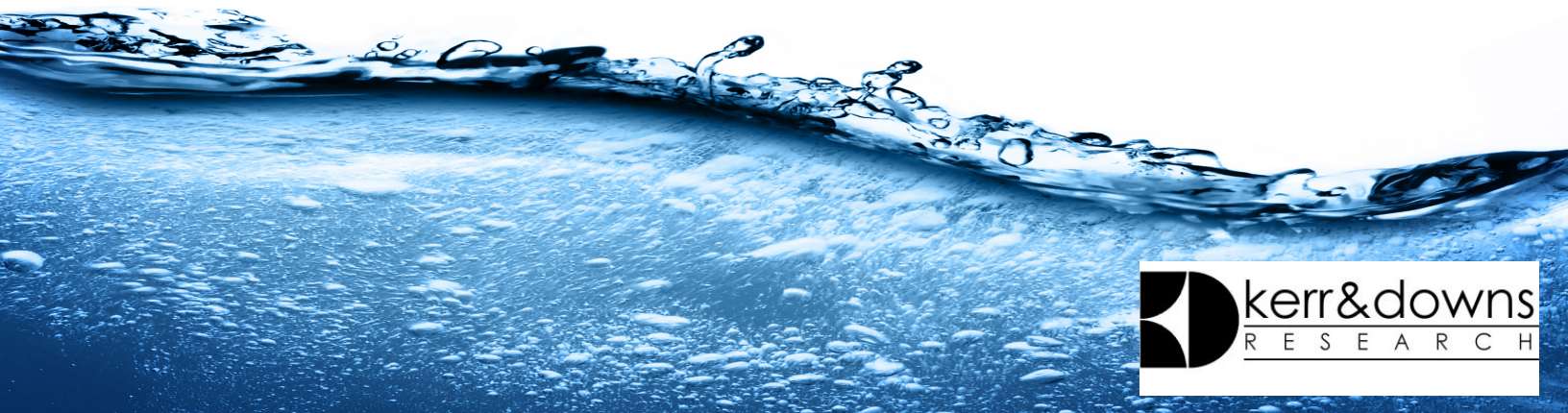
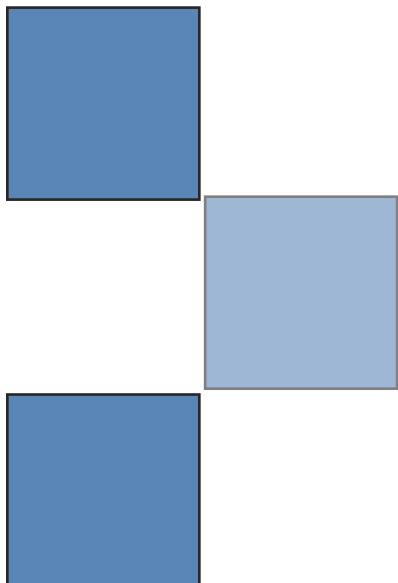
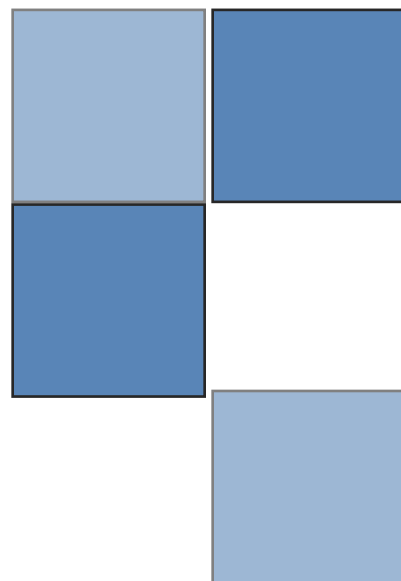
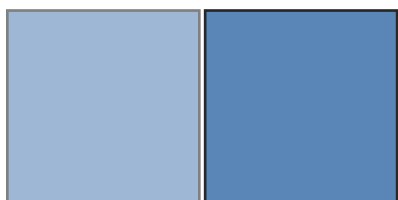


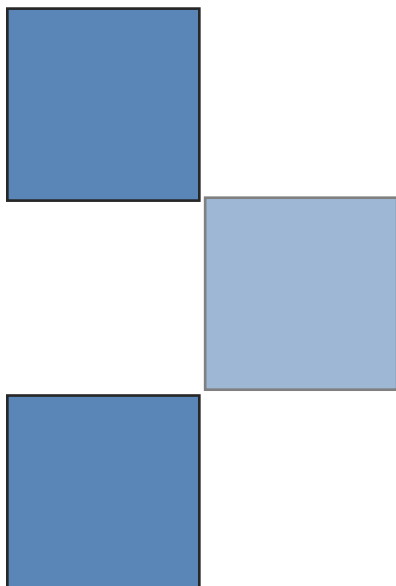
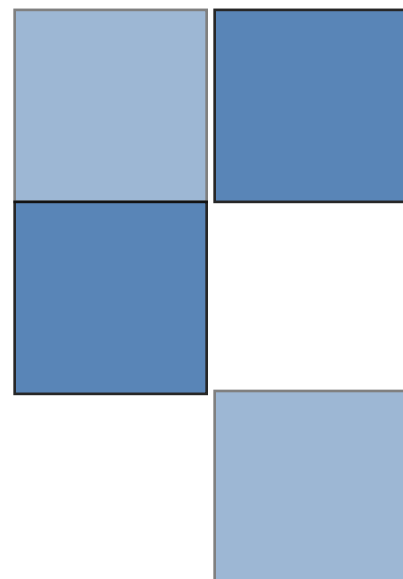
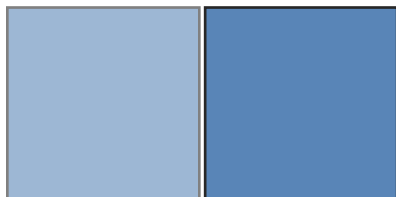


2013 Districtwide Perception Crosstab Report





2013 Districtwide Perception Crosstab Report



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		To the best of your knowledge, which agency is most responsible for managing and protecting natural water resources in your area?	
		Southwest Florida Water Management District	Other
		Row N %	Row N %
Which category best fits your age?	Total	64%	40%
	35 or under	51%	50%
	35 to 64	68%	38%
	65 or older	67%	36%
Gender	Male	67%	37%
	Female	61%	43%
How long have you lived in your county?	10 years or less	51%	53%
	11-25 years	71%	31%
	26+ years	67%	39%
Do you rent or own where you live?	Rent	48%	55%
	Own	68%	36%
Does your neighborhood have a HOA?	Yes	48%	55%
	No + Not sure	68%	36%
Would you describe your area as urban, suburban or rural?	Urban	63%	39%
	Suburban	60%	44%
	Rural	70%	36%
Occupation	Employed fulltime or part-time	67%	38%
	Retired	67%	37%
	Unemployed + in school + voluntarily not in the workforce	50%	55%

		To the best of your knowledge, which agency is most responsible for managing and protecting natural water resources in your area?	
		Southwest Florida Water Management District	Other
		Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	58%	45%
	Some college/Associate of Arts degree + other	63%	40%
	College graduate	70%	36%
Annual household income	Less than \$25,000	56%	46%
	\$25,000 to \$74,999	61%	44%
	\$75,000+	77%	28%
Race/ethnicity	Caucasian	70%	34%
	Hispanic	50%	50%
	African American	37%	67%

		How would you rate the health of natural water resources in your region?			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	54%	27%	15%	5%
	35 or under	50%	27%	18%	4%
	35 to 64	55%	27%	14%	4%
	65 or older	55%	25%	13%	6%
Gender	Male	56%	25%	16%	3%
	Female	51%	28%	14%	6%
How long have you lived in your county?	10 years or less	52%	30%	13%	6%
	11-25 years	56%	23%	17%	4%
	26+ years	54%	28%	14%	4%
Do you rent or own where you live?	Rent	53%	26%	12%	9%
	Own	54%	27%	15%	4%
Does your neighborhood have a HOA?	Yes	53%	26%	12%	9%
	No + Not sure	54%	27%	15%	4%
Would you describe your area as urban, suburban or rural?	Urban	51%	23%	20%	6%
	Suburban	55%	30%	11%	5%
	Rural	54%	23%	20%	4%
Occupation	Employed fulltime or part-time	55%	25%	15%	5%
	Retired	54%	26%	14%	6%
	Unemployed + in school + voluntarily not in the workforce	56%	27%	13%	4%

		How would you rate the health of natural water resources in your region?			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	51%	28%	18%	3%
	Some college/Associate of Arts degree + other	52%	28%	13%	7%
	College graduate	59%	24%	13%	5%
Annual household income	Less than \$25,000	50%	25%	20%	5%
	\$25,000 to \$74,999	52%	28%	16%	4%
	\$75,000+	58%	28%	12%	2%
Race/ethnicity	Caucasian	55%	26%	14%	5%
	Hispanic	54%	29%	17%	0%
	African American	46%	29%	15%	11%

		How would you rate the health of rivers in your region?			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	39%	25%	17%	20%
	35 or under	39%	27%	17%	17%
	35 to 64	40%	27%	17%	16%
	65 or older	35%	19%	16%	30%
Gender	Male	42%	27%	18%	14%
	Female	35%	23%	15%	27%
How long have you lived in your county?	10 years or less	42%	23%	14%	21%
	11-25 years	37%	29%	14%	21%
	26+ years	38%	21%	23%	18%
Do you rent or own where you live?	Rent	39%	30%	16%	16%
	Own	39%	23%	17%	21%
Does your neighborhood have a HOA?	Yes	39%	30%	16%	16%
	No + Not sure	39%	23%	17%	21%
Would you describe your area as urban, suburban or rural?	Urban	35%	25%	13%	28%
	Suburban	37%	24%	20%	19%
	Rural	45%	25%	15%	16%
Occupation	Employed fulltime or part-time	42%	27%	14%	17%
	Retired	36%	20%	18%	26%
	Unemployed + in school + voluntarily not in the workforce	42%	24%	19%	15%

		How would you rate the health of rivers in your region?			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	32%	25%	19%	24%
	Some college/Associate of Arts degree + other	41%	25%	15%	19%
	College graduate	42%	24%	16%	18%
Annual household income	Less than \$25,000	36%	30%	12%	22%
	\$25,000 to \$74,999	38%	22%	21%	19%
	\$75,000+	40%	29%	15%	16%
Race/ethnicity	Caucasian	39%	26%	15%	20%
	Hispanic	39%	21%	21%	20%
	African American	33%	24%	20%	22%

		How would you rate the health of lakes in your region?			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	41%	25%	17%	18%
	35 or under	50%	24%	15%	10%
	35 to 64	38%	28%	18%	16%
	65 or older	36%	20%	17%	28%
Gender	Male	43%	27%	16%	14%
	Female	38%	22%	18%	21%
How long have you lived in your county?	10 years or less	43%	22%	13%	21%
	11-25 years	41%	29%	14%	15%
	26+ years	37%	21%	26%	17%
Do you rent or own where you live?	Rent	39%	29%	15%	17%
	Own	41%	24%	18%	18%
Does your neighborhood have a HOA?	Yes	39%	29%	15%	17%
	No + Not sure	41%	24%	18%	18%
Would you describe your area as urban, suburban or rural?	Urban	40%	23%	18%	18%
	Suburban	38%	25%	18%	18%
	Rural	44%	25%	16%	15%
Occupation	Employed fulltime or part-time	46%	25%	15%	14%
	Retired	38%	20%	18%	23%
	Unemployed + in school + voluntarily not in the workforce	39%	27%	20%	14%

