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Homeowners spend a record \$45 billion on lawn and landscape services

(August 6, So. Burlington, VT) A new market research study by the National Gardening Association, *Residential Lawn and Landscape Services and the Value of Landscaping*, found that homeowners spent a record \$44.7 billion to hire professional lawn and landscape services in 2006. These services include lawn care and landscape maintenance, landscape installation and construction, tree care services, and landscape design services. The survey also found that 30 percent of all households nationwide, or an estimated 34.5 million households, currently hire at least one type of lawn and landscape service. "Over the past five years we have seen the number of households that hire professional lawn and landscape services increase from 22 percent of households, or 23.8 million households, in 2001 to 30 percent of households, or 34.5 million households, in 2006," says Bruce Butterfield, research director at the National Gardening Association (NGA). The amount of money spent on lawn and landscape services has increased from \$24.5 billion in 2001 to \$44.7 billion in 2006.

The *Residential Lawn and Landscape Services and the Value of Landscaping* survey was conducted in June 2007, for NGA by Harris Interactive Inc., with a representative sample of 2,663 households nationwide.

Types of residential lawn and landscape services hired:

- Lawn care and landscape maintenance services were hired by 27.8 million households
- Landscape installation and construction services were hired by 6.9 million households
- Tree care services were hired by 11.5 million households
- Landscape design services were hired by 2.3 million households

NGA President Mike Metallo says, "The increased use of lawn and landscape services over the past five years reflects the fact that homeowners appreciate the many benefits of a well-designed and maintained home lawn and landscape but may not have the time or inclination to do this work for themselves."

In addition to tracking trends in the market for residential lawn and landscape services, the study also researched how customers find lawn and landscape services to hire, what the most important factors are in hiring a lawn and landscape service, customer satisfaction with services hired, the benefits of a well-designed and maintained home landscape, and how much a well-designed and maintained landscape adds to home value.

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For more information about the *Residential Lawn and Landscape Services and the Value of Landscaping* survey or to purchase a copy, please visit www.gardenresearch.com.

Founded in 1973, the National Gardening Association is a national nonprofit leader in plant-based education, respected for its award-winning Web sites and newsletters, grants and curricula for youth gardens, and research for the lawn and garden industry. NGA's mission is to advance the personal, community, and educational benefits of gardening by supporting gardeners and teachers with information and resources. To learn more, please visit www.garden.org.

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