

2016



HOUZZ IRELAND LANDSCAPING & GARDEN TRENDS STUDY



At a Glance

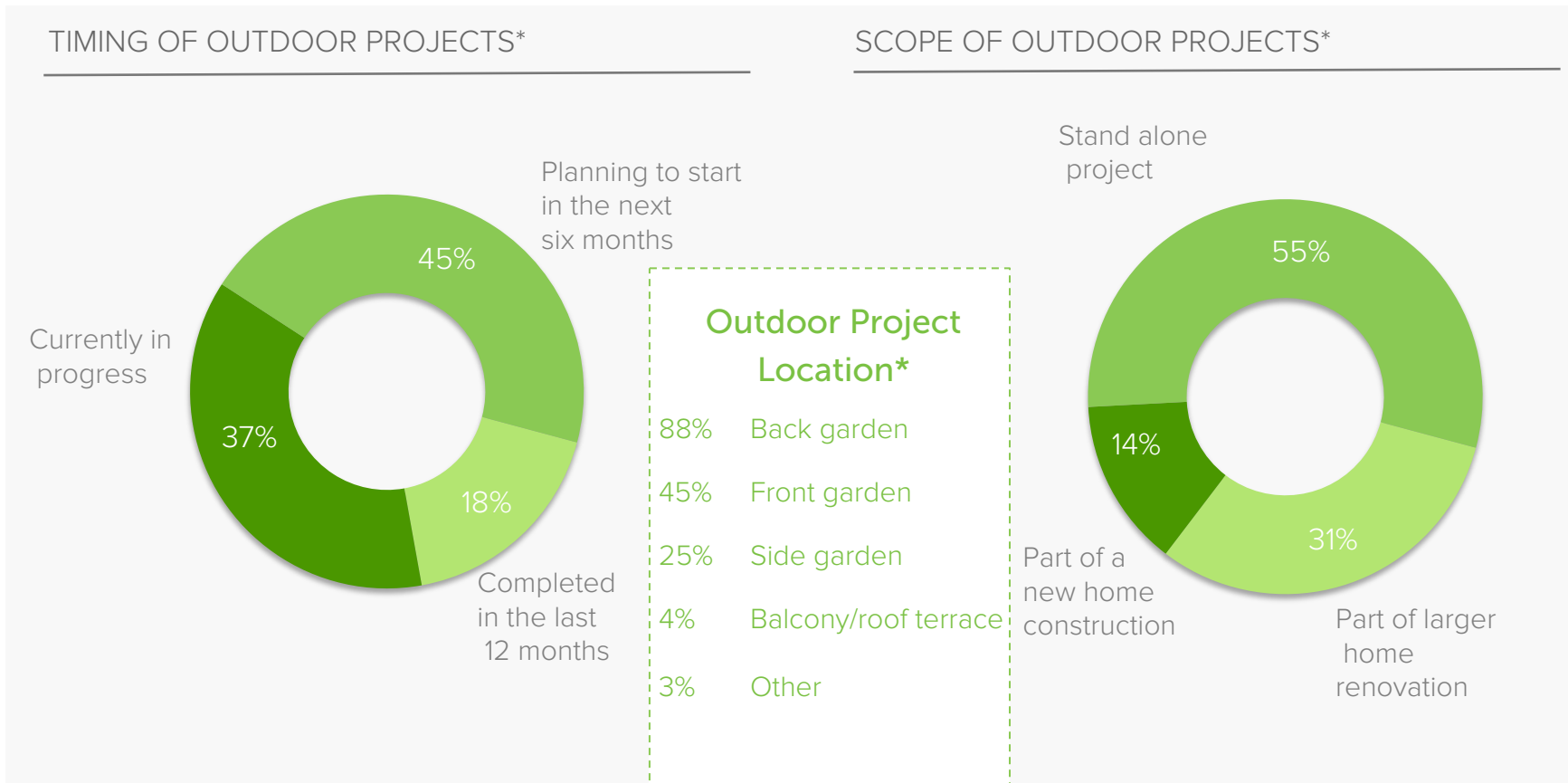


- Majority of outdoor projects are large scale and stand alone
- A quarter of homeowners with an existing lawn are reducing their lawn size
- Drainage, wind and lack of privacy are top challenges
- Lights are leading the way with most homeowners adding lighting fixtures for décor and comfort in their outdoor spaces
- Space to run and play are leading as top upgrades for pets and children alike

Overhauling the Garden



Homeowners on Houzz go big on landscaping projects, with about nine in 10 reporting substantial renovations or complete overhauls. The back garden is the primary focus of these projects, although front and side gardens are also prime targets for outdoor upgrades.



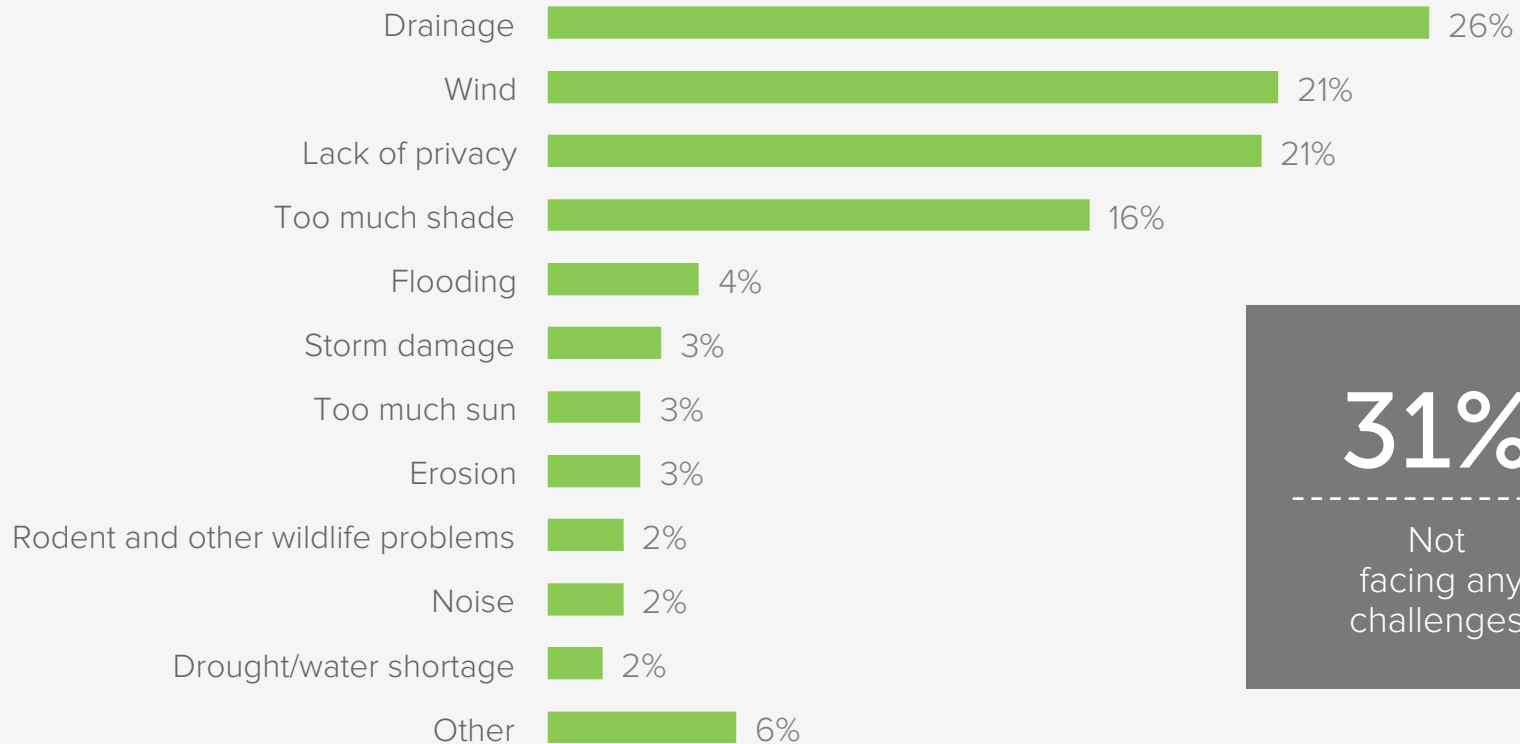
*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.

Challenges Await



Drainage, whether caused by excess surface water, high underground water tables, and/or other reasons is the leading challenge during outdoor projects (26%), followed by wind (21%) and lack of privacy (21%). 31% feel they do not face any challenges at all during outdoor projects.

