

**Report to
Southwest Florida Water Management District
[SWFWMD]**

VOLUME 1

**WATER KNOWLEDGE, ATTITUDES, AND PRACTICES
OF WEST CENTRAL FLORIDA RESIDENTS
2006 SURVEY RESULTS**

Final Report

February 2007

**Dr. Mary Stutzman, Director
Heather Mauney
and
FSU Survey Research Laboratory Staff
Florida State University**



FSU Survey Research Laboratory
College of Social Sciences
Dr. Mary Stutzman, Director
www.fsu.edu/~survey

**2006 SURVEY OF
WATER KNOWLEDGE, ATTITUDES, AND PRACTICES
OF WEST CENTRAL FLORIDA RESIDENTS**

Volume 1

Section 1. Study Approach and Methodology	1
Section 2. General Concerns and Attitudes about Water Resources and Issues.....	7
Section 3. Knowledge and Understanding of Watersheds	15
Section 4. Sources of Information	29
Section 5. Actions and Motivators for Watershed Conservation	34
Section 6. Knowledge and Attitudes about Florida-friendly Landscaping	54
Section 7. Knowledge of SWFWMD and Ratings	70

Volume 2

APPENDICES

A. 2006 Survey Instrument.....	A1
B. 2006, 2004 and 2003 Survey Results	B1
C. 2006 Area Comparisons	C1

SECTION 1

STUDY APPROACH AND METHODOLOGY

The 2006 telephone survey of residents in the West Central Florida region was based on the instrument developed and approach used by the SWFWMD in 2004 and 2003. The Southwest Florida Water Management District (SWFWMD) wanted to update and compare information about residents' knowledge and attitudes about water management.

The Survey Instrument. The survey instrument contained most of the questions developed in 2003. Appendix A contains the survey instrument. A few modifications, however, were made to the 2003 instrument:

Questions Added:

- Importance of various environmental and natural resource issues;
- Level of concern about water resources in Central Florida;
- How pet owners dispose of pet waste;
- How residents with lawns maintain their lawns;
- If there was support to protect watersheds by determining water rates.

In addition to adding questions, some screening edits that were not in place during the 2003 fieldwork were also included. Only those who responded they heard of SWFWMD were asked the battery of questions about its responsibilities and performance.

In 2006, some additional modifications were made to both the wording of questions and response categories. These changes are explained in the text of the report. Where possible, the data for different years are compared to give a picture of resident attitudes over time. In 2006, a series of questions concerning Florida-friendly landscaping attitudes and practices were added.

Sample Design. In order to obtain information and opinions from residents throughout the area the SWFWMD serves, the District was broken into the same three areas surveyed in 2003:

Residents Surveyed in:

- Northern Area—Citrus, Hernando, Pasco, and Sumter counties
- Central Area—(Tampa Bay) Hillsborough and Pinellas counties
- Southern Area—Desoto, Manatee, Polk, and Sarasota counties

Phone Survey. The sample design called for a stratified random digit dialing (RDD) approach to obtain approximately 200 completed interviews in each of the areas. This design would allow some comparisons among the areas' residents concerning their knowledge and attitudes. A sample of randomly generated telephone numbers for each area was purchased from Survey Sampling, Inc., a professional sampling company. In a RDD sampling frame, a large proportion (around 40% or more) of the numbers are usually non-working, disconnected numbers, businesses and fax-lines in which there are no household residents. This approach,

however, allows one to reach households that have unlisted numbers and can reduce some of the bias of just calling published telephone numbers.

Mail Survey and Follow-Up. A mail approach was also employed in an effort to gather information from those who are hard to reach. Here, telephone numbers of potential respondents that were refusals, no answers, and answering machines were sent to a sampling company for a reverse match of the telephone numbers to obtain names and addresses. A survey instrument was sent to them.

Survey Fieldwork. The telephone survey began May 17, 2006 and a final wrap-up was completed September 25, 2006. The mail instruments were sent October 9, 2006.

Trained, paid, and supervised interviewers conducted the interviews. The interview took about 16 minutes on the average to complete. At least 8 attempts to reach a potential respondent were made. These attempted calls were rotated through different periods of the day (day-time and night-time calls) as well as weekdays and weekends. This approach maximizes the chances of reaching a respondent. Both full-time and part-time residents 18 years old or older were eligible to participate in the survey. In 2006, a total of 637 interviews were completed by telephone (see Table1). In 2004 and 2003, when phone was the only method used, 600 interviews were completed:

Table 1. Mode of Completion - 2006

Area	Total Surveys	Mode of Completion	
		Phone	Mail
North	342	210	132
Central	258	214	44
South	326	213	113
TOTAL	926	637	289

Response Patterns. In 2006, interviewers dialed 13,246 different telephone numbers in order to complete 637 interviews. This was a substantial increase in attempted numbers since 2004 when interviewers dialed 6,536 to complete 601 interviews. Table 2 displays the dispositions of these attempted calls by area. As in all random digit dialing (RDD) telephone surveys, a large proportion of the numbers were non-working. Overall in 2006, 55 percent of the attempted calls were either businesses or non-working numbers. The Central area, (Tampa Bay), had the largest proportion of non-working numbers—61 percent. The Northern area, which is more rural, had the smallest proportion of non-working numbers—50 percent. In the Southern area, 54 percent of the numbers attempted were non-working. The biggest shift in dispositions between 2004 and 2006 occurred in the proportion of telephone numbers that we were unable to contact due to “Answering Machines or No Answer”. In 2004, only 38 percent of the numbers attempted with household contacts were Answering Machine or No Answer compared to 64 percent in 2006. The proportion of refusals by contacted respondents dropped from 41% in 2004 to 23% in 2006. (See Table 2.)

Table 2. Disposition of Telephone Call Attempts: 2006 and 2004

2006 Telephone Call Attempt Dispositions								
	District		North		Central		South	
Household Contacts	5,941	45%	2,120	50%	1,889	39%	1,932	46%
Completions	638	11%	213	10%	211	11%	214	11%
Callbacks	107	2%	19	1%	53	3%	35	2%
Refusals	1,390	23%	497	23%	407	22%	486	25%
Answering Machines /No Answer	3,806	64%	1391	66%	1218	64%	1197	62%
Non-Household Contacts	7,305	55%	2,080	50%	2,920	61%	2,305	54%
Non-working	5,683	78%	1566	75%	2,357	81%	1760	76%
Business	1473	20%	460	22%	517	18%	496	22%
Not Eligible	149	2%	54	3%	46	2%	49	2%
Total Number of Numbers Attempted	13,246		4,200		4,809		4,237	
2004 Telephone Call Attempt Dispositions								
	District		North		Central		South	
Household Contacts	3,044	47%	961	56%	968	40%	1,115	47%
Completions	608	20%	203	21%	203	21%	202	18%
Callbacks	12	0%	4	0%	7	1%	1	0%
Refusals	1,259	41%	504	52%	321	45%	434	39%
Answering Machines/ No Answer	1,165	38%	250	26%	437	23%	478	43%
Non-Household Contacts	3,492	53%	760	44%	1,472	31%	1,260	30%
Non-working	2,921	84%	616	81%	1,264	60%	1,041	53%
Business	421	12%	98	13%	168	86%	155	83%
Not Eligible	150	4%	46	6%	40	11%	64	5%
Total Number of Numbers Attempted	6,536		1,721		2,440		2,375	

Telephone Survey Participation. It was difficult to get residents to participate in this survey. Part of the difficulty was breaking through the technical barriers such as call-blockers, caller identification, and other technical devices to actually reach a potential respondent that plagues any telephone survey effort. This problem increased substantially since the 2004 survey effort due to changes in technology. Refusals were high (23% of all household contacts) but not as high as in 2004 (41%) for this survey. The length of the interview (16 minutes), lack of interest by potential participants in water issues and policies, suspicions about selling “water products” such as water softening systems, and decline of participation in phone surveys in general all played a role in refusals.

The overall telephone response rate for the 2006 survey was 11 percent compared to 20 percent in 2004. (See Table 3). This was calculated using the most conservative response rate approach of the American Association for Public Opinion Research (AAPOR). In 2006, the cooperation rate, (the number of completed interviews divided by the both those who refused and were interviewed,) was 32 percent for the District. Cooperation was the highest in the Central area (34%) — Tampa Bay and lowest in the more rural Northern area (30%).

Table 3. Refusal and Co-operation Rates

		AREAS			District
		North	Central	South	
<u>RESPONSE RATE:</u>	2006	10%	11%	11%	11%
<u># of Completions</u> # of Household Contacts	2004	21%	21%	18%	20%
<u>COOPERATION RATE:</u>	2006	30%	34%	31%	32%
<u># of Completions</u> (# of Completions) + (# of Refusals)	2004	29%	39%	32%	33%

Mail Survey Follow-up. In an effort to reach more potential respondents and give those who we could not reach by telephone an opportunity to give us their views about water resources, a mail survey was sent to a large proportion of non-respondents. Table 4 presents the outcomes of the mail effort. A total of 3,061 phone numbers screened “Household Contacts” (No Answers, Answering Machines, Initial Refusals) were sent to a sampling company for a matching address. Forty-seven percent of the phone numbers were matched with a name and address. These 1,432 households were mailed a survey version of the instrument and 290 returned them. The response rate for the mailed survey was 11 percent.

**Table 4. Mail Survey Results:
Surveys sent to No Answer, Answering Machine and Refusals**

	District	North	South	Central
Total Sent to Match	3,061	2,000	1,816	1,245
Percent Match Address	47%	56%	47%	47%
Number Matched Address	1,432	1,121	8,53	579
Returns	290	132	114	44
Mail Response Rate	11%	12%	13%	8%

Table 5 presents the final tallies for this mixed mode approach. The base for the combined response rate is the phone numbers classified as “Household Contacts”. The overall response rate for the Water Policy survey was 16 percent with the Southern area having the highest (17%) rates of return and the Central area the lowest (14%).

Table 5. Final Survey Response Rates

<u>Area</u>	Response Rate	Base: Household Contacts	Total Surveys	Mode of Completion	
				Phone	Mail
District	16%	5,941	926	637	289
North	16%	2,120	342	210	132
Central	14%	1,889	258	214	44
South	17%	1,932	326	213	113

Demographics of Survey Participants. The demographic characteristics of the respondents to the 2006 survey are summarized below. Appendix B contains more detailed information for each characteristic. Appendix C provides area comparison for the demographic information as well as each 2006 survey question.

Housing Characteristics

- **Housing.** More than two –thirds of the respondents (69%) lived in houses while 15% lived in apartments/ condominiums and 12% in mobile or manufactured homes.
- **Ownership.** 85% own their dwelling while 12% of the respondents rent their dwelling.

Residency Characteristics

- **Residency Status.** Only 7% of the respondents lived in Florida part of the year while 91% consider themselves full-time residents.
- **Length of Time.** Sixty-four percent lived in the area (county) for more than ten years.

Demographic Characteristics

- **Gender.** Nearly the same proportion of women (50%) participated in the survey as men (49%).
- **Age.** Only 3% of the respondents were under the age of 25. The other age categories were: 25 to 44 years old (19%); 45 to 64 years old (41%); 65 and older (34%).
- **Education.** There were fewer respondents with a high school education or less (44%) than those holding a college or graduate degree (53%).
- **Ethnicity.** The majority (86%) of the respondents identified themselves as White, 3% as African American, 3% as Hispanic, and 4% as other.
- **Income.** Thirteen percent reported household incomes of less than \$25,000; Respondents among the other income groups:
\$25,000--\$34,999 (11%)
\$35,000--\$49,000 (15%)
\$50,000--\$74,99 (18%)
\$75,000+ (23%)

One –fifth of respondents (20%) refused to give their household income.

Appendices Contain More Detailed Information. The Appendices contain the survey instrument and more detailed information by question. Appendix A contains the survey instrument. Tables comparing the results for each question in the 2006 survey and how they compare to 2004 and 2003 results can be found in Appendix B — 2006,2004, and 2003 Survey Results. Area comparisons for the 2006 survey items are located in Appendix C — 2006 Area Comparisons.

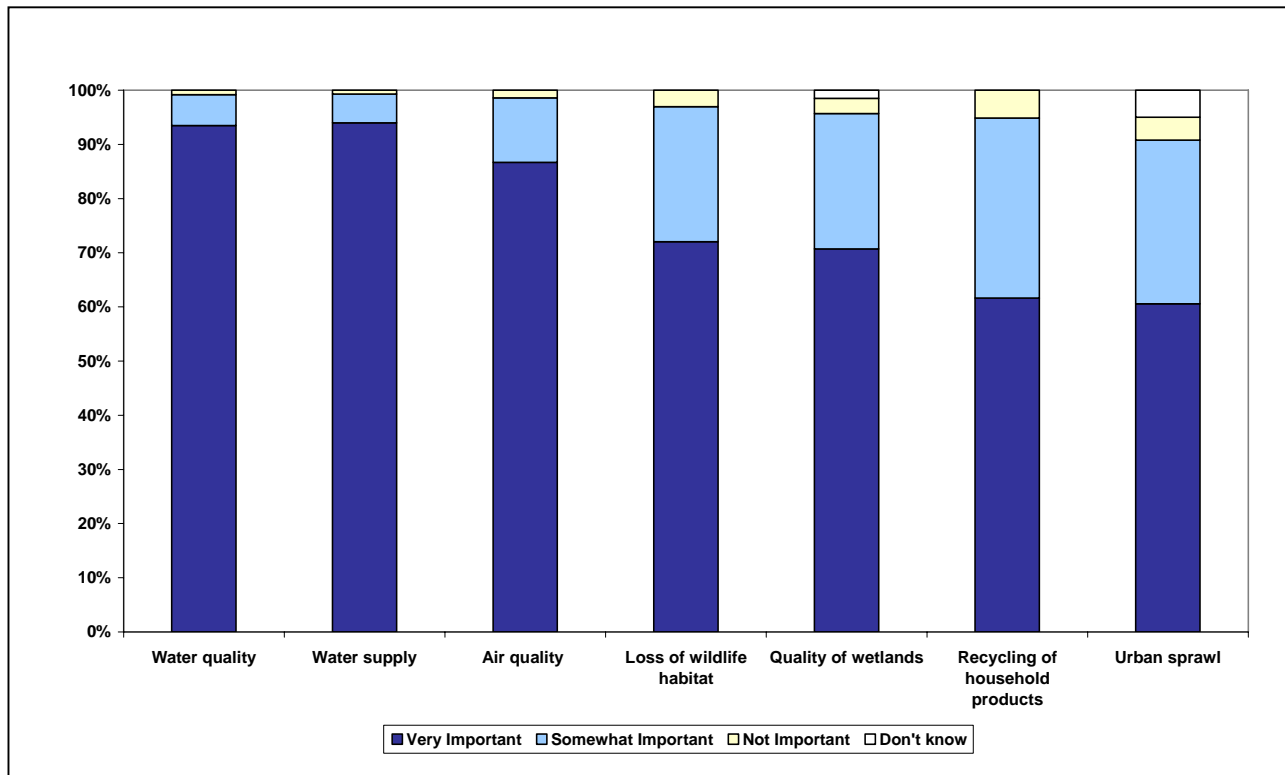
SECTION 2

**WATER RESOURCES AND ISSUES:
GENERAL CONCERNS AND ATTITUDES**

Respondents thought water issues were very important and were concerned about water resources in central Florida. In order to compare the level of concern about water to other environmental concerns, respondents were asked about the importance of various natural resource and water issues facing central Florida. In the 2006 survey, water supply and water quality were cited by over 90 percent of the respondents as “Very Important”. (See Figure 1.) In contrast, quality of wetlands was “Very Important” to only 71 percent of those surveyed. Air quality (87%), loss of wildlife habitat (72%), recycling (61%), and urban sprawl (61%) issues were rated as “Very Important” by a majority of the respondents. In 2004, urban sprawl was less of a concern when only 50 percent deemed it as a very important issue facing central Florida.

Figure 1. Environmental and Natural Resource Issues – 2006

In your opinion, how important are the following natural resources and environmental issues facing central Florida today? [Q1]



For complete comparisons with exact percentages please see Appendix B, page B2, table 1.

Characteristics Affecting Ratings. It is important to determine if ratings vary by demographic characteristics of the respondents. The importance of issues were examined within categories of various demographic characteristics to see if any patterns emerged. From these analyses, the following patterns were observed.

- Water Quality
 - No major differences in opinion emerged when looking at the demographic indicators with respect to the respondents' view of the importance of water quality.
- Water Supply
 - Women (96%) and men (93%) both tended to rate this issue as "Very Important".
 - Age did not affect the ratings of water supply. Respondents 45 and older (95%) and those under 45 years old (91%) viewed water supply as "Very Important".
- Air Quality
 - Six percent more of the women (90%) rated air quality as "Very Important" than the male respondents (84%).
 - Respondents in the Central Area (90%) tended to view air quality as "Very Important" compared to the Northern (85%) and Southern (85%) areas.
- Loss of Wildlife Habitat
 - Full-time residents (72%) were far more likely to rate loss of wildlife habitat as "Very Important" than part-time residents (65%).
 - Women (80%) were more likely than men (64%) to rate this issue as "Very Important".
 - Younger respondents (80%), those under the age of 45, were more likely than those 45 years old and older (70%) to view loss of wildlife habitat as "Very Important".
 - Respondents in the Northern (74%) and Central areas (74%) were slightly more likely to view loss of wildlife habitat as "Very Important" than those in the Southern Area (68%)
- Recycling Household Products
 - Homeowners (68%) deem recycling household products as "Very Important" more than renters (61%).
 - One-half (50%) of the respondents less than 45 years old viewed recycling as "Very Important" while over half (62%) of those 45 and over felt this way.
 - Women (70%) were more likely than men (52%) to rate this issue as "Very Important".
 - More full-time residents (62%) felt that recycling was "Very Important" than part-time residents (51%).
 - There was little difference among the areas concerning recycling household products.
[Northern Area (59%); Central Area (64%); Southern Area (62%)]

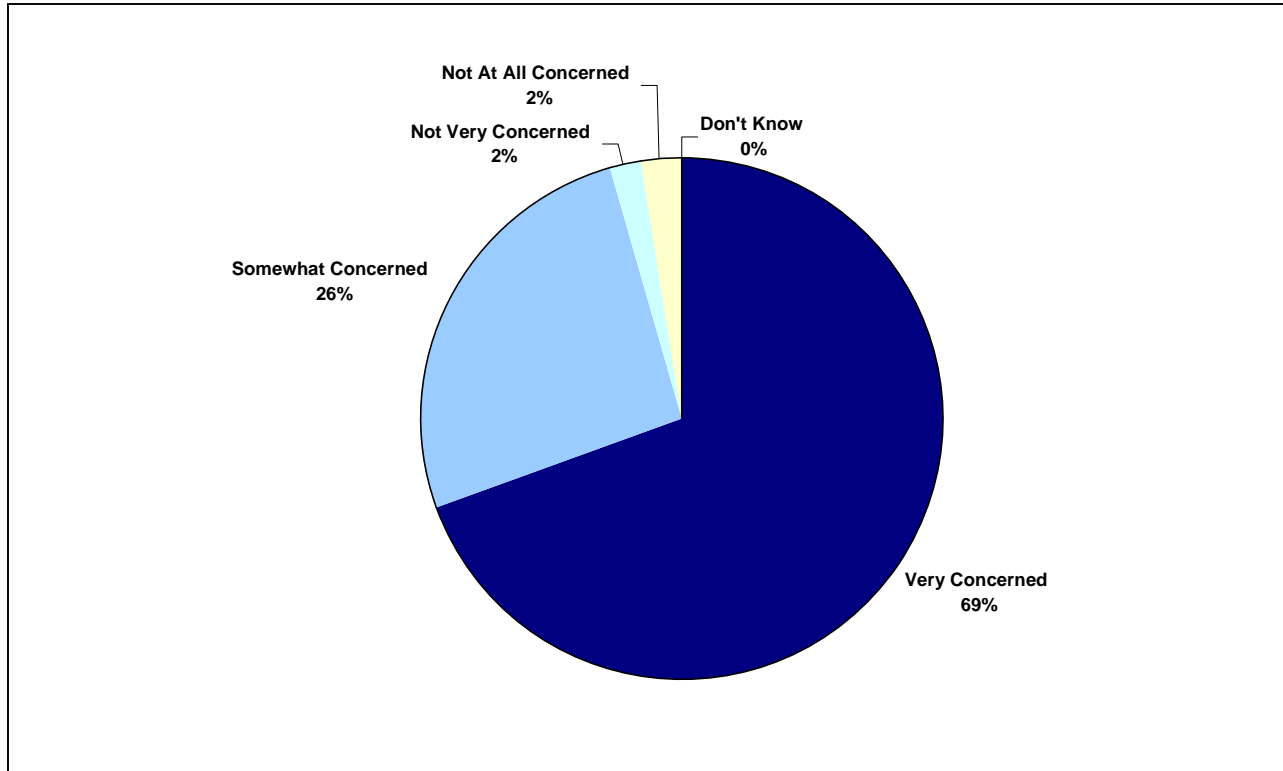
- Quality of Wetlands
 - Women (76%) tended to view the quality of wetlands as “Very Important” at a higher rate than men (66%).
 - Among the other demographic factors, there appeared to be no striking patterns of difference accounting for the “Very Important” rating of the quality of wetlands issue.
 - There were no differences among the areas concerning recycling household products.
[Northern area (71%); Central Area (70%); Southern Area (71%)]

- Urban Sprawl
 - As age increases, the proportion of respondents who felt that urban sprawl was a “Very Important” concern increased as well.
[less than age 45 (54%); 45 – 64 (60%); 65+ (67%)]
 - Part—time residents (77%) view urban sprawl as a “Very Important” concern compared to 61 percent of the full-time residents.
 - Women (68%) tend to feel that urban sprawl was a concern more than men (55%).
 - There were no major differences among the areas concerning the importance of urban sprawl as a concern.
[Northern Area (58%); Central Area (63%); Southern Area (62%)]

Those residents participating in the survey were concerned about water resources in central Florida. Nearly all (95%) of the 2006 survey respondents were at least somewhat concerned about the water resources in central Florida (see Figure 2). Sixty-nine percent of the respondents said they were “Very Concerned”.

Figure 2. Concern about Water Resources in Central Florida – 2006

Would you say that you are very concerned, somewhat concerned, not very concerned, or not at all concerned about the water resources in central Florida? [Q2]



For complete comparisons with exact percentages please see Appendix B, page B2, table 2.

By examining the responses of the residents who stated they were “Very Concerned”, a few differences among respondents were noted.

- **“Very Concerned” about Water Resources**
 - As age increases, the percentage of respondents very concerned increases as well. Among those less than 45 years old, only 62 percent expressed they were very concerned about water resources. Respondents between the ages of 45 and 64 (70%) stated they were “Very Concerned” about water resources. The percentage increases across age groups to 80 percent for those 65 and over.
 - Women (74%) were more likely than men (65%) to be “Very Concerned” about this issue.
 - Home owners (71%) were more likely to express a high level of concern compared to renters (59%).
 - There were no major differences among the areas pertaining to the importance of water resources as a concern.
[Northern Area (70%); Central Area (68%); Southern Area (69%)]

Respondents also felt that there was a long-term water supply problem in west central Florida. In 2006, 88 percent of the respondents said they “Agree” or “Strongly Agree” that there is a long-term water supply in west central Florida (see Figure 3). The question was presented in a different format in the 2004 and 2003 surveys. However, the proportion of respondents expressing agreement with the statement has increased.

**Figure 3. Long-Term Water Supply Problem in Central Florida
2006, 2004 and 2003**

We have a long-term water supply problem. [Q5b]

	2006
Strongly Agree	53%
Agree	35%
Disagree	6%
Strongly Disagree	1%
Don't Know	5%

	2004	2003
Yes	61%	75%
No	28%	18%
Don't Know	12%	7%

- **“Strongly Agree” – We Have A Long-Term Water Supply Problem.**
 - Women (53%) and men (53%) tend to view the long-term water problem the same.
 - Respondents under 45 (47%) are less likely to feel there is a water supply problem than those 45 and over (57%).
 - Owners (55%) see a long-term water supply problem more than renters (40%).
 - There were no differences among the areas concerning the long-term water supply problem.
[Northern Area (55%); Central Area (54%); Southern Area (51%)]

Ninety-eight percent of the respondents in the 2006, 2004, and 2003 surveys felt that watershed preservation was at least “Somewhat Important”. In 2006, most respondents (85%) thought it was “Very Important” to preserve watersheds for the future (see Figure 4).

**Figure 4. Importance of Preserving Watersheds
2006, 2004 and 2003**

In your opinion, how important is it to you to preserve watersheds for the future? [Q10]

2006	
Very Important	85%
Somewhat Important	13%
Not Very Important	1%
Not Important At All	<1%
Don't Know	1%

	2004	2003
Very Important	80%	93%
Somewhat Important	18%	5%
Not Important	1%	1%
Don't Know	1%	1%

- **“Very Important” – Preserve Watersheds for the Future**
 - As age increases, the proportion of respondents feeling that it is “Very Important” to preserve watersheds increases as well. [under 45 (81%); 45- 65 years (85%); 65 and older (92%)]
 - Respondents living in apartments or condominiums (76%) were less likely than those residing in houses (86%) or mobile/manufactured homes (92%) to view preservation of watersheds as “Very Important”.
 - More home owners (87%) rated preserving watersheds as “Very Important” than renters (76%).
 - The view that preserving watersheds for the future is “Very Important” was similar for all areas. [Northern Area (83%); Central Area (86%); Southern Area (87%)]

In 2006, nearly three-fourths of the respondents (73%) viewed water conservation as “Very Important”. In 2004, 74 percent felt it was very important to conserve water (see Figure 5). Almost all of the respondents in each survey year (98% to 99%) felt that water conservation was at least “Somewhat Important”. In 2006, women as well as older respondents were more likely to feel this way than younger ones. Attitudes towards water conservation did not differ based on type of housing, residency status, length of time in the area, educational level, or home ownership.

**Figure 5. Importance of Water Conservation
2006, 2004 and 2003**

How important is water conservation to you? [Q13]

	2006
Very Important	73%
Somewhat Important	25%
Not Very Important	2%
Not Important At All	<1%
Don't Know	1%

	2004	2003
Very Important	74%	85%
Somewhat Important	25%	14%
Not Important	1%	1%
Don't Know	1%	1%

- **“Very Important” – Water Conservation**
 - Older respondents tend to see water conservation as “Very Important” more often than younger respondents.
[45 years and older (78%) vs. under 45 years old (66%)]
 - Women (77%) were more likely to view water conservation as “Very Important” than men (68%).
 - The view that water conservation is “Very Important” was similar among the areas.
[Northern Area (73%); Central Area (70%); Southern Area (74%)]

In 2006, a slight majority of the respondents (51%) said that they “Strongly Agree” or “Agree” that it is possible to maintain healthy watersheds while experiencing continued population growth. In the 2004 and 2003 surveys the statement was worded differently. In the 2004 survey, 60 percent of the respondents agreed that “continued population growth and healthy watersheds can coexist”. In the 2003 survey, 70 percent were in agreement with that statement. (See Figure 6.)

