

# 2015



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## HOUZZ LANDSCAPING & GARDEN TRENDS STUDY



## At a Glance



- Homeowners prioritize outdoor living and ease of maintenance  
Drought-related concerns and actions abound
- Recent home purchases trigger major outdoor projects
- Urbanites are embracing living walls, synthetic grass, cacti and succulents

# A Personal Eden

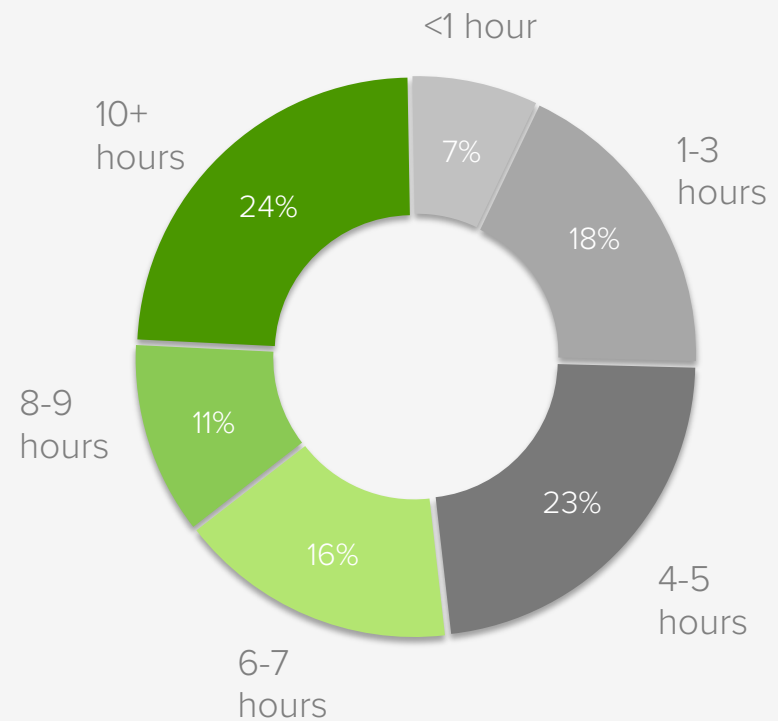


Over half of homeowners who are upgrading their outdoor spaces spend six or more hours there per week (51%). Relaxing, gardening, and entertaining are the top three uses of the space.

TOP USES OF OUTDOOR SPACE\*



HOURS SPENT PER WEEK IN OUTDOOR SPACE\*

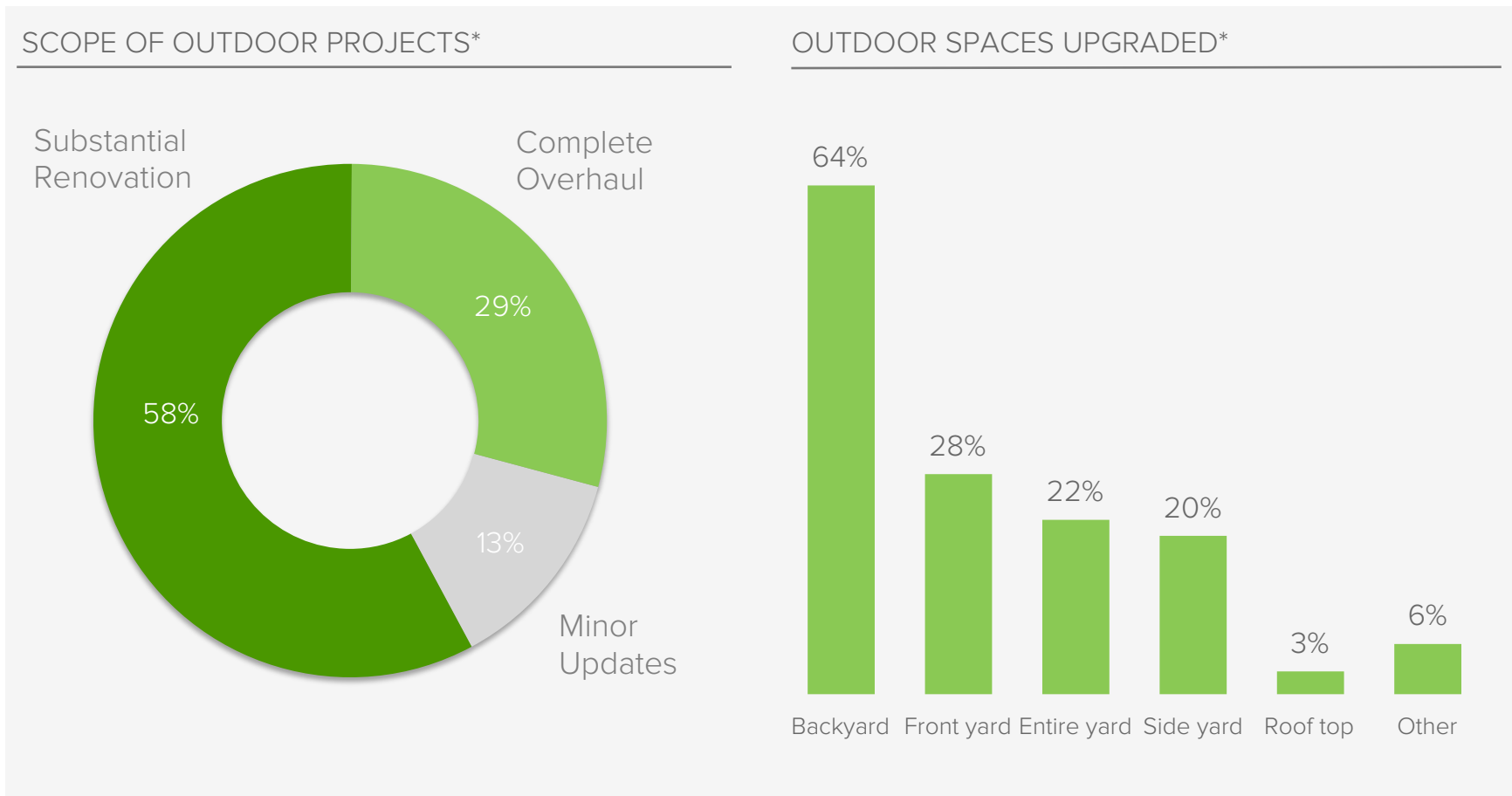


\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.

# Substantial Backyard Upgrades



The majority of homeowners upgrading their outdoor spaces are addressing their backyard (64%). The vast majority of upgrades are either substantial (58%), e.g., paving, new beds, building/upgrading structures, or a complete overhaul (29%), e.g., re-grading, terracing, re-landscaping.

