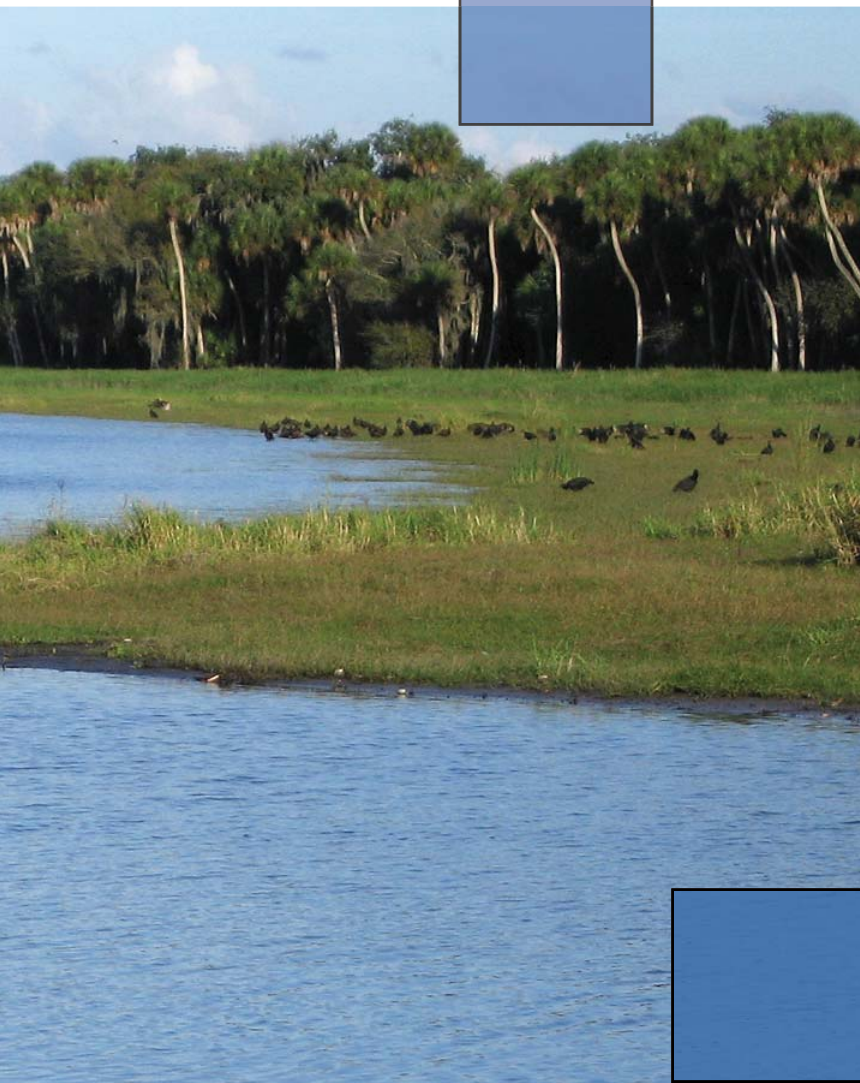


# Skip a Week Pretest Report



2009

## Southwest Florida Water Management District Public Service Advertising Research



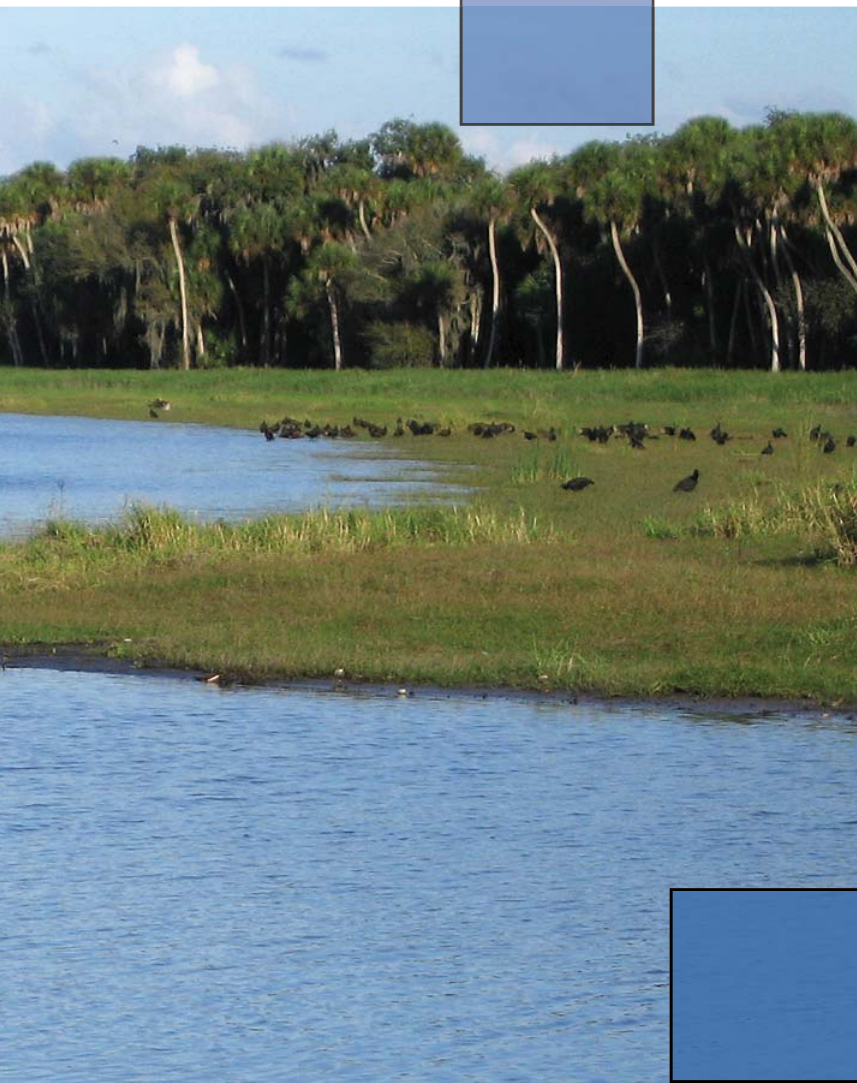
## Skip a Week Pretest Report

# Skip a Week Pretest Report



2009

## Southwest Florida Water Management District Public Service Advertising Research



Project Directors:  
Phillip E. Downs, Ph.D.  
Joey St. Germain, Ph.D.  
Josh Johnson  
Kerr & Downs Research  
2992 Habersham Dr  
Tallahassee, FL 32309  
850.906.3111  
[www.kerr-downs.com](http://www.kerr-downs.com)



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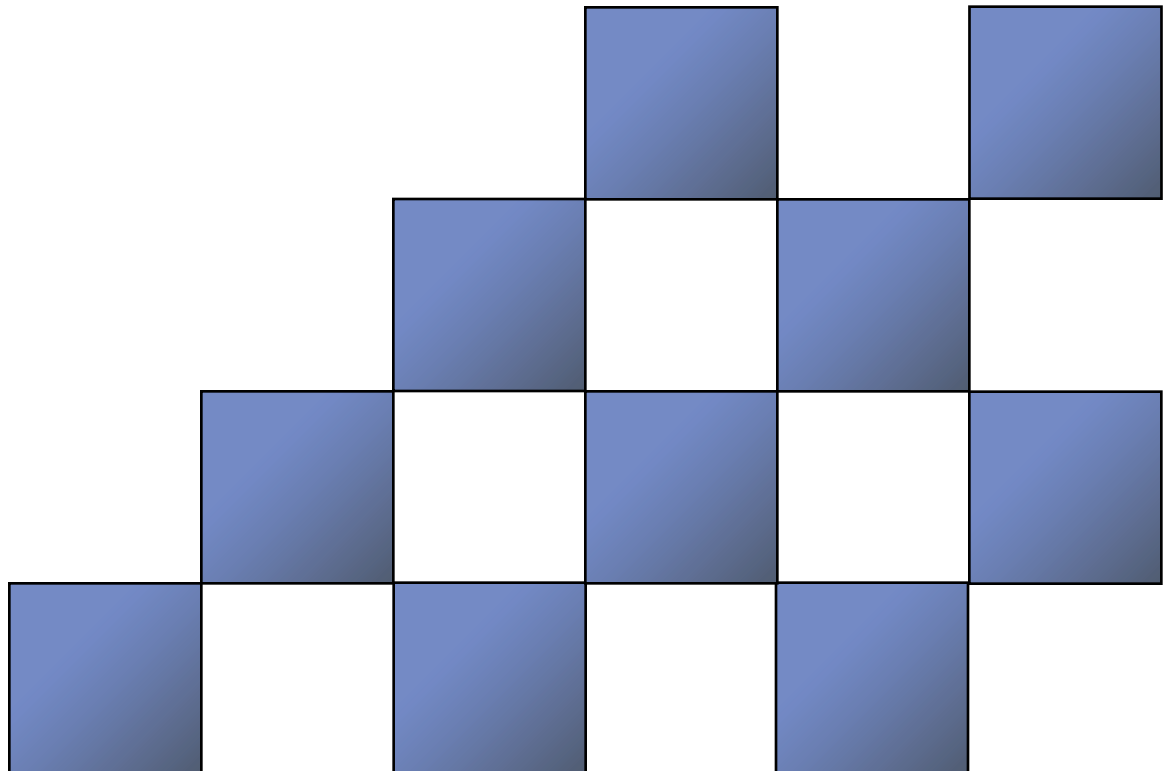
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## INTRODUCTION



## Skip a Week Pretest Report

### *Study Methods*

This survey utilized telephone interviews from a random digit dial (RDD) sample from counties within the Southwest Florida Water Management District (District). There were a total of one thousand fifty-two (1,152) completed surveys, with 384 completed in the north, central, and south areas, respectively. Quotas for each county were established to reflect the population of the region. The north area consisted of the following counties: Citrus, Hernando, Levy, Marion, and Sumter. The central area consisted of the following counties: Hillsborough, Pasco, Pinellas, and Polk. The south area consisted of the following counties: Charlotte, DeSoto, Hardee, Highlands, Manatee, and Sarasota.

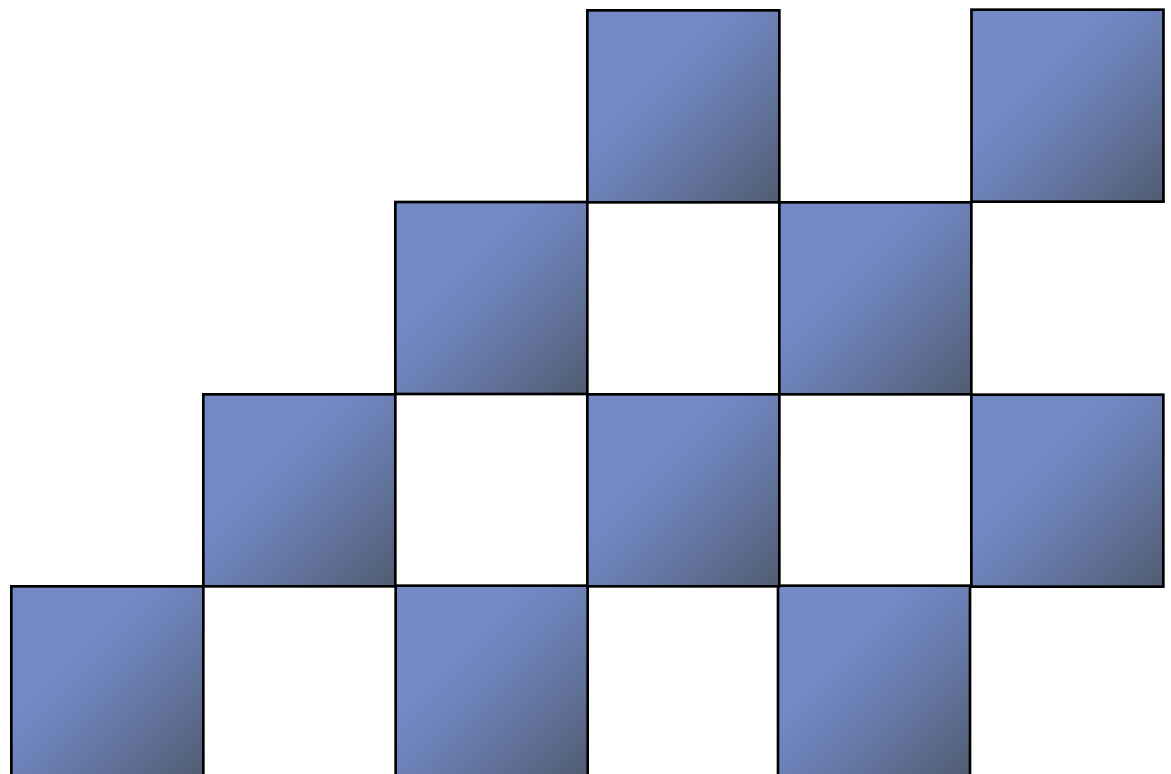
The telephone interviews were conducted between November 11, 2009 and November 24, 2009. The sampling error for the entire District is 2.8 percentage points given a 95% confidence level. For each geographic area within the District the sampling error is 5.0 percentage points given a 95% confidence level.

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## EXECUTIVE SUMMARY



## Skip a Week Pretest Report

## *Lawn Care*

Just over half of residents (52%) care for their own lawns, while 39% have a lawn service they pay for or that is paid for by a landlord, manager, etc. Six in ten households (60%) have sprinkler systems with three fourths of these systems being automatic in-ground systems.

Someone within most households with automatic in-ground sprinkler systems (86%) knows how to turn the irrigation system on and off. Nearly two in five of households (37%) with automatic in-ground sprinkler systems turn their sprinkler systems off if it rains.

## *Lawn Watering*

Six in ten households (57%) water their lawns, while nearly half of households (48%) water their lawns at least once a week. Three in four households (75%) have a normal water day for their lawns. Just fewer than four in ten residents (39%) water their lawns on their regular watering day regardless of the weather. Over half of residents (52%) believe they use less water on their lawns than others do. Conversely, six in ten residents (59%) claim they water their lawns when they look like they need to be watered.

By a significant margin, residents are more likely to agree (72%) than to disagree (15%) to turn off their irrigation systems on their designated watering days if rain is in the forecast.

## *Attitudes toward Lawn Issues*

Only one in four households (23%) admits to being concerned when their lawns turn brown. Over four in ten households (43%) claim their mower blades are set at the highest level. Not quite four in ten households (36%) indicate they have reduced the amount of lawn or sod in their landscape in the past year. Over half of the households in the District (56%) plan their landscapes in a way that enables them to conserve water. Fifty-five percent (55%) of households in the District believe that water restrictions only allow them to use enough water to keep their landscape alive.

Almost exactly half of the households (49%) agree that lawns need water each week year-round to stay healthy. A majority of households (56%) agree that yards only need to be watered every other week in the winter months. The typical household believes that yards should be watered three days a month during winter months. When rain totals are typical, the average household maintains that lawns should be watered two times per month in December and slightly more frequently (2.2 times) in January and February. Over four out of five residents (83%) agree it is appropriate to skip watering their lawns for an extra week during the winter.

Fewer than half of households in the District (45%) agree that they water their lawns more frequently in the summer; 40% disagree with this assertion. Residents' lawn watering expectations during typical rain totals during summer months vary almost none from July to September. The average household expects to water nearly three times a month in the summer during typical rain activity. Four out of five residents (79%) in the District agree that lawns receive enough water from rain during the summer in most years.

## *Water Restrictions*

Seven in ten residents (70%) believe they live in an area that has water restrictions in place. If there were no water restrictions in place during winter months, residents would water their lawns 2.7 times

per month. This result is about one-half day more than residents say they would water their lawns when no water restrictions applied.

By a 54% to 40% margin, residents are more likely to agree than to disagree that they should water their lawns one day a week if their local governments allow them to do so.

### *Distressed Lawns*

The majority of residents (63%) when asked what it means if their lawns turn brown reply that their lawns need watering, while 26% say the lawn is dormant. Another 16% mention bugs in the lawn, while 8% say the lawn needs to be fertilized. Nearly six in ten households (57%) agree that it is important to water the lawn if it turns brown. Not even two in ten households (17%) indicate they water their lawns when they turn brown because their neighbors water their lawns.

Over two out of three residents (68%) indicate they will water only when their lawns appear to need watering, while 32% of residents will stick to typical watering days regardless of the condition of the lawn.

Three in four residents (74%) maintain that a brownish color indicates when it is time to water their lawns. Three in ten residents (31%) maintain that measuring soil moisture is definitely a way to tell if lawns need to be watered, while 26% says an indication that lawns need watering is when grass folds over and doesn't bounce back from heavy traffic.

### *Awareness of Advertising Slogans*

Awareness of water-related advertising slogans ranges from a high of 62% (If everyone saves a little, it can add up to a lot) to a low of 18% (Get outside and explore recreation sites on conservations lands).

- 60% Water Matters
- 62% If everyone saves a little, it can add up to a lot
- 56% Florida's Water, It's Worth Saving
- 24% Skip a Week of Irrigation
- 54% Reduce Your Use
- 48% We don't know what we've got until it's gone
- 37% Florida-Friendly Irrigating – It Just Makes Sense
- 50% It's a Drought – Conserve!
- 25% Watch the Weather, Wait to Water
- 18% Get outside and explore recreation sites on conservation lands

### *Using Reclaimed Water*

Percentages of residents in the District who believe that reclaimed water can be safely used for the following uses are shown below:

- 28% Pumping into the aquifer
- 16% Drinking
- 67% Generating electricity
- 76% Watering yards
- 29% Showering

- 23% Swimming
- 59% Industrial processes
- 66% Car washes
- 47% Watering edible plants

Residents are divided on whether or not wastewater can be treated to a level that is safe to drink with 43% agreeing and 41% disagreeing.

## *District Conservation Lands*

Nearly six in ten residents (58%) agree that the Southwest Florida Water Management District acquires conservation lands and makes them available for public recreational use. One in seven residents (14%) claims to have used one of the Southwest Florida Water Management District's lands for outdoor recreation. Fewer than half of the residents who have used District lands for recreation (14% of the total population) are able to name the District land they used, hence, about 7% of residents can name an actual District land they have used for recreational purposes. The following District lands were named most frequently:

- The Chassahowitzka River and Coastal Swamp in Citrus County
- Edward Medard Park and Reservoir in Hillsborough County
- Weekiwachee Preserve in Hernando County
- Withlacoochee River Park in Pasco County
- Alafia River Corridor in Hillsborough County
- Myakka State Park – Myakka Prairie Tract in Sarasota County

On a 10-point scale, residents rated their overall experience with District conservation lands at 8.0. Most frequent activities that residents did on District conservation lands included the following:

- Hiking/walking
- Boating
- Bicycling

## *Profile of Residents*

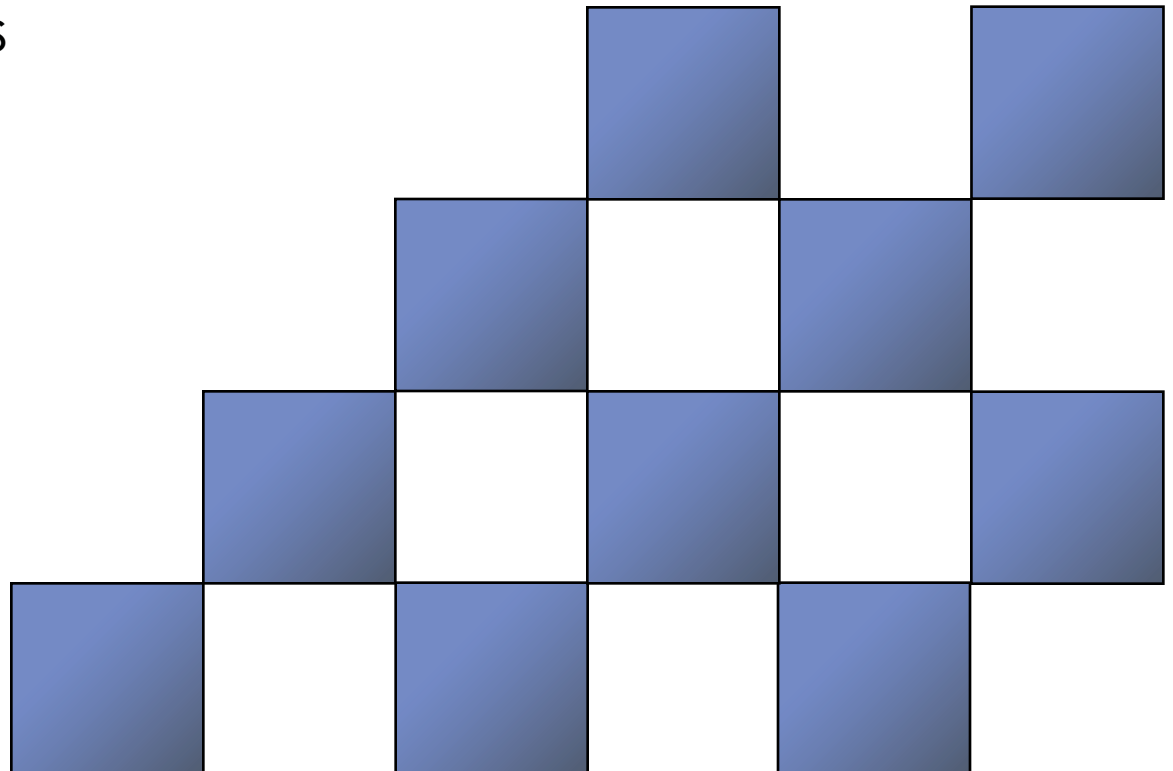
- Median age – 49
- 54% - female
- Lived in their counties 14 years
- 95% live in Florida year-round
- 40% fulltime employed; 33% retired
- Median household income - \$70,000
- 67% white; 18% African American
- 66% have no children under 18 living at home

