

SWFWMD Topline Report

White Paper Survey: Fertilizer, Pet Waste and Pesticides

Sample Breakdown:

Total Sample: n=914
Fertilizer Users: n=791

Pesticide Users: n=495
Dog Owners: n=463

1. What county do you live in? [limit based on SWFWMD district]

n=914	
North	29.10%
Central	41.80%
South	29.10%

2. Do you own or rent your home?

	North	Central	South	Total
Own	87.60%	82.20%	83.50%	84.10%
Rent	8.30%	10.70%	7.90%	9.20%
Live with a family member	4.10%	7.10%	8.60%	6.70%

3. Does your home have a lawn?

All had lawns – Terminating Question

4. Who cares for your lawn?

	North	Central	South	Total
I do	30.10%	35.60%	35.00%	33.80%
Spouse	33.10%	26.70%	23.30%	27.60%
Someone else in the home	3.80%	9.40%	8.30%	7.40%
Lawn service/gardener paid by household	33.10%	28.30%	33.50%	31.20%

Statistically Different

5. Below is a list of activities that you and many people in your community may have performed before. Please rate each one according to your perception of importance. A rating of 10 indicates it is EXTREMELY IMPORTANT, and a rating of 1 indicates that it is NOT AT ALL IMPORTANT. [ROTATE CHOICES]

	North	Central	South	Total
Making repairs around my home - Rating	7.91	7.88	8.07	7.94
Paying bills - Rating	9.31	9.34	9.27	9.31
Eating dinner with my family - Rating	8.54	8.38	8.61	8.49
Running errands - Rating	6.69	6.68	6.88	6.74
Finding time for myself - Rating	7.65	7.61	7.7	7.65
Keeping my lawn mowed - Rating	8.2	8.08	8.25	8.16
Maintaining my home's septic system or plumbing - Rating	7.15	7.06	7.26	7.15
Fertilizing my lawn - Rating	5.8	5.95	5.83	5.87
Picking up pet waste in my lawn - Rating	4.77	5.41	5.17	5.15
Changing the oil in my personal vehicle - Rating	7.59	7.53	7.66	7.59
Cleaning out my gutters - Rating	5.17	4.79	4.82	4.91
Watering my lawn - Rating	6.51	6.47	6.09	6.37
Installing energy-saving appliances in my home - Rating	7	6.99	6.88	6.96

6. On a scale from 1 to 10, where 10 is EXTREMELY IMPORTANT and 1 is NOT IMPORTANT AT ALL, how important are the following factors when deciding how you landscape and care for your lawn? [ROTATE CHOICES]

	North	Central	South	Total
How much it will cost - Rating	7.9	7.86	7.78	7.85
How difficult it will be to keep up - Rating	7.35	7.38	7.24	7.33
How the yard will look; its overall appearance - Rating	8.56	8.46	8.5	8.5
What neighbors will think - Rating	4.73	5.05	5	4.94
The impact on property value - Rating	7.73	7.78	7.68	7.74
The impact on local water sources - Rating	7.42	7.08	7.26	7.23
How long it will take to do - Rating	6.18	6.57	6.22	6.36
The amount of watering necessary - Rating	7.41	7.26	6.9	7.2
The amount of fertilizer it will require - Rating	5.53	5.66	5.45	5.56
Rules of my homeowners' association - Rating	5.35	4.73	4.9	4.96

7. In what month or months did you or do you plan to fertilize your lawn this year? Check all that apply

	North	Central	South	Total
January	15.00%	15.40%	13.50%	14.80%
February	10.50%	10.50%	14.30%	11.60%
March	24.40%	22.80%	16.90%	21.60%
April	18.80%	20.90%	19.90%	20.00%
May	16.20%	16.00%	13.20%	15.20%
June	12.40%	14.10%	13.90%	13.60%
July	18.00%	15.70%	13.50%	15.80%
August	8.30%	8.90%	10.90%	9.30%
September	21.10%	16.00%	19.50%	18.50%
October	18.80%	22.30%	23.30%	21.60%
November	15.00%	14.10%	12.40%	13.90%
December	8.60%	6.80%	9.80%	8.20%
I'm not sure	32.70%	27.20%	32.70%	30.40%
Never/Not at all	13.90%	13.40%	13.20%	13.50%

