

## National Survey on Consumer Spending on Landscape Services

The following is an executive summary report for the PLANET study, conducted by Harris Interactive® via its QuickQuery<sup>SM</sup> online omnibus service on behalf of PLANET from February 7-11, 2013. Background/Objectives and methodology are included at the beginning, followed by key findings.

### Background/Objectives

PLANET is interested in understanding purchasing behaviors for lawn and landscaping services among U.S. adults.

Specifically:

- How common is yard ownership and what professional lawn and landscape services were purchased in the past year
- What professional lawn and landscaping services are expected to be purchased in the next year
- Amount spent on these services in past year and amount expected to spend in the next year
- Reasons for hiring a professional for lawn and landscape services

PLANET commissioned a five-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 February 7-11, 2013 among 2,219 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](mailto:lisaschaumann@landcarenetwork.org). For additional press materials relating to the survey, visit [www.loveyourlandscape.com](http://www.loveyourlandscape.com).

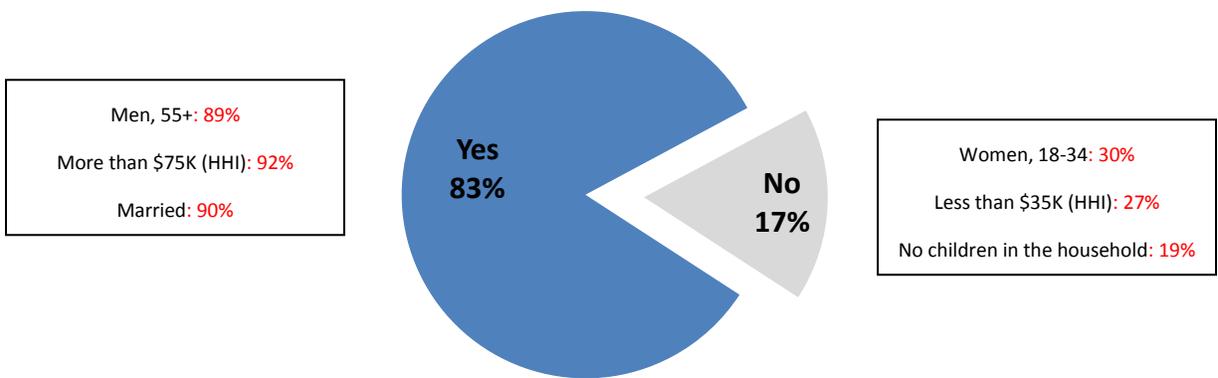
### Overview of Findings

Lawn ownership is highly prevalent among Americans. About a third have purchased professional lawn or landscaping services in the past year, and about a third expect to purchase these services in the next year.

The average annual amount spent on the most frequent services is not estimated to change dramatically from the past year to the next in most areas, except responses indicate that the biggest spending increase will likely be in the design/build area, with a potential for spending to double<sup>1</sup> (\$2,900<sup>2</sup> on average from \$1,400<sup>3</sup>).

Reasons for hiring professionals vary among adults with the most popular answers being lack of skills or equipment to do the job themselves.

**Detailed Findings – Prevalence of Yards and Professional Landscaping/Lawn Services Purchased, by all US Adults (%)**



Question: Which of the following lawn and landscape services, if any, did you or other members of your household hire a professional to perform over the past year? Please select all that apply. (n= 2,219)  
 [“YES” represents the NET of respondents who have a lawn or landscape; “NO” are respondents who indicated they do not have a lawn/landscape]

83% of U.S. adults **have a lawn or landscape**, and 17% of U.S. adults said they don’t have a lawn or landscape.

