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# Axiom Gardening Survey: Bright 2024

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Want to know what home gardeners are planning to do in and with their gardens in 2024? Axiom Marketing asked 500 of them back in September and they're sharing the results in their annual Gardening Outlook Survey.

The research, conducted by Axiom Marketing, a Minneapolis-based marketing firm serving horticultural, agricultural and home improvement markets, found meaningful increases in time and money spent on gardening in 2023 and planned gardening activities for 2024, especially among Gen Z and Gen Y gardeners.

"Fifty percent of respondents say they spent more money in 2023 compared to 2022," said Mike Reiber, founder and CEO of Axiom. "Forty three percent of respondents reported spending 50% to 100% more time in 2023 compared to 2022 and 50.5% expect to spend more time gardening in 2024 compared to 2023. Sixty five percent of respondents plan to plant more and expand their gardens in 2024."

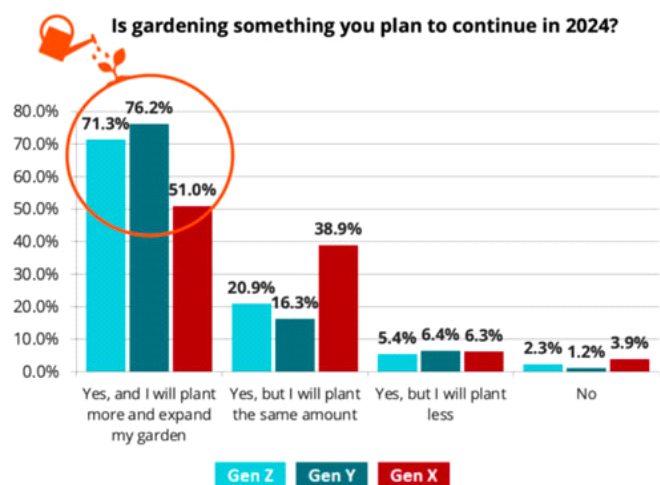
According to Mike, the percentages are even stronger for Gen Z and Gen Y respondents. For example:

- 52.7% of Gen Z and 53.5% of Gen Y respondents spent more money in 2023 versus 2022
- 59% of Gen Z and 54% of Gen Y spent 50% to 100% more time in 2023 versus 2022
- 54.3% of Gen Z and 56.4% of Gen Y respondents expect to spend more time gardening in 2024

"Our goal with this research is to learn more about how much money and time home gardeners spent on their gardens in 2023 and how they view the 2024 gardening season. Based on our findings, we think the future is bright for 2024," wrote Mike in the introduction to the survey results.

A few more highlights from the executive summary:

- A majority of Gen Z and Gen Y respondents plan to continue gardening in 2024 AND say they'll expand their gardens (see the image).
- Home Depot tops the outlets where respondents purchase plants, followed by Lowe's, Walmart and then IGCs.



- IGCs are the most important place to learn about new plants and gardening supplies—even ahead of websites and social media.

Want to read the full survey? Visit [axiomcom.com](https://axiomcom.com) for more. **GP**