

## Where consumers spend

PLANET/Harris Interactive's research reveals consumers' spending habits on professional lawn and landscape services.

vs. 30 percent of men). About a third say they hire professionals because they don't have enough time and 31 percent say it's because they want a professional look. Fifteen percent say they don't have the patience. (See chart below).

### What they'll spend on

A third of U.S. adults who have a lawn or landscape say they'll hire a professional in the next year for at least one service. Fifty-eight percent state they will not hire a professional in the next year for lawn/landscaping services. Nine percent are not sure.

The top five spending areas are expected to be landscape maintenance/care, such as mowing, edging, leaf cleanup;

lawn care (e.g., application of fertilizer and weed control products); tree care; landscape services, which could include design and/or installation such as planting shrubs, trees, flowers, mulching, etc.; and building patios, decks, walkways or outdoor kitchens. (See chart on page 10).

### How much they'll spend

U.S. adults with a lawn or landscape who expect to spend on landscape maintenance/care in the next year plan to spend an average of \$700 on this service in the next year, a \$100 increase compared to what they reported spending last year.

Those who hired or expect to hire a professional for lawn care services

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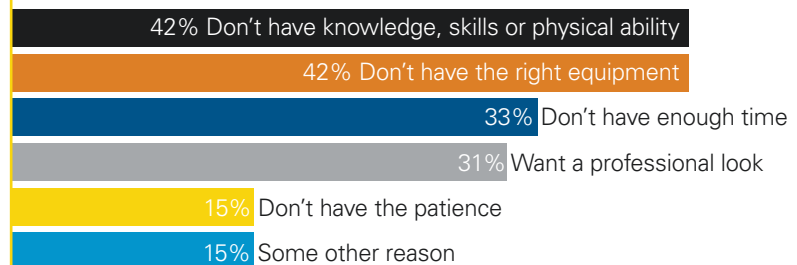
**T**he Professional Landcare Network (PLANET) commissioned Harris Interactive to field research, asking consumers about spending on professional lawn and landscape services. The online, five-question survey was conducted in February among 2,219 U.S. adults aged 18 years and older, of whom 1,830 (83 percent) have a lawn or landscape. The study is the second in a two-part series PLANET conducts with Harris. For complete reports on both parts, visit [loveyourlandscape.com/research/](http://loveyourlandscape.com/research/).

### Why they spend

Survey results show that those who purchased lawn/landscaping services in the past year or will purchase services in the next year do so primarily because they don't have the knowledge, skills or physical ability or they don't have the right equipment (both at 42 percent). Women are more likely to indicate the former response (56 percent of women

### Main reasons for hiring a professional for lawn/landscape services

*(Respondents could select more than one)*



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will spend an average of \$400 in the next year, which is flat from what they reported spending last year. Tree care customers also expect to spend \$400 in the next year on those services, which is on par with last year.

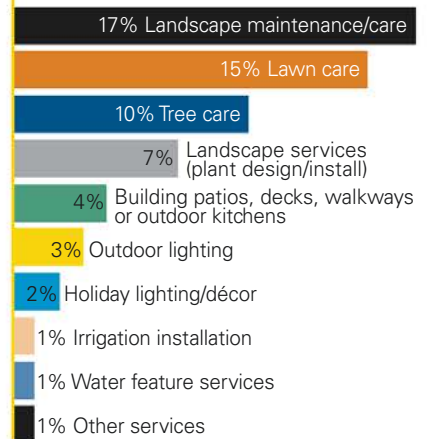
Those who spend on landscape services plan to spend \$1,200 in the next

year, which is a \$200 increase from what they reported spending last year.

Finally, those who hire professionals for building patios, decks, walkways or outdoor kitchens expect to spend \$2,900 in the next year, which is about double the \$1,500 they reported spending last year. —MARISA PALMIERI

## Services consumers expect to hire a professional for in the next year

*(Respondents could select more than one)*



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## LM ADDS STAFF

*Landscape Management (LM)*, added two media professionals to its staff last month. Bill Roddy, a Green Industry marketing professional, has joined North Coast Media as publisher of *LM* and associate publisher of sister magazine *Golfdom*. Carla Kastanis has joined NCM as national account manager for *LM* and *Golfdom*.



Bill Roddy

Roddy has spent the past 13 years managing some of Melamed Riley Advertising's largest accounts, including Syngenta and FMC. He was responsible for developing and executing marketing strategies and tactics, launching and developing brands and products across myriad platforms, including events, print, digital and social media. Kastanis fills a newly created position at *LM* and *Golfdom*. She brings with her 17 years of B2B media sales and account management experience from roles at Advanstar Communications and Penton Media.



Carla Kastanis