

**QUESTIONS**  
THAT HAVE ABSOLUTELY NOTHING  
TO DO WITH MOWERS





The next few pages illustrate the results of the first-ever Landscaper Census, a project we undertook earlier this year in an attempt to gain and share a better perspective on what the average landscaper and lawn care operator are really like.

Some of our suspicions were confirmed – most of you prefer to drive trucks and identify as Republican, for example, but some were a surprise. Here's what I found most interesting:

- **You're not making millions:** Nearly half of respondents said their take-home pay was less than \$50,000 a year.
- **You're working at family businesses:** 43 percent said their spouse works in some capacity or is co-owner in the business. About as many landscapers had parents who worked in the green industry (17 percent) as have children who work in the industry (19 percent)
- **You're educated:** A third (32 percent) of landscapers have earned a four-year degree.
- **You're engaged:** 52 percent attend church regularly, 81 percent vote in every election
- **You're passionate:** Just 42 percent said landscaping was their first choice of career. Previous industries and jobs ranged from farming to hospitality to insurance to graphic design. But more than double that – 86 percent – of landscapers said that if given the chance to do it all over again, they'd still go into the landscape industry.
- **You've still got problems:** 20 percent have had or are currently dealing with high blood pressure; another 20 percent with bad backs. Thirteen percent say they've battled depression and 15 percent with anxiety.
- **You're clearly very busy:** Only 31 percent said the landscape at their own home was good enough to win an award. Most – 61 percent – said it was just OK. (That's OK, guys. Mine's not much to look at, either.)

**So read on to learn more about what the industry is really like and how you fit in to the larger universe of landscapers.**

– Chuck Bowen

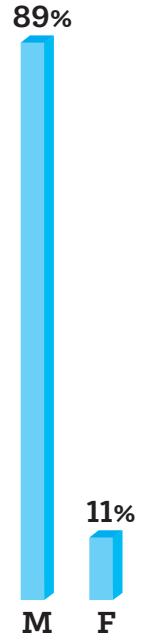


### WHAT YEAR WERE YOU BORN?

1940s	1950s	1960s	1970s	1980s	1990s
1940	1950	1960	1970	1980	1990
1941	1951	1961	1971	1981	1991
1942	1952	1962	1972	1982	1992
1943	1953	1963	1973	1983	1993
1944	1954	1964	1974	1984	1994
1945	1955	1965	1975	1985	1995
1946	1956	1966	1976	1986	1996
1947	1957	1967	1977	1987	1997
1948	1958	1968	1978	1988	1998
1949	1959	1969	1979	1989	1999

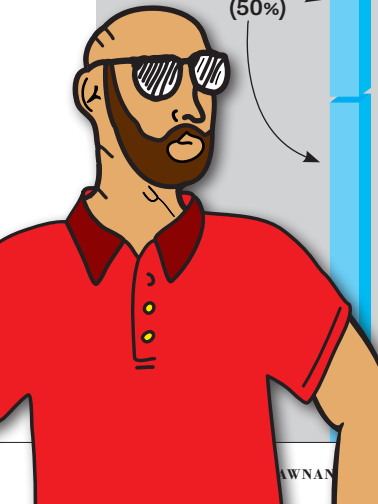


### WHAT IS YOUR GENDER?

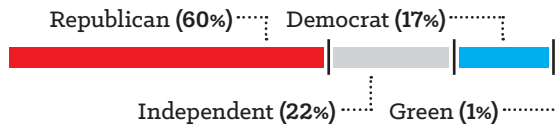


### WHAT KIND OF FACIAL HAIR DO YOU HAVE?

- Neckbeard (1%)
- Sideburns (4%)
- Mustache (8%)
- Goatee (15%)
- Beard (22%)
- None – I'm clean-shaven (50%)

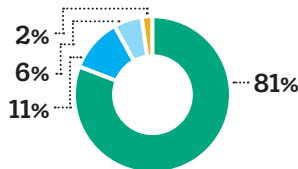


### WHAT'S YOUR POLITICAL AFFILIATION?



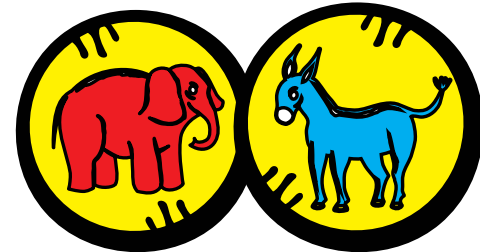
Other responses included: Libertarian, Constitutionalist, "They're all criminals."

