

# SWFWMD Topline Report

## White Paper Survey: Raising Lawnmower Blade Height, Downspout Connections and Rain Sensor Installation

### Sample Breakdown:

Total Sample: n=914

When tables are highlighted, it means there is a statistical difference between the District regions.

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

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Sample Breakdown	
South	268
Central	276
North	277

#### 2. Do you perform minor repairs in your home?

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Do you perform minor repairs in your home?			
	South	Central	North
Yes	93.7%	92.0%	92.8%
No	6.3%	8.0%	7.2%

#### 3. Are minor home repairs performed by anyone else in your home?

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Are minor home repairs performed by anyone else in your home?			
	South	Central	North
Yes	64.7%	45.5%	75.0%
No	35.3%	54.5%	25.0%

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

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How would you describe the current water resource conditions in your area? Water resources include lakes, rivers, streams, aquifers, wetlands and springs.			
	South	Central	North
In a drought	10.1%	15.9%	13.4%
Drier than normal	59.7%	54.7%	57.4%
Normal	30.2%	28.3%	27.1%
Wetter than normal		1.1%	2.2%

5. Do you own or rent your home?

<b>Do you own or rent your home?</b>			
	South	Central	North
Own	91.0%	87.7%	90.3%
Rent	7.1%	7.6%	5.1%
Live with a family member	1.9%	4.7%	4.7%

6. Does your home have a lawn?  
All answered yes

7. Who cares for your lawn?

<b>Who cares for your lawn?</b>			
	South	Central	North
I do	38.8%	43.1%	40.1%
Spouse	21.6%	23.6%	27.4%
Someone else in the home	2.6%	4.7%	4.7%
Lawn service/gardener paid by household	36.9%	28.6%	27.8%

8. Who makes the majority of the decisions regarding the lawn care in your household?

<b>Who makes the majority of the decisions regarding the lawn care in your household?</b>			
	South	Central	North
I do	46.6%	42.4%	40.1%
Spouse	11.2%	13.4%	12.6%
Someone else in the home	1.5%	4.0%	5.8%
My lawn service/gardener paid by household	1.9%	1.1%	1.1%
Lawn service/gardener paid by others	.7%		
No one		.4%	.4%
Joint decision	38.1%	38.8%	40.1%

9. Is the water you use to water your lawn provided by a public utility or a well?

<b>Is the water you use to water your lawn provided by a public utility or a well?</b>			
	South	Central	North
Public Utility	60.1%	84.4%	65.7%
Well	38.1%	14.9%	33.2%
Don't Know	1.9%	.7%	1.1%

10. To your knowledge, is your water used for irrigation drinkable or is it “reclaimed” water? Reclaimed water, sometimes called recycled water or non-potable water, is former wastewater (sewage) that has been treated and purified for reuse. It can be used for irrigation and other uses.

<b>To your knowledge, is your water used for irrigation drinkable or is it “reclaimed” water?</b>			
	<b>South</b>	<b>Central</b>	<b>North</b>
Drinkable	70.8%	67.8%	81.9%
Reclaimed Water	21.1%	22.3%	11.0%
Don't Know	8.1%	9.9%	7.1%

11. Below is a list of activities that you may have performed before. Please rate each one according to your perception of importance. A rating of 10 indicates it is EXTREMELY IMPORTANT, and a rating of 1 indicates that it is NOT AT ALL IMPORTANT.

<b>Below is a list of activities that you may have performed before. Please rate each one according to your perception of importance. A rating of 10 indicates it is EXTREMELY IMPORTANT, and a rating of 1 indicates that it is NOT AT ALL IMPORTANT.</b>		
		Mean
Making repairs around my home	South	8.46
	Central	8.3
	North	8.53
Paying bills	South	9.6
	Central	9.59
	North	9.58
Eating dinner with my family	South	8.72
	Central	8.93
	North	8.87
Running errands	South	7.71
	Central	7.71
	North	7.56
Finding time for myself	South	8.51
	Central	8.46
	North	8.39
Keeping my lawn mowed	South	8.36
	Central	8.24
	North	8.2
Maintaining my home's septic system or plumbing	South	7.8
	Central	7.48
	North	7.96
Fertilizing my lawn	South	6.46
	Central	6.73
	North	6.58
Picking up pet waste in my lawn	South	5.78
	Central	6.29
	North	5.73
Changing the oil in my personal vehicle	South	8.24
	Central	7.82
	North	8.23

