



Harris On Demand

The Harris Poll

Living Landscapes Report

Prepared For:



OUTDOOR POWER EQUIPMENT
INSTITUTE

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INTRODUCTION

The objective in conducting the *Living Landscapes Survey* was to get an understanding of how Americans feel about their yards and landscape, and the significance of having a yard with grass.

Our findings in this report are based on an online survey among 1,818 Americans ages 18+ who currently have a yard.

Overall, the results demonstrate that grass and landscape are valued by those who have a yard— however, how and what is valued can vary across age, gender, and region.

The data we highlight are aimed at supporting meaningful conclusions surrounding the views of Americans who have yard on living landscapes and yard maintenance.

We are pleased to present the findings of *Living Landscapes Survey* commissioned by Outdoor Power Equipment Institute, and hope that it will serve as a basis for how to proceed with your Living Landscapes efforts.



KEY FINDINGS

Yards: Grass Tops The List Of Yards Accoutrements

Nearly all Americans (91%) have a yard, and among them, grass (86%) tops the list of items they have in their yard, followed closely by trees/bushes/shrubs (80%). A smaller percentage have gardens (55%), hard pavers/cement/brick/patio (51%), and landscaping rocks/gravel (47%) in their yard, and even fewer have mulch (43%) and/or groundcover (32%). Only 3% of Americans with a yard report having artificial or synthetic turf.

Among those who have a yard, women are more likely than men to have many landscaping features, including gardens (59% vs. 51%), hard pavers/cement/brick/patio (56% vs. 47%), and landscaping rocks/gravel (50% vs. 43%).

Older Americans are also more likely than their younger counterparts to have established landscaping features, while younger Americans are more likely to have artificial/synthetic lawn:

Among those who have a yard...

- Those ages 65+ are more likely than those ages 18-34 to have grass (89% vs. 82%)
- Americans ages 45+ are more likely than those ages 18-34 to have:
 - Trees/Bushes/Shrubs (85% vs. 72%)
 - Hard pavers/Cement/Brick/Patio (58% vs. 43%)
 - Landscaping rocks/gravel (51% vs. 40%)
 - Mulch (49% vs. 35%)
 - Ground cover (37% vs. 27%)
- Adults ages 18-34 are more likely than those ages 45+ to have artificial or synthetic turf/lawn (6% vs. 2%)



Living Landscapes: *Grass & Landscape Are Valued*

A majority of Americans who have grass in their yard (89%) believe having grass in their yard is good for the environment, and more than half (59%) **strongly agree** with this. Additionally, Americans with a yard seem to value living landscape – nearly 9 in 10 say it is important to them to have a landscape at the home they live in (87%) and to have grass in their yard (86%).

While grass is important to many Americans with a yard, there are some differences when it comes to perceptions among those living in different regions. Those residing in the West are the least likely to find it important to have grass in their yard (75% vs. 87% in the Northeast, 89% in the South, and 93% in the Midwest). Those in the West who have grass in their yard are also less likely to **strongly agree** that having grass in their yard is good for the environment – only 45% compared to more than 3 in 5 in the Midwest (61%), Northeast (62%), and South (62%).

Additionally, there are some slight gender differences when it comes to feeling the importance of having a landscape, with women more likely than men to value having a landscape at their home (90% vs. 85%), perhaps explaining the likelihood for them to have more of these features in their yards.

Enjoying the Fruits of Labor: *Majority Enjoy Maintaining Their Yard*

Yard maintenance is viewed positively by most, with over two thirds of Americans with a yard (69%) admitting they enjoy maintaining their yard. Those residing in the South are the most likely to find enjoyment in this (74% vs. 68% in the Midwest, 66% in the Northeast, and 63% in the West). Furthermore, less than half of Americans with a yard (46%) wish for less landscape to maintain at their home. Perhaps not surprising, men are more likely than women to enjoy maintaining their yard (72% vs. 66%).

Overall, it is clear that the majority of those with yards have positive views when it comes to having grass and a landscape to maintain in their yard.



TOPLINE DATA

BASE: U.S. RESPONDENTS

Q1 Which of the following do you currently have in your yard? Please select all that apply.

