

White Paper Social Marketing Intervention

Survey Three: Showerhead Replacement, Septic Systems and Used Motor Oil Disposal

I. INTRODUCTION

We are conducting a short public opinion poll to find out how people in Florida care for their homes and lawns. All of the answers given today will remain anonymous.

Please complete all of the questions appearing on each page. Always scroll down to make sure you have answered all of the questions provided before moving to the next page. When you are ready to move on to the next page, click the "Next" button located in the lower portion of the screen.

II. SCREENER

Let's begin by asking a few questions to see if this survey applies to you.

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

- | | | |
|----------------------|----------------------------|------------------------|
| 1) Alachua | 25) Hendry | 49) Osceola |
| 2) Baker | 26) Hernando [North] | 50) Palm Beach |
| 3) Bay | 27) Highlands [South] | 51) Pasco [Central] |
| 4) Bradford | 28) Hillsborough [Central] | 52) Pinellas [Central] |
| 5) Brevard | 29) Holmes | 53) Polk [Central] |
| 6) Broward | 30) Indian River | 54) Putnam |
| 7) Calhoun | 31) Jackson | 55) St. Johns |
| 8) Charlotte [South] | 32) Jefferson | 56) St. Lucie |
| 9) Citrus [North] | 33) Lafayette | 57) Santa Rosa |
| 10) Clay | 34) Lake [North] | 58) Sarasota [South] |
| 11) Collier | 35) Lee | 59) Seminole |
| 12) Columbia | 36) Leon | 60) Sumter [North] |
| 13) DeSoto [South] | 37) Levy [North] | 61) Suwannee |
| 14) Dixie | 38) Liberty | 62) Taylor |
| 15) Duval | 39) Madison | 63) Union |
| 16) Escambia | 40) Manatee [South] | 64) Volusia |
| 17) Flagler | 41) Marion [North] | 65) Wakulla |
| 18) Franklin | 42) Martin | 66) Walton |
| 19) Gadsden | 43) Miami-Dade | 67) Washington |
| 20) Gilchrist | 44) Monroe | |
| 21) Glades | 45) Nassau | |
| 22) Gulf | 46) Okaloosa | |
| 23) Hamilton | 47) Okeechobee | |
| 24) Hardee [South] | 48) Orange | |

Sample Distribution:
North: n=266
Central: n=267
South: n=266

2. Who performs minor repairs in your home?

- a. I do
- b. My spouse
- c. Someone else in my home
- d. A friend
- e. I pay someone to do it

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

	<i>Activity</i>	<i>RATING</i>
A	Making repairs around my home	
B	Paying bills	
C	Eating dinner with my family	
D	Running errands	
E	Finding time for myself	
F	Keeping my lawn mowed	
G	Maintaining my home's septic system	
H	Fertilizing my lawn	
I	Picking up pet waste in my lawn	
J	Changing the oil in my personal vehicle	
K	Cleaning out my gutters	
L	Watering my lawn	
M	Installing water-saving appliances in my home	
N	Maintaining my home's plumbing	

4. In your opinion, how important are the following natural resources and environmental issues facing Central Florida today? [ROTATE CHOICES]

	Factor	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know
A	Water Quality					
B	Water Supply					
C	Air Quality					
D	Loss of wildlife habitat					
E	Quality of wetlands (areas that naturally are wet all or part of the year)					
F	Recycling of household products					
G	Urban sprawl					
H	Trash/Litter					
I	Global Warming					
J	Ozone Depletion					

5. How would you describe the current water resource conditions in your area? Water resources include lakes, rivers, streams, aquifers, wetlands and springs.