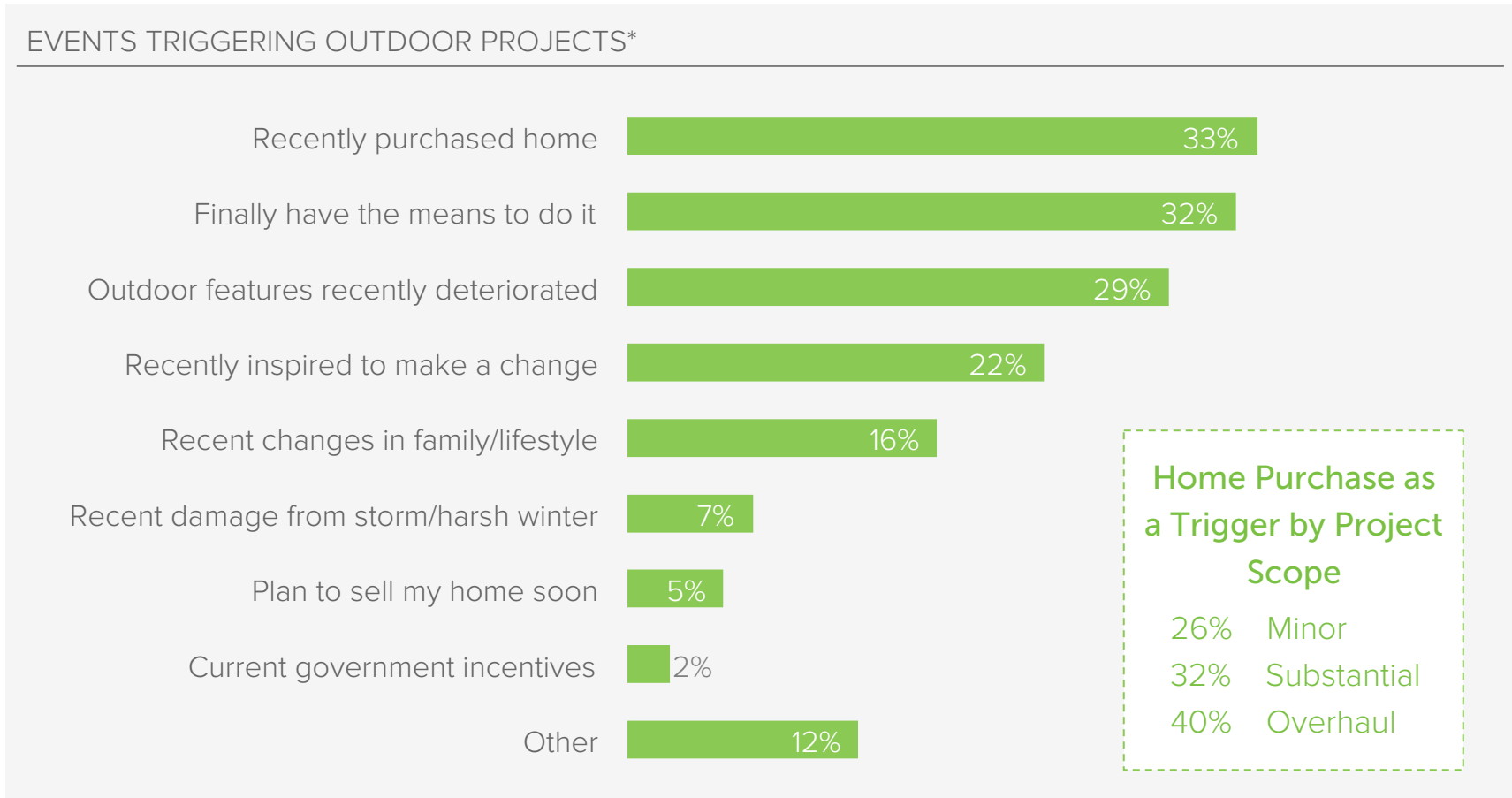


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# New Home, New Garden



Recent purchase of a home is the most common reason for upgrading outdoor spaces (33%), in particular for complete overhauls of outdoor spaces or structures (40%), followed by finally having the finances to make upgrades (32%) and recent outdoor deterioration (29%).

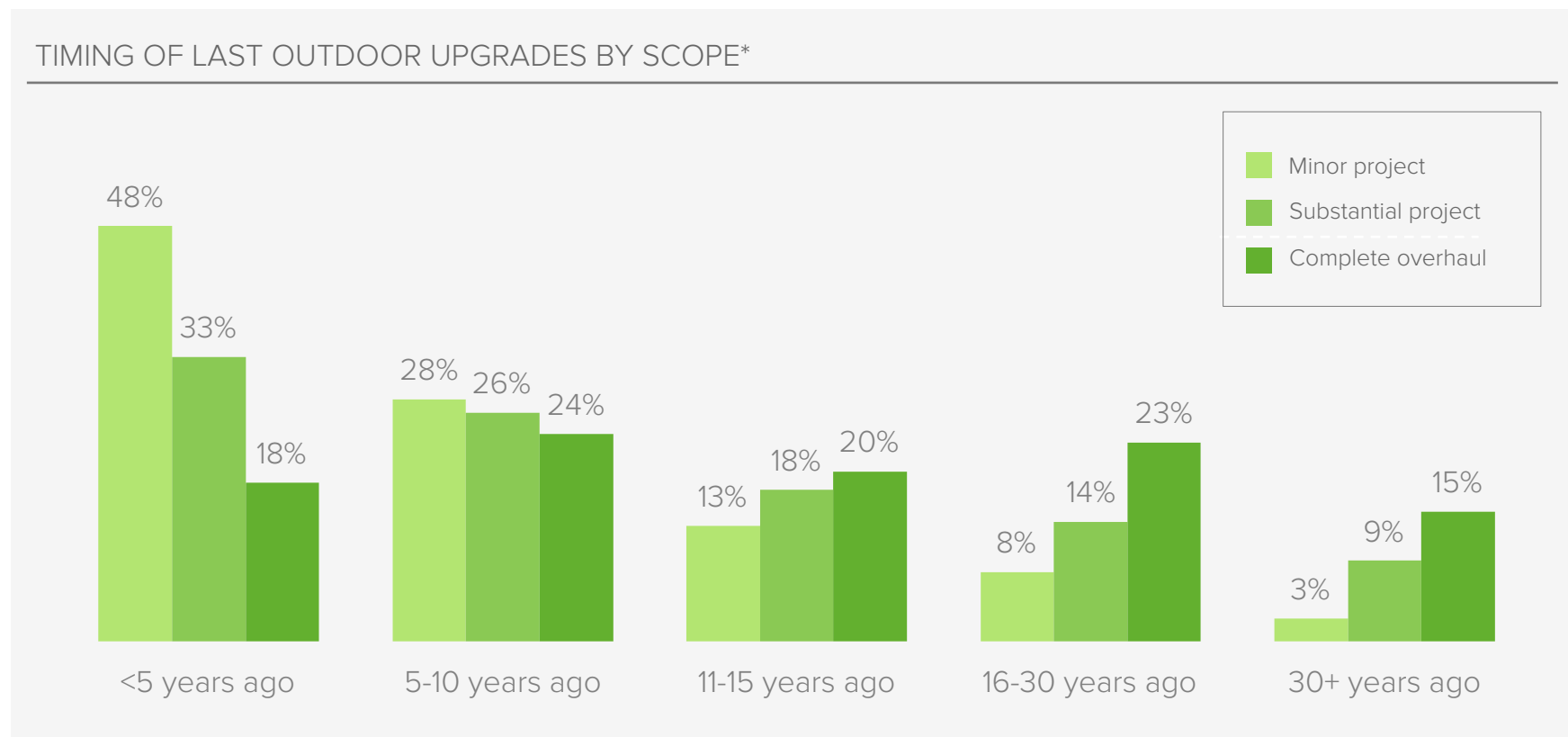


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# Frequent Endeavors



The frequency of outdoor projects varies radically by project scope. While half of minor outdoor projects (e.g., mulching, minor plantings, painting) were last completed less than five years ago, only a third of substantial outdoor projects were completed in that time frame. Complete overhauls of outdoor spaces are even more infrequent.



