

2016



HOUZZ LANDSCAPING & GARDEN TRENDS STUDY



At a Glance



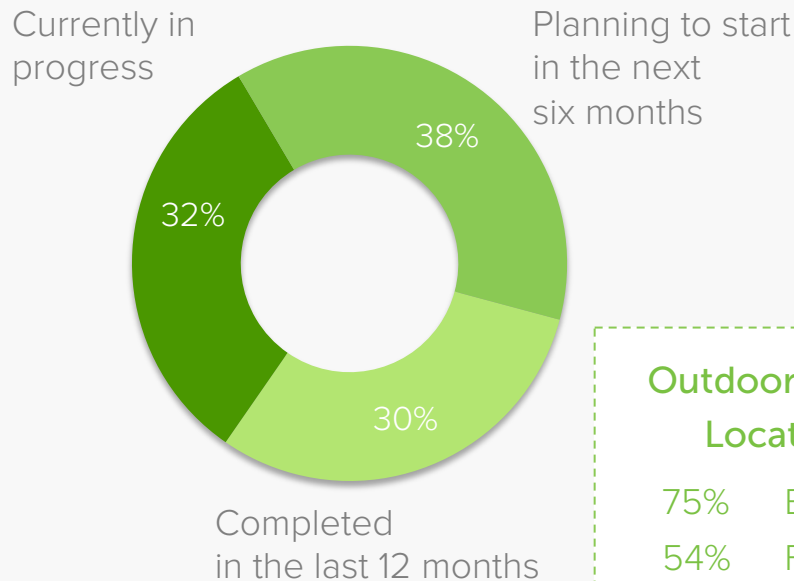
- Large scale and scope define majority of outdoor projects
- Drainage, drought, and lack of privacy are top challenges
- Thinking green – most homeowners adding rainwater harvesting equipment aim to reduce their environmental impact
- Furry friends come first – outdoor updates for pets top upgrades for youngsters

Overhauling the Yard

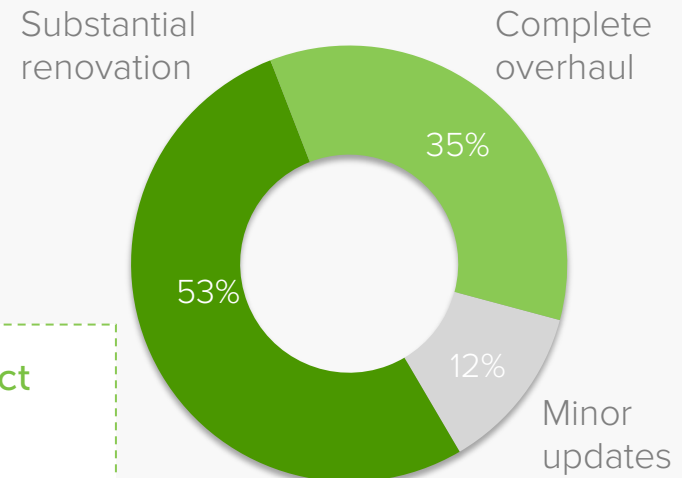


Homeowners on Houzz go big on landscaping projects, with nearly nine in 10 reporting substantial renovations or complete overhauls. The backyard is the primary focus of these projects, although front and side yards are also prime targets for outdoor upgrades.

TIMING OF OUTDOOR PROJECTS*



SCOPE OF OUTDOOR PROJECTS*



Outdoor Project Location*

- 75% Backyard
- 54% Front yard
- 40% Side yard
- 2% Rooftop

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

Western Dry Spell

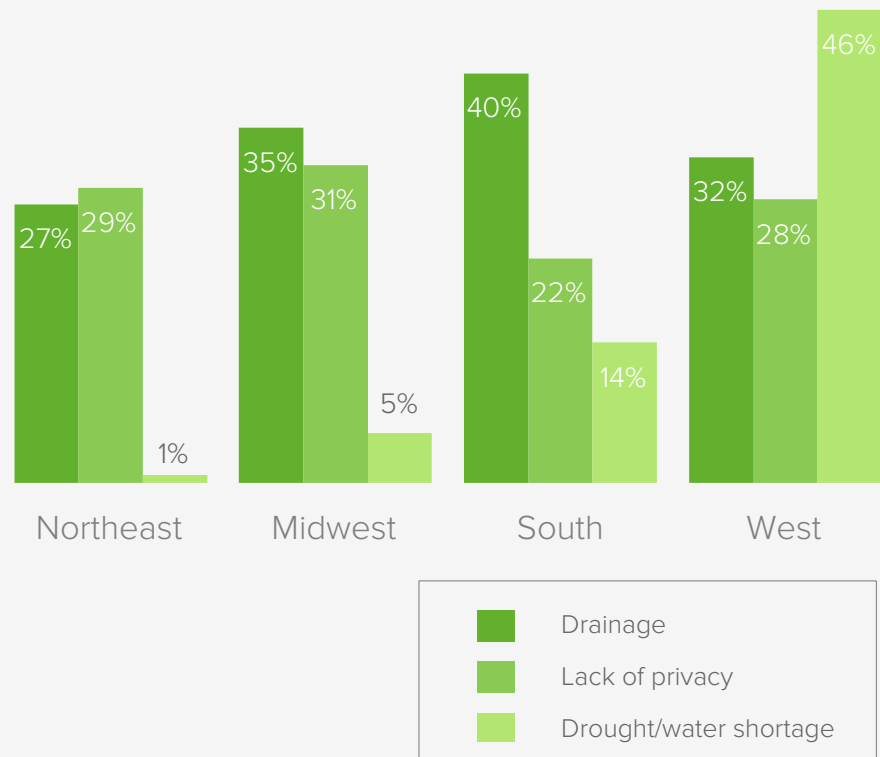


Whether it is due to excess surface water, high underground water tables, and/or other reasons, tackling drainage is a concern of outdoor renovators across the nation, and most problematic in the South (40% vs. 29%-35% in other regions). In contrast, homeowners in the West are uniquely challenged by water shortages.

Top Challenges Addressed During Outdoor Projects*

- 34% Drainage
- 27% Lack of privacy
- 23% Drought/water shortage
- 19% Too much sun
- 16% Erosion
- 16% Rodents and other wildlife
- 14% Too much shade
- 7% Flooding
- 6% Wind
- 5% Noise
- 5% Storm damage
- 11% Other

TOP CHALLENGES BY REGION*



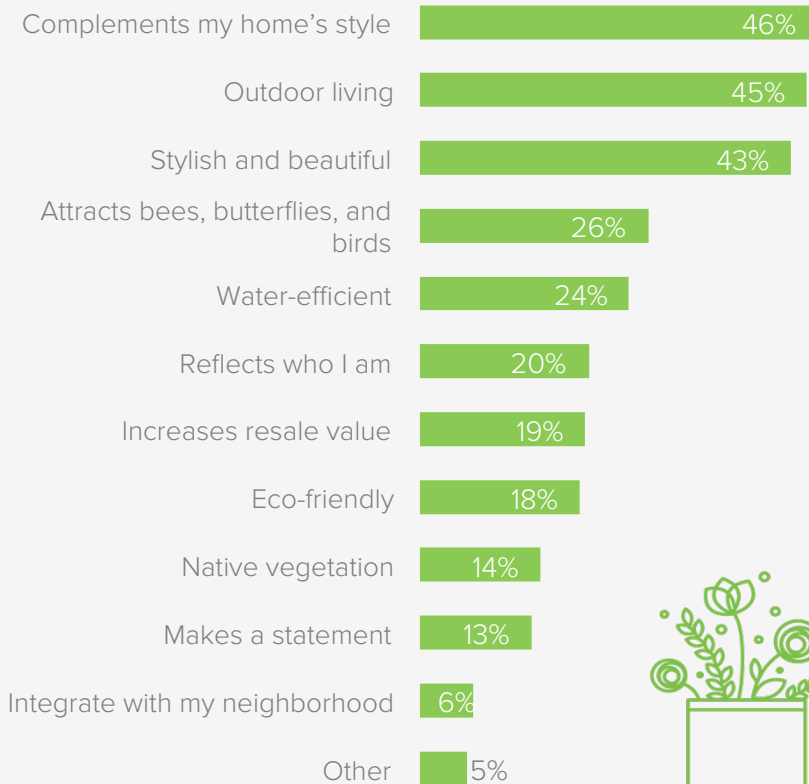
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Stylish But Low-Maintenance

