salter mitchell
MARKETING FOR CHANGE

Southwest Florida Water Management District

Crystal River/King's Bay and Rainbow River Survey
Final Report

Introduction

The Southwest Florida Water Management District (SWFWMD) partnered with SalterMitchell, Inc. to evaluate their social marketing campaign and learn more about the public's opinions and attitudes regarding specific target behaviors of residents in the Crystal River/King's Bay and Rainbow River area.

This post-test survey was conducted two months after the District launched their marketing campaign. The primary goal of the marketing campaign was to change lawn care behaviors of residents in the Crystal River/King's Bay and Rainbow River area. This report examines citizens' opinions and use of fertilizer as well as serves as an evaluation tool for the District's social marketing campaign. The research should aid the District in evaluating their strategies and in making decisions for future campaigns.

This report will analyze the data collected through an online panel. The panel was made up of 607 residents in the Crystal River/King's Bay and Rainbow River area. Respondents consisted of both homeowners and renters. In order to ensure relevancy to the research, all respondents lived in a home with a lawn cared for by themselves, someone else in the home, or by a lawn care service paid directly by the household.

Objectives

The District sought to change the behaviors of residents near the Crystal River/King's Bay and Rainbow River area. Pre-test research was conducted to measure residents' behaviors prior to the District's campaign. This post-test seeks to examine any changes in these behaviors and to measure awareness about the campaign. The main research objectives of the Crystal River/King's Bay and Rainbow River Survey are listed below.

1. Identify the public's lawn care behaviors after the District's marketing campaign
2. Gauge the public's level of awareness about proper fertilizer use
3. Gauge the public's level of awareness about proper lawn care
4. Gauge the public's level of awareness about messages and slogans sent by the District

The District's set of behavioral change objectives drove the focus of the campaign and post-test research. The target behaviors the District sought to promote are listed below:

Primary Behaviors

1. Don't fertilize before it rains (or over-irrigate after applying fertilizer…apply no more than ¼ inch of water to properly irrigate fertilizer in)
2. Sweep up any fertilizer spilled on paved areas or on the lawn
3. Use slow-release fertilizer
4. Leave a 10 foot no-pesticide, no-fertilizer zone around water bodies

Secondary Behaviors

1. Ensure your landscape professional is following Best Management Practices (BMPs) for fertilizer application
2. Keep mower blades sharp
3. Cut grass at the highest setting on your lawn mower
4. Read and follow instructions on the fertilizer bag.
5. Fertilize only twice a year, and only during the growing season

Methodology

Telephone Survey

Since this research was targeting specific areas in two counties, each of the 607 respondents was chosen from a random digit dialed sampling method and screened based on location. There was a 14 percent response rate for this survey. The sample size represents a theoretical margin of error of +/- 4 percent.

Survey Instrument

Salter Mitchell's research department designed the survey instrument in collaboration with communication staff at the District. All survey questions were designed to meet the research objectives mentioned above.

1. *Norms*: There is much agreement in social marketing that people are more likely to adopt a behavior because they feel it is "normal." These measures gauged respondents' level of agreement on statements related to lawn care including landscaping and fertilizer use. The results present a picture of what respondents perceive is normal in their lives. Respondents were also asked several questions about how they care for their lawn including how they landscape, maintain and fertilize their lawns, to gauge what target behaviors require more attention from the District.
2. *Motivators*: Some questions helped identify respondents' possible motivators – how they determine their behavior. These questions help build an understanding of the decision-making process regarding lawn care.
3. *Demographics*: Segmentation variables such as age, sex, race, employment status, income range, marital status and region within the District were collected. These variables will allow comparisons to be made within the sample population.

Statistical Analysis Procedures

All data were analyzed using the Statistical Package for the Social Sciences (SPSS 16.0) computer program. Specifically, cross tabulation comparisons were tested for differences by using the Pearson Chi-Square test. The statistical tests were conducted at the 95 percent confidence level ($p<0.05$). Statistical differences will be noted in the report when they occur. If no statistical difference is found, the groups are assumed to be similar. The bulk of this report will focus on directly analyzing the research objectives outlined by the District staff and SalterMitchell.

Ad recall was determined two ways. First, aided recall simply asked if the respondent had heard or seen an advertisement containing the tagline, "You want your lawn green, not your water." Aided recall accounted for approximately 12 percent of the sample. Second, unaided recall consisted of asking respondents to describe the ad. Those responses that could be attributed to the District were coded appropriately. Unaided recall accounted for about seven percent of the sample.

All of the data from the post test will be presented in the appendices of the report.

General findings

About two thirds (62%) of respondents were residents of Citrus County. The remaining 38% were residents of Marion County. A large majority of these (88%) had lawns that were cared for by the respondent, their spouse or someone else in the home. Respondents who had lawns that were cared for by a lawn service paid by the household made up about a third (32%) of the sample.

More than a quarter (28.3%) of respondents reported seeing or hearing an advertisement about fertilizing in the two months prior to the post-test evaluation. Of these, the majority (70.9%) reported having seen it on television. When asked to describe the advertisement, 7% described a message from the District's campaign (unaided recall).

Where did you see or hear this advertising?	
Television	70.9
Radio	11.6
Internet	9.9
Newspaper	37.2
Direct mail	24.4
Billboard	9.3
Poster	2.3
Other [specify]	5.8

Lawn Care Behaviors and Decision-making

This section examines how residents in the Crystal River/King's Bay and Rainbow River areas cared for their lawns in the time following the District's marketing campaign. Some of the questions were descriptive of specific behaviors residents perform such as leaving grass clippings on the lawn after mowing and sharpening mower blades. Other questions discussed in this section examine factors that may affect residents' decisions about how they landscape and care for their lawns such as the importance of considering how much watering their landscape will require or whether people who swim in local lakes care how lawns in the area are maintained. These questions were also asked in the pre-test survey before the District administered their marketing campaign. Some comparisons are made in this report to view differences in residents' behaviors before and after the campaign. It should be noted that a positive or negative change in behavior may not necessarily be due to the marketing campaign as there may be many reasons for the change in these behaviors (for example news stories, time of year, store advertisements, etc.).

Lawnmowers

Residents are performing the target behaviors regarding lawnmowers set by the District prior to their social marketing campaign. While there are differences shown when comparing the pre-test conducted prior to the District's campaign with this post-test, for the most part, there are many residents maintaining their lawns according to the water-friendly guidelines set by the District. The majority of respondents (68%) reported leaving their grass clippings on their lawn after mowing. This is fairly consistent with the three fourths (71%) of respondents who reported leaving their grass clippings on their lawns in the pre-test.

Residents seem to be keeping their grass long and their lawnmower blades high. When comparing the pre- and post-test measurements, this post-test shows a 15% increase in residents who feel that keeping their grass cut short is not important (pre-test = 61%, post-test 76%). More than half of the respondents said that setting their lawnmowers to the highest height was important (58%; mean = 6.3). Residents did feel it was important to make sure their lawnmower blades were sharp. About two-thirds said that regularly checking lawnmower blades to make sure they are sharp was important (mean = 6.59). This post-test percentage shows that 15% fewer residents responded this way when compared with the pre-test (pre-test = 77%, post-test = 62%). Less residents reported feeling that sharpening their lawnmower blades often was important than was reported in the pre-test. The pre-test shows that 74% of residents felt that sharpening their mower's blades was important whereas only 58% of residents reported feeling this way in the post-test. The differences shown in this comparison of the pre-test and post-test may or may not be attributed to the success or failure of the District's campaign as there are many possible reasons for these changes in behavior (*It is an assumption by the research team that the time of year may be in play. The post test was conducted in late autumn/early winter when mowing the lawn may not have been top of mind for respondents*).

Applying Fertilizer

One of the behavioral goals of the District is to get residents to fertilize only twice a year. Right now, residents of the Crystal River area are fertilizing, on average, between two to five times a year. According to results of this post-test survey, respondents who pay a lawn care service to care for their lawns apply fertilizer more often than respondents whose lawns are cared for by someone in the household. Those who paid a gardener or lawn service to care for their lawns applied fertilizer an average of 4.27 times in 2007 while respondents whose lawns were cared for by someone in the household applied fertilizer an average of 2.98 times that same year. A similar trend was found in the pre-test survey results. In the pre-test survey prior to the District's campaign, residents who said they hired a lawn service or gardener fertilized an average of 3.42 times in 2007 compared with residents whose lawns were cared for by someone in the household who fertilized an average of 2.18 times.

The post-test results show that respondents who fertilized the least were those whose lawns were cared for by someone in the home and did not report seeing the District's ad. Respondents who hired a lawn service and had seen the District's ad reported applying fertilizer to their lawn an average of 4.56 times in 2007. Respondents whose lawns were cared for by a lawn service had not seen the District's ad applied fertilizer an average of 4.1 times in 2007. Likewise, respondents whose lawns are cared for by someone in the household and had seen the ad reported applying fertilizer an average of 3.26 times in 2007. Respondents whose lawns are cared for by someone in the household and had not seen the ad applied fertilizer an average of 2.88 times in 2007.

Residents seem to be following the directions found on the fertilizer package. Most residents of the area determine the amount of fertilizer they apply to their lawns based on the directions provided on the package (50%). Of those residents, almost half (42%) had seen the District's ad. When asked how they determine how frequently to apply fertilizer, about a third (34%) of respondents indicated using directions on the package and about a fourth indicated applying fertilizer based on how the lawn looked (24%). Of those that indicated using the directions on the package, one third (33%) had seen the District's ad. The percentage of residents who reported following the directions on the package when determining how much fertilizer to apply and how often to apply it are fairly consistent with the results found in the pre-test survey.

Respondents were asked to rate on a scale from one to 10, with one meaning Strongly Disagree and 10 meaning Strongly Agree, how much they agreed with statements regarding

lawn care. Averages were calculated for each one of the statements based on the valid percent of responses and are listed below in descending order. The averages shown in Table 1 indicate that residents have a desire to perform many of the District's target behaviors concerning lawn maintenance. Of the all the statements in this question, respondents most highly related to changing their fertilizer if they learned it was harmful to the environment. On average, they felt that the way they are currently fertilizing does not harm the environment. Some of the behaviors in which the District should place their efforts to encourage more residents to understand is the use of slow-release fertilizer and not fertilizing before it rains.

Respondents who saw the District's ad (unaided recall) were more likely to agree with the statements in Table 1. A cross tabulation was calculated for this likert-scale question measuring if the respondent saw the District's advertisement or not. Statistical differences show that respondents who saw the District's ad tended to agree more with the following statements: "I always use slow release fertilizer" ("Saw Ad" mean = 7.06, "No Ad" mean = 6.31), "It's important to know the exact amount of fertilizer" ("Saw Ad" mean = 8.32, "No Ad" mean = 7.48), "When applying fertilizer, I sweep up what I spilled" ("Saw Ad" mean = 8.02, "No Ad" mean = 7.14) and "I plan to change the way I fertilize because of an advertisement I recently saw" ("Saw Ad" mean = 3.03, "No Ad" mean = 2.45). Respondents were statistically more likely to agree with statements that reflect the District's behavioral goals if they reported seeing an ad about fertilizer. They felt, however, that seeing the ad had little or no effect on their behavior regarding fertilizing. Although respondents who had seen the ad were more likely to agree that they plan to change the way they fertilize because of an advertisement they saw, they still disagreed with this statement.

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

Statement	Total Mean
I would change my fertilizer if I learned that it was harmful to the environment	7.96
It's important to know the exact amount of fertilizer that's appropriate to apply to my lawn	7.69
It's best to fertilize before it rains	7.42
When applying fertilizer, I sweep up what I spilled to keep fertilizer off hard top surfaces like sidewalks, driveways and streets	7.37
The way I fertilize my lawn doesn't harm the environment in a substantial way	6.94
I always use slow release fertilizer	6.5
I always fertilize my lawn before it rains	5.9
I use as much fertilizer as I think is needed to make sure my yard is green and healthy	5.71
I don't care about the science behind fertilizers, I just want my lawn green	4.78
I plan to change the way I fertilize because of an advertisement I recently saw	2.6

To get a better look at specific advertising recall, we also looked at aided recall. This gave us a measure of those people who mentioned specifically hearing the "You want your lawn green, not your water." While unaided recall is a stronger measure, when a respondent reports hearing an advertisement from the District, it is coded as unaided recall. The weakness here is that sometimes respondents may be recalling other competing District ads. Table 2 shows the comparison of the pre test, post seen ad and post did not see ad mean scores.

Table 2: Thinking about how you care for your lawn, please rate on a scale from one to 10, where 10 is Strongly Agree and 1 is Strongly Disagree, how much you agree with the following statements.	Pre test	Aided Recall - Saw Ad	Did not see ad
It's important to know the exact amount of fertilizer that's appropriate to apply to my lawn	8.45	8.09	7.64
I would change my fertilizer if I learned that it was harmful to the environment	8.43	7.69	8
When applying fertilizer, I sweep up what I spilled to keep fertilizer off hard top surfaces like sidewalks, driveways and streets	7.86	7.51	7.35
It's best to fertilize before it rains	7.5	7.42	7.42
I always use slow release fertilizer	6.74	7.38	6.38
The way I fertilize my lawn doesn't harm the environment in a substantial way	7.84	6.93	6.94
I always fertilize my lawn before it rains	5.96	6.38	5.84
I use as much fertilizer as I think is needed to make sure my yard is green and healthy	6.84	5.42	5.75
I don't care about the science behind fertilizers, I just want my lawn green	NA	3.96	4.89
I plan to change the way I fertilize because of an advertisement I recently saw	NA	2.96	2.55

Those who reported aided awareness of the District's ad reported more likely to know the exact amount of fertilizer to apply to their lawns, sweep up spillage on a hard top surfaces, and fertilize before it rains. The perceived reasoning behind the lack of movement from the pre and post tests will be discussed in the limitations section later in the report.

More respondents in this post-test felt that fertilizers and pesticides should be kept far from natural bodies of water in comparison to the pre-test, which is one of the target behaviors the District sought to promote. The majority of respondents (52%) said they thought fertilizers and pesticides should be kept more than 200 feet away from natural bodies of water. This is an increase from the pre-test in which only a third of respondents indicated the same answer (40%).

Decision-making

Respondents were asked several questions regarding what factors they consider when deciding how to landscape. They rated statements on a scale from one to 10, with one meaning "not important at all" and 10 meaning "extremely important." This question appeared twice in the survey– once for respondents who reported paying a lawn service to care for their lawns and once more for respondents who reported their lawns were cared for by themselves, their spouse or someone else in the home. The highest rated factor that residents consider when deciding how to landscape in both cases was "How the yard will look; its overall appearance" (Lawn Service: "Saw Ad" mean = 8.53, "No Ad" mean = 8.54; Someone in the Home: "Saw Ad" mean = 8.51, "No Ad" mean = 8.18). Residents, while concerned about not causing harm to the environment, are motivated by the prospect of having an attractive lawn.

There is some evidence of a relationship between seeing the District's advertisement and agreeing that the District's target behaviors are desirable actions. Residents whose lawns were

cared for by a paid service and saw the District's ad were statistically more likely to agree that the impact on local water sources ("Saw Ad" mean = 7.54, "No Ad" mean = 6.57) and the amount of watering required ("Saw Ad" mean = 8.12, "No Ad" mean = 7.13) were important to consider when deciding how to landscape. Residents whose lawns were cared for by themselves, their spouse or someone else in the home were statistically more likely to agree that considering the impact on local water sources was important when deciding how to landscape ("Saw Ad" mean = 7.54, "No Ad" mean = 6.74). While these statistical differences may be attributed to receiving messages from the District, causality cannot solely be attributed to the ads. We believe other factors might have affected the change in score.

It is interesting to note that there were no differences when comparing how important environmental factors were to residents when deciding how to landscape. In the pre-test survey, residents who paid a lawn service or gardener considered their landscape's impact on the environment and water sources as more important than residents whose lawns were cared for by someone in the home. As shown in Table 4 below, residents who hired a lawn service or gardener prior to the District's campaign said their landscape's impact on the environment and impact on local water sources were important more often than residents whose lawns were cared for by someone in the household. In this post-test survey, however, residents agreed on the importance of the landscape's impact on the environment and local water sources equally, whether their lawns were cared for by a paid service or by someone in the household (Table 3). A correlation could not be calculated regarding the difference between these two groups since these questions were asked separately depending on how a resident's lawn was cared for. Less residents, however, felt these factors were important when comparing the results of this post-test with the results of the pre-test survey.

Table 3: Post-test Importance of Environmental Factors

Percentage of respondents in post-test survey who consider these factors important when deciding how to landscape

Factor	Lawn Service or Gardener	Lawn Cared For By Household
Impact on environment	62	62
Impact on local water sources	68	68

Table 4: Pre-test Importance of Environmental Factors

Percentage of respondents in pre-test survey who consider these factors important when deciding how to landscape

Factor	Lawn Service or Gardener	Lawn Cared For By Household
Impact on environment	86	75
Impact on local water sources	82	73

Awareness of the District's Ad

In this post-test analysis, the majority (72%) of respondents reported not having seen an advertisement about fertilizing. Aside from indicating whether they saw an ad about fertilizing or not, respondents were also asked to describe the advertisement. As stated in the beginning of the report, seven percent of the sample had unaided recall of a District ad (not necessarily the Crystal River ad) and 12 percent had aided recall of the specific "green" ad (asked if they had heard or saw "You want your lawn green, not your water.)

Table 5 below shows 10 slogans that were tested in this post-test survey. The District's campaign slogan, "You want your lawn green, not your water," ranks very low in recognition when compared with the other slogans. "Water Matters," a tagline that the District uses often was recalled by nearly half of the respondents.

Table 5: Aided Recall

Slogan	*Percent of people who heard it*
15 minutes can save you 15% or more on car insurance	85
Florida's water, it's worth saving	58
Water Matters	43
Florida Friendly Landscaping	35
Make your body happy. Drink more water.	30
Balancing water needs…protecting water sources	21
Florida Friendly Yards. Grow Smart.	19
Florida Friendly Irrigation	16
You want your lawn green, not your water	**12**
Florida Friendly Fertilizing	11
Every drop you lose, nature finds.	4

There was a significant difference found in respondents who saw the ad and their county of residence. Residents of Citrus country were more likely to see the ad than residents of Marion county. Of people who saw the ad, 69% were from Citrus, 31% from Marion. Although it was not statistically significant, nearly half (49%) of the participants who saw the ad had lived in their county for one to five years, 56% were employed full-time and 85% had a household income of $50,000 or more.