### HOW OFTEN DO YOU VOTE?

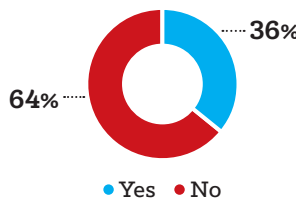


- Every election
- Just for president
- Never
- Not registered to vote

### POLITICS



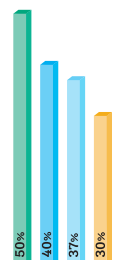
### HAVE YOU EVER LOBBIED OR TALKED TO AN ELECTED OFFICIAL – WRITTEN LETTER, MADE PHONE CALLS OR PERSONAL VISITS, FOR EXAMPLE – ON BEHALF OF THE GREEN INDUSTRY?



### IF YOU DID, WHAT ISSUE OR ISSUES DID YOU DISCUSS?

- Tax reform
- H-2B program/immigration reform
- Chemical regulations
- Water regulations

Other responses included: Health care, credit union limits on loan, landscape contractor license/professional regulation, noise regulations



### IF YOU DO HAVE A BEARD, DO YOU ONLY GROW IT IN THE WINTER?

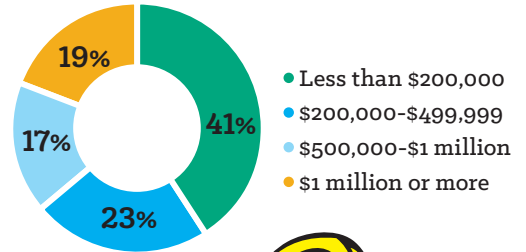
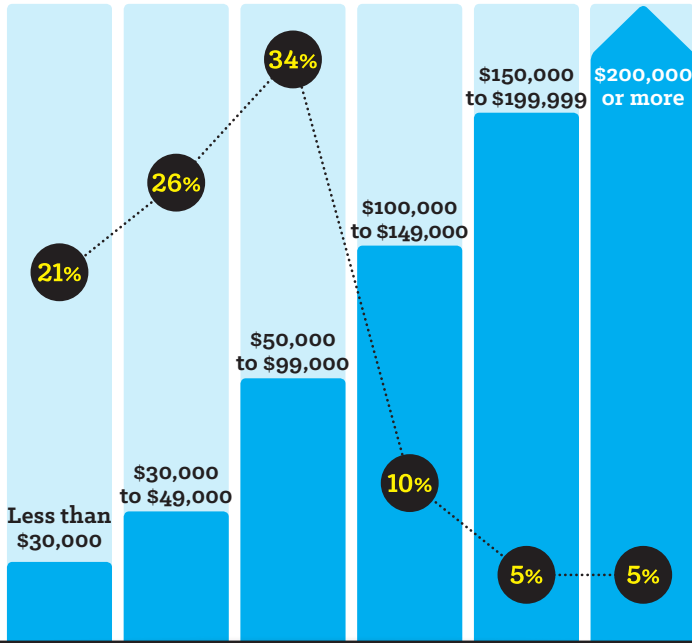




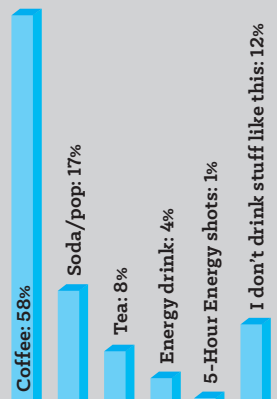
### WHAT WAS YOUR TAKE-HOME PAY FROM YOUR LANDSCAPE BUSINESS IN 2014?

### WHAT WAS YOUR COMPANY'S APPROXIMATE REVENUE IN 2014?

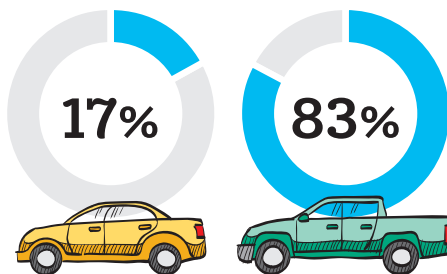
**MONEY**



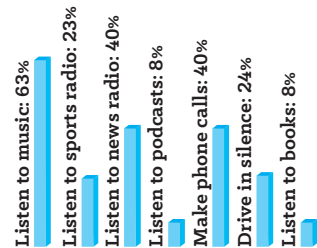
### WHAT'S YOUR PREFERRED METHOD OF GETTING YOUR CAFFEINE?