Once again, age was differentiated in the responses. In 2006, younger respondents were more likely to think that continued population growth and healthy watersheds could coexist. Views about the coexistence of population growth and healthy watersheds did differ based on age, type of housing, residency, and gender.

**Figure 6. Growth and Watersheds
2006, 2004 and 2003**

It is possible to maintain healthy watersheds while also experiencing continued population growth.* [Q7]

	2006	2004	2003
Strongly agree	10%	15%	25%
Agree	41%	45%	45%
Disagree	29%	26%	17%
Strongly disagree	13%	8%	9%
Don't Know	6%	6%	4%

*In the 2004 and 2003 surveys the wording of the statement was: “Continued population growth and healthy watersheds can coexist.”

- **“Strongly Agree” or “Agree” – It is Possible to Maintain Healthy Watersheds While Experiencing Continued Population Growth.**
 - Younger respondents are slightly more likely to agree that healthy watersheds can be maintained with continued population growth than those 45 years old and older.
[under 45 years old (56%) vs. 45 years and older (50%)]
 - Men (58%) as compared to women (45%) were more apt to feel that healthy watersheds can be maintained with continued population growth.
 - Respondents living in mobile/manufactured homes (44%) were less likely than those living in houses (53%) or apartments (50%) to feel that continued growth and healthy watersheds could coexist.
 - Agreement with the view that healthy watersheds can be maintained while experiencing continued population growth was similar among the areas.
[Northern area (54%); Central Area (50%); Southern area (49%)]

SECTION 3

KNOWLEDGE AND UNDERSTANDING OF WATERSHEDS AND WATERSHED PROTECTION

The survey sought to ascertain the level of knowledge and understanding the residents had in a number of areas:

- Definition of a watershed;
- Knowledge about their watershed;
- Agencies providing watershed protection; and
- Impacts on watersheds.

Definition of Watershed

In 2006, about two-thirds (65%) of the respondents identified the correct definition of a watershed, while twenty-three percent said they did not know which definition was correct. Modifications in the survey since 2003 make it difficult to compare percentage changes for this item (see Figure 7).

**Figure 7. Definition of Watershed
2006, 2004 and 2003**

Which of the following represents a watershed? [Q3]

Definitions of Watershed	2006	2004	2003*
An area where all water drains into a common water body	65%	59%	79%
Offshore region of Gulf of Mexico	3%	7%	32%
A rural, undeveloped area**	9%	NA	NA
A canal***	NA	7%	56%
Don't Know	23%	27%	11%

*The 2003 question asked if each item was correct.

**Not offered in the 2004 and 2003 surveys.

***In the 2006 survey this choice was not offered.

- Definition: An area where all water drains into a common water body.
 - Age did not materially affect selecting the correct definition. [44 years old and younger (62%) vs. 45 years and older (66%)]
 - Owners (66%) were more likely than renters (57%) to select the correct definition.
 - Respondents living in houses (66%) were more likely to select the definition than those in apartments /condominiums (63%) or mobile /manufactured homes (55%).
 - Respondents with college or higher (73%) were much more likely to correctly identify the definition of a watershed than those with a high school education or less (55%).
 - Men (70%) tended to correctly identify the definition more than women (60%).
 - The South (70%) and North (64%) area respondents were more apt to correctly identify the definition than those residing in the Central area (60%).

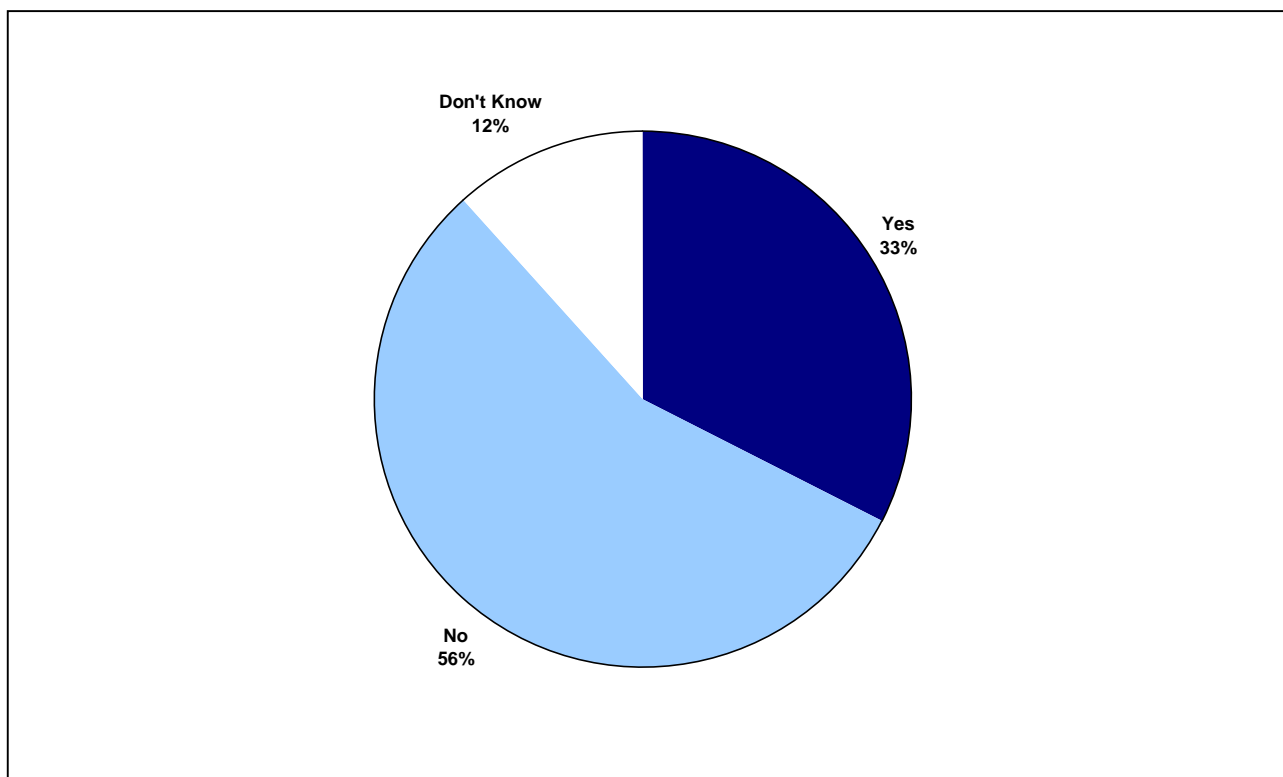
Knowledge of Watersheds

In 2006, one-third of the respondents thought they lived in a watershed, compared to 41 percent of those surveyed in 2004. Respondents were given a definition of a watershed and then asked if they lived in one. Over half of the respondents in the 2006 survey (56%) said that they did not live in a watershed (see Figure 8).

Figure 8. Knowledge of Living in a Watershed – 2006

A watershed is an area of land that water flows across as it moves toward a common body of water, such as a stream, river, lake or coast.

Do you live in a watershed? [Q4]



For complete comparisons with exact percentages please see Appendix B, page B3, table 4.

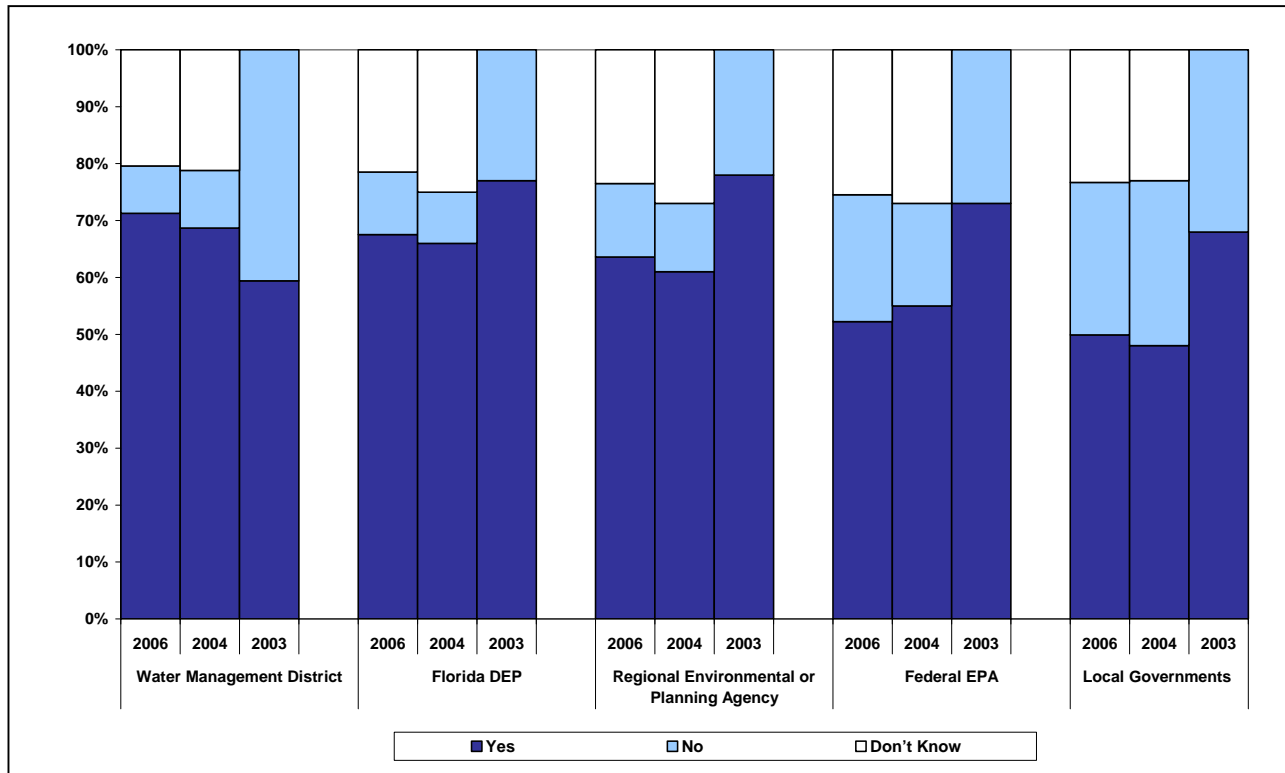
- “Yes”, Live in A Watershed
 - Respondents in the Southern area (39%) were more likely to state they lived in a watershed than those in the Northern (31%) or Central (26%) areas.
 - Respondents 45 and older (34%) were more likely to say “Yes” than those under 45 years old (23%).
 - There were some differences due to education; most notably, those with graduate degrees were most likely to state they lived in a watershed. [High School or less (27%); College Degree (35%); Graduate Degree (41%)]
 - Men (41%) were more likely than women (25%) to state they lived in a watershed.
 - There was very little difference due to part-time residency status, type of residence, or ownership.

Agencies Providing Watershed Protection

In 2006, the agency identified as providing watershed protection by the largest proportion of survey respondents (71%) was the Southwest Florida Water Management District. In previous years this choice was worded “water management district” and was identified by 68 percent of the respondents in the 2004 survey and by 60 percent in 2003 (see Figure 9). All of the agencies listed as choices provide watershed protection. In 2006, at least 20 percent of the respondents reported that they did not know if each of the agencies listed provided protection. The Florida Department of Environmental Protection (68%) and regional environmental or planning agencies (64%) were identified by about two-thirds of the respondents as providing watershed protection. They were less certain about the Federal Environmental Protection Agency (52%) and local governments (50%) roles in providing watershed protection (See Figure 9).

Figure 9. Agencies and Watershed Protection – 2006, 2004 and 2003

Which of the following agencies provide watershed protection? [Q6]



For complete comparisons with exact percentages please see Appendix B, page B5, table 6.

Characteristics Affecting Agency Responses. It is important to determine if there are any patterns associated with being able to correctly identify agencies as providing watershed protection. In many cases, there were no patterns found with high levels of the respondents indicating they did not know (between 20% and 26%). The agency identifications were examined within categories of various demographic characteristics to see if any patterns emerged. From these analyses, the following patterns were observed.

- Southwest Florida Water Management District (SWFWMD) — "Yes", Provides Watershed Protection
 - Full-time residents (78%) correctly identified SWFWMD at a higher rate than part-time residents (71%).
 - Respondents 65 and older (65%) were less likely to identify SWFWMD as providing watershed protection than those between ages 45 and 65 (74%) or respondents under 45 years old (75%).
 - Respondents living in houses (74%) or apartments/condominiums (70%) identified SWFWMD correctly at higher proportions than those living in mobile or manufactured homes (60%).
 - Owners (72%) were more apt to correctly identify SWFWMD as protecting watersheds than renters (65%).
 - Men (74%) identified SWFWMD as protecting watersheds at a slightly higher rate than women (69%).
 - Respondents in the Central area (76%) identified SWFWMD as protecting the watershed more than respondents in the Northern (70%) and Southern (68%) areas.
- Florida Department of Environmental Protection (DEP) — "Yes", Provides Watershed Protection

There were few demographic distinctions that emerged for those correctly identifying Florida DEP as an agency providing watershed protection.

 - Respondents under the age of 45 (74%) were more apt to identify FDEP as providing watershed protection than those 45 and older (65%).
 - Respondents in the Central area (72%) correctly identified Florida DEP the most frequently as providing watershed protection while respondents in the Northern area (70%) identified Florida DEP the least. In the Southern area, only 61 percent correctly identified the Florida DEP as providing watershed protection.

- Regional Environmental or Planning Agencies — “Yes”, Provides Watershed Protection

There was only one demographic distinction that emerged for those correctly identifying regional or environmental planning agencies as providing watershed protection.

- Full-time residents (67%) were more likely to correctly identify regional agencies as protecting watersheds compared to part-time residents (53%).
- Respondents in the Central area (70%) correctly identified regional or environmental planning agencies the most frequently as providing watershed protection while respondents in the Northern area (64%) identified them the least. In the Southern area, 58 percent correctly identified regional or environmental planning agencies as providing watershed protection.

- Federal Environmental Protection Agency (EPA) — “Yes”, Provides Watershed Protection

- Men (51%) and women (54%) identified the Federal EPA correctly as providing watershed protection at about the same rates.
- Respondents under the age of 45 (60%) were more likely to identify the Federal EPA as protecting watersheds compared to those 45 years and older (51%).
- Full-time residents (55%) were slightly more likely to correctly identify Federal EPA as protecting watersheds compared to part-time residents (47%).
- Respondents in the Central area (59%) correctly identified the Federal EPA the most frequently as providing watershed protection while respondents in the Northern (50%) and Southern (50%) areas identified them the least.

- Local Governments — “Yes”, Provides Watershed Protection

- Men (53%) were slightly more likely to correctly identify local governments as protecting watersheds than women (47%).
- Full-time residents (52%) were slightly more likely to correctly identify local governments as protecting watersheds compared to part-time residents (41%).
- Respondents living in houses (52%) or apartments/condominiums (50%) identified local governments more than those living in mobile/manufactured homes (39%).
- Respondents in the Central area (53%) correctly identified Local Governments the most frequently as providing watershed protection. Respondents in the Northern area (48%) and the Southern area (49%) correctly identified Local Governments as providing watershed protection.

Impacts on Watersheds

In the 2006 survey most respondents (84%) agreed that their actions have an impact on their watershed. This is a larger proportion of respondents recognizing that their actions affect their watersheds than those surveyed in 2004 or 2003. In the 2006 survey, this item was changed to ask respondents to indicate their level of agreement and this may account for some of the increase in agreement from the previous years. (See Figure 10.)

**Figure 10. Actions and Impact on Watersheds
2006, 2004 and 2003**

Actions you take have an impact on your watershed. [Q5a]

	2006
Strongly Agree	41%
Agree	43%
Disagree	5%
Strongly Disagree	1%
Don't Know	10%

	2004	2003
Yes	59%	48%
No	28%	42%
Don't Know	13%	11%

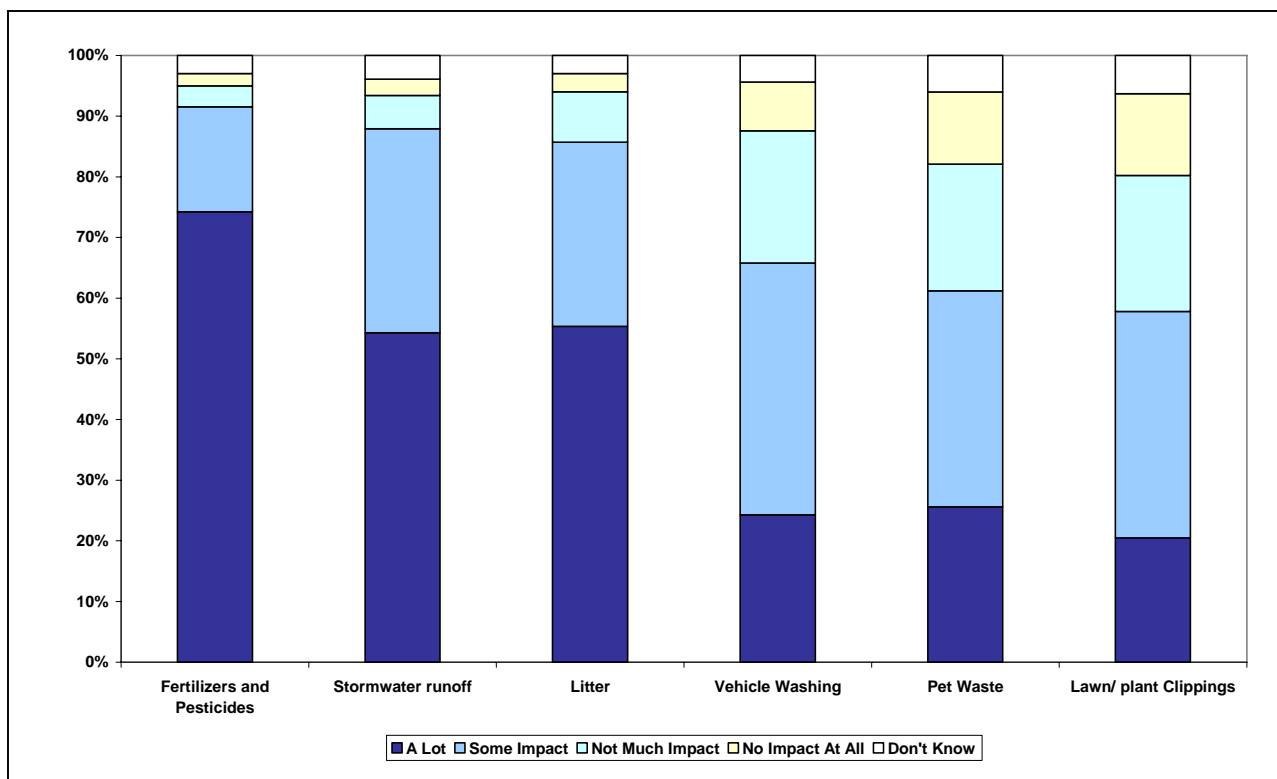
By examining the responses of the residents who “Strongly Agree” or “Agree” that their actions impact watersheds, a few differences among respondents were noted.

- **“Strongly Agree” or “Agree” — Actions Impact My Watershed**
 - Respondents who owned their dwelling (85%) were more likely than renters (77%) to feel their actions have an impact on their watershed.
 - Younger respondents tend to feel that their actions impacted watersheds compared to older respondents.
[Under 45 (88%); 45 – 64 (83%); 65 and older (80%)]
 - Men (86%) were slightly more apt to “Strongly Agree” or “Agree” that their action impacted watersheds compared to women (81%).
 - The respondents who “Strongly Agree” or “Agree” that their actions had an impact on watersheds did not vary much by region.
[Northern area (82%); Central area (85%); Southern area (85%)]

In 2006, nearly all of the respondents thought fertilizers and pesticides (91%), could have at least some impact on their watershed. A majority thought that litter (85%), and storm water runoff (88%) could impact their watershed. Fewer respondents thought that pet waste (62%), vehicle washing (66%) and lawn or plant clippings (58%) had an impact; about 20 percent of the respondents assigned “not much impact” to these items (see Figure 11a). All of the items listed can have an impact on a watershed. In the 2004 and 2003 surveys the results were similar, although respondents were asked to choose “yes” or “no”, rather than indicate the extent of each item’s impact on their watershed. (See Figure 11b.)

Figure 11a. Impacts on Watersheds – 2006

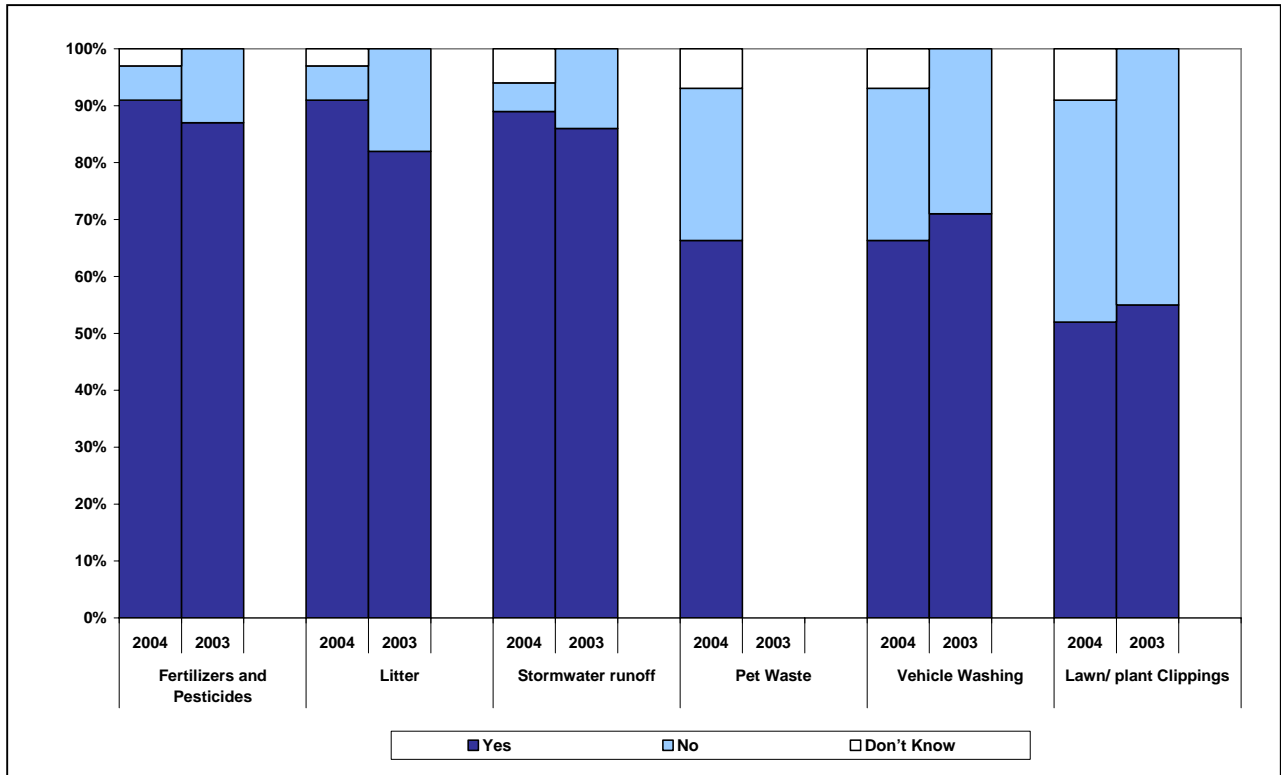
How much impact may the following have on your watershed? [Q8]



For complete comparisons with exact percentages please see Appendix B, page B6, table 8.

Figure 11b. Impacts on Watersheds – 2004 and 2003

Please tell me for each of the following if they can impact your watershed



For complete comparisons with exact percentages please see Appendix B, page B6, table 8.

Characteristics Associated with Actions Impacting Watersheds. It is important to determine if there are any patterns associated with being able to correctly identify actions that have an impact on watersheds. Even though there were large proportions correctly identifying fertilizers, litter, and storm water runoff as actions that have an impact, some differences were observed based on demographic characteristics. The actions were examined within categories of various demographic characteristics to see if any patterns emerged. From these analyses, the following patterns were observed.

- Fertilizers and Pesticides — Can Impact My Watershed “A Lot”
 - Respondents living in houses or mobile/manufactured homes (76%) were more likely to link using fertilizers and pesticides to impacts on watersheds than those living in an apartment or condominium (69%).
 - Owners (77%) were more likely to think fertilizers and pesticides have an impact on a watershed than renters (63%).
 - Men (73%) and women (76%) link fertilizers and pesticides to impacts on watersheds at about the same proportions.
 - Respondents with a high school education or less (87%) were less likely to think pesticides and fertilizers impact watersheds than those holding college and graduate degrees (96%).
 - Identifying fertilizers and pesticides as having an impact on the watershed did not differ much by area.
[Northern area (75%); Central area (72%); Southern area (75%)]
- Litter — Can Impact My Watershed “A Lot”
 - More women (63%) feel that litter can impact their watershed “A Lot” than do men (48%).
 - Respondents under the age of 45 (62%) think litter impacts their watershed more than those 45 and older (53%).
 - Residents of houses (57%) or mobile/manufactured homes (58%) cite litter as impacting their watershed more than those living in apartments/condominiums (50%).
 - Respondents with high school degrees or less (59%) were slightly more likely to view litter as impacting their watershed compared to those holding college or graduate degrees (52%).
 - The Central area (61%) respondents thought litter impacted their watershed more than respondents in the Northern (53%) or Southern (54%) areas.

- Storm Water Runoff — Can Impact My Watershed "A Lot"
 - Residents of houses (55%) cite storm water runoff as impacting their watershed more than those living in apartments/condominiums (50%) or mobile/manufactured homes (51%).
 - Owners (56%) were a little more likely to think storm water runoff can have an impact on a watershed than renters (42%).
 - Respondents 45 and older (57%) think storm water runoff impacts their watershed more than those under the age of 45 (48%).
 - Respondents with high school degrees or less (52%) were slightly less likely to view storm water runoff as impacting their watershed compared to those holding college or graduate degrees (57%).
 - Men (58%) see storm water runoff as affecting their watershed more than women (51%).
 - Identifying storm water runoff as having a lot of impact on the watershed did not differ much by area.
[Northern area (54%); Central area (55%); Southern area (55%)]
- Vehicle Washing — Can Impact My Watershed "A Lot"
 - Residents living in apartments/condominiums (33%) think washing a vehicle can have a lot of impact on their watershed more than those living in houses (23%) or mobile/manufactured homes (24%).
 - Owners (23%) were less likely to think washing vehicles can have an impact on a watershed than renters (29%).
 - Respondents under 45 (31%) think washing vehicles impact their watershed more than those 45 or older (22%).
 - Women (29%) were much more likely to know that washing vehicles impacts a watershed than men (19%).
 - The Central area (30%) respondents identified washing vehicles as having a lot of impact on their watershed more than respondents in the Northern (22%) or Southern (22%) areas.

