

**Factors Associated with
Residential Irrigation Water Use**

Research Report



UNIVERSITY OF SOUTH FLORIDA
CENTER FOR SOCIAL MARKETING
COLLEGE OF PUBLIC HEALTH

for

**Southwest Florida
Water Management District**

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Executive Summary

Overview

This report summarizes telephone survey research conducted within the Southwest Florida Water Management District during the spring of 2008. The sample includes 802 people who lived in a residence, had a lawn or landscape they watered, and had an automatic irrigation system.

Approximately half the sample was selected from communities designated as pilot project sites, primarily residents of the Villages located in Sumter county but also included residents of Charlotte and Polk counties. . The other respondents were selected using random digit dialing among exchanges used throughout the district.

Survey results showed that most people know how to turn their irrigation system on and off. A substantial minority of participants (40%) always left their sprinkler system on automatic. A smaller proportion (5%) always left their sprinkler system off. As would be expected, those who always left their system on automatic reported the highest average watering rates, whereas those who always left it off reported the lowest average watering rates.

Winter watering practices were explored in detail. The average respondent watered the lawn 3.57 days per month ($SD=2.30$) during the winter months (accounts for restrictions). Almost three-quarters of respondents (70%, $N=500$) said they would be willing to water their lawn only every other week during the winter months of December, January, and February. The most common reasons for their willingness to adopt this practice included: “It rains enough that there is no need to water” and the desire to conserve water. The primary barrier to watering every other week during the winter was the belief that “the lawn would suffer or the grass would die.”

Summer watering practices also were explored. The average respondent watered the lawn 4.93 days per month ($SD=3.28$) during the summer months of July, August, and September (accounts for restrictions). People who always left their system on reported the highest average watering rates, whereas those who always left it off reported the lowest average watering rates. The majority of respondents (90%, $N=715$) were willing to only water their lawn when it does not rain during the summer months. The top two reasons for being willing to water only if it hasn't

rained included: water conservation and “it rains enough that there is no need to water.” The most frequently cited reason for not being willing to only water if it hasn’t rained was “the lawn would suffer/grass would die.”

Most respondents lived in a community that has rules and regulations about lawn maintenance. The majority reported a willingness to support changes to their community’s rules and regulations to reduce lawn watering even if using less water caused their lawns to be less green. Those who resided in a pilot community were more likely to live in a residential community with rules and regulations. Those who had a rain gauge were 17 times more likely than those who did not have one to support changes in community lawn maintenance regulations.

Most respondents also reported that they would support suspending enforcement of their community’s rules and regulations during a water shortage. Members of the target segment selected for intervention were more likely to report willingness to support suspension of enforcement of community rules and regulations than those outside the pilot sites.

Respondents are *somewhat* to *very interested* in learning more about the best way to water their lawns to keep them healthy. The most trusted spokesperson for obtaining this information was the county extension office, and the most preferred sources of information included a supplement in the local newspaper and information in the water bill.

Over one-third of respondents had heard of the *Skip a Week* campaign. Almost one in five of those who had been exposed to the campaign had heard of the *Skip a Week* campaign via the local newspaper. Over half of those exposed to the campaign reported actually skipping a week of watering. Those who resided in a pilot community were more likely to report exposure to the *Skip a Week* campaign. Those who resided in a pilot community were more likely than those living elsewhere to have been exposed to the *Skip a Week* campaign via a newspaper.

Audience segmentation techniques were used to explore potential target audiences and identify the characteristics of the segment(s) to be given highest priority in planning the irrigation reduction program intervention. A single priority segment was identified based on its size,

potential to reduce over-watering, and overall willingness to change. This segment, called *Willing to Lead the Way*, comprises 59% of the survey population. Members of this audience segment report willingness to adopt the proposed behaviors, and water more than recommended during both seasons.

Conclusions

The purpose of the survey research summarized within was to develop a strategic marketing plan. Results support the following key marketing decisions:

Priority Audience: Over half (59%) the population falls into the segment that is *Willing to Lead the Way*. Members of this group are interested in learning the best way to water their lands, and support one or more policy changes.

Product Strategy: Core benefits (factors that motivate them to adopt the desired behavior) for skipping a week during the winter included, "It rains enough that there is no need to water" and water conservation. Core benefits for turning the sprinkler system off during the rainy months included: water conservation and "it rains enough that there is no need to water."

Pricing Strategy: The major barrier (the "cost" residents report is reason for not engaging in the desired behaviors) identified for both behaviors (winter and summer) is the belief that the lawn would suffer/grass would die.

Placement Strategy: Partners who would be effective distributing potential messages include the county extension office (33%), landscapers or lawn service (17%), master gardeners (21%), and Southwest Florida Water Management District (20%).

Promotional Strategy: Most respondents (90%) were at least somewhat interested in learning more about lawn irrigation. The most preferred sources of information include information in the water bill (26%) and a supplement in the local newspaper (22%). The preferred spokesperson is a county extension representative and/or master gardener.

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Introduction

Florida has the fourth largest and seventh fastest growing population in the United States. Estimated in 2006 at 18,089,888, Florida's population has grown 13.2 percent since the 2000 census—more than twice the growth rate of the entire nation. Nearly 1000 new residents a day, over this six year period, have placed an unquenchable demand on freshwater supplies (U.S. Census Web Site, 2007). In addition to increasing demand for water, drought has become a complicating way of life. These factors have created a water shortage throughout the state. As a result, it has become essential to our economic and social framework that Floridians develop strategies and employ behaviors to conserve water. (Rain Sensor Installation; McKenzie-Mohr & Associates, 2007)

Residential irrigation has a significant impact on Florida's water supply. In a typical Florida home, up to 50 percent of water is used outdoors, primarily for lawn and garden irrigation. Even relatively small reductions in residential irrigation can have significant, positive impact on improving and sustaining water supplies for the District's 16 county area.

The University of South Florida Center for Social Marketing at the College of Public Health (CSM) has engaged in program efforts to provide social marketing support to the Southwest Florida Water Management District (District) including:

- ❑ Based on qualitative data, develop, and implement a District wide survey for the purpose of providing segmentation data on ways to encourage residential irrigation water conservation
- ❑ Develop a social marketing plan to guide implementation of residential irrigation water conservation programs
- ❑ Provide consultation on program development and implementation on pilot programs in three residential areas to reduce irrigation water use

This report summarizes results of the formative research used to develop the marketing plan. The objectives that guided this research were to:

- ❑ identify current irrigation behaviors

- ❑ assess willingness to change irrigation behaviors
- ❑ identify motivators and barriers for the new behaviors
- ❑ identify opinions about landscaping and water use
- ❑ identify priority populations to target
- ❑ assess exposure to the *Skip a Week* campaign
- ❑ identify potential partners and places to distribute information

Report Format

This report describes irrigation system usage and watering behaviors during the summer and winter months. Landscaping and watering attitudes also are explored, followed by respondents' views of potential spokespersons and information channels for learning about irrigation practices. The segment of the population recommended as the target audience for the irrigation project is described. Finally, respondents' exposure to the *Skip a Week* campaign recently implemented by the District is discussed. For each topic, general responses to the corresponding survey question(s) are followed with information on significant differences within subgroups of the population. These subgroups are based on demographic characteristics (i.e., age, ethnicity, income, education, portion of the year spent in Florida, and gender), target segment membership (i.e., those who supported changes to rules and regulations and were somewhat to very interested in learning more), and residential locale (i.e., pilot community versus non-pilot community). Only those findings that were both statistically significant ($p < .05$) and practically significant (i.e., met a minimum effect size; Cramer's $V = .15$, $r = .15$, Cohen's $d = .50$, or odds ratio = 1.50) are reported herein.

Several appendices are provided for additional review. A copy of the coded survey instrument is included in Appendix A. A brief report on factors that affected survey completion is included in Appendix B. A brief overview of data analysis methods is included in Appendix C. Basic descriptive information for each survey item is provided in Appendix D. Crosstabulations between pilot site membership and categorical survey items are included in Appendix E. Crosstabulations between target segment membership and categorical survey items are provided in Appendix F. An additional brief report of sample comparisons between the preliminary sample ($N=403$) and second data receipt ($N=200$) is included in Appendix G. Finally, an overview of the exploratory factor analysis completed within the preliminary data set ($N=403$) is provided in Appendix H.

Methodology

A random digit dial survey was conducted in the spring of 2008 (see Appendices A and B). The sample is comprised of 802 survey respondents who lived in a residence within the District and had a lawn or landscape they watered with an automatic irrigation system. Approximately half the sample was selected from communities designated by the District as pilot project sites for an irrigation reduction intervention. The other survey respondents were selected using random digit dialing from exchanges within the District.

The sample was divided almost equally between males (52%) and females, $N=802$. Almost half (48%, $N=802$) lived in a pilot community (i.e., zip codes 32162, 33812, 33983, and 33952). Most respondents had a minimum of some college level education (83%, $N=802$) (Figure 1).

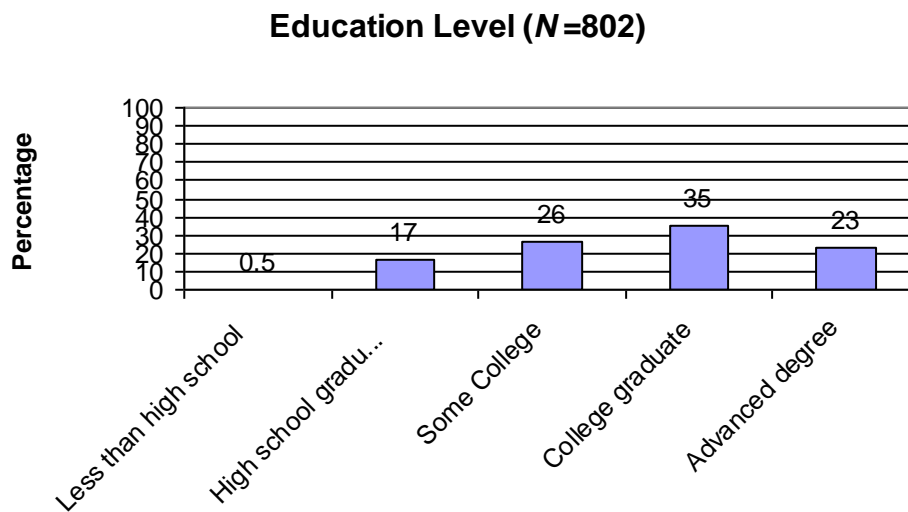


Figure 1. Sample education level ($N=802$).

The largest proportion (42%, $N=802$) of the sample was between the ages of 45 and 64 years of age. A substantial proportion (36%, $N=802$) was between the ages of 65 to 75 years. Individuals over the age of 75 years comprised approximately 10% ($N=802$) of the sample. A small proportion (12%, $N=802$) was under age 25 to 44 years. Only four percent of the sample ($N=802$) reported being Hispanic. Most respondents were white (90%, $N=802$), specified English as their primary language (99%; $N=802$), and reported an income of \$35,000 or more

(89%, $N=650$). Among those who reported an income of \$35,000 or more ($N=507$), one in five (20%) reported an income between \$35,000 and \$49,999, 30% reported an income between \$50,000 and \$74,999, 20% reported an income between \$75,000 and \$99,999, and 31% reported an income of \$100,000 or more.

All respondents lived in a residence, had a lawn or landscape they watered, and had an automatic irrigation system. Most lived in the state year-round (90%, $N=802$). Respondents obtained their lawn water from a variety of sources (see Figure 2); however, most (43%, $N=765$) reported they used water provided by the city.

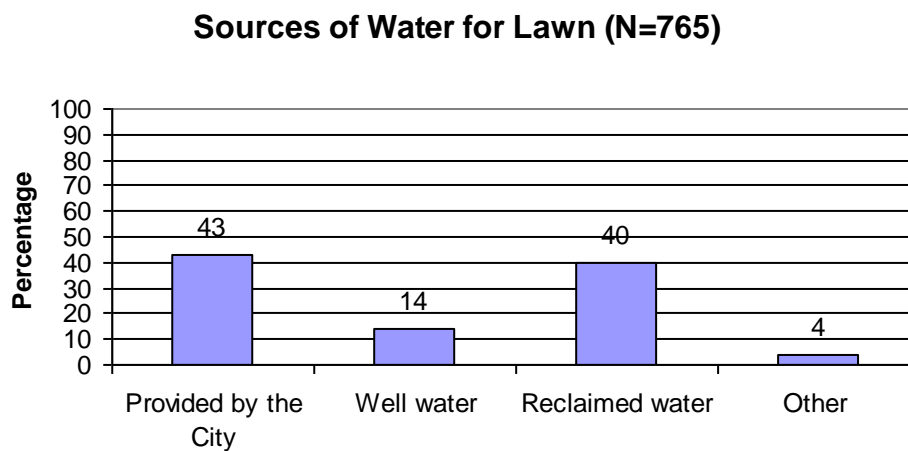


Figure 2. Sources of lawn watering ($N=765$).

Significant Subgroup Differences¹

- ♦ Those who resided in a pilot community were more likely than people who lived elsewhere to live in Florida only part of the year (16% vs. 5%)
- ♦ Those who resided outside of a pilot community were more likely than others to report having water provided by the city (59% vs. 25%) or a well (23% vs. 4%)
- ♦ Those who resided in a pilot community were more likely than others to be 65 years of age or older (57% vs. 35%)
- ♦ Those who resided in Florida year round were more likely than part-time residents to report using water provided by the city (45% vs. 21%)

¹ Differences in how respondents answered each question are reported only if they are statistically significant and relevant for the irrigation project.

- ♦ Those who resided in Florida part-time were more likely than year-round residents to report using reclaimed water (71% vs. 36%)
- ♦ Those who were between the ages of 25 and 44 years were more likely than other age ranges to report using water provided by the city
- ♦ Those who were 65 years of age or older were more likely than other age ranges to report using reclaimed water
- ♦ Those who reported having at least a college level education were more likely to report using reclaimed water

Irrigation System Usage

General Responses to Survey Question: Do you, or does someone else in your household, know how to turn your sprinkler or irrigation system's automatic timer on and off?

The majority (96%, $N=798$) of respondents claimed to know how to turn their sprinkler system on and off. Most respondents (83%, $N=307$) reported having a rain gauge on their sprinkler or irrigation system. A substantial minority of participants (40%, $N=797$) always left their sprinkler system on automatic. Over a third (37%, $N=797$) of respondents turned their sprinkler system on manually as needed. Less than one in five (16%, $N=797$) reported turning their sprinkler system off if it rained. Finally, a small proportion (5%, $N=797$) of respondents always left their sprinkler system off (Figure 3).

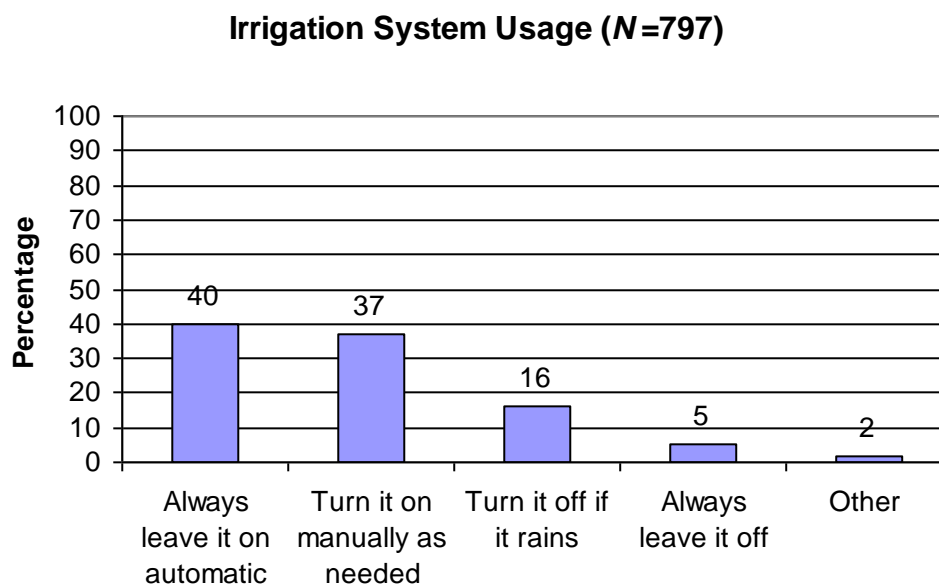


Figure 3. Irrigation system usage ($N=797$).

Significant Subgroup Differences²

- ◆ Those who resided in a pilot community were more likely than those living elsewhere to have a rain gauge (92% vs. 75%)

² Differences in how respondents answered each question are reported only if they are statistically significant and relevant for the irrigation project.

- ♦ Those who resided in Florida part of the year were more likely than those living in Florida year-round to report always leaving their irrigation system on automatic (61% vs. 38%)
- ♦ Those who resided in Florida year-round were more likely than part-time residents to report turning their system off as needed (39% vs. 20%)

Watering During Winter Months

General Response to Survey Question: On average, how often do you water your lawn during the winter months of December, January, and February? And next, please think about how you might water your lawn if there were no watering restrictions in place. If there were no watering restrictions in place, on average, how often would you water your lawn during the winter months of December, January, and February?

The average respondent watered their lawn 3.57 days ($SD=2.30$) during the winter months (accounts for restrictions). If restrictions were lifted, the average respondent would water their lawn 4.62 days ($SD=3.55$) during the winter months.

Significant Subgroup Differences

- As shown in Table 1 below, people who always left their system on reported the highest average watering rates, whereas those who always left it off reported the lowest average watering rates.

Table 1: Watering Rates by Sprinkler Use Per Month

Sprinkler Use	Winter (Restrictions)	Winter (No Restrictions)
Always on	4.26	5.36
Turn on as Needed	3.02	3.96
Turn off when it rains	3.69	4.43
Always leave it off	1.85	3.84
Other	3.06	5.28

Willingness to Skip A Week of Irrigation during the Winter

General Response to Survey Question: Would you be willing to water your lawn only every other week during the winter months?

Almost three quarters of respondents (70%, $N=500$) said they would be willing to water their lawn only every other week during the winter months.

Significant Subgroup Differences in Willingness to Skip a Week

- ♦ Members of the target segment were more likely than others to report willingness to water every other week during the winter (81% vs. 58%)
- ♦ Those who said they would not be willing to water every other week during the winter were more likely than those who would skip a week to be between the ages of 45 to 64 years (53% vs. 38%)
- ♦ Those who were willing to water every other week during the winter were more likely than others to be over the age of 75 years (12% vs. 6%)
- ♦ Those who were willing to water only if it has not rained during the summer were more than 3.55 times likely to be willing to skip a week than others
- ♦ Members of the target segment were approximately three times more likely to be willing to skip a week than were others

Motivators for Skipping a Week

General Response to Survey Question: What are some reasons that you water, or would water, your lawn only every other week or less during the winter months?

Respondents who reported watering only two days per month during the winter months or were willing to water every other week during the winter months were asked to describe the reasons why they would (or already do) water only every other week or less during the winter months (see Figure 4). The most frequently cited reason was, “It rains enough that there is no need to water.”

Reasons for Watering Every Other Week During Winter (N=802)

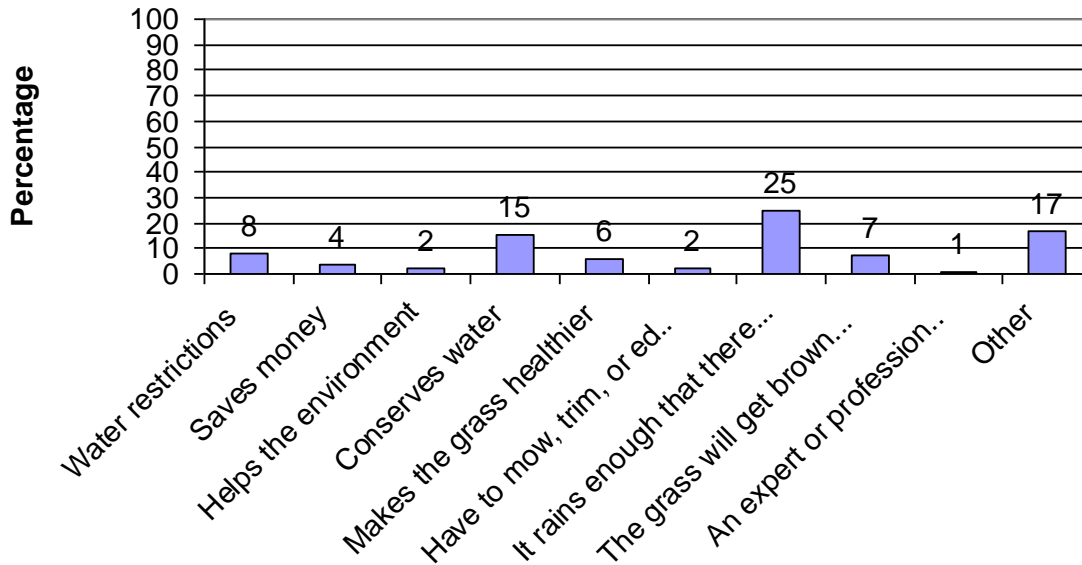


Figure 4. Reasons for watering every other week during the winter (N=802).

Significant Subgroup Differences

- ♦ Members of the target segment were more likely than others to report “conserves water” as a motivator for their willingness to water every other week during the winter (21% vs. 8%)
- ♦ Those who disagreed that it saves money were more likely than others to be between the ages of 45 to 64 years (43% vs. 27%)

Barriers to Skipping a Week of Irrigation during the Winter

General Response to Survey Question: What are some reasons that you would not be willing to water your lawn only every other week during the winter months?

Respondents who watered more than twice per month during the winter months or stated they would not be willing to water their lawns only every other week during the winter months were asked to describe reasons for their behavior. The most frequently cited reason for not being willing to water every other week during the winter was, “The lawn would suffer/Grass would die” (Figure 5).

Reasons for Not Watering Every Other Week During the Winter Months (N=802)

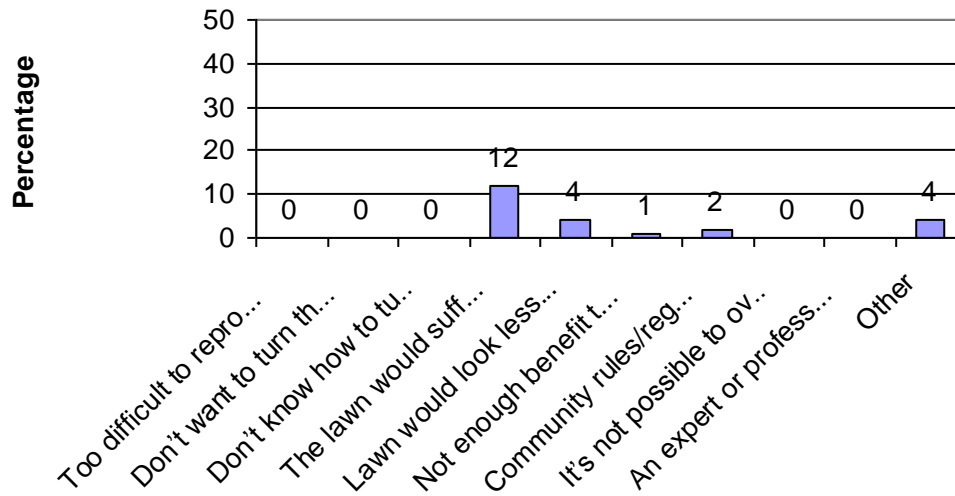


Figure 5. Reasons for not watering every other week during the winter months (N=802).

Significant Subgroup Differences

- ♦ Non-members of the target segment were more likely than segment members to report “lawn would suffer/grass would die” as a barrier to willingness to water every other week during the winter (18% vs. 7%)

Watering During the Summer Months

General Response to Survey Question: On average, how often will you water your lawn during the summer months, July, August and September?

The average respondent watered their lawn 4.93 days ($SD=3.28$) during the summer months (accounts for restrictions). Assuming no restrictions, the average respondent would water their lawn 6.83 days ($SD=4.84$) during the summer months.