		How would you rate the health of lakes in your region?			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	39%	25%	18%	17%
	Some college/Associate of Arts degree + other	39%	24%	17%	19%
	College graduate	43%	25%	16%	16%
Annual household income	Less than \$25,000	36%	31%	15%	18%
	\$25,000 to \$74,999	45%	21%	18%	16%
	\$75,000+	40%	29%	15%	17%
Race/ethnicity	Caucasian	39%	25%	17%	19%
	Hispanic	53%	19%	16%	12%
	African American	29%	28%	22%	20%

		How would you rate the health of springs in your region?			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	42%	19%	12%	26%
	35 or under	47%	27%	14%	12%
	35 to 64	44%	17%	11%	27%
	65 or older	35%	16%	13%	37%
Gender	Male	46%	19%	13%	22%
	Female	39%	20%	12%	29%
How long have you lived in your county?	10 years or less	40%	22%	8%	30%
	11-25 years	46%	20%	12%	22%
	26+ years	40%	16%	17%	26%
Do you rent or own where you live?	Rent	47%	24%	10%	18%
	Own	41%	18%	13%	28%
Does your neighborhood have a HOA?	Yes	47%	24%	10%	18%
	No + Not sure	41%	18%	13%	28%
Would you describe your area as urban, suburban or rural?	Urban	35%	20%	15%	30%
	Suburban	40%	20%	13%	27%
	Rural	51%	20%	10%	19%
Occupation	Employed fulltime or part-time	47%	23%	11%	20%
	Retired	37%	15%	13%	36%
	Unemployed + in school + voluntarily not in the workforce	47%	18%	17%	18%

		How would you rate the health of springs in your region?			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	39%	20%	16%	26%
	Some college/Associate of Arts degree + other	43%	21%	11%	25%
	College graduate	45%	18%	11%	26%
Annual household income	Less than \$25,000	44%	21%	11%	25%
	\$25,000 to \$74,999	42%	20%	15%	23%
	\$75,000+	46%	21%	11%	23%
Race/ethnicity	Caucasian	44%	17%	11%	28%
	Hispanic	45%	21%	18%	16%
	African American	26%	31%	13%	30%

		How would you rate the health of wetlands or swamps in your region?			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	32%	23%	16%	29%
	35 or under	32%	31%	15%	22%
	35 to 64	37%	21%	16%	26%
	65 or older	26%	18%	16%	40%
Gender	Male	38%	26%	14%	23%
	Female	27%	20%	18%	35%
How long have you lived in your county?	10 years or less	36%	23%	11%	31%
	11-25 years	29%	25%	16%	29%
	26+ years	33%	20%	21%	27%
Do you rent or own where you live?	Rent	29%	28%	12%	31%
	Own	33%	22%	17%	29%
Does your neighborhood have a HOA?	Yes	29%	28%	12%	31%
	No + Not sure	33%	22%	17%	29%
Would you describe your area as urban, suburban or rural?	Urban	25%	26%	16%	32%
	Suburban	32%	23%	16%	29%
	Rural	39%	21%	16%	24%
Occupation	Employed fulltime or part-time	36%	26%	13%	26%
	Retired	31%	18%	17%	35%
	Unemployed + in school + voluntarily not in the workforce	30%	26%	22%	22%

		How would you rate the health of wetlands or swamps in your region?			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	29%	23%	16%	32%
	Some college/Associate of Arts degree + other	31%	23%	17%	29%
	College graduate	37%	23%	14%	27%
Annual household income	Less than \$25,000	29%	26%	15%	31%
	\$25,000 to \$74,999	31%	22%	17%	30%
	\$75,000+	41%	24%	11%	23%
Race/ethnicity	Caucasian	35%	21%	17%	27%
	Hispanic	25%	32%	10%	33%
	African American	27%	22%	18%	32%

		How would you rate the quality of groundwater or water from the aquifer in your region?			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	43%	24%	15%	18%
	35 or under	47%	28%	11%	14%
	35 to 64	45%	23%	18%	15%
	65 or older	37%	22%	15%	26%
Gender	Male	46%	25%	15%	14%
	Female	40%	23%	15%	21%
How long have you lived in your county?	10 years or less	42%	25%	14%	19%
	11-25 years	43%	27%	13%	17%
	26+ years	46%	18%	19%	17%
Do you rent or own where you live?	Rent	45%	30%	12%	14%
	Own	43%	22%	16%	19%
Does your neighborhood have a HOA?	Yes	45%	30%	12%	14%
	No + Not sure	43%	22%	16%	19%
Would you describe your area as urban, suburban or rural?	Urban	38%	24%	17%	22%
	Suburban	42%	25%	15%	18%
	Rural	51%	23%	14%	12%
Occupation	Employed fulltime or part-time	49%	23%	12%	16%
	Retired	39%	22%	16%	23%
	Unemployed + in school + voluntarily not in the workforce	38%	24%	22%	16%

		How would you rate the quality of groundwater or water from the aquifer in your region?			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	42%	28%	14%	16%
	Some college/Associate of Arts degree + other	43%	22%	16%	20%
	College graduate	46%	21%	16%	17%
Annual household income	Less than \$25,000	42%	30%	12%	16%
	\$25,000 to \$74,999	45%	25%	16%	15%
	\$75,000+	49%	20%	19%	12%
Race/ethnicity	Caucasian	44%	22%	15%	19%
	Hispanic	45%	30%	15%	11%
	African American	36%	27%	17%	20%

		How willing are you to use reclaimed water to water vegetables in your garden?		
		Willing	Unwilling	Not sure
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	63%	30%	8%
	35 or under	60%	33%	7%
	35 to 64	64%	29%	7%
	65 or older	63%	26%	11%
Gender	Male	69%	25%	7%
	Female	57%	35%	8%
How long have you lived in your county?	10 years or less	64%	28%	8%
	11-25 years	66%	25%	9%
	26+ years	58%	36%	6%
Do you rent or own where you live?	Rent	67%	28%	5%
	Own	62%	30%	8%
Does your neighborhood have a HOA?	Yes	67%	28%	5%
	No + Not sure	62%	30%	8%
Would you describe your area as urban, suburban or rural?	Urban	61%	33%	6%
	Suburban	66%	28%	7%
	Rural	59%	30%	11%
Occupation	Employed fulltime or part-time	66%	30%	4%
	Retired	62%	28%	9%
	Unemployed + in school + voluntarily not in the workforce	58%	29%	13%

		How willing are you to use reclaimed water to water vegetables in your garden?		
		Willing	Unwilling	Not sure
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	63%	29%	8%
	Some college/Associate of Arts degree + other	61%	31%	7%
	College graduate	64%	28%	7%
Annual household income	Less than \$25,000	63%	27%	10%
	\$25,000 to \$74,999	63%	31%	6%
	\$75,000+	70%	25%	6%
Race/ethnicity	Caucasian	65%	27%	8%
	Hispanic	57%	34%	9%
	African American	59%	38%	4%

		How willing are you to use reclaimed water to water your lawn?		
		Willing	Unwilling	Not sure
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	85%	11%	3%
	35 or under	83%	16%	1%
	35 to 64	87%	10%	3%
	65 or older	85%	10%	5%
Gender	Male	86%	12%	3%
	Female	85%	11%	4%
How long have you lived in your county?	10 years or less	88%	8%	4%
	11-25 years	88%	9%	3%
	26+ years	79%	18%	3%
Do you rent or own where you live?	Rent	86%	10%	3%
	Own	85%	12%	3%
Does your neighborhood have a HOA?	Yes	86%	10%	3%
	No + Not sure	85%	12%	3%
Would you describe your area as urban, suburban or rural?	Urban	88%	9%	3%
	Suburban	86%	12%	3%
	Rural	83%	13%	4%
Occupation	Employed fulltime or part-time	87%	11%	2%
	Retired	86%	10%	4%
	Unemployed + in school + voluntarily not in the workforce	80%	16%	4%

		How willing are you to use reclaimed water to water your lawn?		
		Willing	Unwilling	Not sure
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	80%	16%	4%
	Some college/Associate of Arts degree + other	88%	9%	3%
	College graduate	88%	9%	2%
Annual household income	Less than \$25,000	84%	10%	6%
	\$25,000 to \$74,999	84%	14%	2%
	\$75,000+	93%	6%	1%
Race/ethnicity	Caucasian	88%	9%	3%
	Hispanic	79%	20%	1%
	African American	82%	13%	6%

		How willing are you to use reclaimed water to take a shower or bath?		
		Willing	Unwilling	Not sure
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	42%	50%	9%
	35 or under	54%	40%	6%
	35 to 64	36%	55%	9%
	65 or older	40%	49%	10%
Gender	Male	43%	50%	7%
	Female	40%	50%	10%
How long have you lived in your county?	10 years or less	47%	44%	9%
	11-25 years	41%	51%	8%
	26+ years	36%	55%	9%
Do you rent or own where you live?	Rent	43%	51%	6%
	Own	41%	50%	9%
Does your neighborhood have a HOA?	Yes	43%	51%	6%
	No + Not sure	41%	50%	9%
Would you describe your area as urban, suburban or rural?	Urban	39%	55%	7%
	Suburban	44%	48%	9%
	Rural	41%	50%	9%
Occupation	Employed fulltime or part-time	45%	48%	7%
	Retired	38%	53%	9%
	Unemployed + in school + voluntarily not in the workforce	45%	46%	9%

		How willing are you to use reclaimed water to take a shower or bath?		
		Willing	Unwilling	Not sure
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	42%	51%	7%
	Some college/Associate of Arts degree + other	41%	50%	9%
	College graduate	41%	49%	10%
Annual household income	Less than \$25,000	45%	44%	11%
	\$25,000 to \$74,999	44%	49%	7%
	\$75,000+	38%	54%	8%
Race/ethnicity	Caucasian	41%	50%	9%
	Hispanic	43%	51%	6%
	African American	41%	48%	10%

		How willing are you to use reclaimed water to wash your car?		
		Willing	Unwilling	Not sure
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	79%	17%	4%
	35 or under	76%	22%	2%
	35 to 64	81%	15%	4%
	65 or older	79%	15%	6%
Gender	Male	78%	18%	3%
	Female	80%	16%	4%
How long have you lived in your county?	10 years or less	81%	14%	5%
	11-25 years	78%	19%	3%
	26+ years	78%	19%	3%
Do you rent or own where you live?	Rent	82%	13%	5%
	Own	78%	18%	4%
Does your neighborhood have a HOA?	Yes	82%	13%	5%
	No + Not sure	78%	18%	4%
Would you describe your area as urban, suburban or rural?	Urban	80%	16%	4%
	Suburban	79%	17%	4%
	Rural	79%	17%	4%
Occupation	Employed fulltime or part-time	81%	16%	3%
	Retired	79%	16%	5%
	Unemployed + in school + voluntarily not in the workforce	76%	20%	4%

		How willing are you to use reclaimed water to wash your car?		
		Willing	Unwilling	Not sure
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	75%	22%	4%
	Some college/Associate of Arts degree + other	82%	15%	3%
	College graduate	81%	15%	5%
Annual household income	Less than \$25,000	79%	15%	6%
	\$25,000 to \$74,999	79%	18%	3%
	\$75,000+	84%	14%	2%
Race/ethnicity	Caucasian	82%	15%	3%
	Hispanic	68%	27%	5%
	African American	80%	15%	6%

		How willing are you to use reclaimed water in industrial processes?		
		Willing	Unwilling	Not sure
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	79%	13%	7%
	35 or under	79%	17%	4%
	35 to 64	83%	11%	6%
	65 or older	74%	14%	12%
Gender	Male	81%	14%	5%
	Female	78%	12%	10%
How long have you lived in your county?	10 years or less	83%	10%	8%
	11-25 years	80%	13%	7%
	26+ years	75%	17%	8%
Do you rent or own where you live?	Rent	87%	8%	5%
	Own	78%	14%	8%
Does your neighborhood have a HOA?	Yes	87%	8%	5%
	No + Not sure	78%	14%	8%
Would you describe your area as urban, suburban or rural?	Urban	79%	12%	9%
	Suburban	80%	14%	7%
	Rural	82%	12%	5%
Occupation	Employed fulltime or part-time	84%	11%	5%
	Retired	75%	14%	11%
	Unemployed + in school + voluntarily not in the workforce	80%	15%	5%