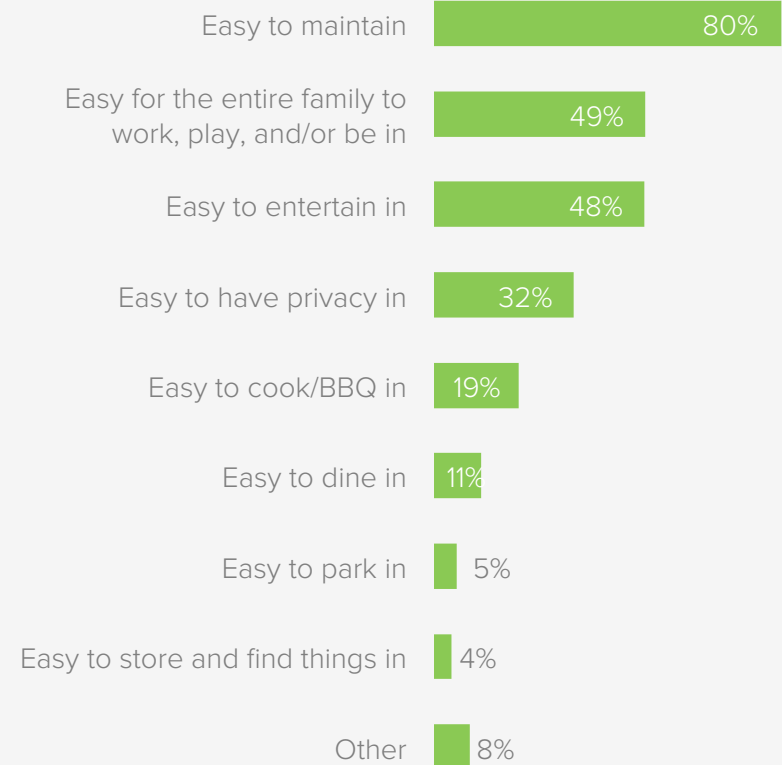


Homeowners prioritize style, comfort, and beauty in outdoor design. Yet low maintenance is a key functional consideration, followed by family-oriented conveniences and the ability to entertain.

MOST VALUED ASPECTS OF OUTDOOR DESIGN*



MOST VALUED ASPECTS OF OUTDOOR FUNCTION*



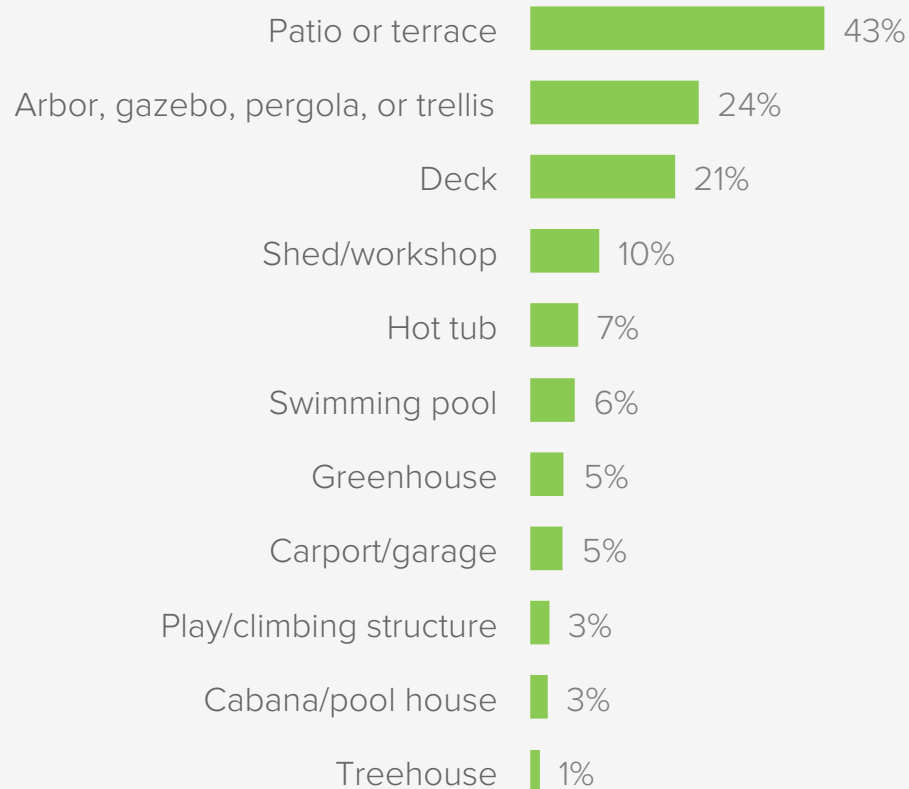
*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project. Responses were limited to top three aspects only.

Southern Swimming



Similar to last year's findings, three in four homeowners are making changes to one or more outdoor structures during their landscaping projects (72%). One in five renovators in the South already owns a swimming pool (19%) and 10% are making pool upgrades, compared to only 6% and 2% in the Midwest, respectively.

UPDATED STRUCTURAL ELEMENTS IN OUTDOOR PROJECTS*



72%

Making updates to structural elements

Homeowners with an Existing Pool vs. Homeowners Making Pool Upgrades by Region*

19% vs. 10%	South
17% vs. 8%	Northeast
16% vs. 6%	West
6% vs. 2%	Midwest

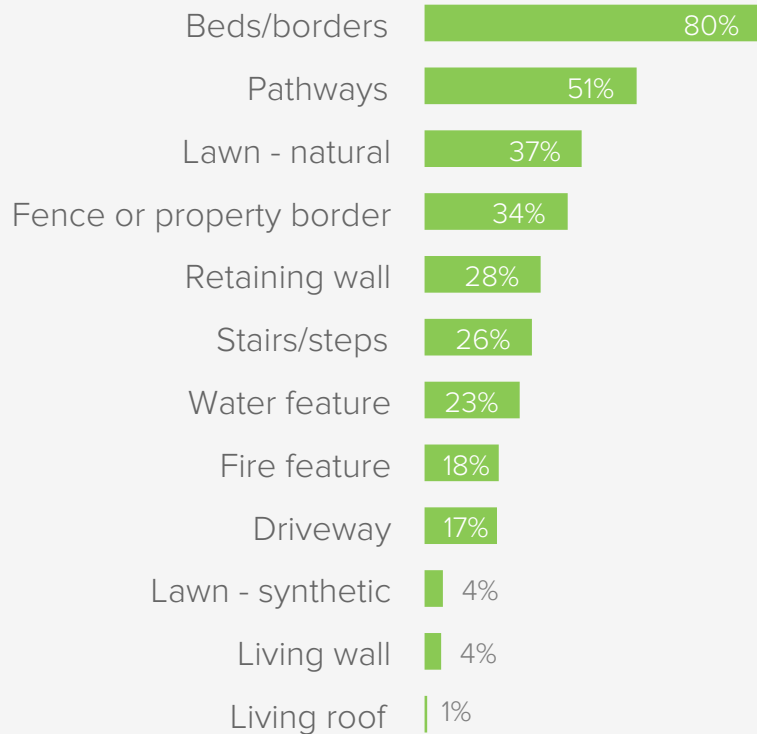
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Permeable Surfaces Abound



Half of outdoor renovators are making some pathway updates, two in five are upgrading their patio or terrace, and nearly one in five are updating their driveway. Among these homeowners, permeable surface materials are in high demand, with pavers, gravel, and stone slabs most common (53%, 40%, and 39%, respectively).

UPDATED LANDSCAPE/GROUNDS FEATURES IN OUTDOOR PROJECTS*



New Materials in Pathways, Driveways, Patios, and Terraces**

53%	Pavers
40%	Gravel/crushed rock
39%	Stone slabs
36%	Pebbles/small rocks
34%	Bark chips
31%	Concrete - poured
20%	Brick
19%	Dirt
11%	Wood
11%	Sand
11%	Other