Significant Subgroup Differences

- ♦ As shown in Table 2 below, people who always left their system on reported the highest average watering rates, whereas those who always left it off reported the lowest average watering rates.

Table 2: Watering Rates by Sprinkler Use Per Month

Sprinkler Use	Summer (Restrictions)	Summer (No Restrictions)
Always on	5.43	7.52
Turn on as Needed	4.59	6.29
Turn off when it rains	5.11	7.21
Always leave it off	2.97	4.33
Other	4.88	6.56

Willingness to Turn Sprinkler Timer Off During the Summer

General Response to Survey Question: During the summer months of July, August, and September, would you be willing to only water your lawn when it does not rain?

The majority of respondents (90%, $N=715$) were willing to only water their lawn when it does not rain during the summer months.

Significant Subgroup Differences

- ♦ No significant differences were noted for willingness to turn sprinklers off during the summer.

Motivators for Turning Sprinkler Timer off during the Summer

General Response to Survey Question: What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months?

Respondents who watered zero days during the summer months or watered only if it hasn't rained were asked to describe reasons for their behavior (see Figure 6). The top two reasons for being willing to water only if it hasn't rained included: water conservation (22%) and "it rains enough that there is no need to water" (30%).

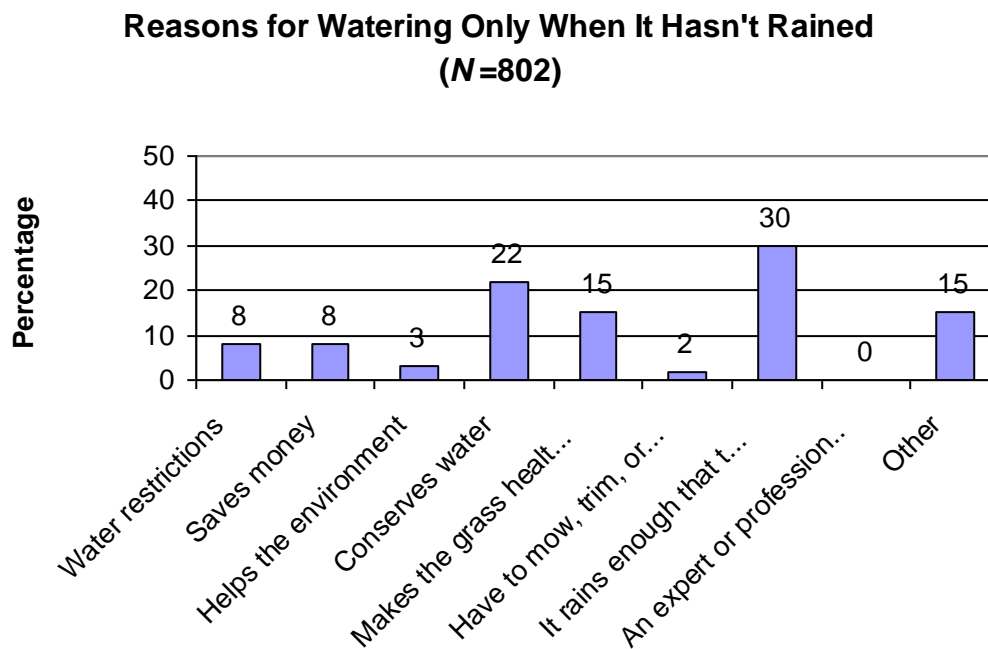


Figure 6. Reasons for watering on when it hasn't rained (N=802).

Significant Subgroup Differences

- ♦ No significant differences were noted for reasons for watering only when it hasn't rained.

Barriers to Reducing Water Use during the Summer

General Response to Survey Question: What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months?

The most frequently cited reason for not being willing to only water if it hasn't rained was "the lawn would suffer/grass would die" (6%).

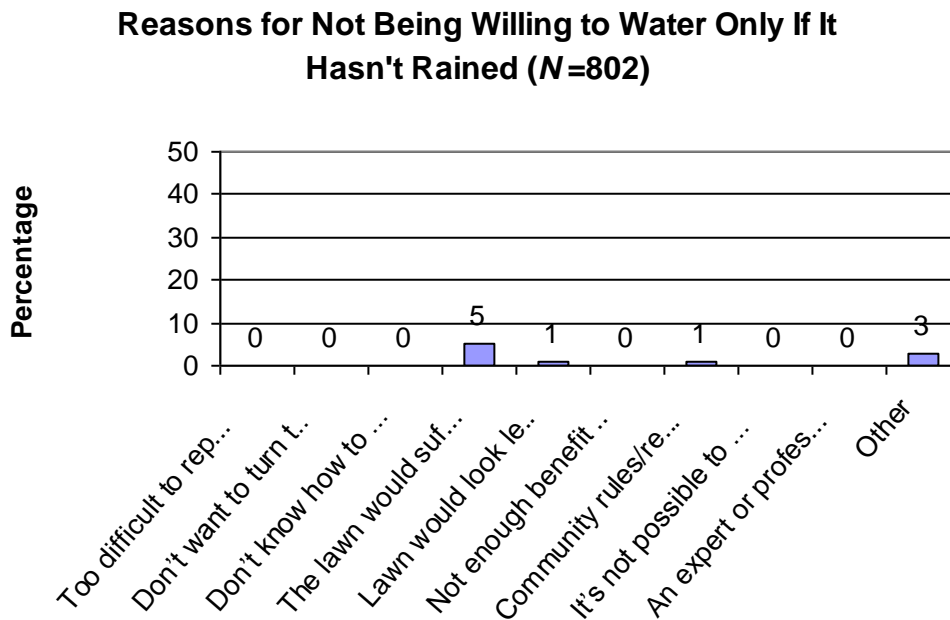


Figure 7. Reasons for not being willing to water only if it hasn't rained (N=802).

Significant Subgroup Differences

- ♦ No significant differences were noted for reasons for not being willing to water only when it hasn't rained.

Willingness to Change Community Lawn Maintenance Regulations

General Response to Survey Question: Would you support changes to your community's rules and regulations to reduce lawn watering even if using less water caused the lawns to be less green?

Most respondents (78%, $N=789$) lived in a community that has rules and regulations about lawn maintenance. Most (65%, $N=546$) would support changes to their community's rules and regulations to reduce lawn watering even if using less water caused the lawns to be less green.

Significant Subgroup Differences

- ♦ Those who resided in a pilot community were more likely than those who resided elsewhere to live in a residential community with rules and regulations (91% vs. 66%)
- ♦ Those who had a rain gauge were 17 times more likely than those who did not have a rain gauge to support change community lawn maintenance regulations

Support Suspension of Enforcement

General Response to Survey Question: Would you support suspending enforcement of your community's rules and regulations during a water shortage?

Most respondents (82%, $N=572$) would support suspending enforcement of their community's rules and regulations during a water shortage.

Significant Subgroup Differences

- ♦ Members of the target segment were more likely than non-members to report willingness to support suspension of enforcement of community rules and regulations (88% vs. 73%)

Landscaping and Water Use Attitudes

Respondents were read a series of statements about landscaping and water use and were asked to reply using the following scale: 1 to 5, where 1 is “strongly disagree” and 5 is “strongly agree” (see Appendix D for frequency information). Opinions about landscaping and water use (i.e., individual statements) were submitted to an exploratory factor analysis (see Appendix H). Three underlying factors emerged and are summarized in Table 3.

Table 3: Scales Used in Analyses

Factor	Item
Environmental Oriented	I am concerned about the water resources in West Central Florida I do what I can to protect Florida’s environment I do not want my neighbors to think I use too much water
Social Oriented	I don’t care much about what my friends or neighbors think about my lawn or landscaping People should be required to turn off their sprinkler system if they leave town for the summer months
Water Oriented	It is not possible to over-water my lawn* It doesn’t bother me if my grass turns a bit brown during the winter months The area where I live does not currently have a water shortage*

*Item was reverse-coded.

Two items did not load (i.e., were not associated with) on any of the three factors identified: “I take pride in how my lawn or landscaping looks” and “the cost of water does not affect my usage” (was reverse-coded). These statements were used as individual items in subsequent analyses.

Significant Subgroup Differences

- ♦ Those who resided outside of pilot communities reported higher average levels of water orientation than those who resided in a pilot community ($M=11.31$, $SD=2.75$ vs. $M=7.70$, $SD=2.25$)

Relationships with Self-Reported Watering Behavior

- ♦ As social orientation increased, watering during the winter (assuming restrictions) decreased ($r=-.19$)
- ♦ As social orientation increased, the amount respondents reported they would water during the winter (assuming no restrictions) decreased ($r=-.19$)
- ♦ As social orientation increased, the amount respondents reported they would water during the summer (assuming no restrictions) decreased ($r=-.18$)
- ♦ As water orientation increased, watering during the winter (assuming restrictions) decreased ($r=-.15$)

Interest in Learning More

General Response to Survey Question: How interested are you in learning the best way to water your lawn to keep it healthy even when watering restrictions are in place? Would you say that you're: very interested, somewhat interested, or not at all interested?

On average, participants were somewhat to very interested in learning the best way to water their lawn to keep it healthy. Eleven percent were not at all interested; however, 34% were somewhat interested, and 56% were very interested in learning the best way to water their lawns to keep it healthy ($N=797$).

Significant Subgroup Differences

- ♦ Those who were not interested in learning more were most likely to be between the ages of 45 and 64 years of age (57%)

Spokespersons

General Response to Survey Question: I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn: Lawn or landscaping service or professional; County extension office; Master Gardener; Southwest Florida Water Management District [or Swiftmud]; Your neighbors; Your Homeowners' Association; Other.

Figure 6 provides a summary of potential spokespersons based on their responses. For example, most (72%) stated they would trust the county extension office to provide advice about the best ways to water their lawn to keep it healthy. Master gardeners were selected by 70% of respondents, followed by the District and landscaping professionals.

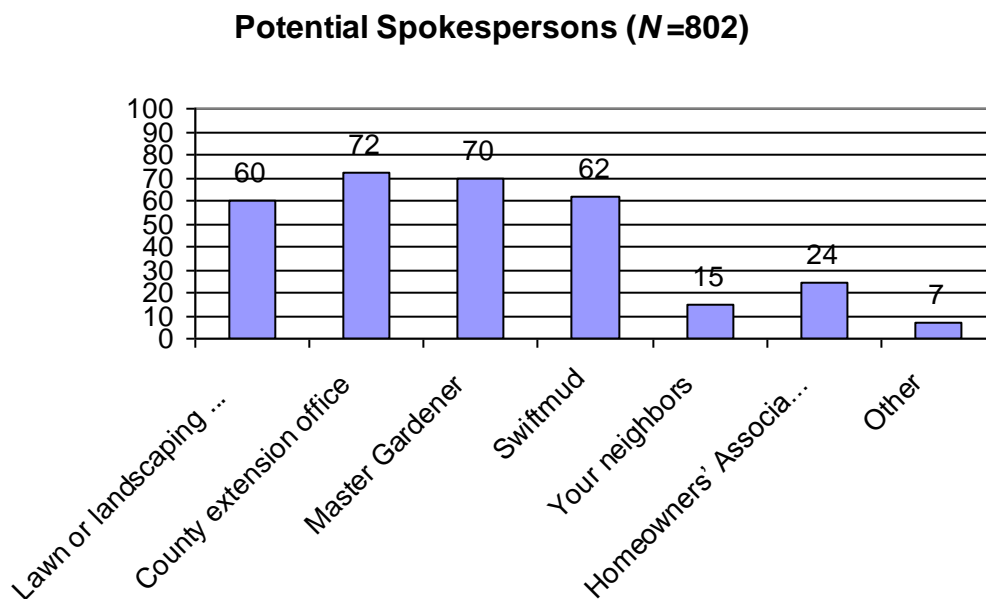


Figure 6. Potential spokespersons (N=802).

*General Responses to Survey Question: And, which of these would you trust the **most** to provide you with information about the best ways to water your lawn?*

Results suggested the largest proportion of respondents would trust the county extension office.

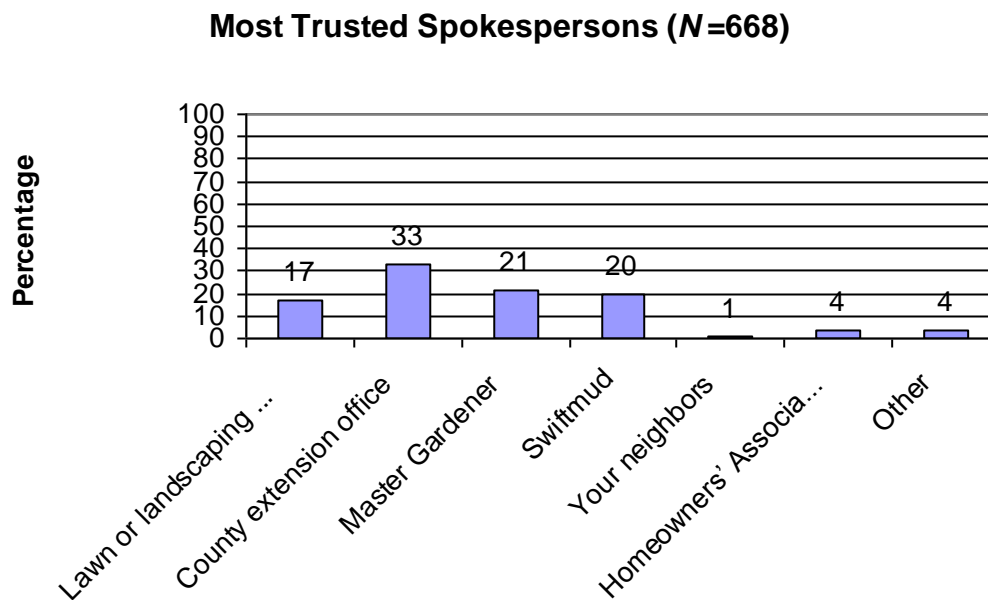


Figure 7. Most trusted spokesperson (N=668).

Significant Subgroup Differences

- ♦ Those who trusted the county extension office tended to be older than those who did not
- ♦ Those who trusted the master gardener tended to be younger than those who did not
- ♦ Those who trusted Southwest Florida Water Management District tended to be younger than those who did not
- ♦ Respondents who reported an income of \$35,000 or more were more likely than those who made less than \$25,000 to trust a master gardener (22% vs. 12%)
- ♦ Respondents who reported an income of less than \$35,000 were more likely than those who made more than \$35,000 to report trusting a Homeowners' Association (13% vs. 2%)

In addition, there were statistically and practically significant differences between pilot and non-pilot residents on sole preference (i.e., select one) for spokespersons. These differences are summarized in the Table 4. Despite these differences, the overall ranking of spokespersons is similar across pilot and non-pilot sites, with county extension ranked first and master gardeners ranked second.

Table 4: Differences in Spokespersons by Residential Status

Trust to provide you with advice		Pilot		Total #
		Non-Pilot	Pilot	
Lawn or landscaping service or professional	Count	52	63	115
	% within Pilot	14.9%	19.7%	17.2%
	% of Total	7.8%	9.4%	17.2%
County extension office	Count	104	119	223
	% within Pilot	29.8%	37.3%	33.4%
	% of Total	15.6%	17.8%	33.4%
Master gardener	Count	87	54	141
	% within Pilot	24.9%	16.9%	21.1%
	% of Total	13.0%	8.1%	21.1%
SWFWMD	Count	78	54	132
	% within Pilot	22.3%	16.9%	19.8%
	% of Total	11.7%	8.1%	19.8%
Your neighbors	Count	6	3	9
	% within Pilot	1.7%	.9%	1.3%
	% of Total	.9%	.4%	1.3%
Homeowners' association	Count	13	11	24
	% within Pilot	3.7%	3.4%	3.6%
	% of Total	1.9%	1.6%	3.6%
Other	Count	9	15	24
	% within Pilot	2.6%	4.7%	3.6%
	% of Total	1.3%	2.2%	3.6%
Total	Count	349	319	668
	% within Pilot	100.0%	100.0%	100.0%
	% of Total	52.2%	47.8%	100.0%

Information Channels

General Response to Survey Question: Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in.

As summarized in Figure 8, most (67%, $N=802$) respondents would be interested in receiving information about lawn care in their water bills. Other frequently cited sources of information included a supplement in the local newspaper (64%), a web site (56%), and brochures or pamphlets (55%).

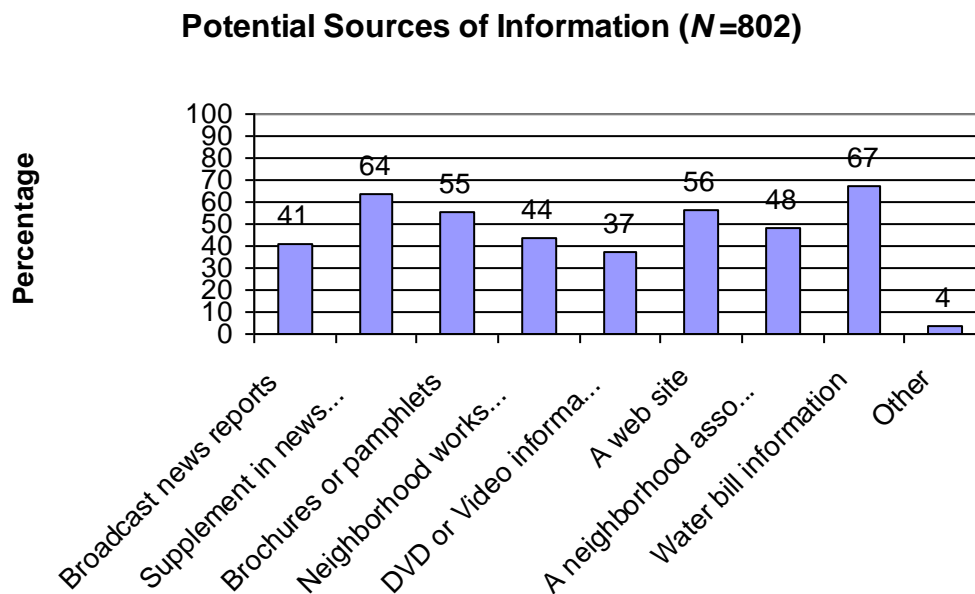


Figure 8. Potential sources of information ($N=802$)

General Response to Survey Question: And, from which of these sources would you most prefer to receive information about the best ways to water your lawn?

As summarized in Figure 9, two sources of information stood out from the rest: a supplement in the local newspaper (31%) and information in the water bill (28%).

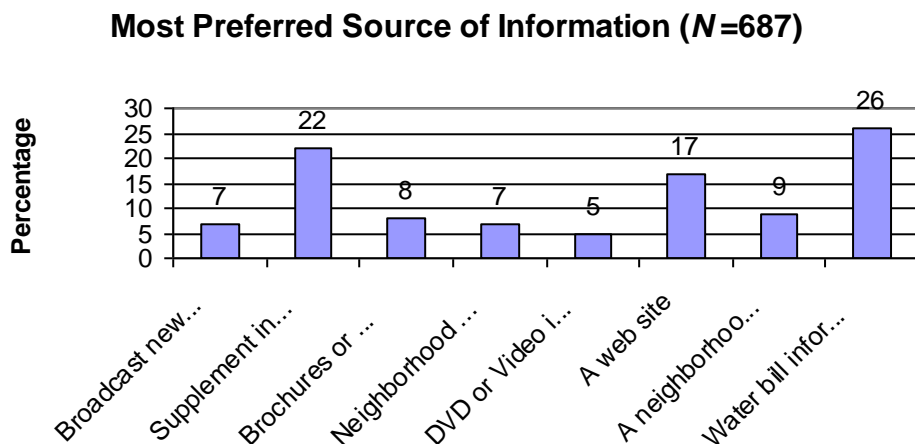


Figure 9. Most preferred sources of information (N=687).

Significant Subgroup Differences

- ◆ Those who resided in a pilot community were more likely than those living elsewhere to report a preference for community workshops (53% vs. 35%)
- ◆ Males were more likely than females to prefer DVD or video information (7% vs. 3%) or a web site (21% vs. 13%)
- ◆ Females were more likely than males to prefer a broadcast news report (9% vs. 5%), a supplement in the local newspaper (25% vs. 19%), or information in the water bill (28% vs. 24%)
- ◆ Respondents who lived in Florida year-round were more likely than those who resided in Florida part-time to prefer a broadcast news report (7% vs. 1%) or a web site (18% vs. 8%)
- ◆ Respondents who lived in Florida part-time were more likely than those who resided in Florida year-round to prefer a supplement in the local newspaper (26% vs. 21%) or a neighborhood association newsletter (24% vs. 7%)
- ◆ Respondents who reported a preference for a web site or a DVD tended to be younger than those who did not
- ◆ Respondents who preferred a neighborhood workshop or seminar tended to be older than those who did not

In addition, there were statistically and practically significant differences between pilot and non-pilot residents on sole preference (i.e., select one) for sources of information. These differences are summarized in Table 5. Overall, the ranking of sources of information is similar across pilot and non-pilot sites, with water utility bills preferred by most, followed by a newspaper supplement.

Table 5: Information Source Differences by Residential Status

Information sources		Pilot		Total
		Non-Pilot	Pilot	#
Broadcast news report	Count	33	13	46
	% within Pilot	9.1%	4.0%	6.7%
	% of Total	4.8%	1.9%	6.7%
A supplement in your local newspaper	Count	50	101	151
	% within Pilot	13.8%	31.2%	22.0%
	% of Total	7.3%	14.7%	22.0%
Brochures or pamphlets	Count	34	18	52
	% within Pilot	9.4%	5.6%	7.6%
	% of Total	4.9%	2.6%	7.6%
Neighborhood workshops and seminars	Count	21	25	46
	% within Pilot	5.8%	7.7%	6.7%
	% of Total	3.1%	3.6%	6.7%
DVD or video information programs	Count	21	11	32
	% within Pilot	5.8%	3.4%	4.7%
	% of Total	3.1%	1.6%	4.7%
A web site	Count	79	36	115
	% within Pilot	21.8%	11.1%	16.7%
	% of Total	11.5%	5.2%	16.7%
A neighborhood association newsletter	Count	31	28	59
	% within Pilot	8.5%	8.6%	8.6%
	% of Total	4.5%	4.1%	8.6%
Information on your water bill	Count	89	92	181
	% within Pilot	24.5%	28.4%	26.3%
	% of Total	13.0%	13.4%	26.3%
Other	Count	5	0	5
	% within Pilot	1.4%	.0%	.7%
	% of Total	.7%	.0%	.7%
Total	Count	363	324	687
	% within Pilot	100.0%	100.0%	100.0%
	% of Total	52.8%	47.2%	100.0%

Exposure to *Skip a Week* Campaign

General Response to Survey Question: Have you heard or seen anything in the media advising you to “Skip a Week” for watering or irrigation?

Over one third of respondents (36%, $N=786$) had heard of the *Skip a Week* campaign. Almost one in five of those who had been exposed to the campaign had heard of the *Skip a Week* campaign via the local newspaper (see Figure 10).

