

**Media Research and Evaluation of the  
"Drought Campaign" and Focus Group  
Pretesting of the "Skip a Week"  
Campaign Ads**

**Media Research and Evaluation of the  
Southwest Florida Water Management District’s Water Conservation Public  
Awareness Campaign**

**Final Report  
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## Final Report Executive Summary

The Southwest Florida Water Management District (SWFWMD) partnered with Salter>Mitchell to research and evaluate media messages focusing on water conservation. The two-part research and evaluation strategy consisted of both qualitative and quantitative data collection.

This report combines the results of the data collection and analysis into one comprehensive report. This executive summary will present the overall findings from the survey data (pre/post campaign) and the focus group concept testing. The remainder of the report will present the full findings and analysis of each research methodology.

## Summary of Survey Research

The Southwest Florida Water Management District (the District) partnered with Salter>Mitchell to learn more about the public's opinions and attitudes regarding water conservation for residents in their 16 county service area. This posttest survey was conducted shortly after the District's water conservation media campaign. This report analyzes data collected from May 8 to May 14, 2009 through the use of an online survey panel. The sample was made up of 803 residents (theoretical margin of error of +/- 4 percent) in the District's service area. Respondents consisted of both homeowners and renters.

The primary goal of this report is to examine the citizens' attitudes and current use of water and determine the effectiveness of the District's water conservation media campaign. Data from the posttest will be compared, when applicable, to the pretest data collected from February 24 to February 28, 2009. Ultimately, the results should be used to guide conservation strategies for future media endeavors.

### Research Objectives of the Posttest

This posttest research was conducted to measure residents' changes in perceptions and self reported behaviors that may be linked to the District's media campaign. In addition to determining changes between the pre and posttest, "new" data was collected to establish a customer satisfaction measure for the District.

The main research objectives are listed below:

1. Identify changes in the public's current water-related behaviors and attitudes from the pretest and posttest
2. Determine if there was a change in the level of awareness about proper use of water as defined by the District
3. Determine unaided and aided recall of District campaign messages regarding water conservation

4. Determine a level of satisfaction for the District and measure awareness of District responsibilities

While no media campaign can be pinpointed as the sole contributor to behavior change, we will use the data to draw correlations about the campaign's effectiveness. One should be aware that other compounding factors (like news stories, other District campaigns, etc.) may have had an affect on the posttest data. District staff should take into consideration other water-related campaigns that may be competing with the perceptions of residents when reading these data.

## **Major Findings**

### ***Caring for their lawn***

Responses were fairly consistent with the pretest data – about a third of the sample stated that either they (28.1%) or a lawn service paid by the house (29.4%) cared for the lawn.

### **Water-related personal behaviors, attitudes and knowledge**

There was no statistical difference between the regions when looking at how often respondents water their lawn. While a fifth of the sample stated that they never water their lawn, half of the sample reported watering either once a week or less.

There was however a statistical difference in the way respondents reported watering from the pretest to the posttest - the largest difference appeared in the "I never water my lawn" cell (pre – 16.3% to post – 21.6%). While this is a desired behavior of the campaign, the concept of "never watering my lawn" cannot solely be attributed to the District's media effort. It is the belief of the research staff that a mix of elements – repeated news stories about the drought/water shortage, government campaigns (SWFWMD and other entities), and general talk about the issues – were probably the driving factors of the decrease.

For the posttest, we added a question to see if people understood where the water they used in their landscape came from. Overall, respondents believed that "municipal water" was the landscape water source. It is the belief of research staff that many still don't realize where their water comes from. The District should continue to include this education aspect in their outreach endeavors.

### ***"Drought" versus "Water Shortages"***

When asked to describe the current conditions of "water resources in your area," two-thirds of the post sample indicated "in a drought." This goes along with the messaging of the campaign as well as the news stories that were common during the previous months.

Respondents were asked about how long they believed the conditions had been like this. The largest increase shows up in the "3 years" response (pre - 15.7% to post – 21.3%). It is the belief of the research staff that this was a result of the

District's campaign. The reason: the campaign specifically stated that "we were in a 3 year drought." This data shows that there was likely penetration of the message.

### ***Attitudes Towards Water Conservation***

Respondents agreed more in the posttest that there was a water shortage and they had changed the way they used water in the past year. They disagreed more with the statement that their water use had little effect on the amount of available water in their area.

Overall, people did agree that their water use had an effect on the available water in their area. Just as in the pretest report, the District should continue to look for ways to link personal water use and overall supply.

Nearly everyone indicated their use of water was 'Less than the average person in my area' or 'About the same as the average person in my area'. This is fairly consistent with what is seen in previous research – people generally have a more positive sense of themselves. As discussed in the pretest report, the District should figure out ways to concretely show residents how much of an impact they have on the water source.

### **Campaign Recall and Evaluation**

Respondents were asked about their awareness of water conservation advertising. Nearly 70 percent of the sample stated that they had seen or heard an advertisement in the past few months about conserving water. The reader should remember that just an awareness of an advertisement does not mean that it was the District's advertisement.

When evaluating advertising, we typically look at two types of advertising recall: unaided and aided. Unaided recall is determined by asking respondents to describe the advertisement. The responses are then coded to determine if it people remembered the ad. Only 3.61percent of the sample described one of the District's advertising concepts. Since unaided recall is difficult to achieve with a short campaign, we decided to seek aided recall. Aided recall is achieved by presenting respondents with phrases, slogans or descriptions of advertisements and asking if they saw or heard it in the past two months.

Those with aided recall were more than twice as likely to report "3 years" as the length of time for the local water resource conditions – a specific element in the District advertisement.

When looking at other self-reported conservation behavior and perceptions, those who were exposed were also more likely to look for information about conservation; believed there was a water shortage emergency in their community; support government actions to address water shortage problems; concerned about the amount of water available in the community; and reported changing the way they used water in the past year to conserve.

Looking further into personal water use and conservation, those who had aided recall reported using water less than the average person in their area (61.3% compared to 56.5%) and reported personally conserving water more (94% compared to 86.3%) than those who did not recall the ads. They were also more likely to have heard of or visited the District's website.

### **District Satisfaction and Perceptions**

The remaining data collected was new to the posttest. It was included to get a measure of satisfaction and understanding of what the District does in the 16 county region.

Respondents generally rated the District as doing a good job although there was a large fraction (nearly a quarter of the sample) of respondents who report not knowing about the District. This is an opportunity to incorporate these into future outreach endeavors.

### **Conclusion**

Just as with the pretest report, the data presented in this report shows that overall, people are aware that there is a water shortage. It should be the goal of the District to show residents how their personal conservation actions fit into the overall maintenance of the water supply.

In terms of media exposure, data show that those who were exposed were more likely to do many of the targeted conservation actions. The problem is that a very small percentage has unaided recall of the District messages. To solve this, it is suggested that resources be spent to lengthen the campaign and develop messaging that is specific to the needs of the target audiences. These two factors would likely report larger differences in the pre and posttest data.

The posttest data also support the suggestions made in the pretest report. In the future, the District should start/continue to integrate the suggestions into future conservation campaigns.

The data contained in the appendix of this report are rich with information that can be used as baseline data for future campaigns. It is the suggestion that the District utilize these data in building the campaigns and spend more resources crafting targeted messaging that resonates with District residents through longer, more integrated campaigns.

The following report expands on these themes and a complete presentation of data can be found at the end of the report.

## Summary of Focus Group Research

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

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

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

### General Research Findings

- Residents generally knew the importance of water conservation. Many participants alluded to specific areas – rivers, water tables, lakes – that have been affected by drought.
- While they know conservation is the "right" or socially acceptable attitude to have, there are messaging strategies other than conservation that may help instill a deeper compliance with efforts to conserve. Play on how easy it is to do the desired behavior. Also, the "rot and pest" message was powerful.
- Participants are eager to learn the environmental repercussions of watering their lawns too much. While residents accept water restrictions as a legitimate response to water resource issues, there was some doubt about the effects that lawn watering has on the community's water resources.
- Neighbors often talk about lawn care. Participants throughout the groups recalled conversations they had with their neighbors in which lawn care tips were shared.

- Residents knew a lot about how to care for their lawns. Having learned tips from online sources, the county extension office, magazines and home care stores, participants in the groups shared tips with each other and displayed extensive knowledge about xeriscaping and proper lawn care techniques.
- There was some frustration stemming the social pressures of maintaining an attractive lawn while complying with watering restrictions. Some participants not only feel pressure from their friends and neighbors, but also suffer fines from HOAs when their lawn has dead spots as a result of decreased watering.

The remainder of the report will be presented in two sections: the survey report and the focus group report. The appendices associated with each methodology will be presented after the data analyses, rather than at the end of the report, for ease of referral.



# **Water Conservation Media Campaign Survey Report**

## **Introduction**

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The Southwest Florida Water Management District (the District) partnered with Salter>Mitchell to learn more about the public's opinions and attitudes regarding water conservation for residents in their 16 county service area. This posttest survey was conducted shortly after the District's water conservation media campaign.

This report analyzes data collected from May 8 to May 14, 2009 through the use of an online survey panel. The sample was made up of 803 residents (theoretical margin of error of +/- 4 percent) in the District's service area. Respondents consisted of both homeowners and renters. All respondents lived in a home with a lawn that they, their spouse or a directly paid lawn care service cared for to ensure that their responses were relevant in reaching the District's research objectives.

The primary goal of this report is to examine the citizens' attitudes and current use of water and determine the effectiveness of the District's water conservation media campaign. Data from the posttest will be compared, when applicable, to the pretest data collected from February 24 to February 28, 2009. Ultimately, the results should be used to guide conservation strategies for future media endeavors.

Throughout the report, suggestions and explanations will be presented alongside the data to better clarify the results.

## **Methodology**

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### **Online Panel**

Just as with the pretest, respondents were randomly chosen from an online panel made up of participants who previously agreed to participate in survey research. This online panel survey approach was chosen as an alternative to more traditional telephone and mail surveys for greater operational benefits. Panel studies lend themselves to results that are faster, more cost-effective and have increased response rates. Online panels eliminate interviewer bias – since the instrument is delivered directly to the participant, the participant is less likely to misunderstand questions.

The posttest was conducted with a sample from the 16 county service region. While there may be some individuals who were in the pretest, it should not be assumed that the exact population from the earlier survey participated in this

survey. Some variances in pre and posttest data may simply be attributed to this factor.

### **Research Objectives of the Posttest**

The District sought to positively change the water conservation behaviors of its residents within the 16 county service area. This posttest research was conducted to measure residents' changes in perceptions and self reported behaviors that may be linked to the District's media campaign. In addition to determining changes between the pre and posttest, "new" data was collected to establish a customer satisfaction measure for the District.

The main research objectives are listed below:

1. Identify changes in the public's current water-related behaviors and attitudes from the pretest and posttest
2. Determine if there was a change in the level of awareness about proper use of water as defined by the District
3. Determine unaided and aided recall of District campaign messages regarding water conservation
4. Determine a level of satisfaction for the District and measure awareness of District responsibilities

While no media campaign can be pinpointed as the sole contributor to behavior change, we will use the data to draw correlations about the campaign's effectiveness. One should be aware that other compounding factors (like news stories, other District campaigns, etc.) may have had an affect on the posttest data. District staff should take into consideration other water-related campaigns that may be competing with the perceptions of residents when reading these data.

### **The Survey Instrument**

SalterMitchell designed the survey instrument in cooperation with the District's communication staff. All survey questions were designed to meet the research objectives mentioned above. Questions typically fell into one of the following categories:

1. Norms: There is much agreement in social marketing that people are more likely to adopt a behavior because they feel it is "normal." These measures gauged respondents' level of agreement on statements related to water use. The results present a picture of what respondents perceive is common in their lives.

2. Water-related behaviors: Respondents were asked several questions about how they use water to gauge what target behaviors require more attention from the District.
3. Motivators: Some questions helped identify respondents' possible motivators – how they determine their behavior. These questions help build an understanding of the decision-making process regarding lawn care.
4. District Perceptions: Some questions were added to specifically gauge organization satisfaction.
5. Demographics: Segmentation variables such as age, sex, and region within the District were collected. These variables will allow comparisons to be made within the sample population.

### **Statistical Analysis Procedures**

All data were analyzed using Predictive Analytics Software (PASW) 17.0, formerly SPSS. Specifically, cross tabulation comparisons were tested for differences by using the Pearson Chi-Square test. Tests of mean (average) differences were conducted using the one way ANOVA or independent sample t-tests.

The statistical tests were conducted at the 95 percent confidence level ( $p < 0.05$ ). Statistical differences will be noted in the report when they occur. If no statistical difference is found, the groups are assumed to be similar.

The bulk of this report will focus on directly analyzing data gathered to meet the research objectives outlined by the District staff and SalterMitchell and listed above in the "Objectives" section of this report. The main analyses of the report will focus on the comparisons of the pre and posttest data.

Throughout the discussion section of the report and in the appendix, many mean scores or averages will be presented. This is a way to easily collapse the one to ten scales that were used in the survey instrument. The ten-point scales were used in order to get a more precise measure of the pre and post test. In addition, they are typically better to uncover differences when determining if campaign related changes can be determined. While the exact numbers of the responses will be presented in the back of the document, the mean scores can easily be interpreted by following the following translation:

Strongly Disagree		Disagree			Agree			Strongly Agree	
Not at all Important		Somewhat Important			Important			Very Important	
Does not describe me at all		Describes me a little			Describes me			Describes me very well	
1	2	3	4	5	6	7	8	9	10

Full comparative table breakdowns of the responses by District region can be found in the back of this report. In addition, full pretest frequencies are also presented in the appendix as well.

## Posttest Findings

### Caring for their lawn

Responses were fairly consistent with the pretest data. As you can see from table 1, there was no statistical difference between the pre and posttest – about a third of the sample stated that either they (28.1%) or a lawn service paid by the house (29.4%) cared for the lawn.

Table 1: Who cares for your lawn?			
	Pretest	Posttest	Total
I do	33.5%	28.1%	30.8%
Spouse	16.6%	19.9%	18.3%
Someone else in the home	3.7%	3.2%	3.5%
Lawn service/gardener paid by household	26.4%	29.4%	27.9%
Lawn service/gardener paid by others (landlord, apartment ma	18.7%	18.8%	18.8%
No one	1.0%	.5%	.7%

When looking at the regional breakdown (table 2), nearly half of the respondents in the Central and South regions reported having someone else care for their lawn – either paid for by the household or others. As stated in the pretest report, it is recommended that the District continue to develop strategies that include lawn service professionals to assist in spreading conservation messages.

Table 2: Who cares for your lawn?***				
	North	Central	South	Total
I do	34.10%	26.00%	24.30%	28.10%
Spouse	19.90%	21.20%	18.70%	19.90%
Someone else in the home	2.60%	4.10%	3.00%	3.20%
Lawn service/gardener paid by household	31.50%	26.80%	30.00%	29.40%
Lawn service/gardener paid by others	12.00%	21.20%	23.20%	18.80%
No one		0.70%	0.70%	0.50%

### Water-related personal behaviors, attitudes and knowledge

Respondents were asked a variety of questions relating specifically to personal behaviors and perceptions relating to water.

There was no statistical differences between the regions when looking at how often respondents water their lawn (table 3). While a fifth of the sample stated that they never water their lawn, half of the sample reported watering either once a week or less.

<b>Table 3: Which of the following comes closest to describing how often you water your lawn?</b>				
	North	Central	South	Total
Every day	2.10%	2.40%	1.00%	1.90%
Twice a week	35.70%	14.80%	17.70%	23.30%
Once a week	31.10%	48.10%	48.80%	42.10%
Twice a month	5.50%	5.20%	5.40%	5.40%
Once a month	2.60%	4.80%	4.90%	4.00%
I never water my lawn	21.30%	23.30%	20.20%	21.60%
Not sure	1.70%	1.40%	2.00%	1.70%

There was however a statistical difference in the way respondents reported watering from the pretest to the posttest. Table 4 shows that the largest difference appeared in the “I never water my lawn” cell.

<b>Table 4: Which of the following comes closest to describing how often you water your lawn?***</b>			
	Pretest	Posttest	Total
Every day	1.2%	1.9%	1.5%
Twice a week	20.3%	23.3%	21.8%
Once a week	42.4%	42.1%	42.3%
Twice a month	8.4%	5.4%	6.9%
Once a month	9.8%	4.0%	6.9%
I never water my lawn	16.3%	21.6%	19.0%
Not sure	1.6%	1.7%	1.6%

While this is a desired behavior of the campaign, the concept of “never watering my lawn” cannot solely be attributed to the District’s media effort. It is the belief of the research staff that a mix of elements – repeated news stories about the drought/water shortage, government campaigns (SWFWMD and other entities), and general talk about the issues – were probably the driving factors of the decrease.

When asked about how to decide and when to water the lawn, there were no statistical differences between the regions. There were statistical differences in the pre and posttest data (table 5 and 6). The posttest data shows there is a movement towards the District’s target behaviors.

In terms of deciding how to water the lawn, respondents reported the largest change in the “irrigation system” category. The District should ensure that their future campaigns focus on the proper irrigation techniques. The next largest

change was the decrease in the category, “When the grass looks like it needs it” (from pre – 24.2% to post – 17.3%).

<b>Table 5: Which of these comes closest to describing how you decide when to water your lawn?***</b>			
	Pretest	Posttest	Total
Ask a friend or neighbor	1.1%	.4%	.8%
When I see my neighbors watering their lawn	.8%	.2%	.5%
Guess	2.3%	1.6%	2.0%
When the grass looks like it needs it	24.2%	17.3%	21.2%
Ask a professional (Master Gardener, etc.)	3.1%	1.2%	2.3%
I always water when it is my watering day	52.5%	47.8%	50.4%
I do not have to decide when to water, I have an irrigation system	15.2%	28.9%	21.3%
Not sure	.8%	2.6%	1.6%

<b>Table 6: When I water my lawn, I water during***</b>			
	Pretest	Posttest	Total
Early morning (sun is not up yet)	45.0%	52.6%	48.4%
Mid-morning (sun is up)	4.2%	2.6%	3.5%
Afternoon (sun is up)	.8%	.6%	.7%
Late afternoon (sun has started going down)	15.5%	14.0%	14.8%
Evening (sun is down)	26.7%	29.1%	27.8%
Don't know	7.8%	1.2%	4.9%

For the posttest, we added a question to see if people understood where the water they used in their landscape came from (table 7). There was a statistical difference between the regions. Overall, respondents believed that “municipal water” was the landscape water source. The biggest difference was in the “well water” category. Respondents in the central region reported lower use of this type. This is logical since it is a more urban area. It is the belief of research staff that many still don’t realize where their water comes from. The District should continue to include this education aspect in their outreach endeavors.

<b>Table 7: Where does the water used in your lawn/landscape come from?***</b>				
	North	Central	South	Total
Municipal water	49.20%	51.60%	38.30%	46.50%
Reclaimed water	18.90%	17.40%	17.30%	17.90%
Well water	25.40%	19.90%	34.60%	26.60%
Rain barrels	0.50%	0.60%		0.40%
Don't know	3.20%	8.10%	3.10%	4.70%
Other: (Please Specify)	2.70%	2.50%	6.80%	3.90%

Posttest data showed that more respondents reported living in an area with water restrictions (table 8). Although more people reported living in restricted areas, there was a statistical difference between the regions (table 9). Those living in the central region reported higher agreement that they lived in the designated area.

<b>Table 8: Do you live in an area with lawn watering restrictions?***</b>			
	Pretest	Posttest	Total
Yes	81.8%	89.8%	85.8%
No	10.9%	6.0%	8.4%
Don't Know	7.3%	4.2%	5.7%

<b>Table 9: Do you live in an area with lawn watering restrictions?***</b>				
	North	Central	South	Total
Yes	85.50%	95.20%	89.20%	89.80%
No	8.50%	2.40%	6.90%	6.00%
Don't Know	6.00%	2.40%	3.90%	4.20%

Since every county in the District's service area have some sort of water restriction, every respondent should have replied "yes." The District should continue to work with its partners and local governments to get the message out about the restrictions.

For those who did know about the restrictions, most of the respondents reported hearing about the restrictions from the local news (table 10). This supports the concept that there are other potential factors that are driving the conservation change in addition to the District's media campaign.

<b>Table 10: Look at the list below. Select all of the ways you are made aware about lawn watering restrictions in your area.</b>				
	North	Central	South	Total
From your water bill***	38.80%	51.50%	41.40%	44.00%
From your city or county government	46.80%	53.50%	54.10%	51.40%
From your local water management district***	57.70%	45.00%	45.90%	49.70%
From local news ***	72.60%	85.00%	79.00%	78.90%
From friends or neighbors***	19.90%	32.00%	22.70%	24.90%
Other	11.40%	7.00%	8.30%	8.90%
Don't remember	1.00%	2.00%	0.60%	1.20%

When looking at the pre and post data in relation to the awareness of restrictions, there were statistical differences in three different areas (table 11). The largest source increase was "from your local water management district" (pre – 36.8% to



post – 49.7%). This is what was expected – the District put targeted resources to get the word out and some respondents were affected by it. This data point is one clue that there may be some inclination that the District’s efforts are reaching the public.

<b>Table 11: Look at the list below. Select all of the ways you are made aware about lawn watering restrictions in your area.</b>			
	Pretest	Posttest	Total
From your water bill -	43.5%	44.0%	43.7%
From your city or county government	46.1%	51.4%	48.9%
From your local water management district***	36.8%	49.7%	43.6%
From local news ***	68.9%	78.9%	74.1%
From friends or neighbors***	19.0%	24.9%	22.1%
Other	7.4%	8.9%	8.2%

This table also shows two other statistically different increased areas of note – “local news” and “friends and neighbors”. This may indicate that the subject is being played more on the news and people are talking about it. The District should use this to its advantage – not only put resources in paid media, adopt a public/media relations approach. Strive to get conservation news stories placed because it will likely enhance your message and reach a larger audience.

### **“Drought” versus “Water Shortages”**

In this section, the District sought to understand respondents’ awareness and understanding of drought related conditions.

There was no statistical difference between the regions. There was, however, a statistical difference between the pre and post data (table 12)

<b>Table 12: How would you describe the current conditions of water resources in your area? Water resources include lakes, rivers, streams, aquifers, wetlands and springs. ***</b>			
	Pretest	Posttest	Total
In a drought	40.5%	68.5%	54.5%
Drier than normal	49.1%	27.5%	38.3%
Normal	8.0%	2.7%	5.4%
Wetter than normal	.4%	.1%	.2%
Don’t know	2.0%	1.1%	1.6%

When asked to describe the current conditions of water resources in your area, two-thirds of the post sample indicated “in a drought.” This goes along with the messaging of the campaign as well as the news stories that were common during the previous months.

Respondents were asked about how long they believed the conditions had been like this. There was no statistical difference between the regions, but there was a statistical difference between the pre and post data. The largest increase shows up in the “3 years” response (pre - 15.7% to post – 21.3%). It is the belief of the research staff that this was a result of the District’s campaign. The reason: the campaign specifically stated that “we were in a 3 year drought.” This data shows that there was likely penetration of the message.

<b>Table 13: Thinking about your response to the previous question, how long have the conditions of water resources in your area been like this?***</b>			
	Pretest	Posttest	Total
Less than a year	16.0%	18.7%	17.4%
1 year	15.0%	17.0%	16.0%
2 years	28.8%	25.7%	27.2%
3 years	15.7%	21.3%	18.6%
4 years	3.8%	2.2%	3.0%
5 or more years	10.8%	7.8%	9.3%
I don't know	9.9%	7.4%	8.6%

Just as with the pretest, respondents were asked a free-response question about the difference between a drought and a water shortage. The same coding scheme was applied to the posttest data to get some consistency in answers.

The data shows that four major themes emerged:

1. “Natural” issue – nearly half of the posttest respondents saw drought as a primarily “natural” issue, specifically citing lack of rain. The District should continue to explain how drought conditions go beyond rainfall and how water use can have an effect on it. It is the feeling of the researcher that those who may believe droughts are solely caused by nature may see little connection on how he/she could potentially change the situation by conserving water. Future messages should focus on how people have a link to drought conditions.
2. “Severity” issue – respondents used the word “severe” often. About a fifth of the sample understood that droughts were more severe than a water shortage, but they rarely, if ever explained what the severity meant. The District should be cautioned on using this term without explaining exactly how “severe” a drought is. Again, without explanation, the citizen may have trouble seeing how his/her conservation behaviors impact water resources.
3. “Supply” issue – about a fifth of respondents believed that there was a supply/man-made link to causing droughts. These are the respondents who will likely be open to receiving conservation messages because they understand that irresponsible water use potentially affects overall supply. The District should continue to craft future messages that draw a link

between conservation behavior and adequate water supplies for the region.

4. "Don't Know" or "No Difference" – The fourth category is actually made of two categories that should be treated similarly. Roughly 13 percent of the total sample did not know the difference or thought there was no difference between water shortages and droughts. This is another opportunity for the District to be explicit in describing the differences and what it means to the people of West Central Florida.

Table 14 shows the differences from the pre and posttest.

<b>Table 14: What is the difference between a "drought" and a "water shortage?" Coded***</b>			
	Pretest	Posttest	Total
"Severity" issue	28.1%	20.2%	24.1%
Dealing with nature - rainfall, plants/lakes drying, etc.	39.0%	48.2%	43.6%
No difference	4.5%	2.6%	3.6%
Supply/Man made problem	19.3%	18.9%	19.1%
Don't Know/Random Answer	9.1%	10.1%	9.6%

### **Attitudes Towards Water Conservation**

Respondents were asked to rate a variety of water conservation statements from one, "strongly disagree" to ten, "strongly agree." Table 15 shows the pre and post responses of the statistically different conservation statements asked. One is reminded of a simple method of reading these mean scores: anything above 5.5 could be seen as "agree" and anything below as "disagree." Readers are reminded that a full breakdown of these statements is provided at the end of this document.

<b>Table 15: Please tell me how much you agree with the following statements. Please rate the following on a scale from 1 to 10, with 10 meaning STRONGLY AGREE and 1 meaning STRONGLY DISAGREE.</b>		
		Mean
There is a water shortage emergency in my community. ***	Pretest	5.96
	Posttest	6.43
In the past year, I have changed the way I use water in order to conserve.***	Pretest	6.94
	Posttest	7.41
My water use has little effect on the amount of available water in my area.***	Pretest	4.70
	Posttest	4.21

Respondents agreed more in the posttest that there was a water shortage and they had changed the way they used water in the past year. They disagreed more with the statement that their water use had little effect on the amount of available water in their area.

When looking at the data in the appendix, the reader is reminded that, as in the pretest, it is no surprise that respondents agreed that they followed water restrictions and conservation was important to them. While these statements can, and should, be used in outreach, it is the belief that the high score is a result of social desirability. Along with that, there was high agreement with the understanding of what it means to conserve water. Just because these statements were rated highest, does not mean they should be the centerpieces of the campaign or “proof” that the campaign worked – these were the answers we expected. Respondents rarely want to seem like they are breaking the law or don’t care about the world around them.

The posttest also asked about personal water use in two separate ways. First, it asked it as the agree/disagree statement presented in Table 15. Overall, people did agree that their water use had an effect on the available water in their area. Just as in the pretest report, the District should continue to look for ways to link personal water use and overall supply.

The second way we asked about personal water use was having the respondents give their opinions of use compared to others in their community. The responses were fairly consistent with the pretest (table 16). Nearly everyone indicated their use of water was ‘Less than the average person in my area’ or ‘About the same as the average person in my area’. This is fairly consistent with what is seen in previous research – people generally have a more positive sense of themselves. As discussed in the pretest report, the District should figure out ways to concretely show residents how much of an impact they have on the water source. In addition, it is the belief that if the District could develop a tool to show how residents compare to others in their area would be a strong impact in a behavior change campaign.

<b>Table 16: In my opinion, the amount of water I use is:</b>			
	Pretest	Posttest	Total
Less than the average person in my area	56.9%	58.9%	57.9%
About the same as the average person in my area	37.3%	36.0%	36.6%
More than the average person in my area	1.0%	1.2%	1.1%
Don't know	4.9%	3.9%	4.4%

When specifically asked about conservation, about nine in ten indicated they personally take steps to conserve water (90.2%). Just as with the pretest, activities like watering on their designated days, taking quick showers, using “low flow” appliances and simply being aware of their use were some of the more popular answers. In addition to saying they conserve, about a fifth of the total sample mentioned a variation of the District when asked to recall a conservation organization (table 17).

<b>Table 17: Can you name any organizations that provide information about water conservation?</b>			
	Pretest	Posttest	Total
Did not name the district	79.4%	78.1%	78.8%
Specifically named the District	20.6%	21.9%	21.2%

In addition to asking unaided recall of a conservation organization, respondents were asked their familiarity of various conservation organization websites. A complete breakdown of the responses can be found at the end of the document. When looking at the District's site, there was a statistical difference between the areas of the region and self-reported behavior/awareness (table 18).

<b>Table 18: WaterMatters.org Southwest Florida Water - Management District ***</b>				
	North	Central	South	Total
Heard of the website and visited in the last month	4.50%	7.80%	4.90%	5.70%
Heard of the website and visited at least once in the past year	10.50%	13.80%	10.90%	11.70%
Heard of the website but never visited	30.30%	43.50%	43.40%	39.10%
Never heard of the website	54.70%	34.90%	40.80%	43.50%

Respondents in the central region were more likely than others to have either visited the site or have heard of it. There was also a statistical difference between the pre and post data (table 19). Posttest data shows that the largest increase was those respondents who had never heard of the site. The District should make sure that their website is prominent in all future outreach material.

<b>Table 19: WaterMatters.org Southwest Florida Water - Management District ***</b>			
	Pretest	Posttest	Total
Heard of the website and visited in the last month	5.1%	5.7%	5.4%
Heard of the website and visited at least once in the past y	16.7%	11.7%	14.2%
Heard of the website but never visited	50.7%	39.1%	44.9%
Never heard of the website	27.4%	43.5%	35.5%

As stated in the pretest, the District's site did have some recall, but not many reported visits within the last month. The main way to direct traffic to the site will be to give citizens a reason to visit. Integrate the site into the campaign more than simply putting advertisements on it. Figure out a way to make the site a tool. One idea would be to develop a personal use comparison module – the tool discussed earlier that allows people to see their water use compared with their neighbor.

## **Campaign Recall and Evaluation**

Respondents were asked about their awareness of water conservation advertising. Nearly 70 percent of the sample stated that they had seen or heard an advertisement in the past few months about conserving water. The reader should remember that just an awareness of an advertisement does not mean that it was the District's advertisement. Table 20 shows the regional breakdown of the self reports of advertisement exposure.

<b>Table 20: Next we are going to ask you some questions about advertising that you might have seen or heard recently. In the past few months, have you seen or heard any advertising about water use or conserving water?</b>				
	North	Central	South	Total
Yes	73.80%	71.00%	70.80%	71.90%
No	17.60%	17.50%	17.60%	17.60%
Don't Know	8.60%	11.50%	11.60%	10.60%

Table 21 shows where the respondents believed they saw or heard the advertisements. The only statistical difference was with direct mail. Respondents in the north region reported seeing the messages in through the mail less than the other two regions.

<b>Table 21: Where did you see or hear this advertising?</b>				
	North	Central	South	Total
Television	88.80%	83.20%	83.60%	85.30%
Internet	7.10%	11.50%	5.30%	8.00%
Newspaper	35.00%	37.70%	41.30%	38.00%
Direct mail ***	6.10%	16.20%	14.30%	12.10%
Billboard	10.20%	6.80%	9.50%	8.80%
Poster	3.00%	1.00%	2.10%	2.10%
Other	3.60%	5.20%	5.30%	4.70%

When evaluating advertising, we typically look at two types of advertising recall: unaided and aided. Unaided recall is determined by asking respondents to describe the advertisement. The responses are then coded to determine if it people remembered the ad. Only 3.61percent of the sample described one of the District's advertising concepts.

Since unaided recall is difficult to achieve with a short campaign, we decided to seek aided recall. Aided recall is achieved by presenting respondents with phrases, slogans or descriptions of advertisements and asking if they saw or heard it in the past two months. Table 22 shows all of the slogans and descriptions we tested to get aided recall measures.

<p><b>Table 22: Below are some slogans and descriptions of advertisements you may have heard or seen in your area. Please tell which of these you have seen or heard in the past two months.</b></p>
--

	North	Central	South	Total
Water only on your watering day and only if it your yard needs it	88.30%	81.20%	86.80%	85.40%
Water Matters***	51.80%	72.80%	68.80%	64.30%
Reduce Your Use ***	49.20%	57.10%	64.00%	56.70%
Florida's Water, It's Worth Saving***	68.00%	48.70%	52.40%	56.50%
If everyone saves a little, it can add up to a lot	45.20%	52.90%	52.90%	50.30%
It's a Drought – Conserve! ***	31.00%	42.40%	45.50%	39.50%

**Table 22 continued: Below are some slogans and descriptions of advertisements you may have heard or seen in your area. Please tell which of these you have seen or heard in the past two months.**

	North	Central	South	Total
<b>We are in a three year drought ***</b>	27.40%	41.90%	48.70%	39.20%
We don't know what we've got until it's gone	31.00%	32.50%	37.60%	33.60%
We can't control a drought but we can control water use	27.90%	34.60%	37.60%	33.30%
Florida-Friendly Irrigating	34.00%	23.60%	34.90%	30.80%
Make your body happy. Drink more water.	28.40%	31.40%	28.60%	29.50%
Your Water. Your Life.	25.90%	27.70%	33.30%	28.90%
<b>A little girl turning off a kitchen faucet when her mom left it on***</b>	18.30%	23.60%	38.10%	26.50%
<b>Depicts money being thrown down a drain</b>	27.90%	19.40%	23.80%	23.70%
<b>Fish jumping in a front lawn that has been over watered***</b>	40.60%	12.00%	14.80%	22.70%
Balancing water needs. Protecting water resources	21.30%	22.50%	21.70%	21.80%
Skip A Week of Irrigation***	10.70%	28.80%	24.90%	21.30%
<b>A frog landing on a dry river bank***</b>	9.60%	16.20%	23.30%	16.30%

The highlighted phrases were the ones the District staff indicated as prominent in their media campaign. Aided awareness of one or more of these five statements was the measure that the respondent was exposed to the campaign. The appendix shows the breakdown of where respondents believe they either heard or saw the advertisement. Of the media tested, television was the most prominent vehicle for outreach.

To follow up with the awareness, we asked for a self reported measure of behavior change. Table 23 shows the regional breakdown of respondents' answers about behavior change. Self-reported answers show that nearly two-thirds reported changing behavior after being exposed to the ads.

<b>Table 23: Think about the advertisements that included the concepts from the previous table. In your opinion, did they cause you to change any behaviors in relation to water conservation?</b>				
	North	Central	South	Total
Yes	47.10%	62.60%	65.30%	58.30%
No	50.00%	32.50%	26.40%	36.20%
Don't Know	2.90%	4.90%	8.30%	5.50%

The reader should be extremely cautious about this statistic. Just because a respondent states that they changed behavior, it does not necessarily mean they did. Social marketing research repeatedly shows that advertising alone is one of the weakest methods of changing behavior; strong social marketing campaigns include a more integrated approach based on research-based, targeted messages.

Once we determined aided recall, we then looked for differences in responses based on those who were exposed to the District's campaign and those who weren't. The reader should remember that this is not a comparison between those who did not see conservation messages and those who did – there were several in the sample who reported being exposed to messages other than those of the District. These comparisons are solely based on those who heard/saw District messages.

The first difference noticed was the length of time reported for the water resource conditions in the area. As discussed earlier, those in the posttest rated 3 years as the most frequent answer. When looking at exposure to District messages, this number increases for posttest responses. Those with aided recall were more than twice as likely to report “3 years” – a specific element in the District advertisement.

<b>Table 24: Thinking about your response to the previous question, how long have the conditions of water resources in your area been like this?***</b>			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Less than a year	24.5%	13.1%	18.7%
1 year	20.8%	13.4%	17.0%
2 years	22.7%	28.5%	25.7%
3 years	12.3%	29.8%	21.3%
4 years	1.6%	2.8%	2.2%
5 or more years	7.7%	7.8%	7.8%
I don't know	10.4%	4.5%	7.4%

There was also a statistical difference between the coded responses to the difference between a drought and water shortage. Those who were exposed to the ads were more likely to describe a drought as a severity or supply issue more than those not exposed.

<p><b>Table 25: Coded - What is the difference between a “drought” and a “water shortage?”***</b></p>
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	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
"Severity" issue	18.3%	22.1%	20.2%
Dealing with nature - rainfall, plants/lakes drying, etc.	48.0%	48.4%	48.2%
No difference	2.3%	3.0%	2.6%
Supply/Man made problem	17.8%	20.1%	18.9%
Don't Know/Random Answer	13.8%	6.5%	10.1%

When looking at other self-reported conservation behavior and perceptions, those who were exposed were also more likely to look for information about conservation; believed there was a water shortage emergency in their community; support government actions to address water shortage problems; concerned about the amount of water available in the community; and reported changing the way they used water in the past year to conserve. Table 26 shows the comparisons between the exposed and unexposed respondents.

<b>Table 26: Agree/Strongly Agree Responses</b>			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
I often look for information about how to conserve water. ***	56.5%	66.01	61.27
There is a water shortage emergency in my community.***	50.25%	66.75%	58.53%
I support government actions such as tightened water restrictions as a means of addressing a water shortage problem.***	79.25	85.36	82.31
I am concerned about the amount of water available in my community.***	78.25	82.14	80.2
In the past year, I have changed the way I use water in order to conserve.***	71.5%	81.39%	76.46

Looking further into personal water use and conservation, those who had aided recall reported using water less than the average person in their area (61.3% compared to 56.5%) and reported personally conserving water more (94% compared to 86.3%) than those who did not recall the ads. They were also more likely to have heard of or visited the District's website. Table 27 shows the differences between those with aided recall and website awareness.

**Table 27: WaterMatters.org Southwest Florida Water\*\*\***

	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Heard of the website and visited in the last month	4.0%	7.4%	5.7%
Heard of the website and visited at least once in the past y	7.5%	15.9%	11.7%
Heard of the website but never visited	32.5%	45.7%	39.1%
Never heard of the website	56.0%	31.0%	43.5%

## District Satisfaction and Perceptions

The remaining data collected was new to the posttest. It was included to get a measure of satisfaction and understanding of what the District does in the 16 county region.

Table 28 shows the statistically different responses from the three regions of the District. Those respondents in the central region were more likely to have heard of the District. Those in the north region were less likely to have heard of the District.

<b>Table 28: Have you ever heard of the Southwest Florida Water Management District (sometimes referred to as "Swift Mud")?***</b>				
	North	Central	South	Total
Yes	52.10%	71.40%	65.90%	63.10%
No	41.90%	24.90%	28.80%	31.90%
Don't Know	6.00%	3.70%	5.20%	5.00%

For those who had heard of the District, they were asked about the main responsibilities of the organization. A large majority believed the major responsibilities were to protect water resources and regulate water use.

<b>Table 29: Which of the following are the main responsibilities of the Southwest Florida Water Management District?</b>				
	North	Central	South	Total
Preserve and protect the water resource	80.00%	84.70%	83.70%	83.00%
Regulate water use	70.30%	69.30%	64.20%	67.80%
Flood control	47.10%	50.50%	54.20%	50.80%
Control growth	31.00%	28.20%	31.10%	30.00%
Set water rates	22.60%	19.80%	24.20%	22.10%

Tables 30 to 34 show the respondent ratings for the Southwest Florida Water Management District's performance in a variety of areas. One should notice that overall, respondents rated the District as doing a good job. One should also notice that there was a large fraction of respondents who report not knowing how to rate the District on these areas. This is an opportunity to incorporate these into outreach endeavors.

<b>Table 30: Managing the water supply</b>				
	North	Central	South	Total
Excellent	3.90%	7.90%	10.00%	7.50%
Good	31.60%	24.80%	34.70%	30.20%
Fair	21.90%	29.20%	18.90%	23.60%
Poor	11.00%	10.40%	7.90%	9.70%
Don't know	31.60%	27.70%	28.40%	29.10%

<b>Table 31: Educating the public about water resources</b>				
	North	Central	South	Total
Excellent	7.10%	10.40%	12.10%	10.10%
Good	33.50%	31.20%	38.90%	34.60%
Fair	21.90%	27.20%	22.60%	24.10%
Poor	9.00%	7.90%	6.30%	7.70%
Don't know	28.40%	23.30%	20.00%	23.60%

<b>Table 32: Ensuring an adequate water supply***</b>				
	North	Central	South	Total
Excellent	4.50%	7.40%	6.80%	6.40%
Good	21.30%	23.30%	36.30%	27.20%
Fair	27.70%	25.70%	21.60%	24.90%
Poor	10.30%	13.40%	8.40%	10.80%
Don't know	36.10%	30.20%	26.80%	30.70%

<b>Table 33: Identifying and developing new water sources</b>				
	North	Central	South	Total
Excellent	3.20%	4.00%	4.20%	3.80%
Good	15.50%	11.40%	18.90%	15.20%
Fair	23.20%	23.30%	18.40%	21.60%
Poor	16.80%	18.80%	14.20%	16.60%
Don't know	41.30%	42.60%	44.20%	42.80%

<b>Table 34: Protecting the watersheds</b>				
	North	Central	South	Total
Excellent	4.50%	7.90%	7.40%	6.80%
Good	21.90%	18.80%	25.80%	22.10%
Fair	22.60%	22.30%	17.90%	20.80%
Poor	12.30%	13.90%	10.50%	12.20%
Don't know	38.70%	37.10%	38.40%	38.00%

Table 35 shows the overall measure of satisfaction that respondents have of the District. A little over a third of the sample rated the District as either doing “excellent” or “good” performance while about 10 percent of the sample reported having a poor perception of the District.

<b>Table 35: Overall, how would you rate the Southwest Florida Water Management District's performance?</b>				
	North	Central	South	Total
Excellent	3.90%	5.40%	7.40%	5.70%
Good	29.70%	32.70%	40.50%	34.60%
Fair	31.00%	28.70%	19.50%	26.10%
Poor	7.70%	10.90%	7.40%	8.80%
Don't know	27.70%	22.30%	25.30%	24.90%

The opportunity again is to explicitly tell the District's purpose in outreach efforts.

### **Demographics and Psychographics**

Respondents were presented with a variety of demographic and psychographic measures. A complete listing of all of the responses can be found in the appendix of this report. Of note in this section, respondents were asked about how they get most of their local news in their community. Table 36 shows their pre and posttest responses. Local television and newspaper are the preferred methods of gaining information about the local community.

<b>Table 36: Generally speaking, where would you say that you get most of your information about news in your community?***</b>			
	Pretest	Posttest	Total
Local TV news	40.0%	44.7%	42.4%
Radio news	4.2%	5.9%	5.0%
Local newspaper	35.0%	33.1%	34.1%
Internet	16.2%	11.0%	13.6%
Friends and family	3.6%	4.5%	4.0%
Someplace else, please specify:	.7%	.5%	.6%
Decline to Answer	.1%	.4%	.2%

### **Conclusion**

Just as with the pretest report, the data presented in this report shows that overall, people are aware that there is a water shortage. It should be the goal of the District to show residents how their personal conservation actions fit into the overall maintenance of the water supply.

In terms of media exposure, data show that those who were exposed were more likely to do many of the targeted conservation actions. The problem is that a very small percentage has unaided recall of the District messages. To solve this, it is suggested that resources be spent to lengthen the campaign and develop messaging that is specific to the needs of the target audiences. These two factors would likely report larger differences in the pre and posttest data.

The posttest data also support the suggestions made in the pretest report. In the future, the District should start/continue to integrate the following into future conservation campaigns:

- Focus on “drinking water” – while there is a personal connection to water in general, drinking water is the most intimate.
- Beware of how you use the terms “drought” and “water shortage.” It is the belief of the research team that people may have trouble seeing how they can have an effect in the overall supply when they believe the shortage is caused by natural occurrences like rainfall.
- Better define water restrictions and proper water conservation behavior. While people will report that they are “doing the right thing” because it is socially acceptable, they may not fully understand how to incorporate conservation behaviors in their lives.
- When you do define the behaviors, make sure they are concise, easy to do and seem “normal.” Remember, people traditionally don’t want to be the first or only people doing a behavior, no matter how “right” it is.
- Go beyond the environmental factors of conservation. Refer back to the beginning of the report. Respondents mentioned “safety” as their number one concern. Bundle in “water conservation” as a thing people should do to feel safe in their communities.
- Find a way to show proper personal water use and how it compares to others in their area. While people realize their use has an impact, many believe that they are using less water than others in their communities.

The data contained in the appendix of this report are rich with information that can be used as baseline data for future campaigns. It is the suggestion that the District utilize these data in building the campaigns and spend more resources crafting targeted messaging that resonates with District residents through longer, more integrated campaigns.

# Appendix A

## Survey Instrument

**SWFWMD**  
**Media Research Post-survey**

**I. INTRODUCTION**

We are conducting a short public opinion poll to find out how people in Florida care for their homes and lawns. All of the answers given today will remain anonymous.

Please complete all of the questions appearing on each page. Always scroll down to make sure you have answered all of the questions provided before moving to the next page. When you are ready to move on to the next page, click the "Next" button located in the lower portion of the screen.

**II. SCREENER**

Let's begin by asking a few questions to see if this survey applies to you.

**Screener Q1. What county do you live in? [limit based on SWFWMD district]**

- |                      |  |                        |
|----------------------|--|------------------------|
| 1) Alachua           | 24) Hardee [South]                             | 45) Nassau             |
| 2) Baker             | 25) Hendry                                     | 46) Okaloosa           |
| 3) Bay               | 26) Hernando [North]                           | 47) Okeechobee         |
| 4) Bradford          | 27) Highlands [South]                          | 48) Orange             |
| 5) Brevard           | 28) Hillsborough [Central]                     | 49) Osceola            |
| 6) Broward           | 29) Holmes                                     | 50) Palm Beach         |
| 7) Calhoun           | 30) Indian River                               | 51) Pasco [Central]    |
| 8) Charlotte [South] | 31) Jackson                                    | 52) Pinellas [Central] |
| 9) Citrus [North]    | 32) Jefferson                                  | 53) Polk [Central]     |
| 10) Clay             | 33) Lafayette                                  | 54) Putnam             |
| 11) Collier          | 34) Lake [North]                               | 55) St. Johns          |
| 12) Columbia         | 35) Lee  | 56) St. Lucie          |
| 13) DeSoto [South]   | 36) Leon                                       | 57) Santa Rosa         |
| 14) Dixie            | 37) Levy (Go to next<br>Screener Q2) [North]   | 58) Sarasota [South]   |
| 15) Duval            | 38) Liberty                                    | 59) Seminole           |
| 16) Escambia         | 39) Madison                                    | 60) Sumter [North]     |
| 17) Flagler          | 40) Manatee [South]                            | 61) Suwannee           |
| 18) Franklin         | 41) Marion (Go to next<br>screener Q3) [North] | 62) Taylor             |
| 19) Gadsden          | 42) Martin                                     | 63) Union              |
| 20) Gilchrist        | 43) Miami-Dade                                 | 64) Volusia            |
| 21) Glades           | 44) Monroe                                     | 65) Wakulla            |
| 22) Gulf             |  | 66) Walton             |
| 23) Hamilton         |  | 67) Washington         |

Sample Distribution:

North: n=266

Central: n=267

South: n=266

**Screener Q2. Below is a list of cities in Levy County. Of the cities below, which do you live closest to?**

1. Bronston (Go to Q1)
2. Williston (Go to Q1)
3. Morriston (Go to Q1)
4. Tidewater (Go to Q1)
5. Yankeetown (Go to Q1)
6. Inglis (Go to Q1)
7. Lebenon Station (Thank and terminate)
8. Chiefland (Thank and terminate)
9. Otter Creek (Thank and terminate)
10. Cedar Key (Thank and terminate)
11. Rosewood (Thank and terminate)
12. Gulf Hammock (Thank and terminate)
13. Don't Know (Thank and terminate)

**Screener Q3. You mentioned you live in Marion County. Do you live east of Interstate 75 or west of Interstate 75?**

1. East of Interstate 75 (Thank and terminate)
2. West of Interstate 75 (Go to Q1)
3. Don't Know (Thank and terminate)

**III. Interview**

**1. Who cares for your lawn?**

- a. I do
- b. Spouse
- c. Someone else in the home
- d. Lawn service/gardener paid by household
- e. Lawn service/gardener paid by others (landlord, apartment manager, etc.) ...record answer.
- f. If no one ... record answer.

**Q2, Q3, Q4, Q5, Q6, Q7 are only for those who answer a, b, c or d on Q1]**

**2. Which of the following comes closest to describing how often you water your lawn?**

1. Every day
2. Twice a week
3. Once a week
4. Twice a month
5. Once a month
6. I never water my lawn (Skip to Q5)
7. Not sure

**3. Which of these comes closest to describing how you decide when to water your lawn?**

1. Ask a friend or neighbor
2. When I see my neighbors watering their lawn
3. Guess
4. When the grass looks like it needs it
5. Ask a professional (Master Gardener, lawn service, someone in the gardening department of a store)
6. I always water when it is my watering day
7. I do not have to decide when to water, I have an irrigation system that runs automatically
8. Not sure

**4. When I water my lawn, I water during:**

1. early morning (sun is not up yet)
2. mid-morning (sun is up)
3. afternoon (sun is up)
4. late afternoon (sun has started going down)
5. evening (sun is down)
6. Don't know



**New Position** – only those who answered 1,2,3,4,5,7 on q2 should be asked this question

**7. Where does the water used in your lawn/landscape come from?**

1. Municipal water
2. Reclaimed water
3. Well water
4. Rain barrels
5. Don't know
6. Other: [Please type]

**5. Do you live in an area with lawn watering restrictions?** **New Change – No & Don't Know got to Q8**

1. Yes
2. No [Go to Q8]
3. Don't Know [Go to Q8]

**6. Look at the list below. Select all of the ways you are made aware about lawn watering restrictions in your area. [Select all that apply]**

1. From your water bill
2. From your city or county government
3. From your local water management district
4. From local news
5. From friends or neighbors
6. Other [Please type]
7. Don't remember

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

1. In a drought
2. Drier than normal
3. Normal [Go to Q10]
4. Wetter than normal [Go to Q10]
5. Flooding [Go to Q10]
6. Don't know [Go to Q10]

**9. Thinking about your response to the previous question, how long have the conditions of water resources in your area been like this?**

1. less than a year
2. 1 year
3. 2 years
4. 3 years
5. 4 years
6. 5 or more years
7. I don't know

**10 What is the difference between a “drought” and a “water shortage?” [Open-ended]**

11. Please tell me how much you agree with the following statements. Please rate the following on a scale from 1 to 10, with 10 meaning **STRONGLY AGREE** and 1 meaning **STRONGLY DISAGREE**. [RANDOMIZE CHOICES]

	Statements	RATING
A	There is a water shortage emergency in my community.	
B	I often look for information about how to conserve water.	
C	In the past year, I have changed the way I use water in order to conserve.	
D	I support government actions such as tightened water restrictions as a means of addressing a water shortage problem.	
E	I follow watering restrictions such as watering my lawn only on the correct watering days.	
F	I completely understand what it means to "conserve water."	
G	My water use has little effect on the amount of available water in my area.	
H	I am concerned about the amount of water available in my community.	
I	The media has blown a water shortage in my area out of proportion.	
J	It is the government's responsibility to make sure there is enough drinking water in my community.	
K	Water conservation is important to me.	

12. Please tell me how much you would support government taking the following actions in response to a critical water shortage: Please rate the following on a scale from 1 to 10, with 10 meaning **STRONGLY AGREE** and 1 meaning **STRONGLY DISAGREE**. [RANDOMIZE CHOICES]

	Statements	RATING
A	Increasing the cost of water for all users	
B	Restricting lawn watering times and days	
C	Prohibiting lawn watering all together	
D	Educating the public about ways to conserve water	
E	Offering rebates for homeowners to replace older model toilets and other appliances with low volume models	
F	Requiring restaurants to serve water only on request	
G	Prohibiting pressure washing – except for commercial business	
H	Prohibiting car washing including charity car washes – except for commercial business	
I	Prohibiting aesthetic fountains	
J	Increasing fines for watering during the mid day	
K	Increasing water rates for high users	
L	Prohibiting the installation of new lawns or landscapes that require extra water	

13. If you were a lawmaker, what laws or actions would you take in the face of a critical water shortage? [open-ended]

14. In your opinion, the amount of water you use is:

1. Less than the average person in my area
2. About the same as the average person in my area
3. More than the average person in my area
4. Don't know

15. Do you personally do anything to conserve water?

1. Yes [What do you personally do to conserve water?: Open-ended]
2. No

16. Can you name any organizations that provide information about water conservation?

1. Yes [Please type the organizations: Open-ended]
2. No

17. Below is a list of organizations and their websites. Please tell if you have heard of the website and visited in the last month; have heard of the website and visited at least once in the past year; have heard of the website but never visited; or have never heard of the website. **[RANDOMIZE CHOICES]**

	Organization and Website	heard of the website and visited in the last month	heard of the website and visited at least once in the past year	heard of the website but never visited	never heard of the website
<b>A</b>	WaterMatters.org Southwest Florida Water - Management District				
<b>B</b>	SolutionsForYourLife.com - University of Florida IFAS Extension				
<b>C</b>	DEP.state.fl.us – Florida Department of Environmental Protection				
<b>D</b>	Google.com - Google Search Engine				
<b>E</b>	EPA.gov - Environmental Protection Agency				
<b>F</b>	Walmart.com - Wal-mart				
<b>G</b>	SierraClub.org - The Sierra Club				
<b>H</b>	WebMD.com - WebMD				

**IV. Advertising Testing**

Next we are going to ask you some questions about advertising that you might have seen or heard recently.

18. In the past few months, have you seen or heard any advertising about water use or conserving water?

- a) Yes
- b) No **[Skip to Question 26]**
- c) Don't Know

19. Where did you see or hear this advertising? **[Select all that apply]**

- a. Television
- b. Radio
- c. Internet
- d. Newspaper
- e. Direct mail
- f. Billboard
- g. Poster
- h. Other [specify]**

20. Please describe the advertising. **[Open Ended]**

21. Can you name any specific things the advertising was asking you to do? **[Open Ended]**

22. Below are **some slogans and descriptions of advertisements** you may have heard or seen in your area. Please tell which of these you have seen or heard in the past two months.

	[Mix and rotate]	Yes, Have Seen or Heard	No, Haven't Seen or Heard	Don't Know
A	Water Matters			
B	If everyone saves a little, it can add up to a lot			
C	Water only on your watering day and only if it your yard needs it			
D	Balancing water needs...protecting water resources			
E	Make your body happy. Drink more water.			
F	We can't control a drought but we can control water use			
G	Florida's Water, It's Worth Saving			
H	Skip A Week of Irrigation			
I	Reduce Your Use			
J	We don't know what we've got until it's gone			
K	Florida-Friendly Irrigating – It Just Makes Sense			
L	Your Water. Your Life.			
M	It's a Drought – Conserve!			
N	We are in a three year drought	Go to Q23	Go to Q26	Go to Q26
O	A little girl turning off a kitchen faucet when her mom left it on	Go to Q23	Go to Q26	Go to Q26
P	A frog landing on a dry river bank	Go to Q23	Go to Q26	Go to Q26
Q	Fish jumping in a front lawn that has been overwatered	Go to Q23	Go to Q26	Go to Q26
R	Depicts money being thrown down a drain	Go to Q23	Go to Q26	Go to Q26

23. You mentioned seeing or hearing the following advertising concepts. Please select all of the places you either saw or heard them.

		TV	Radio	Newspaper	Billboard	Received in the Mail	Internet	Brochure	Other
A	We are in a three year drought								
B	A little girl turning off a kitchen faucet when her mom left it on								
C	A frog landing on a dry river bank								
D	Fish jumping in a front lawn that has been overwatered								
E	Depicts money being thrown down a drain								

24. Think about the advertisements that included the concepts from the previous table. In your opinion, did they cause you to change any behaviors in relation to water conservation?

1. Yes **[go to Q25]**
2. No **[go to Q26]**
3. Don't Know **[go to Q26]**

25. What behaviors did you change after seeing the advertisement? **[type answer]**

26. If you were asked to give someone in your community advice about conserving water, what would you tell them? **[write answer]**

27. As far as you know, where does your local utility or water company get your drinking water? **[type answer]**

## **SWFWMD Knowledge**

28. Have you ever heard of the Southwest Florida Water Management District (sometimes referred to as “Swift Mud”)?

1. Yes
2. No (*Skip to question 32*)
3. Don't Know

29. Which of the following are the main responsibilities of the Southwest Florida Water Management District?

		Yes	No	Don't know
a	Regulate water use			
b	Control growth			
c	Preserve and protect the water resource			
d	Flood control			
e	Set water rates			

30. How would you rate the Southwest Florida Water Management District's performance in the following categories?

		Excellent	Good	Fair	Poor	Don't know
a	Managing the water supply					
b	Educating the public about water resources					
c	Ensuring an adequate water supply					
d	Identifying and developing new water sources					
e	Protecting the watersheds					

31 Overall, how would you rate the Southwest Florida Water Management District's performance?

- 1.Excellent
- 2.Good
- 3.Fair
- 4.Poor
- 5.Don't know

## **Demographics**

32. Now I want to ask you a little bit about what kind of person you are. On a scale from 1 to 10, when 1 means it doesn't describe you at all and 10 means it describes you very well, please tell me how much the following statements describe you. [Read each statement and record rating. Rotate statements]

		Rating
A	"I have a sense of style."	
B	"I am an environmentalist"	
C	"I am often influenced by my friends and family"	
D	"I enjoy outdoor activities with friends and family"	
E	"I am a lot like my neighbors"	
F	"I like to entertain at my home"	
G	"I seek recommendations on lawn care"	
H	"I believe the state government is a good source of information about lawn care"	
I	"I care about local streams and rivers"	

- 33.. Generally speaking, where would you say that you get most of your information about news in your community?**
1. Local TV news
  2. Radio news
  3. Local newspaper
  4. Internet
  5. Friends and family
  6. Someplace else [write in answer]
  7. Decline to Answer
- 34. What year were you born? \_\_\_\_\_** [record response]
- 35. What is your gender?**
1. Male
  2. Female
  3. Decline to Answer
- 36. Do you have any children or grandchildren under the age of 18 who live in your home?**
1. Yes
  2. No
  3. Refused
- 37. Do you own or rent your home?**
1. Own
  2. Rent
  3. Live with a family member
  4. Other – record answer
  5. Refused
- 38. How long have you lived in your county?**
1. Less than 1 year
  2. 1 to 5 years
  3. 6 to 10 years
  4. 11 to 15 years
  5. 16 to 20 years
  6. More than 20 years
- 39. Do you live in Florida year-round?**
1. Yes
  2. No
- 40. What is your present employment status?**
1. Employed full-time
  2. Employed part-time
  3. Voluntarily not in the work force (in school; raising family, etc.)
  4. Unemployed but not retired
  5. Retired
- 41. In what range did your total household income fall during 2007?**
1. Less than \$25,000
  2. \$25,001 to \$50,000
  3. \$50,001 to \$75,000
  4. \$75,001 to \$100,000
  5. More than \$100,000
  6. Decline to answer

- 42. Do you consider yourself:**
1. Caucasian/White
  2. African American/Black
  3. Hispanic/Latino
  4. Asian or Pacific Islander
  5. Native American or Alaskan native
  6. Mixed racial background
  7. Other race
  8. Decline to answer

- 43. What is your current marital status?**
1. Single
  2. Married
  3. Divorced
  4. Widowed
  5. Decline to answer

**Closing statement:** Thank you for helping us with this research. Your answers will be used to help the State of Florida provide information to the citizens in your area about proper lawn care that will protect lakes, rivers, and streams.

Appendix B  
Posttest Data  
including comparisons



# Water Conservation Posttest Survey Preliminary Frequency Report

Sample = 803

\*\*\* indicates statistical differences

Who cares for your lawn?***				
	North	Central	South	Total
I do	34.10%	26.00%	24.30%	28.10%
Spouse	19.90%	21.20%	18.70%	19.90%
Someone else in the home	2.60%	4.10%	3.00%	3.20%
Lawn service/gardener paid by household	31.50%	26.80%	30.00%	29.40%
Lawn service/gardener paid by others	12.00%	21.20%	23.20%	18.80%
No one		0.70%	0.70%	0.50%

Which of the following comes closest to describing how often you water your lawn?				
	North	Central	South	Total
Every day	2.10%	2.40%	1.00%	1.90%
Twice a week	35.70%	14.80%	17.70%	23.30%
Once a week	31.10%	48.10%	48.80%	42.10%
Twice a month	5.50%	5.20%	5.40%	5.40%
Once a month	2.60%	4.80%	4.90%	4.00%
I never water my lawn	21.30%	23.30%	20.20%	21.60%
Not sure	1.70%	1.40%	2.00%	1.70%

Which of these comes closest to describing how you decide when to water your lawn?				
	North	Central	South	Total
Ask a friend or neighbor		0.60%	0.60%	0.40%
When I see my neighbors watering their lawn			0.60%	0.20%
Guess	1.60%	1.20%	1.90%	1.60%
When the grass looks like it needs it	17.80%	16.10%	17.90%	17.30%
Ask a professional (Master Gardener, lawn service)	1.10%	1.20%	1.20%	1.20%
I always water when it is my watering day	43.80%	51.60%	48.80%	47.80%
I do not have to decide when to water, I have an irrigation system	33.00%	26.10%	27.20%	28.90%
Not sure	2.70%	3.10%	1.90%	2.60%

When I water my lawn, I water during:				
	North	Central	South	Total
Early morning (sun is not up yet)	51.40%	52.80%	53.70%	52.60%
Mid-morning (sun is up)	3.20%	1.90%	2.50%	2.60%
Afternoon (sun is up)	0.50%	0.60%	0.60%	0.60%

Late afternoon (sun has started going down)	13.50%	12.40%	16.00%	14.00%
Evening (sun is down)	30.80%	31.10%	25.30%	29.10%
Don't know	0.50%	1.20%	1.90%	1.20%

Where does the water used in your lawn/landscape come from?***				
	North	Central	South	Total
Municipal water	49.20%	51.60%	38.30%	46.50%
Reclaimed water	18.90%	17.40%	17.30%	17.90%
Well water	25.40%	19.90%	34.60%	26.60%
Rain barrels	0.50%	0.60%		0.40%
Don't know	3.20%	8.10%	3.10%	4.70%
Other: (Please Specify)	2.70%	2.50%	6.80%	3.90%

Do you live in an area with lawn watering restrictions?***				
	North	Central	South	Total
Yes	85.50%	95.20%	89.20%	89.80%
No	8.50%	2.40%	6.90%	6.00%
Don't Know	6.00%	2.40%	3.90%	4.20%

Look at the list below. Select all of the ways you are made aware about lawn watering restrictions in your area.				
	North	Central	South	Total
From your water bill***	38.80%	51.50%	41.40%	44.00%
From your city or county government	46.80%	53.50%	54.10%	51.40%
From your local water management district***	57.70%	45.00%	45.90%	49.70%
From local news ***	72.60%	85.00%	79.00%	78.90%
From friends or neighbors***	19.90%	32.00%	22.70%	24.90%
Other	11.40%	7.00%	8.30%	8.90%
Don't remember	1.00%	2.00%	0.60%	1.20%

How would you describe the current conditions of water resources in your area? Water resources include lakes, rivers, streams, aquifers, wetlands and springs.				
	North	Central	South	Total
In a drought	61.00%	70.60%	73.80%	68.50%
Drier than normal	33.00%	24.90%	24.70%	27.50%
Normal	4.90%	2.20%	1.10%	2.70%
Wetter than normal	0.40%			0.10%
Don't know	0.70%	2.20%	0.40%	1.10%

Thinking about your response to the previous question, how long have the conditions of water resources in your area been like this?
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	North	Central	South	Total
Less than a year	15.50%	21.80%	18.60%	18.70%
1 year	16.30%	19.10%	15.60%	17.00%
2 years	30.70%	20.20%	26.20%	25.70%
3 years	21.10%	19.10%	23.60%	21.30%
4 years	2.00%	1.90%	2.70%	2.20%
5 or more years	6.00%	11.30%	6.10%	7.80%
I don't know	8.40%	6.60%	7.20%	7.40%

Please tell me how much you agree with the following statements. Please rate the following on a scale from 1 to 10, with 10 meaning **STRONGLY AGREE** and 1 meaning **STRONGLY DISAGREE**.

