



Southwest Florida Water
Management District

Media Research Focus Group Report

**Qualitative Research Pretesting of
"Skip a Week" Water Conservation
Campaign Ads**

Executive Summary

The Southwest Florida Water Management District (SWFWMD) partnered with Salter>Mitchell to gather opinions to several messaging concepts before producing a new advertising campaign. This campaign will focus on encouraging the area's residents to skip a week of watering their lawns in order to conserve water. The District sought to explore the reactions of community members to several television ad concepts through qualitative research.

Four focus groups were conducted between August 17 and August 20, 2009 in Bartow, Sarasota, Brooksville and Tampa, Florida to reach these research goals. Residents from these communities were recruited to participate in these focus group discussions. Participants were recruited based on a requirement of having an in-ground irrigation system.

In general, residents understand that water conservation is important. Participants in the focus groups were very supportive of the water conservation issue. They were, however, frustrated with how the related water restrictions affected the appearance of their lawns. Participants felt pressure from neighbors and HOAs (where applicable) to keep their lawns looking attractive and green and also felt that lawns were important in giving an impression of the homeowner. This social pressure, combined with a lack of detailed knowledge about water restrictions, create some barriers for SWFWMD to reach their behavioral goals. In addition, the "skip a week" message has to be made more specific.

General Research Findings

- Residents generally knew the importance of water conservation. Many participants alluded to specific areas – rivers, water tables, lakes – that have been affected by drought.
- While they know conservation is the “right” or socially acceptable attitude to have, there are messaging strategies other than conservation that may help instill a deeper compliance with efforts to conserve. Play on how easy it is to do the desired behavior. Also, the “rot and pest” message was powerful.
- Participants are eager to learn the environmental repercussions of watering their lawns too much. While residents accept water restrictions as a legitimate response to water resource issues, there was some doubt about the effects that lawn watering has on the community’s water resources.
- Neighbors often talk about lawn care. Participants throughout the groups recalled conversations they had with their neighbors in which lawn care tips were shared.
- Residents knew a lot about how to care for their lawns. Having learned tips from online sources, the county extension office, magazines and home care stores, participants in the groups shared tips with each other and displayed extensive knowledge about xeriscaping and proper lawn care techniques.
- There was some frustration stemming the social pressures of maintaining an attractive lawn while complying with watering restrictions. Some participants not only feel pressure from their friends and neighbors, but also suffer fines from HOAs when their lawn has dead spots as a result of decreased watering.

Introduction

SWFWMD partnered with Salter>Mitchell to conduct qualitative research to test creative messaging concepts with residents living in the District. The goals of this research were to explore the opinions and attitudes of community members regarding several television ad concepts for a future campaign. The objective of this campaign would be to encourage residents to skip a week of watering their lawns during winter. The research also provided insight into how residents view lawn care and watering restrictions in their communities.

By gaining insight into residents' views and beliefs about lawn care, SWFWMD can more effectively design messaging strategies to reach their behavioral goals. These behavioral goals will hopefully contribute to the saving of the area's water resources.

There were four focus groups held in Bartow, Sarasota, Brooksville and Tampa, Florida between August 17 and August 20, 2009. The results discussed in this report will inform the development and production of future media campaigns in the District.

Methodology

Focus groups were conducted in order to explore residents' reactions to several creative concepts. These groups were held in four areas of the District on the evenings of August 17 through August 20, 2009 in the offices of SWFWMD. A moderator and note-taker were present in each group while members of the SWFWMD communication staff observed the groups remotely via video conferencing.

Recruiters were instructed to enlist participants who had in-ground irrigation systems installed on their lawns. Each of these focus groups consisted of seven community members who lived in a house with in-ground irrigation for the lawn where the participant or another family directly cared for the lawn (n=28). More males were recruited to participate in these groups because males typically perform the majority of chores related to lawn care. The groups' ethnic composition was mixed to reflect each community in which the group was held.

Group Composition						
Group	Males	Females	Caucasian	African American	Hispanic	Asian
Bartow	5	2	5		1	1
Sarasota	4	3	4	1	2	
Brooksville	4	3	6		1	
Tampa	4	3	4	1	2	

The materials used in this research were developed by the staffs of both SWFWMD and Salter>Mitchell. SWFWMD provided the creative materials to be tested. These included four mock ups of television advertisements and three taglines. The focus group moderator's guide was developed by the research staff at Salter>Mitchell in cooperation with the communication staff at SWFWMD. Analysis and recommendations are presented in this report by the research staff at Salter>Mitchell.

The main goal of the groups was to discuss participants' reactions to creative concepts that might be used in a future campaign. During each group, participants were asked to discuss their general opinions and beliefs regarding lawn care and four advertising concepts. Participants were shown mock up videos of four advertising concepts back to back. These videos were shown together in order to simulate a realistic viewing of television ads as well as to test recall of each ad. The videos were rotated in each group in order to avoid bias.

Complete transcripts of the four focus groups are included at the end of the report.

Research Findings

The qualitative findings from these focus groups are reported in this section. It should be noted that while participants in these groups are representative of members of each community in which a focus group was held, these results should not be generalized throughout the entire community. As the findings are discussed, specific quotes, recommendations and opportunities for communication between SWFWMD and residents living within the District are presented.

Participants showed they cared a great deal about both their lawns and the conditions of the area's water resources. They seemed to have more specific knowledge regarding lawn care, however, than they did of water scarcity issues.

Residents also said they enjoyed spending time in their yards. They mentioned gardening, swimming, relaxing and playing with their children and pets in their yards. Framing regarding water conservation in terms of making yard activities more pleasant might be well received by residents.

Location

The focus groups were held in Bartow, Sarasota, Brooksville and Tampa. While many of the participants seemed to be well-versed in lawn care techniques and the general state of the area's water supply, it was clear that residents of less metropolitan areas such as Brooksville and Bartow had more extensive knowledge about these topics.

Residents living in Brooksville or Bartow also commented on living on plots of land that were sometimes several acres large. This may affect their knowledge of lawn maintenance – with residents of more rural areas having more opportunities to learn about land stewardship. Regardless of the size of their properties, most of the participants showed a great deal of interest in lawn care techniques and water conservation issues.

Lawn care

Watering the lawn and repelling weeds and insects were considered very important throughout the focus groups. According to participants in Brooksville, the most important thing a homeowner can do to care for their lawn is to water it. In Sarasota, participants mentioned applying insecticides and fertilizer as the most important things to do regarding lawn care. Participants from the Bartow and Tampa areas seemed to fall into one of these two categories. The sign of a "healthy yard" for participants was that the lawn was green and lush. Some understood, however, how the weather and time of year affected their lawns' need for water.

When it goes into drought...like you said, it looks terrible, miserable. I mean your yard, you're ashamed of what your yard looks like is what it is... but I personally enjoy it because I go to the golf course. I don't have to worry about that for about two months. I'm [good with it]
--Male, Brooksville

[About a healthy lawn] *It looks like a rug...doesn't have patches and holes.*
--Female, Sarasota

I usually don't water the lawn during the winter at all. It's usually in the summer when you're trying to get them to grow and stay green.
--Male, Tampa

Now, I'm not watering. [Irrigation system] is turned off because of the rainy season.
--Female, Sarasota

In addition to watering their lawns and repelling unwanted weeds and insects, participants talked about several other lawn care techniques. They mentioned mowing regularly, fertilizing, weeding and using herbicides and insecticides. There was some mention of chinch bug infestation. Many of the participants said they mowed their lawns about once every one or two weeks. They also said they kept their grass height approximately between four to six inches. Many agreed that keeping the lawn mower at the highest height was best while some were unsure.

You get out there and you get rid of the weeds and I'll try to put something down that prevents them from growing. So, probably once a year to maintain.
-- Female, Bartow

Then if you see your grass brown, you know that you cut it too short.
--Female, Tampa

Not that anybody would notice because it's a very forested area and very shady but the grass that does grow, I let it grow pretty high and then in fact, I let it go to seed if I can and then I cut it down and it's all coming in real nice in the front out too so...
--Male, Brooksville

There was some discussion about xeriscaping in some of the groups. Some participants talked about xeriscaping as an alternative to traditional lawns. They said the benefits of this type of landscaping would be to accommodate watering restrictions and drought while maintaining an attractive and healthy lawn. Also, that it would be less work and help to conserve water.

Because we can't water, we were trying to enhance with mulch and planting where we can just hand water or get little potted plants and put them around but ourselves, we decided – we went ahead and dug out all the way around the house and mulched. Put some river rock and mulch just to keep down the ugliness of the grass that had died.

--Female, Brooksville

One, two, three, four, five – six houses down from me, she completely, like you said, got fed up, tore it all out, and xeriscaped and then on the other side of the road, we have two houses I think that have done that. Then a couple of blocks over, we have a house that just cemented the whole front yard which is basically another form, a few plants here and there.

--Female, Tampa

Xeriscaping advertising campaign that went on for the last ten years was pretty good but there was no incentive for people to do it.

--Male, Brooksville

There seemed to be a consistent inner conflict in the groups' participants in adhering to local water restrictions while trying to keep their lawns attractive. Participants living in communities with home owner's associations remarked about fees for having spotted or dried out lawns on top of the fines participants received for being caught watering their lawns more frequently than water restrictions permitted them to. In general, all groups had extremely negative perceptions of HOAs.

[On why HOAs make people "uptight" about their lawns] Avoid the letters. I'm even in a fenced-in yard that the association doesn't even see what my yard but just the front of the house and it's still stressful even on us – the hedges – everything. I just wait for that letter.

--Female, Sarasota

Neighbors have been cited for not maintaining it. They follow the watering restrictions and then they wanted us to do, well, so they get cited by the homeowners association.

--Female, Tampa

Participants mentioned several sources of information regarding lawn care. They mentioned asking for lawn care tips from a neighbor whose lawn was particularly attractive, learning from their fathers, the county extension service and online resources. The District should not underestimate the power of interpersonal communication between homeowners – a common theme in all groups was people sought out information from neighbors/friends who had "nice" yards. One woman recalled receiving emails from a lawn product company reminding her of lawn maintenance chores and techniques for getting rid of insects. Many of the participants in these discussions felt their knowledge about lawn care was more advanced than or the same as their neighbors. They also said that their lawns were better and more attractive than their neighbors'.

[About what made her knowledge about lawns more advanced than her neighbors'] I mean I have [azaleas] that bloom to the point that they're just phenomenal and you know what is a good fertilizer? Coffee grounds.
--Female, Brooksville

[About what made his lawn better] A lot of people have just let their lawns go completely where I just kind of take care of my lawn as it tells me it needs to be taken care of. I replaced a lot of the lawn areas with other plants, more drought tolerance type plants or plants that are more appropriate for the shade or lack of shade in that part of the yard.
--Male, Sarasota

The state extension service out of the University of Florida. That's the best information... They're online. They got all kinds of publications you can order.
--Male, Tampa

Many participants agreed that males do the majority of lawn-related chores. While men were said to be doing much of the mowing and weeding, women seemed to be a very important part of the decision-making process. Females participating in the groups said they gardened, decorated and were involved in decision-making regarding the lawn.

We tell them though. [Laughter] "Hey, that doesn't look good."
--Female, Sarasota

My husband and I argue over it because he likes it kind of high and I like golf course grass.
--Female, Bartow

My husband is obsessed with our yard. We have koi ponds and waterfall and a lot of stuff. Well, I have a small organic garden that I like – a vegetable garden. That's what I do. He does the rest.
--Female, Tampa

Water conservation

Water conservation issues were ubiquitous in these discussions. Participants are not only aware of water conservation messages, but also agree with them in principle. They know conserving water is important. Some participants, however, were less knowledgeable about the rationalization behind the need for water conservation efforts. Two participants in separate groups asked "but tell us what happens if we use too much water."

I got friends who live down in Pinellas County. There's no water problem. All the lakes down there are full. Why? They're full of garbage water. You can't drink it. Okay, this is all waste water.
--Male, Brooksville

[About other residents] *They think this thing is just a never-ending source.*
--Male, Brooksville

Participants in Brooksville were asked what was causing the water shortage in their opinion. Many of these participants cited overpopulation and over-watering. Some talked about reclaimed water – how Florida residents are not taking full advantage of techniques to reuse water from household appliances such as dish and clothes washers. They also mentioned that some Floridians may not be worried about the future effects of their personal water consumption since many residents come to Florida to retire and are of an advanced age.

I mean I use Tide on my yard to get rid of the bugs. So I mean that water that goes into a sewer system, why can't we put that into a barrel and then irrigate our yard with it instead of – I mean there's a lot of things that we can do but nobody knows to do them or it's economically not feasible.
--Female, Brooksville

Using reclaimed water has really cut down on my city water bill. I think it's great. I wish they'd have it all over the city for everybody.
--Male, Tampa

[About transient Florida residents] *"We're not going to be here much longer. Why do I care?" I mean seriously, I mean – and they're not from Florida. They're from Massachusetts. That's where their kids are.*
--Female, Brooksville

Participants generally knew about watering restrictions. Many of them knew the restrictions only allowed them to water only once a week. Although participants seemed to agree that water conservation was important, some admitted to breaking watering restriction policies in their efforts to keep their lawns green. They were clear on the repercussions of not following the restrictions as some had been previously fined. They were unclear, however, on who established and enforced the restrictions. In Bartow, participants seemed less aware of these watering restriction policies.

\$150.00, your first. There's no warning. It's \$150.00 your first time.
--Female, Brooksville

I got fined...I was guilty...when I came back from court, I just unplugged the water system. If it dries up, it dries up.
--Male, Tampa

[About green lawns in communities with HOAs] *They never reset the irrigation setting from when the builder had it, the first 30 days that you can water everyday. They're still watering everyday. They never reprogrammed it.*
--Female, Brooksville

I get penalized if I water on the day that it's not my day.
--Female, Sarasota

There is a restriction, but what kind of restriction we don't really know.
--Male, Bartow

Condition of lawn reflects owner

Participants in the focus groups felt that the appearance of the lawn is a reflection of the individual and their family. One participant even went on to explain that the lawn is the very first impression a homeowner presents to friends, family and strangers. Although participants joked about the poor state of their lawns in the summer heat, they felt that an unkempt lawn was a sign of carelessness and lack of pride. On the whole, many of the participants were proud about their lawns.

If you're my friend, you come over, you come into my house and you see how I live inside but people who never know you drive by your house and yet, they get an impression of who you are by how you keep your front yard.
--Female, Brooksville

[About what a lawn says of the owner] *Pride of ownership.*
--Male, Sarasota

It just shows you don't care if it doesn't look good.
--Male, Bartow

There's a personality to an extent. It's an extension of yourself.
--Male, Tampa

In-ground irrigation settings

For the most part, participants in these discussions had positive perceptions about automatic irrigation systems. They felt automatic systems were very convenient. Some of the benefits they mentioned were that they could set the timer and forget about them, not having to be awake if their restricted watering time was too early in the morning or too late at night and that they would not miss their watering schedule.

Some of the negatives were that if set incorrectly, it could result in a watering violation and fine; they would be unaware if a sprinkler head was stuck; a lightning strike could cause a violation or expensive repair; and their system would possibly run during a rainstorm and waste water.

So when we are down to one day and it's only between I think something like 3:00 and 5:00 in the morning. So thank goodness we have a system, an automated system that we can set and it'll water on our water days.
--Female, Brooksville

[When asked about the benefits of automatic timer] *My neighbors on each side, their lawn died because they didn't have the irrigation system and they had to have their lawn re-sodded. Mine survived and looked pretty good, and now it's just a matter of convenience and forgetfulness.*

--Male, Bartow

[About reading the operation manual] *Let me tell you what, you got to have a college degree to get through that damn book.*

--Male, Brooksville

[About the cons of having an automatic timer] *I consider it laziness that you don't really care anything.*

--Male, Bartow

[About the cons of having an automatic timer] *The sprinkler heads get stuck, they get full of sand, they don't work – that was also the deciding factor I actually turned the - When I got my bill I decided to pay attention to what my water system was doing. I set it off during the day and watched it and there were two or three heads that were just stuck.*

--Male, Bartow

Well, you can be watering in the middle of a rainstorm if you're not monitoring it. You can be watering the day after a rainstorm and you don't need it so it's not a foolproof system. You still have to monitor it in some way.

--Male, Tampa

Television spots

The ad that most participants related to was "Tom and Stan." Some participants related to "Programming Man" but for reasons that would not help SWFWMD meet its behavioral objectives. Participants who said they related to "Programming Man" related to the programming aspect of the segment but did not make a very strong connection to skipping a week by turning their automatic irrigation system off.

"Tom and Stan"

The clear hit was "Tom and Stan." Participants related to the men sharing information regarding lawn maintenance. Many recalled having very similar conversations with their neighbors. This spot provided the audience new information about keeping rot, pests and disease away from their lawns. It also gave them permission to relax and take a break from laboring over their lawns, which seemed to be welcome by the participants. Aside from giving the standard water conservation message, this spot also gave the audience direct benefits and immediate gratification.

It's a little 30-second story being told and it caught my interest.

Well, I remember that one the best.

--Male, Brooksville

I liked it because I didn't know that skip a week in the winter that it would help with bugs.
--Female, Brooksville

[About talking with their neighbors] *That's why I relate to that because we've done that on a certain level before, a lot of us guys.*
--Male, Sarasota

[About why this spot was persuasive] *He gave precise information on, "If you do this, you're going to have this mess."*
--Female, Sarasota

It's just relaxing. You need that sometimes. The lawn gets too uptight. So just, "Relax, it happens. It's winter. It's going to die. You're going to get patches. It's okay." That one's telling us it's okay that we can have the dead patches.
--Female, Sarasota

"Programming Man"

Many participants related to this spot. Some related directly to not being able to program appliances. Others related to the spot because they knew someone who had difficulty programming remotes and other household appliances. The skip a week message, however, was lost among the noise of the alarm clock and ineptitude of the programmer.

I related to that. I could just see the remote and the coffeemaker. It's like you got to remember all these things that you have to program.
--Female, Brooksville

If you're tech challenged, even you can do it.
--Male, Brooksville

I found it annoying that it started out with a buzzing alarm clock because if there was one thing I could remove from my life, it would be buzzing alarm clocks.
--Male, Brooksville

[About pressing one button to turn off irrigation system] *It is not always easy depending on your system to figure it out.*
--Female, Tampa

[When asked if she would do what the ad was asking] *No, because to me the whole point of the thing was you can't use a remote. I never got past that.*
--Female, Tampa

“Skipping is fun”

This spot did not convey a very clear message. While participants did not have many negative things to say about it, they were not making the connection between children skipping stones and skipping a week of watering. Some participants said they felt like they were waiting for information that was never given.

You don't see people skipping stones or kids skipping down the street.[Not easy to relate to]
--Female, Tampa

I thought it'd be a good commercial for children at school to stop using the water with their toothbrush or just like – it didn't give across an adult message.
--Female, Brooksville

To me that whole skipping thing didn't teach me anything.
--Female, Brooksville

I was waiting for more information on what they were getting at.
--Male, Sarasota

No, it was kind of a stretch to get the skipping going.
--Male, Sarasota

“HOA”

Homeowners' Associations were not well-liked by participants. This segment sparked some conversations about dislike toward and bad experiences with HOAs. In Tampa, participants said the spot reminded them of a retirement home. Some participants also speculated about what the character at the end of the segment was eating more so than they did on the spot's message. Very few focused on the core message “it's easy to skip a week of irrigation.”

Well, it doesn't apply to everybody because not everybody has a homeowners association.
--Female, Tampa

[About HOAs] I don't like the concept of being told what to do.
--Female, Brooksville

They were trying to teach people to shut off their irrigation timers one week each month during the winter period.
--Male, Sarasota

I thought they make it look like it was so easy. It wouldn't be complicated. I like that.
--Female, Sarasota

The “Skip a Week” Concept

There was much confusion surrounding the directive to “skip a week.” Some interpreted the slogan to mean watering every other week while others felt it was a vague message, telling them to skip a week once in a while. Others felt that since they were under heavy watering restrictions already, the skipping a week message was not intended for them. Some participants asked for messages complete with figures and statistics about water levels. While this is important information for residents to know in general, it may not influence their behavior in a way that helps the District’s meet their behavioral goals. The main thing the District needs to do if they anticipate using the “skip a week” concept is to be as specific and concise as possible – skip every other week of watering during the winter.

Water one week, skip one week, water the next week, every other week.
--Female, Brooksville

Just every once in a while, skip one. I don't know.
--Male, Brooksville

You skip one week of water. I don't know what time period. I don't know if it's a month or two months...
--Female, Sarasota

The chart below summarizes the pros and cons of each spot, according to the reactions of the participants. Recommendations regarding next steps for each spot are also given.

TV Spot	Pros	Cons	Recommendations
Tom and Stan	<p>Participants recalled similar conversations they had with their neighbors.</p> <p>Promotes relaxing in the yard - a pleasant alternative to yard work.</p> <p>Presents new information directly to audience.</p> <p>Gives audience reasons to act other than pure water conservation message - relax and avoid pests and rot.</p>	<p>PSA, as is, was not clear that it is winter. Patch of brown grass was not clearly noticeable.</p>	<p>Participants highly related to this spot. They reacted to the new information (consequences of over watering in the winter) and positively perceived the alternative behavior (relax).</p> <p>Would recommend to move forward with this spot by making brown patches more visible and design set to reflect more clearly that it is winter.</p> <p>Be EXTREMELY specific about the "skip a week" message.</p>
Programming Man	<p>Participants related to frustration of programming appliances.</p> <p>Message of "it's easy to do."</p>	<p>Participants were more focused on the message of not being able to program appliances than turning off automatic timer.</p> <p>Participants found loud sounds annoying and abrasive.</p> <p>One of the conveyed messages was to "go manual" rather than to skip a week.</p>	<p>Participants related directly to the spot by having difficulty programming or indirectly by knowing someone who had difficulty with appliances.</p> <p>Viewers could easily miss the message to turn off their automatic systems. Viewers might also be turned off by loud noises.</p> <p>Changing types of sounds and allowing for a longer portion of the spot to focus on target behavior may help. Would not recommend to move forward, however, because intended message could be easily lost.</p>
Skipping Is Fun	<p>Parents relate to children playing.</p> <p>Some adults reminisced about their childhood.</p>	<p>Childish. May be interpreted as an ad for children.</p> <p>Imagery did not convey target message clearly.</p> <p>Kept viewers waiting for information that was never given.</p>	<p>While this spot invoked positive feelings in the participants, the message was not easily understood.</p> <p>It is not recommended to move forward with this concept.</p>
HOA	<p>Community is shown collaborating to solve a problem.</p> <p>Message of "it's easy to do."</p>	<p>Not everyone can relate to having a homeowners' association.</p> <p>Negative perceptions of homeowners' associations.</p> <p>Participants were focused on what character at the end of the spot was eating.</p>	<p>While the message that "it's easy to do" was clearly understood, this message would seem to be targeting residents living in neighborhoods with homeowners' associations. Would not recommend to forward because of negative feelings toward these associations.</p>

Taglines

Participants in these focus groups were open to messages about water conservation in general. Many of the participants were also open to the “skip a week” concept. While participants in Tampa did not wholly disagree with the statement, they felt they already complied with this message and felt it was unnecessary. Throughout discussions in these groups, however, it was widely agreed upon that the precise meaning of this statement was unclear.

Participants were asked to choose their preference of three taglines provided by SWFWMD:

- “Skip a week. It’s easy. It’s the right thing to do.”;
- “Florida’s water. It’s worth saving.”;
- “If everyone saves a little it can add up to a lot.”

Participants in several of the focus groups felt that identifying “Florida’s water” was important in a tagline. Some participants suggested using a combination of statements. Some recommended using “Florida’s water. If everyone saves a little, it can add up to a lot.” They felt that it clearly identified the goal of saving Florida’s water.

I don’t like the one that says, “It’s the right thing to do.”... It’s a personal opinion.
--Male, Bartow

I think, “Florida’s water. Skip a week, it’s worth saving,” makes more sense.
--Male, Sarasota

“Florida water, it’s worth saving.” It’s telling me what to save. It makes me more sensitive in general to save water. So whether it’s through my irrigation system or through my tap water or taking less time in the shower, I’m more conscious of saving water.
--Male, Sarasota

I like “Florida’s water is worth saving.” It tells me where it is. It’s where I live - worth saving money. It’s not only the water but you’re going to save me money – worth saving, so three things that come out at you real quick.
--Female, Sarasota

“Skip a week – it’s easy. It’s the right thing to do.”... That could mean a lot of things.
--Male, Tampa

The chart on the next page summarizes each tagline tested in these focus groups. It also includes the main messages conveyed by each and comments from the discussions. There was no major standout. It is the recommendation to use the “Florida’s water” concept to co-brand with the nearby water management districts.

Tagline Message		Comments
Skip a week. It's easy. It's the right thing to do.	Skipping a week is easy.	It seems direct but is not clear it's regarding water. It sounds like a typical PSA message "It's the right thing to do" may seem demanding.
Florida's water. It's worth saving.	Typical water conservation message.	Clear objective "save Florida's water." Speaks about a well-known problem. Can be generalized to save water in many different ways. Subtle allusion to saving money.
If everyone saves a little it can add up to a lot.	Conservation message calling for collaboration between residents.	Unclear about the object of saving.

In Brooksville, participants were very opinionated and knowledgeable about these topics. For this reason, we decided to ask them to design their own taglines to encourage residents to conserve water. Listed below are some of the ideas they generated:

- What are you going to do when you run out of water?
- All the diseases stem from not having proper water.
- I would think it's more precious than gas. I mean gas has gotten so much – it's more precious than gold. It's more precious than – because it is necessary. It is probably the most necessary ingredient for our survival. So I think that would be a good – it's our most precious gift.
- Stop having kids or start saving water.
- I think that the overall that I get from it is that we need to conserve water. I mean we have to. It's not a pick-and-choose. It's not we're going to tell you, hit the button on your irrigation system so that you skip a week. You have to. I mean it comes down to you have to and I think that that is the point. It's not "would you please" or "could you." It's get the point across either you can have a semi-nice yard and everybody else has the same thing but at least you have water for years to come afterwards instead of worrying about that nice, green, perfect lawn.

Conclusion

The overall conclusion reached by the groups is: People know the “right things to do” when it comes to water conservation. The problem is they don’t always do it. It is the belief that citizens need a better reason to “skip a week” than simply conserving water.

First, if the District plans on using the “Skip a week” concept, they have to be more specific. It is suggested that, at the very least, use the terminology of “skip every other week” to better convey the conservation message.

It was evident that the one PSA that stood out was “Tom and Stan.” It is the belief that this spot worked best because it showed a benefit (relaxing) and consequences of the actions (rot and pests). The District should focus more on this type of message rather than the standard “conservation” one.

Finally, when producing the PSAs, the District should not assume people all have the same irrigation system timer. There was some confusion in the groups; some participants didn’t recognize the device. A better strategy may be the approach used in the “Tom and Stan” spot – don’t show it, simply explain it.

In closing, this report only touches the major themes of the four focus groups. There is a wealth of information in the transcripts and recordings that delve further into these findings. The reader is reminded, though, that these groups are the opinion of only a small sliver of the population and should not be generalized to the population of the District.

Appendices

Appendix A

Moderator's Guide

Focus Group Moderator Guide (90 Minutes)
Southwest Florida Water Management District
Media Research

AUDIENCE

Residents living in the Southwest Florida Water Management District; all participants live in a home with an in-ground irrigation system.

LOCATIONS & DATES

- Bartow, FL (8/17/09 at 6:30 p.m.)
- Sarasota, FL (8/18/09 at 6:30 p.m.)
- Brooksville, FL (8/19/09 at 6:30 p.m.)
- Tampa, FL (8/20/09 at 6:30 p.m.)

METHODOLOGY

- Four focus groups with adults ages 25 or older, who live in a home with an in-ground irrigation system.
- Males and females
- Mixed ethnicities

RESEARCH GOALS

- Test the persuasiveness of four television ads meant to encourage water conservation, including shutting off their homes' irrigation systems on certain days of the week.
- Test potential taglines to be used in upcoming campaigns.

I. EXPLANATIONS AND MODERATOR INTRODUCTIONS (about 5 minutes)

Introduction and Purpose

- a) Hi, my name is _____ and I'll be leading this discussion today.
- b) What we're doing here today is called a focus group. The point of the group is to hear people's thoughts, feelings and ideas. We're going to talk about some creative materials that may be used in an advertising campaign. I'm here to ask questions and to listen to what you have to say.
- c) There are no wrong answers. It doesn't matter to me if you love or hate what I'm going to show you. I work for a research company. I don't work for the government. I'm not an expert in what we're talking about today. Actually, I know very little about lawn care so I'll probably need you guys to explain a lot of things to me. And that's exactly why I'm here. For you guys to tell me what you know, think and feel. I want to hear what each and every one of you thinks about what we look at today. Even if no one else *here* agrees with you, I promise there are other residents of this area who will feel the same way you do, so it's up to you to represent them.

Procedure

- d) Our talk today will be taped so that we can hear what everyone says and write a report about what was said. The tapes will be used only to write the report and the report will not include anyone's name.
- e) This is a group discussion. You don't need to raise your hand, but please speak one at a time so the tape recorder can pick up what everyone says.
- f) I have a lot of questions and not a lot of time, so sometimes I might have to change the subject or move ahead. I'll come back to earlier questions if there's time. I apologize if I have to interrupt you; I just want to make sure we discuss everything before we have to end.
- g) Does anyone have any questions?

II. INTRODUCTIONS AND WARMUP – GENERAL LAWNCARE (15 minutes)

1. To get us warmed up for the conversation, I'd like to go around the room and have us all quickly introduce ourselves. Please tell me your name, where you live and your favorite activity to do outside in your yard. We'll start with [pick person to your left].
2. Let's talk a little about how you care for your lawn. Give me a rundown of some of the things you do to keep your lawn in good shape.
 1. Anything else you do to keep your lawn in good shape? Is there anything that hasn't been mentioned yet?
 2. Describe what an ideal lawn in good shape looks like.
 3. As a group, let's decide what is the number one thing you can do to care for your lawn.
 1. Why is that so important for your lawn?
 2. Can you describe how you do that?
 3. How or where did you learn about lawn care?
 4. How often do you water your lawn?
 5. How tall do you keep the grass in your lawn?
3. Is there a difference in how you currently care for your lawn and the "right" way to care for your lawn?
 1. Why do you do that as opposed to what you're supposed to do?
 2. Is there anything that keeps you from doing that?
 3. [if restrictions are mentioned] I'm not from this area, can you tell me what the restrictions are?
4. How do you feel about your lawn?
 1. What does a lawn say about the owner?
 2. What does your lawn say about you, personally?

5. When it comes to knowledge about lawn care, do you consider yourself better, equal or worse than other people in this area? Let's go around the table and everyone can give their answers.
 1. What makes you (better, worse, equal)?
6. What about when it comes to lawns, is your lawn better, equal or worse than other lawns in your community?
 1. Why?
7. Now you guys were recruited to participate in this discussion because you mentioned having an in ground irrigation system. Can you tell me what are some of the pros and cons of having an automatic sprinkler vs. using your irrigation system manually? Why?

III. SHOWING CREATIVE (40 minutes)

Let's switch gears for a minute. That discussion was great, I learned so much about lawn care. But now I'm going to show you some mockups of television ads. They're not the finished product, just an idea of what the commercial might look like. Then I'm going to ask you a few questions about what the ads say. I'm going to play them all back to back because if you were normally watching TV, that's how you'd see them. We'll talk about them all afterward.

[Show four ads, back to back; we will rotate for each group. – this is done to increase ecological validity – the commercials won't be shown alone, so we test them as clusters. Graphic representations of the commercials will be used if needed.]

Let's talk for a moment about these four commercials – that's what we'd like to know more about. We're going to focus on the ads one by one. So that we talk about them individually but at the end we can compare them to each other.

1. How many people remember the first commercial really well? Raise your hand if you do. Can one of you describe it for the group? [Make notes about description on flip chart]. PROBE >>> What else do you remember? How did it make you feel?
 - a. Going around the table, tell me what you think this ad is asking you to do.
 - i. What about the ad brought you to that conclusion?
 - b. Anyone here interested in that? Raise your hand if you are interested. What's appealing about it?
 - c. How does this relate to you, personally? Let's go around the table and I want each one of you to tell the group why this ad did or didn't relate to you.
 - d. Is there anything in real life that this commercial reminded you of?
 - i. Why do you say that?
 - ii. What could make it more realistic?
 - e. What, if anything, would you tell a friend about this commercial?
 - f. Let's go around the table again, and tell us, judging from this commercial, do you think you would do what it's asking you to do?
 - i. Why do you say that?
 - ii. What would make it more persuasive?

- g. What does it mean to “skip a week?”
2. OK, now forget about that first ad. How about the second one – how many of you remember that one pretty well? Can one of you describe that for me? [Note answer on large sheet of paper].
How did it make you feel?
- Going around the table, tell me what you think this ad is asking you to do.
 - What about the ad brought you to that conclusion?
 - Anyone here interested in that? Raise your hand if you are interested. What's appealing about it?
 - How does this relate to you, personally? Let's go around the table and I want each one of you to tell the group why this ad did or didn't relate to you.
 - Is there anything in real life that this commercial reminded you of?
 - Why do you say that?
 - What could make it more realistic?
 - What, if anything, would you tell a friend about this commercial?
 - Let's go around the table again, and tell us, judging from this commercial, do you think you would do what it's asking you to do?
 - Why do you say that?
 - What would make it more persuasive?
3. Now forget about that one. How about the third one – how many of you remember that one pretty well? Can one of you describe that for me? [Note answer on large sheet of paper]. PROBE >>> What else do people remember?
How did it make you feel?
- Going around the table, tell me what you think this ad is asking you to do.
 - What about the ad brought you to that conclusion?
 - Anyone here interested in what it said? Raise your hand if you are interested. What's appealing about it?
 - How does this relate to you, personally? Let's go around the table and I want each one of you to tell the group why this ad did or didn't relate to you.
 - Is there anything in real life that this commercial reminded you of?
 - Why do you say that?
 - What could make it more realistic?
 - What, if anything, would you tell a friend about this commercial?
 - Let's go around the table again, and tell us, judging from this commercial, do you think you would do what it's asking you to do?
 - Why do you say that?
 - What would make it more persuasive?
4. How about the fourth one – how many of you remember that one pretty well? Can one of you describe that for me? [Note answer on large sheet of paper]. PROBE >>> What else do people remember? How did it make you feel?
- Going around the table, tell me what you think this ad is asking you to do.
 - What about the ad brought you to that conclusion?
 - Anyone here interested in what it said? Raise your hand if you are interested. What's appealing about it?

- c. How does this relate to you, personally? Let's go around the table and I want each one of you to tell the group why this ad did or didn't relate to you.
 - d. Is there anything in real life that this commercial reminded you of?
 - i. Why do you say that?
 - ii. What could make it more realistic?
 - e. What, if anything, would you tell a friend about this commercial?
 - f. Let's go around the table again, and tell us, judging from this commercial, do you think you would do what it's asking you to do?
 - i. Why do you say that?
 - ii. What would make it more persuasive?
5. Going around the table again tell us, of the four ads we just saw, which one you thought was the most interesting and why.
6. Which ad related the most to your personal life? Which one looks most like it's for people like you?
 - a. Why did you identify with that one so strongly?
7. Which ad had the most new information? Why did you pick that one?
8. What is the one piece of information an ad would need to have to persuade you to skip a week of watering your lawn?

