



Garden Karma

Consumer Survey

April 2021

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ABOUT THE SURVEY

The overall purpose of this survey is to uncover garden owners' (different) garden habits in Scandinavia

4,220

INTERVIEWS*

Carried out as online and mobile surveys.
Data has been collected via YouGov national representative web panels
Interviews were collected in the time between March 26 - April 2, 2021
Target 25 + yrs with garden and at least one neighbor

* Bad respondents have been removed (3-4% which is industry standard)
Data has been weighted on countries and gender, so the same sample composition is achieved in each country for even comparison

Data has been collected based on "natural fall out", meaning the interviews were sampled national representative and the respondents who fell within the criteria for the survey (garden owners with at least one close neighbor) were accepted achieving a national representative sample of the universe.





OPINIONS ABOUT GARDEN LIFE

GARDEN KARMA 2021

8 IN 10 GARDEN OWNERS IN THE NORDICS CONSIDER THEIR NEIGHBORS WHEN THEY ARE GARDENING WITH MACHINES

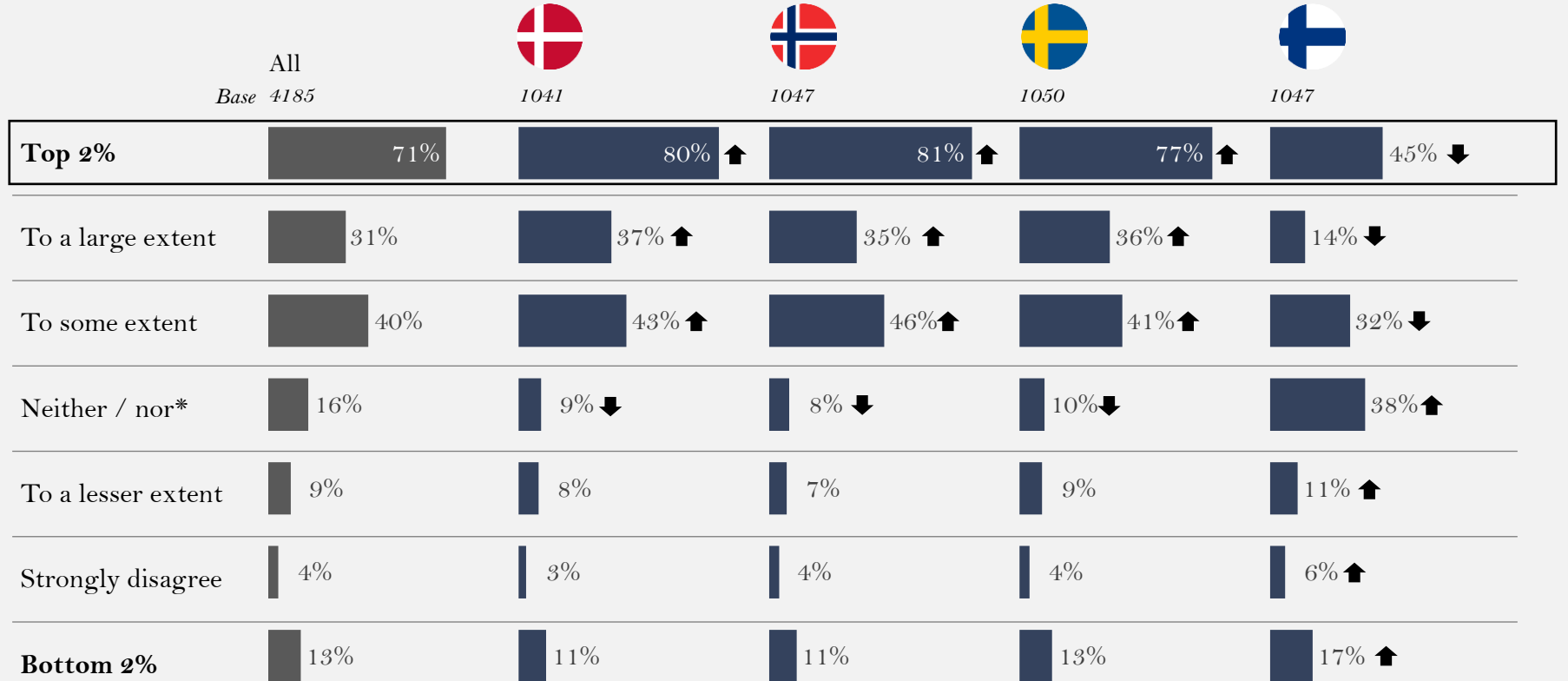
About 1 in 3 agree to a large extent that they consider their neighbors when they are gardening with machines.

Little difference between DK, SE and NO.

Significantly fewer garden owners in Finland (top 2%) agree that they consider their neighbors when gardening with machines. However, this discrepancy is most likely caused by a different scale in Finland*

*The scale in Finland was in the revisited translation changed to “very much”, “a lot” and “to some extent” leaving out a neutral option affecting the results

To what extent do you consider your neighbors when...
You are gardening with machines



Question: To what extent do you consider your neighbors when...
“Don’t know” has been removed to have even comparison

↑↓ Statistical significance compared to all
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS

No significant differences
between demographic groups



To what extent do you consider your neighbors when...
You are gardening with machines



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1041	509	531	272	412	291
Top 2%	80%	77%	83%	80%	78%	82%
To a large extent	37%	34%	40%	32%	38%	39%
To some extent	43%	43%	43%	48%	40%	43%
Neither / nor	9%	12%	6%	8%	8%	11%
To a lesser extent	8%	7%	9%	8%	11%	4%
Strongly disagree	3%	4%	3%	5%	4%	3%
Bottom 2%	11%	11%	12%	12%	14%	7%

Question: To what extent do you consider your neighbors when...
"Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - GEOGRAPHICS

To what extent do you consider your neighbors when...
You are gardening with machines



“Landsdel” according to “Danmarks Statistik”

	Total	København & omegn	Nordsjælland	Østsjælland	Vest- og Sydsjælland	Fyn	Sydjylland	Østjylland	Vestjylland	Nordjylland
<i>Base</i>	1041	83	81	64	116	114	137	173	87	132
Top 2%	81%	80%	82%	86%	81%	75%	83%	78%	74%	83%
To a large extent	38%	39%	39%	37%	42%	34%	35%	35%	29%	37%
To some extent	43%	41%	43%	49%	39%	41%	48%	42%	45%	46%
Neither / nor	8%	7%	8%	7%	12%	15%	7%	9%	13%	5%
To a lesser extent	8%	6%	6%	4%	7%	7%	7%	10%	12%	7%
Strongly disagree	3%	7%	4%	3%	1%	3%	3%	4%	2%	6%
Bottom 2%	11%	13%	10%	7%	8%	10%	10%	14%	14%	12%

Question: To what extent do you consider your neighbors when...
 “Don’t know” has been removed to have even comparison

Landsdel Bornholm is not shown due to low sample size

X% / Y% Statistical significance compared to total
 (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS

No significant differences
between demographic groups



To what extent do you consider your neighbors when...
You are gardening with machines



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1047	514	533	308	430	225
Top 2%	81%	78%	85%	79%	81%	83%
To a large extent	35%	33%	38%	30%	35%	40%
To some extent	46%	45%	47%	49%	46%	43%
Neither / nor	8%	11%	5%	11%	7%	7%
To a lesser extent	7%	7%	7%	7%	8%	7%
Strongly disagree	4%	4%	3%	4%	5%	2%
Bottom 2%	11%	11%	10%	11%	13%	9%

Question: To what extent do you consider your neighbors when...
"Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS

No significant differences
between demographic groups



To what extent do you consider your neighbors when...
You are gardening with machines



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1050	516	535	276	404	307
Top 2%	77%	73%	80%	77%	75%	79%
To a large extent	36%	32%	40%	36%	32%	40%
To some extent	41%	42%	40%	41%	43%	39%
Neither / nor	10%	12%	8%	11%	12%	9%
To a lesser extent	9%	10%	9%	8%	10%	9%
Strongly disagree	4%	5%	3%	4%	3%	4%
Bottom 2%	13%	15%	12%	12%	13%	12%

Question: To what extent do you consider your neighbors when...
"Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS

No significant differences
between demographic groups



To what extent do you consider your neighbors when...
You are gardening with machines



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1047	512	535	287	462	228
Top 2%	45%	40%	50%	46%	47%	44%
To a very large extent	14%	11%	16%	13%	13%	15%
To a large extent	32%	29%	34%	32%	34%	29%
To some extent	38%	42%	33%	41%	35%	43%
To a lesser extent	11%	11%	11%	9%	12%	10%
Strongly disagree	6%	6%	6%	5%	7%	4%
Bottom 2%	17%	17%	16%	13%	19%	14%

Question: To what extent do you consider your neighbors when...
"Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

5 IN 10 GARDEN OWNERS IN THE NORDICS CONSIDER THEIR NEIGHBORS WHEN THEY ARE GARDENING WITHOUT MACHINES

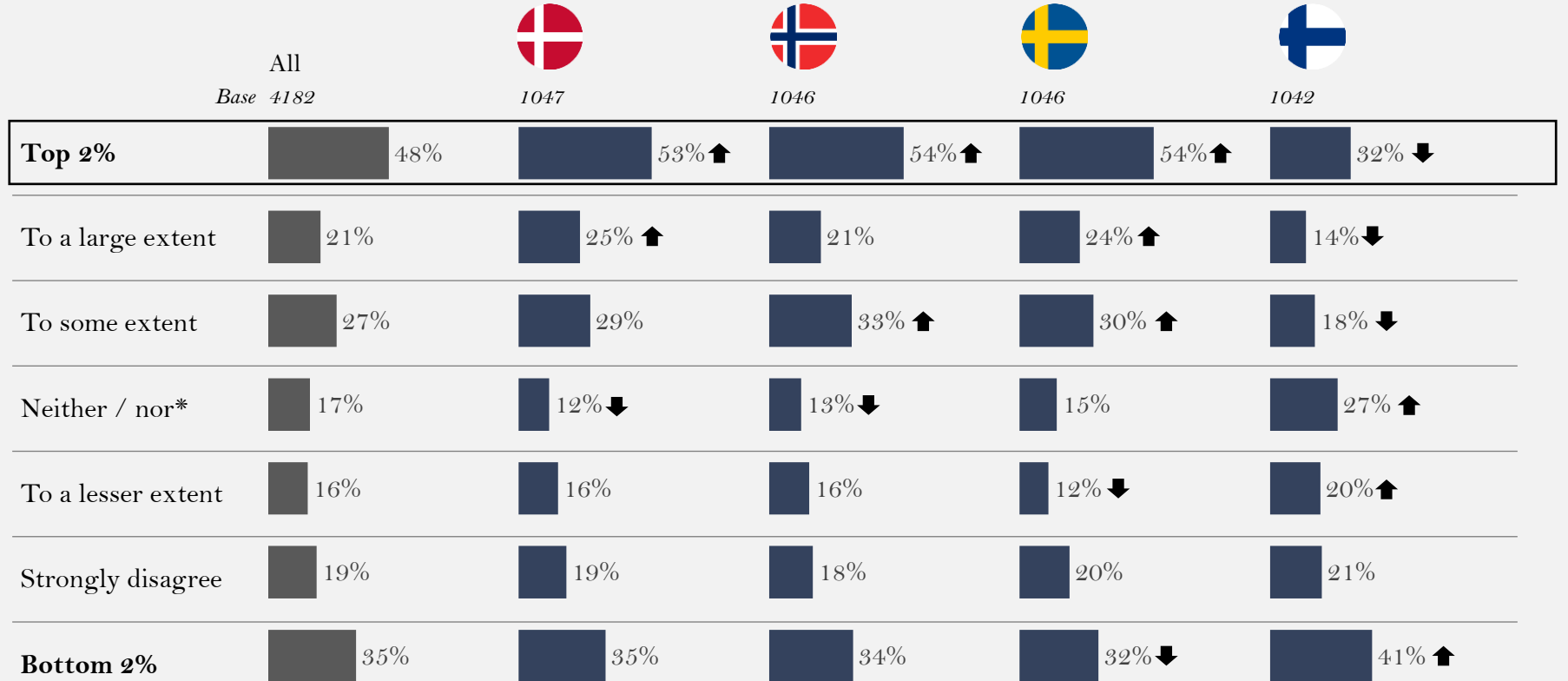
About 1 in 5 agree to a large extent that they consider their neighbors when they are gardening with machines.

Slightly more garden owners in DK and SE consider their neighbors compared to NO

Significantly fewer garden owners in Finland (top 2%) agree that they consider their neighbors when gardening with machines. However, this discrepancy is most likely caused by a different scale in Finland*

*The scale in Finland was in the revisited translation changed to “very much”, “a lot” and “to some extent” leaving out a neutral option affecting the results

To what extent do you consider your neighbors when...
You are gardening without machines



Question: To what extent do you consider your neighbors when...
“Don’t know” has been removed to have even comparison

↑↓ Statistical significance compared to all
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS

No significant differences
between demographic groups



To what extent do you consider your neighbors when...
You are gardening without machines



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1047	512	536	275	416	291
Top 2%	53%	51%	55%	51%	51%	56%
To a large extent	25%	22%	27%	23%	24%	27%
To some extent	29%	29%	28%	28%	27%	29%
Neither / nor	12%	16%	8%	11%	14%	12%
To a lesser extent	16%	14%	17%	18%	17%	13%
Strongly disagree	19%	19%	19%	20%	19%	19%
Bottom 2%	35%	33%	37%	39%	35%	32%

Question: To what extent do you consider your neighbors when...
"Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - GEOGRAPHICS

To what extent do you consider your neighbors when...
You are gardening without machines



“Landsdel” according to “Danmarks Statistik”

	Total	København & omegn	Nordsjælland	Østsjælland	Vest- og Sydsjælland	Fyn	Syddjælland	Østjylland	Vestjylland	Nordjylland
<i>Base</i>	1047	84	82	64	116	115	137	175	87	133
Top 2%	53%	64%	49%	52%	58%	52%	54%	49%	45%	57%
To a large extent	25%	33%	22%	33%	38%	22%	23%	20%	14%	23%
To some extent	29%	31%	27%	19%	20%	31%	31%	30%	31%	34%
Neither / nor	12%	15%	14%	5%	12%	14%	13%	11%	10%	14%
To a lesser extent	16%	10%	16%	15%	15%	20%	13%	19%	19%	13%
Strongly disagree	19%	12%	21%	28%	15%	14%	21%	22%	27%	16%
Bottom 2%	35%	22%	37%	43%	30%	34%	33%	40%	45%	29%

Question: To what extent do you consider your neighbors when...
 “Don’t know” has been removed to have even comparison

Landsdel Bornholm is not shown due to low sample size

X% / Y% Statistical significance compared to total
 (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS

No significant differences
between demographic groups



To what extent do you consider your neighbors when...
You are gardening without machines



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1046	514	532	308	431	224
Top 2%	54%	54%	54%	51%	55%	57%
To a large extent	21%	19%	23%	17%	21%	24%
To some extent	33%	35%	31%	33%	35%	33%
Neither / nor	13%	14%	11%	14%	12%	12%
To a lesser extent	16%	16%	16%	15%	17%	14%
Strongly disagree	18%	17%	18%	21%	15%	18%
Bottom 2%	34%	32%	35%	35%	32%	32%

Question: To what extent do you consider your neighbors when...
"Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS

No significant differences
between demographic groups



To what extent do you consider your neighbors when...
You are gardening without machines



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1046	513	533	273	402	308
Top 2%	54%	52%	56%	50%	55%	55%
To a large extent	24%	21%	27%	21%	25%	28%
To some extent	30%	30%	29%	29%	31%	27%
Neither / nor	15%	15%	14%	18%	13%	16%
To a lesser extent	12%	12%	11%	12%	13%	9%
Strongly disagree	20%	21%	19%	21%	20%	19%
Bottom 2%	32%	33%	30%	32%	32%	29%

Question: To what extent do you consider your neighbors when...
"Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS

No significant differences
between demographic groups



To what extent do you consider your neighbors when...
You are gardening without machines



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1042	509	533	287	460	226
Top 2%	32%	30%	35%	31%	34%	32%
To a very large extent	14%	12%	16%	14%	15%	13%
To a large extent	18%	17%	18%	17%	19%	19%
To some extent	27%	29%	25%	35%	24%	23%
To a lesser extent	20%	23%	17%	16%	21%	25%
Strongly disagree	21%	19%	23%	18%	21%	20%
Bottom 2%	41%	42%	40%	34%	42%	46%

Question: To what extent do you consider your neighbors when...
"Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

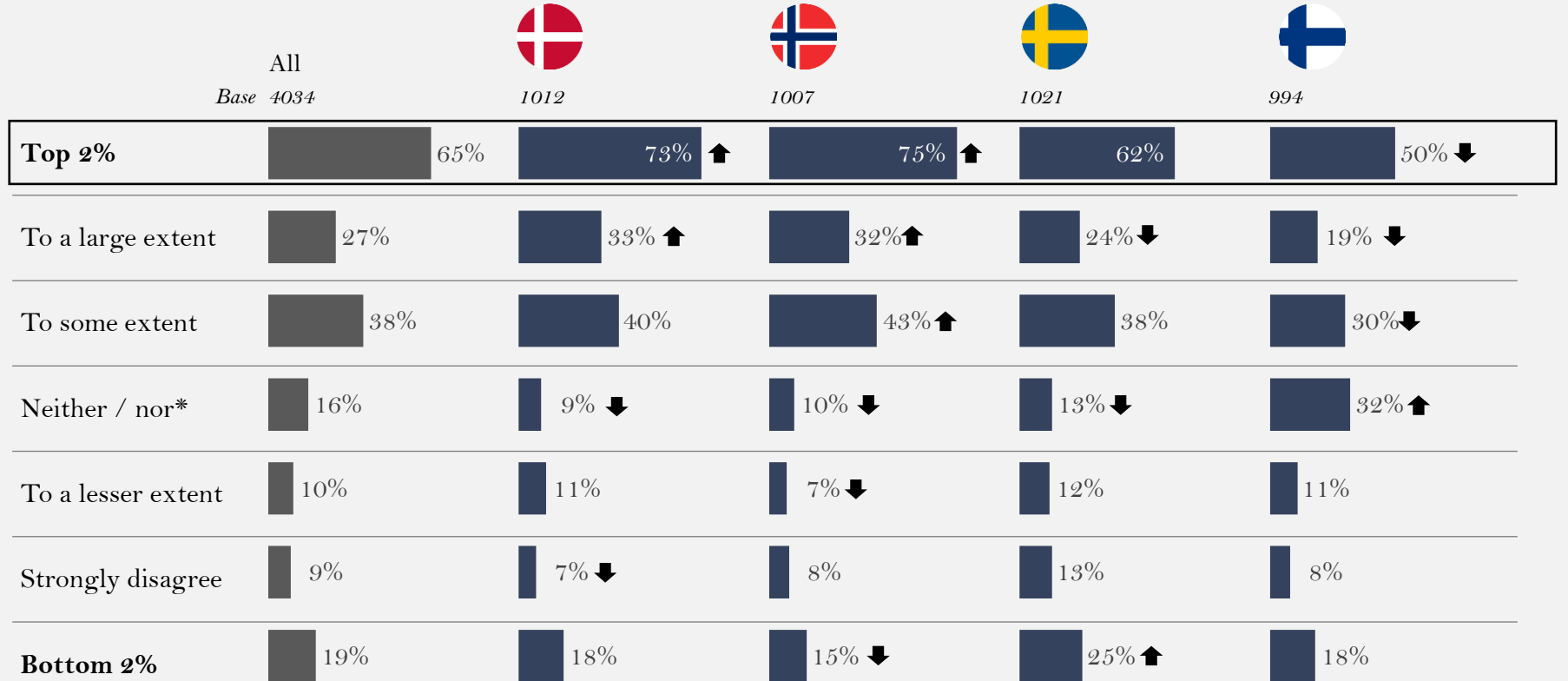
3 IN 5 GARDEN OWNERS IN THE NORDICS CONSIDER THEIR NEIGHBORS WHEN THEY HAVE LARGER GARDEN DINNER PARTIES OUTSIDE IN THE EVENINGS

Significantly more garden owners in DK and NO consider their neighbors compared to SE when they have larger dinner parties outside in the evenings.

Significantly fewer garden owners in Finland (top 2%) agree that they consider their neighbors when having dinner parties. However, this discrepancy is most likely caused by a different scale in Finland*

*The scale in Finland was in the revisited translation changed to “very much”, “a lot” and “to some extent” leaving out a neutral option affecting the results

To what extent do you consider your neighbors when...
You have larger garden dinner parties outside in the evenings



Question: To what extent do you consider your neighbors when...
“Don’t know” has been removed to have even comparison

↑↓ Statistical significance compared to all
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS

Significantly more women than men consider their neighbors when they have larger garden dinner parties outside in the evening.



To what extent do you consider your neighbors when...
You have larger garden dinner parties outside in the evenings



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1012	495	516	265	404	280
Top 2%	73%	66%	80%	72%	71%	74%
To a large extent	33%	29%	37%	33%	33%	35%
To some extent	40%	37%	42%	39%	37%	39%
Neither / nor	9%	13%	6%	9%	11%	7%
To a lesser extent	11%	13%	10%	13%	11%	11%
Strongly disagree	7%	8%	5%	6%	7%	8%
Bottom 2%	18%	21%	15%	19%	18%	19%

Question: To what extent do you consider your neighbors when...
 "Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
 (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - GEOGRAPHICS

To what extent do you consider your neighbors when...