- a. In a drought
- b. Drier than normal
- c. Normal
- d. Wetter than normal
- e. Flooding

6. How concerned are you about water resources in Central Florida?

- a. Very Concerned
- b. Somewhat Concerned
- c. Not Very Concerned
- d. Not At All Concerned

7. In your opinion, what is the difference between a "drought" and a "water shortage"? [Open-ended]

8. How likely would the following encourage you to save more water? [ROTATE CHOICES]

	Factor	Very Likely	Somewhat Likely	Not Very Likely	Not At All Likely	Don't Know
A	A declared water shortage					
B	A declared drought					
C	Fear of running out of water					
D	Penalties for excessive water use					
E	Materials on how to save water					
F	Rebates for water saving appliances					
G	Cost of water					
H	Free household conservation kits					
I	Abnormally dry conditions					
J	A rainfall deficit					

9. Please tell me how much you agree with the following statements. Please rate the following on a scale from one to 10, with 10 meaning STRONGLY AGREE and 1 meaning STRONGLY DISAGREE. [ROTATE CHOICES]

	Statements	RATING
A	I believe there is a water shortage emergency in my part of the state.	
	I believe there is a drought in my part of the state.	
B	I am supportive of government actions such as tightened water restrictions as a means of addressing a water shortage problem.	
	I am supportive of government restrictions on watering my lawn to help conserve water.	

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

	Factor	Very Likely	Somewhat Likely	Not Very Likely	Not At All Likely	Already Doing	Don't Know
A	Repair water leaks promptly						
B	Run dishwasher and clothes washer only when full						
C	Follow lawn watering restrictions						
D	Limit water use while shaving, showering, etc.						
E	Have low flow showerheads						
F	Have low flow toilets						
G	Landscape with drought-tolerant plants						
H	Use flow restrictors on faucets.						

11. Below is a list of behaviors that may potentially impact the cost of your home’s utility bills. On a scale from 1 to 10, rate each behavior based on how much money it would save you on utility bill costs with 10 being SAVES A GREAT DEAL and 1 being DOES NOT SAVE AT ALL.

	<i>behaviors</i>	<i>RATING</i>
A	Turning off the lights every time you leave a room	
B	Installing energy-saving light bulbs	
C	Turning off the water faucet while you brush your teeth	
D	Taking shorter showers	
E	Unplugging appliances when they are not in use	
F	Hang-drying your laundry on a clothesline	
G	Taking cold showers	
H	Watering the lawn less	
I	Using drought-tolerant plants in your landscape	
J	Use low flow faucet aerators	
K	Turning off the air conditioner/heater while you are not at home	
L	Putting an object in the toilet tank to displace water	
M	Insulating doors and windows to maintain indoor temperatures	

12. When do you usually shop for a new showerhead for use in your home? **[Open-ended.]**

13. How long ago did you purchased a new showerhead for your home?

- a. Less than a year ago
- b. A year ago
- c. More than a year ago
- d. Never
- e. Not sure

14. A low flow showerhead is a water-saving showerhead that typically uses 2.5 gallons of water per minute (gpm) or less. Thinking about your own household, please rate on a scale from one to 10, where 10 is STRONGLY AGREE and 1 is STRONGLY DISAGREE, how much you agree with the following statements. **[Rotate]**

	<i>FACTOR</i>	<i>RATING</i>
A	I would install a low-flow showerhead in my home if someone else paid for it	
B	I would get a low-flow showerhead if someone else installed it	
C	I know many people who have low-flow showerheads in their homes	
D	I want my household to use less water	
E	I look for ways to decrease the cost of my home’s utilities bills every month	
F	I am interested in installing a low-flow showerhead in my home	
G	I knew a lot about low-flow showerheads before taking this survey	
H	Low-flow showerheads are easily found in stores	
I	Installing a new showerhead in my home is easy	
J	Low-flow showerheads are too expensive	
K	Determining which low-flow showerhead is right for my home is confusing	
L	Low flow showerheads perform no differently than high water-using models	
M	Strong water-pressure in the shower is important to me	
N	I would not enjoy showering with a low-flow showerhead	
O	Water conserving showerheads don’t have good enough water pressure	
P	There are better ways to save on my utility bills than reducing the amount of water my household uses every month	
Q	Water is an abundant resource, there is no need to reduce our use of it	
R	I would use a low-flow showerhead if someone else would install it for me	

Septic tank maintenance [Do not show headings in the survey]

15. Approximately what year was your home built? **[Open ended]**
16. Does your home have its own septic system?
- Yes
 - No **[Go to Q 25]**
 - I don't know **[Go to Q 25]**
17. Thinking of your septic system, please rate on a scale from one to 10, where 10 is **STRONGLY AGREE** and 1 is **STRONGLY DISAGREE**, how much you agree with the following statements. **[Rotate]**

