

2016



HOUZZ AUSTRALIA LANDSCAPING & GARDEN TRENDS STUDY



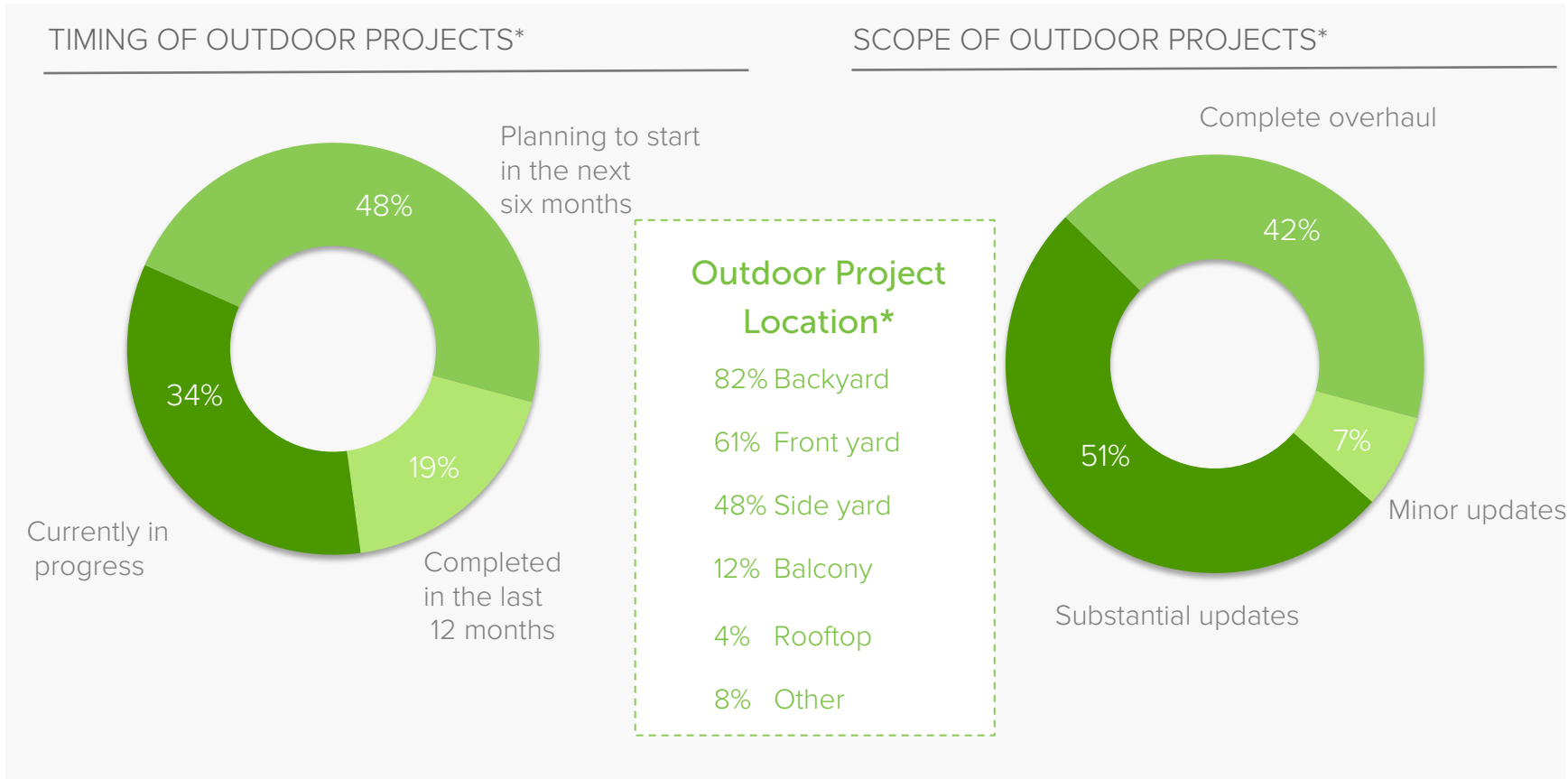
At a Glance



- Over nine in ten reporting substantial renovations or complete overhauls (93%)
- Autumn is the most favourable season for breaking ground on new outdoor projects, with a third project starting during the months of March through May
- Lack of drainage, lack of privacy, and too much sun are top challenges when undergoing a landscape renovation (32%, 29% and 20%, respectively)
- Outdoor living (55%) and ease of maintenance (77%) are the top priorities when renovating the outdoors
- Substantial projects require higher budgets and 73% plan to spend or spent above \$3,000. Eight in ten homeowners (79%) spent or plan to spend above \$5,000 on complete overhauls.
- Space to run and play are leading as top upgrades for pets and children alike (43% and 46%, respectively)

Overhauling the Garden

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



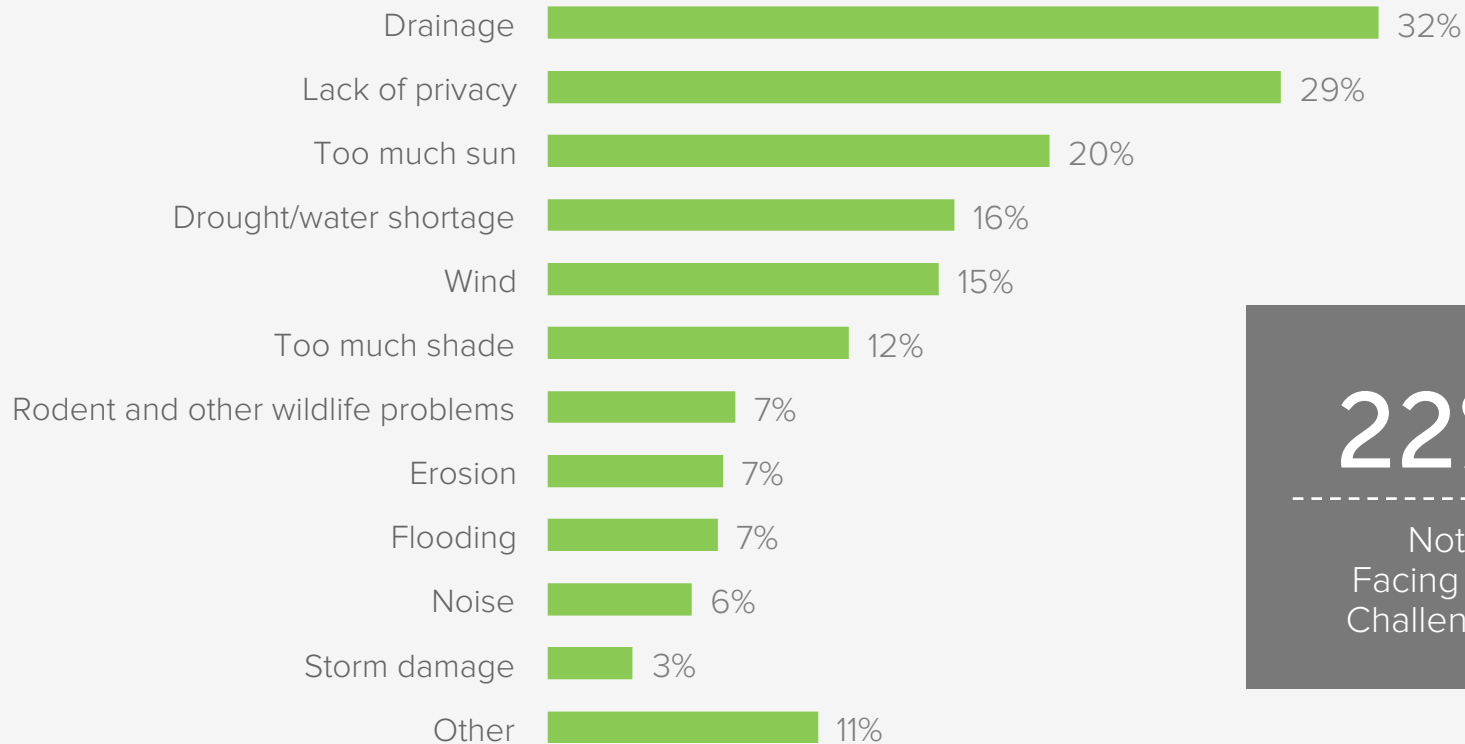
*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.

Challenges Await



Drainage is the leading challenge during outdoor projects (32%), followed by lack of privacy (29%). Twenty two percent feel they do not face any challenges at all during outdoor projects.

