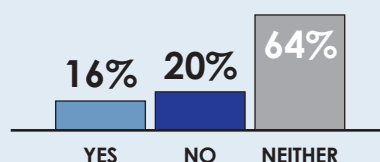


WHAT FLORIDIANS THINK ABOUT LANDSCAPE IRRIGATION

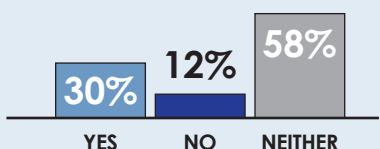
Many Floridians are confused about the effects landscape irrigation and lawncare can have on the quantity and quality of the state's water supply. Researchers with the UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources asked residents for their perceptions of turfgrass lawns in its annual statewide public opinion survey on water use. Two other surveys gauged opinions of high-water users in central, southwest and southeast Florida.

TURFGRASS LAWNS...

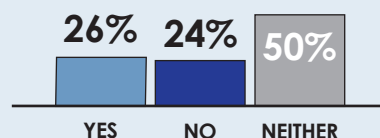
HAVE AN OVERALL NEGATIVE IMPACT ON WATER QUALITY



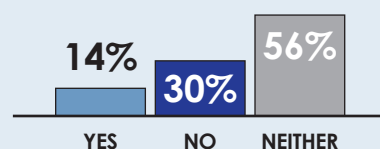
HAVE A POSITIVE EFFECT ON THE ENVIRONMENT



ARE UNNATURAL



REQUIRE TOO MUCH WATER TO MAINTAIN



FLORIDIANS SAY TURFGRASS IS GREENER BUT UNSURE ABOUT IMPACTS ON WATER

Most respondents remained neutral when asked for their opinions about turfgrass, signaling an opportunity to educate and inform residents how to conserve water when caring for their lawn.

Fourteen percent of Floridians thought that turfgrass lawns needed too much water to maintain, though 56 percent neither agreed nor disagreed.

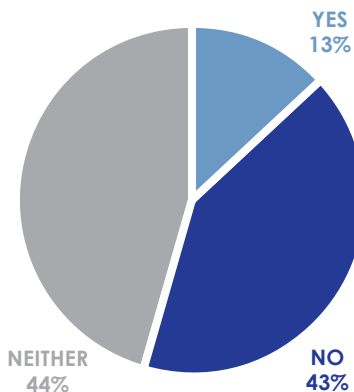
Floridians largely rejected native plants as substitutes for turfgrass, with only 13 percent saying they preferred natives. More than 40 percent wanted turfgrass, and 45 percent were unsure. Nearly two-thirds of residents said they appreciated when

homes have well-maintained yards, and 54 percent believed that having a healthy turfgrass lawn is important for maintaining a property's economic value.

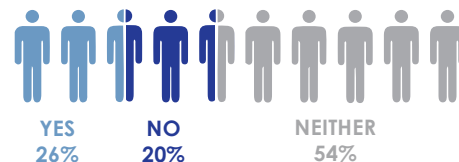
Thirty percent of residents believed turfgrass had a positive effect on the environment, compared to 58 percent who were unsure. More than 60 percent did not know if turfgrass negatively affected the quality of nearby water bodies.

More than half of Floridians neither agreed nor disagreed that too many people have turfgrass lawns or that people put too many resources into managing their turfgrass.

"I PREFER NATIVE PLANTS TO TURFGRASS."

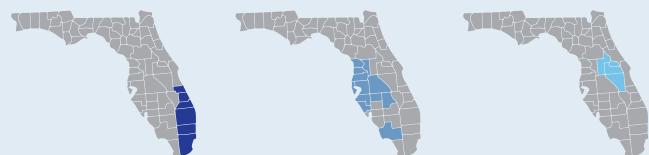


"I BELIEVE TOO MANY PEOPLE HAVE TURFGRASS LAWNS."



"I BELIEVE MOST PEOPLE PUT TOO MANY RESOURCES INTO MANAGING TURFGRASS."



