

2017



HOUZZ LANDSCAPE TRENDS STUDY IRELAND



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 (30%). Other top motivations include finally having the time to do it (28%) and finally having the financial means (24%).

OUTDOOR LIVING ROOMS

Renovating homeowners are relaxing and spending time with their families in their outdoor spaces (62% and 48%, respectively), creating comfortable spaces with purchases such as outdoor dining furniture and barbecues (47% and 37%, respectively). One in 20 is investing in outdoor kitchen equipment, such as a grill and built-in cabinetry, a sink, and/or a refrigerator (5%).

NEIGHBOUR-FRIENDLY

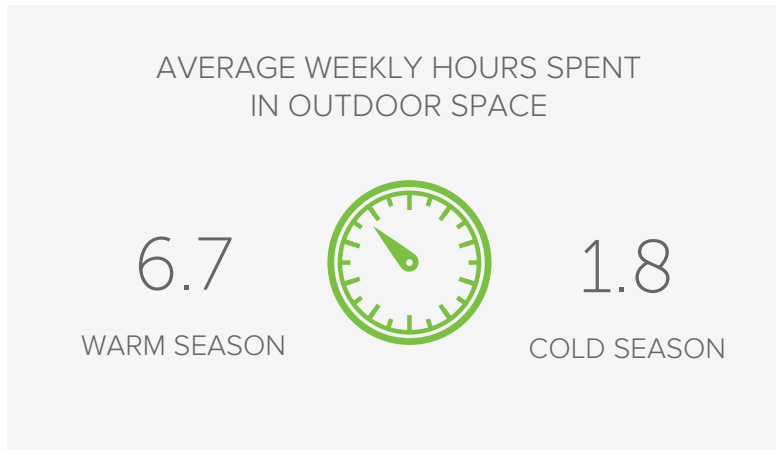
One in seven homeowners reports interacting more with neighbours after landscaping upgrades. Top interactions range from small talk (65%) and exchanging courtesy greetings (58%) to helping when needed (37%) to sharing drinks or meals with each other (28% and 14%, respectively).

LIGHTING GOES SMART

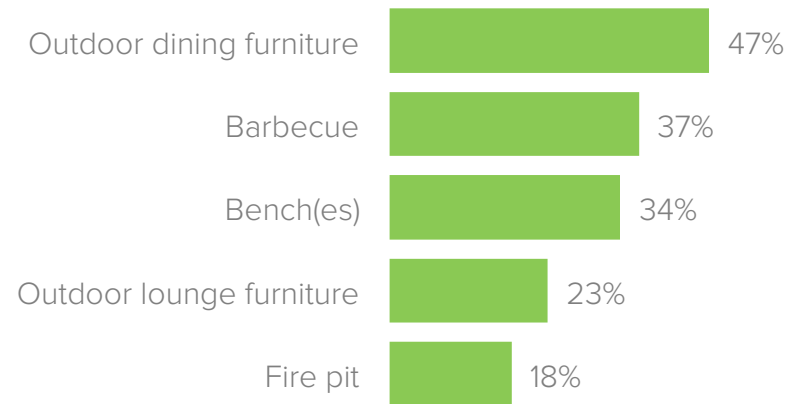
Over half of homeowners are updating lighting during their outdoor projects (53%). Of those making this upgrade, one in ten is installing “smart” lighting that can be controlled from a mobile device (11%). Other top types are LEDs, solar, and low-voltage lighting.

How Are We Using Our Outdoor Spaces?

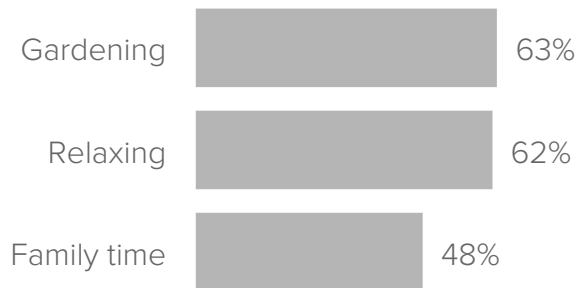
Charts show frequency of outdoor living updates and general outdoor usage, as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating, or are planning to renovate in the next three months.