TOP CHALLENGES ADRESSED DURING OUTDOOR PROJECTS*



22%
Not Facing Any Challenges

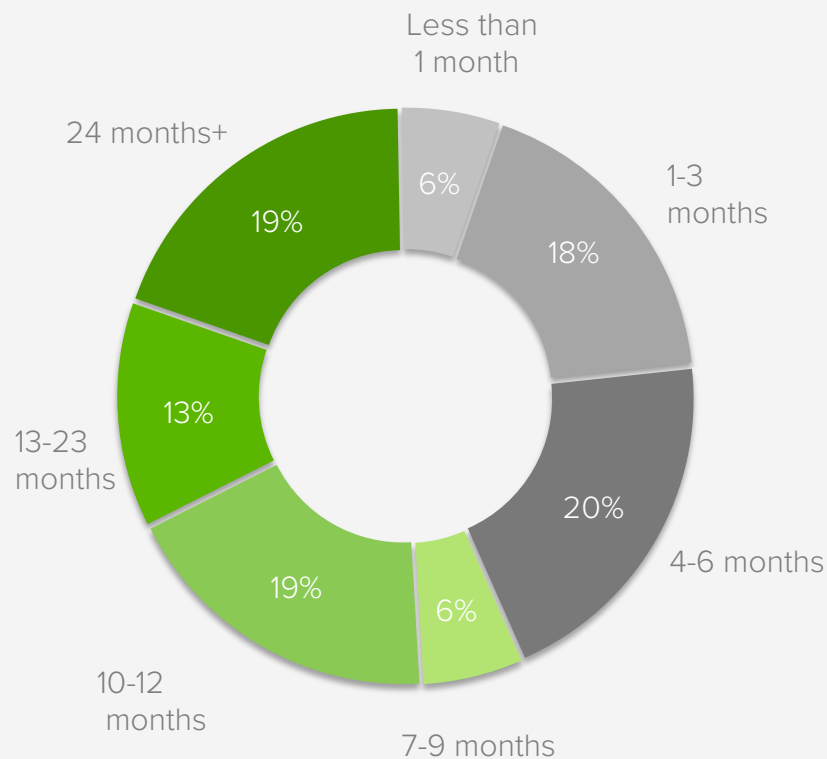
*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.

A Matter of Planning

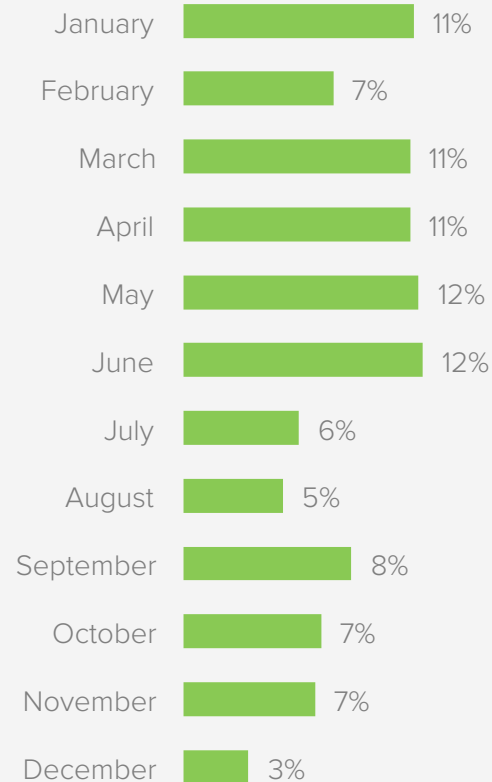


Autumn is the most favourable season for breaking ground on new outdoor projects with a third project starting during the months of March through May (34%). However, January and June are other popular months. Planning begins more than a year in advance for almost a third of outdoor renovators (32%).

TIME SPENT PLANNING OUTDOOR PROJECT*



MONTH BREAKING GROUND ON OUTDOOR PROJECT*

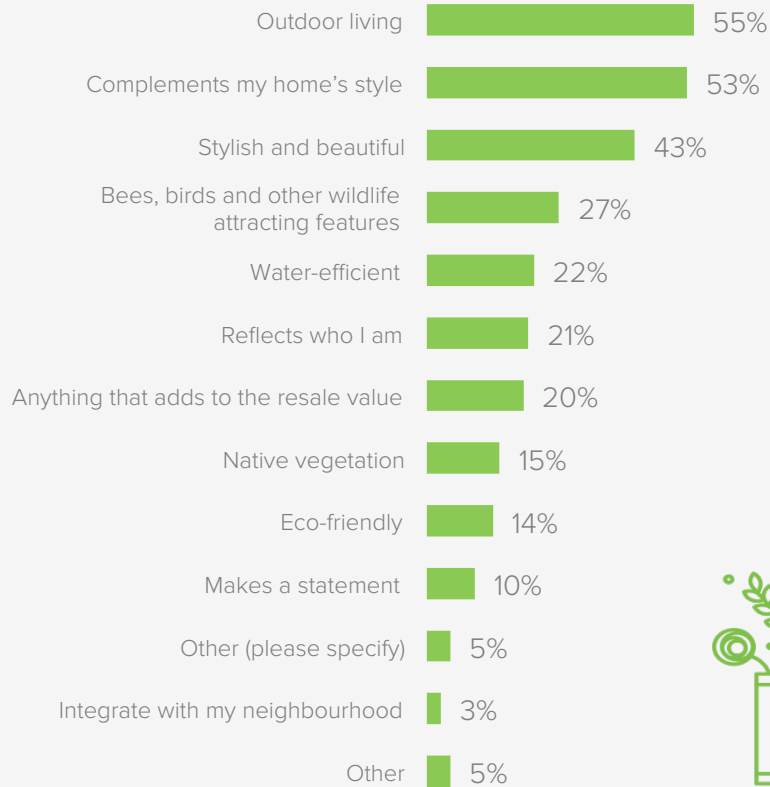


*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project. Responses were limited to top three aspects only.

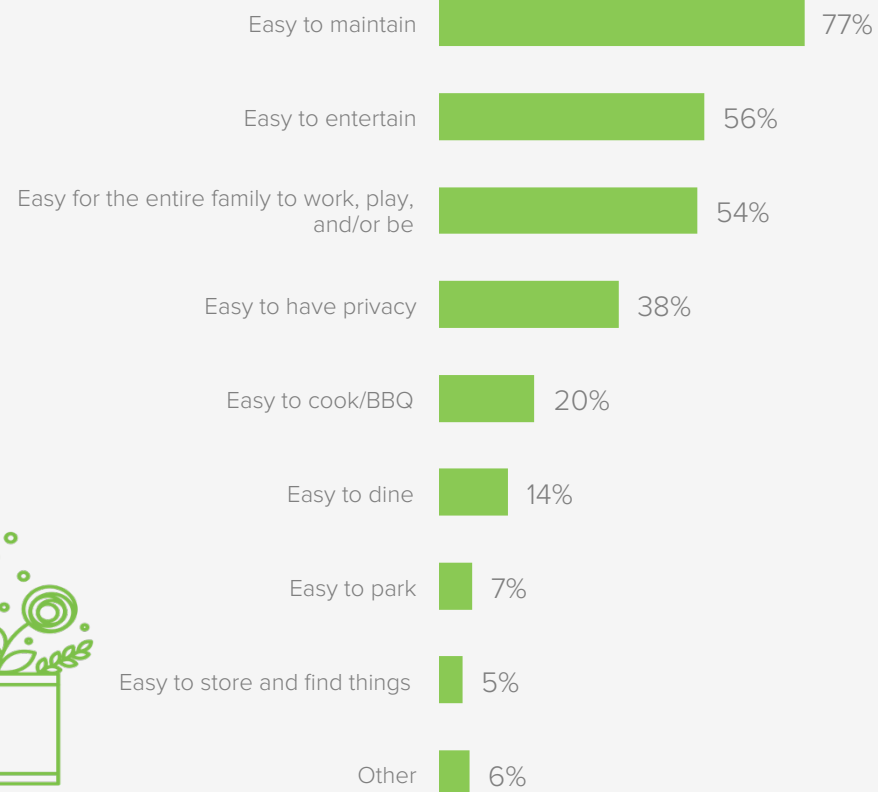
Stylish but Low-Maintenance

Homeowners prioritise outdoor living in their designs, followed by integration with home's style, then aesthetic. Ease of maintenance is a key functional consideration, with the ability to entertain and family-oriented conveniences also a high priority.

