

2017



HOUZZ LANDSCAPE TRENDS STUDY AUSTRALIA



PERSONALISATION 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 (32%). Other top motivations include finally having the time to do it and finally having the means to do it (both 25%).

EXTENSION OF LIVING SPACES

Renovating homeowners are relaxing and entertaining in their outdoor spaces (62% and 53%, respectively), creating comfortable spaces with purchases such as outdoor dining furniture and barbecues (46% and 31%, respectively). One in 10 is investing in outdoor kitchen equipment, such as a grill and built-in cabinetry, a sink, and/or a refrigerator (19%).

NEIGHBOUR-FRIENDLY

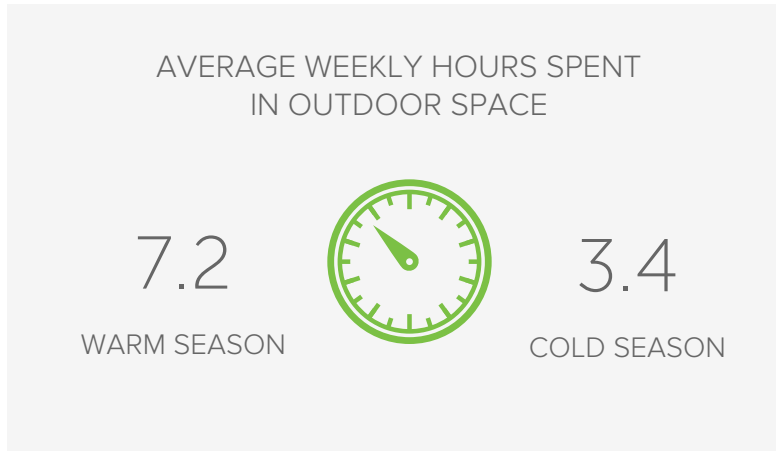
One in seven homeowners reports interacting more with neighbours post-landscaping update. Top neighbour interactions range from small talk (69%) and exchanging courtesy greetings (64%) to helping when needed (34%) to sharing drinks or meals with each other (31% and 19%, respectively).

LIGHTING GOES SMART

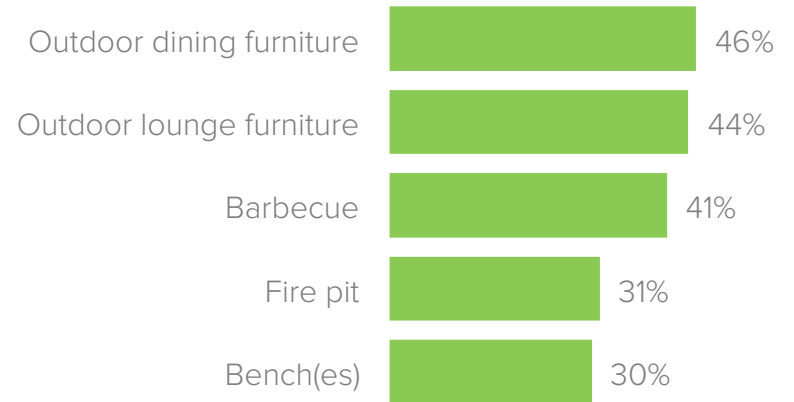
Over half of homeowners are updating lighting during their outdoor projects (58%). Of those making this upgrade, one in ten is installing “smart” lighting that can be controlled from a mobile device (13%). Other top types are LEDs, solar, and low-voltage lighting.

How We Live Outdoors

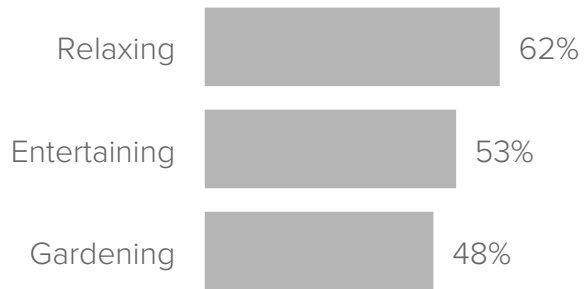
Charts show frequency of outdoor living updates and general outdoor usage, as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating, or are planning to renovate in the next three months.