Fertilizing times of year

Respondents were all over the calendar in replying when they were likely to fertilize their lawns. As stated earlier, those who employ a lawn company are more likely to report not knowing than those who take care of their own lawns. Table 6 looks at pre and post numbers based on those with aided recall of the ad.

Table 6: When do you plan to fertilize this year?

Month	Pre Lawn Care%	Pre Own%	Post Lawn Care% Did not see Ad	Post Lawn Care% Saw Ad	Post Own% Did not see Ad	Post Own% Saw Ad
January	2.40%	2.80%	13.40%		12.70%	6.10%
February	3.40%	3.80%	12.80%	13.00%	10.50%	6.10%
March	5.90%	12.90%	24.40%	13.00%	34.70%	38.80%
April	4.90%	9.60%	23.80%	30.40%	21.50%	14.30%
May	2.90%	4.80%	20.30%	13.00%	15.40%	10.20%
June	4.90%	5.40%	18.60%	17.40%	16.50%	18.40%
July	3.60%	3.80%	16.30%	8.70%	14.30%	10.20%
August	3.10%	4.50%	19.80%	13.00%	10.20%	6.10%
September	4%	10.10%	22.10%	17.40%	20.70%	26.50%
October	3.10%	10.40%	16.90%	13.00%	20.90%	16.30%
November	2.50%	4%	20.30%	17.40%	15.40%	4.10%
December	2%	2%	14.50%	4.30%	10.20%	10.20%
I'm not sure	42.60%	6.60%	39.00%	47.80%	25.30%	24.50%
Never/Not at all	17%	34.70%	9.30%		9.60%	8.20%

The discrepancy in the pre and post test may have to do with the survey times of the year. The pre survey was conducted in late summer and the post was conducted in early winter. In addition, we were asking people to predict when they would fertilize. It is not a surprise that "I'm not sure" numbers were inflated.

Determining Amount and Frequency

Aided recall was also employed to look at how respondents reported the amount and frequency of applying fertilizer. Table 8 shows the percents for determining amount. Table 9 shows percent for frequency.

Table 8: Which of these comes closest to describing how you determine the amount of fertilizer to apply to your lawn?	**Pre%**	**Post% Did not see Ad**	**Post% Saw Ad**
Use directions on the package	47.30%	50.60%	44.40%
Based upon how my lawn looks	9.90%	11.90%	13.30%
Ask the salesperson where I bought the fertilizer	6.20%	7.30%	8.90%
Online research	3.40%	4.90%	8.90%
Ask an expert	13.40%	7.60%	6.70%
Other	1.70%	6.40%	6.70%
Use the results of a soil test	6.20%	1.20%	4.40%
Guess	4.10%	3.40%	4.40%
Not sure	5.80%	5.20%	2.20%
Ask a friend or neighbor	2.10%	1.50%	

Table 9: Which of these comes closest to describing how you determine how frequently you apply fertilizer to your lawn?	Pre%	Post% Did not see Ad	Post% Saw Ad
Use directions on the package	32.80%	34.10%	28.90%
Based upon how my lawn looks	24.80%	23.80%	28.90%
Ask an expert	13.40%	9.10%	8.90%
Online research	3.80%	8.80%	8.90%
Guess	4.10%	3.40%	6.70%
Other	6.90%	5.80%	6.70%
Ask the salesperson where I bought the fertilizer	4.80%	5.20%	4.40%
Use the results of a soil test	4.50%	1.80%	2.20%
Ask a friend or neighbor	3.40%	2.70%	2.20%
Don't know	1.40%	5.20%	2.20%

In both instances, amount and frequency were determined first by using directions on the package and second by looking at the condition of the lawn. The lack of change in the pre/post tests as well as the small variability in the “saw ad” group versus the “did not see the ad” group will be discussed in the limitations later in the report.

Demographics

Almost all respondents (98%) lived in Florida year-round; two-thirds (62%) were residents of Citrus County while the remaining third (38%) resided in Marion County. The majority of respondents owned their own homes (92%). The sample was split between males and females, and most of the respondents (84%) were married. Over half of the sample (56%) was employed full time and almost a quarter was retired. The bulk of respondents (84%) had a household income of $50,000 or more in 2007.

Residents of this area share an interest in the goals of the District. They care about local streams and rivers and enjoy outdoor activities with friends and family. According Table 10 below, there is a great deal of opportunity to reach residents with messages concerning water quality protection. Nearly (46%) half of the respondents said they considered themselves environmentalists. A behavior change campaign focused on key motivators with targeted messages would resonate with this audience and help the District reach their goals.

Table 10: Percentage of people who feel the following statements describe them

Statement	*Percent of people who agree*
I care about local streams and rivers	84
I enjoy outdoor activities with friends and family	80
I have a sense of style	66
I like to entertain at my home	60
I seek recommendations on lawn care	51
I am an environmentalist	46
I believe the state government is a good source of information about lawn care	43
I am often influenced by my friends and family	36
I am a lot like my neighbors	28

Limitations and Suggestions for the Future

Although the data does show some hint of campaign effectiveness, there are several limitations to consider when looking at the data.

First, one should realize that this was a random sample pre/post test survey design. While there may have been stronger movement in the post test if we went back and surveyed the same people, random sample telephone surveys rarely allow for that. This may attribute for the major differences, for example, in the "Never/Not at All" answer differences in the pre/post test.

Second, other confounding factors like news stories concerning fertilizer runoff, commercial fertilizer advertising, and store fertilizer displays may have also made an impact on the numbers. When looking at the unaided recall of fertilizer advertising, there were several advertisements recalled for products like Scott's and Turfbuilder.

Third, and in the opinion of the research team the most important, campaign design and length should be evaluated. In social marketing, evaluating a campaign that lasts for approximately two months and expecting to see major change in behavior is nearly impossible. In addition, media campaigns alone are often seen as being a weak tool of behavior change.

Salter>Mitchell suggests redefining how the campaign is run to garner better behavioral results. The campaign needs to go beyond billboards, radio ads and direct mail pieces into the realm of partnerships, earned media and the creation of a lifestyle brand (see the social marketing report based on the pretest data in the appendix).

Finally, it is the suggestion of the research team to extend the campaign length. We suggest conducting a targeted campaign, based on the data, for at least six months. This should allow us to get a better sense of campaign related behaviors.

Appendix A
Post Test Survey Instrument

SWFWMD – Final
Crystal River Social Marketing Intervention
Post-Test Survey

1. GREETING

Hello, I am _____ calling you from M4Research. We are conducting a short public opinion poll to find out how people in West Central Florida care for their homes and lawns. Let me assure you that we are not selling anything and the interview will take approximately 10 minutes. This phone number was randomly selected by a computer. All of the answers given today will remain anonymous.

Could you help us with this research by answering a few questions?

- *If YES continue.*
- *If NO, say:* "I understand this may not be a good time. If you are the person who cares for your lawn, I'd like to set up another time for this call. Are you the person who takes care of the lawn?"
  - *If NO, say:* "I would like to talk with that person when it is convenient. Is that person free or is there a better time for me to call back and talk with that person?" *Set up new interview.*

  DATE:_____ . TIME:_____.
  - *If YES, say:* "OK. When would be a better time for us to talk for no more than 10 minutes?" *Set up a second call*

  DATE: _____ TIME:_____.
- *If unwilling to participate, thank and dismiss. Record refusal.*

II. SCREENER

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

1) **Does your home have a lawn?**
   a) *If YES, continue.*
   b) *If NO, thank and dismiss.*

2) **Who cares for that lawn?** *[Open ended. Don't read answers]*
   a) *If I DO … Skip to question Q. 6b*
   b) *If SPOUSE … Go to Q. 3*
   c) *SOMEONE ELSE IN THE HOME … Go to Q. 3*
   d) *If LAWN SERVICE/GARDENER PAID BY HOUSEHOLD … Skip to Q. 4*
   e) *If LAWN SERVICE/GARDENER PAID BY OTHERS (landlord, apartment manager, maintenance fees etc.) …Record answer. Thank and dismiss.*
   f) *If NO ONE … Record answer. Thank and dismiss*

3) **Could I speak to the person who cares for the lawn?**
   a) *If YES, continue interview with that person. Go to Q. 6b*
   b) *If NO or NOT RIGHT NOW, set up an interview with that person for another time or thank and dismiss.*

   DATE: _____ **TIME:** _____

III. INTERVIEW

Thank you. Now I'd like to ask you about your lawn service.

4) **In what month or months, does your lawn service or gardener apply fertilizer to your lawn?** *[Do not read choices unless needed]*
   a) Months:_____ [RECORD MONTHS]
   b) Multiple times a year
   c) Never/Not at all (*skip to Q. 6a*)
   d) I don't know/I'm not sure

5) **How many times did your lawn service or gardener apply fertilizer to your lawn in 2007?** *[If given range, record higher number]*
   a) Number: _____
   b) I don't know

6a) On a scale from 1 to 10, where 10 is EXTREMELY IMPORTANT and 1 is NOT IMPORTANT AT ALL, how important are the following factors when deciding how to landscape your lawn? *[Rotate - Read each factor and get rating]*

	FACTOR	*RATING*
A.	How much it will cost	
B.	How difficult it will be to keep up	
C.	How the yard will look; its overall appearance	
F.	The impact on the environment	
G.	The impact on local water sources	
K.	The amount of watering your landscape may require	
L.	The amount of fertilizer it will require	

[PROCEED TO Q. 12]

6b) On a scale from 1 to 10, where 10 is EXTREMELY IMPORTANT and 1 is NOT IMPORTANT AT ALL, how important are the following factors when deciding how to landscape your lawn? *[Rotate - Read each factor and get rating]*

	FACTOR	*RATING*
A.	How much it will cost	
B.	How difficult it will be to keep up	
C.	How the yard will look; its overall appearance	
F.	The impact on the environment	
G.	The impact on local water sources	
K.	The amount of watering your landscape may require	
L.	The amount of fertilizer it will require	

Thank you. Now I'd like to ask you about how you care for your lawn.

7) **In what month or months, do you plan to fertilize your lawn this year?** *[Do not read choices unless needed]*
   a) Months_____[*record month(s)*]
   b) Multiple times a year
   c) Never/Not at all [*skip to Q. 12*]
   d) I don't know/I'm not sure

8) **How many times did you apply fertilizer to your lawn in 2007?** *[Don't read answers. If given range, record higher number]*
   a) Number: _____
   b) I don't know

9) **Which of these comes closest to describing how you determine the amount of fertilizer to apply to your lawn?** *[Rotate choices]*
   a) Use the results of a soil test
   b) Ask the salesperson where I bought the fertilizer
   c) Ask a friend or neighbor
   d) Use directions on the package
   e) Guess
   f) Based upon how my lawn looks
   g) Ask an expert
   h) Online research
   i) Other_____[*record response*]
   j) Don't know [*don't read]*

10) **Which of these comes closest to describing how you determine how frequently you apply fertilizer to your lawn?** *[Rotate choices]*
   a) Use the results of a soil test
   b) Ask the salesperson where I bought the fertilizer
   c) Ask a friend or neighbor
   d) Use directions on the package
   e) Guess
   f) Based upon how my lawn looks
   g) Ask an expert
   h) Online research
   i) Don't know *[don't read]*
   j) Other _____

11) **Thinking about how you care for your lawn, please rate on a scale from one to 10, where 10 is Strongly Agree and 1 is Strongly Disagree, how much you agree with the following statements.** *[Rotate - Read each factor and get rating]*

	FACTOR	*RATING*
A.	I always fertilize my lawn before it rains	
B.	I always use slow release fertilizer	
C.	I would change my fertilizer if I learned that it was harmful to the environment	
D.	The way I fertilize my lawn doesn't harm the environment in a substantial way	
E.	It's important to know the exact amount of fertilizer that's appropriate to apply to my lawn	
F.	I don't care about the science behind fertilizers, I just want my lawn green.	
G.	I use as much fertilizer as I think is needed to make sure my yard is green and healthy	
H.	When applying fertilizer, I sweep up what I spilled to keep fertilizer off hard top surfaces like sidewalks, driveways and streets	
I.	I plan to change the way I fertilize because of an advertisement I recently saw.	
J.	It's best to fertilize before it rains	

12) **When your lawn is mowed, do you or your lawn service/gardener leave the grass clippings on the lawn or remove them?** *[Don't read answers. Just record answer]*

a) Leave on lawn
b) Remove them
c) Sometimes leave, sometimes remove
d) Don't know
e) Other [specify]

13) **Thinking about how you or your lawn service/gardener care for your lawn, please rate on a scale from 1 to 10, where 10 is EXTREMELY IMPORTANT and 1 is NOT IMPORTANT AT ALL, how important the following statements are to you.** *[Rotate - Read each factor and record rating]*

	FACTOR	*RATING*
A.	Keeping my grass cut very short	
B.	Regularly checking my lawnmower blades to make sure they are sharp	
C.	Setting my lawn mower blade to the highest height	
D.	Sharpening the blades on my lawn mower often	

14) **Do you live near a body of water?**

a) Yes
b) No
c) Not sure

15) **In your opinion, how far should fertilizers and pesticides be kept from natural bodies of water? Please give your answer in feet.** *[Record number of feet.]*

Now I'm going to ask you some questions about advertising that you might have seen or heard recently.

16) **In the past two months, have you seen or heard any advertising about fertilizing?**
   a) Yes
   b) No [Skip to Question 19]

17) **Where did you see or hear this advertising? [DO NOT PROMPT]**
   [Note to interviewer: Select all that are mentioned]
   a. Television
   b. Radio
   c. Internet
   d. Newspaper
   e. Direct mail
   f. Billboard
   g. Poster
   h. Other [specify]

18) **Please describe the advertising for me. [Open Ended]**
   a. Boy snorkeling
   b. Says "you want your lawn green not your water"
   c. Says "Don't over-fertilize"
   d. Boy in water
   e. Boy covered in seaweed
   f. Don't over-fertilize
   g. Water conservation message
   h. Don't fertilize before a heavy rain
   i. Sweep up spilled fertilizer
   j. Use slow-release fertilizer
   k. Don't fertilize near bodies of water
   l. Other [specify]

19) **I'm going to read you some advertising slogans. Please tell which of these you have heard in the past two months.**

[Mix and rotate]	Yes, Have Heard	No, Haven't Heard	Don't Know
a. Water Matters	1	2	99
b. You want your lawn green, not your water	1	2	99
c. Florida Friendly Yards. Grow Smart.	1	2	99
d. 15 minutes can save you 15% or more on car insurance	1	2	99
e. Balancing water needs…protecting water resources	1	2	99
f. Make your body happy. Drink more water.	1	2	99
g. Every drop you lose, nature finds.	1	2	99
h. Florida's Water, It's Worth Saving	1	2	99
i. Florida Friendly Landscaping	1	2	99
j. Florida Friendly Irrigation	1	2	99
k. Florida Friendly Fertilizing	1	2	99

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

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

21) **What year were you born?** _____

22) **Record respondent's gender:** ***[If unclear, ask: "What is your gender?"]***
a) **Male**
b) **Female**

23) **Do you have any children or grandchildren under the age of 18 who live in your home?**
a) Yes
b) No

24) **Do you own or rent your home?** *[Do not prompt]*
a) Own
b) Rent
c) Live with a family member
d) Other – record answer
e) Refused

25) **How long have you lived in your county?**
a) Less than 1 year
b) 1 to 5 years
c) 6 to 10 years
d) 11 to 15 years
e) 16 to 20 years
f) More than 20 years

26) **Do you live in Florida year-round?**
a) Yes
b) No

27) **What is your present employment status?**

a) Employed full-time
b) Employed part-time
c) Voluntarily not in the work force (in school; raising family, etc.)
d) Unemployed but not retired
e) Retired

28) **In what range did your total household income fall during 2007?**

a) Less than $25,000
b) $25,001 to $50,000
c) $50,001 to $75,000
d) $75,001 to $100,000
e) More than $100,000
f) Decline to answer

29) **Do you consider yourself:**

a) Caucasian/White
b) African American/Black
c) Hispanic/Latino
d) Asian or Pacific Islander
e) Native American or Alaskan native
f) Mixed racial background
g) Other race
h) Decline to answer

30) **What is your current marital status?**

a) Single
b) Married
c) Divorced
d) Widowed
e) Decline to answer

31) **What is your zip code?**

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

Thanks again. Good bye.

If participants have questions: I don't know enough about this project to answer that question. But you can contact one of the project coordinators, Dr. Tait Martin at M4 Research to get an answer. His email is Tait.Martin@SalterMitchell.com. *[If the person insists he or she doesn't have email access, give them his phone number: 850-205-0026]*

Appendix B
Post Test Survey Frequencies

Crystal River Post Test Frequencies & Means

Topline Report

Sample: n = 607

What county do you live in?

	Valid Percent
Citrus	61.9
Marion	38.1

Does your home have a lawn?

	Valid Percent
Yes	100

Who cares for that lawn?

	Valid Percent
I do	40
Spouse	23.4
Someone else in the home	4.4
Lawn service/gardener paid by household	32.1

Thank you. Now I'd like to ask you about your lawn service. In what month or months, does your lawn service or gardener apply fertilizer to your lawn?

	Valid Percent
January	11.8
February	12.8
March	23.1
April	24.6
May	19.5
June	18.5
July	15.4
August	19
September	21.5
October	16.4
November	20
December	13.3
I'm not sure	40
Never/Not at all	8.2

How many times did your lawn service or gardener apply fertilizer to your lawn in 2007?

mean = 4.27	Valid Percent
1	3.8
2	19.7
3	15.9
4	26.5
5	3
6	21.2
7	2.3
8	3.8
9	0.8
10	0.8
12	2.3
I don't know	26.3

On a scale from 1 to 10, where 10 is EXTREMELY IMPORTANT and 1 is NOT IMPORTANT AT ALL, how important are the following factors when deciding how to landscape your lawn?