		<i>All Respondents</i>
	<i>n=</i>	
Have A Yard (NET)		91%
Grass		78%
Trees/Bushes/Shrubs		72%
Garden(s) (e.g., flowers, vegetables)		50%
Hard pavers/Cement/Brick/Patio		47%
Landscaping rocks/gravel		43%
Mulch		39%
Groundcover (i.e., plants/flowers that cover larger area(s) of yard)		29%
Artificial or synthetic turf/lawn		3%
None of these		2%
N/A – I don't have a yard		9%

		<i>Have A Yard</i>
	<i>n=</i>	
Grass		86%
Trees/Bushes/Shrubs		80%
Garden(s) (e.g., flowers, vegetables)		55%
Hard pavers/Cement/Brick/Patio		51%
Landscaping rocks/gravel		47%
Mulch		43%
Groundcover (i.e., plants/flowers that cover larger area(s) of yard)		32%
Artificial or synthetic turf/lawn		3%
None of these		2%



BASE: HAVE A YARD (VARIABLE BASES)

Q5 How much do you agree or disagree with each of the following statements about landscape (i.e., the greenspace - grass, trees, gardens, flowers, etc.) in your yard that you control (i.e., decide what landscape to have, how to maintain it, etc.)?

Having grass in my yard is good for the environment.

		<i>Have Grass In Yard</i>
	<i>n=</i>	1,568
<i>Strongly/Somewhat Agree (NET)</i>		89%
Strongly agree		59%
Somewhat agree		31%
<i>Strongly/Somewhat Disagree (NET)</i>		8%
Somewhat disagree		5%
Strongly disagree		3%
N/A – I do not control landscape in my yard		3%

It is important to me to have a landscape at the home I live in.

		<i>Have A Yard</i>
	<i>n=</i>	1,818
<i>Strongly/Somewhat Agree (NET)</i>		87%
Strongly agree		49%
Somewhat agree		38%
<i>Strongly/Somewhat Disagree (NET)</i>		13%
Somewhat disagree		8%
Strongly disagree		5%

Having grass in my yard is important to me.

		<i>Have A Yard</i>
	<i>n=</i>	1,818
<i>Strongly/Somewhat Agree (NET)</i>		86%
Strongly agree		55%
Somewhat agree		31%
<i>Strongly/Somewhat Disagree (NET)</i>		14%
Somewhat disagree		7%
Strongly disagree		7%



I would like to have less landscape to maintain at my home.

		<i>Have A Yard</i>
	<i>n=</i>	1,818
<i>Strongly/Somewhat Agree (NET)</i>		46%
Strongly agree		18%
Somewhat agree		28%
<i>Strongly/Somewhat Disagree (NET)</i>		50%
Somewhat disagree		32%
Strongly disagree		18%
N/A – I do not control landscape in my yard		4%

I enjoy maintaining my yard (e.g., mowing the lawn, trimming bushes, mulching).

		<i>Have A Yard</i>
	<i>n=</i>	1,818
<i>Strongly/Somewhat Agree (NET)</i>		69%
Strongly agree		34%
Somewhat agree		35%
<i>Strongly/Somewhat Disagree (NET)</i>		27%
Somewhat disagree		16%
Strongly disagree		11%
N/A – I do not control landscape in my yard		4%



FULL METHODOLOGY

This survey was conducted online within the United States by The Harris Poll on behalf of Outdoor Power Equipment Institute between March 15-19, 2018 among 2,002 adults ages 18+, among whom 1,818 have a yard, among whom 1,568 have grass in their yard.

Results were weighted for age within gender, region, race/ethnicity, income, and education where necessary to align them with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

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 nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Poll avoids the words "margin of error" 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.

Respondents for this survey were selected from among those who have agreed to participate in online surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in our panel, no estimates of theoretical sampling error can be calculated.

A Note about Reading the Report

The percentage of respondents has been included for each item.

- An asterisk (*) signifies a value of less than one-half percent.
- A dash represents a value of zero.
- Percentages may not always add up to 100% because of computer rounding or the acceptance of multiple responses.

About Harris Insights & Analytics

Harris Insights & Analytics, is one of the world's leading public opinion, market research and strategy firms that delivers market and societal intelligence for transformational times. It is known for "The Harris Poll," one of the longest running surveys in the U.S. tracking public opinion, motivations and social sentiment since 1963. Advisors to world and corporate leaders over the past fifty years, Harris provides insights and advisory services to help leaders make the best decisions possible.