TOP 5 OUTDOOR LIVING UPDATES



TOP 3 USES OF OUTDOOR SPACE



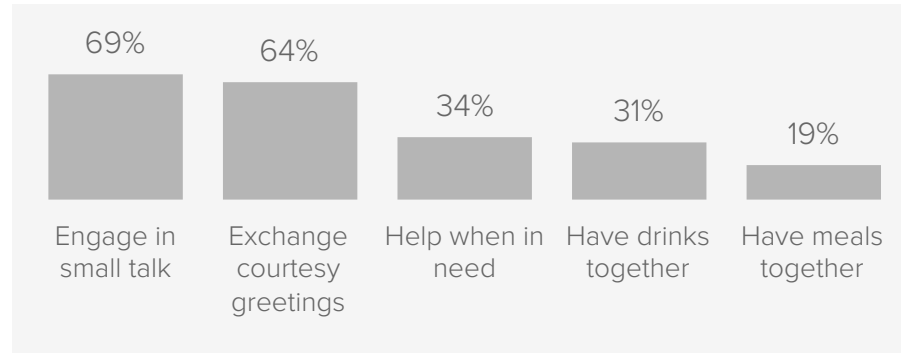
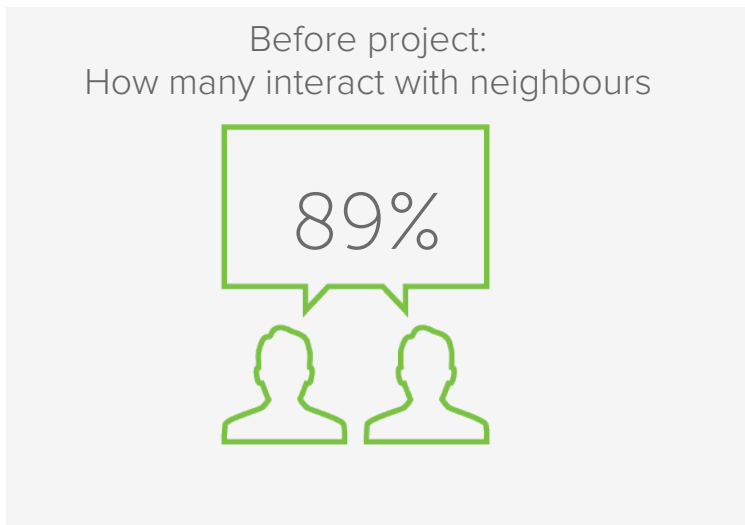
NEW OUTDOOR KITCHEN ELEMENTS (built-in cabinetry, sink, or refrigerator)



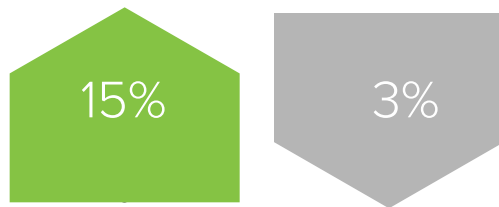
How We Engage With Our Neighbours

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.

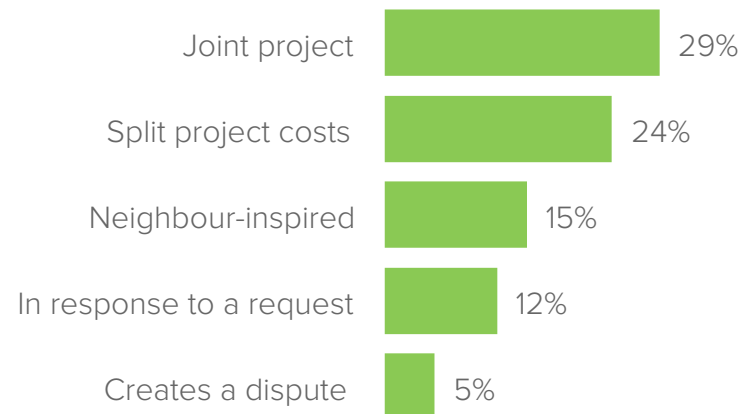
HOMEOWNER INTERACTIONS WITH NEXT-DOOR NEIGHBOURS (AMONG 94% WHO HAVE NEXT-DOOR NEIGHBOURS)