		How willing are you to use reclaimed water in industrial processes?		
		Willing	Unwilling	Not sure
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	75%	17%	8%
	Some college/Associate of Arts degree + other	81%	12%	7%
	College graduate	82%	11%	7%
Annual household income	Less than \$25,000	84%	9%	8%
	\$25,000 to \$74,999	79%	17%	5%
	\$75,000+	89%	7%	4%
Race/ethnicity	Caucasian	81%	11%	8%
	Hispanic	76%	22%	2%
	African American	80%	13%	7%

		How willing are you to use reclaimed water to add to existing water supplies?		
		Willing	Unwilling	Not sure
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	37%	50%	13%
	35 or under	48%	41%	11%
	35 to 64	34%	54%	12%
	65 or older	33%	50%	16%
Gender	Male	43%	46%	11%
	Female	32%	53%	15%
How long have you lived in your county?	10 years or less	36%	50%	14%
	11-25 years	40%	46%	13%
	26+ years	36%	54%	10%
Do you rent or own where you live?	Rent	42%	49%	8%
	Own	36%	50%	14%
Does your neighborhood have a HOA?	Yes	42%	49%	8%
	No + Not sure	36%	50%	14%
Would you describe your area as urban, suburban or rural?	Urban	40%	50%	11%
	Suburban	37%	48%	14%
	Rural	36%	53%	11%
Occupation	Employed fulltime or part-time	38%	50%	12%
	Retired	33%	53%	14%
	Unemployed + in school + voluntarily not in the workforce	47%	38%	15%

		How willing are you to use reclaimed water to add to existing water supplies?		
		Willing	Unwilling	Not sure
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	43%	46%	12%
	Some college/Associate of Arts degree + other	33%	53%	14%
	College graduate	37%	50%	13%
Annual household income	Less than \$25,000	42%	45%	13%
	\$25,000 to \$74,999	38%	50%	12%
	\$75,000+	38%	52%	10%
Race/ethnicity	Caucasian	38%	49%	13%
	Hispanic	39%	47%	13%
	African American	32%	62%	7%

		How willing are you to use reclaimed water to drink?		
		Willing	Unwilling	Not sure
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	16%	76%	8%
	35 or under	16%	79%	5%
	35 to 64	15%	76%	9%
	65 or older	17%	73%	10%
Gender	Male	17%	74%	9%
	Female	14%	78%	8%
How long have you lived in your county?	10 years or less	16%	73%	11%
	11-25 years	16%	78%	6%
	26+ years	15%	77%	8%
Do you rent or own where you live?	Rent	18%	75%	7%
	Own	15%	77%	8%
Does your neighborhood have a HOA?	Yes	18%	75%	7%
	No + Not sure	15%	77%	8%
Would you describe your area as urban, suburban or rural?	Urban	13%	82%	5%
	Suburban	16%	74%	10%
	Rural	14%	78%	8%
Occupation	Employed fulltime or part-time	13%	79%	8%
	Retired	17%	75%	9%
	Unemployed + in school + voluntarily not in the workforce	25%	69%	6%

		How willing are you to use reclaimed water to drink?		
		Willing	Unwilling	Not sure
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	16%	79%	5%
	Some college/Associate of Arts degree + other	14%	76%	9%
	College graduate	16%	74%	10%
Annual household income	Less than \$25,000	19%	72%	8%
	\$25,000 to \$74,999	16%	76%	9%
	\$75,000+	12%	78%	9%
Race/ethnicity	Caucasian	16%	74%	10%
	Hispanic	19%	80%	1%
	African American	6%	86%	8%

		How willing are you to use reclaimed water for generating electricity?		
		Willing	Unwilling	Not sure
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	85%	8%	6%
	35 or under	80%	14%	6%
	35 to 64	89%	6%	5%
	65 or older	83%	7%	9%
Gender	Male	85%	9%	6%
	Female	86%	8%	6%
How long have you lived in your county?	10 years or less	86%	7%	7%
	11-25 years	86%	7%	7%
	26+ years	84%	11%	5%
Do you rent or own where you live?	Rent	90%	5%	4%
	Own	84%	9%	7%
Does your neighborhood have a HOA?	Yes	90%	5%	4%
	No + Not sure	84%	9%	7%
Would you describe your area as urban, suburban or rural?	Urban	93%	3%	4%
	Suburban	86%	9%	5%
	Rural	80%	10%	10%
Occupation	Employed fulltime or part-time	90%	7%	3%
	Retired	85%	7%	8%
	Unemployed + in school + voluntarily not in the workforce	76%	13%	11%

		How willing are you to use reclaimed water for generating electricity?		
		Willing	Unwilling	Not sure
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	75%	14%	11%
	Some college/Associate of Arts degree + other	90%	5%	5%
	College graduate	90%	6%	3%
Annual household income	Less than \$25,000	82%	7%	12%
	\$25,000 to \$74,999	84%	12%	4%
	\$75,000+	93%	4%	3%
Race/ethnicity	Caucasian	90%	5%	5%
	Hispanic	71%	21%	7%
	African American	77%	10%	12%

		How willing are you to use reclaimed water to swim in?		
		Willing	Unwilling	Not sure
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	39%	49%	12%
	35 or under	52%	35%	12%
	35 to 64	34%	55%	11%
	65 or older	35%	52%	13%
Gender	Male	42%	48%	11%
	Female	37%	51%	13%
How long have you lived in your county?	10 years or less	46%	42%	12%
	11-25 years	37%	50%	12%
	26+ years	34%	55%	11%
Do you rent or own where you live?	Rent	37%	55%	7%
	Own	39%	48%	13%
Does your neighborhood have a HOA?	Yes	37%	55%	7%
	No + Not sure	39%	48%	13%
Would you describe your area as urban, suburban or rural?	Urban	39%	51%	10%
	Suburban	41%	48%	11%
	Rural	36%	49%	15%
Occupation	Employed fulltime or part-time	43%	48%	9%
	Retired	34%	53%	12%
	Unemployed + in school + voluntarily not in the workforce	47%	37%	16%

		How willing are you to use reclaimed water to swim in?		
		Willing	Unwilling	Not sure
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	37%	50%	12%
	Some college/Associate of Arts degree + other	37%	49%	13%
	College graduate	42%	48%	10%
Annual household income	Less than \$25,000	36%	46%	18%
	\$25,000 to \$74,999	41%	47%	12%
	\$75,000+	41%	52%	7%
Race/ethnicity	Caucasian	40%	48%	12%
	Hispanic	41%	47%	12%
	African American	31%	57%	12%

		Have you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?	
		Yes	No + Not sure
		Row N %	Row N %
Which category best fits your age?	Total	66%	34%
	35 or under	47%	53%
	35 to 64	72%	28%
	65 or older	73%	27%
Gender	Male	69%	31%
	Female	62%	38%
How long have you lived in your county?	10 years or less	50%	50%
	11-25 years	71%	29%
	26+ years	77%	23%
Do you rent or own where you live?	Rent	49%	51%
	Own	70%	30%
Does your neighborhood have a HOA?	Yes	49%	51%
	No + Not sure	70%	30%
Would you describe your area as urban, suburban or rural?	Urban	59%	41%
	Suburban	66%	34%
	Rural	71%	29%
Occupation	Employed fulltime or part-time	67%	33%
	Retired	71%	29%
	Unemployed + in school + voluntarily not in the workforce	48%	52%

		Have you ever heard of the Southwest Florida Water Management District, sometimes called Swiftmud?	
		Yes	No + Not sure
		Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	58%	42%
	Some college/Associate of Arts degree + other	67%	33%
	College graduate	72%	28%
Annual household income	Less than \$25,000	60%	40%
	\$25,000 to \$74,999	65%	35%
	\$75,000+	75%	25%
Race/ethnicity	Caucasian	71%	29%
	Hispanic	55%	45%
	African American	43%	57%

		Based on what you may know or have heard, how would you rate Swiftmud or the Southwest Florida Water Management District?			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	46%	30%	9%	14%
	35 or under	62%	31%	4%	3%
	35 to 64	44%	32%	11%	14%
	65 or older	42%	26%	10%	22%
Gender	Male	49%	30%	10%	11%
	Female	44%	29%	9%	18%
How long have you lived in your county?	10 years or less	45%	29%	7%	20%
	11-25 years	51%	25%	10%	13%
	26+ years	42%	35%	10%	12%
Do you rent or own where you live?	Rent	55%	27%	3%	15%
	Own	45%	30%	11%	14%
Does your neighborhood have a HOA?	Yes	55%	27%	3%	15%
	No + Not sure	45%	30%	11%	14%
Would you describe your area as urban, suburban or rural?	Urban	40%	32%	6%	22%
	Suburban	54%	24%	8%	14%
	Rural	35%	40%	15%	10%
Occupation	Employed fulltime or part-time	48%	33%	8%	11%
	Retired	41%	29%	11%	19%
	Unemployed + in school + voluntarily not in the workforce	60%	23%	6%	11%

		Based on what you may know or have heard, how would you rate Swiftmud or the Southwest Florida Water Management District?			
		Excellent + good	OK	Poor + terrible	Don't know
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	51%	32%	6%	11%
	Some college/Associate of Arts degree + other	46%	25%	14%	15%
	College graduate	44%	32%	8%	16%
Annual household income	Less than \$25,000	49%	26%	10%	15%
	\$25,000 to \$74,999	51%	27%	9%	14%
	\$75,000+	48%	32%	8%	12%
Race/ethnicity	Caucasian	44%	31%	11%	14%
	Hispanic	73%	12%	3%	11%
	African American	28%	50%	3%	19%

		Is the Southwest Florida Water Management District doing too much, enough or too little to protect rivers?			
		Too much	Enough	Too little	Not sure
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	4%	39%	33%	25%
	35 or under	2%	45%	31%	21%
	35 to 64	5%	40%	33%	22%
	65 or older	2%	31%	32%	34%
Gender	Male	5%	42%	33%	20%
	Female	2%	35%	32%	32%
How long have you lived in your county?	10 years or less	4%	37%	24%	35%
	11-25 years	2%	41%	33%	24%
	26+ years	5%	37%	38%	20%
Do you rent or own where you live?	Rent	4%	46%	30%	19%
	Own	3%	37%	33%	26%
Does your neighborhood have a HOA?	Yes	4%	46%	30%	19%
	No + Not sure	3%	37%	33%	26%
Would you describe your area as urban, suburban or rural?	Urban	6%	34%	29%	31%
	Suburban	3%	42%	33%	22%
	Rural	4%	33%	36%	26%
Occupation	Employed fulltime or part-time	5%	42%	28%	25%
	Retired	3%	33%	35%	28%
	Unemployed + in school + voluntarily not in the workforce	0%	40%	34%	26%

		Is the Southwest Florida Water Management District doing too much, enough or too little to protect rivers?			
		Too much	Enough	Too little	Not sure
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	4%	42%	32%	22%
	Some college/Associate of Arts degree + other	2%	38%	35%	26%
	College graduate	5%	37%	30%	28%
Annual household income	Less than \$25,000	0%	45%	39%	16%
	\$25,000 to \$74,999	4%	40%	33%	24%
	\$75,000+	6%	38%	32%	25%
Race/ethnicity	Caucasian	4%	37%	32%	27%
	Hispanic	0%	54%	25%	21%
	African American	3%	29%	52%	16%