## Skip a Week Pretest Report

# Skip a Week Pretest Report



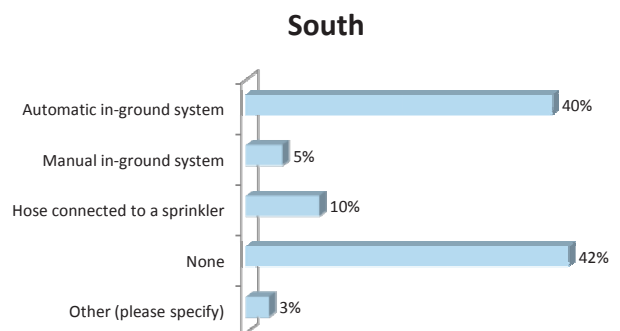
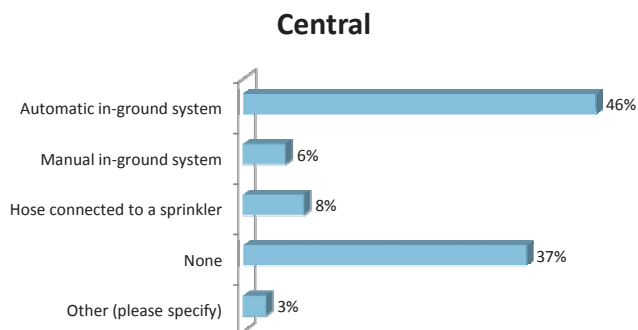
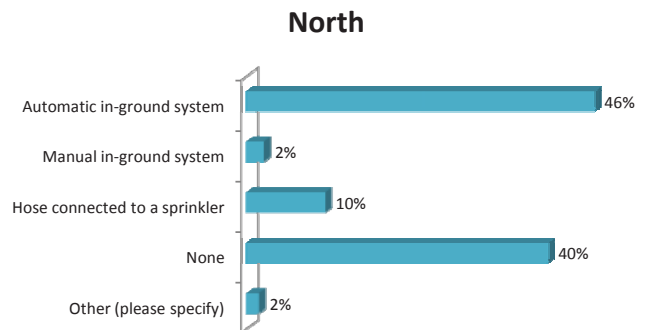
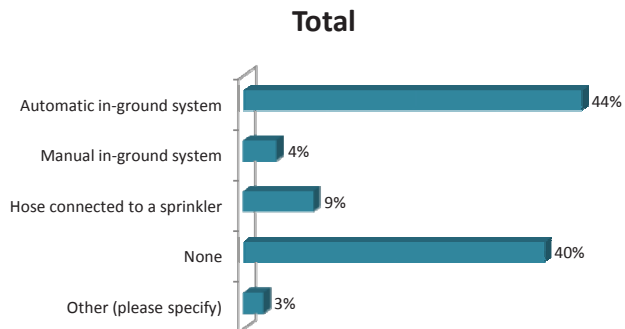
LAWN CARE  
SYSTEMS



## Skip a Week Pretest Report

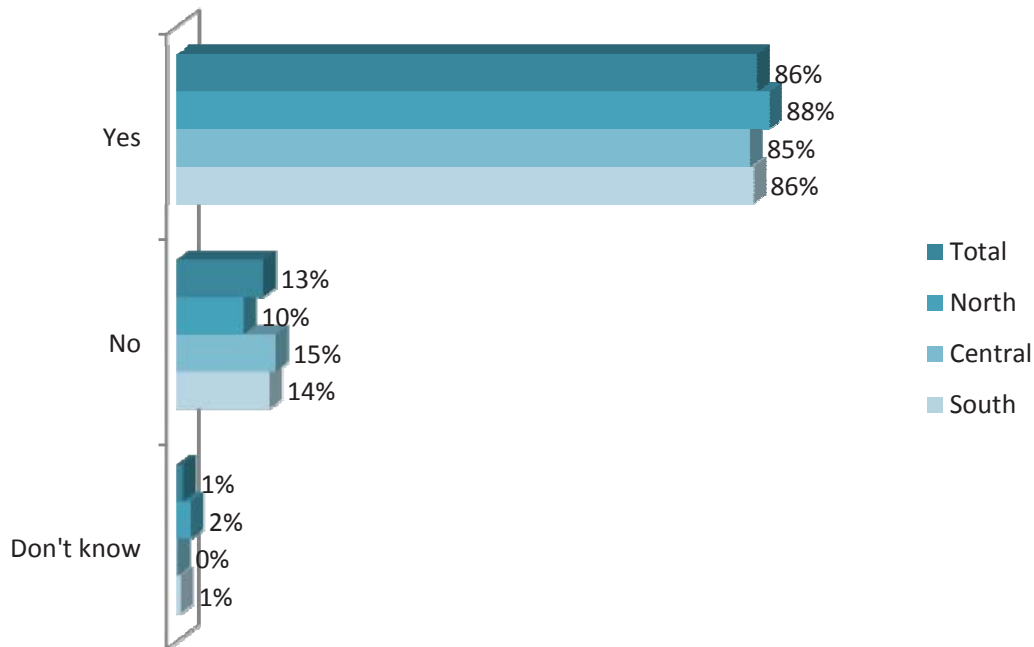
### *What type of sprinkler system do you have?*

Six in ten households have a sprinkler system with automatic in-ground systems being most common (44% of households). Responses vary only slightly across geographic areas as 46% of residents in the north and central areas have automatic in-ground systems while only 40% of residents in the south have one.



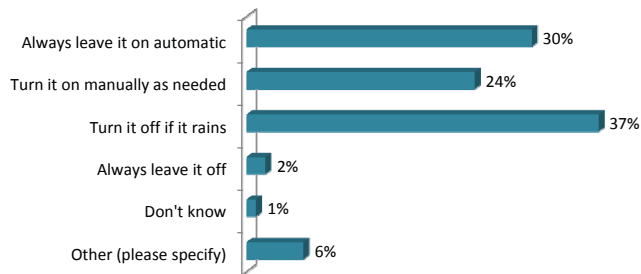
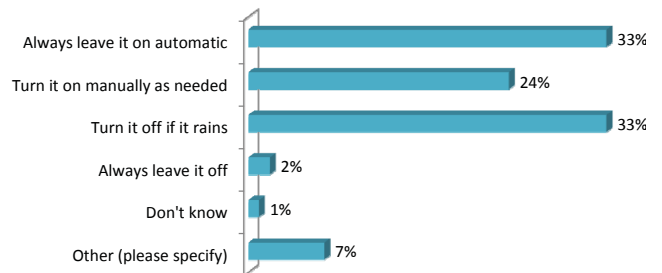
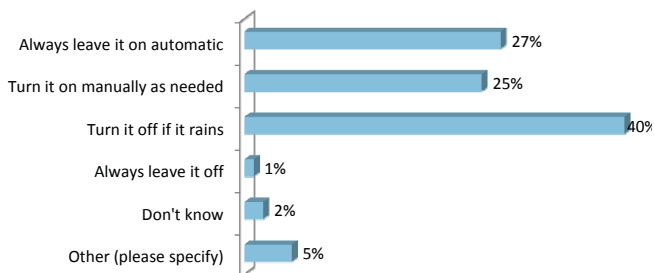
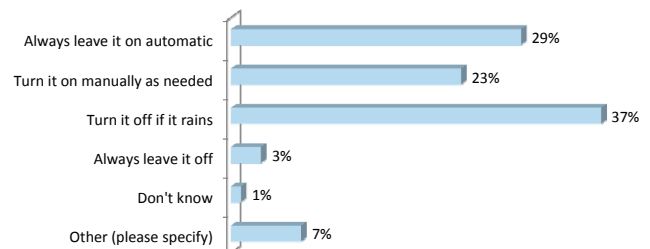
*Do you, or does someone else in your household, know how to turn your sprinkler or irrigation system's automatic timer on and off?*

Someone within nearly nine out of ten households (86%) with automatic in-ground sprinkler systems knows how to turn the system on and off. Responses are nearly the same across geographic areas.



*Which of the following best describes how you use your sprinkler system?*

Nearly two in five of households (37%) with automatic in-ground sprinkler systems turn their sprinkler systems off if it rains. Residents reporting turning off their automatic sprinkler system if it rains is highest in the central area (40%) and lowest in the north area (33%). Three in ten households (30%) always leave their automatic in-ground sprinkler systems on automatic, while one in four (24%) turns it on manually as needed.

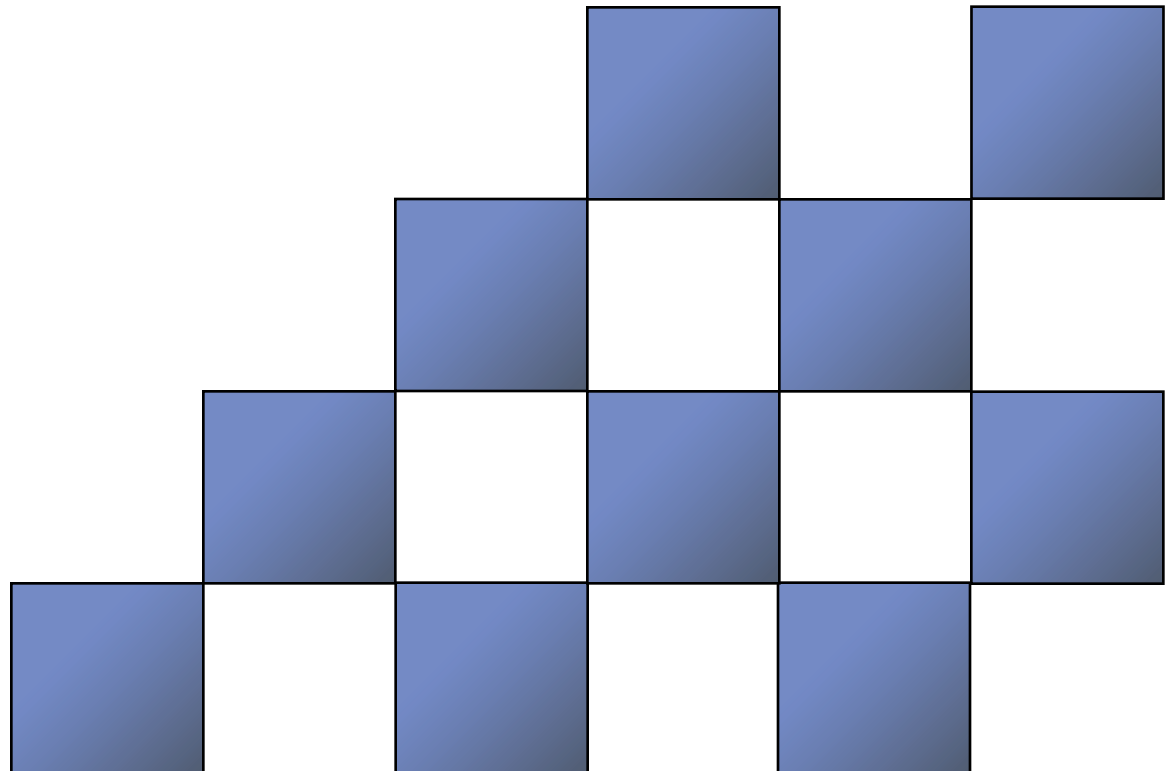
**Total****North****Central****South**

## Skip a Week Pretest Report

# Skip a Week Pretest Report



LAWN CARE  
BEHAVIOR

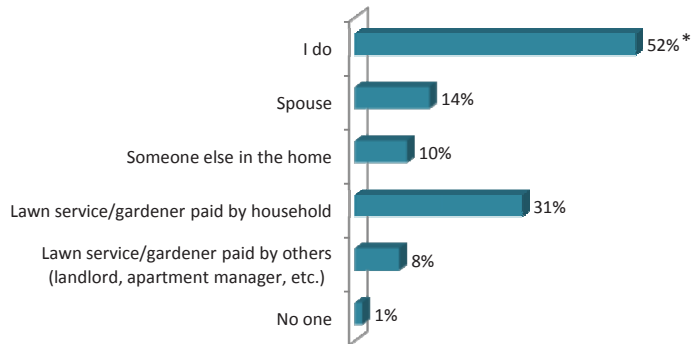


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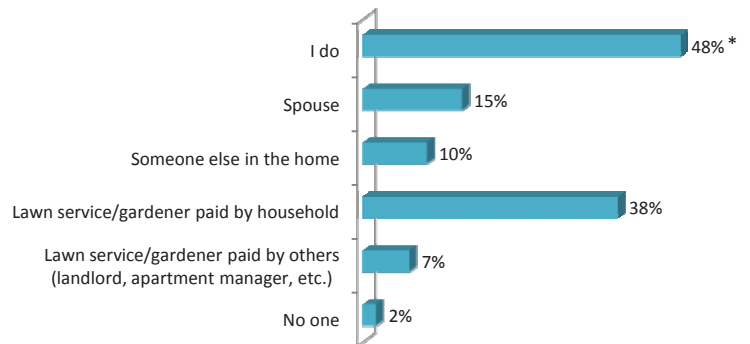
## Who cares for your lawn?

About six in ten households (61%) care for their own lawns, while four in ten (39%) have a lawn service. Among the six in ten who care for their own lawns, the respondent to the survey is primarily responsible for lawn care in most cases (52%). In about one in six households, more than one household member is responsible for lawn care. Responses vary somewhat across geographic areas within the District with residents in the north more likely to have a lawn service (45%).

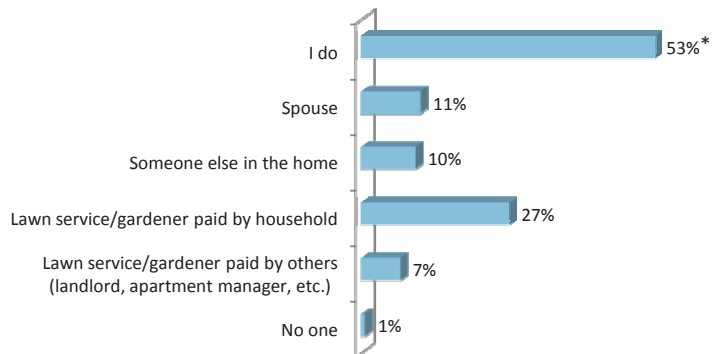
### Total



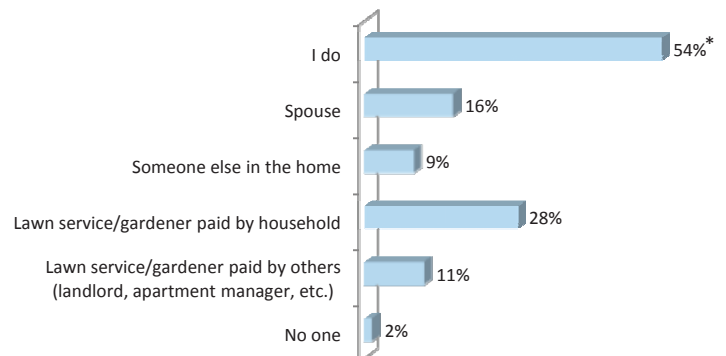
### North



### Central



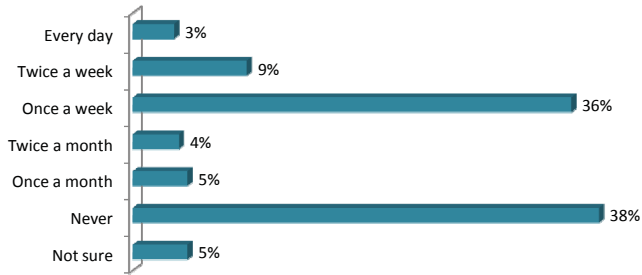
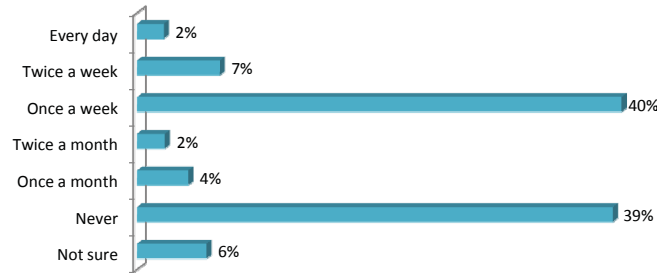
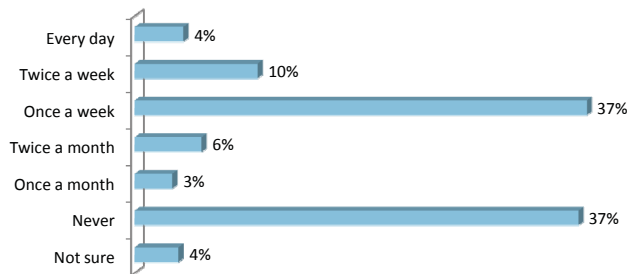
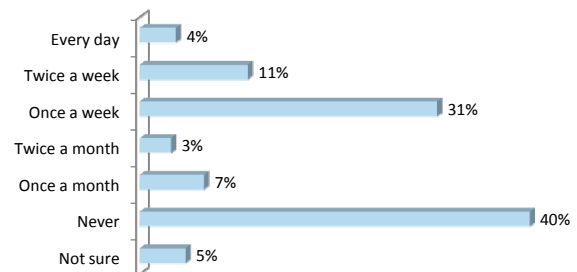
### South



\* More than one response permitted.

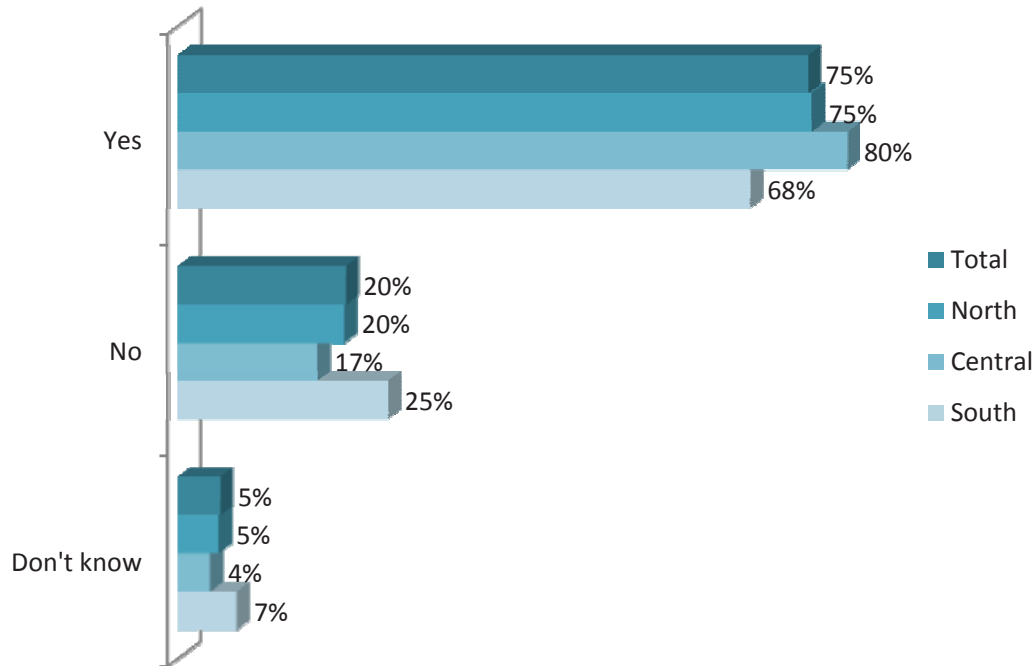
*How often do you water your lawn?*

Nearly six in ten households (57%) water their lawns, while nearly half of households (48%) water their lawns at least once a week. Nearly four in ten households (38%) claim they never water their lawns. Differences across geographic areas are slight as 51% of households in the central area water their lawns at least once a week while only 46% of households in the south area do so.

**Total****North****Central****South**

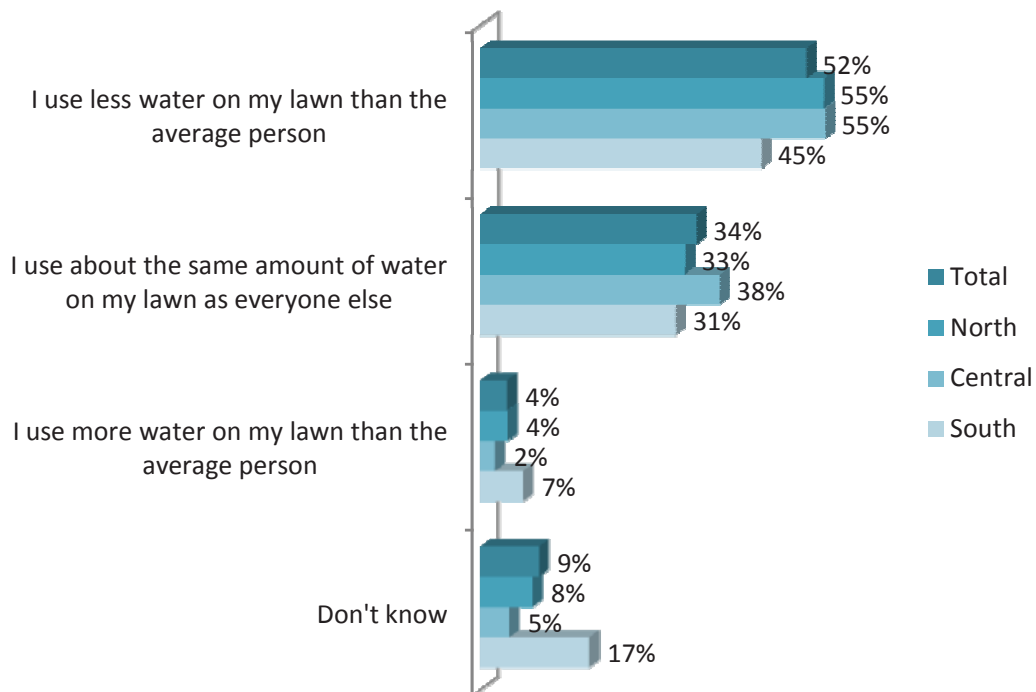
*Do you have a normal day (or days) of the week when you water your lawn?*

Residents in three out of four households (75%) who water their lawns have normal day(s) of the week for watering. Residents in the central area (80%) are more likely to have normal watering days.



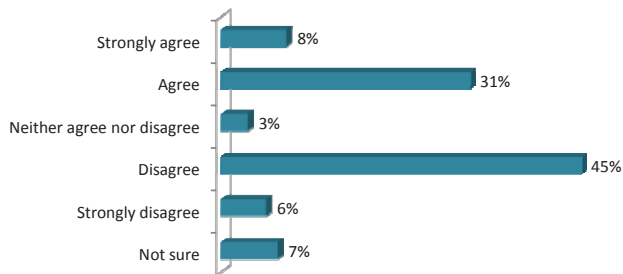
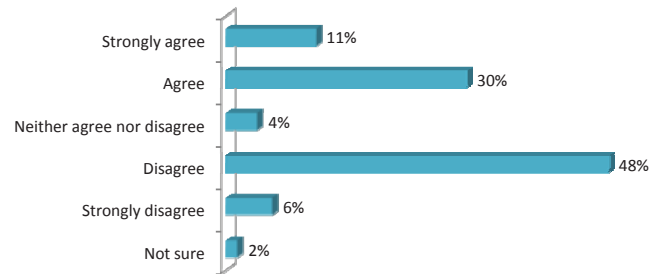
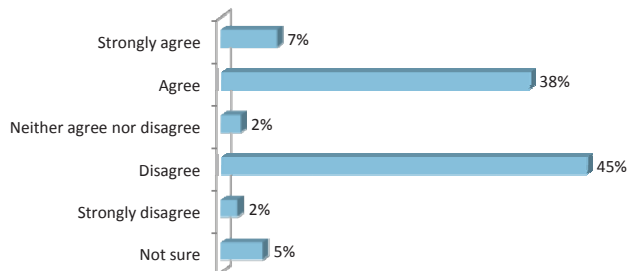
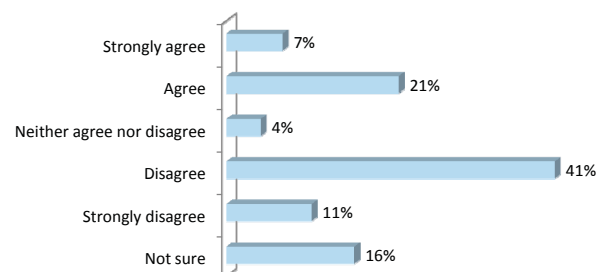
*Which of the following statements best fits you:*

Just over half of the residents (52%) believe they use less water on their lawns than others, while 34% of individuals believe they use as much water as everyone else. Only 4% of residents think they use more water than their neighbors. Responses vary somewhat across geographic areas with residents in the south area less certain how they compare to their neighbors in terms of water use for lawn care.