After project:
Changes in interaction with neighbours



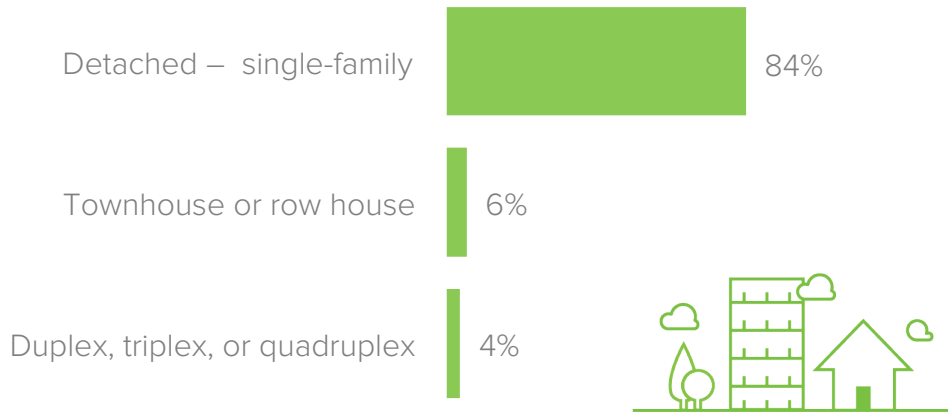
Next-door-neighbour influence on outdoor project



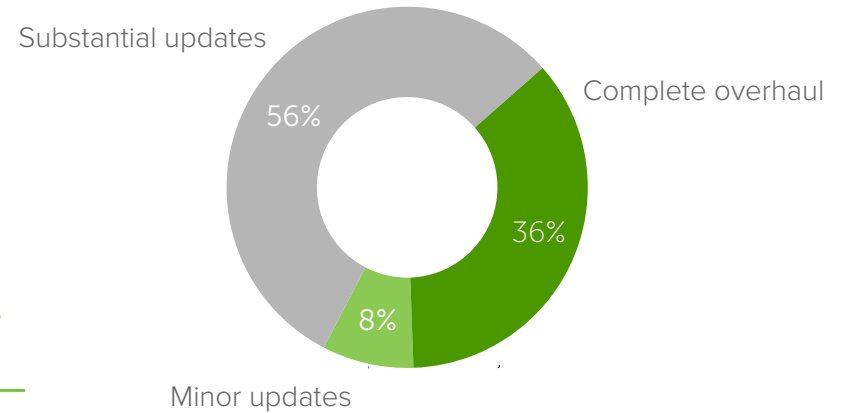
What Outdoor Areas We Focus On

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.