		Is the Southwest Florida Water Management District doing too much, enough or too little to protect lakes?			
		Too much	Enough	Too little	Not sure
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	4%	37%	34%	25%
	35 or under	2%	41%	41%	16%
	35 to 64	5%	38%	34%	23%
	65 or older	3%	32%	31%	34%
Gender	Male	6%	40%	35%	19%
	Female	2%	34%	33%	31%
How long have you lived in your county?	10 years or less	6%	39%	27%	29%
	11-25 years	2%	38%	35%	25%
	26+ years	4%	35%	39%	22%
Do you rent or own where you live?	Rent	4%	48%	28%	20%
	Own	4%	36%	35%	26%
Does your neighborhood have a HOA?	Yes	4%	48%	28%	20%
	No + Not sure	4%	36%	35%	26%
Would you describe your area as urban, suburban or rural?	Urban	6%	35%	29%	29%
	Suburban	3%	39%	33%	25%
	Rural	5%	33%	42%	20%
Occupation	Employed fulltime or part-time	5%	38%	34%	23%
	Retired	4%	33%	34%	29%
	Unemployed + in school + voluntarily not in the workforce	0%	42%	33%	25%

		Is the Southwest Florida Water Management District doing too much, enough or too little to protect lakes?			
		Too much	Enough	Too little	Not sure
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	4%	36%	38%	23%
	Some college/Associate of Arts degree + other	3%	38%	35%	24%
	College graduate	5%	38%	31%	27%
Annual household income	Less than \$25,000	1%	42%	38%	19%
	\$25,000 to \$74,999	4%	37%	36%	23%
	\$75,000+	6%	35%	33%	26%
Race/ethnicity	Caucasian	4%	38%	31%	27%
	Hispanic	0%	39%	41%	20%
	African American	8%	29%	53%	10%

		Is the Southwest Florida Water Management District doing too much, enough or too little to protect springs?			
		Too much	Enough	Too little	Not sure
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	4%	34%	34%	28%
	35 or under	2%	47%	35%	16%
	35 to 64	5%	33%	35%	27%
	65 or older	3%	29%	32%	36%
Gender	Male	6%	39%	33%	22%
	Female	2%	29%	35%	34%
How long have you lived in your county?	10 years or less	5%	32%	28%	34%
	11-25 years	3%	38%	33%	27%
	26+ years	4%	32%	40%	24%
Do you rent or own where you live?	Rent	4%	45%	29%	21%
	Own	4%	33%	35%	29%
Does your neighborhood have a HOA?	Yes	4%	45%	29%	21%
	No + Not sure	4%	33%	35%	29%
Would you describe your area as urban, suburban or rural?	Urban	5%	31%	31%	34%
	Suburban	3%	38%	32%	27%
	Rural	5%	28%	43%	24%
Occupation	Employed fulltime or part-time	5%	36%	34%	24%
	Retired	3%	29%	33%	34%
	Unemployed + in school + voluntarily not in the workforce	0%	39%	36%	26%

		Is the Southwest Florida Water Management District doing too much, enough or too little to protect springs?			
		Too much	Enough	Too little	Not sure
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	5%	37%	33%	25%
	Some college/Associate of Arts degree + other	2%	36%	33%	28%
	College graduate	5%	31%	35%	29%
Annual household income	Less than \$25,000	0%	41%	41%	17%
	\$25,000 to \$74,999	5%	36%	32%	27%
	\$75,000+	6%	31%	36%	28%
Race/ethnicity	Caucasian	4%	33%	33%	30%
	Hispanic	3%	45%	32%	20%
	African American	7%	28%	55%	10%

		Is the Southwest Florida Water Management District doing too much, enough or too little to protect wetlands or swamps?			
		Too much	Enough	Too little	Not sure
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	4%	38%	31%	27%
	35 or under	3%	44%	30%	23%
	35 to 64	5%	39%	32%	24%
	65 or older	3%	32%	29%	36%
Gender	Male	6%	44%	31%	20%
	Female	2%	31%	31%	35%
How long have you lived in your county?	10 years or less	5%	32%	28%	35%
	11-25 years	2%	41%	30%	26%
	26+ years	6%	38%	34%	22%
Do you rent or own where you live?	Rent	4%	51%	24%	21%
	Own	4%	36%	32%	28%
Does your neighborhood have a HOA?	Yes	4%	51%	24%	21%
	No + Not sure	4%	36%	32%	28%
Would you describe your area as urban, suburban or rural?	Urban	8%	32%	27%	32%
	Suburban	3%	40%	30%	27%
	Rural	5%	36%	37%	22%
Occupation	Employed fulltime or part-time	5%	40%	28%	26%
	Retired	3%	33%	32%	31%
	Unemployed + in school + voluntarily not in the workforce	1%	37%	35%	27%

		Is the Southwest Florida Water Management District doing too much, enough or too little to protect wetlands or swamps?			
		Too much	Enough	Too little	Not sure
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	4%	40%	31%	24%
	Some college/Associate of Arts degree + other	2%	39%	30%	29%
	College graduate	7%	35%	31%	27%
Annual household income	Less than \$25,000	1%	49%	33%	17%
	\$25,000 to \$74,999	4%	35%	32%	29%
	\$75,000+	6%	38%	32%	24%
Race/ethnicity	Caucasian	5%	38%	30%	28%
	Hispanic	0%	45%	25%	30%
	African American	6%	30%	52%	12%

		Is the Southwest Florida Water Management District (Swiftmud) doing too much, enough or too little to protect groundwater or water from the aquifer?			
		Too much	Enough	Too little	Not sure
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	5%	36%	35%	24%
	35 or under	4%	38%	39%	18%
	35 to 64	6%	37%	35%	22%
	65 or older	3%	32%	33%	33%
Gender	Male	6%	40%	36%	18%
	Female	4%	31%	35%	31%
How long have you lived in your county?	10 years or less	4%	34%	32%	29%
	11-25 years	6%	36%	34%	24%
	26+ years	4%	37%	38%	21%
Do you rent or own where you live?	Rent	7%	38%	35%	21%
	Own	5%	35%	35%	25%
Does your neighborhood have a HOA?	Yes	7%	38%	35%	21%
	No + Not sure	5%	35%	35%	25%
Would you describe your area as urban, suburban or rural?	Urban	8%	31%	30%	31%
	Suburban	4%	37%	36%	23%
	Rural	5%	34%	40%	21%
Occupation	Employed fulltime or part-time	7%	37%	35%	22%
	Retired	3%	32%	35%	29%
	Unemployed + in school + voluntarily not in the workforce	1%	43%	29%	27%

		Is the Southwest Florida Water Management District (Swiftmud) doing too much, enough or too little to protect groundwater or water from the aquifer?			
		Too much	Enough	Too little	Not sure
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	4%	37%	37%	21%
	Some college/Associate of Arts degree + other	2%	35%	38%	25%
	College graduate	8%	36%	31%	26%
Annual household income	Less than \$25,000	2%	37%	44%	17%
	\$25,000 to \$74,999	6%	38%	34%	21%
	\$75,000+	5%	35%	36%	24%
Race/ethnicity	Caucasian	5%	37%	32%	26%
	Hispanic	4%	35%	44%	16%
	African American	8%	28%	53%	11%

		Do you have Florida-Friendly Landscaping?	
		Yes	No + Not sure
		Row N %	Row N %
Which category best fits your age?	Total	68%	32%
	35 or under	59%	41%
	35 to 64	73%	27%
	65 or older	69%	31%
Gender	Male	68%	32%
	Female	68%	32%
How long have you lived in your county?	10 years or less	71%	29%
	11-25 years	68%	32%
	26+ years	66%	34%
Do you rent or own where you live?	Rent	51%	49%
	Own	72%	28%
Does your neighborhood have a HOA?	Yes	51%	49%
	No + Not sure	72%	28%
Would you describe your area as urban, suburban or rural?	Urban	71%	29%
	Suburban	67%	33%
	Rural	73%	27%
Occupation	Employed fulltime or part-time	68%	32%
	Retired	72%	28%
	Unemployed + in school + voluntarily not in the workforce	52%	48%

		Do you have Florida-Friendly Landscaping?	
		Yes	No + Not sure
		Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	61%	39%
	Some college/Associate of Arts degree + other	70%	30%
	College graduate	73%	27%
Annual household income	Less than \$25,000	60%	40%
	\$25,000 to \$74,999	71%	29%
	\$75,000+	77%	23%
Race/ethnicity	Caucasian	72%	28%
	Hispanic	55%	45%
	African American	62%	38%

		Before this survey had you ever heard the term "Florida-Friendly Landscaping?"	
		Yes	No + Not sure
		Row N %	Row N %
Which category best fits your age?	Total	29%	71%
	35 or under	9%	91%
	35 to 64	40%	60%
	65 or older	32%	68%
Gender	Male	31%	69%
	Female	26%	74%
How long have you lived in your county?	10 years or less	30%	70%
	11-25 years	30%	70%
	26+ years	24%	76%
Do you rent or own where you live?	Rent	17%	83%
	Own	33%	67%
Does your neighborhood have a HOA?	Yes	17%	83%
	No + Not sure	33%	67%
Would you describe your area as urban, suburban or rural?	Urban	38%	62%
	Suburban	27%	73%
	Rural	26%	74%
Occupation	Employed fulltime or part-time	31%	69%
	Retired	34%	66%
	Unemployed + in school + voluntarily not in the workforce	5%	95%

		Before this survey had you ever heard the term "Florida-Friendly Landscaping?"	
		Yes	No + Not sure
		Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	17%	83%
	Some college/Associate of Arts degree + other	34%	66%
	College graduate	38%	62%
Annual household income	Less than \$25,000	25%	75%
	\$25,000 to \$74,999	25%	75%
	\$75,000+	50%	50%
Race/ethnicity	Caucasian	35%	65%
	Hispanic	16%	84%
	African American	11%	89%

		As you may know, Florida-Friendly Landscaping use plants well suited to site conditions and use less water and chemicals. How likely are you to change your lawn to Florida-Friendly Landscaping?			
		Very likely + likely	Somewhat likely	Not at all likely	Not sure
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	19%	18%	55%	8%
	35 or under	22%	15%	57%	6%
	35 to 64	19%	22%	49%	10%
	65 or older	14%	16%	62%	8%
Gender	Male	16%	21%	57%	6%
	Female	21%	14%	54%	11%
How long have you lived in your county?	10 years or less	12%	24%	54%	10%
	11-25 years	14%	15%	64%	7%
	26+ years	30%	16%	48%	7%
Do you rent or own where you live?	Rent	7%	22%	62%	9%
	Own	22%	16%	54%	8%
Does your neighborhood have a HOA?	Yes	7%	22%	62%	9%
	No + Not sure	22%	16%	54%	8%
Would you describe your area as urban, suburban or rural?	Urban	16%	18%	51%	15%
	Suburban	23%	18%	52%	7%
	Rural	14%	20%	61%	5%
Occupation	Employed fulltime or part-time	13%	24%	56%	8%
	Retired	16%	16%	60%	9%
	Unemployed + in school + voluntarily not in the workforce	32%	8%	51%	9%

		As you may know, Florida-Friendly Landscaping use plants well suited to site conditions and use less water and chemicals. How likely are you to change your lawn to Florida-Friendly Landscaping?			
		Very likely + likely	Somewhat likely	Not at all likely	Not sure
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	24%	12%	55%	8%
	Some college/Associate of Arts degree + other	10%	21%	62%	7%
	College graduate	20%	22%	48%	10%
Annual household income	Less than \$25,000	12%	20%	61%	7%
	\$25,000 to \$74,999	30%	17%	48%	5%
	\$75,000+	17%	28%	50%	6%
Race/ethnicity	Caucasian	16%	21%	55%	8%
	Hispanic	25%	6%	63%	6%
	African American	16%	33%	42%	10%

