

Skip a Week Campaign
Southwest Florida
Water Management District



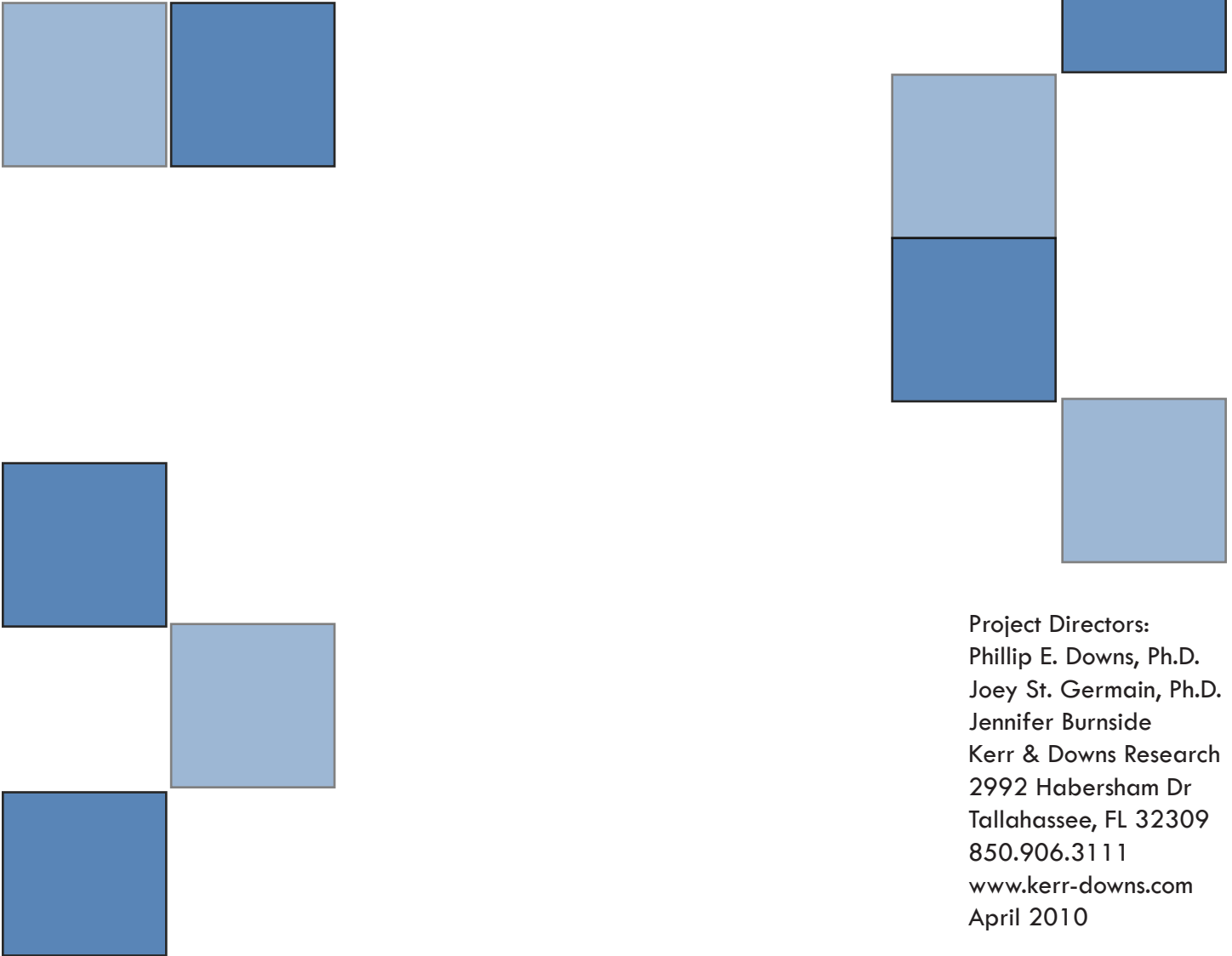
2010 Pre- and Post-Advertising Study

Skip a Week Campaign

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Southwest Florida
Water Management District



2010 Pre- and Post-Advertising Study



Project Directors:
Phillip E. Downs, Ph.D.
Joey St. Germain, Ph.D.
Jennifer Burnside
Kerr & Downs Research
2992 Habersham Dr
Tallahassee, FL 32309
850.906.3111
www.kerr-downs.com
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Skip a Week Campaign

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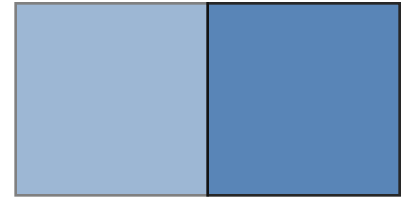
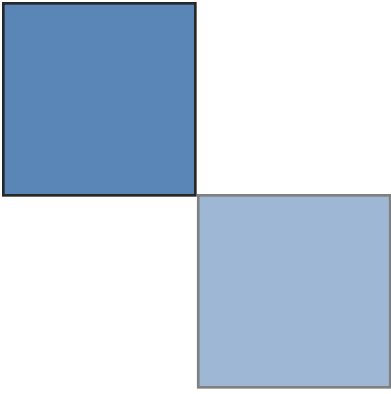
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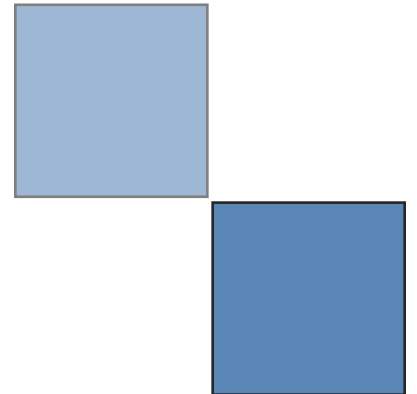
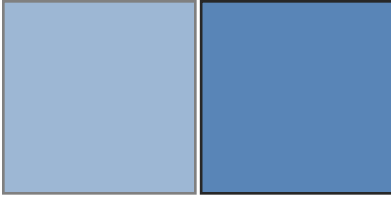
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Skip a Week Campaign

Skip a Week Campaign



EXECUTIVE SUMMARY



Skip a Week Campaign

Purpose & Method

This study was designed to measure the effectiveness of the Southwest Florida Water Management District's (District) advertising campaign as well as to provide information on related issues. A pre-advertising campaign study was conducted in November 2009, while the post-advertising campaign study was conducted in March 2010. One thousand one hundred and fifty-two (1,152) residents of the District were interviewed in each study. The sampling error for each study was 2.9 percentage points given a 95% confidence level. Interviews were divided evenly across regions of the District, resulting in 384 completed interviews per region per study. Sampling error for each region in each study was 5 percentage points given a 95% confidence level.

Findings – Advertising Messages

After the advertising campaign, 52% of residents of the District recalled advertisements that gave tips on proper lawn watering or lawn care during the winter months. Unaided recall of the two following messages exceeded forty percent:

- Water less in the winter (43% recall)
- Skip a Week (42% recall)

All other messages had very low unaided recall percentages.

Aided recall of advertising messages increased significantly during the campaign for most messages. Pre- and post-aided recall percentages are shown below:

Pre	Post	Advertising Message
24%	57%	Skip a Week
56%	61%	Florida water, it's worth saving
24%	58%	Skip a week of irrigation
18%	18%	Get outside
NA	33%	Water is worth its weight in gold
NA	33%	It's your water, protect it
NA	43%	Don't be a water hog
NA	38%	How to turn off irrigation timer

Most residents (78%) who recalled "Skip a Week" saw it on television, while 14% heard it on radio and 11% read it in newspapers. Likewise, television was the source of most awareness (88%) of the message about turning off irrigation timers.

Findings – Views on Lawn Care

The advertising campaign established some attitudinal benchmarks regarding lawn care. The percentages of residents who agreed with the following statements were:

- 27% fertilized their lawns less frequently when the grass is long
- 34% agreed that keeping their grass cut short is important to them
- 41% always water their lawns with the same amount of water regardless of how long their grass is
- 55% agreed that changing their lawnmowers' blade heights is easy
- 28% agreed that by cutting their grass shorter they don't have to cut it as frequently
- 66% agreed that, up to a point, longer grass is healthier grass
- 23% agreed they cut their grass often because they worry about weeds
- 41% said longer grass makes a lawn look less attractive
- 59% agreed that raising the lawnmower blade height will keep their grass healthier
- 52% agreed that raising their lawnmower blade height is good for the environment
- 76% agreed that having a healthy lawn is important to them
- 85% agreed the appearance of the front lawn makes a statement about the occupant
- 56% agreed they know the best height for their type of grass

Prior to the advertising campaign, 63% of residents maintained that brown grass means it needs to be watered; only 40% of residents held this view after the campaign. Conversely, 26% of residents prior to the campaign thought that brown yard means it is dormant – this compares to 42% after the campaign.

Lawn Care Behavior

Pre - Agree	Post - Agree	Pre - Disagree	Post - Disagree	Behavior
39%	28%	51%	61%	Always water on watering day no matter what
59%	48%	34%	41%	Water only when it looks like it needs it
23%	20%	75%	76%	Bothers me if my grass turns brown in the winter
NA	NA	65%	22%	Use less water than average person
NA	NA	7%	84%	Use more water than the average person
47%	42%	23%	24%	Lawnmower blade is set at highest setting
38%	34%	46%	55%	Reduced amount of sod in landscape in past year
60%	60%	27%	29%	Plan my landscape to conserve water
49%	30%	45%	59%	Yards need watering each week year-round to stay healthy
56%	60%	31%	26%	Yards only need water every other week during winter months
49%	57%	43%	33%	I water more in the summer than during other times of the year
58%	52%	27%	28%	Watering restrictions allow me to use enough water to keep my landscape alive

Prior to the advertising campaign, 86% of residents claimed there was someone in the household who knew how to turn their sprinkler or irrigation system's automatic timer on and off. This percentage increased to 88% after the campaign. The percentage of residents who turned their sprinkler system on manually as needed increased from 24% before the campaign to 40% after the campaign. Prior to the advertising campaign, 37% of residents turned off their sprinkler systems when it rained; 14% did so after the campaign.

The number of times per month that residents believe they should water their lawns during the winter decreased from 3.1 prior to the advertising campaign to 1.8 times after the campaign. The number of times residents said they would water their lawns in the winter if there were no restrictions decreased from 2.7 times before the campaign to 2.2 after the campaign.

Over half of residents (53%) claimed they fertilized their lawns. A plurality of residents (35%) said the time of year is their clue as to when they should fertilize. Only 2% of residents said they do soil tests to determine when to fertilize their lawns. Surprisingly, 14% of residents maintained they already conduct soil tests on their lawns. The only effective motivator for getting more people to conduct soil tests is if they are free.

Southwest Florida Water Management District

Half of residents (50%) indicated they had heard the word "swiftmud." Thirty-three percent (33%) of all residents and 65% of residents who had heard the word "swiftmud" associated the word with Southwest Florida Water Management District or with a body that regulates water usage. Before being told what "swiftmud" represented the meaning of the word "swiftmud" connotes:

- 21% - positive meaning
- 8% - negative meaning
- 21% - no meaning or not certain of meaning
- 50% - not heard the word "swiftmud"

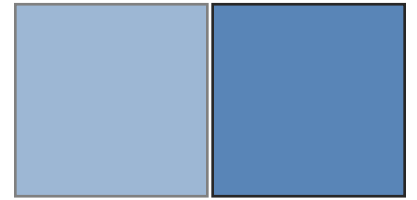
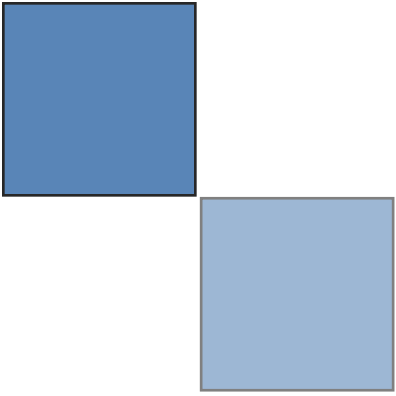
After being told what "swiftmud" stands for, the word had the following connotation:

- 48% - positive meaning
- 9% - negative meaning
- 30% - no meaning
- 13% - not sure of the meaning

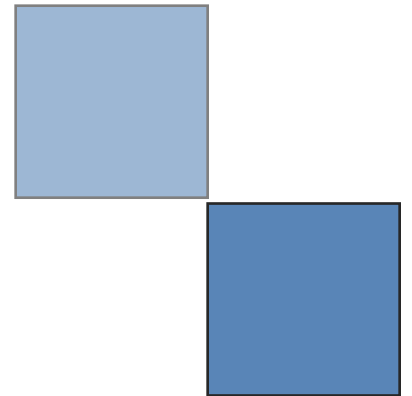
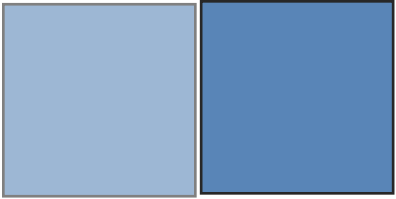
Three in ten residents (28%) were aware that the District's lands are available for public use; 17% claimed these lands are not available for public use. Prior to the advertising campaign 14% of residents had used District lands for recreation; after the campaign, 16% had done so. Comparatively few residents offered suggestions for making District lands more useful and enjoyable to the public – most of these residents suggested advertising the lands more aggressively.

Skip a Week Campaign

Skip a Week Campaign



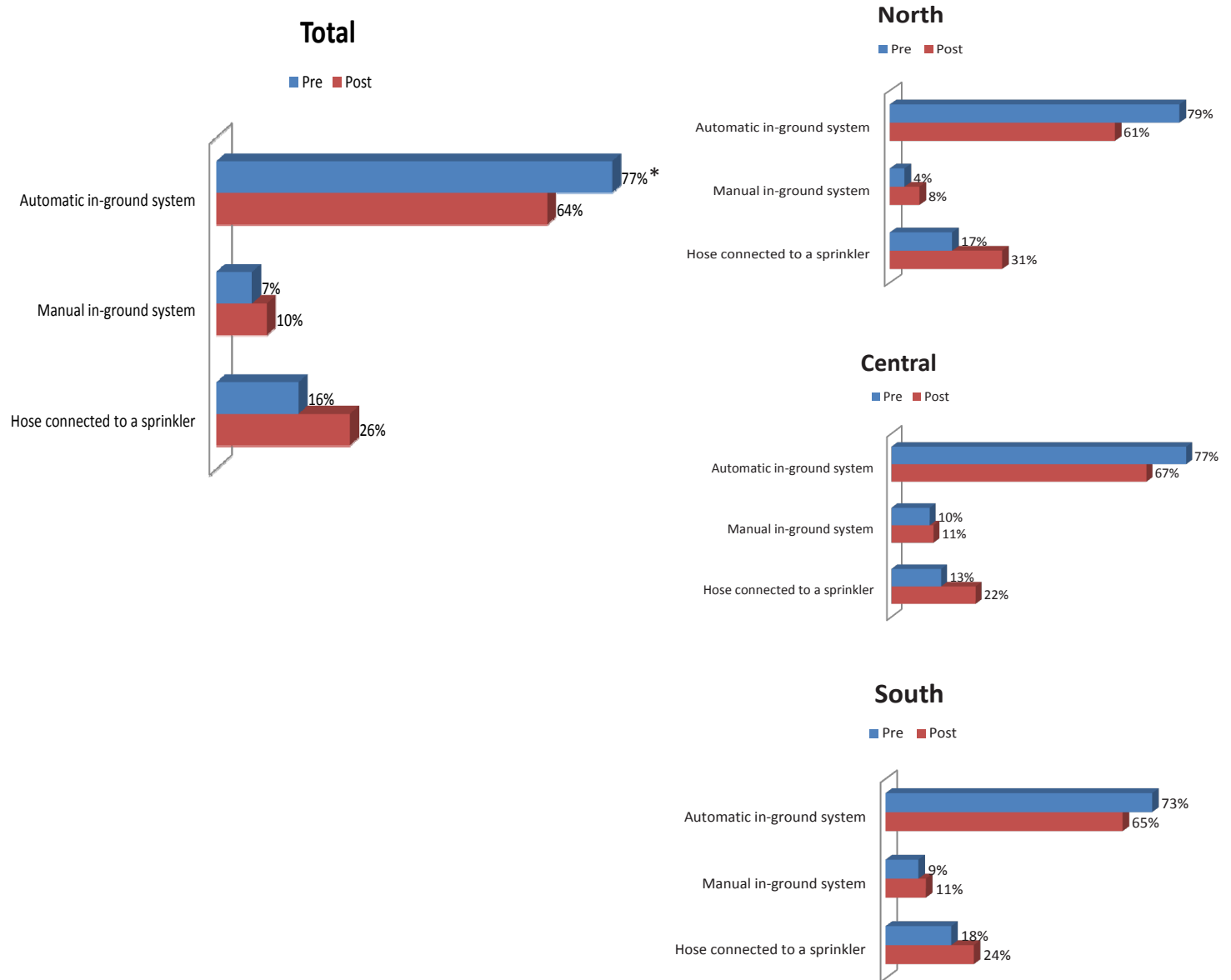
LAWN CARE SYSTEMS



Skip a Week Campaign

What type of sprinkler system do you have?

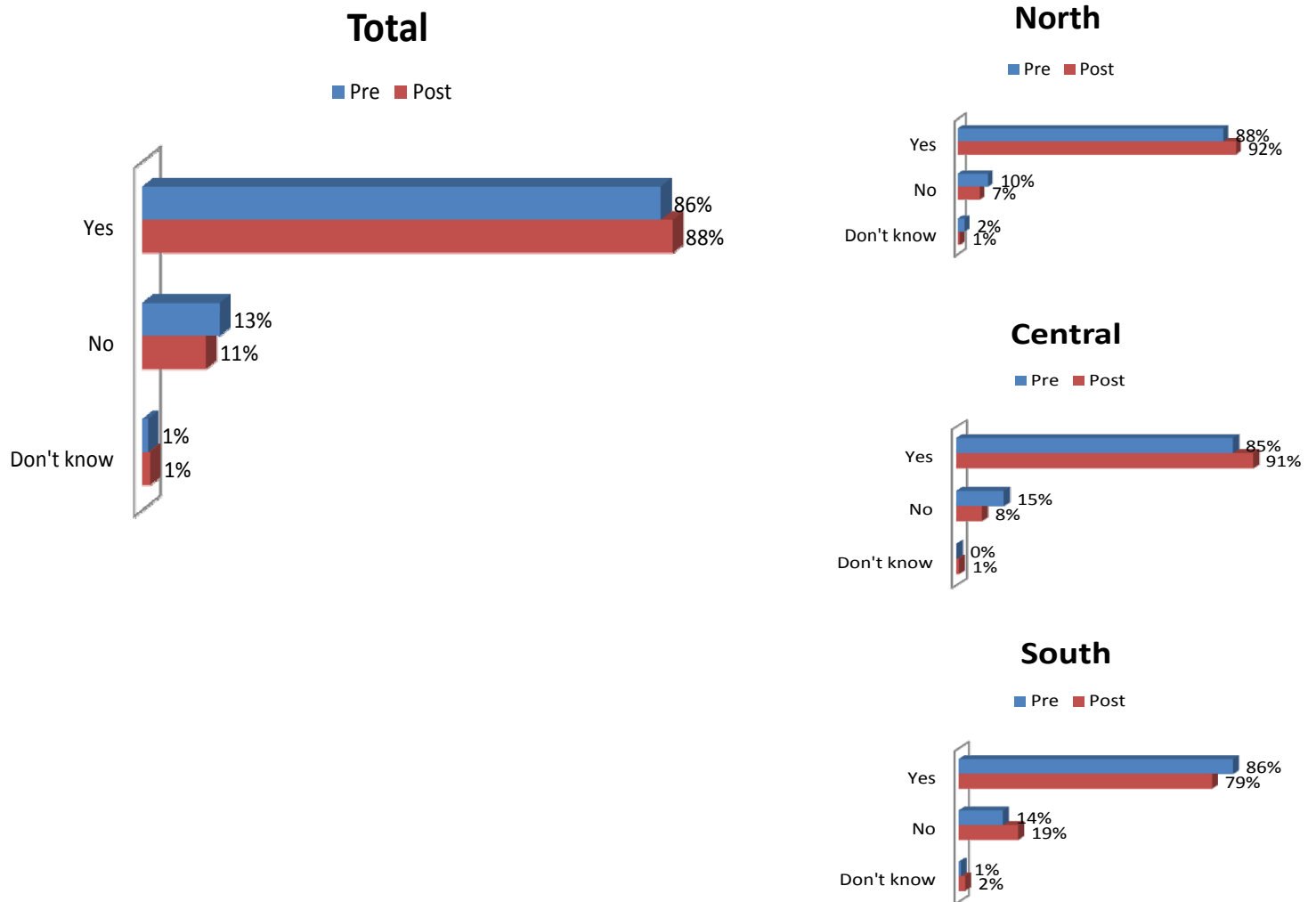
A majority of the households with sprinkler systems surveyed before and after the advertising campaign had automatic in-ground systems. The second most popular type of sprinkler system was to simply hook up the hose to a manual sprinkler.



* Percentages have been normalized to 100% to adjust for households without sprinkler systems

Does anyone in your household know how to turn your sprinkler or irrigation system's automatic timer on and off?

The percentage of households in which someone knew how to turn off the sprinkler systems' automatic timer was virtually identical prior to (86%) and after (88%) the advertising campaign.

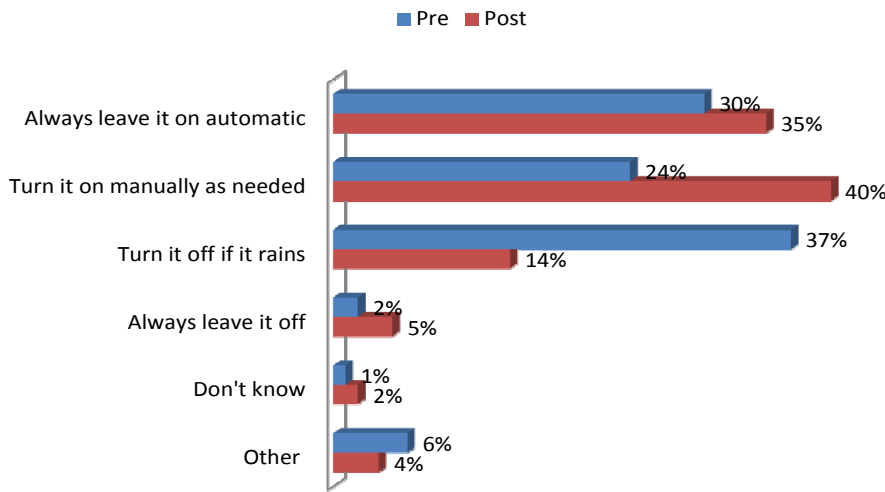


Which of the following best describes how you use your sprinkler system?

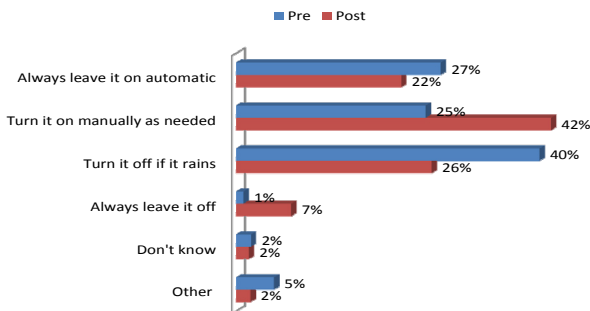
Considerably more people after the campaign (40%) as compared to before the campaign (24%) turned on their sprinkler system manually as needed.

After the advertising campaign, significantly fewer residents (14%) turned off their sprinkler system when it rained.

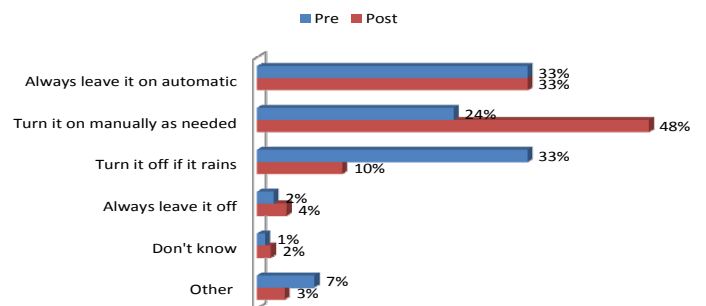
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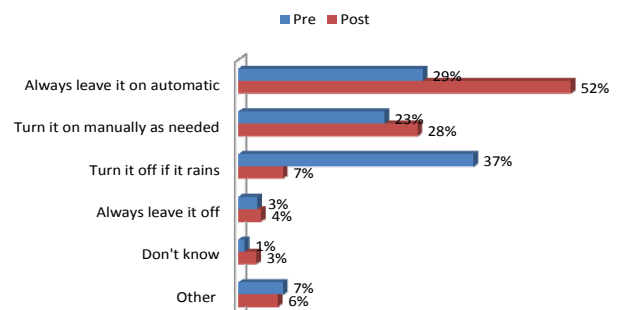
Central



North



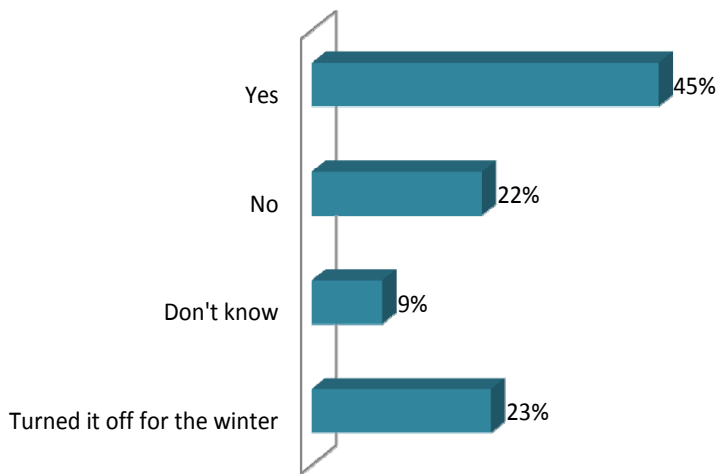
South



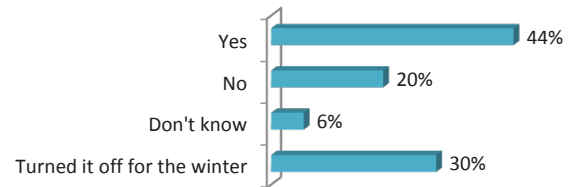
Since December, have you turned off your sprinkler every other week?

Nearly half of households (45%) had, since December, turned off their sprinkler system every other week, while 23% of households had turned off their sprinkler system for the entire winter. Results were nearly the same for the north (44%), central (46%) and south (46%) regions. Comparatively more households in the north region (30%) turned off their sprinkler system for the winter.

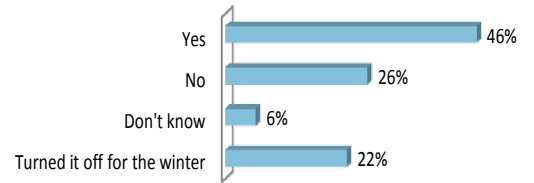
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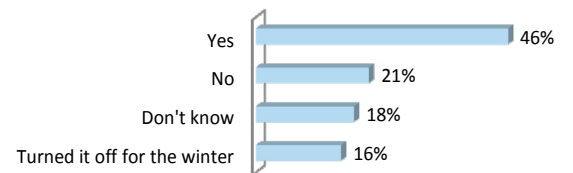
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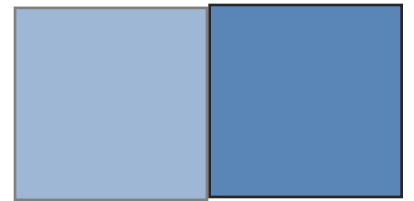
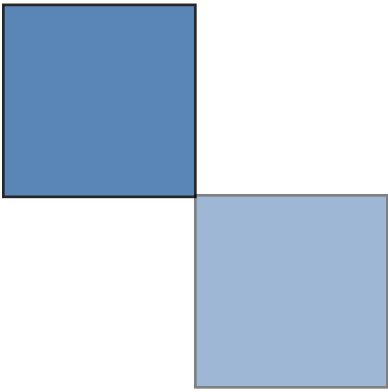
Central



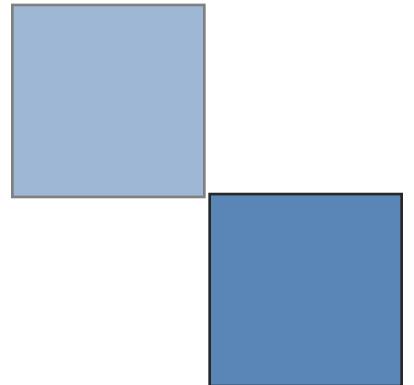
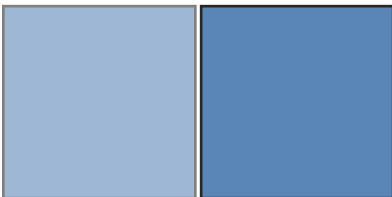
South



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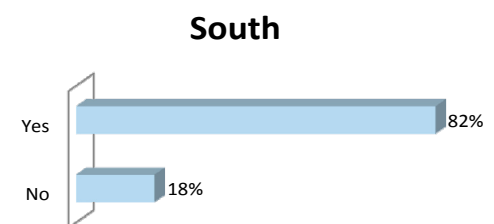
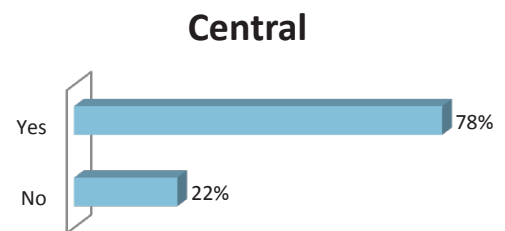
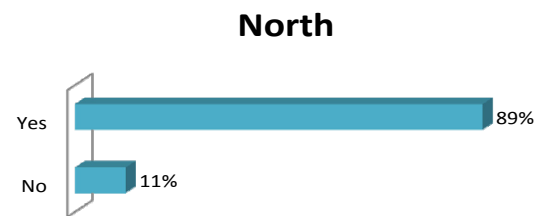
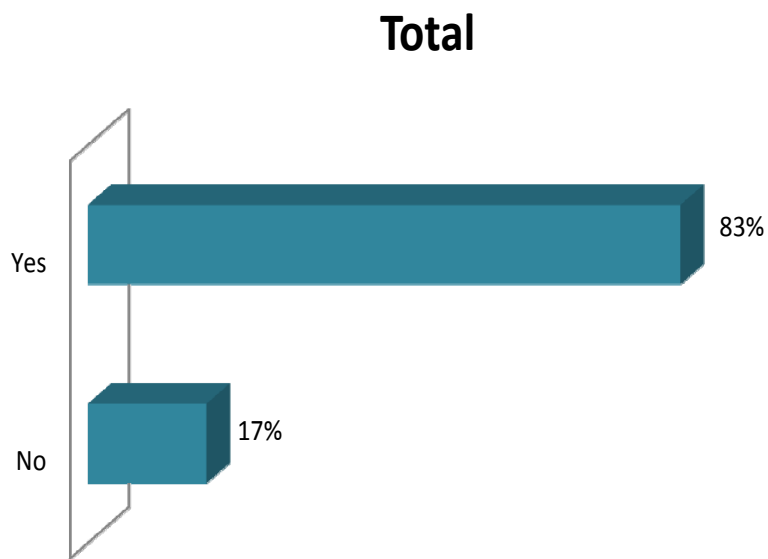
LAWN CARE
BEHAVIOR



Skip a Week Campaign

Do you have a lawn?