You have larger garden dinner parties outside in the evenings



“Landsdel” according to “Danmarks Statistik”

	Total	København & omegn	Nordsjælland	Østsjælland	Vest- og Sydsjælland	Fyn	Sydjylland	Østjylland	Vestjylland	Nordjylland
<i>Base</i>	1012	80	76	61	113	113	133	168	84	129
Top 2%	73%	69%	74%	82%	73%	73%	70%	72%	72%	71%
To a large extent	33%	36%	31%	39%	36%	33%	30%	34%	36%	24%
To some extent	40%	33%	43%	43%	37%	40%	40%	38%	35%	46%
Neither / nor	9%	9%	10%	6%	6%	10%	11%	10%	9%	10%
To a lesser extent	11%	15%	13%	8%	16%	13%	10%	12%	8%	10%
Strongly disagree	7%	7%	3%	4%	5%	4%	10%	6%	12%	10%
Bottom 2%	18%	22%	16%	12%	21%	17%	19%	18%	20%	20%

Question: To what extent do you consider your neighbors when...
“Don't know” has been removed to have even comparison

Landsdel Bornholm is not shown due to low sample size

X% / Y% Statistical significance compared to total
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS

No significant differences
between demographic groups



To what extent do you consider your neighbors when...
You have larger garden dinner parties outside in the evenings



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1007	490	517	300	417	208
Top 2%	75%	71%	79%	77%	75%	73%
To a large extent	32%	28%	35%	27%	32%	38%
To some extent	43%	43%	44%	50%	43%	35%
Neither / nor	10%	14%	7%	9%	12%	9%
To a lesser extent	7%	8%	7%	8%	7%	7%
Strongly disagree	8%	8%	7%	6%	6%	11%
Bottom 2%	15%	16%	14%	14%	14%	18%

Question: To what extent do you consider your neighbors when...
"Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS

Significantly more women than men consider their neighbors when they have larger garden dinner parties outside in the evening.



To what extent do you consider your neighbors when...
You have larger garden dinner parties outside in the evenings



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1021	500	521	269	393	296
Top 2%	62%	54%	70%	65%	63%	58%
To a large extent	24%	19%	29%	23%	21%	29%
To some extent	38%	35%	41%	43%	42%	30%
Neither / nor	13%	16%	10%	17%	11%	11%
To a lesser extent	12%	15%	10%	9%	13%	14%
Strongly disagree	13%	16%	10%	9%	12%	16%
Bottom 2%	25%	30%	20%	18%	25%	30%

Question: To what extent do you consider your neighbors when...
 "Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
 (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS

Significantly more women than men consider their neighbors when they have larger garden dinner parties outside in the evening.



To what extent do you consider your neighbors when...
You have larger garden dinner parties outside in the evenings



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	994	476	518	271	440	217
Top 2%	50%	43%	56%	46%	50%	53%
To a very large extent	19%	15%	23%	17%	18%	24%
To a large extent	30%	28%	33%	29%	32%	29%
To some extent	32%	37%	28%	37%	31%	26%
To a lesser extent	11%	11%	10%	12%	10%	11%
Strongly disagree	8%	9%	7%	5%	9%	9%
Bottom 2%	18%	20%	17%	17%	19%	20%

Question: To what extent do you consider your neighbors when...
 "Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
 (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

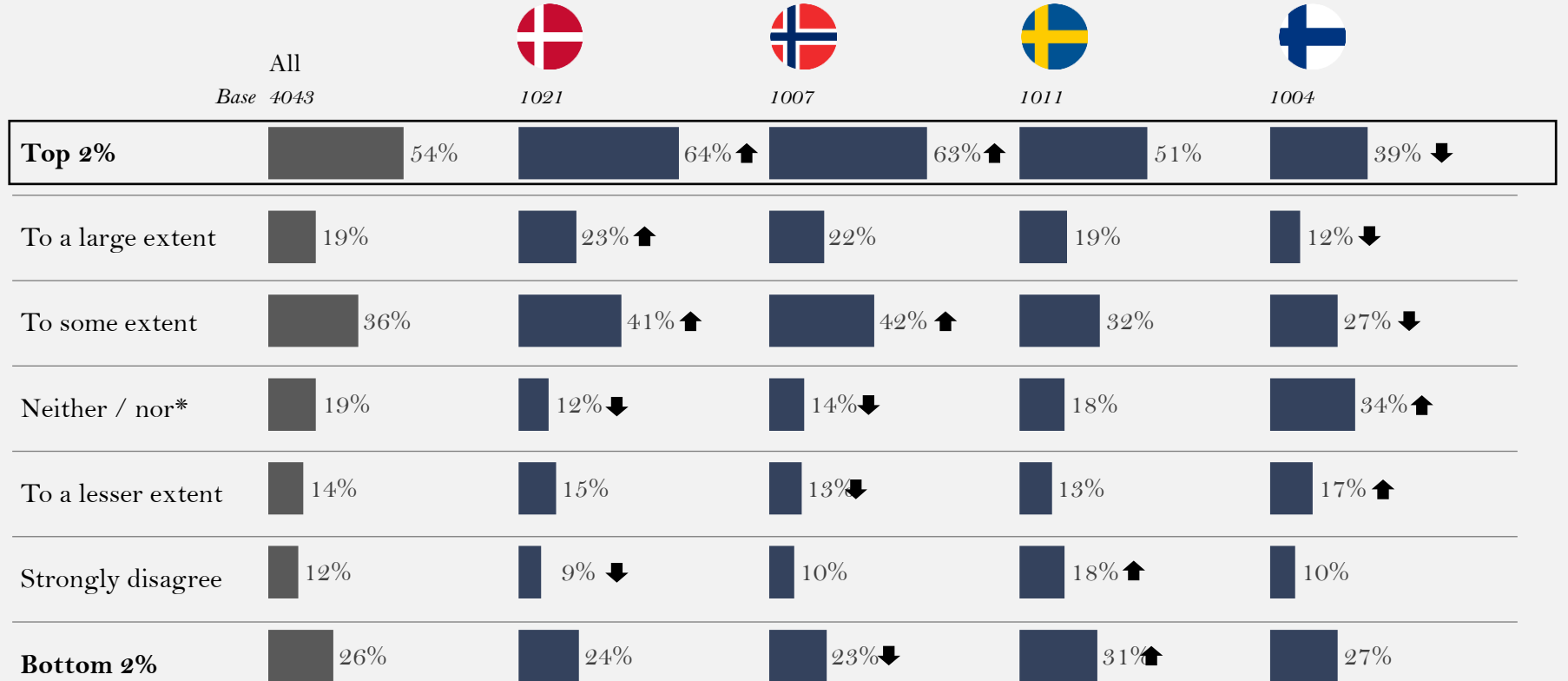
5 IN 10 GARDEN OWNERS IN THE NORDICS CONSIDER THEIR NEIGHBORS WHEN THEY HAVE GARDEN DINNER PARTIES OUTSIDE FOR LUNCH

Significantly more garden owners in DK and NO consider their neighbors compared to SE when they have larger dinner parties outside for lunch.

Significantly fewer garden owners in Finland (top 2%) agree that they consider their neighbors when having dinner parties for lunch. However, this discrepancy is most likely caused by a different scale in Finland*

*The scale in Finland was in the revisited translation changed to “very much”, “a lot” and “to some extent” leaving out a neutral option affecting the results

To what extent do you consider your neighbors when...
You have larger garden dinner parties outside for lunch



Question: To what extent do you consider your neighbors when...
“Don’t know” has been removed to have even comparison

↑ ↓ Statistical significance compared to all
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS

Significantly more 55 yrs + garden owners consider to a large extent their neighbors when they have larger garden dinner parties outside for lunch



To what extent do you consider your neighbors when...
You have larger garden dinner parties outside for lunch



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1021	497	525	267	409	283
Top 2%	64%	61%	67%	61%	61%	68%
To a large extent	23%	21%	24%	20%	20%	29%
To some extent	41%	39%	42%	41%	41%	39%
Neither / nor	12%	15%	10%	12%	14%	10%
To a lesser extent	15%	14%	16%	17%	16%	12%
Strongly disagree	9%	10%	8%	10%	9%	11%
Bottom 2%	24%	24%	24%	27%	25%	22%

Question: To what extent do you consider your neighbors when...
 "Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
 (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - GEOGRAPHICS

To what extent do you consider your neighbors when...
You have larger garden dinner parties outside for lunch



“Landsdel” according to “Danmarks Statistik”

	Total	København & omegn	Nordsjælland	Østsjælland	Vest- og Sydsjælland	Fyn	Sydjylland	Østjylland	Vestjylland	Nordjylland
<i>Base</i>	1021	79	78	62	115	113	134	171	83	130
Top 2%	64%	60%	64%	70%	68%	62%	66%	61%	62%	61%
To a large extent	23%	31%	21%	29%	27%	22%	21%	19%	29%	15%
To some extent	41%	29%	43%	41%	41%	41%	45%	43%	33%	47%
Neither / nor	12%	13%	15%	14%	10%	11%	12%	16%	9%	10%
To a lesser extent	15%	14%	12%	8%	15%	22%	13%	15%	18%	12%
Strongly disagree	9%	12%	10%	9%	7%	5%	8%	8%	11%	17%
Bottom 2%	24%	26%	22%	16%	23%	27%	22%	23%	29%	29%

Question: To what extent do you consider your neighbors when...
 “Don’t know” has been removed to have even comparison

Landsdel Bornholm is not shown due to low sample size

X% / Y% Statistical significance compared to total
 (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS

No significant differences
between demographic groups



To what extent do you consider your neighbors when...
You have larger garden dinner parties outside for lunch



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1007	484	523	300	416	209
Top 2%	63%	61%	66%	61%	67%	62%
To a large extent	22%	17%	25%	19%	22%	25%
To some extent	42%	43%	41%	42%	45%	37%
Neither / nor	14%	15%	13%	15%	14%	11%
To a lesser extent	13%	12%	13%	15%	12%	12%
Strongly disagree	10%	12%	8%	9%	8%	15%
Bottom 2%	23%	24%	21%	24%	20%	27%

Question: To what extent do you consider your neighbors when...
"Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS

Significantly more women than men consider their neighbors when they have larger garden dinner parties outside for lunch



To what extent do you consider your neighbors when...
You have larger garden dinner parties outside for lunch



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1011	496	515	269	385	295
Top 2%	51%	45%	57%	53%	51%	50%
To a large extent	19%	17%	21%	19%	18%	22%
To some extent	32%	28%	36%	34%	33%	28%
Neither / nor	18%	20%	16%	20%	18%	18%
To a lesser extent	13%	14%	11%	12%	14%	12%
Strongly disagree	18%	21%	16%	15%	17%	21%
Bottom 2%	31%	35%	27%	27%	31%	33%

Question: To what extent do you consider your neighbors when...
 "Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
 (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS

No significant differences
between demographic groups



To what extent do you consider your neighbors when...
You have larger garden dinner parties outside for lunch



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1004	483	521	274	444	218
Top 2%	39%	36%	42%	33%	41%	40%
To a very large extent	12%	10%	14%	10%	12%	15%
To a large extent	27%	26%	29%	24%	29%	25%
To some extent	34%	33%	34%	41%	32%	32%
To a lesser extent	17%	19%	15%	19%	16%	17%
Strongly disagree	10%	12%	9%	7%	12%	12%
Bottom 2%	27%	31%	24%	26%	28%	28%

Question: To what extent do you consider your neighbors when...
"Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

5 IN 10 GARDEN OWNERS IN THE NORDICS CONSIDER THEIR NEIGHBORS WHEN THEIR KIDS PLAY IN THE GARDEN

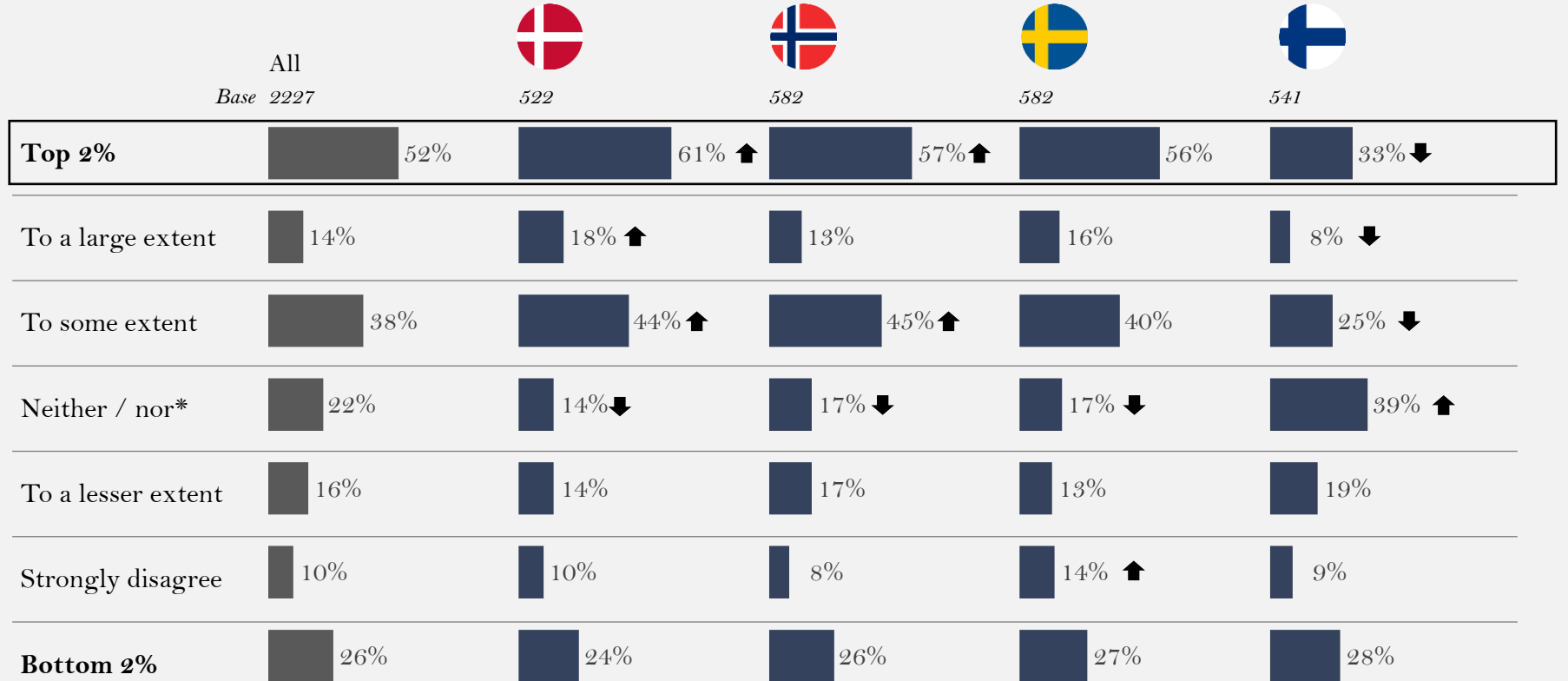
Significantly more garden owners in DK and NO consider their neighbors compared to SE when their kids play in the garden

Significantly fewer garden owners in Finland (top 2%) agree that they consider their neighbors when their kids play in the garden. However, this discrepancy is most likely caused by a different scale in Finland*

*The scale in Finland was in the revisited translation changed to “very much”, “a lot” and “to some extent” leaving out a neutral option affecting the results

To what extent do you consider your neighbors when...

Your children play in the garden (trampoline, play ball or similar) (only people with kids in the home have been asked this question)



Question: To what extent do you consider your neighbors when...
“Don’t know” has been removed to have even comparison

↑↓ Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS

No significant differences
between demographic groups



To what extent do you consider your neighbors when...

Your children play in the garden (trampoline, play ball or similar) *(only people with kids in the home have been asked this question)*



Small sample size

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	522	262	261	173	259	58
Top 2%	61%	58%	65%	64%	62%	61%
To a large extent	18%	16%	19%	17%	15%	28%
To some extent	44%	42%	46%	47%	46%	33%
Neither / nor	14%	16%	13%	10%	15%	18%
To a lesser extent	14%	14%	15%	17%	13%	10%
Strongly disagree	10%	12%	8%	8%	11%	11%
Bottom 2%	24%	26%	23%	26%	24%	21%

Question: To what extent do you consider your neighbors when...
"Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS

No significant differences
between demographic groups



To what extent do you consider your neighbors when...

Your children play in the garden (trampoline, play ball or similar) *(only people with kids in the home have been asked this question)*



Small sample size

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	582	267	315	209	283	50
Top 2%	57%	54%	60%	52%	61%	50%
To a large extent	13%	11%	14%	13%	12%	14%
To some extent	45%	43%	46%	39%	49%	36%
Neither / nor	17%	21%	14%	17%	16%	29%
To a lesser extent	17%	17%	17%	23%	14%	15%
Strongly disagree	8%	8%	9%	8%	10%	5%
Bottom 2%	26%	25%	26%	31%	24%	20%

Question: To what extent do you consider your neighbors when...
"Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS

Significantly more women than men consider their neighbors when their kids play in the garden



To what extent do you consider your neighbors when...

Your children play in the garden (trampoline, play ball or similar) *(only people with kids in the home have been asked this question)*



Small sample size

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	582	286	296	204	265	78
Top 2%	56%	49%	63%	58%	56%	50%
To a large extent	16%	13%	19%	20%	14%	16%
To some extent	40%	36%	44%	38%	42%	34%
Neither / nor	17%	19%	15%	21%	17%	8%
To a lesser extent	13%	14%	13%	11%	15%	18%
Strongly disagree	14%	19%	10%	11%	13%	24%
Bottom 2%	27%	33%	23%	21%	27%	42%

Question: To what extent do you consider your neighbors when...
 "Don't know" has been removed to have even comparison

X% / Y% Statistical significance compared to total
 (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS

No significant differences
between demographic groups



To what extent do you consider your neighbors when...

Your children play in the garden (trampoline, play ball or similar) *(only people with kids in the home have been asked this question)*



Small sample size

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	541	260	281	185	272	46
Top 2%	33%	30%	35%	35%	31%	28%
To a very large extent	8%	5%	11%	8%	7%	5%
To a large extent	25%	25%	25%	27%	24%	23%
To some extent	39%	44%	34%	36%	40%	54%
To a lesser extent	19%	18%	20%	23%	17%	14%
Strongly disagree	9%	8%	11%	6%	12%	5%
Bottom 2%	28%	26%	31%	29%	29%	19%

Question: To what extent do you consider your neighbors when...
"Don't know" has been removed to have even comparison

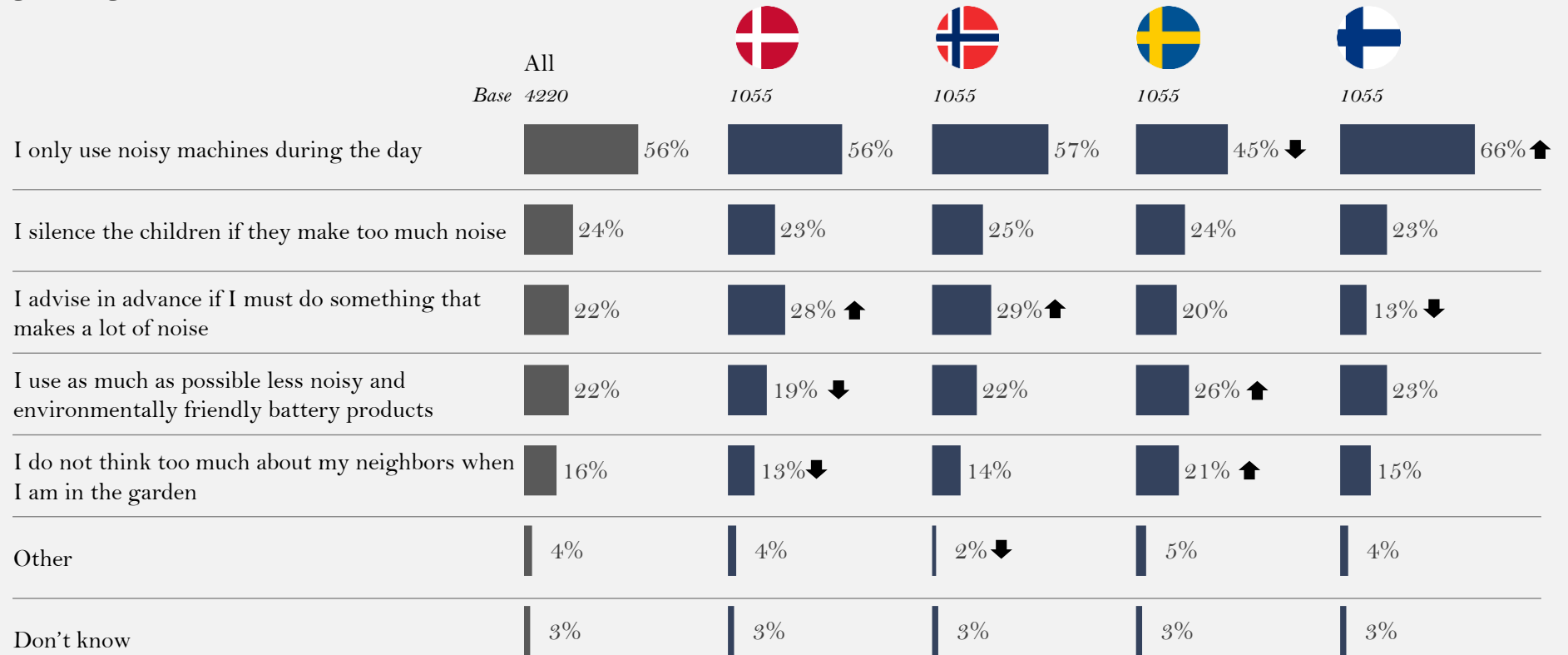
X% / Y% Statistical significance compared to total
(95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

MORE THAN HALF OF ALL GARDEN OWNERS IN THE NORDICS ONLY USE NOISY MACHINES DURING THE DAY IN RESPECT TO THEIR NEIGHBORS

Significantly more garden owners in DK and NO advise their neighbors when they are going to use noisy machines in the garden compared to FI and SE

Which considerations to your neighbors do you pay attention to when gardening?