	<i>FACTOR</i>	<i>RATING</i>
A	It's hard to tell if my septic system is working properly	
B	I regularly have my septic system inspected by a professional	
C	I don't receive enough information about septic system maintenance	
D	I don't have my septic system inspected as often as I should	
E	Septic system maintenance is costly, so I try to avoid it	
F	I only have my septic system inspected when there is a problem	
G	I rarely think about the condition of my septic system	
H	It is easy to find a professional to maintain my septic system	
I	My septic system has nothing to do with our drinking water	
J	There is no need to do anything with my septic system as long as there is no problem	
K	It is easy to find a professional to repair my septic system	
L	I plan for septic tank maintenance along with other home maintenance costs such as appliances and air conditioners.	

18. In your opinion, how often should your septic tank be inspected?
- Every 3 months
 - Every 6 months
 - Once a year
 - Once every 2 years
 - Once every 5 years
 - Once every 10 years
 - It doesn't need to be inspected
19. When was the last time your septic tank was inspected?
- 3 months ago
 - 6 months ago
 - 1 year ago
 - 2 years ago
 - Within 2-5 years ago
 - Within 5-10 years ago
 - Don't know
 - Never inspected
20. A. How much do you think it generally costs to have your septic tank inspected? **[Open ended – give dollar amount]**
21. In your opinion, how often should you have your septic tank pumped?
- Every 3 months
 - Every 6 months
 - Once a year
 - Once every 2 years
 - Once every 5 years
 - Once every 10 years
 - It doesn't need to be pumped unless there's a problem

22. **When was the last time your septic tank was pumped?**
- 3 months ago
 - 6 months ago
 - 1 year ago
 - 2 years ago
 - Within 2-5 years ago
 - Within 5-10 years ago
 - Don't know
 - Never pumped
23. **How much do you think it generally costs to have your septic tank pumped?**
24. **How do you get information about septic tank maintenance? Select all that apply:**
- Neighbors
 - Friends
 - Builders
 - Septic system professionals
 - Realtor
 - Government agencies (like the Southwest Florida Water Management District)
 - Parents
 - Online
 - Health Department
 - Decide maintenance schedule on your own
 - Other
 - I don't look for information about septic tank maintenance
 - I look for information about septic tank maintenance but I can't find any

Used motor oil disposal [Do not show headings in the survey]

25. **Do you own a car?**
- Yes
 - No [Go to Q 30]
26. **How do you get the motor oil in your car changed?**
- I do it myself
 - Someone else in my home does it
 - I ask a friend or family member to do it
 - I take it to a mechanic or oil changing facility
 - Other (please specify)
27. **How is the used motor oil disposed? [Open-ended]**
28. **Thinking about how you maintain your car, please rate the following on a scale from one to 10, with 10 meaning STRONGLY AGREE and 1 meaning STRONGLY DISAGREE.**

	<i>FACTOR</i>	<i>RATING</i>
A	It is important to always recycle used motor oil	
B	It is easy to recycle used motor oil	
C	It is easy to dispose of used motor oil properly	
D	In my community, there are no fines for illegal dumping of used motor oil	
E	In my community, there are no regulations against dumping of used motor oil	
F	The way I dispose of my used motor oil has nothing to do with our drinking water	
G	I do not know where to properly dispose of used motor oil	
H	I fully understand how to properly dispose of used motor oil	
I	Illegal dumping of used motor oil is a problem in my community	
J	When my car's oil is changed, I ensure that the oil is disposed of properly	
K	I would pay a small fee to ensure that my motor oil is properly disposed of	
L	I would pay whatever it cost to ensure that my motor oil is properly disposed of	
M	Illegal dumping laws concerning motor oil should be enforced more strictly in	

	my community	
N	There are no used motor oil dumping sites in/near my community	
O	It is fine to pour used oil in the storm drains on the street	
P	It is okay to pour out used oil in your yard	
Q	Most people I know dispose of their used motor oil only at legal dumping sites	

29. Have you ever been previously fined for the illegal dumping of used motor oil?

- a. Yes
- b. No

General questions [Do not show headings in the survey]

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

	FACTOR	RATING
A	Doing a full load of laundry	
B	Doing the dishes in the sink with the water running	
C	Running the dishwasher with a full load of pots and pans	
D	Watering the lawn for a half hour using an in-ground irrigation system	
E	Taking a 10-minute shower with a regular showerhead	
F	Taking a 10-minute shower with a low-flow showerhead	
G	Brushing your teeth with the water running	
H	A toilet flush from a regular toilet	
I	A toilet flush from a low-volume toilet	
J	Watering the lawn for a half an hour using a garden hose	
K	Running water while shaving	
L	Filling the tub for a bath	
M	Washing a car with a hose	

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

What is the importance of...

