

U.S. Poll of Consumer Perceptions about Yards, Landscapes, and Landscape Companies

The following is the executive summary report for the PLANET study, conducted by Harris Interactive® via its QuickQuerySM online omnibus service from December 11-13, 2012. Background/Objectives and methodology are included at the beginning, followed by key findings.

Background/Objectives

The survey seeks to understand attitudes and perceptions about landscaping among U.S. adults.

Specifically:

- How common is yard ownership and how important is its maintenance
- The main reasons behind why someone would work to maintain a nice yard or landscape
- Main uses for yard/landscape
- Where yard/landscape-owners turn to find landscaping companies and professionals
- Traits/aspects they would look for in selecting landscaping companies and professionals

PLANET commissioned a six-question online omnibus study to explore these issues.

Survey Methodology

This survey was conducted online within the United States by Harris Interactive on behalf of PLANET from December 11-13, 2012 among 2,893 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

For complete survey methodology, including weighting variables, and additional demographic analysis please contact lisaschaumann@landcarenetwork.org. For additional press materials relating to the survey, visit www.loveyourlandscape.com.

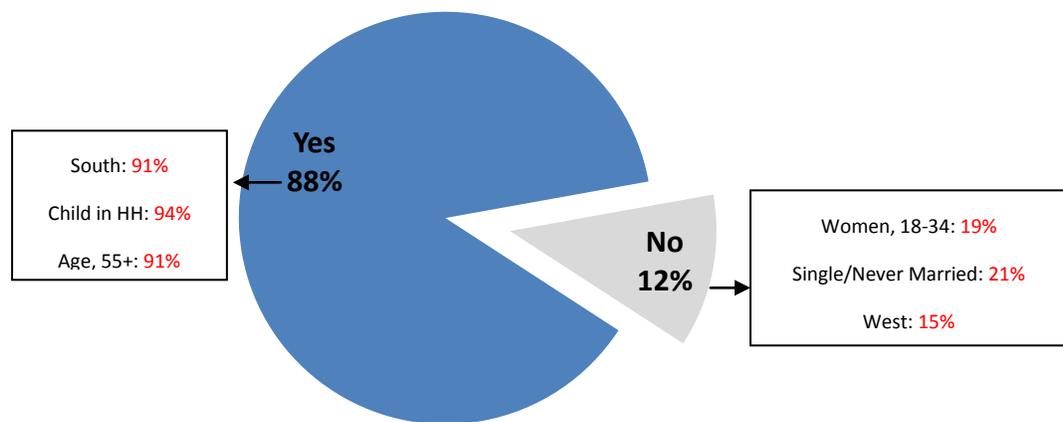
Overview of Findings

Yard ownership is highly prevalent among Americans and its upkeep is considered important.

Yard/landscape-owners are more likely to cite showing pride in their home as their chief reason to maintain or improve their yard, with creating a outdoor relaxing space and raising or protecting their property value also winning double digit support. When it comes to what the yard is used for, relaxing rises to the top, along with planting flowers/vegetables and spending time with family.

If yard/landscape-owners were to seek out a landscaping referral or information, most would look to a personal reference or referral from someone they know, followed by an online search to a lesser, but still significant, extent. If a landscaping company were to be selected, the two most vital metrics yard/landscape-owners would use to judge them are price and quality of work. It is interesting to note that women seem to be more price conscious than men, yet men are more focused on the quality of the work than women.

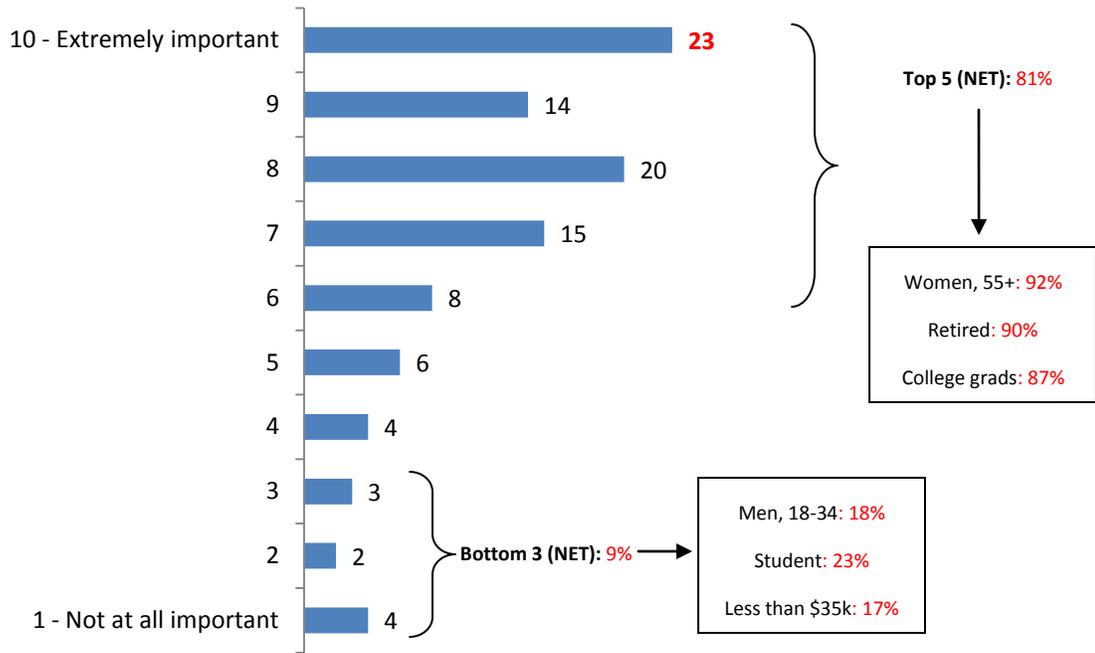
Detailed Findings – Prevalence of Yards and Ratings of Importance of Maintaining a Good Yard/Landscape
Yard/Landscape Frequency, by all US Adults (%)