↑↓ Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS



Significantly more 55 yrs + garden owners only use noisy machines during the day

Significantly more 25-39 yrs silence their kids in respect to their neighbors

Which considerations to your neighbors do you pay attention to when gardening?

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	418	293
I only use noisy machines during the day	56%	58%	55%	55%	53%	64%
I silence the children if they make too much noise	23%	23%	23%	33%	26%	9%
I advise in advance if I must do something that makes a lot of noise	28%	25%	30%	26%	28%	27%
I use as much as possible less noisy and environmentally friendly battery products	19%	20%	17%	16%	19%	22%
I do not think too much about my neighbors when I am in the garden	13%	15%	12%	12%	15%	12%
Other	4%	4%	5%	5%	2%	8%
Don't know	3%	2%	4%	4%	3%	2%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - GEOGRAPHICS

Which considerations to your neighbors do you pay attention to when gardening?



“Landsdel” according to “Danmarks Statistik”

	Total	København & omegn	Nordsjælland	Østsjælland	Vest- og Sydsjælland	Fyn	Syddjylland	Østjylland	Vestjylland	Nordjylland
<i>Base</i>	1055	84	82	64	116	116	138	177	89	134
I only use noisy machines during the day	56%	53%	58%	53%	59%	61%	48%	63%	56%	57%
I silence the children if they make too much noise	23%	20%	20%	30%	17%	26%	18%	32%	17%	18%
I advise in advance if I must do something that makes a lot of noise	28%	36%	22%	36%	31%	29%	27%	23%	29%	21%
I use as much as possible less noisy and environmentally friendly battery products	19%	24%	14%	19%	20%	19%	27%	14%	16%	14%
I do not think too much about my neighbors when I am in the garden	13%	12%	17%	8%	16%	10%	12%	10%	18%	19%
Other	4%	9%	0%	1%	5%	4%	9%	5%	4%	1%
Don't know	3%	5%	1%	3%	3%	4%	2%	3%	5%	2%

Landsdel Bornholm is not shown due to low sample size

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS

Significantly more 25-39 yrs silence their kids in respect to their neighbors

Which considerations to your neighbors do you pay attention to when gardening?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	311	435	225
I only use noisy machines during the day	57%	55%	58%	55%	56%	61%
I silence the children if they make too much noise	25%	22%	28%	33%	29%	7%
I advise in advance if I must do something that makes a lot of noise	29%	28%	30%	34%	28%	23%
I use as much as possible less noisy and environmentally friendly battery products	22%	26%	17%	18%	23%	24%
I do not think too much about my neighbors when I am in the garden	14%	14%	14%	14%	15%	15%
Other	2%	3%	2%	1%	2%	3%
Don't know	3%	2%	3%	3%	2%	2%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS

Significantly more 25-39 yrs silence their kids in respect to their neighbors

Which considerations to your neighbors do you pay attention to when gardening?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	404	308
I only use noisy machines during the day	45%	44%	46%	47%	45%	44%
I silence the children if they make too much noise	24%	20%	28%	36%	27%	12%
I advise in advance if I must do something that makes a lot of noise	20%	20%	21%	23%	18%	22%
I use as much as possible less noisy and environmentally friendly battery products	26%	28%	23%	24%	21%	32%
I do not think too much about my neighbors when I am in the garden	21%	24%	19%	20%	23%	21%
Other	5%	5%	4%	2%	4%	7%
Don't know	3%	3%	3%	2%	3%	2%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS

Significantly more 25-39 yrs silence their kids in respect to their neighbors

Which considerations to your neighbors do you pay attention to when gardening?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	291	467	228
I only use noisy machines during the day	66%	63%	69%	67%	66%	69%
I silence the children if they make too much noise	23%	19%	27%	33%	26%	6%
I advise in advance if I must do something that makes a lot of noise	13%	11%	15%	13%	11%	15%
I use as much as possible less noisy and environmentally friendly battery products	23%	23%	24%	25%	23%	20%
I do not think too much about my neighbors when I am in the garden	15%	18%	12%	13%	16%	14%
Other	4%	4%	5%	4%	3%	7%
Don't know	3%	3%	2%	3%	3%	3%



X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF



OPINIONS ABOUT THE NEIGHBORS

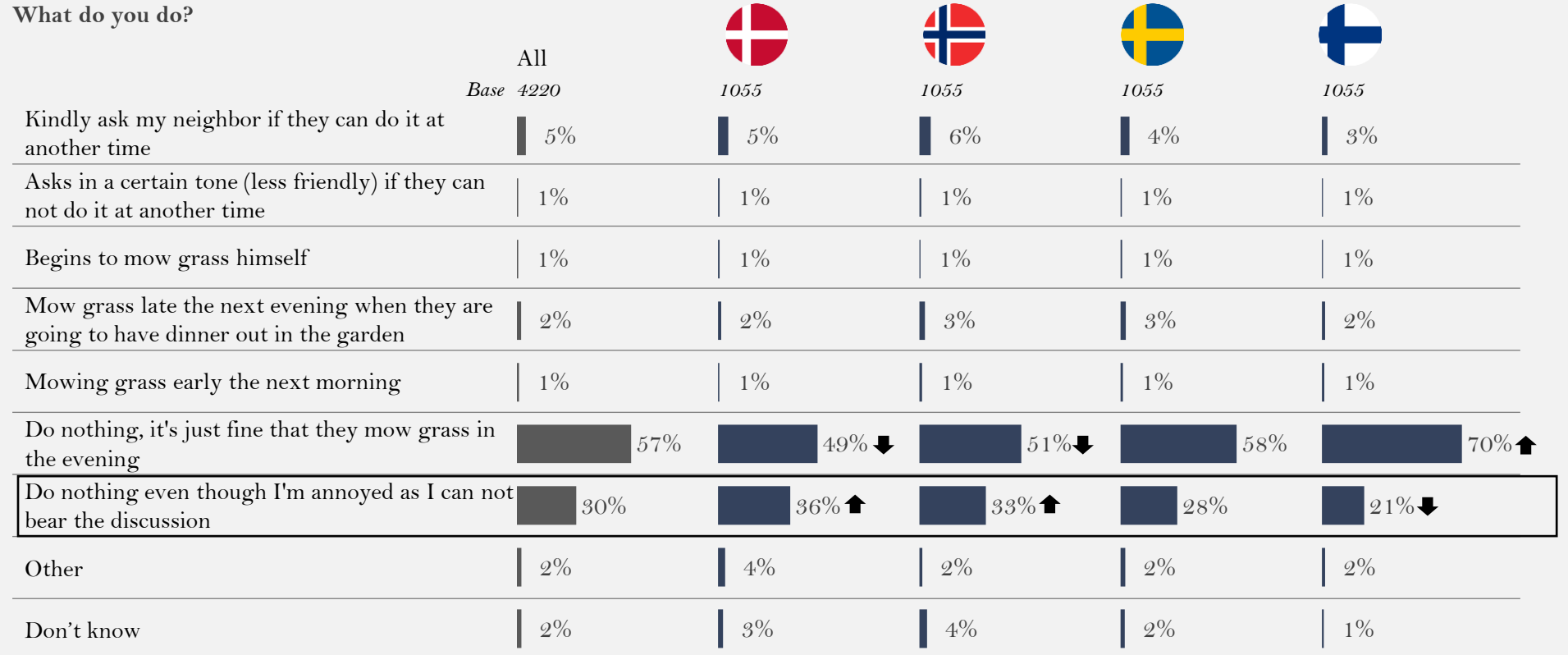
GARDEN KARMA 2021

ABOUT 1 IN 3 GARDEN OWNERS DON'T DO ANYTHING ABOUT DISTURBING LATE-NIGHT NOTICE FROM THE NEIGHBOR EVEN THOUGH THEY ARE ANNOYED

Significantly more garden owners in DK and NO don't do anything even though they are annoyed.

On a sunny evening you sit in your garden and are about to enjoy dinner. Your neighbor suddenly starts the gasoline-powered lawn mower.

What do you do?



↑↓ Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS

Significantly more 40-54 yrs think it's fine and don't do nothing when the neighbor do late-night unadvised gardening.



On a sunny evening you sit in your garden and are about to enjoy dinner. Your neighbor suddenly starts the gasoline-powered lawn mower.

What do you do?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	418	293
Kindly ask my neighbor if they can do it at another time	5%	6%	4%	7%	5%	4%
Asks in a certain tone (less friendly) if they can not do it at another time	1%	1%	1%	1%	1%	1%
Begins to mow grass himself	1%	1%	1%	1%	1%	1%
Mow grass late the next evening when they are going to have dinner out in the garden	2%	3%	1%	1%	2%	3%
Mowing grass early the next morning	1%	1%	0%	1%	1%	0%
Do nothing, it's just fine that they mow grass in the evening	49%	49%	50%	48%	55%	44%
Do nothing even though I'm annoyed as I can not bear the discussion	36%	33%	39%	35%	31%	41%
Other	4%	4%	3%	3%	3%	6%
Don't know	3%	3%	2%	4%	3%	1%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - GEOGRAPHICS

On a sunny evening you sit in your garden and are about to enjoy dinner. Your neighbor suddenly starts the gasoline-powered lawn mower.

What do you do?



“Landsdel” according to “Danmarks Statistik”

	Total	København & omegn	Nordsjælland	Østsjælland	Vest- og Sydsjælland	Fyn	Sydjylland	Østjylland	Vestjylland	Nordjylland
<i>Base</i>	1055	84	82	64	116	116	138	177	89	134
Kindly ask my neighbor if they can do it at another time	5%	8%	8%	7%	3%	4%	3%	6%	2%	5%
Asks in a certain tone (less friendly) if they can not do it at another time	1%	3%	0%	3%	1%	0%	2%	0%	1%	0%
Begins to mow grass himself	1%	0%	0%	0%	0%	3%	2%	0%	0%	1%
Mow grass late the next evening when they are going to have dinner out in the garden	2%	2%	2%	2%	1%	0%	2%	2%	4%	2%
Mowing grass early the next morning	1%	0%	0%	0%	0%	1%	0%	2%	1%	0%
Do nothing, it's just fine that they mow grass in the evening	49%	51%	48%	47%	49%	43%	47%	55%	55%	52%
Do nothing even though I'm annoyed as I can not bear the discussion	36%	28%	35%	31%	37%	45%	37%	34%	25%	40%
Other	4%	4%	6%	5%	6%	3%	5%	1%	8%	1%
Don't know	3%	6%	2%	5%	3%	2%	3%	1%	3%	1%

Landsdel Bornholm is not shown due to low sample size

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS

Significantly more men would kindly ask the neighbor if they can do the gardening another time



On a sunny evening you sit in your garden and are about to enjoy dinner. Your neighbor suddenly starts the gasoline-powered lawn mower.

What do you do?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	311	435	225
Kindly ask my neighbor if they can do it at another time	6%	9%	2%	3%	7%	8%
Asks in a certain tone (less friendly) if they can not do it at another time	1%	1%	1%	1%	0%	1%
Begins to mow grass himself	1%	0%	1%	0%	1%	0%
Mow grass late the next evening when they are going to have dinner out in the garden	3%	3%	2%	3%	3%	3%
Mowing grass early the next morning	1%	2%	1%	1%	1%	2%
Do nothing, it's just fine that they mow grass in the evening	51%	49%	52%	54%	48%	51%
Do nothing even though I'm annoyed as I can not bear the discussion	33%	30%	36%	34%	34%	31%
Other	2%	2%	2%	1%	2%	1%
Don't know	4%	4%	3%	3%	5%	3%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS

Significantly less men would do nothing even though they are annoyed as I can not bear the discussion when the neighbor do late-night unadvised gardening.



On a sunny evening you sit in your garden and are about to enjoy dinner. Your neighbor suddenly starts the gasoline-powered lawn mower.

What do you do?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	404	308
Kindly ask my neighbor if they can do it at another time	4%	7%	3%	5%	5%	4%
Asks in a certain tone (less friendly) if they can not do it at another time	1%	1%	0%	1%	1%	1%
Begins to mow grass himself	1%	1%	1%	2%	1%	0%
Mow grass late the next evening when they are going to have dinner out in the garden	3%	2%	3%	3%	3%	1%
Mowing grass early the next morning	1%	1%	1%	2%	1%	0%
Do nothing, it's just fine that they mow grass in the evening	58%	60%	56%	53%	56%	62%
Do nothing even though I'm annoyed as I can not bear the discussion	28%	23%	33%	34%	27%	28%
Other	2%	3%	2%	0%	3%	3%
Don't know	2%	2%	2%	1%	3%	2%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS

Significantly more men and 55 yrs + would do nothing as it is fine when the neighbor do late-night unadvised gardening.



On a sunny evening you sit in your garden and are about to enjoy dinner. Your neighbor suddenly starts the gasoline-powered lawn mower.

What do you do?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	291	467	228
Kindly ask my neighbor if they can do it at another time	3%	3%	3%	4%	3%	2%
Asks in a certain tone (less friendly) if they can not do it at another time	1%	1%	1%	1%	1%	0%
Begins to mow grass himself	1%	0%	1%	1%	1%	0%
Mow grass late the next evening when they are going to have dinner out in the garden	2%	2%	2%	3%	2%	1%
Mowing grass early the next morning	1%	2%	1%	2%	1%	0%
Do nothing, it's just fine that they mow grass in the evening	70%	75%	65%	61%	70%	77%
Do nothing even though I'm annoyed as I can not bear the discussion	21%	15%	27%	26%	20%	18%
Other	2%	2%	2%	2%	1%	2%
Don't know	1%	2%	0%	1%	1%	1%

X% / Y% Statistical significance compared to total (95% confidence interval)

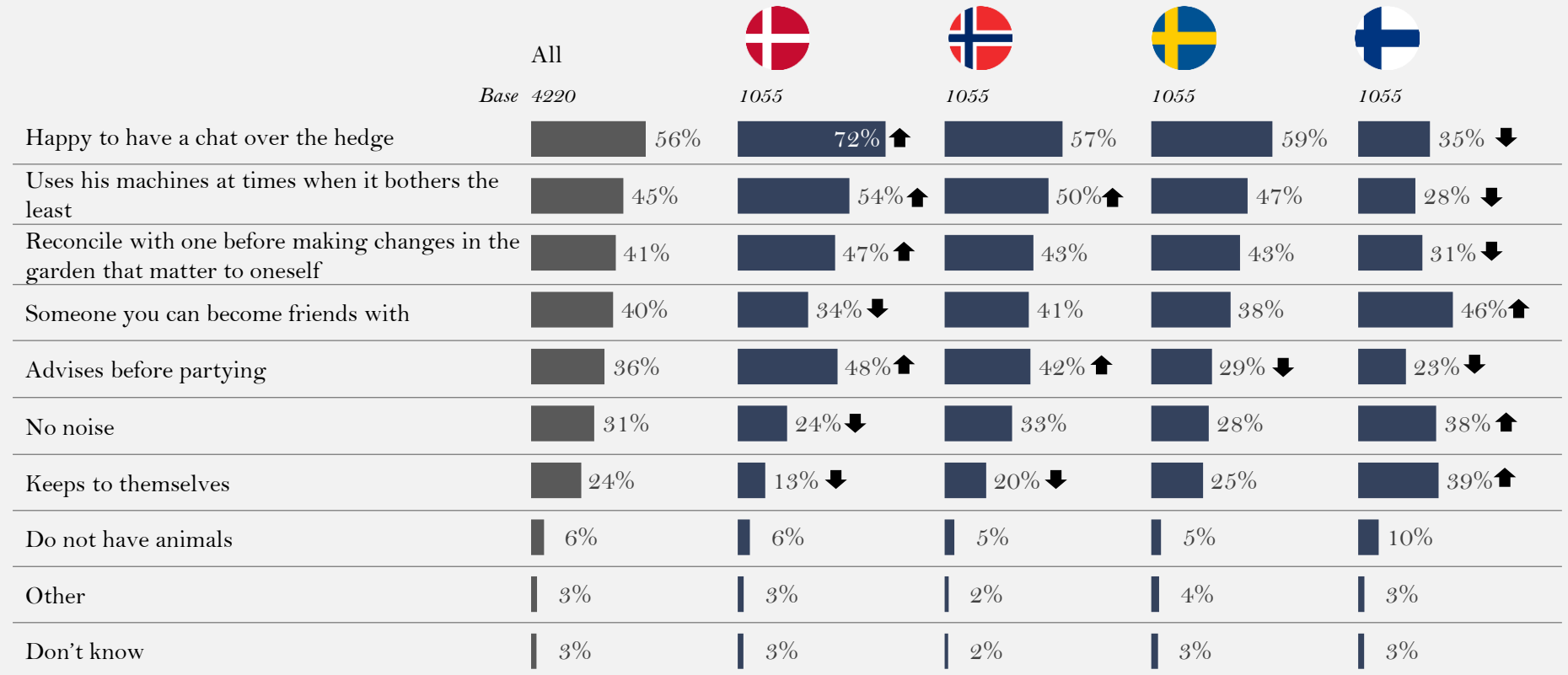
Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

A GOOD NEIGHBOR IN DK, NO AND SE IS A NEIGHBOR WHO IS HAPPY TO HAVE A CHAT OVER THE HEDGE – IN FI IT'S SOMEONE YOU CAN BECOME FRIENDS WITH

Significantly more people in Denmark (3 in 4) think a good neighbor is one who you can have a chat with over the hedge.

Significantly more people in Finland think a good neighbor is someone you can be friends with

What is a good neighbor to you?



↑↓ Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS



Significantly less 25-39 yrs think a good neighbor is someone you can have a chat with over the hedge

What is a good neighbor to you?

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	418	293
Happy to have a chat over the hedge	72%	69%	74%	65%	76%	71%
Uses his machines at times when it bothers the least	54%	53%	55%	54%	53%	57%
Reconcile with one before making changes in the garden that matter to oneself	47%	44%	51%	46%	49%	46%
Someone you can become friends with	34%	34%	34%	40%	35%	27%
Advises before partying	48%	44%	52%	45%	50%	48%
No noise	24%	23%	25%	25%	25%	23%
Keeps to themselves	13%	14%	13%	15%	10%	17%
Do not have animals	6%	6%	5%	3%	7%	7%
Other	3%	2%	4%	2%	3%	4%
Don't know	3%	4%	1%	5%	1%	2%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - GEOGRAPHICS



What is a good neighbor to you?

“Landsdel” according to “Danmarks Statistik”

	Total	København & omegn	Nordsjælland	Østsjælland	Vest- og Sydsjælland	Fyn	Sydjylland	Østjylland	Vestjylland	Nordjylland
<i>Base</i>	1055	84	82	64	116	116	138	177	89	134
Happy to have a chat over the hedge	72%	71%	90%	72%	77%	70%	73%	60%	73%	65%
Uses his machines at times when it bothers the least	54%	54%	60%	59%	62%	49%	49%	47%	53%	54%
Reconcile with one before making changes in the garden that matter to oneself	47%	54%	57%	53%	53%	46%	51%	34%	38%	47%
Someone you can become friends with	34%	25%	41%	28%	30%	38%	39%	31%	42%	27%
Advises before partying	48%	46%	61%	47%	51%	43%	43%	48%	42%	57%
No noise	24%	26%	29%	23%	25%	20%	28%	22%	21%	18%
Keeps to themselves	13%	15%	9%	19%	9%	13%	11%	17%	12%	13%
Do not have animals	6%	4%	7%	7%	7%	6%	2%	5%	8%	6%
Other	3%	4%	4%	1%	3%	4%	3%	1%	3%	6%
Don't know	3%	2%	0%	1%	3%	4%	1%	9%	3%	5%

Landsdel Bornholm is not shown due to low sample size

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS



No significant differences between demographic groups

What is a good neighbor to you?