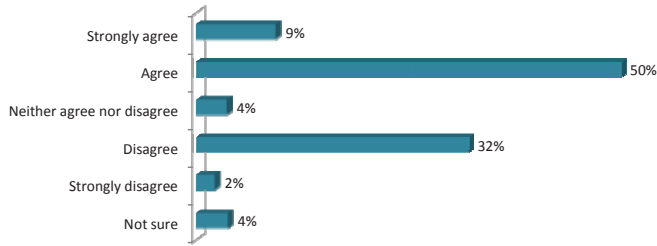
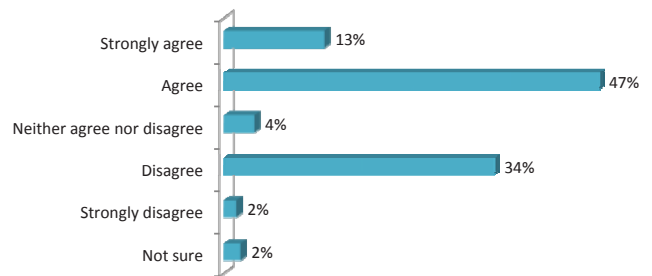
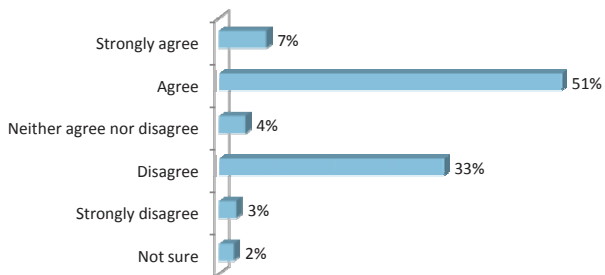
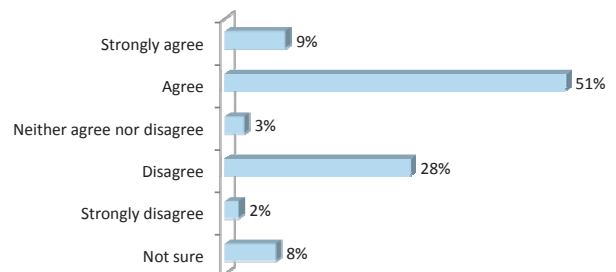
*I always water my lawn on my watering day, no matter what.*

Residents are more likely to disagree (51%) than to agree (39%) that they water their lawns on their normal watering day regardless of weather conditions and other influencing factors. Residents in the central area are more likely to water on normal watering days no matter what (45% of residents).

**Total****North****Central****South**

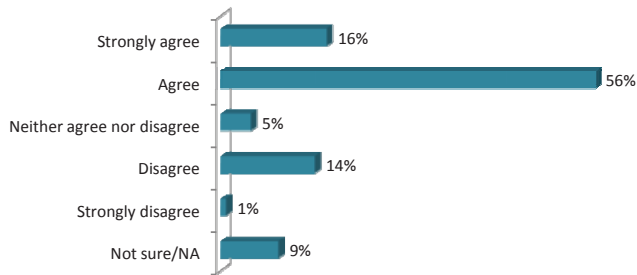
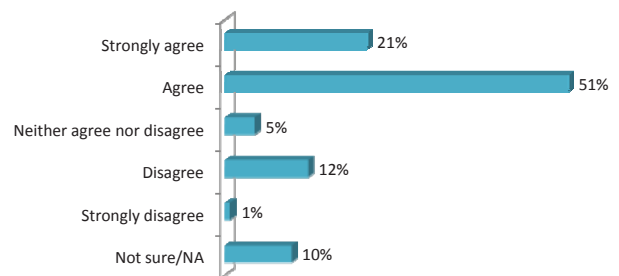
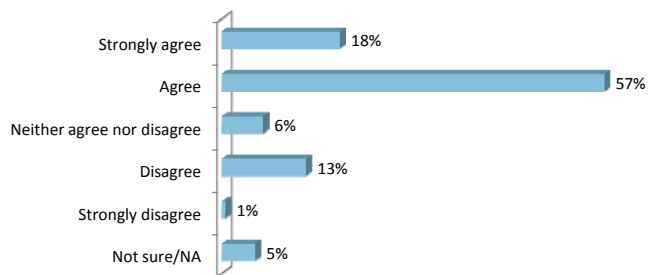
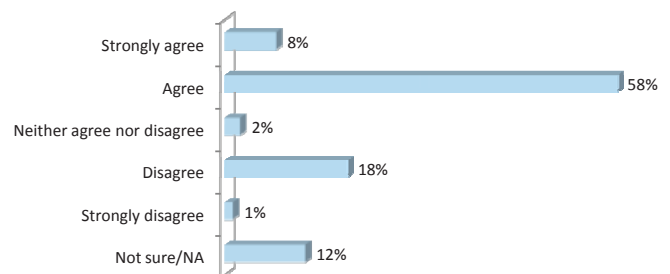
*I only water my lawn when it looks like it needs it.*

More residents (59%) agree that they water their lawns when their lawns look like they need it than disagree (34%). Responses vary only slightly across geographic areas.

**Total****North****Central****South**

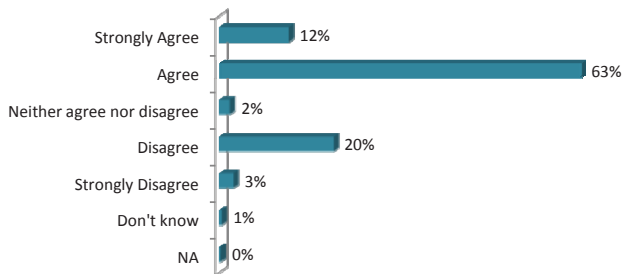
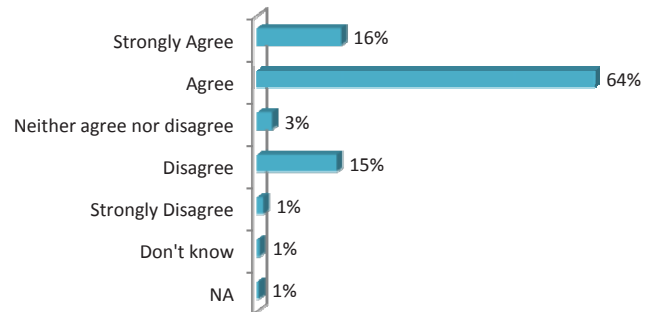
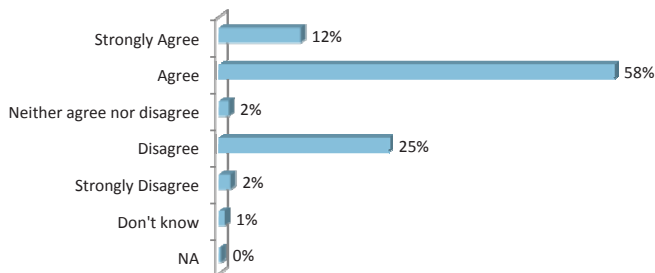
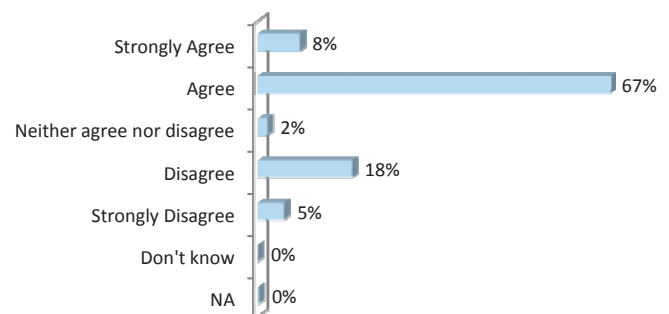
*If it is my designated watering day and there is rain in the forecast, I turn off my irrigation system.*

By a 72% to 15% margin, residents are more likely to agree they turn off their irrigation systems on their designated watering days when there is rain in the forecast. Residents in the central area (75%) are even more likely to agree with this position.

**Total****North****Central****South**

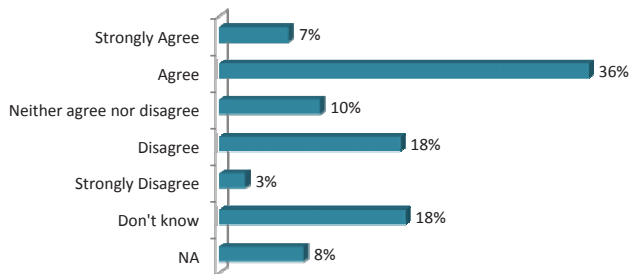
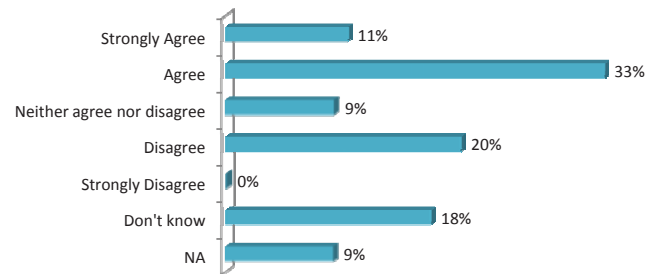
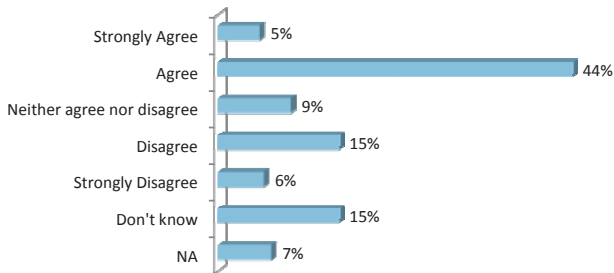
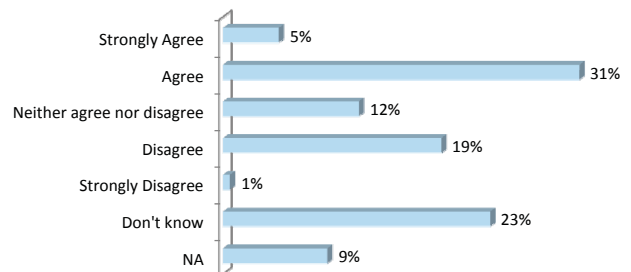
*It doesn't bother me if my grass turns a bit brown during the winter months.*

Only one in four households (23%) admits to being concerned when their lawns turn brown. Residents in the central area (27%) are more likely to hold this opinion. Only one in six households in the north area (16%) is concerned about their lawns when they turn brown.

**Total****North****Central****South**

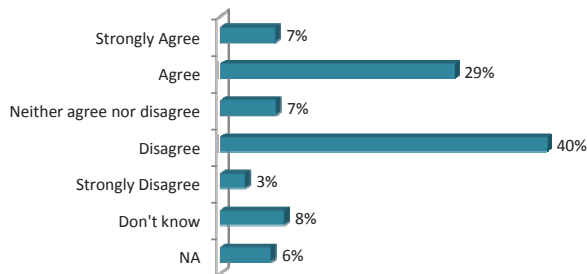
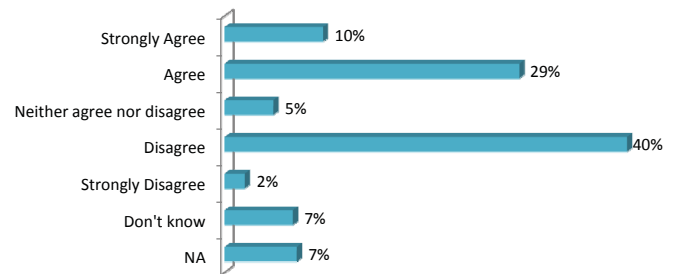
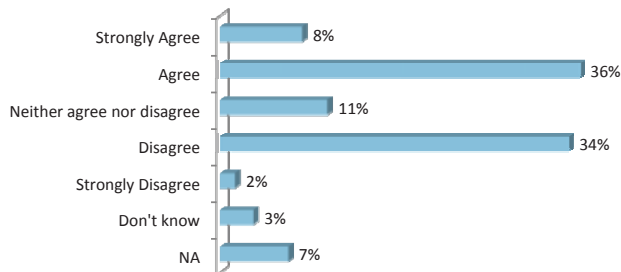
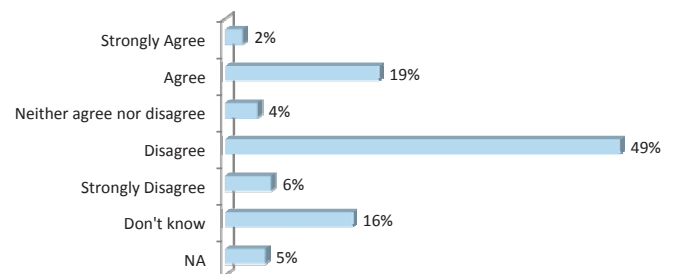
### *My lawnmower's blade is set to the highest setting*

Just over four in ten households (43%) in the District maintain their lawnmower blade is set at the highest setting. There is considerable variation in response across geographic areas as 49% of residents in the central area claim they set their lawnmower blade to the highest setting, while only 36% of those in the south area do so.

**Total****North****Central****South**

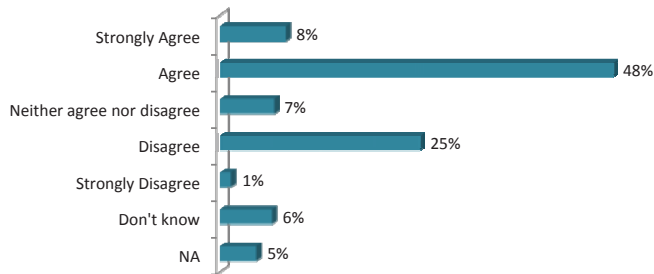
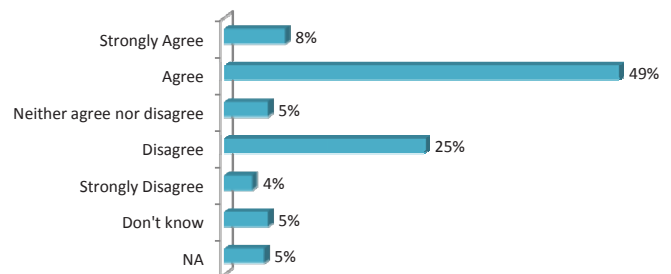
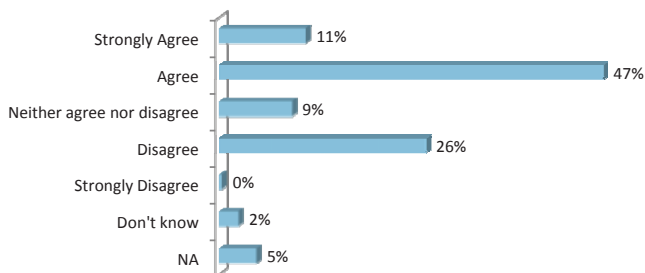
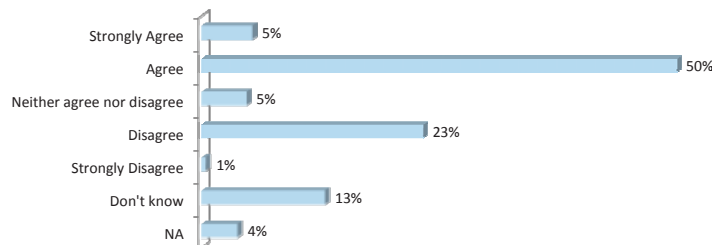
*I have reduced the amount of lawn or sod in my landscape in the past year*

Not quite four in ten households (36%) indicate they have reduced the amount of lawn or sod in their landscape in the past year. Residents in the south area (21%) are less likely to have reduced the amount of sod in their landscape in the past year.

**Total****North****Central****South**

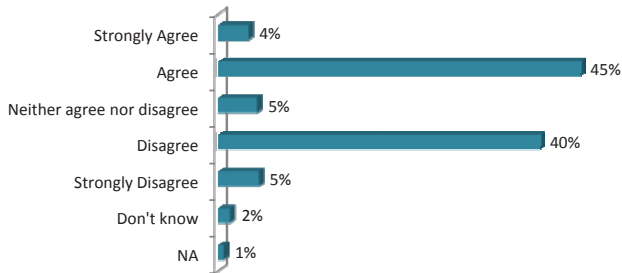
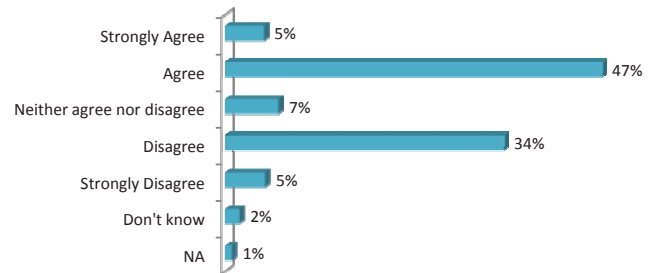
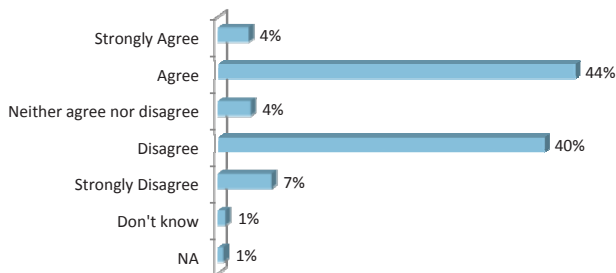
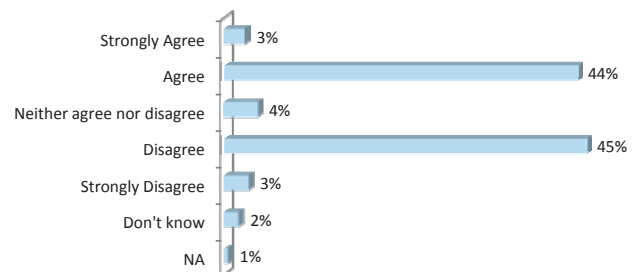
*I plan my landscape to conserve water*

Over half of the households in the District (56%) plan their landscapes in a way that enables them to conserve water. Behavior across geographic areas is nearly the same with a low of 55% of households in the south area and a high of 58% of households in the central area planning their landscapes to conserve water.

**Total****North****Central****South**

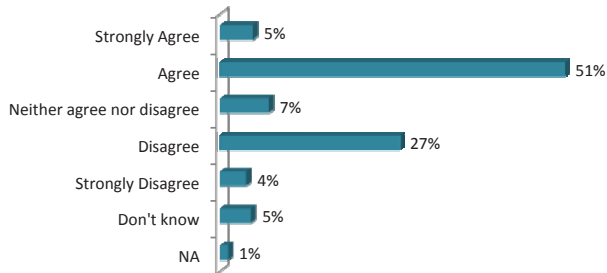
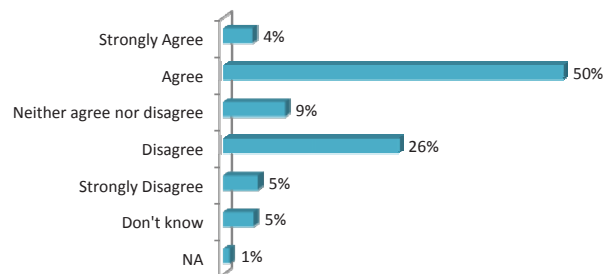
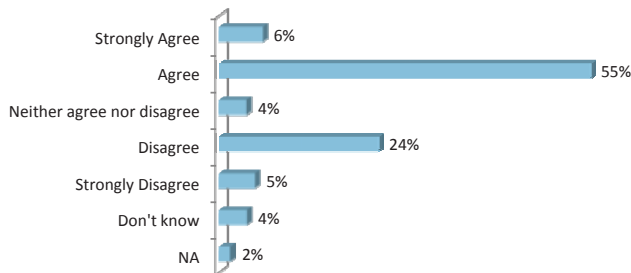
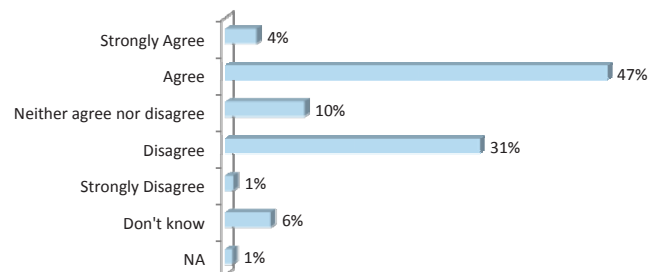
*Yards need water each week year-round to keep them healthy*

Almost exactly half of the households (49%) agree that lawns need water each week year-round to stay healthy. This belief is almost uniform across geographic areas as a low of 47% of households in the south area agree and a high of 52% of households in the north area agree.

**Total****North****Central****South**

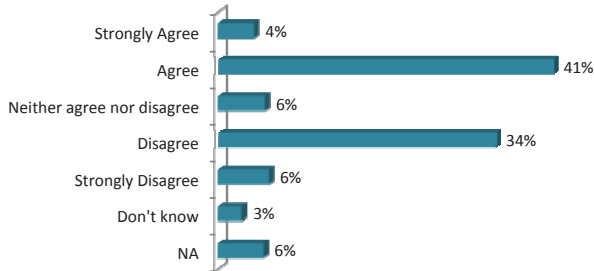
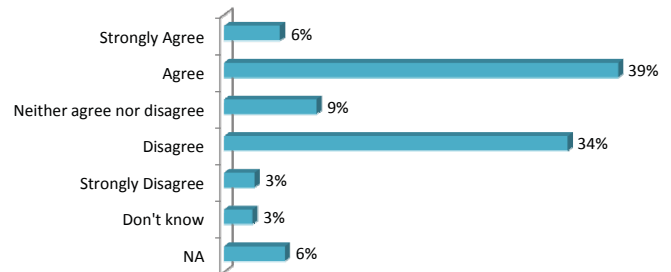
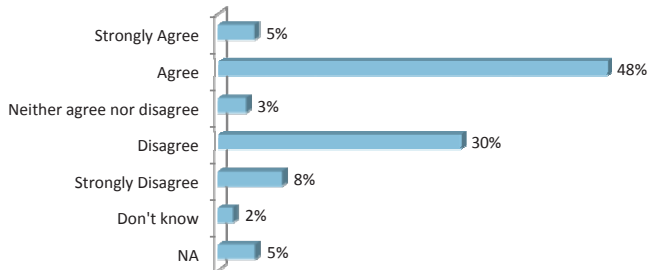
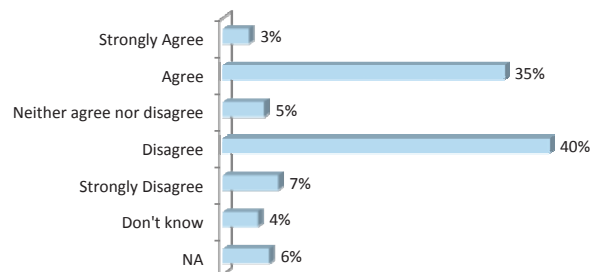
*Yards only need water about every other week during the winter months*

A majority of households (56%) agree that yards only need to be watered every other week in the winter months. Only 31% of households disagree, and the remaining households lack a definite opinion. A high of 61% of households in the central area and a low of 51% of households in the south area agree that yards require watering every other week during the winter.