MOST VALUED ASPECTS OF OUTDOOR DESIGN*



MOST VALUED ASPECTS OF OUTDOOR FUNCTION*



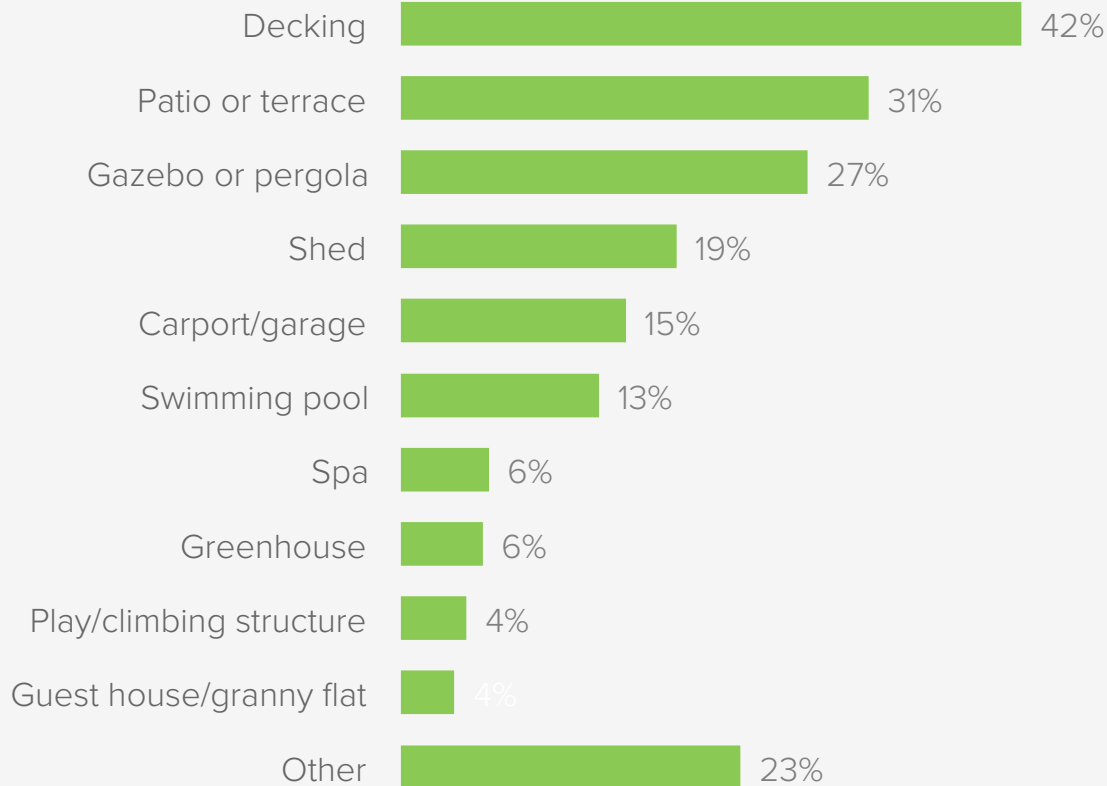
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The Rise of the Deck



Eight in 10 homeowners are making changes to one or more outdoor structures during their landscaping projects (82%). For the second year running, the most popular project is sprucing up the deck (42%), with patio or terrace (31%) and gazebo or pergola (27%) coming in close after that.

UPDATED STRUCTURAL ELEMENTS IN OUTDOOR PROJECTS*



82%
Making updates to structural elements

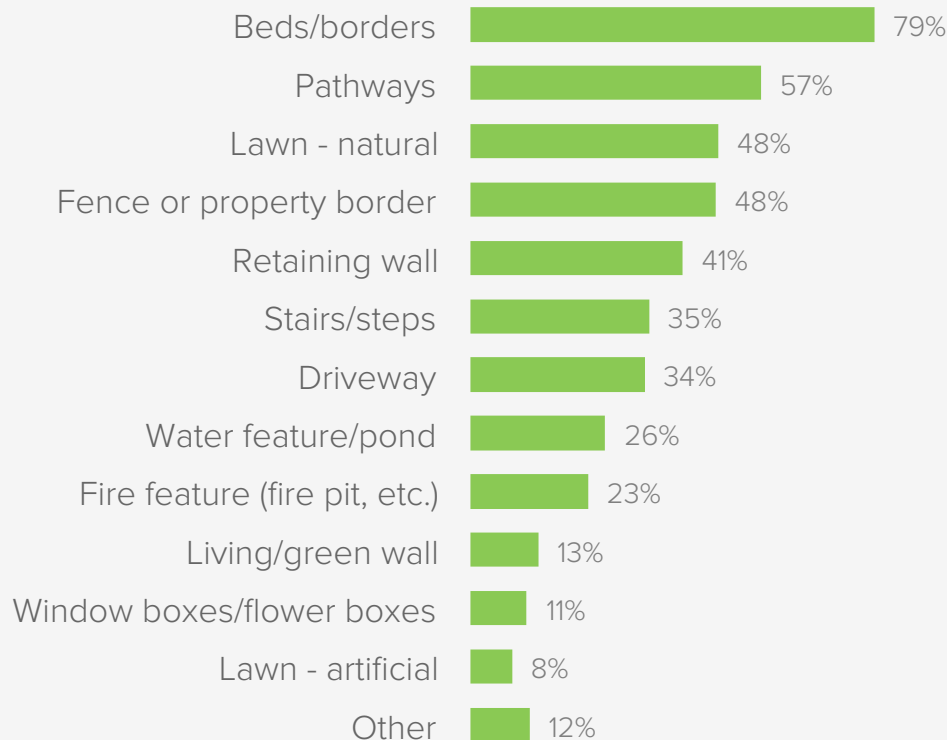
*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.

Up the Garden Path



Almost eight in ten outdoor renovators are making beds/borders updates and over half are upgrading their pathways (57%). Upgrades to natural lawn and fence or property borders are equally as popular (48%). Pavers (55%) and poured concrete (40%) are the most common materials used in paths, driveways and patios.

UPDATED LANDSCAPE/GROUNDS FEATURES IN OUTDOOR PROJECTS*



New Materials in Paths, Driveways and Patios**

55%	Pavers
40%	Concrete (poured)
37%	Gravel/crushed rock
33%	Pebbles/small rocks
21%	Soil
21%	Stone slabs
17%	Brick
15%	Wood chips
13%	Wood
9%	Sand
7%	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 added/upgraded paths, driveways and/or patios during recent, current, or planned outdoor projects.

Outdoor Light at its Might

Of the 87% making updates to outdoor systems, many homeowners are tackling sprinklers and irrigation. LED and solar-powered lighting are the most popular lighting upgrades (38% and 28%, respectively), with over a quarter of homeowners who are upgrading their outdoor space installing motion-sensitive lighting (29%).

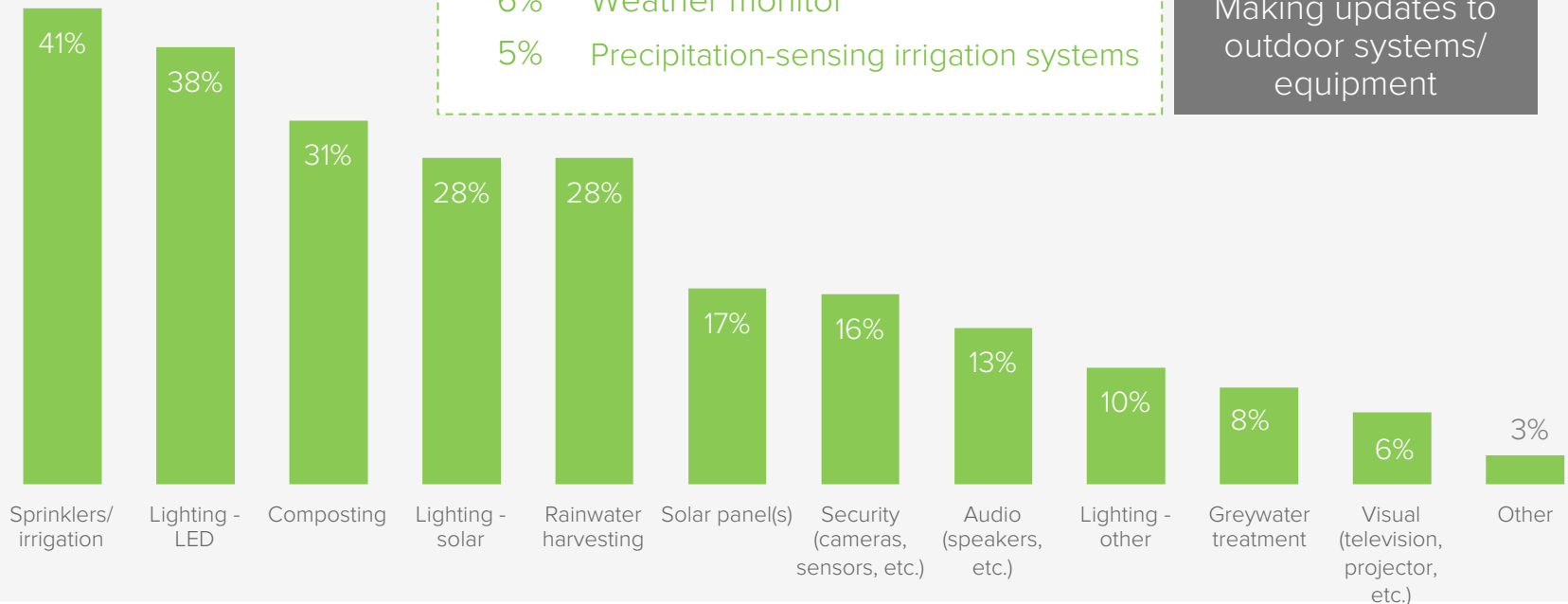
UPDATED OUTDOOR SYSTEMS AND EQUIPMENT IN OUTDOOR PROJECTS*

High-Tech Upgrades*

- 29% Motion-sensitive lighting
- 6% Weather monitor
- 5% Precipitation-sensing irrigation systems

