

2015



HOUZZ AUSTRALIA LANDSCAPING & GARDEN TRENDS STUDY



At a Glance



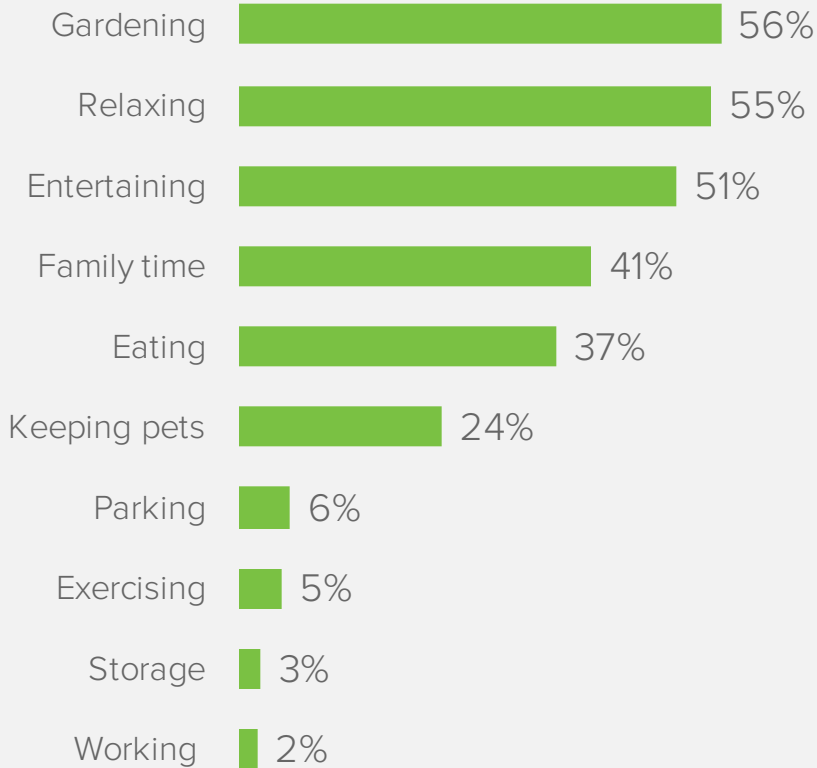
- A recent home purchase is the most common trigger for an outdoor upgrade
- Half of homeowners hire a professional for substantial outdoor projects
- Outdoor living, entertaining and easy maintenance top design and functionality considerations
- Privacy is the top concern being addressed in outdoor projects
- Over a third of those upgrading their outdoor spaces spend 6+ hours in their yard every week
- A quarter of those updating their lawn are reducing it (24%) and 8% are removing it altogether

A Personal Eden

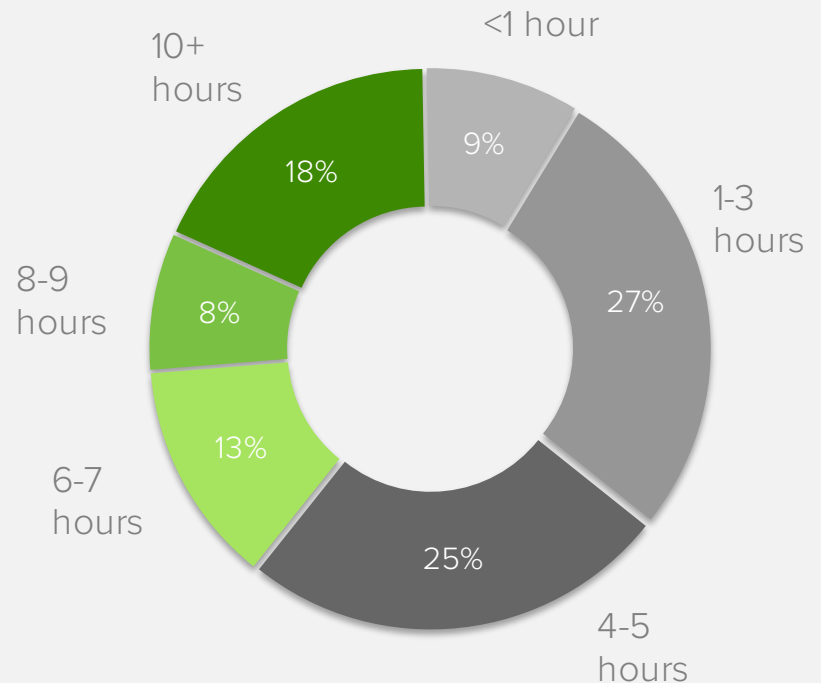


Over a third of homeowners who are upgrading their outdoor spaces spend six or more hours there per week (39%). Gardening, relaxing and entertaining are the top three uses of the space.

TOP USES OF OUTDOOR SPACE*



HOURS SPENT PER WEEK IN OUTDOOR SPACE*



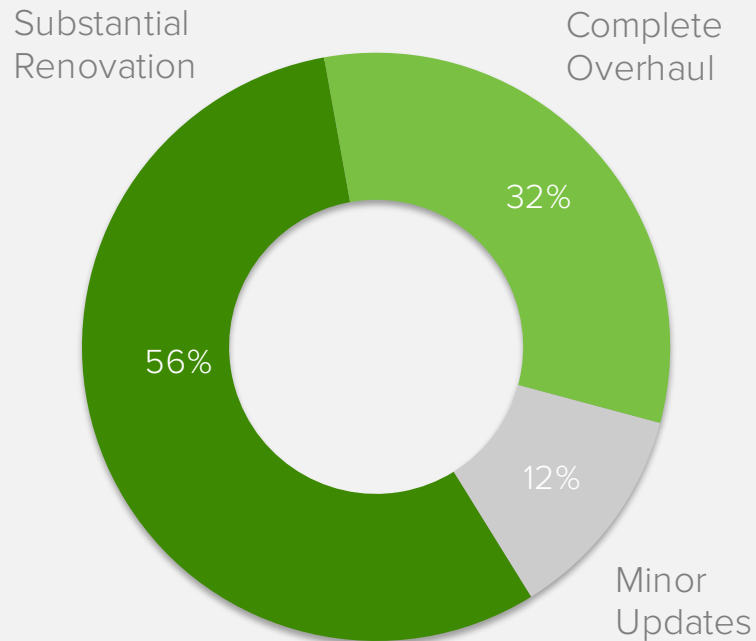
*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.

