

# Survey says...

A consumer study conducted by home improvement website Houzz unveiled good news for the landscape profession.

By MARISA PALMIERI



**H**ouzz unveiled findings from its third Houzz & Home Survey, including homeowners are optimistic about the housing market, which is driving renovations.

The annual study covers historical and planned projects, the motivations behind these projects and the impact of the economy on home remodeling, building and decorating plans.

The research yielded data at the national, regional and metropolitan area level, which Houzz used to examine regional differences in priorities and spending. The survey was emailed to registered Houzz users between January and March. It garnered 135,000 respondents in the U.S.

**1 In demand.** While bathrooms and kitchens are the most popular renovation projects again this year, 30 percent of homeowners planning projects in the next two years plan to hire a

**64%** Percent of those who did landscape work to their home in the past five years and added a new lawn, plants or trees.

landscape professional. Adding to the attention on the Green Industry, patio or landscape addition or renovations have been among the top five projects completed in the past five years, with 22 percent of homeowners having completed one at an average cost of \$9,545. Those who remodeled the exterior of their home in the past five years were most likely to add a new lawn, plants or trees (64 percent); a new deck or patio (46 percent); grading/leveling/terracing of yard (32 percent); new fencing (29 percent); new structure like a shed, pergola or arbor (24 percent).



**21%** Amount of Millennials who are likely to install a fire pit versus 16 percent of older groups.

**2 Age differences.** When it comes to outdoor projects, Millennials are less likely than older age groups to build a new deck or patio (39 percent versus 46 percent), a new structure like a shed, pergola or arbor (18 percent versus 24 percent) or install new irrigation (16 percent versus 21 percent), but are most likely to install a fire pit or other fire feature (21 percent versus 16 percent).

**3 Planning horizons.** From initial research to the start of constructions, homeowners spend six months to more than a year prepping for renovation projects. At the top of the spectrum are custom home builds, averaging 12.6 months. Patios/landscapes take about 6.6 months to plan, the same stretch as siding, media room and garage/carport projects.

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**6.6** The average number of months homeowners take to plan a patio/landscape project.





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**4 Popular projects.** Bathrooms and kitchens top renovation project lists again this year among those planning a project, with 26 percent of U.S. homeowners planning a bathroom remodel or addition and 22 percent planning a kitchen remodel or addition in the next two years. Seventeen percent of homeowners are planning landscape additions or renovations and 14 percent are planning deck/porch improvements.

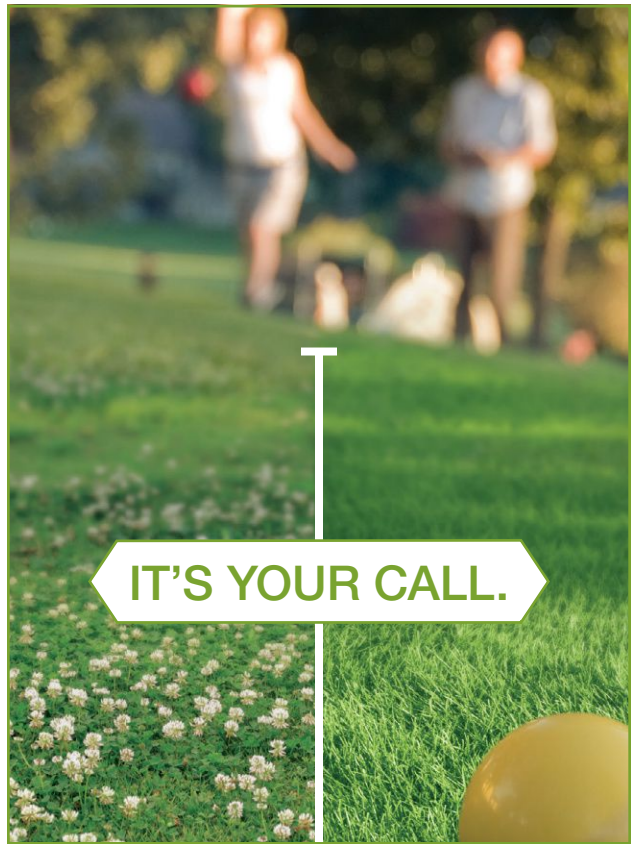
**14%** Percent of homeowners who are planning deck/porch upgrades.

## The Ticker: DESIGN/BUILD

The New Jersey Vietnam Veterans' Memorial Foundation unveiled its newly constructed Huey Helicopter Plaza in Holmdel, N.J., May 7. The memorial was made possible through the **EP Henry HeroScaping** program, which donated 1,000 square feet of pavers and 1,300 square feet of walls. It stands as a tribute to veterans who served during the Vietnam era.



**Case Construction Equipment** and **CNH Industrial** participated in the Victory Garden Blitz as part of the Victory Garden Initiative, installing 500 raised-bed gardens for people in the Greater Milwaukee area. In addition to financial sponsorship, Case donated the use of a SV300 skid-steer.



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### The Goods: DESIGN/BUILD

#### BOBCAT CO. E32I AND E35I

These Tier 4 models are additional offerings in the 3-ton class of compact excavators. The E32i (pictured) is a conventional tail swing model and the E35i is a zero tail swing excavator. The company says they're ideal for rental customers and first-time equipment buyers.

#### FUEL TIME

These models feature a direct-inject, 1.7-liter, naturally aspirated diesel engine. →

#### UPFRONT

The E32i and E35i feature a new forward-mount instrumentation system.

#### EXTENDED OFFERING

Both machines have an optional extendable, telescoping arm that allows for the use of a hydraulic clamp.



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