	-	-
Standard deviation	1.95	1.95	-	-	-
Standard error	0.05	0.05	-	-	-

Gardening Survey

ONLINE Fieldwork : 21st-23rd February 2014

Absolutes/col percents

Table 3

Q.3 If you did not have to maintain the lawn in your garden (through mowing, weeding, etc.), which of the following, if any, would you do with the time you saved?

Base: All with a natural lawn

	Gender		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1385	639	746	87	193	287	254	219	345	517	332	216	320	341	389	335	195	125
Weighted base	1440	678	762	147	210	276	256	224	327	423	406	320	291	340	414	353	206	128
Spend more leisure time in the garden	629 44%	277 41%	352 46%	32 22%	81 39%	115 42%	106 41%	104 46%	190 58%	208 49%	149 37%	162 51%	109 37%	157 46%	180 44%	145 41%	93 45%	54 42%
Spend time with my friends and family	467 32%	196 29%	271 36%	49 34%	81 39%	112 41%	91 36%	59 26%	74 23%	141 33%	125 31%	104 33%	96 33%	99 29%	147 36%	109 31%	59 29%	53 42%
Read	419 29%	174 26%	246 32%	31 21%	58 27%	71 26%	72 28%	93 41%	95 29%	129 30%	111 27%	87 27%	92 32%	96 28%	126 30%	106 30%	52 25%	39 31%
Watch television	385 27%	200 30%	184 24%	43 30%	63 30%	98 35%	63 25%	57 26%	60 18%	98 23%	115 28%	78 24%	93 32%	93 27%	104 25%	112 32%	46 22%	31 24%
Go on the internet / play computer games	353 25%	181 27%	172 23%	33 23%	61 29%	88 32%	49 19%	56 25%	67 20%	83 20%	113 28%	83 26%	74 26%	90 26%	110 27%	82 23%	41 20%	30 24%
Do housework	343 24%	111 16%	231 30%	35 24%	62 30%	93 34%	49 19%	55 25%	48 15%	78 18%	98 24%	94 29%	72 25%	80 24%	101 24%	74 21%	55 27%	33 26%
Go shopping	257 18%	85 13%	172 23%	38 26%	49 23%	59 21%	43 17%	30 13%	38 12%	52 12%	72 18%	72 23%	60 21%	59 17%	67 16%	58 16%	44 22%	29 22%
Play sport	120 8%	78 11%	43 6%	23 16%	35 17%	30 11%	18 7%	8 4%	6 2%	44 10%	32 8%	25 8%	19 6%	26 8%	30 7%	40 11%	18 9%	7 5%
Other	107 7%	62 9%	44 6%	9 6%	9 4%	23 8%	16 6%	20 9%	30 9%	44 10%	27 7%	18 6%	18 6%	23 7%	31 7%	27 8%	16 8%	10 8%
None of the above	128 9%	68 10%	60 8%	32 22%	21 10%	12 4%	13 5%	20 9%	31 9%	37 9%	40 10%	20 6%	31 11%	28 8%	50 12%	26 7%	15 7%	10 8%

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Absolutes/col percents

Table 3

Q.3 If you did not have to maintain the lawn in your garden (through mowing, weeding, etc.), which of the following, if any, would you do with the time you saved?

Base: All with a natural lawn

	Q.1 Which of the following statements best applies to you?				
	Total	I have a natural lawn in my garden	I have an artificial lawn in my garden	I have no lawn in my garden	I do not have a garden
Unweighted base	1385	1385	-	-	-
Weighted base	1440	1440	-	-	-
Spend more leisure time in the garden	629 44%	629 44%	-	-	-
Spend time with my friends and family	467 32%	467 32%	-	-	-
Read	419 29%	419 29%	-	-	-
Watch television	385 27%	385 27%	-	-	-
Go on the internet / play computer games	353 25%	353 25%	-	-	-
Do housework	343 24%	343 24%	-	-	-
Go shopping	257 18%	257 18%	-	-	-
Play sport	120 8%	120 8%	-	-	-
Other	107 7%	107 7%	-	-	-
None of the above	128 9%	128 9%	-	-	-