Fertilizer Use

8. Thinking about how you or your gardener/lawn service care for your lawn, please rate on a scale from 1 to 10, where 10 is STRONGLY AGREE and 1 is STRONGLY DISAGREE, how much you agree with the following statements. [ROTATE CHOICES]

	North	Central	South	Total
**When applying fertilizer, I use water to help it absorb into the lawn. - Rating	7.28	7.5	6.9	7.26
I use slow-release fertilizer. - Rating	6.59	6.07	6.31	6.29
I would change how often I apply fertilizer if I learned the amount I currently apply is harmful to the environment. - Rating	7.77	7.97	8.01	7.93
I would change my fertilizer if I learned the fertilizer I currently use is harmful to the environment. - Rating	7.85	8.15	8.19	8.08
The way I fertilize my lawn doesn't affect the environment in a substantial way. - Rating	5.84	5.97	5.68	5.85
Keeping my grass cut short means easier maintenance than keeping it long. - Rating	5.87	6.01	5.73	5.89
It's important to keep fertilizer off of hard-top surfaces like sidewalks, driveways and streets. - Rating	6.72	6.8	6.95	6.82

	North	Central	South	Total
Purchasing fertilizer can be very confusing. - Rating	6.31	6.13	6.12	6.18
As long as my lawn looks good, I don't care how fertilizer works. - Rating	5.03	5.23	4.79	5.04
I use more than one type of fertilizer on my yard. For example, one type for my flowering plants and one type for the grass in my lawn. - Rating	6.76	6.73	6.55	6.69
It is impossible to have an attractive lawn without using fertilizer. - Rating	6.11	6.23	5.97	6.12

**Statistically Different

9. What statement best describes how you determine when to fertilize your lawn?

	North	Central	South	Total
Condition of the lawn	43.70%	41.70%	38.10%	41.20%
Specific time of year	32.80%	34.40%	32.50%	33.40%
Reminders from an outside source (newspapers, tv, radio, loc	5.20%	5.70%	4.80%	5.30%
People in your neighborhood are fertilizing	0.40%	3.00%	2.60%	2.10%
Your family or friends are fertilizing	1.30%	2.10%	1.70%	1.80%
When you see sales and advertising for fertilizers	0.40%	2.40%	2.60%	1.90%
Other	16.20%	10.60%	17.70%	14.30%

10. Which of these comes closest to describing how you determine the amount of fertilizer to apply to your lawn? [ROTATE CHOICES]

	North	Central	South	Total
Ask the salesperson where I bought the fertilizer	6.10%	6.30%	6.10%	6.20%
Ask a friend or neighbor	2.20%	2.70%	1.30%	2.10%
Use directions on the package	64.20%	64.40%	62.80%	63.80%
Guess	1.70%	4.50%	4.30%	3.70%
Fill the container of the equipment I use to spread the fertilizer	5.20%	6.30%	4.30%	5.40%
Divide the bag evenly on my yard and discard the bag	3.90%	4.50%	3.90%	4.20%
Other	16.60%	11.20%	17.30%	14.50%

11. Below is a list of various fertilizers people use to beautify their lawns. Please choose the ones you think are “non-chemical.”

