



South East Melbourne Growing Food at Home Survey:
Findings Report

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Executive Summary

Background

Enliven Victoria recently conducted a 'Growing Food at Home' consumer insights survey to inform the development of a community-based social marketing campaign within Melbourne's South East (City of Greater Dandenong, City of Casey, and Cardinia Shire). The campaign, titled 'Food from Home', aims to facilitate a positive shift in attitudes and behaviours that are supportive of growing food at home; through appealing to the values and intrinsic motivations of our community, and building awareness of the environmental, social and health co-benefits of growing food at home.

Aim

This report aims to present a summary of the data collated from this survey. The findings within the report will be used to inform the development of the key messaging and directions for the social marketing campaign, whilst also increasing stakeholder understanding of the barriers and facilitators people experience when growing food at home, as well as their associated attitudes, beliefs, value systems, and behaviours.

Key findings:

A total of 311 responses were collected over a two-week period.

- The majority of respondents were already engaged in edible gardening.
- For those currently growing, most engaged in edible gardening for their wellbeing/mental health, and for environmental reasons.
- The main barriers identified in engaging in edible gardening was limited knowledge of starting and maintaining an edible garden, and a perceived lack of time to start and maintain an edible garden.
- The greatest motivating factor in starting, or increasing, engagement in edible gardening was the provision of free or low-cost seeds and seedlings.
- Growing guides or resources on starting and looking after a garden were also strong motivators for those not currently growing food at home.
- The four main barriers to engaging in edible gardening (or growers and non-growers) were knowledge, time, cost, and space.

The survey results show that growing food at home is an interest for most people in our community, including those who do not currently engage in edible gardening. The findings from this survey will assist in the development of the 'Food from Home' campaign, and provide a baseline measurement of the current attitudes, beliefs and behaviours from within the community.

Food from Home: Consumer Insights Survey Full Report

Background

In November 2019, Enliven Victoria engaged a diverse range of health and community service partners from Melbourne's South East to participate in a series of Group Model Building workshops. This workshop aimed to facilitate the identification of key leverage points within our local system to drive climate action, with a particular focus on strengthening and supporting our highly diverse communities. A key opportunity for action was the creation of initiatives that supported positive messaging around climate action shaped by the community. This process inspired stakeholders within the workshop to shift regional focus to better understanding the impacts of climate change, and to co-design messages and resources to expedite community-based climate change mitigation and adaptation. Since then, Enliven Victoria has worked collaboratively with local partners to identify funding and opportunities to initiate this process.

The recent COVID-19 pandemic provided a unique opportunity to facilitate building upon this project concept. The pandemic exposed the extent of the fragility of our local food system, widened health and social inequities and highlighted the importance of strengthening access to fresh, affordable, safe and healthy food at a household level. With consideration to the local health and social issues, and the Victorian Public Health and Wellbeing Plan 2019 - 2023, enliven identified an opportunity to develop an initiative that not only promote food justice and security, but to promote the climate co-benefits of edible gardening. The resurgence in edible gardening throughout the pandemic also provided the necessary context to further leverage upon a local, social movement to encourage edible gardening at home.

Project overview

The 'Food from Home' campaign seeks to address the complex and unique health, social, and climate challenges that our communities within Melbourne's South East faces.

"Our vision is to create a social movement that supports a resilient, healthy and food-secure future for all households in the south-east Melbourne region. "

This campaign aims to drive behaviour change and promote awareness of the health and environmental co-benefits of taking community action by growing food at home to promote resilient household and community food systems, increasing consumption of fruit and vegetables, and to help to reduce the impacts of climate change in Melbourne's South East. Through a community-based social marketing approach, the project is underpinned by behaviour change theory and health promotion best practice. The social marketing campaign aims to facilitate a positive shift in attitudes and behaviours that are supportive of growing food at home; through appealing to the values and intrinsic motivations of our community,

and building awareness of the environmental, social and health co-benefits of edible gardening at home. Promoting growing food at home or at community gardens has the potential to address food insecurity, promote the consumption of seasonal and sustainable diets which also may indirectly address low levels of physical activity and daily fruit and vegetable consumption within these communities.

Project governance

Enliven Victoria is the lead agency for this project. Enliven Victorian is a primary care partnership (PCP) and not for profit organisation based within the City of Greater Dandenong, City of Casey and Cardinia Shire local government areas. enliven have an extensive history in working to build the capacity and resilience of local stakeholders and communities to address the impacts of climate change. Enliven project staff will oversee the project planning and implementation, with consultation from the advisory group.

Project stakeholders

The project has been self-funded by Enliven Victoria. The project also involved in-kind contributions from other partners for participant in project advisory group and activities relating to promotion of the campaign.

These partners include:

Department of Health and Human Services
Sustain: The Australian Food Network
Monash Health
City of Greater Dandenong Council
Cardinia Shire Council
City of Casey Council
Peninsula Health
Kooweerup Regional Health Service
3000acres
Wellsprings for Women
Cockatoo Community House
Southern Migrant and Refugee Centre
Bravo!
Casey Cardinia Library Services

Aim and objectives

This report aims to present a summary of data collated from the 'Growing Food at Home' survey for people living in Melbourne's South East region. The findings within the report will be used to inform the development of a social marketing campaign which aims to facilitate a

positive shift in attitudes and behaviours that are supportive of growing food at home.