Gardening Survey

ONLINE Fieldwork : 21st-23rd February 2014

Absolutes/col percents

Table 4

**Q.4 If you were to consider an artificial lawn, how important, if at all, would each of the following benefits be to your decision?
How important, if at all, were each of the following benefits to your decision to have an artificial lawn?**

	<u>Unweighted Base</u>	<u>Weighted Base</u>	<u>NET: Important</u>	<u>Very important</u>	<u>Fairly important</u>	<u>Not very important</u>	<u>Not at all important</u>	<u>NET: Not important</u>	<u>Not applicable - I did not choose to have an artificial lawn</u>	<u>Don't know</u>
Unweighted base	2044	2044	2044	2044	2044	2044	2044	2044	2044	2044
Weighted base	2044	2044	2044	2044	2044	2044	2044	2044	2044	2044
Not having to maintain the lawn (through mowing, weeding, etc.)	2044 100%	2044 100%	1325 65%	669 33%	656 32%	328 16%	200 10%	527 26%	3 *	188 9%
Having a lawn that always looks neat and tidy	2044 100%	2044 100%	1492 73%	770 38%	722 35%	228 11%	138 7%	367 18%	3 *	182 9%
Having a lawn that is not affected by the weather	2044 100%	2044 100%	1330 65%	645 32%	685 34%	325 16%	185 9%	510 25%	3 *	201 10%
Having a lawn that is resistant to damage by animals (dogs, foxes, rabbits, moles, etc.)	2044 100%	2044 100%	1226 60%	610 30%	615 30%	374 18%	235 12%	610 30%	3 *	205 10%

Gardening Survey

ONLINE Fieldwork : 21st-23rd February 2014

Absolutes/col percents

Table 5

Q.4 If you were to consider an artificial lawn, how important, if at all, would each of the following benefits be to your decision?

How important, if at all, were each of the following benefits to your decision to have an artificial lawn?

Not having to maintain the lawn (through mowing, weeding, etc.)

Base: All respondents

	Gender		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2044	983	1061	165	335	422	367	302	453	708	502	303	531	545	518	508	287	186
Weighted base	2044	1002	1042	245	327	389	348	306	429	552	593	429	470	519	539	513	295	177
NET: Important	1325	603	722	145	211	265	234	202	269	357	386	281	301	339	348	338	192	109
	65%	60%	69%	59%	64%	68%	67%	66%	63%	65%	65%	66%	64%	65%	64%	66%	65%	61%
Very important	669	293	376	49	90	146	120	121	144	171	177	152	169	167	176	188	90	49
	33%	29%	36%	20%	27%	37%	35%	40%	33%	31%	30%	35%	36%	32%	33%	37%	31%	27%
Fairly important	656	310	346	96	121	120	114	80	125	186	209	130	131	172	172	150	101	60
	32%	31%	33%	39%	37%	31%	33%	26%	29%	34%	35%	30%	28%	33%	32%	29%	34%	34%
Not very important	328	175	153	38	71	61	47	39	70	89	85	77	78	73	81	90	57	26
	16%	17%	15%	16%	22%	16%	14%	13%	16%	16%	14%	18%	16%	14%	15%	18%	19%	15%
Not at all important	200	117	82	25	16	28	34	40	56	60	49	40	51	51	62	42	26	19
	10%	12%	8%	10%	5%	7%	10%	13%	13%	11%	8%	9%	11%	10%	11%	8%	9%	11%
NET: Not important	527	292	235	63	87	89	82	79	127	149	134	116	129	124	143	132	83	45
	26%	29%	23%	26%	27%	23%	24%	26%	30%	27%	23%	27%	27%	24%	26%	26%	28%	25%
Not applicable - I did not choose to have an artificial lawn	3	3	1	-	-	1	2	1	-	1	-	2	1	2	-	-	2	-
	*	*	*	-	-	*	1%	*	-	*	-	*	*	*	-	-	1%	-
Don't know	188	104	84	38	29	34	30	25	33	46	73	30	40	55	49	42	18	24
	9%	10%	8%	15%	9%	9%	9%	8%	8%	8%	12%	7%	8%	11%	9%	8%	6%	13%

Gardening Survey

ONLINE Fieldwork : 21st-23rd February 2014

Absolutes/col percents

Table 5

Q.4 If you were to consider an artificial lawn, how important, if at all, would each of the following benefits be to your decision?