- Lawn/Plant Clippings — Can Impact My Watershed “A Lot”
 - Respondents under the age of 45 (15%) were less likely to correctly identify that lawn and plant clippings can impact a watershed than those 45 and older (22%).
 - Full-time residents (20%) were slightly less likely to identify lawn and plant clippings as having an impact on watersheds than part-time residents (27%).
 - Men (17%) and women (22%) did not differ much in identifying that lawn and plant clippings have an impact on watersheds.
 - The view that lawn and plant clippings can have a lot of impact on watersheds did not differ much by area.
[Northern area (20%); Central area (20%); Southern area (22%)]

- Pet Waste — Can Impact My Watershed “A Lot”
 - Respondents under the age of 45 (18%) were less likely to correctly identify that pet waste could have a lot of impact on a watershed than those 45 and older (28%).
 - Women (32%) were more likely than men (19%) to correctly identify that pet waste has an impact on watersheds.
 - Residents living in apartments/condominiums (34%) or mobile/manufactured homes (32%) identified that pet waste has an impact on watersheds more than those living in houses (22%).
 - The Central area (31%) respondents identified pet waste as having an impact on the watershed more than respondents in the Northern (22%) or Southern (25%) areas.

Over half (57%) of the respondents report that they pick up their pet’s waste and dispose of it in the garbage. A majority (54%) of the respondents in the survey reported they had a pet (see Figure 12). While most dispose of their pet waste in the garbage, 29 percent said they leave it on the ground or bury it. These pet owners may consider pet waste as harmless or even beneficial organic material and may not be aware of the bacteria or other pathogens that can be released into the water from waste that is not properly disposed of. In the 2004 survey, 62 percent said they disposed of their pet’s waste properly.

Figure 12. Disposal of Pet Waste – 2006

Do you have a pet? [Q9]	
Yes	54%
How do you dispose of your pet’s waste? (Number of Respondents = 498)	
	Pickup and dispose of in garbage 57%
	Leave on ground 29%
	Other – Please specify 14%
No	46%

- Pet Waste — “Pick-up and Dispose of in Garbage”
 - Respondents under the age of 45 (53%) were less likely to say that they disposed of their pet’s waste in the garbage than those 45 and older (60%).
 - Women (56%) and men (59%) responded that they disposed of their pet’s waste in the garbage at about the same proportions.
 - Renters (65%) are more likely to dispose of pet waste in the garbage than owners (57%).
 - Respondents living in an apartment or condominium (82%) disposed of pet waste in the garbage more than those living in a house (55%) or mobile/manufactured home (53%).
 - Respondents with high school degrees or less (49%) were less likely to dispose of pet waste in the garbage than those holding college or graduate degrees (65%).
 - The Central (61%) and Southern (61%) area respondents were more likely to dispose of pet waste in the garbage than respondents in the Northern (52%) area.

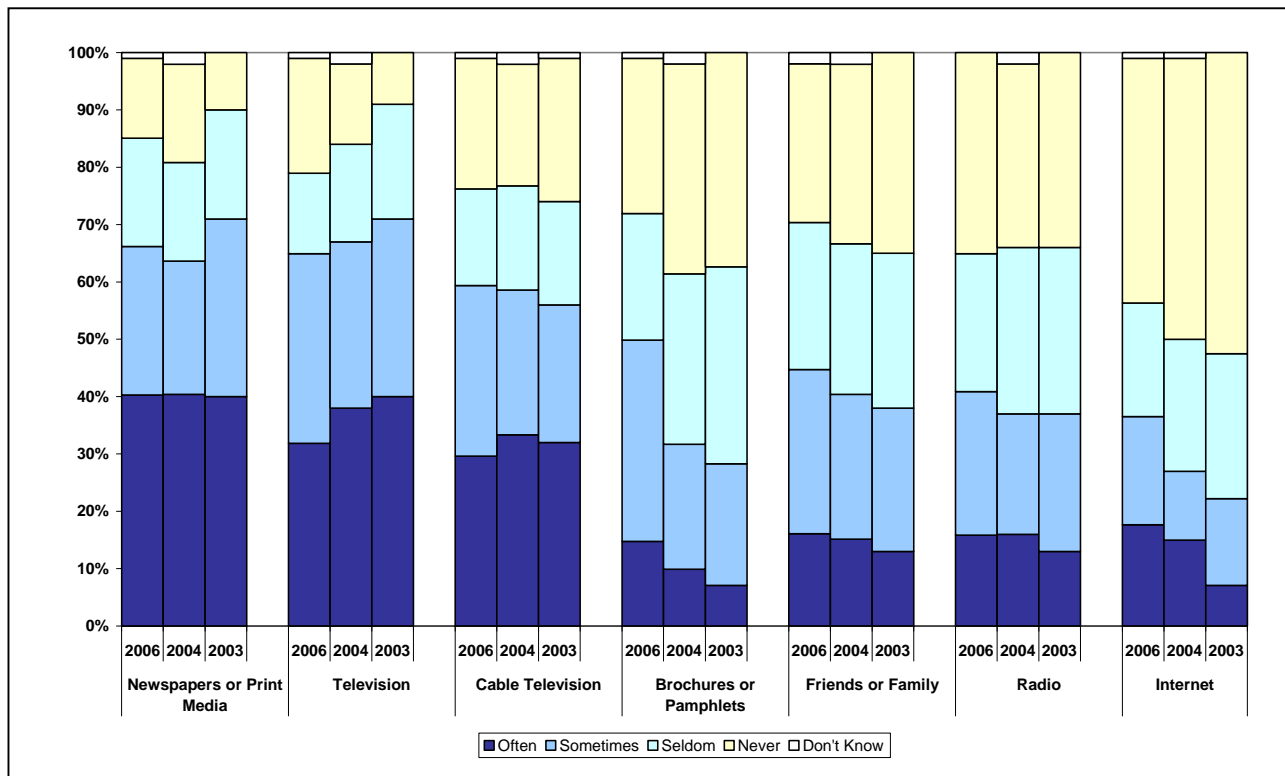
SECTION 4

SOURCES OF INFORMATION

In 2006, respondents used newspapers or print media (67%) most often to obtain information about water resources, followed by television (65%) and cable television (60%). Half of the respondents get information from brochures or pamphlets at least sometimes. Fewer respondents rely on family or friends (45%) or the radio (41%). (See Figure 13.) The Internet is the least popular source of information used “Often” or “Sometimes” by 37 percent of the respondents. However, Internet use has increased since 2003 when 22 percent of survey respondents reported that they used it as a source of information on water resources with some frequency. Use of brochures and pamphlets has also increased since 2004 and 2003 when less than a third of the respondents said they used them “Often” or “Sometimes”.

Figure 13. Sources of Information – 2006, 2004 and 2003

How often do you use the following sources to receive information about water resources? [Q16]



For complete comparisons with exact percentages please see Appendix B, page B12, table 16.

Source of Information about Water Resources

Characteristics Affecting Sources of Information for Water Resources. It is important to determine if ratings vary by demographic characteristics of the respondents. Information sources used “Often” were examined within categories of various demographic characteristics to see if any patterns emerged. From these analyses, the following patterns were observed.

- Television/Cable Television — Use “Often”

The patterns of using television and cable television were similar. Cable television was used a bit less often than television as a source of information for water resources. Educational level did not affect using television/cable television as a source of information about water resources.
- About one-third of the respondents, regardless whether they were owners or renters, used television or cable television to gather information about water resources.

Television: Owners (31%) Renters (34%)
Cable Television: Owners (30%) Renters (33%)
- Type of residence does not affect the use of television or cable television.

Television: Apartment/Condominium (36%) House (30%)
Mobile /Manufactured Home (36%)
Cable Television: Apartment/Condominium (32%) House (28%)
Mobile /Manufactured Home(37%)
- Respondents with High school degrees or less use television and cable television slightly more as a source about water resources.

Television: High School or Less (35%) College or More (29%)
Cable Television: High School or Less (37%) College or More (29%)
- Older respondents (65 and over) use television/cable television more often than younger ones (under 65).

Television: 65 Years and Over (34%) Under 65 Years (25%)
Cable Television: 65 Years and Over (32%) Under 65 Years (26%)
- Women use television/cable television more often than men.

Television: Women (34%) Men (29%)
Cable Television: Women (33%) Men (27%)
- There is not much difference among the regions for use of television/cable television for information about water resources.

Television: AREA: North (33%) Central (33%) Southern (30%)
Cable Television: AREA: North (29%) Central (32%) Southern (30%)

- Newspapers and Other Print Media — Use “Often”
 - Owners (42%) use newspapers or other print media more often as a source of information about water resources than renters (26%).
 - As educational level increases, the proportion using newspapers or other printed media also slightly increases.
[High school or less (39%); College Degree (41%); Graduate Degree (44%)]
 - Respondents over 65 (55%) use newspapers or other print media more often as a source of information about water resources than those between 45 and 64 (41%) and those under 45 years old (18%).
 - There was no difference between men (40%) and women (41%) who used newspapers and printed media “Often” to learn about water resources.
 - Newspaper and printed media use did differ by area with the Central area having the lowest proportion of respondents using print media for information about water resources.
[Northern area (46%); Central area (35%); Southern area (40%)]
- Radio — Use “Often”

There were few patterns observed concerning the demographics of respondents using the radio often as a source for information about water resources.

 - Full-time residents use the radio more as a source of information about water resources than part-time residents.
[Full-Time (17%) Part-time (10%)]
 - Owners (15%) use radio less often as a source of information about water resources than renters (21%).
 - Women (18%) use the radio slightly more than men (14%) as a source of water resource information.
 - Type of residence, education, and age did not affect the use of radio.
 - Respondents in the Central (19%) area rely on the radio more than respondents in the Northern (16%) area and the Southern (14%) area for water resource information.

- Internet — Use “Often”
 - Younger respondents use the Internet more as a source of information about water resources than older respondents.
[Under 45 Years (26%) 45-64 Years (21%) 65 Years and Over (9%)]
 - Men (18%) and women (18%) use the Internet “Often” at the same rate.
 - Owners (17%) use the Internet less often as a source of information about water resources than renters (21%).
 - Respondents with college or graduate degrees (22%) were more likely to use the Internet as a source of water resource information than those with high school degrees or less (13%).
 - Use of the Internet did not differ by area.
[Northern area (19%); Central area (18%); Southern area (17%)]
- Friends and Family — Use “Often”
 - Women (19%) and men (13%) use family and friends as a source of information about water resources at about the same rate.
 - Owners (16%) use family and friends slightly less as a source of information about water resources than renters (20%).
 - Respondents less than 45 (19%) were about as likely to rely on family and friends for information about water resources as respondents 45 years old and older (16%).
 - Respondents with a high school degree or less (15%) were as likely to rely on family and friends for information about water resources as those with a college or graduate degree (17%).
 - Relying on friends and families for information about water resources did not differ by area.
[Northern area (15%); Central area (17%); Southern area (17%)]

- Brochures or pamphlets — Use “Often”

There were only few patterns observed concerning the demographics of respondents using the brochures or pamphlets often as a source for information about water resources.

- Women (16%) and men (13%) use brochures or pamphlets at about the same proportions.
- Respondents over 65 (22%) use brochures or pamphlets more often as a source of information about water resources than those under 65 years old (11%).
- Relying on brochures or pamphlets for information about water resources did not differ by area.
[Northern area (16%); Central area (15%); Southern area (14%)]

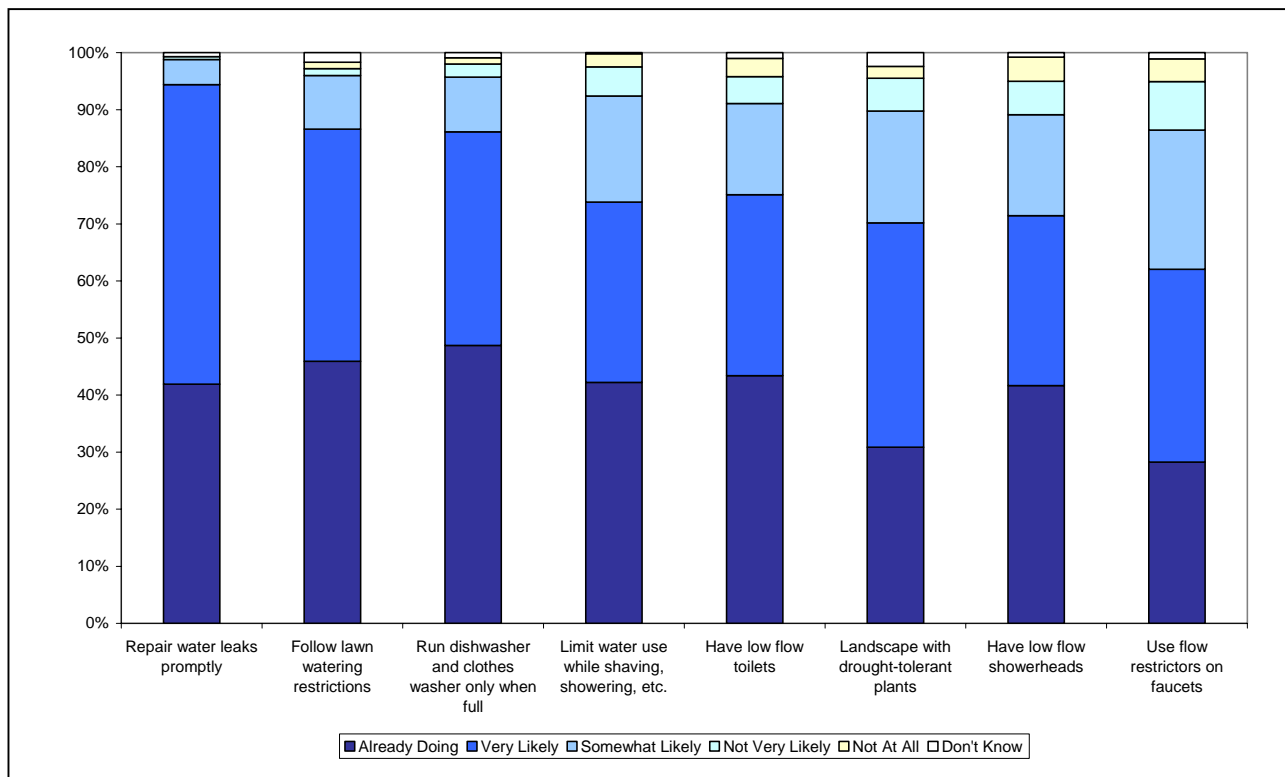
SECTION 5

ACTIONS AND MOTIVATORS FOR WATER CONSERVATION

Most water conservation practices are already in use or are likely to be used by nearly all of the respondents. Respondents were asked about their use of a number of water conservation practices. At least 90 percent of the respondents in the 2006 survey said they would be "Very" or "Somewhat Likely" to use or are already using all but one of the listed practices. (See Figure 14a.) Six of the eight practices are already in use by over 40 percent of the respondents. Less than a third of the respondents (31%) are already landscaping with drought-tolerant plants, and only 28% already use flow restrictors on their faucets. However, a majority of respondents said they would be at least "Somewhat Likely" to use both of these practices: landscape with drought-tolerant plants (59%) and faucet flow restrictors (58%).

Figure 14a. Steps Taken To Conserve Water – 2006

Please tell me how likely you would be to take any of the following steps to conserve water? [Q 14]

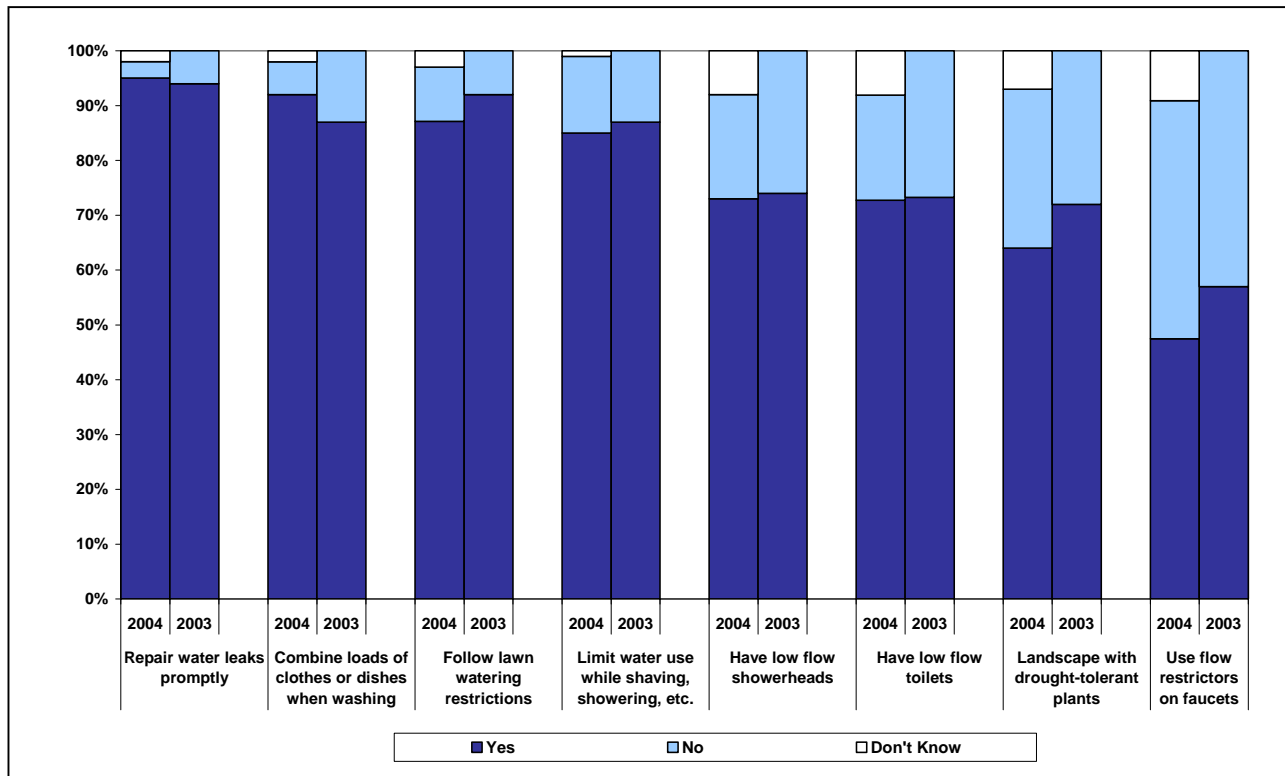


For complete comparisons with exact percentages please see Appendix B, page B9, table 14-1.

Modifications to the 2006 survey limit comparison with results in prior years for this item. In the 2004 and 2003 surveys, respondents were asked only if they had taken any of the steps to conserve water, not how likely they would be to take the step (see Figure 14b). However, respondents' reported use of measures to conserve water followed a similar pattern.

Figure 14b. Steps Taken To Conserve Water – 2004 and 2003

Please tell me if you have taken any of the following steps to conserve water?



For complete comparisons with exact percentages please see Appendix B, page B10, table 14-2.

Characteristics Affecting the Use of Steps to Conserve Water. The use of water conservation practices was examined within categories of various demographic characteristics to see if any patterns emerged.

- Repair Water Leaks Promptly — “Very Likely” or “Already Doing”
 - No notable differences based on demographic characteristics or region were observed.

- Run Dish/Clothes Washers Only When Full — “Very Likely” or “Already Doing”
 - Home owners (88%) were more likely to use this practice or very likely to use it than renters (79%).

 - Women (90%) were slightly more likely than men (82%) to say they already use this practice or would be likely to.

 - 87 percent of respondents who live in houses or mobile/manufactured homes were more apt to respond that they already use this practice or would be likely to than those in apartments or condominiums (80%).

 - The views and usage among the areas concerning this practice were similar. [Northern area (85%); Central area (87%); Southern area (87%)]

- Follow lawn watering restrictions — “Very Likely” or “Already Doing”
 - Respondents who live in houses (88%) or mobile/manufactured homes (86%) were more likely to use this practice already or would be likely to than those in apartments or condominiums (80%).

 - Home owners (88%) were slightly more apt to say they already use or would use this practice than renters (83%).

 - 90 percent of women, compared to 84 percent of men reported that they took this step already or would be likely to.

 - The views and usage among the areas concerning this practice were similar. [Northern area (88%); Central area (89%); Southern area (87%)]

- Limit water use while shaving, showering, etc. — “Very Likely” or “Already Doing”
 - Respondents who live in houses (73%) or apartments/condominiums (73%) were less apt to respond that they already use this practice or were very likely to use it than those in mobile/manufactured homes (80%).
 - Respondents with high school degrees or less (79%) were more apt to report they already use this practice or would be very likely to use it than those holding college or graduate degrees (70%).
 - There is a tendency for more older respondents to report using this practice than younger ones.
[less than 45 years (70%); 45 – 64 years (74%); 65 years and older (79%)]
 - Women (79%) were more likely than men (81%) to conserve water by this practice.
 - The views and usage among the areas concerning this practice were similar.
[Northern area (75%); Central area (76%); Southern area (71%)]
- Use of low-flow toilets — “Very Likely” or “Already Doing”
 - 76 percent of respondents who live in houses and mobile/manufactured homes (78%) reported that they use low-flow toilets or would be very likely to, compared to 69 percent who live in apartments or condominiums.
 - Respondents with high school degrees or less (80%) were the most likely to conserve water by using low flow toilets. Respondents holding a college degree (75%) or a graduate degree (66%) were less likely to say they use this practice or would be very likely to do so.
 - Women (78%) were more likely than men (73%) to conserve water by this practice.
 - The views and usage among the areas concerning this practice were similar.
[Northern area (74%); Central area (78%); Southern area (74%)]

- Use of low-flow restrictors on faucets — “Very Likely” or “Already Doing”
 - There is a tendency for younger respondents to report using this practice, or that they would very likely use it, more than older respondents. [Less than 65 years old (65%); 65 years and older (57%)]
 - Respondents with graduate degrees (51%) were least likely to report they were willing to or already use flow restrictors on faucets. In contrast, 66 percent of those with high school degrees or less and 63 percent of those with college degrees reported using this practice.
 - Women (65%) were more likely to use low-flow faucets, or report already using them, compared to men (58%).
 - The Central (64%) and Northern (65%) area respondents report they already use or would very likely use this practice more than those residing in the Southern area (58%).

- Use of low-flow showerheads — “Very Likely” or “Already Doing”
 - Women (74%) said that they already used or would be very likely to use this device more than men (69%).
 - Respondents with high school degrees or less (76%) were the most likely to conserve water by using low-flow showerheads. Respondents holding a college degree (71%) or a graduate degree (65%) were less likely to use this practice.
 - Respondents who live in mobile/manufactured homes report more often (78%) that they use or are willing to use low-flow showerheads compared to 69 percent who live in apartments or condominiums (65%) or houses (72%).
 - There is a tendency for older respondents (75%) to report using this practice than those less than 45 years old (66%).
 - Home owners (72%) report using this device more than renters (63%).
 - Northern area respondents (74%) would be very likely to use or were already using low-flow showerheads at a slightly higher rate than the Central (70%) or Southern (70%) areas.

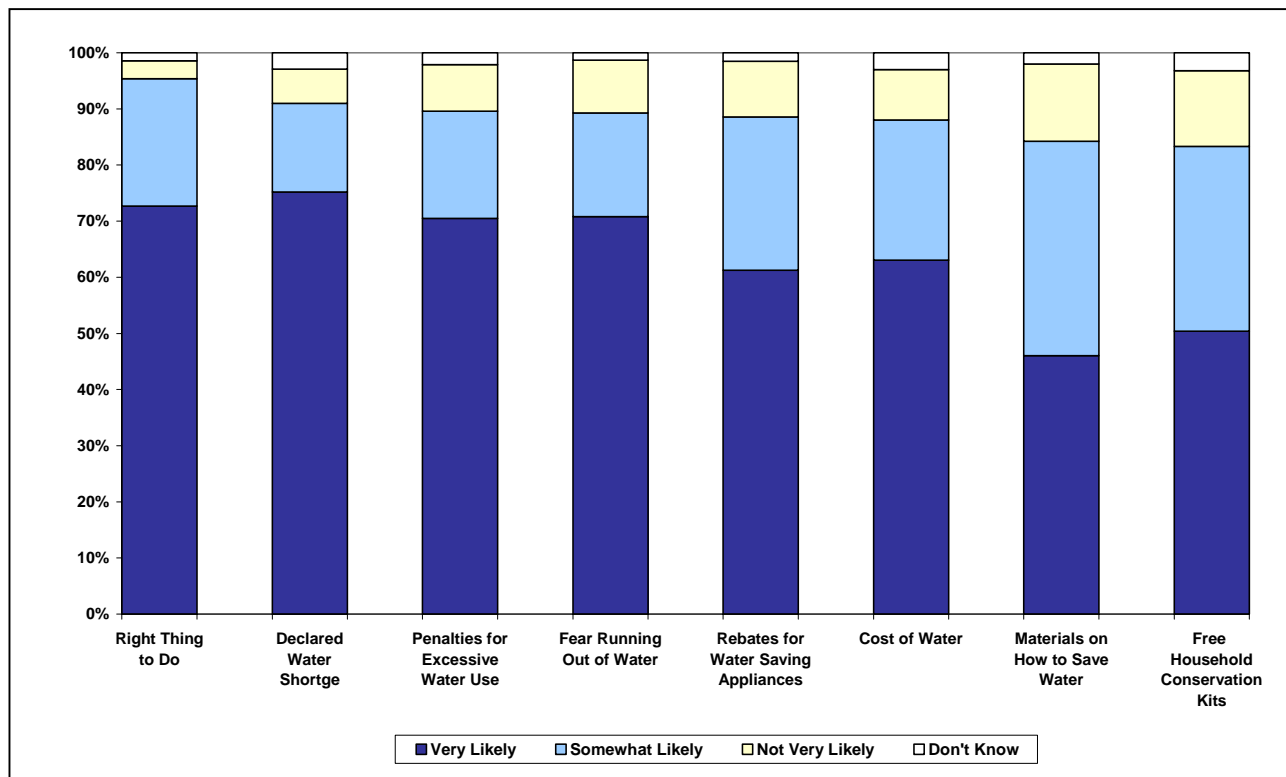
- Use of drought-tolerant plants — “Very Likely” or “Already Doing”
 - 72 percent of respondents who live in either houses or mobile/manufactured homes were more apt to respond that they would be very likely to use or already used this practice than those who live in apartments or condominiums (63%).
 - Respondents who live in houses (72%) and mobile/manufactured homes (73%) use drought-tolerant plants more than those living in condominiums/apartments (63%).
 - Age and educational level did not affect the usage of drought-tolerant plants.
 - Women (75%) were more likely to use drought-tolerant plants than men (66%).
 - The views and practices concerning drought-tolerant plants were similar among the areas.
[Northern area (71%); Central area (72%); Southern area (67%)]

Ninety-six percent of the respondents in 2006 said they would be encouraged to save more water because it is “the right thing to do to help the environment”.

Respondents were asked how likely various factors would be to encourage them to save more water. (See Figure 15a.) Almost all respondents (96%) said that knowing it is the right thing to do would be “Very” or “Somewhat Likely” to encourage them. A declared water shortage was cited by 91 percent of the respondents as a likely incentive, followed by fear of running out of water (90%), and penalties for excessive water use (90%). Eighty-eight percent reported that they would be encouraged by financial incentives such as rebates and the cost of water. A smaller majority said that materials on how to save water (84%) and free household conservation kits (83%) would be at least “Somewhat Likely” to encourage them to conserve water.