**Total****North****Central****South**

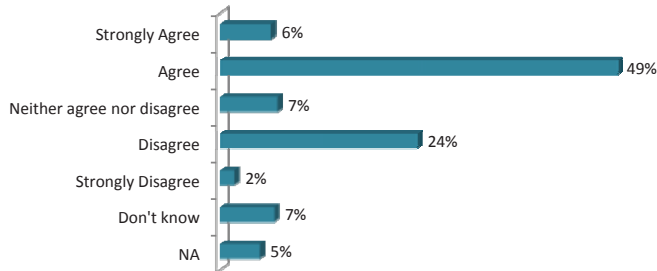
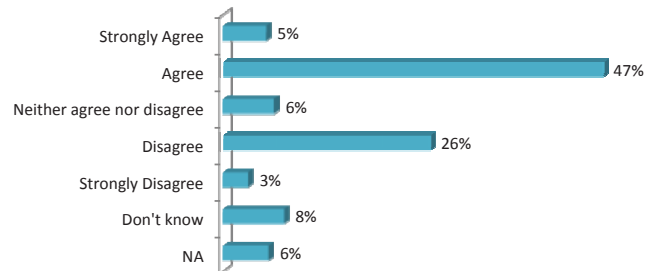
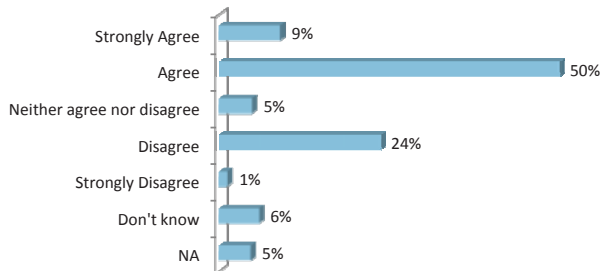
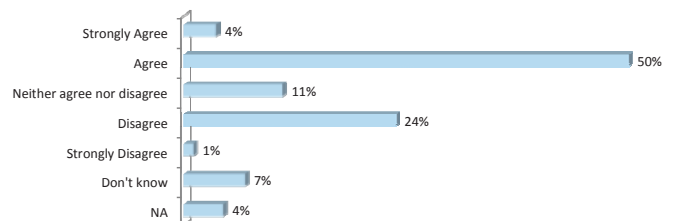
*I water my yard more in the summer*

Fewer than half of households in the District (45%) agree that they water their lawns more frequently in the summer; 40% disagree with this assertion. Residents in the central area (53%) are more likely to water their lawns more frequently during summer months, while residents in the south area (38%) are less likely to do so.

**Total****North****Central****South**

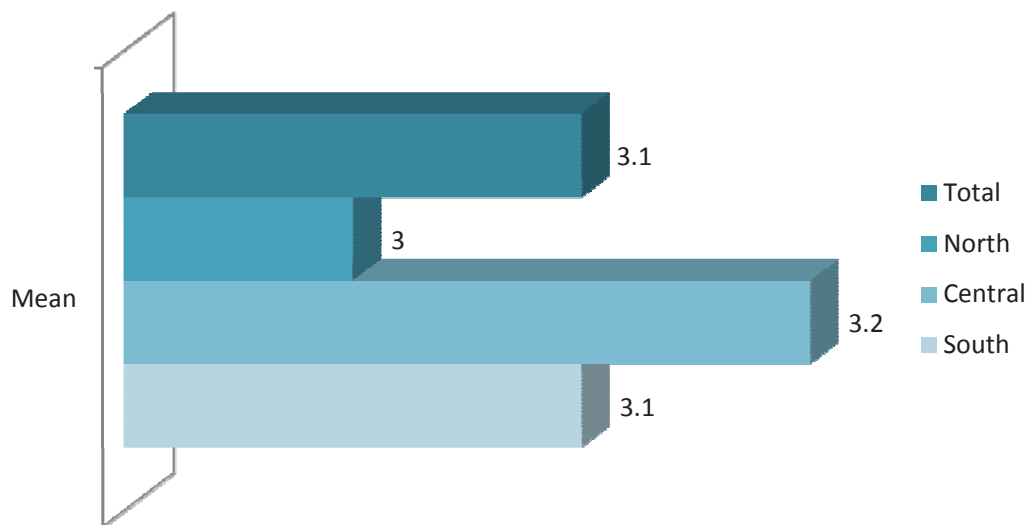
*Restrictions only allow me to use enough water to keep my landscape alive.*

Fifty-five percent (55%) of households in the District believe that water restrictions only allow them to use enough water to keep their landscape alive. One in four households (26%) disagrees. Attitudes about this issue are fairly stable across geographic areas with 59% in the central area and 52% in the north area agreeing that restrictions only allow them to use enough water to keep their landscapes alive.

**Total****North****Central****South**

*To keep your yard watered properly in December, January, and February, how many days per month should you water your yard?*

The typical household believes that yards should be watered three days a month during winter months. Results vary only slightly across geographic areas. One in five households (20%) believes that yards do not need to be watered during the winter months.



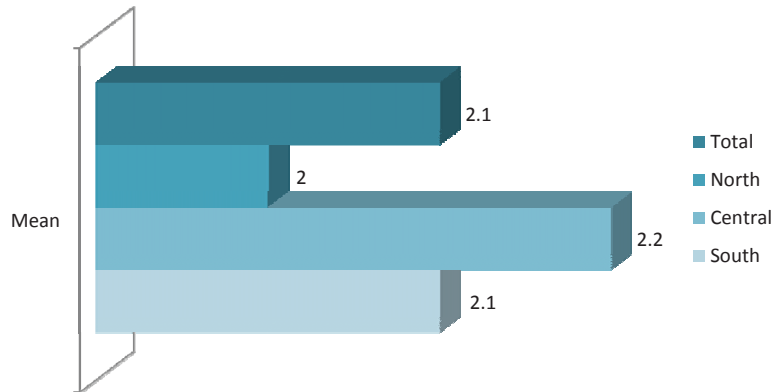
*In December, January, and February, how many days per month should you water your yard?*

	Total	North	Central	South
0	20%	24%	16%	21%
1-2	29%	31%	32%	25%
3-4	35%	32%	33%	42%
5-6	6%	5%	8%	5%
7-8	6%	5%	7%	5%
9+	4%	4%	5%	2%

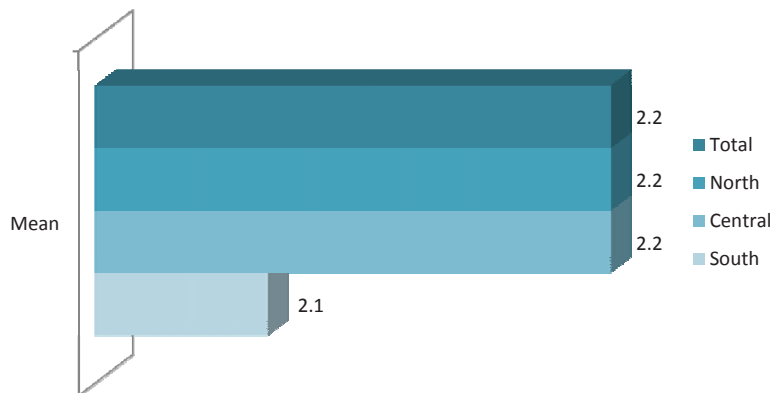
*In a typical year when rain totals are average, how many days per month do you water your lawn during December, January, and February?*

When rain totals are typical, the average household maintains that lawns should be watered two times per month in December and slightly more frequently (2.2 times) in January and February. Expected watering days per winter month under typical rain totals are very similar in households across geographic areas of the District.

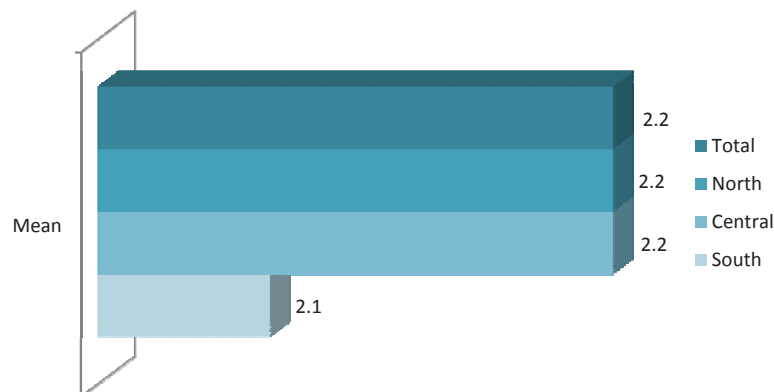
*December*



*January*



*February*



*In a typical year when rain totals are average, how many days per month do you water your lawn during December, January, and February?*

Over one in three households (35%) thinks lawns need no watering during the winter months when rain totals are average.

*In a typical year when rain totals are average, how many days per month do you water your lawn during December?*

	Total	North	Central	South
0	35%	34%	32%	41%
1-2	30%	34%	33%	23%
3-4	26%	26%	23%	30%
5-6	5%	4%	9%	1%
7-8	3%	2%	2%	4%
9+	1%	1%	1%	2%

*In a typical year when rain totals are average, how many days per month do you water your lawn during January?*

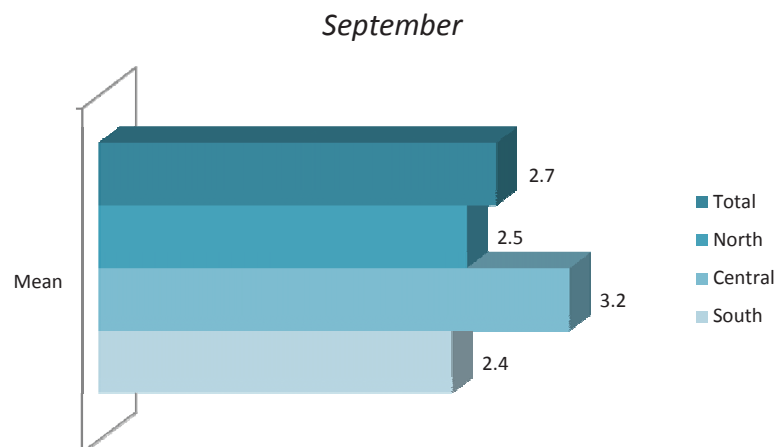
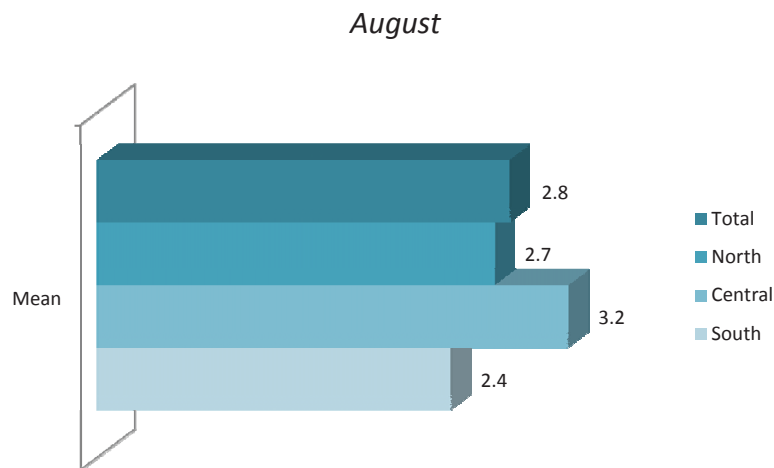
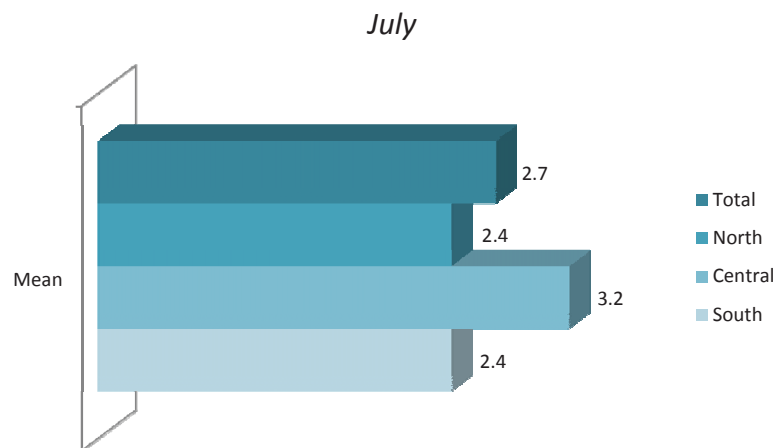
	Total	North	Central	South
0	35%	34%	33%	41%
1-2	29%	32%	32%	23%
3-4	27%	27%	24%	30%
5-6	5%	4%	8%	1%
7-8	3%	2%	2%	4%
9+	2%	2%	1%	2%

*In a typical year when rain totals are average, how many days per month do you water your lawn during February?*

	Total	North	Central	South
0	35%	33%	33%	41%
1-2	29%	29%	33%	23%
3-4	25%	27%	21%	30%
5-6	6%	7%	10%	1%
7-8	3%	2%	2%	4%
9+	2%	2%	1%	2%

*In a typical year when rain totals are average, how many days per month do you water your lawn during July, August, and September?*

Residents' lawn watering expectations during summer months, with typical rain totals, vary almost none from July to September. The average household expects to water nearly three times a month in the summer during typical rain activity. Residents in the south area expect to water the least in the summer (2.4 times per month in every summer month), while residents living in the central are expect to water their lawns more frequently (3.2 times per month in every summer month).



*In a typical year when rain totals are average, how many days per month do you water your lawn during July, August, and September?*

Nearly two in five households (38%) think it is not necessary to water lawns in the summer months when rain totals are average.

*In a typical year when rain totals are average, how many days per month do you water your lawn during July?*

	Total	North	Central	South
0	38%	34%	37%	45%
1-2	24%	28%	23%	20%
3-4	22%	25%	19%	24%
5-6	5%	4%	7%	1%
7-8	7%	7%	7%	5%
9+	5%	2%	6%	5%

*In a typical year when rain totals are average, how many days per month do you water your lawn during August?*

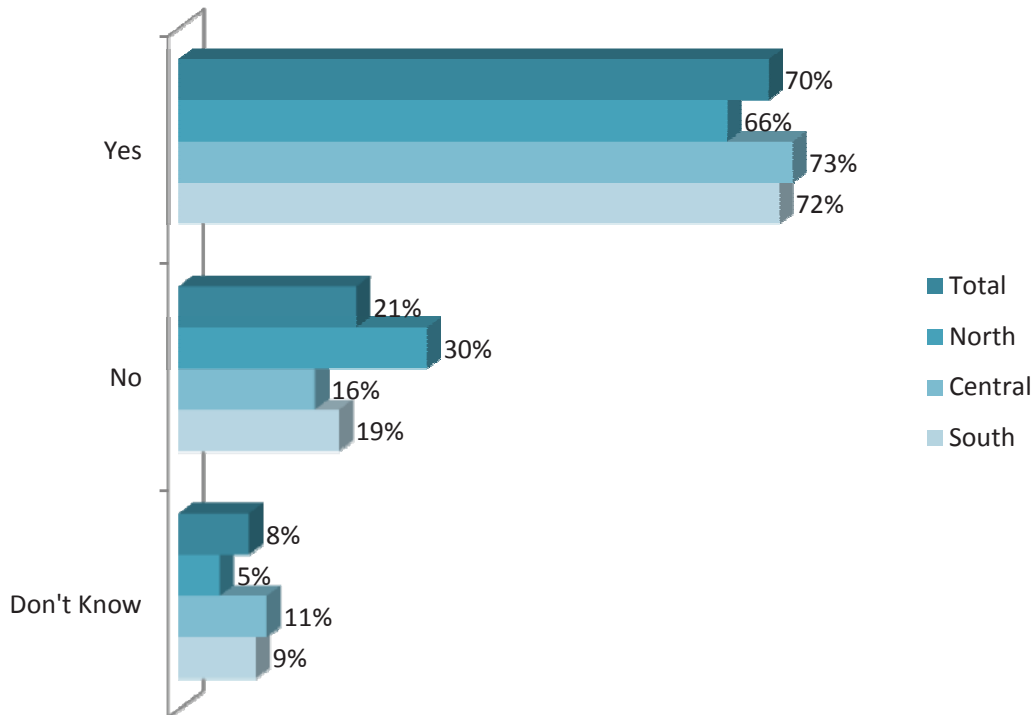
	Total	North	Central	South
0	38%	34%	37%	45%
1-2	22%	24%	22%	19%
3-4	22%	23%	20%	23%
5-6	6%	9%	8%	2%
7-8	7%	7%	7%	5%
9+	5%	3%	6%	5%

*In a typical year when rain totals are average, how many days per month do you water your lawn during September?*

	Total	North	Central	South
0	38%	34%	37%	45%
1-2	22%	25%	22%	20%
3-4	23%	26%	20%	23%
5-6	6%	8%	7%	2%
7-8	6%	6%	7%	5%
9+	4%	1%	6%	5%

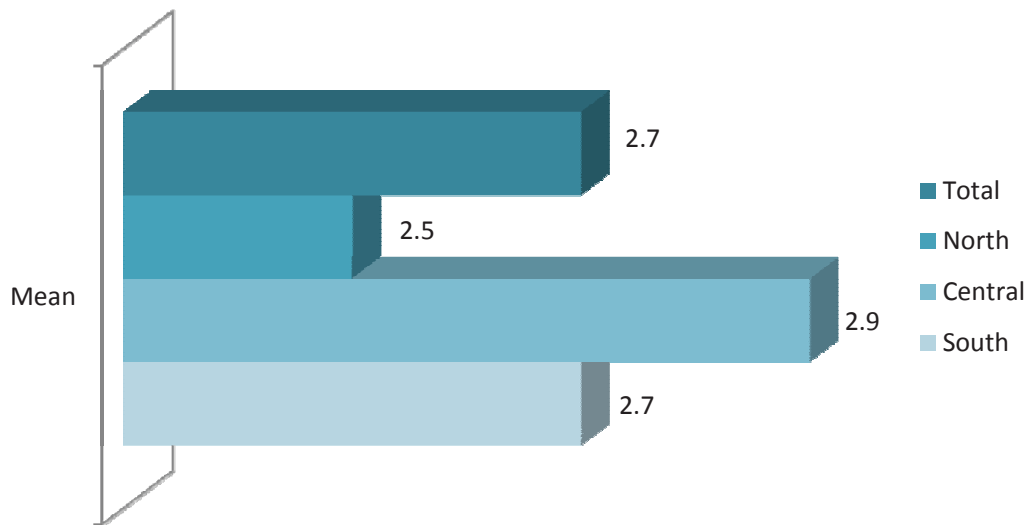
*Do you live in an area with lawn watering restrictions?*

Seven in ten residents (70%) believe they live in an area that has water restrictions in place. Results vary slightly from a low of 66% in the north area to a high of 73% in the central area.



*If there were no watering restrictions in place, on average, how many days would you water your lawn during the winter months of December, January, and February?*

If there were no water restrictions in place during winter months, residents would water their lawns 2.7 times per month. This result is about one-half day more than residents say they would water their lawns when no water restrictions apply. Nearly one in three households (32%) think it is not necessary to water lawns in the winter months if there were no watering restrictions.



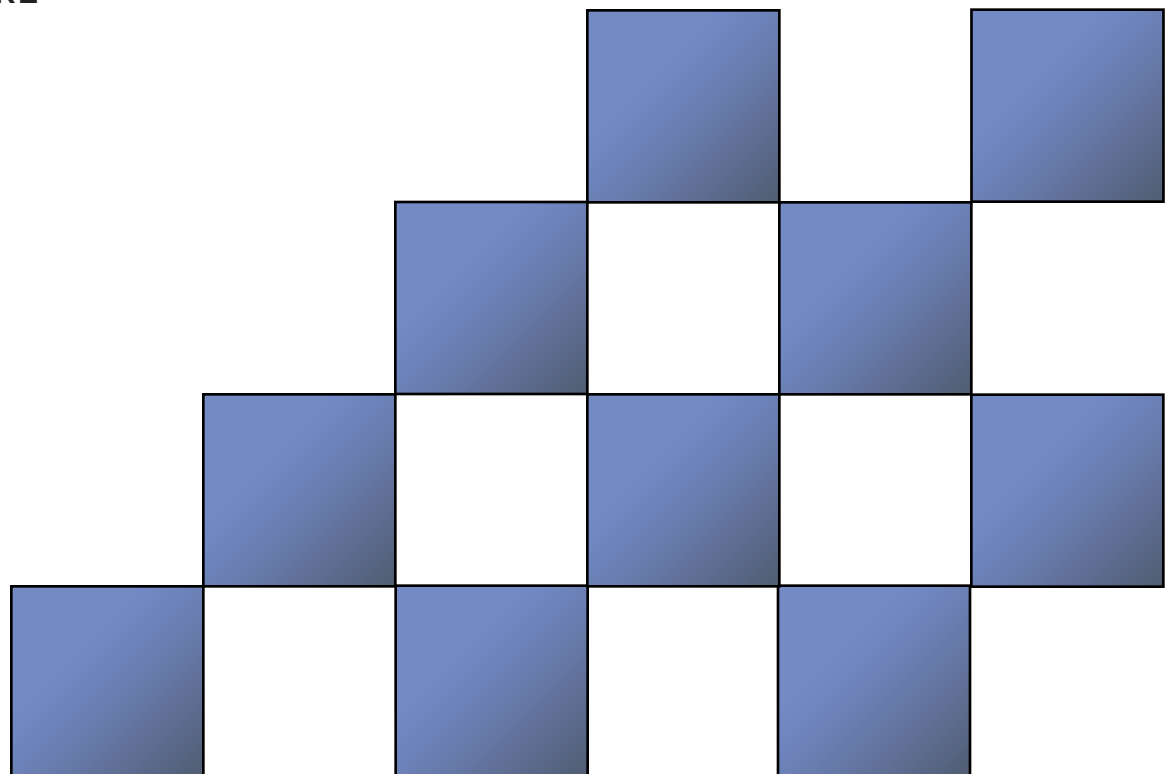
*In December, January, and February, how many days per month should you water your yard?*

	Total	North	Central	South
0	32%	29%	31%	35%
1-2	27%	28%	27%	25%
3-4	28%	31%	25%	29%
5-6	5%	5%	9%	1%
7-8	6%	5%	5%	7%
9+	3%	2%	4%	3%