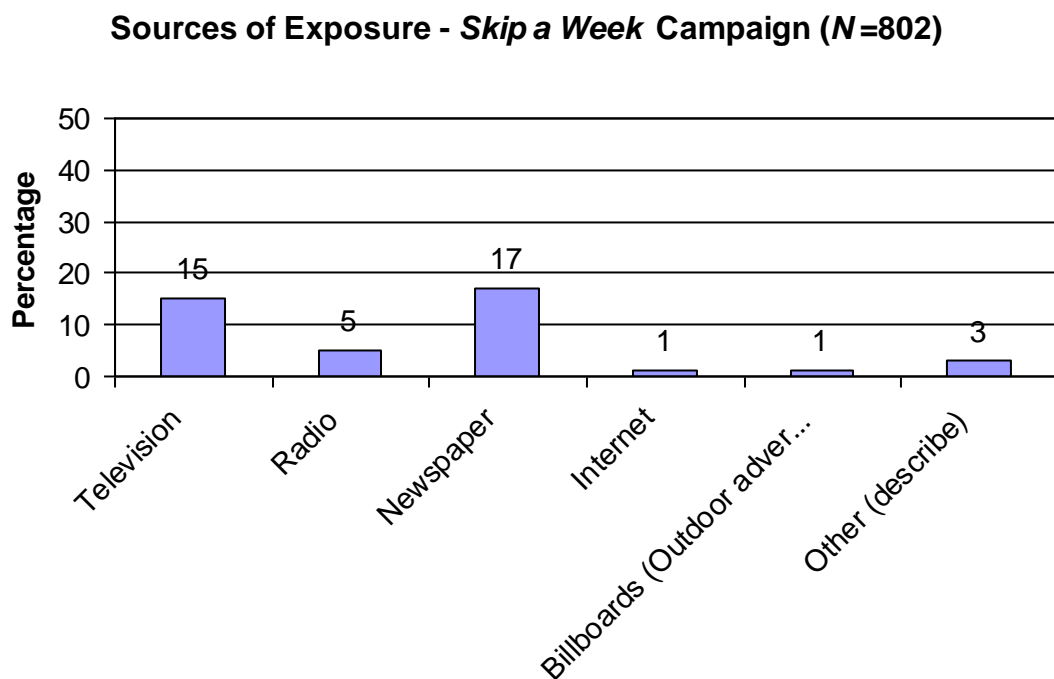


Figure 10. Sources of exposure – *Skip a Week* campaign ($N=802$).

Over half (58%, $N=276$) of those exposed to the campaign reported actually skipping a week of watering.

Significant Subgroup Differences

- ◆ Those who resided in a pilot community were more likely than those residing elsewhere to report exposure to the *Skip a Week* campaign (49% vs. 24%)

- ♦ Those who resided in a pilot community were more likely than those residing elsewhere to have been exposed to the *Skip a Week* campaign via a newspaper (25% vs. 9%)
- ♦ Those who actually skipped a week were more likely than those who did not to have a high school education level (23% vs. 10%)
- ♦ Those who did not skip a week were more likely than those who did to have an advanced degree (29% vs. 20%)
- ♦ Those who saw skip a week in the newspaper tended to be older than those who did not

Priority Target Audience Segment

Previous results were used to select an audience segment that would be targeted as part of the *skip a week and only when it hasn't rained* promotions. This segment represents an intersection between their receptivity to proposed changes and the potential impact their adoption could have on water consumption rates. Compared with others, members of this group are interested in learning more about how to keep their lawns healthy (i.e., somewhat to very interested) and support changes to community's rules and regulations to reduce lawn watering even if using less water caused lawns to be less green. This target audience segment represents over half of the entire sample surveyed (59%, $N=542$) and 64% ($N=308$) of pilot site respondents.

Watering rates for this target audience segment are included in Table 6. With or without watering restrictions in place, members of the target audience segment are exceeding recommended watering levels (on average) during the summer and winter.

Table 6: Watering Levels by Season for Members of the Target Audience Segment Per Month

Season	Restrictions	No Restrictions
Summer	4.84	6.53
Winter	3.47	4.33

Significant Subgroup Differences

- ♦ Those who were willing to skip a week of irrigation during the winter were over three times more likely than those who were not willing to be members of the target segment

Conclusions

The purpose of the survey research summarized within was to develop a strategic marketing plan. Results support the following key marketing decisions:

Priority Audience: Over half (59%) the population falls into the segment that is *Willing to Lead the Way*. Members of this group are interested in learning the best way to water their lands, and supports one or more policy changes.

Product Strategy: Core benefits (factors that motivate them to adopt the desired behavior) for skipping a week during the winter included, "It rains enough that there is no need to water" and water conservation. Core benefits for turning the sprinkler system off during the rainy months included: water conservation and "it rains enough that there is no need to water."

Pricing Strategy: The major barrier (the "cost" residents report is reason for not engaging in the desired behaviors) identified for both behaviors (winter and summer) is the belief that the lawn would suffer/grass would die.

Placement Strategy: Places for distributing potential messages include the county extension office (33%), landscapers or lawn service (17%), master gardeners (21%), and Southwest Florida Water Management District (20%).

Promotional Strategy: Most respondents (90%) were at least somewhat interested in learning more about lawn irrigation. The most preferred sources of information include information in the water bill (26%) and a supplement in the local newspaper (22%). The preferred spokesperson is a county extension representative and/or master gardener.

Appendix A. Irrigation Survey – Coded

Hello, my name is [name] and I am calling you from the Florida Survey Research Center at the University of Florida. We're conducting a brief public opinion poll about lawn watering practices.

This is not a sales call. Your answers will be completely confidential, and you may stop the interview at any time.

For most people, this survey takes less than 12 minutes to complete. May I please speak with a person in your household who is 18 years of age or older and who helps make decisions about watering your lawn or landscaping?

1. Is this a home or a business?

Home=1

Business=2

Don't Know=8

Refused=9

2. Does your home have a yard or landscaping that you water?

3. Do you have an automatic sprinkler or irrigation system?

First, we'd like to ask you a few questions about your lawn maintenance and watering.

4. Do you, or does someone else in your household, know how to turn your sprinkler or irrigation system's automatic timer on and off?

5. Which of the following best describes how you use your sprinkler system? Would you say you:

Always leave it on automatic=1

Turn it on manually as needed=2

Turn it off if it rains=3

Always leave it off=4

Other (describe)=5

Don't Know=8

Refused=9

if Q5=5

5A. Other

IF Q5=1

5B. Does your sprinkler system have a device that shuts off the system when it rains? [INT: Prompt if needed 'a rain gauge.']

Now, please consider your lawn maintenance and watering in the winter.

6. On average, how often do you water your lawn during the winter months of December, January, and February? [INT: Probe to determine the number of days per month. If respondent provides alternative response, such as days per week, convert to days per month and ask respondent if this number is correct.]

0=0

1=1

2=2

3=3

4=4

5=5

6=6

7=7

8=8

9=9

10=10

11=11

12=12

13=13

14=14

15=15

16=16

17=17

18=18

19=19

20=20

21=21

22=22

23=23

24=24

25=25

26=26

27=27

28=28

29=29

30=30

31=31

Don't know=88

Refused=99

IF Q6>=3

6A. Would you be willing to water your lawn only every other week during the winter months?

IF Q6<=2 or Q6A=1

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? [Do NOT Read. Mark ALL that apply.]

Water restrictions

Saves money

Helps the environment

Conserves water

Makes the grass healthier

Have to mow, trim, or edge the grass less often

It rains enough that there is no need to water

The grass will get brown anyway in the winter

An expert or professional advised me to

Other (describe)

Don't Know

Refused

if Q6bx9=1

6B1. other

Q6A=2

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? [Do NOT Read. Mark ALL that apply.]

Too difficult to reprogram sprinkler system

Don't want to turn the system on and off

Don't know how to turn system on and off

The lawn would suffer/Grass would die

Lawn would look less attractive

Not enough benefit to environment/water resources

Community rules/regulations require lawn maintenance/watering

It's not possible to over water in Florida, because the sandy soil drains so quickly

An expert or professional advised me not to

Other (describe)

Don't Know

Refused

Q6Cx9=1

6C1. Other

7. Next, please think about how you might water your lawn if there were no watering restrictions in place. If there were no watering restrictions in place, on average, how often would you water your lawn during the winter months of December, January, and February? [INT: Probe to determine the number of days per month. If respondent provides alternative response, such as days per week, convert to days per month and ask respondent if this number is correct.]

0=0

1=1

2=2

3=3

4=4
5=5
6=6
7=7
8=8
9=9
10=10
11=11
12=12
13=13
14=14
15=15
16=16
17=17
18=18
19=19
20=20
21=21
22=22
23=23
24=24
25=25
26=26
27=27
28=28
29=29
30=30
31=31
Don't know=88
Refused=99

Now, please consider your lawn maintenance and watering in the summer.

8. Presuming water restrictions are still in place, on average, how often will you water your lawn during the summer months of July, August, and September? [INT: Probe to determine the number of days per month. If respondent provides alternative response, such as days per week, convert to days per month and ask respondent if this number is correct.]

0=0
1=1
2=2
3=3
4=4
5=5
6=6
7=7
8=8

9=9
10=10
11=11
12=12
13=13
14=14
15=15
16=16
17=17
18=18
19=19
20=20
21=21
22=22
23=23
24=24
25=25
26=26
27=27
28=28
29=29
30=30
31=31
Don't know=88
Refused=99

IF Q8<>0

8A. During the summer months of July, August, and September, would you be willing to only water your lawn if it hasn't rained?

IF Q8=0 or Q8A=1

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

[checkbox1,1-9

Water restrictions

Saves money

Helps the environment

Conserves water

Makes the grass healthier

Have to mow, trim, or edge the grass less often

It rains enough that there is no need to water

An expert or professional advised me to

Other (describe)

Don't Know

Refused

if Q8Bx8=1

8B1. Other

IF Q8A=2

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

Too difficult to reprogram sprinkler system

Don't want to turn the system on and off

Don't know how to turn the system on and off

The lawn would suffer/grass would die

Lawn would look less attractive

Not enough benefit to environment/water resources

Community rules/regulations require lawn maintenance/watering

It's not possible to over water in Florida, because the sandy soil drains so quickly

An expert or professional advised me not to

Other (describe)

Don't Know

Refused

Q8Cx9=1

8C1. Other

9.Next, please think about how you might water your lawn if there were no watering restrictions in place. If there were no watering restrictions in place, how often would you water your lawn in the summer months of July, August, and September? [INT: Probe to determine the number of days per month. If respondent provides alternative response, such as days per week, convert to days per month and ask respondent if this number is correct.]

0=0

1=1

2=2

3=3

4=4

5=5

6=6

7=7

8=8

9=9

10=10

11=11

12=12

13=13

14=14

15=15

16=16

17=17
18=18
19=19
20=20
21=21
22=22
23=23
24=24
25=25
26=26
27=27
28=28
29=29
30=30
31=31
Don't know=88
Refused=99

Now, we have a few questions about lawn care in your neighborhood.

10. Do you live in a community that has rules and regulations about lawn maintenance?

If Q10=1

10A. Would you support changes to your community's rules and regulations to reduce lawn watering even if using less water caused the lawns to be less green?

10B. Would you support suspending enforcement of your community's rules and regulations during a water shortage?

Next, we'd like to ask your opinions about landscaping and water use.

I'll read you a list of statements about landscaping and lawn care. Using a scale from 1 to 5, where 1 is "strongly disagree" and 5 is "strongly agree," please tell me how much you agree or disagree with each.

11A. I take pride in how my lawn or landscaping looks

1=1
2=2
3=3
4=4
5=5
Don't know=8
Refused=9

11B. I don't care much about what my friends or neighbors think about my lawn or landscaping
1=1

2=2
3=3
4=4
5=5
Don't know=8
Refused=9

11C.It is not possible to over-water my lawn.

1=1
2=2
3=3
4=4
5=5
Don't know=8
Refused=9

11D.People should be required to turn off their sprinkler system if they leave town for the summer months

1=1
2=2
3=3
4=4
5=5
Don't know=8
Refused=9

11E.It doesn't bother me if my grass turns a bit brown during the winter months

1=1
2=2
3=3
4=4
5=5
Don't know=8
Refused=9

Next, I'll read you a list of statements about water use. Using the same scale, [INT: Repeat as needed: a scale from 1 to 5, where 1 is "strongly disagree" and 5 is "strongly agree"] please tell me how much you agree or disagree with each.</i>

12A.The cost of water does not affect my usage

1=1
2=2
3=3
4=4
5=5
Don't know=8

Refused=9

12B.I am concerned about the water resources in West Central Florida

1=1

2=2

3=3

4=4

5=5

Don't know=8

Refused=9

12C.The area where I live does not currently have a water shortage

1=1

2=2

3=3

4=4

5=5

Don't know=8

Refused=9

12D.I do what I can to protect Florida's environment

1=1

2=2

3=3

4=4

5=5

Don't know=8

Refused=9

12E.I do not want my neighbors to think I use too much water

1=1

2=2

3=3

4=4

5=5

Don't know=8

Refused=9

13.How interested are you in learning the best way to water your lawn to keep it healthy? Would you say that you're:

Very interested=3

Somewhat interested=2

Not at all interested=1

Don't know=8

Refused=9

14.I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn:

(**INT: IF More than one response**: *And, which of these would you trust the most to provide you with information about the best ways to water your lawn?*)

Lawn or landscaping service or professional

County extension office

Master Gardener

Southwest Florida Water Management District [INT: Prompt if needed or asked:Swiftmud; SWFWMD]

Your neighbors

Homeowners' Association

Other (describe)

Don't know

Refused

if Q14x6=1

14A. Other

15.Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in.

IF More than one response: And, from which of these sources would you most prefer to receive information about the best ways to water your lawn?

Broadcast news reports

A supplement in your local newspaper

Brochures or pamphlets

Neighborhood workshops and seminars

DVD or Video information programs

A web site

A neighborhood association newsletter

Information on your water bill

Other (describe)

Don't know

Refused

if Q15x8=1

15A. Other

16.Have you heard or seen anything in the media advising you to "Skip a Week" for watering or irrigation?

if Q16=1

16A. Where did you hear or see the "Skip a Week" message? [INT: Do not read. Mark all that apply. Prompt if needed.]

Television
Radio
Newspaper
Internet
Billboards (Outdoor advertising)
Other (describe)
Don't know
Refused

if Q16Ax5=1
16A1. Other

16B. Did the "Skip a Week" message prompt you to actually skip a week of watering your lawn?

17. Have you heard or seen anything in the media advising you to turn off your sprinkler or irrigation system during the rainy months?

Finally, we just have a few demographic questions for statistical purposes.

18. Gender [Don't ask, just record.]
Male=1
Female=2

19. What is your five-digit zip code? (INT: Read the zipcode to the respondent in order to check it before you move on.)

20. Do you live in Florida year-round, or just part of the year?
Year-round=1
Part of year=2
Don't Know=8
Refused=9

21. Is the water you use to water your lawn:
Provided by the City=1
Well water=2
Reclaimed water=3
Other (describe)=4
Don't Know=8
Refused=9

if Q21=4
21A. Other

22. What is the highest level of education you have completed so far? [INT: Prompt if needed with response categories]

Less than high school=1
High school graduate/GED=2
Some College=3
College graduate=4
Advanced degree=5
Refused=9

23. Which of the following categories includes your age?

Under age 25=1
25 to 44=2
45 to 64=3
65 to 75=4
Over 75=5
Refused=9

24. Are you Spanish, Hispanic, or Latino? [INT: Prompt if needed: For example, Cuban, Puerto Rican, Mexican American, etc.]

25. And how do you identify yourself in terms of race? [INT: Prompt if needed with response categories; Mark ALL that apply.]

White
Black/African American
Asian/Pacific Islander
Native American
Other (describe)
Don't Know
Refused

if Q25x4=1
25A. Other

26. What's the primary language spoken in your home? (INT: Prompt with list if necessary)

English=1
Spanish=2
Creole=3
Other (describe)=4
Don't Know=8
Refused=9

if Q26=4
26A. Other

27. Adding up all the income you and other people who live with you received from any jobs and other assistance for the year 2007, would you say your total household income before taxes was less than \$35,000 or \$35,000 or more?

Less than \$35,000=1

\$35,000 or more=2

Don't Know=8

Refused=9

IF Q27=1

27A. And, is that:

Under \$20,000=1

\$20,000 to \$34,999=2

Don't Know=8

Refused=9

IF Q27=2

27B. And, is that:

\$35,000 to \$49,999=1

\$50,000 to \$74,999=2

\$75,000 to \$99,999=3

\$100,000 or more=4

Don't Know=8

Refused=9

28. Do you have any questions regarding this study or your rights as a research participant?

if Q28=1

For questions regarding this study, you may contact Dr. Michael Scicchitano at the Florida Survey Research Center toll-free at 866-392-3475. For questions regarding your rights as a research participant, you may contact the University of Florida Institutional Review Board at 352-392-0433.

That completes our survey. Your answers will be used to help us learn more about how to protect Florida's water supply. Thank you very much for your time and participation in this important study.

terminate

If Q1 is: not a home:

"I'm sorry, we're only completing surveys of residences. Thank you for your time."

If Q2 is: no yard or landscaping:

"I'm sorry, we're only completing surveys with people who have yards or landscapes that they water. Thank you for your time."

If Q3 is: no automatic sprinkler system:

"I'm sorry, we're only completing surveys with people who have automatic sprinklers or irrigation systems. Thank you for your time."

Appendix B. Survey Completion

The low response rate and inordinate amount of time required to complete the irrigation survey reflect several factors described below.

Sample

A Random Digit Dialing (RDD) sample was used instead of a listed sample in the district-wide survey. A RDD sample is created by using known area codes and prefixes and then randomly generating the last four digits of the telephone number. The advantage of a RDD sample is that it provides access to all potential respondents in an area while a listed sample may exclude some individuals such as those with unlisted numbers. The disadvantage is that many of the numbers that are received from the sampling company may be non-working numbers or businesses. As a result, many calls are made before a potential respondent can be located.

Qualified Respondents

The factor that has the greatest impact on the time required to complete any project is the requirement to locate qualified respondents. For the irrigation survey, to be eligible, individuals had to have a lawn and landscaping that they water and also have an automatic sprinkling system. These exclusionary criteria, particularly the requirement to have an automatic sprinkling system, were significant impediments to acquiring the requisite sample.

Many of the potential respondents that were reached were not qualified because they either lived in a dwelling such as an apartment, which had no yard, or they did not have an automatic sprinkling system. For example, of the individuals who were contacted, who were willing to complete the survey and had a lawn and landscaping, 49% did not have an automatic sprinkler or irrigation system. At the outset, it was not certain how difficult it would be to locate qualified respondents. In the end it proved very difficult. The difficulty of locating qualified respondents was especially evident in the district-wide (RDD) survey but also evident in the pilot communities' sample where a significant number of potential respondents in the non-Villages communities did not have automatic sprinkling systems.

Willingness to Complete a Survey

Another factor that affects the time to complete a project is the respondents' willingness to complete the survey. Some surveys, such as community surveys in which respondents are asked about public services and other issues that directly affect their lives, typically have higher participation rates because people have a greater interest in the topic. A survey about lawn watering practices proved of much less interest to respondents because they may not see a direct connection to their lives.

Appendix C. General Methods Description

Descriptive statistics were calculated for each survey item, including frequencies, means, and standard deviations, where appropriate. Bivariate tests of statistical significance included chi-squared tests of independence, Pearson and Spearman correlations, and independent samples t-tests. Binomial logistic regression was used to examine multivariate predictors of key outcome variables. Exploratory factor analysis, using the preliminary sample of 403, was conducted using attitudinal items (see Appendix D). Finally, CHAID (Chi-squared Automatic Interaction Detection) was used to segment audiences relevant to key outcome variables (e.g., willingness to water every other week during the winter). Statistical significance was set at $p < .05$. Findings were included if they were both statistically significant and practically significant (i.e., Cramer's $V=15$, Cohen's $d=.50$, or odds ratio=1.50).

Appendix D. Basic Descriptives (N=802)

1. Is this a home or a business?

Q1_Home

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Home	802	100.0	100.0	100.0

2. Does your home have a yard or landscaping that you water?

Q2_Yard

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	802	100.0	100.0	100.0

3. Do you have an automatic sprinkler or irrigation system?

Q3_Irrigation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	802	100.0	100.0	100.0

4. Do you, or does someone else in your household, know how to turn your sprinkler or irrigation system's automatic timer on and off?

Q4_Know_Sprinkler_On

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	765	95.4	95.9	95.9
No	33	4.1	4.1	100.0
Total	798	99.5	100.0	
Missing System	4	.5		
Total	802	100.0		

5. Which of the following best describes how you use your sprinkler

Q5_Use_sprinkler

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always leave it on automatic	321	40.0	40.3	40.3
	Turn it on manually as needed	294	36.7	36.9	77.2
	Turn it off if it rains	125	15.6	15.7	92.8
	Always leave it off	39	4.9	4.9	97.7
	Other	18	2.2	2.3	100.0
	Total	797	99.4	100.0	
Missing	System	5	.6		
Total		802	100.0		

system?

5B. Does your sprinkler system have a device that shuts off the system when it rains?

Q5B_Rain_Gauge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	256	31.9	83.4	83.4
	No	51	6.4	16.6	100.0
	Total	307	38.3	100.0	
Missing	System	495	61.7		
Total		802	100.0		

6A. Would you be willing to water your lawn only every other week during the winter months?

Q6A_EOW_Winter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	349	43.5	69.8	69.8
	No	151	18.8	30.2	100.0
	Total	500	62.3	100.0	
Missing	System	302	37.7		
Total		802	100.0		

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? [Do NOT Read. Mark ALL that apply.]

Water Restrictions

Q6Bx0_Win_Wat_Res

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	741	92.4	92.4	92.4
	Yes	61	7.6	7.6	100.0
	Total	802	100.0	100.0	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? [Do NOT Read. Mark ALL that apply.]

Would Save Money

Q6Bx1_Win_Sav_Money

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	768	95.8	95.8	95.8
	Yes	34	4.2	4.2	100.0
	Total	802	100.0	100.0	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? [Do NOT Read. Mark ALL that apply.]

Helps the Environment

Q6Bx2_Win_Hlps_Environ

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	786	98.0	98.0	98.0
	Yes	16	2.0	2.0	100.0
	Total	802	100.0	100.0	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? [Do NOT Read. Mark ALL that apply.]

It Conserves Water

Q6Bx3_Win_Cnsvs_Water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	682	85.0	85.0	85.0
	Yes	120	15.0	15.0	100.0
	Total	802	100.0	100.0	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? [Do NOT Read. Mark ALL that apply.]

It Makes the Grass Healthier

Q6Bx4_Win_Gras_Health

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	756	94.3	94.3	94.3
	Yes	46	5.7	5.7	100.0
	Total	802	100.0	100.0	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? [Do NOT Read. Mark ALL that apply.]

Have to Mow Less Often

Q6Bx5_Win_Mow_Ls_Often

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	788	98.3	98.3	98.3
	Yes	14	1.7	1.7	100.0
	Total	802	100.0	100.0	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? [Do NOT Read. Mark ALL that apply.]

It Rains Enough There is No Need to Water

Q6Bx6_Win_Rains_Enough

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	599	74.7	74.7	74.7
	Yes	203	25.3	25.3	100.0
	Total	802	100.0	100.0	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? [Do NOT Read. Mark ALL that apply.]

The Grass Would Turn Brown Anyway in the Winter

Q6Bx7_Win_Brwn_Anwy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	748	93.3	93.3	93.3
	Yes	54	6.7	6.7	100.0
	Total	802	100.0	100.0	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? [Do NOT Read. Mark ALL that apply.]

An expert or professional advised me to

Q6Bx8_Win_Expert

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	792	98.8	98.8	98.8
	Yes	10	1.2	1.2	100.0
	Total	802	100.0	100.0	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? [Do NOT Read. Mark ALL that apply.]

Other

Q6Bx9_Win_Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	667	83.2	83.2	83.2
	Yes	135	16.8	16.8	100.0
	Total	802	100.0	100.0	

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? [Do NOT Read. Mark ALL that apply.]

Too difficult to reprogram sprinkler system

Q6Cx0_Win_reprgm

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	802	100.0	100.0	100.0

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? [Do NOT Read. Mark ALL that apply.]

Don't want to turn the system on and off

Q6Cx1_Win_dnt_want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	800	99.8	99.8	99.8
	Yes	2	.2	.2	100.0
	Total	802	100.0	100.0	

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? [Do NOT Read. Mark ALL that apply.]

Don't know how to turn system on and off

Q6Cx2_Win_dnt_know

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	802	100.0	100.0	100.0

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? [Do NOT Read. Mark ALL that apply.]

The lawn would suffer/Grass would die

Q6Cx3_Win_lwn_suffer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	710	88.5	88.5	88.5
	Yes	92	11.5	11.5	100.0
	Total	802	100.0	100.0	

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? [Do NOT Read. Mark ALL that apply.]