87%

Making updates to outdoor systems/equipment



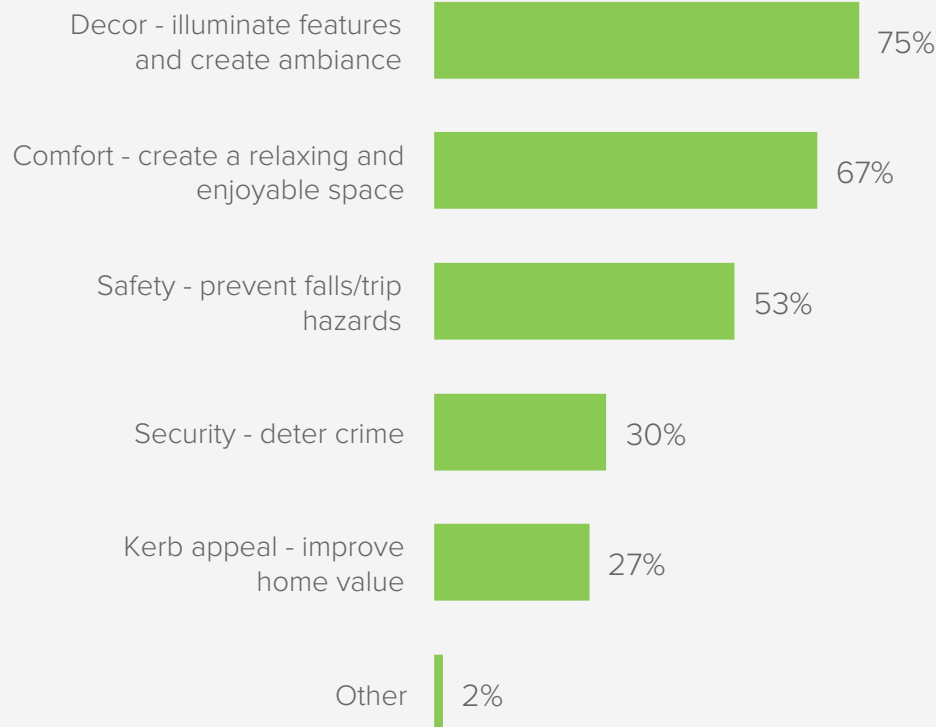
*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning an outdoor project.

Light the Heart



The main reasons for lighting upgrades are illuminating features and creating an enjoyable space, although almost a third of homeowners include lighting to deter crime (30%). Decking/patios, paths and trees/shrubs are common focal points of new outdoor lighting (55%, 52% and 47%, respectively).

TOP REASONS FOR UPDATING OUTDOOR LIGHTING*



Illuminated Outdoor Features in Lighting Updates*

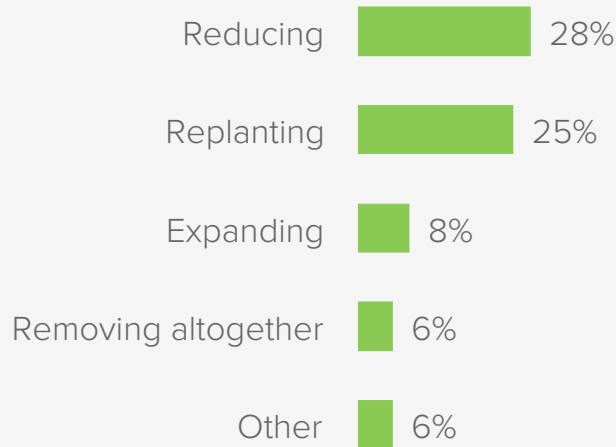
55%	Decking/patio
52%	Pathways
47%	Trees/shrubs
36%	Driveway
34%	Outdoor structures
36%	Steps
25%	Water features
21%	Architectural features
20%	Pool
18%	Pots/planters
15%	Art/sculptures
4%	Other

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

Lawn Action

Outdoor renovators with an existing natural lawn (51%) are making updates to their lawn during their outdoor projects, with 25% replanting their lawn. Furthermore, 28% are reducing their lawn size and 6% are removing it altogether, with garden beds, ground cover/ornamental grass and hardscaping being increasingly popular. Allowing more space for other uses (at 83%) is the main reason for removing and/or reducing their lawn. (See Appendix).

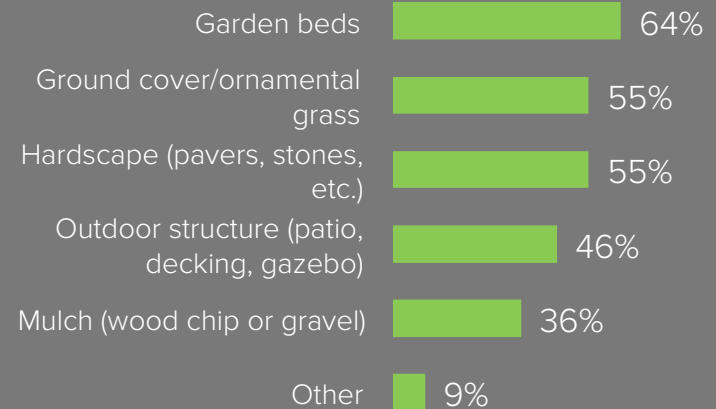
EXISTING LAWN UPDATES IN OUTDOOR PROJECTS *



51%

Had Natural Lawn
Prior to Outdoor
Project*

Products in Place of Reduced or Removed Lawn**



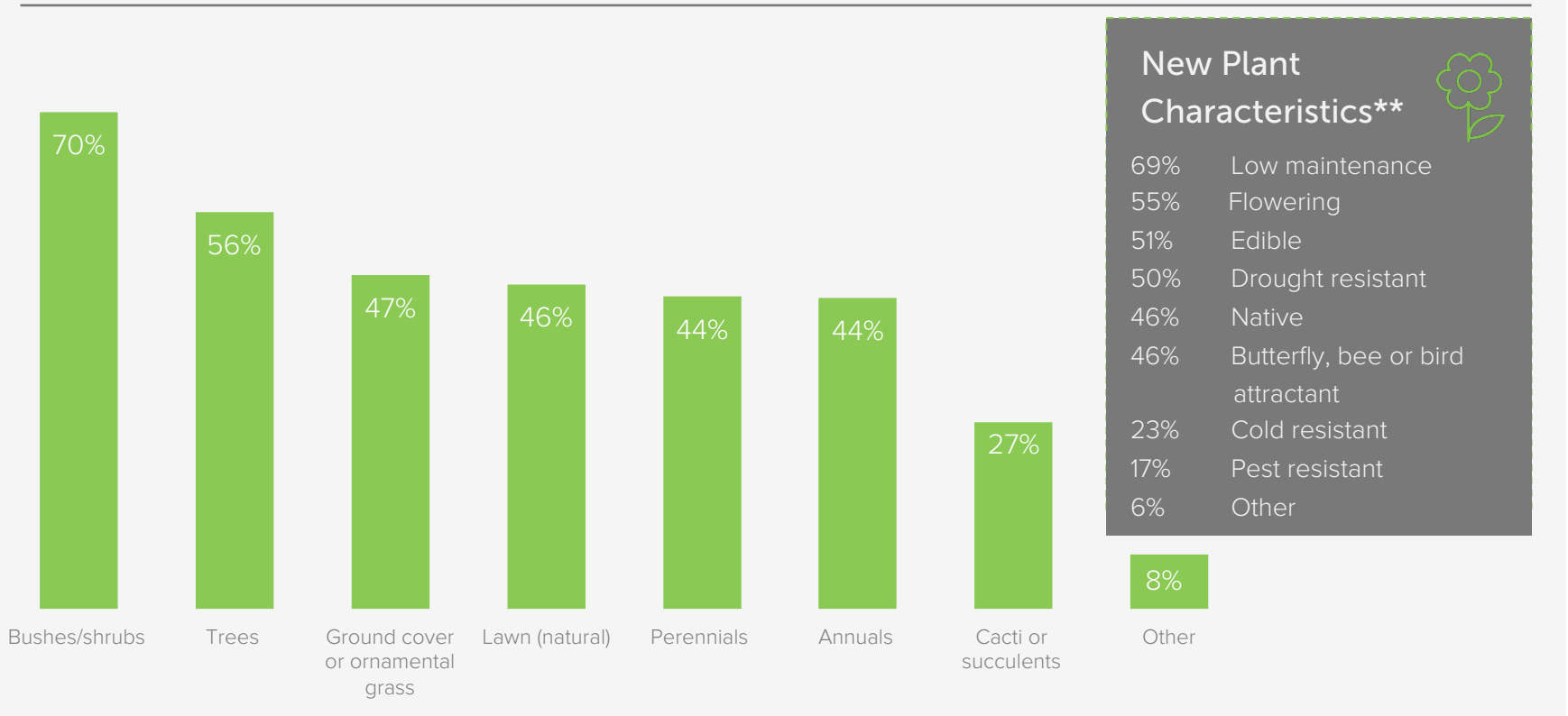
*Percentages reflect proportion of homeowners *with an existing lawn* who have completed, are currently working on, or are planning an outdoor project.

