

HUSQVARNA GLOBAL GARDEN REPORT 2011

GARDENING – AN INVESTMENT THAT LASTS



MAIN FINDINGS

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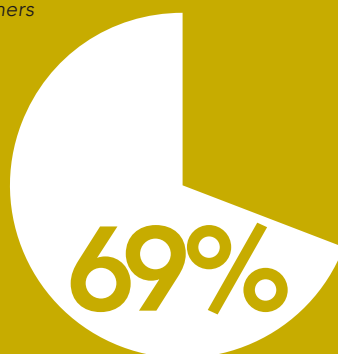
- In this year's report, we let 5,000 homeowners from nine different countries assist us in estimating the average effect that a well-maintained garden has on property prices. Globally this effect was estimated at **16%** (*the Garden Effect*).
- When taking costs of maintenance, plants and garden makeover into account, the average hypothetical payback on garden investments was estimated at **3.1 times the money invested** (*Payback-If-Sold*).
- Checking with real estate agents, more than 70% believed that a **neglected garden lowers property prices** by somewhere between 5-15%. Another 17% believed the effect could be even higher.
- In terms of garden elements that homeowners believe contribute most to property value, a **well-maintained lawn tops the global list**, followed by an inviting social area.
- Despite its obvious power to influence our perception of the market value of properties, only about 1 out of 2 homeowners in our study considered time and resources spent on their gardens as an investment, 32% thought that garden work could be a time-consuming hassle. Hopefully, this report will cause them to reconsider.

MARKET	GARDEN EFFECT	EST. PAYBACK-IF-SOLD
Australia	12%	3,6
France	15%	5,0
Germany	18%	2,6
Japan	24%	5,1
Poland	18%	2,2
Russia	16%	1,5
Sweden	13%	2,8
UK	10%	4,1
US	18%	1,8
Global average	16%	3,1

Based on the estimations of 5,000 homeowners

16%

The overall estimated effect of a well-maintained garden on property prices



Share of real estate agents who believed that the garden was either important or very important for the overall market value of a property

TOP 5 GARDEN ELEMENTS GLOBALLY

1. Well-maintained lawn
2. Inviting social area
3. Stone paths and walkways
4. Decorative trees
5. Decorative bushes

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INVEST IN EDEN

TIME FOR A NEW LOOK AT OUR GARDENS

For passionate gardeners around the world, gardens are priceless. They do not view their work as a strenuous chore, but rather as a healing act that makes them feel good and calm. Homeowners use their gardens as sanctuaries to escape from an over-commercialized society and reconnect with nature. These are some of the things we learned in the Husqvarna Global Garden Report 2010 where we focused on garden lovers in social media. As a sanctuary, the economic value of the well-designed and well-kept landscape may be of secondary importance to the passionate gardener. However, the economic value of the fruits of their labor is not unimportant. For homeowners all over the world, the value of the property they own is of great importance.

Despite this, when we think about investing in a house, we tend to think about investments directly in the interior or exterior of a house or an apartment that we own. Projects like redoing a kitchen or a bathroom are viewed as smart investments to enhance the value of a property. We rarely speak of the garden, the lot and our yards as something to invest in. This report will show that it is time we reconsider.

HUSQVARNA GLOBAL GARDEN REPORT 2011 – A NEW WAY OF LOOKING AT GARDENS

If the state and quality of the garden has direct bearing on the market value of our properties it would surely affect how we view all the work and resources that we put into gardening. Is a garden investment worthwhile and what should gardeners invest in to raise the curb appeal of their property? Is gardening simply a chore that must be done, or is it actually a sound investment?

Instinctively, we might suspect that the garden should have some effect on property value, much in the same way as a newly renovated kitchen adds value to a home. Surely it is no coincidence that many homeowners and real estate agents wait to put houses out on

the market during the spring and summer when the garden is in its prime. But the questions remains: how much does property value increase with great curb appeal, and does all the work spent maintaining gardens and lawns give back more than just a place where we can escape the stress and pressure of everyday life? These were some of the questions we set out to answer with a global study for the Husqvarna Global Garden Report 2011. In all, over 5,000 homeowners from nine countries and four different continents¹ participated. As we will see, the results are astounding.

¹ Suburban in this case is defined as living within a maximum of a 30-minute drive from a city of at least 100,000 inhabitants





HOMES & GARDENS – THE CENTER OF OUR PRIVATE ECONOMY

The home is the center of our lives. It is where we live, sleep, raise our children and recharge after a busy day. Our home is also the most important purchase we make as consumers – not just because it represents our intimate private sphere, but because this purchase often employs a vast part of our economic resources. And since a house is usually financed through mortgages, the purchase of a home also often sets the boundaries for what and how much we can consume.

THE HOME IS OUR EXTENDED WALLET

As property values rise, consumers feel enriched and in some markets accustomed to ever-increasing property values. Up until recently, some consumers have used the home as an extended wallet or savings account. Rising real estate values have enabled consumers to cash out on a regular basis and pursue dreams that would otherwise have been beyond their reach. Consumers gladly invest in their kitchens and bathrooms, but not so much in their garden. Why is that? Is it because we



don't have enough proof that investing in the garden really pays off? If so, the results of this study are long overdue.

THE MARKET FOR GARDENING & OUTDOOR PRODUCTS²

In the wake of the financial crisis, real estate values have fallen in many markets. For instance, in the US, the Standard & Poor's Case Shiller National Home Price Index was down 33.5% from its peak in June 2006 to the bottom in early 2009. Housing prices in the US recovered in 2009, but fell again in 2010 in what some fear is a double dip. The financial market may be reflected in the declining growth rate of the gardening and outdoor living market projected by Datamonitor. Between 2005 and 2009, before the financial crisis, the global average growth rate was 2.5%. Growth peaked in 2007 at 3.1% and turned downwards in 2008

with the financial crisis. In 2010, the growth rate is projected to hit a bottom of 1.5%. The growth rate is expected to pick up this year and peak at 3.3% in 2013, after which more normal levels are expected.

WHY REAL ESTATE PRICES MATTER

Real estate prices are important not just for the economy of individual households, but also for economic growth on a national and global level. If consumers sense they can afford to spend, that will fuel economic growth. As property values have fallen in many markets during the financial crisis, curb appeal (i.e. the appeal of a property as seen from the curb) becomes even more interesting. Does curb appeal raise property values in a harsh economic climate of declining real estate prices? Let's find out!

² The garden & outdoor living market consists of five categories: Plants, Shrubs and Growing media, Outdoor Living, Garden Buildings, Garden Tools & Garden Utensils. For full definition see appendix. Source: Various reports Datamonitor 2010

“The Garden Effect is the estimated increase in market value of a property that comes with a beautiful garden. Based on two different methods, the Garden Effect strikes a balance between the most conservative and optimistic estimates of this value.”

THE GARDEN EFFECT

ESTIMATING THE VALUE OF A BEAUTIFUL GARDEN

In this year’s Husqvarna Global Garden Report, we set out to estimate the monetary value of a well-maintained garden. Surely, such a value exists, but how do we best go about measuring the value of beautiful lawns and flower beds in dollars, euros, and kronor?

Our answer to this question is the Garden Effect. The Garden Effect is the estimated increase in market value of a property that comes with a beautiful garden. Based on two different kinds of methods, the Garden Effect strikes a balance between the most conservative estimates (the Rational Garden Effect) and optimistic estimates (Emotional Garden Effect) of this value.

THE EMOTIONAL GARDEN EFFECT

The garden is intimately related to the overall appeal of a house in many ways. An attractive garden has the power to influence our perception of a property. But exactly how big an impact does a beautiful garden have on this first, passionate and impulsive evaluation, the Emotional Garden Effect?

To put a number on this Emotional Garden Effect we split the 5,000 suburban homeowners into two separate groups. The first group was presented with pictures of houses with

beautiful and well-maintained gardens. The second group was presented with exactly the same properties but with plain-looking gardens. The first group on average guessed an astonishing 26% higher market value than did the latter. This effect appears to be more or less the same independent of the price of the property. For a one million or a two million euro property, the percentage seems to be the same. We call this impressive effect the Emotional Garden Effect⁴.

MARKET	EMOTIONAL GARDEN EFFECT
Japan	43%
Germany	29%
US	27%
Russia	26%
Poland	26%
France	25%
Australia	20%
Sweden	20%
UK	17%
Global average	26%

As we can see, the Emotional Garden Effect ranges from a maximum of 43% in Japan to a respectable 17% in the UK.



One property with two different kinds of gardens, a sample of the pictures used in the study. Clearly, the house to the right is more appealing. But how does the garden really affect our perception of the price of a property?

THE RATIONAL GARDEN EFFECT

But is this first passionate and emotional effect the only thing that matters? Is everyone equally governed by passion? And what about skeptics, those who for some reason don't believe that the garden is valuable at all?

Another way of estimating what the garden is worth in actual money, is to simply ask how much they think that the garden of a property is worth - the Rational Garden Effect. By framing the question this way, the respondents will tend to focus their attention solely on the practical and rational qualities of the garden; how much would it cost me to buy a similar house without a garden and then upgrade it? This estimate will likely be far lower than the Emotional Garden Effect, as this kind of question tends to triggers cool and analytical estimates. When we let the 5,000 homeowners look at both versions of the same property – one with a beautiful garden and the other with a plain-looking garden – and asked them to estimate the rise in property value going from the one to the other, the average estimate was 7%. A solid figure no doubt but, as expected, lower than the emotional evaluation.

