



American Homeowners Agree – Having a Good-Looking Lawn is Very Important

May 16, 2023

U.S. homeowners take pride in their outdoor spaces, with nearly half of homeowners claiming their lawn is greener than their neighbors

DENVER, May 16, 2023 (GLOBE NEWSWIRE) -- [Angi](#), a leading and comprehensive solution for home services, today released the results of a nationwide survey that shows how the friendly lawn competition among neighbors is heating up this summer.

More than 94% of Americans believe that a well-manicured lawn is important to the overall appearance of their home and 49% of homeowners claim that their grass is greener than their neighbors. When asked specifically about their confidence in their lawns, Utah homeowners showed the most confidence (72%) while Washingtonians and North Carolinians both showed the least confidence (48%). The least competitive state when it comes to how their lawn compares to neighbors? Hawaii (20%).

"Lawns and outdoor spaces have always been an important part of any home," said Angie Hicks, Chief Customer Officer of Angi. "There's a sense of pride that comes with having a well-maintained, green lawn and it's interesting to see the value that homeowners placed on outdoor space during the pandemic continue. We know there's a willingness from homeowners to learn and invest in maintaining their lawns, and there's never been a better time to do just that."

Why are homeowners so focused on keeping their lawns in tip-top shape? 34% of respondents said it was so they could enjoy their outside space. Others noted that they do it for the aesthetics, for playing with kids and dogs and for hosting outdoor barbecues.

Continued Ms. Hicks, "While we know that homeowners take great pride in their lawns, data from our survey shows that many still aren't quite sure about the best way to tackle lawn maintenance. It's important that homeowners understand the type of grass and landscaping they have and how to properly maintain it in order to get the most out of their outdoor spaces."

One of the most surprising survey findings surrounded another pandemic boom – pets. More than 73% of surveyed homeowners said they take on more lawn maintenance to roll out the green carpet for their prized pets. Maryland (100%), Wyoming (93%), Utah (92.8%) and Arizona (92.3%) had the highest number of respondents who claimed to take on more maintenance for their furry friends.

It doesn't look like lawn envy is easing up anytime soon, with data from our State of Home Spending report showing that over the next five years over [25% of homeowners](#) plan to tackle large outdoor renovations.

You can read the survey findings [here](#).

Methodology

Angi surveyed 1,250 individuals from March 2, 2023 to March 6, 2023 to gain insight into how Americans view their lawns, their lawn maintenance routines, and what outdoor improvements they plan to execute in 2023. Angi conducted and analyzed this survey using the Pollfish survey delivery platform, which delivers online surveys globally through mobile apps and the mobile web along with the desktop web.

About Angi

Angi (NASDAQ: ANGI) is your home for everything home—a comprehensive solution for all your home needs. From repairs and renovations to products and financing, Angi is transforming every touch point in the customer journey. With over 25 years of experience and a network of over 200,000 pros, we have helped more than 150 million people with their home needs. Angi is your partner for every part of your home care journey.

Contact:

Angi Corporate Communications
Mallory Micetich
(303) 963-8352



Source: Angi Inc.