Substantial Backyard Upgrades

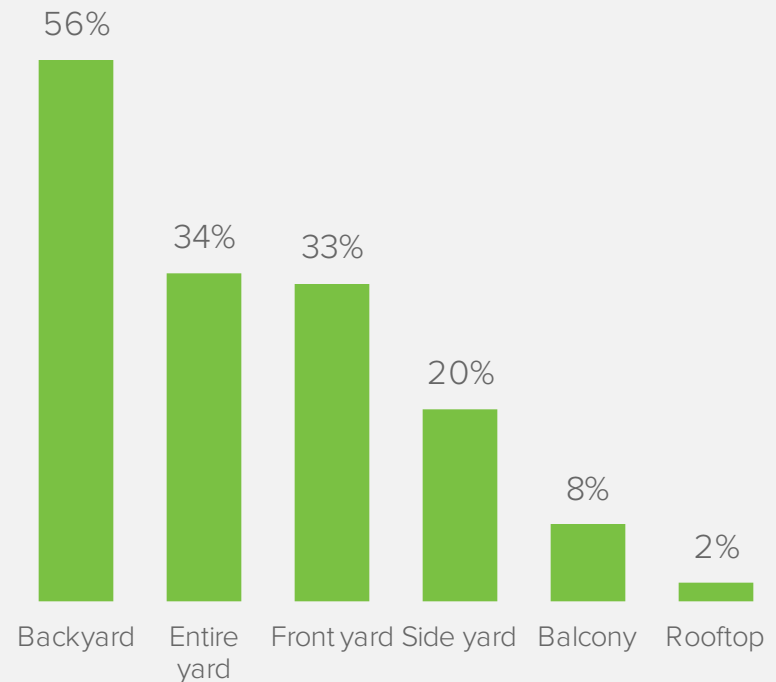


The majority of homeowners upgrading their outdoor spaces are addressing their backyard (56%). The vast majority of upgrades are either substantial (56%), e.g., paving, new beds, building/upgrading structures, or a complete overhaul (32%), e.g., re-grading, terracing, re-landscaping.

SCOPE OF OUTDOOR PROJECTS*



OUTDOOR SPACES UPGRADED*



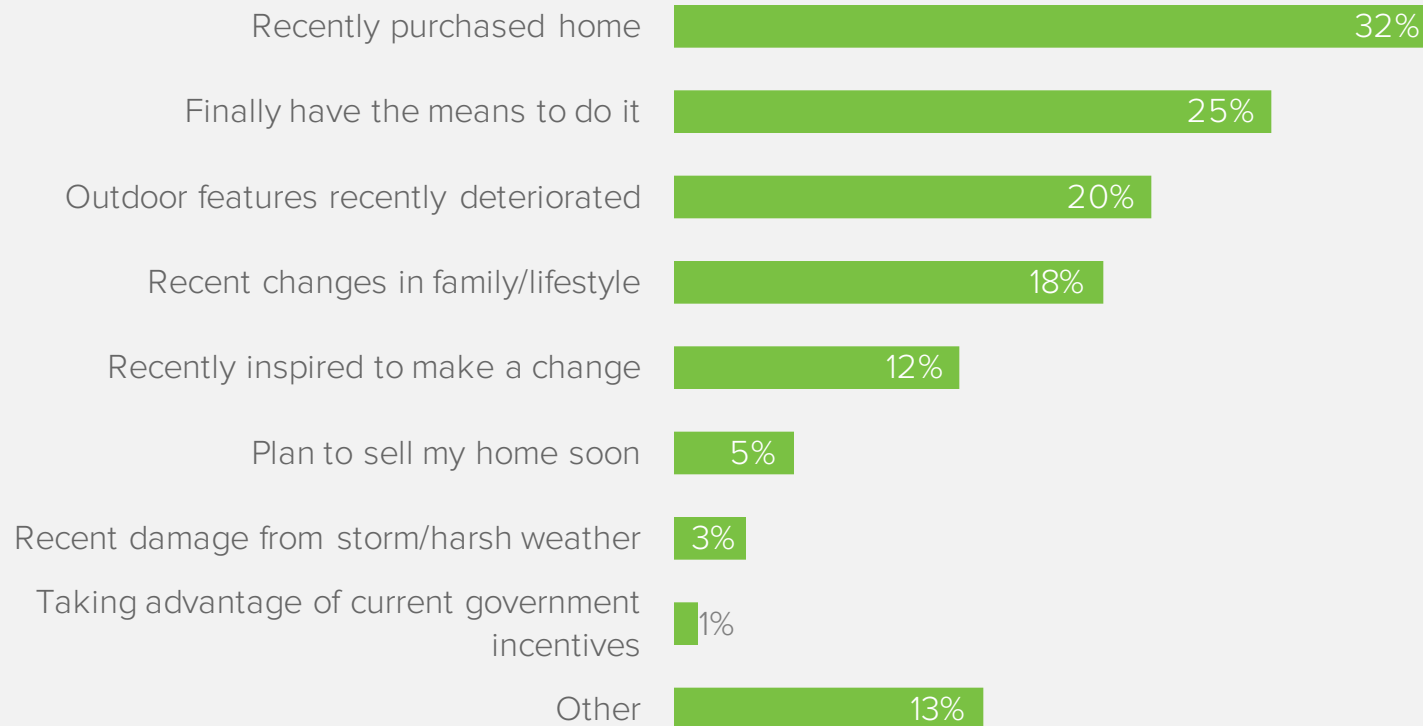
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New Home, New Garden



Recent purchase of a home is the most common reason for upgrading outdoor spaces (32%), in particular for complete overhauls of outdoor spaces or structures (36%), followed by finally having the finances to make upgrades (25%) and recent outdoor deterioration (20%).

EVENTS TRIGGERING OUTDOOR PROJECTS*

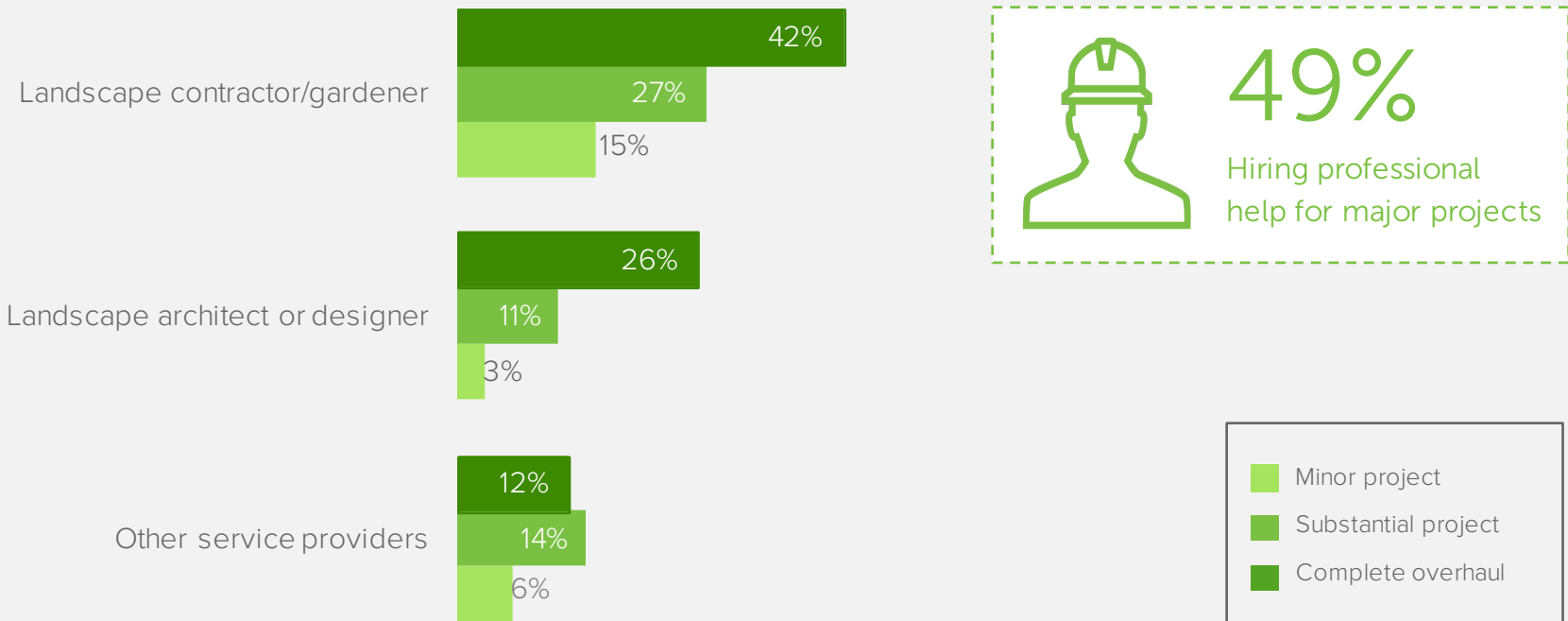


*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.