TOP CHALLENGES ADRESSED DURING OUTDOOR PROJECTS*



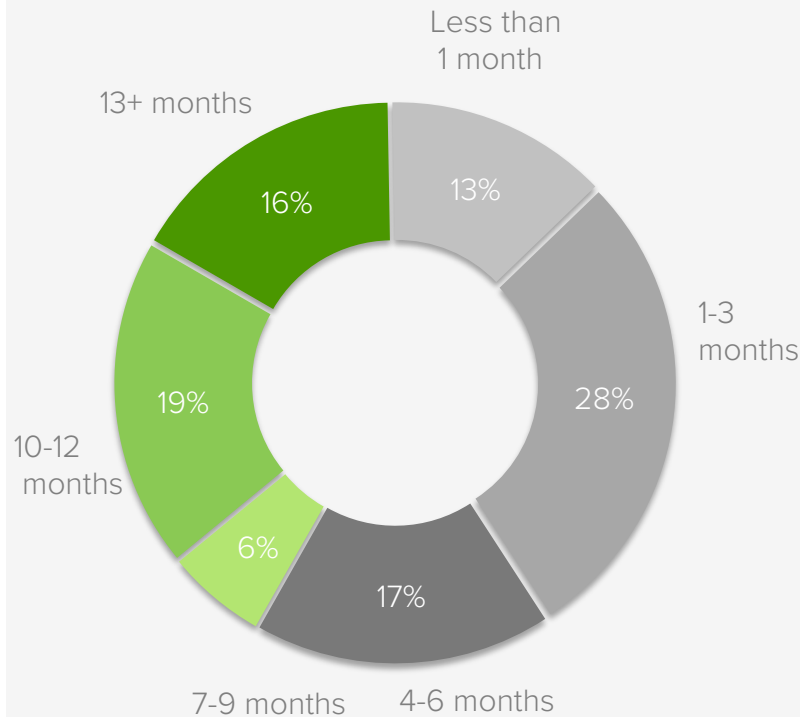
*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.

A Matter of Planning

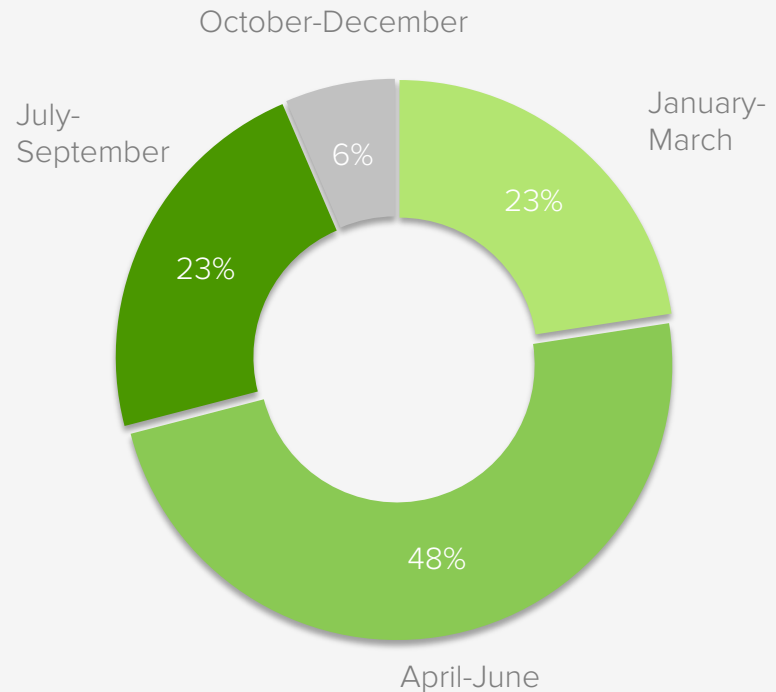


Spring is the most favoured season for breaking ground on outdoor projects, with over half (55%) of projects starting between March and May. There is a small increase in September as the summer ends. Planning begins 4 months or more ahead for the majority of outdoor renovators (67%).

TIME SPENT PLANNING OUTDOOR PROJECT*



MONTH BREAKING GROUND ON OUTDOOR PROJECT*

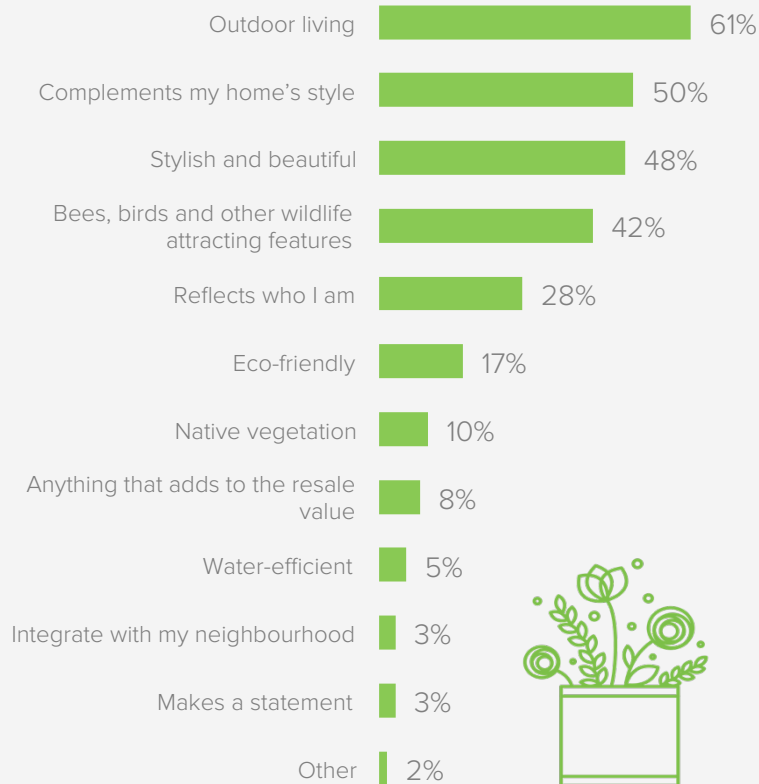


*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project. Responses were limited to top three aspects only.

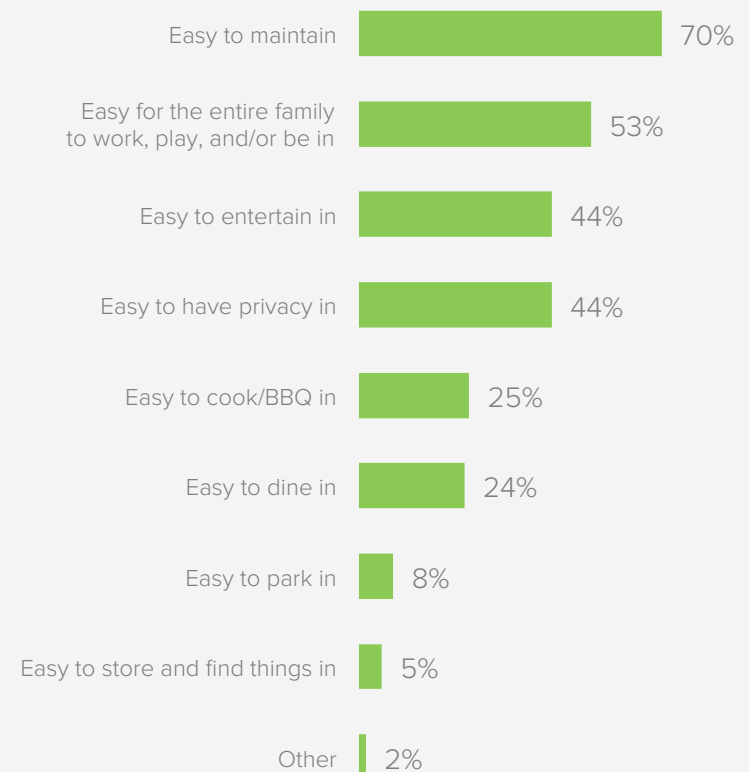
Stylish but Low-maintenance

Homeowners prioritise outdoor living in their outdoor design, followed by complementing the home style. Low-maintenance is a key functional consideration, followed by family-oriented conveniences and the ability to entertain.