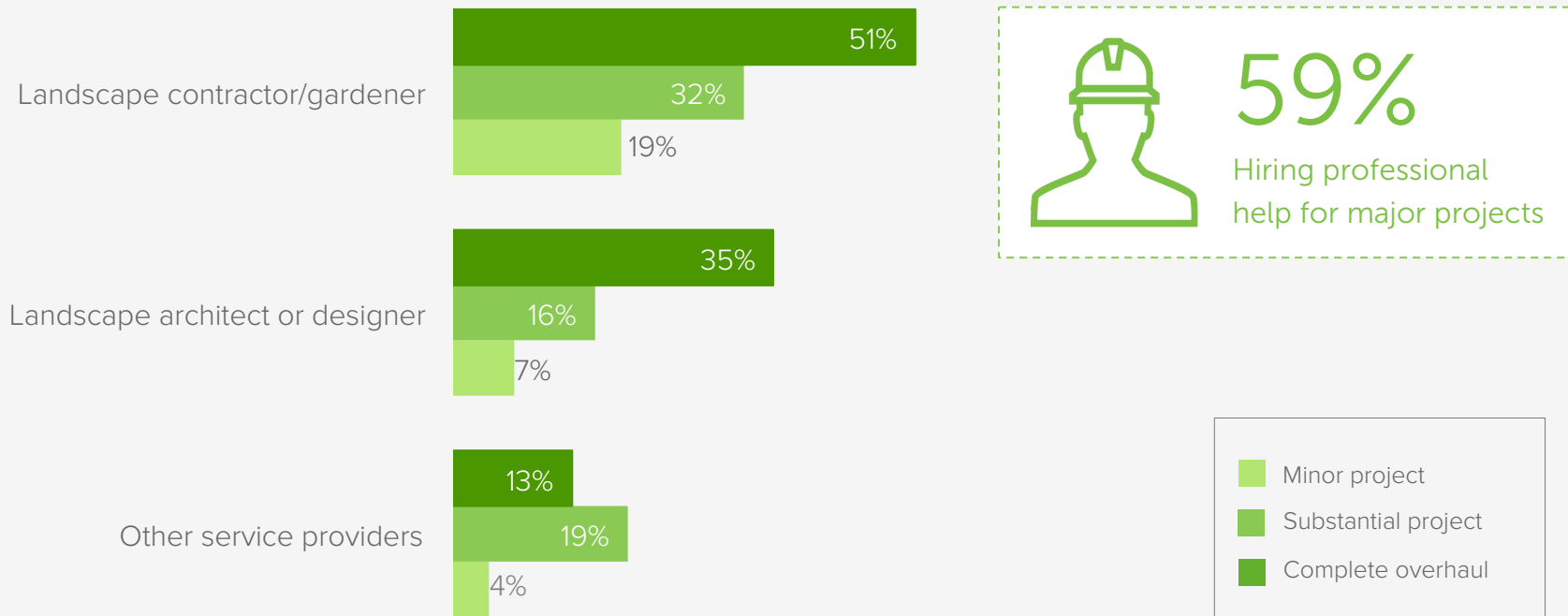
\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a *minor outdoor project*, a *substantial outdoor project*, or a *complete outdoor overhaul*.

# A Helping Hand



Three in five homeowners are enlisting the help of a professional during their substantial outdoor projects or outdoor projects requiring a complete overhaul (59%).

## HIRING PROFESSIONALS FOR OUTDOOR PROJECTS\*



\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a *minor outdoor project, a substantial outdoor project, or a complete outdoor overhaul.*

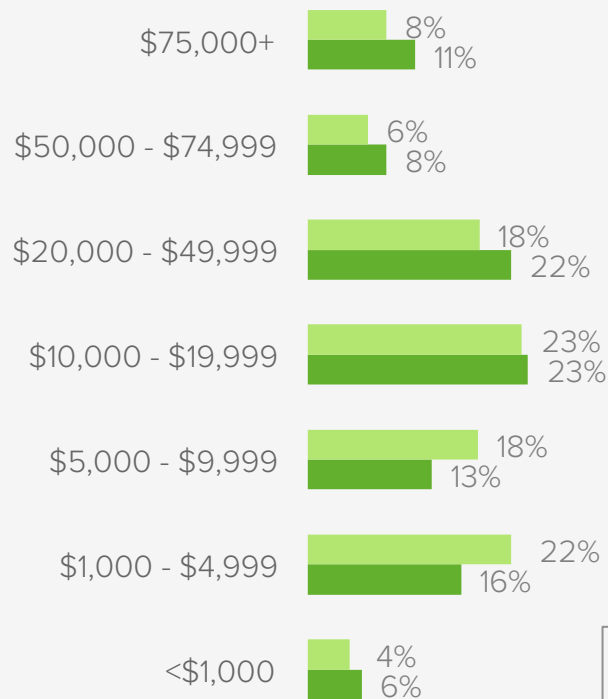
# Budgets in Bloom



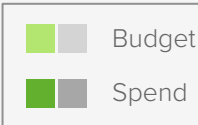
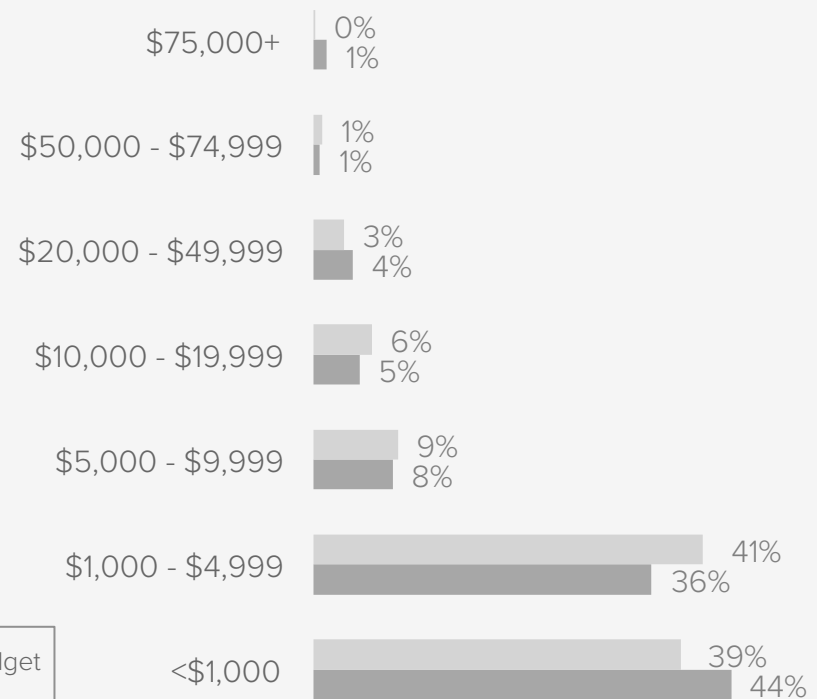
Just over half of homeowners are budgeting \$10,000 or more on their current or upcoming outdoor projects where professionals are involved (56%). Yet, two thirds actually spent this amount on recent projects (65%). Budgets are significantly lower in DIY projects, in part reflecting differences in scope.