Lawn would look less attractive

Q6Cx4_Win_lwn_less_att

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	772	96.3	96.3	96.3
	Yes	30	3.7	3.7	100.0
	Total	802	100.0	100.0	

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? [Do NOT Read. Mark ALL that apply.]

Not enough benefit to environment/water resources

Q6Cx5_Win_nt_engh_benefit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	793	98.9	98.9	98.9
	Yes	9	1.1	1.1	100.0
	Total	802	100.0	100.0	

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? [Do NOT Read. Mark ALL that apply.]

Community rules/regulations require lawn maintenance/watering

Q6Cx6_Win_com_rules

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	787	98.1	98.1	98.1
	Yes	15	1.9	1.9	100.0
	Total	802	100.0	100.0	

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? [Do NOT Read. Mark ALL that apply.]

It's not possible to over water in Florida, because the sandy soil drains so quickly

Q6Cx7_Win_water_drains

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	800	99.8	99.8	99.8
	Yes	2	.2	.2	100.0
	Total	802	100.0	100.0	

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? [Do NOT Read. Mark ALL that apply.]

An expert or professional advised me not to

Q6Cx8_Win_expert

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	801	99.9	99.9	99.9
	Yes	1	.1	.1	100.0
	Total	802	100.0	100.0	

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? [Do NOT Read. Mark ALL that apply.]

Other

Q6Cx9_Win_other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	772	96.3	96.3	96.3
	Yes	30	3.7	3.7	100.0
	Total	802	100.0	100.0	

8A. During the summer months of July, August, and September, would you be willing to only water your lawn if it hasn't rained?

Q8A_Sum_OIRains

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	640	79.8	89.5	89.5
	No	75	9.4	10.5	100.0
	Total	715	89.2	100.0	
Missing	System	87	10.8		
Total		802	100.0		

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

Water Restrictions

Q8Bx0_Sum_Wtr_Rest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	742	92.5	92.5	92.5
	Yes	60	7.5	7.5	100.0
	Total	802	100.0	100.0	

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

Saves Money

Q8Bx1_Sum_Svs_Money

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	741	92.4	92.4	92.4
	Yes	61	7.6	7.6	100.0
	Total	802	100.0	100.0	

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

Helps the Environment

Q8Bx2_Sum_Hlps_Env

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	780	97.3	97.3	97.3
	Yes	22	2.7	2.7	100.0
	Total	802	100.0	100.0	

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

Conserves Water

Q8Bx3_Sum_Cons_Water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	622	77.6	77.6	77.6
	Yes	180	22.4	22.4	100.0
	Total	802	100.0	100.0	

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

Makes the grass healthier

Q8Bx4_Sum_Grass_Healthier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	680	84.8	84.8	84.8
	Yes	122	15.2	15.2	100.0
	Total	802	100.0	100.0	

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

Have to mow, trim, or edge the grass less often

Q8Bx5_Sum_Mow_LS_often

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	784	97.8	97.8	97.8
	Yes	18	2.2	2.2	100.0
	Total	802	100.0	100.0	

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

It rains enough that there is no need to water

Q8Bx6_Sum_No_Need

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	565	70.4	70.4	70.4
	Yes	237	29.6	29.6	100.0
	Total	802	100.0	100.0	

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

An expert or professional advised me to

Q8Bx7_Sum_Expert

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	800	99.8	99.8	99.8
	Yes	2	.2	.2	100.0
	Total	802	100.0	100.0	

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

Other

Q8Bx8_Sum_Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	686	85.5	85.5	85.5
	Yes	116	14.5	14.5	100.0
	Total	802	100.0	100.0	

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

Too difficult to reprogram sprinkler system

Q8Cx0_Sum_too_diff

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	800	99.8	99.8	99.8
	Yes	2	.2	.2	100.0
	Total	802	100.0	100.0	

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

Don't want to turn the system on and off

Q8Cx1_Sum_dnt_want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	802	100.0	100.0	100.0

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

Don't know how to turn the system on and off

Q8Cx2_Sum_dnt_know

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	802	100.0	100.0	100.0

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

The lawn would suffer/grass would die

Q8Cx3_Sum_grss_die

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	766	95.5	95.5	95.5
	Yes	36	4.5	4.5	100.0
	Total	802	100.0	100.0	

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

Lawn would look less attractive

Q8Cx4_Sum_less_att

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	791	98.6	98.6	98.6
	Yes	11	1.4	1.4	100.0
	Total	802	100.0	100.0	

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

Not enough benefit to environment/water resources

Q8Cx5_Sum_nt_enough

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	800	99.8	99.8	99.8
	Yes	2	.2	.2	100.0
	Total	802	100.0	100.0	

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

Community rules/regulations require lawn maintenance/watering

Q8Cx6_Sum_Com_rules

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	793	98.9	98.9	98.9
	Yes	9	1.1	1.1	100.0
	Total	802	100.0	100.0	

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

It's not possible to over water in Florida, because the sandy soil drains so quickly

Q8Cx7_Sum_Soil_drains

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	802	100.0	100.0	100.0

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

An expert or professional advised me not to

Q8Cx8_Sum_expert

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	802	100.0	100.0	100.0

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? [Do NOT Read. Mark ALL that apply.]

Other

Q8Cx9_Sum_other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	782	97.5	97.5	97.5
	Yes	20	2.5	2.5	100.0
	Total	802	100.0	100.0	

10. Do you live in a community that has rules and regulations about lawn maintenance?

Q10_Res_Com

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	615	76.7	77.9	77.9
	No	174	21.7	22.1	100.0
	Total	789	98.4	100.0	
Missing	System	13	1.6		
Total		802	100.0		

10A. Would you support changes to your community's rules and regulations to reduce lawn watering even if using less water caused the lawns to be less green?

Q10A_Support_changes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	354	44.1	64.8	64.8
	No	192	23.9	35.2	100.0
	Total	546	68.1	100.0	
Missing	System	256	31.9		
Total		802	100.0		

10B. Would you support suspending enforcement of your community's rules and regulations during a water shortage?

Q10B_Suspension

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	470	58.6	82.2	82.2
	No	102	12.7	17.8	100.0
	Total	572	71.3	100.0	
Missing	System	230	28.7		
Total		802	100.0		

11A. I take pride in how my lawn or landscaping looks

Q11A_Pride

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	.7	.7	.7
	Disagree	13	1.6	1.6	2.4
	Neutral	109	13.6	13.6	16.0
	Agree	190	23.7	23.7	39.7
	Strongly agree	483	60.2	60.3	100.0
	Total	801	99.9	100.0	
Missing	System	1	.1		
Total		802	100.0		

11B. I don't care much about what my friends or neighbors think about my lawn or landscaping

Q11B_Dont_care

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	267	33.3	33.5	33.5
	Disagree	130	16.2	16.3	49.7
	Neutral	193	24.1	24.2	73.9
	Agree	96	12.0	12.0	86.0
	Strongly agree	112	14.0	14.0	100.0
	Total	798	99.5	100.0	
Missing	System	4	.5		
Total		802	100.0		

11C. It is not possible to over-water my lawn.

Q11C_Cant_Ov rwtr

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	317	39.5	40.0	40.0
	Agree	69	8.6	8.7	48.7
	Neutral	46	5.7	5.8	54.5
	Disagree	59	7.4	7.4	62.0
	Strongly disagree	301	37.5	38.0	100.0
	Total	792	98.8	100.0	
Missing	System	10	1.2		
Total		802	100.0		

11D. People should be required to turn off their sprinkler system if they leave town for the summer months

Q11D_Lve_summer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	297	37.0	38.2	38.2
	Disagree	169	21.1	21.7	59.9
	Neutral	136	17.0	17.5	77.4
	Agree	52	6.5	6.7	84.1
	Strongly agree	124	15.5	15.9	100.0
	Total	778	97.0	100.0	
Missing	System	24	3.0		
Total		802	100.0		

11E. It doesn't bother me if my grass turns a bit brown during the winter months

Q11E_bit_brown

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	71	8.9	8.9	8.9
	Disagree	72	9.0	9.1	18.0
	Neutral	177	22.1	22.3	40.3
	Agree	197	24.6	24.8	65.0
	Strongly agree	278	34.7	35.0	100.0
	Total	795	99.1	100.0	
Missing	System	7	.9		
Total		802	100.0		

12A. The cost of water does not affect my usage

Q12A_cost_water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	204	25.4	25.7	25.7
	Agree	103	12.8	13.0	38.7
	Neutral	166	20.7	20.9	59.6
	Disagree	124	15.5	15.6	75.2
	Strongly disagree	197	24.6	24.8	100.0
	Total	794	99.0	100.0	
Missing	System	8	1.0		
Total		802	100.0		

12B. I am concerned about the water resources in West Central Florida

Q12B_concerned

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	25	3.1	3.2	3.2
	Disagree	12	1.5	1.5	4.7
	Neutral	53	6.6	6.7	11.4
	Agree	145	18.1	18.4	29.7
	Strongly Agree	555	69.2	70.3	100.0
	Total	790	98.5	100.0	
Missing	System	12	1.5		
Total		802	100.0		

12C. The area where I live does not currently have a water shortage

Q12C_no_shortage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	220	27.4	29.8	29.8
	Agree	113	14.1	15.3	45.1
	Neutral	102	12.7	13.8	58.9
	Disagree	101	12.6	13.7	72.5
	Strongly disagree	203	25.3	27.5	100.0
	Total	739	92.1	100.0	
Missing	System	63	7.9		
Total		802	100.0		

12D. I do what I can to protect Florida's environment

Q12D_protect

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	11	1.4	1.4	1.4
	Disagree	11	1.4	1.4	2.8
	Neutral	51	6.4	6.4	9.1
	Agree	183	22.8	22.9	32.0
	Strongly agree	544	67.8	68.0	100.0
	Total	800	99.8	100.0	
Missing	System	2	.2		
Total		802	100.0		

12E. I do not want my neighbors to think I use too much water

Q12E_use_too_much

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	125	15.6	16.0	16.0
	Disagree	70	8.7	9.0	25.0
	Neutral	174	21.7	22.3	47.2
	Agree	137	17.1	17.5	64.8
	Strongly agree	275	34.3	35.2	100.0
	Total	781	97.4	100.0	
Missing	System	21	2.6		
Total		802	100.0		

13. How interested are you in learning the best way to water your lawn to keep it healthy?

Q13_interested

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all interested	85	10.6	10.7	10.7
	Somewhat interested	269	33.5	33.8	44.4
	Very interested	443	55.2	55.6	100.0
	Total	797	99.4	100.0	
Missing	System	5	.6		
Total		802	100.0		

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn:

Lawn or landscaping service or professional

Q14x0_lawn_service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	322	40.1	40.1	40.1
	Yes	480	59.9	59.9	100.0
	Total	802	100.0	100.0	

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn:

County extension office

Q14x1_cnty_extension

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	225	28.1	28.1	28.1
	Yes	577	71.9	71.9	100.0
	Total	802	100.0	100.0	

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn:

Master Gardener

Q14x2_mstr_gardner

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	245	30.5	30.5	30.5
	Yes	557	69.5	69.5	100.0
	Total	802	100.0	100.0	

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn:

Southwest Florida Water Management District

Q14x3_SWFMD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	303	37.8	37.8	37.8
	Yes	499	62.2	62.2	100.0
	Total	802	100.0	100.0	

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn:

Your neighbors

Q14x4_neighbors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	679	84.7	84.7	84.7
	Yes	123	15.3	15.3	100.0
	Total	802	100.0	100.0	

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn:

Homeowners' Association

Q14x5_home_ass

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	608	75.8	75.8	75.8
	Yes	194	24.2	24.2	100.0
	Total	802	100.0	100.0	

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn:

Other

Q14x6_other_spks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	743	92.6	92.6	92.6
	Yes	59	7.4	7.4	100.0
	Total	802	100.0	100.0	

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. And, which of these would you trust the most to provide you with information about the best ways to water your lawn?

Q14MM2_trust_most

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lawn or landscaping service or professional	115	14.3	17.2	17.2
	County extension office	223	27.8	33.4	50.6
	Master gardener	141	17.6	21.1	71.7
	SWFWMD	132	16.5	19.8	91.5
	Your neighbors	9	1.1	1.3	92.8
	Homeowners' association	24	3.0	3.6	96.4
	Other	24	3.0	3.6	100.0
	Total	668	83.3	100.0	
Missing	System	134	16.7		
Total		802	100.0		

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in.

Broadcast news reports

Q15x0_new s

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	470	58.6	58.6	58.6
	Yes	332	41.4	41.4	100.0
	Total	802	100.0	100.0	

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in.

A supplement in your local newspaper

Q15x1_new spaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	291	36.3	36.3	36.3
	Yes	511	63.7	63.7	100.0
	Total	802	100.0	100.0	

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in.

Brochures or pamphlets

Q15x2_brochure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	363	45.3	45.3	45.3
	Yes	439	54.7	54.7	100.0
	Total	802	100.0	100.0	

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in.

Neighborhood workshops and seminars

Q15x3_workshop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	450	56.1	56.1	56.1
	Yes	352	43.9	43.9	100.0
	Total	802	100.0	100.0	

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in.

DVD or Video information programs

Q15x4_DVD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	503	62.7	62.7	62.7
	Yes	299	37.3	37.3	100.0
	Total	802	100.0	100.0	

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in.

A web site

Q15x5_web_site

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	351	43.8	43.8	43.8
	Yes	451	56.2	56.2	100.0
	Total	802	100.0	100.0	

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in.

A neighborhood association newsletter

Q15x6_new sletter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	421	52.5	52.5	52.5
	Yes	381	47.5	47.5	100.0
	Total	802	100.0	100.0	

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in.

Information on your water bill

Q15x7_waterbill

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	268	33.4	33.4	33.4
	Yes	534	66.6	66.6	100.0
	Total	802	100.0	100.0	

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in.

Other

Q15x8_other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	768	95.8	95.8	95.8
	Yes	34	4.2	4.2	100.0
	Total	802	100.0	100.0	

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. And, from which of these sources would you most prefer to receive information about the best ways to water your lawn?

Q15MM2_most_prefer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Broadcast news report	46	5.7	6.7	6.7
	A supplement in your local newspaper	151	18.8	22.0	28.7
	Brochures or pamphlets	52	6.5	7.6	36.2
	Neighborhood workshops and seminars	46	5.7	6.7	42.9
	DVD or video information programs	32	4.0	4.7	47.6
	A web site	115	14.3	16.7	64.3
	A neighborhood association newsletter	59	7.4	8.6	72.9
	Information on your water bill	181	22.6	26.3	99.3
	Other	5	.6	.7	100.0
	Total	687	85.7	100.0	
Missing	System	115	14.3		
Total		802	100.0		

16. Have you heard or seen anything in the media advising you to "Skip a Week" for watering or irrigation?

Q16_skipaweek

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	284	35.4	36.1	36.1
	No	502	62.6	63.9	100.0
	Total	786	98.0	100.0	
Missing	System	16	2.0		
Total		802	100.0		

16A. Where did you hear or see the "Skip a Week" message? [INT: Do not read. Mark all that apply. Prompt if needed.]

Television

Q16Ax0_sw_tv

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	682	85.0	85.0	85.0
	Yes	120	15.0	15.0	100.0
	Total	802	100.0	100.0	

16A. Where did you hear or see the "Skip a Week" message? [INT: Do not read. Mark all that apply. Prompt if needed.]

Radio

Q16Ax1_sw_radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	762	95.0	95.0	95.0
	Yes	40	5.0	5.0	100.0
	Total	802	100.0	100.0	

16A. Where did you hear or see the "Skip a Week" message? [INT: Do not read. Mark all that apply. Prompt if needed.]

Newspaper

Q16Ax2_sw_newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	670	83.5	83.5	83.5
	Yes	132	16.5	16.5	100.0
	Total	802	100.0	100.0	

16A. Where did you hear or see the "Skip a Week" message? [INT: Do not read. Mark all that apply. Prompt if needed.]

Internet

Q16Ax3_sw_internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	798	99.5	99.5	99.5
	Yes	4	.5	.5	100.0
	Total	802	100.0	100.0	

16A. Where did you hear or see the "Skip a Week" message? [INT: Do not read. Mark all that apply. Prompt if needed.]

Billboards

Q16Ax4_sw_billboards

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	797	99.4	99.4	99.4
	Yes	5	.6	.6	100.0
	Total	802	100.0	100.0	

16A. Where did you hear or see the "Skip a Week" message? [INT: Do not read. Mark all that apply. Prompt if needed.]

Other

Q16Ax5_sw_other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	776	96.8	96.8	96.8
	Yes	26	3.2	3.2	100.0
	Total	802	100.0	100.0	

16B. Did the "Skip a Week" message prompt you to actually skip a week of watering your lawn?

Q16B_did_sw

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	159	19.8	57.6	57.6
	No	117	14.6	42.4	100.0
	Total	276	34.4	100.0	
Missing	System	526	65.6		
Total		802	100.0		

17. Have you heard or seen anything in the media advising you to turn off your sprinkler or irrigation system during the rainy months?

Q17_off_rny_mnths

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	311	38.8	40.5	40.5
	No	456	56.9	59.5	100.0
	Total	767	95.6	100.0	
Missing	System	35	4.4		
Total		802	100.0		

18. Gender [Don't ask, just record.]

Q18_gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	383	47.8	47.8	47.8
	Female	419	52.2	52.2	100.0
	Total	802	100.0	100.0	

20. Do you live in Florida year-round, or just part of the year?

Q20_year_round

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Year-round	715	89.2	89.8	89.8
	Part of the year	81	10.1	10.2	100.0
	Total	796	99.3	100.0	
Missing	System	6	.7		
Total		802	100.0		

21. Is the water you use to water your lawn:

Q21_water_source

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Provided by the city	326	40.6	42.6	42.6
	Well water	106	13.2	13.9	56.5
	Reclaimed water	304	37.9	39.7	96.2
	Other	29	3.6	3.8	100.0
	Total	765	95.4	100.0	
Missing	System	37	4.6		
Total		802	100.0		

22. What is the highest level of education you have completed so far?

Q22_education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than high school	4	.5	.5	.5
	High school graduate/GED	130	16.2	16.7	17.2
	Some college	199	24.8	25.5	42.7
	College graduate	269	33.5	34.5	77.3
	Advanced degree	177	22.1	22.7	100.0
	Total	779	97.1	100.0	
Missing	System	23	2.9		
Total		802	100.0		

23. Which of the following categories includes your age?

Q23_age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under age 25	6	.7	.8	.8
	25 to 44	90	11.2	11.5	12.2
	45 to 64	331	41.3	42.2	54.4
	65 to 75	279	34.8	35.5	89.9
	Over 75	79	9.9	10.1	100.0
	Total	785	97.9	100.0	
Missing	System	17	2.1		
Total		802	100.0		

24. Are you Spanish, Hispanic, or Latino?

Q24_hispanic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	28	3.5	3.5	3.5
	No	762	95.0	96.5	100.0
	Total	790	98.5	100.0	
Missing	System	12	1.5		
Total		802	100.0		

25. And how do you identify yourself in terms of race?

White

Q25x0_ white

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	79	9.9	9.9	9.9
	Yes	723	90.1	90.1	100.0
	Total	802	100.0	100.0	

25. And how do you identify yourself in terms of race?

Black/African American

Q25x1_ african

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	785	97.9	97.9	97.9
	Yes	17	2.1	2.1	100.0
	Total	802	100.0	100.0	

25. And how do you identify yourself in terms of race?

Asian/Pacific Islander

Q25x2_ asian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	800	99.8	99.8	99.8
	Yes	2	.2	.2	100.0
	Total	802	100.0	100.0	

25. And how do you identify yourself in terms of race?

Native American

Q25x3_ Native

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	797	99.4	99.4	99.4
	Yes	5	.6	.6	100.0
	Total	802	100.0	100.0	

25. And how do you identify yourself in terms of race?

Other

Q25x4_other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	777	96.9	96.9	96.9
	Yes	25	3.1	3.1	100.0
	Total	802	100.0	100.0	

26. What's the primary language spoken in your home?

Q26_language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	784	97.8	98.6	98.6
	Spanish	4	.5	.5	99.1
	Other	7	.9	.9	100.0
	Total	795	99.1	100.0	
Missing	System	7	.9		
Total		802	100.0		

27. Adding up all the income you and other people who live with you received from any jobs and other assistance for the year 2007, would you say your total household income before taxes was less than \$35,000 or \$35,000 or more?

Q27_income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$35,000	72	9.0	11.1	11.1
	\$35,000 or more	578	72.1	88.9	100.0
	Total	650	81.0	100.0	
Missing	System	152	19.0		
Total		802	100.0		

27A. And is that:

Q27A_income_20

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$20,000	9	1.1	15.3	15.3
	\$20,000 to \$34,999	50	6.2	84.7	100.0
	Total	59	7.4	100.0	
Missing	System	743	92.6		
Total		802	100.0		

27B. And is that:

Q27B_income_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	\$35,000 to \$49,999	101	12.6	19.9	19.9
	\$50,000 to \$74,999	151	18.8	29.8	49.7
	\$75,000 to \$99,999	100	12.5	19.7	69.4
	\$100,000 or more	155	19.3	30.6	100.0
	Total	507	63.2	100.0	
Missing	System	295	36.8		
Total		802	100.0		

28. Do you have any questions regarding this study or your rights as a research participant?

Q28_question

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	56	7.0	7.1	7.1
	No	738	92.0	92.9	100.0
	Total	794	99.0	100.0	
Missing	System	8	1.0		
Total		802	100.0		

Appendix E. Pilot Site Crosstabulations

4. Do you, or does someone else in your household, know how to turn your sprinkler or irrigation system's automatic timer on and off?

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q4_Know_Sprinkler_On	Yes	Count	392	373	765
		% within Pilot	94.0%	97.9%	95.9%
		% of Total	49.1%	46.7%	95.9%
	No	Count	25	8	33
		% within Pilot	6.0%	2.1%	4.1%
		% of Total	3.1%	1.0%	4.1%
Total	Count	417	381	798	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.3%	47.7%	100.0%	

5. Which of the following best describes how you use your sprinkler system? Would you say you:

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q5_Use_sprinkler	Always leave it on automatic	Count	158	163	321
		% within Pilot	38.0%	42.8%	40.3%
		% of Total	19.8%	20.5%	40.3%
	Turn it on manually as needed	Count	166	128	294
		% within Pilot	39.9%	33.6%	36.9%
		% of Total	20.8%	16.1%	36.9%
	Turn it off if it rains	Count	60	65	125
		% within Pilot	14.4%	17.1%	15.7%
		% of Total	7.5%	8.2%	15.7%
	Always leave it off	Count	20	19	39
		% within Pilot	4.8%	5.0%	4.9%
		% of Total	2.5%	2.4%	4.9%
	Other	Count	12	6	18
		% within Pilot	2.9%	1.6%	2.3%
		% of Total	1.5%	.8%	2.3%
Total	Count	416	381	797	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.2%	47.8%	100.0%	

5B. Does your sprinkler system have a device that shuts off the system when it rains? [INT: Prompt if needed 'a rain gauge.']

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q5B_Rain_Gauge	Yes	Count	114	142	256
		% within Pilot	74.5%	92.2%	83.4%
		% of Total	37.1%	46.3%	83.4%
	No	Count	39	12	51
		% within Pilot	25.5%	7.8%	16.6%
		% of Total	12.7%	3.9%	16.6%
Total		Count	153	154	307
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	49.8%	50.2%	100.0%

6A. Would you be willing to water your lawn only every other week during the winter months?