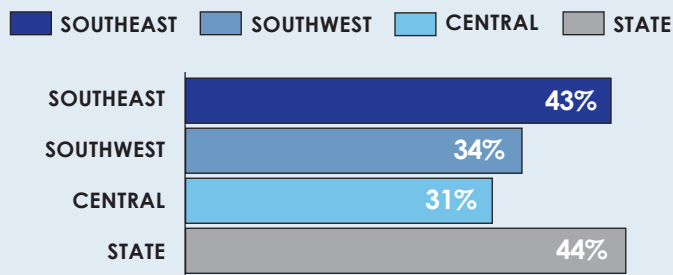


SOUTHEAST
BROWARD, INDIAN RIVER, MARTIN, MIAMI-DADE, PALM BEACH & ST. LUCIE COUNTIES

SOUTHWEST
CITRUS, COLLIER, HARDEE, HERNANDO, HIGHLANDS, HILLSBOROUGH, MANATEE, PASCO, PINELLAS, POLK, SARASOTA & SUMTER COUNTIES

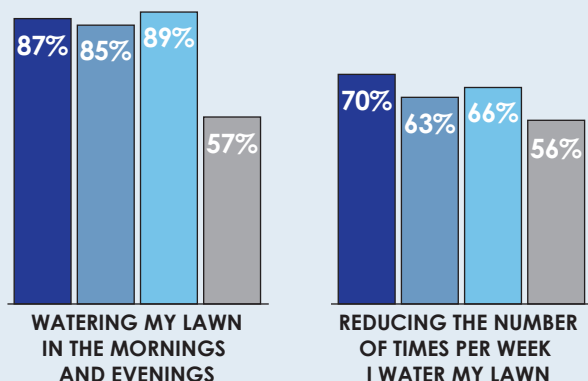
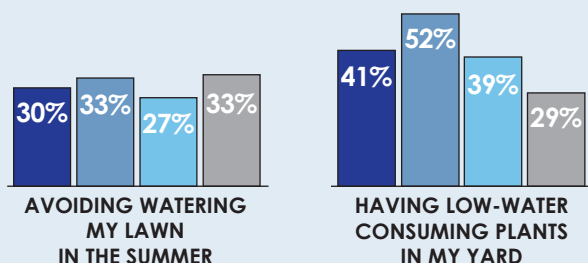
CENTRAL
OSCEOLA, LAKE, ORANGE & SEMINOLE COUNTIES

HIGHLY OR EXTREMELY IMPORTANT TO HAVE PLENTIFUL WATER FOR HOUSEHOLD LANDSCAPES

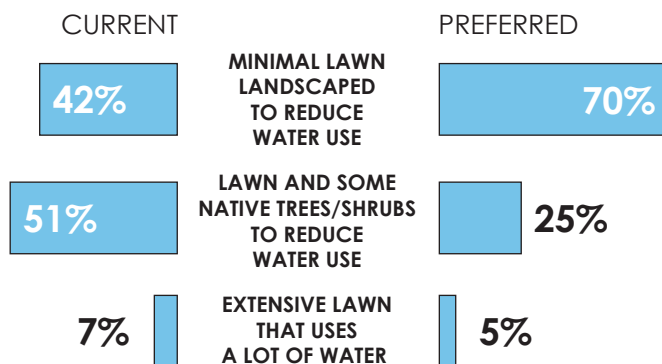


"I CONSERVE WATER BY..."

■ SOUTHEAST ■ SOUTHWEST ■ CENTRAL ■ STATE



CENTRAL FLORIDIANS' LANDSCAPES



HIGH-WATER USERS MORE LIKELY TO TRY TO SAVE WATER

Even though they currently use more resources, high-water users throughout central and southern Florida are more inclined to conserve water than the average Floridian.

CENTRAL FLORIDIANS' BARRIERS TO GETTING PREFERRED LANDSCAPE

1. COST	78%
2. TIME	77%
3. HOMEOWNERS' ASSOCIATION	76%
4. LACK OF INFORMATION	75%

Residents in central and southern Florida were more likely to conserve water by reducing how often they watered their lawn and by watering only in the mornings and evenings.

According to the statewide survey, 72 percent of Floridians are responsible for maintaining a lawn. Of those residents, 52 percent have turfgrass and 46 percent owned irrigation systems. Roughly half of the high-water users reported monthly water bills between \$50 and \$100.

Researchers asked residents of central Florida about their current and preferred landscapes. Seven percent of residents wanted to have a lawn designed to minimize water consumption — but only 42 percent indicated they currently have that style of lawn. Central Floridians attributed cost, time, homeowners' association rules and lack of information as reasons they could not have their desired style of lawn.

ABOUT OUR RESEARCH

In addition to the annual public opinions of water quantity and quality survey administered statewide, PIE Center researchers surveyed high-water users in various regions of the state in partnership with the UF/IFAS Center for Landscape Conservation and Ecology. High-water users were primarily defined by income, being responsible for a landscape and paying for professional lawncare services.