# Skip a Week Pretest Report



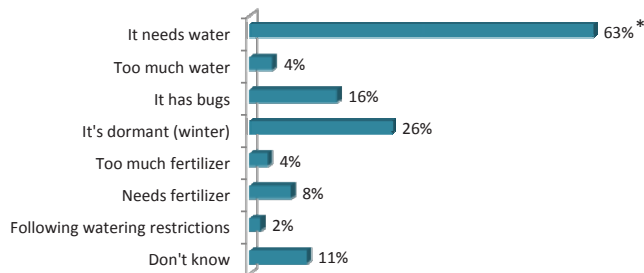
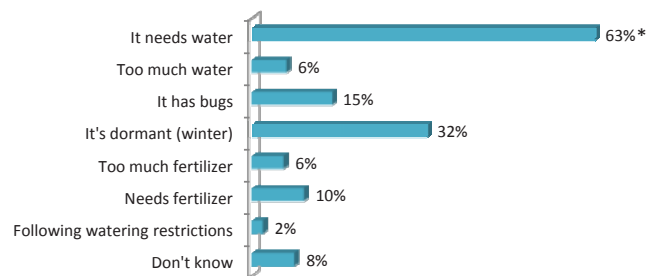
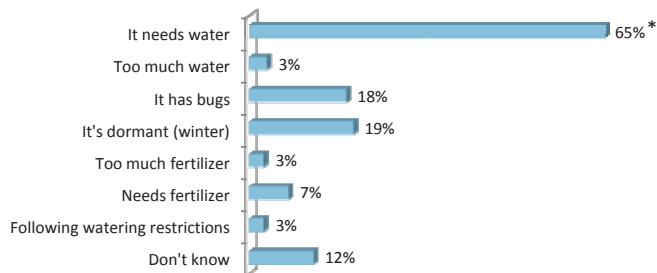
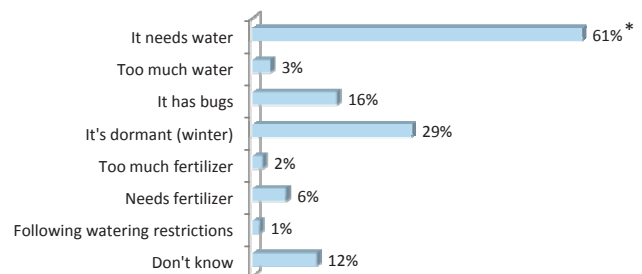
VIEWS ON  
LAWN CARE



## Skip a Week Pretest Report

*What do you think it means if a yard is a bit brown?*

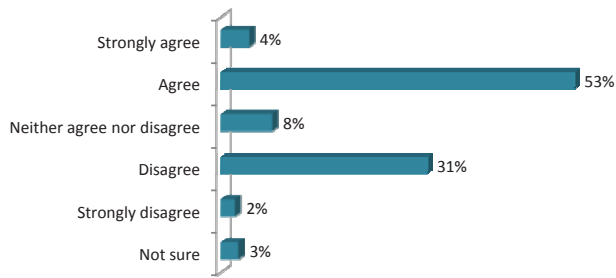
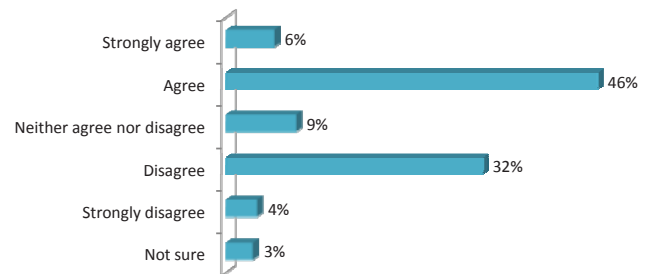
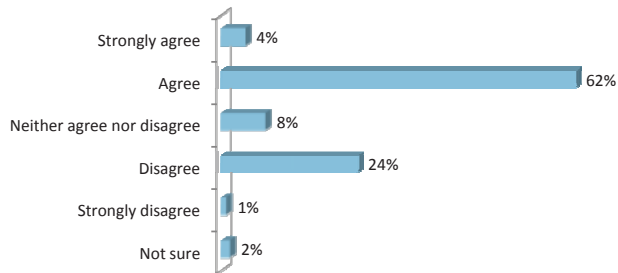
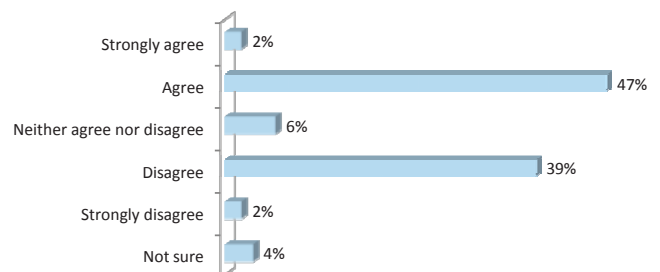
In an open-ended question, residents were asked what they thought it meant if their yards turned a bit brown. The majority (63%) reply it means that their lawns need watering, while 26% say the lawn is dormant. Another 16% mention bugs in the lawn, while 8% say the lawn needs to be fertilized. The order of the top three responses (needs water, dormant, bugs) did not change across the three geographic areas of the District.

**Total****North****Central****South**

\* More than one response permitted.

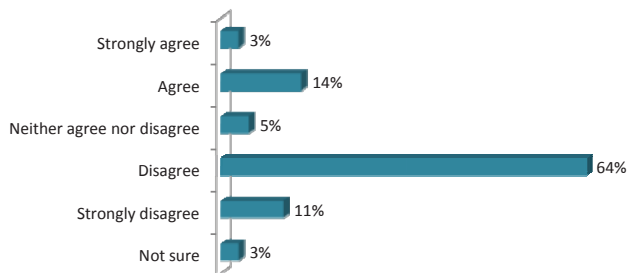
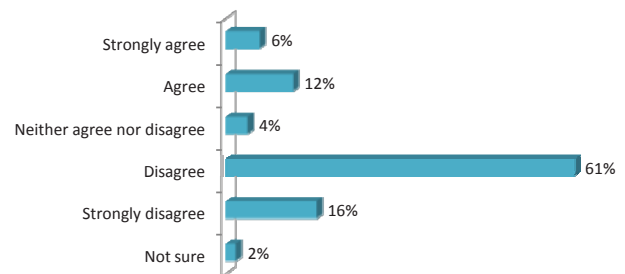
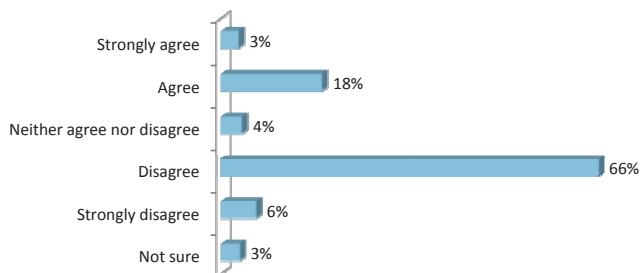
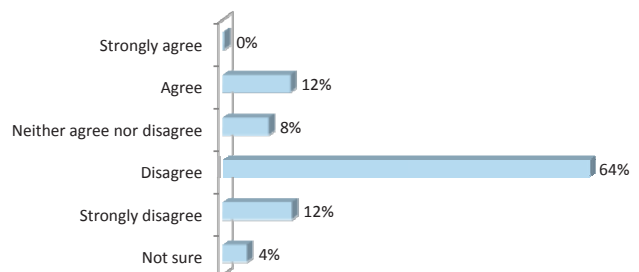
*It is important to water your lawn if the grass turns a brownish color.*

Nearly six in ten households (57%) agree that it is important to water the lawn if it turns brown. This belief is highest in the central area (66%) and lowest in the south area (49%) of the District.

**Total****North****Central****South**

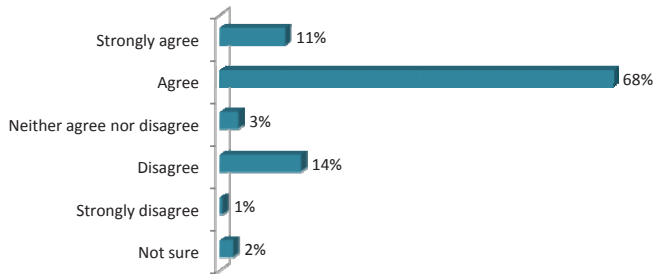
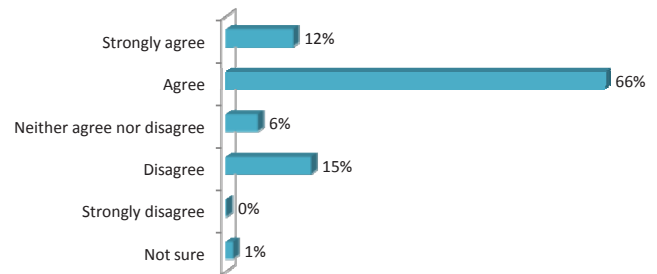
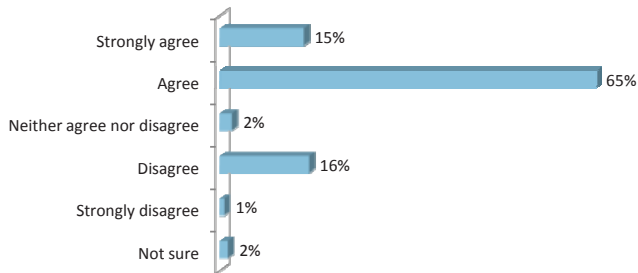
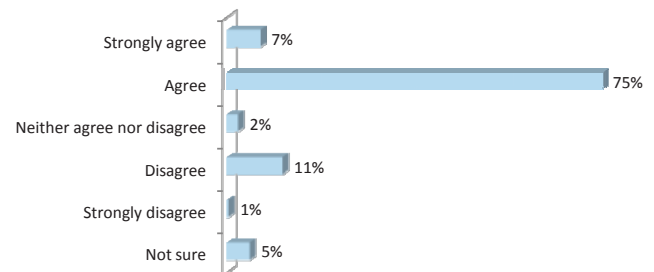
*One of the reasons I water my lawn when it turns a brownish color is because my neighbors water their lawn and it looks so green.*

Not even two in ten households (17%) indicate they water their lawns when they turn brown because their neighbors water their lawns. Residents in the south area (12%) claim to be least susceptible to this motivation for watering lawns, while 21% of residents in the central area claim they water because of pressure to keep up with their neighbors.

**Total****North****Central****South**

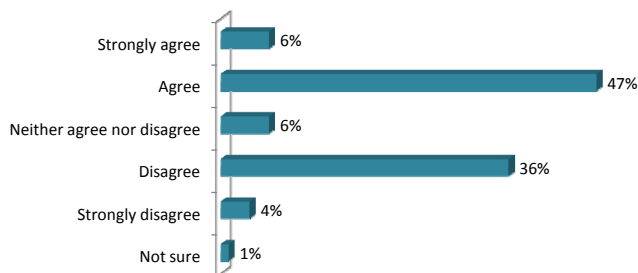
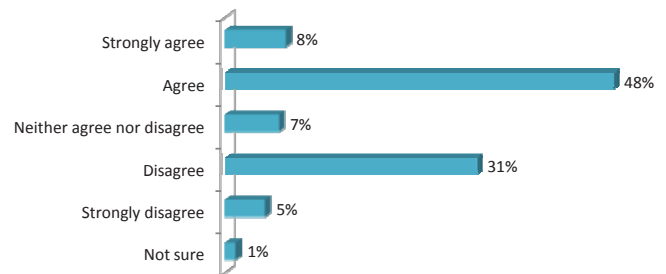
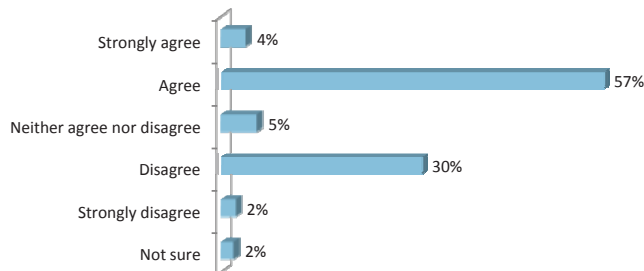
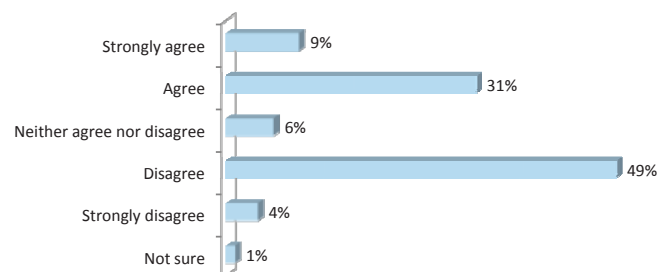
*In most years, rain during the summer provides adequate water for your lawn.*

Four out of five residents (79%) in the District agree that lawns receive enough water from rain during the summer in most years. Attitudes on this issue vary only slightly across geographic areas.

**Total****North****Central****South**

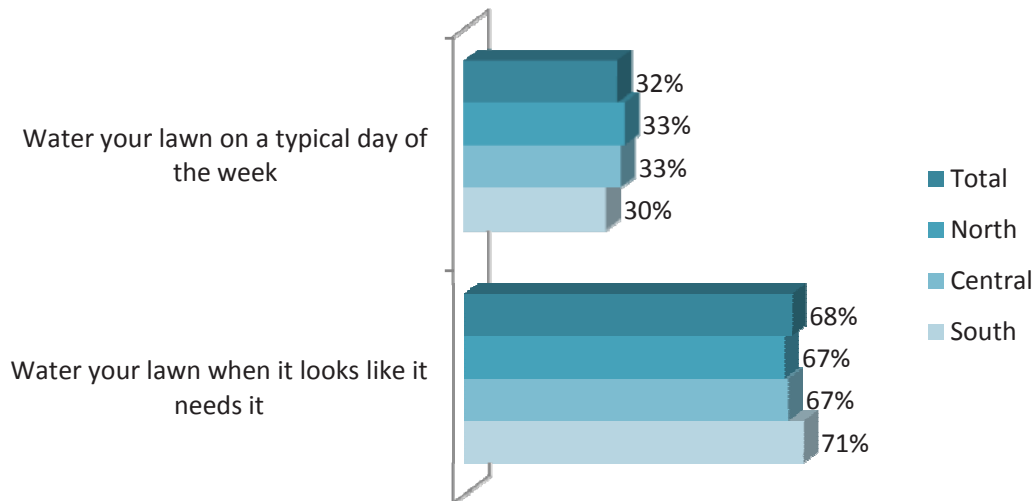
*If your city or county allows you to water your lawn 1 day per week, you should definitely water your lawn 1 day per week*

By a 53% to 40% margin, residents are more likely to agree than to disagree that they should water their lawns one day a week if their local governments allow them to do so. Agreement with this assertion is highest in the central area (61% agree; 32% disagree), while agreement is lowest in the south area where more residents disagree (53%) than agree (40%).

**Total****North****Central****South**

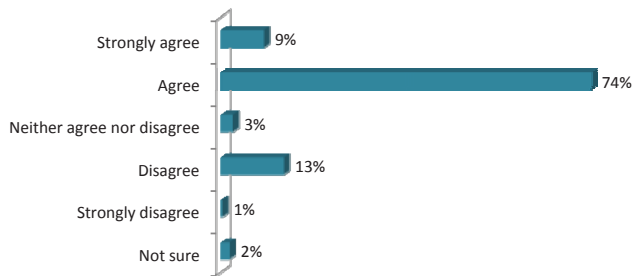
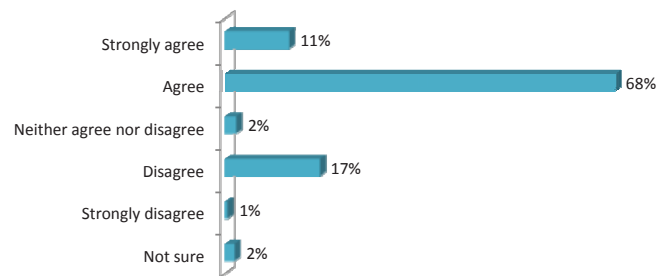
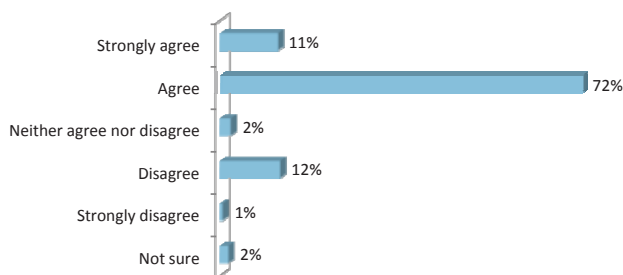
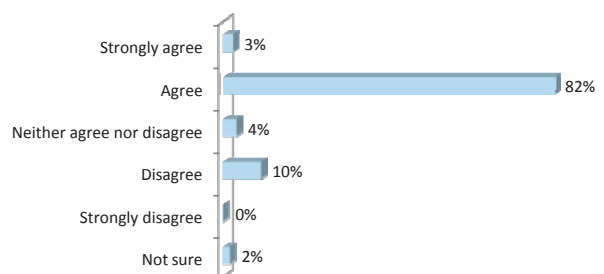
*Which are you more likely to do: Water your lawn on a typical day of the week or water your lawn when it looks like it needs it?*

Over two out of three residents (68%) indicate they will water only when their lawns appear to need watering, while 32% of residents will stick to typical watering days regardless of the condition of the lawn. Results are very similar across geographic areas within the District.



*In the winter, it's OK to let your lawn go an extra week without watering.*

Over four out of five residents (83%) agree it is appropriate to skip watering their lawns for an extra week during the winter. Residents in the south area (85%) are most likely to believe this assertion, while 79% of residents in the north area agree.

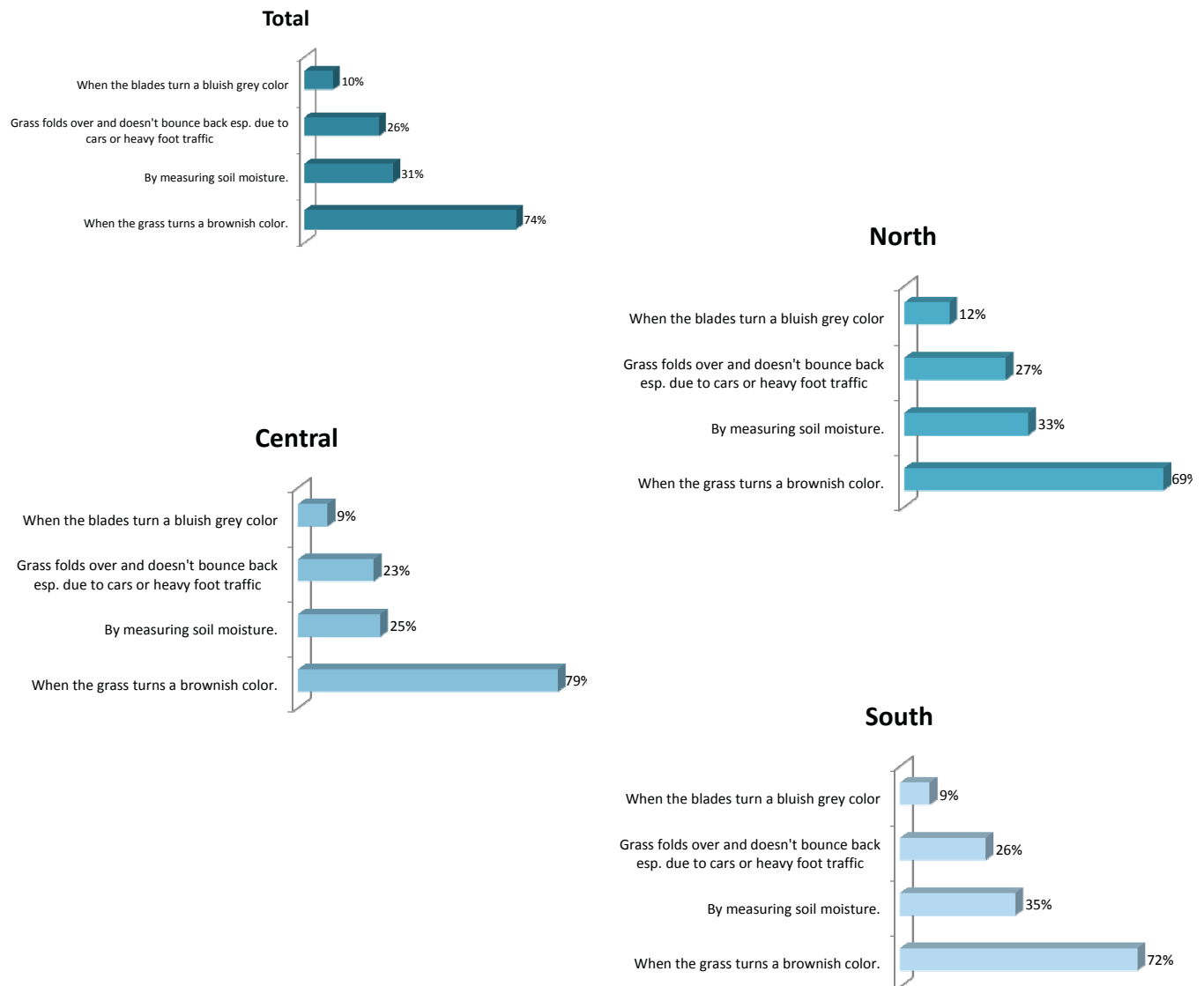
**Total****North****Central****South**

## Which of the following ways can you definitely tell if your lawn needs to be watered?

Residents were given the four following possible answers to this question: “Which of the following ways can you definitely tell if your lawn needs to be watered?”

- When the blades turn bluish grey in color
- Grass folds over and doesn't bounce back especially due to cars or heavy foot traffic
- By measuring soil moisture
- When the grass turns a brownish color

Three in four residents (74%) maintain that a brownish color indicates when it is time to water their lawns. This response ranges from a low of 69% in the north area to a high of 79% in the central area. Three in ten residents (31%) maintain that measuring soil moisture is definitely a way to tell if lawns need to be watered, while 26% says an indication that lawns need watering is when grass folds over and doesn't bounce back from heavy traffic.



*In your opinion, reclaimed water can be safely used for what purposes?*

Residents were presented with the following possible uses for reclaimed water and asked for which they think it can be safely used:

- Pumping into the aquifer
- Drinking
- Generating electricity
- Watering yards
- Showering
- Swimming
- Industrial processes
- Car washes
- Watering edible plants

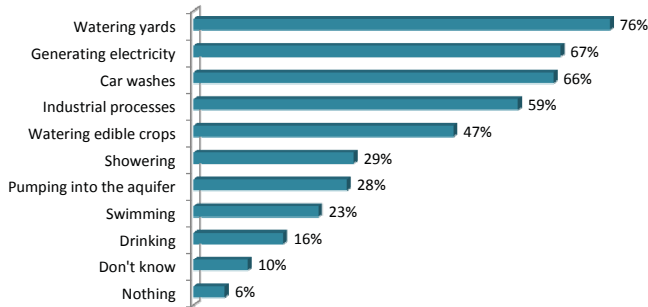
Residents are most confident that reclaimed water can be used to water yards as 76% of residents believe that this use is safe. Residents in the south area (83%) are most likely to believe that reclaimed water can be used for watering lawns. About two out of three residents believe reclaimed water can be used for generating electricity (67%) and for washing cars (66%). Residents in the south area are more likely than residents in other areas to believe these two uses of reclaimed water are safe. About six in ten residents (59%) believe that reclaimed water can be safely used for industrial processes with residents in the central area (66%) more likely to believe that this use for reclaimed water is safe.