A Helping Hand

Half of homeowners are enlisting the help of a professional during their substantial outdoor projects or outdoor projects requiring a complete overhaul (49%).

HIRING PROFESSIONALS FOR OUTDOOR PROJECTS*



*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a *minor outdoor project*, a *substantial outdoor project*, or a *complete outdoor overhaul*.

Budgets in Bloom



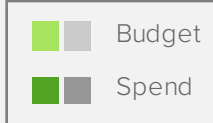
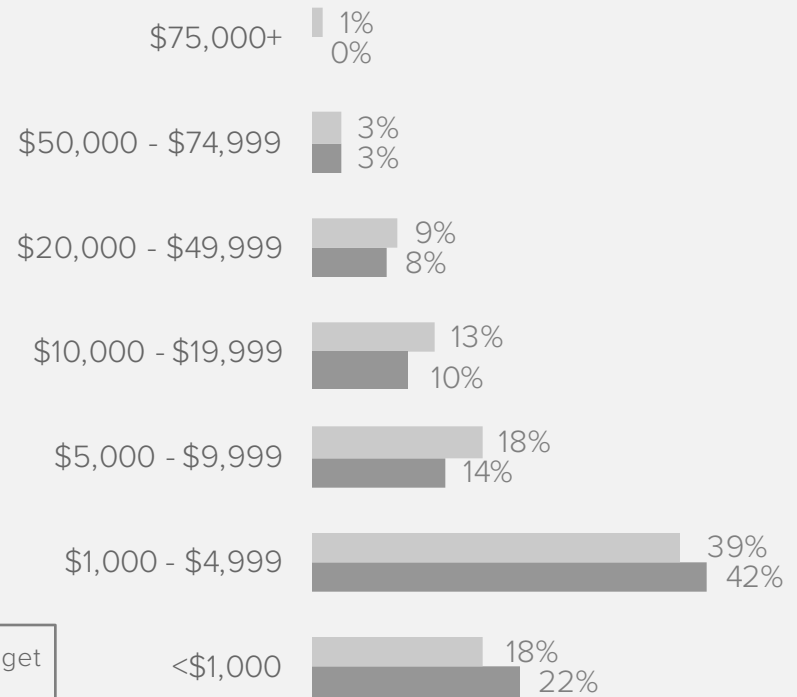
Over half of homeowners are budgeting \$10,000 or more on their current or upcoming outdoor projects where professionals are involved (58%). Yet, two thirds actually spent this amount on recent projects (67%). Budgets are significantly lower in DIY projects, in part reflecting differences in scope.

BUDGET AND SPEND IN OUTDOOR PROJECTS

With Professional Help



Without Professional Help

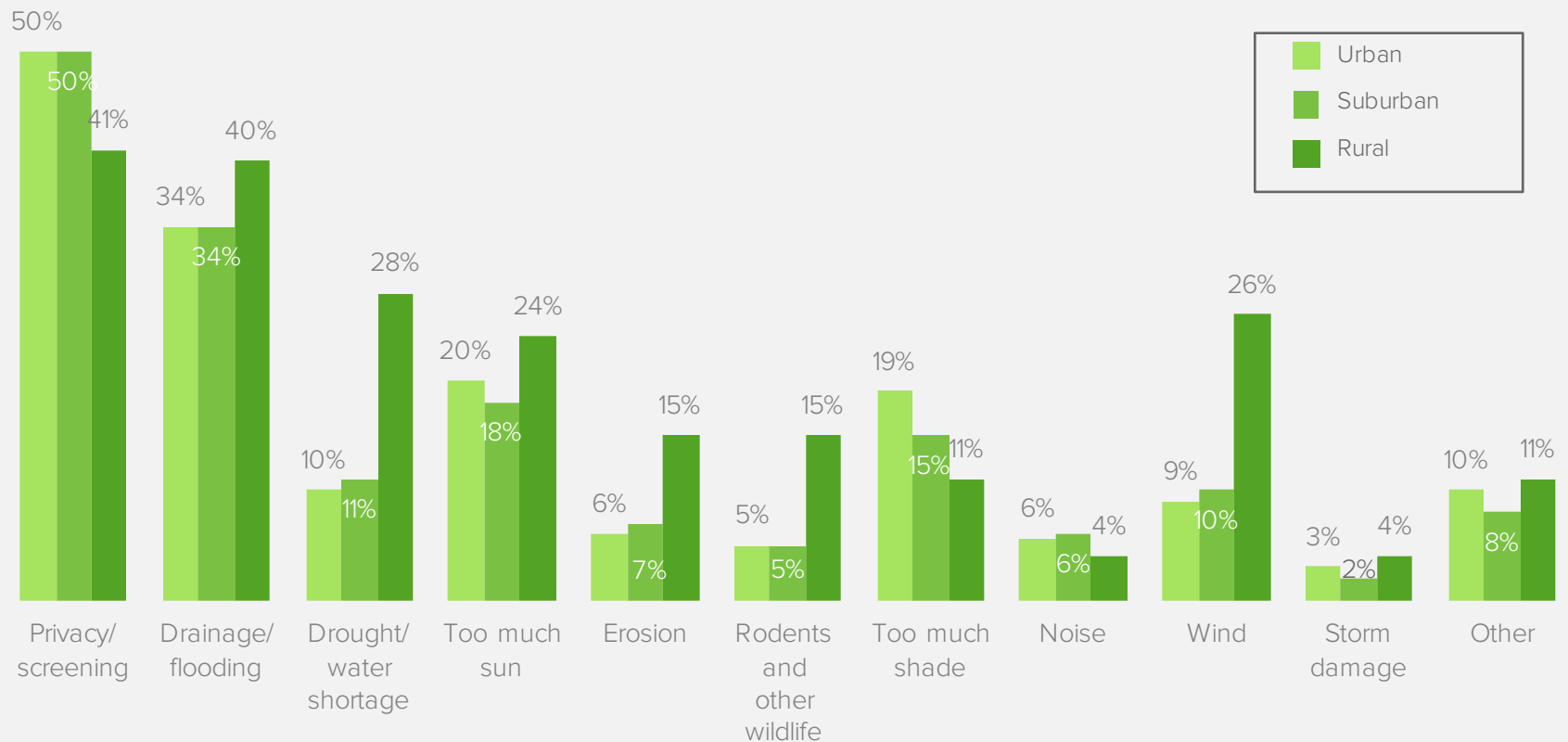


A Bit of Privacy, Please



Privacy and screening is the most commonly reported challenge facing homeowners upgrading their outdoor spaces, followed by drainage and flooding. For homeowners in urban areas, the next biggest issue is too much sun (20%), while those in rural areas are more likely to face drought/water shortage (28%) and wind (26%).

