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?

- Produces Oxygen
- Removes Dust and Pollution
- Sequesters Carbon
- Cleanses Stormwater
- Can handle play and traffic from kids and pets

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%
- Landscaping rocks or gravel - 47%
- Mulch - 43%
- Groundcover - 32%

WHO ENJOYS WORKING IN THE YARD?

More than 2/3 enjoy taking care of their yards.

- 72% Men • 66% Women

People in the South enjoy it the most - 74%

- Midwest - 68%
- Northeast - 66%
- West - 63%

Source: Harris Poll for OPEI, 2018.

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