**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, trees and ground cover/ornamental grass in the lead (70%, 56% and 47%, respectively). Homeowners prioritise low maintenance and flowering plants during their greenery updates, and almost half (46%) want to grow wildlife-friendly plants to attract bees and butterflies.

NEW PLANTS IN OUTDOOR PROJECTS*



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

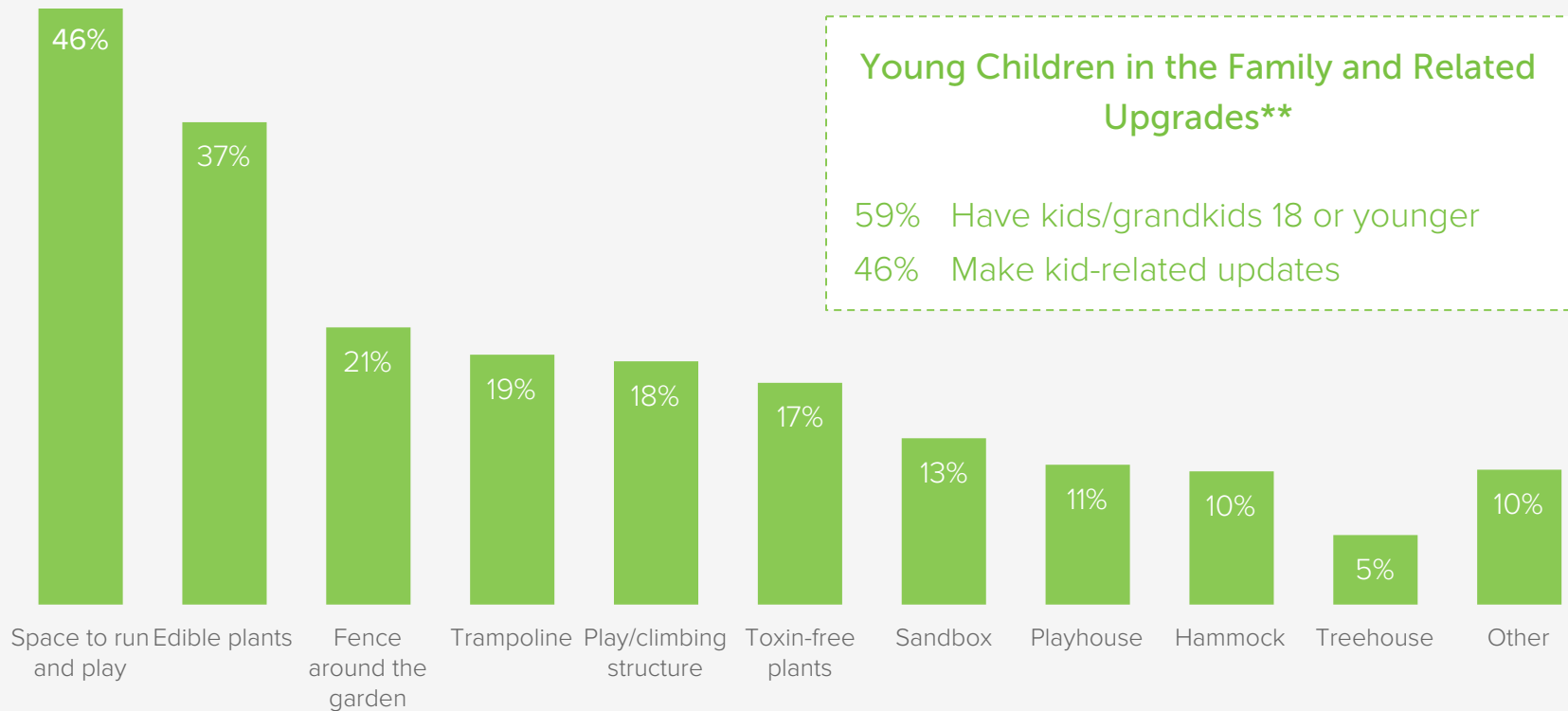
**Percentages reflect proportion of homeowners *who planted greenery* during recent, current, or planned outdoor projects.

The Garden Is Your Sandbox



Almost half of outdoor renovators are making child-related updates. Practicalities such as space to run and play, edible plants, and fencing are important for many. Others favour trampolines, climbing structures, toxin-free plants and sandboxes.

NEW CHILDREN-FOCUSED FEATURES IN OUTDOOR PROJECTS*



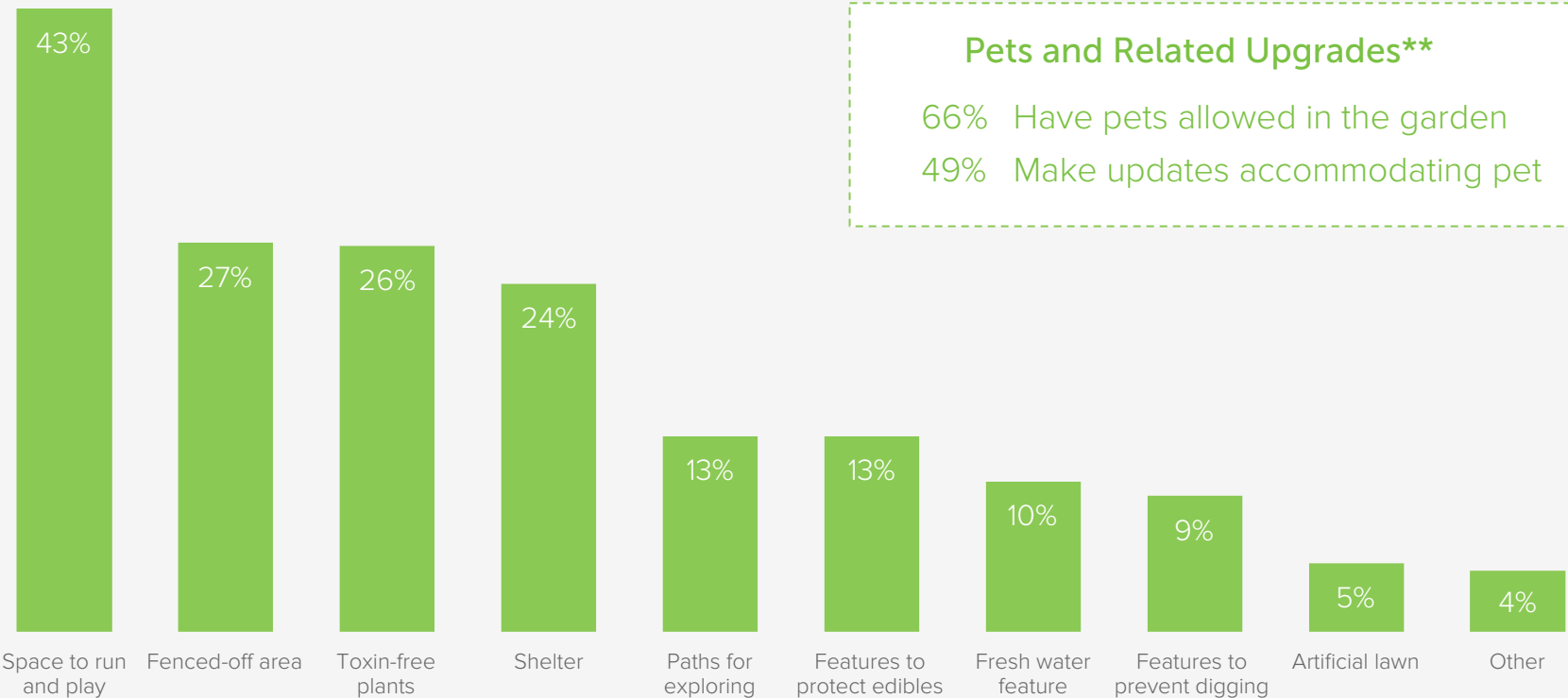
*Percentages reflect proportion of homeowners who have children or grandchildren 18 years old or younger and who have completed, are currently working on, or are planning an outdoor project.