MARKET	RATIONAL GARDEN EFFECT
Poland	9%
US	9%
Japan	6%
Germany	7%
Sweden	7%
France	6%
Russia	6%
Australia	4%
UK	3%
Global average	7%

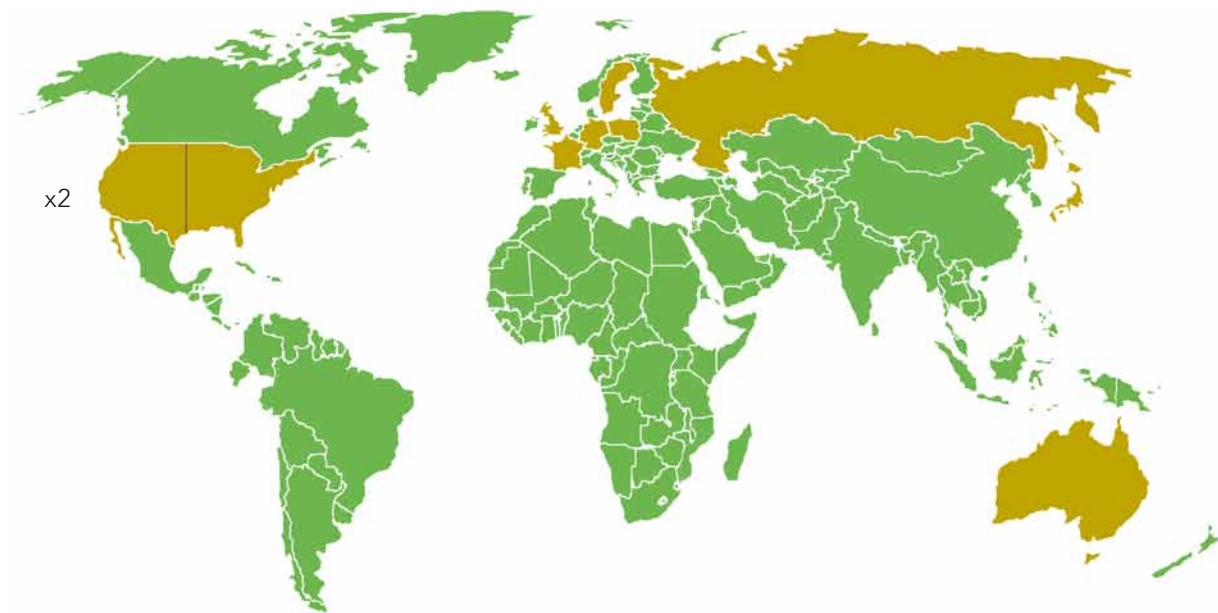
As we can see, the Rational Garden Effect ranges from a maximum of 9% in USA and Poland to 3% in the UK.

THE GARDEN EFFECT, PURE AND SIMPLE

So what is the value of a beautiful garden? Is it the 26% as suggested by the Emotional Garden Effect, or the 7% suggested by the Rational Garden Effect? We believe that the real value of a garden lies in between the two. Of course, a house in a picture is not the same as a house in real life, and thus relying solely on the emotional effect might miss important aspects. On the other hand, in the majority of cases, people do not have the choice of choosing between two identical properties but with

³ Suburban in this case being defined as living within a maximum of 30-minute drive from a city of at least 100,000 inhabitants

⁴ See appendix for details about the study design



different gardens. In real life, a house comes with a garden, and as such it is an integral part of it. It affects our overall evaluation of the house since we are governed by feelings as much as by logic. Because of this, relying solely on the rational effect is equally unrealistic.

Enter the Garden Effect. Based on our findings from the study, we believe that a fair assessment of the value of a garden can be reached by taking the average of the emotional and analytical garden effects together. It is this average then that we have chosen to call the Garden Effect, pure and simple. It is this number then that we will highlight for each country throughout the remainder of the report.

So how big is the garden effect? Well, taken together, the garden effect amounted to an impressive 16% on average for the nine countries covered in this report. Not too bad!

MARKET	GARDEN EFFECT
Japan	24%
Germany	18%
Poland	18%
US	18%
Russia	16%
France	15%
Sweden	13%
Australia	12%
UK	10%
Global average	26%

Countries covered by this year's Husqvarna Global Garden Report. The global average Garden Effect was an impressive 16%



TOOL PACKAGE 1

APPROXIMATE PRICE

4000 €

Robotic mower
Blower
Chainsaw
Multi tool trimmer
Hosetrolley
Hose sprinkler
Lawn sprinkler

Branch cutter
Pruning shears
Rake
Rake
Trolley
Axe



PAYBACK-IF-SOLD

Ok, so well-maintained and attractive gardens in our study raised the perceived market value of properties by 16% according to the global average. But what about the cost of acquiring and maintaining such gardens? Won't these costs simply cancel out any potential positive effect? In an attempt to answer this important question, we decided to develop another measure for this report, one that would act as a complement to the Garden Effect. We call this measure Payback-If-Sold (PIS) and throughout the report you can find it highlighted alongside the Garden Effect in each country.

GLOBAL PANEL OF GARDEN DESIGNERS AND LANDSCAPE ARCHITECTS

In order to estimate whether or not investing in an attractive garden makes sense given our

$$\frac{\text{GARDEN EFFECT}}{(\text{MAKEOVER COSTS}^* + \text{GARDEN TOOLS})} = \text{PAYBACK-IF-SOLD}$$

observed Garden Effect of 16%, the first thing we must do is to estimate the costs associated with obtaining gardens such as the ones used in the experiment. To do this, we asked a global panel of 122 garden designers and landscape architects to estimate the cost of upgrading an average garden to a well-maintained one. As a basis for these evaluations we used the same pictures (see appendix for the pictures used) as the ones shown to the homeowners so as to make sure that the estimates would be as relevant as possible.⁵

⁵ See appendix for pictures used

*including costs for plants and costs for professional gardener to do initial makeover.



We asked an average of ten garden designers in each country to estimate the cost of redoing the gardens shown to the homeowners, and based on their responses¹, calculated an average local cost for the makeover. Granted, this is a somewhat rough measure, based on estimates from garden designers and landscape architects rather than actual invoices, but it should nevertheless provide us with a reasonable indication of the costs.

BUT WHAT ABOUT THE TOOLS?

As maintenance of the garden is obviously crucial for the curb appeal of a property, we decided to add a Husqvarna and Gardena garden tool package with an average cost of EUR 4,000 on top of the estimated design cost. Garden equipment not only make gardening

more enjoyable, they are also the route for homeowners who seek to increase the value of their garden and essential for maintaining the garden and its value. As we learned from talking to real estate agents, neglected gardens can lower the property value substantially.

Regardless of property size, homeowners with ordinary gardens will need equipment to help keep their lawns in good condition, trees pruned, hedges trimmed and walkways cleared. We set up two typical toolkits that could work as a base for suburban homes; one kit for the time-pressed homeowner and another for the more typical gardener, both priced at EUR 4,000, arguably a very reasonable investment considering the Garden Effect.

TOOL PACKAGE 2

APPROXIMATE PRICE

4000 €

Garden tractor
Chainsaw
Trimmer
Hegetrimmer
Hosetrolly
Hose sprinkler
Lawn sprinkler

Branch cutter
Pruning shears
Garden shower
Rake
Trolly
Axe



In order not to underestimate the importance of maintenance, the cost of a typical Husqvarna tool set was thus translated into local currency and then added to each country's estimated cost of garden design in order to arrive at the final estimated cost of achieving gardens such as the ones used in this experiment.⁶

WHAT ARE THE GAINS?

Ok, so now we have an estimated cost of designing and maintaining a good-looking garden, as well an estimate of the increase in property value that comes with it. Does it

pay to invest in the garden? According to our model it sure does. On a global level, if we take the ratio of gains to costs when it comes to designing an attractive garden, it was 3.1 times the hypothetical money invested. What does that mean? According to the results of our study, every hypothetical dollar invested in creating a well-designed and well-maintained landscape would have given the homeowner in our study an average of USD 3.1 back once the property sold.⁷ However, it is important to remember that the return will vary with the property price: higher than average property

⁶ The price of tools presumably varies substantially in the different countries owing to purchasing power parity effects. Because of this it is reasonable to assume that the EUR 4,000 tool packages are probably overpriced in countries like Russia and Poland, which pulls down the Payback-If-Sold measure in these countries. Furthermore, seeing how most private house owners do most of the landscaping work themselves, the cost of a well-designed and well-maintained garden tends, if anything, to be overestimated rather than underestimated in this study.)



prices will increase the payback-if-sold; lower property prices will lower it.⁸

A Payback-If-Sold of 3.1 . Naturally, this is great news for the 50% of homeowners worldwide who reported considering their time and resources spent in the garden an investment. What this seems to suggest is that the green fingers of a dedicated gardener pay off in more than one sense. Besides rendering peace, calm and serenity, gardening is likely to benefit the gardener with a great pay off in monetary terms as well!

⁷ It is important to remember that these numbers are based on a model, and not actual sales data. As such, the model is no guarantee that the payback will be 3.1 for a particular property. ⁸ See appendix for more details



GROWING MONEY – DREAM OR REALITY?

So, a well-maintained garden raised the perceived market value of a property by two-digit percentage points and gives an average Payback-If-Sold of 3.1 times the money invested according to the global average. This is great news for garden-lovers everywhere. But how credible are the results? Do they merely reflect a gardeners' dream, or do they mirror the real impact of curb appeal on property values? Let's take a look at other studies and consider the garden effect in relation to these results.

ACADEMIC STUDIES BASED ON ACTUAL SALES DATA: IN RANGE WITH THE RESULTS

In academic studies two different methods are usually used to estimate the value of a garden: these methods are typically referred to as the hedonic model and the survey model. The hedonic model calculates the monetary impact of a well-maintained garden based on actual house sales. Studies from the US and Canada using this model found that when gardens are upgraded from good to excellent, the price increased an average of 10.8%.⁹ A neglected garden has also been found to have a negative effect on price of 8-10%.¹⁰ Hence the span between an excellent garden and a

neglected one is approximately 19-21%. Since the reported results of this study are based on a transition from a plain to a well-maintained garden, 16% does indeed seem to be in line with other studies.

In the US, the National garden association (NGA) performed a nationwide study in 2007 showing that consumers estimated that the price of a home increased an average of 19% with well-designed and well-maintained landscaping.¹¹ Thus, if anything, the NGA results are higher than the estimates in this year's Husqvarna Global Garden Report.

ACADEMIC SURVEYS-BASED STUDIES SHOWING SIGNIFICANT EFFECTS TOO

Academic studies using the survey model have also found a significant positive impact of well-designed gardens, although slightly lower than the results based on actual sales data. For instance, one US-based study found that a well-designed and well-maintained garden might increase the real estate value of a home by 5-12.7%.¹² Again, these results are clearly lower than the Emotional Garden Effect, but definitely in line with the regular Garden Effect.

⁹ 2007, Stigarll & Elam

¹⁰ 1994, Henry

¹¹ 2007, Butterfield

¹² 2005, Behe et al, 2000, 1998, Degner & Moss

WHAT DO REAL ESTATE AGENTS SAY?