Cleaning out my gutters	South	6.23
	Central	5.8
	North	5.97
Watering my lawn	South	6.56
	Central	7.03
	North	6.91
Installing energy-saving appliances in my home	South	8.01
	Central	8.03
	North	8.12

**12. In general, how often do you typically water your lawn?**

<b>In general, how often do you typically water your lawn?</b>			
	South	Central	North
Once a month	3.7%	5.1%	1.4%
Every other week	3.4%	5.8%	4.3%
Once a week	39.9%	40.2%	36.1%
More than once a week	12.3%	16.3%	24.5%
Only during long periods without rain	26.5%	24.6%	24.5%
Never	14.2%	8.0%	9.0%

**13. Which of the following best describes how you typically water your lawn:**

<b>Which of the following best describes how you typically water your lawn:</b>			
	South	Central	North
Water the lawn with an automatic sprinkling system (set to a	44.8%	51.1%	56.0%
Water the lawn with a manual sprinkling system (turn on the	23.1%	26.1%	20.9%
Water the lawn with a garden hose	23.5%	18.8%	15.9%
Other	8.6%	4.0%	7.2%

**14. A rain sensor is a water-saving device that shuts off the irrigation controller when activated by rainfall. Do you have a rain sensor installed on your house?**

<b>A rain sensor is a water-saving device that shuts off the irrigation controller when activated by rainfall. Do you have a rain sensor installed on your house?</b>			
	South	Central	North
Yes	28.4%	25.7%	44.8%
No	71.6%	74.3%	55.2%

**15. To the best of your knowledge, is your rain sensor working?**

<b>To the best of your knowledge, is your rain sensor working?</b>			
	South	Central	North
Yes	93.4%	90.1%	93.5%
No	6.6%	9.9%	6.5%

16. Approximately when was your home built?

Approximately when was your home built?	Mean
South	1986
Central	1982
North	1994

17. Thinking about your own household, please rate on a scale from one to 10, where 10 is STRONGLY AGREE and 1 is STRONGLY DISAGREE, how much you agree with the following statements.

Thinking about your own household, please rate on a scale from one to 10, where 10 is STRONGLY AGREE and 1 is STRONGLY DISAGREE, how much you agree with the following statements.

		Mean
I know many people who have a rain sensor installed	South	3.81
	Central	3.61
	North	4.97
If it is my designated watering day, but there is rain in the forecast, I turn my irrigation system off	South	6.93
	Central	7.45
	North	7.51
I look for ways to decrease the cost of my home's utilities bills every month	South	8.39
	Central	8.42
	North	8.79
I knew a lot about rain sensors before taking this survey	South	4.37
	Central	3.88
	North	4.93
If it is my designated watering day, I water my lawn even after a recent rain	South	2.61
	Central	2.54
	North	2.38
I consider how much water my lawn will need when deciding how to landscape	South	6.71
	Central	6.62
	North	6.73
You can't water lawns too much in Florida	South	3.53
	Central	3.86
	North	3.67
I compare my water bills month to month to monitor my household water use	South	7.15
	Central	7.33
	North	6.85
My household uses more water outdoors than indoors	South	3.07
	Central	3.46
	North	3.97
Water is an abundant resource, there is no need to reduce our use of it	South	1.93
	Central	2.03
	North	2.39
My household uses too much water	South	4.06
	Central	4.4
	North	4.3
I have researched how often I should water my lawn	South	5.88
	Central	5.88
	North	6.65
My neighbors care about conserving water	South	5.8
	Central	5.81
	North	5.94

I would install a rain sensor if I received a rebate for doing so	South	5.94
	Central	6.52
	North	5.79
I am interested in installing a rain sensor	South	4.41
	Central	5
	North	4.67
Installing a rain sensor seems like an easy thing to do	South	6.27
	Central	6.1
	North	6.12
I would have to hire someone to install a rain sensor at my house	South	4.97
	Central	5.11
	North	4.31
Knowing that a rain sensor costs between \$30 and \$50, I would still be interested in installing one	South	5.54
	Central	6.06
	North	5.51
I often check to see if my rain sensor is properly working	South	5.67
	Central	5.87
	North	6.35
I don't shut off my automatic sprinkler system when it rains	South	3.7
	Central	3.59
	North	3.07
I know my sprinkler system shuts off when it rains	South	7.66
	Central	7.9
	North	7.94

