

Grow Your Own 2024

Short disclosure statement

Panel provider	Dynata
Research company	The Australia Institute
Client commissioning the research	Grow It Local
Fieldwork dates	23 August 2024 to 30 August 2024
Mode of data collection	Online recruited from research panel
Target population	Australian adults aged 18+
Sample size	1,008
Australian Polling Council compliant	Yes
Voting intention published	No
Long disclosure statement	See below

Long disclosure statement

Effective sample size after weighting applied	987.93
Margin of error associated with effective sample size	±3%
Variables used in weighting	Age, gender, state/territory based on Australian Bureau of Statistics "National, state and territory population" data
Gender identity categorisation	Those who answered the gender identity question as "Non-binary", "I use a different term", or "Prefer not to answer" had their responses included with females for the purpose of reporting, due to constraints from weighting data availability
Weighting method used	Raking method
Full question text, responses categories and randomisation	See below
Source of online sample	Dynata's online panel
Positioning of voting intention questions in questionnaire	Immediately after demographics, before policy questions
How were undecided voters handled?	Respondents who answered "Don't know / Not sure" for voting intention were then asked a leaning question; these leanings are included in voting intention crosstabs
Method of calculating 2PP	NA
Voting intention categorisation	Voting crosstabs show voting intentions for the House of Representatives. "Coalition" includes separate responses for Liberal and National. "Other" refers to Independent/Other, and minor parties in cases where they were included in the voting intention but represent too small a sample to be reported separately in the crosstabs
Location results	Results are shown only for larger states



**Australian
Polling Council
Quality Mark**



Detailed results

No preceding questions in the poll are expected to have influenced the results of the questions published here. Response options were presented in random order. The questions, and the response options for each question, are as follows:

Respondents were first asked the following screening question (Screening Question 1):

Do you grow any of your own food?

For example, using herbs from your garden in cooking, eating from a fruit or berry tree in your backyard, eating eggs from pet chickens or maintaining a vegetable patch.

- Yes
- No

Those who responded 'No' were asked the following two questions. Respondents could select any number of responses.

What is stopping you from growing your own food?

Responses presented in random order.

- Time
- Space
- Money
- Knowledge and skills
- Other
- Don't know / Not sure

Respondents who answered 'No' to Screening Question 1 were then asked a second screening question (Screening Question 2):

Are you interested in growing your own food?

- Yes
- No

Those who responded 'Yes' to either Screening Question 1 or 2 were then asked the following questions:

Why are you interested in growing your own food?

Respondents could select any number of responses.

- For mental health and wellbeing

- To reconnect with nature
- To live more sustainably and positively impact climate change
- To grow and eat healthy, fresh, organic food
- For a family activity
- To save money
- I have a passion for cooking
- All my friends are doing it
- I just love plants!
- Food security reasons
- As a way to reduce food waste
- Other (please specify):

What's your level of food-growing experience?

- I'm not growing yet
- I'm new to growing
- I'm pretty good at growing
- I have a lot of experience growing food (I'm a super grower!)

Respondents who answered 'Yes' to Screening Question 1 were then asked the following questions.

How long have you been growing for?

- Less than 1 year
- 1 – 2 years
- 3 – 5 years
- 5 – 10 years
- 10 years+

Where are you growing food?

Respondents could select any number of responses.

- Windowsill
- Balcony
- Front yard
- Back yard
- Verge garden
- Community garden
- School garden
- Kitchen garden, i.e. for a café or restaurant
- Market garden, i.e. for commercial purposes
- Inside, i.e. hydroponic, green house



- Other (please specify):

In what medium are you growing?

Respondents could select any number of responses.

- Directly into the soil
- Pots or containers
- Wicking beds
- Planters or raised beds
- Vertical garden
- Other (please specify):

How big is the area you are growing food in?

Please enter the approximate number of square metres under cultivation, for example 15 sqm.

- _____ sqm

Roughly how many varieties of edible plants do you grow over the course of a year?

- None
- 1 – 2 varieties
- 3 – 5 varieties
- 6 – 10 varieties
- 11 – 20 varieties
- 20 – 40 varieties
- 40+ varieties

Do you grow organically without the use of chemicals?

