

2017



HOUZZ LANDSCAPE TRENDS STUDY CANADA



PERSONALIZATION IS KEY

One-third of homeowners who are renovating their outdoor spaces are motivated by recently having purchased a home and wanting to make it their own (33%). Other top motivations include something's breaking down (30%) and finally having the time to do it (25%).

EXTENSION OF LIVING SPACES

Renovating homeowners are relaxing and entertaining in their outdoor spaces (71% and 40%, respectively), creating comfortable spaces with purchases such as outdoor lounge and dining furniture (37% and 31%, respectively). Nearly one in 10 is investing in outdoor kitchen equipment, such as a grill and built-in cabinetry, a sink, and/or a refrigerator (7%).

NEIGHBOUR-FRIENDLY

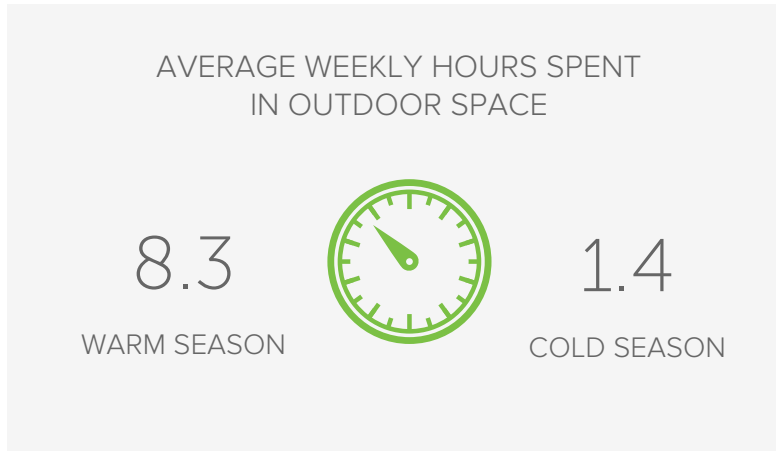
One in seven homeowners reports interacting more with neighbours post-landscaping update. Top neighbour interactions range from small talk (70%) and exchanging courtesy greetings (69%) to helping when needed (40%) to sharing drinks or meals with each other (38% and 25%, respectively).

LIGHTING GOES SMART

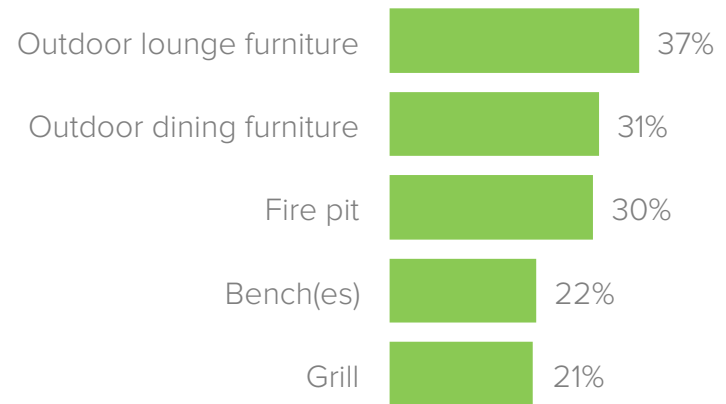
Nearly half of homeowners are updating lighting during their outdoor projects (48%). Of those making this upgrade, one in five is installing "smart" lighting that can be controlled from a mobile device (17%). Other top types are LEDs, solar, and low-voltage lighting.

How We Live Outdoors

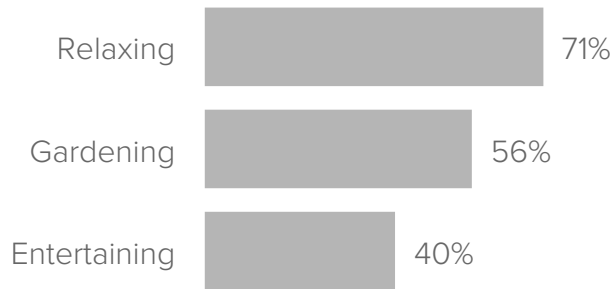
Charts show frequency of outdoor living updates and general outdoor usage, as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating, or are planning to renovate in the next three months.