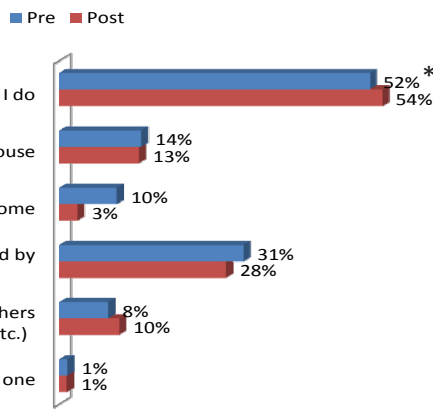
Eight in ten households (83%) have a lawn. The north region had the highest percentage of households with lawns (89%) while the central region had the lowest percentage (78%) of households with lawns.



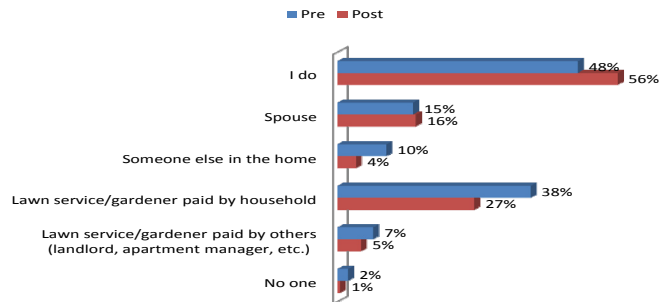
Who cares for your lawn?

The percentage of households who cared for their own lawn before the advertising campaign (52%) increased two percentage points to 54% after the campaign.

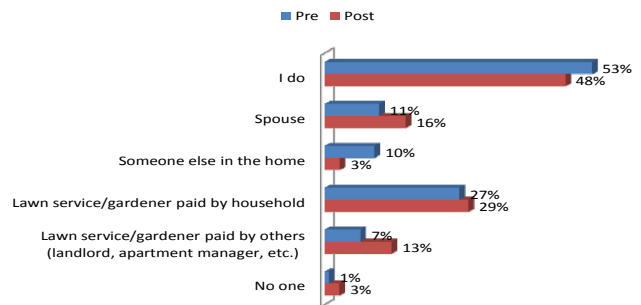
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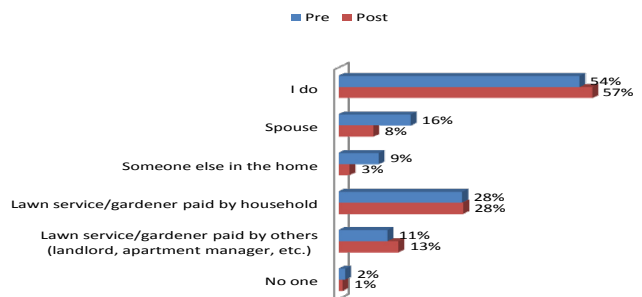
North



Central



South



*Multiple responses permitted

Do you discuss how your lawn is cared for with the lawn service/gardener?

More than half of households (54%) discussed how their lawn was cared for with the lawn service/gardener. The north and central regions had the highest percentage (59%) of those who discussed how their lawn was cared for with the lawn service/gardener, while the south region had the lowest at 43%.

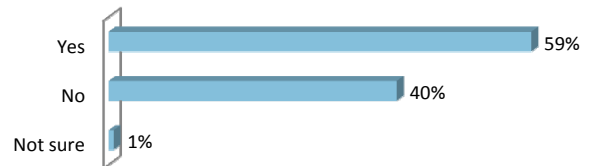
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North



Central



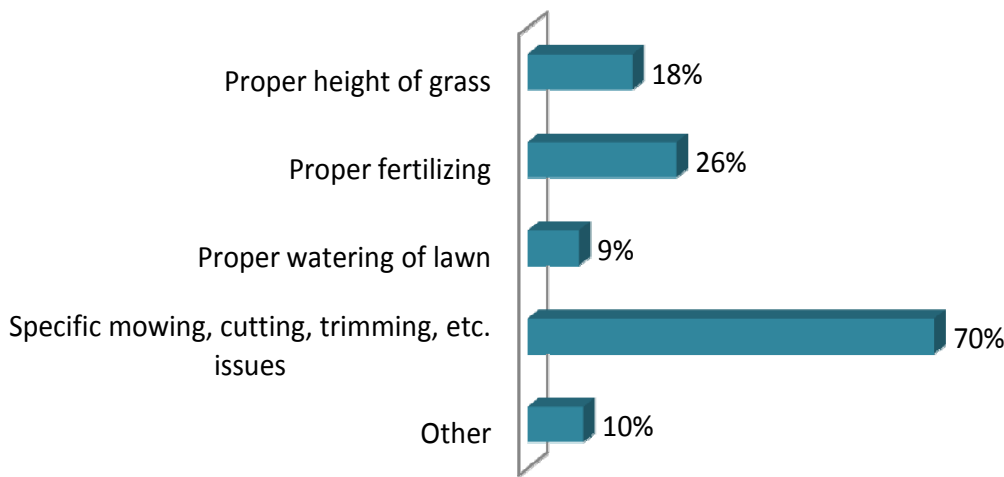
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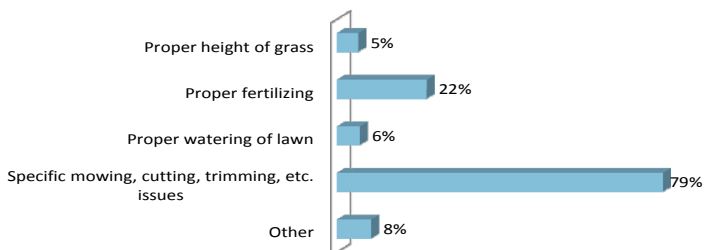
What lawn care issues do you discuss with your lawn service (gardener)?

Seven out of ten (70%) residents who discussed their lawn care issues with their lawn services talked about specific mowing, cutting, and trimming issues. This percentage was highest in the central region (79%) and lowest in the north region (63%). Proper fertilizing was the second highest percentage (26%) of lawn care issues discussed with the lawn service. Nearly one in five residents who discussed lawn care issues (18%) discussed proper grass height with their lawn services, yet only 5% of residents in the central region did so.

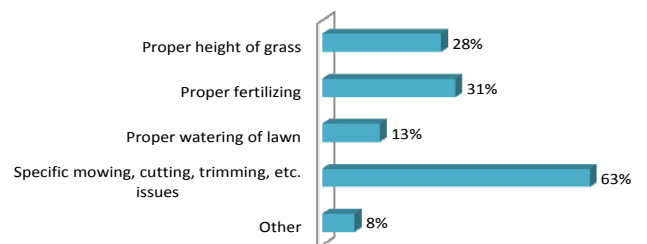
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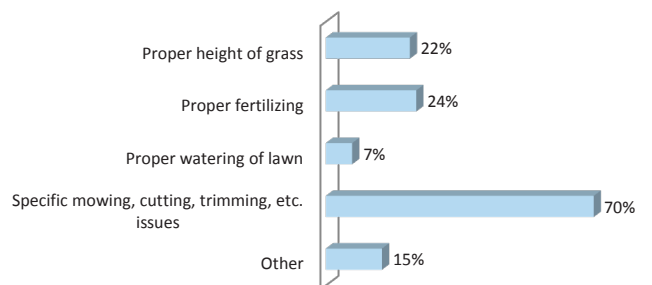
Central



North



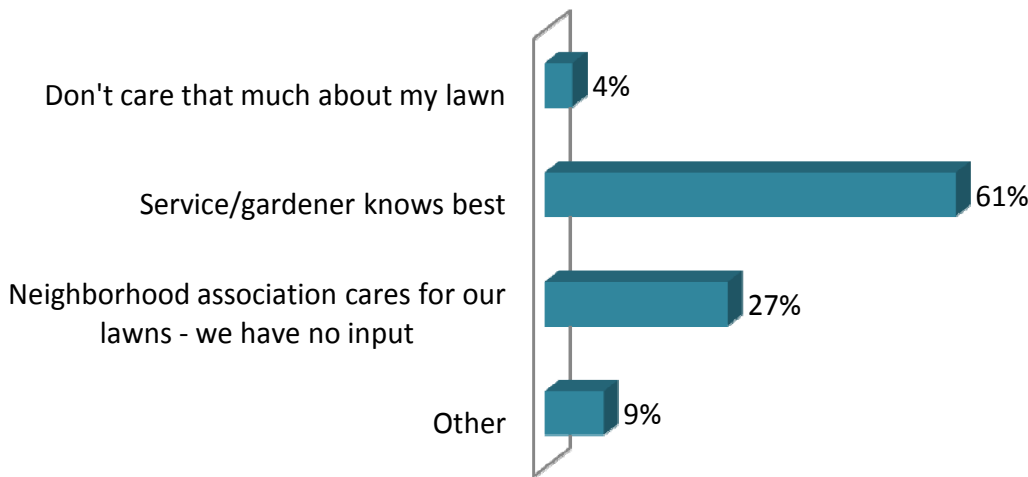
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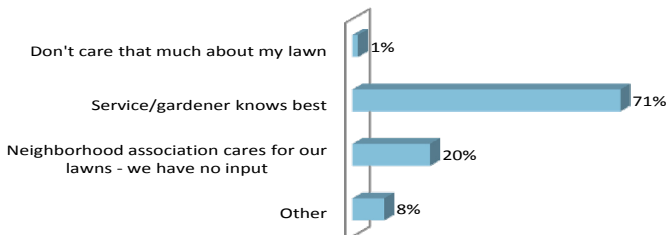
Why don't you discuss how your lawn is cared for with your lawn service/gardener?

Three in five households who did not discuss their lawn care issues with their lawn services (61%) claimed they did not discuss how their lawn was cared for with the lawn service/gardener because the service/gardener knew best. The central region had the highest percentage (71%) of those who believed the service/gardener knew best, while the south region (49%) had the lowest percentages. Just over one in four households (27%) that did not discuss lawn care with the service/gardener had neighborhood associations that cared for their lawns.

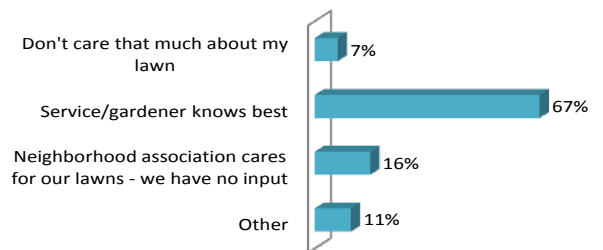
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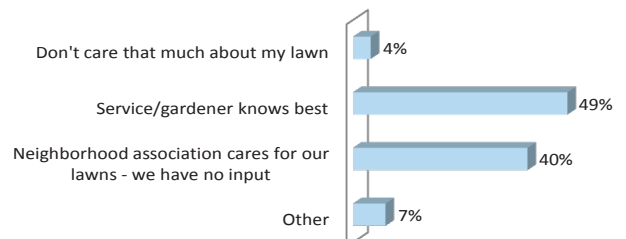
Central



North



South

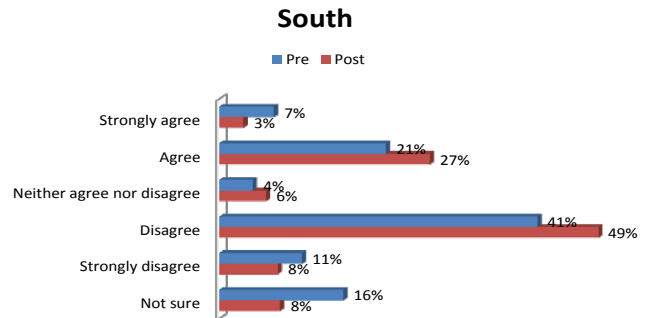
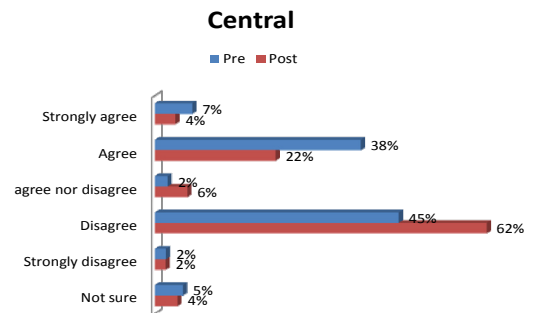
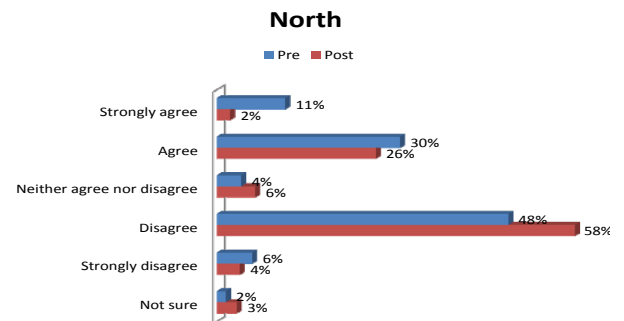
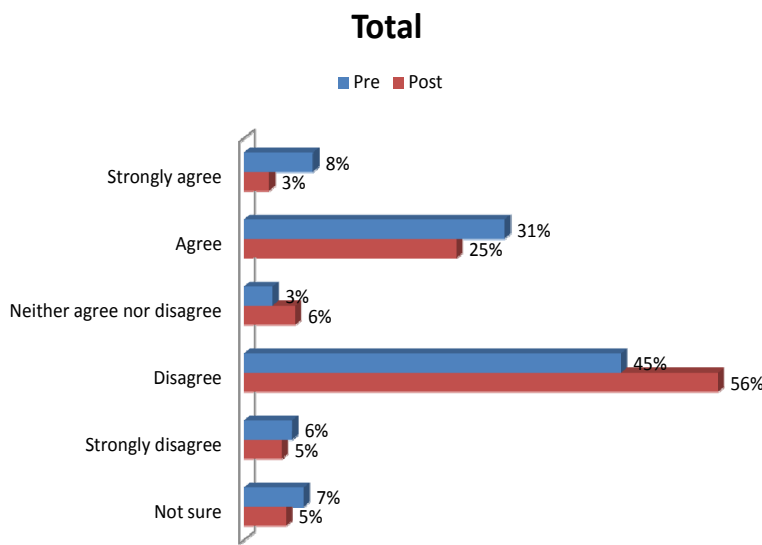


Attitudes toward watering

Residents were asked to react to a series of statements about watering their lawns:

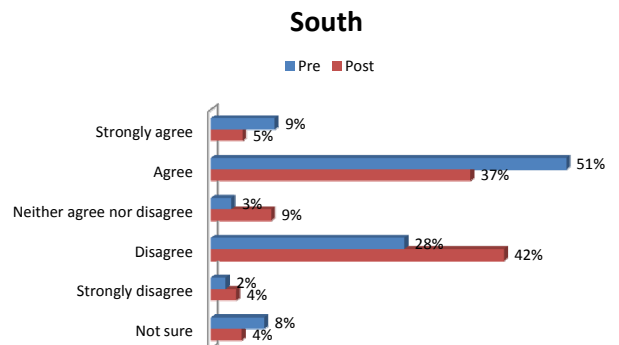
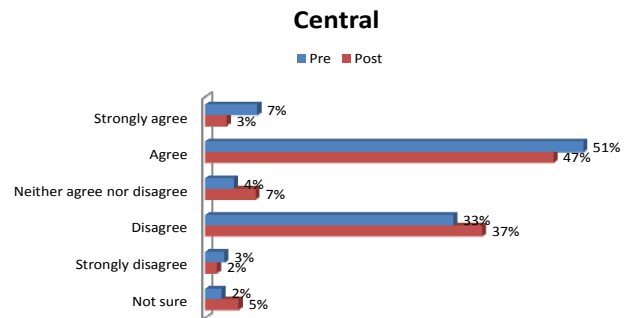
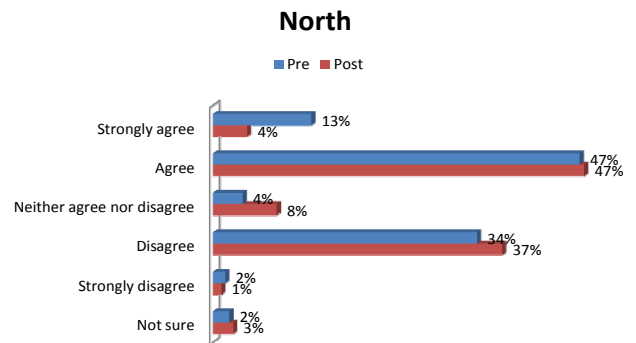
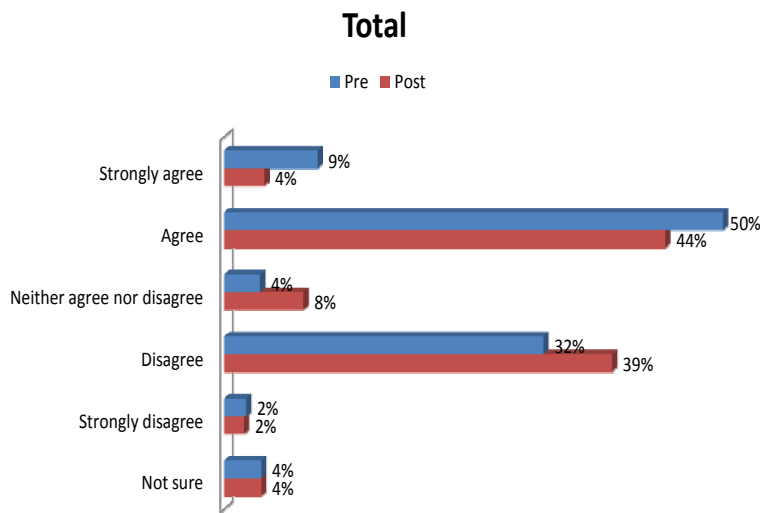
I always water on my watering day, no matter what.

Three in five households (61%) after the advertising campaign disagreed that they always watered their lawns on watering days no matter what. This percentage increased from 51% before the advertising campaign. The percentage of households that did water their lawns regardless of conditions decreased from 39% prior to the advertising campaign to 28% after the campaign.



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

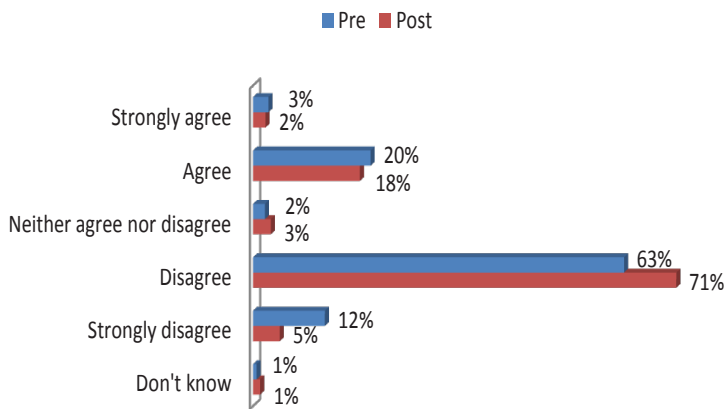
The percentage of households that watered their lawns only when it appears watering was needed decreased during the advertising campaign from 59% to 48%. More residents neither agreed nor disagreed (8%) with this statement after the campaign than before it. Agreement with the statement, “I only water my lawn when it looks like it needs it” decreased during the advertising campaign in all three regions of the District.



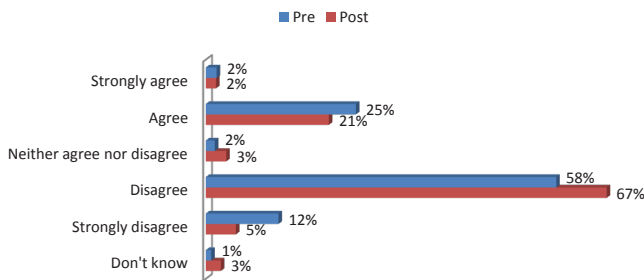
*It bothers me if my grass turns a bit brown during the winter months.**

Before the advertising campaign, 23% of households said it bothered them if their grass turned a bit brown during the winter months. After the campaign, the percentage decreased to 20%. The percentages of residents claiming it bothered them to see brown lawns in the winter declined 4 percentage points in the central region and 8 percentage points in the south region. The percentage of residents claiming it bothered them to see brown lawns in the winter increased by 7 percentage points in the north region.

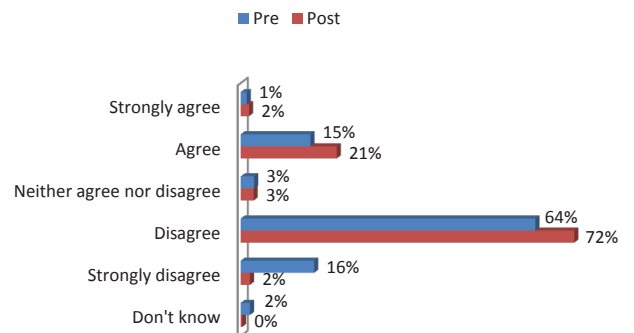
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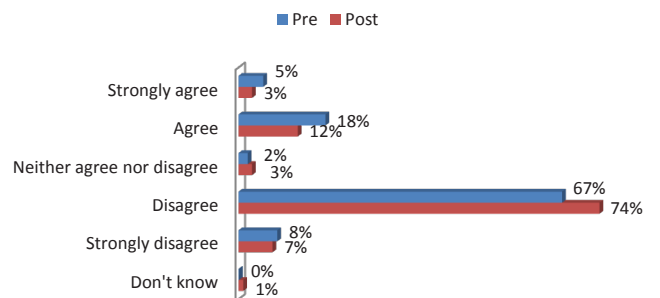
Central



North



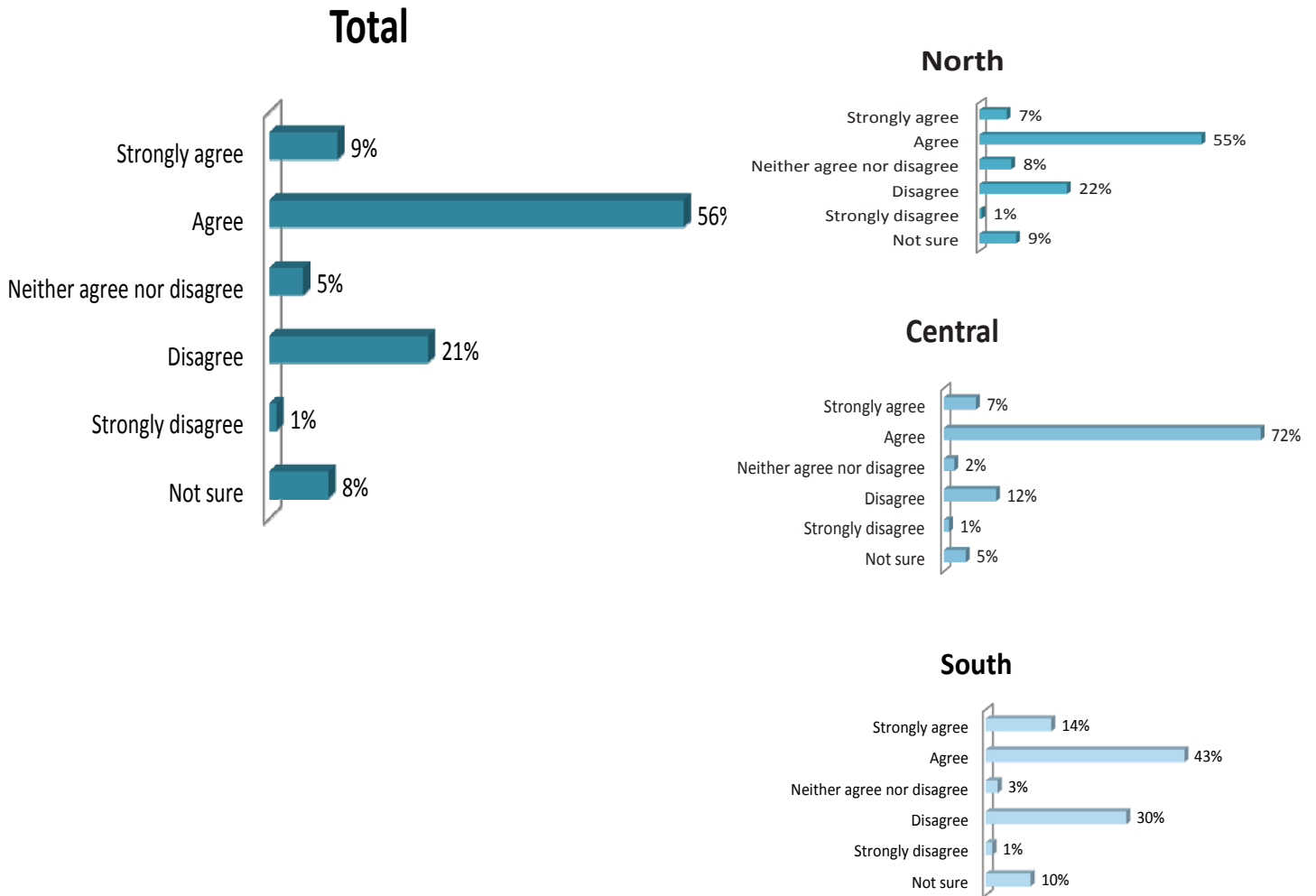
South



* In the pretest, this question read, "It doesn't bother me if my grass turns a bit brown during the winter months."

I use less water than the average person.

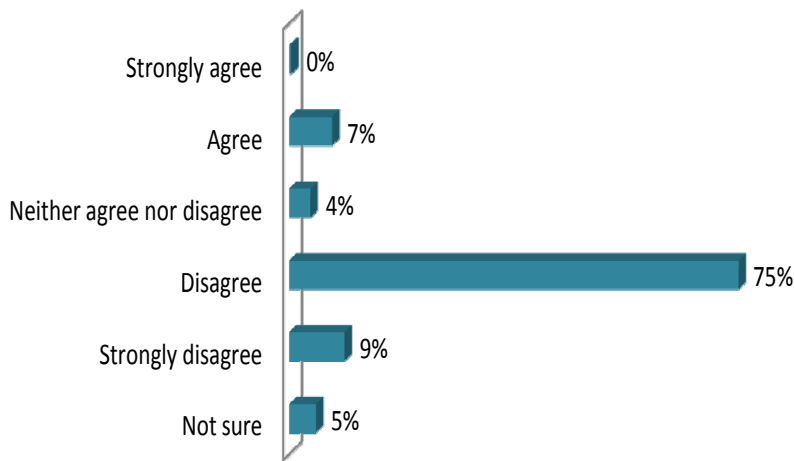
Nearly two out of three residents (65%) believed they used less water than others did. This belief was stronger in the central region, as 79% of residents believed they used less water than typical residents.



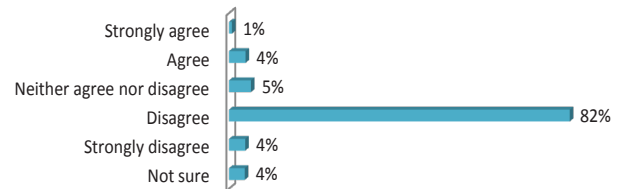
I use more water than the average person.

More than four out of five residents (84%) claimed they did not use more water than the average person. It is interesting to compare this response to the 65% of residents who believed they used less water than a typical person. Responses varied across regions of the District ranging from 77% of residents in the south region to 90% of residents in the central region who disagreed they used more water than others did.

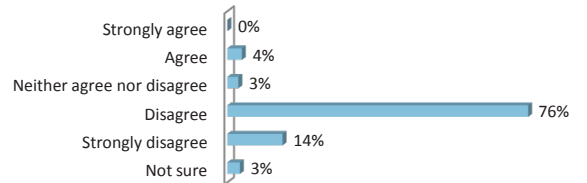
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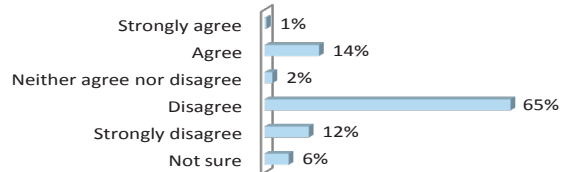
North



Central



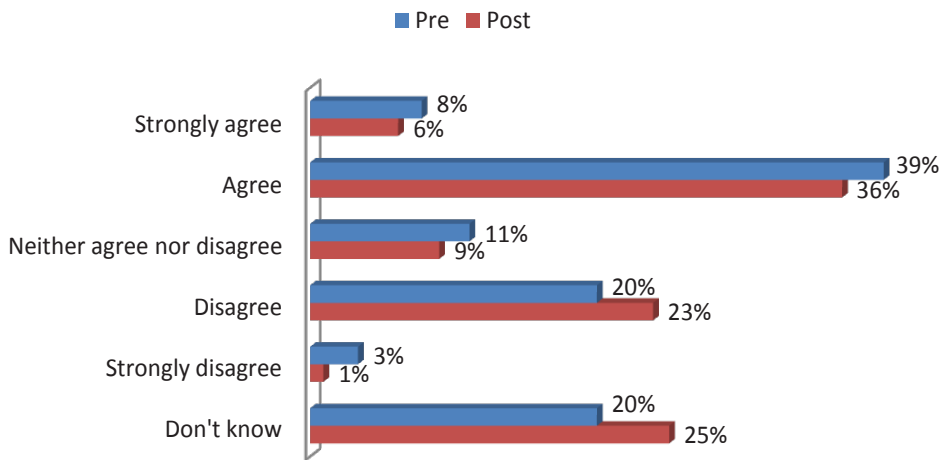
South



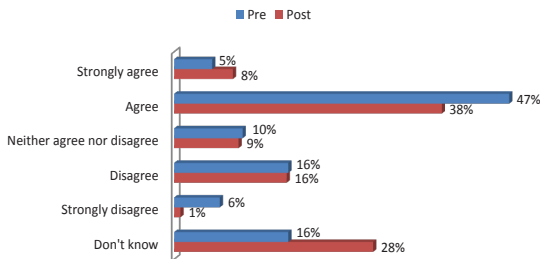
My lawnmower blade is set to the highest setting.