TOP 5 OUTDOOR LIVING UPDATES



TOP 3 USES OF OUTDOOR SPACE



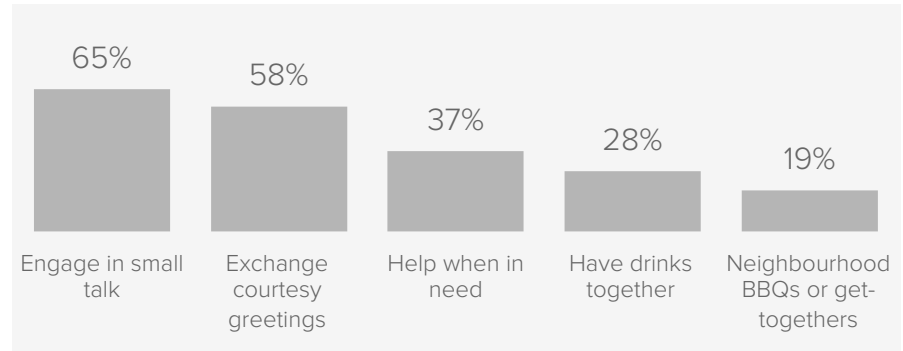
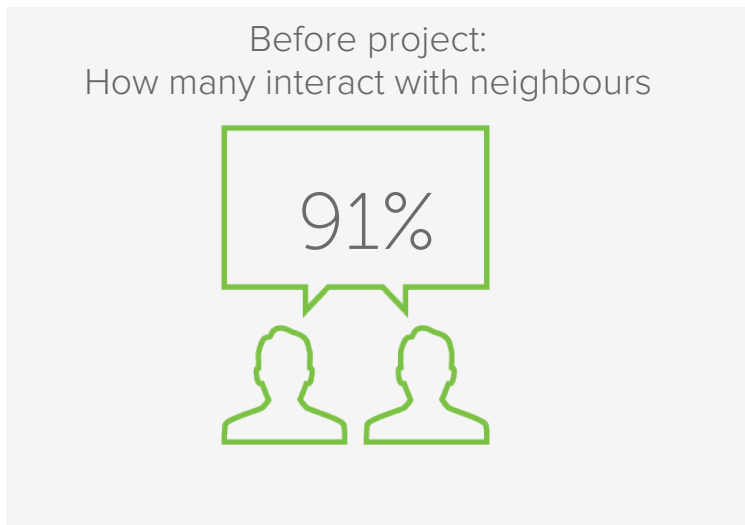
NEW OUTDOOR KITCHEN ELEMENTS (built-in cabinetry, sink, or fridge)



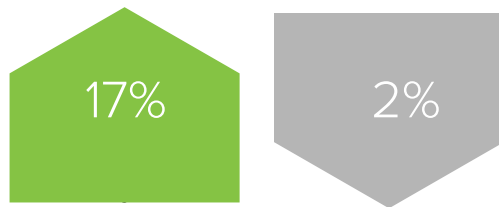
Everybody Needs Good Neighbours

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.

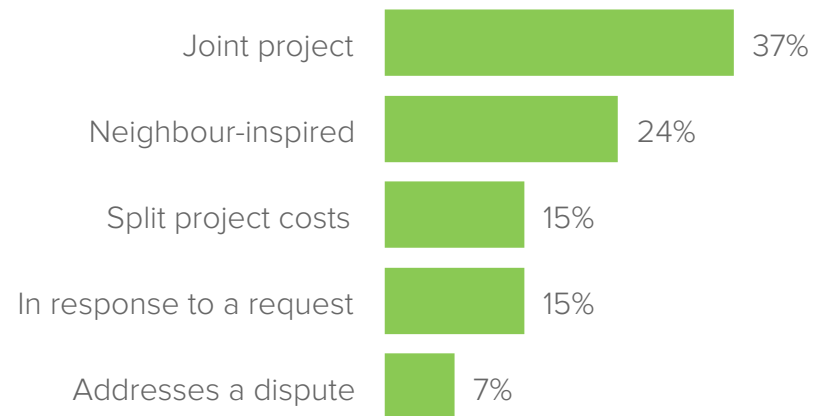
HOMEOWNER INTERACTIONS WITH NEXT-DOOR NEIGHBOURS (AMONG 86% WHO HAVE NEXT-DOOR NEIGHBOURS)