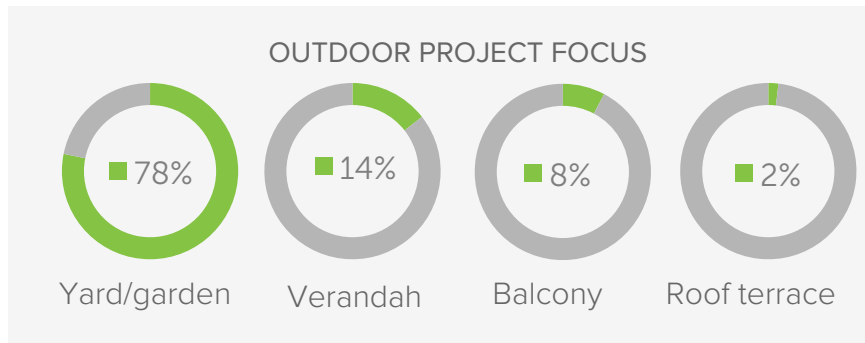
HOME TYPE



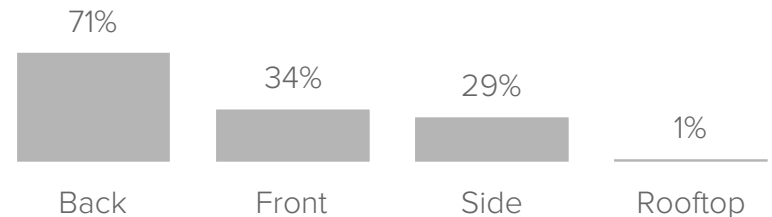
OUTDOOR PROJECT SCOPE



OUTDOOR PROJECT FOCUS



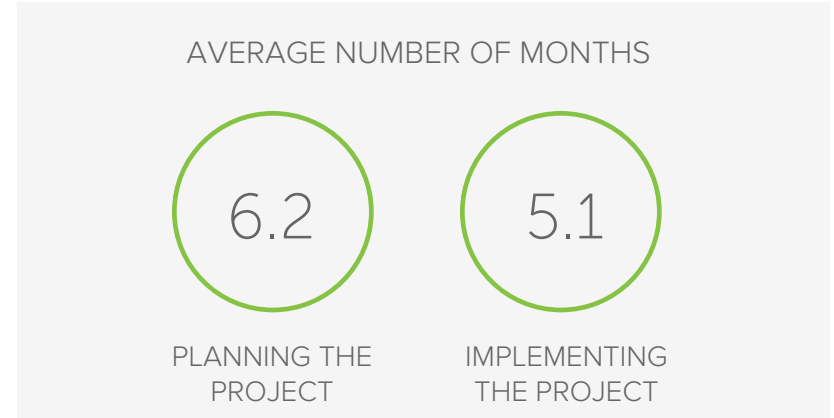
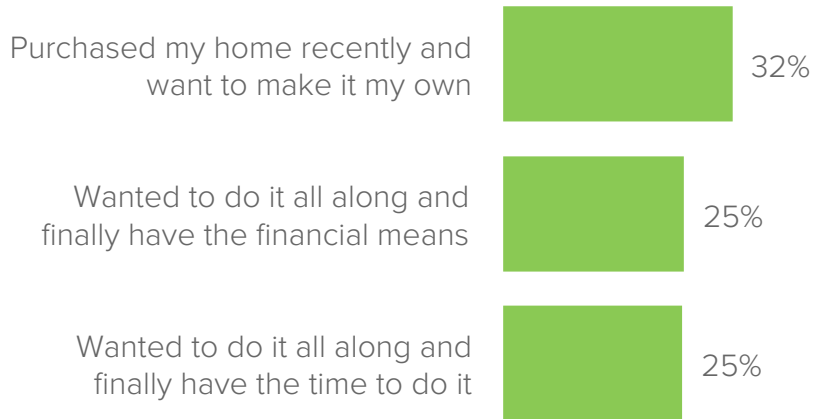
OUTDOOR PROJECT LOCATION IN RELATION TO HOME



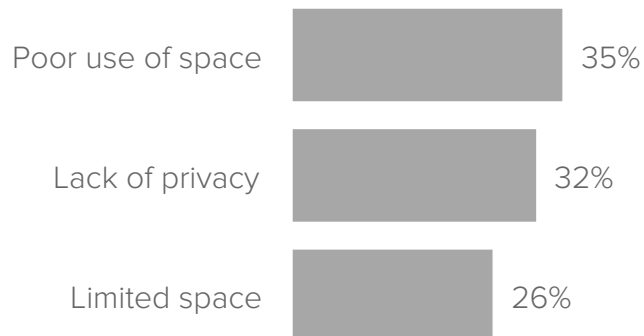
When and Why We Update Our Outdoor Projects

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.