Percentage of residents who agreed that their lawnmower blade is set to the highest setting decreased from before (47%) to after (42%) the advertising campaign. The advertising campaign had little effect in all regions of the District.

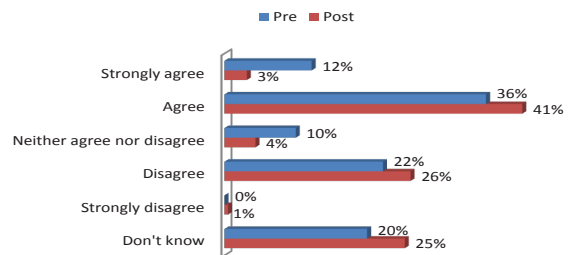
Total



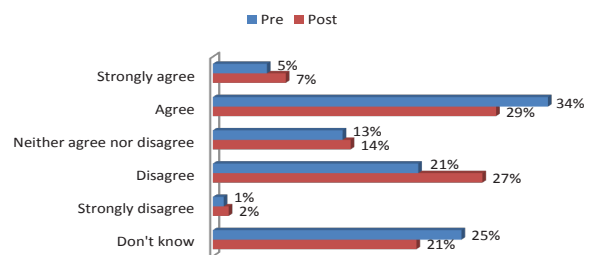
Central



North

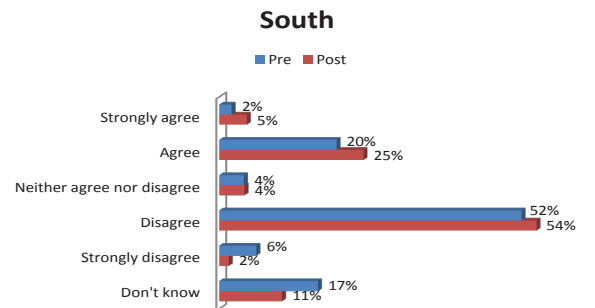
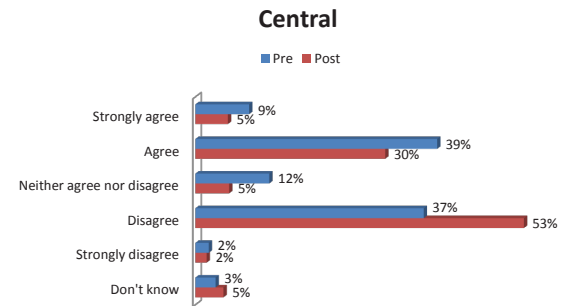
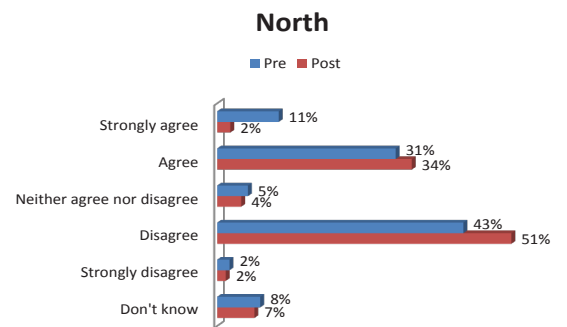
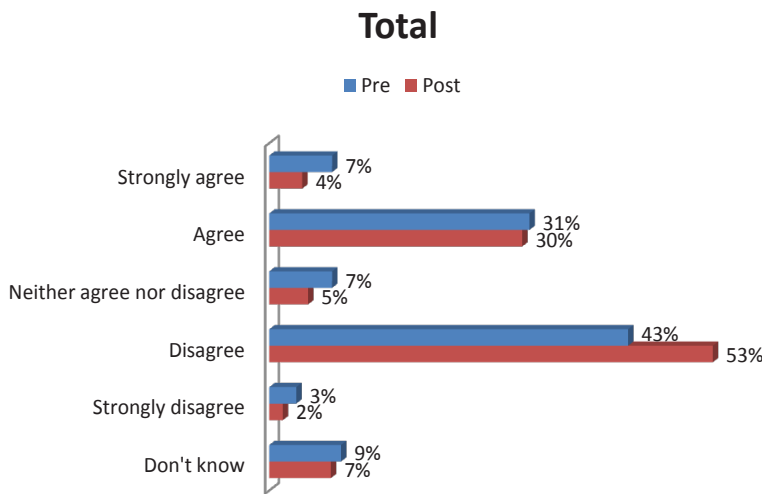


South



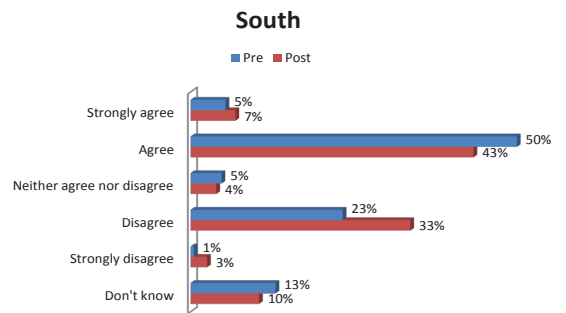
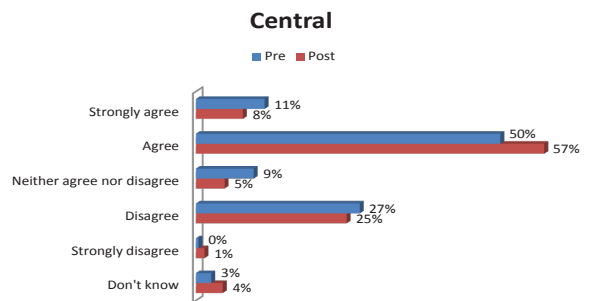
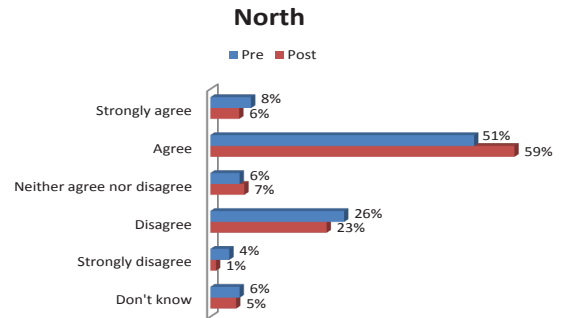
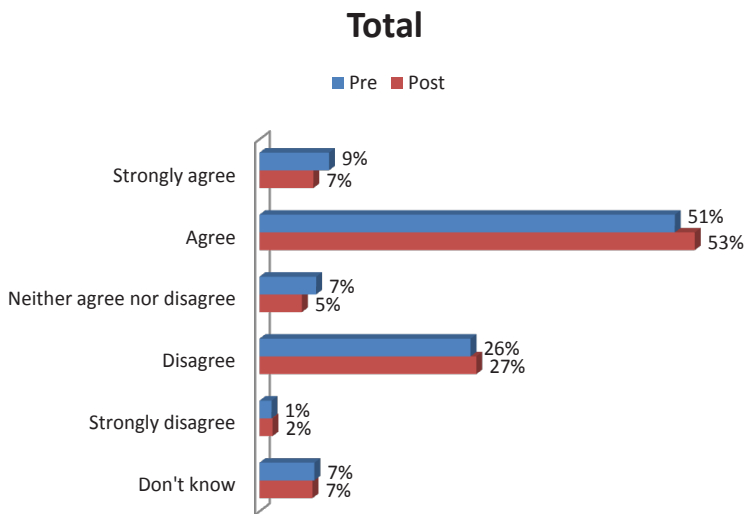
I have reduced the amount of lawn or sod in my landscape in the past year.

The percentage of households that reduced the amount of lawn or sod in their landscapes in the past year decreased slightly (from 38% to 34%) during the advertising campaign. In the south region, the percentage of households that reduced the amount of sod or lawn in their landscapes actually increased from 22% prior to the advertising campaign to 30% after the campaign.



I plan my landscape to conserve water.

The percentage of residents who agreed that they planned their landscapes to conserve water stayed the same (60%) after the advertising campaign. In the north region, the percentage of households that planned their landscapes to conserve water increased from 59% before the campaign to 65% afterwards, and the central area also experienced a significant increase in the percentage of households that plan their landscapes to conserve water (61% to 65%).

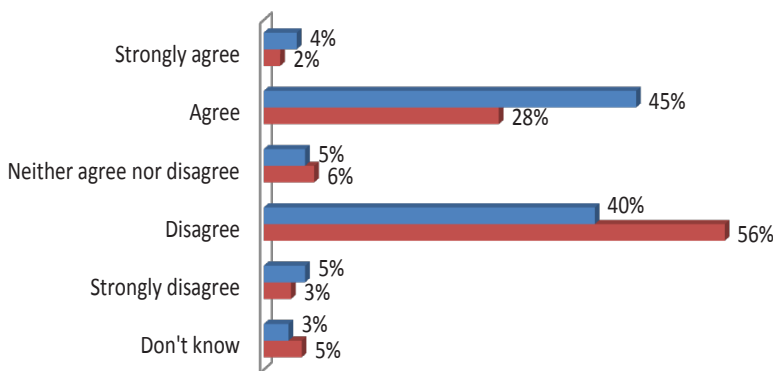


Yards need water each week year-round to keep them healthy.

Households that agreed with the statement, “yards need water each week year-round to keep them healthy,” decreased significantly from 49% prior to the campaign to 30% after the campaign. Percentage of households that agreed healthy yards needed weekly watering year-round decreased significantly in each region of the district.

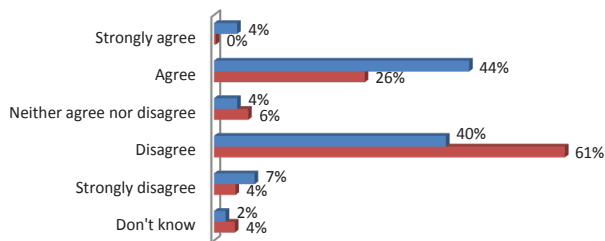
Total

■ Pre ■ Post



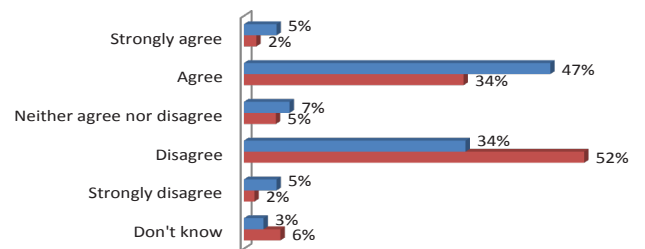
Central

■ Pre ■ Post



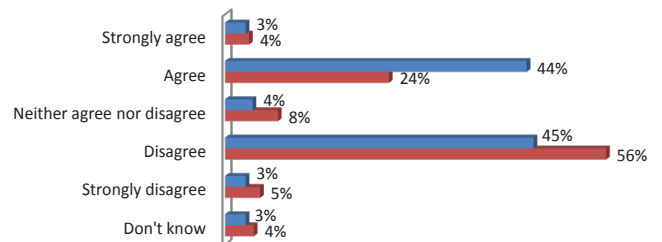
North

■ Pre ■ Post



South

■ Pre ■ Post

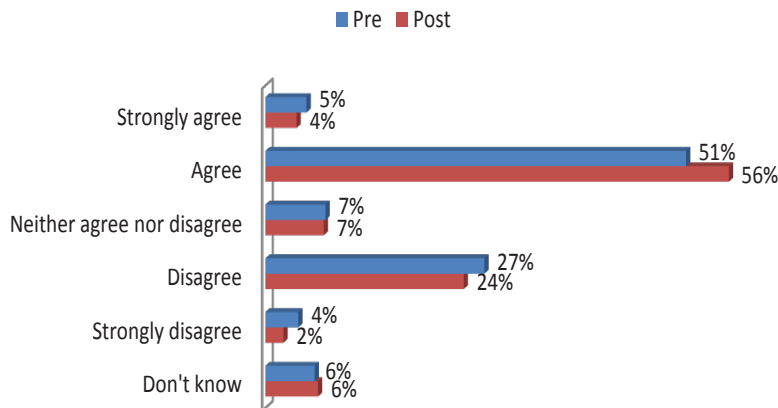


Yards only need water about every other week during the winter months.

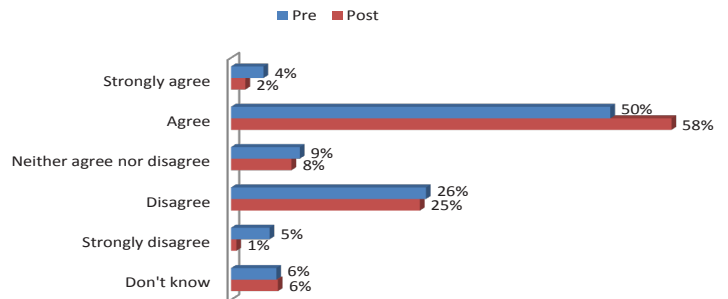
After the advertising campaign, residents who agreed with the statement, “yards only need water about every other week during the winter months,” increased by 4 percentage points from 56% prior to 60% after the campaign. Residents who disagreed with the statement decreased by 5 percentage points after the advertising campaign.

Changes in attitude were small but consistent across regions of the District.

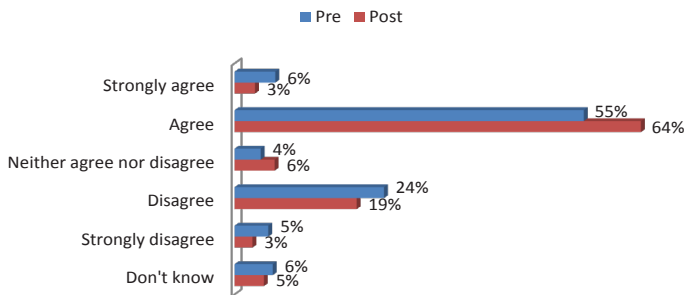
Total



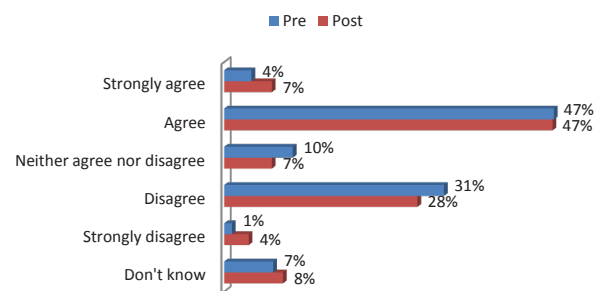
North



Central



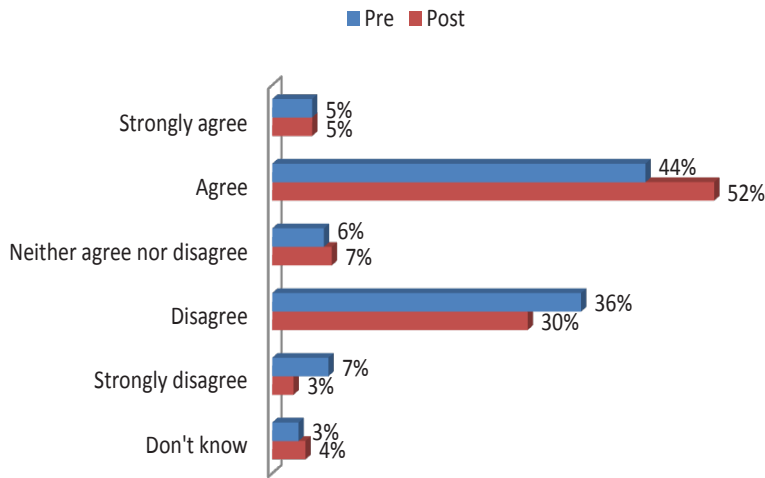
South



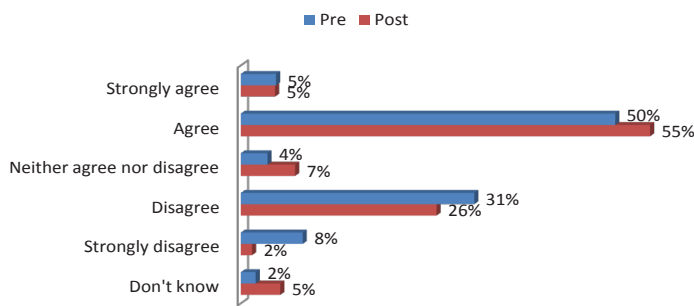
I water my yard more in the summer than during other times of the year.

Households that watered their yards more in the summer than during other times throughout the year increased by eight percentage points after the advertising campaign from 49% to 57%. The impact of the advertising campaign was most significant in the north region where the percentage of households that claimed they water their yards more in the summer increased from 47% to 62%.

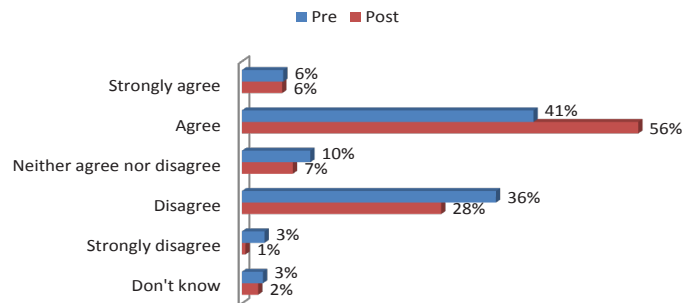
Total



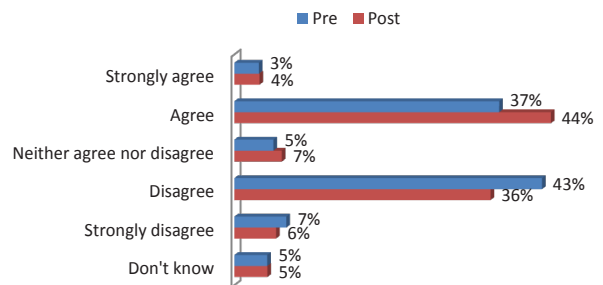
Central



North



South

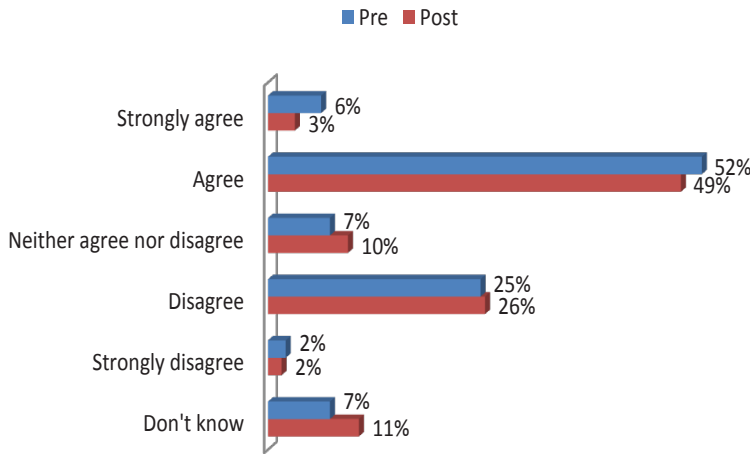


Watering restrictions in my area only allow me to use enough water to keep my landscape alive.

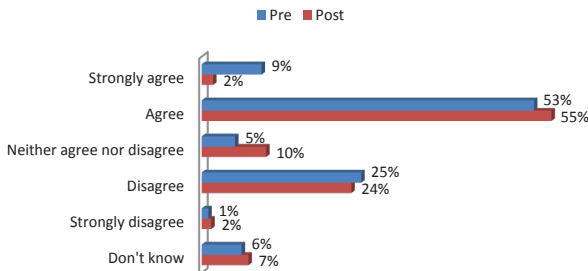
Households that agreed that watering restrictions allowed them to use enough water to keep their landscape alive decreased by six percentage points from 58% before to 52% after the advertising campaign. However, residents who answered “don’t know”, increased by 4% after the campaign.

More households after the advertising campaign were uncertain (11%) or ambivalent (10%) about whether or not watering restrictions allowed them to use only enough water to keep landscape alive. Percentages of households that disagreed with this assertion increased slightly during the campaign (27% to 28%). However, the percentage of households that disagreed decreased in the north region (31% to 26%).

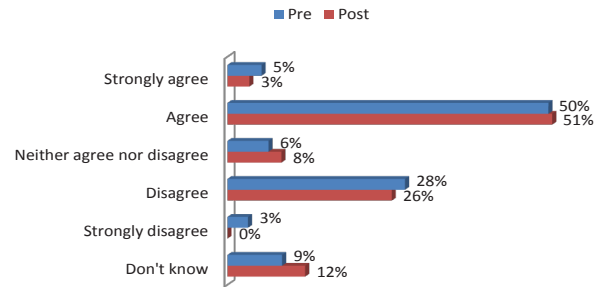
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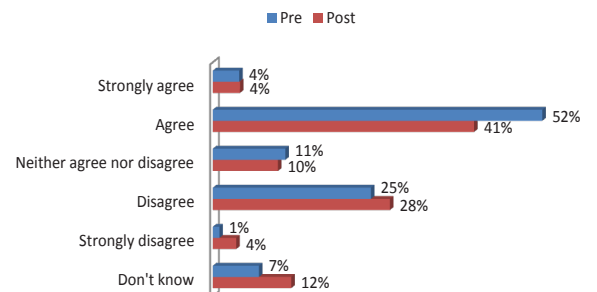
Central



North

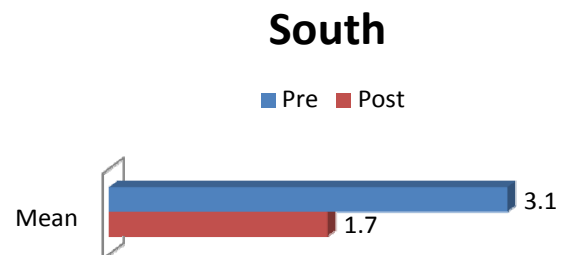
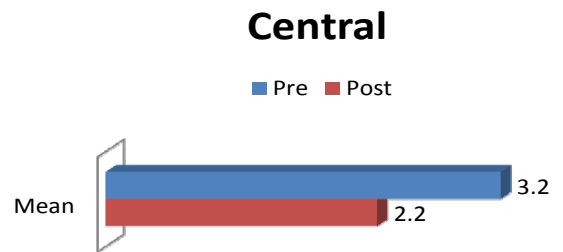
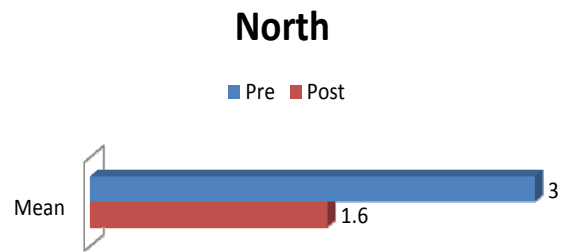
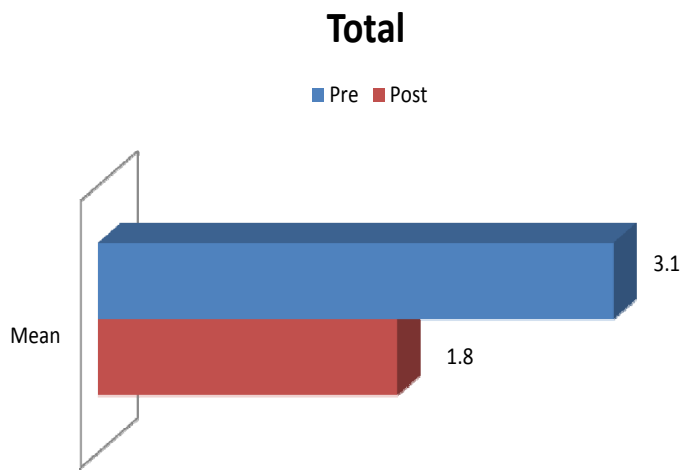


South



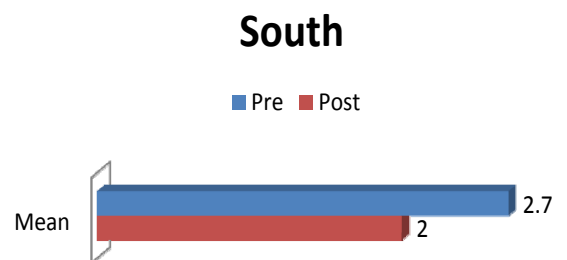
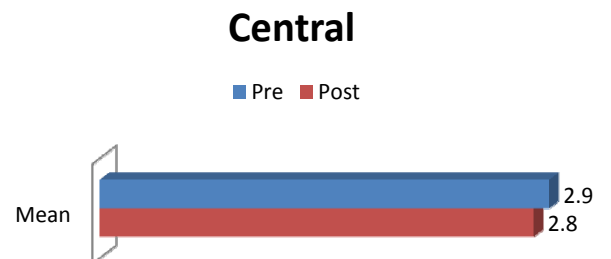
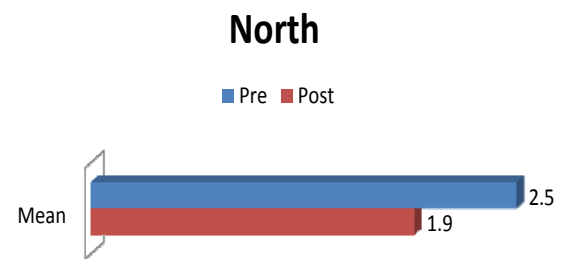
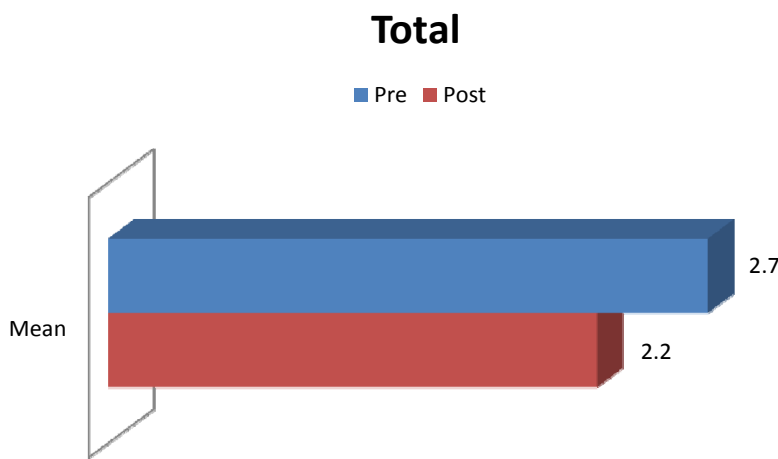
To keep your yard watered properly in December, January and February, how many days per month should you water your yard?

The advertising campaign had a significant impact on the number of days residents believed they should water their lawns in winter months. Prior to the campaign, residents thought they should water their lawn 3.1 times a month or nearly once a week. After the advertising campaign, residents believed they should water their lawns only 1.8 times per month or fewer than one time every two weeks. Reactions to the advertising campaign were similar across regions of the District as the number of times per month residents felt they should water their lawns in winter months dropped at least one day per month.



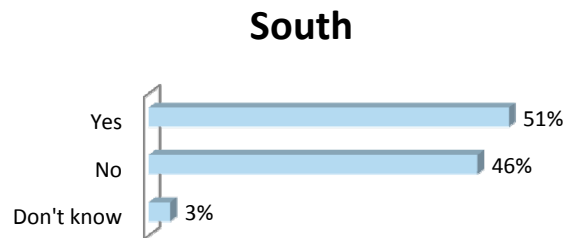
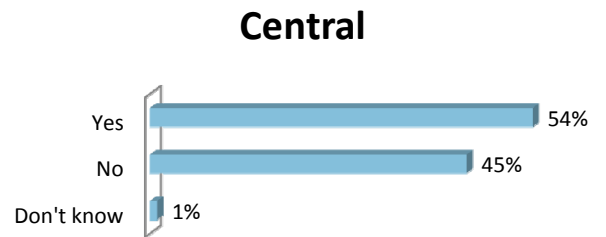
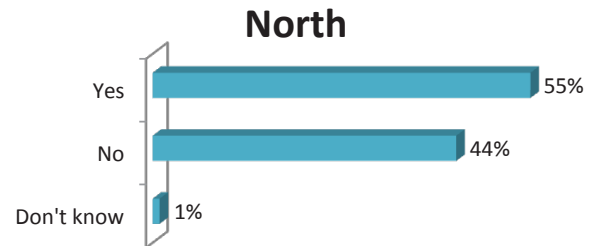
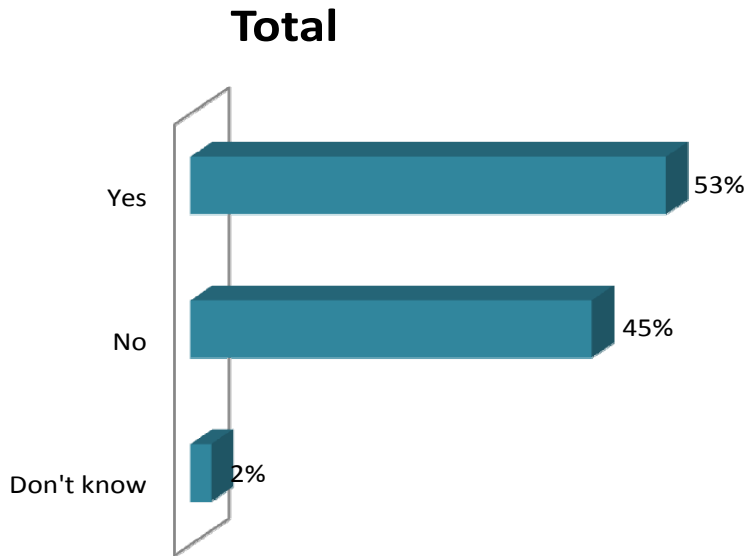
Please think about how you might water your lawn if there were no watering restrictions in place. If there were no watering restrictions in place, on average, how many days per month would you water your lawn during the winter months of December, January, and February?

Even if there were no restrictions in place, residents would water their lawns fewer days per month in winter after the advertising campaign (2.2 days per month), compared to before the campaign (2.7 days per month). Expected number of watering days per month dropped during the advertising campaign in all three regions. The most dramatic drop in expected lawn watering days per month in the winter was in the north region (2.5 days to 1.9 days) and the south region (2.7 days to 2 days)



Do you fertilize your yard?