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	311	435	225
Happy to have a chat over the hedge	57%	56%	58%	53%	57%	62%
Uses his machines at times when it bothers the least	50%	49%	52%	49%	51%	49%
Reconcile with one before making changes in the garden that matter to oneself	43%	43%	43%	41%	46%	39%
Someone you can become friends with	41%	41%	41%	42%	39%	38%
Advises before partying	42%	39%	44%	44%	41%	39%
No noise	33%	35%	30%	31%	32%	37%
Keeps to themselves	20%	21%	19%	23%	21%	16%
Do not have animals	5%	6%	4%	5%	5%	5%
Other	2%	2%	2%	2%	2%	2%
Don't know	2%	2%	2%	1%	2%	1%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS



No significant differences between demographic groups

What is a good neighbor to you?

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	404	308
Happy to have a chat over the hedge	59%	63%	55%	56%	54%	64%
Uses his machines at times when it bothers the least	47%	46%	47%	49%	45%	45%
Reconcile with one before making changes in the garden that matter to oneself	43%	42%	44%	44%	43%	39%
Someone you can become friends with	38%	40%	37%	40%	36%	39%
Advises before partying	29%	28%	31%	33%	28%	27%
No noise	28%	25%	31%	28%	30%	27%
Keeps to themselves	25%	28%	22%	26%	27%	23%
Do not have animals	5%	5%	5%	5%	4%	5%
Other	4%	4%	4%	2%	4%	5%
Don't know	3%	3%	3%	4%	3%	2%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS



Significantly less 25-39 yrs think a good neighbor is someone you can have a chat with over the hedge compared to 55 yrs

What is a good neighbor to you?

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	291	467	228
Happy to have a chat over the hedge	35%	32%	38%	28%	33%	45%
Uses his machines at times when it bothers the least	28%	26%	29%	30%	26%	30%
Reconcile with one before making changes in the garden that matter to oneself	31%	28%	35%	33%	31%	29%
Someone you can become friends with	46%	46%	46%	40%	44%	55%
Advises before partying	23%	19%	27%	28%	21%	23%
No noise	38%	39%	37%	38%	37%	37%
Keeps to themselves	39%	39%	38%	41%	41%	31%
Do not have animals	10%	11%	9%	9%	10%	12%
Other	3%	2%	4%	4%	2%	5%
Don't know	3%	4%	2%	4%	3%	3%

X% / Y% Statistical significance compared to total (95% confidence interval)

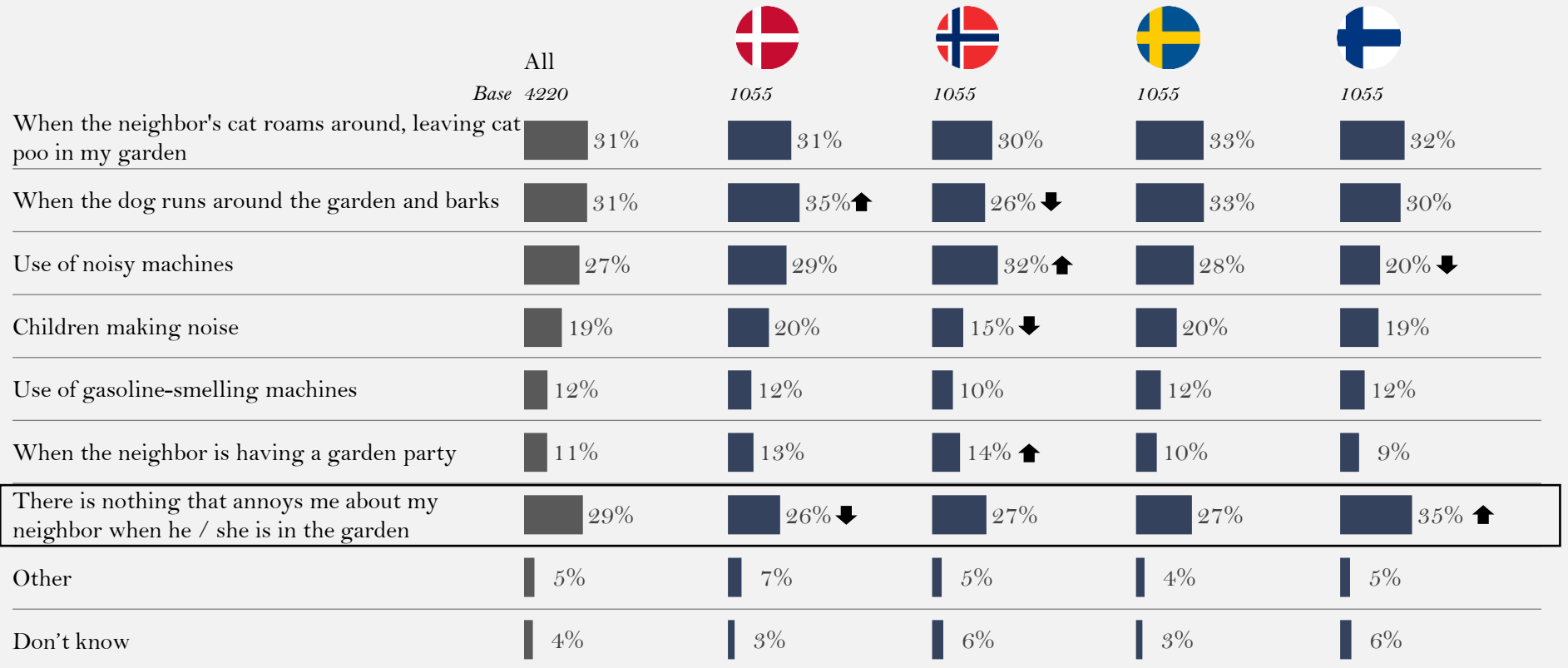
Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

THE NEIGHBORS' PETS ARE THE MOST ANNOYING FOLLOWED BY NOISY MACHINES

Significantly more people in Finland (1 in 3) are not annoyed by anything their neighbors do.

Danish garden owners are most annoyed by their neighbors – especially barking dogs.

What annoys you when your neighbor is in the garden?



↑↓ Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS



No significant differences between demographic groups

What annoys you when your neighbor is in the garden?

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	418	293
When the neighbor's cat roams around, leaving cat poo in my garden	31%	30%	32%	33%	30%	31%
When the dog runs around the garden and barks	35%	35%	35%	37%	34%	33%
Use of noisy machines	29%	27%	31%	29%	28%	29%
Children making noise	20%	20%	21%	23%	19%	20%
Use of gasoline-smelling machines	12%	10%	14%	13%	11%	12%
When the neighbor is having a garden party	13%	13%	12%	16%	11%	13%
There is nothing that annoys me about my neighbor when he / she is in the garden	26%	28%	23%	22%	25%	30%
Other	7%	6%	7%	7%	7%	6%
Don't know	3%	3%	3%	5%	4%	1%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - GEOGRAPHICS

What annoys you when your neighbor is in the garden?



“Landsdel” according to “Danmarks Statistik”

	Total	København & omegn	Nordsjælland	Østsjælland	Vest- og Sydsjælland	Fyn	Sydjylland	Østjylland	Vestjylland	Nordjylland
<i>Base</i>	1055	84	82	64	116	116	138	177	89	134
When the neighbor's cat roams around, leaving cat poo in my garden	31%	32%	24%	27%	30%	32%	39%	28%	37%	27%
When the dog runs around the garden and barks	35%	21%	45%	40%	40%	38%	35%	33%	26%	37%
Use of noisy machines	29%	29%	30%	23%	27%	36%	28%	31%	23%	28%
Children making noise	20%	19%	25%	22%	21%	24%	13%	20%	17%	15%
Use of gasoline-smelling machines	12%	14%	9%	19%	5%	15%	11%	12%	8%	8%
When the neighbor is having a garden party	13%	12%	13%	13%	8%	13%	13%	13%	15%	11%
There is nothing that annoys me about my neighbor when he / she is in the garden	26%	28%	25%	24%	26%	22%	23%	27%	31%	31%
Other	7%	15%	6%	4%	8%	5%	8%	5%	5%	7%
Don't know	3%	7%	1%	1%	1%	4%	3%	3%	3%	5%

Landsdel Bornholm is not shown due to low sample size

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS

No significant differences between demographic groups

What annoys you when your neighbor is in the garden?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	311	435	225
When the neighbor's cat roams around, leaving cat poo in my garden	30%	27%	32%	33%	30%	24%
When the dog runs around the garden and barks	26%	27%	26%	30%	23%	25%
Use of noisy machines	32%	31%	34%	31%	36%	28%
Children making noise	15%	14%	17%	17%	16%	14%
Use of gasoline-smelling machines	10%	9%	12%	9%	12%	7%
When the neighbor is having a garden party	14%	13%	15%	16%	14%	9%
There is nothing that annoys me about my neighbor when he / she is in the garden	27%	29%	24%	27%	23%	28%
Other	5%	4%	5%	3%	5%	6%
Don't know	6%	6%	5%	4%	7%	6%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS

Significantly more 25-38 yrs are annoyed by the neighbor's noisy machines.

What annoys you when your neighbor is in the garden?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	404	308
When the neighbor's cat roams around, leaving cat poo in my garden	33%	30%	36%	37%	31%	30%
When the dog runs around the garden and barks	33%	33%	34%	32%	35%	34%
Use of noisy machines	28%	25%	31%	35%	27%	23%
Children making noise	20%	20%	20%	19%	20%	20%
Use of gasoline-smelling machines	12%	10%	14%	12%	13%	11%
When the neighbor is having a garden party	10%	8%	13%	13%	11%	7%
There is nothing that annoys me about my neighbor when he / she is in the garden	27%	31%	24%	26%	24%	34%
Other	4%	3%	5%	2%	5%	4%
Don't know	3%	3%	4%	6%	3%	1%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS

Significantly more young females are annoyed by cats.

What annoys you when your neighbor is in the garden?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	291	467	228
When the neighbor's cat roams around, leaving cat poo in my garden	32%	26%	37%	39%	32%	19%
When the dog runs around the garden and barks	30%	31%	29%	32%	30%	28%
Use of noisy machines	20%	16%	23%	25%	19%	15%
Children making noise	19%	18%	20%	18%	21%	15%
Use of gasoline-smelling machines	12%	9%	15%	14%	12%	11%
When the neighbor is having a garden party	9%	9%	10%	10%	11%	7%
There is nothing that annoys me about my neighbor when he / she is in the garden	35%	38%	33%	27%	35%	46%
Other	5%	4%	6%	4%	5%	6%
Don't know	6%	8%	3%	5%	7%	3%

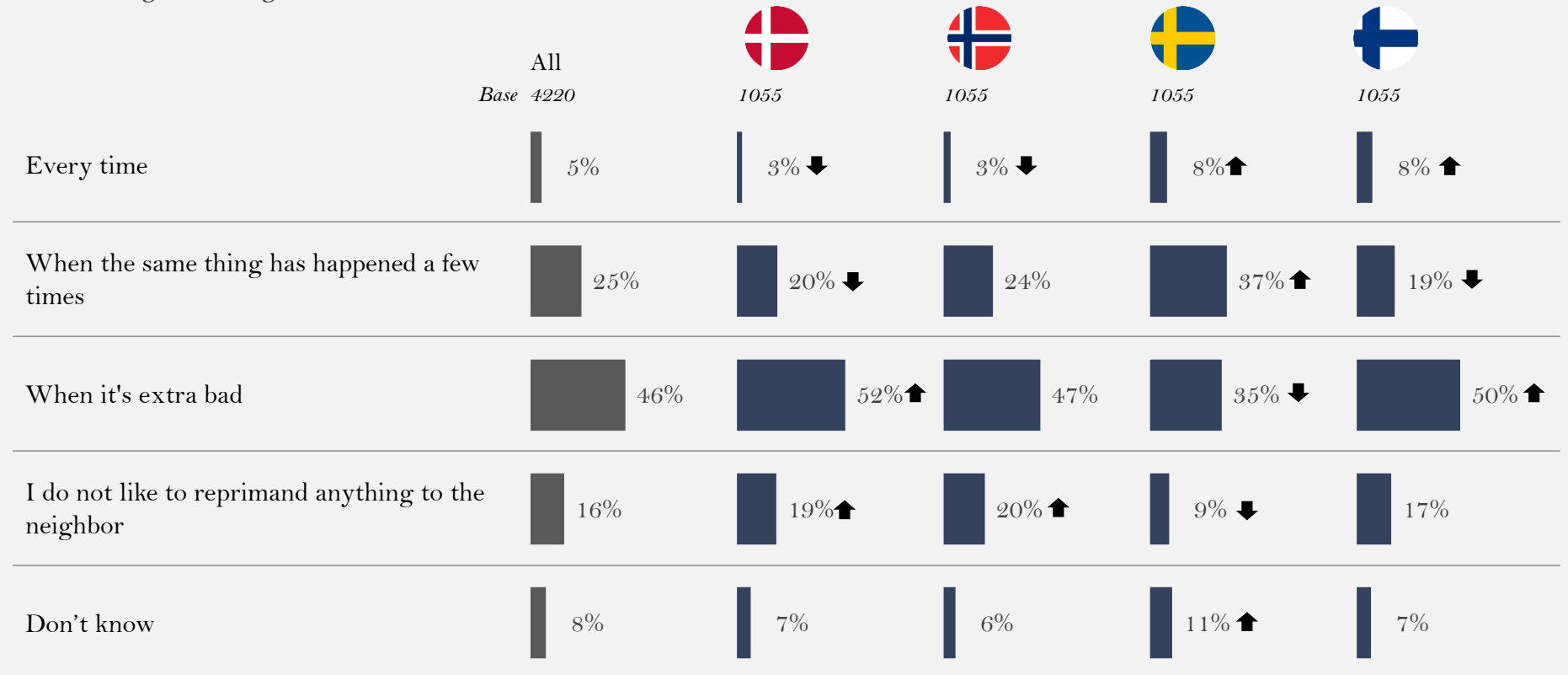
X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

MOST PEOPLE AGREE THAT IT'S OKAY TO REPRIMAND THE NEIGHBOR WHEN SOMETHING YOU ARE DISSATISFIED WITH IS EXTRA BAD

Significantly more people in Sweden will reprimand the neighbor when the same thing they are dissatisfied with has happened a few times.

When do you think it is "okay" to reprimand something that you are dissatisfied with the neighbor doing?



↑↓ Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS

Significantly more 55 yrs + do not like to reprimand their neighbors when they are annoyed by something

When do you think it is "okay" to reprimand something that you are dissatisfied with the neighbor doing?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	418	293
Every time	3%	3%	2%	4%	2%	3%
When the same thing has happened a few times	20%	20%	19%	24%	21%	14%
When it's extra bad	52%	53%	52%	50%	54%	51%
I do not like to reprimand anything to the neighbor	19%	16%	22%	17%	16%	26%
Don't know	7%	8%	5%	5%	8%	6%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - GEOGRAPHICS

When do you think it is "okay" to reprimand something that you are dissatisfied with the neighbor doing?



“Landsdel” according to “Danmarks Statistik”

	Total	København & omegn	Nordsjælland	Østsjælland	Vest- og Sydsjælland	Fyn	Sydjylland	Østjylland	Vestjylland	Nordjylland
<i>Base</i>	1055	84	82	64	116	116	138	177	89	134
Every time	3%	5%	2%	3%	3%	3%	2%	3%	4%	1%
When the same thing has happened a few times	20%	16%	29%	18%	14%	19%	23%	19%	16%	18%
When it's extra bad	52%	48%	51%	58%	58%	57%	47%	52%	48%	50%
I do not like to reprimand anything to the neighbor	19%	20%	13%	18%	21%	15%	24%	19%	23%	22%
Don't know	7%	11%	5%	3%	4%	6%	5%	7%	9%	9%

Landsdel Bornholm is not shown due to low sample size

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS

Significantly more 25-39 yrs would reprimand their neighbors when the same thing has happened a few times



When do you think it is "okay" to reprimand something that you are dissatisfied with the neighbor doing?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	311	435	225
Every time	3%	5%	2%	3%	5%	3%
When the same thing has happened a few times	24%	24%	24%	34%	20%	18%
When it's extra bad	47%	47%	47%	45%	47%	51%
I do not like to reprimand anything to the neighbor	20%	18%	22%	13%	22%	24%
Don't know	6%	7%	5%	5%	7%	3%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS

Significantly more males will reprimand their neighbors every time they are annoyed by something

When do you think it is "okay" to reprimand something that you are dissatisfied with the neighbor doing?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	404	308
Every time	8%	12%	5%	7%	7%	10%
When the same thing has happened a few times	37%	36%	38%	42%	38%	32%
When it's extra bad	35%	32%	37%	33%	35%	34%
I do not like to reprimand anything to the neighbor	9%	10%	9%	10%	11%	8%
Don't know	11%	11%	11%	8%	10%	16%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS



Significantly more 25-39 yrs would reprimand their neighbors when the same thing has happened a few times

Significantly more 55 yrs + do not like to reprimand their neighbors when they are annoyed by something



When do you think it is "okay" to reprimand something that you are dissatisfied with the neighbor doing?

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	291	467	228
Every time	8%	10%	5%	4%	10%	7%
When the same thing has happened a few times	19%	20%	17%	27%	14%	15%
When it's extra bad	50%	50%	51%	47%	53%	51%
I do not like to reprimand anything to the neighbor	17%	13%	20%	14%	16%	23%
Don't know	7%	7%	7%	8%	8%	4%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF



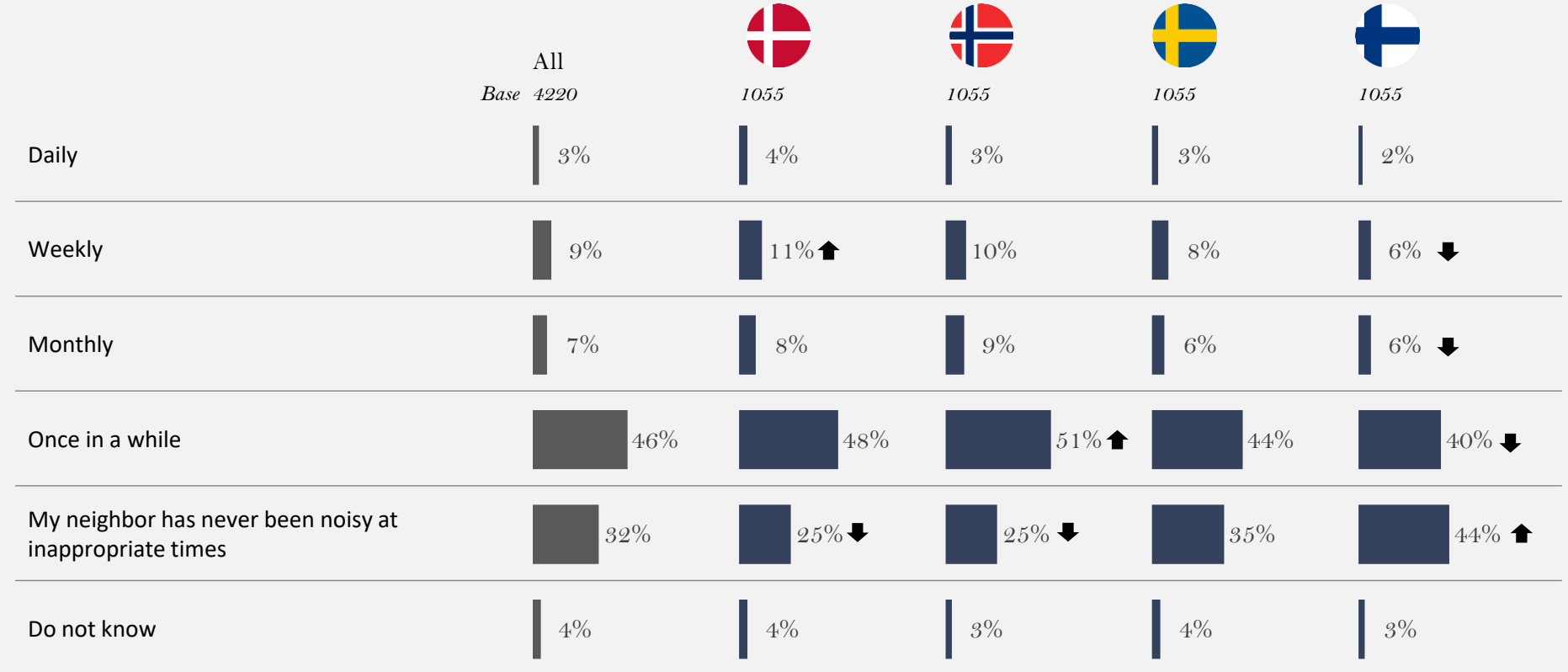
NEIGHBOR BEHAVIOR

GARDEN KARMA 2021

7 IN 10 GARDEN OWNERS THINK THEIR NEIGHBOR IS NOISY / MOST PEOPLE ONLY EXPERIENCE IT ONCE IN A WHILE THOUGH

Significantly more people in Finland has never experienced their neighbor being noisy

How often does your neighbor / neighbors make noise too early / late in the day or at other inappropriate times?



↑↓ Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS

No significant differences between demographic groups

How often does your neighbor / neighbors make noise too early / late in the day or at other inappropriate times?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	418	293
Daily	4%	3%	4%	2%	3%	6%
Weekly	11%	11%	12%	12%	13%	9%
Monthly	8%	8%	8%	10%	9%	5%
Once in a while	48%	48%	47%	42%	49%	51%
My neighbor has never been noisy at inappropriate times	25%	26%	25%	29%	23%	26%
Do not know	4%	3%	5%	6%	3%	4%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - GEOGRAPHICS

How often does your neighbor / neighbors make noise too early / late in the day or at other inappropriate times?