How important, if at all, were each of the following benefits to your decision to have an artificial lawn?

Not having to maintain the lawn (through mowing, weeding, etc.)

Base: All respondents

	Q.1 Which of the following statements best applies to you?				
	Total	I have a natural lawn in my garden	I have an artificial lawn in my garden	I have no lawn in my garden	I do not have a garden
Unweighted base	2044	1385	54	293	312
Weighted base	2044	1440	53	265	286
NET: Important	1325 65%	967 67%	32 61%	185 70%	141 49%
Very important	669 33%	479 33%	10 20%	109 41%	71 25%
Fairly important	656 32%	488 34%	22 41%	76 29%	70 25%
Not very important	328 16%	235 16%	13 26%	38 14%	42 15%
Not at all important	200 10%	151 10%	3 6%	18 7%	28 10%
NET: Not important	527 26%	386 27%	17 31%	55 21%	70 24%
Not applicable - I did not choose to have an artificial lawn	3 *	- -	3 7%	- -	- -
Don't know	188 9%	88 6%	1 1%	25 9%	75 26%

Gardening Survey

ONLINE Fieldwork : 21st-23rd February 2014

Absolutes/col percents

Table 6

Q.4 If you were to consider an artificial lawn, how important, if at all, would each of the following benefits be to your decision?

How important, if at all, were each of the following benefits to your decision to have an artificial lawn?

Having a lawn that always looks neat and tidy

Base: All respondents

	Gender		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2044	983	1061	165	335	422	367	302	453	708	502	303	531	545	518	508	287	186
Weighted base	2044	1002	1042	245	327	389	348	306	429	552	593	429	470	519	539	513	295	177
NET: Important	1492	681	811	168	235	297	269	220	304	413	407	328	343	386	382	388	206	130
	73%	68%	78%	68%	72%	77%	77%	72%	71%	75%	69%	77%	73%	74%	71%	76%	70%	73%
Very important	770	321	449	71	110	155	153	124	157	197	195	193	185	188	203	216	102	62
	38%	32%	43%	29%	34%	40%	44%	41%	37%	36%	33%	45%	39%	36%	38%	42%	34%	35%
Fairly important	722	361	362	97	125	142	116	95	147	216	212	135	159	198	179	173	104	69
	35%	36%	35%	40%	38%	37%	33%	31%	34%	39%	36%	32%	34%	38%	33%	34%	35%	39%
Not very important	228	136	92	27	52	37	30	35	47	57	72	47	52	45	68	60	42	13
	11%	14%	9%	11%	16%	10%	9%	12%	11%	10%	12%	11%	11%	9%	13%	12%	14%	8%
Not at all important	138	76	62	14	12	21	20	26	45	37	42	22	37	33	42	26	26	10
	7%	8%	6%	6%	4%	5%	6%	9%	11%	7%	7%	5%	8%	6%	8%	5%	9%	6%
NET: Not important	367	213	154	41	64	58	50	62	92	94	114	69	89	79	110	86	68	24
	18%	21%	15%	17%	19%	15%	14%	20%	21%	17%	19%	16%	19%	15%	20%	17%	23%	13%
Not applicable - I did not choose to have an artificial lawn	3	3	1	-	-	1	2	1	-	1	-	2	1	2	-	-	2	-
	*	*	*	-	-	*	1%	*	-	*	-	*	*	*	-	-	1%	-
Don't know	182	105	77	37	28	32	27	24	33	44	72	30	37	53	48	38	19	23
	9%	11%	7%	15%	9%	8%	8%	8%	8%	8%	12%	7%	8%	10%	9%	7%	7%	13%

Gardening Survey

ONLINE Fieldwork : 21st-23rd February 2014

Absolutes/col percents

Table 6

Q.4 If you were to consider an artificial lawn, how important, if at all, would each of the following benefits be to your decision?

