



DRAFTSCAPES

Landscape Design: Industry Analysis Spreadsheet

Large (Macro) Trends & Circumstances	What to look for?	Result	Notes
What is the current CPI (Consumer Price Indicator) of the US Market?	<i>Increases of CPI above 2% annually can indicate the cost of goods/services will be higher for the average consumer, this can help indicate the disposable income people may have on design services.</i>		
What are the current housing construction trends? (New Home Construction)	<i>New housing construction can inform you of the relative health of the larger general contracting industry and may influence design job availability.</i>		
What is the trend in the number of landscape architects positions nationally? (Occupational Outlook Handbook)	<i>This can indicate the status of the landscape design industry indirectly by showing the need for larger design services, which may include residential and private properties similar to landscape designers</i>		
What is the trend in the number of landscape services/groundskeeping positions nationally?	<i>This can indicate the need for maintenance services of exist landscapes. With increased growth, we can see a steady potential demand for future landscape design.</i>		
Small (Micro Trends & Circumstances	What to look for?	Result	Notes
How many people are active in your local state landscape trade organization? Have numbers grown/declined?	<i>This can indicate the relative health of associated professions on which designers rely. Good membership and growth means there is value within the design trades as well.</i>		
Does your state have an active APLD or ASLA Chapter?	<i>An active chapter of the APLD or ASLA can be indicative of good income for designers as they look to improve or streamline projects. A lack of activity in the local chapters may mean that little valuable work is being conducted.</i>		
What is the real estate market like in your area? (Housing types, numbers, new home sales)	<i>An increase in new home sales in a specific area indicate potential value of landscape design services for these neighborhoods or properties.</i>		
How many listed landscape design professionals are in your region already?	<i>Lack of professionals in your area can indicate a dormant or declining market. If there are no active designers, you will need to research potential reasons why, including income levels of the area.</i>		