Based on the findings of other studies, an estimated garden effect of 16% globally and a Payback-If-Sold of 3.1 do not seem entirely unrealistic. But before jumping to any conclusions, perhaps we should check with the authorities on house prices.

In this year's Global Garden Report, apart from nearly 5,000 homeowners and 120 garden designers, we also decided to check our results against a global panel of 44 real estate agents. This global panel was shown both versions of the properties as they transitioned from ones with plain to well-maintained gardens; in other words, a set-up identical to the one used to estimate the Rational Garden. For each increase in curb appeal we asked the agents to estimate the change in market value. The result was a perceived value increase of around 8-9% for a well-maintained and well-designed garden.¹³ In other words, lower than the garden effect, but slightly higher than the rational effect.

How should we interpret these findings? Is the garden effect perhaps too optimistic? Well, of course this can never be completely ruled out. On the other hand, it does not seem unlikely that showing both versions of the properties to real estate agents tends to trigger an overly "rational" evaluation from the real estate agents as well, just as we hypothesized would be the case for homeowners. Clearly, it would have been nice to see what the effect would have been if we had measured the emotional garden effect for real estate agents too. Perhaps a worthy task for next year's report!

MAINTENANCE MATTERS: DO NOT NEGLECT YOUR GARDEN!

In the academic studies based on actual sales data mentioned above it has been found that when a homeowner stops tending to the garden, the property value is seriously affected.

If the landscaping is allowed to decay long enough, it can cause sales prices to fall 8-10%. Therefore, as already mentioned, maintaining the garden is as important as creating well-designed landscaping. This conclusion is also supported by our global panel of real estate agents. An absolute majority of 72% of the panel estimated the negative effect on property value that comes with a neglected garden to be around 5-15% while another 17% estimated that the effect was even higher. When asked whether or not they considered the garden important for the overall market value of a house, 69% responded that it was either important or very important.

WANT TO REDUCE TIME-TO-SALE? INVEST IN CURB APPEAL!

According to our global real estate agent panel, the rewards of well-designed and well-maintained landscaping does not end with sales price, it also extends to the time it takes to get a private home sold. In fact, none of the real estate agents in our sample believed that the appeal of a garden had no effect at all on time-to-sale. This is good news especially for gardeners in markets like the US, where time to sale is hugely important. So if time-to-sale can be shortened by paying attention the quality of the garden, by how much can one expect this time to be reduced? Well, according to 46% of the global real estate agent panel, the time can be reduced by several months, while 55% estimate that it can be shortened by anywhere from one to several weeks.

¹³ To draw any general conclusions from the real estate agent sample is hazardous as it is too small to be able to say anything with certainty, but it nevertheless raises the question of whether homeowners tend to underestimate the actual value of a well-maintained garden when judging purely rationally.



WHAT PAYS OFF THE MOST?



THE LAWN EFFECT

So then, if the curb appeal that comes with an attractive garden really pays off (as indeed it appears to do) what garden elements raise the property value most according to homeowners? We asked the homeowners to pick out the garden elements they believe contribute most to property value (see table) and worldwide: 53% of the homeowners rank a well-maintained lawn as raising the property value most, a finding supported by others. An academic study focusing on the value of lawns found that ground covers such as lawns, flower beds, rock gardens, etc., increased the property value by 0,2% for each percent of ground covered¹⁴. In other words, if 100% of the lot is covered with well-designed & maintained ground coverage the property value might rise by as much as 20%. Our global real estate agent panel seems to agree with this as 73% state that the lawn is one of the most important contributing factors to curb appeal. But no doubt, keeping the lawn in good condition can be time-consuming. Not surprisingly, 19% of our homeowners would like the convenience afforded by a robotic mower to help them maintain the value of their lawns.

A SOCIAL INVESTMENT

However, the lawn is not all that matters. According to our homeowners, an inviting

social area is almost as important. In our study, 52% regarded this as an important property-value enhancer. For the real estate agents an inviting social area is even more important than a well-maintained lawn. An impressive 83% of our real estate agents listed this feature as being important for the overall market value of a property. This finding is also supported by the Des Rosiers 2007 study where a social area was found to increase the price by 12.4%¹⁵.

The "social garden" was identified as one of the hot trends in last year's Global Garden Report: that is, the garden as a place where we spend time with our friends and family, have cookouts or just relax and enjoy the company of those near to us. In the 2010 Husqvarna Global Garden Report we could see that using the garden as an extended living room was on the rise and for those not lucky enough to have a garden of their own, parks and public gardens were popular for the same purpose. Interestingly, the relative importance of the social garden seems to vary with geographical location. The tendency for social gardens to be cherished more strongly the further north that they are located was something we noted in last year's report. Here this tendency appears to be confirmed. The social garden is considered the top property value enhancer by 72% of Swedes, 64% of Germans, 64% of Russians and 52% of Poles.

PROPERTY VALUE ENHANCERS

1. Well-maintained lawn
2. Inviting social area
3. Stone paths and walkways
4. Decorative trees
5. Decorative bushes and shrubs
6. Well-kept hedges
7. Nicely designed flowerbeds
8. Aquatic elements
9. A practical garden shed
10. Fruit trees
11. Automatic sprinkler/watering system
12. Herb/vegetable/kitchen garden
13. Ornaments

5,000 homeowners in our study were asked to pick out the elements from the list above that they believed contributed most to property value. This is the global result.

STONES, HEDGES & TREES – IT ALL PAYS OFF!

Nicely designed stone paths and walkways are in third place among the value enhancers; homeowners and real estate agents agree. Last but not least on the global top five list of value enhancers are decorative trees and bushes in fourth and fifth place, respectively. Trying to estimate the impact of trees, an academic study from 2002 found that landscaping with trees could account for a 3.5-4.5% increase in the property value of a house.¹⁶ Similarly, a hedge has been found to give raise property value by 3.6-3.9%.¹⁷

¹⁴ 2007, Des Rosiers et al., Note: The study is based on actual sales data

¹⁵ 2007, Des Rosiers et al., Note: The study is based on actual sales data

¹⁶ 2002, Andersson & Cordell: Note: The study is based on actual sales data

¹⁷ 2007, Des Rosiers et al.: Note: The study is based on actual sales data

THE BIRTH OF THE CONVENIENT GARDENER

Perhaps the fact that spending time and resources on gardening is important for the market value of a property will not come as good news to everyone. Of course, dedicated gardeners around the world might be very happy, as they may see that their efforts provide monetary as well as spiritual rewards. However, time-pressed homeowners, prone to overlook the work needed to tend to their garden, might not be as thrilled. Already today, 40% worldwide say they do not have time to tend their garden as much as they would like. Globally, people tend to become weekend gardeners, as longer work hours and an increasing proportion of both adults in a household working means that fewer people have time to tend to the garden.

Further strengthening this trend is our desire for leisure filled with transforming experiences and fun, alongside habits of going on long vacations and mini-breaks, all minimizing the time we spend tending to our homes. Although passionate gardeners may view the work put in a garden as a healing experience that provides peace, 32% of homeowners worldwide consider gardening to be mainly a chore.

In last year's Husqvarna Global Garden Report we concluded that as time pressures increase, more convenient ways of practicing gardening are growing in popularity. Trends like urban farming and container gardening are examples of ways to make gardening feasible and fun even if there is little time to spare. Demand for smart and convenient ways to maintain gardens is likely to increase even more.

AUTOMATIC GARDEN ON THE RISE

In line with the fact that time is becoming scarcer and scarcer for most people, the tools that were highest on the global wish list among homeowners were those that reduce work in

the garden the most. An automatic watering system tops the Global wish list, coveted by 26% worldwide. The rest of the Global top five wish list mirrors the same demand: robotic mower 19%; garden tractor 11%; tiller 8%; chain saw 8%.

SOUGHT-AFTER PRODUCTS

1. Automatic watering system
2. Robotic mower
3. Garden tractor
4. Tiller
5. Chainsaw
6. Blower
7. Garden hose
8. Trimmer
10. Garden sprinkler
11. Hedge trimmer
12. Zero turn mower
13. Walk-behind mower (traditional)
14. Branch pruner
15. Cultivator
16. Brushcutter
17. Spreader
18. Shrub shear
19. Secateur
20. Grass shear
21. Gripper

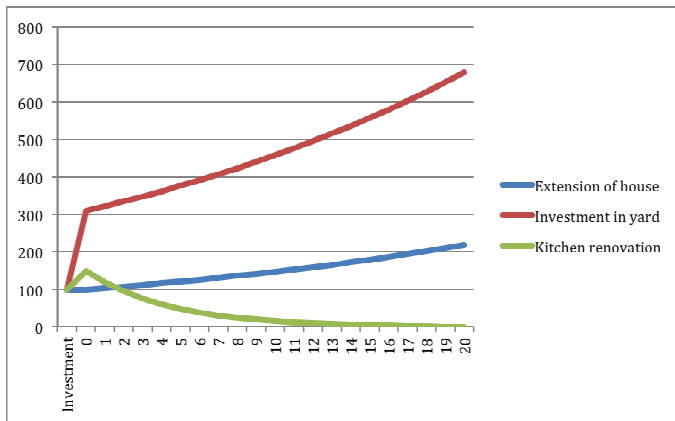
We asked our 5,000 homeowners to identify from the list above the products they would most like to own. This is the global result.



GARDENING – AN INVESTMENT THAT LASTS

Although gardening can sometimes be more of a chore than a pure passion, investing in gardening pays off. And what's perhaps more important: investing in the garden, unlike for instance renovating the kitchen or bathroom, appears to bring value that lasts.

Renovating a deteriorated kitchen or bathroom often pays off well in the beginning, giving the homeowner not only the pleasure



Schematic graph illustrating investments in gardens compared with other home-related investments

of a newly renovated kitchen, but also the money back if the property is sold. However, the effect is usually temporary and the value of a kitchen renovation typically declines quite rapidly, approaching close to nothing after ten or fifteen years.¹⁸

Investments in the garden are completely different. For a well-maintained garden the value normally rise over time. A well-kept established garden is much more attractive than one that is newly planned. As we've seen, the Payback-If-Sold is approximately 3.1 times the investment, and it appears as though the value of the garden tends to follow the average rise in property values.