There is a water shortage emergency in my community.***					
	mean = 6.43	North	Central	South	Total
1- Strongly Disagree		6.70%	3.00%	4.10%	4.60%
2		8.20%	3.00%	5.20%	5.50%
3		9.40%	10.80%	3.70%	8.00%
4		8.60%	2.20%	3.70%	4.90%
5		21.70%	16.00%	18.00%	18.60%
6		7.90%	7.40%	10.10%	8.50%
7		6.40%	11.90%	11.20%	9.80%
8		7.50%	12.60%	11.20%	10.50%
9		9.40%	7.80%	10.90%	9.30%
10 -Strongly Agree		14.20%	25.30%	21.70%	20.40%

There is a water shortage emergency in my community.***				
	North	Central	South	Total
Strongly Disagree	14.90%	6.00%	9.30%	10.10%
Disagree	39.70%	29.00%	25.40%	31.50%
Agree	21.80%	31.90%	32.50%	28.80%
Strongly Agree	23.60%	33.10%	32.60%	29.70%

I often look for information about how to conserve water.					
	mean = 6.56	North	Central	South	Total
1- Strongly Disagree		4.50%	4.10%	2.20%	3.60%
2		4.50%	3.70%	6.00%	4.70%
3		3.40%	6.70%	4.50%	4.90%
4		7.50%	5.20%	4.90%	5.90%
5		21.30%	17.50%	20.20%	19.70%
6		9.00%	7.40%	10.10%	8.80%

7	10.90%	11.20%	10.90%	11.00%
8	13.50%	15.60%	12.70%	13.90%
9	8.20%	10.00%	11.60%	10.00%
10 -Strongly Agree	17.20%	18.60%	16.90%	17.60%

I often look for information about how to conserve water.				
	North	Central	South	Total
Strongly Disagree	9.00%	7.80%	8.20%	8.30%
Disagree	32.20%	29.40%	29.60%	30.50%
Agree	33.40%	34.20%	33.70%	33.70%
Strongly Agree	25.40%	28.60%	28.50%	27.60%

In the past year, I have changed the way I use water in order to conserve.				
mean = 7.41	North	Central	South	Total
1- Strongly Disagree	4.90%	5.20%	3.40%	4.50%
2	4.10%	2.20%	2.20%	2.90%
3	2.20%	1.90%	2.60%	2.20%
4	1.50%	1.90%	2.20%	1.90%
5	15.70%	9.30%	11.20%	12.10%
6	5.20%	4.80%	8.20%	6.10%
7	12.40%	13.40%	10.90%	12.20%
8	16.10%	19.00%	16.50%	17.20%
9	13.10%	11.20%	14.60%	13.00%
10 -Strongly Agree	24.70%	31.20%	28.10%	28.00%

In the past year, I have changed the way I use water in order to conserve.				
	North	Central	South	Total
Strongly Disagree	9.00%	7.40%	5.60%	7.40%
Disagree	19.40%	13.10%	16.00%	16.20%
Agree	33.70%	37.20%	35.60%	35.50%
Strongly Agree	37.80%	42.40%	42.70%	41.00%

I support government actions such as tightened water restrictions as a means of addressing a water shortage problem. \*\*\*

	mean = 7.84	North	Central	South	Total
1- Strongly Disagree		4.10%	3.30%	1.90%	3.10%
2		2.20%	0.40%	2.20%	1.60%
3		2.60%		1.10%	1.20%
4		2.20%	1.10%	2.60%	2.00%
5		12.40%	10.00%	6.70%	9.70%
6		8.20%	5.20%	6.00%	6.50%
7		12.40%	11.20%	9.00%	10.80%
8		15.70%	16.00%	16.50%	16.10%
9		13.50%	17.50%	16.10%	15.70%
10 -Strongly Agree		26.60%	35.30%	37.80%	33.30%

I support government actions such as tightened water restrictions as a means of addressing a water shortage problem. ***				
	North	Central	South	Total
Strongly Disagree	6.30%	3.70%	4.10%	4.70%
Disagree	17.20%	11.10%	10.40%	12.90%
Agree	36.30%	32.40%	31.50%	33.40%
Strongly Agree	40.10%	52.80%	53.90%	49.00%

I follow watering restrictions such as watering my lawn only on the correct watering days.					
	mean = 8.84	North	Central	South	Total
1- Strongly Disagree		3.40%	2.20%	1.10%	2.20%
2		0.40%	0.40%	0.70%	0.50%
3		0.70%	1.10%	1.10%	1.00%
4		0.70%	0.40%	1.50%	0.90%
5		7.50%	4.10%	6.00%	5.90%
6		3.70%	1.50%	2.60%	2.60%
7		2.60%	4.80%	4.90%	4.10%
8		7.50%	10.40%	3.70%	7.20%
9		13.50%	11.50%	14.20%	13.10%
10 -Strongly Agree		59.90%	63.60%	64.00%	62.50%

I follow watering restrictions such as watering my lawn only on the correct watering days.				
	North	Central	South	Total
Strongly Disagree	3.80%	2.60%	1.80%	2.70%
Disagree	8.90%	5.60%	8.60%	7.80%
Agree	13.80%	16.70%	11.20%	13.90%

Strongly Agree	73.40%	75.10%	78.20%	75.60%
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I completely understand what it means to “conserve water.”					
	mean = 8.49	North	Central	South	Total
1- Strongly Disagree		1.50%	1.10%	1.10%	1.20%
2			0.70%		0.20%
3		0.70%		1.90%	0.90%
4		1.10%	1.90%	2.20%	1.70%
5		6.40%	3.70%	4.50%	4.90%
6		4.50%	4.80%	4.10%	4.50%
7		9.00%	10.40%	12.40%	10.60%
8		12.70%	14.90%	14.20%	13.90%
9		20.60%	17.80%	19.10%	19.20%
10 -Strongly Agree		43.40%	44.60%	40.40%	42.80%

I completely understand what it means to "conserve water."				
	North	Central	South	Total
Strongly Disagree	1.50%	1.80%	1.10%	1.40%
Disagree	8.20%	5.60%	8.60%	7.50%
Agree	26.20%	30.10%	30.70%	29.00%
Strongly Agree	64.00%	62.40%	59.50%	62.00%



My water use has little effect on the amount of available water in my area.					
	mean = 4.21	North	Central	South	Total
1- Strongly Disagree		22.50%	26.00%	23.20%	23.90%
2		11.60%	12.30%	15.70%	13.20%
3		13.10%	14.10%	9.40%	12.20%
4		6.00%	7.10%	7.50%	6.80%
5		16.50%	14.50%	14.20%	15.10%
6		6.40%	3.70%	4.50%	4.90%
7		6.40%	5.90%	7.10%	6.50%
8		6.00%	8.20%	6.00%	6.70%
9		3.70%	3.30%	4.50%	3.90%
10 -Strongly Agree		7.90%	4.80%	7.90%	6.80%

My water use has little effect on the amount of available water in my area.				
	North	Central	South	Total
Strongly Disagree	34.10%	38.30%	38.90%	37.10%

Disagree	35.60%	35.70%	31.10%	34.10%
Agree	18.80%	17.80%	17.60%	18.10%
Strongly Agree	11.60%	8.10%	12.40%	10.70%

I am concerned about the amount of water available in my community.					
	mean = 7.75	North	Central	South	Total
1- Strongly Disagree		2.60%	1.10%	1.50%	1.70%
2		0.70%	1.10%	2.20%	1.40%
3		1.50%	2.60%	2.60%	2.20%
4		1.90%	3.00%	1.10%	2.00%
5		15.40%	10.40%	11.60%	12.50%
6		10.10%	7.40%	6.70%	8.10%
7		10.90%	9.70%	11.60%	10.70%
8		13.50%	12.60%	19.50%	15.20%
9		13.10%	14.50%	14.20%	13.90%
10 -Strongly Agree		30.30%	37.50%	28.80%	32.30%

I am concerned about the amount of water available in my community.				
	North	Central	South	Total
Strongly Disagree	3.30%	2.20%	3.70%	3.10%
Disagree	18.80%	16.00%	15.30%	16.70%
Agree	34.50%	29.70%	37.80%	34.00%
Strongly Agree	43.40%	52.00%	43.00%	46.20%

The media has blown a water shortage in my area out of proportion.					
	mean = 3.46	North	Central	South	Total
1- Strongly Disagree		23.20%	27.10%	30.70%	27.00%
2		15.40%	16.40%	21.00%	17.60%
3		14.60%	11.50%	15.40%	13.80%
4		6.70%	9.30%	4.90%	7.00%
5		22.50%	14.10%	15.00%	17.20%
6		7.90%	7.40%	5.20%	6.80%
7		2.60%	4.80%	3.00%	3.50%
8		4.10%	3.70%	2.20%	3.40%
9		1.50%	1.50%	0.40%	1.10%
10 -Strongly Agree		1.50%	4.10%	2.20%	2.60%

The media has blown a water shortage in my area out of proportion.				
	North	Central	South	Total
Strongly Disagree	38.60%	43.50%	51.70%	44.60%
Disagree	43.80%	34.90%	35.30%	38.00%
Agree	14.60%	15.90%	10.40%	13.70%
Strongly Agree	3.00%	5.60%	2.60%	3.70%

It is the government's responsibility to make sure there is enough drinking water in my community.***				
mean = 6.07	North	Central	South	Total
1- Strongly Disagree	11.20%	8.90%	7.10%	9.10%
2	3.00%	4.80%	6.70%	4.90%
3	12.00%	4.50%	7.90%	8.10%
4	6.40%	5.60%	5.20%	5.70%
5	20.60%	16.70%	16.50%	17.90%
6	7.50%	11.20%	6.70%	8.50%
7	6.70%	8.90%	11.20%	9.00%
8	10.90%	15.20%	9.40%	11.80%
9	6.00%	7.10%	7.50%	6.80%
10 -Strongly Agree	15.70%	17.10%	21.70%	18.20%

It is the government's responsibility to make sure there is enough drinking water in my community.***				
	North	Central	South	Total
Strongly Disagree	14.20%	13.70%	13.80%	14.00%
Disagree	39.00%	26.80%	29.60%	31.70%
Agree	25.10%	35.30%	27.30%	29.30%
Strongly Agree	21.70%	24.20%	29.20%	25.00%

Water conservation is important to me.				
mean = 8.47	North	Central	South	Total
1- Strongly Disagree	1.50%	1.50%		1.00%
2	0.40%	0.40%		0.20%
3	1.10%	0.40%	1.90%	1.10%
4	0.70%		0.40%	0.40%



5	10.90%	5.60%	6.00%	7.50%
6	5.20%	3.30%	5.60%	4.70%
7	8.20%	9.30%	8.20%	8.60%
8	15.00%	19.70%	14.60%	16.40%
9	15.70%	17.80%	18.40%	17.30%
10 -Strongly Agree	41.20%	42.00%	44.90%	42.70%

Water conservation is important to me.				
	North	Central	South	Total
Strongly Disagree	1.90%	1.90%	0.00%	1.20%
Disagree	12.70%	6.00%	8.30%	9.00%
Agree	28.40%	32.30%	28.40%	29.70%
Strongly Agree	56.90%	59.80%	63.30%	60.00%

**Please tell me how much you would support government taking the following actions in response to a critical water shortage**

Increasing the cost of water for all users				
mean = 3.65	North	Central	South	Total
1- Strongly Disagree	36.00%	30.10%	35.20%	33.70%
2	8.20%	10.80%	11.60%	10.20%
3	9.00%	11.20%	10.90%	10.30%
4	8.60%	8.60%	6.70%	8.00%
5	16.90%	13.40%	15.00%	15.10%
6	6.00%	5.60%	7.90%	6.50%
7	4.90%	7.80%	3.70%	5.50%
8	5.20%	5.90%	3.70%	5.00%
9	2.20%	2.20%	2.20%	2.20%
10 -Strongly Agree	3.00%	4.50%	3.00%	3.50%

Increasing the cost of water for all users				
	North	Central	South	Total
Strongly Disagree	44.20%	40.90%	46.80%	43.90%
Disagree	34.50%	33.20%	32.60%	33.40%
Agree	16.10%	19.30%	15.30%	17.00%
Strongly Agree	5.20%	6.70%	5.20%	5.70%

Restricting lawn watering times and days					
	mean = 8.38	North	Central	South	Total
1- Strongly Disagree		2.20%	3.00%	1.90%	2.40%
2		1.10%	1.10%	0.40%	0.90%
3		1.90%		0.70%	0.90%
4		0.40%	1.50%	1.10%	1.00%
5		9.40%	4.50%	5.20%	6.40%
6		5.20%	4.10%	4.50%	4.60%
7		10.90%	10.00%	7.90%	9.60%
8		13.90%	13.40%	13.50%	13.60%
9		15.40%	16.70%	15.70%	15.90%
10 -Strongly Agree		39.70%	45.70%	49.10%	44.80%

Restricting lawn watering times and days				
	North	Central	South	Total
Strongly Disagree	3.30%	4.10%	2.30%	3.30%
Disagree	11.70%	6.00%	7.00%	8.30%
Agree	30.00%	27.50%	25.90%	27.80%
Strongly Agree	55.10%	62.40%	64.80%	60.70%

Prohibiting lawn watering all together					
	mean = 3.79	North	Central	South	Total
1- Strongly Disagree		38.60%	32.70%	35.60%	35.60%
2		9.70%	11.20%	12.00%	11.00%
3		11.20%	8.20%	10.10%	9.80%
4		4.90%	7.10%	4.10%	5.40%
5		12.00%	10.80%	14.20%	12.30%
6		3.00%	4.10%	6.70%	4.60%
7		5.60%	7.40%	5.20%	6.10%
8		3.70%	8.60%	3.40%	5.20%
9		3.40%	3.00%	3.00%	3.10%
10 -Strongly Agree		7.90%	7.10%	5.60%	6.80%

Prohibiting lawn watering all together				
	North	Central	South	Total
Strongly Disagree	48.30%	43.90%	47.60%	46.60%
Disagree	28.10%	26.10%	28.40%	27.50%

Agree	12.30%	20.10%	15.30%	15.90%
Strongly Agree	11.30%	10.10%	8.60%	9.90%

Educating the public about ways to conserve water					
	mean = 8.83	North	Central	South	Total
1- Strongly Disagree		1.50%	1.50%	0.40%	1.10%
2		0.40%	0.70%		0.40%
3		0.40%	0.70%	0.40%	0.50%
4		0.40%	0.40%	0.40%	0.40%
5		6.70%	4.10%	4.10%	5.00%
6		3.40%	1.90%	3.40%	2.90%
7		10.90%	7.80%	4.10%	7.60%
8		11.20%	13.00%	10.10%	11.50%
9		16.50%	13.80%	17.60%	15.90%
10 -Strongly Agree		48.70%	56.10%	59.60%	54.80%

Educating the public about ways to conserve water				
	North	Central	South	Total
Strongly Disagree	1.90%	2.20%	0.40%	1.50%
Disagree	7.50%	5.20%	4.90%	5.90%
Agree	25.50%	22.70%	17.60%	22.00%
Strongly Agree	65.20%	69.90%	77.20%	70.70%

Offering rebates for homeowners to replace older model toilets and other appliances with low volume models***					
mean = 8.13		North	Central	South	Total
1- Strongly Disagree		3.40%	1.90%	1.90%	2.40%
2		1.10%		0.40%	0.50%
3		2.20%	1.50%	0.70%	1.50%
4		3.70%	1.50%	1.90%	2.40%
5		12.70%	7.80%	5.60%	8.70%
6		3.40%	2.20%	5.20%	3.60%
7		14.60%	12.60%	10.10%	12.50%
8		15.00%	11.90%	16.10%	14.30%
9		9.40%	13.00%	15.70%	12.70%
10 -Strongly Agree		34.50%	47.60%	42.30%	41.50%

Offering rebates for homeowners to replace older model toilets and other appliances with low				
	North	Central	South	Total

Strongly Disagree	4.50%	1.90%	2.30%	2.90%
Disagree	18.60%	10.80%	8.20%	12.60%
Agree	33.00%	26.70%	31.40%	30.40%
Strongly Agree	43.90%	60.60%	58.00%	54.20%

Requiring restaurants to serve water only on request				
mean = 7.67	North	Central	South	Total
1- Strongly Disagree	5.20%	8.20%	6.00%	6.50%
2	2.20%	0.70%	1.50%	1.50%
3	3.00%	1.50%	1.50%	2.00%
4	1.10%	1.50%	1.10%	1.20%
5	12.70%	13.40%	8.60%	11.60%
6	6.40%	2.20%	4.90%	4.50%
7	12.00%	9.70%	7.50%	9.70%
8	12.40%	10.80%	11.60%	11.60%
9	11.20%	12.60%	16.50%	13.40%
10 -Strongly Agree	33.70%	39.40%	40.80%	38.00%

Requiring restaurants to serve water only on request				
	North	Central	South	Total
Strongly Disagree	7.40%	8.90%	7.50%	8.00%
Disagree	16.80%	16.40%	11.20%	14.80%
Agree	30.80%	22.70%	24.00%	25.80%
Strongly Agree	44.90%	52.00%	57.30%	51.40%

Prohibiting pressure washing – except for commercial business***				
mean = 5.61	North	Central	South	Total
1- Strongly Disagree	16.90%	11.20%	13.90%	13.90%
2	11.20%	5.60%	6.00%	7.60%
3	8.60%	6.70%	7.10%	7.50%
4	8.60%	5.90%	3.70%	6.10%
5	19.10%	15.60%	17.60%	17.40%
6	6.00%	5.90%	6.40%	6.10%
7	6.70%	8.60%	10.90%	8.70%
8	7.10%	11.20%	9.00%	9.10%

9	4.50%	9.30%	8.60%	7.50%
10 -Strongly Agree	11.20%	20.10%	16.90%	16.10%

Prohibiting pressure washing – except for commercial business***				
	North	Central	South	Total
Strongly Disagree	28.10%	16.80%	19.90%	21.50%
Disagree	36.30%	28.20%	28.40%	31.00%
Agree	19.80%	25.70%	26.30%	23.90%
Strongly Agree	15.70%	29.40%	25.50%	23.60%

Prohibiting car washing including charity car washes – except for commercial business ***				
mean = 5.73	North	Central	South	Total
1- Strongly Disagree	20.20%	11.20%	13.90%	15.10%
2	6.40%	5.60%	4.90%	5.60%
3	9.00%	5.60%	7.50%	7.30%
4	6.70%	6.30%	5.60%	6.20%
5	18.40%	15.20%	16.50%	16.70%
6	6.40%	4.50%	6.40%	5.70%
7	7.90%	8.90%	7.90%	8.20%
8	5.60%	13.80%	7.90%	9.10%
9	5.60%	10.00%	11.20%	9.00%
10 -Strongly Agree	13.90%	19.00%	18.40%	17.10%

Prohibiting car washing including charity car washes – except for commercial business ***				
	North	Central	South	Total
Strongly Disagree	26.60%	16.80%	18.80%	20.70%
Disagree	34.10%	27.10%	29.60%	30.20%
Agree	19.90%	27.20%	22.20%	23.00%
Strongly Agree	19.50%	29.00%	29.60%	26.10%

Prohibiting aesthetic (decorative) fountains				
mean = 6.53	North	Central	South	Total
1- Strongly Disagree	9.00%	6.30%	9.00%	8.10%
2	4.10%	3.70%	3.40%	3.70%
3	6.00%	3.00%	7.10%	5.40%

4	5.60%	4.50%	3.40%	4.50%
5	23.60%	17.80%	15.40%	18.90%
6	5.60%	5.90%	6.00%	5.90%
7	10.90%	9.30%	11.20%	10.50%
8	7.90%	10.00%	13.90%	10.60%
9	7.10%	9.30%	10.50%	9.00%
10 -Strongly Agree	20.20%	30.10%	20.20%	23.50%

Prohibiting aesthetic (decorative) fountains				
	North	Central	South	Total
Strongly Disagree	13.10%	10.00%	12.40%	11.80%
Disagree	35.20%	25.30%	25.90%	28.80%
Agree	24.40%	25.20%	31.10%	27.00%
Strongly Agree	27.30%	39.40%	30.70%	32.50%

Increasing fines for watering during the mid day					
	mean = 7.86	North	Central	South	Total
1- Strongly Disagree		4.10%	3.00%	6.40%	4.50%
2		2.60%	1.90%	1.90%	2.10%
3		3.00%	1.90%	1.10%	2.00%
4		1.90%	2.60%	1.10%	1.90%
5		10.10%	8.20%	9.00%	9.10%
6		4.90%	4.50%	4.90%	4.70%
7		9.70%	9.30%	7.50%	8.80%
8		13.50%	12.60%	13.90%	13.30%
9		12.00%	14.10%	16.90%	14.30%
10 -Strongly Agree		38.20%	42.00%	37.50%	39.20%

Increasing fines for watering during the mid day				
	North	Central	South	Total
Strongly Disagree	6.70%	4.90%	8.30%	6.60%
Disagree	15.00%	12.70%	11.20%	13.00%
Agree	28.10%	26.40%	26.30%	26.80%
Strongly Agree	50.20%	56.10%	54.40%	53.50%

Increasing water rates for high users***					
	mean = 7.21	North	Central	South	Total
1- Strongly Disagree		8.20%	8.60%	8.20%	8.30%
2		3.70%	3.00%	1.50%	2.70%
3		1.90%	2.20%	3.40%	2.50%
4		4.10%	0.40%	3.00%	2.50%
5		14.60%	6.70%	12.40%	11.20%
6		6.70%	6.70%	5.20%	6.20%
7		11.20%	11.90%	10.50%	11.20%
8		10.90%	7.80%	13.50%	10.70%
9		10.50%	14.50%	14.60%	13.20%
10 -Strongly Agree		28.10%	38.30%	27.70%	31.40%

Increasing water rates for high users***				
	North	Central	South	Total
Strongly Disagree	11.90%	11.60%	9.70%	11.00%
Disagree	20.60%	9.30%	18.80%	16.20%
Agree	28.80%	26.40%	29.20%	28.10%
Strongly Agree	38.60%	52.80%	42.30%	44.60%

Prohibiting the installation of new lawns or landscapes that require extra water					
	mean = 6.27	North	Central	South	Total
1- Strongly Disagree		10.10%	10.00%	9.00%	9.70%
2		3.00%	2.60%	6.00%	3.90%
3		7.50%	7.80%	6.00%	7.10%
4		4.50%	5.20%	6.00%	5.20%
5		18.70%	14.50%	15.70%	16.30%
6		6.70%	8.20%	7.50%	7.50%
7		8.60%	10.00%	12.00%	10.20%
8		9.70%	12.60%	12.00%	11.50%
9		9.00%	5.90%	11.20%	8.70%
10 -Strongly Agree		22.10%	23.00%	14.60%	19.90%

Prohibiting the installation of new lawns or landscapes that require extra water				
	North	Central	South	Total
Strongly Disagree	13.10%	12.60%	15.00%	13.60%
Disagree	30.70%	27.50%	27.70%	28.60%
Agree	25.00%	30.80%	31.50%	29.20%

Strongly Agree	31.10%	28.90%	25.80%	28.60%
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In my opinion, the amount of water I use is:				
	North	Central	South	Total
Less than the average person in my area	57.30%	59.90%	59.60%	58.90%
About the same as the average person in my area	39.30%	34.90%	33.70%	36.00%
More than the average person in my area	1.90%	0.40%	1.50%	1.20%
Don't know	1.50%	4.80%	5.20%	3.90%

Do you personally do anything to conserve water?				
	North	Central	South	Total
Yes. What do you personally do to conserve water?	89.90%	91.80%	88.80%	90.20%
No	10.10%	8.20%	11.20%	9.80%

Can you name any organizations that provide information about water conservation?				
	North	Central	South	Total
Yes.	43.40%	43.90%	44.60%	44.00%
No	56.60%	56.10%	55.40%	56.00%

**Below is a list of organizations and their websites.**

WaterMatters.org Southwest Florida Water - Management District ***				
	North	Central	South	Total
Heard of the website and visited in the last month	4.50%	7.80%	4.90%	5.70%
Heard of the website and visited at least once in the last year	10.50%	13.80%	10.90%	11.70%
Heard of the website but never visited	30.30%	43.50%	43.40%	39.10%
Never heard of the website	54.70%	34.90%	40.80%	43.50%

SolutionsForYourLife.com - University of Florida IFAS Extension				
	North	Central	South	Total
Heard of the website and visited in the last month	1.10%	1.10%	0.40%	0.90%
Heard of the website and visited at least once in the last year	4.50%	2.20%	1.90%	2.90%
Heard of the website but never visited	16.90%	9.30%	12.70%	13.00%
Never heard of the website	77.50%	87.40%	85.00%	83.30%

DEP.state.fl.us – Florida Department of Environmental Protection				
	North	Central	South	Total
Heard of the website and visited in the last month	5.20%	4.10%	3.70%	4.40%
Heard of the website and visited at least once in the last year	12.40%	14.50%	12.40%	13.10%
Heard of the website but never visited	50.90%	49.10%	56.20%	52.10%
Never heard of the website	31.50%	32.30%	27.70%	30.50%



Google.com - Google Search Engine				
	North	Central	South	Total
Heard of the website and visited in the last month	72.30%	79.90%	76.00%	76.10%
Heard of the website and visited at least once in the last 6 months	13.90%	9.30%	13.10%	12.10%
Heard of the website but never visited	10.10%	6.70%	7.10%	8.00%
Never heard of the website	3.70%	4.10%	3.70%	3.90%

EPA.gov - Environmental Protection Agency				
	North	Central	South	Total
Heard of the website and visited in the last month	3.40%	4.50%	2.60%	3.50%
Heard of the website and visited at least once in the last 6 months	13.50%	16.40%	12.00%	13.90%
Heard of the website but never visited	64.00%	66.20%	70.00%	66.70%
Never heard of the website	19.10%	13.00%	15.40%	15.80%

Walmart.com - Wal-mart				
	North	Central	South	Total
Heard of the website and visited in the last month	35.20%	37.20%	36.70%	36.40%
Heard of the website and visited at least once in the last 6 months	34.50%	32.70%	28.10%	31.80%
Heard of the website but never visited	23.60%	24.90%	27.30%	25.30%
Never heard of the website	6.70%	5.20%	7.90%	6.60%

SierraClub.org - The Sierra Club				
	North	Central	South	Total
Heard of the website and visited in the last month	1.50%	3.30%	2.60%	2.50%
Heard of the website and visited at least once in the last 6 months	6.00%	9.70%	9.00%	8.20%
Heard of the website but never visited	50.20%	52.00%	58.80%	53.70%
Never heard of the website	42.30%	34.90%	29.60%	35.60%

WebMD.com - WebMD***				
	North	Central	South	Total
Heard of the website and visited in the last month	18.70%	34.60%	25.80%	26.40%
Heard of the website and visited at least once in the last 6 months	40.40%	40.50%	35.20%	38.70%
Heard of the website but never visited	26.20%	13.00%	21.00%	20.00%
Never heard of the website	14.60%	11.90%	18.00%	14.80%

Next we are going to ask you some questions about advertising that you might have seen or heard recently. In the past few months, have you seen or heard any advertising about water use or conserving water?				
	North	Central	South	Total
Yes	73.80%	71.00%	70.80%	71.90%
No	17.60%	17.50%	17.60%	17.60%
Don't Know	8.60%	11.50%	11.60%	10.60%

Please describe the advertising. - District's Ad	
	Percent
SWFWMD Ad	3.61%
All others	96.39%

Where did you see or hear this advertising?				
	North	Central	South	Total
Television	88.80%	83.20%	83.60%	85.30%
Internet	7.10%	11.50%	5.30%	8.00%
Newspaper	35.00%	37.70%	41.30%	38.00%
Direct mail ***	6.10%	16.20%	14.30%	12.10%
Billboard	10.20%	6.80%	9.50%	8.80%
Poster	3.00%	1.00%	2.10%	2.10%
Other	3.60%	5.20%	5.30%	4.70%

**Below are some slogans and descriptions of advertisements you may have heard or seen in your area. Please tell which of these you have seen or heard in the past two months.**

Water Matters***				
	North	Central	South	Total
Yes, Have Seen or Heard	51.80%	72.80%	68.80%	64.30%
No, Haven't Seen or Heard	33.00%	19.90%	25.40%	26.20%
Don't Know	15.20%	7.30%	5.80%	9.50%

If everyone saves a little, it can add up to a lot				
	North	Central	South	Total
Yes, Have Seen or Heard	45.20%	52.90%	52.90%	50.30%
No, Haven't Seen or Heard	44.20%	38.20%	39.20%	40.60%
Don't Know	10.70%	8.90%	7.90%	9.20%

Water only on your watering day and only if it your yard needs it				
	North	Central	South	Total
Yes, Have Seen or Heard	88.30%	81.20%	86.80%	85.40%
No, Haven't Seen or Heard	9.60%	12.00%	10.60%	10.70%
Don't Know	2.00%	6.80%	2.60%	3.80%

Balancing water needs. Protecting water resources				
	North	Central	South	Total
Yes, Have Seen or Heard	21.30%	22.50%	21.70%	21.80%

No, Haven't Seen or Heard	64.00%	63.40%	63.50%	63.60%
Don't Know	14.70%	14.10%	14.80%	14.60%

Make your body happy. Drink more water.				
	North	Central	South	Total
Yes, Have Seen or Heard	28.40%	31.40%	28.60%	29.50%
No, Haven't Seen or Heard	64.00%	57.10%	57.10%	59.40%
Don't Know	7.60%	11.50%	14.30%	11.10%

We can't control a drought but we can control water use				
	North	Central	South	Total
Yes, Have Seen or Heard	27.90%	34.60%	37.60%	33.30%
No, Haven't Seen or Heard	61.40%	55.00%	48.10%	54.90%
Don't Know	10.70%	10.50%	14.30%	11.80%

Florida's Water, It's Worth Saving***				
	North	Central	South	Total
Yes, Have Seen or Heard	68.00%	48.70%	52.40%	56.50%
No, Haven't Seen or Heard	23.40%	38.20%	38.60%	33.30%
Don't Know	8.60%	13.10%	9.00%	10.20%

Skip A Week of Irrigation***				
	North	Central	South	Total
Yes, Have Seen or Heard	10.70%	28.80%	24.90%	21.30%
No, Haven't Seen or Heard	77.20%	58.60%	61.40%	65.90%
Don't Know	12.20%	12.60%	13.80%	12.80%

Reduce Your Use ***				
	North	Central	South	Total
Yes, Have Seen or Heard	49.20%	57.10%	64.00%	56.70%
No, Haven't Seen or Heard	43.70%	31.40%	29.60%	35.00%
Don't Know	7.10%	11.50%	6.30%	8.30%

We don't know what we've got until it's gone				
	North	Central	South	Total
Yes, Have Seen or Heard	31.00%	32.50%	37.60%	33.60%
No, Haven't Seen or Heard	57.40%	59.20%	47.10%	54.60%
Don't Know	11.70%	8.40%	15.30%	11.80%

Florida-Friendly Irrigating				
	North	Central	South	Total
Yes, Have Seen or Heard	34.00%	23.60%	34.90%	30.80%
No, Haven't Seen or Heard	52.80%	61.30%	51.90%	55.30%
Don't Know	13.20%	15.20%	13.20%	13.90%

Your Water. Your Life.				
	North	Central	South	Total
Yes, Have Seen or Heard	25.90%	27.70%	33.30%	28.90%
No, Haven't Seen or Heard	60.90%	56.50%	54.00%	57.20%
Don't Know	13.20%	15.70%	12.70%	13.90%

It's a Drought – Conserve! ***				
	North	Central	South	Total
Yes, Have Seen or Heard	31.00%	42.40%	45.50%	39.50%
No, Haven't Seen or Heard	56.30%	47.10%	42.90%	48.90%
Don't Know	12.70%	10.50%	11.60%	11.60%

We are in a three year drought ***				
	North	Central	South	Total
Yes, Have Seen or Heard	27.40%	41.90%	48.70%	39.20%
No, Haven't Seen or Heard	59.40%	45.00%	39.20%	48.00%
Don't Know	13.20%	13.10%	12.20%	12.80%

A little girl turning off a kitchen faucet when her mom left it on***				
	North	Central	South	Total
Yes, Have Seen or Heard	18.30%	23.60%	38.10%	26.50%
No, Haven't Seen or Heard	70.60%	65.40%	55.60%	64.00%
Don't Know	11.20%	11.00%	6.30%	9.50%

A frog landing on a dry river bank***				
	North	Central	South	Total
Yes, Have Seen or Heard	9.60%	16.20%	23.30%	16.30%
No, Haven't Seen or Heard	78.70%	73.30%	67.20%	73.10%
Don't Know	11.70%	10.50%	9.50%	10.60%

Fish jumping in a front lawn that has been overwatered***				
	North	Central	South	Total
Yes, Have Seen or Heard	40.60%	12.00%	14.80%	22.70%
No, Haven't Seen or Heard	52.80%	80.60%	77.20%	70.00%
Don't Know	6.60%	7.30%	7.90%	7.30%

Depicts money being thrown down a drain				
	North	Central	South	Total
Yes, Have Seen or Heard	27.90%	19.40%	23.80%	23.70%
No, Haven't Seen or Heard	60.40%	69.10%	63.00%	64.10%
Don't Know	11.70%	11.50%	13.20%	12.10%

**For those who heard the following phrases, this is where they heard them:**

Television				
We are in a three year drought - TV	68.50%	66.20%	79.30%	72.10%
A little girl turning off a kitchen faucet when her mom left it on - TV	88.90%	95.60%	97.20%	94.80%
A frog landing on a dry river bank - TV	94.70%	87.10%	97.70%	93.60%
Fish jumping in a front lawn that has been overwatered - TV	97.50%	91.30%	96.40%	96.20%
Depicts money being thrown down a drain - TV	89.10%	83.80%	84.40%	86.10%

Radio				
We are in a three year drought - Radio	35.20%	40.00%	30.40%	35.00%
A little girl turning off a kitchen faucet when her mom left it on - Radio		2.20%	1.40%	1.30%
A frog landing on a dry river bank - Radio		3.20%		1.10%
Fish jumping in a front lawn that has been overwatered - Radio	1.20%		3.60%	1.50%
Depicts money being thrown down a drain - Radio	10.90%	8.10%	4.40%	8.00%

Newspaper				
We are in a three year drought - Newspaper	44.40%	43.80%	47.80%	45.60%
A little girl turning off a kitchen faucet when her mom left it on - Newspaper	2.80%		4.20%	2.60%
A frog landing on a dry river bank - Newspaper	5.30%		2.30%	2.10%
Fish jumping in a front lawn that has been overwatered - Newspaper	1.20%	4.30%	3.60%	2.30%
Depicts money being thrown down a drain - Newspaper	7.30%	2.70%	11.10%	7.30%

Billboard				
We are in a three year drought - Billboard	13.00%	2.50%	6.50%	6.60%
Fish jumping in a front lawn that has been overwatered - Billboard	1.20%			0.80%
Depicts money being thrown down a drain - Billboard	1.80%	2.70%		1.50%

Received in the Mail				
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We are in a three year drought - Received in the Mail	7.40%	13.80%	16.30%	13.30%
A little girl turning off a kitchen faucet when her mom left it on - Received in the Mail	2.80%			0.70%
Depicts money being thrown down a drain - Received in the Mail	3.60%		4.40%	2.90%

Internet				
We are in a three year drought - Internet	3.70%	7.50%	4.30%	5.30%
A little girl turning off a kitchen faucet when her mom left it on - Internet	5.60%		2.80%	2.60%
Fish jumping in a front lawn that has been overwatered - Internet			3.60%	0.80%
Depicts money being thrown down a drain - Internet	1.80%	2.70%	2.20%	2.20%

Brochure				
We are in a three year drought - Brochure	5.60%	3.80%	7.60%	5.80%
A frog landing on a dry river bank - Brochure		3.20%		1.10%
Depicts money being thrown down a drain - Brochure	1.80%		2.20%	1.50%

Other				
We are in a three year drought - Other	7.40%	1.20%	3.30%	3.50%
A little girl turning off a kitchen faucet when her mom left it on - Other		4.40%		1.30%
A frog landing on a dry river bank - Other		6.50%		2.10%
Fish jumping in a front lawn that has been overwatered - Other	1.20%	4.30%		1.50%
Depicts money being thrown down a drain - Other	1.80%	5.40%		2.20%

Think about the advertisements that included the concepts from the previous table. In your opinion, did they cause you to change any behaviors in relation to water conservation?				
	North	Central	South	Total
Yes	47.10%	62.60%	65.30%	58.30%
No	50.00%	32.50%	26.40%	36.20%
Don't Know	2.90%	4.90%	8.30%	5.50%

Have you ever heard of the Southwest Florida Water Management District (sometimes referred to as "Swift Mud")?***				
	North	Central	South	Total
Yes	52.10%	71.40%	65.90%	63.10%
No	41.90%	24.90%	28.80%	31.90%
Don't Know	6.00%	3.70%	5.20%	5.00%

**Which of the following are the main responsibilities of the Southwest Florida Water Management District?**

Regulate water use				
	North	Central	South	Total
Yes	70.30%	69.30%	64.20%	67.80%
No	3.20%	6.90%	6.30%	5.70%
Don't know	26.50%	23.80%	29.50%	26.50%

Control growth				
	North	Central	South	Total
Yes	31.00%	28.20%	31.10%	30.00%
No	19.40%	20.30%	22.60%	20.80%
Don't know	49.70%	51.50%	46.30%	49.20%

Preserve and protect the water resource				
	North	Central	South	Total
Yes	80.00%	84.70%	83.70%	83.00%
No	0.60%	0.50%	1.10%	0.70%
Don't know	19.40%	14.90%	15.30%	16.30%

Flood control				
	North	Central	South	Total
Yes	47.10%	50.50%	54.20%	50.80%
No	10.30%	8.90%	8.40%	9.10%
Don't know	42.60%	40.60%	37.40%	40.00%

Set water rates				
	North	Central	South	Total
Yes	22.60%	19.80%	24.20%	22.10%
No	28.40%	29.20%	27.40%	28.30%
Don't know	49.00%	51.00%	48.40%	49.50%

**How would you rate the Southwest Florida Water Management District's performance in the following categories?**

Managing the water supply				
	North	Central	South	Total
Excellent	3.90%	7.90%	10.00%	7.50%
Good	31.60%	24.80%	34.70%	30.20%
Fair	21.90%	29.20%	18.90%	23.60%
Poor	11.00%	10.40%	7.90%	9.70%
Don't know	31.60%	27.70%	28.40%	29.10%

Educating the public about water resources				
	North	Central	South	Total
Excellent	7.10%	10.40%	12.10%	10.10%
Good	33.50%	31.20%	38.90%	34.60%
Fair	21.90%	27.20%	22.60%	24.10%
Poor	9.00%	7.90%	6.30%	7.70%
Don't know	28.40%	23.30%	20.00%	23.60%

Ensuring an adequate water supply***				
	North	Central	South	Total
Excellent	4.50%	7.40%	6.80%	6.40%
Good	21.30%	23.30%	36.30%	27.20%
Fair	27.70%	25.70%	21.60%	24.90%
Poor	10.30%	13.40%	8.40%	10.80%
Don't know	36.10%	30.20%	26.80%	30.70%

Identifying and developing new water sources				
	North	Central	South	Total
Excellent	3.20%	4.00%	4.20%	3.80%
Good	15.50%	11.40%	18.90%	15.20%
Fair	23.20%	23.30%	18.40%	21.60%
Poor	16.80%	18.80%	14.20%	16.60%
Don't know	41.30%	42.60%	44.20%	42.80%

Protecting the watersheds				
	North	Central	South	Total
Excellent	4.50%	7.90%	7.40%	6.80%
Good	21.90%	18.80%	25.80%	22.10%
Fair	22.60%	22.30%	17.90%	20.80%
Poor	12.30%	13.90%	10.50%	12.20%
Don't know	38.70%	37.10%	38.40%	38.00%

Overall, how would you rate the Southwest Florida Water Management District's performance?				
	North	Central	South	Total
Excellent	3.90%	5.40%	7.40%	5.70%



Good	29.70%	32.70%	40.50%	34.60%
Fair	31.00%	28.70%	19.50%	26.10%
Poor	7.70%	10.90%	7.40%	8.80%
Don't know	27.70%	22.30%	25.30%	24.90%

**Now I want to ask you a little bit about what kind of person you are. On a scale from 1 to 10, when 1 means it doesn't describe you at all and 10 means it describes you very well**

“I have a sense of style.”				
mean = 6.29	North	Central	South	Total
1- Doesn't describe you at all	6.00%	5.90%	4.10%	5.40%
2	1.50%	4.10%	2.20%	2.60%
3	6.70%	3.00%	4.10%	4.60%
4	4.90%	3.70%	6.40%	5.00%
5	25.50%	23.80%	23.60%	24.30%
6	11.60%	7.80%	9.40%	9.60%
7	13.50%	14.10%	15.40%	14.30%
8	14.20%	18.20%	13.90%	15.40%
9	6.40%	5.90%	5.60%	6.00%
10- Describes you very well	9.70%	13.40%	15.40%	12.80%

"I have a sense of style."				
	North	Central	South	Total
Doesn't describe at all	7.50%	10.00%	6.30%	8.00%
Describes me a little	37.10%	30.50%	34.10%	33.90%
Describes me	39.30%	40.10%	38.70%	39.30%
Describes very well	16.10%	19.30%	21.00%	18.80%

“I am an environmentalist”					
	mean = 5.69	North	Central	South	Total
1- Doesn't describe you at all		7.10%	7.10%	3.40%	5.90%
2		4.90%	3.70%	4.10%	4.20%
3		8.20%	6.30%	9.40%	8.00%
4		9.00%	5.90%	6.40%	7.10%
5		24.70%	27.10%	26.20%	26.00%
6		10.50%	10.40%	12.00%	11.00%
7		13.10%	14.50%	15.00%	14.20%
8		13.10%	11.50%	12.00%	12.20%
9		4.10%	8.20%	3.00%	5.10%
10- Describes you very well		5.20%	5.20%	8.60%	6.40%

"I am an environmentalist"				
	North	Central	South	Total
Doesn't describe at all	12.00%	10.80%	7.50%	10.10%
Describes me a little	41.90%	39.30%	42.00%	41.10%
Describes me	36.70%	36.40%	39.00%	37.40%
Describes very well	9.30%	13.40%	11.60%	11.50%

"I am often influenced by my friends and family"				
mean = 4.56	North	Central	South	Total
1- Doesn't describe you at all	10.10%	11.20%	13.90%	11.70%
2	10.50%	12.60%	9.70%	11.00%
3	14.60%	11.90%	14.60%	13.70%
4	9.40%	7.80%	7.90%	8.30%
5	21.70%	22.30%	20.60%	21.50%
6	15.40%	9.30%	11.60%	12.10%
7	10.50%	13.00%	12.40%	12.00%
8	4.50%	5.60%	7.10%	5.70%
9	1.10%	3.70%	0.70%	1.90%
10- Describes you very well	2.20%	2.60%	1.50%	2.10%

"I am often influenced by my friends and family"				
	North	Central	South	Total
Doesn't describe at all	20.60%	23.80%	23.60%	22.70%
Describes me a little	45.70%	42.00%	43.10%	43.50%
Describes me	30.40%	27.90%	31.10%	29.80%
Describes very well	3.30%	6.30%	2.20%	4.00%

"I enjoy outdoor activities with friends and family"				
mean = 7.20	North	Central	South	Total
1- Doesn't describe you at all	1.50%	2.20%	0.70%	1.50%
2	1.10%	3.00%	2.20%	2.10%
3	4.50%	1.90%	3.40%	3.20%
4	5.20%	5.90%	6.40%	5.90%
5	12.00%	14.50%	12.40%	13.00%

6	10.50%	7.40%	8.20%	8.70%
7	17.60%	15.20%	13.50%	15.40%
8	14.60%	17.10%	18.00%	16.60%
9	14.60%	11.50%	12.00%	12.70%
10- Describes you very well	18.40%	21.20%	23.20%	20.90%

"I enjoy outdoor activities with friends and family"				
	North	Central	South	Total
Doesn't describe at all	2.60%	5.20%	2.90%	3.60%
Describes me a little	21.70%	22.30%	22.20%	22.10%
Describes me	42.70%	39.70%	39.70%	40.70%
Describes very well	33.00%	32.70%	35.20%	33.60%

"I am a lot like my neighbors"				
mean = 6.05	North	Central	South	Total
1- Doesn't describe you at all	11.20%	20.80%	14.20%	15.40%
2	12.40%	13.00%	12.70%	12.70%
3	12.00%	13.00%	14.20%	13.10%
4	10.90%	10.80%	9.70%	10.50%
5	27.30%	19.00%	24.00%	23.40%
6	6.00%	6.30%	9.00%	7.10%
7	9.40%	9.70%	5.20%	8.10%
8	6.70%	4.10%	6.00%	5.60%
9	1.10%	1.10%	3.00%	1.70%
10- Describes you very well	3.00%	2.20%	1.90%	2.40%

"I am a lot like my neighbors"				
	North	Central	South	Total
Doesn't describe at all	23.60%	33.80%	26.90%	28.10%
Describes me a little	50.20%	42.80%	47.90%	47.00%
Describes me	22.10%	20.10%	20.20%	20.80%
Describes very well	4.10%	3.30%	4.90%	4.10%

"I like to entertain at my home"				
mean = 6.05	North	Central	South	Total

1- Doesn't describe you at all	7.50%	10.00%	6.40%	8.00%
2	7.10%	3.70%	2.60%	4.50%
3	8.20%	9.30%	5.20%	7.60%
4	5.20%	5.90%	7.10%	6.10%
5	17.20%	16.70%	18.00%	17.30%
6	8.60%	4.80%	8.60%	7.30%
7	12.70%	16.40%	13.90%	14.30%
8	14.60%	14.90%	14.60%	14.70%
9	7.90%	8.20%	10.50%	8.80%
10- Describes you very well	10.90%	10.00%	13.10%	11.30%

"I like to entertain at my home"				
	North	Central	South	Total
Doesn't describe at all	14.60%	13.70%	9.00%	12.50%
Describes me a little	30.60%	31.90%	30.30%	31.00%
Describes me	35.90%	36.10%	37.10%	36.30%
Describes very well	18.80%	18.20%	23.60%	20.10%



"I seek recommendations on lawn care"				
mean = 5.1	North	Central	South	Total
1- Doesn't describe you at all	18.70%	20.10%	15.70%	18.20%
2	4.90%	9.30%	7.50%	7.20%
3	6.70%	8.60%	8.20%	7.80%
4	8.20%	7.10%	4.90%	6.70%
5	15.00%	18.60%	16.90%	16.80%
6	8.20%	6.70%	8.60%	7.80%
7	11.20%	9.70%	7.90%	9.60%
8	12.70%	7.10%	14.20%	11.30%
9	6.70%	6.70%	6.00%	6.50%
10- Describes you very well	7.50%	6.30%	10.10%	8.00%

"I seek recommendations on lawn care"				
	North	Central	South	Total
Doesn't describe at all	23.60%	29.40%	23.20%	25.40%
Describes me a little	29.90%	34.30%	30.00%	31.30%
Describes me	32.10%	23.50%	30.70%	28.70%
Describes very well	14.20%	13.00%	16.10%	14.50%

"I believe the state government is a good source of information about lawn care"				
mean = 5.09	North	Central	South	Total
1- Doesn't describe you at all	12.00%	12.60%	8.60%	11.10%
2	6.40%	9.30%	4.90%	6.80%
3	10.10%	8.90%	10.10%	9.70%
4	9.70%	8.60%	7.90%	8.70%
5	25.10%	26.40%	25.80%	25.80%
6	7.90%	10.00%	9.00%	9.00%
7	11.60%	8.90%	8.20%	9.60%
8	6.40%	7.80%	11.20%	8.50%
9	7.10%	4.10%	6.70%	6.00%
10- Describes you very well	3.70%	3.30%	7.50%	4.90%

"I believe the state government is a good source of information about lawn care"				
	North	Central	South	Total
Doesn't describe at all	18.40%	21.90%	13.50%	17.90%
Describes me a little	44.90%	43.90%	43.80%	44.20%
Describes me	25.90%	26.70%	28.40%	27.10%
Describes very well	10.80%	7.40%	14.20%	10.90%

"I care about local streams and rivers"				
mean = 8.18	North	Central	South	Total
1- Doesn't describe you at all	0.40%	0.40%	1.10%	0.60%
2	0.40%	0.40%	0.70%	0.50%
3	0.70%	1.90%	0.40%	1.00%
4	2.60%	1.50%	1.90%	2.00%
5	10.10%	9.30%	5.60%	8.30%
6	7.90%	5.60%	4.10%	5.90%
7	10.90%	10.80%	13.10%	11.60%
8	16.50%	17.80%	17.20%	17.20%
9	16.90%	18.20%	21.30%	18.80%
10- Describes you very well	33.70%	34.20%	34.50%	34.10%

"I care about local streams and rivers"				
	North	Central	South	Total
Doesn't describe at all	0.80%	0.80%	1.80%	1.10%
Describes me a little	13.40%	12.70%	7.90%	11.30%

Describes me	35.30%	34.20%	34.40%	34.70%
Describes very well	50.60%	52.40%	55.80%	52.90%



Generally speaking, where would you say that you get most of your information about news in your community?				
	North	Central	South	Total
Local TV news	43.10%	48.30%	42.70%	44.70%
Radio news	5.60%	8.20%	3.70%	5.90%
Local newspaper	34.80%	26.00%	38.60%	33.10%
Internet	9.70%	13.00%	10.10%	11.00%
Friends and family	5.60%	3.70%	4.10%	4.50%
Someplace else, please specify:	0.70%	0.40%	0.40%	0.50%
Decline to Answer	0.40%	0.40%	0.40%	0.40%



What is your gender?				
	North	Central	South	Total
Male	31.80%	23.40%	28.80%	28.00%
Female	67.40%	74.00%	71.20%	70.90%
Decline to Answer	0.70%	2.60%		1.10%



Do you have any children or grandchildren under the age of 18 who live in your home?				
	North	Central	South	Total
Yes	29.20%	29.40%	19.10%	25.90%
No	68.50%	68.80%	80.90%	72.70%
Refused	2.20%	1.90%		1.40%



Do you own or rent your home?				
	North	Central	South	Total
Own	86.10%	79.20%	89.10%	84.80%
Rent	10.10%	17.10%	9.00%	12.10%
Live with a family member	1.90%	3.00%	1.10%	2.00%
Other, please specify:	0.40%			0.10%
Refused	1.50%	0.70%	0.70%	1.00%



How long have you lived in your county?***				
	North	Central	South	Total
Less than 1 year	1.90%	4.10%	3.70%	3.20%
1 to 5 years	38.20%	28.60%	35.60%	34.10%

6 to 10 years	27.30%	16.00%	25.80%	23.00%
11 to 15 years	12.00%	12.30%	10.10%	11.50%
16 to 20 years	5.60%	9.70%	7.10%	7.50%
More than 20 years	15.00%	29.40%	17.60%	20.70%

Do you live in Florida year-round?***				
	North	Central	South	Total
Yes	97.00%	97.40%	91.40%	95.30%
No	3.00%	2.60%	8.60%	4.70%

What is your present employment status?***				
	North	Central	South	Total
Employed full-time	39.70%	56.50%	42.30%	46.20%
Employed part-time	10.90%	11.50%	10.50%	11.00%
Voluntarily not in the work force (in school; raising	5.60%	7.80%	2.60%	5.40%
Unemployed but not retired	12.40%	7.40%	6.40%	8.70%
Retired	31.50%	16.70%	38.20%	28.80%

In what range did your total household income fall during 2007?***				
	North	Central	South	Total
Less than \$25,000	8.20%	3.70%	3.00%	5.00%
\$25,001 to \$50,000	20.20%	23.00%	21.00%	21.40%
\$50,001 to \$75,000	26.20%	16.00%	21.70%	21.30%
\$75,001 to \$100,000	13.10%	18.60%	17.60%	16.40%
More than \$100,000	12.70%	13.00%	18.70%	14.80%
Decline to answer	19.50%	25.70%	18.00%	21.00%

Do you consider yourself:				
	North	Central	South	Total
Caucasian/White	77.90%	73.60%	76.80%	76.10%
African American/Black	10.50%	11.90%	15.70%	12.70%
Hispanic/Latino	3.70%	5.60%	4.90%	4.70%
Asian or Pacific Islander	1.10%	1.50%		0.90%
Native American or Alaskan native	0.40%		0.70%	0.40%
Mixed racial background	1.50%	0.70%	0.40%	0.90%
Other race		0.40%	0.40%	0.20%
Decline to answer	4.90%	6.30%	1.10%	4.10%

What is your current marital status?				
	North	Central	South	Total
Single	10.90%	17.50%	11.20%	13.20%

Married	71.20%	65.80%	73.80%	70.20%
Divorced	9.70%	7.40%	9.70%	9.00%
Widowed	3.40%	3.30%	3.40%	3.40%
Decline to answer	4.90%	5.90%	1.90%	4.20%





## Water Conservation Posttest Survey Comparisons

Who cares for your lawn?			
	Pretest	Posttest	Total
I do	33.5%	28.1%	30.8%
Spouse	16.6%	19.9%	18.3%
Someone else in the home	3.7%	3.2%	3.5%
Lawn service/gardener paid by household	26.4%	29.4%	27.9%
Lawn service/gardener paid by others (landlord, apartment ma	18.7%	18.8%	18.8%
No one	1.0%	.5%	.7%

Which of the following comes closest to describing how often you water your lawn?***			
	Pretest	Posttest	Total
Every day	1.2%	1.9%	1.5%
Twice a week	20.3%	23.3%	21.8%
Once a week	42.4%	42.1%	42.3%
Twice a month	8.4%	5.4%	6.9%
Once a month	9.8%	4.0%	6.9%
I never water my lawn	16.3%	21.6%	19.0%
Not sure	1.6%	1.7%	1.6%

Which of these comes closest to describing how you decide when to water your lawn?***			
	Pretest	Posttest	Total
Ask a friend or neighbor	1.1%	.4%	.8%
When I see my neighbors watering their lawn	.8%	.2%	.5%
Guess	2.3%	1.6%	2.0%
When the grass looks like it needs it	24.2%	17.3%	21.2%
Ask a professional (Master Gardener, lawn service, someone i	3.1%	1.2%	2.3%
I always water when it is my watering day	52.5%	47.8%	50.4%
I do not have to decide when to water, I have an irrigation	15.2%	28.9%	21.3%
Not sure	.8%	2.6%	1.6%

When I water my lawn, I water during***			
	Pretest	Posttest	Total
Early morning (sun is not up yet)	45.0%	52.6%	48.4%
Mid-morning (sun is up)	4.2%	2.6%	3.5%
Afternoon (sun is up)	.8%	.6%	.7%

Late afternoon (sun has started going down)	15.5%	14.0%	14.8%
Evening (sun is down)	26.7%	29.1%	27.8%
Don't know	7.8%	1.2%	4.9%



Do you live in an area with lawn watering restrictions?***			
	Pretest	Posttest	Total
Yes	81.8%	89.8%	85.8%
No	10.9%	6.0%	8.4%
Don't Know	7.3%	4.2%	5.7%



Look at the list below. Select all of the ways you are made aware about lawn watering restrictions in your area.			
From your water bill -	43.5%	44.0%	43.7%
From your city or county government	46.1%	51.4%	48.9%
From your local water management district***	36.8%	49.7%	43.6%
From local news ***	68.9%	78.9%	74.1%
From friends or neighbors***	19.0%	24.9%	22.1%
Other	7.4%	8.9%	8.2%



How would you describe the current conditions of water resources in your area? Water resources include lakes, rivers, streams, aquifers, wetlands and springs.***			
	Pretest	Posttest	Total
In a drought	40.5%	68.5%	54.5%
Drier than normal	49.1%	27.5%	38.3%
Normal	8.0%	2.7%	5.4%
Wetter than normal	.4%	.1%	.2%
Don't know	2.0%	1.1%	1.6%



Thinking about your response to the previous question, how long have the conditions of water resources in your area been like this?***			
	Pretest	Posttest	Total
Less than a year	16.0%	18.7%	17.4%
1 year	15.0%	17.0%	16.0%
2 years	28.8%	25.7%	27.2%
3 years	15.7%	21.3%	18.6%
4 years	3.8%	2.2%	3.0%
5 or more years	10.8%	7.8%	9.3%
I don't know	9.9%	7.4%	8.6%



What is the difference between a "drought" and a "water shortage?" Coded***
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	Pretest	Posttest	Total
"Severity" issue	28.1%	20.2%	24.1%
Dealing with nature - rainfall, plants/lakes drying, etc.	39.0%	48.2%	43.6%
No difference	4.5%	2.6%	3.6%
Supply/Man made problem	19.3%	18.9%	19.1%
Don't Know/Random Answer	9.1%	10.1%	9.6%

Please tell me how much you agree with the following statements. Please rate the following on a scale from 1 to 10, with 10 meaning STRONGLY AGREE and 1 meaning STRONGLY DISAGREE.

