

Front Lines

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Consumer Opinions on Watering Bans

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This summer, Axiom Marketing released its 2024 Lawn and Garden Watering Ban Survey of homeowners living in metro areas of the West. Water bans happen frequently out there, and when they do water, it gets to be quite expensive.

“Concerns about watering bans, keeping lawns and garden plants alive and high water costs are prevalent in many areas of the country,” said Mike Reiber, founder and CEO of Axiom. “Home gardeners are keenly interested in identifying solutions and purchasing water-saving products that will help their lawns and gardens survive during sprinkling bans.”

Some of what Mike and the Axiom folks learned from the survey include:

- 58% of respondents are unaware of lawn and garden products that will reduce the amount of water they need to apply to their lawns and gardens
- 65.5% are concerned about their lawns and garden plants being damaged or dying during watering bans
- 80% are highly interested in products that can reduce the amount of water they need to apply to their lawns and gardens by 15% to 35%
- 78% are likely to purchase products like these
- 69% experience watering bans in the middle of the summer or all season long
- 64.5% are concerned about the cost of water paid to local water providers
- 71% have experienced price increases throughout the past five years

What can you do with this information? Mike et. al. have some insights:

- 35% of respondents name local garden centers as a place where they can learn more about water-saving products
- * 44% believe they can buy water-saving products for their lawns and gardens at local garden centers
- * The top three aided (i.e. respondents were prompted with possible replies) categories of water-saving products for lawns and gardens

include natural fertilizers, soil wetting agents and compost

For more information on the Axiom 2024 Lawn and Garden Watering Ban Study, [download the report for free](#) (registration is required). **GP**