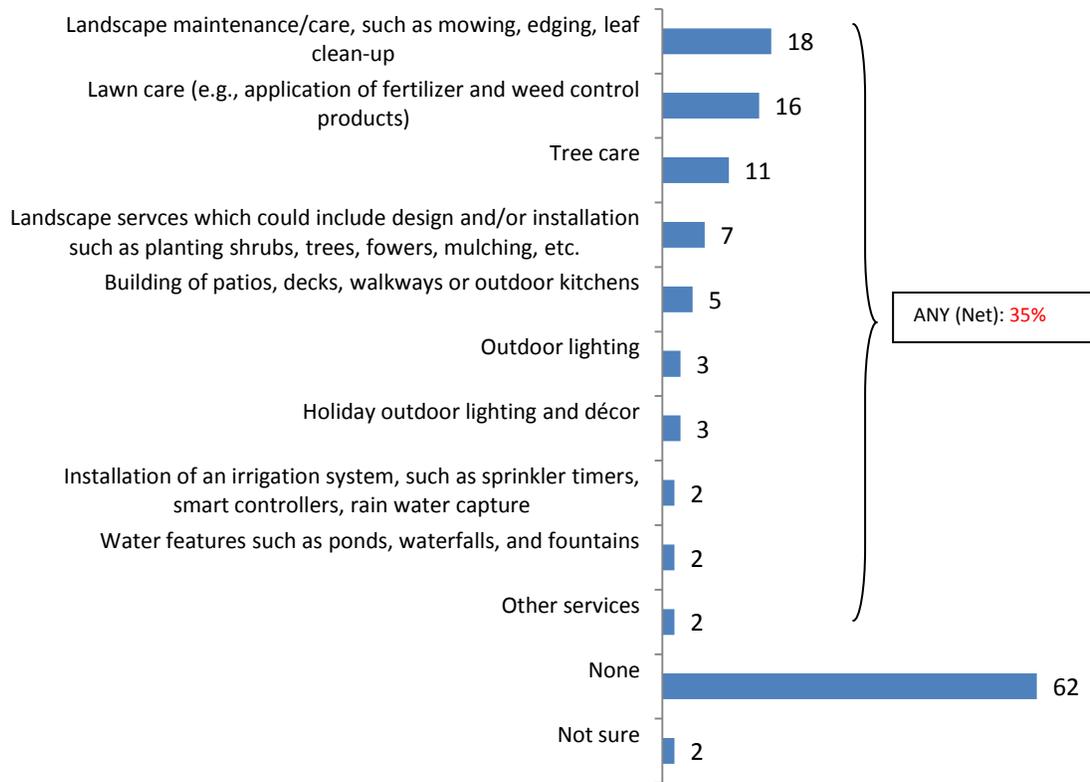
- U.S. adults in the South (86%) and Midwest (87%) are more likely than those in the Northeast (80%) and the West (79%) to have a lawn or landscape.
- Young adults, age 18-34, are significantly more likely to **not** have a lawn or landscape (23%) than adults 35 and over (14%).

<sup>1</sup> Due to the sample size, the findings are directional rather than predictive.

<sup>2</sup> Among those who will purchase any landscape/care from a professional over the next year

<sup>3</sup> Among those who purchased any landscape/care from a professional over the past year

### Professional Lawn and Landscaping Services in the Past Year (%)



Question: Which of the following lawn and landscape services, if any, did you or other members of your household hire a professional to perform over the past year? Please select all that apply. Base: Have a lawn/landscape (n= 2,219)

Of those who **do** have a lawn/landscape (n=1,830), 35% have hired a professional to do **any** service for them in the past year...

- Those in the South (38%) and West (40%) are more likely than those in the Midwest (29%) to have hired a professional for this type of work.
- Males (39%) are more likely than females (32%) to do this.
- Younger (age 18-34) and older (age 55+) adults are more likely to have hired a professional for any lawn or landscaping service than adults aged 35-44 [Age 18-34 (35%), Age 35-44 (27%), Age 55+ (40%)].

#### Overall

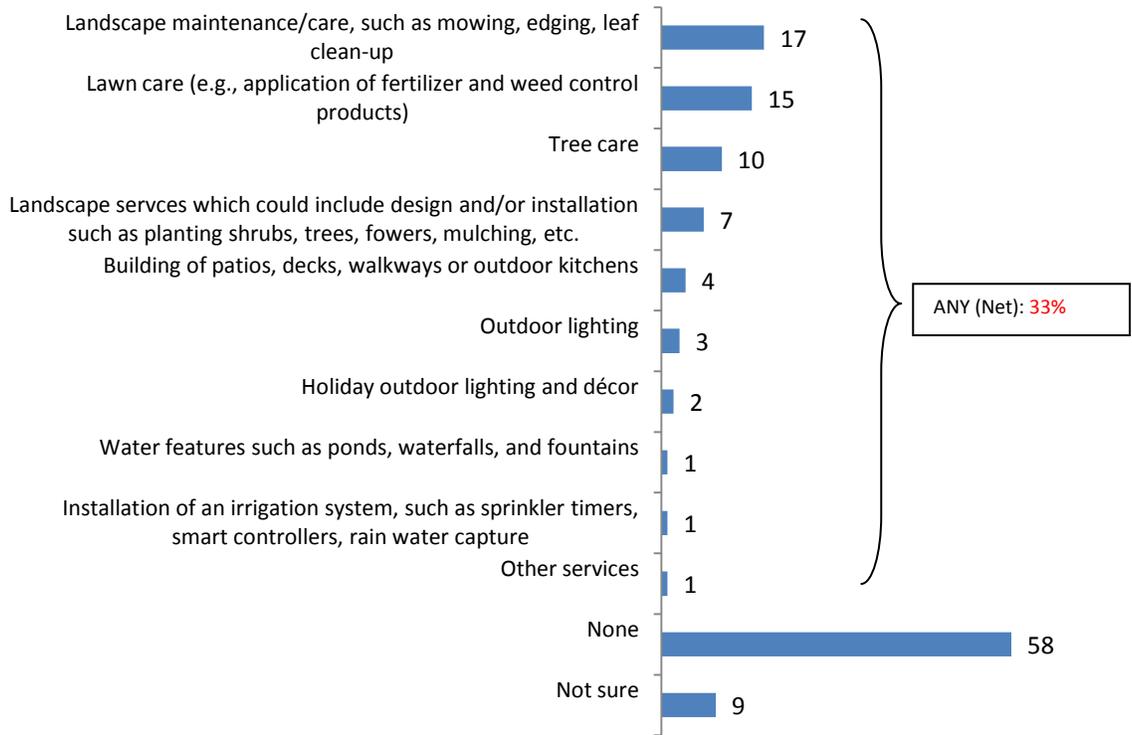
Thirty-four percent state they have hired a professional in the past year for at least one of the following listed lawn/landscaping services:

- 18% of these adults hired professional services for **landscape maintenance/care, such as mowing, edging, leaf clean-up.**
- 16% hired professional services for **lawn care (e.g., application of fertilizer and weed control products).**
- 11% hired professional services for **tree care.**
- 7% hired professional services for **landscape services which could include design and/or installation such as planting shrubs, trees, flowers, mulching, etc.**
- 5% hired professional services for **building of patios, decks, walkways or outdoor kitchens.**
- 3% hired professional services for **outdoor lighting.**
- 3% hired professional services for **holiday outdoor lighting and décor.**
- 2% hired professional services for **installation of an irrigation system, such as sprinkler timers, smart controllers, rain water capture.**
- 2% hired professional services for **water features such as ponds, waterfalls, and fountains.**

Sixty-two percent state they have not hired a professional in the past year for lawn/landscaping services.

- Older adults age 55+ are more likely than other age groups to have hired a professional in the past year for general upkeep services such as *landscape maintenance/care, such as mowing, edging, and leaf clean up* [Age 18-44 (14%), Age 45-54 (16%), Age 55+(24%)] or *lawn care (e.g., application of fertilizer and weed control products)* [Age 18-34 (15%), 35-44 (11%), 45-54 (13%), 55+ (21%)].
- Younger adults 18-34 are more likely than other age groups to have hired a professional for more specialized services such as *building of patios, decks, walkways or outdoor kitchens* [Age 18-24 (9%), Age 35-44 (2%), Age 55+ (3%)]; *outdoor lighting* [Age 18-24 (9%), Age 35-44 (2%), Age 45-54 (3%), Age 55+ (<1%)]; and *holiday outdoor lighting and décor lighting* [Age 18-24 (7%), Age 35-44 (2%), Age 45-54 (3%), Age 55+ (1%)].

### Professional Lawn and Landscaping Services Expect to Hire in the Next Year (%)



Question: Which of the following lawn and landscape services, if any, will you or other members of your household hire a professional to perform over the next year? Please select all that apply. Base: Have a lawn/landscape (n= 1,830)