IV. TAGLINE TESTING (20 minutes)

Okay, we're almost done. We just have one more exercise. I'm going to show you some statements that may be used in future advertisements. I want to get your feedback on these.

[Show the taglines that the District wants to test – “Florida’s Water. It’s worth saving.”; “If everyone saves a little, it can add up to a lot.”; “Skip a week. It’s easy. It’s the right thing to do.” – they will be shown on handouts]

- 9. Can someone read that first one out loud?
 - a. What is that one telling you to do?
 - b. Where would you expect to see or hear this tagline?
- 10. Can someone read this second one out loud?
 - a. What is this one telling you to do?
 - b. Where would you expect to see or hear this tagline?
- 11. Can someone read the third one?
 - a. What is this one telling you to do?
 - b. Where would you expect to see or hear this tagline?
- 12. Which of these three statements speaks to you personally? [go around and ask; note taker tally results]
 - a. On the sheet of paper, rank the statements from 1 to 3 with one being “speaks to me the most” and 3 being “speaks to me the least”

13. Why do you relate to this statement?
14. If you had the opportunity to come up with a statement that communicated water conservation, what would it be?

V. CLOSING (about 1 minutes)

Thank you so much for your time.

Does anyone have any questions for me?

Hand out incentives to participants.

Appendix B

Focus Group Transcripts

SalterMitchell Inc.
Focus Group Discussion
Bartow
August 17, 2009 at 6:30PM

Moderator: How's everybody doing?

Seth: All right.

Tina: Very good.

Moderator: Good. If you wouldn't mind taking your nametags and let me turn this on, taking your nametags and putting them towards me.

Tina: Do you want me to turn yours around?

Moderator: No, exactly. I remember who I am. Welcome tonight. Thank you all very much for coming in. My name is Tate. We'll go by first names tonight because as you'll see this is going to be a focus group. How many of you in here have been through a focus group before - A few of you? Okay, a few of you, which is great. Just to kind of let you know that you're being recorded and watched. There's everything - there's little recording devices here, there's a recording device right there, there's a camera above me, there are people watching you at a distant location so feel free to wave.

Now the reason we record you is because the information that we're going to be talking about tonight is going to be about an advertising campaign. It's some just general environmental stuff. So the things that we're going to be recording and we're going to be asking you is not going to be anything that's going to be right or wrong. Whatever, we want to hear your opinions and feel free to disagree with me, disagree with the campaigns, with what others are saying. We want to hear exactly what your opinions are.

So with that, as a group discussion you may see me running down a few things throughout the night. You may see me fiddling around. We're going to be watching some television in a little while, so feel free to relax. This is going to be a conversation hopefully among friends. So with that, I said it was going to be taped. This is also a group discussion so feel free, don't wait on me to call on you, but I will. If you have anything to say, feel free to say it. The only thing that I ask is since we're recording this, if you'd just wait for - one person talk at a time. Is that cool?

Great! Well, let's kind of take some general introductions. Oh, also, I'll kind of throw it out there. I'm a researcher. I'm not an environmental person, I don't work for the water management district, I don't work for the government - so I'm just here to listen. So feel free to say whatever you'd like.

So to just kind of start off, let's introduce ourselves. Here's a question I want to ask. As you're introducing yourself, tell me your name and your favorite activity to do in your yard. Who wants to go first?

Seth: I'm Seth, and watch my five-year-old play.

Moderator: Okay, very good. Where are you from? Tell me where you're from.

Seth: Lakeland, South Lakeland.

Moderator: Okay, great. Thank you, Seth. Who else? Who's next?

Dustin: I'm Dustin. I actually just like to sit out and soak up the sun.

Moderator: Okay, great.

- Dustin: I'm from Lakeland, too.
- Moderator: Very good.
- Janek: I'm Janek O'Toole and I, just like you, sit back and relax and enjoy the sun as well as enjoy the good weather of Florida.
- Moderator: Very good, and you're from Lakeland?
- Janek: Yes.
- Moderator: Very good. Next?
- Tina: My name is Tina and also I just had my husband build a patio out front so that I can sit, just sit by the table in a chair and just watch from our front yard.
- Moderator: Okay, great. Thank you.
- Lee: My name is Lee and I have three dogs and I play with them in the backyard and run races.
- Moderator: Okay, great. Where are you from, Lee?
- Lee: South Lakeland.
- Wanda: I'm Wanda and I live in Lakeland and I also watch my son while he's playing outside, and he's two.
- Moderator: Okay, very good.
- Ed: I'm Ed and I love my trees to death. I'm always out there in the yard just propagating and planting a tree or something. I got four dogs to play with and I'm a tree man.

Moderator: Very good. Now let me ask you this question. I know some of you in here said you had kids. Just so the cameras can get it and we can record it, how many of you in here have children? A few? Okay, very good. Now the next question – I want to talk to you a little bit about how you care for your lawn. When you were recruited for this focus group, one of the things that we asked for were people who had in-ground watering, irrigation systems. Again, aside from that I want to just know in general, how do you generally care for your lawn? Who wants to take that question?

Tina: Pull weeds by hand.

Moderator: Okay. How often do you do that, Tina?

Tina: I try not to do it very often.

Moderator: Okay.

Tina: You know you have to do it like at the end of spring when you see the weeds are really starting to overgrow the flowers. So it's like, okay, you get out there and you get rid of the weeds and I'll try to put something down that prevents them from growing. So, probably once a year to maintain, you might see a couple here and there.

Moderator: Okay.

Ed: Well, I'm a real naturalist. I'd love to brag about this but I wait till the lawn has the piece grass coming up. You seem to all know what the piece grass looks like. I call it piece grass, but anyhow I'll mow every two weeks. I have a very strong mower and if I had it my way I would rather go back in the time because it seems like we just do a lot of waste while mowing the lawn where it used to

be nothing but waste. You see some people's yards, oh, nothing but lawn, no trees and so really it's a hay of grass but as long as it's green, that's what counts.

Moderator: Let me ask you that, and you bring up a good point, and I'm going to just – Here's another little sideline. I'm going to skip around for a lot of topics so if you need a question repeated, feel free to do it. Let me just go around the table and ask you how often does your grass get mowed during the summer? So who wants to go through the year...?

Seth: Once a week.

Wanda: Once a week.

Lee: Once a week.

Ed: Once every two weeks.

Dustin: Once a week, every four days sometimes.

Tina: Once a week.

Moderator: Okay. How tall would you say your grass is in your yard? What's the length of grass that you like to keep? Actually, show me with your fingers right here about...

Tina: When it's neater or when it needs to be cut?

Moderator: Well, I like that. How tall is it, whatever you keep your grass, the size that you like to keep your grass?

Janek: I would say four inches.

Moderator: About four inches?

Janek: About four inches.

Moderator: Okay.

Dustin: I'd say four to six.

Moderator: Okay.

Wanda: But it's after you mow it or before you mow it?

Moderator: How do you like to keep it all the time?

Wanda: Like this.

Moderator: Okay, about three inches.

Tina: My husband and I argue over it because he likes it kind of high and I like golf course grass, somewhat like...

Moderator: Okay.

Ed: The highest setting is the healthiest.

Tina: I know. My husband and I are always – and he's like, "Oh, we have to—" We're always, depending on who cuts the lawn, I will bring the lawnmower down, he brings the lawnmower back up. He brings the lawnmower down, I bring the lawnmower back up.

Moderator: Has anybody else heard anything about lawnmower height? Is that something that you've all heard about?

Ed: Well actually, my father raised me that way. It's the healthiest for the grass, too, the highest height, which if the lawnmower would say six, so it's supposed to be six inches, but I don't know. There's play in every commercial I've ever thought playing that.

Moderator: Anybody else ever hear that...?

Tina: My brother used to work for landscaping and he said that if you keep your grass too high that the water won't be able to get down to the roots.

Moderator: Okay. Lee, what have you heard?

Lee: The higher it is, the healthier it is. More roots and stuff like that will get developed and stuff like that.

Moderator: Okay. Anybody else hear anything like that?

Janek: I really haven't heard anything or I haven't really paid any attention. I have a contract on who does the lawn and I just check whether the lawn has been mowed and that's it.

Moderator: That's my next question. I was going to ask how many of you in here have a contract or a lawn person - Two, three of you? Okay. That's fine. Tonight's discussion is going to be for everybody. So what do you do to take care of your lawn as you pay your contractor? That's it and that's good. You do that?

Seth: Yes. There's been a lot of ribbing about it from my neighbors who do it themselves and when they're out, they're sweating on a Saturday I usually wave as my wife and daughter [crosstalk].

Janek: We are in the same boat? [Laughter] My neighbors would say come on over and do mine.

- Seth: Come on over and do mine, too, and save me some money.
- Moderator: So what else do you do? Dustin, what do you do to take care of your lawn?
- Dustin: Me? I just pan water when it's necessary. I don't like to use the sprinkler system because I don't think it gets everywhere it needs to get and I think it wastes a lot of water. I mean I have used it but I mean we've been getting so much rain. I know we were dry earlier but that was weeding flower beds.
- Moderator: Who else did we – Lee, did you...?
- Lee: No, I don't think I said – I have used some herbicide. I have some of the air potato in the yard and stuff like that so I've used some herbicide and insecticide and tried to kill some of the change bugs and everything. I haven't had much success. Two years ago I hired one of those lawn green companies and they came out there and sprayed. I didn't see much improvement in it and so I just kind of cancelled that and then I fertilize it once a year with no success really.
- Moderator: Okay. Wanda, did you...?
- Wanda: I don't really do anything.
- Moderator: That's perfectly fine.
- Wanda: It comes all by itself.
- Moderator: Let me ask you this. Just kind of thinking about either you or people in your neighborhood, I want you to just stop and think of your lawn compared to the people in your neighborhood. Is your

lawn better, equal or worse than the lawns in your neighborhood?
Stop and think about it for about five seconds.

Tina: Are you just talking about as far as the grass or as far as...?

Moderator: In your opinion, the whole, the general – Your lawn, is it better, equal or worse than the lawns in your neighborhood? Ed, you want to start?

Ed: I can brag about it. I've proven my point. It's better because I mow it every two weeks, but if you have a crummy lawnmower, that's going to be all bogged up, but no, I got a good – I mow it well. It's obvious because I left it – You want to know what blew my mind? One day, and I didn't know this but it's a proven point, bees were pollinating the seeds on that piece grass. Bees were pollinating the seeds and you don't know how to catch that, but those seeds are going to the ground and you just can't get to see it. I don't use any special products or anything but you cannot see in between my grass blades. Okay, now the thing that holds that piece grass is the stem and if your blades aren't sharp enough, of course you might have to go over that again. But I got the best because I know my neighbors directly across me, it looks like a golf course and what happens is that hot sun, you can see a little bit more on the yellow side than the green.

Moderator: Okay. Janek, you...

Janek: Mine is worse.

Moderator: Okay, tell me why.

Janek: Because I see my neighbor doing his lawn every week. I wave with my wife and come on over. As a matter of fact, my business environment, my working hours do not allow me to really take care

of the lawn which I would like to do it. So I don't really pay any attention much. I just tell the contractor, "Mow it," and that's it. I'm done with it.

Moderator: Okay. Who wants to go next?

Dustin: My backyard is the best yard in the neighborhood.

Moderator: Okay. Why is that?

Dustin: I actually do take more care of the backyard than I do the front. At the front I've got a big old tree, I've got a lot of grass up front where I put sod, it dies or it doesn't come in real good, but the backyard I rake and get all the [unintelligible]. My neighbor actually thought it was [unintelligible] but he thought it was the good grass, the real expensive stuff. He was surprised that mine was better than his.

Moderator: Okay. Who wants to go next?

Seth: Mine is about the same.

Moderator: Okay. Why do you say that, Seth?

Seth: A few brown spots here and there, a mix of grass, I don't even really know exactly what's there, but that's generally in our neighborhood. It's a relatively new development so just about everybody has got the same. There are a couple of homes in there that's got the same Augustine grass where it's just beautifully manicured and it's lush and it's green and a couple of us are like, "That guy sucks!" [Laughter] But for the most part of us are lounges and there are a few in there that are worse than mine especially in the summer, brown and dry and hard and pretty nasty, but pretty much we're about the same.

- Moderator: Okay.
- Lee: Mine is probably the worst. We had before the hurricanes in 2005 or 2004, 2006, something like that, it was before we bought the house but there are two large oak trees in the front yard that obviously provided shade for the St. Augustine and then those got blown over. So since then I think we'd spend – We're just seeing other grasses kind of come in because there's not that shade there. I try to water as little as possible, so that's probably why it's not that green.
- Moderator: Okay. We'll talk a lot about watering tonight. Wanda?
- Wanda: The same.
- Moderator: The same? Why is that?
- Wanda: I mean it's green as the others. I don't really see any difference so I think it's the same.
- Moderator: Okay. Tina?
- Tina: I think mine is the best because my husband actually does it, but he and my mom lives with me and the two of them are crazy about planting all flowers. She's got sunflowers and he's got this, and he's a freak about planting all kinds of things and we have flowering bushes and I've had my preference of my tall grass. So we have all these things that as we sit on the patio, there's lots of stuff to look at, and he takes care of it all. Every night he turns on that thing that shoots water all over the place and gets the grass all wet you can't walk through it. Whatever the sprinklers don't get, he gets with the hose and so he's always out there playing with the yard, but it's nice to look at.

Moderator: Okay. Well, let me, kind of going off of that, let me throw this question out at you. Do you think your yard is a reflection of you and your family, and if it is, why? If its not, why?

Tina: If you – because you care about what you have, if you own your home, then you care about the yard and its appearance. Plus my husband, I mean if it was probably left up to me it might not look that good because you can see that people who care about the outdoor life and planting and have green thumbs, you can see that's the kind of person that lives there. If it weren't for them living there, it wouldn't look that good.

Moderator: Okay.

Lee: I agree. If your yard is a mess and it just doesn't – Like if you try to clean it up and it's just not, if it's just weeds and just dirt I guess and you've actually tried to do something, it just shows you don't care if it doesn't look good.

Moderator: Okay, anybody else? Let's talk about watering because it's been brought up a few times. How many of you in here have a watering, your irrigation system set on automatic timer? Raise your hand. Three, and the four of you, you took it off? Why did you take it off, Dustin?

Dustin: I bought the house with it on there and I just, after using it a couple of times, I think the rain does just as good. I don't think it needs as much water as people think it needs.

Seth: During the rainy season I turn mine off. I mean I go ahead and switch mine off. I had a \$95.00 water bill one month because a lightning strike had reset my sprinkler system to watering all five zones for an hour every day at three o'clock in the morning, and I

leave about three thirty or so. I was noticing the lawn was always wet but it didn't click. Then when I got the water bill which is like five times more than normal I thought, that's why the lawn's always wet. So during the rainy season I've gotten in to the habit of turning it off. During the winter I'll kick it back on, whatever, by every three days, something like that to water the lawn.

Moderator: Okay. I'm not from the Tampa area or this area. When do you consider the rainy season?

Seth: Now.

Moderator: Now? Okay.

Dustin: So it's April, sometimes depending on – You can almost count on it like clockwork, about four or five o'clock in the afternoon you're going to get a good shower and sometimes it's a real, real heavy rainstorm. Other times it's just a sprinkle but you know you're going to get rain two to three times a week at least.

Tina: Watch the weather and you will see every day rain, rain, rain. You would think, "I thought that was the Sunshine State?" It rains for just a little bit and it's sunny all day and then when the rain comes and goes and it's sunny again.

Dustin: It comes in and it just rains or cools it down just a little bit and then waters along in the afternoon.

Seth: And I guess humid.

Dustin: Yes, but during the season I just switch it off.

Moderator: So we have three people, Lee and Seth and Janek say they have automatic. Did you say you had automatic as well?

- Tina: I took it off.
- Moderator: You took it off? When do you start – Just tell me about your watering habits in general. When do you actually water your lawn or do you water your lawn?
- Wanda: I don't. My dad does that.
- Moderator: Your dad? Okay. How often does he water?
- Wanda: Twice a week.
- Moderator: Okay.
- Lee: When it doesn't rain, like we had a dry spell earlier this year. I paid a lot of money for the sod in the back. We put a pool in and tried to make it look nice. So I'll get out and handle water when it's dry. It's rare that I actually have to do it now. Well, I water the plants, hand water them when it doesn't rain.
- Moderator: Well, let's say in the non-rainy season which would be what – winter I guess or...?
- Ed: Actually the middle of October all the way to sometimes July 1st.
- Dustin: About the end of October through March.
- Moderator: Well, let's think about those times. Thanks for bringing that up, Ed. So middle of October to July or whatever, let's call it the non-rainy season. How often do you water your lawn?
- Lee: I go out there once a week, spray dose.

Moderator: Okay. Ed, how about you?

Ed: Because when the grass becomes dormant, you can't speak to the grass. You just leave it alone.

Tina: As sure as they say, my husband's out there every day trying to water, like it doesn't matter. He's out there every day and it makes no difference.

Ed: Mother Nature is not going to waste time, it's going to state a limit and so finally the rainy season comes in but I've realistically, yes, when I first was like I bought my property in '98 so I started getting deeper into tree stuff, you know, experiments and stuff. I've been keeping track and sometimes the rainy season is April but I mean it's been very unusual and sometimes the middle of June or sometimes guaranteed you're going to get your inches or two inches or three inches or four inches a week from July to almost October 15th and then it's just, boom, like somebody shut the water off.

Moderator: So in the middle of – So, say from the middle of October to July you don't water at all?

Ed: Oh, no. I got my plants - well you do on the grass that is all under the trees. Okay, no, the grass is dormant and it will not respond until it seems like the angle of the sun and then of course the morning coming up.

Moderator: Okay. How about you, Janek?

Janek: Once a week.

Moderator: Once a week? How about you, Seth?

- Seth: About every three days.
- Moderator: Tina, how about you?
- Tina: My husband tries it every day. He does not want his grass to die and it dies anyway.
- Moderator: How about you, Lee?
- Lee: Probably every three days.
- Moderator: Every three days? I hear a lot that there are some watering restrictions around these areas. Do you all live in the area with watering restrictions? What are those restrictions?
- Lee: I don't know.
- Moderator: How many of you here know the restrictions? Raise your hand if you do.
- Ed: If you have a well, there isn't.
- Janek: There is a restriction but what kind of restriction we don't really know.
- Seth: I think it's once a week.
- Tina: How do you find out?
- Moderator: I'm sorry, I don't have those answers, but the folks who are watching, this is the stuff they want to know.
- Seth: You said you're not from the government.

Moderator: I'm telling you, I'm not.

Tina: I never water my grass.

Ed: Was that Pole County? I didn't think Pole County was in that yet.

Moderator: Okay, so we don't know the restrictions. That's fine. That's what I'm here to learn about. Those of you, we have three people or maybe four people who have used watering to timers if you will. Has everybody here had experience with those or have you ever set your irrigation system to a timer before? Why do you think people do it? What's the benefit to setting your irrigation system to a timer?

Lee: So you don't have to think about it. It's automatic.

Moderator: Okay, anything else?

Lee: Because I mean I've really just started watering all night with the timer this past year because the previous year we kind of had everything the grass die and stuff like that, so I figured if you water it on a regular basis, early in the morning or stuff like that, it will be a little bit better.

Moderator: Okay, anything else?

Janek: I consider it laziness that you don't really care anything.

Dustin: Well, if I paid for it I might as well use it. If I had it put into the lawn, you know if, if I paid to have it installed when I built the house, I might as well use it. When the house was first built, the sod was brand new and it saved our lawn because we finished the house in March, just right when it got very, very dry and very, very hot. My neighbors on each side, their lawn died because they

didn't have the irrigation system and they had to have their lawn re-sodded. Mine survived and looked pretty good, and now it's just a matter of convenience and forgetfulness. I just don't want to mess with it.

Moderator: Do you see any kind of barriers or complications to using in-ground irrigation systems? I mean is there anything that's difficult? Seth, tell me...

Seth: The sprinkler heads get stuck, they get full of sand, they don't work – that was also the deciding factor I actually turned the - When I got my bill I decided to pay attention to what my water system was doing. I set it off during the day and watched it and there were two or three heads that were just stuck. They weren't going anywhere, they weren't doing anything. I shut the whole system off and I may have it redone when the dry season comes back up. I don't know. I may just leave it alone if this guy over here is going to convince me that my lawn is just [crosstalk].

Ed: Actually, I'm serious. You don't have to as long...

Seth: My homeowners' association may something a little different.

Ed: Or it depends, we have all those developments against crazy laws.

Moderator: How many of you here live in an area where you have a homeowners' association that you have to follow rules? Okay, two folks? Okay. Now, how many of you here hand-water your lawn? Is there anybody that doesn't mention that – half and half? Okay.

Janek: Occasionally I do hand-watering also.

Moderator: Okay. Do you think one is better than the other, the irrigation system versus the hand-watering?

Tina: You don't have to stand there and hold over a hose just like an irrigation system.

Moderator: Okay.

Janek: To me, if time permits I would prefer to go hand-watering. That gives me enough time to deal with the nature, inspect the lawn and give this a good time, outdoor time, and we can control the waste of water. To me, water versus grass, I consider water more valuable than the grass. So if I have to use and consume less amount of water versus keeping my grass really nice, I would think, okay, if I had to use less water I would do that first, and if I had to sacrifice the lawn I would do that.

Moderator: Okay. Anybody else want to say anything about it? Anybody feel that way?

Dustin: I'd rather not have to water it. I'd rather just let it take its natural course.

Moderator: What do you think uses more water - sprinklers or manual hand-watering? Let's go around the table. Tell me if it's hand-watering of your entire lawn or the sprinkler system. Tell me what do you think uses more water, and again, this is not being scientific. Let's just...

Janek: Logically, I use the sprinkler as consuming more water.

Moderator: Okay.

Janek: Manually, you can control the area of the [crosstalk] area and you know how bad this is or how much water it needs. If you feel that's good the water you have fed, go to the next area, whereas the [unintelligible] timer leaves that amount of water, no matter what, whether it needs or not.

Tina: I think when you're hand-watering it, you're more conscious about how much water you're putting out, where if you're just watering it with an irrigation, you're flipping on a switch and you're forgetting about it and you turn it off. So you're not really conscious about how much water is being put out.

Moderator: Alright. What are some other views?

Seth: I'm going to go with the sprinkler system being more efficient because it's a set amount for a set specific time every so often.

Tina: But that's if it's on a timer.

Seth: Yes. Well, that's kind of what I'm making the assumption is that it's on timer and I think most of them are nowadays. When they come on, they come on in zones for a certain amount of time and then they go off.

Lee: Yes, I think so. I would agree with Seth.

Seth: I know the sprinkler head doesn't shoot out as much water. Again, I've got one of those squeeze water nozzles and water goes that way and this way and over there. It goes everywhere all at the same time and the sprinkler head is pretty miserly with what it shoots out. It doesn't shoot out an awful lot of water. So I'm just going by my experience. I'm going to say that probably the sprinkler system is more economical.

Moderator: Okay.

Ed: Alright, me against you. [Laughter] It's not economical because a lot of people I know who are at Countryside Lakeland close to Saddle Creek and the people I know, they could [unintelligible] they don't have a timer, they're turning their sprinkler system on, they're forgetting about it, they're drinking beer, they're going to bed, they're already passed out, they're waking up in the morning with the sun rising and there's the sprinkler system still going. I used to be on my neighbor quite a bit. He passed away but I don't know, so he's someone else now, but four hours at a time or something and, well, no, no. There was one when it was all night long and I told him about it but now it wouldn't be the same, like a broken record. So it's extremely, unless you've got a timer, yes, and afford to get some sophisticated equipment, otherwise it's extremely – Oh, another thing, if you're manually watering it, you're going to get tired of that fast, too. So you're not going to be wasting anywhere near as much.

Seth: That's why you have the kids do it. [Laughter]

Tina: And that turns into a big water holiday. [Laughter]

Moderator: So one of the statements said earlier and from that, I can't remember if it was Ed or Janek, it was: Water is more valuable than grass. What's you're feeling about that statement? That kind of stuck out at me. Do you agree with that?

Lee: Sure.

Dustin: Yes.

Seth: If we're under a real tight water restriction, you bet I'll sacrifice my lawn to make sure that we're preserving the water.

Moderator: Okay, so does everybody agree? I mean it is okay to disagree, if it is.

Tina: You need the water, you don't need the grass.

Moderator: Okay. Let me ask you about this. The people in your neighborhood, how do you think they would respond? Do they believe that water is more valuable than grass, or maybe not in your neighborhood but in your area?

Dustin: I think so.

Seth: For the most part I would agree with that now.

Janek: They would agree with that but I don't know how they would behave as far as watering the lawn is concerned.

Moderator: Go for it. Talk to me about it.

Janek: If there is a restriction of water, of lawn watering, if I follow the rules where my neighbor doesn't follow the rule because he wants to keep his lawn green, and I am very conscious about preserving water. So I'm not going to water the lawn and he's going to do that because he wants to keep the lawn green. That doesn't make sense because he does not value the water and that is where the anomaly comes in. That is more of [unintelligible] results. I am conserving and he is wasting, so what good I'll bring to the community by conserving and he is wasting?

Moderator: Okay. Does everybody agree with that or disagree with that?

Dustin: Yes, what really irritates me is to see it rain while there's sprinklers going on.

- Moderator: Do you see that often?
- Respondents: Yes.
- Dustin: Every time it rains.
- Seth: More businesses than anything.
- Tina: So what happens to these people when there is...?
- Dustin: I know that there are sensors that they can buy and when it rains, it will shut the system off.
- Ed: Well, I know in Tampa they've been making tickets out. They're doing it at Tampa and Hillsborough County.
- Moderator: Anybody have rain sensors? Dustin, you brought up a good point, rain sensors that turn off your sprinklers if it's raining. Do you have those at your house?
- Dustin: I have it on there but I think the guy that put in our satellite dish broke it off. It was on the same side and I don't know if it works.
- Moderator: Thanks so much for the discussion. This is some really good stuff. I'm actually going to show you some television clips. What I'm about to show you right now - again, it's something called a mock-up. Now a mock-up is basically a beginning stage of an advertisement. This is by no means the 'end all, be all' of the ad. It's stuff that before a commercial is made for television, this is what we show. The sound quality may not be that good so there may be some buzzing. So again, I apologize for the quality but I'm going to actually show you four in a row.

So I want you to pay attention and we do in these groups throughout the area with these next couple of days, just to let you know about the process, every time we show it to these groups, we're going to be mixing them up. So I'm going to show you four different commercials straight through, or fairly straight through, and I'm going to get your opinions in a second. Can everybody see?

[Television ads]

Moderator: Now, we showed you those four commercials in tandem because when we test advertising, one of the ways that you do it is whenever you see a commercial at home, do you just see that commercial as the only thing you see? No, you're surrounded by a lot of stuff so we kind of push these together to see what stands out. So, now this is going to kind of be a little test. You see there's some pad and paper in front of you. If you wouldn't mind opening the pad, and I want you to briefly describe – you saw four commercials. I want you to briefly describe, write it down in maybe a sentence or two about what you just saw in the four commercials. Briefly describe the four commercials you just saw. Again, this doesn't have to be perfect. I just want to know what you remember.

Now this is more for your memory than - just to kind of jog it because we'll be talking about it for the next several minutes. So who wants to explain the first commercial to me, the first one that you saw?

Seth: Basically, it's so easy a caveman can do it.

Moderator: Okay, expand on that.

Seth: You may not be able to program your coffeemaker, you may not be able to program your television, you may not be able to program whatever technology you have in this house, but you can program your sprinkler. That's kind of what I came away with that one.

Moderator: Okay, what else?

Dustin: Like he said, but the way I got it was even if you can't program it, you can just turn it off for a week.

Moderator: Alright.

Dustin: You don't have to know how to program it. Just turn it off.

Moderator: Kind of going in general, do you think the average person knows how to use their sprinkler system, the programming?

Seth: No.

Tina: I wouldn't.

Ed: Well, if they're willing, they would.

Seth: You don't have to be a rocket surgeon to figure it out.

Janek: The basic thing is the inclination to learn those kinds of things and really pay attention to it.

Moderator: Got you. Okay.

Tina: Or if you don't know how to use it, then don't use it.

Moderator: Alright. What else is the first commercial telling you to do? Was there anything else that stood out about the first commercial?

Lee: Not really, I mean the other three were kind of getting to a point about skipping a week. I mean that first one really didn't get to that point to me.

Moderator: Okay. Did anybody here relate to that commercial personally? Was there any – Wanda, you're shaking your head. Tell me why.

Wanda: Because I can't program anything. I'm really bad.

Moderator: I feel your pain in the same way. What else? Did anybody else see anything in that commercial that resonated with you? That stuck out?

Tina: I thought more of having a cup of coffee when seeing that.

Moderator: Okay. If you saw that commercial on television, would you tell a friend about it?

Seth: No.

Tina: No. I'd go get a cup of coffee. [Laughter]

Janek: I would tell them that, "Hey, that commercial reminded me of you."

Moderator: Okay. Specifically, what is that ad asking you to do, the first one?

Dustin: To skip a week in the winter.

Moderator: Alright, anything else?

Seth: I had the question in my head – Are you saying just one week for the entire winter? One week a month? One week every quarter? That's the first thing I'm thinking in my head. I'm thinking how many, how often do we skip a week. My impression is, it's skip one week for the entire winter.

Moderator: Okay. What do you all think?

Dustin: Every other week.

Tina: Yes, I was thinking every other week.

Moderator: Thinking every other week? Okay.

Ed: I think what they put in there in that commercial and I think that's what they meant is you're supposed to water once a week, and when they say, "skip a week," so what are people doing, watering their lawn two or three times a week and it makes you wonder that, too.

Moderator: Okay. Again, like I said I don't have the answers. These are the questions that we're trying to figure out. Is this area something or the subject of the commercial, was this something that you're interested in or was it something that you were interested in?

Seth: Water conservation as a whole?

Moderator: Or just watering your lawn, not necessarily conservation. We'll talk about that in a second.

Lee: I said really the commercial really got to that point.

Moderator: Okay. What do you mean, Lee?

Lee: It's more about programming and stuff like that. I mean I didn't really see like any type of conservation message or anything like that. It's just asking you not to water for a week, and I guess we've all figured out we don't really know exactly what that means.

Moderator: Got you.

Tina: I like the last commercial because it totally pictured my husband and I, I'm sitting there, I'm like, "You're doing this for no reason whatsoever because you can water all you want to but it's going to die."

Moderator: Well, let's go through all the commercials, but we'll definitely get to that one. We'll talk about that one. By seeing that commercial, did it just spray on and say, "Oh, I'm going to do this because of the commercial"? No?

Dustin: Not a bad idea.

Moderator: Not a bad idea? Okay. Alright, what's the second commercial? Explain the second commercial to me.

Dustin: Homeowners association?

Moderator: Alright.

Lee: It tells you how easy it is to conserve water by just turning the sprinkler system off for a week.

Janek: I think it is discussing more towards saving money rather than conserving water.

Moderator: Okay. What do you think is more important? I'm glad you brought that up. What do you think is more important to people – saving money or conserving water?

Dustin: Saving money.

Moderator: How many of you in here agree with saving money is more important to people? We have...

Janek: As far as water is concerned?

Moderator: If you were presented both things equally, saving money or conserving water, what do you think is more important to people?

Dustin: Money.

Tina: Because those people that leave their water on all night long don't care about the water, but then if they had to pay a lot of money for keeping, then they would shut it off and make sure they shut it off to save money.

Seth: I'm a prime example of that. I paid no attention to my watering, to my sprinkler system until I got a bill, until I got a \$100.00 water bill and I was like, "What the heck is this?"

Tina: Wake up call.

Seth: Of course, when I called the water company it's their fault first. "What are you people doing?"

Janek: So it was a holdup on you.

Seth: Yes, it's like [crosstalk] and they did a survey and they said, "Yes, you're using a lot of water."

Moderator: Alright, what else did that commercial tell you, the one with the homeowners association?

Tina: There was a guy who wasn't even paying attention. He missed it altogether and the others were like...

Moderator: Who are the people who live in a homeowners' association at the table? We have three folks, two folks? Did you relate to that one? I mean have you been to a homeowners' association meeting?

Wanda: I never.

Seth: No, I hate the homeowners association.

Moderator: Never? Okay. Why do you hate your homeowners association?

Seth: Oh, you don't want to start. I have a problem with any governmental body telling me that the color of my paint on the fence has to be this and my mailbox has to be this and telling me that the trashcan that I bought isn't nice enough when it was a \$50.00 trashcan or something like that. It is like, "Oh, yes, I have a real problem."

Moderator: Do you think people who didn't live in a homeowners' association or didn't live in a neighborhood with a homeowners' association, do you think they would understand that commercial?

Seth: No.

Moderator: Okay. Why is that, Seth?

Seth: If you don't have a homeowners association, I don't think that would relate. I don't know. Before I had one, I wouldn't have paid any attention to that either.

Tina: I didn't even know it was a homeowners' association meeting until you said so. I thought it was just a meeting of people who are getting together trying to learn something.

Ed: Yes, they saw those initials up there so they related right away – HOA.

Moderator: Let me throw that back at you. If there wasn't a title on there, and there's not going to be when these are put on television, what kind of other meeting do you think they may be talking about these types of subjects?

Tina: Well, a commercial trying to sell you sprinklers or water conservation type, government.

Seth: Why would there be a meeting like that?

Moderator: Yes, why would there be a meeting at all?

Dustin: Community group.

Lee: Like a town hall...

Seth: A town hall meeting.

Dustin: Neighborhood getting together to say, "We've got a problem."

Moderator: Is there anything that you would tell people about that commercial, that one commercial? Anything stand out? By the commercial,

would you do anything after seeing it? Is there anything that just inspires you to do anything after seeing it?

Janek: The only inspiration is, yes, we would like to encourage ourselves as well as the members of the community to conserve the water.

Moderator: Okay. The third commercial, let's talk about that one.

Lee: Skipping.

Moderator: Talk to me about that. What did you – Describe it to me.

Lee: It just advertises skipping. You know, the kids skipping, and skipping the rocks, and skipping rope and then kind of some development with skipping a week.

Tina: That would definitely put out the message.

Ed: Yes, that was good.

Moderator: Okay. Why do you think it resonates?

Tina: Because it was all about skipping – skipping stones, skipping jump...

Janek: I wasn't convinced with that message.

Moderator: Talk to me about that.

Janek: It was more related to the kids. It started with the kids skipping rope. We, the adults, have to understand the conservation of the water and we have got that idea in our brain first. So it did not appeal to me from that point of view.

Tina: So it was repetitious about skipping, so I might remember to skip. Even though it was like holding up the sign, "Skip a week," and then finally at the end of the film you're like, "Skip a week of watering." So because of the repetition of – I guess that that one appeals to me more.

Moderator: How about this side? Anything – Dustin or Wanda, anything about that one?

Dustin: No.

Wanda: Not really.

Ed: It needed to be more specific. The commercial was a little bit misleading.

Moderator: Tell me. Expand on that. Why do you think misleading?

Ed: Well, like I did mumble a little bit a while ago, skip a week but then those people that water one, twice or three times a week, how are they going to skip a week? So in other words, there is a hidden message in there. If you water once a week, it's easier to skip a week every week because then you can settle days in between each watering. So that's the kind of thing I get out of it, and it just needed to be more detailed because there are people that overwater, too many people that overwater.