“Landsdel” according to “Danmarks Statistik”

	Total	København & omegn	Nordsjælland	Østsjælland	Vest- og Sydsjælland	Fyn	Syddjælland	Østjylland	Vestjylland	Nordjylland
<i>Base</i>	1055	84	82	64	116	116	138	177	89	134
Daily	4%	3%	3%	5%	7%	4%	7%	3%	0%	1%
Weekly	11%	7%	6%	9%	13%	13%	16%	9%	14%	13%
Monthly	8%	7%	9%	8%	8%	10%	6%	8%	10%	8%
Once in a while	48%	56%	46%	49%	46%	49%	40%	54%	41%	47%
My neighbor has never been noisy at inappropriate times	25%	24%	32%	30%	22%	18%	27%	25%	31%	26%
Do not know	4%	6%	5%	0%	5%	6%	4%	2%	4%	5%

Landsdel Bornholm is not shown due to low sample size

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS

No significant differences between demographic groups

How often does your neighbor / neighbors make noise too early / late in the day or at other inappropriate times?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	311	435	225
Daily	3%	3%	3%	2%	3%	4%
Weekly	10%	7%	12%	9%	11%	8%
Monthly	9%	11%	7%	9%	9%	8%
Once in a while	51%	50%	52%	50%	51%	49%
My neighbor has never been noisy at inappropriate times	25%	27%	24%	27%	24%	28%
Do not know	3%	3%	3%	2%	2%	4%



X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS

No significant differences between demographic groups

How often does your neighbor / neighbors make noise too early / late in the day or at other inappropriate times?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	404	308
Daily	3%	3%	4%	3%	4%	4%
Weekly	8%	8%	8%	9%	7%	8%
Monthly	6%	6%	7%	9%	8%	4%
Once in a while	44%	45%	42%	41%	43%	44%
My neighbor has never been noisy at inappropriate times	35%	35%	34%	33%	33%	39%
Do not know	4%	4%	5%	5%	6%	2%



X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS

No significant differences between demographic groups

How often does your neighbor / neighbors make noise too early / late in the day or at other inappropriate times?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	291	467	228
Daily	2%	2%	2%	2%	2%	1%
Weekly	6%	5%	6%	7%	5%	5%
Monthly	6%	5%	6%	9%	4%	2%
Once in a while	40%	38%	42%	36%	43%	40%
My neighbor has never been noisy at inappropriate times	44%	46%	42%	40%	44%	50%
Do not know	3%	4%	3%	6%	2%	2%

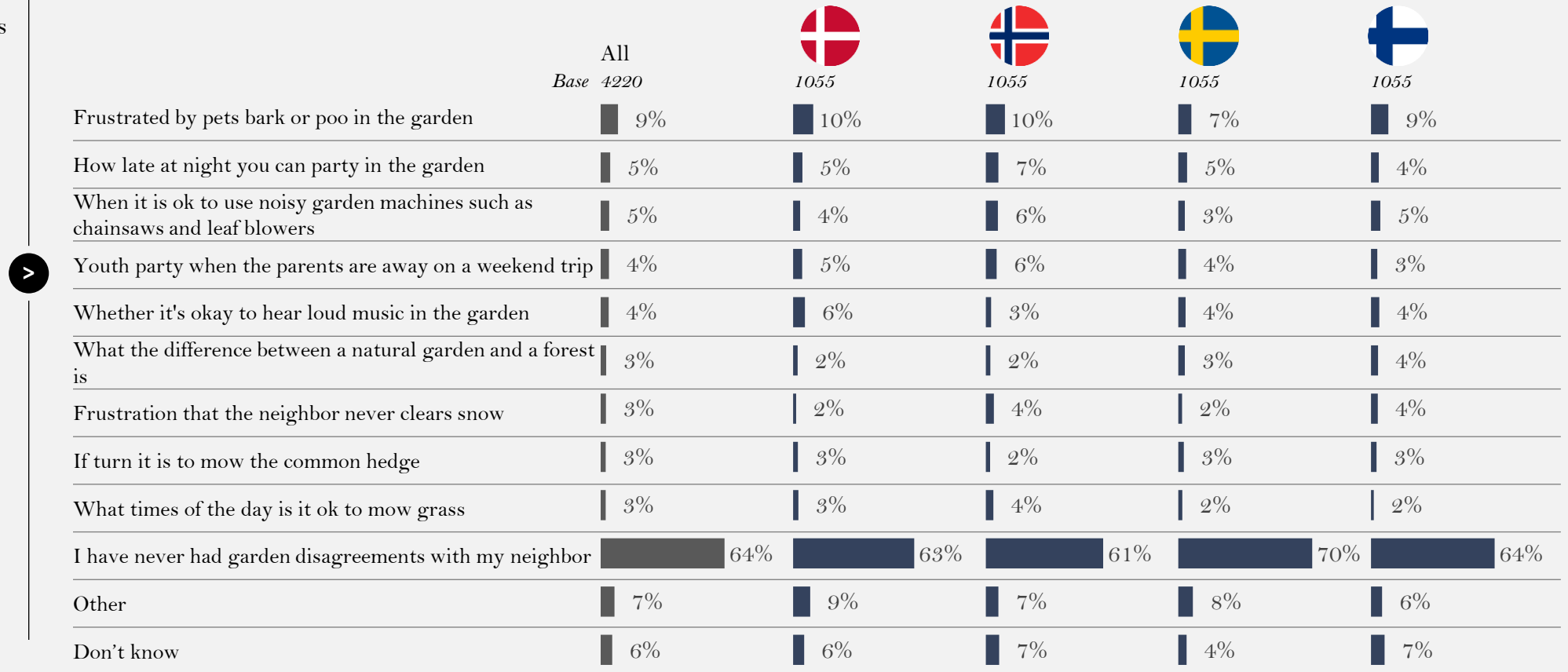
X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

PETS ARE WHAT ANNOYS PEOPLE THE MOST

No significant differences between countries

What garden disagreements have you had with your neighbor / neighbors?



↑↓ Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS



No significant differences between demographic groups

What garden disagreements have you had with your neighbor / neighbors?

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	418	293
Frustrated by pets bark or poo in the garden	10%	12%	9%	7%	10%	13%
How late at night you can party in the garden	5%	6%	4%	4%	5%	5%
When it is ok to use noisy garden machines such as chainsaws and leaf blowers	4%	4%	3%	2%	5%	4%
Youth party when the parents are away on a weekend trip	5%	6%	3%	2%	6%	5%
Whether it's okay to hear loud music in the garden	6%	7%	5%	5%	6%	7%
What the difference between a natural garden and a forest is	2%	3%	2%	3%	3%	2%
Frustration that the neighbor never clears snow	2%	2%	2%	2%	2%	0%
If turn it is to mow the common hedge	3%	3%	2%	3%	4%	0%
What times of the day is it ok to mow grass	3%	3%	3%	3%	3%	2%
I have never had garden disagreements with my neighbor	63%	62%	64%	67%	60%	65%
Other	9%	8%	10%	8%	9%	9%
Don't know	6%	5%	7%	7%	5%	5%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - GEOGRAPHICS

What garden disagreements have you had with your neighbor / neighbors?



“Landsdel” according to “Danmarks Statistik”

	Total	København & omegn	Nordsjælland	Østsjælland	Vest- og Sydsjælland	Fyn	Sydjylland	Østjylland	Vestjylland	Nordjylland
<i>Base</i>	1055	84	82	64	116	116	138	177	89	134
Frustrated by pets bark or poo in the garden	10%	9%	7%	11%	13%	15%	13%	5%	9%	13%
How late at night you can party in the garden	5%	4%	7%	6%	4%	4%	6%	6%	3%	2%
When it is ok to use noisy garden machines such as chainsaws and leaf blowers	4%	6%	2%	3%	5%	5%	2%	1%	7%	1%
Youth party when the parents are away on a weekend trip	5%	3%	9%	7%	4%	5%	3%	7%	2%	3%
Whether it's okay to hear loud music in the garden	6%	3%	11%	7%	6%	8%	7%	5%	6%	4%
What the difference between a natural garden and a forest is	2%	2%	3%	0%	2%	3%	4%	1%	1%	3%
Frustration that the neighbor never clears snow	2%	3%	2%	5%	0%	3%	2%	1%	0%	0%
If turn it is to mow the common hedge	3%	1%	6%	0%	1%	3%	4%	3%	1%	2%
What times of the day is it ok to mow grass	3%	3%	0%	1%	3%	4%	5%	3%	4%	0%
I have never had garden disagreements with my neighbor	63%	70%	59%	64%	63%	62%	55%	65%	67%	65%
Other	9%	9%	9%	7%	11%	7%	9%	12%	3%	10%
Don't know	6%	5%	7%	5%	3%	5%	7%	5%	10%	6%

X% / Y% Statistical significance compared to total (95% confidence interval)

Landsdel Bornholm is not shown due to low sample size

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS

Fewer 25-39 yrs are annoyed by pets

What garden disagreements have you had with your neighbor / neighbors?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	311	435	225
Frustrated by pets bark or poo in the garden	10%	12%	8%	7%	12%	9%
How late at night you can party in the garden	7%	8%	5%	6%	6%	9%
When it is ok to use noisy garden machines such as chainsaws and leaf blowers	6%	8%	5%	6%	6%	8%
Youth party when the parents are away on a weekend trip	6%	6%	6%	7%	5%	6%
Whether it's okay to hear loud music in the garden	3%	3%	2%	2%	3%	4%
What the difference between a natural garden and a forest is	2%	4%	1%	3%	3%	1%
Frustration that the neighbor never clears snow	4%	4%	4%	5%	4%	4%
If turn it is to mow the common hedge	2%	3%	2%	2%	3%	1%
What times of the day is it ok to mow grass	4%	4%	4%	4%	4%	3%
I have never had garden disagreements with my neighbor	61%	58%	64%	67%	54%	64%
Other	7%	6%	8%	6%	8%	6%
Don't know	7%	7%	7%	5%	9%	6%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS

No significant differences between demographic groups

What garden disagreements have you had with your neighbor / neighbors?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	404	308
Frustrated by pets bark or poo in the garden	7%	6%	8%	9%	6%	6%
How late at night you can party in the garden	5%	4%	5%	4%	5%	5%
When it is ok to use noisy garden machines such as chainsaws and leaf blowers	3%	4%	3%	7%	2%	2%
Youth party when the parents are away on a weekend trip	4%	5%	3%	3%	4%	5%
Whether it's okay to hear loud music in the garden	4%	3%	5%	6%	2%	4%
What the difference between a natural garden and a forest is	3%	4%	3%	6%	3%	2%
Frustration that the neighbor never clears snow	2%	3%	1%	3%	1%	2%
If turn it is to mow the common hedge	3%	3%	3%	4%	2%	2%
What times of the day is it ok to mow grass	2%	2%	2%	5%	1%	1%
I have never had garden disagreements with my neighbor	70%	70%	69%	69%	68%	73%
Other	8%	7%	8%	4%	9%	9%
Don't know	4%	5%	4%	5%	5%	3%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS

No significant differences between demographic groups

What garden disagreements have you had with your neighbor / neighbors?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	291	467	228
Frustrated by pets bark or poo in the garden	9%	8%	10%	10%	8%	10%
How late at night you can party in the garden	4%	4%	4%	5%	4%	3%
When it is ok to use noisy garden machines such as chainsaws and leaf blowers	5%	5%	5%	6%	5%	3%
Youth party when the parents are away on a weekend trip	3%	3%	4%	4%	2%	3%
Whether it's okay to hear loud music in the garden	4%	4%	5%	6%	4%	3%
What the difference between a natural garden and a forest is	4%	4%	4%	4%	4%	3%
Frustration that the neighbor never clears snow	4%	3%	4%	4%	4%	1%
If turn it is to mow the common hedge	3%	3%	3%	5%	3%	2%
What times of the day is it ok to mow grass	2%	2%	1%	2%	2%	1%
I have never had garden disagreements with my neighbor	64%	65%	64%	61%	64%	69%
Other	6%	5%	7%	4%	5%	9%
Don't know	7%	8%	6%	6%	9%	4%

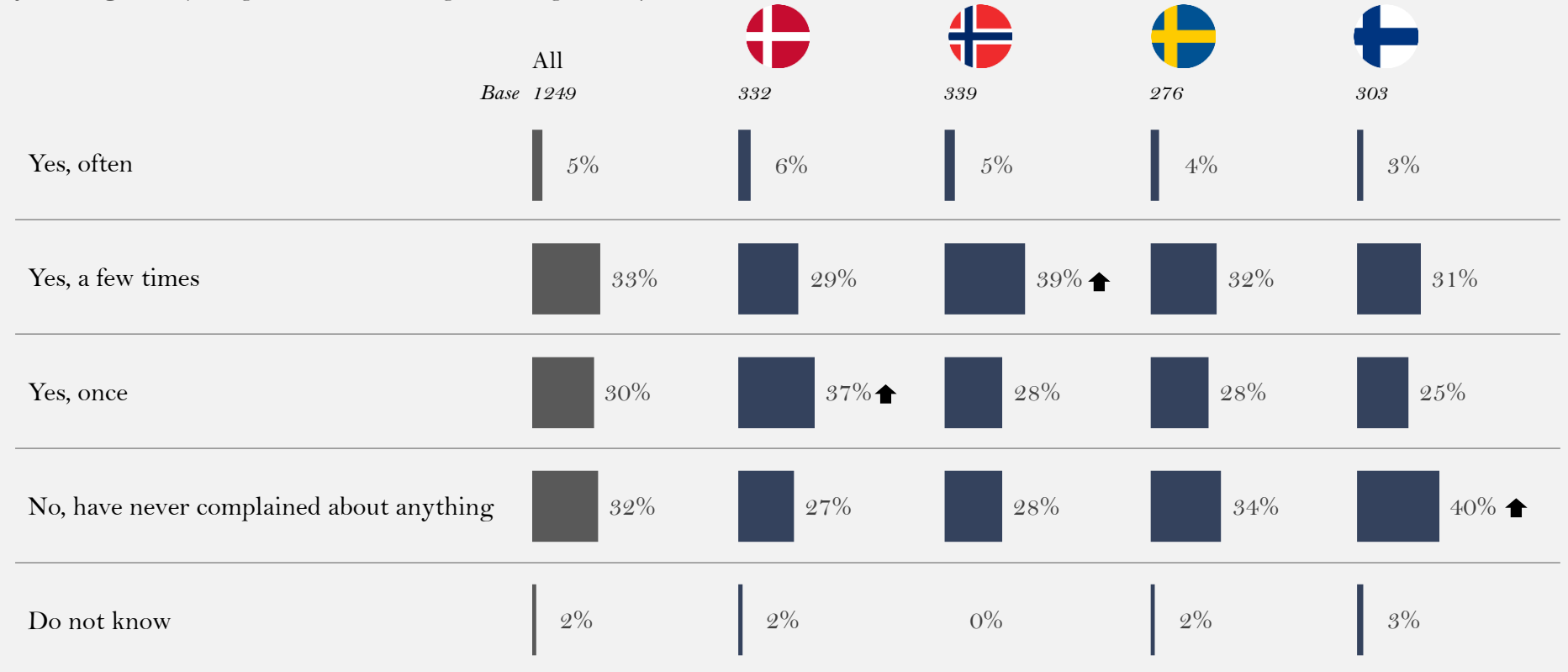
X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

70% OF THOSE WHO HAVE HAD NEIGHBOR DISAGREEMENTS HAVE COMPLAINED TO THE NEIGHBOR

Significantly more people in Sweden have complained more than a few times.

Have you ever complained to your neighbor / neighbors that bothered you or you disagreed? (among those who have had garden disagreements)



↑↓ Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS

Significantly more 25-39 yrs have never complained

Have you ever complained to your neighbor / neighbors that bothered you or you disagreed? (among those who have had garden disagreements)



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	332	173	159	74	149	88
Yes, often	6%	7%	5%	6%	6%	7%
Yes, a few times	29%	31%	27%	26%	28%	37%
Yes, once	37%	34%	40%	21%	42%	39%
No, have never complained about anything	27%	27%	27%	41%	24%	18%
Do not know	2%	2%	2%	6%	1%	0%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS

No significant differences between demographic groups

Have you ever complained to your neighbor / neighbors that bothered you or you disagreed? (among those who have had garden disagreements)



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	339	182	157	88	162	66
Yes, often	5%	6%	5%	6%	5%	5%
Yes, a few times	39%	41%	36%	40%	40%	37%
Yes, once	28%	26%	30%	22%	30%	29%
No, have never complained about anything	28%	27%	29%	32%	25%	28%
Do not know	0%	0%	1%	1%	0%	0%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS

No significant differences between demographic groups

Have you ever complained to your neighbor / neighbors that bothered you or you disagreed? (among those who have had garden disagreements)



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	276	129	147	73	108	75
Yes, often	4%	5%	4%	7%	6%	0%
Yes, a few times	32%	35%	29%	29%	25%	44%
Yes, once	28%	28%	28%	34%	28%	23%
No, have never complained about anything	34%	32%	36%	26%	40%	32%
Do not know	2%	1%	2%	4%	1%	1%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS

No significant differences between demographic groups

Have you ever complained to your neighbor / neighbors that bothered you or you disagreed? *(among those who have had garden disagreements)*



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	303	140	163	95	126	63
Yes, often	3%	4%	2%	5%	2%	0%
Yes, a few times	31%	36%	26%	26%	35%	29%
Yes, once	25%	20%	29%	25%	22%	32%
No, have never complained about anything	40%	39%	40%	41%	39%	37%
Do not know	3%	1%	4%	3%	2%	2%

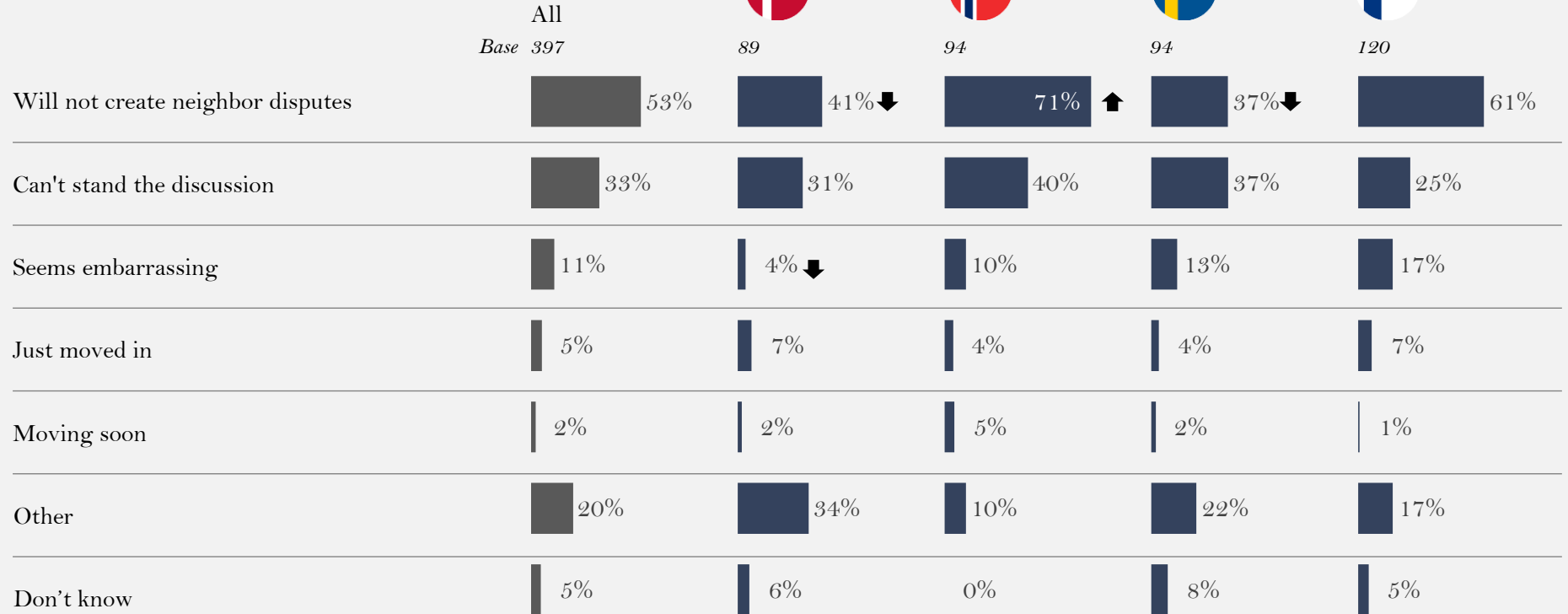
X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

MAIN REASON FOR NOT COMPLAINING IS THAT GARDEN OWNERS DON'T WANT TO CREATE DISPUTES

Significantly more people in Norway don't want to create neighbor disputes.