There is a water shortage emergency in my community.***			
	Pretest	Posttest	Total
Strongly Disagree1	7.7%	4.6%	6.2%
2	5.9%	5.5%	5.7%
3	6.9%	8.0%	7.4%
4	8.1%	4.9%	6.5%
5	16.5%	18.6%	17.5%
6	11.8%	8.5%	10.2%
7	11.2%	9.8%	10.5%
8	9.7%	10.5%	10.1%
9	8.6%	9.3%	9.0%
Strongly Agree10	13.6%	20.4%	17.0%

There is a water shortage emergency in my community.***			
	Pretest	Posttest	Total
Strongly Disagree	13.59%	10.09%	11.84%
Disagree	31.42%	31.38%	31.40%
Agree	32.79%	28.77%	30.78%
Strongly Agree	22.19%	29.76%	25.98%

I often look for information about how to conserve water.***			
	Pretest	Posttest	Total
Strongly Disagree1	4.7%	3.6%	4.2%
2	4.1%	4.7%	4.4%
3	4.6%	4.9%	4.7%
4	6.9%	5.9%	6.4%
5	13.2%	19.7%	16.4%
6	13.5%	8.8%	11.2%
7	10.7%	11.0%	10.8%

8	14.2%	13.9%	14.1%
9	11.8%	10.0%	10.9%
Strongly Agree10	16.2%	17.6%	16.9%

I often look for information about how to conserve water.***			
	Pretest	Posttest	Total
Strongly Disagree	8.85%	8.34%	8.60%
Disagree	24.69%	30.39%	27.54%
Agree	38.40%	33.75%	36.07%
Strongly Agree	28.05%	27.52%	27.79%



In the past year, I have changed the way I use water in order to conserve.***			
	Pretest	Posttest	Total
Strongly Disagree1	7.1%	4.5%	5.8%
2	3.1%	2.9%	3.0%
3	5.1%	2.2%	3.7%
4	3.9%	1.9%	2.9%
5	9.2%	12.1%	10.7%
6	9.2%	6.1%	7.7%
7	10.8%	12.2%	11.5%
8	14.0%	17.2%	15.6%
9	14.7%	13.0%	13.8%
Strongly Agree10	22.8%	28.0%	25.4%

In the past year, I have changed the way I use water in order to conserve.***			
	Pretest	Posttest	Total
Strongly Disagree	10.22%	7.35%	8.79%
Disagree	18.20%	16.19%	17.20%
Agree	34.04%	35.49%	34.77%
Strongly Agree	37.53%	40.97%	39.25%



I support government actions such as tightened water restrictions as a means of addressing a water shortage problem.			
	Pretest	Posttest	Total
Strongly Disagree1	4.7%	3.1%	3.9%
2	1.4%	1.6%	1.5%
3	2.0%	1.2%	1.6%
4	2.6%	2.0%	2.3%
5	6.6%	9.7%	8.2%
6	8.1%	6.5%	7.3%
7	11.5%	10.8%	11.2%
8	14.2%	16.1%	15.1%
9	17.1%	15.7%	16.4%
Strongly Agree10	31.8%	33.3%	32.5%

I support government actions such as tightened water restrictions as a means of addressing a			
	Pretest	Posttest	Total
Strongly Disagree	6.11%	4.73%	5.42%
Disagree	11.22%	12.95%	12.09%
Agree	33.79%	33.37%	33.58%
Strongly Agree	48.88%	48.94%	48.91%

I follow watering restrictions such as watering my lawn only on the correct watering days.			
	Pretest	Posttest	Total
Strongly Disagree1	2.4%	2.2%	2.3%
2	1.0%	.5%	.7%
3	1.0%	1.0%	1.0%
4	1.2%	.9%	1.1%
5	5.5%	5.9%	5.7%
6	5.1%	2.6%	3.9%
7	3.5%	4.1%	3.8%
8	5.6%	7.2%	6.4%
9	13.1%	13.1%	13.1%
Strongly Agree10	61.6%	62.5%	62.1%

I follow watering restrictions such as watering my lawn only on the correct watering days.			
	Pretest	Posttest	Total
Strongly Disagree	3.37%	2.74%	3.05%
Disagree	7.73%	7.72%	7.73%

Agree	14.21%	13.95%	14.08%
Strongly Agree	74.69%	75.59%	75.14%



I completely understand what it means to "conserve water."			
	Pretest	Posttest	Total
Strongly Disagree1	1.4%	1.2%	1.3%
2	.5%	.2%	.4%
3	.7%	.9%	.8%
4	1.9%	1.7%	1.8%
5	4.7%	4.9%	4.8%
6	6.6%	4.5%	5.5%
7	9.0%	10.6%	9.8%
8	15.7%	13.9%	14.8%
9	19.6%	19.2%	19.4%
Strongly Agree10	39.9%	42.8%	41.4%

I completely understand what it means to "conserve water."			
	Pretest	Posttest	Total
Strongly Disagree	1.87%	1.49%	1.68%
Disagree	7.36%	7.47%	7.41%
Agree	31.30%	29.02%	30.16%
Strongly Agree	59.48%	62.02%	60.75%



My water use has little effect on the amount of available water in my area.***			
	Pretest	Posttest	Total
Strongly Disagree1	19.5%	23.9%	21.7%
2	7.6%	13.2%	10.4%
3	12.0%	12.2%	12.1%
4	11.0%	6.8%	8.9%
5	13.1%	15.1%	14.1%
6	10.3%	4.9%	7.6%
7	6.2%	6.5%	6.4%
8	6.4%	6.7%	6.5%
9	6.1%	3.9%	5.0%

Strongly Agree10	7.9%	6.8%	7.4%
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My water use has little effect on the amount of available water in my area.***			
	Pretest	Posttest	Total
Strongly Disagree	27.06%	37.11%	32.09%
Disagree	36.03%	34.12%	35.08%
Agree	22.94%	18.06%	20.50%
Strongly Agree	13.97%	10.71%	12.34%

I am concerned about the amount of water available in my community.***			
	Pretest	Posttest	Total
Strongly Disagree1	2.9%	1.7%	2.3%
2	2.7%	1.4%	2.1%
3	2.7%	2.2%	2.5%
4	2.9%	2.0%	2.4%
5	9.7%	12.5%	11.1%
6	11.6%	8.1%	9.8%
7	7.9%	10.7%	9.3%
8	14.3%	15.2%	14.8%
9	16.7%	13.9%	15.3%
Strongly Agree10	28.6%	32.3%	30.4%

I am concerned about the amount of water available in my community.***			
	Pretest	Posttest	Total
Strongly Disagree	5.61%	3.11%	4.36%
Disagree	15.34%	16.69%	16.01%
Agree	33.79%	34.00%	33.89%
Strongly Agree	45.26%	46.20%	45.73%

The media has blown a water shortage in my area out of proportion.***			
	Pretest	Posttest	Total
Strongly Disagree1	22.3%	27.0%	24.7%

2	9.9%	17.6%	13.7%
3	12.1%	13.8%	13.0%
4	11.0%	7.0%	9.0%
5	14.8%	17.2%	16.0%
6	10.5%	6.8%	8.7%
7	7.5%	3.5%	5.5%
8	5.2%	3.4%	4.3%
9	3.5%	1.1%	2.3%
Strongly Agree10	3.2%	2.6%	2.9%

The media has blown a water shortage in my area out of proportion.***			
	Pretest	Posttest	Total
Strongly Disagree	32.17%	44.58%	38.38%
Disagree	37.91%	37.98%	37.94%
Agree	23.19%	13.70%	18.44%
Strongly Agree	6.73%	3.74%	5.23%



It is the government's responsibility to make sure there is enough drinking water in my community.***			
	Pretest	Posttest	Total
Strongly Disagree1	7.6%	9.1%	8.3%
2	4.4%	4.9%	4.6%
3	5.9%	8.1%	7.0%
4	5.9%	5.7%	5.8%
5	13.6%	17.9%	15.8%
6	14.0%	8.5%	11.2%
7	11.6%	9.0%	10.3%
8	10.3%	11.8%	11.1%
9	10.0%	6.8%	8.4%
Strongly Agree10	16.8%	18.2%	17.5%

It is the government's responsibility to make sure there is enough drinking water in my			
	Pretest	Posttest	Total
Strongly Disagree	11.97%	13.95%	12.96%
Disagree	25.31%	31.76%	28.54%
Agree	35.91%	29.27%	32.59%
Strongly Agree	26.81%	25.03%	25.92%



Strongly Agree	20.01%	20.00%	20.02%
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Water conservation is important to me.***			
	Pretest	Posttest	Total
Strongly Disagree1	1.6%	1.0%	1.3%
2	.6%	.2%	.4%
3	1.0%	1.1%	1.1%
4	1.4%	.4%	.9%
5	4.9%	7.5%	6.2%
6	7.2%	4.7%	6.0%
7	8.6%	8.6%	8.6%
8	13.3%	16.4%	14.9%
9	19.7%	17.3%	18.5%
Strongly Agree10	41.6%	42.7%	42.2%

Water conservation is important to me.***			
	Pretest	Posttest	Total
Strongly Disagree	2.24%	1.25%	1.74%
Disagree	7.23%	8.97%	8.10%
Agree	29.18%	29.76%	29.47%
Strongly Agree	61.35%	60.02%	60.69%



In my opinion, the amount of water I use is:			
	Pretest	Posttest	Total
Less than the average person in my area	56.9%	58.9%	57.9%
About the same as the average person in my area	37.3%	36.0%	36.6%
More than the average person in my area	1.0%	1.2%	1.1%
Don't know	4.9%	3.9%	4.4%



Do you personally do anything to conserve water?***			
	Pretest	Posttest	Total
Yes.	81.7%	90.2%	85.9%
No	18.3%	9.8%	14.1%



Can you name any organizations that provide information about water conservation?***			
	Pretest	Posttest	Total
Yes.	38.8%	44.0%	41.4%
No	61.2%	56.0%	58.6%

Can you name any organizations that provide information about water conservation?			
	Pretest	Posttest	Total
Did not name the district	79.4%	78.1%	78.8%
Specifically named the District	20.6%	21.9%	21.2%

Below is a list of organizations and their websites. Please tell if you have heard of the website and visited in the last month

WaterMatters.org Southwest Florida Water - Management District ***			
	Pretest	Posttest	Total
Heard of the website and visited in the last month	5.1%	5.7%	5.4%
Heard of the website and visited at least once in the past y	16.7%	11.7%	14.2%
Heard of the website but never visited	50.7%	39.1%	44.9%
Never heard of the website	27.4%	43.5%	35.5%

SolutionsForYourLife.com - University of Florida IFAS Extension***			
	Pretest	Posttest	Total
Heard of the website and visited in the last month	3.4%	.9%	2.1%
Heard of the website and visited at least once in the past y	7.2%	2.9%	5.0%
Heard of the website but never visited	26.1%	13.0%	19.5%
Never heard of the website	63.3%	83.3%	73.3%

DEP.state.fl.us – Florida Department of Environmental Protection ***			
	Pretest	Posttest	Total
Heard of the website and visited in the last month	5.7%	4.4%	5.0%
Heard of the website and visited at least once in the past y	13.5%	13.1%	13.3%
Heard of the website but never visited	56.9%	52.1%	54.5%
Never heard of the website	23.9%	30.5%	27.2%

Google.com - Google Search Engine			
	Pretest	Posttest	Total
Heard of the website and visited in the last month	74.8%	76.1%	75.5%
Heard of the website and visited at least once in the past y	11.3%	12.1%	11.7%
Heard of the website but never visited	9.5%	8.0%	8.7%
Never heard of the website	4.4%	3.9%	4.1%

EPA.gov - Environmental Protection Agency			
	Pretest	Posttest	Total
Heard of the website and visited in the last month	4.1%	3.5%	3.8%
Heard of the website and visited at least once in the past y	14.3%	13.9%	14.1%
Heard of the website but never visited	69.0%	66.7%	67.9%
Never heard of the website	12.6%	15.8%	14.2%

Walmart.com - Wal-mart			
	Pretest	Posttest	Total
Heard of the website and visited in the last month	37.8%	36.4%	37.1%
Heard of the website and visited at least once in the past y	33.0%	31.8%	32.4%
Heard of the website but never visited	22.2%	25.3%	23.7%
Never heard of the website	7.0%	6.6%	6.8%

SierraClub.org - The Sierra Club			
	Pretest	Posttest	Total
Heard of the website and visited in the last month	2.2%	2.5%	2.4%
Heard of the website and visited at least once in the past y	7.1%	8.2%	7.7%
Heard of the website but never visited	56.1%	53.7%	54.9%
Never heard of the website	34.5%	35.6%	35.1%

WebMD.com - WebMD			
	Pretest	Posttest	Total
Heard of the website and visited in the last month	25.2%	26.4%	25.8%
Heard of the website and visited at least once in the past y	35.5%	38.7%	37.1%

Heard of the website but never visited	24.7%	20.0%	22.4%
Never heard of the website	14.6%	14.8%	14.7%

Now I want to ask you a little bit about what kind of person you are. On a scale from 1 to 10, when 1 means it doesn't describe you at all and 10 means it describes you very well

"I have a sense of style." ***			
	Pretest	Posttest	Total
Doesn't describe you at all 1	3.7%	5.4%	4.5%
2	3.1%	2.6%	2.9%
3	3.9%	4.6%	4.2%
4	5.9%	5.0%	5.4%
5	20.0%	24.3%	22.1%
6	13.1%	9.6%	11.3%
7	16.3%	14.3%	15.3%
8	12.1%	15.4%	13.8%
9	8.5%	6.0%	7.2%
Describes you very well10	13.5%	12.8%	13.1%

"I have a sense of style." ***			
	Pretest	Posttest	Total
Doesn't describe at all	6.86%	7.97%	7.41%
Describes me a little	29.68%	33.87%	31.78%
Describes me	41.52%	39.35%	40.44%
Describes very well	21.95%	18.80%	20.37%

"I am an environmentalist" ***			
	Pretest	Posttest	Total
Doesn't describe you at all 1	9.5%	5.9%	7.7%
2	5.2%	4.2%	4.7%
3	8.5%	8.0%	8.2%
4	8.5%	7.1%	7.8%
5	19.7%	26.0%	22.9%
6	13.8%	11.0%	12.4%
7	13.2%	14.2%	13.7%
8	9.7%	12.2%	11.0%
9	5.1%	5.1%	5.1%
Describes you very well10	6.7%	6.4%	6.5%

"I am an environmentalist" ***			
	Pretest	Posttest	Total
Doesn't describe at all	14.71%	10.09%	12.40%
Describes me a little	36.66%	41.10%	38.88%
Describes me	36.78%	37.36%	37.07%
Describes very well	11.85%	11.46%	11.65%

"I am often influenced by my friends and family"***			
	Pretest	Posttest	Total
Doesn't describe you at all 1	13.5%	11.7%	12.6%
2	7.4%	11.0%	9.2%
3	8.4%	13.7%	11.0%
4	8.9%	8.3%	8.6%
5	21.8%	21.5%	21.7%
6	13.5%	12.1%	12.8%
7	12.2%	12.0%	12.1%
8	7.6%	5.7%	6.7%
9	2.2%	1.9%	2.1%
Describes you very well10	4.6%	2.1%	3.4%

"I am often influenced by my friends and family"***			
	Pretest	Posttest	Total
Doesn't describe at all	20.82%	22.67%	21.74%
Describes me a little	39.03%	43.59%	41.31%
Describes me	33.29%	29.76%	31.53%
Describes very well	6.86%	3.99%	5.42%

"I enjoy outdoor activities with friends and family"***			
	Pretest	Posttest	Total
Doesn't describe you at all 1	2.5%	1.5%	2.0%
2	1.7%	2.1%	1.9%
3	2.1%	3.2%	2.7%

4	3.9%	5.9%	4.9%
5	9.0%	13.0%	11.0%
6	8.6%	8.7%	8.7%
7	16.1%	15.4%	15.8%
8	17.6%	16.6%	17.1%
9	13.0%	12.7%	12.8%
Describes you very well10	25.6%	20.9%	23.2%

“I enjoy outdoor activities with friends and family”***			
	Pretest	Posttest	Total
Doesn't describe at all	4.24%	3.61%	3.93%
Describes me a little	14.96%	22.04%	18.50%
Describes me	42.27%	40.72%	41.50%
Describes very well	38.53%	33.62%	36.07%

“I am a lot like my neighbors”***			
	Pretest	Posttest	Total
Doesn't describe you at all 1	16.0%	15.4%	15.7%
2	8.4%	12.7%	10.5%
3	9.4%	13.1%	11.2%
4	11.0%	10.5%	10.7%
5	22.7%	23.4%	23.1%
6	9.0%	7.1%	8.0%
7	9.9%	8.1%	9.0%
8	7.6%	5.6%	6.6%
9	2.7%	1.7%	2.2%
Describes you very well10	3.5%	2.4%	2.9%

“I am a lot like my neighbors”***			
	Pretest	Posttest	Total
Doesn't describe at all	24.31%	28.14%	26.23%
Describes me a little	43.02%	46.95%	44.98%
Describes me	26.43%	20.80%	23.61%
Describes very well	6.23%	4.11%	5.17%

"I like to entertain at my home"***			
	Pretest	Posttest	Total
Doesn't describe you at all 1	6.7%	8.0%	7.4%
2	4.7%	4.5%	4.6%
3	6.7%	7.6%	7.2%
4	6.2%	6.1%	6.2%
5	14.5%	17.3%	15.9%
6	11.1%	7.3%	9.2%
7	11.8%	14.3%	13.1%
8	13.1%	14.7%	13.9%
9	7.9%	8.8%	8.3%
Describes you very well10	17.2%	11.3%	14.3%

"I like to entertain at my home"***			
	Pretest	Posttest	Total
Doesn't describe at all	11.47%	12.45%	11.96%
Describes me a little	27.43%	31.01%	29.22%
Describes me	36.03%	36.36%	36.20%
Describes very well	25.06%	20.17%	22.62%

"I seek recommendations on lawn care"***			
	Pretest	Posttest	Total
Doesn't describe you at all 1	16.0%	18.2%	17.1%
2	6.7%	7.2%	7.0%
3	9.0%	7.8%	8.4%
4	5.4%	6.7%	6.0%
5	13.8%	16.8%	15.3%
6	10.6%	7.8%	9.2%
7	11.5%	9.6%	10.5%
8	10.8%	11.3%	11.1%
9	6.7%	6.5%	6.6%
Describes you very well10	9.5%	8.0%	8.7%

"I seek recommendations on lawn care"***			
	Pretest	Posttest	Total
Doesn't describe at all	22.69%	25.40%	24.05%
Describes me a little	28.18%	31.38%	29.78%

Describes me	32.92%	28.77%	30.84%
Describes very well	16.21%	14.45%	15.33%

“I believe the state government is a good source of information about lawn care”***			
	Pretest	Posttest	Total
Doesn't describe you at all 1	8.2%	11.1%	9.7%
2	5.5%	6.8%	6.2%
3	6.9%	9.7%	8.3%
4	7.1%	8.7%	7.9%
5	24.4%	25.8%	25.1%
6	11.5%	9.0%	10.2%
7	13.3%	9.6%	11.5%
8	10.3%	8.5%	9.4%
9	4.6%	6.0%	5.3%
Describes you very well10	8.1%	4.9%	6.5%

“I believe the state government is a good source of information about lawn care”***			
	Pretest	Posttest	Total
Doesn't describe at all	13.72%	17.93%	15.83%
Describes me a little	38.40%	44.21%	41.31%
Describes me	35.16%	27.02%	31.09%
Describes very well	12.72%	10.83%	11.78%

“I care about local streams and rivers”***			
	Pretest	Posttest	Total
Doesn't describe you at all 1	2.2%	.6%	1.4%
2	1.0%	.5%	.7%
3	1.6%	1.0%	1.3%
4	2.1%	2.0%	2.1%
5	8.5%	8.3%	8.4%
6	9.4%	5.9%	7.6%
7	15.5%	11.6%	13.5%
8	16.7%	17.2%	16.9%
9	12.5%	18.8%	15.6%
Describes you very well10	30.5%	34.1%	32.3%



"I care about local streams and rivers"***			
	Pretest	Posttest	Total
Doesn't describe at all	3.24%	1.12%	2.18%
Describes me a little	12.22%	11.33%	11.78%
Describes me	41.52%	34.62%	38.07%
Describes very well	43.02%	52.93%	47.98%



Generally speaking, where would you say that you get most of your information about news in your community?***			
	Pretest	Posttest	Total
Local TV news	40.0%	44.7%	42.4%
Radio news	4.2%	5.9%	5.0%
Local newspaper	35.0%	33.1%	34.1%
Internet	16.2%	11.0%	13.6%
Friends and family	3.6%	4.5%	4.0%
Someplace else, please specify:	.7%	.5%	.6%
Decline to Answer	.1%	.4%	.2%



What is your gender?***			
	Pretest	Posttest	Total
Male	44.8%	28.0%	36.4%
Female	54.9%	70.9%	62.9%
Decline to Answer	.4%	1.1%	.7%



Do you have any children or grandchildren under the age of 18 who live in your home?			
	Pretest	Posttest	Total
Yes	30.3%	25.9%	28.1%
No	68.6%	72.7%	70.7%
Refused	1.1%	1.4%	1.2%



Do you own or rent your home?			
	Pretest	Posttest	Total
Own	80.9%	84.8%	82.9%
Rent	14.3%	12.1%	13.2%

Live with a family member	2.6%	2.0%	2.3%
Other, please specify:	1.1%	.1%	.6%
Refused	1.0%	1.0%	1.0%

How long have you lived in your county?			
	Pretest	Posttest	Total
Less than 1 year	4.6%	3.2%	3.9%
1 to 5 years	37.2%	34.1%	35.6%
6 to 10 years	20.0%	23.0%	21.5%
11 to 15 years	12.5%	11.5%	12.0%
16 to 20 years	6.7%	7.5%	7.1%
More than 20 years	19.1%	20.7%	19.9%

Do you live in Florida year-round?			
	Pretest	Posttest	Total
Yes	96.0%	95.3%	95.6%
No	4.0%	4.7%	4.4%

What is your present employment status?			
	Pretest	Posttest	Total
Employed full-time	46.0%	46.2%	46.1%
Employed part-time	11.5%	11.0%	11.2%
Voluntarily not in the work force (in school; raising family)	6.5%	5.4%	5.9%
Unemployed but not retired	7.7%	8.7%	8.2%
Retired	28.3%	28.8%	28.5%

In what range did your total household income fall during 2007?			
	Pretest	Posttest	Total
Less than \$25,000	6.6%	5.0%	5.8%
\$25,001 to \$50,000	22.1%	21.4%	21.7%
\$50,001 to \$75,000	23.4%	21.3%	22.4%
\$75,001 to \$100,000	18.1%	16.4%	17.3%
More than \$100,000	12.1%	14.8%	13.5%
Decline to answer	17.7%	21.0%	19.4%

Do you consider yourself:			
	Pretest	Posttest	Total
African American/Black	3.2%	12.7%	8.0%
Hispanic/Latino	2.9%	4.7%	3.8%
Asian or Pacific Islander	1.5%	.9%	1.2%

Native American or Alaskan native	.4%	.4%	.4%
Mixed racial background	.6%	.9%	.7%
Other race	.7%	.2%	.5%
Decline to answer	3.2%	4.1%	3.7%
Caucasian/White	87.4%	76.1%	81.7%

What is your current marital status?			
	Pretest	Posttest	Total
Single	14.3%	13.2%	13.8%
Married	70.1%	70.2%	70.2%
Divorced	10.6%	9.0%	9.8%
Widowed	2.1%	3.4%	2.7%
Decline to answer	2.9%	4.2%	3.6%

Age Ranges			
	Pretest	Posttest	Total
under 30	9.4%	8.8%	9.1%
31-40	19.5%	16.1%	17.8%
41-50	20.6%	19.4%	20.0%
51-60	20.8%	24.3%	22.6%
over 60	29.8%	31.4%	30.6%

Please tell me how much you agree with the following statements. Please rate the following on a scale from 1 to 10, with 10 meaning STRONGLY AGREE and 1 meaning STRONGLY DISAGREE.

	Mean
There is a water shortage emergency in my community. ***	Pretest 5.96
	Posttest 6.43
I often look for information about how to conserve water.	Pretest 6.59
	Posttest 6.56
In the past year, I have changed the way I use water in order to conserve. ***	Pretest 6.94
	Posttest 7.41
I support government actions such as tightened water restrictions as a means of addressing a water shortage problem.	Pretest 7.71
	Posttest 7.84
I follow watering restrictions such as watering my lawn only on the correct watering days.	Pretest 8.74
	Posttest 8.84
I completely understand what it means to "conserve water."	Pretest 8.39
	Posttest 8.49
My water use has little effect on the amount of available water in my area. ***	Pretest 4.70
	Posttest 4.21
I am concerned about the amount of water available in my community.	Pretest 7.52
	Posttest 7.75
The media has blown a water shortage in my area out of proportion.	Pretest 4.17
	Posttest 3.46

It is the government's responsibility to make sure there is enough drinking water in my community.	Pretest	6.31
	Posttest	6.07
Water conservation is important to me.	Pretest	8.40
	Posttest	8.47



Now I want to ask you a little bit about what kind of person you are. On a scale from 1 to 10, when 1 means it doesn't describe you at all and 10 means it describes you very well

		Mean
"I have a sense of style."	Pretest	6.45
	Posttest	6.29
"I am an environmentalist" ***	Pretest	5.45
	Posttest	5.69
"I am often influenced by my friends and family" ***	Pretest	4.91
	Posttest	4.56
"I enjoy outdoor activities with friends and family" ***	Pretest	7.50
	Posttest	7.20
"I am a lot like my neighbors"***	Pretest	4.61
	Posttest	4.22
"I like to entertain at my home"	Pretest	6.31
	Posttest	6.05
"I seek recommendations on lawn care"	Pretest	5.33
	Posttest	5.10
"I believe the state government is a good source of information about lawn care"***	Pretest	5.58
	Posttest	5.09
"I care about local streams and rivers"***	Pretest	7.76
	Posttest	8.18



## Aided Recall Comparisons

Thinking about your response to the previous question, how long have the conditions of water resources in your area been like this?***			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Less than a year	24.5%	13.1%	18.7%
1 year	20.8%	13.4%	17.0%
2 years	22.7%	28.5%	25.7%
3 years	12.3%	29.8%	21.3%
4 years	1.6%	2.8%	2.2%
5 or more years	7.7%	7.8%	7.8%
I don't know	10.4%	4.5%	7.4%

Coded - What is the difference between a "drought" and a "water shortage?"***			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
"Severity" issue	18.3%	22.1%	20.2%
Dealing with nature - rainfall, plants/lakes drying, etc.	48.0%	48.4%	48.2%
No difference	2.3%	3.0%	2.6%
Supply/Man made problem	17.8%	20.1%	18.9%
Don't Know/Random Answer	13.8%	6.5%	10.1%

There is a water shortage emergency in my community.***			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Strongly Disagree1	5.8%	3.5%	4.6%
2	6.5%	4.5%	5.5%
3	7.3%	8.7%	8.0%
4	7.0%	2.7%	4.9%
5	23.3%	13.9%	18.6%
6	9.3%	7.7%	8.5%

7	9.0%	10.7%	9.8%
8	8.5%	12.4%	10.5%
9	7.0%	11.7%	9.3%
Strongly Agree10	16.5%	24.3%	20.4%

There is a water shortage emergency in my community.***			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Strongly Disagree	12.25%	7.94%	10.09%
Disagree	37.50%	25.31%	31.38%
Agree	26.75%	30.77%	28.77%
Strongly Agree	23.50%	35.98%	29.76%



I often look for information about how to conserve water. ***			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Strongly Disagree1	5.0%	2.2%	3.6%
2	7.0%	2.5%	4.7%
3	4.8%	5.0%	4.9%
4	6.5%	5.2%	5.9%
5	20.3%	19.1%	19.7%
6	9.8%	7.9%	8.8%
7	9.3%	12.7%	11.0%
8	13.8%	14.1%	13.9%
9	8.0%	11.9%	10.0%
Strongly Agree10	15.8%	19.4%	17.6%

I often look for information about how to conserve water. ***			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Strongly Disagree	12.00%	4.71%	8.34%

Disagree	31.50%	29.28%	30.39%
Agree	32.75%	34.74%	33.75%
Strongly Agree	23.75%	31.27%	27.52%



In the past year, I have changed the way I use water in order to conserve.***			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Strongly Disagree1	6.0%	3.0%	4.5%
2	3.8%	2.0%	2.9%
3	2.5%	2.0%	2.2%
4	1.8%	2.0%	1.9%
5	14.5%	9.7%	12.1%
6	7.0%	5.2%	6.1%
7	11.5%	12.9%	12.2%
8	16.8%	17.6%	17.2%
9	10.3%	15.6%	13.0%
Strongly Agree10	26.0%	30.0%	28.0%

In the past year, I have changed the way I use water in order to conserve.***			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Strongly Disagree	9.75%	4.96%	7.35%
Disagree	18.75%	13.65%	16.19%
Agree	35.25%	35.73%	35.49%
Strongly Agree	36.25%	45.66%	40.97%



I support government actions such as tightened water restrictions as a means of addressing a water shortage problem.***
---

	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Strongly Disagree1	3.3%	3.0%	3.1%
2	1.3%	2.0%	1.6%
3	1.0%	1.5%	1.2%
4	2.5%	1.5%	2.0%
5	12.8%	6.7%	9.7%
6	7.5%	5.5%	6.5%
7	9.3%	12.4%	10.8%
8	17.5%	14.6%	16.1%
9	13.5%	17.9%	15.7%
Strongly Agree10	31.5%	35.0%	33.3%

I support government actions such as tightened water restrictions as a means of addressing a			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Strongly Disagree	4.50%	4.96%	4.73%
Disagree	16.25%	9.68%	12.95%
Agree	34.25%	32.51%	33.37%
Strongly Agree	45.00%	52.85%	48.94%



I am concerned about the amount of water available in my community.***			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Strongly Disagree1	1.0%	2.5%	1.7%
2	1.0%	1.7%	1.4%
3	2.0%	2.5%	2.2%
4	2.3%	1.7%	2.0%
5	15.5%	9.4%	12.5%
6	9.5%	6.7%	8.1%
7	11.5%	9.9%	10.7%
8	17.5%	12.9%	15.2%
9	12.3%	15.6%	13.9%



Strongly Agree10	27.5%	37.0%	32.3%
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I am concerned about the amount of water available in my community.***			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Strongly Disagree	2.00%	4.22%	3.11%
Disagree	19.75%	13.65%	16.69%
Agree	38.50%	29.53%	34.00%
Strongly Agree	39.75%	52.61%	46.20%



Prohibiting aesthetic (decorative) fountains***			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Strongly Disagree1	8.5%	7.7%	8.1%
2	3.5%	4.0%	3.7%
3	5.0%	5.7%	5.4%
4	3.0%	6.0%	4.5%
5	23.8%	14.1%	18.9%
6	7.3%	4.5%	5.9%
7	10.0%	10.9%	10.5%
8	10.3%	10.9%	10.6%
9	8.3%	9.7%	9.0%
Strongly Agree10	20.5%	26.6%	23.5%

Prohibiting aesthetic (decorative) fountains***			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Strongly Disagree	12.00%	11.66%	11.83%
Disagree	31.75%	25.81%	28.77%
Agree	27.50%	26.30%	26.90%

Strongly Agree	28.75%	36.23%	32.50%



Increasing fines for watering during the mid day***			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Strongly Disagree1	5.8%	3.2%	4.5%
2	2.8%	1.5%	2.1%
3	1.8%	2.2%	2.0%
4	3.3%	.5%	1.9%
5	10.0%	8.2%	9.1%
6	5.5%	4.0%	4.7%
7	8.0%	9.7%	8.8%
8	12.5%	14.1%	13.3%
9	13.3%	15.4%	14.3%
Strongly Agree10	37.3%	41.2%	39.2%

Increasing fines for watering during the mid day***			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Strongly Disagree	8.50%	4.71%	6.60%
Disagree	15.00%	10.92%	12.95%
Agree	26.00%	27.79%	26.90%
Strongly Agree	50.50%	56.58%	53.55%



In my opinion, the amount of water I use is:***			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Less than the average person in my area	56.5%	61.3%	58.9%

About the same as the average person in my area	38.0%	34.0%	36.0%
More than the average person in my area	1.5%	1.0%	1.2%
Don't know	4.0%	3.7%	3.9%



Do you personally do anything to conserve water?***			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Yes. What do you personally do to conserve water?	86.3%	94.0%	90.2%
No	13.8%	6.0%	9.8%



Can you name any organizations that provide information about water conservation?***			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Yes. Please type the organizations:	28.8%	59.1%	44.0%
No	71.3%	40.9%	56.0%



WaterMatters.org Southwest Florida Water***			
	No recall of District's Ads	Aided Recall of one of the District's Ads	Total
Heard of the website and visited in the last month	4.0%	7.4%	5.7%
Heard of the website and visited at least once in the past y	7.5%	15.9%	11.7%
Heard of the website but never visited	32.5%	45.7%	39.1%
Never heard of the website	56.0%	31.0%	43.5%



## Appendix C

### Pretest Data

# Water Conservation Pretest Survey Preliminary Report

**Sample = 802**

\*\*\* indicates statistical differences

Who cares for your lawn?***				
	North	Central	South	Total
I do	37.10%	32.80%	30.70%	33.50%
Spouse	21.00%	16.40%	12.40%	16.60%
Someone else in the home	3.70%	4.10%	3.40%	3.70%
Lawn service/gardener paid by household	28.50%	21.30%	29.60%	26.40%
Lawn service/gardener paid by others (landlord, apartment ma	8.60%	24.60%	22.80%	18.70%
No one	1.10%	0.70%	1.10%	1.00%

**There are several issues listed below. Thinking about your community, please rate each statement according to how important it is to you personally. A rating of one means NOT AT ALL IMPORTANT and a rating of 10 means EXTREMELY IMPORTANT.**

Protecting the water quality of our lakes, rivers and streams	North	8.63
	Central	8.81
	South	8.7
	Total	8.71

Conserving our drinking water	North	8.61
	Central	8.82
	South	8.7
	Total	8.71

Increasing safety from crime in our neighborhoods	North	8.86
	Central	9.05
	South	8.94
	Total	8.95

Improving the quality of life for families in our community	North	8.48
	Central	8.49
	South	8.52
	Total	8.5

Improving the quality of recycling programs	North	7.84
	Central	8.01
	South	7.84
	Total	7.9

Maintaining and increasing property values	North	8.58
	Central	8.54
	South	8.8
	Total	8.64

Protecting natural areas like woodlands and forests	North	8.37
	Central	8.47
	South	8.36
	Total	8.4

Reducing litter and improper garbage dumping	North	8.4
	Central	8.48
	South	8.55
	Total	8.48

When I water my lawn, I water during:				
	North	Central	South	Total
Early morning (sun is not up yet)	47.70%	40.50%	46.30%	45.00%
Mid-morning (sun is up)	2.50%	6.50%	3.90%	4.20%
Afternoon (sun is up)	0.40%	2.00%		0.80%
Late afternoon (sun has started going down)	16.60%	15.50%	14.30%	15.50%
Evening (sun is down)	24.90%	28.50%	27.10%	26.70%
Don't know	7.90%	7.00%	8.40%	7.80%

Which of the following comes closest to describing how often you water your lawn?				
	North	Central	South	Total
Every day	1.20%	2.00%	0.50%	1.20%
Twice a week	28.20%	18.50%	12.80%	20.30%
Once a week	38.20%	44.00%	45.80%	42.40%
Twice a month	8.30%	10.50%	6.40%	8.40%
Once a month	10.40%	10.00%	8.90%	9.80%
I never water my lawn	12.00%	13.50%	24.10%	16.30%
Not sure	1.70%	1.50%	1.50%	1.60%

Do you live in an area with lawn watering restrictions?***				
	North	Central	South	Total
Yes	73.40%	85.50%	88.20%	81.80%
No	16.20%	8.50%	6.90%	10.90%
Don't Know	10.40%	6.00%	4.90%	7.30%

Look at the list below. Select all of the ways you found out about lawn watering restrictions in your area.				
	North	Central	South	Total
From your water bill***	41.20%	51.50%	38.00%	43.50%
From your city or county government	46.90%	43.90%	47.50%	46.10%
From your local water management district***	46.90%	28.70%	34.60%	36.80%
From local news***	61.00%	71.30%	74.30%	68.90%
From friends or neighbors	20.90%	18.10%	17.90%	19.00%
Don't remember	1.70%	0.60%	0.60%	0.90%

Other	5.10%	7.60%	9.50%	7.40%
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Which of these comes closest to describing how you decide when to water your lawn?				
	North	Central	South	Total
Ask a friend or neighbor	0.80%	0.50%	2.00%	1.10%
When I see my neighbors watering their lawn	0.00%	2.00%	0.50%	0.80%
Guess	4.60%	1.00%	1.00%	2.30%
When the grass looks like it needs it	32.00%	25.50%	13.80%	24.20%
Ask a professional (Master Gardener, lawn service, etc)	2.90%	4.00%	2.50%	3.10%
When it is my watering day	47.30%	55.00%	56.20%	52.50%
I never water my lawn	11.60%	11.50%	23.20%	15.20%
Not sure	0.80%	0.50%	1.00%	0.80%

How would you describe the current conditions of water resources in your area? Water resources include lakes, rivers, streams, aquifers, wetlands and springs.***				
	North	Central	South	Total
In a drought	31.50%	46.60%	43.40%	40.50%
Drier than normal	56.60%	43.30%	47.60%	49.10%
Normal	9.00%	7.50%	7.50%	8.00%
Wetter than normal	0.40%	0.70%	0.00%	0.40%
Don't know	2.60%	1.90%	1.50%	2.00%

Thinking about your response to the previous question, how long have the conditions of water resources in your area been like this?				
	North	Central	South	Total
Less than a year	17.00%	15.40%	15.60%	16.00%
1 year	14.50%	16.20%	14.40%	15.00%
2 years	28.50%	27.80%	30.00%	28.80%
3 years	17.90%	14.50%	14.80%	15.70%
4 years	2.60%	5.80%	2.90%	3.80%
5 or more years	10.60%	11.60%	10.30%	10.80%
I don't know	8.90%	8.70%	11.90%	9.90%

**What is the difference between a “drought” and a “water shortage?”**

See attachment

**Please tell me how much you agree with the following statements. Please rate the following on a scale from one to 10, with 10 meaning STRONGLY AGREE and 1 meaning STRONGLY DISAGREE.**

There is a water shortage emergency in my community.***	North	5.46
	Central	6.11
	South	6.3
	Total	5.96

I often look for information about how to conserve water.	North	6.61
	Central	6.5
	South	6.64
	Total	6.59

In the past year, I have changed the way I use water in order to conserve.	North	6.83
	Central	7.02
	South	6.96
	Total	6.94

I support government actions such as tightened water restrictions as a means of addressing a water shortage problem.***	North	7.32
	Central	7.89
	South	7.93
	Total	7.71

I follow watering restrictions such as watering my lawn only on the correct watering days.***	North	8.68
	Central	8.5
	South	9.03
	Total	8.74

I completely understand what it means to 'conserve water.'	North	8.34
	Central	8.37
	South	8.46
	Total	8.39

My water use has little effect on the amount of available water in my area.	North	4.94
	Central	4.65
	South	4.52
	Total	4.7

I am concerned about the amount of water available in my community.	North	7.4
	Central	7.38
	South	7.77
	Total	7.52

The media has blown a water shortage in my area out of proportion.	North	4.36
	Central	4.25
	South	3.91
	Total	4.17



It is the government's responsibility to make sure there is enough drinking water in my community.	North	6.02
	Central	6.35
	South	6.56
	Total	6.31

Water conservation is important to me.	North	8.35
	Central	8.37
	South	8.47
	Total	8.4

In my opinion, the amount of water I use is:				
	North	Central	South	Total
Less than the average person in my area	51.70%	60.80%	58.10%	56.90%
About the same as the average person in my area	42.30%	32.80%	36.70%	37.30%
More than the average person in my area	0.70%	1.50%	0.70%	1.00%
Don't know	5.20%	4.90%	4.50%	4.90%

Do you personally do anything to conserve water?				
	North	Central	South	Total
Yes.	80.90%	84.70%	79.40%	81.70%
No	19.10%	15.30%	20.60%	18.30%

Can you name any organizations that provide information about water conservation?				
	North	Central	South	Total
Yes.	36.30%	42.90%	37.10%	38.80%
No	63.70%	57.10%	62.90%	61.20%

**Below is a list of organizations and their websites. Please tell if you have heard of the website and visited in the last month; have heard of the website and visited at least once in the past year; have heard of the website but never visited; or have never heard of the website.**

Southwest Florida Water Management District - WaterMatters.org				
	North	Central	South	Total
Heard of the website and visited in the last month	4.90%	4.50%	6.00%	5.10%
Heard of the website and visited at least once in the past y	12.70%	18.70%	18.70%	16.70%
Heard of the website but never visited	52.10%	51.90%	48.30%	50.70%
Never heard of the website	30.30%	25.00%	27.00%	27.40%

University of Florida IFAS Extension - SolutionsForYourLife.com***				
	North	Central	South	Total
Heard of the website and visited in the last month	4.10%	3.00%	3.00%	3.40%
Heard of the website and visited at least once in the past y	10.50%	6.30%	4.90%	7.20%
Heard of the website but never visited	28.50%	20.10%	29.60%	26.10%
Never heard of the website	56.90%	70.50%	62.50%	63.30%

Florida Department of Environmental Protection - dep.state.fl.us				
	North	Central	South	Total
Heard of the website and visited in the last month	6.40%	6.70%	4.10%	5.70%
Heard of the website and visited at least once in the past y	12.70%	15.30%	12.40%	13.50%
Heard of the website but never visited	58.10%	55.60%	56.90%	56.90%
Never heard of the website	22.80%	22.40%	26.60%	23.90%

Google Search Engine - google.com				
	North	Central	South	Total
Heard of the website and visited in the last month	71.50%	79.90%	73.00%	74.80%
Heard of the website and visited at least once in the past y	10.90%	9.70%	13.50%	11.30%
Heard of the website but never visited	12.70%	5.60%	10.10%	9.50%
Never heard of the website	4.90%	4.90%	3.40%	4.40%

Environmental Protection Agency - epa.gov				
	North	Central	South	Total
Heard of the website and visited in the last month	3.00%	6.00%	3.40%	4.10%
Heard of the website and visited at least once in the past y	15.40%	13.80%	13.90%	14.30%
Heard of the website but never visited	71.20%	66.80%	68.90%	69.00%
Never heard of the website	10.50%	13.40%	13.90%	12.60%

Wal-mart - walmart.com***				
	North	Central	South	Total
Heard of the website and visited in the last month	41.90%	42.50%	28.80%	37.80%
Heard of the website and visited at least once in the past y	31.80%	29.10%	38.20%	33.00%
Heard of the website but never visited	18.70%	22.40%	25.50%	22.20%
Never heard of the website	7.50%	6.00%	7.50%	7.00%

The Sierra Club - sierraclub.org				
	North	Central	South	Total
Heard of the website and visited in the last month	2.20%	3.00%	1.50%	2.20%
Heard of the website and visited at least once in the past y	5.60%	7.10%	8.60%	7.10%
Heard of the website but never visited	55.40%	51.90%	61.00%	56.10%
Never heard of the website	36.70%	38.10%	28.80%	34.50%

WebMD - webmd.com				
	North	Central	South	Total
Heard of the website and visited in the last month	23.60%	27.60%	24.30%	25.20%
Heard of the website and visited at least once in the past y	32.20%	39.20%	35.20%	35.50%
Heard of the website but never visited	30.30%	18.70%	25.10%	24.70%
Never heard of the website	13.90%	14.60%	15.40%	14.60%

Now I want to ask you a little bit about what kind of person you are. On a scale from 1 to 10, when 1 means it doesn't describe you at all and 10 means it describes you very well, please tell me how much the following statements describe you.

"I have a sense of style."	North	6.22
	Central	6.68
	South	6.45
	Total	6.45

"I am an environmentalist"	North	5.33
	Central	5.44
	South	5.56
	Total	5.45

"I am often influenced by my friends and family"	North	4.98
	Central	4.9
	South	4.86
	Total	4.91

"I enjoy outdoor activities with friends and family" ***	North	7.58
	Central	7.22
	South	7.7
	Total	7.5

"I am a lot like my neighbors"	North	4.55
	Central	4.68
	South	4.61
	Total	4.61

"I like to entertain at my home"	North	6.28
	Central	6.34
	South	6.3
	Total	6.31

"I seek recommendations on lawn care"***	North	5.81
	Central	5.07
	South	5.12
	Total	5.33

"I believe the state government is a good source of information about lawn care"	North	5.66
	Central	5.59
	South	5.49
	Total	5.58

"I care about local streams and rivers"	North	7.81
	Central	7.56
	South	7.9
	Total	7.76

Generally speaking, where would you say that you get most of your information about news in your community?				
	North	Central	South	Total
Local TV news	39.70%	44.80%	35.60%	40.00%
Radio news	3.40%	4.50%	4.90%	4.20%
Local newspaper	37.50%	26.50%	41.20%	35.00%
Internet	16.90%	17.50%	14.20%	16.20%
Friends and family	2.20%	5.20%	3.40%	3.60%
Someplace else, please specify:	0.40%	1.10%	0.70%	0.70%
Decline to Answer	0.00%	0.40%	0.00%	0.10%

What is your gender?				
	North	Central	South	Total
Male	49.80%	39.90%	44.60%	44.80%
Female	49.80%	59.70%	55.10%	54.90%
Decline to Answer	0.40%	0.40%	0.40%	0.40%

Do you have any children or grandchildren under the age of 18 who live in your home?				
	North	Central	South	Total
Yes	31.10%	37.70%	22.10%	30.30%
No	68.20%	60.40%	77.20%	68.60%
Refused	0.70%	1.90%	0.70%	1.10%

Do you own or rent your home?				
	North	Central	South	Total
Own	82.00%	74.60%	86.10%	80.90%
Rent	12.00%	19.80%	11.20%	14.30%
Live with a family member	3.00%	3.70%	1.10%	2.60%
Other	1.10%	1.50%	0.70%	1.10%
Refused	1.90%	0.40%	0.70%	1.00%

How long have you lived in your county?***				
	North	Central	South	Total
Less than 1 year	7.10%	3.40%	3.40%	4.60%
1 to 5 years	42.70%	32.10%	36.70%	37.20%
6 to 10 years	21.00%	16.00%	22.80%	20.00%
11 to 15 years	12.40%	12.30%	12.70%	12.50%
16 to 20 years	5.60%	7.50%	7.10%	6.70%
More than 20 years	11.20%	28.70%	17.20%	19.10%

Do you live in Florida year-round?***				
	North	Central	South	Total
Yes	97.40%	97.40%	93.30%	96.00%
No	2.60%	2.60%	6.70%	4.00%

What is your present employment status?***				
	North	Central	South	Total
Employed full-time	45.30%	55.60%	37.10%	46.00%
Employed part-time	9.40%	12.30%	12.70%	11.50%
Voluntarily not in the work force (in school; raising family)	6.40%	8.60%	4.50%	6.50%
Unemployed but not retired	6.70%	7.80%	8.60%	7.70%
Retired	32.20%	15.70%	37.10%	28.30%

In what range did your total household income fall during 2007?				
	North	Central	South	Total
Less than \$25,000	6.70%	8.20%	4.90%	6.60%
\$25,001 to \$50,000	25.10%	21.60%	19.50%	22.10%
\$50,001 to \$75,000	24.00%	25.00%	21.30%	23.40%
\$75,001 to \$100,000	17.60%	16.80%	19.90%	18.10%
More than \$100,000	9.40%	13.10%	13.90%	12.10%
Decline to answer	17.20%	15.30%	20.60%	17.70%

What is your current marital status?***				
	North	Central	South	Total
Single	10.10%	20.10%	12.70%	14.30%
Married	77.90%	60.80%	71.50%	70.10%
Divorced	7.90%	13.40%	10.50%	10.60%
Widowed	1.10%	1.90%	3.40%	2.10%
Decline to answer	3.00%	3.70%	1.90%	2.90%

## Appendix D

### Posttest Drought vs. Water Shortage

## What is the difference between a “drought” and a “water shortage?”

Unedited responses

A drought is not enough rain, a water shortage is not enough water to go around for some reason (which could include drought, or maybe not...)
A drought can cause a water shortage. A drought is when there is less rainfall over an extended period of time. This can cause a water shortage where there is not enough water to meet the city's needs.
A drought can mean little to no water, a shortage just means not enough at the current time
A drought causes a water shortage...
A drought causes the water shortage.
A drought covers a longer period of time and is more severe than a water shortage which I define as a relatively short drier than normal condition.
A drought has little or no water for a long period of time; a water shortage has some water, but is in danger of becoming a drought if the condition persists.
A drought has longer-term implications, meaning it will take considerably more rain to make up the shortage.
A drought has no water, a water shortage has some water but it is very limited.
A drought involves a lack of water all together while a water shortage suggests not as much as usual.
a drought involves not having sufficient rain fall to support the area
A drought is caused by lack of rainfall. A water shortage is when more water is used then is replenished by rainfall or other sources.
A drought is a "temporary" water shortage where a water shortage is long term.
A DROUGHT IS A CHRONIC SHORTAGE ...A WATER SHORTAGE MEANS THAT SUPPLIES ARE LOW
a drought is a condition developed over time and requires a long-term recovery period, a water shortage is a short-term situation that could rapidly change.
A drought is a long period during which the rainfall is below normal. A water shortage is a short temporary condition,
a drought is a long shortage of water water shortage is you have some rain
A drought is a long term problem..
A drought is a long term, severe dry condition, with fire danger. A water shortage is shorter term, in my opinion.
a drought is a long time without rain. the water tables are very low
A drought is a longer term condition of less than normal rain and is much more severe than a water shortage.
A drought is a long-term condition where water levels are below normal. A water shortage is a short-term condition.
A drought is a more severe than a water shortage. It is a longer period of time without water and no end in sight. A water shortage, you have a pretty good idea that it will end and water levels will return back to normal.
a drought is a period of dry weather a water shortage is when the water company tells you that there is a shortage of water and you must conserve but at the same time making you pay more for less.
A drought is a period of dryness, a water shortage means there is a low or scarce source of water.
A drought is a prolonged period of decreased rainfall. A water shortage is a short-term dry spell or a period where too much demand is put on the water resources in the area.
A drought is a prolonged period of time where the area has not has sufficient rainfall. A water shortage is similar but the period of time is less.
A drought is a prolonged period of unusually dry weather. A water shortage is when there is not enough water to supply demand, and is often caused by droughts.
A drought is a prolonged period of way below normal rainfall. A water shortage may have numerous causes, including inadequate storage and delivery systems.
A drought is a prolonged shortage of rainfall. A water shortage is a temporary absence of water
A drought is a prolonged time with below average rainfall which will make a water shortage if too much water is consumed and not replenished
a drought is a prolonged water shortage aided by prolonged dry weather. Water shortage is that we haven't received the required amount of rainfall so far for the year.
A drought is a rain supply shortage and a water shortage would be lack of water supply period.
A drought is a seasonal lack of rainfall A water shortage is when more water is being used than produced by rainfall or water flow from rivers or streams.
A drought is a severe water shortage that endangers the immediate survival of the plants and animals that depend on that water.
A drought is a severe water shortage where our water supply is depleting.
a drought is a severe, long-term water shortage due to a lack of rain, which may or may not cause a water shortage, depending on ground water and other sources
A drought is a shortage of water in lakes and streams, a noticeable amount by a foot or two. The trees are starting to



look drabby and sad and the foliage is sagging.
A drought is a specific weather condition
a drought is a sustained long period without rain. A water shortage is unavailable water for not being able to wash your car water your lawn . Also, water shortage could come from a drought.
A drought is a sustained period where rainfall stays significantly below the normal rainfall for the area or region. A water shortage is not dissimilar but generally refers to a lack of usable water which could be from inadequate planning for development, lack of water processing resources, or some other manmade condition.
A drought is a water shortage that has gone on for a long time.
A drought is an abnormal lack of rain. Usually it is short , however, there are instances where it has been years. A water shortage is from over use and pumping. Urban development with home wells, golf courses, bottling plants are major contributors. Landscaping and water hungry grass are also responsible.
A drought is an emergency situation, a water shortage calls for conservation measures.
a drought is an extended period of rainfall that is well below the norm for a particular area. A water shortage is the result of a drought
A drought is because of a lack of appreciable rainfall, a water shortage is generally temporary and due to a supply interruption.
A drought is caused by a lack of rain. A water shortage is a shortage in the City's water supply.
A drought is caused by weather conditions( lack of rainfall, warmer temperatures, winds) ; A water shortage is caused by overuse of existing resources by all users.
A drought is defined by a lack of rainfall.
A drought is far more serious and results in serious restrictions on water usage
A drought is from natural conditions. A water shortage is due to poor management of growth and overbuilding by the state.
A drought is having no rain in a period of time, and water shortage is that you have water just a little amount.
a drought is lack of water caused by nature, a water shortage lack of water caused by man
A drought is longer lasting and more severe than a water shortage.
A drought is longer than a water shortage.
A drought is long-term, like the drought in Egypt in Bible days was a 7 year drought. Water shortage is more short term.
a drought is more extreme and their are more restrictions.
a drought is more serious
A drought is more serious and longer lasting
A drought is more serious.
A drought is more severe
A drought is more severe.
A drought is more severe.
A drought is no rain for a certain amount of time. Water Shortage is the well is dry or the city has had some kind of problem with water supply
a drought is no rain for a long time. A water shortage is the resouviour is very low.
a drought is no rain to replenish water system which then creates a water shortage
A drought is no rain. A water shortage is not enough to go around.
a drought is no water at all, a water shortage means we have water but be conservative, until we receive rain to supplement our water shortage!
A Drought is no water what so ever. A water shortage is as it says - short on water
A drought is not having water for a long period of time affecting crops and bodies of water. Water shortage is a deficit or lack of water.
A drought is really dry. A water shortage is just what is says and can be replenished with rain.
A drought is severe dry conditions, not enough water in sight to make up for loss. A water shortage is a reduction of the amount of water available.
a drought is shortage of rainfall.....water shortage is when a drought is prolonged.
A drought is significant amount of time without rain. A water shortage means there is a deficit in the water supply.
A drought is usually associated with a lack of rainfall. A water shortage can be described in this category as well, however it can also explain a lack of ground water.
A drought is very little water left and no rain and a water shortage is when we have not had enough rain and the lakes are low
A drought is very serious and causes many restrictions for the community at large, whereas a water shortage is something to pay attention to, but is not as serious.
A drought is water levels are very low.

A drought is when an area has gone too long without regular rain fall for the specific time of season or has had less or no rain fall when it has rained. Water shortage is when too many houses or golf courses use the limited amount of water that is available in an area.
A drought is when it doesn't rain for a month or so. Water shortage is when huge lakes, like lake okachobe (sp) dries up, rivers dry up...there is a lack of water for a long period of time.
a drought is when it doesnt rain. a water shortage is the shortage of useable water.
A drought is when it hasn't rained considerably for months and the land so dry it is ripe for wildfires.
A drought is when it is not raining and very dry. A water shortage is when there is very little "saved" water or when the aquifer is low.
A drought is when our resource are drying up... very little rain
A drought is when the area is dangerously low on water resources and no rain has fallen for weeks and no rain is forecast. A water shortage is when the levels of water are getting low but are not yet dangerous.
a drought is when the average level of rainfall is well below the normal for a length of approx 6 months. Water shortage is when their is rain, but still below the normal.
A drought is when the water levels in the aquafer reach a certain level. A water shortage is the warning before the drought. This is when they should put water restrictions into affect.
A drought is when the water resources are running dry and there rain fall is not making up for it.
A drought is when the water shortage is at a critical point.
a drought is when the waterways dry up and are not usable
A Drought is when there are severe low levels due to lack of rain. Water shortage is when there is not enough supply.
a drought is when there has been no rain to refill what water has been used and the amount we have available is extremely low and a water shortage is when the amount of water available is getting low
A drought is when there hasn't been rain in a really long time, a water shortage is when there's too much water being used by too many people.
A drought is when there is a long period of time of below average rainfall - and/or (dry weather) that will cause grass and plant life growing conditions to become stifled. A water shortage though, is also "caused" by dry weather. Also, when there are inadequate water systems/units/piping, etc.. this can as well attribute to "water shortages".
A drought is when there is a severe water shortage. I shortage is a lower amt. than usual
A drought is when there is little to no rain over an extended period of time. A water shortage is when county planners allow to much building without having support infrastructure in place to support the increased need for water.
a drought is when there is no rain and the water levels get low. Water shortage is when there is not enough water for everyday usage
A drought is when there is no water available and there are severe water restrictions. A water shortage is when there is less water than "normal" levels. A drought is more severe than a water shortage.
a drought is when there is no water due to no rainfall, and a water shortage is when we are using too much water with none being replaced.
a drought is when there is no water; a shortage is when there is not enough
A drought is when there is not enough rain and a water shortage occurs when there is a drought because the aquifers are low.
A drought is when there is not enough rain to adequately fill the Aquifers. A water shortage is when some areas do not have have enough water in their system to meet the demand
a drought is when there is not enough rain to keep vegetation from dying. Lakes and rivers have a lower water level and wells are also low on water during a water shortage- there may not be enough water for home use if it is severe
A drought is when water conditions all over the region are dangerously low and conditions have been similar to that for greater than 6 months. A water shortage is more of an isolated condition that is temporary and is shorter than 6 months
a Drought is when water is scarce and a shortage is when water will be scare without using it wisely and conservation of the current supply.
A drought is when we haven't gotten enough rain in the time frame of the year. A water shortage is when the water table is low and we cant use water, They are pretty much the same.
A drought is when you have less than expected rain. Water shortage means when you are running out of water for drinking, bathing, etc.
A drought is where there hasn't been a sufficient amount of rainfall in a very long time causing the lakes to be dangerously low or dried up. This causes the Aquifer to be low and makes a water shortage for everyone. Everyone is affected by this including the wildlife.
A drought is where there is no rainfall. A water shortage is where the level of the water is below where it should be.
a drought iswhen there hasnt been raining in awhile watershortage is a government used word when most of this world is covered in water
A drought leads to a water shortage

a drought literally means no water, shortage is very low supplies of water
a drought means a period of time with little or no rain. A water shortage means the water tables are low.
A drought means lack of rain. A water shortage means wells and reservoirs are well below normal levels.
A drought means no rain for very long periods of time A shortage means water is not available for use.
a drought means no water,the other means some water...
A drought means that it hasn't rained enough to keep the water table at an optimum level. A water shortage means that the water consumption is higher than the supply.
A drought means the water supply is low due to a lack of rain. Water shortage means the water supply, for whatever reason, is low.
A drought means there is very little to no water available to keep water areas (ponds, lakes) filled and areas to be watered (landscapes, grass, trees, bushes) watered.
A drought means there is water available for our everyday needs. A water shortage means a limited amount of water is available.
A drought means virtually no water-a water shortage is some water-just not enough for normal vegetation and healthy lawns.
A drought means we did not get any rain for a while and a water shortage is when people are using too much water
a drought occurs from like a period of low or no rainfall which leads to a shortage of water espically when the average rainfall is well below the normal levels..which is where we are now in my county of residence.
A drought refers to annual rainfall. Water shortage refers to available water resources.
A drought relates to weather/rainfall patterns. A water shortage pertains to consumer useage and regulation.
A drought will be only temperary and a water shortage may last a long time
A drought would be a severe water shortage lasting over a long period of time. Water shortage would be shorter in length and severity.
a long period of time without rainfall versus a lack of available water
A period of drought will lead to a water shortage.
a shortage is a deficit a drought is a prolonged period of deficit
A water shortage can be caused by loss of water resources due to mismanagement or other man made factors. A drought is a dry period caused by nature and outside our control. With proper management, we can have a drought but nor necessarily a water shortage.
A water shortage implies that we do not have enough water retained to function as a society whereas a drought means that their has not been enough rain.
A water shortage is a period of unusally low rainfall. A water shortage usually occurs due to a drought.
A water shortage is for a limited time and it's correction can be accurately predicted.
A water shortage is not as dangerous as a drought...it means we are coming close though.
A water shortage is the result of a drought. In a drought, the wells and lakes dry up causing a severe water shortage.
A water shortage is when there is low levels of water, rivers, lakes are low a drought is when there is no water, rivers, lakes are dry or almost dry
A water shortage is when there is not enough water to meet the needs. A drought is when there has been less rainfall for a extended period of time
A water shortage usually refers to the water supply being less than normal but a drought means there is a deficit of water.
A water shortage would be when reservoirs, lakes and other water sources are depleted below a certain level. A drought would be when the water table itself is depleted below a certain level.
All the lakes are way below normal, and we are asked to conserve water.
Amount of rainfall measured. Drought is much worse than water shortage
Amount of rainfall over time. A drought is a prolonged period of time.
amount of time and water availble
Amount of water
amount of water available and duration
amount of water in reserves
annual rain water
being out to being low
Both are shortages of water... drought is more severe.
Both the same
canals are dried up and displacing water life
creek beds dry, no rain

Dangerously low water levels in canal - fire hazards
dead foliage
degree of dryness
degree of severity and duration
degree of severity. Drought is worse
Degree. Draught is a severe water shortage.
do not know
doesn't rain
don't know
don't know
don't know
don't know
don't know
don't know
Don't know
don't know
Don't know
dont know
dont know
don't know the definition, but here the issue is very little rain and it has continued for 3 years.
Dought is lower than normal water tables. Water shortage is when water tables are considered below what is needed to supply necessary area.
dought no rain and shortage is no rain in a short period of time but the conditions are right or season for expected rain in the future
draught is serious and water shortage is the step before draught
Dried foilage and lake water levels down by a big margin.
DRIED UP BANKS AROUND RETENTION PONDS LOWER THEN NORMAL
drought no rain for months
drought -- no rain water shortage - reservoirs low
Drought - no rain for a consistent about of time - in a critical situation Water Shortage - the reservors are low, but not critical
drought - no rain for extended period of time water shortage - water table is low
drought - over four inch shortage and extreme limitation of water usage.
Drought - water at critical lows, Water shortage - just a little low
drought - water critically low
Drought - when we haven't had any rain in a long period of time and everything is dry and fires could occur easily. (below 30% cap) water shortage - when we do get rain but not enough to have the lakes and water supplies up to and 60% cap
drought &#305;s worse then water shortage
drought :no rain water shortage: dry water resources
drought = lack of water, water shortage=shortage of water
drought = no rain for weeks on end and water resources are at a low water shortage = no recent rain and water is tight
drought = no rain, Water shortage is too much use.
Drought = prolonged period of dry weather Water shortage = lack of water
drought = sever water shortage water shortage = use sparingly
drought = very dry conditions and not enough rain water shortage = not enough rain in the season to keep up with the water usage of the public
drought a long period without rain water shortage when there is a deficiency
drought almost all the plants, trees, pastures, etc. are dying from lack of water
drought being below normal for a long period of time and shortage where we can't afford to be wasteful.
Drought being dry conditions due to lack of rain. Water shortage is the result of the drought.
drought brings on severe water restrictions
drought can last longer than a water shortage. water sghortage means we have water but can use as much besides drought none at all.
drought causes a water shortage

drought causes wild fires, water shortage means your low on water
drought conditions affect growing seasons as well as long term water reserves.
drought conditions are when the land is dry, water levels are low, and very little rain. water shortage is when there is not enough water supply for everyone.
drought depends on climate changes and water shortage is restrictions
Drought describes major decrease in expected rainfall for the year. In Florida, water table dropping, lakes and streams drying up, wildlife dying.
Drought extended period with little or no rain.
Drought has a wider effect including lakes, ponds, marshes, and drying up the aquifer. Water shortage implies a shorter term effect.
drought has no rain for extended periods of time whereas a water shortage has some rain more frequently, but still not enough to make up the deficit to the water supply
Drought has no rain, shortage is supplies running low.
Drought insufficient rain
drought is a bigger version of water shortage.
drought is a condition that can lead to a water shortage
drought is a dry period water shortage is we are running out of water
Drought is a higher level of water shortage.
Drought is a lack of precipitation...water shortage is a lack of supply of water
drought is a lack of rain over an extended period of time. water shortage deals with a low amount of stored water.
Drought is a lack of rain. Water shortage is lack of water because of a problem caused by the supplier being unable to deliver water.
drought is a lack of rainfall, a severe shortage with long-term implications.
drought is a lack of water while shortage is also a lack of water so about the same meaning
drought is a long period of time where there is a water shortage due to weather conditions over months or longer and a water shortage is when our water we use in our homes and etc. is limited
Drought is a long period of time without any rain, water shortage is generally short term and less rain than usual.
Drought is a long period with less than normal rainfall. Water shortage is a condition in which water resources begin to diminish to less than sustainable levels.
Drought is a long period without rainfall, water shortage is a short period where water needs to be conserved.
Drought is a long period without significant rain. Water shortage is lack of water for use by consumers, either for personal consumption or for use around the home or business.
drought is a long standing lack of rain and dangerously low levels of water in the supply areas water shortage is a less severe situation
drought is a long term condition brought about by an act of nature. A water shortage is a temporary condition.
Drought is a long term situation with less than normal rainfall.
drought is a long term water shortage
Drought is a long term water shortage.
drought is a long time event
Drought is a longer period of time and impacts daily routine
drought is a longer period of water shortage.
drought is a longer term of water shortage
Drought is a long-term condition caused by years of "less than normal" rain. Water shortage is usually short lived and goes away once it rains.
drought is a long-term situation
Drought is a long-term water shortage.
drought is a more serious level and will take longer to recover
Drought is a more severe scenario
drought is a natural occurrence where water shortage is the effect of humans
drought is a natural occurrence. "water shortage" is determined by a regulating agency
Drought is an ongoing lack of rain over an extended period of time. Water shortage is a limited time period.
drought is a period of no rain fall resulting in a water shortage
Drought is a period of time with less than normal or no rain fall causing dry conditions which in turn can create wild fires and less water for consumption. A water shortage can result if the drought occurs for a long period of time.
Drought is a prolonged occurrence of a water shortage
Drought is a prolonged dry spell with little or no rain. Water shortage is rain has fallen but below normal amounts

drought is a prolonged period of dryness. a cronic lack of water. water shortage is not enough water to do everything thing you would like to do.
drought is a prolonged period of less than normal rainfall, water shortage is a temporary conditon of less than normal rainfall
Drought is a prolonged period of time and causes much damage than a water shortage.
drought is a prolonged water shortage where plants die from loss of water. water shortage is a smaller amount of water available then usual.
Drought is a prolonged water shortage.
drought is a reduction in the normal rain for an extended period of time. A shortage indicates that available supplies can not sustain current usage.
drought is a serious long term water shortage
drought is a severe case of water shortage
Drought is a severe lack of water that would include a total ban on landscaping/lawn watering. The only water usage that would be allowed is what is necessary for normal, but limited, everyday use.
Drought is a severe water shortage.
Drought is a spell of dry weather and water shortage is lack of water....
drought is a total lack of significant precipitation and water shortage is when water supply levels are lower than they should be for normal use.
drought is a very long period of time with no rain. water shortage is a dry period.
drought is a weather condition. water shortage is the result of a drought.
Drought is a widespread lack of rain to a specific area. Water shortage is a lack of portable water for human usage
Drought is almost no water for anything but necessities of living. Water shortage is when we need to be judicious in our use.
Drought is an extended period of months or years when a region notes a deficiency in its water supply. A water shortage is the difference between the demanded and available quantity of fresh water.
drought is an extended water shortage
drought is brought on over a long period of time. Water shortage is temporary
drought is caused by a lack of rain and water shortage is caused by overuse without replenishment
drought is caused by a lack of rainfall. water shortage is caused by too much water being used and not replaced.
Drought is critical, while water shortage is just under that condition
drought is dried up and water shortage is almost dried up
drought is dry climate with less than normal rain . water shortage is the result of drought
drought is dry conditions for months or years, shortage is the lack of water in reserves
drought is dry from weather, water shortage is from a facility shutting down and causing a water shortage
Drought is due to lack of rain Water shortage is when water supplies running extremely low
Drought is due to lack of rain replenishing water resources. Water shortage is due to over use and/or lack of conservation tactics by the community.
Drought is enviromental and water shortage is regional based
drought is extreme
drought is extremely dry conditions/resevoir levels with a high rate for brush fires. water shortage is below normal rain fall and falling resevoir levels
drought is extremely dry for a long period. Water shortage, not as severe.
drought is far more serious than a shortage, requiring more stringent restrictions and more serious attention to conservation
Drought is felt more severely and Causes sronger water restrictions.
Drought is from lack of rain. Water shortage refers to the amount of water available from either reservoirs or the acquifier.
Drought is imposed by Mother Nature---a water shortage can be man-made!!
Drought is insufficient rain for long period of time.
drought is insufficient rainfall; water shortage is too much household use
drought is lack of rain in a long period of time. Water shortage is self-explanatory.
Drought is lack of rain, water shaortage is from too many people using the natural resources
Drought is lack of rain, water shortage is decline of aquifer.
Drought is lack of rain; water shortage is the lack of water to meet community's need going into the future
drought is less rain then in the past.
drought is little or no water and shortage is where water is limited but available