Moderator: Okay. Earlier, the first commercial when we talked initially said skipping a week, there was some confusion there. What kind of information do you think needs to be put in the commercial to be as specific as possible? I mean do you need to say, "Skip one week in the entire winter," or is it, "Skip one week a month," or, "Skip every other week"? What's going to get this point across?

Lee: I think somehow you've got to just put it out there, figure out what the best recommendation is because I mean I really don't know. I mean I'm following my neighbor's recommendation. I mean I'm trying to mimic how much they're watering because they have a greener yard than me. So I don't know. I mean I would like to water the correct amount or probably a little bit under the correct amount but I don't know. I mean if we should water three times a week for 20 minutes a section or more than that? So I need more clarification on that before I know what to skip, like Ed said.

Dustin: They would just educate us a little bit on how much water you actually need, like to skip a week you're not really...

Seth: A graphic that would come up and say, "If you skipped a week you save X number of gallons per year. If everybody were to skip a week, we'd save X number of gallons per year." That's telling me why I'm skipping and it gives me some validation to it. Otherwise, you're asking me to trust SWFWMD. I don't wear a tinfoil hat all the time. I don't trust SWFWMD. Just because they say, "Hey, you should skip a week," really? Why? Why should I do something for you? But if it was a graphic saying, "If everybody in Florida were to skip a week during the winter, we'd save so many trillion gallons of water every year," now that makes sense. I can participate in that. That's easy to do. Give us some validation; give us some meat to it.

Moderator: Now, you bring up an interesting point and we laughed at it, but you said you don't necessarily believe SWFWMD in its face. Who do you believe about your lawn care? Now you just said, Lee, a second ago that you'd take your neighbor's recommendations and, Ed, you said earlier you learned the stuff from your dad.

Ed: Well, that's the beginning stages. Actually, you've got to be out there and watch it, be in harmony with it and I've noticed also that

even roots don't grow as much in the wintertime, too. So you're wasting your time.

Moderator: Okay, but in general I mean who's – If I say, "Skip a week," of if a commercial says, "Skip a week," who should it come from? I mean who should be telling you this? I mean are you going to listen to your neighbor more than a government agency or listen to a relative more than your neighbor? Talk to me a little bit about where you're going to get that information from.

Lee: I mean I've gone to like the Florida [unintelligible], the extension service, and I'd really love to xeriscape the yard and stuff like that but it's unclear as to what's best for South Florida yards and stuff like that. I mean it's hard to find that information, whether it's the extension office or SWFWMD or something like that. I mean the plants that Home Depot have and something like that, they require water but we need to figure out some way to get the plants that don't require that much water out there so people can plant those.

Moderator: Okay. You said the term 'xeriscape'. Anybody else have heard of the word, "xeriscape"? What does it mean, Lee, or does anybody know what it means?

Lee: It's just planning on using plants that don't require that much water or I guess no watering. I guess that's what the term "xeriscape" is no watering so they just – They'll survive in South Florida.

Moderator: Okay. So Lee's [unintelligible] before we get this information with the extension service. Who else would you take lawn service advice from?

Seth: From my lawn guy. I ask him like, "Look, it's looking kind of shabby. What do we do?" "I've got the stuff we can throw on there," and he did. It looked great for six weeks. It was great, and

then it went back to looking like crap. I'll ask him for advice and then my neighbor's got a pretty nice lawn so I'll ask him, too.

Moderator: Okay.

Ed: There's a program I catch on the radio once in a while. I don't know who he is but he seems to be fairly honest on 1430 AM on Saturdays. Well, he seems to be fairly honest. Guarding people like that, I know they're out to make a buck but it's just giving honest answers.

Janek: Land and Garden.

Ed: Is that what it – Yes, 1430 AM at Saturday, I miss it sometimes but I'm always glad to hear it when I hear it on.

Tina: Well, just asking around from knowledgeable people, you can go from landscapers or Lowe's like Home Depot, those gardening places or even going online nowadays. Going online a lot is, you can answer just about anything by going online.

Moderator: Alright, anybody else on that? What else is – Anything standing out about the third commercial? Tina said repetition, like the skipping. Janek said that he didn't really like it. He said it was more of a kids focus. Is there anything else that's standing out with the third commercial?

Tina: You know what? When the kid was skipping the rock, I knew it was going to be about water. So I was waiting for the dad and the kid, the next frame to be, there would be no water for him to skip to, my God. [Laughter] I was waiting for that to happen, and it's like, "Do it for your children."

Lee: Gee, that would have made a bigger impact.

Moderator: Okay. Do you think that people you know connect using water for like watering their lawn, using too much of that could eventually or may eventually turn into a scarcity issue, meaning like there's no water left? Do you think that people connect the two? Like using too much water to water your lawn could eventually make it a water scarcity or water shortage, do you think that's a common thing?

Janek: Yes, I believe very strongly that part.

Moderator: Okay, why do you say that?

Janek: I would like to scare with the movie by advertising that part rather than using any other aspects, that there is the most important resource on the earth, and if we cannot conserve that, you don't have life.

Tina: I think people don't understand that.

Moderator: Well, that's the question because even the scaring part, do people, even before we get to scaring, do you think people understand that there's a connection between the two?

Lee: I don't think people – They might realize that there's a connection but I don't think they'll realize it's gone until it's gone. As Americans, we just expect that when you turn the tap, you're going to have water. So I mean I don't know that Americans are that way but...

Seth: Going with facts, I would love to see an answer to the question of if you're watering your lawn and it's going into the ground, doesn't it make its way back to the aquifer if you're pouring it into the ground? So exactly how is it that I'm wasting it? I'm taking it out

of the aquifer and I'm putting it back into the aquifer through filtration. How is that...?

Tina: And we always see rain. It's always raining.

Seth: By watering my lawn, how am I really wasting water? I'm taking it out and putting it right back where it came from, and the amount of water that we have on the planet is the same amount of water that's always been here. It's not a renewable source.

Dustin: Yes, it's true but I dive some of the springs and I can see where the water table has dropped.

Seth: Sure. It's gone from there and it's somewhere else.

Janek: Right, it has been displaced.

Seth: Right, it's been displaced from this place to some place else. All I'm saying is I would like to see some facts. I don't respond to emotional trying to scare me because I just dismiss it. Show me facts that are proven and I will pay attention to it, but that's more the analytical side of me than it is the emotional side.

Moderator: Okay. Yes, Ed?

Ed: I think it's generally the city water that I think that they're really aiming at, isn't it?

Janek: Processed water.

Ed: Yes, all the city water that's getting lower and lower. Of course they're not being able to recycle the water fast enough to get that going. Then the other end of it, the water table getting lower and lower, like I have two wells. I was lucky to have two wells in my

property and I only use one well with the water pump. I just happened to place the other water pump, but you do have a tendency to respect them more when you have your own well, too. Knowing that here you don't want to be spending oodles of money to go so many feet down in the ground, but as far as water in general, yes. What goes down goes up again because of sun and the oceans and so you know there's very – There's never going to be a water shortage but I think they're basically talking about the cities that are supplied with city water.

Moderator: Okay. Thanks for letting me go down that little side road. Is there anything else on the third commercial that stands out? Let's talk about the fourth one and we'll get to you, Tina. You mentioned that that was you and your husband. So, explain the commercial. Tell me about what you saw in the fourth commercial.

Tina: Why waste the water when your lawn doesn't need it and it might even be hurtful? So, why waste it?

Moderator: Okay. What else stood out about that commercial?

Janek: Most simplified way of communication, neighbor to neighbor talk, [unintelligible] talk and most simplified way. So it appeals to me the most out of four.

Moderator: Okay. What else stood out about it?

Lee: I mean I think it was believable and I mean I think it has room for what I think is more what Seth is looking for, some facts and stuff like that. I mean those two guys talking back and forth, I mean not only can you – If you water too much in the winter you can – I can't remember exactly what he said but get bugs and fungus and stuff like that. If there were a couple more facts, like will it save

this amount of water, and you couldn't probably make that commercial too much longer.

Moderator: Okay. Do you think that the addition of bugs and fungus, do you think that made an effect? Wanda, did you think bugs and fungus in that commercial made an effect? Tell me why.

Wanda: Because the guys said that if you keep watering the lawn in winter that brings diseases and bugs. So I think that's true.

Moderator: Okay. Did that affect anybody else?

Ed: Well, you know, that's true. Fungus and bugs will grow. There are certain things that will continue to grow as they don't go dormant. A lot of fungus and weeds do not go dormant so they just take over.

Lee: I don't want my kid out walking and planting in a bunch on weeds and fungus and...

Tina: Well, I'm a woman and I started freaking out when I heard bugs. So I heard this like, "Don't water." I'm going to go home and tell my husband, "Don't go watering in the wintertime."

Moderator: Okay. What else stood out about that commercial?

Lee: Just like he said, neighbor to neighbor is realistic. It could be on TV.

Janek: It gives a personal touch.

Tina: The guy relaxed seemed like the intelligent one, the guy watering his lawn and it's still dying, it almost made him look stupid. So it's like I don't want to be such an idiot.

Moderator: Got you. Now one of the things that was added on that commercial, and like I said every night we do this we're going to be flipping the rotation, there was brown spots in the lawn. Seth, you're laughing now. Can anybody relate to the brown spots in the lawn? Is that something that you think needs to stay in, be taken out or...?

Seth: Oh, I would leave it in.

Tina: The last one? That's the part that makes a big deal.

Dustin: Yes, because that's one of the things that everybody in my neighborhood has a few little brown spots here and there where the grass may be a little thin or whatever the reason I don't know. But it's the ones that have got the real pretty green well-manicured lawn, those are the ones you're like, "What are you doing there?" So, yes, I would leave it in because it's definitely an identifier, to identify the obvious, what your subject matter is.

Lee: If you just show a perfect yard, it wouldn't – it would be contradicting yourself.

Moderator: Okay. Would there be anything you'd tell people about this commercial?

Seth: I wish you had a clearer definition between the guy that waters too much, his bad lawn, and the guy that skips a week, his lawn looks good. That would be if both lawns look bad, it's like, "Why bother? It doesn't matter. I'm going to keep trying. I think I ought to keep watering," as long as it's factual.

Moderator: As long as it's factual, are you okay with that coming from the government, Seth? It's okay if you're not.

Seth: You know, look, these are the people that compile the facts and figures. There is probably a think tank somewhere on lawns. I don't know [crosstalk] but it's the government entities that they collect all the facts and figures for whatever. So you've got to trust, you've got to accept it from somewhere.

Tina: It would just make me think. I mean even if it came from the government I would be like – I would question it and I would go some place else to confirm it.

Moderator: Okay. Do you think most of your friends will look like you or the people you know?

Tina: Well, if the commercial said it's going to promote bugs and fungus and that, then yes, I would say most of them would be like, "Let me go ask somebody else and make sure because if that's true, I don't want to do that."

Moderator: Ask the guy at Lowe's, yes, okay. Now, thanks for talking about all four commercials. Let me ask you this one. If out of those four, which one did you think did the best job of communicating the lawn water conservation message?

Seth: I'm going to say the skipping one. That's the one that stuck out in my head.

Moderator: That was the third one?

Seth: The third one, because of the repetition of the message "Skip".

Moderator: Okay, anybody else? Let me go around the table and ask which you thought did the best job of the water conservation or the

correct watering message. So Seth says the skipping one, the one with repetition. Who wants to go next?

Janek: I want to go for number four. The message conveyed word to mouth makes the most impact.

Moderator: Okay, thank you.

Lee: I'll go with number four, too, because the guy with the clean lawn was relaxed.

Wanda: Me, too. Number four.

Ed: Yes, number four.

Dustin: I'll go with number four, too.

Tina: I'm tossed because number three was very repetitious and I need that, and it also had the children so when I see the kids I'm more sensitive to that, but then again number four is the one that really brought the message home.

Moderator: Okay. So we have some number fours and number threes. Out of all these four commercials, here's a different one. Which one relates to you personally? Which one relates to you most of your personal life, that you can relate to the most personally?

Dustin: It would be four for me.

Moderator: The four for you, too?

Dustin: Right.

Wanda: Number one for me.

Moderator: Number one? Okay, the programming.

Lee: Four.

Moderator: Four?

Tina: Personally, I'd have to say three because I really [unintelligible]

Seth: I would probably say four.

Janek: I would go for four.

Moderator: Okay. Now here's another question about the ads. Which one had the most new information for you, and if you knew this stuff already then none of them. Which one of these ads had the most new information that you had never heard before or never thought of before?

Tina: Four, with the bugs and the fungus.

Wanda: Same thing for me, four.

Tina: It doesn't matter how much you water your lawn, your grass is not going to grow.

Seth: I bet you nobody knows it either, not aware [crosstalk].

Moderator: Okay, which other commercials? You all knew most of it? Okay. Now here's your quick chance to throw out some ideas. If you had the chance to write a commercial, what's the one piece of information, again it could be a commercial better than these, what's the one piece of information that you think needs to be in there to get this point across to conserve watering your lawn?

What's the one piece of information that either they're missing or that you think could be better?

Lee: How much water actually needs to be put on what kind of grass you get, because I know some of it, like the St. Augustine requires a lot more water than the hay or Bermuda - just how much water you actually need on your yard.

Moderator: Got you.

Janek: What is the meaning of "amount of water required" to make it look something good, make it green.

Tina: To me, what's really wrong with using too much water? What is really going to happen if I use too much water?

Janek: My logical argument to that is why should we use any kind of result, whatever it may be, if it did not require that we use more than what we need? Whether it is there or not, whether it is coming back or not, no matter what...

Tina: People don't understand. See, you're conscious of I don't want to use too much water because it's not always going to be there. There are a lot of people that are like, "there's plenty of water. What's wrong with me not using it...?"

Janek: Even if I argue that, yes, we do have that water coming back. We are still using another resource which is electricity. We use that. Let's say we are using the sprinkler system and we do use electricity in that. So why should we use that if we don't have to use...?

Tina: See, you have a conservative mentality going, and you're a small percent of – a very small percent of...

Janek: Maybe I'm a small percent and that's my problem.

Tina: Yes, and maybe somehow get people to have more of a conservative mentality, I don't know how you do it but...

Janek: That was my next question. How do we do it?

Lee: You know, what Tina said earlier about that skipping commercial - I mean the kids skipping rocks - somehow, you've got to tie it back into the resource. I mean someday, if we misuse this, the resource will be gone.

Tina: Bring the dad and the kid back to the pond and the water is not there to skip a stone on anymore. Can that happen? Give a fact that can happen someday. Can that happen? I don't know.

Janek: That's the reason Georgia and Florida were fighting for the water.

Ed: I'd answer that related to what you just said and it's true in many plants, I find that in trees, but even in grass. The more grass is watered, the more the grass is depending on that next watering because their roots are going to stay shallow. You leave that grass alone a lot more, the roots go deeper because they're looking for water further down and they'll find it, a moisture source, if that makes any sense.

Janek: That makes it healthier?

Ed: Yes, because the roots want to take it down.

Janek: Does that make it healthier?

Ed: Yes, it makes it healthier. It's just like you, it's just like us. It's just like getting a drink and I'm not getting exercise, you know.

Janek: That's a good logical point.

Seth: In Texas right now we're having a lot of a really severe drought situation and they've shown images of lakes and waterways and so forth where boats were moored and docks are now dry-docked. They're literally sitting on the bank of what used to be floating in the water. In a commercial, if you were to show quickly without trying to say, "If you guys don't stop watering your lawn, we're all going to die," but just show some effect of saying, okay, ten years ago this is what our water level was for the Central Florida area, and because of growth and more homes and everybody watering, we're now down to here and this is getting to be a dangerous situation. If we cut back, we might be able to recoup some of that.

Again, it goes back to the same thing I said. Just show me some facts. Visuals of showing a water level like here in Lake Holensworth – that's a bad example because it got drained by the sinkhole - but some of the other waterways, the Chain of Lakes or Winter Haven or something of that nature. Ten years ago, show me some video images of what the water levels were and then ten years of growth and the explosion of the housing industry and the watering and so forth. Now, here is what the water level is like, aquifer levels at so many billions of gallons, now then – Show me something to say, okay, look, we're not just saying it because we're saying it. We're not just hyping conservation to jump on the conservation bandwagon. Show me a reason. That speaks to me, is show me some facts and visuals of why we're wont to do this, why it's important.

Moderator: Alright. How many of you here live near a body of water?

- Seth: Close.
- Lee: Near, yes, a couple of miles.
- Tina: A few blocks.
- Moderator: One last thing or one thing that we're getting ready to do is actually – Then this will be the last exercise and I'm going to show you some – These are some things called taglines which are basically endings of commercials, and there are actually four copies so if you could just kind of maybe spread them around to the full turn, maybe put two on each side. The first one is, Tina, read that out loud if you don't mind me asking.
- Tina: If everyone saves a little, it can add up to a lot.
- Moderator: Cool. Okay, that's the first one, if everyone saves a little, it can add up to a lot. Here's a second tagline. Dustin, if you wouldn't mind reading that out for the camera.
- Dustin: Sure. Florida's water is worth saving.
- Moderator: Very good, and then here is the third one and, Ed, if you wouldn't mind reading that one for the camera.
- Ed: Okay. Skip a week. It's easy. It's the right thing to do.
- Moderator: Now these are three taglines that SWFMD is looking at possibly using in advertising. Again, this is not at all 'end all, be all.' Kind of share around, I want you to discuss which one of these three speaks to you personally? Which one resonates to you the most? Wanda, you said...
- Wanda: This one.

Moderator: If everyone saves a little, it can add up to a lot? Okay.

Dustin: That one does it for me.

Moderator: That one, too? How about you, Ed?

Ed: I'm still kind of like – Maybe that's more accurate because people don't understand the skipping or the sort of...

Moderator: Okay, that one, save a lot. How about you, Seth?

Seth: Yes, absolutely.

Tina: Yes.

Seth: I don't like the one that says, "It's the right thing to do."

Moderator: Okay. Why is that? [Laughter]

Tina: It's a personal opinion.

Seth: Who are you to tell me what is the right thing to do?

Tina: What about the sign that says, "Buckle up"? Just do it – it is like, "Just do it." "Who are you?"

Moderator: Got you, Seth. How about you, Lee? Which one do you like?

Lee: I like the "Florida's water, it's worth saving."

Moderator: Okay. Why is that?

Lee: It just identifies it as more of a resource to me, an actual natural resource that you want to conserve. I know it's kind of hard when you're surrounded by [unintelligible] when you drive down but you know.

Moderator: Okay.

Seth: You know, you could combine the two. "Florida's water: If everyone saves a little we can add up to a lot." You've identified what you're talking about and brought that on the tagline.

Moderator: Kind of in closing, I want to go back to a concept that Janek talked about a second ago. He said something about if he's conserving and he sees his neighbor wasting a lot of water, how did you say it? Do you remember? Going back to you kind of mentioned it, if you're conserving water, doing the right thing and your neighbor is wasting a lot of water, how does that make you feel?

Janek: It annoys me so much.

Moderator: Talk to me about that. If the districts are doing these conservation messages and these conservation approaches and we're trying to get people to conserve water, and you live next to the same person that you're living next to, is it going to make a difference? I mean do you think it's going to make a difference?

Janek: At least it will help to bite his conscience that he's not doing the right thing.

Moderator: Okay.

Seth: Well, there might be a conversation sparked. You see this commercial and say, "Hey, I got an idea. You're swamping the place," or "I saw this commercial and SWFMD is talking about

skipping a week. Why don't you try that? - before they come over in the middle of the night..." [Crosstalk]

Moderator: What else are your feelings about that? Does anybody else have any kind of feeling about that?

Dustin: It irritates me, too. It irritates me more with the sprinklers during the rain, driving around and seeing businesses that you know they don't need the water. Like I don't know why people use a watering system in the summer. That irritates me no end.

Ed: I tried to help my neighbor. My well is shallower than his and I told him, "Hey, my well went dry," and he was bragging about how many feet down his [unintelligible]. I feel sorry for his lawn guy, he died, he passed away, but at that time, that was not too settling because he didn't care. Because he was very, very deep he said he'll never run dry. So he wasn't caring about anybody else.

Moderator: Okay. Well, thanks for the input. Kind of the one last thing before we on, is there any – Do you have any questions that you need answered from the district? Again, I can't answer them. I'm just talking about you speaking for the citizens of your neighborhood or your area. Is there anything about this subject that you think needs to be answered by the Southwest Florida Water Management District?

Seth: The only thing I can think would be just give us some facts of how much water we actually need to use to make our grass grow and to keep a well-manicured yard.

Tina: And give us some facts of what's actually going on. Using too much water, what is it actually doing? Like they said, show us that

the table's dropping and it's really harming and I think you'll have more of a personal involvement.

Moderator: Okay, anything else?

Lee: I think just recommendations for your upkeep - I mean whether it's the plants that don't need as much water or just better ways to take care of the St. Augustine or whatever type of grass you have. I mean I've had neighbors, they spread sand out once a year and I don't want to do that, but just some recommendations.

Moderator: Okay, anything else? Well, thank you all so much for participating in this tonight. Actually, Levy has a – your fee for sitting with me for about 90 minutes, so I really appreciate your input and so does the Southwest Florida Water Management district. So thanks so much! Thank you all! You can just leave everything here. Feel free to take some candy.

Tina: Thank you for asking the opinion of your everyday people who actually live here and not just assuming...

Ed: Hey, I got something before [unintelligible]. I got rain barrels in stacks like this. One inch of rain gives me 55 gallons of water and when one fills up it automatically fills the other one up [unintelligible], screened to keep the mosquito larvae forming in them. That's one of the things I've done and I use that a lot.

Moderator: Where'd you get your rain barrels from?

Ed: PR Drums, if they still exist. I've had these for years and that's PR Drums, west of counties, as you're going towards Tampa here, west of county line. PR Drums, I think it was two for \$10.00 at that time.

Moderator: Great.

Ed: I used to have pickles, you know? Pickles, and they're very clean and they got a hollow top so you can put a screen in there and so it's got a lot of play where you can just keep it sealed off because you don't like mosquito larvae forming on those.

Moderator: Yes. Thanks so much.

Ed: Alright.

Moderator: Bye-bye!

-End of Recording-

SalterMichell Inc.
Focus Group Discussion

Sarasota

August 18, 2009 at 6:30 PM

Moderator: Well, thank you guys so much for coming tonight and for being on time, which is really important. My name is [Libby] and if you could aim your nametags toward me so that I could read it as we go through the group. What we're doing here tonight is called a focus group. Have any of you guys participated in a focus group before? Okay. Good. So you guys know what it's about. For those of you who haven't participated in a focus group before, it's basically a discussion group. We sit around this table. I don't have any secrets here. I've just got some notes and some questions that I want to ask you guys, but a focus group is a way that researchers hear the ideas, the feelings, the opinions of community members about particular subjects. Today, we're going to talk about some creative materials that might be used to create an advertising campaign. I'm here to ask questions and listen to what you have to say. There are no wrong answers. It doesn't matter to me if you love or hate what I'm going to show you. All I care about is that you tell me what you think. I work for a research company. I don't work for the company that's doing the things that we're talking about today. So you don't have to worry about hurting my feelings. I really just want to hear your honest opinions. Even if no one else here in this room agrees with you, I promise that there are other residents of Sarasota who feel the same way you do that are not here in this room today. So it's up to you to represent them. So even if everyone here disagrees with you, it's important that you speak up anyway. Our talk today is going to be videotaped. We have a camera back there. Audio taped – I have a voice recorder here only because it's really important that we catch what everybody says and everything that we talk about here tonight. The tapes are only going to be used to write a report about what we talk about here tonight. The report isn't going to include anyone's names. These

nametags are just so that we can talk to each other in the group tonight and wouldn't say, "Hey you, what do you think about this?" This is a group discussion – oh, and also, there are some people. There's a camera on that side too. There are some people watching us in another city. So they're seeing the back of your head right now. I hope you wore a nice clip for us.

Corina: Yes, I did.

Moderator: Okay. Good. [Laughter] This is a group discussion so you don't have to raise your hand or wait for me to call on you even though sometimes I might call on you if I – but the only thing that I ask is that we speak one at a time. Only because the voice recorder and the tape recorder needs to pick up what everybody says clearly, so that later on we're going to watch the tapes and write a report about it. I have a lot of questions and not a lot of time so I might sometimes have to change the subject or interrupt you and I apologize ahead of time if I interrupt you. I'm not trying to be rude, but we're going to try to get out of here on time tonight. So just to stay on time, I might have to cut down some of the conversations that we have. Does anybody have any questions about what we're doing? Okay. So what I'd like to do is go around the room and have us all quickly introduce ourselves. If you could just tell the group your name and your favorite activity to do at home or outside in your yard, and we could start with Ken?

Ken: My name is Ken Foster. I often get kidded about it that I love to do yard work, which is far from the truth. Favorite thing to do outside would probably use my swimming pool more.

Moderator: Okay.

Graham: Are we supposed to give our last name as well?

- Moderator: You don't have to.
- Graham: Graham F. and my favorite outdoor activity in my yard would happen to be my swimming pool as well.
- Moderator: Okay. Cool. You guys can hang out.
- Graham: There's a pattern for me here.
- Moderator: Okay.
- Corina: My name is Corina. Favorite thing I like to do in my yard – not much - [laughter] planting
- Moderator: Okay.
- Leslie: I'm Leslie and my favorite thing is taking care of my fruit plants, my trees. That's what I enjoy outside.
- Harold: I'm Harold Briscoe and my favorite thing is taking care of my children and those are all my plants I have in the yard – all have names. My favorite one is Adrian.
- Moderator: What kind of plant is Adrian?
- Harold: He is a – I'm not exactly sure what he is. [Laughter]
- Moderator: But he's your favorite?
- Harold: He's red. He's growing like crazy. So, yes, I just buy them and take care of them and love them.
- Moderator: Awesome.

Nympha: My name is Nympha and my favorite thing to do in the yard would be just planting or taking care of – I like roses and flowers.

Moderator: Okay.

Charlie: I'm Charlie and my favorite thing is growing native plants and [unintelligible].

Moderator: Very cool. Okay. Now, you guys talked about planting and gardening a little bit. Let's talk a little more about how you care for your lawn. Can you guys tell the rest of the group some of the things that you do to keep your lawn in good shape?

Corina: I try to water but I'm restricted to once a week. I have to fertilize because there are bugs all over the place. It kills my lawn - very upsetting. [Laughter]

Moderator: Okay. The bugs kill your lawn, is that what you're saying?

Corina: Yes.

Moderator: Okay.

Leslie: I mulch. I do mulching to keep – around the plants the watering technique to keep some water in and I also fertilize and insecticide and...

Moderator: How often do you do that?

Leslie: The insecticide is every three months. The mulch is twice a year to make sure you keep your mulch because mulch tends to – with the irrigation, kind of like swept away and gets very thin so about twice a year.

- Nympha: [unintelligible] color to them.
- Leslie: Yes. That's true
- Moderator: Okay. What are some of the other things you do to keep your lawn in good shape?
- Leslie: Mow it. [Laughter]
- Moderator: Mow it? Okay. Does everybody here mow their lawns?
- Harold: Yes.
- Charlie: Yes.
- Graham: Yes.
- Moderator: [Crosstalk] How often do you mow your lawns?
- Charlie: Once a week at least.
- Leslie: Yes.
- Moderator: Do all of you mow your lawn once a week?
- Leslie: Yes.
- Graham: No. I do mine every other week.
- Moderator: Every other week?
- Graham: Yes.
- Moderator: Okay.

Graham: I shut off my irrigation system and I water my grass only when it's curling up.

Moderator: When it's... When... I'm sorry?

Graham: Curling up. It tells me it needs water.

Moderator: Okay. Alright. How often do you water your lawns?

Corina: Now, I'm not watering. It's turned off because of the rainy season.

Harold: Same here. I turn it off because...

Leslie: Mine's off but usually I'm restricted. I live in a restricted area and I'm only allowed to water once a week.

Moderator: Okay. Alright. As a group, let's decide, what's the number one thing that you can do to care for your lawn? You guys have mentioned a couple of different things. What's the number one most important thing that you can do to care for your lawn?

Charlie: Insecticides.

Moderator: Insecticides. Anything else?

Leslie: I agree.

Moderator: You agree, Leslie?

Leslie: Yes. Don't have any pets. [Laughter]

Ken: I think it's a good slow release fertilizer because if you have a healthy lawn, it tends to keep other problems away.

- Charlie: I wish I could agree with him. I spend so much money on – you can only fertilize so much. It's a couple of times a year. I agree with that gentleman, but the [chinge] bugs don't seem to agree with him.
- Moderator: Okay. Anything else you can do to take care of your lawn to keep it in good shape? Alright. Compared to other lawns in your neighborhood or your community, would you say that your lawn is better, the same as, or worse than other lawns in your community?
- Graham: Above average.
- Moderator: Above average? Okay. Same?
- Nympha: About the same.
- Corina: D-restricted areas that I live in, you maintain basically the same.
- Leslie: They'll send you a letter.
- Moderator: Oh, really? [Laughter] - about the same? Alright. Some of you said that your lawn was better than your neighbors. What makes it better?
- Nympha: One thing better is maybe it's more colorful. When I have a lot of plants in colors then you say, "Oh, mine looks better," because it's mine. [Laughter]
- Moderator: Okay. That's fair. Graham, you said your lawn was above average?

Graham: Well, when I say lawn I'm including the entire appearance of the yard. A lot of my neighbors have just basically let it go and it's just sand in our area. We're not in a d-restricted area where we have to have mulch. So a lot of people have just let their lawns go completely where I just kind of take care of my lawn as it tells me it needs to be taken care of. I replaced a lot of the lawn areas with other plants, more drought tolerance type plants or plants that are more appropriate for the shade or lack of shade in that part of the yard.

Moderator: Alright. Is there a difference in how you take care of your lawn now and the right way to care for your lawn? What are some of the things that you're supposed to do to care for your lawn?

Corina: You mentioned the fertilizer, the insecticide and proper watering.

Moderator: Okay.

Leslie: You could also over water so watering is important.

Moderator: You can overwater you say?

Leslie: Yes.

Moderator: What does that mean?

Leslie: Your grass starts to die. It starts turning brown or it's just too much water.

Moderator: Okay.

Nympha: I think learning and taking some classes probably in some places where they sell the supplies, it would be good.

- Moderator: Do you think people do that?
- Nympha: Yes. Some people do that.
- Moderator: Okay. Would you say the average person in Sarasota...?
- Leslie: In Sarasota? I would think so. Yes, personally, I would think so.
- Moderator: Okay. Can you describe to me what a healthy lawn looks like?
What a healthy yard looks like?
- Leslie: Green
- Charlie: Green. No weeds.
- Corina: Very green.
- Leslie: Tight.
- Moderator: What do you mean tight?
- Nympha: It looks like a rug. It's not [crosstalk] doesn't have patches and holes.
- Moderator: Alright. When you say like a rug, does that have anything to do with the height of the grass?
- Leslie: It's just perfect thickness.
- Harold: Yes.
- Moderator: Okay. How tall do you like to keep your grass?

Leslie: Now, in the summer, you tend to keep it a little higher because of the water, the sun – it tends to burn so right now, our grass might be a little higher but we do mow once a week.

Moderator: Can you show me with your hands how tall you keep your grass?

Leslie: Five inches, maybe.

Nympha: Between three and five inches.

Moderator: Do you guys agree? Ken?

Ken: Yes.

Moderator: Between three and five inches? Okay. Do you think that your personal lawns are a reflection? Do you think it says something about you personally?

Leslie: Yes. My husband thinks so. [Laughter]

Moderator: Yes? What does a lawn say about a person?

Leslie: You take care of your property value.

Moderator: Okay. Oh, the property value?

Graham: Pride of ownership.

Moderator: I'm sorry?

Charlie: I agreed with Graham in his choice of words.

Moderator: Okay, very cool. You guys were all recruited for this group because you guys mentioned having an in-ground irrigation

system or sprinkler system. Can you tell me some of the pros and cons of using an automatic sprinkler system versus turning it on and off manually?

Charlie: I'm kind of unusual. I have an automatic sprinkler system but I use it manually, not automatically.

Ken: Same here.

Leslie: Yes, right now, but not in the winter. In the winter it is programmed to different areas because there's more sun hitting different areas. So I will have a longer time of water in one area – shorter time. The pros are I don't have to worry about it. The con is I do have to worry about it because if it rained that week and I forget, at 2:00 in the morning I'm hearing the sprinkler go, I don't want to go outside. So I tend to just let it go knowing/feeling guilt that this is going on.

Corina: Do you pay for your water irrigation?

Leslie: Yes, I do. My area you just...

Moderator: I'm sorry?

Nympha: Like when you're going on vacation and you forget. [Laughter]

Moderator: Does that happen to you guys? Those of you that have automatic sprinkler system do you forget about having it on or...?

Graham: Sometimes.

Moderator: Sometimes?

Nympha: Yes.

Moderator: Okay. You mentioned that one of the pros is that you can forget about it, but are there any other positive aspects of having an automatic sprinkler system?

Graham: If you want a nice lawn you got to have a sprinkler system.

Leslie: Yes. If you have the right sprinkler system, or the right sprinkler head and the water pressure, it'll get to every area in your yard. You don't have to stand there with a hose. [Laughter]

Moderator: Sure, but what about having it automatically turn on and off? Are there any other benefits in having it automatic?

Ken: You not only want it to have it to go on early in the morning. So by programming it for early morning and not having to wake up...

Moderator: You can stay in bed a little longer? [Crosstalk]

Corina: You see mine, because I've again derestricted, I am allowed on hot days which is on a – they have it scheduled like on a Thursday on my side of the street, but I'm at 3:00 in the morning.

Moderator: Okay.

Graham: Mine is around 2:30.

Corina: I don't know why they put me on that time but that's the time I was supposed to water.

Moderator: Okay. So I'm going to show you guys some mock ups of some television ads. They're not the finished product. It's just to give you an idea of what a commercial might look like. This is what companies do before they go out and produce professional

commercial. They make up these story board type things just to get an idea of what it's going to look like. I'm going to have to show it to you on the laptop because we had a DVD and it snapped so we can't show it on a conveniently large television, so we're going to have to watch it on a laptop. The sound is a little low so you might have to strain a little bit to hear parts of it. It's just how things work when it's not finished. Some of the commercials are loud and some of them are quiet, so I'm just going to play them here.

[Commercial Playing]

Moderator: I think that was it. Okay. So you guys have some notebooks and pencils in front of you. If you could go ahead and jot down just what you remember from those commercials. We showed them all back to back because if you're watching TV, that's how you would see commercials so we're not going to watch them individually, but if you could just write down maybe a sentence or two about each commercial on what you remember about it and then we're going to go ahead and talk about hem in a minute. This is mostly just to help you remember what the commercials were when we're talking about them later. Can somebody describe the first commercial we saw?

Corina: The classroom.

Moderator: The classroom?

Graham: It was actually an HOA meeting.

Moderator: Okay. What was that exact commercial about?

Graham: They were trying to teach people to shut off their irrigation timers one week each month during the winter period.

Moderator: Okay. Anything else that commercial was saying? Nympha, what were you going to say?

Nympha: No, how to use them properly – that's what I get from...

Moderator: Okay. Anything else it was about? Is there anyone here that was interested in what that first commercial said? Did anybody relate to it personally?