How important, if at all, were each of the following benefits to your decision to have an artificial lawn?

Having a lawn that always looks neat and tidy

Base: All respondents

	Q.1 Which of the following statements best applies to you?				
	Total	I have a natural lawn in my garden	I have an artificial lawn in my garden	I have no lawn in my garden	I do not have a garden
Unweighted base	2044	1385	54	293	312
Weighted base	2044	1440	53	265	286
NET: Important	1492 73%	1120 78%	38 72%	190 72%	145 51%
Very important	770 38%	575 40%	14 26%	111 42%	71 25%
Fairly important	722 35%	544 38%	24 46%	79 30%	74 26%
Not very important	228 11%	147 10%	10 19%	29 11%	42 15%
Not at all important	138 7%	91 6%	1 3%	20 7%	26 9%
NET: Not important	367 18%	238 17%	11 22%	49 18%	68 24%
Not applicable - I did not choose to have an artificial lawn	3 *	-	3 7%	-	-
Don't know	182 9%	82 6%	-	26 10%	73 26%

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Absolutes/col percents

Table 7

Q.4 If you were to consider an artificial lawn, how important, if at all, would each of the following benefits be to your decision?

How important, if at all, were each of the following benefits to your decision to have an artificial lawn?

Having a lawn that is not affected by the weather

Base: All respondents

	Gender		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2044	983	1061	165	335	422	367	302	453	708	502	303	531	545	518	508	287	186
Weighted base	2044	1002	1042	245	327	389	348	306	429	552	593	429	470	519	539	513	295	177
NET: Important	1330	609	721	140	218	264	235	195	279	367	365	288	310	331	345	351	188	115
	65%	61%	69%	57%	67%	68%	68%	64%	65%	66%	62%	67%	66%	64%	64%	68%	64%	65%
Very important	645	275	370	58	98	122	125	102	139	163	167	155	160	155	162	182	88	57
	32%	27%	35%	24%	30%	31%	36%	33%	32%	30%	28%	36%	34%	30%	30%	36%	30%	32%
Fairly important	685	334	351	82	119	142	110	93	140	204	198	134	150	176	183	169	99	58
	34%	33%	34%	33%	36%	37%	32%	30%	33%	37%	33%	31%	32%	34%	34%	33%	34%	33%
Not very important	325	170	156	41	68	57	53	44	63	81	102	65	78	79	83	77	58	28
	16%	17%	15%	17%	21%	15%	15%	14%	15%	15%	17%	15%	17%	15%	15%	15%	20%	16%
Not at all important	185	106	79	26	11	32	30	36	49	57	48	39	41	50	58	41	25	11
	9%	11%	8%	11%	3%	8%	9%	12%	12%	10%	8%	9%	9%	10%	11%	8%	8%	6%
NET: Not important	510	275	235	67	79	89	83	80	112	138	151	103	118	129	142	118	83	38
	25%	27%	23%	27%	24%	23%	24%	26%	26%	25%	25%	24%	25%	25%	26%	23%	28%	22%
Not applicable - I did not choose to have an artificial lawn	3	3	1	-	-	1	2	1	-	1	-	2	1	2	-	-	2	-
	*	*	*	-	-	*	1%	*	-	*	-	*	*	*	-	-	1%	-
Don't know	201	116	85	39	31	35	28	31	38	46	77	36	41	58	53	44	22	24
	10%	12%	8%	16%	9%	9%	8%	10%	9%	8%	13%	8%	9%	11%	10%	9%	8%	13%

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Table 7

Q.4 If you were to consider an artificial lawn, how important, if at all, would each of the following benefits be to your decision?

How important, if at all, were each of the following benefits to your decision to have an artificial lawn?

