



## Survey of Consumer Perceptions about Yards and Landscapes

The following is the executive summary report for the National Association of Landscape Professionals study, conducted by Harris Poll via its QuickQuery omnibus product. This survey was conducted online within the United States between May 4-6, 2015, among 2,034 adults ages 18 and older by Harris Poll on behalf of NALP.

### Background/Objectives

The survey seeks to understand attitudes and perceptions about yards and landscapes among U.S. adults. Specifically:

- How important it is to have a yard, spend time in the yard, and maintain a yard
- How important it is to live in an area near trees, grass or nice landscaping
- How the quality of a yard impacts purchasing decisions
- Feelings about caring for one's own yard

NALP commissioned a two-question online omnibus study to explore these issues.

For complete survey methodology, including weighting variables, and additional demographic analysis please contact [lisa@landscapeprofessionals.org](mailto:lisa@landscapeprofessionals.org). For additional press materials relating to the survey including an infographic and press release, visit [www.landscapeprofessionals.org/nalp/nalp/media/consumer-survey.aspx](http://www.landscapeprofessionals.org/nalp/nalp/media/consumer-survey.aspx)

### Overview of Findings

Yards are important to American homeowners. Most Americans think it is important to have a yard (83%) and to spend time outside in the yard (75%). For those that have a yard, 90% think it is important that it is well-maintained.

It is also important to people to live in an area where they can see or walk to trees, grass or nice landscaping. And the majority of Americans (71%) also feel that it is important for their neighbors to have well maintained yards too. The majority of Americans (67%) think professional landscape help would allow them to have a nicer yard, while only 33% of Americans who have a yard strongly agree that they have the knowledge and skills to keep their lawn and plants healthy and looking good.

### Quick Facts

- 91% of Americans think it is important to live in close proximity to trees, grass or nice landscaping, and more than half of them (60%) say it is very important. Mid-Westerners (94%) are more likely than those who live in the Northeast (87%) or West (89%) to say proximity to trees, grass or nice landscaping is important
- 84% of Americans think it is important to have a well-maintained yard
- For people who have a yard, 90% think it is important to have their yard well-maintained.



- Almost half of Americans feel that it is very important (48%) to have their yard well-maintained.
- 71% of Americans think it is important that their neighbor's yard is well-maintained those in the Northeast being the least likely to say this (62% Northeast vs. 73% South, 76% Midwest and 71% West).
- 83% of Americans think it is important to have a yard.
- 75% of Americans think it is important to spend time outside in their yard.
- 82% of those in the Western U.S. think spending time outside in their yards is important.
- 71% of Americans think it is important that their neighbors have well-maintained yards.
- 90% of Americans prefer to live in a home surrounded by trees, grass and other living plants,
- 84% of Americans agree that the quality of a home's landscape/yard would affect their decision about whether or not to buy it.
- 47% of Americans wish they could hire professional landscape help.
- 67% of Americans think professional landscape help would allow them to have a nicer yard.
- Only 33% of Americans who have a yard strongly agree that they have the knowledge and skills to keep their lawn and plants healthy and looking good.

## **Survey Methodology**

This survey was conducted online within the United States between May 4-6, 2015 among 2,034 adults ages 18 and older by Harris Poll on behalf of NALP via its Quick Query omnibus product. All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with non-response, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, the words "margin of error" are avoided as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

## **About The Harris Poll**

Over the last 5 decades, Harris Polls have become media staples. With comprehensive experience and precise technique in public opinion polling, along with a proven track record of uncovering consumers' motivations and behaviors, The Harris Poll has gained strong brand recognition around the world. The Harris Poll offers a diverse portfolio of proprietary client solutions to transform relevant insights into actionable foresight for a wide range of industries including health care, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer packaged goods. Contact us for more information.