After project:
Changes in interaction with neighbours



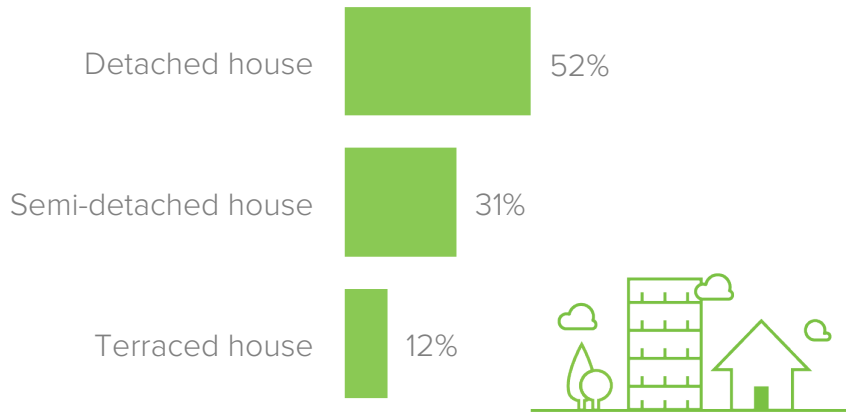
Next-door-neighbour influence on outdoor project



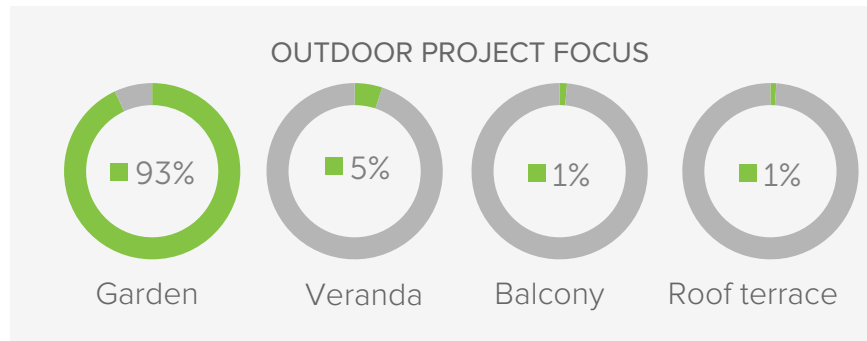
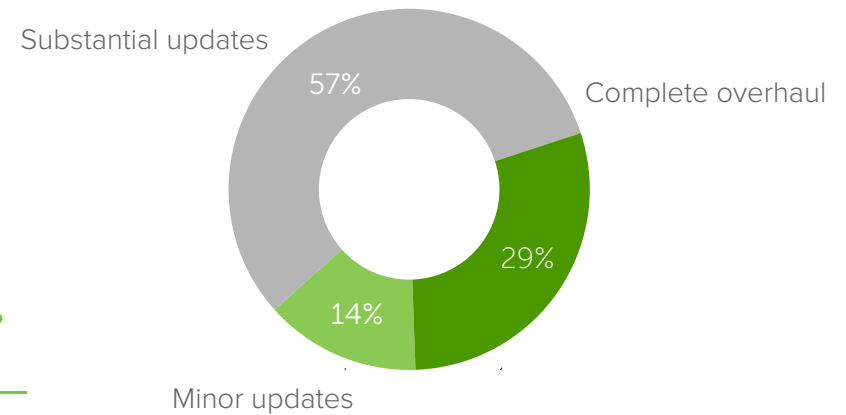
Where Are Outdoor Projects Taking Place?