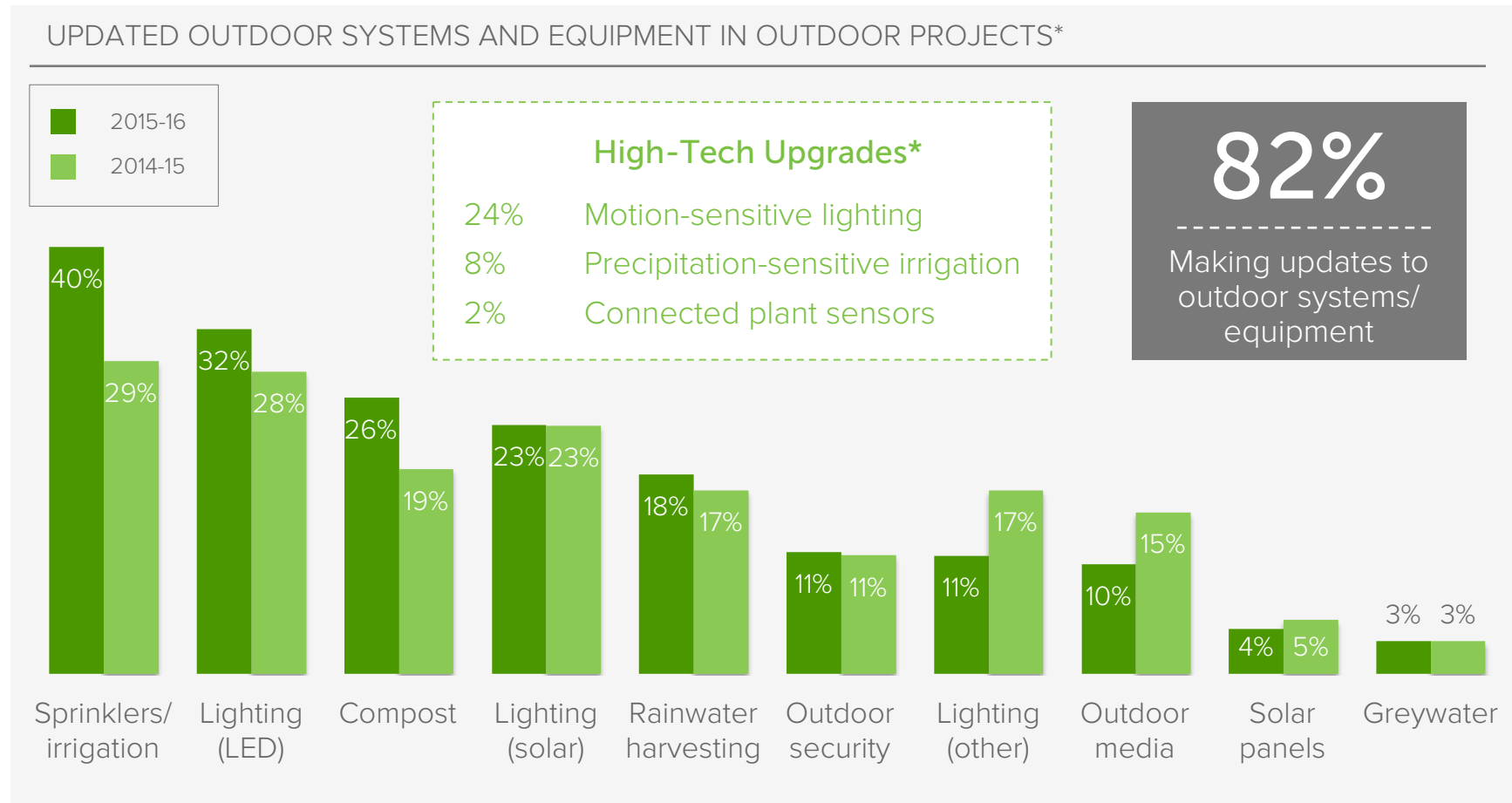
*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.

**Percentages reflect proportion of homeowners who added/upgraded pathways, driveways, patios, and/or terraces during recent, current, or planned outdoor projects.

Irrigating and Composting on the Rise



Many more homeowners report upgrading their sprinklers and composting systems during their 2015-16 outdoor projects (40% and 26%, respectively), compared to the 2014-15 projects (29% and 19%, respectively). A quarter of homeowners are installing motion-sensitive lighting (24%), while 8% are installing precipitation-sensitive irrigation.



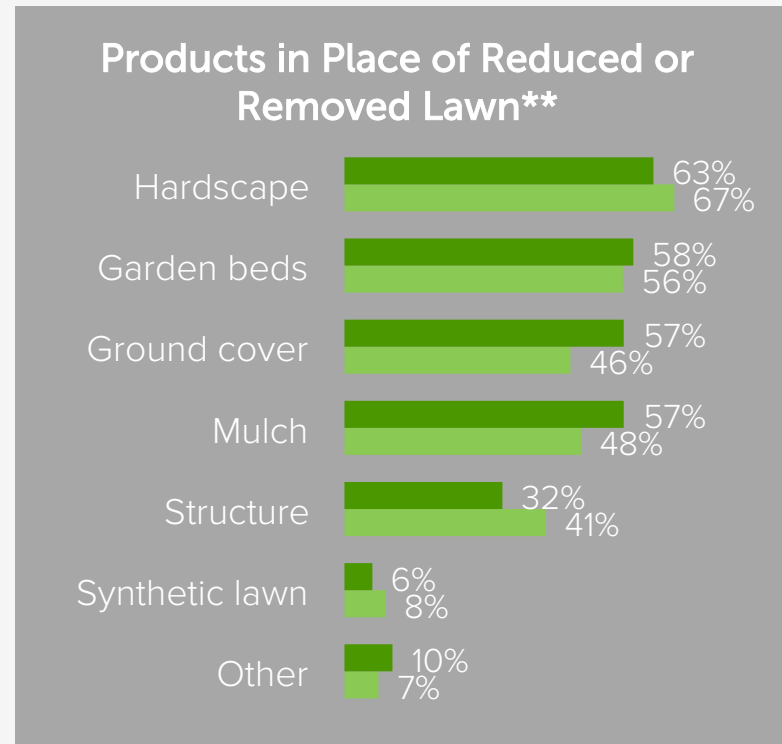
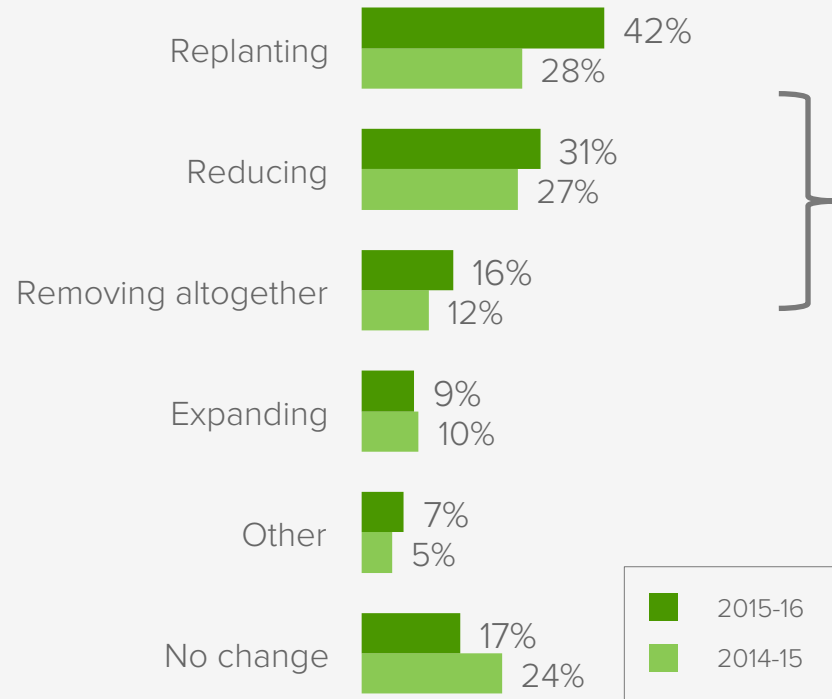
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More Lawn Action



Outdoor renovators with an existing lawn (80%) are making more updates to the lawn during their 2015-16 outdoor projects compared to 2014-15 projects (83% vs. 76%, respectively). Ground cover and mulch are increasingly popular among those reducing or removing the lawn, while motivations for lawn reduction are similar to those reported in last year's study (see Appendix A).