Nympha: Well, I thought they make it look like it was so easy. It wouldn't be complicated. I like that. "Oh, that's good," if it was an easy system. I was focused on the system and then they came up with saving and all that later on but at that moment – how easy it was – the device to do it.

Moderator: Okay, any other ideas about hat first one?

Ken: It's not something that caught my eye. I mean, that I'd take a second thought about.

Moderator: Okay. That's fair. Is there anything of that commercial that reminds you of real life, of your personal lives?

Graham: Well, so many of us have HOAs in our life. [Laughter]

Moderator: How many of you here have a Home Owner's Association regularly - most of you?

Graham: Not necessarily where I live, but property that I own, yes.

Moderator: Okay. Well, not in your house. Okay. How do you feel about Home Owner's Association?

Graham: Negative.

Moderator: Negative?

Ken: Yes, little Hitlers.

Moderator: Do you guys all agree?

Graham: Clipboard Nazis. [Laughter]

Corina: It's good and bad.

Moderator: What are some of the good things about Home Owners Association?

Corina: It makes everybody really take care of their properties, their property values, your everything, your neighborhood.

Moderator: Okay. The bad things?

Graham: Clipboard Nazis. [Laughter]

Corina: They'll report you for everything or [Crosstalk].

Harold: There was one summer a few years ago, it was before the rainy season kicked in, everyone's grass was dying and everyone in the neighborhood had little patches where it wasn't grass. Us neighbors, we've been talking at night and we'd see each other and say, "Well, you know, when the rainy season kicks in, ours is going to grow," and we all got letters from the Home Owner's Association – "You need to fix your grass." I'm like, I thought I the only one. It was all of us. "Give us a break!" [Laughter] Sometimes they go ballistic.

Moderator: Okay. Is there anything from that first commercial that you saw that if you were watching TV you'd tell someone about?

Charlie: No.

Harold: No.

Moderator: Alright. Judging from that first commercial, would any of you go out and do what it was asking you to do?

Graham: No.

Moderator: What was it asking you to do?

Graham: Shut it off for a week.

Moderator: Shut it off for a week? By saying that shutting off for a week, what does that mean?

Corina: Turn off the sprinkler for a week.

Moderator: For?

Corina: Whatever that week, how many watering you have, just shut it off.

Moderator: Okay.

Nympha: So it won't be a manual instead of [Crosstalk].

Corina: You'd save that water.

Moderator: Okay. Could somebody describe the second commercial? What was the second one about?

- Corina: The girl skipping and the jump roping.
- Moderator: Is that what the second-? I couldn't see in [all sides]. [Laughter]
- Nympha: I just wrote skip, skip, skip. That's how I remembered that one.
- Moderator: Alright. What was that one about? What was it asking you to do?
- Corina: The same thing - skip a week.
- Graham: Skip a week. It just didn't click with me.
- Moderator: Okay. Why not?
- Ken: I was waiting for more information on what they were getting at.
- Graham: Yes. It was kind of a [unintelligible]. It didn't go to where they wanted you to be quickly.
- Moderator: Okay. Does anybody disagree with that? Does everybody agree?
- Harold: I saw what they were trying to do. I don't know if it was that effective at all – examples of skipping.
- Leslie: At the end you would know what it meant but not [Crosstalk]
- Graham: Till you caught that moment but people are wondering in their houses and then they're doing things and then if you missed that one moment, you wouldn't know what it was. [Laughter]
- Moderator: Alright. If you had seen it, would you be interested in what it was saying?
- Graham: No.

Moderator: Is there anything in real life that that second commercial reminded you of?

Nympha: I think of the guy that said, "Oh, did I miss it?" or something like that. I don't know if that was the one.

Corina: I think that was the first one. [Laughter]

Nympha: Oh, that was the first one? [Laughter]

Moderator: That's why we had them back to back.

Nympha: That one ran after the other.

Moderator: So does it remind you of anything in real life? Does it relate to you on a personal level?

Graham: No, it was kind of a stretch to get the skipping going.

Moderator: Okay, a stretch. Is there anything that you would tell someone about if you saw this on TV?

Nympha: No. I think if the props that they used like the kids and everything would relate to house parents but the connection wasn't there. It was just at the end.

Moderator: Okay. So you related to the children but you didn't relate to the...?

Nympha: Yes. What the picture was trying to draw to you but no data connection.

Moderator: Alright. Judging from that second commercial only, how many do you think - how many of you would do what it's asking you do to?

Nympha: I don't know if I... [Laughter]

Moderator: Okay. Now, can somebody describe what was the third commercial about?

Leslie: That was Tom and Dan. I like Tom and Dan and they made me laugh. They were silly.

Moderator: Okay.

Graham: Entertainment.

Leslie: Yes, and they got to the point real fast. They showed the grass. They showed the spotting. They showed everything. [Crosstalk] Mentioned the winter, everything went quick. Everything was there. It didn't need to go around.

Graham: You knew what it was about.

Ken: The second guy got in the lounge chair real quick. [Laughter]

Nympha: Attractive, but I don't understand why they keep on saying "It's winter but not short. The other one has [pants]." [Laughter]

Moderator: Winter in Florida? What did you say?

Leslie: Well, they didn't waste a lot of money on these mock-ups, obviously. [Laughter]

Charlie: By injecting a little humor, it got my attention and I was able to relate to that one more than the others.

Moderator: Alright. Did you guys relate to that one in a personal level?

Leslie: Yes.

Graham: Yes.

Moderator: What about it? I know you mentioned some things already, but what about it...?

Leslie: I could see two men speaking – neighbors speaking about their grass. That's a big topic.

Corina: Men.

Leslie: Men – that's what I said. Two mean speaking in general about the grass and helping each other. Not trying to top each other, but on this case, I'm going to say helping each other get this problem taken care of.

Corina: One guy just saying, "You know what? Just skip a week. Relax. It's winter."

Moderator: Do you guys talk to your neighbors about your lawn? I don't know if you mentioned that.

Corina: Yes.

Leslie: Yes.

Nympha: Yes.

Graham: That's why I relate to that because we've done that on a certain level before, a lot of us guys. Yes.

Moderator: You mentioned men. Who takes care of the lawns in your house?

Corina: My husband, my son.

Nympha: The men.

Moderator: The men. Do you guys take care of the lawn in your house?

Nympha: We tell them though. [Laughter] "Hey, that doesn't look good."

Graham: It's sexist, but true. [Laughter]

Moderator: Okay. That's good to know. Is there anything about that third commercial that you would tell someone about?

Corina: It was funny.

Nympha: Yes. It was funny.

Leslie: It was your most outstanding – before that – when I remembered, the most that I enjoyed.

Nympha: Just skip-a-week idea for al we know.

Moderator: Alright. Judging from that third commercial, would you do what it's asking you to do?

Nympha: Yes, probably.

Corina: Possibly.

Graham: Yes.

- Moderator: What about it that might persuade you?
- Nympha: I think the information because he gave precise information on, "If you do this, you're going to have this mess. If you only water the lawn, it's going to have a problem." [Crosstalk]
- Leslie: [Crosstalk] Bacteria or whatever it said.
- Moderator: Okay.
- Ken: The information got stuck in my head more so than the other ones.
- Harold: Yes, it stands out.
- Moderator: Alright. Can you list what information that ad gave you that stuck out to you.
- Leslie: The overwatering. That if you water too much, it just brings bugs infestation or bacteria like he said. The patch of the dead grass -
- Corina: He said, "It was winter. Skip a week." It gives you visuals.
- Moderator: Alright. I know we talked about it a little bit before but when it says skip a week does that mean skip – like skip a week in what timeframe?
- Graham: The entire week.
- Leslie: Yes, a week, seven days.
- Moderator: Does it mean skip one week or every other week?
- Leslie: I understood it as every other week you're using your sprinklers.

Corina: You skip one week of water. I don't know what time period. I don't know if it's a month or two months...

Graham: Yes, I didn't too. I interpreted it once a month but it was open for interpretation. In my case, it's once a week like a lot of other people here.

Moderator: So one week a month and you think it was every other week?
[Crosstalk]

Graham: I can only water one day a week also.

Moderator: Oh, okay.

Ken: Same with me.

Moderator: Okay. Well, let's see, the fourth commercial. What was that one about?

Leslie: The coffee guy and the programmable stuff didn't interest me.

Corina: To go manual. [Crosstalk]

Leslie: Yes, go manual.

Moderator: Okay. Anything else about that commercial that you remember?

Graham: It seemed like it was targeting somebody who was non-technical who couldn't figure things out. This is a simple way to do it.

Moderator: Is there anybody like that here? Did anybody relate to that commercial?

- Corina: I'm not technical but he commercial didn't relate to me though.
- Moderator: Okay. That's fair. Is anybody here interested in what that fourth commercial said? What was it telling you to do?
- Leslie: To go manual.
- Moderator: To go manual? Okay.
- Harold: Then it's relatively easy. I think that's what they were trying to say, is that you can't program your coffee maker, your VCR, but if you're going to go manual with your sprinkler system, it's not that hard. [Crosstalk]
- Graham: Which I think is important because I mean, personally, I don't have a problem programming things kind of things but I have family members that do and I have to go over to their house and I have to do it for them, because it's beyond their comprehension even with a little instruction booklet.
- Moderator: Is programming your sprinkler system difficult?
- Graham: Not for me, but for other people it is.
- Moderator: Is it difficult for anyone here?
- Leslie: For me, I do it manual. [Laughter] I don't know how to do it. I do it manually.
- Moderator: Okay. Does anybody else here have a problem?
- Ken: I probably do. That's the reason I do it manually.
- Moderator: Why do you do it manually?

- Ken: I pay for water. I don't have a well.
- Corina: I don't pay for water but I'm restricted.
- Moderator: Okay. How many of you here pay your water bills?
- Leslie: Water bills?
- Moderator: Yes, for the irrigation. Is it separate?
- Graham: It depends. Some places its separate, some places it's not. Mostly it's not.
- Moderator: Okay, it's not separate.
- Graham: So you're paying city water for the water of your lawn, but some communities have wells where they provide the water for the community.
- Nympha: I have well.
- Moderator: Okay. So is it mostly the irrigation for the whole community that's separate? Is that how it's separate or is it...?
- Graham: Well, some communities provide the water for your line. Most communities don't but some do. It's part of your HOA fees. You're providing electricity to pump it.
- Moderator: Oh I see. Okay. Out of those, let's see – judging from that fourth commercial, how many of you would do what it was asking you to do? Of the four ads that we just saw, which one did you think was the most interesting?

- Graham: Tom and Dan.
- Leslie: Tom and Dan.
- Corina: Tom and Dan.
- Moderator: Tom and Dan?
- Charlie: Yes.
- Moderator: Any other ads that you thought were interesting? What was so interesting about Tom and Dan?
- Corina: They were entertaining. I'd watch the commercial. Not just stare at it saying, "That was a waste of two minutes of my life right there." [Laughter]
- Nympha: I think it was informative.
- Moderator: Informative.
- Graham: Well, they actually showed a picture of what the subject matter was and that's your yard. I mean the other one that was skipping rope with grass in the back but it wasn't focusing on the grass.
- Moderator: Okay. So it got the point, you think?
- Graham: Yes.
- Corina: Quickly.
- Moderator: Quickly?
- Corina: That patch of grass came out quick.

Moderator: Okay. So it got to the point, it was funny... Is that what you said?

Nympha: Informative.

Moderator: Informative. Okay.

Leslie: Relaxed.

Moderator: Relaxed? What do you mean by relax?

Leslie: He told them at the end he was relaxed. It's just relaxing. You need that sometimes. The lawn gets too uptight. You got to keep that lawn green and of certain height and keeping up with next door and your development and this and that. So just, "Relax, it happens. It's winter. It's going to die. You're going to get patches. It's okay." That one's telling us it's okay that we can have the dead patches.

Nympha: It's a reality. It's a real situation that we live in.

Moderator: Do you guys agree? Does taking care of your lawn – do you get uptight about it?

Corina: Yes.

Ken: I used to.

Harold: I don't anymore. [Crosstalk] I like it all but it was too much.

Moderator: Why do you think people feel that way about...?

Graham: People are competitive.

Moderator: Okay.

Leslie: You work so hard like [Crosstalk] my husband. He works very hard to keep his little backyard oasis nice and then we get bugs and I have dogs that tend to pee in the same spot for like a month and then it kills that one patch of grass. Then we buy suds to replace it. They pick another spot. It's a constant – you just want it to look eye appealing. You want it to look pretty. The work that you put into it, it's for your self gratification just like [Crosstalk].

Nympha: Avoid the letters.

Leslie: Avoid the letters. I'm even in a fenced-in yard that the association doesn't even see what my yard but just the front of the house and it's still stressful even on us – the hedges – everything. I just wait for that letter. [Laughter].

Moderator: Any other reasons? Because you get competitive with your neighbors, because of your HOA - any other reasons why you care so much about how your lawn looks?

Nympha: I think the look is one thing but also we have animals here. We have snakes and things like that and I don't like surprises like that. [Crosstalk] I want to see where I'm walking.

Leslie: Keep the grass short. Fire ants, [that thing]...

Moderator: Alright. Which of the four ads that we saw related the most to your personal life?

Corina: Tom and Dan.

Graham: Tom and Dan again.

Ken: I think Tom and Dan, outside – you want to ultimately enjoy your lawn and that was part of the message of it. The Dan was sending - the chair outside.

Leslie: Yes, and you talk to your neighbors when you're out there looking, you see the other men looking at their lawn and they go, "Tom, look at my grass," and Dan does, "Yes. Look at my grass." They say, "What are you doing to it? What did you try? Any new chemical out there?" or whatever?

Corina: "Do I need more iron? Do I need more of this?"

Leslie: Yes.

Moderator: Okay. So it's realistic?

Leslie: Yes.

Ken: Yes.

Graham: Yes.

Moderator: Does everybody agree on that? Which one had the most new information? Which one told you something new?

Corina: I have to say that I didn't know that over watering in the winter would cause like bugs and bacteria infestation.

Moderator: Did anybody else...?

Corina: I thought that would happen more in summer due to the heat.

Moderator: Did anyone else know that?

Nympha: Because of the leaves that dye, the plant dies and...

Corina: I didn't think that would create bugs.

Moderator: Was that new to anyone else here?

Harold: No.

Moderator: Now you knew that?

Graham: I've been here well. [I've been fighting] lawns for a long time.
[Laughter]

Moderator: Harold, was that new to you?

Harold: No.

Moderator: Okay. So it's mostly the ladies that didn't know.

Leslie: I just plant. That's all I do.

Moderator: If there was an ad that somebody made, what is the one piece of information it would need to have in order to persuade you to skip a week of irrigation in the winter? What is the one piece of information that you need to know to decide to skip a week of watering your lawn?

Leslie: It would be the water bill but the drought, if we would go into drought, our lakes would go – what do you call that with the water?

Charlie: Reservoir.

Leslie: The reservoir would go low – that type.

- Moderator: Okay. Anything else?
- Nympha: Why would be – other than it's going to look nice or not, what are the impacts would it have?
- Moderator: Okay.
- Graham: I think they left out a very important component right now. Everybody is very interested in their wallets right now. People are interested in their appearances but I think people are also very interested in the environment right now too. So the fact that we're sucking up 300 gallons per person to have these wonderful lawns wasn't even being addressed. So I think, somehow get an environment thing in there as well. Some people are very concerned about that right now.
- Moderator: Alright. Does anyone else here agree that people care about the water issue?
- Corina: Oh yes.
- Moderator: Yes? Do your neighbors talk about that or...?
- Corina: Yes.
- Harold: Yes.
- Moderator: Okay. Ken, what do you think?
- Ken: We don't necessarily talk about that in our neighborhood. I mean, I have my own personal opinions on it. Obviously, there are a lot of commercial places that the sprinklers are on constantly.

- Moderator: What are your thoughts about it?
- Ken: Like golf courses for instance, I drive by three golf courses going to work and every morning they're on.
- Moderator: How do you feel about that?
- Ken: If I played golf I probably wouldn't mind. Since I don't play golf, I get a little upset about it.
- Moderator: What bothers you about it?
- Ken: What's good for one is obviously not good for another just because residential versus commercial.
- Moderator: Does anybody else here feel that there's a difference between commercial and residential?
- Graham: What's my understanding is the golf course pay less for water. So that would bother me if I saw them wasting water because...
- Charlie: Now it bothers me more. [Laughter] I knew they were paying less per gallon than I was.
- Moderator: Okay. What were you going to say?
- Leslie: No, no. Ken is not happy [unintelligible].
- Charlie: It reverses a prior property where I had in well. I had a different viewpoint.
- Moderator: Okay. Does anyone else here have a well? Did you say you had a well Nympha?

- Nympha: Yes.
- Moderator: How is it different having a well and using the city water?
- Charlie: About \$200.00 a month.
- Harold: During the dry season especially.
- Nympha: I thought that the commercial properties used well. I didn't know that someone in well maybe...
- Charlie: That, I don't know. Believe me, I don't get that upset about it but it's more the principle than anything else.
- Nympha: I don't know. I suppose where I live. I live at East and most of the golf courses are well waters.
- Leslie: I don't like it when it's raining and my community has those sprinklers going off and then they have the rain water gauges, and the sprinklers are going off and it's pouring outside. My HOA fees it's...
- Nympha: It's automatic.
- Leslie: Yes, but they have rain water. They have a gauge, a water gauge that's supposed to tell them not to water. [Laughter]
- Moderator: Does that bother anyone else?
- Leslie: I get penalized if I water on the day that it's not my day.
- Moderator: What are the penalties for watering when it's not your day?
- Leslie: I think it's \$50.00.

- Moderator: Do they enforce that?
- Leslie: They send you a little warning letter. I don't know how many times they send it. I've only gotten one. [Laughter]
- Ken: Is this letter from your association or from the sheriff?
- Leslie: Association. I think it's our security patrol and I'm guessing it's him because who else would be walking at 2:00 or 3:00 in the morning wondering if my water thing is going off? [Laughter] So it must be [Crosstalk]. They're the same ones that report if your car's parked overnight on the street.
- Moderator: Charles, what did you think about the commercial watering versus the residential water?
- Charlie: Well, if I own the golf course I have to water more to sustain business. I think that a lot of these golf courses do have wells or reservoirs that they draw from. I know for a fact that they get a break from watering more days than residential. So it doesn't really bother me. So I know that they're up against a different set of circumstances than a home owner.
- Ken: I guess my point is in the summer down here, the rain is about everyday and I just don't see the need for the sprinkler to be on the morning when it's going to rain in 3:00 or 4:00 in the afternoon.
- Moderator: Okay. We're almost done. We just have one more exercise. I'm going to show you guys some taglines which is a slogan that they might put at the end of a commercial. These are a few different ones that they thought up and I just want to know what you guys think about them?

- Nympha: How much time do we have?
- Moderator: We have about another half an hour, 45 minutes. You can go ahead and eat here. [Laughter]
- Graham: Take one for the road? [Laughter]
- Moderator: Yes. Oh please, yes. Nobody ever eats the candy and there's so much of it. So can you pass that down? Yes, just pass it around. I only have four copies so we're going to have to share. Can somebody go ahead and read it out loud just so we can get it on the camera?
- Graham: "Florida's water, it's worth saving."
- Moderator: Okay. Now, here let's pass this. I have three different ones so we're going to talk about. Here, just pass these down too. Can somebody read that one?
- Corina: "Skip a week. It's easy. It's the right thing to do."
- Moderator: Okay. This is the third one. Can somebody read this one out loud?
- Ken: "If everyone saves a little, it can add up to a lot."
- Moderator: Alright. So, which of these three statements speaks to you personally?
- Corina: "If everyone saves a little, it can add up to a lot."
- Moderator: Okay. Let's go around the table and everyone can tell me which one speaks to them the most. Ken?

Ken: Probably “Skip a week,” because it’s direct and once we figure out what week they’re talking about. [Laughter]. If it’s every other week, I can understand that. It’s not that I disagree with any of these. The last one’s too subjective and certainly, the first one we handed out is a very valid statement, but if they want people to do something, they’re not defining exactly. They’re suggesting what they should...

Moderator: Why do you say that the third one is too subjective? What’s too subjective?

Graham: It doesn’t say what you’re saying.

Ken: “If everyone says a little...” My little may be a half of this, somebody else’s may be a third.

Moderator: Okay. Graham, which one speaks to you personally?

Graham: If I have to choose one, it would be the middle one as well but I think a combination of these two would be better. “Skip a week. It’s easy. It’s the right thing to do,” if I have to choose one of the three.

Moderator: “Skip a week...” You said a combination of them?

Graham: Yes. I think, “Florida’s water. Skip a week, it’s worth saving,” makes more sense.

Moderator: Okay. So combining Florida’s water...?

Graham: This and that.

Nympha: I like “Florida’s water, it’s worth saving.”

- Moderator: What about it speaks to you personally?
- Nympha: Because it's telling me what it is I'm saving and that it's worth is up to me, but I can say because we think more about the environment and money. Whatever we think related to water, to saving water, is the same here. So it's up to me to apply it but it's telling me what are saving? It's the water. We're in Florida so we know of the situation. It's realistic for me.
- Moderator: Alright. Charles, which one spoke to you, personally the most?
- Charlie: This one, "Florida water, it's worth saving." It's telling me what to save. It makes me more sensitive in general to save water. So whether it's through my irrigation system or through my tap water or taking less time in the shower, I'm more conscious of saving water.
- Moderator: Okay. What about it makes you sensitive to it?
- Charles: First of all, it's telling me what to save – save water. These are telling me more of a general – specific I should say - irrigation system. This in general, there's a lot of ways I can save water.
- Moderator: Okay. Ken?
- Ken: That's a good point. I didn't think of that again. I'm still outside in the yard and you're looking at my step children with their half-hour showers and things like that. [Laughter]
- Nympha: Or is it your car or something?
- Harold: I agree with Graham, I like to skip a week and "Florida's water" "Skip a week" is a good idea but telling me what exactly I'm skipping is worth just is good too. I like those too.

- Moderator: Sure. Leslie?
- Leslie: I like "Florida's water is worth saving." It tells me where it is. It's where I live - worth saving money. It's not only the water but you're going to save me money – worth saving, so three things that come out at you real quick.
- Moderator: Okay. Did anyone else – "It's worth saving," did anyone else interpret that to mean money?
- Leslie: Not only money, it gives me the water saving but also the money because I know I'm going to save money if I skip the week or...
- Graham: Right. You're helping the environment and you're also helping your pocket for yourself.
- Moderator: Is that important to address both?
- Leslie: Oh yes.
- Moderator: Okay. Do you think that most people in Sarasota would feel the same way?
- Leslie: Yes.
- Moderator: Great. I think we talked about this a little bit but aside from having Florida's water, what was the one you came up with?
- Corina: "It's worth saving."
- Leslie: "Florida's water is worth saving."
- Moderator: You combined Florida's water...

- Graham: All I did was take the first sentence here and insert it. "Florida's water. Skip a week. It's worth saving."
- Moderator: Okay. Any other statements aside from that that you would come up with to get that point across? Is there anything from these statements that is missing? Any information that you would add to it?
- Leslie: Maybe, "Florida's water, it's worth saving so skip."
- Nympha: Send the information.
- Corina: "It's okay." HOA - tell them, "It's okay." [Laughter]
- Moderator: Alright. Do you have any additional questions? Okay. Well, then we're going to sit here and watch Nympha eat her chocolate. Thank you so much for coming and I'm glad that we can send you home a little early. If you'll see Tate, he has your incentives.
- Corina: Thank you Tate. Now, they paid my water bill. [Laughter]
- Moderator: Yes, feel free to take some chocolates, some drinks.
- Nympha" Thanks.

-End of Interview-

SalterMitchell Inc.
Focus Group Discussion
Brooksville
August 19, 2009 at 6:30 PM

Moderator: That's exactly right. Yes, we put them on both sides just in case you guys have a lapse in judgment, forget who you are. How's everybody doing tonight?

All Respondents: Good.

Moderator: Good. Thanks so much for coming out here. My name's Tate and oh yes, please get [unintelligible] and sugar. We want you to talk tonight so this is purposely put out there.

Art: Got to work, huh?

Kevin: [Crosstalk] right now, no.

Moderator: What's that, all the [unintelligible].

Kevin: Yes [crosstalk].

Moderator: Well, sorry about that.

Art: Tate, is that supposed to be the first letter of your last name?

Moderator: Yes, is it wrong?

Art: Yes.

Moderator: That's okay. That's all right. This is the first name right, Art?

Art: Yes, first name...

Moderator: First name's right and that's all right. Well, you'll still get paid for being here. Actually, if you wouldn't mind, do me a favor. Take your nametags and tilt them towards me because what I'll do is I'll actually be calling – well, just so we could have a conversation tonight. Just to let you know, this is a focus group. Anybody here ever been in a focus group before?

Tammy: No.

Candy: Yes.

Moderator: Okay. A few of you might have been in a focus group. So let me tell you what this is going to be about. This is going to be a discussion. There are no right or wrong answers. It's going to be basically, I'm here to find out and talk about your opinions. So it's not going to be – I'm going to be wanting to know what you think. So please feel free to give me your opinions. One of the things that you want know in a focus group is that we are going to be taping it. You see, I have a little tape recorder here. There's a video camera back there and actually, there are some people watching us on this camera so feel free to wave to that camera at another location. The reason we record this is because we're going to be actually writing a report. Your names are not going to show up in the report. The reason we have your names is that we could have a conversation [and talk]. You say, "Michael, what do you think" as opposed to "Hey you, what's going on." So that's why we have these. As I said, there's going to be a group discussion so tonight, we may say some things that you may disagree with. There may be some things that are said by other folks. It's okay to disagree. It's okay to tell me your opinions. The only thing that I ask is let's just talk one at a time just so we can make sure that the recording device hears it and we can go from there. I have a lot of questions and I don't have all night to ask them so there may be times when I skip around in a few subjects.

So don't just think that, "Okay, this guy's crazy and he's talking about one thing and then all of a sudden, he switches over." That's because there's a few questions that I have to ask tonight. Now, you may see me writing down a few things, writing some notes. That's just to maybe jog my memory and to guide the conversation. I see some of you in here, you don't need to write anything down as of yet. If you want to write stuff down, go for it but there may be some times tonight where I'd ask you to but again, you don't need to take notes. This is really just a conversation.

Gigi: I forgot my glasses. I'm looking for it.

Moderator: Got you. So here's the thing, I don't work for the government. I don't work for the water management district. I am a researcher. I'm a guy who just goes around talking to folks. I want to look for your opinion. So you can say anything and it won't offend me about the stuff we're talking about. So again, I'm asking you to be as honest as possible. Anybody have any questions about the process tonight? All right, to get us warmed up in the conversation, I'm going to ask for you to introduce yourselves and just tell me your name and I want you to answer this one question: what's the thing you like to do most in your yard? I'm going to ask you to just introduce yourself. Tell me where you're from and answer the question: what's the thing you most like to do in your own yard? Who wants to start?

Tammy: I'll start.

Moderator: Okay, Tammy.

Tammy: Tammy [Markel] and I live in [Whirl] Islands in Weeki Wachee and I love everything to do with my yard.

Moderator: Okay. Any one thing stands out specific?

Tammy: I have an orchid section in my yard that's my pride and joy.

Moderator: Okay. Great, thanks. Who's going to...

Candy: I'm Candy [Maggio].

Moderator: Okay.

Candy: I live in Brooksville. One thing I love, I love to decorate. In fact, I just had a pool installed last year and I'm into yard statues.

Moderator: Okay.

Candy: So in fact sometimes I sneak them in. My husband, "Don't put too many around the pool" and I just bought two today.

Moderator: Got you. What's your favorite yard statue?

Candy: My Virgin Mary.

Moderator: Okay, thanks. We're just going to go around. Yes?

Bob: Bob [Doskocz]. I have a little garden in my yard and I like to weed it and keep it watered and so [there are] all kinds of things growing and pumpkins will be here for Halloweens.

Moderator: Great. Thanks, Bob.

Kevin: Kevin Welch, Spring Hill. I try no to do too much other than cut the grass and keep it low maintenance. There's really not much I can do with trying to grow vegetable gardens, why not, because of the insect problems.

- Moderator: Okay.
- Kevin: I would like to do that. I do have some citrus that produce quite a bit and that's about it. Other than the citrus trees, I haven't gotten too far with anything else.
- Moderator: Okay, great. Thanks.
- Michael: Michael Johnson. I live in eastern Hernando County, I guess still technically Brooksville and I like to play Frisbee with my dog outside in the yard and watch him do figure eights in front of our other dog and growl as he goes by. It's really interesting.
- Moderator: Okay. Great, thanks.
- Art: My name is Art [Ryder]. I live a few blocks off of Barkley and 50. I have four and a half acres tucked away back in there. I got plenty of grass [to mow]. Now that the boys are grown, I could move. I don't need a yard but I like to practice golf in my yard. I grow tomatoes because I like tomatoes. That's about it.
- Moderator: Great. Thanks, Art.
- Gigi: I'm Gigi and I live in Spring Hill. I have two favorite things I like to do in my yard. We have a swing on a tree and I love to swing with my daughter in my backyard and I like to plant. It's a new community and so we're planting oak trees and bush.
- Moderator: Okay. Great. So thanks so much for sharing that information. Now, I'm going to be giving some questions and we don't need to go in order. So whoever wants to throw this out, feel free to do so. I want to first direct talking about how you care for your lawn. So

give me a rundown of how you care for your lawn, whatever "care for your lawn" means. Who wants to go first? Yes Bob?

Bob: I fertilize probably twice a year. I let the grass get high. I cut it high and I keep it low maintenance and I water it. There's really one water day but a lot of times when I water it, I stay out there and I watch [unintelligible] because I really just do the front and the sides. That's really green and lush and the back's screwed up so...

Moderator: You said there's only one watering day. What do you mean? Again, I may ask a lot of stupid questions. I'm not from the Brooksville area. I actually live up in Tallahassee so...

Bob: We're only allowed to water one day a week.

Moderator: Okay. Does anybody else have that same restriction?

Tammy: Watering restrictions?

Bob: [Crosstalk] it's countywide.

Art: It's countywide.

Tammy: I thought it was statewide.

Gigi: Statewide.

Bob: No, it's countywide.

Art: It's done by [county]. I think it's enforced by county. [Swift] months, it's the people that actually make those decisions, don't they?

- Bob: No, it goes out to the county level.
- Art: The county level?
- Tammy: The county level.
- Candy: Well, I had wanted to expand. We have three acres and on the longest stretch – since we've been there, we have installed new irrigation systems except for one area and the longest area is driving me crazy. I was going to do it last year and then I started thinking about my grandchildren. Is the plant more important to me than one day, my grandchildren not having water? So I didn't do it.
- Moderator: Okay. Well, go [further], what do you mean?
- Candy: Well, because in order to irrigate at very long stretch of my property, I chose not to or water hoses, we have to clump four of them together. The property's so long and I have areas where some of my hedges have died and so I was going to have – out of the three acres, I only water my plants. I never water my yard. I only water where I have shrubs except the longest stretch but because of last year's drought, I've decided if the plants die, the plants die.
- Moderator: Okay, anybody else feels that way or – yes, go ahead?
- Michael: I use a commercial service for my yard.
- Moderator: Okay.
- Michael: They come out four times a year, big truck, spray chemical fertilizer and pesticide on it. It seems like they're controlling some of the weeds. I have a lot of shade around my property so I'm not

sure how much better it could be if it was done on a very highly-skilled way or using a different set of chemicals but I'm reasonably happy with that approach to it. I just [dealt] giving out with my little Scotts thing and firing that stuff around. I feel very inadequate as to what to put on and when so I just let them do it.

Moderator: Let me ask you to jump in there. I'm going to tackle one of the issues you just brought. How many of you in here use somebody like a professional agency to do your yard? Raise your hands so the camera can see. So Michael, so the rest of you all do – that's fine, okay. That's pretty consistent with what...

Tammy: Not yet.

Moderator: Okay.

Tammy: Can I ask him a question?

Moderator: Absolutely.

Tammy: What kind of grass do you have?

Michael: It's St. Augustine Floratam.

Tammy: Floratam?

Michael: Yes.

Moderator: Okay. Tam, how do you cover your lawn?

Tammy: I do everything myself. I do the cutting of the yard. I got a nice tractor. I only have a half acre so I don't have three and a half acres or anything and only half of it is irrigated.

- Moderator: Okay.
- Tammy: The other half is just wild and I don't water it at all but I haven't had my irrigation system on maybe four times in the last three months because of all the rain we have. So I haven't had to water...
- Michael: Four [crosstalk] at a time?
- Tammy: Yes.
- Michael: That's a [crosstalk] problem.
- Tammy: Well and everyone lives in a different area but where I live, the water perks are all well. So I mean I haven't had any trouble with the over – and I have Bahia grass which is more drought tolerant so it doesn't need as much water and then the ground just perks so well that I don't have a problem with it. Floratam has a root system that's on the top of the ground. It doesn't seek water from down under so it's...
- Bob: That's why you're going to cut it high.
- Tammy: Yes, you got to keep it higher and you got to cut it more often because then it starts to...
- Michael: A lot of diseases and all that?
- Tammy: Yes.
- Gigi: Yes, since it's very sensitive.
- Moderator: I got to tell you...

Tammy: It's very sensitive.

Moderator: I do these groups several times and I got to tell you right now, we've been in the group fifteen minutes and I think I've heard more specific talk of grass types than I ever have. How many of you in here know the specific type of grass you have in your yard? What kind of grass do you have? I mean just...

Bob: I have Argentine Bahia.

Moderator: I'm sorry?

Bob: I have Argentine Bahia.

Moderator: Argentine Bahia and St. Augustine? What else?

Gigi: I have both, St. Augustine and Argentine. I have St. Augustine at the front, Argentine [unintelligible].

Bob: Yes, I have the same, St. Augustine in the front and Bahia in the back.

Moderator: Okay. How about you, Kevin, do you...

Kevin: I'm maintaining two different properties. One's agricultural/residential. The other's a typical suburban [unintelligible] type a lot with Bahia and what's funny about that is it's actually my parent's house and they bought the house new and had pretty bad [side] jobs so they hit a local company. I won't say the name because they did a horrible job but they basically got those giant rolls of the industrial farmland grass and slapped it on there dead in the middle of winter, totally dead grass and I think they charged him like \$3,000.00 or something and 80% weeds came up in the spring. It was just horrible so they called

the company and tried to get them to come out. Somebody I poked around with a pencil and said, "Oh, you got grubs on this side and the other thing, it was just a joke." So I spent a good part of my life pulling weeds over these last couple of years and I tried to do the right thing for the folks there and we just – now, I'd say it's probably 25% weeds but it still looks halfway decent. The grasses and there, I do cut it higher like you said. It's Bahia but it's not the best to begin with but it's basically a farmland field. [Crosstalk].

Art: It's not rich in [unintelligible].

Kevin: Yes, it's mixed in with all kinds of – so they got ripped off completely but my property is pretty much encroached from – I left it – you know, how [everybody] buys a house, they come in, they bulldoze it flat and they put a house on it and then they complain about the sun for the next twenty years. Well, I left this property pristine and left all the different trees and just kept any natural areas open and took out any trees under six feet and the grass encroached from the neighboring properties and I had a sod guy next door who hits - like I say, it's agricultural so he was growing sod. So that encroached from his little work area over there. This guy's encroached over there. I think that's St. Augustine. So I got Bahias, St. Augustine and something else, that really low lying crab grass in the front. Not that anybody would notice because it's a very forested area and very shady but the grass that does grow, I let it grow pretty high and then in fact, I let it go to seed if I can and then I cut it down and it's all coming in real nice in the front out too so...