How much it will cost

mean = 7.86	Valid Percent			
1	2.6		3.1	Not Important at all
2	0.5			
3	2.6		17.5	Unimportant
4	2.6			
5	12.3			
6	5.1		30.2	Important
7	8.2			
8	16.9			
9	13.3		49.2	Extremely Important
10	35.9			

How difficult it will be to keep up

mean = 7.26	Valid Percent			
1	4.1		8.2	Not Important at all
2	4.1			
3	1.5		19.4	Unimportant
4	1.5			
5	16.4			
6	4.1		38.5	Important
7	10.8			
8	23.6			
9	6.7		33.9	Extremely Important
10	27.2			

How the yard will look; its overall appearance

mean = 8.53	Valid Percent			
1	1.5		3	Not Important at all
2	1.5			
3	1		8.1	Unimportant
4	1.5			
5	5.6			
6	1.5		24.5	Important
7	5.6			
8	17.4			
9	17.9		64.1	Extremely Important
10	46.2			

The impact on the environment

mean = 6.59	Valid Percent			
1	8.2		9.7	Not Important at all
2	1.5			
3	4.6		28.7	Unimportant
4	4.1			
5	20			
6	5.6		32.8	Important
7	11.8			
8	15.4			
9	9.2		28.7	Extremely Important
10	19.5			

[redacted]

The impact on local water sources

mean = 6.91	Valid Percent	[redacted]		
1	7.7		8.7	Not Important at all
2	1			
3	4.6		23.6	Unimportant
4	3.1			
5	15.9			
6	4.6		35.9	Important
7	11.8			
8	19.5			
9	8.2		31.8	Extremely Important
10	23.6			

[redacted]

The amount of watering your landscape may require

mean = 7.48	Valid Percent	[redacted]		
1	4.1		5.6	Not Important at all
2	1.5			
3	2.6		20.6	Unimportant
4	2.6			
5	15.4			
6	3.1		33.9	Important
7	8.2			
8	22.6			
9	10.8		40	Extremely Important
10	29.2			

[redacted]

The amount of fertilizer it will require

mean = 5.46	Valid Percent	[redacted]		
1	11.3		18.5	Not Important at all
2	7.2			
3	6.2		39.5	Unimportant
4	4.6			
5	28.7			
6	5.1		27.6	Important
7	9.2			
8	13.3			
9	5.6		14.3	Extremely Important
10	8.7			

How much it will cost

mean = 7.64	Valid Percent			
1	3.4		5.8	Not Important at all
2	2.4			
3	3.2		17	Unimportant
4	2.9			
5	10.9			
6	3.9		30.6	Important
7	8.5			
8	18.2			
9	14.8		46.6	Extremely Important
10	31.8			

How difficult it will be to keep up

mean = 7.48	Valid Percent			
1	2.4		4.1	Not Important at all
2	1.7			
3	2.2		21.2	Unimportant
4	3.2			
5	15.8			
6	4.4		35.2	Important
7	9.2			
8	21.6			
9	14.8		39.6	Extremely Important
10	24.8			

How the yard will look; its overall appearance

mean = 8.26	Valid Percent			
1	1.2		2.4	Not Important at all
2	1.2			
3	1.2		9.9	Unimportant
4	0.7			
5	8			
6	3.9		33.5	Important
7	9.7			
8	19.9			
9	16		54.1	Extremely Important
10	38.1			

[redacted]

Thank you. Now I'd like to ask you about how your lawn is cared for. On a scale from 1 to 10, where 10 is EXTREMELY IMPORTANT and 1 is NOT IMPORTANT AT ALL, how important are the following factors when deciding how to landscape:

The impact on the environment

mean = 6.55	Valid Percent	[redacted]		
1	7		11.4	Not Important at all
2	4.4			
3	3.6		26.9	Unimportant
4	5.3			
5	18			
6	8.3		32.1	Important
7	10.7			
8	13.1			
9	8.5		29.6	Extremely Important
10	21.1			

[redacted]

The impact on local water sources

mean = 6.94	Valid Percent	[redacted]		
1	5.6		9	Not Important at all
2	3.4			
3	4.6		23.3	Unimportant
4	2.9			
5	15.8			
6	6.1		34.7	Important
7	9.7			
8	18.9			
9	8.7		33	Extremely Important
10	24.3			

The amount of watering your landscape may require

mean = 7.3	Valid Percent			
1	2.2		5.1	Not Important at all
2	2.9			
3	3.9		19.5	Unimportant
4	2.7			
5	12.9			
6	8.3		40.3	Important
7	11.4			
8	20.6			
9	11.4		35.2	Extremely Important
10	23.8			

The amount of fertilizer it will require

mean = 6.11	Valid Percent			
1	7.3		11.7	Not Important at all
2	4.4			
3	5.1		33	Unimportant
4	9.2			
5	18.7			
6	8		34.2	Important
7	13.3			
8	12.9			
9	6.3		21.1	Extremely Important
10	14.8			

In what month or months, do you plan to fertilize your lawn this year?

	Valid Percent
January	11.9
February	10
March	35.2
April	20.6
May	14.8
June	16.7
July	13.8
August	9.7
September	21.4
October	20.4
November	14.1
December	10.2
I'm not sure	25.2
Never/Not at all	9.5

How many times did you apply fertilizer to your lawn in 2007?

mean = 2.98	Valid Percent
1	22.5
2	32
3	16.1
4	16.5
5	1.6
6	6.3
7	0.6
8	2.2
10	0.3
12	1.6
24	0.3
I don't know	15.3

Which of these comes closest to describing how you determine the amount of fertilizer to apply to your lawn?

	Valid Percent
Use the results of a soil test	1.6
Ask the salesperson where I bought the fertilizer	7.5
Ask a friend or neighbor	1.3
Use directions on the package	49.9
Guess	3.5
Based upon how my lawn looks	12.1
Ask an expert	7.5
Online research	5.4
Other	6.4
Don't know	4.8

Other Answers:

Am Son of Southern Horticulturalist
Auto applied through irrigation
Don't fertilize in summer because lawn grows too much
Fertilization & insecticide use is done by a service, not me
Hire an Estate service
Home Builder recommendation
Husband has turf degree
I figure the square yardage and how much to purchase. Experience

I just knew
I took a class
I was a lawn tech
Lawn service company
My lawn service does it
Others apply it
Past experience and knowledge
Research & past experience
Service
Spouse previously worked for a lawn company
True green
True green does it for me
Use service
We don't use fertilizer
We have a service for fertilizing and pest control
What my hubby tells me to do

Which of these comes closest to describing how you determine how frequently you apply fertilizer to your lawn?

	Valid Percent
Use the results of a soil test	1.9
Ask the salesperson where I bought the fertilizer	5.1
Ask a friend or neighbor	2.7
Use directions on the package	33.5
Guess	3.8
Based upon how my lawn looks	24.4
Ask an expert	9.1
Online research	8.8
Don't know	4.8
Other	5.9

Other Answers:
Am Son of a Southern Horticulturist
Auto applied thru irrigation system
Based upon prior experience
Do when I feel like it
Florida gardening information I have.
Hire an Estate service
Home builder recommendation
Husband is a lawn scaper
Husbands experience with turf

Lawn service company
My spouse previously worked for a lawn company
Previous knowledge
Research & experience
True green
True green does it for me
Twice a year
Use my best judgment
Use service
We don't use fertilizer
We have a service for fertilizer and pest control
What my hubby tells me to do
When I have time

[redacted]

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

I always fertilize my lawn before it rains

mean = 5.9

	Valid Percent	[redacted]		
1	13.1		19	Strongly Disagree
2	5.9			
3	2.9		31.8	Disagree
4	6.4			
5	22.5			
6	5.6		24.4	Agree
7	5.1			
8	13.7			
9	7.5		24.7	Strongly Agree
10	17.2			

[redacted]

I always use slow release fertilizer

mean = 6.5

	Valid Percent	[redacted]		
1	7.8		11.6	Strongly Disagree
2	3.8			
3	2.9		30.8	Disagree
4	4.3			
5	23.6			
6	6.2		27.4	Agree
7	8.3			
8	12.9			
9	10.2		30.3	Strongly Agree
10	20.1			

I would change my fertilizer if I learned that it was harmful to the environment

mean = 7.96	Valid Percent			
1	2.9		4.8	Strongly Disagree
2	1.9			
3	2.7		14.5	Disagree
4	1.9			
5	9.9			
6	4.6		26.3	Agree
7	7			
8	14.7			
9	14.2		54.4	Strongly Agree
10	40.2			

The way I fertilize my lawn doesn't harm the environment in a substantial way

mean = 6.94	Valid Percent			
1	4.6		7.5	Strongly Disagree
2	2.9			
3	3.5		25.2	Disagree
4	2.1			
5	19.6			
6	5.6		36.7	Agree
7	10.5			
8	20.6			
9	11.3		30.6	Strongly Agree
10	19.3			

It's important to know the exact amount of fertilizer that's appropriate to apply to my lawn

mean = 7.69	Valid Percent			
1	2.4		3.7	Strongly Disagree
2	1.3			
3	2.1		17.4	Disagree
4	1.6			
5	13.7			
6	7		34.6	Agree
7	10.2			
8	17.4			
9	12.1		44.3	Strongly Agree
10	32.2			

I don't care about the science behind fertilizers, I just want my lawn green

mean = 4.78	Valid Percent		
1	22.3	31.1	Strongly Disagree
2	8.8		
3	7.5	34.3	Disagree
4	5.9		
5	20.9		
6	5.9	18.7	Agree
7	4.8		
8	8		
9	4.6	15.9	Strongly Agree
10	11.3		

I use as much fertilizer as I think is needed to make sure my yard is green and healthy

mean = 5.71	Valid Percent		
1	13.7	17.7	Strongly Disagree
2	4		
3	7.8	33.5	Disagree
4	5.1		
5	20.6		
6	8.3	28.4	Agree
7	4.8		
8	15.3		
9	7.5	20.4	Strongly Agree
10	12.9		

When applying fertilizer, I sweep up what I spilled to keep fertilizer off hard top surfaces like sidewalks, driveways and streets

mean = 7.37	Valid Percent		
1	8.6	11.3	Strongly Disagree
2	2.7		
3	3.8	16.4	Disagree
4	2.1		
5	10.5		
6	4.6	24.4	Agree
7	5.9		
8	13.9		
9	9.4	48	Strongly Agree
10	38.6		

[redacted]

I plan to change the way I fertilize because of an advertisement I recently saw

mean = 2.6	Valid Percent	[redacted]		
1	53.9		66.5	Strongly Disagree
2	12.6			
3	4.8		23.8	Disagree
4	5.6			
5	13.4			
6	1.6		6.9	Agree
7	2.1			
8	3.2			
9	0.8		2.7	Strongly Agree
10	1.9			

[redacted]

It's best to fertilize before it rains

mean = 7.42	Valid Percent	[redacted]		
1	4.8		6.9	Strongly Disagree
2	2.1			
3	1.3		19.2	Disagree
4	2.4			
5	15.5			
6	7.5		30.5	Agree
7	7.2			
8	15.8			
9	12.6		43.2	Strongly Agree
10	30.6			

[redacted]

When your lawn is mowed, do you or your lawn service/gardener leave the grass clippings on the lawn or remove them?

	Valid Percent
Leave on lawn	67.5
Remove them	14
Sometimes leave, sometimes remove	15.5
Don't know	1
Other	2

Other Answers:
Lawn motor mulches them
Leave about every 1 out of 3
Mulch
Mulch into lawn
Mulched
Mulching blade
Mulching lawn mower
Removed/thatched 2 times a year
Use mulching mower
We have a mulching attachment
We have a mulching mower

Thinking about how you or your lawn service/gardener care for your lawn, please rate on a scale from 1 to 10, where 10 is EXTREMELY IMPORTANT and 1 is NOT IMPORTANT AT ALL, how important the following statements are to you

Keeping my grass cut very short

mean = 4	Valid Percent			
1	26.4		36	Not Important at all
2	9.6			
3	11.5		40	Unimportant
4	9.4			
5	19.1			
6	5.3		17.6	Important
7	5.1			
8	7.2			
9	2.3		6.4	Extremely Important
10	4.1			

Regularly checking my lawnmower blades to make sure they are sharp

mean = 6.59	Valid Percent		
1	9.4	12.7	Not Important at all
2	3.3		
3	4.3	25.2	Unimportant
4	4.3		
5	16.6		
6	6.4	30.8	Important
7	7.9		
8	16.5		
9	8.9	31.3	Extremely Important
10	22.4		

Setting my lawn mower blade to the highest height

mean = 6.25	Valid Percent		
1	10.2	15.3	Not Important at all
2	5.1		
3	3.5	27.2	Unimportant
4	4.6		
5	19.1		
6	6.1	32.7	Important
7	9.1		
8	17.5		
9	8.4	24.9	Extremely Important
10	16.5		

Sharpening the blades on my lawn mower often

mean = 6.29	Valid Percent		
1	10.7	14.7	Not Important at all
2	4		
3	4.6	27.7	Unimportant
4	4.6		
5	18.5		
6	6.4	32.1	Important
7	7.7		
8	18		
9	6.3	25.6	Extremely Important
10	19.3		

Do you live near a body of water?

	Valid Percent
Yes	47
No	52.6
Not sure	0.5

In your opinion, how far should fertilizers and pesticides be kept from natural bodies of water?

mean = 1478.8	Valid Percent
0	0.3
1	0.8
2	0.5
3	0.5
5	0.3
6	0.5
8	0.2
10	4.3
11	0.2
12	0.2
15	0.7
19	0.2
20	1.6
25	2.8
30	0.5
35	0.2
40	0.5
50	7.1
75	0.5
100	19.3
150	1.2
200	5.9
250	1.5
300	3.1
400	0.2
500	14.3
600	0.5
750	0.2
1000	17.3
1001	0.2
1200	0.2
1500	1.3
1800	0.2
2000	2
2500	0.8
3000	1.3
5000	3.3

5200	0.2
5280	0.7
6000	0.2
9000	0.2
10000	3.5
20000	0.5
25000	0.2
50000	0.2
52800	0.2

Now I’m going to ask you some questions about advertising that you might have seen or heard recently. In the past two months, have you seen or heard any advertising about fertilizing?

	Valid Percent
Yes	28.3
No	71.7

Where did you see or hear this advertising?

Television	70.9
Radio	11.6
Internet	9.9
Newspaper	37.2
Direct mail	24.4
Billboard	9.3
Poster	2.3
Other [specify]	5.8

At Home Depot 10-0-10
Flyer
In a retail store
Lowe's garden center
Magazine
My job
On company trucks
Truck
Trucks on the road
Work (the Home Depot)

Please describe the advertising for me.
[Bold signifies those messages from District campaign]

A company offered their services don't remember the name
A mailer saying enroll now & save $50.00
Ad and coupon for Ortho brand fertilizer in newspaper TV ad for Miracle grow on HGTV
Ad for keeping lawn green & balanced. Free from weeds & insects.

Ad stated deep watering and in frequent fertilizing recommended to save water and have healthy lawn
Ads for Scotts fertilizer program and service
Ads for weed-killers plus fertilizer predominately as well as for lawn services
Ads from various lawn services, usually box ads in the newspaper. There seems to be very little TV advertising.
Advertisements of lawn services
Advertising for Scotts lawn products in a store pamphlet.
Advertising in local community newspapers. Direct mailing from Scotts and Middleton lawn services.
Advertising self application of fertilizer and other products
Advertising through Lowe's for all their lawn products
Advertisement commercial for Massey
Advertising for lawn service. Special promotions for new customers.
Be aware of the dangers of contaminating water sources from fertilizers. Use fertilizers appropriately
Billboard shows a child with what looks like green seaweed also on TV on the radio it someone asking why the drinking water was green.
Can't recall, it was an ad for fertilizer
Card in mail.
Chemlawn service
Chemlawn, Scott's Terminex
Chemlawn ad
Chemlawn commercial
Combination weed killer/fertilizer
Commercial for Scott's southern lawn
Commercial for Scotts, not really sure which product
Commercial shows greener grass, healthier lawn.
Competitor service advertising the use of environmentally friendly fertilizers
Described how, when, and how much to fertilize lawn.
Don't over fertilize your lawn. You want your lawn green not the water.
Don't really remember, as we are happy with our service.
Don't remember the name of service. I think it was Middleton lawn service. The whole truck has advertising on it
Don't fertilize too much, sweep up excess
Don't recall details. It was Scotts
Email from Scotts
Environmentalists want to reduce the times that you can apply fertilizer during the year.
Feed you lawn once a year
Fertilize for a green lawn
Fertigator
Fertilizer that has low impact on the environment
Fertilizer use was part of lawn maintenance being advertised. Emphasis on less harmful fertilizers
Fertilizing now for the spring

Flyer
Flyers/commercials
For a product that I already knew existed/was familiar with

For print ads - Most explain the service options and prices and state they are number 1. For television they show a beautiful, plush lawn creating the impression that if you hire them your will look as good.
For Scott's Winterizer
From Swift Mud, asking for restraint on water and fertilizer use
General advertising.
Good
Green grass , no chinch bugs
Hardware store commercials.
Honest, truth, concise and environment friendly
Home improvement stores, and Scott advertisements on television and periodicals
How green your lawn will been in 1 mouth
How important it is to fertilize and when
I believe it was a Scott's brand ad about the new fertilizer that works on all types of grass and does not need to be watered immediately after application.
I believe it was some sort of weed & feed on HGTV.
I don't really know, the lawn was very green
I get several mailings a year for lawn services and fertilizing from area companies.

I have seen ads for fertilizer in the newspaper ads and heard some ads for services on TV and Radio
I really didn't pay much attention as I wasn't shopping for fertilizer at the time. I just know there were people enjoying a lush green lawn.
I think it was a Home Depot commercial
I work for an environmentally conscious Lawn and Pest Service. Regular in service informational meetings are held for all employees on the chemicals we use and the proper application of them.

I work for an organic fertilizer company so I see our ads plus competitors in the media and trade shows.
In newspaper describing different types of watering and fertilizing systems available
In print in the paper, and local business advertisement. Did not really read them or need them.
In Valpak inserts, and for Middleton on TV, also flyers on door
It shows a very green lawn.
It talks about proper fertilization and about how to do it and don't pollute
It was a Scott lawn fertilizer commercial
It was a sign in Home Depot and we bought the product 10-0-10
It was about keeping a green lawn during the winter months
It was about using too much fertilizer near water
It was for Scott's Lawn Service. It wasn't very memorable, but I did call to find out pricing as well as a local company called Shamrock.
It was pointing out not to over-fertilize because it's bad for the aquifer.
It was Scott's and the need for fall/winter fertilizing
Just a flyer for a landscaper
Keep your lawn green
Kills all weeds
Lawn
Lawn care true green
Lawn fertilizer company that comes to your home to fertilize your yard on an ongoing basis.
Lawn Rebel recommendation
Lawn treatment advertising
Local lawn service advertises package rates for different levels of lawn services.