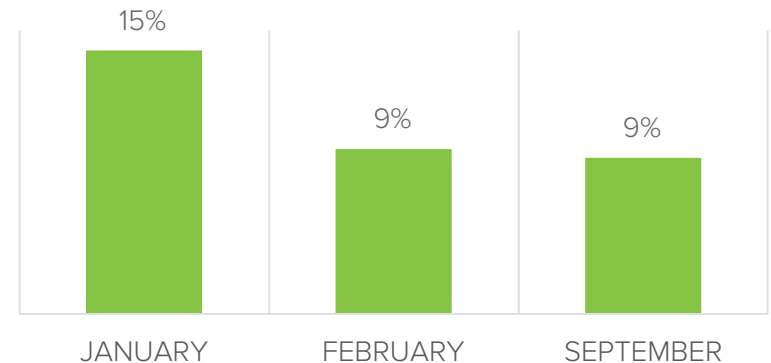
TOP 3 EVENTS TRIGGERING OUTDOOR PROJECTS



TOP 3 CHALLENGES ADDRESSED IN OUTDOOR PROJECTS

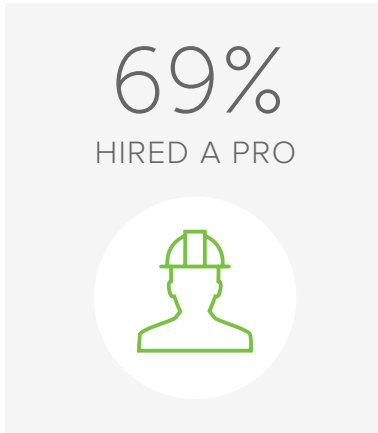


TOP 3 MONTHS: START OF PROJECT IMPLEMENTATION

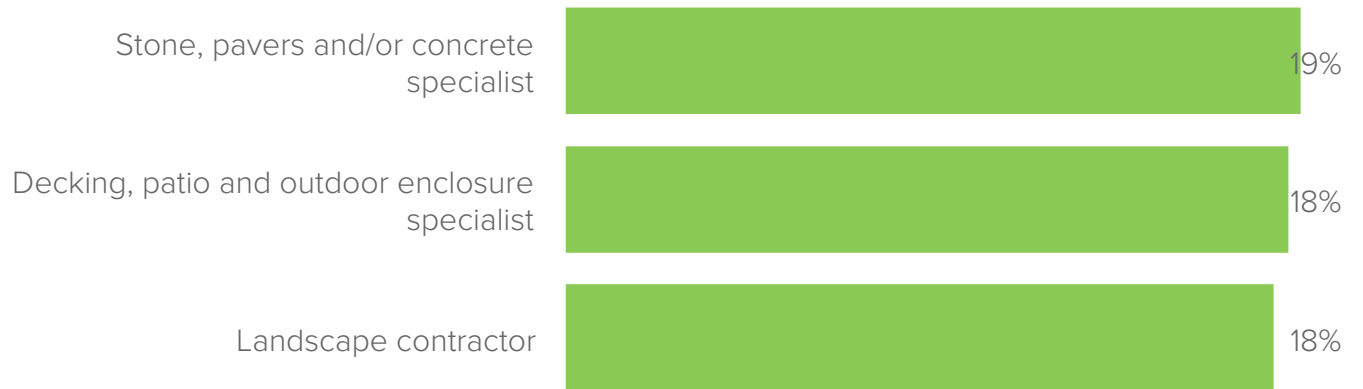


Who We Hire and How We Budget Our Outdoor Projects

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.