## BUDGET AND SPEND IN OUTDOOR PROJECTS

### With Professional Help



### Without Professional Help



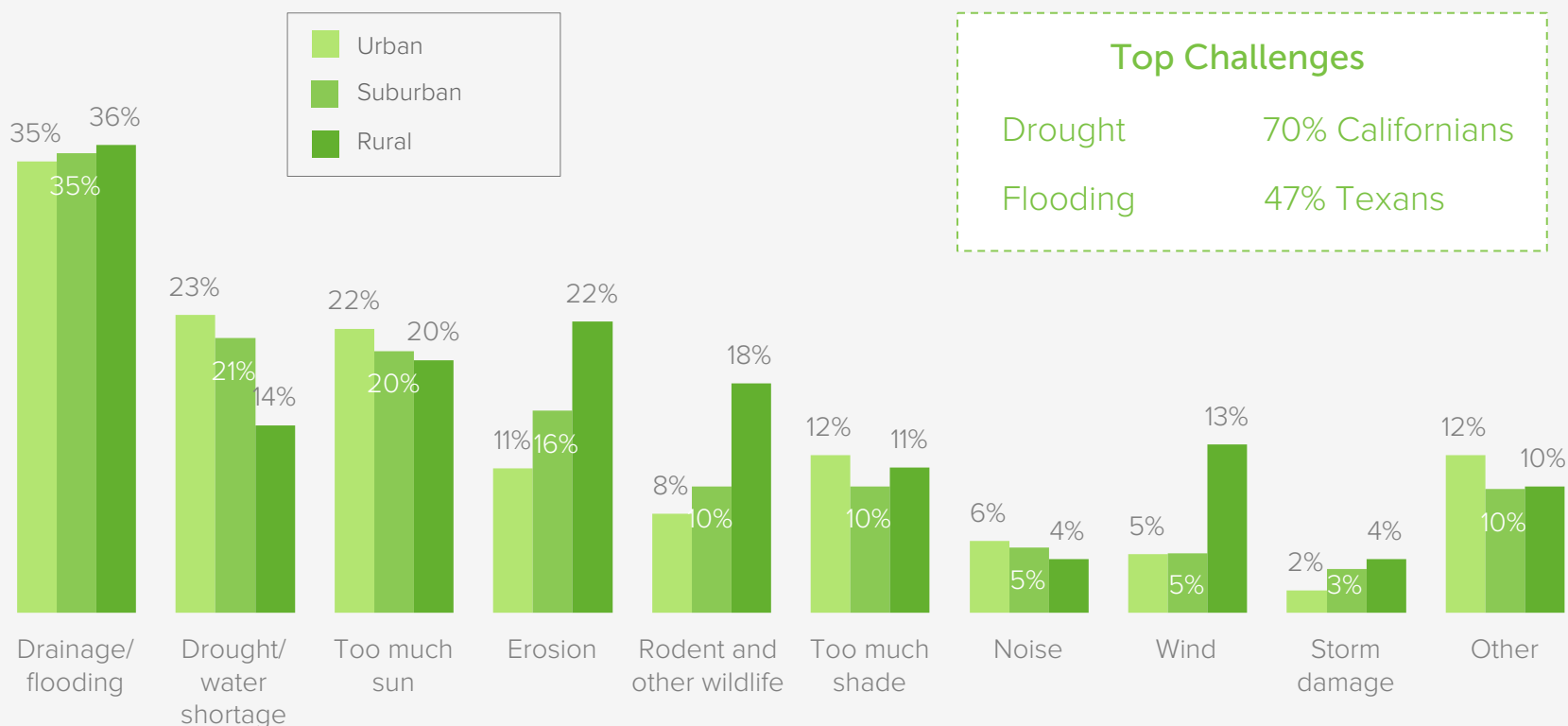


# Over & Underwatered



An excess or a lack of water is a major challenge facing homeowners upgrading their outdoor spaces. Homeowners in California are disproportionately affected by drought (70%), while Texans experience the opposite challenge with significant flooding (47%).

## TOP CHALLENGES ADDRESSED DURING OUTDOOR PROJECTS\*



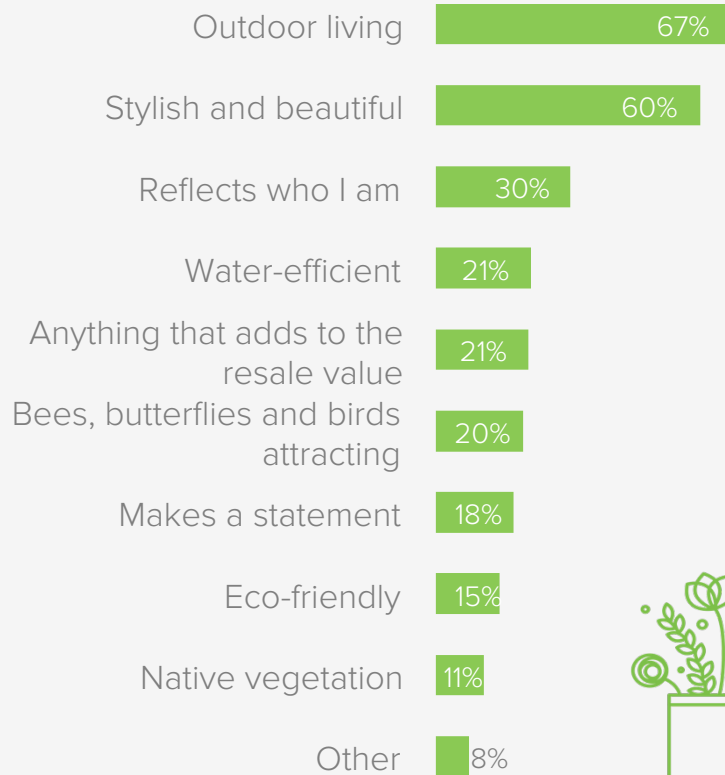
\*Percentages reflect proportion of homeowners in urban, suburban, and rural areas who have completed, are currently working on, or are planning an outdoor project.

# Outdoor & Low-Maintenance Living

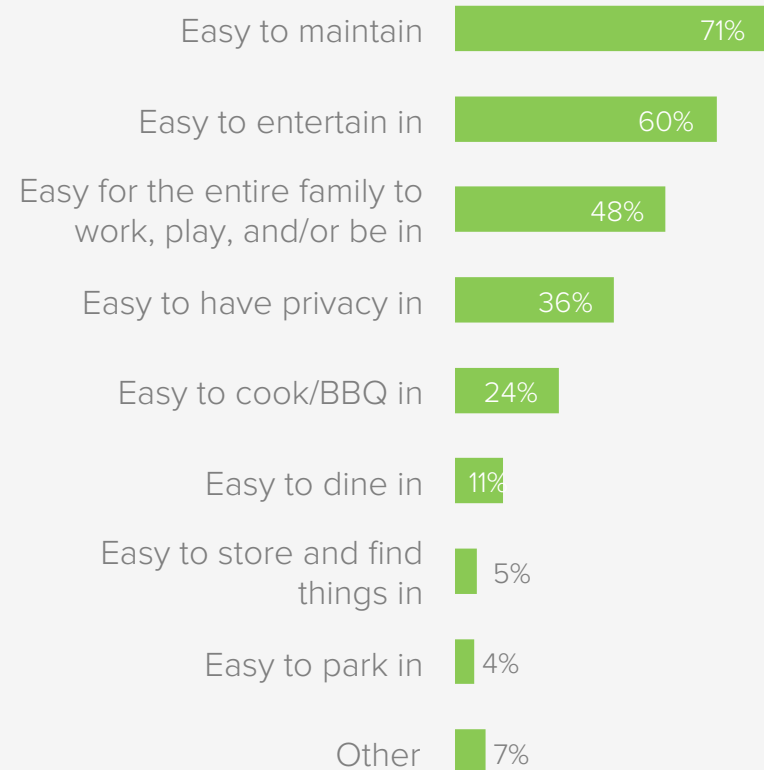


Homeowners prioritize outdoor living and beauty in their outdoor designs. An outdoor space that is easy to maintain and entertain in tops lists when it comes to function.