#### Overall

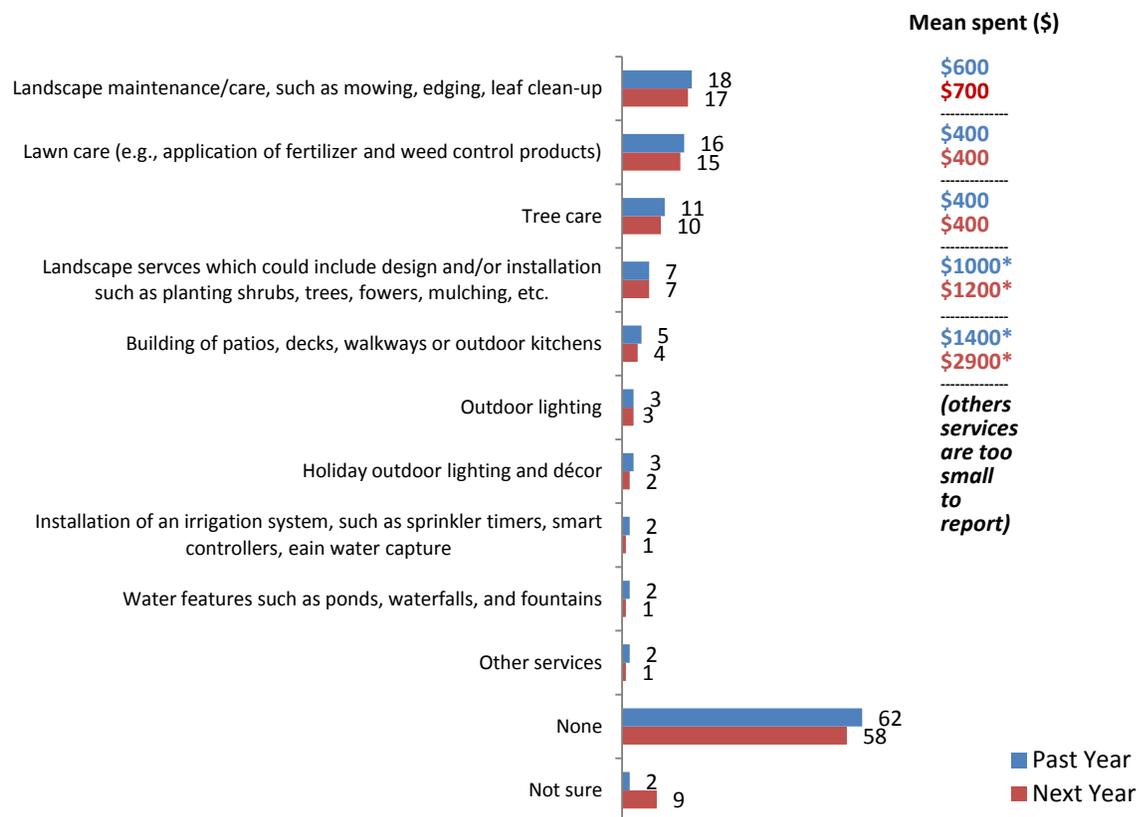
Very similar to the past year, thirty-three percent of U.S. adults who have a lawn or landscape state they will hire a professional in the next year for at least one of the listed lawn/landscaping services including the following:

- 17% of these adults will hire professional services for **landscape maintenance/care, such as mowing, edging, leaf clean-up.**
- 15% will hire professional services for **lawn care (e.g., application of fertilizer and weed control products).**
- 10% will hire professional services for **tree care.**
- 7% will hire professional services for **landscape services which could include design and/or installation such as planting shrubs, trees, flowers, mulching, etc.**
- 4% will hire professional services for **building of patios, decks, walkways or outdoor kitchens.**
- 3% will hire professional services for **outdoor lighting.**

- 2% will hire professional services for **holiday outdoor lighting and décor.**
- 1% will hire professional services for **installation of an irrigation system, such as sprinkler timers, smart controllers, rain water capture.**
- 1% will hire professional services for **water features such as ponds, waterfalls, and fountains.**
- 1% will hire **other** professional services

Fifty-eight percent state they will not hire a professional in the next year for lawn/landscaping services. Nine percent are **not sure** if they will hire a professional in the next year for lawn/landscaping services.

### Professional Lawn and Landscaping Services Hired/Expect to Hire in the Past/Next Year



Question: About how much money would you estimate that you or other members of your household spent in total over the past year on each of these services performed by a professional? Please give answers in whole dollar amounts only. If you're not sure, please make your best estimate.

(n=variable)

Question: About how much money would you estimate that you or other members of your household will spend in total over the next year on each of these services performed by a professional? Please give answers in whole dollar amounts only. If you're not sure, please make your best estimate.

(n=variable)

\* Note: n-sizes are below 100 and should be not be used for predictive purposes.

**Of U.S. adults with lawn or landscape (n=1,830)...**

18% hired a professional for **landscape maintenance/care, such as mowing, edging, leaf clean-up** in the past year, while 17% expect to hire one in the next year.

- The average annual amount spent by those who used this service in the past year was **\$600**, with 33% of these adults spending over \$500.
- The average annual amount these adults expect to spend on this service in the next year is **\$700** (a \$100 increase compared to the past year), with 36% of these adults spending over \$500.

16% hired a professional for **lawncare (e.g., application of fertilizer and weed control products)** in the past year, while 15% expect to hire one in the next year.

- The average annual amount spent by those who used this service in the past year was \$400, with 37% of these adults spending over \$300.
- The average annual amount these adults expect to spend on this service in the next year is \$400 (on par with the past year) with 36% of these adults spending over \$300.