		Which of the following might motivate you to change your lawn to Florida-Friendly Landscaping?				
		Save money	Save water	Protect the environment	Less work to maintain	Increase my property value
		Row N %	Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	51%	55%	51%	25%	22%
	35 or under	73%	77%	81%	19%	16%
	35 to 64	36%	49%	27%	29%	32%
	65 or older	48%	33%	48%	28%	11%
Gender	Male	59%	58%	41%	25%	14%
	Female	46%	53%	58%	25%	27%
How long have you lived in your county?	10 years or less	53%	56%	35%	28%	37%
	11-25 years	41%	41%	35%	36%	21%
	26+ years	59%	67%	68%	17%	15%
Do you rent or own where you live?	Rent	45%	50%	45%	28%	17%
	Own	53%	57%	51%	25%	23%
Does your neighborhood have a HOA?	Yes	45%	50%	45%	28%	17%
	No + Not sure	53%	57%	51%	25%	23%
Would you describe your area as urban, suburban or rural?	Urban	45%	55%	32%	30%	17%
	Suburban	57%	67%	59%	21%	24%
	Rural	33%	27%	42%	30%	16%
Occupation	Employed fulltime or part-time	28%	51%	44%	33%	30%
	Retired	43%	39%	40%	28%	25%
	Unemployed + in school + voluntarily not in the workforce	77%	76%	76%	19%	15%
Formal education	Did not graduate from high school + high school graduate	78%	66%	58%	19%	10%

		Which of the following might motivate you to change your lawn to Florida-Friendly Landscaping?		
		Be a role model for others	Protect the environment for future generations	Curb appeal (make my house look better from the street)
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	28%	49%	39%
	35 or under	22%	81%	66%
	35 to 64	34%	32%	23%
	65 or older	25%	32%	27%
Gender	Male	24%	53%	38%
	Female	31%	47%	40%
How long have you lived in your county?	10 years or less	49%	37%	32%
	11-25 years	38%	37%	17%
	26+ years	12%	65%	59%
Do you rent or own where you live?	Rent	36%	18%	28%
	Own	26%	54%	41%
Does your neighborhood have a HOA?	Yes	36%	18%	28%
	No + Not sure	26%	54%	41%
Would you describe your area as urban, suburban or rural?	Urban	48%	47%	5%
	Suburban	21%	50%	55%
	Rural	25%	48%	18%
Occupation	Employed fulltime or part-time	37%	35%	30%
	Retired	21%	40%	24%
	Unemployed + in school + voluntarily not in the workforce	19%	76%	65%
Formal education	Did not graduate from high school + high school graduate	24%	65%	47%

		Which of the following might motivate you to change your lawn to Florida-Friendly Landscaping?				
		Save money	Save water	Protect the environment	Less work to maintain	Increase my property value
		Row N %	Row N %	Row N %	Row N %	Row N %
Formal education	Some college/Associate of Arts degree + other	31%	57%	38%	37%	25%
	College graduate	24%	38%	47%	27%	37%
Annual household income	Less than \$25,000	55%	30%	39%	47%	9%
	\$25,000 to \$74,999	62%	65%	59%	8%	21%
	\$75,000+	7%	50%	53%	17%	22%
Race/ethnicity	Caucasian	36%	48%	33%	40%	33%
	Hispanic	100%	92%	96%	0%	0%
	African American	19%	20%	25%	7%	20%

		Which of the following might motivate you to change your lawn to Florida-Friendly Landscaping?		
		Be a role model for others	Protect the environment for future generations	Curb appeal (make my house look better from the street)
		Row N %	Row N %	Row N %
Formal education	Some college/Associate of Arts degree + other	22%	27%	16%
	College graduate	38%	39%	41%
Annual household income	Less than \$25,000	30%	44%	24%
	\$25,000 to \$74,999	24%	58%	57%
	\$75,000+	16%	40%	23%
Race/ethnicity	Caucasian	30%	39%	24%
	Hispanic	19%	81%	92%
	African American	39%	25%	0%

		Which of the following are reasons why you are not likely to change your lawn to Florida-Friendly Landscaping?				
		Too expensive	Amount of work involved	How much time it takes	It is less attractive	Decreases my property value
		Row N %	Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	26%	23%	14%	15%	7%
	35 or under	20%	18%	15%	14%	7%
	35 to 64	29%	21%	11%	19%	8%
	65 or older	28%	31%	18%	12%	4%
Gender	Male	22%	25%	14%	17%	7%
	Female	29%	20%	14%	14%	6%
How long have you lived in your county?	10 years or less	29%	21%	17%	11%	1%
	11-25 years	21%	26%	10%	18%	9%
	26+ years	30%	20%	18%	17%	9%
Do you rent or own where you live?	Rent	19%	18%	16%	12%	8%
	Own	28%	24%	13%	17%	6%
Does your neighborhood have a HOA?	Yes	19%	18%	16%	12%	8%
	No + Not sure	28%	24%	13%	17%	6%
Would you describe your area as urban, suburban or rural?	Urban	27%	26%	13%	18%	9%
	Suburban	25%	21%	11%	12%	7%
	Rural	30%	25%	22%	25%	5%
Occupation	Employed fulltime or part-time	26%	17%	15%	14%	8%
	Retired	24%	31%	16%	14%	5%
	Unemployed + in school + voluntarily not in the workforce	18%	17%	4%	22%	7%

		Which of the following are reasons why you are not likely to change your lawn to Florida-Friendly Landscaping?	
		Homeowners Association won't let me	Don't know enough about it
		Row N %	Row N %
Which category best fits your age?	Total	17%	46%
	35 or under	20%	66%
	35 to 64	15%	36%
	65 or older	16%	39%
Gender	Male	18%	42%
	Female	16%	52%
How long have you lived in your county?	10 years or less	26%	31%
	11-25 years	18%	59%
	26+ years	6%	44%
Do you rent or own where you live?	Rent	29%	52%
	Own	13%	44%
Does your neighborhood have a HOA?	Yes	29%	52%
	No + Not sure	13%	44%
Would you describe your area as urban, suburban or rural?	Urban	37%	37%
	Suburban	16%	50%
	Rural	12%	40%
Occupation	Employed fulltime or part-time	21%	49%
	Retired	14%	40%
	Unemployed + in school + voluntarily not in the workforce	13%	73%

		Which of the following are reasons why you are not likely to change your lawn to Florida-Friendly Landscaping?				
		Too expensive	Amount of work involved	How much time it takes	It is less attractive	Decreases my property value
		Row N %	Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	22%	21%	8%	24%	3%
	Some college/Associate of Arts degree + other	20%	24%	20%	7%	9%
	College graduate	37%	22%	14%	15%	8%
Annual household income	Less than \$25,000	20%	17%	10%	17%	0%
	\$25,000 to \$74,999	23%	25%	12%	16%	7%
	\$75,000+	35%	22%	15%	4%	2%
Race/ethnicity	Caucasian	31%	28%	17%	15%	9%
	Hispanic	8%	8%	2%	20%	0%
	African American	28%	17%	24%	6%	4%

		Which of the following are reasons why you are not likely to change your lawn to Florida-Friendly Landscaping?	
		Homeowners Association won't let me	Don't know enough about it
		Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	11%	49%
	Some college/Associate of Arts degree + other	24%	53%
	College graduate	16%	36%
Annual household income	Less than \$25,000	24%	43%
	\$25,000 to \$74,999	9%	43%
	\$75,000+	16%	29%
Race/ethnicity	Caucasian	16%	42%
	Hispanic	23%	58%
	African American	11%	50%

		Would you agree to a free review of your landscape from a Florida-Friendly Landscaping expert who would make suggestions on how to make your landscape more Florida-Friendly?	
		Yes	No + Not sure
		Row N %	Row N %
Which category best fits your age?	Total	25%	75%
	35 or under	26%	74%
	35 to 64	23%	77%
	65 or older	25%	75%
Gender	Male	23%	77%
	Female	27%	73%
How long have you lived in your county?	10 years or less	23%	77%
	11-25 years	17%	83%
	26+ years	35%	65%
Do you rent or own where you live?	Rent	14%	86%
	Own	28%	72%
Does your neighborhood have a HOA?	Yes	14%	86%
	No + Not sure	28%	72%
Would you describe your area as urban, suburban or rural?	Urban	24%	76%
	Suburban	31%	69%
	Rural	14%	86%
Occupation	Employed fulltime or part-time	18%	82%
	Retired	24%	76%
	Unemployed + in school + voluntarily not in the workforce	39%	61%

		Would you agree to a free review of your landscape from a Florida-Friendly Landscaping expert who would make suggestions on how to make your landscape more Florida-Friendly?	
		Yes	No + Not sure
		Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	28%	72%
	Some college/Associate of Arts degree + other	16%	84%
	College graduate	30%	70%
Annual household income	Less than \$25,000	20%	80%
	\$25,000 to \$74,999	31%	69%
	\$75,000+	47%	53%
Race/ethnicity	Caucasian	21%	79%
	Hispanic	32%	68%
	African American	35%	65%

		Which of the following is more important to you?		
		Protecting natural water resources	Ensuring adequate water supply for current and future use	Both
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	30%	25%	44%
	35 or under	36%	27%	37%
	35 to 64	28%	24%	48%
	65 or older	30%	25%	44%
Gender	Male	29%	28%	43%
	Female	32%	23%	45%
How long have you lived in your county?	10 years or less	32%	26%	42%
	11-25 years	31%	25%	44%
	26+ years	28%	25%	48%
Do you rent or own where you live?	Rent	40%	28%	33%
	Own	28%	25%	47%
Does your neighborhood have a HOA?	Yes	40%	28%	33%
	No + Not sure	28%	25%	47%
Would you describe your area as urban, suburban or rural?	Urban	32%	27%	41%
	Suburban	28%	27%	44%
	Rural	32%	21%	47%
Occupation	Employed fulltime or part-time	35%	27%	38%
	Retired	28%	26%	46%
	Unemployed + in school + voluntarily not in the workforce	25%	22%	53%

		Which of the following is more important to you?		
		Protecting natural water resources	Ensuring adequate water supply for current and future use	Both
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	34%	26%	40%
	Some college/Associate of Arts degree + other	33%	23%	44%
	College graduate	24%	27%	48%
Annual household income	Less than \$25,000	41%	21%	38%
	\$25,000 to \$74,999	28%	27%	45%
	\$75,000+	26%	28%	46%
Race/ethnicity	Caucasian	29%	25%	46%
	Hispanic	33%	23%	44%
	African American	33%	34%	33%

		Where do you get your news?				
		TV news	Newspaper	Radio	Internet	Social media (Facebook, Twitter, etc.)
		Row N %	Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	81%	52%	25%	48%	11%
	35 or under	76%	53%	21%	52%	15%
	35 to 64	79%	46%	27%	55%	11%
	65 or older	88%	64%	26%	33%	8%
Gender	Male	78%	53%	25%	53%	10%
	Female	83%	52%	25%	44%	12%
How long have you lived in your county?	10 years or less	78%	47%	22%	51%	10%
	11-25 years	78%	56%	26%	52%	12%
	26+ years	86%	55%	27%	41%	11%
Do you rent or own where you live?	Rent	87%	43%	24%	47%	10%
	Own	79%	55%	25%	48%	11%
Does your neighborhood have a HOA?	Yes	87%	43%	24%	47%	10%
	No + Not sure	79%	55%	25%	48%	11%
Would you describe your area as urban, suburban or rural?	Urban	84%	55%	27%	52%	12%
	Suburban	81%	56%	25%	48%	10%
	Rural	77%	45%	26%	51%	13%
Occupation	Employed fulltime or part-time	75%	51%	25%	59%	13%
	Retired	88%	62%	24%	39%	9%
	Unemployed + in school + voluntarily not in the workforce	80%	45%	22%	45%	11%

