Report to
Southwest Florida Water Management District
[SWFWMD]

2005 SURVEY OF PEACE RIVER WATERSHED PUBLIC OPINION SURVEY SURVEY RESULTS

Final Report

February 2006

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2005 SURVEY OF
PEACE RIVER WATERSHED
PUBLIC OPINION SURVEY

SECTION 1

STUDY APPROACH AND METHODOLOGY

The 2005 telephone survey of residents in the Peace River Watershed Public Opinion Survey was based on the instrument developed and approach used by the Southwest Florida Water Management District SWFWMD in other resident studies.

The Survey Instrument. The staff of the Southwest Florida Water Management District (SWFMFD) developed the survey items. Appendix A contains the telephone instrument used. The survey covered the following topics:

Peace River Watershed

- Knowledge and opinions about natural resources and watershed;
- Landscaping opinions and practices;
- Watershed protection attitudes and practices;
- Sources of information for current events and water resources;

Sample Design. In order to obtain information and opinions from residents in the Peace River watershed, the area was broken into three areas:

Residents Surveyed in:

- Charlotte County
- Polk County
- Hardee/ DeSoto Counties

Phone Survey. The sample design called for a stratified random digit dialing (RDD) approach to obtain approximately 200 completed interviews in each of the areas. This design would allow some comparisons among the areas residents concerning their knowledge and attitudes. A sample of randomly generated telephone numbers for each area was purchased from Survey Sampling, Inc., a professional sampling company. In a RDD sampling frame, a large proportion (around 40% or more) of the numbers are usually non-working, disconnected numbers, businesses and fax-lines in which there are no household residents. This approach, however, allows one to reach households that have unlisted numbers and can reduce some of the bias of just calling published telephone numbers. For Hardee and DeSoto counties, we also used 1,000 potential numbers that were a “Listed Sample” in an effort to obtain working numbers in a rural area. That is the sampling company drew their telephone numbers from a number of directories.

Mail Survey Follow-Up. In an attempt to see how well a mail approach would work, respondents who either refused or we were unable to reach due to answering machines, no answer at the household, and the like were sampled. A reverse match of the telephone numbers generated by the RDD sampling company was performed. Of the 1,757 numbers, addresses were found for 57% (n=993). For Hardee and DeSoto counties, we also used 1,000 potential numbers that were a “Listed Sample’. That is the sampling company drew their telephone numbers from a number of directories. This was done to help ensure coverage in

the rural area. Three hundred of these telephone non-respondents were sent a mail survey as well. A mail version of the survey was sent to those we were unable to reach by phone and for whom we could obtain a mailing address.

Survey Fieldwork. The survey began in September 2005 and was concluded in December 2005.

Phone Survey. Trained, paid, and supervised interviewers conducted the interviews. The interview took about 11 minutes on the average to complete. At least 7 attempts to reach a potential respondent were made. These attempted calls were rotated through different periods of the day (day-time and night-time calls) as well as weekdays and weekends. This approach maximizes the chances of reaching a respondent. Both full-time and part-time residents 18 years old or older were eligible to participate in the survey. A total of 603 interviews were completed.

Mail Survey. The survey instrument was mailed to a total of 1,293 potential respondents. A total of 142 surveys were returned. Only one mailing of the survey was done. Table 1 displays the results.

Table 1. Completions by Area and Method

County Areas	Phone Interviews	Mail Returns	Total Completions
Charlotte	202	53	255
Polk	200	33	233
DeSoto/ Hardee	201	56	257
Combined Areas	603	142	745

Response Patterns. Interviewers dialed 6,389 different telephone numbers in order to complete 603 interviews. Table 2 displays the dispositions of these attempted calls by area. As in all random digit dialing (RDD) telephone surveys, a large proportion of the numbers were non- working. Overall, 51 percent of the attempted calls were either businesses or non-working numbers. Polk County had the largest proportion of non-working numbers—55 percent. DeSoto/ Hardee counties had the smallest proportion of non-working numbers—442%. In the Charlotte County, 49 percent of the numbers attempted were non-working.

Table 2. Disposition of Telephone Call Attempts

DISPOSITION OF TELEPHONE CALL ATTEMPTS	AREAS			Combined Area
	Charlotte County	Polk County	DeSoto Hardee Counties	
Household Contacts	**915**	**1,243**	**1,010**	**3,168**
Completions	202	200	201	603
Callbacks	8	25	39	72
Refusals	494	485	621	1,600
Answering Machines /No Answers	405	719	349	1,473
Non-Household Contacts	**890**	**1,541**	**790**	**3,221**
Non-working	732	1,361	709	2,082
Business	113	140	51	304
Not Eligible	45	40	30	115
Total Number of Phone Numbers Attempted	**1,805**	**2,784**	**1,800**	**6,389**
Response Rate	**22%**	**16%**	**20%**	**20%**

Table 3. Disposition of Mail Attempts

DISPOSITION OF MAIL ATTEMPTS	County Areas			Combined Area
	Charlotte County	Polk County	DeSoto Hardee Counties	
Mailed	419	377	497	1,293
Returned	55	33	56	144
Response Rate	**13%**	**9%**	**11%**	**11%**

Survey Participation. It was difficult to get residents to participate in the telephone survey. Part of the difficulty was breaking through the technical barriers such as call-blockers, caller identification, and other technical devices to actually reach a potential respondent that plagues any telephone survey effort. Refusals were high. The length of the interview, lack of interest by potential participants in water issues and policies, suspicions about selling "water products" such as water softening systems, and decline of participation in phone surveys in general all played a role in refusals. The overall response rate using both methods was 24 percent. (see Table 4). This was calculated using the most conservative response rate approach of the American Association for Public Opinion Research (AAPOR).

Table 4. Refusal Rates

	AREAS			Combined Area
	Charlotte County	Polk County	DeSoto/ Hardee Counties	
RESPONSE RATE: # of Completions # of Household Contacts	**28%**	**18%**	**25%**	**24%**

Demographics of Survey Participants. The demographic characteristics of survey respondents are summarized below. Appendix B provides area comparisons for the demographic information as well as each survey question.

Housing Characteristics

- **Housing**. Nearly three-fourths of the respondents (73%) lived in single-family dwellings while 14 percent lived in manufactured homes. Only 9 percent lived in apartments/ or condominiums.

- **Internet Access**. Nearly 70 percent of all respondents reported they had Internet access at home. Residents in Charlotte County (81%) were more likely to have Internet access than those living in Polk (64%) or Hardee/ DeSoto counties (62%)

Demographic Characteristics

- **Gender**. Overall, men (51%) and women (49%) participated in the survey in about equal numbers. A slightly higher proportion of men completed the survey by mail than did the women; women tended to complete telephone surveys at a slightly higher rate.

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- **Age**. Only 10% of the respondents were under the age of 35. Other age categories that were roughly the same: 35 to 44 years old (13%); 45 to 54 years old (18%); 45 to 64 years old (20%). About one-third of the respondents were 65 and older (36%).

- **Education**. Respondents with a high school education or less comprised 43 percent of all respondents while 17 percent of the respondents held a 2-year degree and 22 percent reported they were college graduates.

- **Income**. About 20 percent (16%) reported household incomes of less than $25,000; Respondents were fairly evenly distributed among the other income groups:
  $25,000--$34,999 (11%)
  $35,000--$49,000 (15%)
  $50,000--$74,99 (14%)
  $75,000+ (16%)

  Nearly one-third of respondents (28%) refused to give their household income.

Appendices Contain More Detailed Information. The Appendices contain the survey instrument and more detailed information by question. Appendix A contains the survey instrument. Area comparisons for the 2005 survey items are located in Appendix B—Area Comparisons.

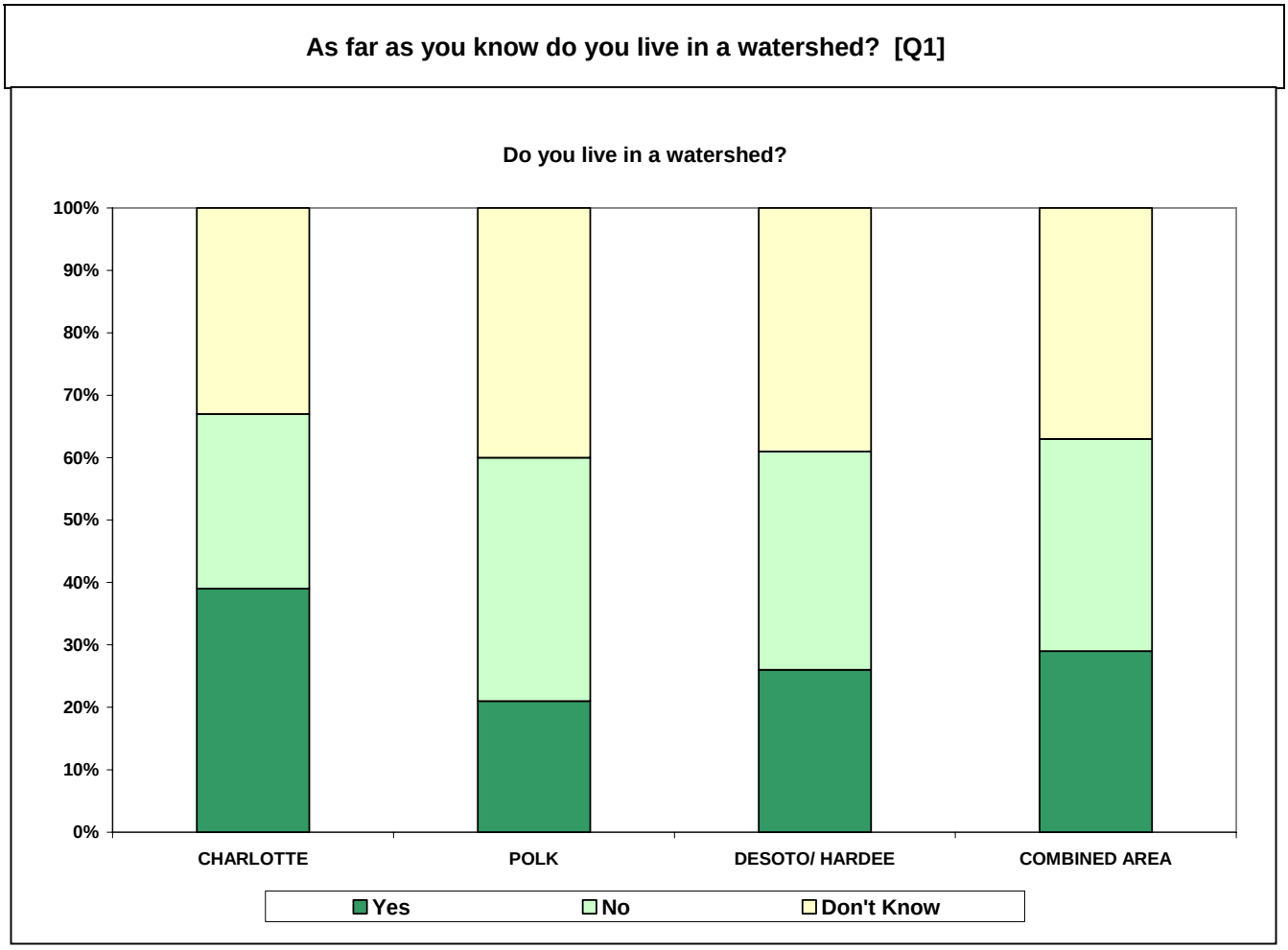
SECTION 2

KNOWLEDGE AND OPINIONS ABOUT NATURAL RESOURCES AND WATERSHEDS

Living in a Watershed

Only 29 percent of all respondents stated they lived in a watershed. Charlotte County residents were more likely to say that they live in a watershed (39%) than respondents from Polk (21%) and Hardee/ DeSoto counties (26%). Over a third (37%) said they did not know whether or not they lived in a watershed while another third said they did not. Figure 1 below compares the responses among the three areas.

Figure 1. Living in A Watershed



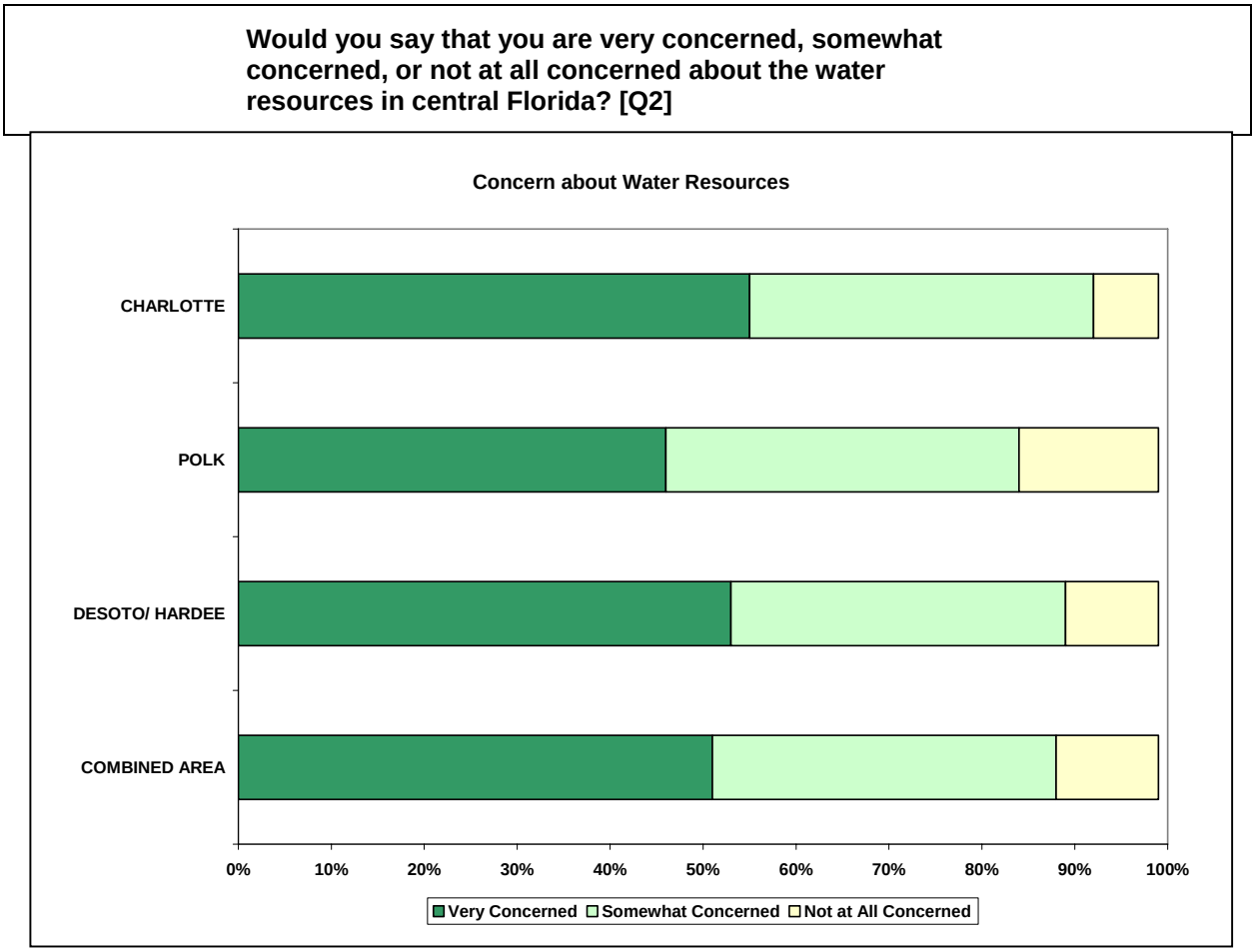
Characteristics Affecting Ratings. It is important to determine if ratings vary by demographic characteristics of the respondents. The knowledge about watersheds was examined within categories of various demographic characteristics to see if any patterns emerged. From these analyses, the following patterns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

- "Yes" Live in a Watershed.
    - Men (35%) were more apt to state they live in a watershed than women (23%).
    - As age increases, respondents were more likely to state they live in a watershed. [under 35 (10%) 35-54 (27%) 65+ (38%)]
    - Nearly a third (31%) of respondents living in single-family house and apartments/ condominiums (34%) stated they lived in a watershed compared to those living in mobile homes (21%).
    - The higher the education, the more likely respondents stated they lived in a watershed [High School or less (18%) College or post graduate (36%)]
    - Respondents with Internet access (31%) at home were only slightly more likely to state they lived in a watershed than those without Internet access (24%).
    - Respondents (37%) who lived by streams or other bodies of water adjacent to their property were more likely to report they lived in a watershed than those who did not live near water (21%).