**18. Which of the following comes closest to describing your main source of information about how often you should water your lawn?**

<b>Which of the following comes closest to describing your main source of information about how often you should water your lawn?</b>			
	South	Central	North
Asking a friend or neighbor	.7%	2.5%	2.2%
Reading books about lawn maintenance	.7%	1.1%	
Reading magazine or newspaper articles about lawn maintenance	3.4%	4.7%	3.6%
Watching TV shows about lawn maintenance	1.5%	2.5%	3.6%
Guessing	.7%	1.1%	2.9%
I follow the watering restrictions and water every day that	23.9%	23.6%	24.5%
Look for signs that the yard needs water	32.1%	28.6%	28.5%
Asking an expert (i.e. Master Gardeners, landscapers, etc.)	12.3%	11.6%	15.2%
Researching online	8.2%	12.0%	6.9%
I don't actively seek information about lawn maintenance	16.4%	12.3%	12.6%

19. What type of grass do you have at your home?

What type of grass do you have at your home?			
	South	Central	North
St. Augustine	45.5%	54.7%	45.1%
Bahia	20.5%	13.8%	19.1%
Empire Zoysia	.7%		4.3%
Bermuda	3.0%	3.3%	5.8%
Carpet	.4%		
Centipede		1.1%	1.4%
Don't know	26.1%	22.5%	18.8%
Other	3.7%	4.7%	5.4%

20. Do you own a lawnmower?

Do you own a lawnmower?			
	South	Central	North
Yes	67.2%	78.3%	75.1%
No	32.8%	21.7%	24.9%

21. Approximately how tall do you keep your grass? Please give your answer in inches?

Approximately how tall do you keep your grass? Please give your answer in inches.	Mean
South	3
Central	3.04
North	3.05

22. Thinking about how you care for your lawn, please rate on a scale from one to 10, where 10 is Strongly Agree and 1 is Strongly Disagree, how much you agree with the following statements.

Thinking about your own household, please rate on a scale from one to 10, where 10 is STRONGLY AGREE and 1 is STRONGLY DISAGREE, how much you agree with the following statements.

	Mean
I fertilize my lawn less when my grass is long	5.54
	5.56
	5.45
Keeping my grass cut short is important to me	5.41
	5.29
	5.33
Regardless of how long my grass is, I always water my lawn with the same amount of water	4.87
	5.38
	5.03
Changing the height of the blades on my lawnmower is easy	7.72
	7.78
	7.93
I would be interested in seeing the results of a study that showed a correlation between water use and grass height	6.38
	6.47
	6.02

The longer my grass is, the more I feel a need to cut it	South	7.03
	Central	7.44
	North	7.25
Up to a point, longer grass is healthier grass	South	7.34
	Central	7.12
	North	7.2
I cut my grass often because I worry about weeds growing on my lawn	South	4.54
	Central	4.74
	North	5.11
Longer grass makes a lawn look less attractive	South	6.16
	Central	6.38
	North	5.97
Raising the blade height on my lawnmower will keep my grass healthier	South	7.43
	Central	7.37
	North	7.46
Raising the blade height on my lawnmower is good for the environment	South	7.09
	Central	6.92
	North	6.96
Having a healthy lawn is important to me	South	7.58
	Central	7.59
	North	7.69
The appearance of a front lawn says something about the homeowner	South	8.21
	Central	8.41
	North	8.2
I regularly sharpen the blades on my lawnmower	South	6.52
	Central	5.5
	North	6.4
I am always looking for tips about keeping my lawn healthy and attractive	South	6.48
	Central	6.27
	North	6.61
I know the best height for my type of grass	South	6.16
	Central	6.15
	North	6.61
When I cut my grass, I leave the clippings on the yard	South	7.91
	Central	7.44
	North	7.96

**23. A downspout is a vertical pipe that carries rainwater down from a roof gutter to ground level. Based on this definition, does your house have a downspout?**

<b>A downspout is a vertical pipe that carries rainwater down from a roof gutter to ground level. Based on this definition, does your house have a downspout?</b>			
	<b>South</b>	<b>Central</b>	<b>North</b>
Yes	83.6%	70.3%	70.8%
No	16.4%	29.7%	29.2%