Objectives

The objectives of the report are as follows:

- To increase stakeholder understanding of the barriers and facilitators of growing food at home.
- To increase stakeholder understanding of the attitudes and behaviours of both those who currently grow food at home and those who do not grow food at home.
- Inform the target areas to assist the development of an effective social marketing campaign.

Survey methodology

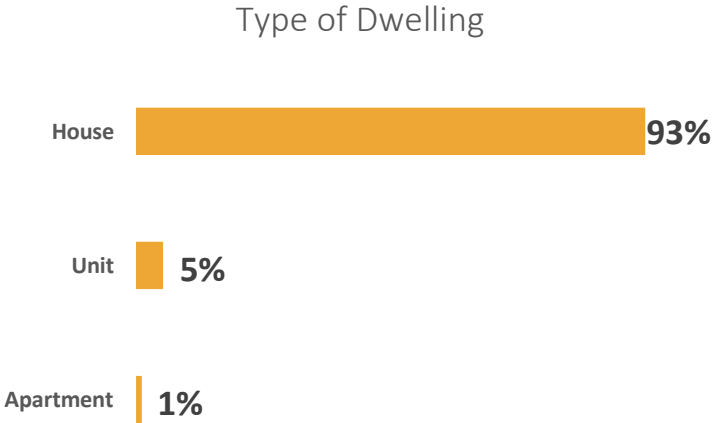
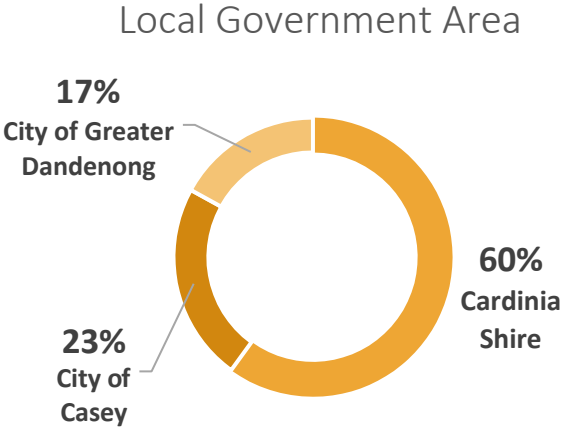
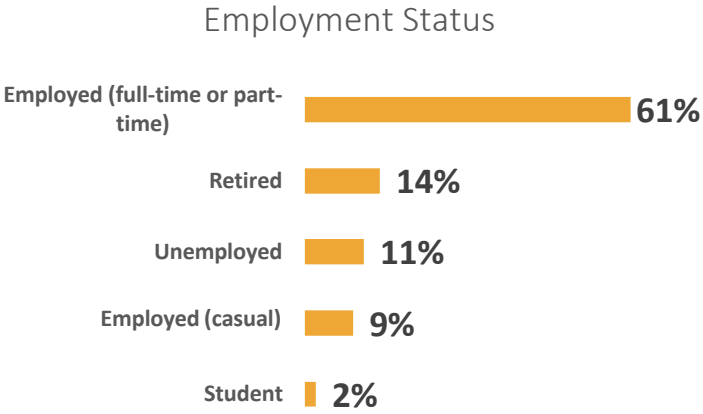
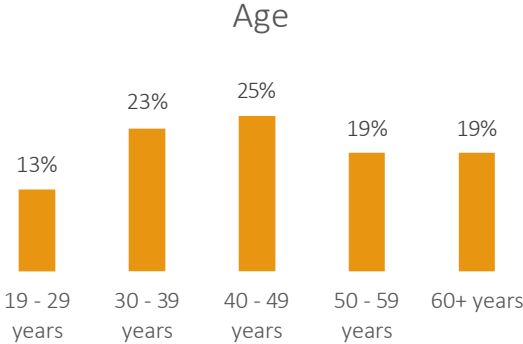
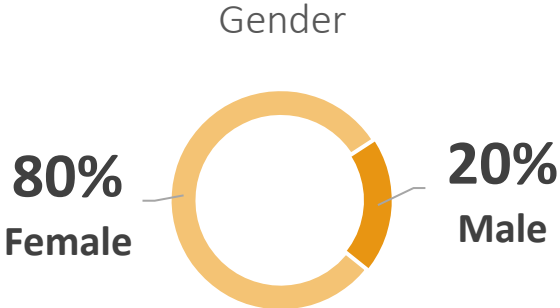
The 'Growing Food at Home' consumer insights online survey was conducted as a critical foundation building activity to the development of this social marketing campaign. The survey commenced on Monday 31st August 2020 and concluded on Monday 14th September 2020. It was open to everyone of all ages and was promoted through enliven stakeholder networks, social media platforms, and word of mouth. The only inclusion criteria were that respondents lived in the Cardinia Shire, City of Casey, or City of Greater Dandenong local government areas. The survey consisted of several multiple-choice and open-ended questions asking respondents about attitudes, behaviours, values, and beliefs about edible gardening at home/at community gardens, climate change, and exploring the locally perceived barriers and enablers in relation to starting and maintaining edible gardens. The average survey length was 5 minutes.