### WHAT TYPE OF VEHICLE IS YOUR MAIN MODE OF TRANSPORTATION?

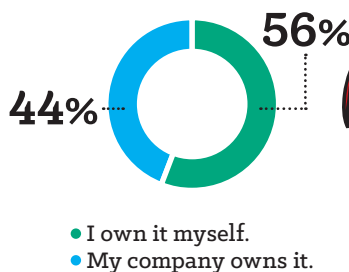


### WHAT DO YOU DO ON YOUR COMMUTE? (CHOOSE ALL THAT APPLY.)

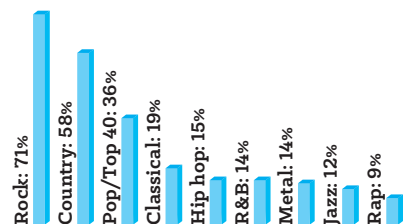


Other responses included: Howard Stern, pray, walk in silence

### WHO OWNS YOUR PRIMARY VEHICLE?



### WHAT KIND OF MUSIC DO YOU LISTEN TO? (CHOOSE ALL THAT APPLY.)

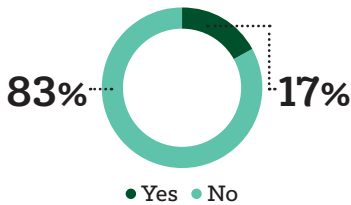


Other responses included: Christian, punk

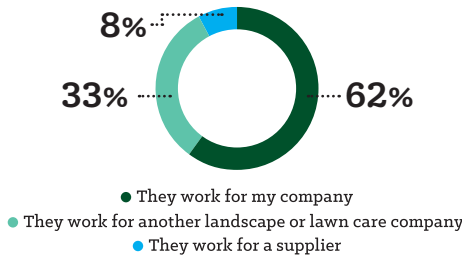




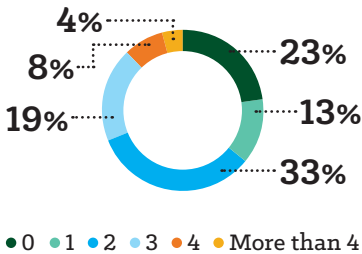
DID YOUR PARENTS WORK IN THE GREEN INDUSTRY – OR DO THEY CURRENTLY?



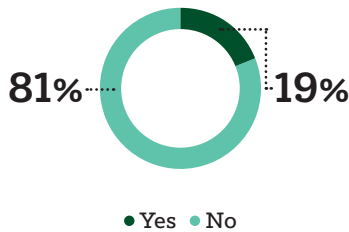
IF THEY DID, WHERE DO THEY WORK?



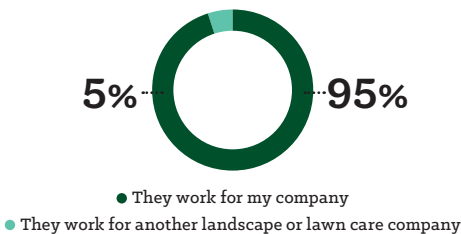
HOW MANY CHILDREN DO YOU HAVE?



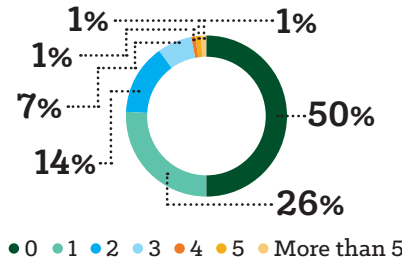
DO YOUR CHILDREN WORK IN THE GREEN INDUSTRY?



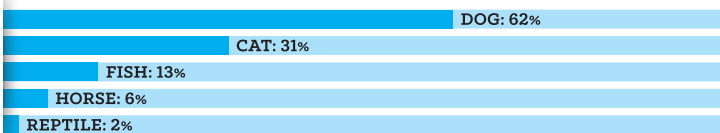
IF THEY DO WORK IN THE GREEN INDUSTRY, WHERE DO THEY WORK?