		Where do you get your news?	
		Magazines	Friends/Family/Word of Mouth
		Row N %	Row N %
Which category best fits your age?	Total	6%	6%
	35 or under	3%	9%
	35 to 64	7%	5%
	65 or older	8%	4%
Gender	Male	8%	4%
	Female	5%	7%
How long have you lived in your county?	10 years or less	6%	4%
	11-25 years	7%	6%
	26+ years	7%	7%
Do you rent or own where you live?	Rent	6%	10%
	Own	7%	5%
Does your neighborhood have a HOA?	Yes	6%	10%
	No + Not sure	7%	5%
Would you describe your area as urban, suburban or rural?	Urban	10%	8%
	Suburban	7%	5%
	Rural	4%	6%
Occupation	Employed fulltime or part-time	7%	6%
	Retired	8%	4%
	Unemployed + in school + voluntarily not in the workforce	4%	8%

		Where do you get your news?				
		TV news	Newspaper	Radio	Internet	Social media (Facebook, Twitter, etc.)
		Row N %	Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	88%	49%	20%	34%	8%
	Some college/Associate of Arts degree + other	82%	55%	28%	54%	15%
	College graduate	72%	54%	27%	57%	10%
Annual household income	Less than \$25,000	83%	36%	21%	37%	11%
	\$25,000 to \$74,999	83%	55%	20%	49%	10%
	\$75,000+	76%	53%	32%	62%	14%
Race/ethnicity	Caucasian	80%	53%	26%	46%	12%
	Hispanic	76%	58%	14%	57%	6%
	African American	94%	42%	33%	49%	14%

		Where do you get your news?	
		Magazines	Friends/Family/Word of Mouth
		Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	3%	9%
	Some college/Associate of Arts degree + other	6%	5%
	College graduate	10%	4%
Annual household income	Less than \$25,000	1%	8%
	\$25,000 to \$74,999	7%	4%
	\$75,000+	8%	4%
Race/ethnicity	Caucasian	8%	6%
	Hispanic	3%	4%
	African American	5%	7%

		How often do you use Facebook?		
		Never + Don't know	Once a week or less	A few times a week or more
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	46%	13%	41%
	35 or under	24%	10%	66%
	35 to 64	43%	16%	40%
	65 or older	72%	10%	18%
Gender	Male	50%	14%	36%
	Female	43%	12%	45%
How long have you lived in your county?	10 years or less	41%	12%	47%
	11-25 years	49%	12%	39%
	26+ years	50%	15%	35%
Do you rent or own where you live?	Rent	40%	15%	46%
	Own	48%	13%	39%
Does your neighborhood have a HOA?	Yes	40%	15%	46%
	No + Not sure	48%	13%	39%
Would you describe your area as urban, suburban or rural?	Urban	56%	10%	34%
	Suburban	42%	13%	44%
	Rural	45%	16%	39%
Occupation	Employed fulltime or part-time	35%	16%	49%
	Retired	67%	11%	23%
	Unemployed + in school + voluntarily not in the workforce	28%	11%	60%

		How often do you use Facebook?		
		Never + Don't know	Once a week or less	A few times a week or more
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	52%	10%	37%
	Some college/Associate of Arts degree + other	45%	11%	44%
	College graduate	42%	17%	40%
Annual household income	Less than \$25,000	53%	11%	35%
	\$25,000 to \$74,999	39%	11%	50%
	\$75,000+	44%	18%	38%
Race/ethnicity	Caucasian	47%	13%	39%
	Hispanic	39%	9%	52%
	African American	50%	19%	32%

		How often do you use Twitter?		
		Never + Don't know	Once a week or less	A few times a week or more
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	82%	9%	9%
	35 or under	66%	14%	20%
	35 to 64	83%	9%	8%
	65 or older	95%	4%	1%
Gender	Male	80%	11%	9%
	Female	85%	6%	9%
How long have you lived in your county?	10 years or less	85%	8%	7%
	11-25 years	81%	11%	9%
	26+ years	81%	7%	12%
Do you rent or own where you live?	Rent	76%	13%	11%
	Own	84%	8%	9%
Does your neighborhood have a HOA?	Yes	76%	13%	11%
	No + Not sure	84%	8%	9%
Would you describe your area as urban, suburban or rural?	Urban	84%	10%	6%
	Suburban	78%	10%	11%
	Rural	89%	5%	7%
Occupation	Employed fulltime or part-time	80%	10%	10%
	Retired	93%	4%	3%
	Unemployed + in school + voluntarily not in the workforce	59%	20%	21%

		How often do you use Twitter?		
		Never + Don't know	Once a week or less	A few times a week or more
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	79%	8%	13%
	Some college/Associate of Arts degree + other	85%	9%	6%
	College graduate	83%	8%	9%
Annual household income	Less than \$25,000	82%	8%	10%
	\$25,000 to \$74,999	82%	5%	12%
	\$75,000+	78%	14%	9%
Race/ethnicity	Caucasian	85%	7%	7%
	Hispanic	64%	17%	19%
	African American	87%	7%	6%

		How often do you use YouTube?		
		Never + Don't know	Once a week or less	A few times a week or more
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	52%	23%	26%
	35 or under	17%	28%	55%
	35 to 64	54%	25%	22%
	65 or older	80%	14%	6%
Gender	Male	48%	23%	30%
	Female	56%	23%	22%
How long have you lived in your county?	10 years or less	48%	28%	23%
	11-25 years	50%	23%	27%
	26+ years	57%	16%	27%
Do you rent or own where you live?	Rent	39%	27%	34%
	Own	54%	22%	24%
Does your neighborhood have a HOA?	Yes	39%	27%	34%
	No + Not sure	54%	22%	24%
Would you describe your area as urban, suburban or rural?	Urban	53%	18%	29%
	Suburban	47%	27%	26%
	Rural	57%	19%	24%
Occupation	Employed fulltime or part-time	39%	26%	35%
	Retired	74%	16%	9%
	Unemployed + in school + voluntarily not in the workforce	30%	27%	44%

		How often do you use YouTube?		
		Never + Don't know	Once a week or less	A few times a week or more
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	57%	16%	27%
	Some college/Associate of Arts degree + other	51%	25%	24%
	College graduate	48%	27%	26%
Annual household income	Less than \$25,000	52%	28%	20%
	\$25,000 to \$74,999	50%	22%	28%
	\$75,000+	44%	29%	27%
Race/ethnicity	Caucasian	55%	23%	22%
	Hispanic	34%	23%	43%
	African American	52%	22%	25%

		How often do you use Pinterest?		
		Never + Don't know	Once a week or less	A few times a week or more
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	86%	5%	9%
	35 or under	76%	4%	20%
	35 to 64	85%	8%	7%
	65 or older	97%	2%	1%
Gender	Male	93%	3%	4%
	Female	80%	7%	13%
How long have you lived in your county?	10 years or less	86%	7%	7%
	11-25 years	89%	4%	7%
	26+ years	83%	4%	13%
Do you rent or own where you live?	Rent	91%	3%	6%
	Own	85%	6%	9%
Does your neighborhood have a HOA?	Yes	91%	3%	6%
	No + Not sure	85%	6%	9%
Would you describe your area as urban, suburban or rural?	Urban	90%	5%	6%
	Suburban	85%	6%	9%
	Rural	87%	5%	9%
Occupation	Employed fulltime or part-time	83%	8%	9%
	Retired	96%	2%	2%
	Unemployed + in school + voluntarily not in the workforce	74%	3%	23%

		How often do you use Pinterest?		
		Never + Don't know	Once a week or less	A few times a week or more
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	91%	2%	8%
	Some college/Associate of Arts degree + other	88%	6%	6%
	College graduate	81%	7%	12%
Annual household income	Less than \$25,000	91%	2%	7%
	\$25,000 to \$74,999	81%	6%	13%
	\$75,000+	85%	7%	8%
Race/ethnicity	Caucasian	87%	6%	7%
	Hispanic	80%	3%	17%
	African American	95%	3%	2%

		How often do you use Google+?		
		Never + Don't know	Once a week or less	A few times a week or more
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	69%	10%	21%
	35 or under	54%	18%	29%
	35 to 64	70%	7%	23%
	65 or older	83%	8%	9%
Gender	Male	68%	13%	19%
	Female	71%	7%	22%
How long have you lived in your county?	10 years or less	73%	10%	18%
	11-25 years	67%	13%	20%
	26+ years	69%	5%	25%
Do you rent or own where you live?	Rent	62%	17%	21%
	Own	71%	8%	20%
Does your neighborhood have a HOA?	Yes	62%	17%	21%
	No + Not sure	71%	8%	20%
Would you describe your area as urban, suburban or rural?	Urban	64%	11%	25%
	Suburban	67%	11%	22%
	Rural	76%	8%	17%
Occupation	Employed fulltime or part-time	65%	11%	24%
	Retired	78%	8%	14%
	Unemployed + in school + voluntarily not in the workforce	57%	16%	26%

		How often do you use Google+?		
		Never + Don't know	Once a week or less	A few times a week or more
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	68%	11%	21%
	Some college/Associate of Arts degree + other	72%	10%	17%
	College graduate	68%	8%	23%
Annual household income	Less than \$25,000	73%	7%	20%
	\$25,000 to \$74,999	67%	10%	23%
	\$75,000+	65%	10%	25%
Race/ethnicity	Caucasian	73%	8%	19%
	Hispanic	54%	19%	27%
	African American	71%	5%	24%

		How often do you use Flickr?		
		Never + Don't know	Once a week or less	A few times a week or more
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	93%	3%	5%
	35 or under	89%	1%	10%
	35 to 64	91%	5%	4%
	65 or older	99%	1%	0%
Gender	Male	93%	3%	4%
	Female	93%	2%	5%
How long have you lived in your county?	10 years or less	95%	2%	3%
	11-25 years	95%	3%	2%
	26+ years	88%	2%	9%
Do you rent or own where you live?	Rent	96%	2%	2%
	Own	92%	3%	5%
Does your neighborhood have a HOA?	Yes	96%	2%	2%
	No + Not sure	92%	3%	5%
Would you describe your area as urban, suburban or rural?	Urban	92%	5%	3%
	Suburban	92%	3%	6%
	Rural	94%	2%	4%
Occupation	Employed fulltime or part-time	92%	4%	4%
	Retired	98%	1%	2%
	Unemployed + in school + voluntarily not in the workforce	84%	3%	13%

		How often do you use Flickr?		
		Never + Don't know	Once a week or less	A few times a week or more
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	93%	2%	5%
	Some college/Associate of Arts degree + other	95%	3%	3%
	College graduate	91%	4%	5%
Annual household income	Less than \$25,000	98%	1%	1%
	\$25,000 to \$74,999	90%	3%	7%
	\$75,000+	88%	5%	7%
Race/ethnicity	Caucasian	94%	2%	4%
	Hispanic	88%	2%	9%
	African American	94%	5%	2%

		How often do you use Tumblr?		
		Never + Don't know	Once a week or less	A few times a week or more
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	92%	3%	5%
	35 or under	79%	8%	12%
	35 to 64	94%	3%	3%
	65 or older	99%	0%	1%
Gender	Male	92%	4%	4%
	Female	91%	3%	6%
How long have you lived in your county?	10 years or less	91%	4%	5%
	11-25 years	91%	5%	4%
	26+ years	92%	1%	7%
Do you rent or own where you live?	Rent	97%	0%	3%
	Own	90%	4%	6%
Does your neighborhood have a HOA?	Yes	97%	0%	3%
	No + Not sure	90%	4%	6%
Would you describe your area as urban, suburban or rural?	Urban	95%	3%	2%
	Suburban	90%	4%	6%
	Rural	94%	3%	3%
Occupation	Employed fulltime or part-time	90%	6%	3%
	Retired	98%	1%	1%
	Unemployed + in school + voluntarily not in the workforce	74%	6%	19%