TOP CHALLENGES ADDRESSED DURING OUTDOOR PROJECTS*



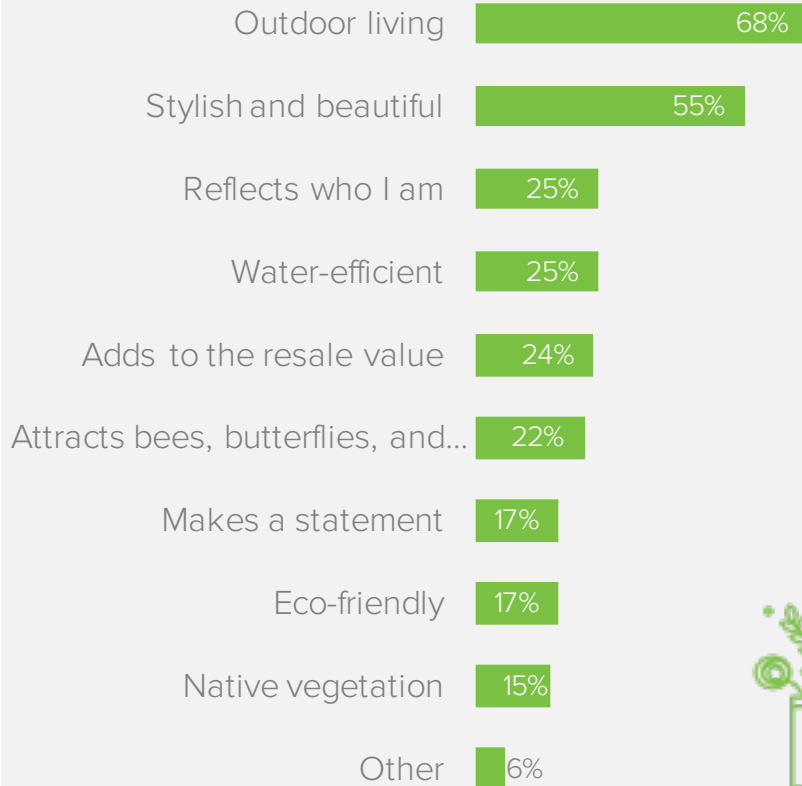
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Outdoor & Low-Maintenance Living

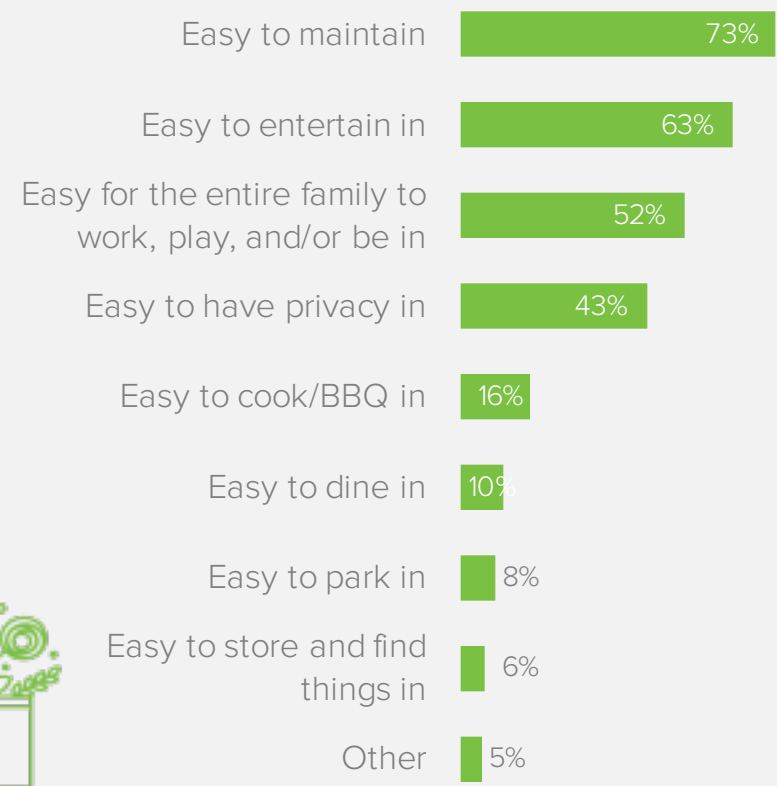


Homeowners prioritise outdoor living and beauty in their outdoor designs. An outdoor space that is easy to maintain and entertain in tops lists when it comes to function.

MOST VALUED ASPECTS OF OUTDOOR DESIGN*



MOST VALUED ASPECTS OF OUTDOOR FUNCTIONS*



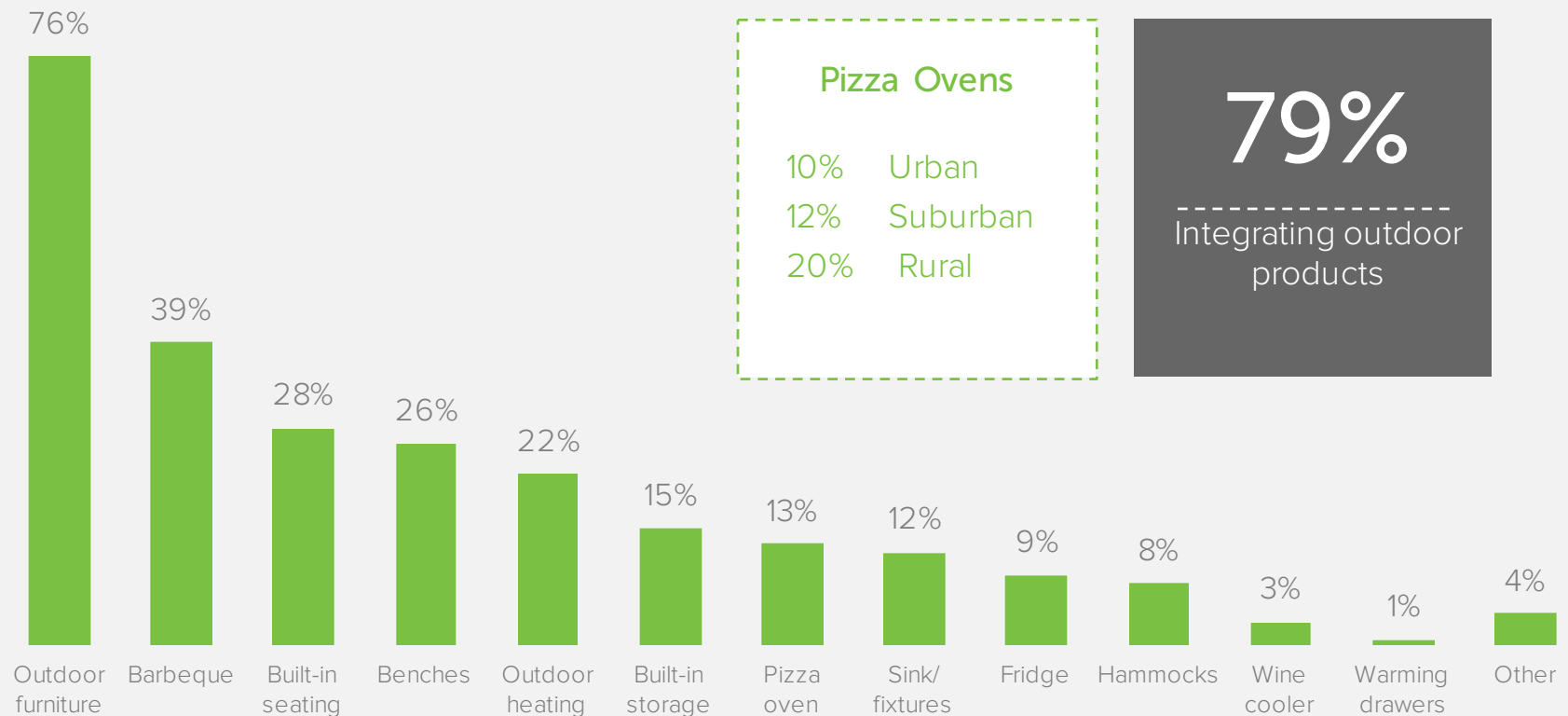
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Outdoor Comforts