MOST VALUED ASPECTS OF OUTDOOR DESIGN*



MOST VALUED ASPECTS OF OUTDOOR FUNCTION*



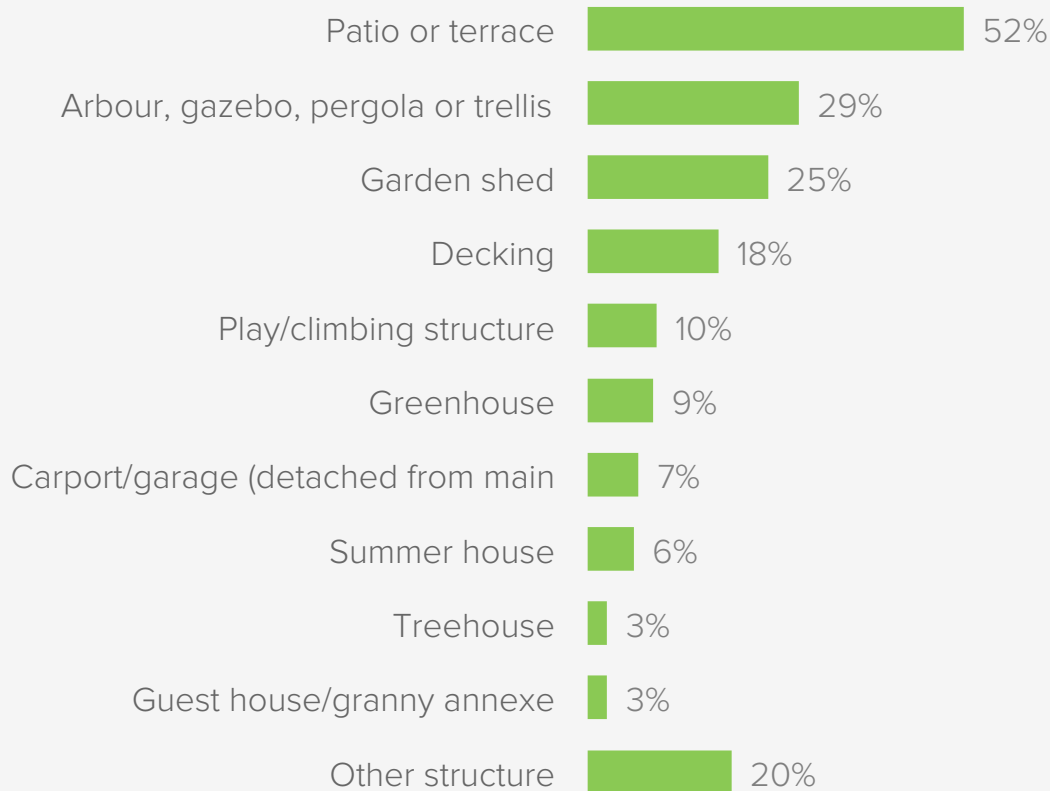
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Patio Perfection



Nearly nine in 10 homeowners are making changes to one or more outdoor structures during their landscaping projects (85%). One in four (25%) renovators have decided to spruce up their garden shed.

UPDATED STRUCTURAL ELEMENTS IN OUTDOOR PROJECTS*



85%

Making updates to structural elements

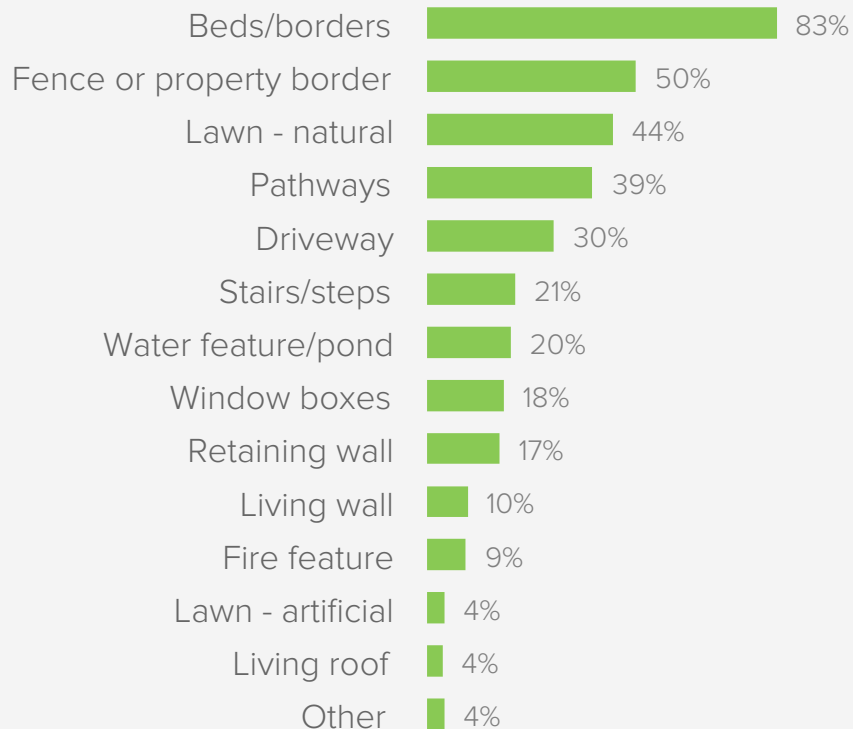
*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.

Permeable Surfaces Abound



Four in five outdoor renovators are making beds/borders updates and half are upgrading their fence or property border (50%). 4% of upgraders are opting for an artificial lawn.

UPDATED LANDSCAPE/GROUNDS FEATURES IN OUTDOOR PROJECTS*



New Materials in Paths, Driveways and Patios**



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

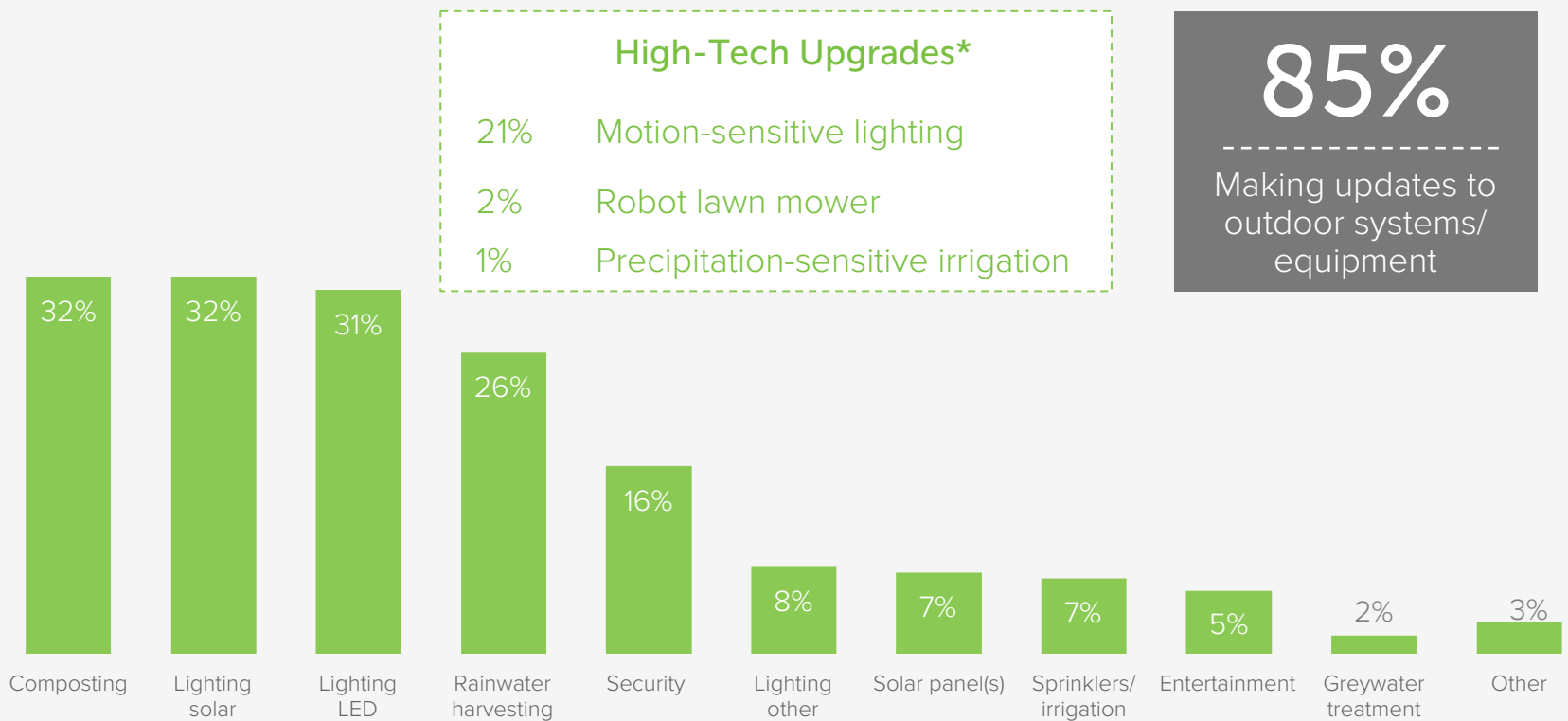
**Percentages reflect proportion of homeowners who added/upgraded paths, driveways and/or patios during recent, current, or planned outdoor projects.