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.

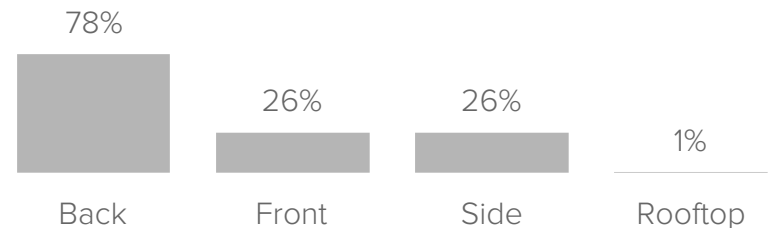
HOME TYPE



OUTDOOR PROJECT SCOPE



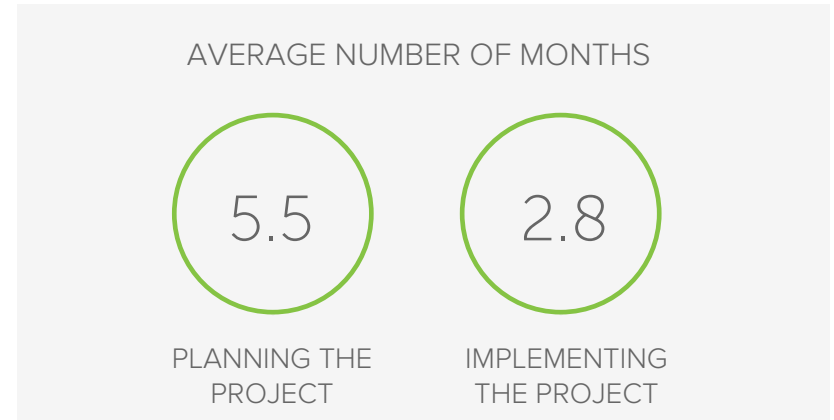
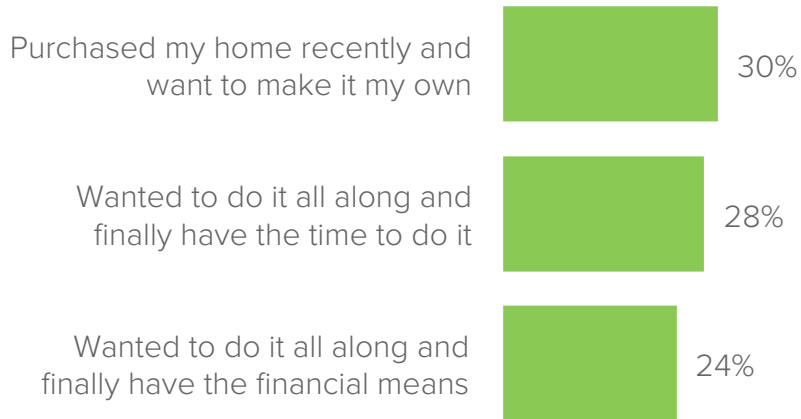
OUTDOOR PROJECT LOCATION IN RELATION TO HOME



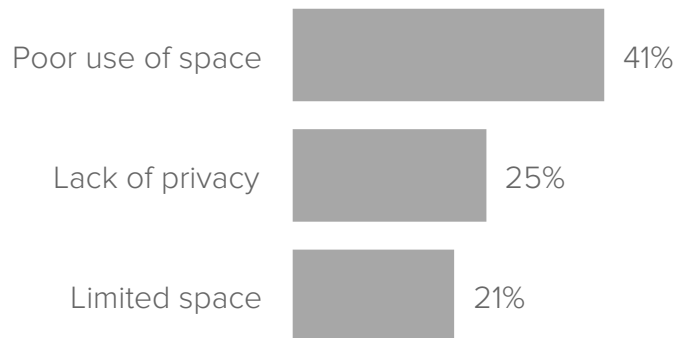
What Are the Most Common Challenges?