Having a lawn that is not affected by the weather

Base: All respondents

	Q.1 Which of the following statements best applies to you?				
	Total	I have a natural lawn in my garden	I have an artificial lawn in my garden	I have no lawn in my garden	I do not have a garden
Unweighted base	2044	1385	54	293	312
Weighted base	2044	1440	53	265	286
NET: Important	1330 65%	986 68%	33 63%	178 67%	133 46%
Very important	645 32%	476 33%	10 19%	96 36%	62 22%
Fairly important	685 34%	510 35%	23 43%	82 31%	71 25%
Not very important	325 16%	226 16%	15 28%	38 14%	46 16%
Not at all important	185 9%	134 9%	2 3%	21 8%	29 10%
NET: Not important	510 25%	360 25%	16 31%	59 22%	75 26%
Not applicable - I did not choose to have an artificial lawn	3 *	- -	3 7%	- -	- -
Don't know	201 10%	94 7%	- -	29 11%	78 27%

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Absolutes/col percents

Table 8

Q.4 If you were to consider an artificial lawn, how important, if at all, would each of the following benefits be to your decision?

How important, if at all, were each of the following benefits to your decision to have an artificial lawn?

Having a lawn that is resistant to damage by animals (dogs, foxes, rabbits, moles, etc.)

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2044	983	1061	165	335	422	367	302	453	708	502	303	531	545	518	508	287	186
Weighted base	2044	1002	1042	245	327	389	348	306	429	552	593	429	470	519	539	513	295	177
NET: Important	1226	553	673	133	209	244	228	185	227	328	328	279	291	328	314	303	178	103
	60%	55%	65%	54%	64%	63%	66%	60%	53%	59%	55%	65%	62%	63%	58%	59%	60%	58%
Very important	610	260	351	54	97	119	116	103	121	160	155	149	146	162	155	169	78	47
	30%	26%	34%	22%	30%	31%	33%	33%	28%	29%	26%	35%	31%	31%	29%	33%	26%	27%
Fairly important	615	293	322	79	112	124	112	83	105	168	173	130	145	166	159	134	100	56
	30%	29%	31%	32%	34%	32%	32%	27%	25%	30%	29%	30%	31%	32%	30%	26%	34%	31%
Not very important	374	191	183	53	63	72	52	49	86	99	115	74	87	72	109	102	56	35
	18%	19%	18%	21%	19%	19%	15%	16%	20%	18%	19%	17%	18%	14%	20%	20%	19%	20%
Not at all important	235	135	100	21	24	35	34	45	76	75	70	40	51	59	62	63	36	16
	12%	14%	10%	9%	7%	9%	10%	15%	18%	14%	12%	9%	11%	11%	11%	12%	12%	9%
NET: Not important	610	327	283	74	87	107	86	94	162	174	184	114	137	131	171	165	92	50
	30%	33%	27%	30%	26%	28%	25%	31%	38%	32%	31%	26%	29%	25%	32%	32%	31%	28%
Not applicable - I did not choose to have an artificial lawn	3	3	1	-	-	1	2	1	-	1	-	2	1	2	-	-	2	-
	*	*	*	-	-	*	1%	*	-	*	-	*	*	*	-	-	1%	-
Don't know	205	120	86	39	31	37	32	26	40	49	81	35	40	59	54	45	23	24
	10%	12%	8%	16%	10%	10%	9%	9%	9%	9%	14%	8%	9%	11%	10%	9%	8%	14%

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Absolutes/col percents

Table 8

Q.4 If you were to consider an artificial lawn, how important, if at all, would each of the following benefits be to your decision?

How important, if at all, were each of the following benefits to your decision to have an artificial lawn?

Having a lawn that is resistant to damage by animals (dogs, foxes, rabbits, moles, etc.)

Base: All respondents

	Q.1 Which of the following statements best applies to you?				
	Total	I have a natural lawn in my garden	I have an artificial lawn in my garden	I have no lawn in my garden	I do not have a garden
Unweighted base	2044	1385	54	293	312
Weighted base	2044	1440	53	265	286
NET: Important	1226 60%	910 63%	30 57%	159 60%	127 44%
Very important	610 30%	455 32%	7 13%	93 35%	56 20%
Fairly important	615 30%	456 32%	23 44%	65 25%	71 25%
Not very important	374 18%	259 18%	16 30%	45 17%	55 19%
Not at all important	235 12%	172 12%	2 4%	33 13%	28 10%
NET: Not important	610 30%	431 30%	18 33%	79 30%	83 29%
Not applicable - I did not choose to have an artificial lawn	3 *	-	3 7%	-	-
Don't know	205 10%	99 7%	1 3%	28 11%	76 27%

