

WHEN IT COMES TO

WATER,

FLORIDIANS:

AREN'T AWARE OF THE CURRENT ISSUES

WATER WARS

VS.

74%

DIDN'T KNOW FLORIDA OFFICIALS SUED GEORGIA FOR USING TOO MUCH WATER.

45% THINK THE LAWSUIT IS A GOOD IDEA.
 7% THINK THE LAWSUIT IS A BAD IDEA.
 48% AREN'T SURE.

APALACHICOLA OYSTER COLLAPSE



THEN

APALACHICOLA BAY PRODUCED 90% OF FLORIDA'S OYSTERS.

69%

DIDN'T KNOW OYSTER PRODUCTION HAS DRASTICALLY DECREASED.

LIMITED FRESHWATER IN THE BAY SPURRED A NEAR-COLLAPSE IN 2012.

85%

DON'T KNOW THE REASONS BEHIND THE COLLAPSE.

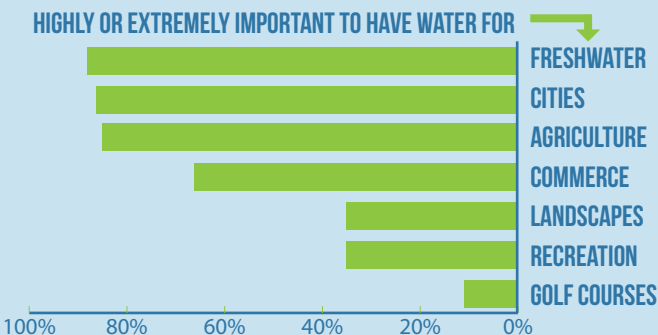
NOW



THINK QUALITY AND QUANTITY ARE IMPORTANT

83%

THINK WATER IS HIGHLY OR EXTREMELY IMPORTANT, BEHIND ONLY THE ECONOMY & HEALTH CARE.



THINK QUALITY IS GETTING WORSE

44%

BELIEVE LAKES ARE GETTING WORSE.

46%

BELIEVE RIVERS ARE GETTING WORSE.

43%

BELIEVE OCEANS ARE GETTING WORSE.

ARE WILLING TO CONSERVE

BY TURNING OFF THE WATER WHEN BRUSHING TEETH — 72%

BY INSTALLING LOW-FLOW SHOWERHEADS — 54%

BY NOT WATERING THE LAWN AS MUCH — 54%

BY OWNING WATER-EFFICIENT TOILETS — 58%

BY USING THE WASHING MACHINE ONLY WHEN IT'S FULL — 90%

ARE WILLING TO CONSERVE — TO A POINT



47% WON'T USE A TIMER TO HELP TAKE SHORT SHOWERS.
27% USUALLY SHOWER FOR LONGER THAN 5 MINUTES.

69%

ARE WILLING TO SPEND 10% MORE ON WATER BILLS TO PROTECT FUTURE WATER SUPPLY.

7%

ARE WILLING TO SPEND 50% MORE ON WATER BILLS TO PROTECT FUTURE WATER SUPPLY.

81%

WOULD REDUCE HOW MUCH THEY WATER THEIR LAWN.

42%

WOULD LIMIT WATERING THE LAWN IF IT MEANT THE GRASS WOULD DIE.



Center for Public Issues Education
IN AGRICULTURE AND NATURAL RESOURCES
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PIE Center faculty and staff conduct four public opinion surveys each year that focus on issues of key significance to Florida's agriculture and natural resources: water quality and quantity, immigration reform, endangered species and food production practices. The results from each survey are demographically representative of the state according to 2010 Census data.

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