- Yes
- No
- I try to and generally do, but am not always able to
- Other (please specify):

In which seasons do you grow food?

Respondents could select any number of responses.

- Spring
- Summer
- Autumn
- Winter

Do you have a compost system or worm farm(s)?

- Yes, I compost
- Yes, I worm farm
- Yes, I both compost and worm farm
- No, I don't do either

Roughly how much of your household's food do you grow?

- 100%
- 75% - 99%
- 50% - 75%
- 25% - 50%
- 11% - 25%
- 0 - 10%

What are you growing?

Respondents could select any number of responses.

- Vegetables
- Fruit trees
- Herbs (in pots)
- Herbs (in garden)
- Edible flowers
- Ornamental flowers
- Native edibles
- Lawn
- Other (please specify)

Do you keep chickens?

- Yes
- No
- I'd like to - but not yet

How many 'milk crates' worth of produce do you grow each month (on average)?

- None
- Less than 1
- About 1-2
- About 3-4
- 5 or more

All respondents were asked the following questions:

How many hours do you spend gardening each week?



- Less than 1 hour
- 1 to 3 hours
- 3 to 5 hours
- 5 to 10 hours
- 10 to 20 hours
- 20+ hours
- None

How many people do you connect with on a monthly basis that grow food? This could be herbs, vegetables, fruit, etc.

- 1 - 5
- 6 - 10
- 11 - 15
- 16 - 20
- More than 20
- I don't connect with any growers regularly

Respondents who responded 'Yes' to Screening Question 1 were asked the following question:

Does growing your own food and/or sourcing locally grown food provide you with a greater appreciation of your food?

- Yes - it influences how I value the time, skill and resources required to produce food
- Yes - it gives me a sense of security to have my own food supply
- Not really - it doesn't impact my relationship with food

All respondents were asked the following question:

Do you follow any of the below food management strategies at home?

Respondents could select any number of responses.

- I try to only pick from the garden what I need e.g. just herbs for dinner
- I shop to a list
- I store my produce correctly to keep it fresher for longer
- I freeze excess produce
- I cook using the whole vegetable e.g. I leave the skin on and use leaves when safe to do so
- I check the fridge to use up perishables going off first
- I don't discriminate produce and I eat the 'ugly' veg e.g. wonky carrots
- I re-grow from food scraps e.g. using the ends to generate roots
- I preserve produce by pickling or jamming
- I compost any food scraps that can't be used
- Other (please specify): _____

Those who responded 'Yes' to Screening Question 1 were asked the following questions:

Does growing food influence your diet?

Respondents could select any number of responses.

- Yes - I eat more fresh produce
- Yes - I eat more organic produce
- Yes - I eat more fruit and vegetables
- Yes - I'm more conscious of what I eat
- Yes - I eat more 'in season' produce
- No - my diet is fairly similar

Approximately how much do you spend on your edible gardening activities each year?

This could include seeds, seedlings, plant food, tools, raised beds, irrigation, soils, subscriptions etc.

- More than \$5,000
- \$2,500 - \$4,999
- \$1,500 - \$2,499
- \$1,000 - \$1,499
- \$500 - \$999
- \$250 - \$499
- \$150 - \$249
- \$50 - \$149
- \$25 - \$49
- Less than \$25

How much do you think you save per year by growing your own food?

- More than \$5,000
- \$2,500 - \$4,999
- \$1,500 - \$2,499
- \$1,000 - \$1,499
- \$500 - \$999
- \$250 - \$499
- \$150 - \$249
- \$50 - \$149
- Less than \$50

Do you relate to any of the following?

Respondents could select any number of responses.

- Gardening is important as a way to live more sustainably
- I consider gardening a hobby

- I am very proud of my garden
- I see gardening as a way of increasing the value of my home
- I see gardening as a journey not a destination
- I wish I could spend more time gardening
- I spend time searching for gardening information (books, tv, internet)
- Family / friends often ask for my advice about gardening
- I will garden no matter what the weather is like
- I am a reluctant gardener. I only do it when / because I have to
- Gardening is good for relaxation and mental health
- I'm becoming more interested in gardening than I used to be
- None of the above

Has growing your own food changed how you perceive your household food waste?