Survey findings

Three-hundred and thirteen respondents from across Cardinia Shire, City of Greater Dandenong and City of Casey completed the consumer insights survey.

A series of 'data snapshots' have been developed as part of this report to provide local stakeholders insight into the current attitudes, beliefs and behaviours around edible gardening within our local community.

Data Snapshot: Demographics



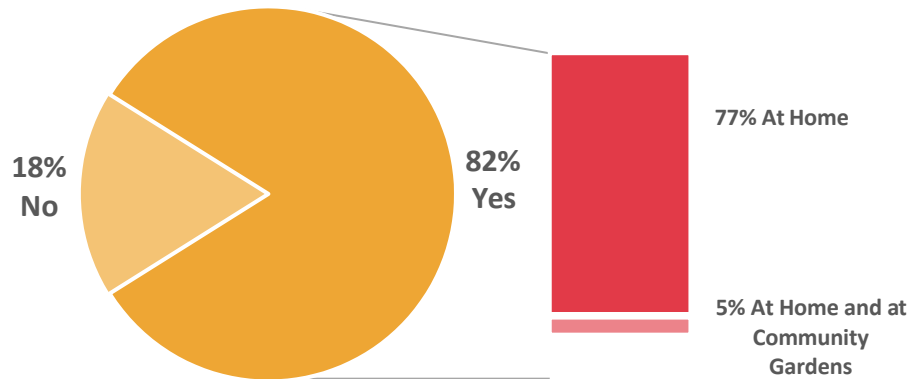
Cultural and Linguistic Diversity

35% of participants were born overseas, representing 33 different countries.

30% of participants speak a language other than English, representing 35 diverse languages.

Data Snapshot: Edible Gardening in Melbourne's South East

Do you grow food?



73%

grow fruit

87%

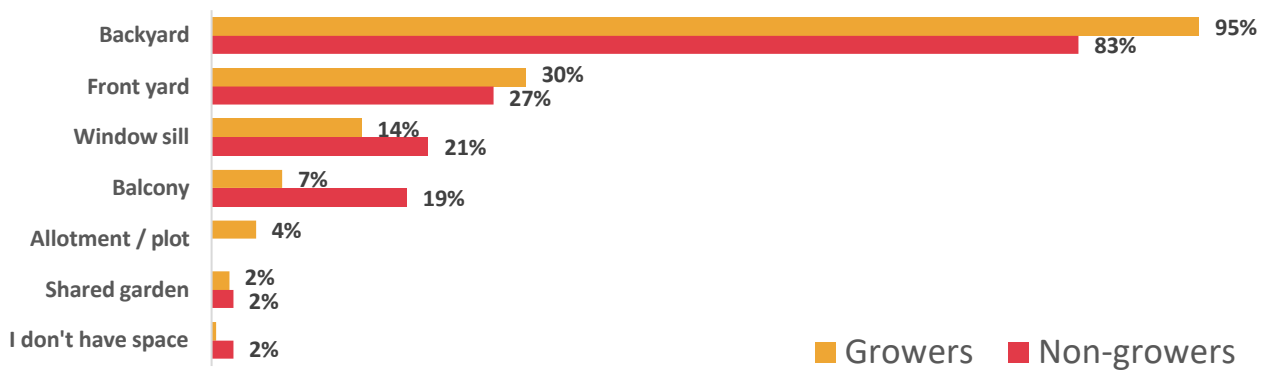
grow vegetables

90%

grow herbs

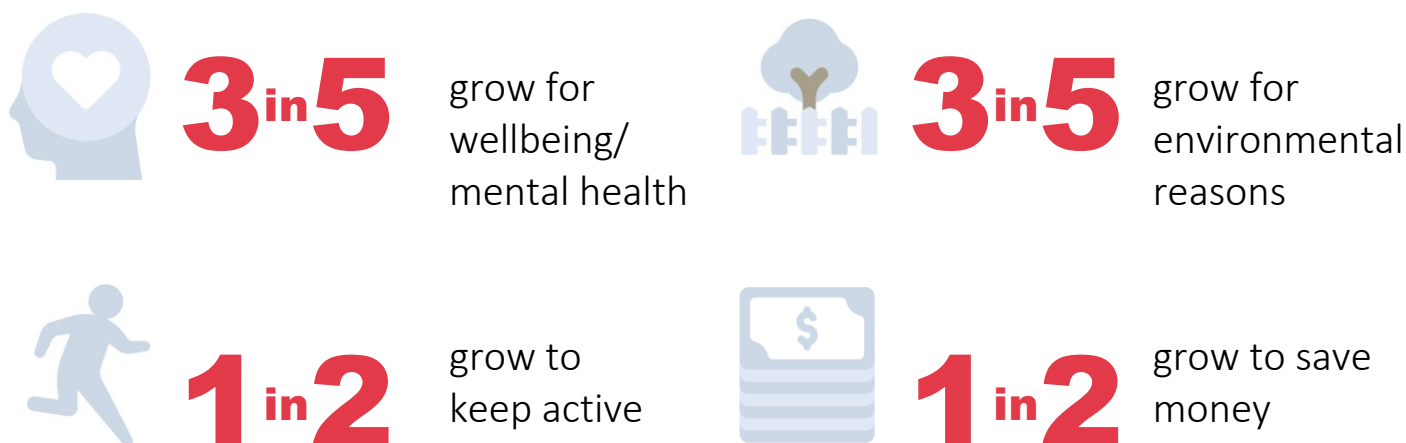
The majority of participants who grow food at home or in community gardens grow a combination of fruit, vegetables and herbs. Other produce grown by some participants include nuts, medicinal plants and edible flowers.