EXISTING LAWN UPDATES IN OUTDOOR PROJECTS *



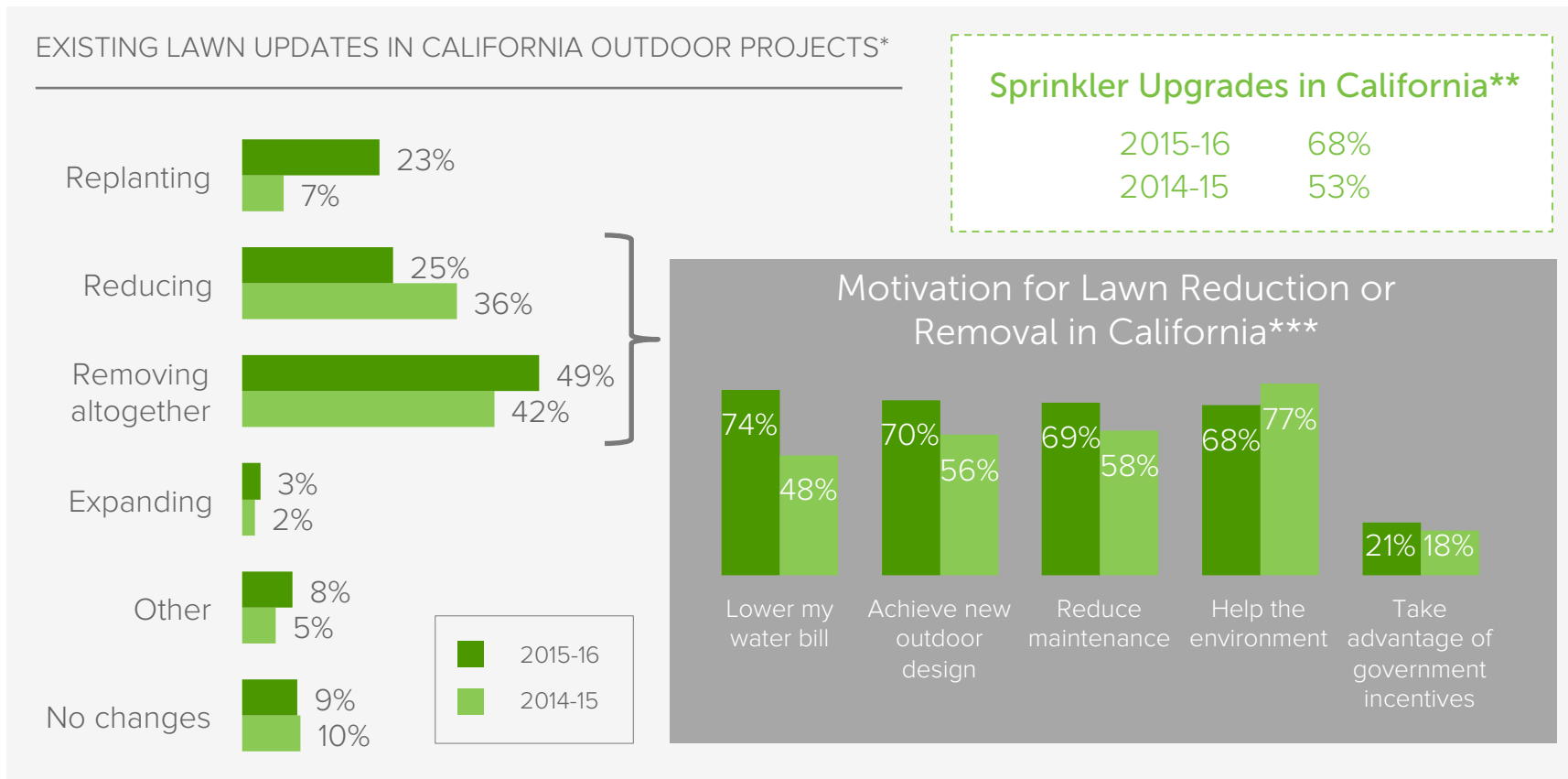
*Percentages reflect proportion of homeowners with an existing lawn who have completed, are currently working on, or are planning an outdoor project.

**Percentages reflect proportion of homeowners who are reducing or removing their existing lawn during recent, current, or planned outdoor projects.

Maintaining the California Lawn



Replanting the existing lawn in California is three times higher in popularity in 2015-16 outdoor projects vs. 2014-15 projects (23% vs. 7%, respectively), likely driving an uptick in sprinkler upgrades in California. At the same time, lawn removal is trending up and is motivated by many more considerations than found in last year's study.



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

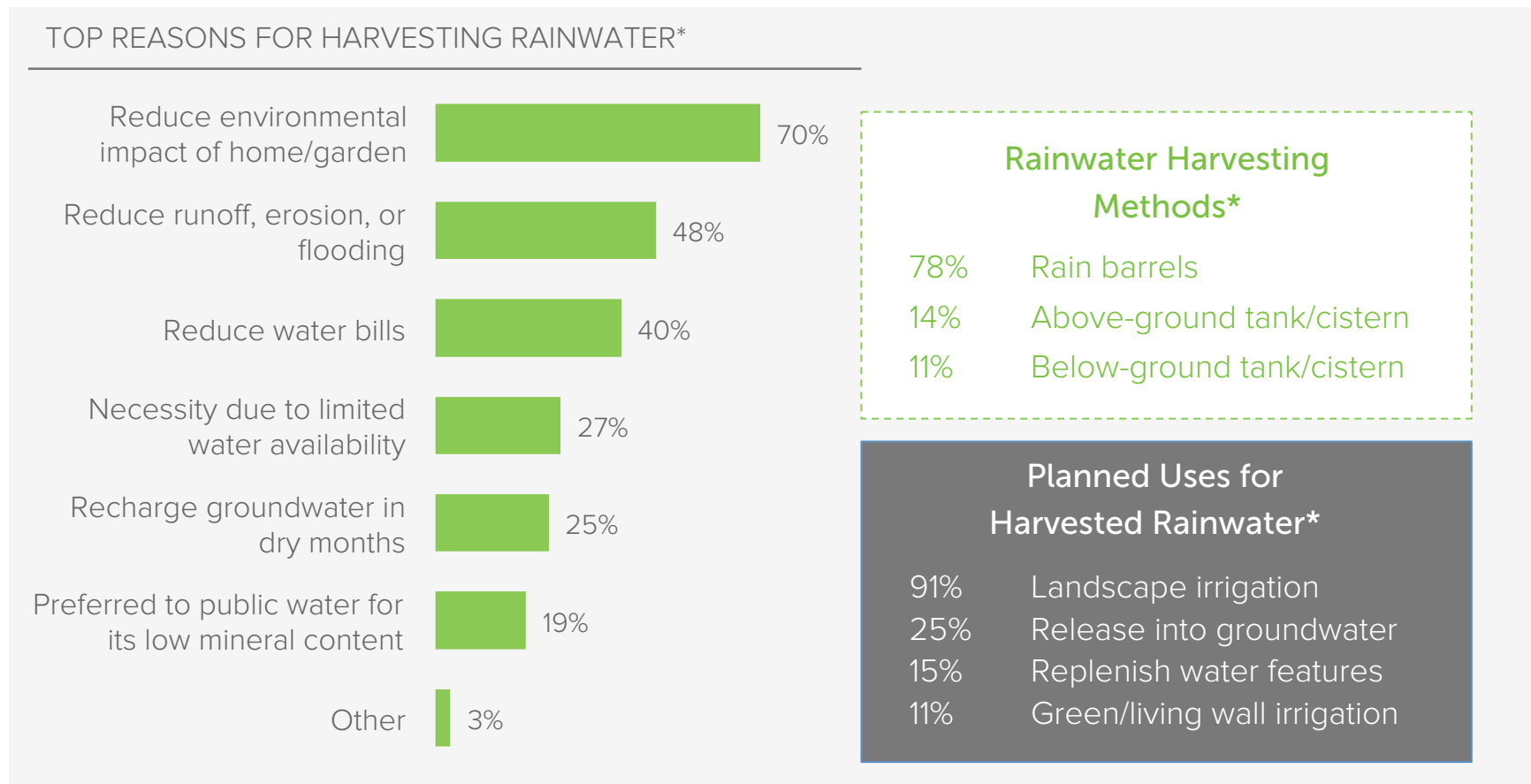
**Percentages reflect proportion of homeowners in California who have completed, are currently working on, or are planning an outdoor project.

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

Rain Barrels for the Water-Conscious



Among the one in five renovating homeowners who are adding rainwater harvesting equipment during their outdoor project, the majority are choosing rain barrels over tanks or cisterns. The majority of these homeowners aim to cushion the environmental impact of their garden, yet many worry about erosion, water bills, and groundwater levels.