Concern about Water Resources

About one-half of all respondents (51%) reported they were "Very Concerned" about the water resources in central Florida; however, only 11 percent said they were "Not at All Concerned". Respondents in Polk (46%) County were less likely to be "Very Concerned" compared to those living in either Charlotte (55%) or Hardee/ DeSoto 53%) counties (see Figure 2),

Figure 2. Concern about Water Resources in Central Florida



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

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

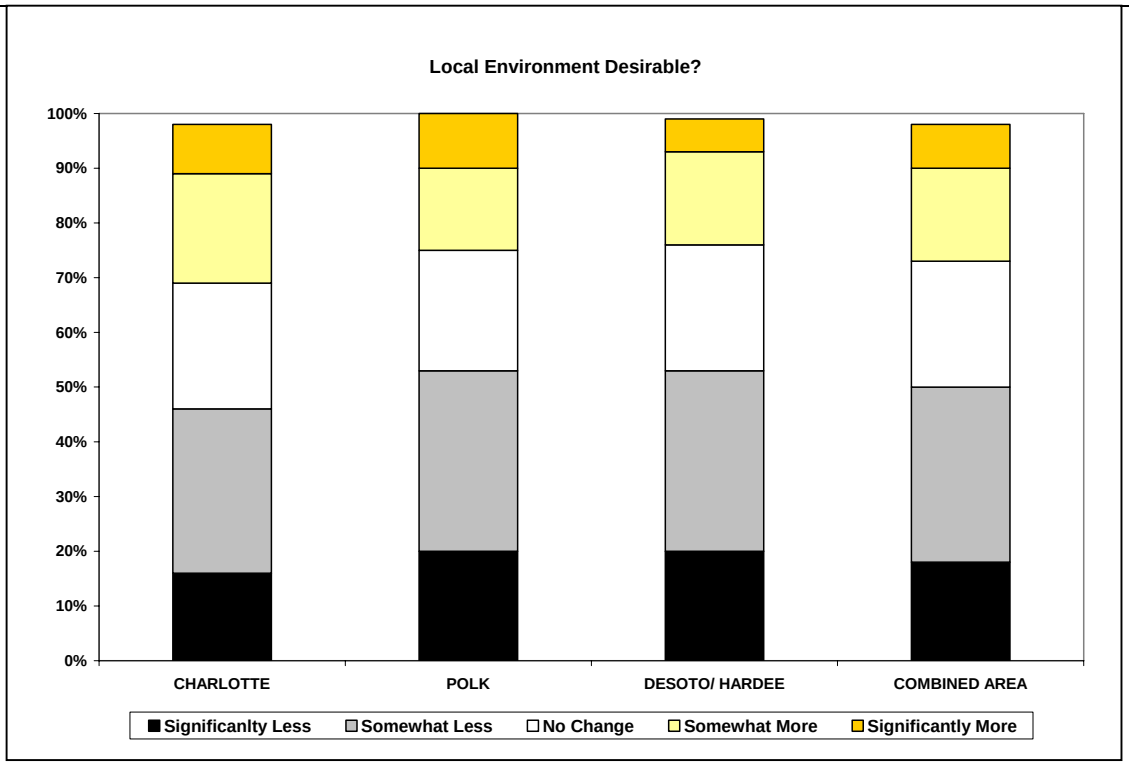
- "Very Concerned" about Water Resources.
    - As age increases, the percentage of respondents "Very Concerned" increases as well. Among those under 35, only 20 percent expressed they were very concerned about water quality. The percentage increases across age groups to 50 percent for those between the ages of 35 and 54 while 56 percent of those 55 and older were very concerned about water resources.
    - Men (54%) reported they were "Very Concerned" at slightly higher rates than women (48%).
    - Differences in educational background did not appear to affect concern.
    - Respondents in all types of dwellings expressed about the same levels of concern about water resources.
    - Respondents with Internet access (53%) at home were more likely to be "very concerned" about water resources than those without Internet access (45%).
    - Respondents (57%) who lived by streams or other bodies of water adjacent to their property were more likely to be "Very Concerned" about water resources than those who did not live near water (46%).

Desirability of the Local Environment

One-half of the all the respondents felt that their environment had become less desirable; 25 percent felt that their local environment had become more desirable while 23 percent reported no change. This pattern was about the same for all three areas (see Figure 3). Respondents from the Charlotte area were somewhat more positive about their local environment, with only 46 percent reporting that their environment had become less desirable, compared to Polk (50%) and Hardee/ DeSoto (53%).

Figure 3. Desirability of the Local Environment

Do you feel your local environment has become more or less desirable? [Q5]



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

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

- Patterns of Desirability.
    - Age was the prominent factor affecting views of one's local environment. Younger respondents were more likely to view their environment as less desirable than older respondents. Respondents under the age of 65 (55%) viewed their local environment as less desirable while only 40 percent of those 65 and older felt this way. Older respondents (29%) felt that there was no change while a smaller proportion of younger ones (17%) thought their local environment remained the same.

    - Regardless of household income level, about half of the respondents rated their local environment as either "Somewhat" or "Significantly Less Desirable". However, those living in households earning less than $25,000 were much more likely to rate their environment as "Significantly Less Desirable" (25% vs. 16%) than those living in household earning $25,000 or more.

    - Differences in educational background, type of dwelling, and gender, did not appear to affect in perceptions of the local environment.

    - Living proximity to a stream, lake, or other body of water did not appear to affect opinions about changes in the local environment.

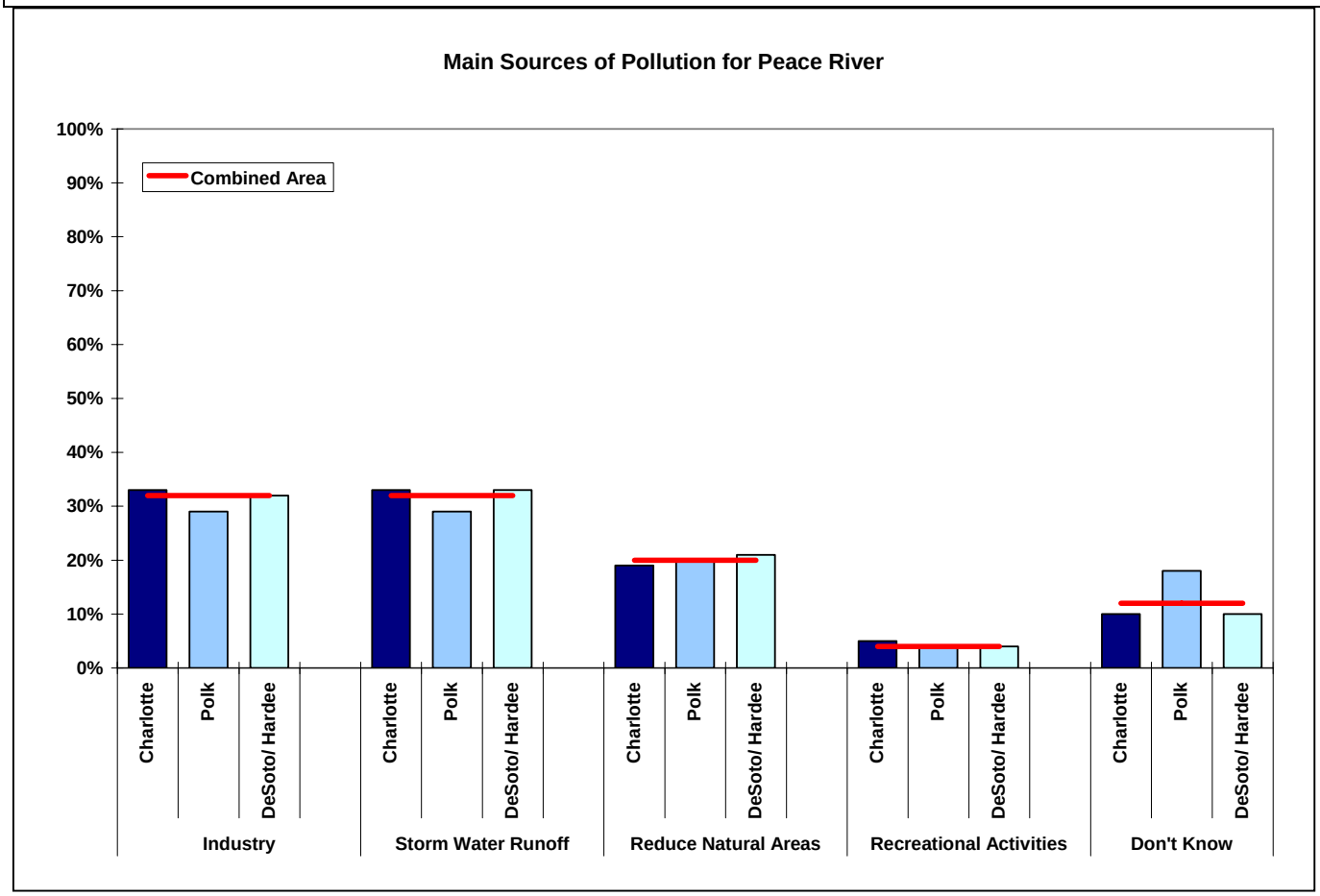
Knowledge and Opinions about Pollution

The survey contained a couple of questions concerning the respondents' knowledge and opinions about pollution. Respondents were asked about the main sources of pollution for the Peace River as well as whether activities and pollution in adjacent counties would affect Charlotte Harbor.

"Industry" and "storm water runoff" were identified by about a third of all respondents (32%) as the main source of Peace River pollution. Twenty percent consider "reduction of natural areas" as the main source of pollution, while only four percent cited recreational activities. Figure 4 compares the areas in terms of knowledge and opinions about pollution. The sources of pollution were rated about the same in all three areas; however a higher percentage of Polk county respondents (18%), compared to 10% percent of Charlotte and Hardee/DeSoto respondents, replied 'Don't Know" when asked to identify the main source of Peace River pollution.

Figure 4. Main Source of Pollution

What do you feel is the MAIN source of pollution for the Peace River? [Q4]



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

- Patterns Associated with Opinions about Sources of Pollution.
    - Age affected the perceptions of storm water runoff and recreational activities as main sources of pollution. Respondents 35 and older (35%) cited storm water runoff as a main source compared to only 13 percent of those under the age of 35 feeling this was a source of pollution. With respect to recreational activities, respondents under the age of 35 (11%) thought this was the main source of pollution compared to only 3 percent of those 35 and older. A large proportion of respondents 65 and over (20%) stated they did not know the main source of Peace River pollution. Only 7 percent of those under of the age of 65 did not offer an opinion.

    - Men, as compared to women, tended to cite “Industry” (35% vs. 28%), “Storm Water Runoff” (37% vs. 27%) as main sources of pollution. Women, on the other hand, cited “Reduction of Natural Areas” as the main source pollution at higher rates than did their male counterparts (24% vs. 16%). With respect to “Recreational Activities” being a source of pollution, men and women viewed this about the same (4%). Women (16%) were more likely to say they “Didn’t Know” the main source of pollution than men (9%) were.

    - Respondents with High School educations (13%) or less were less likely to identify “Reduction of Natural Areas” as a main source of pollution for the Peace River than those with higher levels of education (23%); educational level did not appear to be affecting opinions concerning the other sources.

    - Differences by type of dwelling unit or income level did not appear to affect opinions about sources of pollution.

    - Living proximity to a stream lake, or other body of water did not appear to affect opinions about changes in the local environment.

Impacts on Charlotte Harbor

The survey was designed to ask different questions about Charlotte Harbor to residents of DeSoto, Hardee and Polk counties than Charlotte County residents. These questions asked about impacts of activities and storm water runoff on Charlotte Harbor. Nearly three-fourths of Charlotte County respondents think that the activities in Polk, Hardee, and Desoto counties impact Charlotte Harbor. About 60 percent of the Hardee/DeSoto respondents also think their activities can affect Charlotte Harbor. However, only about one-quarter of the Polk County respondents thought that activities in their county have an impact on Charlotte Harbor.

Twice as many Hardee and DeSoto respondents feel that pollution in storm water runoff in their neighborhood affects Charlotte Harbor (60% vs. 25%). Polk County residents (42%) do not believe that runoff in their county affects Charlotte Harbor (see Figure 5). In addition, a much higher proportion of respondents in Polk County (34%) did not offer an opinion when asked this question as those in DeSoto and Hardee counties.

Figure 5. Charlotte Harbor Impacts: Desoto, Hardee, Polk County Views

Can pollution in storm water runoff in your neighborhood affect Charlotte Harbor? *[DeSoto, Hardee, Polk counties]* [Q7]		
	Area	
	Polk (n=233)	**Hardee/DeSoto (n=257)**
Yes	25%	60%
No	42%	25%
Don't Know	34%	15%

<u>Over 70 percent of the respondents in Charlotte County thought that activities in Polk, Hardee, and DeSoto can impact Charlotte Harbor</u>. As displayed in Figure 6, respondents (71%) either felt that other counties impacted Charlotte Harbor or stated they did not know (26%).

Figure 6. Charlotte Harbor Impacts: Charlotte County Views

Do you think activities taking place in Polk and Hardee counties can impact Charlotte Harbor? *[Charlotte County)* [Q7b1]	
	Area
	Charlotte (n=254)
Yes	71%
No	3%
Don't Know	26%

Do you think activities taking place in DeSoto County impact Charlotte Harbor? *[Charlotte County]* [Q7b2]	
	Area
	Charlotte (n=253)
Yes	75%
No	2%
Don't Know	24%

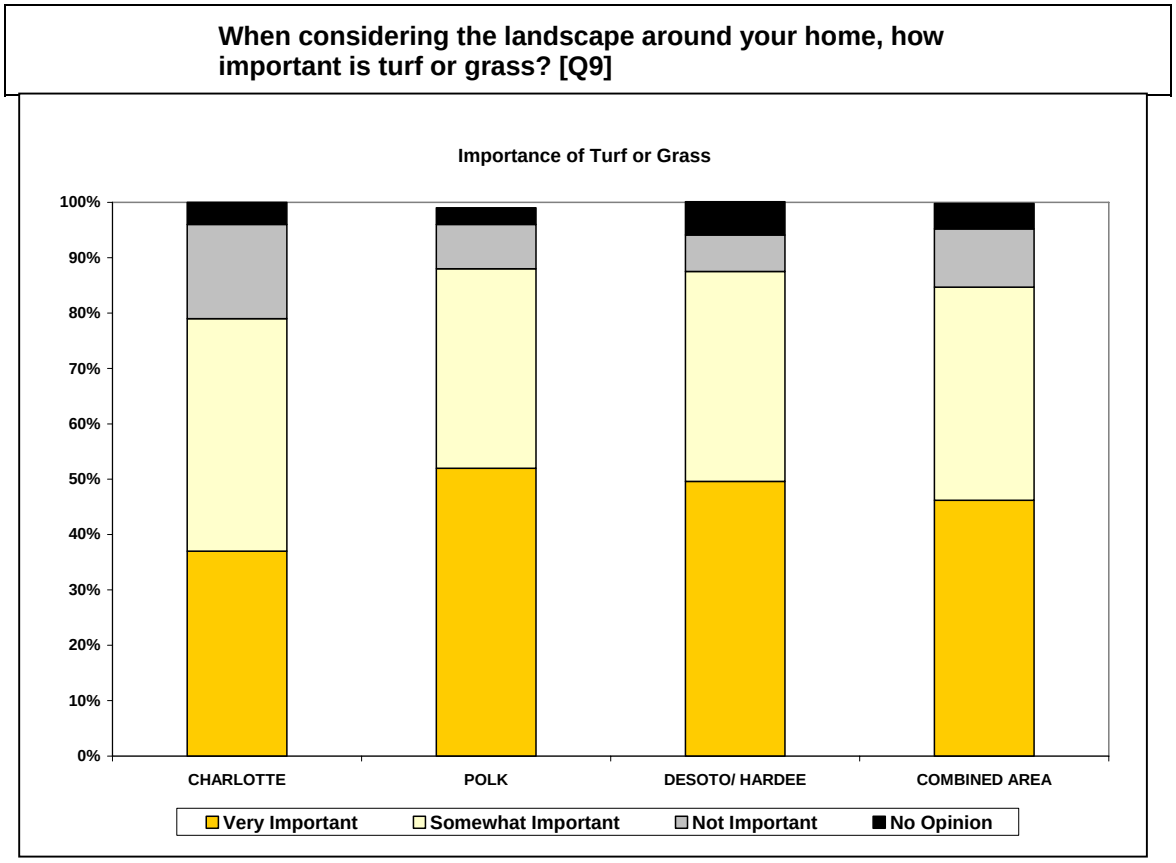
SECTION 3

LANDSCAPING OPINIONS AND PRACTICES

Importance of Turf or Grass

Respondents were asked to rate the importance of turf or grass for landscaping their home. A large majority of respondents (85%) consider turf or grass as very important. Figure 7 compares the areas. Opinions about the importance of turf or grass varied somewhat by area. Charlotte county respondents were less likely to consider turf or grass important than Polk and Hardee/DeSoto respondents. Seventy-nine percent of respondents from Charlotte County rated turf or grass as important when landscaping around their home, compared to 88 percent of both Polk and Hardee/DeSoto respondents. Charlotte County residents were more likely to consider turf or grass as unimportant (17%) than Polk (8%) or Hardee/DeSoto residents (7%).