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

Lucky Pets!

Around half of outdoor renovators who own pets are making pet-related upgrades in their outdoor projects (49%). Space to run and play leads in popularity of choices, with fenced off areas and toxin-free plants the next most common features considered.

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.

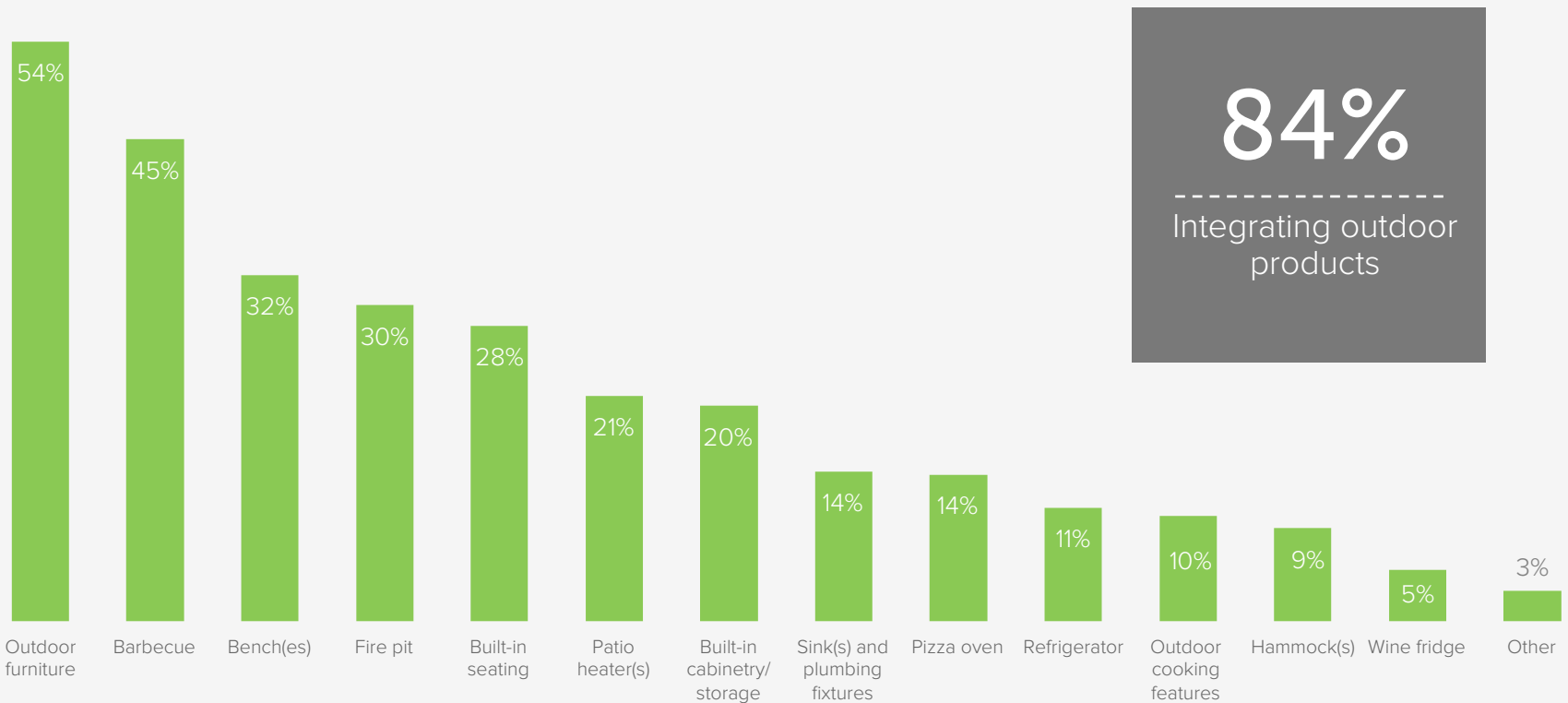
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Comfort, Food, and Fire



The majority of homeowners renovating their outdoor spaces buy comfort-enhancing outdoor products such as outdoor furniture (54%), barbecues (45%), benches (32%), and fire pits (30%). Many incorporate built-in seating and add heaters for warmth and ambience.

NEW/UPDATED OUTDOOR LIVING PURCHASES IN OUTDOOR PROJECTS*



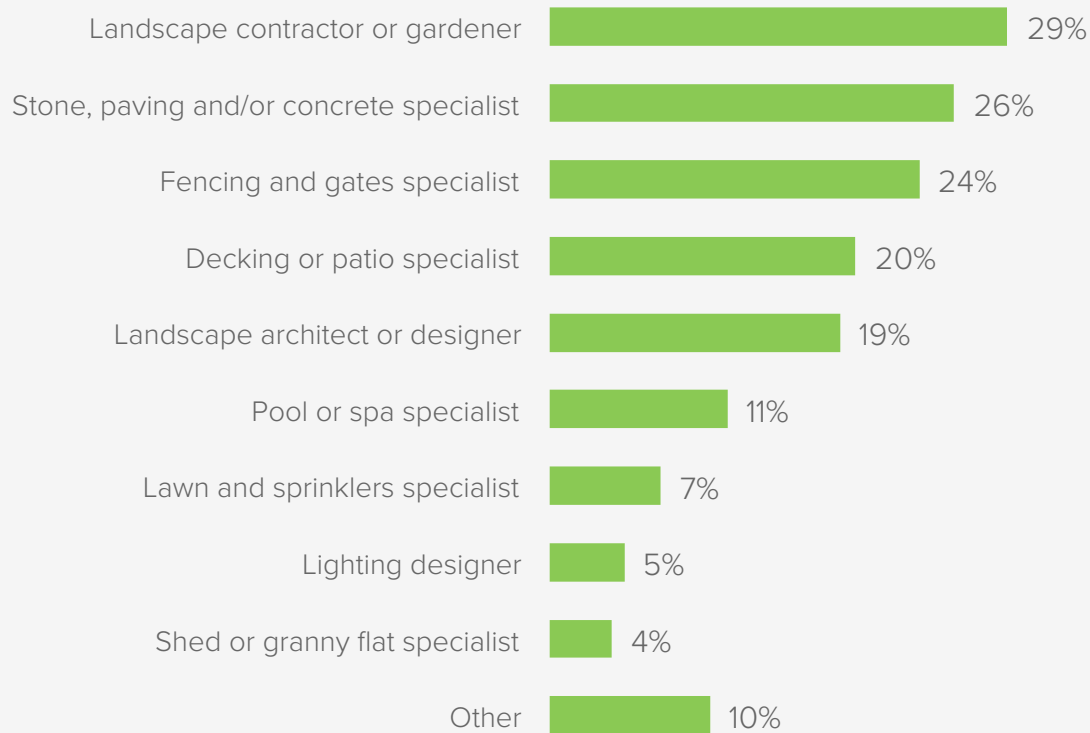
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Landscape Pros in High Demand



Over a third of homeowners are enlisting the help of a landscape contractor or gardener and/or landscape architect/designer during their outdoor projects (37%). Pros specialising in stone, paving and/or concrete (26%) are in high demand too, followed by fencing and gate specialists (24%) and decking or patio specialists (20%).

HIRED PROFESSIONALS IN OUTDOOR PROJECTS*



37%

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.

Bigger Project, Bigger Budget



Outdoor projects come in all budgets. More than two thirds of homeowners spent or plan to spend less than \$3,000 on minor projects (71%). More substantial projects require higher budgets and 73% plan to spend or spent above \$3,000. Eight in ten homeowners (79%) spent or plan to spend above \$5,000 on complete overhauls.