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6A_EOW_Winter	Yes	Count	167	182	349
		% within Pilot	65.2%	74.6%	69.8%
		% of Total	33.4%	36.4%	69.8%
	No	Count	89	62	151
		% within Pilot	34.8%	25.4%	30.2%
		% of Total	17.8%	12.4%	30.2%
Total		Count	256	244	500
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	51.2%	48.8%	100.0%

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? Water restrictions

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Bx0_Win_Wat_Res	No	Count	390	351	741
		% within Pilot	92.9%	91.9%	92.4%
		% of Total	48.6%	43.8%	92.4%
	Yes	Count	30	31	61
		% within Pilot	7.1%	8.1%	7.6%
		% of Total	3.7%	3.9%	7.6%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? Saves money

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Bx1_Win_Sav_Money	No	Count	405	363	768
		% within Pilot	96.4%	95.0%	95.8%
		% of Total	50.5%	45.3%	95.8%
	Yes	Count	15	19	34
		% within Pilot	3.6%	5.0%	4.2%
		% of Total	1.9%	2.4%	4.2%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? Helps the environment

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Bx2_Win_ Hlps_Environ	No	Count	412	374	786
		% within Pilot	98.1%	97.9%	98.0%
		% of Total	51.4%	46.6%	98.0%
	Yes	Count	8	8	16
		% within Pilot	1.9%	2.1%	2.0%
		% of Total	1.0%	1.0%	2.0%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? Conserves water

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Bx3_Win_ Cnsvs_Water	No	Count	367	315	682
		% within Pilot	87.4%	82.5%	85.0%
		% of Total	45.8%	39.3%	85.0%
	Yes	Count	53	67	120
		% within Pilot	12.6%	17.5%	15.0%
		% of Total	6.6%	8.4%	15.0%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? Makes the grass healthier

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Bx4_Win_ Gras_Health	No	Count	389	367	756
		% within Pilot	92.6%	96.1%	94.3%
		% of Total	48.5%	45.8%	94.3%
	Yes	Count	31	15	46
		% within Pilot	7.4%	3.9%	5.7%
		% of Total	3.9%	1.9%	5.7%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? Have to mow, trim, or edge the grass less often

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Bx5_Win_ Mow_Ls_Often	No	Count	409	379	788
		% within Pilot	97.4%	99.2%	98.3%
		% of Total	51.0%	47.3%	98.3%
	Yes	Count	11	3	14
		% within Pilot	2.6%	.8%	1.7%
		% of Total	1.4%	.4%	1.7%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? It rains enough that there is no need to water

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Bx6_Win_Rains_Enough	No	Count	330	269	599
		% within Pilot	78.6%	70.4%	74.7%
		% of Total	41.1%	33.5%	74.7%
	Yes	Count	90	113	203
		% within Pilot	21.4%	29.6%	25.3%
		% of Total	11.2%	14.1%	25.3%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? The grass will get brown anyway in the winter

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Bx7_Win_Brwn_Anwy	No	Count	383	365	748
		% within Pilot	91.2%	95.5%	93.3%
		% of Total	47.8%	45.5%	93.3%
	Yes	Count	37	17	54
		% within Pilot	8.8%	4.5%	6.7%
		% of Total	4.6%	2.1%	6.7%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? An expert or professional advised me to

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Bx8_ Win_Expert	No	Count	416	376	792
		% within Pilot	99.0%	98.4%	98.8%
		% of Total	51.9%	46.9%	98.8%
	Yes	Count	4	6	10
		% within Pilot	1.0%	1.6%	1.2%
		% of Total	.5%	.7%	1.2%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? Other

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Bx9_ Win_Other	No	Count	345	322	667
		% within Pilot	82.1%	84.3%	83.2%
		% of Total	43.0%	40.1%	83.2%
	Yes	Count	75	60	135
		% within Pilot	17.9%	15.7%	16.8%
		% of Total	9.4%	7.5%	16.8%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? Too difficult to reprogram sprinkler system

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Cx0_Win_reprgm No	Count		420	382	802
	% within Pilot		100.0%	100.0%	100.0%
	% of Total		52.4%	47.6%	100.0%
Total	Count		420	382	802
	% within Pilot		100.0%	100.0%	100.0%
	% of Total		52.4%	47.6%	100.0%

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? Don't want to turn the system on and off

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Cx1_Win_dnt_want No	Count		419	381	800
	% within Pilot		99.8%	99.7%	99.8%
	% of Total		52.2%	47.5%	99.8%
	Count		1	1	2
	% within Pilot		.2%	.3%	.2%
	% of Total		.1%	.1%	.2%
Total	Count		420	382	802
	% within Pilot		100.0%	100.0%	100.0%
	% of Total		52.4%	47.6%	100.0%

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? Don't know how to turn system on and off

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Cx2_Win_dnt_know No	Count		420	382	802
	% within Pilot		100.0%	100.0%	100.0%
	% of Total		52.4%	47.6%	100.0%
Total	Count		420	382	802
	% within Pilot		100.0%	100.0%	100.0%
	% of Total		52.4%	47.6%	100.0%

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? The lawn would suffer/Grass would die

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Cx3_Win_lwn_suffer	No	Count	369	341	710
		% within Pilot	87.9%	89.3%	88.5%
		% of Total	46.0%	42.5%	88.5%
	Yes	Count	51	41	92
		% within Pilot	12.1%	10.7%	11.5%
		% of Total	6.4%	5.1%	11.5%
Total	Count		420	382	802
	% within Pilot		100.0%	100.0%	100.0%
	% of Total		52.4%	47.6%	100.0%

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? Lawn would look less attractive

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Cx4_Win_lwn_less_att	No	Count	403	369	772
		% within Pilot	96.0%	96.6%	96.3%
		% of Total	50.2%	46.0%	96.3%
	Yes	Count	17	13	30
		% within Pilot	4.0%	3.4%	3.7%
		% of Total	2.1%	1.6%	3.7%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? Not enough benefit to environment/water resources

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Cx5_Win_nt_enh_benefit	No	Count	414	379	793
		% within Pilot	98.6%	99.2%	98.9%
		% of Total	51.6%	47.3%	98.9%
	Yes	Count	6	3	9
		% within Pilot	1.4%	.8%	1.1%
		% of Total	.7%	.4%	1.1%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? Community rules/regulations require lawn maintenance/watering

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Cx6_Win_com_rules	No	Count	411	376	787
		% within Pilot	97.9%	98.4%	98.1%
		% of Total	51.2%	46.9%	98.1%
	Yes	Count	9	6	15
		% within Pilot	2.1%	1.6%	1.9%
		% of Total	1.1%	.7%	1.9%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? It's not possible to over water in Florida, because the sandy soil drains so quickly

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Cx7_Win_water_drains	No	Count	419	381	800
		% within Pilot	99.8%	99.7%	99.8%
		% of Total	52.2%	47.5%	99.8%
	Yes	Count	1	1	2
		% within Pilot	.2%	.3%	.2%
		% of Total	.1%	.1%	.2%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? An expert or professional advised me not to

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Cx8_ Win_expert	No	Count	419	382	801
		% within Pilot	99.8%	100.0%	99.9%
		% of Total	52.2%	47.6%	99.9%
	Yes	Count	1	0	1
		% within Pilot	.2%	.0%	.1%
		% of Total	.1%	.0%	.1%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? Other

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q6Cx9_Win_other	No	Count	401	371	772
		% within Pilot	95.5%	97.1%	96.3%
		% of Total	50.0%	46.3%	96.3%
	Yes	Count	19	11	30
		% within Pilot	4.5%	2.9%	3.7%
		% of Total	2.4%	1.4%	3.7%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

8. Presuming water restrictions are still in place, on average, how often will you water your lawn during the summer months of July, August, and September?

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8A_Sum_OIRains	Yes	Count	341	299	640
		% within Pilot	91.7%	87.2%	89.5%
		% of Total	47.7%	41.8%	89.5%
	No	Count	31	44	75
		% within Pilot	8.3%	12.8%	10.5%
		% of Total	4.3%	6.2%	10.5%
Total	Count	372	343	715	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.0%	48.0%	100.0%	

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? Water restrictions

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Bx0_Sum_Wtr_Rest	No	Count	385	357	742
		% within Pilot	91.7%	93.5%	92.5%
		% of Total	48.0%	44.5%	92.5%
	Yes	Count	35	25	60
		% within Pilot	8.3%	6.5%	7.5%
		% of Total	4.4%	3.1%	7.5%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? Saves money

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Bx1_Sum_Svs_Money	No	Count	382	359	741
		% within Pilot	91.0%	94.0%	92.4%
		% of Total	47.6%	44.8%	92.4%
	Yes	Count	38	23	61
		% within Pilot	9.0%	6.0%	7.6%
		% of Total	4.7%	2.9%	7.6%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? Helps the environment

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Bx2_Sum_Hlps_Env	No	Count	409	371	780
		% within Pilot	97.4%	97.1%	97.3%
		% of Total	51.0%	46.3%	97.3%
	Yes	Count	11	11	22
		% within Pilot	2.6%	2.9%	2.7%
		% of Total	1.4%	1.4%	2.7%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? Conserves water

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Bx3_Sum_ Cons_Water	No	Count	326	296	622
		% within Pilot	77.6%	77.5%	77.6%
		% of Total	40.6%	36.9%	77.6%
	Yes	Count	94	86	180
		% within Pilot	22.4%	22.5%	22.4%
		% of Total	11.7%	10.7%	22.4%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? Makes the grass healthier

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Bx4_Sum_ Grss_Healthier	No	Count	367	313	680
		% within Pilot	87.4%	81.9%	84.8%
		% of Total	45.8%	39.0%	84.8%
	Yes	Count	53	69	122
		% within Pilot	12.6%	18.1%	15.2%
		% of Total	6.6%	8.6%	15.2%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? Have to mow, trim, or edge the grass less often

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Bx5_Sum_ Mow_LS_often	No	Count	407	377	784
		% within Pilot	96.9%	98.7%	97.8%
		% of Total	50.7%	47.0%	97.8%
	Yes	Count	13	5	18
		% within Pilot	3.1%	1.3%	2.2%
		% of Total	1.6%	.6%	2.2%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? It rains enough that there is no need to water

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Bx6_Sum_No_Need	No	Count	281	284	565
		% within Pilot	66.9%	74.3%	70.4%
		% of Total	35.0%	35.4%	70.4%
	Yes	Count	139	98	237
		% within Pilot	33.1%	25.7%	29.6%
		% of Total	17.3%	12.2%	29.6%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? An expert or professional advised me to

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Bx7_Sum_Expert	No	Count	418	382	800
		% within Pilot	99.5%	100.0%	99.8%
		% of Total	52.1%	47.6%	99.8%
	Yes	Count	2	0	2
		% within Pilot	.5%	.0%	.2%
		% of Total	.2%	.0%	.2%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? Other

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Bx8_Sum_Other	No	Count	361	325	686
		% within Pilot	86.0%	85.1%	85.5%
		% of Total	45.0%	40.5%	85.5%
	Yes	Count	59	57	116
		% within Pilot	14.0%	14.9%	14.5%
		% of Total	7.4%	7.1%	14.5%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? Too difficult to reprogram sprinkler system

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Cx0_Sum_too_diff	No	Count	419	381	800
		% within Pilot	99.8%	99.7%	99.8%
		% of Total	52.2%	47.5%	99.8%
	Yes	Count	1	1	2
		% within Pilot	.2%	.3%	.2%
		% of Total	.1%	.1%	.2%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? Don't want to turn the system on and off

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Cx1_Sum_dnt_want	No	Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? Don't know how to turn the system on and off

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Cx2_Sum_dnt_know No	Count		420	382	802
	% within Pilot		100.0%	100.0%	100.0%
	% of Total		52.4%	47.6%	100.0%
Total	Count		420	382	802
	% within Pilot		100.0%	100.0%	100.0%
	% of Total		52.4%	47.6%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? The lawn would suffer/grass would die

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Cx3_Sum_grss_die No	Count		407	359	766
	% within Pilot		96.9%	94.0%	95.5%
	% of Total		50.7%	44.8%	95.5%
	Yes				
	Count		13	23	36
	% within Pilot		3.1%	6.0%	4.5%
Total	% of Total		1.6%	2.9%	4.5%
	Count		420	382	802
	% within Pilot		100.0%	100.0%	100.0%
	% of Total		52.4%	47.6%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? Lawn would look less attractive

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Cx4_Sum_less_att	No	Count	412	379	791
		% within Pilot	98.1%	99.2%	98.6%
		% of Total	51.4%	47.3%	98.6%
	Yes	Count	8	3	11
		% within Pilot	1.9%	.8%	1.4%
		% of Total	1.0%	.4%	1.4%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? Not enough benefit to environment/water resources

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Cx5_Sum_nt_enough	No	Count	419	381	800
		% within Pilot	99.8%	99.7%	99.8%
		% of Total	52.2%	47.5%	99.8%
	Yes	Count	1	1	2
		% within Pilot	.2%	.3%	.2%
		% of Total	.1%	.1%	.2%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? Community rules/regulations require lawn maintenance/watering

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Cx6_Sum_Com_rules	No	Count	417	376	793
		% within Pilot	99.3%	98.4%	98.9%
		% of Total	52.0%	46.9%	98.9%
	Yes	Count	3	6	9
		% within Pilot	.7%	1.6%	1.1%
		% of Total	.4%	.7%	1.1%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? It's not possible to over water in Florida, because the sandy soil drains so quickly

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Cx7_Sum_Soil_drains	No	Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? An expert or professional advised me not to

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Cx8_Sum_expert No	Count		420	382	802
	% within Pilot		100.0%	100.0%	100.0%
	% of Total		52.4%	47.6%	100.0%
Total	Count		420	382	802
	% within Pilot		100.0%	100.0%	100.0%
	% of Total		52.4%	47.6%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? Other

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q8Cx9_Sum_other No	Count		412	370	782
	% within Pilot		98.1%	96.9%	97.5%
	% of Total		51.4%	46.1%	97.5%
	Yes				
	Count		8	12	20
	% within Pilot		1.9%	3.1%	2.5%
Total	% of Total		1.0%	1.5%	2.5%
	Count		420	382	802
	% within Pilot		100.0%	100.0%	100.0%
	% of Total		52.4%	47.6%	100.0%

10. Do you live in a community that has rules and regulations about lawn maintenance?

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q10_Res_Com	Yes	Count	271	344	615
		% within Pilot	65.9%	91.0%	77.9%
		% of Total	34.3%	43.6%	77.9%
	No	Count	140	34	174
		% within Pilot	34.1%	9.0%	22.1%
		% of Total	17.7%	4.3%	22.1%
Total		Count	411	378	789
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.1%	47.9%	100.0%

10A. Would you support changes to your community's rules and regulations to reduce lawn watering even if using less water caused the lawns to be less green?

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q10A_Support_changes	Yes	Count	141	213	354
		% within Pilot	59.5%	68.9%	64.8%
		% of Total	25.8%	39.0%	64.8%
	No	Count	96	96	192
		% within Pilot	40.5%	31.1%	35.2%
		% of Total	17.6%	17.6%	35.2%
Total		Count	237	309	546
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	43.4%	56.6%	100.0%

10B. Would you support suspending enforcement of your community's rules and regulations during a water shortage?

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q10B_Suspension	Yes	Count	215	255	470
		% within Pilot	85.3%	79.7%	82.2%
		% of Total	37.6%	44.6%	82.2%
	No	Count	37	65	102
		% within Pilot	14.7%	20.3%	17.8%
		% of Total	6.5%	11.4%	17.8%
Total		Count	252	320	572
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	44.1%	55.9%	100.0%

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn: Lawn or landscaping service or professional

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q14x0_lawn_service	No	Count	175	147	322
		% within Pilot	41.7%	38.5%	40.1%
		% of Total	21.8%	18.3%	40.1%
	Yes	Count	245	235	480
		% within Pilot	58.3%	61.5%	59.9%
		% of Total	30.5%	29.3%	59.9%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn: County extension office

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q14x1_cnty_extension	No	Count	131	94	225
		% within Pilot	31.2%	24.6%	28.1%
		% of Total	16.3%	11.7%	28.1%
	Yes	Count	289	288	577
		% within Pilot	68.8%	75.4%	71.9%
		% of Total	36.0%	35.9%	71.9%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn: Master Gardener

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q14x2_mstr_gardner	No	Count	120	125	245
		% within Pilot	28.6%	32.7%	30.5%
		% of Total	15.0%	15.6%	30.5%
	Yes	Count	300	257	557
		% within Pilot	71.4%	67.3%	69.5%
		% of Total	37.4%	32.0%	69.5%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn: Southwest Florida Water Management District

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q14x3_ SWFMD	No	Count	171	132	303
		% within Pilot	40.7%	34.6%	37.8%
		% of Total	21.3%	16.5%	37.8%
	Yes	Count	249	250	499
		% within Pilot	59.3%	65.4%	62.2%
		% of Total	31.0%	31.2%	62.2%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn: Your neighbors

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q14x4_neighbors	No	Count	344	335	679
		% within Pilot	81.9%	87.7%	84.7%
		% of Total	42.9%	41.8%	84.7%
	Yes	Count	76	47	123
		% within Pilot	18.1%	12.3%	15.3%
		% of Total	9.5%	5.9%	15.3%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn: Homeowners' Association

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q14x5_home_ass	No	Count	334	274	608
		% within Pilot	79.5%	71.7%	75.8%
		% of Total	41.6%	34.2%	75.8%
	Yes	Count	86	108	194
		% within Pilot	20.5%	28.3%	24.2%
		% of Total	10.7%	13.5%	24.2%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn: Other

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q14x6_other_spks	No	Count	390	353	743
		% within Pilot	92.9%	92.4%	92.6%
		% of Total	48.6%	44.0%	92.6%
	Yes	Count	30	29	59
		% within Pilot	7.1%	7.6%	7.4%
		% of Total	3.7%	3.6%	7.4%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

14b. And which of these would you trust the most to provide you with information about the best ways to water your lawn?

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q14MM2_trust_most	Lawn or landscaping service or professional	Count	52	63	115
		% within Pilot	14.9%	19.7%	17.2%
		% of Total	7.8%	9.4%	17.2%
	County extension office	Count	104	119	223
		% within Pilot	29.8%	37.3%	33.4%
		% of Total	15.6%	17.8%	33.4%
	Master gardener	Count	87	54	141
		% within Pilot	24.9%	16.9%	21.1%
		% of Total	13.0%	8.1%	21.1%
	SWFWMD	Count	78	54	132
		% within Pilot	22.3%	16.9%	19.8%
		% of Total	11.7%	8.1%	19.8%
	Your neighbors	Count	6	3	9
		% within Pilot	1.7%	.9%	1.3%
		% of Total	.9%	.4%	1.3%
	Homeowners' association	Count	13	11	24
		% within Pilot	3.7%	3.4%	3.6%
		% of Total	1.9%	1.6%	3.6%
	Other	Count	9	15	24
		% within Pilot	2.6%	4.7%	3.6%
		% of Total	1.3%	2.2%	3.6%
Total		Count	349	319	668
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.2%	47.8%	100.0%

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in. Broadcast news reports

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q15x0_news	No	Count	244	226	470
		% within Pilot	58.1%	59.2%	58.6%
		% of Total	30.4%	28.2%	58.6%
	Yes	Count	176	156	332
		% within Pilot	41.9%	40.8%	41.4%
		% of Total	21.9%	19.5%	41.4%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in. A supplement in your local newspaper

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q15x1_newspaper	No	Count	177	114	291
		% within Pilot	42.1%	29.8%	36.3%
		% of Total	22.1%	14.2%	36.3%
	Yes	Count	243	268	511
		% within Pilot	57.9%	70.2%	63.7%
		% of Total	30.3%	33.4%	63.7%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in. Brochures or pamphlets

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q15x2_ brochure	No	Count	184	179	363
		% within Pilot	43.8%	46.9%	45.3%
		% of Total	22.9%	22.3%	45.3%
	Yes	Count	236	203	439
		% within Pilot	56.2%	53.1%	54.7%
		% of Total	29.4%	25.3%	54.7%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in. Neighborhood workshops and seminars

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q15x3_ workshop	No	Count	272	178	450
		% within Pilot	64.8%	46.6%	56.1%
		% of Total	33.9%	22.2%	56.1%
	Yes	Count	148	204	352
		% within Pilot	35.2%	53.4%	43.9%
		% of Total	18.5%	25.4%	43.9%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in. DVD or Video information programs

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q15x4_DVD	No	Count	260	243	503
		% within Pilot	61.9%	63.6%	62.7%
		% of Total	32.4%	30.3%	62.7%
	Yes	Count	160	139	299
		% within Pilot	38.1%	36.4%	37.3%
		% of Total	20.0%	17.3%	37.3%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in. A web site

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q15x5_ web_site	No	Count	166	185	351
		% within Pilot	39.5%	48.4%	43.8%
		% of Total	20.7%	23.1%	43.8%
	Yes	Count	254	197	451
		% within Pilot	60.5%	51.6%	56.2%
		% of Total	31.7%	24.6%	56.2%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in. A neighborhood association newsletter

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q15x6_newsletter	No	Count	235	186	421
		% within Pilot	56.0%	48.7%	52.5%
		% of Total	29.3%	23.2%	52.5%
	Yes	Count	185	196	381
		% within Pilot	44.0%	51.3%	47.5%
		% of Total	23.1%	24.4%	47.5%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in. Information on your water bill

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q15x7_waterbill	No	Count	159	109	268
		% within Pilot	37.9%	28.5%	33.4%
		% of Total	19.8%	13.6%	33.4%
	Yes	Count	261	273	534
		% within Pilot	62.1%	71.5%	66.6%
		% of Total	32.5%	34.0%	66.6%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in. Other

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q15x8_other	No	Count	406	362	768
		% within Pilot	96.7%	94.8%	95.8%
		% of Total	50.6%	45.1%	95.8%
	Yes	Count	14	20	34
		% within Pilot	3.3%	5.2%	4.2%
		% of Total	1.7%	2.5%	4.2%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

15B. And from which of these sources would you most prefer to receive information about the best ways to water your lawn?

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q15MM2_most_prefer	Broadcast news report	Count	33	13	46
		% within Pilot	9.1%	4.0%	6.7%
		% of Total	4.8%	1.9%	6.7%
	A supplement in your local newspaper	Count	50	101	151
		% within Pilot	13.8%	31.2%	22.0%
		% of Total	7.3%	14.7%	22.0%
	Brochures or pamphlets	Count	34	18	52
		% within Pilot	9.4%	5.6%	7.6%
		% of Total	4.9%	2.6%	7.6%
	Neighborhood workshops and seminars	Count	21	25	46
		% within Pilot	5.8%	7.7%	6.7%
		% of Total	3.1%	3.6%	6.7%
	DVD or video information programs	Count	21	11	32
		% within Pilot	5.8%	3.4%	4.7%
		% of Total	3.1%	1.6%	4.7%
	A web site	Count	79	36	115
		% within Pilot	21.8%	11.1%	16.7%
		% of Total	11.5%	5.2%	16.7%
	A neighborhood association newsletter	Count	31	28	59
		% within Pilot	8.5%	8.6%	8.6%
		% of Total	4.5%	4.1%	8.6%
	Information on your water bill	Count	89	92	181
		% within Pilot	24.5%	28.4%	26.3%
		% of Total	13.0%	13.4%	26.3%
	Other	Count	5	0	5
		% within Pilot	1.4%	.0%	.7%
		% of Total	.7%	.0%	.7%
Total	Count	363	324	687	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.8%	47.2%	100.0%	

16. Have you heard or seen anything in the media advising you to "Skip a Week" for watering or irrigation?

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q16_skipaweek	Yes	Count	100	184	284
		% within Pilot	24.4%	48.9%	36.1%
		% of Total	12.7%	23.4%	36.1%
	No	Count	310	192	502
		% within Pilot	75.6%	51.1%	63.9%
		% of Total	39.4%	24.4%	63.9%
Total	Count	410	376	786	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.2%	47.8%	100.0%	

16A.Where did you hear or see the "Skip a Week" message? Television

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q16Ax0_sw_tv	No	Count	369	313	682
		% within Pilot	87.9%	81.9%	85.0%
		% of Total	46.0%	39.0%	85.0%
	Yes	Count	51	69	120
		% within Pilot	12.1%	18.1%	15.0%
		% of Total	6.4%	8.6%	15.0%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

16A.Where did you hear or see the "Skip a Week" message? Radio

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q16Ax1_sw_radio	No	Count	409	353	762
		% within Pilot	97.4%	92.4%	95.0%
		% of Total	51.0%	44.0%	95.0%
	Yes	Count	11	29	40
		% within Pilot	2.6%	7.6%	5.0%
		% of Total	1.4%	3.6%	5.0%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

16A.Where did you hear or see the "Skip a Week" message? Newspaper

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q16Ax2_sw_newspaper	No	Count	382	288	670
		% within Pilot	91.0%	75.4%	83.5%
		% of Total	47.6%	35.9%	83.5%
	Yes	Count	38	94	132
		% within Pilot	9.0%	24.6%	16.5%
		% of Total	4.7%	11.7%	16.5%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

16A.Where did you hear or see the "Skip a Week" message? Internet

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q16Ax3_sw_internet	No	Count	418	380	798
		% within Pilot	99.5%	99.5%	99.5%
		% of Total	52.1%	47.4%	99.5%
	Yes	Count	2	2	4
		% within Pilot	.5%	.5%	.5%
		% of Total	.2%	.2%	.5%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

16A.Where did you hear or see the "Skip a Week" message? Billboards (Outdoor advertising)

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q16Ax4_sw_billboards	No	Count	419	378	797
		% within Pilot	99.8%	99.0%	99.4%
		% of Total	52.2%	47.1%	99.4%
	Yes	Count	1	4	5
		% within Pilot	.2%	1.0%	.6%
		% of Total	.1%	.5%	.6%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

16A.Where did you hear or see the "Skip a Week" message? Other

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q16Ax5_sw_other	No	Count	413	363	776
		% within Pilot	98.3%	95.0%	96.8%
		% of Total	51.5%	45.3%	96.8%
	Yes	Count	7	19	26
		% within Pilot	1.7%	5.0%	3.2%
		% of Total	.9%	2.4%	3.2%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

16B. Did the "Skip a Week" message prompt you to actually skip a week of watering your lawn?

