

A LOOK AT AMERICANS' LAWN CARE KNOWLEDGE



IN HONOR OF
NATIONAL LAWN
CARE MONTH
IN APRIL

LAY OF THE LAND

MORE THAN

3 IN 4

U.S. ADULTS HAVE A HOME
WITH A LAWN AND/OR
LANDSCAPING



94% SAY LAWN OR LANDSCAPE
SERVICES WERE PERFORMED AT
THEIR HOME IN THE PAST YEAR**

81% DID THE WORK
THEMSELVES**

44% HIRED A
PRO**



LAWN CARE IS SIMPLE, RIGHT?



74% BELIEVE THEY KNOW HOW
TO CARE FOR THEIR LAWN
EACH SEASON**

FEEL CONFIDENT IN THEIR
LAWN CARE KNOWLEDGE*

68%

SO WE PUT THEIR KNOWLEDGE TO THE TEST AND FOUND...

64% FALSELY BELIEVE ALL
GRASS NEEDS TO BE
FERTILIZED IN SPRING*

57% FALSELY BELIEVE IF A
LAWN IS NOT GREEN
IT IS NOT HEALTHY*

AND EVEN MORE TELLING...

NEARLY

1 IN 3

ADMIT THEY AREN'T SURE
HOW OFTEN A LAWN
SHOULD BE WATERED*

31% DON'T KNOW HOW TO GROW
A HEALTHY/LUSH LAWN**

SAY THEIR LAWN COULD
USE IMPROVEMENT**

69%

THE VERDICT

THE FINDINGS SUGGEST AMERICANS ARE OVERCONFIDENT
IN THEIR ABILITY TO PROPERLY CARE FOR THEIR LAWNS

FOR TIPS ON HOW TO CARE FOR YOUR LAWN, OR TO FIND A QUALIFIED LAWN OR
LANDSCAPE PROFESSIONAL IN YOUR AREA, VISIT LOVEYOURLANDSCAPE.ORG



*Among U.S. Adults **Among Americans who have a lawn and/or landscape

This survey was conducted online within the United States by Harris Poll on behalf of the National Association of Landscape Professionals from February 3-5, 2016 among 2,178 adults ages 18 and older, among which 1,695 say they have a lawn/landscape. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Kaitlin Moyer at kmoyer@vaultcommunications.com.