As outdoor living tops the charts in outdoor design priorities, eight out of 10 homeowners are purchasing products to enhance their outdoor living in the course of upgrades. New outdoor furniture tops the list, followed by a barbeque and built-in seating. Pizza ovens are especially favored in rural settings.

NEW/UPDATED OUTDOOR COMFORTS IN OUTDOOR PROJECTS*



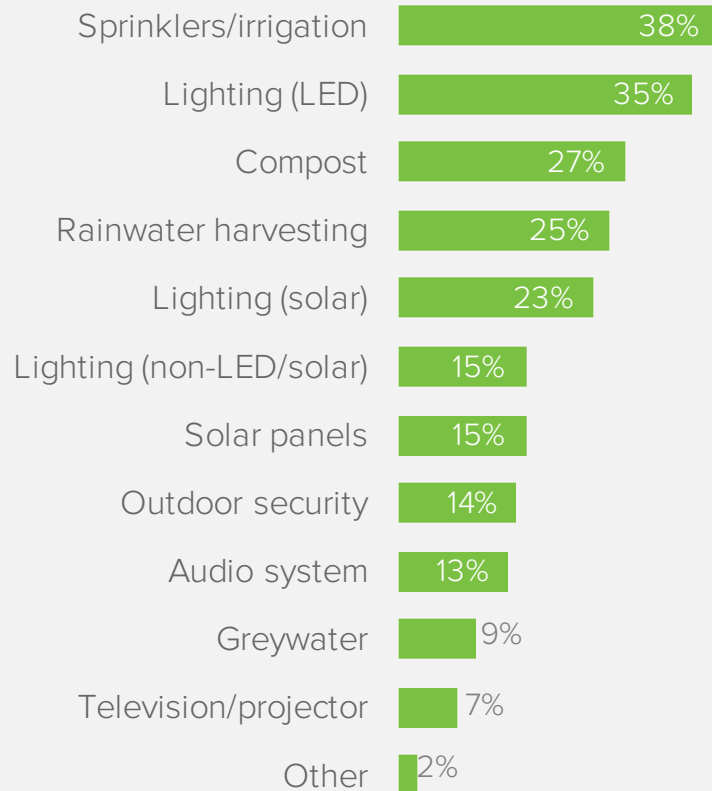
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Lighting Our Gardens



Most homeowners who are upgrading their outdoor spaces are making changes to one or more outdoor systems and equipment (83%). Outdoor lighting is the most common upgrade, whether it is LED (35%), solar (23%), or other (15%). Surprisingly, a quarter of all homeowners are installing a rainwater harvesting system during outdoor upgrades (25%).

NEW/UPDATED OUTDOOR SYSTEMS AND EQUIPMENT IN OUTDOOR PROJECTS*



83%

Making updates to
outdoor
systems/equipment

Rainwater
Harvesting/
Greywater

22%/8% Urban

22%/8% Suburban

35%/15% Rural

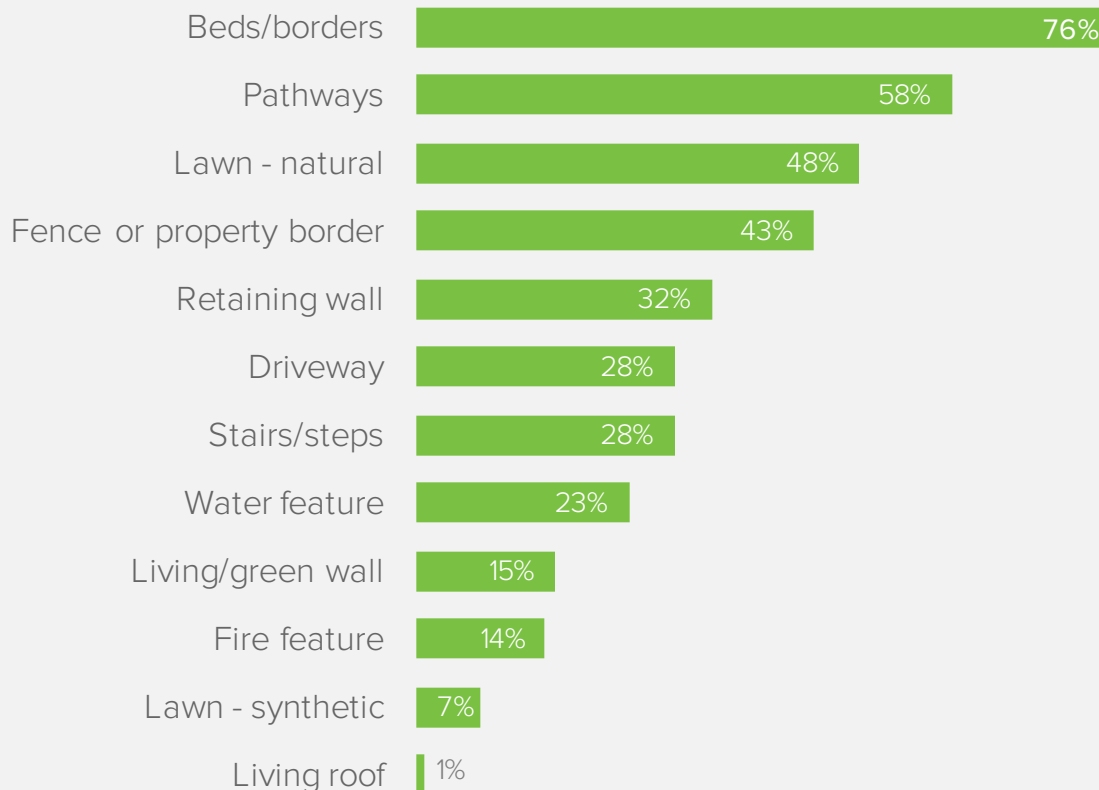
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Beds & Borders



Nearly all homeowners are upgrading one or more elements of their landscape or grounds during their outdoor projects (97%). Almost half are updating their natural lawn and one in 15 is adding or upgrading a synthetic lawn. Homeowners in urban areas are more likely to install a synthetic lawn than those in rural areas, and a quarter are including a living/green wall.