Michael: It looks like it's [dead in] the door now during the drought.

Tammy: In the middle of winter.

Michael: Like I've lost my yard, what am I going to do now and then a few rains later, boom.

Art: That's your opportunity to take a weekend off.

Moderator: Expound on that, Art. What do you mean?

Art: When it goes into drought, okay, especially if you're dealing with the – not St. Augustine's but the Bahias and all. Like you said, it looks terrible, miserable. I mean your yard, you're ashamed of what your yard looks like is what it is.

Gigi: It looks like [cake].

Art: Yes. It looks like it's time to get the bailer out there but I personally enjoy it because I go to the golf course. I don't have to worry about that for about two months. I'm [good with it]

Moderator: Okay.

Candy: Do you know our neighbor, set his grass on fire.

Moderator: Sure.

Candy: Because my husband told him how to get rid of armadillos and it was like put a little bit of gas down the hole and light it and...

Tammy: As long the hole's not under your house.

Moderator: Exactly.

Art: Sounds like it'll work to me.

Candy: All of a sudden, the neighbors...

Art: Invite the neighbors over for – bring your own [pumps].

Candy: The neighbor's whole yard was on fire and it was like, "Joe, [unintelligible]."

Bob: So he didn't have St. Augustine.

Moderator: Gigi, how about you? How do you care for your lawn?

Gigi: My husband and I both care for it. He does most of the mowing and the fertilizing.

Moderator: Okay.

Gigi: I'm the one that does the mulch and the planting and taking care of - making sure it's all irrigated and it's on a system. So when we are down to one day and it's only between I think something like 3:00 and 5:00 in the morning. So thank goodness, we have a system, an automated system that we can set and it'll water on our water days.

Bob: The last three months you haven't needed it.

Gigi: Exactly, not at all.

Moderator: One of the things, I'm going to tell you a little secret about tonight. One of the reasons why you're all here is because we actually screen for people who had irrigation systems. So if there's one common thing, it's that you all have an in-ground irrigation system. So later on, we're going to be talking about that a little bit but so you would definitely come back to that. Let me ask you this question, do you think you're more advanced than the average

person in the area knowing about your lawn? Or do you think about the same?

Bob: I do.

Gigi: No, I don't.

Moderator: Well, I'm going to go around. I want you to say that you're more advanced, about the same or you know less than the average person in this community.

Gigi: More advanced.

Moderator: More advanced. Art?

Art: Yes.

Moderator: More advanced?

Michael: It's about the same.

Moderator: About the same?

Kevin: Average.

Moderator: Okay, about the same?

Bob: More advanced.

Moderator: More advanced? Candy?

Candy: Same.

Moderator: Same?

Tammy: More advanced.

Moderator: Okay. Here's a thing is that is – now, let's specifically talk about your yard, your residential space that your house is on. Well, you said that your yard specifically is better, the same, or worse than other yards in your neighborhood? Now think about that for a little while and whatever you do, I want you to tell me why you answered that question. Who wants to go first?

Candy: Mine's better.

Moderator: Tell me why, Candy, the statues?

Candy: The statues, the pool, the gazebo.

Moderator: Okay.

Candy: My flowers.

Moderator: Okay.

Candy: I mean I have [azaleas] that bloom to the point that they're just phenomenal and you know what is a good fertilizer? Coffee grounds.

Moderator: How did you find that out?

Candy: I don't know.

Tammy: From Starbucks. They sell you [unintelligible] grounds.

Candy: I save the old coffee plastic containers and as I empty out the filter, put it in there, in fact, I have...

Tammy: You can leave the filter in too.

Candy: Well, my filter is permanent.

Michael: Do you have dogs?

Candy: Yes, it's not disposable.

Michael: Do you have dogs?

Candy: No, I have cats, four cats, two [crosstalk].

Michael: My dogs would eat every bit of that.

Candy: Also teabags and I have six containers in my kitchen waiting for me to – I'm the weeder in the family. My husband has [specific] issues. In fact, I slipped today when I was weeding. The asphalt was - mold from all the rain and [unintelligible] now, I'm [sliding] but as soon as I get my arm in the middle, finished weeding then I'm going to sprinkle that with coffee grounds and I have some chameleon bushes that will have 300, 400 blooms on it.

Moderator: Okay.

Candy: I swear by coffee grounds.

Moderator: Okay. How about you, Gigi? Is your yard better, the same or worse than those in your neighborhood?

Gigi: Mine is probably better.

Moderator: Okay. Tell me why.

Gigi: Because it was a new community at the boom of the housing development. We've had a lot of foreclosures.

Moderator: Okay.

Gigi: Those foreclosures have fallen short of taking care of their yards and so the people that are left are really trying to enhance. Because we can't water, we were trying to enhance with mulch and planting where we can just hand water or get little potted plants and put them around but ourselves, we decided – we went ahead and dug out all the way around the house and mulched. Put some river rock and mulch just to keep down the ugliness of the grass that had died.

Moderator: Okay.

Gigi: So that's what we did.

Moderator: All right.

Gigi: Like I said, I planted some oak which I know they're there forever whether they get rain or not.

Moderator: Got you. Who wants to go next? Yes, Michael.

Michael: I think mine looks probably better than my neighbors but I have soil erosion issues on a hill, pretty intense though and grass is not a luxury to me, it's a necessity. If I didn't have it, I'd lose half of my foundation out there. So I have to maintain it. It's a pain in the neck to manage especially in August when you have to mow it every five days. I'm looking forward to November where I can just retire the lawn mower for two months.

Candy: That's when I start [crosstalk].

Michael: Dream of living out west is very big. I don't give a [expletive] [unintelligible].

Moderator: That's fair. Now, let me ask you this because we're going to go up – I'm going to ask for some hand raise so the camera can see. How many of you in here say your yard's better than your neighbor's? The same? Okay? So we have that so nobody's worse, that's good. Let me throw this question out to you, tell me what a healthy yard looks like in this area.

Candy: Green.

Gigi: Green.

Tammy: Green.

Moderator: Green? Okay. I mean any specific...

Tammy: This time of year.

Moderator: Okay.

Tammy: This time of year, yes, green.

Moderator: Okay.

Michael: Lush, not sporadic.

Gigi: Just right.

Moderator: Okay.

Kevin: Well my area, speaking of the suburban one, it's – one guy's got this beautiful, pristine St. Augustine thing. He must water it four or five times a week even when you're not supposed to and it is just right on. He's out there picking every single weed and it just looks perfect and then every other house in comparison looks terrible compared to that but it's just your average lawn. So the suburban house has a typical lawn. It's green. It looks nice with all the rain we have and you do what you can with the weeds but the agricultural one is actually better than everybody else because it's a tinker neighborhood. It's like a very old multi-acre development that was one of the first areas in Spring Hill, lots of mobile homes, lots of rundown places and then every once in a while, we get a new house or a log cabin or something like that. So I put the palms in, I did the nice entry way with the gates and all that and it looks really nice compared to everything else but the grass, I mean with the people that – between the mailman driving on the lawn or the front part to get to the mailbox and he doesn't even get back on the road. He just drives 600 feet down. It's like [unintelligible] the trench in there and it's like there's not much you can do so I'm still working on that but it looks nice. Like I say, I try to let it go to seed and if I see the county bringing in their mowers, I got to hurry up and mow it before they come in with their gigantic thing and trash these because they just come in and the wheel goes up on the side of the hill and hits the fence and knocks a few boards off and it's just disaster. So I got to quick – watch before the county gets there but I'm not going to go spend money on grass seed or anything if I could get it to grow and it looks perfectly fine.

Moderator: Okay.

Kevin: So like I said, the place is all woods except for the open areas and somebody said something about golf. I did [build] a little putting

green and it's got like a 300-foot driving range in between them but it's not built yet.

Art: Have you ever bought seed before?

Kevin: No, I never have. Like I say, it encroached and it just grew nice from all - so I had three different species growing.

Art: Take it from somebody to screw this up. Don't buy the cheap seed because you'd buy weeds. What you're buying is weeds.

Candy: Yes.

Art: Okay? Buy registered seed. [Crosstalk] spend the extra money, you'll be much happier.

Bob: My neighbor bought the roll like he had with the roll out the side and it all died and everything and he put a lot of money, like \$5,000.00 and when it all died - this is two years ago I guess. When it all died, he said, "That's it." He watered and he said, "You know what, the weeds are green too." So now he just - all weeds on the block but [unintelligible] even with [unintelligible] it's green this time of year. It's hard to see those. Now in the winter, it looks like hell because [unintelligible] dead.

Moderator: Okay.

Michael: It's dandelion city.

Bob: Yes.

Art: Except for the few green weeds.

Moderator: Let me ask you, I have another question around, how tall should your grass be? Is there...

Tammy: Depends on what type of grass it is.

Bob: It depends.

Moderator: Okay. That would just...

Tammy: I wait to until mine goes to seed and then I cut it and that's only just to keep it [crosstalk].

Candy: What do you mean go to seed?

Tammy: It'll grow sprout that has the little seeds on it.

Candy: Okay.

Kevin: It'll literally be two feet off the ground, it's Bahia.

Tammy: It takes about six to seven days depending – on Bahia.

Candy: Okay.

Tammy: A Floratam doesn't – I've never seen a Floratam seed.

Art: Floratam doesn't go to seed.

Tammy: Because it goes this way. It grows [crosstalk].

Candy: Now see, I have a lot of that. What is that grass that you use like a border that it'll get little purplish flower when it seeds? God, it starts with – the name of it is an M. I have a...

- Michael: Mexican petunias?
- Art: Monkey grass.
- Michael: Those are the most insidious weeds ever developed for mankind.
- Tammy: They use them for landscaping [crosstalk].
- Candy: I have [crosstalk] and in the island, all around the island, there was grass – there is not grass. There was something that my sister said she wanted to come and dig up a bunch. It multiplies...
- Bob: The Wandering Jew, purple Wandering Jew?
- Tammy: That's not grass though.
- Candy: No.
- Bob: It's not grass but...
- Candy: It's not grass. It's more like a border.
- Moderator: Let me turn to another question. Well, we can come back to that after because we were limited on time. Here's a question, is your yard reflective of who you are and your family as – is it a reflection of who your family is?
- Art: It is me because my yard is low maintenance and there's fifteen houses on my block and I'm the only one that gets up and goes to work everyday because everybody else is retired. So my time is limited on what I can do while everybody else's is [unintelligible] and manicured for the most part.
- Moderator: So do you think your yard says something about you? Is that...

Tammy: Absolutely.

Gigi: Yes.

Art: It says something about...

Tammy: Curb appeal.

Art: Your house.

Gigi: Your house.

Moderator: Well, tell me what it says, Art. What do you mean?

Art: It's just people who live here to care.

Moderator: Okay.

Art: They're not slobs

Moderator: Are there people in your neighborhood that...

Tammy: Oh, yes.

Moderator: ...may think that they...

Art: Oh, yes.

Moderator: That don't fit into that. Okay.

Tammy: It's also this is how I always thought and I don't know if it was something that my parents instilled in me or not but if you're my friend, you come over, you come into my house and you see how I

live inside but people who never know you drive by your house and yet, they get an impression of who you are by how you keep your front yard.

Moderator: Okay.

Michael: Yes, supposed.

Tammy: I mean if I put my house up for sale, I want people to drive by and say, "Oh I want to see what that house looks like because it looks so nice outside."

Moderator: Okay.

Tammy: So I mean I think that that's how I think so that's how I keep my yard.

Art: Judging a man's status by the number of cars up on blocks in his front yard. That is a myth. [Laughter]. It's a myth.

Michael: Put the number of pebbles that better attack [crosstalk].

Art: Finding a car when you Bush Hog your front yard. Not really the way we should live. Yes, I mean there are places that are like that. I've been there. I travel...

Tammy: Well now, I think it's worth two like...

Art: I travel and make a living. I can take you to those places, trust me.

Tammy: [Crosstalk] foreclosure. There's a lot of houses that – I mean my neighborhood too.

Art: See, I got four acres that even I can see.

Tammy: I'm waiting for the weeds to be taller than the house. I mean they're very close to it because of all this rain we've been having but...

Moderator: Well, we've been talking...

Candy: We have a neighbor two houses from me that I call them Stanford and Son and when my husband – because these people have a wooden fence but if you're coming on wide road, you can see it's disgusting and my husband when he has a tendency to leave things around the garage or whatever, and I wait patiently et cetera and then I start getting impatient then I start calling him a pig and telling him, "Well, do you want to be like Stanford and Son? Do you want to be like the people down the street?"

Moderator: He appreciates that.

Bob: It's a motivator.

Moderator: We talked a little bit about earlier, about sprinkler and again, this is just jumping around. What are the benefits? How many of you in here have your sprinkler system on an automatic timer or anything like that? Most of you. So we have about six in here. There was some talk a few times that it's not sprinkling in the rainy season. When is the rainy season around here? What...

Kevin: When it rains.

Gigi: Now.

Moderator: What I mean...

Bob: You don't know. You don't know, sometimes [unintelligible] drought...

Art: It shifts.

Bob: Right now, we're in [crosstalk].

Gigi: Sometimes it's April, sometimes it's May. This time it's been since May I think.

Tammy: Since May.

Candy: It used to be April shower that bring May flowers and then it changed from May to like June. June, it would start and by June, once the rains had started, before that, your yard looked yuck.

Moderator: Okay.

Gigi: It rains in January but it's so cold. That's why the grass even gets uglier because the frost stays on top there.

Kevin: It's usually twice a year. It's usually twice a year when the jet stream goes up and down towards the equator but right now, we're in one of them.

Michael: I think La Nina is due or things [unintelligible].

Kevin: Yes.

Bob: I just watch the weather and if I leave the water, I water if at all. I always water my garden. I have one of my sprinkler lines that runs through my garden the way it's supposed to be. My garden is about half the size of this room I think.

- Moderator: Okay.
- Bob: I'll go out there and I don't – in those days, I don't care what day it is. I'll go there and click on zone number five and let the garden water for twenty minutes because it's not watering the lawn, it's watering the garden but the rest of the stuff is timed on my watering day for that.
- Moderator: There was a lot of talk about watering days. Do you see a lot of people who are watering outside their designated watering days?
- Bob: Oh, yes.
- Gigi: Ours are getting fined.
- Moderator: What's the fine?
- Gigi: \$150.00, your first. There's no warning. It's \$150.00 your first time.
- Moderator: Is that a county thing or is that...
- Tammy: Who gets fined? Whose money? I mean is it the association or is it...
- Gigi: No, the water...
- Tammy: The county.
- Gigi: The county.
- Tammy: The county.

Gigi: Yes because we're a gated community so I had to call to find out how they were getting in because our watering hours are the early morning. How are they finding out?

Moderator: He gave me - a few on my list. Let's just try to, one at a time, because we're getting all kinds of stuff. So I'm sorry, we'll get to you, Bob. You said the gated community is getting fined through them?

Gigi: Right.

Moderator: Okay.

Gigi: The County said they have a special code to access the gate to be able to come in to find out if people are watering on their watering times or not.

Moderator: Okay and Bob, you were saying, I'm sorry?

Bob: Well, my neighbor up the street, he got a fine for \$200.00 and he took it to court and he won. They eliminated the fine.

Moderator: Okay.

Bob: So I heard that a lot of people if they take it in and they show, "Hey, my timer wasn't working, the lights went out on its own," and they're winning.

Moderator: What's the benefit to having your irrigation system on a timer or on an automatic...?

Candy: So you don't forget to do it.

Moderator: Okay.

Bob: After all, you're in compliance and yes, you don't have to worry about it.

Moderator: Okay. Is there any negatives to having it on...

Art: This time of the year, there's no reason to have it on.

Moderator: Okay.

Tammy: Yes, mine's off.

Michael: But you're still [crosstalk].

Candy: I have mine off.

Art: After I mow my grass.

Tammy: Unless you have a rain sensor [crosstalk].

Gigi: [Crosstalk] I have a rain sensor.

Moderator: What's that, Art?

Art: After I mow my grass, I water each zone for five minutes only because the grass has just been put through a traumatic experience, okay? I'm trying to get the cuttings back down into the thatch, if you will, back down to the bottom.

Bob: They'd give you a ticket for that probably.

Art: They probably would, okay, but that's the only time I water at this time of the year.

- Moderator: Okay.
- Art: Period. I turn the automatic thing off. Now during the dry time of the year, I give it fifteen minutes for each zone.
- Moderator: Okay.
- Art: It's almost a waste of time. I mean that's – it's like, "Okay, here's a teaspoon of water. That's all they're getting." Okay.
- Bob: I'm with Art. From November to February probably I don't water at all because it's just not worth it.
- Moderator: Okay.
- Art: You get a teaspoon of water and you just [crosstalk].
- Michael: I don't put mine on auto because I just monitor it with the seeds and if it's raining a lot, I'm okay and it looks like I need it. All right, to be honest, I'm way in the woods and I'm behind a fence that you got another code to get into. I'm not going to get [turned in] unless you want to like a [crosstalk] but the [crosstalk] can trade [unintelligible] with binoculars to find...
- Art: The other thing is, have you ever read the instruction book on one of those timers?
- Candy: Yes.
- Moderator: No, I haven't. I actually haven't. Talk to me about that.
- Art: Let me tell you where mine is. It's in the garbage can. You get one of the manual [crosstalk] ten minutes [crosstalk] see you later. I'll be back in ten minutes then move to the next zone.

Moderator: Well Art, you bring up a good point and we'll talk about that because what we want to do to, the main thing and actually after this little conversation, I'm going to be showing you some potential advertisements but let's talk about that. Is it difficult to run one of those things?

Art: Let me tell you what, you got to have a college degree to get through that damn book.

Moderator: Okay.

Candy: Especially when you have a coral snake in your water house.

Art: Yes.

Candy: I have not been one step. I have thrown two boxes of moth balls in there and...

Tammy: That's why it's staying?

Bob: Yes.

Candy: [Crosstalk] I thought they didn't like them.

Tammy: No.

Candy: Oh, they like them?

Tammy: You're keeping the cat away. They would've eaten them.

Moderator: Gigi, do you think that it's difficult. I mean...

Gigi: It was. I had to have the irrigation people who installed it come out and show my husband and myself how to work it verbally because the book was just...

Art: Then if you have a power [energy], you can start over.

Moderator: Okay.

Art: Because the battery didn't replace [crosstalk].

Michael: Try having a lightning hit it, \$700.00 later, you have a new box.

Moderator: Okay.

Gigi: Yes, because this is all digital.

Tammy: It should be grounded on the outside of the house.

Bob: I don't have a problem with the timers.

Michael: You what?

Tammy: Should have it grounded.

Bob: I can program pretty much all. I program my parent's, my sister's but it's [crosstalk].

Moderator: Okay.

Bob: Whoever can do it. I don't have a problem with computers either.

Art: I just got so frustrated with anything.

Tammy: I'm afraid...

Art: I need another automated thing like I need a hole in my head.

Moderator: Okay. Well, thanks for the [intro] and discussion. Now, we're going to get you to submit potential advertising. What we're about to show you is actually something called mock-ups. This is what people in advertising agencies do before they actually produce a commercial. So we're going to be showing you some potential commercials and we're going to have you talk about stuff in the commercials. What we're going to do is we're going to show you four ads and if you can just turn here. We're going to show you four ads – pause it right now. I'm sorry for that. We're going to show you four different ads and the reason we're showing you this all in sequence is because we want to try to make it as realistic as possible. If you're watching something on TV, it's not like you're going to only see one ad and then just focus on that. So we do this specifically to see what stands out, what doesn't stand out. So we're going to show you four different ads in a row and then we're going to come back and talk about them. So if you wouldn't mind, just pay attention.

"Skip a week of watering in the winter and save water, save money and protect the environment. It's easy. It's the right thing to do."

"I don't get it. I've been watering every week. It's winter. So? Dude, watering too much in the winter encourages pest and disease. Yes? Yes, skip a week like me. Skip a week. Yes. Skip a week. Do your lawn a favor. Skip a week of watering in the winter. For more information, visit Watter-Matters.org."

"Not good at programming stuff? You don't have to be. So turn your irrigation timer to manual and skip a week of watering in the

winter. Save water and save money and protect the environment. It's easy. It's the right thing to do."

"Now, we're all here for the same reason. You know that overwatering can hurt your lawn and your budget. We want to skip a week of irrigation in the winter so we can save water, save money, and protect the environment. We have the expert here from [unintelligible] to demonstrate [unintelligible]."

Moderator: All right now, those are four ads or four potential ads that we are - in the very beginning development stages that we want to talk to you about tonight. You have a pad of paper in front of you and again, Gigi, you don't have any glasses so that's all right. I'm not going to read these things. So here's what I'd like you to do. I'd like you to just maybe jot down some notes and basically jot down the notes of – describe the four ads to me so again, one, two, three, four. Just tell me what stands out in your mind and this could be really quick first, second, third and fourth ads.

Gigi: I forgot one of them.

Moderator: That's okay. That's fine.

Candy: That tells a lot.

Moderator: Yes, that's tells a whole lot.

Gigi: That's what I was thinking.

Art: That was off the list.

Moderator: That tells a whole lot and as we're talking, it may jog your memory later on. These are just basically notes for you as we were talking

just to get some general things. Well, you're all writing a lot. Look at you all. What are you...

Michael: Sure this isn't really a secret short-term memory test?

Moderator: Exactly.

Michael: I'm failing. I'm failing miserably.

Moderator: That's right. You actually only get paid if you remember the [crosstalk].

Gigi: You even need to test it.

Moderator: That's right.

Michael: I could've told you that [unintelligible] fourth.

Tammy: Remember what?

Michael: Short-term [span].

Moderator: Well okay, let's test your short-term memory. Tell me what the first commercial was about or describe the first commercial.

Gigi: Skipping.

Tammy: It's childish.

Bob: Skipping [unintelligible].

Moderator: Skipping, okay.

Kevin: Skipping is fun. That was the best one I thought. The other three were pretty lame except for the guy pushing the button at the end of the community meeting there on number four.

Gigi: That would [crosstalk].

Kevin: I think that's the point they're trying to make is skip a week so I think the skipping is fun. It was good. That it'll keep people's attention. The other three, they're going to get up and go [crosstalk].

Moderator: We'll talk about all four individually. We'll let you make your case on the second best ad.

Bob: That's funny because that's the one I didn't like.

Candy: Yes, me too.

Moderator: So let's talk about those so...

Bob: I like the second one better because it was more...

Tammy: Realistic.

Bob: Yes, realistic and [it's talking] about the light bulb goes on, "Yes, you're right."

Moderator: Okay. Let's stick to the first one and again, like I said, we're going to go through each one individually. So the first one is skipping and so Kevin, why do you like that one the most?

Kevin: I think people – first of all, I got a BA in Advertising so...

Moderator: Okay.

Kevin: I don't know if that's going to help or not but it's something I think people are going to watch and be interested in and if I see a couple of guys in lawn chairs talking about their lawn, I'm going [for the bridge].

Moderator: Okay.

Kevin: Or whatever but the skipping thing was fun. The kids running along and skipping stones and then if you just – at the end of that, show the guy pushing the manual off button and say skip a week or whatever you're going to do, that would help that commercial a little bit.

Moderator: What's the ad asking you to do, the first ad?

Tammy: Skip.

Gigi: Skip a week.

Moderator: Skip what?

Gigi: A week of water.

Moderator: I mean skip – what does it mean to skip a week.

Art: Of watering.

Gigi: Watering in the winter.

Bob: Don't water [that week]. Don't water.

Gigi: In the winter.

Tammy: Water one week, skip one week, water the next week, every other week.

Moderator: Look at here, everybody get that?

Michael: No, I didn't get that.

Moderator: Okay, tell me...

Art: I didn't get that. I just got skip a week.

Michael: Yes.

Moderator: Expound on that, Art, Mike, what do you mean, skip it? Just like skip one week?

Art: Skip a week.

Michael: Yes.

Art: Just every once in a while, skip one. I don't know.

Tammy: Oh, you mean like once in a while, stop, oh...

Art: I didn't get a regimen out of it. I just got [crosstalk] - I got [crosstalk]. I didn't get a regimen like what you got.

Tammy: Oh, okay.

Art: I just got skip.

Michael: Although I did think skipping class...

Art: Now, that is regimen. That is regimen.

Moderator: All right, I said memory problem right there.

Tammy: I thought the first one was childish. It didn't grab me.

Moderator: What do you mean? Tell us. Why do you say that, Tam?

Tammy: I mean to me, if you want someone to conserve water, that's a serious issue. It's not something to take lightly and skipping stones, I think of, "Oh, this is good, this is more like fun than something I should really take serious and really do."

Gigi: It would attract the children.

Tammy: I'm not going to make a point and go, "Oh, I'm going to stop right now and go skip stones with my son or you know."

Gigi: I thought it'd be a good commercial for children at school to stop using the water with their toothbrush or just like – it didn't give across an adult message to [crosstalk].

Michael: That's what – yes, [crosstalk].

Tammy: Yes, childish.

Moderator: You mentioned that, Tam, you specifically mentioned conservation. Did you guys get a conservation message from that first one or...

Tammy: No, not the first one.

Gigi: Not the first one.

Moderator: Okay.

Candy: I did because to me, skipping would be, "Don't do it."

Moderator: Okay.

Candy: So if you don't use the water...

Tammy: But then like he said, skipping school is something you're not supposed to do.

Bob: Right.

Tammy: So...

Candy: Well, that's true.

Gigi: Skipping is fun.

Tammy: Yes, skipping school is fun.

Art: It's trying to get the kids to come home and tell their mom and dad that they need to start skipping watering days or something like that.

Bob: Yes, that might [crosstalk].

Art: I would send it to the school system and let them play it for the kids, okay? I don't know that...

Tammy: I could see the kid thing like do it for the kids, for the next generation and the generations to come.

Michael: The reason I said it was missing something was because...

Art: What about local TV for a mixed audience? I just don't think you're going to get there.

Moderator: Okay and what's that, Kevin??

Kevin: The reason I said it was missing something was because it really didn't drive home the message but it was one of the more entertaining ones I thought for a general audience. I mean that's...

Michael: I think Tammy put the nail on the head too. Water conservation is not only serious but it's going to be even more serious and I think the challenge is – well, let's make a little game out of it in that I would be more apt to turn it off if somebody said water levels are down 48% over [historic highs] and you better do it because you're going to be buying your water at Zephyrhills or something, something to, "Whoa" or something like – yes.

Tammy: I think in the big picture, if it's an infomercial, they're not selling something. That it may not sound what it is.

Bob: They're just trying to educate.

Tammy: Right and to me that whole skipping thing didn't teach me anything.

Moderator: Let me throw this out at you. Let me ask you this question and again totally, not deal - well I guess, [intimately] dealing with the commercial. Do you think people really care about water conservation?

Tammy: Yes.

Moderator: Is that something that...

Bob: I don't know. No, I think most people do but I think it's the 80-20 rule.

Tammy: I think all they care about is the fine.

Moderator: I'm sorry, what's...

Bob: I think it's the 80-20 rule. It's 80% care and 20% could care less and I think 20%, they may get...

Michael: 80% are washing their cars unnecessarily and 20%, they're...

Bob: I think that some people, they're the total pessimist where what we're being told about water is not true. There's plenty of water, rains from the sky and [salt].

Art: I hear that all the time.

Bob: Yes.

Moderator: Explain that one, Art.

Art: I got friends who live down Pinellas County. There's no water problem. All the lakes down there are full. Why? They're full of garbage water. You can't drink it. Okay, this is all waste water.

Bob: The water comes from up here.

Art: They don't even understand that their water doesn't come from Pinellas County. They have no clue.

Gigi: They talk about the aquifer.

Art: They think this thing is just a never-ending source. There's just...

Kevin: The xeriscaping message over the years has been going on [crosstalk].

Moderator: I'm sorry, what...

Art: They need to take a ride around – and I travel the State of Florida to make a living, okay? If you want to see something that'll just absolutely make you think about this is, is just try to drive through an area called Lockhaven, if you're familiar with where that is. It's just outside of Palatka. I can show you docks that are standing high and dry.

Tammy: We got them right here in Weeki Wachee.

Art: We've got them in Weeki Wachee but they're hidden. I mean they're not out on the main [unintelligible].

Tammy: Right on 19, you can see them.

Candy: Weeki Wachee, it used to be beautiful. It's ugly now.

Art: Understood. I know that and you know that because you've seen it in both states. I mean both conditions, okay?

Kevin: Oh yes, fine.

Art: Now, it's like a creek on its good day.

Candy: Yes.

Moderator: Kevin, what are you [raising]?

Kevin: The xeriscaping message over the last few years has been pumped out over the airwaves. I got that. I heard it. I saw it on TV but I don't think that people are capable of getting out there and digging up three quarters of their lawn, putting in concrete borders and mulch and drought-tolerant plants but if there was some kind of – that's going to be the only solution if the kids were skipping by a xeriscaped lawn that had a little patch of grass on it instead of this football field of grass.

Moderator: Does everybody know what xeriscaping means?

Tammy: Yes.

Moderator: When you explain it, what does it mean?

Art: Drought-tolerant plants, dig up half your lawn and put in flower beds and put in the grassy things you're talking about and all that good stuff.

Kevin: It's a little more drought-tolerant too. It's Florida native plants.

Tammy: Yes.

Art: Right.

Tammy: Things like that don't need so much water.

Art: Right. It's Florida stuff.

Michael: We appreciate weeds.

Moderator: Okay.

Tammy: It also [crosstalk].

Moderator: What did you say, Mike? What was that?

Michael: I said appreciate weeds.

Moderator: Okay.

Michael: That's the reality of it.

Moderator: Okay.

Tammy: Have you ever seen the commercial that - and I don't know what it was selling to be real honest. It showed this field of daisies and that used to be acceptable yard instead of – and now, we're all slaves to our yard with grass.

Michael: Oh, yes.

Tammy: Where it used to be, you could drive down the road and then people have – their yard was just daisy field or wild whatever, that it was fine. Now, we've come to where you've got homeowners associations that dictate what kind of grass you can have, how much yard you have to have, how much garden you can have. I mean it gets to the point where even if you wanted to xeriscape, you got to clear it with your HOA and I mean I think that yes, sell people on xeriscaping that's great but a lot of them can't even do it because of where they live.

Moderator: Okay.

Bob: There's always the drought problem, do the – watering your lawn or is it more than just watering your lawn. Is it taking long showers?

- Kevin: So there's billion gallons a day...
- Bob: Washing your cars.
- Kevin: Get pumped down to Pasco or down to Tampa and Saint Petersburg [crosstalk].
- Candy: Or [unintelligible] because there are too many people using that. Okay, look at Florida. People want to relocate here especially elderly people with health conditions, whatever. They can't stand the cold. We've got [stop] division coming up all over the place. We're a very congested state.
- Bob: But then they're starting to move out. They have more people – well, more people leave the state than coming in.
- Candy: Well because of what they're doing to the taxes.
- Bob: Yes and more people leave the state this year than come in.
- Tammy: Yes, now that's not the issue, maybe years ago it was.
- Bob: So it's the first time in like 25 years that...
- Candy: So to me [crosstalk].
- Tammy: California is more congested.
- Moderator: Le me...
- Art: They've overloaded the [unintelligible]. They've overloaded the system with what they've done.
- Tammy: Yes.

Moderator: Time out here and there's a good point that Bob has made. I want to go around the table and just the one thing in your opinion, what's the one thing that's causing the water shortage in Florida? Think about it for a couple of seconds and whoever wants to start, just give me one statement of what you think it is. Art?

Art: Too many people.

Moderator: Too many people? Who wants to go next?

Michael: Overpopulation.

Moderator: Overpopulation?

Gigi: Yes.

Moderator: Gigi, okay?

Candy: Overpopulation.

Moderator: Okay.

Kevin: Overpumping of the aquifer from these counties with low population down to Tampa and Saint Pete with a high population.

Moderator: Okay. Tammy and Bob?

Bob: Overwatering, yes.

Moderator: Okay.

Tammy: I actually think that there are things that we could do to save water that we don't do.

- Moderator: Okay.
- Tammy: California is a lot more congested, the number of people per square inch than we are and we're not learning the lesson from everyone flocking to California because of their beautiful weather. Florida should've learned from that instead of, "Wait a second, look at all the mistakes." Now California, to build a home they have to put in their own rain catchers - technically, rain barrels that actually save them water to irrigate their yard. I mean there are a lot of things that we can do, the water that we use for our laundry. I mean I use Tide on my yard to get rid of the bugs. So I mean that water that goes into a sewer system, why can't we put that into a barrel and then irrigate our yard with it instead of – I mean there's a lot of things that we can do but nobody knows to do them or it's economically not feasible.
- Moderator: Okay. Let's...
- Art: Or it's too much work.
- Moderator: Let's go...
- Michael: That's what - yes.
- Moderator: Yes, okay. Getting back to the first commercial, was there – seeing the first commercial with the skipping with the whole – the skipping, repetitive – was there anything in that commercial that would've encouraged you to skip a week of watering?
- Tammy: No.
- Gigi: No.

- Moderator: Again, this is...
- Tammy: Not as it was but...
- Moderator: Okay, that's fine. Let's talk about the second commercial. What was the second commercial?
- Art: Dude.
- Kevin: That was a little [store]. I wouldn't use the dude thing but I would say like, "Hey Larry, don't you know or something." Dude's just not...
- Moderator: Well, describe it for me. What was the commercial?
- Kevin: Dude, that's like dumb I think but...
- Moderator: Okay.
- Art: It was funny but yes, I didn't – yes, it turns you off.
- Tammy: I think that was funny [crosstalk].
- Bob: That one to me gets – it's a little story, two guys and I guess I can relate to the – in the yard. It's a little 30-second story being told and it caught my interest. Well, I remember that one the best. The first one I would've channel changed or gone to the next channel as soon as I see girls skipping down the side and [unintelligible].
- Kevin: I barely saw the difference but the guy on the right being lazy apparently had a better looking lawn and the guy staying in there trying to work on it was stomping on his dead patches. That just didn't really show very much.

- Moderator: Okay.
- Kevin: That would've been better to show a starker contrast like lush green and even though it's not truth, it'll in fact, drive the point home and then why can't the lazy guy have his little girl skipping behind him in the back or [whatever].
- Moderator: Okay. Well, Bob, said - something that you just said you related to. What do you relate to most about that commercial?
- Bob: Because I do things like that. I do my yard and then I'll sit out there in the yard or the pool, drinking beer, whatever and the neighbors come over and we shoot the breeze and so I relate to that because that's lifestyle.
- Moderator: What else stood out about that commercial?
- Tammy: I didn't remember it at all.
- Moderator: Okay.
- Tammy: Until he said what it was about, I couldn't remember.
- Michael: Is that the guy in the chair, in the easy...
- Tammy: Yes.
- Art: Dude. I related to it because I know that guy. No. [Laughter].
- Candy: I liked it because I didn't know...
- Bob: That's my big brother-in-law.

Moderator: I'm sorry, Candy, what was that?

Candy: I liked it because I didn't know that [crosstalk] skip a week in the winter that it would help with bugs.

Moderator: Okay.

Candy: So I found it more informative that it would be killing two birds with one stone basically. You're going to save water and because you're saving water in the wintertime, it's also going to help with the problems with the pest.

Moderator: Anybody else know about the pest thing or is it there's that – okay.