Space to grow



Comparing those who currently grow food and those who do not (subsequently referred to as “growers” and “non-growers”) both groups had similar profiles. The majority of participants across both groups had a backyard (83.3% of non-growers and 94.9% of growers). Indeed, a slightly greater percentage of non-growers than growers lived in a home with a windowsill (20.8% and 14.5% respectively) and a balcony (18.75% and 6.8% respectively) that could be utilised for growing. This is consistent with the finding that most participants live in a house (93.4%). This suggests that lack of space is not the major barrier to people growing food at home (See Barrier to Growing for related results). Full results in Table 4.

Snapshot: Why ‘Growers’ Grow



Within respondents who indicated they currently engage in edible gardening; there were five answers which were selected by over half of these respondents: “Wellbeing/mental health” (64.3%), “Environmental reasons” (61.7%), “It keeps me active” (56.2%), “Just for fun” (56.2%) and “To save money” (51.0%). Differences were evident across subsets of respondents. See Table 5 for full results.

- Country of birth: Respondents born overseas and in Australia were similar across most domains, though a greater proportion of those born overseas selected “Cultural reasons” (14.4% vs 6.7%) as a reason for engaging in edible gardening. A greater proportion of those born in Australia selected “Environmental reasons” (55.1%) compared with those born overseas (47.4%).
- Gender: 54.5% of males selected “It keeps me active”, compared with 44.7% of females. Conversely, 56.6% of females selected “Wellbeing/mental health”, compared to 43.6% of males.
- Age: A larger proportion (40.6%) of respondents aged between 30 and 39 years selected “Take action on climate change” as a reason for engaging in edible gardening than those in other age groups. For those aged 19-29 years and those aged 50-59 years, “Wellbeing/mental health” had the highest proportion of responders (43.2% and 62.3% respectively). “Environmental reasons” was the reason selected most often by respondents aged 30-39 years and 40-49 years. For those aged 60+, “It keeps me active” had the most responders.

Snapshot: Why 'Growers' Grow

*Participants who selected 'other' in the previous question were invited to provide a free-text response

[I] can pick what I want
and [it's] always fresh.

I want to be self-
sustainable.

[It's] great to have a
huge selection on
hand when cooking.

I like to know how
my food is grown.

To show my
neighbours what's
possible in a small
space.

To eat organic, seasonal &
local produce -including
many varieties I would not
be able to find at the
shops.

Tastes
better!

Snapshot: Barriers for ‘Non-Growers’

*Answered by participants who do not currently engage in edible gardening at home or within community gardens

3 in 5 don't know how to look after a garden

1 in 2 don't have time to look after a garden

1 in 2 don't know how to start a garden

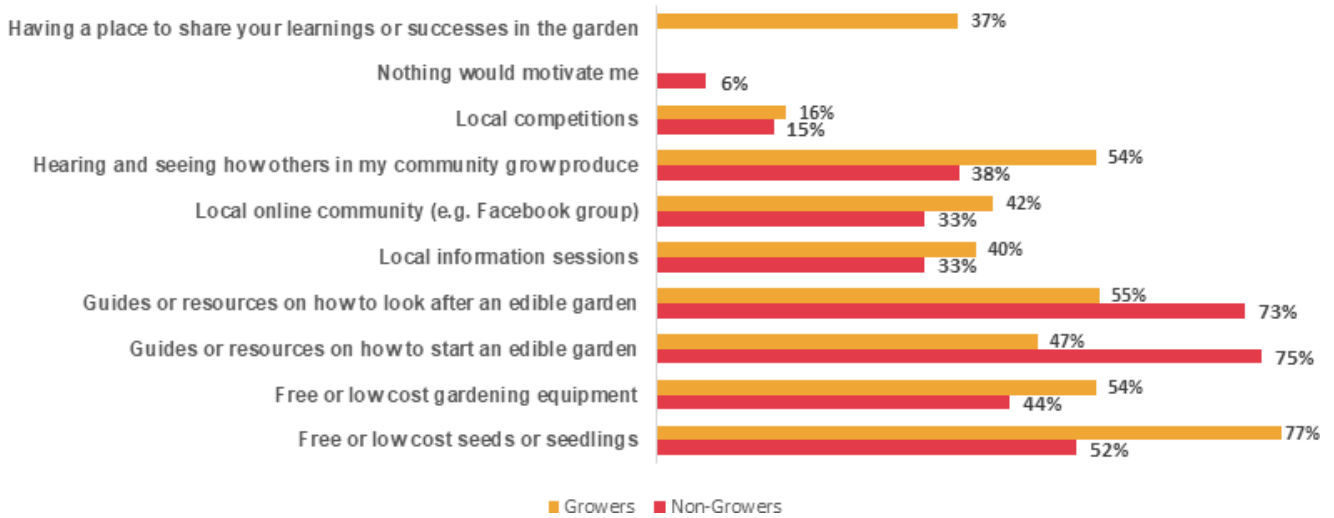
2 in 5 don't have time to start a garden

Within respondents who do not currently engage in edible gardening, four responses were selected by almost half of these responders: “I don't know how to look after a garden (56.2%)”, “I don't know how to start a garden (47.9%)”, “Time it takes to look after a garden (47.9%)” and “Time it takes to start a garden (43.8%)”.