## MOST VALUED ASPECTS OF OUTDOOR DESIGN\*



## MOST VALUED ASPECTS OF OUTDOOR FUNCTIONS\*

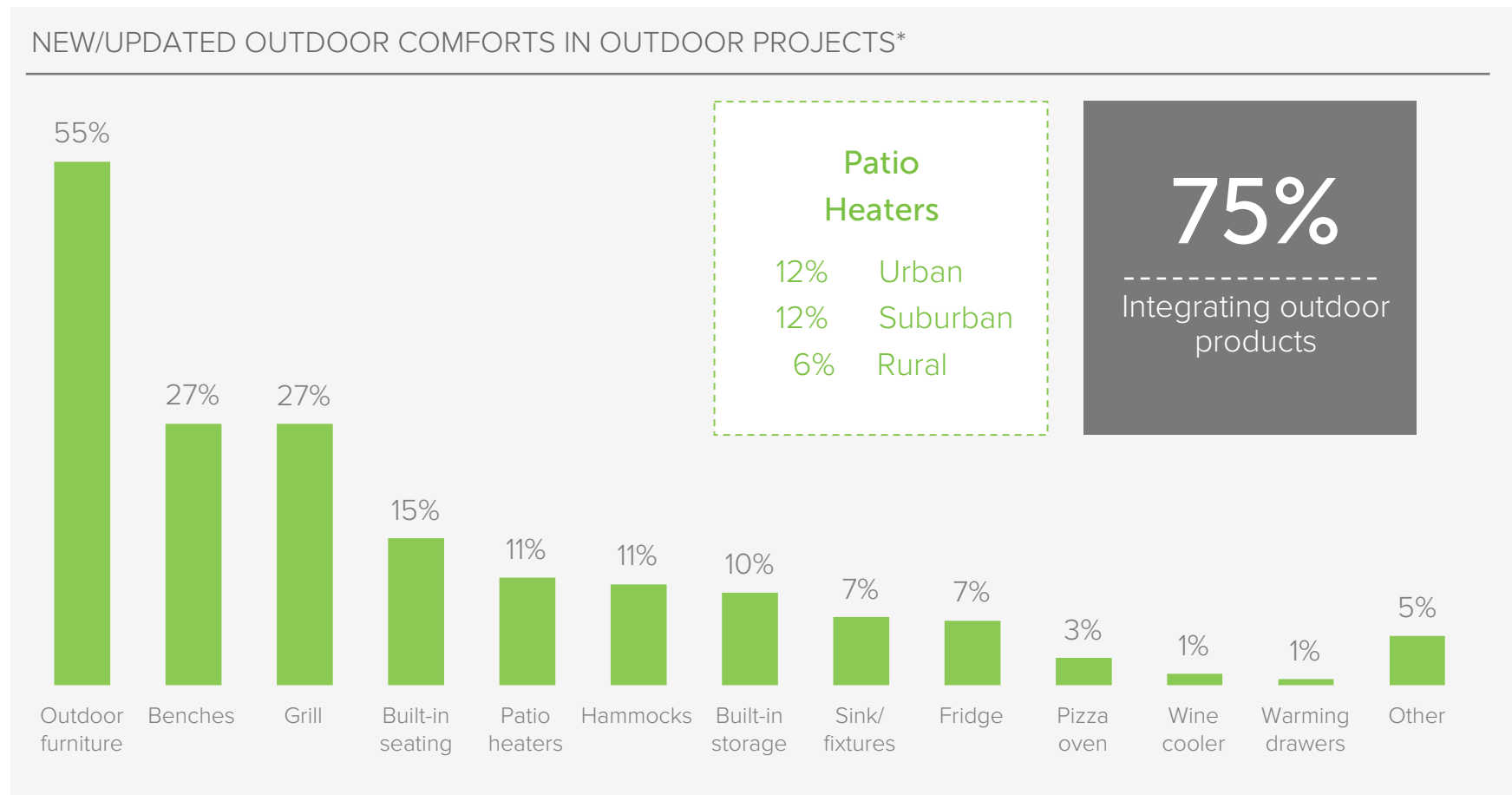


\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.

# Outdoor Comforts



As outdoor living tops the charts in outdoor design priorities, three out of four homeowners are purchasing products to enhance their outdoor living in the course of upgrades. New outdoor furniture is a must, followed by benches and a grill. Patio heaters are especially favored in urban/suburban settings.



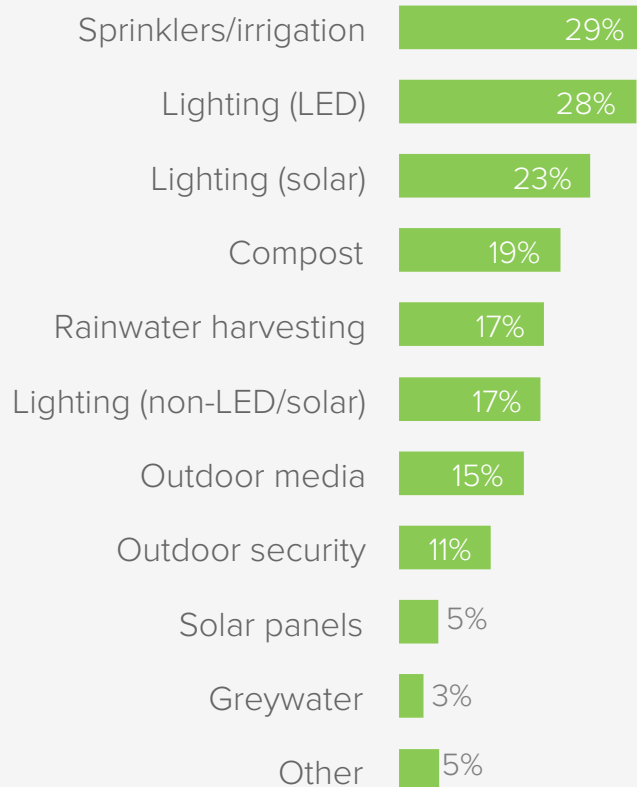
\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.

# Lighting Our Gardens



Most homeowners who are upgrading their outdoor spaces are making changes to one or more outdoor systems and equipment (78%). Outdoor lighting is the most common upgrade, whether it is LED (28%), solar (23%), or other (17%). Surprisingly, nearly one in five homeowners is installing a rainwater harvesting system during outdoor upgrades (17%).

## NEW/UPDATED OUTDOOR SYSTEMS AND EQUIPMENT IN OUTDOOR PROJECTS\*



78%

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Making updates to  
outdoor systems/  
equipment

**Rainwater  
Harvesting/  
Greywater**

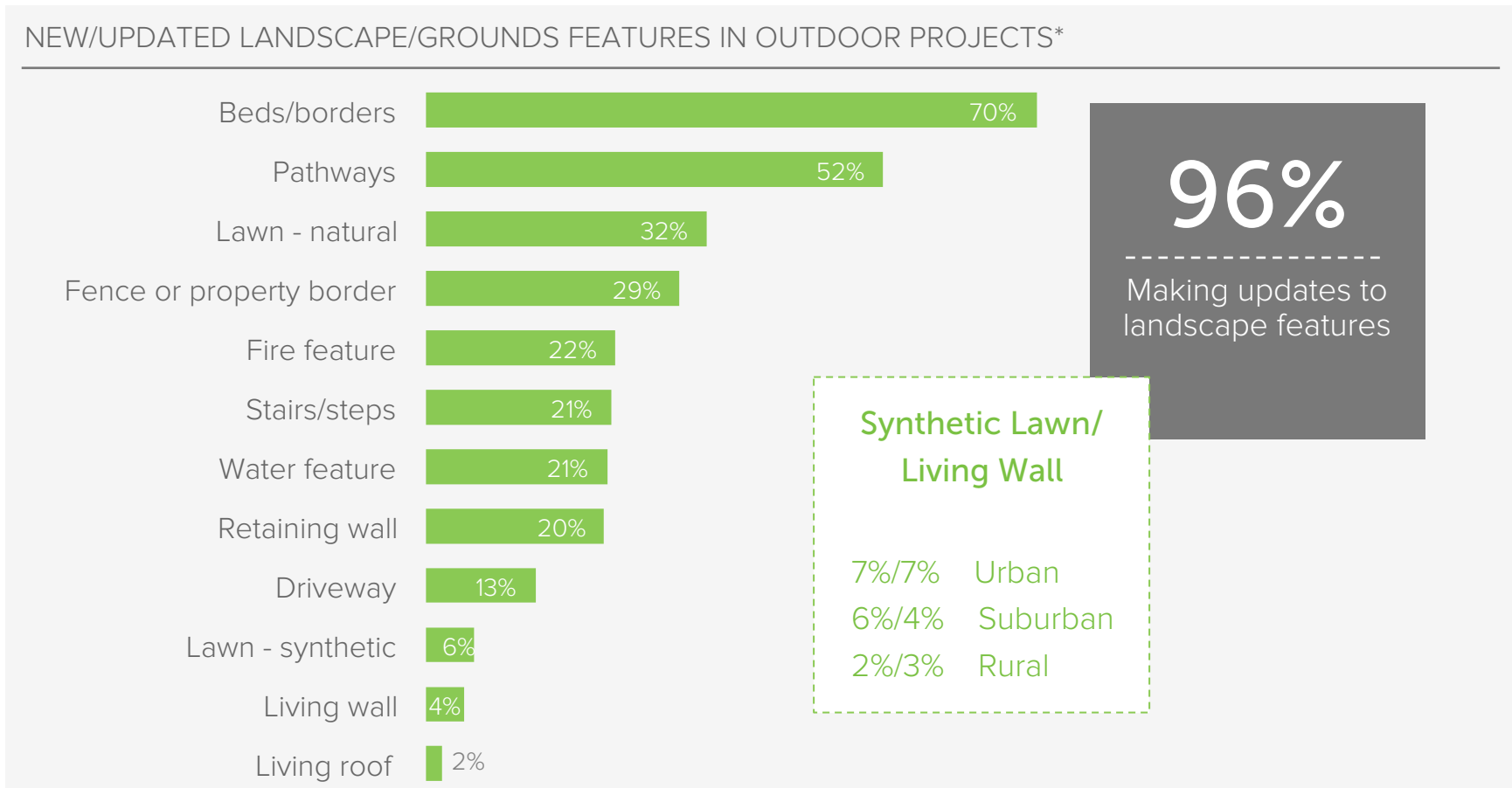
19%/2% Urban  
14%/2% Suburban  
25%/5% Rural

\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.