TOP 5 OUTDOOR LIVING UPDATES



TOP 3 USES OF OUTDOOR SPACE



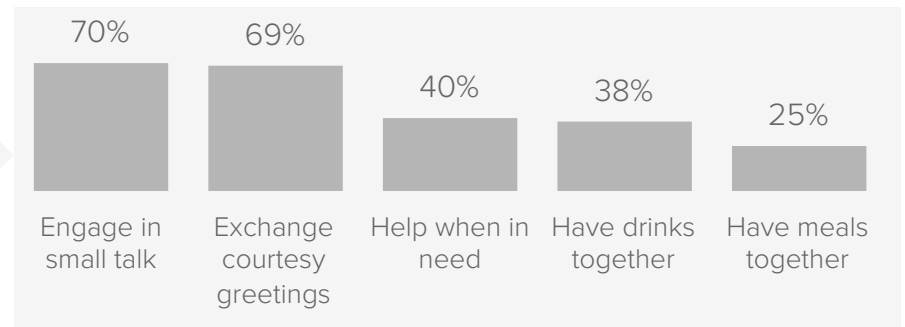
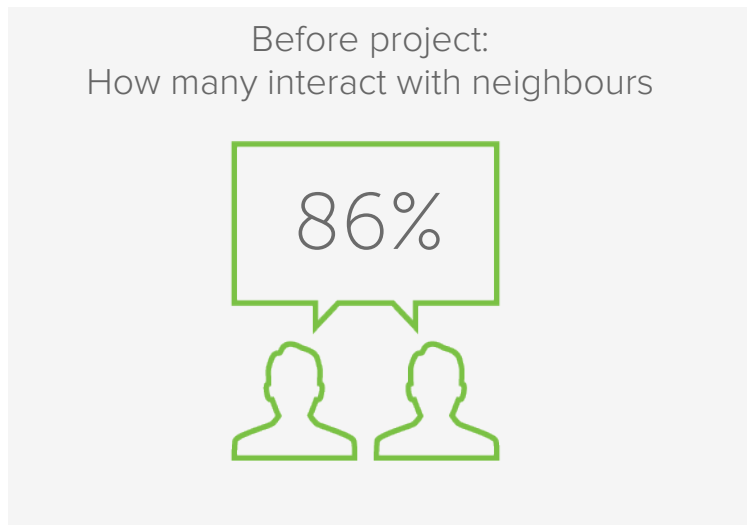
NEW OUTDOOR KITCHEN ELEMENTS (built-in cabinetry, sink, or refrigerator)



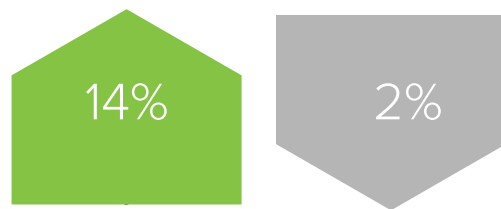
How We Engage With Our Neighbours

Charts show frequency of interactions with neighbours and neighbours' influence on the outdoor project, as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating, or are planning to renovate in the next three months.

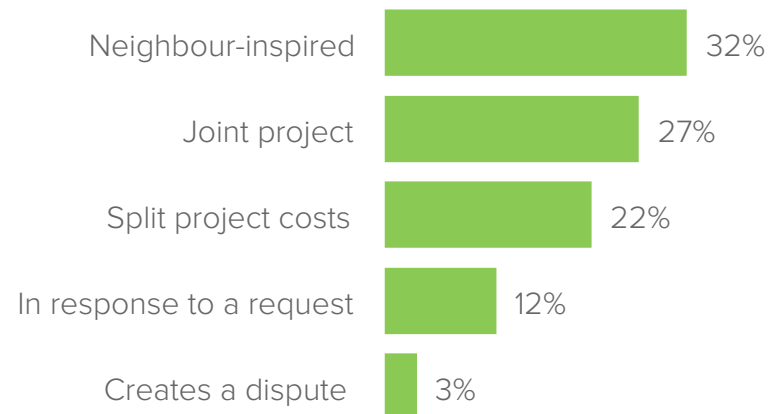
HOMEOWNER INTERACTIONS WITH NEXT-DOOR NEIGHBOURS (AMONG 91% WHO HAVE NEXT-DOOR NEIGHBOURS)