Figure 7. Importance of Turf or Grass



Seventy-six percent of all respondents think tat at least half of their landscape should be turf or grass. Opinions about what portion of their landscape should be turf or grass did not vary much by area. Figure 8 compares the responses for the areas.

Figure 8. Percent Turf or Grass

For an attractive landscape, what percent should be turf or grass? *(Please ✓one)* [Q10]				
Percent Turf/ Grass	Area			All Areas Combined (n=745)
	Charlotte (n=250	Polk (n=231)	Hardee/DeSoto (n=253)	
100%	11%	13%	12%	12%
90%	7%	8%	14%	10%
80%	14%	17%	17%	16%
70%	14%	14%	13%	14%
60%	7%	8%	13%	9%
50%	17%	14%	13%	15%
40%	6%	6%	3%	5%
30%	5%	6%	4%	5%
20%	4%	4%	2%	3%
10%	4%	4%	2%	3%
No turf or grass	6%	2%	3%	3%
Don't Know	7%	6%	6%	6%

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

- Patterns Associated with Turf or Grass "Very Important".
    - Respondents 65 and older (52%) are more likely to value turf or grass as "Very Important" compared to those under the age of 65 (43%).

    - Nearly half of both men(45%) and women (47%) feel that turf or grass are "Very Important".

    - Type of dwelling unit, education, or income level did not appear to affect opinions about grass or turf.

- Patterns Associated with Percent of Area Grass or Turf.
    - Respondents who think grass or turf is "Very Important"

        -- 35 percent rating grass or turf as "Very Important" feel that 90% or more of the landscape should be turf or grass; this is a much greater percentage than those who think that grass or turf is "Somewhat Important" (11%) or "Not Important at All" (5%).

        -- 88 percent rating grass or turf as "Very Important" feel that 50% or more of the landscape should be turf or grass; this is a much greater percentage than those who think that grass or turf is "Somewhat Important" (75%) or "Not Important at All" (25%).

    - Respondents who think grass or turf is "Not Important at All":

        -- 18 percent viewing grass or turf as "Not Important at All" feel that "No" turf or grass is needed for an attractive landscape; this is a much greater percentage than those who think that grass or turf is "Somewhat Important" (1%) or "Not Important at All" (1%).

    - There were no major differences for valuing the amount of turf or grass by age, type of dwelling, educational level, or gender.

Lawn Maintenance Practices

Respondents who had lawns or landscape areas adjacent to their home that they or someone else maintained were asked a series of questions about their lawn maintenance practices.

LAWN-WATERING PRACTICES

Daily watering was reported by only one percent of respondents in each of the three areas. Just over a third (36%) of all respondents reported that their lawns were watered at least once a week, while a slightly higher percentage (40%) reported that they or their lawn service never watered their lawn. Figure 9 displays the frequency of lawn watering by area. Polk County respondents were more likely to report that their lawns were watered at least once a week (41%) than respondents from Charlotte County (35%) and the Hardee/Desoto area (20%.) Polk County respondents were also less likely to report that they never watered their lawns (31%) than either Charlotte County (41%) or Hardee/Desoto area (48%) respondents.

Figure 9. Frequency: Water Lawn

How often do you or your lawn service water your lawn? [Q11a1]				
	Area			All Areas Combined (n=556)
Frequency	Charlotte (n=194)	Polk (n=174)	Hardee/DeSoto (n=188)	
Daily	1%	1%	1%	1%
Every other day	4%	8%	3%	5%
Twice a week	11%	21%	7%	13%
Every week	20%	12%	10%	14%
Every other week	4%	3%	1%	3%
Depends/When Needed	7%	9%	9%	8%
Let rain	4%	3%	4%	4%
Not often	6%	10%	13%	10%
Once a month	2%	1%	4%	2%
Never	41%	31%	48%	40%
Irrigation	1%	1%	0%	1%

- Patterns Associated with Watering Lawn Practices.
    - Respondents 65 and older (35%) were less likely to report that they "Never" watered their lawn compared to those under the age of 65 (43%). There were no other patterns detected based on age factors.

    - Type of residence is associated with lawn watering practices. A fairly large proportion of respondents living in mobile homes (52%) and those in single-family dwellings (39%) reported they never watered their lawns. In contrast, respondents living in condominiums water more frequently than others.

    - Gender, education, or income level did not appear to affect lawn watering practices.

FERTILIZING PRACTICES

Respondents were asked how often their lawns were fertilized. Forty-one percent of all respondents said that they never fertilized their lawns and about a third (30%) reported once or twice a year. Reported frequencies varied across the three areas with a higher percentage of Hardee/Desoto respondents (48%) saying that they never fertilized their lawns, compared to Charlotte (39%) and Polk (37%) county respondents (see Figure 10). A higher percentage of Hardee/Desoto respondents (34%) also reported that they fertilized only once or twice a year, compared to respondents from Charlotte county (27%) and Polk (29%.) Hardee/Desoto respondents were also less likely to fertilize on a quarterly basis (5%) than respondents in Charlotte county (9%) and Polk county (10%.)

Figure 10. Frequency: Fertilizing Lawn

How often do you or your lawn service fertilize your lawn? [Q11a2]				
Frequency per Year	Area			All Areas Combined (n=557)
	Charlotte (n=196)	Polk (n=173)	Hardee/DeSoto (n=188)	
Never	39%	37%	48%	41%
1	12%	9%	17%	13%
2	15%	20%	17%	17%
3	4%	6%	1%	3%
4	9%	10%	5%	8%
6	4%	2%	1%	2%
8	1%	0%	0%	1%
12	3%	3%	3%	3%
24	1%	2%	1%	1%
52	0%	0%	1%	0%
Depends	0%	2%	1%	1%
Seldom	6%	2%	4%	4%
Other	1%	0%	0%	1%
Don't know	5%	6%	3%	5%

- Patterns Associated with Fertilizing Practices.
    - Respondents 55 and older (39%) are less likely to report that they "Seldom" or "Never" watered their lawn compared to those under the age of 55 (50%). There were no other patterns detected based on age factors.
    - Type of residence, gender, education, or income level did not appear to affect in lawn watering practices.

PESTICIDE PRACTICES

Respondents were asked how often they applied pesticides. Forty-five percent of all respondents reported that they never used pesticides and fifteen percent said that they used them once or twice a year. Area variation for pesticide use was similar to the variation for use of fertilizer (see Figure 11). Over half of Hardee/DeSoto respondents (56%) reported that they never used pesticides compared to 42 percent of Charlotte County respondents and thirty-seven percent of Polk County respondents.

Figure 11. Frequency: Applying Pesticides

How often do you or your lawn service apply pesticides? [Q11a3]				
	Area			All Areas Combined (n=558)
Frequency per Year	Charlotte (n=196)	Polk (n=174)	Hardee/DeSoto (n=188)	
Never	42%	37%	56%	45%
1	5%	9%	7%	7%
2	10%	9%	6%	8%
3	5%	3%	1%	3%
4	9%	13%	4%	8%
6	3%	2%	3%	3%
12	3%	3%	3%	3%
24	1%	1%	2%	1%
52	2%	1%	1%	1%
Depends	4%	6%	4%	5%
Seldom	7%	4%	5%	5%
Bugs/Fire ants	4%	6%	5%	4%
Other	1%	0%	1%	1%
Don't know	7%	8%	2%	6%

- Patterns Associated with Pesticide Practices.
    - Respondents who completed more years of education than high school (41%) were less likely to report that they " "Never" applied pesticides compared to those who have high school educations or less (52%). There were no other patterns detected based on education factors.

    - Type of residence, gender, age, or income level did not appear to affect lawn watering practices.

BAGGING LAWN CLIPPING PRACTICES

Almost two thirds (61%) of all respondents reported that they never bagged lawn clippings, while only 16 percent said that they bagged clippings weekly or every time their lawn was mowed and only 3 percent said often. Figure 12 presents information about lawn clipping bagging practices among the three areas. Reported frequencies varied by region with a higher percentage of Polk County respondents saying that they used pesticides on a weekly basis, compared to 15 percent in Charlotte County and only 11 percent in the Hardee/DeSoto area. Polk County residents were also less likely to say that they never used fertilizer (51%) than respondents from Charlotte County (62%) and Hardee/DeSoto respondents (69%.)

Figure 12. Frequency: Bag Lawn Clippings

How often do you or your lawn service bag lawn clippings? [Q11a4]				
Frequency per Year	Area			All Areas Combined (n=561)
	Charlotte (n=198)	Polk (n=174)	Hardee/DeSoto (n=189)	
Every time/weekly	15%	22%	11%	16%
Mulch	9%	6%	4%	6%
Maintenance Does it	1%	0%	0%	1%
Every Month	3%	6%	2%	3%
Rarely	6%	4%	9%	7%
Often	2%	1%	4%	3%
When Necessary	1%	1%	1%	1%
Never	62%	51%	69%	61%
Don't Know	3%	6%	2%	4%

- Patterns Associated with Lawn Clipping Practices.
  - As income increases, the proportion of respondents reporting that they "Never" bag their lawn clippings steadily increases as well: 53 percent of respondents with household incomes of $25,000 or less report never bagging grass clippings while 65 percent of those with household incomes of $50,00 and above do not bag their lawn clippings.
  - Fewer women (53%) never bag lawn clippings as compared to men—69 percent of men report never bagging their lawn clippings.
  - Type of residence, age, or educational level did not appear to affect lawn-clipping practices.

SECTION 4

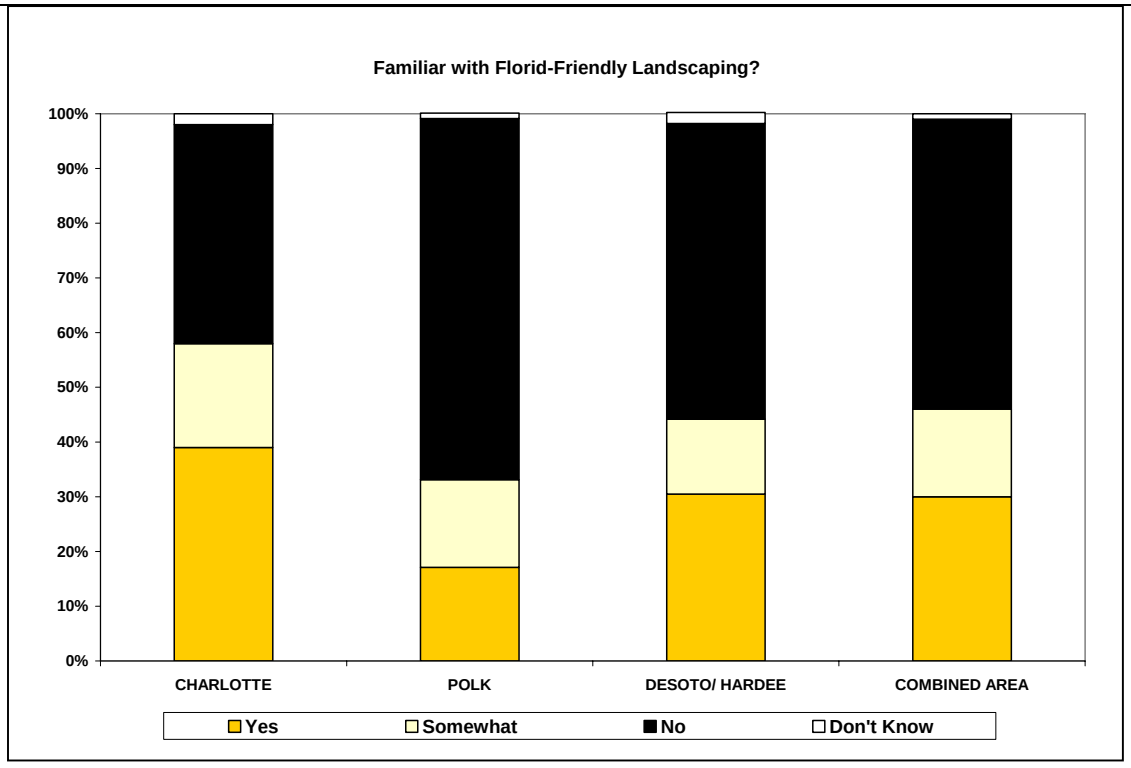
WATERSHED PROTECTION ATTITUDES AND PRACTICES

Familiarity with Florida-Friendly Landscaping

Respondents were asked about their familiarity with "Florida-friendly Landscaping." Overall, about a third of all respondents (30%) said they were familiar, while over half (51%) said they were not. Residents of Polk County were less likely to be familiar with these landscaping practices than respondents from the other two areas (see Figure 13). Only 17 percent of Polk County respondents expressed familiarity, compared to 39 percent of Charlotte respondents and 31 percent of Hardee/DeSoto respondents.

Figure 13. Familiarity with Florida-Friendly Landscaping

Are you familiar with Florida-friendly landscaping? [Q11b]



Respondents' familiarity with Florida-friendly landscaping and demographic characteristics were examined to see if any patterns emerged. From these analyses, the following patterns were observed.

- Patterns Associated with Knowledge about Florida-Friendly Landscaping.
    - Respondents living in single-family dwellings (33%) are 2.5 times more familiar with Florida –friendly landscaping than those living in mobile/manufactured homes (13%).

    - Respondents with High School or Associate degrees (23%) were less likely than those with Bachelor's degrees (42%) to be familiar with Florida-friendly landscaping.

    - Gender, income level, and age did not appear to affect knowledge about Florida-friendly landscaping.