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.

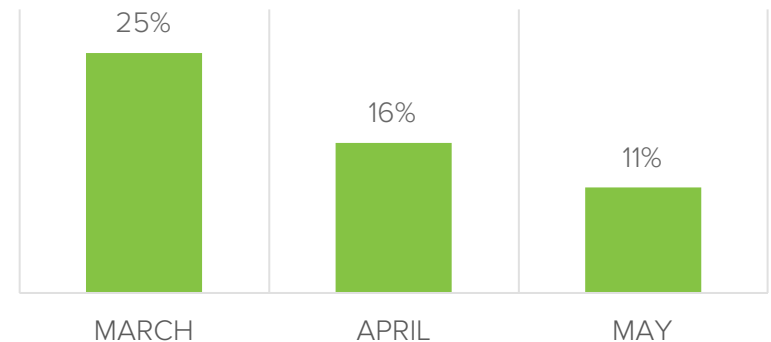
TOP 3 EVENTS TRIGGERING OUTDOOR PROJECTS



TOP 3 CHALLENGES ADDRESSED IN OUTDOOR PROJECTS

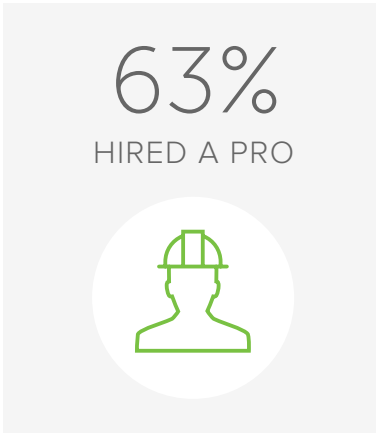


TOP 3 MONTHS: START OF PROJECT IMPLEMENTATION

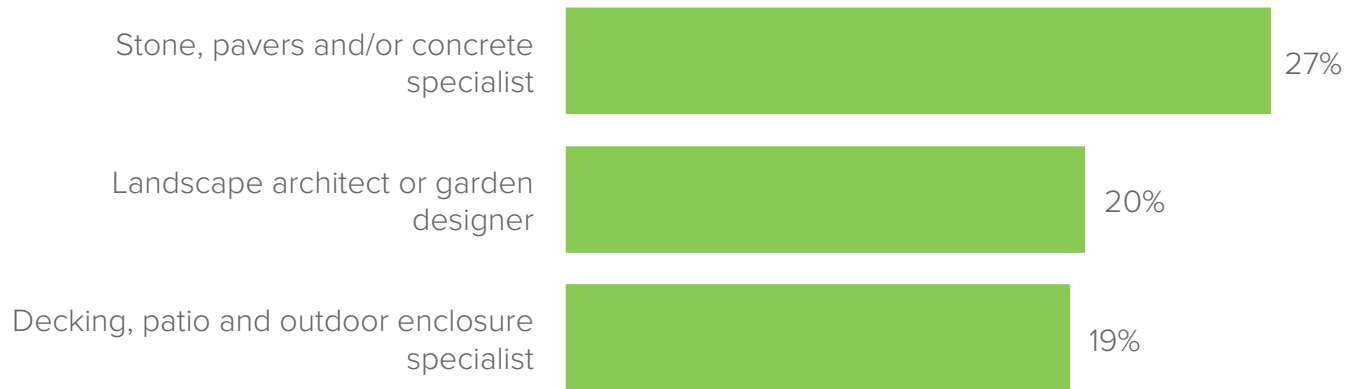


Professional Hiring and Budgets

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.

