A LOOK AT AMERICANS' LAWN CARE KNOWLEDGE

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**

LAY OF THE LAND

MORE THAN

LAWN CARE IS SIMPLE, RIGHT?

74%

Believe they know how to care for their lawn each season**

68%

Feel confident in their lawn care knowledge*

THE VERDICT

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

64%

Falsely believe all grass needs to be fertilized in spring*

57%

Falsely believe if a lawn is not green it is not healthy*

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**

69%

Say their lawn could use improvement**

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

AND EVEN MORE TELLING...

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

IN HONOR OF NATIONAL LAWN CARE MONTH IN APRIL

*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.