Candy: Yes. I didn't that.

Gigi: I liked it because like him, we could relate because our community, we're a little close together. I have three quarters of an acre so my neighbors are here and here and so that conversation basically was like one my husband had with the gentleman next door because he said, "You're watering at night. Don't water at night." I mean we don't have a choice now but before the limitations, it's don't water late at night. Water towards the morning so that it'll dry up, or if not, it'll stay mushy, soggy and you get diseases and bugs and stuff. So I thought it was funny because it's almost the same conversation.

Moderator: So there's a few in here that have said the neighbor talking to the neighbor conversation. Who else do you talk to about your lawn maintenance? Do you talk to anybody else about your lawn maintenance?

Gigi: My [crosstalk].

Moderator: So Kevin says no. Michael, [crosstalk].

Michael: Neighbors, yes.

Moderator: Neighbors?

Michael: Yes.

Gigi: Neighbors and family.

Art: I would try to avoid it at all costs.

Moderator: Okay.

Art: It's like working on the damn lawn. My property is totally different than the other I maintain.

Moderator: Okay.

Art: I don't want to touch the damn thing. Xeriscape it if I can, palms, much shade as possible, any sunlight where open area, where grass grows, that's fine but the rest of it, I really don't want to be out there picking weeds. Every time I set foot out of the house to do something, it's like the neighbors come over and pester me anyway so I'm in air-conditioning all day.

Moderator: Okay.

Art: If I go out at night and put the garbage bag and I see weed in the drive, well, I'll put it then because they're inside their houses.

Moderator: Okay.

Michael: Buy a goat. They'll take care of all [crosstalk].

- Moderator: Who else do you talk to about caring for your lawn?
- Bob: Home depot or if I was going to the garden department and I'll say...
- Gigi: You can go online.
- Bob: I'll say [crosstalk]. I'll talk to whoever's working out there.
- Moderator: Okay. Well here's a total [range] of question that I want to ask. Who in your opinion has the most credible person – if you had to ask somebody about an issue about your lawn, now again, I know that I'm asking this question as we sit in the government building. Who in your world, if you have a question to ask about something in your lawn, who would you go to?
- Kevin: The guy across the street with the nice lawn.
- Moderator: Okay. Who else, Gigi?
- Gigi: I have two.
- Moderator: Okay.
- Gigi: The guy – two houses down and I subscribe to [Moe's] and Home Depot, their garden thing and one of them is Scotts. So Scotts emails me, "This is the time to do this. This is how you get rid of bugs." So it's been very informative.
- Moderator: Okay. Who else?
- Art: I ask the groundskeeper at the golf course.

- Moderator: Okay.
- Art: I ask him, "So what are we supposed to be doing at this time of year? You're supposed to fertilize. What are we supposed to next month?"
- Michael: The internet...
- Art: What are we supposed to do next month? Irrigate. I don't have one of those, we're not doing that.
- Moderator: Okay. What's that, Mike?
- Michael: The internet has tons of information about anything that attacks your yard and what to do about it. You compare what you see in a picture with what you've got outside. They really had it covered and Scotts is an excellent site for that too.
- Moderator: Okay. Do you go to any other sites besides Scotts?
- Michael: I start there and if I just don't want to it, I'll keep going.
- Moderator: Okay, anybody else? Talk to – go to a place?
- Art: I'll tell you who's a good source. I don't know if anybody else has ever used this before is the county extension office.
- Bob: Okay.
- Tammy: County extension office?
- Kevin: Yes, like...
- Bob: Agriculture.

Art: I was trying to figure out what a poison ivy really look like. I put several samples – put them in a plastic bag and took them down.

Gigi: If you're asking it's too late.

Art: I'm telling you that guy had me out in the backyard and he's going, "Okay, now, what is that? Don't touch it. Okay, that's poisonous." I'm serious. They're very, very good. You know where the fair grounds are?

Tammy: Yes.

Art: Right behind it. There's a little building back there.

Candy: Really?

Art: County extension office. They got a garden back there. They could tell you everything and anything you want to know about anything that grows in this county.

Moderator: Anybody else go to the county extension office?

Gigi: How did you find out about it?

Moderator: Yes. Good question, Gigi. How did you find out about it, Art?

Michael: Nice to be the source.

Art: I came home from Tallahassee, from a Florida [staking] and my backyard was gone. Once a year, we have these little – look like caterpillars but they're very thin, okay, and they just ate the backyard. Well, I went berserk because I had a lot of work wrapped up in that backyard and they come out around late

September I think it is. Okay or maybe it's even later than that, October.

Bob: How do you kill them?

Art: Well, what I did was I scooped up some and I've been following my day. I was down at the county extension office. They said, "Don't worry about it. They didn't eat the roots." He says, "You can kill them. He said, "I would appreciate if you didn't because birds eat [crosstalk]."

Tammy: The life cycle.

Art: You're going to screw up the ecosystem here, okay? I said, "All right." He says, "If you want to control them, put down a little bit of detergent. They don't like it. They'll go away. Spray the trees." I did that. They go away. They went out to the xeriscaped area.

Candy: Detergent like Dawn or...

Art: Yes.

Candy: Like to do the dishes or clothes or...

Tammy: No, Tide.

Art: Tide works really good.

Tammy: Or in a powder.

Gigi: It's a powder.

Art: I was using a dishwashing detergent, Ajax.

Michael: It sounds like Skin So Soft for mosquito control.

Art: I'm serious.

Michael: It works.

Tammy: Yes, but it won't work on a horse.

Art: Anyway, I just sprayed that...

Candy: Not granular or dilute it?

Art: I just sprayed that down. You spray it.

Tammy: You put it in like your Miracle-Gro with water [unintelligible] fertilizer thing. You put and mix it in there with the water and a can of beer and you do [crosstalk].

Candy: And a can of beer?

Moderator: Where do you all hear about all this stuff?

Art: I drank the can of beer.

Moderator: If this is...

Tammy: One for root and one for you.

Moderator: Yes, where do you hear about this stuff and would you like...

Kevin: Gardening shows, TV shows, gardening shows. I heard all of this. Mythbusters.

Candy: Tide...

- Tammy: Mine was [crosstalk].
- Art: It works. So anyway, got rid of them.
- Michael: [Crosstalk] where you ask a question [crosstalk].
- Art: In a few weeks later, I had grass again.
- Candy: I'm going to be going to the county extension office because I have weeds in my yard that are – I mean I was...
- Art: Take them a sample. They'll tell you exactly what it is. They won't take...
- Candy: How to kill it?
- Tammy: No.
- Candy: They'll just identify it?
- Art: Yes.
- Gigi: If they identify it, then you can get online.
- Candy: Yes, that's [true]. Okay.
- Moderator: So let's get back to the segment...
- Art: [Crosstalk] is finding out what the problem is.
- Moderator: What did the second commercial ask you to do or what did you get out of the big takeaway?

- Michael: It's winter, don't water.
- Moderator: Okay.
- Tammy: Skip a week.
- Bob: I got, it's not good to water too much in the winter either.
- Art: I took it as he's relaxed, let the yard relax. You have some time off.
- Gigi: Yes.
- Art: I'm going to take some time off, let the yard take some time off.
- Moderator: Okay.
- Art: That's what I got from it.
- Kevin: Yes, it was pretty good. You got the skip a week thing right away. They drilled it into you the whole time as opposed to the skipping rocks and what-not.
- Moderator: Now, we heard the first commercial. When they introduced the "skip a week," there was a lot of confusion because we had every other week. We had, Art says skip...
- Art: Once in a while.
- Moderator: Take a vacation every now and then. So did that second commercial, did it hit home? Are we still as confused?
- Gigi: No.

Bob: I think you got to air that commercial every other week instead of the skipping...

Gigi: They drove home the winter for me, it drove home winter.

Moderator: Okay, so we have winter this time, okay?

Kevin: Yes, the second one has more information.

Bob: Yes, that's true, there's just winter there.

Art: I've been accused of not being able to read between the lines for all my life, okay?

Moderator: That's fine. I mean these are the things we're trying to figure out so most of [you] with the third commercial. What was the third commercial?

Tammy: That was my favorite. I related to that. I could just see the remote and the coffeemaker. It's like you got to remember all these things that you have to program exactly what you said before.

Bob: Off.

Tammy: Yes.

Michael: Hey.

Tammy: Hit the off button. I mean to me it was just real simple, to the point, made it easy.

Moderator: Okay. What was the big takeaway out of that one? Was there any...

- Kevin: Annoying alarm clock? Identifying it.
- Tammy: Something else that you don't have to worry about for a week, skip a week.
- Michael: If you're tech challenged, even you can do it.
- Tammy: Yes.
- Candy: Yes.
- Bob: You know what might be an easier one because I don't [just read] but everybody, no matter what pieces of advice you're given, usually everybody can find the on/off switch.
- Kevin: Yes.
- Bob: So if you turn the TV off and you turn the stereo off and you turn whatever remote control and then you turn off the lawn sprinkler, at least that would show how easy it is just to – at least you could turn everything off.
- Moderator: Okay.
- Bob: Just get a [little easy].
- Kevin: That was a common theme in the commercials. The guy hitting the second button which is the off button I guess but you probably could've done a little better job of saying, "This is the off button."
- Moderator: Okay.
- Kevin: Manual [crosstalk].

Michael: Are those boxes universally set up that way?

Moderator: I was about to ask you that same question, Michael?

Tammy: They are.

Moderator: They are?

Tammy: Yes.

Moderator: Okay. I was about to ask that same question.

Tammy: The irrigation panels...

Gigi: Irrigation panels.

Candy: Just skip?

Tammy: Not to skip.

Gigi: You know how they're, the manual off.

Tammy: I mean if you wanted to program it to skip, you can do a separate program for watering once a week like it's your program A and then you can do a program B that waters every other week. So you could set it up like that but they're trying to do is just, "Okay, you're going to water this week, hit the off button." You can just either – it either has a dial or it has a button.

Candy: Yes.

Tammy: You can just dial it to off or you can hit the button for off.

Gigi: Yes.

Moderator: Anybody does still hand water their yard with a garden hose, that you have to irrigate [crosstalk]?

Tammy: I only do mine when we haven't had a rain for...

Art: It's fine if you live in a city and your grass is 10x5.

Respondent: Okay.

Art: I got an acre of grass and I have three and a half acres of bush [unintelligible].

Kevin: I'm actually forced to do that online, the agricultural one because I don't have the irrigation throughout the whole thing yet. I'm still actually working on it. So I'm dragging hundreds of feet of hoses out to certain areas when there is a drought and I like to let them – if they can't suffer and survive then they don't deserve to be there in the first place but if they're really sucking wind and it's a little palm tree or something that I put in, I'll drag the hoses out and give them a little water.

Bob: I have a flag pole and I have all kinds of plants around it. Not [unintelligible], it's probably a six-foot circle or something but I drag the hose just to water all that. Sometimes I drag the hose.

Art: I do a five-gallon up. Yes, that's up, you're done.

Moderator: [Unintelligible] the third commercial, was there any new information you found that was introduced? I mean was there anything that...?

Kevin: I found it annoying that it started out with a buzzing alarm clock because if there was one thing I could remove from my life, it would be buzzing alarm clocks.

Moderator: Okay.

Kevin: Commercials with ringing phones, doorbells, stuff like that, I'm reaching for the remote or something I can just to get away from it but it was like the first one, you don't know where you're going with it but it's entertaining so you stick with it and so it's a good ad. A little trick there to keep you wondering what you're watching and you're not just running away from it but yes, it was pretty good except for the alarm clock.

Moderator: Okay.

Kevin: I'd say no annoying sounds, if you want to keep the viewer.

Moderator: Got you. What else, anything else about that commercial that we...

Tammy: I just found it to be real realistic that the alarm clock buzzes, you got the coffeemaker that didn't come on when you program it to come on, which remote do I use to do what I want to do. I mean to me it's just very common. Everyone can relate to it.

Gigi: It catches your attention.

Moderator: Okay.

Gigi: Because you're wondering what's going to be the outcome. If you don't know it's about skipping or something like that.

Bob: The other thing I [crosstalk].

- Kevin: It's a reality show.
- Moderator: Okay.
- Kevin: I think people can relate to that one too. There's so much technology in the world that I think people will relate to.
- Art: It's really [unintelligible].
- Tammy: You're going to get [crosstalk].
- Candy: It's just like working the computer program and when you first learn it, one little step that you don't know about, you could be – you just can't do your job. So it's yes, we've gotten very technical.
- Moderator: Okay.
- Candy: I'm very technical.
- Moderator: Let's talk about the fourth commercial. Describe that one to me.
- Tammy: [Crosstalk] not everyone has an HOA so I think that you lost everybody.
- Bob: Not everyone understands HOA.
- Gigi: Well, so if they came up with HOA...
- Tammy: Nobody knows what it is.
- Gigi: ...what about the people that's never heard of it?

Moderator: Here's the thing and I'm glad you bring that up because whatever this would play, it would have the titles. The titles are just for our things too as a mock-up. Whatever it would be, it would just be like a regular commercial that comes on the television. So there wouldn't be the label that says HOA. It would be...

Kevin: Just a meaning.

Moderator: The [unintelligible] it would be if you noticed at the beginning, it would be like a sign that...

Tammy: [Community].

Moderator: ...says, "Did you see the sign?"

Tammy: No.

Kevin: The best thing [crosstalk] was the fact that they had to bring in the expert to show how easy it was to push a single button.

Gigi: Yes.

Moderator: Okay.

Kevin: That really [crosstalk].

Tammy: It's demeaning.

Gigi: I think it's very [crosstalk].

Kevin: Yes but it drove home the point that, "Look how easy this is, just push the damn button and..."

Candy: The attempt to cure...

- Tammy: Then the one guy who missed it.
- Michael: Yes but [unintelligible] the camera, was he holding on to a set [of teeth]?
- Gigi: I don't know, I think...
- Tammy: I think it is an apple.
- Michael: I'm not sure what that was.
- Tammy: I thought it was a piece of apple.
- Michael: Missed it.
- Candy: It looked like it fell out of his mouth.
- Moderator: Okay.
- Michael: Where was it? I mean why did they miss it and – I mean it's not – I got a bit wondering about it but it was sort of like that seemed inappropriate to the message.
- Moderator: Okay.
- Candy: Yes. See, I have a house in Pasco County also that has a homeowners association and oh, [unintelligible] people.
- Moderator: Why is that?
- Candy: Because I've been married to my husband too long. If you tell me I have to do and I can't paint my house to the color that I want. My mother-in-law...

Tammy: You don't like the concept of the HOA.

Candy: I don't like the concept of being told what to...

Bob: Why did you buy at a...

Candy: I inherited it.

Bob: Oh, you inherited it.

Candy: Yes, I inherited it but the thing is my mother-in-law one time, one of her neighbors had left her clothes on the line too long and she went over there and she had folded the clothes and put it on her neighbor's steps and I had told her, I said, "[Naty], if that was me, I would've been furious with you." She was, "Oh, but you're not supposed to do that," and I said, "Yes." I said, "But you know what, I don't care what my neighbor does."

Tammy: I'd keep doing it just to someone else would take them off the line and fold them for me.

Candy: Exactly.

Moderator: How many of you here live...

Bob: I'd call him on the way out, "Hey, if it were to rain, would you get those in?"

Candy: Right and my husband, all you would have to do is tell her not to paint the house pink and live whatever pink house.

Moderator: How many of you here live in an area that has a homeowners association? Okay, yours too? Okay, yes?

Michael: We have six homes in our little mini subdivision. We have a homeowners association. We never did any complaints because to every home, we are in violation of at least one rule. That rule, "You got too many pets," they're not covering your - now you're doing something weird with trucks behind your house. It doesn't matter, we're all not in fear because everybody violates.

Moderator: Got you.

Bob: I live in a...

Candy: You all must get along?

Art: It's the Glasshouse [crosstalk].

Michael: Yes. Well, we do, it...

Tammy: Well, six people, I mean they all know each other. I mean...

Michael: It's six and a half.

Bob: It's crazy because I live in [crosstalk].

Tammy: It's not like when you have 468 homes or 865 homes or...

Bob: I live in a neighborhood and I got a homeowners letter in the mail that said, "You need to clean your roof. Your roof is dirty." I sent it back and said, "I have a black roof." They sent it back and said, "Sorry," because they thought it was dirty because my roof is black. The shingles were black.

Kevin: That kind of stuff drives me crazy.

- Bob: Oh sorry, never mind.
- Kevin: He's got a boat parked in his driveway and they made him – first they fined him a couple of hundred dollars and they finally made him get rid of the boat because – so when I said tinker neighborhood, I lived in a tinker neighbor – I don't care. The guy can put up a six-foot fence around the whole damn thing and I don't see the guys jumping next door but there are some nice houses.
- Candy: Do you [unintelligible], it's like everything in life, there's benefits. Where I live, half a block away from us, there's what I would consider a couple of mansions. Half of block the other way is the Stanford and Son dump. So there's good and there's bad to everything [crosstalk].
- Moderator: Okay.
- Gigi: Oh, people who want to live in a gated community, they go along with those rules and regulations and people [crosstalk].
- Kevin: So they don't have to see the Stanford [crosstalk].
- Gigi: ...like me that don't want to live like that, don't live in those.
- Bob: You can live on a block that's better than some of these that are in gated communities. I live on a block that everybody's house is beautiful and there's no [crosstalk] restriction.
- Tammy: Nobody bothers anybody
- Bob: Nobody bothers you and...
- Gigi: Everybody just cares.

Tammy: Now with foreclosures, it doesn't even matter. You could live in a beautiful gated community and the house right next door to you has weeds and the pool stinks and you got mosquitoes and...

Kevin: What they're going to complain to about is...

Tammy: Right. There's nothing you can do.

Kevin: The bank?

Moderator: That fourth commercial, did it tell you anything new or better than the other three or was it...

Bob: I truly think that one was geared at people that live in those types of subdivisions.

Moderator: Okay.

Bob: Because if you drive through those types of subdivisions when the drought is really big, their yards are really green for some reason.

Tammy: Well that's because they never reset the irrigation setting from when the builder had it, the first 30 days that you can water everyday. They're still watering everyday. They never reprogrammed it.

Kevin: Well, once a week they go down and buy one to two-pound buckets of seed and I go, "I just put out [Saint]." I'm good for 30 days.

Moderator: Let me ask you this question, thinking about the all four ads and I'm going to go around the table. I want you to tell me which ad you related to personally? Which ad you related to personally, not

necessarily liked the most but which one when you saw it, you said, "Okay, I can relate to this personally." Who wants to start first, Tammy, you...

Tammy: Number three definitely.

Moderator: Well, give me the [unintelligible], which one was that?

Tammy: That was with the remote control, the one with the alarm clock and...

Moderator: Got you.

Tammy: Yes.

Moderator: How about you, Candy?

Candy: Number two. It was neighbor sharing info.

Moderator: Okay. How about you, Bob?

Bob: Yes, I'm number two. I mean that's my life. I mean that's how my neighborhood is set up. That's how [the] neighbor, [unintelligible] back for him.

Moderator: Okay. Great. How about you, Kevin?

Kevin: I hate to say none because...

Moderator: That's fine.

Kevin: I like number one. I think it'll keep people's attention but you need to get the - sarcastic from number four and they're the

professional guys sarcastically pushing a single button that will do the job.

Moderator: Okay, got you. What about you [unintelligible]?

Michael: I like number two and I liked the fact that he called him "dude." Well, that was a nice [unintelligible] choice and if you're ever in California, that happens a lot.

Bob: I use the word. I say it to myself. I thought it was funny but [crosstalk].

Art: Well, I would have to go with three.

Moderator: That was the programming [crosstalk].

Tammy: Remote.

Art: The remote, yes.

Moderator: How about you?

Art: Only because my neighbors are four and a half acres away. They don't care.

Moderator: Okay.

Art: That number three is me.

Moderator: Okay.

Art: It's a reality to me.

Moderator: Got you and Gigi?

- Gigi: Two.
- Moderator: The neighbors?
- Gigi: The neighbors.
- Moderator: Okay. The common element that you also and we talked about was the whole skip-a-week concept. If there was one thing that we had to get people – one thing to put in a commercial to encourage people to skip a week, what do you think we would have to do? What would the water management district have to put in a commercial in order to get people to skip a week of watering?
- Bob: I think you need to – what Art [hit] on it I think when he said, “All right, I’ll skip one week out of 52 weeks a year.” It’s not clear that way. Maybe if you put, “Skip every other week.”
- Moderator: Sure, okay.
- Art: Yes. I’d use the word “every other week.”
- Tammy: Yes, water every other week.
- Michael: [Expect] the obvious too. It’s like look, if it just rains, skip it.
- Art: Skip it, period. Give it up a month or one week a month or what was it – what was the message?
- Moderator: I don’t have the answer to that and again, that’s purposely that I don’t have the answer. So I’m just as curious as you all.
- Michael: There’s no mention of water in the rainy season in Florida.

- Moderator: Okay.
- Michael: There's no reason.
- Tammy: If you take the fourth – the information that you got from the four after we got the four commercials, it seems that they were pushing that the commercial was addressing wintertime.
- Bob: Wintertime. I agree.
- Tammy: It was skipping - and that might just be my assumption but skipping every other week as a regimen during the winter months.
- Bob: I think the only reason you got that was close in the second one, he said in the winter.
- Tammy: That's what I'm saying, between the information that we got from the four because bugs are more prevalent in the winter.
- Bob: If you just go to the first one or the last one, you wouldn't...
- Tammy: Right.
- Moderator: Well, let me throw this at you, do you think it's more beneficial to skip a week only in the winter or to skip a year round or what's...
- Kevin: That's the worst time to skip when there's drought. I mean you need to – if you want to keep it alive, you have to throw a little water every once in a while.
- Moderator: Okay.

Kevin: Once a week isn't even enough. I mean we're down to once a week so everybody's lawn is [drying] anyway.

Michael: I don't know if that's true and I don't water in the winter. It might come February [crosstalk].

Tammy: Well, it depends on what kind of grass you have.

Michael: St. Augustine. I have St. Augustine.

Gigi: I was going to say...

Tammy: If you have Floratam, you have to water.

Gigi: I don't think any of them were geared to Florida.

Tammy: Yes.

Gigi: It's my personal [crosstalk].

Michael: It doesn't even matter, you just look at it.

Moderator: Well, Gigi made a comment. You said that you don't think any, I'm sorry?

Gigi: I don't think any of them, maybe the two men but I don't think any of them are really geared to Florida with the skip a week because we have so many restrictions. It's been years now that we go with restrictions, one or two days a week, what time we have to – we all have to adhere. So that's not sufficient enough for our yards and if we do those restrictions and skip a week, we won't have a yard.

Moderator: Okay.

- Gigi: That's how I feel.
- Tammy: Depending on what kind of grass you have.
- Gigi: On what grass, right.
- Tammy: Because in the winter, Bahia goes back down into the root and it looks like hay anyway.
- Art: It goes dormant. It's supposed to go dormant.
- Tammy: It's supposed to go dormant.
- Art: Right.
- Gigi: Yes. This one is the best grass for Florida.
- Tammy: Yes but a lot of the homeowners associations, you cannot have it in those communities.
- Kevin: You're not allowed to have.
- Gigi: That's why we have to [crosstalk].
- Tammy: Right.
- Candy: Why can you not have it?
- Tammy: Because it's a deed restriction.
- Bob: It's a deed restriction.
- Tammy: They won't allow them to have it in HOA communities.

- Candy: But if it's so beneficial for drought...
- Tammy: Well, my two cents is that the law says that anything that conserves energy or water, any of our natural resources, the HOA or deed restrictions cannot enforce.
- Kevin: Cannot [crosstalk].
- Tammy: Most people do not know that and so they're scared.
- Bob: The water management folks or the county [trumps] all deed restrictions.
- Tammy: Any energy like if you want to hang a clothesline up and your HOA says you can't but you're saving energy by doing it, you're allowed to do it.
- Gigi: Yes.
- Tammy: If you want to put solar panels on your roof to heat your pool, you can do it.
- Moderator: Do you think most people know that?
- Tammy: No.
- Gigi: No they don't.
- Tammy: Nobody knows that and even if they do know it, they don't want to challenge the HOA because they don't want to piss off their neighbors because that's why they moved into the community.
- Moderator: Got you.

- Art: The HOA will badger them about it.
- Moderator: Okay.
- Tammy: Yes and they're neighbors and their HOA is the neighbors.
- Gigi: I am the HOA and I brought this up so I'm informing because I'm all about going green and...
- Moderator: So you're the head of the HOA?
- Gigi: I'm more of – I'm a member of the board.
- Moderator: Okay.
- Gigi: It's like she said, people are just not aware.
- Moderator: Okay.
- Michael: One thing I want to throw in and they can back up on your tour of Palatkan regions, there [around], all the dry lakes and stuff. I'd like the same [take] of much more serious stuff. If anybody's ever seen An Inconvenient Truth and they just keep throwing facts at you, showing you pictures of receding glaciers and I'm talking about the stats and why this is important. It seems all four are [unintelligible]. I would respond a lot more if they said, "Look, you just can't keep doing that."
- Kevin: I agree. I think people don't realize how bad things actually are. My water level went down twenty feet in the last twenty years. I just put a well in a couple of years ago for my property and I had to go about 25 feet deeper than what the old timer was up the street has been there for 30 years and so his well went dry. He

had to drill a new well and we're pumping billions of gallons a day. I don't know what the number is down to Tampa and Saint Pete. Who knows where the money is going for this, who's getting paid, what's happening from – people are aware of it. They just don't give a damn and I think the...

Art: [Unintelligible] till it's gone.

Kevin: Deed restriction communities, that kind of thing is probably maybe 20% of the actual Florida residence here and the rest of them, out of those, I'd say there's one guy out of every ten houses who's got a nice lawn and cares and it will go to the place and do the right thing and the rest of them just try to get the weeds cut down so they can - not get yelled at by their neighbors, that kind of thing.

Michael: Didn't Georgia have a good water scare?

Kevin: Yes, lakes went dry and rivers and [crosstalk].

Michael: All the water in northern Georgia feeds northern Florida and southern Georgia and they had these [unintelligible], emptied out the swamp and they had a big thing because all the people in northern Georgia were having a hard time with their water supply because they sold it all and they had the rights in the contracts to send all the water south.

Kevin: People pay attention when the water table gets so low that the salt water starts intruding which it's already starting to do.

Art: They didn't pay attention in Miami.

Tammy: Or you know what would be good?

Art: They didn't pay attention in Pinellas when the aquifer took in all the salt water.

Kevin: The diesel plant was [crosstalk] expensive and [crosstalk].

Candy: I commercials should go a little bit as far as going to go take a shower and there you are.

Art: Let me ask you a question, Tate, you're in advertising.

Moderator: Sure.

Art: Does the average person in our country or in this area operate off of possibility or do they operate off of consequence?

Moderator: I can't answer that just so because it's...

Art: You know where I'm going.

Moderator: I know exactly where you're going. Yes, and I think it would be a different situation for different subjects.

Art: I understand.

Moderator: So let me throw this back at you, Art and again, I'm not here to answer questions. We can talk about this after but I want to know what do you think is going to get to folks with this water conservation stuff?

Art: I honestly personally, for what it's worth, I don't like being that way because it's negative, okay? I like being on the positive side. I like working off of possibility.

Moderator: Okay.

Art: Okay, but unfortunately, consequence seems to have a much greater impact on those people.

Moderator: Give me an example of a consequence that could be used in advertising. What do you think?

Art: Your cigarettes advertising was a very good one of consequence, okay? There's no possibility here at all. This is all consequence, okay? You start the commercial off with – you know the dried-out skull with the long horn...

Tammy: Yes, the cow.

Art: The cow, okay. [Blaming this] in the desert, okay, except for [make it] the front steps of the Capitol Building in Tallahassee.

Moderator: Okay.

Art: Put it at Chris' front door, okay, and let's sand blow over it and turn his front yard into a xeriscape instead of that lush BS that he's got going up there. I spent a lot of time in Tallahassee, and start the commercial off with, "This is where we're heading, folks." You can either get a hold of it and start paying attention and conserve this stuff and start putting money toward getting some salt water...

Candy: Desalinization.

Art: Thank you very much, desalinization plants going or this is where we're going.

Moderator: Okay.

- Bob: That plays on negativity. You're talking about the negative versus positive, "Hey, let's save water for our children," show our children all that but that doesn't work as well as...
- Candy: Can I get screwed up [crosstalk] out here?
- Art: You're dealing with possibility when you talk about kids.
- Tammy: What about age? Look at the mean age of the average Floridian, all right? They've moved down here to retire and their clocks' ticking. I've only been here for twenty years.
- Candy: My mother lives with us...
- Tammy: As long as I got water for twenty years, I don't give a [expletive]. I'm going to water everyday.
- Michael: Right but if this could happen next year...
- Tammy: Then look at where we're headed as people that are a couple of generations behind me...
- Michael: Ergo the big funds.
- Tammy: They're so [transient], all right, that okay, I'll live in Florida for ten – I'll live in Florida for five years or two years. My company's going to leave me there. What do I care if they run out of water in ten years and they're gone? If it were a very transient state and then the people that are here that stay here are retirees and they're looking at the clock going, "We're not going to be here much longer. Why do I care?" I mean seriously, I mean – and they're not from Florida. They're from Massachusetts. That's where their kids are.

- Kevin: Oh absolutely, trust me, I know.
- Tammy: That's where their kids are and their grandkids.
- Kevin: The only way to get people to stop using water...
- Candy: My mom lives in my house and she does not – I have to constantly tell her, "Mom, don't run the water so hard. You're wasting it."
- Kevin: The only way to get people to stop using water is if they don't have anything to water in the first place. Xeriscaping advertising campaign that went on for the last ten years was pretty good but there was no incentive for people to do it.
- Tammy: Right.
- Kevin: So, if you want people to stop watering their lawns, let them get rid of the damn lawn. Dig up at least 25% and you'll give them a break on their water bill or someday I'll think, you'll ship ten drought-tolerant plants to their house for free. I don't know which one to do.
- Tammy: No, give them a one-week tax break on plants that meet the xeriscaping and mulch and stuff like that.
- Kevin: Cash for Clunker is cash for drought-tolerant plants but they asked him to stop watering something that does need water is not the solution. It's a good idea but...
- Bob: The only other problem you're going to have you're going to have to continuously, constantly educate the people because like she said, people are coming from the north have no clue that [crosstalk] that I need to [crosstalk].

Moderator: We're running out of time and I want to do one last thing and actually, I'm going to go off script. I was actually going to show you some taglines and taglines are basically some things that we get – at the end of the commercial, you might have seen something that said "Florida's water, it's worth saving," things that might make you remember. I got to tell you, I think this group is smart enough that I'm going to scrap this. I want you, the last thing that I want to do is I want you to go around the table, each one of you and tell me the one statement, based on the stuffs that we've talked about tonight, the one statement that you think would resonate with people like you to conserve water. Think about that for a couple of seconds and this will be the very last thing. I want you to think of the one statement that will resonate with people like you to conserve water based on what we saw tonight or in general and whoever wants to start can go first.

Kevin: When we're out of water, which we're on our way [unintelligible] to happening here, wells are drying up and people having to dig deeper, there's not going to be any water left. There's not going to be one day a week, it's going to be no days a week. There'll be no lawns. Everything will be dried up and people are going to be catching rain water which I do. I wanted to mention that and I have a dome house, a geodesic dome house and you would not believe that hundreds of gallons I get in this thing but to make the point, when there's no water left and when we're getting there, then you really start getting people's attention.

Moderator: Okay.

Kevin: [Desert] was a good thing, that's...

Bob: What are you going to do when you run out of water?

- Moderator: Okay.
- Bob: What are you going to do when you run out of water?
- Gigi: Well, look at the Third World countries, to me especially Kenya, Africa where you see the bugs are everywhere. Everything's dried up. There's only sand. There's no grass. The children won't have water. They don't have food. All the diseases stem from not having...
- Michael: They have oasis and stuff, [crosstalk] the oasis.
- Gigi: All the diseases stem from not having proper water.
- Michael: Yes.
- Moderator: Okay. Who else? Who else wants to go? What's the one statement? Those of you who haven't gone yet.
- Bob: I feel...
- Candy: I would think...
- Bob: Go ahead.
- Candy: Oh, I'm sorry.
- Bob: Go ahead.
- Candy: I would think it's more precious than gas. I mean gas has gotten so much – it's more precious than gold. It's more precious than – because it is necessary. It is probably the most necessary ingredient for our survival. So I think that would be a good – it's our most precious gift.

- Moderator: Okay.
- Candy: Without it, we're doomed.
- Moderator: Okay.
- Michael: Say how about this for a tagline, "Stop having kids or start saving water."
- Gigi: Cool, I like that one.
- Moderator: Okay.
- Tammy: I could say...
- Moderator: And the hammer [drops]. That's right.
- Tammy: I would say make it a little less drastic.
- Gigi: It was a good [thought].
- Moderator: Tammy and Art...
- Kevin: What's the point of having an [unintelligible]?
- Moderator: That's right. Hey Mikey, you want a job? Michael, you want a job? Tammy and Art, you're the only two who haven't said your statement, what...?
- Tammy: I don't know that I have a catchy tagline or anything but I think that the overall that I get from it is that we need to conserve water. I mean we have to. It's not a pick-and-choose. It's not we're going to tell you, hit the button on your irrigation system so that you skip

a week. You have to. I mean it comes down to you have to and I think that that is the point. It's not "would you please" or "could you." It's get the point across either you can have a semi-nice yard and everybody else has the same thing but at least you have water for years to come afterwards instead of worrying about that nice, green, perfect lawn.

Moderator: Okay. Art, you're going to add anything?

Art: I'd show them a picture of the desert and tell them we have plenty of water.

Moderator: Okay.

Kevin: That's good sarcasm.

Moderator: Okay.

Michael: It's all in the Pacific.

Moderator: Yes.

Michael: I'll tell you [unintelligible]. The other one was I'd show a picture of the Titanic sinking.

Moderator: What's the second when you would...

Kevin: The politicians are getting elected and they're the ones that are scaring the hell out of people and people pay attention when they get scared and that's one of the few things that will get their attention. They're, "Oh, water the lawn act and afford to pay the extra bill, couldn't find my [unintelligible]. I'm retired." Like you said, they got a few years left, they don't give a damn. Start scaring the hell out of people with the truth. My well-drilling friend

when he heard I was coming up to this [eve], he had a lot of stuff he wanted me to tell you which I never got to but the main thing about pumping the – I mean we're just sucking the water right out of the ground under our feet and pumping it down to Tampa and we...

Tammy: That's what's causing sink holes. I mean there's a whole bunch of little – but the one thing, have you noticed with all these go green that is going, of all those things that has really caught on that people are doing, the thing that comes to my mind the most are those shopping bags. Instead of getting the plastic bags, people use – and people buy them and then they forget them in their car. So now you got signs out in front of the grocery stores that say, "Got your bags?"

Gigi: Yes.

Tammy: So people are going to go to the door, "Oh, I forgot my bag" and then they're going to walk back out, 95-degree weather, they're going back out to the parking lot to get their bags? So I mean everyone's got "go green" on their mind and I think that when you say, "Okay, cut a week," they're thinking, "Wait a second, I thought we're going green. My yard's not going to be green if I cut a week."

Bob: I'm not being [offensive] but I don't think everybody's got "go green" on their mind.

Tammy: I don't think so either but I'm just saying it's out there. I mean all the billboards are saying "go green." Everything is...