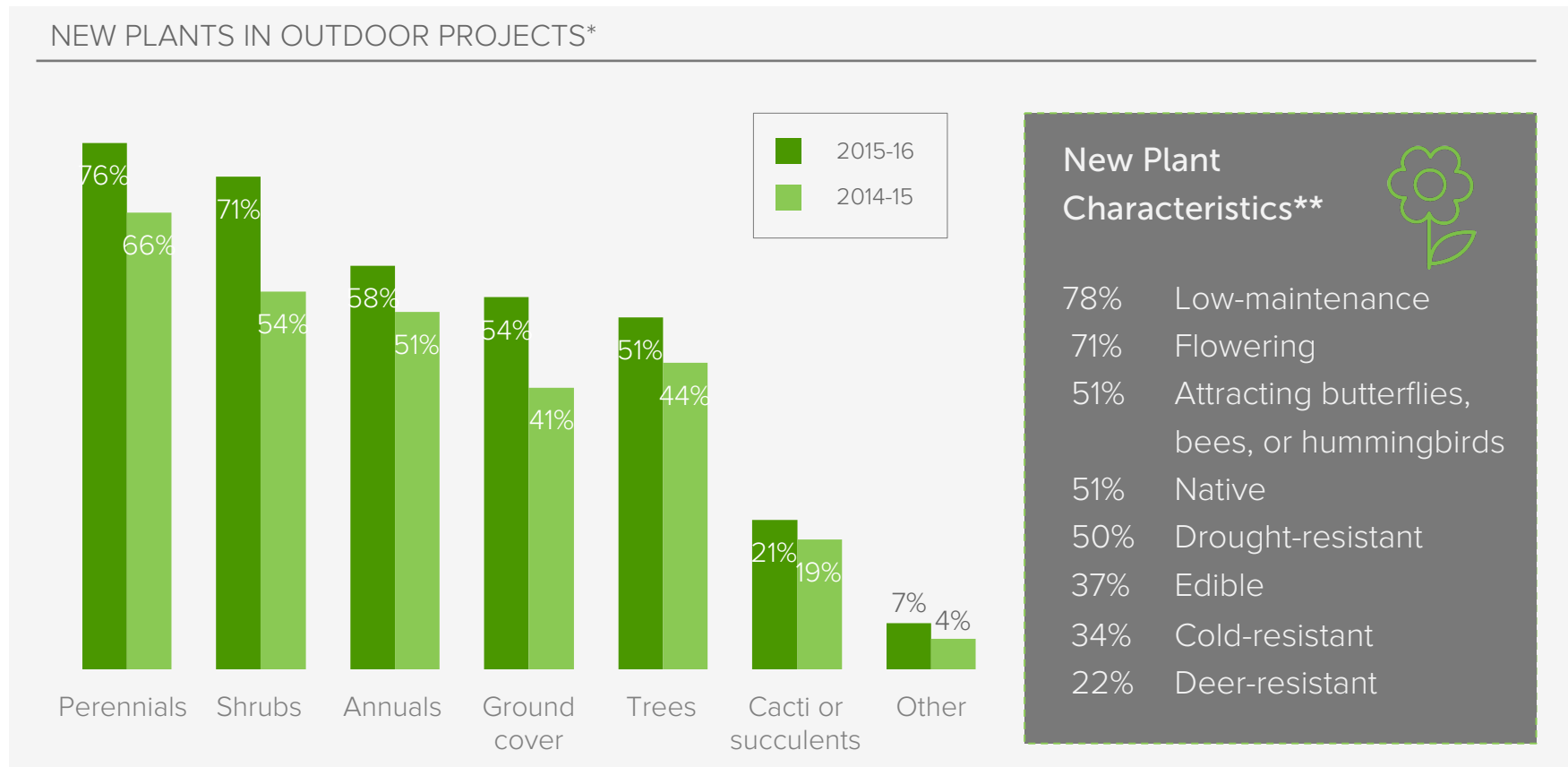


*Percentages reflect proportion of homeowners who added/upgraded rainwater harvesting system during recent, current, or planned outdoor projects.

Planting More of Everything



Outdoor renovators are planting more greenery in their yards during 2015-16 outdoor projects relative to the 2014-15 projects, likely due to more forgiving winter conditions. Homeowners prioritize low-maintenance and flowering plants during their greenery updates.



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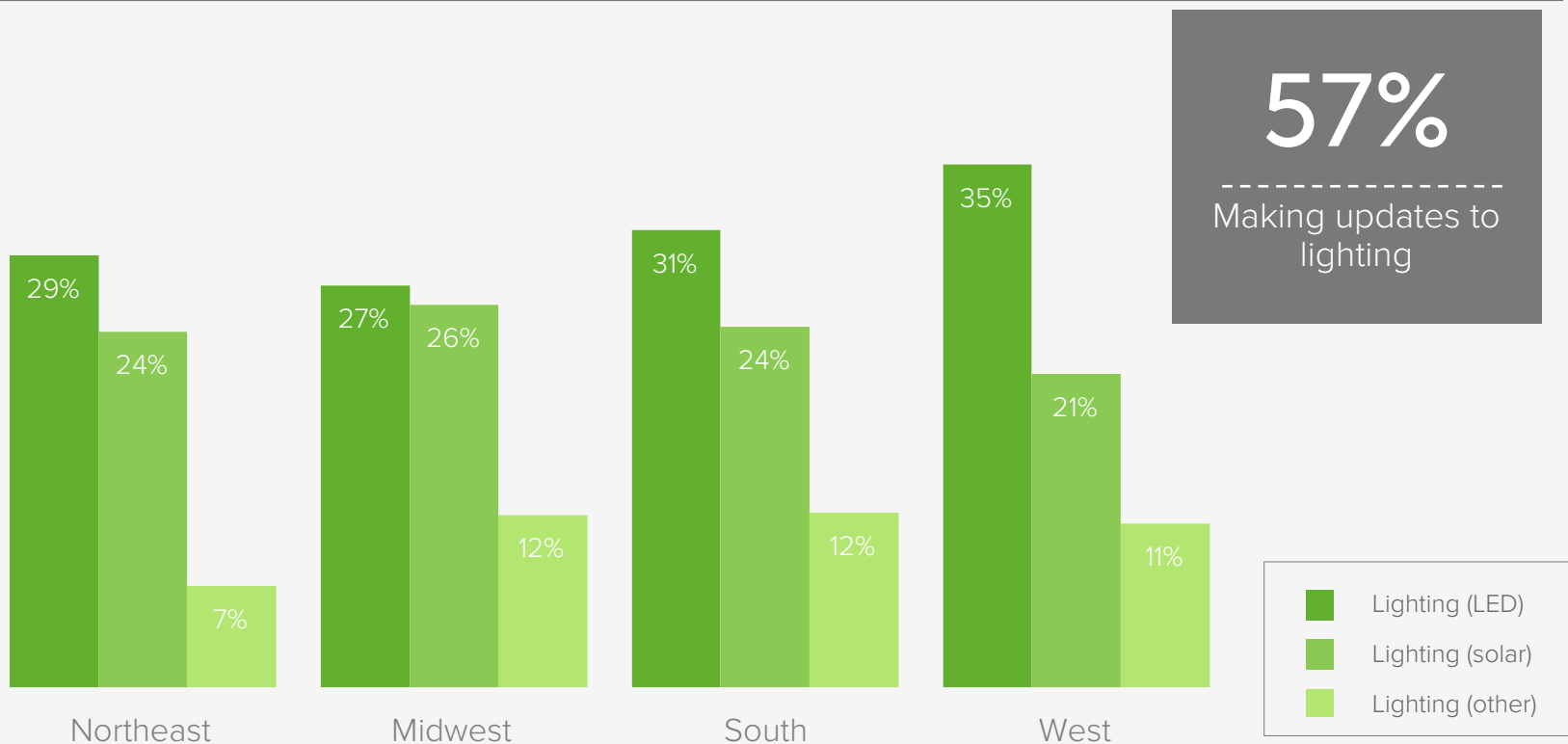
**Percentages reflect proportion of homeowners *who planted greenery* during recent, current, or planned outdoor projects.

Western Edge on LED



Overall, more than half of renovating homeowners are making updates to lighting during their outdoor projects. Nationally, LED lighting gained popularity in outdoor upgrades (32% in 2015-16 projects vs. 28% in 2014-15 projects), with the West holding an edge over other regions.

UPDATED LIGHTING TYPES IN OUTDOOR PROJECTS BY REGION*



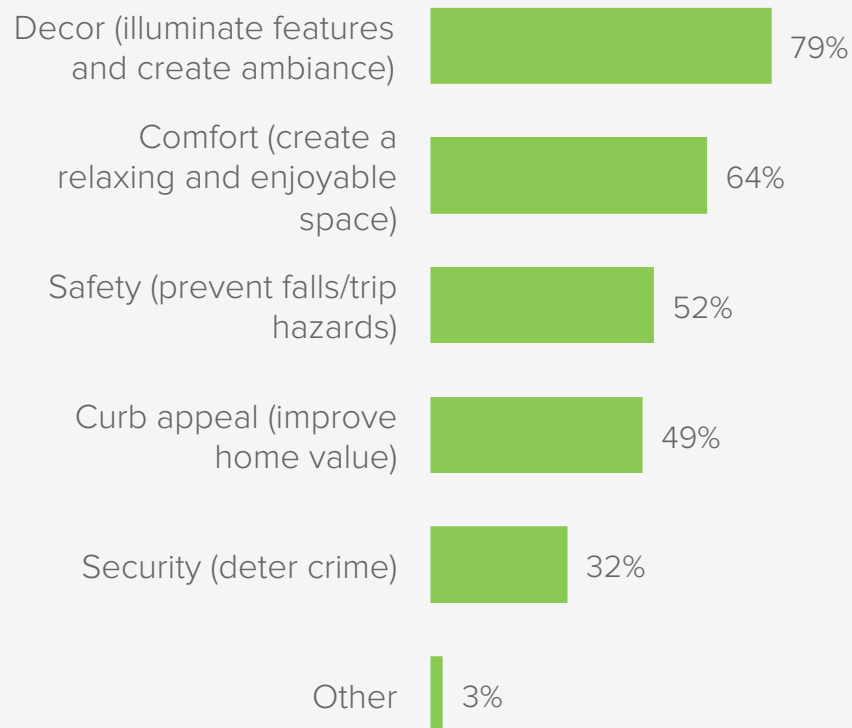
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Light the Heart

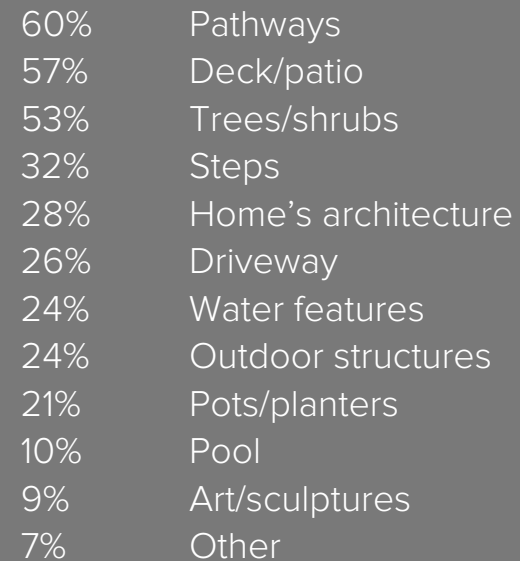


While outdoor lighting may serve many purposes, it is first and foremost all about the design and comfort of the outdoor space. Pathways, decks/patios, and greenery are common focal points of new outdoor lighting (53%-60%), although many choose to illuminate the architecture of their home, water features, and structures such as pergolas.