		How often do you use Tumblr?		
		Never + Don't know	Once a week or less	A few times a week or more
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	90%	1%	9%
	Some college/Associate of Arts degree + other	94%	4%	1%
	College graduate	90%	5%	5%
Annual household income	Less than \$25,000	93%	1%	6%
	\$25,000 to \$74,999	89%	4%	7%
	\$75,000+	93%	4%	3%
Race/ethnicity	Caucasian	95%	2%	3%
	Hispanic	75%	11%	13%
	African American	94%	1%	5%

		How often do you use Instagram?		
		Never + Don't know	Once a week or less	A few times a week or more
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	86%	4%	10%
	35 or under	69%	5%	26%
	35 to 64	89%	5%	6%
	65 or older	98%	1%	1%
Gender	Male	89%	3%	8%
	Female	84%	5%	11%
How long have you lived in your county?	10 years or less	88%	5%	8%
	11-25 years	85%	4%	11%
	26+ years	87%	2%	11%
Do you rent or own where you live?	Rent	86%	2%	11%
	Own	86%	4%	10%
Does your neighborhood have a HOA?	Yes	86%	2%	11%
	No + Not sure	86%	4%	10%
Would you describe your area as urban, suburban or rural?	Urban	92%	4%	4%
	Suburban	83%	4%	13%
	Rural	89%	4%	7%
Occupation	Employed fulltime or part-time	83%	4%	13%
	Retired	97%	1%	1%
	Unemployed + in school + voluntarily not in the workforce	66%	7%	27%

		How often do you use Instagram?		
		Never + Don't know	Once a week or less	A few times a week or more
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	86%	2%	12%
	Some college/Associate of Arts degree + other	88%	2%	10%
	College graduate	86%	7%	7%
Annual household income	Less than \$25,000	86%	5%	9%
	\$25,000 to \$74,999	83%	4%	13%
	\$75,000+	87%	5%	8%
Race/ethnicity	Caucasian	92%	2%	5%
	Hispanic	60%	10%	31%
	African American	88%	4%	8%

		How often do you use LinkedIn?		
		Never + Don't know	Once a week or less	A few times a week or more
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	84%	9%	7%
	35 or under	81%	10%	9%
	35 to 64	79%	12%	9%
	65 or older	96%	4%	1%
Gender	Male	84%	8%	7%
	Female	84%	10%	6%
How long have you lived in your county?	10 years or less	82%	12%	7%
	11-25 years	88%	8%	4%
	26+ years	83%	7%	10%
Do you rent or own where you live?	Rent	87%	6%	7%
	Own	84%	10%	6%
Does your neighborhood have a HOA?	Yes	87%	6%	7%
	No + Not sure	84%	10%	6%
Would you describe your area as urban, suburban or rural?	Urban	89%	7%	4%
	Suburban	80%	10%	10%
	Rural	89%	8%	3%
Occupation	Employed fulltime or part-time	81%	12%	7%
	Retired	93%	5%	2%
	Unemployed + in school + voluntarily not in the workforce	75%	11%	13%

		How often do you use LinkedIn?		
		Never + Don't know	Once a week or less	A few times a week or more
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	91%	4%	5%
	Some college/Associate of Arts degree + other	86%	10%	4%
	College graduate	76%	14%	10%
Annual household income	Less than \$25,000	90%	7%	3%
	\$25,000 to \$74,999	81%	9%	9%
	\$75,000+	78%	13%	9%
Race/ethnicity	Caucasian	85%	9%	6%
	Hispanic	78%	11%	11%
	African American	92%	7%	1%

		How trustworthy is traditional media?			
		Very trustworthy + trustworthy	Somewhat trustworthy	Not at all trustworthy	Don't know
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	38%	43%	15%	4%
	35 or under	50%	32%	17%	1%
	35 to 64	34%	48%	16%	2%
	65 or older	36%	44%	13%	8%
Gender	Male	36%	44%	17%	3%
	Female	41%	42%	13%	4%
How long have you lived in your county?	10 years or less	40%	41%	16%	3%
	11-25 years	38%	41%	17%	4%
	26+ years	37%	46%	12%	4%
Do you rent or own where you live?	Rent	61%	25%	13%	2%
	Own	33%	47%	16%	4%
Does your neighborhood have a HOA?	Yes	61%	25%	13%	2%
	No + Not sure	33%	47%	16%	4%
Would you describe your area as urban, suburban or rural?	Urban	42%	40%	12%	5%
	Suburban	39%	44%	14%	3%
	Rural	32%	45%	21%	3%
Occupation	Employed fulltime or part-time	36%	43%	18%	3%
	Retired	35%	46%	13%	6%
	Unemployed + in school + voluntarily not in the workforce	54%	33%	11%	2%

		How trustworthy is traditional media?			
		Very trustworthy + trustworthy	Somewhat trustworthy	Not at all trustworthy	Don't know
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	45%	35%	16%	4%
	Some college/Associate of Arts degree + other	37%	47%	12%	4%
	College graduate	33%	46%	17%	4%
Annual household income	Less than \$25,000	50%	32%	15%	3%
	\$25,000 to \$74,999	43%	38%	16%	2%
	\$75,000+	29%	53%	16%	2%
Race/ethnicity	Caucasian	35%	47%	14%	4%
	Hispanic	48%	28%	23%	0%
	African American	49%	37%	10%	4%

		How trustworthy is social media?			
		Very trustworthy + trustworthy	Somewhat trustworthy	Not at all trustworthy	Don't know
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	14%	32%	33%	21%
	35 or under	23%	35%	33%	10%
	35 to 64	12%	35%	36%	17%
	65 or older	9%	25%	28%	38%
Gender	Male	13%	31%	38%	17%
	Female	15%	33%	28%	24%
How long have you lived in your county?	10 years or less	12%	35%	35%	18%
	11-25 years	15%	32%	34%	19%
	26+ years	15%	30%	29%	26%
Do you rent or own where you live?	Rent	19%	37%	27%	17%
	Own	13%	31%	34%	21%
Does your neighborhood have a HOA?	Yes	19%	37%	27%	17%
	No + Not sure	13%	31%	34%	21%
Would you describe your area as urban, suburban or rural?	Urban	15%	29%	34%	22%
	Suburban	17%	31%	34%	18%
	Rural	7%	39%	31%	22%
Occupation	Employed fulltime or part-time	10%	38%	38%	13%
	Retired	9%	27%	29%	34%
	Unemployed + in school + voluntarily not in the workforce	38%	30%	22%	10%

		How trustworthy is social media?			
		Very trustworthy + trustworthy	Somewhat trustworthy	Not at all trustworthy	Don't know
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	21%	23%	31%	26%
	Some college/Associate of Arts degree + other	13%	38%	29%	20%
	College graduate	9%	35%	39%	17%
Annual household income	Less than \$25,000	19%	40%	17%	24%
	\$25,000 to \$74,999	16%	29%	37%	18%
	\$75,000+	10%	41%	35%	15%
Race/ethnicity	Caucasian	11%	32%	34%	23%
	Hispanic	29%	30%	33%	8%
	African American	13%	40%	22%	24%

		How trustworthy is the Southwest Florida Water Management District?			
		Very trustworthy + trustworthy	Somewhat trustworthy	Not at all trustworthy	Don't know
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	40%	22%	7%	32%
	35 or under	42%	15%	2%	41%
	35 to 64	41%	26%	8%	24%
	65 or older	35%	21%	8%	36%
Gender	Male	41%	23%	8%	28%
	Female	38%	21%	5%	36%
How long have you lived in your county?	10 years or less	34%	19%	4%	42%
	11-25 years	38%	25%	8%	29%
	26+ years	48%	22%	8%	23%
Do you rent or own where you live?	Rent	39%	13%	3%	45%
	Own	40%	24%	8%	28%
Does your neighborhood have a HOA?	Yes	39%	13%	3%	45%
	No + Not sure	40%	24%	8%	28%
Would you describe your area as urban, suburban or rural?	Urban	37%	21%	3%	39%
	Suburban	44%	21%	5%	30%
	Rural	33%	25%	11%	30%
Occupation	Employed fulltime or part-time	42%	23%	6%	30%
	Retired	35%	24%	8%	33%
	Unemployed + in school + voluntarily not in the workforce	47%	11%	6%	36%

		How trustworthy is the Southwest Florida Water Management District?			
		Very trustworthy + trustworthy	Somewhat trustworthy	Not at all trustworthy	Don't know
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	41%	19%	6%	33%
	Some college/Associate of Arts degree + other	37%	21%	9%	32%
	College graduate	41%	25%	4%	30%
Annual household income	Less than \$25,000	35%	20%	6%	39%
	\$25,000 to \$74,999	45%	24%	6%	25%
	\$75,000+	45%	22%	7%	26%
Race/ethnicity	Caucasian	41%	21%	7%	31%
	Hispanic	44%	25%	4%	27%
	African American	27%	24%	3%	46%

		How trustworthy is the Department of Environmental Protection?			
		Very trustworthy + trustworthy	Somewhat trustworthy	Not at all trustworthy	Don't know
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	51%	25%	14%	10%
	35 or under	58%	16%	11%	15%
	35 to 64	52%	28%	14%	6%
	65 or older	42%	29%	15%	13%
Gender	Male	46%	27%	19%	8%
	Female	56%	24%	8%	12%
How long have you lived in your county?	10 years or less	59%	24%	10%	7%
	11-25 years	47%	24%	18%	11%
	26+ years	48%	27%	12%	13%
Do you rent or own where you live?	Rent	61%	19%	10%	10%
	Own	49%	27%	14%	10%
Does your neighborhood have a HOA?	Yes	61%	19%	10%	10%
	No + Not sure	49%	27%	14%	10%
Would you describe your area as urban, suburban or rural?	Urban	51%	28%	9%	12%
	Suburban	52%	26%	14%	8%
	Rural	47%	23%	17%	12%
Occupation	Employed fulltime or part-time	53%	26%	12%	9%
	Retired	45%	28%	16%	11%
	Unemployed + in school + voluntarily not in the workforce	59%	15%	8%	18%

		How trustworthy is the Department of Environmental Protection?			
		Very trustworthy + trustworthy	Somewhat trustworthy	Not at all trustworthy	Don't know
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	50%	24%	12%	15%
	Some college/Associate of Arts degree + other	52%	26%	14%	8%
	College graduate	51%	26%	15%	8%
Annual household income	Less than \$25,000	53%	25%	7%	15%
	\$25,000 to \$74,999	53%	26%	15%	6%
	\$75,000+	51%	28%	15%	5%
Race/ethnicity	Caucasian	50%	27%	14%	9%
	Hispanic	56%	18%	17%	9%
	African American	55%	28%	1%	16%

		How trustworthy is a local environmental group?			
		Very trustworthy + trustworthy	Somewhat trustworthy	Not at all trustworthy	Don't know
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	41%	27%	12%	20%
	35 or under	46%	20%	8%	25%
	35 to 64	41%	30%	15%	14%
	65 or older	36%	29%	10%	25%
Gender	Male	36%	27%	15%	22%
	Female	45%	28%	9%	18%
How long have you lived in your county?	10 years or less	44%	26%	8%	22%
	11-25 years	37%	29%	15%	19%
	26+ years	41%	27%	13%	19%
Do you rent or own where you live?	Rent	43%	23%	8%	26%
	Own	40%	28%	13%	18%
Does your neighborhood have a HOA?	Yes	43%	23%	8%	26%
	No + Not sure	40%	28%	13%	18%
Would you describe your area as urban, suburban or rural?	Urban	42%	21%	13%	24%
	Suburban	41%	31%	10%	18%
	Rural	36%	26%	17%	21%
Occupation	Employed fulltime or part-time	42%	28%	13%	17%
	Retired	37%	29%	11%	23%
	Unemployed + in school + voluntarily not in the workforce	51%	18%	10%	21%