BUDGET AND SPEND IN OUTDOOR PROJECTS*

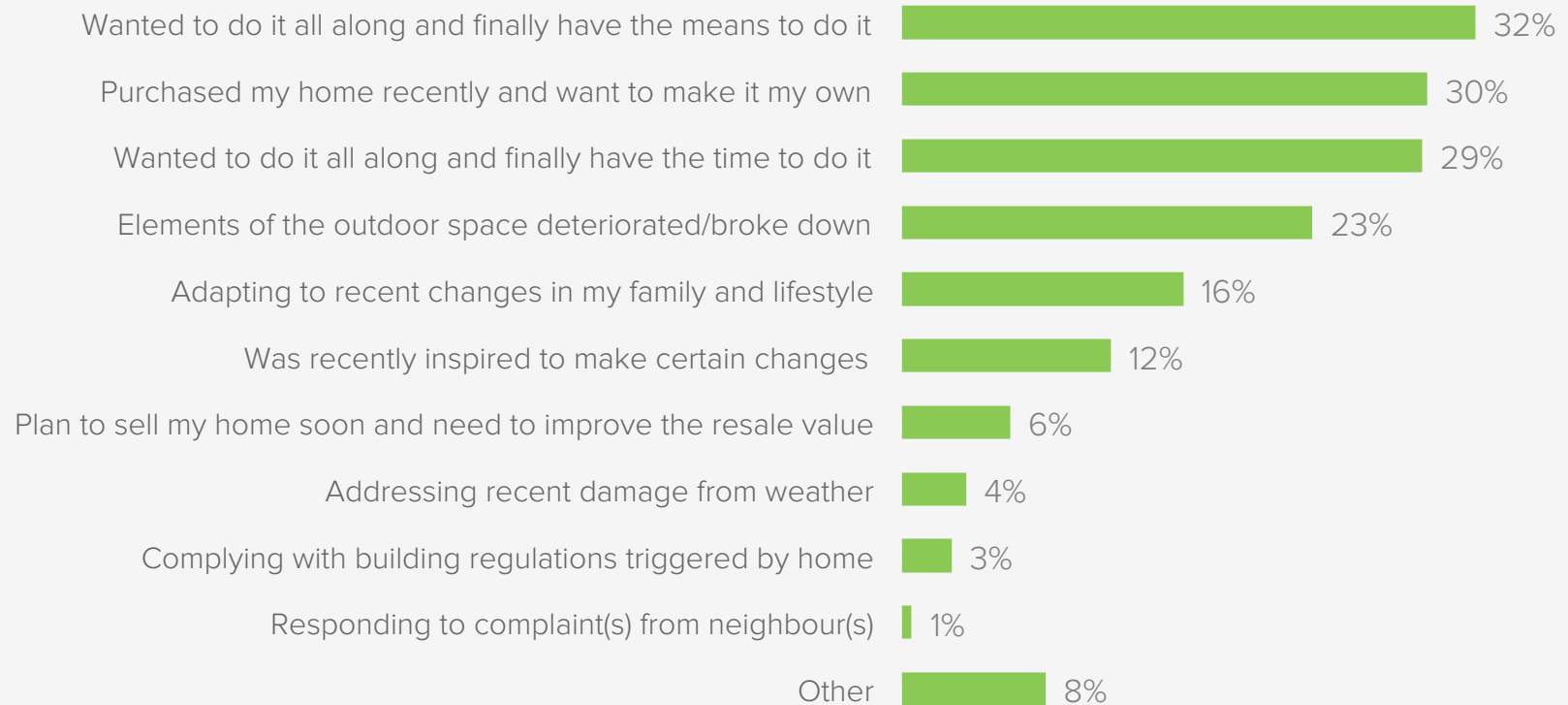


Money & Personalisation



Finally having the finances to complete outdoor upgrades is the biggest trigger for activity (32%), followed by a recent home purchase (30%). Many wait until the right moment, with 29% reporting finally having the time on their hands sparked work on a desired project.

TOP EVENTS TRIGGERING OUTDOOR UPGRADES*



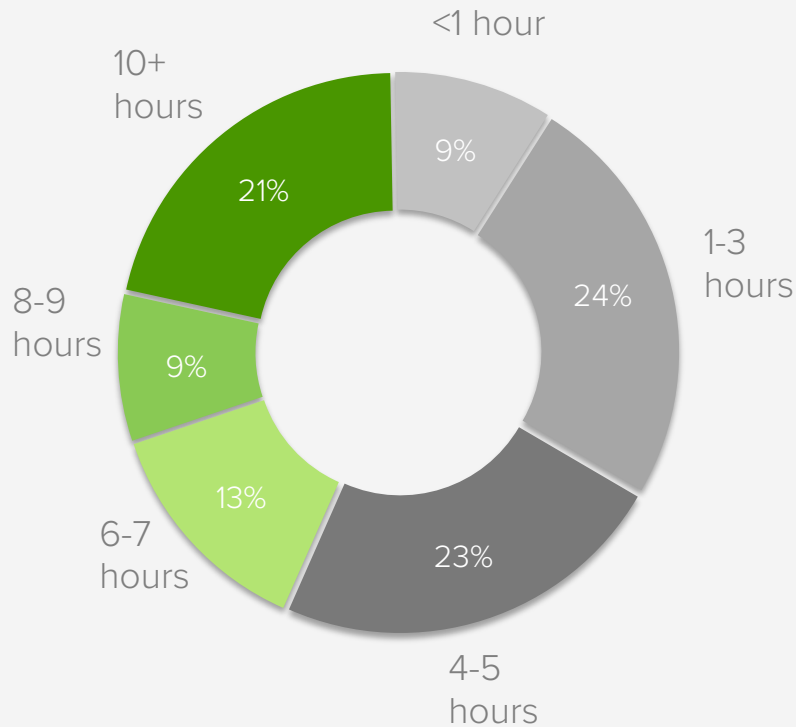
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A More Personal Paradise Than Ever

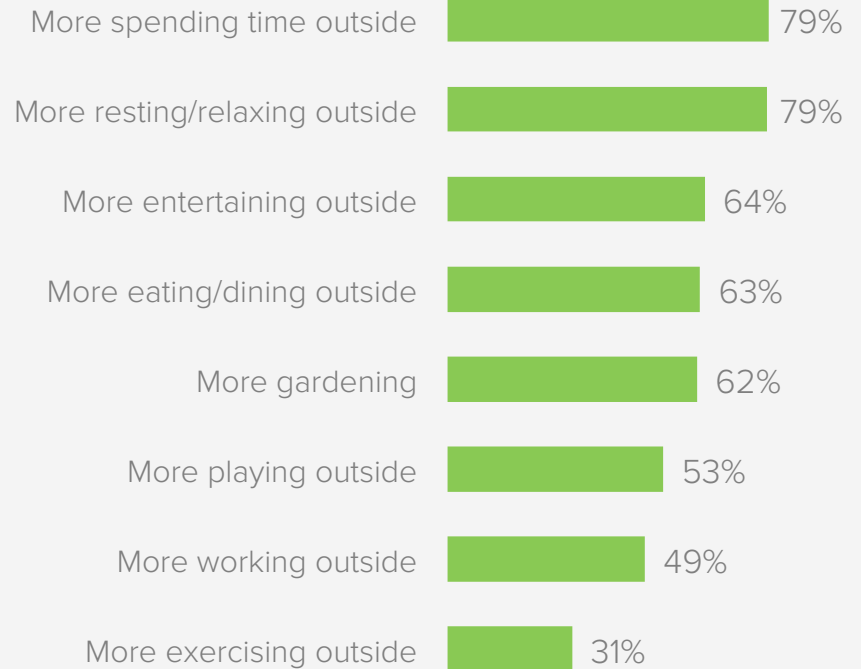


More than half of homeowners who are upgrading their outdoor spaces spend up to five hours there per week (56%), with over a fifth spending more than ten hours (21%). Furthermore, those who completed an outdoor project report an increase in spending time outside and relaxing, entertaining, eating, gardening, and playing in the outdoor spaces.

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.