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q16B_ did_sw	Yes	Count	55	104	159
		% within Pilot	56.1%	58.4%	57.6%
		% of Total	19.9%	37.7%	57.6%
	No	Count	43	74	117
		% within Pilot	43.9%	41.6%	42.4%
		% of Total	15.6%	26.8%	42.4%
Total		Count	98	178	276
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	35.5%	64.5%	100.0%

17. Have you heard or seen anything in the media advising you to turn off your sprinkler or irrigation system during the rainy months?

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q17_off_rny_mnths	Yes	Count	162	149	311
		% within Pilot	40.1%	41.0%	40.5%
		% of Total	21.1%	19.4%	40.5%
	No	Count	242	214	456
		% within Pilot	59.9%	59.0%	59.5%
		% of Total	31.6%	27.9%	59.5%
Total		Count	404	363	767
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.7%	47.3%	100.0%

18. Gender

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q18_gender	Male	Count	189	194	383
		% within Pilot	45.0%	50.8%	47.8%
		% of Total	23.6%	24.2%	47.8%
	Female	Count	231	188	419
		% within Pilot	55.0%	49.2%	52.2%
		% of Total	28.8%	23.4%	52.2%
Total	Count	420	382	802	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.4%	47.6%	100.0%	

20. Do you live in Florida year-round, or just part of the year?

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q20_year_round	Year-round	Count	394	321	715
		% within Pilot	95.2%	84.0%	89.8%
		% of Total	49.5%	40.3%	89.8%
	Part of the year	Count	20	61	81
		% within Pilot	4.8%	16.0%	10.2%
		% of Total	2.5%	7.7%	10.2%
Total		Count	414	382	796
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.0%	48.0%	100.0%

21. Is the water you use to water your lawn:

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q21_water_source	Provided by the city	Count	233	93	326
		% within Pilot	58.5%	25.3%	42.6%
		% of Total	30.5%	12.2%	42.6%
	Well water	Count	90	16	106
		% within Pilot	22.6%	4.4%	13.9%
		% of Total	11.8%	2.1%	13.9%
	Reclaimed water	Count	56	248	304
		% within Pilot	14.1%	67.6%	39.7%
		% of Total	7.3%	32.4%	39.7%
	Other	Count	19	10	29
		% within Pilot	4.8%	2.7%	3.8%
		% of Total	2.5%	1.3%	3.8%
Total	Count	398	367	765	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.0%	48.0%	100.0%	

22. What is the highest level of education you have completed so far? [INT: Prompt if needed with response categories]

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q22_education	Less than high school	Count	3	1	4
		% within Pilot	.7%	.3%	.5%
		% of Total	.4%	.1%	.5%
	High school graduate/GED	Count	80	50	130
		% within Pilot	19.8%	13.4%	16.7%
		% of Total	10.3%	6.4%	16.7%
	Some college	Count	110	89	199
		% within Pilot	27.2%	23.8%	25.5%
		% of Total	14.1%	11.4%	25.5%
	College graduate	Count	124	145	269
		% within Pilot	30.6%	38.8%	34.5%
		% of Total	15.9%	18.6%	34.5%
	Advanced degree	Count	88	89	177
		% within Pilot	21.7%	23.8%	22.7%
		% of Total	11.3%	11.4%	22.7%
Total	Count	405	374	779	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.0%	48.0%	100.0%	

23. Which of the following categories includes your age?

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q23_age	Under age 25	Count	6	0	6
		% within Pilot	1.5%	.0%	.8%
		% of Total	.8%	.0%	.8%
	25 to 44	Count	73	17	90
		% within Pilot	17.9%	4.5%	11.5%
		% of Total	9.3%	2.2%	11.5%
	45 to 64	Count	186	145	331
		% within Pilot	45.7%	38.4%	42.2%
		% of Total	23.7%	18.5%	42.2%
	65 to 75	Count	104	175	279
		% within Pilot	25.6%	46.3%	35.5%
		% of Total	13.2%	22.3%	35.5%
	Over 75	Count	38	41	79
		% within Pilot	9.3%	10.8%	10.1%
		% of Total	4.8%	5.2%	10.1%
Total	Count	407	378	785	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	51.8%	48.2%	100.0%	

24. Are you Spanish, Hispanic, or Latino?

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q24_hispanic	Yes	Count	24	4	28
		% within Pilot	5.8%	1.1%	3.5%
		% of Total	3.0%	.5%	3.5%
	No	Count	388	374	762
		% within Pilot	94.2%	98.9%	96.5%
		% of Total	49.1%	47.3%	96.5%
Total		Count	412	378	790
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.2%	47.8%	100.0%

25. And how do you identify yourself in terms of race? White

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q25x0_white	No	Count	56	23	79
		% within Pilot	13.3%	6.0%	9.9%
		% of Total	7.0%	2.9%	9.9%
	Yes	Count	364	359	723
		% within Pilot	86.7%	94.0%	90.1%
		% of Total	45.4%	44.8%	90.1%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

25. And how do you identify yourself in terms of race? Black/African American

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q25x1_african	No	Count	405	380	785
		% within Pilot	96.4%	99.5%	97.9%
		% of Total	50.5%	47.4%	97.9%
	Yes	Count	15	2	17
		% within Pilot	3.6%	.5%	2.1%
		% of Total	1.9%	.2%	2.1%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

25. And how do you identify yourself in terms of race? Asian/Pacific Islander

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q25x2_asian	No	Count	418	382	800
		% within Pilot	99.5%	100.0%	99.8%
		% of Total	52.1%	47.6%	99.8%
	Yes	Count	2	0	2
		% within Pilot	.5%	.0%	.2%
		% of Total	.2%	.0%	.2%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

25. And how do you identify yourself in terms of race? Native American

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q25x3_Native	No	Count	417	380	797
		% within Pilot	99.3%	99.5%	99.4%
		% of Total	52.0%	47.4%	99.4%
	Yes	Count	3	2	5
		% within Pilot	.7%	.5%	.6%
		% of Total	.4%	.2%	.6%
Total		Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

25. And how do you identify yourself in terms of race? Other

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q25x4_other	No	Count	403	374	777
		% within Pilot	96.0%	97.9%	96.9%
		% of Total	50.2%	46.6%	96.9%
	Yes	Count	17	8	25
		% within Pilot	4.0%	2.1%	3.1%
		% of Total	2.1%	1.0%	3.1%
	Total	Count	420	382	802
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.4%	47.6%	100.0%

26. What's the primary language spoken in your home?

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q26_language	English	Count	404	380	784
		% within Pilot	97.6%	99.7%	98.6%
		% of Total	50.8%	47.8%	98.6%
	Spanish	Count	4	0	4
		% within Pilot	1.0%	.0%	.5%
		% of Total	.5%	.0%	.5%
	Other	Count	6	1	7
		% within Pilot	1.4%	.3%	.9%
		% of Total	.8%	.1%	.9%
Total		Count	414	381	795
		% within Pilot	100.0%	100.0%	100.0%
		% of Total	52.1%	47.9%	100.0%

27. Adding up all the income you and other people who live with you received from any jobs and other assistance for the year 2007, would you say your total household income before taxes was less than \$35,000 or \$35,000 or more?

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q27_income	Lessthan \$35,000	Count	42	30	72
		% within Pilot	12.3%	9.7%	11.1%
		% of Total	6.5%	4.6%	11.1%
	\$35,000 or more	Count	300	278	578
		% within Pilot	87.7%	90.3%	88.9%
		% of Total	46.2%	42.8%	88.9%
Total	Count	342	308	650	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.6%	47.4%	100.0%	

27A. And is that:

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q27A_income_20	Under \$20,000	Count	5	4	9
		% within Pilot	14.3%	16.7%	15.3%
		% of Total	8.5%	6.8%	15.3%
	\$20,000 to \$34,999	Count	30	20	50
		% within Pilot	85.7%	83.3%	84.7%
		% of Total	50.8%	33.9%	84.7%
Total	Count	35	24	59	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	59.3%	40.7%	100.0%	

27B. And is that:

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Q27B_income_3	\$35,000 to \$49,999	Count	42	59	101
		% within Pilot	15.8%	24.4%	19.9%
		% of Total	8.3%	11.6%	19.9%
	\$50,000 to \$74,999	Count	74	77	151
		% within Pilot	27.9%	31.8%	29.8%
		% of Total	14.6%	15.2%	29.8%
	\$75,000 to \$99,999	Count	57	43	100
		% within Pilot	21.5%	17.8%	19.7%
		% of Total	11.2%	8.5%	19.7%
	\$100,000 or more	Count	92	63	155
		% within Pilot	34.7%	26.0%	30.6%
		% of Total	18.1%	12.4%	30.6%
Total	Count	265	242	507	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	52.3%	47.7%	100.0%	

Where does the target segment (i.e., support changes to rules and regulations and somewhat to very interested in learning more) reside?

Crosstab

			Pilot		Total
			Non-Pilot	Pilot	
Target_ Segment	Non-member	Count	111	111	222
		% within Pilot	47.4%	36.0%	41.0%
		% of Total	20.5%	20.5%	41.0%
	Member	Count	123	197	320
		% within Pilot	52.6%	64.0%	59.0%
		% of Total	22.7%	36.3%	59.0%
Total	Count	234	308	542	
	% within Pilot	100.0%	100.0%	100.0%	
	% of Total	43.2%	56.8%	100.0%	

Appendix F. Target Segment Crosstabulations

18. Gender

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q18_gender	Male	Count	107	153	260
		% within Target_Segment	48.2%	47.8%	48.0%
		% of Total	19.7%	28.2%	48.0%
	Female	Count	115	167	282
		% within Target_Segment	51.8%	52.2%	52.0%
		% of Total	21.2%	30.8%	52.0%
Total	Count	222	320	542	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	41.0%	59.0%	100.0%	

20. Do you live in Florida year-round, or just part of the year?

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q20_year_round	Year-round	Count	199	273	472
		% within Target_Segment	90.0%	85.3%	87.2%
		% of Total	36.8%	50.5%	87.2%
	Part of the year	Count	22	47	69
		% within Target_Segment	10.0%	14.7%	12.8%
		% of Total	4.1%	8.7%	12.8%
	Total	Count	221	320	541
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	40.9%	59.1%	100.0%

21. Is the water you use to water your lawn:

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q21_water_source	Provided by the city	Count	92	119	211
		% within Target_Segment	43.0%	39.0%	40.7%
		% of Total	17.7%	22.9%	40.7%
	Well water	Count	16	25	41
		% within Target_Segment	7.5%	8.2%	7.9%
		% of Total	3.1%	4.8%	7.9%
	Reclaimed water	Count	100	150	250
		% within Target_Segment	46.7%	49.2%	48.2%
		% of Total	19.3%	28.9%	48.2%
	Other	Count	6	11	17
		% within Target_Segment	2.8%	3.6%	3.3%
		% of Total	1.2%	2.1%	3.3%
Total		Count	214	305	519
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.2%	58.8%	100.0%

22. What is the highest level of education you have completed so far? [INT: Prompt if needed with response categories]

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q22_education	Less than high school	Count	1	2	3
		% within Target_Segment	.5%	.6%	.6%
		% of Total	.2%	.4%	.6%
	High school graduate/GED	Count	32	48	80
		% within Target_Segment	15.0%	15.2%	15.1%
		% of Total	6.0%	9.1%	15.1%
	Some college	Count	49	79	128
		% within Target_Segment	22.9%	25.1%	24.2%
		% of Total	9.3%	14.9%	24.2%
	College graduate	Count	81	111	192
		% within Target_Segment	37.9%	35.2%	36.3%
		% of Total	15.3%	21.0%	36.3%
	Advanced degree	Count	51	75	126
		% within Target_Segment	23.8%	23.8%	23.8%
		% of Total	9.6%	14.2%	23.8%
Total	Count	214	315	529	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	40.5%	59.5%	100.0%	

23. Which of the following categories includes your age?

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q23_age	Under age 25	Count	2	1	3
		% within Target_Segment	.9%	.3%	.6%
		% of Total	.4%	.2%	.6%
	25 to 44	Count	27	33	60
		% within Target_Segment	12.3%	10.5%	11.2%
		% of Total	5.1%	6.2%	11.2%
	45 to 64	Count	104	121	225
		% within Target_Segment	47.3%	38.5%	42.1%
		% of Total	19.5%	22.7%	42.1%
	65 to 75	Count	71	123	194
		% within Target_Segment	32.3%	39.2%	36.3%
		% of Total	13.3%	23.0%	36.3%
	Over 75	Count	16	36	52
		% within Target_Segment	7.3%	11.5%	9.7%
		% of Total	3.0%	6.7%	9.7%
Total	Count	220	314	534	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	41.2%	58.8%	100.0%	

24. Are you Spanish, Hispanic, or Latino?

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q24_hispanic	Yes	Count	6	11	17
		% within Target_Segment	2.7%	3.5%	3.2%
		% of Total	1.1%	2.0%	3.2%
	No	Count	215	307	522
		% within Target_Segment	97.3%	96.5%	96.8%
		% of Total	39.9%	57.0%	96.8%
Total		Count	221	318	539
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

25. And how do you identify yourself in terms of race? White

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q25x0_white	No	Count	21	28	49
		% within Target_Segment	9.5%	8.8%	9.0%
		% of Total	3.9%	5.2%	9.0%
	Yes	Count	201	292	493
		% within Target_Segment	90.5%	91.3%	91.0%
		% of Total	37.1%	53.9%	91.0%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

25. And how do you identify yourself in terms of race? Black/African American

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q25x1_african	No	Count	215	316	531
		% within Target_Segment	96.8%	98.8%	98.0%
		% of Total	39.7%	58.3%	98.0%
	Yes	Count	7	4	11
		% within Target_Segment	3.2%	1.3%	2.0%
		% of Total	1.3%	.7%	2.0%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

25. And how do you identify yourself in terms of race? Asian/Pacific Islander

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q25x2_asian	No	Count	221	320	541
		% within Target_Segment	99.5%	100.0%	99.8%
		% of Total	40.8%	59.0%	99.8%
	Yes	Count	1	0	1
		% within Target_Segment	.5%	.0%	.2%
		% of Total	.2%	.0%	.2%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

25. And how do you identify yourself in terms of race? Native American

Crosstab

			Target_Segment		Total	
			Non-member	Member		
Q25x3_Native	No	Count	220	318	538	
		% within Target_Segment	99.1%	99.4%	99.3%	
		% of Total	40.6%	58.7%	99.3%	
	Yes	Count	2	2	4	
		% within Target_Segment	.9%	.6%	.7%	
		% of Total	.4%	.4%	.7%	
	Total		Count	222	320	542
			% within Target_Segment	100.0%	100.0%	100.0%
			% of Total	41.0%	59.0%	100.0%

25. And how do you identify yourself in terms of race? Other

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q25x4_other	No	Count	217	306	523
		% within Target_Segment	97.7%	95.6%	96.5%
		% of Total	40.0%	56.5%	96.5%
	Yes	Count	5	14	19
		% within Target_Segment	2.3%	4.4%	3.5%
		% of Total	.9%	2.6%	3.5%
	Total	Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

26. What's the primary language spoken in your home?

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q26_language	English	Count	219	317	536
		% within Target_Segment	98.6%	99.1%	98.9%
		% of Total	40.4%	58.5%	98.9%
	Spanish	Count	0	1	1
		% within Target_Segment	.0%	.3%	.2%
		% of Total	.0%	.2%	.2%
	Other	Count	3	2	5
		% within Target_Segment	1.4%	.6%	.9%
		% of Total	.6%	.4%	.9%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

27. Adding up all the income you and other people who live with you received from any jobs and other assistance for the year 2007, would you say your total household income before taxes was less than \$35,000 or \$35,000 or more?

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q27_income	Less than \$35,000	Count	21	27	48
		% within Target_Segment	11.6%	10.3%	10.9%
		% of Total	4.8%	6.1%	10.9%
	\$35,000 or more	Count	160	234	394
		% within Target_Segment	88.4%	89.7%	89.1%
		% of Total	36.2%	52.9%	89.1%
	Total	Count	181	261	442
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

27A. And is that:

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q27A_income_20	Under \$20,000	Count	3	1	4
		% within Target_Segment	18.8%	4.3%	10.3%
		% of Total	7.7%	2.6%	10.3%
	\$20,000 to \$34,999	Count	13	22	35
		% within Target_Segment	81.3%	95.7%	89.7%
		% of Total	33.3%	56.4%	89.7%
Total	Count		16	23	39
	% within Target_Segment		100.0%	100.0%	100.0%
	% of Total		41.0%	59.0%	100.0%

27B. And is that:

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q27B_income_3	\$35,000 to \$49,999	Count	19	42	61
		% within Target_Segment	14.3%	19.8%	17.7%
		% of Total	5.5%	12.2%	17.7%
	\$50,000 to \$74,999	Count	45	58	103
		% within Target_Segment	33.8%	27.4%	29.9%
		% of Total	13.0%	16.8%	29.9%
	\$75,000 to \$99,999	Count	23	42	65
		% within Target_Segment	17.3%	19.8%	18.8%
		% of Total	6.7%	12.2%	18.8%
	\$100,000 or more	Count	46	70	116
		% within Target_Segment	34.6%	33.0%	33.6%
		% of Total	13.3%	20.3%	33.6%
Total	Count		133	212	345
	% within Target_Segment		100.0%	100.0%	100.0%
	% of Total		38.6%	61.4%	100.0%

Where does the target segment reside?

Crosstab

			Target_Segment		Total
			Non-member	Member	
Pilot	No	Count	111	123	234
		% within Target_Segment	50.0%	38.4%	43.2%
		% of Total	20.5%	22.7%	43.2%
	Yes	Count	111	197	308
		% within Target_Segment	50.0%	61.6%	56.8%
		% of Total	20.5%	36.3%	56.8%
Total	Count	222	320	542	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	41.0%	59.0%	100.0%	

4. Do you, or does someone else in your household, know how to turn your sprinkler or irrigation system's automatic timer on and off?

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q4_Know_Sprinkler_On	Yes	Count	214	308	522
		% within Target_Segment	97.3%	96.3%	96.7%
		% of Total	39.6%	57.0%	96.7%
	No	Count	6	12	18
		% within Target_Segment	2.7%	3.8%	3.3%
		% of Total	1.1%	2.2%	3.3%
Total		Count	220	320	540
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	40.7%	59.3%	100.0%

5. Which of the following best describes how you use your sprinkler system? Would you say you:

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q5_Use_sprinkler	Always leave it on automatic	Count	98	126	224
		% within Target_Segment	44.5%	39.6%	41.6%
		% of Total	18.2%	23.4%	41.6%
	Turn it on manually as needed	Count	65	114	179
		% within Target_Segment	29.5%	35.8%	33.3%
		% of Total	12.1%	21.2%	33.3%
	Turn it off if it rains	Count	44	55	99
		% within Target_Segment	20.0%	17.3%	18.4%
		% of Total	8.2%	10.2%	18.4%
	Always leave it off	Count	9	14	23
		% within Target_Segment	4.1%	4.4%	4.3%
		% of Total	1.7%	2.6%	4.3%
	Other	Count	4	9	13
		% within Target_Segment	1.8%	2.8%	2.4%
		% of Total	.7%	1.7%	2.4%
Total	Count	220	318	538	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	40.9%	59.1%	100.0%	

5B. Does your sprinkler system have a device that shuts off the system when it rains? [INT: Prompt if needed 'a rain gauge.']

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q5B_Rain_Gauge	Yes	Count	78	102	180
		% within Target_Segment	82.1%	86.4%	84.5%
		% of Total	36.6%	47.9%	84.5%
	No	Count	17	16	33
		% within Target_Segment	17.9%	13.6%	15.5%
		% of Total	8.0%	7.5%	15.5%
Total		Count	95	118	213
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	44.6%	55.4%	100.0%

6A. Would you be willing to water your lawn only every other week during the winter months?

