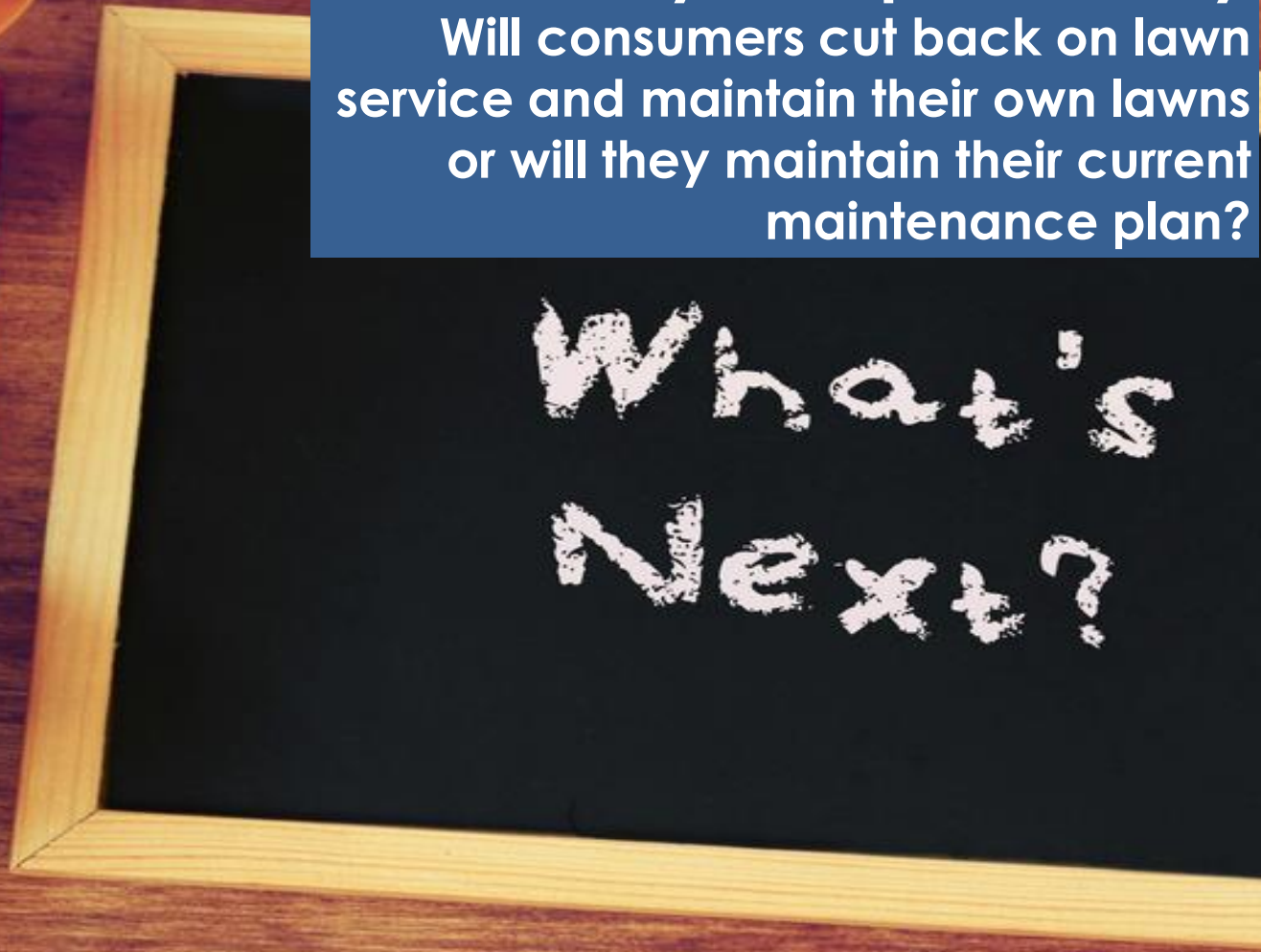


Lawn Care

As the COVID-19 pandemic evolves, how will consumers maintain their lawn?



Lifestyle Impact Study
Will consumers cut back on lawn service and maintain their own lawns or will they maintain their current maintenance plan?



As consumer behavior is shifting due to the COVID-19 pandemic, understanding the shift in lawn care maintenance should be front-and-center for retention and growth strategy.

Over the course of the next year, Irwin Broh Research will be piloting a quarterly, online research study to uncover the following insights. The survey is designed to help you & your team understand if and how the upkeep in lawn care has changed and how to evolve with this ever-changing landscape:

Change in Lawn Care Maintenance

Have consumers changed the way they maintain their lawns? Are they maintaining it themselves or do they hire a service?

Future Outdoor Power Equipment Purchases

Do consumers plan to purchase any equipment in the coming months? If so, from where?

Interest & Awareness in Robotic Mowers

Are consumers aware of robotic mowers and if so, do they plan on purchasing one in the coming months?

More
Information



Please contact Tom Jackowiak at tjackowiak@irwinbroh.com or (847) 954-2250 for further information!

About Irwin Broh Research

Irwin Broh Research is a full-service market research company operating since 1971. Since our inception, we have fostered deep, long-lasting relationships by learning and adapting to the individual needs of our clients. Our diverse portfolio features the biggest brands in the world and our team is committed to providing best-in-class service, regardless of size or industry. When you work with Irwin Broh Research, you get top-notch expertise, unmatched responsiveness and a trusted partner to help you through the process every step of the way.