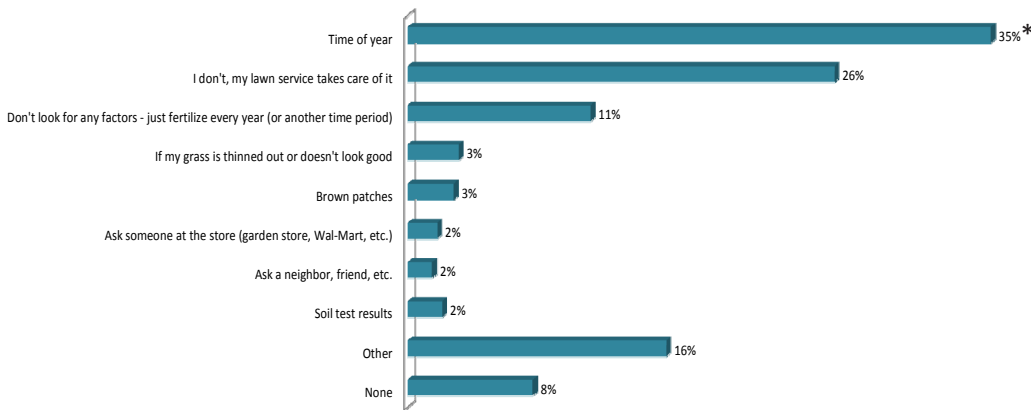
Just over half of residents claimed they fertilize their lawns. Incidence of fertilized lawns was highest in the north part of the District (55%) and lowest in the south region (51%).



How do you know when to fertilize?

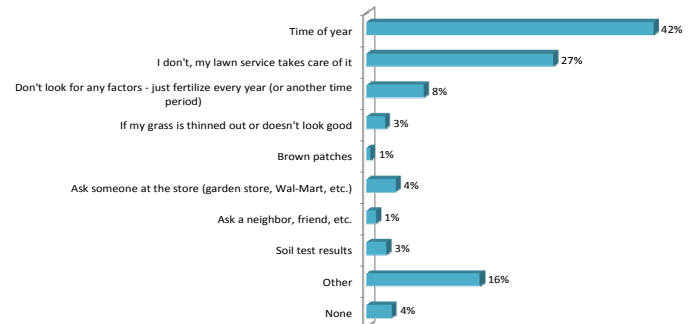
A plurality of residents (35%) stated that the time of year was their best indication that it was time to fertilize their lawns. This response was greatest in the north (42%) and lowest in the south (28%). More than one in four residents (26%) indicated that their lawn service takes care of fertilizing their lawns. One in ten residents (11%) had a regular time interval (most often one year) that they use as an indicator of when it is time to fertilize their lawns. Only 3% claimed they fertilized their lawns when the grass looked thin, and only 3% claimed that fertilizing was initiated in response to brown spots in the lawn. Only 2% relied on someone at a retail store to know when to fertilize and the same low percentage conducted soil tests. Only 2% relied on someone at a retail store to know when to fertilize and the same low percentage conducted soil tests.

Total

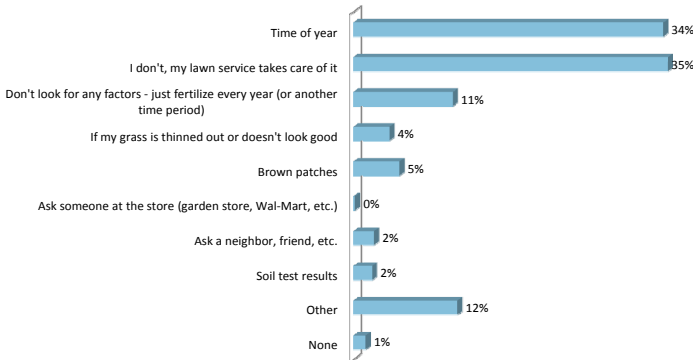


* Multiple responses permitted

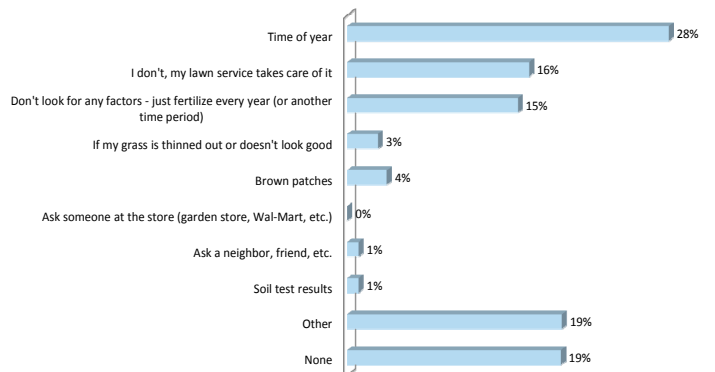
North



Central



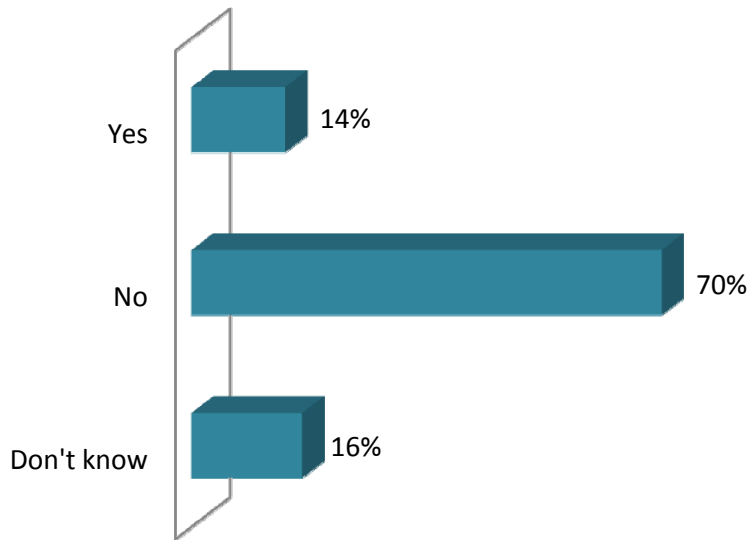
South



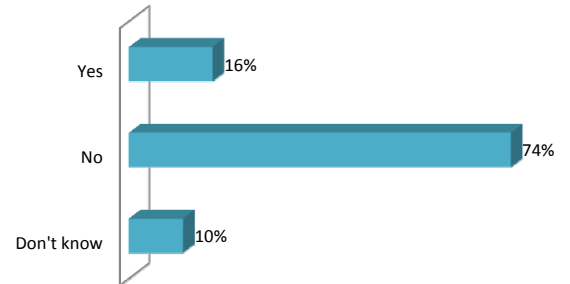
Do you currently test your soil to determine if you need to fertilize?

Only one in seven residents (14%) claimed to conduct soil tests to determine if their lawns needed to be fertilized. This response should be tempered by results to the previous question in which only 2% said they performed soil tests as a way of knowing when to fertilize their lawns.

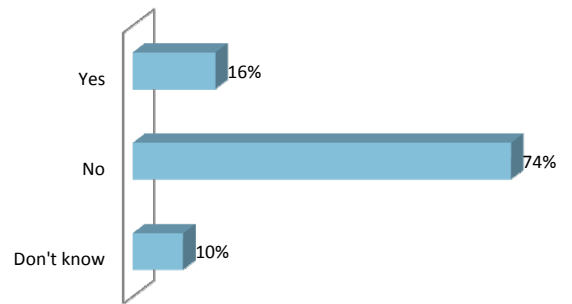
Total



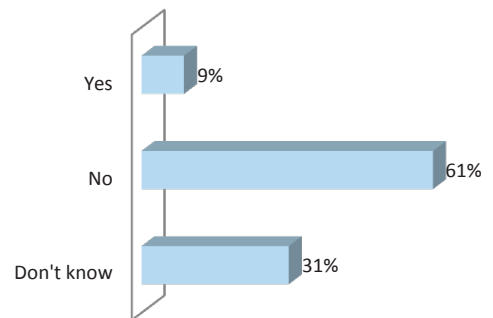
North



Central



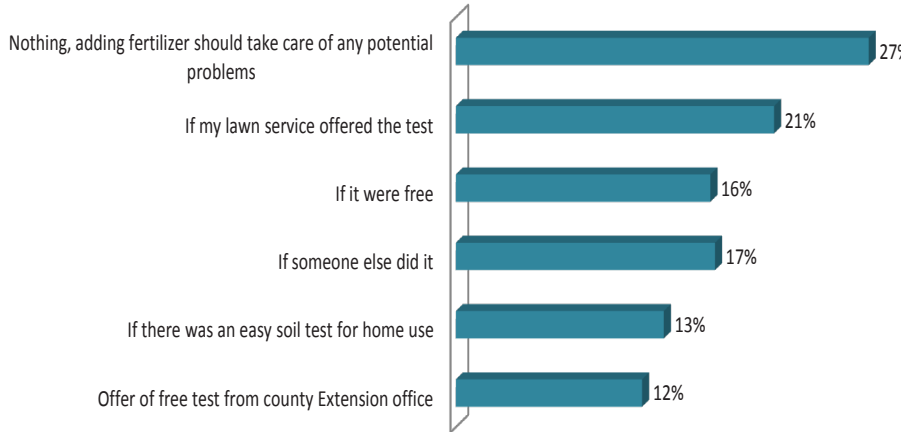
South



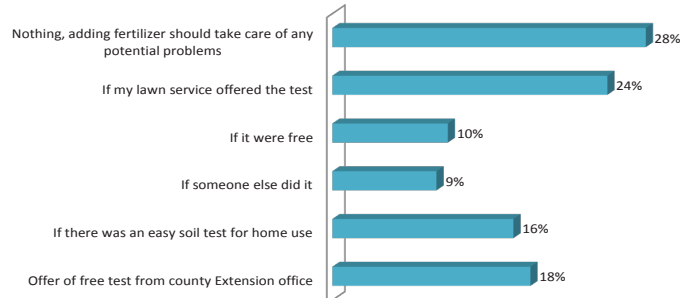
What would make you more likely to have your soil tested?

A plurality of residents (27%) claimed nothing would increase their propensity for testing their soil. This was the most frequent response in the north region. Slightly more than one in five residents (21%), stated they would have their soil tested if their lawn service performed the test. Nearly three in ten residents (28%) indicated they would get their soil tested if it were free or free from their county Extension office.

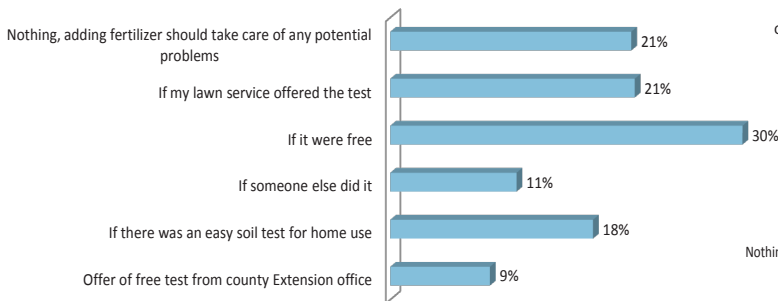
Total



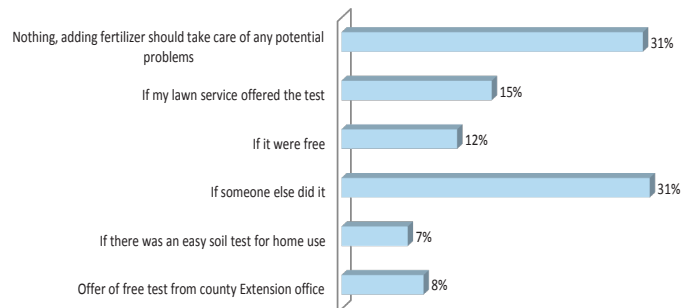
North



Central

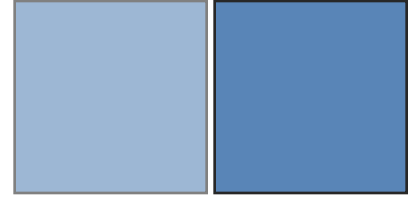
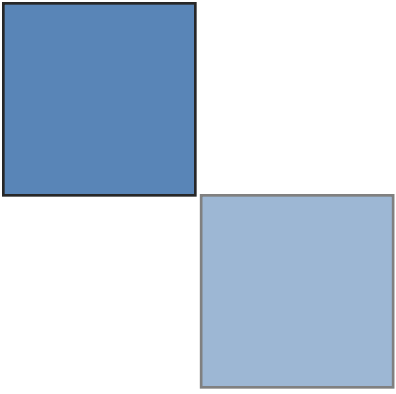


South

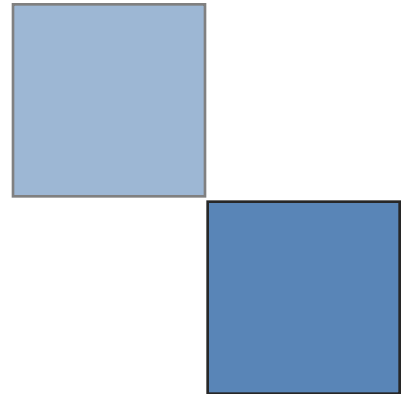
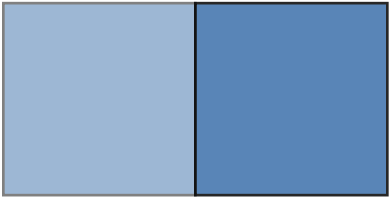


Skip a Week Campaign

Skip a Week Campaign



VIEWS ON LAWN CARE

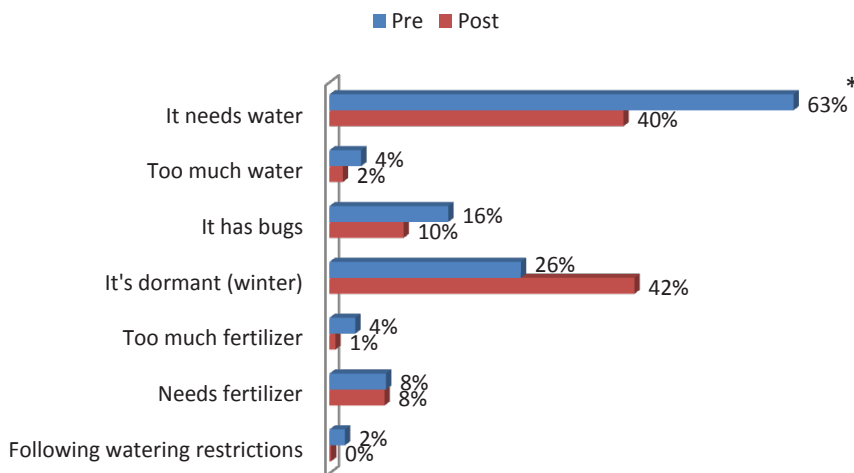


Skip a Week Campaign

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

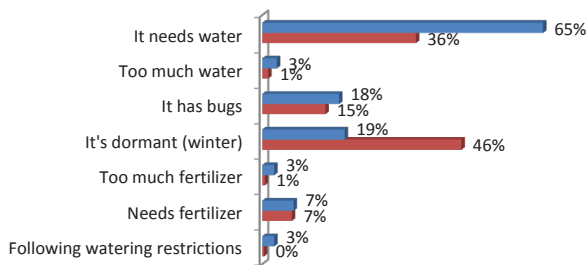
Significantly more residents after the advertising campaign (42%) than before it (26%) believed that a brown yard in the winter meant the grass was dormant. This attitudinal change was largest in the north (32% before to 50% after) and central (19% before to 46% after) regions. However, slightly fewer households in the south region (29% before and 27% after) believed that a brown lawn in the winter meant it needed to be watered. Just as significant was the change in the percentages of residents who believed that a brown lawn in the winter meant the yard needed to be watered. Prior to the campaign, 63% of residents in the District believed that a brown yard in the winter meant it was time to water. After the campaign, this percentage dropped to only 40%. Decreases in the percentages of residents who believed that a brown yard in the winter needed to be watered were substantial in all three regions (23 percentage point drop in the north; 29 percentage point decrease in the central region; and 17 percentage point decrease in the south region).

Total

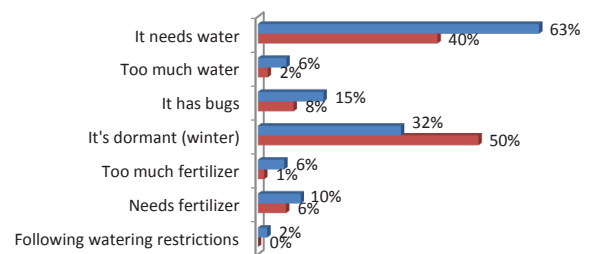


* Multiple responses permitted

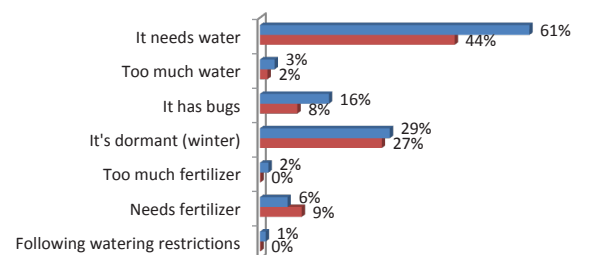
Central



North



South



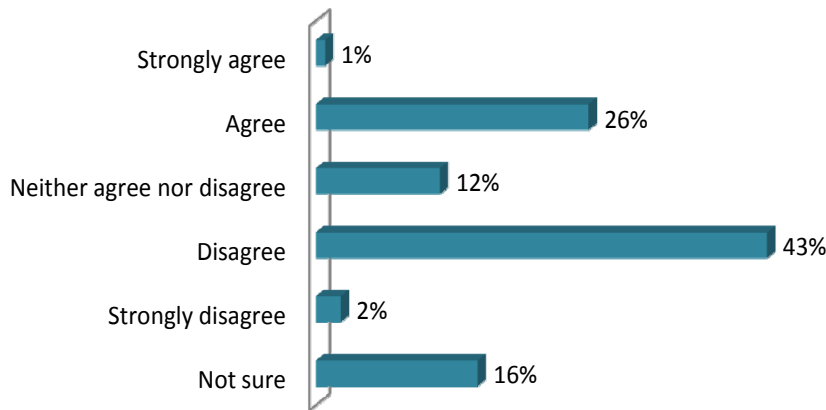
Thinking about how you care for your lawn, please tell me if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with each of the following statements.

Residents were presented with a series of phrases about lawn care to which they could agree or disagree.

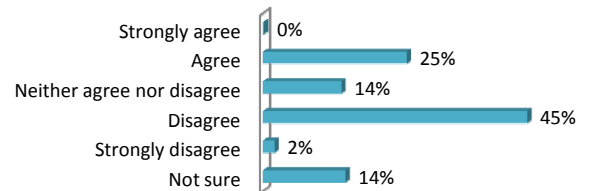
“I fertilize my lawn less when my grass is long.”

Residents were more likely to disagree (45%) than agree (27%) that they fertilized their lawn less often when the grass is long. Pluralities in each region (north-47%; central-44%; south-45%) disagreed with this statement. One in six residents (16%) was not sure.

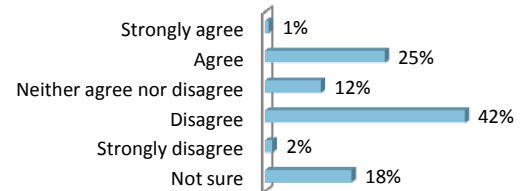
Total



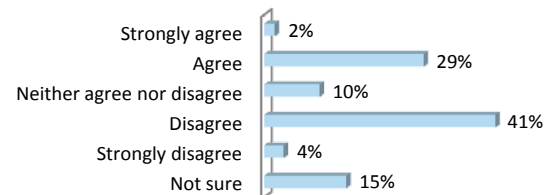
North



Central



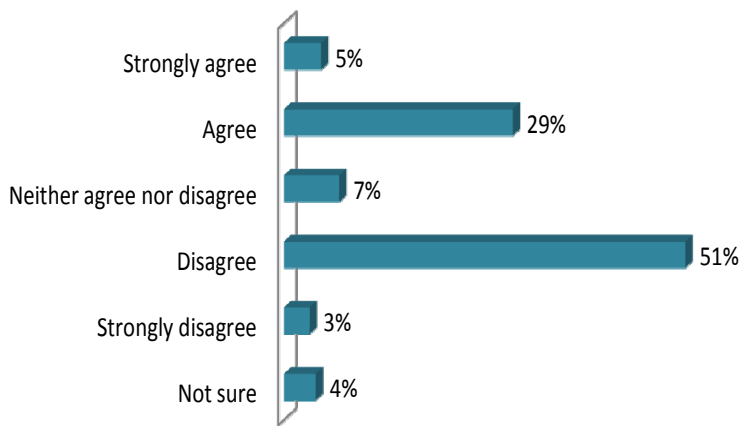
South



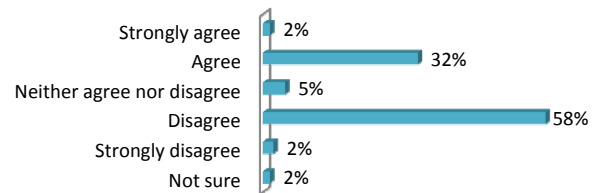
“Keeping my grass cut short is important to me.”

By a significant margin, residents were more likely to disagree (54%) than agree (34%) that keeping their grass cut short was important to them. Three in five residents (60%) in the north region disagreed that keeping their grass cut short was important, while about half of residents in the central (53%) and south (49%) regions disagreed.

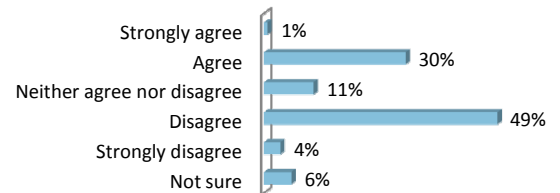
Total



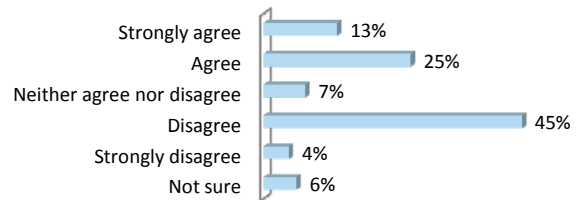
North



Central



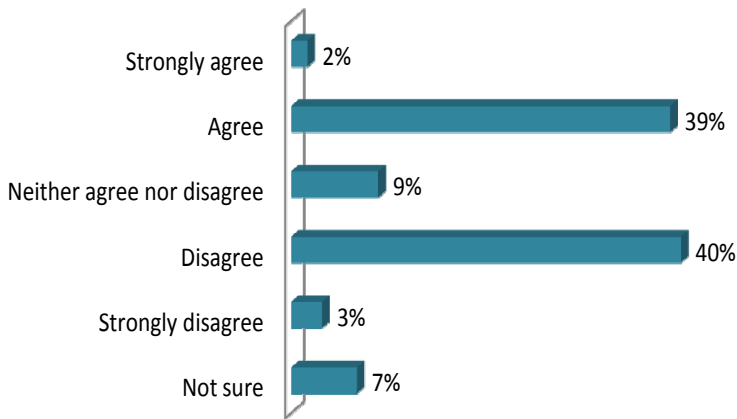
South



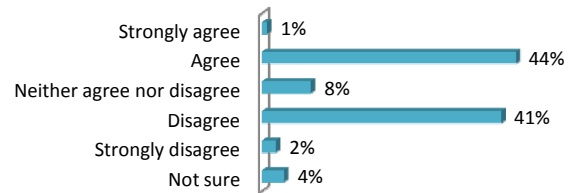
“Regardless of how long my grass is, I always water my lawn with the same amount of water.”

Residents were slightly more likely to disagree (43%) than agree (41%) that the length of their grass affects how often they water. In other words, slightly more people adjusted their grass watering based on the length of their grass. Comparatively, more residents in the central region (45%) adjusted their watering based on the length of their grass.

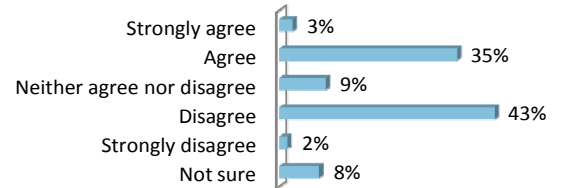
Total



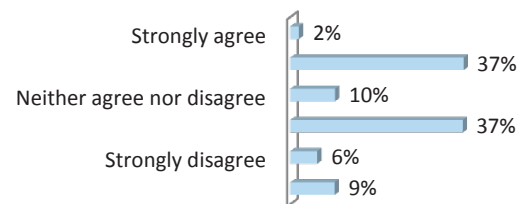
North



Central



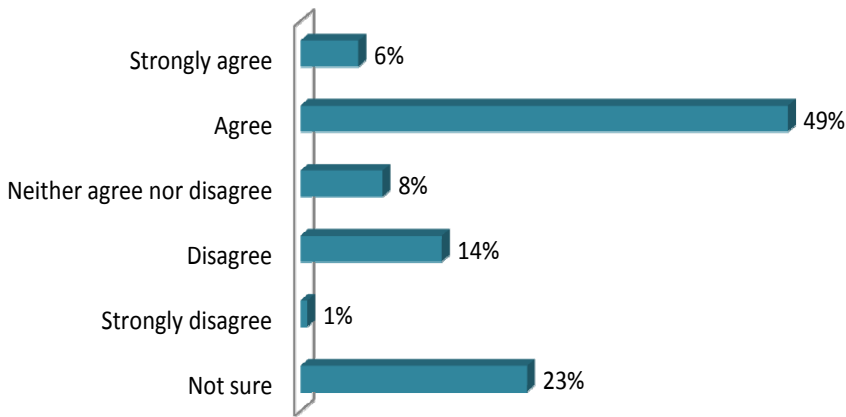
South



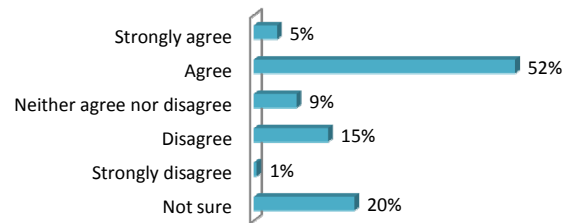
“Changing the height of the blades on my lawnmower is easy.”

More than half of residents (55%) agreed that changing the lawnmower blade height was easy, while only 15% disagreed. Significantly more residents in all three areas agreed rather than disagreed that changing the lawnmower blade height was easy (north 57% to 16%; central 55% to 10%; and south 52% to 18%).

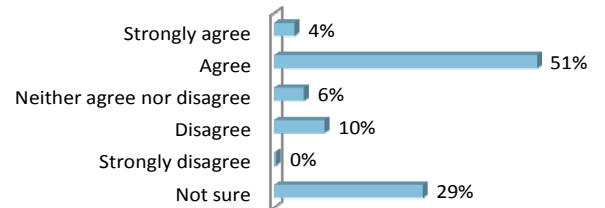
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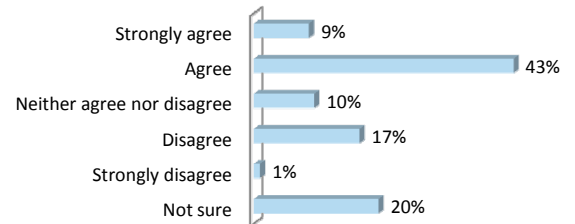
North



Central



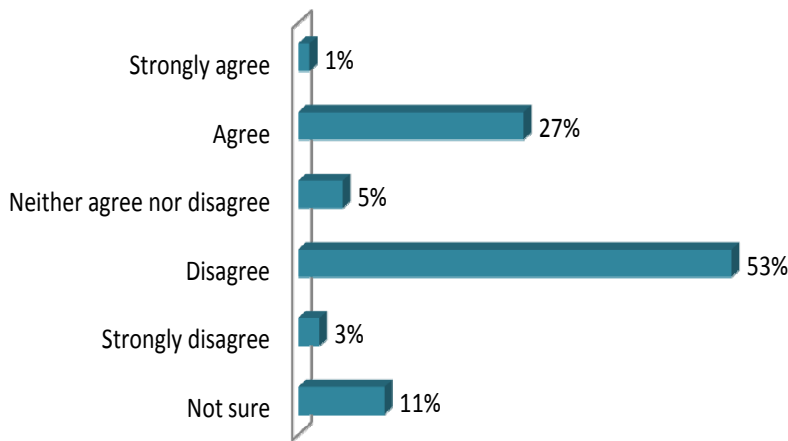
South



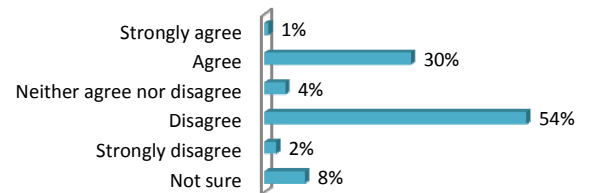
“By cutting my grass shorter, I don’t have to cut it as often .”

By a 56% to 28% margin, residents were more likely to disagree than agree that cutting the grass shorter reduced lawn mowing frequency. The majority of residents in the north (56%), central (57%), and south (53%) regions disagreed that cutting the grass shorter reduced the frequency of lawn mowing.

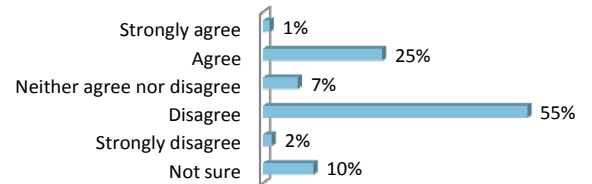
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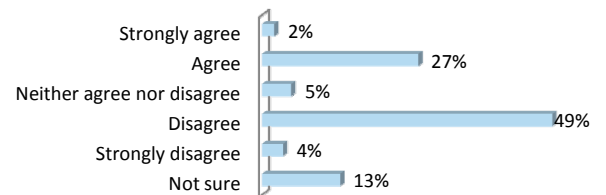
North



Central



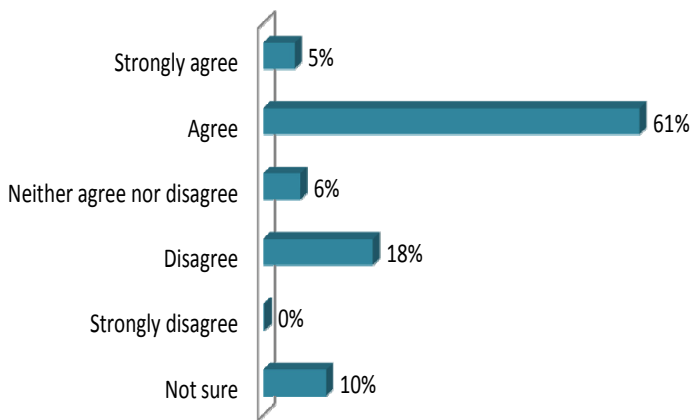
South



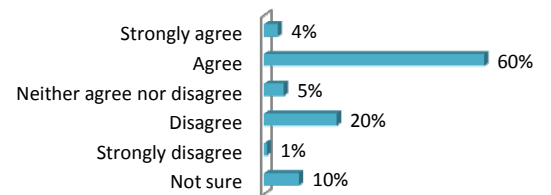
“Up to a point, longer grass is healthier grass .”

Significantly more residents agreed (66%) rather than disagreed (18%) that longer grass was healthier unless it gets very long. Over three in five residents in each region agreed that, up to a point, longer grass was healthier.