Drought is long term
drought is long term
drought is long term brought on by lack of rain vs. a shortage which is short term and can be brought on by varying factors
drought is long term depletion. water shortage is temporary.
drought is long term lack of rain which impacts rivers and lakes water shortage is a short term lack of rain that is relieved with rain
Drought is long term lack of water, versus a shorter term water shortage.
Drought is long term.
drought is long term. water shortage is short term
Drought is longer lasting and affects all aspects of the environment; a water shortage refers especially to supplies for human consumption.
Drought is longer lasting.
drought is longer term
drought is longer than a water shortage, more water resources are effected than just sstandard supply
drought is long-term
drought is long-term, water shortage is near-term
drought is lower water level that comes back, shortage is low water with high usage
drought is mandatory water restriction. Water shortage is on a volunteer basis
drought is more extreme
Drought is more extreme.
drought is more long-term & wide spread
Drought is more serious as there is no relief seen in near future and levels are dangerously low
Drought is more serious than a water shortage
Drought is more serious than shortage where your limits are more severe
drought is more serious than water shortage
drought is more serious than water shortage - drought = no water
Drought is more severe
Drought is more severe
Drought is more severe
drought is more severe
Drought is more severe
drought is more severe
Drought is more severe - long term - water shortage short term
drought is more severe - some supplies are depleted
Drought is more severe and exists over a longer timeframe. Seasonal rains could rectify a water-shortage, to correct a drought requires changes in usage etc as well as seasonal rains
Drought is more severe and needs to be taken VERY seriously
Drought is more severe and requires extreme water shortage guidelines to be followed.
drought is more severe and requires immediate action by individuals to lessen their use of water. Water shortage simply implies there isn't as much water as normal at this time.
Drought is more severe and the population can run out of water. Water shortage means we are running low levels of water and it would be helpful to curb use.
drought is more severe and usually lasts longer
drought is more severe because it has lasted longer
drought is more severe than a shortage
drought is more severe than a water shortage
Drought is more severe than a water shortage.
Drought is more severe than a water shortage.
Drought is more severe than a water shortage.
drought is more severe than shortage - based upon lackof rainfall and length of time
drought is more severe than water shortage
Drought is more severe than water shortage. Drought means risk of no water supply; fire danger.
Drought is more severe with a greater loss of water and loss of pasture

Drought is more severe.
Drought is more severe.
Drought is more severe.
Drought is more severe.
Drought is much more serious. Water shortage is merely a concern; drought is bordering on disaster.
Drought is much more severe and longer term than water shortage
Drought is much more severe.
drought is much worse than a water shortage. Drought is long term
drought is much worse.
Drought is natural, less than normal rainfall. Water shortage is man made, greater demand than supply.
Drought is nature not giving us enough rain. Water shortage is when there are ways to be more resourceful instead of being wasteful with water usages.
Drought is nature. Water shortage is not enough water being supplied or it be diverted to someone else
DROUGHT IS NO RAIN WATER SHORTAGE IS THE SUPPLY OF WATER IS DRYING UP
drought is no rain and conditions are bad, water shortage just means we need some rain but other than that it is no big deal
drought is no rain and limited water. water shortage is low water levels
Drought is no rain for a long period of time and water shortage is where there we are getting some rain to replenish the water supply.
drought is no rain for a long period of time that hurts crops and vegetation
drought is no rain, water shortage is lack of water for another reason
Drought is no rain, water shortage is low water tables
drought is no rainfall water shortage is diminished water supply
Drought is no significant rainfall for 6 months and more and water restrictions Water Shortage no water restrictions, just awareness
drought is no water (extreme) water shortage is less water than normal
drought is no water at all and a water shortage is just what it says you need to conserve
Drought is no water essentially at all where water shortage means less than normally expected.
Drought is no water for long time, Water shortage is less rainfall then normal.
drought is no water, and a shortage limited water
drought is no water, water shortage is limited water
drought is not enough rain water shortage is over use of resources
drought is not enough rain fall to replace the aquifers
Drought is not enough rainfall, water shortage is people using to much water.
Drought is not enough water is on the lawn. Water shortage is short on water.
drought is not enough water, water shortage is not enough rain for water
drought is not getting the average rainfall over a certain period of time, water shortage-is not having enough water for people and animals to live.
drought is not having it rain in 50 days and many years of low rain
Drought is ongoing. Watershortage just happens during certain times of year.
drought is over multiple years
Drought is red alert. Shortage is a warning before the draught.
Drought is serious lack of rainfall. Shortage is there has been some rainfall but not enough.
Drought is serious. Water shortage is temporary
drought is severe
Drought is severe - no rain happening or expected for quite some time. Water shortage is before a drought or after a long period with no beneficial rain.
Drought is severe, Water shortage is levels are running low
Drought is severely reduced rainfall. Water shortage is too much of the available water is being used and not replenished by rainfall.
Drought is shortage of rain for many years. Water shortage is temporary low supply of water.
Drought is significant low water levels, enough to enforce restrictions.
Drought is specified by the levels in the water resources available for public consumption. It is a more severe condition than a water shortage.
Drought is that there is not enough water for wasteful usage and shortage is that we have to limit to things like no lawn



watering, no extended water usage in the home
drought is that there is not enough water and we need to conserve. Right plant right place... Shortage means that we have to watch our water to not waste it.
Drought is the lack of rainfall. Water shortage is the lack of usable water.
drought is the water levels are dangerously low and water needs to be conserved
drought is total lack of water and a shortage means that there is water but the amount is lower than normal.
Drought is total rainfall for the year extremely behind the normal amount from past history. Water shortage is the low availability of water from the water processing plants that is potable and is available in our households, businesses etc...
Drought is very dry no rain. Water shortage the starting of a drought.
drought is very dry, water shortage is dry, no rain in a while
Drought is water shortage for a long period of time.
drought is water tables below normal water shortage tapping the water table heading for a drought
dROUGHT IS WHEN ALL THE WATER IN THE LAKES ARE LOW AND NOT SURE OF THE OTHER
Drought is when does not rain for a period of time, Water shortage is when the aquifer level is low
drought is when it doesn't rain and a water shortage is when there isn't enough clean water for people to use.
Drought is when it has not rain for a long period of time. Water shortage is brought about when there is a drought to replenish the aquifer.
drought is when it hasn't rained for a long time and everything is dry. water shortage is when the water levels are low and could affect drinking water reservoirs
drought is when it is extremely dry, water shortage is when the levels are down
Drought is when it is really dry - shortage is when the water tables are not at an artificial level determined by a bunch of asshole bureaucrats that make rules that do not apply to themselves.
Drought is when its way to hot and no rain at all. While water shortage is just a limitation on the water we can use to preserve what we have.
drought is when lake, ponds, small brooks, dry up water shortage is it is dry but not all dried up
Drought is when no rain has fallen to refill the aquifers.
drought is when no rain intake to lakes and other standing areas for rain in take time frame is 1-or more years. Water shortage is water is use faster then water isn't restore equal to outtakes.
drought is when no waters is there to draw water shortage is wen there is limited water to draw
Drought is when rain is nonexistent or below the amount need to provide for our needs and a water shortage is when there is no water to bring in to supplant our needs such in a period of drought.
drought is when the ground is so dry that there is no water and we are in high fire danger water shortage is when there lower supply of water
drought is when the ground is very dry and lakes are low. Water shortage is when it affects the water table for drinking
drought is when the normal amount of rain does not fall for several years. Water shortage is when there is not enough water -- caused by lack of rain, over building, over using, poor conservation ,etc.
Drought is when the rain quantities have not reached their normal ranges over a long period of time and the water levels for the area are very low. Water shortages are often considered temporary based on the rainy season or lack thereof.
Drought is when the rainfall isn't enough to fill the aquifer which leads to the water shortage
Drought is when the shortage gets severe and affects amount of water that can be consumed.
Drought is when the water in the lakes are low. Water Shortage is when the water supply is going down and the city does not have enough water to supply to the city.
Drought is when the water levels are low due to the fact that there has been no rain. Water shortage is the shortage of water in the area.
drought is when the water levels are very very low with not much hope of bringing them up. Water shortage is not as bad as a drought.
Drought is when the water table is extremely low , with no prospects of rain. Water shortage is similar,however it canbe temporary.
drought is when the water tables and aquifers are low. Water shortage is not a severe as a drought.
drought is when the water tables drop drastically due to a shortage of rain
drought is when there has been less than normal or below average rain fall water shortage is when the drinking/or useable water supply is low
drought is when there has been less water than usual from rain. water shortage is when, due to a combination of many things, there is not enough water available as is 'requested'.
drought is when there has been no rain whatsoever and water shortage is even worse

Drought is when there has been no rain. Water shortage is running low on supplies.
Drought is when there has been no significant amount of rain fall. Water shortage is when city and municipal companys are very low on reserves.
drought is when there has been no water for a long time, and a water shortage is when there has been rain but not enough
Drought is when there has naturally been no rain and there is less water within our natural resources. Water shortage just means conservation of natural resources over a shorter term than a drought
drought is when there has not been enough rain.....water shortage is when the water supply is low as a result of drought
Drought is when there hasn't been any rain for weeks or months and the lakes are running dry. Water shortage means we haven't reached the drought stage yet but are very close to it.
drought is when there is a deficiency of water for a period of time. water shortage is when the water supply is low but not diminished
Drought is when there is a protracted period without measurable rainfall, which leads to a marked decline in available water. A water shortage is when there is either an increase in demand, which leads to less availability for all, or there is a temporary decrease in rainfall which has a negative impact on resources for a short or defined period of time.
drought is when there is a severe shortage of rainfall over an extended period of time. Water shortage is when the water supply is at a low level.
Drought is when there is no rain for a long period of time. Water shortage is when there are no bodies of water.
drought is when there is no water available. water shortage is when less water is available
Drought is when there is no water left and there are water restrictions. Water shortage is when people just need to cut back on using the water excessively.
Drought is when there is not enough water same as water shortage...noy enough to supply the demand of water.
drought is when water is not replenished by mother nature, water shortage is what happens when the water sources are not replenished naturally
drought is when we dont get enough rain/water shortage is when to many people are using the water
drought is when we have not had any measureable rain fall. Basically the same
drought is when we lack normal rain fall, water shortage relates to the water supply
drought is when we lack rain. water shortage is when we lack available water.
Drought is when you've had no measurable rainfall in several months. Water shortage is when you have had rainfall but not in large amounts. In both cases, we all need to be mindful of how much water we use in all areas of our lives - not just watering the lawn.
Drought is where there is not enough water coming from the clouds. Water shortage is where people are being wasteful and over using.
drought is worse
drought is worse
drought is worse
drought is worse
Drought is worse than a water shortage.
drought- lack of rain for a sustained period. water shortage - area water management running low on water
drought land is dryand water shortage is when the leves are low
Drought last longer than a water shortage.
drought- less than normal rainfall Water shortage - Poor municipal plannig resulting in more people drawing from water supply than the system was designed for
Drought long periods no water water shorrtage shortere period of little water
drought long periods without rain. water shortage -water supply is limited.
drought meaning dried up. shortage meaning we need to conserve to avoid a drought
Drought means a long, drawn out "water shortage."
drought means below average rainfall and water shortage means there is not enough reclaimed water to waste on the lawn
drought means dire conditions; water shortage means problem with available water resources - should restrict usage to conserve
Drought means dry land Water Shortage means not enought water to supply the normal demand
Drought means imminent danger of running out of wire and high fire danger. Water shrtage means water is available but our back ups are now starting to be depleted
Drought means much lower rainfall than normal. Shortage means more water is used than is resupplied by nature.
DROUGHT MEANS MY GRASS IS DYING AND A WATER SHORTAGE, I AM TOLD HOW MUCH AND WHEN I CAN

WATER
drought means no rain water shortage no rain
drought means no rain for weeks !!
Drought means no rain in a long time which can lead to a water shortage, which means clean water needed for homes is running low.
DROUGHT MEANS NO RAIN IN A PROLONGED PERIOD OF TIME. WATER SHORTAGE MEANS LACK OF WATER FOR EXCESSIVE WATER USE.
drought means no rain, or abnormally low levels of rain, to replenish the water supplies - lakes and underground water sources start drying up. Since a drought can last several years, it takes a lot of rain, at a high level, for a long length of time, to replenish the lost water sources. A water shortage, to me, is something that happens for a short period of time, usually during the dry season, and can be replenished by regular, seasonal, rains.
Drought means no rain. Water shortage means there is not enough water for everyones needs.
drought means no rain. Water shortage means excessive usage
drought means no water = water shortage means low water
drought means no water to replenish supplys is in the forecast water shortage means tempory limited supply
Drought means no water. Water shortage means levels getting low.
Drought means serious water shortage with no rain in sight for immediate future. Water shortage not quite as serious.
drought means severe water shortage
Drought means that it has not significantly rained over a long period of time/ the water tables are down
drought means that the land if so dry that it is conducive to burn easily and that it has not rained enough
Drought means that the rainfall is substantially lower than the norm. Water shortage can be caused by mismanagement, equipment failure, etc.
Drought means that there hasn't been rainfall for an extended period of time. Water shortage means that water stores in the aquaphors, storage areas, and other sources are depleted--possibly because of drought, but possibly attributable to other factors.
drought means that there is actually no moisture in the soil as opposed to just being limited to use of water.
Drought means that there isn't enough rain for plant growth. Water shortage means potable water is in short supply
Drought means that water is scarce and should only be used for essential purposes. Rain has not occurred and all water levels are low. Water shortage means water is in short supply and we need to take precautions to save water and not waste it.
Drought means that water levels are extremely low as a result of not getting any rain. Water shortage is often a result of a drought - there's not enough water to serve the community and this is often due to higher usage but is also a direct result of reserves not being able to be replenished due to lack of rain.
drought means that we have no rain, water shortage means we need to be careful with water
drought means the ground is very dry. Water shortage means we are low on water
drought means the ground needs more water. Water shortage means we don't have enough water.
Drought means the water levels are way below lever and a shortage would be approaching drought level
Drought means the water supply is much lower than that of a water shortage.
Drought means there is eminent danger of running out of water. Water shortage means that water levels are lower than normal and calls for increased conservation.
Drought means there is much less rainfall than usual and water shortage means there is a limited amount of water available.
Drought means there is no excess water for anything other than the basic needs. Water shortage means there are restrictions for water use other than basic needs.
Drought means there is no foreseeable future replenishment of the amount of water needed to support this area.
drought means there is no surplus of water at all! In other words, beyond a shortage!
drought means very dry condititions with little or no rain
drought means water levels are very low,even less when there is a shortage
Drought means water shortage.
drought means we are in imminent danger of water running out. water shortage means we are only below average levels within safe levels
drought means we are not getting rain Water shortage means we could run out of water
drought means we have not had the rain we need. water shortage means there is not enough water. a drought helps creates a water shortage.
Drought means we haven't had any significant rain to replenish the aquifer. Water shortage is when over building and irresponsible overseers mismanage the water supply.
drought means we haven't had enough rain and a water shortage is our water supply from aquafuir (sp?)

drought means we need rain but there is still a supply, water shortage means there is very little to no water available
Drought more often refers to no rain whereas a water shortage is equivalent to the water in reservoirs being depleted due to a drought as well as other factors including over-watering
drought more severe, water levels low, wells coming up dry
drought no new water coming in to the area, water shortage because of usage we don't have enough water for the demand without using all of our reserves which are gone now.
drought no rain dry lakes, some rain low lakes
Drought no rain for several years Water shortage rain expectations met
drought out of water, shortage running out of water
drought really low... water shortage getting low
Drought refers to a long period without meaningful rain. Water shortage to me indicates that people are using too much water.
Drought refers to the actual weather condition- no rain for a long period of time. Water shortage refers to how much water is available for use.
drought represents a period of no rain. water shortage is when the availability of water is severely low.
Drought seems to be more permanent and more severe. "Water shortage" sounds more benign.
Drought there is little to no rainfall. Water shortage means not enough water for the population.
drought there is no water and water shortage is metered when needed
Drought very, very low water supply Shortage low water supply
drought- water levels way below normal levels, water restrictions water shortage-reduced rain, water level below normal level
drought we only water when needed or by standing and watering only the plants by hand, shortage is we can water sparingly
drought weather no rain or little water shortage too many idiots are watering their lawns too much
Drought when there is insufficient water with no back up supply. Water shortage when the back up levels of water are starting to reduce with little or no rain forecast.
drought where it has not rained in a long time. water shortage no rain, no water in the tanks
drought would be longer term
drought would indicate severe lack of rain replenishment, water levels down in lakes, rivers, underground resources under stress
Drought would mean that there is not much water at all whereas a water shortage would mean that water table is down due to not enough rain.
drought would reflect extreme dry conditions
drought you can not water at all
Drought.....Lack of rain over an extended period of time. Water shortage .....Insufficient water to meet the needs of the populace of the specific area being served.
drought: extended period of water shortage over a number of years water shortage: lack of water which may or may not involve months
drought: no rainfall for and/or retention for extended period of time; shortage: conditions exist for potential drought
Drought: When there is no "natural" water available, like rain. Water Shortage: When local water storage units (like water towers, etc) are empty, or near empty, and there is not enough water for everyone to use.
Drought: absence of rain Water shortage: water levels below normal
Drought: Not enough rain Water Shortage: People, government and industry using more than available water.
Drought:- restrictions should be enforced. Water Shortage:- restrictions should be encouraged.
drought: water supply all over is not enough water shortage: it doesn't rain enough during the day
Drought= dry no rain natural causes water shortage= no resources for water
drought= not having enough natural water from rain, water shortage= not having enough manufactured water
Drought=general shortage of water from all resources Water shortage=not enough to drink
drought=long period of abnormally low rainfall, it usually adversely affects growing or living conditions water shortage=drought can cause water shortage, happens when groundwater is not replenished because not enough rain is falling to wet the soil's entire surface area and to be absorbed properly
drought=no rain shortage=not enough to go around
Drought=No water, Water shortage=Little water
drought=no water, water shortage=low water
drought--lack of rainwater water shortage -- lack of water available
drought-NO rain/dry water shortage...water running low

drought-not getting enough water and water shortage-dont have enough water to use
drought--precipitation shortage due to weather conditions water shortage-water in tanks overused and levels low
Drought is severe water shortage.
endanger of losing water source
eventually, not much
excessive lack of rain and very low water levels
extended duration
Extra dry conditions along with water shortage. No rain and conditions that warrant water rationing plus due to the dry conditions possibility of wild fires exist
Extreme conservation are necessary
extreme dry conditions
extreme shortage of water where it has not rained for a long time. water tables are very low
First is lack of rain, second is lack of water to households.
Good question. I think of a drought as more serious than a water shortage. I think a water shortage can be of a shorter duration and a drought is a result of a long water shortage.
good question...I assume drought is no water (very little) & water shortage is a shortage of water
government
Grass and forests are dry, lakes and ponds are low on water in a drought. A water shortage is when supplies are low and we water less to be preventative.
Hadn't really considered this before. A water shortage is a result of a drought.
Hopefully nature will help with a drought. A water shortage can be alleviated by conservation.
how long there has been no rain
I am not sure, I believe a drought is worse. Water shortage is below average rainfall and drought is a severe shortage that causes problems
I am not sure. Maybe it is a water shortage.
i assume a drought is more severe
I believe that a drought is what causes the water shortage -- drought meaning not enough rainfall- all the lakes , etc are down -- harder to reclaim water thus resulting in a water shortage
I do not know
i don't know
I don't know
I don't know
I don't know
I don't know
I don't know
I don't know
i don't know
I don't know
I don't know but I would say that a drought is a severe shortage whereas a water shortage is less severe.
I don't know for sure
I don't know, just what the weatherman says.
I don't know.
i guess a drought is worse cause a water shortage you can fix a drought you gotta wait till mother nature fixes
I guess a drought refers to the actual amount of rainfall or lack thereof and a water shortage means that from what water is available its getting to the point that there isnt enough to go around.
I really don't know
I think a drought is a more severe water shortage.
I think a drought is when precipitation has been below average over time and if not conserved properly it will create a water shortage
I would say a drought is a lack of water due from Mother Nature!
i would think drought is insufficient amount water to meet needs for usage and water shortage is water is heading for drought conditions
I would think that a drought is a more severe state that has more to do with nature and rain, whereas, a water shortage is less commonly used and has more to do with what is going on in the county, rather than with the weather.
idk

idk
IDK
I'm not a dictionary, but I bet one of you smart asses has access to one and you can look it up yourself.
I'm not sure
I'm not sure- maybe one is due to nature(drought) and the other is man-influenced?
in "droughth"there is not water or rain, " water shortage"mean that the lakes, and others water supplies are low than normal
In a "drought" there is very little water available from natural replenishing sources. In a "shortage", municipal/county water suppliers have very little or no water remaining to satisfy needs.
In a drought there is no water, in a shortage it's in short supply but there is water.
In a drought everything dries up & water levels fall.
In a drought I would have little or no water in the lake in front of my condo. Water shortage the water line is low.
in a drought the natural water supply is low because of the weather so we have a water shortage. So I guess they are almost the same thing.
In a drought there is a lack of any rainfall. With a water shortage there is often not enough measurable rainfall.
In a drought there is an extreme, dangerous water shortage. In a water shortage, the water is low.
IN A DROUGHT THERE IS NO WATER IN THE RETENTION POND, LAKE LEVELS ARE DOWN TO CRITICAL LEVELS, ENFORCEMENT OF WATER RESTRICTIONS BECOME MORE VISIBLE, RESTRICTIONS SHOULD BE/ARE PUT ON WASHING CARS AND OTHER USES IN AND AROUND HOUSE
In my opinion no difference. Drought = no rain fall water shortage= no rainfall. both an be caused by water usage.
In our area a water shortage will get water recommendations. A declared drought will come with enforced water restrictions.
Is there a difference.
It depends on the shortfall of water in reserve. I dont know the exact number
It is a matter of degree. Drought = the most water shortage.
lack of normal rain fall, as opposed to not enough water
lack of rain
Lack of rain for months Shortage is when there are too many people for the amount of water available
Lack of rain produces a drought condition. Shortage can be from lack of treatment and production cutback on pumping to conserve.
lack of rain,far less than normal
lack of rain...for a drought...collections lakes well down...
Lack of water versus not enough to meet demand
Lake beds are dry and there has been no rainfall that will address that situation.
LAKES ARE LOW
lakes have dried up, wells have dried up. There has been no measurable rain in recent months.
length
length of time
length of time
Length of time no rain
Length of time.
less rain fall for several years
less than average waterfall. insuficent amoutn of rainfall realtive to useage
Less water available during a drought than a water shortage
less water in aquafire
level & quantity
little or no rain for months
Little to no rain for 2 or 3 years is a drought
Long term lack of rain
long term vs short term
long term without water
Longer time period that we have been without adiquit rain fall.
main sources are dry
Much below the predicted water levels is shortage, hardly any rain for drought.
n/a

na
na
natural water sources are drying up, levels are very low in a drought. water shortages mean a need for consevation but sources are not dire. red flag warnings are consistant with both.
need conservation measues
no difference
no difference
no difference
no idea
no idea
no rain
no rain
no rain
no rain
no rain
No rain during the "rainy season" = "drought"... "water shortage" would be less rain than ususal.
no rain for drought, water shortage is no water or lack of
no rain for long periods of time
No rain for months
no rain for several months
NO RAIN IN A LONG PERIOD OF TIME
no rain- less rain than normal
no rain no water
No rain versus little wated underground
No rain vs no build up of water in the system
No rain.
No rainfall over a period of time and of insufficient quantity over last24months .
no rainfall, lower water tables, dry creeks, ponds, river beds.
No visible water in ponds that use to exist there. Ponds still around are extremely low. Drought is temporary a water shortage is forever.
No water and somw water
no water as opposed to over usage of water
no water available
no water during a drought limited during shortage
no water for a short time or no water for a long time
none
none
none
none PS. only watering daily now due to new lawn seed
Not alot in my opinion. I worry about the water tables when the rivers and lakes are so low or even drying out.
not enough to supply everyone during a shortage.
not much
Not much. No rain drought which causes a water shortage
not really sure both are dry
Not receiving the rainfall that is normal for the area is a water shortage. Not receiving rainfall for a long period of time and have areas of water dry up and be far below their normal level is a drought.
not sure
not sure
Not sure
not sure
not sure
not sure
not sure
Not sure

not sure
not sure
not sure
not sure
Not sure
not sure
not sure
not sure
not sure
not sure
Not sure
not sure drought i think is worse. water shortage is just low rain levels whereas drought is beyond low rain levels
NOT SURE EXACTLY BUT ID SAY A DROUGHT IS MORE SERIOUS
Not sure.
Not sure.
Not sure.
nothing
nothing
nothing
obiously a lot of water
one means little rain on the surface. water shortage means water available for consumption
our reservoirs are in record low conditions
pretty much the same thing, maybe a drought occurs from an extended time period.
rain fall deficit goes beyond specific point according to drought index
rain fall vs supply
rainfall amount
rainfall per month lower than average
same
same thing
seriousness
sever lack of rainfall is a drought, water shortage can be caused bya number of factors such as pumping problems, etc.
Severe restrictions vs moderation.
severity
Severity and duration. Drop in aquifer and lack of precipitation.
severity and length of time without rain
Severity of shortage
shortage - this is shortage in water sources: lakes, rives, drought: the area as a whole is dry with less water for use on the whole
Shortage could be remedied with a few good rains. Drought means we need major water.... many many rains or a good hurricane or two.
shortage scarcity of water. drought water needed badly
shortagw is when we are under our average, drought is when we have no water to replace what is gone and none in sight
slightly more water in a drought
THE AMOUNT OF THE SHORTAGE
the amount that falls not stored
The drought is no rain, very low reserve and having been this way from year to year. It finally caught up to a stage 5 drought condition.
the expected rain fall has not happened in the last year
the forseen amount of available water
The lakes are drying up.
the length of time
The pond and lake water levels are way below normal.
the yearly rainfall average is well below normal levels in a drought and a water shortage is when consumer demand for



water is outpacing what is available.
There are more wildfires and the drought level index is higher.
there is no water during a drought
They are about the same. Water shortage is lack of water which is what a drought is.
they mean one and the same to me...fire hazards, water restrictions, brown lawns, drought friendly plants in our gardens. etc...
They're both bad
thought they were used in the same context.
time
time it's without rain and aquifer
time period of the shortage is longer for a drought
UNK
Unknown
unsure
very brown lawns, limited availability to use water to not only water lawn but to wash your car and the sides of your house. Most important is the notices received and read in the newspaper warning of big problems ahead and added costs.
Very dry for an extended period of time would be a drought.
very little
very little water is a drought water shortage is just that
water levels
Water levels are extremely low. Rainfall is way below average.
Water levels are low due to the drought lack of rain
water levels are very low and no rain. Not enough water in a shortage.
water levels in the aquifer far under normal levels
Water resoures are far below predicted needs - not enough to continue "normal" use of water .
water shortage can be caused by natural or manmade problems. Drought is when average rainfall is seriously below normal
water shortage caused by lack of primary source water and dreought caused by weather patterns
Water shortage has minimal restrictions and there is greater than a 90 day supply available. Drought is less than 30-60 days of available water and significant water restrictions are in place.
water shortage implies lack of availability. A drought is the current condition adding to the possiblility of a water shortage.
water shortage is a severe drought
Water shortage is a short term and a drouht is longer term.
Water shortage is a temporary situation.. drought is a more serious, ongoing problem
Water shortage is because no "rains has started coming and hopefully when they do show up in Florida we will no longer be in a shortage of water. Drought is prolonged water shortage with no signs of rain.
Water shortage is lack of potable water, a drought is no rain.
Water shortage is more temporary
water shortage is not quite as much rain as normal. Less severe than drought. Drought is much less rain than normal for an extended time.
Water shortage is of relatively short term, drought lasts for 1 year or more.
water shortage is tempoary. Drought is in for the long term.
Water shortage is there is less water available than the norm for your area, causing cut backs in car washing, pressure washing, etc. Drought is there has been no water added to the water tables for quite some period of time due to lack of rain, etc., and causes a more severe situation in everyone's everyday usage of water supply.
water shortage is to avoid a drought
water shortage is what it says. draught is a dry period
Water shortage is when the water levels are at an very low level and drought is when the levels are dangerously low.
water shortage is when their is not enough water for everyone to use. Drought is no water around for several days, or you cannot use water till it rains.
water shortage means ease up until forseen replenishment comes drought means use as little as you need because we dont know when or if replenishment will come
water shortage means enforced restrictions. drought means less rain then normal and it is recommended to decrease water usage

'water shortage' means little water; 'drought' is no water.
Water shortage means there is still water, drought means no water
water shortage means water is short, we have water but not enough rainfall to replenish what's used we are in a drought.
water shortage means you are on the verge of a drought and need to conserve.
Water shortage their trying to conserve so we don't wind up in a drought where there is no water.
Water shortage usually happens when the area has been in drought conditions for a long time, due to lack of rain.
Water shortage: insufficient rain during the year Drought: water shortage causing damage to crops
water shortage is short term where drought is long term and more drastic
Water table is low, no rain expected in sufficient amounts, everything is dried up, watering is restricted to certain day and time for necessary watering only. No car washing, etc. Water shortage is water table low, conserve wherever you can.
Way below expected water level
we are down to the water table in a drought.
we are in a drought. Because of the drought we are having a water shortage
we do not have the average annual amount of rainfall
we get almost no rain at all during a drought; during a water shortage we get some rain to replenish the aquifers.
We get no rain
we have had little rain.
We have had no rain...Our rainfall is about 9 inches short in the last 2 years. We live on a golf course & all the ponds have dried up. The course is also on water restrictions
weather
well below average rainfall causing heavy county water usage by residents.
well i don't know
WHEN IT DOESN'T RAIN AND SPRINGS AND LAKES DRY UP
When we had a water shortage (leading up to the drought), water restrictions were in place for twice a week watering. Now we are down to once a week and river and lake levels, as well as the aquifer, are way down.
with a drought there are extreme water restrictions in force, a burn ban, lakes are low
With a drought there is a severe shortage of water for a long period of time. With a water shortage water is just low.

## Appendix E

### Lawmaker Question

**If you were a lawmaker, what laws or actions would you take in the face of a critical water shortage?**

**Unedited Responses**

1) Propose reasonable regulations on water use, with sufficiently severe penalties to discourage non-compliance, including significantly higher rates for higher than normal usage per household. 2) Offer positive incentives for water conservation, such as rebates for low-volume toilets, rain barrels, installation of "no grass" xeroscape landscaping, installation of grey-water reusage systems; lower rates for low consumption households. 3) Offer public recognition for best practices such as xeroscaped law
1, in our area is that the pressure is so high that we waste water because of the excess pressure, also if someone puts a water saving toilet in themselves they should receive the same credit as if a plumber puts it in the county thinks its brain surgery to change a toilet duh! Also the county should not let the builder use the same line for the fire hydrant to feed our homes as that makes the pressure higher and cause excessive water useage. I have been to swiftmud, and they say the county can control t
1. Actually fine people that are not adhering to lawn watering rules instead of just threatening to do so. 2. Work with Home Owner's Associations to encourage them to either make it easier for homeowners to make changes to their landscaping to reduce the amount of their lawn. Or, eliminate restrictions on installation of more drought-tolerant lawns.
1. Fines for people watering lawns on non-designated days. 2. Setting limits on water use/amounts.
1. Harsher penalties for watering during the day and for high water use such as daily watering. 2. Incentives for people to convert irrigation to drip systems for non-grass areas, converting to native plants/low water plants.
1. rate hikes and major restrictions on golf courses 2. prohibitions on bottling plants and the like. If you want water, build a Reserve Osmosis (RO) plant near the coast and suck all the water you want from the ocean. Overland piping will seem real cheap when the cost of sink holes forming due to lowered and contaminated water tables is calculated. 3. large public education and social beliefs about conservation.
3 strikes you go to jail. 1. warning 2. \$100 fine and community service 100 hours min 3. 200 fine 200 hours community service YOU out 20 days in jail
actions that would be doable but not over restriction
actually enforcing the laws
Additional fines/fees for high water users along with stronger inforcement to ensure the public is following water restriction guidelines.
Advertise how places like Arizona does it, they have decorative rock gardens with plants friendly to their area, rather than growing water-guzzling grass like St. Augustine that is truly absurd. Change lawns to what is natural & normal grass for Florida, no imported grasses that require lots of water.
ADVERTISE THE PROBLEM MAKE EVERYONE AWARE, LIMIT WATERING TIMES AND DAYS. NO CAR WASHING WITH A HOSE.
All new homes built would have low water use toilets, showers, etc. New homes landscaping should be encouraged to be zero scaped. Have more reclaimed water systems in place. Increase the amount of desalination plants.
all of them, especially no car washes and no watering of the lawns.
all questions from previous page
all those restrictions
Allocate water based on fair consumption and increase charges for water for those that use more then there share
allow 2 day watering
Allow only esential water for health and welfare. No watering.
Allow the community to decide how to handle the shortage with incentives Good communities get rebates bad communities get nothing in regards to government aid
Allow watering on certain days only. Impose high fines on those who watering excessively.
Allowing more hand watering days either early prior to sun up, or just prior to sundown as opposed to running sprinkler systems once per week.
An understanding of what will happen if we have no water to the personal user. Not just a bunch of do's and don'ts.
Any excessive water use, if not for commerical purposes should be banned until shortage improves.
As a lawmaker, I think that you have to look for ways to be fair. That is all the way across the board from the business owner to the homeowner. Everyone across the board should have to share in the conservation. I am not sure that I would make new legislation, just have more education.
As much as I possibly can without going overboard. Limit a lot of things requiring large amounts of water
as related to the previous questionarre
assigning water days and times
at this pont none. education is necessary, but big brother needs to back off.
Ban all watering rules across the board for everyone, whether it's new construction, new yard, county limits or city limits, well!

Ban lawn watering and car washing unless the water used is recycled
ban watering, city districts are the worst offenders. How many times have you driven through town during the heat of the day and seen sprinklers on?
basically just what they are doing now. Not much else they can do.
Be aware of areas that must conserve water and let home town rule on the water rates and restrictions and other local issues.
be sensible for the whole. Limit watering and charge only high end users.
Being as we live on the gulf, I would use the resources from a well to water lawns or gardens, as the shortage does not apply in our area, except for harmful "treated" cancer causing chemically treated water that the city tries to properly treat with the antiquated systems and tanks they have had since the 50's or since the beginning of the town. I would say that well systems should be used in every household to prevent this shortage folly. We do not have a shortage problem, what we have is government
Being more diligent about approving building in an area. Looking at the overall impact of a new construction of any kind, not just what the tax benefits may be or the revenue the county, state.
BETTER CONTROL
better neighborhood monitoring.
Better surveillance of homeowners watering daily, etc. higher fines for people watering daily.
better use of reclaiming the water
big fines for overusers
bigger fines
bigger fines & real enforcement of existing laws, higher water fees for high-volume users
budget the amt of water per household.
build a water desalination plant
Build more desalination plants along the coast. Especially directly on the Gulf and Atlantic coasts to disperse the salt leftover in the process and to limit the reverse osmosis membranes from clogging up from nutrients and runoff from land.
By increased penalties to people who violate their watering days and times. Especially those who water on a daily basis when there is no need to. Also they can tell when people who are on city water use a lot more water than others in their areas, whose lawns are not as green or lush as their neighbors.
california only allows so much water consumption per household, before charging a higher premium once you've gone over your limit.
Can't think of any at the moment
certain times of the day when water is shut off completely. encourage toilet flushing only with solid waste
Charge a higher rate for heavy users. Use more gray water for landscaping. Encourage people to replace lawns with plantings appropriate to the local area and climate. For new construction, require climate/zone specific plantings only, i.e., no lawns or plants not native to the area.
Charge abusers more!
Charge high use consumers higher rates, prohibit neighborhood associations from enforcing the requirements to have 'green' lawns, offer incentives to replace toilets with more efficient ones
charge more for the people that use more
charge people and businesses that use well water a fee. they use more because it is cheaper and it still uses water.
Charge people more money and fees if they use above average and discount those who reduce their water consumption below average. Water companies would receive same payments monthly but based on customer usage.
Charge the people that abuse the water more on a sliding scale up
Charge the water bottling companies. How dare we allow them to have free access and make a profit on it, while everyone else is restricted??
charge those whose use a lot more
Charge users who use the most water the highest rates. Limit new lawns to native growths.
Clear outlines for watering dates, such as certain days of the week for areas, either by neighborhood or street name initial. It needs to be clear, as many people do not know their particular days or times that watering is legal or illegal. This would cover watering lawns or washing cars and other outside water usage. People should be encouraged to take shorter showers, such as turning off the water while soaping up, turning off water when brushing teeth, only running the dishwasher when it is full.
closely monitor water bills for misuse
Commercials informing people of their exact watering times and more info on what shortages mean.
Consumer education
Continuous public awareness programs, lawn watering restrictions, fees for high volume commercial users, water bills

that closely charge for actual water used which would encourage individual incentives to conserve usage.
continue as they have
Continue educating consumers, enforce watering restrictions, require new developments to use reclaimed or recycled water for irrigation and to plant low water requiring landscapes. Perhaps give financial incentives to those who install more efficient water heaters and delivery systems.
convert salt water to fresh water
correctly make it fair to all.
cracking down on those who are high water users including fines
Cut down on the amount of landscaping that needs watering Stop people that live on lakes from pumping that water to use on their lawns
Cut excess usage wherever possible when it does not affect home investments, such as lawns. Reuse water, reclaim water, and make that available at very low rates to everyone, not just commercial ventures.
cut on car washes lawn watering and when the best time to use the washers in home. and
Cutting watering days.
Definetely fine people that use water when they are not supposed to
Definitely enforce the existing water useage conditions.
definitely need to enforce limiting water usage in community - where I live, they water the grass every day!!!!
Definitely stiffen the penalties for those who disregard current water restrictions.
desalination plants but make the RESIDENTS of the area pay for it, not the entire state where other areas still have water in lakes and in their aquafier
Determine a reasonable amount of water homeowners should use. Any amount above that would have a much larger fee per gallon
disallow publick property wattering
Do landscaping that requires little or no water.
Do something to counteract the deed resisted communities "green lawn" requirements
dont water your lawn or wash your car
drive around and fine companies that water their lawns every day
educate
educate and encourage conservation
Educate people about water conservation.
Educate public on landscaping that uses little or no water Restrictions: no watering, etc...
Educate public, impose fines for not following mandates.
educate the masses on the use of water. Education is the key.
Educate the people on water conversation.
educate the public especially children
Educate the public on smart water use; take stronger compliance actions after a period of education; provide tax breaks for converting grass lawns to natural florida environment to use less water; provide tax breaks for installation of water conserving appliances and toilets; and require new development to use less grass and more natural florida environment.
Educate the public, increase enforcement of restrictions already in place, allow tax breaks for green upgrades, promote production to perfect and make more available the use of hydrogen fuels where the emissions are clean water, allow tax breaks and rebates for using xerandscape requiring little water and artificial lawns.....
Educate the public, reach out for suggestions. Expect large organizations to comply as well as the homeowner.
Educate the water users. Impose restrictions, fine those who violate restrictions and fine those users who use an extreme amount of water. Find ways to reserve rain water.
Educate user on water conservation. Public Service Ad reminding of shortage.
Educate, builders and plumbers for new constructed housing to make them more efficient, and use reclaimed city water for irrigation
education
Education
Education of people, (parents and children) via commercials on how to save money at home and at school (DO NOT leave the water run while brushing teeth and washing hands).
education, information, fines
Education, rebates on conservation, restriction of days/time for watering.
Education, water cost based on usage rates, restrict fountains
eliminate grass

emphasize conservation
enact legislation/rules very much like what is in effect today.
Encourage conservation
Encourage conservation and punish waste.
encourage conservation, look for additional sources of water outside the usual sources
encourage laws to that promote new ways to solve the water shortage problem
Encourage people and offer them incentives to change all appliances, toilets, etc. to more water saving versions. Encourage them to also purchase water filtering systems for home use such as the ones people taking camping that can turn normally undrinkable water into clean usable water they could then use for drinking, cooking, and brushing their teeth, etc. Take more care in washing their clothes, i.e. make sure whatever you are washing has been used to its fullest before feeling the need to get it clean a
enforce exiting laws
enforce it by giving citations
enforce lawn watering restrictions
enforce once a week watering
enforce restrictions
Enforce restrictions on businesses as well as residences. The water board needs to stop the water bottling companies from drawing water pretty much for free out of the aquifer. Look for alternative ways to provide drinking water and how they can make those more affordable with new technology. The homeowner seems to be a smaller part of the issue than they are portrayed.
Enforce stricter use of potabe water for "non-essential" activities: lawn watering, car washing, etc.. Adjust water rates so that they follow usage per person: Lower usage, lower rate; higher usage, higher rate. MUST be based on census, not square footage. Mandate all ornamental fountains use reclaimed water, not potable water.
enforce the laws already on the books.
enforce the laws more stringently
enforce the rules that are in place.
Enforce the water sprinkling, limit approval for additional home construction, put more restrictions on high use commercial business.
Enforce water restriction days. Fine people who don't follow the restrictions. Educate people. Make people aware of the reality of the situation through ads on tv.
enforce water restrictions
enforce watering restrictions
enforce watering restrictions, especially for communities of newly built homes which are still vacant, businesses and homeowners who do not comply with watering guidelines, eliminate at-home car washing in times of water shortage and/or drought
Enforcement of water restrictions to all citizens
enforcing fines
enforcing watering restri tions.
ENSURE COMPLIANCE WITH WATER RESTRICTIONS. FINE BUSINESS THAT DO NOT USE GOOD WATER MANAGEMENT PRACTICES, PROHIBIT NEW BUSINESS THAT USE WATER EXTENSIVELY UNLESS THEY ARE CRITICAL TO THE COMMON GOOD (IE NIAGARA BOTTLING COMPANY SHOULD NEVER HAVE BEEN ALLOWED TO OPEN) ENSURE CAR WASHES ARE RECYCLING WATER SHUT DOWN ALL MUNICIPAL FOUNTAINS, CHARGE A SURTAX ON ALL WATER BILLS TO FUND INITIATIVES TO FIND ALTERNATE WATER SOURCES OR ESTABLISH WATER PLANTS SUCH AS DESALINATION PLANTS
Establish days and times that people are allowed to water their lawns. Put restrictions on home car washing. Monitor homes for their water usage and fine them if they go over a certain amount. Establish set water conservation requirements for all homes and put a system of incentives and fines for either working towards the home water conservation requirements or ignoring them and having to pay a fine. For those homes which are consistently meeting the requirements rewards are given as to a credit on their
Everything just noted
Explore every possibility for improving future supply. tougher penalties for violating restrictions.
explore more desalinization
extreme fines for irrigation watering when raining-no sensor-receive one warning and then get fined. no charitable or non charitable car washes. period.
Extremely tight restrictions on watering offenses.
Fees for new commercial developments
find a better breed of grass that can withstand drought conditions

find a solution to take the salt out of the ocean water and do something about it instead of just talking about it.
Find additional sources for drinking water
find other sources of water
Fine abusers
fine abusers
Fine and increase prices for those using large volumes of water excluding hospitals and gyms with pools also continue limiting watering of lawns.
Fine heavily those who violate mandated watering restrictions.
Fine high users No daytime watering New construction requirements for water appliances New landscaping rules as to type of grass and plantings use drought tolerant plants
Fine people who break the existing law when they water on days other than what they are assigned. I see a lot of this misuse and it is disturbing that so many people disregard the restricted days.
fine people who can't seem to follow restrictions
Fine people who water during the heat of the day
fine the abusive person
fine the high water users. I know in our neighborhood alone, there are several people who water whenever they want.
fine the law breakers, or regulate water flow per household per day
fine the people who water more than once a week greatly charge for overuse of water
fine the repeat abusers...sometimes they are in your own back yard. I've seen post offices sprinkler systems going off or having leaks. Condo and deed restricted housing developments can be the worst offenders.
Fine those who do not follow water restrictions. Increase rates for overusers.
Fine those who don't follow the laws. More education for water conservation. Promote shorter showers and turn off water when doing dishes and brushing teeth, etc..
fine users who waste water.
fine/surcharge the high users, look at the government buildings and all tax supported companies to conserve the most - there is a lot of waste in public places, fine businesses who's sprinklers go in the daytime, do not allow tap water for lawn watering, only wells or reclaimed
fines
fines - checking for abusers - media - post phone numbers to report abuse
fines for 1st offense heavier for 2nd and jail for 3rd
Fines for day time watering
fines for excess watering
fines for heavy users, get business/industry involved in water conservation, used reclaimed water so much as possible
fines for illegal watering, fines for businesses that overuse, impact fees on pools, spas, fountains etc.
fines for improper uses
fines for misuse.
fines for not following rules.
fines for overusing
fines for overwatering use during times...
Fines for people ignoring the watering restrictions. We have reclaimed water and so far not restrictions, although we choose to follow the recommendations for watering with reclaimed water during this time. I see people with wells (who have restrictions) watering in the middle of the night to avoid being caught.
Fines for those who do not follow the restriction rules.
fines for those who do not follow the restrictions; education; urging restaurants to offer water only upon request
Fines for those who don't follow restrictions, public education and awareness.
fines for using over a certain amount of water per month.
fines for water mis-use
Fines for watering lawns at the wrong times and wrong days. No more timers allowed on sprinkler systems. Fines for sprinkler systems running while it is raining or rained recently. People need to be aware of when their lawn needs watering, not just setting a timer!
Fines for watering lawns on prohibited days, banning car washing .
Fines for watering more than on designated day.
fines for watering on the wrong days/wrong times
fines for watering when shortage is in effect
Fines on businesses who use water in excess and/or carelessly.



finer or penalties
finer..... big, big fines. and publishing abusing users' names in the local newspapers -- NOT a legal ad, in a place most folks would read.
Fining high water usage customers especially those that are using drinking tap water to water outside lawn with automatic sprinklers.
Fining people for washing cars
fining those who abuse the watering restrictions if more than 2 offenses add \$50. to there water bill monthly..require all homeowners associations to lift requirements for homeowners to have green lawns
first I would educate people so that they understand the seriousness of the water issues and provide ways that water can be conserved in every day household use; It is underplayed in the media restrict use of water for lawns, landscaping, car washing, etc.
First I would have to see that there is a critical shortage
First of all, I'd crack down on cheaters! And why is it that our golf course and its surrounding common areas are watered twice a day, while homeowners have their lawns drying up due to the watering restriction of only once a week? As a lawmaker, I'd try to close this severe gap.
First of all, reclaimed water needs to be required everywhere for irrigation
First, I would NOT allow a bottling plant to set up shop and pump thousands of gallons per day of water out of our system. I would require all new developments to use either reclaimed or gray water irrigation. I would offer incentives for existing developments to switch to reclaimed irrigation if they are currently on the municipal system. Look into desalinization.
Fix the Desalination plant.
Follow certain houses can use water on certain days, much like what we are doing currently.
Follow guidelines put in place by the city I am operating in.
follow the wter restrivctions and use less water
for critical shortage, there would need to be more required restrictions that are enforceable
for residential users, make the higher usage customers pay way more
fully enforce the water restricting days; better and more education of conserving water i.e. wash cars on your lawns, using the water for two purposes, use the 2nd rinse water from clothes washing to water house plants, gardens, etc. Soup will not harm your plants. Better education would help alot including in the elementary schools.
Give authority to water management agency to restrict water usage.
give people incentives to cut back
Give rebates for home/business improvements that require less water.
Give rebates or tax breaks on the people who do their part to conserve water
give the people who abuse the water high fines.
Give tickets to people not adhering to water restrictions.
Go after businesses and government buildings that water on a regular basis regardless of whether or not they need it. The average homeowner does not abuse like these types of places.
Go after those that break the rules already in place.
golf course and other commercial restrictions.
Government as well as individuals adhering to lawn watering restrictions. Fines assessed to those abusing lawn water restrictions. Higher fees for individuals using excessive amounts of water. Public awareness of water shortage and ways to conserve water. Public awareness of consequences of environment if water shortages continue, droughts begin.
grass that requires less water
Greater enforcement and stricter penalties for violating restrictions. Current restrictions should be enforced more strictly before even greater restrictions are enacted.
hang excessive water users
have a graduated pricing scale based on consumption
Have a set day for homeowners to water their lawns and other needed water restrictions.
Have the option for homeowners to use recycled water.
have the police video record people watering their lawns when they are not allowed. Use this to fine homeowners.
haven't really thought about it
heavy fines
Heavy fines and penalties for disobeying the rules.
Heavy fines for excessive use and waste. Fines for broken sprinkler heads not fixed (where water is spewed into streets instead of on lawns).
heavy fines for excessive water use

heavy fines for violaters
Heavy users should pay a heavy surcharge. Also, we need to severely restrict more development.
help consumers pay for new water saving items
high fines for people that use in excess
High fines for those who don't follow restrictions.
high fines or costs for those using extremely high amounts of water
high rates for high users and fines
High restrictions on lawn watering with high fine consequences for violation. Offer tax breaks to homeowners who replace and update their home for water conservation. Put out more literature on how to conserve.
Higher charges for excessive use. Stop new construction till drought ends. seek alternative water sources, total recycling of waste water. Expand use of waste water for private usage, watering lawns etc. Pipe river water from N florida south during high water seasons, more reservoirs, aka Tampas water storage facility, use river water to charge system in the winter for summer use.
Higher fines for those you don't adhere to the water restrictions, rebates or tax cuts for those who update toilets and such to save water.
huge fines for watering on wrong day
I would charge the users for the water used.....
I am basically opposed to over legislating. Education is key, then laws for blantant violaters.
I am not sure but I do think first thing would be to go after those who do not abide by watering days and increasing the fines for each occurance
I am not therefor I can not answer this question.
i believe people who do not make an effort to conserve and have a higher than average water usage should be charged more; set a limit and if that limit is exceeded a higher rate is charged -
I believe that the current laws are sufficent and need to be inforced
I do not know I as am not a lawnmaker.
I don't know - lawmakers were more than eager to allow overbuilding and destruction of natural environment now replaced with lawns and landscaping - now everyone must suffer
I don't know other than to institute some of the actions on the previous pages
I don't know. I would need to review the information available prior to making a decision.
I feel prohibiting many things infringes upon American's rights, however, restrictions such as assigned watering days and especially watering times would be more readily accepted. Tax credits or monetary rebates to replace older water-wasting appliances is a great idea that would help the lower classes be able to afford to be more water conscience. Also, charging a higher fee for those who use above average or extreme amounts of water would make it harder for the wealthy to get out of being water conscien
I have never experienced such a shortage. Require extreme cut backs in all forms of usage while still trying not to cause major damage.
I have no clue.
I have no idea
I have no idea, except have people pay extra for excessive water useage.
I have no other suggestions that what was given on the previous page, ie more severe fines for watering violations.
I like the idea of promoting conservation, education is key. I also believe that people should be fined when they are responsible for wasteful behavior.
i not sure but everyone would have to tigten their belts. not just the homeowner who wants a green lawn. businesses with automatic water systems should be restricted Maybe people could be urged to take quicker showers. Laundry washer should be run only for full loads. cars could be washed every other week instead of weekly.
I really don't believe in making any new laws, charging more \$, or implementing new taxes or getting into the details of you can't have this fountain or this landscape--stuff like that--as a means to solving this problem. I would want to know all the available technology that addresses the problem and also identify where water was truly being wasted and curb that. I believe there is enough water for everyone and if people were more conscientious about their water usage, we might not have a water shortage.
I think educating consumers of water (which is really everyone) is the first step to remedying water overuse. So instituting funding for such education would be an initial step. Unfortunately if education did not lead to improvement in water conservation, strict rules about water use and consequences/fines for breaking these restrictions may be necessitated.
I think government should stay out of ALL decisions....look where it has gotten us today with housing. The more they legislate, the worse it gets.
I think making laws is not the answer because who will enforce them? If you charge more for excessive watering or offer incentives to homeowners to save water, that might be a better direction.