	North	Central	South	Total
Slow release fertilizer	8.30%	10.50%	6.40%	8.60%
**Grass clippings	78.90%	75.10%	84.60%	79.00%
Weed and feed product	6.00%	8.40%	6.00%	7.00%
Water-soluble fertilizer	12.80%	13.60%	11.70%	12.80%
Reclaimed water	56.40%	53.70%	54.90%	54.80%
**Plant food	13.50%	13.40%	6.40%	11.40%
Compost	80.50%	74.10%	80.50%	77.80%
Manure	73.70%	71.20%	77.80%	73.90%

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Reducing Residential Pesticide Use

12. Thinking about how you or your gardener/lawn service care for your lawn, please rate on a scale from 1 to 10, where 10 is STRONGLY AGREE and 1 is STRONGLY DISAGREE, how much you agree with the following statements. [ROTATE CHOICES]

	North	Central	South	Total
Keeping my lawn healthy is important to me. - Rating	7.8	7.57	7.48	7.61
Pesticides have low health risks. - Rating	2.92	3.15	2.73	2.96
**Pesticides don't really have an effect on the environment. - Rating	2.72	2.67	2.24	2.56
Keeping my lawn attractive is important to me. - Rating	7.76	7.61	7.65	7.67
I feel pressure from my neighbors or homeowners' association to keep my lawn attractive. - Rating	4.4	3.97	4.39	4.22
I know many people who treat their lawns with non-chemical pesticides. - Rating	3.59	3.51	3.29	3.47
**Pesticides are generally not harmful to children's health. - Rating	3.01	2.85	2.4	2.76
I care what my neighbors think of my property. - Rating	5.5	5.68	5.82	5.67
I don't know of any bugs that improve the health of my yard or garden. - Rating	5.29	5.01	5.12	5.12
Using too much pesticide is harmful to the environment. - Rating	8.42	8.27	8.15	8.28

**Statistically Different

13. Do you use store-bought pest management products (for example, chemical pesticides or non-chemical organic pesticides) on your lawn?

	North	Central	South	Total
Yes	54.50%	55.50%	51.90%	54.20%
No	30.50%	27.70%	28.20%	28.70%
I don't know	15.00%	16.80%	19.90%	17.20%

14. Thinking about how you care for your lawn, please rate on a scale from 1 to 10, where 10 is STRONGLY AGREE and 1 is STRONGLY DISAGREE, how much you agree with the following statements. [ROTATE CHOICES]

	North	Central	South	Total
When I use pesticides, I only spot-treat where pesticides are needed. - Rating	6.36	5.91	5.85	6.02
I personally know of many methods to care for my lawn without using chemical pesticides. - Rating	4.14	3.89	3.65	3.9
The risks of using non-chemical pesticides outweigh the benefits. - Rating	4.78	4.64	4.6	4.67
Using chemical pesticides is more effective than using organic, non-chemical alternatives. - Rating	4.59	4.89	4.7	4.75
I don't use non-chemical pesticides because they are too expensive. - Rating	5.01	4.48	4.83	4.73

	North	Central	South	Total
Using chemical pesticides saves time and money. - Rating	4.9	5.18	5.18	5.1
**Since pesticides wash off when it rains, it is important to apply often. - Rating	3.58	3.81	3.14	3.56
When I see any bugs in my yard, I apply pesticide. - Rating	4.78	4.7	4.64	4.71

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15. When treating your lawn, what kind of pesticide do you use most often? [open-ended]

16. When using pesticide on my lawn, I expect to see results:

	North	Central	South	Total
Immediately	2.80%	4.70%	5.80%	4.40%
In a few days	46.20%	41.00%	42.00%	42.80%
In a week	28.30%	30.20%	34.80%	30.90%
Two weeks	13.80%	15.60%	10.10%	13.50%
A month	5.50%	5.20%	3.60%	4.80%
A few months	1.40%	0.50%		0.60%
Other, please specify:	2.10%	2.80%	3.60%	2.80%

17. When using pesticides, I will re-apply if I don't see results:

	North	Central	South	Total
In a few days	3.40%	4.70%	8.00%	5.30%
In a week	18.60%	14.20%	17.40%	16.40%
Two weeks	24.10%	25.90%	24.60%	25.10%
A month	35.90%	32.10%	26.80%	31.70%
A few months	11.00%	17.00%	17.40%	15.40%
Other, please specify:	6.90%	6.10%	5.80%	6.30%

18. When shopping for pesticides to use on your lawn, do you find that non-chemical, organic products are widely available?