TOP REASONS FOR UPDATING OUTDOOR LIGHTING*



Illuminated Outdoor Features in Lighting Updates*



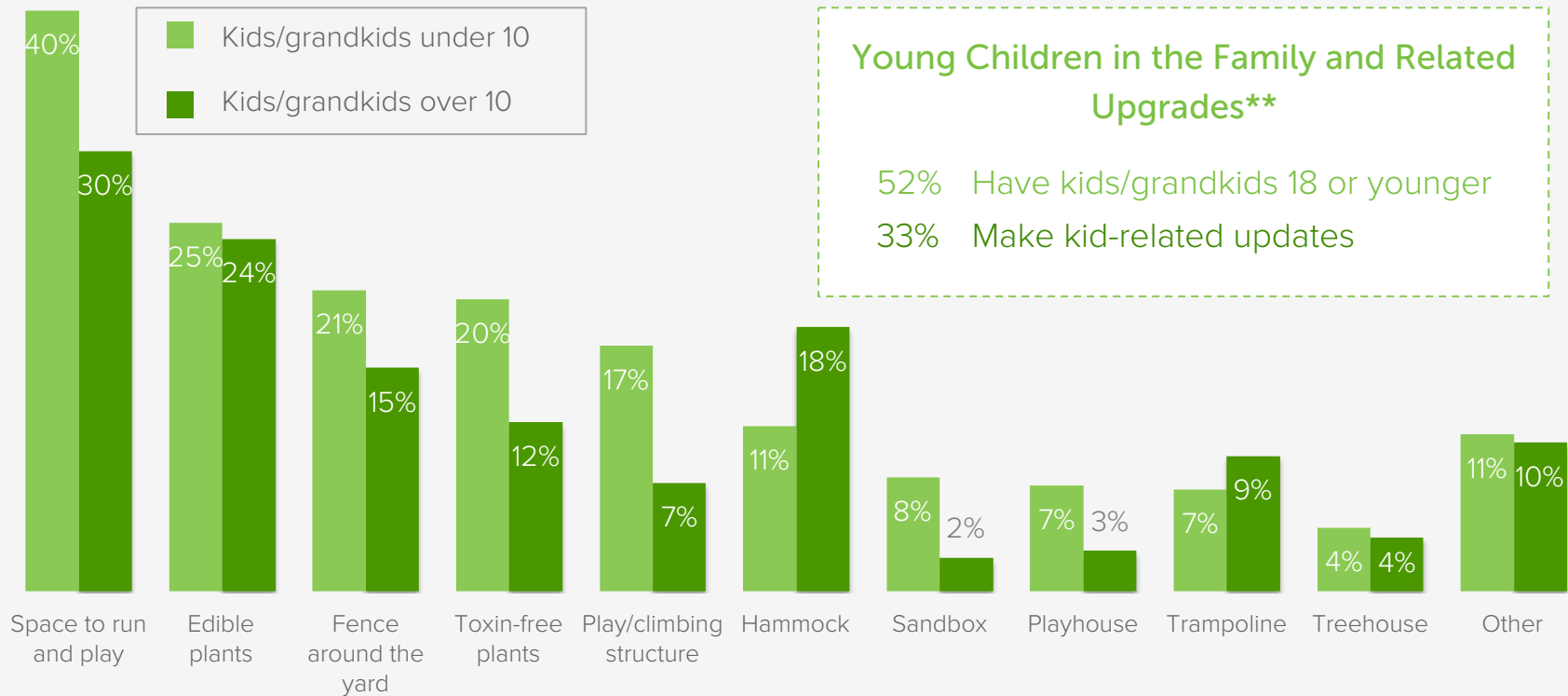
*Percentages reflect proportion of homeowners who added/upgraded outdoor lighting during recent, current, or planned outdoor projects.

The Yard Is Your Sandbox



A third of outdoor renovators are making updates with young children in mind. Practicalities such as room to roam, new fencing, and non-toxic plants are important for many. Others favor climbing structures, sandboxes, or play houses for the younger children, and hammocks for older kids (see Appendix B for combined figures).

NEW CHILDREN-FOCUSED FEATURES IN OUTDOOR PROJECTS*



*Percentages reflect proportion of homeowners who have children or grandchildren 18 years old or younger and who have completed, are currently working on, or are planning an outdoor project.

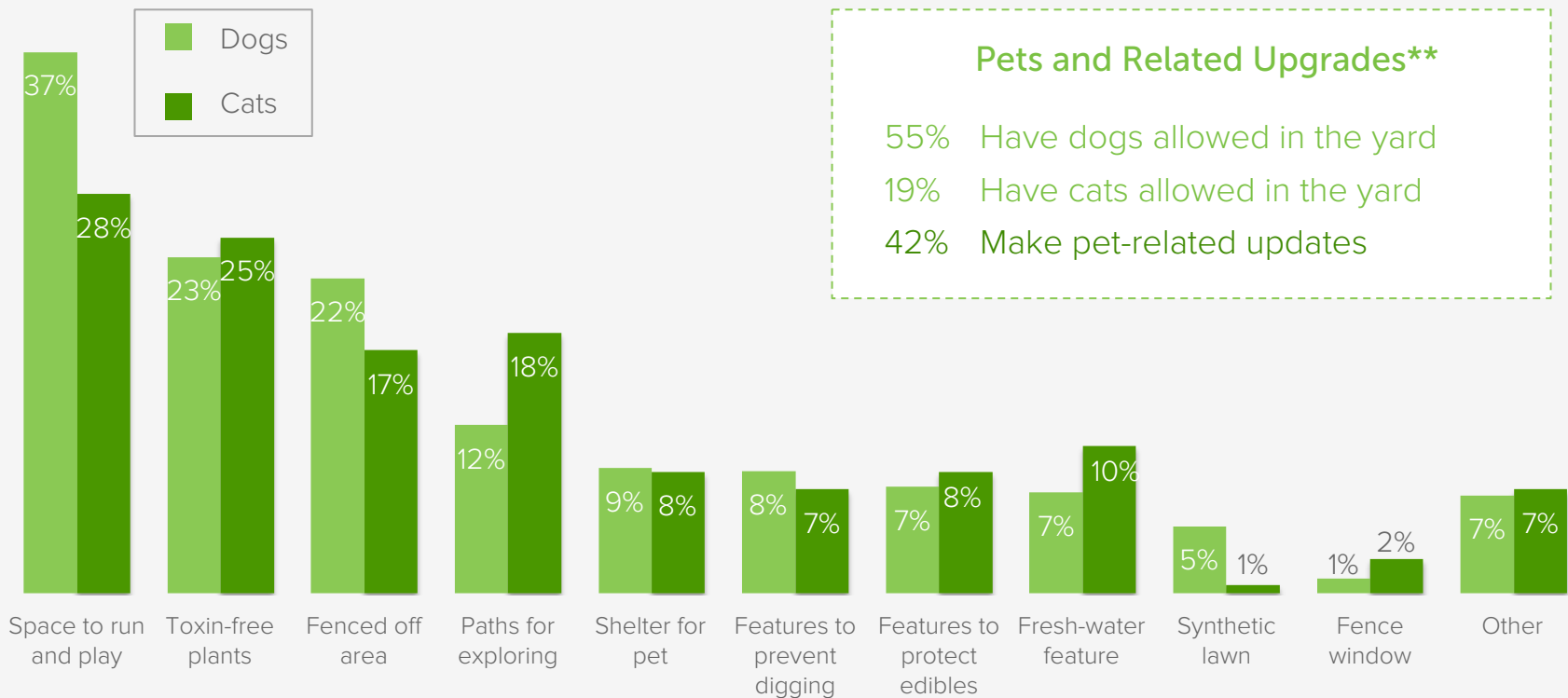
**Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.

Doggone Lucky Pets!



Even more outdoor renovators are making pet-related upgrades than children-related upgrades during their outdoor projects (42% vs. 33%, respectively). While many changes focus on both dogs and cats, space to run and play is particularly common for dog owners, and paths to explore are noticeably more important to cat owners (see Appendix B for combined figures).