**24. The water from my downspout is directed:**

<b>The water from my downspout is directed:</b>			
	South	Central	North
To a city storm drain	1.8%	2.6%	1.0%
To a city sewer system	.4%	.5%	.5%
To a sealed rain barrel	2.2%	1.5%	1.5%
To a non-sealed rain barrel	.9%	2.1%	1.0%
To my driveway	7.6%	11.9%	3.1%
To the street	1.3%	6.2%	1.0%
To a local body of water	1.8%	1.5%	1.5%
To my home's landscape	77.2%	69.1%	87.2%
Other	3.6%	2.1%	1.0%
I don't know	3.1%	2.6%	2.0%

**25. In your area, water that flows into the street drains goes to:**

<b>In your area, water that flows into the street drains goes to:</b>			
	South	Central	North
The sewer system	27.2%	40.7%	21.4%
A water treatment facility	5.4%	5.7%	6.1%
A local body of water	29.5%	20.6%	19.9%
Underground storage to be used for irrigation	3.6%	1.5%	4.1%
Other	1.8%	3.6%	15.3%
Don't know	32.6%	27.8%	33.2%

**26. A rain barrel is a container that collects and stores rainwater from your rooftop for later use on your lawn, garden or other outdoor uses. Based on this definition, do you have a rain barrel on your property?**

<b>A rain barrel is a container that collects and stores rainwater from your rooftop for later use on your lawn, garden or other outdoor uses. Based on this definition, do you have a rain barrel on your property?</b>			
	South	Central	North
Yes	7.1%	5.2%	6.1%
No	91.1%	93.3%	91.8%
Don't know	1.8%	1.5%	2.0%

**27. Please rate on a scale from one to 10, where 10 is Strongly Agree and 1 is Strongly Disagree, how much you agree with the following statements.**

<b>Please rate on a scale from 1 to 10, where 10 is Strongly Agree and 1 is Strongly Disagree, how much you agree with the following statements.</b>		
		Mean
I worry about water damage to my home	South	5.76
	Central	6.08
	North	5.55
Redirecting the water from my gutters into my home's landscape is good for the environment	South	8.49
	Central	8.37
	North	8.68

I save rainwater for later use in household chores such as washing the car and watering lawn	South	2.72
	Central	2.42
	North	2.62
I know how downspout connections work	South	7.11
	Central	7.14
	North	7.63
I highly recommend rain barrels to friends	South	4.02
	Central	3.63
	North	3.88
I worry about rain water flooding the storm drains in my neighborhood	South	4.12
	Central	4.34
	North	3.58
I am concerned that storm-flooding will impact the quality of our water	South	5.48
	Central	5.25
	North	5.59
Storing rainwater on my property is more of a nuisance than it's worth	South	5.38
	Central	5.66
	North	5.48
My neighbors use redirected rain water to water their lawns and gardens	South	3.35
	Central	3.52
	North	4.16
Rain barrels are only good for breeding mosquitoes and other bugs	South	4.89
	Central	5.28
	North	5.32
People who don't route their roof water into their landscape are water wasters	South	6.35
	Central	5.94
	North	6.76
It takes too much time to maintain a rain barrel	South	4.88
	Central	5.18
	North	5.15
Having a rain barrel on my property is a sign to my neighbors that I'm environmentally conscious	South	6.19
	Central	5.98
	North	5.94

**28. How much water would a rain barrel have to store for it to be worth it to install one at your home?**

<b>How much water would a rain barrel have to store for it to be worth it to install one at your home?</b>			
	South	Central	North
10 gallons	8.0%	7.2%	4.1%
20 gallons	2.2%	9.3%	7.1%
30 gallons	10.7%	11.3%	10.2%
40 gallons	10.3%	9.3%	8.7%
50 gallons	33.9%	32.0%	32.7%
60 gallons	7.1%	5.2%	8.7%
70 gallons	.4%	.5%	5.1%
80 gallons	4.5%	3.1%	2.6%
90 gallons	.4%		
100 gallons	7.6%	8.8%	7.1%
More than 100 gallons	14.7%	13.4%	13.8%

29. Have you ever heard of the term “Florida-friendly landscaping?”

**Florida-friendly landscapes protect Florida’s unique natural resources by conserving water, reducing waste and pollution, creating wildlife habitat, and preventing erosion.  
Have you ever heard the term?**