After project:
Changes in interaction with neighbours



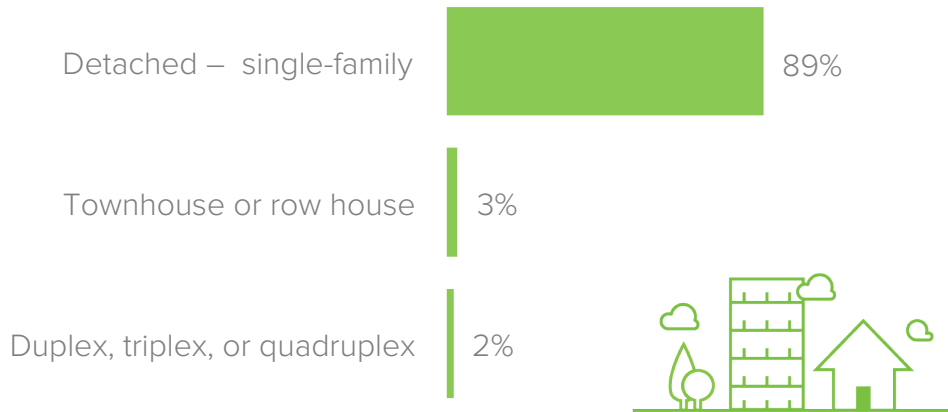
Next-door-neighbour influence on outdoor project



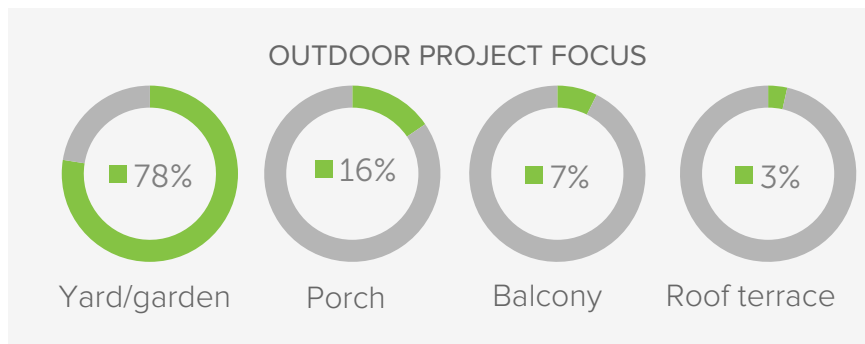
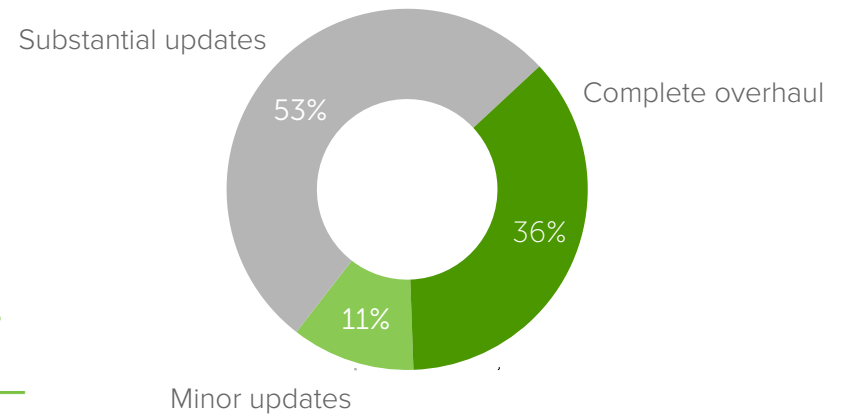
What Outdoor Areas We Focus On

Charts show frequency of outdoor project scope, project location in relation to the home, as well as home type, as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating, or are planning to renovate in the next three months.