Bob: Oh yes, it's ad, it's...

Tammy: ...go green.

- Bob: ...advertising.
- Gigi: A lot of money on advertising.
- Bob: I know a lot of [crosstalk].
- Michael: Do you want to see water [crosstalk] issues? Live out west for a while.
- Kevin: Do you know the canvas bag?
- Tammy: Yes.
- Michael: It's always in the news.
- Kevin: You go to some people's houses, you know what they're full of? Plastic bags. They're hanging on the door knob. That's where I keep my plastic bags from the grocery store.
- Moderator: All right, well look, I got to tell you that this is...
- Kevin: This is a ditch.
- Moderator: This is probably one of the funniest groups that I've done in a long time. There were no quite people here which is fantastic for somebody who does focus groups. Thank you all so much for your insight and your input. We would definitely, definitely use the insight that you gave us tonight to hopefully make a difference in this issue.
- Candy: You got to [scare] the [bojangles] off people or have a commercial where people on court were – just scare them with...

- Gigi: That's all it boils down to.
- Moderator: Well...
- Tammy: Teach the kids. The kids will tell the parents. The parents will feel guilty.
- Candy: They're all doing a good job at schools because yes...
- Moderator: Well, look one of the things that – to lead you on, and I see a lot of you in here have some homework, a lot of literature from the lobby. Feel free to take some stuff out there as well and actually, if you see [Levy], she has an envelope with a nice little gift in there so thanks so much for coming here tonight. Have a good night. Thank you all. Thanks so much. I want to take you all on the road with me. You're a good group to talk.
- Candy: I appreciate the insight because I'm going to that place and I'm going to use Tide.
- Moderator: What's that? And a beer.
- Tammy: If you give me your email address, I'll give you this home fertilizer recipe that is so awesome, it's epsom salt, beer and...
- Moderator: Art, what kind of work do you do. You said you're in Tallahassee [unintelligible].
- Art: I sell electronic and fiber-optic components to telephone industries
- Moderator: Okay.
- Tammy: That's [unintelligible] to give me your email and I could send it to you. [Crosstalk].

- Bob: Well, it's so big. I'd hate to lose it.
- Tammy: Well, I use more beer on my yard than [unintelligible] my husband drank.
- Art: Thank you very much. We appreciate it.
- Gigi: It was nice meeting [crosstalk].
- Tammy: Nice to meet you to, honey.
- Candy: Nice meeting you.
- Gigi: Bye-bye.
- Michael: So I'll see you at the football game?
- Moderator: Yes, absolutely.
- Michael: Take care.
- Moderator: Take care.
- Michael: It's nice meeting you all.

**SalterMitchell Inc.
Focus Group Discussion
Tampa
August 20, 2009 at 6:30 PM**

Moderator: Well, I'm just going to go ahead and get started then. My name is Ledvi and I'll be leading the discussion today. What we're doing here today is called a focus group. Have any of you guys even been part of a focus group before? Yes? All of you? Okay, good. In case there's anybody that hasn't been part of a focus group before, we're going to be talking about some creative materials and basically, a focus group is a way that we get to hear the thoughts, opinions, feelings, ideas of normal people just living in the community. They do focus groups about all different kinds of things. Like I said today, we're going to be talking about some creative materials that might be used in a campaign later on, and I'm here basically to ask you questions and listen to what you have to say. If you could go ahead and angle your name tags so that I could see them... The name tags are just so that we can have a conversation among ourselves. Your name is not going to be included in the report or anything like that. Like I said, I'll have to wait until Dorothy gets here so she can hear the whole spiel about the camera and everything. I was explaining about focus groups. Have you been part of a focus group before, Dorothy?

Dorothy: Yes.

Moderator: Okay, good, so you know the spiel? We're here to discuss and hear your opinions and pick your brain about a couple of different things. There are no wrong answers and it doesn't matter to me if you love or hate what I'm going to show you tonight. I work for a research company. I don't work for the government. I'm also not an expert in the topics that we're going to be covering today, so actually I'm so much not an expert that I might have to ask you to explain a lot of things to me because I'm not from this area. I

don't even have a lawn. A lot of the things that you'll be talking about, I might have to ask you to explain further because it's only for my benefit. I really just want you guys to be honest; tell me your honest thoughts and opinions about what I'm going to show you. Also, if you have an opinion that's different from what everybody else is saying in the group, it's still really important for you to speak up because I promise that there's somebody else in Tampa that feels the same way you do, even if there's nobody in this room. It's basically up to you to represent everybody like you in Tampa. Our talk today is going to be taped so we can hear what everyone says. I have a voice recorder here and we're videotaping there. Also, there's another camera and some people are watching us. At least, you can wave to them. They're watching us in another office and then Tate is also taking notes. As you can tell, it's really important for us to record what you've got to say tonight. All of these notes and recordings are going to be used to write a report and the report won't include your name. These name tags are only so that we can talk to each other and be comfortable instead of saying, "Hey you, why don't you tell me what you think?" This is a group discussion so you don't need to raise your hand. You don't need to wait for me to call on you. The only thing I do ask for the sake of the recordings is that we speak one at a time. Just feel free to speak up whenever you want to but let's try to just speak one at a time so that we can catch what everyone says. I have a lot of questions but not a lot of time. Sometimes I might have to jump ahead and change the subject and I apologize in advance if I interrupt you. I'm not trying to be rude. I just want to make sure that we get to cover all of my questions here before we have to end the discussion. Does anybody have any questions? No? Okay. Just to get warmed up for the conversation, I just want to go around the table and have you all tell me your name, where you live, and your favorite activity to do outside in your yard. We can go ahead and start with Frank.

Frank: I live in South Tampa and in my yard, it's probably either the garden or hitting my golf wiffle balls.

Moderator: Cool.

Dorothy: Okay. My name is Dorothy and I live not too far, off of [unintelligible] and Parkway. It's a couple of minutes away. I have a small little daycare; my husband and I run it. Was I supposed to say something about our lawn?

Moderator: Oh, what's your favorite thing to do in your yard?

Dorothy: To try to keep the grass alive between the chinch bugs and the drought; it's so challenging.

Moderator: Alright. Anybody else here have problems with chinch bugs? I've heard that a lot here in Tampa.

Maureen: Everybody.

Moderator: Yes? Okay.

Kimberly: My name is Kimberly and I'm a teacher. I live on the Hillsborough River, so we spend a lot of time outside in the yard, watching the kids play in the river and having barbeques and that type of stuff.

Moderator: Cool.

Gary: My name is Gary. I live in South Tampa [unintelligible]. I'm in South Tampa closer to the river off of Columbus. I play with my dogs a lot in the yard. I have two Shepherds and my job takes me away from home a lot so when we get home, the dogs have to free and do [whatever they want].

Moderator: Do you have a big yard?

Gary: Yes. I have two lots.

Moderator: Oh, cool, very cool.

Robert: My name is Robert Castro. I live in the Town 'n' Country area. I really don't have a favorite thing to do in the yard except maintain it. That's not a favorite thing but it has to be done like everybody else.

Moderator: Alright.

Ken: My name is Ken Castro. I live in South Tampa. I don't really have anything favorite about the yard because – like Dorothy said – it's basically dead. I put a small fortune trying to keep it green and got over that.

Moderator: Okay.

Maureen: I'm Maureen Rich. I'm also a teacher. I live in Temple Terrace which isn't too far from here. My husband is obsessed with our yard. We have koi ponds and waterfall and a lot of stuff. Well, I have a small organic garden that I like – a vegetable garden. That's what I do. He does the rest.

Moderator: Okay, cool. I'm going to ask you guys to try to speak up a little bit just because we are recording. If you're normally a low talker, if you could please speak a little bit loudly just so that everybody can hear what you're saying. You guys mentioned some difficulties that you've had with keeping your yard or maintaining your yard. What are some of those difficulties that you have? What are some of the problems? You mentioned chinch bugs but...

- Dorothy: Drought, too.
- Frank: Water.
- Kimberly: Drought.
- Dorothy: You can only water so many times a week and we don't get rained. Well, I still don't see the rain yet. We hear the thunder but we don't get the rain.
- Moderator: You said you're only allowed to water a few times?
- Dorothy: Maybe like twice a week or something.
- Moderator: Is it like that for everyone?
- Robert: I can only do it once a week. It's like only about – I want to say an hour or a 30-minute time period on a Sunday morning, early in the morning, and that's it.
- Maureen: For a while, we couldn't water at all.
- Moderator: Do you stick to those rules?
- Ken: No.
- Moderator: No? Dorothy, you're shaking...?
- Dorothy: I don't want to lose your yard, no.
- Moderator: Okay.

Dorothy: If I see chinch bugs, I spray them. I have a service come - TruGreen. They've been there and sprayed; you can water it.

Robert: One time, the city and the county both had the water police out. It got real bad at one time but they don't really do it now. There were a lot of complaints.

Moderator: What's the water police?

Robert: They would hire citizens to drive around the neighborhoods.

Kimberly: And take pictures.

Robert: ...and take pictures and report you.

Ken: You go to court and they fine you. They would do it if it's 9 o'clock. They go out at 2 o'clock in the morning in spite the – to see if you're watering or something like that. It means they're out sneaking around all hours in the night.

Moderator: Who do they report you to?

Ken: The city courts.

Gary: The [unintelligible] City of Tampa. The City of Tampa courts as well. It's the first time.

Moderator: Really? Have you guys been caught doing it?

Ken: Yes, I have.

Moderator: Okay. Ken? Yes.

Dorothy: I haven't.

Moderator: Okay. Keep talking a little more about lawn maintenance. What are some of the things that you do? I know you mentioned that it has been a little difficult, but what are some of the things that you do to keep your lawn in good shape?

Frank: Well, I'm real lucky. We have reclaimed water in my area of town so I get to water all I want, anytime I want. It's very inexpensive. It has really cut down. Using reclaimed water has really cut down on my city water bill. I think it's great. I wish they'd have it all over the city for everybody.

Moderator: If you don't mind me asking, how much do you save by using the reclaimed water as opposed to the...?

Frank: I don't know the dollar figure. I just look at my water usage. I mean it's way, way down. Well, you're really charged this because you get charged when you use it for your lawn, for sewer charge. The past 30, our sewer charge was real high. Not so much the water that you're using that you're paying for but then they believe that you're running it through the sewer so they're charging more. My water bill is way under half of what it used to be.

Moderator: Now that you can water as much as you want, how often do you water your lawn?

Frank: When it needs it or at least once a week; sometimes twice a week.

Moderator: Okay. What about the rest of you? How often do you water your lawn? I know you mentioned there are restrictions but we know that some of you don't stick to it. How often do you water your lawn?

- Kimberly: It would depend on the rain a lot.
- Maureen: I'd get the hose and spray a few spots because it's really dry.
- Gary: Right now, [unintelligible] rainy season.
- Frank: [I quit] when I turn my sprinkler system off. I unplug it.
- Moderator: Okay. So you're not watering your lawn?
- Frank: No. After I got caught, I got fined for that just because I skipped a day. I was guilty; I only did it one day a week so when I came back from court, I just unplugged the water system. If it dries up, it dries up.
- Moderator: Is there anything else you do to maintain your lawn?
- Frank: Not anymore.
- Kimberly: Then you get fined for that from your homeowners [unintelligible].
- Ken: Oh, yes. [If I don't water...]
- Moderator: So your homeowners association will get you for not maintaining your lawn?
- Frank: I've been getting [unintelligible] on having concrete come in. I have a front yard of concrete and painted it green.
- Robert: AstroTurf.
- Frank: Seriously, I've been thinking about that on the AstroTurf.

Dorothy: I've tried the mulch thing without having a yard but the mulch disintegrates so you end up redoing it and redoing it. I said, "Okay, we'll do the sod," and had to get it resodded because it got in with the service out.

Moderator: Does anybody else here use mulch? What does the mulch do to your lawn?

Dorothy: Well, it keeps the dirt off down. I have small children so I don't want dirt in my house.

Frank: It's moisture-intense, so...

Gary: Yes, it retains moisture.

Frank: I've resodded it twice and re-dirt and put new chemicals in the whole front yard. I killed it up, put dirt in. Came in and resodded the whole thing. I've done that twice. It gets killed off by the water if you don't water it on a regular basis, and we have a drought and the water company is [unintelligible]. I'm not going to do it.

Dorothy: I wish they have something like – they have like an irrigation you can pay for.

Gary: Yes, a company [unintelligible] spray that worked.

Maureen: Or something you could put with a meter to read how much water you use and [unintelligible].

Dorothy: But they want \$400.00 or \$500.00 and then you have to pay a thousand for someone to install it, so it's like impossible. I said forget it. I'll just pay the high bills.

Moderator: Is this a service that you purchase or...?

Maureen: There's a service that the city of Temple Terrace has. You can purchase an irrigation where it monitors where your water goes for your lawn or for the sewage, and you save a lot of money but they don't even install it. You have to find somebody to install it, so it's like a fortune.

Moderator: It's like some kind of system that they have to install?

Maureen: Yes.

Moderator: Okay. Ken, you said that you resodded your lawn and that you tried all of these other things. What are some of the other things that you do to maintain your lawn other than watering and resodding?

Ken: I fertilize it.

Moderator: Fertilizing?

Robert: With the fertilizing, if you don't water, that burns the grass so what we have done is we monitor what the weather report is. If it looks like it's going to rain and it happens to be on a good day, a Saturday or something, then you can react to it. You know it's going to rain so you go lay out the fertilizer and the weed killer and hope that it does rain.

Moderator: Do you guys do that? You watch out for the weather and...?

Ken: Yes.

Dorothy: I'm hoping. I haven't seen any rain yet.

Moderator: We did hear thunder earlier.

- Dorothy: Yes.
- Moderator: You mentioned a bunch of things to take care of your lawn. What would you name the number one thing that you can do to care for your lawn?
- All: Water it.
- Moderator: Water it?
- Gary: Water and what we did in my neighborhood was there are five homes on our street so we got together what we call [Orkin] and [Kemar]. We got a group [unintelligible] during the drought. They have another service that water [is all important so] [unintelligible]...
- Robert: That's a good idea.
- Gary: ...but other than that, it gets costly after a while. You're talking about every time they come by, it's 25 bucks.
- Moderator: How often do you have them do that?
- Gary: Well, the water group, in drought season it's twice a week. They come out and spray it for you but the pesticides and all of that, it's once a week three months.
- Moderator: Every three months throughout the whole year?
- Gary: Yes.
- Moderator: Okay. What would you say is the number one thing to do to care for your lawn, Frank?

Frank: Again, I would agree with watering it but also mowing it to proper height and proper intervals. Frequency is very important.

Moderator: What's the proper height to mow your lawn to?

Frank: It depends on the variety of grass that you have. It would depend on what type of grass you have.

Moderator: What about for yourselves? What type of grass do you have? How high do you keep your grass?

Frank: St. Augustine.

Kimberly: We have St. Augustine.

Frank: About 4 inches.

Moderator: Four inches?

Frank: Yes, or somewhere in there.

Ken: You can't cut too short. If you cut too short, then you burn it [unintelligible]. You need about 4 inches to give you a good solid, a good base.

Moderator: What did you hear about the grass burning out if you cut it too short?

Ken: [Which has] [crosstalk]...

Kimberly: You have to experience it.

Moderator: Oh, really?

Ken: ...had lived at that time.

Dorothy: TruGreen told us that.

Moderator: Oh, really?

Dorothy: Yes.

Moderator: Okay.

Frank: You have it right in here, too.

Moderator: Oh, yes. Like I said, I don't work here so I didn't even look at that.

Maureen: It's something that it's presented in multiple forms. You can read about it. It's in the papers; they're talking about so it's pretty common.

Dorothy: Then if you see your grass brown, you know that you cut it too short.

Moderator: Okay. Sorry. Like I said, I'm not from here. I don't even read the paper. Okay. You said the newspaper, these brochures...

Maureen: You have it in any gardening magazine and...

Frank: Magazine or any gardening literature...

Maureen: ...would tell you that.

Frank: ...can tell you that you have to maintain your lawn and the proper height for it.

Moderator: Do you think that lots of people in Tampa read gardening literature, like magazines or brochures?

Frank: Those that have nice yards do.

Dorothy: Yes. Somebody's doing some reading.

Frank: It's either that or they're paying to have somebody do it for them, maintain it for them.

Dorothy: Even when you pay somebody, you got to watch over them do it.

Moderator: Oh, really?

Ken: Yes, you do, because if [unintelligible] cut too short...

Gary: Or they'll start bringing other stuff to somebody else's yard.

Maureen: Or someone else blows the weeds into yours.

Moderator: What do you mean?

Gary: They could [cost] the person but the guy who used through my property – what happened is we started getting a lot of different [cloves]. A lot of [cloves] all of a sudden had popped up, so we talked to him about it apparently because like four different people's yards all over town and they're supposed to watch the lawnmower [unintelligible] everyone but they don't. So the [seeds] in one person just - the garbage comes into yours and then before you know it, you have [cloves] all over you. A lot of different stuff is growing crazy.

Moderator: Wow, I didn't know that.

Gary: Now, he's not that [unintelligible] anymore. It's that simple.

Moderator: Aside from that like a mistake that they made or something, how do you pick a lawn service? How do you choose a lawn service?

Dorothy: I don't. I do it myself.

Maureen: We do it ourselves.

Moderator: You just do it yourself? Okay. How many of you take care of your lawn yourselves?

Gary: Now, I [don't] but it took me having to pay a city fine of \$75.00 a day when I was in California for six months, so go figure. [Unintelligible] court 500 [unintelligible] up my jobs because if not, if you have a lawn service and when you come back and your grass is crazy, you pay them for nothing.

Moderator: What was the fee for?

Gary: The grass got a certain height. I fired the guy because of what he was doing. With the rain when I was gone, when I came back it was that high. It's [unintelligible] for us when that comes around and because your grass is 4 inches high than everybody else's, they started [to fine us.]

Moderator: You guys have also mentioned mowing lawns. How often do you mow your lawns?

Dorothy: Depending on the weather.

Robert: Once a week.

Frank: Yes.

- Moderator: Every week?
- Kimberly: My husband does it every week.
- Maureen: Every week in the summer and not as often in the winter.
- Moderator: Okay. How often in the winter do you...?
- Kimberly: I think he does it every two weeks.
- Robert: Yes, every two weeks. During the winter, I don't let them mow up the yard at all because I don't want it – I let them grow. When it's not growing, there's no sense in mowing it because then they'll cut it too short. Then when spring comes back, you're fighting the battle to get the grass to come back in. At a certain point, I make the grass service quit mowing the lawn altogether. They have to come and do other things like pull off the [unintelligible] or trim, stuff like that, because I don't want to cut the grass too short. I lived that experience with one service and I ended up firing him and got a service that I could trust to do that.
- Moderator: Okay. You mentioned not cutting your grass in the winter, most of you. Does the season...? I'm sorry.
- Kimberly: It doesn't grow.
- Moderator: It doesn't grow?
- Kimberly: The grass doesn't grow as fast in the winter.
- Moderator: So does that change how you water your lawn?
- Frank: Oh, yes. You don't need to water at all then in the wintertime.

Moderator: Okay. How many of you water your lawn in the winter?

Gary: We don't have to do a thing.

Frank: It varies but...

Ken: Barely.

Moderator: Okay.

Maureen: Sometimes you have to water it before it freezes or something to protect it? [That's winter.] Okay.

Frank: Yes.

Gary: Yes, because it's going to be cold [unintelligible].

Moderator: Yes.

Frank: Well, that's your plants, not your lawn in particular.

Ken: I usually don't water the lawn during the winter at all. It's usually in the summer when you're trying to get them to grow and stay green.

Moderator: Does that affect how the HOA treats you? Does anyone here live in a community where there's an HOA? Maureen?

Maureen: Oh, yes.

Moderator: Do they give you any trouble for not...in the winter or not?

Maureen: Well, our lawn is well-maintained but to do that, you have to make sure you're watering but other people, if you don't, neighbors have been cited for not maintaining it. They follow the watering restrictions and then they wanted us to do well so they get cited by the homeowners association.

Moderator: You guys mentioned that there are restrictions on watering your lawn. For example, Maureen, you said that the homeowners association gives you trouble or writes you a letter or does something if your lawn isn't well maintained. What do people in communities with homeowners associations do to please both sides?

Dorothy: You can't.

Moderator: You can't?

Maureen: Well, we're maybe watering more than most of us do. I hope it rains a lot.

Moderator: Okay. Take your dishwashing water and... Alright. You guys mentioned newspapers and brochures but who would you trust to tell you information about lawn care?

Gary: It's the Home Depot. They'll answer questions [I ask.]

Moderator: Home Depot?

Gary: Yes. They have a garden center.

Moderator: Okay. Anyone else?

Gary: Your neighbor.

Frank: The state extension service, the agriculture extension service in Seffner out of the University of Florida. That's the best information.

Moderator: How do you reach them?

Frank: They're online. They're right in Seffner. They got all kinds of publications you can order.

Moderator: Who else?

Robert: Neighbors.

Moderator: Neighbors?

Robert: There are some neighbors that have beautiful yards so you know they know what they're doing.

Moderator: Sure. Raise your hand if you've talked to a neighbor about lawn care tips or... Kimberly or Robert?

Maureen: People come and ask my husband.

Moderator: Oh, really?

Maureen: Yes, he does a good job.

Moderator: Is that something that a lot of people do, talk with their neighbors about their lawns?

Frank: Sure.

Maureen: Yes.

Moderator: Yes?

Kimberly: There's a high likelihood that the people that live around you have the same grass and probably the same weather patterns that you have, so I think that's...

Moderator: That makes sense.

Dorothy: We have a bad area on each side. They don't care about grass. They have just weeds. They just let it go. When they do get inspired to cut it, they cut it and the weeds come into our yard.

Moderator: Oh, yes. Do you get rid of them or what happens to the weeds that get blown in your yard?

Dorothy: I have a spray that TruGreen does and the person across the street uses all mulch. It's like in our neighborhood, they have given up on grass.

Moderator: Okay. Is that something that people are going more toward? Kenneth, you mentioned out of frustration, I think, cementing over your lawn and you mentioned your neighbors are doing mulch. Is that something that a lot of people in Tampa are maybe leaning more toward?

Maureen: I think so.

Dorothy: I see a lot of it.

Maureen: I have a friend who is building and she said she's not even going to put a lawn on it. It's just going to be all stone and some plants but not a lawn.

Dorothy: Like Arizona, a lot of rocks in private villas.

- Moderator: Okay.
- Ken: Yes. I thought that because you can water out [unintelligible] but you can water the plants. You don't get a hose but you can water the plants. I spent a small portion of the sprinkler system and now I can't even use it now. I can take a hose and walk around and water a couple of plants; even during restriction, I could do that.
- Moderator: Okay. Kimberly, you mentioned xeriscaping? Can you explain what that is?
- Kimberly: It's using plants that are more indigenous to Florida that require less water to survive.
- Moderator: Okay. Has anyone else here heard of that?
- All: Oh, yes.
- Moderator: Where did you hear about that?
- Kimberly: One, two, three, four, five – six houses down from me, she completely, like you said, got fed up, tore it all out, and xeriscaped and then on the other side of the road, we have two houses I think that have done that. Then a couple of blocks over, we have a house that just cemented the whole front yard which is basically another form, a few plants here and there. We have quite a few and I live on the river so our watering situation is different than some people's because I'm going to get absorption from the river as long as we have water in the river which is a lot.
- Moderator: Can you explain what that is, the absorption?

Kimberly: Well, I have a sea wall to the river so at least a certain portion of my yard closest to the river is going to get water just absorbing through the soil.

Frank: Through the sea wall, yes.

Moderator: Okay. Do a lot of people in Tampa live near rivers? No? You do? How many of you here live near? I know I mentioned that earlier.

Maureen: I'm near one but not on it.

Moderator: You're not on it? Okay.

Dorothy: My parents live by the lake and they don't have that problem. It absorbs the sea water. The land is real moist actually.

Ken: It soaks in.

Dorothy: Yes. You can just throw a lemon seed and something grows because it's so fertile there.

Moderator: Really?

Dorothy: Yes.

Maureen: We've had no water in the river so we haven't had that.

Moderator: Just a little bit, how do you feel about your personal lawns?

Kimberly: Mine is all weeds.

Moderator: Yours is all weeds? How does that make you...? What does your lawn say about you?

Gary: There's a personality to an extent. It's an extension of yourself.

Moderator: How?

Gary: Well, like some areas you go in the South Tampa or West Tampa, you'll drive through the neighborhood and there's like just grass and dirt, just like weeds and dirt, and the people are just like whatever. Then you have somebody like some men that take pride into it but try their best. You can just try your best. Sometimes, it's like a competition, at least [up there...]

Moderator: Yes, it can be.

Gary: ...because I have rose bushes that I bought from Tyler, Texas and in the first year, there were no problems. When they started restriction, they started dying up because they need water. Even trying to water them one by one, that's how I got my ticket because I'd be watering the rose bushes.

Moderator: Oh, I see.

Gary: Yes, and the first time, just a little slap on the wrist but the second and third times, they get you a little bit [unintelligible].

Moderator: Okay. Dorothy, what does your lawn say about you?

Dorothy: People used to stop and ask my husband what he is doing because it was like a golf course but now, it started to dry out with the chinch bugs and everything. It means a lot because we have a business in our house and the way you maintain your yard gives an impression right away. Since they walk up and they see the lawn is all nice and everything, it gives a good impression.

Moderator: That's an interesting way to put it. Do you think that your lawn gives an impression of yourself?

Frank: Sure, just like your house or anything else that you maintain – your clothes, how you dress.

Moderator: Okay. Frank, what does your lawn say about you?

Frank: That I spend a lot of time in the yard.

Moderator: Okay. Is that a good thing or...?

Frank: It's a labor of love. I would like that.

Moderator: That's a nice way to put it. When it comes to knowledge about lawn care for you personally, do you consider yourself better, equal, or worse than other people in your community? We'll just go around the table and...

Maureen: I'm probably worst because my husband does it all and he's really, really – I don't really need to know it at this point because he takes care of it but if I needed to ask him, that's easy. He does a fabulous job so...

Moderator: Alright. Ken?

Ken: I'd say I'm equal now. I used to be real involved in it, doing a lot of research on it but here's this water restriction. It's like you're fighting a losing battle, so just enough to keep it green.

Moderator: Okay.

Robert: I think I'm about average. I used to spend a lot of time on my lawn as well and when my daughter graduated from high school, she

retired from helping me doing my lawn. It used to take all day of Saturday weeding and trimming hedges, mowing, and all that. Slowly over time, my time in the yard has decreased. It still looks pretty good but I don't devote nearly the time I used to.

Moderator: Alright, okay.

Gary: Average.

Moderator: Average? Why do you say that?

Gary: The front is nice but the back of the yard, my dogs – I just bought a kennel because they're digging holes and [so this taught me to go back.] Half the front is nice; the back, I won't take anybody back there.

Moderator: Kimberly?

Kimberly: I will freely admit I know nothing. I just do what my father tells me to do. If he calls and says, "I laid a bag of fertilizer there. Go put it out," then I go put it out. If he says, "Can you have your husband mow the yard today?" I'll have my husband mow the yard. My parents live next door and they have my entire life and I do what my dad tells me to do.

Dorothy: My husband does it every week. He enjoys working in the yard and then we also have TruGreen come out. Hopefully, we'll get rid of this chinch bug thing.

Moderator: Well, what are chinch bugs?

Dorothy: They eat. I don't really - [kind of bugs.] We also have those grub worms, too.

- Ken: They look like crickets [crosstalk].
- Frank: Grub worms do more damage than chinch.
- Moderator: Do they? That's [unintelligible].
- Frank: Grubs eat the roots.
- Dorothy: Oh, that's even worse.
- Frank: Yes. They're even worse.
- Dorothy: They taught me how to go down the ground and look and see if there's any, so I'll go say, "Hey, wait a minute. You missed a spot."
- Moderator: TruGreen taught you how to do it?
- Dorothy: Yes.
- Moderator: Frank, what did you say about your knowledge about lawn care? Is it equal or better than or worse than other people, you think?
- Frank: I am better than.
- Moderator: Better than? What makes your knowledge better than theirs?
- Frank: [Better it makes mine] that I do it myself. Most people in my neighborhood don't do their lawns and I've been doing my lawn and my yard for 50 years. I've been mowing lawns since I was a little kid so about years of experience.
- Moderator: Okay, that will do it. Alright. Now, I think we talked about this a little bit already but other than the restrictions, is there anything

else that keeps you from caring for your lawn the way that you want to?

Kimberly: Time.

Moderator: Time? Anything else?

Maureen: Heat.

Moderator: Time? Heat?

Maureen: It's too hot to go out there [on Sundays.]

Ken: Yes.

Moderator: I see you guys nodding along. You agree?

All: Yes.

Gary: Time.

Moderator: Time?

Gary: If I had more time and no heat, I would [unintelligible] the heat.

Frank: Getting older, too. It just takes longer and it takes its physical toll on you. It's tiring especially...

Kimberly: It does. If it's so hot here...

Maureen: Especially with the heat. I think that's what keeps my husband out now. He's retired and that's what he did. This is retirement but now with the heat, he doesn't even enjoy going out as much right now.

Kimberly: Anyway, you think I'll do it after dinner because it will be cool then the rain will come and so then you wait another day and then you can't do it the next morning because it's too wet because it rained. You get this big vicious cycle sometimes and sometimes, it just doesn't get done. You're not supposed to mow when it's wet. You can't mow when it's too hot. You can't...

Moderator: Does anyone have a different experience than that? Okay, alright. I don't think I have ever learned that much about lawn care in such a short period of time. Now, when I get a lawn, I'm going to know what to do.

Frank: Yes. You're not going to get a lawn, right? You're not [unintelligible] get a lawn.

Moderator: Exactly. I want cement over the whole thing.

Frank: No, you don't want to do that.

Moderator: Get mulch.

Frank: That's not good. Xeriscape it.

Moderator: Okay. Xeriscaping, that's cool. I didn't know that so many people knew about that, so that's really interesting. What we're going to do now is we're going to watch a few TV advertisements. They're not the finished product. It's just something that they did to give you an idea of what a commercial might look like if they actually went and did it professionally. That's what companies do; before they go out and spend all this money to produce a very professional TV ad, they put some ideas together to give an idea of what it would look like. We're going to focus on what the ads are saying. Then I'm going to ask you a few questions about them

but we're going to watch four commercials back-to-back because if you're normally watching TV, that's how you'd see them. You wouldn't see one and then talk about it, and then see another one and talk about it.

[Commercial playing]

Moderator: Okay, alright. In the notebooks in front of you, if you want to go ahead and open them, mostly just to give – just so that you can remember later on what we're talking about the ads – if you can go ahead and jot down maybe one or two sentences about each commercial that we watched. I'll give you a minute to do that. Just a few words about the ads that we just watched and if you don't remember anything about it, that's fine, too. If you can remember something, just jot that down. Okay. We're going to talk about the ads and we're going to talk about them one by one. We'll talk about the first one and just focus on the very first one that we saw, and then we'll talk about the second, third, and fourth, and so on. We're going to focus on them one by one and then at the very end, we'll get a chance to go in and compare them all to each other. For now, let's just focus on the first commercial. What was the first commercial about?

Kimberly: Tom and Stan.

Moderator: Tom and Stan?

Frank: Right.

Moderator: Let's go around this [unintelligible] one. I want you guys to tell me what that ad was telling you.

Maureen: Well, it was just telling you obviously to skip a week but that watering too much was bad, not just only the good part of skipping

the week - how it was for the environment – but also the negative effects of watering too much.

Moderator: Okay.

Ken: I will agree with that that it's more about telling you that too much water would cause your lawn to – I don't remember exactly what they said – but it was not good for your lawn to have too much water during the winter which I would agree with on that.

Moderator: Okay. You would agree with...?

Ken: With the way the ad was because I don't water during the winter anyhow because [at least] too much water can cause the roots to get [dry] rotten or would get rotten. The grass won't grow anyhow. They don't need to be watered.

Moderator: Okay.

Robert: I like that first one of all though because it was kind of funny as well. It's humorous as well as it got the message across of skipping a week.

Moderator: Okay. Maureen mentioned it too. What do they mean by skipping a week?

Maureen: Not to water every week.

Robert: Yes.

Ken: Yes.

Moderator: Okay. What time period is that skipping a week?

- Maureen: That one's just winter.
- Moderator: Just winter?
- Robert: Yes, just winter.
- Ken: Yes, that would be just during winter.
- Moderator: Okay. Is that skipping one week, skipping one week a month, one week...?
- Maureen: I think every other week.
- Robert: Yes, like every other week.
- Maureen: That's what I would assume.
- Robert: Instead of every week, do it every two weeks.
- Moderator: Okay. Did anybody understand anything differently from that?
- Frank: No, but the initial water restrictions until we went on this latest one when the drought got severe was that you were allowed to water once a week. That's why I imagine this whole skip-a-week program is being initiated because that's the initial water restriction; it's once a week but it's no longer in effect. I don't know what it is now because I don't have to pay attention to it fortunately so I don't have to worry about it.
- Dorothy: Oh, yes. He's got the good water, reclaimed water. We all need that.
- Moderator: Gary, what was this first ad telling you?

Gary: It's just like an Average Joe just talking to a neighbor, enjoying [the sight and] [unintelligible] [whether they're summer.]

Moderator: How do you feel about that?

Gary: It speaks of the average male.

Moderator: To you personally?

Gary: Yes, to me, it is. An average person is talking to his neighbor.

Moderator: Alright. Kimberly?

Kimberly: I liked it. I thought it communicated to skip a week in the winter and I just thought the guys were funny. Dude! He's a dude.

Moderator: Alright.

Dorothy: It was pretty laid back. I like that and just relaxed and [unintelligible] because they were saying about a disease or maybe a fungus, too, if there's too much water.

Moderator: Okay. If I close this first ad telling you – I know you mentioned it a little bit already that it's got...

Frank: Yes, skip a week but I guess I will be contrary. I didn't like that ad. The reason why they were talking about the wintertime and the guy who's sitting back in his chair in his yard looked having an iced tea or that's what I thought it was – iced tea. It didn't look winter to me. I know it's Florida but it still didn't look winter. I would think that they ought to put them in a flannel shirt or a sweater or something to make it look like winter and not be out there in his lounge chair. I know that was the prototype and so forth, but I didn't think it was very convincing that it was winter. If

they want to show it's winter, maybe put some Christmas decorations on the house or something like that if they were going to be a little – but I don't know how far. You said this was a prototype or how far they're going to go but it didn't look anything like winter to me. I think they need to find – maybe have the guy over his barbecue pit roasting marshmallows or making some S'mores or something like that. It didn't look winter.

Moderator: Okay. Robert, you were going to say something?

Robert: To me, that might be the case if I was to live in the panhandle but down in Tampa, I have the AC on Christmas Day.

Kimberly: Christmas Day, that's right.

Frank: Yes, but on Christmas Day, are you out sitting in a lounge chair in your front yard, sipping a cold drink?

Kimberly: Absolutely. I'm watching the kids water ski on Christmas because they've all come home from break and that's what they're doing.

Frank: Yes, because they've been up in cold weather.

Moderator: You guys mentioned some new information. It told you to skip a week. Raise your hand if you're interested in what that first ad was telling you.

Robert: What do you mean?

Kimberly: To skip a week?

Ken: To skip a week or the harm, the overwatering can do during the winter?

