

statistics

INDUSTRY TRENDS BY THE NUMBERS

FASTEST GROWING MARKETS

From first quarter 2002 to first quarter 2003

Markets	Gain
Philadelphia, PA	25.7%
Providence, RI	25.7%
Melbourne-Titusville-Palm Bay, FL	25.4%
Sacramento, CA	25.3%
Trenton, NJ	24.0%

SOURCE: NATIONAL ASSOCIATION OF REALTORS

PRICIEST HOUSING MARKETS

As of first quarter 2003

Markets	Average Price of Home
San Francisco, CA	\$509,000
Anaheim-Santa Ana, CA	\$448,400
Boston, MA	\$413,500
San Diego, CA	\$389,100
Bergen-Passaic, NJ	\$358,300

SOURCE: NATIONAL ASSOCIATION OF REALTORS

IN 5 YEARS, MY ORGANIZATION WILL:

Have more difficult financial times	40.6%
Change its equipment/ product purchasing methods	34.4%
Grow much larger in geographical area (or new branches)	32.8%
Serve new customer groups	32.8%
Recruit differently	32.8%
Grow much larger in revenues	20.3%
Market differently	18.8%
Offer more employee benefits	17.2%
Look for new sources of investment money	10.9%
Advise business advisors or partners	7.8%
Be purchased by a larger organization	3.1%

SOURCE: LANDSCAPE MANAGEMENT'S SOI SURVEY



CONSERVATION AWARENESS STRONG

Region	Plan to conserve water	Believe there is a drought
East	68%	43%
Central	55%	45%
West	79%	65%
Total	64%	49%

SOURCE: ORBIT IRRIGATION

ILLUSTRATION: DAN BEEBY

Survey says...

Q The percentage of unemployed Americans continues to rise. LM's editors wondered if this translates into a greater number of workers available for Green Industry jobs. Here's how you responded to our online survey.

58%	<input checked="" type="checkbox"/>	Quantity improving
21%	<input checked="" type="checkbox"/>	About the same workers
11%	<input checked="" type="checkbox"/>	More good workers
10%	<input checked="" type="checkbox"/>	We're desperate

Percentages based on 19 responses

Log onto www.landscapemanagement.net and answer our online survey. We publish the results here monthly.