NEW/UPDATED LANDSCAPE/GROUNDS FEATURES IN OUTDOOR PROJECTS*



97%

Making updates to
landscape features

Synthetic Lawn/
Living Wall

9%/25% Urban

8%/14% Suburban

3%/8% Rural

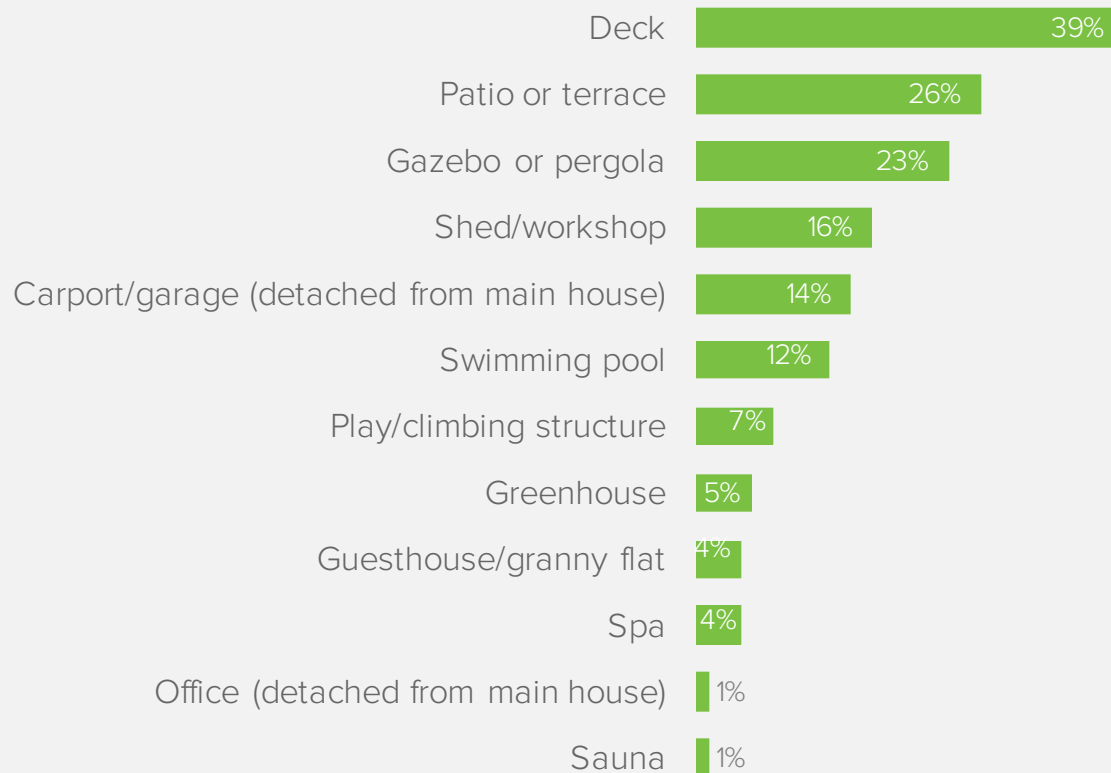
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Terracing & Decking



Four in five homeowners are making changes to one or more outdoor structures during their outdoor projects (81%). Decking is the most common upgrade (39%), followed by patios or terraces (26%). Adding or upgrading swimming pools and spas is similarly popular in both urban and rural areas.

NEW/UPDATED OUTDOOR STRUCTURAL ELEMENTS IN OUTDOOR PROJECTS*



81%

Making updates to structural elements

Pool/
Hot Tub

12%/3% Urban

12%/4% Suburban

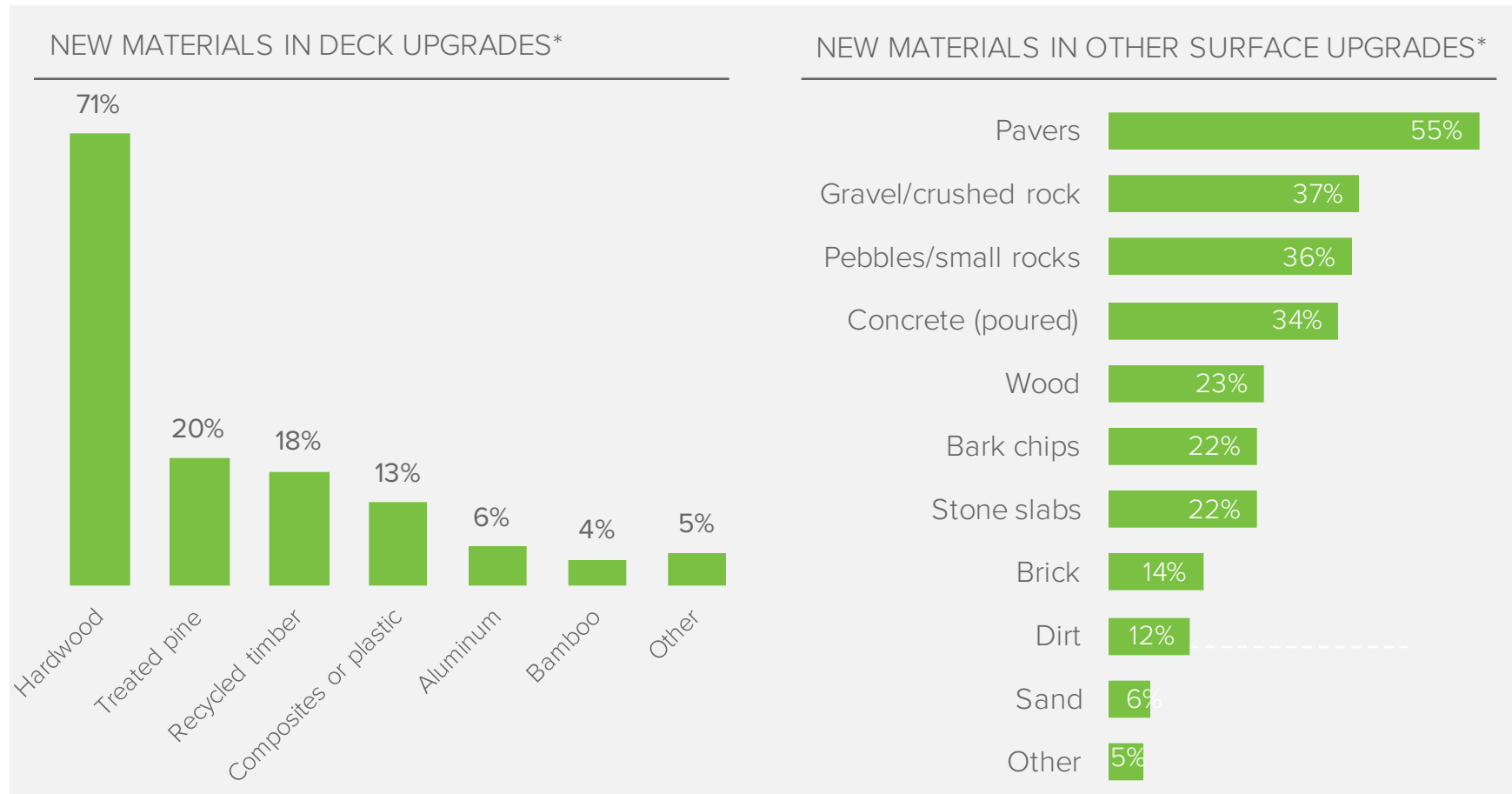
11%/2% Rural

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New Surface Materials



Hardwood (spotted gum, merbau, jarrah, teak, etc.) is the top choice among homeowners working on decking (71%). For other surfaces, homeowners rely on a diverse range of materials, with pavers being the most popular choice (55%).