	North	Central	South	Total
Yes	18.60%	18.90%	18.10%	18.60%
No	31.00%	32.10%	42.00%	34.50%
I haven't really noticed	50.30%	49.10%	39.90%	46.90%

19. Give an example of a non-chemical pesticide. [open-ended]

Pet Waste Cleanup

20. Do you own a dog?

	North	Central	South	Total
Yes	49.20%	52.60%	49.20%	50.70%
No	50.80%	47.40%	50.80%	49.30%

21. How often do you use public areas (like parks, sidewalks and green spaces) to walk your dog?

	North	Central	South	Total
Every day	17.60%	25.40%	19.80%	21.60%
Four to six times a week	3.80%	6.50%	6.90%	5.80%
Two or three times a week	9.20%	5.00%	6.10%	6.50%
Once a week	5.30%	7.00%	5.30%	6.00%
Twice a month	2.30%	2.50%	3.10%	2.60%
Once a month	3.10%	3.00%	2.30%	2.80%
I don't walk my dog in public areas on a regular basis	58.80%	50.70%	56.50%	54.60%

22. How do you get rid of your dog's waste? Please choose the statement that most closely reflects your actions. [ROTATE CHOICES]

	North	Central	South	Total
I throw it in the trash	32.10%	50.20%	42.00%	42.80%
I leave it on the grass	36.60%	25.90%	36.60%	32.00%
I bury it underground	3.10%	4.00%	2.30%	3.20%
I flush it down the toilet	3.80%	3.00%	4.60%	3.70%
I put it in a home composting pile	1.50%	4.50%	3.10%	3.20%
I put it in the flower beds	3.80%	2.00%	3.10%	2.80%
I hose it into the ground	12.20%	8.50%	6.90%	9.10%
Other	6.90%	2.00%	1.50%	3.20%

23. Thinking about how you care for your dog, please rate on a scale from 1 to 10, where 10 is STRONGLY AGREE and 1 is STRONGLY DISAGREE, how much you agree with the following statements. [ROTATE CHOICES]

	North	Central	South	Total
The way I dispose of my pet's waste is my own business. - Rating	6.38	7.13	6.77	6.82
Cleaning up my pet's waste is an undesirable but necessary task. - Rating	7.31	7.8	7.55	7.59
When we go for walks, I carry plastic bags to pick up my pet's waste. - Rating	6.76	7.26	7.15	7.09
I am responsible for pet waste on my property even though it may not have come from my pet. - Rating	7.16	7.2	7.11	7.16
I regularly walk my dog in dog parks or other public community parks. - Rating	2.98	3.34	2.83	3.1

24. Thinking about the presence of pet waste in your community, please rate on a scale from 1 to 10, where 10 is STRONGLY AGREE and 1 is STRONGLY DISAGREE, how much you agree with the following statements. [ROTATE CHOICES]

	North	Central	South	Total
Pet waste can serve as a fertilizer. - Rating	5.52	5.51	5.83	5.61
It is the city's responsibility to pick up pet waste in public areas. - Rating	3.07	2.79	2.6	2.82
Pet waste is more of a health issue than an environmental one. - Rating	5.64	5.49	5.33	5.49
Pet waste is a health hazard to humans. - Rating	5.81	5.79	5.62	5.74
Pet waste left on the ground will eventually end up in the closest body of water (for example, a local stream or lake). - Rating	5.66	5.68	5.67	5.67

	North	Central	South	Total
Proper disposal of pet waste is a problem in my community. - Rating	3.87	4.13	3.85	3.97
The presence of pet waste in my community hinders my ability to enjoy being outdoors. - Rating	3.85	4.08	4.03	4
**Putting dog waste in a plastic bag, which will possibly end up in a landfill, is worse for the environment than leaving the waste on the ground. - Rating	6.03	5.48	5.68	5.69