Outdoor light at its might



Of the 85% making updates to outdoor systems, many homeowners include composting, solar-powered lighting systems and LED to their outdoor projects (32%, 32% and 31%, respectively). A fifth of homeowners who are investing in high-tech upgrades are installing motion-sensitive lighting (21%), while only 2% are opting for a robot lawn mower.

UPDATED OUTDOOR SYSTEMS AND EQUIPMENT IN OUTDOOR PROJECTS*

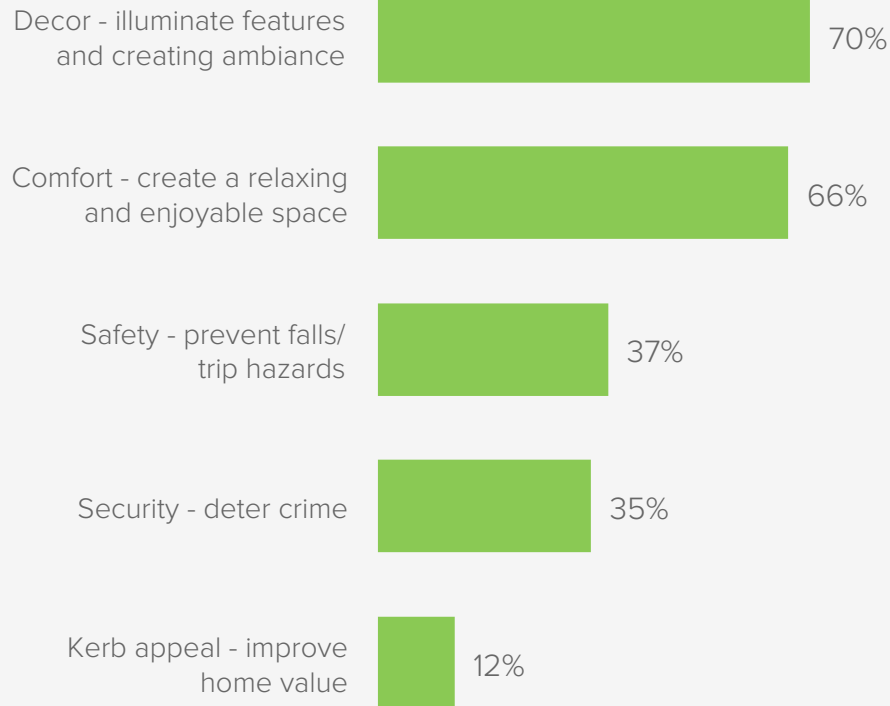


*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.

Light the Heart

The main reasons for lighting upgrades are illuminating features and creating an enjoyable space, although one in three homeowners (35%) include lighting to deter crime. Decking/patios, trees/shrubs and paths are common focal points of new outdoor lighting (58%, 55% and 39%, respectively).

TOP REASONS FOR UPDATING OUTDOOR LIGHTING*



Illuminated Outdoor Features in Lighting Updates*

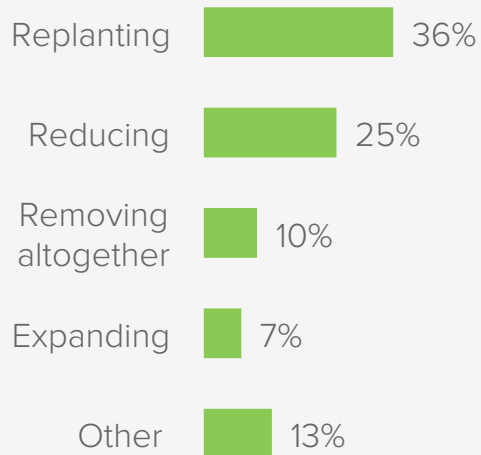
58%	Decking/patio
55%	Trees/shrubs
39%	Pathways
25%	Driveway
22%	Steps
22%	Outdoor structures
22%	Pots/planters
14%	Home's architecture
13%	Water features
6%	Art/sculptures
1%	Pool
4%	Other

*Percentages reflect proportion of homeowners who added/upgraded outdoor lighting during recent, current, or planned outdoor projects.

Lawn Action

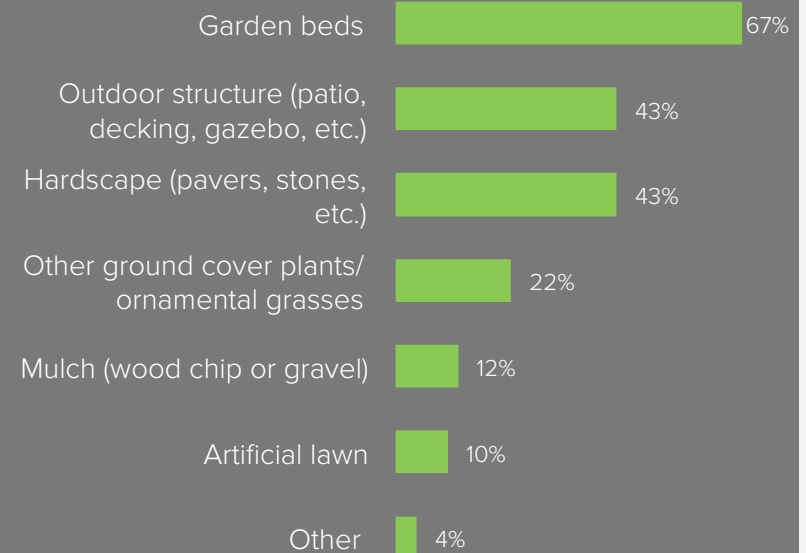
Outdoor renovators with an existing lawn (80%) are making updates to their lawn spaces, with 36% replanting them. Furthermore, 25% are reducing their lawn size and 10% are removing their lawn altogether, with garden beds and outdoor structures being increasingly popular. Wanting to achieve a new outdoor design (at 59%) is the main reason for removing and/or reducing a lawn. (See Appendix).

EXISTING LAWN UPDATES IN OUTDOOR PROJECTS *



80%
Had natural lawn prior to outdoor project

Products in Place of Reduced or Removed Lawn**

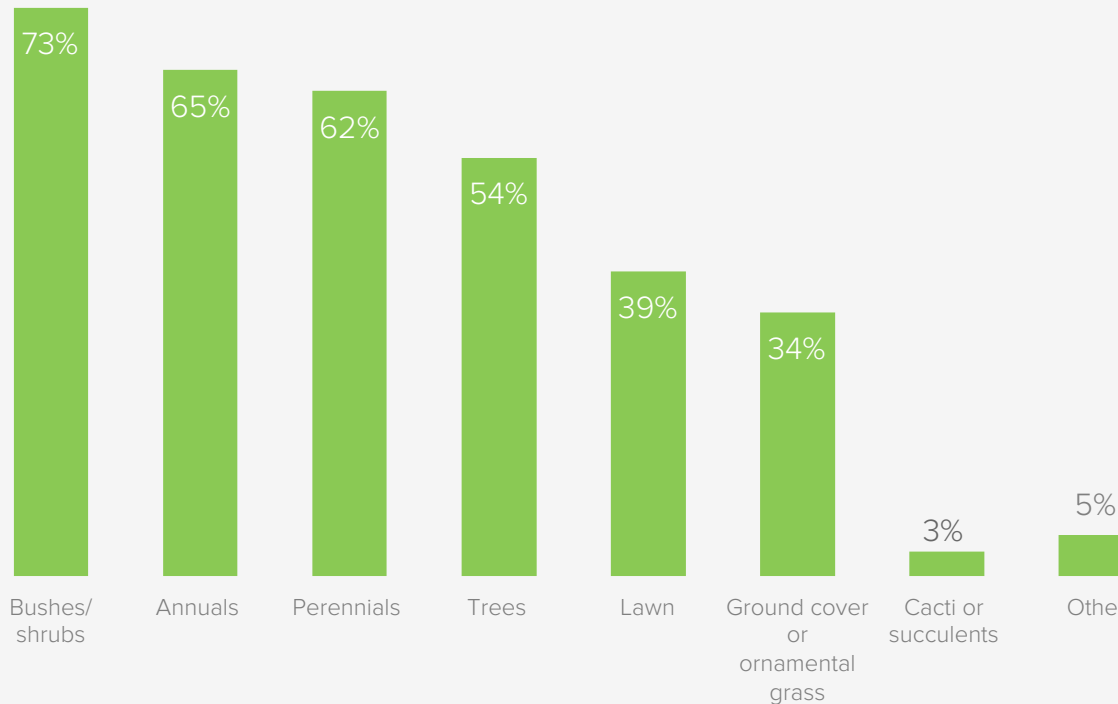


*Percentages reflect proportion of homeowners with an existing lawn who have completed, are currently working on, or are planning an outdoor project.
**Percentages reflect proportion of homeowners who are reducing or removing their existing lawn during recent, current, or planned outdoor projects.