HOW MANY PEOPLE WHO WORK AT YOUR COMPANY ARE RELATED TO YOU?

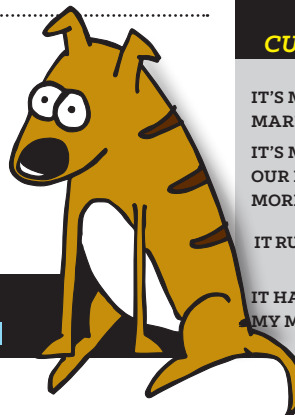


WHAT PETS DO YOU HAVE?



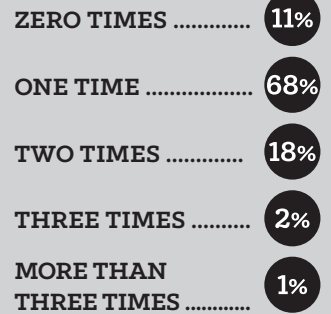
Other responses included: Chickens, guinea pig, rabbit

DO YOU BRING YOUR PET TO YOUR OFFICE OR JOB SITE?



**ON MARRIAGE**

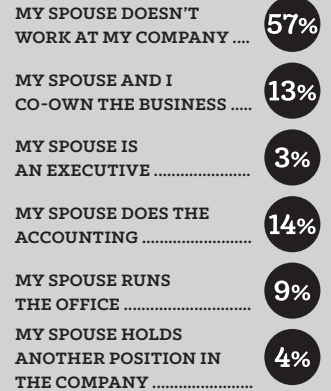
HOW MANY TIMES HAVE YOU BEEN MARRIED?



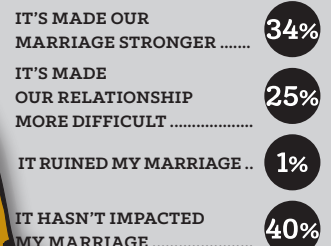
**ARE YOU MARRIED CURRENTLY?**

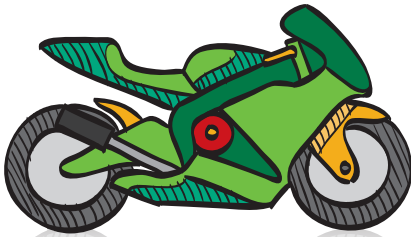


**IN WHAT CAPACITY DOES YOUR SPOUSE WORK FOR YOUR COMPANY?**

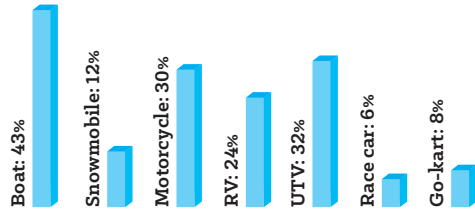


**WHETHER OR NOT YOUR SPOUSE WORKS AT YOUR COMPANY, HOW HAS YOUR BUSINESS IMPACTED YOUR CURRENT MARRIAGE?**

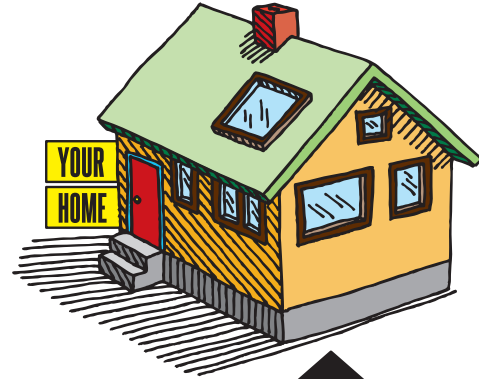




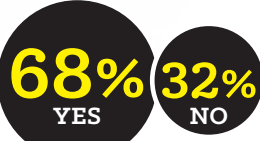
### WHAT "FUN" EQUIPMENT DO YOU OWN?



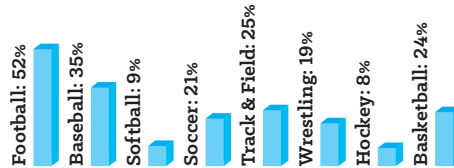
Other responses included: ATV, sports car, muscle cars



DID YOU PLAY SPORTS IN HIGH SCHOOL OR COLLEGE?