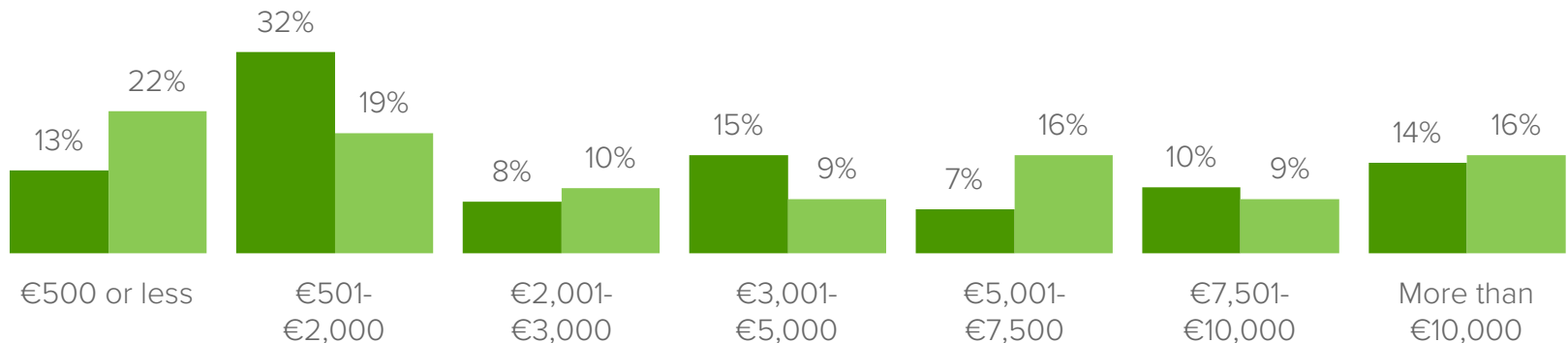


TOP PROS HIRED



BUDGET VS. SPEND

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

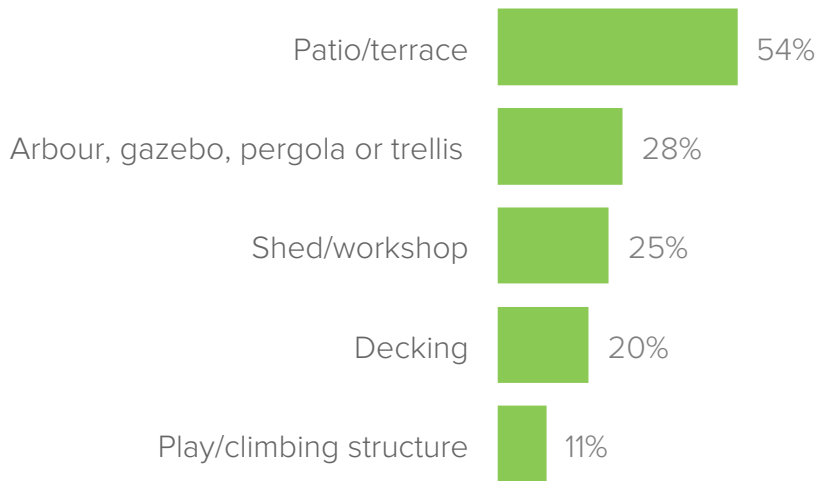


What Are We Installing in Our Outdoor Spaces?

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.

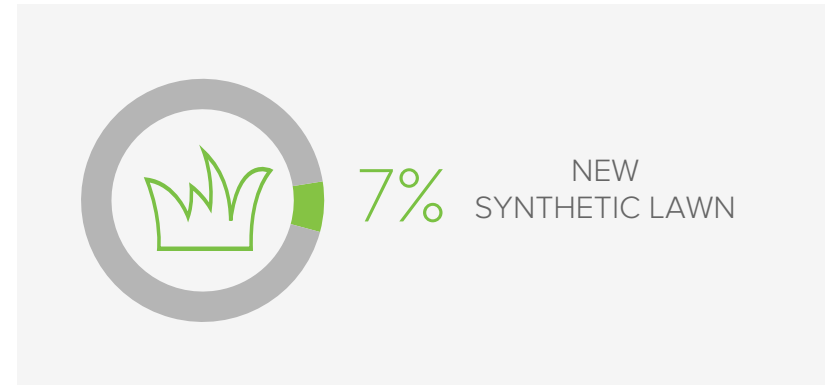
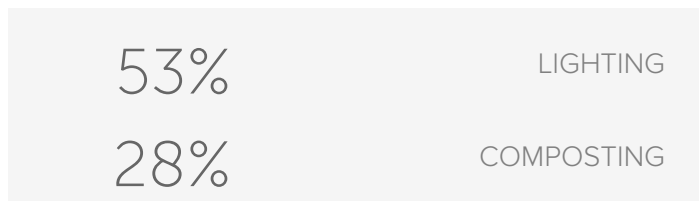
TOP 5 UPDATED OUTDOOR STRUCTURAL ELEMENTS