Only half of residents in the District (47%) think that reclaimed water is safe for watering edible crops. There is considerable variation in thinking across the District regarding using reclaimed water for watering edible crops as 59% of residents in the south and only 38% of the residents in the north area believe it is alright.

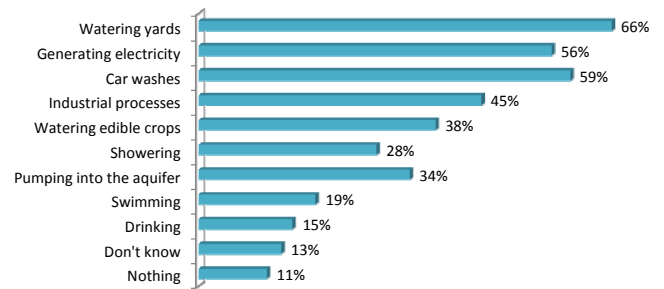
Fewer than three in ten residents in the District think that reclaimed water is safe for showering (29%), pumping into the aquifer (28%), swimming (23%), or drinking (16%). Residents in the north area (34%) are more likely to think that reclaimed water can be used for pumping into the aquifer, while residents in the south area are more likely to think that this water can be used for showering (33%), swimming (28%), and drinking (20%).

*In your opinion, reclaimed water can be safely used for what purposes?*

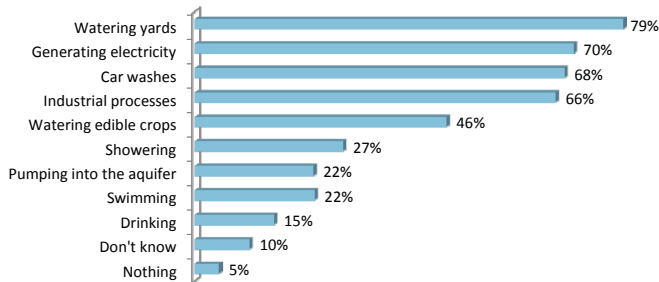
### Total



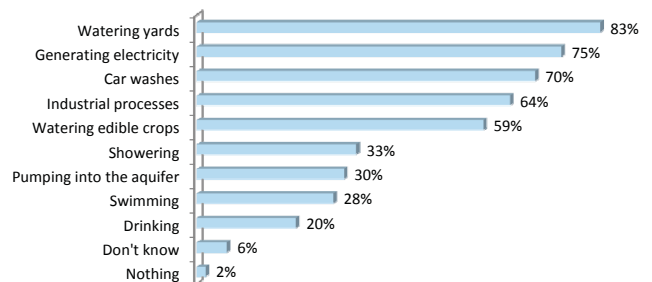
### North



### Central

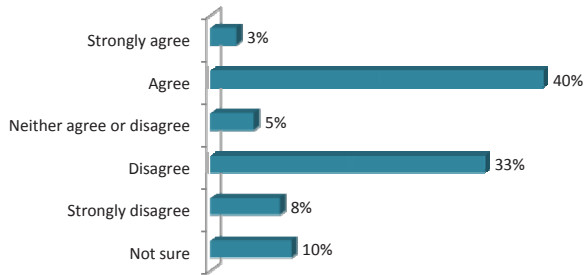
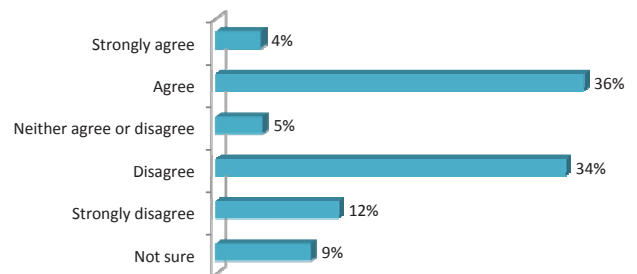
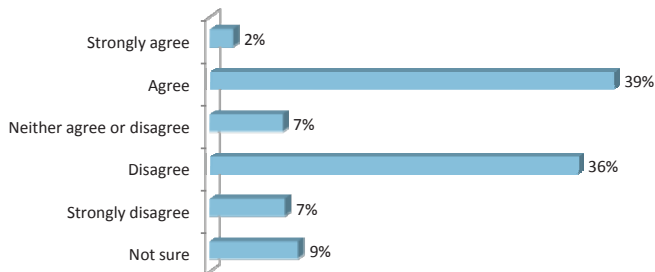
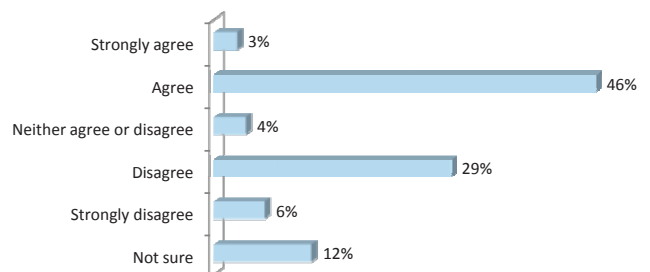


### South



*Wastewater can be treated to a level that is safe to use as drinking water.*

Residents are divided on whether or not wastewater can be treated to a level that is safe to drink with 43% agreeing and 41% disagreeing. Residents in the south area are more likely to agree (49%), while residents in the north area are more likely to disagree (46%).

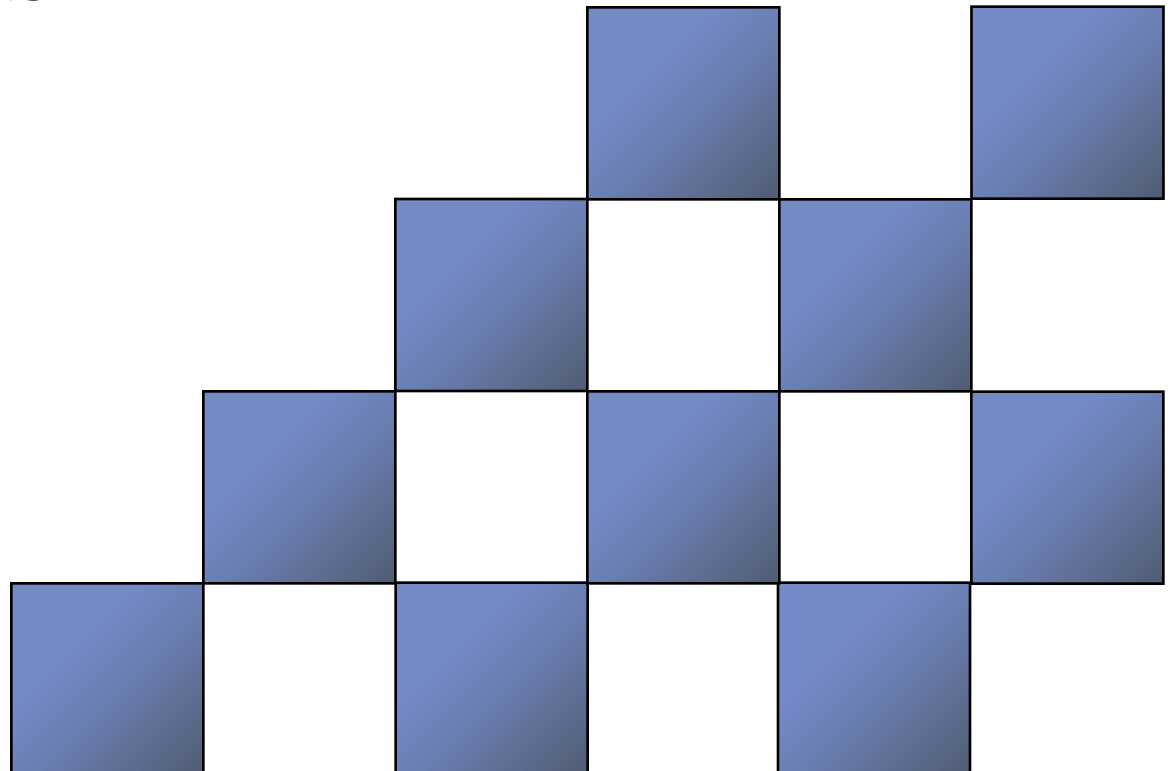
**Total****North****Central****South**

## Skip a Week Pretest Report

# Skip a Week Pretest Report



ADVERTISING



## Skip a Week Pretest Report

## Awareness of Advertising Slogans

The following water-related advertising slogans were read to residents who were asked to indicate if they had definitely seen or heard each.

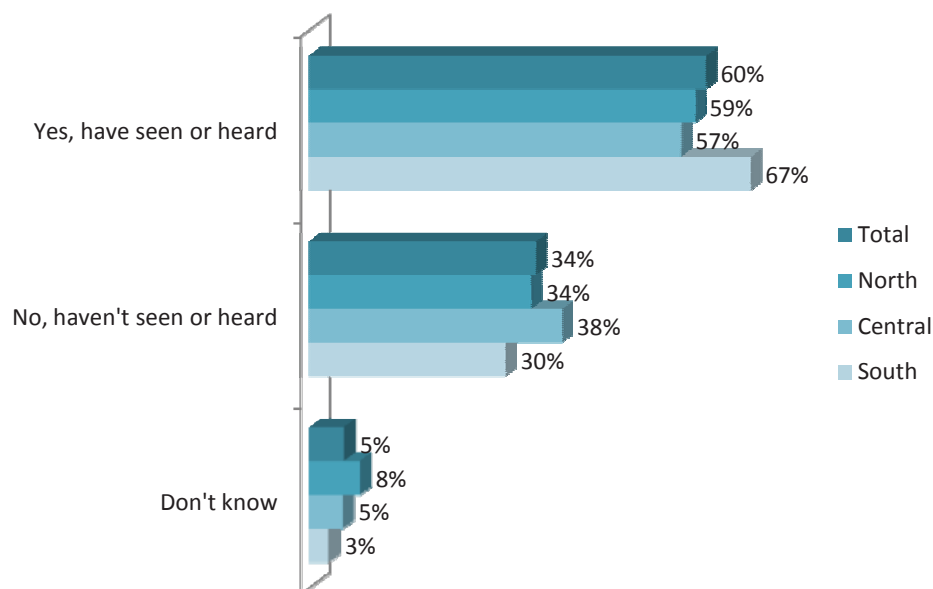
- Water Matters
- If everyone saves a little, it can add up to a lot
- Florida's Water, It's Worth Saving
- Skip a Week of Irrigation
- Reduce Your Use
- We don't know what we've got until it's gone
- Florida-Friendly Irrigating – It Just Makes Sense
- It's a Drought – Conserve!
- Watch the Weather, Wait to Water
- Get outside and explore recreation sites on conservation lands

Six in ten residents have heard or seen “If everyone saves a little, it can add up to a lot” (62%) and Water Matters (60%). Residents in the central area (71%) are more familiar with “If everyone...,” and residents in the south area (67%) are more familiar with Water Matters. Over half of residents in the District recognize “Florida's Water, It's Worth Saving” (56%) and Reduce Your Use (54%). Residents in the south area (62%) are more familiar with “Florida's Water...,” while residents in the north and central areas (55%) are more familiar with Reduce Your Use.

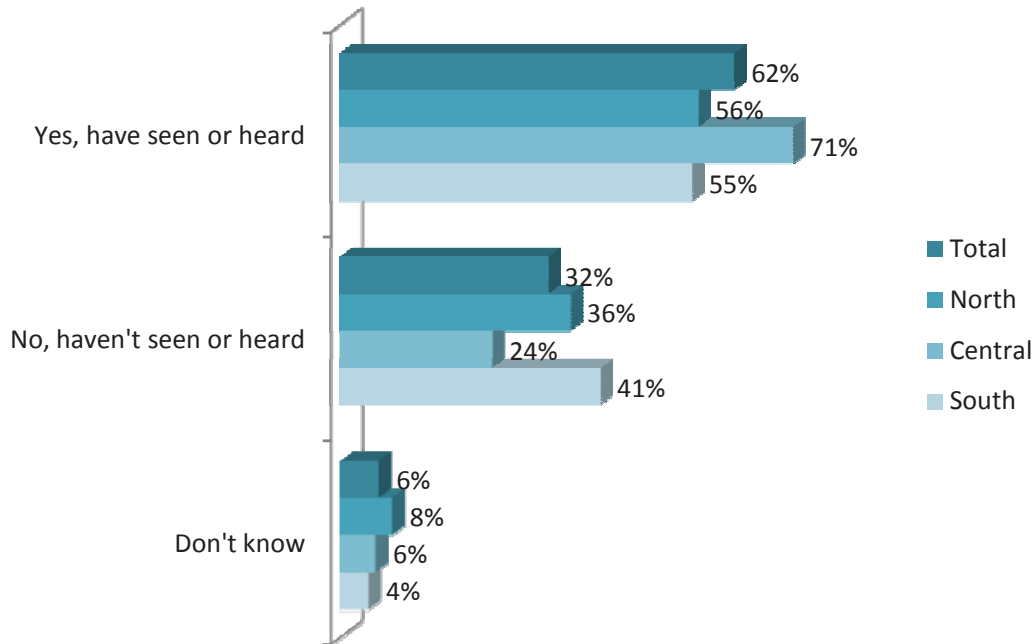
Exactly half of the residents say they have heard “It's a Drought – Conserve,” with awareness being higher in the south area (55%). Nearly half of residents (48%) are aware of “We don't know what we've got until it's gone,” with awareness greatest in the central area (51%).

The advertising slogans with the lowest levels of recognition include “Florida-Friendly Irrigating – It Just Makes Sense” (37%), “Watch the Weather, Wait to Water” (25%), “Skip a Week of Irrigation” (24%), and “Get outside and explore recreation sites on conservation lands” (18%).

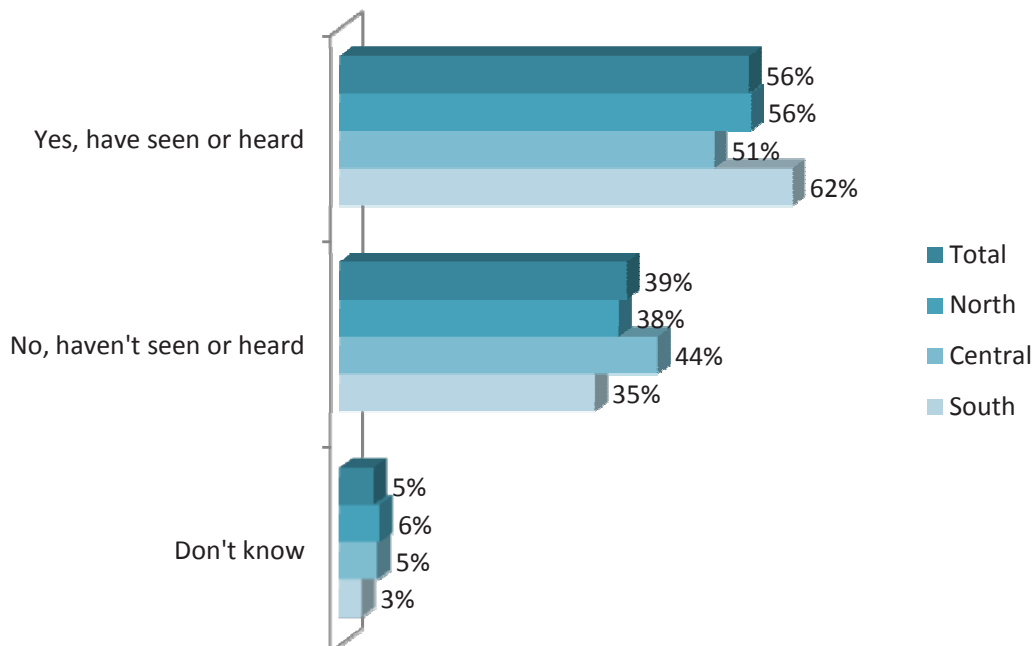
*Please tell us if you have definitely seen or heard in the past few months:*  
**Water Matters**



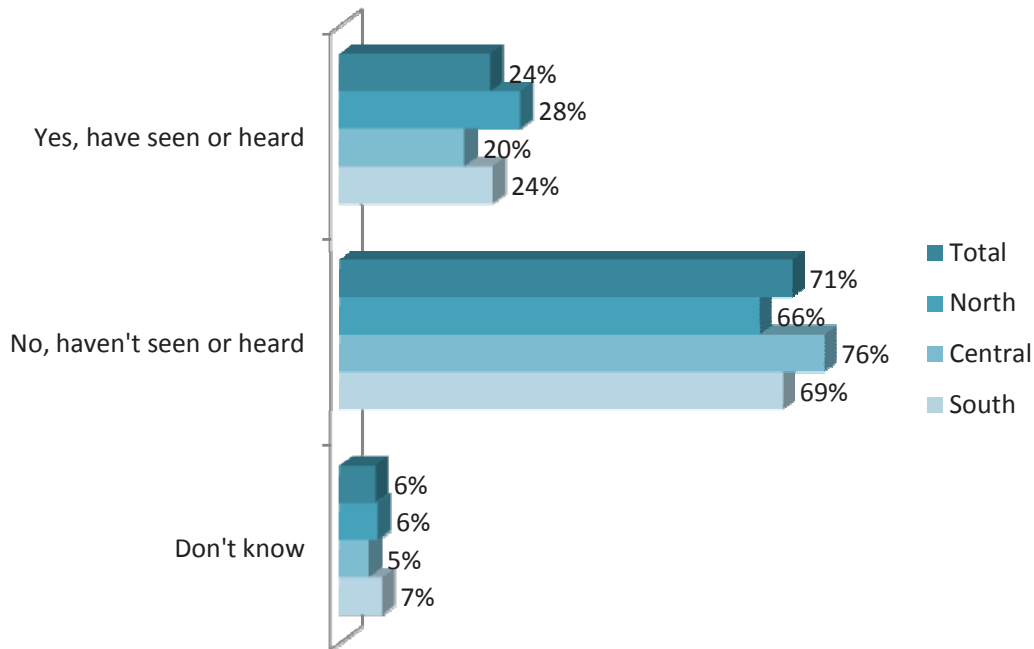
*Please tell us if you have definitely seen or heard in the past few months: If everyone saves a little, it can add up to a lot*



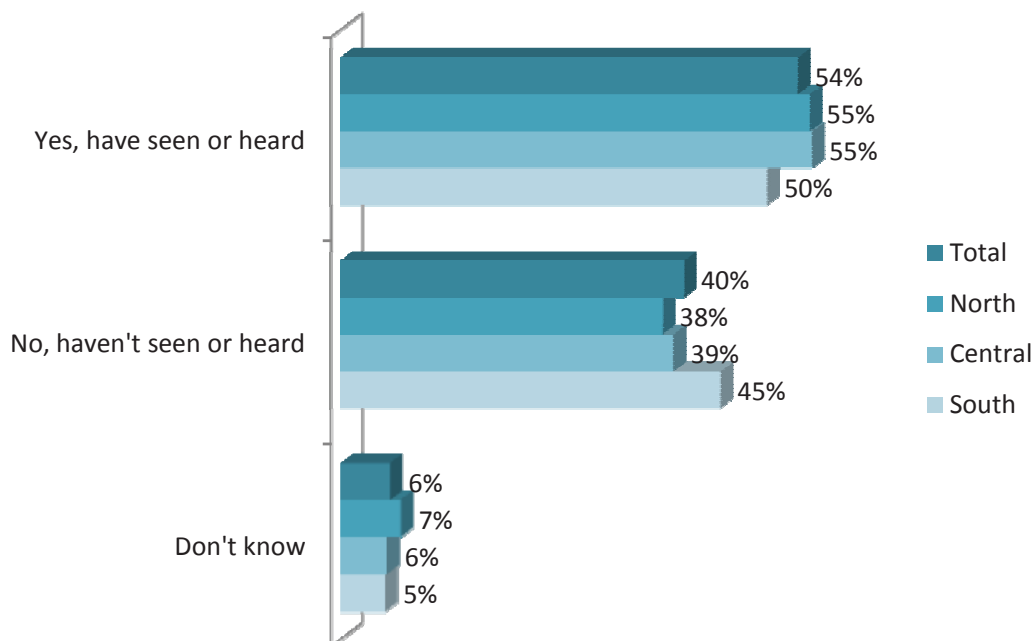
*Please tell us if you have definitely seen or heard in the past few months: Florida's Water, It's Worth Saving*



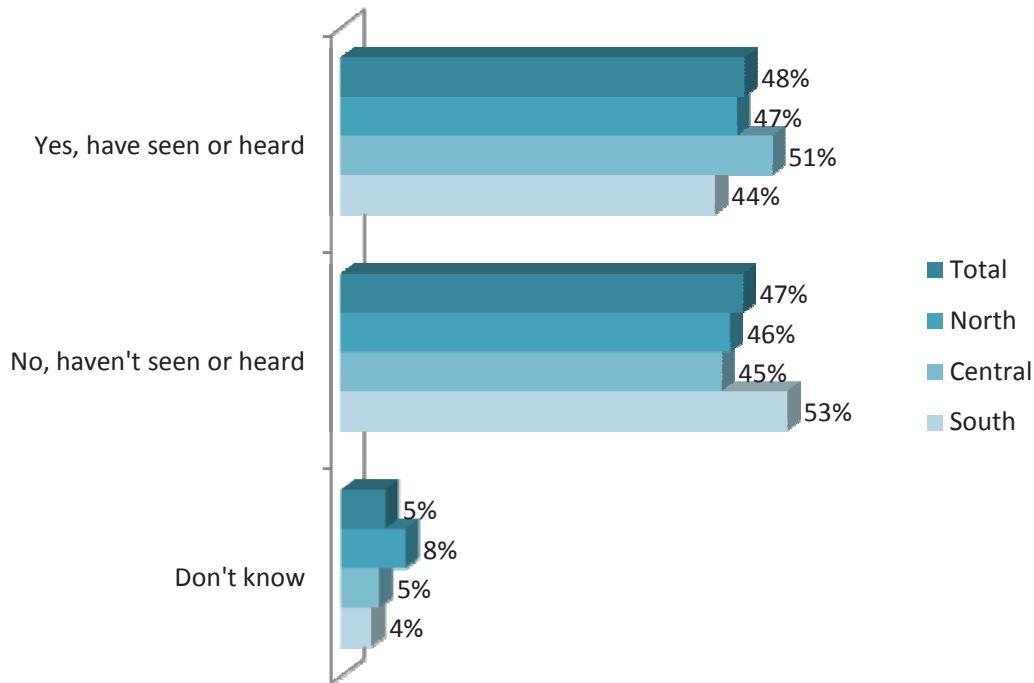
*Please tell us if you have definitely seen or heard in the past few months: Skip A Week of Irrigation*