Lots of bright green lawn with a sign for the company on the lawn
Low cost and have a guarantee
Lowe's and Home Depot selling the stuff.
Lowes and Home Depot mailings about buying fertilizer, local lawn services leaving me junk flyers.

Lowes had a special offer where if one would purchase a certain dollar amount of Scott's (I think it was Scott's) lawn product, then they could get an amount back via a mail-in rebate. That's the general idea. I was interested, but didn't end up spending the required amount. I like deals like these, however.
Make your lawn healthy, lush and green
Making your lawn look good
Many local companies advertise in the daily newspaper weekly
Married couple discussing the importance of a well kept lawn. The family then is seen playing together on the lawn.
Massey Services was advertising their lawn service.
Massey total lawn care. Fertigator.
Mentioned cost and need
Middleton
One neighbor fertilized with advertised brand other didn't. First neighbor's lawn looked better
Ortho
Picture article
Please be aware of how often & how much fertilizer we use to be careful of over dong it.
Poster in Home Depot or Lowes
Poster in stores and postcards in the mail
Product information was given.
Proper use of fertilizer and potential detriment to environment. Professional may know a better than self help on application of proper fertilizer.
Put on Winterizer fertilizer
Recommendation for seasonal feedings with proper elements to improve lawn vigor in spring and also weed control
Scott fertilizer having better product
Scott lawn fertilizer
Scott turf builder
Scott's Bomus S plus. Kids were running and playing and the man said it was safe for them.
Scott's Bonus Weed and Feed showed beautiful lawn after fertilizing... Neighbor's lawn was bad
Scott's brand commercial, discussing weed n feed
Scott's brand TV ad and mailer to my home
Scott's fertilizer
SCOTT'S lawn care products
Scott's lawn products. How he has the best lawn in town because of Scotts lawn care products
Scott's lawn service gave a seminar at the local fairgrounds, handed out flyers some flyers in mail. Lawn men come to house to ask to take care of lawn. Everyone has a different idea about what is wrong with the lawn or the bushes. I do the best i can with what i got. I have water bill to prove it.

Scott's talks about fertilizing, weed control and pest control all in one product suitable for southern lawns
Scott's, chem lawn, Middleton
Scotts
Scotts
Scotts plus
Scotts add
Scotts advertised visiting their website for lawn care tips
Scotts bonus S
Scotts fertilizer

Scotts fertilizer that needs less watering
Scotts fertilizer, don't remember what kind....
Scotts green fertilizer, keeps it green and kills weeds
Scotts green lawns
Scotts lawn and feed for fall winterizing
Scotts lawn care service, services showing how often to fertilize, do it yourself fertilizers, better for the environment fertilizers
Scotts turf builder keeps lawn healthy, needs less water
Scotts turfbuilder.
Scotts, local services
Short information on keeping it out of waters sources
Showed how fast and safe the fertilizer was by showing a real time example of the growth of the grass as well as a list of chemicals it uses
Shows beautiful green lawns with no weeds
Solicitation to change lawn service provider
Some ad about when you should apply it
Something about keeping your lawn green and not your water

Television ads showing fertilizing machines and also fertilizers for sale. The machines are intended to make it less work, the fertilizer ads promote the benefits of their composition. The newspaper ads feature sales prices in local home supply stores, and sometimes there are inserts for particular products.
Television commercial for Chemlawn, showing them spraying the yard.

That it is important to fertilize before it rains and to be aware of the environmental issues
The advertisement was for Scott's weed and feed. It mentioned the simplicity of the application and the thoroughness of the product, in that it did all that needed to be done.

The commercial had to do with planting with Florida friendly landscaping, watering, fertilizing.
The name of the service
The one I remember best is a company that has a Dalmatian painted on their truck. I think it is Trulawn but not positive.
The typical Miracle Grow advertising.

They were talking about the importance of fertilizing on a regular basis and how good it is for your lawn.
This question is too vague and general for this type of survey. Ask more specific questions, please.
Tru green
Tru green water saver
True green commercial and other do it yourself brands
Truly green yard
TV and other kinds of things like that not so much on radio, and only some on billboard's
TV commercial about fertilizing your yard, can't remember the product name, it was safer for the environment.
Typical we can do it cheaper and better than the other guy.
Use less fertilizer
Various ads promoting commercial lawn care companies such as 'Chemlawn' etc. As well as fertilizer
Wreaking of nitrogen

Below is a list of some advertising slogans. Please tell which of these you have heard or seen in the past two months.

Water Matters

	Valid Percent
Yes, Have Heard	42.7
No, Haven't Heard	49.6
Don't Know	7.7

You want your lawn green, not your water

	Valid Percent
Yes, Have Heard	11.9
No, Haven't Heard	80.1
Don't Know	8.1

Florida Friendly Yards. Grow Smart.

	Valid Percent
Yes, Have Heard	19.3
No, Haven't Heard	71.7
Don't Know	9.1

15 minutes can save you 15% or more on car insurance

	Valid Percent
Yes, Have Heard	85.2
No, Haven't Heard	11.5
Don't Know	3.3

Balancing water needs...protecting water resources

	Valid Percent
Yes, Have Heard	20.8
No, Haven't Heard	69.4
Don't Know	9.9

Make your body happy. Drink more water.

	Valid Percent
Yes, Have Heard	30
No, Haven't Heard	60.8
Don't Know	9.2

Every drop you lose, nature finds.

	Valid Percent
Yes, Have Heard	4.1
No, Haven't Heard	86.8
Don't Know	9.1

Florida's Water, It's Worth Saving

	Valid Percent
Yes, Have Heard	57.8
No, Haven't Heard	34.8
Don't Know	7.4

Florida Friendly Landscaping

	Valid Percent
Yes, Have Heard	34.8
No, Haven't Heard	57.8
Don't Know	7.4

Florida Friendly Irrigation

	Valid Percent
Yes, Have Heard	15.5
No, Haven't Heard	75.1
Don't Know	9.4

Florida Friendly Fertilizing

	Valid Percent
Yes, Have Heard	10.9
No, Haven't Heard	80.1
Don't Know	9.1

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

"I have a sense of style."

mean = 6.72	Valid Percent		
1	2.6	5.2	Strongly Disagree
2	2.6		
3	4.9	29.3	Disagree
4	3.6		
5	20.8		
6	8.6	39.4	Agree
7	16.1		
8	14.7		
9	11.4	26.1	Strongly Agree
10	14.7		

"I am an environmentalist"

mean = 5.44	Valid Percent		
1	10.2	17.6	Strongly Disagree
2	7.4		
3	7.1	36.2	Disagree
4	5.9		
5	23.2		
6	9.1	34.5	Agree
7	10.9		
8	14.5		
9	5.6	11.7	Strongly Agree
10	6.1		

[redacted]

“I am often influenced by my friends and family”

mean = 4.85	Valid Percent	[redacted]		
1	14		21.2	Strongly Disagree
2	7.2			
3	8.9		42.6	Disagree
4	8.7			
5	25			
6	9.4		29.8	Agree
7	9.4			
8	11			
9	3.1		6.2	Strongly Agree
10	3.1			

[redacted]

“I enjoy outdoor activities with friends and family”

mean = 7.66	Valid Percent	[redacted]		
1	1.8		3.6	Strongly Disagree
2	1.8			
3	2.5		15.9	Disagree
4	2.5			
5	10.9			
6	8.4		38.7	Agree
7	11.2			
8	19.1			
9	11.2		41.8	Strongly Agree
10	30.6			

[redacted]

“I am a lot like my neighbors”

mean = 4.32	Valid Percent	[redacted]		
1	19.6		29.5	Strongly Disagree
2	9.9			
3	8.4		42.7	Disagree
4	11.4			
5	22.9			
6	7.7		22.9	Agree
7	7.1			
8	8.1			
9	2.3		4.9	Strongly Agree
10	2.6			

[redacted]

“I like to entertain at my home”

mean = 6.44	Valid Percent			
1	6.3		10.1	Strongly Disagree
2	3.8			
3	5.1		29.8	Disagree
4	4.8			
5	19.9			
6	7.4		35.1	Agree
7	9.7			
8	18			
9	10.4		25.1	Strongly Agree
10	14.7			

[redacted]

“I seek recommendations on lawn care”

mean = 5.83	Valid Percent			
1	10		15.9	Strongly Disagree
2	5.9			
3	6.3		32.6	Disagree
4	6.4			
5	19.9			
6	7.7		32.3	Agree
7	9.6			
8	15			
9	7.4		19.1	Strongly Agree
10	11.7			

[redacted]

“I believe the state government is a good source of information about lawn care”

mean = 5.31	Valid Percent			
1	14.5		21.7	Strongly Disagree
2	7.2			
3	6.3		35	Disagree
4	6.1			
5	22.6			
6	5.1		30.4	Agree
7	10.5			
8	14.8			
9	5.4		12.8	Strongly Agree
10	7.4			

“I care about local streams and rivers“

mean = 7.96

	Valid Percent		
1	1.5	2.7	Strongly Disagree
2	1.2		
3	0.8	13	Disagree
4	1.8		
5	10.4		
6	6.9	35.7	Agree
7	10.5		
8	18.3		
9	16.6	48.6	Strongly Agree
10	32		

What is your gender?

	Valid Percent
Male	49.4
Female	49.6
Refused	1

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

	Valid Percent
Yes	36.4
No	62.9
Refused	0.7

Do you own or rent your home?

	Valid Percent
Own	91.3
Rent	5.8
Live with a family member	1.6
Other	0.3
Refused	1

How long have you lived in your county?

	Valid Percent
Less than 1 year	2.8
1 to 5 years	41.7
6 to 10 years	22.6
11 to 15 years	13
16 to 20 years	5.8
More than 20 years	14.2

Do you live in Florida year-round?

	Valid Percent
Yes	97.5
No	2.5

What is your present employment status?

	Valid Percent
Employed full-time	56.3
Employed part-time	8.6
Voluntarily not in the work force (in school; raising family, etc.)	7.9
Unemployed but not retired	4
Retired	23.2

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

	Valid Percent
Less than $25,000	1.3
$25,001 to $50,000	7.2
$50,001 to $75,000	35.1
$75,001 to $100,000	27.8
More than $100,000	21.7
Decline to answer	6.8

What is your current marital status?

	Valid Percent
Single	9.7
Married	84.3
Divorced	4.3
Widowed	0.5
Decline to answer	1.2

Appendix C
Post Test Comparisons of
Aided Recall of Ad versus Not Seeing the Ad

Comparisons of People Who Reported Seeing Ads for Fertilizer Use (Aided Recall) vs. Those Who Had Not

SD = Statistically Different

Who cares for that lawn?

	Did not see ad	Aided Recall - Saw Ad	Total
I do	39.40%	44.40%	40.00%
Spouse	23.90%	19.40%	23.40%
Someone else in the home	4.50%	4.20%	4.40%
Lawn service/gardener paid by household	32.10%	31.90%	32.10%

In what month or months, does your lawn service or gardener apply fertilizer to your lawn?

	Did not see ad	Aided Recall - Saw Ad	Total
January	13.40%		11.80%
February	12.80%	13.00%	12.80%
March	24.40%	13.00%	23.10%
April	23.80%	30.40%	24.60%
May	20.30%	13.00%	19.50%
June	18.60%	17.40%	18.50%
July	16.30%	8.70%	15.40%
August	19.80%	13.00%	19.00%
September	22.10%	17.40%	21.50%
October	16.90%	13.00%	16.40%
November	20.30%	17.40%	20.00%
December	14.50%	4.30%	13.30%
I'm not sure	39.00%	47.80%	40.00%
Never	9.30%		8.20%

How many times did your lawn service or gardener apply fertilizer to your lawn in 2007?

	Did not see ad	Aided Recall - Saw Ad	Total
1	2.60%	12.50%	3.80%
2	19.00%	25.00%	19.70%
3	14.70%	25.00%	15.90%
4	26.70%	25.00%	26.50%
5	3.40%		3.00%
6	23.30%	6.20%	21.20%
7	2.60%		2.30%
8	3.40%	6.20%	3.80%
9	0.90%		0.80%
10	0.90%		0.80%
12	2.60%		2.30%

On a scale from 1 to 10, where 10 is EXTREMELY IMPORTANT and 1 is NOT IMPORTANT AT ALL, how important are the following factors when deciding how to landscape your lawn?

Those who used a lawn service

How much it will cost

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	2.30%	4.30%	2.60%	2.90%	4.30%	3.10%	Not Important at all
2	0.60%		0.50%				
3	2.30%	4.30%	2.60%	17.40%	17.30%	17.50%	Unimportant
4	2.30%	4.30%	2.60%				
5	12.80%	8.70%	12.30%				
6	5.20%	4.30%	5.10%	29.60%	34.70%	30.20%	Important
7	8.10%	8.70%	8.20%				
8	16.30%	21.70%	16.90%				
9	14.00%	8.70%	13.30%	50.00%	43.50%	49.20%	Extremely Important
10	36.00%	34.80%	35.90%				

How difficult it will be to keep up

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	4.10%	4.30%	4.10%	7.60%	13.00%	8.20%	Not Important at all
2	3.50%	8.70%	4.10%				
3	1.70%		1.50%	22.00%	0.00%	19.40%	Unimportant
4	1.70%		1.50%				
5	18.60%		16.40%				
6	4.70%		4.10%	36.10%	56.50%	38.50%	Important
7	9.30%	21.70%	10.80%				
8	22.10%	34.80%	23.60%				
9	6.40%	8.70%	6.70%	34.30%	30.40%	33.90%	Extremely Important
10	27.90%	21.70%	27.20%				

How the yard will look; its overall appearance

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	1.20%	4.30%	1.50%	2.90%	4.30%	3.00%	Not Important at all
2	1.70%		1.50%				
3	0.60%	4.30%	1.00%	8.70%	4.30%	8.10%	Unimportant
4	1.70%		1.50%				
5	6.40%		5.60%				
6	1.20%	4.30%	1.50%	23.90%	30.40%	24.50%	Important
7	4.10%	17.40%	5.60%				
8	18.60%	8.70%	17.40%				
9	16.90%	26.10%	17.90%	64.60%	60.90%	64.10%	Extremely Important
10	47.70%	34.80%	46.20%				

The impact on the environment

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	7.00%	17.40%	8.20%	8.20%	21.70%	9.70%	Not Important at all
2	1.20%	4.30%	1.50%				
3	5.20%		4.60%	29.70%	21.70%	28.70%	Unimportant
4	4.70%		4.10%				
5	19.80%	21.70%	20.00%				
6	5.80%	4.30%	5.60%	33.10%	30.40%	32.80%	Important
7	12.20%	8.70%	11.80%				
8	15.10%	17.40%	15.40%				
9	9.30%	8.70%	9.20%	29.10%	26.10%	28.70%	Extremely Important
10	19.80%	17.40%	19.50%				

The impact on local water sources

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	7.00%	13.00%	7.70%	8.20%	13.00%	8.70%	Not Important at all
2	1.20%		1.00%				
3	4.70%	4.30%	4.60%	23.30%	26.00%	23.60%	Unimportant
4	2.90%	4.30%	3.10%				
5	15.70%	17.40%	15.90%				
6	5.20%		4.60%	36.60%	30.40%	35.90%	Important
7	11.60%	13.00%	11.80%				
8	19.80%	17.40%	19.50%				
9	7.60%	13.00%	8.20%	32.00%	30.40%	31.80%	Extremely Important
10	24.40%	17.40%	23.60%				

The amount of watering your landscape may require

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	2.90%	13.00%	4.10%	4.60%	13.00%	5.60%	Not Important at all
2	1.70%		1.50%				
3	2.90%		2.60%	21.50%	13.00%	20.60%	Unimportant
4	2.90%		2.60%				
5	15.70%	13.00%	15.40%				
6	3.50%		3.10%	34.30%	30.40%	33.90%	Important
7	9.30%		8.20%				
8	21.50%	30.40%	22.60%				
9	12.20%		10.80%	39.50%	43.50%	40.00%	Extremely Important
10	27.30%	43.50%	29.20%				

The amount of fertilizer it will require

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	12.20%	4.30%	11.30%	18.00%	21.70%	18.50%	Not Important at all
2	5.80%	17.40%	7.20%				
3	7.00%		6.20%	42.50%	17.30%	39.50%	Unimportant
4	4.70%	4.30%	4.60%				
5	30.80%	13.00%	28.70%				
6	5.20%	4.30%	5.10%	25.50%	43.40%	27.60%	Important
7	8.10%	17.40%	9.20%				
8	12.20%	21.70%	13.30%				
9	5.20%	8.70%	5.60%	13.90%	17.40%	14.30%	Extremely Important
10	8.70%	8.70%	8.70%				

Those who took care of their own lawns

How much it will cost

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	3.00%	6.10%	3.40%	4.90%	12.20%	5.80%	Not Important at all
2	1.90%	6.10%	2.40%				
3	2.50%	8.20%	3.20%	16.20%	22.40%	17.00%	Unimportant
4	3.00%	2.00%	2.90%				
5	10.70%	12.20%	10.90%				
6	3.90%	4.10%	3.90%	31.40%	24.50%	30.60%	Important
7	8.80%	6.10%	8.50%				
8	18.70%	14.30%	18.20%				
9	14.90%	14.30%	14.80%	47.40%	40.80%	46.60%	Extremely Important
10	32.50%	26.50%	31.80%				

How difficult it will be to keep up

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	1.90%	6.10%	2.40%	3.80%	6.10%	4.10%	Not Important at all
2	1.90%		1.70%				
3	2.20%	2.00%	2.20%	20.40%	26.50%	21.20%	Unimportant
4	2.80%	6.10%	3.20%				
5	15.40%	18.40%	15.80%				
6	4.10%	6.10%	4.40%	36.60%	24.50%	35.20%	Important
7	9.90%	4.10%	9.20%				
8	22.60%	14.30%	21.60%				
9	15.70%	8.20%	14.80%	39.10%	42.90%	39.60%	Extremely Important
10	23.40%	34.70%	24.80%				

How the yard will look; its overall appearance

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	0.80%	4.10%	1.20%	2.20%	4.10%	2.40%	Not Important at all
2	1.40%		1.20%				
3	0.80%	4.10%	1.20%	9.90%	10.20%	9.90%	Unimportant
4	0.60%	2.00%	0.70%				
5	8.50%	4.10%	8.00%				
6	3.90%	4.10%	3.90%	33.60%	32.70%	33.50%	Important
7	9.90%	8.20%	9.70%				
8	19.80%	20.40%	19.90%				
9	15.20%	22.40%	16.00%	54.30%	53.00%	54.10%	Extremely Important
10	39.10%	30.60%	38.10%				

The impact on the environment

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	6.30%	12.20%	7.00%	10.70%	16.30%	11.40%	Not Important at all
2	4.40%	4.10%	4.40%				
3	3.30%	6.10%	3.60%	26.20%	32.60%	26.90%	Unimportant
4	5.80%	2.00%	5.30%				
5	17.10%	24.50%	18.00%				
6	8.50%	6.10%	8.30%	34.60%	12.20%	32.10%	Important
7	11.80%	2.00%	10.70%				
8	14.30%	4.10%	13.10%				
9	8.50%	8.20%	8.50%	28.30%	38.80%	29.60%	Extremely Important
10	19.80%	30.60%	21.10%				

The impact on local water sources

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	5.00%	10.20%	5.60%	8.60%	12.20%	9.00%	Not Important at all
2	3.60%	2.00%	3.40%				
3	4.70%	4.10%	4.60%	23.70%	20.40%	23.30%	Unimportant
4	3.00%	2.00%	2.90%				
5	16.00%	14.30%	15.80%				
6	6.60%	2.00%	6.10%	36.60%	20.40%	34.70%	Important
7	9.60%	10.20%	9.70%				
8	20.40%	8.20%	18.90%				
9	8.80%	8.20%	8.70%	31.10%	47.00%	33.00%	Extremely Important
10	22.30%	38.80%	24.30%				

The amount of watering your landscape may require

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	1.70%	6.10%	2.20%	4.50%	10.20%	5.10%	Not Important at all
2	2.80%	4.10%	2.90%				
3	3.90%	4.10%	3.90%	18.70%	24.50%	19.50%	Unimportant
4	3.00%		2.70%				
5	11.80%	20.40%	12.90%				
6	8.50%	6.10%	8.30%	42.40%	24.50%	40.30%	Important
7	11.60%	10.20%	11.40%				
8	22.30%	8.20%	20.60%				
9	11.80%	8.20%	11.40%	34.40%	40.90%	35.20%	Extremely Important
10	22.60%	32.70%	23.80%				

The amount of fertilizer it will require

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	6.30%	14.30%	7.30%	10.70%	18.40%	11.70%	Not Important at all
2	4.40%	4.10%	4.40%				
3	5.00%	6.10%	5.10%	33.70%	28.60%	33.00%	Unimportant
4	9.40%	8.20%	9.20%				
5	19.30%	14.30%	18.70%				
6	8.30%	6.10%	8.00%	35.60%	24.50%	34.20%	Important
7	13.80%	10.20%	13.30%				
8	13.50%	8.20%	12.90%				
9	6.60%	4.10%	6.30%	20.10%	28.60%	21.10%	Extremely Important
10	13.50%	24.50%	14.80%				

In what month or months, do you plan to fertilize your lawn this year?