# Beds & Borders



Nearly all homeowners are upgrading one or more elements of their landscape or grounds during their outdoor projects (95%). A third are updating their natural lawn and one in 15 is adding or upgrading a synthetic lawn. Homeowners in urban areas are more likely to install a synthetic lawn and a living wall than those in rural areas.



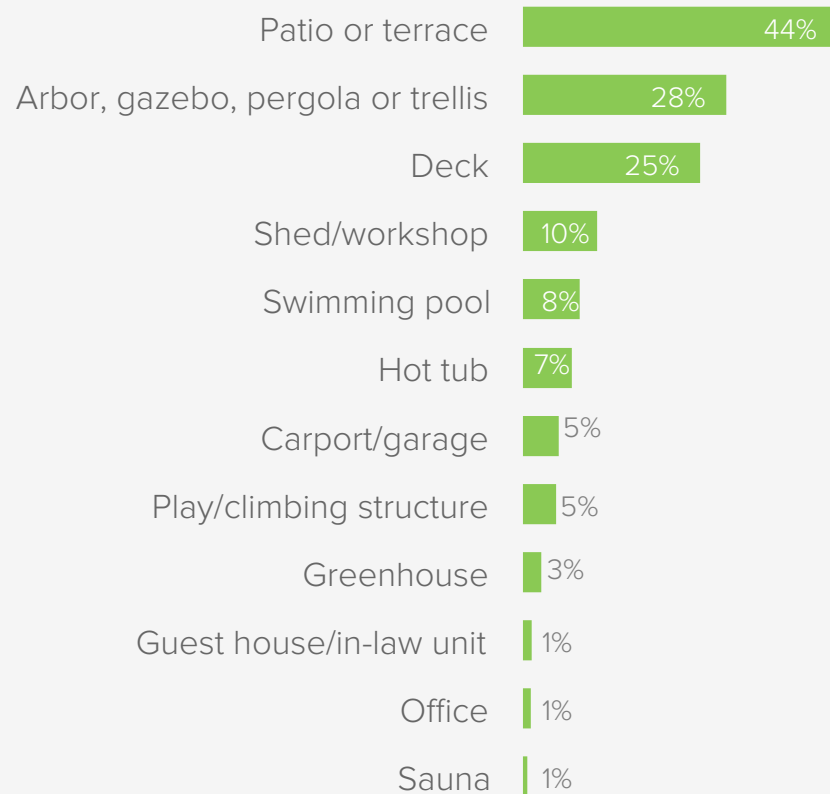
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# Terracing & Decking



Three in four homeowners are making changes to one or more of the outdoor structures during their outdoor projects (73%). Patios or terraces are the most common updates (44%). One in four is upgrading decking. Adding or upgrading swimming pools and hot tubs is just as common in urban areas as in rural areas.

## NEW/UPDATED OUTDOOR STRUCTURAL ELEMENTS IN OUTDOOR PROJECTS\*



**73%**  
Making updates to structural elements

**Pool/  
Hot Tub**

6%/6%	Urban
8%/6%	Suburban
7%/9%	Rural

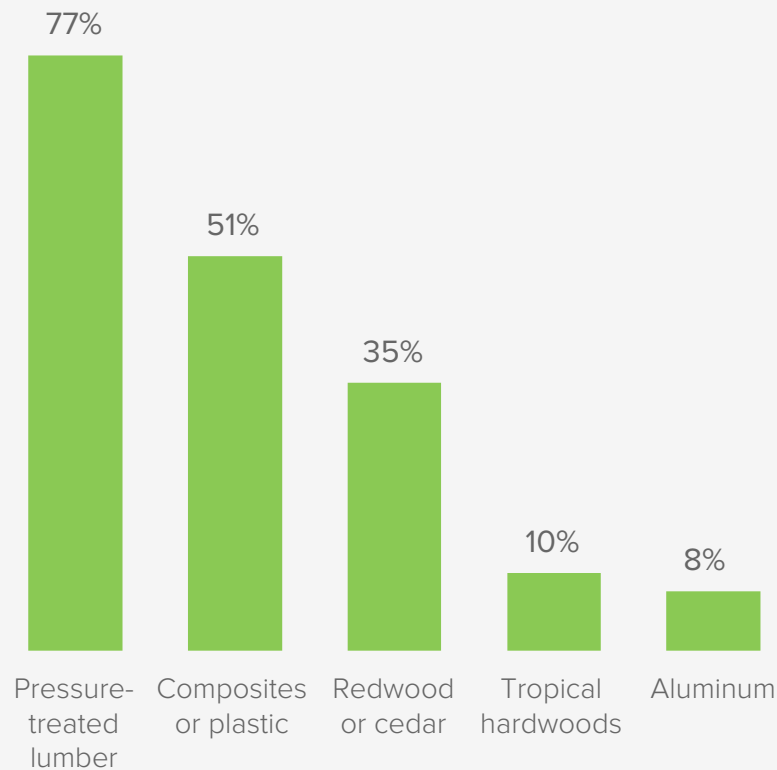
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# New Surface Materials

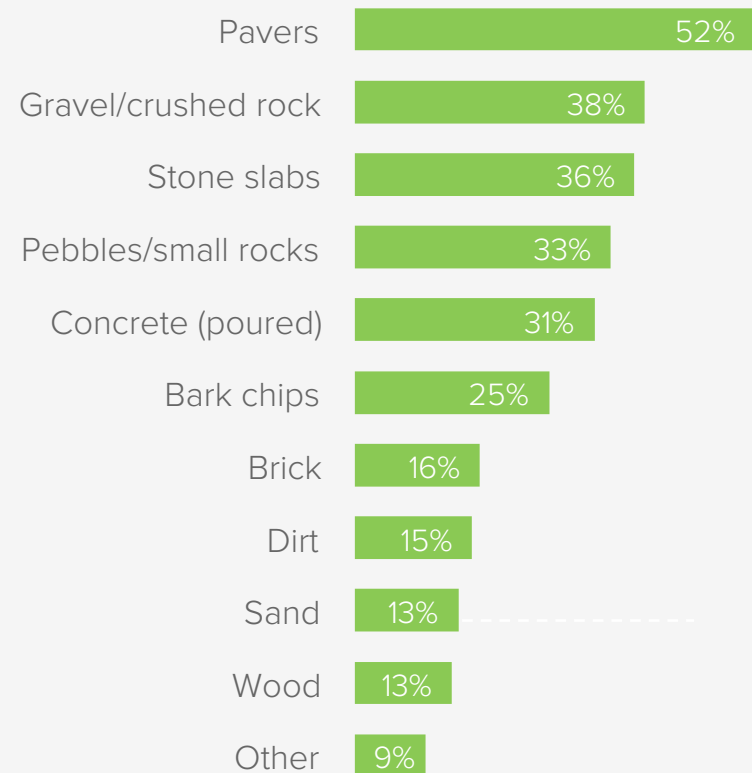


Pressure-treated lumber continues to be the top choice among homeowners working on decking (77%). For other surfaces, homeowners rely on a diverse range of materials.