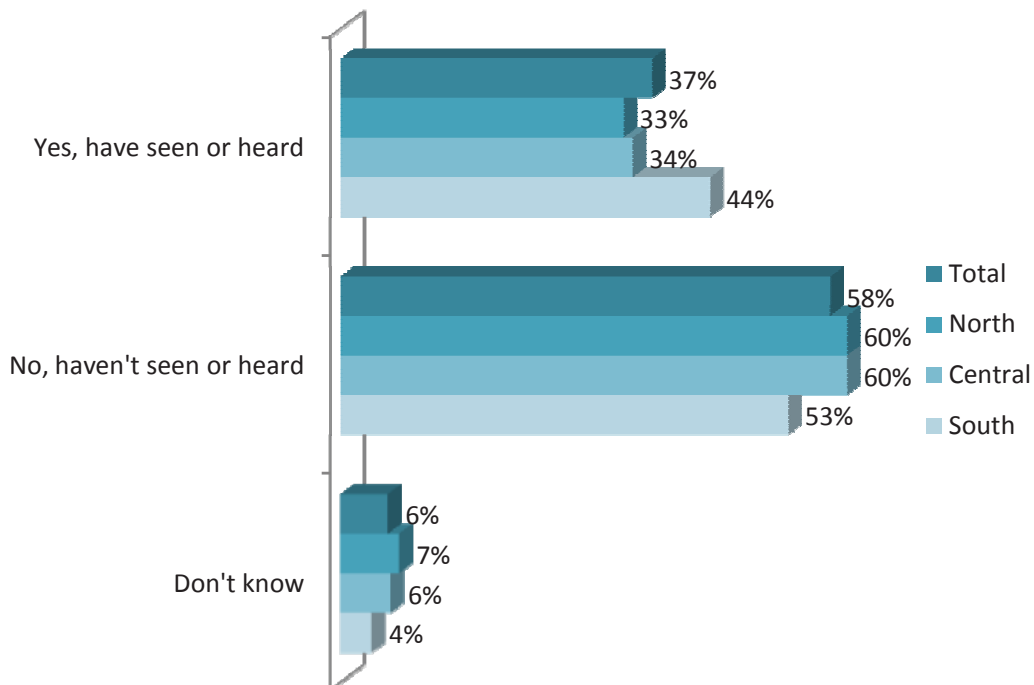
*Please tell us if you have definitely seen or heard in the past few months: Reduce Your Use*



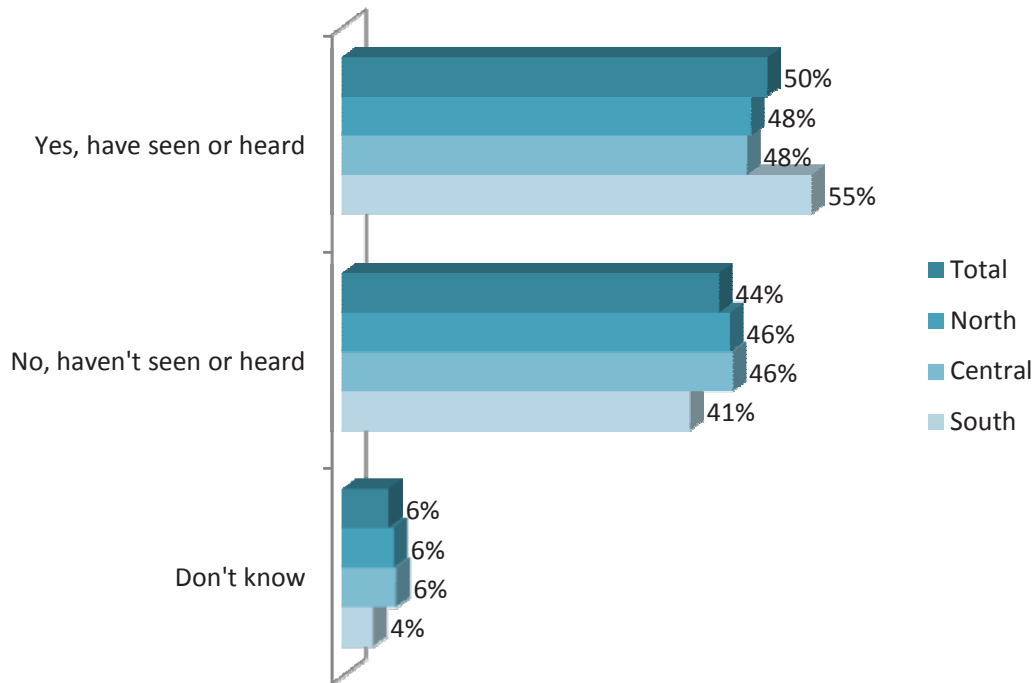
*Please tell us if you have definitely seen or heard in the past few months: We don't know what we've got until it's gone*



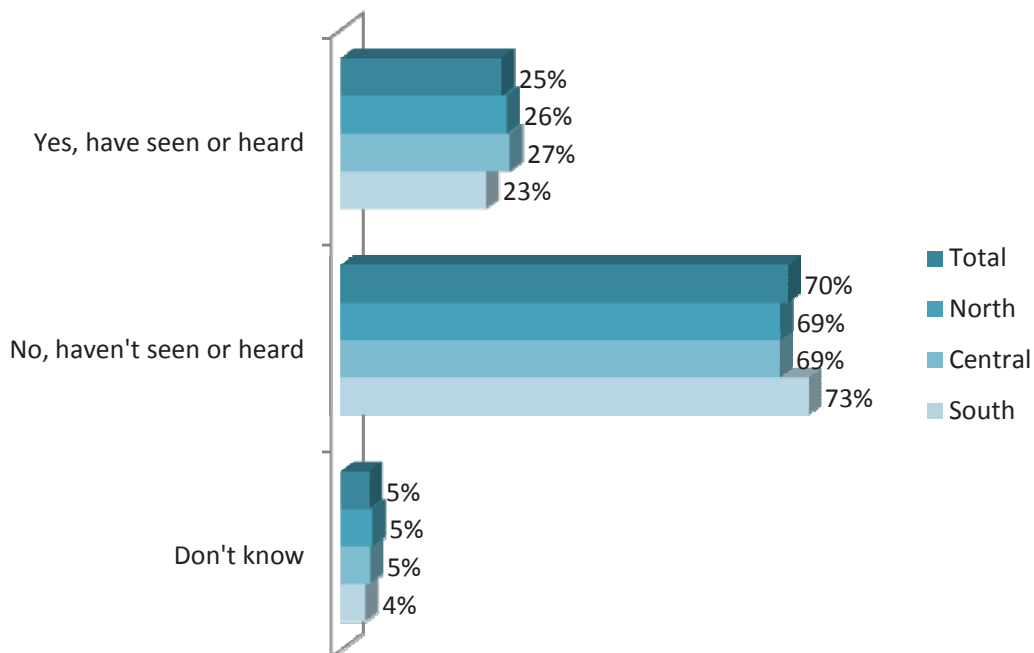
*Please tell us if you have definitely seen or heard in the past few months: Florida-Friendly Irrigating - It Just Makes Sense*



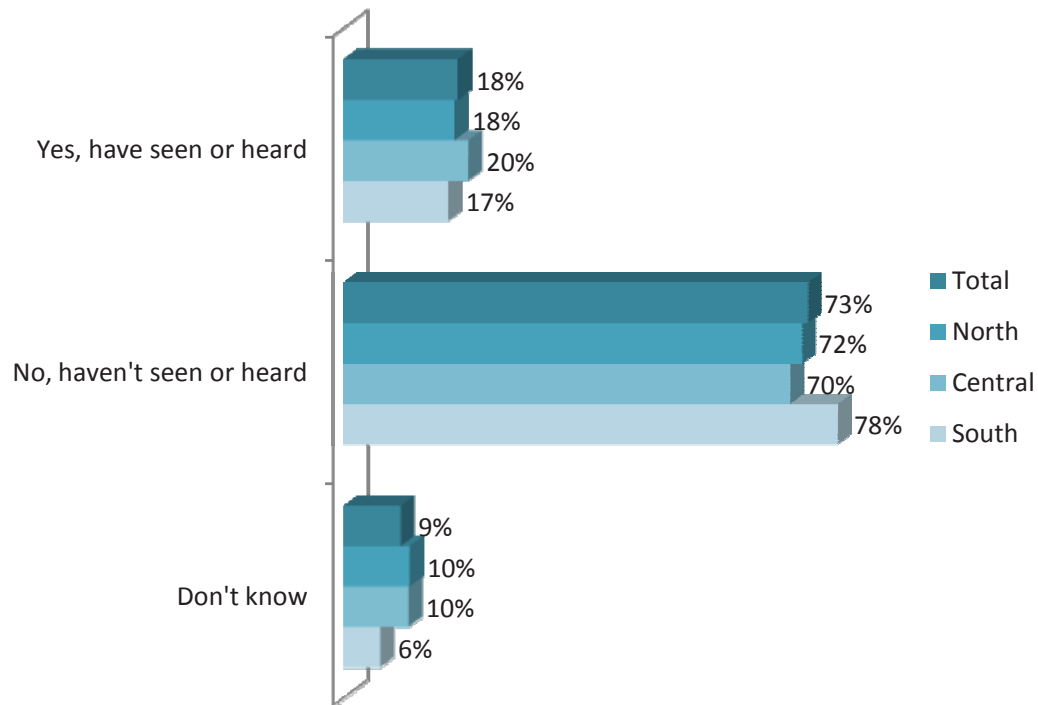
*Please tell us if you have definitely seen or heard in the past few months: It's a Drought - Conserve!*



*Please tell us if you have definitely seen or heard in the past few months: Watch the Weather, Wait to Water*



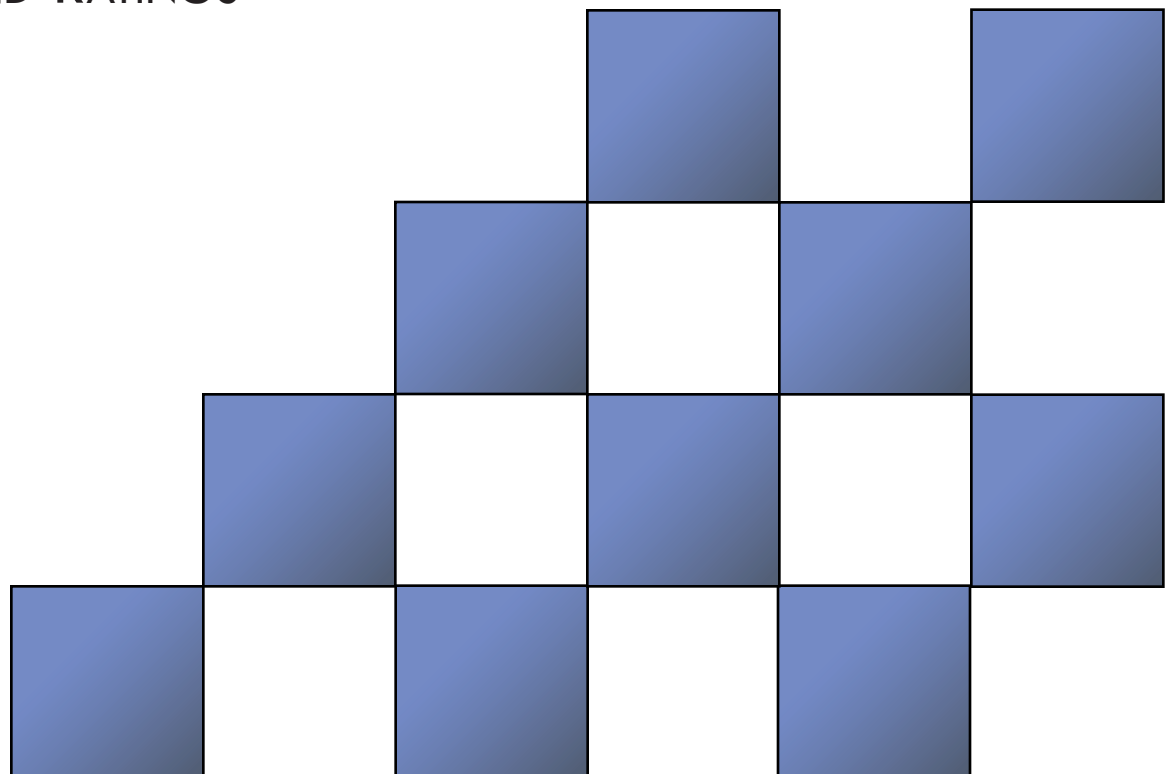
*Please tell us if you have definitely seen or heard in the past few months: Get outside and explore recreation sites on conservation lands*



# Skip a Week Pretest Report



## CONSERVATION LAND USAGE AND RATINGS

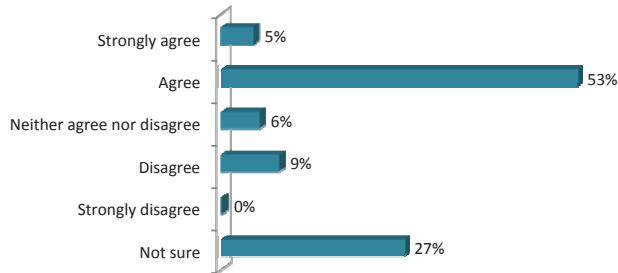


## Skip a Week Pretest Report

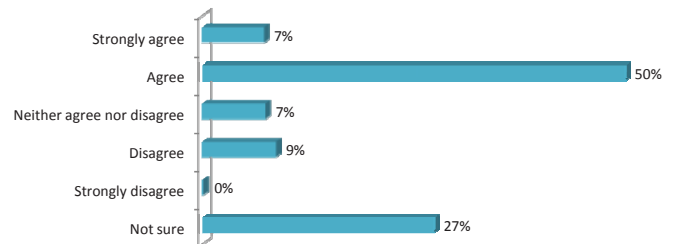
*The Southwest Florida Water Management District acquires conservation lands that are available for public recreational use.*

Nearly six in ten residents (58%) agree that the Southwest Florida Water Management District acquires conservation lands and makes them available for public recreational use. Residents in the south area (62%) are more likely to agree with this assertion.

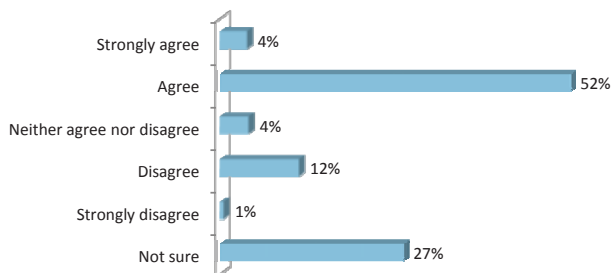
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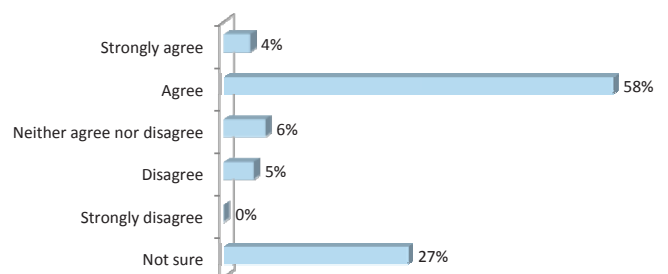
**North**



**Central**

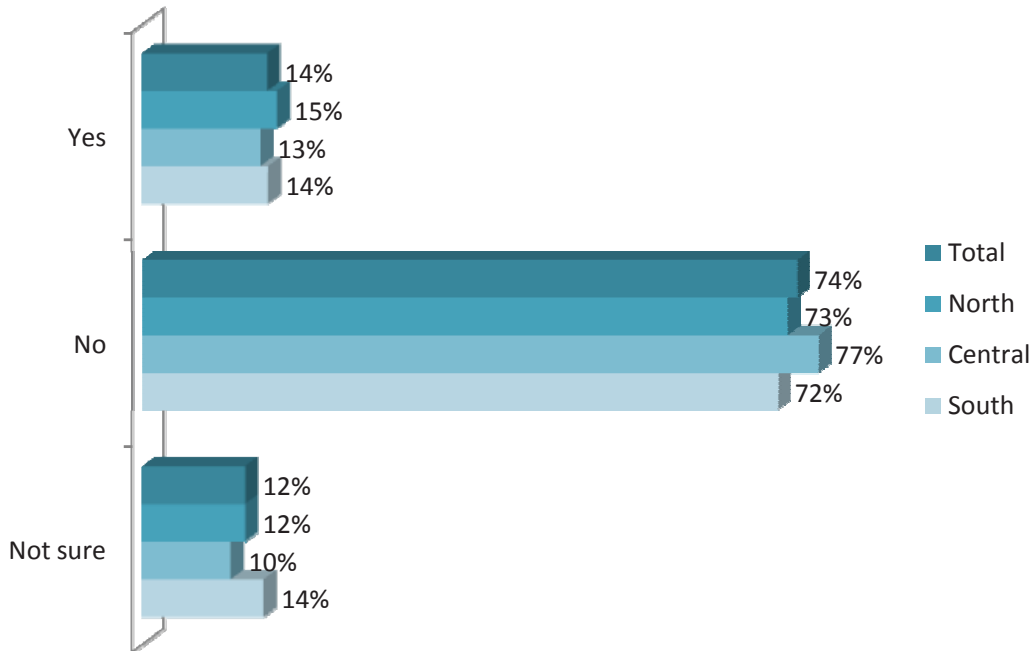


**South**



*In the past year, have you used any of the Southwest Florida Water Management District lands for outdoor recreation purposes?*

One in seven residents (14%) claims to have used one of the Southwest Florida Water Management District's lands for outdoor recreation. Reactions are nearly identical across geographic areas of the District.



*Which of the Southwest Florida Water Management District lands did you use for outdoor recreation purposes?*

Fewer than half of the residents who have used District lands for recreation (14% of the total population) are able to name the District land they used, hence, about 7% of residents can name an actual District land they have used for recreational purposes. The following District lands were named most frequently:

- The Chassahowitzka River and Coastal Swamp in Citrus County
- Edward Medard Park and Reservoir in Hillsborough County
- Weekiwachee Preserve in Hernando County
- Withlacoochee River Park in Pasco County
- Alafia River Corridor in Hillsborough County
- Myakka State Park – Myakka Prairie Tract in Sarasota County

*Which of the Southwest Florida Water Management District lands did you use for outdoor recreation purposes?*

### Outdoor Recreational Land Use and Ratings

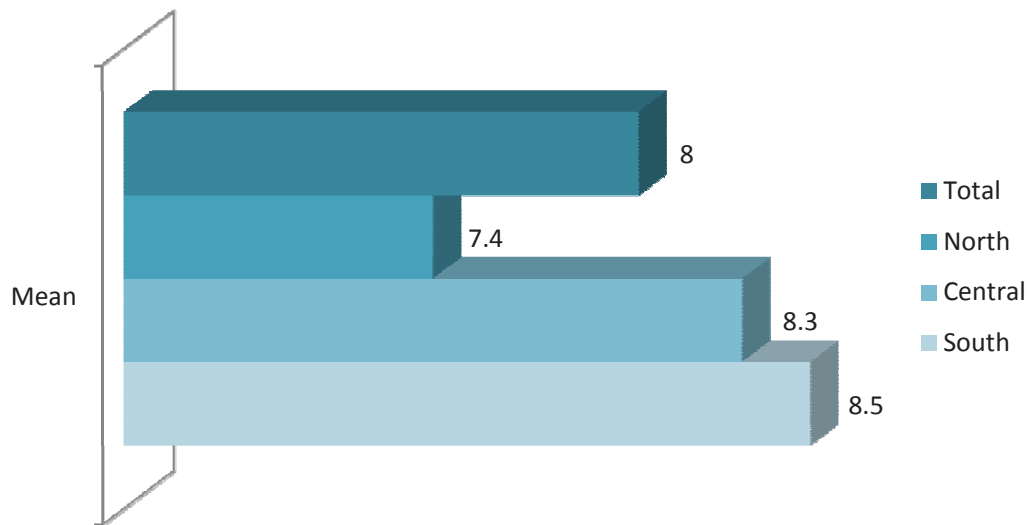
Land	% of Population	Rating*
Alafia River - UNSURE <sup>1</sup>	0.2%	6.3
<b>Alafia River Corridor (Hillsborough County)</b>	<b>0.4%</b>	<b>10.0</b>
Annettliga Hammock (Hernando County)	0.3%	9.0
<b>Brooker Creek - UNSURE<sup>1</sup></b>	<b>0.2%</b>	<b>3.7</b>
Brooker Creek Headwaters Nature Preserve (Hillsborough County)	0.2%	10.0
<b>Brooker Creek Preserve (Pinellas County)</b>	<b>0.3%</b>	<b>7.0</b>
Canal Park and Lake Tarpon Outfall Canal (Pinellas County)	0.0%	3.0
<b>Charlotte Harbor Preserve State Park (Charlotte County)</b>	<b>0.2%</b>	<b>6.7</b>
Chassahowitzka River and Coastal Swamp (Citrus County)	0.5%	7.6
<b>Circle B Bar Reserve (Polk County)</b>	<b>0.1%</b>	<b>6.7</b>
Cliff Stephens Park (Pinellas County)	0.2%	2.0
<b>Cypress Creek (Pasco County)</b>	<b>0.2%</b>	<b>6.0</b>
Deep Creek (DeSoto County)	0.2%	6.5
<b>Edward Chance Reserve - Coker Prairie Tract (Manatee County)</b>	<b>0.1%</b>	<b>5.0</b>
Edward Chance Reserve - Gilley Creek Tract (Manatee County)	0.0%	5.0
<b>Edward Chance Reserve - UNSURE<sup>1</sup></b>	<b>0.1%</b>	<b>9.0</b>
Edward Medard Park and Reservoir (Hillsborough County)	0.5%	9.7
<b>Flatwoods Park (Hillsborough County)</b>	<b>0.3%</b>	<b>10</b>
Flying Eagle (Citrus County)	0.0%	7
<b>Green Swamp - UNSURE<sup>1</sup></b>	<b>0.0%</b>	<b>9</b>
Green Swamp - West Tract (Pasco County)	0.1%	10
<b>Hálpata Tastanaki Preserve (Marion County)</b>	<b>0.1%</b>	<b>9</b>
J.B. Starkey Wilderness Park (Pasco County)	0.1%	8.5
<b>Lake Panasoffkee (Sumter County)</b>	<b>0.0%</b>	<b>10</b>
Little Manatee River- Southfork Tract (Manatee County)	0.1%	6.5
<b>Lower Hillsborough Wilderness Park (Hillsborough County)</b>	<b>0.1%</b>	<b>9</b>
Morris Bridge Park Hillsborough (Hillsborough County)	0.3%	8.0
<b>Myakka River - Deer Prairie Creek (Sarasota County)</b>	<b>0.1%</b>	<b>9.5</b>
Myakka River - Flatford Swamp (Manatee County)	0.0%	10.0
<b>Myakka River - UNSURE<sup>1</sup></b>	<b>0.1%</b>	<b>8.5</b>
Myakka River State Park - Myakka Prairie Tract (Sarasota County)	0.4%	9.0
<b>Myakka State Forest (Sarasota County)</b>	<b>0.0%</b>	<b>10.0</b>
Sawgrass Lake Park (Pinellas County)	0.1%	6.0
<b>Serenova Tract (Pasco County)</b>	<b>0.0%</b>	<b>10.0</b>
Starkey Wilderness Preserve (Pasco County)	0.2%	6.7
<b>Two Mile Prairie (Citrus County)</b>	<b>0.2%</b>	<b>9.0</b>
Weekiwachee Preserve (Hernando County)	0.4%	9.8
<b>Withlacoochee River Park (Pasco County)</b>	<b>0.4%</b>	<b>9.8</b>

\* Rating on a 10-point scale where 10 means very satisfied and 1 means not at all satisfied

<sup>1</sup> Respondent named a land that covers more than one county but was unable to identify the county.