### IF YES, WHICH SPORTS DID YOU PLAY?



IF YOU WATCH PROFESSIONAL WRESTLING, LIST YOUR FAVORITE WRESTLER. (SOME RESPONSES INCLUDED)

**STONE COLD STEVE AUSTIN**

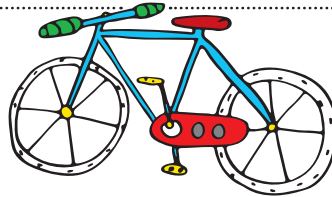
**THE ROCK**

**RIC FLAIR**

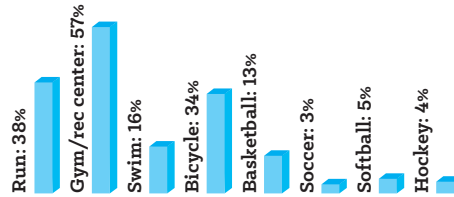
**JOHN CENA**

**DOLPH ZIGGLER**

**HULK HOGAN**

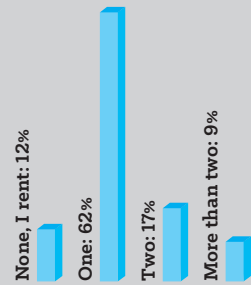


### WHAT DO YOU DO FOR EXERCISE?

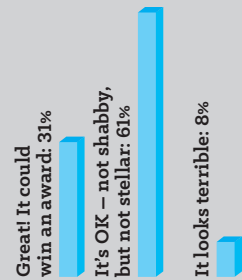


Other responses included: Walk, hiking, work, kayaking

### HOW MANY HOMES DO YOU OWN?

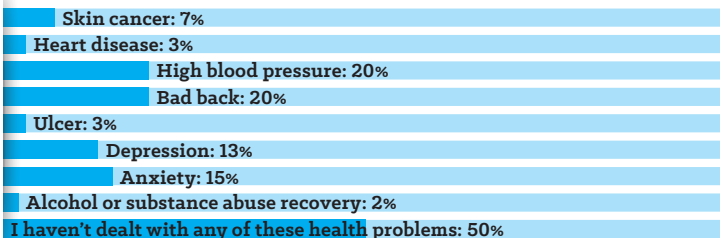


### WHAT DOES THE LANDSCAPE AROUND YOUR HOME LOOK LIKE?



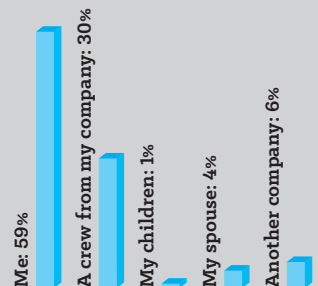
## HEALTH

### HAVE YOU EVER - OR ARE YOU CURRENTLY - DEALING WITH ANY OF THE FOLLOWING HEALTH PROBLEMS?



Other responses included: Colon/rectal/prostate cancer, Lyme disease

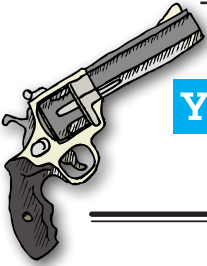
### WHO MAINTAINS THE LANDSCAPE AROUND YOUR HOME?





DO YOU OWN A GUN FOR PERSONAL PROTECTION – NOT FOR HUNTING OR COLLECTING?

Yes: 46% No: 54%



IF YES

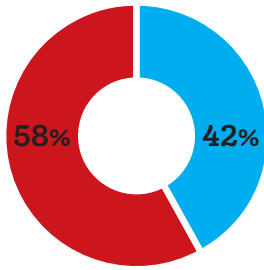
DO YOU KEEP A FIREARM IN YOUR VEHICLE?

Yes: 35% No: 65%

DO YOU KEEP A FIREARM IN YOUR OFFICE?

Yes: 57% No: 43%

WAS LANDSCAPING YOUR FIRST CAREER CHOICE?



● Yes ● No

IF NOT, WHAT WAS YOUR FIRST CHOICE?

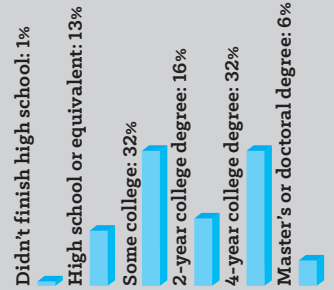
- FINANCE INDUSTRY
- SALES
- FARMING
- HAULED ROCK 'N' ROLL BANDS AROUND THE WORLD

HOW MANY HOURS DO YOU SLEEP AT NIGHT?