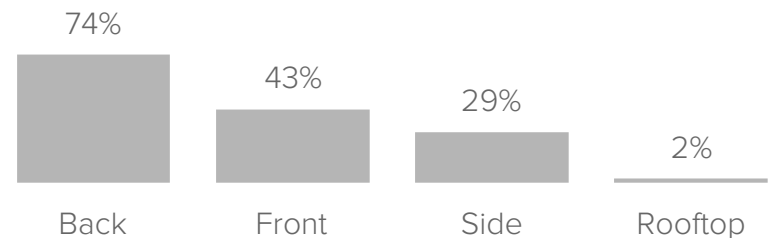
HOME TYPE



OUTDOOR PROJECT SCOPE



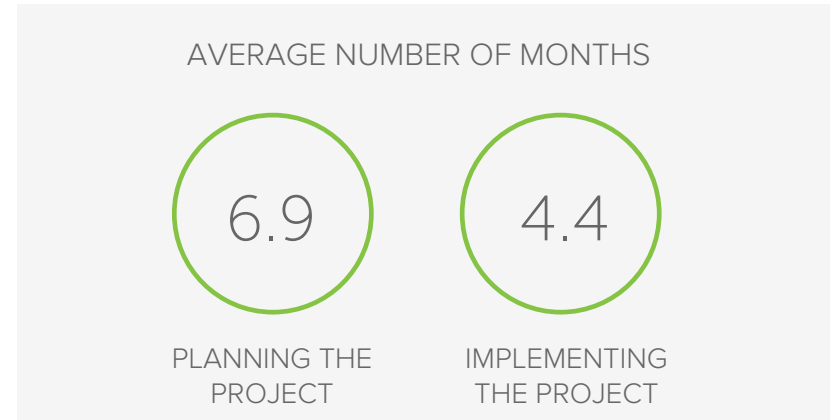
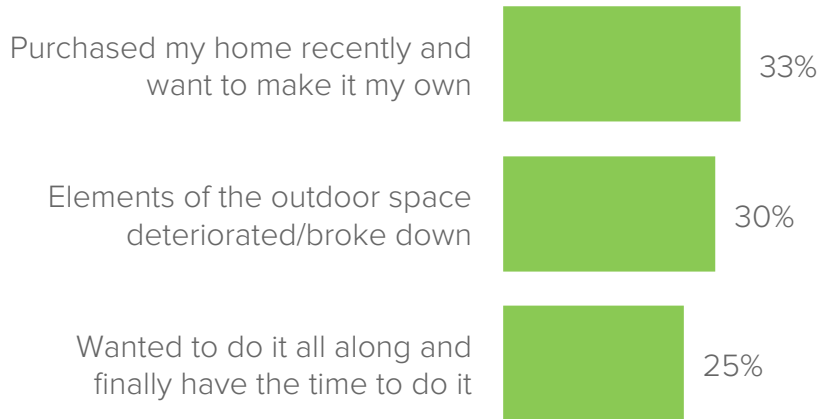
OUTDOOR PROJECT LOCATION IN RELATION TO HOME



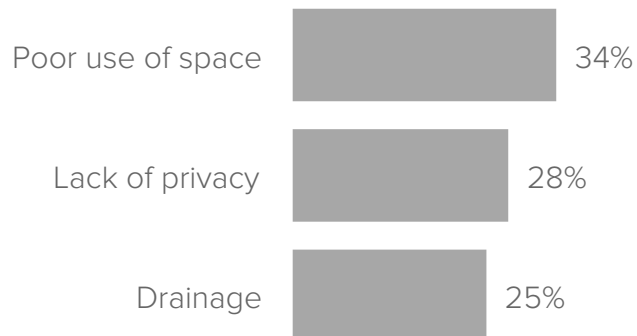
When and Why We Update Our Outdoor Projects

Charts show frequency of outdoor project triggers, challenges, and planning/implementing length/start time, as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating, or are planning to renovate in the next three months.

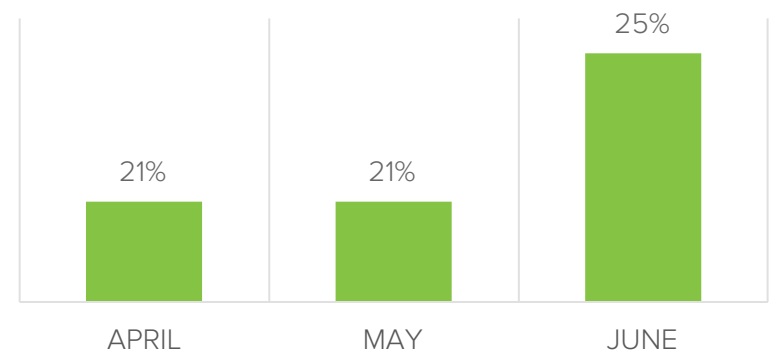
TOP 3 EVENTS TRIGGERING OUTDOOR PROJECTS



TOP 3 CHALLENGES ADDRESSED IN OUTDOOR PROJECTS

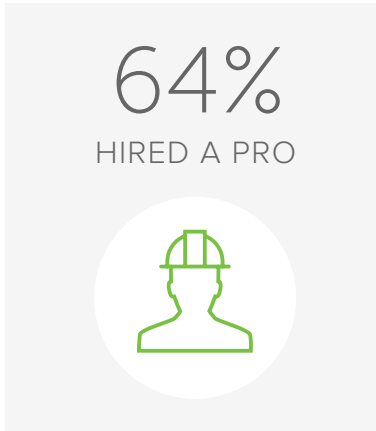


TOP 3 MONTHS: START OF PROJECT IMPLEMENTATION



Who We Hire and How We Budget Our Outdoor Projects

Charts below show frequency of professional hiring and renovation budgets, as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating, or are planning to renovate their outdoor space in the next three months.

