Landscaping Preferences in Utah

Matthew Johnson, Weber State University
Research Mentor: Douglas Jackson-Smith, Utah State University

Why Is This Important?

- Utah’s water demand is predicted to outpace its supply in roughly 25 years (Utah Division of Water Resources, 2010)
- According to a Utah Division of Water Resources report (2010), about two thirds (65%) of Utah's current residential water use is from outdoor water use.
- Understanding homeowners’ landscaping preferences is an important factor in water conservation efforts in Utah.

Previous Research

- Other researchers have found that people who have lived in an arid environment longer are less likely to adopt water conserving landscaping practices, and more likely to have a traditional turf grass lawn (Spinti et al., 2004, and Hilaire et al., 2010)

Research Questions

• Are residents less likely to have a grass lawn if they are not originally from Utah?
• Is there a difference between homeowners and renters?

Research Methods

• Collected survey data on iPads at 16 grocery stores between September 2014 and June 2015.
• Used SPSS to analyze survey data and explore relationships that might support research question.
• Survey had an overall response rate of 44%. Our team approached over 10,000 shoppers.

Key Findings

• Respondents who are not originally from Utah are less likely to have a grass lawn.

- Renters are much less likely to have a grass lawn, but the impact of Utah Origin is significant regardless of tenure status.

Why Is This Important?

- Utah’s water demand is predicted to outpace its supply in roughly 25 years (Utah Division of Water Resources, 2010)
- According to a Utah Division of Water Resources report (2010), about two thirds (65%) of Utah's current residential water use is from outdoor water use.
- Understanding homeowners’ landscaping preferences is an important factor in water conservation efforts in Utah.

Previous Research

- Other researchers have found that people who have lived in an arid environment longer are less likely to adopt water conserving landscaping practices, and more likely to have a traditional turf grass lawn (Spinti et al., 2004, and Hilaire et al., 2010)

Research Questions

• Are residents less likely to have a grass lawn if they are not originally from Utah?
• Is there a difference between homeowners and renters?

Research Methods

• Collected survey data on iPads at 16 grocery stores between September 2014 and June 2015.
• Used SPSS to analyze survey data and explore relationships that might support research question.
• Survey had an overall response rate of 44%. Our team approached over 10,000 shoppers.

Key Findings

• Respondents who are not originally from Utah are less likely to have a grass lawn.

- Renters are much less likely to have a grass lawn, but the impact of Utah Origin is significant regardless of tenure status.

Why Is This Important?

- Utah’s water demand is predicted to outpace its supply in roughly 25 years (Utah Division of Water Resources, 2010)
- According to a Utah Division of Water Resources report (2010), about two thirds (65%) of Utah's current residential water use is from outdoor water use.
- Understanding homeowners’ landscaping preferences is an important factor in water conservation efforts in Utah.

Previous Research

- Other researchers have found that people who have lived in an arid environment longer are less likely to adopt water conserving landscaping practices, and more likely to have a traditional turf grass lawn (Spinti et al., 2004, and Hilaire et al., 2010)