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6A_EOW_Winter	Yes	Count	85	162	247
		% within Target_Segment	57.8%	81.4%	71.4%
		% of Total	24.6%	46.8%	71.4%
	No	Count	62	37	99
		% within Target_Segment	42.2%	18.6%	28.6%
		% of Total	17.9%	10.7%	28.6%
Total		Count	147	199	346
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	42.5%	57.5%	100.0%

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? Water restrictions

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Bx0_Win_Wat_Res	No	Count	211	290	501
		% within Target_Segment	95.0%	90.6%	92.4%
		% of Total	38.9%	53.5%	92.4%
	Yes	Count	11	30	41
		% within Target_Segment	5.0%	9.4%	7.6%
		% of Total	2.0%	5.5%	7.6%
	Total	Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? Saves money

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Bx1_Win_Sav_Money	No	Count	211	306	517
		% within Target_Segment	95.0%	95.6%	95.4%
		% of Total	38.9%	56.5%	95.4%
	Yes	Count	11	14	25
		% within Target_Segment	5.0%	4.4%	4.6%
		% of Total	2.0%	2.6%	4.6%
Total	Count	222	320	542	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	41.0%	59.0%	100.0%	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? Helps the environment

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Bx2_Win_ Hlps_Environ	No	Count	219	312	531
		% within Target_Segment	98.6%	97.5%	98.0%
		% of Total	40.4%	57.6%	98.0%
	Yes	Count	3	8	11
		% within Target_Segment	1.4%	2.5%	2.0%
		% of Total	.6%	1.5%	2.0%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? Conserves water

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Bx3_Win_ Cnsvs_Water	No	Count	205	253	458
		% within Target_Segment	92.3%	79.1%	84.5%
		% of Total	37.8%	46.7%	84.5%
	Yes	Count	17	67	84
		% within Target_Segment	7.7%	20.9%	15.5%
		% of Total	3.1%	12.4%	15.5%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? Makes the grass healthier

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Bx4_Win_ Gras_Health	No	Count	214	301	515
		% within Target_Segment	96.4%	94.1%	95.0%
		% of Total	39.5%	55.5%	95.0%
	Yes	Count	8	19	27
		% within Target_Segment	3.6%	5.9%	5.0%
		% of Total	1.5%	3.5%	5.0%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? Have to mow, trim, or edge the grass less often

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Bx5_Win_ Mow_Ls_Often	No	Count	218	314	532
		% within Target_Segment	98.2%	98.1%	98.2%
		% of Total	40.2%	57.9%	98.2%
	Yes	Count	4	6	10
		% within Target_Segment	1.8%	1.9%	1.8%
		% of Total	.7%	1.1%	1.8%
Total	Count	222	320	542	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	41.0%	59.0%	100.0%	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? It rains enough that there is no need to water

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Bx6_Win_ Rains_Enough	No	Count	168	227	395
		% within Target_Segment	75.7%	70.9%	72.9%
		% of Total	31.0%	41.9%	72.9%
	Yes	Count	54	93	147
		% within Target_Segment	24.3%	29.1%	27.1%
		% of Total	10.0%	17.2%	27.1%
Total	Count	222	320	542	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	41.0%	59.0%	100.0%	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? The grass will get brown anyway in the winter

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Bx7_Win_Brwn_Anwy	No	Count	211	297	508
		% within Target_Segment	95.0%	92.8%	93.7%
		% of Total	38.9%	54.8%	93.7%
	Yes	Count	11	23	34
		% within Target_Segment	5.0%	7.2%	6.3%
		% of Total	2.0%	4.2%	6.3%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? An expert or professional advised me to

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Bx8_Win_Expert	No	Count	220	313	533
		% within Target_Segment	99.1%	97.8%	98.3%
		% of Total	40.6%	57.7%	98.3%
	Yes	Count	2	7	9
		% within Target_Segment	.9%	2.2%	1.7%
		% of Total	.4%	1.3%	1.7%
Total	Count	222	320	542	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	41.0%	59.0%	100.0%	

6B. What are some reasons that you water, or would water, your lawn only every other week or less during the winter months? Other

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Bx9_Win_Other	No	Count	187	269	456
		% within Target_Segment	84.2%	84.1%	84.1%
		% of Total	34.5%	49.6%	84.1%
	Yes	Count	35	51	86
		% within Target_Segment	15.8%	15.9%	15.9%
		% of Total	6.5%	9.4%	15.9%
Total	Count	222	320	542	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	41.0%	59.0%	100.0%	

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? Too difficult to reprogram sprinkler system

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Cx0_Win_reprgm	No	Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? Don't want to turn the system on and off

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Cx1_Win_dnt_want	No	Count	222	319	541
		% within Target_Segment	100.0%	99.7%	99.8%
		% of Total	41.0%	58.9%	99.8%
	Yes	Count	0	1	1
		% within Target_Segment	.0%	.3%	.2%
		% of Total	.0%	.2%	.2%
	Total	Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? Don't know how to turn system on and off

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Cx2_Win_dnt_know	No	Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? The lawn would suffer/Grass would die

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Cx3_Win_lwn_suffer	No	Count	182	297	479
		% within Target_Segment	82.0%	92.8%	88.4%
		% of Total	33.6%	54.8%	88.4%
	Yes	Count	40	23	63
		% within Target_Segment	18.0%	7.2%	11.6%
		% of Total	7.4%	4.2%	11.6%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? Lawn would look less attractive

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Cx4_Win_lwn_less_att	No	Count	211	312	523
		% within Target_Segment	95.0%	97.5%	96.5%
		% of Total	38.9%	57.6%	96.5%
	Yes	Count	11	8	19
		% within Target_Segment	5.0%	2.5%	3.5%
		% of Total	2.0%	1.5%	3.5%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? Not enough benefit to environment/water resources

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Cx5_Win_nt_enh_benefit	No	Count	219	318	537
		% within Target_Segment	98.6%	99.4%	99.1%
		% of Total	40.4%	58.7%	99.1%
	Yes	Count	3	2	5
		% within Target_Segment	1.4%	.6%	.9%
		% of Total	.6%	.4%	.9%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? Community rules/regulations require lawn maintenance/watering

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Cx6_Win_com_rules	No	Count	218	311	529
		% within Target_Segment	98.2%	97.2%	97.6%
		% of Total	40.2%	57.4%	97.6%
	Yes	Count	4	9	13
		% within Target_Segment	1.8%	2.8%	2.4%
		% of Total	.7%	1.7%	2.4%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? It's not possible to over water in Florida, because the sandy soil drains so quickly

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Cx7_Win_ water_drains	No	Count	220	320	540
		% within Target_Segment	99.1%	100.0%	99.6%
		% of Total	40.6%	59.0%	99.6%
	Yes	Count	2	0	2
		% within Target_Segment	.9%	.0%	.4%
		% of Total	.4%	.0%	.4%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? An expert or professional advised me not to

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Cx8_Win_expert	No	Count	221	320	541
		% within Target_Segment	99.5%	100.0%	99.8%
		% of Total	40.8%	59.0%	99.8%
	Yes	Count	1	0	1
		% within Target_Segment	.5%	.0%	.2%
		% of Total	.2%	.0%	.2%
Total	Count	222	320	542	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	41.0%	59.0%	100.0%	

6C. What are some reasons that you would not be willing to water your lawn only every other week during the winter months? Other

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q6Cx9_Win_other	No	Count	210	315	525
		% within Target_Segment	94.6%	98.4%	96.9%
		% of Total	38.7%	58.1%	96.9%
	Yes	Count	12	5	17
		% within Target_Segment	5.4%	1.6%	3.1%
		% of Total	2.2%	.9%	3.1%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

8. Presuming water restrictions are still in place, on average, how often will you water your lawn during the summer months of July, August, and September?

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8A_Sum_OIRains	Yes	Count	169	266	435
		% within Target_Segment	84.1%	91.4%	88.4%
		% of Total	34.3%	54.1%	88.4%
	No	Count	32	25	57
		% within Target_Segment	15.9%	8.6%	11.6%
		% of Total	6.5%	5.1%	11.6%
Total		Count	201	291	492
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	40.9%	59.1%	100.0%

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? Water restrictions

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8Bx0_Sum_Wtr_Rest	No	Count	205	293	498
		% within Target_Segment	92.3%	91.6%	91.9%
		% of Total	37.8%	54.1%	91.9%
	Yes	Count	17	27	44
		% within Target_Segment	7.7%	8.4%	8.1%
		% of Total	3.1%	5.0%	8.1%
	Total	Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? Saves money

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8Bx1_Sum_Svs_Money	No	Count	208	292	500
		% within Target_Segment	93.7%	91.3%	92.3%
		% of Total	38.4%	53.9%	92.3%
	Yes	Count	14	28	42
		% within Target_Segment	6.3%	8.8%	7.7%
		% of Total	2.6%	5.2%	7.7%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? Helps the environment

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8Bx2_Sum_Hlps_Env	No	Count	218	308	526
		% within Target_Segment	98.2%	96.3%	97.0%
		% of Total	40.2%	56.8%	97.0%
	Yes	Count	4	12	16
		% within Target_Segment	1.8%	3.8%	3.0%
		% of Total	.7%	2.2%	3.0%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? Conserves water

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8Bx3_Sum_ Cons_Water	No	Count	186	229	415
		% within Target_Segment	83.8%	71.6%	76.6%
		% of Total	34.3%	42.3%	76.6%
	Yes	Count	36	91	127
		% within Target_Segment	16.2%	28.4%	23.4%
		% of Total	6.6%	16.8%	23.4%
Total	Count	222	320	542	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	41.0%	59.0%	100.0%	

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? Makes the grass healthier

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8Bx4_Sum_ Grss_Healthier	No	Count	178	271	449
		% within Target_Segment	80.2%	84.7%	82.8%
		% of Total	32.8%	50.0%	82.8%
	Yes	Count	44	49	93
		% within Target_Segment	19.8%	15.3%	17.2%
		% of Total	8.1%	9.0%	17.2%
Total	Count	222	320	542	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	41.0%	59.0%	100.0%	

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? Have to mow, trim, or edge the grass less often

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8Bx5_Sum_ Mow_LS_often	No	Count	218	313	531
		% within Target_Segment	98.2%	97.8%	98.0%
		% of Total	40.2%	57.7%	98.0%
	Yes	Count	4	7	11
		% within Target_Segment	1.8%	2.2%	2.0%
		% of Total	.7%	1.3%	2.0%
Total	Count	222	320	542	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	41.0%	59.0%	100.0%	

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? It rains enough that there is no need to water

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8Bx6_Sum_No_Need	No	Count	159	234	393
		% within Target_Segment	71.6%	73.1%	72.5%
		% of Total	29.3%	43.2%	72.5%
	Yes	Count	63	86	149
		% within Target_Segment	28.4%	26.9%	27.5%
		% of Total	11.6%	15.9%	27.5%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? An expert or professional advised me to

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8Bx7_Sum_Expert	No	Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

8B. What are some reasons that you are, or would be, willing to only water your lawn when it does not rain during the summer months? Other

Crosstab

			Target_Segment		Total	
			Non-member	Member		
Q8Bx8_Sum_Other	No	Count	192	279	471	
		% within Target_Segment	86.5%	87.2%	86.9%	
		% of Total	35.4%	51.5%	86.9%	
	Yes	Count	30	41	71	
		% within Target_Segment	13.5%	12.8%	13.1%	
		% of Total	5.5%	7.6%	13.1%	
	Total		Count	222	320	542
			% within Target_Segment	100.0%	100.0%	100.0%
			% of Total	41.0%	59.0%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? Too difficult to reprogram sprinkler system

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8Cx0_Sum_too_diff	No	Count	221	320	541
		% within Target_Segment	99.5%	100.0%	99.8%
		% of Total	40.8%	59.0%	99.8%
	Yes	Count	1	0	1
		% within Target_Segment	.5%	.0%	.2%
		% of Total	.2%	.0%	.2%
	Total	Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? Don't want to turn the system on and off

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8Cx1_Sum_dnt_want No	Count		222	320	542
	% within Target_Segment		100.0%	100.0%	100.0%
	% of Total		41.0%	59.0%	100.0%
Total	Count		222	320	542
	% within Target_Segment		100.0%	100.0%	100.0%
	% of Total		41.0%	59.0%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? Don't know how to turn the system on and off

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8Cx2_Sum_dnt_know No	Count		222	320	542
	% within Target_Segment		100.0%	100.0%	100.0%
	% of Total		41.0%	59.0%	100.0%
Total	Count		222	320	542
	% within Target_Segment		100.0%	100.0%	100.0%
	% of Total		41.0%	59.0%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? The lawn would suffer/grass would die

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8Cx3_Sum_grss_die	No	Count	208	305	513
		% within Target_Segment	93.7%	95.3%	94.6%
		% of Total	38.4%	56.3%	94.6%
	Yes	Count	14	15	29
		% within Target_Segment	6.3%	4.7%	5.4%
		% of Total	2.6%	2.8%	5.4%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? Lawn would look less attractive

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8Cx4_Sum_less_att	No	Count	218	317	535
		% within Target_Segment	98.2%	99.1%	98.7%
		% of Total	40.2%	58.5%	98.7%
	Yes	Count	4	3	7
		% within Target_Segment	1.8%	.9%	1.3%
		% of Total	.7%	.6%	1.3%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? Not enough benefit to environment/water resources

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8Cx5_Sum_nt_enough	No	Count	222	319	541
		% within Target_Segment	100.0%	99.7%	99.8%
		% of Total	41.0%	58.9%	99.8%
	Yes	Count	0	1	1
		% within Target_Segment	.0%	.3%	.2%
		% of Total	.0%	.2%	.2%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? Community rules/regulations require lawn maintenance/watering

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8Cx6_Sum_Com_rules	No	Count	221	314	535
		% within Target_Segment	99.5%	98.1%	98.7%
		% of Total	40.8%	57.9%	98.7%
	Yes	Count	1	6	7
		% within Target_Segment	.5%	1.9%	1.3%
		% of Total	.2%	1.1%	1.3%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? It's not possible to over water in Florida, because the sandy soil drains so quickly

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8Cx7_Sum_Soil_drains No	Count		222	320	542
	% within Target_Segment		100.0%	100.0%	100.0%
	% of Total		41.0%	59.0%	100.0%
Total	Count		222	320	542
	% within Target_Segment		100.0%	100.0%	100.0%
	% of Total		41.0%	59.0%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? An expert or professional advised me not to

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8Cx8_Sum_expert No	Count		222	320	542
	% within Target_Segment		100.0%	100.0%	100.0%
	% of Total		41.0%	59.0%	100.0%
Total	Count		222	320	542
	% within Target_Segment		100.0%	100.0%	100.0%
	% of Total		41.0%	59.0%	100.0%

8C. What are some reasons that you would not be willing to only water your lawn when it does not rain during the summer months? Other

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q8Cx9_Sum_other	No	Count	210	317	527
		% within Target_Segment	94.6%	99.1%	97.2%
		% of Total	38.7%	58.5%	97.2%
	Yes	Count	12	3	15
		% within Target_Segment	5.4%	.9%	2.8%
		% of Total	2.2%	.6%	2.8%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

10. Do you live in a community that has rules and regulations about lawn maintenance?

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q10_Res_Com	Yes	Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

10A. Would you support changes to your community's rules and regulations to reduce lawn watering even if using less water caused the lawns to be less green?

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q10A_Support_changes	Yes	Count	30	320	350
		% within Target_Segment	13.5%	100.0%	64.6%
		% of Total	5.5%	59.0%	64.6%
	No	Count	192	0	192
		% within Target_Segment	86.5%	.0%	35.4%
		% of Total	35.4%	.0%	35.4%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

10B. Would you support suspending enforcement of your community's rules and regulations during a water shortage?

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q10B_Suspension	Yes	Count	149	272	421
		% within Target_Segment	72.7%	87.7%	81.7%
		% of Total	28.9%	52.8%	81.7%
	No	Count	56	38	94
		% within Target_Segment	27.3%	12.3%	18.3%
		% of Total	10.9%	7.4%	18.3%
Total		Count	205	310	515
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	39.8%	60.2%	100.0%

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn: Lawn or landscaping service or professional

Crosstab

			Target_Segment		Total	
			Non-member	Member		
Q14x0_lawn_service	No	Count	71	138	209	
		% within Target_Segment	32.0%	43.1%	38.6%	
		% of Total	13.1%	25.5%	38.6%	
	Yes	Count	151	182	333	
		% within Target_Segment	68.0%	56.9%	61.4%	
		% of Total	27.9%	33.6%	61.4%	
	Total		Count	222	320	542
			% within Target_Segment	100.0%	100.0%	100.0%
			% of Total	41.0%	59.0%	100.0%

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn: County extension office

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q14x1_cnty_extension	No	Count	67	74	141
		% within Target_Segment	30.2%	23.1%	26.0%
		% of Total	12.4%	13.7%	26.0%
	Yes	Count	155	246	401
		% within Target_Segment	69.8%	76.9%	74.0%
		% of Total	28.6%	45.4%	74.0%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn: Master Gardener

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q14x2_mstr_gardner	No	Count	57	96	153
		% within Target_Segment	25.7%	30.0%	28.2%
		% of Total	10.5%	17.7%	28.2%
	Yes	Count	165	224	389
		% within Target_Segment	74.3%	70.0%	71.8%
		% of Total	30.4%	41.3%	71.8%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn: Southwest Florida Water Management District

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q14x3_SWFMD	No	Count	90	87	177
		% within Target_Segment	40.5%	27.2%	32.7%
		% of Total	16.6%	16.1%	32.7%
	Yes	Count	132	233	365
		% within Target_Segment	59.5%	72.8%	67.3%
		% of Total	24.4%	43.0%	67.3%
Total	Count	222	320	542	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	41.0%	59.0%	100.0%	

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn: Your neighbors

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q14x4_neighbors	No	Count	194	270	464
		% within Target_Segment	87.4%	84.4%	85.6%
		% of Total	35.8%	49.8%	85.6%
	Yes	Count	28	50	78
		% within Target_Segment	12.6%	15.6%	14.4%
		% of Total	5.2%	9.2%	14.4%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn: Homeowners' Association

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q14x5_home_ass	No	Count	163	228	391
		% within Target_Segment	73.4%	71.3%	72.1%
		% of Total	30.1%	42.1%	72.1%
	Yes	Count	59	92	151
		% within Target_Segment	26.6%	28.8%	27.9%
		% of Total	10.9%	17.0%	27.9%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

14. I'll read you a list of people or groups that may provide advice about the best ways to water your lawn to keep it healthy. Please tell me which of the following you would trust to provide you with advice about the best ways to water your lawn: Other

Crosstab

			Target_Segment		Total	
			Non-member	Member		
Q14x6_other_spks	No	Count	209	291	500	
		% within Target_Segment	94.1 %	90.9%	92.3%	
		% of Total	38.6%	53.7%	92.3%	
	Yes	Count	13	29	42	
		% within Target_Segment	5.9%	9.1%	7.7%	
		% of Total	2.4%	5.4%	7.7%	
	Total		Count	222	320	542
			% within Target_Segment	100.0%	100.0%	100.0%
			% of Total	41.0%	59.0%	100.0%

14b. And which of these would you trust the most to provide you with information about the best ways to water your lawn?

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q14MM2_trust_most	Lawn or landscaping service or professional	Count	36	46	82
		% within Target_Segment	18.8%	16.9%	17.7%
		% of Total	7.8%	9.9%	17.7%
	County extension office	Count	57	98	155
		% within Target_Segment	29.8%	36.0%	33.5%
		% of Total	12.3%	21.2%	33.5%
	Master gardener	Count	46	47	93
		% within Target_Segment	24.1%	17.3%	20.1%
		% of Total	9.9%	10.2%	20.1%
	SWFWMD	Count	33	57	90
		% within Target_Segment	17.3%	21.0%	19.4%
		% of Total	7.1%	12.3%	19.4%
	Your neighbors	Count	2	1	3
		% within Target_Segment	1.0%	.4%	.6%
		% of Total	.4%	.2%	.6%
	Homeowners' association	Count	8	12	20
		% within Target_Segment	4.2%	4.4%	4.3%
		% of Total	1.7%	2.6%	4.3%
	Other	Count	9	11	20
		% within Target_Segment	4.7%	4.0%	4.3%
		% of Total	1.9%	2.4%	4.3%
Total		Count	191	272	463
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.3%	58.7%	100.0%

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in. Broadcast news reports

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q15x0_news	No	Count	126	181	307
		% within Target_Segment	56.8%	56.6%	56.6%
		% of Total	23.2%	33.4%	56.6%
	Yes	Count	96	139	235
		% within Target_Segment	43.2%	43.4%	43.4%
		% of Total	17.7%	25.6%	43.4%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in. A supplement in your local newspaper

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q15x1_newspaper	No	Count	79	101	180
		% within Target_Segment	35.6%	31.6%	33.2%
		% of Total	14.6%	18.6%	33.2%
	Yes	Count	143	219	362
		% within Target_Segment	64.4%	68.4%	66.8%
		% of Total	26.4%	40.4%	66.8%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in. Brochures or pamphlets

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q15x2_ brochure	No	Count	98	136	234
		% within Target_Segment	44.1%	42.5%	43.2%
		% of Total	18.1%	25.1%	43.2%
	Yes	Count	124	184	308
		% within Target_Segment	55.9%	57.5%	56.8%
		% of Total	22.9%	33.9%	56.8%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in. Neighborhood workshops and seminars

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q15x3_workshop	No	Count	134	156	290
		% within Target_Segment	60.4%	48.8%	53.5%
		% of Total	24.7%	28.8%	53.5%
	Yes	Count	88	164	252
		% within Target_Segment	39.6%	51.3%	46.5%
		% of Total	16.2%	30.3%	46.5%
Total	Count	222	320	542	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	41.0%	59.0%	100.0%	

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in. DVD or Video information programs

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q15x4_DVD	No	Count	138	194	332
		% within Target_Segment	62.2%	60.6%	61.3%
		% of Total	25.5%	35.8%	61.3%
	Yes	Count	84	126	210
		% within Target_Segment	37.8%	39.4%	38.7%
		% of Total	15.5%	23.2%	38.7%
	Total	Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in. A web site

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q15x5_web_site	No	Count	90	136	226
		% within Target_Segment	40.5%	42.5%	41.7%
		% of Total	16.6%	25.1%	41.7%
	Yes	Count	132	184	316
		% within Target_Segment	59.5%	57.5%	58.3%
		% of Total	24.4%	33.9%	58.3%
Total	Count	222	320	542	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	41.0%	59.0%	100.0%	

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in. A neighborhood association newsletter

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q15x6_newsletter	No	Count	109	146	255
		% within Target_Segment	49.1%	45.6%	47.0%
		% of Total	20.1%	26.9%	47.0%
	Yes	Count	113	174	287
		% within Target_Segment	50.9%	54.4%	53.0%
		% of Total	20.8%	32.1%	53.0%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in. Information on your water bill

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q15x7_waterbill	No	Count	79	75	154
		% within Target_Segment	35.6%	23.4%	28.4%
		% of Total	14.6%	13.8%	28.4%
	Yes	Count	143	245	388
		% within Target_Segment	64.4%	76.6%	71.6%
		% of Total	26.4%	45.2%	71.6%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

15. Next, I'll read you a list of ways that people or groups could share information with you about the best ways to water your lawn to keep it healthy. Please tell me which of these information sources you'd be interested in. Other

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q15x8_other	No	Count	215	304	519
		% within Target_Segment	96.8%	95.0%	95.8%
		% of Total	39.7%	56.1%	95.8%
	Yes	Count	7	16	23
		% within Target_Segment	3.2%	5.0%	4.2%
		% of Total	1.3%	3.0%	4.2%
	Total	Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

15A. And from which of these sources would you most prefer to receive information about the best ways to water your lawn?