Figure 15a. Incentives to Save More Water – 2006

Which of the following would encourage you to save more water? [Q 15]

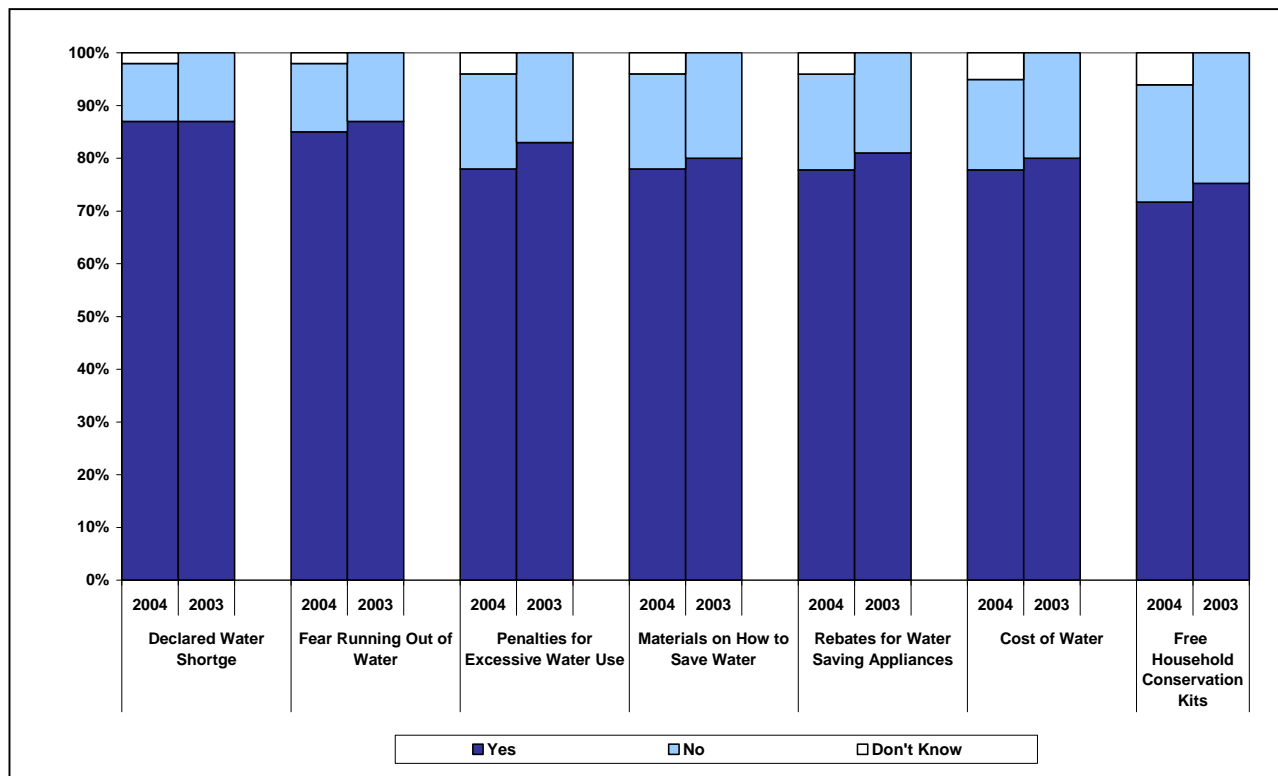


For complete comparisons with exact percentages please see Appendix B, page B11, table 15-1.

In the 2004 and 2003 survey respondents were asked which of the factors would encourage them to save water, not how likely each would be. Also, the previous surveys did not include “right thing to do to help the environment” as an option. While these differences limit direct comparisons, results across the three surveys follow a similar pattern. (See Figure 15b.)

Figure 15b. Incentives to Save More Water – 2004 and 2003

Which of the following would encourage you to save more water?



For complete comparisons with exact percentages please see Appendix B, page B11, table 15-2.

Characteristics Affecting What Would Encourage Respondents to Save More Water. Responses to what respondents said would encourage them to save more water were examined within categories of various demographic characteristics to see if any patterns emerged. Response rates varied to some extent by gender, age, home ownership, type of residence, and region. The following patterns were observed:

- Fear of Running out of Water — “Very Likely”, would encourage
 - A higher percentage of women (74%), compared to men (67%), said this would very likely encourage them to save more water.
 - Owners (71%) were only slightly more likely than renters (68%) to report that fear of running out of water would very likely encourage them to conserve.
 - Respondents living in houses (73%) were most likely to say this would be very likely to encourage them to save water compared to those living in mobile/manufactured homes (65%) or apartments/condominiums (69%).
 - The view that this incentive would be “Very Likely” to encourage respondents to save water was similar among the areas.
[Northern area (70%); Central Area (72%); Southern area (71%)]

- Materials on How to Save Water — “Very Likely”, would encourage
 - Women (54%) were more likely than men (38%) to say that instructional materials would be very likely to encourage them to save water.
 - Respondents living in houses (45%) were slightly less likely to be encouraged by materials on how to save water than those living in apartments/condominiums (51%) or mobile/manufactured homes (51%).
 - Respondents in the Southern area (42%) were less likely to say that instructional materials would very likely encourage them than residents in the Central area (51%) and those in the Northern (45%).

- A Declared Water Shortage — “Very Likely”, would encourage
 - A slightly higher percentage of home owners (83%) than renters (75%) said that a declared shortage would be very likely to encourage them to save more water.
 - Women (80%) were more likely than men (71%) to say that they would be encouraged by a declared water shortage to save water.
 - A respondent living in an apartment/condominium (84%) was more likely to be encouraged by a declared water shortage than those living in houses (74%) or mobile/manufactured homes (74%).
 - Central area respondents (83%) were more apt to respond that a declared water shortage would be very likely to encourage them than respondents in the Northern (71%) or Southern (74%) areas.

- Free Household Conservation Kits — “Very Likely”, would encourage
 - Full-time residents (52%) were more receptive to using free household conservation kits as a means to encourage water conservation compared to part-time residents (44%).
 - Respondents living in houses (48%) were less apt to say they were very likely to be encouraged by free household conservation kits than those living in either apartments/condominiums (58%) or mobile/manufactured homes (59%).
 - Renters (59%) are more likely to be motivated by free household conservation kits than home owners (49%).
 - Respondents who completed high school or less (60%) are much more likely than those with college or advanced degrees (43%) to be encouraged by conservation kits.
 - More women (55%) than men (46%) are responsive to free household conservation kits as a means to encourage water conservation.
 - Southern area residents (46%) were less likely to be motivated by conservation kits than Central area residents (54%) and Northern area residents (52%).

- Penalties for Excessive Water Use — “Very Likely”, would encourage
 - 71 percent of respondents living in houses and 77 percent of those in apartments or condominiums, compared to 66 percent of those living in mobile/manufactured homes, said that penalties would be very likely to encourage them.
 - Women (74%) were more likely to say that penalties would motivate them than men (67%).
 - Renters (78%) are more responsive to penalties than owners (70%).
 - Respondents who completed high school or less (76%) are more likely than those with college or advanced degrees (70%) to be encouraged by penalties for excess use of water.
 - Central area residents (80%) were more likely to be encouraged to save by penalties than residents in the Northern (69%) and residents in the Southern (65%) areas.

- Cost of Water — “Very Likely”, would encourage
 - Cost of water was less likely to be an incentive for older respondents. 62 percent of respondents’ age 45 and older compared to 69 percent of respondents less than 45 years old said that cost would encourage them.
 - More women (68%) reported they were motivated by cost of water than men (58%).
 - 71 percent of Central area residents said they would be encouraged to save by the cost of water, compared to those in the Northern (55%) and in the Southern (65%) areas.

- Rebates for Water Saving Appliances — “Very Likely”, would encourage
 - 65 percent of women said that rebates would very likely be an incentive, while 58 percent of men said that rebates would encourage them to save.
 - 60 percent of respondents living in houses and 62 percent of those in mobile/manufactured homes, compared to 67 percent of those living in apartments/condominiums, said that rebates would very likely encourage them.
 - Respondents who completed high school or less (68%) are more likely than those with college or advanced degrees (59%) to be encouraged by rebates for water saving appliances.
 - The areas were similar concerning rebates for water saving appliances. [Northern area (61%); Central area (63%); Southern area (61%)]

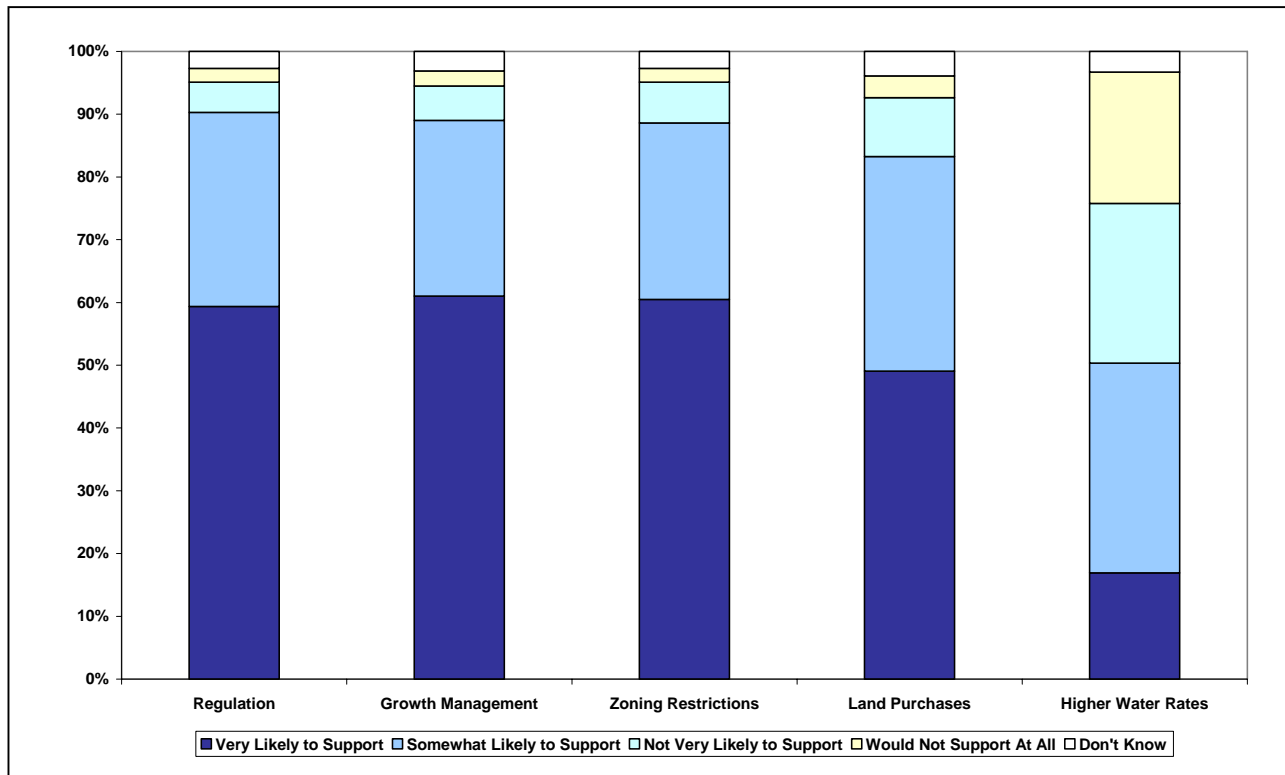
- Right thing to do to the Help Environment — “Very Likely”, would encourage
 - 77 percent of women said the “right thing to do”, compared to 68 percent of men, would very likely encourage them.
 - 73 percent of respondents living in houses and 79 percent of those in mobile/manufactured homes compared to 67 percent of respondents living in apartments/condominiums said the “right thing to do” is an incentive.
 - Owners (74%) are more likely to be encouraged to save water since it is “the right thing to do” than renters (66%).
 - More Central area residents (78%) said they would be encouraged to save water by it being the “right thing to do” compared to the Northern (70%) and Southern (72%) areas.

Willingness to Support Watershed Protection

Most respondents said they would be at least “Somewhat Likely” to support four of the five mentioned measures for watershed protection. Respondents in the 2006 survey were asked how likely they would be to support various activities to protect their watershed. A large majority said they would be likely to support regulation (90%), growth management (89%), zoning restrictions (89%), and land purchases (83%). (See Figure 16a.) Only one-half of the respondents indicated they would be “Somewhat” or “Very Likely” to support higher water rates. Results for the 2004 and 2003 surveys followed a similar pattern, although respondents were asked if they would support each measure, rather than how likely, and the wording for some items differed. (See Figure 16b.)

Figure 16a. Measures to Support Watershed Protection – 2006

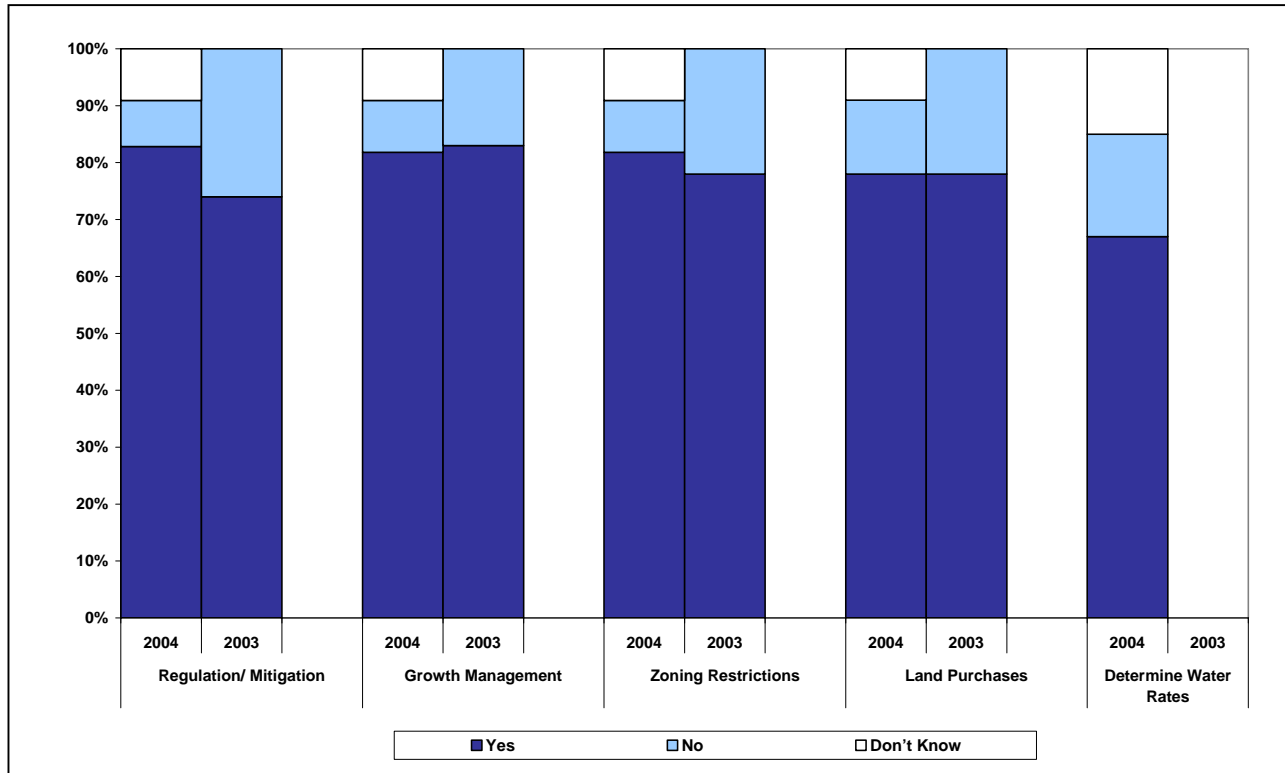
Please tell me how likely you would be to support each of these activities to protect your watershed. [Q 11]



For complete comparisons with exact percentages please see Appendix B, page B7, table 11-1.

Figure 16b. Measures to Support Watershed Protection – 2004 and 2003

Would you support further watershed protection through the following?



For complete comparisons with exact percentages please see Appendix B, page B8, table 11-2.

Characteristics Affecting Support for Watershed Protection Measures. Responses related to support for further watershed protection were examined within categories of various demographic characteristics to see if any patterns emerged. Responses were also examined by the degree of importance respondents attributed to watershed preservation. From these analyses, the following patterns were observed:

- Zoning Restrictions — “Very Likely”, would support
 - Home owners (62%) said they would very likely support watershed protection through zoning restrictions, compared to 58 percent of renters.
 - Respondents who live in mobile/manufactured homes (65%) were slightly more likely to support zoning restrictions as a means to protect watersheds than those living in either houses (61%) or apartments/condominiums (61%).
 - Owners (62%) tend to support zoning restrictions slightly more than renters (58%).
 - Women (65%) support zoning restrictions more than men (56%).
 - Support for this measure varied by the level of importance respondents attribute to the preservation of watersheds for the future. 67 percent of respondents who think watershed preservation is very important said they are very likely to support zoning restrictions, compared to 25 percent of those who said watershed preservation was somewhat important.
 - Support for zoning restrictions did not differ by area. [Central area (62%); Southern area (61%); Northern area (59%)]

- Land Purchases — “Very Likely”, would support
 - Respondents less than 45 years old (38%) were less apt to say they would be very likely to support land purchases than respondents 45 and older (53%).
 - Men (50%) and women (49%) are very likely to support land purchases about the same.
 - Respondents who live in mobile/manufactured homes (56%) were more likely to support land purchases as a means to protect watersheds than those living in either houses (48%) or apartments/condominiums (48%).
 - Owners tend to support (50%) land purchases slightly more than renters (44%).
 - Support for land purchases was similar across regions with 50 percent of Central area residents being “Very Likely” to support land purchases compared to 48 percent of Northern area residents and 50 percent of Southern area residents.
 - Support for this measure varied by the level of importance respondents attribute to the preservation of watersheds for the future. 55 percent of respondents who think watershed preservation is very important said they were “Very Likely” to support land purchases, compared to 15 percent of those who said watershed preservation was “Somewhat Important”.
 - Support for land purchases was similar across regions with 50 percent of Central area residents being “Very Likely” to support land purchases compared to 48 percent of Northern area residents and 50 percent of Southern area residents.

- Regulation — “Very Likely”, would support
 - Respondents less than 45 years old (50%) were less likely to support regulation activities than respondents 45 and older (63%).
 - Women (63%) were “Very Likely” to support regulations more than men (56%) as a means to protect watersheds.
 - Respondents who live in mobile/manufactured homes (64%) were more likely to support regulation activities as a means to protect watersheds than those living in either houses (59%) or apartments/condominiums (56%).
 - Owners tend to support (60%) regulatory activities more than renters (55%) as a means to protect watersheds.
 - Support for this measure varied by the level of importance respondents attribute to the preservation of watersheds for the future. 66 percent of respondents who think watershed preservation is very important said they were “Very Likely” to support regulation activities, compared to 20 percent of those who said watershed preservation was somewhat important.
 - Support for this measure was greatest in the Central (63%) and Northern (60%) areas; only 56 percent in the Southern area were “Very Likely” to support regulation activities.

- Growth Management — “Very Likely”, would support
 - Respondents who live in apartments/condominiums (52%) were less likely to support growth management activities as a means to protect watersheds than those living in either houses (62%) or mobile/manufactured homes (65%).
 - Owners tend to support (63%) growth management activities more than renters (50%) as a means to protect watersheds.
 - Respondents who completed college or advanced degrees (65%) were more likely to support growth management than those with a high school education or less (57%).
 - Respondents less than 45 years old (53%) were less likely to support growth management activities than respondents 45 and older (64%).
 - Women (64%) support growth management more than men (58%) as a means to protect watersheds.
 - Support for this measure varied by the level of importance respondents attribute to the preservation of watersheds for the future. 68 percent of respondents who think watershed preservation is very important said they were “Very Likely” to support growth management, compared to 21 percent of those who said watershed preservation was somewhat important.
 - Support for growth management was similar across regions with 60 percent of Central area residents being “Very Likely” to support growth management compared to 62 percent of Northern area residents and 60 percent of Southern area residents.

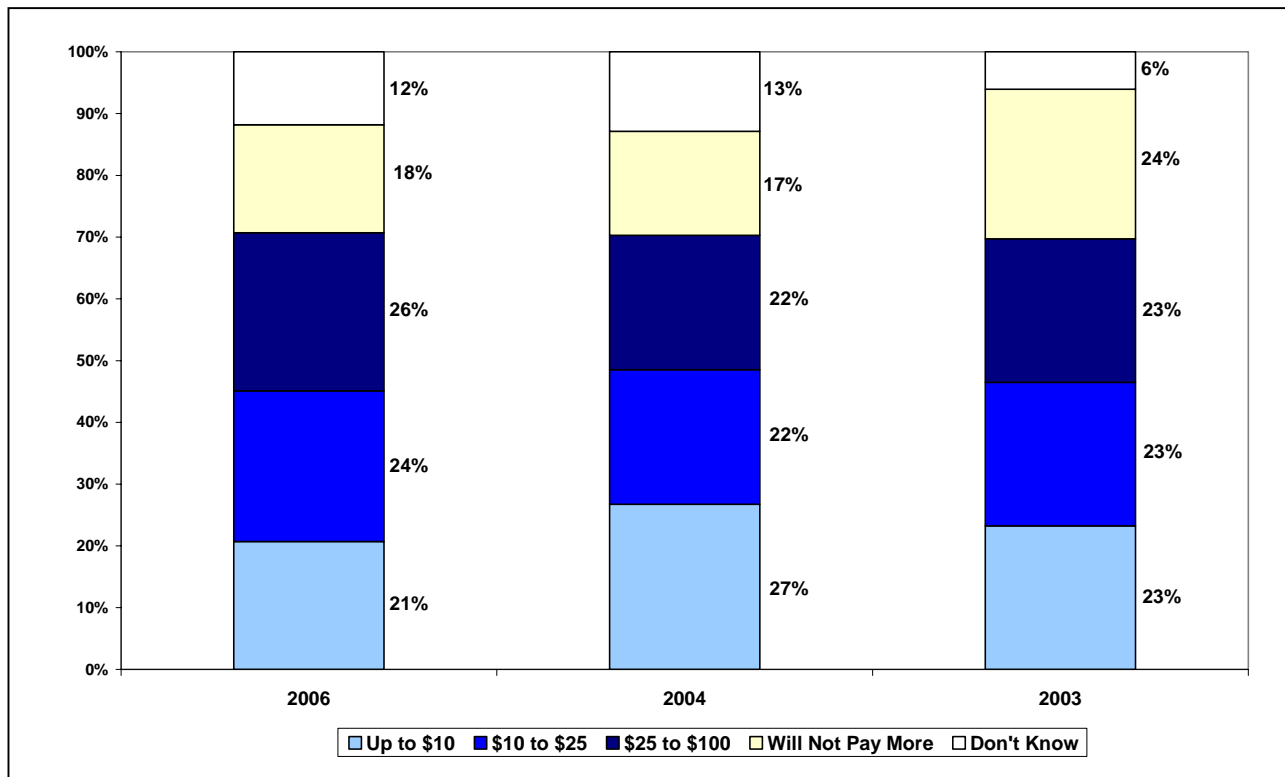
- Higher Water Rates — “Very Likely”, would support
 - Respondents who live in apartments/condominiums (21%) were slightly more likely to support higher water rates as a means to protect watersheds than those living in either houses (17%) or mobile/manufactured homes (15%).
 - A slightly larger proportion of respondents with a high school education or less (24%) stated they “Would Not Support” higher water rates compared to those with college or advanced degrees (17%).
 - Women (19%) are slightly more likely to support higher water rates than men (15%) as a means to protect watersheds.
 - Support for this measure varied by the level of importance respondents attribute to the preservation of watersheds for the future. 19 percent of respondents who think watershed preservation is very important said they would be “Very Likely” to support this measure, compared to 7 percent of those who said watershed preservation was somewhat important.

Willingness to Pay

Monetary support seems somewhat less popular among respondents than other watershed protection measures. In 2006, a majority (71%) stated they would pay at least some additional amount, but only 26 percent said they would pay \$25 or more and 18 percent were not willing to pay any more (see Figure 17). In 2004, respondents' willingness to pay more to protect watersheds followed a similar pattern. In the 2003 survey, a larger proportion of respondents (24%) were not willing to pay more and fewer respondents said they did not know.

Figure 17. Willingness to Pay to Protect Watersheds – 2006, 2004 and 2003

How much would you be willing to pay additionally each year to protect watersheds? [Q 12]



For complete comparisons with exact percentages please see Appendix B, page B8, table 12.

Willingness to Pay

- Approximately 20 percent of the respondents regardless of area were willing to pay at least \$10.
[Northern area (21%); Central area (24%); Southern area (18%)]
- Slightly more respondents in the Southern area (29%) were willing to pay between \$25 and \$100 for watershed protection compared to Central (24%) and Northern (24%) area respondents.
- The proportion of respondents not willing to pay an additional amount for watershed protection was slightly lower in the Central area.
[Northern area (19%); Central area (14%); Southern area (19%)]
- A larger proportion of respondents who hold college or graduate degrees (31%) are willing to pay between \$25 and \$100 than those with high school degrees or less (21%). About the same proportion (18%) regardless of educational level are not willing to pay more.
- A larger proportion of home owners (27%) say they are willing to pay \$25 to \$100 to protect watersheds as compared to renters (19%). However, a larger proportion of renters are willing to pay \$10 to \$25 than home owners (33% vs. 24%). About the same proportions (18%), regardless of ownership status, are not willing to pay more.
- Respondents under the age of 45 are more willing to pay any amount when compared to those 45 years old and over. Only 11 percent of those under 45 are not willing to pay more while 18 percent of those 45 and older say they will not pay more.
- Women consistently are more willing to pay than men, regardless of the amount.