	South	Central	North
Yes	73.1%	58.7%	61.4%
No	22.0%	35.5%	33.9%
Don't know	4.9%	5.8%	4.7%

30. How important are each of these factors in motivating you to use Florida-friendly landscaping?

**Finding "how-to" information in plant sections of stores - How important are each of these factors in motivating you to use Florida-friendly landscaping?**

	South	Central	North
Not Important At All	3.4%	8.7%	5.8%
Not Very Important	12.3%	8.7%	10.8%
Somewhat Important	44.0%	41.7%	40.1%
Very Important	37.3%	37.3%	38.3%
Don't Know	3.0%	3.6%	5.1%

**Homeowner association recommends it - How important are each of these factors in motivating you to use Florida-friendly landscaping?**

	South	Central	North
Not Important At All	31.7%	34.1%	28.2%
Not Very Important	21.6%	19.6%	17.7%
Somewhat Important	27.2%	23.9%	27.1%
Very Important	9.7%	10.1%	9.7%
Don't Know	9.7%	12.3%	17.3%

**Florida-friendly landscaping is more attractive - How important are each of these factors in motivating you to use Florida-friendly landscaping?**

	South	Central	North
Not Important At All	2.2%	5.8%	4.0%
Not Very Important	13.8%	15.9%	16.6%
Somewhat Important	51.1%	44.2%	43.3%
Very Important	26.9%	24.6%	24.9%
Don't Know	6.0%	9.4%	11.2%

**It saves money on my water bill - How important are each of these factors in motivating you to use Florida-friendly landscaping?**

	South	Central	North
Not Important At All	3.4%	5.4%	2.9%
Not Very Important	5.6%	1.4%	7.2%
Somewhat Important	32.8%	33.0%	25.3%
Very Important	54.5%	55.1%	55.6%
Don't Know	3.7%	5.1%	9.0%

**Knowing it will help protect local water resources - How important are each of these factors in motivating you to use Florida-friendly landscaping?**

	South	Central	North
Not Important At All	.7%	4.0%	1.1%
Not Very Important	5.6%	4.0%	4.7%
Somewhat Important	34.3%	38.8%	33.6%
Very Important	57.1%	48.2%	54.5%
Don't Know	2.2%	5.1%	6.1%

**Neighbors use it - How important are each of these factors in motivating you to use Florida-friendly landscaping?**

	South	Central	North
Not Important At All	26.1%	33.7%	27.1%
Not Very Important	30.2%	27.9%	26.7%
Somewhat Important	20.1%	18.5%	18.8%
Very Important	4.9%	7.2%	5.1%
Don't Know	18.7%	12.7%	22.4%

**31. How much do the following reasons prevent you from using Florida-friendly landscaping?**

**Cost of changing landscape - How much do the following reasons prevent you from using Florida-friendly landscaping?**

	South	Central	North
Not At All	10.1%	7.2%	8.3%
Not Very Much	15.3%	11.2%	18.1%
Somewhat	32.8%	31.5%	27.8%
A lot	37.7%	43.8%	38.3%
Don't Know	4.1%	6.2%	7.6%

**I like my landscape the way it is - How much do the following reasons prevent you from using Florida-friendly landscaping?**

	South	Central	North
Not At All	13.1%	18.1%	14.1%
Not Very Much	21.6%	17.0%	24.2%
Somewhat	37.3%	38.8%	30.7%
A lot	25.4%	21.7%	27.1%
Don't Know	2.6%	4.3%	4.0%

**Don't know the benefits of it - How much do the following reasons prevent you from using Florida-friendly landscaping?**

	South	Central	North
Not At All	31.0%	23.9%	24.9%
Not Very Much	27.6%	24.3%	21.3%
Somewhat	27.6%	30.8%	28.5%
A lot	9.0%	13.8%	17.3%
Don't Know	4.9%	7.2%	7.9%

**The time to change my landscape - How much do the following reasons prevent you from using Florida-friendly landscaping?**

	South	Central	North
Not At All	18.7%	13.8%	17.0%
Not Very Much	22.8%	20.7%	22.4%
Somewhat	34.7%	33.7%	32.1%
A lot	18.7%	24.3%	21.3%
Don't Know	5.2%	7.6%	7.2%