Question: How important, if at all, is the upkeep and care of your yard/landscape (e.g., lawn, shrubs, flower beds) to the look of your home? (n= 2,893)
 [“YES” represents the NET of respondents who have a yard; “NO” are respondents who indicated they do not have a yard/landscape]

88% of U.S. adults **have a yard or landscape**, and just 12% of U.S. adults said they don’t have a yard or landscape.

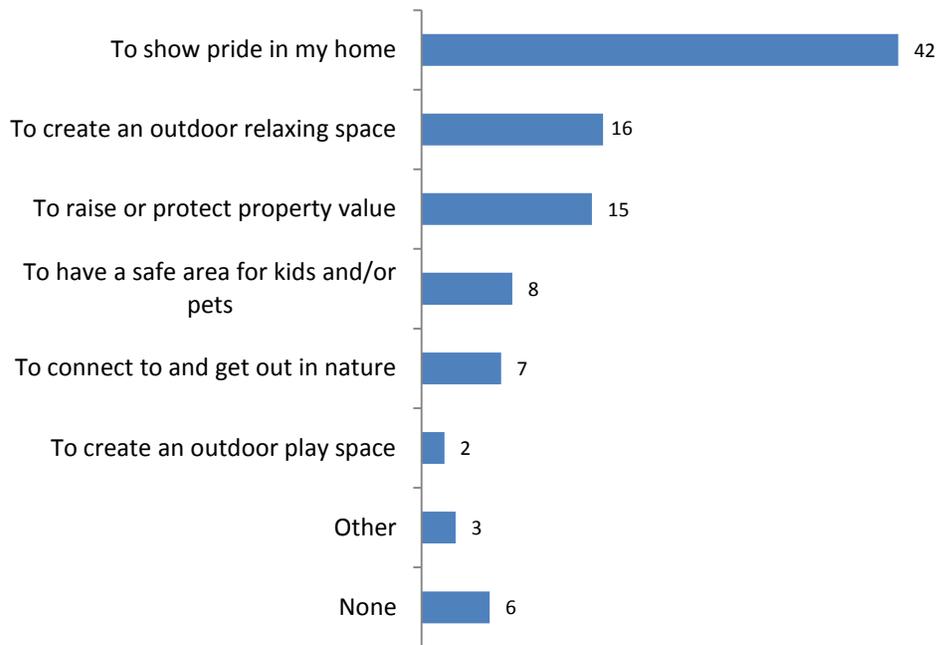
Importance of Yard/Landscape Upkeep, among US Adults who Have a Yard/Landscape (%)



Question: How important, if at all, is the upkeep and care of your yard/landscape (e.g., lawn, shrubs, flower beds) to the look of your home? (n= 2,497)

Among those with a yard/landscape, 81% rate upkeep and care as important (6-10 on a 10-point scale), compared to just 9% who rate it as unimportant (1-3 on a 10-point scale).

Reasons for Yard/Landscape Upkeep, among US Adults who Have a Yard/Landscape (%)