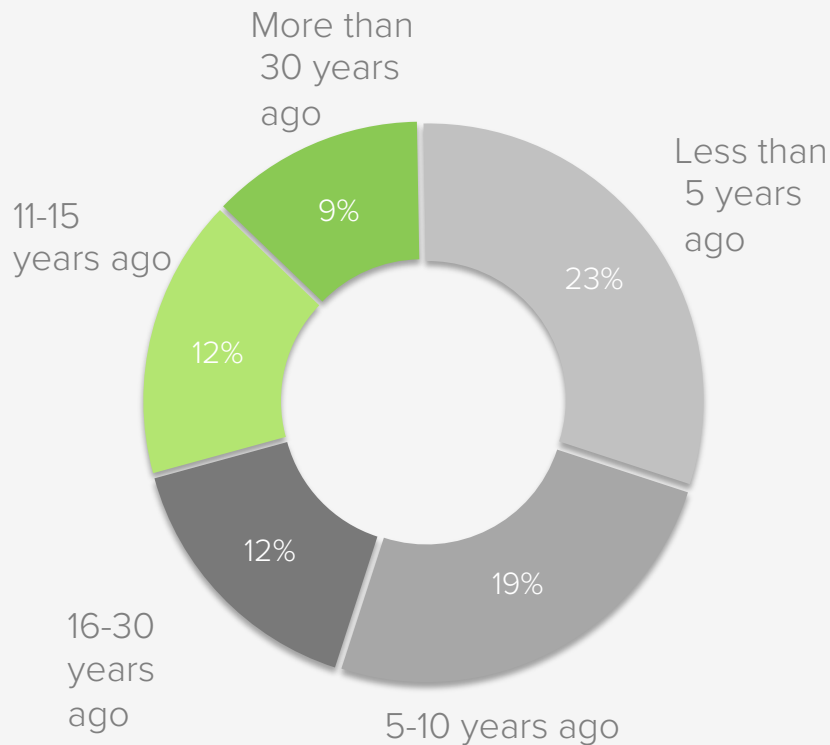
**Percentages reflect proportion of homeowners who have completed an outdoor project in the last 12 months.

Relaxing in The Garden

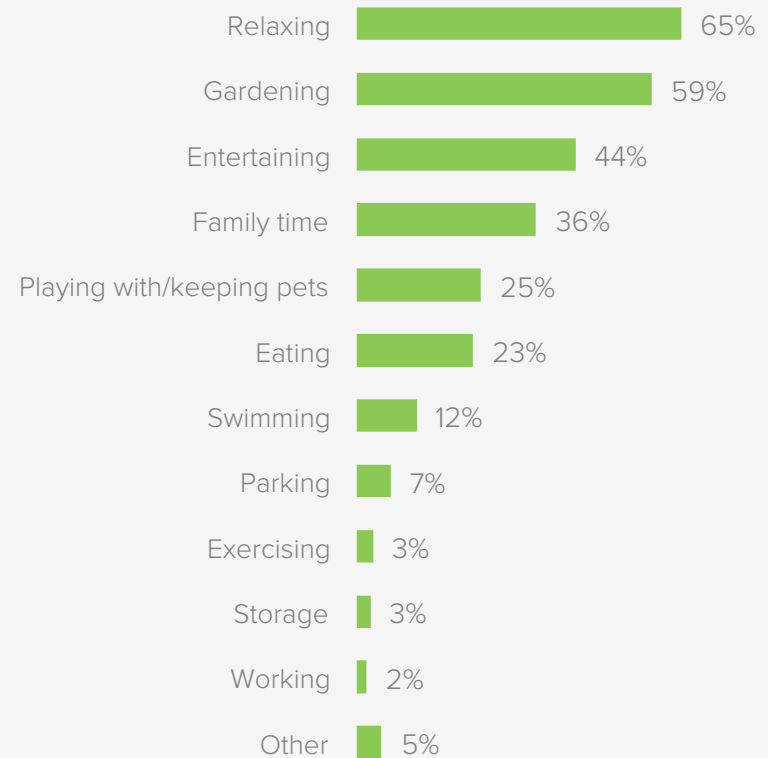


Almost a quarter of homeowners who are upgrading their outdoor spaces, last updated them less than 5 years ago (23%). Furthermore, those who completed an outdoor project report relaxing, gardening, family time, entertaining and dining, as leading uses for the the outdoor spaces after upgrades.

OUTDOOR SPACE LAST UPDATE*



USAGE OF OUTDOOR SPACE*



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

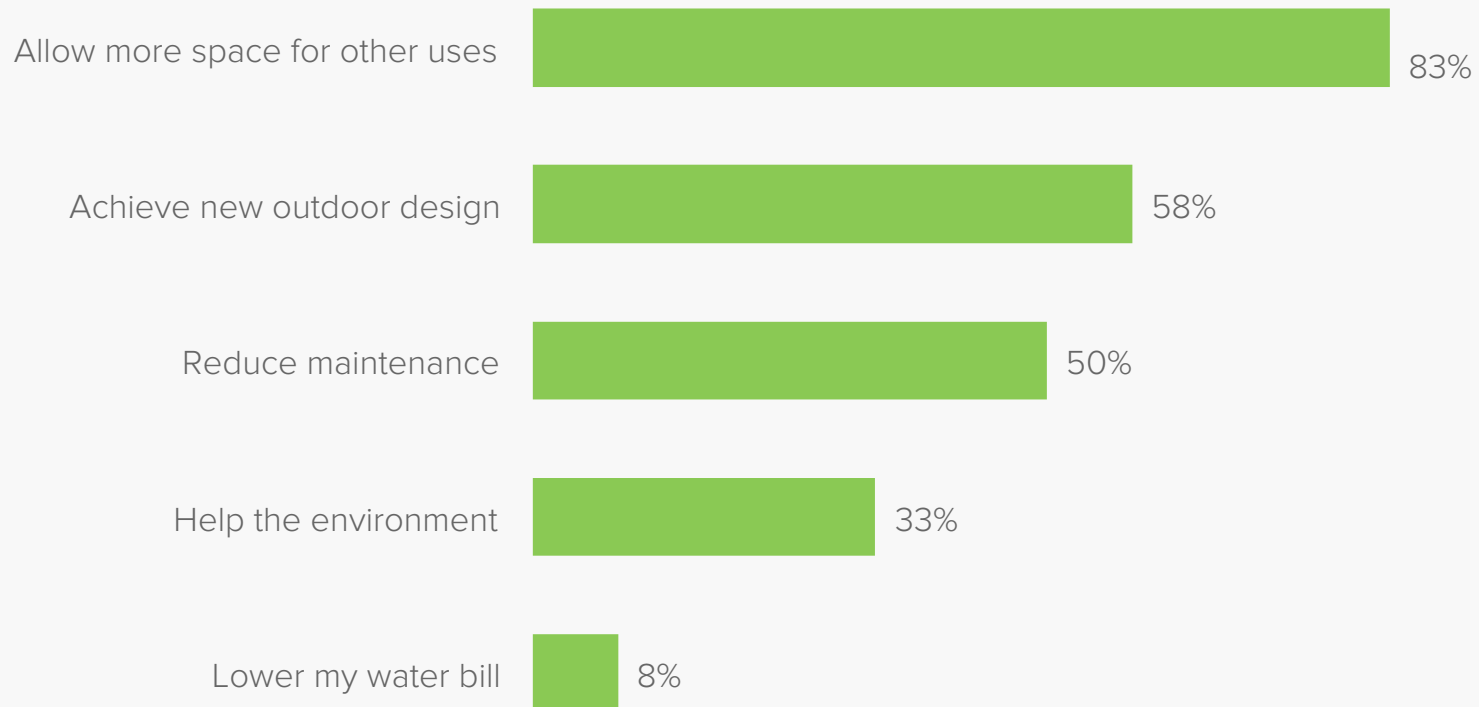
**Percentages reflect proportion of homeowners who have completed an outdoor project in the last 12 months.

Methodology

The survey was sent to registered Houzz users in Australia, and fielded between July 1st and July 12th, 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=1,754.

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, source products and hire the professionals they need to help turn their ideas into reality.

PHOTOS	FIND PROS	SHOP	STORIES
Deck	Landscape Architects & Designers	Outdoor Furniture	Outdoor living
Garden	Landscape Contractors & Gardeners	Pool & Spa	Garden Ideas
Patio	Stone Pavers & Concrete	Fire Pits & Accessories	Outdoor Rooms
Pool	Sports Courts & Outdoor Play Specialists	Outdoor Cooking	Gardening Tips
Verandah	Decks, Patios & Outdoor Structures	Outdoor features	Grow your Own
Garage and Granny Flat	Driveways & Paving	Landscape & Garden	Small Gardens
Exterior	Fencing & Gates	Outdoor Lighting	Outdoor Entertaining
	Garden & Landscape Supplies	Outdoor Structures	
	Lawn & Sprinklers	Backyard Play	
	Outdoor Audio Visual		
	Pools & Spas		
	Arborists & Tree Services		