	Did not see ad	Aided Recall - Saw Ad	Total	
January	12.70%	6.10%	11.90%	
February	10.50%	6.10%	10.00%	
March	34.70%	38.80%	35.20%	
April	21.50%	14.30%	20.60%	
May	15.40%	10.20%	14.80%	
June	16.50%	18.40%	16.70%	
July	14.30%	10.20%	13.80%	
August	10.20%	6.10%	9.70%	
September	20.70%	26.50%	21.40%	
October	20.90%	16.30%	20.40%	
November	15.40%	4.10%	14.10%	SD
December	10.20%	10.20%	10.20%	
I'm not sure	25.30%	24.50%	25.20%	
Never	9.60%	8.20%	9.50%	

How many times did you apply fertilizer to your lawn in 2007?

	Did not see ad	Aided Recall - Saw Ad	Total
1	22.00%	25.60%	22.50%
2	30.70%	41.00%	32.00%
3	16.60%	12.80%	16.10%
4	17.30%	10.30%	16.50%
5	1.40%	2.60%	1.60%
6	7.20%		6.30%
7	0.40%	2.60%	0.60%
8	2.20%	2.60%	2.20%
10	0.40%		0.30%
12	1.80%		1.60%
24		2.60%	0.30%

Which of these comes closest to describing how you determine the amount of fertilizer to apply to your lawn?

	Did not see ad	Aided Recall - Saw Ad	Total
Use the results of a soil test	1.20%	4.40%	1.60%
Ask the salesperson where I bo	7.30%	8.90%	7.50%
Ask a friend or neighbor	1.50%		1.30%
Use directions on the package	50.60%	44.40%	49.90%
Guess	3.40%	4.40%	3.50%
Based upon how my lawn looks	11.90%	13.30%	12.10%
Ask an expert	7.60%	6.70%	7.50%
Online research	4.90%	8.90%	5.40%
Other	6.40%	6.70%	6.40%
Don’t know	5.20%	2.20%	4.80%

Which of these comes closest to describing how you determine how frequently you apply fertilizer to your lawn?

	Did not see ad	Aided Recall - Saw Ad	Total
Use the results of a soil test	1.80%	2.20%	1.90%
Ask the salesperson where I bo	5.20%	4.40%	5.10%
Ask a friend or neighbor	2.70%	2.20%	2.70%
Use directions on the package	34.10%	28.90%	33.50%
Guess	3.40%	6.70%	3.80%
Based upon how my lawn looks	23.80%	28.90%	24.40%
Ask an expert	9.10%	8.90%	9.10%
Online research	8.80%	8.90%	8.80%
Don't know	5.20%	2.20%	4.80%
Other	5.80%	6.70%	5.90%

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

I always fertilize my lawn before it rains

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	13.70%	8.90%	13.10%	19.50%	15.60%	19.00%	Strongly Disagree
2	5.80%	6.70%	5.90%				
3	2.70%	4.40%	2.90%	32.30%	28.90%	31.80%	Disagree
4	6.40%	6.70%	6.40%				
5	23.20%	17.80%	22.50%				
6	5.80%	4.40%	5.60%	24.70%	22.20%	24.40%	Agree
7	4.60%	8.90%	5.10%				
8	14.30%	8.90%	13.70%				
9	7.60%	6.70%	7.50%	23.50%	33.40%	24.70%	Strongly Agree
10	15.90%	26.70%	17.20%				

I always use slow release fertilizer

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	8.20%	4.40%	7.80%	12.20%	6.60%	11.60%	Strongly Disagree
2	4.00%	2.20%	3.80%				
3	3.40%		2.90%	31.80%	24.40%	30.80%	Disagree
4	4.30%	4.40%	4.30%				
5	24.10%	20.00%	23.60%				
6	6.70%	2.20%	6.20%	27.40%	26.60%	27.40%	Agree
7	8.80%	4.40%	8.30%				
8	11.90%	20.00%	12.90%				
9	9.50%	15.60%	10.20%	28.70%	42.30%	30.30%	Strongly Agree
10	19.20%	26.70%	20.10%				

I would change my fertilizer if I learned that it was harmful to the environment

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	2.40%	6.70%	2.90%	3.90%	11.10%	4.80%	Strongly Disagree
2	1.50%	4.40%	1.90%				
3	2.40%	4.40%	2.70%	14.60%	13.30%	14.50%	Disagree
4	2.10%		1.90%				
5	10.10%	8.90%	9.90%				
6	4.60%	4.40%	4.60%	27.40%	17.70%	26.30%	Agree
7	7.30%	4.40%	7.00%				
8	15.50%	8.90%	14.70%				
9	14.60%	11.10%	14.20%	53.90%	57.80%	54.40%	Strongly Agree
10	39.30%	46.70%	40.20%				

The way I fertilize my lawn doesn't harm the environment in a substantial way

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	4.60%	4.40%	4.60%	7.00%	11.10%	7.50%	Strongly Disagree
2	2.40%	6.70%	2.90%				
3	3.40%	4.40%	3.50%	25.60%	22.10%	25.20%	Disagree
4	1.80%	4.40%	2.10%				
5	20.40%	13.30%	19.60%				
6	6.10%	2.20%	5.60%	36.90%	35.50%	36.70%	Agree
7	11.30%	4.40%	10.50%				
8	19.50%	28.90%	20.60%				
9	11.60%	8.90%	11.30%	30.50%	31.10%	30.60%	Strongly Agree
10	18.90%	22.20%	19.30%				

It's important to know the exact amount of fertilizer that's appropriate to apply to my lawn

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	2.70%		2.40%	4.20%	0.00%	3.70%	Strongly Disagree
2	1.50%		1.30%				
3	2.40%		2.10%	17.60%	15.50%	17.40%	Disagree
4	1.20%	4.40%	1.60%				
5	14.00%	11.10%	13.70%				
6	6.70%	8.90%	7.00%	34.20%	37.80%	34.60%	Agree
7	10.40%	8.90%	10.20%				
8	17.10%	20.00%	17.40%				
9	12.80%	6.70%	12.10%	43.90%	46.70%	44.30%	Strongly Agree
10	31.10%	40.00%	32.20%				

I don’t care about the science behind fertilizers, I just want my lawn green

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	20.40%	35.60%	22.30%	29.90%	40.00%	31.10%	Strongly Disagree
2	9.50%	4.40%	8.80%				
3	7.90%	4.40%	7.50%	33.50%	39.90%	34.30%	Disagree
4	6.10%	4.40%	5.90%				
5	19.50%	31.10%	20.90%				
6	6.40%	2.20%	5.90%	19.80%	11.10%	18.70%	Agree
7	4.60%	6.70%	4.80%				
8	8.80%	2.20%	8.00%				
9	4.90%	2.20%	4.60%	16.80%	8.90%	15.90%	Strongly Agree
10	11.90%	6.70%	11.30%				

I use as much fertilizer as I think is needed to make sure my yard is green and healthy

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	13.40%	15.60%	13.70%	18.00%	15.60%	17.70%	Strongly Disagree
2	4.60%		4.00%				
3	7.30%	11.10%	7.80%	31.70%	46.60%	33.50%	Disagree
4	5.50%	2.20%	5.10%				
5	18.90%	33.30%	20.60%				
6	8.50%	6.70%	8.30%	30.20%	15.60%	28.40%	Agree
7	4.60%	6.70%	4.80%				
8	17.10%	2.20%	15.30%				
9	7.30%	8.90%	7.50%	20.10%	22.20%	20.40%	Strongly Agree
10	12.80%	13.30%	12.90%				

When applying fertilizer, I sweep up what I spilled to keep fertilizer off hard top surfaces like sidewalks, driveways and streets

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	8.50%	8.90%	8.60%	11.50%	8.90%	11.30%	Strongly Disagree
2	3.00%		2.70%				
3	3.70%	4.40%	3.80%	16.20%	17.70%	16.40%	Disagree
4	1.80%	4.40%	2.10%				
5	10.70%	8.90%	10.50%				
6	4.00%	8.90%	4.60%	25.30%	17.70%	24.40%	Agree
7	6.10%	4.40%	5.90%				
8	15.20%	4.40%	13.90%				
9	9.50%	8.90%	9.40%	47.00%	55.60%	48.00%	Strongly Agree
10	37.50%	46.70%	38.60%				

I plan to change the way I fertilize because of an advertisement I recently saw

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	54.30%	51.10%	53.90%	68.00%	55.50%	66.50%	Strongly Disagree
2	13.70%	4.40%	12.60%				
3	4.30%	8.90%	4.80%	22.60%	33.40%	23.80%	Disagree
4	5.50%	6.70%	5.60%				
5	12.80%	17.80%	13.40%				
6	1.50%	2.20%	1.60%	7.30%	4.40%	6.90%	Agree
7	2.10%	2.20%	2.10%				
8	3.70%		3.20%				
9	0.60%	2.20%	0.80%	2.10%	6.60%	2.70%	Strongly Agree
10	1.50%	4.40%	1.90%				

It's best to fertilize before it rains

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	4.60%	6.70%	4.80%	6.40%	11.10%	6.90%	Strongly Disagree
2	1.80%	4.40%	2.10%				
3	1.50%		1.30%	19.50%	17.70%	19.20%	Disagree
4	2.10%	4.40%	2.40%				
5	15.90%	13.30%	15.50%				
6	8.20%	2.20%	7.50%	31.40%	24.40%	30.50%	Agree
7	7.00%	8.90%	7.20%				
8	16.20%	13.30%	15.80%				
9	13.40%	6.70%	12.60%	42.70%	46.70%	43.20%	Strongly Agree
10	29.30%	40.00%	30.60%				

When your lawn is mowed, do you or your lawn service/gardener leave the grass clippings on the lawn or remove them?

	Did not see ad	Aided Recall - Saw Ad	Total
Leave on lawn	67.30%	69.40%	67.50%
Remove them	13.80%	15.30%	14.00%
Sometimes leave, sometimes re	15.70%	13.90%	15.50%
Don't know	1.10%		1.00%
Other	2.10%	1.40%	2.00%

Keeping my grass cut very short

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	26.00%	29.20%	26.40%	35.50%	38.90%	36.00%	Strongly Disagree
2	9.50%	9.70%	9.60%				
3	11.60%	11.10%	11.50%	40.50%	36.10%	40.00%	Disagree
4	9.30%	9.70%	9.40%				
5	19.60%	15.30%	19.10%				
6	4.70%	9.70%	5.30%	17.60%	18.10%	17.60%	Agree
7	5.00%	5.60%	5.10%				
8	7.90%	2.80%	7.20%				
9	2.40%	1.40%	2.30%	6.30%	7.00%	6.40%	Strongly Agree
10	3.90%	5.60%	4.10%				

Regularly checking my lawnmower blades to make sure they are sharp

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	9.50%	8.30%	9.40%	13.20%	8.30%	12.70%	Strongly Disagree
2	3.70%		3.30%				
3	4.70%	1.40%	4.30%	26.40%	16.70%	25.20%	Disagree
4	4.10%	5.60%	4.30%				
5	17.60%	9.70%	16.60%				
6	6.20%	8.30%	6.40%	31.90%	23.50%	30.80%	Agree
7	7.90%	8.30%	7.90%				
8	17.80%	6.90%	16.50%				
9	8.20%	13.90%	8.90%	28.60%	51.40%	31.30%	Strongly Agree
10	20.40%	37.50%	22.40%				

SD

Setting my lawn mower blade to the highest height

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	10.10%	11.10%	10.20%	15.30%	15.30%	15.30%	Strongly Disagree
2	5.20%	4.20%	5.10%				
3	3.40%	4.20%	3.50%	27.50%	25.10%	27.20%	Disagree
4	4.70%	4.20%	4.60%				
5	19.40%	16.70%	19.10%				
6	5.40%	11.10%	6.10%	33.00%	29.10%	32.70%	Agree
7	9.30%	6.90%	9.10%				
8	18.30%	11.10%	17.50%				
9	8.20%	9.70%	8.40%	24.10%	30.50%	24.90%	Strongly Agree
10	15.90%	20.80%	16.50%				

Sharpening the blades on my lawn mower often

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	11.20%	6.90%	10.70%	15.10%	11.10%	14.70%	Strongly Disagree
2	3.90%	4.20%	4.00%				
3	4.90%	2.80%	4.60%	28.70%	20.90%	27.70%	Disagree
4	4.50%	5.60%	4.60%				
5	19.30%	12.50%	18.50%				
6	6.00%	9.70%	6.40%	32.40%	30.50%	32.10%	Agree
7	7.90%	6.90%	7.70%				
8	18.50%	13.90%	18.00%				
9	5.60%	11.10%	6.30%	23.90%	37.50%	25.60%	Strongly Agree
10	18.30%	26.40%	19.30%				

Do you live near a body of water?

	Did not see ad	Aided Recall - Saw Ad	Total
Yes	47.30%	44.40%	47.00%
No	52.30%	54.20%	52.60%
Not sure	0.40%	1.40%	0.50%

Now I'm going to ask you some questions about advertising that you might have seen or heard recently. In the past two months, have you seen or heard any advertising about fertilizing?

	Did not see ad	Aided Recall - Saw Ad	Total
Yes	26.20%	44.40%	28.30%
No	73.80%	55.60%	71.70%
SD			

Where did you see or hear this

	Did not see ad	Aided Recall - Saw Ad	Total
Television	70.70%	71.90%	70.90%
Radio	8.60%	25.00%	11.60%
Internet	10.70%	6.20%	9.90%
Newspaper	36.40%	40.60%	37.20%
Direct mail	25.00%	21.90%	24.40%
Billboard	6.40%	21.90%	9.30%
Poster	2.90%		2.30%
Other [specify]	6.40%	3.10%	5.80%

Below is a list of some advertising slogans. Please tell which of these you have heard or seen in the past two months.

Water Matters

	Did not see ad	Aided Recall - Saw Ad	Total
Yes, Have Heard	40.20%	61.10%	42.70%
No, Haven't Heard	52.30%	29.20%	49.60%
Don't Know	7.50%	9.70%	7.70%
SD			

You want your lawn green, not your water

	Did not see ad	Aided Recall - Saw Ad	Total
Yes, Have Heard		100.00%	11.90%
No, Haven't Heard	90.80%		80.10%
Don't Know	9.20%		8.10%
SD			

Florida Friendly Yards. Grow Smart.

	Did not see ad	Aided Recall - Saw Ad	Total
Yes, Have Heard	16.80%	37.50%	19.30%
No, Haven't Heard	74.80%	48.60%	71.70%
Don't Know	8.40%	13.90%	9.10%
SD			

15 minutes can save you 15% or more on car insurance

	Did not see ad	Aided Recall - Saw Ad	Total
Yes, Have Heard	84.90%	87.50%	85.20%
No, Haven't Heard	12.00%	8.30%	11.50%
Don't Know	3.20%	4.20%	3.30%

Balancing water needs...protecting water resources

	Did not see ad	Aided Recall - Saw Ad	Total
Yes, Have Heard	18.70%	36.10%	20.80%
No, Haven't Heard	72.00%	50.00%	69.40%
Don't Know	9.30%	13.90%	9.90%
SD			

Make your body happy. Drink more water.

	Did not see ad	Aided Recall - Saw Ad	Total
Yes, Have Heard	27.70%	47.20%	30.00%
No, Haven't Heard	63.20%	43.10%	60.80%
Don't Know	9.20%	9.70%	9.20%
SD			

Every drop you lose, nature finds.