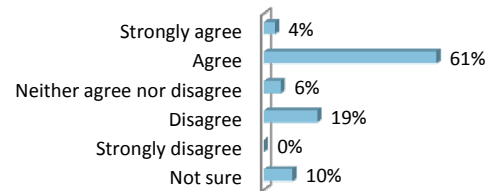
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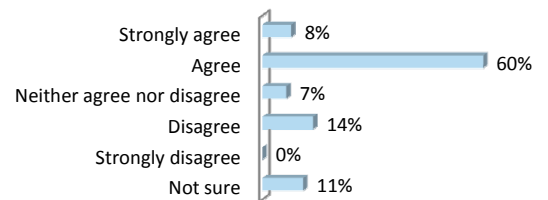
North



Central



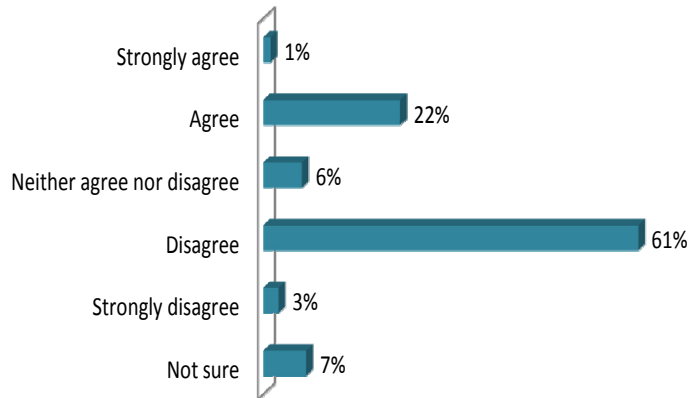
South



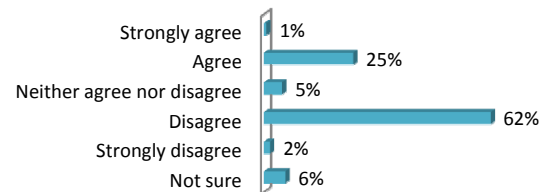
“I cut my grass often because I worry about weeds growing on my lawn .”

Comparatively fewer residents (23%) were worried enough about weeds to cut their lawns frequently. Over three in five residents (64%) disagreed that they cut their grass often because of concern about weeds. At least three in five residents in the north (64%), central (67%), and south (60%) regions disagreed that they cut their grass frequently because of concern for weeds.

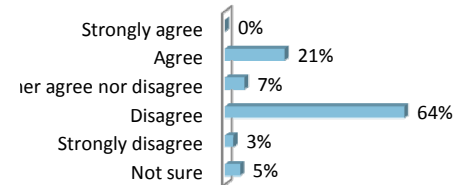
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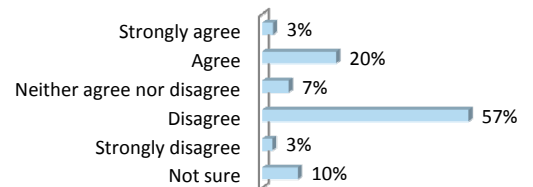
North



Central



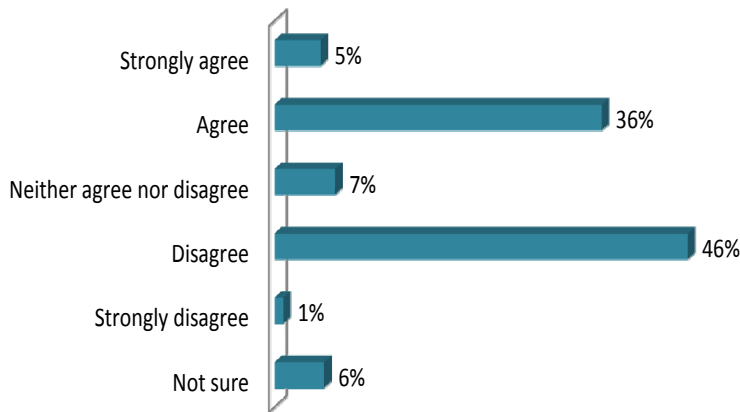
South



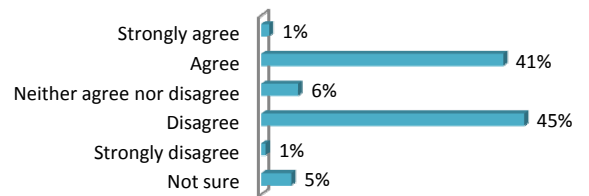
“Longer grass makes a lawn look less attractive .”

By a 47% to 41% margin, residents in the District were more likely to disagree than agree that longer grass made a lawn look less attractive. In other words, more residents believed that a lawn with longer grass was equally attractive to a lawn with shorter grass. Around 50% of residents in all three regions believed this premise, while around two in five residents in each region believed that longer grass made the lawn less attractive.

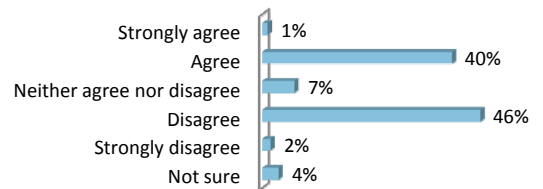
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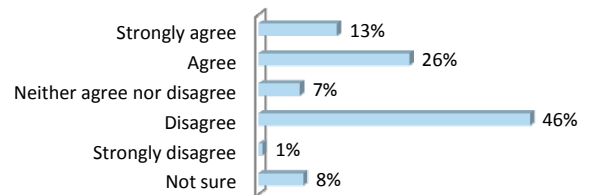
North



Central

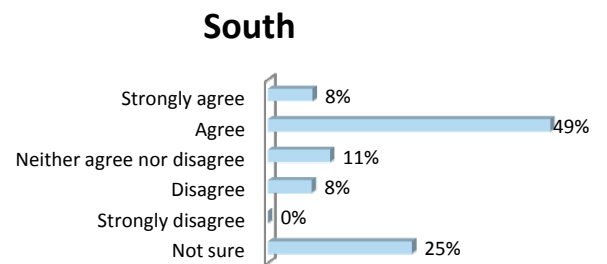
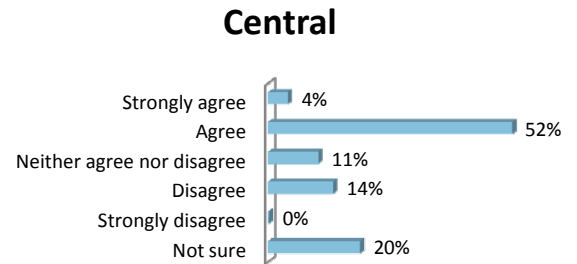
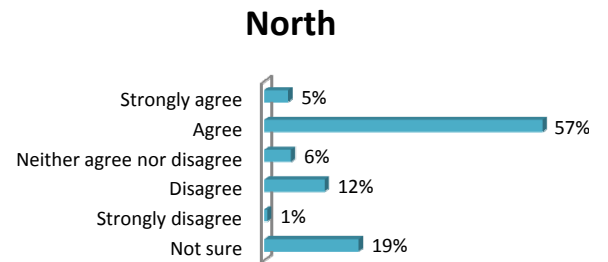
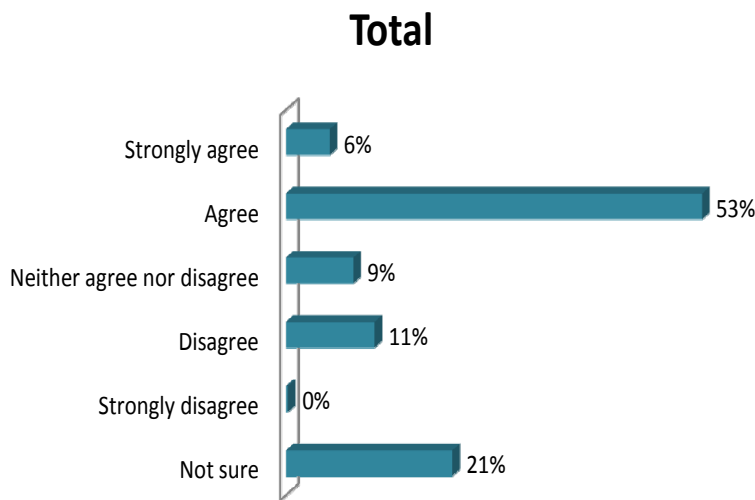


South



“Raising the blade height on my lawnmower will keep my grass healthier .”

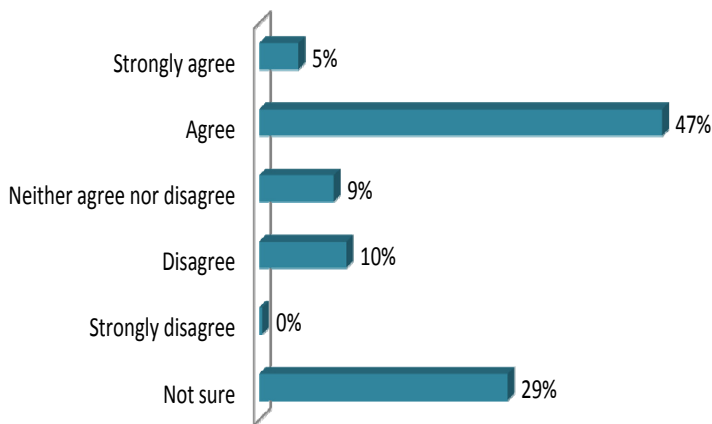
Nearly three in five residents (59%) agreed that raising the lawnmower blade height will help keep their grass healthier; only 11% disagreed. Between 56% (central) and 62% (north) of residents in regions believed that healthier grass is one benefit of keeping the mower blade higher.



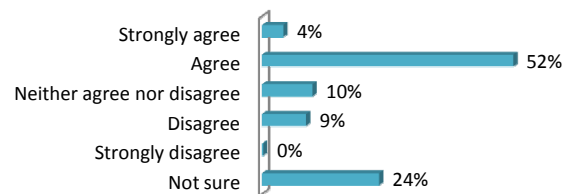
“Raising the blade height on my lawnmower is good for the environment .”

A slight majority of residents in the District (52%) agreed that raising their lawnmower blades was environmentally beneficial. Nearly three in ten residents (29%) were not certain, but only 10% disagreed. A majority of residents in the north region (56%) agreed that there was environmental benefit from raising lawnmower blade heights.

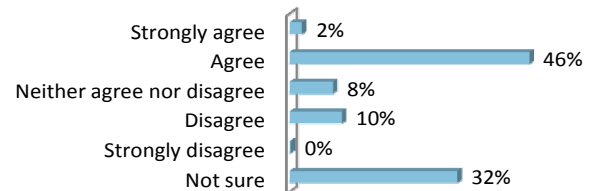
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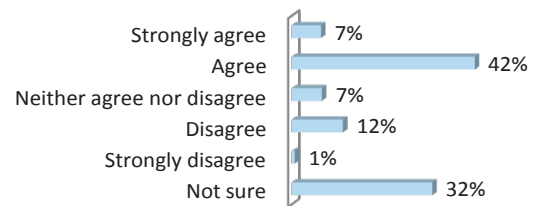
North



Central



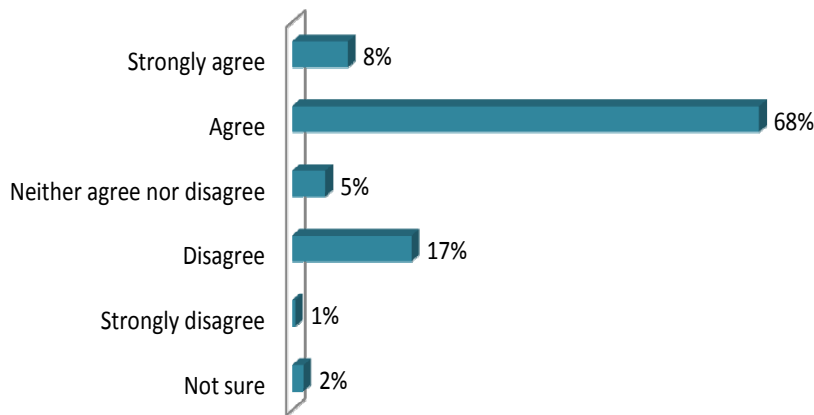
South



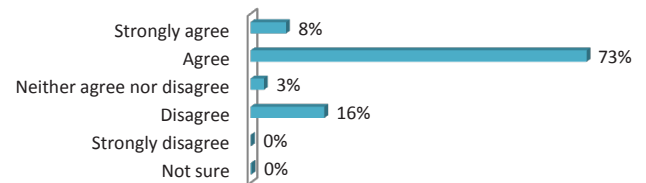
“Having a healthy lawn is important to me .”

More than three out of four residents (76%) in the District agreed that having a healthy lawn was important to them; only 18% disagreed. Residents in the north (81%) were more likely to claim that a healthy lawn was important to them, while 73% of residents in the south and central regions held this attitude.

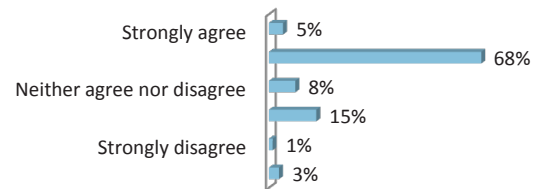
Total



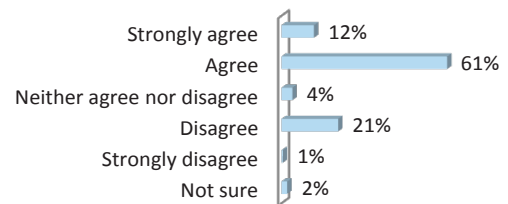
North



Central



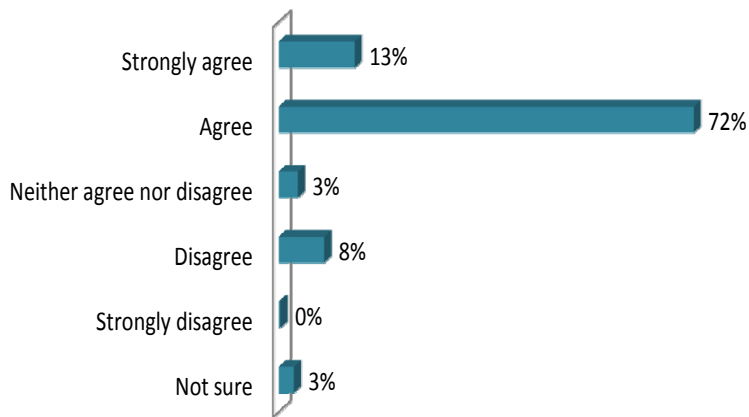
South



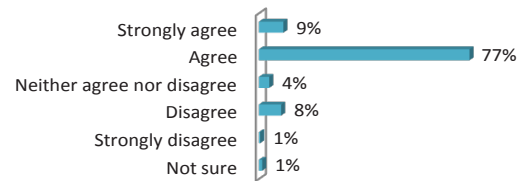
“The appearance of a front lawn says something about the homeowner .”

Over four in five residents (85%) agreed that the appearance of their front lawn made a statement about them, personally. This feeling was held by a similar percentage of residents across all regions.

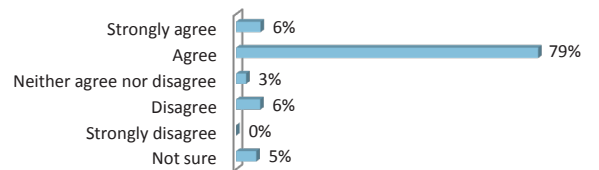
Total



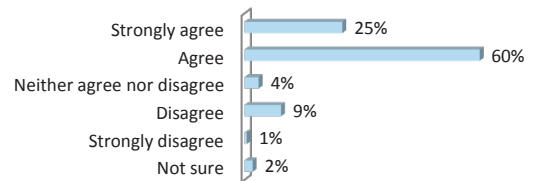
North



Central

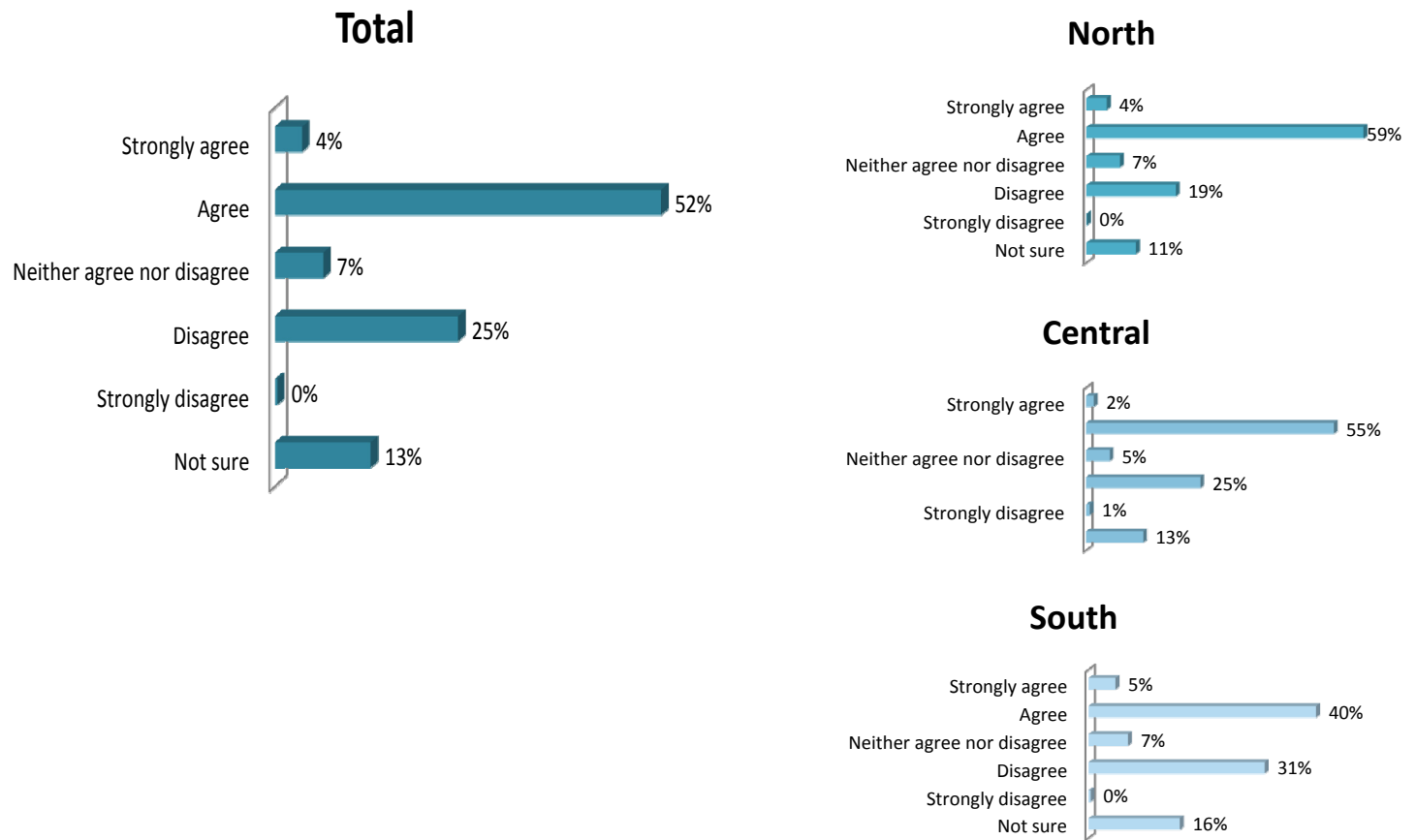


South

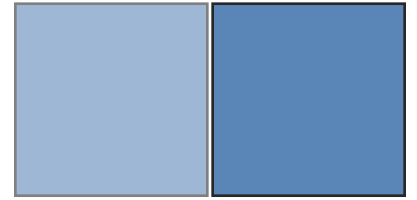
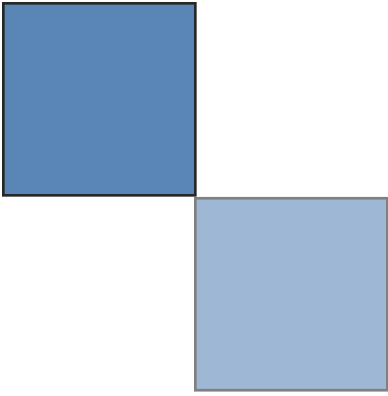


“I know the best height for my type of grass .”

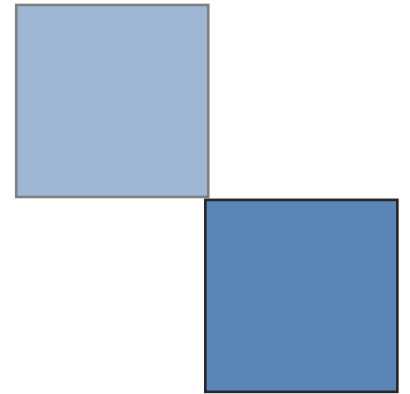
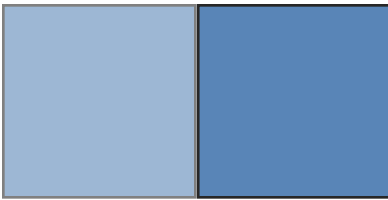
By a 56% to 25% margin, residents were more likely to agree than disagree that they knew the best height for the type of grass in their lawns. Residents in the north region (63%) were more confident about the appropriate height of their grass, while residents in the south region (45%) were less likely to agree they knew the best height for their grass.



Skip a Week Campaign



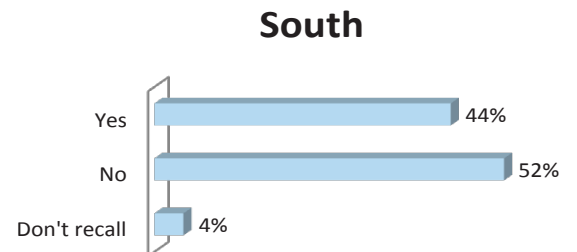
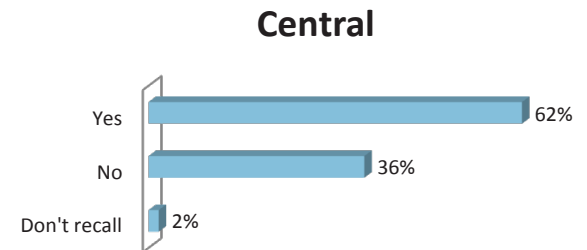
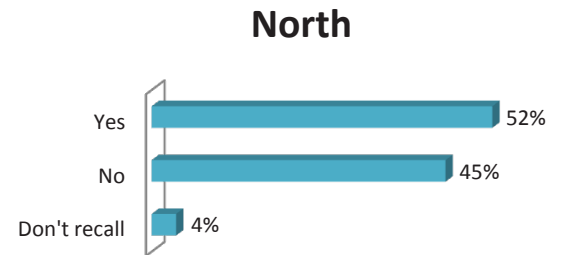
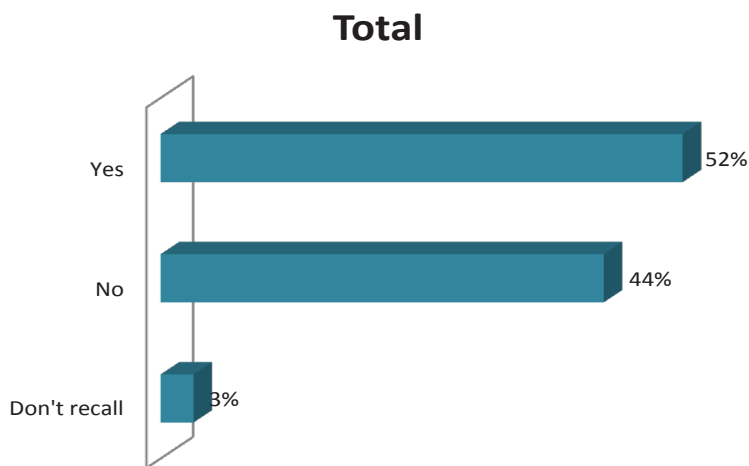
ADVERTISING



Skip a Week Campaign

Have you heard or seen any ads that give tips on proper lawn watering or lawn care in the winter?

Just over half of the households (52%) maintained they saw or heard advertisements that gave tips on proper lawn watering or lawn care in the winter months. Recall of advertisements about winter lawn care was greatest in the central region (62%) and lowest in the south region (44%).



What were the lawn care tips in the advertisement?

Unaided recall of the following lawn care tips were examined:

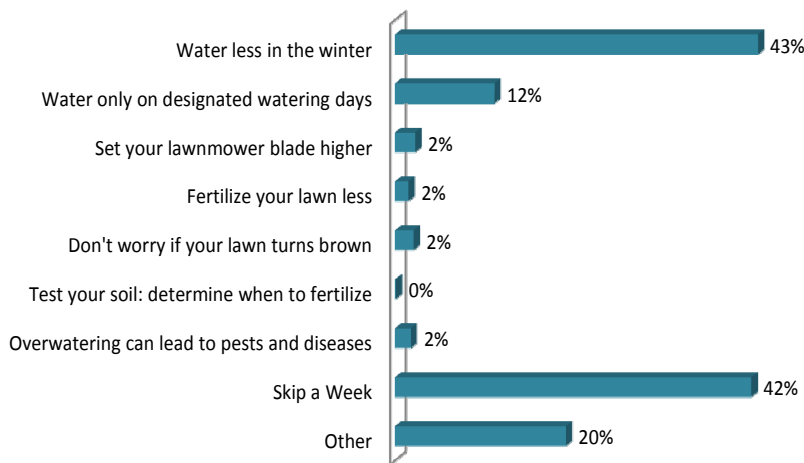
- Water less in the winter
- Water only on designated watering days
- Set your lawnmower blade higher - Cut you grass higher - it’s healthier for your lawn
- Fertilize your lawn less (use less - do it less frequently)
- Don’t worry if your lawn turns brown
- Test your soil to determine when to fertilize
- Overwatering can lead to pests and diseases
- Skip a Week

More than two in five households (43%) who recalled advertising about yard care in the winter said they recalled a message about watering less frequently. The reader should keep in mind that 52% of all residents recalled advertising; therefore 22% of all residents (43% of 52%) recalled advertising about watering less frequently during winter months.

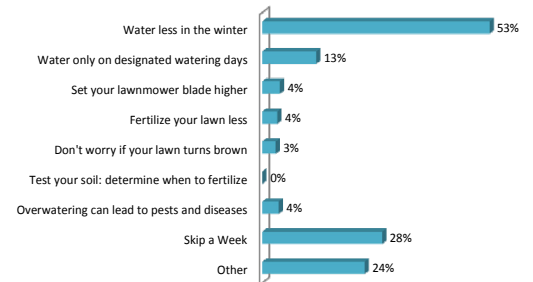
Four in ten residents who recalled some advertising (42%) or 22% of all residents recalled the message about skipping a week of watering during winter months. Recall of this message was greatest in the central region (62% of those who recalled advertising and 38% of all central residents) and lowest in the north region (28% of those who recalled advertising and 15% of all residents).

Other advertising messages were recalled by significantly fewer residents.

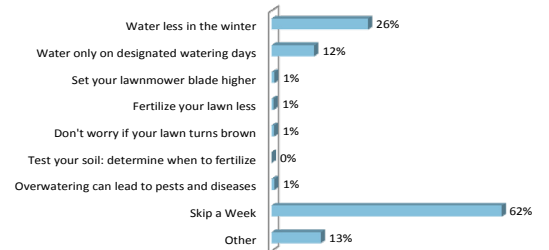
Unaided Recall



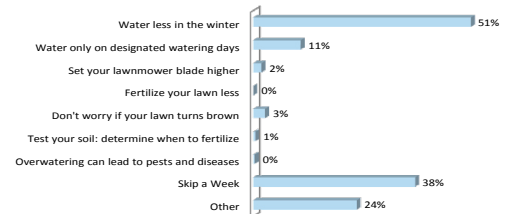
North



Central

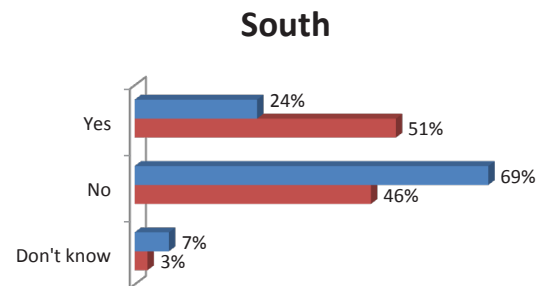
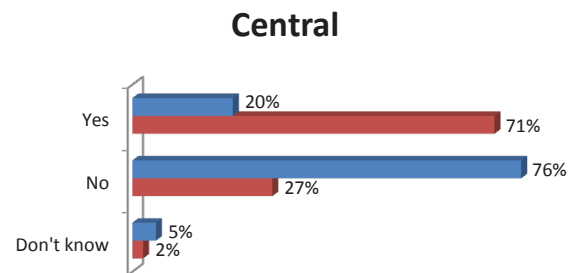
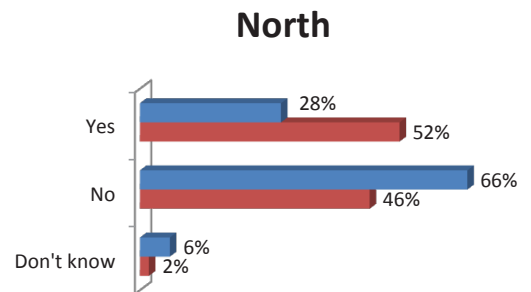
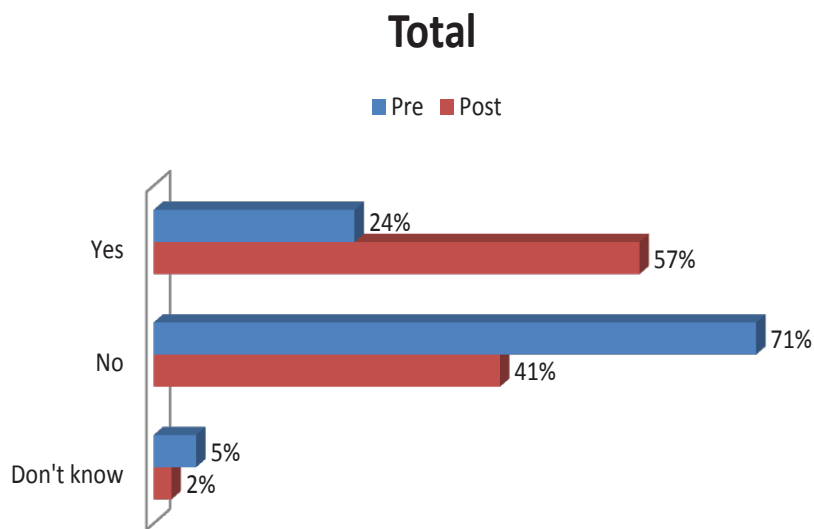


South



Have you heard or seen anything in the media advising you to “Skip a Week” of watering or irrigation?