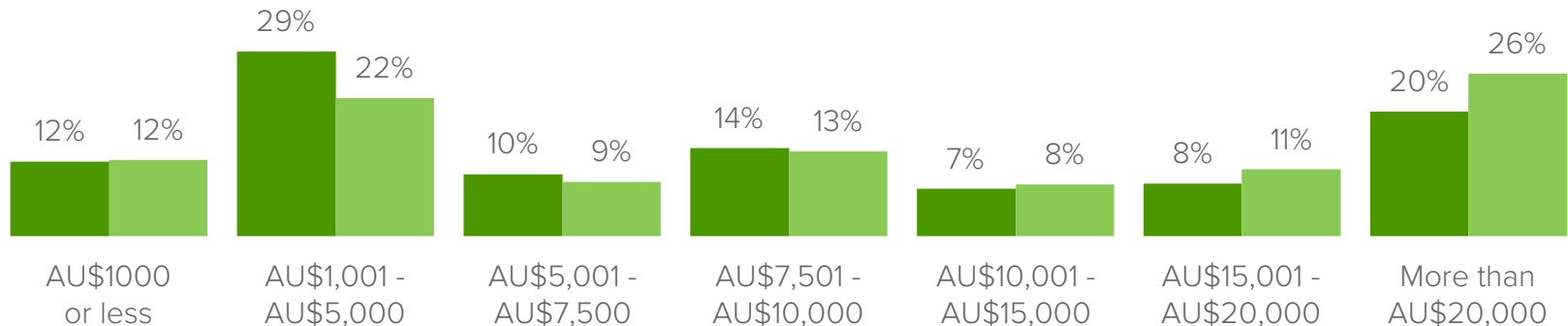


TOP PROS HIRED



BUDGET VS. SPEND

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

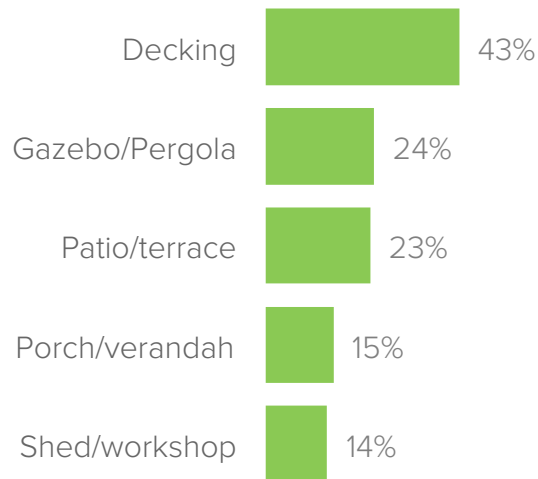


What We Install in Our Outdoor Projects

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.

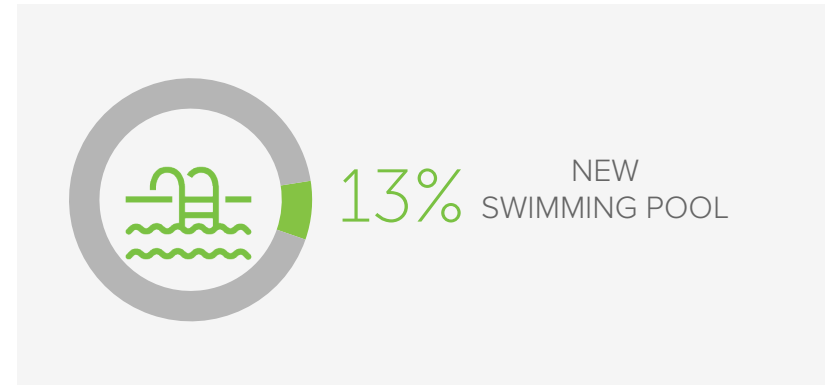
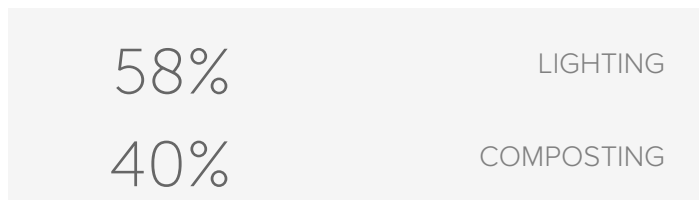
TOP 5 UPDATED OUTDOOR STRUCTURAL ELEMENTS