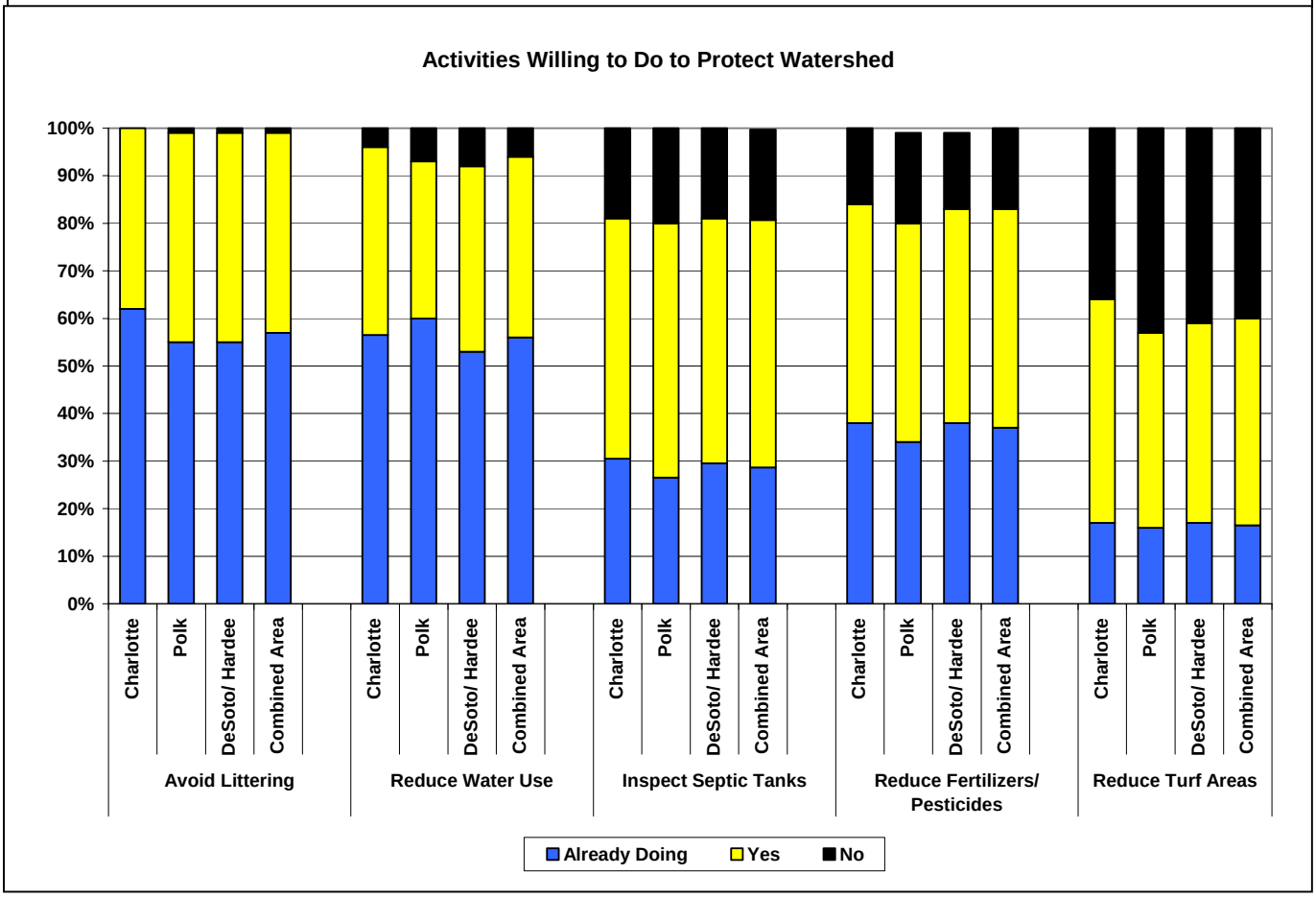
    - Respondents who were more concerned about water resources were also more likely to know about Florida-friendly landscaping. However, nearly half of those expressing high levels of concern (45%) were not familiar with this type of landscaping. Among those who reported they were "Very Concerned" about water resources, 36 percent were familiar with Florida-friendly landscaping compared to only 15 percent of those who were "Not at All Concerned". However, even among those who stated they were "Very Concerned', 45 percent stated they were not familiar with Florida-friendly landscaping; 57 percent of respondents who were "Somewhat Concerned" were unfamiliar, while 80 percent of respondents "Not Concerned at All" about water resources had no knowledge of Florida-friendly landscaping.

Willingness to Take Steps to Protect Watershed

Respondents were asked about their willingness to take various steps to protect their watershed. At least 90 percent of respondents in all areas are already or willing to protect their watershed by avoiding littering and reducing their use of water; 80 percent or more already are willing to protect their watershed by inspecting their septic tanks and reducing the use of pesticides and fertilizers. Figure 14 compares the willingness of respondents to undertake various activities to protect their watershed. Respondents are less willing to protect their watershed by reducing their turf areas

Figure 14. Activities Willing to Do to Protect Watershed

Which of the following activities would you be willing to do to protect your watershed? Or are you already doing? [Q6]



Willing to Avoid Littering and Reduce Use of Water. Almost all of the respondents (99%) said they already avoided littering or would be willing to do so. Similarly, 95 percent said they had reduced their use of water or would be willing to do so (see Figure 14). Over half of all respondents stated that they had already reduced their use of water (56%) and avoided littering (57%.)

Respondents Less Willing to Inspect Septic Tanks and Reduce Fertilizer/Pesticide Use. Eighty-one percent of the respondents indicated that they had already or would be willing to inspect their septic tank. Similarly, 81 percent said they had already reduced their use of fertilizer and pesticides or would be willing to do so. Respondents seemed split in terms of willingness to conduct regular septic tank inspection with 40 percent saying "Yes" and 43 percent reporting "No." Overall, responses did not vary very much across the three areas. Respondents' willingness to conduct regular septic tank inspection did not vary with about 20 percent of Charlotte respondents (19%) saying they would not be willing to take this step, compared to similar percentages for both Polk (20%) and Hardee/Desoto (19%) respondents

Resist Reducing Turf Area. The least popular of activities geared towards protecting watersheds was the reduction of turf areas with only 17 percent of respondents in each of the three areas saying they had taken this step. Respondents appear to be split regarding their willingness to take this step with 44 percent of all respondents saying they would be willing to and 40 percent saying they would not.

Overall, responses did not vary very much across the three areas. However, residents of Charlotte County indicated somewhat less resistance to reducing turf areas. Thirty-six percent of Charlotte County residents said they would not be willing to reduce turf, compared to Polk (43%) and DeSoto/Hardee (41%.)

Characteristics Affecting Activities. The willingness to undertake various activities to protect the watershed were examined by demographic characteristics to see if any patterns emerged. From these analyses, the following was observed.

- Patterns Associated with Avoiding Littering.
    - As age increases, the proportion of respondents who already avoid littering increases (< 35 (33%); 35 - 64 (57%); 65+ (63%); virtually no one said they would not avoid littering.
    - Men (61%) already avoid littering at higher rates than women (53%). However, both women (47%) and men (39%) report be willing to avoid littering if they already are not doing so.
    - Income level, educational level, and type of housing did not appear to affect behaviors or attitudes about littering.
- Patterns Associated with Reducing Water Use Activities.
    - Age is associated with current behavior and willingness to reduce use of water. A greater proportion of respondents 65 years and older (61%) are already undertaking activities to reduce use of water compared to those under the age of 65 (53%). Large proportions of both those under the age of 65 (42%) and respondents 65 and older (30%) report they are willing to reduce water use.
    - Income level, gender educational level, and type of housing did not appear to affect behaviors or attitudes about reducing water use.

- Patterns Associated with Inspecting Septic Tanks on A Regular Basis
    - Age is associated with current behavior and willingness to inspect septic tanks on a regular basis. A greater proportion of respondents 65 years and older (36%) are already inspecting septic tanks compared to those under the age of 65 (26%). Large proportions of both those under the age of 65 (57%) and respondents 65 and older (43%) report they are willing to inspect tanks on a regular basis. Respondents 65 and older, however, are a bit more likely to say they will not undertake this activity (15% vs. 22%).

    - Men (30%) and women (27%) report similar rates for currently inspecting their septic tanks on a regular basis. However, women (57%) are more willing to inspect septic systems than men (48%) in the future.

    - Income level, educational level, and type of housing did not account for differences in behaviors or attitudes about septic tank inspection.

    - Reasons Why Unwilling To Inspect Septic Tanks on A Regular Basis
      Respondents who answered "No", they were not willing to Inspect their septic tanks were asked "Why". There were 70 respondents who said "No" with 64 offering reasons. Major Reasons are listed below:

Reasons Respondents Saying "NO", Not Willing to Inspect Septic Tanks	Percent (n=64)
No Problem/ Not Necessary	31%
Don't Know How	20%
Someone else maintains	17%
Cost	11%
Don't want to	6%
Distasteful	5%
Big tank/few people	5%
Perform Routine Maintenance	3%
Other	2%

- Patterns Associated with Reducing Use of Fertilizers and Pesticides
    - Age is associated with current behavior and willingness to reduce use of fertilizers and pesticides. About 37 percent of respondents regardless of age are already undertaking activities to reduce the use of fertilizers and pesticides. However, those under 65 (49%) are more willing to reduce their use of pesticides and fertilizers in the future compared to those 65 and older (40%). Nearly one-fourth of those over 65 (24%) reported they were not willing to reduce their use while only 14 percent of those under the age of 65 were not willing.

    - Income level, gender, educational level, and type of housing did not appear to affect behaviors or attitudes concerning pesticides and fertilizers.

    - Reasons Why Not Willing to Reduce Use of Fertilizers and Pesticides
      Respondents who answered "No", they were not willing to reduce use of fertilizers and pesticides to protect their watershed were asked "Why". There were 128 respondents who said "No" with 55 offering reasons. Major Reasons are listed below:

Reasons Respondents Saying "NO", Not Willing to Reduce Pesticide/ Fertilizer Use	Percent (n=55)
Farmer	35%
Live in Condo/ rent	20%
Insect/ fire ant control	17%
Keeps yard attractive/like yard	13%
Uses minimum/ needs them	8%
Lawn service/ some else maintains	6%
Other	1%

- Patterns Associated with Reducing Turf Areas
    - Age is associated with current behavior and willingness to reduce turf areas to protect a watershed. About the same proportion of respondents under the age of 65 (16%) are already reducing turf areas as those 65 and older (18%). However, the willingness to reduce turf areas declines with age. Nearly half of those 65 and older (48%) stated "No", they were not willing to reduce turf areas while only a third of those 65 and under (34%) felt this way. Nearly two-thirds of the respondents under the age of 65 (66%) are already or willing to reduce turf areas compared to less than half of the 65 year old and older respondents (41%).

    - Men and women are already reducing turf areas at about the same proportions (18% vs. 16%). However, women (49%) may be slightly more willing to reduce turf than men (40%).

    - Income level, educational level, and type of housing did not appear to affect behaviors or attitudes concerning pesticides and fertilizers.

    - Reasons Why Not Willing to Reduce Turf Areas
      Respondents who answered "No", they were not willing to reduce turf areas to protect their watershed were asked "Why". There were 286 respondents who said "No" with 243 offering reasons. Major Reasons are listed below:

Reasons Respondents Saying "NO", Not Willing to Reduce Turf Area	Percent (n=243)
Like looks/ like grass	31%
No Grass/ Not much grass	22%
Rent/ no control	10%
Farming	6%
Good for environment	5%
Runoff—helps control	5%
Wouldn't know what to replace it with	3%
Pets/Children/Yard	2%
Leave natural	1%
Hates insects/ roaches	1%
Don't Know	10%
Other	3%

Motivating Factors: Irrigate Less, Fertilizer Less, Use Less Pesticides, and Septic Tank Inspection

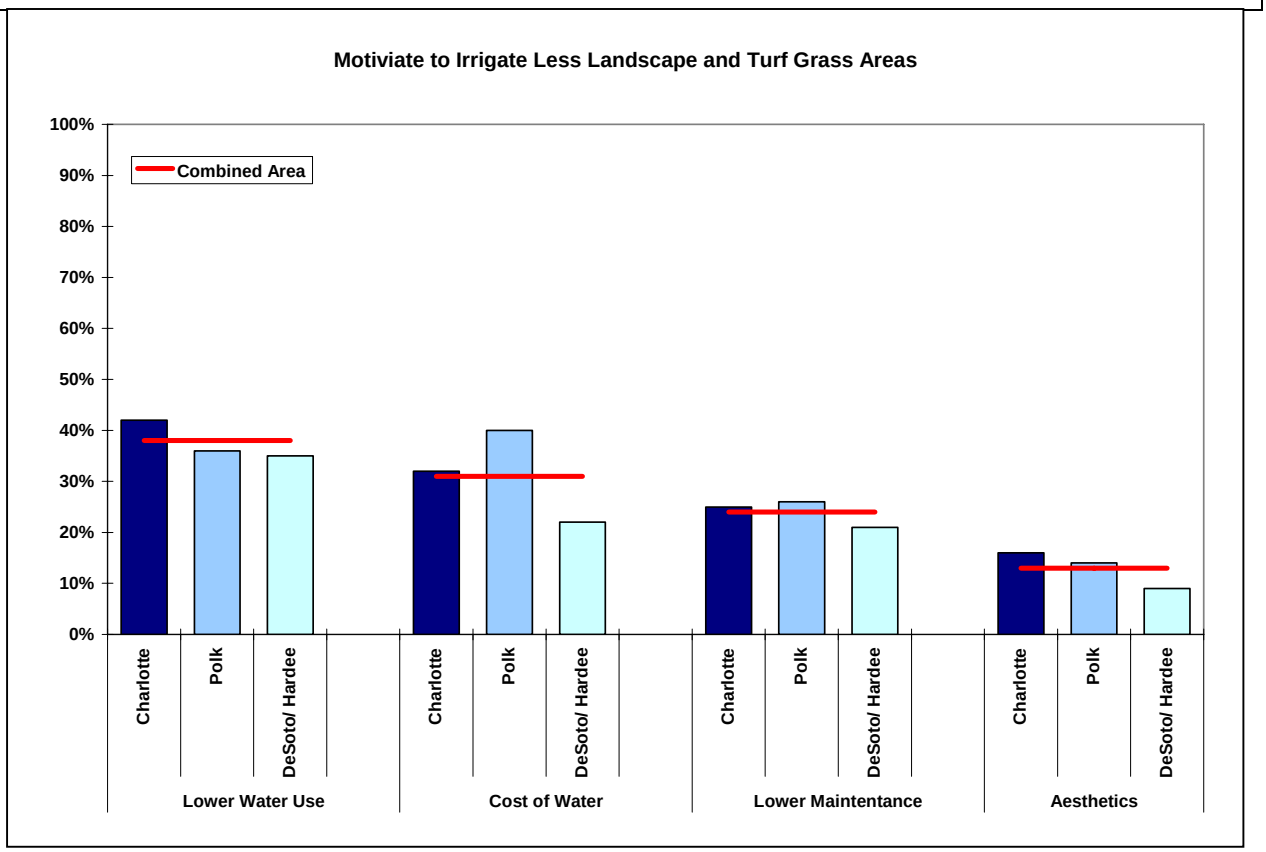
Respondents were asked what factors would motivate them to protect their watershed by irrigating less, using less fertilizer, and using less pesticide. Overall, aesthetics was least identified as a motivating factor, cited by 12 to 13 percent of all respondents for each of the three practices. Cost was identified as a motivating factor by 20 to 31 percent of all respondents for all three activities and lower maintenance by 22 to 24 percent.

A higher percentage of Polk County respondents considered cost as a motivating factor for each of the activities. For example, 36 percent of Polk County respondents said that "cost of supplies" would motivate them to use less fertilizer, compared to 19 percent of both Charlotte and Hardee/Desoto respondents. Similarly, cost of water would motivate 40 percent of Polk County respondents to irrigate less, compared 32 percent of Charlotte and 22 percent of Hardee/Desoto respondents

Sixty-nine percent of all respondents said the cost of water or lower water use would motivate them to irrigate less; 24 percent cited lower maintenance as a factor, with aesthetics selected by the smallest percentage (13%). Cost of water and lower water use were cited by at least one-third of Charlotte and Polk County respondents as top motivating factors. Cost of water was less of a motivating factor in Hardee/ DeSoto County than the other areas. Figure 15 compares how the motivating factors to irrigate less affect each area.