	Did not see ad	Aided Recall - Saw Ad	Total
Yes, Have Heard	2.80%	13.90%	4.10%
No, Haven't Heard	88.20%	76.40%	86.80%
Don't Know	9.00%	9.70%	9.10%
SD			

Florida's Water, It's Worth Saving

	Did not see ad	Aided Recall - Saw Ad	Total
Yes, Have Heard	55.50%	75.00%	57.80%
No, Haven't Heard	36.60%	20.80%	34.80%
Don't Know	7.90%	4.20%	7.40%
SD			

Florida Friendly Landscaping

	Did not see ad	Aided Recall - Saw Ad	Total
Yes, Have Heard	32.50%	51.40%	34.80%
No, Haven't Heard	60.20%	40.30%	57.80%
Don't Know	7.30%	8.30%	7.40%
SD			

Florida Friendly Irrigation

	Did not see ad	Aided Recall - Saw Ad	Total
Yes, Have Heard	13.60%	29.20%	15.50%
No, Haven't Heard	77.40%	58.30%	75.10%
Don't Know	9.00%	12.50%	9.40%
SD			

Florida Friendly Fertilizing

	Did not see ad	Aided Recall - Saw Ad	Total
Yes, Have Heard	7.50%	36.10%	10.90%
No, Haven't Heard	83.40%	55.60%	80.10%
Don't Know	9.20%	8.30%	9.10%
SD			

“I have a sense of style.”

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	2.40%	4.20%	2.60%	5.00%	7.00%	5.20%	Strongly Disagree
2	2.60%	2.80%	2.60%				
3	5.20%	2.80%	4.90%	29.70%	26.40%	29.30%	Disagree
4	4.10%		3.60%				
5	20.40%	23.60%	20.80%				
6	8.60%	8.30%	8.60%	39.10%	41.70%	39.40%	Agree
7	16.10%	16.70%	16.10%				
8	14.40%	16.70%	14.70%				
9	11.60%	9.70%	11.40%	26.20%	25.00%	26.10%	Strongly Agree
10	14.60%	15.30%	14.70%				

“I am an environmentalist”

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	10.50%	8.30%	10.20%	17.60%	18.00%	17.60%	Strongly Disagree
2	7.10%	9.70%	7.40%				
3	7.10%	6.90%	7.10%	36.50%	34.70%	36.20%	Disagree
4	6.40%	2.80%	5.90%				
5	23.00%	25.00%	23.20%				
6	9.50%	5.60%	9.10%	33.80%	39.00%	34.50%	Agree
7	10.10%	16.70%	10.90%				
8	14.20%	16.70%	14.50%				
9	6.00%	2.80%	5.60%	12.20%	8.40%	11.70%	Strongly Agree
10	6.20%	5.60%	6.10%				

“I am often influenced by my friends and family”

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	13.60%	16.70%	14.00%	20.50%	26.40%	21.20%	Strongly Disagree
2	6.90%	9.70%	7.20%				
3	8.60%	11.10%	8.90%	43.00%	40.20%	42.60%	Disagree
4	9.00%	6.90%	8.70%				
5	25.40%	22.20%	25.00%				
6	9.50%	8.30%	9.40%	30.20%	26.30%	29.80%	Agree
7	9.30%	9.70%	9.40%				
8	11.40%	8.30%	11.00%				
9	3.00%	4.20%	3.10%	6.20%	7.00%	6.20%	Strongly Agree
10	3.20%	2.80%	3.10%				

“I enjoy outdoor activities with friends and family”

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	1.90%	1.40%	1.80%	3.80%	2.80%	3.60%	Strongly Disagree
2	1.90%	1.40%	1.80%				
3	2.80%		2.50%	16.40%	11.10%	15.90%	Disagree
4	2.40%	2.80%	2.50%				
5	11.20%	8.30%	10.90%				
6	9.00%	4.20%	8.40%	39.60%	32.00%	38.70%	Agree
7	10.80%	13.90%	11.20%				
8	19.80%	13.90%	19.10%				
9	10.70%	15.30%	11.20%	40.20%	54.20%	41.80%	Strongly Agree
10	29.50%	38.90%	30.60%				

“I am a lot like my neighbors”

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	19.80%	18.10%	19.60%	29.70%	27.80%	29.50%	Strongly Disagree
2	9.90%	9.70%	9.90%				
3	8.40%	8.30%	8.40%	42.40%	44.40%	42.70%	Disagree
4	11.00%	13.90%	11.40%				
5	23.00%	22.20%	22.90%				
6	8.40%	2.80%	7.70%	23.40%	19.50%	22.90%	Agree
7	6.20%	13.90%	7.10%				
8	8.80%	2.80%	8.10%				
9	2.10%	4.20%	2.30%	4.50%	8.40%	4.90%	Strongly Agree
10	2.40%	4.20%	2.60%				

“I like to entertain at my home”

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	6.20%	6.90%	6.30%	10.10%	9.70%	10.10%	Strongly Disagree
2	3.90%	2.80%	3.80%				
3	5.60%	1.40%	5.10%	30.30%	26.40%	29.80%	Disagree
4	4.30%	8.30%	4.80%				
5	20.40%	16.70%	19.90%				
6	7.50%	6.90%	7.40%	35.40%	33.20%	35.10%	Agree
7	10.10%	6.90%	9.70%				
8	17.80%	19.40%	18.00%				
9	9.70%	15.30%	10.40%	24.30%	30.60%	25.10%	Strongly Agree
10	14.60%	15.30%	14.70%				

“I seek recommendations on lawn care”

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	10.50%	6.90%	10.00%	16.10%	15.20%	15.90%	Strongly Disagree
2	5.60%	8.30%	5.90%				
3	6.20%	6.90%	6.30%	32.60%	33.30%	32.60%	Disagree
4	6.20%	8.30%	6.40%				
5	20.20%	18.10%	19.90%				
6	7.50%	9.70%	7.70%	32.20%	33.30%	32.30%	Agree
7	9.70%	8.30%	9.60%				
8	15.00%	15.30%	15.00%				
9	7.90%	4.20%	7.40%	19.30%	18.10%	19.10%	Strongly Agree
10	11.40%	13.90%	11.70%				

“I believe the state government is a good source of information about lawn care”

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	14.40%	15.30%	14.50%	21.50%	23.60%	21.70%	Strongly Disagree
2	7.10%	8.30%	7.20%				
3	6.90%	1.40%	6.30%	35.50%	30.60%	35.00%	Disagree
4	6.20%	5.60%	6.10%				
5	22.40%	23.60%	22.60%				
6	5.00%	5.60%	5.10%	30.60%	29.20%	30.40%	Agree
7	10.10%	13.90%	10.50%				
8	15.50%	9.70%	14.80%				
9	5.20%	6.90%	5.40%	12.30%	16.60%	12.80%	Strongly Agree
10	7.10%	9.70%	7.40%				

“I care about local streams and rivers“

	Did not see ad	Aided Recall - Saw Ad	Total	Did not see ad	Aided Recall - Saw Ad	Total	
1	1.70%		1.50%	2.60%	2.80%	2.70%	Strongly Disagree
2	0.90%	2.80%	1.20%				
3	0.90%		0.80%	12.70%	15.30%	13.00%	Disagree
4	1.50%	4.20%	1.80%				
5	10.30%	11.10%	10.40%				
6	7.10%	5.60%	6.90%	36.70%	29.20%	35.70%	Agree
7	10.70%	9.70%	10.50%				
8	18.90%	13.90%	18.30%				
9	17.20%	12.50%	16.60%	48.00%	52.80%	48.60%	Strongly Agree
10	30.80%	40.30%	32.00%				

What is your gender?

	Did not see ad	Aided Recall - Saw Ad	Total
Male	50.70%	40.30%	49.40%
Female	48.20%	59.70%	49.60%
Refused	1.10%		1.00%

Do you have any children or

	Did not see ad	Aided Recall - Saw Ad	Total
Yes	36.80%	33.30%	36.40%
No	62.40%	66.70%	62.90%
Refused	0.70%		0.70%

Do you own or rent your home?

	Did not see ad	Aided Recall - Saw Ad	Total
Own	91.00%	93.10%	91.30%
Rent	5.80%	5.60%	5.80%
Live with a family member	1.70%	1.40%	1.60%
Other	0.40%		0.30%
Refused	1.10%		1.00%

How long have you lived in your county?

	Did not see ad	Aided Recall - Saw Ad	Total
Less than 1 year	2.60%	4.20%	2.80%
1 to 5 years	41.70%	41.70%	41.70%
6 to 10 years	22.40%	23.60%	22.60%
11 to 15 years	14.20%	4.20%	13.00%
16 to 20 years	4.90%	12.50%	5.80%
More than 20 years	14.20%	13.90%	14.20%
SD			

Do you live in Florida year-round?

	Did not see ad	Aided Recall - Saw Ad	Total
Yes	97.60%	97.20%	97.50%
No	2.40%	2.80%	2.50%

What is your present employment

	Did not see ad	Aided Recall - Saw Ad	Total
Employed full-time	56.80%	52.80%	56.30%
Employed part-time	8.80%	6.90%	8.60%
Voluntarily not in the work force (in school; raising family, etc.)	7.30%	12.50%	7.90%
Unemployed but not retired	3.90%	4.20%	4.00%
Retired	23.20%	23.60%	23.20%

In what range did your total household

	Did not see ad	Aided Recall - Saw Ad	Total
Less than $25,000	0.90%	4.20%	1.30%
$25,001 to $50,000	7.30%	6.90%	7.20%
$50,001 to $75,000	35.30%	33.30%	35.10%
$75,001 to $100,000	28.20%	25.00%	27.80%
More than $100,000	21.50%	23.60%	21.70%
Decline to answer	6.70%	6.90%	6.80%

Do you consider yourself:

	Did not see ad	Aided Recall - Saw Ad	Total
Caucasian/White	91.40%	93.10%	91.60%
African American/Black	1.70%	1.40%	1.60%
Hispanic/Latino	1.90%	1.40%	1.80%
Asian or Pacific Islander	1.10%	1.40%	1.20%
Native American or Alaskan nat	0.20%		0.20%
Mixed racial background	0.40%		0.30%
Other race		2.80%	0.30%
Decline to answer	3.40%		3.00%

What is your current marital status?

	Did not see ad	Aided Recall - Saw Ad	Total
Single	9.30%	12.50%	9.70%
Married	84.90%	80.60%	84.30%
Divorced	4.10%	5.60%	4.30%
Widowed	0.40%	1.40%	0.50%
Decline to answer	1.30%		1.20%

Appendix D
Pretest Survey Frequencies

GEOGRAPHIC AREA

	Valid Percent
Marion	49.3
Cirtrus	50.7

Who cares for that lawn?

	Valid Percent
I do	60.2
Spouse	9.4
Someone else in the home	1
Lawn service/gardener paid by househ	29.4

On a scale from 1 to 10, where 10 is EXTREMELY IMPORTANT and 1 is NOT IMPORTANT AT ALL, please tell me how important each of the following factors was in your selection of a gardener or lawn service?

Price

	Valid Percent		
NOT IMPORTANT AT ALL1	6.8	8.5	Not Important at all
2	1.7		
3	2.3	15.3	Unimportant
4	1.1		
5	11.9		
6	5.1	23.3	Important
7	5.7		
8	12.5		
9	6.8	52.8	Extremely Important
EXTREMELY IMPORTANT 10	46		

Professionalism

	Valid Percent		
NOT IMPORTANT AT ALL1	5.6	7.3	Not Important at all
2	1.7		
3	1.1	6.8	Unimportant
4	2.3		
5	3.4		
6	5.6	28.8	Important
7	7.9		
8	15.3		
9	11.3	57.1	Extremely Important
EXTREMELY IMPORTANT 10	45.8		

Their track record: That is, how well they cared for other lawns

	Valid Percent		
NOT IMPORTANT AT ALL1	7.1	8.3	Not Important at all
2	1.2		
3	1.2	5.3	Unimportant
5	4.1		
6	4.1		
7	4.7	28.9	Important
8	11.2		
9	13		
EXTREMELY IMPORTANT 10	53.3	53.3	Extremely Important

A recommendation from a friend or neighbor

	Valid Percent		
NOT IMPORTANT AT ALL1	12.1	13.8	Not Important at all
2	1.7		
3	2.9	10.4	Unimportant
4	2.3		
5	5.2		
6	3.4	22.3	Important
7	5.7		
8	13.2		
9	10.3	53.4	Extremely Important
EXTREMELY IMPORTANT 10	43.1		

A flyer, mailing, advertisement or listing in the yellow pages

	Valid Percent		
NOT IMPORTANT AT ALL1	47.4	52	Not Important at all
2	4.6		
3	5.2	18.4	Unimportant
4	4		
5	9.2		
6	7.5	19.6	Important
7	2.9		
8	9.2		
9	1.2	9.9	Extremely Important
EXTREMELY IMPORTANT 10	8.7		

[redacted]

Their reputation for following Best Management Practices for applying fertilizer

	Valid Percent	[redacted]		
NOT IMPORTANT AT ALL1	19.4		23.5	Not Important at all
2	4.1			
3	2.4		10.1	Unimportant
4	2.4			
5	5.3			
6	7.6		22.9	Important
7	4.1			
8	11.2			
9	8.2		43.5	Extremely Important
EXTREMELY IMPORTANT 10	35.3			

[redacted]

Their commitment to protecting the environment

	Valid Percent	[redacted]		
NOT IMPORTANT AT ALL1	12.5		16.7	Not Important at all
2	4.2			
3	0.6		5.4	Unimportant
4	1.2			
5	3.6			
6	10.1		33.4	Important
7	6			
8	17.3			
9	7.7		44.6	Extremely Important
EXTREMELY IMPORTANT 10	36.9			

[redacted]

Homeowner's association or covenant guidelines

	Valid Percent	[redacted]		
NOT IMPORTANT AT ALL1	34.1		38.3	Not Important at all
2	4.2			
3	1.2		10.2	Unimportant
4	4.8			
5	4.2			
6	7.2		24	Important
7	6			
8	10.8			
9	3		27.6	Extremely Important
EXTREMELY IMPORTANT 10	24.6			

In what month or months, does your lawn service or gardener apply fertilizer to your lawn?

	Valid Percent
January	2.4
February	3.4
March	5.9
April	4.9
May	2.9
June	4.9
July	3.6
August	3.1
September	4
October	3.1
November	2.5
December	2
I'm not sure	42.6
Never/Not at all	17

How many times did your lawn service or gardener apply fertilizer to your lawn in 2007?

	Valid Percent
0	8.8
1	6.6
2	27.5
3	20.9
4	16.5
5	2.2
6	11
8	1.1
12	5.5

On a scale from 1 to 10, where 10 is EXTREMELY IMPORTANT and 1 is NOT IMPORTANT AT ALL, how important are the following factors when deciding how to landscape your lawn?

How much it will cost

	Valid Percent		
NOT IMPORTANT AT ALL1	11.6	12.2	Not Important at all
2	0.6		
3	2.3	11	Unimportant
4	2.9		
5	5.8		
6	4.6	24.2	Important
7	6.9		
8	12.7		
9	6.9	52.6	Extremely Important
EXTREMELY IMPORTANT 10	45.7		

How difficult it will be to keep up

	Valid Percent		
NOT IMPORTANT AT ALL1	8.8	9.4	Not Important at all
2	0.6		
3	2.4	10.7	Unimportant
4	1.8		
5	6.5		
6	7.1	28.9	Important
7	7.1		
8	14.7		
9	8.2	51.1	Extremely Important
EXTREMELY IMPORTANT 10	42.9		

How the yard will look; its overall appearance

	Valid Percent		
NOT IMPORTANT AT ALL1	4.6	6.3	Not Important at all
2	1.7		
3	1.1	4.6	Unimportant
4	0.6		
5	2.9		
6	2.9	21.9	Important
7	4.6		
8	14.4		
9	11.5	67.2	Extremely Important
EXTREMELY IMPORTANT 10	55.7		

What neighbors will think

	Valid Percent		
NOT IMPORTANT AT ALL1	25.1	28	Not Important at all
2	2.9		
3	4	13.8	Unimportant
4	2.9		
5	6.9		
6	9.7	32	Important
7	8		
8	14.3		
9	5.7	26.3	Extremely Important
EXTREMELY IMPORTANT 10	20.6		

The impact on your property value

	Valid Percent		
NOT IMPORTANT AT ALL1	6.9	9.2	Not Important at all
2	2.3		
3	0.6	5.7	Unimportant
4	1.7		
5	3.4		
6	3.4	25.1	Important
7	8		
8	13.7		
9	8	60	Extremely Important
EXTREMELY IMPORTANT 10	52		

The impact on the environment

	Valid Percent		
NOT IMPORTANT AT ALL1	7.5	7.5	Not Important at all
3	1.1	6.8	Unimportant
4	1.1		
5	4.6		
6	5.7	31.5	Important
7	6.3		
8	19.5		
9	10.9	54	Extremely Important
EXTREMELY IMPORTANT 10	43.1		

The impact on local water sources

	Valid Percent			
NOT IMPORTANT AT ALL1	8		9.1	Not Important at all
2	1.1			
3	1.7		9.2	Unimportant
4	0.6			
5	6.9			
6	4		20.6	Important
7	4			
8	12.6			
9	13.1		61.1	Extremely Important
EXTREMELY IMPORTANT 10	48			

How long it will take to do

	Valid Percent			
NOT IMPORTANT AT ALL1	16.1		19.5	Not Important at all
2	3.4			
3	1.7		17.8	Unimportant
4	4.6			
5	11.5			
6	7.5		29.3	Important
7	9.2			
8	12.6			
9	6.3		33.3	Extremely Important
EXTREMELY IMPORTANT 10	27			

Maintaining an amount of open space for recreation

	Valid Percent			
NOT IMPORTANT AT ALL1	23.9		27.9	Not Important at all
2	4			
3	2.3		17.1	Unimportant
4	6.8			
5	8			
6	11.4		29.5	Important
7	6.2			
8	11.9			
9	4		25.6	Extremely Important
EXTREMELY IMPORTANT 10	21.6			

Providing habitat for wildlife

	Valid Percent		
NOT IMPORTANT AT ALL1	18.8	20.5	Not Important at all
2	1.7		
3	3.4	13	Unimportant
4	2.8		
5	6.8		
6	8	29.1	Important
7	8		
8	13.1		
9	7.4	37.5	Extremely Important
EXTREMELY IMPORTANT 10	30.1		

The amount of watering your landscape may require

	Valid Percent		
NOT IMPORTANT AT ALL1	7.4	8	Not Important at all
2	0.6		
3	1.7	12.5	Unimportant
4	3.4		
5	7.4		
6	4	23.4	Important
7	5.7		
8	13.7		
9	13.1	56	Extremely Important
EXTREMELY IMPORTANT 10	42.9		