You mentioned that you have had garden disagreements with your neighbor / neighbors, but never complained about anything?
What is the reason for the lack of talk? (among those who have never complained)



↑↓ Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF



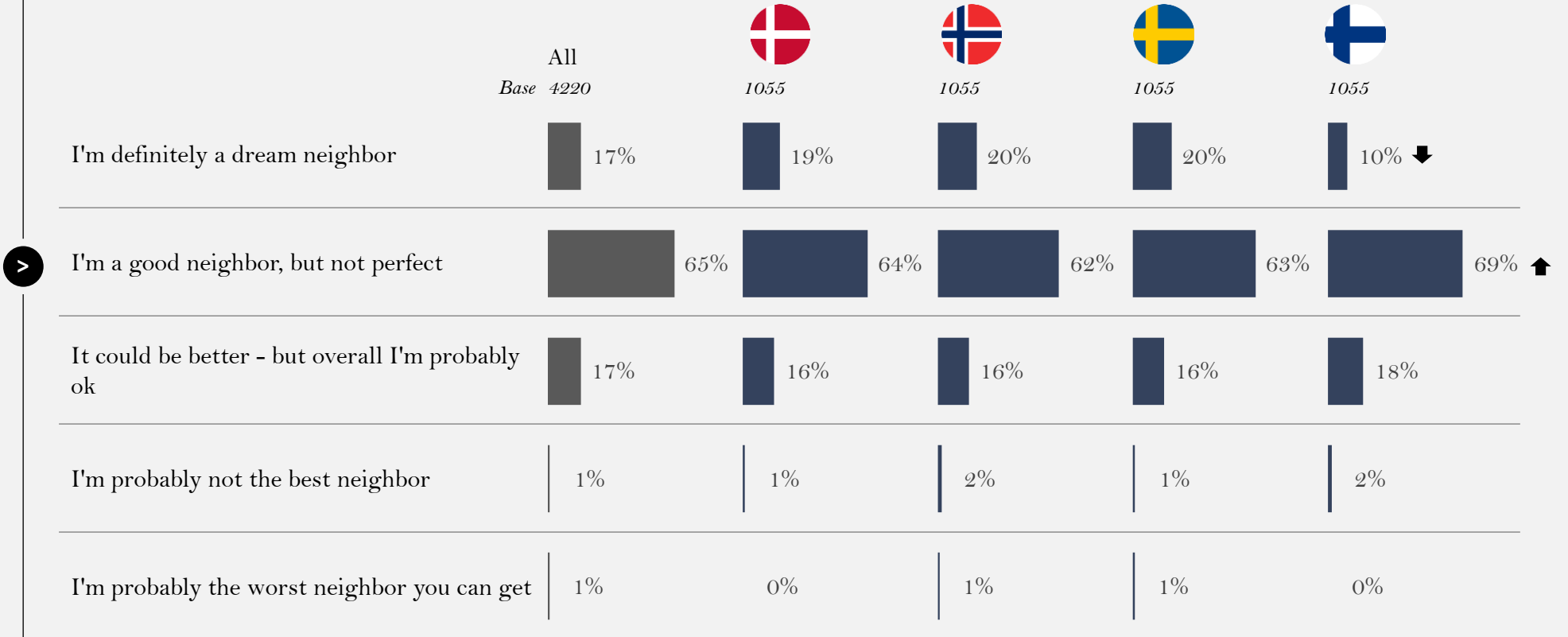
PERCEPTION OF SELF AS A GOOD NEIGHBOR

GARDEN KARMA 2021

8 IN 10 PERCEIVE THEMSELVES AS A DREAM OR A GOOD NEIGHBOR

Little difference between countries.

Hand on heart, and between us, how good a neighbor do you think you are?
Which answer fits best?



↑↓ Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS

No significant differences between demographic groups

Hand on heart, and between us, how good a neighbor do you think you are?
Which answer fits best?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	418	293
I'm definitely a dream neighbor	19%	17%	20%	16%	17%	22%
I'm a good neighbor, but not perfect	64%	61%	66%	66%	66%	60%
It could be better - but overall I'm probably ok	16%	20%	13%	17%	16%	16%
I'm probably not the best neighbor	1%	1%	1%	2%	1%	1%
I'm probably the worst neighbor you can get	0%	1%	0%	0%	1%	0%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - GEOGRAPHICS

Hand on heart, and between us, how good a neighbor do you think you are?
Which answer fits best?



“Landsdel” according to “Danmarks Statistik”

	Total	København & omegn	Nordsjælland	Østsjælland	Vest- og Sydsjælland	Fyn	Sydjylland	Østjylland	Vestjylland	Nordjylland
<i>Base</i>	1055	84	82	64	116	116	138	177	89	134
I'm definitely a dream neighbor	19%	29%	21%	25%	17%	14%	19%	18%	16%	17%
I'm a good neighbor, but not perfect	64%	56%	66%	59%	64%	64%	67%	66%	64%	63%
It could be better - but overall I'm probably ok	16%	15%	13%	15%	20%	21%	12%	15%	19%	19%
I'm probably not the best neighbor	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%
I'm probably the worst neighbor you can get	0%	0%	0%	0%	0%	0%	2%	0%	0%	1%

X% / Y% Statistical significance compared to total (95% confidence interval)

Landsdel Bornholm is not shown due to low sample size

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS

No significant differences between demographic groups

Hand on heart, and between us, how good a neighbor do you think you are?
Which answer fits best?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	311	435	225
I'm definitely a dream neighbor	20%	18%	22%	20%	18%	22%
I'm a good neighbor, but not perfect	62%	61%	63%	64%	61%	61%
It could be better - but overall I'm probably ok	16%	18%	14%	15%	18%	15%
I'm probably not the best neighbor	2%	2%	1%	1%	2%	1%
I'm probably the worst neighbor you can get	1%	1%	0%	0%	1%	1%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS

Significantly more 25-39 yrs perceive themselves as a dream neighbor

Hand on heart, and between us, how good a neighbor do you think you are?
Which answer fits best?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	404	308
I'm definitely a dream neighbor	20%	18%	22%	26%	13%	22%
I'm a good neighbor, but not perfect	63%	60%	65%	59%	68%	61%
It could be better - but overall I'm probably ok	16%	20%	12%	14%	17%	15%
I'm probably not the best neighbor	1%	1%	1%	1%	1%	2%
I'm probably the worst neighbor you can get	1%	1%	0%	0%	0%	1%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS

No significant differences between demographic groups.

Hand on heart, and between us, how good a neighbor do you think you are?
Which answer fits best?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	291	467	228
I'm definitely a dream neighbor	10%	8%	12%	9%	10%	12%
I'm a good neighbor, but not perfect	69%	69%	70%	70%	70%	68%
It could be better - but overall I'm probably ok	18%	21%	16%	19%	19%	16%
I'm probably not the best neighbor	2%	1%	2%	2%	1%	2%
I'm probably the worst neighbor you can get	0%	1%	0%	0%	1%	1%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF



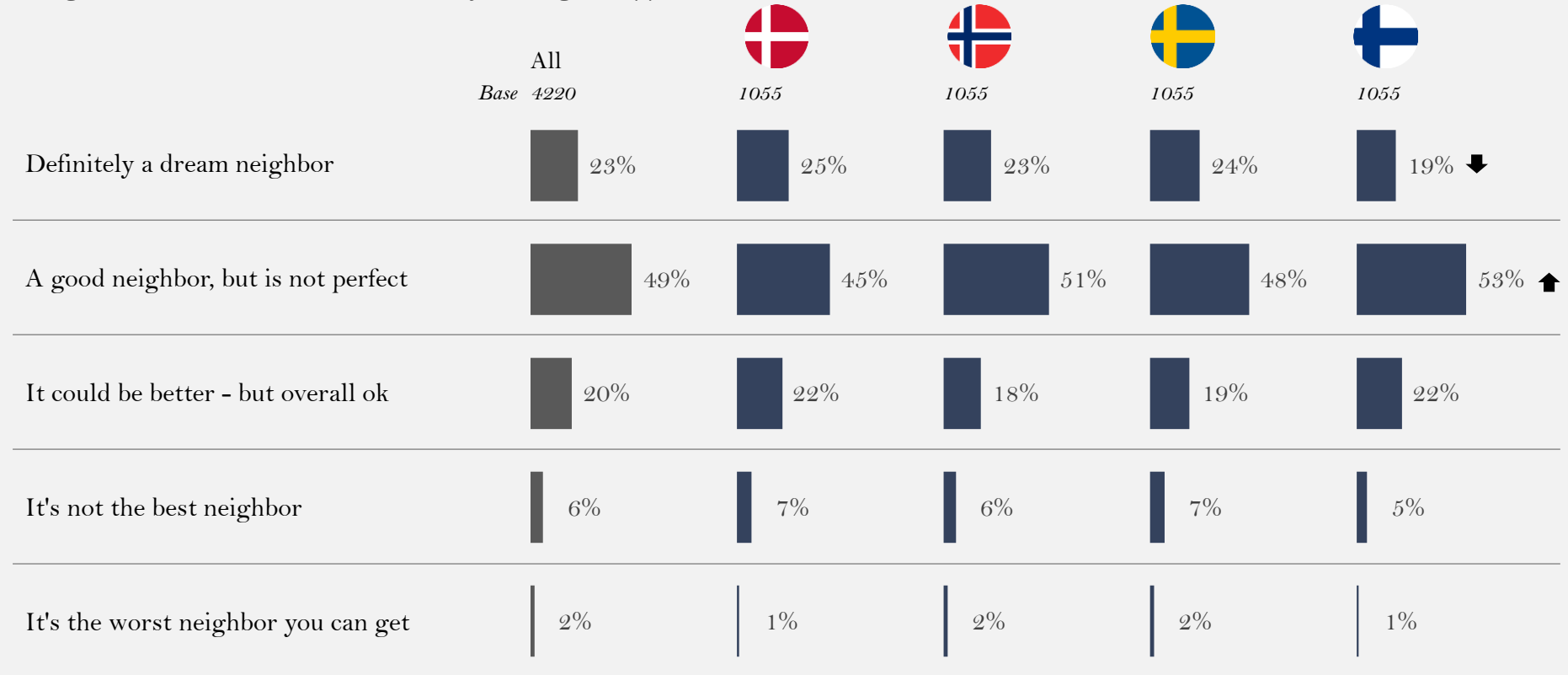
PERCEPTION OF NEIGHBOR AS A GOOD NEIGHBOR

GARDEN KARMA 2021

7 IN 10 PERCEIVE THEIR NEIGHBOR AS DREAM OR A GOOD NEIGHBOR

Little difference between countries.

Hand on heart, and between us, how good a neighbor do you think your neighbor / neighbors are? Which answer best suits your neighbor (s)?



↑↓ Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS

No significant differences between demographic groups.

Hand on heart, and between us, how good a neighbor do you think your neighbor / neighbors are? Which answer best suits your neighbor (s)?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	418	293
Definitely a dream neighbor	25%	24%	27%	23%	24%	28%
A good neighbor, but is not perfect	45%	45%	45%	46%	45%	43%
It could be better - but overall ok	22%	24%	19%	23%	22%	20%
It's not the best neighbor	7%	6%	8%	7%	6%	7%
It's the worst neighbor you can get	1%	1%	2%	1%	2%	2%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - GEOGRAPHICS

Hand on heart, and between us, how good a neighbor do you think your neighbor / neighbors are? Which answer best suits your neighbor (s)?



“Landsdel” according to “Danmarks Statistik”

	Total	København & omegn	Nordsjælland	Østsjælland	Vest- og Sydsjælland	Fyn	Sydjylland	Østjylland	Vestjylland	Nordjylland
<i>Base</i>	1055	84	82	64	116	116	138	177	89	134
Definitely a dream neighbor	25%	23%	24%	29%	25%	34%	27%	25%	18%	17%
A good neighbor, but is not perfect	45%	42%	45%	42%	44%	32%	48%	41%	55%	50%
It could be better - but overall ok	22%	26%	21%	24%	19%	17%	15%	28%	19%	26%
It's not the best neighbor	7%	8%	8%	5%	9%	16%	9%	6%	6%	6%
It's the worst neighbor you can get	1%	3%	1%	1%	2%	2%	1%	1%	2%	2%

X% / Y% Statistical significance compared to total (95% confidence interval)

Landsdel Bornholm is not shown due to low sample size

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS

Significantly fewer men than women believe they have a dream neighbor

Hand on heart, and between us, how good a neighbor do you think your neighbor / neighbors are? Which answer best suits your neighbor (s)?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	311	435	225
Definitely a dream neighbor	23%	19%	28%	23%	24%	23%
A good neighbor, but is not perfect	51%	53%	49%	54%	48%	52%
It could be better - but overall ok	18%	19%	17%	17%	20%	17%
It's not the best neighbor	6%	7%	5%	5%	6%	6%
It's the worst neighbor you can get	2%	2%	2%	2%	2%	2%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS

No significant differences between demographic groups

Hand on heart, and between us, how good a neighbor do you think your neighbor / neighbors are? Which answer best suits your neighbor (s)?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	404	308
Definitely a dream neighbor	24%	22%	26%	25%	23%	26%
A good neighbor, but is not perfect	48%	50%	46%	45%	48%	50%
It could be better - but overall ok	19%	20%	19%	21%	20%	17%
It's not the best neighbor	7%	6%	7%	7%	7%	6%
It's the worst neighbor you can get	2%	1%	2%	1%	2%	2%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS

No significant differences between demographic groups

Hand on heart, and between us, how good a neighbor do you think your neighbor / neighbors are? Which answer best suits your neighbor (s)?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	291	467	228
Definitely a dream neighbor	19%	17%	21%	17%	18%	22%
A good neighbor, but is not perfect	53%	54%	52%	54%	54%	52%
It could be better - but overall ok	22%	24%	20%	23%	21%	20%
It's not the best neighbor	5%	4%	5%	4%	6%	5%
It's the worst neighbor you can get	1%	1%	1%	1%	1%	1%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF



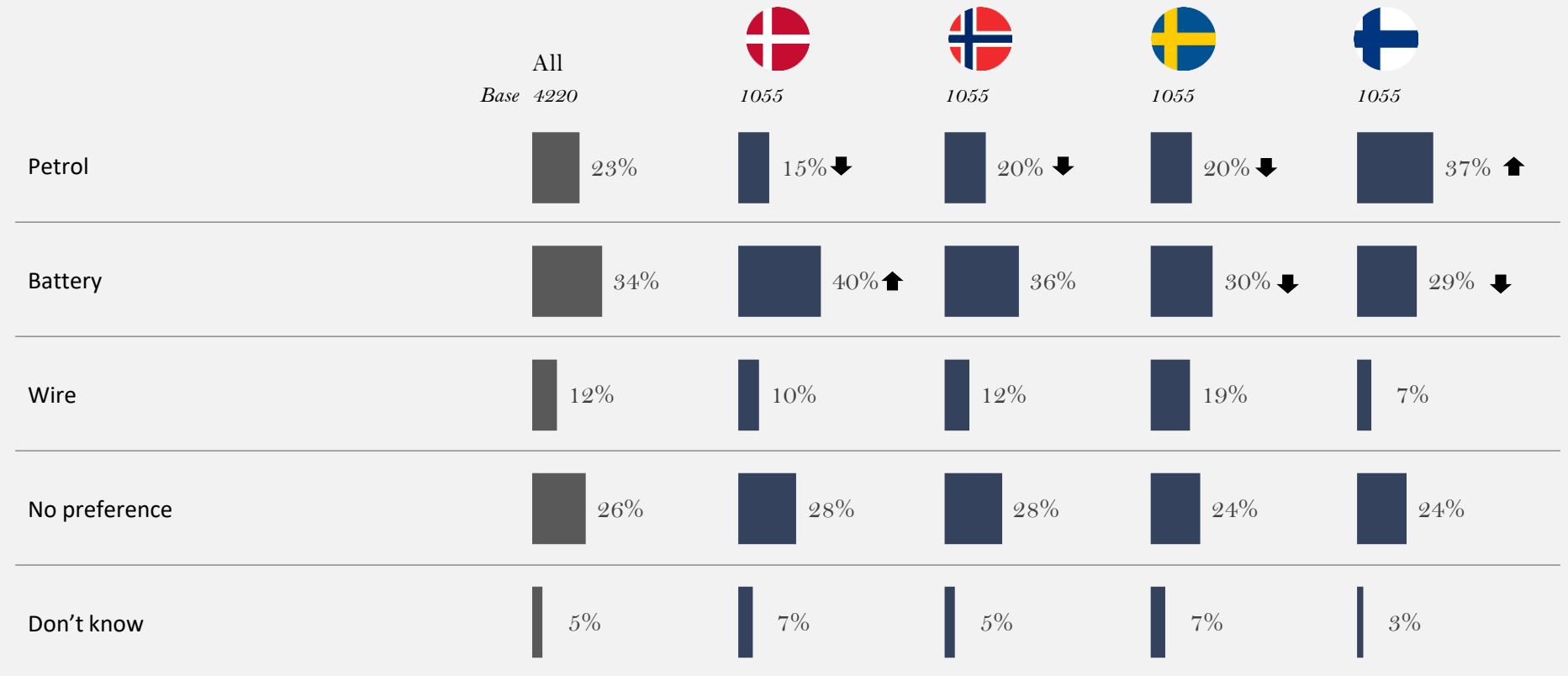
EXTRA

GARDEN KARMA 2021

SIGNIFICANTLY MORE DANISH GARDEN OWNERS PREFER BATTERY DRIVEN GARDEN MACHINES COMPARED TO SWEDEN AND FINLAND

Significantly more garden owners in Finland prefer petrol driven garden machines.

Do you prefer your garden machines to be corded, petrol or battery powered?



↑↓ Statistical significance compared to all (95% confidence interval)

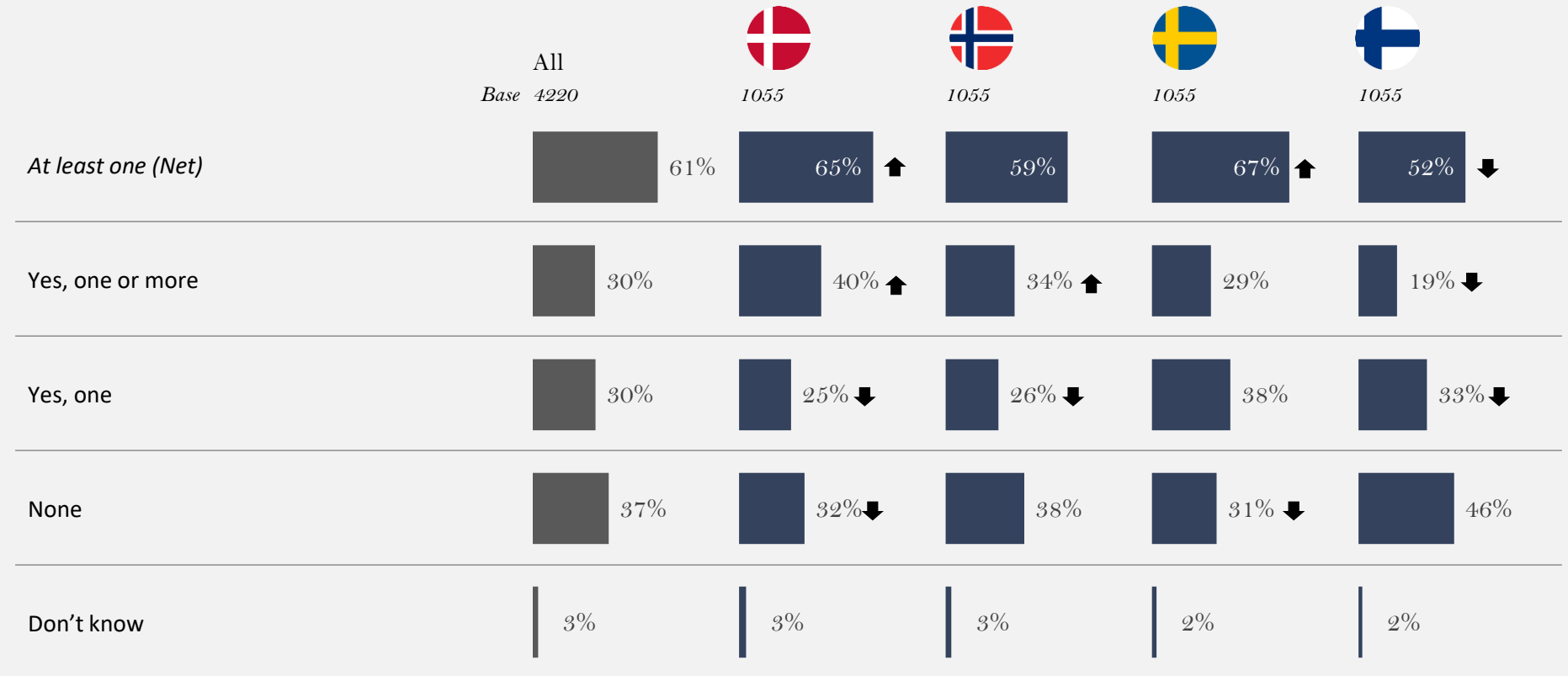
Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SIGNIFICANTLY MORE DANISH AND SWEDISH GARDEN OWNERS OWN AT LEAST ONE BATTERY DRIVEN GARDEN MACHINE

Significantly more Danish and Norwegian garden owners own one or more battery driven garden machines

Finland is the least battery driven market.