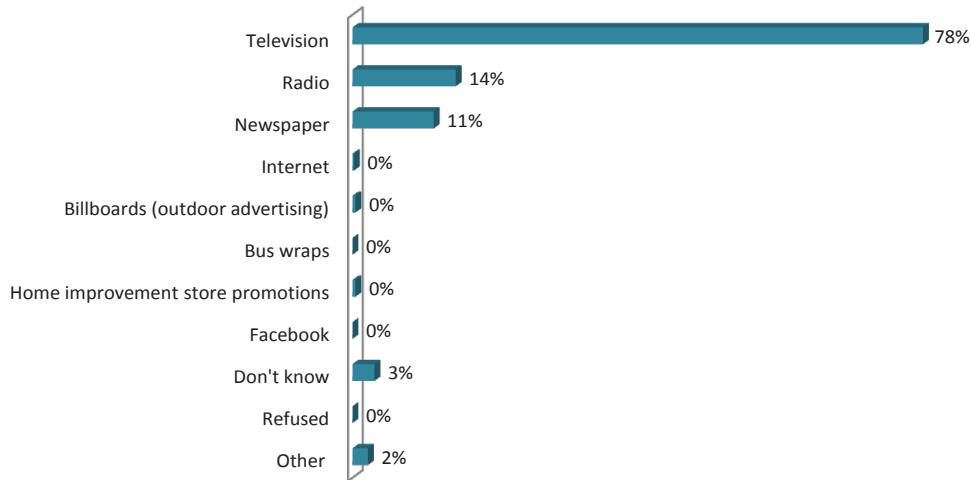
Prior to the advertising campaign only 24% of residents in the District claimed to have heard or seen something in the media about “Skip a Week” of watering or irrigation. This percentage jumped to 57% by the end of the advertising campaign. There were significant increases in percentages of residents who recalled this message after the campaign in all three regions of the District. The most dramatic increase was in the central region (20% prior to 71% after), yet the smallest increase across regions was still substantial (28% prior to 52% after) in the north region.



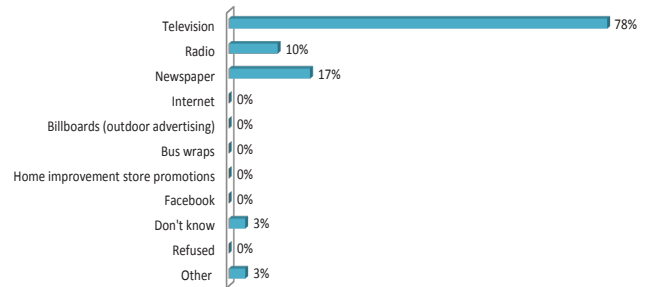
Where did you hear or see the “Skip a Week” message?

Most residents (78%) who noticed the “Skip a Week” message saw it on television with significantly fewer noticing it on radio (14%) and in the newspaper (11%). None of the residents noticed Skip a Week in the social media. Results did not differ significantly across regions of the District.

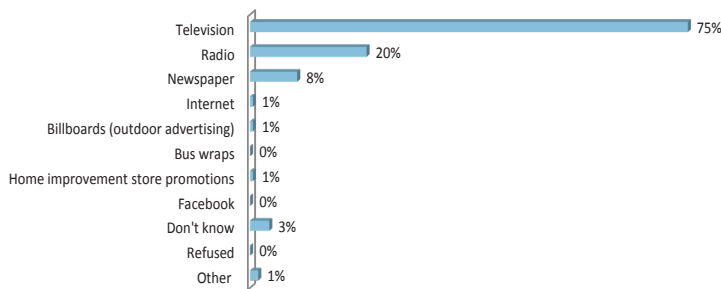
Total



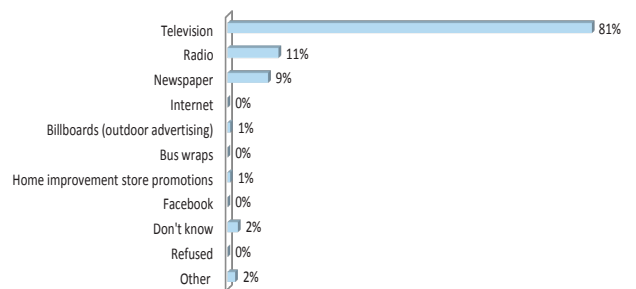
North



Central

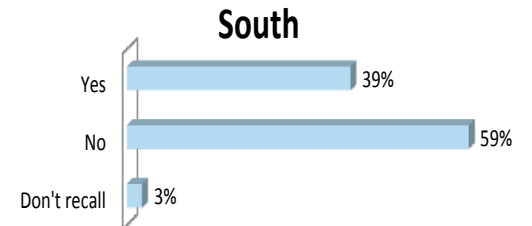
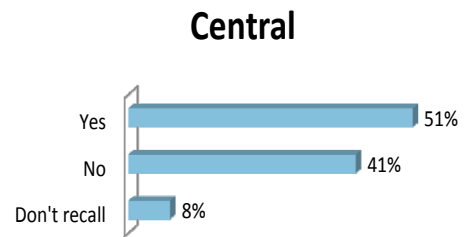
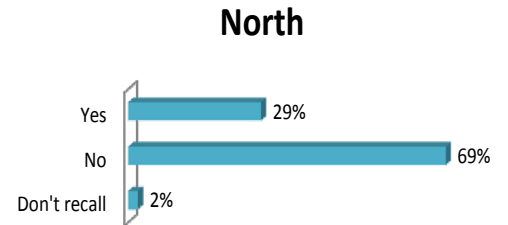
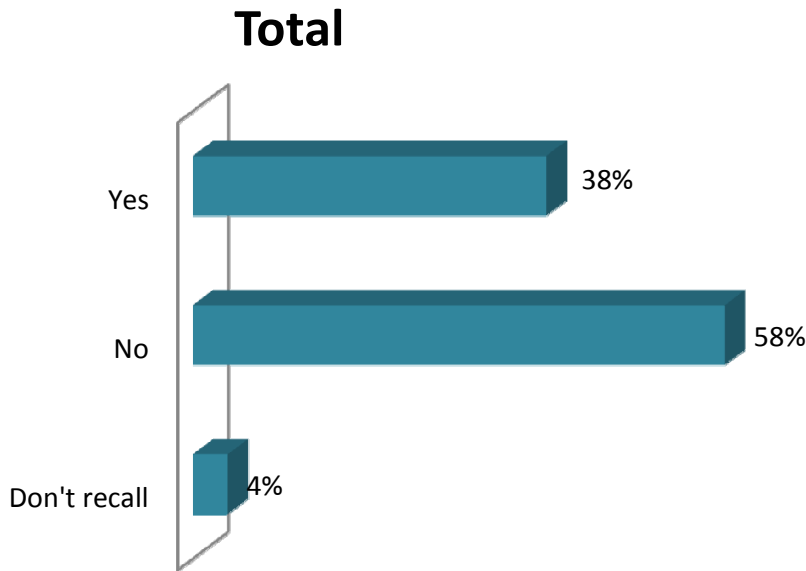


South



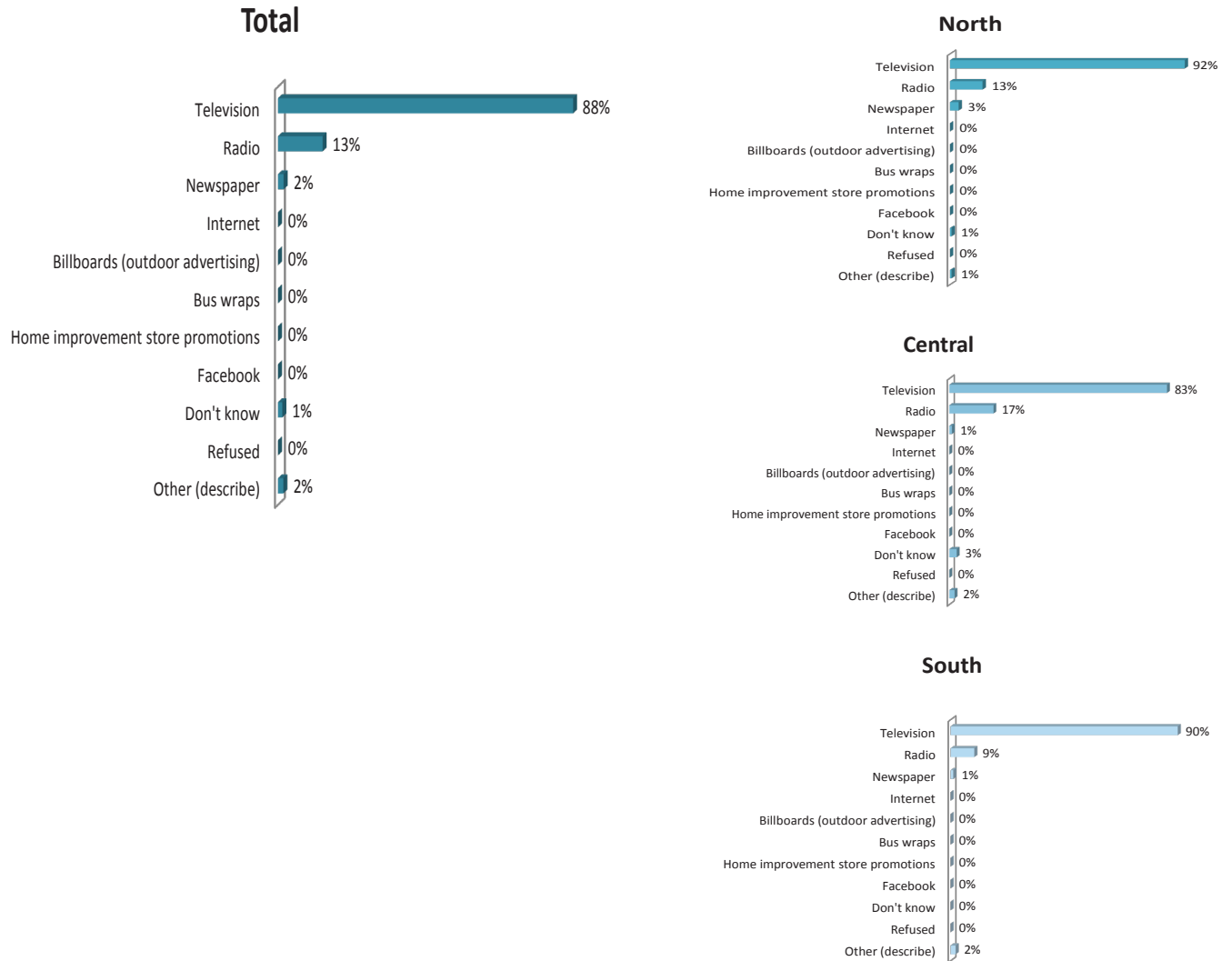
Have you heard or seen anything in the media demonstrating how to turn off your irrigation timer?

Nearly two in five residents (38%) noticed media coverage of the concept of turning off irrigation timers. Awareness of this concept was highest in the central region (51%) and lowest in the north region (29%).



Where did you hear or see this message?

Nine out of ten residents (88%) who noticed a message in the media about turning off irrigation timers saw it on television. At least 90% of residents in the north and south regions of the District noticed a water-related advertisement on television as did five in six residents (83%) in the central region. One in ten residents (13%) noticed this message on radio.

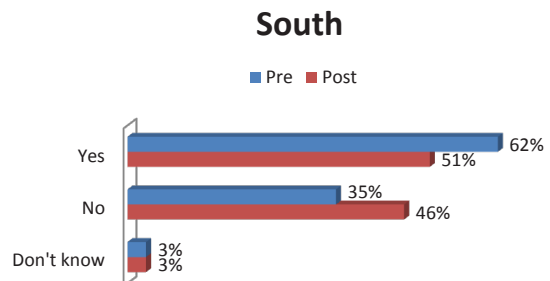
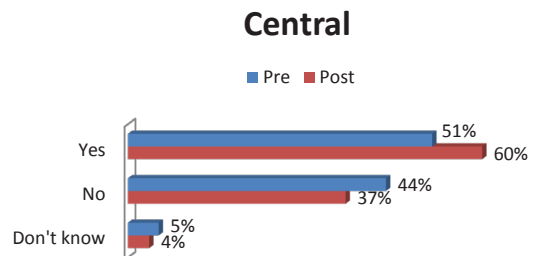
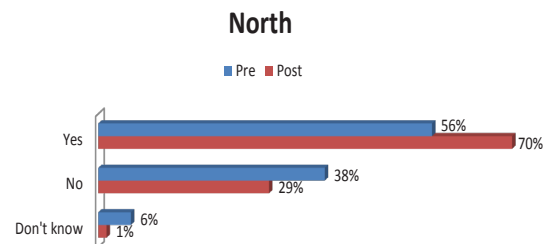
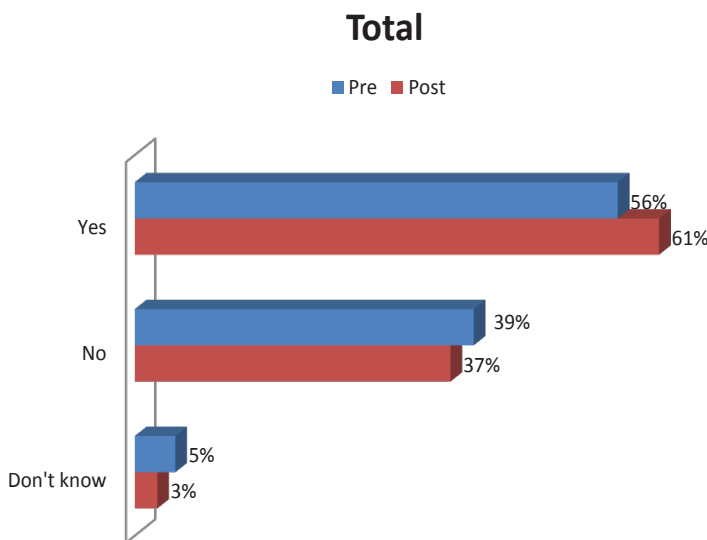


Here are some words and phrases you may have heard or seen in advertisements in your area. Please tell which of these you have seen or heard in the past few months.

“Florida’s Water, It’s Worth Saving.”

In aided recall format, residents were asked if they recalled specific messages or phrases in advertisements over the previous few months.

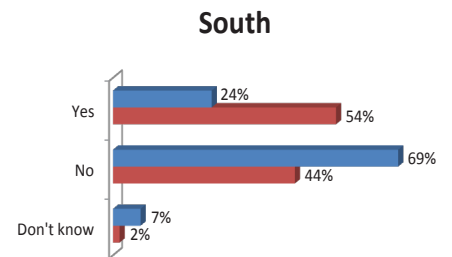
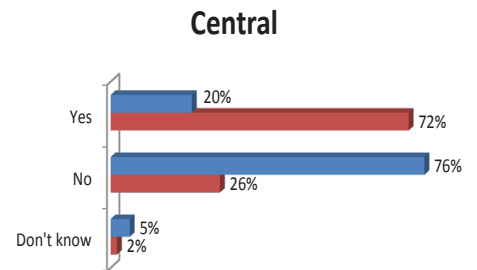
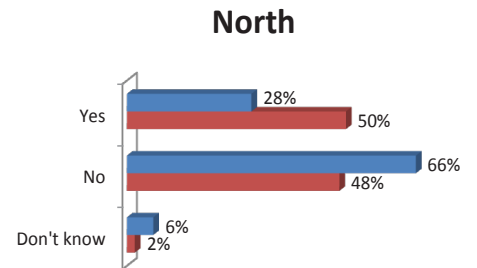
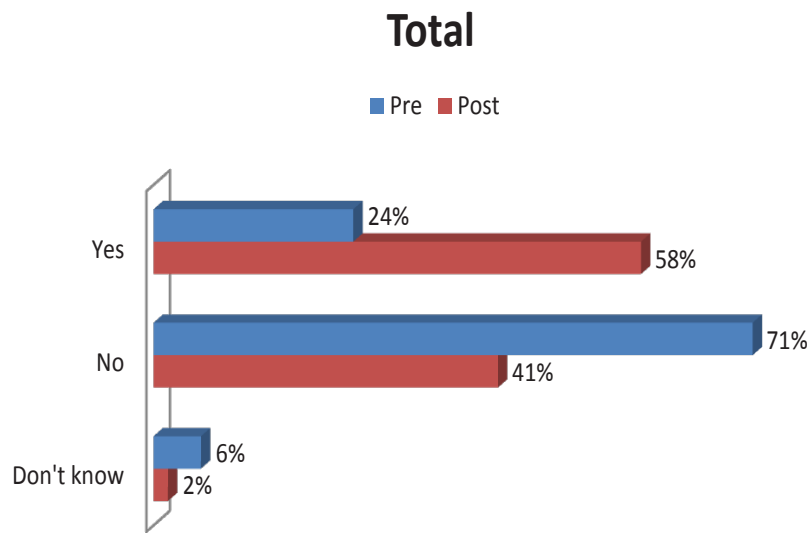
Over half of residents (56%) recalled “Florida’s water, It’s worth saving” prior to the advertising campaign. This percentage increased significantly to 61% after the campaign. There were increases in recall of this message in two of the three regions of the District as recall for residents in the north increased from 56% to 70% while recall for residents in the central region improved from 51% to 60%. There was a drop in recall of “Florida’s water, It’s worth saving” from 62% to 51% of residents in the south region.



Here are some words and phrases you may have heard or seen in advertisements in your area. Please tell which of these you have seen or heard in the past few months.

“Skip a Week of Irrigation.”

The advertising campaign was responsible for a dramatic increase in the percentage of residents who recalled “Skip a week of irrigation.” Only 24% of residents claimed they had heard or saw this message prior to the advertising campaign, while nearly three in five residents (58%) had noticed the message after the campaign. Increased awareness of “Skip a week of irrigation” was significant in all three regions with the central region experiencing the greatest increase (20% to 72%).

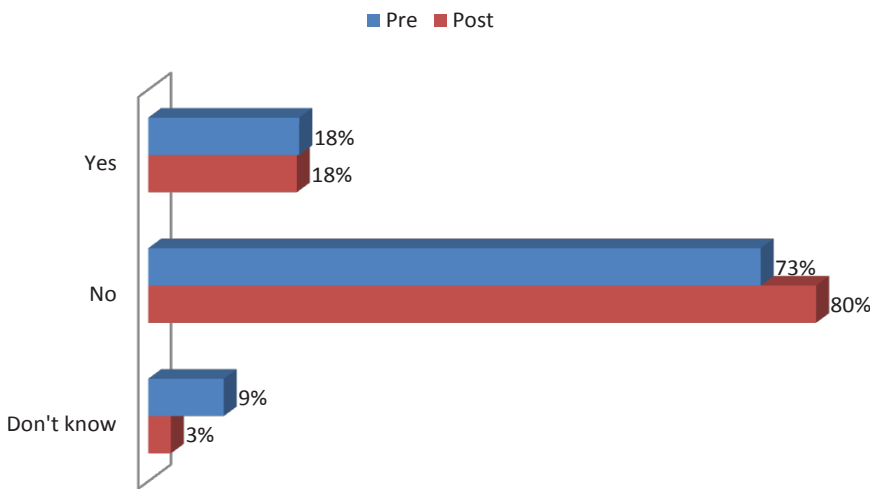


Here are some words and phrases you may have heard or seen in advertisements in your area. Please tell which of these you have seen or heard in the past few months.

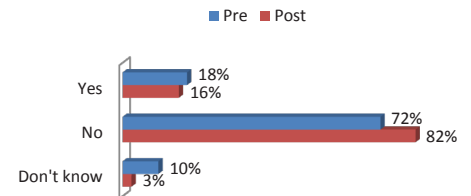
“Get Outside!”

The percentage of residents who recalled the message “Get outside,” stayed the same during the advertising campaign. However, there was a slight increase in awareness of this message in the central region.

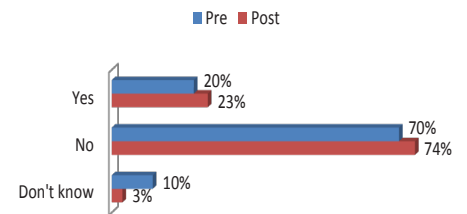
Total



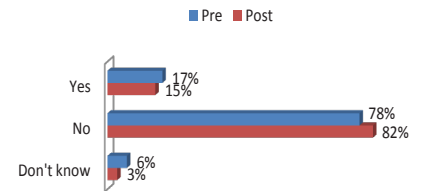
North



Central



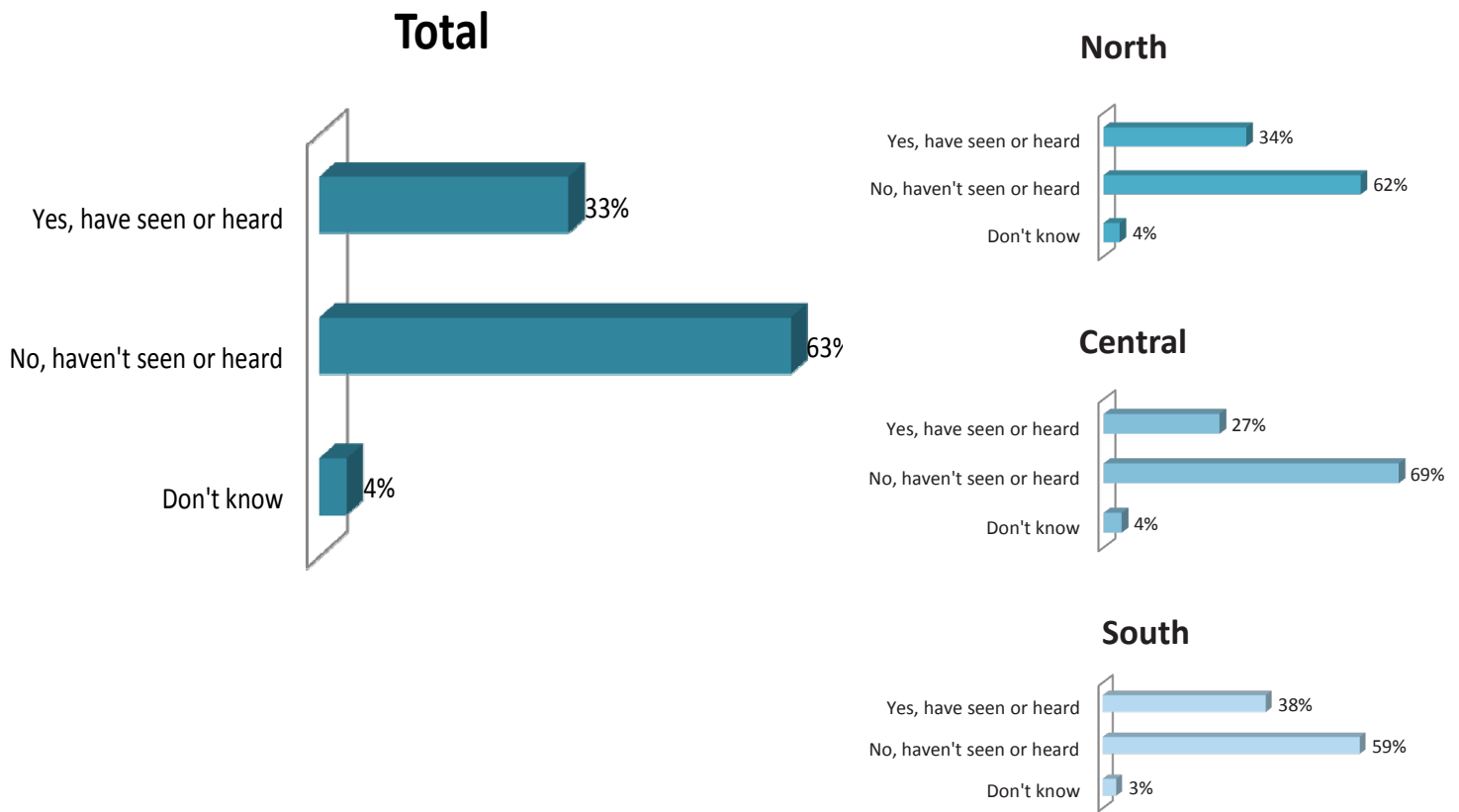
South



Here are some words and phrases you may have heard or seen in advertisements in your area. Please tell which of these you have seen or heard in the past few months.

“Water is worth its weight in gold!”

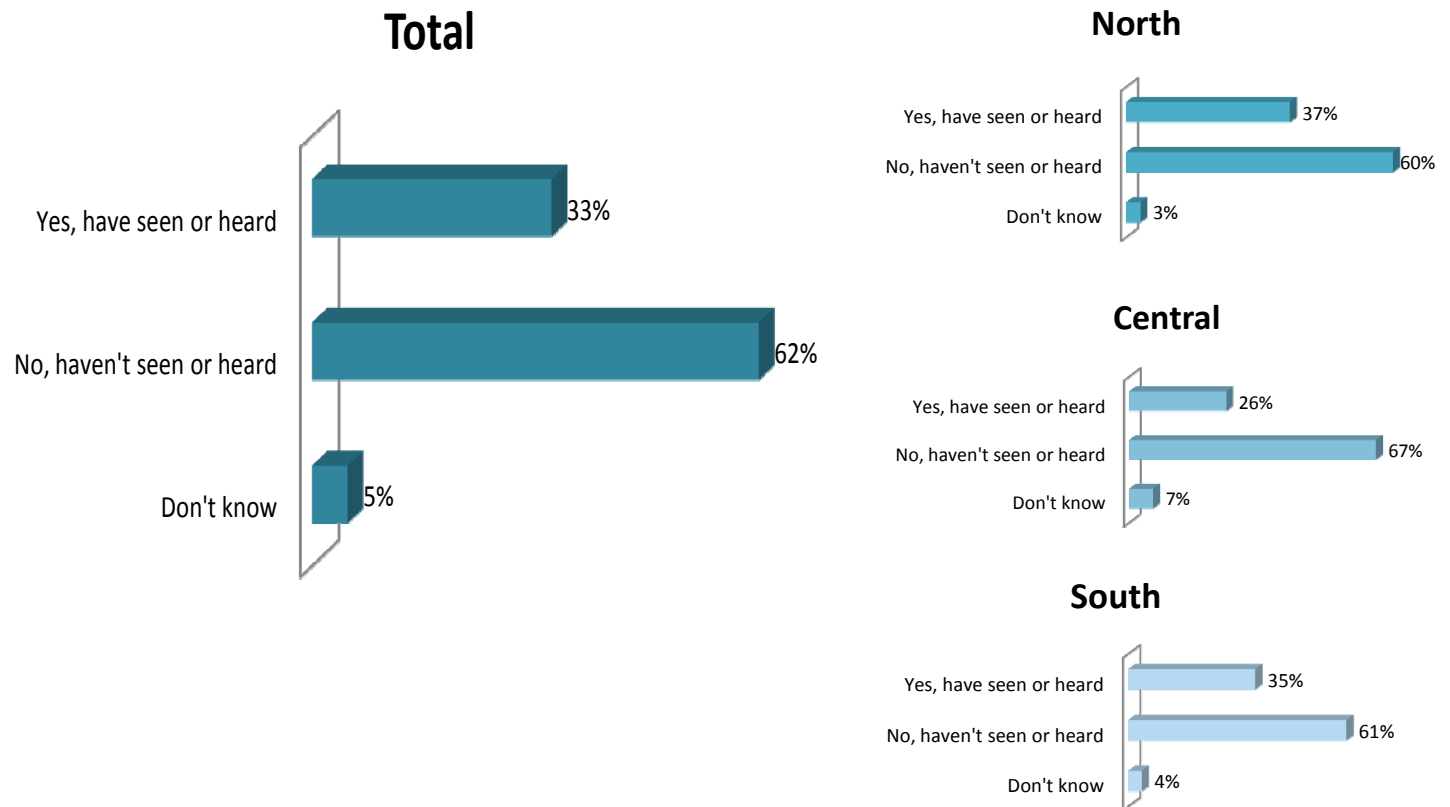
Just one in three residents (33%) recalled “Water is worth its weight in gold” after the advertising campaign. There was no pre-campaign measure for this message. Recall of this message was greatest in the south region (38%) and lowest in the central region (27%).



Here are some words and phrases you may have heard or seen in advertisements in your area. Please tell which of these you have seen or heard in the past few months.

“It’s your water, protect it.”

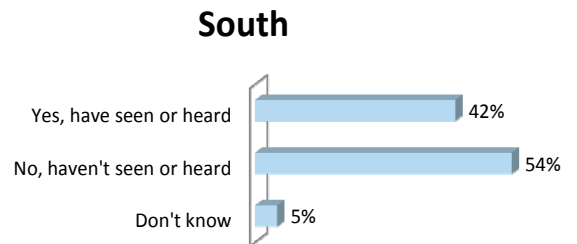
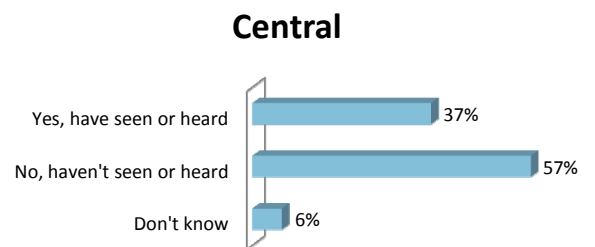
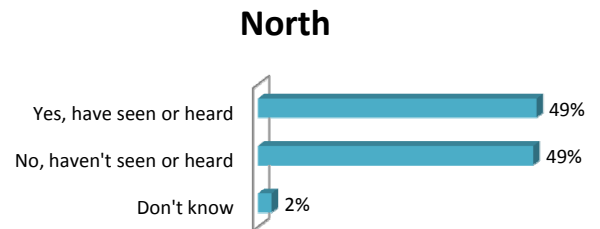
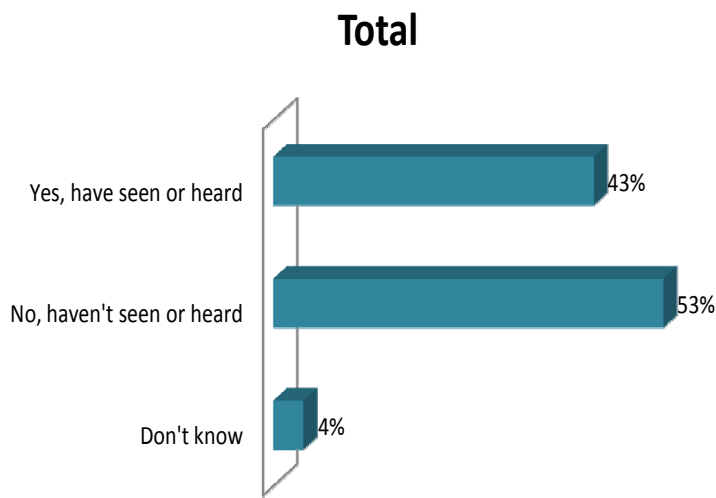
Another phrase that was not tested before the campaign was “It’s your water, protect it.” One in three residents (33%) recalled this phrase. Recall was slightly higher in the north region (37%) and slightly lower in the central region (26%).