The graph above schematically illustrates three home investment alternatives: building an addition to an existing house, an investment

in the garden and a kitchen renovation. Let's assume that the homeowner will get the money back for the addition¹⁹, that the garden investment will give a return of 3,1 times the money spent and that the kitchen makeover will briefly pay off with a bonus of 50% if the property is sold (which is generous), but from that initial rise will fall 20% annually. In the graph we have assumed a general price increase of 4% annually, and that both the investments in the home extension and the garden will follow that pattern.

IS THE VALUE OF THE GARDEN FULLY UNDERSTOOD?

Globally, Japan leads the "investment gardener league" with an estimated Payback-If-Sold (PIS) of 5.1 times the investment, closely followed by France. It is perhaps not that surprising that Japan heads the league of PIS as that is also the country where we find the highest Garden Effect.

However, if measured by which country is most aware of the value of curb appeal, Australia would be the number one nation in the gardening world. With 63% of consumers seeing time and resources spent on gardening as an investment, the Aussies seem well aware of the high estimated Payback-If-Sold of 3.6 times the investment.

At the bottom of the investment gardener league is Russia with an estimated Payback-If-Sold of 1.8 times the investment. There, the low Garden Effect combined with high estimates for the costs of increasing the curb appeal of a garden contribute to a lower PIS.

Measured by awareness of curb appeal, however, we find the Japanese again, where only 8% consider time and resources spent on gardening as an investment. Combining the two measures, as shown in the figure on the next page, we get an overview of where

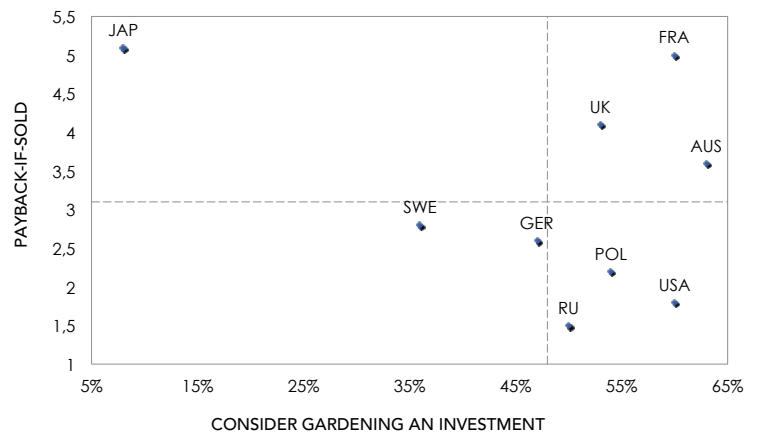
¹⁸ A US study based on interviews with real estate agents shows a return on investment of 80-87% for kitchen renovation. www.thisoldhouse.com/toh/article/0,,408045-6,00.html

¹⁹ A US study of real estate agents shows that a two-story addition has a return of 83 % and a family room addition a return of 78 %, none giving the money back. <http://www.thisoldhouse.com/toh/article/0,,408045-6,00.html>



recognition of the value of gardening lies in relation to estimated Payback-If-Sold. Clearly, in markets like Japan, the UK, Sweden and Germany, the actual value of a well-maintained garden does not yet appear to be fully understood.

In the pages that follow, we will have a look at each country's markets in more detail, covering everything from the most important ways to use the garden to the willingness to keep up with the latest in gardening trends.



Respondents who consider gardening as an investment (horizontally) and the estimated Payback-If-Sold (vertically). The dotted lines represent the Global average.

THE GARDEN EFFECT
AROUND THE GLOBE:
A CLOSE-UP OF 9 COUNTRIES







FORTUNATE CLASH OF GARDEN CIVILIZATIONS

Ever since the arrival of the First Fleet at Botany Bay in 1788, Australian culture has always been shaped by both European and native influences. Perhaps then, it is only natural that Australian landscaping should reflect these dual influences as well. After all, gardens always bear the mark of their creators.

Whereas European cultural influences were for the most part easily adaptable to the Australian climate, the same was not always true for its vegetation. In a country where the temperature can reach dizzying highs in the summer and where whole months can pass with little or no rain, finding ways to keep the European-influenced part of the garden in good shape would always take both ingenuity and skill. However, these skills appear to be valuable: *in this year's Global Garden Report, well-maintained and well-designed landscaping raised the perceived property value of a house by 12%. The estimated Payback-If-Sold in Australia was 3.6 times the money invested.*

STRONG BELIEF IN GARDEN AS INVESTMENT

The last few years have seen a surge in gardening interest all over the country. To what extent this increase can be attributed to the explosion in gardening, DIY and home improvement television in recent

years is unclear. What is clear, however, is that Australians have started to realize the endless possibilities afforded by their gardens. Although no slaves to trends yet (Australians to a lesser degree than other countries report staying updated with gardening trends), one fact does indeed appear to have hit home: the value of a well-designed garden.

In this year's Global Garden Report, Australian respondents placed first when it came to regarding time and effort spent in their gardens as an investment in their property. It should come as no surprise therefore to find that they also reported using the same gardens mainly as a way of making the house more attractive.

When asked what garden element contributes most to property market value, a well-maintained lawn comes in first place among Australians, perhaps explaining why an automatic watering system is also the most sought-after product.

AUSTRALIAN GARDENING IN NUMBERS

Follow gardening trends	20%
Spend more than 20 hours tending to the garden in a spring month	17%
Believe somebody in neighborhood has a more attractive garden	86%
Consider the garden an investment	63%

THE GARDEN EFFECT:



The effect of a well-maintained garden on property prices was 12% in Australia, which translated to an average of AUD 65,000. The conservative estimate is 4%, the optimistic 20%. See appendix for details.

INGENUITY REWARDED

In a continent with a variable climate and where water conservation has become a top political priority, gardeners have no choice but to be ingenious. Incorporating native plants that are better suited to the Australian climate into the garden is one way of balancing external demands from the surroundings with the internal longing for an ideal outdoor space. However, Australians choose to go about it, they do appear confident that their ingenuity will be rewarded. With a garden effect of 12% and an estimated Payback-If-Sold of 3.6 times the investment*, this study does not indicate otherwise. The confidence of Australian gardeners seems to be justified.

TOP 5: MOST POPULAR WAYS TO USE THE GARDEN

1. Appeal-increaser (2)
2. Relaxation (1)
3. Privacy from neighbours (5)
4. Outlet for gardening interest (7)
5. To be close to nature (3)

We presented 510 Australian homeowners with a list of 10 ways to use the garden and asked them to pick the ones that best described their own use. These are the five alternatives that were most frequently picked. (X) = global rank.

ESTIMATED PAYBACK-IF-SOLD

3.6

In Australia, every dollar required to design and maintain well-kept gardens raised the perceived property value by AUD 3.6.

TOP 5: MOST WANTED GARDEN TOOLS

1. Automatic watering system
2. Robotic Mower
3. Blower
4. Chainsaw
5. Trimmer

TOP 5: PROPERTY VALUE ENHANCERS

1. Well-maintained lawn (1)
2. Inviting social area (2)
3. Designed stone paths (3)
4. Decorative trees (4)
5. Decorative bushes (5)

510 Australian homeowners were shown a list of 13 garden elements and asked to pick out the ones they believed contributed most to the market value of a property. These are the five choices that received the most votes. (X) = global rank.

DID YOU KNOW?

53%

of Australian women over 40 believe they spend a lot of time tending the garden, compared with

35%

of women under 40.



**A PROUD HISTORY OF INFLUENCE
AND BEING INFLUENCED**

Home of the Champs Elysees and Jardin des Tuileries, as well as a strong, proud and ambitious culture of local farming, the world has looked to France for gardening inspiration for centuries and still does. French gardens are admired the world over, but since the days of Louis XIV’s legendary gardener André Le Nôtre, the French have also had a proud history of being inspired by others as well. Not surprisingly then, even today the French keep up to date with the latest gardening trends more than any other group. *And they are right to do so: in this year’s Husqvarna Global Garden Report, well-designed and well-maintained gardens raised the perceived property value of a house by 15% in France. On top of that, the estimated Payback-If-Sold in France was an impressive 5.0 times the money invested.*

WHERE PEACE OF MIND PAYS OFF

Although innovation and sophistication have been keywords describing gardening in France for centuries, the life-loving French consider their gardens first and foremost as a place to relax. In last year’s report we found that French bloggers express their passion for gardening in poetic language, celebrating gardening as the

path to inner peace. Thus, finding a moment of harmony to tune out and reconnect with nature for a while is a top priority for the garden.

Although appreciating a relaxing atmosphere, French gardeners do not see any reason to slack off when it comes to keeping up the curb appeal. Second only to Australia, France is the country where most people consider time and resources spent on the garden an investment. The well-maintained lawn and, to a far higher extent than in other countries, well-kept hedges are considered to contribute most to property value in France.

The garden-proud French spend more time than money on landscaping, perhaps reflecting the level of gardening skills they have inherited. However, what gardeners in France definitely wouldn’t say no to is an automatic water system and a robotic mower. After all, the gardens of Versailles were not built without the help of some handy tools.

FRENCH GARDENING IN NUMBERS

Follow gardening trends	40%
Spend more than 20 hours tending to the garden in a spring month	30%
Believe somebody in neighborhood has a more attractive garden	85%
Consider the garden an investment	60%

THE GARDEN EFFECT:



The effect of a well-maintained garden on property prices was 15% in France, which translated to 45 000 Euro on average. The conservative estimate is 6%, the optimistic 25%. See appendix for details.

ESTIMATED PAYBACK-IF-SOLD

5.0

In France, every euro required to design and maintain the well-kept garden raised the perceived property value by EUR 5.0.

REMAINING ROLE MODEL FOR REVENUE

Pride, peace and perfect hedges. The nation of art, food, fashion and style certainly lives up to its promise when it comes to beautiful gardens as well. French gardening has historically been a source of inspiration for gardeners worldwide, and given the French desire to stay up to date in order to constantly renovate their landscaping, so it will remain. With a garden effect of 15% in France, and an estimated Payback-If-Sold of 5.0*, why wouldn't French homeowners stay on their toes?

TOP 5: MOST WANTED GARDEN TOOLS

1. Automatic watering system
2. Robotic Mower
3. Garden Tractor
4. Cultivator
5. Brush Cutter

TOP 5 PROPERTY VALUE ENHANCERS

1. Well-maintained lawn (1)
2. Inviting social area (2)
3. Well-kept hedges (6)
4. Designed stone paths (3)
5. Decorative trees (4)

570 French homeowners were shown a list of 13 garden elements and asked to pick out the ones they believed contributed most to the market value of a property. These are the five choices that received the most votes. (X) = global rank.