Do you prefer your garden machines to be corded, petrol or battery powered?



↑↓ Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS



Significantly more men than women prefer petrol driven garden machines.



Do you prefer your garden machines to be corded, petrol or battery powered?

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	418	293
Petrol	15%	20%	11%	12%	18%	15%
Battery	40%	39%	42%	43%	38%	40%
Wire	10%	10%	10%	9%	10%	10%
No preference	28%	29%	28%	26%	28%	32%
Don't know	7%	3%	10%	11%	5%	4%

Do you own any battery-powered garden machines? (eg lawn mower, hedge trimmer, leaf blower, chainsaw, etc.)

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	418	293
<i>At least one (Net)</i>	65%	65%	65%	60%	67%	65%
Yes, one or more	40%	40%	39%	33%	40%	45%
Yes, one	25%	24%	26%	27%	27%	20%
None	32%	35%	29%	32%	31%	34%
Don't know	3%	1%	6%	7%	2%	1%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - GEOGRAPHICS

Do you prefer your garden machines to be corded, petrol or battery powered?



“Landsdel” according to “Danmarks Statistik”

	Total	København & omegn	Nordsjælland	Østsjælland	Vest- og Sydsjælland	Fyn	Syddjælland	Østjylland	Vestjylland	Nordjylland
<i>Base</i>	1055	84	82	64	116	116	138	177	89	134
Petrol	15%	7%	14%	23%	17%	19%	14%	9%	23%	16%
Battery	40%	42%	42%	39%	37%	39%	42%	38%	42%	39%
Wire	10%	8%	11%	8%	8%	9%	9%	14%	9%	9%
No preference	28%	31%	23%	30%	35%	26%	28%	30%	21%	31%
Don't know	7%	13%	11%	0%	4%	8%	7%	9%	6%	4%

Do you own any battery-powered garden machines? (eg lawn mower, hedge trimmer, leaf blower, chainsaw, etc.)

	Total	København & omegn	Nordsjælland	Østsjælland	Vest- og Sydsjælland	Fyn	Syddjælland	Østjylland	Vestjylland	Nordjylland
<i>Base</i>	1055	84	82	64	116	116	138	177	89	134
<i>At least one (Net)</i>	65%	64%	64%	59%	65%	67%	66%	69%	59%	70%
Yes, one or more	40%	38%	41%	36%	39%	43%	42%	43%	39%	38%
Yes, one	25%	26%	24%	23%	27%	24%	24%	26%	20%	31%
None	32%	31%	29%	40%	35%	30%	32%	27%	36%	29%
Don't know	3%	6%	7%	1%	0%	4%	2%	4%	5%	2%

X% / Y% Statistical significance compared to total (95% confidence interval)

Landsdel Bornholm is not shown due to low sample size

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS



No significant differences between demographic groups.

Do you prefer your garden machines to be corded, petrol or battery powered?

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	311	435	225
Petrol	20%	24%	16%	17%	18%	25%
Battery	36%	37%	35%	36%	37%	38%
Wire	12%	11%	12%	10%	14%	10%
No preference	28%	26%	29%	30%	27%	23%
Don't know	5%	3%	8%	8%	4%	4%

Do you own any battery-powered garden machines? (eg lawn mower, hedge trimmer, leaf blower, chainsaw, etc.)

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	311	435	225
<i>At least one (Net)</i>	59%	61%	58%	56%	62%	58%
Yes, one or more	34%	34%	33%	29%	35%	37%
Yes, one	26%	27%	25%	27%	27%	22%
None	38%	39%	38%	40%	36%	41%
Don't know	3%	1%	5%	4%	2%	1%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS



Significantly more men than women prefer petrol driven garden machines.

Do you prefer your garden machines to be corded, petrol or battery powered?

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	404	308
Petrol	20%	25%	15%	13%	25%	23%
Battery	30%	32%	28%	28%	29%	34%
Wire	19%	19%	19%	24%	18%	16%
No preference	24%	22%	26%	25%	23%	23%
Don't know	7%	2%	12%	11%	6%	5%

Do you own any battery-powered garden machines? (eg lawn mower, hedge trimmer, leaf blower, chainsaw, etc.)

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	404	308
<i>At least one (Net)</i>	67%	68%	65%	62%	68%	67%
Yes, one or more	29%	32%	26%	26%	26%	32%
Yes, one	38%	37%	39%	36%	42%	35%
None	31%	31%	31%	32%	31%	34%
Don't know	2%	1%	4%	5%	2%	0%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS



Significantly more men than women prefer petrol driven garden machines.

Do you prefer your garden machines to be corded, petrol or battery powered?

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	291	467	228
Petrol	37%	43%	31%	29%	41%	43%
Battery	29%	26%	32%	35%	27%	27%
Wire	7%	7%	6%	5%	7%	7%
No preference	24%	22%	27%	27%	22%	20%
Don't know	3%	2%	4%	5%	2%	3%

Do you own any battery-powered garden machines? (eg lawn mower, hedge trimmer, leaf blower, chainsaw, etc.)

	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	291	467	228
At least one (Net)	52%	51%	53%	50%	54%	50%
Yes, one or more	19%	20%	18%	16%	18%	22%
Yes, one	33%	31%	35%	35%	35%	28%
None	46%	49%	44%	47%	45%	49%
Don't know	2%	1%	3%	3%	1%	2%

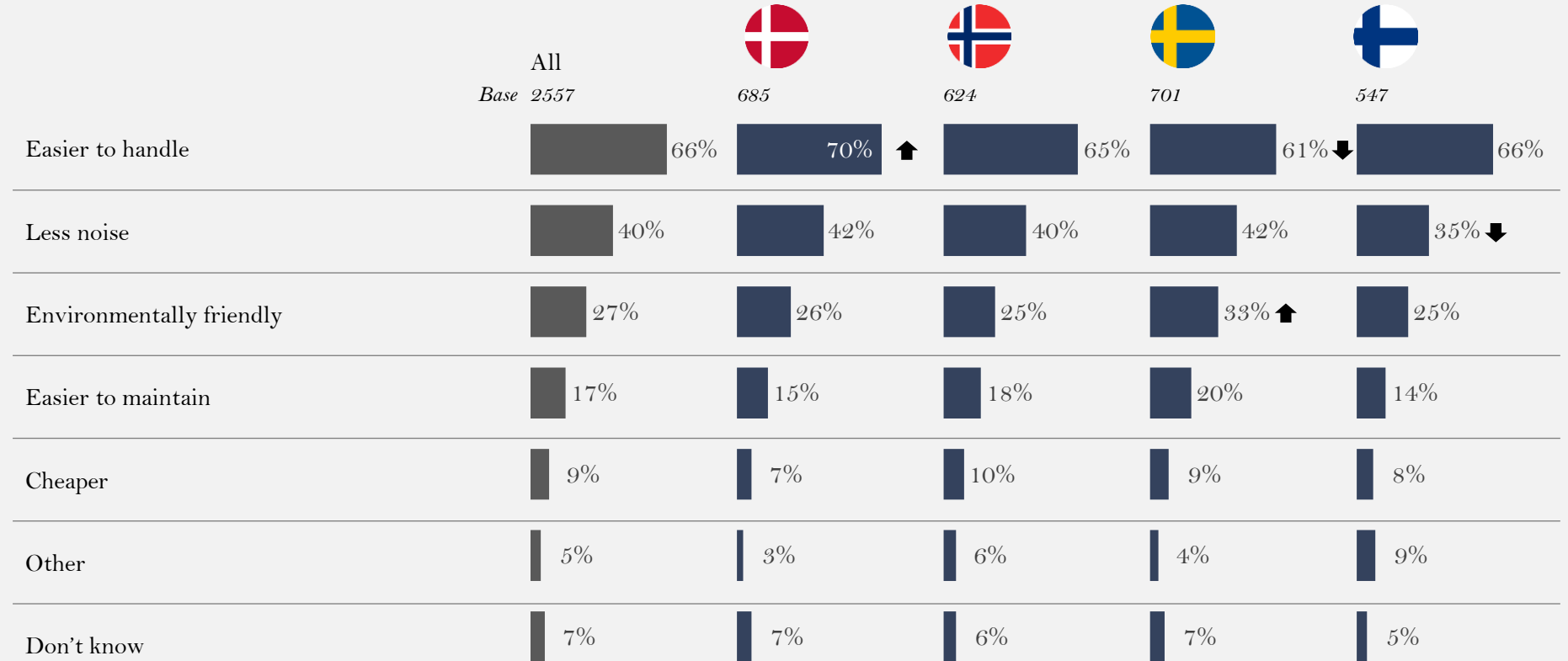
X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

MAIN REASON FOR HAVING BATTERY-DRIVEN GARDEN MACHINES IS THAT THEY ARE EASER TO HANDLE

1 in 4 garden owners have battery-driven garden machines due to the fact they are more environmentally friendly

Why do you have battery-powered garden machines? (among those who have battery-driven garden machines)



↑ ↓ Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS

Significantly more 55 yrs + garden owners have battery driven garden machines because they are easier to handle.

Why do you have battery-powered garden machines? (among those who have battery-driven garden machines)



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	685	334	351	168	281	189
Easier to handle	70%	69%	71%	60%	69%	80%
Less noise	42%	43%	40%	46%	37%	45%
Environmentally friendly	26%	25%	26%	29%	24%	27%
Easier to maintain	15%	22%	8%	16%	14%	15%
Cheaper	7%	10%	4%	9%	6%	5%
Other	3%	2%	5%	4%	4%	3%
Don't know	7%	5%	9%	9%	7%	6%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS

Significantly more men have battery driven garden machines because they are easier to maintain.

Why do you have battery-powered garden machines? (among those who have battery-driven garden machines)



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	624	314	311	175	270	131
Easier to handle	65%	64%	67%	62%	67%	70%
Less noise	40%	46%	35%	32%	43%	45%
Environmentally friendly	25%	27%	23%	23%	28%	27%
Easier to maintain	18%	25%	11%	23%	14%	19%
Cheaper	10%	8%	12%	18%	5%	9%
Other	6%	6%	5%	6%	5%	6%
Don't know	6%	3%	9%	8%	6%	2%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS

Significantly more men have battery driven garden machines because they are easier to maintain.

Why do you have battery-powered garden machines? (among those who have battery-driven garden machines)



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	701	354	348	174	273	205
Easier to handle	61%	66%	56%	63%	61%	60%
Less noise	42%	46%	38%	34%	44%	44%
Environmentally friendly	33%	35%	31%	31%	31%	38%
Easier to maintain	20%	27%	13%	21%	18%	21%
Cheaper	9%	11%	8%	14%	9%	7%
Other	4%	3%	4%	4%	4%	5%
Don't know	7%	5%	10%	10%	6%	6%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS

Significantly less 25-39 yrs have battery driven garden machines because they have less noise.

Why do you have battery-powered garden machines? (among those who have battery-driven garden machines)



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	547	262	284	146	250	113
Easier to handle	66%	66%	65%	64%	66%	63%
Less noise	35%	39%	31%	26%	36%	41%
Environmentally friendly	25%	25%	25%	26%	24%	26%
Easier to maintain	14%	20%	9%	17%	12%	17%
Cheaper	8%	9%	8%	17%	6%	3%
Other	9%	12%	7%	8%	10%	8%
Don't know	5%	4%	7%	4%	6%	8%

X% / Y% Statistical significance compared to total (95% confidence interval)

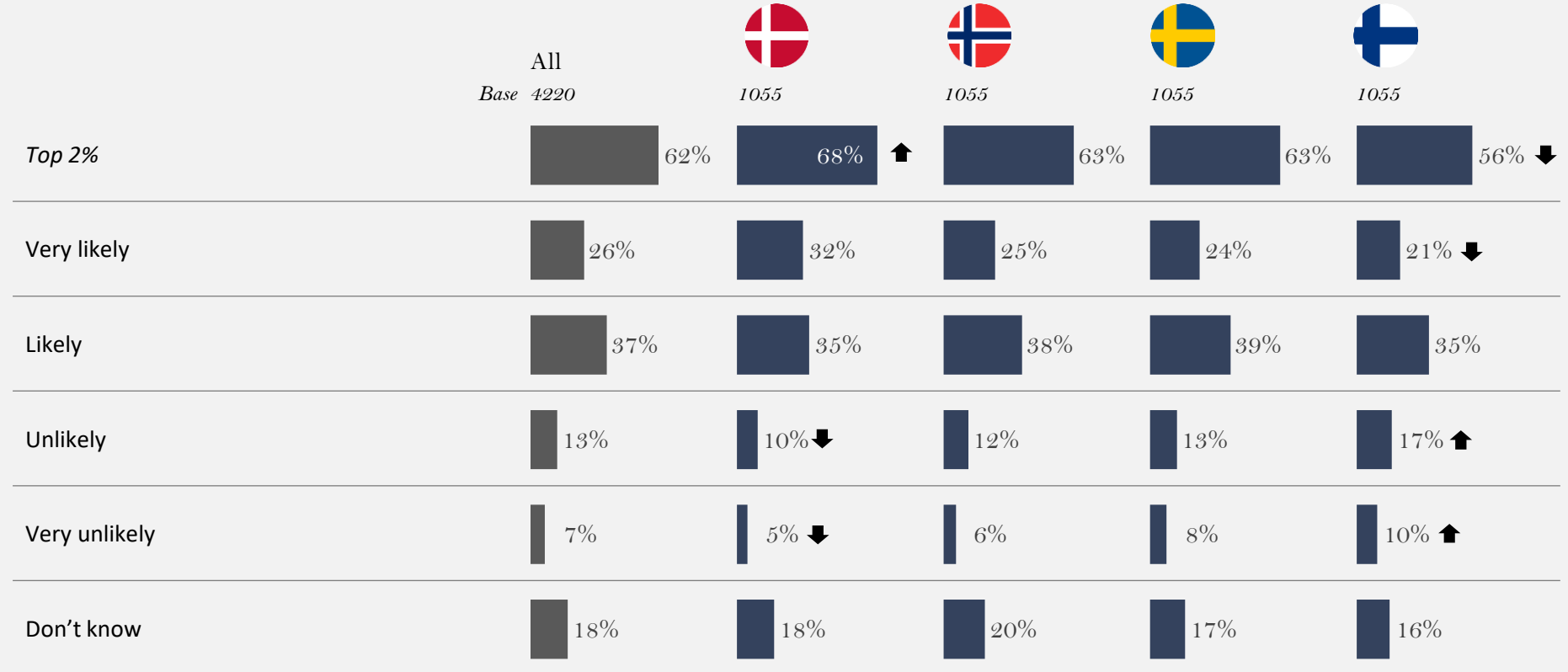
Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

3 IN 5 GARDEN OWNERS WOULD LIKELY OR MOST LIKELY CHOOSE A BATTERY DRIVEN GARDEN MACHINE NEXT TIME THEY ARE ABOUT TO BUY ONE

Significantly more garden owners in Denmark would likely or most likely choose a battery driven garden machine next time.

Significantly fewer garden owners in Finland would choose a battery driven garden machine.

Imagine that you are about to buy a new garden machine (eg lawn mower, hedge trimmer, leaf blower, chainsaw, etc.)
How likely is it that you will choose a battery-powered garden machine?



↑↓ Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS

Significantly more women don't know what they would choose.

Imagine that you are about to buy a new garden machine (eg lawn mower, hedge trimmer, leaf blower, chainsaw, etc.)
How likely is it that you will choose a battery-powered garden machine?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	418	293
<i>Top 2%</i>	68%	69%	67%	71%	65%	65%
Very likely	32%	31%	33%	30%	31%	36%
Likely	35%	37%	33%	41%	34%	30%
Unlikely	10%	13%	7%	5%	13%	10%
Very unlikely	5%	6%	4%	4%	4%	7%
Don't know	18%	13%	23%	20%	18%	18%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - GEOGRAPHICS

Imagine that you are about to buy a new garden machine (eg lawn mower, hedge trimmer, leaf blower, chainsaw, etc.)
How likely is it that you will choose a battery-powered garden machine?



“Landsdel” according to “Danmarks Statistik”

	Total	København & omegn	Nordsjælland	Østsjælland	Vest- og Sydsjælland	Fyn	Sydjylland	Østjylland	Vestjylland	Nordjylland
<i>Base</i>	1055	84	82	64	116	116	138	177	89	134
<i>Top 2%</i>	68%	63%	66%	64%	64%	74%	67%	65%	77%	68%
Very likely	32%	39%	38%	24%	29%	32%	38%	30%	31%	30%
Likely	35%	25%	28%	40%	35%	42%	29%	34%	46%	38%
Unlikely	10%	11%	11%	16%	11%	5%	7%	13%	7%	9%
Very unlikely	5%	3%	2%	3%	8%	4%	8%	4%	1%	7%
Don't know	18%	24%	22%	17%	17%	17%	18%	18%	16%	17%

Landsdel Bornholm is not shown due to low sample size

X% / Y% Statistical significance compared to total
 (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS

No significant differences between demographic groups.

Imagine that you are about to buy a new garden machine (eg lawn mower, hedge trimmer, leaf blower, chainsaw, etc.)
How likely is it that you will choose a battery-powered garden machine?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	311	435	225
<i>Top 2%</i>	63%	65%	61%	63%	64%	62%
Very likely	25%	26%	25%	23%	28%	23%
Likely	38%	39%	36%	40%	36%	38%
Unlikely	12%	11%	12%	11%	10%	14%
Very unlikely	6%	8%	4%	6%	4%	8%
Don't know	20%	16%	24%	20%	21%	16%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS

Significantly more women don't know what they would choose.

Imagine that you are about to buy a new garden machine (eg lawn mower, hedge trimmer, leaf blower, chainsaw, etc.)
How likely is it that you will choose a battery-powered garden machine?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	404	308
<i>Top 2%</i>	63%	66%	60%	64%	63%	61%
Very likely	24%	27%	22%	20%	25%	26%
Likely	39%	39%	38%	44%	38%	34%
Unlikely	13%	14%	11%	12%	13%	12%
Very unlikely	8%	9%	7%	4%	8%	13%
Don't know	17%	11%	22%	20%	15%	15%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS

Significantly fewer men don't know what they would choose

Imagine that you are about to buy a new garden machine (eg lawn mower, hedge trimmer, leaf blower, chainsaw, etc.)
How likely is it that you will choose a battery-powered garden machine?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	291	467	228
<i>Top 2%</i>	56%	54%	58%	59%	57%	54%
Very likely	21%	20%	22%	18%	22%	24%
Likely	35%	34%	36%	41%	34%	31%
Unlikely	17%	21%	14%	16%	17%	16%
Very unlikely	10%	13%	8%	7%	11%	15%
Don't know	16%	12%	20%	19%	16%	15%

X% / Y% Statistical significance compared to total (95% confidence interval)

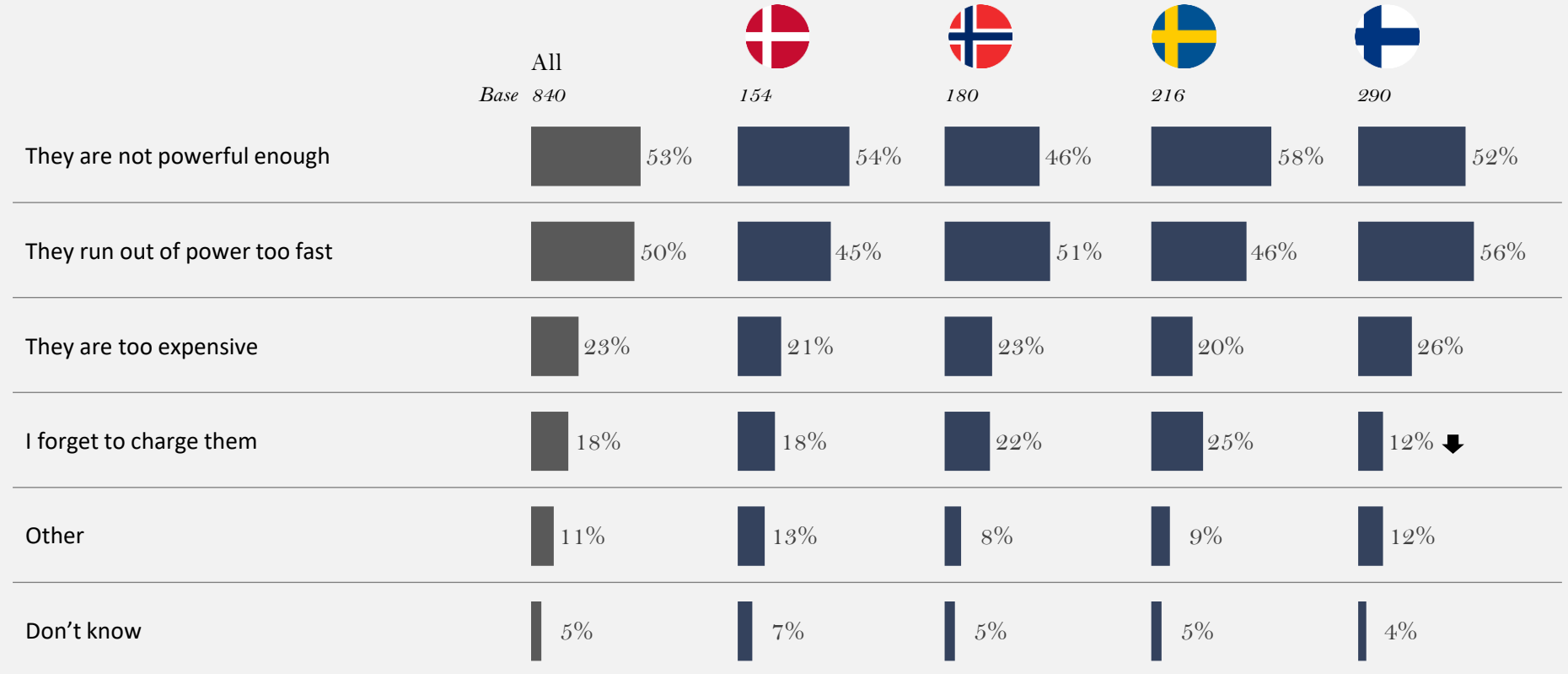
Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

MAIN REASONS FOR NOT CHOOSING A BATTERY DRIVEN MACHINE IS THAT THEY ARE NOT POWERFUL ENOUGH OR THEY RUN OUT OF POWER TOO SOON

Little significant differences between countries.