*On a scale of 1 to 10, with 1 being “Not at All Satisfied” and 10 being “Very Satisfied”, how would you rate your overall experience on the District’s conservation land?*

Residents were asked to rate their overall experience on District conservation lands using a 10-point scale with 10 being very satisfied and 1 being not at all satisfied. The average rating is 8 with residents in the south (8.5) and central (8.3) areas giving higher scores. Ratings for each conservation land are shown on the previous page.



*What recreational activity did you do on District conservation lands?*

Hiking and walking are the most common activities that residents do on District lands as 3.8% of residents report doing this activity. Boating (1.8% of all residents) and bicycling (1.3% of all residents) are other common activities people enjoy on District conservation lands.

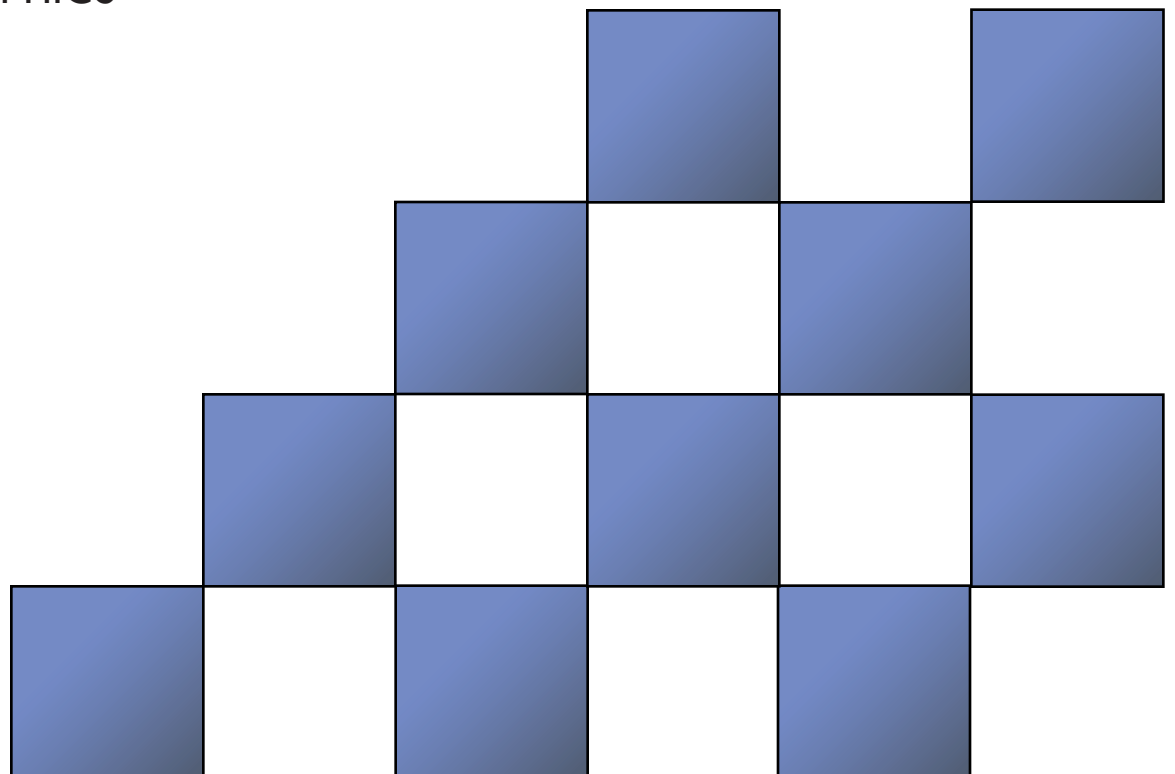
*Outdoor Recreational Activity and Ratings*

Activity	% of Population	Rating
Bicycling	1.3%	7.1
<b>Bird watching</b>	<b>0.1%</b>	<b>10.0</b>
Boating	1.8%	8.0
<b>Camping</b>	<b>0.3%</b>	<b>10.0</b>
Fishing	0.5%	8.3
<b>Hiking/taking a walk</b>	<b>3.8%</b>	<b>8.0</b>
Horse-back riding	0.2%	3.5
<b>Hunting</b>	<b>0.2%</b>	<b>6.5</b>
Other	0.9%	9.1

# Skip a Week Pretest Report



## DEMOGRAPHICS

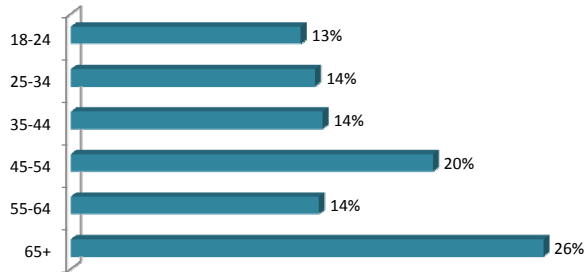


## Skip a Week Pretest Report

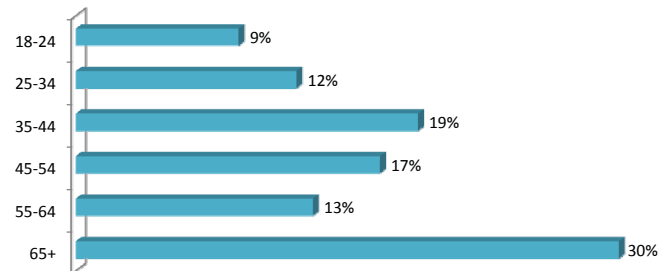
## Age

The typical resident in the survey is 49 years old.

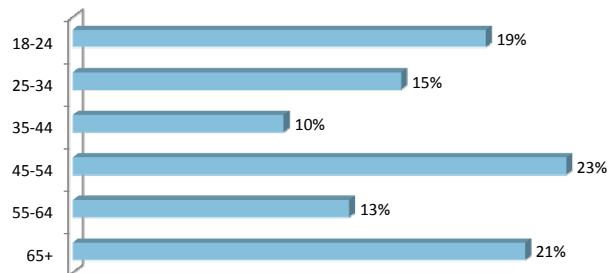
**Total**



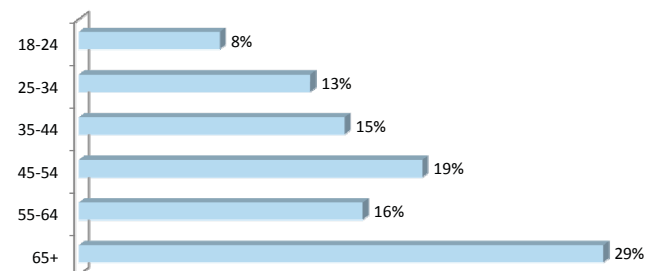
**North**



**Central**

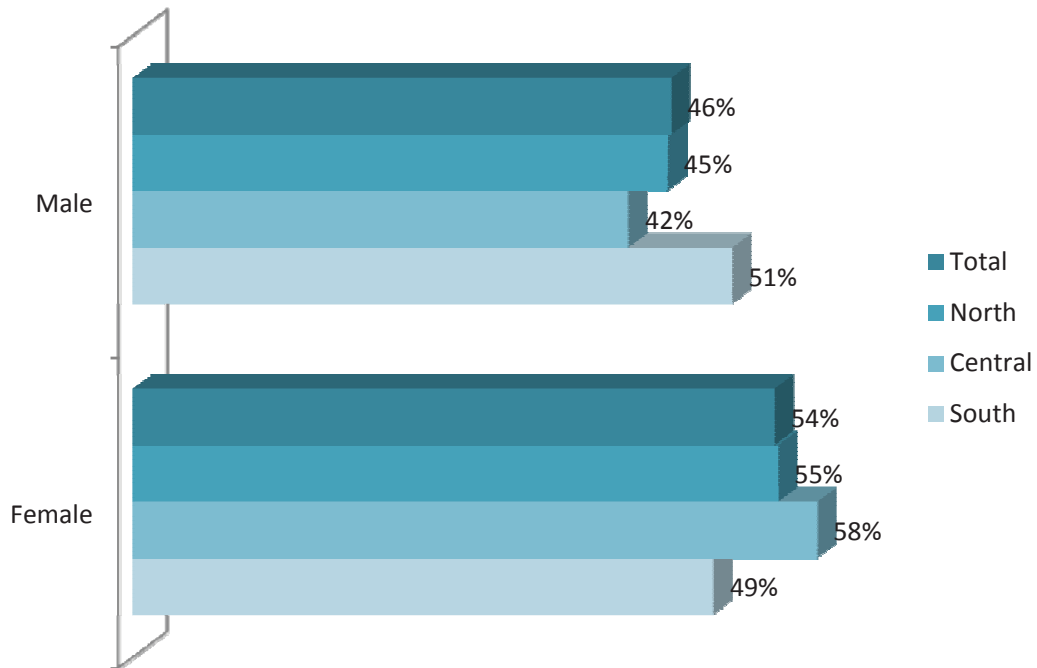


**South**



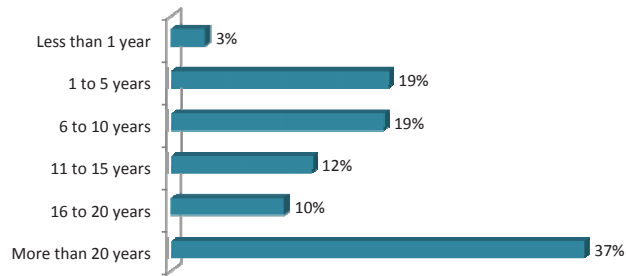
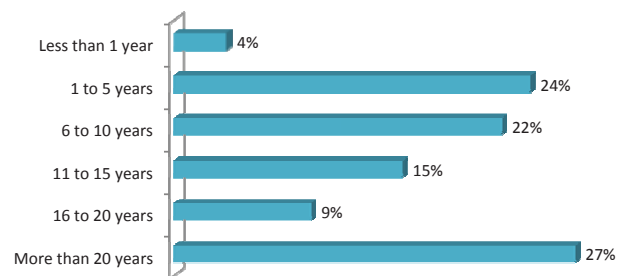
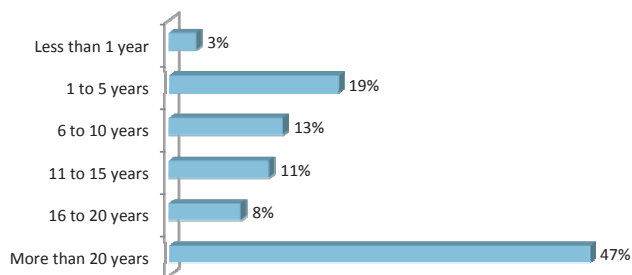
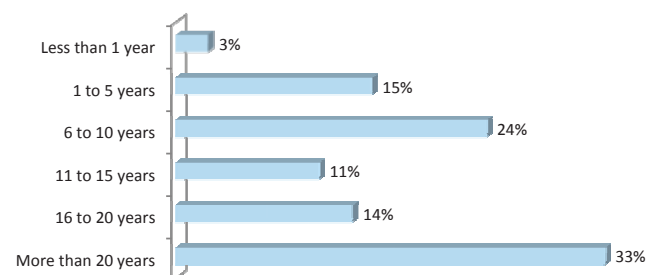
*What is your gender?*

Females outnumber males in population slightly.



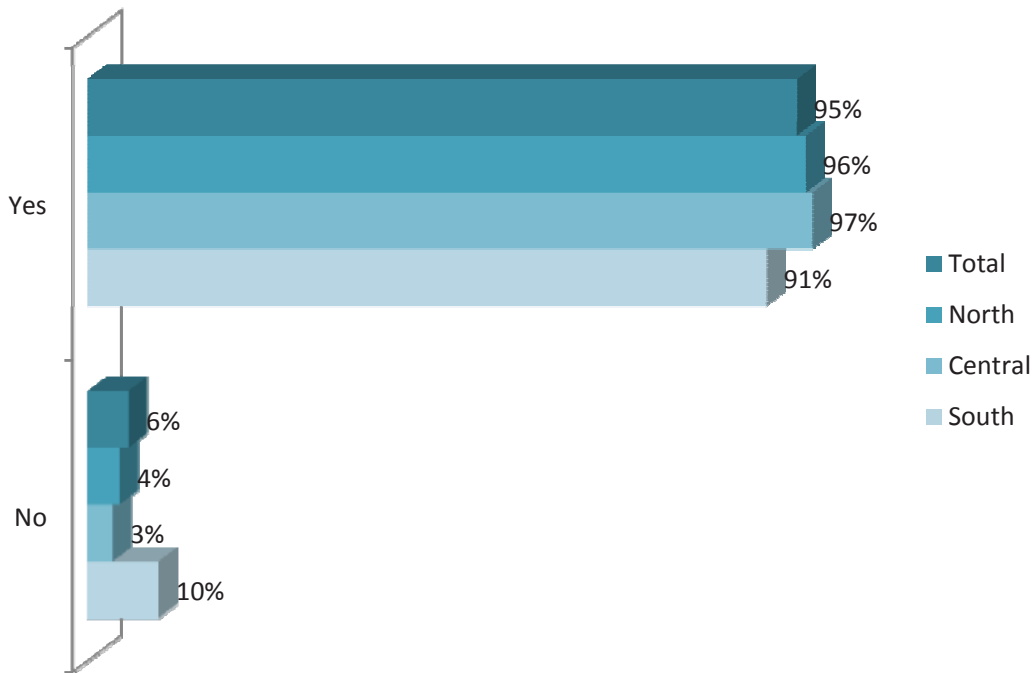
*How long have you lived in your county?*

About half of residents (47%) have lived in the District for over 15 years.

**Total****North****Central****South**

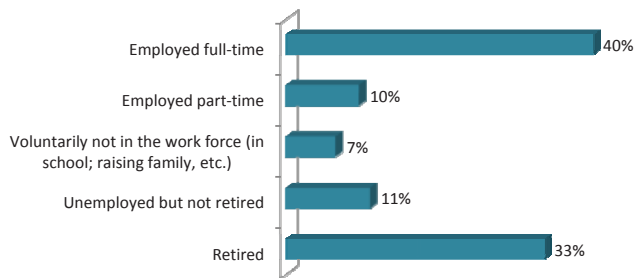
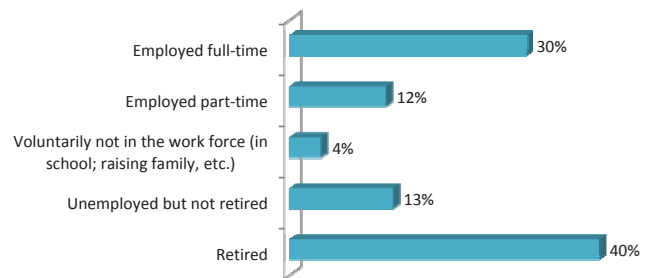
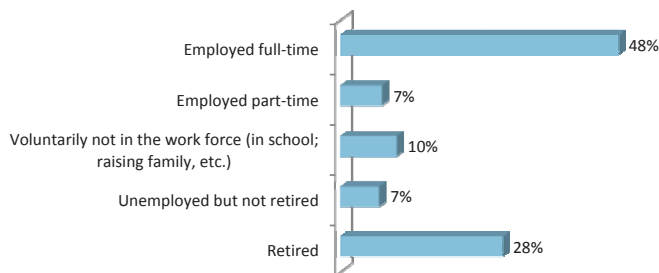
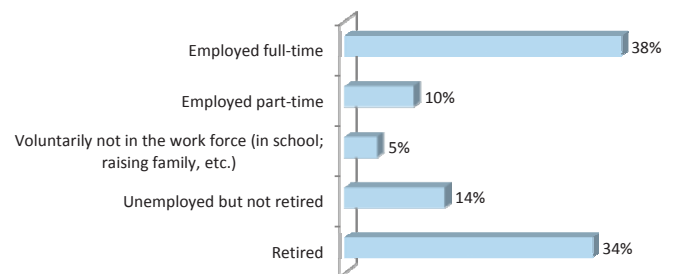
*Do you live in Florida year-round?*

Nearly all participants in the survey are year-round residents of the District.



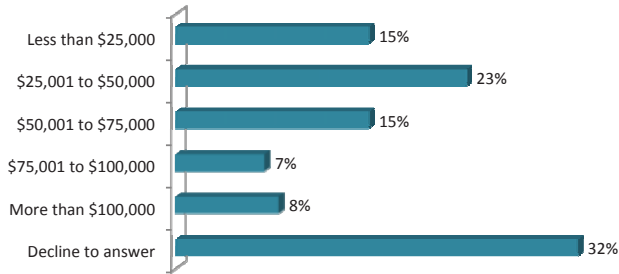
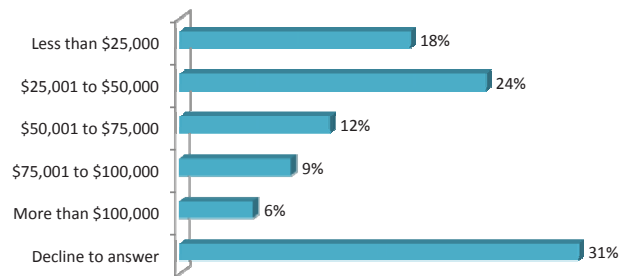
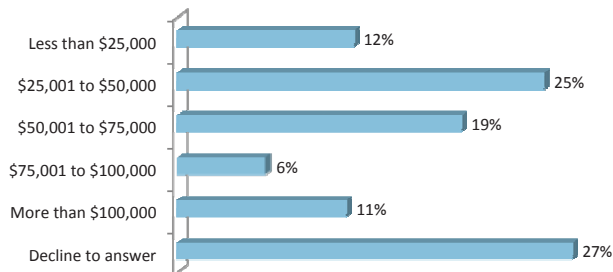
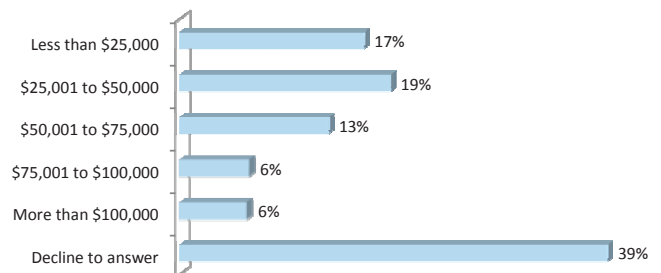
*What is your present employment status?*

One in three residents (33%) in the District is retired and two out of five (40%) are employed full-time. Over one in ten residents (11%) claims to be unemployed.

**Total****North****Central****South**

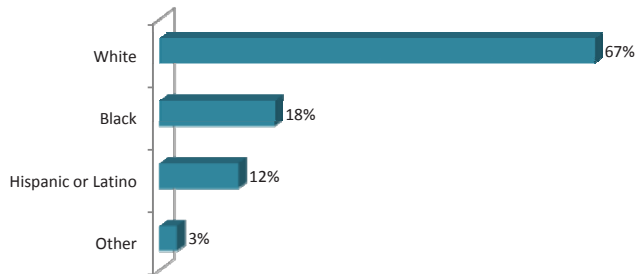
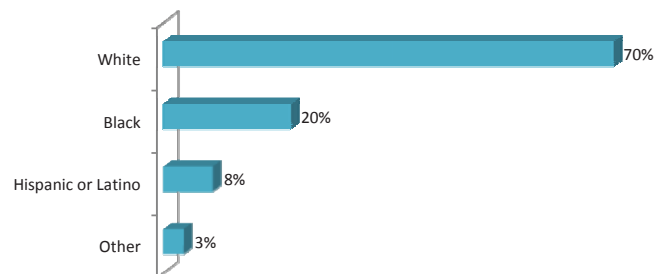
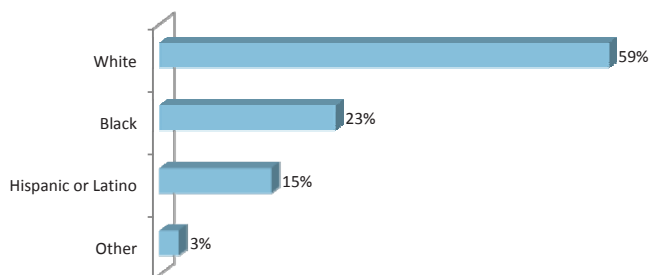
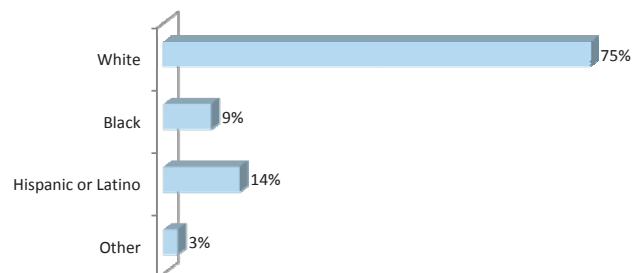
*In what range did your total household income fall during 2008?*

The typical household in the District earns \$70,000.

**Total****North****Central****South**

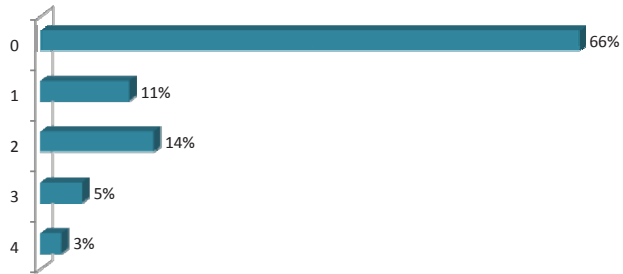
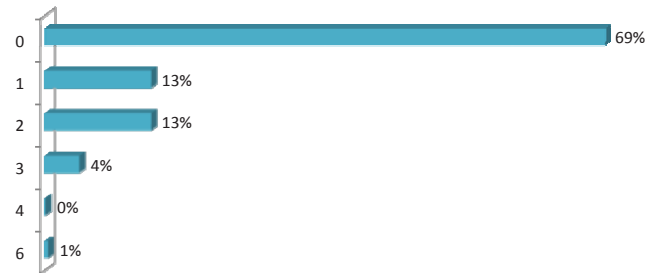
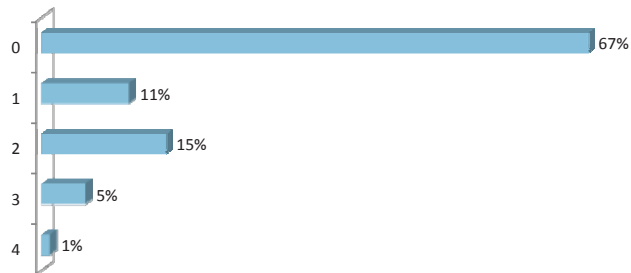
*Do you consider yourself:*

Two out of three District residents (67%) are white, while 18% are African American.

**Total****North****Central****South**

*How many children 18 or younger live in your household?*

One in three District households (34%) has a child 18 or younger.

**Total****North****Central****South**