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q15MM2_most_prefer	Broadcast news report	Count	15	16	31
		% within Target_Segment	7.9%	5.6%	6.5%
		% of Total	3.2%	3.4%	6.5%
	A supplement in your local newspaper	Count	51	65	116
		% within Target_Segment	26.8%	22.7%	24.4%
		% of Total	10.7%	13.7%	24.4%
	Brochures or pamphlets	Count	15	20	35
		% within Target_Segment	7.9%	7.0%	7.4%
		% of Total	3.2%	4.2%	7.4%
	Neighborhood workshops and seminars	Count	10	18	28
		% within Target_Segment	5.3%	6.3%	5.9%
		% of Total	2.1%	3.8%	5.9%
	DVD or video information programs	Count	7	12	19
		% within Target_Segment	3.7%	4.2%	4.0%
		% of Total	1.5%	2.5%	4.0%
	A web site	Count	37	38	75
		% within Target_Segment	19.5%	13.3%	15.8%
		% of Total	7.8%	8.0%	15.8%
	A neighborhood association newsletter	Count	12	30	42
		% within Target_Segment	6.3%	10.5%	8.8%
		% of Total	2.5%	6.3%	8.8%
	Information on your water bill	Count	42	86	128
		% within Target_Segment	22.1%	30.1%	26.9%
		% of Total	8.8%	18.1%	26.9%
	Other	Count	1	1	2
		% within Target_Segment	.5%	.3%	.4%
		% of Total	.2%	.2%	.4%
Total	Count	190	286	476	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	39.9%	60.1%	100.0%	

16. Have you heard or seen anything in the media advising you to "Skip a Week" for watering or irrigation?

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q16_skipaweek	Yes	Count	70	141	211
		% within Target_Segment	32.1%	44.9%	39.7%
		% of Total	13.2%	26.5%	39.7%
	No	Count	148	173	321
		% within Target_Segment	67.9%	55.1%	60.3%
		% of Total	27.8%	32.5%	60.3%
Total		Count	218	314	532
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

16A. Where did you hear or see the "Skip a Week" message? Television

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q16Ax0_sw_tv	No	Count	195	265	460
		% within Target_Segment	87.8%	82.8%	84.9%
		% of Total	36.0%	48.9%	84.9%
	Yes	Count	27	55	82
		% within Target_Segment	12.2%	17.2%	15.1%
		% of Total	5.0%	10.1%	15.1%
Total	Count	222	320	542	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	41.0%	59.0%	100.0%	

16A. Where did you hear or see the "Skip a Week" message? Radio

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q16Ax1_sw_radio	No	Count	212	297	509
		% within Target_Segment	95.5%	92.8%	93.9%
		% of Total	39.1%	54.8%	93.9%
	Yes	Count	10	23	33
		% within Target_Segment	4.5%	7.2%	6.1%
		% of Total	1.8%	4.2%	6.1%
Total	Count	222	320	542	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	41.0%	59.0%	100.0%	

16A. Where did you hear or see the "Skip a Week" message? Newspaper

Crosstab

			Target_Segment		Total	
			Non-member	Member		
Q16Ax2_sw_newspaper	No	Count	186	252	438	
		% within Target_Segment	83.8%	78.8%	80.8%	
		% of Total	34.3%	46.5%	80.8%	
	Yes	Count	36	68	104	
		% within Target_Segment	16.2%	21.3%	19.2%	
		% of Total	6.6%	12.5%	19.2%	
	Total		Count	222	320	542
			% within Target_Segment	100.0%	100.0%	100.0%
			% of Total	41.0%	59.0%	100.0%

16A. Where did you hear or see the "Skip a Week" message? Internet

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q16Ax3_sw_internet	No	Count	221	319	540
		% within Target_Segment	99.5%	99.7%	99.6%
		% of Total	40.8%	58.9%	99.6%
	Yes	Count	1	1	2
		% within Target_Segment	.5%	.3%	.4%
		% of Total	.2%	.2%	.4%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

16A. Where did you hear or see the "Skip a Week" message? Billboards (Outdoor advertising)

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q16Ax4_sw_billboards	No	Count	222	317	539
		% within Target_Segment	100.0%	99.1%	99.4%
		% of Total	41.0%	58.5%	99.4%
	Yes	Count	0	3	3
		% within Target_Segment	.0%	.9%	.6%
		% of Total	.0%	.6%	.6%
Total		Count	222	320	542
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	41.0%	59.0%	100.0%

16A. Where did you hear or see the "Skip a Week" message? Other

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q16Ax5_sw_other	No	Count	209	310	519
		% within Target_Segment	94.1 %	96.9%	95.8%
		% of Total	38.6%	57.2%	95.8%
	Yes	Count	13	10	23
		% within Target_Segment	5.9%	3.1%	4.2%
		% of Total	2.4%	1.8%	4.2%
Total	Count	222	320	542	
	% within Target_Segment	100.0%	100.0%	100.0%	
	% of Total	41.0%	59.0%	100.0%	

16A. Where did you hear or see the "Skip a Week" message? Don't know

Crosstab

			Target_Segment		Total	
			Non-member	Member		
Q16Ax6_sw_DK	No	Count	218	314	532	
		% within Target_Segment	98.2%	98.1%	98.2%	
		% of Total	40.2%	57.9%	98.2%	
	Yes	Count	4	6	10	
		% within Target_Segment	1.8%	1.9%	1.8%	
		% of Total	.7%	1.1%	1.8%	
	Total		Count	222	320	542
			% within Target_Segment	100.0%	100.0%	100.0%
			% of Total	41.0%	59.0%	100.0%

16A. Where did you hear or see the "Skip a Week" message? Refused

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q16Ax7_sw_Refused No	Count		222	320	542
	% within Target_Segment		100.0%	100.0%	100.0%
	% of Total		41.0%	59.0%	100.0%
Total	Count		222	320	542
	% within Target_Segment		100.0%	100.0%	100.0%
	% of Total		41.0%	59.0%	100.0%

16B. Did the "Skip a Week" message prompt you to actually skip a week of watering your lawn?

Crosstab

			Target_Segment		Total
			Non-member	Member	
Q16B_ did_sw	Yes	Count	35	84	119
		% within Target_Segment	51.5%	61.8%	58.3%
		% of Total	17.2%	41.2%	58.3%
	No	Count	33	52	85
		% within Target_Segment	48.5%	38.2%	41.7%
		% of Total	16.2%	25.5%	41.7%
Total	Count		68	136	204
	% within Target_Segment		100.0%	100.0%	100.0%
	% of Total		33.3%	66.7%	100.0%

17. Have you heard or seen anything in the media advising you to turn off your sprinkler or irrigation system during the rainy months?

Q17_off_rny_mnths * Target_Segment Crosstabulation

			Target_Segment		Total
			Non-member	Member	
Q17_off_rny_mnths	Yes	Count	75	130	205
		% within Target_Segment	35.9%	42.1%	39.6%
		% of Total	14.5%	25.1%	39.6%
	No	Count	134	179	313
		% within Target_Segment	64.1%	57.9%	60.4%
		% of Total	25.9%	34.6%	60.4%
	Total	Count	209	309	518
		% within Target_Segment	100.0%	100.0%	100.0%
		% of Total	40.3%	59.7%	100.0%

Appendix G Previous Sample Comparisons (May 13, 2008)

Introduction

The following brief report presents results from comparisons of the first random digit dial survey dataset ($N=400$) and the second dataset ($N=203$).

Comparisons

A new variable was created to conduct the comparisons. Respondents in the zip code 32162 (Villages) were coded as 1 and all other zip codes were coded as 2. This sample size for the Villages and non-Village areas are presented in the table below. Overall, the sample was divided almost equally between Villages and non-Villages zip codes.

Villages (1) Versus All Other (2)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	312	51.7	51.7	51.7
2.00	291	48.3	48.3	100.0
Total	603	100.0	100.0	

Educational Differences

Respondents in all other zip codes (21%) were more likely to have a high school education than those in the villages (13%). Respondents in the villages (41%) were more likely to have a college education (30%). This represents a medium effect size (Cramer's $V = .14$).

Age Differences

Respondents in the Villages are, on average, older than those in other zip codes. For example, 51% of those in the Villages are between the ages of 65 to 75 years compared to 26% in the non-Villages areas ($p < .05$, Cramer's $V = .37$).

Racial/Ethnic Differences

The following racial/ethnic differences were noted:

- ♦ Respondents in non-Villages zip codes (5%) were more likely to be Hispanic than those in the Villages (<1%), $p < .05$, Cramer's $V = .15$.
- ♦ Respondents in non-Village zip codes (7%) were more likely to be African American than those in the Villages (<1%), $p < .05$, Cramer's $V = .20$.
- ♦ Respondents in non-Village zip codes (16%) were more likely to be of "other" ethnicity than those in the Villages (1%), $p < .05$, Cramer's $V = .33$.

- ♦ Respondents in non-Village zip codes (2%) were more likely to speak another language than those in the Villages (<1%), $p < .05$, Cramer's $V = .11$.

Income Differences

There were no statistically significant differences in income between respondents in the Villages and those in non-Villages zip codes ($p > .05$).

Residential Status

Respondents in the Villages (18%) were more likely than those outside the Villages (8%) to live in Florida part-time, $p < .05$, Cramer's $V = -.15$.

Water Source

There was a statistically significant relationship between lawn watering source and zip code ($p < .05$). Watering sources by area are presented in the table below. Respondents in the non-Villages were more likely to report having water provided by the city (63%), whereas those in the Villages were more likely to report having reclaimed water (83%).

	Villages	Non-Villages
Provided by the city	14%	63%
Well water	<1%	20%
Reclaimed water	83%	12%
Other	2%	5%

Watering Differences

There were no statistically significant differences in watering between those in the Villages and non-Villages zip codes ($p > .05$). Watering rates are summarized in the table below.

	Villages	Non-Villages
Winter (no restrictions)	4.44	5.25
Winter (restrictions)	3.79	4.76
Summer (no restrictions)	6.97	6.95
Summer (restrictions)	5.35	5.13

Rain Gauge

Respondents in the Villages (93%) were more likely than those in non-Villages areas (78%) to report having a rain gauge, $p < .05$, Cramer's $V = .22$.

Knowledge

Respondents in the Villages (98%) were more likely than those in non-Villages areas (94%) to reporting knowing how to turn their system on and off, $p < .05$, Cramer's $V = .11$. This represents a small effect size. Most respondents in both areas were knowledgeable of their system.

Sprinkler Usage

There were statistically significant differences in sprinkler system usage between the Villages and non-Villages zip codes. Respondents in the Villages (47%) were more likely to report always leaving their system on automatic than those in non-Villages (32%) zip codes, $p < .05$, Cramer's $V = .24$.

Community Rules and Regulations

Respondents in the Villages (95%) were more likely to live in a residential community than those in non-Village zip codes (66%), $p < .05$, Cramer's $V = .36$.

Roughly equal proportions (Villages = 68%, non-Villages = 66%) of those who lived in residential communities were willing to support changes to their community's rules and regulations ($p > .05$).

Interest in Learning More

A greater proportion of those in the Villages (61%) were very interested in learning more about keeping their lawn healthy than those in non-Villages areas (51%), $p < .05$, Cramer's $V = .11$. This represents a small effect size.

Willingness to Water Every Other Week During the Winter

Respondents in the Villages (100%) were more likely report a willingness to water every other week during the winter than those in non-Villages zip codes (76%), $p < .05$, Cramer's $V = .37$.

Motivators for Watering Every Other Week During the Winter

Respondents in the non-Villages (26%) were more likely to report *watering restrictions* as a motivator for willingness to water every other week during the winter than those in Villages zip code (6%), $p < .05$, Cramer's $V = .28$.

Respondents in the non-Villages (19%) were more likely to report it *saves money* as a motivator for willingness to water every other week during the winter than those in Villages zip code (4%), $p < .05$, Cramer's $V = .26$.

Respondents in the non-Villages (36%) were more likely to report it *conserves water* as a motivator for willingness to water every other week during the winter than those in Villages zip code (18%), $p < .05$, Cramer's $V = .19$.

Respondents in the non-Villages (20%) were more likely to report it *make the grass healthier* as a motivator for willingness to water every other week during the winter than those in Villages zip code (5%), $p < .05$, Cramer's $V = .25$.

Respondents in the non-Villages (44%) were more likely to report it *rains enough that there is no need to water* as a motivator for willingness to water every other week during the winter than those in Villages zip code (33%), $p < .05$, Cramer's $V = .11$.

Respondents in the non-Villages (25%) were more likely to report *the grass will get brown anyway in the winter* as a motivator for willingness to water every other week during the winter than those in Villages zip code (5%), $p < .05$, Cramer's $V = .30$.

Respondents in the non-Villages (39%) were more likely to report *other* as a motivator for willingness to water every other week during the winter than those in Villages zip code (15%), $p < .05$, Cramer's $V = .26$.

Barriers to Watering Every Other Week in the Winter

Respondents in the non-Villages (34%) were more likely to report *the lawn would suffer/grass would die* as a barrier to willingness to water every other week during the winter than those in Villages zip code (10%), $p < .05$, Cramer's $V = .29$.

Respondents in the non-Villages (7%) were more likely to report *community rules/regulations require lawn maintenance/watering* as a barrier to willingness to water every other week during the winter than those in Villages zip code (1%), $p < .05$, Cramer's $V = .14$.

Respondents in the non-Villages (13%) were more likely to report *other* as a barrier to willingness to water every other week during the winter than those in Villages zip code (3%), $p < .05$, Cramer's $V = .19$.

Willingness to Water in the Summer Only If It Hasn't Rained

A greater proportion of those in the Villages (100%) were willing to water in the summer only if it hasn't rained than those in non-Villages zip codes (94%), $p < .05$, Cramer's $V = .17$.

Motivators for Willingness to Water in the Summer Only If It Hasn't Rained

Respondents in the non-Villages (21%) were more likely to report *watering restrictions* as a motivator for willingness to water in the summer only if it hasn't rained than those in Villages zip code (6%), $p < .05$, Cramer's $V = .22$.

Respondents in the non-Villages (23%) were more likely to report *it saves money* as a motivator for willingness to water in the summer only if it hasn't rained than those in Villages zip code (6%), $p < .05$, Cramer's $V = .24$.

Respondents in the non-Villages (39%) were more likely to report *it conserves water* as a motivator for willingness to water in the summer only if it hasn't rained than those in Villages zip code (25%), $p < .05$, Cramer's $V = .14$.

Respondents in the non-Villages (35%) were more likely to report *it makes the grass healthier* as a motivator for willingness to water in the summer only if it hasn't rained than those in Villages zip code (19%), $p < .05$, Cramer's $V = .17$.

Respondents in the non-Villages (8%) were more likely to report *have to mow, trim, or edge the grass less often* as a motivator for willingness to water in the summer only if it hasn't rained than those in Villages zip code (2%), $p < .05$, Cramer's $V = .16$.

Respondents in the non-Villages (59%) were more likely to report *it rains enough that there is no need to water* as a motivator for willingness to water in the summer only if it hasn't rained than those in Villages zip code (24%), $p < .05$, Cramer's $V = .34$.

Respondents in the non-Villages (44%) were more likely to report *other* as a motivator for willingness to water in the summer only if it hasn't rained than those in Villages zip code (13%), $p < .05$, Cramer's $V = .33$.

Barriers to Willingness to Water in the Summer Only If It Hasn't Rained

Respondents in the non-Villages (13%) were more likely to report *lawn will suffer/grass will die* as a barrier to willingness to water in the summer only if it hasn't rained than those in Villages zip code (6%), $p < .05$, Cramer's $V = .10$.

Respondents in the non-Villages (7%) were more likely to report *lawn would look less attractive* as a barrier to willingness to water in the summer only if it hasn't rained than those in Villages zip code (1%), $p < .05$, Cramer's $V = .16$.

Attitudes toward Watering/Landscaping (N=603)

Differences in attitudes toward watering/landscaping were examined between respondents living in the Villages and those in non-Villages zip codes (see table below).

Statement	Strongly Disagree to Disagree		Neutral		Strongly Agree to Agree	
	V	NV	V	NV	V	NV
I take pride in how my lawn or landscaping looks.	1%	3%	13%	14%	86%	83%
I don't care much about what my friends or neighbors think about my lawn or landscaping.	56%	45%	22%	27%	22%	28%
It is possible to over-water my lawn.	9%	14%	4%	6%	87%	81%
People should be required to turn off their sprinkler system if they leave town for the summer months.	72%	50%	16%	19%	13%	31%
It doesn't bother me if my grass turns a bit brown during the winter months.	15%	21%	17%	26%	69%	54%
The cost of water affects my usage.	38%	38%	25%	18%	36%	43%
I am concerned about the water resources in West Central Florida.	3%	6%	6%	7%	91%	87%
The area where I live currently has a water shortage.	20%	24%	14%	13%	65%	63%
I do what I can to protect Florida's environment.	3%	2%	4%	8%	93%	90%
I do not want my neighbors to think I use too much water.	23%	32%	25%	19%	53%	50%

Statistically significant differences were noted for seven out of ten attitudes examined. The following differences were noted:

- ♦ Respondents in the Villages ($M=4.51$, $SD=.79$) reported greater average pride in their lawn or landscaping than those outside the Villages ($M=4.34$, $SD=.87$), $p < .05$, Cohen's $d = .20$.
- ♦ On average, respondents outside the Villages ($M=2.72$, $SD=1.42$) reported stronger average agreement with the statement, "I don't care much about what my friends or neighbors think about my lawn or landscaping" than those in the Villages ($M=2.42$, $SD=1.38$), $p < .05$, Cohen's $d = .21$.
- ♦ On average, respondents in the Villages ($M=4.46$, $SD=1.13$) reported stronger average agreement with the statement, "It is possible to over-water my lawn" ($M=4.25$, $SD=1.32$), $p < .05$, Cohen's $d = .17$.
- ♦ On average, respondents outside the Villages ($M=2.72$, $SD=1.52$) reported stronger average agreement with the statement, "People should be required to turn off their

- sprinkler system if they leave town for the summer months.” than those in the Villages ($M=2.01$, $SD=1.24$), $p < .05$, Cohen’s $d = .51$.
- ♦ On average, respondents in the Villages ($M=3.94$, $SD=1.21$) reported stronger agreement with the statement, “It doesn’t bother me if my grass turns a bit brown during the winter months” ($M=3.51$, $SD=1.31$), $p < .05$, Cohen’s $d = .34$.
 - ♦ On average, respondents in the Villages ($M=4.62$, $SD=.82$) reported stronger agreement with the statement, “I am concerned about the water resources in West Central Florida” ($M=4.40$, $SD=.98$), $p < .05$, Cohen’s $d = .24$.
 - ♦ On average, respondents in the Villages ($M=3.53$, $SD=1.41$) reported stronger agreement with the statement, “I do not want my neighbors to think I use too much water” ($M=3.27$, $SD=1.52$), $p < .05$, Cohen’s $d = .18$.

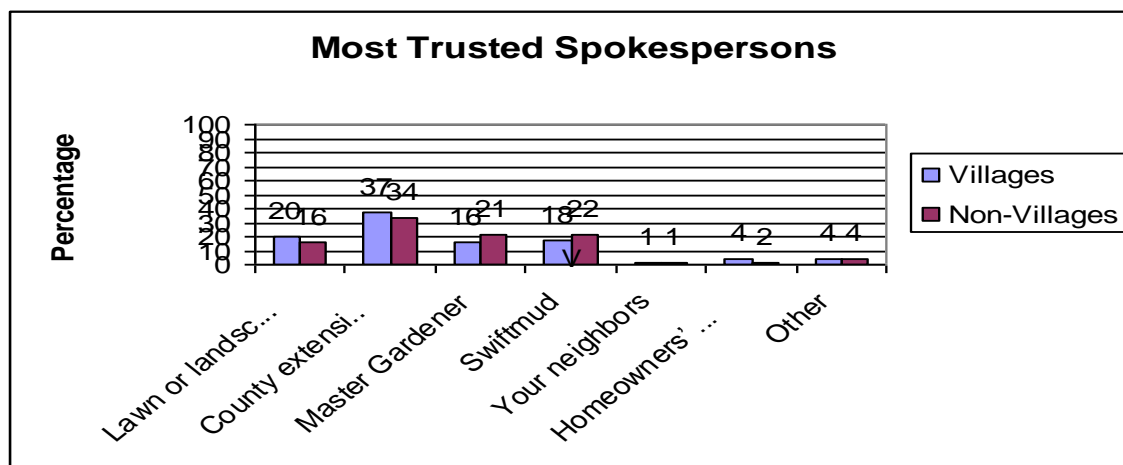
All relationships were in the small effect size range (i.e., minor differences), with the exception of one--*People should be required to turn off their sprinkler system if they leave town for the summer months*—that was in the medium effect size range. This suggests individuals who live outside of the Villages may be particularly receptive to this message.

Environmental Orientation and Watering Behavior (Requested Follow-up Analysis)

In the original analysis ($N=400$), environmental orientation was statistically significantly associated with watering during the winter with no restrictions: as environmental orientation increased, watering decreased ($r = -0.13$, $p < .05$). The relationship between environmental orientation and watering changed under the new sampling conditions (i.e., Villages versus non-Villages). More recent analyses suggested environmental orientation was only associated with watering during the summer (restrictions or no restrictions) in zip codes outside of the Villages ($p < .05$). Examination of the correlation coefficients in the more recent analyses (restrictions = -0.20, no restrictions = -0.13) and that of the original analyses (i.e., $r = -0.13$) suggests environmental orientation is playing a minor role in watering behavior.

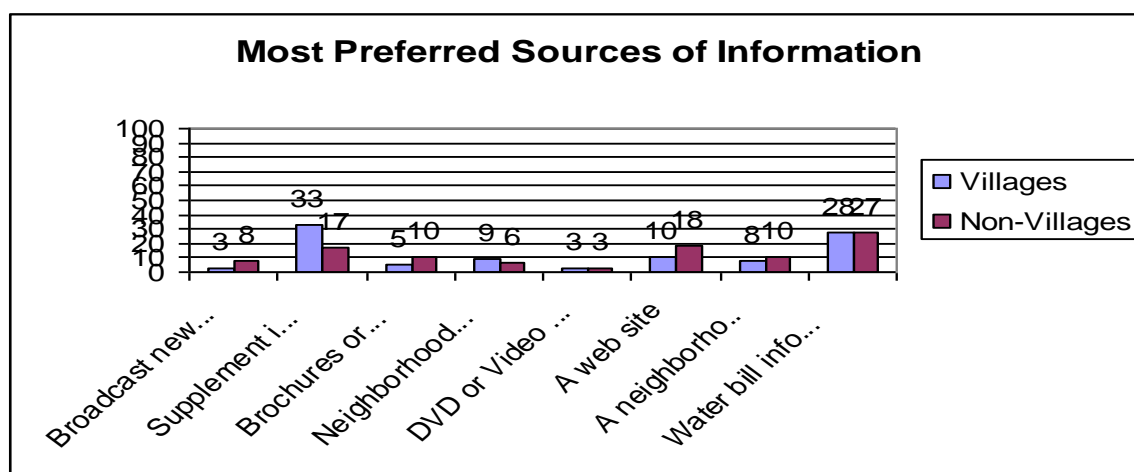
Placement

There was no statistically significant difference in preferred spokesperson between respondents in the Villages and those outside the Villages ($p > .05$). Preferred spokespersons for each area are presented in the figure below.



Promotion

There was a statistically significant relationship between zip code (Villages versus non-Villages) and most preferred source of information ($p < .05$, Cramer's $V = .26$). Preferred sources of information by area are presented in the following figure.



Overlap among the top three preferred sources of information was examined using chi-squared tests of independence. Tests were conducted within each zip code area (i.e., Villages versus non-Villages). Results suggested statistically significant relationships among all sources of information in both areas with the exception of the relationship between web site and water bill in the Villages.

	Newspaper Supplement		A web site		Water bill	
	V	NV	V	NV	V	NV
Newspaper Supplement	-	-				
A web site	41%	59%	-	-		
Water bill	58%	67%	40%	64%	-	-

Note: Percentages based on approximate sample size of 312 in the Villages and 291 in the non-Villages areas.

Appendix H. Exploratory Factor Analysis

Responses to ten attitudinal items were submitted to an exploratory factor analysis using squared multiple correlations as prior communality estimates. The principal factor method was used to extract the factors, and this was followed by a varimax (orthogonal) rotation. A scree test suggested three to four meaningful factors. Interpretability suggested three factors, so three factors were retained for rotation.

In interpreting the rotated factor pattern, an item was said to load on a given factor if the factor loading was .40 or greater for that factor, and was less than .40 for the other factor. Using these criteria, three items loaded on factor 1, two items loaded on factor 2, and three items loaded on factor 3 (see Table 1).

Table 1: *Factor Loadings*

Item	Factor 1	Factor 2	Factor 3
I take pride in how my lawn or landscaping looks	.382	-.644	-.179
I don't care much about what my friends or neighbors think about my lawn or landscaping	-.074	.652	-.279
It is not possible to over-water my lawn.*	-.005	-.179	.696
People should be required to turn off their sprinkler system if they leave town for the summer months	.090	.678	-.031
It doesn't bother me if my grass turns a bit brown during the winter months	.336	.337	.435
The cost of water does not affect my usage*	-.183	.080	.004
I am concerned about the water resources in West Central Florida	.717	.132	.185
The area where I live does not currently have a water shortage*	-.032	-.014	.749
I do what I can to protect Florida's environment	.790	-.023	.112
I do not want my neighbors to think I use too much water	.468	-.036	-.207

*Item was reverse-coded.

Cronbach's alpha, a measure of internal consistency (i.e., how well the items hang together), was calculated for each factor. Internal consistency reliability (i.e., alpha) was low for each scale. This was not surprising given the small number of items included on each scale. Factor 1 was renamed "Environmental Oriented" and had an internal consistency reliability of .38. Factor 2 was renamed "Social Oriented" and had an internal consistency reliability of .24. Factor 3 was renamed "Water Oriented" and had an internal consistency reliability of .36.

Factor scores were calculated by summing responses to each item. This approach eliminated those who did not respond to an item from the calculation process. Descriptive statistics for each factor are displayed in Table 2.

Table 2: *Scale Descriptive Statistics and Reliability*

Scale	N	Mean	Range	Standard Deviation	Alpha
Factor 1	389	12.70	3-15	2.10	.38
Factor 2	382	4.58	2-10	2.10	.24
Factor 3	366	12.14	3-15	2.49	.36