- Yes – it has helped me understand and reinforce the role of composting and worm farming in diverting waste from landfill
- No – it has not changed how I think about the food waste I generate

All respondents were asked the following question:

Have you attended any local council events in the last 12 months?

- Yes
- No
- Can't remember

Respondents who answered 'Yes' to Screening Question 1 were asked the following questions:

Have you purchased any of the following in the last year?

Respondents could select any number of responses.

- Potting or soil mix / mulch
- Seaweed plant tonics
- Liquid fertiliser
- Organic matter / compost
- Organic-based (blood/bone) fertiliser
- Turf / Lawn care
- Garden pest control
- Compost bin
- Gardening tools
- Hose / Irrigation
- Clothing and gear for gardening
- Magazines
- Seeds

- Seedlings
- Workshop tickets
- Other (please specify): _____
- None of the above

How does spending time in your edible garden make you feel?

- Happy
- Healthy
- Relaxed
- Connected to nature
- I don't feel anything

Are you interested in becoming a better grower?

- Yes
- No

Is edible gardening an activity that you'd recommend to others?

- Yes, absolutely
- No
- Maybe

Do you often grow more than you can consume?

- Yes
- No

Do you ever share or are you interested in sharing your harvest with others?

- Yes
- No
- Sometimes

How would you describe your interest in cooking?

- I am a foodie who loves to cook and eat delicious, fresh food
- My body is my temple
- I'd prefer to eat out
- Cooking and eating is an important part of my culture
- I'm not really that interested

All respondents were asked the following questions:

How many people live in your household?

- 8+
- 7



- 6
- 5
- 4
- 3
- 2
- It's just me

The following question was asked if respondents did not select “It’s just me”.

Do you have children in your household?

- Yes
- No

All respondents were asked the following questions:

Please indicate how much you support the following...

Policy options were presented in random order.

Food gardening programs in schools:

- Support strongly
- Support slightly
- Don’t support
- Not sure

Existing community gardens:

- Support strongly
- Support slightly
- Don’t support
- Not sure

Identifying public space for new community gardens:

- Support strongly
- Support slightly
- Don’t support
- Not sure

Food gardening in aged care facilities:

- Support strongly
- Support slightly
- Don’t support
- Not sure



Food gardening as part of school curriculums:

- Support strongly
- Support slightly
- Don't support
- Not sure

Half of the respondents were asked how much they agree with the following statements:

Please indicate how much you agree with the following statements...

Statement options were presented in random order.

I am very concerned about climate change:

- Agree strongly
- Agree slightly
- Don't agree
- Not sure

I am very concerned about the amount of food that is wasted in this country:

- Agree strongly
- Agree slightly
- Don't agree
- Not sure

I am very concerned about the amount of food that is wasted in my household:

- Agree strongly
- Agree slightly
- Don't agree
- Not sure

I am very concerned about food security in Australia:

- Agree strongly
- Agree slightly
- Don't agree
- Not sure

I am very concerned about food security globally:

- Agree strongly
- Agree slightly
- Don't agree
- Not sure



I believe food supply where I live could be under major threat in the next five years:

- Agree strongly
- Agree slightly
- Don't agree
- Not sure

Recent rises in the price of foods have changed which foods I regularly purchase:

- Agree strongly
- Agree slightly
- Don't agree
- Not sure

The other half of respondents were asked how much they agree with the following statements:

Please indicate how much you agree with the following statements...

Statement options were presented in random order.

I am not at all concerned about the concerned about climate change

- Agree strongly
- Agree slightly
- Don't agree
- Not sure

I am not at all concerned about the amount of food wasted in this country

- Agree strongly
- Agree slightly
- Don't agree
- Not sure

I am not at all concerned about the amount of food that is wasted in my household.

- Agree strongly
- Agree slightly
- Don't agree
- Not sure

I am not at all concerned about food security in Australia

- Agree strongly

- Agree slightly
- Don't agree
- Not sure

I am not at all concerned about food security globally

- Agree strongly
- Agree slightly
- Don't agree
- Not sure

I do not believe food supply where I live will be under major threat in the next five years

- Agree strongly
- Agree slightly
- Don't agree
- Not sure

Recent rises in the price of foods have not changed which foods I regularly purchase

- Agree strongly
- Agree slightly
- Don't agree
- Not sure