I think the current laws are reasonable.
I think they have done a good job with the laws already passed.
I think they're doing what they can and education is the best action
I think we have the required laws and regulations, it is the enforcement that is not consistent
I would allow a certain amount of water usage per day and then charge extra for extra water usage.
I would ban lawn watering all together as well as charity car washes.
I would be stricter about enforcing the watering days, heavily tax for private pools, and other excessive water usage. However, these measures can only be enforced during periods of drought and shortages.
I would be sure that those who do not follow the imposed rules are fined consistently.
I would create laws that would supercede rules that are in place in Deed Restricted communities, as homeowners are often fined by their neighborhood association for not having a thriving St. Augustine lawn in times of drought or water restrictions.
I would cut out all things that consume water that are not necessary - for example - Fountains, water served at restaurants, etc
I would definitely fine people who watered lawns or washed cars in water shortages but also I have seen county trucks watering grass on side roads that could wait until the water shortage is over. Or we could put into place some kind of "recycled watering program" like you see on the green shows.
I would definitely prohibit car washing, excluding business, fountains, lawn watering and definitely step up fines.
I would do what our lawmakers have done so far.
I would educate my clients on the latest water restrictions, show them how to conserve water and ask them to please follow the restrictions.
I would educate people about conserving and let them know that they will be fined for higher than normal water usage.
I would encourage using xeriscape landscaping in all public building.
I would enforce restrictions for those watering lawns during daylight hours. Also assess users who are consistently high given their residential size higher cost.
I would enforce the watering restrictions, as I often see people abusing it. A small fine is a good warning - people take having to pay money seriously. It could be added to their water bill.
I would enforce the watering restrictions. We are only allowed to water once a week, on a set day, but my neighbor waters almost every day. My lawn looks as good as his, so it is all for naught.
I would enforce watering restrictions on an equal basis and not favor any particular community or area.
I would fine people who blatantly break watering restriction regulations. No mr. nice guy, fine them every time they water when they aren't. Those funds alone would pay for the staff to issue the fines as well as add funds to the county coffers. Breaking the rules have consequences, pay up.
I would fine those who do not comply with the restrictions set in there communities and fine those individuals that have excessive water bills.
I would focus on regulating high-water use industries. I would also provide tax incentives for business, office buildings, home owners to buy low water-use products and automatic shut-off devices (e.g. for sinks) Finally I would provide tax incentives for all to use xeriscape landscaping, even subsidize firms that specialize in installing such landscaping
I would get information out to the public asking them to conserve and have restrictions on watering.
I would get with the program and use reclaimed water, as well as desalinization. I would not require homeowners to have grass and then restrict water usage. I would find ways to be sure the community had enough water, making homeowners aware of the costs. but living on the water, there is no reason not to have water! I would allow artificial grass. I would give incentives for low water usage.
I would give tax deduction/rebates to those who purchase water conservation products such as showerheads, toilets, dishwashers, washes, etc. I would definitely most of all, set the example myself in my own personal life to conserve water.
i would go to sugar mill woods during the night hours when people cheat and water there ;awn, and give them very stiff fines
I would heavily fine violators who disobey the rules about lawn watering. I would allow a limits amount of water per home based on house size, number and age of residents.
i would increase fines and penalize heavy users, i would also reward those whose usage goes down.
i would limit the amount of water used per household. Anything in excess of allowable amount will be fined or paid for at a high cost.
I would look at further restricting water usage by businesses and municipalities. Why put the burden on residential customers while only placing small restrictions on commercial customers?
I would look for ways to start using the endless supply of water which we have in the Gulf
I would look into the use of brown water, also I would restrict bottled water from being removed from our water supply
I would make St. Augustine and other thirsty grasses illegal to put in new lawns, offer incentives for replacing such

grasses in older lawns, and strictly enforce specific days and times for lawn watering. I would make installing new lawn sprinkling systems illegal and give a time period for the removal of all such existing systems. I would also make building new swimming pools in private homes illegal and offer incentives for filling in existing swimming pools in private homes. I would pay for these inc
I would make sure that citizens understood the severity of the issue by seeing to it that those not abiding by the laws are cited with a heavy fine each and every time they are caught not observing the law.
I would make sure that fines were enforced for water abusers.
I would make sure that whatever water restrictions were put into place as law, that it would be leveled out evenly for everyone... by that I mean, I would make sure that big businesses weren't using certain "loopholes" to wiggle their way out of being just as compliant as anyone else, regardless of the person's financial or 'lack' of financial situation they were accustomed to living with.
I would monitor the use from county to county to do a comparison to see what if any different can it help in other areas.
I would need a lot more information before I could make laws
I would not allow areas with a "water shortage" to sell their water to other areas. If there is a water shortage here then we need to keep as much water as possible here. Reclaimed water needs to be more widely available for irrigation than it currently is. I would be willing to pay more to have reclaimed water but it is not available in my area. Also, people need to be educated on our water resources. Send someone to the schools to talk to the kids who will then talk to their parents.
I would not allow water to be sold to commercial bottlers for resale.
I would physically check that the water restrctions were being observed
I would plant drought resistant grass, plants and shrubs. I would incorporate more areas of landscape that did not require any watering at all.
I would probably keep the cost of water the same for single households up to a designated gallon limit, but if the usage goes over that limit, additional fees would apply. I would discourage anyone to plant new landscaping, due to this limit and encourage professional groundskeepers to offer other methods of saving rainwater,mulching,or even converting seawater into usable water. Citys should be the first to set an example of water conservation by eliminating annual plantings/foliage on city property us
I would probably prohibit or charge extra for extraneous or wasteful use of water. Educating the public is important. That commercial with the guy swimming in the lawn made me notice what the commercial was saying about watering only on certain days and times.
I would prohibit the installation of St. Augustine grass in developments and also take action against home associations that require residents to water or have St. Augustine. I would more aggressively promote Florida friendly landscapes and encourage builders to landscape new building with that type of landscape rather than grass. Also, I would bring down the cost of rain barrels and make them more available. Builders could also be encouraged to make cisterns a common ingredient in new homes.
I would raise the rates for high consumption users and not for those who are conserving already. I would also offer more rebates and incnetives for consumers to replace toilets, faucets etc with new low flow ones.
I would require all citizens to install water efficient toilets.
I would require the builders of new homes or businesses to prove they have sufficient water and sewage before a building permit is issued. They build first then the County 'HAS' to provide those services. They need to restrict all new building permits until the water situation is taken care of.
I would restrict all watering outside of food production (personal food production applies (and perhaps ration water, attempting to give the option for reclaimed water where possible. An education campaign and discounts on equipment such as rain barrels would also be necessary, but would hopefully be in place before the situation becomes critical.
I would restrict non essential uses of water, lawn watering, pressure washing. Also encourage the community to be more water conscience, repair leaking plumbing and using more efficient appliances
I would restrict the amount of water used for government property and government buildings. I would p8ut restrictions on car washes for govt vehicles. I would shut off aesthetic fountains on govt properties. In my community the govt is the provider of water. I would perform an indepth analysis to determine if the cost of of producing and maintaining supplies could be reduced (stop govt waste within the industry).
I would restrict water use, but not to the extent that some municipalities have gone. I would offer resident incentives for plantingt Florida drought tolerant lawns and would encourage residents to plant more Florida native plants. Lawns and plants are good for the environment as well as the mental health of neighborhoods and should not be allowed to die. Lawns weakened by water deprivation are breeding grounds for chinch bugs and other insects that then totally destroy the lawns so that when the rains c
I would see that the laws were enforced.
I would seek approval of a desalinization plant which would increase the cost of water but insure it's availability.
I would start doing fines for all personal and businesses for over usage of watering or careless watering. Also, educate the public more and teach in schools about how important water is to the future. If critical, do shut down of main water

systems at certain times of the day
I would stiffen the current penalties put in place for those not adhering to restrictions requested.
I would target those that are the heavy water users and those that do not follow the restrictions.
I would tighten building restrictions and look for ways to limit the impact of growth on our natural resources.
I would use plants and trees that would be good for that state's weather conditions. In Florida I would use plants that can handle high heat and less water. I would make sure that ALL city's in Florida had reclaim water for landscape. I would offer rebates to home owners to update their sprinkler system.
I would work on trying to get rebates out to home owners to motivate them to purchase more environmentally friendly appliances.
I'd add a surcharge to any address that uses a certain percentage OVER the average for the community or for same size lots, bedrooms, etc. Fines for watering on off days. No car washing or pressure washing. Raising overall rates does NOT increase water supply.
I'd plant grass native to my location so that it took less upkeep and water.
IF IT WAS A CRITICAL SHORTAGE THERE WOULD BE NO WATER USAGE EXCEPT FOR INSIDE HOME USES...COOKING BATHING ECT
If it was critical, I would give rebates or tax credit to homeowners who use drought tolerant landscaping. I would require builders to put in landscaping that preserves water. I would stop water bottling companies in the state of Florida who remove millions of gallons of water from our artifiers to bottle it.
If the infrastructure can not support additional buildings, then don't build.
If there is a genuine water shortage then prohibiting new developments that increase the population is the only solution, How can a water shortage be justified when thousands of new homes are being allowed to be created. IF there is a current shortage then there is no room for more housing.
If water is a public utility then it would be up to government--which I define as "we the people"--to make sure that use is fair. Rationing water during a shortage seems fair as does the prohibition of all nonessential watering. Certainly in South Florida trying to maintain a lawn, especially when there isn't ample water, is ridiculous! Charlotte County is not that far away from "critical water shortage," as it existed in the aftermath of hurricane Charlie, 2004, and people have not forgotten. Also this c
I'm not a lawmaker
I'm not a lawmaker
I'm not really sure, glad I'm not a lawmaker.
Implement fines to people exceeding water usage limits.
Implement rebates on all items that consume less water. Encourage business to improve products that use less water; control water via tax incentives
Impose fines on those who don't follow the usage guidelines and enforce them.
Impose high fines on the largest water abusers as calculated by the monthly water bills
Impose watering restrictions with increased penalties, educate the public about water conservation, reward homeowners with lower water bills
imposing more severe fines
in critical conditions, I would say that we should let the lawns go, but if you have flowers and plants you should get 30 min. three to four times a week to water as to not over use water, but at the same time help plants to survive. I believe also that the commercial companies as well as the communities should have to cut back on water usage as well.
in extreme conditions - rationing. in moderate conditions - close monitoring and fines
incentives for people to conserve, taxes on people who use a lot with NO EXEMPTIONS
Incentives for xeriscaping; do away with laws encouraging "picture-perfect" lawns.
Incentives to customers who have checks done to make sure they do not have any water leaks Incentives for water conserving appliances Surcharge for excess water usage More consumer info on drought resistant plantings Higher fines for not obeying restrictions
increase cost of water for consistent over usage of water within the present restriction
Increase costs through taxes and surcharges that fund water conservation and preservation activities
Increase costs to high end users.
increase fee for people that use over a certain amount. like so many gallons per person in household
Increase fines for "rules breakers". Increase water rates using "the more used, the higher cost per gallon" above a reasonable amount. Institute "water cops" with ability to levy fines. Provide Incentives for drought resistant landscaping.
Increase fines for excessive watering.
Increase fines for non compliance.
increase fines for the abusers
Increase fines for violators of watering restrictions. Offer incentives for people to use less water (i.e. low cost for water if

below average usage).
INCREASE FINES FOR WATERING DURING; THE DAY USING AUTOMATIC SPRINKLERS; WATERING SIDEWALKS AND STREETS. ETC
Increase fines for watering on wrong days/times...this includes commercial properties!! Increase cost for water to all consumers.
Increase fines once over average use per household.
Increase fines.
increase of water charge for 10% of highest users. all watered lawns must be reclaimed water.
increase patrols to seek out abusers & make the fines really hurt!
Increase price for large users and fines for watering on off days
Increase price for over use an more inforcement.
Increase rates for people who use it more than folk who don't
increase rates to level supply and demand
increase resevoir capacity better planning for water needs. Restrict growth to reduce water demand.
Increase surveillance, and tighten up on enforcement.
Increase the amount of code enforcement officers and administer stiffer fines for violators and do away with prewarnings.
increased education for the public vis a vis what it means to have a water shortage so that more people will buy in.
Increasing patrols and penalizing those who violate the water restrictions.
Inducements and rewards to conservers - households and businesses that demonstrate an actual decrease in the amount of water used. Gifts. Bonuses. Honor roll. Lawn signs. Punishments for those who flout restrictions and whose usage increases or remains the same.
inforce current laws more fully, prohibit decorative fountains.
Inforce the laws that may already exist to restrict water usage. Restrict new lawn construction Offer incentives to intall water conservation equipment in homes & businesses. Mandate installation of all available water reducing equipment in new home & business construction.
Informing public about the critical water shortage through poster, newspaper and TV.
Investigate possibilities of economically converting salt water into fresh water
It would be difficult to say, especially in Florida. Due to the fact that we live in such beautiful area that people want to visit, it would be difficult to say that a family of 2, should only use "x" amount of water, when they have visitors coming to their home all year long, increasing the households normal water usage. Guests can vary in number, sometimes doubling what the normal household would use, in accordance with the number of guests and length of stay. How could this be managed? I would be unf
It's hard to monitor what each person does on a daily basis, so I guess lawmakers should put a surcharge on water bills for excessive consumption. I cringe when I see neighbors wash their cars 2-3 times/wk, but wouldn't want a car washing restriction... I hose mine down when the pollen covers it....also, it's hard to monitor these things. I water my plants, when they start to look half-dead at a time that works with my rotating schedule. Nothing is black & white....so I guess hitting the pocketbook is th
keep people informed with the truth..plan ahead
Keep public informed and use smart choices to conserve, not punitive, but constructive.
Keep the bottled water companies out of florida
Knowledge on how to conserve really seems to be key. Encouraging residents to conserve, be careful about what time of day they water, and offering incentives to use appliances that consume less water.
Landscape with high percentage of native plants. Fines for irrigation that is watering the street.
large fines watering once a week for a couple of hours
Large fines for the abuser.
Larger fines for over usage. Restrict construction of new houses.
Larger fines for people that abuse the rules of water usage
Law restricting water usage on households, lawns etc.
Laws only breed contempt. Brainwash people to conserve and be aware of shortages
Less grass , more areas devoted to pebbles and plants needing less water
limit lawn watering to once a week. no car washing my individuals
limit lawn watering to one day/wk, limit car washing to one day/wk, increase rates on high water users
limit lawn watering, encourage conservation of water
limit my usage
Limit new development

Limit number of times you can water your lawn. Charge extra to big users.
Limit the amount of water taken by bottlers, allow golf courses to water tees and greens only, restrict all landscape watering to a specific amount (measured and enforced) twice weekly.
limit usage and start to use grey water for all city areas and schools. We need to create new sorcues and conserve what we have. offer peple that are deed restricted more options that they can stop watering the grass and use drip irrigation systems to water under the surface and not use sprinklers that water everything.
Limit water usage for all unnecessary uses....raise rates for high usage.
Limit water usage to certain times.
Limit watering of public lands.
Limit watering times for lawns and enforce rules.
Limit watering to evenings only
Limitations need to occur but outright making watering illegal or car washing illegal will only serve to anger the public...unless the money went to water production though with our government this isnt likely.
Limited watering of lawns, fines, rebates for conservation efforts (low flow)
limits on growth
lobbying
look for alternative ways to gain fresh water----desalinization has worked well in other communities. We need to look at the big picture and build plants that will insure a water supply.
Look for solutions rather than increases.
Look to water waste at fountains for show first. Restrict golf courses.
lower bills for water savers
Make a law that states when there is a severe water shortage, no water is used except for necessary daily living, ie in the home, excluding lawns, washing cars etc.
Make developers be responsible pay fees ect. Limit companies that use large amounts of water
Make fines for watering during non-water periods stiff - make the punishment severe. Make sure that government leads the way by minimizing water usage.
Make fresh water from salt water.
make high users pay more
Make high water users pay a higher rate than others. Enforce high fines against those who do not follow the water restrictions for their area.
make it illegal to water lawns or washing cars or other overuses of water excessively.
Make it unlawful to water lawns and restrict golf course watering
Make laws to regulate water consumption by "corporate" users, including resorts, businesses, etc. Also, private homes who use extremely high amounts of water should pay higher prices. Most important, the laws that are in place must be enforced.
Make people more aware of the situation. Fine people so that they become aware of what the governement is serious.
make people who abuse their use of water to pay more
Make restrictions and penalties higher..
make sure first that the control stays with the gov and not in the hands of private company whose primary interest would be to make money off of the consumer by selling more and raising prices. then controls of watering same rules apply for all, not just penalize little guy and let big business and lobby with money taking control
make sure that it didnt happen
Make sure that sprinklers only water the lawn and not the road or sidewalks
make sure the public is informed
Make the fake grass
Making sure people obey the water restrictions that are already in place.
Making sure that Everyone adheres to watering rules, this includes big hotels and attractions.
making sure that there is enough water for humans to consume - making that the first priority - then changing laws re: the amount of water used depending on it's importance for survival - if there is a severe drought
mandated conservation
Mandatory conservation Strict enforcement Public facilities must comply No public recreation on water supply lakes
mandatory water days and fines if don't follow
Many of the suggestions in the previous screen plus desalinization trials.
money back for water conserving appliances and faucets etc
monitor new developments ie;new apts &offices unti we have water to support growth
Monitor the law breakers closer

More consumer awareness, not more regulations
More education and incentives to save water
More enforcement of watering lawns and roads!
more fines for people water there lawns daily to keep them green environment more important
More fines for violators, & offer incentives
more fines to the bad use of water
More monitoring of people abusing water, not just suggestions about how they can and should conserve water but visible penalties for abusing water; excessive lawn watering, use of fountains, and possibly monitoring household useage. There has to be an average amount of water that a person uses, find out how many people there are person household and who is extremely exceeding their water useage and penalize them after a couple of warnings to reduce their water useage.
more overseeing of excessive use. have people be able to report to someone any excessive abuse of the rules. and seeing it being corrected after reporting.
more oversight of large users. the papers talk of model homes and some government officials using thousands of gallons of water on their property. look at these big users and limit how much water they can have if it is for pools, lawns and fountains. publicize large users so that peer pressure can be exerted.
more policing of the area for violators.
more private owned saline removal plants for drinking water
More strict lawn watering restrictions.
Most of the previously mentioned...increased cost for high usage
move the d-sal plant out of the crap place it is and make a new d-sal plant in a place were it will be more productive. seriously who was the genius that put a d-sal plant in the swamp? that person needs to be called out and shamed in front of all florida.
Much higher fines and stricter home use limits
much more enforcement and clarification of already existing rules. Many people in my area think that as long as they are using their well water they can use as much water as they want
No automatic sprinkler usage unless restricted to once a week at night .
no car washes, \$ incentives for conservation
No decorative fountains. Water lawns only at night or early morning.
No different restrictions that we have now
NO IDEA AT THIS MOMENT
No lawn watering at all. no car washing at all. charge extra for every gallon over the average amount used in a house hold. let people run there laundry water onto there yards of course using enviromentaly friendly soap. Increase the fines for watering when you are not supposed to.
no lawn watering, spray washing or car washing unless it's with recycled water
No lawn watering. No car washing.
No legal actions, just public announcements reminding people that conservation will help with the shortage. Restrictions now are placed on homeowners but businesses such as golf courses can water all the time so why have more restrictions when "everyone" doesn't have to abide by them.
No more golf courses. Golf courses use more water than the law allows and it is only to keep the fairways and the greens looking good.
No new laws
No new pools, no filling of pools. Fines for watering on incorrect days and/or at incorrect time.
No pressure washing, increase water bill for excessive users, fines for watering on a different day than what you are scheduled, limit car washing uness they reuse water.
no water after a rain 1/2 or more for 4 dAYS
no water bottle companies.
none that haven't been already tried
none too many laws now
None, already have enough laws. Please need to conserve and use water wisely.
None, lawmakers have more important issue they should be dealing with.
none, there are too many laws already and mother nature will correct itself.
Not allow any new bottle water companies in FL (like the new one they are trying to open in Groveland) or Make bottle water companies figure out how to convert Ocean Water into Fresh Water for bottle water.
not allow bottlers to make a profit from obtaining spring water.
not allow water bottling plants in areas affected by a water shortage



Not sure - not knowledgeable enough to make a good suggestion. Seems like agriculture is the really huge user of water - they don't seem to be restricted - could be that some restrictions are in order for them, too - I agree it is more important for them to water, but some gardens around here are incredibly green!
Not sure, but anything having to do with conserving water. Also, charge fines or higher rates for the people who use more water than the average household.
not watering lawn, bigger fines for abusers, no pressure washing
nothing, keep on watering till it runs out
Offer discounts for rock percentages (rebate on rock purchase to decrease lawn area) of property and low maintenance plants (maybe also give discount to Lowe's etc. for selling low maintenance plants more cheaply...?)
offer more artificial turf for cheaper
Offer rebates to connect to reclaimed water
ones suggested by professional agronomists.
Only allow watering lawn and plants on certain days of the week between a certain time. Use water sparingly. Don't waste any water, recycle it. Divide the water supply up that is left between the nation to individuals
only use water when needed
Other than doing a rain dance, I would look to placing the availability of drinking water as first priority and using restrictions on other uses when necessary.
Overseeing the fines for blatant disregard of watering laws
Pass laws that are more class sensitive. We all enjoy a beautiful fountain or lovely garden but if we are struggling to eat that isn't as high on our lists as it might be for the wealthy's. The use of water in ornamental fountains, penalizing on an equal basis disregarding socioeconomic status. The wealthy or wealthier have the bigger and more impressive lawns using more water to maintain than the smaller yards of the less fortunate. Impose higher rates on higher users. It is unfortunate that it is coming to this
pass laws that punish people who ignore the restrictions...
pass laws to give rebates for upgrading appliances that use less water
Penalize over users. Turn off water to neighborhood communal property irrigation systems that are not working properly ( watering the street)...until it is corrected.
penalize Tampa Bay Water for overpumping & poor choices in construction of desal water plant.
People waste too much water on lawns and beautiful flower beds and this is a huge waste since not much grows here because of the soil. Water does not help things grow, you also need very good soil and unless you're rich enough to completely redo your whole yard with good soil watering is a waste. I recently moved down here from MD a few years ago and found I wasted a lot of money trying to rebuild the flower beds I had up there. The summers are too hot and you really need all 4 seasons to have really beautiful
People watering lawns when it is raining. Checking valves for leakage and pipes in the community. Not allow car washing when water shortage is severe. Close fountains in lakes from circulating and using water evaporating in the air.
Place fines for water use, basically what is already being done
plant more drought tolerant shrubs
Positive actions always work the best. Rebates for proactive measures such as purchase of water saving devices or limiting water consumption would be the types of laws I would strive to enact. I would also concentrate on listening to the ideas of the people.
pray to God
probably just as being done except for ornamental fountains that are run using the same water over and over (pumping system)...I feel those should be allowed.
prohibit all extra use of water
Prohibit all fountains commercial and residential. Increase taxes for high users. I heard that some companies that produce water products; such as Zephyrhills doesn't pay for the water or any taxes...this should stop and they should pay a premium for the water.
prohibit even the use of commercial water use not just private
Prohibit further development unless developer pays for an additional source of water. Make developers fund a desalination plant in return for permits.
Prohibit lawn washing or vehicle washing, or any type of "Luxury" with water. Suggest water saving in the homes such as showers, laundry, dishes. Education for more people on water solutions and incentives if they take the time to attend a class and use it in their everyday lives.
Prohibit lawn watering except for reclaimed water.
Prohibit lawn watering totally. Incrementally and exponentially increase water usage costs.
prohibit lawns that need more water, teach people how to conserve, find other water resources
Prohibit new lawns for commercial business.
Prohibit the use of fountains, research the weather patterns and find ways to possibly make it rain more???????

prohibit water usage in golf courses and community gardens
Prohibiting car washing at home and restrictions on lawn watering and pressure washing
Promote de-salinization plants to be built.
promote to use rain water,
Prosecute the people who are not following the watering restriction rules. Prosecute to the fullest extent any homeowners association that requires people to replace their lawns or water them during the drought.
Provide bottled water shipped in from states not having a water shortage. No new permits for swimming pools during a water shortage. Stiff fines for lawn watering during the day or on your off day. Only allow car washes to be open 2-3 times a week.
Provide incentives for using / promoting reclaimed water for outside watering Provide incentives and education for using drought resistant landscape including working with Home Owners Association to enact change
provide tax credits for those who show that they can conserve water by purchasing water saving appliances
Public announcements, make the information easily accessible such as in the water bill. Currently I have to make the effort to go to the government website. Publish it in the local papers. Attempt to let people know in the most economic ways possible because that is tax money that is used for peak advertisement - money that can be reduced from our overall tax bills. Tax bills that are too high as it is
Public awareness-give us the up to date truths about how much of a shortage there actually is and tell us long term predictions-honest ones, not propaganda.
Public education before shortage is critical.
push for legislation to encourage/mandate builders/homeowners to use low water usage grass/landscaping.
Put higher restrictions on high water users and require that gated communities not require that all the lawns must be green and, therefore, use a lot of water. Just because someone is rich and can afford to use a lot of water should not give them a license to use water that is in short supply.
put money into reclaimed water systems, prohibit home owner associations from fining those whose lawns are below par
rain barrels, shade areas to save grass
Raise fees
Raise rates for high volume water users - provide incentives for conservation.
Raise rates VERY high for users that abuse the system. Make it easier for homeowners to landscape in water friendly ways. Push for desalination plants. Tap into high flowing springs. Tax bottle water companies.
raise rates, restrict watering days - fine violators - look for new ways to replenish water, i.e., desalinization.
Raising rates seems reasonable during a shortage for those who abuse the system, the only problem is that when there is no shortage would they reduce the rates?
ration water
really high fines for those breaking the restrictions
Rebates for people who xeriscape and install low-water usage showers, toilets, etc.
Recommend cutting out any unnecessary water usage, such as charity car washes, decorative fountains, etc.
reduce lawn watering and fountains and pressure and car washing at home
Reduce water pressure and ban hose pipe use.
require that less water be used for lawn watering.. prohibiting lawn watering. restrict personal car washing.
Regulate abuse of water waste.
regulate irrigation days and times; prohibit car washing to one time a week (spot cleaning during love bug season)
Require ALL condominium associations or co-ops to have MANDATORY individual water meters on EACH unit. Require all households to have mandatory individual water meters.
require low waste irrigation for farms, develop recycled water, tax high users,
Require municipalities to check all their water lines and meters. Propose fines for watering during the day.
Require people to water less.
restrict all consumption and impose fines on those who do not comply
Restrict and enforce lawn watering and washing of vehicles and homes
Restrict any new building that would require watering, penalties for excessive usage of water
restrict building and development
restrict car washing and house washing
Restrict commercial watering such as golf courses
restrict lawn watering and maybe give rebates to those who switch to lawns and landscaping that require less water. Maybe also give rebates to households that conserve a certain amount of water
restrict lawn watering times & days
RESTRICT LAWN WATERING TO ONCE PER WEEK AND CAR WASHING TO THOSE SAME DAYS. ALSO MAKE

THE PUBLIC MORE AWARE OF THE PROBLEM SO THAT THEY CAN START TO CONSERVE AT OTHER PARTS OF THE HOME ALSO SCHOOL EDUCATION BECAUSE CHILDREN LIKE TO HELP WHEN TAUGHT WHAT IT MEANS
Restrict lawn watering, Ag to use no overhead watering
restrict lawn watering, car washing, power washing, and temporary swimming pools.
Restrict new construction and promote recycling of waste water for lawns and other non-potable use.
Restrict new developments, extend reclaimed water and prohibit government and private entities from getting a variance to the restrictions
restrict new lawns, encourage landscaping that is drought tolerant
restrict over building
Restrict unnecessary water use such as car washing, hosing down houses and driveways etc.
Restrict usage for all municipal and commercial fountains. Build no new fountains at all. Educate the public.
restrict usage for the time necessary to build back sufficient water supply
restrict usage, educate consumers, bill highest users much more
restrict using city water for lawn watering, have high users pay more, make reclaimed water more available, make the public more aware of ways to conserve and raise fines for watering on the wrong days and time of the day.
restrict water usage
Restrict water usage that is aesthetic in nature. Raise water rates.
restrict water usage to maybe 3 or 4 times a day
Restrict water use in pools.
Restrict watering lawns and landscaping.
restrict watering the lawn and washing the car till late afternoon/early evening
restrict watering, fine those who continue to use large amounts of water for lawns, pools and washing cars at home
Restricting amount of building in a county, decorating with water fountains.
Restricting lawn watering days is important, as well as restricting how many times a week somebody can water their lawn. Also, everytime people have grass installed into their lawn, the amount of times they have to water their grass in order to keep it alive and adapting, is extremely high and extremely wasteful.
restricting lawn watering severely and charging based on your usage
Restricting lawn watering, provide incentives for water conservation
Restricting lawn watering, restricting restaurants,
Restricting new lawns
Restricting water use
Restricting water use for the corporate companies that use the largest amounts of water.
Restricting watering or prohibiting if things get worse. Fines for watering when you shouldn't.
Restriction lawn watering and prohibit car washing
restriction of use and fines for non compliance
Restrictions on certain types of unnecessary water use... sprinklers when it is raining etc. No prohibitions. Increase incentives for conserving water and replacing water using devices for more water conservation. Allowing the public to understand the water industry better and how their water usage is measured.
Restrictions on days to water lawns, asking the public to use rain barrels for water plants, flowers, etc., use less water per load in washing machines, do not leave water running when brushing teeth. Too many laws about this are not good but requests are, along with lots of information on television news programs and the newspaper.
restrictions on extracurricular water usage times, days and amounts
Restrictions on times and amounts of watering... Fines imposed on high volume users... Discontinue service to users who will not comply after numerous (6) warnings.
restrictions on uses of water with fines for those who do not comply
restrictions that are livable, government can not control everything, the people have to participate. Every little bit that everyone does to conserve is a small step for the future. I am not up to speed on what to suggest but my views may not be the views of the masses.
restrictions, education and look for other options
Reward customers who use less water than average; penalize those who use more - progressively higher fines based on usage
Reward residents with a rebate if they can lower water usage by 5% each month (5% less than the previous month)
Reward those who find alternate ways to deal with water shortages. Support those laws that provide positive reinforcement to those who really try to conserve the most. How about tax cuts or government help to promote positive ways to deal with all of this? Throw lots of money into researching ways for us to save our water (earth), and provide

stimulus money towards those programs that do this.
Right now I think that they are doing what is necessary. If the situation changes then I would set more restrictions on the amount of water that is used.
rotation of mandatory water shut off
Same as they are doing.
Same as they are, restricting frequency of watering lawn
scale of water use per sf or square acre of land with higher fees alternate watering with 2x week maximum\ no watering during day no unnecessary carwashing during shortage
see previous page for comments toward strongly agree
Send out the 'water police' and fine those not conserving.
Seriously? I would impose higher fees for water usage.
set a good example & encourage water conservation. not sure about more laws
Severely restrict agricultural water use. Eliminate High water use crops. Stop new water hookups
slightly higher fines for misuse of water. Greater awareness for water restrictions.
Spend money on desalinization of salt water and allow the locals to tap into the new product. Demand the newspapers and T V stations discuss both sides of the issues and ask all the public to be involved. Fine corporations that misuse water first. The best way to do this is to have the president of the company arrested and his name printed in the paper. He has to be held responsible. Make sure he is marked with a Felony violation.
start enforcing the laws that are already in place on using water on your specific days. No outside water sprinkling systems in use during drought conditions.
Start looking at more permanent fixes for the shortages that happen every year in our area e.g. pipe water in from other areas
Start smacking the crap out of all of the rulebreakers. I'm getting sick of doing the right thing just to see one or two neighbors who are flagrant water wasters. Fine them. Jack up the price over a certain level of use.
steeper fine for those who break the guides for watering.
stiffer fine for watering on non designated times
stiffer fines
stiffer penalties for individuals who do not adhere to conservation requirements
Stop all future development until water could be supplied without restrictions to existing homes.
stop all lawn watering. fine those who do and those who use excessive amounts of water.
Stop allowing developers to build without adequate environmental consideration. New construction should have conservation measures required before approval. Habitats and wetlands need protection.
stop approving new developments being built
Stop construction of new homes.
STOP GIVEING PERMITS FOR BOTTLE WATER COMPANY TO OPEN IN OUR COUNTY AND DRAW FROM OUR WATER WHEN WE ARE LOW TO BEGIN WITH.
Stop giving away incentives for water bottlers to pull huge amounts of water out of the aquifer and tell me I can only water once a day. Rebates for installing low flow fixtures and toilets. Rebates for using reclaimed water to water your lawn.
stop lawn watering
Stop new lawns and every day watering
stop new residential construction
Stop permitting developers to build large developments, which increases population. Which in turns reduces consumption of water. There are enough vacant houses and builddings to still have growth in the community, but not on such a hugh scale. that it takes a toll on water and the invironment. Bull dosing trees, filling in of the landscape. it is not a good thing.. Control develepment.
Stop the building of new houses and buildings in an area already short on water.
Stop transporting water over long distances to supply those that have drawn their supplies down through poor water mgt
Stricker regulations and enforcement of sprinkler systems especially for restaurants, stores, golf courses, condos, and high income residences with landscaping services.
strict fines for gross abuse of water consumption.
Strict fines to watering outside of your assigned day
Strict limitations on commercial use of water.
Strict penalties and fines for water use that is not essential for everyday living, i.e. bathing, etc.
strict regulations of water usage

Strict watering restrictions and education as to how to conserve.
Stricter enforcement of guidelines
stricter enforcement of restrictions
Stricter enforcement. More education to the public.
Stricter fines for people breaking set watering days and times. Higher fees for high water usage.
stricter laws on the people who water all day. Fines on the companies who have thier sprinklers on when its raining outside.
Stricter monitoring of watering of lawns - especially in upscale developments!
strictly in force watering times, require restrutants to only serve water on request, fine people who water when it is unnecessary
Strictly inforce the watering restrictions and fine those who do not comply.
Strong fines for illegal water usage, tougher standards for conservation (like watering times and general water usage). Tax breaks for buying water effecient appliances, but not necessarily making it illegal to not have them.
stronger adherence to water use restrictions
Stronger enforcement
Substantially increase rates for high users, and heavily fine those who abuse or disregard watering restrictions. Offer incentives to households and businesses that implement water-saving measures. Start a program to subsidize conversions to rain water collection - such as providing barrells. Give tax breaks to those who install lo-flo showers and toilets, and subsidies to low-income households so that they can afford the necessary hardware.
Substantially increase rates over average usage for normal family - family of 4, "X" should be your usage, anything over that has a much higher rate. More control over construction, tax heavily anybody taking water out of the ground for commercial use (bottled water), tax well water - it's pulling from "our" water in the aquifer
Suggest that all new or refurbished lawns be modeled on the Arizona model, i.e. no water but rain water needed!
Support development of new water resources.
Target businesses such as golf courses,hotels and restaurants.
Target the top 25% of consumers.
Tax commercial users (bottlers), more legislation on restricting the use of water, require commercial car washes to recycle water.
the action that I would to take and let the goverment know that is happening.
The efforts to educate the public on their responsibilty/efforts, tax rebates for conservation reclamation efforts and limit public watering ie. parkways
The laws and actions I would put in place. Lawns should only be watered for one hour, once a week. If law is broken; first time offense \$500.00 fine. Second offense \$1000 fine. Third offense; \$5000 fine and 30 days in jail.
There ABSOLUTELY should be a restriction or a tax on bottled water that is coming from our reservoirs. Continuation of all the restrictions currently in place. New lawns should be limited in size and grass should be planted that needs little or no water. There needs to be more public education of this issue; I only have become more aware since reading Cynthia Barnett's "Mirage" which was Marion County's featured book this year.
those stated in the earlier questions
Tighten up usage in all areas.
Tighter restrictions on watering hours and days, personal uses of water such as car washing, etc.
tighter water restrictions
tighter watering restricions and policing of use....larger fees for high users
to conserve water usage
To limit the amount of new construction because the more "new" buildings, the more water will get used.
Tougher restrictions and penalties. Better enforcement of rules.
Tougher restrictions on watering, especially for high users such as golf courses and tougher penalties for violating these restrictions. Get together water management districts, local and state lawmakers to overhaul permits for drawing water from the aquifer and the river, these need to be in the best interest of the public and our state we need to be good shepherds of our resources not letting companies bottle and sell it or divert it for golf courses or huge building developments. Incentives should be p
Try to pass a bill making it mandatory to reduce all unnecessary water use and to enforce all water restrictions
uncertain,but watering restrictions should be mandatory until the water table rises.
Usage restrictions.
Use a stepped pricing model for low to high water users.
use available "science" and "technology" to be sure all reports of "water shortage" are accurate and not just inflated.
use more conservative way to install better sprinklers

use more recycle water
use of sprinkler systems during incorrect hours.
use reclaimed water for all watering otherwise i do don't have a green lush lawn just go with weeds and florida native plants. \$500 fine if you use more than 10,000 for a family of 4 per month.
use water only when needed
Verbal and written warnings and notices are important. Maybe putting the warning as a sign in the yard. After 2 warnings/notices, then a fine.
Very strict but reasonable actions to make a positive impact.
was is currently being done
water meters for all higher rates for more than a certain amount of usage
Water restrictions w/ fines
Water should be used for health reasons and for in-ground pools only.
Water the lawn every other day.
Watering restrictions regarding lawn care, unless using reclaimed water sources. Based on family size, charging more if an unreasonable amount of water is used by an individual residence.
Watering restrictions with fines for violators.
watering restrictions, educating the public on water conservation
We have obey the laws we have and they have to be enforced
We live on the Gulf Coast. A desalination plant that works, makes sense. Water, Water everywhere but not a drop to drink. It's inane!
we need to utilize the gulf and atlantic to build 'de-sal' facilities, pure and simple!
Well, i would have taken action FAR sooner then they have now and I would have restricted lawn watering. Most people here in Florida have St Augustine grass which is VERY thirsty grass and we just cannot continue this way so we need to educat and encourage people to quite putting in grass OR prohibit sale of St Augustine completely and only have florida friendly yards! Wow, what an idea!
When it rains, there should be no irrigation running. I see that quite often because of automatic timers ( they set it and forget it).
When putting sod into new homes or private permits should be require and followed. Watering on even and odds once a week for 2hours the most. Lawns don't need alot of water.
With all the issues/restriction I think they should put money into making reclaimed more available for ALL neighborhoods at a more reasonable price for the initial install
Work with the private sector to provide incentives to reduce water usage.
Would not allow Niagara Water Bottling plant to continue to drain our water resources in Lake county.
Would not give permits to new companies to come and us large amount of water.
wouldnt let niagra take it from us
you pay for your use
You've got to keep down sizing it slowly and then make it harder for people who break rules. Through educating the community is the only way it really works.

## Appendix F

### Self reported behavior changes

## What behaviors did you change after seeing the advertisement?

### Unedited responses

Although we were already conserving in our water use, it made us even more conscious of our water use. It also makes me even more angry at the people who DON'T conserve -- the compulsive car-washers and green-lawn waterers, and especially the golf courses, and small businesses (like restaurants), and also the farmers -- after all, crop irrigation is one of the largest consumers. There should be financial incentives for farmers to conserve water.
am practicing what i mentioned earlier. It depressed me terribly. Too damn many people (most who are thoughtless and ignorant and selfish
as i mentioned before
be more careful
became more aware
Became more aware of accuracy of sprinklers.
Became more aware of the water problem and use less of it. Turn faucets off and watering plants.
became more aware of ways I was wasting water
Became more cognizant of Florida's water shortage and became more determined to do my part to help.
Became more conscious of wasted water in everyday use.
Becoming of water usage; turn off water while brushing teeth; shorter showers; water lawn only on designated day
Being aware of turning off water during usage.
being increasingly careful to stop wasting water.
Being more attentive as to how long I run water at the kitchen sink
being more aware and making my family more aware!!!
being more careful about turning the water off when I'm not using it
being more conscious of conserving
Being more diligent about turning the water off when brushing my teeth.
Being sure the water is turned off when not in use
bought a rain barrel, my wife and I don't flush on every use
Changed length of water sprinkling.
changed my sprinklers to the correct days
Changed our sprinkler times, make sure taps aren't left running
Changed the timer on automatic sprinkler to "off" and use the manual mode. Turn off water faucets ASAP. Use clothes washer only when I have a full load.
changed water time. awareness. don't wash car
changing when watering and taking shower and washing clothes
checked my irrigation system
conserve better. didn't water my lawn all winter and only began water last month
conserve more
Conserve water more carefully and consistently
conserving water = being more aware
conserving water one drop at a time
continued to reduce my use of water.
continued, if not try harder to watch water use in my home by all persons
Cut back water times for the yard
Cut down lawn watering. Reduced water faucet running times.
Cut down on lawn watering.
Cut down on watering, and am conscious of leaving water running, try to take less time in shower
cutting back on use like not letting water run when brushing teeth, showering etc.
decrease shower time, turn water when brushing teeth
do not let water from taps run, kitchen and bath
Doing Laundry, dishwashing, watering, drip system.
don't know
Don't let the water run if I'm not using
Don't let water run if not needed. We had to replace our lawn due to chinch bugs so we put in Empire because it needs less water but it is very brown now. We don't want to lose it so we water sometimes when it is not our watering day. We know our neighbors do it, too.
Don't remember



Don't run sprinklers after a rain
don't run the tap while brushing my teeth, or while doing dishes
don't take as many showers
Even more conscious of water usage and I turn off water at my school while the kids wash their hands or tell them "not so high" in terms of quantity of water they have blasting out.
Fixed leaks
followed my restrictions of water usage and bought a water barrel to use for plant watering
generally tried to be even more conscious of water use.
Honestly, I already try not to use any water at all, not only because of conservation, but also because of the high cost of water. That's why the dollar bill ad is very good, cuz it hits the pocketbook.
I always make sure when I am rinsing the dishes to do as quickly as possible and do not leave water running when loading dishwasher.
I am more aware of the importance to take shorter showers and to turn running faucets off when not needed.
I am more careful in watering my lawn. I flush the toilet a little less. I bought a better washing machine. I try not to let the faucet run when not acctually using it.
I am more careful with running water for dishes, hand washing, showering.
i am more conscious of my water use
I became more aware everytime I turned on the faucet, of how long I was keeping water running.
I became more aware of only running appliances like the dishwasher and washing machine when they are full loads.
I became more aware of the need to save water every day in multiple ways
I became more conscious of my water use and tried minimizing my use.
i changed my watering schedule on my irrigation system - to one day a week and during early a.m. hours. also, we don't use the irrigation system if it's not needed - it's on a well
I checked the pinellas website for watering days
I follow water use guidelines, reduce clothes and dishwashing, use restricted-flow faucets, turn water off when brushing teeth, flush toilet less frequently, do not wash my car at home, do not powerwash
I followed some of the things I saw and the ideas it gave me
I had already been watering only once a week according to the restrictions here at OTOW. I started thinking about other ways I could save water (especially after reading Cynthia Barnett's book). Our showering habits have changed; I am more careful at my kitchen and bathroom sinks. I am thinking about my lawn, but not sure how to change it any more (I already have lots of garden area). Would LOVE some ideas with that.
I have tried to conserve water for years. My behavior hasn't changed based on ads but has been reinforced.
I mainly take showers, wash dishes, do laundry, and mop. Frequent watering of the few plants or shrubs I have is pretty much the limit of my water use. Oh yeah my car once in a blue moon.
I really did those things before
i shut off the water or turn the water very low when im washing dishes
I stopped using the sprinklers
I tried to conserve more water
i try to conserve as much water as I possibly can
i try to make sure the watering system is working properly. we need the plants to continue the cycle and not all die
i turn off the automatic sprinklers if it's rained in between sprinklings
I turn off the tap when I don't need it to run continuously
I wanted to ensure that my plants were watered from rain barrells, etc.
I was more aware of when I was using water, to turn it off when I'm not using it.
I watered less
Im becoming more creative in ways to recycle water
I'm much much better about turning off the tap while doing morning routine. Also, while it's a little gross, we only flush twice a day or when something yucky's been done in the toilet.
I'm turning off the water while doing small tasks -- brushing teeth, showering, washing dishes, watering plants, etc.
Irrigate less frequently
it caused me to water my yard less often--mainly when it really needs it
I've already said before.
I've always been water conscious, but this makes me more so.
I've always conserved, but now I think twice, then think twice again before I turn on the tap!
Just became more conscience about my water consumption and tried not to be wasteful.

lakes going dry
lawn water
lawn watering
lawn watering on specified days for my address
lawn watering, car washing
Lawn watering, car washing and turning off water and fix leaking faucets
lawn watering, using less water when doing dishes
Leaving water running, longer showers.
less lawn and plant watering
Less lawn maintenance and no bottled water
Less usage in the home and watering outside.
less water in yard and garden usage.
less watering of lawn
Limit lawn watering
limit use
Limit water faucet use
Made more of an effort to only run appliances when they're full and to take shorter showers. Also turned off irrigation system on watering day when expectation of getting rain was very high.
Made my husband see the necessity of conserving
made sure irrigation system operates correctly.....no leaky faucets or stools
made you more aware and willing to change what ever you can. Watch the amount of water I use to be only necessary.
make sure faucets do not leak
make sure the dishwasher and clothes washer were a full load
Make you realize how bad it is.
make you think more about it!
Makes me more aware of leaving the pool on, leaving the faucet on while brushing my teeth, washing a half load of dishes or towels.
making sure I don't leave water running in the sink,
Making sure not to leave the water running for any reason.
making sure water is turned off
Mindful of letting the water run longer than is necessary and teach my 3 yr old to do same
modified all hand watering usage, also installed only drought tolerant and native florida plants and trees, also not allowing faucet to run while brushing teeth
more aware of my family member's use and we reduce our use
More aware of the need to conserve, checked for water leaks around home, in and out.
more aware of turning things off
More careful when running water in the bathroom/kitchen.
more cautious about conserving.
more conscious about turning off faucets when not in use
More conscious of faucet running, shorter showers.
more conscious of water conservation efforts. skipping watering lawn once week if doesn't need it and turning faucets off more
More conscious of ways I use water
MUCH MORE AWARE
My bad habits concerning water use.
my kids are not allowed to play with the hose.
no car washing, no pressure washing
none, been doing the best already
not letting the water so much in the sink when doing tasks
Not letting water run until the water warms up/cool down.
not running taps while doing something else
not watering lawn as often, reducing showers and personal use-turn it off while brushing teeth
not watering the lawn as much, shorter showers
only run faucet water when I am actually using it

Only water when its needed.
Plant more Florida friendly plants.
Promote awareness and conserve.
purchased reduce flow faucets
reduce water usage
reduced car washing and shortened showers, turn off water while brushing teeth
Reduced use of water such as cleaning pool area
Reducing the number of baths I take, taking even shorter showers.
Reinforced my awareness to be frugal with water and not to waste a drop of it.
reinforced the behaviours that I try to follow
replaced faucets/showerheads
reset sprinklers, turn off one time it rained
Reviewed the home for leaks and other ways I could help conserve
Run less water, and do not use my sprinklers as often, if at all.
Save rain water, when available, reduced lawn watering.
See previous statements.
Setting dishwasher only when it is full, purchasing a low water usage washer - only using when there is a full load
Shortened showers
shortened showers, only water grass once a week, do not wash car,
shortened watering times each week.
shorter showers, brush teeth without running water, make sure that laundry loads are full, wash hair every other day( using dry shampoo on missing day).
Shorter/fewer showers, recycle veggie rinse water from kitchen sink, replaced one toilet and ready to do another, flush only when needed.
shutting off faucet quicker
soaking dishes rather than rinsing them -
spraying down my patio
started conserving more
started taking more concern about water waste
Starting monitoring more of our water usage. Less usage
stop running the water
Stopped leaving the water running in kitchen sink.
stopped letting water run unattended
Stopped watering the lawn
stronger restriction of water use in home.. especailly with children.
take showers insted of baths
tell my husband to take shorter showers
the amount of water used to do the lawn and other plants
Think before using
thought about conserving water each time I turned on the faucet or flushed the toilet
Thought about it when I brush my teeth and use water at other times.
Thought more and more about ways to conserve and paused before using water or letting it run for any length of time.
Tried to limit usage of water for lawn, personal hygiene
tried to look at all the area where i use water and see if there is anything else I can do to conserve
tried to be more conservative
turn off faucet when brushing my teeth
turn off faucet when brushing teeth. shorter showers
Turn off faucets while shaving and brushing teeth
Turn off the faucet more readily
Turn off the water in the sink sooner
Turn off water when brushing teeth
turn off water when brushing teeth
turn off water when brushing teeth, kept showers shorter
Turn off water while brushing my teeth. Decreased lawn watering. Shorter showers; no baths.

turn off water while brushing teeth, filling the dishwasher before running
turn water off if running, limit watering of lawn, run dishwasher and clothes washer when filled
turned water off
turned water off while brushing teeth, less water rinsing dishes. Filled dishwasher fuller.
Turning off facets when brushing my teeth, taking shorter showers, saving water from washing dishes and using it to water plants on my patio.
Turning off faucet more quickly in everyday use
Turning off the facet
Turning off the water faucet when not using the water, such as brushing teeth, etc.
turning off the water while brushing my teeth
Turning off water when brushing teeth. Taking a shorter shower
turning water off after use, less irrigation, specific watering items
turning water off faster
use less water
use less water
use less water
used less water
using less water, full loads of laundry, dishwasher
Very aware every time I use water not to let it run or waste- rinse dishes faster with less water & don't flush toilet every time.
Very conscientious about leaving water running in the house or outside. Always drain my hose so that pressure does not build up and cause a leak outside. Try to only wash a full load of clothes.
was already doing most of the suggestions
Washing dishes, washing clothes....waiting until I have a full load.
washing laundry and dishes only with full loads, cut back on lawn watering, turn off water when brushing teeth and cleaning around the house
Watching out water intakes.
watch about leaving faucets on
Watch the length of showering and I have kept the pool blanket on the pool to prevent evaporation.
water lawn less often
Water lawn only on days allowed, wash car less often. Shut off faucets as soon as done using.
water less and conserve
Water less. Use less water by not showering, running the dishwasher less, clothes washer less.
WATER ONLY ON MY DAY AND ONLY WHEN THE GRASS NEEDS IT.
water only when allowed and smaller amount
Water the lawn less than the once/week allowance. Wash car less.
water usage. telling others about water restrictions that may not have known.
WATERED ON THE CORRECT DAYS
watering in the early morning before the sun is up and turning water off when washing dishes to conserve a bit. Also bought a new washer and dryer than uses low water for maximum performance.
we only water on our designated day
We switched our shower heads and toilets to more efficient types.
We use less water than we used to and we don't run the dishwasher until it is full.
When I realized there was a drought I cut back my water usage immensely.

## Appendix G

### Advice to Conserve

**If you were asked to give someone in your community advice about conserving water, what would you tell them?**

**Unedited responses**

++Put a bucket in their shower to catch all the water from when they first turn on their shower, until it gets warm. Then use the bucket of water to water indoor plants, outdoor container plants, water the pets. ++Do not use your dishwasher, it's really
1): BECOME CONSCIOUS of your consumption. Constantly ask yourself the question: is this use of water really necessary? If I knew that this water I'm using (e.g. to wash my car) would deprive myself, my children or grandchildren of in the future, would I do this? 2) CHANGE YOUR PATTERNS of water usage. 3) Realize that THIS IS A COLLECTIVE PROBLEM -- brainstorm with family, neighbors, condo association members about creative ways to conserve water in your community. 4) INVITE local community resources
1. Don't let the tap run. 2. Only do full loads of laundry 3. Use a dishwasher
A Drop saved today is a river in Tomorrow.
A little goes a long way
A severe drought condition has caused the aqua fers to be very low. It is up to every person to practice water conservation. Cutting back on water consumption in everyday activities will help preserve Florida's water.
Abide by county water restrictions. Make sure your toilets, faucets, shower heads are not out of date and leaking water. Make conscientious choices on how you use water. Turn water heater off when you're out of town. Don't wash your car unnecessarily. Run the dishwasher and washing machine when they are full and not partially full. Shorten the length of bathing in the shower and if children take tub baths, use less water in the tub. Don't allow children to "play" with the water hose.
Adhere to scheduled watering days and don't let water run unless you are using it. Also check for malfunctioning toilets and faucets.
adhere to water restrictions, turn off faucet
adjust lawn sprinklers to only water lawn, not pavement
Always turn off the faucet when done
ask county commissioners not to allow Niagara Water Bottling Company to bottle water with our county's water supply
ASK EVERYONE TO DO THEIR PART. PEOPLE DON'T SEEM TO TAKE THIS SERIOUSLY.
Ask them if they would rather have clean water for bathing and cooking then having a clean car or green lawn.
Avoid plants and grasses that require a lot of water.
balance needs against wants
be a personally responsible citizen in all areas, not just water.
Be aware of all faucets in your home, your toilets are only using the least amount of water needed to flush, keep sprinklers on only when it is your day. Tell children about not letting water run while brushing teeth
Be aware of running water and the need to conserve and make it part of your day.
be aware of water usage and conserve
be aware of what you are doing. don't waste
be aware of your usage
Be aware of your usage and conserve.
be aware, don't waste
Be careful to adhere to water restrictions.
Be conscious of habits than can change without any deprivation -- wash full loads, turn of fuacet when brushing teeth and shaving, water lawn less
be conservative
be familiar with watering restrictions and newer methods of planting without needing as much water
Be judicious about use of water...toilet that uses less water, low use shower head, don't run water unnecessarily.
Be logical and strategic about your water use. Don't leave faucets running while you're brushing your teeth. Reduce the time in your shower. Water your lawn as directed to optimize water use.
Be mindful of each time you use water
Be mindful or what you use. Look at your bill, try to drop it each month
Be more consciece of usage, and try to combine activities.
be more conscientious
Be prudent and think about what it would be like if you turned on your faucet and only a trickle of water came out!
Be responsible
be responsible about your usage
be responsible, draining our aquifers is incredibly dangerous, no one cares if your car is dirty, thick green lawns aren't worth it, load up that washing machine, etc etc
be smart about how you use your water consumption so we all will have water to live with

Be smart. Run the dishwasher only when full, catch rain water for plants, rewear clothing equals less washing, and most importantly - shower together!
Be sure they are watering on their scheduled water day and time.
be sure to water on the right day and time
be watchful
Be wise, only use what you need. Don't be wasteful. Good clean water is precious!
Better patrol of those who water whenever they want.
brush teeth using a cup, turn water off when not using. don't wash clothes as much
Bucket in the shower, turn off the tap, go to a rainbarrel workshop.
Buy appliances that use less water. Shower instead of bathe, cover the pool when not in use, avoid washing the car and the sidewalk.
buy bottled water
buy water saving appliances, only water on your watering day, always do full loads of laundry and dishes, make sure you have no leaks or dripping faucets both inside and out and turn the water off when it's not being used as in brushing your teeth, limit the time for showering.
call the extension service for suggestions, automatic systems have "off switches", do larger laundry loads, water plants with "kiddie pool" water
Car wash business' generally use reclaimed water. It is better to go there than wash your own car at home.
Catch some rain water in season. Water only when it's your day
Change the law so that it is MANDATORY to have individual water meters for ALL units in Condo Associations or Co-ops!!!!!!
change to toilet and showers to those that use less water. turn off water at sink and in the shower
Change your daily habits. Update your appliances
Change your toilets, shower heads, take shorter showers, follow the guidelines that the city issues regarding watering your lawn, washing your car, etc.
Check for leaks in all areas follow the correct watering times, turn off unused running water.
check for leaky faucets
Check irrigation heads regularly for broken or leaky heads
check out the <a href="http://watermatters.org">watermatters.org</a> site. there are lots of hints and ideas to save water.
Check the facts on our water
CHECK THE LOCAL PAPER
check toilets faucets and water lawn on on the given day if needed
check toilets, water less (lawn), shorter hshowers. check leaky faucets.
Check with Polk County Utilities as to when they should be using there irrigation system and regularly check for leaks.
Check with waer dept. Don't water during the day
check yard timer and sprinkler for proper operation
Check your faucets and fixtures for leaks, adjust your sprinklers so that driveways and sidewalks are not being watered;
check your meter on a weekly basis, and determine where your biggest consumption is
checl for leaks
collect rain water
collect rain water
Comply with existing water restrictions.
Conform to the current laws and restrictions.
conserve
Conserve -- water your lawn only when it needs it.
CONSERVE and think of others beside yourself. Our future generations depend on our awareness and willingness to use less.
Conserve it before its gone
conserve- lawn, low flow shower head , toilets short showers
conserve on laundry and bathing use
conserve so our grandchildren have a suply of water
Conserve water
conserve water usage
CONSERVE water...only water as needed...turn water off while brushing teeth...take quick showers...
Conserve, conserve, conserve

Consider that water is actually more important than gasoline.
consider water barrels, low flow toilets, water friendly lawns and xeriscaping
Constant awareness not to waste.
Control building.
control lawn watering
county commissioners
Cut back because it won't last.
cut back lawn watering.
cut back on excess water use, don't water the lawn everyday, shorter showers
cut back on lawn watering, wash cars at commercial washes, replace some items with water-conserving products, use landscape products that require less water, don't do small or partial loads of laundry or dishes
Cut down on your lawn watering
Cut down your lawn watering and put in more drought resistant plants.
Cut lawn watering time
dance for rain
decrease shower time, try baths, turn water when doing dishes and brushing teeth
Do a better job of planning for future community development.
Do even a little, it'll add up.
Do full loads of laundry, water outside no more than once a week, by newer toilet
do full loads of laundry. and dishes..don't leave water running anytime
Do it
do it
do it!
do it.
do laundry once a month, don't wash your car right now
Do not brush teeth with water running. Also take quick showers.
Do not let businesses enter the community that are going to require water for their productions. e.g, Niagara Water company pulling water from the St. Johns River
Do not overwater yards.
do not wash cars. make sure the lawn watering is done only once a week
Do not water lawn, let faucet run etc
Do not water your lawn on off days
Do not water your lawn unless it needs it, and no more than once a week. Turn water off while brushing teeth. Take shorter showers. Don't leave faucets running while doing something else.
DO NOT WATER YOUR LAWN.....DO NOT WASH YOUR CAR.....TURN WATER OFF WHILE BRUSHING TEETH.....REPLACE LEAKY FAUCETS AND TOILET FIXTURES
Do some research on the internet because I honestly don't know what the problem is.
do water lawns too much
do what is right water on your day only
Do what you can to conserve water on a personal level and look for ways to support legislation that would protect our resources long term.
do what you read - only water when necessary, etc.
Do you want water to drink, or do you want a green lawn? Do you want water to use in cooking, or do you want a green lawn? Do you want water available to put out a fire, or do you want a green lawn?
don't automatically water on a schedule, your lawn may not need it
don't be wasteful
Don't be wasteful. We all need water and don't want to be without it.
Don't buy water that has been bottled. These companies drain the Florida Aquifer. If you do buy a bottle of water, reuse it (It is safe, no matter what myths you may hear). Most people who buy a bottle of water, don't drink all the water, so it is wasted. Educate yourself about your lawn and how much water it really needs. It is not worth having nice green grass 24/7, but no clean water to drink. Think about it! Also, try buying either drought friendly grass or drought friendly plants and landscaping more
don't have your sprinklers on during the day on a timer because you don't know when it's going to rain and you might not be home to turn them off. only water your lawn at night at like 2-3am
Don't leave the faucet running when washing things. Don't leave your hose running when using it outside. Plant, plants that don't require a lot of water.



don't leave water running when you are not actually using it
don't leave your water running
Don't let faucets run; water only on designated days and before sunrise.
Don't let it run while doing something else
Don't let the water keep running. Use only what you need.
Don't let the water run down the sink. Do full loads of laundry. Run dishwasher only when full.
don't let water run
Don't over water your lawn.
Don't run the tap when you are not using the water; take shorter showers; buy Florida native plants; water lawn only once a week - less if it rains; be aware of how often you run the dishwasher or the washing machine
Don't run water when not using, conserve by catching and then using shower water to flush toilet. Use a bucket that you keep in the shower behind the curtain.
Don't spot sprinkle your lawn when you feel like it only on your days
don't sprinkle
don't use more than you need. don't water lawn after rain. make certain that your plumbing is functioning properly.
Don't use water unless you have to.
Don't use water unless you need to. Plant a Florida-friendly lawn - limit turf and plant native plants.
don't use when not in use
don't waist water
Don't wash cars or water lawns. Wash clothes less frequently
don't wash your car
Dont wash your car. Don't wash dishes with the water running. Fill the sink and rinse, water the flowers and trees with the soapy water, which is like a fertilizer.
don't wash yourcar, do lawn only when allowed
dont waste it don't turn shower on fifteen min before you get in...
don't waste it, turn it off when you're not actually using it that second
don't waste water
don't waste water be conscience of your usage
Don't waste water.
Don't waste water.
Don't waste.
Don't waste.
Don't watch it go down the drain. Use only what you need -- use it, don't lose it.
don't water
dont water at mid day
Don't water during hot times, water early morning or late evening. Do not wash cars.
don't water during the day
Don't water during the heat of the day.
Don't water lawn
Dont water lawn unless it is your day and dont run dishwashers and washers until you have a full load. Dont run the water unnecessarily.
don't water lawn until late as the sun is going down or after don't run water unless you are using (turn off except when you are actually using)
dont water our lawn so much, take a quick shower, dont leave the water running while you are washing your car or boat
Don't water the lawn between 11 and 6, it can just burn it up!
don't water the sidewalks & driveways-cut back, conserve
Don't water unless needed and don't wash your vehicles too often
don't water unless you need to, do full loads of laundry, make sure you don't have leaks
don't water your lawn
dont water your lawn
don't water your lawn after it rains
Don't water your lawn and plants so much. If they look like they are dead don't worry they will come back once we start getting rain in June.
don't water your lawn as much turn off faucets that are running when you don't need the water (brushing teeth)

dont water your lawn but if you must water only when your allowed. take shorter showers. have applinces and toliets that conserve water if you can afford to get them. dont plant new landscaping
Don't water your lawn daily, wait until your pool is low to refill it, don't wash your car yourself.
Don't water your lawn during the day, only at night when there is no sun.
Don't water your lawn every watering day. Don't let the tap run for rinsing dishes/brushing teeth. Use left over water from meal time etc for watering flowers.
Don't water your lawn in the heat of the day. Check your irrigation systems for leaks and coverage efficiency.
don't water your lawn so often and check the sprinklers for adjustments often so the sidewalks and driveways are getting watered also
DON'T WATER YOUR LAWN SO OFTEN, OR WASH YOUR CAR.
Don't water your lawn, look to ways to conserve water
Don't water your lawn, stop washing your car at home. and limit water use in the bathroom.
Don't water your lawn.
Don't water your lawn. Take shorter showers. Don't leave the water running. Pay attention and think about the water you are using.
don't water your lawn; run full dishwasher; don't take a tub bath; turn off water while brushing teeth and between soaping and rinsing in the shower
Don't water your yard during the heat of the day or more than twice a week.
don't water, cut down on personal use, teach children not to leave faucets running
Don't waste water. don't run alot of water for laundry. Do full loads of wash. Don't run dishwasher only full loads. Hand wash dishes run water when ready to rinse. Take short showers. Water lawn every 2 weeks.
Educate yourself on conservation.
Eliminate St. Augustine grass, plant drought tolerant plants, consider xeriscaping, fix leaks.
Eliminate their St. Augustine lawn and plant drought tolerant plants/flowers in its place
eratgwe
Every drop of water is precious. Don't waste it.
Every little bit helps
every little bit helps, so do your part
every little bit matters
Everyone can conserve water. Water can be conserve in little ways such as turning off faucet water while brushing teeth; turn off water while washing dishes; wash car and/or boat at commercial washing facilities where water is recycled.
everyone needs to conserve
everyone needs to do thier part
Everything I already do.
Everything I do to help conserve.
Explore the possibility of using reclaimed water.
find out about low flow showerheads, faucets, toilets, using cold shower water to water plants, rain barrels to collect water
find ways to recycle the water you use before you let it go down the drain
find ways to use less water. this drought is a serious concern, not just for now but for the future of the state and our survival. What will happen if we don't get adequate rain?
fine people
first check your water pressure and see if you can reduce the inbound pressure which reduce water in the entire house then the facuets, making sure they have reducers in them or get new ones, make sure the toilets are water conserving 1.6 gallons on flushes. Water your plants by standing over them with the hose and water only when needed.
first, don't water. green grass is not a necessity for life.
Fix all leaks and water lawns and plants only as necessary.
fix any leaky faucets, toilets. shower every other day. car washing once a week. follow the county watering plan.
fix leaky faucets
fix leaky faucets - get different shower head that conserves water - don't water lawn unless you have to
Fix leaky faucets, only water lawn certain times when allowed, limit shower and bath times.
Florida has to protect our resources. we are overbuilt and overpopulated and we must do what we can to protect our water supplies
Flush only when necessary.
Focus a little more on the businesses
Focus on better lawn watering times. Don't let water run if not using it.
Follow common sense..obey suggestions

Follow lawn watering instructions.
Follow lawn watering restrictions.
Follow recommendations
Follow recommendations set forth by the government. Be aware of your use and don't be wasteful.
follow the guidelines
follow the guidelines for watering. don't use flow restricters in showers...
Follow the law
Follow the restrictions in place. Turn the water off when brushing teeth. Water lawn only in desperate times.
Follow the restrictios or we will be worse off.
Follow the rules
follow the rules and conserve with laundry and think before turn their water on
Follow the rules and guidelines for conserving water. Don't waster water.
follow the rules set in place to help conserve the water in our counties and our state
Follow the rules that are in the TV ad and those that OTOW publicizes. I would also tell them about some of the things we're doing in the home.
Follow the sprinkling rules. Do your laundry as rarely as possible. Don't leave the water running when your in the shower. Flush the toilet only when required. Collect run off rainwater to irrigate potted plants.
follow the water restrictions in our town
follow the watering restrictions regardless of how the lawn looks
follow water restriction guidelines; use low-flow faucets
follow water restrictions set down by the community
Follow watering restrictions, water lawn overnight. Shut faucet whuile sahving and brushing teeth
fond out about water saving devises in home
Frequent businesses that conserve water,use less in and out of the home.
full loads of laundry, dishwasher, skip water lawn
Get a low flow toilet, don't leave water running unnecessarily, don't water lawns outside restriction times
Get educated and take action
Get low flush toilets, get high aereated shower heads, get hot water pumps
Get you sprinkler system checked
get your watering schedule
getting tickets for watering not on your day, and you can handle shorter shower make it a race!
give them a list of websites to learn from, explain the critical need to leave the water tables alone by reduced pumping so they may recharge over the next 100 years. promote RO plants and the benefits of investing in that technology.
go online to watermatters.org
go to a website
go to swiftmud web site and look at water restriction details
go to watermatters.org and learn
hand wash dishes instead of a dish washer conserve water watering lawns turn off water when brushing your teeth
Hard question-I don't have many answers. Pray for rain. Conserve when sensible.
have your plumbing inspected for drips and leaks; replace dying grass with drought tolerant landscaping; take your care out of the garage when it rains (if that ever happens again) so that the rain can wash it off
Hey, we must conserve
hmmmmmm.....more than tell them I would share what I do to conserve water and suggest they should do the same reminding them it's their planet too.
hook up to reclaimed water when available
I chair a landscape committee for our Condos, Yorktown at Beacon Place in Safety Harbor fl, The old folks want grass and I constantly tell them it is just not going to happen, it is not realistic. We need to be looking at Florida friendly yards and conserving water. they just dont get it.
I don't talk to anyone in my community. Unfortunately, half of the communnity is in forecloser due to the economy.
I know it is hard to do, but have you tried turning the sprinklers off when we have received rain.
I mind my own business, but I would say something if I saw them using water for the lawn or their car
I tell them dont' use the water when there is a restricion.
I think it is common sense - people need to be aware and not so selfish
I try to encourage others, like my boyfriend, not to waste water just because he does not pay for water.
I will start with how important water is for all of us.