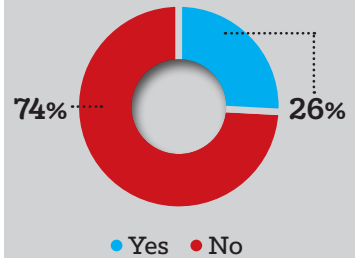
- Less than 5 hours: 4%
- 5 hours: 10%
- 6 hours: 25%
- 7 hours: 35%
- 8 hours: 22%
- More than 8 hours: 4%

WHAT IS THE HIGHEST LEVEL OF EDUCATION YOU ATTAINED?

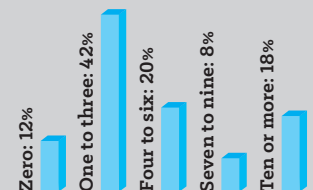


IN THE LAST FIVE YEARS, HAVE YOU GONE BACK TO SCHOOL FOR EXECUTIVE TRAINING OR EDUCATION?

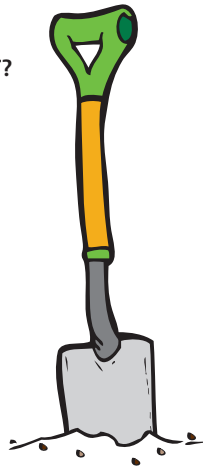
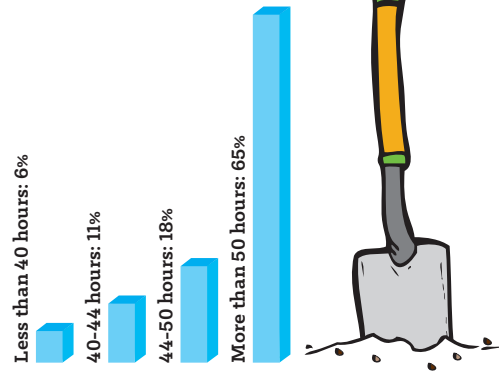
EDUCATION



HOW MANY BOOKS – BOTH BUSINESS AND PLEASURE – HAVE YOU READ IN THE LAST YEAR?



HOW MANY HOURS A WEEK DO YOU WORK IN YOUR BUSY SEASON?

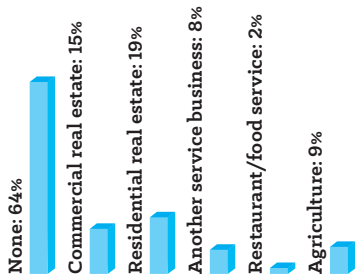


IN THE BUSY SEASON, DO YOU REGULARLY WORK WEEKENDS?



- Yes, Saturdays: 54%
- Yes, both days: 24%
- No, never: 20%
- Yes, Sundays: 2%

WHAT OTHER BUSINESSES DO YOU OWN OR INVEST IN?

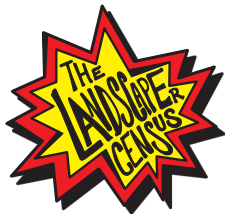


DO YOU HAVE A TATTOO? IF YOU DO, WHAT IS IT OF?