NEW PET-FOCUSED FEATURES IN OUTDOOR PROJECTS*



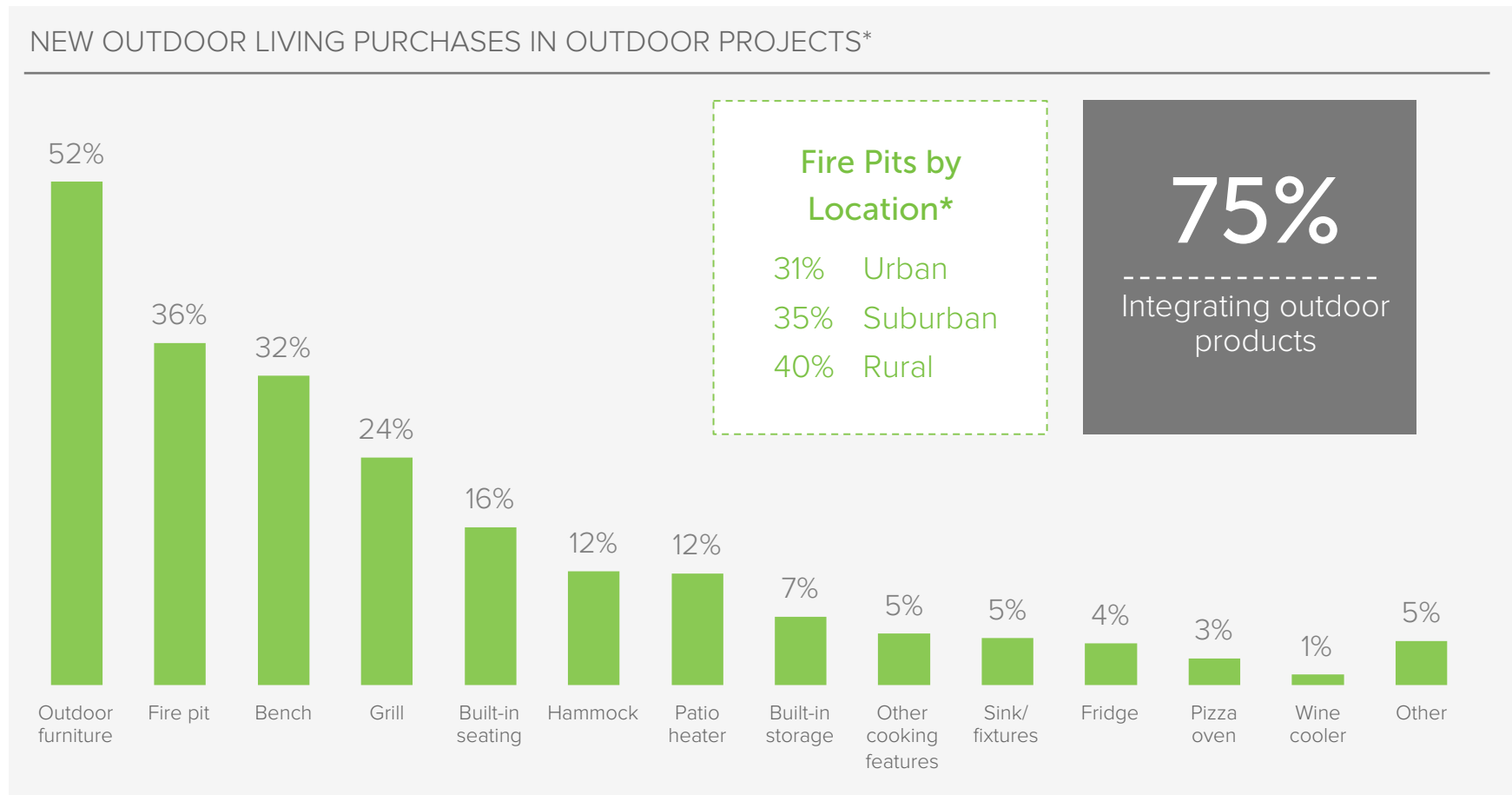
*Percentages reflect proportion of homeowners *who have pets allowed in the yard* and who have completed, are currently working on, or are planning an outdoor project.

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Comfort, Food, and Fire



The majority of homeowners renovating their outdoors purchase comfort-enhancing outdoor products such as outdoor furniture (52%), benches (32%), built-in seating (16%), and hammocks (12%). Many incorporate outdoor cooking features and add fire pits for warmth and ambiance.



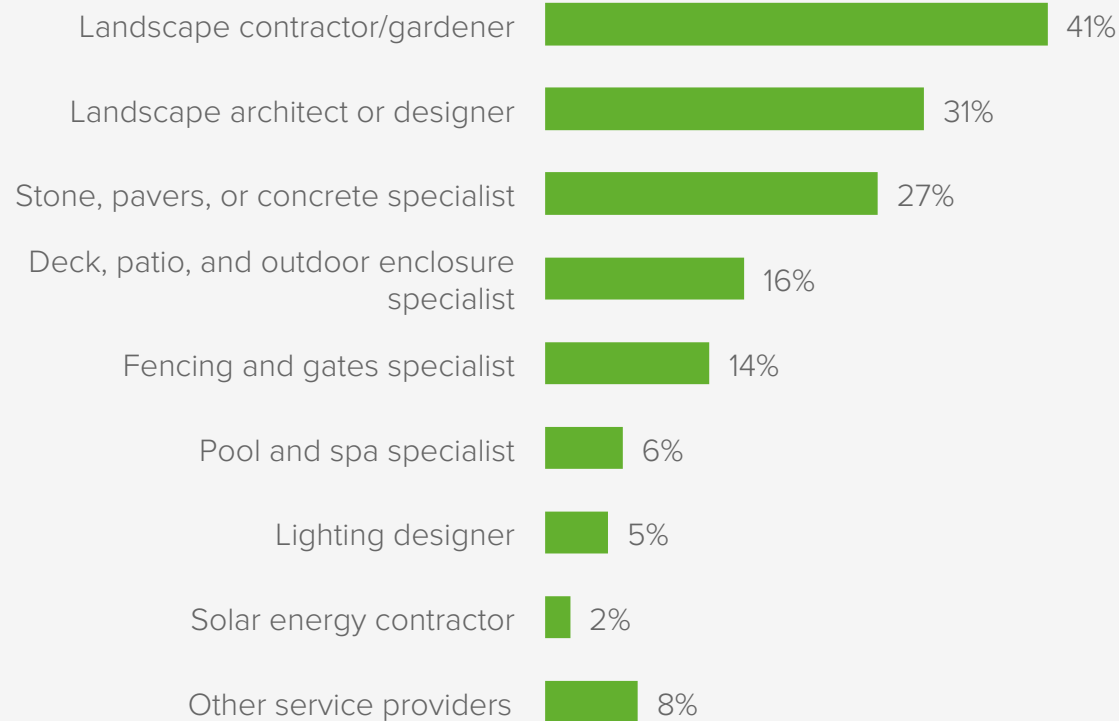
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Landscape Pros in High Demand



Over half of homeowners are enlisting the help of a landscape contractor and/or landscape architect/designer during their outdoor projects (52%). Paving and deck specialists are also in high demand (27% and 16%, respectively).

HIRED PROFESSIONALS IN OUTDOOR PROJECTS*



52%

Hiring a landscape contractor and/or landscape architect/designer

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

Projects for All Budgets



Outdoor projects come in all budgets. Similar to last year's findings, nine in 10 homeowners spent or plan to spend less than \$5,000 on minor projects (86%). More substantial projects require higher budgets; e.g., over two in five homeowners spent or plan to spend \$20,000 or more on complete overhauls.