These results suggest that non-growers may benefit from accessible information and support around starting and maintaining an edible garden.

Snapshot: Motivations

What would motivate you to start growing or grow more at home?



Across the whole sample, “Free or low-cost seedlings” was the greatest motivator to start growing or grow more (73.1%). Differences were evident, however, for subsets of the participants. Full results in Table 6.

- Gender: “Free or low-cost seedlings” was the most popular choice for females and males, and gender differences were not evident across most motivators, with the exception of “Guides or resources on how to look after an edible garden”, which was chosen by more females than males (62.0% vs 43.6%).
- Country of birth: As above, the majority of those born in Australia and overseas selected “free or low-cost seedlings” as the greatest motivator. A greater proportion of those born overseas nominated “Local information sessions” (45.4% vs 36.5%) and “Local online community” (51.5% vs 34.8%).
- Age:
 - “Free or low-cost seedlings” was most commonly selected by all age groups, except for 19-29-year old-participants, whose most popular selection was “Guides or resources on how to look after an edible garden”.
 - Compared with other age groups, 30-39-year-old participants were more motivated by “Free or low-cost gardening equipment” (75% vs average of 46.7% across other age groups)

1 in 2 respondents born overseas would grow more/start growing if involved in an online community

7 in 10 30-39-year-olds would grow more/ start growing if given free/low-cost gardening equipment

Snapshot: What is appealing about edible gardening to our communities?

*Answered by both growers and non-growers



79%

Sense of achievement



78%

Being outdoors



72%

Improving mental health



64%

Relaxation and mindfulness



64%

Increasing fruit and vegetable intake



62%

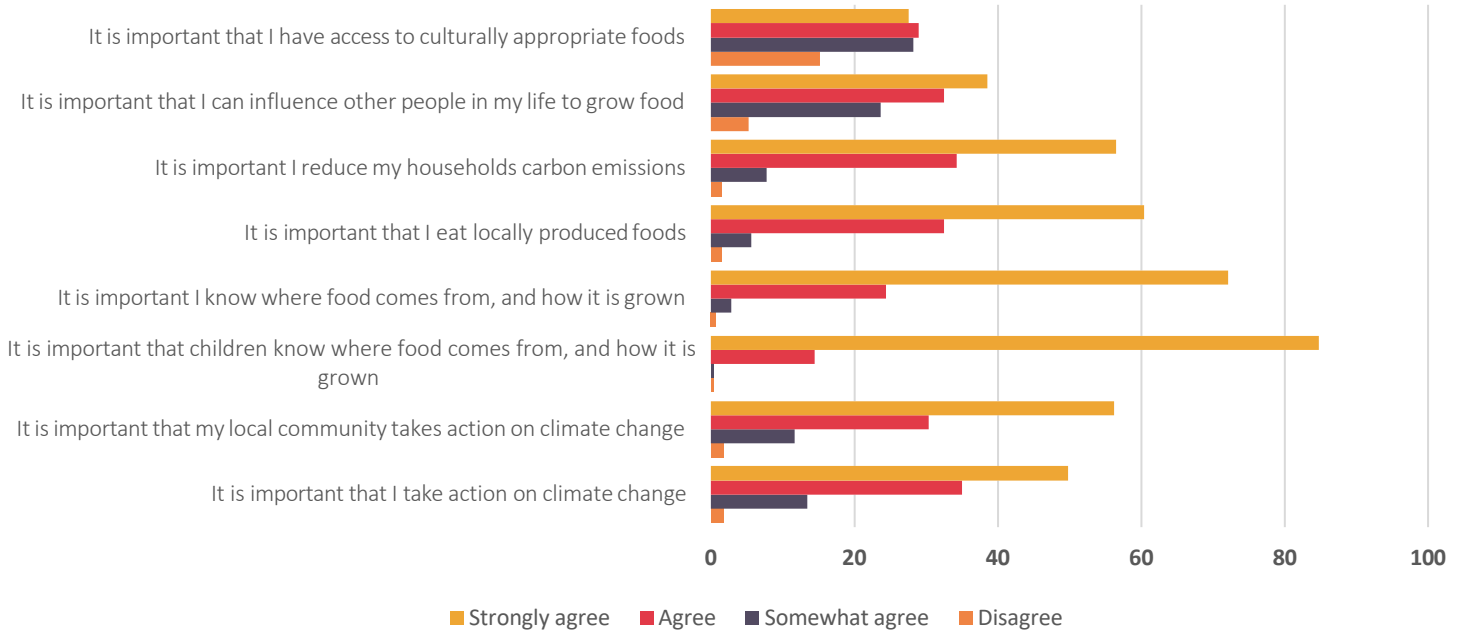
Improving physical health

Full results are presented in Table 7. Differences were evident across subsets of participants.