I would advise them that is our job to be conscious about the amount of water we use and try to limit our water usage on unnecessary things.
I would ask them to be more concious of how they use their water so that little steps used by everyone would add up.
I would ask them to give us the authority to take out our residential grass and convert the lawn to a natural water friendly landscape like we did in Arizona.
I would explain to them that water is a precious resource that does not have an unending supply. That we all need to be careful with the water we use.
I would list the things we do to conserve water in our home.
i would not
I would not.
I would refer them to the City of St. Petersburg website. It's very informative.
I would report them. should know by now
I would share all the ways I try to help with conserving water.
I would strongly suggested the shut off shower heads. One saves alot of money & the shower heads are not expensive. Also we installed a pump which pushes the hot water quicker to the furthest points. Wise investment. Don't water your lawn during the hours of 9 am to 7 pm. The sun is still out; wait until the sun is down. Better for your lawn also.
I WOULD TELL THEM THAT OUR KIDS WILL NOT HAVE WATER LATER IF WE DONT CONSERVE NOW.
I would tell them that we cannot live without water and that everyone needs to take part in water conservation or we will be very sorry.
I would tell them to stop watering their lawns and washing their cars. They should install low-flow toilets, faucets and shower heads.
I would tell them to try and be more conscious of their water useage and try to cut back in whatever ways possible. Shorter showers, lawn watering and maybe ask them if they had any suggestions that I wasn't thinking of.
I would tell them to try and cut their water usage and look on the web for ways that this can be done.
I would tell them ways I help conserve water, and the difference it makes.
i would tell them what i do. all the things that i listed back a few pages.
i woulnt bc i dont have that much education on it so I dont think i should give anyone advice
I'd rather tell them how to conserve and provide justification the best I could
I'd refer them to the website for the homeowners association for lawn watering rules. I'd tell them to conserve water inside the home as much as possible, such as don't let water run while brushing teeth, wash only full load of clothes, etc.
I'd suggest neighbors not water lawns on non-water days.
I'd tell them what I previously told you a few screens back in this survey.
if no water lives would be lost
If we don't conserve now, at the rate we are going, we won't have any water left for use in the very near future. I would also state that this is not indefinite, we just need to pitch in to help until the water tables can be replenished.
if we dont conserve now, we may be limited to a specific amt. / household in the future
If we dont get a handle on the water issues in Florida it will be one more reason for people to stop moving her and to vacation somewhere else. So much for an already shaky economy.
If you are not careful with your water use, your grandchildren will be in a real jam.They will not be able to live in a very green world
If you don't water your grass you don't have to mow it as often.
I'm always telling people that they can water there lawns less and the lawns will be just as green. Some people completely over water. Forty minutes in one zone is too much.
i'm not sure
I'm too shy to do things like this
Imagine if you only had 1 gallon of water to use per day. Just 1 gallon. Think about all the things you would do without. You cook with water, you take a bath with water, you flush your toilet, you brush your teeth, you water your plants and wash your car. Can you do all those things with just 1 gallon of water? Think of all the water you use everyday and imagine it was all gone except for 1 gallon of precious water to use per day. Think how much water is wasted when you don't turn off the faucet whil
Install low flow toliets, Do not water lawns (or only on your days)
Install low water consumption toilets and shower heads. Don't leave the water running the whold time you are in the shower and/or don't take long showers
install rain barrels; take shorter showers; brown crunchy lawn is ok
it is important to conserve water!
It is our responsibility to conserve water. Every little bit counts.
It is very important that we all only use what is needed.

it makes a difference, we 'all' must help
It might rain here but we have a shallow water table, so no real place to store it.
It takes us all, not just the government but each individual. Only water on your watering day, do not waste water, turn off faucets when brushing teeth wet brush then turn off water brush then turn back on, same system in shower
It would depend on how they were misusing the water in order for me to make suggestions
It's a resource - make sure you're handling it wisely
it's good to do it.
Its important to conserve water so that we don't run out. It is a more serious problem than we realize.
It's necessary, although many people will do as they please, especially the visitors
It's not hard to conserve. It's everyone's responsibility to do so.
its not your watering day
It's very simple. And it can save money by lowering usage.
Just be aware of how much you use. And it saves money if you us less.
just be aware of the need for all of us to conserve and that it really does not take much effort to do so.
Just be conscious
Just be smart, follow the laws and try to reclaim water if possible
just turn off when brushing and fix dripping sinks/ toilets
just use what you need.
Keep pool fixed. Water only on your day.
know the law
lawn watering, dish washing,faucet leaks
lawn watering, shorter showers
less irrigation
less is more!
let it go natural and don't have a lawn that needs watering
let's all come together in a community fashion work together, live together and conserve together!
Life depends on water and we can always replace lawns and plant life but without water we may die.
limit lawn water to restircited days and times
Limit lawn watering
Limit lawn watering and fix leaks.
Limit lawn watering and get low-flow faucets.
limit lawn watering, use dish and clothes washer when you only have a full load
Limit outside use of water, only water grass when it obviously needs it. Don't wash cars. If you do use outside water, be sure to use it on the lawn, so it doesn't run down the driveway or sidewalk and just evaporate.
limit shower time, only run washing machine or dishwasher when full and water lawn on your day.
limit the amount of time you shower, don't get car washes unless love bugs are all over it. Turn the water on and off while doing dishes or washing hands, and don't keep water running
Limit the amount of times you use your dishwasher, use water-conserving toilets, take quick showers, fill up a pitcher with tap water to avoid running excessive tap water
limit use
limit use of washer anddishwasher (only when full load), and water only on specified days.
Limit watering to certain days
Little changes can add up to a lot
Little things like turning off the water while brushing teeth can help
litttle things matter too, its easy to turn off your water while brushing your teeth, don't warm up the shower it wastes water
locate abusers and fine them.
Look around you and call, email, or write your elected officials and water management officials and demand information to assist you in your water concervation. TV and Newspaper Ads are often written with the person who is paying for the ad first in mind.
Look at what you use in the home daily and limit your use before we are restricted to a daily gallon usage as are many parts of Australia.
Look for and repair all water leaks.
Make certain you stick to your scheduled water day and not to forget about turning off water when vacationing
make conscience decisions
Make sure that your dishwasher and washing machine are full loads before washing. Water the lawn once a week.

Most important in my community right now is enforcement of lawn watering. Would like them to be educated as to how to maintain lawn in drought, like not cutting grass too short, don't water more than once a week no matter the source of your water and that brown lawn won't kill you and grass will come back when it rains. Most of all what a waste of water it is to water during the hot daytime and it's obvious when your lawn is the greenest in the neighborhood you are not following the rules!
My lawn is a mess, I never water it. It makes the weeds very easy to pull. I only water the plants that I want to survive, by hand.
never just let the water run (brushing teeth etc), obey lawn watering and car washing regulations in your community...
never let the water run!!!
New communities/commercial properties should be mandated by law to utilize reclaimed water for lawn irrigation. We should support water conservation methods before it's too late!
no
No car washing, place a time limit on showers, flush after two uses (as appropriate), investigate installing reclaimed water sysem for lawn sprinkling, turn off water when washing hands and brushing teeth and turn back on only when ready to rinse.
No hand watering of your lawn, don't water during the hottest times, turn off the water while brushing your teeth and shaving
No lawn watering.
none
not to abuse water use
not to flush every time, follow water restrictions, use your bath towel more than once-it is clean when you use it and wear clothes more than once if it isn't dirty, thus saving water by not doing extra laundry
not to leave water running when not using.
Not to let the faucets run when brushing teeth etc... pour an amount of water and shut it off. only run full loads of laundry. only wash clothes that really
Not to sprinkle when it rains. To set timer for after midnight so no evaporation.
not to wash car
Not to water the lawn during the day and to make sure their dishwasher is completely full before running
not to water their lawn and if its rained on or near their watering day to please not water their lawn just because its watering day.
not to water their lawn, turn water off inbetween brushing, shower with a friend
not to worry about watering your grass. treat your water as something that can't be replaced. use when necessary
nothing
nothing
obey restrictions
obey the laws
Obey the rules that have been set up
Only do full loads of wash and dishwasher
Only run the dishwasher full, only run the washing machine with a full load, do not let any faucet run.
Only run the dishwasher when full. Take showers, not baths. Do full loads of laundry. Only water the lawn when necessary.
Only use water that is necessary. Turn off faucets when not in use. Follow water laws.
Only use water when absolutely necessary.
Only use water when neccessary.
Only use water when you need to.
Only use what is needed, please conserve.
only use what you need. turn the water off when you are brushing your teeth, if it's yellow let it mellow, if it's brown flush it down - conserve water by not flushing your toilet as much
Only wash full loads in washer and dish washer. Shorten showers and turn water off while sudsing up and applying shampoo.
Only water during watering times during watering days. Don't use hose until it has a turn off handle. Turn off the faucet while washing dishes and brushing teeth. zonly run dishwasher and clothes washer with full loads. Be more conscious of water use and abuse.
only water if your yard needs it and not during the middle of the day
only water lawn on your days
only water lawn when it's absolutely essential

only water lawn when necessary no more than once a week
only water lawns when absolutely necessary
only water on your day
Only water on your day.
Only water on your day. Run the dishwasher only when full.
ONLY WATER ON YOUR DAY; ONLY WATER WHEN THE GRASS NEEDS IT; NO AUTO SPRINKLERS
Only water on your designated days, turn the water off when you're not actively using it
Only water once per week and only at night or before sunrise
only water the grass if needed, wash full loads of laundry,don't wash the car, fix leaking plumbing
only water when needed, take shorter showers, save water that runs in your sink
Only water your lawn on days permitted. Try not to wash your car as often. Use shower heads and faucets that conserve water. Take less time in the shower.
only water your lawn on the day/times that the association has allotted for you. Be sure to check your sprinkler system to avoid problems that lead to incorrect watering times and/or over-watering by mistake.
Only water your lawn twice a week. Try to do a few things here and there to conserve water. Pressure local, and state government to start looking at long term solutions
Only water your lawn when it really needs it. It saves money too.
only what we have been told by the county
Only water your lawn on the allowed days. Take shorter showers
our water source is a finite resource...if we don't conserve it, it may well disappear
Pay attention to rules and follow them
Pay attention to the drought which we are in, conserve as much as you possibly can and remember that sinkholes are beginning to appear north of us as a result of lack of rains....it could happen to you!
PAY MORE ATTENTION TO ALL USE OF WATER IN HOME. FOR EX: LEAKY FAUCETS
Plant drought resistant plants. Follow water restrictions guide lines Oppose all new golf course developments
Plant Florida friendly landscape and definitely plant a grass that doesn't require a lot of water if they need grass at all.
Plant native plants, don't water your landscape, water only if necessary - or not at all. Purchase new water conserving appliances
Plant trees and scrubs that can handle high heat and little water. Or protest to get reclaimed water in their area. We had reclaim water but in Tampa they don't. Why?
please conserve for our children's sake
please conserve so we all have enough
Please conserve water by thinking while using it. Don't let water run while brushing teeth, don't let water run too long before getting into shower
please conserve. we don't want to end up not being able to water at all.
please do not fill your pond using your well!
Please follow the instructions that are given to us concerning water management.
Please listen to the call about our water shortage and drought conditions
please only use what is absolutely necessary and don't waste any.
Please use the water rationally
Please water your lawn only on the days specified by the county. Check your faucets to be sure they don't drip or leak. Don't leave your water running for no reason.
promote negative single family home growth
purchase reduced flow faucets
PUT CEMENT FOR YARD NOT GRASS
put in drought tolerant plants, low flow shower heads and toilets, only run dishwasher and washers on full loads
Quit watering your lawn everyday. Quit buying bottled water!
rain barrels. xeroscape
read swiftmud website
realize how important water is and not to take it for granted
Recycle water from your air conditioner.
reduce re-use recycle
Reduce the amount of times water consuming appliances are used.
reduce usage
reduce water use

Reduce your usage to what is necessary
Remind them that having an adequate water supply is much more important than having a green lawn in a drought.
Repair leaking sprinkler heads & those that water the road not the lawn.
research florida friendly landscaping
Research how to conserve
Research methods to conserve water.
reset your timed watering system
restrict lawn watering
Restrict shower time
Restrict watering of golf courses, let them water once a week. Stop or reduce development.
Restrict your water usage. Watch your water bills. Only water on the days and times designated.
run your water when within reason, don't let a hose or tap run for no reason; and use it responsibly
save
Save Water
save water get dirty
SAVE YOURSELF MONEY AND KEEP OUR RESOURCES FOR OUR GRANDCHILDRE TO ENJOY
Set timers for sprinklers
short showers
short showers follow lawn watering rules
Short showers/turn the water off while brushing your teeth and/or shaving, Wash all of your dishes by hand at one time, only run the dishwasher when it is full, purchase new low water toilets or flush only when necessary, do not plant anything extra that needs watering, save rainwater if possible.
shorten water time. Water early in the morning not mid day
shorter showers
Shorter showers , sprinklers off if not needed, full dishwasher, don't hand wash dishes, don't leave hose running unattended
shorter showers fix drains and leaks
shorter showers, dishwasher full, washing machine when needed
shorter showers, run dishwasher and washing machine less
Shower quicker and use less water by showering in stages. Get wet, shut off the shower or put it on hold, soap up your hair etc, turn the shower back on and rinse off quickly. Follow all guide lines or requirements regarding lawn watering etc. Consider investing in hardware which would be more efficient.
Showers take less water than baths - don't bathe quite as often - cover your pool for evaporation purposes
shut it off
shut off your damn sprinklers when it's not your watering day - check sprinkler heads for efficiency so you're not watering the street!
shut off taps when not needed. this is a new community and all houses equipped with low use water control devices.
shut water off when not using it...
shut your timers off & water only when necessary
simply cutting back on outdoor water use
soon it will be gone, save it now
Start with government properties. ie. schools, office complexes, etc. They water during the day...any day. Also big developments should be restricted from having extensive water needy entrances
stop and think
stop buying bottle water, get rain barrels to water lawn,
stop lawn watering
stop lawn watering, recycle bath water, take shorter showers
stop planting more trees
Stop pulling water from the lakes.
Stop putting in landscaping and lawns that required consistent watering
Stop taking such long showers, stop watering your lawn so often and not in the peak times of day, don't keep the water running while you are brushing your teeth. Rinse dishes more quickly and don't use the dishwasher and washing machine as often until you have totally full loads to wash
stop using plants, trees and grasses that are not native and require more water to LOOK pretty.
Stop using so much of it.



stop using where possible
Stop washing your cars daily
Stop washing your cars so often, water only on your designated day and time.
stop water the lawn when it doesn't need it
stop watering
stop watering during the day
Stop watering lawn and outdoor plants.
stop watering the darn lawns
stop watering the lawn
stop watering their lawn so often and use rainbarrels
stop watering their lawns during the day and fix their sprinklers
Stop watering when you are not supposed to!
stop watering your lawn
stop watering your lawn during dry season. Be aware and care
Stop watering your lawn, use rain barrel for decorative plants, mulch to conserve water
Stop watering your lawns and flowers and washing your cars. Dont leave the water running unecessarily while washing dishes.
Take a look at your personal water usage - little things like turning off water while you brush your teeth or wash dishes can save a lot; dripping faucets or running toilets can also waste water; take a look at your lawn watering needs, make sure you know your restrictions and when you should be watering and maybe consider going with Florida native plants that can withstand more drought conditions than others.
Take a shorter shower, put your sprinklers on a timing system.
take advantage of the Pinellas county low flow program
take quick showers, don't leave faucet on while brushing teeth, don't water your lawn so much, fix leaky faucets, wait to wash clothes or dishes in machine till there is a full load
Take quicker showers, check for leaks, run washer and dishwasher when they are full
take short showers
take shorter showers
Take shorter showers - Do not overwater the lawn/plants...cut back. Allow dirty dishes to soak in the same soapy water for that day; cutting back on refilling the sink with new soapy water. Cut back on how many times laundry is washed throughout the week if it is possible/depending on how large the family is.
take shorter showers, make sure all wash loads are full, do not run the water while brushing your teeth
take shorter showers, water landscaping only at most efficient times
Take shorter showers.
take shorter showers. Shut off the tap while brushing.
take water shortage seriously
taking baths instead of showers can reduce your use of water and hand washing dishes also helps reduce the amount of water you use
talk to your congressman cause there is no water shortage just brain shortage in tallehasee
tax the biggest users
Tell our city and state leaders to be a better example
That we all need to conserve water any way we can, our future depends on it.
that we need to watch the amount of water we use....or waste due to shortages.
That you can either have a beautiful yard or save water for your future children and grandchildren to drink.
the heck with your lawn, it won't help put out a fire
The least you can do is follow lawn watering restrictions. If you want to do more, put water saving showerheads in your home.
The same advice that I practice in my own water conservation, as previously noted.
The same suggestions I mentioned in a previous question.
The same things that I do to try to conserve water.
There is a finite amount of fresh water. The more you use, the faster it will be depleted.
There's only so much of it. We all need to conserve.
These days I regularly talk to people when I pass them watering during restricted times and days. More generally if I were talking to someone about conserving water, I would tell them that water is a finite resource--just like anyother resource and that if we aren't careful we could run out. And in Florida, I can remind them that drought conditions affect our water

table as our drinking water is mostly from ground water. In Florida I can also bring the discussion around to the Everglades and the fact that
They need to conserve since we are in a drought.
they should do fewer washes
think about all of the water that is not being used, that physically goes down the drain; imagine a dry world and what it would be like with no water
Think about how much you are using each time you turn on the faucet.
think about others, not just yourself
Think about the plants / grass in your yard and their water needs. Pick plants that are more drought tolerant. Think carefully about what type of irrigation system you install on your property.
think about your future child!
think before you turn on a faucet/flush or water
Think before you turn on the faucet.
Think before you use.
Think before you use.
Think twice b4 using your water
Think twice before you use water and maximize the use
Time your showers, run your dishwasher once a day, use a self serve car wash
To actually stop and look at the usage they are using, to look at the lawn and ask themselves honestly, does it need to be watered?
to avoid washing there car themselves,only wash full loads of laundry, shorten shower times
To be careful when they water, and to try to plant a drought friendly yard.
To be more concious of the water they're using
To be smart about water use - to buy low flow if they could afford it, turn it off when not using, and reuse as possible. Also to avoid red meat and buy from bulk containers when possible if they did not have a food allergy. The last two may not help locally, but will help globally.
To buy more energy saving dish washers, or start with washing dishes by hand. To make sure to only water on designated days.
To conserve. Look at all the areas they use water and find a way to cut it by 25%
To do the things that I do. Water lawn less often
To do their best to use their water supply smartly. Think of every way possible to save H2O.
TO FOLOW WATER RESTRICTIONS AND TO WATCH WHAT THEY USE THEIR WATER FOR.
to limit your water use
To obey the strict laws regarding watering lawns, don't let water run while washing dishes or brushing teeth, take short showers, use shower or bath water to water plants
to put a brick in the toilet tank, and dont flush when just urinating and only water lawn if needed once a wk
to reduce water usage in lawn and hand water before sunrise, not wash cars and install water saving shower heads etc
To stop watering during the day and stop planting grass on median strips.
To stop watering the lawn everyday
To try the same household measures I ahve of turning off the faucet, shorter showers, etc
To turn off faucets when it is not needed for immediate use, like when brushing teeth.
To turn off their irrigation system during rainy season.
To turn off water while brushing teeth and to water only on their watering days.
to use common sense about using water and saving all we can.
To use less water
To use less water when washing clothing - you get plenty of water when you use "small" versus "large" load and it's quite a savings in the long run, both financially for the home owner and on a larger scale, the whole community is using less water.
to water at night and not during the day.
To water their lawns only on their given day and no to wash their cars as often as they do.
to ytr an decrease your water usage as much as possible every day
Too much to type--I send out info to a 2820 home community pertaining to lawn care, watering, etc.
trun off water when not in use
Try to obtain water efficient appliances and water only on the allowed days and times.
try to use only what you need

Turn off the water when not needed. Also water the lawn as little as possible
turn faucets off, water only if needed
turn it off while brushing teeth, don't flush all the time unless necessary, only water lawn in the early early morning.
turn off faucets when not in use. Water during evening or early morning hours. Do complete loads of laundry.
Turn off faucets when not using the water. Water your lawn only on designated days.
Turn off irrigation when raining, turn off faucet when brushing teeth, only do laundry with full loads,
Turn off running water.
turn off taps when not in use, water on days for your address, wash larger loads of clothes, dishes
turn off taps, low flow toilets, less lawn watering, less laundry washing
turn off the faucet
turn off the faucet while showering, easy on the lawn, wash your car once every fifteen days, never leave your faucet running when doing the dishes or washing cars. That's really stupid! Care for your water!
Turn off the tap
turn off the tap when you brush your teeth, only run your dishwasher and clothes washer when full. Only water on your designated day.
turn off the water when brushing teeth
Turn off the water while brushing your teeth, don't rinse dishes before putting them in your dishwasher, water your lawn at night on your required day, do your laundry at night in cold water, shower every other day,
Turn off water when brushing teeth, limit shower time, fill the dishwasher entirely before running it.
Turn off water when brushing teeth; take shorter showers; use dishwasher only when full; water lawn only on designated day
turn off water when brushing teeth, only run dishwasher if full; shorter showers or turn off shower when soaping up (these things they do in Bermuda every day)
turn off water when not using it.
turn off water while brushing teeth....don't water lawn unnecessarily
turn off water while washing hands, brushing teeth get flow restrictors for all faucets (I did that last summer)
Turn off your sprinkler after a good rain. Take shorter showers.
Turn off your sprinklers.
turn off your water when bathing, brushing teeth etc.
turn water off while brushing teeth, turn water during scrubbing of dishes, make sure toilets are working properly
turn water off while brushing teeth, water lawn at night and only for 30min
turn water on only when actually using it
Turning off water while soaping in the shower, when brushing teeth, only water lawn or wash car on legal days.
Unsure
use a commercial car wash
Use a shorter wash cycle for your clothes, and don't let the water run. Also, pay attention to your toilet to see if it is "running".
Use as less water as you can.
Use as much as you need, but do not waste it.
Use Cold Water, turn off water when brushing teeth, washing dishes, shorter showers.
use common sense
Use common sense and consider everyone
Use common sense and turn off water when not in use. Also, adjust and monitor automatic sprinkler systems.
use common sense.
Use common sense.
use common sense; turn water off when not in use, water in the evening/night only on assigned day
use drip irrigation where it can be used
Use drought resistant landscaping Look at replacing toilets Conserve water in the shower and faucet
use florida friendly drought resistance lawns and plants. NO SOD
use just what you need and don't waste it
Use less
use less
use less
use less

use less
use less
use less
use less
Use less in laundry, bathing, dishwasher and never leave water running
use less water
use less water
use less water on your lawn
use less water, use water wisely
Use low flow shower head, turn water off when shaving and/or brushing teeth, don't water your lawn.
Use more reclaimed water.
Use only if deemed necessary
Use only necessary water - turn off faucets, shorter showers, full loads of wash and dishes
Use only the water you absolutely need. Don't waste water
use only what you need
Use only what you need
Use only what you really need and don't take more
use only when allowed
use paper plates when applicable, do laundry with full loads only, run water only to rinse mouth when brushing, not during brushing time
use rain barrels for outdoor watering, we also collect water from our ac unit to water plants
Use regulated toilets, use shower heads that reduce the amount of water, shut water when not using at that moment, clean dishes first then rinse.
use the water only when needed, don't let it run too long use an on/off nozzle on the hose etc
Use water sparingly
use water sparingly, water lawn once a week, water saving shower nozzles and toilets
use water wisely
use water wisely .... save it for your grand kids
use what you need. don't waste. don't water the street or driveway
use with extreme caution
use your head
used reclaim water to water lawn
visit <a href="http://watermatters.com">watermatters.com</a> , not to water the lawn, stop washing your car at home.
wash bigger loads of wash, don't leave water running when brushing teeth
Wash your car with two buckets of water. Mulch your flower beds.
watch how much you use and water only when you really have to
watch how you use water-you know when your wasting!
Watch it.
watch what you use and try to "reuse"
Watch your sprinklers when you water your lawn so you water only the lawn and not the street
Water after dark and only as needed, landscape your lawn so that it can withstand a Florida summer with minimal water, and don't worry too much about how your car looks.
Water before dawn.
Water by hand only as needed and check all water outlets for leaks and repair.
Water during the night
water early morning
water is life , conserve water to give life to your children
Water is our most important resource
water is priceless, we must use it wisely
Water is too valuable a resource to waste.
Water isn't "free", and it certainly is finite.
Water landscape only when needed. Get low flow shower heads; shower rather than bathe. Find a commercial car wash that recycles water.
water lawn before sunrise or water after sunset

water lawn less don't run facette for long time
water lawn less, hand water flowers, turn off faucets while brushing teeth, take shorter showers
Water lawn less. Add water reducer in shower
Water lawn minimally, only wash car where water is recycled, don't plant things with high water need....
water lawn once a week only.
water lawn only when needed
Water lawns in the evening or warly morning and NOT in the middle of the day. Install devices on showers and toilets to use less water.
water lawns less
Water lawns less, and only late at night. Try to conserve water as often as possible, or it may not be there when you really need it.
water lawns on specific days only when needed
Water lawns only in the early am, before the sun is up. Take as short a shower as possible.
water less
WATER LESS
water less, quick showers , low flow devices, think think think --- don't use unneccessarily -- don't leave water running
Water less; Laundry only twice a week
water on certain days
water on designated days and times
water on the assigned day
Water on your day only in early morning or night, watch usage indoors as well.
Water on your days and don't let the water run down the driveway. Inside the house, don't let the water run right down the drain.
Water on your days if needed
water on your days only
Water on your days only if you need it.
water on your watering days and be conscious of how you use water.
Water once a week during the hours that the sun is down. do laundry when you have a full load. restrict the frequency that you was your car. consider installing a lower water volume toilet
Water only if necessary Plant drought tolerant plants Do not water during day time hours
water only on days you are supposed to
Water only on designated days; turn off faucets except when in use; take shorter showers; use low-flow plumbing when possible.
Water only on specified days. Wash clothes and dishes only on full cycles, when a full load. Install new shower heads.
water only on watering days if necessary, take showers not baths
Water only on watering days. Check faucets, both inside and outside to make sure their is no dripping.
water only on your days
Water only on your designated day...save laundy to use only once a weem...save dishes and silverware as long as possible for washing...
water only on your given days
water only on your scheduled watering day
water only on your water day and only if you need too
water only once a week. turn off water when you brush teeth. use a broom to sweep not a hose. don't wash your car.
Water only twice a week
Water only when absolutely neccessary to save a plant. Wash your car when absolutely necessary, if you want it to sparkle all the time go to a car wash. Fix or turn off leaking faucets. Drink bottled water. Install water saver devices.
water only when absolutely needed
Water only when necessary .
Water only when necessary and at night
water only when needed
water plants by the bucket not sprinkler
water their lawn on their specific day and the specific time
Water your lawn if you need to only on the days allowed and only if needed. Make sure sprinkler systems are operating properly and make sure outside water connections are not leaking.
Water your lawn less

Water your lawn less and only if it needs it. Turn off the water when you are not using it. Check for leaks.
Water your lawns less, turn off water when not in use
water your lawns only on days required, wash vehicle only if needed
watering lawn less and use rain water
Watering restrictions, water is precious --protect it. Limit rinsing dishes, only have full washing machines, short showers, water off during brushing teeth.
We all have to do our part to save our resources.
We all live here, we all need to take care of our environment. Be a part of the community, not part of the problem.
We are all dependent on one another. Just because you and I aren't farmers, or whatever, doesn't mean we're not affected by water shortages. We should be concerned about what affects others in our community.
We are in this all together.
We need the water more than your lawn.
We will run out of water if we do not conserve
We won't ever run out of water but you might not be able to afford to purchase it if we have to change the way we get it.
What I do
when using the faucet, don't let the water run between washing items. don't flush the toilet just for urine. restrict watering your lawn altogether, water plants/shrubs with watering can. if you need to wash your car use a bucket and rinse sparingly. resist long showers and if necessary shut water while lathering. condense wash loads/ depending on use, use a bath towel more than once
where to find alternatives...e g: barrels for saving rainwater
Write down how many times a day you turn on a faucet and then evaluate if it is necessary
water on days you're told and times your told period
Xeriscape
xeriscape your yard, take shorter showers, turn off tap when not using.
Xeroscape your yard so you don't have to water it. Do not use outdoor fountains. Use watersaving toilet and shower fixtures in your home. Turn off the water when you brush your teeth.
Yes
You don't need to have the perfect lawn. Please conserve water!
You only hurt yourself if you violate water restrictions. It all comes out of the same aquifer.
You really don't want to hear a native Floridian's comments on this subject!! :)
Your lawn can be replaced we need water to live.
Your sprinkler system is always on. Hey you're using too much water. Your great looking lawn makes you look guilty. You ought to have to pay more for using more, not me. Your getting us all in trouble. How does the White House Lawn look today ? Like Yours ?

## **Media Research Focus Group Report**

**Qualitative research to guide the  
development and evaluation of the  
District's Water Conservation Public  
Awareness Campaign**

## Introduction

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

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

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

## Methodology

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

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

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

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



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

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

## **Research Findings**

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

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

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

## **Location**

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

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

## **Lawn care**

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

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

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

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

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

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

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

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

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

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

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

*--Female, Brooksville*

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

*--Female, Tampa*

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

*--Male, Brooksville*

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

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

*--Female, Sarasota*

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

*--Female, Tampa*

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

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

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

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

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

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

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

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

## **Water conservation**

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

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

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

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

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

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

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

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

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

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

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

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

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

## **Condition of lawn reflects owner**

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

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

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

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

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

## **In-ground irrigation settings**

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

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

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

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

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

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

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

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

## **Television spots**

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

### **“Tom and Stan”**

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

*It's a little 30-second story being told and it caught my interest.  
Well, I remember that one the best.*  
--Male, Brooksville

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

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

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

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

### ***"Programming Man"***

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

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

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

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

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

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



***“Skipping is fun”***

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

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

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

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

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

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

***“HOA”***

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

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

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

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

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

## **The “Skip a Week” Concept**

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

*Water one week, skip one week, water the next week, every other week.*

*--Female, Brooksville*

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

*--Male, Brooksville*

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

*--Female, Sarasota*

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

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

## Taglines

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

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

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

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

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

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

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

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

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

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

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

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

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

## Conclusion

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

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

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

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

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

# Appendix A

## Moderator's Guide

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

**AUDIENCE**

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

**LOCATIONS & DATES**

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

**METHODOLOGY**

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

**RESEARCH GOALS**

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

**I. EXPLANATIONS AND MODERATOR INTRODUCTIONS (about 5 minutes)**

Introduction and Purpose

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



## Procedure

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

## II. INTRODUCTIONS AND WARMUP – GENERAL LAWN CARE (15 minutes)

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

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

### III. SHOWING CREATIVE (40 minutes)

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

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

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

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

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

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

#### **IV. TAGLINE TESTING (20 minutes)**

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

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

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

13. Why do you relate to this statement?

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

**V. CLOSING** (about 1 minutes)

Thank you so much for your time.

Does anyone have any questions for me?

*Hand out incentives to participants.*

## Appendix B

### Focus Group Transcripts

**Salter>Mitchell**  
**Focus Group Discussion**  
**Bartow**  
**August 17, 2009 at 6:30PM**

Moderator: How's everybody doing?

Seth: All right.

Tina: Very good.

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

Tina: Do you want me to turn yours around?

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

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

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

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

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

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

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

Seth: Lakeland, South Lakeland.

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

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

Moderator: Okay, great.



Dustin: I'm from Lakeland, too.

Moderator: Very good.

Janek: I'm Janek O'Toole and I, just like you, sit back and relax and enjoy the sun as well as enjoy the good weather of Florida.

Moderator: Very good, and you're from Lakeland?

Janek: Yes.

Moderator: Very good. Next?

Tina: My name is Tina and also I just had my husband build a patio out front so that I can sit, just sit by the table in a chair and just watch from our front yard.

Moderator: Okay, great. Thank you.

Lee: My name is Lee and I have three dogs and I play with them in the backyard and run races.

Moderator: Okay, great. Where are you from, Lee?

Lee: South Lakeland.

Wanda: I'm Wanda and I live in Lakeland and I also watch my son while he's playing outside, and he's two.

Moderator: Okay, very good.

Ed: I'm Ed and I love my trees to death. I'm always out there in the yard just propagating and planting a tree or something. I got four dogs to play with and I'm a tree man.

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

Tina: Pull weeds by hand.

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

Tina: I try not to do it very often.

Moderator: Okay.

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

Moderator: Okay.

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

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

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

Seth: Once a week.

Wanda: Once a week.

Lee: Once a week.

Ed: Once every two weeks.

Dustin: Once a week, every four days sometimes.

Tina: Once a week.

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

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

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

Janek: I would say four inches.

Moderator: About four inches?

Janek: About four inches.

Moderator: Okay.

Dustin: I'd say four to six.

Moderator: Okay.

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

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

Wanda: Like this.

Moderator: Okay, about three inches.

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

Moderator: Okay.

Ed: The highest setting is the healthiest.

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

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

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

Moderator: Anybody else ever hear that...?

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

Moderator: Okay. Lee, what have you heard?

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

Moderator: Okay. Anybody else hear anything like that?

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

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

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

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

Seth: Come on over and do mine, too, and save me some money.

Moderator: So what else do you do? Dustin, what do you do to take care of your lawn?

Dustin: Me? I just pan water when it's necessary. I don't like to use the sprinkler system because I don't think it gets everywhere it needs to get and I think it wastes a lot of water. I mean I have used it but I mean we've been getting so much rain. I know we were dry earlier but that was weeding flower beds.

Moderator: Who else did we – Lee, did you...?

Lee: No, I don't think I said – I have used some herbicide. I have some of the air potato in the yard and stuff like that so I've used some herbicide and insecticide and tried to kill some of the change bugs and everything. I haven't had much success. Two years ago I hired one of those lawn green companies and they came out there and sprayed. I didn't see much improvement in it and so I just kind of cancelled that and then I fertilize it once a year with no success really.

Moderator: Okay. Wanda, did you...?

Wanda: I don't really do anything.

Moderator: That's perfectly fine.

Wanda: It comes all by itself.

Moderator: Let me ask you this. Just kind of thinking about either you or people in your neighborhood, I want you to just stop and think of your lawn compared to the people in your neighborhood. Is your

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

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

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

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

Moderator: Okay. Janek, you...

Janek: Mine is worse.

Moderator: Okay, tell me why.

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

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

Moderator: Okay. Who wants to go next?

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

Moderator: Okay. Why is that?

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

Moderator: Okay. Who wants to go next?

Seth: Mine is about the same.

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

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



Moderator: Okay.

Lee: Mine is probably the worst. We had before the hurricanes in 2005 or 2004, 2006, something like that, it was before we bought the house but there are two large oak trees in the front yard that obviously provided shade for the St. Augustine and then those got blown over. So since then I think we'd spend – We're just seeing other grasses kind of come in because there's not that shade there. I try to water as little as possible, so that's probably why it's not that green.

Moderator: Okay. We'll talk a lot about watering tonight. Wanda?

Wanda: The same.

Moderator: The same? Why is that?

Wanda: I mean it's green as the others. I don't really see any difference so I think it's the same.

Moderator: Okay. Tina?

Tina: I think mine is the best because my husband actually does it, but he and my mom lives with me and the two of them are crazy about planting all flowers. She's got sunflowers and he's got this, and he's a freak about planting all kinds of things and we have flowering bushes and I've had my preference of my tall grass. So we have all these things that as we sit on the patio, there's lots of stuff to look at, and he takes care of it all. Every night he turns on that thing that shoots water all over the place and gets the grass all wet you can't walk through it. Whatever the sprinklers don't get, he gets with the hose and so he's always out there playing with the yard, but it's nice to look at.

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

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

Moderator: Okay.

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

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

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

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

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

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

Seth: Now.

Moderator: Now? Okay.

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

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

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

Seth: And I guess humid.

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

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

Tina: I took it off.

Moderator: You took it off? When do you start – Just tell me about your watering habits in general. When do you actually water your lawn or do you water your lawn?

Wanda: I don't. My dad does that.

Moderator: Your dad? Okay. How often does he water?

Wanda: Twice a week.

Moderator: Okay.

Lee: When it doesn't rain, like we had a dry spell earlier this year. I paid a lot of money for the sod in the back. We put a pool in and tried to make it look nice. So I'll get out and handle water when it's dry. It's rare that I actually have to do it now. Well, I water the plants, hand water them when it doesn't rain.

Moderator: Well, let's say in the non-rainy season which would be what – winter I guess or...?

Ed: Actually the middle of October all the way to sometimes July 1<sup>st</sup>.

Dustin: About the end of October through March.

Moderator: Well, let's think about those times. Thanks for bringing that up, Ed. So middle of October to July or whatever, let's call it the non-rainy season. How often do you water your lawn?

Lee: I go out there once a week, spray dose.

Moderator: Okay. Ed, how about you?

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

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

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

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

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

Moderator: Okay. How about you, Janek?

Janek: Once a week.

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

Seth: About every three days.

Moderator: Tina, how about you?

Tina: My husband tries it every day. He does not want his grass to die and it dies anyway.

Moderator: How about you, Lee?

Lee: Probably every three days.

Moderator: Every three days? I hear a lot that there are some watering restrictions around these areas. Do you all live in the area with watering restrictions? What are those restrictions?

Lee: I don't know.

Moderator: How many of you here know the restrictions? Raise your hand if you do.

Ed: If you have a well, there isn't.

Janek: There is a restriction but what kind of restriction we don't really know.

Seth: I think it's once a week.

Tina: How do you find out?

Moderator: I'm sorry, I don't have those answers, but the folks who are watching, this is the stuff they want to know.

Seth: You said you're not from the government.

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

Tina: I never water my grass.

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

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

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

Moderator: Okay, anything else?

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

Moderator: Okay, anything else?

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

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

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

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

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

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

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

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

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

Janek: Occasionally I do hand-watering also.



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

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

Moderator: Okay.

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

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

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

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

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

Moderator: Okay.

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

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

Moderator: Alright. What are some other views?

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

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

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

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

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

Moderator: Okay.

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

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

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

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

Lee: Sure.

Dustin: Yes.

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

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

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

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

Dustin: I think so.

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

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

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

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

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

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

Moderator: Do you see that often?

Respondents: Yes.

Dustin: Every time it rains.

Seth: More businesses than anything.

Tina: So what happens to these people when there is...?

Dustin: I know that there are sensors that they can buy and when it rains, it will shut the system off.

Ed: Well, I know in Tampa they've been making tickets out. They're doing it at Tampa and Hillsborough County.

Moderator: Anybody have rain sensors? Dustin, you brought up a good point, rain sensors that turn off your sprinklers if it's raining. Do you have those at your house?

Dustin: I have it on there but I think the guy that put in our satellite dish broke it off. It was on the same side and I don't know if it works.

Moderator: Thanks so much for the discussion. This is some really good stuff. I'm actually going to show you some television clips. What I'm about to show you right now - again, it's something called a mock-up. Now a mock-up is basically a beginning stage of an advertisement. This is by no means the 'end all, be all' of the ad. It's stuff that before a commercial is made for television, this is what we show. The sound quality may not be that good so there may be some buzzing. So again, I apologize for the quality but I'm going to actually show you four in a row.

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

[Television ads]

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

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

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

Moderator: Okay, expand on that.

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

Moderator: Okay, what else?

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

Moderator: Alright.

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

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

Seth: No.

Tina: I wouldn't.

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

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

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

Moderator: Got you. Okay.

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

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

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

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

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

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

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

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

Seth: No.

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

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

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

Dustin: To skip a week in the winter.

Moderator: Alright, anything else?



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

Moderator: Okay. What do you all think?

Dustin: Every other week.

Tina: Yes, I was thinking every other week.

Moderator: Thinking every other week? Okay.

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

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

Seth: Water conservation as a whole?

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

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

Moderator: Okay. What do you mean, Lee?

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

Moderator: Got you.

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

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

Dustin: Not a bad idea.

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

Dustin: Homeowners association?

Moderator: Alright.

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

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

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

Dustin: Saving money.

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

Janek: As far as water is concerned?

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

Dustin: Money.

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

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

Tina: Wake up call.

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

Janek: So it was a holdup on you.

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

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

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

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

Wanda: I never.

Seth: No, I hate the homeowners association.

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

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

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

Seth: No.

Moderator: Okay. Why is that, Seth?

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

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

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

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

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

Seth: Why would there be a meeting like that?

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

Dustin: Community group.

Lee: Like a town hall...

Seth: A town hall meeting.

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

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

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

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

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

Lee: Skipping.

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

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

Tina: That would definitely put out the message.

Ed: Yes, that was good.

Moderator: Okay. Why do you think it resonates?

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

Janek: I wasn't convinced with that message.

Moderator: Talk to me about that.

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

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

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

Dustin: No.

Wanda: Not really.

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

Moderator: Okay.

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

Janek: Land and Garden.

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

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

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

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

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

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

Janek: Yes, I believe very strongly that part.

Moderator: Okay, why do you say that?

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

Tina: I think people don't understand that.

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

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

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

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

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

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

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

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

Janek: Right, it has been displaced.

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

Moderator: Okay. Yes, Ed?

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

Janek: Processed water.

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

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

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

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

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

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

Moderator: Okay. What else stood out about it?

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

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

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

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

Moderator: Okay. Did that affect anybody else?

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

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

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

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

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

Janek: It gives a personal touch.

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

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

Seth: Oh, I would leave it in.

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

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

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

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

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

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

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

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

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

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

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

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

Moderator: That was the third one?

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

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



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

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

Moderator: Okay, thank you.

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

Wanda: Me, too. Number four.

Ed: Yes, number four.

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

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

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

Dustin: It would be four for me.

Moderator: The four for you, too?

Dustin: Right.

Wanda: Number one for me.

Moderator: Number one? Okay, the programming.

Lee: Four.

Moderator: Four?

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

Seth: I would probably say four.

Janek: I would go for four.

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

Tina: Four, with the bugs and the fungus.

Wanda: Same thing for me, four.

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

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

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

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

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

Moderator: Got you.

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

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

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

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

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

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

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

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

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

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

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

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

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

Janek: That makes it healthier?

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

Janek: Does that make it healthier?

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

Janek: That's a good logical point.

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

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

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

Seth: Close.

Lee: Near, yes, a couple of miles.

Tina: A few blocks.

Moderator: One last thing or one thing that we're getting ready to do is actually – Then this will be the last exercise and I'm going to show you some – These are some things called taglines which are basically endings of commercials, and there are actually four copies so if you could just kind of maybe spread them around to the full turn, maybe put two on each side. The first one is, Tina, read that out loud if you don't mind me asking.

Tina: If everyone saves a little, it can add up to a lot.

Moderator: Cool. Okay, that's the first one, if everyone saves a little, it can add up to a lot. Here's a second tagline. Dustin, if you wouldn't mind reading that out for the camera.

Dustin: Sure. Florida's water is worth saving.

Moderator: Very good, and then here is the third one and, Ed, if you wouldn't mind reading that one for the camera.

Ed: Okay. Skip a week. It's easy. It's the right thing to do.

Moderator: Now these are three taglines that SWFMD is looking at possibly using in advertising. Again, this is not at all 'end all, be all.' Kind of share around, I want you to discuss which one of these three speaks to you personally? Which one resonates to you the most? Wanda, you said...

Wanda: This one.

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

Dustin: That one does it for me.

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

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

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

Seth: Yes, absolutely.

Tina: Yes.

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

Moderator: Okay. Why is that? [Laughter]

Tina: It's a personal opinion.

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

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

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

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

Moderator: Okay. Why is that?

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

Moderator: Okay.

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

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

Janek: It annoys me so much.

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

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

Moderator: Okay.

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



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

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

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

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

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

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

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

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

Moderator: Okay, anything else?

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

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

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

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

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

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

Moderator: Great.

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

Moderator: Yes. Thanks so much.

Ed: Alright.

Moderator: Bye-bye!

-End of Recording-

**Salter>Mitchell**  
**Focus Group Discussion**

**Sarasota**

**August 18, 2009 at 6:30 PM**

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

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

Corina: Yes, I did.

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

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

Moderator: Okay.

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

Moderator: You don't have to.

Graham: Graham F. and my favorite outdoor activity in my yard would happen to be my swimming pool as well.

Moderator: Okay. Cool. You guys can hang out.

Graham: There's a pattern for me here.

Moderator: Okay.

Corina: My name is Corina. Favorite thing I like to do in my yard – not much - [laughter] planting

Moderator: Okay.

Leslie: I'm Leslie and my favorite thing is taking care of my fruit plants, my trees. That's what I enjoy outside.

Harold: I'm Harold Briscoe and my favorite thing is taking care of my children and those are all my plants I have in the yard – all have names. My favorite one is Adrian.

Moderator: What kind of plant is Adrian?

Harold: He is a – I'm not exactly sure what he is. [Laughter]

Moderator: But he's your favorite?

Harold: He's red. He's growing like crazy. So, yes, I just buy them and take care of them and love them.

Moderator: Awesome.

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

Moderator: Okay.

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

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

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

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

Corina: Yes.

Moderator: Okay.

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

Moderator: How often do you do that?

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

Nympha: [unintelligible] color to them.

Leslie: Yes. That's true

Moderator: Okay. What are some of the other things you do to keep your lawn in good shape?

Leslie: Mow it. [Laughter]

Moderator: Mow it? Okay. Does everybody here mow their lawns?

Harold: Yes.

Charlie: Yes.

Graham: Yes.

Moderator: [Crosstalk] How often do you mow your lawns?

Charlie: Once a week at least.

Leslie: Yes.

Moderator: Do all of you mow your lawn once a week?

Leslie: Yes.

Graham: No. I do mine every other week.

Moderator: Every other week?

Graham: Yes.

Moderator: Okay.



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

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

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

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

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

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

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

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

Charlie: Insecticides.

Moderator: Insecticides. Anything else?

Leslie: I agree.

Moderator: You agree, Leslie?

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

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

Charlie: I wish I could agree with him. I spend so much money on – you can only fertilize so much. It's a couple of times a year. I agree with that gentleman, but the [chinge] bugs don't seem to agree with him.

Moderator: Okay. Anything else you can do to take care of your lawn to keep it in good shape? Alright. Compared to other lawns in your neighborhood or your community, would you say that your lawn is better, the same as, or worse than other lawns in your community?

Graham: Above average.

Moderator: Above average? Okay. Same?

Nympha: About the same.

Corina: D-restricted areas that I live in, you maintain basically the same.

Leslie: They'll send you a letter.

Moderator: Oh, really? [Laughter] - about the same? Alright. Some of you said that your lawn was better than your neighbors. What makes it better?

Nympha: One thing better is maybe it's more colorful. When I have a lot of plants in colors then you say, "Oh, mine looks better," because it's mine. [Laughter]

Moderator: Okay. That's fair. Graham, you said your lawn was above average?

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

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

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

Moderator: Okay.

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

Moderator: You can overeater you say?

Leslie: Yes.

Moderator: What does that mean?

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

Moderator: Okay.

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

Moderator: Do you think people do that?

Nympha: Yes. Some people do that.

Moderator: Okay. Would you say the average person in Sarasota...?

Leslie: In Sarasota? I would think so. Yes, personally, I would think so.

Moderator: Okay. Can you describe to me what a healthy lawn looks like?  
What a healthy yard looks like?

Leslie: Green

Charlie: Green. No weeds.

Corina: Very green.

Leslie: Tight.

Moderator: What do you mean tight?

Nympha: It looks like a rug. It's not [crosstalk] doesn't have patches and holes.

Moderator: Alright. When you say like a rug, does that have anything to do with the height of the grass?

Leslie: It's just perfect thickness.

Harold: Yes.

Moderator: Okay. How tall do you like to keep your grass?

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

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

Leslie: Five inches, maybe.

Nympha: Between three and five inches.

Moderator: Do you guys agree? Ken?

Ken: Yes.

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

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

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

Leslie: You take care of your property value.

Moderator: Okay. Oh, the property value?

Graham: Pride of ownership.

Moderator: I'm sorry?

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

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

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

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

Ken: Same here.

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

Corina: Do you pay for your water irrigation?

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

Moderator: I'm sorry?

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

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

Graham: Sometimes.

Moderator: Sometimes?

Nympha: Yes.

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

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

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

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

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

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

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

Moderator: Okay.

Graham: Mine is around 2:30.

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

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

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

[Commercial Playing]

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

Corina: The classroom.

Moderator: The classroom?

Graham: It was actually an HOA meeting.

Moderator: Okay. What was that exact commercial about?

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



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

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

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

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

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

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

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

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

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

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

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

Graham: Negative.

Moderator: Negative?

Ken: Yes, little Hitlers.

Moderator: Do you guys all agree?

Graham: Clipboard Nazis. [Laughter]

Corina: It's good and bad.

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

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

Moderator: Okay. The bad things?

Graham: Clipboard Nazis. [Laughter]

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

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

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

Charlie: No.

Harold: No.

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

Graham: No.

Moderator: What was it asking you to do?

Graham: Shut it off for a week.

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

Corina: Turn off the sprinkler for a week.

Moderator: For?

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

Moderator: Okay.

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

Corina: You'd save that water.

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

Corina: The girl skipping and the jump roping.

Moderator: Is that what the second-? I couldn't see in [all sides]. [Laughter]

Nympha: I just wrote skip, skip, skip. That's how I remembered that one.

Moderator: Alright. What was that one about? What was it asking you to do?

Corina: The same thing - skip a week.

Graham: Skip a week. It just didn't click with me.

Moderator: Okay. Why not?

Ken: I was waiting for more information on what they were getting at.

Graham: Yes. It was kind of a [unintelligible]. It didn't go to where they wanted you to be quickly.

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

Harold: I saw what they were trying to do. I don't know if it was that effective at all – examples of skipping.

Leslie: At the end you would know what it meant but not [Crosstalk]

Graham: Till you caught that moment but people are wondering in their houses and then they're doing things and then if you missed that one moment, you wouldn't know what it was. [Laughter]

Moderator: Alright. If you had seen it, would you be interested in what it was saying?

Graham: No.

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

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

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

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

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

Nympha: That one ran after the other.

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

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

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

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

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

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

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

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

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

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

Moderator: Okay.

Graham: Entertainment.

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

Graham: You knew what it was about.

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

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

Moderator: Winter in Florida? What did you say?

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

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

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

Leslie: Yes.

Graham: Yes.

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

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

Corina: Men.

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

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

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

Corina: Yes.

Leslie: Yes.

Nympha: Yes.

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

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

Corina: My husband, my son.

Nympha: The men.

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

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

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

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

Corina: It was funny.

Nympha: Yes. It was funny.

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

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

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

Nympha: Yes, probably.

Corina: Possibly.

Graham: Yes.



Moderator: What about it that might persuade you?

Nympha: I think the information because he gave precise information on, "If you do this, you're going to have this mess. If you only water the lawn, it's going to have a problem." [Crosstalk]

Leslie: [Crosstalk] Bacteria or whatever it said.

Moderator: Okay.

Ken: The information got stuck in my head more so than the other ones.

Harold: Yes, it stands out.

Moderator: Alright. Can you list what information that ad gave you that stuck out to you.

Leslie: The overwatering. That if you water too much, it just brings bugs infestation or bacteria like he said. The patch of the dead grass -

Corina: He said, "It was winter. Skip a week." It gives you visuals.

Moderator: Alright. I know we talked about it a little bit before but when it says skip a week does that mean skip – like skip a week in what timeframe?

Graham: The entire week.

Leslie: Yes, a week, seven days.

Moderator: Does it mean skip one week or every other week?

Leslie: I understood it as every other week you're using your sprinklers.

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

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

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

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

Moderator: Oh, okay.

Ken: Same with me.

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

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

Corina: To go manual. [Crosstalk]

Leslie: Yes, go manual.

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

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

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

Corina: I'm not technical but the commercial didn't relate to me though.

Moderator: Okay. That's fair. Is anybody here interested in what that fourth commercial said? What was it telling you to do?

Leslie: To go manual.

Moderator: To go manual? Okay.

Harold: Then it's relatively easy. I think that's what they were trying to say, is that you can't program your coffee maker, your VCR, but if you're going to go manual with your sprinkler system, it's not that hard. [Crosstalk]

Graham: Which I think is important because I mean, personally, I don't have a problem programming things kind of things but I have family members that do and I have to go over to their house and I have to do it for them, because it's beyond their comprehension even with a little instruction booklet.

Moderator: Is programming your sprinkler system difficult?

Graham: Not for me, but for other people it is.

Moderator: Is it difficult for anyone here?

Leslie: For me, I do it manual. [Laughter] I don't know how to do it. I do it manually.

Moderator: Okay. Does anybody else here have a problem?

Ken: I probably do. That's the reason I do it manually.

Moderator: Why do you do it manually?

Ken: I pay for water. I don't have a well.

Corina: I don't pay for water but I'm restricted.

Moderator: Okay. How many of you here pay your water bills?

Leslie: Water bills?

Moderator: Yes, for the irrigation. Is it separate?

Graham: It depends. Some places its separate, some places it's not. Mostly it's not.

Moderator: Okay, it's not separate.

Graham: So you're paying city water for the water of your lawn, but some communities have wells where they provide the water for the community.

Nympha: I have well.

Moderator: Okay. So is it mostly the irrigation for the whole community that's separate? Is that how it's separate or is it...?

Graham: Well, some communities provide the water for your line. Most communities don't but some do. It's part of your HOA fees. You're providing electricity to pump it.

Moderator: Oh I see. Okay. Out of those, let's see – judging from that fourth commercial, how many of you would do what it was asking you to do? Of the four ads that we just saw, which one did you think was the most interesting?

Graham: Tom and Dan.

Leslie: Tom and Dan.

Corina: Tom and Dan.

Moderator: Tom and Dan?

Charlie: Yes.

Moderator: Any other ads that you thought were interesting? What was so interesting about Tom and Dan?

Corina: They were entertaining. I'd watch the commercial. Not just stare at it saying, "That was a waste of two minutes of my life right there." [Laughter]

Nympha: I think it was informative.

Moderator: Informative.

Graham: Well, they actually showed a picture of what the subject matter was and that's your yard. I mean the other one that was skipping rope with grass in the back but it wasn't focusing on the grass.

Moderator: Okay. So it got the point, you think?

Graham: Yes.

Corina: Quickly.

Moderator: Quickly?

Corina: That patch of grass came out quick.

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

Nympha: Informative.

Moderator: Informative. Okay.

Leslie: Relaxed.

Moderator: Relaxed? What do you mean by relax?

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

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

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

Corina: Yes.

Ken: I used to.

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

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

Graham: People are competitive.

Moderator: Okay.

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

Nympha: Avoid the letters.

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

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

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

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

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

Corina: Tom and Dan.

Graham: Tom and Dan again.

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

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

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

Leslie: Yes.

Moderator: Okay. So it's realistic?

Leslie: Yes.

Ken: Yes.

Graham: Yes.

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

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

Moderator: Did anybody else...?

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

Moderator: Did anyone else know that?



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

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

Moderator: Was that new to anyone else here?

Harold: No.

Moderator: Now you knew that?

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

Moderator: Harold, was that new to you?

Harold: No.

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

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

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

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

Charlie: Reservoir.

Leslie: The reservoir would go low – that type.

Moderator: Okay. Anything else?

Nympha: Why would be – other than it's going to look nice or not, what are the impacts would it have?

Moderator: Okay.

Graham: I think they left out a very important component right now. Everybody is very interested in their wallets right now. People are interested in their appearances but I think people are also very interested in the environment right now too. So the fact that we're sucking up 300 gallons per person to have these wonderful lawns wasn't even being addressed. So I think, somehow get an environment thing in there as well. Some people are very concerned about that right now.

Moderator: Alright. Does anyone else here agree that people care about the water issue?

Corina: Oh yes.

Moderator: Yes? Do your neighbors talk about that or...?

Corina: Yes.

Harold: Yes.

Moderator: Okay. Ken, what do you think?

Ken: We don't necessarily talk about that in our neighborhood. I mean, I have my own personal opinions on it. Obviously, there are a lot of commercial places that the sprinklers are on constantly.

Moderator: What are your thoughts about it?

Ken: Like golf courses for instance, I drive by three golf courses going to work and every morning they're on.

Moderator: How do you feel about that?

Ken: If I played golf I probably wouldn't mind. Since I don't play golf, I get a little upset about it.

Moderator: What bothers you about it?

Ken: What's good for one is obviously not good for another just because residential versus commercial.

Moderator: Does anybody else here feel that there's a difference between commercial and residential?

Graham: What's my understanding is the golf course pay less for water. So that would bother me if I saw them wasting water because...

Charlie: Now it bothers me more. [Laughter] I knew they were paying less per gallon than I was.

Moderator: Okay. What were you going to say?

Leslie: No, no. Ken is not happy [unintelligible].

Charlie: It reverses a prior property where I had in well. I had a different viewpoint.

Moderator: Okay. Does anyone else here have a well? Did you say you had a well Nympha?

Nympha: Yes.

Moderator: How is it different having a well and using the city water?

Charlie: About \$200.00 a month.

Harold: During the dry season especially.

Nympha: I thought that the commercial properties used well. I didn't know that someone in well maybe...

Charlie: That, I don't know. Believe me, I don't get that upset about it but it's more the principle than anything else.

Nympha: I don't know. I suppose where I live. I live at East and most of the golf courses are well waters.

Leslie: I don't like it when it's raining and my community has those sprinklers going off and then they have the rain water gauges, and the sprinklers are going off and it's pouring outside. My HOA fees it's...

Nympha: It's automatic.

Leslie: Yes, but they have rain water. They have a gauge, a water gauge that's supposed to tell them not to water. [Laughter]

Moderator: Does that bother anyone else?

Leslie: I get penalized if I water on the day that it's not my day.

Moderator: What are the penalties for watering when it's not your day?

Leslie: I think it's \$50.00.

Moderator: Do they enforce that?

Leslie: They send you a little warning letter. I don't know how many times they send it. I've only gotten one. [Laughter]

Ken: Is this letter from your association or from the sheriff?

Leslie: Association. I think it's our security patrol and I'm guessing it's him because who else would be walking at 2:00 or 3:00 in the morning wondering if my water thing is going off? [Laughter] So it must be [Crosstalk]. They're the same ones that report if your car's parked overnight on the street.

Moderator: Charles, what did you think about the commercial watering versus the residential water?

Charlie: Well, if I own the golf course I have to water more to sustain business. I think that a lot of these golf courses do have wells or reservoirs that they draw from. I know for a fact that they get a break from watering more days than residential. So it doesn't really bother me. So I know that they're up against a different set of circumstances than a home owner.

Ken: I guess my point is in the summer down here, the rain is about everyday and I just don't see the need for the sprinkler to be on the morning when it's going to rain in 3:00 or 4:00 in the afternoon.

Moderator: Okay. We're almost done. We just have one more exercise. I'm going to show you guys some taglines which is a slogan that they might put at the end of a commercial. These are a few different ones that they thought up and I just want to know what you guys think about them?

Nympha: How much time do we have?

Moderator: We have about another half an hour, 45 minutes. You can go ahead and eat here. [Laughter]

Graham: Take one for the road? [Laughter]

Moderator: Yes. Oh please, yes. Nobody ever eats the candy and there's so much of it. So can you pass that down? Yes, just pass it around. I only have four copies so we're going to have to share. Can somebody go ahead and read it out loud just so we can get it on the camera?

Graham: "Florida's water, it's worth saving."

Moderator: Okay. Now, here let's pass this. I have three different ones so we're going to talk about. Here, just pass these down too. Can somebody read that one?

Corina: "Skip a week. It's easy. It's the right thing to do."

Moderator: Okay. This is the third one. Can somebody read this one out loud?

Ken: "If everyone saves a little, it can add up to a lot."

Moderator: Alright. So, which of these three statements speaks to you personally?

Corina: "If everyone saves a little, it can add up to a lot."

Moderator: Okay. Let's go around the table and everyone can tell me which one speaks to them the most. Ken?

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

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

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

Ken: "If everyone says a little..." My little may be a half of this, somebody else's may be a third.

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

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

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

Graham: Yes. I think, "Florida's water. Skip a week, it's worth saving," makes more sense.

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

Graham: This and that.

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

Moderator: What about it speaks to you personally?

Nympha: Because it's telling me what it is I'm saving and that it's worth is up to me, but I can say because we think more about the environment and money. Whatever we think related to water, to saving water, is the same here. So it's up to me to apply it but it's telling me what are saving? It's the water. We're in Florida so we know of the situation. It's realistic for me.

Moderator: Alright. Charles, which one spoke to you, personally the most?

Charlie: This one, "Florida water, it's worth saving." It's telling me what to save. It makes me more sensitive in general to save water. So whether it's through my irrigation system or through my tap water or taking less time in the shower, I'm more conscious of saving water.

Moderator: Okay. What about it makes you sensitive to it?

Charles: First of all, it's telling me what to save – save water. These are telling me more of a general – specific I should say - irrigation system. This in general, there's a lot of ways I can save water.

Moderator: Okay. Ken?

Ken: That's a good point. I didn't think of that again. I'm still outside in the yard and you're looking at my step children with their half-hour showers and things like that. [Laughter]

Nympha: Or is it your car or something?

Harold: I agree with Graham, I like to skip a week and "Florida's water" "Skip a week" is a good idea but telling me what exactly I'm skipping is worth just is good too. I like those too.



Moderator: Sure. Leslie?

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

Moderator: Okay. Did anyone else – "It's worth saving," did anyone else interpret that to mean money?

Leslie: Not only money, it gives me the water saving but also the money because I know I'm going to save money if I skip the week or...

Graham: Right. You're helping the environment and you're also helping your pocket for yourself.

Moderator: Is that important to address both?

Leslie: Oh yes.

Moderator: Okay. Do you think that most people in Sarasota would feel the same way?

Leslie: Yes.

Moderator: Great. I think we talked about this a little bit but aside from having Florida's water, what was the one you came up with?

Corina: "It's worth saving."

Leslie: "Florida's water is worth saving."

Moderator: You combined Florida's water...

Graham: All I did was take the first sentence here and insert it. "Florida's water. Skip a week. It's worth saving."

Moderator: Okay. Any other statements aside from that that you would come up with to get that point across? Is there anything from these statements that is missing? Any information that you would add to it?

Leslie: Maybe, "Florida's water, it's worth saving so skip."

Nympha: Send the information.

Corina: "It's okay." HOA - tell them, "It's okay." [Laughter]

Moderator: Alright. Do you have any additional questions? Okay. Well, then we're going to sit here and watch Nympha eat her chocolate. Thank you so much for coming and I'm glad that we can send you home a little early. If you'll see Tate, he has your incentives.

Corina: Thank you Tate. Now, they paid my water bill. [Laughter]

Moderator: Yes, feel free to take some chocolates, some drinks.

Nympha: Thanks.

-End of Interview-

**Salter>Mitchell**  
**Focus Group Discussion**  
**Brooksville**  
**August 19, 2009 at 6:30 PM**

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

All Respondents: Good.

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

Art: Got to work, huh?

Kevin: [Crosstalk] right now, no.

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

Kevin: Yes [crosstalk].

Moderator: Well, sorry about that.

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

Moderator: Yes, is it wrong?

Art: Yes.

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

Art: Yes, first name...

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

Tammy: No.

Candy: Yes.

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

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

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

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

Tammy: I'll start.

Moderator: Okay, Tammy.

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

Moderator: Okay. Any one thing stands out specific?

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

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

Candy: I'm Candy [Maggio].

Moderator: Okay.

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

Moderator: Okay.

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

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

Candy: My Virgin Mary.

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

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

Moderator: Great. Thanks, Bob.

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

Moderator: Okay.

Kevin: I would like to do that. I do have some citrus that produce quite a bit and that's about it. Other than the citrus trees, I haven't gotten too far with anything else.

Moderator: Okay, great. Thanks.

Michael: Michael Johnson. I live in eastern Hernando County, I guess still technically Brooksville and I like to play Frisbee with my dog outside in the yard and watch him do figure eights in front of our other dog and growl as he goes by. It's really interesting.

Moderator: Okay. Great, thanks.

Art: My name is Art [Ryder]. I live a few blocks off of Barkley and 50. I have four and a half acres tucked away back in there. I got plenty of grass [to mow]. Now that the boys are grown, I could move. I don't need a yard but I like to practice golf in my yard. I grow tomatoes because I like tomatoes. That's about it.

Moderator: Great. Thanks, Art.

Gigi: I'm Gigi and I live in Spring Hill. I have two favorite things I like to do in my yard. We have a swing on a tree and I love to swing with my daughter in my backyard and I like to plant. It's a new community and so we're planting oak trees and bush.

Moderator: Okay. Great. So thanks so much for sharing that information. Now, I'm going to be giving some questions and we don't need to go in order. So whoever wants to throw this out, feel free to do so. I want to first direct talking about how you care for your lawn. So

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

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

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

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

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

Tammy: Watering restrictions?