Planting More of Everything

Outdoor renovators are planting greenery in their gardens with bushes/shrubs, perennials and annuals at the lead (73%, 65% and 62%, respectively). Homeowners prioritise flowering plants during their greenery updates, and about half (49%) want to grow wildlife-friendly plants to attract bees and butterflies.

NEW PLANTS IN OUTDOOR PROJECTS*



New Plant Characteristics**



- 70% Flowering
- 67% Low maintenance
- 49% Attracting butterflies, bees, or hummingbirds
- 40% Edible
- 37% Native
- 26% Cold resistant
- 9% Pest resistant
- 4% Drought resistant
- 2% Other

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

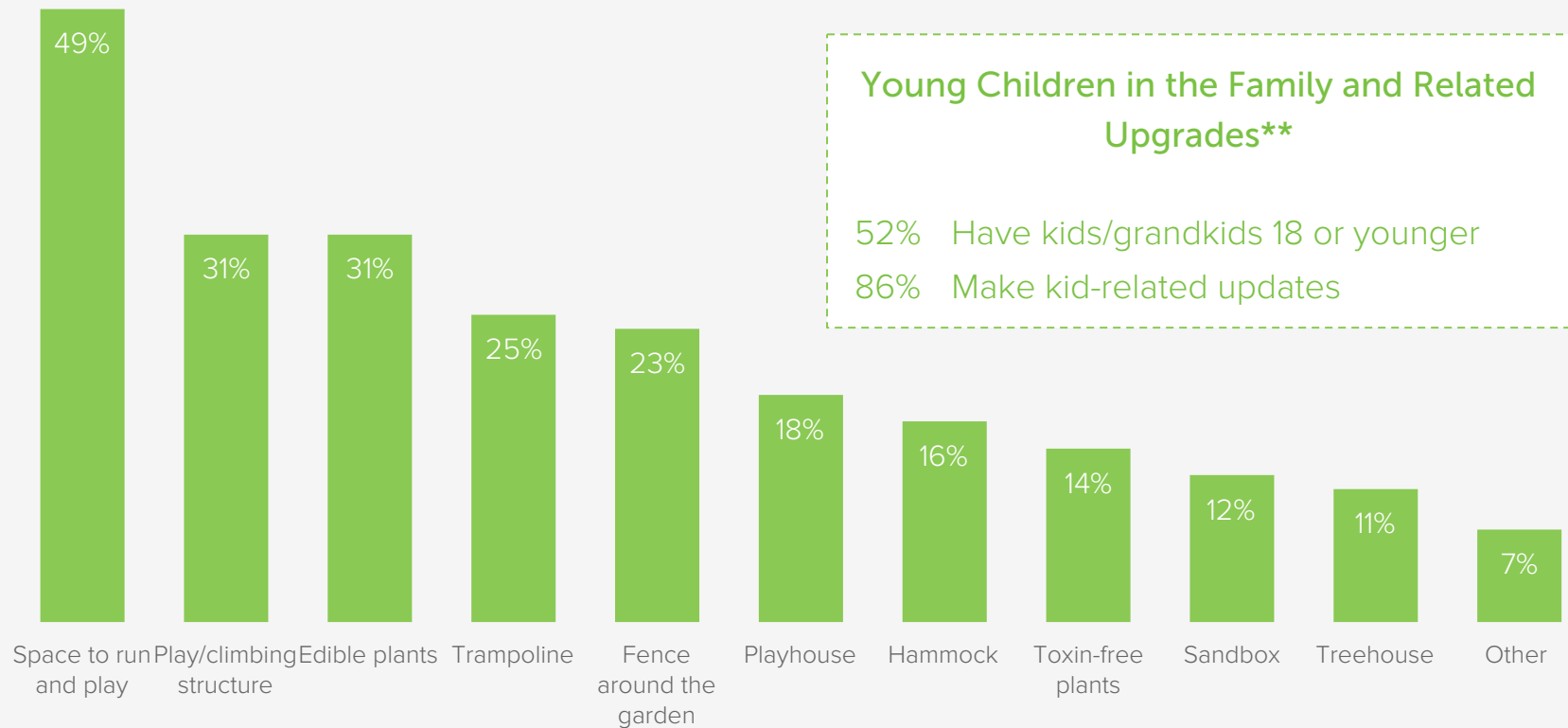
**Percentages reflect proportion of homeowners *who planted greenery* during recent, current, or planned outdoor projects.

The Garden Is Your Sandbox



About four out of five outdoor renovators are making child-related updates. Practicalities such as space to run and play, play/climbing structures, edible plants, and trampolines are important for many. Others favour fences around the garden, playhouses, hammocks, and toxin-free plants.

NEW CHILDREN-FOCUSED FEATURES IN OUTDOOR PROJECTS*



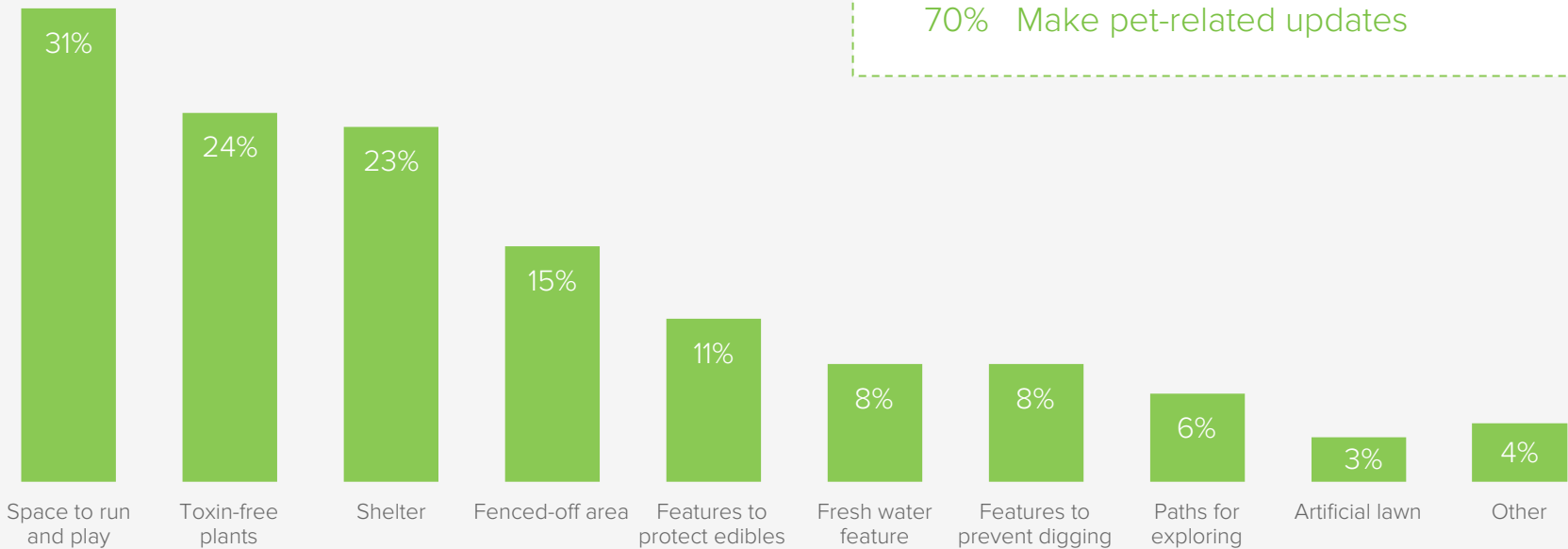
*Percentages reflect proportion of homeowners who have children or grandchildren 18 years old or younger and who have completed, are currently working on, or are planning an outdoor project.

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

Lucky Pets!

The majority of outdoor renovators who own pets are making pet-related upgrades in their outdoor projects (70%). Space to run and play and toxin-free plants are leading, along with shelters and fenced off areas.