88% of homeowners update structural elements



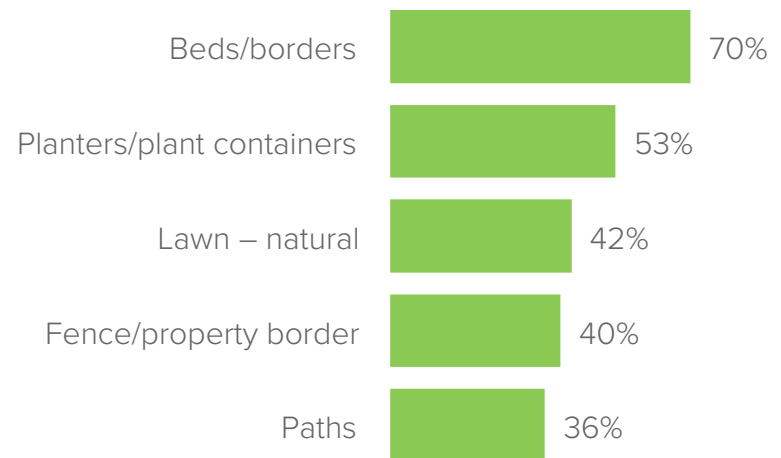
OUTDOOR SYSTEMS UPDATE

76% of homeowners update outdoor systems



TOP 5 UPDATED OUTDOOR NON-STRUCTURAL FEATURES

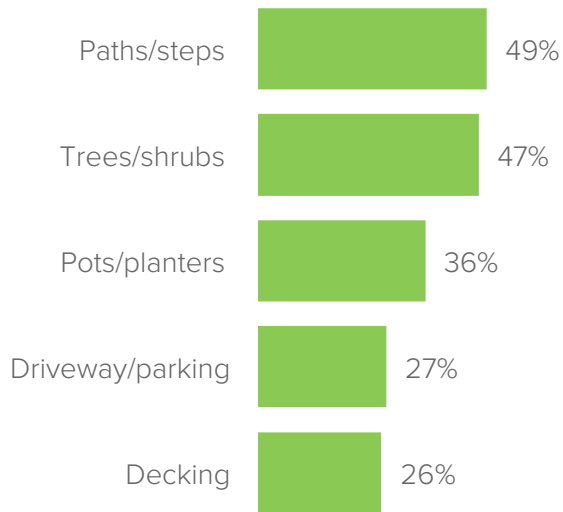
97% of homeowners update non-structural features



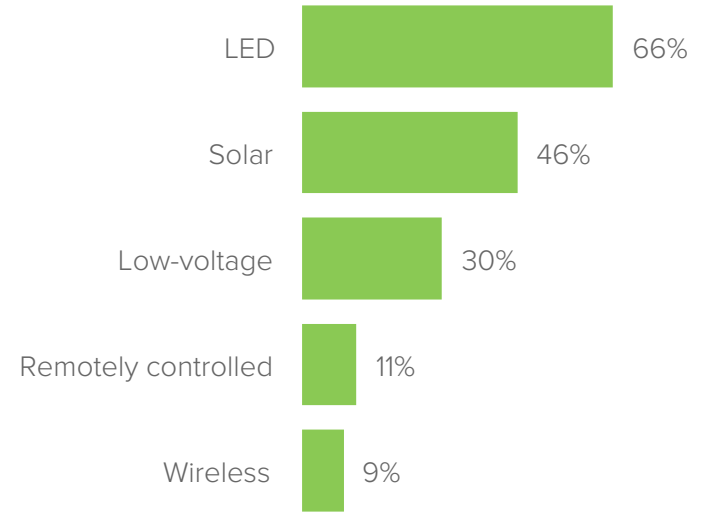
How Are We Lighting Our Outdoor Spaces?