NEW MATERIALS IN DECK UPGRADES\*



NEW MATERIALS IN OTHER SURFACE UPGRADES\*



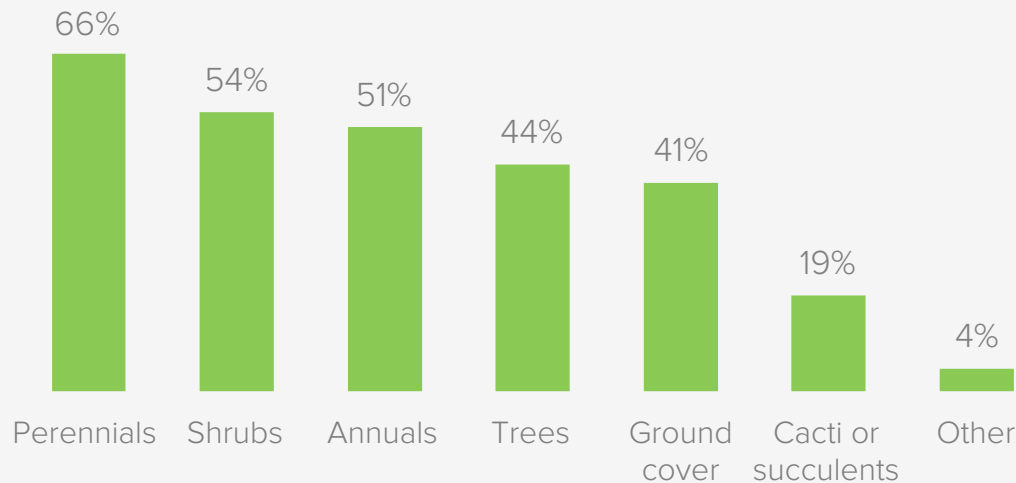
\*Percentages reflect proportion of homeowners who are upgrading their deck or other surfaces (i.e., driveway, patio, terrace, or pathways) as part of the recent, current, or planned project.

# Flower Power



Nearly all of the homeowners are updating greenery during their outdoor projects (92%) by planting perennials, shrubs, annuals, trees, and other plants. In line with the most valued design and functional aspects of outdoor spaces, the majority of new plantings are flowering and low maintenance.

## NEW PLANTS ADDED DURING OUTDOOR PROJECTS\*



Cacti or succulents	
25%	Urban
17%	Suburban
16%	Rural

### New Plant Characteristics



- 72% Flowering
- 67% Low maintenance
- 43% Attracting butterflies, bees, or hummingbirds
- 42% Drought-resistant
- 41% Native
- 41% Edible
- 24% Cold-resistant
- 18% Deer-resistant

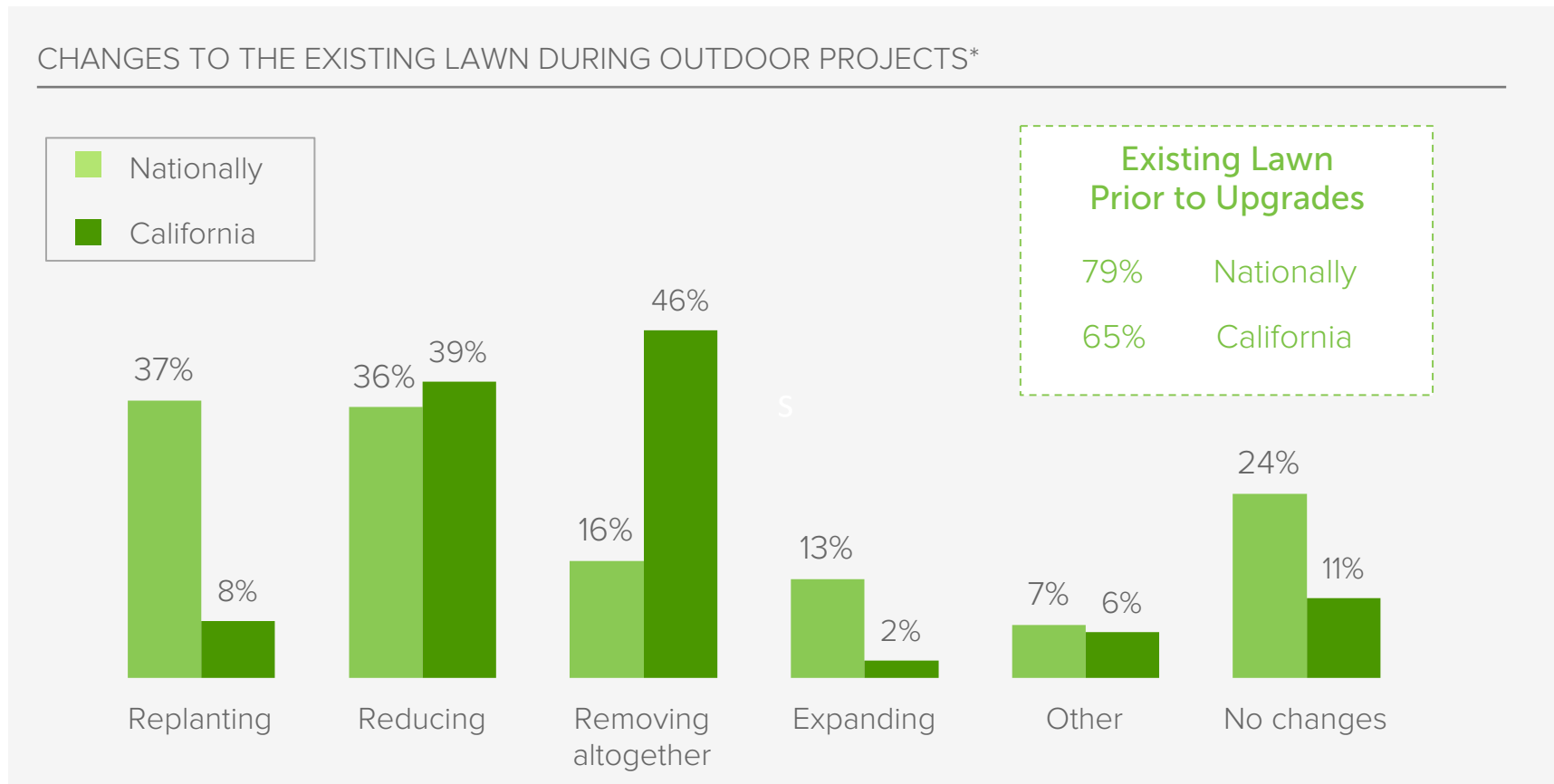
\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.



# Gutting Existing Lawn



The vast majority of homeowners are making some changes to their existing natural lawn during an outdoor project. Among them, a third are reducing their natural lawn and 16% are removing it altogether. Homeowners in California are 2.5 times more likely to remove their lawn during outdoor upgrades than the national average.