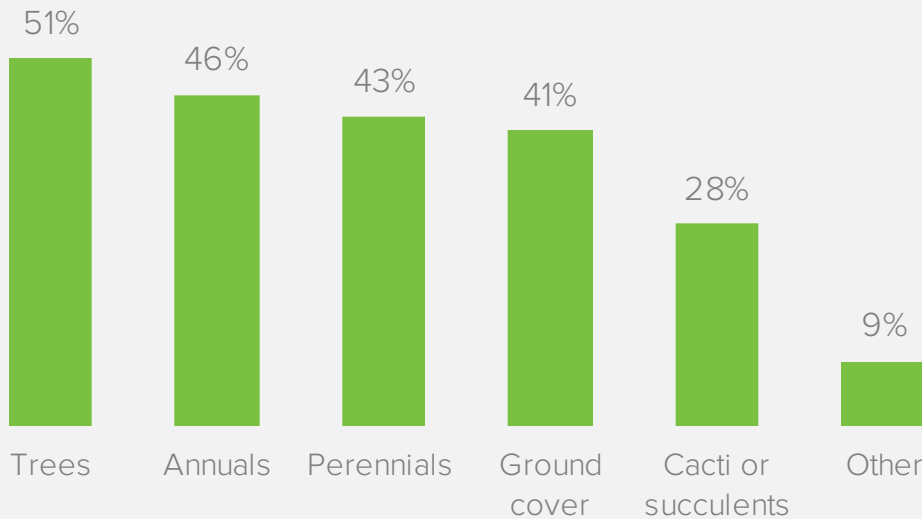
*Percentages reflect proportion of homeowners who are upgrading their deck or other surfaces (i.e., driveway, patio, terrace, or pathways) as part of the recent, current, or planned project.

Flower Power



Nearly all homeowners are updating greenery during their outdoor projects (96%) by planting perennials, shrubs, annuals, trees, and other plants. In line with the most valued design and functional aspects of outdoor spaces, the majority of new plantings are low maintenance and flowering.

NEW PLANTS ADDED DURING OUTDOOR PROJECTS*



New Plant Characteristics

- 68% Low maintenance
- 56% Flowering
- 53% Edible
- 48% Drought-resistant
- 48% Native
- 38% Attracting butterflies, bees, or birds
- 20% Cold-resistant

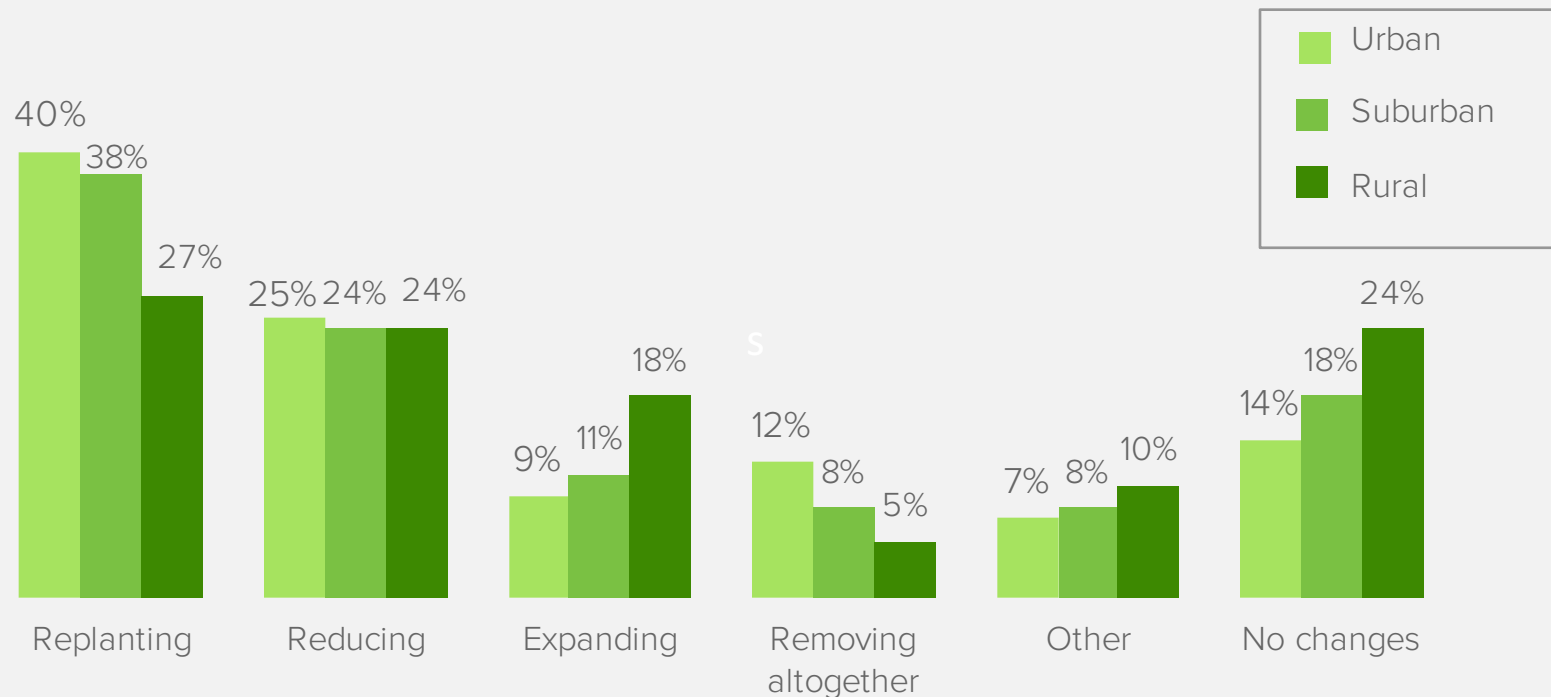
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Getting Existing Lawn



The vast majority of homeowners are making some changes to their existing natural lawn during their outdoor projects (87%). Among them, almost a quarter are reducing their natural lawn (24%) and 8% are removing it altogether. Surprisingly, homeowners in rural Australia are twice as likely to remove their lawn during outdoor upgrades than those in urban areas.