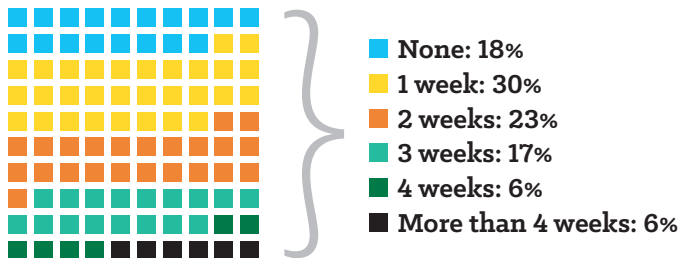
Y: 19% N: 81%

ANSWERS INCLUDED: CALVIN FROM CALVIN AND HOBES, KIDS' NAMES, FATHER'S GRAVESTONE

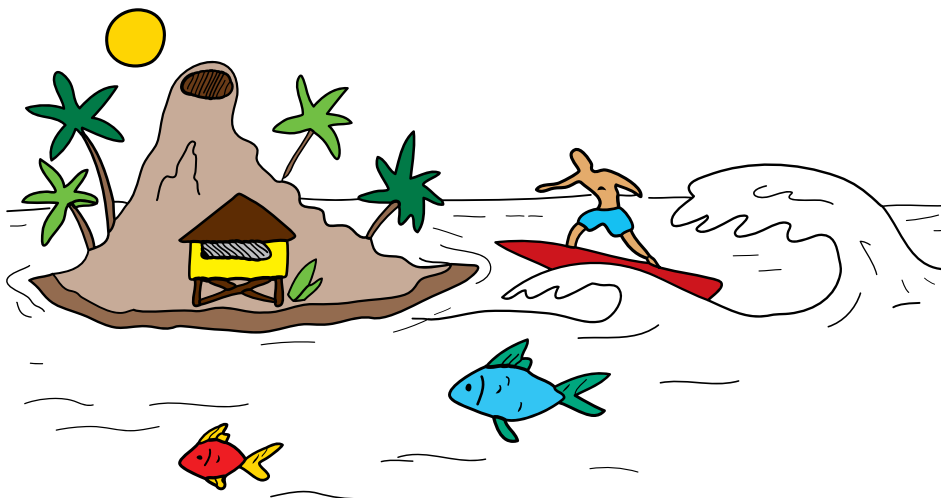
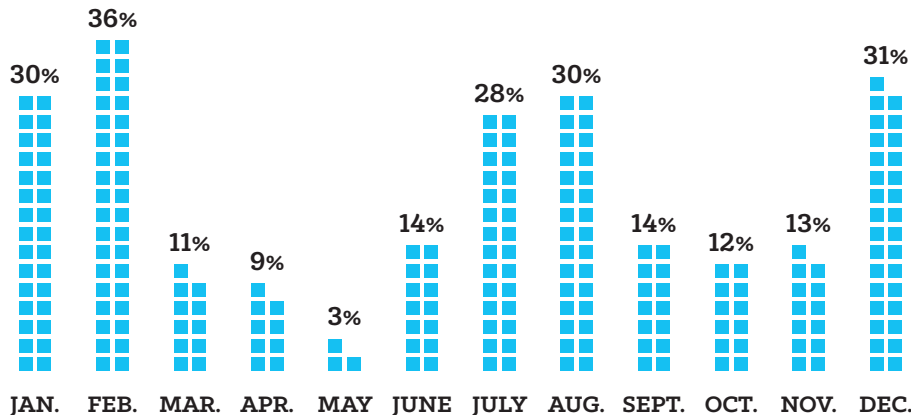




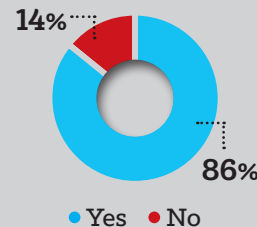
### HOW MUCH VACATION DID YOU TAKE IN 2014?



### WHEN DO YOU TYPICALLY TAKE A VACATION? (CHOOSE ALL MONTHS THAT APPLY.)



### IF YOU HAD TO DO IT ALL OVER AGAIN, WOULD YOU STILL GO INTO THE LANDSCAPE INDUSTRY?



#### WHY?

- It's my passion.
- I love the outdoors, the challenge, meeting many different types of people in my business and the satisfaction of seeing them happy over a job I have done.
- I love playing in the dirt and having multiple jobs that are in process and making deadlines. I've never felt like I was going to work yet.
- It's great being your own boss and working outdoors and getting the satisfaction of making a yard look good.
- Every career has its frustrations, but I have found that I have fewer complaints than friends in other industries as related to work experiences.

#### WHY NOT?

- Local decline in business.
- Even though landscaping has been very good to us, if I had a redo, I would have worked harder in school and applied myself early in life to position myself in a better career – like a doctor or lawyer. Hard work in the landscape business pays off, but not like hard work in some other professions.
- Too much depends on the economy. When times are good they are great, but when times are bad they are real bad!
- Seasonal work is hard and elements are difficult.
- Too cutthroat.

### SURVEY METHODOLOGY



► We fielded the survey via a link emailed to Lawn & Landscape readers who are owners or principals of landscape or lawn care businesses. We also posted the link on our website and shared via social media during the first two weeks of January, and the results are drawn from an aggregate of 321 respondents.