		How trustworthy is a local environmental group?			
		Very trustworthy + trustworthy	Somewhat trustworthy	Not at all trustworthy	Don't know
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	41%	22%	11%	25%
	Some college/Associate of Arts degree + other	37%	30%	13%	20%
	College graduate	43%	30%	12%	15%
Annual household income	Less than \$25,000	38%	25%	12%	25%
	\$25,000 to \$74,999	45%	26%	13%	17%
	\$75,000+	42%	38%	11%	9%
Race/ethnicity	Caucasian	39%	30%	12%	18%
	Hispanic	45%	15%	15%	24%
	African American	47%	25%	6%	22%

		How trustworthy is the local utility company?			
		Very trustworthy + trustworthy	Somewhat trustworthy	Not at all trustworthy	Don't know
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	46%	30%	15%	9%
	35 or under	55%	21%	12%	13%
	35 to 64	42%	37%	17%	5%
	65 or older	47%	28%	14%	12%
Gender	Male	42%	32%	16%	10%
	Female	50%	29%	13%	7%
How long have you lived in your county?	10 years or less	47%	35%	11%	7%
	11-25 years	41%	30%	17%	12%
	26+ years	51%	26%	16%	7%
Do you rent or own where you live?	Rent	58%	23%	10%	9%
	Own	44%	32%	16%	9%
Does your neighborhood have a HOA?	Yes	58%	23%	10%	9%
	No + Not sure	44%	32%	16%	9%
Would you describe your area as urban, suburban or rural?	Urban	45%	29%	17%	9%
	Suburban	48%	33%	12%	8%
	Rural	41%	29%	19%	11%
Occupation	Employed fulltime or part-time	43%	34%	15%	7%
	Retired	45%	30%	15%	9%
	Unemployed + in school + voluntarily not in the workforce	56%	20%	13%	12%

		How trustworthy is the local utility company?			
		Very trustworthy + trustworthy	Somewhat trustworthy	Not at all trustworthy	Don't know
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	52%	21%	14%	13%
	Some college/Associate of Arts degree + other	45%	36%	13%	6%
	College graduate	42%	34%	16%	7%
Annual household income	Less than \$25,000	55%	26%	9%	10%
	\$25,000 to \$74,999	49%	30%	15%	7%
	\$75,000+	38%	38%	19%	5%
Race/ethnicity	Caucasian	45%	33%	15%	8%
	Hispanic	48%	23%	16%	13%
	African American	57%	28%	6%	8%

		How trustworthy are universities?			
		Very trustworthy + trustworthy	Somewhat trustworthy	Not at all trustworthy	Don't know
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	57%	24%	7%	12%
	35 or under	68%	19%	5%	8%
	35 to 64	57%	27%	7%	9%
	65 or older	45%	24%	9%	22%
Gender	Male	58%	23%	9%	10%
	Female	54%	25%	5%	15%
How long have you lived in your county?	10 years or less	58%	23%	7%	13%
	11-25 years	56%	24%	8%	12%
	26+ years	56%	25%	7%	12%
Do you rent or own where you live?	Rent	63%	21%	5%	11%
	Own	55%	25%	8%	13%
Does your neighborhood have a HOA?	Yes	63%	21%	5%	11%
	No + Not sure	55%	25%	8%	13%
Would you describe your area as urban, suburban or rural?	Urban	57%	23%	5%	16%
	Suburban	59%	24%	7%	10%
	Rural	51%	26%	9%	14%
Occupation	Employed fulltime or part-time	64%	22%	5%	9%
	Retired	47%	26%	8%	18%
	Unemployed + in school + voluntarily not in the workforce	61%	21%	10%	8%

		How trustworthy are universities?			
		Very trustworthy + trustworthy	Somewhat trustworthy	Not at all trustworthy	Don't know
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	54%	20%	8%	18%
	Some college/Associate of Arts degree + other	55%	25%	8%	11%
	College graduate	60%	27%	5%	8%
Annual household income	Less than \$25,000	43%	26%	8%	23%
	\$25,000 to \$74,999	63%	22%	5%	10%
	\$75,000+	62%	26%	6%	6%
Race/ethnicity	Caucasian	56%	24%	8%	13%
	Hispanic	65%	20%	3%	12%
	African American	48%	33%	10%	9%

		How trustworthy is the US Geological Survey?			
		Very trustworthy + trustworthy	Somewhat trustworthy	Not at all trustworthy	Don't know
		Row N %	Row N %	Row N %	Row N %
Which category best fits your age?	Total	52%	16%	7%	25%
	35 or under	49%	6%	10%	35%
	35 to 64	57%	20%	5%	18%
	65 or older	45%	18%	7%	30%
Gender	Male	56%	16%	9%	19%
	Female	48%	16%	4%	32%
How long have you lived in your county?	10 years or less	55%	14%	4%	27%
	11-25 years	50%	16%	10%	24%
	26+ years	52%	18%	6%	25%
Do you rent or own where you live?	Rent	44%	17%	6%	33%
	Own	54%	16%	7%	23%
Does your neighborhood have a HOA?	Yes	44%	17%	6%	33%
	No + Not sure	54%	16%	7%	23%
Would you describe your area as urban, suburban or rural?	Urban	46%	12%	9%	33%
	Suburban	56%	15%	6%	22%
	Rural	48%	21%	7%	24%
Occupation	Employed fulltime or part-time	56%	15%	6%	23%
	Retired	48%	19%	5%	28%
	Unemployed + in school + voluntarily not in the workforce	58%	9%	11%	22%

		How trustworthy is the US Geological Survey?			
		Very trustworthy + trustworthy	Somewhat trustworthy	Not at all trustworthy	Don't know
		Row N %	Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	45%	14%	11%	30%
	Some college/Associate of Arts degree + other	52%	18%	6%	25%
	College graduate	59%	16%	4%	21%
Annual household income	Less than \$25,000	40%	16%	9%	35%
	\$25,000 to \$74,999	56%	16%	6%	22%
	\$75,000+	62%	14%	7%	17%
Race/ethnicity	Caucasian	55%	17%	6%	22%
	Hispanic	51%	9%	7%	33%
	African American	32%	20%	10%	38%

		Do you have an in-ground irrigation system for your landscape?	
		Yes	No + Not sure
		Row N %	Row N %
Which category best fits your age?	Total	45%	55%
	35 or under	19%	81%
	35 to 64	52%	48%
	65 or older	56%	44%
Gender	Male	48%	52%
	Female	41%	59%
How long have you lived in your county?	10 years or less	56%	44%
	11-25 years	45%	55%
	26+ years	34%	66%
Do you rent or own where you live?	Rent	22%	78%
	Own	49%	51%
Does your neighborhood have a HOA?	Yes	22%	78%
	No + Not sure	49%	51%
Would you describe your area as urban, suburban or rural?	Urban	47%	53%
	Suburban	51%	49%
	Rural	34%	66%
Occupation	Employed fulltime or part-time	44%	56%
	Retired	57%	43%
	Unemployed + in school + voluntarily not in the workforce	26%	74%

		Do you have an in-ground irrigation system for your landscape?	
		Yes	No + Not sure
		Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	25%	75%
	Some college/Associate of Arts degree + other	50%	50%
	College graduate	59%	41%
Annual household income	Less than \$25,000	19%	81%
	\$25,000 to \$74,999	41%	59%
	\$75,000+	64%	36%
Race/ethnicity	Caucasian	53%	47%
	Hispanic	21%	79%
	African American	29%	71%

		How often do you water your lawn in the winter?		
		Never	Once a week	Twice a week or more
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	35%	46%	18%
	35 or under	46%	42%	11%
	35 to 64	40%	42%	18%
	65 or older	24%	54%	22%
Gender	Male	35%	43%	22%
	Female	37%	50%	14%
How long have you lived in your county?	10 years or less	27%	55%	18%
	11-25 years	43%	36%	21%
	26+ years	40%	47%	14%
Do you rent or own where you live?	Rent	30%	41%	29%
	Own	36%	46%	17%
Does your neighborhood have a HOA?	Yes	30%	41%	29%
	No + Not sure	36%	46%	17%
Would you describe your area as urban, suburban or rural?	Urban	38%	40%	22%
	Suburban	33%	48%	20%
	Rural	45%	47%	8%
Occupation	Employed fulltime or part-time	44%	40%	16%
	Retired	28%	53%	20%
	Unemployed + in school + voluntarily not in the workforce	56%	29%	15%

		How often do you water your lawn in the winter?		
		Never	Once a week	Twice a week or more
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	30%	48%	22%
	Some college/Associate of Arts degree + other	40%	46%	14%
	College graduate	35%	45%	20%
Annual household income	Less than \$25,000	32%	48%	20%
	\$25,000 to \$74,999	37%	45%	17%
	\$75,000+	33%	47%	19%
Race/ethnicity	Caucasian	35%	47%	19%
	Hispanic	51%	39%	10%
	African American	32%	42%	27%

		How often do you water your lawn in the summer?		
		Never	Once a week	Twice a week or more
		Row N %	Row N %	Row N %
Which category best fits your age?	Total	20%	40%	39%
	35 or under	16%	45%	39%
	35 to 64	22%	38%	40%
	65 or older	18%	43%	39%
Gender	Male	21%	35%	44%
	Female	19%	47%	33%
How long have you lived in your county?	10 years or less	17%	38%	44%
	11-25 years	24%	42%	33%
	26+ years	18%	41%	41%
Do you rent or own where you live?	Rent	12%	28%	59%
	Own	21%	42%	37%
Does your neighborhood have a HOA?	Yes	12%	28%	59%
	No + Not sure	21%	42%	37%
Would you describe your area as urban, suburban or rural?	Urban	17%	29%	54%
	Suburban	17%	47%	36%
	Rural	35%	30%	34%
Occupation	Employed fulltime or part-time	20%	43%	37%
	Retired	21%	38%	41%
	Unemployed + in school + voluntarily not in the workforce	15%	53%	31%

		How often do you water your lawn in the summer?		
		Never	Once a week	Twice a week or more
		Row N %	Row N %	Row N %
Formal education	Did not graduate from high school + high school graduate	20%	35%	45%
	Some college/Associate of Arts degree + other	19%	45%	36%
	College graduate	21%	39%	40%
Annual household income	Less than \$25,000	16%	36%	48%
	\$25,000 to \$74,999	23%	38%	39%
	\$75,000+	23%	39%	38%
Race/ethnicity	Caucasian	21%	38%	41%
	Hispanic	16%	74%	10%
	African American	11%	35%	55%

		Do you have Florida-Friendly Landscaping?			
		Total	Yes	No	Not sure
		Column N %	Column N %	Column N %	Column N %
How often do you water your lawn in the winter?	Never	36%	35%	26%	58%
	Once a week	46%	46%	55%	31%
	Twice a week	15%	15%	16%	10%
	More than twice a week	4%	4%	3%	2%

		Do you have Florida-Friendly Landscaping?			
		Total	Yes	No	Not sure
		Column N %	Column N %	Column N %	Column N %
How often do you water your lawn in the summer?	Never	20%	22%	17%	12%
	Once a week	41%	39%	34%	64%
	Twice a week	33%	32%	43%	20%
	More than twice a week	7%	7%	5%	4%

		Would you agree to a free review of your landscape from a Florida-Friendly Landscaping expert who would make suggestions on how to make your landscape more Florida-Friendly?			
		Total	Yes	No	Not sure
		Column N %	Column N %	Column N %	Column N %
Which of the following might motivate you to change your lawn to Florida-friendly landscaping?	Save money	51%	60%	36%	75%
	Save water	55%	61%	46%	70%
	Protect the environment	51%	61%	44%	12%
	Less work to maintain	25%	11%	35%	77%
	Increase my property value	22%	15%	35%	0%
	Be a role model for others	28%	23%	29%	63%
	Protect the environment for future generations	49%	59%	33%	63%
	Curb appeal (make my house look better from the street)	39%	50%	31%	0%