



TRUGREEN

TruGreen conducted a nationwide survey to better understand the trends, sentiments and aspirations related to how Americans

LIVE LIFE OUTSIDE

as well as the emotional benefits of our yards and green spaces. Here's what we learned:

GET OUTSIDE, CHANGE THE WORLD



A tremendous 87% believe that if everyone spent more time outside there would be great health benefits and long term benefits for society.

YOU'RE OUT!

Overwhelmingly, Americans seem to want kids to put down the devices and pick up a ball. 92% said it's important for children to replace video game/internet time with time outside. 72% also said the same thing goes for themselves.



TOO MUCH OF A GOOD THING...ISN'T ENOUGH

Among the Americans who are spending more time outside now than five years ago, 58% said they should spend even more time outside.



THE GREAT OUTDOORS IS CALLING

More than half of Americans surveyed said they want to spend more time outside, and 68% of Americans said they aren't spending more time outside compared to five years ago, reflecting the tendency that we aren't getting outside as often as we'd like.



TIME FOR FUN IN THE SUN

86% of Americans who are lucky enough to have a yard consider it to be an important part of their life. In fact yard owners spend an estimated 50 hours more per year outside than those without.



GREENER IS BETTER

46% of homeowners said if they had a greener, more maintained and healthier lawn, they would spend more time outside.



IT'S A FAMILY AFFAIR

3 out of 5 Americans agree that their yard is their favorite place at home to spend quality time with their family. Two thirds said their fondest family memories involve spending time together with friends and family in their yard.



TruGreen believes more life should be lived outside, where we are happier, more active and more connected with ourselves, with loved ones and with nature. A beautiful lawn is the foundation to creating these beautiful connections.

SURVEY METHODOLOGY

TruGreen's National Live Life Outside Survey was fielded from January 28 - February 2, 2015, using the field services of Research Now. The online omnibus survey was conducted among a nationally representative sample of Americans aged 18-64 (n=2,000), with a margin of error of plus or minus 2.2 percentage points at the 95 percent confidence level.

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