86% of homeowners update structural elements



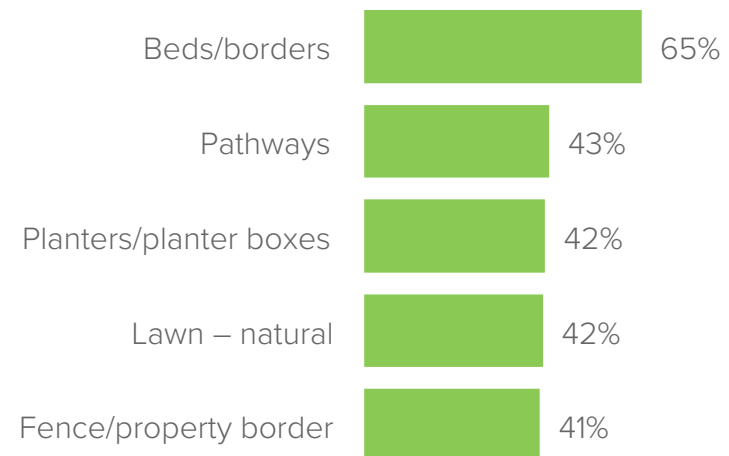
OUTDOOR SYSTEMS UPDATE

84% of homeowners update outdoor systems



TOP 5 UPDATED OUTDOOR NON-STRUCTURAL FEATURES

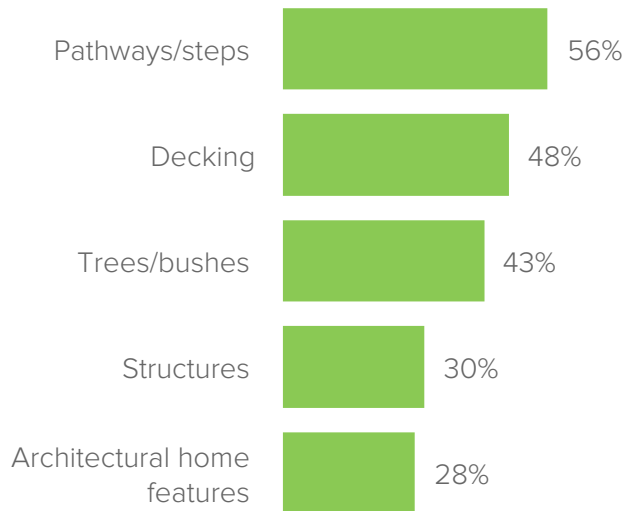
97% of homeowners update non-structural features



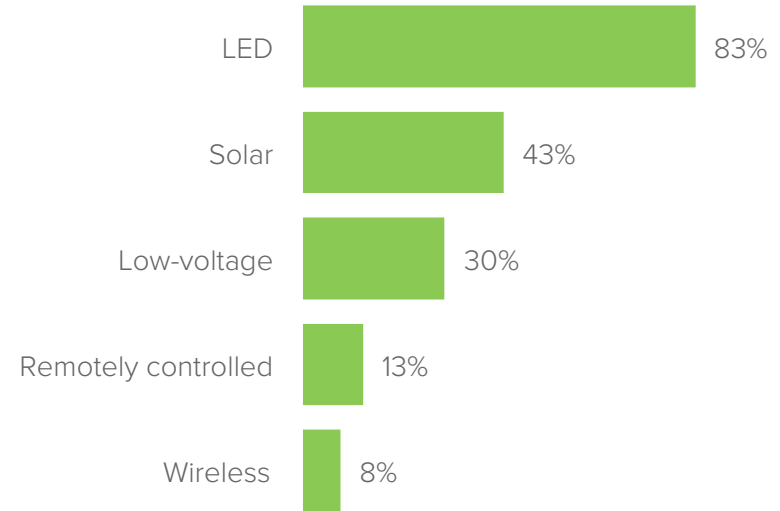
How and Why We Are Lighting Our Outdoor Elements