Bob: [Crosstalk] it’s countywide.

Art: It’s countywide.

Tammy: I thought it was statewide.

Gigi: Statewide.

Bob: No, it’s countywide.

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



Bob: No, it goes out to the county level.

Art: The county level?

Tammy: The county level.

Candy: Well, I had wanted to expand. We have three acres and on the longest stretch – since we've been there, we have installed new irrigation systems except for one area and the longest area is driving me crazy. I was going to do it last year and then I started thinking about my grandchildren. Is the plant more important to me than one day, my grandchildren not having water? So I didn't do it.

Moderator: Okay. Well, go [further], what do you mean?

Candy: Well, because in order to irrigate at very long stretch of my property, I chose not to or water hoses, we have to clump four of them together. The property's so long and I have areas where some of my hedges have died and so I was going to have – out of the three acres, I only water my plants. I never water my yard. I only water where I have shrubs except the longest stretch but because of last year's drought, I've decided if the plants die, the plants die.

Moderator: Okay, anybody else feels that way or – yes, go ahead?

Michael: I use a commercial service for my yard.

Moderator: Okay.

Michael: They come out four times a year, big truck, spray chemical fertilizer and pesticide on it. It seems like they're controlling some of the weeds. I have a lot of shade around my property so I'm not

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

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

Tammy: Not yet.

Moderator: Okay.

Tammy: Can I ask him a question?

Moderator: Absolutely.

Tammy: What kind of grass do you have?

Michael: It's St. Augustine Floratam.

Tammy: Floratam?

Michael: Yes.

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

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

Moderator: Okay.

Tammy: The other half is just wild and I don't water it at all but I haven't had my irrigation system on maybe four times in the last three months because of all the rain we have. So I haven't had to water...

Michael: Four [crosstalk] at a time?

Tammy: Yes.

Michael: That's a [crosstalk] problem.

Tammy: Well and everyone lives in a different area but where I live, the water perks are all well. So I mean I haven't had any trouble with the over – and I have Bahia grass which is more drought tolerant so it doesn't need as much water and then the ground just perks so well that I don't have a problem with it. Floratam has a root system that's on the top of the ground. It doesn't seek water from down under so it's...

Bob: That's why you're going to cut it high.

Tammy: Yes, you got to keep it higher and you got to cut it more often because then it starts to...

Michael: A lot of diseases and all that?

Tammy: Yes.

Gigi: Yes, since it's very sensitive.

Moderator: I got to tell you...

Tammy: It's very sensitive.

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

Bob: I have Argentine Bahia.

Moderator: I'm sorry?

Bob: I have Argentine Bahia.

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

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

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

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

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

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

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

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

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

Tammy: In the middle of winter.

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

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

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

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

Gigi: It looks like [cake].

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

Moderator: Okay.

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

Moderator: Sure.

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

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

Moderator: Exactly.

Art: Sounds like it'll work to me.

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

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

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

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

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

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

Moderator: Okay.

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

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

Gigi: Exactly, not at all.

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

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

Bob: I do.

Gigi: No, I don't.

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

Gigi: More advanced.

Moderator: More advanced. Art?

Art: Yes.

Moderator: More advanced?

Michael: It's about the same.

Moderator: About the same?

Kevin: Average.

Moderator: Okay, about the same?

Bob: More advanced.

Moderator: More advanced? Candy?

Candy: Same.

Moderator: Same?



Tammy: More advanced.

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

Candy: Mine's better.

Moderator: Tell me why, Candy, the statues?

Candy: The statues, the pool, the gazebo.

Moderator: Okay.

Candy: My flowers.

Moderator: Okay.

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

Moderator: How did you find that out?

Candy: I don't know.

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

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

Tammy: You can leave the filter in too.

Candy: Well, my filter is permanent.

Michael: Do you have dogs?

Candy: Yes, it's not disposable.

Michael: Do you have dogs?

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

Michael: My dogs would eat every bit of that.

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

Moderator: Okay.

Candy: I swear by coffee grounds.

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

Gigi: Mine is probably better.

Moderator: Okay. Tell me why.

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

Moderator: Okay.

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

Moderator: Okay.

Gigi: So that's what we did.

Moderator: All right.

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

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

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

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

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

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

Candy: Green.

Gigi: Green.

Tammy: Green.

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

Tammy: This time of year.

Moderator: Okay.

Tammy: This time of year, yes, green.

Moderator: Okay.

Michael: Lush, not sporadic.

Gigi: Just right.

Moderator: Okay.

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

Moderator: Okay.

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

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

Art: Have you ever bought seed before?

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

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

Candy: Yes.

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

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

Moderator: Okay.

Michael: It's dandelion city.

Bob: Yes.

Art: Except for the few green weeds.

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

Tammy: Depends on what type of grass it is.

Bob: It depends.

Moderator: Okay. That would just...

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

Candy: What do you mean go to seed?

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

Candy: Okay.

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

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

Candy: Okay.

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

Art: Floratam doesn't go to seed.

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

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

Michael: Mexican petunias?

Art: Monkey grass.

Michael: Those are the most insidious weeds ever developed for mankind.

Tammy: They use them for landscaping [crosstalk].

Candy: I have [crosstalk] and in the island, all around the island, there was grass – there is not grass. There was something that my sister said she wanted to come and dig up a bunch. It multiplies...

Bob: The Wandering Jew, purple Wandering Jew?

Tammy: That's not grass though.

Candy: No.

Bob: It's not grass but...

Candy: It's not grass. It's more like a border.

Moderator: Let me turn to another question. Well, we can come back to that after because we were limited on time. Here's a question, is your yard reflective of who you are and your family as – is it a reflection of who your family is?

Art: It is me because my yard is low maintenance and there's fifteen houses on my block and I'm the only one that gets up and goes to work everyday because everybody else is retired. So my time is limited on what I can do while everybody else's is [unintelligible] and manicured for the most part.

Moderator: So do you think your yard says something about you? Is that...



Tammy: Absolutely.

Gigi: Yes.

Art: It says something about...

Tammy: Curb appeal.

Art: Your house.

Gigi: Your house.

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

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

Moderator: Okay.

Art: They're not slob

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

Tammy: Oh, yes.

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

Art: Oh, yes.

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

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

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

Moderator: Okay.

Michael: Yes, supposed.

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

Moderator: Okay.

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

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

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

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

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

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

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

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

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

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

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

Moderator: He appreciates that.

Bob: It's a motivator.

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

Kevin: When it rains.

Gigi: Now.

Moderator: What I mean...

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

Art: It shifts.

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

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

Tammy: Since May.

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

Moderator: Okay.

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

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

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

Kevin: Yes.

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

Moderator: Okay.

Bob: I'll go out there and I don't – in those days, I don't care what day it is. I'll go there and click on zone number five and let the garden water for twenty minutes because it's not watering the lawn, it's watering the garden but the rest of the stuff is timed on my watering day for that.

Moderator: There was a lot of talk about watering days. Do you see a lot of people who are watering outside their designated watering days?

Bob: Oh, yes.

Gigi: Ours are getting fined.

Moderator: What's the fine?

Gigi: \$150.00, your first. There's no warning. It's \$150.00 your first time.

Moderator: Is that a county thing or is that...

Tammy: Who gets fined? Whose money? I mean is it the association or is it...

Gigi: No, the water...

Tammy: The county.

Gigi: The county.

Tammy: The county.

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

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

Gigi: Right.

Moderator: Okay.

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

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

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

Moderator: Okay.

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

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

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

Moderator: Okay.

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

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

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

Moderator: Okay.

Tammy: Yes, mine's off.

Michael: But you're still [crosstalk].

Candy: I have mine off.

Art: After I mow my grass.

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

Gigi: [Crosstalk] I have a rain sensor.

Moderator: What's that, Art?

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

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

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

Moderator: Okay.

Art: Period. I turn the automatic thing off. Now during the dry time of the year, I give it fifteen minutes for each zone.

Moderator: Okay.

Art: It's almost a waste of time. I mean that's – it's like, "Okay, here's a teaspoon of water. That's all they're getting." Okay.

Bob: I'm with Art. From November to February probably I don't water at all because it's just not worth it.

Moderator: Okay.

Art: You get a teaspoon of water and you just [crosstalk].

Michael: I don't put mine on auto because I just monitor it with the seeds and if it's raining a lot, I'm okay and it looks like I need it. All right, to be honest, I'm way in the woods and I'm behind a fence that you got another code to get into. I'm not going to get [turned in] unless you want to like a [crosstalk] but the [crosstalk] can trade [unintelligible] with binoculars to find...

Art: The other thing is, have you ever read the instruction book on one of those timers?

Candy: Yes.

Moderator: No, I haven't. I actually haven't. Talk to me about that.

Art: Let me tell you where mine is. It's in the garbage can. You get one of the manual [crosstalk] ten minutes [crosstalk] see you later. I'll be back in ten minutes then move to the next zone.



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

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

Moderator: Okay.

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

Art: Yes.

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

Tammy: That's why it's staying?

Bob: Yes.

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

Tammy: No.

Candy: Oh, they like them?

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

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

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

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

Moderator: Okay.

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

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

Moderator: Okay.

Gigi: Yes, because this is all digital.

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

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

Michael: You what?

Tammy: Should have it grounded.

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

Moderator: Okay.

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

Art: I just got so frustrated with anything.

Tammy: I'm afraid...

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

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

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

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

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

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

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

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

Gigi: I forgot one of them.

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

Candy: That tells a lot.

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

Gigi: That's what I was thinking.

Art: That was off the list.

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

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

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

Moderator: Exactly.

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

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

Gigi: You even need to test it.

Moderator: That's right.

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

Tammy: Remember what?

Michael: Short-term [span].

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

Gigi: Skipping.

Tammy: It's childish.

Bob: Skipping [unintelligible].

Moderator: Skipping, okay.

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

Gigi: That would [crosstalk].

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

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

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

Candy: Yes, me too.

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

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

Tammy: Realistic.

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

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

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

Moderator: Okay.

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

Moderator: Okay.

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

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

Tammy: Skip.

Gigi: Skip a week.

Moderator: Skip what?

Gigi: A week of water.

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

Art: Of watering.

Gigi: Watering in the winter.

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

Gigi: In the winter.

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

Moderator: Look at here, everybody get that?

Michael: No, I didn't get that.

Moderator: Okay, tell me...

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

Michael: Yes.

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

Art: Skip a week.

Michael: Yes.

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

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

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

Tammy: Oh, okay.

Art: I just got skip.

Michael: Although I did think skipping class...

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



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

Tammy: I thought the first one was childish. It didn't grab me.

Moderator: What do you mean? Tell us. Why do you say that, Tam?

Tammy: I mean to me, if you want someone to conserve water, that's a serious issue. It's not something to take lightly and skipping stones, I think of, "Oh, this is good, this is more like fun than something I should really take serious and really do."

Gigi: It would attract the children.

Tammy: I'm not going to make a point and go, "Oh, I'm going to stop right now and go skip stones with my son or you know."

Gigi: I thought it'd be a good commercial for children at school to stop using the water with their toothbrush or just like – it didn't give across an adult message to [crosstalk].

Michael: That's what – yes, [crosstalk].

Tammy: Yes, childish.

Moderator: You mentioned that, Tam, you specifically mentioned conservation. Did you guys get a conservation message from that first one or...

Tammy: No, not the first one.

Gigi: Not the first one.

Moderator: Okay.

Candy: I did because to me, skipping would be, "Don't do it."

Moderator: Okay.

Candy: So if you don't use the water...

Tammy: But then like he said, skipping school is something you're not supposed to do.

Bob: Right.

Tammy: So...

Candy: Well, that's true.

Gigi: Skipping is fun.

Tammy: Yes, skipping school is fun.

Art: It's trying to get the kids to come home and tell their mom and dad that they need to start skipping watering days or something like that.

Bob: Yes, that might [crosstalk].

Art: I would send it to the school system and let them play it for the kids, okay? I don't know that...

Tammy: I could see the kid thing like do it for the kids, for the next generation and the generations to come.

Michael: The reason I said it was missing something was because...

Art: What about local TV for a mixed audience? I just don't think you're going to get there.

Moderator: Okay and what's that, Kevin??

Kevin: The reason I said it was missing something was because it really didn't drive home the message but it was one of the more entertaining ones I thought for a general audience. I mean that's...

Michael: I think Tammy put the nail on the head too. Water conservation is not only serious but it's going to be even more serious and I think the challenge is – well, let's make a little game out of it in that I would be more apt to turn it off if somebody said water levels are down 48% over [historic highs] and you better do it because you're going to be buying your water at Zephyrhills or something, something to, "Whoa" or something like – yes.

Tammy: I think in the big picture, if it's an infomercial, they're not selling something. That it may not sound what it is.

Bob: They're just trying to educate.

Tammy: Right and to me that whole skipping thing didn't teach me anything.

Moderator: Let me throw this out at you. Let me ask you this question and again totally, not deal - well I guess, [intimately] dealing with the commercial. Do you think people really care about water conservation?

Tammy: Yes.

Moderator: Is that something that...

Bob: I don't know. No, I think most people do but I think it's the 80-20 rule.

Tammy: I think all they care about is the fine.

Moderator: I'm sorry, what's...

Bob: I think it's the 80-20 rule. It's 80% care and 20% could care less and I think 20%, they may get...

Michael: 80% are washing their cars unnecessarily and 20%, they're...

Bob: I think that some people, they're the total pessimist where what we're being told about water is not true. There's plenty of water, rains from the sky and [salt].

Art: I hear that all the time.

Bob: Yes.

Moderator: Explain that one, Art.

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

Bob: The water comes from up here.

Art: They don't even understand that their water doesn't come from Pinellas County. They have no clue.

Gigi: They talk about the aquifer.

Art: They think this thing is just a never-ending source. There's just...

Kevin: The xeriscaping message over the years has been going on [crosstalk].

Moderator: I'm sorry, what...

Art: They need to take a ride around – and I travel the State of Florida to make a living, okay? If you want to see something that'll just absolutely make you think about this is, is just try to drive through an area called Lockhaven, if you're familiar with where that is. It's just outside of Palatka. I can show you docks that are standing high and dry.

Tammy: We got them right here in Weeki Wachee.

Art: We've got them in Weeki Wachee but they're hidden. I mean they're not out on the main [unintelligible].

Tammy: Right on 19, you can see them.

Candy: Weeki Wachee, it used to be beautiful. It's ugly now.

Art: Understood. I know that and you know that because you've seen it in both states. I mean both conditions, okay?

Kevin: Oh yes, fine.

Art: Now, it's like a creek on its good day.

Candy: Yes.

Moderator: Kevin, what are you [raising]?

Kevin: The xeriscaping message over the last few years has been pumped out over the airwaves. I got that. I heard it. I saw it on TV but I don't think that people are capable of getting out there and digging up three quarters of their lawn, putting in concrete borders and mulch and drought-tolerant plants but if there was some kind of – that's going to be the only solution if the kids were skipping by a xeriscaped lawn that had a little patch of grass on it instead of this football field of grass.

Moderator: Does everybody know what xeriscaping means?

Tammy: Yes.

Moderator: When you explain it, what does it mean?

Art: Drought-tolerant plants, dig up half your lawn and put in flower beds and put in the grassy things you're talking about and all that good stuff.

Kevin: It's a little more drought-tolerant too. It's Florida native plants.

Tammy: Yes.

Art: Right.

Tammy: Things like that don't need so much water.

Art: Right. It's Florida stuff.

Michael: We appreciate weeds.

Moderator: Okay.

Tammy: It also [crosstalk].

Moderator: What did you say, Mike? What was that?

Michael: I said appreciate weeds.

Moderator: Okay.

Michael: That's the reality of it.

Moderator: Okay.

Tammy: Have you ever seen the commercial that - and I don't know what it was selling to be real honest. It showed this field of daisies and that used to be acceptable yard instead of – and now, we're all slaves to our yard with grass.

Michael: Oh, yes.

Tammy: Where it used to be, you could drive down the road and then people have – their yard was just daisy field or wild whatever, that it was fine. Now, we've come to where you've got homeowners associations that dictate what kind of grass you can have, how much yard you have to have, how much garden you can have. I mean it gets to the point where even if you wanted to xeriscape, you got to clear it with your HOA and I mean I think that yes, sell people on xeriscaping that's great but a lot of them can't even do it because of where they live.

Moderator: Okay.

Bob: There's always the drought problem, do the – watering your lawn or is it more than just watering your lawn. Is it taking long showers?

Kevin: So there's billion gallons a day...

Bob: Washing your cars.

Kevin: Get pumped down to Pasco or down to Tampa and Saint Petersburg [crosstalk].

Candy: Or [unintelligible] because there are too many people using that. Okay, look at Florida. People want to relocate here especially elderly people with health conditions, whatever. They can't stand the cold. We've got [stop] division coming up all over the place. We're a very congested state.

Bob: But then they're starting to move out. They have more people – well, more people leave the state than coming in.

Candy: Well because of what they're doing to the taxes.

Bob: Yes and more people leave the state this year than come in.

Tammy: Yes, now that's not the issue, maybe years ago it was.

Bob: So it's the first time in like 25 years that...

Candy: So to me [crosstalk].

Tammy: California is more congested.

Moderator: Le me...

Art: They've overloaded the [unintelligible]. They've overloaded the system with what they've done.

Tammy: Yes.



Moderator: Time out here and there's a good point that Bob has made. I want to go around the table and just the one thing in your opinion, what's the one thing that's causing the water shortage in Florida? Think about it for a couple of seconds and whoever wants to start, just give me one statement of what you think it is. Art?

Art: Too many people.

Moderator: Too many people? Who wants to go next?

Michael: Overpopulation.

Moderator: Overpopulation?

Gigi: Yes.

Moderator: Gigi, okay?

Candy: Overpopulation.

Moderator: Okay.

Kevin: Overpumping of the aquifer from these counties with low population down to Tampa and Saint Pete with a high population.

Moderator: Okay. Tammy and Bob?

Bob: Overwatering, yes.

Moderator: Okay.

Tammy: I actually think that there are thing that we could do to save water that we don't do.

Moderator: Okay.

Tammy: California is a lot more congested, the number of people per square inch than we are and we're not learning the lesson from everyone flocking to California because of their beautiful weather. Florida should've learned from that instead of, "Wait a second, look at all the mistakes." Now California, to build a home they have to put in their own rain catchers - technically, rain barrels that actually save them water to irrigate their yard. I mean there are a lot of things that we can do, the water that we use for our laundry. I mean I use Tide on my yard to get rid of the bugs. So I mean that water that goes into a sewer system, why can't we put that into a barrel and then irrigate our yard with it instead of - I mean there's a lot of things that we can do but nobody knows to do them or it's economically not feasible.

Moderator: Okay. Let's...

Art: Or it's too much work.

Moderator: Let's go...

Michael: That's what - yes.

Moderator: Yes, okay. Getting back to the first commercial, was there - seeing the first commercial with the skipping with the whole - the skipping, repetitive - was there anything in that commercial that would've encouraged you to skip a week of watering?

Tammy: No.

Gigi: No.

Moderator: Again, this is...

Tammy: Not as it was but...

Moderator: Okay, that's fine. Let's talk about the second commercial. What was the second commercial?

Art: Dude.

Kevin: That was a little [store]. I wouldn't use the dude thing but I would say like, "Hey Larry, don't you know or something." Dude's just not...

Moderator: Well, describe it for me. What was the commercial?

Kevin: Dude, that's like dumb I think but...

Moderator: Okay.

Art: It was funny but yes, I didn't – yes, it turns you off.

Tammy: I think that was funny [crosstalk].

Bob: That one to me gets – it's a little story, two guys and I guess I can relate to the – in the yard. It's a little 30-second story being told and it caught my interest. Well, I remember that one the best. The first one I would've channel changed or gone to the next channel as soon as I see girls skipping down the side and [unintelligible].

Kevin: I barely saw the difference but the guy on the right being lazy apparently had a better looking lawn and the guy staying in there trying to work on it was stomping on his dead patches. That just didn't really show very much.

Moderator: Okay.

Kevin: That would've been better to show a starker contrast like lush green and even though it's not truth, it'll in fact, drive the point home and then why can't the lazy guy have his little girl skipping behind him in the back or [whatever].

Moderator: Okay. Well, Bob, said - something that you just said you related to. What do you relate to most about that commercial?

Bob: Because I do things like that. I do my yard and then I'll sit out there in the yard or the pool, drinking beer, whatever and the neighbors come over and we shoot the breeze and so I relate to that because that's lifestyle.

Moderator: What else stood out about that commercial?

Tammy: I didn't remember it at all.

Moderator: Okay.

Tammy: Until he said what it was about, I couldn't remember.

Michael: Is that the guy in the chair, in the easy...

Tammy: Yes.

Art: Dude. I related to it because I know that guy. No. [Laughter].

Candy: I liked it because I didn't know...

Bob: That's my big brother-in-law.

Moderator: I'm sorry, Candy, what was that?

Candy: I liked it because I didn't know that [crosstalk] skip a week in the winter that it would help with bugs.

Moderator: Okay.

Candy: So I found it more informative that it would be killing two birds with one stone basically. You're going to save water and because you're saving water in the wintertime, it's also going to help with the problems with the pest.

Moderator: Anybody else know about the pest thing or is it there's that – okay.

Candy: Yes. I didn't that.

Gigi: I liked it because like him, we could relate because our community, we're a little close together. I have three quarters of an acre so my neighbors are here and here and so that conversation basically was like one my husband had with the gentleman next door because he said, "You're watering at night. Don't water at night." I mean we don't have a choice now but before the limitations, it's don't water late at night. Water towards the morning so that it'll dry up, or if not, it'll stay mushy, soggy and you get diseases and bugs and stuff. So I thought it was funny because it's almost the same conversation.

Moderator: So there's a few in here that have said the neighbor talking to the neighbor conversation. Who else do you talk to about your lawn maintenance? Do you talk to anybody else about your lawn maintenance?

Gigi: My [crosstalk].

Moderator: So Kevin says no. Michael, [crosstalk].

Michael: Neighbors, yes.

Moderator: Neighbors?

Michael: Yes.

Gigi: Neighbors and family.

Art: I would try to avoid it at all costs.

Moderator: Okay.

Art: It's like working on the damn lawn. My property is totally different than the other I maintain.

Moderator: Okay.

Art: I don't want to touch the damn thing. Xeriscape it if I can, palms, much shade as possible, any sunlight where open area, where grass grows, that's fine but the rest of it, I really don't want to be out there picking weeds. Every time I set foot out of the house to do something, it's like the neighbors come over and pester me anyway so I'm in air-conditioning all day.

Moderator: Okay.

Art: If I go out at night and put the garbage bag and I see weed in the drive, well, I'll put it then because they're inside their houses.

Moderator: Okay.

Michael: Buy a goat. They'll take care of all [crosstalk].

Moderator: Who else do you talk to about caring for your lawn?

Bob: Home depot or if I was going to the garden department and I'll say...

Gigi: You can go online.

Bob: I'll say [crosstalk]. I'll talk to whoever's working out there.

Moderator: Okay. Well here's a total [range] of question that I want to ask. Who in your opinion has the most credible person – if you had to ask somebody about an issue about your lawn, now again, I know that I'm asking this question as we sit in the government building. Who in your world, if you have a question to ask about something in your lawn, who would you go to?

Kevin: The guy across the street with the nice lawn.

Moderator: Okay. Who else, Gigi?

Gigi: I have two.

Moderator: Okay.

Gigi: The guy – two houses down and I subscribe to [Moe's] and Home Depot, their garden thing and one of them is Scotts. So Scotts emails me, "This is the time to do this. This is how you get rid of bugs." So it's been very informative.

Moderator: Okay. Who else?

Art: I ask the groundskeeper at the golf course.

Moderator: Okay.

Art: I ask him, "So what are we supposed to be doing at this time of year? You're supposed to fertilize. What are we supposed to do next month?"

Michael: The internet...

Art: What are we supposed to do next month? Irrigate. I don't have one of those, we're not doing that.

Moderator: Okay. What's that, Mike?

Michael: The internet has tons of information about anything that attacks your yard and what to do about it. You compare what you see in a picture with what you've got outside. They really had it covered and Scotts is an excellent site for that too.

Moderator: Okay. Do you go to any other sites besides Scotts?

Michael: I start there and if I just don't want to it, I'll keep going.

Moderator: Okay, anybody else? Talk to – go to a place?

Art: I'll tell you who's a good source. I don't know if anybody else has ever used this before is the county extension office.

Bob: Okay.

Tammy: County extension office?

Kevin: Yes, like...

Bob: Agriculture.



Art: I was trying to figure out what a poison ivy really look like. I put several samples – put them in a plastic bag and took them down.

Gigi: If you're asking it's too late.

Art: I'm telling you that guy had me out in the backyard and he's going, "Okay, now, what is that? Don't touch it. Okay, that's poisonous." I'm serious. They're very, very good. You know where the fair grounds are?

Tammy: Yes.

Art: Right behind it. There's a little building back there.

Candy: Really?

Art: County extension office. They got a garden back there. They could tell you everything and anything you want to know about anything that grows in this county.

Moderator: Anybody else go to the county extension office?

Gigi: How did you find out about it?

Moderator: Yes. Good question, Gigi. How did you find out about it, Art?

Michael: Nice to be the source.

Art: I came home from Tallahassee, from a Florida [staking] and my backyard was gone. Once a year, we have these little – look like caterpillars but they're very thin, okay, and they just ate the backyard. Well, I went berserk because I had a lot of work wrapped up in that backyard and they come out around late

September I think it is. Okay or maybe it's even later than that, October.

Bob: How do you kill them?

Art: Well, what I did was I scooped up some and I've been following my day. I was down at the county extension office. They said, "Don't worry about it. They didn't eat the roots." He says, "You can kill them. He said, "I would appreciate if you didn't because birds eat [crosstalk]."

Tammy: The life cycle.

Art: You're going to screw up the ecosystem here, okay? I said, "All right." He says, "If you want to control them, put down a little bit of detergent. They don't like it. They'll go away. Spray the trees." I did that. They go away. They went out to the xeriscaped area.

Candy: Detergent like Dawn or...

Art: Yes.

Candy: Like to do the dishes or clothes or...

Tammy: No, Tide.

Art: Tide works really good.

Tammy: Or in a powder.

Gigi: It's a powder.

Art: I was using a dishwashing detergent, Ajax.

Michael: It sounds like Skin So Soft for mosquito control.

Art: I'm serious.

Michael: It works.

Tammy: Yes, but it won't work on a horse.

Art: Anyway, I just sprayed that...

Candy: Not granular or dilute it?

Art: I just sprayed that down. You spray it.

Tammy: You put it in like your Miracle-Gro with water [unintelligible] fertilizer thing. You put and mix it in there with the water and a can of beer and you do [crosstalk].

Candy: And a can of beer?

Moderator: Where do you all hear about all this stuff?

Art: I drank the can of beer.

Moderator: If this is...

Tammy: One for root and one for you.

Moderator: Yes, where do you hear about this stuff and would you like...

Kevin: Gardening shows, TV shows, gardening shows. I heard all of this. Mythbusters.

Candy: Tide...

Tammy: Mine was [crosstalk].

Art: It works. So anyway, got rid of them.

Michael: [Crosstalk] where you ask a question [crosstalk].

Art: In a few weeks later, I had grass again.

Candy: I'm going to be going to the county extension office because I have weeds in my yard that are – I mean I was...

Art: Take them a sample. They'll tell you exactly what it is. They won't take...

Candy: How to kill it?

Tammy: No.

Candy: They'll just identify it?

Art: Yes.

Gigi: If they identify it, they you can get online.

Candy: Yes, that's [true]. Okay.

Moderator: So let's get back to the segment...

Art: [Crosstalk] is finding out what the problem is.

Moderator: What did the second commercial ask you to do or what did you get out of the big takeaway?

Michael: It's winter, don't water.

Moderator: Okay.

Tammy: Skip a week.

Bob: I got, it's not good to water too much in the winter either.

Art: I took it as he's relaxed, let the yard relax. You have some time off.

Gigi: Yes.

Art: I'm going to take some time off, let the yard take some time off.

Moderator: Okay.

Art: That's what I got from it.

Kevin: Yes, it was pretty good. You got the skip a week thing right away. They drilled it into you the whole time as opposed to the skipping rocks and what-not.

Moderator: Now, we heard the first commercial. When they introduced the "skip a week," there was a lot of confusion because we had every other week. We had, Art says skip...

Art: Once in a while.

Moderator: Take a vacation every now and then. So did that second commercial, did it hit home? Are we still as confused?

Gigi: No.

Bob: I think you got to air that commercial every other week instead of the skipping...

Gigi: They drove home the winter for me, it drove home winter.

Moderator: Okay, so we have winter this time, okay?

Kevin: Yes, the second one has more information.

Bob: Yes, that's true, there's just winter there.

Art: I've been accused of not being able to read between the lines for all my life, okay?

Moderator: That's fine. I mean these are the things we're trying to figure out so most of [you] with the third commercial. What was the third commercial?

Tammy: That was my favorite. I related to that. I could just see the remote and the coffeemaker. It's like you got to remember all these things that you have to program exactly what you said before.

Bob: Off.

Tammy: Yes.

Michael: Hey.

Tammy: Hit the off button. I mean to me it was just real simple, to the point, made it easy.

Moderator: Okay. What was the big takeaway out of that one? Was there any...

Kevin: Annoying alarm clock? Identifying it.

Tammy: Something else that you don't have to worry about for a week, skip a week.

Michael: If you're tech challenged, even you can do it.

Tammy: Yes.

Candy: Yes.

Bob: You know what might be an easier one because I don't [just read] but everybody, no matter what pieces of advice you're given, usually everybody can find the on/off switch.

Kevin: Yes.

Bob: So if you turn the TV off and you turn the stereo off and you turn whatever remote control and then you turn off the lawn sprinkler, at least that would show how easy it is just to – at least you could turn everything off.

Moderator: Okay.

Bob: Just get a [little easy].

Kevin: That was a common theme in the commercials. The guy hitting the second button which is the off button I guess but you probably could've done a little better job of saying, "This is the off button."

Moderator: Okay.

Kevin: Manual [crosstalk].

Michael: Are those boxes universally set up that way?

Moderator: I was about to ask you that same question, Michael?

Tammy: They are.

Moderator: They are?

Tammy: Yes.

Moderator: Okay. I was about to ask that same question.

Tammy: The irrigation panels...

Gigi: Irrigation panels.

Candy: Just skip?

Tammy: Not to skip.

Gigi: You know how they're, the manual off.

Tammy: I mean if you wanted to program it to skip, you can do a separate program for watering once a week like it's your program A and then you can do a program B that waters every other week. So you could set it up like that but they're trying to do is just, "Okay, you're going to water this week, hit the off button." You can just either – it either has a dial or it has a button.

Candy: Yes.

Tammy: You can just dial it to off or you can hit the button for off.

Gigi: Yes.



Moderator: Anybody does still hand water their yard with a garden hose, that you have to irrigate [crosstalk]?

Tammy: I only do mine when we haven't had a rain for...

Art: It's fine if you live in a city and your grass is 10x5.

Respondent: Okay.

Art: I got an acre of grass and I have three and a half acres of bush [unintelligible].

Kevin: I'm actually forced to do that online, the agricultural one because I don't have the irrigation throughout the whole thing yet. I'm still actually working on it. So I'm dragging hundreds of feet of hoses out to certain areas when there is a drought and I like to let them – if they can't suffer and survive then they don't deserve to be there in the first place but if they're really sucking wind and it's a little palm tree or something that I put in, I'll drag the hoses out and give them a little water.

Bob: I have a flag pole and I have all kinds of plants around it. Not [unintelligible], it's probably a six-foot circle or something but I drag the hose just to water all that. Sometimes I drag the hose.

Art: I do a five-gallon up. Yes, that's up, you're done.

Moderator: [Unintelligible] the third commercial, was there any new information you found that was introduced? I mean was there anything that...?

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

Moderator: Okay.

Kevin: Commercials with ringing phones, doorbells, stuff like that, I'm reaching for the remote or something I can just to get away from it but it was like the first one, you don't know where you're going with it but it's entertaining so you stick with it and so it's a good ad. A little trick there to keep you wondering what you're watching and you're not just running away from it but yes, it was pretty good except for the alarm clock.

Moderator: Okay.

Kevin: I'd say no annoying sounds, if you want to keep the viewer.

Moderator: Got you. What else, anything else about that commercial that we...

Tammy: I just found it to be real realistic that the alarm clock buzzes, you got the coffeemaker that didn't come on when you program it to come on, which remote do I use to do what I want to do. I mean to me it's just very common. Everyone can relate to it.

Gigi: It catches your attention.

Moderator: Okay.

Gigi: Because you're wondering what's going to be the outcome. If you don't know it's about skipping or something like that.

Bob: The other thing I [crosstalk].

Kevin: It's a reality show.

Moderator: Okay.

Kevin: I think people can relate to that one too. There's so much technology in the world that I think people will relate to.

Art: It's really [unintelligible].

Tammy: You're going to get [crosstalk].

Candy: It's just like working the computer program and when you first learn it, one little step that you don't know about, you could be – you just can't do your job. So it's yes, we've gotten very technical.

Moderator: Okay.

Candy: I'm very technical.

Moderator: Let's talk about the fourth commercial. Describe that one to me.

Tammy: [Crosstalk] not everyone has an HOA so I think that you lost everybody.

Bob: Not everyone understands HOA.

Gigi: Well, so if they came up with HOA...

Tammy: Nobody knows what it is.

Gigi: ...what about the people that's never heard of it?

Moderator: Here's the thing and I'm glad you bring that up because whatever this would play, it would have the titles. The titles are just for our things too as a mock-up. Whatever it would be, it would just be like a regular commercial that comes on the television. So there wouldn't be the label that says HOA. It would be...

Kevin: Just a meaning.

Moderator: The [unintelligible] it would be if you noticed at the beginning, it would be like a sign that...

Tammy: [Community].

Moderator: ...says, "Did you see the sign?"

Tammy: No.

Kevin: The best thing [crosstalk] was the fact that they had to bring in the expert to show how easy it was to push a single button.

Gigi: Yes.

Moderator: Okay.

Kevin: That really [crosstalk].

Tammy: It's demeaning.

Gigi: I think it's very [crosstalk].

Kevin: Yes but it drove home the point that, "Look how easy this is, just push the damn button and..."

Candy: The attempt to cure...

Tammy: Then the one guy who missed it.

Michael: Yes but [unintelligible] the camera, was he holding on to a set [of teeth]?

Gigi: I don't know, I think...

Tammy: I think it is an apple.

Michael: I'm not sure what that was.

Tammy: I thought it was a piece of apple.

Michael: Missed it.

Candy: It looked like it fell out of his mouth.

Moderator: Okay.

Michael: Where was it? I mean why did they miss it and – I mean it's not – I got a bit wondering about it but it was sort of like that seemed inappropriate to the message.

Moderator: Okay.

Candy: Yes. See, I have a house in Pasco County also that has a homeowners association and oh, [unintelligible] people.

Moderator: Why is that?

Candy: Because I've been married to my husband too long. If you tell me I have to do and I can't paint my house to the color that I want. My mother-in-law...

Tammy: You don't like the concept of the HOA.

Candy: I don't like the concept of being told what to...

Bob: Why did you buy at a...

Candy: I inherited it.

Bob: Oh, you inherited it.

Candy: Yes, I inherited it but the thing is my mother-in-law one time, one of her neighbors had left her clothes on the line too long and she went over there and she had folded the clothes and put it on her neighbor's steps and I had told her, I said, "[Naty], if that was me, I would've been furious with you." She was, "Oh, but you're not supposed to do that," and I said, "Yes." I said, "But you know what, I don't care what my neighbor does."

Tammy: I'd keep doing it just to someone else would take them off the line and fold them for me.

Candy: Exactly.

Moderator: How many of you here live...

Bob: I'd call him on the way out, "Hey, if it were to rain, would you get those in?"

Candy: Right and my husband, all you would have to do is tell her not to paint the house pink and live whatever pink house.

Moderator: How many of you here live in an area that has a homeowners association? Okay, yours too? Okay, yes?

Michael: We have six homes in our little mini subdivision. We have a homeowners association. We never did any complaints because to every home, we are in violation of at least one rule. That rule, "You got too many pets," they're not covering your - now you're doing something weird with trucks behind your house. It doesn't matter, we're all not in fear because everybody violates.

Moderator: Got you.

Bob: I live in a...

Candy: You all must get along?

Art: It's the Glasshouse [crosstalk].

Michael: Yes. Well, we do, it...

Tammy: Well, six people, I mean they all know each other. I mean...

Michael: It's six and a half.

Bob: It's crazy because I live in [crosstalk].

Tammy: It's not like when you have 468 homes or 865 homes or...

Bob: I live in a neighborhood and I got a homeowners letter in the mail that said, "You need to clean your roof. Your roof is dirty." I sent it back and said, "I have a black roof." They sent it back and said, "Sorry," because they thought it was dirty because my roof is black. The shingles were black.

Kevin: That kind of stuff drives me crazy.

Bob: Oh sorry, never mind.

Kevin: He's got a boat parked in his driveway and they made him – first they fined him a couple of hundred dollars and they finally made him get rid of the boat because – so when I said tinker neighborhood, I lived in a tinker neighbor – I don't care. The guy can put up a six-foot fence around the whole damn thing and I don't see the guys jumping next door but there are some nice houses.

Candy: Do you [unintelligible], it's like everything in life, there's benefits. Where I live, half a block away from us, there's what I would consider a couple of mansions. Half of block the other way is the Stanford and Son dump. So there's good and there's bad to everything [crosstalk].

Moderator: Okay.

Gigi: Oh, people who want to live in a gated community, they go along with those rules and regulations and people [crosstalk].

Kevin: So they don't have to see the Stanford [crosstalk].

Gigi: ...like me that don't want to live like that, don't live in those.

Bob: You can live on a block that's better than some of these that are in gated communities. I live on a block that everybody's house is beautiful and there's no [crosstalk] restriction.

Tammy: Nobody bothers anybody

Bob: Nobody bothers you and...

Gigi: Everybody just cares.



Tammy: Now with foreclosures, it doesn't even matter. You could live in a beautiful gated community and the house right next door to you has weeds and the pool stinks and you got mosquitoes and...

Kevin: What they're going to complain to about is...

Tammy: Right. There's nothing you can do.

Kevin: The bank?

Moderator: That fourth commercial, did it tell you anything new or better than the other three or was it...

Bob: I truly think that one was geared at people that live in those types of subdivisions.

Moderator: Okay.

Bob: Because if you drive through those types of subdivisions when the drought is really big, their yards are really green for some reason.

Tammy: Well that's because they never reset the irrigation setting from when the builder had it, the first 30 days that you can water everyday. They're still watering everyday. They never reprogrammed it.

Kevin: Well, once a week they go down and buy one to two-pound buckets of seed and I go, "I just put out [Saint]." I'm good for 30 days.

Moderator: Let me ask you this question, thinking about the all four ads and I'm going to go around the table. I want you to tell me which ad you related to personally? Which ad you related to personally, not

necessarily liked the most but which one when you saw it, you said, "Okay, I can relate to this personally." Who wants to start first, Tammy, you...

Tammy: Number three definitely.

Moderator: Well, give me the [unintelligible], which one was that?

Tammy: That was with the remote control, the one with the alarm clock and...

Moderator: Got you.

Tammy: Yes.

Moderator: How about you, Candy?

Candy: Number two. It was neighbor sharing info.

Moderator: Okay. How about you, Bob?

Bob: Yes, I'm number two. I mean that's my life. I mean that's how my neighborhood is set up. That's how [the] neighbor, [unintelligible] back for him.

Moderator: Okay. Great. How about you, Kevin?

Kevin: I hate to say none because...

Moderator: That's fine.

Kevin: I like number one. I think it'll keep people's attention but you need to get the - sarcastic from number four and they're the

professional guys sarcastically pushing a single button that will do the job.

Moderator: Okay, got you. What about you [unintelligible]?

Michael: I like number two and I liked the fact that he called him "dude." Well, that was a nice [unintelligible] choice and if you're ever in California, that happens a lot.

Bob: I use the word. I say it to myself. I thought it was funny but [crosstalk].

Art: Well, I would have to go with three.

Moderator: That was the programming [crosstalk].

Tammy: Remote.

Art: The remote, yes.

Moderator: How about you?

Art: Only because my neighbors are four and a half acres away. They don't care.

Moderator: Okay.

Art: That number three is me.

Moderator: Okay.

Art: It's a reality to me.

Moderator: Got you and Gigi?

Gigi: Two.

Moderator: The neighbors?

Gigi: The neighbors.

Moderator: Okay. The common element that you also and we talked about was the whole skip-a-week concept. If there was one thing that we had to get people – one thing to put in a commercial to encourage people to skip a week, what do you think we would have to do? What would the water management district have to put in a commercial in order to get people to skip a week of watering?

Bob: I think you need to – what Art [hit] on it I think when he said, “All right, I’ll skip one week out of 52 weeks a year.” It’s not clear that way. Maybe if you put, “Skip every other week.”

Moderator: Sure, okay.

Art: Yes. I’d use the word “every other week.”

Tammy: Yes, water every other week.

Michael: [Expect] the obvious too. It’s like look, if it just rains, skip it.

Art: Skip it, period. Give it up a month or one week a month or what was it – what was the message?

Moderator: I don’t have the answer to that and again, that’s purposely that I don’t have the answer. So I’m just as curious as you all.

Michael: There’s no mention of water in the rainy season in Florida.

Moderator: Okay.

Michael: There's no reason.

Tammy: If you take the fourth – the information that you got from the four after we got the four commercials, it seems that they were pushing that the commercial was addressing wintertime.

Bob: Wintertime. I agree.

Tammy: It was skipping - and that might just be my assumption but skipping every other week as a regimen during the winter months.

Bob: I think the only reason you got that was close in the second one, he said in the winter.

Tammy: That's what I'm saying, between the information that we got from the four because bugs are more prevalent in the winter.

Bob: If you just go to the first one or the last one, you wouldn't...

Tammy: Right.

Moderator: Well, let me throw this at you, do you think it's more beneficial to skip a week only in the winter or to skip a year round or what's...

Kevin: That's the worst time to skip when there's drought. I mean you need to – if you want to keep it alive, you have to throw a little water every once in a while.

Moderator: Okay.

Kevin: Once a week isn't even enough. I mean we're down to once a week so everybody's lawn is [drying] anyway.

Michael: I don't know if that's true and I don't water in the winter. It might come February [crosstalk].

Tammy: Well, it depends on what kind of grass you have.

Michael: St. Augustine. I have St. Augustine.

Gigi: I was going to say...

Tammy: If you have Floratam, you have to water.

Gigi: I don't think any of them were geared to Florida.

Tammy: Yes.

Gigi: It's my personal [crosstalk].

Michael: It doesn't even matter, you just look at it.

Moderator: Well, Gigi made a comment. You said that you don't think any, I'm sorry?

Gigi: I don't think any of them, maybe the two men but I don't think any of them are really geared to Florida with the skip a week because we have so many restrictions. It's been years now that we go with restrictions, one or two days a week, what time we have to – we all have to adhere. So that's not sufficient enough for our yards and if we do those restrictions and skip a week, we won't have a yard.

Moderator: Okay.

Gigi: That's how I feel.

Tammy: Depending on what kind of grass you have.

Gigi: On what grass, right.

Tammy: Because in the winter, Bahia goes back down into the root and it looks like hay anyway.

Art: It goes dormant. It's supposed to go dormant.

Tammy: It's supposed to go dormant.

Art: Right.

Gigi: Yes. This one is the best grass for Florida.

Tammy: Yes but a lot of the homeowners associations, you cannot have it in those communities.

Kevin: You're not allowed to have.

Gigi: That's why we have to [crosstalk].

Tammy: Right.

Candy: Why can you not have it?

Tammy: Because it's a deed restriction.

Bob: It's a deed restriction.

Tammy: They won't allow them to have it in HOA communities.

Candy: But if it's so beneficial for drought...

Tammy: Well, my two cents is that the law says that anything that conserves energy or water, any of our natural resources, the HOA or deed restrictions cannot enforce.

Kevin: Cannot [crosstalk].

Tammy: Most people do not know that and so they're scared.

Bob: The water management folks or the county [trumps] all deed restrictions.

Tammy: Any energy like if you want to hang a clothesline up and your HOA says you can't but you're saving energy by doing it, you're allowed to do it.

Gigi: Yes.

Tammy: If you want to put solar panels on your roof to heat your pool, you can do it.

Moderator: Do you think most people know that?

Tammy: No.

Gigi: No they don't.

Tammy: Nobody knows that and even if they do know it, they don't want to challenge the HOA because they don't want to piss off their neighbors because that's why they moved into the community.

Moderator: Got you.



Art: The HOA will badger them about it.

Moderator: Okay.

Tammy: Yes and they're neighbors and their HOA is the neighbors.

Gigi: I am the HOA and I brought this up so I'm informing because I'm all about going green and...

Moderator: So you're the head of the HOA?

Gigi: I'm more of – I'm a member of the board.

Moderator: Okay.

Gigi: It's like she said, people are just not aware.

Moderator: Okay.

Michael: One thing I want to throw in and they can back up on your tour of Palatkan regions, there [around], all the dry lakes and stuff. I'd like the same [take] of much more serious stuff. If anybody's ever seen An Inconvenient Truth and they just keep throwing facts at you, showing you pictures of receding glaciers and I'm talking about the stats and why this is important. It seems all four are [unintelligible]. I would respond a lot more if they said, "Look, you just can't keep doing that."

Kevin: I agree. I think people don't realize how bad things actually are. My water level went down twenty feet in the last twenty years. I just put a well in a couple of years ago for my property and I had to go about 25 feet deeper than what the old timer was up the street has been there for 30 years and so his well went dry. He

had to drill a new well and we're pumping billions of gallons a day. I don't know what the number is down to Tampa and Saint Pete. Who knows where the money is going for this, who's getting paid, what's happening from – people are aware of it. They just don't give a damn and I think the...

Art: [Unintelligible] till it's gone.

Kevin: Deed restriction communities, that kind of thing is probably maybe 20% of the actual Florida residence here and the rest of them, out of those, I'd say there's one guy out of every ten houses who's got a nice lawn and cares and it will go to the place and do the right thing and the rest of them just try to get the weeds cut down so they can - not get yelled at by their neighbors, that kind of thing.

Michael: Didn't Georgia have a good water scare?

Kevin: Yes, lakes went dry and rivers and [crosstalk].

Michael: All the water in northern Georgia feeds northern Florida and southern Georgia and they had these [unintelligible], emptied out the swamp and they had a big thing because all the people in northern Georgia were having a hard time with their water supply because they sold it all and they had the rights in the contracts to send all the water south.

Kevin: People pay attention when the water table gets so low that the salt water starts intruding which it's already starting to do.

Art: They didn't pay attention in Miami.

Tammy: Or you know what would be good?

Art: They didn't pay attention in Pinellas when the aquifer took in all the salt water.

Kevin: The diesel plant was [crosstalk] expensive and [crosstalk].

Candy: I commercials should go a little bit as far as going to go take a shower and there you are.

Art: Let me ask you a question, Tate, you're in advertising.

Moderator: Sure.

Art: Does the average person in our country or in this area operate off of possibility or do they operate off of consequence?

Moderator: I can't answer that just so because it's...

Art: You know where I'm going.

Moderator: I know exactly where you're going. Yes, and I think it would be a different situation for different subjects.

Art: I understand.

Moderator: So let me throw this back at you, Art and again, I'm not here to answer questions. We can talk about this after but I want to know what do you think is going to get to folks with this water conservation stuff?

Art: I honestly personally, for what it's worth, I don't like being that way because it's negative, okay? I like being on the positive side. I like working off of possibility.

Moderator: Okay.

Art: Okay, but unfortunately, consequence seems to have a much greater impact on those people.

Moderator: Give me an example of a consequence that could be used in advertising. What do you think?

Art: Your cigarettes advertising was a very good one of consequence, okay? There's no possibility here at all. This is all consequence, okay? You start the commercial off with – you know the dried-out skull with the long horn...

Tammy: Yes, the cow.

Art: The cow, okay. [Blaming this] in the desert, okay, except for [make it] the front steps of the Capitol Building in Tallahassee.

Moderator: Okay.

Art: Put it at Chris' front door, okay, and let's sand blow over it and turn his front yard into a xeriscape instead of that lush BS that he's got going up there. I spent a lot of time in Tallahassee, and start the commercial off with, "This is where we're heading, folks." You can either get a hold of it and start paying attention and conserve this stuff and start putting money toward getting some salt water...

Candy: Desalinization.

Art: Thank you very much, desalinization plants going or this is where we're going.

Moderator: Okay.

Bob: That plays on negativity. You're talking about the negative versus positive, "Hey, let's save water for our children," show our children all that but that doesn't work as well as...

Candy: Can I get screwed up [crosstalk] out here?

Art: You're dealing with possibility when you talk about kids.

Tammy: What about age? Look at the mean age of the average Floridian, all right? They've moved down here to retire and their clocks' ticking. I've only been here for twenty years.

Candy: My mother lives with us...

Tammy: As long as I got water for twenty years, I don't give a [expletive]. I'm going to water everyday.

Michael: Right but if this could happen next year...

Tammy: Then look at where we're headed as people that are a couple of generations behind me...

Michael: Ergo the big funds.

Tammy: They're so [transient], all right, that okay, I'll live in Florida for ten – I'll live in Florida for five years or two years. My company's going to leave me there. What do I care if they run out of water in ten years and they're gone? If it were a very transient state and then the people that are here that stay here are retirees and they're looking at the clock going, "We're not going to be here much longer. Why do I care?" I mean seriously, I mean – and they're not from Florida. They're from Massachusetts. That's where their kids are.

Kevin: Oh absolutely, trust me, I know.

Tammy: That's where their kids are and their grandkids.

Kevin: The only way to get people to stop using water...

Candy: My mom lives in my house and she does not – I have to constantly tell her, "Mom, don't run the water so hard. You're wasting it."

Kevin: The only way to get people to stop using water is if they don't have thing to water in the first place. Xeriscaping advertising campaign that went on for the last ten years was pretty good but there was no incentive for people to do it.

Tammy: Right.

Kevin: So, if you want people to stop watering their lawns, let them get rid of the damn lawn. Dig up at least 25% and you'll give them a break on their water bill or someday I'll think, you'll ship ten drought-tolerant plants to their house for free. I don't know which one to do.

Tammy: No, give them a one-week tax break on plants that meet the xeriscaping and mulch and stuff like that.

Kevin: Cash for Clunker is cash for drought-tolerant plants but they asked him to stop watering something that does need water is not the solution. It's a good idea but...

Bob: The only other problem you're going to have you're going to have to continuously, constantly educate the people because like she said, people are coming from the north have no clue that [crosstalk] that I need to [crosstalk].

Moderator: We're running out of time and I want to do one last thing and actually, I'm going to go off script. I was actually going to show you some taglines and taglines are basically some things that we get – at the end of the commercial, you might have seen something that said "Florida's water, it's worth saving," things that might make you remember. I got to tell you, I think this group is smart enough that I'm going to scrap this. I want you, the last thing that I want to do is I want you to go around the table, each one of you and tell me the one statement, based on the stuffs that we've talked about tonight, the one statement that you think would resonate with people like you to conserve water. Think about that for a couple of seconds and this will be the very last thing. I want you to think of the one statement that will resonate with people like you to conserve water based on what we saw tonight or in general and whoever wants to start can go first.

Kevin: When we're out of water, which we're on our way [unintelligible] to happening here, wells are drying up and people having to dig deeper, there's not going to be any water left. There's not going to be one day a week, it's going to be no days a week. There'll be no lawns. Everything will be dried up and people are going to be catching rain water which I do. I wanted to mention that and I have a dome house, a geodesic dome house and you would not believe that hundreds of gallons I get in this thing but to make the point, when there's no water left and when we're getting there, then you really start getting people's attention.

Moderator: Okay.

Kevin: [Desert] was a good thing, that's...

Bob: What are you going to do when you run out of water?

Moderator: Okay.

Bob: What are you going to do when you run out of water?

Gigi: Well, look at the Third World countries, to me especially Kenya, Africa where you see the bugs are everywhere. Everything's dried up. There's only sand. There's no grass. The children won't have water. They don't have food. All the diseases stem from not having...

Michael: They have oasis and stuff, [crosstalk] the oasis.

Gigi: All the diseases stem from not having proper water.

Michael: Yes.

Moderator: Okay. Who else? Who else wants to go? What's the one statement? Those of you who haven't gone yet.

Bob: I feel...

Candy: I would think...

Bob: Go ahead.

Candy: Oh, I'm sorry.

Bob: Go ahead.

Candy: I would think it's more precious than gas. I mean gas has gotten so much – it's more precious than gold. It's more precious than – because it is necessary. It is probably the most necessary ingredient for our survival. So I think that would be a good – it's our most precious gift.



Moderator: Okay.

Candy: Without it, we're doomed.

Moderator: Okay.

Michael: Say how about this for a tagline, "Stop having kids or start saving water."

Gigi: Cool, I like that one.

Moderator: Okay.

Tammy: I could say...

Moderator: And the hammer [drops]. That's right.

Tammy: I would say make it a little less drastic.

Gigi: It was a good [thought].

Moderator: Tammy and Art...

Kevin: What's the point of having an [unintelligible]?

Moderator: That's right. Hey Mikey, you want a job? Michael, you want a job? Tammy and Art, you're the only two who haven't said your statement, what...?

Tammy: I don't know that I have a catchy tagline or anything but I think that the overall that I get from it is that we need to conserve water. I mean we have to. It's not a pick-and-choose. It's not we're going to tell you, hit the button on your irrigation system so that you skip

a week. You have to. I mean it comes down to you have to and I think that that is the point. It's not "would you please" or "could you." It's get the point across either you can have a semi-nice yard and everybody else has the same thing but at least you have water for years to come afterwards instead of worrying about that nice, green, perfect lawn.

Moderator: Okay. Art, you're going to add anything?

Art: I'd show them a picture of the desert and tell them we have plenty of water.

Moderator: Okay.

Kevin: That's good sarcasm.

Moderator: Okay.

Michael: It's all in the Pacific.

Moderator: Yes.

Michael: I'll tell you [unintelligible]. The other one was I'd show a picture of the Titanic sinking.

Moderator: What's the second when you would...

Kevin: The politicians are getting elected and they're the ones that are scaring the hell out of people and people pay attention when they get scared and that's one of the few things that will get their attention. They're, "Oh, water the lawn act and afford to pay the extra bill, couldn't find my [unintelligible]. I'm retired." Like you said, they got a few years left, they don't give a damn. Start scaring the hell out of people with the truth. My well-drilling friend

when he heard I was coming up to this [eve], he had a lot of stuff he wanted me to tell you which I never got to but the main thing about pumping the – I mean we're just sucking the water right out of the ground under our feet and pumping it down to Tampa and we...

Tammy: That's what's causing sink holes. I mean there's a whole bunch of little – but the one thing, have you noticed with all these go green that is going, of all those things that has really caught on that people are doing, the thing that comes to my mind the most are those shopping bags. Instead of getting the plastic bags, people use – and people buy them and then they forget them in their car. So now you got signs out in front of the grocery stores that say, "Got your bags?"

Gigi: Yes.

Tammy: So people are going to go to the door, "Oh, I forgot my bag" and then they're going to walk back out, 95-degree weather, they're going back out to the parking lot to get their bags? So I mean everyone's got "go green" on their mind and I think that when you say, "Okay, cut a week," they're thinking, "Wait a second, I thought we're going green. My yard's not going to be green if I cut a week."

Bob: I'm not being [offensive] but I don't think everybody's got "go green" on their mind.

Tammy: I don't think so either but I'm just saying it's out there. I mean all the billboards are saying "go green." Everything is...

Bob: Oh yes, it's ad, it's...

Tammy: ...go green.

Bob: ...advertising.

Gigi: A lot of money on advertising.

Bob: I know a lot of [crosstalk].

Michael: Do you want to see water [crosstalk] issues? Live out west for a while.

Kevin: Do you know the canvas bag?

Tammy: Yes.

Michael: It's always in the news.

Kevin: You go to some people's houses, you know what they're full of? Plastic bags. They're hanging on the door knob. That's where I keep my plastic bags from the grocery store.

Moderator: All right, well look, I got to tell you that this is...

Kevin: This is a ditch.

Moderator: This is probably one of the funniest groups that I've done in a long time. There were no quite people here which is fantastic for somebody who does focus groups. Thank you all so much for your insight and your input. We would definitely, definitely use the insight that you gave us tonight to hopefully make a difference in this issue.

Candy: You got to [scare] the [bojangles] off people or have a commercial where people on court were – just scare them with...

Gigi: That's all it boils down to.

Moderator: Well...

Tammy: Teach the kids. The kids will tell the parents. The parents will feel guilty.

Candy: They're all doing a good job at schools because yes...

Moderator: Well, look one of the things that – to lead you on, and I see a lot of you in here have some homework, a lot of literature from the lobby. Feel free to take some stuff out there as well and actually, if you see [Levy], she has an envelope with a nice little gift in there so thanks so much for coming here tonight. Have a good night. Thank you all. Thanks so much. I want to take you all on the road with me. You're a good group to talk.

Candy: I appreciate the insight because I'm going to that place and I'm going to use Tide.

Moderator: What's that? And a beer.

Tammy: If you give me your email address, I'll give you this home fertilizer recipe that is so awesome, it's epsom salt, beer and...

Moderator: Art, what kind of work do you do. You said you're in Tallahassee [unintelligible].

Art: I sell electronic and fiber-optic components to telephone industries

Moderator: Okay.

Tammy: That's [unintelligible] to give me your email and I could send it to you. [Crosstalk].

Bob: Well, it's so big. I'd hate to lose it.

Tammy: Well, I use more beer on my yard than [unintelligible] my husband drank.

Art: Thank you very much. We appreciate it.

Gigi: It was nice meeting [crosstalk].

Tammy: Nice to meet you to, honey.

Candy: Nice meeting you.

Gigi: Bye-bye.

Michael: So I'll see you at the football game?

Moderator: Yes, absolutely.

Michael: Take care.

Moderator: Take care.

Michael: It's nice meeting you all.

**Salter>Mitchell**  
**Focus Group Discussion**  
**Tampa**  
**August 20, 2009 at 6:30 PM**

Moderator: Well, I'm just going to go ahead and get started then. My name is Ledvi and I'll be leading the discussion today. What we're doing here today is called a focus group. Have any of you guys even been part of a focus group before? Yes? All of you? Okay, good. In case there's anybody that hasn't been part of a focus group before, we're going to be talking about some creative materials and basically, a focus group is a way that we get to hear the thoughts, opinions, feelings, ideas of normal people just living in the community. They do focus groups about all different kinds of things. Like I said today, we're going to be talking about some creative materials that might be used in a campaign later on, and I'm here basically to ask you questions and listen to what you have to say. If you could go ahead and angle your name tags so that I could see them... The name tags are just so that we can have a conversation among ourselves. Your name is not going to be included in the report or anything like that. Like I said, I'll have to wait until Dorothy gets here so she can hear the whole spiel about the camera and everything. I was explaining about focus groups. Have you been part of a focus group before, Dorothy?

Dorothy: Yes.

Moderator: Okay, good, so you know the spiel? We're here to discuss and hear your opinions and pick your brain about a couple of different things. There are no wrong answers and it doesn't matter to me if you love or hate what I'm going to show you tonight. I work for a research company. I don't work for the government. I'm also not an expert in the topics that we're going to be covering today, so actually I'm so much not an expert that I might have to ask you to explain a lot of things to me because I'm not from this area. I

don't even have a lawn. A lot of the things that you'll be talking about, I might have to ask you to explain further because it's only for my benefit. I really just want you guys to be honest; tell me your honest thoughts and opinions about what I'm going to show you. Also, if you have an opinion that's different from what everybody else is saying in the group, it's still really important for you to speak up because I promise that there's somebody else in Tampa that feels the same way you do, even if there's nobody in this room. It's basically up to you to represent everybody like you in Tampa. Our talk today is going to be taped so we can hear what everyone says. I have a voice recorder here and we're videotaping there. Also, there's another camera and some people are watching us. At least, you can wave to them. They're watching us in another office and then Tate is also taking notes. As you can tell, it's really important for us to record what you've got to say tonight. All of these notes and recordings are going to be used to write a report and the report won't include your name. These name tags are only so that we can talk to each other and be comfortable instead of saying, "Hey you, why don't you tell me what you think?" This is a group discussion so you don't need to raise your hand. You don't need to wait for me to call on you. The only thing I do ask for the sake of the recordings is that we speak one at a time. Just feel free to speak up whenever you want to but let's try to just speak one at a time so that we can catch what everyone says. I have a lot of questions but not a lot of time. Sometimes I might have to jump ahead and change the subject and I apologize in advance if I interrupt you. I'm not trying to be rude. I just want to make sure that we get to cover all of my questions here before we have to end the discussion. Does anybody have any questions? No? Okay. Just to get warmed up for the conversation, I just want to go around the table and have you all tell me your name, where you live, and your favorite activity to do outside in your yard. We can go ahead and start with Frank.



Frank: I live in South Tampa and in my yard, it's probably either the garden or hitting my golf wiffle balls.

Moderator: Cool.

Dorothy: Okay. My name is Dorothy and I live not too far, off of [unintelligible] and Parkway. It's a couple of minutes away. I have a small little daycare; my husband and I run it. Was I supposed to say something about our lawn?

Moderator: Oh, what's your favorite thing to do in your yard?

Dorothy: To try to keep the grass alive between the chinch bugs and the drought; it's so challenging.

Moderator: Alright. Anybody else here have problems with chinch bugs? I've heard that a lot here in Tampa.

Maureen: Everybody.

Moderator: Yes? Okay.

Kimberly: My name is Kimberly and I'm a teacher. I live on the Hillsborough River, so we spend a lot of time outside in the yard, watching the kids play in the river and having barbeques and that type of stuff.

Moderator: Cool.

Gary: My name is Gary. I live in South Tampa [unintelligible]. I'm in South Tampa closer to the river off of Columbus. I play with my dogs a lot in the yard. I have two Shepherds and my job takes me away from home a lot so when we get home, the dogs have to free and do [whatever they want].

Moderator: Do you have a big yard?

Gary: Yes. I have two lots.

Moderator: Oh, cool, very cool.

Robert: My name is Robert Castro. I live in the Town 'n' Country area. I really don't have a favorite thing to do in the yard except maintain it. That's not a favorite thing but it has to be done like everybody else.

Moderator: Alright.

Ken: My name is Ken Castro. I live in South Tampa. I don't really have anything favorite about the yard because – like Dorothy said – it's basically dead. I put a small fortune trying to keep it green and got over that.