TOP 5: MOST POPULAR WAYS TO USE THE GARDEN

1. Relaxation (1)
2. Appeal-increaser (2)
3. To be close to nature (3)
4. Playground for children (6)
5. Privacy from neighbours (5)

We presented 570 French homeowners with a list of 10 ways to use the garden and asked them to pick the ones that best described their own use. These are the five alternatives that were most frequently picked.

DID YOU KNOW?

10%

of French men under 40 believe their garden to be the most attractive one in the neighborhood, compared with

20%

of French women under 40.



GERMANY

A love for nature reciprocated

THE NATION OF GREEN THOUGHT

Think of Germany and the word 'green' soon pops into mind. For decades, Germany has been in the vanguard of environmental conservation and green technology. However, for Germans, love of nature does not seem to stop at the political and technological levels. In this year's study, Germans aspire to head the world league of gardening as well. At least if you look to the percentage of Germans who consider the garden a priority, where they are on top. And when it comes to hours spent in the garden they are beaten only by the passionate and hardworking French and Russians. Germany seems to live up to its reputation as a country with a never-ending love story with nature. And the love appears to be reciprocated: *in this year's Global Garden Report, well-maintained and well-designed landscaping raised the perceived market value of a property by 18%. The corresponding estimated Payback-If-Sold was 2.6 times the money invested.*

CONFIDENT GARDENERS COMBINE STRUCTURE AND SPONTANEITY

Exactly when the German love for nature began is not clear. According to some, this affection can be traced as far back as to the Germanic tribes of Roman times. According to others, this relationship only really took off during the Romantic era of the 19th century when national heroes such as Goethe, Schiller, and

Humboldt extolled the virtues of unspoiled nature. What is clear, however, is that in the 18th century, German gardening broke with the English influences that had mainly dominated until then, which emphasized planning and structure, to focus instead on the unplanned and spontaneous, creating a duality still alive today in German gardens.

On the one hand, Germans are famous for meticulously well-kept lawns, shrubberies, and trees, perhaps explaining why structural elements such as stone paths and walkways are among the things considered to contribute most to the property value of a house. On the other hand, Germany is also the country that brought us the garden gnome: a rebellious and romantic garden element that seems to defy the ordered and precise. The harmony of structure combined with spontaneity might also be the reason why so many German gardeners are confident about the excellence of their own gardens. To a higher extent than elsewhere, Germans believe their own garden to be the pride of the neighborhood.

GERMANY GARDENING IN NUMBERS

Follow gardening trends	26%
Spend more than 20 hours tending to the garden in a spring month	29%
Believe somebody in the neighborhood has a more attractive garden	73%
Consider the garden an investment	47%

THE GARDEN EFFECT:



The effect of a well-maintained garden on property prices was 18% in Germany, which translated to an average of EUR 49,000. The conservative estimate is 7%, the optimistic 29%. See appendix for details.

RETURN ON THE LOVE INVESTED

All over the world, Germans are renowned for their environmental awareness and love of nature. In this year's Global Garden Report, nothing points to the contrary. Closeness to nature, along with relaxation and social purposes, are the most popular ways of using the garden. Germans love their gardens and are apparently very proud of them: almost three out of ten consider their own garden to be the pride of the neighborhood (compared with only two out of ten globally). And with a Garden Effect of 18% and an estimated Payback-If-Sold of 2.6 times the investment*, perhaps this is a case where pride does not come before the fall, after all.

TOP 5: MOST POPULAR WAYS TO USE THE GARDEN

1. Relaxation (1)
2. For social purposes (4)
3. To be close to nature (3)
4. Playground for children (6)
5. Privacy from neighbours (5)

We presented 630 German homeowners with a list of 10 ways to use the garden and asked them to pick the ones that best described their own use. These are the five alternatives that were most frequently picked.

ESTIMATED PAYBACK-IF-SOLD

2.6

In Germany, every euro required to design and maintain a well-kept garden raised the perceived property value by EUR 2.6.

TOP 5: MOST WANTED GARDEN TOOLS

1. Automatic watering system
2. Robotic mower
3. Garden tractor
4. Garden sprinkler
5. Chainsaw

TOP 5 PROPERTY VALUE ENHANCERS

1. Inviting social area (2)
2. Designed stone paths (3)
3. Well-maintained lawn (1)
4. Well-kept hedges (6)
5. Decorative trees (4)

630 German homeowners were shown a list of 13 garden elements and asked to pick out the ones they believed contributed most to the market value of a property. These are the five choices that received the most votes. (X) = global rank.

DID YOU KNOW?

39%

of German men under 40 consider time and money spent on their gardens as an investment in their property compared with

56%

of German men over 40.



THE JAPANESE GARDEN: A SECRET FORTUNE

The closing admonition in the Japanese work *Illustrations for Designing Mountain, Water and Hillside Field Landscapes* from 1466 is: “you must never show this writing to outsiders. You must keep it a secret.” Perhaps what the author wanted to keep a secret was the astonishing value of a well-maintained Japanese garden: in this year’s *Global Garden Report*, well-maintained and well-designed landscaping raised the perceived property value of a house by 24% in Japan. The estimated Payback-If-Sold was no less than 5.1 times the money invested. This makes Japan number one out of all markets researched in this report when it comes to the monetary gains of a polished garden. Interestingly enough, most Japanese homeowners actually don’t consider time and resources spent on gardening as an investment. But the secret about curb appeal in Japan is about to be unveiled.

From Tokyo to San Francisco to Buenos Aires, Japanese gardens are well known and admired all over the world. More than elsewhere, in Japanese culture gardening is a high art with a multitude of different traditional styles. Japanese gardens have always encouraged using materials from nature. Accordingly, unlike people from other countries, the Japanese consider the garden

first and foremost as a way to be closer to nature.

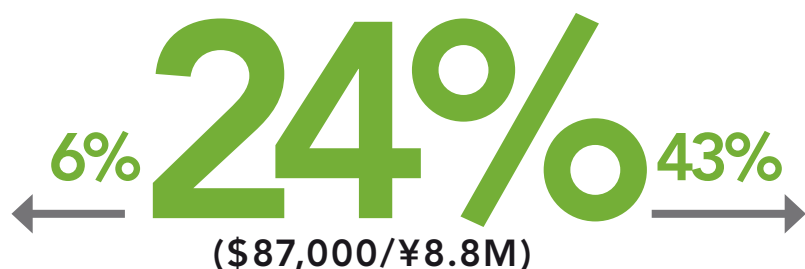
Perhaps the strong gardening tradition is why the Japanese do not keep up with the latest gardening trends to any great extent. In general, the Japanese tend to be quite conservative gardeners. Out of all markets researched in this report, Japan is where people are least keen on making changes to their garden. On a similar note, Japan reported spending less time and money on gardening than any other of the markets studied.

When asked what brings value to a garden, a nice lawn comes in first place. Compared with the global average, nicely designed stone paths and walkways are ranked higher in Japan, echoing a traditional use of stones and plantings in Japanese gardening. Reflecting the attitude that small changes are best when it comes to gardening is the fact that the garden hose and secateurs rank high on the list of most wanted tools in Japan.

JAPANESE GARDENING IN NUMBERS

Follow gardening trends	11%
Spend more than 20 hours a month in the garden	5%
Believe somebody in the neighborhood has a more attractive garden	79%
Consider the garden an investment	8%

THE GARDEN EFFECT:



The effect of a well-maintained garden on property prices was 24% in Japan, which translated to an average of JPY8.8 million. The conservative estimate is 6%, the optimistic 43%. See appendix for details.

THE SECRET OF GARDEN VALUE UNVEILED

Japan is a country of great contrast. Hypermodern technology goes hand in hand with strong national and local traditions. The results from the Japanese market are also quite paradoxical: although few consider time and money spent on gardening as an investment, this is where perceived property price rose most with a well-maintained garden. With a garden effect of 24% and an estimated Payback-If-Sold of 5.1*, the secret fortune of a well-maintained Japanese garden is not likely to be kept for very long.

TOP 5: MOST POPULAR WAYS TO USE THE GARDEN

1. To be close to nature (3)
2. Relaxation (1)
3. Appeal-increaser (2)
4. Outlet for gardening interest (7)
5. Grow herbs and vegetables in (8)

We presented 440 Japanese homeowners with a list of 10 ways to use the garden and asked them to pick the ones that best described their own use. These are the five alternatives that were most frequently picked.

ESTIMATED PAYBACK-IF-SOLD

5.1

In Japan, every yen required to design and maintain the well-kept garden raised the perceived property value by JPY 5.1.

TOP 5: MOST WANTED GARDEN TOOLS

1. Automatic watering system
2. Garden Hose
3. Robotic Mower
4. Branch Pruner
5. Secatuer

TOP 5 PROPERTY VALUE ENHANCERS

1. Well-maintained lawn (1)
2. Designed stone paths (3)
3. Designed flowerbeds (7)
4. Well-kept hedges (6)
5. Decorative trees (4)

440 Japanese homeowners were shown a list of 13 garden elements and asked to pick out the ones they believed contributed most to the market value of a property. These are the five choices that received the most votes. (X) = global rank.

DID YOU KNOW?

11%

of Japanese men under 40 believe they spend a lot of time tending their gardens compared with

52%

of Japanese men over 40.



POLAND

Reaping the fruits of fashion

NATURAL TRENDINESS

In many ways, Polish nature can be said to comprise a microcosm of Europe: all the different types of plant vegetation can be found there. In a country that hosts over two million independent farmers, nature is never far away. And it seems that this is precisely how Polish homeowners like it: in this year's Husqvarna Global Garden Report, being and feeling close to nature was the second most popular way of using the garden according to the Poles.

With a natural location right in the center of Europe, Poland has never had to look far for the latest trends and fashions, making the Poles highly aware of what's hot in gardening. Whether Mother Nature had this in mind when she created the Polish flora we will never know, but what we do know is that *in this year's Husqvarna Global Garden Report, well-maintained and well-designed landscaping raised the perceived property value of a house by 18% and an estimated Payback-If-Sold of 2.2 times the money invested.*

COMPETING FOR A COMPELLING GARDEN

As revealed by last year's report, gardening in Poland is all about the latest trends. The 'Fashionista paradise' as we chose to call it

then certainly holds true for this year's report as well. More than one out of three Poles reported staying a jour with the latest gardening trends, placing Poland slightly behind only Russia. This being the case, it is perhaps not surprising that stories should abound of competitive Polish gardeners trying their best to outdo their neighbors when it comes to who can come up with the most extraordinary landscaping. And the competition is no doubt fierce; when it comes to the percentage of homeowners who feel that someone in the neighborhood has a more attractive garden, Poles are once again second only to Russia.