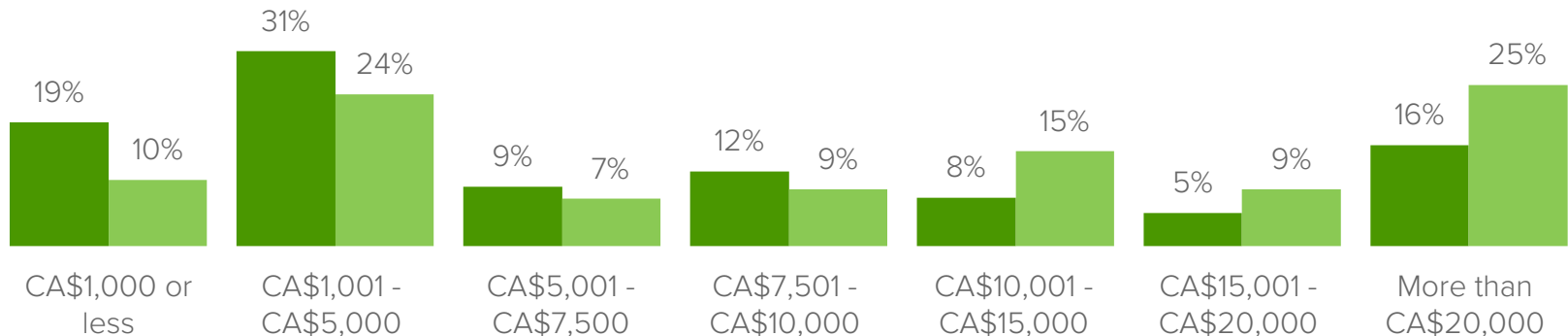


TOP PROS HIRED



BUDGET VS. SPEND

- Budgets for current/planned renovations
- Spend on completed renovations

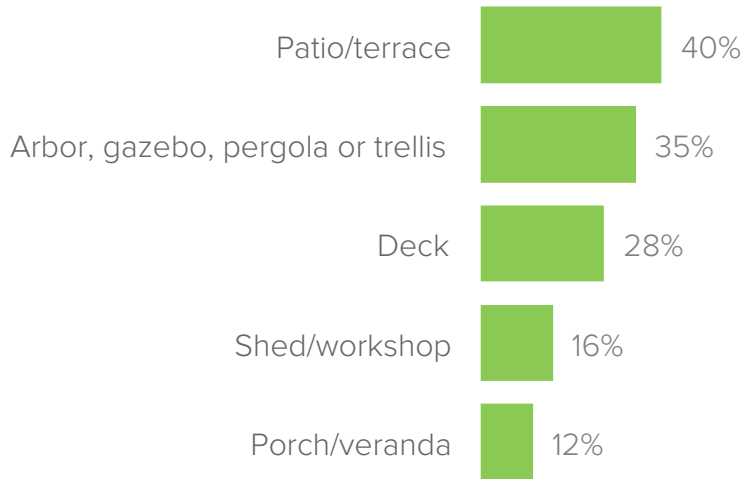


What We Install in Our Outdoor Projects

Charts show frequency of updates to outdoor elements and systems, as reported by homeowners who renovated their outdoor spaces in the past 12 months, are currently renovating, or are planning to renovate in the next three months.