Figure 15. Motivating Factors: Irrigate Less

Which of these factors would motivate you to irrigate less of your landscape and turf grass areas? [Q12]



Characteristics Associated with Irrigating Less. The motivating factors for irrigating less were examined by demographic characteristics to see if any patterns emerged. From these analyses, the following was observed.

- Patterns Associated with Motivating Factors for Irrigating Less
    - Respondents living in mobile/ manufactured homes were motivated by all of the factors at higher levels than their counterparts living in single-family homes.
      --Cost of Water [Single-family (68%) vs. Manufactured (76%)]
      -- Lower Maintenance [Single-family (86%) vs. Manufactured (94%)]
      -- Lower Water Usage [Single-family (74%) vs. Manufactured (84%)]
      -- Aesthetics [Single-family (86%) vs. Manufactured (94%)]

    - Cost of water motivated those under the age of 45 more than those 45 and older with respect to irrigating less. Respondents between the ages of 45 and 54 were more likely to view lower maintenance, lower water use, and aesthetics as motivating factors than respondents in other age groups.
      --Cost of Water [Under 45 (37%) vs. 45 + (29%)]
      -- Lower Maintenance [Under 45 (26%); 45 – 54 (38%). 55 + (18%)]
      -- Lower Water Usage [Under 45 (41%); 45 – 54 (48%). 55 + (34%)]
      -- Aesthetics [Under 45 (8%); 45 – 54 (20%). 55 + (12%)]

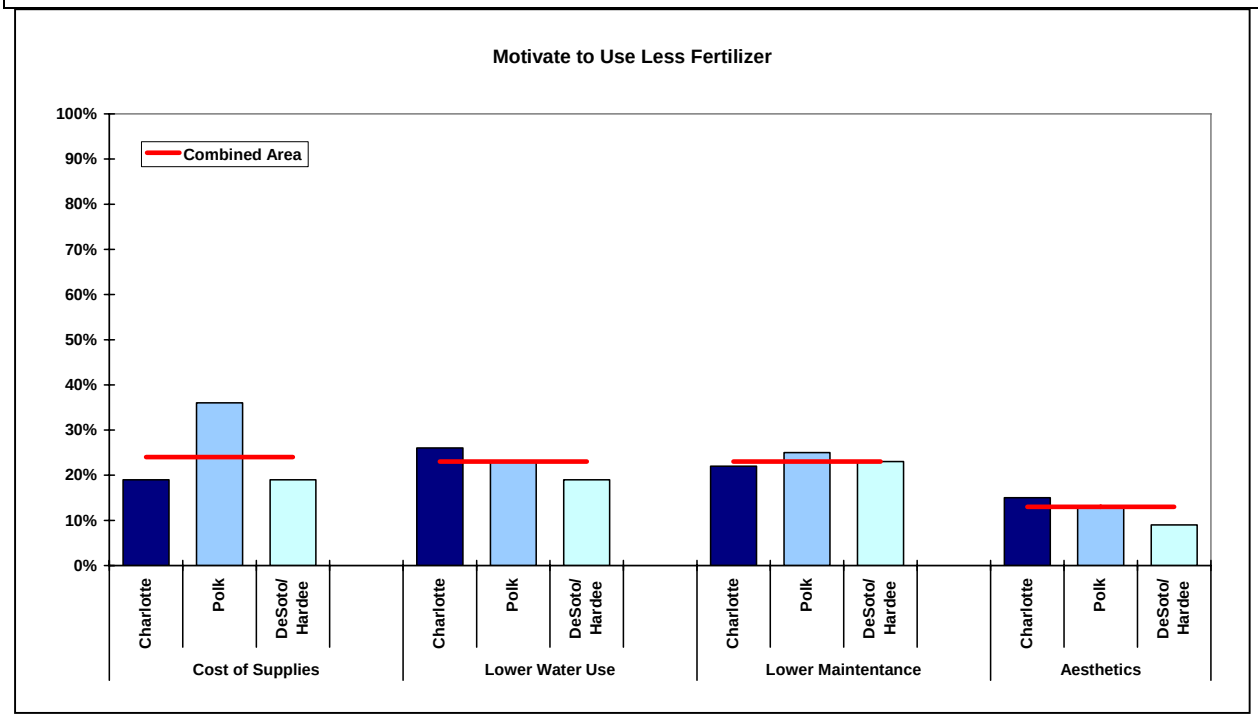
    - The cost of water was an incentive for about one-third of respondents for both lower income (under $25,000) and higher income ($50,000 +) respondents. However, respondents with incomes of $50,000 or greater found lower maintenance, lower water usage, and aesthetics as more attractive as incentives to irrigate less than respondents earning less than $25,000.
      --Cost of Water [Under $25,000 (35%) vs. $50,000 + (31%)]
      -- Lower Maintenance [Under $25,000 (15%) vs. $50,000 + (28%)]
      -- Lower Water Usage [Under $25,000 (34%) vs. $50,000 + (43%)]
      -- Aesthetics [Under $25,000 (6%) vs. $50,000 + (16%)]

    - Gender, and educational level did not appear to affect motivations for irrigating less. Educational level did not appear to be linked to any of the incentives except aesthetics. Here, 10 percent of those completing high school viewed aesthetics as an incentive to irrigate compared to 17 percent of college graduates.

Cost of supplies, lower maintenance and lower water use were equally significant in terms of motivation to use less fertilizer. Twenty- four percent said cost would motivate them to use less fertilizer and lower maintenance and lower water use were both identified by 23 percent. DeSoto/ Hardee County respondents were less motivated by cost of supplies, lower water use and aesthetics than the other areas. In Polk County, cost of supplies was a major incentive for using less fertilizer. Figure 16 compares how the motivating factors to fertilize less affect each area.

Figure 16. Motivating Factors: Fertilize Less

Which of these factors would motivate you to use less fertilizer for your landscape and turf grass areas? [Q13]



- Patterns Associated with Motivating Factors for Less Fertilizing.
    - Cost of supplies is a motivating factor for a greater proportion of respondents:
      -- Living in mobile/ manufactured homes (77%) rather than single-family dwellings (69%);
      -- Under the age of 45 (33%) than 45 + (21%);
      -- Earning under $25,000 (37%) compared to those earning $50,00 + (24%);
      -- Men (28%)are more motivated by cost of supplies than women (19%).

    - Lower maintenance is a motivating factor for a greater proportion of respondents:
      -- Living in mobile/ manufactured homes (88%) rather than single-family dwellings (74%);
      -- Under the age of 55 (31%) than 55 + (18%);
      -- Earning under $25,000 (10%) compared to those earning $50,00 + (31%);

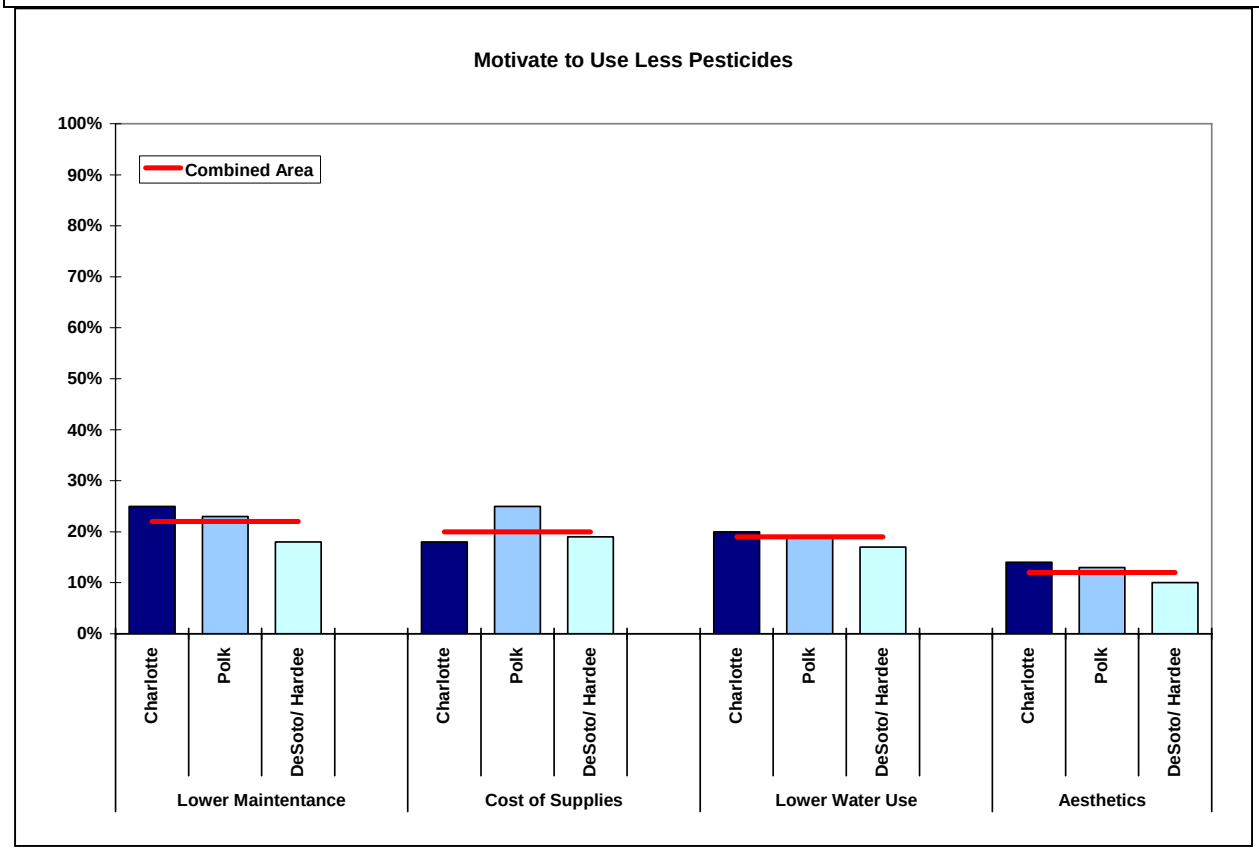
    - No demographic patterns emerged concerning lower water use as a motivating factor for using less fertilizer for landscape or turf grass areas.

    - Aesthetics is an incentive for a greater proportion of respondents living in single-family dwellings than those in mobile/manufactured homes. Aesthetics also motivate those between the ages of 45 and 54 more than other age groups.
      -- Living in mobile/ manufactured homes (13%) rather than single-family dwellings (7%);
      -- Between 45 and 54 (19%) [Under 45 (12%); 55 + (15%)]
      -- Earning $50,000 or more (21%) compared to those earning less than $25,000 (10%);
      -- Women (91%)are more motivated by aesthetics than men (85%).

About a fifth of the respondents consider cost, lower maintenance and lower water use as a motivating factor for using less pesticide. Twenty percent cited cost, 22 percent "lower maintenance" and 19 percent said "lower water use." Only 12 percent said "aesthetics". Cost of supplies is more of a motivating factor in Polk County than for other areas. A smaller proportion of respondents in Hardee/DeSoto viewed lower maintenance an incentive to use fewer pesticides for their landscape and turf grass areas than respondents in the other two areas. Figure 17 compares how the motivating factors to use fewer pesticides affect each area.

Figure 17. Motivating Factors: Use Less Pesticides

Which of these factors would motivate you to use less pesticides for your landscape and turf grass areas? [Q14]



- Patterns Associated with Motivating Factors for Less Pesticide Use.
    - Cost of supplies is a not as much of a motivating factor for respondents 65 years old and older as for other age groups. Men are more responsive to cost of supplies as an incentive to reduce pesticide use than are women.
      -- Under the age of 45 (28%) vs. 45 + (19%);
      -- Earning under $25,000 (24%) compared to those earning $50,00 + (22%);
      -- Men (25%) are more motivated by cost of supplies than women (16%).

    - No demographic patterns emerged concerning lower water use as a motivating factor for using fewer pesticides for landscape or turf grass areas.

    - Respondents living in single-family dwellings, college graduates, and under the age of 65 are more apt to view lower maintenance as an incentive to use fewer pesticides than those residing in mobile/ manufactured homes, high school graduates, and those 65 years old and over. As income increases, so does the proportion of respondents who view lower maintenance as an incentive for reducing use of pesticides.
      -- Living in mobile/ manufactured homes (88%) rather than single-family dwellings (75%);
      -- Under the age of 65 (28%) vs. 65 + (12%);
      -- Earning under $25,000 (10%) compared to those earning $50,00 + (31%);
      -- High School (18%) compared to College (29%)

    - Respondents living in single-family dwellings are more apt to view aesthetics as an incentive to use fewer pesticides than those residing in mobile/ manufactured homes. Aesthetics was a greater incentive for men and those under the age of 55. As income increases, so does the proportion of respondents who view aesthetics as an incentive for reducing use of pesticides.
      -- Living in mobile/ manufactured homes (95%) rather than single-family dwellings (87%);
      -- Under the age of 65 (18%) vs. 55 + (8%);
      -- Earning under $25,000 (3%) compared to those earning $50,00 + (20%);
      -- Men (15%) compared to women (10%)

SEPTIC SYSTEMS

About half of the respondents (51%) reported that they had a septic system. About a third (31%) of these respondents reported that they never inspected their system or only inspected it when there was a problem. However, 21 percent reported inspecting their system on an annual basis and another 18 percent said every 2 to 3 years (see Figure 18a).

Figure 18. Septic Systems

a. How often do you have your septic system inspected? *(Please choose only one)* ***[Q15a]***

Frequency of inspection	Area			All Areas Combined (n=376)
	Charlotte (n=94)	Polk (n=110)	Hardee/DeSoto (n=172)	
Annually	21%	25%	18%	21%
Every 2-to 3 years	22%	16%	17%	18%
Every 4-to 5 years	6%	5%	7%	6%
6 years or more	2%	8%	4%	5%
When there is a problem	15%	11%	20%	16%
Never	12%	10%	19%	15%
Other *(Please specify)* _____	5%	12%	7%	8%
Don't Know	16%	13%	8%	12%

b. What prevents you from having it inspected more frequently?
(Please indicate all that apply)

Motivating Factors:	Area			All Areas Combined (n=376)
	Charlotte (n=94)	Polk (n=110)	Hardee/DeSoto (n=172)	
Time	9%	14%	9%	10%
Cost	22%	36%	28%	29%
Remembering to	11%	16%	16%	14%
Other *(Please Specify)* ____				
Don't think of/see need/ no problem/don't think of it	29%	19%	30%	27%
Don't know why	5%	6%	7%	6%
Low usage/new home	10%	4%	5%	6%
Others take care of	6%	7%	4%	5%
Time sufficient	5%	4%	1%	3%
Use products	0%	0%	6%	3%
Other	1%	2%	4%	2%

In terms of area differences, a higher percentage of Polk County respondents (25%) reported annual inspections than respondents in Charlotte County (21%) and Hardee/Desoto respondents (18%.) Hardee/Desoto respondents (39%) were most likely to say “never” or “only when there is a problem,” compared to Charlotte county (27%) and Polk county (21%) respondents.

Respondents were asked to identify factors that prevented them from having their septic tank inspected more frequently. While cost was identified by 29 percent of all respondents, over half (57%) cited factors other than “time”, “cost” or “remembering to.” Respondents specified “other” factors such as “not seeing the need” or “there is no problem” as a major reason for not inspecting the septic tank more frequently (see Figure 18b).