NEW PET-FOCUSED FEATURES IN OUTDOOR PROJECTS*



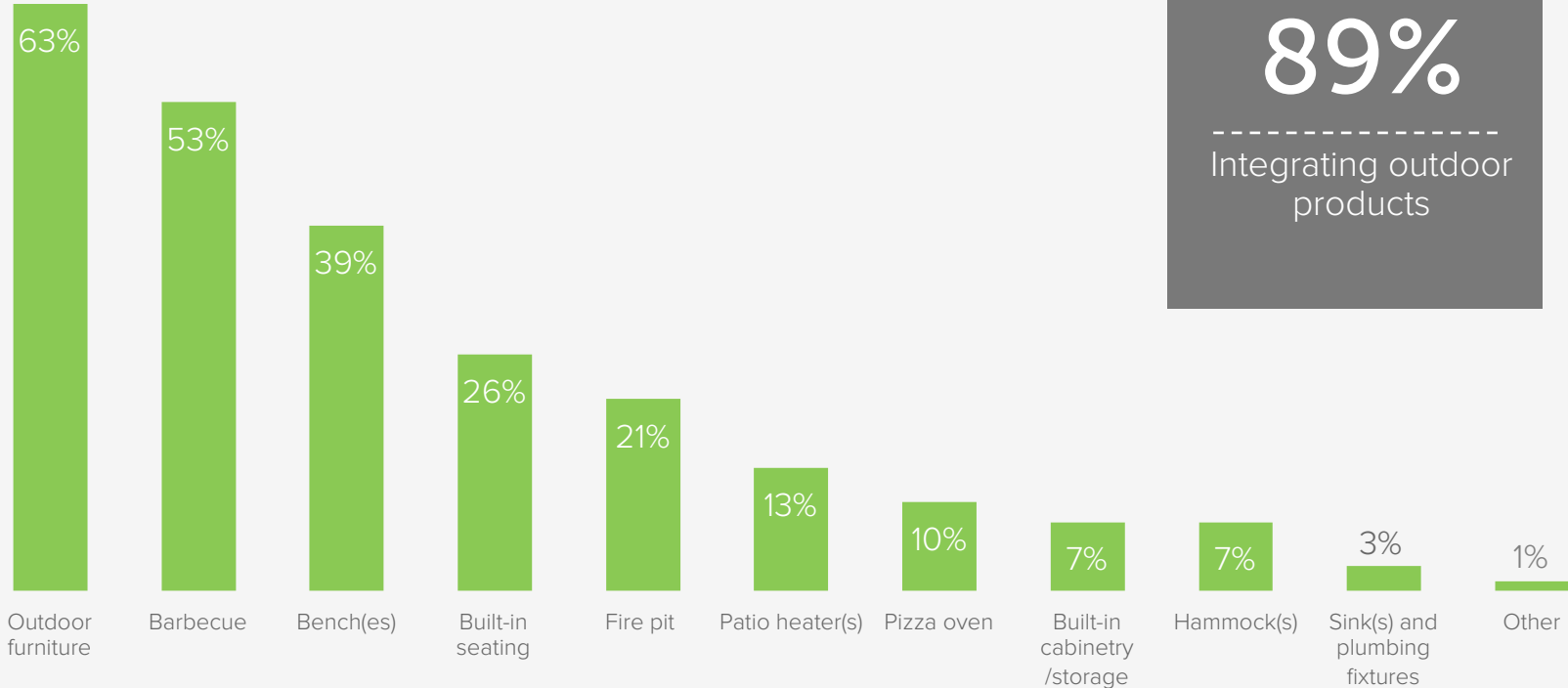
*Percentages reflect proportion of homeowners *who have pets allowed in the garden* and who have completed, are currently working on, or are planning an outdoor project.

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Comfort, Food, and Fire

The majority of homeowners renovating their outdoor spaces buy comfort-enhancing outdoor products such as outdoor furniture (63%), barbecues (53%), benches (39%), and built-in seating (26%). Many incorporate fire pits and add heaters for warmth and ambience.

NEW OUTDOOR LIVING PURCHASES IN OUTDOOR PROJECTS*



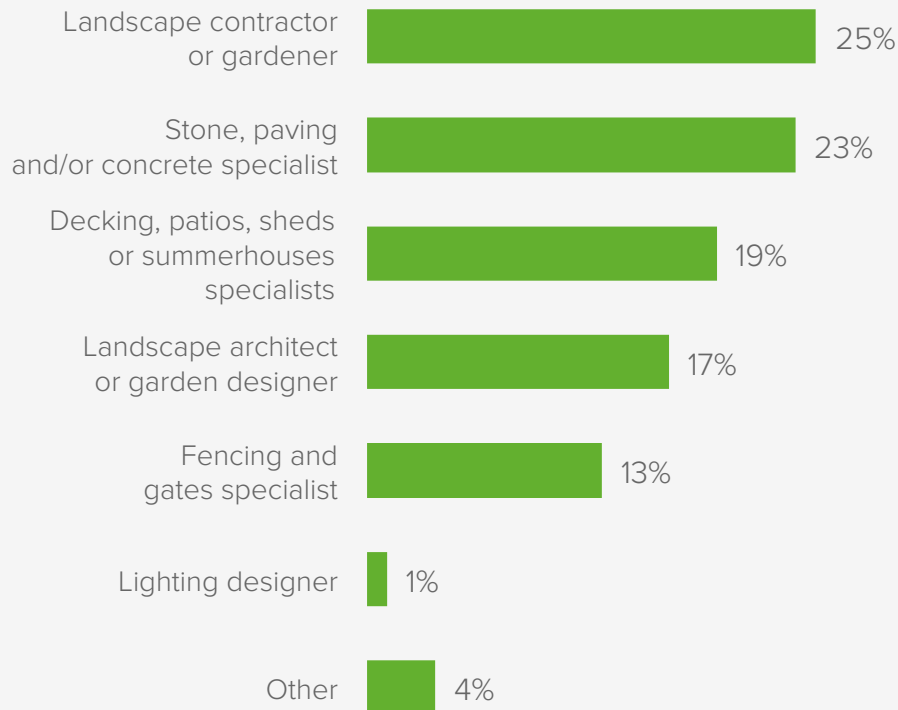
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Landscape Pros in High Demand



A fourth of homeowners are enlisting the help of a landscape contractor or gardener and/or landscape architect/designer during their outdoor projects (34%). Pros specialising in stone, paving and/or concrete (23%) as well as in decking, patios, sheds or summerhouses (19%) are in high demand.

HIRED PROFESSIONALS IN OUTDOOR PROJECTS*



34%

Hiring a landscape contractor and/or landscape architect/designer

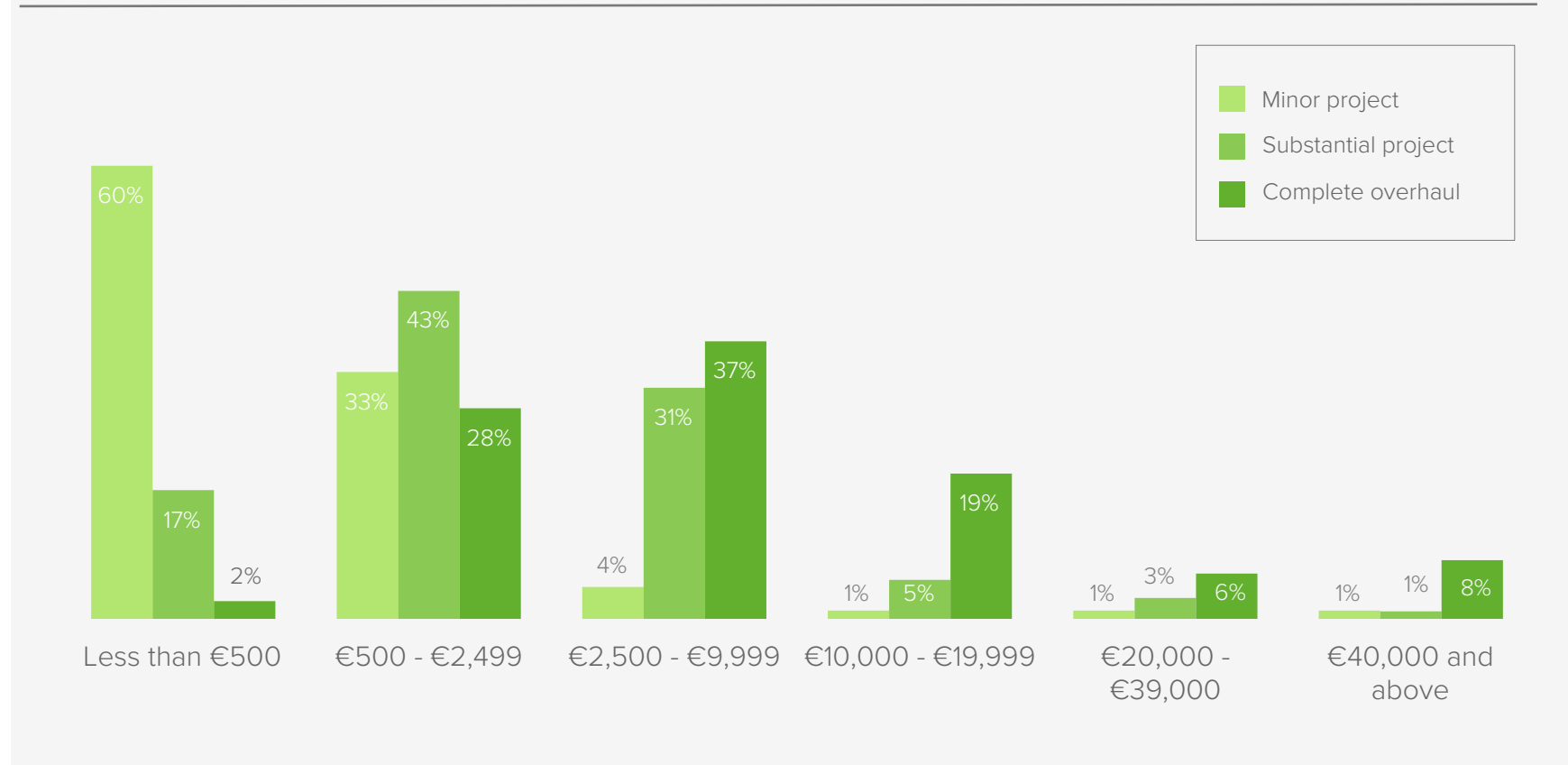
*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.