Here are some words and phrases you may have heard or seen in advertisements in your area. Please tell which of these you have seen or heard in the past few months.

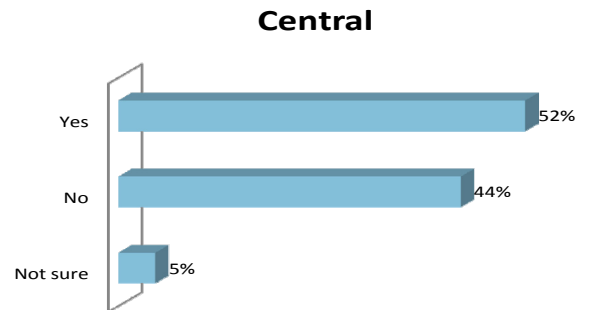
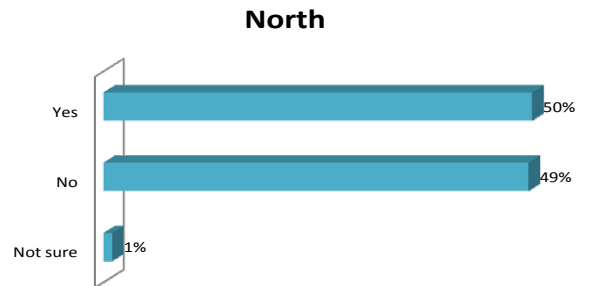
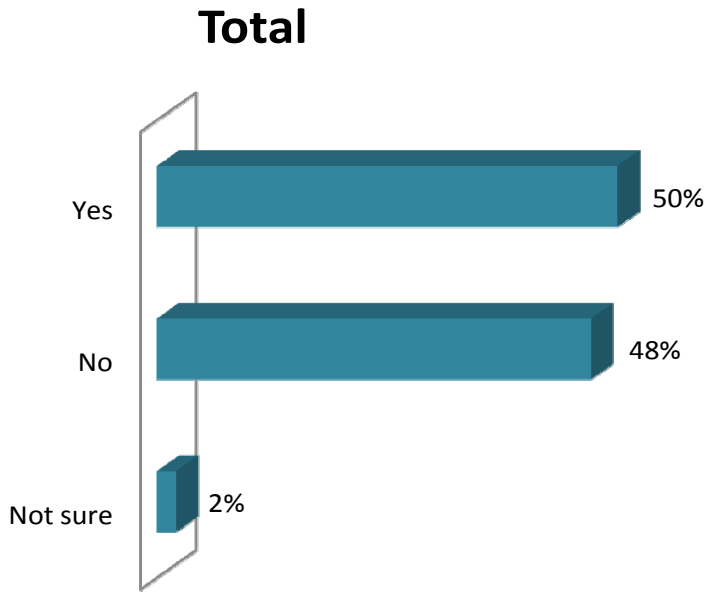
“Don’t be a water hog!”

“Don’t be a water hog” was recalled by more than two in five residents (43%). This message was not tested prior to the advertising campaign. Recall was slightly higher in the north region (49%) and slightly lower in the central region (37%).



Have you ever heard of the word “Swiftmud”?

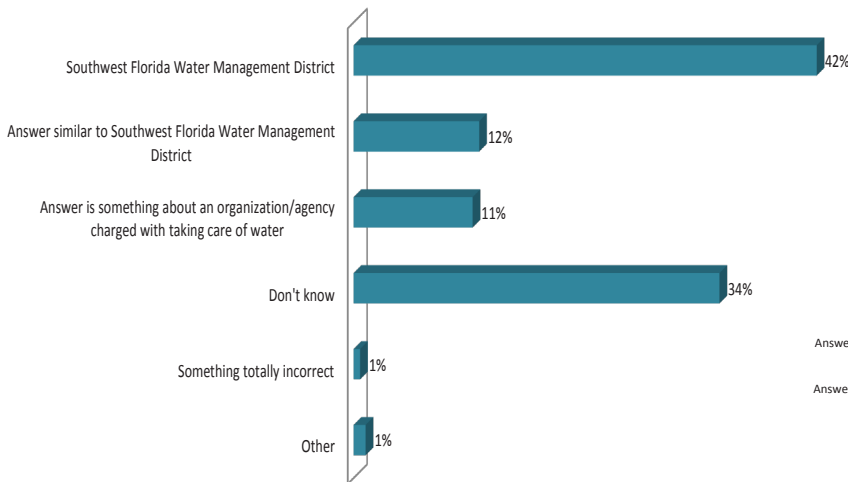
Half of residents (50%) in the District maintained they had heard of the word “Swiftmud.” Awareness of this word was highest in the central region (52%) and lowest in the south and north regions (50%).



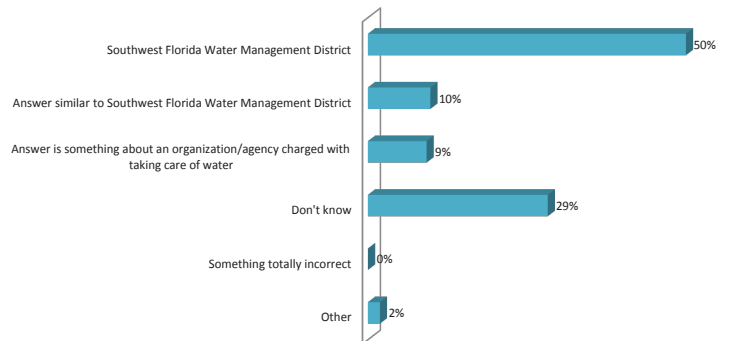
What does Swiftmud stand for?

A plurality of residents who had heard of Swiftmud (42%) were certain that it stood for the Southwest Florida Water Management District. This 42% translates to 21% of all residents (42% X 50%). Another 23% of residents who had heard of Swiftmud used words that indicated that they had the Southwest Florida Water Management District in mind or at least some agency that “cared for water” in mind when they answered. When these individuals are added to the residents who specifically could name the Southwest Florida Water Management District, a total of 65% of residents who had heard of Swiftmud associated this name with the actual organization or an agency that manages water resources. This 65% translates to 33% of all residents (65% X 50%) who were aware of Swiftmud. Across the regions, the percentages of all residents who knew that Swiftmud was the Southwest Florida Water Management District were 35% in the north, 35% in the central, and 29% in the south region.

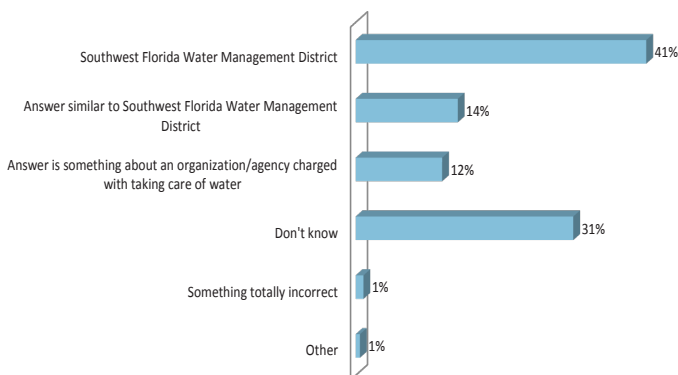
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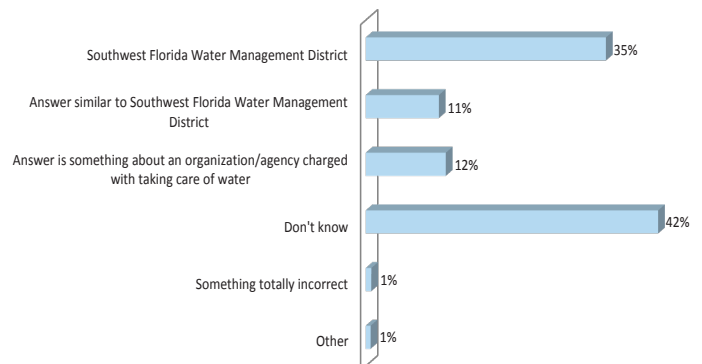
North



Central



South

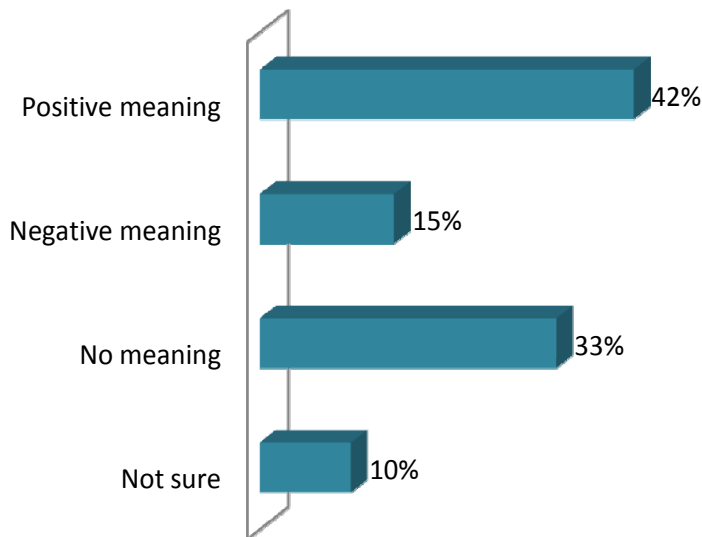


When you hear the word Swiftmud, what meaning does it have for you?

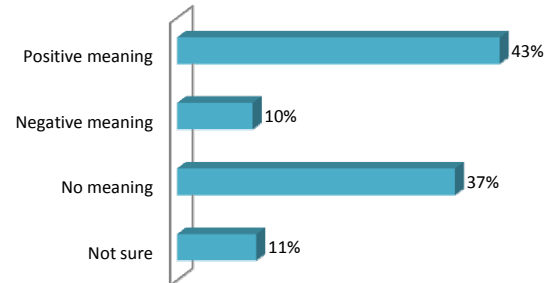
Residents who had heard of Swiftmud (50% of all residents) were more likely to associate a positive meaning (42%) rather than a negative meaning (15%) to the word. More than two in five (43%) who had heard of the word gave it no meaning or were not certain of its meaning. Translating these figures to all residents resulted in the following:

- 21% of all residents have a positive association with the word Swiftmud
- 8% of all residents have a negative association with the word Swiftmud
- 21% of all residents have no meaning or are not certain of the meaning of the word Swiftmud
- 50% were not familiar with the word Swiftmud

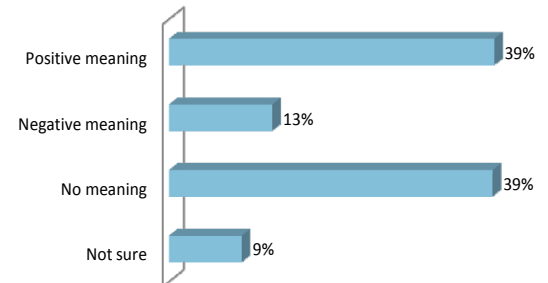
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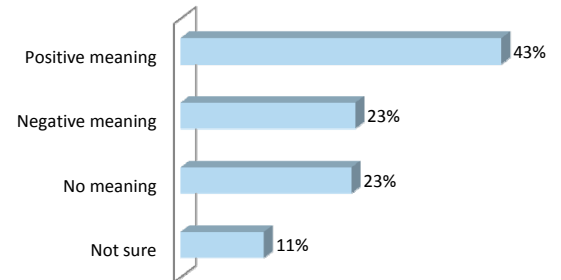
North



Central



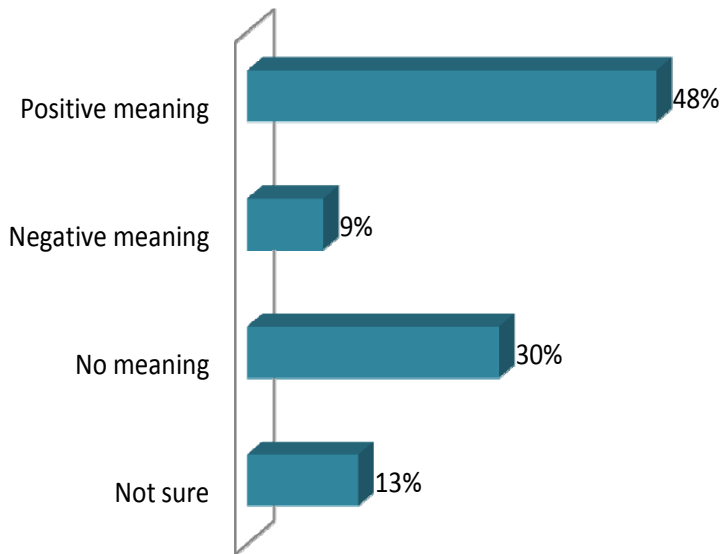
South



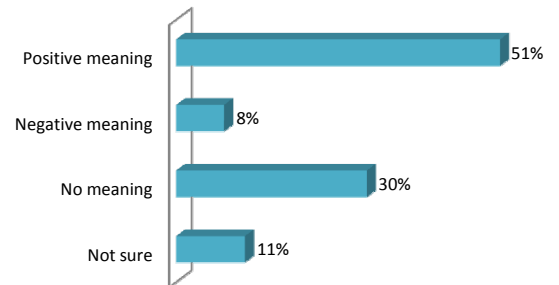
The word Swiftmud is an abbreviation for the Southwest Florida Water Management District. What meaning does the Southwest Florida Water Management District have for you?

After being given information about the word Swiftmud, residents were again asked about whether it had a positive or negative connotation. A plurality (48%) claimed Swiftmud had a positive connotation, while only 9% indicated it had a negative association for them. More than four in ten residents (43%) said they did not have a positive or negative association with Swiftmud or were uncertain about its evaluative interpretation. Residents in the north and south regions (51%) were more likely to have a positive association with Swiftmud, while residents in the central region were least likely to have a positive association (42%). It should be noted that the ratio of positive to negative associations with the word Swiftmud were at least 3.5 to 1 in all regions.

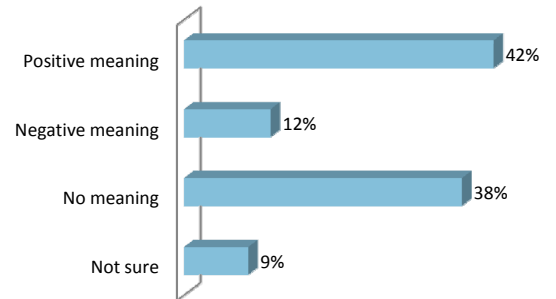
Total



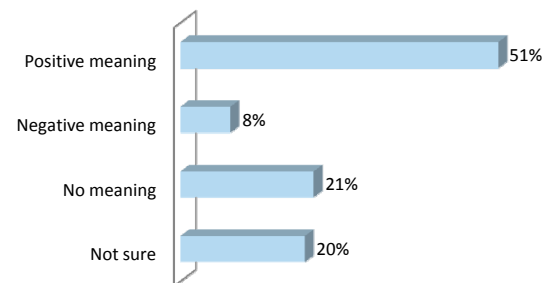
North



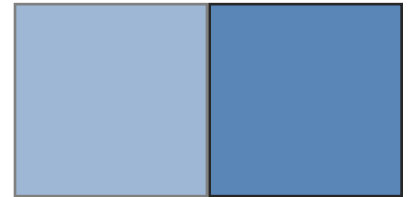
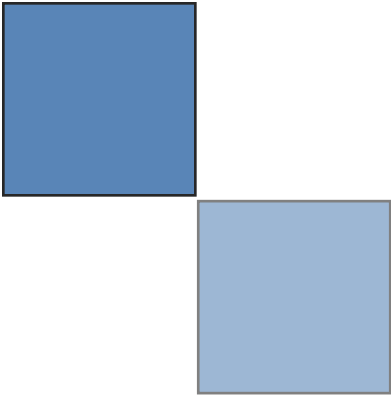
Central



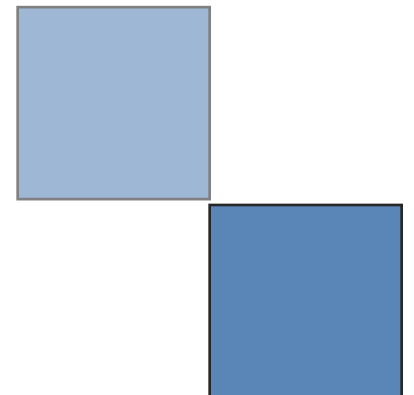
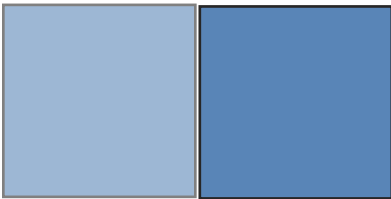
South



Skip a Week Campaign



CONSERVATION LAND USAGE AND RATINGS

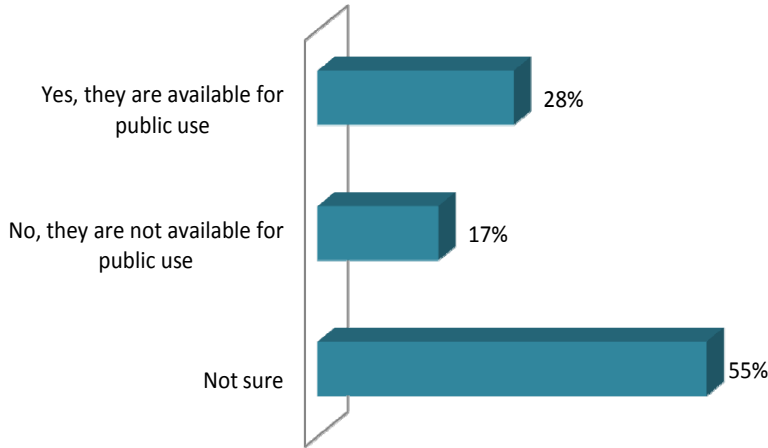


Skip a Week Campaign

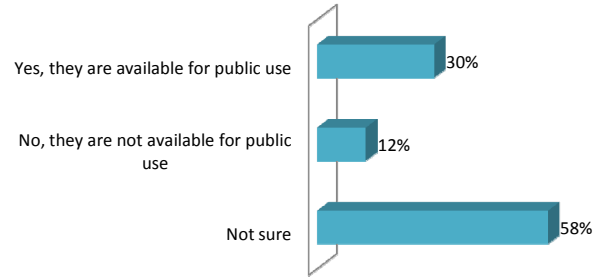
The Southwest Florida Water Management District acquires conservation lands. Are these lands available for public use?

Only 28% of all residents living in the District who were interviewed were aware that the lands acquired by the Southwest Florida Water Management District were available for public use. Nearly one in five residents (17%) claimed these lands were not for public use, while most residents (55%) did not know. Belief that the District’s lands were available for public use was highest in the north region (30%).

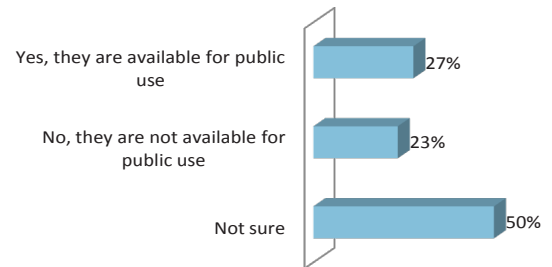
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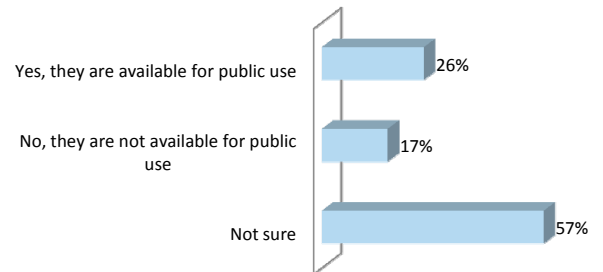
North



Central

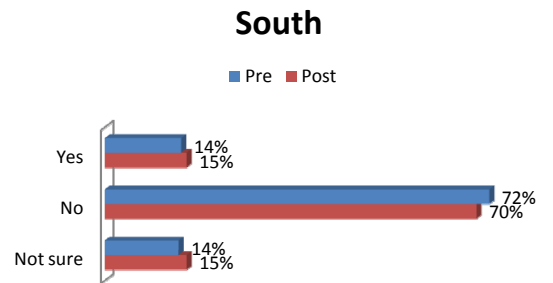
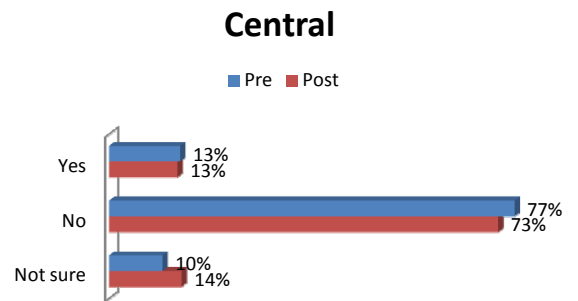
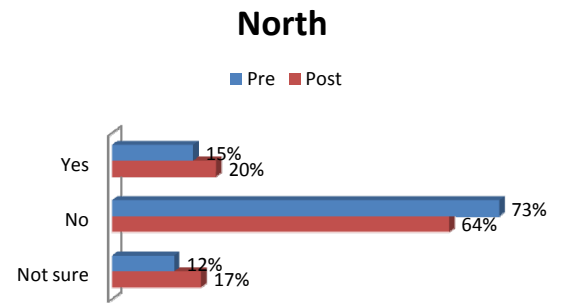
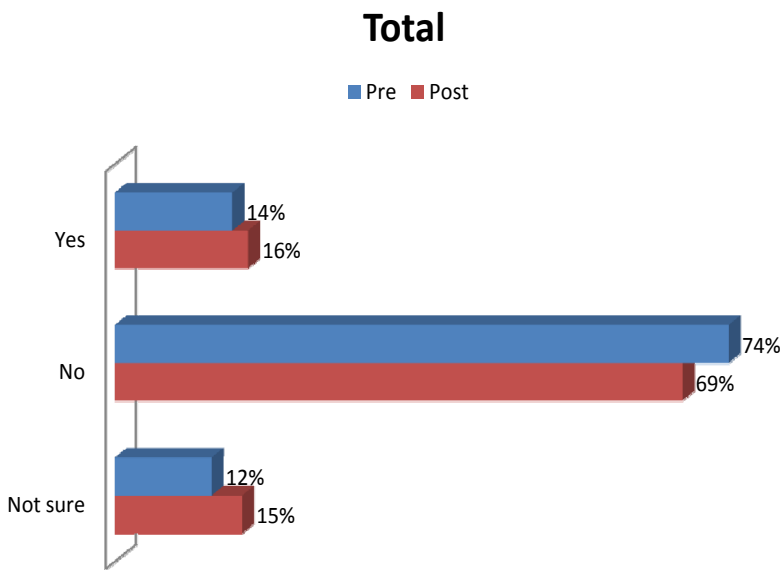


South



Have you ever used any of the Southwest Florida Water Management District land for outdoor recreation purposes?

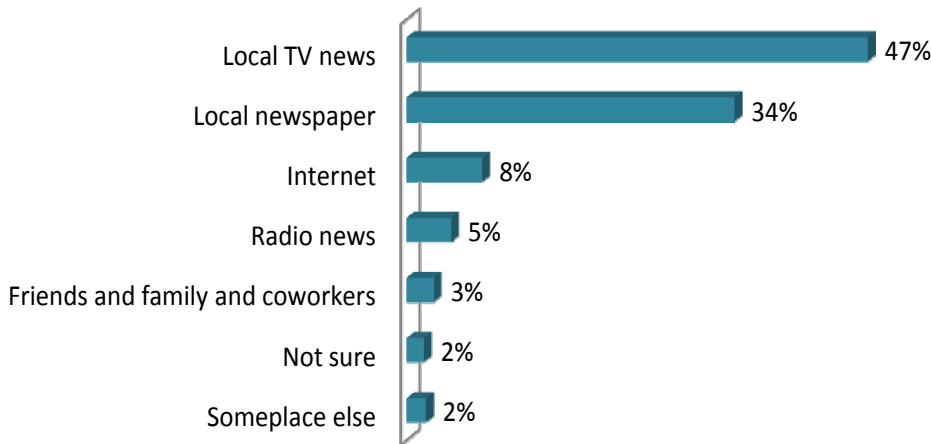
Only 16% of residents indicated they had used the District’s lands for recreational purposes. Prior to the advertising campaign, only 14% had used the District’s lands for recreation. After the advertising campaign, comparatively more residents in the north region (20%) used the District’s lands for recreation.



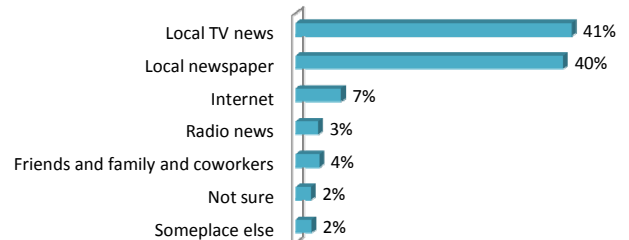
Generally speaking, where would you say that you get most of your information about news in your community?

Residents obtained most of their community news from local television (47%) and local newspapers (34%). Only 8% listed the Internet as a source for most of their community news. Responses differed somewhat across regions as comparatively more residents in the central region named local television (53%) and comparatively more residents in the north region (40%) listed local newspapers as their sources for community news.

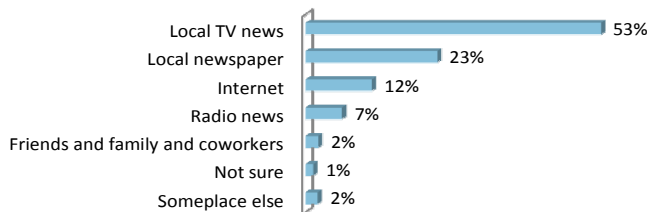
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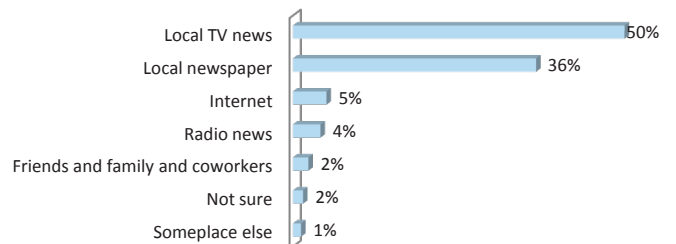
North



Central



South



What suggestions do you have for making these lands more useful and enjoyable to you and others?

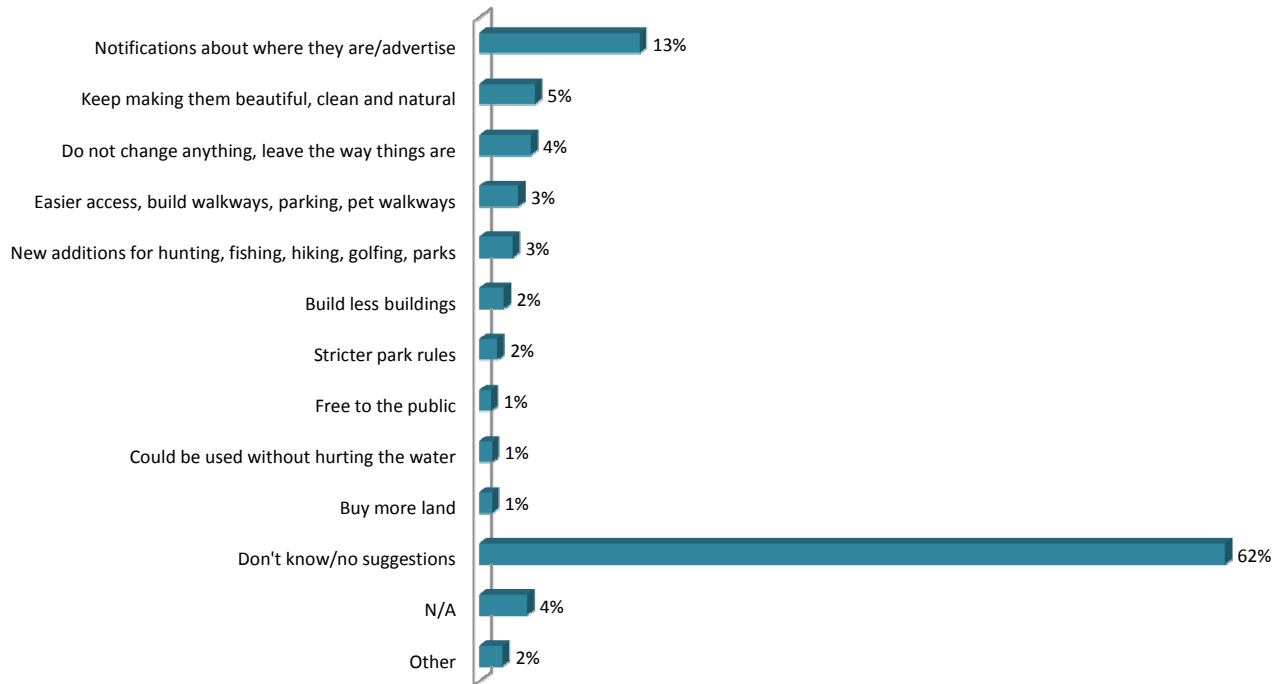
The majority of residents (62%) had no suggestions for making District lands more useful and enjoyable. One out of eight residents (13%) recommended more notifications and advertising about the location of District lands. Representative quotes are below:

- Well, I would say that people should be informed of where they [the lands] are.
- I am not aware of the fact that Swiftmud was responsible for these parks in my area. I believe maybe this should be promoted more so that the public will be more aware of what Swiftmud actually does for the state of Florida.
- I was not aware of these lands. Please make it known to the public.

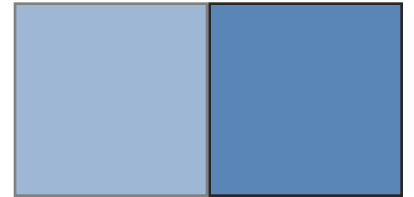
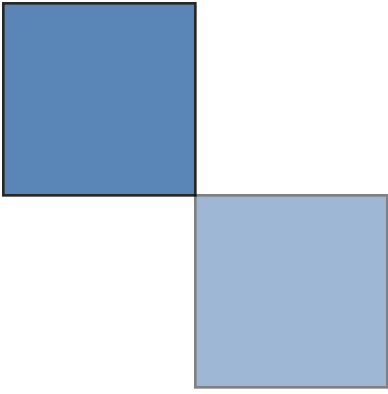
Another 5% of District residents suggested that the District should continue to make the lands beautiful, clean, and natural. Representative quotes are below:

- [The District should] keep them pristine. Don't mess them up with housing developments and concrete parking lots.
- [The District should] continue to respect the land and take care of it.
- The only suggestion I have would be to keep the parks as natural as possible.