No significant differences between demographic or geographic groups

Why is it unlikely that you will choose a battery-powered garden machine? (among those who wouldn't choose one)



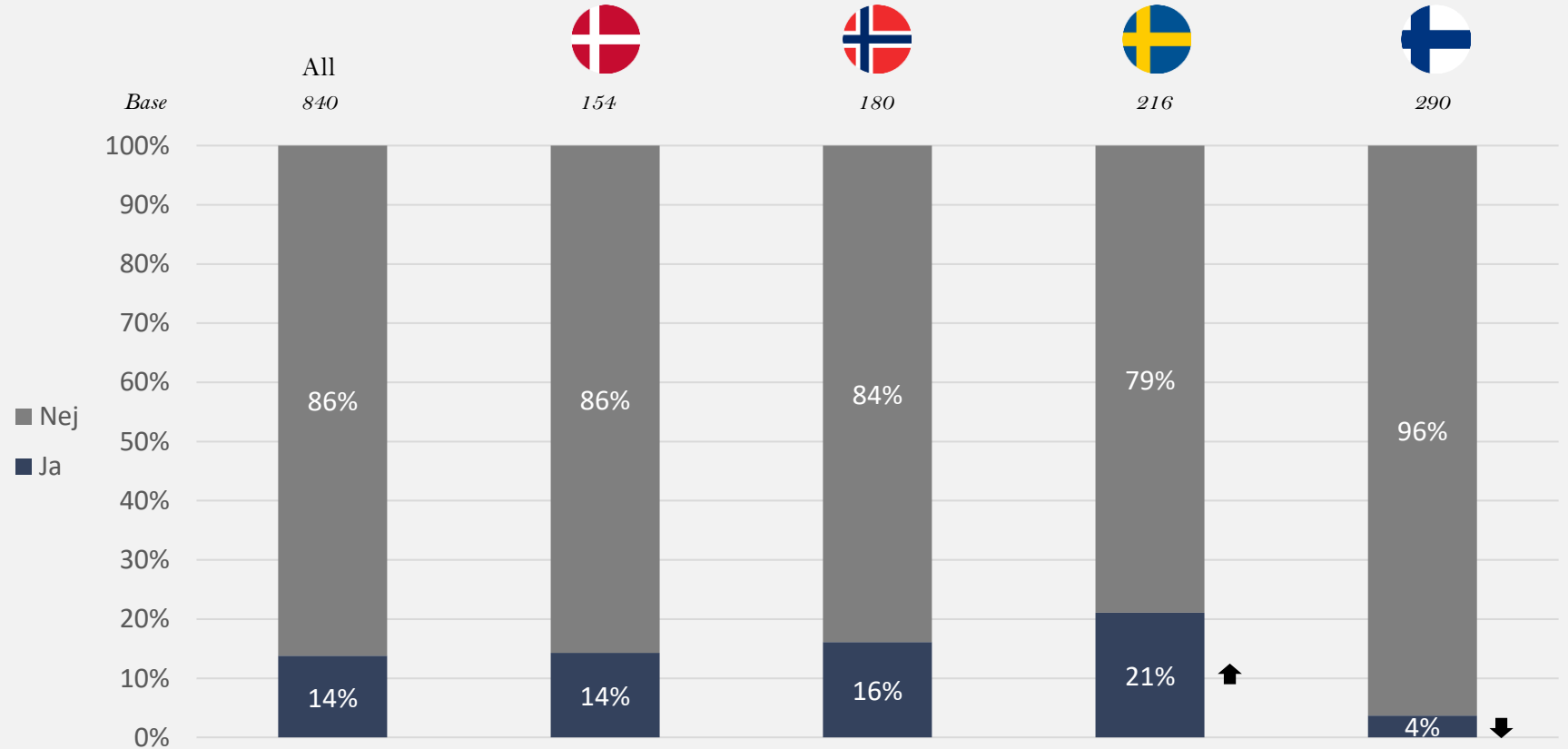
Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

14% OWN A ROBOTIC LAWN MOWER

Significantly more people in Sweden own one robotic lawn mower.

Do you own a robotic lawn mower? (ie a lawn mower that can even drive around and mow grass)



↑↓ Statistical significance compared to all (95% confidence interval)

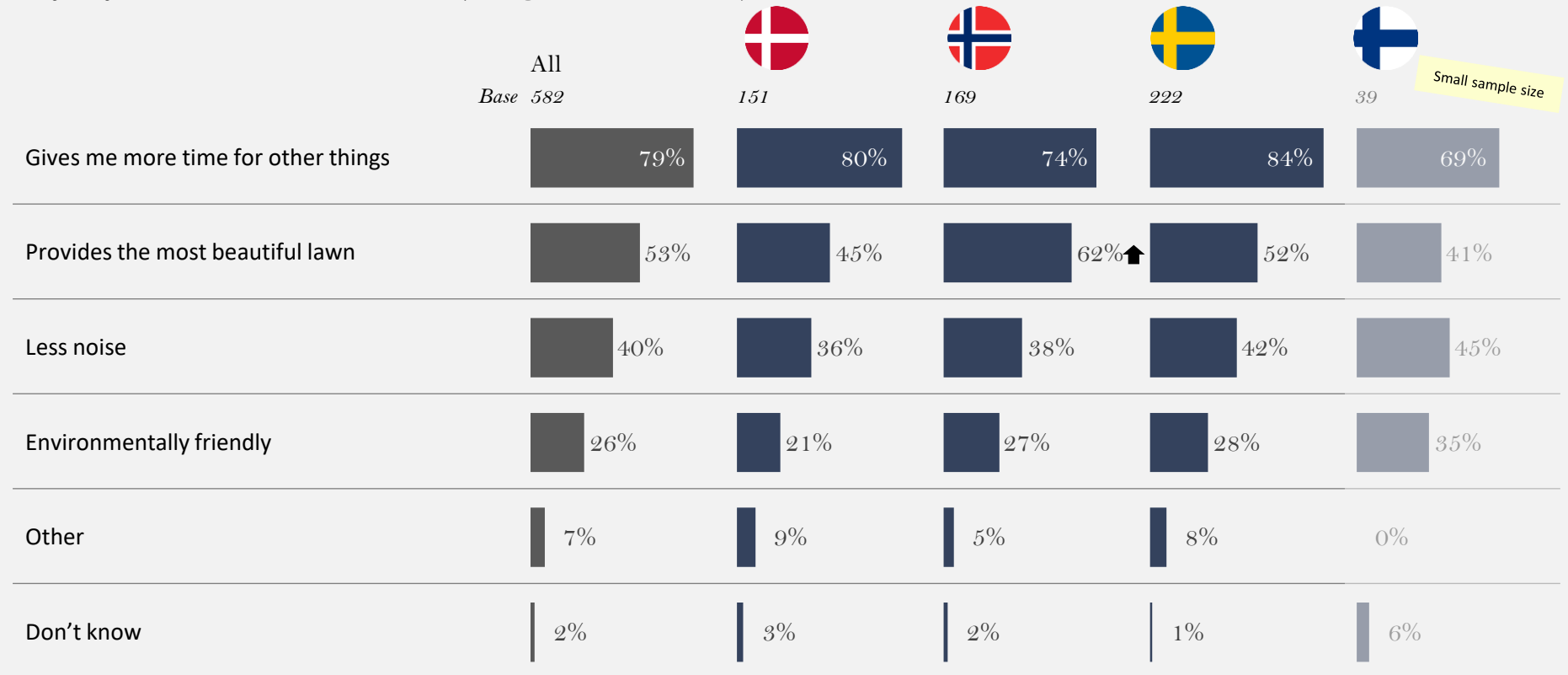
Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

MAIN REASONS FOR HAVING A ROBOTIC LAWN MOWER IS THAT YOU HAVE TIME FOR OTHER THINGS

Significantly more garden owners in Norway think a robotic lawn mower provides the most beautiful lawn.

Too small sample sizes for demographic or geographic groups

Why do you have a robotic lawn mower? (among those who have one)



Small sample size



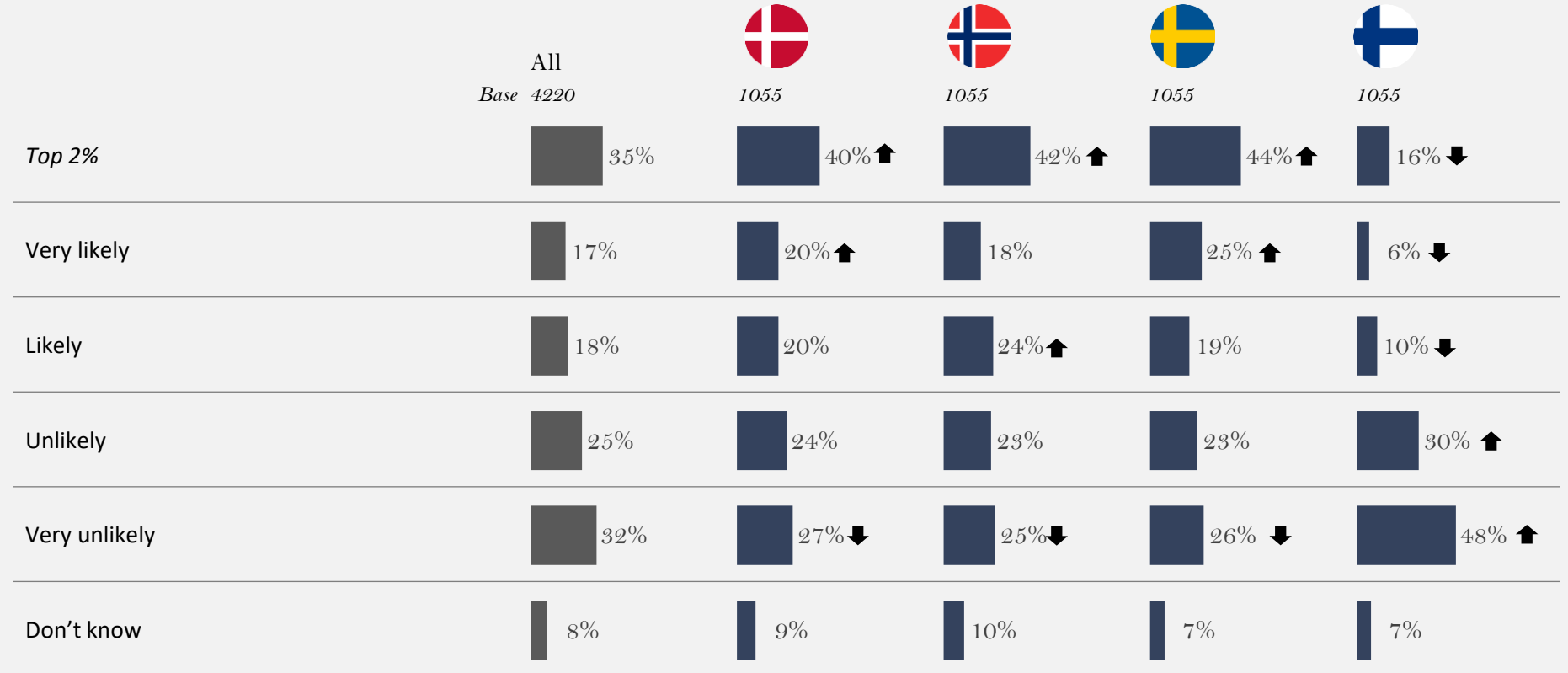
Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

40% OF GARDEN OWNERS IN DK, NO, SE WOULD LIKELY OR MOST LIKELY CHOOSE A ROBOTIC LAWN MOWER NEXT TIME THEY ARE ABOUT TO BUY ONE

Significantly fewer garden owners in Finland would choose a robotic lawn mower.

Imagine that you are about to buy a new buy a new lawn mower
How likely are you to choose a robotic lawn mower?



↑↓ Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - DEMOGRAPHICS

Significantly more 25-39 yrs would choose a robotic lawn mower and significantly fewer 55 yrs+ would choose one.

Imagine that you are about to buy a new buy a new lawn mower
How likely are you to choose a robotic lawn mower?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	418	293
<i>Top 2%</i>	40%	38%	42%	52%	37%	32%
Very likely	20%	18%	22%	27%	17%	19%
Likely	20%	20%	20%	26%	20%	14%
Unlikely	24%	25%	23%	23%	25%	25%
Very unlikely	27%	29%	25%	12%	30%	36%
Don't know	9%	9%	10%	12%	9%	7%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

DENMARK - GEOGRAPHICS

Imagine that you are about to buy a new buy a new lawn mower
How likely are you to choose a robotic lawn mower?



“Landsdel” according to “Danmarks Statistik”

	Total	København & omegn	Nordsjælland	Østsjælland	Vest- og Sydsjælland	Fyn	Sydjylland	Østjylland	Vestjylland	Nordjylland
<i>Base</i>	1055	84	82	64	116	116	138	177	89	134
<i>Top 2%</i>	40%	35%	38%	38%	29%	46%	46%	43%	55%	37%
Very likely	20%	15%	18%	12%	8%	26%	25%	23%	34%	22%
Likely	20%	20%	20%	26%	21%	21%	21%	20%	21%	15%
Unlikely	24%	20%	17%	13%	28%	27%	24%	27%	17%	22%
Very unlikely	27%	38%	39%	37%	32%	17%	26%	20%	16%	29%
Don't know	9%	9%	6%	13%	11%	9%	5%	10%	12%	13%

Landsdel Bornholm is not shown due to low sample size

X% / Y% Statistical significance compared to total
 (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

NORWAY - DEMOGRAPHICS

Significantly more 25-39 yrs would choose a robotic lawn mower and significantly fewer 55 yrs+ would choose one.

Imagine that you are about to buy a new buy a new lawn mower
How likely are you to choose a robotic lawn mower?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	311	435	225
<i>Top 2%</i>	42%	39%	44%	50%	40%	34%
Very likely	18%	17%	20%	20%	18%	16%
Likely	24%	22%	25%	30%	22%	18%
Unlikely	23%	25%	22%	22%	23%	25%
Very unlikely	25%	28%	22%	20%	26%	32%
Don't know	10%	8%	13%	8%	11%	9%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

SWEDEN - DEMOGRAPHICS

Significantly more 25-39 yrs would choose a robotic lawn mower and significantly fewer 55 yrs+ would choose one.

Imagine that you are about to buy a new buy a new lawn mower
How likely are you to choose a robotic lawn mower?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	279	404	308
<i>Top 2%</i>	44%	39%	48%	57%	42%	35%
Very likely	25%	21%	28%	31%	24%	21%
Likely	19%	18%	21%	27%	18%	15%
Unlikely	23%	25%	22%	21%	25%	22%
Very unlikely	26%	30%	23%	17%	26%	35%
Don't know	7%	6%	7%	5%	7%	8%

X% / Y% Statistical significance compared to total (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

FINLAND - DEMOGRAPHICS

Significantly more 25-39 yrs would choose a robotic lawn mower and significantly fewer 55 yrs+ would choose one.

Imagine that you are about to buy a new buy a new lawn mower
How likely are you to choose a robotic lawn mower?



	Total	Male	Female	25-39 yrs	40-54 yrs	55 yrs +
<i>Base</i>	1055	517	538	291	467	228
<i>Top 2%</i>	16%	14%	18%	24%	13%	12%
Very likely	6%	5%	7%	9%	5%	4%
Likely	10%	9%	11%	15%	9%	8%
Unlikely	30%	27%	33%	29%	33%	26%
Very unlikely	48%	53%	43%	41%	47%	56%
Don't know	7%	6%	7%	7%	7%	6%

X% / Y% Statistical significance compared to total (95% confidence interval)

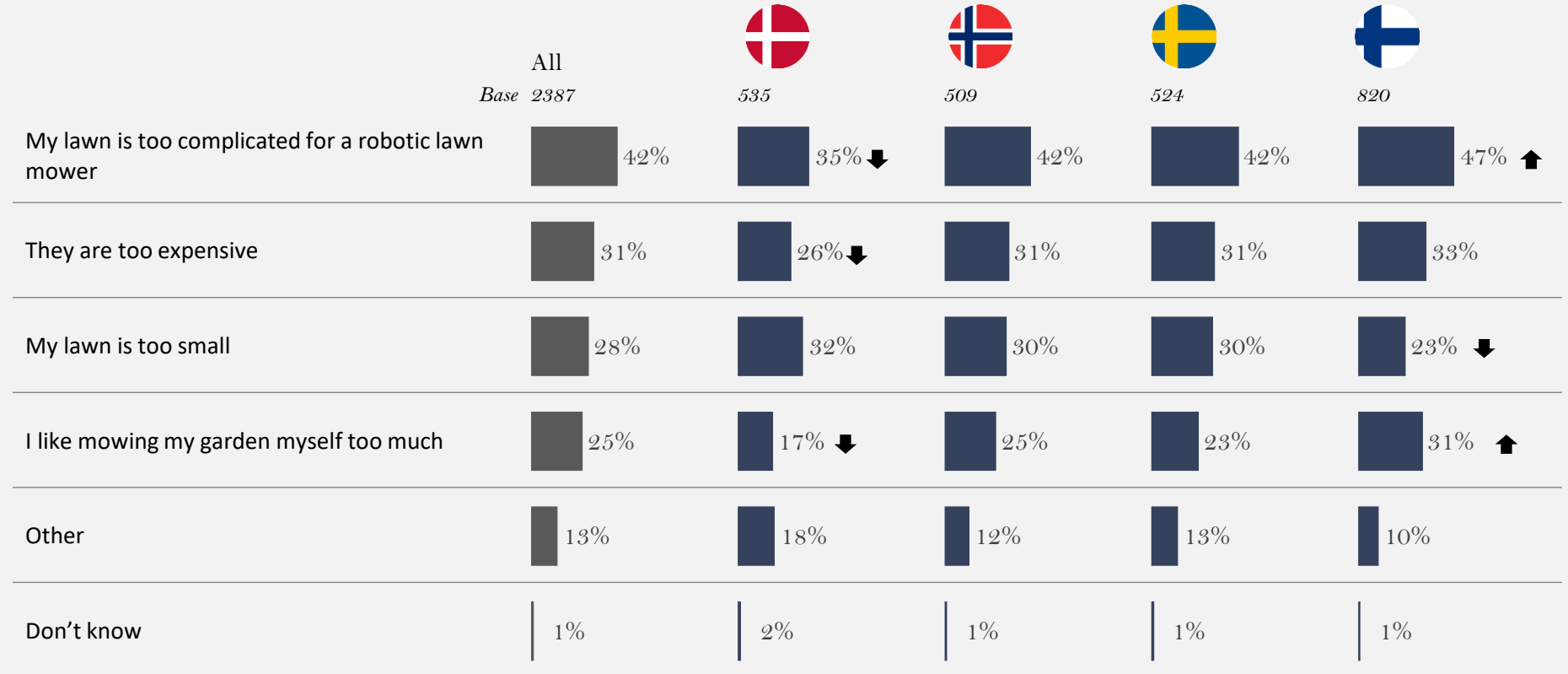
Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

MAIN REASONS FOR NOT CHOOSING A ROBOTIC LAWN MOWER IS THAT THE LAWN IS TOO COMPLICATED

Significantly fewer garden owners in Denmark think they are too expensive.

No significant differences between demographic or geographic groups

Why is it unlikely that you will choose a robotic lawn mower? (among those who wouldn't choose one)



↑↓ Statistical significance compared to all (95% confidence interval)

Source: Husqvarna Garden Karma Consumer Survey; April 2021; n = 4,220; YouGov and IAF

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TrygFonden


Kræftens Bekæmpelse

TELMORE

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entertainment group

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DET KRIMINAL
PRÆVENTIVE RÅD

Forbrugerrådet
Tænk

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Tal ordentligt

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landsforening

 DANSK
RÅD FOR
GENOPLIVNING

GUBI

LIBRATONE 

NEYE

ALKOHOL
& SAMFUND

 Bro
Bizz

Casillero
del
Diablo

DANSKE ÆG


Colliers
INTERNATIONAL

IT'S A FACT