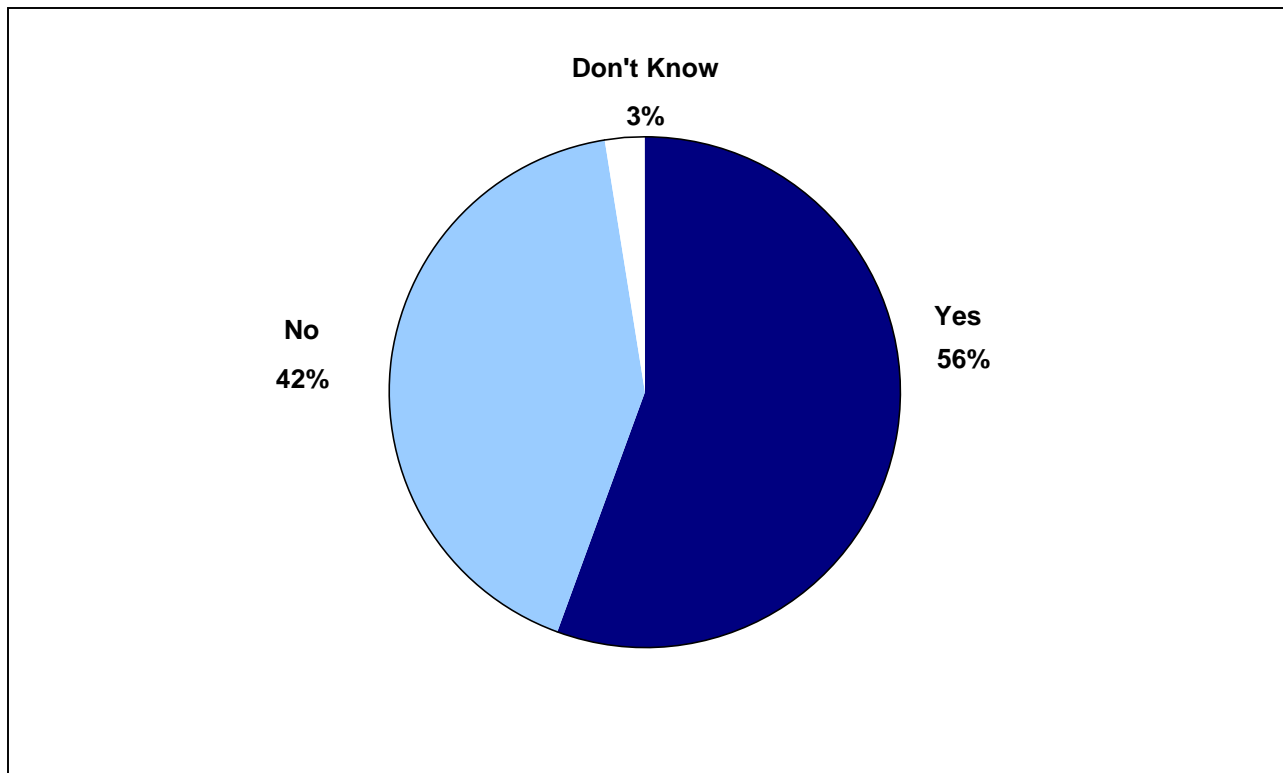
SECTION 6

**KNOWLEDGE AND ATTITUDES ABOUT
FLORIDA-FRIENDLY LANDSCAPING**

A majority of respondents said that they are familiar with Florida-friendly landscaping. In the 2006 survey, the respondents who reported that they have a lawn were asked questions about Florida-friendly landscaping. Over half (56%) of the 773 who responded said that they are familiar with the term (see Figure 18). Respondents were provided a definition of Florida-friendly landscaping and asked about incentives and disincentives for using this approach.

Figure 18. Florida-friendly Landscaping Awareness – 2006

Are you familiar with Florida-friendly landscaping? [Q17b]



For complete comparisons with exact percentages please see Appendix B, page B13, table 17b.

Characteristics Affecting Knowledge of Florida-Friendly Landscaping. It is important to determine if there are any patterns associated with knowing about Florida-friendly landscaping. Responses were examined within categories of various demographic characteristics to see if any patterns emerged. From these analyses, the following patterns were observed.

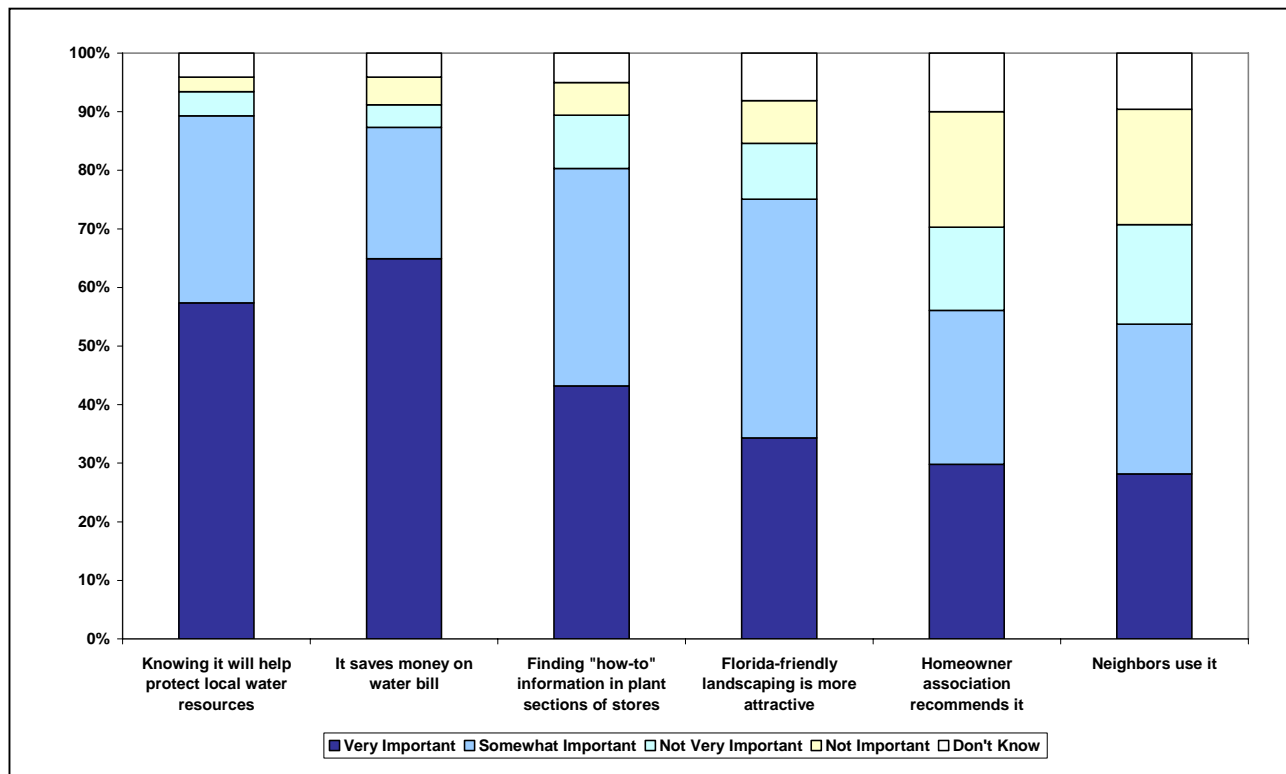
- Familiar with Florida-friendly Landscaping — “Yes”
 - Respondents who live in houses (59%) were more likely to be familiar with Florida-friendly landscaping than those living in either apartments/condominiums (45%) or mobile/manufactured homes (45%).
 - Respondents with a high school education or less (48%) were less likely to be familiar with Florida-friendly landscaping than those with college or advanced degrees (61%).
 - More home owners (57%) than renters (44%) are familiar with this type of landscaping.
 - A larger proportion of respondents residing in the area more than five years (65%) knew about Florida-friendly landscaping than those living in the area five years or less (58%).
 - Full-time (65%) residents were more likely to be familiar with this type of landscaping than part-time (50%) residents.
 - Respondents under age 45 (51%) and those 65 and older (54%) were less likely be familiar with this type of landscaping than respondents 45 to 64 years old (60%).
 - Men (58%) are slightly more familiar with Florida-friendly landscaping than women (53%).
 - Familiarity did not vary by region.
[Northern area (56%); Central area (56%); Southern area (55%)]

Protecting water resources and saving money are important reasons for using Florida-friendly landscaping for most respondents (see Figure 19). Respondents were given a definition of Florida-friendly landscaping and asked about the importance of incentives for using this approach. Almost 90 percent rated protection of water resources (89%) and saving money (87%) as “Very Important” or “Somewhat Important”. A large majority also rated “how-to” information (80%) and attractiveness (75%) as at least somewhat important motivators. Fewer respondents said that the recommendation of their homeowner association (56%) and their neighbors’ use of Florida-friendly landscaping (54%) would be important.

Figure 19. Motivation to Use Florida-friendly Landscaping – 2006

What would motivate you to use Florida-friendly landscaping? [Q 17c]

“A Florida-friendly landscape is beautiful, yet saves water and protects the environment through the wise use of plants, pesticides, water and fertilizer. It may also require less maintenance than a traditional landscape.”



For complete comparisons with exact percentages please see Appendix B, page B13, table 17c.

Characteristics Affecting Motivation to Use Florida-Friendly Landscaping. It is important to determine if there are any patterns associated with knowing about Florida-friendly landscaping. Responses were examined within categories of various demographic characteristics to see if any patterns emerged. From these analyses, the following patterns were observed.

- Knowing It Will Help Protect Local Water Resources — “Very Important”
 - Respondents who live in apartments/condominiums (68%) were more likely to see this incentive as “Very Important” than those living in either houses (57%) or mobile/manufactured homes (57%).
 - Respondents with high school educations or less (60%) were more likely to view this incentive as “Very Important” than those with college or advanced degrees (55%).
 - Respondents 65 and older (65%) were more likely to see this as a “Very Important” reason to use Florida-friendly landscaping than those under age 45 (56%) and those 45 to 64 years old (53%).
 - Women (61%) feel this is a “Very Important” reason to use Florida-friendly landscaping more than men (54%).
 - Type of lawn maintenance does not affect the rating of this incentive as “Very Important”.
[Professional Company (60%) vs. Self-maintained (57%)]
 - Those who are already familiar (63%) with Florida-friendly landscaping are more apt to view this incentive as “Very Important” than those who are not familiar (49%).
 - The ratings of “Very Important” for this factor did not vary much by region.
[Northern area (60%); Central area (54%); Southern area (57%)]

- Saves Money on Water Bill — “Very Important”
 - A larger proportion of respondents residing in the area less than five years (71%) thought saving money on a water bill was “Very Important” motivation to use Florida-friendly landscaping than those living in the area five years or more (64%).
 - More renters (71%) than home owners (64%) viewed saving money on a water bill as a “Very Important” incentive to use Florida-friendly landscaping.
 - Respondents with high school educations or less (72%) were more likely to view this incentive as “Very Important” than those with college or advanced degrees (60%).
 - Respondents less than 45 years old (73%) were more likely to see this as a “Very Important” reason to use this type of landscaping than those 45 years old and older (62%).
 - Women (69%) feel this is a “Very Important” reason to use Florida-friendly landscaping more than men (60%).
 - Type of lawn maintenance does not affect the rating of this incentive as “Very Important”.
[Professional Company (64%) vs. Self-maintained (66%)]
 - Those who are already familiar (70%) with Florida-friendly landscaping are more apt to view this incentive as “Very Important” than those who are not familiar (60%).
 - The respondents in the Central (68%) area were a bit more likely to view this as a “Very Important” incentive compared to the Northern (65%) or Southern (62%) areas.

- Neighbors Use It — “Very Important”
 - A larger proportion of respondents residing in the area less than five years (36%) thought neighbors using the landscaping was a “Very Important” motivation to use Florida-friendly landscaping than those living in the area five years or more (27%).
 - Respondents living in houses (26%) were the least apt to see this incentive as “Very Important” compared to those living in mobile/manufactured homes (40%) or apartments/condominiums (33%).
 - More renters (41%) than home owners (28%) viewed neighbors using it as a “Very Important” incentive to use Florida-friendly landscaping.
 - Respondents with high school educations or less (33%) were more likely to view this incentive as “Very Important” than those with college or advanced degrees (25%).
 - Women (33%) feel this is a “Very Important” reason to use Florida-friendly landscaping more than men (24%).
 - Type of lawn maintenance does not affect the rating of this incentive as “Very Important”.
[Professional Company (26%) vs. Self-maintained (29%)]
 - Those who are already familiar (32%) with Florida-friendly landscaping are more apt to view this incentive as “Very Important” than those who are not familiar (23%).
 - The respondents in the Central (32%) area were a bit more likely to view this as a “Very Important” incentive compared to the Northern (28%) or Southern (25%) areas.

- Finding “How-to” Information in Stores — “Very Important”
 - A larger proportion of respondents residing in the area less than five years (51%) thought availability of “how-to” information was a “Very Important” motivation to use Florida-friendly landscaping than those living in the area five years or more (44%).
 - Part-time residents (52%) saw this as “Very Important” compared to full-time residents (45%).
 - Respondents living in apartments/condominiums (35%) were the least apt to see this incentive as “Very Important” compared to those living in mobile/manufactured homes (49%) or houses (43%).
 - More renters (53%) than home owners (43%) viewed availability of “how-to” information in stores as a “Very Important” incentive to use Florida-friendly landscaping.
 - Respondents with high school educations or less (47%) were slightly more likely to view this incentive as “Very Important” than those with college or advanced degrees (41%).
 - Women (49%) feel this is a “Very Important” reason to use Florida-friendly landscaping more than men (38%).
 - Respondents who maintain their own lawns (48%) are more likely to view availability of “how-to” information in stores as “Very Important” compared to those who use a professional company for lawn maintenance (36%).
 - Those who are already familiar (48%) with Florida-friendly landscaping are more apt to view this incentive as “Very Important” than those who are not familiar (37%).
 - The respondents in the Southern (37%) area are less likely to view this as a “Very Important” incentive compared to the Northern (48%) or Central (44%) areas.

- Homeowner Association Recommends It — “Very Important”
 - A larger proportion of respondents residing in the area less than five years (38%) thought recommendation by the home owners association was a “Very Important” motivation to use Florida-friendly landscaping than those living in the area five years or more (29%).
 - Respondents living in apartments/condominiums (48%) were much more likely to see this incentive as “Very Important” compared to those living in mobile/manufactured homes (29%) or houses (29%).
 - More renters (45%) than home owners (29%) viewed homeowner association recommendation as a “Very Important” incentive to use Florida-friendly landscaping.
 - Respondents 65 and older (38%) were more likely to see this as a “Very Important” reason to use Florida-friendly landscaping than those under age or 45 (27%) and those 45 to 64 years old (27%).
 - Women (34%) feel this is a “Very Important” reason to use Florida-friendly landscaping more than men (26%).
 - Respondents who use a professional company for lawn maintenance (36%) are more likely to view home owners associations recommending use of this practice as “Very Important” compared to those who maintain their own lawns (25%)
 - Familiarity with Florida-friendly landscaping did not affect the ratings of this incentive as “Very Important”.
[Familiar (31%) vs. Not Familiar (28%)]
 - The ratings of “Very Important” for this factor did not vary much by region.
[Northern area (31%); Central area (31%); Southern area (28%)]

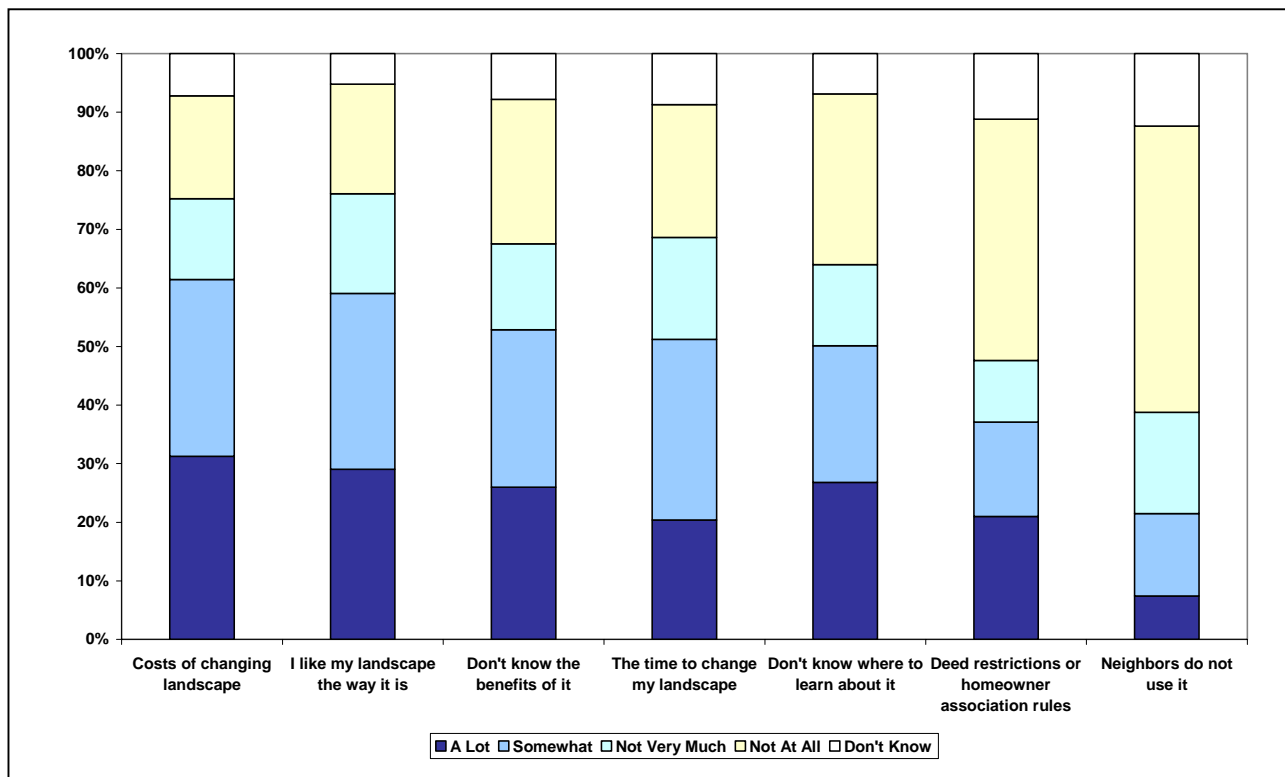
- Florida-Friendly Landscaping is More Attractive — “Very Important”
 - A larger proportion of respondents residing in the area less than five years (41%) thought attractiveness of Florida-friendly landscaping was a “Very Important” motivation to use Florida-friendly landscaping than those living in the area five years or more (33%).
 - More part-time residents (46%) felt that attractiveness of Florida –friendly landscaping was “Very Important” compared to full-time residents (33%).
 - More renters (49%) than home owners (33%) viewed attractiveness as a “Very Important” incentive to use Florida-friendly landscaping.
 - Respondents under 45 years old (41%) were more likely to see this as a “Very Important” reason to use Florida-friendly landscaping than those 45 to 64 years old (35%) and 65 and older (31%)
 - Women (39%) feel this is a “Very Important” reason to use Florida-friendly landscaping more than men (29%).
 - Respondents who maintain their own lawns (38%) are more likely to view attractiveness of Florida-friendly landscaping as “Very Important” compared to those who use a professional company for lawn maintenance (29%).
 - Familiarity with Florida-friendly landscaping did not have much impact on the ratings of this incentive as “Very Important”.
[Familiar (37%) vs. Not Familiar (31%)]
 - The Central area respondents (40%) were more likely to see attractiveness as “Very Important” than respondents in the Northern (33%) or Southern (32%) areas.

Cost was reported as a reason for not using Florida-friendly landscaping for the highest percentage of respondents.

Respondents were asked how much various factors prevented them from applying Florida-friendly landscaping practices in the planning and care of their lawns (see Figure 20). Sixty-one percent said that costs of changing their landscape would prevent them to some extent. Slightly fewer (59%) said that “liking their landscape the way it is” would be a reason for not using these practices. For about one-half of the respondents “time” and “not knowing where to learn about it” were reasons for not using Florida-friendly landscaping. The influence of neighbors was reported as a reason by the smallest percentage. Only 21 percent said that they would be prevented from using Florida-friendly landscaping “A lot” or “Somewhat” because their neighbors do not use it. Almost half (49%) said that this reason would have no influence. Forty-one percent indicated that deed restrictions or homeowner association rules would not prevent them at all.

Figure 20. Prevent Florida-friendly Landscaping Use – 2006

How much do the following reasons prevent you from using Florida-friendly landscaping? [Q17d]



For complete comparisons with exact percentages please see Appendix B, page B14, table 17d.

Characteristics Affecting Reasons Florida-Friendly Landscaping Not Used. It is important to determine if there are any patterns associated with barriers to adopting Florida-friendly landscaping. Responses were examined within categories of various demographic characteristics to see if any patterns emerged. From these analyses, the following patterns were observed.

- Don't Know the Benefits of It — "A Lot"
 - Respondents with high school degrees or less (32%) cite not knowing the benefits as a reason preventing them from using Florida-friendly landscaping than those with college or advanced degrees (21%).
 - More renters (45%) than home owners (24%) viewed not knowing the benefits as a reason that prevented them "A Lot" from using Florida-friendly landscaping.
 - Respondents living in apartments/condominiums (17%) were least likely to think that lack of knowledge about the benefits prevented them from using Florida-friendly landscaping compared to those living in houses (26%) or mobile/manufactured homes (29%).
 - Women (29%) cited lack of knowledge as a barrier preventing them from using Florida-friendly landscaping more than men (23%).
 - The type of lawn service did not affect this rating. [professional company (28%) vs. self-maintained (24%)]
 - Those who are not familiar (39%) with Florida-friendly landscaping perceive that lack of knowledge about its benefits prevents them from using Florida-friendly landscaping compared to those respondents who are familiar (15%).
 - The ratings of "A Lot" for this factor did not vary much by region. [Northern area (25%); Central area (30%); Southern area (25%)]

- Costs of Changing Landscape — “A Lot”
 - Respondents with high school degrees or less (36%) cite costs as a reason preventing them from using Florida-friendly landscaping more than those with college or advanced degrees (27%).
 - Full-time (31%) more than part-time (19%) residents view costs as a reason that prevented them “A Lot” from using Florida-friendly landscaping.
 - More renters (46%) than home owners (31%) viewed costs as a reason that prevented them “A Lot” from using Florida-friendly landscaping.
 - Respondents living in apartments/condominiums (23%) were least likely to say costs prevented them from using Florida-friendly landscaping compared to those living in houses (31%) or mobile/manufactured homes (37%).
 - Women (36%) cited costs as a barrier preventing them from using Florida-friendly landscaping more than men (26%).
 - The respondents with a professional company for lawn maintenance (34%) were a bit more likely to feel that costs were a barrier compared to those maintaining their lawns themselves (29%).
 - Those who are not familiar (37%) with Florida-friendly landscaping perceive costs as a barrier from using Florida-friendly landscaping more than those respondents who are familiar (27%).
 - Respondents in the Northern area (35%) cited costs as a barrier at a higher rate than those in the Southern (29%) and Central (29%) areas.

- Time to Change Landscape — “A Lot”
 - More renters (31%) than home owners (30%) viewed time as a reason that prevented them “A Lot” from using Florida-friendly landscaping.
 - Respondents living in apartments/condominiums (13%) were least likely to say time prevented them from using Florida-friendly landscaping compared to those living in houses (21%) or mobile/manufactured homes (23%).
 - There was no difference between men (19%) and women (22%) concerning time as a barrier preventing them from using Florida-friendly landscaping.
 - Respondents 65 years old and over (16%) were slightly less likely to see this as a barrier to use this type of landscaping than those under 65 years old (22%).
 - The type of lawn service did not affect this rating.
[Professional Company (19%) vs. Self-maintained (23%)]
 - Those who are not familiar (25%) with Florida-friendly landscaping perceive time as a barrier at a higher rate than those respondents who are familiar (17%) with Florida-friendly landscaping.
 - The ratings of “A Lot” for this barrier did not vary much by region.
[Northern area (21%); Central area (22%); Southern area (19%)]

- Like Landscape the Way It Is — “A Lot”
 - A larger proportion of respondents residing in the area more than 10 years (32%) said that liking the way their landscape is prevented them “A Lot” compared respondents living in Florida less than 10 years (22%).
 - Respondents living in mobile/manufactured homes (34%) were a bit more likely to say satisfaction with their current landscaping prevented them from using Florida-friendly landscaping compared to those living in houses (29%) or apartments/condominiums (27%).
 - There was no difference between men (28%) and women (31%) concerning satisfaction with one’s current landscaping as a barrier preventing them from using Florida-friendly landscaping.
 - The type of lawn service did not affect this rating.
[Professional Company (23%) vs. Self-maintained (19%)]
 - The same proportion of respondents familiar (28%) and unfamiliar (29%) with Florida-friendly landscaping viewed satisfaction with their current landscaping as a barrier for change.
 - The ratings of “A Lot” for this barrier did not vary much by region.
[Northern area (29%); Central area; (29%) Southern area (29%)]

- Deed Restrictions or Homeowner Association Rules — “A Lot”
 - Full-time (21%) more than part-time (11%) residents view restrictions and rules as a reason that prevented them “A Lot” from using Florida-friendly landscaping.
 - More renters (31%) than home owners (21%) viewed deed or rule restrictions as a reason that prevented them “A Lot” from using Florida-friendly landscaping
 - Respondents living in mobile/manufactured homes (12%) were least likely to say deed or rule restrictions prevented them from using Florida-friendly landscaping compared to those living in houses (22%) or apartments/condominiums (31%).
 - There was no difference between men (19%) and women (22%) concerning deed or rule restrictions as a barrier preventing them from using Florida-friendly landscaping.
 - The respondents with a professional company for lawn maintenance (27%) were more likely to feel that deed or rule restrictions were a barrier compared to those maintaining their lawns themselves (17%).
 - The same proportion of respondents familiar (21%) and unfamiliar (20%) with Florida-friendly landscaping viewed rules or deed restrictions as a barrier for change.
 - The ratings of “A Lot” for this barrier did not vary much by region. [Northern area (21%); Central area (22%); Southern area (19%)]

- Don't Know Where to Learn about It — "A Lot"
 - Respondents with high school degrees or less (34%) cite not knowing where to obtain information prevents them from using Florida-friendly landscaping more than those with college or advanced degrees (22%).
 - More renters (40%) than home owners (26%) viewed not knowing where to learn about Florida-friendly landscaping as preventing them "A Lot" from using it.
 - Respondents living in apartments/condominiums (16%) were least likely to think that not knowing where to obtain information prevented them from using Florida-friendly landscaping compared to those living in houses (27%) or mobile/manufactured homes (27%).
 - Respondents less than 45 years old (33%) were more likely to see this as a barrier to use this type of landscaping than those 65 years old and older (24%).
 - Women (30%) cited lack of knowing where to obtain information as a barrier preventing them from using Florida-friendly landscaping more than men (24%).
 - The respondents with a professional company for lawn maintenance (31%) were more likely to feel that not knowing where to obtain information was a barrier compared to those maintaining their lawns themselves (24%).
 - Part-time (34%) more than full-time (23%) residents feel not knowing where to learn about Florida-friendly landscaping prevented them "A Lot" from using it.
 - Those who are not familiar (40%) with Florida-friendly landscaping perceive that not knowing where to obtain information prevents them from using Florida-friendly landscaping compared to those respondents who are familiar (16%).
 - The ratings of "A Lot" for this factor did not vary much by region. [Northern area (27%); Central area (26%); Southern area (26%)]

- Neighbors Do Not Use It — “Not At All” a Barrier
 Few respondents overall (7%) felt that their neighbor’s behavior prevented them from using Florida-friendly landscaping “A Lot”. The “Not at All” category of preventing Florida-friendly landscaping use was examined to see if demographic characteristics could account for differences.
 - Fewer renters (32%) than home owners (51%) viewed neighbors not using Florida-friendly landscaping as preventing them “Not At All” from using it.
 - A larger proportion of respondents living in houses (51%) felt neighbors’ not using Florida-friendly landscaping was not a barrier at all compared to those living in apartments/condominiums (45%) or mobile/manufactured homes (40%).
 - Respondents less than 45 years old (54%) were more likely to feel neighbors not using Florida-friendly landscaping was “Not at All” a barrier to using this practice compared to those 65 years old and older (41%).
 - Women (50%) and men (50%) did not differ in their views.
 - Lack of neighbors using Florida-friendly landscaping was “Not at All” a barrier for 60 percent of part-time residents. Only 50 percent of the full-time residents felt this way.
 - The respondents with a professional company for lawn maintenance (41%) were more likely to feel that neighbors’ lack of using the practice was not a barrier compared to those maintaining their lawns themselves (52%).
 - Among those who are familiar with Florida-friendly landscaping, 56 percent say neighbors not using it does “Not at All” prevent them from adopting this practice; 42 percent of those not familiar with this practice feel this way.
 - The ratings of “Not at All” for this barrier varied slightly by region. [Northern area (50%); Central area (55%); Southern area (43%)]

SECTION 7

KNOWLEDGE OF SWFWMD AND
RATINGS OF PERFORMANCE

In 2006, 69 percent of those surveyed stated they had heard of the Southwest Florida Water Management District. (See Figure 21.) A slightly smaller percentage reported that they had heard of the SWFWMD in 2004. About three-fourths of the survey respondents in 2003 said they had heard of the SWFWMD.