Moderator: I guess why don't you tell me? What are you interested in about that commercial?

Ken: The harm that it would do to your lawn, overwatering during the winter. That's the only thing I was [unintelligible].

Moderator: Okay. Raise your hand if you're interested in that information. Okay. What about the skip-a-week part? Raise your hand if you're interested in that.

Kimberly: We do that anyway so...

Dorothy: Yes. It would help the budget.

Moderator: Alright, so it would help the budget. Any other reasons why you'd be interested in that skip-a-week?

Kimberly: That's really, for me, a hard call because Florida is not normal, so to speak. For us to skip a week, maybe two months out of the year that you can do – there's not really a huge amount of time that you can do that. Does that make sense?

Frank: That's true. That's more like skip-a-week is more like January and February.

Kimberly: Exactly because...

Frank: Right. That's where you – the grass may slow down but still in December, it may still grow in December. Our cold weather is...

Kimberly: That may pertain to skipping a total of two weeks. It depends on the weather and the situation with the drought and if we have any cold weather which we haven't had a lot of.

Dorothy: Is this commercial just for Florida or is it for everybody in the South?

Maureen: South Florida Water Management.

Frank: It's for Florida.

Ken: Southwest Water Management.

Frank: Exactly, yes. That's kind of...

Maureen: Yes. It's really locally.

Frank: It's local.

Moderator: Okay. What about the information? You mentioned the rot. What about that interests you?

Gary: Well, everybody deals with it. In some way, shape, or form, we'll all have the same problems. It's just something when we have it, we'll have a bigger problem probably than others.

Moderator: Okay.

Maureen: Yes. I think it might be a surprise to some people because our lawn has some very low parts. Even when we have a hard storm or a bad storm, we have to even pump the water out because it will ruin the – if it sits, it will ruin the lawn. You can either ruin it with too much water, too much rain, or not enough. You got to have to really balance it.

Moderator: Okay. Can you tell me why this ad – I know Gary talked about it a little bit - why this first commercial related or did not relate to you personally, on a personal level?

Kimberly: I just loved it when the guy said, "Dude!" I just thought that was funny.

Moderator: Okay.

Robert: Yes, the regular guys...

Maureen: Yes. Actually, the guys that would be talking about their yard.

Moderator: Okay. What do you think, Dorothy?

Dorothy: It's convincible.

Moderator: Oh, I'm sorry. I thought you were giving a [fair side.] Okay. Is there anything in real life that this commercial reminded you of?

Gary: Reminds me of my neighbor, honestly.

Moderator: It's your new neighbor? Okay.

Gary: When we see each other, I want the iced tea though but [laughter] [crosstalk]...

Moderator: Okay. What about the rest of you? Do you agree with Gary? Does anybody disagree with Gary? Does anybody not relate to this commercial? Alright. Is there anything in this first commercial - Tom and Stan – that you would tell somebody else about? Is there anything you would...?

Frank: Sure, I'd do. We don't need to water as much in the wintertime when the grass is not growing. That's the key – when the grass is not growing.

Moderator: Okay. Do you think that you would do what it's asking you to do based on that commercial?

Frank: I already do.

Dorothy: Yes, we already do.

Moderator: Okay.

Frank: [Unintelligible] that commercial, we already do that so that commercial had an effect on... It may affect the neighbors down the street though when the sprinkler system comes on.

Moderator: Okay.

Ken: I think it would affect a lot of people that don't even bother changing their clocks, checking their clocks. I think a lot of people are oblivious. They don't care when it runs, when their sprinkler runs. If there's a good hard rain, I'll go turn my sprinkler off, my clock off, and so forth.

Moderator: Well, that's a good point. Do you guys notice? Do other people you know change the way they water their lawns based on rain or various other things?

Maureen: Yes. If it rains a few days, I'm like [unintelligible], no water. We don't need the water.

Kimberly: We don't have it on timer. I don't know that they...

Moderator: Let's talk about that a little bit. You guys are working for this group because you mentioned having an in-ground irrigation system. Can you tell me some of the pros and cons of having it on automatic?

Ken: Well, the pros to it would be that you don't have to worry about it when it comes on. It would come on a certain time of the day and you would know it run that day. When I was running, I would run it early morning when it's not hot. Everybody's not up taking showers and doing all that so you're not taking to bring the water pressure down as you would if you put there like in the middle of the morning when everybody's up. That's the pro to it. Also, a pro to it is that you don't forget it. You don't have to worry about it.

Kimberly: You don't miss your day either.

Ken: Yes, your day.

Moderator: Okay.

Maureen: You get it on the right day that you can water.

Ken: Well, that's the disadvantage if you don't have it on the right day and the water police catches you and then you get a fine so...

Moderator: Any other pros or cons of having it automatic?

Frank: Well, you can be watering in the middle of a rainstorm if you're not monitoring it. You can be watering the day after a rainstorm and you don't need it so it's not a foolproof system. You still have to monitor it in some way.

Maureen: Two, especially if you have it like during the middle of the night or whatever, if something has happened and it switched the [unintelligible], you might be watering the street and not know about it because you're not watching it.

Dorothy: Yes. It gets stuck sometimes.

- Moderator: Alright.
- Maureen: Or you might have pieces broken and you're not aware of it, so you do have to monitor occasionally sometimes when you can see it.
- Dorothy: No, we watch the weather a lot. Okay, it's going to rain and try to get away with not watering it.
- Moderator: Do you have your irrigation system on automatic or manual?
- Dorothy: No. We just do it when we see fit.
- Moderator: Okay. How many of you have your sprinkler system on manual? About half of you? Okay. What are some of the pros and cons of having it on manual? I guess this side of the table.
- Frank: Like Maureen said, one of my big things is to be able to make sure that I'm watering the proper area. I'm not watering the street. The other thing is the water pressure varies greatly with the time of day but even with the reclaimed water and if it's a time of day that a lot of people are using reclaimed water, that won't have enough pressure even to drive my sprinklers. It just gets stuck right there. Where I can see it, I set it and I water it. I turn it on and off when I want it.
- Moderator: Okay. Any other pros and cons about having it on manual?
- Kimberly: Just use it when you need to.
- Moderator: Okay, alright. Anything negative about having it on manual?

Kimberly: If you're not home that day or you just forgot it, my dad will call me because our day was Sundays. He'll call and say, "Did you turn on the water today?" "No."

Moderator: Is there anything that this first ad would need to change, add, or take away from for you to give it your personal gold star? Is there anything that it would need to change?

Frank: Well, I've told you what I thought needed to be changed.

Ken: I would agree, Frank.

Moderator: Christmas lights?

Maureen: Have a cup of coffee instead.

Frank: What's that?

Maureen: Have him drinking coffee or something instead of...

Frank: Yes, drinking coffee or something like that or just to match [unintelligible].

Ken: They should make a point about winter. Your grass isn't that green during winter.

Frank: Yes, that's a very good point, too.

Ken: You should shoot it during the winter. If you're going to bring a point about winter, then you need to shoot it when your grass isn't that green. Your grass isn't that green during winter.

Frank: It really isn't.

Moderator: I see. Now, can somebody describe the second ad to me?

Frank: That was a man getting up in the morning. He started banging on his clock and then he couldn't get the coffee maker to...

Kimberly: A programming man.

Frank: Yes, right.

Ken: That's programming. Yes, that's...

Moderator: Okay. What did you guys think about that one?

Ken: I didn't like it.

Gary: What was the box that...?

Kimberly: I don't even remember it.

Gary: ...that they were punching to turn it off or something?

Moderator: What was that?

Gary: Is that something that the city provides?

Frank: No. That's the automatic water. That's the clock, the timer in the garage. Is that the one you're talking about in the garage?

Kimberly: Yes.

Frank: Are we talking about the coffee maker in the kitchen?

Gary: No. The thing in the garage.

- Maureen: That's the timer, yes.
- Moderator: Did anybody else – who recognized that box in the garage? Okay, you didn't recognize it? Raise your hand if you didn't recognize the box.
- Gary: It must have an old system. It didn't look like that.
- Moderator: Oh, but you have an automatic?
- Gary: Yes.
- Moderator: Yours is different than that?
- Gary: Yes, it looks way different.
- Moderator: Okay. What was this second ad – we're going to forget completely about the first one. What is the second ad telling you?
- Maureen: That the guy was technologically incompetent. He couldn't program anything or it was his wife who did it or something? [It was kind of trying to say that.]
- Kimberly: That it was easy just to press one button.
- Maureen: But you can still do that which is not true. You do have to work it. It is not always easy depending on your system to figure it out.
- Moderator: What else?
- Kimberly: I was wondering because that same box occurred in multiple – I don't think it was in Tom and Stan but in the other three. I was wondering if they were going to promote some kind of universal box. You know how you can call TECO and TECO will come and

install? If they were to promote some kind of – do you see what I'm saying?

Maureen: Energy saver or...

Kimberly: Yes.

Moderator: Are there different boxes?

Frank: That was a Rain Bird timer; it's what that was.

Maureen: They have that [unintelligible] ago in some condo or something.

Moderator: Is that a brand or...?

Frank: Yes. Rain Bird is an irrigation system brand like Toro and other...

Moderator: Okay.

Kimberly: Do you know what I mean? I wondered if they were going to promote – you understand what I'm saying?

Maureen: But if you only sell one of them, you wouldn't...

Kimberly: Right, I agree but that was where my mind went with that. It's like the TECO programmable to keep more energy flow, the same type of thing with water flow. I was wondering if there was something.

Moderator: Okay. I don't know. I'm sorry. Is there anyone here interested in what that second ad was telling you?

Frank: The same thing the other ones were.

- Moderator: What was that?
- Frank: Skip a week.
- Moderator: Skip a week? Is anybody here interested in that?
- Gary: No.
- Moderator: No?
- Dorothy: Maybe it didn't get to me. I don't even remember it [unintelligible].
- Kimberly: I don't remember it either.
- Moderator: You don't remember?
- Dorothy: I just heard skip a week and I was, "Here we go again."
- Moderator: That's fine.
- Frank: Skip a week. Well, I think the majority of us said we already know that but I think there's a lot of people that don't know it that it would help but the people here, I think we've expressed opinion.
- Dorothy: We've caught on, yes.
- Moderator: Yes.
- Frank: If you lived here in Florida long enough, you know that and if you're interested in keeping money in your pocket instead of putting it, washing it down in the yard by watering, then you skip a week and you'll really skip a lot more than a week.

Ken: Yes. During the winter, you just skip the water. You can probably go for a month without water and especially during probably the latter part of December to the first part of March [unintelligible].

Frank: March. Maybe we'll have cold fronts that will come through and it will rain all day long. They'll dump a load. It won't rain in the winter so it's better than the summertime.

Ken: Because you get that drizzle stuff and [unintelligible]...

Frank: Right, and it rains all day long.

Dorothy: I don't think the chinch bugs come out in the wintertime.

Moderator: Okay. Was there anything that was appealing about that second ad?

Kimberly: No.

Moderator: Did anybody find anything appealing about it? What was unappealing about it?

Gary: It was all winter.

Moderator: Okay.

Frank: I thought his ineptness was more like he just expected everything to work by banging on it, by brute force. If you push like this coffee maker and water started shooting out or the alarm clock started playing music, it's going to happen to most people but he was just there banging on the stuff and expecting changes to happen. I didn't think that was very realistic.

Moderator: Okay. What about the rest of you? Did you think anything was realistic about that second ad? Robert, I see you laughing.

Robert: Well, the guy has two remote controls but that's better than three or four because I can relate to all that stuff.

Maureen: Get a universal one.

Moderator: Can anybody else – I'm sorry?

Maureen: I said get a universal remote for everything.

Moderator: Can anybody else here relate to that second commercial? No? Is there anything in real life that that second commercial reminded you of?

Kimberly: Yes. A lot of people can't use their remotes.

Robert: Most can't use their remotes.

Frank: Right, exactly. People can't use... Yes.

Moderator: Do you think you would personally do what it was asking you to do?

Kimberly: No, because to me the whole point of the thing was you can't use a remote. I never got past that.

Maureen: Yes.

Ken: It was asking us to skip a week, right? Was that what it was asking?

Kimberly: Yes, but I totally missed that.

- Maureen: Right, but it didn't really tie in to your lawn.
- Robert: It's not simple as [unintelligible]...
- Gary: It's not simple as you push the button.
- Ken: Yes, but if you don't know anything about the water system or your system and timer, it's not always that simple.
- Maureen: But it really didn't tie into – all the remotes definitely didn't tie into the lawn or...
- Gary: That's right.
- Maureen: It just kind of...
- Moderator: I see Gary agrees with Maureen. Does anybody else agree with Maureen on that point?
- Ken: Yes.
- Moderator: Okay. What would this second ad need to get a gold star from you?
- Kimberly: A total makeover.
- Gary: Yes, I would agree with that.
- Moderator: Okay, alright. Now, what about the third one? What was the third one about?
- Maureen: The homeowners association.

- Kimberly: The homeowners.
- Robert: Oh, yes.
- Moderator: Okay. Tell me about that. What was that one telling you?
- Kimberly: Well, that was encouraging a whole community, like a focus group for a community or – I don't know. I'm not in a homeowner...
- Maureen: The information type of...
- Kimberly: ...and trying to encourage the whole community to band together to skip a week, save money, promote water conservation.
- Moderator: Okay.
- Robert: Yes, and that was humorous, too, in the sense that...
- Kimberly: Yes, the guy.
- Robert: ...they have this big meeting and they invited a guest speaker. All he has to do is get up and punch a button and that was the extent of his – so it was funny in that regard.
- Frank: It was easy. It was real easy to do.
- Robert: Right.
- Frank: What was the other guy doing when he turned around and he was eating a donut or...?
- Kimberly: Was it a donut or something?
- Robert: Oh, he said, "I missed it."

- Ken: No, what was he doing?
- Gary: He was getting a donut...
- Maureen: I didn't get that part, yes.
- Frank: Yes, but that thing, they think this is a complicated thing that they've got to learn how to do and so forth. There's nothing to it.
- Moderator: Is that one realistic?
- Kimberly: I don't think it is because I don't think everybody's going to have the same kind of system where all they have to do is push a button.
- Robert: Yes, I don't.
- Moderator: Okay.
- Frank: You don't have just an on-and-off button?
- Robert: No. I have to go and it's sort of like an old-time timer, so I have to do that and then press a couple of other things. I can't even remember how my system is. I had it put in but I can't even remember how many years ago. It didn't have a box like that.
- Maureen: Right. I don't think a lot of people – not everybody is going to have that.
- Frank: Well, that's a relatively new box, too.
- Ken: Yes, true.

Frank: I could tell. I know it's relatively because I've changed mine out to that one just a couple of years ago and that's so...

Maureen: But unless the whole...

Frank: Yes. That's what I'm saying; it's [unintelligible]...

Maureen: ...homeowners community have that box, it may not be that easy for everybody.

Frank: Right. Like I said, that's a new one on the market. It's not a very old one.

Moderator: Well, Kimberly had a good point. Do you think it would be that easy to push a button?

Frank: If it's a new system. If you all have the brand-new Rain Bird box, yes, it would be that easy but everybody doesn't have that.

Maureen: Some people still use the...

Frank: The old-fashioned metal timer that we used to have.

Maureen: [It's a lighter] or not everyone has automatic sprinklers.

Kimberly: Just the hose.

Maureen: Some people have the little oscillating things still.

Frank: Or they turn on by hand. You said the water with the hose.

Maureen: Hose, yes.

Gary: That's my neighbor. He swears that the hose beats like the system. He did have like on the [third one] [unintelligible] water. He's out there for about an hour. I'll go to the supermarket and come back and he's still [unintelligible] and that's...

Moderator: Alright. Was anybody here interested in what that third ad was telling you? I see a lot of quiet faces.

Gary: I thought it was kind of cheesy.

Moderator: Cheesy? Does anybody agree with that?

Frank: Yes, I would.

Ken: Yes.

Dorothy: Yes.

Moderator: Okay. Did it remind you of anything in real life?

Gary: Old folks' home.

Moderator: Old folks' home?

Gary: Yes. It made it seem as though there are only old people out there.

Moderator: Oh, really?

Frank: Yes. You're too stupid to figure that out, yes. [Crosstalk].

Ken: Yes. I guess they're supposed to be what it was, a homeowners association, and it [looked a little bit.]

Gary: Yes, but it made everybody look like the old folks only who came out in pajamas and they sat down. The guy who's eating a donut like he's slow...

Ken: Yes.

Moderator: Would everybody here – based on that commercial – do what it's asking you to do?

Gary: That's the kind of commercial [we get up guessing] [unintelligible].

Frank: That's right.

Robert: If you sit through it, if a point comes across...

Frank: Right.

Moderator: Would you sit through it?

Robert: No.

Dorothy: I'd switch channels.

Maureen: Not with TiVo. I don't see any commercials.

Kimberly: Well, it doesn't apply to everybody because not everybody has a homeowners association.

Moderator: Okay. That's a good point.

Robert: Yes, that's true. We don't.

Kimberly: Yes. I don't even.

Moderator: What would make this commercial more realistic?

Gary: [Put together a remote.]

Moderator: [Put together?]

Gary: If you had a remote where they'd fight with.

Kimberly: Well, maybe instead of a homeowners association, a community.

Frank: Right.

Robert: That's it. That's a good point.

Kimberly: Instead of just the single same system that you just push a button, maybe somebody unplugging a hose or something, so it's different ways you can skip a week. It's not always just one little push of a button, so very...

Maureen: Yes. I think there's too much focus on that pushing-a-button thing...

Kimberly: One-button thing.

Maureen: ...because it's not just pushing a button at his house.

Moderator: That's fair to say.

Gary: You could be also pushing, like he said, pushing a product because a lot of new homes are getting simpler and simpler.

Frank: Maybe they could – instead of having a homeowners – have more like a garden club or something like that.

- Maureen: Yes.
- Frank: ...where people were trying to learn a little bit about...
- Moderator: What would this third ad need to get a gold star from you?
- Frank: A lot of work.
- Moderator: A lot of work?
- Robert: Start over.
- Moderator: Okay, back to the drawing board. Alright. So forget about the last three. Let's talk about the very last one. What was that one about?
- Kimberly: Skipping.
- Frank: Skipping.
- Ken: Same thing but I like that one because they used different comparisons to get the message across which I thought was really good. You're skipping. They're emphasizing the word skipping – what they're trying to get across skipping a week and they're showing different ways which gives you and most people the ability to remember.
- Frank: Yes, reinforce skipping. It was just skipping. The kid is skipping on the sidewalk, skipping stones in the pond, and then skipping rope. I thought that was clever.
- Ken: I do, too.

Frank: I really thought it reinforced the whole idea to skip.

Moderator: Alright. Anything else about that one?

Gary: I just think that it was good because it was kind of refreshing. You don't see anymore.

Ken: Yes.

Gary: None of the things in that commercial, you see anymore.

Moderator: What do you mean?

Gary: You don't see them in real life.

Kimberly: You don't see people skipping stones or kids skipping down the street.

Gary: [Unintelligible]. The average kid can't even skip a rock really well. It's different from anybody who went through a time in life where you had fun.

Moderator: Okay.

Gary: ...because kids nowadays don't have fun.

Maureen: He's very right about that.

Frank: That's a good point. That brought up that they were having fun so you're bringing it out because [Bill] at the water company is kind of not a fun place, a very pleasant experience so...

Kimberly: Do you remember the Dallas when we used to have the kids skip?

Maureen:

The what?

Kimberly:

Did you ever have to give the Dallas assessment where we had to ask the kids to skip?

Maureen:

No, I don't know.

Kimberly:

There's an assessment in elementary school for kindergarteners and one of the things you had to ask the kids to do is skip, and I bet you, if I had to give that assessment again, he's right. I bet most of them wouldn't know how.

Maureen:

Wouldn't know how to skip, yes.

Moderator:

How to skip?

Kimberly:

Yes.

Gary:

Yes, because it has allowed them to balance. If it's not digital, they're lost.

Maureen:

Nobody skips.

Kimberly:

Exactly.

Gary:

They're lost.

Moderator:

Who do you think that last commercial was for? Who do you think it was aimed at?

Gary:

Different age groups.

Moderator:

Different age groups?

Gary: Plus you also get attention from anybody 35 and up. They would want to watch this; what else is coming up?

Moderator: Why do you say that?

Gary: Because it reminds you of yourself, different stages of your life. You saw a father showing his son to skip rocks.

Moderator: Okay. Does anybody else agree with that? Does anybody disagree with Gary?

Gary: If you're a city boy, you don't do that.

Moderator: You don't skip.

Gary: I'm half and half. I grew up in the city. I wasn't a country boy.

Moderator: Okay. Anything else that that last ad was asking you to do?

Robert: Well, again, it was the one button.

Moderator: There's the one button again?

Maureen: We don't like the one button.

Robert: I think it got across [unintelligible].

Moderator: You don't like the one button? Okay.

Ken: I think it crossed the point a lot better about skipping a week in so many different ways than compared skipping. I get it from the four commercials. They're talking about skipping a week. That's what they're really trying to get you to do. To me, that was the one that really drove home that point.

Moderator: Alright. Based on this last commercial, how many of you would do what it's asking you to do? Robert would? Raise your hand if you would do what it was asking you to do.

Dorothy: I'm already doing it.

Frank: Yes, we're already doing it.

Maureen: Yes, we're doing it.

Moderator: Based on the commercial, I guess, is my question.

Ken: Yes.

Dorothy: Enforcing it.

Robert: Well, that was a good commercial, I thought.

Moderator: You liked it?

Robert: Yes.

Moderator: Okay. I know we've talked about this a little bit already but is there anything else in real life that this ad reminds you of?

Frank: It reminds me that we need to be careful on our water usage. We need to save water. We need to conserve. It's a precious resource. It can't be wasted.

Moderator: Okay. Is there anything that can make that ad more realistic?

Frank: You're talking about the last one?

Moderator: Yes, the last one. Is there anything about that one that you would tell someone?

Dorothy: No.

Kimberly: I'll go back to the realistic...

Frank: I'll tell them, "Have you seen the skipping resource with all the different ways to skip? You ought to skip." I'll tell my neighbors watering every week. I'll say, "You don't need to water. You ought to skip. Look for the skipping commercial." I don't mean Skippy Peanut Butter. [Laughter]

Moderator: Maureen?

Maureen: I just think to make it more realistic, it was all shot in an obvious, more upscale, affluent subdivision.

Kimberly: Affluent neighborhood.

Maureen: So maybe something a little less. Tampa is not all that.

Ken: A school playground would be a good place for skipping and you could shoot at different areas.

Maureen: Yes, stick away from the...

Ken: Different areas, parks, and towns. I agree with that.

Moderator: Alright. How many of you related personally to the last commercial? Robert did?

Gary: Related like what way? What is it related?

Kimberly: I related to different aspects of it, standing out there, skipping stones with my dad.

Moderator: What did you relate to? Skipping stones with your dad?

Kimberly: Yes, but I'm not skipping down the road.

Maureen: Skipping, right, yes.

Gary: I'm not skipping, no.

Moderator: Gary, are you skipping stones, too?

Gary: Yes, but not skipping and skipping [like you did].

Moderator: Anything else that you relate to on that last commercial? Is there anything that can make that last one more realistic?

Frank: I think what Maureen said that...

Maureen: Yes, change of venues.

Frank: Yes, but again that might go to their low budget prototype or preview of what they're running but they need to get a little bit better background, like Ken had said, go to a playground and go to a little bit better pond or something. Actually, they need to have a couple of the rocks skipped, too. [Laughter]

Ken: Right. [Crosstalk].

Frank: The kid didn't know how to – he didn't know how to throw. He didn't know how to skip. He threw over land. [Laughter]

Kimberly: I saw that, too.

Frank: Even those side actions. Yes, so the rocks really need to learn.
They need to skip and that wouldn't be – I think that...

Maureen: My son would've noticed that, too, because he can do it.

Frank: Yes. I think that would be a good thing, too. As I said, skipping
and show the rocks skipping.

Moderator: Okay. Aside from a kid that actually knows how to skip a rock, is
there anything that would make you give this last commercial a
gold star in your personal opinion?

Frank: One other thing they could do, who can really skip rope or intercity
schools. They ought to get some girls with two rows going...

Ken: Two rows, yes.

Robert: Double dutch, yes.

Frank: Maybe chanting a little rhyme. It's like, "Skip a week, skip a week.
You can skip a week."

Kimberly: I like it. Yes, that's good.

Moderator: We should have you write it.

Frank: I think that would really – yes.

Moderator: Alright. Out of the four ads we just saw, raise your hand if you
think the first one was the most interesting.

Gary: I could relate to that person.

Moderator: Okay, and why?

Gary: I like that.

Moderator: What to you is most interesting?

Ken: Because that was iced tea. [Laughter]

Gary: If I could get all that iced tea [unintelligible]...

Moderator: Alright. Raise your hand if you thought the second one was the most interesting.

Dorothy: I don't know if that's the programming man.

Moderator: Alright, the programming man. Okay, and the third one was – which one was that?

Kimberly: Homeowners.

Moderator: The homeowners association. Okay. Raise your hand if you thought the homeowners association was the most interesting one. Raise your hand if you thought the skipping was the most interesting one. Frank and Ken. Okay. Maureen, did you...?

Maureen: I said the first one.

Moderator: The first one? Okay, sorry. I didn't see you.

Frank: I'll tell you one other thing. They need to get more ethnically-diverse groups in all of them.

Moderator: Okay. That's fair.

- Gary: Was it the guy, Stan and Tom?
- Maureen: Stan and Tom.
- Gary: That was [all family.] That's all they were doing, the same [unintelligible].
- Frank: Well, I'm not talking about those. Yes, right.
- Gary: The skipping one...
- Frank: Yes.
- Moderator: The skipping one?
- Gary: ...had one camera and one group and...
- Frank: Yes.
- Moderator: What about the one that you related to the most? Which ad did you relate to the most? Raise your hand if it was the first one, Tom and Stan. Okay, and the second one, if you related to that one the most. The third one, and the fourth one, you related to the most? Okay, good. Which one had the most new information? Raise your hand if you thought Tom and Stan had the most new information.
- Gary: We already know.
- Moderator: You already know? Okay.
- Gary: Yes, unless you're a first-time homeowner then.
- Maureen: Have more information.

Frank: I thought it was all the same. I thought they all had the same information.

Maureen: The first one told about what the bad parts of skipping instead of just – it really didn't...

Moderator: Was that new to you? Did you know that?

Maureen: It wasn't new but...

Robert: Well, it might be to younger homeowners.

Moderator: Okay.

Frank: Less experienced, yes, or people who just moved down here and not used to taking care of lawns or not taking care of lawns in this weather or this climate zone.

Moderator: Okay. I know you guys have mentioned that you do this but what is the one piece of information that a commercial would need to have in your opinion to persuade people in your communities to skip a week of watering your lawn? What's the one piece of information they need?

Gary: They can show the downside of the overwatering during the winter or [unintelligible] perhaps.

Moderator: Okay.

Robert: I think it's a responsibility really like several people have said.

Moderator: What's the responsibility?

- Robert: To help the water shortage problem.
- Maureen: The water conservation.
- Moderator: Okay.
- Dorothy: Also, map out how much you could save, not only in trying to fix your lawn. If you get a disease and then not watering it every week, you would save money, too.
- Moderator: Okay. Gary, you mentioned or I don't know – it was either Gary or Robert. Oh, the downsides of watering too much. What are the downsides?
- Gary: The stuff will rot with the water.
- Moderator: Rot? Anything else?
- Ken: That brings on bugs because bugs have to eat that and that's what brings in a lot of your chinch bugs and your grub worms. It's because your lawn rots and if you overwater it, it will rot. That's what they like. That's protein; it's another food source.
- Moderator: Okay.
- Maureen: People who water their lawns are generally interested in having a nice lawn so you want to know, "Oh, if I'm doing something wrong, I want to know."
- Moderator: Sure. Cool. That was great, perfect. We're almost done. I just have a few other things that I want to talk about. I have some taglines and a tagline is like a slogan that they might put at the end of a commercial. I have a few here that I just want to talk about. I'm going to pass these around and I only have four copies

so you guys are going to have to share. If you can pass one maybe and just share in between you... Can somebody read this first one out loud? Anyone?

Ken: "Skip a week; it's easy. It's the right thing to do."

Moderator: Okay. What is the main point that they're trying to get across?

Kimberly: It's easy.

Moderator: It's easy? Okay. Anything else that they're trying to get across?

Dorothy: It's the right thing to do.

Ken: Yes, we're doing it [unintelligible] the conservation.

Frank: The conservation aspect.

Moderator: Alright. Where would you expect to see or hear this?

Kimberly: In a commercial or on the radio.

Ken: Public service announcement.

Moderator: Okay, alright.

Dorothy: I was going to [unintelligible] from [unintelligible] the best thing to do because it's best for conservative and it's best for your lawn.

Maureen: Your lawn and it's best for your budget.

Ken: Yes. There's a good point.

Moderator: It's the best thing to do? Okay. Robert, did you say something about the...?

Robert: No.

Moderator: Okay, sorry. Alright. This is the second one. Can somebody go ahead and read this one out loud as well?

Frank: "Florida's water – it's worth saving."

Moderator: Okay. What's the main point that this one is trying to get across?

Frank: Conservation...

Kimberly: Conservation.

Dorothy: Conservation.

Frank: ...and the value of conservation.

Maureen: And the value of water, what water is.

Moderator: Alright. Where would you expect to see or hear this tagline?

Frank: Same place with the ads.

Ken: [The ads or] commercial.

Moderator: Same places? Okay. Nothing different?

Maureen: Advertisements, billboards, even...

Frank: Public advertisement. You see this – and yes.

- Dorothy: I could see this on a billboard.
- Moderator: On a billboard?
- Frank: Yes, a billboard or a bumper sticker.
- Maureen: In a magazine, an advertisement there.
- Moderator: Okay, cool. I'm going to – this is the last one. Pass this one out.
Can somebody go ahead and read this one, please?
- Kimberly: "If everyone saves a little, it can add up to a lot."
- Moderator: Alright. What's the main point of this one?
- Gary: [Unintelligible] if everybody pitches in.
- Frank: It's back to conservation.
- Maureen: Action, yes.
- Moderator: Conservation and then?
- Gary: Everybody pitches in.
- Moderator: Everybody pitches in?
- Maureen: It's a community effort, yes.
- Frank: Right. We need everybody to buy into it.
- Ken: Right.
- Moderator: Okay. Anything else?

Gary: The problem with some of this stuff is this is really for the average person.

Moderator: Okay.

Gary: This is good on Bayshore and they've got the greenest grass all year round. Also, it's somebody like myself who will follow. Alright, I got burnt once but you will follow all the rules and regulations when you drive down Bayshore and the freaking grass is green in the winter.

Moderator: Why is that, do you think?

Gary: It's the money.

Ken: It's a very affluent neighborhood.

Gary: Or you'll drive like me. My job – I'll go to [take Avilon] and the grass over there is perfect all year round. You're trying to forget you're in the same state. It's perfect.

Moderator: Do you think that this ad would be for...?

Gary: Most of these ads, they're catering to a certain group of people.

Moderator: Do you think it's for you?

Gary: Yes. [Unintelligible].

Moderator: Okay, alright. Where would you expect to see this?

Gary: It's on a billboard.

- Ken: We said billboard.
- Moderator: On a billboard? Okay. Right, we said that. Alright, great. Of the three - if you want to separate them so you could see them all at the same time - which one relates most to your personal lives? Of those three?
- All: The second one.
- Frank: "Florida's water – it's worth saving."
- Maureen: "It's worth saving."
- Moderator: That one?
- Ken: That tells everybody who lives in Florida into it. It's what Gary was saying it has a very good point because you have different class structures and you go to Bayshore. Yes, right, because they got the best lawn money can buy.
- Gary: The sprinkler systems are on. It's on.
- Maureen: Nobody's going to nail them.
- Gary: You don't see anybody doing...
- Ken: Well, they'll have lawyers with different courts.
- Moderator: Do they have different restrictions?
- Ken: I got to watch that episode. They have different lawyers for different courts.
- Moderator: Do they have the same restrictions as everyone else or...?

Ken: I'm sure. They're still part of Tampa or part of Hillsborough County.

Maureen: But they're kind of above it in the sense. They are the judge.

Ken: They bring their lawyers and they have their lawn guys and everybody else with them to back them up.

Moderator: Okay.

Maureen: It's their responsibility as much as anyone else.

Ken: Right, that's right. It's their responsibility.

Moderator: "Florida's water – it's worth saving." Is that the one? Does anyone have another one that they feel speaks to them the most?

Frank: I do like that one the best but this one is good. This one – "If everybody saves a little, it can add up to a lot." I like that. I do like this one better but this one is we're all in the same boat.

Maureen: I think this one, too, is sometimes – I know I shouldn't be drinking out of a plastic thing, but even you know you can't do anything that you're supposed to do, that you're taught that you should be doing, even if I can do a little bit – turn off the water when I'm brushing my teeth. If I can, I always do everything else. I've done a little bit.

Kimberly: I don't think it necessarily speaks to water.

Maureen: Right.

Kimberly: If everyone saves a little bit of what? A little bit of candy bars would be a lot. That, I didn't think it was so specific not if it had Southwest Florida Water Management System or whatever. That would be...

Frank: Pretty specific, yes.

Robert: If it's in keeping with the theme of what we've been talking about, I think the first one would be.

Moderator: Let's say you saw just the text on a billboard.

Robert: What, if everyone saved a little? You mean, skip away from it.

Dorothy: Saving what? No.

Moderator: Yes, like forgetting everything else that we've talked about today, just focusing on this.

Frank: I would think that this was trying to tell people to save money.

Gary: Yes.

Maureen: Yes.

Robert: Without something else, that could mean almost anything.

Ken: Anything. I wouldn't have any idea what this means.

Moderator: Okay.

Ken: "Skip a week – it's easy. It's the right thing to do."

Moderator: Right.

Ken: [Laughter] That could mean a lot of things.

Moderator: Okay.

Robert: I don't think it means the right...

Kimberly: Yes.

Ken: "Florida water - it's worth saving." That's...

Dorothy: That sells it.

Ken: If you just see that without even talking about that, then you would know that that...

Maureen: You won't even need a picture with that. It would be nice but you wouldn't need it.

Moderator: Okay, alright. Let's take a little vote. Raise your hand if you thought of the three, this one was your favorite. Raise your hand if this one was your favorite of the three. Raise your hand if this last one was a favorite of the three. Okay, cool. Well, that's all I've got for you today. Thank you so much for coming, for being on time, and I'm glad we can end on time. Does anybody have any questions about anything that we've talked about today?

Ken: Why isn't it being done at the water company? Why [isn't instead over plans of] research really does it normally? Why don't they come over here to do it?

Moderator: I'm not sure. I just got hired to come here and talk to you so I don't know.

- Frank: I bet they got a better rate for doing it here.
- Ken: I'd probably ask what it is.
- Moderator: Maybe. Is there anything about today's talk that was surprising to you?
- Gary: Kind of.
- Moderator: Yes? What?
- Gary: I was expecting to see products.
- Moderator: To see products? Okay.
- Gary: Other than some different types of [unintelligible].
- Maureen: Sprinkler system.
- Gary: [Summertime.]
- Moderator: Cool. Alright. Well, if you'll see Tate back there, he'll have what you're really here for. Thank you so much. You guys are great. Thank you so much. Have a good night.

- End of Interview -