11% hired a professional for **tree care** in the past year, while 10% expect to hire one in the next year.

- The average annual amount spent by those who used this service in the past year was \$400, with 36% of these adults spending over \$300.
- The average annual amount these adults expect to spend on this service in the next year is \$400 (on par with the past year) with 35% of these adults spending over \$300.

7% hired a professional for **landscape services which could include design and/or installation such as planting shrubs, trees, flowers, mulching, etc.** in the past year, and 7% expect to hire one in the next year.

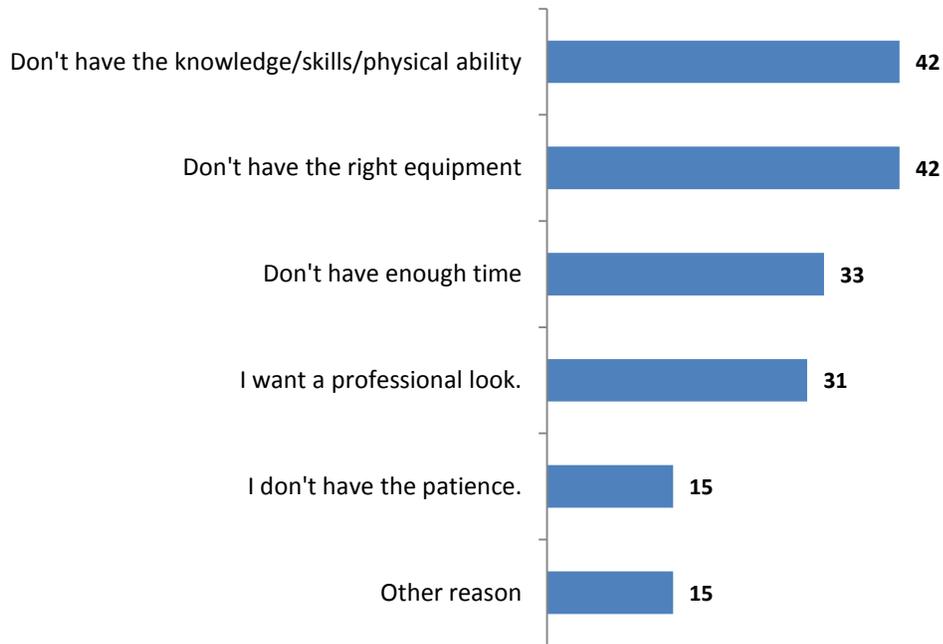
- The average annual amount spent by those who used this service in the past year was **\$1,000**, with 25% of these adults spending over \$1,000.
- The average annual amount these adults expect to spend on this service in the next year is **\$1,200** (an increase of \$200 compared to the past year) with 26% of these adults spending \$1000 or more.

5% hired a professional for **building of patios, decks, walkways or outdoor kitchens** in the past year, and 4% expect to hire one in the next year.

- The average annual amount spent by those who used this service in the past year was **\$1,400**, with 21% of these adults spending over \$1500.

- The average annual amount these adults expect to spend on this service in the next year is **\$2,900** (an increase of \$1,500 compared to the past year) with 34% of those adults spending more than \$2,000. All other services are too small for meaningful analysis.

**Reason have used/will use a professional for lawn or landscape services, among U.S. Adults who have a lawn/landscape (%)**



Question: What are the main reasons you or other members of your household hire a professional help for lawn/landscape services? Please select all that apply. (n= 672)

Thirty-five percent of U.S. adults who have a lawn/landscape purchased lawn/landscaping services in the past year and 33% expect to purchase a service in the next year. Of those who have either purchased or will purchase the services (n=672):

42% say they do so because **they don't have the knowledge or skills or physical ability.**

- Women are significantly more likely to say this than men (56% vs. 30%).

42% say they purchase services because they **don't have the right equipment.**

- Older adults aged 35+ are more likely than those aged 18-34 to say this [Age 18-34 (26%), Aged 35-44 (55%), Aged 45-54 (44%), 55+ (45%)].

33% say they hire a professional because **they don't have enough time.**

31% say they want a **professional look.**

15% say they **don't have the patience.**

- Those aged 18-34 (24%) are significantly more likely than those aged 35-44 (5%) and aged 55+ (12%) to report this. Middle aged adults 45-54 (20%) are also more likely to report this than their slightly younger counterparts of 35-44. (5%)
  - Among those aged 18-34, females (38%) are significantly more likely than males (20%) to not have patience.

15% say some ***other reason***.