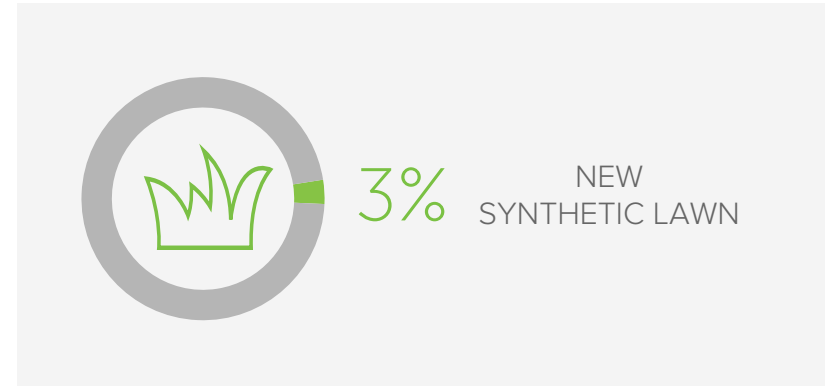
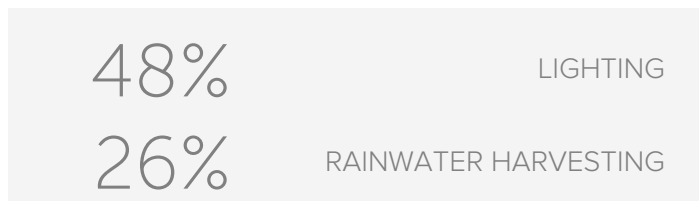
TOP 5 UPDATED OUTDOOR STRUCTURAL ELEMENTS

81% of homeowners update structural elements



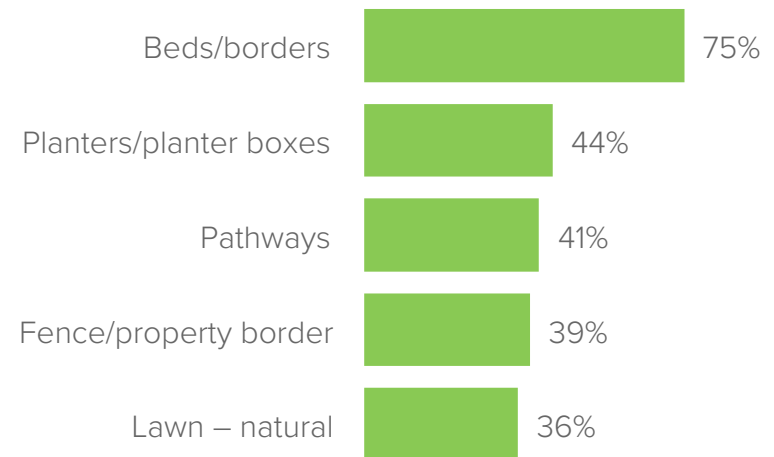
OUTDOOR SYSTEMS UPDATE

75% of homeowners update outdoor systems



TOP 5 UPDATED OUTDOOR NON-STRUCTURAL FEATURES

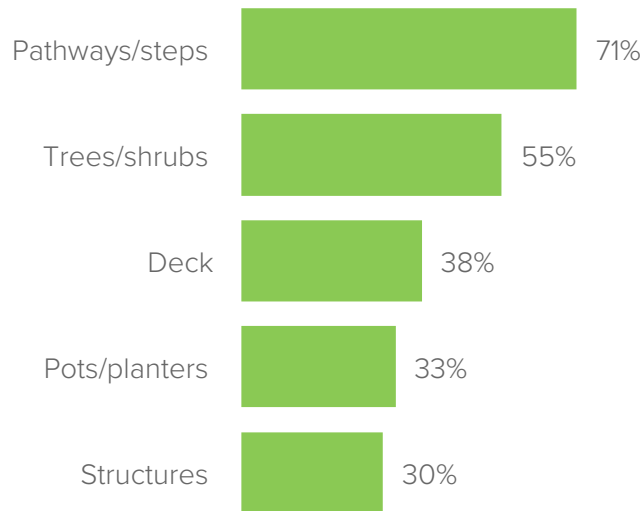
96% of homeowners update non-structural features



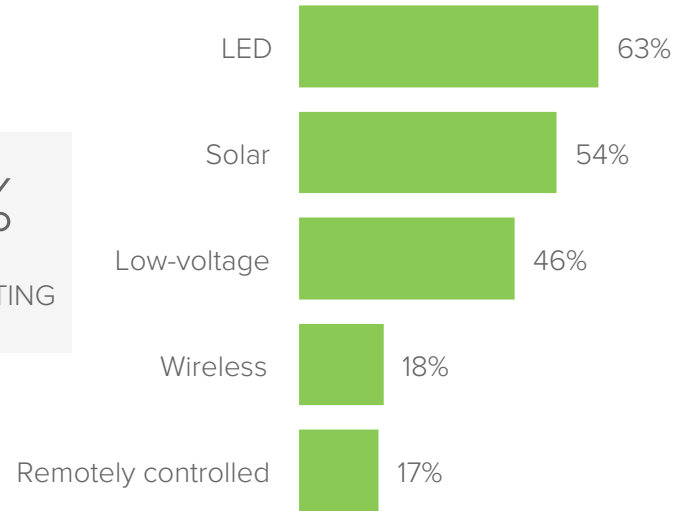
How and Why We Are Lighting Our Outdoor Elements