Figure 21. Knowledge of Southwest Florida Water Management District [SWFWMD] – 2006, 2004 and 2003

Have you ever heard of the Southwest Florida Water Management District?
It is sometimes referred to as “Swiftmud”. [Q18]

	2006	2004	2003
Yes	69%	62%	74%
No	28%	34%	26%
Don't Know	3%	4%	----

Characteristics Affecting Knowledge of SWFWMD. It is important to determine if there are any patterns associated with knowing about the SWFWMD. Responses were examined within categories of various demographic characteristics to see if any patterns emerged. From these analyses, the following patterns were observed.

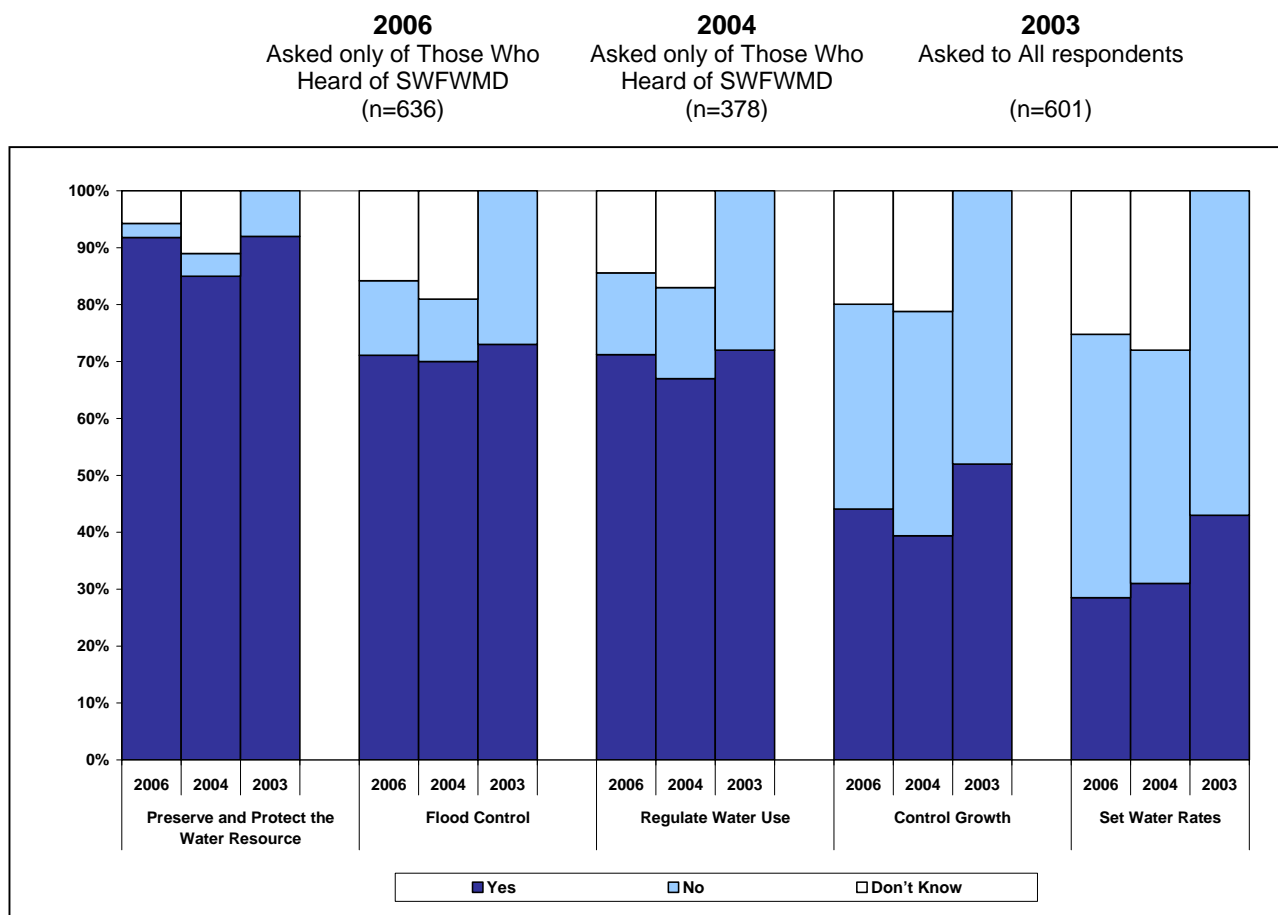
- Heard of SWFWMD — "Yes"
 - Older respondents were more likely to know about SWFWMD than younger ones.
[under 45 Years (58%) vs. 45 years and over (73%)]
 - Respondents residing in the area more than five years (91%) were more apt to know about SWFWMD than those living in the area five years or less (83%).
 - Apartment/condominium dwellers (57%) were less likely to have heard of SWFWMD than those living in houses (73%) or mobile/manufactured homes (64%).
 - Home owners (73%) were more likely to know about SWFWMD than renters (48%).
 - Respondents with more education had heard of SWFWMD at a higher rate than those with high school educational levels or less.
[College or Graduate degree (73%) vs. High School or less (65%)]
 - Men (76%) were more likely to know about SWFWMD than women (63%).
 - The Northern area (71%) and Central area (71%) respondents had the greatest knowledge about SWFWMD compared to the Southern area (58%).

SWFWMD – Knowledge of Main Responsibilities

In 2006, 92 percent of the respondents who had heard of the SWFWMD thought preservation and protection of the water resource were main responsibilities of the SWFWMD. Seventy-one percent cited flood control and regulation of water use as main responsibilities as well (see Figure 22). Controlling growth (44%) and setting water rates (29%) were identified as SWFWMD responsibilities by smaller percentages. As in the 2004 survey, a relatively large percentage of respondents said they did not know about several functions. In 2003, the question about main responsibilities was asked of all respondents rather than asked only of those who stated they had heard about the SWFWMD. Therefore, 2003 data are not directly comparable with 2004 results. However, the general pattern of findings was mirrored.

Figure 22. SWFWMD Responsibilities – 2006, 2004 and 2003

Which of the following are the main responsibilities of the Southwest Florida Water Management District? [Q18a]



For complete comparisons with exact percentages please see Appendix B, page B15, table 18a.

Characteristics Affecting the Identification of the Main Responsibilities of SWFWMD. It is important to determine if there are any patterns associated with knowledge about SWFWMD responsibilities. Responses were examined within categories of various demographic characteristics to see if any patterns emerged. From these analyses, the following patterns were observed.

- Regulate Water Use — “Yes“
Home ownership and education were the only demographic characteristics for which percentage differences were notable. Regional differences were also limited.
 - Respondents who lived in apartments/condominiums (81%) identified this as a main SWFWMD responsibility compared to those living in houses (71%) or mobile/manufactured homes (61%).
 - Respondents holding a college or graduate degree (74%) were more likely to identify this as main SWFWMD responsibility than those with a high school education (68%) or less (63%).
 - No notable patterns were observed for the other demographic characteristics
 - The areas did not differ much.
[Northern area (70%); Central area (73%); Southern area (72%)]
- Control Growth — “Yes“
No notable differences were observed related to type of residence, years of residence, or age. Patterns were observed for a number of other characteristics.
 - Part-time residents (35%) were less likely to identify this responsibility than full-time residents (45%).
 - Respondents holding a college or graduate degree (41%) were less likely to identify this as main SWFWMD responsibility than those with a high school education or less (50%).
 - Home owners (44%) were less likely than renters (54%) to identify the control of growth as a main SWFWMD responsibility.
 - Women (44%) and men (44%) said that control of growth is a responsibility at the same proportions.
 - Respondent views did not differ much among the areas.
[Northern area (45%); Central area (44%); Southern area (44%)]

- Preserve and Protect the Water Resource — “Yes“
 Nearly all (92%) thought this was a SWFWMD responsibility. Therefore, no notable differences were observed related to type or status of residence, years of residence, home ownership, gender, education or age. Response rates across the three regions were similar.
 - Respondent views did not differ much among the areas.
 [Northern area (92%); Central area (93%); Southern area (90%)]

- Flood Control — “Yes“
 Percentage differences were notable for three of the demographic characteristics. Response rates across the three regions were similar.
 - Part-time residents (78%) were more likely to identify this responsibility than full-time residents (71%).
 - Renters (81%) were more apt to state that flood control was a SWFWMD responsibility than home owners (71%).
 - Respondents who lived in apartments/condominiums (74%) or houses (71%) identified this as a main SWFWMD (71%) in slightly larger proportions than those living in mobile/manufactured homes (68%).
 - Respondents in the Southern area (68%) were slightly less likely than those in the Central area (73%) and Northern area (73%) to identify flood control as one of SWFWMD’s main responsibilities.

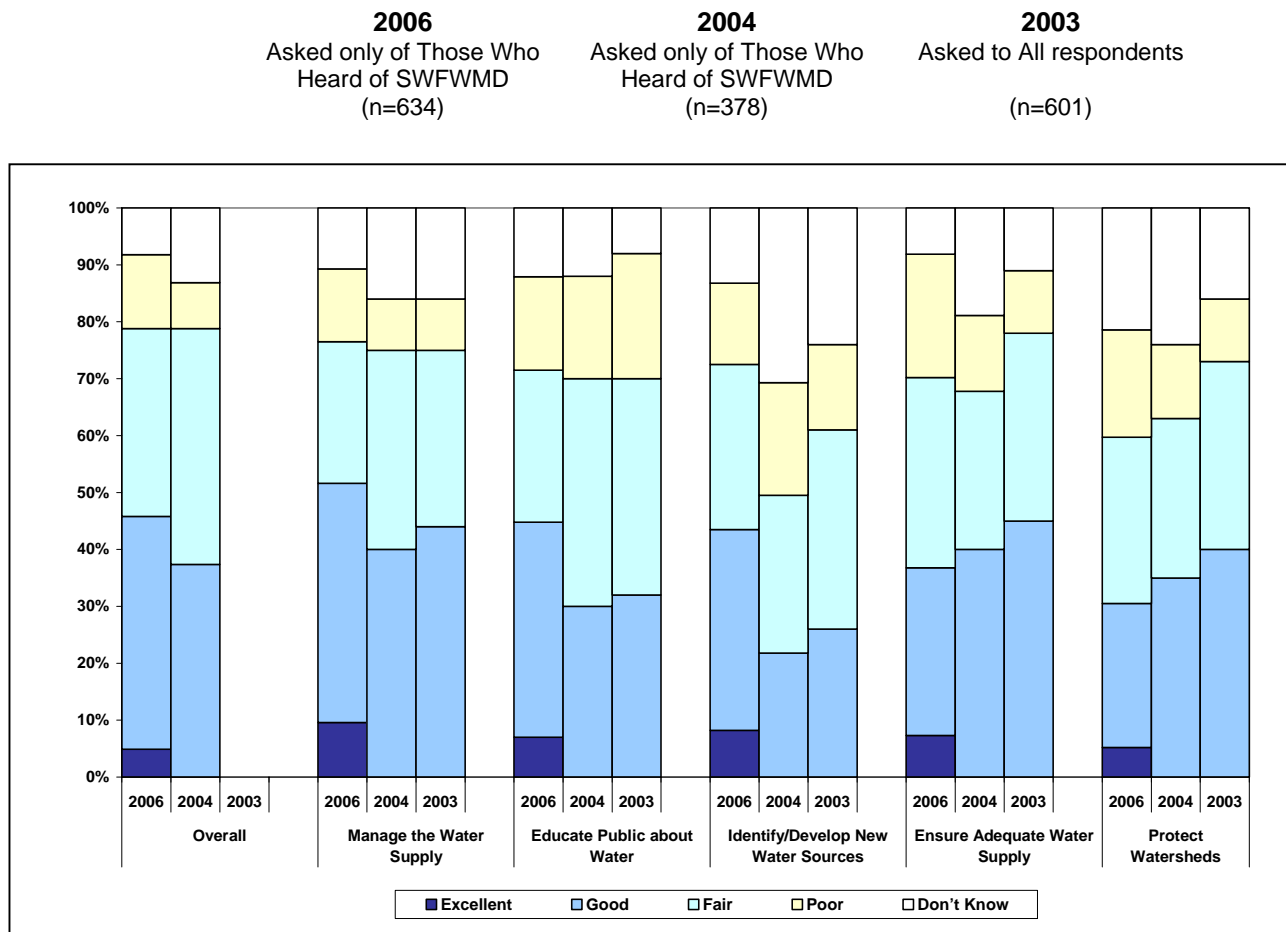
- Set Water Rates — “Yes“
 Patterns were observed for a number of demographic characteristics. The Central area rate was higher than the rate for respondents in the Northern and Southern areas.
 - Home owners (28%) were also less likely than renters (35%) to say setting water rates is a SWFWMD responsibility.
 - Women (33%) were more likely than men (24%) to identify this as a SWFWMD responsibility.
 - Respondents under age 45 (32%), and those 65 and older (31%) were more likely to identify setting water rates as a SWFWMD responsibility than respondents 45 to 64 years old (24%).
 - Respondents in the Central area (37%) were more likely than those in the Southern (26%) or Northern area (24%) to identify setting water rates as one of SWFWMD’s main responsibilities.

SWFWMD Performance Ratings

In 2006, 79 percent of the 634 respondents who said they had heard of SWFWMD rated its overall performance as “Excellent”, “Good” or “Fair”. The 634 respondents were also asked to rate SWFWMD’s performance in five areas (see Figure 23). Over half (52%) rated managing the water supply as “Excellent” or “Good”, followed by ensuring an adequate water supply (45%), protecting the watersheds (43%), educating the public about water resources (37%), and identifying and developing new water resources (30%). A relatively large proportion (21%) did not know how to rate SWFWMD’s performance in this last function. The category “Excellent” was added to this question in 2006 and overall performance was not asked about in the 2003 survey.

Figure 23. Performance of SWFWMD – 2006, 2004 and 2003

How would you rate the Southwest Florida Water Management District’s performance in the following categories? [Q18b] [Q18c]



For complete comparisons with exact percentages see Appendix B, page B16, tables 18b and 18c.

Characteristics Affecting SWFWMD Performance Rating. It is important to determine if there are any patterns associated with how respondents rated SWFWMD's performance. Responses were examined within categories of various demographic characteristics to see if any patterns emerged. From these analyses, the following patterns were observed:

- Overall performance — “Excellent” or “Good”
 - Respondents living in their county less than 5 years (51%) were more likely to rate the SWFWMD's performance as “Excellent” or “Good” than those residing in the county for more than 5 years (44%).
 - Apartment/condominium residents (52%) were more likely to rate overall performance as “Excellent” or “Good” than those residing in mobile/manufactured homes (50%) or houses (44%).
 - Respondents holding college or graduate degrees (43%) were less likely to give SWFWMD performance high ratings compared to those with a high school education or less (50%).
 - Respondents under age 45 (51%), and those 65 and older (47%) were more likely to rate SWFWMD's performance as “Excellent” or “Good” than respondents 45 to 64 years old (41%).
 - Men (48%) and women (47%) tended to rate SWFWMD's performance the same.
 - Performance ratings were similar across the three regions. [Northern area (46%); Central area (44%); Southern area (45%)]

- Managing the Water Supply — “Excellent” or “Good”
 - Respondents living in their county less than 5 years (56%) were slightly more likely to rate managing the water supply as “Excellent” or “Good” than those residing in the county for more than 5 years (50%).
 - Apartment/condominium residents (63%) were more likely to rate managing the water supply as “Excellent” or “Good” than those residing in mobile/manufactured homes (49%) or houses (51%).
 - Respondents under age 45 (58%), and those 65 and older (53%) were more likely to rate water supply management performance as “Excellent” or “Good” than respondents 45 to 64 years old (47%).
 - Men (50%) and women (52%) tended to rate water supply management performance the same.
 - Performance ratings were similar for the three regions. [Northern area (49%); Central area (55%); Southern area (52%)]

- Educating the Public about Water Resources — “Excellent” or “Good”
 - Respondents who owned their home (37%) were more likely to rate this area of performance as “Excellent” or “Good” than renters (30%).
 - No notable patterns were observed for the other demographic characteristics.
 - Respondents in the Southern area (35%) and Central area (38%) were more likely to rate educating the public about water resource as “Excellent” or “Good” than respondents in the Northern area (37%).

- Ensuring an Adequate Water Supply — “Excellent” or “Good”
 - Home owners (43%) were less likely to give an “Excellent” or “Good” rating than renters (57%).
 - Apartment/condominium residents (59%) were more likely to rate ensuring an adequate water supply as “Excellent” or “Good” than those residing in mobile/manufactured homes (42%) or houses (46%).
 - Respondents living in their county less than 5 years (57%) were more likely to rate the SWFWMD’s performance concerning ensuring an adequate water supply as “Excellent” or “Good” than those residing in the county for more than 5 years (42%).
 - Respondents in the Southern (46%) and Central (47%) areas were more likely to give an “Excellent” or “Good” rating than those in the Northern (42%) area.

- Identifying and Developing New Water Sources — “Excellent” or “Good”
 - There was a high percentage of respondents (21%) who said they do not know how to rate SWFWMD’s ability to identify and develop new water sources.
 - Respondents who own their home (29%) were less likely than renters (42%) to rate this performance area as “Excellent” or “Good”.
 - Apartment/condominium residents (42%) were more likely to rate identifying and developing new water sources as “Excellent” or “Good” than those residing in mobile/manufactured homes (30%) or houses (29%).
 - Respondents under age 45 (35%), and those 65 and older (31%), were more likely to rate identifying and developing new water sources as “Excellent” or “Good” than respondents 45 to 64 years old (25%).
 - Respondents living in their county less than 5 years (38%) were more likely to rate the SWFWMD’s performance concerning identifying and developing new water sources as “Excellent” or “Good” than those residing in the county for more than 5 years (29%).
 - Ratings were similar across the three regions.
[Northern area (28%); Central area (32%); Southern area (31%)]

- Protecting the Watershed — “Excellent” or “Good”
 - Respondents living in their county less than 5 years (50%) were more likely to rate the SWFWMD’s performance protecting watersheds as “Excellent” or “Good” than those residing in the county for more than 5 years (42%).
 - Apartment/condominium residents (54%) were more likely to rate protecting watersheds as “Excellent” or “Good” than those residing in mobile/manufactured homes (44%) or houses (43%).
 - Respondents under age 45 (54%), and those 65 and older (47%) were more likely to rate protecting watersheds as “Excellent” or “Good” than respondents 45 to 64 years old (37%).
 - Men (42%) and women (43%) rate SWFWMD’s performance with respect to protecting watersheds the same.
 - The Southern area (47%) respondents rated performance protecting the watershed at higher rates than the Central area (40%) or Northern area (41%).

**Report to
Southwest Florida Water Management District
[SWFWMD]**

VOLUME 2

**WATER KNOWLEDGE, ATTITUDES, AND PRACTICES
OF WEST CENTRAL FLORIDA RESIDENTS
2006 SURVEY RESULTS**

Report Appendices

February 2007

**Dr. Mary Stutzman, Director
Heather Mauney
and
FSU Survey Research Laboratory Staff
Florida State University**



FSU Survey Research Laboratory
College of Social Sciences
Dr. Mary Stutzman, Director
www.fsu.edu/~survey

**2006 SURVEY OF
WATER KNOWLEDGE, ATTITUDES, AND PRACTICES
OF WEST CENTRAL FLORIDA RESIDENTS**

Volume 1

Section 1. Study Approach and Methodology	1
Section 2. General Concerns and Attitudes about Water Resources and Issues.....	7
Section 3. Knowledge and Understanding of Watersheds	15
Section 4. Sources of Information	29
Section 5. Actions and Motivators for Watershed Conservation	34
Section 6. Knowledge and Attitudes about Florida-friendly Landscaping	54
Section 7. Knowledge of SWFWMD and Ratings	70

Volume 2

APPENDICES

A. 2006 Survey Instrument.....	A1
B. 2006, 2004 and 2003 Survey Results	B1
C. 2006 Area Comparisons	C1

APPENDIX A. 2006 Survey Instrument

Water Resources Survey

This survey is designed to help better understand the current practices and concerns of (_____) county residents. This survey is an opportunity to help identify areas where improvements concerning water resources can be made. To complete our study, we ask you to fill out the enclosed survey and mail it back to us in the business reply envelope that is included in this mailing. You have been randomly selected to participate in a study about water resources in your area. The FSU Survey Research Laboratory will be collecting the responses. No postage is necessary. The survey will take less than 10 minutes to complete.

Of course, your participation is voluntary. Only group results will be reported and your responses will remain anonymous in our reports. By returning this survey, you are agreeing to participate in this study.

Thank you in advance for your help. Your participation is important to shape future educational programs. If you have any questions or comments about the survey content or methodology, please contact the FSU Survey Research Laboratory toll-free at 1-800-933-9482

Environmental and Natural Resource Issues Facing Central Florida

1. In your opinion, how important are the following natural resources issues facing central Florida today?

Natural Resource Issues	Very Important	Somewhat Important	Not Important	Don't Know
Water supply	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loss of wildlife habitat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recycling of household products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Air quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of wetlands - (Areas that naturally are wet all or part of the year)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Urban sprawl	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Would you say that you are very concerned, somewhat concerned, not very concerned or not at all concerned about the water resources in central Florida?

- Very concerned
- Somewhat concerned
- Not very concerned
- Not at all concerned
- Don't know

Watersheds

3. Which of the following represents a watershed? (Check only one)

- Offshore region of Gulf of Mexico
 - An area where all water drains into a common water body
 - A rural, undeveloped area
 - Don't know
-

4. Here is a definition of a watershed.

A watershed is an area of land that water flows across as it moves toward a common body of water, such as a stream, river, lake or coast.

Do you live in a Watershed?

- Yes
 - No
 - Don't Know
-

5. Please tell me your level of agreement with the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't know
Actions you take have an impact on your watershed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We have a long-term water supply problem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Watershed Protection and Conservation

6. Which of the following agencies provide watershed protection?

Provide Watershed Protection . . .	Yes	No	Don't know
Local governments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional environmental or planning agency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Florida Department of Environmental Protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Federal Environmental Protection Agency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Southwest Florida Water Management District	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Please indicate your level of agreement with this statement.

It is possible to maintain healthy watersheds while also experiencing continued population growth

- Strongly agree
 - Agree
 - Disagree
 - Strongly disagree
 - Don't know
-

8. How much impact may the following have on your watershed?

Impact on Watershed	A lot	Some Impact	Not much Impact	No Impact at all	Don't know
Stormwater runoff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fertilizers and pesticides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Litter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicle washing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lawn/plant clippings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pet waste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Do you have a pet?

YES

How do you dispose of your pet's waste?

- Leave on ground
- Pickup and dispose of in garbage
- Other – please specify _____

NO

10. In your opinion, how important is it to you to preserve watersheds for the future?

- Very important
 - Somewhat important
 - Not very important
 - Not important at all
 - Don't know
-

11. Please tell me how likely you would be to support each of these activities to protect your watershed.

Activities to Protect Watershed	Very Likely to support	Somewhat Likely to support	Not very Likely to support	Would not support at all	Don't know
Land purchases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regulation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Growth management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Zoning restrictions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Higher water rates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. How much would you be willing to pay additionally each year to protect watersheds?

- Up to \$10
 - \$10 to \$25
 - \$25 to \$100
 - Not willing to pay more
 - Don't know
-

Conservation

13. How important is water conservation to you?

- Very important
 - Somewhat important
 - Not very important
 - Not important at all
 - Don't know
-

14. Please tell me how likely you would be to take any of the following steps to conserve water?

Steps to Conserve Water	Very Likely	Somewhat Likely	Not very Likely	Not at all	Already Doing
Follow lawn watering restrictions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landscape with drought-tolerant plants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have low flow toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have low flow showerheads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use flow restrictors on faucets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Repair water leaks promptly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limit water use while shaving, showering, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Run dishwasher and clothes washer only when full	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

“

15. How likely would the following encourage you to save more water?

Encourage to Save Water	Very Likely	Somewhat Likely	Not very Likely	Don't know
Fear of running out of water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Materials on how to save water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free household conservation kits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rebates for water saving appliances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A declared water shortage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Penalties for excessive water use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Right thing to do to help the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. How often do you use the following sources to receive information about WATER RESOURCES?

Sources of Information	Often	Sometimes	Seldom	Never	Don't know
Newspapers or print media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cable television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brochures or pamphlets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friends or family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Is there any other source where you get information about WATER RESOURCES?

- Yes---please specify
- No

(Record if offered)

- Don't know
- Refused

17. Do you have a lawn?

NO Please Skip to Question 18

YES

a. How is the lawn maintained?

- By yourself
- A professional company
- Or some other means Other – please specify
- Don't know

b. Are you familiar with Florida-friendly landscaping?

- Yes
- No
- Don't know

c. What would motivate you to use Florida-friendly landscaping?

Florida-friendly landscaping: A Florida-friendly landscape is beautiful, yet saves water and protects the environment through the wise use of plants, pesticides, water and fertilizer. It may also require less maintenance than a traditional landscape.

Motivate to Use Florida-Friendly Landscaping	Very Important	Somewhat Important	Not Very Important	Not Important	Don't know
Knowing it will help protect local water resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It saves money on water bill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighbors use it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Finding "how-to" information in plant sections of stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Homeowner association recommends it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Florida-friendly landscaping is more attractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

d. How much do the following reasons PREVENT you from using Florida-friendly landscaping?

Prevents Use of Florida-Friendly Landscaping	A Lot	Somewhat	Not Very Much	Not at all	Don't know
Don't know the benefits of it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Costs of changing landscape	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The time to change my landscape	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like my landscape the way it is	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deed restrictions or homeowner association rules	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Don't know where to learn about it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighbors do not use it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Water Management Districts

18. Have you ever heard of the Southwest Florida Water Management District?

- NO** Please Skip to Question 19
- DON'T KNOW** Please Skip to Question 19
- YES**

a. Which of the following are the main responsibilities of the Southwest Florida Water Management District (SWFWMD)?