SECTION 5

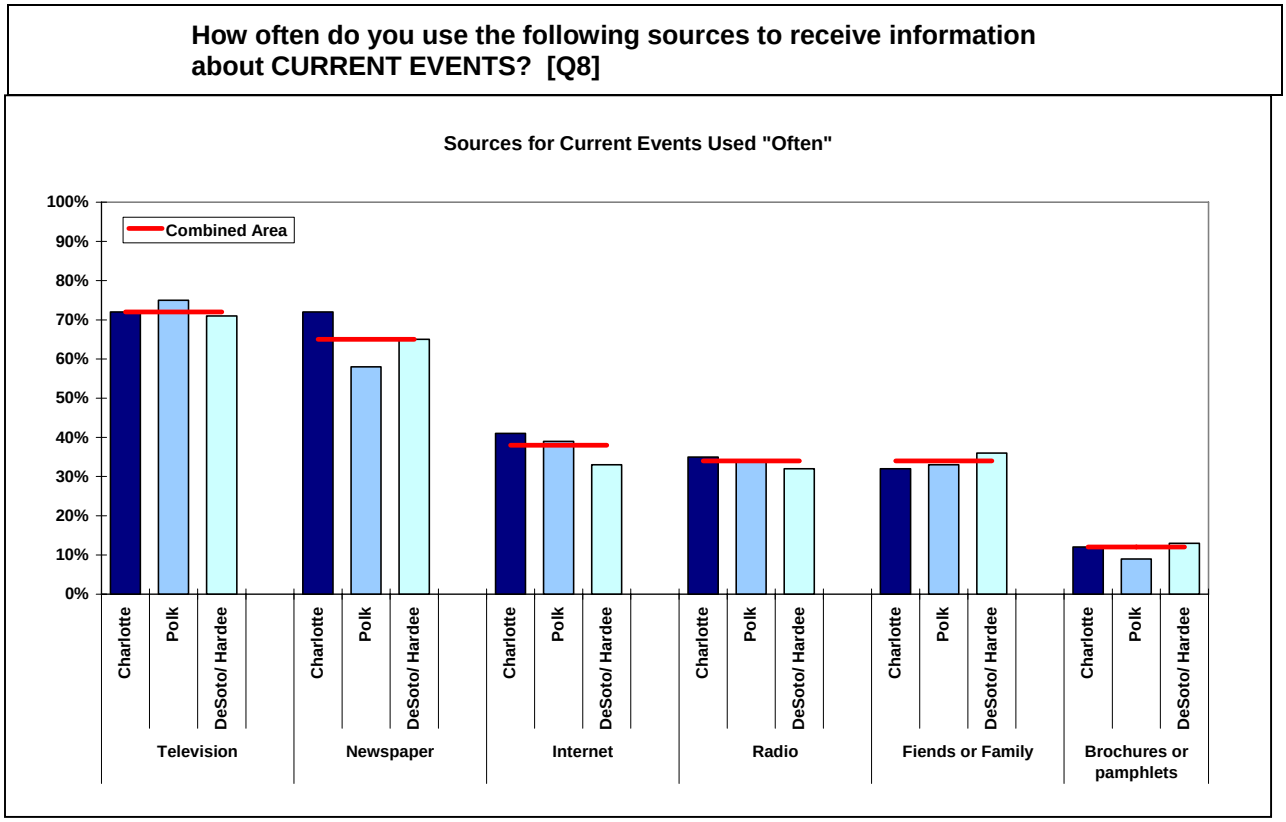
SOURCES OF INFORMATION: CURRENT EVENTS AND WATER RESOURCES

Current Events: Sources of Information

For all three areas respondents reported use of television most frequently, followed by newspapers or print media to obtain information about current events. Respondents appear to be somewhat more reliant on "friends and family" as a source of current events information than radio or the internet. Finally, use of "brochures or pamphlets" often or sometimes was cited by the smallest percentage of respondents. Figure 19 compares the use of various information sources by area.

Charlotte County residents reported using newspaper/ print media at a higher rate (72%) than Polk County (58%), or Hardee/ DeSoto residents (65%). Charlotte County respondents reported using the Internet more often than respondents from the other two areas. Forty-one percent of Charlotte county respondents said they used the Internet "often" compared to respondents from Polk county (39%) and Hardee/ Desoto (33%.)

Figure 19. Sources of Information: Current Events



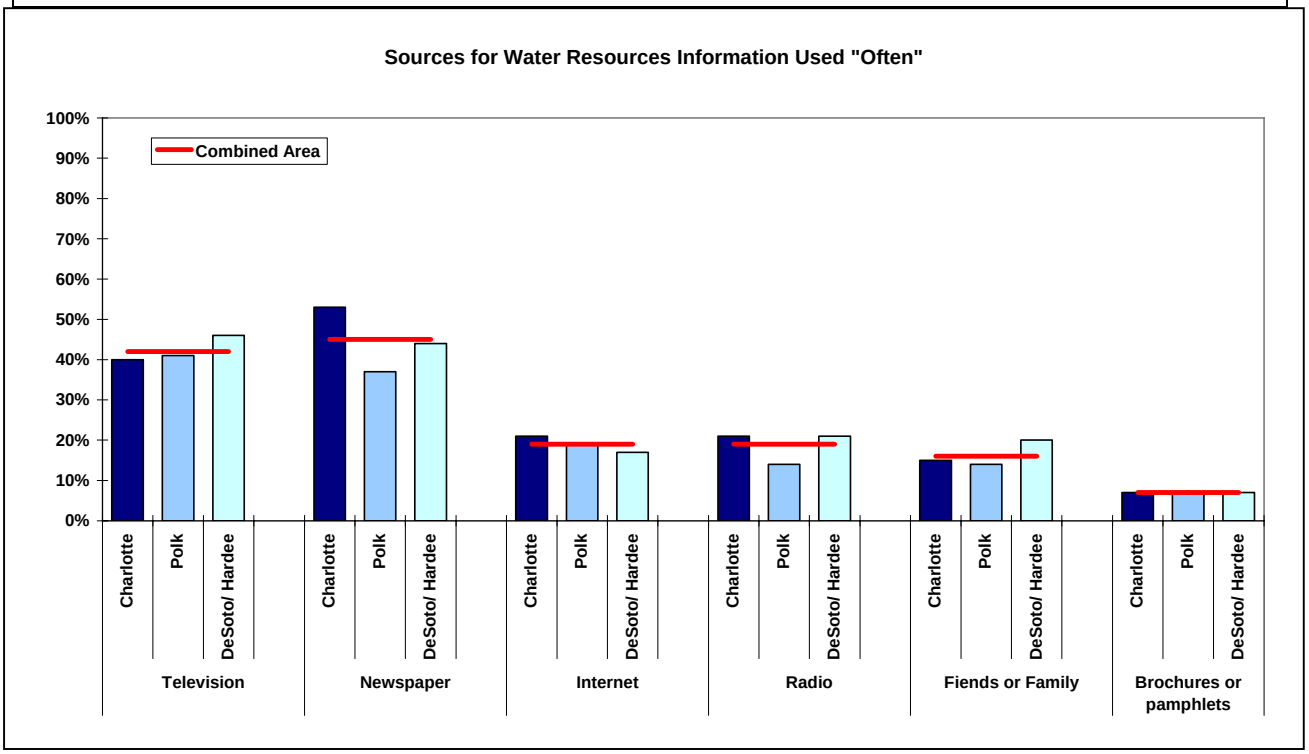
Water Resources: Sources of Information

Overall, respondents across the three areas appear to rely most frequently on "newspapers or print media" or "television" as information sources, followed by "friends and family" and "radio," then the "internet" and "brochures/pamphlets."

Polk County respondents are somewhat less likely to use "newspapers/print media" as a source of water resources information than Charlotte County or Hardee/Desoto respondents. Thirty-seven percent of Polk respondents said they use newspapers/print media "Often" compared to Charlotte county respondents (53%) and Hardee/Desoto respondents (44%.) Use of the Internet as an information source did not vary much by area with 21 percent of Charlotte and Polk county respondents reporting that they used the Internet "Often" and 17 percent of Hardee/Desoto respondents reporting use of the Internet "Often". Figure 20 compares the use of various information sources by area.

Figure 20. Sources of Information: Water Resources

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



Comparing Sources of Information: Current Events and Water Resources

For both current events information and information about water resources respondents appear to rely most on television and newspapers or print media, followed by the internet and radio, then "friends or family", and finally, brochures or pamphlets. Figure 21 compares respondents' reported use of different sources for current events and water resources information.

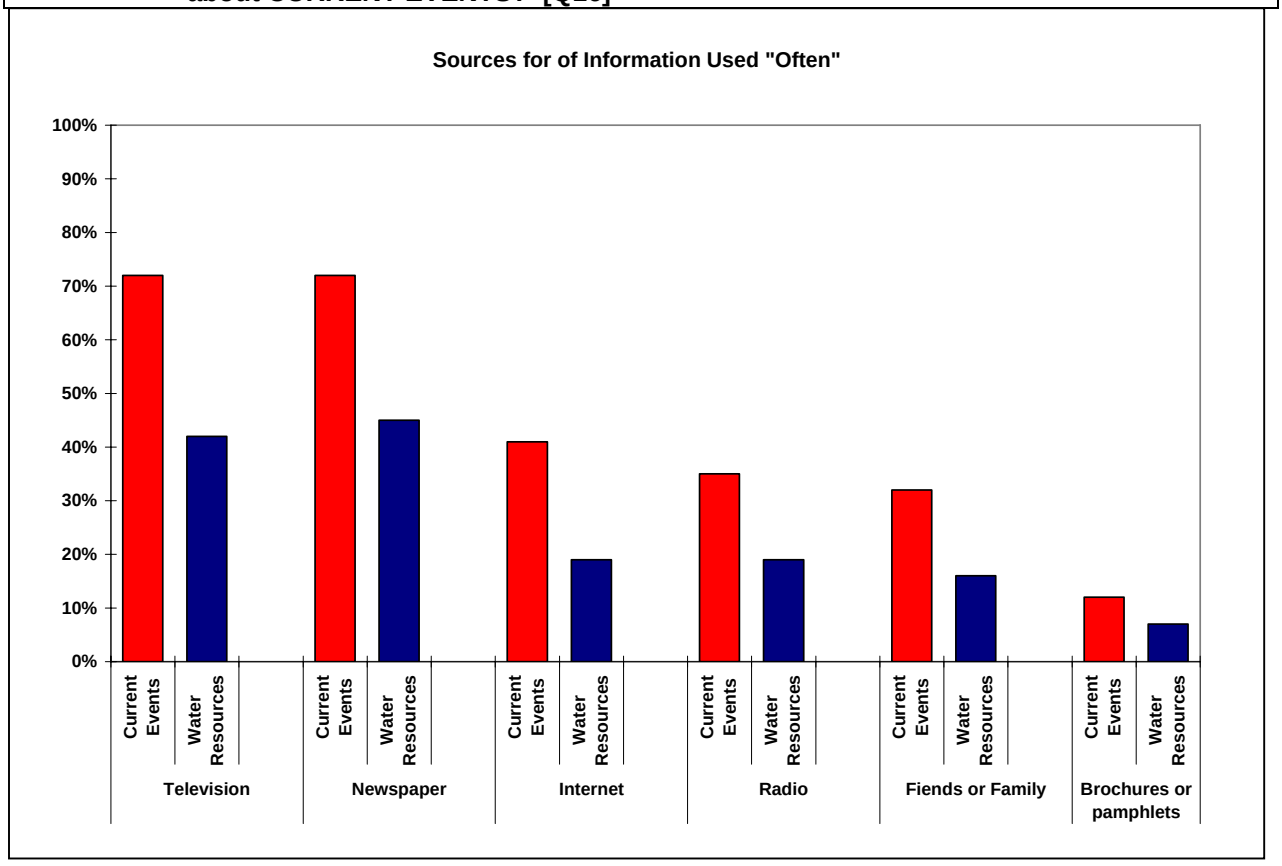
For information on current events, respondents rely on television and newspapers or print media at the same rate with 72 percent reporting that they used these sources "Often." For information on water resources respondents reported using newspapers or print media "Often" at only a slightly higher rate (45%) than they use television (42%).

For current events information a greater percentage reported use of the Internet "Often" (41%), than the radio (35%.) For information on water resources, however, respondents said they used the Internet and the radio at the same rate (19%).

Figure 21. Sources of Information: Current Events and Water Resources

How often do you use the following sources to receive information about CURRENT EVENTS? [Q8]

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



The following differences concerning sources of information were noted.

Television — Use "Often"

- **Residence**. Single-dwelling and manufactured home residents use television often at about the same rates for obtaining information about current events and water resources.

Current Events	Water Resources Information
Single-Family (72%) vs. Manufactured (70%)	Single-Family (43%) vs. Manufactured (44%)

- **Education**. Those with a high school degree were more likely to use television often than those with a college degree.

Current Events	Water Resources Information
High School Graduate (79%) vs. College Degree (63%)	High School Graduate (50%) vs. College Degree (38%)

- **Internet Access.** Those without Internet access at home tend to use the television often as a source of information more than those who have Internet access.

Current Events	Water Resources Information
Internet at Home (70%) vs. No Internet at Home (77%)	Internet at Home (40%) vs. No Internet at Home (50%)

- **Age**. Older respondents tend to use television often as a source of information more than younger respondents.

Current Events	Water Resources Information
Under 65 (70%) vs. 65+ (77%)	Under 65 (40%) vs. 65+ (48%)

- **Income**. Respondents with lower incomes tend to use television often as a source of information; this pattern is more pronounced with respect to obtaining information about water resources.

Current Events	Water Resources Information
< $25,000 (73%) vs. $50,00 + (68%)	< $25,000 (53%) vs. $50,00 + (42%)

- **Gender**. Women use television more often to obtain information about current events than men; men and women obtain information about water policy from television at about the same rate.

Current Events	Water Resources Information
Men (67%) vs. Women (78%)	Men (41%) vs. Women (43%)

- **Area**. Respondents in Polk County use television slightly more than the other areas as a source for current events; Hardee/ DeSoto respondents obtain information about water resources via the television slightly more than those in other areas.

Current Events	Water Resources Information
Charlotte (72%). Polk (75%) Hardee/ Desoto (71%)	Charlotte (40%). Polk (41%) Hardee/ Desoto (46%)

Newspapers and Other Print Media — Use "Often"

- **Residence**. Type of residence does not affect how often respondents use newspapers to obtain information about current events or water policy.

Current Events	Water Resources Information
Single-Family (66%) vs. Manufactured (64%)	Single-Family (47%) vs. Manufactured (45%)

- **Education**. Those with a college or graduate degree were more likely to use newspapers or other printed material as an information source than those with an educational level of high school or less.

Current Events	Water Resources Information
High School Graduate (59%) vs. College Degree (68%)	High School Graduate (42%) vs. College Degree (51%)

- **Internet Access.** Those with Internet access at home were more likely to use newspapers or other printed material as an information source than those without Internet access. This difference is more pronounced with respect to obtaining information about current events.

Current Events	Water Resources Information
Internet at Home (68%) vs. No Internet at Home (56%)	Internet at Home (47%) vs. No Internet at Home (42%)

- **Age**. Older respondents obtain current events and water resource information from newspapers in higher proportions than younger respondents.

Current Events	Water Resources Information
Under 65 (54%) vs. 65+ (77%)	Under 65 (38%) vs. 65+ (57%)

- **Income**. Respondents with higher incomes tend to use newspapers often as a source of information.

Current Events	Water Resources Information
< $25,000 (51%) vs. $50,00 + (75%)	< $25,000 (31%) vs. $50,00 + (54%)

- **Gender**. Men and women use newspapers "Often" as a source of information about the same.

Current Events	Water Resources Information
Men (66%) vs. Women (63%)	Men (48%) vs. Women (42%)

- **Area**. Respondents in Charlotte County use newspapers and other printed material more as a source of information than those in other areas.

Current Events	Water Resources Information
Charlotte (72%). Polk (58%) Hardee/ Desoto (65%)	Charlotte (58%). Vs Polk (37%) Hardee/ Desoto (44%)

Internet — Use "Often"

- **Residence**. Respondents living in single-family dwellings obtain information from the Internet more than those living in manufactured homes.

Current Events	Water Resources Information
Single-Family (39%) vs. Manufactured (29%)	Single-Family (20%) vs. Manufactured (12%)

- **Education**. Those with a college degree are more likely to use the Internet as an information source than those with a high school degree.

Current Events	Water Resources Information
High School Graduate (32%) vs. College Degree (44%)	High School Graduate (18%) vs. College Degree (22%)

- **Internet Access.** Respondents with Internet access at home are far more likely to obtain information about current events and water resources from the Internet than those without home Internet connections.