REGROWTH FOR FUTURE GARDEN

CAPITALIZATION

Poles clearly enjoy modern gardening. Popular gardening magazines and television shows provide the already fashionable Polish

POLISH GARDENING IN NUMBERS

Follow gardening trends	36%
Spend more than 20 hours tending to the garden in a spring month	29%
Believe somebody in the neighborhood has a more attractive garden	89%
Consider the garden an investment	54%

THE GARDEN EFFECT:



The effect of a well-maintained garden on property prices was 18% in Poland, which translated to an average of PLN 77,000. The conservative estimate is 9%, the optimistic 26%. See appendix for details.

gardeners with a constant flow of new ideas and trends. And what's more, gardening appears to be gradually becoming more popular among young Poles as well, unlike the situation in many other countries. As always, if there is a will there is a way. Young Poles who do not have a garden of their own use their balconies instead. This might turn out to be a sound strategy. With a garden effect of 18% and an estimated Payback-If-Sold of 2.2 times the investment*, keeping up-to-date with the latest in gardening fashion appears to be the way to go for the Poles.

TOP 5: MOST POPULAR WAYS TO USE THE GARDEN

1. Relaxation (1)
2. To be close to nature (3)
3. Appeal-increaser (2)
4. For social purposes (4)
5. Playground for children (6)

We presented 590 Polish homeowners with a list of 10 ways to use the garden and asked them to pick the ones that best described their own use. These are the five alternatives that were most frequently picked.

ESTIMATED PAYBACK-IF-SOLD

2.2

In Poland, every Zloty required to design and maintain the well-kept garden raised the perceived property value by PLN 2.2.

TOP 5: MOST WANTED GARDEN TOOLS

1. Automatic watering system
2. Garden Tractor
3. Robotic Mower
4. Garden sprinkler
5. Chainsaw

TOP 5 PROPERTY VALUE ENHANCERS

1. Inviting social area (2)
2. Designed stone paths (3)
3. Decorative trees (4)
4. Decorative bushes (5)
5. Well-maintained lawn (1)

590 Polish homeowners were shown a list of 13 garden elements and asked to pick out the ones they believed contributed most to the market value of a property. These are the five choices that received the most votes. (X) = global rank.

DID YOU KNOW?

22%

of Polish men under 40 think their garden is the most attractive one in the neighborhood, compared with only

7%

of Polish men over 40.



RUSSIA

Passion pays off

MAKE YOUR OWN PROFIT

While gardening may mainly be a beloved and popular hobby in most countries, for Russians it is serious business. In last year's Global Garden Report we gathered from garden enthusiast bloggers that gardening in Russia seems to be on a far more professional level than in other places in the world – Do it yourself seemed to be the mantra for Russian homeowners. This year's study confirms this observation. Out of all the countries examined in this year's report, the Russian homeowners in our study (the majority being suburbanites) spend the most time tending their gardens – and they are happy to do so, reflecting true Russian passion for gardening. And why shouldn't they be passionate about it? *In this year's Global Garden Report, well-maintained and well-designed landscaping raised the perceived property value of a house by 16%. The estimated Payback-If-Sold in Russia was 1.5 times the investment.*

WORK HARD, PLAY HARD

Beginning with the reign of Peter I, creator of Peterhof – The Russian Versailles – in the 18th century, the Russian relationship to landscaping has always rested on two pillars. On the one hand, gardens have always been intimately associated with contemplation, relaxation and beauty. On the other hand, landscaping

has also always been equated with basic sustenance. Even today it is not unusual for Russians to rely on their gardens to provide them with their vegetables of choice, a fact that goes a long way in explaining why kitchen and organic gardening were identified as the top trends in Russia last year.

However, despite heavy-maintenance tools such as tillers making the Russian top five Most Wanted Garden Tools lists, gardening in Russia is far from all work and no play. The aesthetic and contemplative qualities of the garden have always been appreciated, and the social element should also be added, more than eight in ten Russians reported using their gardens for social purposes, which is probably why an inviting social area is at the top of the list of property value enhancers as well.

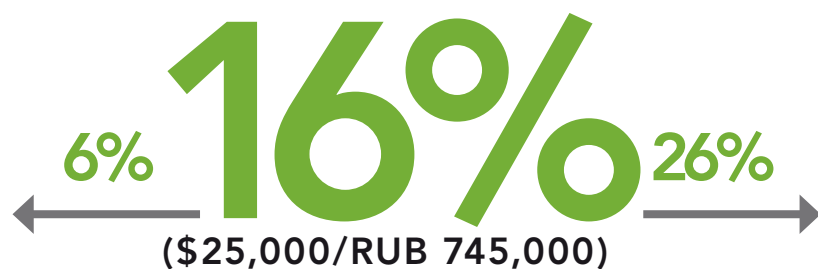
LUCRATIVE BLEND OF TREND AND TRADITION

Since the fall of the Soviet Union, there has been a surge in interest in private gardening all

RUSSIAN GARDENING IN NUMBERS

Follow gardening trends	37%
Spend more than 20 hours tending to the garden in a spring month	48%
Believe somebody in the neighborhood has a more attractive garden	92%
Consider the garden an investment	50%

THE GARDEN EFFECT:



The effect of a well-maintained garden on property prices was 16% in Russia, which translated to an average of RUB 745,000. The conservative estimate is 6%, the optimistic 26%. See appendix for details.

over Russia, whether in connection with their houses or their Dachas, the beloved home-away-from-home. Out of all the countries surveyed, passionate Russians follow the latest gardening trends to a far greater degree than in other countries, suggesting that the Russian landscaping of tomorrow will be an interesting blend of traditional and new influences. In either case, with a gardening effect of 16% and an estimated Payback-If-Sold of 1.5 times the investment, it would seem that Russian passion really pays off.

TOP 5: MOST POPULAR WAYS TO USE THE GARDEN

1. For social purposes (4)
2. Relaxation (1)
3. Appeal-increaser (2)
4. To be close to nature (3)
5. Organic gardening (10)

We presented 395 Russian homeowners with a list of 10 ways to use the garden and asked them to pick the ones that best described their own use. These are the five alternatives that were most frequently picked.

ESTIMATED PAYBACK-IF-SOLD

1.5

In Russia, every Ruble required to design and maintain the well-kept garden raised the perceived property value by RUB 1.5.

TOP 5: MOST WANTED GARDEN TOOLS

1. Automatic watering system
2. Tiller
3. Robotic Mower
4. Garden Hose
5. Garden Tractor

TOP 5 PROPERTY VALUE ENHANCERS

1. Inviting social area (2)
2. Aquatic elements (8)
3. Designed stone paths (3)
4. Fruit trees (10)
5. Decorative trees (4)

395 Russian homeowners were shown a list of 13 garden elements and asked to pick out the ones they believed contributed most to the market value of a property. These are the five choices that received the most votes. (X) = global rank.

DID YOU KNOW?

64%

of Russian women over 40 reported making plans for their gardens for the upcoming season, compared with

44%

of Russian women under 40.



SWEDEN

Squeezing the most out of summer

A COUNTRY OF SUN WORSHIPPERS

Located in the northernmost part of Europe, the price Swedes pay for their renowned midnight sun is a precious short summer season. Thus, as the first warm rays of the spring sun appear in late March, it is not unusual to see Swedes of all ages drop everything and rush out to enjoy this most cherished moment of the year. Of course gardens have a special place reserved in the hearts of Swedes, as this is where they try to squeeze the most out of the summer months. Considering the findings of this year's Husqvarna Global Garden Report, they might be able to squeeze out more than just a tan. *With a garden effect of 13% and an estimated Payback-If-Sold of 2.8 times the money invested*, it looks as though they might be able to squeeze out money as well.

REFUGE FOR RELAXATION

The gardening season in Sweden is certainly not very long – from April to September. Swedes need to squeeze the best out of that period. Coinciding with a rather long vacation period, the Swedes' top priority is to use the garden for relaxation. With the romantic relationship that Swedes have to nature, one might expect them to use the garden to feel close to nature, but that is not really the case – probably because "real" nature is extraordinarily close at hand in most Swedish

cities, even in the capital of Stockholm.

Instead, family-oriented Swedish garden enthusiasts use the garden as a playground for their children. In short, Swedes want to have a good time relaxing in the garden –and not spend too much time or money on it. The robotic mower is far more sought-after in Sweden than anywhere else– symbolic of the Swedes' desire to be comfortable in the garden without too much work involved.

Sweden's recipe for prosperity and technological advancement has always been to adapt to and be influenced by the outside world, but gardening trends do not receive much attention from otherwise curious Swedes. They are known for being somewhat reserved, but the garden seems to be one place where they want to enjoy a rich social life.

Sweden is the country that believes, more than any other, that an inviting social area raises the value of a property. This is actually the most important value-enhancer in Sweden, followed by stone paths and a well-maintained lawn.

SWEDEN GARDENING IN NUMBERS

Follow gardening trends	19%
Spend more than 20 hours tending the garden in a spring month	16%
Believe somebody in the neighborhood has a more attractive garden	85%
Consider the garden an investment	36%

THE GARDEN EFFECT:



The effect of a well-maintained garden on property prices was 13% in Sweden, which translated to an average of SEK 395,000. The conservative estimate is 7%, the optimistic 20%. See appendix for details.

A LITTLE EXTRA WORK WELL WORTH THE EFFORT

In the 2009 Husqvarna report –The Future of Gardening– Scandinavians in general displayed a rather laidback attitude toward keeping up curb appeal. This year's study indicates that Swedes have a nagging feeling that their gardens could be in better shape – especially compared with that of their neighbors (9 in 10 Swedes can think of someone with a better garden in the neighborhood). Their gut feeling is right: with a garden effect of 13% and an estimated Payback-If-Sold of 2.8 times the money invested*, a little extra work on landscaping and design could be well worth the effort.