**Statistically Different

General questions

25. In a typical household, which area of the home do you think uses the most water each month? **[open-ended]**

26. Below is a list of various activities that use water in a home. Please rate each activity according to how much water you think each uses. A rating of 1 indicates the activity USES A MINIMAL AMOUNT OF WATER and a rating of 10 indicates the activity USES A CONSIDERABLE AMOUNT OF WATER. **[ROTATE CHOICES]**

	North	Central	South	Total
Doing a full load of laundry - Rating	5.7	5.84	5.67	5.75
Doing the dishes in the sink with the water running - Rating	7.42	7.56	7.23	7.42
Running the dishwasher with a full load of pots and pans - Rating	5.17	5.3	5.11	5.2
Watering the lawn for a half hour using an in-ground irrigation system - Rating	6.39	6.12	6.06	6.18
Taking a 10-minute shower with a regular showerhead - Rating	7.23	7.1	7.13	7.14
Taking a 10-minute shower with a low-flow showerhead - Rating	4.14	4.36	4.19	4.25
Brushing your teeth with the water running - Rating	6.08	6.37	5.95	6.17
A toilet flush from a regular toilet - Rating	6.09	6.26	6.22	6.2
A toilet flush from a low-volume toilet - Rating	3.32	3.49	3.23	3.37
Watering the lawn for a half an hour using a garden hose - Rating	7.25	7.22	7.21	7.23
Running water while shaving - Rating	6.4	6.6	6.32	6.46
Filling the tub for a bath - Rating	7.04	6.95	7.01	6.99
**Washing a car with a hose - Rating	6.74	6.59	6.19	6.52

**Statistically Different

27. There are several issues listed below. Thinking about your own community, please rate the importance of each according to how they affect you and your neighbors. A rating of 1 is of LEAST IMPORTANCE and a rating of 10 is of MOST IMPORTANCE. **[ROTATE CHOICES]**

What is the importance of...

	North	Central	South	Total
Protecting the water quality of our lakes, rivers and streams - Rating	8.77	8.76	8.86	8.79
Protecting the quality of our drinking water - Rating	9.09	9.04	9.21	9.1
Increasing safety from crime in our neighborhoods - Rating	8.54	8.8	8.68	8.69
Improving the quality of life for families in our community - Rating	8.46	8.4	8.52	8.45
Improving the quality of recycling programs - Rating	7.96	8.24	8.01	8.09
Maintaining and increasing property values - Rating	8.28	8.09	8.15	8.16
Protecting natural areas like woodlands and forests - Rating	8.53	8.49	8.55	8.52
Reducing litter and improper garbage dumping - Rating	8.12	8.21	8.29	8.21

28. Now I want to ask you a little bit about what kind of person you are. On a scale from 1 to 10, where 10 means it DESCRIBES YOU VERY WELL and 1 means it DOESN'T DESCRIBE YOU AT ALL, Please rate how much the following statements describe you. [ROTATE CHOICES]

	North	Central	South	Total
I am an environmentalist. - Rating	5.34	5.21	5.4	5.3
I have a beautiful home. - Rating	7.6	7.62	7.53	7.59
I am often influenced by my friends and family. - Rating	4.73	5	4.73	4.85
I enjoy holding cook-outs in my yard. - Rating	6.06	6.26	5.95	6.11
I am a lot like my neighbors. - Rating	4.81	4.61	4.82	4.73
I like to entertain at my home. - Rating	6.41	6.48	6.35	6.42
I seek recommendations on lawn care. - Rating	5.45	5.44	5.36	5.42
I believe the state government is a good resource for lawn care information. - Rating	4.8	4.74	5.06	4.85
I care about local streams and rivers. - Rating	7.85	7.73	8.05	7.86
**I spend a lot of money beautifying my home. - Rating	5.52	5.92	5.42	5.66
I am highly involved in my community. - Rating	4.59	4.3	4.24	4.36
I weigh out all of my options before I make any decision. - Rating	7.83	7.77	7.85	7.81
I make most of my own home repairs. - Rating	6.77	6.72	6.65	6.71