- Country of Birth: The greatest difference between participants born overseas and those born in Australia were evident across “Cultural reasons” (19.6% vs 3.9%), “Relaxation and mindfulness” (74.2% vs 59.5%) and “Socialising and family time” (42.3% vs 29.2%).
- Gender: The greatest differences between females and males were evident across “Relaxation and mindfulness” (females 67.0% vs males 12.7%) and “Teaching my children about food” (females 51.1% vs males 32.7%).
- Age:
 - “Sense of achievement” was the most common selection of 19-29-year-olds (56.8%), 30-39-year-olds (71.9%), and 40-49-year-olds (72.5%), whilst “Being outdoors” was the most common selection for 50-59-year-olds (77.4%) and “Being outdoors” and “Improving physical health” were equally popular for those aged 60+ (76.9%).
 - “Cultural reasons” was selected more often for 19-29-year-olds than other age categories (18.9% vs an average of 7.4% across the other ages).

Snapshot: Beliefs

Rate your belief of the following statements:



42% of participants **born overseas** strongly believe it is important to access **culturally appropriate foods**.

In order to compare results between subsets of participants, we specifically focused on differences between 'strongly agree' statements. Full results presented in Table 8.

- Country of birth: Participants born overseas and those born in Australia share a similar belief profile, but those born overseas demonstrating a greater proportion of strongly agree responses to three statements: "It is important that I have access to culturally appropriate foods" (42.6% vs 20.2%), "It is important I reduce my households carbon emissions"(67.0% vs 51.7%), and "It is important that I can influence other people in my life to grow food" (48.5% vs 33.5%)
- Gender: Female and male participants demonstrated the greatest discrepancies across three different belief statements: "It is important that children know where food comes from, and how it is grown" (88.7% vs 72.7%), "It is important I know where food comes from, and how it is grown" (74.2% vs 61.8%) and "It is important that my local community takes action on climate change" (59.2% vs 49.1%). Across all statements, greater proportion of females than males responded, 'strongly agree'.
- Age: The highest proportion of participants across all age ranges strongly agreed with the statement, "It is important that my children know where food comes from, and how it is grown". 30-39-year-old participants demonstrated the highest proportion of participants strongly agreeing with most statements. This was particularly pronounced for "It is important that I have access to culturally appropriate foods" (48.4% vs an average of 22.4% across the other age groups).

Conclusion

Survey Limitations

It is important to recognise that the findings from this consumer insights survey only provides a limited insight into the behaviours, attitudes, and beliefs of Victorians about growing food at home and associated environmental and health outcomes. Due to the small sample size, the findings are a snapshot of those living in the three local government areas and therefore cannot be generalised to the broader Victorian population. The sample strategy was limited in its reach, for example, the survey was unable to intentionally include people aged 18 years. Despite the inclusion of culturally diverse individuals, future research/insight would benefit from a more deliberative approach to involve more culturally and linguistically diverse respondents as well as increasing participation for males and younger people. Lastly, the findings may be affected by responder bias as majority of respondents currently participate in at-home growing. Nevertheless, the data collected does provide some new insights to the topic as a whole and reflects an opportunity for further research, advocacy, and health promotion practice in this area.

Next Steps

The survey results clearly show that growing food at home is an interest for most people, including those who do not currently participate in growing food at home. The four main barriers to growing food at home was found to be knowledge, time, cost and space. Enliven Victoria aim to address these perceived barriers via a social marketing campaign. The findings from this survey will be used in the following ways:

- Combined with data from a literature review to present to creative digital agency, Bravo!, to develop potential campaign territories and themes for community testing
- Combined and analysed with the outcomes of a community co-design workshop facilitated by enliven and Bravo! to support campaign strategy and content pillars
- Disseminated to local councils and other key project stakeholders to inform and support data for relevant council plans, integrated health promotion plans, and regional advocacy efforts supportive of strengthening food systems and climate action.

More Information

For more information regarding the 'Food from Home' campaign, please visit the Enliven Victoria [website](#) or contact:

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Appendices

Table 1. Demographics of study sample		
Demographic	n	Number (%)
Gender	277	
Female		221 (79.8%)
Male		55 (19.9%)
Age	275	
Under 18		0
19-29		37 (13.5%)
30-39		64 (23.3%)
40-49		69 (25.0%)
50-59		53 (19.3%)
60+		52 (18.9%)
Local Government Area	40	
Cardinia Shire		24 (60.0%)
City of Casey		9 (22.5%)
City of Greater Dandenong		7 (17.5%)
Country of Birth	275	
Australia		178 (64.7%)
Overseas		97 (35.3%)
See table 2 for birth countries		
Speak a language other than English at home?		
Yes		81 (29.2%)
No		196 (70.8%)
See table 3 for languages spoken		
Aboriginal and/or Torres Strait Islander person	277	
Yes, Aboriginal		1 (0.4%)
Yes, Torres Strait Islander		0
Yes, Aboriginal and Torres Strait Islander		2 (0.7%)
No		274 (98.9%)
Employment	277	
Full-time or part-time		170 (61.4%)
Casual		26 (9.4%)
Student		12 (4.3%)