CHANGES TO THE EXISTING LAWN DURING OUTDOOR PROJECTS*



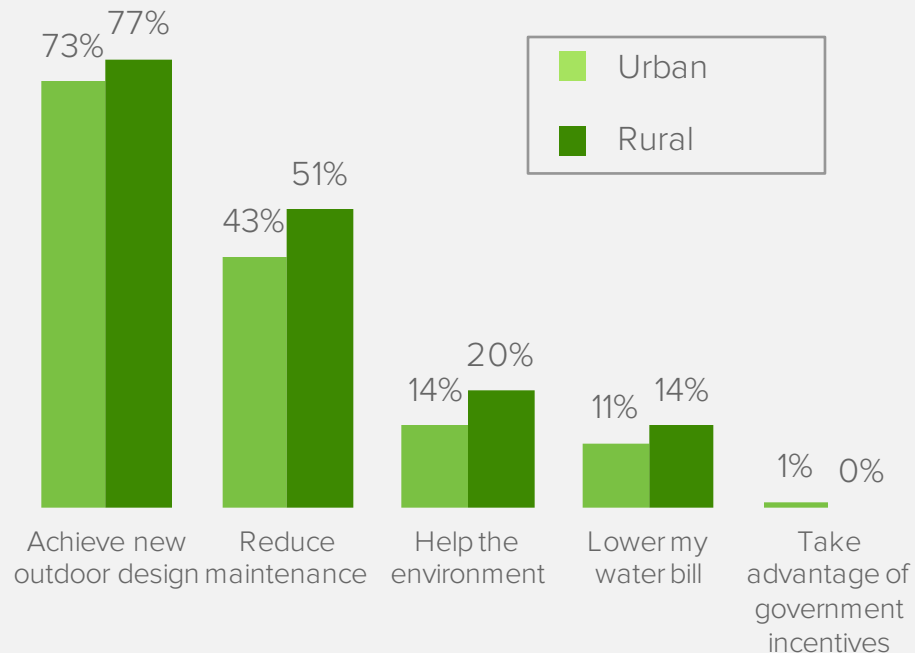
*Percentages reflect proportion of homeowners with an existing lawn in either urban, suburban or rural areas who have completed, are currently working on, or are planning an outdoor project.

Hardscape for the Lawn

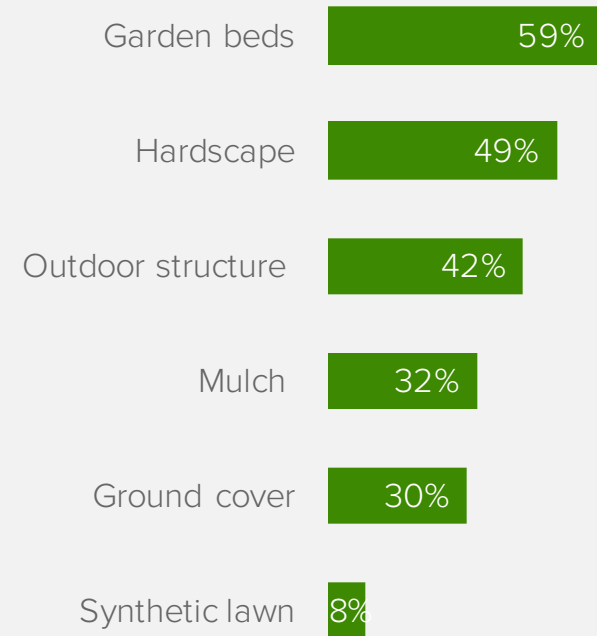


The top national motivations for reducing or removing existing lawns are achieving new design and reducing maintenance. Almost half of homeowners surveyed who are reducing or removing their existing lawns are replacing with hardscape (pavers, stones, etc.), with two-thirds also installing garden beds in its place (59%).

TOP REASONS FOR LAWN REDUCTION/REMOVAL*



PRODUCTS INSTALLED IN PLACE OF LAWN



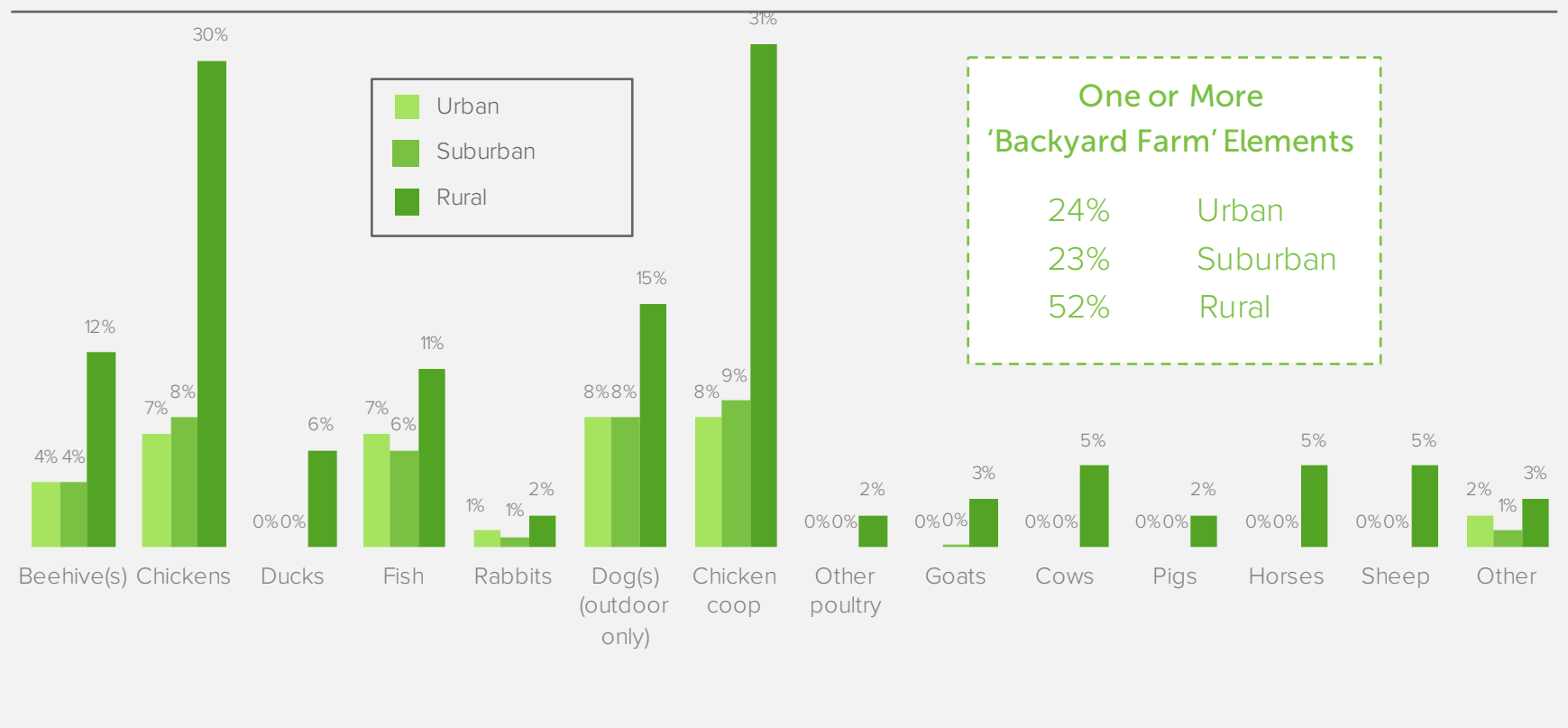
*Percentages reflect proportion of homeowners who are reducing or removing their existing natural lawn in either urban or rural Australia during recent, current, or planned outdoor projects.

Backyard Farm



Homeowners in rural areas are twice as likely to add/upgrade one or more farm elements during outdoor upgrades than their urban counterparts (52% vs. 26%). Almost a third of homeowners in rural areas are adding chicken coops and/or chickens, compared to 8% in urban areas.

ADDED/UPGRADED 'BACKYARD FARM' ELEMENTS IN OUTDOOR PROJECTS*



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

Methodology



5,174 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. The survey was sent to registered Houzz users in Australia and fielded in July and August 2015.

OUTDOOR PROJECT STATUS AMONG HOMEOWNERS