**Don't know where to learn about it - How much do the following reasons prevent you from using Florida-friendly landscaping?**

	South	Central	North
Not At All	35.1%	27.9%	27.8%
Not Very Much	27.2%	26.8%	27.8%
Somewhat	22.4%	25.0%	20.6%
A lot	8.6%	13.4%	15.2%
Don't Know	6.7%	6.9%	8.7%

**Deed restrictions or homeowner association rules - How much do the following reasons prevent you from using Florida-friendly landscaping?**

	South	Central	North
Not At All	46.6%	43.5%	36.1%
Not Very Much	15.7%	13.0%	20.9%
Somewhat	14.9%	14.5%	11.9%
A lot	12.7%	14.5%	13.7%
Don't Know	10.1%	14.5%	17.3%

**Neighbors do not use it - How much do the following reasons prevent you from using Florida-friendly landscaping?**

	South	Central	North
Not At All	45.5%	49.6%	43.7%
Not Very Much	27.6%	17.8%	20.9%
Somewhat	8.2%	10.9%	7.9%
A lot	2.2%	4.7%	3.6%
Don't Know	16.4%	17.0%	23.8%

32. If you were looking for information about "Florida-friendly Landscaping" which of the web sites below would you be most likely to access?

**If you were looking for information about "Florida-friendly Landscaping" which of the web sites below would you be most likely to access?**

	South	Central	North
FloridaYards.org	10.8%	10.5%	9.4%
WaterMatters.org	9.3%	16.7%	9.0%
SolutionsForYourLife.org	1.1%		1.4%
RightPlantRightPlace.com	3.0%	1.4%	2.2%
FloridaFriendlyLandscaping.com	75.7%	71.4%	78.0%

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

**Below is a list of various activities that use water in a home. Please rate each activity according to how much water you think each uses. 1 is a "Minimal amount of water" and 10 is "a lot of water"**

		Mean
Doing a full load of laundry	South	6.69
	Central	6.68
	North	6.37
Doing the dishes in the sink with the water running	South	8.29
	Central	8.13
	North	8.05
Running the Dishwasher with a full load of pots and pans	South	5.73
	Central	5.58
	North	5.31
Watering the lawn for a half hour using an in-ground irrigation system	South	6.77
	Central	6.84
	North	6.82
Taking a 10-minute shower with a regular showerhead	South	7.76
	Central	7.46
	North	7.21
Taking a 10-minute shower with a low-flow showerhead	South	4.36
	Central	4.25
	North	4.19
Brushing your teeth with the water running	South	7.35
	Central	7.11
	North	7.03
A toilet flush from a regular toilet	South	7.41
	Central	7.18
	North	7.01
A toilet flush from a low-volume toilet	South	3.93
	Central	3.69
	North	3.84
Watering the lawn for a half an hour using a garden hose	South	7.42
	Central	7.61
	North	7.24

Running water while shaving	South	7.46
	Central	7.37
	North	7.19
Filling the tub for a bath	South	7.62
	Central	7.61
	North	7.45
Washing a car with a hose	South	7.34
	Central	7.23
	North	7.22

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

**There are several issues listed below. Thinking about your own community, please rate the importance of each according to how they affect you and your neighbors. 1 is "Least important" and 10 is "Most important"**

		Mean
Protecting the water quality of our lakes, rivers and streams	South	8.97
	Central	8.65
	North	8.86
Protecting the quality of our drinking water	South	9.32
	Central	9.12
	North	9.25
Increasing safety from crime in our neighborhoods	South	9.07
	Central	8.97
	North	8.86
Improving the quality of life for families in our community	South	8.93
	Central	8.7
	North	8.91
Improving the quality of recycling programs	South	8.47
	Central	8.23
	North	8.39
Maintaining and increasing property values	South	8.84
	Central	8.57
	North	8.88
Protecting natural areas like woodlands and forests	South	8.85
	Central	8.52
	North	8.89
Reducing litter and improper garbage dumping	South	8.9
	Central	8.54
	North	8.79

35. Now I want to ask you a little bit about yourself. On a scale from 1 to 10, where 10 means it DESCRIBES YOU VERY WELL and 1 means it DOESN'T DESCRIBE YOU AT ALL, Please rate how much the following statements describe you.