TOP 5: MOST POPULAR WAYS TO USE THE GARDEN

1. Relaxation (1)
2. Playground for children (6)
3. For social purposes (4)
4. To be close to nature (3)
5. Appeal-increaser (2)

We presented 470 Swedish homeowners with a list of 10 ways to use the garden and asked them to pick the ones that best described their own use. These are the five alternatives that were most frequently picked.

ESTIMATED PAYBACK-IF-SOLD

2.8

In Sweden, every krona required to design and maintain the well-kept garden raised the perceived property value by SEK 2.8.

TOP 5: MOST WANTED GARDEN TOOLS

1. Robotic mower
2. Automatic watering system
3. Blower
4. Trimmer
5. Brushcutter

TOP 5 PROPERTY VALUE ENHANCERS

1. Inviting social area (2)
2. Designed stone paths (3)
3. Well-maintained lawn (1)
4. Decorative trees (4)
5. Fruit trees (10)

470 Swedish homeowners were shown a list of 13 garden elements and asked to pick out the ones they believed contributed most to the market value of a property. These are the five choices that received the most votes. (X) = global rank.

DID YOU KNOW?

48%

of Swedish women over 40 consider themselves to be "into" gardening, compared with

33%

of Swedish women under 40.



UK

Eat, rest & mow

THE LAWN: PATH TO PAY-OFF

Ever since the great parks at Castle Howard, a predecessor of the English Garden, were created in the early 18th century, well-maintained lawns have been crucial to add appeal and grandeur to gardens in the UK. Although gardening has changed into somewhat more of an urban practice since then, the tradition of valuing a neat lawn remains intact. In the UK, a fine lawn is considered to be the main contributor to property value and, indeed, investing in the garden pays off: *in this year's Husqvarna Global Garden Report, well-maintained and well-designed landscaping raised the perceived property value of a house by 10% in the UK and an estimated Payback-If-Sold of 4.1 times the investment.*

CULINARY CONTRIBUTIONS AND LAWN PERFECTION

In the 2010 Global Garden Report, we concluded that British garden bloggers had a certain passion for setting plants and treating them as growing family members. The Urban Farming trend is particularly strong in the UK and this year's study confirms that the British do love to grow their own foods. When asked about what changes they would make to their gardens, "grow more vegetables" comes in third after "improve the lawn" – who would've expected otherwise – and "Remove/fix weeds" (probably that lawn again).

The rest of the world has always had good reason to look to the UK in general and London in particular for new trends, and the thriving urban farming trend is no exception.

Considering the British tradition of setting trends in pop culture since the 1960s, perhaps the fact that keeping up with the latest trends is not that important in Great Britain comes as no surprise. Some look for trends; the British set them. However, the value of a beautiful garden remains unquestioned. The British mainly use their gardens for relaxation and more than one out of two considers time and resources spent here an investment. But even though UK homeowners clearly understand that time and resources can add value to a property, they do not spend that much time or money on their gardens compared with the global average.

The garden-proud British just might not think they need to; fewer people than in most other markets can actually think of anyone in the neighborhood with a more attractive garden. But remaining at the top requires effort, perhaps explaining why the most desirable

UK GARDENING IN NUMBERS

Follow gardening trends	22%
Spend more than 20 hours tending to the garden in a spring month	17%
Believe somebody in the neighborhood has a more attractive garden	77%
Consider the garden an investment	53%

THE GARDEN EFFECT:



The effect of a well-maintained garden on property prices was 10% in the UK, which translated to an average of GBP 38,000. The conservative estimate is 3%, the optimistic 17%. See appendix for details.

garden product are the automatic water systems and robotic mowers.

FOCUS ON THE LAWN THAT COUNTS

British gardeners know where to put their energy and resources where it pays off: the lawn. And who knows, perhaps the flourishing British food culture can improve even more with the recent urban gardening surge as well? In either case, with a garden effect of 10% and an estimated Payback-If-Sold of 4.1*, British homeowners are certainly right to keep their lawns in the best shape possible.

TOP 5: MOST POPULAR WAYS TO USE THE GARDEN

1. Relaxation (1)
2. Appeal-increaser (2)
3. Privacy from neighbours (5)
4. Outlet for gardening interest (7)
5. For social purposes (4)

We presented 700 homeowners in UK with a list of 10 ways to use the garden and asked them to pick the ones that best described their own use. These are the five alternatives that were most frequently picked.

ESTIMATED PAYBACK-IF-SOLD

4.1

In the UK, every pound required to design and maintain the well-kept garden raised the perceived property value by GBP 4.1.

TOP 5: MOST WANTED GARDEN TOOLS

1. Automatic watering system
2. Robotic Mower
3. Garden Hose
4. Blower
5. Electric Hoe

TOP 5 PROPERTY VALUE ENHANCERS

1. Well-maintained lawn (1)
2. Designed stone paths (3)
3. Inviting social area (2)
4. Well-kept hedges (6)
5. Decorative bushes (5)

700 homeowners from the UK were shown a list of 13 garden elements and asked to pick out the ones they believed contributed most to the market value of a property. These are the five choices that received the most votes. (X) = global rank.

DID YOU KNOW?

38%

of UK men under 40 report keeping up to date with gardening trends, compared with

14%

of UK men over 40.



US

Conformity rewarded

AN AGE-OLD DREAM OF AN OWN YARD

There are probably few countries in the world where the idea of homeownership is so closely intertwined with the national spirit as it is in the United States. Ever since the days of the first settlers, this vision has been a cornerstone of the American dream. As such it is hardly surprising that the yard, the private plot of land that comes with the single-family home, should also occupy a special place in the heart of Americans – a fact supported by this year's study: *in this year's Global Garden Report, well-maintained and well-designed landscaping raised the perceived property value of a house by 18%. On top of that, the estimated Payback-If-Sold in the US was 1.8 times the investment.*

LAWN AND ORDER

Whether it is just an unusual case of American conformity, or actually the result of the national landscape aesthetic promoted by landscape gardener Andrew Jackson Downing in the mid-19th century, the fact remains: when most people think of American yards, what they have in mind is usually the meticulously maintained front yard found in the many suburban areas all around the United States.

While it has always been tacitly agreed that the backyard is largely a private concern, the American front yard appears to come with an extensive list of unwritten "dos" and "don'ts".

Foremost on the list of dos is definitely a well-maintained lawn. Americans are known to be lawn-obsessed, and this year's Global Garden Report found nothing to indicate otherwise. A well-maintained lawn comes

first when Americans are asked to name the one garden element that contributes most to the market value of a property, a fact which probably also explains why lawn-related products such as zero-turn mowers and automatic watering systems are the products most in demand.

WELL-AWARE THAT THE YARD BRINGS VALUE

Although Americans do not spend excessively on landscaping, like Australians they consider time and resources spent on their yard as an investment in their property.

Focusing on traditional lawn-oriented gardening rather than the latest trends and whims, perhaps Americans look to their yards for a more solid asset in a rather turbulent housing market.

With a garden effect of 18% in the United States, and an estimated Payback-If-Sold* of 1.8 times the investment, the American idea that a well-maintained yard brings value seems to hold true.

US GARDENING IN NUMBERS

Spend less than \$400 annually on the yard	65%
Spend more than 20 hours tending the yard in a spring month	19%
Believe somebody in the neighborhood has a more attractive yard	72%
Consider the yard investment	60%

**GARDENING ATTITUDES:
UNITY AND PLURALITY**

Americans from east to west, north to south, are all well aware of the fact that a well-maintained yard is a sound investment. United they stand in that respect. In this section, we take a look at where it differs, focusing first on the Western US (states to the west of the Mississippi River), and then on the Eastern US (states to the east of the Mississippi River). Although similar in many respects, some differences between east and west are worth noting.

GLOBAL LAWN LEADERS IN THE EASTERN US

The lawn is of crucial value for gardeners in the United States in general, but this holds true for the Eastern US in particular. In a global perspective, when considering what adds value to a property, Americans in the eastern states

are the ones who, more than any other, regard the lawn as the foremost value-enhancer. The lawn is timeless by design; perhaps this is why eastern Americans pay less attention to gardening trends than westerners.

GARDEN ENTHUSIASTS IN THE WESTERN US

Indications show that Americans from western states might just be gardeners with a slightly higher level of enthusiasm than their countrymen in the eastern states.

As a matter of fact, western Americans are more up-to-date when it comes to gardening trends and fewer consider gardening a chore. They use the yard more to increase appeal than Americans from the eastern states do, which appears to be rewarded in the form of a higher garden effect (19%, compared with 16% in the Eastern US).

WESTERN STATES:

Louisiana, Arkansas, Missouri, Iowa, Minnesota and states further west

EASTERN STATES:

Mississippi, Tennessee, Kentucky, Illinois, Wisconsin and states further east.



THE GARDEN EFFECT:



The effect of a well-maintained garden on property prices was 18% in the US, which translated to an average of USD 39,000. The conservative estimate is 9%, the optimistic 27%. See appendix for details.

ESTIMATED PAYBACK-IF-SOLD

1.8

In the US, every dollar required to design and maintain the well-kept yard raised the perceived property value by USD 1.8. Remember that as this figure is dependent on the market value of the property it may vary significantly across regions.

TOP 5: MOST WANTED GARDEN TOOLS

1. Automatic watering system
2. Zero turn mower
3. Tiller
4. Robotic mower
5. Chainsaw

TOP 5: MOST POPULAR WAYS TO USE THE GARDEN

1. Appeal-increaser (2)
2. Relaxation (1)
3. To be close to nature (3)
4. Grow herbs and vegetables in (8)
5. Outlet for gardening interest (7)

We presented 930 US homeowners with a list of 10 ways to use the garden and asked them to pick the ones that best described their own use. These are the five alternatives that were most frequently picked.

TOP 5 PROPERTY VALUE ENHANCERS

1. Well-maintained lawn (1)
2. Decorative trees (4)
3. Designed stone paths (3)
4. Inviting social area (2)
5. Decorative bushes (5)

930 US homeowners were shown a list of 13 garden elements and asked to pick out the ones they believed contributed most to the market value of a property. These are the five choices that received the most votes. (X) = global rank.

DID YOU KNOW?

25%

of American women spend more than 20 hours tending the yard in a typical spring month

DID YOU KNOW?

50%

of American women are into gardening, compared with

33%

of American men.