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



53%
UPDATE LIGHTING



TOP REASONS FOR UPDATED LIGHTING

69%

DECOR
Highlight features
and create ambience

67%

COMFORT
Create a relaxing
and enjoyable space

42%

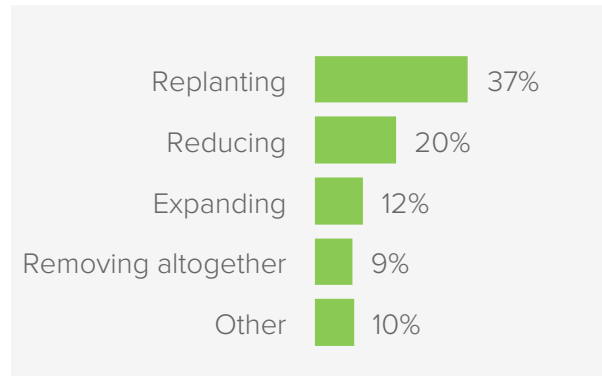
SECURITY
Deter crime

What Are We Planting in 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.

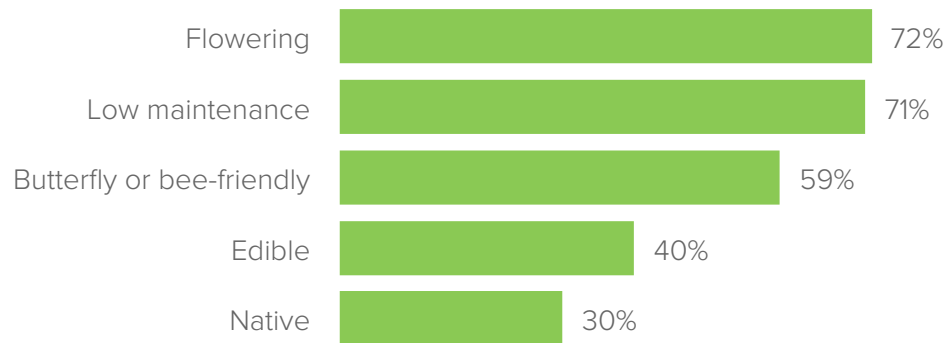
EXISTING-LAWN UPGRADES

76%
HAVE AN EXISTING
LAWN
PRIOR TO
THE PROJECT



TOP NEW PLANT CHARACTERISTICS

Among the 75% of homeowners who update plants



What's Trending 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 29% of homeowners who remove/reduce their existing lawn



54% HARD LANDSCAPING
51% GARDEN BEDS

TOP 2 NEW PLANT TYPES

Among the 93% of homeowners who update plants



68% SHRUBS
61% PERENNIALS

TOP 2 NEW DECKING MATERIALS

Among the 20% of homeowners who update decking



44% PRESSURE-TREATED TIMBER
37% STONE

TOP 2 NEW LIGHTING TYPES

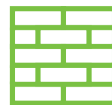
Among the 53% of homeowners who update lighting



57% WALL LIGHTS
40% FLOOD OR SPOT LIGHTS

TOP 2 NEW HARD-SURFACE MATERIALS

Among the 69% of homeowners who update paths, patios, and driveways



47% STONE SLABS
42% PEBBLES/SMALL ROCKS



Methodology

The survey was sent to registered Houzz users in Ireland, and fielded in April-May 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=376

Links to Resources on Houzz Ireland

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		