

# HindSite Releases First Annual Green Industry Buyer Report



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HindSite's first annual Green Industry Buyer Report highlights demographics, satisfaction levels, decision-making processes, communication preferences and more among buyers of green industry services.

One of the core tenants of any marketing strategy is the importance of understanding a target market. Nowhere is that more apparent than in the [2014 Green Industry Buyer Report](#) recently released by HindSite Software.

The Green Industry Buyer Report is based on a comprehensive survey of hundreds of individuals who have purchased green industry services like irrigation service and repair, lawn mowing and fertilization, arbor care, landscaping and snow and ice removal. Respondents live throughout the United States.

Among the key findings in the report:

- In general, buyers are happy with their current provider, rating them 8.8 out of 10 on average.
- Word-of-mouth is the most often cited way buyers found their current provider, though the more recent the purchase occurred, the more likely they were to have found their provider by doing an Internet search.
- On average, buyers consider 2.14 providers, though buyers from commercial properties and younger buyers are more likely to consider more providers.
- Residential buyers are most likely to say that they buy green industry services to reduce their property maintenance effort, while commercial buyers are more likely to buy because they want to improve the appearance of their property.
- Buyers overwhelmingly prefer email communication to phone, texts or face-to-face conversations.
- Facebook is the most frequently used social media site. Young buyers are much

more likely to use social media than older buyers.

Demographically, the average buyer of green industry services is older (more than 75 percent of respondents were 50 or older), has an above-average income (more than 80 percent have a household income in excess of \$100,000) and represent a residential property.

The most surprising result in the report may be the communication preferences of green industry buyers. Nearly 75 percent of respondents prefer communications in the form of email, citing it over phone calls, face-to-face conversations and text messages. Regardless of age, income, gender or property type, the majority of buyers in each demographic chose email as their preferred method of communication.

The Green Industry Buyer Report is available for free [here](#).