

HOMEOWNER KNOWLEDGE AND SUPPORT OF POLLINATORS

2020 NATIONAL SURVEY

HOMEOWNER ATTITUDES

HALF consider taking care of nature to be important.

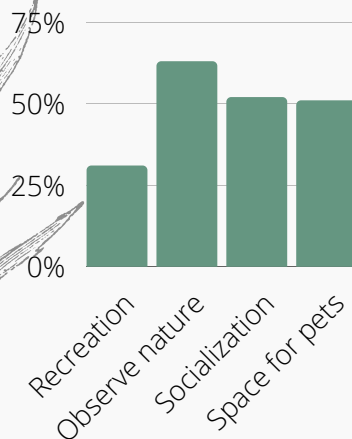
34% believe insect biodiversity is important.

ONE-QUARTER think pollinators are declining.

32% are willing to make changes in their yard to support pollinators.

ONE-THIRD agree with their neighbors making changes in their yard.

WAYS HOMEOWNERS USE THEIR YARD



1,321 SURVEY PARTICIPANTS

GENDER		RACE		AGE	
Female	59%	White	84%	14-34	8.7%
Male	41%	Black	8%	35-54	34.6%
		Other	8%	55+	56.6%

HONEYBEES vs. OTHER POLLINATORS



40% of homeowners can identify a honeybee.



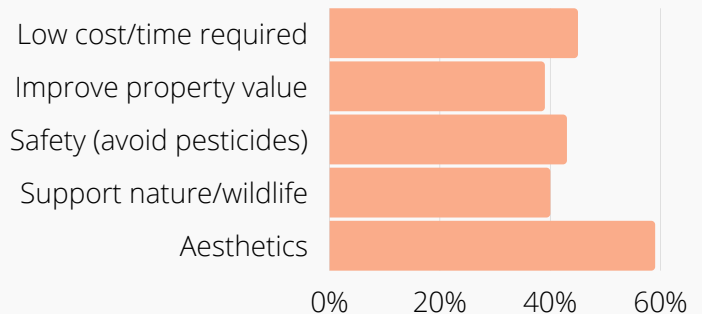
23% are concerned about pollinators other than honeybees.



19% consider honeybees more important because they make honey.

YARD USE AND MAINTENANCE

IMPORTANT ASPECTS OF YARD MAINTENANCE



TRENDS AND POTENTIAL YARD CHANGES

9% purchased pollinator-friendly plants → **29%** would allow more flowering weeds

ONE-THIRD applied pesticides to their yard → **ONE-QUARTER** would stop using pesticides entirely

45% would plant six pollinator-friendly plants → **57%** support their neighbor planting six pollinator-friendly plants



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