

# THE AMERICAN LIVING LANDSCAPE



**91%** OF AMERICANS **HAVE A YARD** & **86%** SAY IT'S IMPORTANT TO HAVE A LIVING LANDSCAPE & GRASS

**89%** OF THOSE WITH GRASS IN THEIR YARD  
**BELIEVE IT IS GOOD  
FOR THE ENVIRONMENT**

## WHAT ARE THE BENEFITS OF HAVING A LAWN?

**O<sub>2</sub>**  
PRODUCES  
OXYGEN

**CO<sub>2</sub>**  
SEQUESTERS  
CARBON

REMOVES DUST  
AND POLLUTION

CLEANSSES  
STORMWATER

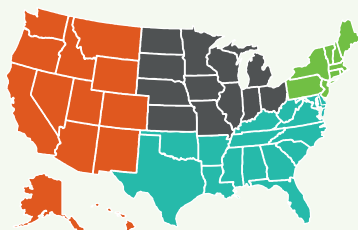
CAN HANDLE PLAY  
AND TRAFFIC FROM  
KIDS AND PETS



**MORE THAN 2/3 ENJOY  
TAKING CARE OF THEIR YARDS**

72% MEN • 66% WOMEN

## WHO ENJOYS WORKING IN THE YARD?



PEOPLE IN THE SOUTH  
ENJOY IT THE MOST - 74%

MIDWEST - 68%

NORTHEAST - 66%

WEST - 63%

## WHAT DO PEOPLE PUT IN THEIR YARDS TO MAKE THEM #BACKYARDREADY?



GRASS - 86%



TREES, BUSHES, SHRUBS - 80%



GARDENS - 55%



HARD PAVERS, CEMENT,  
BRICK, PATIO - 51%

MORE LIKELY TO BE WOMEN



LANDSCAPING  
ROCKS OR GRAVEL - 47%



MULCH - 43%



GROUNDCOVER - 32%

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Source: Harris Poll for OPEI, 2018.



Powering good.