Unemployed		21 (11.2%)
Retired		38 (13.7%)
Home type	274	
Unit		13 (4.7%)
Apartment		4 (1.4%)
House		256 (93.4%)
Public housing		0

Table 2. Country of birth

Country of birth	n	Number (%)
	274	
Australia		178 (65.0%)
India		14 (5.1%)
UK		11 (4.0%)
Sri Lanka		9 (3.3%)
Malaysia		5 (1.8%)
New Zealand		5 (1.8%)
Bangladesh		3 (1.1%)
China		3 (1.1%)
Mauritius		3 (1.1%)
Argentina		2 (0.7%)
Egypt		2 (0.7%)
Ireland		2 (0.7%)
Netherlands		2 (0.7%)
Poland		2 (0.7%)
Philippines		2 (0.7%)
USA		2 (0.7%)
Austria		1 (0.4%)
Denmark		1 (0.4%)
El Salvador		1 (0.4%)
Germany		1 (0.4%)
Greece		1 (0.4%)
Lebanon		1 (0.4%)
Macedonia		1 (0.4%)
Norway		1 (0.4%)
Portugal		1 (0.4%)
Peru		1 (0.4%)
Rhodesia (now Zimbabwe)		1 (0.4%)
Seychelles		1 (0.4%)
Singapore		1 (0.4%)
South Africa		1 (0.4%)
Sweden		1 (0.4%)
Turkey		1 (0.4%)
Yugoslavia		1 (0.4%)

Table 3. Language spoken at home

Language spoken at home	n	Number (%)
	277	
English-only		196 (70.8%)
Spanish		7 (2.5%)
Tamil		7 (2.5%)
Arabic		5 (1.8%)
Sinhalese		5 (1.8%)
Cantonese		4 (1.4%)
French		4 (1.4%)
Hindi		4 (1.4%)
Malay		4 (1.4%)
Mandarin		4 (1.4%)
Dutch		3 (1.1%)
Telugu		3 (1.1%)
Turkish		3 (1.1%)
Bangla		2 (0.7%)
Chinese		2 (0.7%)
German		2 (2.07%)
Punjabi		2 (0.7%)
Afrikaans		1 (0.4%)
Auslan		1 (0.4%)
Bengali		1 (0.4%)
Danish		1 (0.4%)
Filipino		1 (0.4%)
French Creole		1 (0.4%)
Gujarati		1 (0.4%)
Hokkien		1 (0.4%)
Hungarian		1 (0.4%)
Macedonian		1 (0.4%)
Malayalam		1 (0.4%)
Marathi		1 (0.4%)
Mauritian Creole		1 (0.4%)
Norwegian		1 (0.4%)
Papuan Malay		1 (0.4%)
Polish		1 (0.4%)
Portuguese		1 (0.4%)
Russian		1 (0.4%)
Yoruba		1 (0.4%)
Indicated that a language other than English was spoken at home but did not indicate which language(s).		12 (4.3%)

Table 4. Growing Profile

	n	Number (%)
Do you grow food?	313	
No		57 (18.2%)
Yes- at home		240 (76.7%)
Yes- at community gardens		2 (0.6%)
Yes- at home and community gardens		15 (4.8%)
What do you grow?	237	
Fruit		172 (72.6%)
Vegetables		205 (86.5%)
Herbs		214 (90.3%)
Space to grow at home	283	
Backyard		263 (92.9%)
Front yard		84 (29.7%)
Windowsill		44 (15.5%)
Balcony		25 (8.8%)
Allotment/plot		10 (3.5%)
Share garden		5 (1.8%)
I don't have space		2 (.8%)
Other		24 (8.8%)

Table 5. Reasons for growing at home (answered by people who currently grow produce at home)

Factors	All Respondents	Gender		Country of Birth		Age				
		Female	Male	Australia	Overseas	19 - 29 years	30 - 39 years	40 - 49 years	50 - 59 years	60+ years
To save money	51.1	43.0	43.6	42.1	43.3	37.8	46.9	37.7	45.3	46.2
Just for fun	56.2	47.5	41.8	47.8	43.3	40.5	53.1	46.4	41.5	48.1
Environmental reasons	61.7	53.4	45.5	55.1	47.4	37.8	59.4	53.6	52.8	50.0
Take action on climate change	33.6	29.0	27.3	29.8	26.8	18.9	40.6	26.1	22.6	30.8
It keeps me active	56.2	44.8	54.5	43.8	51.5	21.6	46.9	44.9	54.7	59.6
Wellbeing / mental health	64.3	56.6	43.6	53.4	54.6	43.2	54.7	49.3	62.3	57.7
Cultural reasons	11.5	9.0	10.9	6.7	14.4	16.2	12.5	5.8	11.3	3.8
Other people who I live with want to do it	14.9	12.7	12.7	11.8	13.4	21.6	20.3	5.8	11.3	7.7
I have more time at home due to COVID-19	16.6	14.5	12.7	15.2	12.4	10.8	17.2	17.4	15.1	7.7

Table 6. What would motivate you to grow more or start growing (percentage)