Moderator: Okay.

Maureen: I'm Maureen Rich. I'm also a teacher. I live in Temple Terrace which isn't too far from here. My husband is obsessed with our yard. We have koi ponds and waterfall and a lot of stuff. Well, I have a small organic garden that I like – a vegetable garden. That's what I do. He does the rest.

Moderator: Okay, cool. I'm going to ask you guys to try to speak up a little bit just because we are recording. If you're normally a low talker, if you could please speak a little bit loudly just so that everybody can hear what you're saying. You guys mentioned some difficulties that you've had with keeping your yard or maintaining your yard. What are some of those difficulties that you have? What are some of the problems? You mentioned chinch bugs but...

Dorothy: Drought, too.

Frank: Water.

Kimberly: Drought.

Dorothy: You can only water so many times a week and we don't get rained. Well, I still don't see the rain yet. We hear the thunder but we don't get the rain.

Moderator: You said you're only allowed to water a few times?

Dorothy: Maybe like twice a week or something.

Moderator: Is it like that for everyone?

Robert: I can only do it once a week. It's like only about – I want to say an hour or a 30-minute time period on a Sunday morning, early in the morning, and that's it.

Maureen: For a while, we couldn't water at all.

Moderator: Do you stick to those rules?

Ken: No.

Moderator: No? Dorothy, you're shaking...?

Dorothy: I don't want to lose your yard, no.

Moderator: Okay.

Dorothy: If I see chinch bugs, I spray them. I have a service come - TruGreen. They've been there and sprayed; you can water it.

Robert: One time, the city and the county both had the water police out. It got real bad at one time but they don't really do it now. There were a lot of complaints.

Moderator: What's the water police?

Robert: They would hire citizens to drive around the neighborhoods.

Kimberly: And take pictures.

Robert: ...and take pictures and report you.

Ken: You go to court and they fine you. They would do it if it's 9 o'clock. They go out at 2 o'clock in the morning in spite the - to see if you're watering or something like that. It means they're out sneaking around all hours in the night.

Moderator: Who do they report you to?

Ken: The city courts.

Gary: The [unintelligible] City of Tampa. The City of Tampa courts as well. It's the first time.

Moderator: Really? Have you guys been caught doing it?

Ken: Yes, I have.

Moderator: Okay. Ken? Yes.

Dorothy: I haven't.

Moderator: Okay. Keep talking a little more about lawn maintenance. What are some of the things that you do? I know you mentioned that it has been a little difficult, but what are some of the things that you do to keep your lawn in good shape?

Frank: Well, I'm real lucky. We have reclaimed water in my area of town so I get to water all I want, anytime I want. It's very inexpensive. It has really cut down. Using reclaimed water has really cut down on my city water bill. I think it's great. I wish they'd have it all over the city for everybody.

Moderator: If you don't mind me asking, how much do you save by using the reclaimed water as opposed to the...?

Frank: I don't know the dollar figure. I just look at my water usage. I mean it's way, way down. Well, you're really charged this because you get charged when you use it for your lawn, for sewer charge. The past 30, our sewer charge was real high. Not so much the water that you're using that you're paying for but then they believe that you're running it through the sewer so they're charging more. My water bill is way under half of what it used to be.

Moderator: Now that you can water as much as you want, how often do you water your lawn?

Frank: When it needs it or at least once a week; sometimes twice a week.

Moderator: Okay. What about the rest of you? How often do you water your lawn? I know you mentioned there are restrictions but we know that some of you don't stick to it. How often do you water your lawn?

Kimberly: It would depend on the rain a lot.

Maureen: I'd get the hose and spray a few spots because it's really dry.

Gary: Right now, [unintelligible] rainy season.

Frank: [I quit] when I turn my sprinkler system off. I unplug it.

Moderator: Okay. So you're not watering your lawn?

Frank: No. After I got caught, I got fined for that just because I skipped a day. I was guilty; I only did it one day a week so when I came back from court, I just unplugged the water system. If it dries up, it dries up.

Moderator: Is there anything else you do to maintain your lawn?

Frank: Not anymore.

Kimberly: Then you get fined for that from your homeowners [unintelligible].

Ken: Oh, yes. [If I don't water...]

Moderator: So your homeowners association will get you for not maintaining your lawn?

Frank: I've been getting [unintelligible] on having concrete come in. I have a front yard of concrete and painted it green.

Robert: AstroTurf.

Frank: Seriously, I've been thinking about that on the AstroTurf.

Dorothy: I've tried the mulch thing without having a yard but the mulch disintegrates so you end up redoing it and redoing it. I said, "Okay, we'll do the sod," and had to get it resodded because it got in with the service out.

Moderator: Does anybody else here use mulch? What does the mulch do to your lawn?

Dorothy: Well, it keeps the dirt off down. I have small children so I don't want dirt in my house.

Frank: It's moisture-intense, so...

Gary: Yes, it retains moisture.

Frank: I've resodded it twice and re-dirt and put new chemicals in the whole front yard. I killed it up, put dirt in. Came in and resodded the whole thing. I've done that twice. It gets killed off by the water if you don't water it on a regular basis, and we have a drought and the water company is [unintelligible]. I'm not going to do it.

Dorothy: I wish they have something like – they have like an irrigation you can pay for.

Gary: Yes, a company [unintelligible] spray that worked.

Maureen: Or something you could put with a meter to read how much water you use and [unintelligible].

Dorothy: But they want \$400.00 or \$500.00 and then you have to pay a thousand for someone to install it, so it's like impossible. I said forget it. I'll just pay the high bills.

Moderator: Is this a service that you purchase or...?

Maureen: There's a service that the city of Temple Terrace has. You can purchase an irrigation where it monitors where your water goes for your lawn or for the sewage, and you save a lot of money but they don't even install it. You have to find somebody to install it, so it's like a fortune.

Moderator: It's like some kind of system that they have to install?

Maureen: Yes.

Moderator: Okay. Ken, you said that you resodded your lawn and that you tried all of these other things. What are some of the other things that you do to maintain your lawn other than watering and resodding?

Ken: I fertilize it.

Moderator: Fertilizing?

Robert: With the fertilizing, if you don't water, that burns the grass so what we have done is we monitor what the weather report is. If it looks like it's going to rain and it happens to be on a good day, a Saturday or something, then you can react to it. You know it's going to rain so you go lay out the fertilizer and the weed killer and hope that it does rain.

Moderator: Do you guys do that? You watch out for the weather and...?

Ken: Yes.

Dorothy: I'm hoping. I haven't seen any rain yet.

Moderator: We did hear thunder earlier.



Dorothy: Yes.

Moderator: You mentioned a bunch of things to take care of your lawn. What would you name the number one thing that you can do to care for your lawn?

All: Water it.

Moderator: Water it?

Gary: Water and what we did in my neighborhood was there are five homes on our street so we got together what we call [Orkin] and [Kemar]. We got a group [unintelligible] during the drought. They have another service that water [is all important so] [unintelligible]...

Robert: That's a good idea.

Gary: ...but other than that, it gets costly after a while. You're talking about every time they come by, it's 25 bucks.

Moderator: How often do you have them do that?

Gary: Well, the water group, in drought season it's twice a week. They come out and spray it for you but the pesticides and all of that, it's once a week three months.

Moderator: Every three months throughout the whole year?

Gary: Yes.

Moderator: Okay. What would you say is the number one thing to do to care for your lawn, Frank?

Frank: Again, I would agree with watering it but also mowing it to proper height and proper intervals. Frequency is very important.

Moderator: What's the proper height to mow your lawn to?

Frank: It depends on the variety of grass that you have. It would depend on what type of grass you have.

Moderator: What about for yourselves? What type of grass do you have? How high do you keep your grass?

Frank: St. Augustine.

Kimberly: We have St. Augustine.

Frank: About 4 inches.

Moderator: Four inches?

Frank: Yes, or somewhere in there.

Ken: You can't cut too short. If you cut too short, then you burn it [unintelligible]. You need about 4 inches to give you a good solid, a good base.

Moderator: What did you hear about the grass burning out if you cut it too short?

Ken: [Which has] [crosstalk]...

Kimberly: You have to experience it.

Moderator: Oh, really?

Ken: ...had lived at that time.

Dorothy: TruGreen told us that.

Moderator: Oh, really?

Dorothy: Yes.

Moderator: Okay.

Frank: You have it right in here, too.

Moderator: Oh, yes. Like I said, I don't work here so I didn't even look at that.

Maureen: It's something that it's presented in multiple forms. You can read about it. It's in the papers; they're talking about so it's pretty common.

Dorothy: Then if you see your grass brown, you know that you cut it too short.

Moderator: Okay. Sorry. Like I said, I'm not from here. I don't even read the paper. Okay. You said the newspaper, these brochures...

Maureen: You have it in any gardening magazine and...

Frank: Magazine or any gardening literature...

Maureen: ...would tell you that.

Frank: ...can tell you that you have to maintain your lawn and the proper height for it.

Moderator: Do you think that lots of people in Tampa read gardening literature, like magazines or brochures?

Frank: Those that have nice yards do.

Dorothy: Yes. Somebody's doing some reading.

Frank: It's either that or they're paying to have somebody do it for them, maintain it for them.

Dorothy: Even when you pay somebody, you got to watch over them do it.

Moderator: Oh, really?

Ken: Yes, you do, because if [unintelligible] cut too short...

Gary: Or they'll start bringing other stuff to somebody else's yard.

Maureen: Or someone else blows the weeds into yours.

Moderator: What do you mean?

Gary: They could [cost] the person but the guy who used through my property – what happened is we started getting a lot of different [cloves]. A lot of [cloves] all of a sudden had popped up, so we talked to him about it apparently because like four different people's yards all over town and they're supposed to watch the lawnmower [unintelligible] everyone but they don't. So the [seeds] in one person just - the garbage comes into yours and then before you know it, you have [cloves] all over you. A lot of different stuff is growing crazy.

Moderator: Wow, I didn't know that.

Gary: Now, he's not that [unintelligible] anymore. It's that simple.

Moderator: Aside from that like a mistake that they made or something, how do you pick a lawn service? How do you choose a lawn service?

Dorothy: I don't. I do it myself.

Maureen: We do it ourselves.

Moderator: You just do it yourself? Okay. How many of you take care of your lawn yourselves?

Gary: Now, I [don't] but it took me having to pay a city fine of \$75.00 a day when I was in California for six months, so go figure. [Unintelligible] court 500 [unintelligible] up my jobs because if not, if you have a lawn service and when you come back and your grass is crazy, you pay them for nothing.

Moderator: What was the fee for?

Gary: The grass got a certain height. I fired the guy because of what he was doing. With the rain when I was gone, when I came back it was that high. It's [unintelligible] for us when that comes around and because your grass is 4 inches high than everybody else's, they started [to fine us.]

Moderator: You guys have also mentioned mowing lawns. How often do you mow your lawns?

Dorothy: Depending on the weather.

Robert: Once a week.

Frank: Yes.

Moderator: Every week?

Kimberly: My husband does it every week.

Maureen: Every week in the summer and not as often in the winter.

Moderator: Okay. How often in the winter do you...?

Kimberly: I think he does it every two weeks.

Robert: Yes, every two weeks. During the winter, I don't let them mow up the yard at all because I don't want it – I let them grow. When it's not growing, there's no sense in mowing it because then they'll cut it too short. Then when spring comes back, you're fighting the battle to get the grass to come back in. At a certain point, I make the grass service quit mowing the lawn altogether. They have to come and do other things like pull off the [unintelligible] or trim, stuff like that, because I don't want to cut the grass too short. I lived that experience with one service and I ended up firing him and got a service that I could trust to do that.

Moderator: Okay. You mentioned not cutting your grass in the winter, most of you. Does the season...? I'm sorry.

Kimberly: It doesn't grow.

Moderator: It doesn't grow?

Kimberly: The grass doesn't grow as fast in the winter.

Moderator: So does that change how you water your lawn?

Frank: Oh, yes. You don't need to water at all then in the wintertime.

Moderator: Okay. How many of you water your lawn in the winter?

Gary: We don't have to do a thing.

Frank: It varies but...

Ken: Barely.

Moderator: Okay.

Maureen: Sometimes you have to water it before it freezes or something to protect it? [That's winter.] Okay.

Frank: Yes.

Gary: Yes, because it's going to be cold [unintelligible].

Moderator: Yes.

Frank: Well, that's your plants, not your lawn in particular.

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

Moderator: Does that affect how the HOA treats you? Does anyone here live in a community where there's an HOA? Maureen?

Maureen: Oh, yes.

Moderator: Do they give you any trouble for not...in the winter or not?

Maureen: Well, our lawn is well-maintained but to do that, you have to make sure you're watering but other people, if you don't, neighbors have been cited for not maintaining it. They follow the watering restrictions and then they wanted us to do well so they get cited by the homeowners association.

Moderator: You guys mentioned that there are restrictions on watering your lawn. For example, Maureen, you said that the homeowners association gives you trouble or writes you a letter or does something if your lawn isn't well maintained. What do people in communities with homeowners associations do to please both sides?

Dorothy: You can't.

Moderator: You can't?

Maureen: Well, we're maybe watering more than most of us do. I hope it rains a lot.

Moderator: Okay. Take your dishwashing water and... Alright. You guys mentioned newspapers and brochures but who would you trust to tell you information about lawn care?

Gary: It's the Home Depot. They'll answer questions [I ask.]

Moderator: Home Depot?

Gary: Yes. They have a garden center.

Moderator: Okay. Anyone else?

Gary: Your neighbor.



Frank: The state extension service, the agriculture extension service in Seffner out of the University of Florida. That's the best information.

Moderator: How do you reach them?

Frank: They're online. They're right in Seffner. They got all kinds of publications you can order.

Moderator: Who else?

Robert: Neighbors.

Moderator: Neighbors?

Robert: There are some neighbors that have beautiful yards so you know they know what they're doing.

Moderator: Sure. Raise your hand if you've talked to a neighbor about lawn care tips or... Kimberly or Robert?

Maureen: People come and ask my husband.

Moderator: Oh, really?

Maureen: Yes, he does a good job.

Moderator: Is that something that a lot of people do, talk with their neighbors about their lawns?

Frank: Sure.

Maureen: Yes.

Moderator: Yes?

Kimberly: There's a high likelihood that the people that live around you have the same grass and probably the same weather patterns that you have, so I think that's...

Moderator: That makes sense.

Dorothy: We have a bad area on each side. They don't care about grass. They have just weeds. They just let it go. When they do get inspired to cut it, they cut it and the weeds come into our yard.

Moderator: Oh, yes. Do you get rid of them or what happens to the weeds that get blown in your yard?

Dorothy: I have a spray that TruGreen does and the person across the street uses all mulch. It's like in our neighborhood, they have given up on grass.

Moderator: Okay. Is that something that people are going more toward? Kenneth, you mentioned out of frustration, I think, cementing over your lawn and you mentioned your neighbors are doing mulch. Is that something that a lot of people in Tampa are maybe leaning more toward?

Maureen: I think so.

Dorothy: I see a lot of it.

Maureen: I have a friend who is building and she said she's not even going to put a lawn on it. It's just going to be all stone and some plants but not a lawn.

Dorothy: Like Arizona, a lot of rocks in private villas.

Moderator: Okay.

Ken: Yes. I thought that because you can water out [unintelligible] but you can water the plants. You don't get a hose but you can water the plants. I spent a small portion of the sprinkler system and now I can't even use it now. I can take a hose and walk around and water a couple of plants; even during restriction, I could do that.

Moderator: Okay. Kimberly, you mentioned xeriscaping? Can you explain what that is?

Kimberly: It's using plants that are more indigenous to Florida that require less water to survive.

Moderator: Okay. Has anyone else here heard of that?

All: Oh, yes.

Moderator: Where did you hear about that?

Kimberly: One, two, three, four, five – six houses down from me, she completely, like you said, got fed up, tore it all out, and xeriscaped and then on the other side of the road, we have two houses I think that have done that. Then a couple of blocks over, we have a house that just cemented the whole front yard which is basically another form, a few plants here and there. We have quite a few and I live on the river so our watering situation is different than some people's because I'm going to get absorption from the river as long as we have water in the river which is a lot.

Moderator: Can you explain what that is, the absorption?

Kimberly: Well, I have a sea wall to the river so at least a certain portion of my yard closest to the river is going to get water just absorbing through the soil.

Frank: Through the sea wall, yes.

Moderator: Okay. Do a lot of people in Tampa live near rivers? No? You do? How many of you here live near? I know I mentioned that earlier.

Maureen: I'm near one but not on it.

Moderator: You're not on it? Okay.

Dorothy: My parents live by the lake and they don't have that problem. It absorbs the sea water. The land is real moist actually.

Ken: It soaks in.

Dorothy: Yes. You can just throw a lemon seed and something grows because it's so fertile there.

Moderator: Really?

Dorothy: Yes.

Maureen: We've had no water in the river so we haven't had that.

Moderator: Just a little bit, how do you feel about your personal lawns?

Kimberly: Mine is all weeds.

Moderator: Yours is all weeds? How does that make you...? What does your lawn say about you?

Gary: There's a personality to an extent. It's an extension of yourself.

Moderator: How?

Gary: Well, like some areas you go in the South Tampa or West Tampa, you'll drive through the neighborhood and there's like just grass and dirt, just like weeds and dirt, and the people are just like whatever. Then you have somebody like some men that take pride into it but try their best. You can just try your best. Sometimes, it's like a competition, at least [up there...]

Moderator: Yes, it can be.

Gary: ...because I have rose bushes that I bought from Tyler, Texas and in the first year, there were no problems. When they started restriction, they started dying up because they need water. Even trying to water them one by one, that's how I got my ticket because I'd be watering the rose bushes.

Moderator: Oh, I see.

Gary: Yes, and the first time, just a little slap on the wrist but the second and third times, they get you a little bit [unintelligible].

Moderator: Okay. Dorothy, what does your lawn say about you?

Dorothy: People used to stop and ask my husband what he is doing because it was like a golf course but now, it started to dry out with the chinch bugs and everything. It means a lot because we have a business in our house and the way you maintain your yard gives an impression right away. Since they walk up and they see the lawn is all nice and everything, it gives a good impression.

Moderator: That's an interesting way to put it. Do you think that your lawn gives an impression of yourself?

Frank: Sure, just like your house or anything else that you maintain – your clothes, how you dress.

Moderator: Okay. Frank, what does your lawn say about you?

Frank: That I spend a lot of time in the yard.

Moderator: Okay. Is that a good thing or...?

Frank: It's a labor of love. I would like that.

Moderator: That's a nice way to put it. When it comes to knowledge about lawn care for you personally, do you consider yourself better, equal, or worse than other people in your community? We'll just go around the table and...

Maureen: I'm probably worst because my husband does it all and he's really, really – I don't really need to know it at this point because he takes care of it but if I needed to ask him, that's easy. He does a fabulous job so...

Moderator: Alright. Ken?

Ken: I'd say I'm equal now. I used to be real involved in it, doing a lot of research on it but here's this water restriction. It's like you're fighting a losing battle, so just enough to keep it green.

Moderator: Okay.

Robert: I think I'm about average. I used to spend a lot of time on my lawn as well and when my daughter graduated from high school, she

retired from helping me doing my lawn. It used to take all day of Saturday weeding and trimming hedges, mowing, and all that. Slowly over time, my time in the yard has decreased. It still looks pretty good but I don't devote nearly the time I used to.

Moderator: Alright, okay.

Gary: Average.

Moderator: Average? Why do you say that?

Gary: The front is nice but the back of the yard, my dogs – I just bought a kennel because they're digging holes and [so this taught me to go back.] Half the front is nice; the back, I won't take anybody back there.

Moderator: Kimberly?

Kimberly: I will freely admit I know nothing. I just do what my father tells me to do. If he calls and says, "I laid a bag of fertilizer there. Go put it out," then I go put it out. If he says, "Can you have your husband mow the yard today?" I'll have my husband mow the yard. My parents live next door and they have my entire life and I do what my dad tells me to do.

Dorothy: My husband does it every week. He enjoys working in the yard and then we also have TruGreen come out. Hopefully, we'll get rid of this chinch bug thing.

Moderator: Well, what are chinch bugs?

Dorothy: They eat. I don't really - [kind of bugs.] We also have those grub worms, too.

Ken: They look like crickets [crosstalk].

Frank: Grub worms do more damage than chinch.

Moderator: Do they? That's [unintelligible].

Frank: Grubs eat the roots.

Dorothy: Oh, that's even worse.

Frank: Yes. They're even worse.

Dorothy: They taught me how to go down the ground and look and see if there's any, so I'll go say, "Hey, wait a minute. You missed a spot."

Moderator: TruGreen taught you how to do it?

Dorothy: Yes.

Moderator: Frank, what did you say about your knowledge about lawn care? Is it equal or better than or worse than other people, you think?

Frank: I am better than.

Moderator: Better than? What makes your knowledge better than theirs?

Frank: [Better it makes mine] that I do it myself. Most people in my neighborhood don't do their lawns and I've been doing my lawn and my yard for 50 years. I've been mowing lawns since I was a little kid so about years of experience.

Moderator: Okay, that will do it. Alright. Now, I think we talked about this a little bit already but other than the restrictions, is there anything



else that keeps you from caring for your lawn the way that you want to?

Kimberly: Time.

Moderator: Time? Anything else?

Maureen: Heat.

Moderator: Time? Heat?

Maureen: It's too hot to go out there [on Sundays.]

Ken: Yes.

Moderator: I see you guys nodding along. You agree?

All: Yes.

Gary: Time.

Moderator: Time?

Gary: If I had more time and no heat, I would [unintelligible] the heat.

Frank: Getting older, too. It just takes longer and it takes its physical toll on you. It's tiring especially...

Kimberly: It does. If it's so hot here...

Maureen: Especially with the heat. I think that's what keeps my husband out now. He's retired and that's what he did. This is retirement but now with the heat, he doesn't even enjoy going out as much right now.

Kimberly: Anyway, you think I'll do it after dinner because it will be cool then the rain will come and so then you wait another day and then you can't do it the next morning because it's too wet because it rained. You get this big vicious cycle sometimes and sometimes, it just doesn't get done. You're not supposed to mow when it's wet. You can't mow when it's too hot. You can't...

Moderator: Does anyone have a different experience than that? Okay, alright. I don't think I have ever learned that much about lawn care in such a short period of time. Now, when I get a lawn, I'm going to know what to do.

Frank: Yes. You're not going to get a lawn, right? You're not [unintelligible] get a lawn.

Moderator: Exactly. I want cement over the whole thing.

Frank: No, you don't want to do that.

Moderator: Get mulch.

Frank: That's not good. Xeriscape it.

Moderator: Okay. Xeriscaping, that's cool. I didn't know that so many people knew about that, so that's really interesting. What we're going to do now is we're going to watch a few TV advertisements. They're not the finished product. It's just something that they did to give you an idea of what a commercial might look like if they actually went and did it professionally. That's what companies do; before they go out and spend all this money to produce a very professional TV ad, they put some ideas together to give an idea of what it would look like. We're going to focus on what the ads are saying. Then I'm going to ask you a few questions about them

but we're going to watch four commercials back-to-back because if you're normally watching TV, that's how you'd see them. You wouldn't see one and then talk about it, and then see another one and talk about it.

[Commercial playing]

Moderator: Okay, alright. In the notebooks in front of you, if you want to go ahead and open them, mostly just to give – just so that you can remember later on what we're talking about the ads – if you can go ahead and jot down maybe one or two sentences about each commercial that we watched. I'll give you a minute to do that. Just a few words about the ads that we just watched and if you don't remember anything about it, that's fine, too. If you can remember something, just jot that down. Okay. We're going to talk about the ads and we're going to talk about them one by one. We'll talk about the first one and just focus on the very first one that we saw, and then we'll talk about the second, third, and fourth, and so on. We're going to focus on them one by one and then at the very end, we'll get a chance to go in and compare them all to each other. For now, let's just focus on the first commercial. What was the first commercial about?

Kimberly: Tom and Stan.

Moderator: Tom and Stan?

Frank: Right.

Moderator: Let's go around this [unintelligible] one. I want you guys to tell me what that ad was telling you.

Maureen: Well, it was just telling you obviously to skip a week but that watering too much was bad, not just only the good part of skipping

the week - how it was for the environment – but also the negative effects of watering too much.

Moderator: Okay.

Ken: I will agree with that that it's more about telling you that too much water would cause your lawn to – I don't remember exactly what they said – but it was not good for your lawn to have too much water during the winter which I would agree with on that.

Moderator: Okay. You would agree with...?

Ken: With the way the ad was because I don't water during the winter anyhow because [at least] too much water can cause the roots to get [dry] rotten or would get rotten. The grass won't grow anyhow. They don't need to be watered.

Moderator: Okay.

Robert: I like that first one of all though because it was kind of funny as well. It's humorous as well as it got the message across of skipping a week.

Moderator: Okay. Maureen mentioned it too. What do they mean by skipping a week?

Maureen: Not to water every week.

Robert: Yes.

Ken: Yes.

Moderator: Okay. What time period is that skipping a week?

Maureen: That one's just winter.

Moderator: Just winter?

Robert: Yes, just winter.

Ken: Yes, that would be just during winter.

Moderator: Okay. Is that skipping one week, skipping one week a month, one week...?

Maureen: I think every other week.

Robert: Yes, like every other week.

Maureen: That's what I would assume.

Robert: Instead of every week, do it every two weeks.

Moderator: Okay. Did anybody understand anything differently from that?

Frank: No, but the initial water restrictions until we went on this latest one when the drought got severe was that you were allowed to water once a week. That's why I imagine this whole skip-a-week program is being initiated because that's the initial water restriction; it's once a week but it's no longer in effect. I don't know what it is now because I don't have to pay attention to it fortunately so I don't have to worry about it.

Dorothy: Oh, yes. He's got the good water, reclaimed water. We all need that.

Moderator: Gary, what was this first ad telling you?

Gary: It's just like an Average Joe just talking to a neighbor, enjoying [the sight and] [unintelligible] [whether they're summer.]

Moderator: How do you feel about that?

Gary: It speaks of the average male.

Moderator: To you personally?

Gary: Yes, to me, it is. An average person is talking to his neighbor.

Moderator: Alright. Kimberly?

Kimberly: I liked it. I thought it communicated to skip a week in the winter and I just thought the guys were funny. Dude! He's a dude.

Moderator: Alright.

Dorothy: It was pretty laid back. I like that and just relaxed and [unintelligible] because they were saying about a disease or maybe a fungus, too, if there's too much water.

Moderator: Okay. If I close this first ad telling you – I know you mentioned it a little bit already that it's got...

Frank: Yes, skip a week but I guess I will be contrary. I didn't like that ad. The reason why they were talking about the wintertime and the guy who's sitting back in his chair in his yard looked having an iced tea or that's what I thought it was – iced tea. It didn't look winter to me. I know it's Florida but it still didn't look winter. I would think that they ought to put them in a flannel shirt or a sweater or something to make it look like winter and not be out there in his lounge chair. I know that was the prototype and so forth, but I didn't think it was very convincing that it was winter. If

they want to show it's winter, maybe put some Christmas decorations on the house or something like that if they were going to be a little – but I don't know how far. You said this was a prototype or how far they're going to go but it didn't look anything like winter to me. I think they need to find – maybe have the guy over his barbeque pit roasting marshmallows or making some S'mores or something like that. It didn't look winter.

Moderator: Okay. Robert, you were going to say something?

Robert: To me, that might be the case if I was to live in the panhandle but down in Tampa, I have the AC on Christmas Day.

Kimberly: Christmas Day, that's right.

Frank: Yes, but on Christmas Day, are you out sitting in a lounge chair in your front yard, sipping a cold drink?

Kimberly: Absolutely. I'm watching the kids water ski on Christmas because they've all come home from break and that's what they're doing.

Frank: Yes, because they've been up in cold weather.

Moderator: You guys mentioned some new information. It told you to skip a week. Raise your hand if you're interested in what that first ad was telling you.

Robert: What do you mean?

Kimberly: To skip a week?

Ken: To skip a week or the harm, the overwatering can do during the winter?

Moderator: I guess why don't you tell me? What are you interested in about that commercial?

Ken: The harm that it would do to your lawn, overwatering during the winter. That's the only thing I was [unintelligible].

Moderator: Okay. Raise your hand if you're interested in that information. Okay. What about the skip-a-week part? Raise your hand if you're interested in that.

Kimberly: We do that anyway so...

Dorothy: Yes. It would help the budget.

Moderator: Alright, so it would help the budget. Any other reasons why you'd be interested in that skip-a-week?

Kimberly: That's really, for me, a hard call because Florida is not normal, so to speak. For us to skip a week, maybe two months out of the year that you can do – there's not really a huge amount of time that you can do that. Does that make sense?

Frank: That's true. That's more like skip-a-week is more like January and February.

Kimberly: Exactly because...

Frank: Right. That's where you – the grass may slow down but still in December, it may still grow in December. Our cold weather is...

Kimberly: That may pertain to skipping a total of two weeks. It depends on the weather and the situation with the drought and if we have any cold weather which we haven't had a lot of.



Dorothy: Is this commercial just for Florida or is it for everybody in the South?

Maureen: South Florida Water Management.

Frank: It's for Florida.

Ken: Southwest Water Management.

Frank: Exactly, yes. That's kind of...

Maureen: Yes. It's really locally.

Frank: It's local.

Moderator: Okay. What about the information? You mentioned the rot. What about that interests you?

Gary: Well, everybody deals with it. In some way, shape, or form, we'll all have the same problems. It's just something when we have it, we'll have a bigger problem probably than others.

Moderator: Okay.

Maureen: Yes. I think it might be a surprise to some people because our lawn has some very low parts. Even when we have a hard storm or a bad storm, we have to even pump the water out because it will ruin the – if it sits, it will ruin the lawn. You can either ruin it with too much water, too much rain, or not enough. You got to have to really balance it.

Moderator: Okay. Can you tell me why this ad – I know Gary talked about it a little bit - why this first commercial related or did not relate to you personally, on a personal level?

Kimberly: I just loved it when the guy said, "Dude!" I just thought that was funny.

Moderator: Okay.

Robert: Yes, the regular guys...

Maureen: Yes. Actually, the guys that would be talking about their yard.

Moderator: Okay. What do you think, Dorothy?

Dorothy: It's convincing.

Moderator: Oh, I'm sorry. I thought you were giving a [fair side.] Okay. Is there anything in real life that this commercial reminded you of?

Gary: Reminds me of my neighbor, honestly.

Moderator: It's your new neighbor? Okay.

Gary: When we see each other, I want the iced tea though but [laughter] [crosstalk]...

Moderator: Okay. What about the rest of you? Do you agree with Gary? Does anybody disagree with Gary? Does anybody not relate to this commercial? Alright. Is there anything in this first commercial - Tom and Stan – that you would tell somebody else about? Is there anything you would...?

Frank: Sure, I'd do. We don't need to water as much in the wintertime when the grass is not growing. That's the key – when the grass is not growing.

Moderator: Okay. Do you think that you would do what it's asking you to do based on that commercial?

Frank: I already do.

Dorothy: Yes, we already do.

Moderator: Okay.

Frank: [Unintelligible] that commercial, we already do that so that commercial had an effect on... It may affect the neighbors down the street though when the sprinkler system comes on.

Moderator: Okay.

Ken: I think it would affect a lot of people that don't even bother changing their clocks, checking their clocks. I think a lot of people are oblivious. They don't care when it runs, when their sprinkler runs. If there's a good hard rain, I'll go turn my sprinkler off, my clock off, and so forth.

Moderator: Well, that's a good point. Do you guys notice? Do other people you know change the way they water their lawns based on rain or various other things?

Maureen: Yes. If it rains a few days, I'm like [unintelligible], no water. We don't need the water.

Kimberly: We don't have it on timer. I don't know that they...

Moderator: Let's talk about that a little bit. You guys are working for this group because you mentioned having an in-ground irrigation system. Can you tell me some of the pros and cons of having it on automatic?

Ken: Well, the pros to it would be that you don't have to worry about it when it comes on. It would come on a certain time of the day and you would know it run that day. When I was running, I would run it early morning when it's not hot. Everybody's not up taking showers and doing all that so you're not taking to bring the water pressure down as you would if you put there like in the middle of the morning when everybody's up. That's the pro to it. Also, a pro to it is that you don't forget it. You don't have to worry about it.

Kimberly: You don't miss your day either.

Ken: Yes, your day.

Moderator: Okay.

Maureen: You get it on the right day that you can water.

Ken: Well, that's the disadvantage if you don't have it on the right day and the water police catches you and then you get a fine so...

Moderator: Any other pros or cons of having it automatic?

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

Maureen: Two, especially if you have it like during the middle of the night or whatever, if something has happened and it switched the [unintelligible], you might be watering the street and not know about it because you're not watching it.

Dorothy: Yes. It gets stuck sometimes.

Moderator:            Alright.

Maureen:             Or you might have pieces broken and you're not aware of it, so you do have to monitor occasionally sometimes when you can see it.

Dorothy:             No, we watch the weather a lot. Okay, it's going to rain and try to get away with not watering it.

Moderator:           Do you have your irrigation system on automatic or manual?

Dorothy:             No. We just do it when we see fit.

Moderator:           Okay. How many of you have your sprinkler system on manual? About half of you? Okay. What are some of the pros and cons of having it on manual? I guess this side of the table.

Frank:                Like Maureen said, one of my big things is to be able to make sure that I'm watering the proper area. I'm not watering the street. The other thing is the water pressure varies greatly with the time of day but even with the reclaimed water and if it's a time of day that a lot of people are using reclaimed water, that won't have enough pressure even to drive my sprinklers. It just gets stuck right there. Where I can see it, I set it and I water it. I turn it on and off when I want it.

Moderator:           Okay. Any other pros and cons about having it on manual?

Kimberly:            Just use it when you need to.

Moderator:           Okay, alright. Anything negative about having it on manual?

Kimberly: If you're not home that day or you just forgot it, my dad will call me because our day was Sundays. He'll call and say, "Did you turn on the water today?" "No."

Moderator: Is there anything that this first ad would need to change, add, or take away from for you to give it your personal gold star? Is there anything that it would need to change?

Frank: Well, I've told you what I thought needed to be changed.

Ken: I would agree, Frank.

Moderator: Christmas lights?

Maureen: Have a cup of coffee instead.

Frank: What's that?

Maureen: Have him drinking coffee or something instead of...

Frank: Yes, drinking coffee or something like that or just to match [unintelligible].

Ken: They should make a point about winter. Your grass isn't that green during winter.

Frank: Yes, that's a very good point, too.

Ken: You should shoot it during the winter. If you're going to bring a point about winter, then you need to shoot it when your grass isn't that green. Your grass isn't that green during winter.

Frank: It really isn't.

Moderator: I see. Now, can somebody describe the second ad to me?

Frank: That was a man getting up in the morning. He started banging on his clock and then he couldn't get the coffee maker to...

Kimberly: A programming man.

Frank: Yes, right.

Ken: That's programming. Yes, that's...

Moderator: Okay. What did you guys think about that one?

Ken: I didn't like it.

Gary: What was the box that...?

Kimberly: I don't even remember it.

Gary: ...that they were punching to turn it off or something?

Moderator: What was that?

Gary: Is that something that the city provides?

Frank: No. That's the automatic water. That's the clock, the timer in the garage. Is that the one you're talking about in the garage?

Kimberly: Yes.

Frank: Are we talking about the coffee maker in the kitchen?

Gary: No. The thing in the garage.

Maureen: That's the timer, yes.

Moderator: Did anybody else – who recognized that box in the garage? Okay, you didn't recognize it? Raise your hand if you didn't recognize the box.

Gary: It must have an old system. It didn't look like that.

Moderator: Oh, but you have an automatic?

Gary: Yes.

Moderator: Yours is different than that?

Gary: Yes, it looks way different.

Moderator: Okay. What was this second ad – we're going to forget completely about the first one. What is the second ad telling you?

Maureen: That the guy was technologically incompetent. He couldn't program anything or it was his wife who did it or something? [It was kind of trying to say that.]

Kimberly: That it was easy just to press one button.

Maureen: But you can still do that which is not true. You do have to work it. It is not always easy depending on your system to figure it out.

Moderator: What else?

Kimberly: I was wondering because that same box occurred in multiple – I don't think it was in Tom and Stan but in the other three. I was wondering if they were going to promote some kind of universal box. You know how you can call TECO and TECO will come and



install? If they were to promote some kind of – do you see what I'm saying?

Maureen: Energy saver or...

Kimberly: Yes.

Moderator: Are there different boxes?

Frank: That was a Rain Bird timer; it's what that was.

Maureen: They have that [unintelligible] ago in some condo or something.

Moderator: Is that a brand or...?

Frank: Yes. Rain Bird is an irrigation system brand like Toro and other...

Moderator: Okay.

Kimberly: Do you know what I mean? I wondered if they were going to promote – you understand what I'm saying?

Maureen: But if you only sell one of them, you wouldn't...

Kimberly: Right, I agree but that was where my mind went with that. It's like the TECO programmable to keep more energy flow, the same type of thing with water flow. I was wondering if there was something.

Moderator: Okay. I don't know. I'm sorry. Is there anyone here interested in what that second ad was telling you?

Frank: The same thing the other ones were.

Moderator: What was that?

Frank: Skip a week.

Moderator: Skip a week? Is anybody here interested in that?

Gary: No.

Moderator: No?

Dorothy: Maybe it didn't get to me. I don't even remember it [unintelligible].

Kimberly: I don't remember it either.

Moderator: You don't remember?

Dorothy: I just heard skip a week and I was, "Here we go again."

Moderator: That's fine.

Frank: Skip a week. Well, I think the majority of us said we already know that but I think there's a lot of people that don't know it that it would help but the people here, I think we've expressed opinion.

Dorothy: We've caught on, yes.

Moderator: Yes.

Frank: If you lived here in Florida long enough, you know that and if you're interested in keeping money in your pocket instead of putting it, washing it down in the yard by watering, then you skip a week and you'll really skip a lot more than a week.

Ken: Yes. During the winter, you just skip the water. You can probably go for a month without water and especially during probably the latter part of December to the first part of March [unintelligible].

Frank: March. Maybe we'll have cold fronts that will come through and it will rain all day long. They'll dump a load. It won't rain in the winter so it's better than the summertime.

Ken: Because you get that drizzle stuff and [unintelligible]...

Frank: Right, and it rains all day long.

Dorothy: I don't think the chinch bugs come out in the wintertime.

Moderator: Okay. Was there anything that was appealing about that second ad?

Kimberly: No.

Moderator: Did anybody find anything appealing about it? What was unappealing about it?

Gary: It was all winter.

Moderator: Okay.

Frank: I thought his ineptness was more like he just expected everything to work by banging on it, by brute force. If you push like this coffee maker and water started shooting out or the alarm clock started playing music, it's going to happen to most people but he was just there banging on the stuff and expecting changes to happen. I didn't think that was very realistic.

Moderator: Okay. What about the rest of you? Did you think anything was realistic about that second ad? Robert, I see you laughing.

Robert: Well, the guy has two remote controls but that's better than three or four because I can relate to all that stuff.

Maureen: Get a universal one.

Moderator: Can anybody else – I'm sorry?

Maureen: I said get a universal remote for everything.

Moderator: Can anybody else here relate to that second commercial? No? Is there anything in real life that that second commercial reminded you of?

Kimberly: Yes. A lot of people can't use their remotes.

Robert: Most can't use their remotes.

Frank: Right, exactly. People can't use... Yes.

Moderator: Do you think you would personally do what it was asking you to do?

Kimberly: No, because to me the whole point of the thing was you can't use a remote. I never got past that.

Maureen: Yes.

Ken: It was asking us to skip a week, right? Was that what it was asking?

Kimberly: Yes, but I totally missed that.

Maureen: Right, but it didn't really tie in to your lawn.

Robert: It's not simple as [unintelligible]...

Gary: It's not simple as you push the button.

Ken: Yes, but if you don't know anything about the water system or your system and timer, it's not always that simple.

Maureen: But it really didn't tie into – all the remotes definitely didn't tie into the lawn or...

Gary: That's right.

Maureen: It just kind of...

Moderator: I see Gary agrees with Maureen. Does anybody else agree with Maureen on that point?

Ken: Yes.

Moderator: Okay. What would this second ad need to get a gold star from you?

Kimberly: A total makeover.

Gary: Yes, I would agree with that.

Moderator: Okay, alright. Now, what about the third one? What was the third one about?

Maureen: The homeowners association.

Kimberly: The homeowners.

Robert: Oh, yes.

Moderator: Okay. Tell me about that. What was that one telling you?

Kimberly: Well, that was encouraging a whole community, like a focus group for a community or – I don't know. I'm not in a homeowner...

Maureen: The information type of...

Kimberly: ...and trying to encourage the whole community to band together to skip a week, save money, promote water conservation.

Moderator: Okay.

Robert: Yes, and that was humorous, too, in the sense that...

Kimberly: Yes, the guy.

Robert: ...they have this big meeting and they invited a guest speaker. All he has to do is get up and punch a button and that was the extent of his – so it was funny in that regard.

Frank: It was easy. It was real easy to do.

Robert: Right.

Frank: What was the other guy doing when he turned around and he was eating a donut or...?

Kimberly: Was it a donut or something?

Robert: Oh, he said, "I missed it."

Ken: No, what was he doing?

Gary: He was getting a donut...

Maureen: I didn't get that part, yes.

Frank: Yes, but that thing, they think this is a complicated thing that they've got to learn how to do and so forth. There's nothing to it.

Moderator: Is that one realistic?

Kimberly: I don't think it is because I don't think everybody's going to have the same kind of system where all they have to do is push a button.

Robert: Yes, I don't.

Moderator: Okay.

Frank: You don't have just an on-and-off button?

Robert: No. I have to go and it's sort of like an old-time timer, so I have to do that and then press a couple of other things. I can't even remember how my system is. I had it put in but I can't even remember how many years ago. It didn't have a box like that.

Maureen: Right. I don't think a lot of people – not everybody is going to have that.

Frank: Well, that's a relatively new box, too.

Ken: Yes, true.

Frank: I could tell. I know it's relatively because I've changed mine out to that one just a couple of years ago and that's so...

Maureen: But unless the whole...

Frank: Yes. That's what I'm saying; it's [unintelligible]...

Maureen: ...homeowners community have that box, it may not be that easy for everybody.

Frank: Right. Like I said, that's a new one on the market. It's not a very old one.

Moderator: Well, Kimberly had a good point. Do you think it would be that easy to push a button?

Frank: If it's a new system. If you all have the brand-new Rain Bird box, yes, it would be that easy but everybody doesn't have that.

Maureen: Some people still use the...

Frank: The old-fashioned metal timer that we used to have.

Maureen: [It's a lighter] or not everyone has automatic sprinklers.

Kimberly: Just the hose.

Maureen: Some people have the little oscillating things still.

Frank: Or they turn on by hand. You said the water with the hose.

Maureen: Hose, yes.



Gary: That's my neighbor. He swears that the hose beats like the system. He did have like on the [third one] [unintelligible] water. He's out there for about an hour. I'll go to the supermarket and come back and he's still [unintelligible] and that's...

Moderator: Alright. Was anybody here interested in what that third ad was telling you? I see a lot of quiet faces.

Gary: I thought it was kind of cheesy.

Moderator: Cheesy? Does anybody agree with that?

Frank: Yes, I would.

Ken: Yes.

Dorothy: Yes.

Moderator: Okay. Did it remind you of anything in real life?

Gary: Old folks' home.

Moderator: Old folks' home?

Gary: Yes. It made it seem as though there are only old people out there.

Moderator: Oh, really?

Frank: Yes. You're too stupid to figure that out, yes. [Crosstalk].

Ken: Yes. I guess they're supposed to be what it was, a homeowners association, and it [looked a little bit.]

Gary: Yes, but it made everybody look like the old folks only who came out in pajamas and they sat down. The guy who's eating a donut like he's slow...

Ken: Yes.

Moderator: Would everybody here – based on that commercial – do what it's asking you to do?

Gary: That's the kind of commercial [we get up guessing] [unintelligible].

Frank: That's right.

Robert: If you sit through it, if a point comes across...

Frank: Right.

Moderator: Would you sit through it?

Robert: No.

Dorothy: I'd switch channels.

Maureen: Not with TiVo. I don't see any commercials.

Kimberly: Well, it doesn't apply to everybody because not everybody has a homeowners association.

Moderator: Okay. That's a good point.

Robert: Yes, that's true. We don't.

Kimberly: Yes. I don't even.

Moderator: What would make this commercial more realistic?

Gary: [Put together a remote.]

Moderator: [Put together?]

Gary: If you had a remote where they'd fight with.

Kimberly: Well, maybe instead of a homeowners association, a community.

Frank: Right.

Robert: That's it. That's a good point.

Kimberly: Instead of just the single same system that you just push a button, maybe somebody unplugging a hose or something, so it's different ways you can skip a week. It's not always just one little push of a button, so very...

Maureen: Yes. I think there's too much focus on that pushing-a-button thing...

Kimberly: One-button thing.

Maureen: ...because it's not just pushing a button at his house.

Moderator: That's fair to say.

Gary: You could be also pushing, like he said, pushing a product because a lot of new homes are getting simpler and simpler.

Frank: Maybe they could – instead of having a homeowners – have more like a garden club or something like that.

Maureen: Yes.

Frank: ...where people were trying to learn a little bit about...

Moderator: What would this third ad need to get a gold star from you?

Frank: A lot of work.

Moderator: A lot of work?

Robert: Start over.

Moderator: Okay, back to the drawing board. Alright. So forget about the last three. Let's talk about the very last one. What was that one about?

Kimberly: Skipping.

Frank: Skipping.

Ken: Same thing but I like that one because they used different comparisons to get the message across which I thought was really good. You're skipping. They're emphasizing the word skipping – what they're trying to get across skipping a week and they're showing different ways which gives you and most people the ability to remember.

Frank: Yes, reinforce skipping. It was just skipping. The kid is skipping on the sidewalk, skipping stones in the pond, and then skipping rope. I thought that was clever.

Ken: I do, too.

Frank: I really thought it reinforced the whole idea to skip.

Moderator: Alright. Anything else about that one?

Gary: I just think that it was good because it was kind of refreshing. You don't see anymore.

Ken: Yes.

Gary: None of the things in that commercial, you see anymore.

Moderator: What do you mean?

Gary: You don't see them in real life.

Kimberly: You don't see people skipping stones or kids skipping down the street.

Gary: [Unintelligible]. The average kid can't even skip a rock really well. It's different from anybody who went through a time in life where you had fun.

Moderator: Okay.

Gary: ...because kids nowadays don't have fun.

Maureen: He's very right about that.

Frank: That's a good point. That brought up that they were having fun so you're bringing it out because [Bill] at the water company is kind of not a fun place, a very pleasant experience so...

Kimberly: Do you remember the Dallas when we used to have the kids skip?

Maureen: The what?

Kimberly: Did you ever have to give the Dallas assessment where we had to ask the kids to skip?

Maureen: No, I don't know.

Kimberly: There's an assessment in elementary school for kindergarteners and one of the things you had to ask the kids to do is skip, and I bet you, if I had to give that assessment again, he's right. I bet most of them wouldn't know how.

Maureen: Wouldn't know how to skip, yes.

Moderator: How to skip?

Kimberly: Yes.

Gary: Yes, because it has allowed them to balance. If it's not digital, they're lost.

Maureen: Nobody skips.

Kimberly: Exactly.

Gary: They're lost.

Moderator: Who do you think that last commercial was for? Who do you think it was aimed at?

Gary: Different age groups.

Moderator: Different age groups?

Gary: Plus you also get attention from anybody 35 and up. They would want to watch this; what else is coming up?

Moderator: Why do you say that?

Gary: Because it reminds you of yourself, different stages of your life. You saw a father showing his son to skip rocks.

Moderator: Okay. Does anybody else agree with that? Does anybody disagree with Gary?

Gary: If you're a city boy, you don't do that.

Moderator: You don't skip.

Gary: I'm half and half. I grew up in the city. I wasn't a country boy.

Moderator: Okay. Anything else that that last ad was asking you to do?

Robert: Well, again, it was the one button.

Moderator: There's the one button again?

Maureen: We don't like the one button.

Robert: I think it got across [unintelligible].

Moderator: You don't like the one button? Okay.

Ken: I think it crossed the point a lot better about skipping a week in so many different ways that compared skipping. I get it from the four commercials. They're talking about skipping a week. That's what they're really trying to get you to do. To me, that was the one that really drove home that point.

Moderator: Alright. Based on this last commercial, how many of you would do what it's asking you to do? Robert would? Raise your hand if you would do what it was asking you to do.

Dorothy: I'm already doing it.

Frank: Yes, we're already doing it.

Maureen: Yes, we're doing it.

Moderator: Based on the commercial, I guess, is my question.

Ken: Yes.

Dorothy: Enforcing it.

Robert: Well, that was a good commercial, I thought.

Moderator: You liked it?

Robert: Yes.

Moderator: Okay. I know we've talked about this a little bit already but is there anything else in real life that this ad reminds you of?

Frank: It reminds me that we need to be careful on our water usage. We need to save water. We need to conserve. It's a precious resource. It can't be wasted.

Moderator: Okay. Is there anything that can make that ad more realistic?

Frank: You're talking about the last one?



Moderator: Yes, the last one. Is there anything about that one that you would tell someone?

Dorothy: No.

Kimberly: I'll go back to the realistic...

Frank: I'll tell them, "Have you seen the skipping resource with all the different ways to skip? You ought to skip." I'll tell my neighbors watering every week. I'll say, "You don't need to water. You ought to skip. Look for the skipping commercial." I don't mean Skippy Peanut Butter. [Laughter]

Moderator: Maureen?

Maureen: I just think to make it more realistic, it was all shot in an obvious, more upscale, affluent subdivision.

Kimberly: Affluent neighborhood.

Maureen: So maybe something a little less. Tampa is not all that.

Ken: A school playground would be a good place for skipping and you could shoot at different areas.

Maureen: Yes, stick away from the...

Ken: Different areas, parks, and towns. I agree with that.

Moderator: Alright. How many of you related personally to the last commercial? Robert did?

Gary: Related like what way? What is it related?

Kimberly: I related to different aspects of it, standing out there, skipping stones with my dad.

Moderator: What did you relate to? Skipping stones with your dad?

Kimberly: Yes, but I'm not skipping down the road.

Maureen: Skipping, right, yes.

Gary: I'm not skipping, no.

Moderator: Gary, are you skipping stones, too?

Gary: Yes, but not skipping and skipping [like you did].

Moderator: Anything else that you relate to on that last commercial? Is there anything that can make that last one more realistic?

Frank: I think what Maureen said that...

Maureen: Yes, change of venues.

Frank: Yes, but again that might go to their low budget prototype or preview of what they're running but they need to get a little bit better background, like Ken had said, go to a playground and go to a little bit better pond or something. Actually, they need to have a couple of the rocks skipped, too. [Laughter]

Ken: Right. [Crosstalk].

Frank: The kid didn't know how to – he didn't know how to throw. He didn't know how to skip. He threw over land. [Laughter]

Kimberly: I saw that, too.

Frank: Even those side actions. Yes, so the rocks really need to learn. They need to skip and that wouldn't be – I think that...

Maureen: My son would've noticed that, too, because he can do it.

Frank: Yes. I think that would be a good thing, too. As I said, skipping and show the rocks skipping.

Moderator: Okay. Aside from a kid that actually knows how to skip a rock, is there anything that would make you give this last commercial a gold star in your personal opinion?

Frank: One other thing they could do, who can really skip rope or intercity schools. They ought to get some girls with two rows going...

Ken: Two rows, yes.

Robert: Double dutch, yes.

Frank: Maybe chanting a little rhyme. It's like, "Skip a week, skip a week. You can skip a week."

Kimberly: I like it. Yes, that's good.

Moderator: We should have you write it.

Frank: I think that would really – yes.

Moderator: Alright. Out of the four ads we just saw, raise your hand if you think the first one was the most interesting.

Gary: I could relate to that person.

Moderator: Okay, and why?

Gary: I like that.

Moderator: What to you is most interesting?

Ken: Because that was iced tea. [Laughter]

Gary: If I could get all that iced tea [unintelligible]...

Moderator: Alright. Raise your hand if you thought the second one was the most interesting.

Dorothy: I don't know if that's the programming man.

Moderator: Alright, the programming man. Okay, and the third one was – which one was that?

Kimberly: Homeowners.

Moderator: The homeowners association. Okay. Raise your hand if you thought the homeowners association was the most interesting one. Raise your hand if you thought the skipping was the most interesting one. Frank and Ken. Okay. Maureen, did you...?

Maureen: I said the first one.

Moderator: The first one? Okay, sorry. I didn't see you.

Frank: I'll tell you one other thing. They need to get more ethnically-diverse groups in all of them.

Moderator: Okay. That's fair.

Gary: Was it the guy, Stan and Tom?

Maureen: Stan and Tom.

Gary: That was [all family.] That's all they were doing, the same [unintelligible].

Frank: Well, I'm not talking about those. Yes, right.

Gary: The skipping one...

Frank: Yes.

Moderator: The skipping one?

Gary: ...had one camera and one group and...

Frank: Yes.

Moderator: What about the one that you related to the most? Which ad did you relate to the most? Raise your hand if it was the first one, Tom and Stan. Okay, and the second one, if you related to that one the most. The third one, and the fourth one, you related to the most? Okay, good. Which one had the most new information? Raise your hand if you thought Tom and Stan had the most new information.

Gary: We already know.

Moderator: You already know? Okay.

Gary: Yes, unless you're a first-time homeowner then.

Maureen: Have more information.

Frank: I thought it was all the same. I thought they all had the same information.

Maureen: The first one told about what the bad parts of skipping instead of just – it really didn't...

Moderator: Was that new to you? Did you know that?

Maureen: It wasn't new but...

Robert: Well, it might be to younger homeowners.

Moderator: Okay.

Frank: Less experienced, yes, or people who just moved down here and not used to taking care of lawns or not taking care of lawns in this weather or this climate zone.

Moderator: Okay. I know you guys have mentioned that you do this but what is the one piece of information that a commercial would need to have in your opinion to persuade people in your communities to skip a week of watering your lawn? What's the one piece of information they need?

Gary: They can show the downside of the overwatering during the winter or [unintelligible] perhaps.

Moderator: Okay.

Robert: I think it's a responsibility really like several people have said.

Moderator: What's the responsibility?

Robert: To help the water shortage problem.

Maureen: The water conservation.

Moderator: Okay.

Dorothy: Also, map out how much you could save, not only in trying to fix your lawn. If you get a disease and then not watering it every week, you would save money, too.

Moderator: Okay. Gary, you mentioned or I don't know – it was either Gary or Robert. Oh, the downsides of watering too much. What are the downsides?

Gary: The stuff will rot with the water.

Moderator: Rot? Anything else?

Ken: That brings on bugs because bugs have to eat that and that's what brings in a lot of your chinch bugs and your grub worms. It's because your lawn rots and if you overwater it, it will rot. That's what they like. That's protein; it's another food source.

Moderator: Okay.

Maureen: People who water their lawns are generally interested in having a nice lawn so you want to know, "Oh, if I'm doing something wrong, I want to know."

Moderator: Sure. Cool. That was great, perfect. We're almost done. I just have a few other things that I want to talk about. I have some taglines and a tagline is like a slogan that they might put at the end of a commercial. I have a few here that I just want to talk about. I'm going to pass these around and I only have four copies

so you guys are going to have to share. If you can pass one maybe and just share in between you... Can somebody read this first one out loud? Anyone?

Ken: "Skip a week; it's easy. It's the right thing to do."

Moderator: Okay. What is the main point that they're trying to get across?

Kimberly: It's easy.

Moderator: It's easy? Okay. Anything else that they're trying to get across?

Dorothy: It's the right thing to do.

Ken: Yes, we're doing it [unintelligible] the conservation.

Frank: The conservation aspect.

Moderator: Alright. Where would you expect to see or hear this?

Kimberly: In a commercial or on the radio.

Ken: Public service announcement.

Moderator: Okay, alright.

Dorothy: I was going to [unintelligible] from [unintelligible] the best thing to do because it's best for conservative and it's best for your lawn.

Maureen: Your lawn and it's best for your budget.

Ken: Yes. There's a good point.



Moderator: It's the best thing to do? Okay. Robert, did you say something about the...?

Robert: No.

Moderator: Okay, sorry. Alright. This is the second one. Can somebody go ahead and read this one out loud as well?

Frank: "Florida's water – it's worth saving."

Moderator: Okay. What's the main point that this one is trying to get across?

Frank: Conservation...

Kimberly: Conservation.

Dorothy: Conservation.

Frank: ...and the value of conservation.

Maureen: And the value of water, what water is.

Moderator: Alright. Where would you expect to see or hear this tagline?

Frank: Same place with the ads.

Ken: [The ads or] commercial.

Moderator: Same places? Okay. Nothing different?

Maureen: Advertisements, billboards, even...

Frank: Public advertisement. You see this – and yes.

Dorothy: I could see this on a billboard.

Moderator: On a billboard?

Frank: Yes, a billboard or a bumper sticker.

Maureen: In a magazine, an advertisement there.

Moderator: Okay, cool. I'm going to – this is the last one. Pass this one out. Can somebody go ahead and read this one, please?

Kimberly: "If everyone saves a little, it can add up to a lot."

Moderator: Alright. What's the main point of this one?

Gary: [Unintelligible] if everybody pitches in.

Frank: It's back to conservation.

Maureen: Action, yes.

Moderator: Conservation and then?

Gary: Everybody pitches in.

Moderator: Everybody pitches in?

Maureen: It's a community effort, yes.

Frank: Right. We need everybody to buy into it.

Ken: Right.

Moderator: Okay. Anything else?

Gary: The problem with some of this stuff is this is really for the average person.

Moderator: Okay.

Gary: This is good on Bayshore and they've got the greenest grass all year round. Also, it's somebody like myself who will follow. Alright, I got burnt once but you will follow all the rules and regulations when you drive down Bayshore and the freaking grass is green in the winter.

Moderator: Why is that, do you think?

Gary: It's the money.

Ken: It's a very affluent neighborhood.

Gary: Or you'll drive like me. My job – I'll go to [take Aviron] and the grass over there is perfect all year round. You're trying to forget you're in the same state. It's perfect.

Moderator: Do you think that this ad would be for...?

Gary: Most of these ads, they're catering to a certain group of people.

Moderator: Do you think it's for you?

Gary: Yes. [Unintelligible].

Moderator: Okay, alright. Where would you expect to see this?

Gary: It's on a billboard.

Ken: We said billboard.

Moderator: On a billboard? Okay. Right, we said that. Alright, great. Of the three - if you want to separate them so you could see them all at the same time - which one relates most to your personal lives? Of those three?

All: The second one.

Frank: "Florida's water – it's worth saving."

Maureen: "It's worth saving."

Moderator: That one?

Ken: That tells everybody who lives in Florida into it. It's what Gary was saying it has a very good point because you have different class structures and you go to Bayshore. Yes, right, because they got the best lawn money can buy.

Gary: The sprinkler systems are on. It's on.

Maureen: Nobody's going to nail them.

Gary: You don't see anybody doing...

Ken: Well, they'll have lawyers with different courts.

Moderator: Do they have different restrictions?

Ken: I got to watch that episode. They have different lawyers for different courts.

Moderator: Do they have the same restrictions as everyone else or...?

Ken: I'm sure. They're still part of Tampa or part of Hillsborough County.

Maureen: But they're kind of above it in the sense. They are the judge.

Ken: They bring their lawyers and they have their lawn guys and everybody else with them to back them up.

Moderator: Okay.

Maureen: It's their responsibility as much as anyone else.

Ken: Right, that's right. It's their responsibility.

Moderator: "Florida's water – it's worth saving." Is that the one? Does anyone have another one that they feel speaks to them the most?

Frank: I do like that one the best but this one is good. This one – "If everybody saves a little, it can add up to a lot." I like that. I do like this one better but this one is we're all in the same boat.

Maureen: I think this one, too, is sometimes – I know I shouldn't be drinking out of a plastic thing, but even you know you can't do anything that you're supposed to do, that you're taught that you should be doing, even if I can do a little bit – turn off the water when I'm brushing my teeth. If I can, I always do everything else. I've done a little bit.

Kimberly: I don't think it necessarily speaks to water.

Maureen: Right.

Kimberly: If everyone saves a little bit of what? A little bit of candy bars would be a lot. That, I didn't think it was so specific not if it had Southwest Florida Water Management System or whatever. That would be...

Frank: Pretty specific, yes.

Robert: If it's in keeping with the theme of what we've been talking about, I think the first one would be.

Moderator: Let's say you saw just the text on a billboard.

Robert: What, if everyone saved a little? You mean, skip away from it.

Dorothy: Saving what? No.

Moderator: Yes, like forgetting everything else that we've talked about today, just focusing on this.

Frank: I would think that this was trying to tell people to save money.

Gary: Yes.

Maureen: Yes.

Robert: Without something else, that could mean almost anything.

Ken: Anything. I wouldn't have any idea what this means.

Moderator: Okay.

Ken: "Skip a week – it's easy. It's the right thing to do."

Moderator: Right.

Ken: [Laughter] That could mean a lot of things.

Moderator: Okay.

Robert: I don't think it means the right...

Kimberly: Yes.

Ken: "Florida water - it's worth saving." That's...

Dorothy: That sells it.

Ken: If you just see that without even talking about that, then you would know that that...

Maureen: You won't even need a picture with that. It would be nice but you wouldn't need it.

Moderator: Okay, alright. Let's take a little vote. Raise your hand if you thought of the three, this one was your favorite. Raise your hand if this one was your favorite of the three. Raise your hand if this last one was a favorite of the three. Okay, cool. Well, that's all I've got for you today. Thank you so much for coming, for being on time, and I'm glad we can end on time. Does anybody have any questions about anything that we've talked about today?

Ken: Why isn't it being done at the water company? Why [isn't instead over plans of] research really does it normally? Why don't they come over here to do it?

Moderator: I'm not sure. I just got hired to come here and talk to you so I don't know.

Frank: I bet they got a better rate for doing it here.

Ken: I'd probably ask what it is.

Moderator: Maybe. Is there anything about today's talk that was surprising to you?

Gary: Kind of.

Moderator: Yes? What?

Gary: I was expecting to see products.

Moderator: To see products? Okay.

Gary: Other than some different types of [unintelligible].

Maureen: Sprinkler system.

Gary: [Summertime.]

Moderator: Cool. Alright. Well, if you'll see Tate back there, he'll have what you're really here for. Thank you so much. You guys are great. Thank you so much. Have a good night.

- End of Interview -