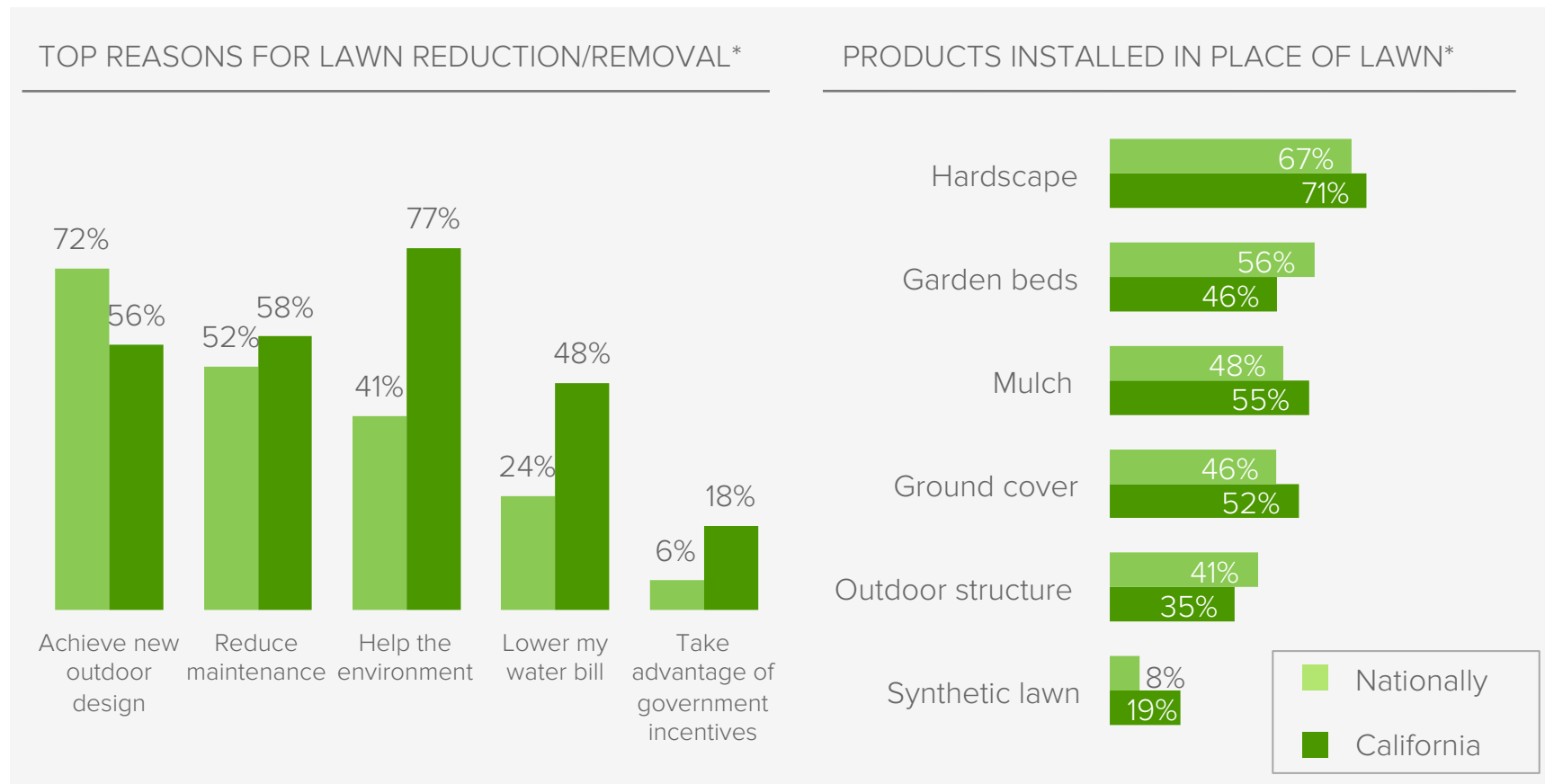


\*Percentages reflect proportion of homeowners with an existing lawn either nationally or in California who have completed, are currently working on, or are planning an outdoor project.

# Hardscape for the Lawn



The top national motivations for reducing or removing existing lawns are achieving new design and reducing maintenance. Homeowners in California are twice as likely to remove their lawn and substitute it with a synthetic one out of consideration for the environment and their water bill, relative to national findings.



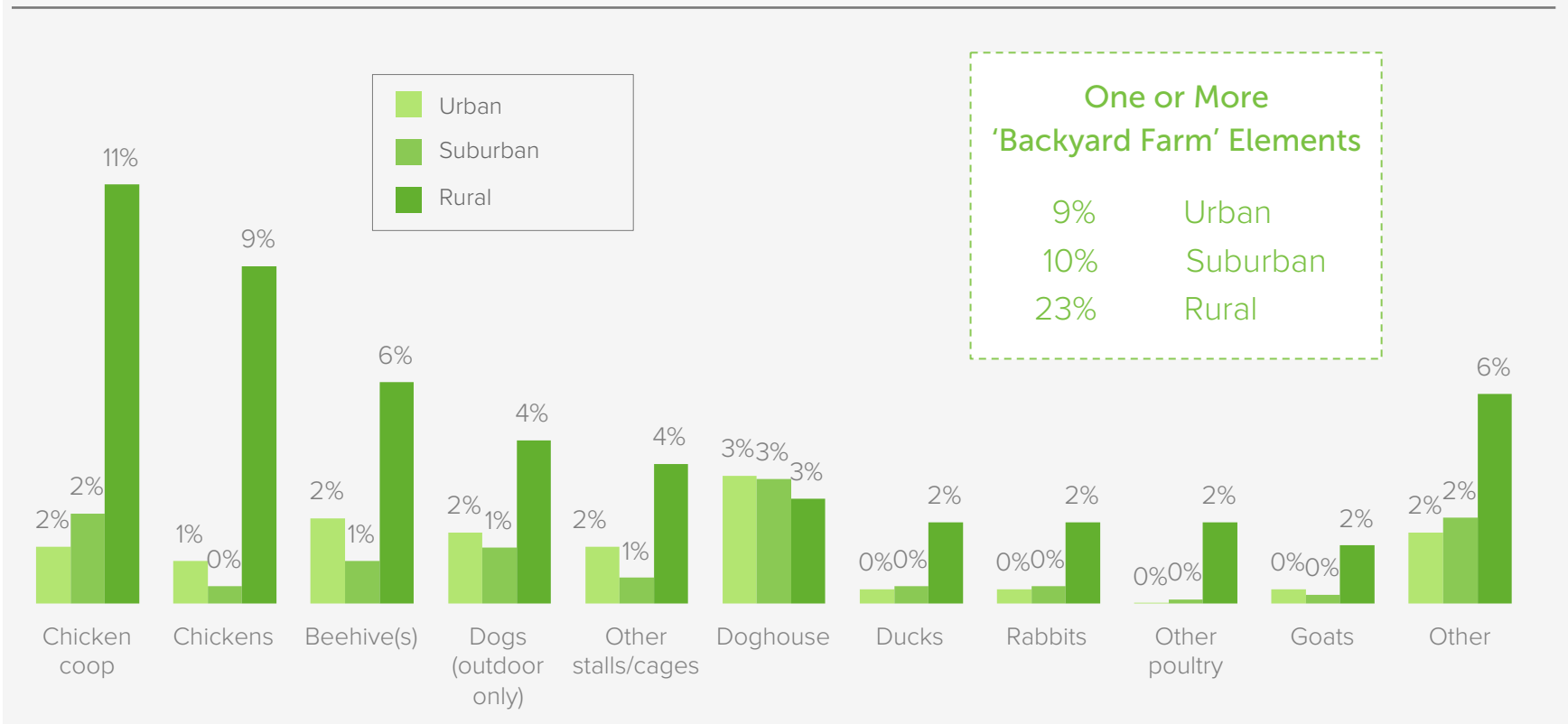
\*Percentages reflect proportion of homeowners who are reducing or removing their existing natural lawn either nationally or in California during recent, current, or planned outdoor projects.

# Backyard Farm



Homeowners in rural areas are twice as likely to add/upgrade one or more farm elements during outdoor upgrades than their urban counterparts (23% vs. 9%). One in 10 homeowners in rural areas is adding chicken coops and/or chickens, compared to 2% in urban areas.

ADDED/UPGRADED 'BACKYARD FARM' ELEMENTS IN OUTDOOR PROJECTS\*



\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.

# Methodology



1,600 homeowners who completed an outdoor project in the past 12 months, are working on one, or plan to start one in the next six months shared their outdoor plans and progress in our online survey. The survey was sent to registered Houzz users in the U.S. and fielded in May 2015.

## OUTDOOR PROJECT STATUS AMONG HOMEOWNERS