Projects for All Budgets



Outdoor projects come in all budgets. More than nine in 10 homeowners spent or plan to spend less than £2,500 on minor projects (93%). More substantial projects require higher budgets and 40% plan to spend or spent above £2,500. About three in five homeowners (70%) spent or plan to spend above €2,500 on complete overhauls.

BUDGET AND SPEND IN OUTDOOR PROJECTS*



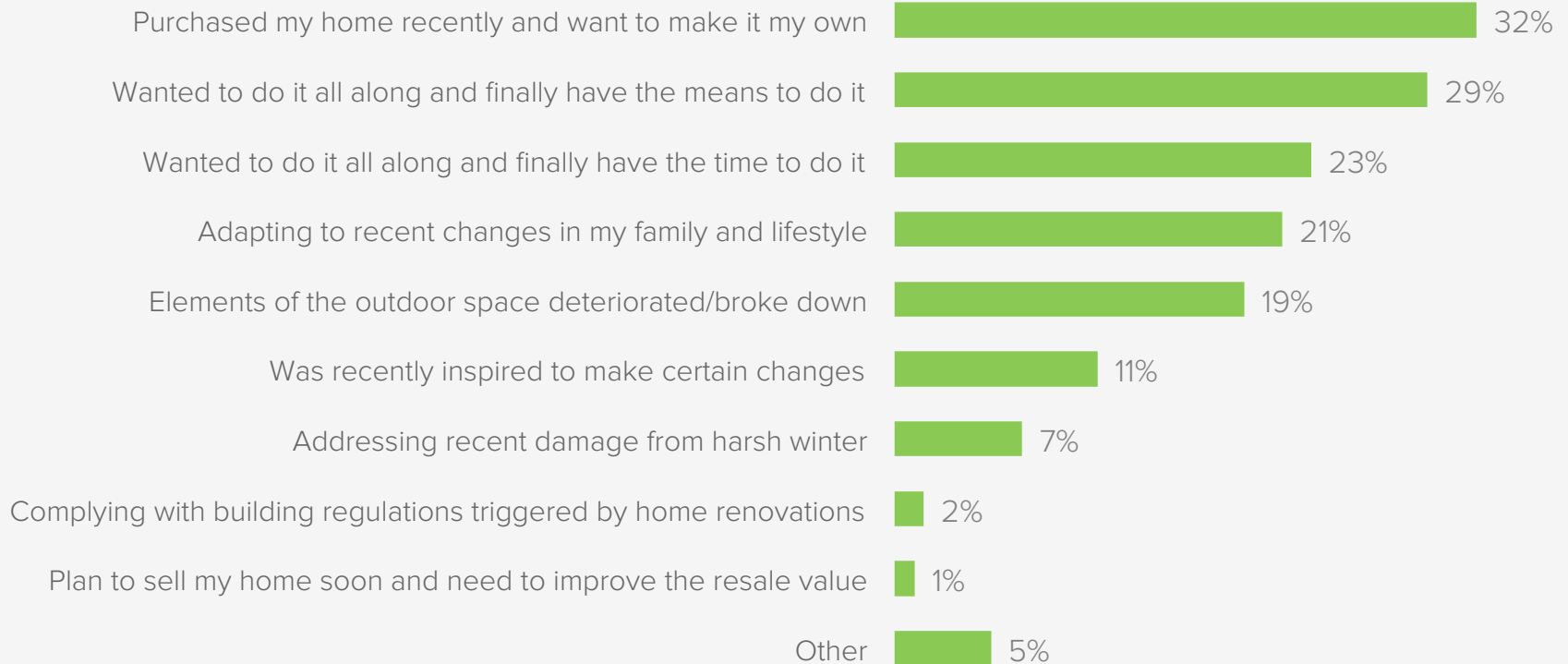
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New Home, New Garden



A recent home purchase is an important trigger of outdoor projects (32%). Yet many wait until the right moment, when having either the finances or time on their hands before embarking on a desired project.

TOP EVENTS TRIGGERING OUTDOOR UPGRADES*



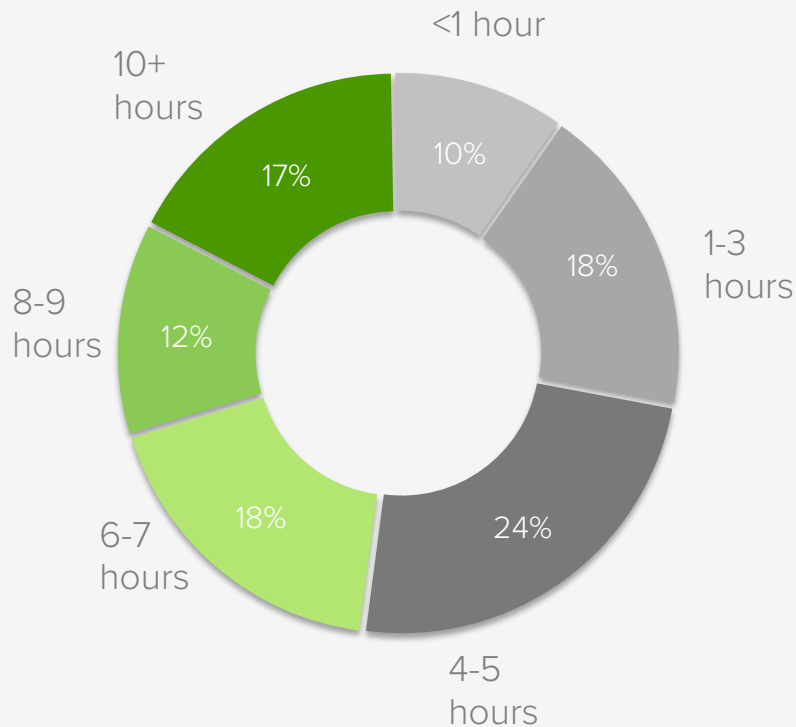
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A Personal Paradise More Than Ever

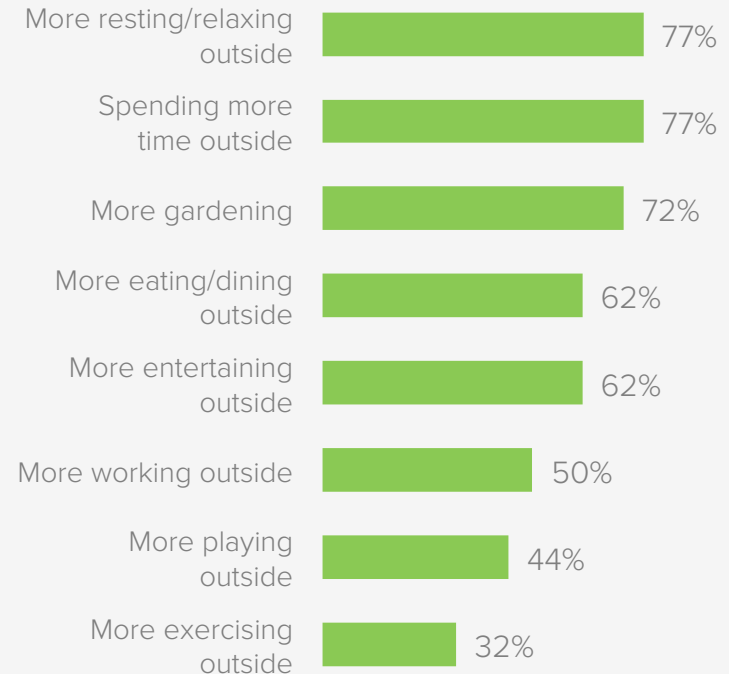


More than half of homeowners who are upgrading their outdoor spaces spend up to five hours there per week (52%). Furthermore, those who completed an outdoor project report an increase in spending time outside and relaxing, eating, entertaining, gardening, working, playing and/or exercising in the outdoor spaces after upgrades.