Current Events	Water Resources Information
Internet at Home (51%) vs. No Internet at Home (8%)	Internet at Home (26%) vs. No Internet at Home (3%)

- **Age**. Younger respondents use the Internet often as a source of information far more than older ones.

Current Events	Water Resources Information
Under 65 (46%) vs. 65+ (22%)	Under 65 (22%) vs. 65+ (14%)

- **Income**. Respondents with higher incomes tend to use Internet "Often" as a source of information.

Current Events	Water Resources Information
< $25,000 (25%) vs. $50,00 + (48%)	< $25,000 (12%) vs. $50,00 + (24%)

- **Gender**. Men and women use the Internet "Often" as a source of information about the same.

Current Events	Water Resources Information
Men (39%) vs. Women (36%)	Men (21%) vs. Women (17%)

- **Area**. Respondents in Charlotte County use the Internet more as a source of information than those in other areas.

Current Events	Water Resources Information
Charlotte (72%). Polk (58%) Hardee/ Desoto (65%)	Charlotte (21%). Polk (19%) Hardee/ Desoto (17%)

Radio — Use "Often"

- **Residence**. Respondents living in single-family dwellings obtain information "Often" from the Radio more than those living in manufactured homes.

Current Events	Water Resources Information
Single-Family (36%) vs. Manufactured (28%)	Single-Family (20%) vs. Manufactured (16%)

- **Education**. There is not much difference between those with high school and college degrees "Often" using the radio as a source of information for current events or water policy.

Current Events	Water Resources Information
High School Graduate (32%) vs. College Degree (36%)	High School Graduate (18%) vs. College Degree (21%)

- **Internet Access.** There is not much difference between those with Internet access at home and no Internet using the radio as a source of information for current events or water policy.

Current Events	Water Resources Information
Internet at Home (34%) vs. No Internet at Home (32%)	Internet at Home (20%) vs. No Internet at Home (18%)

- **Age**. Younger respondents obtain current events and water resource information from the radio in higher proportions than older respondents. There is no difference between young and old respondents in terms of obtaining information about water policy from the radio.

Current Events	Water Resources Information
Under 65 (37%) vs. 65+ (28%)	Under 65 (20%) vs. 65+ (19%)

- **Income**. Old and young respondents use the radio "Often" to obtain information about current events or water resources and about the same rate.

Current Events	Water Resources Information
< $25,000 (35%) vs. $50,00 + (37%)	< $25,000 (20%) vs. $50,00 + (22%)

- **Gender**. Men and women use the radio "Often" as a source of information about the same.

Current Events	Water Resources Information
Men (34%) vs. Women (34%)	Men (20%) vs. Women (18%)

- **Area**. There is little difference among the areas with respect to obtaining information.

Current Events	Water Resources Information
Charlotte (36%).. Polk (34%) Hardee/ Desoto (32%)	Charlotte (21%). Polk (14%) Hardee/ Desoto (21%)

Family and Friends— Use "Often"

- **Residence**. Type of residence does not affect how often respondents rely on family and friends to obtain information about current events or water policy.

Current Events	Water Resources Information
Single-Family (33%) vs. Manufactured (37%)	Single-Family (17%) vs. Manufactured (14%)

- **Education**. Those with a high school degree were more likely to use family and friends "Often" as an information source than those with a college degree.

Current Events	Water Resources Information
High School Graduate (35%) vs. College Degree (28%)	High School Graduate (22%) vs. College Degree (10%)

- **Internet Access.** Those with Internet access at home were more likely to rely on friends or family as an information source for current events than those without Internet access. This difference disappears with respect to obtaining information about water policy.

Current Events	Water Resources Information
Internet at Home (36%) vs. No Internet at Home (28%)	Internet at Home (16%) vs. No Internet at Home (18%)

- **Age**. There are no age differences concerning the use of family and friends as a source of information.

Current Events	Water Resources Information
Under 65 (33%) vs. 65+ (30%)	Under 65 (19%) vs. 65+ (13%)

- **Income**. There are no income differences concerning the use of family and friends as a source of information for current events. Lower income respondents use family and friends more than those with higher incomes as a source of information about water resources.

Current Events	Water Resources Information
< $25,000 (30%) vs. $50,00 + (32%)	< $25,000 (22%) vs. $50,00 + (13%)

- **Gender**. Men and women use the family and friends "Often" as a source of information about the same.

Current Events	Water Resources Information
Men (31%) vs. Women (37%)	Men (14%) vs. Women (18%)

- **Area**. There are little differences among the areas with respect to family or friends to obtain information.

Current Events	Water Resources Information
Charlotte (32%). Polk (33%) Hardee/ Desoto (36%)	Charlotte (15%). Polk (14%) Hardee/ Desoto (20%)

Brochures or Pamphlets — Use "Often"

- **Residence**. There are no differences between respondents living in single-family dwellings and manufactured home concerning the use of brochures or pamphlets as a source of information for current events compared to some difference for water resources.

Current Events	Water Resources Information
Single-Family (12%) vs. Manufactured (11%)	Single-Family (26%) vs. Manufactured (19%)

- **Education**. Educational level does not affect the use of brochures or pamphlets as a source of information.

Current Events	Water Resources Information
High School Graduate (10%) vs. College Degree (13%)	High School Graduate (8%) vs. College Degree (4%)

- **Internet Access.** Internet access at home does not affect the use of brochures or pamphlets as a source of information.

Current Events	Water Resources Information
Internet at Home (12%) vs. No Internet at Home (11%)	Internet at Home (7%) vs. No Internet at Home (7%)

- **Age**. Age does not affect the use of brochures or pamphlets as a source of information.

Current Events	Water Resources Information
Under 65 (10%) vs. 65+ (13%)	Under 65 (7%) vs. 65+ (6%)

- **Income.** There are no income differences concerning the use of brochures or pamphlets as a source of information.

Current Events	Water Resources Information
< $25,000 (10%) vs. $50,00 + (11%)	< $25,000 (7%) vs. $50,00 + (7%)

- **Gender**. Men and women use the brochures and pamphlets "Often" as a source of information about the same.

Current Events	Water Resources Information
Men (11%) vs. Women (11%)	Men (6%) vs. Women (7%)

- **Area**. There is little difference among the areas with respect to brochures and pamphlets to obtain information.

Current Events	Water Resources Information
Charlotte (12%). Polk (9%) Hardee/ Desoto (13%)	Charlotte (7%). Polk (7%) Hardee/ Desoto (7%)

APPENDIX A. Telephone Survey Instrument

PEACE RIVER TELEPHONE SURVEY

Watersheds and the Peace River

FIRST, I WOULD LIKE TO ASK YOU SOME QUESTIONS ABOUT NATURAL RESOURCES IN YOUR AREA AND YOUR OPINIONS ABOUT THEM.

---

1. As far as you know do you live in a watershed?

☐ Yes - *Please answer the following:*

What is the name of your watershed? _____

☐ No

☐ Don't Know

Do not ask but record

☐ Refused

---

2. Would you say you are very concerned, somewhat concerned or not at all concerned about water resources in central Florida? (*Please ✓ only one)*

☐ Very concerned

☐ Somewhat concerned

☐ Not at all concerned

Do not ask but record

☐ Don't know

☐ Refused

3. Do you have a stream, lake, river or other water body on or adjacent to your residence?
(Please ✓ only one)

☐ Yes

☐ No

Do not ask but record

☐ Don't know

☐ Refused

4. Which of the following do you consider the <u>MAIN</u> source of pollution for the Peace River?
(Please ✓ only one)

☐ Industry

☐ Stormwater runoff

☐ Recreational activities

☐ Reduction of natural areas

Do not ask but record

☐ Don't know

☐ Refused

5. Do you feel your local environment has become MORE or LESS DESIRABLE? Would you say? *(Please ✓ only one)*

☐ Significantly more desirable

☐ Somewhat more desirable

☐ No change

☐ Somewhat less desirable

☐ Significantly less desirable

Do not ask but record

☐ Don't know

☐ Refused

6. Which of the following activities would you be willing to do to protect your watershed? Or are you already doing?

Willing to?	Already doing	YES	NO	If no, why?
Reduce water use	☐	☐	☐	
Reduce use of fertilizers and pesticides	☐	☐	☐	
Reduce turf areas	☐	☐	☐	
Inspect septic tank on regular basis	☐	☐	☐	
Avoid littering	☐	☐	☐	

7a. **Can pollution in stormwater runoff in your neighborhood affect Charlotte Harbor?** *(Please ✓ only one)* ***[DeSoto, Hardee, Polk counties]***

☐ Yes

☐ No

Do not ask but record

☐ Don't know/refused

7b1. **Do you think activities taking place in Polk and Hardee counties can impact Charlotte Harbor?** *(Please ✓only one)* ***[Charlotte County]***

☐ Yes

☐ No

Do not ask but record

☐ Don't know/refused

7b2. **Do you think activities taking place in DeSoto County impact Charlotte Harbor?** *(Please ✓ only one)* ***[Charlotte County]***

☐ Yes

☐ No

Do not ask but record

☐ Don't know/refused

8. **How often do you use the following sources to receive information about CURRENT EVENTS?**

	OFTEN	SOMETIMES	SELDOM	NEVER	DON'T KNOW	REFUSED
Newspapers or print media	☐	☐	☐	☐	☐	☐
Internet	☐	☐	☐	☐	☐	☐
Radio	☐	☐	☐	☐	☐	☐
Television	☐	☐	☐	☐	☐	☐
Brochures or pamphlets	☐	☐	☐	☐	☐	☐
Friends or family	☐	☐	☐	☐	☐	☐

Practices and Opinions

I WOULD LIKE TO ASK YOU A FEW QUESTIONS ABOUT YOUR LAWN AND HOW YOU TAKE CARE OF IT.

---

9. When considering the landscape around your home, how important is turf or grass?
(Please ✓ all that apply)

- ☐ Very important
- ☐ Somewhat important
- ☐ Not important at all
- ☐ No opinion

Do not ask but record

- ☐ Refused

---

10. For an attractive landscape, what percent should be turf or grass? *(Please ✓ one)*

☐ 100%	☐ 60%	☐ 20%
☐ 90%	☐ 50%	☐ 10%
☐ 80%	☐ 40%	☐ No turf or grass
☐ 70%	☐ 30%	

Do not ask but record

- ☐ Refused

---

11. Do you have a lawn/landscape area adjacent to your home that you or someone you hire maintains?

☐ Yes - Please answer the following:

a. How often do you or your lawn service do the following?

Water your lawn Frequency: _____

Fertilize your lawn Frequency: _____

Apply pesticides Frequency: _____

Bag lawn clippings Frequency: _____

b. Are you familiar with Florida-friendly landscaping?
Components include: Placing the right plant in the right place, watering efficiently, fertilize appropriately, use mulch, attract wildlife, control yard pests responsibly, recycle, reduce stormwater runoff and protect waterways.

- ☐ Yes
- ☐ Somewhat
- ☐ No

Do not ask but record

☐ Don't know

☐ Refused

☐ No SKIP TO QUESTION 15

---

12. Which of these factors would motivate you to irrigate less of your landscape and turf grass areas? (*Please ✓ all that apply)*

☐ Cost of water

☐ Aesthetics

☐ Lower maintenance

☐ Lower water use

Do not ask but record

☐ Don't know

☐ Refused

---

13. Which of these factors would motivate you to use less fertilizer for your landscape and turf grass areas? *(Please ✓ all that apply)*

☐ Cost of supplies

☐ Aesthetics

☐ Lower maintenance

☐ Lower water use

Do not ask but record

☐ Don't know

☐ Refused

---

14. Which of these factors would motivate you to use less pesticides for your landscape and turf grass areas? *(Please ✓ all that apply)*

☐ Cost supplies

☐ Aesthetics

☐ Lower maintenance

☐ Lower water use

Do not ask but record

☐ Don't know

☐ Refused

15. Do you have a septic system?

☐ Yes - *Please answer the following:*

a. How often do you have your septic system inspected? *(Please choose only one)*

☐ Annually

☐ Every 2-to 3 years

☐ Every 4-to 5 years

☐ 6 years or more

☐ When there is a problem

☐ Never

☐ Other *(Please specify)* _____

Do not ask but record

☐ Don't Know

☐ Refused

b. What prevents you from having it inspected more frequently?
(Please ✓ all that apply)

☐ Time

☐ Cost

☐ Remembering to

☐ Other *(Please Specify)* _____

☐ No

☐ Don't know

Do not ask but record

☐ Refused

Sources of Information

I WOULD LIKE TO ASK YOU A COUPLE OF QUESTIONS ABOUT HOW YOU OBTAIN INFORMATION.

16. How often do you use the following sources to receive information about water resources?

	OFTEN	SOMETIMES	SELDOM	NEVER	DON'T KNOW	REFUSED
Newspapers or print media	☐	☐	☐	☐	☐	☐
Internet	☐	☐	☐	☐	☐	☐
Radio	☐	☐	☐	☐	☐	☐
Television	☐	☐	☐	☐	☐	☐
Brochures or pamphlets	☐	☐	☐	☐	☐	☐
Friends or family	☐	☐	☐	☐	☐	☐

Demographic Information

FINALLY, I HAVE A FEW DEMOGRAPHIC QUESTIONS.

---

17. What type of home do you live in? *(Please ✓only one)*

- ☐ Single-family house
- ☐ Apartment
- ☐ Condominium/townhouse
- ☐ Mobile/manufactured home
- ☐ Duplex
- ☐ Other *(Please Specify)* _____

Do not ask but record

- ☐ Refused

---

18. Do you have internet access at home? *(Please ✓only one)*

- ☐ Yes
- ☐ No

Do not ask but record

- ☐ Refused

---

19. What is the highest level of education you have completed? *(Please ✓only one)*

- ☐ Less than high school
- ☐ High school graduate/GED
- ☐ Associate/2-year degree
- ☐ Bachelor/4-year degree
- ☐ Post graduate
- ☐ Other *(Please Specify)* _____

Do not ask but record

- ☐ Refused

---

20. What is your age? *(Please ✓only one)*

- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 54 to 54
- ☐ 55 to 64
- ☐ 65 and older

Do not ask but record

- ☐ Refused

21. What was your total annual household income before taxes in 2004? *(Please ✓only one)*

- ☐ < $24,999
- ☐ $25,000 - $34,999
- ☐ $35,000 - $49,999
- ☐ $50,000 - $74,999
- ☐ $75,000 >

Do not ask but record

- ☐ Refused

DO NOT ASK BUT RECORD

22. What is your gender? *(Please ✓only one)*

- ☐ Male
- ☐ Female

Do not ask but record

- ☐ Refused

THAT IS ALL THE QUESTIONS I HAVE. THANK YOU FOR YOUR TIME.

APPENDIX B. Area Comparisons

Watersheds and the Peace River

FIRST, I WOULD LIKE TO ASK YOU SOME QUESTIONS ABOUT NATURAL RESOURCES IN YOUR AREA AND YOUR OPINION OF THEM.

