

# CHAPTER 3 ABOUT CONSUMERS AND THEIR OUTDOOR LIVING PURCHASES

## OVERVIEW OF OUTDOOR LIVING CONSUMERS AND THEIR ANNUAL PURCHASES

### MOST U.S. HOMEOWNERS PURCHASED OUTDOOR LIVING GOODS AND SERVICES IN PAST YEAR

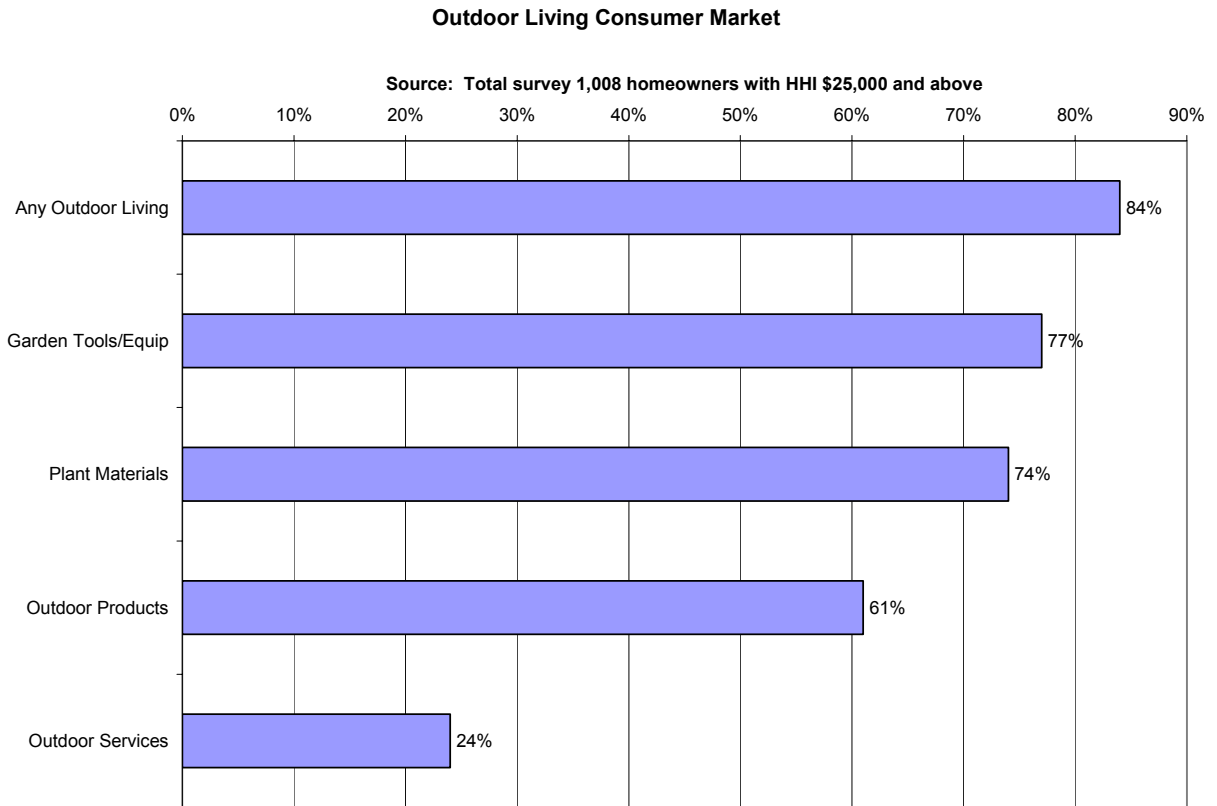


Figure 8: Outdoor Living Consumer Market Purchase Incidence

It should come as no surprise to homeowners across the country that almost all of them purchased outdoor living products and/or services in the past year. Some 84 percent of homeowners purchased any outdoor living products from January 2004 through December 2004.

Purchase incidence is highest for garden tools, equipment and supplies, including soil amendments, fertilizers, and weed killers, bought by 77 percent of homeowners. Plant materials are the second most widely purchased outdoor living product, bought by 74 percent, followed by outdoor living supplies and accessories, such as barbecue grills, bird feeders, porch and patio decoratives, outdoor furniture, etc., bought by 61 percent of homeowners.

While most American homeowners bought outdoor products in 2004, the majority of these buyers did-it-themselves when it came to using the garden tools and planting the plants. Only 24 percent of homeowners used any landscaping, gardening or outdoor living service. Purchase incidence is highest for the most affluent homeowners, with 39 percent of homeowners with household incomes of \$75,000 and above purchasing outdoor living services.