Gardening Survey

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Absolutes/col percents

Table 9
Q.5 How much money, if any, do you think you spend on maintaining your garden (including money spent on lawn maintenance companies) during the year, in total?
Base: All with a garden

	Gender		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1732	816	916	112	265	357	312	269	417	618	409	271	434	424	462	439	256	151
Weighted base	1758	842	917	183	269	334	308	273	392	492	484	391	391	412	484	448	265	150
Nothing	392 22%	174 21%	219 24%	84 46%	54 20%	65 19%	64 21%	67 25%	58 15%	75 15%	112 23%	79 20%	126 32%	82 20%	111 23%	99 22%	69 26%	32 21%
Up to £200	980 56%	454 54%	526 57%	79 43%	122 45%	194 58%	180 59%	151 55%	254 65%	267 54%	269 56%	233 60%	210 54%	220 53%	267 55%	265 59%	142 54%	86 57%
£201 to £400	223 13%	113 13%	110 12%	9 5%	49 18%	46 14%	37 12%	35 13%	47 12%	79 16%	70 15%	39 10%	35 9%	55 13%	72 15%	53 12%	27 10%	17 11%
£401 to £600	94 5%	57 7%	37 4%	5 3%	26 10%	20 6%	15 5%	6 2%	22 6%	47 10%	15 3%	20 5%	12 3%	26 6%	20 4%	18 4%	18 7%	12 8%
£601 to £800	43 2%	27 3%	16 2%	4 2%	11 4%	6 2%	8 3%	9 3%	5 1%	11 2%	11 2%	17 4%	4 1%	19 5%	8 2%	8 2%	6 2%	3 2%
£801 to £1,000	22 1%	13 2%	9 1%	2 1%	7 3%	2 *	2 1%	5 2%	4 1%	8 2%	7 1%	4 1%	4 1%	6 1%	6 1%	6 1%	4 2%	1 *
More than £1,000	5 *	4 *	1 *	- -	1 *	2 1%	1 *	- -	1 *	5 1%	- -	- -	- -	4 1%	- -	- -	- -	1 *
Mean	152.66	170.96	135.87	95.00	204.89	153.22	149.56	143.60	151.95	192.45	143.18	154.74	112.30	183.27	143.12	138.61	146.87	151.68
Standard deviation	183.45	202.87	161.91	157.78	223.47	177.13	177.38	180.29	167.19	214.10	167.99	182.71	147.79	223.50	163.51	162.13	182.68	176.49
Standard error	4.41	7.10	5.35	14.91	13.73	9.37	10.04	10.99	8.19	8.61	8.31	11.10	7.09	10.85	7.61	7.74	11.42	14.36

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Absolutes/col percents

Table 9
Q.5 How much money, if any, do you think you spend on maintaining your garden (including money spent on lawn maintenance companies) during the year, in total?
Base: All with a garden

	Q.1 Which of the following statements best applies to you?				
	Total	I have a natural lawn in my garden	I have an artificial lawn in my garden	I have no lawn in my garden	
Unweighted base	1732	1385	54	293	-
Weighted base	1758	1440	53	265	-
Nothing	392 22%	286 20%	4 8%	102 38%	-
Up to £200	980 56%	842 58%	15 29%	122 46%	-
£201 to £400	223 13%	183 13%	16 31%	23 9%	-
£401 to £600	94 5%	72 5%	12 22%	10 4%	-
£601 to £800	43 2%	36 2%	2 3%	6 2%	-
£801 to £1,000	22 1%	19 1%	2 5%	1 *	-
More than £1,000	5 *	2 *	1 3%	2 1%	-
Mean	152.66	153.00	327.53	116.11	-
Standard deviation	183.45	177.48	270.71	174.53	-
Standard error	4.41	4.77	36.84	10.20	-