HOURS SPENT PER WEEK IN OUTDOOR SPACE*



IMPACT OF OUTDOOR PROJECTS ON OUTDOOR ACTIVITIES**



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

**Percentages reflect proportion of homeowners who have completed an outdoor project in the last 12 months.

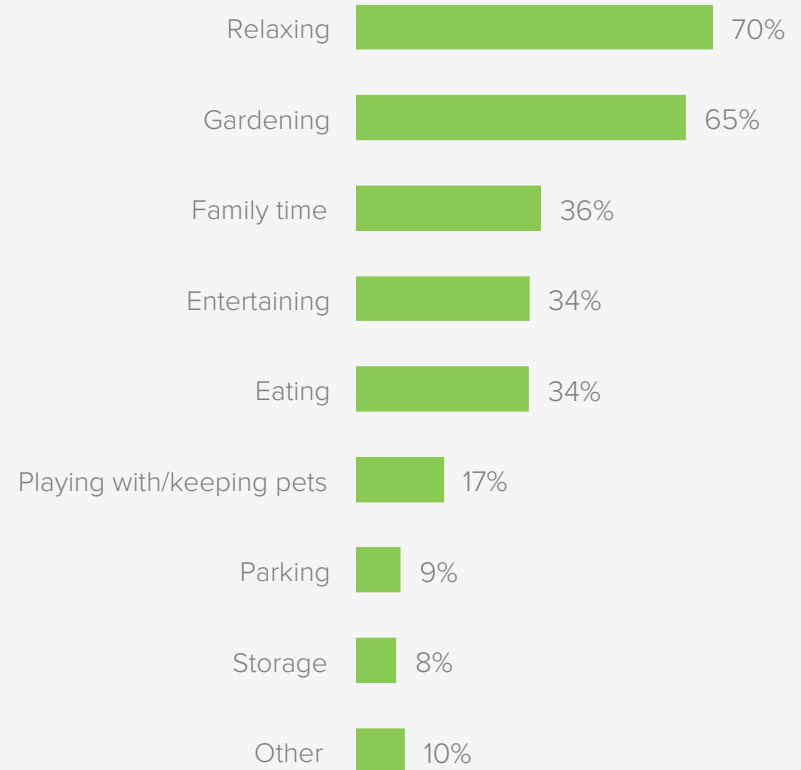
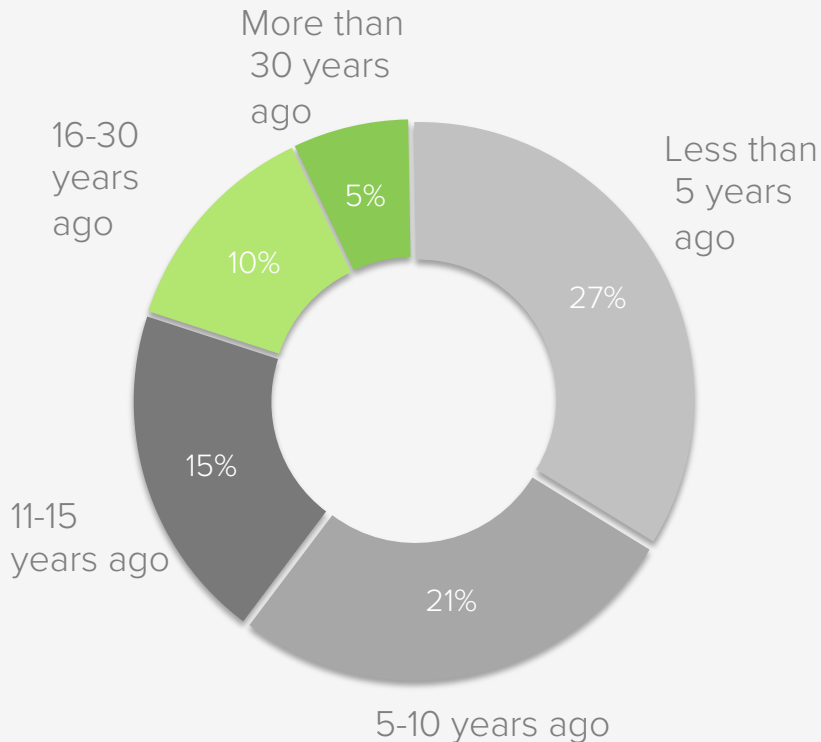
Relaxing in The Garden



About a fourth of homeowners who are upgrading their outdoor spaces, last updated them less than 5 years ago (27%). Furthermore, those who completed an outdoor project report relaxing, gardening, family time, entertaining and dining, as leading uses for the the outdoor spaces after upgrades.

OUTDOOR SPACE LAST UPDATE*

USAGE OF OUTDOOR SPACE*



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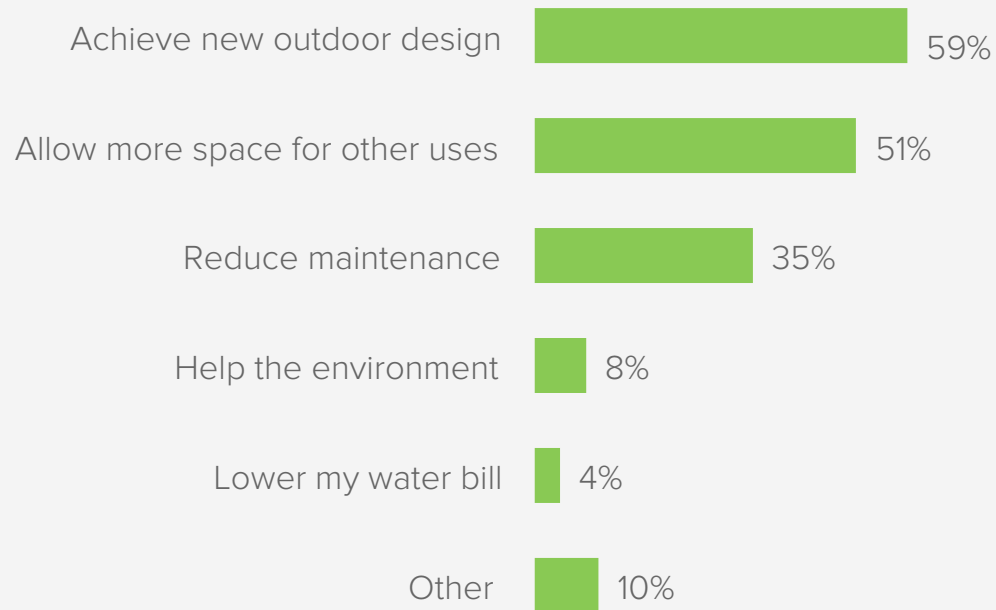
**Percentages reflect proportion of homeowners who have completed an outdoor project in the last 12 months.

Methodology

The survey was sent to registered Houzz users in Ireland, and fielded between May 17th and June 1st, 2016. 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. N=189.

Appendix

REASON FOR LAWN UPDATES IN OUTDOOR PROJECTS *



*Percentages reflect proportion of homeowners *who are reducing or removing their existing lawn* during recent, current, or planned outdoor projects.

Links to Resources on Houzz

Houzz is the easiest way for people to find inspiration, get advice, buy products and hire the professionals they need to help turn their ideas into reality.

PHOTOS	FIND PROS	BROWSE PRODUCTS	ARTICLES
Veranda	Architects & Building Designers	Garden Furniture	Outdoor Rooms
Terrace & Balcony	Design & Build	Garden Decoration	Outdoor Entertaining
Garden	Home Builders	Garden Structures	Garden Design
Patio	Interior Designers	Gardening & Irrigation	Urban Gardens
Swimming Pool & Hot Tub	Kitchen Designers & Fitters	Outdoor Cooking	Garden Tours
	Bathroom Designers & Fitters	Outdoor Lighting	Gardening
	Landscape Architects & Garden Designers	Outdoor Play Equipment	Exteriors
	Furniture & Home Accessories	Fire Pits & Accessories	
	Tiles & Worktops	Pool & Home Spa	