BUDGET AND SPEND IN OUTDOOR PROJECTS*

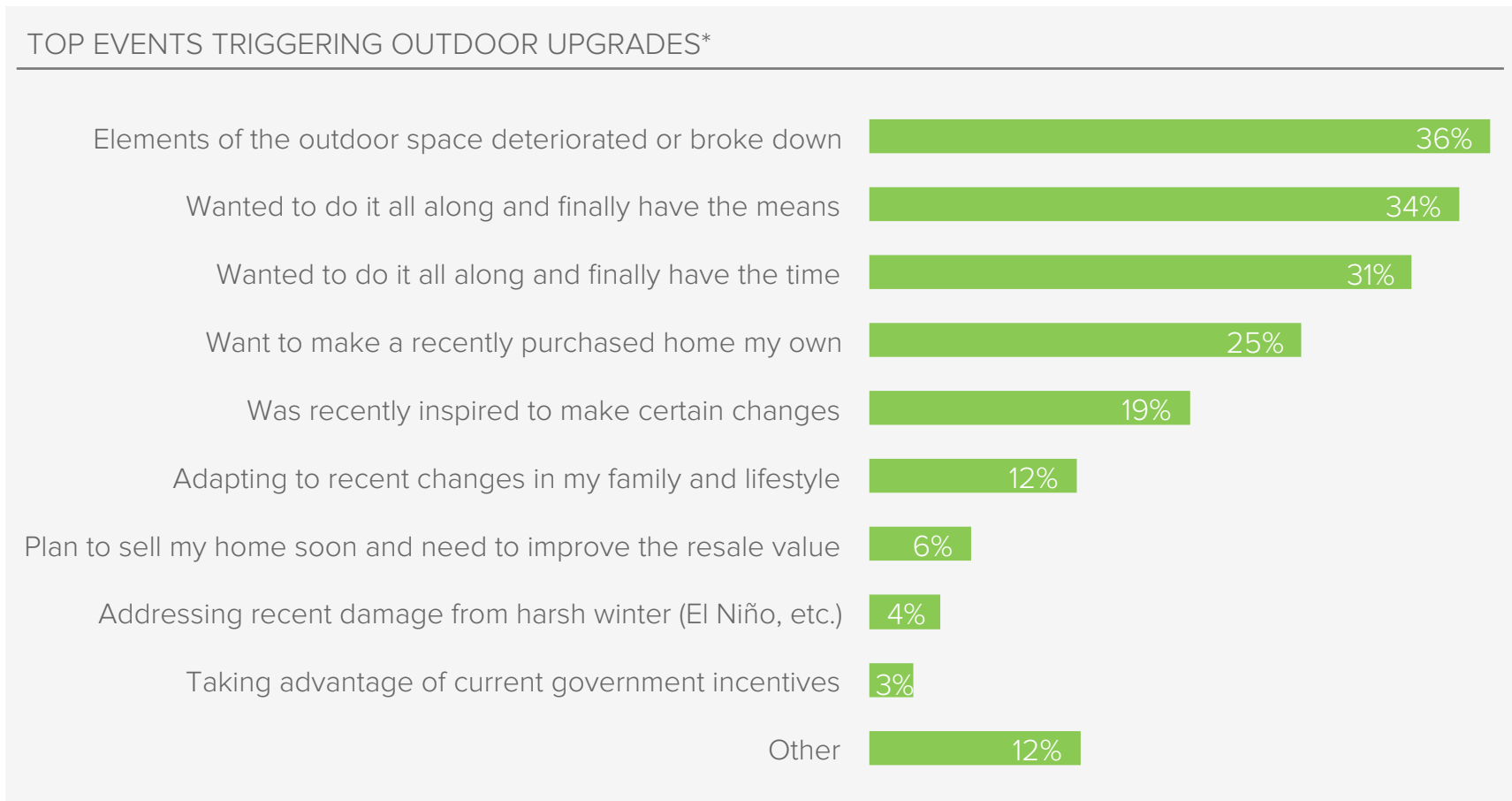


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The Right Moment



Similar to last year, deterioration of outdoor space and a recent home purchase are important triggers of outdoor projects (36% and 25%, respectively). Yet many wait until the right moment, when having either the finances or time on their hands works in favor of starting the desired project.



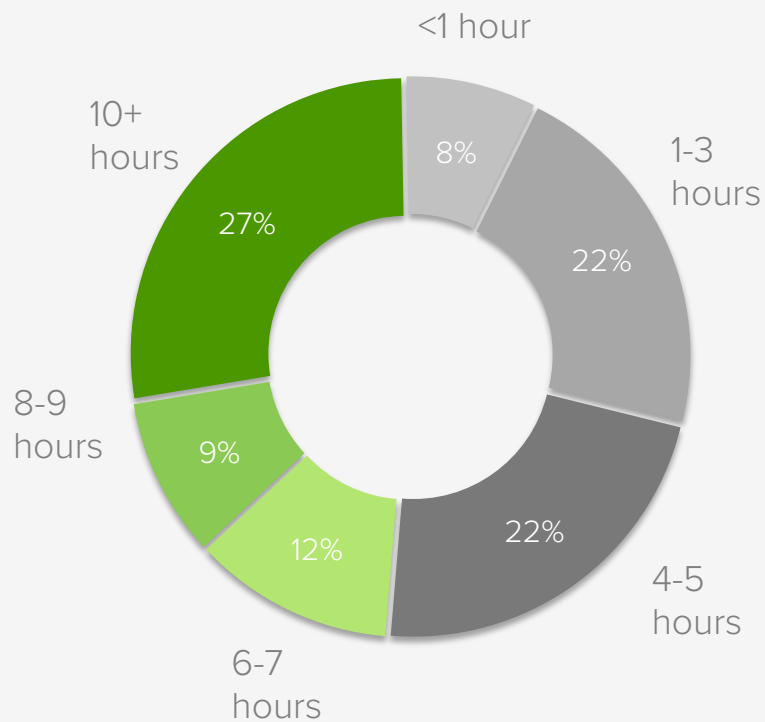
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A Personal Eden More Than Ever

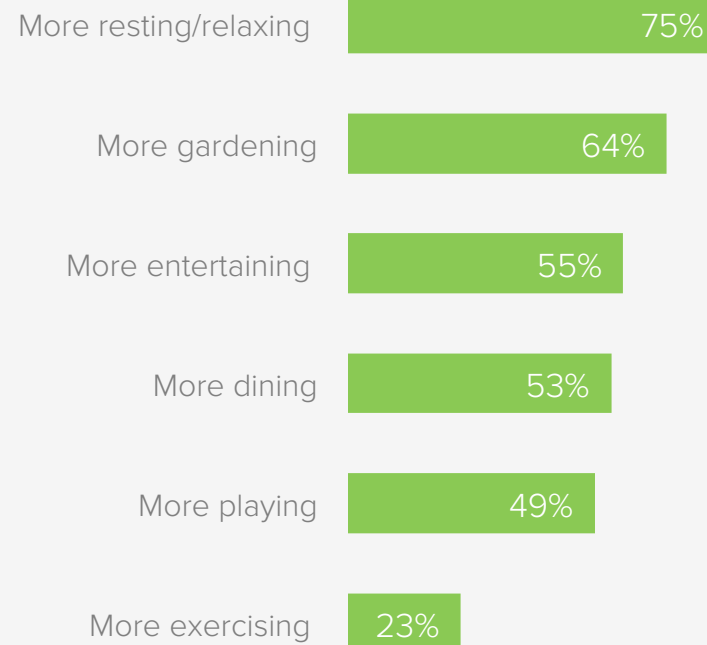


Similar to last year's findings, about half of homeowners who are upgrading their outdoor spaces spend six or more hours there per week (48%). Furthermore, half or more of those who completed an outdoor project report an increase in relaxing, gardening, entertaining, dining, and/or playing in the outdoor spaces after upgrades.

HOURS SPENT PER WEEK IN OUTDOOR SPACE*



IMPACT OF OUTDOOR PROJECTS ON OUTDOOR ACTIVITIES**



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

**Percentages reflect proportion of homeowners who have completed an outdoor project in the last 12 months.

Methodology

The survey was sent to registered Houzz users in the U.S., and fielded in February 2016. 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. N=958.

Links to Resources on Houzz

Houzz is the easiest way for people to find inspiration, get advice, buy products and hire the professionals they need to help turn their ideas into reality.

PHOTOS	FIND PROS	SHOP	STORIES
Deck	Landscape Architect	Outdoor Furniture	Gardening
Landscape	Landscape Contractors	Outdoor Lighting	Landscape Design
Patio	Stone Pavers & Concrete	Outdoor Decor	Decks
Porch	Backyard Courts	Lawn & Garden	Patios
Pool	Decks & Patios	Pool & Spa	Paths
Sheds	Driveways & Paving	Fire Pits & Accessories	Pergolas
Exterior	Fencing & Gates	Outdoor Cooking	Pools
	Garden & Landscape Supplies	Outdoor Structures	Porches
	Lawn & Sprinklers	Backyard Play	Outbuildings
	Outdoor Lighting & Media Systems	Hammocks & Swing Chairs	Outdoor Kitchens
	Outdoor Play	Bird Feeders	Outdoor Projects
	Pools & Spas	Outdoor Umbrellas	
	Tree Service	Outdoor Rugs	

Appendix A

TOP REASONS FOR LAWN REDUCTION/REMOVAL BY PROJECT YEAR*

	2015-16	2014-15
Achieve new outdoor design	74%	72%
Reduce maintenance	55%	52%
Help the environment	44%	41%
Lower my water bill	36%	24%
Take advantage of government incentives	8%	6%
Other	12%	10%

*Percentages reflect proportion of homeowners *who are reducing or removing their existing lawn* during recent, current, or planned outdoor projects.

Appendix B

NEW CHILDREN-FOCUSED FEATURES IN OUTDOOR PROJECTS*

Space to run and play	35%
Edible plants	24%
Fence around the yard	19%
Toxin-free plants	16%
Hammock	14%
Play/climbing structure	13%
Trampoline	8%
Sandbox	6%
Playhouse	6%
Treehouse	3%
Other	10%

NEW PET-FOCUSED FEATURES IN OUTDOOR PROJECTS**

Space to run and play	34%
Toxin-free plants	23%
Fenced off area	20%
Paths for exploring	12%
Features to prevent digging	8%
Shelter for pet	8%
Features to protect edibles	7%
Fresh-water feature	7%
Synthetic lawn	4%
Fence window	1%
Other	7%

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