The amount of fertilizer it will require

	Valid Percent		
NOT IMPORTANT AT ALL1	22.8	25.3	Not Important at all
2	2.5		
3	2.5	12.4	Unimportant
4	1.9		
5	8		
6	8.6	28.4	Important
7	9.3		
8	10.5		
9	8.6	33.9	Extremely Important
EXTREMELY IMPORTANT 10	25.3		

How much it will cost

	Valid Percent		
NOT IMPORTANT AT ALL1	10.3	11.6	Not Important at all
2	1.3		
3	2	16	Unimportant
4	3		
5	11		
6	6.3	29.9	Important
7	9.3		
8	14.3		
9	7.8	42.6	Extremely Important
EXTREMELY IMPORTANT 10	34.8		

How difficult it will be to keep up

	Valid Percent		
NOT IMPORTANT AT ALL1	6.2	7.7	Not Important at all
2	1.5		
3	4	17.7	Unimportant
4	4		
5	9.7		
6	8.7	37.9	Important
7	11.1		
8	18.1		
9	8.9	36.9	Extremely Important
EXTREMELY IMPORTANT 10	28		

How the yard will look; its overall appearance

	Valid Percent		
NOT IMPORTANT AT ALL1	2	3.2	Not Important at all
2	1.2		
3	1.2	8.8	Unimportant
4	1.5		
5	6.1		
6	6.9	30.5	Important
7	6.4		
8	17.2		
9	14.7	57.5	Extremely Important
EXTREMELY IMPORTANT 10	42.8		

What neighbors will think

	Valid Percent		
NOT IMPORTANT AT ALL1	25.7	28.2	Not Important at all
2	2.5		
3	4.5	19.9	Unimportant
4	5		
5	10.4		
6	9.2	25.8	Important
7	7.4		
8	9.2		
9	7.2	26.3	Extremely Important
EXTREMELY IMPORTANT 10	19.1		

The impact on your property value

	Valid Percent		
NOT IMPORTANT AT ALL1	6.3	7.3	Not Important at all
2	1		
3	1.5	12.4	Unimportant
4	2.8		
5	8.1		
6	8.4	34.5	Important
7	9.6		
8	16.5		
9	10.4	45.7	Extremely Important
EXTREMELY IMPORTANT 10	35.3		

The impact on the environment

	Valid Percent		
NOT IMPORTANT AT ALL1	7.4	8.2	Not Important at all
2	0.8		
3	2	16.4	Unimportant
4	3.1		
5	11.3		
6	7.7	37.4	Important
7	10.5		
8	19.2		
9	8.4	38.1	Extremely Important
EXTREMELY IMPORTANT 10	29.7		

[redacted]

The impact on local water sources

	Valid Percent			
NOT IMPORTANT AT ALL1	10		11.5	Not Important at all
2	1.5			
3	1.8		15.3	Unimportant
4	4.3			
5	9.2			
6	6.4		33.5	Important
7	10.2			
8	16.9			
9	10.5		39.7	Extremely Important
EXTREMELY IMPORTANT 10	29.2			

[redacted]

How long it will take to do

	Valid Percent			
NOT IMPORTANT AT ALL1	5.6		8.6	Not Important at all
2	3			
3	3.5		22.9	Unimportant
4	3.5			
5	15.9			
6	13.4		41.4	Important
7	12.6			
8	15.4			
9	6.3		27	Extremely Important
EXTREMELY IMPORTANT 10	20.7			

[redacted]

Maintaining an amount of open space for recreation

	Valid Percent			
NOT IMPORTANT AT ALL1	15.5		18.7	Not Important at all
2	3.2			
3	2.7		20.9	Unimportant
4	3.5			
5	14.7			
6	13.2		35.9	Important
7	11			
8	11.7			
9	5.7		24.4	Extremely Important
EXTREMELY IMPORTANT 10	18.7			

Providing habitat for wildlife

	Valid Percent			
NOT IMPORTANT AT ALL1	14.5		19.7	Not Important at all
2	5.2			
3	3.7		16.2	Unimportant
4	3.9			
5	8.6			
6	10.1		32	Important
7	9.6			
8	12.3			
9	6.4		32	Extremely Important
EXTREMELY IMPORTANT 10	25.6			

The amount of watering your landscape may require

	Valid Percent			
NOT IMPORTANT AT ALL1	9.7		13.9	Not Important at all
2	4.2			
3	3.5		14.7	Unimportant
4	2.5			
5	8.7			
6	10		37	Important
7	11			
8	16			
9	6.5		34.4	Extremely Important
EXTREMELY IMPORTANT 10	27.9			

The amount of fertilizer it will require

	Valid Percent			
NOT IMPORTANT AT ALL1	21.3		24.9	Not Important at all
2	3.6			
3	3.6		18.5	Unimportant
4	5.3			
5	9.6			
6	10.2		32.7	Important
7	9.6			
8	12.9			
9	6.1		23.9	Extremely Important
EXTREMELY IMPORTANT 10	17.8			

In what month or months, do you plan to fertilize your lawn this year?

January	2.8
February	3.8
March	12.9
April	9.6
May	4.8
June	5.4
July	3.8
August	4.5
September	10.1
October	10.4
November	4
December	2
I'm not sure	6.6
Never/Not at all	34.7

How many times did your apply fertilizer to your lawn in 2007?

	Valid Percent
None	11.8
1	22.8
2	35.7
3	14.4
4	7.6
5	1.5
6	3.8
7	0.8
8	0.4
9	0.4
10	0.4
11	0.4

Which is closest to describing how you determine the amount of fertilizer to apply to your lawn?

	Valid Percent
Use the results of a soil test	6.2
Ask the salesperson where I bought th	6.2
Ask a friend or neighbor	2.1
Use directions on the package	47.3
Guess	4.1
Based upon how my lawn looks	9.9
Ask an expert	13.4
Online research	3.4
Other	1.7
Not sure	5.8

Which of these comes closest to describing how you determine how frequently you apply fertilizer to your lawn?

	Valid Percent
Use the results of a soil test	4.5
Ask the salesperson where I bought th	4.8
Ask a friend or neighbor	3.4
Use directions on the package	32.8
Guess	4.1
Based upon how my lawn looks	24.8
Ask an expert	13.4
Online research	3.8
Other	1.4
Don't know	6.9

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

I always fertilize my lawn before it rains

	Valid Percent		
STRONGLY DISAGREE1	21.4	24.7	Strongly Disagree
2	3.3		
3	5.3	15.8	Disagree
4	1		
5	9.5		
6	9.2	30.3	Agree
7	7.9		
8	13.2		
9	8.2	29.3	Strongly Agree
STRONGLYAGREE10	21.1		

I always use slow release fertilizer

	Valid Percent		
STRONGLY DISAGREE1	13	15.4	Strongly Disagree
2	2.4		
3	2	14.6	Disagree
4	2.7		
5	9.9		
6	11.3	35.6	Agree
7	8.9		
8	15.4		
9	7.5	34.5	Strongly Agree
STRONGLYAGREE10	27		

I understand how slow-release fertilizer is different from regular fertilizer

	Valid Percent		
STRONGLY DISAGREE1	8	10.7	Strongly Disagree
2	2.7		
3	2.7	10.3	Disagree
4	1.3		
5	6.3		
6	7	27.7	Agree
7	6.7		
8	14		
9	14.7	51.4	Strongly Agree
STRONGLYAGREE10	36.7		

I would change my fertilizer if I learned that it was harmful to the environment

	Valid Percent		
STRONGLY DISAGREE1	3.8	5.1	Strongly Disagree
2	1.3		
3	1	8.4	Disagree
4	1.6		
5	5.8		
6	3.2	21.8	Agree
7	6.1		
8	12.5		
9	10.6	64.8	Strongly Agree
STRONGLYAGREE10	54.2		

The way I fertilize my lawn doesn't harm the environment in a substantial way

	Valid Percent		
STRONGLY DISAGREE1	6.3	7	Strongly Disagree
2	0.7		
3	1.7	10	Disagree
4	2		
5	6.3		
6	7.9	30.1	Agree
7	8.3		
8	13.9		
9	14.9	53.2	Strongly Agree
STRONGLYAGREE10	38.3		

It’s important to know the exact amount of fertilizer that’s appropriate to apply to my lawn

	Valid Percent		
STRONGLY DISAGREE1	4	5	Strongly Disagree
2	1		
3	1.3	4.9	Disagree
4	1		
5	2.6		
6	4.3	26.9	Agree
7	7		
8	15.6		
9	13.9	63.2	Strongly Agree
STRONGLYAGREE10	49.3		

I use as much fertilizer as I think is needed to make sure my yard is green and healthy

	Valid Percent		
STRONGLY DISAGREE1	8.9	12.5	Strongly Disagree
2	3.6		
3	5.2	19	Disagree
4	3.6		
5	10.2		
6	8.5	30.8	Agree
7	10.8		
8	11.5		
9	8.5	37.7	Strongly Agree
STRONGLYAGREE10	29.2		

I always wait until grass is actively growing to apply fertilizer.

	Valid Percent		
STRONGLY DISAGREE1	11.1	14.8	Strongly Disagree
2	3.7		
3	4.4	17.9	Disagree
4	4.4		
5	9.1		
6	12.1	34.3	Agree
7	9.4		
8	12.8		
9	9.7	33.2	Strongly Agree
STRONGLYAGREE10	23.5		

When applying fertilizer, I sweep up what I spilled to keep fertilizer off hard top surfaces like sidewalks, driveways and streets

	Valid Percent		
STRONGLY DISAGREE1	9.4	11.3	Strongly Disagree
2	1.9		
3	1.3	7.4	Disagree
4	1.3		
5	4.8		
6	4.2	23.6	Agree
7	7.1		
8	12.3		
9	10.6	57.7	Strongly Agree
STRONGLYAGREE10	47.1		

It's important to use a very specific amount of water when fertilizing to help it absorb into the lawn

	Valid Percent		
STRONGLY DISAGREE1	6	6.7	Strongly Disagree
2	0.7		
3	1	7.7	Disagree
4	0.7		
5	6		
6	12.4	35.9	Agree
7	9.1		
8	14.4		
9	12.4	49.6	Strongly Agree
STRONGLYAGREE10	37.2		

For a better application, I use as much water as possible when applying fertilizer to a lawn

	Valid Percent		
STRONGLY DISAGREE1	18.1	24.1	Strongly Disagree
2	6		
3	5	21.8	Disagree
4	5.4		
5	11.4		
6	12.7	35.1	Agree
7	12.4		
8	10		
9	4.7	19.1	Strongly Agree
STRONGLYAGREE10	14.4		

It's best to fertilize before it rains

	Valid Percent		
STRONGLY DISAGREE1	8.3	10.3	Strongly Disagree
2	2		
3	2.7	12.7	Disagree
4	2		
5	8		
6	7.3	27.6	Agree
7	6		
8	14.3		
9	12.7	49.4	Strongly Agree
STRONGLYAGREE10	36.7		

When your lawn is mowed, do you or your lawn service/gardener leave the grass clippings on the lawn or remove them?

	Valid Percent
Leave on lawn	70.5
Remove them	16.8
Sometimes leave, sometimes remove	11.6
Other	0.5
Don't know	0.7

Thinking about how you or your lawn service/gardener care for your lawn, please rate on a scale from 1 to 10, where 10 is EXTREMELY IMPORTANT and 1 is NOT IMPORTANT AT ALL, how important the following statements are to you

Keeping my grass cut very short

	Valid Percent		
NOT IMPORTANT AT ALL1	24.7	31.2	Not Important at all
2	6.5		
3	7	30	Unimportant
4	7.9		
5	15.1		
6	9.8	25.9	Important
7	8.3		
8	7.8		
9	3.8	13.1	Extremely Important
EXTREMELY IMPORTANT 10	9.3		

Regularly checking my lawnmower blades to make sure they are sharp

	Valid Percent		
NOT IMPORTANT AT ALL1	10	10.9	Not Important at all
2	0.9		
3	3.1	12.2	Unimportant
4	2.2		
5	6.9		
6	5.5	25.9	Important
7	7.9		
8	12.5		
9	10.7	51.1	Extremely Important
EXTREMELY IMPORTANT 10	40.4		

Setting my lawn mower blade to the highest height

	Valid Percent		
NOT IMPORTANT AT ALL1	13.1	15.7	Not Important at all
2	2.6		
3	3.3	20.8	Unimportant
4	3.7		
5	13.8		
6	8.7	32.6	Important
7	8.9		
8	15		
9	7.5	30.9	Extremely Important
EXTREMELY IMPORTANT 10	23.4		

Sharpening the blades on my lawn mower often

	Valid Percent		
NOT IMPORTANT AT ALL1	12.8	14.6	Not Important at all
2	1.8		
3	2.1	11.4	Unimportant
4	3.3		
5	6		
6	7.2	29.1	Important
7	8.8		
8	13.1		
9	10.7	45	Extremely Important
EXTREMELY IMPORTANT 10	34.3		

Do you live near a body of water?

	Valid Percent
Yes	27.9
No	71.3
Not sure	0.8

In your opinion, how far should fertilizers and pesticides be kept from natural bodies of water? Please give your answer in feet.

	Valid Percent
0 to 25 feet	5.8
26 to 50 feet	3.3
51 to 75 feet	3.1
76 to 100 feet	8.1
101 to 150 feet	5.1
151 to 200 feet	3.6
more than 200 feet	39.6
Not sure	31.2
Refused	0.2

When you shop for lawn care products or services, is there a type of fertilizer you look for?

	Valid Percent
NO PARTICULAR TYPE	31.2
SCOTT TURF BUILDER	2.8
SLOW RELEASE	8.1
SCOTT'S	7.4
DON'T USE/NOT APPLICABLE	17.3
ALL PURPOSE	1.5
WATER SOLUBLE	0.7
ORGANIC	1.7
ENVIRON. FRIENDLY	0.5
OTHER	5.1
NOT SURE	22.3
REFUSED	1.5

Now I would like to ask you about different types of people who might care about how you maintain your lawn. On a scale from 1 to 10, with 10 meaning care A GREAT DEAL and 1 meaning NOT AT ALL, please rate how much these groups care about how you care about your lawn.

Your neighbors

	Valid Percent		
NOT AT ALL1	14.5	17.3	Not care at all
2	2.8		
3	3.4	16.6	Don't care
4	3		
5	10.2		
6	10.8	35.2	Care somewhat
7	10.1		
8	14.3		
9	5.1	30.9	Care a great deal
A GREATDEAL10	25.8		

Your kids

	Valid Percent		
NOT AT ALL1	33.1	37.6	Not care at all
2	4.5		
3	1.7	13.6	Don't care
4	3.2		
5	8.7		
6	6.5	23.4	Care somewhat
7	6		
8	10.9		
9	4.7	25.3	Care a great deal
A GREATDEAL10	20.6		

Your local garden club

	Valid Percent		
NOT AT ALL1	35.2	38.9	Not care at all
2	3.7		
3	4.3	19	Don't care
4	4.9		
5	9.8		
6	8.3	24.2	Care somewhat
7	5.5		
8	10.4		
9	3.4	18.1	Care a great deal
A GREATDEAL10	14.7		

Your local homeowner’s association or neighborhood association

	Valid Percent		
NOT AT ALL1	15.5	18.4	Not care at all
2	2.9		
3	2.4	13.5	Don't care
4	1.9		
5	9.2		
6	8.2	27.9	Care somewhat
7	9		
8	10.7		
9	7.5	40.2	Care a great deal
A GREATDEAL10	32.7		

Environmentalists

	Valid Percent		
NOT AT ALL1	11.7	14.9	Not care at all
2	3.2		
3	1.3	16.2	Don't care
4	3.9		
5	11		
6	6.1	27.3	Care somewhat
7	10.4		
8	10.8		
9	5.6	41.5	Care a great deal
A GREATDEAL10	35.9		

People who swim in local lakes and rivers

	Valid Percent		
NOT AT ALL1	27.9	31.9	Not care at all
2	4		
3	2.7	18.5	Don't care
4	2.7		
5	13.1		
6	7.4	24.2	Care somewhat
7	9.6		
8	7.2		
9	5.2	25.4	Care a great deal
A GREATDEAL10	20.2		

Fishermen

	Valid Percent			
NOT AT ALL1	27.8		35	Not care at all
2	7.2			
3	3.3		18.7	Don't care
4	4.1			
5	11.3			
6	6.4		20.8	Care somewhat
7	8			
8	6.4			
9	4.1		25.4	Care a great deal
A GREATDEAL10	21.3			

Local Politicians

	Valid Percent			
NOT AT ALL1	42		48.4	Not care at all
2	6.4			
3	5.6		22.9	Don't care
4	4.4			
5	12.9			
6	8.4		20.2	Care somewhat
7	6.7			
8	5.1			
9	1.3		8.4	Care a great deal
A GREATDEAL10	7.1			

People who participate in water-related activities

	Valid Percent			
NOT AT ALL1	26		32	Not care at all
2	6			
3	3.9		18.7	Don't care
4	3.2			
5	11.6			
6	7.7		26.7	Care somewhat
7	9.3			
8	9.7			
9	3.9		22.5	Care a great deal
A GREATDEAL10	18.6			

Your spouse

	Valid Percent		
NOT AT ALL1	10.5	10.9	Not care at all
2	0.4		
3	0.6	5.7	Don't care
4	0.8		
5	4.3		
6	5	21.1	Care somewhat
7	5.4		
8	10.7		
9	11.8	62.2	Care a great deal
A GREATDEAL10	50.4		

Please think about maintenance to the exterior of your home and rate the importance of the following on a scale from 1 to 10, with 10 being EXTREMELY IMPORTANT and 1 being NOT AT ALL IMPORTANT:

Keeping the exterior of your home nicely painted

	Valid Percent		
NOT AT ALL1	4.2	4.4	Not care at all
2	0.2		
3	0.7	2.5	Don't care
5	1.8		
6	3.2	22	Care somewhat
7	5.5		
8	13.3		
9	13.8	71.3	Care a great deal
A GREATDEAL10	57.5		

Making repairs to your home's exterior

	Valid Percent		
NOT AT ALL1	1.8	2.1	Not care at all
2	0.3		
3	0.5	2.5	Don't care
4	0.2		
5	1.8		
6	2	21.5	Care somewhat
7	4.2		
8	15.3		
9	13.1	73.9	Care a great deal
A GREATDEAL10	60.8		

Fertilizing your lawn

	Valid Percent		
NOT AT ALL1	21.1	24.2	Not care at all
2	3.1		
3	2.7	13.6	Don't care
4	2.9		
5	8		
6	6	28.9	Care somewhat
7	9.5		
8	13.4		
9	6.5	33.4	Care a great deal
A GREATDEAL10	26.9		

Cleaning your gutters

	Valid Percent		
NOT AT ALL1	17.3	18.5	Not care at all
2	1.2		
3	0.7	5.2	Don't care
4	1		
5	3.5		
6	3.7	23.7	Care somewhat
7	6.3		
8	13.7		
9	10.3	52.6	Care a great deal
A GREATDEAL10	42.3		

Making repairs to appliances in your home -

	Valid Percent		
NOT AT ALL1	3.4	4.7	Not care at all
2	1.3		
3	0.7	3.7	Don't care
4	0.3		
5	2.7		
6	4	23.6	Care somewhat
7	6.2		
8	13.4		
9	11.9	67.9	Care a great deal
A GREATDEAL10	56		

Watering your lawn

	Valid Percent			
NOT AT ALL1	13.3		15.6	Not care at all
2	2.3			
3	4		17.8	Don't care
4	4.3			
5	9.5			
6	7.3		28.5	Care somewhat
7	8.2			
8	13			
9	8.5		38.1	Care a great deal
A GREATDEAL10	29.6			

Using pesticides on your lawn

	Valid Percent			
NOT AT ALL1	29.6		33.5	Not care at all
2	3.9			
3	4.8		22.4	Don't care
4	4.3			
5	13.3			
6	6.3		24.2	Care somewhat
7	8.7			
8	9.2			
9	4.3		20	Care a great deal
A GREATDEAL10	15.7			

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

"I have a sense of style."