**Statistically Different

Demographics

29. Do you have any children or grandchildren under the age of 18 who live in your home?

	North	Central	South	Total
Yes	36.50%	41.10%	33.80%	37.60%
No	63.50%	58.90%	66.20%	62.40%

30. How long have you lived in your county?

	North	Central	South	Total
Less than 1 year	2.30%	2.60%	3.40%	2.70%
1 to 5 years	34.20%	23.30%	27.40%	27.70%
6 to 10 years	23.30%	14.90%	19.90%	18.80%
11 to 15 years	13.90%	14.10%	12.80%	13.70%
16 to 20 years	8.60%	9.70%	10.90%	9.70%
More than 20 years	17.70%	35.30%	25.60%	27.40%

Statistically Different

31. Do you live in Florida year-round?

	North	Central	South	Total
Yes	98.10%	98.40%	97.40%	98.00%
No	1.90%	1.60%	2.60%	2.00%

32. What is your present employment status?

	North	Central	South	Total
Employed full-time	48.10%	53.10%	50.00%	50.80%
Employed part-time	10.50%	12.80%	8.30%	10.80%
Voluntarily not in the work force (in school; raising family)	11.30%	12.60%	12.40%	12.10%
Unemployed but not retired	4.10%	5.80%	4.10%	4.80%
Retired	25.90%	15.70%	25.20%	21.40%

Statistically Different

33. What is the highest level of education you have reached so far?

	North	Central	South	Total
Less than high school	0.40%	0.30%		0.20%
High school graduate	15.00%	17.30%	12.80%	15.30%
Some college	32.70%	32.20%	32.30%	32.40%
College graduate	37.60%	35.90%	41.70%	38.10%
Advanced degree (Masters/Doctorate)	14.30%	14.40%	13.20%	14.00%

34. In what range did your total household income fall during 2007?

	North	Central	South	Total
Less than \$25,000	7.50%	5.50%	4.90%	5.90%
\$25,001 to \$50,000	20.30%	21.20%	18.80%	20.20%
\$50,001 to \$75,000	20.30%	22.30%	22.60%	21.80%
\$75,001 to \$100,000	17.70%	21.70%	18.80%	19.70%
More than \$100,000	17.30%	15.70%	13.50%	15.50%
Decline to answer	16.90%	13.60%	21.40%	16.80%

35. Do you consider yourself:

	North	Central	South	Total
Caucasian/White	88.70%	82.20%	92.50%	87.10%
African American/Black	1.50%	4.20%	1.50%	2.60%
Hispanic/Latino	5.60%	7.10%	3.00%	5.50%
Asian or Pacific Islander	1.10%	2.40%	1.10%	1.60%
Native American or Alaskan native	0.40%	0.80%	0.80%	0.70%
Mixed racial background	0.80%	2.10%		1.10%
Other race	0.40%			0.10%
Decline to answer	1.50%	1.30%	1.10%	1.30%

36. What is your current marital status?

	North	Central	South	Total
Single	12.00%	17.00%	15.40%	15.10%
Married	76.30%	65.40%	66.50%	68.90%
Divorced	7.10%	11.50%	10.90%	10.10%
Widowed	2.60%	3.70%	5.30%	3.80%
Decline to answer	1.90%	2.40%	1.90%	2.10%

37. What year were you born? 19[number]

38. What is your gender?

	North	Central	South	Total
Male	21.10%	23.30%	26.30%	23.50%
Female	78.90%	75.90%	72.90%	75.90%
Decline to answer		0.80%	0.80%	0.50%