SWFWMD Responsibilities	Yes	No	Don't know
Regulate water use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Control growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserve and protect the water resource	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flood control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Set water rates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

b. How would you rate the Southwest Florida Water Management District's performance in the following categories?

Performance in . . .	Excellent	Good	Fair	Poor	Don't know
Managing the water supply	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educating the public about water resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ensuring an adequate water supply	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identifying and developing new water sources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protecting the watersheds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

c. Overall, how would you rate the Southwest Florida Water Management District's performance?

- Excellent
- Good
- Fair
- Poor
- Don't know

Demographic Information

19. How long have you lived in the area (county)?

- Less than 1 year
- 1 to 5 years
- 6 to 10 years
- More than 10 years

20. What county do you live in?

- | | |
|---------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Charlotte | <input type="checkbox"/> Manatee |
| <input type="checkbox"/> Citrus | <input type="checkbox"/> Marion |
| <input type="checkbox"/> Desoto | <input type="checkbox"/> Pasco |
| <input type="checkbox"/> Hardee | <input type="checkbox"/> Pinellas |
| <input type="checkbox"/> Hernando | <input type="checkbox"/> Polk |
| <input type="checkbox"/> Highlands | <input type="checkbox"/> Sarasota |
| <input type="checkbox"/> Hillsborough | <input type="checkbox"/> Sumter |
| <input type="checkbox"/> Lake | <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> Levy | |

21. Do you live in Florida just part of the year?

- Yes
- No

22. What best describes the type of place you live in?

- House
- Apartment or condominium or townhouse
- Mobile/Manufactured home
- Other—please specify _____

23. Do you own or rent your home?

- Own
- Rent

24. What is the highest level of school you have completed?

- Less than high school
- High school/GED
- College degree
- Graduate degree

25. How would you define your race?

- White
- African American
- Hispanic
- American Indian
- Other

26. What is your Age?

- 18-24
- 25-44
- 45-64
- 65 +

27. HOUSEHOLD INCOME. Considering your family's household income from all sources. What income level BEST describes your HOUSEHOLD INCOME in 2005 before taxes.

- < 14,999
- 15,000-24,999
- 25,000-34,999
- 35,000-49,999
- 50,000-74,999
- 75,000+

28. Gender

- Male
- Female

APPENDIX B. 2006, 2004 and 2003 Survey Results

Water Knowledge and Attitudes of Central Florida Residents

1. In your opinion, how important are the following natural resources and environmental issues facing central Florida today?								
Natural Resources and Environmental Issues	2006				2004			
	Very Important	Somewhat Important	Not Important	Don't Know	Very Important	Somewhat Important	Not Important	Don't Know
Water quality	93%	6%	1%	<1%	90%	10%	<1%	0%
Water supply	94%	5%	1%	0%	88%	11%	1%	<1%
Air quality	87%	12%	1%	<1%	85%	13%	2%	<1%
Loss of wildlife habitat	72%	25%	3%	<1%	71%	24%	4%	2%
Recycling of household products	61%	33%	5%	<1%	64%	32%	4%	1%
Quality of wetlands (Areas that naturally are wet all or part of the year)*	71%	25%	3%	2%	62%	27%	4%	8%
Urban sprawl	61%	30%	4%	5%	50%	31%	8%	11%

*No definition of wetlands was provided in 2004 survey.

2. Would you say that you are very concerned, somewhat concerned, or not at all concerned about the water resources in central Florida?		
Water Resources	2006	2004
Very concerned	69%	64%
Somewhat concerned	26%	32%
Not very concerned*	2%	NA
Not at all concerned	2%	4%
Don't Know	<1%	1%

* The 2004 and 2003 surveys did not provide this response choice.

Respondent's Knowledge of Watersheds

3. Which of the following represents a watershed?			
Definitions of Watershed	2006**	2004**	2003*
An area where all water drains into a common water body	65%	59%	79%
Offshore region of Gulf of Mexico	3%	7%	32%
A canal	NA	7%	56%
Don't Know	23%	27%	11%
A rural, undeveloped area	9%	NA	NA

*In 2003 respondents were asked if each item was correct.

**In 2006 and 2004 respondents were asked to make only one choice.

4. Here is a definition of a watershed: A watershed is an area of land that water flows across as it moves toward a common body of water, such as a stream, river, lake, or coast.*			
Do you live in a watershed?	2006	2004	2003
Yes	33%	41%	26%
No	56%	47%	64%
Don't Know	12%	13%	14%

*The following definition was provided in the 2003 and 2004 surveys: "A watershed is an area in which all water, sediments and dissolved materials drain from the land into a common body of water, such as a river lake or ocean."

5-1. Please tell me your level of agreement with the following statements:					
	2006				
	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
Actions you take have an impact on your watershed	41%	43%	5%	1%	10%
We have a long-term watershed problem	53%	35%	6%	1%	5%

5-2. Does action you take have an impact on your watershed?		
	2004	2003
Yes	59%	48%
No	28%	42%
Don't Know	13%	11%
Do we have a long-term water supply problem here in west central Florida?		
	2004	2003
Yes	61%	75%
No	28%	18%
Don't Know	12%	7%

6. Which of the following agencies provide watershed protection?								
Agencies	2006			2004			2003	
	Yes	No	Don't Know	Yes	No	Don't Know	Yes	No
Southwest Florida water management district*	71%	8%	20%	68%	10%	21%	60%	41%
Florida Department of Environmental Protection	68%	11%	22%	66%	9%	25%	77%	23%
Regional environmental or planning agency	64%	13%	24%	61%	12%	27%	78%	22%
Federal Environmental Protection Agency	52%	22%	26%	55%	18%	27%	73%	27%
Local governments	50%	27%	23%	48%	29%	23%	68%	32%

* "Water management district" was the wording for this response choice in the 2004 and 2003 surveys.

7. Please indicate your level of agreement with this statement: It is possible to maintain healthy watersheds while also experiencing continued population growth*			
	2006	2004	2003
Strongly agree	10%	15%	25%
Agree	41%	45%	45%
Disagree	29%	26%	17%
Strongly disagree	13%	8%	9%
Don't Know	6%	6%	4%

*In the 2004 and 2003 surveys this statement was worded: "Continued population growth and healthy watersheds can coexist."

8. How much impact may the following have on your watershed?*										
Impact on watershed	2006					2004			2003	
	A Lot	Some Impact	Not Much Impact	No Impact At All	Don't Know	Yes	No	Don't Know	Yes	No
Fertilizers and pesticides	74%	17%	4%	2%	3%	91%	6%	3%	87%	13%
Litter	55%	30%	8%	3%	3%	91%	6%	3%	82%	18%
Storm water runoff	54%	34%	6%	3%	4%	89%	5%	6 %	86%	14%
Pet waste	26%	36%	21%	12%	6%	67%	27%	7%	---	---
Vehicle washing	24%	42%	22%	8%	4%	67%	26%	6%	71%	29%
Lawn/plant clippings	21%	37%	22%	14%	6%	52%	39%	9%	55%	45%

* In the 2004 and 2003 surveys the wording for this item was: "Please tell me for each of the following if they can impact your watershed."

9. Do you have a pet?		
	2006	2004
Yes	54%	51%
No	46%	49%
How do you dispose of your pet's waste?		
	2006 (n=498)	2004 (n=308)
Pickup and dispose of in garbage	57%	62%
Leave on ground	29%	26%
Other – Please specify	14%	12%
Bury		
Fertilizer		
Flush		
Garbage		
Leave		

Awareness and Attitudes

10. In your opinion, how important is it to you to preserve watersheds for the future?			
	2006	2004	2003
Very Important	85%	80%	93%
Somewhat Important	13%	18%	5%
Not very important*	1%	NA	NA
Not Important	<1%	1%	1%
Don't Know	1%	1%	1%

*The 2004 and 2003 surveys did not provide this response choice.

11-1. Please tell me how likely you would be to support each of these activities to protect your watershed:					
Activities to protect watershed	2006				
	Very likely to support	Somewhat likely to support	Not very likely to support	Would not support at all	Don't know
Regulation	59%	31%	5%	2%	3%
Growth management	61%	28%	6%	2%	3%
Zoning Restrictions	61%	28%	7%	2%	3%
Land purchases	49%	34%	9%	4%	4%
Higher water rates	17%	33%	25%	21%	3%

11-2. Would you support further watershed protection through:					
Support for methods of further watershed protection	2004			2003	
	Yes	No	Don't Know	Yes	No
Regulation/mitigation	82%	8%	9%	74%	26%
Growth management	81%	9%	9%	83%	17%
Zoning Restrictions	81%	9%	9%	78%	22%
Land purchases	78%	13%	9%	78%	22%
Determine water rates	67%	18%	15%	----	----

12. How much would you be willing to pay additionally each year to protect watersheds?			
	2006	2004	2003
Up to \$10	21%	27%	23%
\$10 to \$25	24%	22%	23%
\$25 to \$100	26%	22%	23%
Not willing to pay more	18%	17%	24%
Don't Know	12%	13%	6%

Conservation

13. How important is water conservation to you?			
	2006	2004	2003
Very Important	73%	74%	85%
Somewhat Important	25%	25%	14%
Not very important*	2%	NA	NA
Not Important	<1%	1%	1%
Don't Know	1%	1%	1%

*The 2004 and 2003 surveys did not provide this response choice.

14-1. Please tell me how likely you would be to take any of the following steps to conserve water:						
Steps Taken to Conserve Water	2006					
	Very Likely	Somewhat Likely	Not very Likely	Not at all	Already Doing	Don't Know
Repair water leaks promptly	53%	4%	1%	0%	42%	1%
Run dishwasher and clothes washer only when full*	37%	10%	2%	1%	49%	1%
Follow lawn watering restrictions	41%	9%	1%	1%	46%	2%
Limit water use while shaving, showering, etc.	32%	19%	5%	2%	42%	<1%
Have low flow showerheads	30%	18%	6%	4%	42%	1%
Have low flow toilets	32%	16%	5%	3%	43%	1%
Landscape with drought-tolerant plants	39%	20%	6%	2%	31%	2%
Use flow restrictors on faucets	34%	24%	9%	4%	28%	1%

*In the 2004 and 2003 surveys the wording for this option was "Combine loads of clothes or dishes when washing."

14-2. Please tell me if you have taken any of the following steps to conserve water:

Steps Taken to Conserve Water	2004			2003	
	Yes	No	Don't Know	Yes	No
Repair water leaks promptly	96%	3%	2%	94%	6%
Combine loads of clothes or dishes when washing	92%	6%	2%	87%	13%
Follow lawn watering restrictions	88%	10%	3%	92%	8%
Limit water use while shaving, showering, etc.	85%	14%	1%	87%	13%
Have low flow showerheads	73%	19%	8%	74%	26%
Have low flow toilets	72%	19%	8%	74%	27%
Landscape with drought-tolerant plants	64%	29%	7%	72%	28%
Use flow restrictors on faucets	47%	43%	9%	57%	43%

15-1. How likely would the following encourage you to save more water?				
Encourage to Save More Water	2006			
	Very likely	Somewhat likely	Not very likely	Don't know
A declared water shortage	75%	16%	6%	3%
Fear of running out of water	71%	19%	9%	1%
Penalties for excessive water use	71%	19%	8%	2%
Materials on how to save water	46%	38%	14%	2%
Rebates for water saving appliances	61%	27%	10%	2%
Cost of water	63%	25%	9%	3%
Free household conservation kits	50%	33%	14%	3%
Right thing to do to help the environment*	73%	23%	3%	1%

*The 2003 and 2004 surveys did not provide this response choice.

15-2. Which of the following would encourage you to save more water?					
Encourage to Save More Water	2004			2003	
	Yes	No	Don't Know	Yes	No
A declared water shortage	87%	11%	2%	87%	13%
Fear of running out of water	85%	13%	2%	87%	14%
Penalties for excessive water use	78%	18%	4%	83%	17%
Materials on how to save water	78%	18%	4%	80%	20%
Rebates for water saving appliances	77%	18%	4%	81%	19%
Cost of water	77%	17%	5%	80%	20%
Free household conservation kits	71%	22%	6%	76%	25%

16. How often do you use the following sources to receive information on water resources?															
Information about water resources	2006					2004					2003				
	Often	Sometimes	Seldom	Never	Don't Know	Often	Sometimes	Seldom	Never	Don't Know	Often	Sometimes	Seldom	Never	Don't Know
Newspapers or print media	41%	26%	19%	14%	1%	40%	23%	17%	17%	2%	40%	31%	19%	10%	<1%
Television	32%	33%	14%	20%	1%	38%	29%	17%	14%	2%	40%	31%	20%	9%	0%
Cable Television	30%	30%	17%	23%	1%	33%	25%	18%	21%	2%	32%	24%	18%	25%	1%
Internet	18%	19%	20%	43%	1%	15%	12%	23%	49%	1%	7%	15%	25%	52%	<1%
Radio	16%	25%	24%	35%	<1%	16%	21%	29%	32%	2%	13%	24%	29%	34%	0%
Friends or family	16%	29%	26%	28%	2%	15%	25%	26%	31%	2%	13%	25%	27%	35%	<1%
Brochures or pamphlets	15%	35%	22%	27%	1%	10%	22%	30%	37%	2%	7%	21%	34%	37%	0%

16. Are there any other sources where you get information about WATER RESOURCES?			
Other sources	2006	2004	2003
Yes –(specify)	25%	8%	16%
		Organizations/groups/meetings	
		Workers/job	
		Water bills/ departments	
No	72%	90%	84%
Don't Know	3%	2%	<1%

17. Do you have a lawn?		
	2006	2004
Yes	85%	82%
No	15%	18%
How is lawn maintained?	(n=775)	(n=498)
By your Self	59%	63%
A Professional company	35%	31%
Or some other means	7%	6%
Don't know	0%	0%

17b. Are you familiar with Florida-friendly landscaping?*	
	2006 (n=773)
Yes	56%
No	42%
Don't know	3%

*This question was not asked on 2004 or 2003 surveys. For the 2006 survey it was asked only of those who reported that they have a lawn.

17c. What would motivate you to use Florida-friendly landscaping?					
Florida-friendly landscaping: A Florida-friendly landscape is beautiful, yet saves water and protects the environment through the wise use of plants, pesticides, water and fertilizer. It may also require less maintenance than a traditional landscape.					
Motivate to Use Florida-friendly Landscaping	2006 (n=750)				
	Very Important	Somewhat Important	Not very Important	Not Important	Don't know
Knowing it will help protect local water resources.	57%	32%	4%	3%	4%
It saves money on water bill.	65%	22%	4%	5%	4%
Neighbors use it.	28%	26%	17%	20%	10%
Finding "how-to" information in plant sections of stores.	43%	37%	9%	6%	5%
Homeowner association recommends it.	30%	26%	14%	20%	10%
Florida-friendly landscaping is more attractive.	34%	41%	10%	7%	8%

17d. How much do the following reasons PREVENT you from using Florida-friendly landscaping?					
Prevents Use of Florida-friendly Landscaping	2006 (n=712)				
	A Lot	Somewhat	Not Very Much	Not at All	Don't know
Don't know the benefits of it	26%	27%	15%	25%	8%
Costs of changing landscape.	31%	30%	14%	18%	7%
The time to change my landscape.	20%	31%	17%	23%	9%
I like my landscape the way it is.	29%	30%	17%	19%	5%
Deed restrictions or homeowner association rules.	21%	16%	11%	41%	11%
Don't know where to learn about it.	27%	23%	14%	29%	7%
Neighbors do not use it	7%	14%	17%	49%	12%

Water Management Districts

18. Have you ever heard of the Southwest Florida Water Management District?			
	2006	2004	2003
Yes	69%	62%	74%
No	28%	34%	26%
Don't Know	3%	4%	----

18a. Which of the following are the main responsibilities of the Southwest Florida Water Management District?									
SWFWMD Responsibilities	2006 Asked only of Those Who Heard of SWFWMD (n=636)			2004 Asked only of Those Who Heard of SWFWMD (n=378)			2003 Asked to All respondents (n=601)		
	Yes	No	Don't Know	Yes	No	Don't Know	Yes	No	Don't Know
Preserve and protect the water resource	92%	3%	6%	85%	4%	11%	92%	8%	---
Flood control	71%	13%	16%	70%	11%	19%	73%	27%	---
Regulate water use	71%	14%	14%	67%	16%	17%	72%	28%	---
Control growth	44%	36%	20%	39%	39%	21%	52%	48%	---
Set water rates	29%	46%	25%	31%	41%	28%	43%	57%	---

18b. How would you rate the Southwest Florida Water Management District's performance in the following categories?													
SWFWMD Performance Ratings	2006 Asked only of Those Who Heard of SWFWMD (n=634)					2004 Asked only of Those Who Heard of SWFWMD (n=378)				2003 Asked to All respondents (n=601)			
	Excellent	Good	Fair	Poor	Don't Know	Good	Fair	Poor	Don't Know	Good	Fair	Poor	Don't Know
Managing the water supply	10%	42%	25%	13%	11%	40%	35%	9%	16%	44%	31%	9%	16%
Ensuring an adequate water supply	7%	38%	27%	16%	12%	36%	35%	12%	17%	45%	33%	11%	11%
Protecting the watersheds	8%	35%	29%	14%	13%	35%	28%	13%	24%	40%	33%	11%	16%
Educating the public about water resources	7%	30%	33%	22%	8%	30%	40%	18%	12%	32%	38%	22%	8%
Identifying and developing new water sources	5%	25%	29%	19%	21%	22%	28%	20%	31%	26%	35%	15%	24%

18c. Overall, how would you rate the Southwest Florida Water Management District's performance? Asked only of Those Who Heard of SWFWMD		
	2006	2004
Excellent*	5%	NA
Good	41%	37%
Fair	33%	41%
Poor	13%	8%
Don't Know	8%	13%

*The 2004 survey did not provide this response choice.

Demographic Information

19. How long have you lived in the area (county)?		
	2006	2004
Less than 1 year	2%	8%
1 to 5 years	16%	21%
6 to 10 years	16%	16%
More than 10 years	64%	54%
Don't Know/Refused	3%	2%

20. What county do you live in?		
	2006	2004
Charlotte	<1%	0%
Citrus	9%	7%
Desoto	1%	1%
Hardee	<1%	0%
Hernando	9%	7%
Highlands	0%	<1%
Hillsborough	10%	17%
Lake	1%	1%
Levy	1%	0%
Manatee	7%	6%
Marion	1%	1%
Pasco	17%	15%
Pinellas	13%	15%
Polk	12%	13%
Sarasota	12%	11%
Sumter	3%	2%
Other Specify	1%	3%
Don't Know/Refused	2%	3%

21. Do you live in Florida just part of the year?		
	2006	2004
Yes	7%	14%
No	91%	84%
Don't Know/Refused	2%	2%

22. What best describes the type of place you live in?		
	2006	2004
House	69%	68%
Apartment or Condominium	15%	16%
Mobile/manufactured home	12%	
Other—please specify	1%	13%
Don't Know/Refused	2%	3%

23. Do you own or rent your home?		
	2006	2004
Own	85%	80%
Rent	12%	16%
Don't Know/Refused	3%	5%

24. What is the highest level of school you have completed?			
	2006	2004	2003
Less than high school	2%	6%	6%
High School/GED	42%	41%	45%
College Degree	36%	36%	35%
Graduate Degree	17%	12%	13%
Don't Know/Refused	3%	5%	1%

25. How would you define your race?			
	2006	2004	2003
White	86%	77%	87%
African American	3%	6%	3%
Hispanic	3%	6%	5%
American Indian	<1%	1%	1%
Other	4%	3%	2%
Refused	4%	7%	2%

26. What is your age?			
	2006	2004	2003
18-24	3%	7%	6%
25-44	19%	27%	32%
45-64	41%	33%	32%
65 +	34%	30%	28%
Refused	3%	4%	1%

27. Considering your family's household income from all sources, what income level best describes your household income before taxes?			
INCOME	2006	2004	2003
< \$14,999	5%	8%	8%
\$15,000 - \$24,999	8%	11%	11%
\$25,000 - \$34,999	11%	10%	17%
\$35,000 - \$49,999	15%	11%	18%
\$50,000 - \$74,999	18%	13%	18%
\$75,000+	23%	18%	14%
Don't Know/ Refused	20%	30%	15%

28. Gender			
	2006	2004	2003
Male	49%	41%	51%
Female	50%	59%	49%
Don't Know/ Refused	1%	1%	---

Items from the 2004 and 2003 surveys, not included in the 2006 survey

33. What is your marital status?		
	2004	2003
Married	56%	56%
Single	23%	24%
Separated	1%	1%
Divorced	6%	8%
Widowed	10%	9%
Don't Know/Refused	5%	2%

4b. Can you name your watershed?		
	2004 Asked only of Those Who Answered "Yes" to Living in a Watershed (n=246)	2003 Asked to All respondents (n=601)
Yes	54%	29%
No	42%	64%
Don't Know	5%	7%

5. A healthy watershed can affect property values, afford recreational opportunities, and improve water quality and impact flooding. Please rank the following in terms of their importance to you:								
Importance of Healthy Watershed for:	2004				2003			
	Very Important	Somewhat Important	Not Important	Don't Know	Very Important	Somewhat Important	Not Important	Don't Know
Water quality	80%	14%	2%	5%	76%	16%	4%	4%
Natural beauty (visual aesthetics)	59%	34%	3%	4%	55%	37%	6%	2%
Property values	55%	29%	9%	6%	58%	33%	7%	2%
Recreational opportunities	49%	35%	10%	6%	49%	39%	10%	2%

23. In your opinion, do you personally think that the current water conservation rules are saving water?		
	2004	2003
Yes	51%	63%
No	32%	28%
Don't Know	17%	9%

13. How often do you use the following sources to receive information about current events?										
Information on Current Events	2004					2003				
	Often	Sometimes	Seldom	Never	Don't Know	Often	Sometimes	Seldom	Never	Don't Know
Television	73%	15%	7%	5%	<1%	64%	22%	10%	4%	0
Cable Television	66%	15%	6%	13%	1%	53%	17%	11%	18%	5
Newspapers or print media	62%	16%	11%	11%	1%	72%	14%	10%	4%	<1%
Radio	38%	25%	19%	17%	1%	31%	26%	23%	20%	<1%
Friends or family	32%	33%	19%	16%	1%	19%	29%	27%	24%	<1%
Internet	37%	17%	13%	32%	1%	26%	21%	18%	35%	<1%
Brochures or pamphlets	12%	25%	34%	29%	1%	10%	22%	36%	31%	1%
----- Other information source	10%					18%				

14. Are there any other sources where you get information about CURRENT EVENTS?		
Other sources	2004	2003
Yes – (specify)	10%	18%
----- Magazines Organizations/groups/meetings Workers/job/school Billboards		
No	90%	82%
Don't Know	2%	<1%

16. How often do you use the following sources to receive information on Water Conservation?										
Information about Water Conservation	2004					2003				
	Often	Sometimes	Seldom	Never	Don't Know	Often	Sometimes	Seldom	Never	Don't Know
Newspapers or print media	40%	19%	19%	20%	2%	32%	29%	19%	18%	1%
Television	38%	25%	19%	16%	2%	30%	32%	18%	21%	1%
Cable Television	32%	22%	19%	26%	2%	26%	23%	16%	35%	1%
Radio	16%	20%	25%	37%	2%	10%	24%	23%	43%	1%
Friends or family	15%	27%	24%	32%	2%	10%	22%	25%	43%	1%
Internet	14%	13%	22%	49%	2%	8%	16%	19%	56%	1%
Brochures or pamphlets	10%	23%	30%	36%	2%	7%	25%	27%	42%	1%
Other information source	7%					12%				

22. Are there any other sources where you get information about WATER CONSERVATION?		
Other sources	2004	2003
Yes –(specify)	7%	12%
Workers/job Water bills/ departments		
No	92%	88%
Don't Know	1%	<1%

APPENDIX C. 2006 Area Comparisons

Water Knowledge and Attitudes of Central Florida Residents

1. In your opinion, how important are the following natural resources issues facing central Florida today?												
Natural Resource Issues	REGION											
	NORTHERN (n=340)				CENTRAL (n=258)				SOUTHERN (n=326)			
	Very Important	Somewhat Important	Not Important	Don't know	Very Important	Somewhat Important	Not Important	Don't know	Very Important	Somewhat Important	Not Important	Don't know
Water supply	94%	6%	1%	0%	93%	7%	0%	0%	95%	4%	1%	0%
Loss of wildlife habitat	73%	24%	3%	<1%	75%	23%	3%	0%	68%	28%	4%	1%
Recycling of household products	59%	35%	5%	1%	64%	30%	6%	<1%	62%	34%	4%	0%
Air quality	85%	14%	1%	0%	90%	8%	2%	0%	85%	13%	2%	<1%
Water quality	93%	5%	1%	<1%	94%	5%	1%	0%	92%	7%	<1%	1%
Quality of wetlands (Areas that naturally are wet all or part of the year)	71%	25%	2%	2%	70%	25%	4%	2%	71%	25%	3%	2%
Urban sprawl	58%	32%	4%	7%	63%	28%	6%	4%	62%	31%	4%	4%

1. In your opinion, how important are the following natural resources issues facing central Florida today?				
Natural Resource Issues	REGION			
	ALL AREAS COMBINED (n=924)			
	Very Important	Somewhat Important	Not Important	Don't know
Water supply	94%	5%	1%	0%
Loss of wildlife habitat	72%	25%	3%	<1%
Recycling of household products	61%	33%	5%	<1%
Air quality	87%	12%	1%	<1%
Water quality	93%	6%	1%	<1%
Quality of wetlands (Areas that naturally are wet all or part of the year)	71%	25%	3%	2%
Urban sprawl	61%	30%	4%	5%

2. Would you say that you are very concerned, somewhat concerned, not very concerned, or not at all concerned about the water resources in central Florida?				
Concern About Water Resources in Central Florida	REGION			
	NORTHERN (n=340)	CENTRAL (n=258)	SOUTHERN (n=324)	ALL AREAS COMBINED (n=922)
Very concerned	70%	68%	69%	69%
Somewhat concerned	26%	28%	26%	26%
Not very concerned	3%	2%	2%	2%
Not at all concerned	1%	2%	2%	2%
Don't know	0%	1%	1%	<1%

Respondent's Knowledge of Watersheds

3. Which of the following represents a watershed?				
	REGION			
	NORTHERN (n=338)	CENTRAL (n=255)	SOUTHERN (n=323)	ALL AREAS COMBINED (n=916)
Offshore region of Gulf of Mexico	3%	4%	3%	3%
An area where all water drains into a common water body	63%	60%	70%	65%
A rural, undeveloped area	8%	11%	9%	9%
Don't know	25%	24%	19%	23%

Here is a definition of a watershed: A watershed is an area of land that water flows across as it moves toward a common body of water, such as a stream, river, lake, or coast.