	FACTOR	RATING
A	Protecting the water quality of our lakes, rivers and streams	
B	Protecting the quality of our drinking water	
D	Increasing safety from crime in our neighborhoods	
E	Improving the quality of life for families in our community	
F	Improving the quality of recycling programs	
G	Maintaining and increasing property values	
H	Protecting natural areas like woodlands and forests	
I	Reducing litter and improper garbage dumping	

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

		Rating
A	I am an environmentalist.	
B	I have a beautiful home.	
C	I am often influenced by my friends and family.	
D	I enjoy holding cook-outs in my yard.	
E	I am a lot like my neighbors.	
F	I like to entertain at my home.	
G	I seek recommendations on lawn care.	
H	I believe the state government is a good resource for lawn care information	
I	I care about local streams and rivers.	
J	I spend a lot of money beautifying my home.	
K	I am highly involved in my community.	
L	I weigh out all of my options before I make any decision.	
M	I make most of my own home repairs	

Demographics [Do not show headings in the survey]

33. **How many children do you have in the following age categories?**

I don't have any children [Go to Q37]

0-5 years old [Enter Number] [Go to Q37 only if they answer this question and none of the others]

6-10 years old [Enter Number]

11-15 years old [Enter Number]

16-18 years old [Enter Number]

19-25 years old [Enter Number]

34. **Has your child ever brought home information about water conservation from school?**

- a. Yes
- b. No

35. **Which of the following environmental field trips has your child been on with his or her school?**

- a. Water quality monitoring at a lake
- b. Trip to the beach
- c. Trip to a spring
- d. Outdoor camping trip
- e. Tour of an environmental center
- f. Trip to a conservation land
- g. Canoe trip
- h. Other
- i. My child has never been on an environmental field trip
- j. Don't know

36. **What environmental activities has your child encouraged you to do, if any? [Open ended]**

37. **Have you ever been to a workshop at your local Extension office?**

- a. Yes
- b. No

38. **How long have you lived in your county?**

- a. Less than 1 year
- b. 1 to 5 years
- c. 6 to 10 years
- d. 11 to 15 years
- e. 16 to 20 years
- f. More than 20 years

- 39. Do you live in Florida year-round?**
- Yes
 - No
- 40. Do you own or rent your home?**
- Own
 - Rent
 - Live with a family member
 - Other – record answer
 - Refused
- 41. What is your present employment status?**
- Employed full-time
 - Employed part-time
 - Voluntarily not in the work force (in school; raising family, etc.)
 - Unemployed but not retired
 - Retired
- 42. What is the highest level of education you have reached so far?**
- Less than high school
 - High school graduate
 - Some college
 - College graduate
 - Advanced degree (Masters/Doctorate)
- 43. In what range did your total household income fall during 2007?**
- Less than \$25,000
 - \$25,001 to \$50,000
 - \$50,001 to \$75,000
 - \$75,001 to \$100,000
 - More than \$100,000
 - Decline to answer
- 44. Do you consider yourself:**
- Caucasian/White
 - African American/Black
 - Hispanic/Latino
 - Asian or Pacific Islander
 - Native American or Alaskan native
 - Mixed racial background
 - Other race
 - Decline to answer
- 45. What is your current marital status?**
- Single
 - Married
 - Divorced
 - Widowed
 - Decline to answer
- 46. What year were you born? 19[number]**
- 47. What is your gender?**
- Male
 - Female
 - Decline to answer

Closing statement: Thank you for helping us with this research. Your answers will be used to help the State of Florida provide information to the citizens in your area about proper lawn care that will protect lakes, rivers, streams and Florida's watersheds.