Charts show frequency of updated outdoor lighting and motivations, as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating, or are planning to renovate in the next three months.

FEATURES ILLUMINATED WITH NEW LIGHTING



UPDATED LIGHTING TYPES



48%
UPDATE LIGHTING



TOP REASONS FOR UPDATED LIGHTING

74%

DECOR
Highlight features
and create ambience

68%

COMFORT
Create a relaxing
and enjoyable space

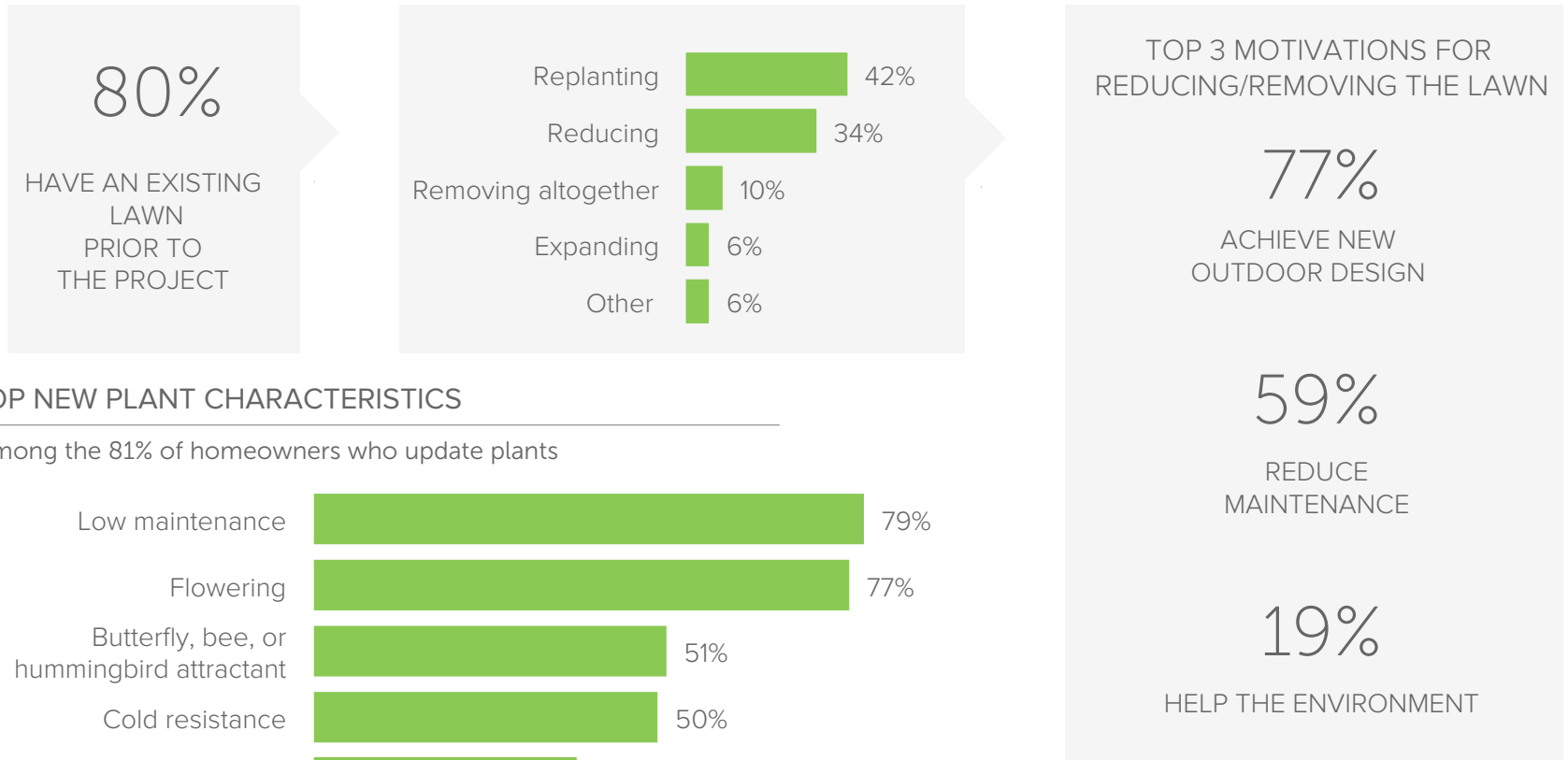
60%

SAFETY
Prevent falls/
tripping

What We Plant in Our Outdoor Spaces

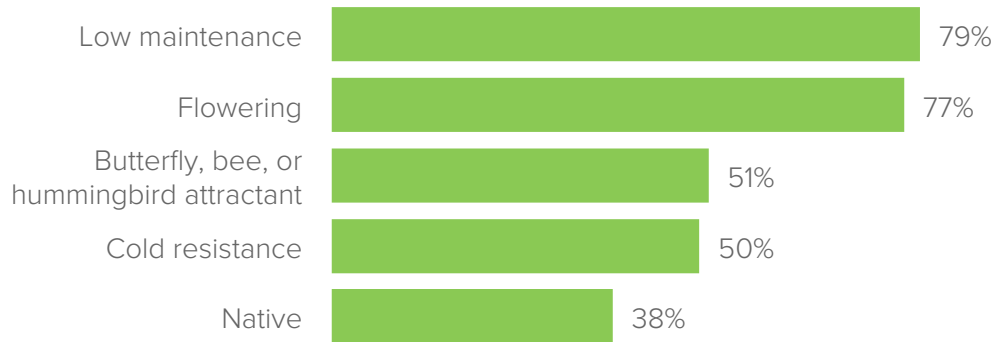
Charts show frequency of existing-lawn updates and motivations, as well as planting characteristics, as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating, or are planning to renovate in the next three months.

EXISTING-LAWN UPGRADES



TOP NEW PLANT CHARACTERISTICS

Among the 81% of homeowners who update plants



What Products and Materials We Install Outdoors

Charts below show frequency of top product and material updates, as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating, or are planning to renovate in the next three months.

TOP 2 NEW LAWN ALTERNATIVES

Among the 44% of homeowners who remove/reduce their existing lawn



68% GARDEN BEDS
66% HARDSCAPE

TOP 2 NEW PLANT TYPES

Among the 96% of homeowners who update plants



80% PERENNIALS
76% SHRUBS

TOP 2 NEW DECK MATERIALS

Among the 28% of homeowners who update decks