4. Do you live in a watershed?	REGION			
	NORTHERN (n=340)	CENTRAL (n=256)	SOUTHERN (n=325)	ALL AREAS COMBND (n=921)
Yes	31%	26%	39%	33%
No	57%	64%	48%	56%
Don't Know	12%	10%	13%	12%

Please tell me your level of agreement with the following statements:

5a. Actions you take have an impact on your watershed.	REGION			
	NORTHERN (n=332)	CENTRAL (n=253)	SOUTHERN (n=322)	ALL AREAS COMBND (n=907)
Strongly agree	42%	40%	41%	41%
Agree	40%	46%	44%	43%
Disagree	5%	5%	4%	5%
Strongly disagree	1%	1%	1%	1%
Don't know	12%	9%	10%	10%

5b. We have a long-term water supply problem.	REGION			
	NORTHERN (n=337)	CENTRAL (n=256)	SOUTHERN (n=322)	ALL AREAS COMBND (n=915)
Strongly agree	55%	54%	51%	53%
Agree	33%	35%	36%	35%
Disagree	5%	7%	5%	6%
Strongly disagree	2%	2%	1%	1%
Don't know	6%	3%	7%	5%

6. Which of the following agencies provide watershed protection?												
Agencies	REGION											
	NORTHERN (n=337)			CENTRAL (n=256)			SOUTHERN (n=322)			ALL AREAS COMBINED (n=915)		
	Yes	No	Don't know	Yes	No	Don't know	Yes	No	Don't know	Yes	No	Don't know
Local governments	48%	29%	23%	53%	28%	19%	49%	24%	27%	50%	27%	23%
Regional environmental or planning agency	64%	14%	23%	70%	11%	19%	58%	13%	28%	64%	13%	24%
Florida Department of Environmental Protection	70%	11%	19%	72%	11%	17%	61%	12%	27%	68%	11%	22%
Federal Environmental Protection Agency	50%	23%	26%	59%	24%	18%	49%	20%	31%	52%	22%	26%
Southwest Florida Water Management District	70%	10%	20%	77%	8%	16%	68%	8%	24%	71%	8%	20%

7. It is possible to maintain healthy watersheds while also experiencing continued population growth.				
	REGION			
	NORTHERN (n=340)	CENTRAL (n=256)	SOUTHERN (n=324)	ALL AREAS COMBINED (n=920)
Strongly agree	11%	14%	8%	10%
Agree	44%	36%	42%	41%
Disagree	25%	34%	30%	29%
Strongly disagree	15%	12%	13%	14%
Don't know	5%	4%	7%	6%

8. How much impact may the following have on your watershed?															
Impact on Watershed	REGION														
	NORTHERN (n=336)					CENTRAL (n=256)					SOUTHERN (n=323)				
	A Lot	Some Impact	Not much Impact	No Impact	Don't Know	A Lot	Some Impact	Not much Impact	No Impact	Don't Know	A Lot	Some Impact	Not much Impact	No Impact	Don't Know
Storm water runoff	53%	32%	6%	5%	5%	55%	33%	6%	2%	4%	55%	36%	5%	1%	3%
Fertilizers and pesticides	75%	16%	3%	3%	4%	72%	19%	4%	2%	3%	75%	17%	4%	2%	2%
Litter	53%	34%	6%	4%	3%	61%	27%	8%	2%	2%	54%	29%	11%	3%	3%
Vehicle washing	22%	46%	21%	7%	5%	31%	36%	20%	8%	4%	22%	41%	24%	9%	4%
Lawn/plant clippings	20%	36%	23%	13%	8%	22%	41%	20%	13%	4%	20%	36%	24%	15%	6%
Pet waste	22%	39%	21%	11%	7%	31%	32%	21%	11%	5%	25%	34%	21%	14%	6%

8. How much impact may the following have on your watershed?					
Impact on Watershed	REGION				
	ALL AREAS COMBINED (n=915)				
	A Lot	Some Impact	Not much Impact	No Impact	Don't Know
Storm water runoff	54%	34%	6%	3%	4%
Fertilizers and pesticides	74%	17%	4%	2%	3%
Litter	55%	30%	8%	3%	3%
Vehicle washing	24%	42%	22%	8%	4%
Lawn/plant clippings	21%	37%	22%	14%	6%
Pet waste	26%	36%	21%	12%	6%

9. Do you have a pet?				
	REGION			
	NORTHERN (n=341)	CENTRAL (n=256)	SOUTHERN (n=325)	ALL AREAS COMBINED (n=922)
Yes	55%	55%	52%	54%
No	45%	45%	48%	46%
How do you dispose of your pet's waste?	(n=189)	(n=140)	(n=169)	(n=498)
Pickup and dispose of in garbage	52%	61%	61%	57%
Leave on ground	36%	27%	23%	29%
Other – Please specify	12%	12%	17%	14%

Awareness and Attitudes

10. In your opinion, how important is it to you to preserve watersheds for the future?				
	REGION			
	NORTHERN (n=342)	CENTRAL (n=255)	SOUTHERN (n=322)	ALL AREAS COMBINED (n=919)
Very Important	83%	86%	87%	85%
Somewhat Important	14%	13%	12%	13%
Not very Important	1%	<1%	<1%	1%
Not Important at all	<1%	0%	<1%	<1%
Don't know	1%	1%	1%	1%

11. Please tell me how likely you would be to support each of these activities to protect your watershed.															
Activities to Protect Watershed	REGION														
	NORTHERN (n=339)					CENTRAL (n=256)					SOUTHERN (n=320)				
	Very Likely	Somewhat Likely	Not Very Likely	Would not support at all	Don't know	Very Likely	Somewhat Likely	Not Very Likely	Would not support at all	Don't know	Very Likely	Somewhat Likely	Not Very Likely	Would not support at all	Don't know
Land purchases	48%	35%	9%	3%	5%	50%	33%	10%	5%	2%	50%	35%	9%	3%	4%
Regulation	60%	30%	5%	3%	2%	63%	31%	4%	1%	2%	56%	33%	5%	3%	4%
Growth management	62%	28%	6%	2%	2%	60%	29%	7%	2%	2%	60%	28%	4%	3%	5%
Zoning restrictions	59%	28%	8%	3%	3%	62%	29%	6%	2%	2%	61%	28%	5%	2%	4%
Higher water rates	14%	32%	29%	21%	5%	23%	33%	19%	24%	2%	15%	36%	27%	19%	3%

11. Please tell me how likely you would be to support each of these activities to protect your watershed.					
Activities to Protect Watershed	ALL AREAS COMBINED (n=915)				
	Very Likely	Somewhat Likely	Not Very Likely	Would not support at all	Don't know
Land purchases	49%	34%	9%	4%	4%
Regulation	59%	31%	5%	2%	3%
Growth management	61%	28%	6%	2%	3%
Zoning restrictions	61%	28%	7%	2%	3%
Higher water rates	17%	33%	25%	21%	3%

12. How much would you be willing to pay additionally each year to protect watersheds?				
Amount willing to pay for watershed protection:	REGION			
	NORTHERN (n=335)	CENTRAL (n=252)	SOUTHERN (n=321)	ALL AREAS COMBINED (n=908)
Up to \$10	21%	24%	18%	21%
\$10 to \$25	23%	29%	22%	24%
\$25 to \$100	24%	24%	29%	26%
Not willing to pay more	19%	14%	19%	18%
Don't know/refused	13%	9%	13%	12%

Conservation

13. How important is water conservation to you?				
	REGION			
	NORTHERN (n=342)	CENTRAL (n=256)	SOUTHERN (n=318)	ALL AREAS COMBINED (n=916)
Very Important	73%	70%	74%	73%
Somewhat Important	23%	28%	24%	25%
Not very important*	2%	2%	1%	2%
Not Important at all	1%	0%	0%	<1%
Don't Know	1%	0%	1%	1%

14. Please tell me how likely you would be to take any of the following steps to conserve water.

Steps to Conserve Water	REGION																	
	NORTHERN (n=342)						CENTRAL (n=256)						SOUTHERN (n=319)					
	Very likely	Somewhat likely	Not very likely	Not at all	Don't know	Already Doing	Very likely	Somewhat likely	Not very likely	Not at all	Don't know	Already Doing	Very likely	Somewhat likely	Not very likely	Not at all	Don't know	Already Doing
Repair water leaks promptly	46%	5%	1%	0%	<1%	49%	55%	3%	<1%	0%	1%	41%	58%	5%	1%	0%	1%	35%
Run dishwasher and clothes washer only when full*	32%	10%	3%	1%	1%	53%	42%	10%	<1%	1%	1%	46%	40%	9%	3%	1%	1%	46%
Follow lawn watering restrictions	33%	11%	1%	2%	2%	52%	44%	6%	2%	1%	3%	45%	47%	11%	1%	1%	1%	40%
Limit water use while shaving, showering, etc.	26%	17%	6%	3%	<1%	49%	38%	19%	4%	2%	0%	39%	33%	20%	6%	3%	<1%	38%
Have low flow showerheads	29%	17%	5%	3%	1%	46%	31%	15%	7%	8%	<1%	39%	30%	21%	6%	2%	1%	40%
Have low flow toilets	28%	17%	4%	3%	2%	46%	32%	13%	6%	3%	1%	45%	35%	17%	4%	4%	1%	39%
Landscape with drought-tolerant plants	35%	21%	3%	2%	2%	36%	42%	16%	7%	2%	3%	30%	41%	20%	7%	2%	3%	26%
Use flow restrictors on faucets	32%	24%	8%	3%	1%	34%	39%	23%	7%	5%	1%	25%	33%	26%	10%	4%	2%	25%

14. Please tell me how likely you would be to take any of the following steps to conserve water.						
Steps to Conserve Water	REGION					
	ALL AREAS COMBINED (n=917)					
	Very likely	Somewhat likely	Not Very likely	Not at all	Don't know	Already Doing
Repair water leaks promptly	53%	4%	1%	0%	1%	42%
Run dishwasher and clothes washer only when full*	37%	10%	2%	1%	1%	49%
Follow lawn watering restrictions	41%	9%	1%	1%	2%	46%
Limit water use while shaving, showering, etc.	32%	19%	5%	2%	<1%	42%
Have low flow showerheads	30%	18%	6%	4%	1%	42%
Have low flow toilets	32%	16%	5%	3%	1%	43%
Landscape with drought-tolerant plants	39%	20%	6%	2%	2%	31%
Use flow restrictors on faucets	34%	24%	9%	4%	1%	28%

15. How likely would the following encourage you to save more water?

Encourage to Save More Water	REGION											
	NORTHERN (n=338)				CENTRAL (n=255)				SOUTHERN (n=321)			
	Very likely	Somewhat likely	Not Very likely	Don't know	Very likely	Somewhat likely	Not Very likely	Don't know	Very likely	Somewhat likely	Not Very likely	Don't know
Right thing to do for the environment	72%	23%	3%	2%	78%	18%	4%	<1%	70%	26%	3%	1%
A declared water shortage	71%	18%	7%	4%	83%	13%	4%	0%	74%	16%	6%	4%
Fear of running out of water	70%	19%	10%	2%	72%	18%	9%	<1%	71%	18%	9%	2%
Penalties for excessive water use	69%	20%	8%	3%	80%	15%	4%	1%	65%	21%	11%	2%
Materials on how to save water	45%	38%	14%	2%	52%	36%	12%	<1%	42%	40%	15%	3%
Rebates for water saving appliances	61%	27%	10%	2%	63%	25%	12%	0%	61%	29%	8%	2%
Cost of water	55%	30%	11%	5%	71%	21%	8%	<1%	65%	23%	8%	3%
Free household conservation kits	52%	32%	13%	3%	54%	31%	13%	2%	46%	35%	14%	5%

15. How likely would the following encourage you to save more water?				
Encourage to Save More Water	REGION			
	ALL AREAS COMBINED (n=914)			
	Very likely	Somewhat likely	Not Very likely	Don't know
Right thing to do for the environment	73%	23%	3%	1%
A declared water shortage	75%	16%	6%	3%
Fear of running out of water	71%	19%	9%	1%
Penalties for excessive water use	71%	19%	8%	2%
Materials on how to save water	46%	38%	14%	2%
Rebates for water saving appliances	61%	27%	10%	2%
Cost of water	63%	25%	9%	3%
Free household conservation kits	50%	33%	14%	3%

16. How often do you use the following sources to receive information about water resources?															
Sources of Information	REGION														
	NORTHERN (n=334)					CENTRAL (n=254)					SOUTHERN (n=318)				
	Often	Sometimes	Seldom	Never	Don't know	Often	Sometimes	Seldom	Never	Don't know	Often	Sometimes	Seldom	Never	Don't know
Newspapers or print media	46%	26%	16%	11%	1%	35%	26%	21%	18%	<1%	39%	26%	20%	15%	1%
Television	33%	37%	11%	19%	<1%	33%	28%	17%	21%	<1%	30%	33%	14%	21%	2%
Cable Television	29%	34%	14%	22%	1%	32%	29%	19%	19%	0%	30%	27%	17%	26%	1%
Internet	19%	20%	21%	40%	1%	18%	19%	18%	45%	<1%	17%	18%	21%	44%	1%
Radio	16%	29%	25%	31%	1%	19%	23%	24%	34%	0%	14%	22%	24%	40%	1%
Friends or family	15%	33%	26%	25%	1%	17%	28%	24%	29%	2%	17%	25%	27%	30%	2%
Brochures or pamphlets	16%	38%	21%	25%	1%	15%	36%	21%	28%	0%	14%	32%	23%	30%	1%
Other information source*	Yes	26%	No	70%	5%	Yes	23%	No	76%	1%	Yes	27%	No	71%	2%

* Question reads: Are there any other sources where you get information about water resources?

16. How often do you use the following sources to receive information about water resources?					
Sources of Information	REGION				
	ALL AREAS COMBINED (n=906)				
	Often	Sometimes	Seldom	Never	Don't know
Newspapers or print media	41%	26%	19%	14%	1%
Television	32%	33%	14%	20%	1%
Cable Television	30%	30%	17%	23%	1%
Internet	18%	19%	20%	43%	1%
Radio	16%	25%	24%	35%	<1%
Friends or family	16%	29%	26%	28%	2%
Brochures or pamphlets	15%	35%	22%	27%	1%
Other information source	Yes	25%	No	72%	3%

17. Do you have a lawn?				
	REGION			
	NORTHERN (n=339)	CENTRAL (n=257)	SOUTHERN (n=320)	ALL AREAS COMBINED (n=916)
Yes	90%	80%	83%	85%
No	10%	20%	18%	15%

17a. How is lawn maintained?				
	REGION			
	NORTHERN (n=305)	CENTRAL (n=205)	SOUTHERN (n=263)	ALL AREAS COMBINED (n=773)
By your self	62%	59%	54%	59%
A Professional company	31%	32%	41%	35%
Or some other means Please specify	7%	9%	5%	7%

17b. Are you familiar with Florida-friendly landscaping?				
	REGION			
	NORTHERN (n=305)	CENTRAL (n=205)	SOUTHERN (n=263)	ALL AREAS COMBINED (n=773)
Yes	56%	56%	55%	56%
No	41%	43%	43%	42%
Don't know	3%	2%	2%	3%

17c. What would motivate you to use Florida-friendly landscaping?

Florida-friendly landscaping: A Florida-friendly landscape is beautiful, yet saves water and protects the environment through the wise use of plants, pesticides, water and fertilizer. It may also require less maintenance than a traditional landscape.

Motivate to Use Florida-friendly Landscaping	REGION														
	NORTHERN (n=301)					CENTRAL (n=194)					SOUTHERN (n=256)				
	Very Important	Somewhat Important	Not very Important	Not Important	Don't know	Very Important	Somewhat Important	Not very Important	Not Important	Don't know	Very Important	Somewhat Important	Not very Important	Not Important	Don't know
Knowing it will help protect local water resources	60%	31%	4%	2%	4%	54%	35%	3%	4%	4%	57%	31%	6%	2%	5%
It saves money on water bill	65%	22%	3%	7%	4%	69%	21%	4%	4%	3%	62%	25%	5%	3%	5%
Neighbors use it	28%	27%	16%	19%	11%	32%	23%	17%	23%	5%	25%	26%	18%	18%	12%
Finding "how-to" information in plant sections of stores	48%	33%	8%	6%	4%	44%	37%	9%	6%	5%	37%	42%	10%	4%	6%
Homeowner association recommends it	31%	26%	16%	18%	9%	31%	26%	13%	23%	7%	28%	27%	13%	19%	13%
Florida-friendly landscaping is more attractive	33%	40%	11%	7%	9%	40%	38%	7%	10%	5%	32%	44%	9%	5%	10%

17c. What would motivate you to use Florida-friendly landscaping?

Florida-friendly landscaping: A Florida-friendly landscape is beautiful, yet saves water and protects the environment through the wise use of plants, pesticides, water and fertilizer. It may also require less maintenance than a traditional landscape.

Motivate to Use Florida-friendly Landscaping	REGION				
	ALL REGIONS COMBINED (n=751)				
	Very Important	Somewhat Important	Not very Important	Not Important	Don't know
Knowing it will help protect local water resources	57%	32%	4%	3%	4%
It saves money on water bill	65%	22%	4%	5%	4%
Neighbors use it	28%	26%	17%	20%	10%
Finding "how-to" information in plant sections of stores	43%	37%	9%	6%	5%
Homeowner association recommends it	30%	26%	14%	20%	10%
Florida-friendly landscaping is more attractive	34%	41%	10%	7%	8%

17d. How much would the following reasons prevent you from using Florida-friendly landscaping?

Prevents Use of Florida-friendly Landscaping	REGION														
	NORTHERN (n=288)					CENTRAL (n=185)					SOUTHERN (n=243)				
	A Lot	Somewhat	Not Very Much	Not at All	Don't know	A Lot	Somewhat	Not Very Much	Not at All	Don't know	A Lot	Somewhat	Not Very Much	Not at All	Don't know
Don't know the benefits of it	25%	26%	15%	28%	6%	30%	23%	15%	27%	5%	25%	31%	13%	19%	12%
Costs of changing landscape	35%	25%	13%	21%	6%	28%	34%	16%	17%	6%	29%	34%	13%	14%	10%
The time to change my landscape	21%	30%	16%	26%	7%	22%	32%	17%	24%	6%	19%	31%	20%	19%	12%
I like my landscape the way it is	29%	27%	20%	21%	3%	29%	31%	16%	21%	3%	29%	33%	15%	14%	10%
Deed restrictions or homeowner association rules	21%	18%	9%	41%	11%	23%	16%	11%	41%	9%	19%	14%	12%	42%	13%
Don't know where to learn about it	27%	25%	14%	28%	6%	27%	23%	12%	36%	2%	26%	22%	14%	26%	12%
Neighbors do not use it	7%	14%	18%	50%	11%	8%	12%	17%	55%	8%	7%	15%	17%	44%	17%

17d. How much would the following reasons prevent you from using Florida-friendly landscaping?					
Prevents Use of Florida-friendly Landscaping	REGION				
	ALL REGIONS COMBINED (n=716)				
	A Lot	Somewhat	Not Very Much	Not at All	Don't know
Don't know the benefits of it	26%	27%	15%	25%	8%
Costs of changing landscape	31%	30%	14%	18%	7%
The time to change my landscape	20%	31%	17%	23%	9%
I like my landscape the way it is	29%	30%	17%	19%	5%
Deed restrictions or homeowner association rules	21%	16%	11%	41%	11%
Don't know where to learn about it	27%	23%	14%	29%	7%
Neighbors do not use it	7%	14%	17%	49%	12%

SWFWMD Knowledge

18. Have you ever heard of the Southwest Florida Water Management District? It is sometimes referred to as 'SWIFTMUD'				
	REGION			
	NORTHERN (n=341)	CENTRAL (n=256)	SOUTHERN (n=319)	ALL AREAS COMBINED (n=916)
Yes	71%	71%	66%	69%
No	25%	27%	32%	28%
Don't Know	4%	2%	3%	3%

18a. Which of the following are the main responsibilities of the Southwest Florida Water Management District (SWFWMD)?*												
SWFWMD Responsibilities	REGION											
	NORTHERN (n=245)			CENTRAL (n=182)			SOUTHERN (n=209)			ALL AREAS COMBINED (n=636)		
	Yes	No	Don't know	Yes	No	Don't know	Yes	No	Don't know	Yes	No	Don't know
Preserve and protect the water resource	92%	4%	5%	93%	2%	4%	90%	1%	8%	92%	3%	6%
Flood control	73%	11%	17%	73%	17%	10%	68%	12%	20%	71%	13%	16%
Regulate water use	70%	17%	13%	73%	17%	10%	72%	9%	20%	71%	14%	14%
Control growth	45%	38%	17%	43%	36%	20%	44%	34%	23%	44%	36%	20%
Set water rates	26%	47%	27%	37%	44%	19%	24%	47%	29%	29%	46%	25%

*Asked only of Those Who Have Heard of SWFWMD

18b. How would you rate the Southwest Florida Water Management District's performance in the following categories?																				
SWFWMD Performance Ratings	REGION																			
	NORTHERN (n=245)					CENTRAL (n=180)					SOUTHERN (n=209)					ALL AREAS COMBINED (n=634)				
	Excellent	Good	Fair	Poor	Don't know	Excellent	Good	Fair	Poor	Don't know	Excellent	Good	Fair	Poor	Don't know	Excellent	Good	Fair	Poor	Don't know
Managing the water supply	8%	41%	26%	14%	11%	12%	43%	25%	12%	8%	10%	42%	23%	12%	12%	10%	42%	25%	13%	11%
Ensuring an adequate water supply	5%	37%	25%	19%	14%	10%	37%	27%	18%	9%	8%	39%	28%	13%	12%	7%	38%	27%	16%	12%
Protecting the watersheds	5%	38%	28%	16%	13%	8%	33%	32%	15%	12%	12%	34%	27%	12%	14%	8%	35%	29%	14%	13%
Educating the public about water resources	7%	30%	32%	23%	8%	7%	31%	32%	24%	7%	9%	27%	37%	19%	9%	7%	30%	33%	22%	8%
Identifying and developing new water sources	3%	25%	30%	21%	20%	6%	26%	26%	21%	21%	7%	25%	31%	15%	23%	5%	25%	29%	19%	21%

18c. Overall, how would you rate the Southwest Florida Water Management District's performance?				
	REGION			
	NORTHERN (n=244)	CENTRAL (n=180)	SOUTHERN (n=209)	ALL AREAS COMBINED (n=633)
Excellent	3%	5%	7%	5%
Good	43%	39%	40%	41%
Fair	32%	32%	35%	33%
Poor	15%	15%	9%	13%
Don't Know	7%	9%	10%	8%

Demographic Information

19. How long have you lived in the area (county)?				
	REGION			
	NORTHERN (n=280)	CENTRAL (n=195)	SOUTHERN (n=245)	ALL AREAS COMBINED (n=720)
Less than 1 year	3%	1%	2%	2%
1 to 5 years	21%	14%	13%	16%
6 to 10 years	22%	10%	14%	16%
More than 10 years	52%	73%	70%	64%
Don't Know/refused	3%	3%	2%	3%

29. What county do you live in?				
	REGION			
	NORTHERN (n=277)	CENTRAL (n=191)	SOUTHERN (n=238)	ALL AREAS COMBINED (n=706)
Charlotte	0%	0%	<1%	<1%
Citrus	22%	1%	0%	9%
Desoto	0%	0%	2%	1%
Hardee	0%	0%	<1%	<1%
Hernando	24%	0%	0%	9%
Highlands	0%	0%	0%	0%
Hillsborough	2%	47%	<1%	14%
Lake	2%	0%	0%	1%
Levy	1%	1%	1%	1%
Manatee	0%	0%	22%	8%
Marion	<1%	0%	0%	<1%
Pasco	42%	4%	0%	17%
Pinellas	0%	47%	0%	13%
Polk	1%	0%	35%	12%
Sarasota	0%	0%	37%	13%
Sumter	7%	0%	0%	3%
Other Specify	0%	1%	1%	1%

21. Do you live in Florida just part of the year?				
	REGION			
	NORTHERN (n=280)	CENTRAL (n=195)	SOUTHERN (n=245)	ALL AREAS COMBINED (n=720)
Yes	7%	5%	10%	7%
No	92%	93%	88%	91%
Don't Know/Refused	1%	3%	2%	2%

22. What best describes the type of place you live in?				
	REGION			
	NORTHERN (n=342)	CENTRAL (n=258)	SOUTHERN (n=326)	ALL AREAS COMBINED (n=926)
House	75%	66%	66%	69%
Apartment or Condominium	8%	23%	16%	15%
Mobile/Manufactured Home	14%	5%	16%	12%
Other--specify	2%	3%	0%	1%
Don't know/Refused	2%	4%	2%	2%

23. Do you own or rent your home?				
	REGION			
	NORTHERN (n=342)	CENTRAL (n=258)	SOUTHERN (n=326)	ALL AREAS COMBINED (n=926)
Own	88%	78%	88%	85%
Rent	10%	17%	9%	12%
Don't Know/Refuses	2%	5%	3%	3%

24. What is the highest level of school you have completed?				
	REGION			
	NORTHERN (n=342)	CENTRAL (n=258)	SOUTHERN (n=326)	ALL AREAS COMBINED (n=926)
Less than high school	2%	2%	2%	2%
High School/GED	45%	38%	41%	42%
College Degree	35%	39%	35%	36%
Graduate Degree	16%	17%	20%	17%
Refused	3%	5%	3%	3%

25. How would you define your race?				
	REGION			
	NORTHERN (n=342)	CENTRAL (n=258)	SOUTHERN (n=326)	ALL AREAS COMBINED (n=926)
White	88%	80%	88%	86%
African American	2%	5%	3%	3%
Hispanic	3%	4%	2%	3%
American Indian	0%	1%	1%	<1%
Other	3%	4%	4%	4%
Don't Know/Refused	4%	5%	3%	4%

26. What is your Age?				
	REGION			
	NORTHERN (n=342)	CENTRAL (n=258)	SOUTHERN (n=326)	ALL AREAS COMBINED (n=926)
18-24	2%	3%	4%	3%
25-44	15%	26%	16%	19%
45-64	44%	40%	38%	41%
65 +	36%	26%	38%	34%
Refused	2%	4%	3%	3%

27. Considering your family's household income from all sources, what income level best describes your household income in 2005 before taxes?				
	REGION			
	NORTHERN (n=342)	CENTRAL (n=258)	SOUTHERN (n=326)	ALL AREAS COMBINED (n=926)
< 14,999	5%	7%	4%	5%
15,000-24,999	10%	8%	7%	8%
25,000-34,999	12%	9%	13%	11%
35,000-49,999	15%	14%	15%	15%
50,000-74,999	18%	17%	18%	18%
75,000+	21%	28%	21%	23%
Refused	21%	17%	21%	20%

28. Record Gender				
	REGION			
	NORTHERN (n=342)	CENTRAL (n=258)	SOUTHERN (n=326)	ALL AREAS COMBINED (n=926)
Male	51%	41%	52%	49%
Female	47%	59%	47%	50%
Refused	2%	<1%	1%	1%

Survey Mode

Survey Mode				
	REGION			
	NORTHERN (n=342)	CENTRAL (n=258)	SOUTHERN (n=326)	ALL AREAS COMBINED (n=926)
Phone	61%	83%	65%	69%
Mail	39%	17%	35%	31%