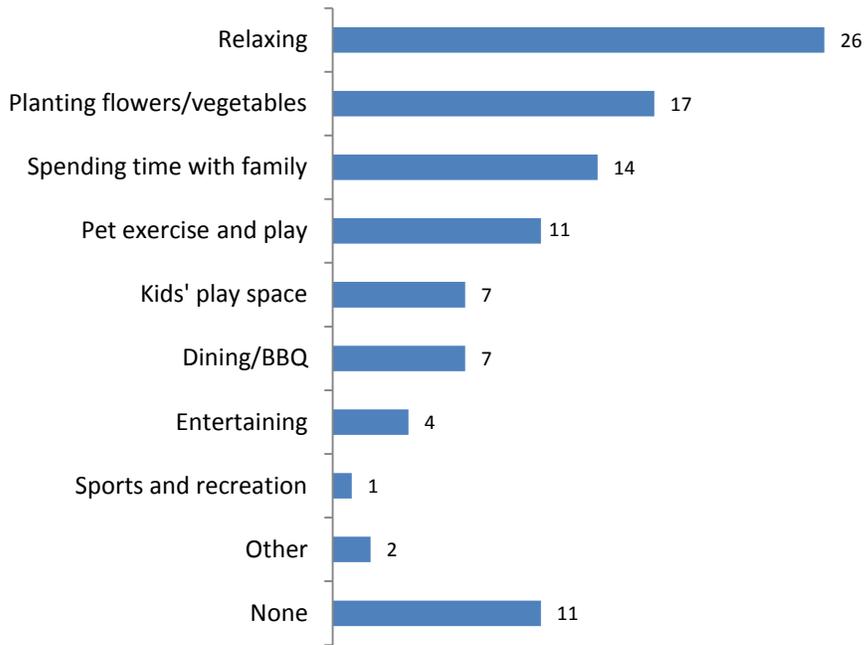


Question: Which of the following, if any, best completes this sentence for you? The most important reason to maintain/improve my yard/landscaped area is...

(n= 2,497)

A substantial plurality of yard/landscape-owners (42%) cite showing pride in their home as the most important reason to maintain and improve their yard/landscaped area, far above “to create an outdoor relaxing space” (16%) in second place.

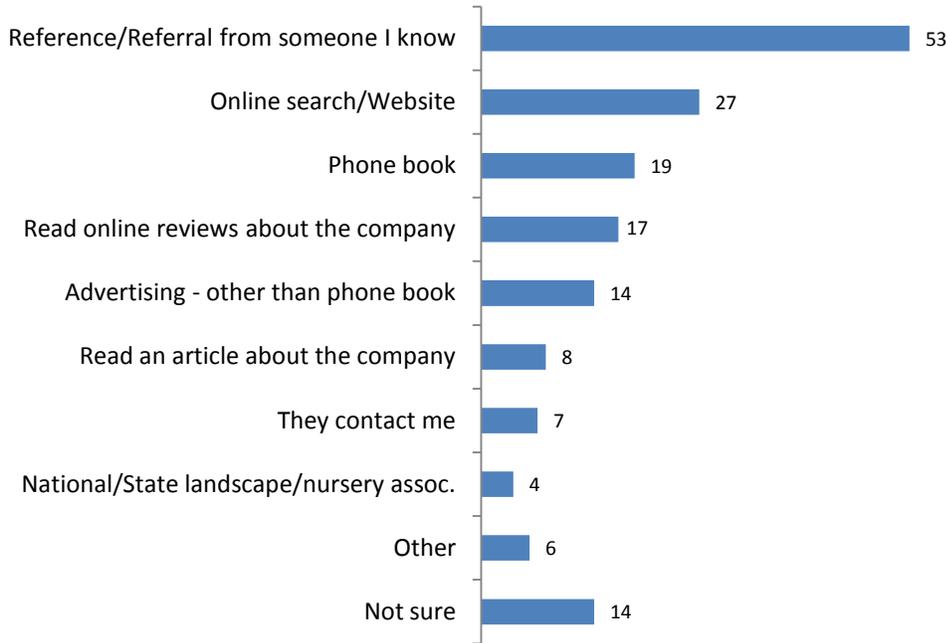
Most Common Uses for Yard/Landscape, among US Adults who Have a Yard/Landscape (%)



Question: What do you use your yard/landscaped area for the most? (n= 2,497)

For U.S. adults with a yard/landscape, relaxing (26%) is the most common thing it is used for, followed by planting flowers/vegetables (17%), and spending time with family (14%).

Detailed Findings – Experience with Landscaping Companies/Professionals
Most Common Sources for Finding for Yard/Landscape Company, among US Adults who Have a Yard/Landscape (%)



Question: If you needed a professional for yard/landscaping work, where would you look/who would you turn to for a referral/information? Please select all that apply. (n= 2,497)

Over half (53%) of yard/landscape-owners would rely on personal referrals to find a landscaping company/professional, and more than a quarter (27%) would take their search online.

Most Important Aspects/Attributes for Yard/Landscape Company, among US Adults who Have a Yard/Landscape (%)



Question: If you were selecting a professional yard/landscaping company or help, what would be among the three most important traits/aspects you would look for? Please select up to three responses below. (n= 2,497)

For yard/landscape-owners, two metrics rise above the rest when thinking about selecting a yard/landscaping company: price (69%) and quality of work (68%), followed at a distance by customer service (35%) and references/recommendations (33%).