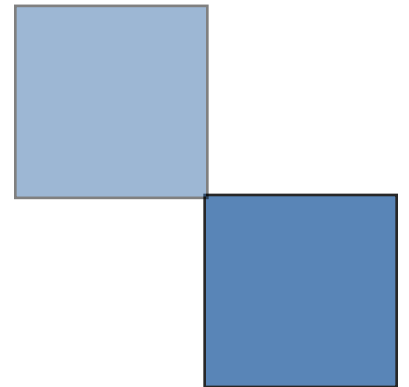
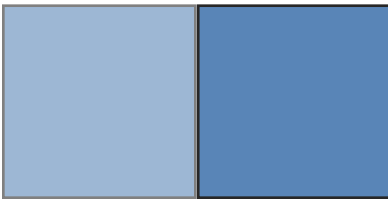
Four percent of residents recommended that the District should maintain the status quo.



Skip a Week Campaign



DEMOGRAPHICS

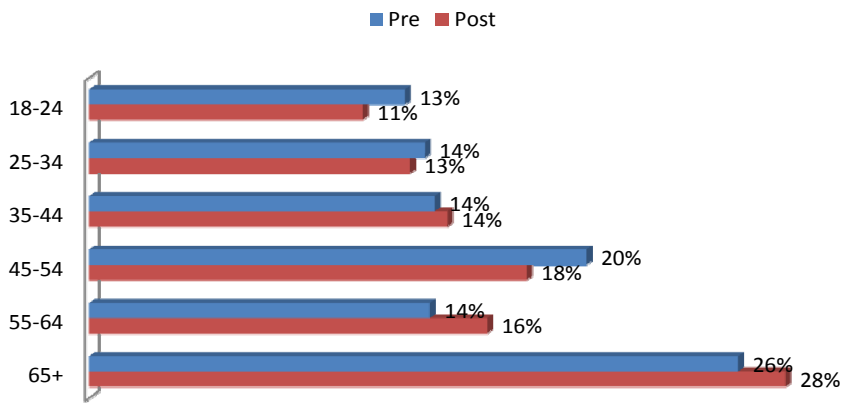


Skip a Week Campaign

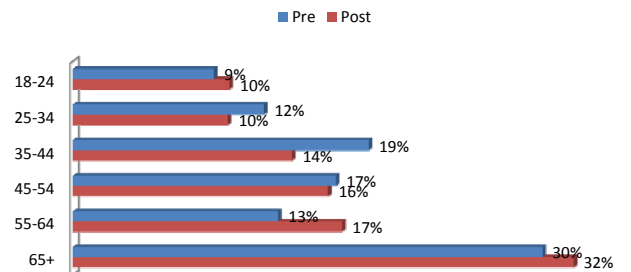
What year were you born?

Nearly three in ten residents (28%) were above the age of 65. This percentage was highest in the north region (32%).

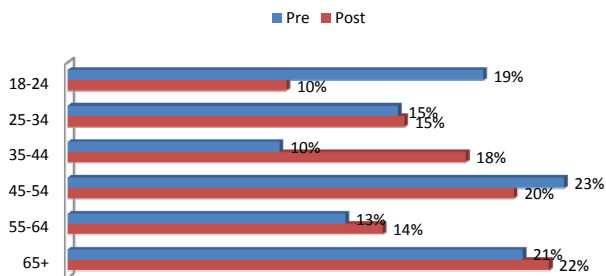
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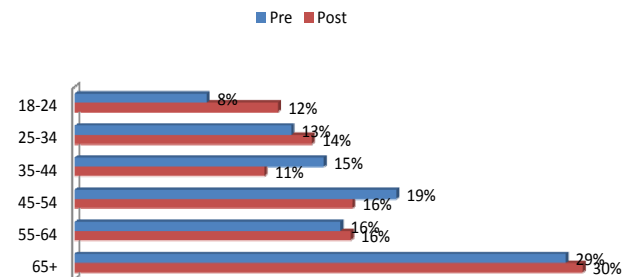
North



Central

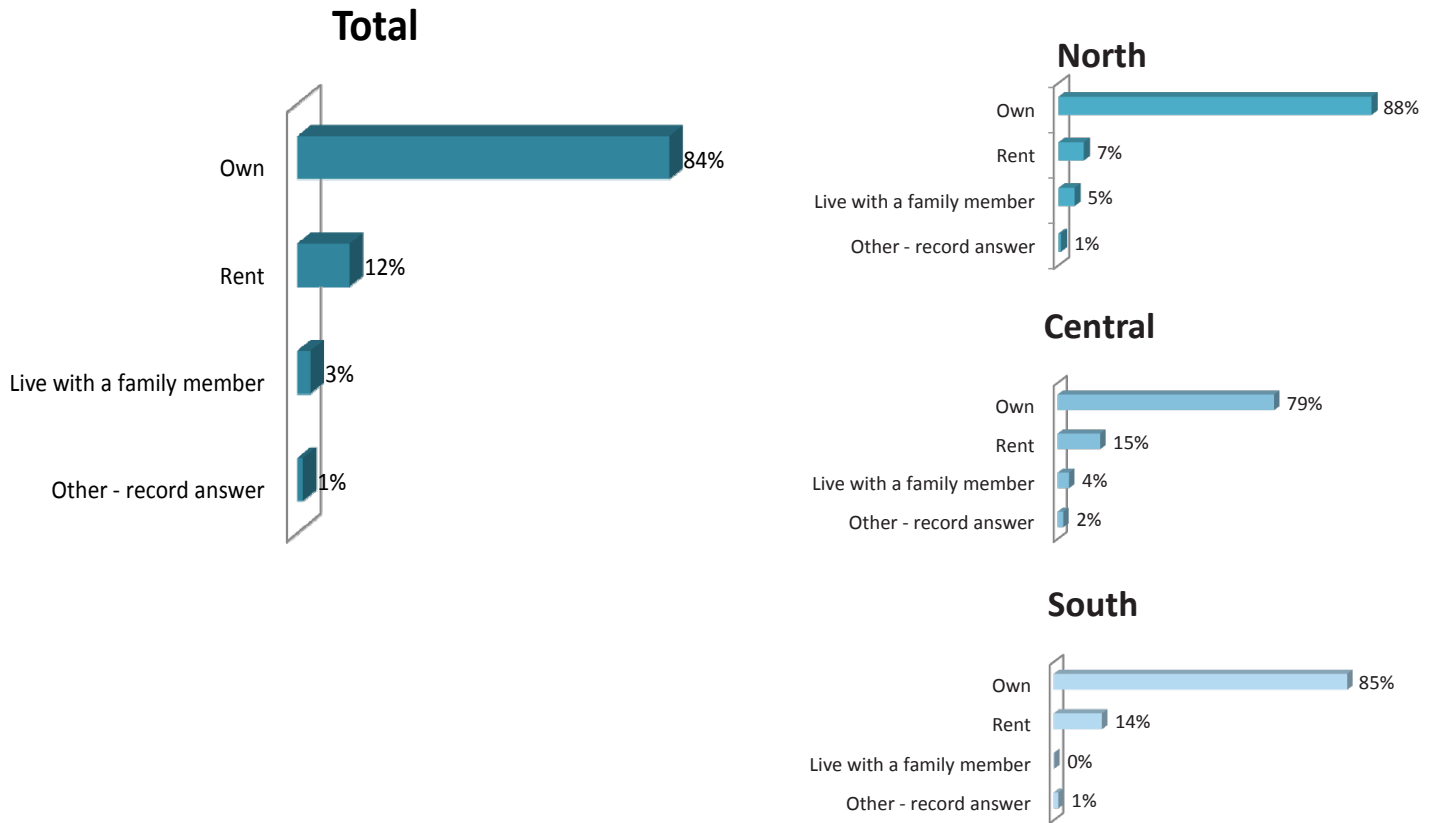


South



Do you own or rent your home?

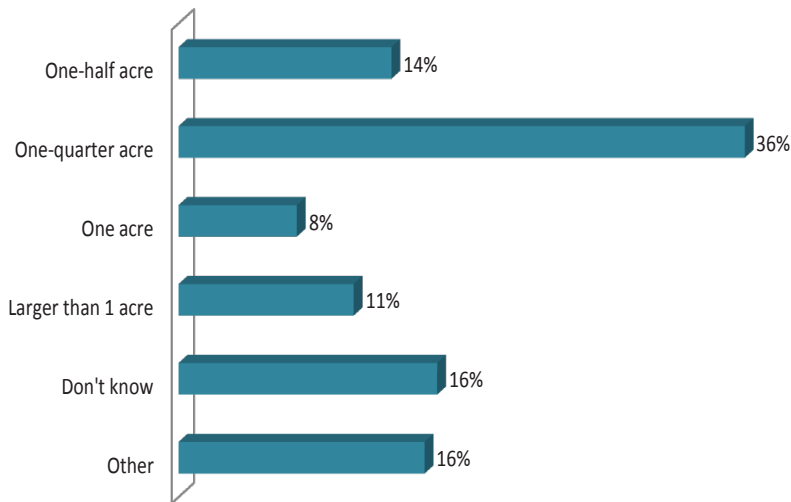
Most residents in the study owned their home (84%). The percentage of those that owned their homes was highest in the north region (88%) and lowest in the central region (79%).



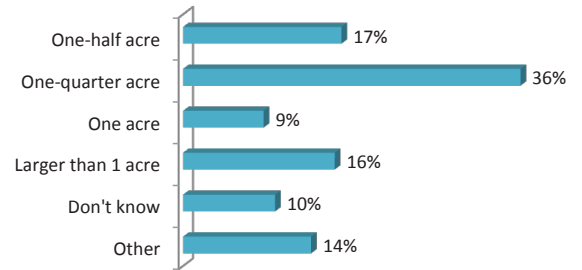
How large (approximate) is your yard?

One-quarter acre lots were most prevalent (36%), yet 19% of the residents in the study had lots that were at least one acre.

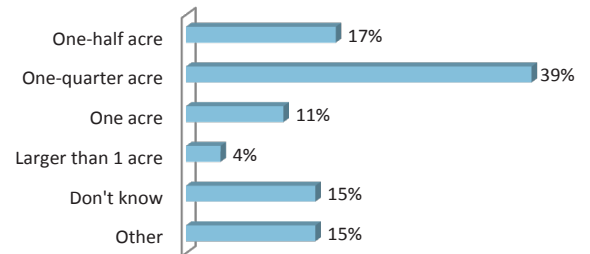
Total



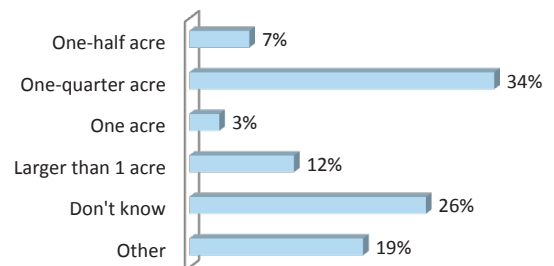
North



Central

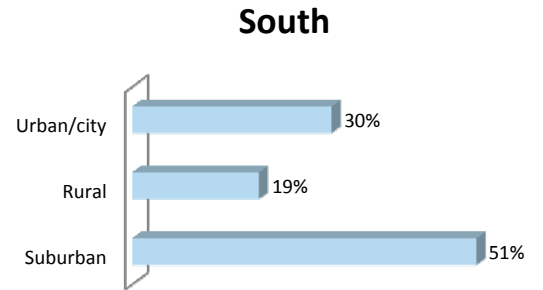
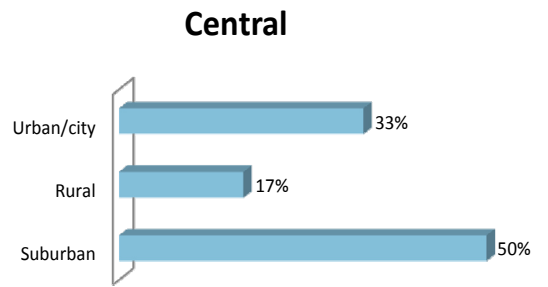
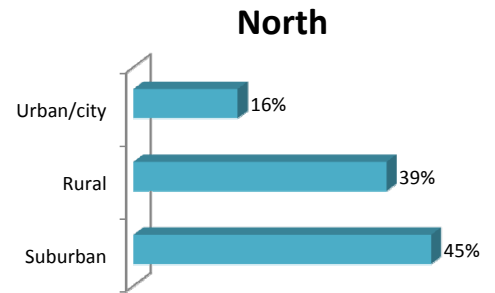
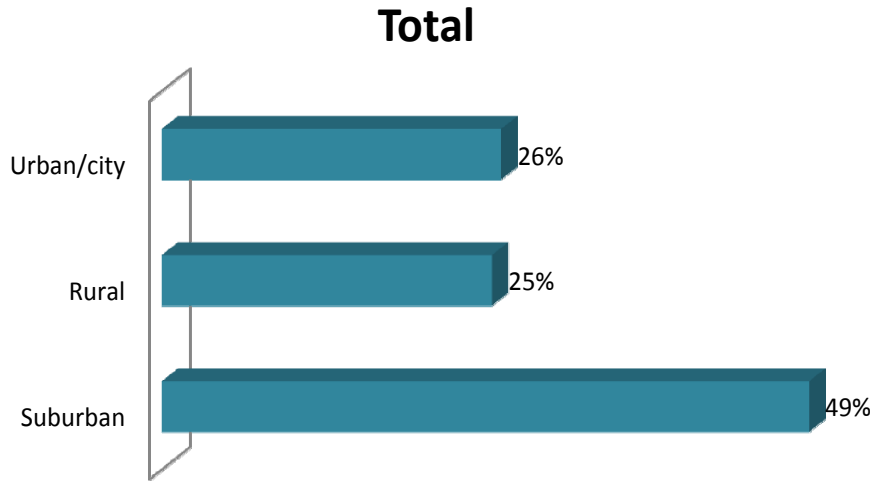


South



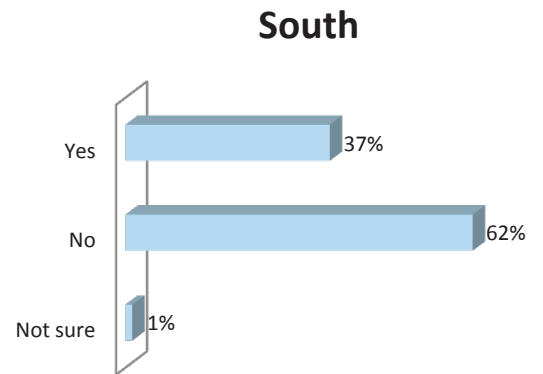
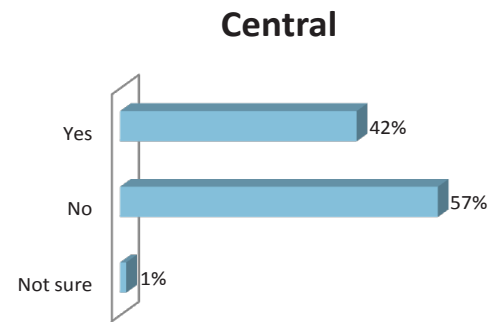
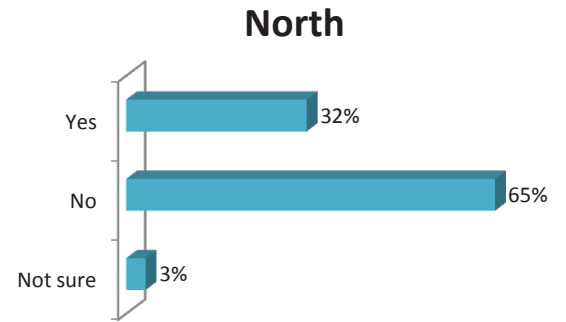
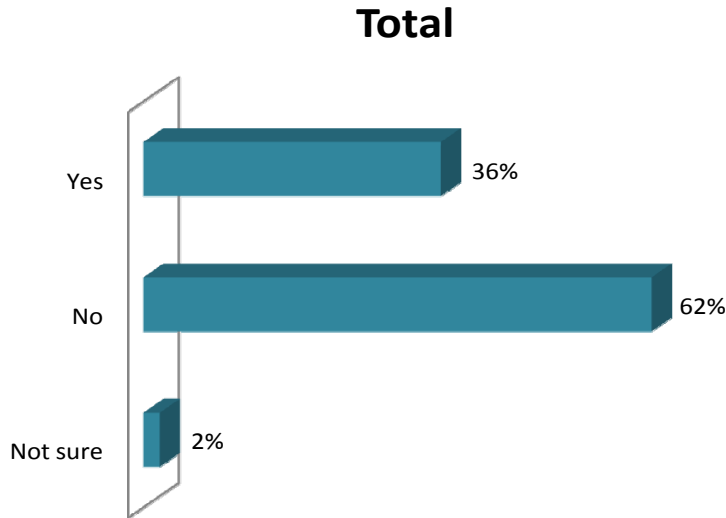
Which best describes your neighborhood?

Slightly fewer than half of the residents (49%) described their neighborhoods as suburban, while 26% lived in urban areas. Residents in the central region were more likely (33%) to indicate they lived in urban areas, while residents in the north region were more likely to indicate they lived in rural areas (39%).



Are you part of a homeowners association?

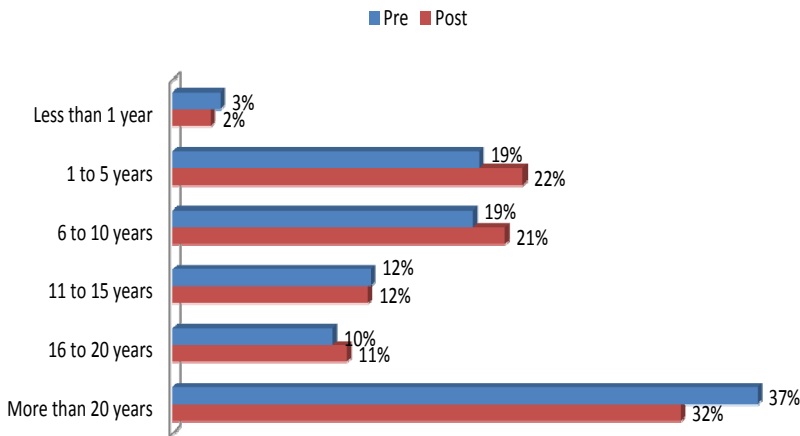
One in three residents (36%) indicated they were part of a homeowners association. Membership in homeowners associations was highest in the central region (42%) and lowest in the north region (32%).



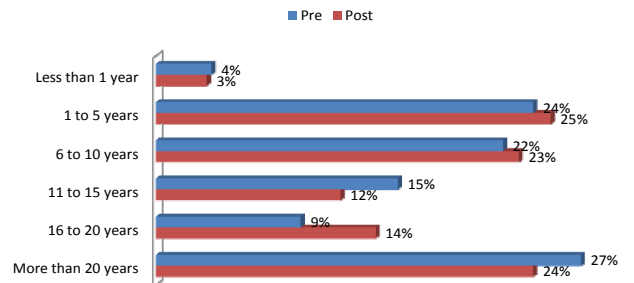
How long have you lived in your county?

The typical resident had lived in their county for about 13 years in both the pre advertising campaign survey and in the post advertising campaign study.

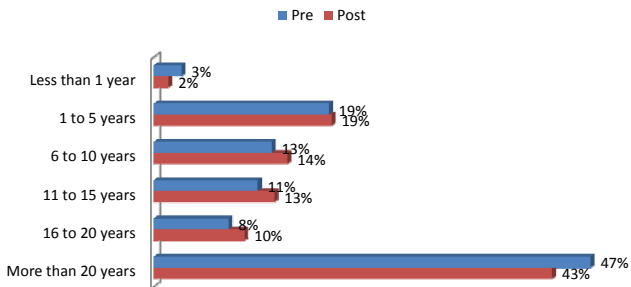
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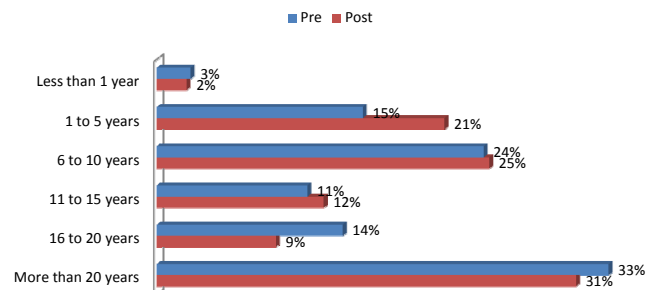
North



Central



South

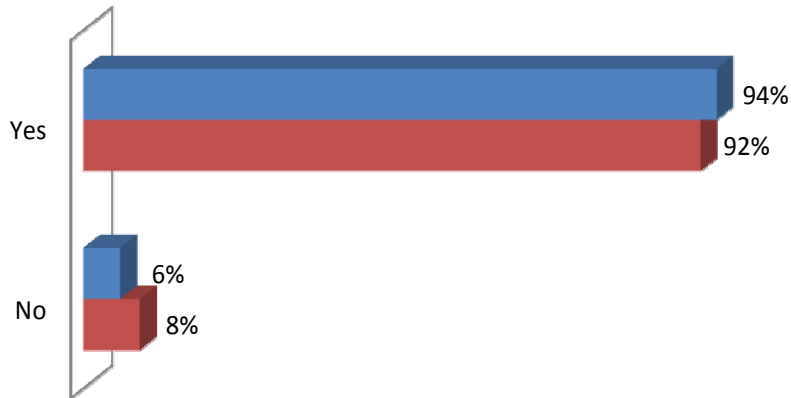


Do you live in Florida year-round?

Most of the residents in both surveys lived in Florida year-round.

Total

■ Pre ■ Post



North

■ Pre ■ Post



Central

■ Pre ■ Post



South

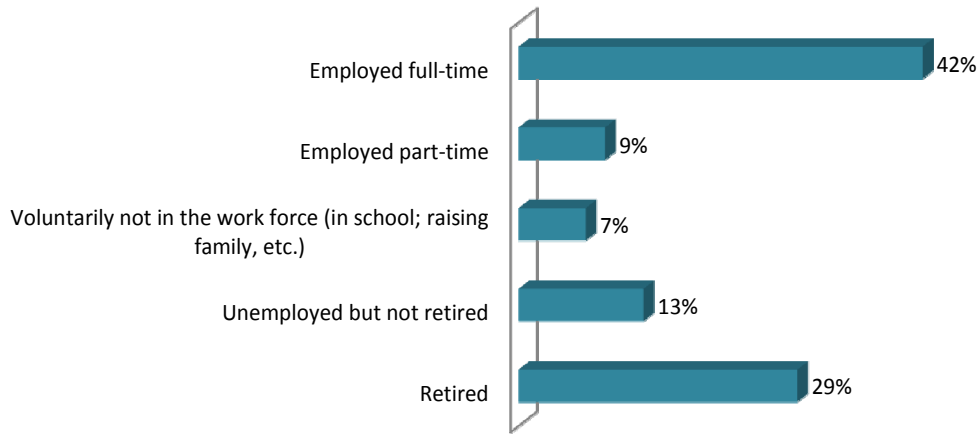
■ Pre ■ Post



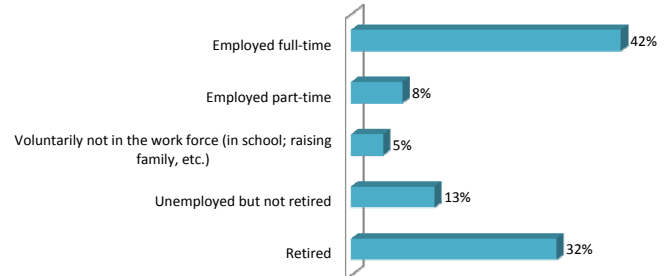
What is your present employment status?

A plurality of residents in the study were employed full-time (42%), while 29 percent of residents were retired.

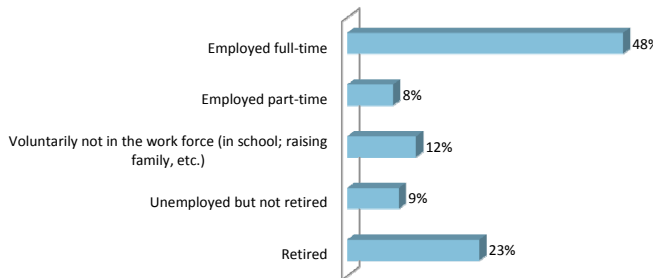
Total



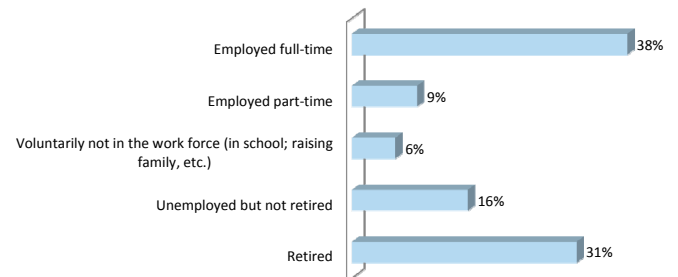
North



Central



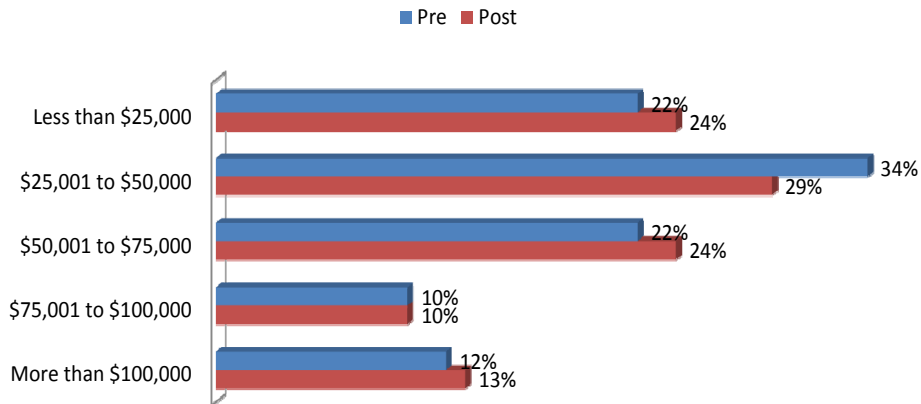
South



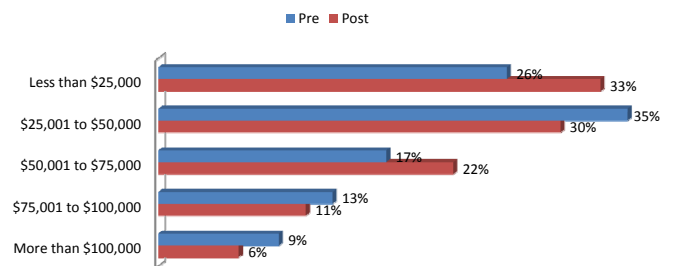
In what range did your total household income fall during 2009?

The median household income in the pre-campaign study was \$45,600 and it was \$47,100 in the post study.

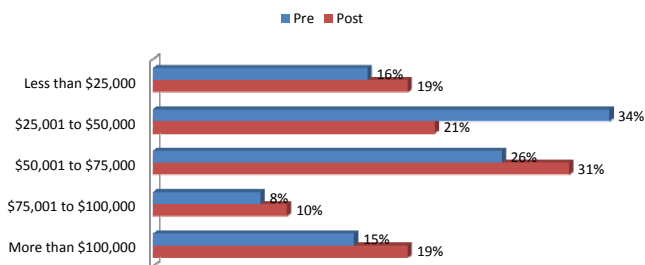
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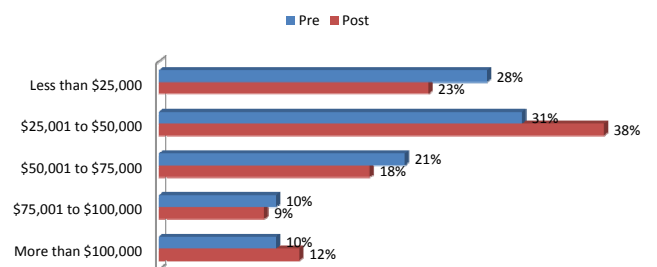
North



Central



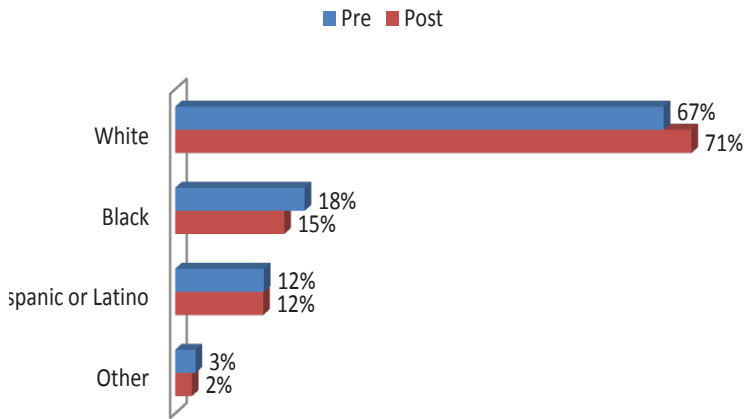
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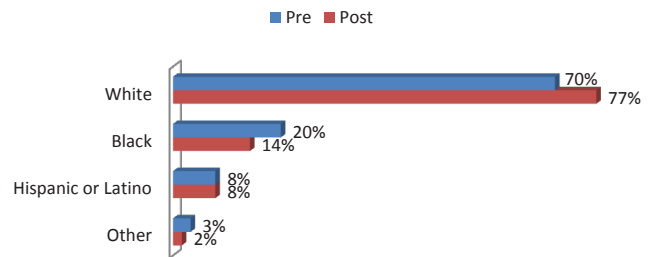
What is your ethnicity?

The majority of residents in both studies were ethnically white (67% and 71%, respectively).

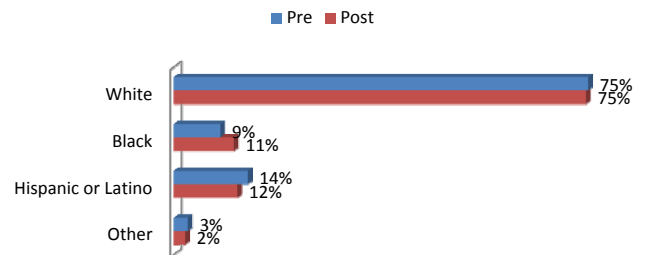
Total



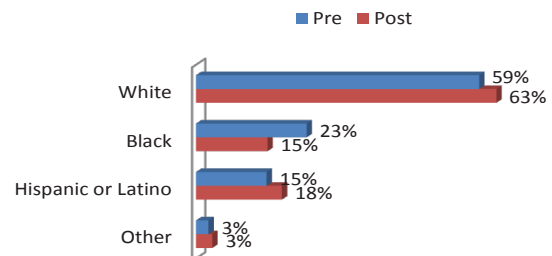
North



South



Central



What is your gender?

Over half of residents in both studies were female (54% and 51%, respectively).