43% PRESSURE-TREATED LUMBER
38% COMPOSITE OR PLASTIC

TOP 2 NEW LIGHTING TYPES

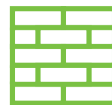
Among the 48% of homeowners who update lighting



59% PATH, POST, OR BOLLARD LIGHTS
41% DECK, STEP, OR RAIL LIGHTS

TOP 2 NEW HARD-SURFACE MATERIALS

Among the 63% of homeowners who update paths, patios, and driveways



45% STONE SLABS
43% PAVERS



Methodology

The survey was sent to registered Houzz users in Canada, and fielded in March-April 2017. Homeowners who completed an outdoor renovation project in the past 12 months, are currently working on one, or plan to start one in the next three months shared their plans and progress in our online survey. N=258

Links to Resources on Houzz

PHOTOS	FIND PROS	PRODUCTS	ARTICLES
Garden & Outdoor	Landscape Architect	Garden Furniture	Gardening
Garden	Landscape Contractors	Outdoor Lighting	Garden Tours
Patio	Stone, Paving & Concrete	Garden Decoration	Garden Design
Veranda	Decking, Patios, Sheds & Summerhouses	Gardening & Irrigation	Exteriors
Terrace & Balcony	Driveways	Pool & Home Spa	Outdoor Entertaining
Garden Shed & Building	Fencing & Gates	Fire Pits & Accessories	Outdoor Rooms
Exterior	Garden & Landscape Supplies	Outdoor Cooking	Urban Gardens
	Lawn & Sprinklers	Garden Structures	
	Conservatory & Garden Room Specialists	Outdoor Play Equipment	
	Sports Courts & Outdoor Play		
	Swimming Pools & Hot Tubs		
	Tree Services		