	Valid Percent			
Doesn't describe at all1	6.8		9.5	Strongly Disagree
2	2.7			
3	3.4		23.3	Disagree
4	3.9			
5	16			
6	9.3		36.4	Agree
7	10.5			
8	16.6			
9	6.8		30.7	Strongly Agree
Describes very well10	23.9			

[redacted]

"I am an environmentalist"

	Valid Percent			
Doesn't describe at all1	14.2		19	Strongly Disagree
2	4.8			
3	6.2		28.2	Disagree
4	5.7			
5	16.3			
6	7.5		32.4	Agree
7	10.7			
8	14.2			
9	5.5		20.5	Strongly Agree
Describes very well10	15			

[redacted]

"I am often influenced by my friends and family"

	Valid Percent			
Doesn't describe at all1	27.4		35.6	Strongly Disagree
2	8.2			
3	8.5		34	Disagree
4	8.3			
5	17.2			
6	8.3		21.1	Agree
7	6.3			
8	6.5			
9	3.7		9.2	Strongly Agree
Describes very well10	5.5			

[redacted]

"I enjoy outdoor activities with friends and family"

	Valid Percent			
Doesn't describe at all1	7.2		10	Strongly Disagree
2	2.8			
3	2.5		15.5	Disagree
4	2.3			
5	10.7			
6	7		31.5	Agree
7	8.7			
8	15.8			
9	8.7		43	Strongly Agree
Describes very well10	34.3			

[redacted]

"I am a lot like my neighbors"

	Valid Percent			
Doesn't describe at all1	29		37.2	Strongly Disagree
2	8.2			
3	7.1		31.5	Disagree
4	7.2			
5	17.2			
6	7.9		20.5	Agree
7	5.4			
8	7.2			
9	3		10.7	Strongly Agree
Describes very well10	7.7			

[redacted]

"I like to entertain at my home"

	Valid Percent			
Doesn't describe at all1	11.5		16.8	Strongly Disagree
2	5.3			
3	7.6		29.6	Disagree
4	7			
5	15			
6	6.8		24.6	Agree
7	7.5			
8	10.3			
9	7		29.1	Strongly Agree
Describes very well10	22.1			

[redacted]

"I seek recommendations on lawn care"

	Valid Percent			
Doesn't describe at all1	29.8		36.3	Strongly Disagree
2	6.5			
3	5.5		21.9	Disagree
4	4			
5	12.4			
6	6.9		25.3	Agree
7	8.9			
8	9.5			
9	4		16.5	Strongly Agree
Describes very well10	12.5			

[redacted]

"I believe the state government is a good source of information about lawn care"

	Valid Percent	[redacted]		
Doesn't describe at all1	21.9		27.6	Strongly Disagree
2	5.7			
3	8.4		31.1	Disagree
4	5.5			
5	17.2			
6	6.6		22.5	Agree
7	8.6			
8	7.3			
9	3.5		18.9	Strongly Agree
Describes very well10	15.4			

[redacted]

"I care about local streams and rivers"

	Valid Percent	[redacted]		
Doesn't describe at all1	5.3		6.8	Strongly Disagree
2	1.5			
3	2.2		13	Disagree
4	2.2			
5	8.6			
6	6.9		28.3	Agree
7	7.5			
8	13.9			
9	9.7		51.9	Strongly Agree
Describes very well10	42.2			

[redacted]

Age Range

	Valid Percent
18 to 34	8.8
35 to 44	11.2
45 to 54	19.7
55 to 64	24.2
over 65	36.1

[redacted]

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

	Valid Percent
Yes	21.8
No	77.2
Refused	1

[redacted]

Do you own or rent your home?

	Valid Percent
Own	94.1
Rent	4.1
Live with a family member	0.8
Other	0.5
Refused	0.5

[redacted]

What is your gender?

	Valid Percent
Male	38.4
Female	61.6

Appendix E
Social Marketing Approach Based on Pretest Data

salter>mitchell
MARKETING FOR CHANGE

Memorandum

To: Virginia Sternberger

From: Tait Martin and Peter Mitchell, Salter>Mitchell

Date: December 17, 2008

Re: Updated Spec Crystal River Social Marketing Campaign, Yard Care / Water Quality

---

Background

To reduce the amount nitrogen and other pollutants reaching area water bodies, the Southwest Florida Water Management District wants to discourage the over-use and misuse of fertilizer and pesticides, while encouraging such best practices as riparian buffers, higher mower settings and substituting slow-release for soluble fertilizers. Crystal River was selected as a pilot area, and qualitative and quantitative audience research was conducted. The key question: What might encourage homeowners to adopt the suite of behaviors needed to protect water quality?

Insight

Research showed little relationship between the target behaviors and people's concern for the environment, a finding consistent with similar work we have done around the Chesapeake Bay. Fertilizer use was much more likely to be correlated with lifestyle concerns, including having a sense of style, general home upkeep, and the importance of a neighbor's opinion.

In determining the "correct" behavior (as determined by the district), we created a behavior index that was made up of two questions:

- Which of these comes closest to describing how you determine the amount of fertilizer to apply to your lawn?
- Which of these comes closest to describing how you determine how frequently you apply fertilizer to your lawn?

We determined correct fertilizer frequency and application use by citing those who responded: "Use directions on the package," "Use the results of a soil test," and "Ask an expert" as the appropriate answers and all other answers as determining improper target behavior. Below is a table of the Doers (those people correctly using fertilizer) and Non Doers (those people using fertilizer incorrectly):

	Marion	Citrus	Total
Non Doers	71.80%	77.70%	74.80%
Doers	28.20%	22.30%	25.20%

Normative influences – particularly the desire to fit in with the neighborhood and need to have a nice home space – appear to what's driving many yard care behaviors. Thus, we are recommending a campaign that leverages people's existing expectations and aspirations to set new community norms around yard care. In short, we need more people to see our suite of target behaviors not as a break from established norms, but as a fulfillment of them. Below are tables showing the similarities and differences between the Doers and Non Doers. We also included brief explanations that helped guide the creative approach.

On a scale from 1 to 10, where 10 is extremely important and 1 is not important at all, how important are the following factors when deciding how to landscape your lawn?		
How much it will cost	Doers	7.57
	NonDoers	7.01
How difficult it will be to keep up	Doers	7.46
	NonDoers	6.98
How the yard will look; its overall appearance	Doers	8.51
	NonDoers	8.28
What neighbors will think	Doers	5.7
	NonDoers	5.46
The impact on your property value	Doers	7.82
	NonDoers	7.42
The impact on the environment	Doers	7.12
	NonDoers	7.32
The impact on local water sources	Doers	7.28
	NonDoers	7.07
How long it will take to do	Doers	6.9
	NonDoers	6.61
Maintaining an amount of open space for recreation	Doers	5.69
	NonDoers	6.2
Providing habitat for wildlife	Doers	5.85
	NonDoers	6.56
The amount of watering your landscape may require*	Doers	7.53
	NonDoers	6.27
The amount of fertilizer it will require*	Doers	6.93
	NonDoers	4.66

*statistically different

In addition to the comparisons, we looked at the relationship between the variables and the self reported correct use of fertilizer. We found there were statistically significant positive relationships between correct use and the following variables:

- How the yard will look; its overall appearance (r=.288)
- What neighbors will think (r=.178)
- The impact on your property value (r=.345)

Thinking about how you or your lawn service/gardener care for your lawn, please rate on a scale from 1 to 10, where 10 is EXTREMELY IMPORTANT and 1 is NOT IMPORTANT AT ALL, how important the following statements are to you.		
Keeping my grass cut very short	Doers	4.69
	NonDoers	4.74
Regularly checking my lawnmower blades to make sure they are sharp*	Doers	8.08
	NonDoers	7.22
Setting my lawn mower blade to the highest height	Doers	6.66
	NonDoers	6.26

*statistically different

Thinking about how you care for your lawn, please rate on a scale from one to 10, where 10 is Strongly Agree and 1 is Strongly Disagree, how much you agree with the following statements.		
I always fertilize my lawn before it rains*	Doers	6.15
	NonDoers	5.2
I always use slow release fertilizer*	Doers	7.33
	NonDoers	6.09
I understand how slow-release fertilizer is different from regular fertilizer*	Doers	8.24
	NonDoers	6.89
I would change my fertilizer if I learned that it was harmful to the environment	Doers	8.58
	NonDoers	8.2
The way I fertilize my lawn doesn't harm the environment in a substantial way	Doers	8.02
	NonDoers	7.62
It's important to know the exact amount of fertilizer that's appropriate to apply to my lawn*	Doers	8.83
	NonDoers	7.74
I use as much fertilizer as I think is needed to make sure my yard is green and healthy	Doers	6.94
	NonDoers	6.27
I always wait until grass is actively growing to apply fertilizer.	Doers	6.73
	NonDoers	6.1
When applying fertilizer, I sweep up what I spilled to keep fertilizer off hard top surfaces like sidewalks, driveways and streets*	Doers	8.58
	NonDoers	6.81
It's important to use a very specific amount of water when fertilizing to help it absorb into the lawn	Doers	7.99
	NonDoers	7.34
For a better application, I use as much water as possible when applying fertilizer to a lawn*	Doers	5.68
	NonDoers	4.86
It's best to fertilize before it rains	Doers	7.59
	NonDoers	6.98

*statistically different

This table shows clear statistical differences between the people doing the right thing and those who aren't. In addition, it also shows people are who reported doing the correct behaviors also did actions that are not consistent with the District's target behaviors (i.e. fertilizing before it rains and using as much fertilizer as necessary to keep their yard green).

These differences in data show that there is ample opportunity for comprehensive fertilizer education surrounding the targeted behavior. We do not believe a simple tagline in an ad will spur this behavior change.

Now I would like to ask you about different types of people who might care about how you maintain your lawn. On a scale from 1 to 10, with 10 meaning care A GREAT DEAL and 1 meaning NOT AT ALL, please rate how much these groups care about how you maintain your lawn. If a group I mention does not apply to you, please tell me.		
Your neighbors	Doers	6.27
	NonDoers	6.48
Your kids*	Doers	6.09
	NonDoers	4.85
Your local garden club	Doers	5.15
	NonDoers	4.4
Your local homeowner's association or neighborhood association	Doers	6.68
	NonDoers	6.78
Environmentalists	Doers	7.39
	NonDoers	6.81
People who swim in local lakes and rivers*	Doers	5.99
	NonDoers	5.2
Fishermen*	Doers	5.89
	NonDoers	4.98
Local Politicians*	Doers	4.35
	NonDoers	3.54
People who participate in water-related activities*	Doers	5.9
	NonDoers	5.07
Your spouse	Doers	8.34
	NonDoers	7.84

*statistically different

Every one of these different populations correlated with self reporting of correct fertilizer use:

- Your neighbors (r=.272)
- Your kids (r=.177)
- Your local garden club (r=.228)
- Your local homeowner's association or neighborhood association(r=.330)
- Environmentalists (r=.294)
- People who swim in local lakes and rivers (r=.247)
- Fishermen (r=.272)
- Local Politicians (r=.143)
- People who participate in water-related activities (r=.290)
- Your spouse (r=.319)

These statistics basically communicate that those using the fertilizer believe that each population cares about how they maintain their lawn. Not surprisingly, homeowners association and spouses rated the highest while their children and local politicians rated the lowest.

Please think about maintenance to the exterior of your home and rate the importance of the following on a scale from 1 to 10, with 10 being EXTREMELY IMPORTANT and 1 being NOT AT ALL IMPORTANT:		
Keeping the exterior of your home nicely painted*	Doers	9.11
	NonDoers	8.68
Making repairs to your home's exterior	Doers	9.06
	NonDoers	9.03
Fertilizing your lawn*	Doers	7.98
	NonDoers	5.4
Cleaning your gutters*	Doers	7.87
	NonDoers	7.14
Making repairs to appliances in your home*	Doers	8.93
	NonDoers	8.56
Watering your lawn*	Doers	7.51
	NonDoers	6.37
Using pesticides on your lawn*	Doers	6.04
	NonDoers	4.53

This table shows that overall, doers and non doers feel home maintenance is important. Non doers felt pesticide use was unimportant. This was the basis of the decision to gear the campaign towards, "This is My Florida" and subsequently, "This is My Piece of Florida." The pride in taking care of their homes and surroundings, often no matter what group they belonged to, seems to be an opportunity the District can develop.

Now I want to ask you a little bit about what kind of person you are. On a scale from 1 to 10, when 1 means it doesn't describe you at all and 10 means it describes you very well, please tell me how much the following statements describe you.		
"I have a sense of style."	Doers	7.04
	NonDoers	6.74
"I am an environmentalist"	Doers	5.69
	NonDoers	5.8
"I am often influenced by my friends and family"	Doers	4.54
	NonDoers	4.02
"I enjoy outdoor activities with friends and family"	Doers	7.56
	NonDoers	7.18
"I am a lot like my neighbors"	Doers	4.54
	NonDoers	4.2
"I like to entertain at my home"*	Doers	6.82
	NonDoers	5.76
"I seek recommendations on lawn care"*	Doers	6.06
	NonDoers	4.33
"I believe the state government is a good source of information about lawn care"	Doers	5.46
	NonDoers	4.92
"I care about local streams and rivers"	Doers	7.65
	NonDoers	7.82

We found statistically significant relationships between correct fertilizer use and:

- "I have a sense of style." (r=.248)
- "I am an environmentalist" (r=.219)
- "I am often influenced by my friends and family" (r=.127)
- "I enjoy outdoor activities with friends and family" (r=.221)
- "I am a lot like my neighbors" (r=.109)
- "I like to entertain at my home" (r=.174)
- "I seek recommendations on lawn care" (r=.290)
- "I believe the state government is a good source of information about lawn care" (r=.236)
- "I care about local streams and rivers" (r=.171)

Approach

Promote a lifestyle and then instruct people how to fit into the lifestyle. Do not go the route of simply telling behaviors in an advertisement.

Link Florida-friendly landscaping to popular activities in the area, especially those most closely identified with this slice of west Central Florida, such as boating, fishing and golf. This could be especially powerful if the popular activity – fishing, for example – is dependent on water quality. In addition, play on the pride that citizens have of their own spaces. Show that by maintaining their piece of "their Florida" in the proper way, they impact the community and the state in general.

However, to drive behavior, the key is building the norm, not preaching the benefits of better water quality or conservation. That environmental message must be secondary if the goal is behavior change. Ideally, this campaign should be communicated from a number of different sources, not just SWFWMD or local governments. For example, one of the area's premier golf courses could adopt Florida-friendly landscaping and use the branding in this campaign in their own advertising. The concepts should also be promoted through faith communities (churches and synagogues in this area), corporate partners, and neighborhood groups – any entity that helps set community norms. Because there are a set of intended behaviors and several levels of adoption, the brand itself should promote general values – less fertilizer, less pesticides, more indigenous plants, etc. – and push users to interact with the campaign to find their own level of adoption (they might decide to landscape their yard so it requires less water and no fertilizer or they may simply be willing to switch to slow-release fertilizer).

The goal of the advertising should be to (1) **interrupt the target audience** and (2) **encourage them to interact with the program**.

From there, the social marketing program should have a web site and other touch points in place to convert this interest into specific behaviors. The web site should be designed as a lifestyle website, one that is focused on creating a beautiful west Central Florida yard for its own sake not simply to protect the environment. The goal of the website should be to show how people can fulfill the norm we are promoting. Part of this relates as much to tone as content: For example, it's about how anglers keep a lawn, not how environmentalists do it.

In our original sample executions, we used a very simple theme that allows for the diversity of population and aspirations in the region (everything from retirees to young families): "This is my Florida." After the initial discussion between Salter>Mitchell and SWFWMD, the concept was redefined to "My Piece of Florida" or "This is my Piece of Florida." Although the same underlying message is there, it should not be confused with the State's website or mimic the "This is my river" campaign done by an adjoining water management district.

From there we associated the intended values (less fertilizer, etc.) with popular activities (recreation, maintaining your home, golf, fishing) then lead the viewer to a point of interaction (MyPieceOfFlorida.org, which is an available URL). The simplicity and brevity are intended so we can very simply get across our core message – equating the popular activity with the intended value.

Next Steps

Our samples were created to illustrate an approach – a new sample with the “My Piece of Florida” tagline is attached. To roll out this campaign, a full suite of creative materials should be professionally developed, tested and revised. Also, the success of any normative campaign will rely heavily on:

- Engaging partners outside of government that help set community norms;
- Build a high level of exposure to the campaign; and
- Creating easily accessed touch points where people can interact with the program to pursue the behaviors that interest them. This should begin (but not end) with a website and could involved creating materials and programs for your partners.

CALM CONCERNS ABOUT KINGS BAY. FERTILIZE THE FLORIDA WAY.

FIND OUT HOW AT **MYPIECEOFFLORIDA.ORG**

MY PIECE OF FLORIDA