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



58%
UPDATE LIGHTING



TOP REASONS FOR UPDATED LIGHTING

76%

DECOR
Highlight features
and create ambience

73%

COMFORT
Create a relaxing
and enjoyable space

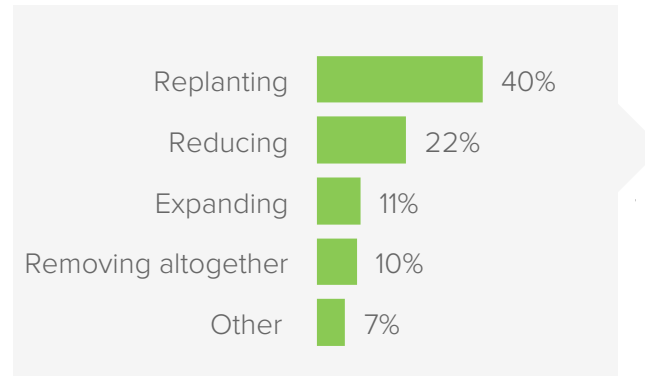
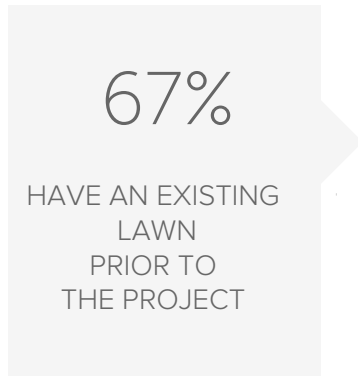
54%

SAFETY
Prevent trips/falls
hazard

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 76% 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 32% of homeowners who remove/reduce their existing lawn



57% GARDEN BEDS
55% HARDSCAPE

TOP 2 NEW PLANT TYPES

Among the 93% of homeowners who update plants



62% BUSHES/SHRUBS
53% TREES

TOP 2 NEW DECK MATERIALS

Among the 43% of homeowners who update decks



22% PRESSURE TREATED TIMBER
21% CONCRETE/CEMENT

TOP 2 NEW LIGHTING TYPES

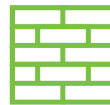
Among the 58% of homeowners who update lighting



49% WALL LIGHTS
48% DECKING, STEP OR RAIL LIGHTS

TOP 2 NEW HARD-SURFACE MATERIALS

Among the 58% of homeowners who update paths, patios, and driveways



55% PAVERS
39% POURED CONCRETE

TOP 2 NEW POOL UPDATES

Among the 13% of homeowners who update swimming pools



67% ADDING A NEW, IN-GROUND POOL
23% WORKING ON EXISTING, IN-GROUND POOL

Methodology

The survey was sent to registered Houzz users in Australia, and fielded in August-September 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=2,570

Links to Resources on Houzz

PHOTOS	PROFESSIONALS	PRODUCTS	STORIES
Verandah	Landscape Architects & Designers	Pool & Spa	Outdoor Living
Balcony	Landscape Contractors & Gardeners	Landscape & Garden	Green Living
Garden	Pool & Spas	Outdoor Features	Stickybeak of the Week
Patios	Driveway & Paving	Outdoor Furniture	Ideas & Advice
Pool	Decks, Patios & Outdoor Structures	Outdoor Cooking	Latest from Houzz
Exterior	Cladding & Exterior Contractors	Fire Pits & Accessories	
	Lighting	Outdoor Structures	
	Arborists & Tree Services	Outdoor Lighting	
	Garden & Landscape Supplies	Backyard Play	
	Furniture & Home Decor	Outdoor Planters	
		Barbecues	