Motivating Factors	Gender		Country of Birth		Age				
	Female	Male	Australia	Overseas	19 - 29 years	30 - 39 years	40 - 49 years	50 - 59 years	60+ years
Free or low-cost gardening equipment	53.4	52.7	50.0	42.3	48.6	75.0	44.9	50.9	43.4
Free or low-cost seeds or seedlings	75.6	67.3	73.6	73.2	59.5	78.1	73.9	79.2	75.0
Guides or resources on how to start an edible garden	53.4	43.6	49.4	56.7	62.2	67.2	47.8	49.1	30.8
Guides or resources on how to look after an edible garden	62.0	43.6	59.6	57.7	64.9	71.9	56.5	56.6	42.3
Local information sessions	41.2	32.7	36.5	45.4	24.3	51.6	37.7	39.6	36.5
Local online community (e.g. Facebook group)	41.6	36.4	34.8	51.5	29.7	51.6	36.2	52.8	26.9
Hearing and seeing how others in my community grow produce	52.0	49.1	52.2	50.5	48.6	59.4	44.9	60.4	42.3
Local competitions	16.7	12.7	16.3	15.5	16.2	32.8	11.6	13.2	3.8

Table 7. What do you like about the idea of growing your own produce at home (percentage)?

Factors	All respondents	Gender		Country of Birth		Age				
		Female	Male	Australia	Overseas	19-29 years	30-39 years	40-49 years	50-59 years	60+ years
Sense of achievement	78.7	81.0	72.7	81.5	76.3	56.8	71.9	72.5	69.8	67.3
Being outdoors	77.6	78.7	76.4	77.0	81.4	51.4	67.2	66.7	77.4	76.9
Improving mental health	72.2	73.8	67.3	69.1	79.4	51.4	57.8	69.6	62.3	76.9
Relaxation and mindfulness	64.4	67.0	58.2	59.6	74.2	45.9	57.8	56.5	54.7	65.4
Increasing the amount of fruits and vegetables I eat	64.1	65.2	61.8	64.6	63.9	45.9	53.1	59.4	58.5	61.5
Improving physical health	62.3	64.3	58.2	55.6	76.3	35.1	51.6	63.8	50.9	63.5
Safety - knowing where my food comes from	53.0	55.7	43.6	52.2	54.6	35.1	42.2	52.2	49.1	48.1
Teaching my children about food	47.3	51.1	32.7	47.2	48.5	32.4	40.6	47.8	34.0	48.1
Sense of responsibility	38.8	38.9	38.2	36.5	44.3	35.1	39.1	29.0	28.3	42.3
Socialising or family time	34.2	35.3	29.1	29.2	42.3	27.0	23.4	37.7	20.8	30.8
Getting dirty	30.6	31.2	30.9	31.5	30.9	29.7	25.0	29.0	24.5	30.8
Cultural reasons	9.6	8.6	12.7	3.9	19.6	18.9	6.3	7.2	3.8	11.5
Nothing about growing produce is attractive to me	2.1	0.9	3.6	1.7	2.1	2.7	1.6	1.4	1.9	1.9

Table 8. Percentage of 'Strongly agree' responses to a list of belief statements

Beliefs	All Respondents	Gender		Country of Birth		Age				
		Female	Male	Australia	Overseas	19-29 years	30-39 years	40-49 years	50-59 years	60+ years
It is important that I have access to culturally appropriate foods	27.6	29.9	21.8	20.2	42.3	18.9	48.4	20.3	28.3	21.2
It is important that I can influence other people in my life to grow food	38.5	40.3	32.7	33.5	48.5	16.2	51.6	39.1	41.5	38.5
It is important I reduce my households carbon emissions	56.5	58.8	49.1	51.7	67.0	45.9	62.5	55.1	56.6	59.6
It is important that I eat locally produced foods	60.4	62.4	54.5	58.4	66.0	45.9	67.2	59.4	60.4	65.4
It is important I know where food comes from, and how it is grown	72.1	74.2	61.8	73.6	69.1	59.5	75.0	73.9	75.5	71.2
It is important that children know where food comes from, and how it is grown	84.8	88.7	72.7	84.8	86.6	81.1	84.4	85.5	86.8	88.5
It is important that my local community takes action on climate change	56.2	59.3	49.1	56.2	59.8	56.8	64.1	52.2	62.3	51.9
It is important that I take action on climate change	49.8	52.0	45.5	48.3	52.6	48.6	54.7	49.3	50.9	48.1

Table 4. What do you like about the idea of growing produce at home?

Response	n	Number (%)
	281	
Being outdoors	218	(77.6%)
Getting dirty	86	(30.6%)
Improving mental health	203	(72.2%)
Improving physical health	175	(62.3%)
Increasing the amount of fruits and vegetables I eat	180	(64.1%)
Socialising or family time	96	(34.2%)
Teaching my children about food	133	(47.3%)
Sense of achievement	221	(78.7%)
Sense of responsibility	109	(38.8%)
Relaxation and mindfulness	181	(64.4%)
Cultural reasons	27	(9.6%)
Safety - knowing where my food comes from	149	(53.0%)
Nothing about growing produce is attractive to me	6	(2.1%)
Other (please specify)	19	(6.8%)

