

Over \$12.5 Billion Spent On Professional Landscape Services

Seventeen million U.S. households spent \$12.5 billion on professional landscaping and lawn care services in 1993, according to a recent Gallup survey. The study revealed that the number of homeowners using landscape professionals was up 29 percent over 1992, and expected to grow by an additional six percent in 1994.

Results were based on personal interviews with a representative sample of 1,665 U.S. households about their 1993 spending on these services:

- **Lawn/Landscape maintenance:** Lawn fertilization, mowing, renovation, insect/weed control, pruning and mulching.
- **Landscape installation/construction:** Plants, walkways, fences, decks, pools and other water features.
- **Landscape design:** Professional landscape design/landscape architecture services:

Average 1993 household spending on landscape services was \$721. Lawn / landscape maintenance received the largest share of total homeowner landscaping dollars at \$6.4 billion, followed by landscape installation/construction at \$5.6 billion, landscape design at \$381 million. The largest average household expenditures were on landscape installation/construction at \$2,971, followed by lawn/landscape maintenance at \$445 and landscape design at \$424.

- **Americans 50 and older** accounted for nearly half of all expenditures on lawn / landscape maintenance services.
- **The Western United States** had the highest average expenditures on lawn / landscape maintenance services.

• **Americans 30-49 years old** accounted for 83 percent of landscape installation/construction sales; they also had the highest average spending in this category, \$3,482.

• **Homeowners in the South** had the highest average spending on landscape installation/construction, \$6,147.

• **Women accounted for 70 percent of spending** on landscape design services; their average expenditures in this category were twice that of men.

• **The Mid-Atlantic Region** accounted for nearly half of all landscape design spending.

The improved national economy, the upturn in home-building, and the growing awareness of landscaping's environmental and economic benefits are believed to be key factors contributing to the growth in homeowner spending on professional landscape services.

This first-of-its kind survey was sponsored by the American Association of Nurserymen, the American Society of Landscape Architects, the Associated Landscape Contractors of America, the International Society of Arboriculture, the National Arborist Association and the Professional Lawn Care Association of America.

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