<b>Now I want to ask you a little bit about yourself. On a scale from 1 to 10, where 10 means it DESCRIBES YOU VERY WELL and 1 means it DOESN'T DESCRIBE YOU AT ALL. Please rate how much the following statements describe you.</b>		
		Mean
I am an environmentalist.	South	6.35
	Central	6.06
	North	6.02
I have a beautiful home.	South	7.82
	Central	7.4
	North	7.63
I am often influenced by my friends and family.	South	5.37
	Central	5.46
	North	5.33
I enjoy holding cook-outs in my yard.	South	6.21
	Central	6.58
	North	6.32
I am a lot like my neighbors.	South	4.58
	Central	4.48
	North	4.62
I like to entertain at my home.	South	6.76
	Central	6.57
	North	6.58
I seek recommendations on lawn care.	South	5.66
	Central	5.66
	North	5.92
I believe the state government is a good resource for lawn care information	South	6.05
	Central	5.57
	North	6.01
I care about local streams and rivers.	South	8.52
	Central	8.09
	North	8.39
I spend a lot of money beautifying my home.	South	6.43
	Central	5.97
	North	6.18
I am highly involved in my community.	South	4.89
	Central	4.83
	North	4.85
I weigh out all of my options before I make any decision.	South	8.19
	Central	8.13
	North	8.2
I make most of my own home repairs	South	7.46
	Central	7.34
	North	7.9

36. Do you have any children or grandchildren under the age of 18 who live in your home?

Do you have any children or grandchildren under the age of 18 who live in your home?			
	South	Central	North
Yes	29.9%	39.5%	31.4%
No	70.1%	60.5%	68.6%

37. How long have you lived in your county?

How long have you lived in your county?			
	South	Central	North
Less than 1 year	3.4%	3.6%	4.3%
1 to 5 years	29.9%	26.1%	46.6%
6 to 10 years	22.8%	17.4%	17.7%
11 to 15 years	14.2%	9.4%	12.6%
16 to 20 years	9.3%	8.7%	5.8%
More than 20 years	20.5%	34.8%	13.0%

38. Do you live in Florida year-round?

Do you live in Florida year-round?			
	South	Central	North
Yes	94.4%	97.5%	98.9%
No	5.6%	2.5%	1.1%

39. What is your present employment status?

What is your present employment status?			
	South	Central	North
Employed full-time	46.3%	57.2%	43.0%
Employed part-time	12.7%	10.1%	7.9%
Voluntarily not in the work force (in school; raising family)	5.2%	11.2%	10.1%
Unemployed but not retired	6.7%	8.7%	8.3%
Retired	29.1%	12.7%	30.7%

40. What is the highest level of education you have reached so far?

What is the highest level of education you have reached so far?			
	South	Central	North
Less than high school	.4%	1.1%	1.8%
High school graduate	14.6%	11.2%	15.5%
Some college	30.6%	28.6%	35.7%
College graduate	32.1%	40.6%	34.3%
Advanced degree (Masters/Doctorate)	22.4%	18.5%	12.6%

41. In what range did your total household income fall during 2007?

<b>In what range did your total household income fall during 2007?</b>			
	<b>South</b>	<b>Central</b>	<b>North</b>
Less than \$25,000	4.5%	4.0%	5.4%
\$25,001 to \$50,000	14.2%	17.0%	23.5%
\$50,001 to \$75,000	22.8%	23.2%	24.5%
\$75,001 to \$100,000	17.9%	19.2%	19.9%
More than \$100,000	19.0%	20.3%	10.1%
Decline to answer	21.6%	16.3%	16.6%

42. What is your current marital status?

<b>What is your current marital status?</b>			
	South	Central	North
Single	9.0%	14.9%	10.1%
Married	72.0%	67.0%	75.1%
Divorced	12.7%	12.7%	7.9%
Widowed	3.7%	2.2%	2.2%
Decline to answer	2.6%	3.3%	4.7%

43. Age

<b>Age</b>	
	<b>Mean</b>
<b>South</b>	50.90
<b>Central</b>	45.09
<b>North</b>	49.08

44. What is your gender?

<b>What is your gender?</b>			
	South	Central	North
Male	33.6%	32.6%	33.2%
Female	64.6%	66.3%	63.9%
Decline to answer	1.9%	1.1%	2.9%