1. As far as you know, do you live in a watershed?	Area			All Areas Combined (n=745)
	Charlotte (n=255)	Polk (n=233)	Hardee/DeSoto (n=257)	
Yes	39%	21%	26%	29%
No	28%	39%	35%	34%
Don't Know	33%	40%	39%	37%

2. Would you say that you are very concerned, somewhat concerned, or not at all concerned about the water resources in central Florida?				
Concern About Water Resources in Central Florida	Area			All Areas Combined (n=745)
	Charlotte (n=255)	Polk (n=233)	Hardee/DeSoto (n=257)	
Very concerned	55%	46%	53%	51%
Somewhat concerned	37%	38%	36%	37%
Not at all concerned	7%	15%	10%	11%
Don't know / No Opinion	1%	2%	1%	2%

3. Do you have a stream, lake, river or other water body on or adjacent to your residence?	Area			All Areas Combined (n=745)
	Charlotte (n=255)	Polk (n=233)	Hardee/DeSoto (n=257)	
Yes	52%	39%	48%	46%
No	47%	61%	52%	53%
Don't Know	1%	0%	.4%	1%

4. Which of the following do you consider the MAIN source of pollution for the Peace River?	Area			All Areas Combined (n=745)
	Charlotte (n=255)	Polk (n=233)	Hardee/DeSoto (n=257)	
Industry	33%	29%	32%	32%
Stormwater runoff	33%	29%	33%	32%
Recreational activities	5%	4%	4%	4%
Reduction of natural areas	19%	20%	21%	20%
Don't Know	10%	18%	10%	12%

5. Do you feel your local environment has become MORE or LESS DESIRABLE? Would you say	Area			All Areas Combined (n=745)
	Charlotte (n=255)	Polk (n=233)	Hardee/DeSoto (n=257)	
Significantly more desirable	9%	10%	6%	8%
Somewhat more desirable	20%	15%	17%	17%
No change	23%	22%	23%	23%
Somewhat less desirable	30%	34%	33%	32%
Significantly less desirable	16%	16%	20%	18%
Don't know	3%	3%	2%	3%

6. Which of the following activities would you be willing to do to protect your watershed? Or are you already doing this?

Willing to?	Area									All Areas Combined (n=745)		
	Charlotte (n=255)			Polk (n=233)			Hardee/DeSoto (n=257)					
	Already doing	YES	NO	Already doing	YES	NO	Already doing	YES	NO	Already doing	YES	NO
Reduce water use	57%	40%	4%	60%	34%	7%	53%	39%	8%	56%	38%	6%
Reduce use of fertilizers and pesticides	38%	46%	16%	34%	46%	19%	38%	45%	16%	37%	46%	17%
Reduce turf areas	17%	47%	36%	16%	42%	42%	17%	42%	41%	17%	44%	40%
Inspect septic tank on regular basis*	31%	51%	19%	27%	54%	20%	30%	52%	19%	29%	52%	19%
Avoid littering	62%	38%	0%	55%	44%	1%	55%	45%	1%	57%	42%	1%

7	Can pollution in stormwater runoff in your neighborhood affect Charlotte Harbor? *[DeSoto, Hardee, Polk counties]*	Area	
		Polk (n=233)	Hardee/DeSoto (n=257)
	Yes	25%	60%
	No	42%	25%
	Don't Know	34%	15%

7b1	Do you think activities taking place in Polk and Hardee counties can impact Charlotte Harbor? *[Charlotte County)*	Area
		Charlotte (n=254)
	Yes	71%
	No	3%
	Don't Know	26%

7b2	Do you think activities taking place in DeSoto County impact Charlotte Harbor? *(Please ✓only one)* ***[Charlotte County]***	Area
		Charlotte (n=253)
	Yes	75%
	No	2%
	Don't Know	24%

8. How often do you use the following sources to receive information about current events?															
Information on Current Events	Area														
	Charlotte (n=248)					Polk (n=228)					Hardee/DeSoto (n=244)				
	Often	Sometimes	Seldom	Never	Don't know	Often	Sometimes	Seldom	Never	Don't know	Often	Sometimes	Seldom	Never	Don't know
Newspapers or print media	72%	15%	9%	4%	0%	58%	18%	11%	12%	0%	65%	20%	10%	5%	.4%
Internet	41%	19%	17%	23%	.4%	39%	13%	11%	37%	0%	33%	18%	12%	36%	0%
Radio	36%	29%	23%	12%	0%	34%	23%	25%	18%	0%	32%	32%	22%	14%	0%
Television	72%	22%	5%	1%	0%	75%	18%	5%	2%	0%	71%	21%	7%	1%	0%
Brochures or pamphlets	12%	30%	27%	21%	0%	9%	25%	35%	29%	1%	13%	27%	28%	31%	1%
Friends or family	32%	31%	25%	11%	.4%	33%	30%	20%	16%	2%	36%	35%	16%	13%	1%

Practices and Opinions

I WOULD LIKE TO ASK YOU A FEW QUESTIONS ABOUT YOUR LAWN AND HOW YOU TAKE CARE OF IT.

9. When considering the landscape around your home, how important is turf or grass?				
	Area			All Areas Combined (n=745)
	Charlotte (n=255)	Polk (n=233)	Hardee/DeSoto (n=257)	
Very Important	37%	52%	50%	46%
Somewhat Important	42%	36%	38%	39%
Not Important	17%	8%	7%	11%
No opinion/Don't Know	5%	3%	6%	5%

10. **For an attractive landscape, what percent should be turf or grass?** *(Please ✓ one)*				
	Area			**All Areas Combined (n=745)**
	Charlotte (n=250	**Polk (n=231)**	**Hardee/DeSoto (n=253)**	
100%	11%	13%	12%	12%
90%	7%	8%	14%	10%
80%	14%	17%	17%	16%
70%	14%	14%	13%	14%
60%	7%	8%	13%	9%
50%	17%	14%	13%	15%
40%	6%	6%	3%	5%
30%	5%	6%	4%	5%
20%	4%	4%	2%	3%
10%	4%	4%	2%	3%
No turf or grass	6%	2%	3%	3%
Don't Know	7%	6%	6%	6%

11.	Do you have a lawn/landscape area adjacent to your home that you or someone you hire maintains? YES- Please answer the following				
		Area			All Areas Combined (n=745)
		Charlotte (n=255)	Polk (n=233)	Hardee/DeSoto (n=257)	
	Yes	78%	75%	74%	76%
	No	22%	25%	26%	24%

11a1	How often do you or your lawn service water your lawn?				
		Area			All Areas Combined (n=556)
	FREQUENCY	Charlotte (n=194)	Polk (n=174)	Hardee/DeSoto (n=188)	
	Never	41%	31%	48%	40%
	Every other week	4%	3%	1%	3%
	Every week	20%	12%	10%	14%
	Twice a week	11%	21%	7%	13%
	Every other day	4%	8%	3%	5%
	Daily	1%	1%	1%	1%
	Depends/When Needed	7%	9%	9%	8%
	Not often	6%	10%	13%	10%
	Let rain	4%	3%	4%	4%
	Irrigation	1%	1%	0%	1%
	Once a month	2%	1%	4%	2%

11a2 HOW OFTEN DO YOU OR YOUR LAWN SERVICE FERTILIZE YOUR LAWN?				
	Area			All Areas Combined (n=557)
FREQUENCY PER YEAR	Charlotte (n=196)	Polk (n=173)	Hardee/DeSoto (n=188)	
Never	39%	37%	48%	41%
1	12%	9%	17%	13%
2	15%	20%	17%	17%
3	4%	6%	1%	3%
4	9%	10%	5%	8%
6	4%	2%	1%	2%
8	1%	0%	0%	1%
12	3%	3%	3%	3%
24	1%	2%	1%	1%
52	0%	0%	1%	0%
Depends	0%	2%	1%	1%
Seldom	6%	2%	4%	4%
Other	1%	0%	0%	1%
Don’t know	5%	6%	3%	5%

11a3 HOW OFTEN DO YOU OR YOUR LAWN SERVICE APPLY PESTICIDES?				
	Area			All Areas Combined (n=558)
FREQUENCY PER YEAR	Charlotte (n=196)	Polk (n=174)	Hardee/DeSoto (n=188)	
Never	42%	37%	56%	45%
1	5%	9%	7%	7%
2	10%	9%	6%	8%
3	5%	3%	1%	3%
4	9%	13%	4%	8%
6	3%	2%	3%	3%
12	3%	3%	3%	3%
24	1%	1%	2%	1%
52	2%	1%	1%	1%
Depends	4%	6%	4%	5%
Seldom	7%	4%	5%	5%
Bugs/Fire ants	4%	6%	5%	4%
Other	1%	0%	1%	1%
Don’t know	7%	8%	2%	6%

11a4 How often do you or your lawn service bag lawn clippings?

FREQUENCY PER YEAR	Area			All Areas Combined (n=561)
	Charlotte (n=198)	Polk (n=174)	Hardee/DeSoto (n=189)	
Every time/weekly	15%	22%	11%	16%
Mulch	9%	6%	4%	6%
Maintenance Does it	1%	0%	0%	1%
Every Month	3%	6%	2%	3%
Rarely	6%	4%	9%	7%
Often	2%	1%	4%	3%
When Necessary	1%	1%	1%	1%
Never	62%	51%	69%	61%
Don't Know	3%	6%	2%	4%

11b. Are you familiar with Florida-friendly landscaping?
***Components include: Placing the right plant in the right place, watering efficiently, fertilize appropriately, use mulch, attract wildlife, control yard pests responsibly, recycle, reduce stormwater runoff and protect waterways*.**

	Area			All Areas Combined (n=563)
	Charlotte (n=199)	Polk (n=174)	Hardee/DeSoto (n=190)	
Yes	39%	17%	31%	30%
Somewhat	19%	16%	14%	16%
No	40%	67%	54%	53%
Don't Know	2%	1%	2%	1%

12. Which of these factors would motivate you to irrigate less of your landscape and turf grass areas? (*Please ✓all that apply*

Motivating Factors:	Area			All Areas Combined (n=564)
	Charlotte (n=199)	Polk (n=174)	Hardee/DeSoto (n=191)	
Cost of water	32%	40%	22%	31%
Aesthetics	16%	14%	9%	13%
Lower maintenance	25%	26%	21%	24%
Lower water use	42%	36%	35%	38%

13. Which of these factors would motivate you to use less fertilizer for your landscape and turf grass areas? *(Please ✓all that apply Please ✓all that apply*

Motivating Factors:	Area			All Areas Combined (n=564)
	Charlotte (n=199)	Polk (n=174)	Hardee/DeSoto (n=191)	
Cost of supplies	19%	36%	19%	24%
Aesthetics	15%	13%	9%	13%
Lower maintenance	22%	25%	23%	23%
Lower water use	26%	23%	19%	23%

14. Which of these factors would motivate you to use less pesticides for your landscape and turf grass areas? *(Please ✓all that apply)*

Motivating Factors:	Area			All Areas Combined (n=564)
	Charlotte (n=199)	Polk (n=174)	Hardee/DeSoto (n=191)	
Cost of supplies	18%	25%	19%	20%
Aesthetics	14%	13%	10%	12%
Lower maintenance	25%	23%	18%	22%
Lower water use	20%	19%	17%	19%

15. Do you have a septic system? Yes- Please answer the following

	Area			All Areas Combined (n=739)
	Charlotte (n=253)	Polk (n=227)	Hardee/DeSoto (n=257)	
Yes	37%	38%	67%	51%
No	62%	51%	33%	49%

15a. How often do you have your septic system inspected? *(Please choose only one)*

Frequency of inspection	Area			All Areas Combined (n=376)
	Charlotte (n=94)	Polk (n=110)	Hardee/DeSoto (n=172)	
Annually	21%	25%	18%	21%
Every 2-to 3 years	22%	16%	17%	18%
Every 4-to 5 years	6%	5%	7%	6%
6 years or more	2%	8%	4%	5%
When there is a problem	15%	11%	20%	16%
Never	12%	10%	19%	15%
Other *(Please specify)* _____	5%	12%	7%	8%
Don't Know	16%	13%	8%	12%

15b. What prevents you from having it inspected more frequently? *(Please indicate all that apply)*

Motivating Factors:	Area			All Areas Combined (n=376)
	Charlotte (n=94)	Polk (n=110)	Hardee/DeSoto (n=172)	
Time	9%	14%	9%	10%
Cost	22%	36%	28%	29%
Remembering to	11%	16%	16%	14%
Other *(Please Specify)* _____				
Don't think of/see need/ no problem/don't think of it	29%	19%	30%	27%
Don't know why	5%	6%	7%	6%
Time sufficient	5%	4%	1%	3%
Low usage/new home	10%	4%	5%	6%
Others take care of	6%	7%	4%	5%
Use products	0%	0%	6%	3%
Other	1%	2%	4%	2%

Sources of Information

I WOULD LIKE TO ASK YOU A COUPLE OF QUESTIONS ABOUT HOW YOU OBTAIN INFORMATION.

16. How often do you use the following sources to receive information on water resources?

Information about water resources	Area														
	Charlotte (n=254)					Polk (n=227)					Hardee/DeSoto (n=253)				
	Often	Sometimes	Seldom	Never	Don't know	Often	Sometimes	Seldom	Never	Don't know	Often	Sometimes	Seldom	Never	Don't know
a. Newspapers or print media	53%	20%	13%	11%	2%	37%	19%	21%	22%	1%	44%	30%	13%	10%	2%
b. Internet	21%	16%	22%	39%	2%	19%	18%	18%	45%	1%	17%	18%	17%	45%	2%
c. Radio	21%	25%	25%	26%	2%	14%	21%	27%	36%	1%	21%	26%	23%	28%	2%
d. Television	40%	41%	13%	5%	2%	41%	30%	17%	11%	1%	46%	30%	17%	6%	3%
f. Brochures or pamphlets	7%	28%	35%	28%	2%	7%	23%	29%	40%	1%	7%	22%	33%	36%	2%
g. Friends or family	15%	30%	27%	26%	2%	14%	30%	29%	26%	1%	20%	33%	26%	17%	2%

Demographic Information

FINALLY, I HAVE A FEW DEMOGRAPHIC QUESTIONS

17. What type of home do you live in? *(Please ✓only one)*

Type of Home	Area			All Areas Combined (n=743)
	Charlotte (n=255)	Polk (n=230)	Hardee/DeSoto (n=258)	
Single-family house	80%	70%	70%	73%
Apartment	3%	7%	2%	4%
Condominium/townhouse	9%	4%	1%	5%
Mobile/manufactured home	6%	16%	22%	14%
Duplex	1%	1%	2%	1%
Other *(Please Specify)*	0%	2%	2%	2%
Refused	2%	1%	1%	1%

18 Do you have internet access at home? *(Please ✓only one)*

Access to Internet at home	Area			All Areas Combined (n=743)
	Charlotte (n=255)	Polk (n=230)	Hardee/DeSoto (n=258)	
Yes	81%	64%	62%	69%
No	18%	35%	37%	30%
Refused	1%	1%	1%	1%

19. What is the highest level of education you have completed?

Level of Education	Area			All Areas Combined (n=741)
	Charlotte (n=254)	Polk (n=231)	Hardee/DeSoto (n=256)	
Less than high school	2%	10%	6%	6%
High School graduate/GED	28%	38%	47%	37%
Associate/2 year Degree	18%	15%	19%	17%
Bachelor/ 4-year Degree	29%	22%	15%	22%
Post graduate	15%	10%	8%	11%
Other (*Please specify)*	4%	4%	3%	4%
Refused	3%	3%	2%	3%

20. What is your Age?

Years of Age	Area			All Areas Combined (n=743)
	Charlotte (n=254)	Polk (n=231)	Hardee/DeSoto (n=258)	
18-24	2%	6%	4%	4%
25-34	3%	8%	8%	6%
35 to 44	12%	14%	12%	13%
45 to 54	17%	18%	21%	18%
55 to 64	24%	19%	18%	20%
65 and older	39%	33%	35%	36%
Refused	4%	3%	2%	3%

21. What was your total annual household income before taxes in 2004?

Total Annual Household Income	Area			All Areas Combined (n=743)
	Charlotte (n=254)	Polk (n=231)	Hardee/DeSoto (n=258)	
<$24,999	9%	19%	21%	16%
$25,000-$34,999	11%	10%	13%	11%
$35,000-$49.999	14%	15%	15%	15%
$50,000-$74,999	19%	11%	13%	14%
$75,000+	17%	16%	14%	16%
Refused	31%	29%	24%	28%

22. Record Gender

Gender	Area			All Areas Combined (n=741)
	Charlotte (n=253)	Polk (n=231)	Hardee/DeSoto (n=257)	
Male	49%	48%	55%	51%
Female	50%	52%	45%	49%
Refused	1%	0%	0%	0%

THAT IS ALL THE QUESTIONS I HAVE. THANK YOU FOR YOUR TIME.