APPENDIX

A FEW WORDS ABOUT METHODOLOGY

In this year's Husqvarna Global Garden Report, two measures are in focus: The Garden Effect and Payback-If-Sold. Both measures are attempts to communicate the value that comes with a well-maintained garden in as simple and straightforward a fashion as possible. The basic difference between the two measures is that whereas The Garden Effect solely focuses on the perceived increase in market value that comes with a good-looking garden – not taking into account the costs of designing and maintaining it – the Payback-If-Sold measure attempts to do just this. Below we provide a brief and slightly more technical overview of how these measures were arrived at for each country.

THE GARDEN EFFECT

At the heart of the garden effect lies two different ways of looking at the perceived change in market value that comes with a well-maintained garden. For a fuller discussion of this topic, see "The Garden Effect" section of the introduction.

Using a split-sample approach, roughly 300 respondents in each country were divided into two separate groups. Each group of 150 respondents was then shown pictures of three different properties (see next page) and asked to estimate their market value, assuming that the properties were located in the respondent's own neighborhood.²⁰ Since only the gardens of the properties set the two groups apart, any significant difference in the average perceived market value of the houses is ascribable to the gardens. This difference then is what we refer to in this report as the optimistic (or emotional) estimate. (see page 9 for a more detailed discussion)

The same respondents were then presented with both versions of the property and asked to estimate the increase in property value that comes with the well-maintained gardens. This effect is what we refer to as the conservative

(or rational) estimate. (see page 9 for a more detailed discussion).

The Garden Effect is the mean of the optimistic and conservative estimates. In other words, an optimistic estimate of 20% in country X implies that respondents who were shown pictures of properties with a well-maintained garden reported, on average, a 20% higher market price than did those of the control group. Similarly, a conservative estimate of 8% suggests that on average, when the same respondents were shown both pictures simultaneously, they estimated the increase in market value that came with the gardens at 8%. Taking the mean of 20% and 8% gives us the garden effect for country X, in this case 14%.

As for the optimistic estimate, it is of course practically impossible to control for every possible variable that might influence a respondent's estimate of the market value of a property (apart from the garden). In general, a sample size of 150 respondents should typically be enough to eliminate most of the effects stemming from pure chance, such as one group having a higher average income than the other. Nevertheless, the two groups' estimates were weighted based on their average reported income and their own estimates of the value of their properties in order to compensate for any such possible effects. As it turned out, these weights were usually on the order of no more than 2-3%. Finally, a Z-value of ± 2 was used as a threshold for outlier identification relating to the property value estimates in each country.

As far as the optimistic effect is concerned, it was significant on a 5% level in all countries (except for Russia) for properties A and B, but generally not for C.

PAYBACK-IF-SOLD

The Payback-If-Sold measure, which throughout the report is reported alongside the garden effect for each country, differs from the latter in that it attempts to take into the account

²⁰ Kairos Future would also like to point out that the original study design also included an attempt to estimate the value of a well-maintained lawn, pure and simple. However, as interpreting these data turned out to be difficult, these results were omitted from the final report. Consequently, the number of respondents used to estimate the Garden Effect and Payback-If-Sold in this report represents 2/3 of the total sample size in each country.

the cost of acquiring (as well as maintaining) gardens similar to those used in the experiment. As such, this measurement can be seen as an attempt to mirror the more familiar term "Return on Investment" (ROI).

In order to estimate the cost of designing and maintaining gardens such as the ones depicted in the pictures, we asked a sample ranging from 10-20 garden designers in each country to estimate the cost of designing them. The mean of their estimates plus the cost of a typical Husqvarna toolkit constitutes the cost estimate used in each country. The garden effect was then divided by this cost in order to arrive at the Payback-If-Sold measure. As such, a Payback-If-Sold of 4.5 in country X suggests that each hypothetical unit of local currency invested in gardening design and maintenance would have resulted in a return of 4.5 units of local currency.

Regarding the interpretation of the Payback-If-Sold measure, it is important to note that, unlike the Garden Effect which appears to be more or less independent of property value (within a somewhat reasonable price range), the Payback-If-Sold measure will vary depending on the market value of the property. The reason is that while the cost of acquiring and maintaining the gardens in the pictures is more or less constant, an estimated 15% increase in the market value of a property translates into higher absolute values if the property is valued at, say, 1 rather than 2 million units of currency. In practice then, if a property's market value differs significantly from the average price observed in this study (see next page), the Payback-If-Sold measure will either be higher or lower than the one reported, depending on the nature of the difference.



PICTURES USED IN THE STUDY

Below are photos of the three properties and garden/yards types used to estimate the effect of well-maintained garden in this study.

PROPERTY A



A: PLAIN GARDEN



A: WELL-MAINTAINED GARDEN

PROPERTY B



B: PLAIN GARDEN



B: WELL-MAINTAINED GARDEN

PROPERTY C



C: PLAIN GARDEN



C: WELL-MAINTAINED GARDEN

RESULTS

Below are the actual observed values from the study that were used to calculate The Garden Effect and the Payback-If-Sold measures for each country.

1 = Average estimated price with plain garden (in thousands of local currency)

2 = Average estimated price with well-maintained garden

3 = Average emotional (optimistic) increase

4 = Average rational (conservative) increase

5 = The Garden Effect: Mean of (3) and (4)

6 = Average cost of garden design, as % of (1)

7 = Average Payback-If-Sold

8 = Average number of respondents in each group

		AUS	UK	FRA	JAP*	POL	RUS	SWE	GER	W.USA	E.USA	Global Average
Property A	1	489	400	311	32	399	3584	2799	251	225	210	n/a
	2	601	458	386	47	503	4894	3213	333	283	246	n/a
	3	23%	15%	24%	49%	26%	37%	15%	33%	26%	17%	26%
	4	4%	3%	6%	7%	8%	7%	7%	7%	9%	8%	7%
	5	13%	9%	15%	28%	17%	22%	11%	20%	17%	12%	16%
	6	2%	1%	1%	4%	3%	3%	3%	4%	4%	4%	3%
	7	4,4	4,8	6,6	5,3	2,5	3,0	2,5	3,5	2,8	1,9	
Property B	1	457	311	236	27	305	3013	2393	189	170	162	n/a
	2	612	380	304	46	431	4570	3292	270	275	248	n/a
	3	34%	22%	29%	68%	41%	52%	38%	43%	61%	53%	44%
	4	6%	3%	8%	8%	14%	10%	10%	10%	14%	16%	10%
	5	20%	13%	18%	38%	28%	31%	24%	26%	38%	34%	27%
	6	3%	3%	5%	5%	7%	7%	6%	9%	12%	12%	7%
	7	4,8	3,1	2,7	5,9	2,3	2,5	3,2	2,4	2,5	2,3	
Property C	1	694	466	361	49	621	7055	3739	373	346	329	
	2	715	527	435	54	694	6418	3991	418	353	334	
	3	3%	13%	21%	10%	12%	-9%	7%	12%	2%	1%	7%
	4	3%	2%	3%	4%	4%	2%	4%	4%	4%	4%	3%
	5	3%	8%	12%	7%	8%	-4%	5%	8%	3%	3%	5%
	6	1%	1%	1%	1%	2%	2%	1%	3%	2%	2%	2%
	7	1,7	4,4	5,6	3,9	1,7	-0,9	2,7	2,0	0,8	0,7	
A+B+C	1	547	392	303	36	442	4551	2977	271	247	234	n/a
	2	643	455	375	49	543	5294	3499	340	304	276	n/a
	3	20%	17%	25%	43%	26%	26%	20%	29%	30%	24%	26%
	4	4%	3%	6%	6%	9%	6%	7%	7%	9%	9%	7%
	5	12%	10%	15%	24%	18%	16%	13%	18%	19%	16%	16%
	6	2%	2%	2%	3%	4%	4%	3%	5%	6%	6%	4%
	7	3,6	4,1	5,0	5,1	2,2	1,5	2,8	2,6	2,0	1,6	3,1
	8	170	248	193	146	197	132	156	210	128	183	176

* (in millions of yen)

This estimation is based on empiric studies and statistical material. Individual cases may exhibit significant variations, depending on the circumstances. All warranties are excluded.

ABOUT HUSQVARNA

The Husqvarna Group is the world's largest producer of outdoor power products including chainsaws, trimmers, lawn mowers and garden tractors. It is the European leader in consumer irrigation equipment under the Gardena brand. The Group is also one of the world leaders in cutting equipment and diamond tools for the construction and stone industries. The product range includes products for consumers as well as professional users. The Group's products are sold in more than 100 countries.

HUSQVARNA'S PRODUCT OFFERING

Husqvarna's product offering covers a wide spectrum of applications for consumers and professional users within the following product areas:

Forestry - chainsaws, clearing saws and accessories such as chains, blades and protective clothing.

Lawn and garden - Walk-behind lawn mowers, garden tractors, riders and other wheeled products, as well as portable products such as trimmers, hedge cutters and leaf blowers

- Irrigation products and garden tools for the consumer market under the Gardena brand

Construction - machines and diamond tools for cutting concrete and stone

BRANDS

The brands in Forestry and Lawn and garden are Husqvarna, Gardena, McCulloch, Jonsered, Flymo, Partner, Poulan, Poulan Pro and WeedEater. The major brands in Construction are Husqvarna and Diamant Boart.

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ABOUT DATAMONITOR

Datamonitor is a leading provider of online database and analysis services for key industry sectors. Through propriety databases and expertise, Datamonitor provides clients with online data, analytic and forecasting platforms for six industry sectors: Automotive, Consumer Markets, Energy & Utilities, Financial Services, Healthcare and Technology.

DATAMONITOR'S DEFINITION OF THE GARDENING AND OUTDOOR LIVING MARKET:

The following segments comprise the gardening and outdoor living market: plants, shrubs, and growing media; buildings; tools; utensils; and outdoor living.

Each segment includes:

Plants, shrubs, and growing media: bulbs, compost, domestic fertilizer, flowering plants, seeds, shrubs, and trees.

Garden buildings: gazebos, greenhouses, pergolas, sheds, and related items such as fencing, paving, etc.

Garden tools: manual and electric tools.

Garden utensils: garden hoses, plant containers, water butts, watering cans, and other similar items like sprayers, and automatic watering systems.

Outdoor living: accessories, barbecues, furniture, and ornaments.

CALCULATION OF MARKET VALUE

All market values referred to from Datamonitor are calculated at retail selling price (RSP) according to the source. Any currency conversions used have been calculated using constant annual average 2008 exchange rates.

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